

Welcome to WhiteLabelSeo! You can use our awesome tool to allow your potential clients (or your sales staff) to find key phrases that are “SEO Achievable” for any given website. Allowing easy SEO sales.

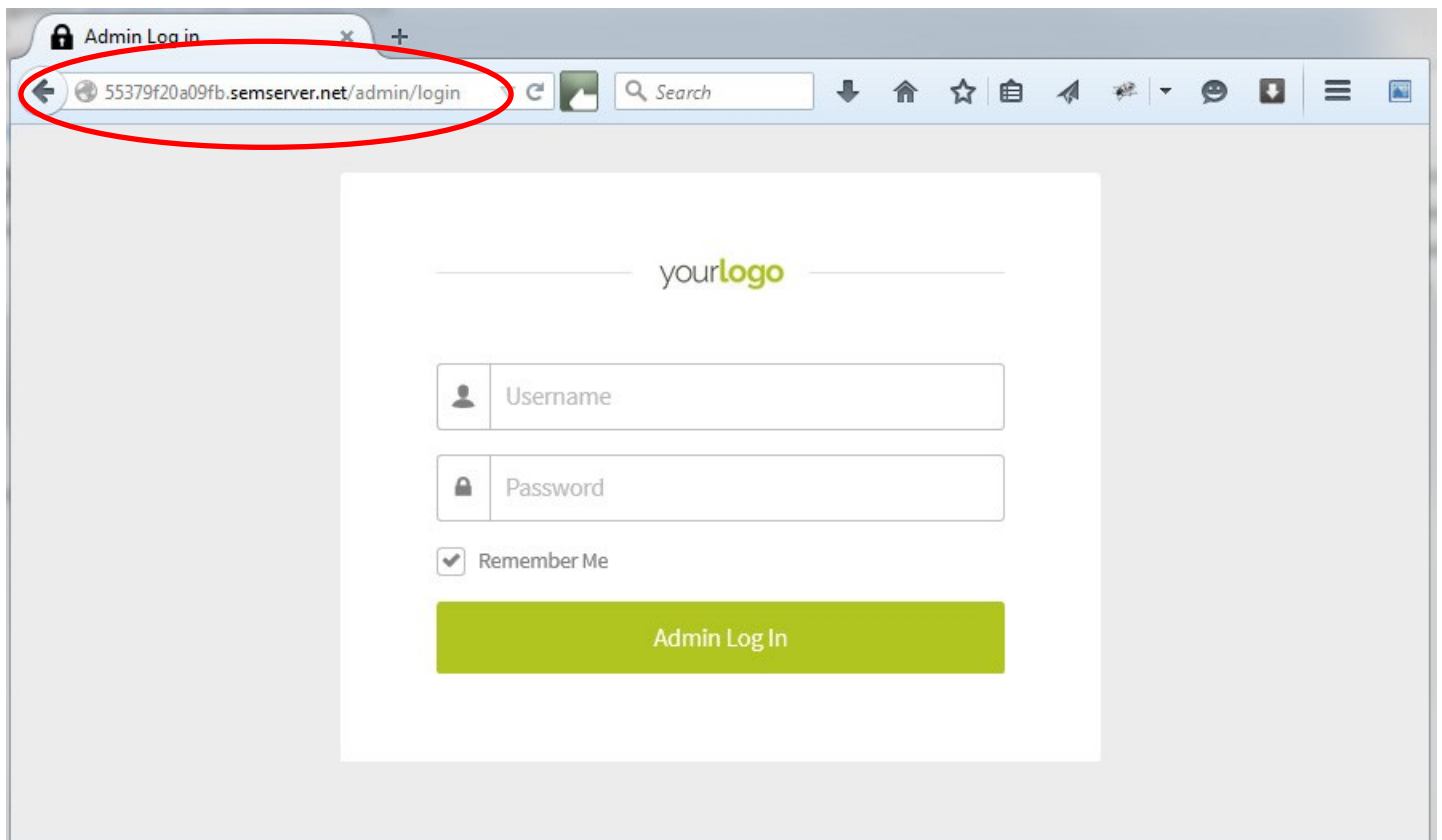
Getting started with the Find a Niche tool

Overview

You can enter a client’s domain name and literally hundreds of potential key phrases into the “Find A Niche” tool and they will be analysed for dozens of factors, including all their competitors in Google for each phrase. These results are then sorted and displayed by Green, Amber or Red. Green generally being the easiest to improve rank for with Amber phrases taking longer. Red phrases are really competitive and may not achieve page 1 results in Google. The tool will help to demonstrate just how effective an SEO campaign can be.

Step by step guide for using the Find a Niche Tool

STEP 1. Log in to your reseller admin panel via the long URL you have been given (something similar to the red highlight). Once you have your CNAME set up you and your clients will be able to access your control panel via your own domain name. e.g. <http://seo.yourdomain.com>



NOTE. If your branding is not set up yet, email support@whitelabelseo.com with your logo (preferably PNG) and our team will insert your logo and colors from your website, to ensure your clients see the control panel as yours.

- STEP 2.** The first time you log in you'll see the Create New Lead Client screen. You can add a new lead (client) at any time from the New Lead menu item.
- STEP 3.** Enter the client's Company Name and domain name - please note that this is just the domain and **not** the **http://** or **www** part.
- STEP 4.** Choose your "Default Search Engine". This would be Google.co.uk for UK clients, Google.com for US clients, Google.ie for clients in Ireland etc.

The screenshot shows the 'Create New Lead Client' form. At the top, there's a header with 'yourlogo' and a 'Client Search' bar. Below the header is a green navigation bar with 'New lead', 'Tracker', 'Find a niche', and 'Log out'. The main title 'Create New Lead Client' is on the left, and a help icon is on the right. The form is divided into two main sections: 'ACCOUNT DETAILS' and 'CLIENT DETAILS'. The 'ACCOUNT DETAILS' section includes three rows: 'Company Name' with an empty text box, 'Domain for SEO' with a text box containing 'example.co.uk' and a note 'There is no need to include http(s):// or www', and 'Default Search Engine' with a dropdown menu showing 'UK' and a flag icon.

- STEP 5.** Enter the client's Title, First Name, Surname, and Telephone Number (don't worry, we won't call your clients - this number is to make it easier for you or your sales team to contact your clients when viewing client's details in to the admin control panel).
- STEP 6.** If you tick the box "Send login details and password pack" your client will be sent an email (branded as you) that allows them to log in to the control panel, watch you add keyphrases to the Find a Niche tool, and even get involved adding their own ideas and suggestions directly into the tool. This is a great way to engage your leads and increase your SEO sales.

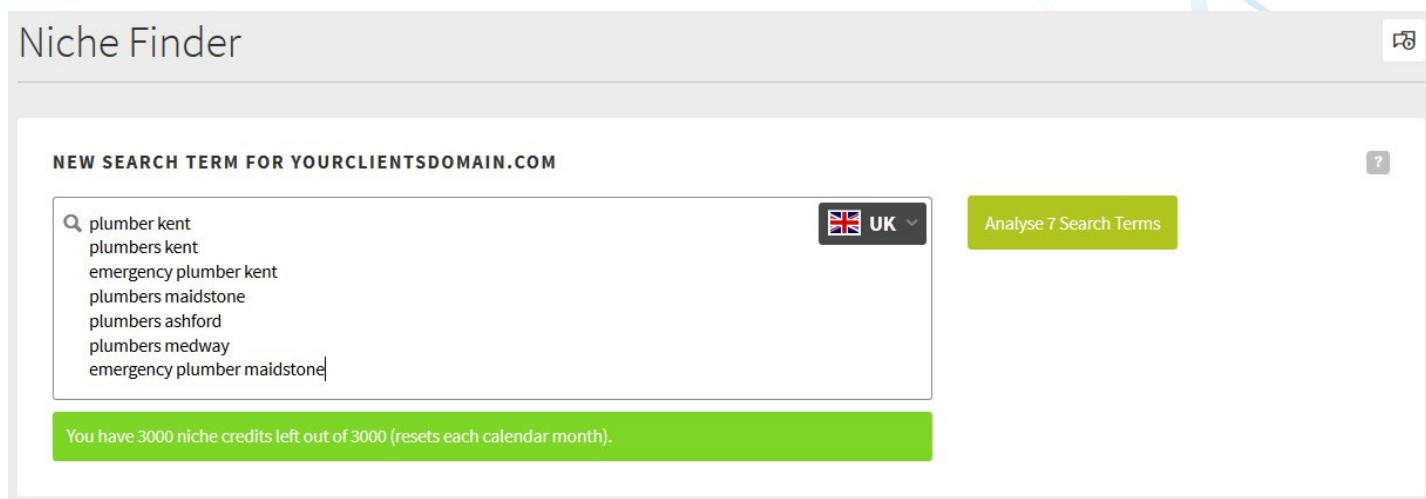
The screenshot shows the 'CLIENT DETAILS' section of the form. It includes five rows: 'Title' with a dropdown menu showing 'Choose an option', 'First Name' with an empty text box, 'Surname' with an empty text box, 'Email Address' with an empty text box, and 'Telephone Number' with an empty text box. Below these is an 'Other' section with a checkbox labeled 'Send login details and password pack'. At the bottom right, there is a green button with a plus icon and the text 'Create Lead'.

Step 7 - Entering search phrases and broadening your phrase list

Enter the search phrases you wish to analyse and click **Analyse 7 Search Terms** (it will display the number of items you've entered as you can enter multiple lines at once).

Broadening your keywords (looking for a hidden gem!)

We've written a whole document about finding great keywords for your client. Take a look at the document called "**Keyword Research.pdf**".



Niche Finder

NEW SEARCH TERM FOR YOURCLIENTSDOMAIN.COM

plumber kent
plumbers kent
emergency plumber kent
plumbers maidstone
plumbers ashford
plumbers medway
emergency plumber maidstone

UK

Analyse 7 Search Terms

You have 3000 niche credits left out of 3000 (resets each calendar month).

STEP 8. Wait patiently for the results of the analysis. Depending on the number of keywords and how busy our servers are this can take anywhere from a few minutes to a few hours.

We analyse dozens of factors for each domain that is competing for each phrase. This involves thousands of various lookups. If you enter hundreds of potential phrases you are effectively saving weeks of manual work.



ANALYSING SEARCH TERMS...

plumber kent

emergency plumber kent

plumbers maidstone

plumbers ashford

emergency plumber maidstone

plumbers kent

Reload Results

Reload Results

Reload Results

STEP 9. You will be sent an email automatically once the results have been returned. You can also log back in at any time, or create other clients etc. Once the results have come in you can click on "Reload Results".

SEARCH TERM ANALYSIS

You are currently analysing 7 search terms

Sort by Most Achievable

SEARCH TERM		RANK	VOLUME P/M	PPC COST	LAST CRAWLED		
emergency plumber kent		-	40	£3.61 £144.40 p/m	23/04/2015		
plumbers maidstone		-	-	-	23/04/2015		
plumbers ashford		-	-	-	23/04/2015		
emergency plumber maidstone		-	-	-	23/04/2015		
plumbers kent		-	70	£2.23 £156.10 p/m	23/04/2015		
plumbers medway		-	90	£2.43 £218.70 p/m	23/04/2015		
plumber kent		-	-	-	23/04/2015		

NOTE: The volume and PPC cost analysis might take a little longer to come in than other results.

Export All Results

STEP 10. Once the results are in you (and your client if you have sent them their log in details) will see a list of all the keywords you entered and the results of the analysis.

Achievability Notice that at the start of each line is a Green, Amber or Red mark. These indicate the achievability of each phrase. Green is predicted to be easiest to achieve rank for, Amber means achievable but over a longer term and Red is a competitive phrase that is unlikely to achieve Page 1 results in Google.

Flag The flag shows which Google region we analysed. Generally this is the flag of the country of origin of your client, but is sometimes the country the client is targeting. This also allows you to have the same phrase in a report for multiple regions if desired.

Rank If the client's domain is found in Google during the analysis, we will display the current rank here (in our example, there are no keywords ranked, because we looked up the domain "yourclientsdomain.com" which didn't rank for any phrase! If your client's domain had been found halfway down page 2 for a phrase, then we would show "15" in the rank column.

Volume P/M This shows predicted visitor (traffic) volume per month for the phrase. It is taken from Google and is based on Pay Per Click traffic. Generally SEO campaigns that get phrases into the "organic listings" (the unpaid results in Google) will get higher volumes than the predicted volume of a PPC campaign. This is because more people click on the organic listings than the paid advertising.

Last Crawled This shows the date of the analysis. Useful if you come back to a campaign that a client didn't go ahead with. You can also click on the refresh symbol to go and re-analyse a specific term to ensure it is still achievable before purchasing one of our SEO campaigns.

Finished the analysis and not found a niche?...

If you find you haven't got high quality search terms in Green or Amber by the time the analysis is complete you might need to broaden your search (see "**Keyword Research.pdf**"). If you still struggle to find achievable phrases for your client, speak to your account manager and we will get our SEO team to take a look and apply some lateral thinking and advanced broadening to find something suitable. We've analysed many thousands of domains for clients and if you put in enough effort with the keyword list you will *always* find a niche.

plumbers kent		-	70	£2.23 £156.10 p/m	23/04/2015		
plumbers medway		-	90	£2.43 £218.70 p/m	23/04/2015		
plumber kent		-	-	-	23/04/2015		

 Export All Results

STEP 11. If you opted to send the client a username and password they can log in and look at the results themselves. We would recommend a telephone call to go through it with them. The credibility and professionalism that is added by having the results in a great looking control panel will aid your sale.

Exporting If you would like to send the results to your client to take a look at, or to take in to a meeting, then the best way is via "Export All Results" (you can export selected results by holding down CTRL and clicking each keyphrase line). For maximum compatibility and convenience all results are exported in Microsoft Excel format (XLS).

It looks great, but how do I sell SEO?

We have made selling SEO a lot easier with this tool and our SEO campaigns deliver good results. Selling SEO is a great way to earn an additional residual income from your clients, but how do you actually sell it? If you have never sold SEO before though, it can be a little daunting. Take a look at our document "**Selling SEO.pdf**" for more details, hints and tips about selling SEO to your clients.

We wish you every success with your SEO sales and are here to help,

WhiteLabelSeo

The WhiteLabelSeoTeam

<http://whitelabelseo.com>