

Select Solutions U.S. LLC.

Search Engine Considerations

If you're thinking about hiring an SEO specialist, you need to understand a few facts. The earlier you can get answers the better. Since it does take some time for your web site with its SEO optimization changes to be found in the major search engines, ask questions before you commit to a SEO firm. A great time to hire is when you're considering a site redesign, or planning to launch a new site. That way, you and your SEO can ensure that your site is designed to be search engine-friendly from the bottom up. However, we can also help improve an existing site.

Here are some useful questions to ask an SEO include:

- Can you show me examples of your previous work and share some success stories? [We show you over 50 current verifiable examples of clients that are achieving page one result in Google for their specified search terms. Beware of those that show only a few examples.](#)
- Do you follow the Google Webmaster Guidelines? [We do.](#)
- Do you offer any online marketing services or advice to complement your organic search business? [We do.](#)
- What kind of results do you expect to see, and in what timeframe? How do you measure your success? [Beware of those that say their's works in little time. We will show you graphic results.](#)
- What's your experience in my industry? [We service a diverse spectrum of industries.](#)
- What's your experience developing international sites? [We have examples of international sites we have success with.](#)
- What are your most important SEO techniques? [We will share with you ours.](#)
- How long have you been in business? [We have been doing this successfully for over 24 years.](#)
- How can I expect to communicate with you? Will you share with me all the changes you make to my site, and provide detailed information about your recommendations and the reasoning behind them? [While we won't divulge all of our methods, we will share with you a specific outline of what we are doing to get your site found.](#)

While SEOs can provide clients with valuable services, some unethical SEOs have given the industry a black eye through their overly aggressive marketing efforts and their attempts to manipulate search engine results in unfair ways. Practices that violate their guidelines may result in a negative adjustment of your site's presence in Google, or even the removal of your site from our index. Here are some things to consider:

- **Be wary of SEO firms and web consultants or agencies that send you email out of the blue.**

Amazingly, we get these spam emails too, usually 2 or 3 per week:

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"Dear SelectSolutions.com,

I visited your website and noticed that you are not listed in most of the major search engines and directories..."

Reserve the same skepticism for unsolicited email about search engines as you do for "burn fat at night" diet pills or requests to help transfer funds from deposed dictators.

- **No one can guarantee a #1 ranking on Google.** [We do not ever guarantee a #1 position, however we do have sites at the #1 position.](#)

Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through their [Add URL](#) page or by submitting a [Sitemap](#). [We use sitemaps and submitted correctly on a monthly schedule.](#)

Be careful if a company is secretive or won't clearly explain what they intend to do.

Ask for explanations if something is unclear. If an SEO creates deceptive or misleading content on your behalf, such as doorway pages or "throwaway" domains, your site could be removed entirely from Google's index. Ultimately, you are responsible for the actions of any companies you hire, so it's best to be sure you know exactly how they intend to "help" you. If an SEO has FTP access to your server, they should be willing to explain all the changes they are making to your site. [You will get a full explanation from Select Solutions U.S. on how we can improve your ranking, and our view on when we would expect results.](#)

- **You should never have to link to an SEO.**

Avoid SEOs that talk about the power of "free-for-all" links, link popularity schemes, or submitting your site to thousands of search engines. These are typically useless exercises that don't affect your ranking in the results of the major search engines -- at least, not in a way you would likely consider to be positive.

- **Be sure to understand where the money goes.**

Google never sells better ranking in their search results, several other search engines combine pay-per-click or pay-for-inclusion results with their regular web search results. Some SEOs will promise to rank you highly in search engines, but place you in the advertising section rather than in the search results. A few SEOs will even change their bid prices in real time to create the illusion that they "control" other search engines and can place themselves in the slot of their choice. This scam doesn't work with Google because their advertising is clearly labeled

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and separated from their search results, but be sure to ask any SEO you're considering which fees go toward permanent inclusion and which apply toward temporary advertising.

- **What are the most common abuses a website owner is likely to encounter?**

One common scam is the creation of "shadow" domains that funnel users to a site by using deceptive redirects. These shadow domains often will be owned by the SEO who claims to be working on a client's behalf. However, if the relationship sours, the SEO may point the domain to a different site, or even to a competitor's domain. If that happens, the client has paid to develop a competing site owned entirely by the SEO.

Another illicit practice is to place "doorway" pages loaded with keywords on the client's site somewhere. The SEO promises this will make the page more relevant for more queries. This is inherently false since individual pages are rarely relevant for a wide range of keywords. More insidious, however, is that these doorway pages often contain hidden links to the SEO's other clients as well. Such doorway pages drain away the link popularity of a site and route it to the SEO and its other clients, which may include sites with unsavory or illegal content.

- **What are some other things to look out for?**

There are a few warning signs that you may be dealing with a rogue SEO. It's far from a comprehensive list, so if you have any doubts, you should trust your instincts. By all means, feel free to walk away if the SEO:

- owns shadow domains
- puts links to their other clients on doorway pages
- offers to sell keywords in the address bar
- doesn't distinguish between actual search results and ads that appear on search results pages
- guarantees ranking, but only on obscure, long keyword phrases you would get anyway. [We will give you an honest appraisal of what success we feel you will get with your chosen search term.](#)
- operates with multiple aliases or falsified WHOIS info
- gets traffic from "fake" search engines, spyware, or scumware
- has had domains removed from Google's index or is not itself listed in Google

If you feel that you were deceived by an SEO in some way, you may want to report it.

In the United States, the Federal Trade Commission (FTC) handles complaints about deceptive or unfair business practices. To file a complaint, visit:

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<http://www.ftc.gov/> and click on "File a Complaint Online," call 1-877-FTC-HELP, or write to:

Federal Trade Commission
CRC-240
Washington, D.C. 20580

If your complaint is against a company in a country other than the United States, please file it at <http://www.econsumer.gov/>.