

## Hiring a Pro vs. Doing SEO Yourself

The buzz word all over the Internet is "SEO" ... Search Engine Optimization. Read any blog on topics related to online marketing, and the word "SEO" will be peppered all over them. Many websites claim to teach SEO, while others encourage the reader to hire a professional.

When wondering whether your website needs to hire a professional or if you can do SEO yourself, first ask yourself: "Does my website need SEO?" For those who want to make money online, the answer is "yes!" These days, getting on the first page of Google's search engine results is far more important for making good money than simply having a great product. Websites that completely ignore SEO will get buried beneath hundreds of competitors, but those that do SEO successfully will get the most traffic and customers. Back to the original question, there are many pros and cons to DIY SEO. Consider the following:

The pros mainly have to do with money. Hiring a professional can be a great investment for a business that is already established, but for a person first starting out, and possessing only a small budget, doing it on your own is probably best. Furthermore, knowing the basics is a must for anyone running an online business. The reason is, in order to properly vet a professional, you need to have an eye for what is plainly bad SEO.

There are, however, plenty of cons to DIY SEO. It is all about time, and how much of it you have. The cost of doing your own SEO may far outweigh the cost of hiring a professional. Professionals who do online marketing for a living have plenty of time to hone their skills and do the research to stay on top of this constantly changing game. Google, for example, makes frequent revisions to its search algorithms to stay ahead of new SEO tricks that undermine the engine's purpose of providing users with highly relevant results. Furthermore, there are other businesses out there that are constantly scurrying for that holy grail of SEO, a spot on Google's first results page.

There you have it, if you have got a website for your online business, SEO is an absolute must! There is no reason to overlook such a useful tool for making money! For those with small or no budgets, "do it yourself" is the way to go. If your business has some funds, though, consider hiring somebody to do your SEO to save time and headaches.

## About the Author

Read more on [seo services](#), link to [hubshout.com/?SEO-Reseller-Plans&AID=44](http://hubshout.com/?SEO-Reseller-Plans&AID=44).

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