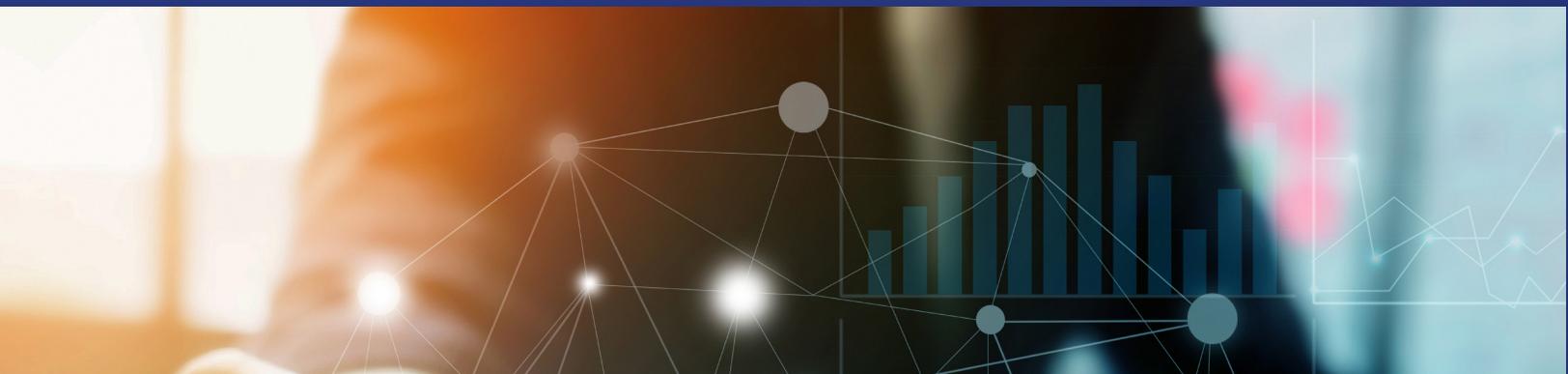




THE TOP FIVE
OBJECTIONS
THAT
**HOLD
COMPANIES
BACK FROM
DOING SEO**

SHOULD YOU INVEST IN SEO?



There are many SEO & digital marketing agencies out there who aren't shy about promising you the world before delivering absolutely no value.

“You said you wanted to double your organic traffic, you didn't say it had to be from people actually interested in buying your product!”

Successful SEO agencies don't operate this way. Titan Growth was named an All-Star agency by Google (one of only a handful) because we are committed to helping our clients build sustainable SEO strategies.



We hear these 5 objections on almost every sales call.

1. SEO doesn't work.
2. SEO takes too long to bring results.
3. We will never rank on the front page.
4. I can do SEO in house for cheaper.
5. SEO is unpredictable.

1. SEO DOESN'T WORK

SEO **does** work. It's that simple. We have data to back it up.

Check out our SEO Case Studies on the next page to see firsthand how our agency has helped our clients achieve increases in traffic and revenue.

Although, Not All SEO Strategies Are Created Equal.

While some SEO strategies can help garner more traffic and rankings, a well-rounded SEO strategy also facilitates growth in other ways.

An experienced agency knows that SEO success facilitates your business's overall growth - not just because of the SEO, but because of what it takes to succeed.

Keyword research

Keyword research is SEO speak for "market research". Knowing your ICP more intimately not only pays dividends online, but across your entire sales funnel.

Creating content for better search rankings

Think of content as acquired assets. SEO-friendly content pieces not only help boost rankings and provide higher user engagement rates, but provide that value in perpetuity.

Technical SEO & site improvement

SEO continuously improves your most valuable online asset - your website. Better, faster, stronger... because that's what your users want to see.

SEO provides higher traffic, better brand awareness, and more revenue and profit. It can also help to prevent competitors from taking away your customers.

SEO works to improve your organic traffic and rankings, but the SEO process helps improve your brand from a holistic marketing perspective.

Blackbaud, Inc.

1398% increase
in first page rankings
\$22 million increase
in revenue

Classy Closets

3,700+
new first page rankings
443% increase
in first page rankings

Mikimoto

6,850+
new first page rankings
107.18% increase
in revenue

Sitecore

32% increase
in organic traffic
605% increase
in first page rankings

Lindblad Expeditions

75.52% increase
in organic traffic in one year
177.13% increase
in conversions in one year
1000%+ increase
in traffic over 8 years

blackbaud®

CLASSY
CLOSETS®

MIKIMOTO

 sitecore


Lindblad
Expeditions


NATIONAL
GEOGRAPHIC™

2. SEO TAKES TOO LONG TO BRING RESULTS

SEO is a long-term strategy. Websites are similar to large buildings in that the foundation must be planned and created with future growth in mind.

THE SKYSCRAPER

After a month of construction, an investor wouldn't say,

“Why isn't this skyscraper built yet?! You've spent all this time planning the architecture, laying a foundation, and waiting for the concrete to cure... but I want a tall building now!”

Building on an uncured concrete foundation and using “black hat” SEO to rank quickly are both poor long-term strategies.

YOUR SEO STRATEGY

It takes time for any site to build sustainable credibility. A reputable SEO agency's job is to plan and execute a strategy that will slowly but steadily improve your site's rankings without resorting to spammy or unethical techniques.

SEO is an investment, not a single purchase. Invest in SEO if you want steady growth that compounds over time and builds your website's authority within your industry.

3. WE WILL NEVER RANK ON THE FRONT PAGE

You may not.

At least, not for the keywords that you **think** are important.

Let's say your business sells screen-printed shirts.

- > You wouldn't rank on the first page for "shirts" (if you do, let's talk), but neither would you want to.
- > The majority of people searching for "shirts" probably would not be converters on your site.
- > Someone searching for "screen-printed custom cotton shirts", however, would be a much more qualified lead.

An SEO agency can help you develop a themed keyword strategy that will help you bring in qualified traffic.

- > Build your website's authority by starting with longer search terms, then move toward keywords with higher search volume to target prospective customers in various stages of the sales funnel.
- > In the meantime, searchers who want your product will be ushered toward your website, leading to increased revenue from qualified traffic.

While you may not be ranking for "shirts", you will sell more shirts—and that was always the goal, right?

4. I CAN DO SEO IN HOUSE FOR CHEAPER

It might be easy to do SEO in house...

That is, if you have a full team of dedicated SEO and analytics at your disposal.

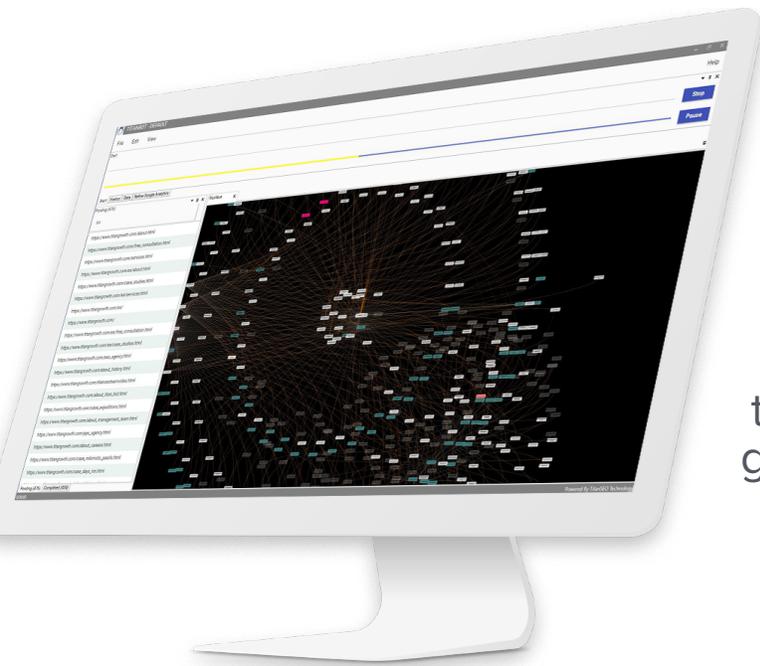
Do you have an aggressive sales goal?

It's going to be tough to make meaningful progress with an in-house team.

What tools do you have?

Don't decide to do SEO in-house without all the tools that good agencies use to make them more effective.

It's tough to invest tens of thousands (or more) into buying, developing, and training with tools that you aren't certain will make a positive impact.



WHAT IT TAKES

Without proprietary technology, AI-driven tools, research and development teams, and a large portfolio of other accounts to validate results, DIY isn't always the cheapest or the best way to get the most impactful results.



5. SEO IS UNPREDICTABLE

Search engine algorithms are constantly changing, and no one can predict with complete certainty how, and when, they will be adjusted.

When the only constant is change, will your website be able to keep up?

Good agencies thrive on sharing strategies, techniques, and results, because proving the value of SEO is a collective goal.

In addition to completing various certifications and trainings, **SEOs spend hours daily reading search engine news, analyzing search trends, and testing new techniques.**

Discouraged? Don't sweat. Let a team of experts do that for you.

THE BOTTOM LINE

Hiring an SEO agency is an investment. Choose a team who is invested in your success.

Don't hire an agency to make quick fixes, but to be an integral part of your marketing department that leverages actionable data to improve the aspects of your website that contribute to your bottom line.

To learn more about how Titan Growth can help you reach your goals, contact us today.

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