

# What Are SEO Resellers?

Search Engine Optimization is the process of altering online content so that it is as appealing to search engines as possible. However, SEO skills can't just be learned over the weekend. Most companies, because of this, will hire an SEO company to help them increase their content marketability. Just as you'd hire someone for apps development if you didn't have anyone in house that could do it. However, if you're not careful then you might end up accidentally giving your money to SEO resellers. What are SEO resellers? SEO resellers are companies that advertise SEO services, but who don't in fact have any professionals on staff that can complete this task. Perhaps the company works in webpage design, apps development or some other application. But the supposed SEO company knows SEO professionals, and it farms the work out to those professionals. So SEO resellers are middle men, connecting customers that need service with professionals that can provide the skills desired to get the job done. Some companies are up front about this, and others may not mention it at all, keeping customers in the dark. So what's the big deal if an apps development firm tells you that it's an SEO company, even if it isn't, as long as the job gets done? Well there are up sides and downsides. On the one hand, SEO resellers carefully screen their professionals to make sure that when they send out work they aren't just expecting an apps development professional that tinkers with SEO as a hobby to get a project done. No, an SEO company that's an SEO reseller will be absolutely sure that the quality and professional standards of the people it uses are high, because if the SEO professionals don't get the job done then the SEO company loses business and looks bad, even though it is technically just the middle man in this case. On the other hand, many people would prefer to go straight to the source of their SEO services. This approach is more work, since you have to find your SEO professionals all on your own and you may have to go through trial and error before finding someone that isn't an apps development professional that does SEO on the side. On the other hand it gives you complete control over who you hire, and you know exactly where your work is getting done. On the other hand, it doesn't hurt to use a middle man. Visit us on [www.webmarketingexperts.com.au](http://www.webmarketingexperts.com.au) or [www.appscore.com.au](http://www.appscore.com.au) for related topics and services.

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