

# Setting Up SEO as a Service


For Recurring Revenue  
& Passive Income



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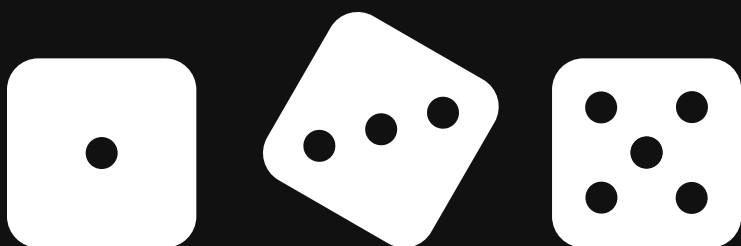


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Chapter 1:

# Setting up SEO as a service for recurring or passive revenue





## **1.0 Setting up SEO as a service for recurring or passive revenue**

It is everyone's dream to earn passive income. Think about it—you can travel the world whenever you want and pursue your passions, all while still getting a paycheck. The joy and satisfaction that comes with knowing that you don't have to work every day to pay your bills is indescribable.



Besides the financial freedom, having a passive income allows you to spend more time with your loved ones and enjoy the activities you love at your own leisure.



SEO offers an excellent opportunity to earn passive income. After all, the most successful businesses rely on SEO to get traffic, generate leads, and convert them into sales.

To get the most from online marketing, you need a pro-level understanding of SEO. This ebook will help you learn about the different SEO strategies you can use to generate passive revenue.

## **Efficiently deliver better results with The Hub by GoDaddy Pro**

Much of what we're about to cover becomes more manageable with [The Hub by GoDaddy Pro](#). The Hub collects an array of pro-level tools in one intuitive and easy-to-use dashboard. It's an integrated site, client and project management platform that allows you to streamline otherwise time-consuming tasks.

### **Work smarter, not harder on your websites**

For example, The Hub lets you run bulk updates for numerous websites at once. Users report saving an average of three hours each month for every client website they manage with The Hub. The platform also allows easier client collaboration via shared shopping features and account delegation.

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Chapter 2:

# Types of SEO that can generate passive revenues





## **2.0 Types of SEO that can generate passive revenues**

SEO itself simply means “search engine optimization,” so there are a few different ways to use SEO to create passive revenue. Here are the most common, tried-and-true revenue models built around SEO.

# Affiliate SEO

Affiliate SEO is a blend between SEO and affiliate marketing to boost quality traffic on a website. In other words, affiliate SEO allows you to get the most out of the two strategies to increase your traffic on a website.

If done right, affiliate SEO can be an excellent way to make passive revenue. There are many SEO research tools to help you get started earning recurring revenue, including [SEMrush](#), [Internet Marketing Gold](#), [Surfer SEO](#), and others.

The idea is you earn a commission from promoting products and services for partners who pay an affiliate commission. However, before you create your affiliate SEO site, you need to choose your niche.

## TIP:

Pick your niche & earn commissions by promoting products & services



# Common SEO-focused sub-niches you can focus on include:

## — 01 **SEO for beginners**

A lot of people are trying to learn about SEO. You can create informative SEO blog posts and guides to educate them about SEO basics and optimize their content. You can then include a link to reputable SEO tools and get a commission when they buy or subscribe.

## — 02 **SEO for small businesses**

Most small businesses lack basic SEO knowledge. You can help them by recommending the best SEO tools and services to help them get on their feet.

Even better, you can manage SEO marketing for small business owners who don't have the resources to do it all themselves. You can offer a low cost (or free) audit to help small businesses repair simple-but-serious issues with their technical SEO. When they see your results, you'll win their trust so you can continue to sell them keyword research, content plans, and technical support.

### — 03 **SEO for WordPress**

Millions of people use WordPress, while [WooCommerce](#) continues to be a major player in ecommerce. These users are always trying to figure out how to rank better on Google. You can position your website as the go-to source for WordPress and WooCommerce, SEO and earn recurring revenue by recommending the best SEO tools.

### — 04 **SEO for Shopify and Amazon**

Shopify and Amazon are popular ecommerce sites where people can make a decent income through affiliate marketing. If you have a large following on social media or get lots of website traffic, there's a commission opportunity by helping people on these programs get organic traffic.

And the opportunities don't start and stop on Amazon. Loads of ecommerce businesses offer affiliate marketing partnerships, and some will pay commissions as high as 15-20% per sale or greater. The more up-front work you put into building strong partnerships, the more passive income your project can generate in the long run.





## LeadGen SEO

Another type of SEO that can generate passive revenues is lead generation. LeadGen SEO is the process of improving a website's ranking for individual web pages in search results (SERPs) to increase leads and revenue.

Lead generation aims at capturing the interest of consumers in your offers to make sales. It plays a vital role for both business-to-consumer (B2C) and business-to-business (B2B). In other words, lead generation helps:

- Attract quality leads
- Support healthy business growth
- Provide customer-to-customer transparency

SEO helps improve the visibility and traffic of a website through organic search results on search engines. More specifically, it is the process of optimizing web pages so they can rank higher on the search engine results page. Search engine optimization (SEO) helps improve website visibility to attract the right people via search engines.

As you can see, SEO and lead generation go hand in hand. The goal of optimizing a website for SEO is to place it on the first page of Google, which can increase the likelihood of searchers clicking on it. The catch is to ensure that your visitors know what a website offers and make it search engine friendly to get more leads.

However, as an SEO expert, you need to go the extra mile to optimize the website to drive users to the contact submission forms using conversion rate optimization (CRO). To that end, here is how SEO helps with lead generation:

- SEO enables the website to rank for niche-related keywords you are targeting.
- SEO increases content visibility via organic search results.
- SEO increases the chances of converting your visitors into leads and ultimately make a sale.

Unlike cold calling, SEO lets potential customers find you instead of you approaching them. If done right, it can make a website a very effective lead generation tool. After all, when leads approach, they are more likely to accept an offer than if they were approached.

In some industries, companies will pay \$50 or more per qualified lead. This means if a site targets the right keywords and makes an impressive offer to those viewers, you can earn enormous passive income just for these referrals—you don't even have to close a sale.



**Pro tip**

## Create a customer persona

Stuck on developing parameters for what an ideal customer looks like for your business? Developing a persona – a representative sample of the audience you want to target – will bring that all into focus. We can take you through that process step by step.

[Learn More](#)





## Example of LeadGen SEO sites

Lead generation works for both huge companies like insurance companies and small niches like music lessons. However, before we look at examples of LeadGen SEO sites, let's look at the best practices.

For starters, you need to write, design and set goals with the end product in mind. Having a clear goal will help you plan your actions, which will go a long way in ensuring you achieve your goals.

You must pay attention to lead generation tactics like CTAs for conversions, forms to capture your visitors' contact information, and click-to-call phone number features. That being the case, here are some examples of LeadGen SEO sites.

# NerdWallet

Being an online platform for all things finance, [NerdWallet](#) is among the best lead generation websites. NerdWallet gives unbiased financial advice. However, it receives revenue from users approved for a financial product via NerdWallet.

As you can see, lead generation is a crucial aspect of NerdWallet. Here's what you can learn from lead generation NerdWallet website design.

## Navigation

NerdWallet features everything to do with consumer finance, including insurance, mortgage, travel costs, etc. However, the site has simple navigation to ensure that users visiting the site have a clear direction of what they are looking for.

When users select the main topic, such as mortgages, they can compare the rates. This way, users can easily find the most relevant content and explore the site easily. What's more, it ensures that users are not overwhelmed with options. Once they've made their choice and signed up for a product, NerdWallet makes money.

Nerdwallet's lead SEO site has actionable takeaways, including:

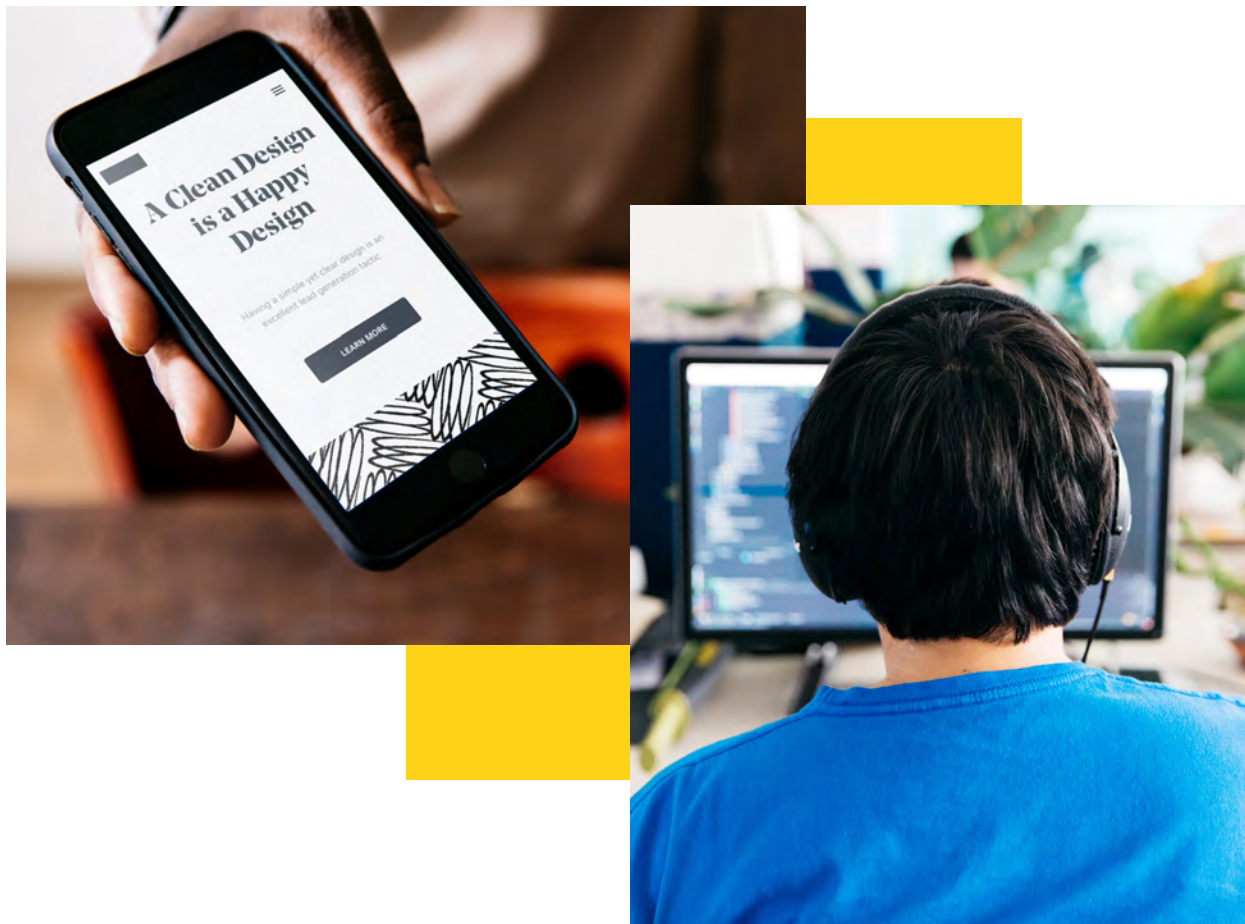
- Limiting user options to prevent decision paralysis
- Explaining why your business needs specific information
- Considering user needs in your website design

## **Trust signals**

Security of user information is paramount in the online world. That's why NerdWallet features 128-bit encryption to protect users' data. That way, users will feel confident when uploading sensitive information with NerdWallet. The company boasts this encryption feature right on their homepage to show their users that security is a priority.

These trust signals are powerful for new visitors who haven't worked with your business before. Include trust icons and symbols that show off your status as an accredited business, such as a 5-star company on Google Reviews.





## Airbnb

Airbnb is another LeadGen SEO site that you can learn from. Airbnb's site is not just attractive, but it is functional and optimized for lead generation SEO. Here are some things you can learn from the Airbnb website:

### Appealing form content

Lead generation involves persuading as many visitors as possible to fill the form content, and having compelling form content can help in this process.

Meanwhile, its straightforward navigation will guide visitors down the buyer's journey.

## **Clear design**

Don't overwhelm visitors with a clogged web design. Having a simple yet clear design is an excellent lead generation tactic.

## **FAQs**

Providing answers to commonly asked questions will place you as an authority in your space. It also allows you to use as many niche-related keywords as possible, increasing ranking on search engine result pages (SERPs).

## **Raven tools**

You probably know that [Raven Tools](#) helps measure website performance metrics. Well, it turns out it is also an excellent example of lead generation SEO. More specifically, here's what makes Raven a good example of LeadGen SEO:

## **Clear headline statements**

A landing page should be clear about what you do and your target audience. That way, visitors will get a clear idea of what the site offers within the first few seconds on a landing page.

## Test lots of CTAs

Having a different CTA for each content offer can help convert different potential customers into leads. Add different CTAs in a headline statement to convert users at various stages of the buyer's journey.

“

**Website optimization tools are essential to improving your site's performance.**

[Clayton Johnson](#)

Digital Marketing Expert



## 2.1 Rank-and-rent SEO

It's everyone's goal to gain financial and personal freedom—from working whenever you want to where you want without anyone asking you questions. That is what you will achieve if you decide to invest in a rank-and-rent website to get passive income.

But wait—what are rank-and-rent websites?



You've probably rented space in the real world for business or personal use. That's the same idea behind the rank-and-rent model. The rank-and-rent model involves building a website, nurturing it until it ranks on top of search engine result pages (SERPs), and renting it out. It's that simple.

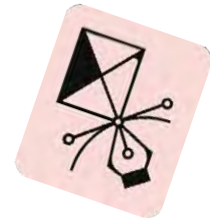
This digital marketing strategy has become very popular among Local SEO Search experts as it is simple, scalable, and lucrative.

Building rank-and-rent properties won't cause you many headaches if you have enough experience ranking websites. For everyone else, we're here to help.

In this section, we look at everything you need to know about rank-and-rent websites.

**TIP:**

Build, nurture, & watch your site grow to a point where you can rent out the web-space





## How is rank-and-rent different from LeadGen SEO?

Although the rank-and-rent model is a form of LeadGen SEO, it is a unique model of its own. As earlier stated, the rank-and-rent model involves bringing a website to rank and then renting it out.

Traditional LeadGen SEO projects earn passive revenue for each referral to your client. However, rank-and-rent SEO earns recurring revenue from each client regardless of how many leads you send them.

With traditional lead generation, the value proposition for your clients is that you'll do the work of selling people on their services up to an agreed-upon qualifier. This might mean you get paid each time a visitor fills out a sign-up form or every time they make a call via your click-to-call links.



On a rank-and-rent platform, the value proposition works differently. You've created a page that attracts an audience of ready buyers, and your search console can show exactly how many views that page gets. For a low monthly fee, an interested business can get in front of those leads without doing any extra work.

This means you get paid for building a well-optimized page for search engines rather than building a page that's micro-targeted at converting specific leads.

In fact, if you manage your site well, you are likely to rent it out at a higher price than you did with the first client. For instance, if your website is ranking for the phrase "best keto foods in Los Angeles," many brands would want to rent your website out to skip the work of building a website from scratch and getting it to rank on the first spot of search engine result pages.



## Who rents ranked websites?

If you are thinking about investing in rank-and-rent websites, you may wonder who will rent ranked websites. The truth is local entrepreneurs in every niche would be interested in renting out ranked websites instead of buying one (which is expensive). Besides the cost, finding the best web designers and content writers, and finding quality backlinks is time-consuming.


When a business owner rents a ranking website, they will only worry about the monthly fee and won't need to find another buyer when it's time to walk away. To that end, here are some clients who will invest in renting ranked websites:

- Newly-opened businesses
- Businesses experimenting with new customers or products
- Businesses that depend on leads

# How to create a rank-and-rent website

The steps to create a rank-and-rent website are rather straightforward, even if you have little SEO experience. They include:

- 01 **Choosing a profitable niche**
- 02 **Performing competitor analysis**
- 03 **Researching keywords**
- 04 **Selecting a domain name**
- 05 **Creating content**
- 06 **Optimizing your site for niche-related**
- 07 **Renting out the website**



The order of these steps and the timing is critical to your success. For example, your domain name selection should be based on your competitor & keyword analysis. However, if you take too long to produce content for your keyword clusters, those analyses will become stale before you're able to produce results based on them.

Rank-and-rent websites are huge earners, but they take a lot of diligent work for the first several months followed by regular maintenance to ensure you're keeping up your end of the deal for the renters.

**Pro tip**

## **More time = happier clients**

When you use The Hub by GoDaddy Pro, suddenly there's more time in your day to focus on what matters most. Forget about juggling admin tasks. Reclaim your time and use it to make clients feel like the center of your universe.

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## 2.2 Client SEO

While most businesses try to put some effort into their SEO strategy, the results leave a lot to be desired. Building a search ranking strategy is not only time-consuming but also complex for those with little SEO experience. This explains why there are many SEO agencies offering client SEO services out there.

Client SEO involves providing on-demand SEO services to businesses that require those services and getting paid for them. Offering client SEO isn't complicated once you have a little knowledge about starting and running a successful client SEO service.

Otherwise, you will first need to learn about SEO and choose a direction for your business. It also helps if you've built a successful SEO business before, such as an affiliate marketing site or a rank-and-rent platform.

## What does client SEO involve?

Most people know that SEO as a tool is a crucial component of marketing for both small and large businesses. However, very few people understand how SEO works. Some think that adding a few keywords to a page or an article will work. However, that's far from the truth. Client SEO involves more work than that, meaning SEO knowledge is critical when offering SEO to clients.

Offering client SEO involves different tasks. You need to consider all elements that make up a successful SEO strategy.

### TIP:

To offer client SEO you need to consider all elements that make up a successful online strategy





# Client SEO consists of the following tasks:

## — 01 **Audit and analysis**

Conducting an audit or analyzing your client's website is a crucial part of a successful SEO strategy. This includes analyzing the site's technical structure and suggesting improvements, looking at the performance of their current content, and analyzing their backlink profile.

While some clients will pay for this service and execute the recommendations themselves, others will be happy to pay you to implement your strategies as part of a done-for-you SEO package.

## — 02 **Keyword research**

Keywords have been and remain a crucial part of every successful SEO strategy. After all, searches begin with keywords. You need to perform keyword research to determine what keywords are popular, their competitiveness, and relevancy and make a list of the ones you should target.

### — 03 **Optimization**

As an SEO nerd, you will be responsible for ensuring that your client's pages are optimized for search engines. This involves on-page and off-page optimization to ensure that you are serving accurate information, quality content, fast-loading pages, a clear HTML structure, and secure service. You'll also need to perform different tests to see how you can improve conversion rates on every webpage.

### — 04 **Link building**

Link building is another important task you will be performing for your clients. Link building offers a reliable way to improve your domain authority, ultimately enhancing your rankings in search engines.

For a successful link-building campaign, you need to build links with high-authority external sources. This means you need to develop good relationships with external publishers and, of course, be patient.

## — 05 **Perfect your SEO**

We give what we have. As such, you will rarely attract potential SEO clients if you don't have great SEO on your own website. That's why you need to work on your SEO before helping others.

Take some time to work on your SEO to strengthen your online presence. Build a strong presence on social media platforms like Twitter, Facebook, and LinkedIn. Publish SEO articles on high authority sites to establish your expertise. The idea is to put yourself out there and practice what you preach.

## — 06 **Stay up-to-date with Google**

Read articles, blogs, attend forums and watch videos regarding the current SEO strategies. This way, you will always know what's happening in the digital world to avoid being caught off guard. You want to catch changes like the [Experience Update](#), [Core Web Vitals](#), and other Google updates before your website suffers.



## 2.3 Offering SEO as a service

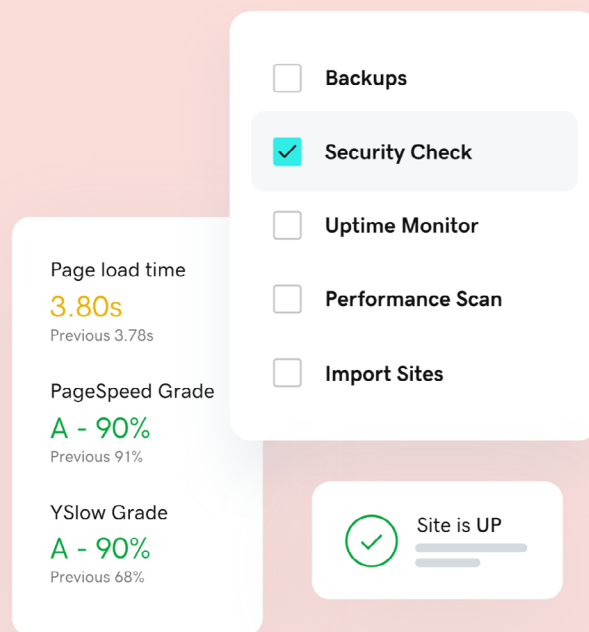
Now that you've gained a better understanding of the different ways you can generate income with SEO, let's look at adding it to your service offerings.

You want your clients' websites to rank, right? You also want to excel in the digital space and become the go-to person when it comes to providing SEO services to clients. However, before you take the first step, you need to answer this question: What services will you provide your clients, and do you have what it takes to offer those services?

Since Google relies on different factors to determine where to rank a website in search results, it requires a lot of know-how to get your clients to the top spot in search results.

**Want to level up your business faster? Check out The Hub and manage your clients and projects from a single dashboard.**

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## 2.4 Technical auditing and maintenance

With the ever-increasing competition in the digital world, you cannot underestimate the power of SEO. While your clients may have a well-built website, it won't be complete if they ignore SEO. That's why you should recommend frequent technical SEO audits to ensure that SEO is up to the mark. [The Hub by GoDaddy Pro](#) makes plugin maintenance seamless for all of your websites.



## So, what does a technical SEO audit entail?

Technical SEO audit is the process of checking the technical aspects of a website's SEO. In other words, it involves checking the health of a website to determine what you need to do to improve it.

Google bots crawl its index of the web to find websites and pages to show in search results. Different ranking factors will determine where a web page ranks on search results. SEO is constantly changing, meaning you need to keep up with the changes to get results from your SEO efforts.

That explains the need to assess the website's health to ensure you maintain its rankings. The trick is to perform regular mini-audits to cope with the ever-changing algorithms and technology.

Many factors affect page rank, including:

- On-page elements, including target keywords, site content, and anchor text
- Off-page factors like backlinks and social media signals
- Technical aspects, including hosting, indexing, and page loading speed

You should audit each of these factors regularly to ensure you are up-to-date with the SEO happenings. The most important thing is to ensure that your websites are mobile-friendly because Google prefers mobile-friendly websites.



## How to conduct a technical SEO audit

Now that you understand what a technical SEO audit entails let's look at the steps to follow when conducting a technical SEO audit.

### **Crawl the website**

Before you do anything else, you need to crawl the website. The main reason for this is to find errors like poor images, broken links, bad keywords, and page title errors. Other errors to look out for when crawling the website are unlinked pages, unnecessary redirects, and duplicate content.

Tools like Semrush can help in this process.

Google Search Console can help see your crawl budget—the number of pages Google is crawling and how often. Understanding your **crawl budget** helps you determine which pages on your site to optimize and which ones to de-index.

## **Restrict indexing**

You should not list some pages like Privacy Policy on search results. Restricting these pages from being indexed will help save on your crawl budget.

## **Fix redirects**

Redirects will also waste your crawl budget. Reducing the number of redirects will help you get the most out of your crawl budget.

## **Remove duplicate content**

Duplicate content can dilute your rank if not managed properly. When you have two pages with content that's too similar, Google has trouble determining which page should be indexed. Most of the time, this means both pages suffer because Google would rather display a page it understands better.

Removing duplicate content will help increase the number of pages that are crawled and indexed by Google.



## Unify your desktop and mobile sites

If a website has more than one browseable version, it will send mixed signals to Google, affecting its ranking. As a rule of thumb, ensure that only one version of the website is browsable.

A website with two browsable versions will confuse search about which version to show to the people. Many factors can cause this error, including duplicate HTTP vs. HTTPS versions or competing desktop and mobile versions.

### Pro tip

## Security is key to good SEO

Always use HTTPS when offering SEO services to clients. Google prioritizes security and lets users know which websites are secure and which aren't by labeling HTTP websites as unsecured.

[Learn More](#)





## Review the sitemap

The sitemap plays a vital role in a website. For starters, it helps search engines learn more about the website structure and discover new pages. You need to have a sitemap to get your SEO right, meaning you must include it in the technical SEO audit. To that end, you need to ensure that your sitemap is:

- Up-to-date
- Concise
- Clean
- Registered in Google Search Console

Adding an XML sitemap sometimes shows immediate ranking improvements for websites that have operated without one, even if nothing else is changed. This is an actionable step you can take to start boosting results quickly.

## Analyze internal and external links

Both internal and external links play a vital role in SEO rankings. Issues like broken links due to deleted or moved pages can negatively impact how visitors navigate your site. Factors you should check in your internal links include:

### Broken links

Broken links will not only confuse the visitors but also waste your crawl budget. Broken links on a website can be harmful in two ways:

- Restricting the flow of link equity on your site (This affects your SEO efforts and impacts rankings)
- Providing a poor user experience

404 errors on a website result in a bad user experience, which causes visitors to bounce. **Google favors websites with good user experience** and might rank them higher in search results than those with bad user experience.

Check for broken links on a website regularly. One of the tools you can use to analyze your website is [Google Analytics](#). This is a free tool that will help analyze the performance of a website, including broken links.



In most cases, visitors will get a 404 error when they click a broken link. While (in most cases) this will be accompanied by a simple message, it is best to give the visitor other options. For instance, you can include a link to your blog homepage, contact us page, or, better yet—[redirect them](#) entirely to an updated page.

Google Analytics allows you to get email alerts about broken links alongside more details regularly. However, since fixing broken links isn't a one-time process — running this check at least once a month is appropriate.

## **Click depth**

Click depth or page depth refers to the number of clicks a particular page is away from the homepage. Click depth helps Google understand your pages. Google prefers a page that's one click from the home page rather than many clicks away from the home page.

As such, you need to ensure that click depth is as low as possible—preferably, only one click.



## Orphan pages

Orphan pages are pages that are not linked to any other page of your website. This makes it impossible for anyone who doesn't know the URL to access that page—including Google. The only way search engine crawlers can find these pages is if you link them to other pages around your site.

Like broken links, orphan pages can lead to a higher bounce rate and impact how you engage and interact with potential customers. Luckily, you can recover the lost page traffic and revenue and improve your SEO success with the right strategies. To that end, here are the steps to help find and resolve orphan site pages:

### Make a list of your website pages

Since orphaned pages are not linked to your domain pages, the crawler won't find them. You can solve this issue by

making a full list of all the URLs on the site that you want the crawler to examine. You can get the URL list from the sitemap file or download a site URL list from the CMS.

## **Crawl the website for pages with no internal inbound links**

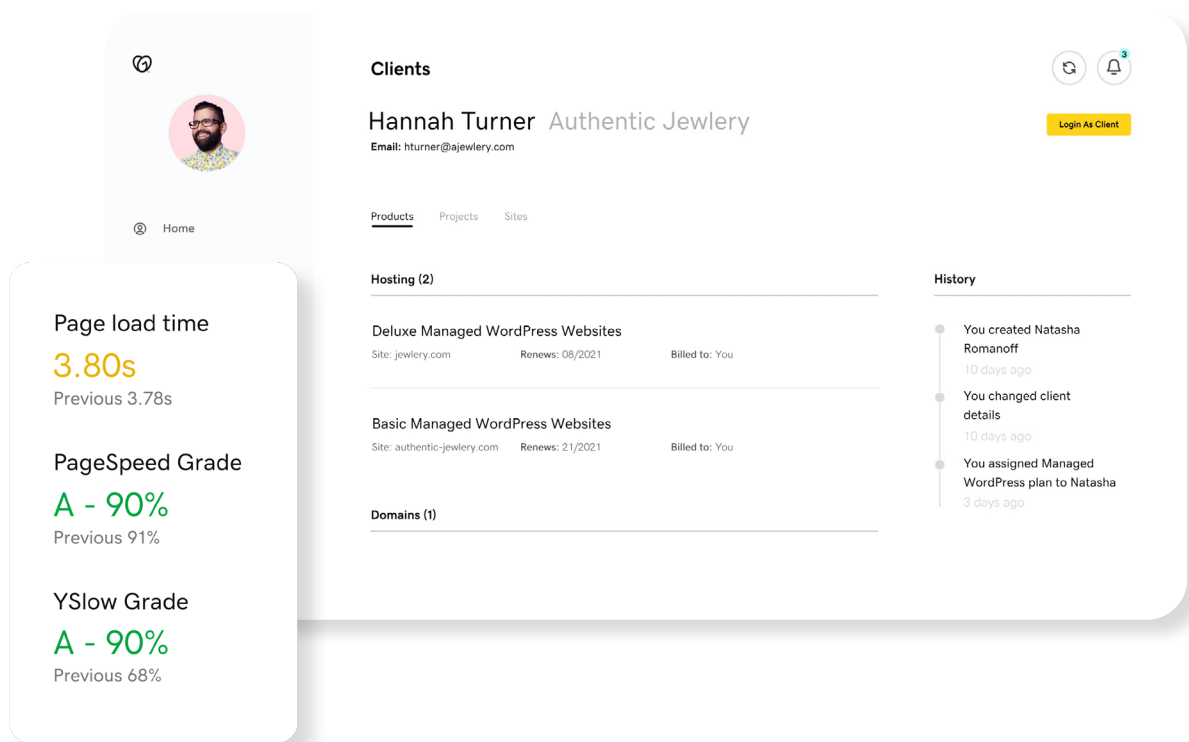
This step will help catch pages with zero internal inbound links. The trick is to set up a recurring crawl to identify any unlinked pages in the future.

## **Resolve the orphan pages**

Once you find the orphan pages, analyze them to determine their objectives. Once you understand the purpose of each orphan page, you can decide what to do with each page. Some of the things you can do include:

- Remove it if it's not useful anymore
- Link it from other internal pages if you want site visitors to find it
- Set up a periodic audit to catch new orphan pages

Removing links accidentally or forgetting to link to new content can lead to orphan pages. As such, it is crucial to check the site periodically for more orphaned pages.



## Check site speed

People are likely to leave a site if it takes longer than necessary to load, making site speed crucial for a technical SEO audit. More specifically, low page speed will lead to a higher bounce rate.

Google takes site speed seriously, and they consider it when deciding where to rank a website. As such, you need to check site speed when offering SEO services to clients. A great tool to use for this process is [Google PageSpeed Insights](#). It will help determine how fast a website is loading and its performance against other websites. What's more, it offers suggestions on what steps to take to improve the website speed.

## **Backlink audit**

Search engines view a website with quality backlinks as valuable to its users. However, off-site SEO goes beyond hyperlinks — it involves brand mentions, as well. As such, you need to give much thought to what is happening on and off a website.

Tools like Ahrefs can help understand the kind of backlinks going to a website and areas that need more valuable links. These tools can help check backlinks on competitor sites and find ways to beat them.

## **Analyzing competitor keywords**

A technical SEO audit also involves analyzing competitor keywords. The idea here is to check out the keywords your competitors are ranking for.

Since your competitors could be ranking for thousands of keywords, performing this type of analysis manually is difficult. Fortunately, tools like Semrush or Moz can help identify the relevant keywords that your competitors are ranking for.



## 2.5 Content strategy

Having a solid, smart content strategy in place is the next step to engaging your audience actively and beating the competition. Here, we look at what content strategy is, why it is important, and how to develop it for your website and your clients.



# What is a content strategy?

A content strategy is the roadmap that describes what information will appear on your website. In other words, a content strategy is the advanced planning, execution, and promotion of content to support key business goals.

Creating great content takes a lot of effort and time. As such, you need a well-organized plan to be able to offer this service successfully.

## The importance of a content strategy

You would not start a journey without a destination, so you should not create content without a strategy. Lack of a well-planned strategy means a lack of direction and might lead to content that does not provide results.

Content marketing is a reliable and cost-effective way to improve website traffic and generate new leads. Think about creating a blog post or an ebook that will continue generating income long after publishing it. You should not purpose your content **solely** to attract leads—the content should educate, create awareness, or arouse interest.

# How to create a content strategy

Now that you know what a content strategy is and why it matters, let's look at the steps to develop a content strategy for your clients.

## — 01 **Establish content strategy goals**

You need to understand the specific goals of your clients before you create any content. There are many reasons for creating content, including boosting brand awareness, converting users, generating leads, improving search rankings, and many others. Knowing your goals will help determine what's best for your strategy and how to get the most out of your efforts.

## — 02 **Define buyer personas**

Defining your target audience is key for a successful content strategy. That's why you need to conduct personal research. When you know your target audience, you can produce valuable and more relevant content that converts.

To understand buyer personas, enable [Google Demographics and Interests](#) and Google Analytics for the sites and content that prospects engage with.

### — 03 **Conduct a content audit**

Next, conduct a content audit on all existing content and evaluate its effectiveness. During the content audit, pay attention to:

- Customer interest
- Customer gaps
- Irrelevant content
- Non-performing pages
- Gaps in the competitor content pages

Depending on the outcome from the content audit, you may decide to:

- Update outdated content
- Delete irrelevant content
- Create new content from scratch
- Combine some posts to get more valuable content

— 04 **Choose a content management system (CMS)**

A content management system such as WordPress will help create, manage, and track your content. Content creation, publication, and analytics form a vital part of content management, and having a tool to help in this process will come in handy.

— 05 **Tell your brand story**

Now that you have the list of keywords, the next step is to create content that readers can resonate with. And what better way to achieve than to tell your brand story. Think about the messages you want to communicate and tell them uniquely. While doing this, use your list of keywords to brainstorm new content ideas.

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## 2.6 Digital PR

The necessity of [digital PR](#) cannot be overstated. Before digital PR, we had PR where publications worked with radio stations, TV stations, and print publications to expand their client's brand reach. In other words, publicists had to network with contacts in the media, host events and press conferences to gain coverage for their clients.

The case is very different today as the digital world has taken over, leading to digital PR. The previous kind of PR is now called traditional PR. Of course, traditional PR still serves a crucial role in marketing, but the usefulness of digital PR is much greater. Read along to learn how to incorporate digital PR into your marketing strategy.

## **What is digital PR?**

As with traditional public relations, digital PR helps increase visibility and boost online reputation. Digital PR is using digital tools to grow the awareness and reputation of your client's business. Think about building relationships with bloggers, niche influencers, and online journalists to win media exposure for your clients on different online platforms such as blogs, social media, news sites, etc.

The online world has endless opportunities for success. If you plan to include digital PR in your services, you need to learn how to do it well. After all, all marketers compete for the top spot in the online world, and only those who use the right approaches will succeed. To that end, here's what you need to include in your digital PR.

### **Data and strategy**

Before you take any other step, you need to analyze the source of the majority of your publicity. Knowing how much coverage you get from digital media will help plan and execute a digital PR strategy.



Your analysis shouldn't stop there. Once you know where your coverage is coming from, you can further look at the topics giving the most coverage. This will help plan different campaigns and position yourself as industry experts in your niche with a proactive outreach.

### **TIP:**

ID your target audience, define a clear PR objective, & find ways to track progress.

## **Strategy implementation**

After researching your client's position within the media, the next step is to implement a good digital PR strategy.

The best approach is to identify your goals and objectives. What exactly do you want to achieve with your digital PR strategy?

The objective of a digital PR strategy includes a wide array of marketing objectives such as improving visibility, increasing brand awareness, and increasing social media engagement.



Sometimes, your client's goals and objectives may focus on a specific event or campaign. Whichever the case, you must define your objectives clearly. Also, you need to understand your target audience and have a way to track your campaigns.

## Track and measure your success

As with any other marketing campaign, you need to track and measure the success of your digital PR efforts. This is the only way to know what's working, what's not, and what you should change.

Multiple online tools can help measure organic traffic, the types of users who visit your website and increase website traffic. However, as a digital PR professional, you will need media monitoring tools to measure other PR metrics, including geographical data, Share of Voice (SOV), the volume of time, quality of media coverage, and brand association.

# Types of digital PR

Digital PR professionals can use different techniques to drive traffic. They include:

## — 01 **Guest posts**

This involves writing and publishing articles on another website. The idea is to strengthen your relationship with influencers in your niche and create a link back to your website.

A blogger outreach campaign is a good example of this type of PR strategy. You can find a relevant blog that targets your client's exact audience and contribute one or more posts.

## — 02 **Unlinked mentions**

This refers to mentions of your client's brand, name, or product on the web without a link. Unlinked mentions are usually social media posts and news articles that mention your client by name but do not include a backlink to their website.

As with guest posting, unlinked mentions help increase brand awareness and visibility for clients. By monitoring mentions on social media, news sites,

and blogs, you can find unlinked mentions so you can create a relationship with the writer.

### — 03 **Press releases**

Press releases remain a popular and effective method of digital PR, and you should consider using them. There's no need to reinvent the wheel; if it works, use it.

Press releases help drive traffic to your client's site and also help increase their search engine rankings. You can write press releases that focus on new product launches, events, publicize content on your client's blog, and more.

### — 04 **Influencer marketing**

Partner with influencers to promote your client's brand. Influencer marketing is popular in all forms of online marketing, and you should consider using influencers to promote your clients.

Build relationships with well-known bloggers in your niche who have large followings on social media. For example, you can find an Instagram influencer who specializes in fashion photography for your client's new spring collection campaign.

## — 05 **Directory inclusion**

Directory inclusion describes a type of PR where you get your client listed on online directories. Apart from getting your client listed on high-quality, niche-relevant online directories, you can also get them included on local business directories. This way, you can attract local customers through a source they're more likely to trust.

## Chapter 3:

# Getting started

### BEST RANKING WEBSITE

#### RENT \$35

|                 |        |
|-----------------|--------|
| With 1 website  | \$175  |
| With 2 websites | \$500  |
| With 3 websites | \$1100 |
| With 4 websites | \$1300 |
| With 5 websites | \$1500 |

### TOP RANKING KEYWORDS

#### RENT \$25

|                 |        |
|-----------------|--------|
| With 1 website  | \$130  |
| With 2 websites | \$390  |
| With 3 websites | \$1100 |
| With 4 websites | \$1275 |
| With 5 websites | \$1400 |

### MOST SECURE WEBSITE

#### RENT \$14

|                 |       |
|-----------------|-------|
| With 1 website  | \$70  |
| With 2 websites | \$200 |
| With 3 websites | \$550 |
| With 4 websites | \$750 |
| With 5 websites | \$950 |



## 3.0 Getting started

No matter your reason for starting an SEO service, you need to be willing to give it your all. After all, offering SEO services is not for the faint of heart. It requires time and great effort. However, when done right, SEO is an excellent source of recurring or passive income.



The last thing you need is unhappy clients who aren't getting a return on their investment. To help you start off on the right foot, we made a gameplan anyone can follow to establish a successful SEO service.

## **Provide proof of work**

No one will hire you for your SEO services if you cannot prove you have what it takes to deliver results. That's why you need a value proposition to explain why your services are beneficial to your clients. In this case, you need to prove that you can deliver quality SEO services to increase their online visibility and get them to those coveted top spots in the SERPs.

One way to showcase your project achievements is using SEO case studies.

As with other marketing tactics, SEO is all about the outcome. After all, showing is much better than telling. You will have many advantages over your competitors when you show your clients that you can deliver what you say you can.

Don't just settle on just one SEO case study. If you have more success stories, why not create impressive case studies to showcase your capabilities? After all, clients will be looking at different aspects when deciding who to work and having different case studies will put you ahead of the pack.

When creating your case studies, remember to include timelines for those projects. This way, potential clients can see the time it can take for an SEO campaign to start working. The goal isn't to be the fastest—the goal is to be realistic and honest about the results you've achieved.

Another way you can showcase your work is through client testimonials. Ask for reviews from clients that you have had successful engagements with. Positive recommendations are like gold in the digital space. In fact, this is something that your potential customers will want to see before they decide to work with you.

Think about word-of-mouth and how it does wonders in the world of business. In the same way, potential clients can relate to reviews from past clients.

Most clients will be willing to give you a recommendation if you do an excellent job, so don't be shy to ask for it. [LinkedIn](#) offers a perfect way to ask for recommendations from clients. You just need to add your client on LinkedIn and ask for recommendations. The recommendation will be visible on your LinkedIn profile for everyone to see. You can also add the testimonials on the site-wide page widget so your visitors can see them when they land on your website.

Remember to include a link to your testimonial page when reaching out to potential clients via email.



## Identify your markets

Businesses (no matter the niche) are always looking for effective ways to reach customers on various platforms. You may want to target any business in any niche with your SEO services if:

- You've been offering SEO services for a long time
- They belong to the same industry

Given that most businesses look for specialized services, picking a focus niche or “niching down” will come in handy. After all, techniques that deliver excellent results for one business might not work for another. This explains why companies are looking for niche SEO agencies.

# How to choose a niche for your SEO service

Here are a few things to consider when choosing a niche for your SEO service.

## Experience

One of the things to consider when choosing a niche for your SEO services is your experience. Niching down to a market that you are experienced in will help you leverage your existing expertise.

For instance, if you're an experienced author, you can niche down by offering SEO for content creators instead of digital marketers as a whole.

The idea is to provide SEO services in areas you have experience in rather than blindly going into a broad industry. Of course, you can go into a completely new niche that you have no experience with, but that will require a lot of effort and guesswork no matter how much research you do.

So before you choose another niche, look at the niches you have experience in. If offering SEO services makes sense, give them a priority.

## **Follow the money**

Experience aside, you need to service industries with a huge budget. This is the only way to get the most out of your SEO services.

Companies in massive industries like healthcare have huge marketing budgets. As such, they are more likely to pay premium rates for your SEO services than businesses with limited marketing budgets. However, to charge premium rates, you need to be pretty good at what you do. Otherwise, no one will pay you for it.

## **Demand**

This might sound obvious, but the truth is not all businesses are interested in SEO services. As such, instead of pitching your SEO services to companies that don't require them, why not look for companies actively looking for SEO services?

Small businesses can benefit from SEO, but they sometimes can't afford the financial commitment it takes to hire an SEO consultant for the long haul.

For this reason, be cautious about entering low-margin niches like foodservice or the performing arts. Restaurants and local bands are extremely interested in marketing, but rarely have the budget it takes to commit to online marketing campaigns. In these types of industries, social media marketing and local SEO are the paths to success.

## Interest

If work enjoyment means something for you, then you need to choose a niche that interests you. The truth is your work as an SEO agent will seem easier if you choose a niche that motivates you. After all, the niches you choose will determine the type of clients you meet and the nature of the business, which will go a long way in determining how enjoyable your work will be. Remember that choosing a niche means working in the same space for a very long time.

## Research other SEO specialists

You can save yourself a lot of time by researching other SEO specialists who have niched down. In fact, some of these SEOs will be happy to answer some of your nagging questions that would otherwise lead to guesswork and uncertainty.

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## 3.1 Creating your service

No matter your experience on SEO, it all comes down to defining your SEO sales process. How are your SEO packages and the pricing?





## Pricing

Most SEO experts charge clients on a retainer basis depending on the project size and the length of the contract. Other SEOs price their work on performance and service-based models.

The performance-based model is based on the outcome of the project. This can include performance key indicators like traffic, rankings, and leads. If you choose performance-based pricing, you will only invoice your clients if you meet the agreed KPIs.

To get a better idea of how to price your SEO services, let's look at the different types of pricing structures.

## **Fixed**

You may want to go for fixed pricing if you offer a combination of SEO work, including on-page optimization and SEO consulting services. This pricing structure might also apply if you offer other services like website design services.

## **Hourly**

This pricing structure may come in handy if you handle small but highly-repetitive SEO tasks like website audits or keyword research.

## **Retainer**

If you are an established SEO agency, you may want to put your clients on a retainer depending on their marketing needs and budget. Retainers offer you more financial security while offering the client more flexibility to call on you for help. The tradeoff is that you sometimes wind up doing more work for the same amount of money you might earn than spending less time working for someone else.

## **SEO agencies**

SEO agencies deal with all aspects of an SEO campaign for a business. Agencies talk with their clients about research and audit, developing strategy, campaign execution, data analysis, and project maintenance. If you decide to start an SEO agency, you will need advanced SEO tools to help offer SEO services to clients.

## **SEO consultants**

As the name suggests, SEO consultants specialize in SEO services but in a supporting role. In other words, SEO consultants are more of mentors than doers. As an SEO consultant, you will help your clients develop an SEO strategy, guide them on how to execute the strategy, and maintain SEO efforts in the long run.

SEO services come in several categories: SEO audit, digital marketing, on-page optimization, off-page optimization, analytics, and reporting. Choose the services that you are best qualified for, and you'll be set up for success.



## 3.2 What to include in an SEO service plan

A good [SEO strategy](#) can help you earn recurring traffic and revenue. A search engine optimization strategy helps develop and implement an SEO plan to help achieve your goals. This can be increasing online visibility, increasing traffic, or achieving a higher ranking in search results.

It can be overwhelming to know what to include in your SEO service plan. In this section, we provide a comprehensive checklist for your new SEO service.

**TIP:**

Use an SEO audit to lay the foundation to your well-performing website

## Website SEO audit

Before you develop your SEO plan, you need to conduct a website SEO audit. Website SEO audit involves evaluating the current SEO strategy to see what's working and what is not. An SEO audit is still important even if you don't have an existing strategy, as it creates a solid foundation for your performance. Ideally, an SEO audit will involve the following:

- On-page optimization. This includes page content, image optimization, internal linking structure, page titles, etc.
- Off-page optimization. This includes your backlink profile or online visibility outside your website.

Once you have audit results, share them with your team and put them where you can access them easily.

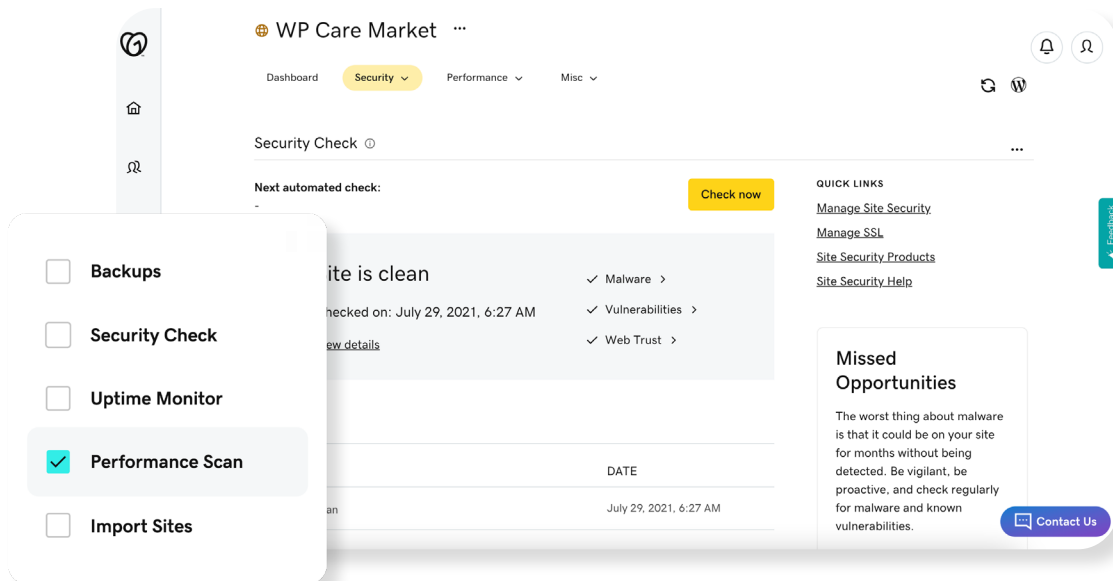
# Competitor analysis

An excellent SEO plan goes beyond auditing your website; it includes competitor analysis as well. Evaluating your competitors will help uncover weaknesses in your competition's approach and strategies that you can include in your plan.

Try to answer the following questions when performing competitor analysis:

- Who are your top 5 competitors?
- What keywords do they rank for?
- What are the top 10 competitor keywords?
- Are your competitors following SEO best practices?
- How does your SEO strategy compare to theirs?
- How strong is their backlink profile?
- What site features improve their website usability?

The answers you get from your competitor analysis will help in many ways. For instance, you can learn about a smart web design that can significantly improve your website usability. You can also discover a content gap and get new ideas to include in your SEO plan.



## Search engine crawlability

Crawl issues like 404 errors can negatively impact your SEO efforts. That's why you need to find and fix these errors constantly. Luckily, you can quickly identify and fix these errors using Google Search Console. Some critical things to consider when checking the crawlability of your website include:

- Search Console set up
- Installation of Google Analytics
- Search Console errors
- Sitemap.xml file
- Any invalid pages in the sitemap
- Any crawl errors

Resolve any errors you find and find why they occurred in the first place.





## Site speed

User experience plays a key role in SEO rankings.

Most internet users will not wait for a slow site to load. You can identify slow-loading pages when performing site audits or via Google's PageSpeed insights tool. Some of the things that may lead to a slow-loading page include:

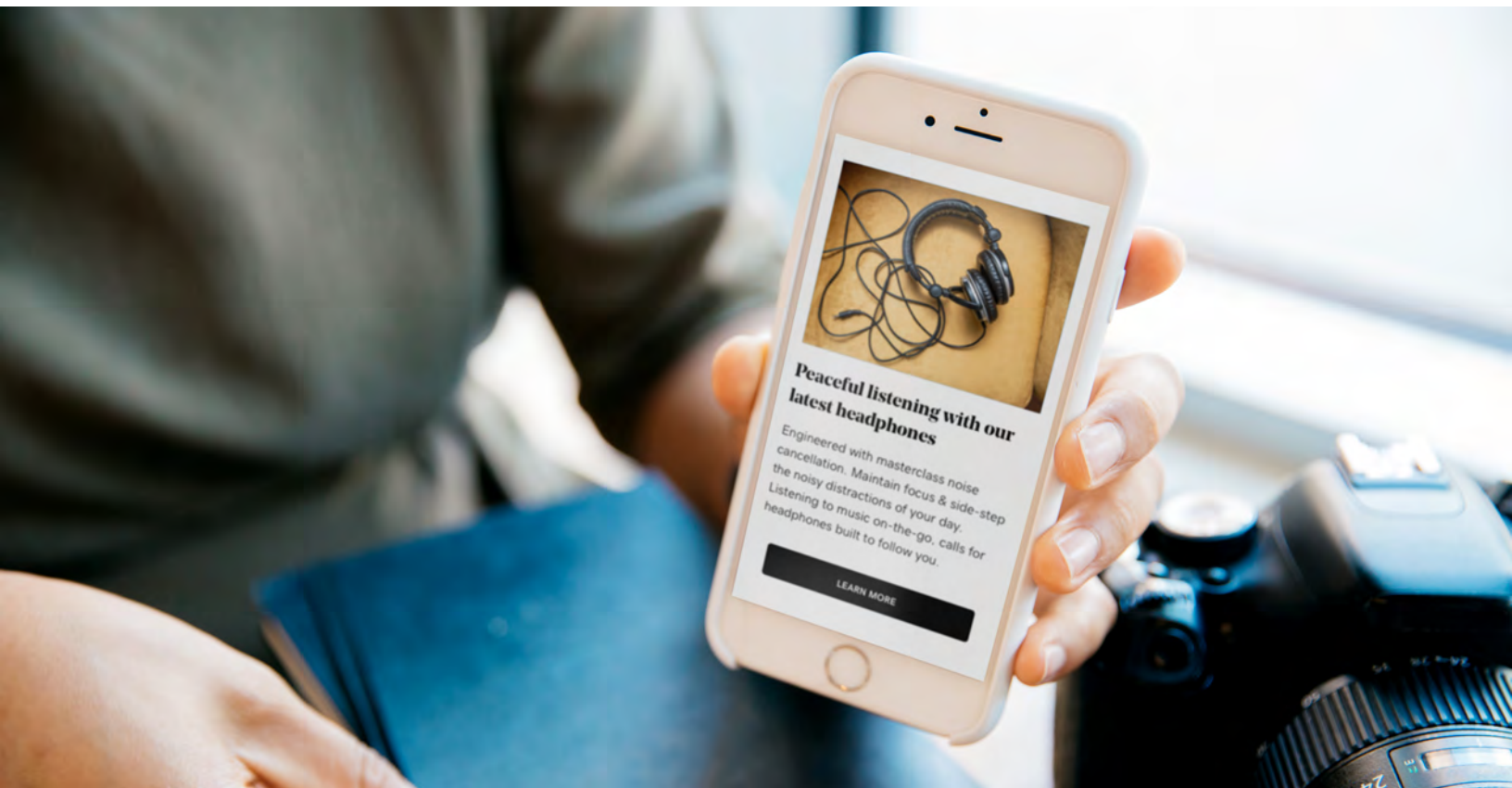
- Using too many stock images
- Dead images
- Non-optimized images
- Large images (excess of 100kb)
- No ALT tags

# Mobile optimization

According to the Google page experience update, [mobile-friendliness](#) is a key ranking factor. In fact, Google switched to mobile-first indexing in 2019. This means sites without a mobile-friendly experience suffer when it comes to organic visibility. Some of the things to consider in mobile page speed optimization include:

- Mobile page size
- Image optimization
- Responsive check
- Mobile UX issues
- Mobile navigation
- Mobile test
- Image use

You can use Google's mobile-friendly testing tool to test whether your site is mobile-friendly).



## **Ensure that only one version of the site is in Google index**

Allowing Google to index more than one version of your site hurts your rankings. The most common version of a site is <https://www.domain.com>. If you have other versions, 301 redirect them to the primary version.

## **Security: HTTP vs. HTTPS**

If you are still running a site on HTTP, it's high time you migrate to HTTPS. Google prioritizes the security of a website more than anything else. It is due to this that HTTPS has become a ranking factor since 2014. HTTPS is secure encryption from Google that ensures the security of people accessing websites via Google.

Sites using HTTPS have a padlock on the browser's URL bar. If you can't see that padlock, you are not using HTTPS.

## **SEO-friendly URL structure**

Your URL says a lot about what your page is all about. That said, an SEO-friendly URL helps search engines understand your pages. Without an SEO-friendly URL, search engines will have a hard time crawling your pages, which will hurt your SEO efforts.

### **Here's an example of an SEO-friendly URL:**

<https://www.domain.com/keto-for-weight-loss>

As you can see, this page URL is descriptive and straightforward.

### **Compare it with this URL:**

<https://www.domain.com/category.php?id=32>

Using underscores in your URL to separate words is wrong. Instead, use hyphens. Your URLs also need to be short.

## Page titles and meta tags optimization

The benefits of optimizing your page titles and meta tags for SEO cannot be overstated. Among other things, it allows you to rank for your focus keywords and their variations.

Google Search Console will help identify keywords with a considerable number of impressions but have fewer clicks. Optimizing your pages for these keywords and variations will help boost your ranking position.

These are some of the things to include in your new SEO service. You can also check this [155 point SEO audit](#) that we check for our leads and clients. However, it is important to note that each SEO campaign will differ depending on the client's needs and situation. Of course, you need to have a standardized scope of deliverables, but you need to customize SEO campaigns for each client based on their marketing needs.

### Pro tip

## Keep your site running clean

Using The Hub by GoDaddy Pro you can quickly perform bulk updates for plugins, themes and WordPress core no matter where sites are hosted. Helping you to maintain a crawlable website!

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### **3.3 Systemizing lead gen and fulfillment**

Like other marketers, SEOs can have challenges in lead generation. This is partly because they are competing with other SEOs out there, some more experienced. Your case is not exceptional. To get ahead of your competitors and generate leads, you must convince potential clients that you are the best.

The best thing is that there are tried and tested ways that can help in lead generation. They include:

## Creating valuable content to attract leads

Inbound marketing is one strategy you can use to attract SEO leads. The best thing is that this strategy can help drive continuous results for you when done right. For instance, you can use your own lead generation SEO skills to rank for keywords like **keto marketing**. Once you achieve this, you can get traffic and leads over time.

## Outreach on social media platforms

You can also generate SEO leads through social media platforms like LinkedIn, Twitter, and Facebook.

One way to achieve this is by joining relevant Facebook and LinkedIn groups. Make sure to participate in those groups by sharing valuable content. The idea is not to market yourself directly but to place yourself as an authority in the SEO world.

### TIP:

To engage potential clients create content of value for your audience & share via social media.





## **Attend SEO events**

Interacting with other industry leaders can also be a great way to generate leads. Talk to people in these meetups to see if they need SEO services. When doing this, ensure to customize your pitch to each person you talk to.

## **Automate what you can**

No matter how much outreach you do, you will still want more over time, making lead generation a constant battle.

However, you don't need your sales and marketing team to spend most of their time on repetitive work. Instead, you want them to help your business realize its growth potential. This is why you need an automated sales outreach system. When you automate your outreach process, you and your SEO team will spend your time on more important tasks like closing deals and working on other strategies to help drive growth.

Moreover, automating your outreach process will give you more time to talk with qualified leads. This will help you know your prospects better and ultimately help create marketing copy that resonates with them.



## 3.4 Market your service

Creating your SEO service is one thing; getting clients is entirely another thing. This is where marketing comes in. With the many SEOs out there, only those who can walk the walk ever succeed.

While you may be tempted to focus more on operations, knowing how to market your SEO services is vital. After all, how will you get enough exposure that can lead to more business? Here are some steps you can take to market your SEO services.

## **Become a thought leader**

One way to market your SEO services is to become authoritative and influential on matters of SEO. To become a thought leader, you need to share fresh and practical ideas about the industry constantly.

Of course, it takes a lot of time and effort to become a thought leader, but the results are worth it. For instance, you can create a blog where you can provide helpful blog posts to your readers. However, make sure that your content is backed up with data and research from credible sources. This way, people will see your website as the go-to website when it comes to SEO.

## **Network**

Although your skills and expertise play a key role in your business success, who you know in the industry also matters.

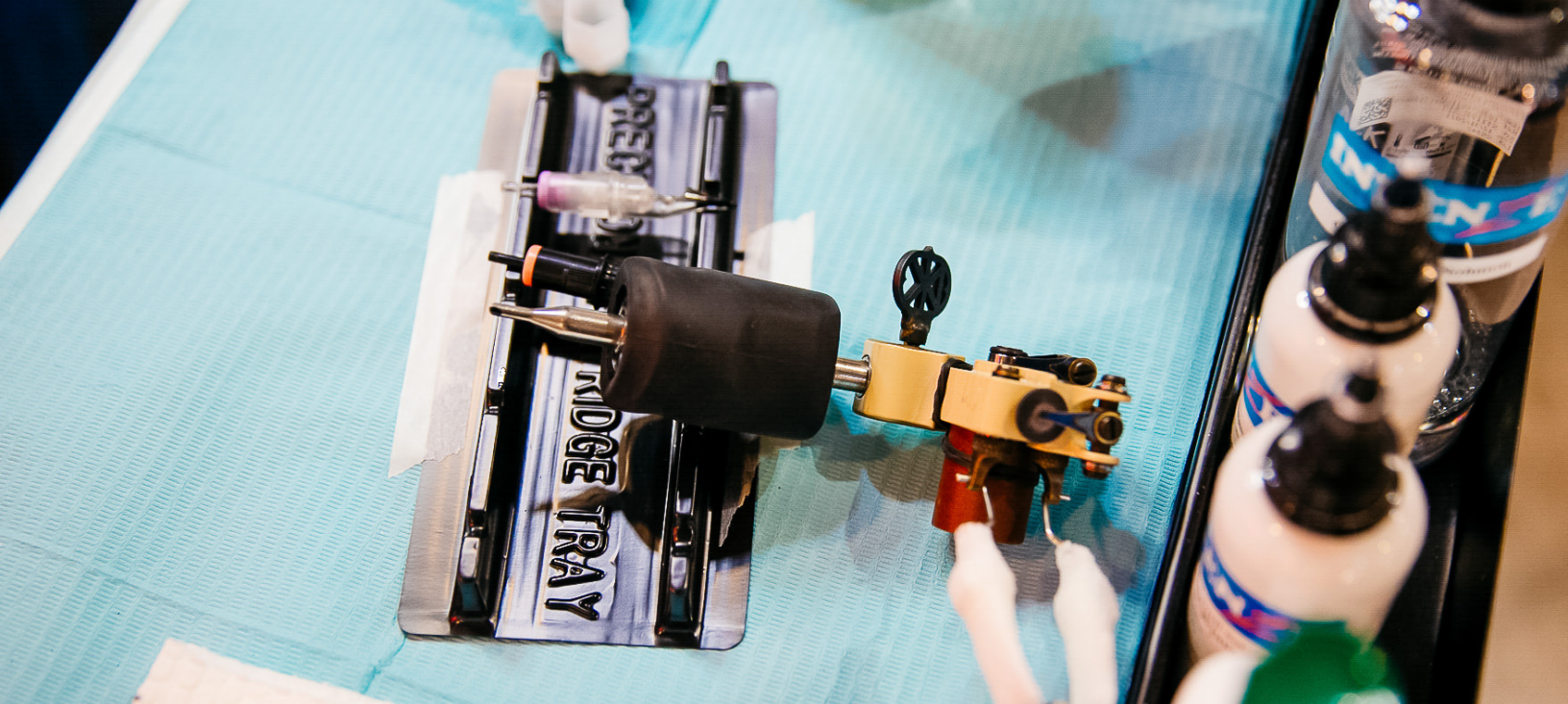
## Gain brand exposure

Networking is among the most valuable marketing tactics you can use to grow your SEO service. More specifically, networking helps you interact with other industry experts and allows you to tell them about your business.

For example, when you collaborate with other SEO experts, your brand will get more exposure. More people will know about your business, which will, in turn, boost your ranking potential on search engines. You can also offer to partner with people you think can add great value to your business.







## Build brand trust

Brand trust is key to the success of any startup. Luckily, networking with other experts and customers is a sure way to build brand credibility. Think about connecting with industry bloggers and interacting with customers on social media.

Networking with customers helps in two ways. Firstly, it enables you to understand their needs, and secondly, it helps earn their trust. When you know your customer's pain points, you can create a service that meets their needs.

## Referrals

Many businesses depend on referrals to get new customers. One way to create referrals is to establish great business partnerships to boost your brand trust. Also, aim to get reviews from your customers to show to potential clients.

“

**Reviews and testimonials sound less like sales pitches and more like personal recommendations, which increase trust.**

[Derek Miller](#)

Digital Marketing Expert

## Relevant listings

You can improve your presence on local search results by claiming your Google My Business listing. When you improve your listing on Google My Business, it becomes easier for consumers to find your service when searching for similar services.

Besides Google My Business, you can add your SEO service on Yelp and other relevant listings to get more online exposure. However, ensure that your name, address, and contact number are consistent in all these listings.

## Work on your own SEO

Just as you work on client SEO, you can optimize your website for SEO to boost your online presence. Think about on-page improvements and off-page initiatives.

For instance, consider doing a quick SEO audit to see what you need to improve your website. The things you need in this audit are page loading speed, page navigation, user experience, and whether your pages meet visitors' interest in their buyer's journey. The idea is to ensure that your website appears on top of search results when potential search for similar services like yours.

## Market your SEO services on social media

Social media marketing can provide an excellent opportunity to market SEO services. Many businesses spend a lot of time on social media platforms like Facebook and LinkedIn, which have great marketing potential.

### Be human

Don't just post things like a robot. Show the human side of your service to get the most out of your efforts.

### Customize

Create posts that your audience can resonate with and that follow platform guidelines.

### Get trendy

Share relevant and up-to-date messages. Facebook and LinkedIn groups are excellent places to get industry insights.

#### **TIP:**

Identify what content your audience likes or wants to know about, and share items that appeal directly to them.







## 3.5 Essential tools for client SEO

These tools allow you to see whether your strategy is working or whether it needs some changes.

## Some of the essential tools for client SEO include:

- Analytics tools
- Outreach tools
- Package services

We will go over each of these types of tools in the following sections.

### Pro tip

## Optimize for performance

Manage and monitor all your client sites from a single place, no matter where they're hosted. Save over 3 hours per month on every site\* by automating routine maintenance tasks like performance scans, security and updates.

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## 3.6 Analytics tools

SEO analysis involves a close examination to understand the site's optimization and if you can improve it. SEO analysis takes a look at the site's content to see the optimized keywords and how well the content is doing.

## **Some analytics tools you can use include:**

### **Google Analytics**

Google Analytics is a free website tracking tool that collects data on how visitors interact with your site. Google Analytics sorts the collected information into interactive and straightforward reports displayed on the platform.

### **Google Search Console**

The Google Search Console is a free service by Google. It helps monitor, troubleshoot, and maintain your website's presence in Google SERPs. You do not have to sign up for Google Search Console to appear in the SERPs, but the service helps you understand and enhance how Google perceives your website.

#### **The Google Search Console offers you tools and reports for:**

- Confirming that Google can find and crawl your website
- Fixing indexing issues and requesting for re-indexing of updated or new content
- Viewing Google Search traffic data for your website. This includes how often it appears in Google search, how your

site appears in search queries, how many times users click through for the queries, etc.

- Getting alerts when Google finds spam, indexing, and other problems on your website.
- Seeing which sites are linked to yours
- Troubleshooting issues for mobile usability and other features.

## Call tracking

Some years ago, call tracking in SEO was overlooked, albeit deliberately. This was because of Google's Name, Address, and Phone Number (NAP) policies. NAP dictates that a company must have a uniform name, address, and phone number across websites. If the NAP information differs in online directories, Google penalizes the linked website and ranks lower in SERPs.

Your digital marketing efforts rely on driving more telephone calls. Making a sale depends more on response time. According to HubSpot, [82% of consumers](#) consider an immediate response significant when they need a question answered.

**Call tracking offers you an extra data layer which helps to:**

- Identify the source of your best leads
- Allows you to view the customer journey in one place
- Know what is trending with your customers in their own words

## **Site auditing**

Site auditing is the evaluation of a website's search engine friendliness in different areas. An audit works to unearth issues that can prevent the site from appearing in SERPs. Website auditing determines whether the site is optimized enough to drive traffic to your site. If it is not correctly optimized, auditing will evaluate how to improve its performance.





## 3.7 Outreach tools

Outreach is focused on obtaining promotion from off-site sources that link back to the client's website—this type of SEO is a critical part of online advertising. If done wrong, it can negatively impact a business's SEO strategy.



The backlinks boost the site's organic ranking and expose the site and the company to a new audience, and have the potential to draw referral and organic traffic to your site. Successful outreach SEO comes with some extra benefits like increasing brand credibility and awareness.

## **Some of the best outreach tools include:**

### **MailChimp**

MailChimp is a globally popular email marketing service. This app allows people to share newsletters on multiple social networks and also track user engagements. The app also has tools to handle Facebook ad campaigns, write targeted emails, automate follow-ups, etc.

Using MailChimp, users collect and analyze email responses. The app presents users with data in graph form and customer interactions in different formats. MailChimp enables the user to design, share with others and track email newsletters from anywhere in the world.

You can create and share email campaigns using its drag and drop interface. It has an inbuilt reporting and analytics function that allows a marketer to monitor clients' activities online and generate reports. The app is also available on iOS and Android and is a shortcut for reaching users' email

accounts. It allows them to receive campaign updates, news and add subscribers. This solution is ideal for all types of businesses, from SMBs, ecommerce on a monthly subscription.

## **HubSpot**

HubSpot is a platform that helps your company market and sell better. It evaluates and improves your SEO and builds backlinks to improve your site's visibility on SERPs. The HubSpot Customer Relationship Manager (CRM) offers users a list of tools for drawing in leads and enhancing business with older clients.

### **It offers advantages such as:**

- Unlimited users and storage, which means your team can access the company CRM without limits. You can store up to one million contacts on the platform. HubSpot also keeps all records of conversations with these contacts.
- Integration with Gmail and Outlook means your team's follow-up with leads and existing clients are saved, and the team's work is not interrupted.
- Allows email scheduling for email marketing campaigns and newsletter.

- Team emails ensure the entire team is working on the same page and towards similar goals.
- Live chat allows you to capture leads at any time.
- Tasks, deals, prospects, and ticketing allows you to track all prospects in the sales process, produce tickets for clients with queries.

## **BuzzSumo**

You can use BuzzSumo for various things, such as blog post title research and checking the performance of your content on SERPs or social media. The tool can help you to find the best performing content in specific niches. When you find the content, reach out to the relevant party, introduce yourself, and pitch. This could be link-building in a guest blog with reciprocity as the end game.

### **Top features in BuzzSumo:**

- Filtering by type, e.g., influencers and brands.
- Filtering by location if you want to focus on a single area.
- Finding top content via the number of social shares.



## 3.8 Package services

SEO package services are services that come in a package or bundle. These packages include vital SEO services you need to boost your SERP rankings, improve traffic, leads and conversions. Google search ranking has hundreds of factors.

It would be best to work with a professional SEO agency that will offer an excellent package tailored to suit your SEO needs.

Instead of buying different tools and services, you can get a package with one easy-to-use dashboard. A package allows you and your team to learn one system instead of several systems for each service.

### **TIP:**

Test different bundle sets to get an idea of what your customers are looking for.

## **Some of the essential services in most packages include:**

- Keyword research & competitor analysis
- On-page optimization
- Blog article writing
- Backlink analysis
- Directory listing
- Maps integration
- Pay-per-click ad campaign management
- Email marketing



Chapter 4:

# Wrapping it all up







## 4.0 Wrapping it all up

SEO is an essential service for any company looking to make the most of their online marketing strategy, and it's a great service to offer as a business of your own.



Hiring an SEO company can be expensive, which makes it difficult for some small businesses or start-ups to afford one. However, there are other ways you can set up your own in-house team without breaking the bank and still getting excellent results.

A lot of that hinges on the tools your team leverages. For example, [The Hub by GoDaddy Pro](#) saves time with bulk updates for hundreds of websites, while BuzzSumo helps content marketers find the best performing content on social media or SERPs so they can reach out to relevant parties.

It's always wise to continue looking for new ways to efficiently deliver better results for clients and your business.



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