A Buyer's Guide to
Enterprise SEO Companies

Discover how to outsource SEO and hire top enterprise SEO firms!
Explore this infographic to get started.

What is an enterprise SEO company?
An enterprise SEO company specializes in search engine optimization for large businesses, typically those with 250+ employees or $50 million+ in annual revenue.

What do enterprise SEO companies do?
These companies offer comprehensive or specialized SEO support, ranging from full-service management to on-demand assistance.

How much do enterprise SEO services cost?
Average costs range from **$11,000 – $21,000** per month.

What do enterprise SEO services include?
Key offerings from reputable enterprise SEO firms should include:

- ✔ A dedicated team (account manager, SEO specialists, business consultant)
- ✔ Complete SEO audit and competitor analysis
- ✔ Customized strategy with actionable next steps
- ✔ Project management software for tracking and documentation
- ✔ Proactive strategy recommendations
- ✔ Ongoing reporting tailored for leadership and marketing

What is the difference between enterprise SEO and local SEO?
Enterprise SEO targets large websites (1,000+ pages) with tailored strategies, while local SEO focuses on specific geographic areas to attract nearby customers.

When should I use enterprise SEO services?
Enterprise SEO offers access to top SEOs and agencies for improved search rankings and conversions. Consider enterprise SEO when:

- Targeting short-tail keywords
- Managing a website with multiple stakeholders
- Meeting competitive KPIs
- Transitioning from traditional SEO

When should I hire an enterprise SEO firm?
Engage an enterprise SEO firm when resources like time, talent, expertise, or performance are limited.

Are enterprise SEO companies worth it?
Agencies that align with an organization's goals, like boosting sales and ROI, are typically considered worthwhile investments.

Tips for Hiring an Enterprise SEO Agency

1 Identify Stakeholders
- Who approves the budget?
- Who signs off on the agency?
- Which departments own the website?
- How will outsourcing affect other departments?

2 Establish Requirements
- ✔ Agencies should be comfortable without site access.
- ✔ Consider NDAs and data privacy practices.
- ✔ Look for web development support and ROI tracking.

3 Outline Goals and Business Objectives

COMMON SEO GOALS
- ✔ Grow organic traffic
- ✔ Rank for specific keywords
- ✔ Increase organic leads/sales

BUSINESS OBJECTIVES
- ✔ Lead and revenue generation
- ✔ Reduce customer churn

4 Finalize Budget
Remember, the average price for enterprise SEO solutions is $11,000 per month. In some cases, organizations underestimate how much SEO costs. If that's the case, take the time to educate leadership on the resources needed to create an effective SEO program at the enterprise level.

5 Shortlist Agencies
Resources for finding enterprise SEO firms include: referrals, rating sites, and search engines.

6 Vet Agencies
Research the firm's online ratings, case studies, testimonials, awards, and certifications.

7 Request Proposals
Proposals should detail deliverables, pricing, and stipulations.

8 Choose a Partner
Some organizations may require an internal presentation to clarify project purpose and partnership benefits.

9 Get Started
Once signed, initiate enterprise SEO! Communicate with internal stakeholders as needed.

Deliver business growth with the #1 enterprise SEO firm
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