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# **SEM Campaign Expectations and Results**

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Are you looking to hire an SEO agency? Take a look at this white paper to get an understanding on what to expect for your money.

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So what does the average client expect from an SEO project? He or she expects to get first-class efforts for the least amount of investment. Of course, that only makes sense if you actually do get “first-class” efforts. Oftentimes it takes investing a bit more cash than you'd like to get the best results.

While its hard to predict what kind of results you'll achieve from any particular SEO project, its a good assumption that the more you invest into search optimization, the greater the likelihood of success. Next I will try to simplify the outcomes and projections for SEO projects and offer a thorough evaluation on how SEO businesses work and what you should watch for.

It's a normal day doing SEO at work when your employer approaches you and informs you that there are company sites that are not running at maximum capacity. He states that its necessary to force better results out of them immediately. What's your course of action? The following are three distinct ranking stages that you may anticipate and the logic supporting them.

#### ***Attaining Below Average Results:***

So you chose to employ an SEO business. Good choice! The SEO business will want to administer many modifications to your site. They may also desire to alter your site's structure, navigation, ALT tags, title tags, meta tags, link titles, page copy and a lot more.

Qualified SEO businesses will start your project with researching the most profitable keywords for your niche. They will compile and narrow-down a fairly broad keyword list to pinpoint which ones will assist you in ranking for more keyword phrases and therefore drive more traffic to your site. Once these keyword phrases are chosen, they will be appropriately optimized to your site. Contrarily, a novice SEO business may not be able to optimize your current website for keyword phrases that DO NOT currently show up on your site but alternatively make recommendations for alternate keyword phrases that could be pinpointed and possibly produce more results. A lot of website owners are very hesitant to entrust their site to someone else but if you are unwilling to grant access to your SEO to be able to cultivate new web pages and accompanying content for these keyword phrases, you are critically limiting the performance of this project.

Additional elements also come into play when investigating the accelerated results of a specified project. A major factor is your PFI (pay-for-inclusion) and directory registration allowance. These days it is almost impossible to get results without an allowance for these programs.

### ***How to Shoot For Average Rankings:***

Not looking for just bare bone rankings? Want rankings that fall more in the middle of the road? Well, keep reading to learn how to attain average rankings that are neither good nor bad...just well...average. To start, you want to permit your SEO agency to make changes and edits on actual pages within your site. You decide to permit the SEO agency the liberty to make needed changes to current pages only. These changes will bring about results for analyzed keyword phrases chosen during the initial research stage. Once more, their services will consist of general optimization of the website's structure, navigation, ALT tags, Title Tags, Meta tags, link titles, page copy, etc. Permitting your SEO agency to create these alterations will certainly increase your rankings and productively pinpoint the specified keyword phrases.

Some money will need to be budgeted for PFI programs and directory registrations. In doing so, your rankings will most certainly increase, however if your budget is small in scale you will once more be limiting your project's success. Based on your scaled down PFI budget, you will have to filter through which PFI programs you may want to enlist in and which ones you do not. Instead of submitting your website to many PFI programs such as BOTW.org, Yahoo! Directory, JoeAnt and SiteSift, you may only be able to submit to one or two of them at the most. The budget behind your PFI program is strongly correlated to how effectively you can compete in your industry. In conjunction with a PFI program, your SEO might recommend social media optimization in tandem with your SEO program. This social media marketing can be pricey but to have it done right it is well worth the price. If your budget doesn't allow for "full tilt" social media marketing, your SEO agency might still be able to work out a package that will be beneficial to you but also remember that by being conservative with your budget you will limit the social media rewards you are expecting.

### ***Reaching For Those Above Average Rankings:***

So you have more loftier goals in mind? You want to reach for the stars? For maximum results, I have put together a guaranteed formula for exceptional results from a leading experienced SEO program. Fundamentally, its just an amendment to the aforementioned program above.

First of all, opposed to restricting your SEO agency to just working within the boundaries of your website, you should assist them with helping in the development of additional web pages, website segments and supplementary content for the purpose of pinpointing added keyword phrases.

Allowing your SEO agency to take the reigns, offers them the liberty to be creative and the ability to produce an amazing SEO presence for your site as well as your online visitors. Keyword phrases that you may not be ranking for presently will now be pinpointed and your site will start getting ranked for these. For instance, if you are pinpointing “recording information” you may be losing out on other traffic for related keyword phrases such as “recording tips”, “recording techniques”, etc. These terms are searched for by thousands of people every month so its important to not focus on just one keyword phrase. Above average results come from pulling long-tail keyword phrases, product-specific, and audience targeting specific keywords and developing supporting content for these words. This will involve additional page creation, SEO copy writing and quality link building for each page.

By broadening your list of keyword phrases and varying your alternatives you can open your website to a traffic boost and an increase in rankings and targeted recognition. Anytime you are confined to a minimal amount of keywords, your website will be in peril of losing an enormous amount of traffic. Once more, their services will consist of general optimization of the website's structure, navigation, ALT tags, Title Tags, Meta tags, link titles, page copy, etc.

Varying your keyword phrases and building upon them helps your website gain a strong grasp in the SERPs. If some keyword positions drop or are mis-ranked for a brief period of time, then you still have additional keyword phrases that will continue to bring you traffic. Its imperative that you not only depend on a few keyword phrases as search engine rankings change constantly and having rankings for other keyword phrases will prevent major setbacks if one does drop.

Funds that completely support PFI registrations for all web pages, in addition to registering to all directories will help in attaining maximum results from your SEO project. A planned budget may be necessary to allow for all web pages that have the ability to rank successfully and bring in traffic to be submitted in all profitable PFI programs. Be sure to investigate and learn about the latest search engine developments to be sure which PFI programs are valuable and will produce an amazing ROI. These funds should also allow for money for a yearly Yahoo! Directory listing, a LookSmart listing, and additionally other directory submissions that are currently valuable. As I mentioned before in regards to the PFI programs above, keep yourself informed regarding the latest search engine developments and investigate to figure out which directories are worth the cost of submission.

An inbound linking campaign will need to be developed. Quality link acquisition for multiple venues will need to be assessed and acquired. Inbound links are hard to get and it will take a dedicated team of inbound link builders who KNOW what they are doing to find the best links for you. Sometimes these links will need to be paid for, bargained or traded and will require a lot of work on your link development teams part. This has a huge effect on your rankings and is an instrumental part in effective SEO.

In the above average ranking side you will have the budget to do all social media marketing like video optimization, social bookmarking, social networking sites creation and community leveraging, bringing in digg and stumble upon into the mix to bring the best results for your campaign.

Link bait can be one of the greatest ways to obtain links, traffic and buzz. This technique will be one of the most advanced features for your marketing campaign and again one of the most effective.

Basically, what your results come down to is how far you can go regarding your SEO agencies proposals and ideas. If you feel your Online Marketing Agency can help you with what they have suggested then go for it. If you want the best results money can buy, then buy them!