SEO: Did Penguin Kill It?

These days, it can be frustrating to think about getting SEO for your business. The days when SEO was as simple as throwing up a site, building a few links and optimizing on page SEO are completely over. Google's Panda and Penguin updates have absolutely changed the game when it comes to how to properly execute an online marketing strategy.If you're getting a SEO quote or speaking with a social media firm, it's vital that you ask them a few questions to gauge exactly how knowledgeable they are about their craft. all too often you see a SEO or social media firm advertise that they know how to handle all of Google's algorithm updates only to fall short when it comes to actually delivering on that promise.Google's Panda update was a huge update to the algorithm, focused primarily on user experience. It was the first time that they ever took actual users and paid them to rate and review hundreds of thousands of websites. All of the data they gathered from this massive review was used to update the algorithm with new factors like freshness, time on site, bounce rate, and other important metrics that any quality social media firm should understand like the back of their hand.With Google Penguin, the latest update from the search giant, many companies have been asking for a SEO quote from the social media firm that has been known to do it all when it comes to SEO and online marketing. They routinely get a SEO quote from some of the most illustrious and successful offline companies that need some help when it comes to developing their online presence.When requesting a SEO quote from a firm like this, it's important to give them as much information as you can so they can respond to the SEO quote appropriately. Make sure to include all of your past internet marketing attempts and their various success rates. Include your goals and exactly what you wish to get out of working with them as a social media firm. This way you will give them the most information to work with when they're preparing to pitch you on their services. Too many companies have missed opportunities to do business together simply because the quote was not requested in the proper manner, or without enough information. Don't allow your company to fall into the same trap when you're looking for someone to help you out with the latest changes to Google and search engine optimization.Visit us today on http://www.localseopro.com.au/ http://www.socialmediateam.com.au/ or http://www.seoquote.com.au/

Contacts

1300 663 995

mailto: