



Affordable Web Design  
Professional Web Development

To be found in the field...  
you must first plant the seed.

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## Search Engine Optimization Guarantees :

Recently a prospective SEO customer said, "We are thinking of signing on with an SEO firm that promised us high ranking. Can you guarantee top rankings in the major search engines?"



### Before you sign on with an SEO Firm offering "guaranteed high rankings"

By David Williams - July 2005

My answer to this prospect was an honest, "No" ([click here to learn about this true statement](#)) and they decided to continue spending hundreds of dollars in AdWords that they already stated weren't working well.

Many an SEO firm is offering these guarantees for *high ranking* in the *major search engines* but I have yet to find a guarantee from my SEO competitors that means anything. In fact, the fine print on many of these guarantees empowers the SEO company in court - not the customer.

The wording in these contracts is far too loose and the consumer unfortunately pays twice for their decision to hire an disreputable firm that likely over charged them in the first place.

What constitutes "high rankings"?

Does high ranking mean in the top 100 results or the top 10? And for which keywords?

One gimmick is to buy their way in as a middleman using AdWords in your place. Then you are paying a second markup to the SEO firm and it is misleading.

How do they define a "major search engine"?

Is "Fred's Favorites" the top search engine or is it a worthwhile search engine like Google?

What "keywords" will be used?

Another gimmick is to optimize your pages for words that few people will search for to achieve top ranking and satisfy their end of the contract in the eyes of the law. Anyone can optimize a page to get high rankings for a rarely used keyword or phrase like, "I spent too much" but if it doesn't bring you targeted traffic what is it worth?

Do they use "Black Hat" SEO tactics?

I have a competitor nearby that creates hidden pages in their customers' sites with hundreds of links and keywords to promote their other clients. This is called "black hat" SEO meaning they are trying to trick the search engines to believe there are more inbound links to a given site that there is in reality. This is also



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misleading to the client because any rank benefit they realize in the beginning will disappear once the search engine algorithm catches the trick and drops the client's web site and perhaps even gets the client's site banned from Google and the other leading search engines  
These so called guarantees and sneaky tactics give reputable SEO firms a bad name.

You work hard for your money and you deserve honesty and integrity from your business associates.

### **The Truth About SEO**

David Williams won't make empty promises to you but he will show you quantifiable results.

Check out Dave's actual client [case studies](#) to view quantifiable results achieved by David Williams for his SEO clients.