

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?

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

- ✓ Dedicated team
- ✓ Custom local search strategy
- ✓ Local listing management
- ✓ Review management
- ✓ Keyword research and targeting
- ✓ SEO content creation
- ✓ Ongoing reporting

When should I hire a local SEO firm?

From our decades of experience, we've seen businesses benefit most from partnering with a local SEO firm when resources are limited, whether the resource is time, budget, or skillset. Poor or plateaued performance can also signal potential value in hiring a local SEO expert.

Are local SEO companies worth it?

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

1

Determine budget

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.



2

Outline goals

Most SEO goals focus on the following metrics:

- ✓ Visibility
- ✓ Traffic
- ✓ Store visits
- ✓ Leads
- ✓ Sales



3

Set Requirements

With your budget and goals established, outline any additional requirements for the agency, such as:

- Location
- Specific deliverables (e.g., SEO content management)
- Years of experience
- Industry-specific expertise



4

Create a shortlist

Next, create a shortlist of local SEO firms using:

- Professional network recommendations
- Review websites, like Clutch and G2
- Google Search



5

Research top local SEO agencies

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

- ✓ Case studies
- ✓ Average ratings
- ✓ Reviews
- ✓ Plans or pricing



6

Get Proposals

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

- ✓ Goals
- ✓ Budget
- ✓ Existing efforts

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:

- ✓ Deliverables
- ✓ Pricing
- ✓ Roadmap



7

Hire an agency

Finally, choose a local SEO service provider! Your provider will share the next steps for finalizing the agreement and what happens afterward.



8

Start Onboarding

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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