

SEOME Search Engine Marketing

SEO Marketing Consultants Code of Ethics

Over the past several years with the explosion of SEO services, inexperienced providers and “mystery” black magic solutions, we are often asked whether or not there is an official code of conduct for SEO And SEM firms from which they must abide.

Unfortunately there is not an official code of conduct within the industry itself, however professional SEO and SEM consultants and companies have taken it upon themselves to adopt strict guidelines for their clients to hold them accountable and from which to measure other providers.

SEOMC takes great pride in their commitment to service and their strict adherence to “white-hat” techniques for their clients.

Our Code Of Ethics:

Complies With These 15 Industry Standard Job Quality Regulations:

1. What is the firms expertise in SEO and SEM? Does the firm specialize in search engine optimization and search engine marketing, or are is their primary business some other discipline like web design, public relations, graphic design, printing etc. Get them to show you what they have done with actual sites in difficult keywords.
2. Are their optimization techniques a secret? Search Engine Optimization is not a secret industry though some would like you to believe it is. SEO is not “black magic”. Professional SEO firms can show you exactly why your site is ranked the way it is, why your competitors sites are ranked the way they are and exactly how they will get you from point A to point B. Get your SEO firm to give you a comprehensive strategy on exactly how they will handle your account.
3. Is Pay Per Click (PPC) part of their guarantee? Many SEO firms state that they will get you first page rankings across the search engines. However they utilize PPC to back up their guarantee. Search Engine Rankings are based upon “Organic” search, not paid search such as PPC. A quality guarantee from a SEO firm will give a specific measurable guarantee, or work with you for free until they help you attain that goal.

4. Can the firm guarantee that they will not utilize illegal techniques that will get your site banned from the search engine or directories index? If they discuss using “black hat” techniques like link farms, link stuffing, cloaking or the like, do not use them, or you will stand a very high chance of having your website banned or penalized by the major search engines.
5. Do they optimize your site architecture? Just like building a building, a “Search Engine Friendly” site must have all of the required elements of SEO in order to help you achieve first page search rankings. They should be reviewing your site organizational structure to insure that each page is stand alone with Title Tag’s, Meta Descriptions, H1 & H2 tags, keyword densities. Each page must be visible by the search engines void of heavy emphasis on flash and pictures, and making sure each picture has keyword descriptors. They should be looking for “no follow” html opportunities, and linking structures between pages.
6. Do they utilize comprehensive tracking on your website that shows you where your visitors are coming from, how long they stay, what they look at and give you recommendations to help your lead conversions. It doesn’t do any good to have hundreds of more visitors to your website if you can’t convert them into actions that you want them to take.
7. Do they create special new pages optimized for your key phrases that redirect to another page? If the answer is yes you are probably dealing with a firm that creates “doorway” or “bridge” pages (although most companies will call them by different names). This technique violates the terms of service of most major search engines. Legitimate Search Engine Optimization providers do not need to create any doorway pages to produce results.
8. Is their guarantee unrealistic? SEO providers who say they can guarantee a specific position like number 1 or 2 in a specific search engine like Google or Yahoo are not being honest. It is physically impossible to guarantee specific positions in a specific engine.
9. Do they utilize proven “white hat” techniques such as article writing and submissions, directory submissions, targeted “Quality Press Releases” to help build your companies “Brand Image”; Social Bookmarking and Blog Strategies; Link-Baiting strategies, video submissions.
10. Does the plan include the cost of all submissions and directory fees such as Yahoo, Looksmart and other directories and submissions or does it just cover optimization?
11. Do they utilize technical analysis of their competitors and can they show you who your competitors are linked to, what their anchor text says, what the strength of the link is, or can they show you exactly what keywords your client is optimizing for on both organic and paid search? If they can’t demonstrate this knowledge, then they can’t develop a targeted plan on getting you ranked over your competitors.
12. Does their technique involve showing a different page to the visitor and a different page to the search engine? If the answer is yes then you are probably dealing with a search engine optimization provider who uses “cloaking” techniques. Many search engines specifically warn

against this technique in their terms of service. Google is particularly harsh on sites that use cloaking, and is known to remove them entirely when they find them.

13. Does the firm take an approach to your business that focuses on ROI , and Sales Conversion or are they only interested in building links and page reputation?
14. Are they creative in finding niche keywords that can enhance your company's market share.
15. Do you have a good open line of communication with your SEO company. Can you pick up the phone and discuss strategy with them. Quality SEO and SEM services create a real strategic partnership between your company and their firm. Do you feel as though they have your companies best interest at heart, or are they just interested in landing your account?