

How Long Does it Take for SEO to Show Results?

The answer is, there is no answer.

For most Web sites, we have to look at several factors to make this determination. Even then, it's truly an estimate/projection/guess.

We don't know for certain when results will kick in. We don't own the search engines. SEOs are like public relations companies. We can do the work to help your presence, but we don't control the rankings.

For a new Web site that has a Google PageRank of 0 trying to compete in one of the most competitive areas of SEO, the answer for "how long" might be two years, or more.

It also depends upon factors such as domain age, links, and quantity and quality of content.

Bottom Line

SEO is an investment that will show you returns if you're committed to the process for however long it takes.

There are only 10 "top" positions in the search engines. Chances are, many of those in the top 10 have been doing SEO for a while. To compete with them, you'll have to do it for a while, too.

Results will come...in time.

These factors will influence how quickly your site will rank:

The age of your domain. Quite simply, Google prefers older sites as it considers them to be more reputable.

Your Domain Authority. Domain Authority is a measure of how reputable a site is from 0-100. If you have high quality content on multiple pages of your site, and you have many relevant high-authority sites referencing your site in their content, then this should equal good Domain Authority.

Previous SEO work done. If no SEO work has ever been done on your site, then obviously it will take longer to rank your site highly than if your SEO just needs tweaking.

Your competition. If you have strong competition with lots of SEO in place, it will take more time and resources to outrank them.

The keyphrases you are aiming for. If you are wanting to be ranked for a short, popular keyphrase (known in the business as short-tail), such as something like 'credit card', it may take an enormous investment in time, energy and resources for your site to see a difference in rankings.

Relinquish unrealistic expectations

If an SEO agency promised one or more of the following, run!

- That you'll rank first in a very short period of time
- That you'll get a huge amount of organic traffic overnight
- That they'll do SEO once and rank forever
- A cheap service that delivers quality results