

So You Want To Be A Search Marketer

How to Avoid
Shooting Yourself
in the Foot

Michael Gray – SES San Jose – August 2007

Manage Client Expectations

- Only promise what you can actually deliver
- Set reasonable time/date expectations
- Under promise and over deliver



Set Reasonable Limits

- How much time will be spending on the project
- How much time will you be spending on phone calls, email, IM, or support calls
- Avoid the temptation to become the equivalent of an in-house SEO/SEM



Conflicts of Interest

- Disclose any conflicts before you close a deal
- Decide if you are going to limit yourself to only one client for a particular area
- Avoid competing with your clients



Manage Your Risks

- Don't let your business depend on one client
- Don't let your business depend on just one website
- Don't expose your clients websites to unnecessary risks



Keep Learning and Growing

- Pick and follow some of your favorite blogs, limit yourself to a handful
- Use recap or roundup bloggers
- Experiment with your own sites and build your own test labs



Use Sub Contractors

- Use sub contractors to scale up/down quickly
- Use sub contractors to compensate for areas that aren't your core competency or expertise
- Be careful using sub contractors for mission critical functions



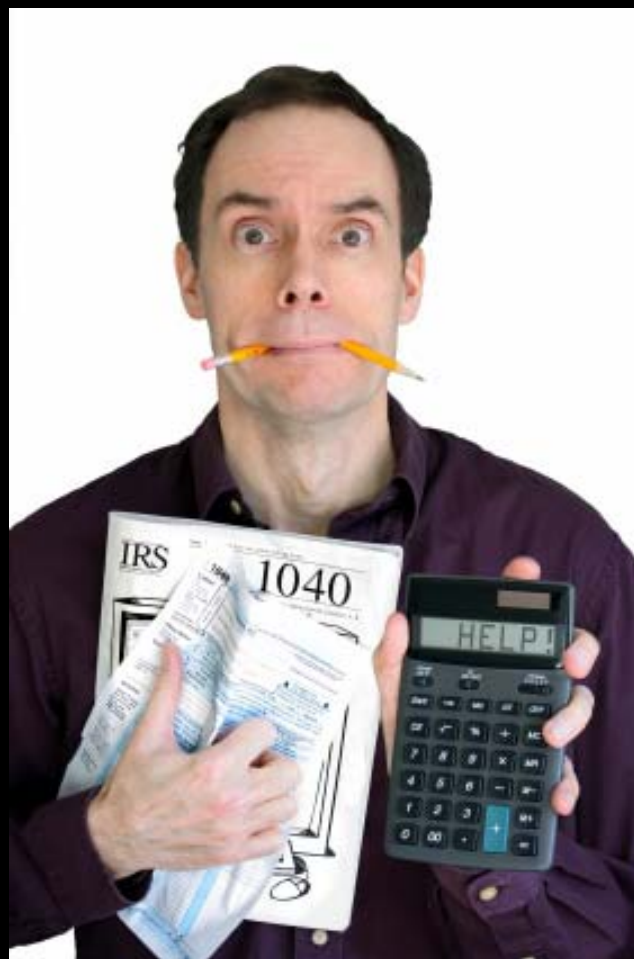
Contracts

- Know when you need and don't need a contract
- Large companies especially "fortune 500" companies won't work without a contract
- Understand "work for hire" and copyright



Accounting

- Get a good accountant
- Learn how to use accounting to your benefit
- A good accountant will save you more money than you are paying them each year



thank you