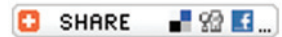




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# SEO VENDOR COMPARISON CHART



SHOP WITH CONFIDENCE BY COMPARING SEO COMPANIES BASED ON CORE DECISION MAKING FACTORS.

Top 10 Critical Evaluation Points / Questions to Ask When Shopping for SEO Services	SEO EXPERTS		
Is your SEO company accredited by the Better Business Bureau? If so, what is your current BBB Rating? (Check a company's BBB rating at: <a href="http://www.bbb.org/us/Find-Business-Reviews">www.bbb.org/us/Find-Business-Reviews</a> )			
Do you provide all essential SEO services including (1) Professional SEO Copywriting? (2) One Way Link Building? (3) Optimized Press Releases? (4) Local Search Engine Optimization? (5) Social Media Optimization?	1 2 3 4 5 ✓ ✗	1 2 3 4 5 ✓ ✗	1 2 3 4 5 ✓ ✗
If I become a customer, will I be assigned a dedicated account manager who will provide unlimited email and phone support?	Yes No	Yes No	Yes No
Do you offer a month-to-month contract where I can cancel at anytime – or do I need to sign up for a minimum of 6 or 12 months?			
Do you have any startup or setup fees?	Y N	Y N	Y N
If I sign up today, can you guarantee that my rates will never increase?	Yes No	Yes No	Yes No
What happens if you do not get us ranked in top 10 or top 20 placements? Will you offer us a full refund?	Yes No	Yes No	Yes No
Do you only use ethical SEO practices? Do you avoid 'shady' practices like reciprocal linking or link farms?	Yes No	Yes No	Yes No
Do you offer clear expectations on how long it will take for my site to rank at the top of the search engines?			
Can you provide <a href="#">testimonials</a> and show <a href="#">examples of where your clients rank</a> in the major search engines?	Yes No	Yes No	Yes No