

# A Buyer's Guide to USA SEO companies



Learn about outsourcing SEO and hiring the top SEO companies in the USA!  
Explore this infographic to get started.

## What are USA SEO services?

USA SEO services are search engine optimization services provided by a U.S.-based SEO firm. These services use on-page, off-page, and technical SEO to grow a website's organic visibility.

## What do SEO companies in the United States do?

SEO companies in the United States provide ongoing or one-time search engine optimization services. In most cases, these services improve a website's visibility in organic search, to generate qualified traffic and revenue.

### What do USA SEO services include?

- ✓ Dedicated point of contact, backed by a full SEO team
- ✓ In-depth audits of your SEO, search landscape, and competitors
- ✓ Customized strategy, including proactive recommendations
- ✓ On-page, off-page, and technical SEO, plus local SEO
- ✓ Ongoing reporting focused on agreed-upon KPIs
- ✓ Regular visibility and traffic monitoring

### How much do USA SEO services cost?

The average cost for USA SEO services is

**\$1,500 – \$5,000** per month

Prices will depend on agency- and business-specific factors, like the agency's location, the business's existing SEO, and the strategy's aggressiveness.

### Are SEO companies in the USA worth it?

The SEO companies in the USA that are worth it are the agencies that deliver a customer experience and results that align with your business and its objectives.

## Tips for Hiring a USA SEO company

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### Outline business requirements

Begin with getting these questions answered:

- How much is available in the marketing budget for SEO?
- What are the organization's overall objectives?
- How will we measure SEO's performance or success?
- What are some specific and measurable goals for SEO?
- What is our preferred level of involvement with an SEO company?



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### Determine budget

Most ongoing SEO services will charge a monthly vs. hourly rate. Remember, the average cost of USA SEO services is \$1500 to \$5000 per month, so expect to create a budget in this range. If not, you'll likely have more limited (and less reputable) options.



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### Create a shortlist of agencies by:

- ✓ Dedicated point of contact, backed by a full SEO team
- ✓ In-depth audits of your SEO, search landscape, and competitors
- ✓ Customized strategy, including proactive recommendations



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### Dig into each firm's performance, including:

- ✓ Case studies
- ✓ Online ratings
- ✓ Certifications and/or partnerships
- ✓ Testimonials
- ✓ Awards
- ✓ Technology



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### Request proposals

While receiving a proposed package and pricing from an SEO agency without meeting them is possible, we can't recommend this approach. The best SEO companies in the U.S. will use these meetings to determine if they're a good fit for your project.



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### Make a decision

You've done the research, met with the agencies, and (hopefully) have a favorite agency. Most SEO agencies require an initial three-to-six-month contract for ongoing search engine optimization services.



### Bonus tips to get a better experience working with USA SEO companies:

- 1 Provide helpful resources, like brand guidelines, to reduce edits
- 2 Give site access to expedite SEO updates
- 3 Communicate updates, like future products or services
- 4 Set aside time for communications, whether it's reviewing reports or approving edits

### Drive more revenue with the #1 SEO company in the USA

Start growing revenue with WebFX, the #1 SEO company in the USA (and the team behind SEO.com).

To learn more, visit: <https://www.seo.com/companies/usa/>