

White Label Seo Auto Account Creation

This guide explains the automatic niche finder account creation process that generates HOT leads for you.

Introduction

All business websites need to be found in the search engines for terms that are relevant. Our Automatic Account Creation process has been specifically designed to maximise your email marketing campaigns by helping you engage with prospective clients. The information it provides you with is invaluable for the sales process.

How it works

When a user clicks on the link in your email campaign (see how to use the system below) an account is automatically created for that email address in your branded niche finder dashboard.

The link prompts the user to provide 3 pieces of information so that they can use the niche finder themselves:

- 1) Website address (the website they would like to find terms for).
- 2) Contact name (name of person to send the information to).
- 3) Email address (email address to send the information to).

If a user does not fill out all sections you will still retain whatever information they have entered so that you can contact them (see Guest Lead Types below).

When a client completes the signup process and enters search terms to analyse they are automatically sent an email (see niche finder search results email at the bottom of this document) explaining what the niche finder is going to do and that it may take a little time. They also have the option of requesting a report to be generated which automatically notifies us to do some research on your client's behalf.

Once the niche analysis is complete YOU are notified by email and NOT the client. The reason for this is that in our experience it is much better to arrange a contact with the client to discuss the niche results as this provides an opportunity to sell the service. If the results are just sent to the client it is much more difficult to arrange any contact and therefore develop the lead into a sale.

By maintaining control of the valuable niche finder results you will find it much easier to sell the service. You also have the ability to provide the client with login details to allow them access directly if you choose to.

How to use the system

Step 1

To send the automatic account creation email campaign to your client base or email marketing list you will need to ensure that your email programme will embed the correct link in the sent emails (talk to your account manager for help).

Step 2

Login to your control panel and click on ccClients in the menu. You will also notice that you can assign a user to a guest account. If you have sales staff you can create them as users and then assign the lead to that salesperson. This means that they will get the niche results notification email and can then arrange a time to contact the client. They will also get client login notifications every time the client uses the service (if they have given the client their username and password).

Step 3

Scroll down the list and click on Export All Guests

Step 4

Open the downloaded list

Step 5

The spreadsheet contains all the information from the guest accounts that have been created.

The amount of information depends upon what the client entered during the setup process. Each stage of the setup process saves the data to the system and provides you with different types of lead. Each lead can then be approached in a different way so as to maximise the possibility of a sale.

Guest Lead Types

1) Email address only

This means that the client clicked on the link in the email but did not go on to add anymore information. Do not dismiss this type of lead. Remember that they clicked on the link in the first place so they were interested in the service. They may not have created an account because they got distracted with a phonecall or other business so they are still worth contacting.

2) Email Address & website address - NO niches added

A client who has added this information is clearly interested in the service but was either concerned about providing more information or confused about how to use the niche finder. Either way these are very strong prospects as what they need is help to use the system and by offering that help you can engage with them and sell in the value of signing up to an Seo campaign.

3) Email Address & website address - niches added

These types of lead are gems as they have engaged with the service and therefore consider it of value. They will have had an automated email explaining what the system is doing which will whet their appetite as to how useful the information will be. In most instances the phrases they added will be very generic or

directly related to them and provides a great starting point for the sales process. Once the niche finder results are complete YOU will be notified so that you can contact the client to discuss the research that will provide a ROI (return on investment) and enable you to sell them a campaign that will deliver fantastic results.

4) Full Name

If a client has provided a full name during the signup it suggests that they are very willing to engage in the use of the service and are expecting a direct contact. This personal information must always be used when contacting the client.

Niche Finder Results Email

If a client enters search phrases into the niche finder (then clicks analyse search terms) they will receive the following email explaining what the niche finder is analysing:

Hi

Thanks for using our Niche Finder tool, if the email address above is not the best one to send the report notification through to please hit reply to this email and provide an alternative address.

Please be patient whilst the tool works its magic and helps identify hidden gem phrases that are page 1 achievable in Google

It's got a lot to do, for example, if you have added just 10 phrases we need to analyse the top ten sites for each of those phrases, that's 100+ lookups we are now looking at, so if you added 100 phrases you might need to be a little more patient as we go through a 1000!

But that's just the tip of the iceberg....

Every phrase that is entered into the niche finder will go through the following checks then all the data is collected and put through an algorithm to determine the achievability:

Citation flow – Predicting just how influential a link to a site might be, links are great but they're not all created equal, a stronger link will have a stronger influence on your ranking. Remember that, if some sites with high citation flow link to your site, then you get high citation flow boost with fewer inbound links, it's about quality and not quantity.

Trust flow – Finding a strong link is great but how trustworthy is it? Our checks look to see trustworthiness and quality of backlinks. If a site has high trust flow, then it means that it has a high-quality backlink profile. High-quality backlinks give a Google rankings boost.

Domain authority – We need to score the site's Domain (on a 100-point scale) helping us understand how well the site will rank on search engines. The score is calculated by combining all link metrics - linking root domains, number of total links, into a single score.

Page Rank - This is a good guide to a site's link quality. If you think of links like votes, Google considers that some votes are more important than others. By counting link votes and determining which pages are most important based on them, it's another useful factor which will help us to determine if a page will rank well in a search.

Keyword in title search - Analysing how many pages are indexed in Google that have your chosen keyword in their Meta title tag. Giving us a very good idea of how many of your competitors are targeting the phrase.

Backlink count – As mentioned earlier we will be looking at the top 10 results in Google for your phrase and will count referring domains, referring IPs and the total amount of backlinks for each competitor.

Existing rankings – We analyse your site's current positions in Google for the chosen keywords and will take into consideration if you have existing rankings and give your site a higher achievability score.

Once the tool has finished doing all of the work above for the phrases you have chosen we'll be in touch.

Regards

The SEO Team

That's great, but how do I sell SEO?

We have made generating leads for SEO a lot easier with this auto account creation so now that you have the leads 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,

The WhiteLabelSeo Team

WhiteLabelSeo

<http://whitelabelseo.com>