

# How Long SEO Takes



## Should you pay for SEO?

Google and other search engines have little “bots” or “spiders” that constantly crawl the Internet and look at every website to determine the value of each site. The spiders send information back to their search engines, which then run the collected information through complex algorithms to determine a website’s rank on a search engine results page (SERP).

The frequency of these spider-crawls depends largely on how often you update your site. If Google et al. notice that you’re doing a lot of SEO work, they will crawl your site more frequently, which will lead to better results for you.

## How does SEO work?

SEO, or search engine optimization, is not a get-rich-quick scheme, nor does good SEO ever promise immediate results. The effects of SEO efforts vary depending on the SEO activities, the duration of the campaign, the industry, the type of site, and the site’s history. Since SEO involves many factors, there is no hard and fast answer to how long SEO will take.

SEO is an ongoing process – it does not end once you reach a certain goal. Without consistent upkeep, those results will slide away. You must constantly adapt and refine your SEO tactics in order to reach and maintain the results you want.

Additionally, it is important to remember that real white-hat, Internet-legal SEO tactics are the only SEO tactics that you should use. Some illegal SEO tactics promise to deliver quick results. Do NOT use these illegal tactics, as search engines heavily punish those sites found employing these methods. Additionally, they seldom provide a good user experience.

Specific examples of illegal SEO practices include stuffing keywords and meta tags, publishing duplicate content, cloaking or re-directing to a page you do not own, and

linking from irrelevant sites. At the end of the day, illegal SEO tactics are not worth the quick and brief spike in traffic; search engines can easily track the traffic spike (and the illegal efforts that caused it), and your site will be penalized.

## When should you expect results?

As previously stated, there is no hard and fast answer to the question “How long does SEO take?” However, generally speaking, SEO efforts take between six and nine months to produce visible results.

This does not mean that after exactly six months you will be on the first page of the search engine results, nor does it mean that you should quit your SEO efforts after nine months if you have not seen a noticeable difference. Rather, treat this as a guideline that you can use to measure your results. Monitoring progress over several months will also highlight the small changes that add up over time.

Keep in mind that the longer you maintain your SEO efforts, the more effective the results you’ll see as time goes on. Good SEO has a powerful and lasting impact on your website traffic and rankings, which, in turn, leads to more business for you. Rankings on search engine results pages are achieved through several tasks that take time to implement. There are no shortcuts or tricks to make results happen faster if you want true, durable results. Depending on the competitiveness of your keywords, the budget you’re working with, and the current search trends, initial results take a few months to really see. Like all good things, however, it’s worth the wait.