

Insider Reveals: 7 Secrets SEO Agencies Don't Want You To Know!

Whether you analyze the growth of local businesses, or look to decode the rise of multi-billion business empires – you're likely to come across one similarity: all successful, modern businesses know how to leverage search engine traffic for their benefit.

With Google averaging [63000 searches by the second](#), there is no doubt that the modern consumer is searching on the internet – and that's where every business should be.

There are people who position Google Adwords as a worthy alternative to SEO.

But did you know that studies have found [94% of users to skip paid advertisements](#), and head straight towards organic results?

There's no doubting the fact that SEO forms the backbone of a successful, sustainable brand in the 21st century.

Therein Comes The Problem – SEO Agencies

The criticality and dependence on SEO for modern businesses is no secret. [With 49% of consumers reporting](#) that they rely on search engines to guide their purchase decisions, organizations are often desperate for the prestigious first-page rank.

This is where the widespread phenomenon of SEO agencies thrives. Banking on the despair of organizations that crave their share of organic traffic, pseudo-SEO experts have spanned an entire industry.

We have personally witnessed horror stories of companies that were ready to pay upwards of \$2000 per month for SEO services, without having a speck of data to prove that 'optimization' indeed took place.

Rather, there were some cases where clients experienced a decrease in their website traffic and subsequent leads, as a result of these SEO agencies taking over!

Additionally, these agencies require lengthy contractual commitments beforehand. Without results to benefit the business, some brands have lost as much as \$50,000 across 12-24 months for virtually nothing at all.

The difference between SEO agencies and impactful SEO is simple – 'real' SEO brings in 'visible,' impactful results. Sure, gaining up to a few ranks on your online ranking due to keywords does fall within standard SEO – but it's only a fraction of what actual SEO looks like.

This Report Will Reveal The Real Face Of SEO Agencies

The entire point of this report is simple – to reveal the truth behind how SEO agencies are unable to provide real value to your business, and how you can achieve success in the short and the long term.

We have taken it upon ourselves to provide proof on how agencies utilize tricks and cunningly devised tactics to deceive brands into spending their entire marketing budget on them.

All of this wasted time and money, when achieving organic and valuable SEO success is no rocket science.

So, gear up for some astonishing insights into the dishonest world of SEO agencies.

How To Identify When SEO Agency Blunders?

You may not know, but SEO agencies commit blunders and gaffes all the time. This isn't surprising – since they lack real knowledge to truly master search engine optimization.

After reading this report, you will know how to stop them in their tracks the next time they try to woo you with complex jargon and irrelevant technicalities.

Here are some of the tell-tale signs that signal when an SEO agency is all smoke, and no performance:

Claims About 'Secret Sauces' That Crack Google Algorithm

You must have come across such bold claims; SEO agencies claim that they have special techniques and tips, and have somehow found a loophole in Google's ranking algorithm that can turbo-boost your website to the very top of the SERPs.

If you ever cross paths with SEO agencies that have discovered the magic potion to SERP rankings – run. Don't walk – take your brand as far away from such agencies as possible.

Want to know why?

Simply put, there is no 'secret sauce' for SEO. The entire process of search engine optimization revolves around curating the best possible content for user information.

There are thousands of industry leaders across the globe [that completely reject](#) the proposition of a 'recipe' that can lead to search engine optimization.

The only difference that exists between a failed SEO strategy and a successful one, is devotion to the fundamentals and persistence in your efforts.

If you are truly dedicated to providing your target audience with relevant, valuable content, and adhering to guidelines that increase niche authority, nothing can stand between you and higher SERP rankings.

Lack Of Transparency

Here's the thing – there is nothing that is worth hiding about SEO. There are no complex technicalities that govern how pages are ranked on Google.

It is an algorithm [based on 200 different factors](#) devised to determine how well your website caters to the visitors on your site. This is commonplace industry knowledge, as opposed to a crystal ball, that guides SEO strategies.

However, SEO agencies bank on the lack of knowledge of website owners. Leaving their site in the hands of such 'experts,' website owners refuse to do their homework on how SEO is done. This is where these agencies hit gold.

If you come across an SEO agency that is unable to explain what 'exactly' they will do to boost your SEO, and furthermore 'how' are they going to do it – chances are that they are relying on black-hat strategies.

While black-hat strategies might produce minimal results, Google and other major search engines are likely to penalize the website at some point. With machine-learning algorithms in the mix, that day isn't far away.

Any SEO agency should be expected to explain the details of their services – and I'm not talking about proprietary information that involves full disclosure.

Every business has secrets worth safeguarding, but if the agency has said that they will 'build links for you,' they should be able to explain the type of links they will build.

They should also be able to answer questions like: How will they obtain such links? What updates are they making on your website? What has changed – and more importantly, why?

Transparency is the foundation of a successful partnership, and when something as important as your website (and the organic traffic you receive) is involved, you must remain on top of all new developments.

Any agency that diverts the topic towards jargon-loaded fluff, without clearly outlining their plans for your SEO efforts, is a red flag that you should be wary of.

Bullish Claims About Your SERP Rankings

As mentioned before, Google makes use of a [complex machine-learning algorithm](#), alongside 200 factors to filter out high quality and contextually relevant links for you.

There are simply too many variables involved (site strength, competitive landscape, constant updates to the ranking algorithm, etc.) for anyone to claim complete knowledge of how SEO works with absolute conviction.

However, this surely doesn't stop SEO agencies from being overtly bullish about their ability to rank your website on the first page of the SERPs. Instead, most of them blatantly paste such banners on their website:

“Guaranteed first page ranking on Google” – wait, what!?

Here’s what [Google has to say](#): “Beware of SEOs that claim to guarantee ranking.” Do you need further proof?

Google provides regular updates to their ranking algorithm. When you add in the numerous other variables that affect SEO, the smoke around such bullish claims clears, and you see them for what they are – empty and deceptive.

Organizations Need To Change Their SEO Objectives

The best part about Google, is its dedication to enhancing user experience – and that is only possible through a safe and secure system that continues to evolve with consumer preferences.

Numerous industry leaders and SEO gurus have outlined the foundation of what constitutes good SEO, and how it can drive traffic and leads. However, these are broad guidelines as opposed to unarguable facts.

Since SEO rankings are not entirely in your control, brands need to pull the brakes on their increasing obsession over SERP rankings. There, I said it.

Understand this: the only reason you are vying for the top spot is due to the potential increase in traffic. The ranking is just the medium through which you can achieve this – but does it guarantee leads?

The quality of the traffic that is diverted to your site is just as important, if not more, than the quantity of traffic that comes your way.

Ranking for a keyword that doesn’t really communicate the value, nor drives quality traffic is basically useless.

Organizations need to shift their focus from rankings, and towards their ability to bring traffic to your site. The next time you come across a guarantee of first page rank, don’t give in to the temptation. Take some time to consider if ranking for XYZ is actually going to benefit your business.

Cheap, Low-Priced SEO Solutions

Most SEO agencies love to market how they are offering ‘cost-effective, cheap SEO solutions’ to their clients. Ironically, they make it a point to highlight how they are able to do so, without compromising on the quality of the services offered.

Here’s a truth that stands true for the digital marketing world – you get what you pay for.

Cheap SEO services aren’t reducing price levels due to some clever marketing scheme. Rather, their low price can be attributed to black-hat techniques that they utilize to cut down costs.

These tactics include paid links, cheaply written outsourced content, and keyword stuffed web copies that might rank better, but are not convincing enough to land quality leads.

Besides a loss in traffic and leads, there are worse consequences to black-hat techniques – Google penalization. Google continuously upgrades its algorithm, which makes it harder for incorrectly optimized sites to operate.

Once such black-hat strategies are exposed by Google, you will be the one to deal with the repercussions.

Despite the recent shift in how organizations place emphasis on value over cost, they are still looking for cost-effective solutions that can get the job done, while saving some hard earned money.

However, with something as important as your site and SEO, your sole emphasis should be on the quality of the work. I'm not asking you to spend a fortune on your SEO, but being a miser about it can jeopardize the future viability of your business.

As e-commerce continues to [grow its market share](#) rapidly, your website is the de facto portal to your online presence. Are you ready to risk cheaper solutions for something so important?

Good things don't come cheap, and this stands true for SEO. Even if your budgetary situation is forcing you to opt for such cheap SEO services, don't do it.

The best case scenario is a waste of money, whereas the worst case would mean that you lose out on your existing standing and leads – not really a deal you should be willing to get into.

Usage Of Obsolete SEO Tactics And Strategies

To be able to pick what is outdated, and what is not, website owners need to have the knowledge and the habit of brushing up their skillset.

Unfortunately, most website owners display an absolute unfamiliarity with SEO techniques – whether old or new, providing a breeding ground for SEO agencies to continue to deceive site owners.

Obsolete tactics usually relate to techniques that used to be effective in the early days, but no longer work today. When Google was not really the absolute dominating force of the search engine market, its algorithm was not as advanced either – and understandably so.

These SEO agencies figured out loopholes to augment their SERP rankings superficially. This was done through illegal, immoral, and deceptive practices – and since Google wasn't as advanced technologically, these practices flourished.

Some of these practices include:

Keyword Stuffing

Adding as many keywords (unnaturally) as possible in your web copy, content, and meta-descriptions. As yesteryear SEO was heavily reliant on keywords, this caused such content to rank well.

PBNs

PBNS (short for private blog networks) operated as a network of dummy blogs that include completely advertised content suited for search engines, rather than users. These include creating a network of websites, and linking to them to add false backlinks to their domains.

Low-Quality Content

Duplication, content automation, article spinning, and irrelevant content are all examples of low-quality content that is devised for bots, not humans.

Back then, Google was unable to apprehend such practices due to technical limitations. The modern landscape is entirely different; Google updated its search algorithm [more than 3000 times in 2018!!](#)

While some of these techniques might still work today, and provide you with a small boost, don't expect long term, sustainable success.

Keep An Eye Out For Contractual Obligations

SEO agencies love binding clients into lengthy retainers, so that they can benefit from sustained revenue. Why earn for 3 months, when you can do so for 1 year?

But there is a catch – this isn't the first thing they will mention. Contractual obligations often fall secondary to the more 'important' number 1 spot claims, and the secret sauce benefits that they will try to sell to you.

However, they usually hide such clauses, as they want to be sure that you are completely and entirely convinced of buying into their services.

And then, when you have all but signed the deal, you will be presented with the 1-year limit contract.

Granted, SEO does not bear instant fruit, and is a way to garner organic, hard-earned traffic through a time-consuming process. However, in no way does actual improvement take 12 months!

If done properly, businesses can see a positive effect in just a few weeks. The results start to come in a few months: not the first rank, but enough progress for you to gauge the direction of your SEO efforts.

The Truth On How To Achieve Sustainable Organic SEO Success!

Agencies leave no stone unturned in their quest to present SEO as a highly complex and technical procedure. Hence, it is not surprising that people remain doubtful when we tell them that it is not really that hard.

No, really – **SEO is not meant to be so hard at all.**

If SEO could be divided into two distinct sections, one would be the creation of high quality, valuable content, and the second would require cultivation of meaningful, natural backlinks – these iterate your authority to search engine crawlers.

Once your website is live, and you have ensured that the necessary protocols are in place – such as https enabled, site speed, good usability – there is simply nothing left except the addition of quality content and relevant backlinks.

High-Quality, Linkable Content

The average social media user is facing immense content saturation today. Consider this: 54000 words - [that's the average number of words that a user has to read daily](#). And this is in addition to 443 minutes for video content.

In order for your content to make an impact, it needs to be a source of valuable information. Let's get into some of the ways you can create quality content – something that is never possible with SEO agencies.

But first, why all the fuss about high-quality content?

This is what the users want, and Google is completely devoted to providing what users want. So, either you are consumer-conscious or ranking-conscious – either way, you need to provide quality content.

Here is Google's stance: "[Our goal is to get you to the answer](#) you're looking for faster, creating a nearly seamless connection between you and the knowledge you seek."

This is why Google continues to update algorithms with such frequency. They are adamant about enabling their search engine to be able to discern what you're looking for. From using previous searches to tracking location, and several other factors – Google has made one thing clear, there is no shortcut to SERP success.

One of the two golden rules to success remains curation of original, valuable, and high-quality content. With content marketing leaders [registering 7.8 times the growth in unique traffic](#) compared to followers, it begs the question: why are you missing out on such traffic?

Relevant, High-End Backlinks

How does Google determine your website's authority? How much authority do you possess in your niche?

Among several other factors, backlinks are an important metric to ascertain the niche authority, and popularity of your website. Backlinks essentially link other websites to your site, which in turn signals that you are an authority in your niche.

Just how valuable does your content have to be, for other website owners with authoritative websites, to link to your website?

This displays relevance, and helps establish the prized domain authority that is crucial for a website to rank on the front page. Isn't that the ultimate SEO goal anyway?

There is no denying the [importance of backlinks on Google's ranking algorithm](#). Yesteryear practices included fraudulent backlinks through the cultivation of privately held blogs – now, Google has ensured that such practices result in a complete expulsion of your site from top tier SERP rankings.

Remember, people generally link out due to the quality of your content. And if your content is valuable and relevant, backlinks are just a matter of time – despite what SEO agencies will have you believe.

Bottom Line

The foundation of SEO success lies in adherence to the fundamentals that govern SEO – the creation of content that provides genuine value to the users, and attention to acquiring high-quality backlinks.

I say this with complete confidence, since I started from scratch and managed to build a successful business entirely by following these guidelines.

My abhorrence of SEO agencies stems from the fact that I worked in the SEO agency industry for 8 long years – 8 long years of seeing agencies trick clients into hefty retainers that produce nothing more than a little boost in their SERP rankings.

Why should you believe me? Because I have substantial proof of success – something SEO agencies can never provide you.

Mensaxis.com is one of the fastest growing websites that is dedicated to men's lifestyle around the globe.

Before we began to branch out our marketing efforts across Instagram, Facebook, and YouTube – we did SEO. And this laid the foundation of our success.

We understand how SEO is done, because we ACTUALLY do SEO. There is no 'secret sauce' to our success – just raw determination to get things done!

Our website is a testament to our claims – **ranking for over 6000 keywords across the globe!**

Our content also shines through numerous others – **bagging first page positions for hundreds of pieces on Google.**

We pride in our team of elite copywriters and link-builders who utilize years of actual experience to run SEO and deliver tangible results.

Our formula for success is fairly simple:

- CREATION OF HIGH-QUALITY CONTENT, and
- CULTIVATION OF RELEVANT BACKLINKS

Don't believe us? [Check our website](#).

We can apply our formula for success in your niche to deliver tangible results. Our success affords us the ability to pick and choose clients – so our spots are limited.

Let go of redundant SEO agencies that fail to provide results, and work with experts who are willing to improve your site visibility and rankings.

**READY TO HIGH QUALITY TRAFFIC TO YOUR WEBSITE? WE ARE OFFERING A FREE
30 MIN SEO STRATEGY SESSION!**

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