



## **\$450 for a #1 Google ranking** ***Sound too good to be true? It probably is.***

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Has an SEO\* (search engine optimization) specialist ever told you they can guarantee you a #1 ranking in Google for \$450 or so? If so, time to end the conversation and look elsewhere.

Most SEO firms are ethical and knowledgeable and would never make such a claim; however, there are a few that will unknowingly or knowingly utilize tactics that are inconsistent with search engine guidelines to impact search engine rankings.

These practices are known as “black hat SEO” and they can lead to severe consequences for your website and its visibility. Search engine rankings can plummet and in some cases, the search engines will ban a site altogether. This can be devastating for a business relying on the Internet to generate sales leads, sales or exposure.

It pays to work with an SEO firm that understands search engine guidelines, and monitors the industry on a daily or weekly basis. The search engines are continually revising their algorithms or ranking formulas and it takes a significant amount of time and effort to stay current with the trends.

### **Ask for the Details**

It's also important to work with an organization that will provide a scope of work outlining the steps that will be taken to help your organization achieve its search engine objectives. This document will provide insight into a firm's expertise and its processes.

If you receive a scope of work document with only one or two items listed or if the emphasis is solely on meta tags\*\* and search engine submissions, there may be cause for concern. These are only two of the items that can impact search engine visibility and some firms only address these two areas.

These tactics may move your website from page seven to page five (for a specific keyword phrase). But this alone will probably not move you to page one or two, where potential clients will find your business. There are many factors that impact search engine rankings and it's best to work with an organization that leverages each criterion to generate results.

Most SEO firms are knowledgeable and take pride in their work. You can tell this by their willingness to provide you with a detailed scope of work and by their approach to your project.

Your website may have tremendous potential and it's important for you to receive a significant return on investment. You don't want to spend \$450 or so on something that sounds too good to be true.

*\*Search Engine Optimization (SEO): The process of improving the volume and quality of traffic to a website from search engines via "natural" search results. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more searchers will visit that site.*

*\*\*Meta Tags: Provide information about a given webpage. They are inserted into the HTML document, but are not often directly visible to a user visiting the site.*

DLC&A Internet Marketing is a Twin Cities-based Internet marketing firm. They develop and implement search engine friendly Internet marketing strategies that generate sales leads and revenue for small and medium-sized businesses.

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