



Webinar: The Pros and Cons of Outsourcing Your SEO

Thank you for joining us!

We will begin at:

10:00 am PST

11:00 am MTN

12:00 pm CST

1:00 pm EST

Audio: 773-945-1010

Access code: 226-076-280

Enter PIN # on your screen

Topics for Today's Webinar

- 1. SEO Fundamentals You Need to Know**
- 2. Defining The Goals For Your Company's SEO Strategy**
- 3. Employing In-House VS Hiring an Agency**
- 4. Managing ROI and Performance of The Agency**
- 5. Convergence Point of When You Should Outsource**

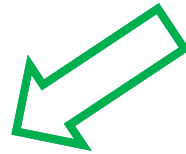
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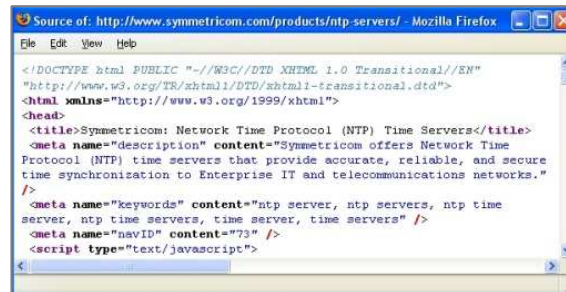
SEO Fundamentals

The Five Pillars

Keywords



Site Content



Meta Content



URL's

Inbound Links

SEO Fundamentals - Choosing High Impact Keywords

Keyword Selection Steps

- Keyword Expansion Tools
- Competitive Analysis
- Customer Terminology
- Analyze Data
- Stages of Sales Cycle
- Keyword Leverage Analysis



SEO Fundamentals - An Optimized Page With Keywords

Page Title



URL

Inbound Links



Content

We want keyword-rich content utilizing all keywords we are targeting for this page.

Digital Multimeter
Multimeter
Analog Multimeter
True-RMS Multimeter



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Home | Products | Digital Multimeter

Digital Multimeters

Digital Multimeter

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Internal Links



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Defining The Goals For Your Company's SEO Strategy

Know What You Want & Need First

- **Know The End Results You Want First**
- **Clear And Defined Goals**
- **Plans To Achieve Goals**
- **Set Up Review Strategies**
- **Review People Power Available**
- **Competitive Analysis**

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Hiring In-House SEO

Pros

- Complete control over campaigns.
- Direct and daily interaction to allow instant changes.
- You learn the inner workings of your website and understand search engines.
- Cost savings benefit via Do-It-Yourself or hiring a fresh out of high school/ college graduate.

Cons

- Lack of measurement tools, expert knowledge and resources.
- It takes time to learn SEO – the techniques, issues and keeping up with development trends.
- Lack of competitive analysis and resources across data points.
- Increase in headcount and fixed overhead. (if hiring Full-Time staff)

Hiring an Agency

Pros

- No need to use internal staff/resources. Focus on running your business.
- Wealth of industry experts for information and resources across all data points.
- Total accountability.
- A partner to align with to achieve business goals.

Cons

- Cost and the need to have a working budget.
- Takes time to find the right one to build the relationship and trust.
- Less flexibility to direct change in an instant.
- Potential lack of continuity when switching agency

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Managing Agency ROI and Performance

- **Use KPIs Achievement Index** – Measurement of success
- **Milestone & Indicators** – Measurement of timeline
- **Formal Reviews** – Measurement of expectations
- **Budget Reviews** – Measurement of cost/benefit
- **Warranty and Early Termination** – Measurement of Protection, Integrity & Accountability

IN HOUSE vs OUTSOURCING

Which One Is Best For Your Company?

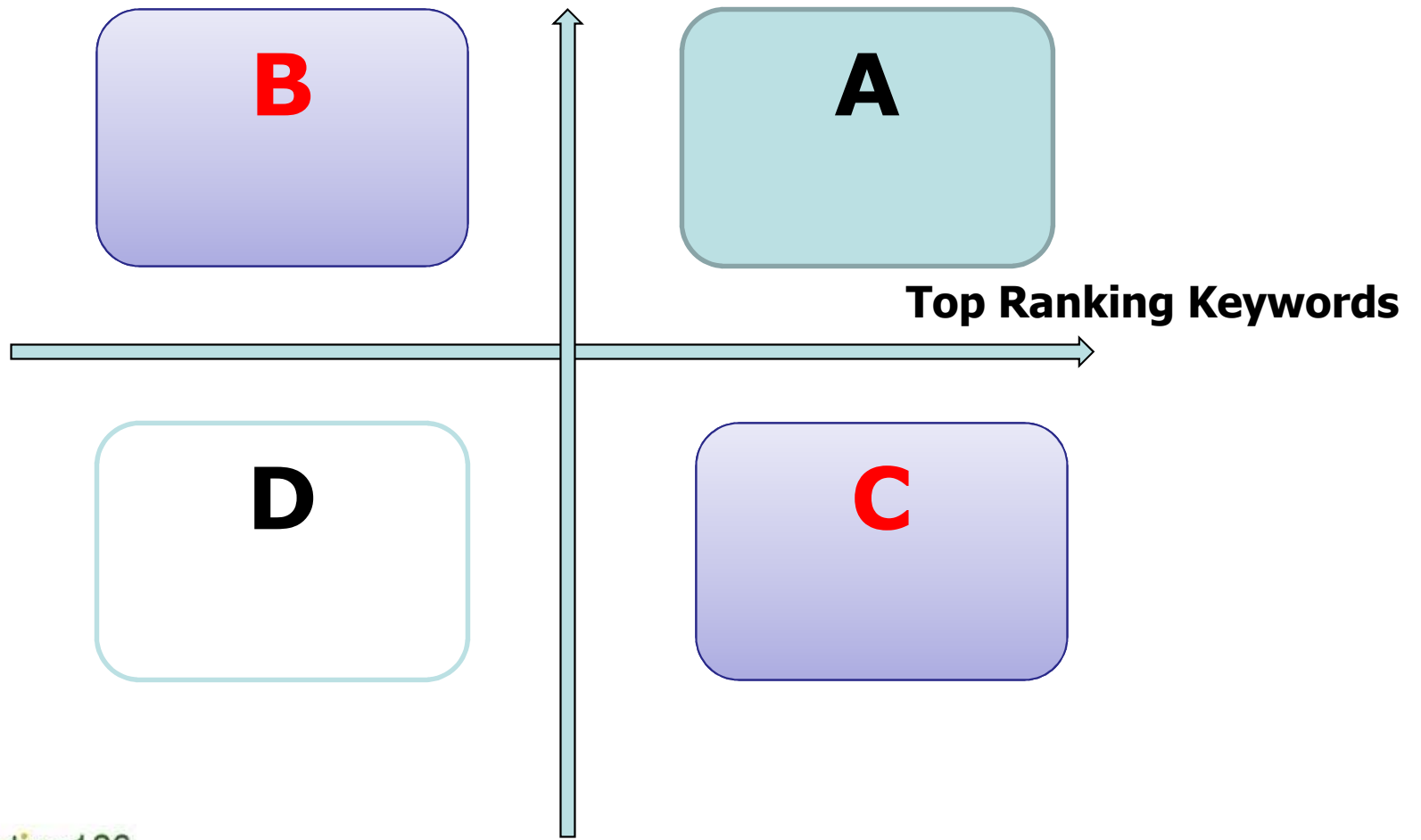


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6. **Convergence Point of When You Should Outsource**

Convergence Point of When You Should Outsource? Pages VS Keywords

Number of Pages On Your Website

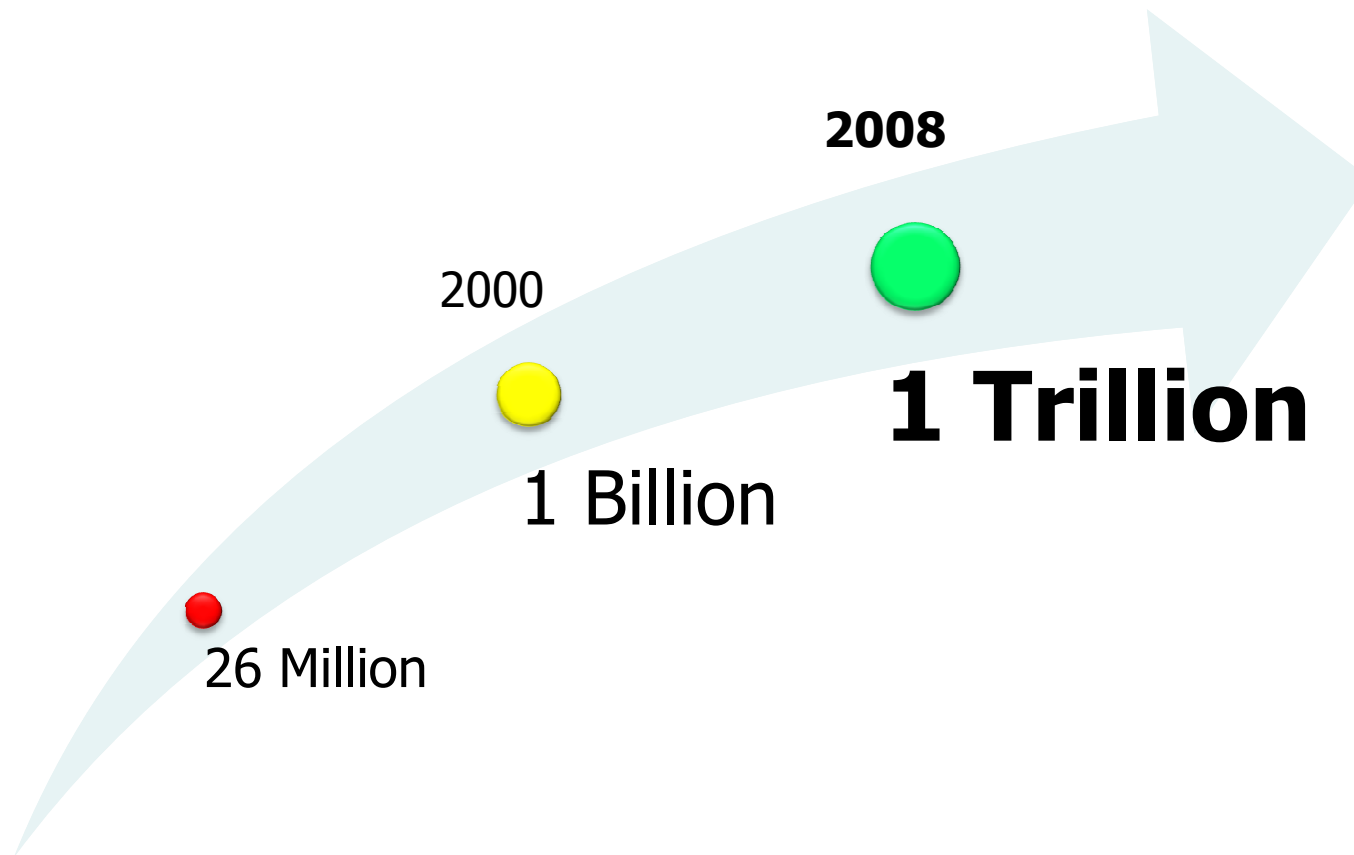


Recap On When to Outsource

- **Number of pages**
- **Competition for keywords**
 - **HR situation**
 - **Level of expertise**
 - **Analytics available**

Increasing Competition

Ever Increasing Competition to Get to the Top of Google



Contact Information

Contact Us for a detailed *Custom Analysis* of your website!

Please contact:

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(800) 619 1570

Jason.Cragholm@Webmarketing123.com