

SEO Consultant Services Vs. SEO Tools: Which Is Best?

WE KNOW THE ADAGE THAT SAYS
'THE RIGHT TOOL FOR
THE RIGHT JOB'



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We know the adage that says 'the right tool for the right job'. While we may need the right tool for the job, the tool's efficiency is determined by its user. The same is true of tools that provide [white hat SEO](#), and companies that provide SEO consultant services.

PROVIDE SOLUTIONS TO
PROBLEMS THAT MAY ARISE
OR EXPLAIN WHY CERTAIN TECHNIQUES
MAY OR MAY NOT BE WORKING



MANY SEO TOOLS
TODAY CANNOT
OFFER SUCH A
PERSONALISED
TIMETABLE

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[SEO marketing](#) consultants can bring their experience to you, provide solutions to problems that may arise, or explain why certain techniques may or may not be working. Not only that, but consultants can advise on a schedule of how and when to perform tasks. Many SEO tools today cannot offer such a personalised timetable.

YOU'RE GOING TO STRUGGLE
TO KEEP ON TOP OF
WHAT IS OR ISN'T WORKING



THEN YOU HAVE TO CONSIDER
WHETHER OR NOT THE TOOL
YOU'RE USING
IS BEING ACTIVELY
UPDATED



INVOLVES CONSISTENTLY
EVOLVING TECHNOLOGY

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Without a [SEO consultant](#) to guide you, you're going to struggle to keep on top of what is or isn't working. This can lead to you making mistakes and pulling the plug too early (or too late). Then you have to consider whether or not the tool you're using is being actively updated. SEO is a fast-moving industry and involves consistently evolving technology.

HANDS OF AN AMATEUR
WHEN AN SEO CONSULTANT
CAN DO IT RIGHT?



THAT'S WHY TOOLS
AREN'T GOING TO REPLACE
SEO CONSULTANT SERVICES
ANYTIME SOON

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So should you place your website and business in the hands of an amateur when an SEO consultant can do it right? And that's why tools aren't going to replace SEO consultant services anytime soon.