

SEO reseller programs: How do they work?

There are a bunch of SEO reseller programs out there. The trick is finding the one that fits for you and your business. As I evaluate [SEO reseller programs](#) I first look at the company behind the plan. A professional SEO company will have all the merit you need to feel you can present their product to your customer base.

One of the big things to discover when researching SEO reseller programs is if they white label or not. Some do, some don't. If you want to resell SEO under your own logo, you will need a white label SEO (also called private label SEO). In this type of SEO reseller plan, you are able to present the capabilities as your own. With more advanced companies, you even get a portal that is branded as your own - but is maintained by the subcontracting company.

Again, the key point here is reliability and credibility. As you evaluate an SEO reseller program, dive deep into the company that is presenting it. See if you can talk to others who have used their SEO reseller plans to know how well things went. What customer issues did they hit. [Professional SEO companies](#) should be able to provide references as well as results for you to evaluate.

About the Author

I write about SEO reselling.

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