A Buyer's Guide to

Local SEO Companies



Learn about outsourcing local SEO and hiring the best local SEO companies! Explore this infographic to get started.

What is a local SEO agency?

A local SEO agency provides one-time or ongoing services to businesses serving specific areas to improve the company's visibility in localized organic search results.

What do local SEO companies do?

Local SEO companies provide full or partial-service solutions for helping businesses reach users in their service areas via organic search. These solutions can range from on-call consulting to complete management of the business's local search engine optimization efforts.

How much do local SEO services cost?

Local SEO services cost

\$300 - \$2,000

per month

\$100 - \$300

per hour

\$1,500 - \$3,000

per project

What do local SEO services include?

When should I hire a local SEO firm?

From our decades of experience, we've seen

a local SEO firm when resources are limited,

skillset. Poor or plateaued performance can

whether the resource is time, budget, or

also signal potential value in hiring a local

businesses benefit most from partnering with

Local SEO services from the best local SEO companies will include the following:

- Dedicated team
- Custom local search strategy
- Local listing management
- Review management

Are local SEO companies worth it?

Keyword research and targeting

SEO content creation

Ongoing reporting

Local SEO companies can be a fantastic investment if they meet your goals. When agencies deliver on expectations, outsourcing becomes worthwhile. Conversely, those that fall short can make you question your decision. Therefore, knowing how to hire the right agency is crucial.

Tips for Hiring a Local SEO Company

Determine budget

SEO expert.

Identify your budget for local SEO services. Keep in mind that the primary cost factor is the number of location, businesses with more locations typically incur higher expenses than those with fewer.

Outline goals

Most SEO goals focus on the following metrics: ✓ Traffic

Visibility

Store visits

Leads

Sales

Set Requirements With your budget and goals established, outline any additional requirements for the agency,

such as:

Years of experience

Location

Industry-specific expertise

Specific deliverables (e.g., SEO content management)

Create a shortlist Next, create a shortlist of local SEO firms using:

Professional network recommendations

Google Search

Review websites, like Clutch and G2

Now, dig into this list of top local SEO agencies by reviewing:

Research top local SEO agencies

Case studies Average ratings Reviews

Plans or pricing

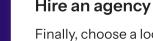
With a shortlist of potential local SEO companies, reach out to them. Most agencies will request an initial meeting to discuss:

Get Proposals

Goals Budget Existing efforts

Deliverables Roadmap Pricing

This meeting helps assess if the partnership is a good fit. If not, reputable agencies will offer alternative recommendations. If the fit is promising, the agency will provide a proposal outlining:



the agreement and what happens afterward.

Start Onboarding

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Finally, choose a local SEO service provider! Your provider will share the next steps for finalizing

Once hired, the agency will initiate the onboarding process, which includes:

 Assigning a dedicated local SEO team Obtaining brand guidelines

 Gaining access to your site and local listings Meeting day-to-day points of contact

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