

SEO Outsourcing vs. Employing SEO Experts

Benefits of employing a SEO professional

- It will let you enjoy the full time **dedicated service** of the SEO professionals.
- You could have complete control over the SEO process.
- You can regularly improve your **SEO techniques**.
- Having a **SEO professional** at your company will make sure that your SEO campaign is a long term effort to improve your online business.

Drawbacks of employing a SEO professional

- It will lack the innovation and freshness that might have been possible with a group of people working on the **SEO projects**.
- There will be lack of experience and expertise, if compared with a professional **SEO agency**.
- Limited access to recent **SEO trends**.
- There will always be a risk of over doing things that might eventually ruin the potentials of your site at the **search engine ranking**.
- For other search engine related and **online marketing** efforts, like email marketing, search engine marketing, Google Adwords, and blog, you have to further recruit other experts in the respective areas.



Benefits of outsourcing SEO work

- You will get professional service of a **SEO company** that is equipped with expert SEO professionals who have specialized knowledge of different aspects of the SEO process.
- As specialized SEO company, it is most likely that they will have the knowledge of the latest happenings in the **SEO industry** all over the world.
- You will benefit from the team work that the **SEO company** will put in for your project.
- You will get the result without much hassle.
- You can save on the cost of the **SEO campaign**.
- You will be able keep the headcount of your company within limits that will eventually increase the revenue per employee.
- With professional **SEO company** at your service, you will most likely get all the search engine related marketing solutions under one roof.
- Most of the SEO service providers offer money back guarantee in case the goal of the SEO campaign is not reached within the stipulated time period. So, by hiring a **SEO company** you can guarantee that your investment is not wasted.



Drawbacks of outsourcing SEO work

- You will have to depend on the **SEO agency** for making any changes to the site.
- If you have to be extra cautious about the unethical practices that many **SEO companies** adopt and something that can damage your potential.
- You need to make long term contract with the **SEO agency** to ensure that the search engine rank of your company's website is maintained for significantly longer period of time.
- Your company secrets will be exposed to some extent.