

SEO Campaign Management ... Handle In House Or Contract It Out

When creating an online marketing plan, a business must decide whether to handle its own SEO campaign management or outsource it. Contracting with a professional SEO campaign management service has several clear advantages over using in house staff. Five important reasons to outsource are defined in this article.

Web site optimization

An SEO campaign management service will ensure the site name and the key words used on the Web site pages are in line with the current search engine processes. The search engines continually update and change the techniques that draw Web sites to the search report pages. SEO campaign management services have experts to research the major search engines regularly to make sure their clients continue to incorporate the most current methods.

Continual fresh content

Search engines will pick up web sites that have new information. SEO campaign management services will provide frequent articles according to contract. The content created by an SEO service is often more varied in focus, while still delivering the expected message, because of the number of writers submitting articles. Whenever a new article is posted, the search engines find the article and also review all the pages of the Web site. This phenomenon is known as long tail.

Establishment as expert source

How? The scope of content submitted from the SEO campaign management service, and the increased search engine results, make the site well known. As this occurs the site becomes a recognized expert.

Increased links

Once established as an expert, others will create links to articles posted on the Web site. SEO campaign management services promote inbound links because they improve the placement ratings by search engines.

Updated marketing result tools

SEO campaign management services are likely to have the most sophisticated results evaluation tools. The expected frequency and content of management reports should be included in the contract with an SEO campaign management service. Feedback to management should include reports indicating the number and source of all hits to the site. When the administrative team of the client has reviewed the reports, any perceived weak areas should be submitted back to the SEO campaign management service for adjustment to the SEO campaign.

About the Author

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