



FAQ Page

1. Why SEO is required for my website?

SEO services can enhance the rankings of your website on Search Engines. With better rankings, you can generate more and more amount of traffic to your website and help your business gain better exposure and increased revenue.

2. If I opt for SEO services, how long will it take to improve its rankings?

SEO isn't a strategy that can bring immediate result. It can take few months to help your site gain better ranks. The initial days are for updating your website and then waiting for the search engine to index the changes. Normally, you can see changes in the ranking of your website after 45 days. However, this depends majorly upon the condition of your website and the indexing frequency of the search engines.

3. When can I expect an increase in my website traffic?

Traffic is directly related to the ranking of your website. When the ranking of website starts increasing, you will automatically see that the traffic on your website is also rising. Do remember that increase in your website traffic and ranking are not instantaneous, it can takes months to update your website and get it indexed by the search engines.

4. Should I opt for PPC as well?

PPC or Pay Per Click is for entrepreneurs who want instant results. If your budget allows and you are looking for immediate traffic to your website, then you can start a PPC campaign. In PPC, you have to pay for all traffic/click it generates. Once you stop investing, you won't be getting any traffic/clicks.

5. Once my website achieves good ranking, why should I remain using SEO?

Improving your rank report and driving more traffic is just the preliminary step. Search engines are constantly updating and altering their algorithms, which can make your ranking fluctuate. Thus, preserving the present rankings is also very important, as enhancing it. For upholding your ranks and make it better every day, one needs to incorporate regular updating and constant research.

6. Is purchasing links a great option to consider?

Even when link building plays a major role in SEO, Spam links and purchased links and links from bad websites can actually do harm to your ranking. Search engines like Google are looking for such sites; Google's latest Update "The Penguin" series is all about penalizing sites with spam links. Recovering your website from such situations is highly difficult and also hamper your traffic.

7. Can I expect guaranteed results for your SEO service?

Ethically, no company can provide you guaranteed results about something, which they can never control. So, beware of such service providers, whoever provides such assurance. There is no specific way via which you will know how a site will rank good. Think twice before hiring a company that claims they have a special bonding with Google and thus can "priority submit" to guarantee good ranking.

These are false and baseless statements, Google itself warns people against such agencies.

8. Can you bring me ranks for the general terms like “lawyer”?

General terms are extremely competitive and thus, can cost you much. Apart from money, ranking general terms like these are also time-consuming. So, it's better to make them specific like “lawyers in New York”. Making them locating specific saves much of your money and would prove quite relevant to your business.

9. Which Search Engine is more popular?

Google is highly popular, it gains maximum traffic. 67% searches are made by using Google, 17% uses Bing, Yahoo roughly 12% and others 4%.

10. How often does a search engine decide to update their algorithms?

Well, the engineers working for the search engine only know this answer. But Google's head of Matt Cutts and Web Spam has mentioned that every year they introduce more than 500 updates. Since the search engines are constantly getting evolved, it is very important to stay on top of all the changes, opt for continuous updates and make use of strategies that are sustainable and ethical.