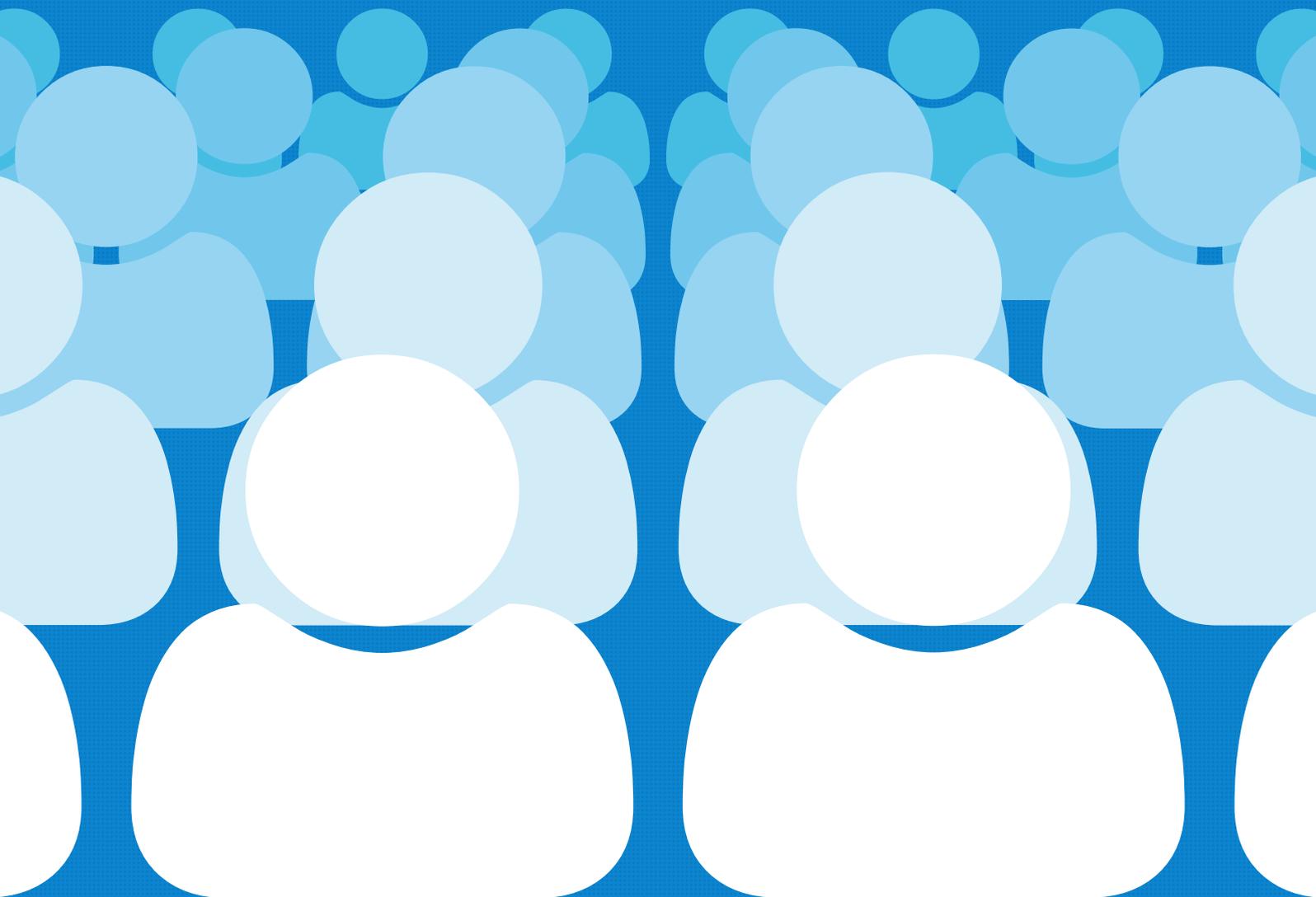


WhiteLabelSeo

HOW TO BUILD A LARGE SEO CLIENT BASE



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HOW TO BUILD A LARGE SEO CLIENT BASE

This document follows the marketing process of one of our most successful resellers so that you can replicate their model.

Building a successful reseller business takes time, effort and perseverance. We'll guide you through the process of marketing your business via email and show you how to follow up with leads you receive.

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Email Marketing



If you already have a large client base, then you already have a pool of prospects for your SEO service. If you don't have an email marketing list don't worry because you can purchase email marketing lists from reputable companies.

Our top selling resellers use the **Auto Account Creation Tool**. This is a tool that works in conjunction with email marketing dashboards by auto-populating some of the information that you already know from your mailing list into the signup form. This way if they only click on the link and don't add any more information you know they are interested in ranking better in Google.

There is a guide in your dashboard under Resources that explains how to set this up. Don't forget we're here to help if you have any questions or need help setting up your email marketing campaign.

Our top resellers contact their email lists about four times a year. Anyone that clicks on the link is removed from the mailing list so that they don't receive another email. Anyone that clicks on the link can be found inside your dashboard under **Clients** as an **Unassigned User**.

From here you can then export your guests to see how much of the process they went through and what sort of lead they are:

Process	Type of lead	Reason
Email address only	Good	They only clicked on the link in your email
Email address & website address	Very Good	They clicked on the link and gave you enough info to carry out a report
Email address & website address & name	Excellent	They clicked on the link and gave you enough info to carry out a report and who to send it to

All leads should be followed up. Most businesses use an email address that incorporates their name and their website's domain name within it. This then provides you with the ability to research their website, find out more about them including their telephone number. If they used an email account like a gmail account, then send them an email and ask to arrange to call them.

Our top resellers pick up the phone, ask to talk to the person who signed up and then find out more about their business. If you need help selling, then look at our Selling SEO guide in Resources. The absolute minimum you need to know about their business is:

- What do they do?
- Where do they do it?
- What's their budget?

Once you know this information we can carry out some research to see what their campaign could achieve for the budget they have.

Once you have the niche report back don't email it to them. Call to arrange a time to discuss the results. If they can only spare 5 minutes don't discuss the results until they can give you more of their time. Closing an SEO campaign will take longer than a few minutes. Don't forget that objections, including price objections, are buying signals. The only time they are not interested in purchasing your SEO campaign is if they tell you they are not interested.

If you do not come from a sales background don't worry, there are loads of fantastic videos to teach you sales tips and techniques on YouTube and if you'd like us to recommend anyone just ask and we'll send some suggestions over.

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Email templates that work



This email template works when you know the company name but it could be changed to just say Your report.

Subject Suggestions:

[:fname:] a website enquiry

RE: a website enquiry

FW: a website enquiry

1. Email Content Suggestion

Hi [:fname:]

I hope you don't mind me pinging you a quick email but I have setup complimentary access to our fantastic search engine analysis report. The report provides invaluable feedback about where your website currently ranks in Google against your competitors for search terms you want to be found for and how you can get ahead of the competition.

To run the report just click on Your Report (links to your /signup page)

The information will show you exactly which search terms you should be aiming for to maximise the number of visitors to your site and get ahead of your competition.

I hope you have a great day

Kind Regards,

WOMAN'S NAME

Top tip

Send your email's from a woman's name. You'll get a better open rate.

2. Email Content Suggestion

Hi %%First Name%%

You may remember my colleague pinged you an email about our incredible free tool we've launched that shows you where your website currently ranks in Google against your competitors for search terms you want to be found for and how you can get ahead of the competition.

To take a look at the free tool and generate a report just click <http://seo.yourdomain.com> or even easier I can do the research for you.

The tool will show you exactly which search terms you should be aiming for to maximise the number of visitors to your site and get ahead of your competition. In short, it's an awesome tool for anyone who's interested in growing their business and succeeding online.

If you would like help with the tool or would like me to run off a report for you (no cost or obligation), just let me know.

Kind Regards,

WOMAN'S NAME

Top tip

If you are using a list you have built then you MailChimp.com is a great resource to use. If you have bought your list, then we wouldn't recommend that you use MailChimp.

3. Email Content Suggestion

Hi %%First Name%%

A few months ago, I dropped you a line to provide you with access to our research tool. The tool now also includes an informative walk through that will help you understand the data and its value.

I have created you a login. To take a look at the tool directly by clicking <http://seo.yourdomain.com> without any obligation, no card required or anything like that.

We've spent over a year and a LOT of money developing the online tool that will enable you to find out what search phrases your website could be found on the first page of Google for, and how easy it will be to achieve.

Log the link above and have a play with the software. It will analyse all your competitors and your own website and give you some important data.

We'd obviously love you to take an SEO campaign from us - but whoever you work with (or if you do it yourself) - this tool will show you exactly which search terms you should be aiming

In short, it's an awesome tool for anyone who's interested in growing their business and succeeding online.

If you would like help with the tool or would like me to run off a report for you (no cost or obligation), just let me know.

Kind Regards,

WOMAN'S NAME

Tip for UK based resellers

Did you know you can contact your local library and they will provide you with contact details (including email addresses) of businesses based in your area, or in specific verticals?