

The work of an SEO pays for itself in Digital Marketing

When you work with an [SEO agency Montreal](#), you get to decide on an online marketing plan and implement this. Working with a digital agency means that you can quickly ramp up your online efforts by scaling up your SEO, content marketing, social media, as well as the all-important conversion rate optimization. Focusing your energies here will quickly drive new business in the insanely competitive online space.

Finding the right agency to partner with is often tricky. You have to find the right one that is big on communication and big on results. You can't have one without the other. A digital agency has to be in tune with your business goals, and be on the same page when it comes to this. A massive problem for most businesses is the range of choices they have when it comes to picking the right digital partner. It can get confusing, and a lot of people end up choosing a complete dud.



Why is your agency good for us?

Don't believe everything they tell you. Yes, they might have achieved excellent results for a couple of companies, but will they be able to work with you and your business culture? How do they communicate, and does it seem like the right fit? Do they work with large clients and perhaps as a small business you might not get the attention you want?

Most of all don't get overly impressed with technical jargon that's spewed out by them. A lot of what they say is there to impress you. The aim here is to find a digital agency that seems like the right fit.

What is their unique selling point?

This is where you ask them this question and get them to sell it to you. If you do not like the answer, you can quickly look elsewhere. Again, look for the right fit. Someone you're comfortable with that can also show you tangible results.

Can you help me reach my business goals?

All businesses have different goals, and you have to find an agency that understands this. Be direct, be blunt, and see if they can help you get to where you want to be. Ideally, you want an agency to be a partner that can address [your digital marketing](#) concerns quickly and communicate how they are helping you each month. They need to be taking a proactive approach to this by looking at your competition, seeing what they are doing online, and then make sure they are doing it better.

Most businesses' goals are more customers, more revenue & growth, and this must be part of your agency's strategy as well. If they are just about simple link building without a digital strategy, then this is not the path you should go down. That's old school SEO & you definitely don't want to be part of this.



How fast are they to respond?

Ask them how quickly they respond to changes in your industry. If there is a new product or service how fast are they to take this on board and promote it? Digital agencies have to be dynamic and respond immediately to the shifting business environment. Ask them also how quick they are to respond to your emails. If they say within a couple of hours, this is a good sign.

If you start using them, and they slacken off with response times you can always refer them back to this question. In my opinion, you have to respond to. This is the age of high-speed

internet, and you have to be quick. Well, at least this is how we operate and conduct our business. We are super-fast with our response times. If your agency is slack with communications, then it may be time to look elsewhere.

Do you work with any other clients in my industry?

It's not bad if they are working with someone in your field. A lot of people would disagree with me and say that it's a conflict of interest, but that's not true. Why? Because you know where to get links, you know who the influencers are, and you know what content to write. It's actually an advantage as your agency will already understand how competitive space is and what's going on.

How are they marketing themselves?

How are they getting new sales and where do they promote themselves. You are communicating with them which is a good thing (so you must have found them online somehow) but ask them for a list of keywords they are trying to rank for and do your own Google search. Make sure their claims are true.

Do you know my local market?

When it comes to getting new business, local search is so important.

- Nearly 50% of searches on Google are for local businesses and companies
- 50% of people that find business locally will visit the place within 48 hours
- 20% of local searches will lead to a buy.

This is why you need an agency that has a thorough understanding of your local market and area. What this means for your business is that it's best to go with a digital agency that's nearby; one that knows the area. We are in Montreal, Quebec, Canada for example, so this means businesses within a 25-45 km radius of us should consider us as local.



Can I speak to some of your clients?

If they have happy clients, they are going to want to tell you about this. In fact, make a few calls and see what experience they've had. Also, see some of their case studies and check the results for yourself. Also, check a few of their online reviews. Also, ask them how they have been able to improve rankings, sales, and conversions for clients in competitive niches. You might be in such a space as well so you want reassurance that they will be able to deliver on their promise.

SEO (Search Engine Optimization) is a critical part of [the comprehensive web development](#) and promotion of a website. In order for a site to appear in the first positions on search engine results pages (SERPs) you can do so organically – which can take years or more – or you can hire an SEO Company. Only an SEO Company can advise you of strategic search queries to use when promoting your site. Overall, an SEO company will help you to increase the visibility and attendance on your website and furthermore help boost the success of your business. There is no doubt that the higher the position of a site in the results page of a Google search, the more users will go to it. You also gain the trust and loyalty of customers online and in real life when they can easily find you online.

An **SEO Company** is a type of digital marketing company that a business owner, or anyone looking to promote their website, would hire to become more visible, accessible, and successful online. Whether it's a regional search or topical search you're hoping to be number one in, hiring an SEO is a critical step in the success of your website and business. Google and other search engines use complex and ever-changing logarithms to ensure that their users find the quality content they are looking for without being inundated with spam. Spam is essentially paid advertising or content that will clutter your browser, inbox, or search results and is not relevant to user search queries.

Google's search algorithms are designed to filter out content that has built itself up organically - meaning that has developed popularity because it is authentically useful, relevant or popular in the real world. SEO companies use strategic methods to simulate this organic growth of online popularity (higher google rankings) in a much shorter amount of time. As business owners know sometimes it can take years to establish a following or solid customer base. The same goes for pages online. When done professionally, the work of an SEO company will save a webpage owner time and money whilst ensuring that a site is not considered spam by Google robots. Tip! Make sure you check out the previous clients and successes of an SEO Company. Online marketing companies that advertise as spam may seem like a cheap alternative, however, their services can actually hurt a site and a business if they are flagged as spam.

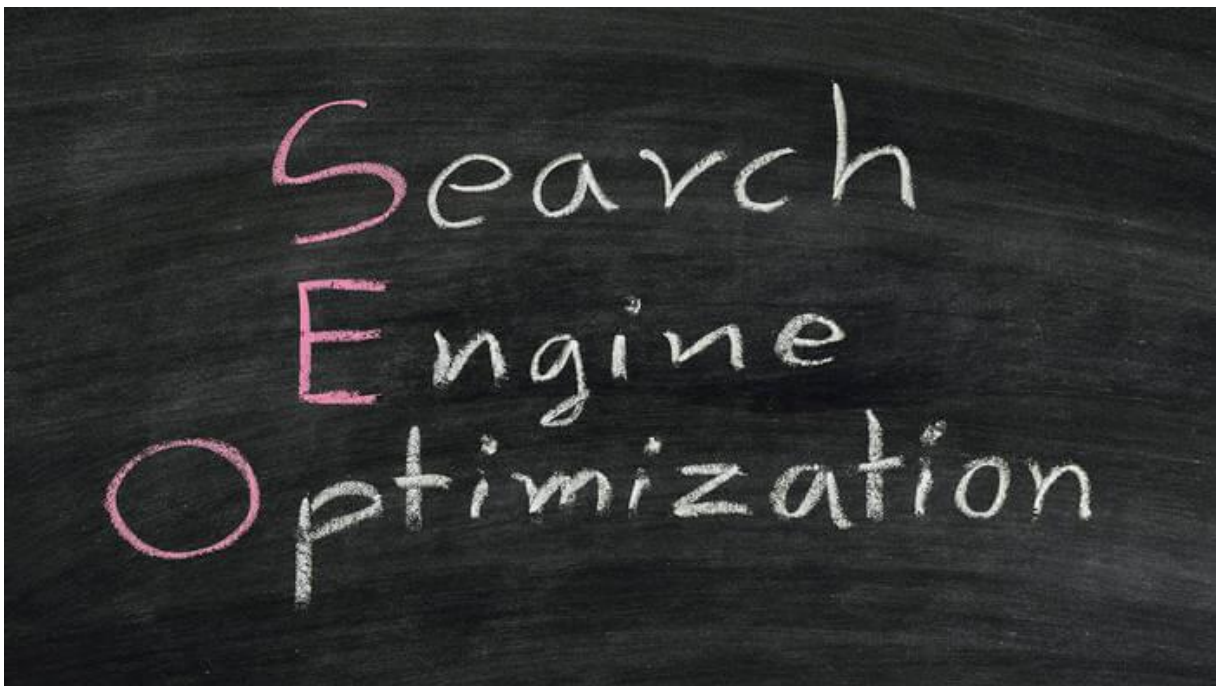
Quite simply, Optimization rules are set by search engines and are constantly changing. Each search engine, such as Google, will use and regularly change their own ranking algorithms. Ultimately, search engines are trying to best match their users with a selection of keywords for which the resource is planned to be promoted they are searching for. Because the world is an ever-changing place, new businesses come and go, events pages are updated regularly, etc.

Search engines have the tough job of sorting through endless data to find users the most relevant and useful results. In order to do this, Google will account for factors, when deciphering content; such as how many times the searched keywords appear on a page, the number of times other websites refer to this page, how long users stayed on the page, etc. Ultimately, however, the magic formulas to get your website a high ranking is kept secret. Google does this to prevent spam or fraudulently promoted pages from taking advantage of the ranking formulas. All that being said, although the formulas are a secret, expert SEO Companies are constantly remaining up to date and know which factors are most weighty. By using these strategic tricks, it is possible to improve the position of a website in a strategic and timely way.



- Choosing Strategic Keywords - Through careful analysis of the search history of millions of users, the right keywords can make a huge difference.

- Improving Relevance through proper organization of pages - By structuring the page organization on a website in a way that increases its searchability and relevance, websites have a far better chance of being seen as the right match for a query in a search engine.
- Providing or restructuring the content of your website - the descriptions, and body text on a web page is an important component. How often keywords appear on a webpage is one way a site is determined useful and ranked higher.
- Showing the full extent of your business offerings online - anything for photography, for example, can offer a number of different services, by only writing "Photography" with very little content on a web page, Google will rank this site lower than a company that describes, in detail, all of its services exes. Wedding Photography, Portraits, Real Estate Photography, etc.
- Coding pages for SEO optimization - The "back end" structure of a website plays a huge role in the ranking of a page, a poorly created, organized, or coded webpage will confuse Google and hurt the site's chances of being ranked.
- External Factors beyond the page itself - How often do other trusted websites, promote, mention, or refer to your website? The more "popular" you are with other, quality sites, the better! An SEO can help make this happen.
- Quite simply, internal Optimization is work done to an actual website or webpage that will improve its chances of being ranked. Examples of internal SEO optimization are:
- Compilation of the semantic core (selection of keywords for which the resource is planned to be promoted);
- Improvement of the internal structure of the resource (CNC, Robots.txt, sitemap);
- Elimination of technical errors (duplicate pages, broken links, increase in the speed of site loading);
- Continuous improvement of technical usability of the Website (loading time, mobile view fixes, etc.);
- Increase the relevance of the pages (matching the user's request);
- Image optimization;
- Providing Internal linking (cohesion between your website as a whole, consider each individual page).



Internal SEO optimization can be extremely time-consuming work; it must be a continuous effort and must be done properly. A good structure website from an end-user perspective and from the “back end” is of primary importance when getting a website ranked. The success of the website ultimately depends on how well made the website is. Beware of companies that offer great deals on websites. A poorly made website is worse than no website at all, because it may have several pages that are invisible to the end-user but behind the scenes be used to link other spam sites, thus putting yours at risk of being flagged by Google. At the end of the day, a site should be high-quality, fast, user-friendly, comprehensive, and completely relevant to what your customers or visitors are searching for. Like most things, it simple, but not as easy as it sounds.

A good adage that is commonly used to describe how the google algorithms works are “you know a man by the company he keeps.” For Google, this means that the most often and the more prominent pages that mention, reference, or link to you, the better your website is. Simply put, the external endorsement is crucial for a website in getting a higher ranking. External SEO optimization is the buildup of the reference network, by getting links from other sites to your site. In real life, having a celebrity genuinely endorse your product is a great way to grow your following. The higher profile the celebrity, the better. The same goes for online content, however paying to have your website promoted is essentially spam, isn't it? Totally, so this must be done by a professional in order to avoid having your site flagged or worse, shut down. Beware however that because Google is diligently filtering spam content, websites that offer cheap links can actually hurt the reputation of your website! To increase the organic awareness of your site by other sites and to grow a quality reference network, an SEO will provide you with:

- Continuous publication of fresh, relevant and interesting information that your targeted users will naturally consume and share;
- Register your website in various search engines, catalogs, and relevant databases;
- Exchange links with popular and high-quality resources; sharing is caring.
- Provide quality and strategically placed press releases; in the form of blogs, updates, and posts.
- Stimulate and provide continuous activity on relevant forums and blogs.

The external SEO process should not be done without first doing a competitive analysis, to see what competitors are doing well and what actions should be avoided to protect against actions that could be flagged by Google as spam. Google's algorithms actively work to ensure that a site grows organically, so poorly done External SEO work is worse than doing nothing at all.

Is this even allowed

It is true that Google is constantly trying to filter content, and paid promotions are consistently seen as spammy and thus flagged. However, SEO specialists follow an unwritten code of conduct to avoid running into conflicts. Ultimately SEO Experts are accountable to the search engines themselves. Unprofessional companies that offer discounted links or spammy materials are swiftly flagged and punished. Professional SEO Companies, however, conventionally divide optimization methods into three categories.

White-hat optimization - work on the resource without using officially prohibited methods of promotion, which could affect the search algorithms.

Gray methods are not officially banned, but their use can be regarded as an unnatural overstatement of popularity. Some search engines block such sites.

Black-hat optimization includes methods that are contrary to the rules. The risk to get under the filters and sanctions of search engines is very high.

Any SEO work involves the use of techniques that directly or indirectly affect the work of robots. However, the "white" optimizers and marketers, are strategic, play fair, and do not violate the rules of the game. They keep up to date and adhere to the recommendations of Google to create good sites and optimize them. This information is publicly available in the Google Search Console Help Center and can be done by anyone at any time. A professional SEO company will just save you lots and lots of your precious time. Keep in mind that cheap SEO companies are often so affordable because they use many prohibited and cheap tricks. When rules of search engines are not observed, the consequences can be dire to the success of your website.



PPC stands for Pay-Per-Click, it is a form of paid online advertising, where companies looking to promote their site in search of customers are given top positions in exchange for paying a small fee every time their website is clicked on. Simply put, it's a quick and easy way to buy visitors to your website instead of building up a following organically. You may have heard of Google AdWords, for example. This is one of the most commonly known and most popular forms of PPC. It allows advertisers to bid for ad placement on the select few sponsored links that appear at the top of a search result. Ever notice the word "Ad" in a little green box beside the link to a website? That's Google Adwords. These positions are filled by a complex bidding process where Google considers the amount an advertiser is willing to pay-per-click and how relevant, useful and liked the website content is for users. PPC can be a useful, quick, and easy way to promote a website. However, it can also be very costly (this is how search engines generate revenue after all.) PPC is also an art in itself, spending lots of

money on advertising without doing solid and exhaustive keywords research can be a complete waste of money. It's a good idea to consult an SEO specialist prior to getting too excited about promoting your website through the PPC method. Here's a summary of some of the important differences between SEO and PPC.

	SEO	PPC
Appearing at the top of a Google Search	- Can take months or even years for certain sites to get to the top	+ Instant results
Budget vs. Results	+ With an SEO, you'll have a clearer idea of how much it will cost to promote your site over time. However, if the number of visitors exceeds your expectations, the price is the same.	- The more visitors to your page, the more you pay.
Flexibility	- An SEO Expert will give you a strategy and will conduct their promotions based on your targeted keywords	+ You can change the keywords and strategy of your campaign instantly and as often as you'd like
Aftereffects	+ The results of expertly conducted SEO work will have a lasting effect on your position and your business. Organic traffic continues to flow even after the completion of work.	- When the advertising campaign stops, the flow of clients stops.
Trust	+ Users are more likely to trust a website that has grown organically or promoted through the work of a professional SEO	- Users have a natural distaste for blatant online advertisements and can hurt the reputation of a company
Guarantees	- With SEO work, there are no guarantees for the world online is always changing	+ Fixed positions are guaranteed as long as you continue to pay for your position

The reality is that SEO and PPC are aimed at solving different problems and it's important that as a website owner you make the decision that's right for you. Sometimes, depending on your budget, a combined effort a great way to go. Making use of an SEO and Paying per click can increase visibility in both a short and long-term way. Making use of both methods can help manage your reputation effectively, test changes to your advertising strategy, identify the most effective keywords for attracting the most real customers, and neutralize the seasonal sales decline. At the end of the day, building a strong online reputation with search engines and your customers is the ultimate goal.

It's important to keep in mind that an SEO expert can't do his/her job without the cooperation of a whole team of people and a pool of resources. Analyzing and building a strategic keyword structure makes use of many analytic tools. Optimal content is usually written by experts who are guided and directed by SEO Experts to effectively display its relevance to the right keyword searches. And most importantly building an online network requires many different players and resources. Here are some examples of tools that an SEO Company would use.

The fact of the matter is that we live in a digital age. Even if you have a strong customer base, having a strong brand presence online is important for establishing and maintaining credibility with your customers. We expect that the digital versions of ourselves are correlated with reality, especially in the world of business. Having a poorly made, or poorly ranked web page reflects badly on your reputation as a company and can hurt the trust of even your most loyal customers.

Wouldn't it be great to make it easy for them to find you

Have you considered that in your area customers are searching for the exact products and services you offer online, every day? Maybe they are currently a customer of one of your competitors but are unsatisfied and looking for you. Many people make purchasing decisions in the comfort of their own homes. Why not have them trust and be excited about what you offer without even having to meet them?

Getting an online can help you in more ways than just online

Building a website is much like building the identity of your business. Going through the process of choosing your [facebook retargeting](#) audience, based on real data of what people are searching, can help you see areas where you can grow. Maybe there are products and services that people want that you can offer but just never thought to. Additionally, writing and designing the purpose and face of your company can help guide your actions in real life.

Connecting with other businesses online can bring new opportunities

We all know that in the free market competition is the fuel for innovation, however, cooperation can also promote growth, especially online. Building a network online, through links, content, and connections not only promotes your website but can also put you in touch with a great network of other successful businesses in yours or related fields.

If having a great website that was easily found online brought you, 5 new customers, wouldn't the work of an SEO have been worth it? In the real world building, a customer base can take years. Simply relying on referrals is inconsistent and unreliable and can result in tons of lost revenue or giveaways that never pay off. The digital world works at a much faster speed, and doing it right - even more so! Isn't making money and growing your business the whole reason you started one in the first place? What are you waiting for?



Five crucial questions to ask when choosing the right SEO

1. Where is the SEO Company's website ranked?
2. Was it advertised to you as a Pay-per-click or Google Ad?
3. How can you trust that they will not just do the same to your website?
4. Do they comply with Google Penguin Algorithm updates and how? If you are not sure, or it's not explicitly stated on their website. ASK! If they don't immediately start talking your ear off about all the requirements, they don't know what they're talking about.
5. What other website have they successfully ranked? Always ask an SEO Company for some examples of their previous clients. Building a reputation online for an SEO is everything, do your homework before you start spending your hard-earned money for nothing.

SEO takes many hours of research, creative output, and skilled labor. Hopefully the information available on my website has given you a better idea of the amount of work involved in getting a website to the top. The fact of the matter is, many factors, people, and hours are involved in optimizing and linking a website.

Cheaper services mean lower quality work that could, in the long-run hurt your website and end up costing you more:

- Like most products on the market, the price is often correlated to the quality of the product. Cheap copywriters may create material that is not relevant to your business. It has spelling errors or be optimizing your site for the wrong keywords. Furthermore, cheap services offering discounted backlinks not only will not get you the traffic you're looking for, but they also have the potential to damage the credibility of your site, resulting in a flagged, or worse, banned website.
- More traditional methods of advertising are often so cost-prohibitive for the average small business. Even a small ad in a magazine can be over a hundred dollars for a single issue. Pay per click can cause you to spend your entire marketing budget on paying for accidental traffic with no return and cost you losing the trust of your potential customers. At the end of the day, SEO work can seem expensive but the lasting and tangible effects on your business are worth it. Send us an inquiry and we will figure out a way to work with your budget and get you results that matter in today's digital age.

perimeters to ensure that your company and your brand are looking their best and clearly communicating the messages you want to your customers. The most important thing to remember is that growing a business and growing a presence online takes time. Be strategic and consistent but most importantly be patient.

Who will be my main point of contact

This is a really important question as you want to be working with someone you get along with. Most likely you would have spoken initially to a suit or [how to be a good manager](#) with slick sales talk and refined sales tactics. Then, you might be dealing with some tech geek who is bad on their communication and emails. Ideally, you want to be working with 1 point of contact and be able to establish a good working relationship with them. Also, see if they are able to be contactable by phone, or is it all via email?

You need rapport and to feel a certain level of trust with this person as, after all, they hold the key to your business success. You also want to see how often they will be providing reports and what level of reporting they provide. Are these monthly or every couple of months? Many [SEO Montreal](#) agencies will try to hide their work to avoid being scrutinized in depth. Watch out for this!



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