

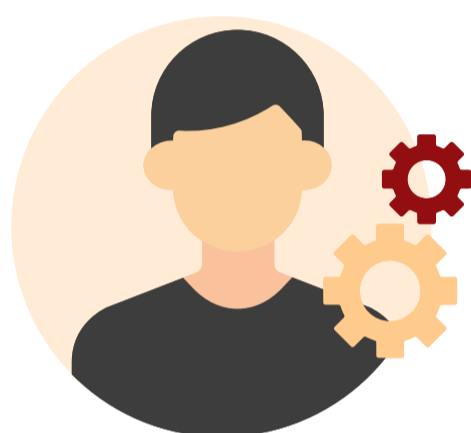
## 3 Major Reasons

# Why Web Design and Ad Agencies Need SEO Coaching

There are **3 main reasons** why web design and advertising agencies book **SEO** (Search Engine Optimization) **coachings**:



Companies want to achieve **higher search engine positions** for their company website. Good SEO leads to higher positions in Google and thus higher volume of visitors, so that numerous new customers can be acquired in the medium and long term. That is, SEO coaching is a method to acquire new customers.



Only very few web design and advertising agencies have their own SEO department. Most employees have at best rudimentary knowledge about SEO keywords, search algorithms and ranking factors. If the web design or ad agency owner decides to optimize the site on his own, it is advisable to provide SEO coaching for the staff.

Web design agencies are often assumed not only to create websites and online shops, but also to bring them to the forefront of search engines. However, practice shows that this expectation is rarely fulfilled. Most web agencies refer the client to an SEO agency after the job is done or outsource the optimization, which complicates the work processes and communication between the parties involved. From this point of view, it is worth booking an SEO coaching.



A good SEO coach can open up an **additional field of business** for the web design or ad agency. The goal is to **offer SEO independently to own customers as a service**. Web agencies that offer a complete package of design and SEO have the best prospects in the highly competitive online market. SEO coaching can also be of great benefit to classic advertising agencies. Today, a comprehensive advertising campaign also includes a placement in the online area, since potential buyers use the Internet as their preferred source of information.

**SEO coaching is the most effective way to learn and instantly implement SEO**, especially for beginners. A traditional SEO consulting usually only answers specific questions and mostly from already advanced audience. In SEO coaching even SEO newbies (e.g. employees without any SEO knowledge) are fully and comprehensively supported by the SEO coach and accompanied until the goal is achieved. Also, an experienced SEO coach knows how to explain complicated terms in a simple way and get employees interested in the topic of SEO.

