

Published based on [Do SEO Services Offer Scalable Profits? Find Out the Fantasies and the Truths](#)

# **Do SEO Services Offer Scalable Profits? Find Out the Fantasies and the Truths**

Two weeks gone, I attended an SEM seminar in which the speaker attempted to show that employing an SEO consulting service would produce rising profitability. He meant that over time the distance between the price of his services and your sales would expand so that SEO became more and more scalable.

Of course, his sales pitch was that it would thus be a sound investment for you to hire his services. Although, with [small business training](#) you might learn how to do it yourself.

### **Promoting the Myths**

The presenter showed us an especially convincing graph. His example was a business just starting out with search engine optimisation and hiring an SEO agency. He set out the agency cost to the prospect at \$1000 per month for 12 months. On his graph, this showed up as a straight line.

Now he graphed out the sales that would arise from this SEO input, i.e., getting the prospect's website ranked on Google's page one. At the outset, sales revenue was 0. After a few the two lines on the graph had met up. Then, sales value commenced and kept on rising well above the static cost line. Ergo: great SEO scalability and escalating profits.

But he didn't rest there. He claimed that once his SEO consultancy service had established the website in the top rankings, the client could start cutting-back her outlay on SEO. Therefore, the straight cost line would fall while sales carried on rising or at least stay static. Therefore, a soundly run SEO strategy could turn out to be even more scalable.

### **Facing the Realities**

All that is possible if you have serious cash and/or a huge brand. But it's not realistic for the average business. That is particularly true where budgets are limited and where markets are very competitive. Getting good rankings for good keywords is never straightforward. And even though you might spend the big bucks there's still no certainty that with SEO you would ever make first page rankings, not to mention stay there.

In reality the truth is that his example customer might have spent her \$12,000 and got nothing or little in exchange.

What's more, the first page itself is not enough. You definitely need to rank in the top 3. In general practice, these grab around 666% of clicks, with #1 getting above 40%.

The true situation for most businesses just starting SEO, even if they are employing an agency, is if they do get first page rankings it's sure to be for the low volume, less competitive keywords. And to reach that valuable top three could be a long and costly slog.

Therefore, getting high volume sales from an SEO consulting service may be a limited and definitely far out prospect. Before starting SEO consulting services. bear all this in mind.

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