

Jim Gras would like to ask you a question.

[SEO Specialist Online](#) with Jim Gras would like to ask you a question. Are you saving money or Are You Wasting Money By Paying Your Web Designer for SEO?

Web site designers know that keeping the client happy is the most important thing; however, this approach often backfires when one of the client's goals is to gain top search engine rankings. Good SEO web site design delivers a beautiful and functional website, a pleasant experience for those who use it, and a search engine-friendly design. But what happens when a web designer has a client who wants esthetics or navigation that takes away from the site's ability to gain top search engine rankings? Do web developers go along with their client's wishes at the expense of search engine rankings, or do they politely guide the client toward achieving all of their goals? I think you know the answer.

The biggest difference between web designers and [SEO Specialist](#) is what motivates them: creativity versus strategic thinking.

A web designer is ultimately motivated by making a website look good to the client, thus satisfying them visually. An [SEO Specialist](#) is ultimately motivated to gain top search engine rankings for competitive keywords, thus gaining visibility. More business owners are now waking up to the fact that web designers are more artists than online marketers. So it is vital to have the [SEO Specialist](#) and web designer work together cooperatively on web site design.

"We do search engine optimization, too."

Often, a web site design company does a few aspects of search engine optimization but does not really do what it takes to gain top rankings. Companies can get roped in on this claim because a firm does a great job at web site design or because the client has "one-stop shop" syndrome, and so assumes a design firm is equally skilled as [SEO Specialist](#).

Most web developers do not consider the implications of search engine optimization during the design phase. For example, to gain top rankings for competitive keywords requires outranking hundreds or even thousands of other websites that have already been optimized for that keyword. Simply updating the meta tags will rank the site at the bottom of the "optimized" heap and will require ongoing work to gain a top ranking.

The client wants to keep costs down, so the web developer compromises the SEO to stay within budget. The client needs to know from his advisors (designers and [SEO Specialist](#)) what is and is not practical, so he can reassess the budget and design based on information supplied by an [SEO Specialist](#). Because budget is important, developers often shortcut past this advisory checkpoint - at the expense of gaining top rankings for the client's site.

It's important to find a good web developer who will listen to your requests, and who also will advise you on the best way to implement the design and SEO. He needs to talk realistically with you if the amount of work involved is not within your budget. Too often, web developers simply implement a client's wishes without addressing the limitations and problems that come with that solution. Ethical and knowledgeable web developers can explain why you want the opinion of an [SEO Specialist](#).

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