

SEO: DIY vs. Hiring a Pro

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Digital marketing has a do-it-yourself, pioneering nature at its core. So it's tempting to think that **search engine optimization (SEO)** is one aspect of digital marketing that we can do ourselves. Yet anyone who has tried just that knows how time-consuming and stress-producing it can be, which makes the thought of hiring an SEO professional quite tempting. We know that going pro likely will save precious time while providing relief that the right person is in charge of this important task.

So how do we solve our SEO dilemma? Do we go to the pros or do we forge ahead with our own homemade marketing plan? Maybe we *can* handle SEO ourselves, but *should* we?

SEO – Do It Yourself

Done properly, SEO is a **digital marketing** strategy that utilizes all aspects of search engine optimization. From social media and content marketing to developing strong keywords and monitoring web analytics, strong and effective SEO plans should cover all the bases. Doing it yourself without any prior experience can open a can of worms you may be unprepared to deal with. SEO requires daily maintenance and upkeep that busy professionals simply don't have time to for.

SEO – Hiring a Professional

If you are like most business owners who barely have time to Tweet or write company blogs, then hiring out your SEO development is the best move for your business. Not only will a WSI SEO expert take advantage of tools like Google, but they will also dig deeper into search engine optimization. By analyzing your specific needs, SEO experts can customize their services to suit your specific business needs. Instead of trial and error, digital marketing consultants know a variety of techniques to help bring an immediate increase in targeted traffic to your site. Ultimately, a certified SEO expert could provide you and your business a sense of security and maybe a few extra moments of relaxation.

WSI can help you make sense of SEO and how it can help you. [Read more about our SEO services here.](#)

Read more about all the WSI Digital Marketing services that can help maintain a positive online reputation for your business – www.wsimywebguide.com