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10 Ways Integrating In-House SEO with an Agency Can Lead to Better SEO Results

- 1. Deep, Team-Based Integration:** When an in-house SEO team collaborates closely with an agency, they can leverage the agency's diverse skill set and proven protocols. This integration feels like adding quasi-team members who are deeply involved in the in-house team's activities, fostering a more cohesive and comprehensive SEO strategy.
- 2. Enhanced Understanding of Business Goals:** Agencies, through constant communication and involvement, gain an in-depth understanding of the business's goals and client base. This knowledge enables them to tailor their SEO strategies more effectively, aligning with the specific needs and directions of the business.
- 3. Long-Term Monitoring and Adaptation:** Agencies that are integrated into the in-house team's processes can continually monitor SEO performance and make necessary adjustments. This ongoing involvement ensures that SEO strategies evolve alongside changes in user behavior and search engine algorithms.
- 4. Strategic Content Management:** Agencies can help identify underperforming content and suggest improvements or removal, ensuring that the website remains relevant and efficient. This strategic approach to content management helps in focusing on what truly brings value to the business.
- 5. Comprehensive Knowledge Transfer:** By working closely with an in-house team, agencies can facilitate a seamless transfer of knowledge and expertise. This transfer is crucial for making informed decisions and adopting best practices in SEO.
- 6. Regular Communication and Feedback:** Effective communication between the agency and the in-house team, including regular updates and feedback, is vital for the success of SEO strategies. This

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communication helps in fine-tuning tactics and maintaining alignment with business objectives.

- 7. Importance of a knowledgeable point person:** Having a point person with industry experience within the business to interface with the agency ensures that communication is efficient and that the agency's efforts are aligned with the business's goals.
- 8. Strategic long-term planning over quick wins:** Agencies can guide businesses to focus on long-term strategic goals rather than just short-term gains. This approach ensures sustainable growth and a stronger online presence.
- 9. Staying updated with market trends:** Agencies that are up-to-date with the latest SEO trends and market changes can provide invaluable insights. This awareness allows them to adjust strategies proactively and keep the business's SEO efforts ahead of the curve.
- 10. Choosing the right agency:** It's essential to select an SEO agency that aligns with the business's values and goals. The right agency will not only provide technical expertise but also offer strategic guidance and a partnership approach to SEO.

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