



A TESSAmedia Checklist

Find the Right SEO Agency For Your Business: The Top Ten Questions You Must Ask

Exclusive Content From

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Dear Business Owners, Corporate Executives & Marketing Directors,

We all know that every company is a completely unique entity unto itself. That's why every company needs its own dynamic, customized SEO strategy for winning online business with smart website marketing.

Algorithms change. New keyword strategies arise. Markets constantly evolve. Now it's never been more crucial to have a solid, well-thought-out plan to create attractive content, boost website traffic, and generate customers and sales...because that's how online profits are made.

But how? How does a company leverage its online assets to reach its target market? What should you do to implement an effective, successful, analysis-driven SEO campaign that meets goals and gets results, now and in the future?

The answer is to hire a dedicated SEO agency with demonstrable technological expertise, proven marketing results and years of hands-on experience customizing detailed SEO strategies. Partnering with such an SEO agency is a sound investment – *if* you pick the right one.

We're here to help. From the *TESSA*pedia exclusive library, this checklist provides the top questions you should ask any prospective SEO/content/digital marketing contractor – and the best answers you should get back – to confirm you're getting the most effective SEO service for your business.



Find the Right SEO Agency For Your Business: Ten Great Questions (and the Best Answers)

___ **Great Question:** *What's your definition of SEO success?*

Best Answer: Demonstrating the connection between our smartly planned and faithfully executed SEO strategy, and our client's corresponding increase in website leads, customer engagement with the brand, and online revenues.

___ **Great Question:** *What makes a website rank highly on search engines?*

Best Answer: Having unique content, being mobile friendly, and putting all the right keywords (and none of the wrong ones) in all the right places. Keyword research is one of the first and most important steps in our process, because we determine which keywords are most worth the client's content space, whether long-tail keywords would help (and which ones), and whether we need a hyperlocal, national or global SEO strategy.

To rank your website highly on SERPS (search engine results pages) with those keywords most relevant to your business, we create distinctive, enticing, brand-reinforcing web content everywhere possible. This includes page titles, metadescrptions, navigation headers, alternative image text, and all the words visible on the page. We also split content across multiple landing pages to ensure higher performance, and we monitor bounce and conversation rates for analysis.

It's imperative that an SEO agency continually update every client's unique SEO strategy as keywords and markets evolve, so as to capture the client's target market online. With this level of SEO expertise



diligently applied, your company's website can have many pages achieve high Google rankings.

____ **Great Question:** *What SEO & digital content marketing services are we getting for our budget?*

Best Answer: You get the most impactful services our company provides. We work with any budget to produce observable results and, ultimately, profits for our clients. SEO and digital content is at the intersection of marketing and technology, so we offer services that make extensive use of our expertise in both.

For example, our technological services include custom website development, back-end CMS, software development and mobile app development. Our marketing expertise includes keyword research, Google AdWords, on-site SEO, off-site SEO, social media outreach, latent semantic indexing (LSI) and content origination and management. For every client's budget, we apply those services with the greatest chance of positive results.

____ **Great Question:** *With all the updates to Google's algorithm, how do you keep your clients' websites current in their SEO strategies?*

Best Answer: Our company and all our employees actively participate in the growing community of SEO and search engine marketing professionals, so we're aware when Google makes any broad core algorithm update or overhaul. We keep up with news sites like SERoundTable.com and SearchEngineLand.com, and we even publish our own blogposts about new Google algorithms and SEO techniques on our own website. (That's good for our own SEO.) As changes are made, we adjust each client's unique SEO strategy accordingly, if necessary.



____ **Great Question:** *What SEO tools do you regularly use?*

Best Answer: For keyword research we use the Google Keyword Planner but supplement it with Ubersuggest and cross-reference with Answer The Public – all to determine the most effective set of keywords for each webpage. For analysis and self-diagnosis of underperforming sites or pages, Google Search Console is the standard. For deep analytical data such as heat maps, we use a tool called Yandex Metrica along with Google itself. Screaming Frog is another comprehensive analytical tool that measures real-time SEO performance page by page.

____ **Great Question:** *What is your process for helping a local business become more visible in search results?*

Best Answer: Local SEO is our bread and butter. It's how we establish an online brand for your business, highlighting uniquenesses and presenting clear calls-to-action to your target market. The first step of our process is an in-depth meeting with the client to learn their selling points and determine precise goals for their website's performance. Then we perform extensive keyword research pertaining to the client's industry, market and location.

We produce reports of high-volume keywords, devise a site map of webpages, ensure compliance with mobile devices, and produce customized SEO-driven web content attractive to both Google's bots and prospective customers. We also create local business directory listings on sites like Yelp and Yellow Pages. We then check up on the website's performance and make necessary adjustments in real time.

____ **Great Question:** *Do you fix business directory and NAP (name, address, phone) listing issues?*

Best Answer: Yes. It's part of doing good local SEO. This is where it pays to use Google My Business. To avoid or correct NAP issues - which are



very, very common, unfortunately - we do the simple things, like putting the client's current contact information in a consistent format on every page of their website...but we also do the difficult things, like working with Google to ensure the client's Google My Business information is accurate.

____ **Great Question:** *How do you perform on-site SEO?*

Best Answer: On-site SEO is all-inclusive. It means conducting thorough keyword research for the client, which is itself a multi-step process taking into account our client interviews, Google AdWords, long-tail keyword analysis and latent-semantic indexing (LSI). Then we get to work, populating all parts of the website - including page titles, metadescriptors, snippets, alternative image text and webpage text - with unique content loaded with keywords and brand messages. Each page is handled like its own target, attracting Google with its metadata while serving as an effective sales brochure for the client.

____ **Great Question:** *How do you develop, refine and get results from an overall digital content marketing strategy?*

Best Answer: Content marketing is publishing the right keywords, engaging graphics and streaming video to attract visitors to your website, then using compelling calls-to-action to convert those users into consumers. To generate ROI from your PPC or SEO campaign, we rely upon our experience in advanced technology, marketing for businesses in various industries – e.g., law offices, home services, medical practices, HVAC and septic companies, etc. – and old-fashioned creativity to produce the best words and images that establish your brand, convey your message, and increase your visibility when your customers are looking for you.

Additionally, we use advanced page-by-page user analytics to access where content may underperform, and refine that content accordingly.



_____ **Great Question:** *What's your project management process?*

Best Answer: It's a comprehensive process including oversight of and responsibility for budget, staffing, scheduling, technology acquisition and implementation, and internal and external communications. It begins with a thorough analysis of the project, including its assets, timeline and goals. Our depth of experience in overseeing, from start to completion, projects such as website re-designs and database implementation provides confidence to our clients that the project's outcome will be on time, within budget and on target.

Make sure your company earns verifiable value from its digital content marketing and SEO strategy, from your websites to your social media. Be sure to ask these questions of any SEO agency your company is considering – and be sure whomever you hire gives you the right answers.