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

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.



Create goals Most ecommerce SEO goals focus on metrics like:

Rankings

✓ Traffic

Sales

🖊 Average cart value (ACV)

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

Determine Requirements

 Platform-specific experience, like Shopify or BigCommerce Location

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.

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

Build a shortlist

 Professional network referrals Rating websites, like Clutch and G2



- · Search engines, like Google or Bing

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

Vet agencies

Reviewing case studies Reading testimonials and online reviews



- Researching awards and/or partnerships



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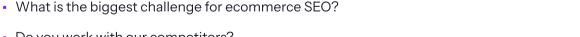
agencies to want to meet with you, use this meeting to ask questions, like:

Pricing

Get proposals

How often do you work with our platform?

Start requesting proposals from your list of the best ecommerce SEO agencies. Expect these



Contract terms

- Do you work with our competitors?
- Ecommerce SEO companies that are a good fit will proceed with creating a proposal that includes:

Deliverables

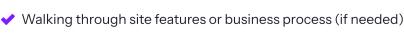


Action plan

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

Choose a partner

Providing site access Sharing brand guidelines



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