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Should I use Top Spot's Organic or PPC programs?

The Organic listing service will produce the best results over time, but top placements will require six or more months to accomplish. The PPC program is instantaneous in its success, but will require an ongoing budget commitment. Generally speaking, we suggest an initial PPC program, to bridge the period required for optimal Organic outcome. The PPC program can be phased out over time, as the Organic program builds traffic, or maintained indefinitely for maximum lead production.

What happens if a another firm contracts for Top Spot services in the same industry?

We will never serve more than one firm in any one industry, for the same search engine keywords, as this would represent an unacceptable conflict of interest.

What is meant by The Top Spot guarantee?

Simple, The Top Spot will, within ten months produce at least one "First Position" search term, for your web site on at least one of the following search engines (Google, Bing, or Yahoo). If we fail to meet that obligation, your entire fee will be returned; no questions asked.
