

# Adroyt Whyte Paper

**Hiring the Right SEO Professional**

**Knowing the questions to ask before the hire**



# White Hat Versus Black Hat

The subject of SEO (Search Engine Optimization) has had a number of definitions since search engines began rewarding sites that contained the information a person peering at a computer or a mobile phone types into a browser bar. Though you will still find a few spammy sites and link farms built by Black Hat practitioners coming up in search results, the days when keyword stuffing would move a site to the first page of SERPs (Search Engine Results Pages) are disappearing exponentially. We at adroyt have been practicing White Hat SEO since the beginning. That amounts to nearly a decade of high quality content creation for clients in the design, architecture and lifestyle industries.



**Key Question: What do designers, architects and furnishings manufacturers need to know in order to identify skilled SEO practitioners to help them achieve lasting relevance?**

## **In This Analysis**

In this analysis, we will break down the different puzzle pieces that seamlessly fit together to form a healthy SEO tableau. Even if you see yourself as the uninitiated in SEO language, we will help you gain a sense of the territory entered when professionals assess your website from a search-engine-ranking perspective. In doing so, we provide you with interview questions to help you vet someone who claims to understand the subject as fully as he or she should.

**There are three major subjects with a number of sub-issues. The three main groups are:**

**On-Site SEO**

**Off-Site SEO**

**SEO Blunders**

It's important to note that each of these work in concert and that no single SEO factor will guarantee search engine rankings. And one of our most powerful recommendations is to hire exemplary writers. We actually recommend giving the professional who will be creating your content a writing test by asking them to compose an opening paragraph for a blog post that relates to the services you provide or the products you sell. If it feels natural and is pleasant to read, and the person can answer the questions we've identified below, you are ensuring there is skill and knowledge behind the resume.

### **On-Site SEO**

On-Site SEO factors are the ones that are almost entirely within the control of someone building and maintaining a site. The issues that can guarantee favorable outcomes include the type of content published; whether important HTML clues are nailed to achieve relevancy; and whether the crawlable architecture of the site assists or works against search engine spiders when they are looking for clarity. The quality of the visits will greatly help search engines judge the relevancy, as well.



# How to Know if an SEO Understands the Challenge of Retaining Relevancy

## On-Site SEO

He or she will know that on-site success includes knowing minimum word counts, how to intelligently identify keywords and how to fill in SEO-rich meta descriptions on each page or post. Understanding headings and subheadings, as well as keyword density will be in his or her toolbox. Naming photos, and filling in alt and descriptive text will be known subjects; and he or she will be able to discuss the proper identification of categories and tags with confidence and clarity.

## Several questions to ask an interviewee for On-Site SEO:

What do you consider to be a beneficial word length for a blog post? The answer: a minimum of 500 but 800 is better.

Do you consider alt text in photos to be important and why? The answers: 1) absolutely; 2) Because it is crawlable content that provides search engine spiders the opportunity to rank images, which is very important in the visual culture mobile has made us.

Do you have a favorite SEO plugin you depend upon? Our answer: Yoast SEO plugin. [If a site already has the "All in One SEO Pack" installed, we will work with it, as well, but we prefer Yoast hands-down.]

**Even if you see yourself as the uninitiated in SEO language, adroit will assist you in gaining a sense of the territory entered when professionals assess your website from a search-engine-ranking perspective.**

## **Off-Site SEO**

Off-Site considerations will include strategically creating relationships and producing intelligent content, each of which results in high-quality links back to a site. Understanding and tracking analytics so that poor sources of traffic providing a high bounce-rate and a low time-on-site can be identified and managed is a critical skill. This is especially crucial with social media platforms, not all of which provide positive traction for SEO.

### **Several questions to ask an interviewee for Off-Site SEO:**

Do you have webmaster tools and do you study the analytics of your clients to know how incoming traffic is affecting their sites? The answer should be yes to both.

In regards to the number of links on any given page, do you know the rough crawl limit of the major search engines before they stop spidering pages? The answer: 150 links per page.

## **SEO Blunders**

SEO blunders include out-of-control categories and tags; duplicate content issues; pop-ups that cover entire web pages on mobile phones; 404 errors when content has been moved or deleted; keyword stuffing; and missing content fields within a CMS.

### **Several questions to ask an interviewee for SEO Blunders:**

How many categories do you feel a post should have attributed to it? The answer: two at the most.

How many tags do you feel each post can healthily carry? The answer: no more than 12 to 15.

Is a 301 redirect temporary or permanent? The answer: it's permanent.

**We believe we've answered the key question, "What do designers, architects and furnishings manufacturers need to know in order to identify skilled SEO practitioners to help them achieve lasting relevance?"**



**If you would like to dig deeper into our understanding of SEO, you can visit [adroytLABS.com](http://adroytLABS.com) and download knowledge-base tutorials that cover many of the issues that affect a site's SEO.**

## **About Adroyt**

Adroyt offers a number of SEO-related services. We perform SEO fixes to sites that have never been optimized or have been optimized in the wrong way. We also create exemplary content using SERP (search engine results page) strategy; and we maintain SEO competency on sites. We're master mixologists when it comes to creating the powerful cocktail of advantage required to maintain relevancy. As search engines continue to push web masters to create high-quality, relevant content that does not include the SEO tricks that once gave websites a leg-up in organic search results, we follow their leads each time they set new rules.

