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Why Your Business Needs an SEO Company for Your Local SEO by [Jack Perry](#)

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When was the last time you grabbed the yellow pages when you needed to find a business in your area to purchase something? Exactly! The yellow pages is outdated and your potential customers aren't using it either.

Everyday, we use the Internet. Who isn't connected today? We go online with the computer at the office, in our house and we access websites with our smart phones. You probably would agree that almost everyone uses one of the major search engines to find a Local Business SEO when they need one. This is true for your potential customers.

It is a fact that your competition will be using Local SEO for their business website if they aren't already. If you haven't been optimizing your website for a local search listing you are falling behind and fast. Small Business SEO that are savvy enough to have jumped into Local SEO are reaping huge benefits. One study shows that 61 percent of the people who search online first for local businesses later purchased the product or service they wanted offline.

You know you need a local search program for your website. Now you need to decide if you will do it yourself or outsource the work.

Here are some advantages to using an SEO company:

Time

You could commit large amounts of time learning how to set up a local search campaign, hire additional staff and implement an SEO plan. Or you could just outsource the work to an SEO company. A lot of the work for Local SEO campaigns today has to do with building back links to your website to help it gain in rankings. Doing this manually is very time consuming. an SEO company may use software to accomplish this task in a more time efficient manner. When you let someone else do the job you won't have to squeeze out time you don't have to do it.

Cost

Hiring a staff or a consultant can be very costly especially when benefits are factored in and the other HR issues that commonly occur with employees. Outsourcing is generally cheaper than hiring employees to do the work. SEO software tools can be very expensive as well. If your employees are not fully trained there will be the cost to send them to get training as well. Obviously, if you hire an SEO company, your savings comes from the economies of scale, they will already have the tools and the their staff will be trained.

Expertise

Staying up to date with the constant changes of the major search engines and making appropriate adjustments make is a full time job by itself. Recently Google made major changes to their search algorithm that affected many top ten listings. One day you are in the elite top ten and Google makes a change and the next day you have fallen to number 261. If you're not ranked 15 or better you might as well not even exist online. If you are not fully aware of the intricacies of how the search engine's algorithm works, there is the risk of making costly errors that could result in many of your back links you have built not counting towards your ranking. If you try to shortcut your SEO program by not doing every necessary step and completing it fully you are effectively wasting your time and

money.

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Local Business Geeks Help a [Local SEO](#), a [Small Business SEO](#), a [Local Business SEO](#) To Get Found BY MORE Local Customers, NO Contracts & Guaranteed Results !!

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