

The Pros and Cons of DIY SEO

The Internet is buzzing all over with the word "SEO" ... Search Engine Optimization. Read any blog on topics related to online marketing, and the word "SEO" will be peppered all over them. Often, these sites feature articles claiming to teach SEO, while others suggest hiring a professional. Before answering which is better, DIY (or "do it yourself") SEO or professional services, ask yourself this: "Does my website need SEO?" For those who want to make money online, the answer is "yes!" These days, getting on the first page of Google's search engine results is far more important for making good money than simply having a great product. Those who do SEO successfully will reap the profits, while those doing no SEO on their websites will languish in obscurity. Back to whether or not you should hire a professional, there are many pros and cons to consider. Let's take a look.

Money rules the pros here. Hiring a professional can be a great investment for a business that is already established, but for a person first starting out, and possessing only a small budget, doing it on your own is probably best. Furthermore, knowing the basics is a must for anyone running an online business. When hiring a professional, this knowledge is essential in order to do proper vetting, as you will want to have an eye for poor [Seo](#). Plenty of reasons also exist for not doing SEO yourself. It is all about time, and how much of it you have. Since time is money, how much is your time worth? Professionals are the ones who have the time to stay on top of the always changing rules and hone their skills, since that is why they get paid. Google, for example, makes frequent revisions to its search algorithms to stay ahead of new SEO tricks that undermine the engine's purpose of providing users with highly relevant results. Then there are other businesses out there, all vying for a spot on that coveted first page, which will displace a website at the top in minutes, if you are not constantly watching.

So to recap, your online business absolutely needs SEO. Why not make use of such a great strategy for driving customers to your website?! For those with small or no budgets, "do it yourself" is the way to go. Consider hiring someone to do your SEO, however, if you can afford it, to save yourself time and money in the long run.

About the Author

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