

# A Buyer's Guide to Ecommerce SEO Companies



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

## What is an ecommerce SEO agency?

An ecommerce SEO agency is a specialized SEO service provider offering search engine optimization services for ecommerce websites.

## What do ecommerce SEO companies do?

Ecommerce SEO companies provide one-time or ongoing ecommerce SEO support. This support can range from consulting to auditing to optimizations, with an emphasis on improving the site's organic visibility.

### How much do ecommerce SEO services cost?

Ecommerce SEO services cost

\$700 – \$8,000  
per month

\$200 – \$600  
per hour

\$5,000 – \$30,000  
per project

## What do ecommerce SEO services include?

Ecommerce SEO services from the best ecommerce SEO agencies will include the following:

- ✓ Dedicated team, including web developers
- ✓ Personalized strategy
- ✓ On-page, off-page, and technical SEO optimizations
- ✓ Website audit
- ✓ Ongoing reporting
- ✓ Return on investment (ROI) tracking

## When should I hire an ecommerce SEO firm?

Based on decades of serving ecommerce companies, we've found most companies benefit from hiring an ecommerce SEO firm when resources, like time, talent, and skills, become strained. For example, if there isn't the time to optimize for SEO, that's often a sign it's time to outsource.

## Are ecommerce SEO companies worth it?

Ecommerce SEO is worth it. Whether an ecommerce SEO company is worth it depends on the agency's performance. Agencies that meet objectives are worth the investment. In comparison, companies that don't aren't worth the money.

## Tips for Hiring an Ecommerce SEO Company

1

### Finalize budget

First, understand how much budget is available for outsourcing ecommerce SEO efforts. You can use the average cost of ecommerce SEO to determine how much budget is needed, at minimum, to partner with an agency.



2

### Create goals

Most ecommerce SEO goals focus on metrics like:

- ✓ Rankings
- ✓ Traffic
- ✓ Sales
- ✓ Average cart value (ACV)



3

### Determine Requirements

After finalizing a budget and goals, consider any additional requirements, like:

- Location
- Platform-specific experience, like Shopify or BigCommerce
- Data protection practices
- Industry-specific experience, like software or landscaping

If you've outsourced digital marketing or other business efforts before, consider the requirements of those partnerships. Your IT department, for example, might have technology- and data-specific standards that all service providers need to meet.



4

### Build a shortlist

With the above resources created, it's time to start researching agencies, like with:

- Professional network referrals
- Rating websites, like Clutch and G2
- Search engines, like Google or Bing



5

### Vet agencies

Next, vet the list of agencies. For example, consider:

- ✓ Reviewing case studies
- ✓ Reading testimonials and online reviews
- ✓ Researching awards and/or partnerships



6

### Get proposals

Start requesting proposals from your list of the best ecommerce SEO agencies. Expect these agencies to want to meet with you, use this meeting to ask questions, like:

- How often do you work with our platform?
- What is the biggest challenge for ecommerce SEO?
- Do you work with our competitors?

Ecommerce SEO companies that are a good fit will proceed with creating a proposal that includes:

- ✓ Pricing
- ✓ Deliverables
- ✓ Contract terms
- ✓ Action plan



7

### Choose a partner

Finally, it's time to hire an ecommerce SEO company. Once hired, onboarding steps can begin, like:

- ✓ Providing site access
- ✓ Sharing brand guidelines
- ✓ Walking through site features or business process (if needed)



## Build a revenue engine with the #1 ecommerce SEO agency

Capture more online sales with a revenue engine from the #1 ecommerce SEO agency, WebFX. WebFX has helped its clients generate \$10 billion in revenue from the web through innovative strategies and award-winning tech.

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