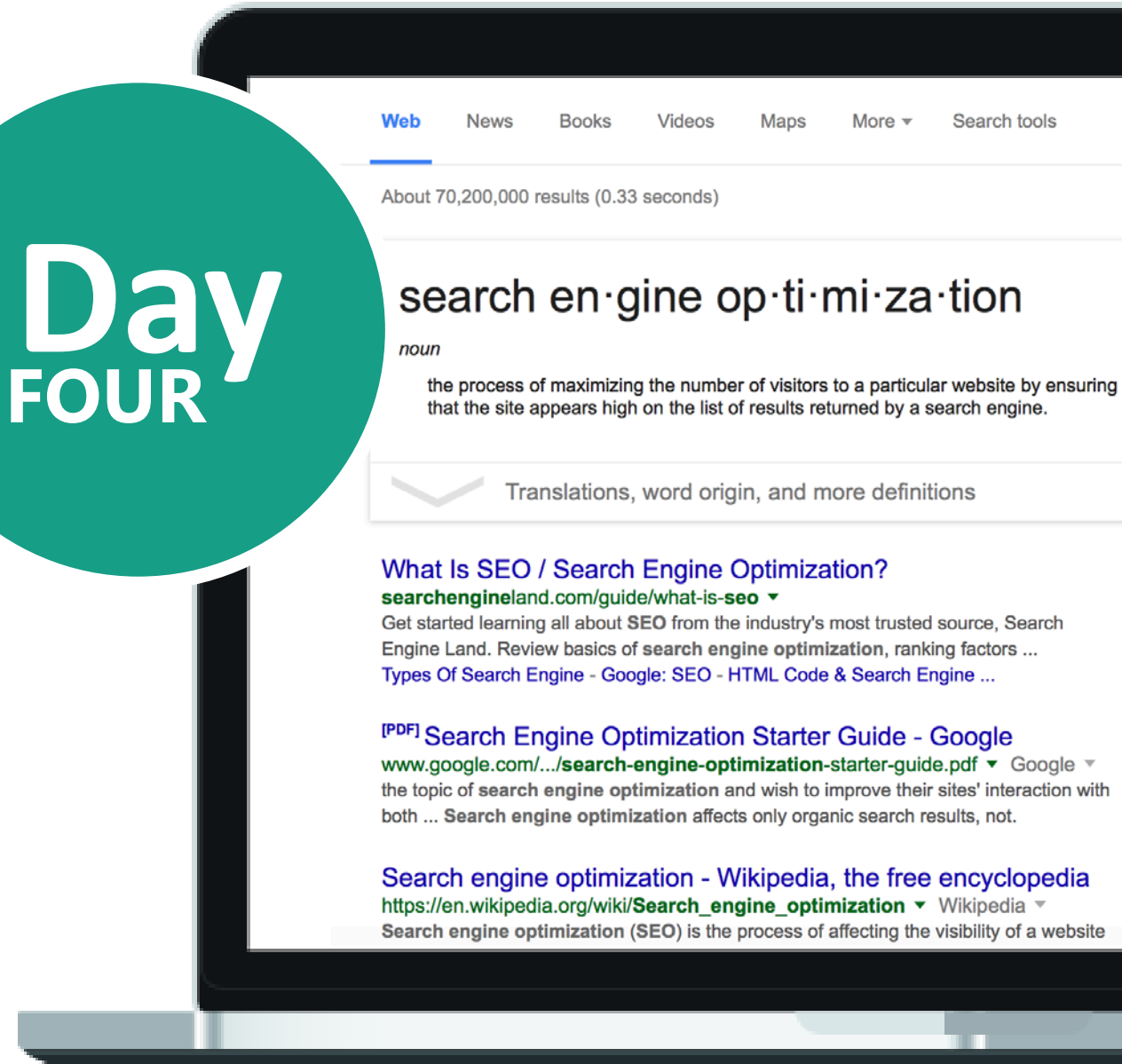


Basics of SEO Webinar Series

Weaving SEO into Your WordPress Service Offering

Day
FOUR



QUESTION #1

**Do You
Like
Puzzles?**

SEO Puzzles Equal Money

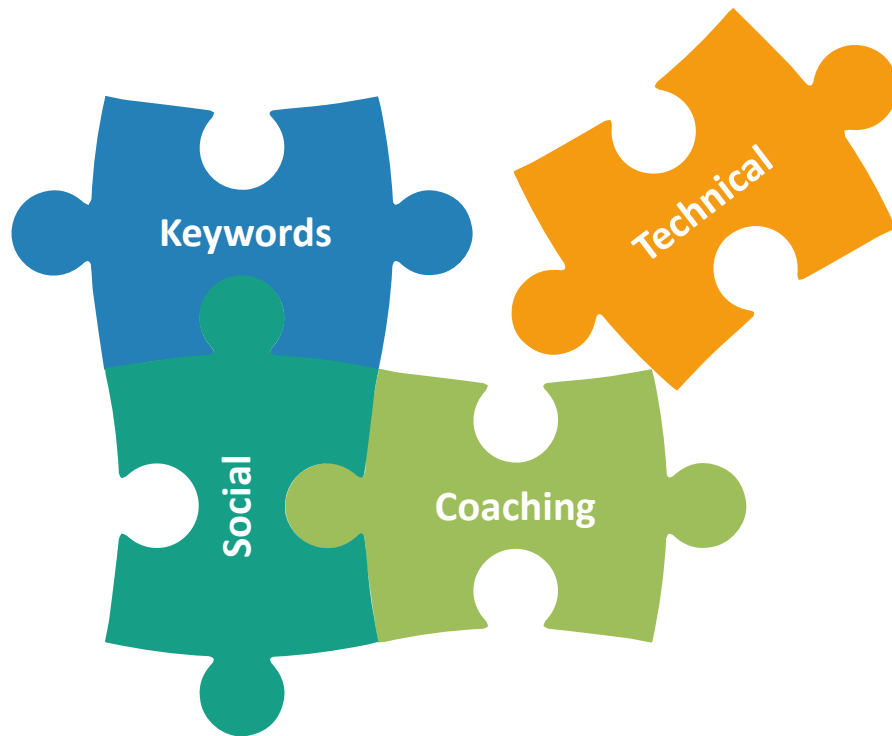
The More SEO Skills You Master the More Money You Can Make



SEO Service Options

Great SEO is More Than Link Building

Keyword research and site mapping
Category and tag strategy
On-page optimization of content and assets
Meta title and description creation



SEO plugin installation and configuration
Webmaster tools management with Google & Bing

Editorial calendar planning and creation
Copywriting
On-going content optimization

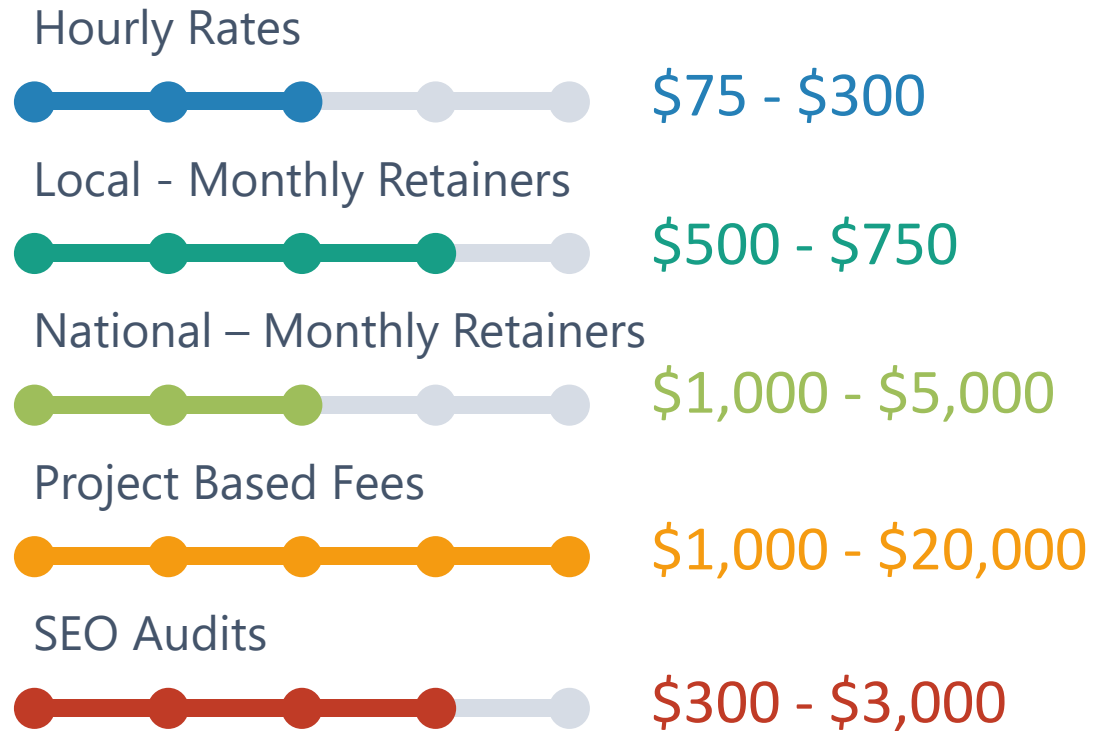
Local directory management
Social media management

Ongoing reporting and analysis
One-on-one coaching and training
On-site and remote group boot camps

Technical SEO audits
Content SEO audits

SEO Service Rates

There's a Lot of Variation in Service Rates for SEO
Experience and Level of Service Dictate Pricing



Pros of SEO Services

SEO Can Be a Great Addition to a WordPress Consulting Business

- o Differentiates you from other WordPress developers and consultants
- o Increases project pricing
- o Offers a much higher per hourly price point than standard WordPress configurations or coding
- o Provides an avenue for recurring revenue
- o Provides diversity in your work
- o Extends your client base outside of WordPress users
- o Increases marketing knowledge which in turn helps grow existing WordPress business
- o Provides a more holistic solution for your clients



QUESTION #2

**Do You
Like
to Learn?**

Cons of SEO Services

SEO Can Be a Great Addition to a WordPress Consulting Business

- SEO requires **lots of education** as well as trial and error (to be good)
- SEO is very labor intensive
- Because SEO is difficult, you can't just outsource it or delegate it
- As soon as you train employees or contractors to perform SEO well, they leave
- SEO is constantly changing so ongoing education is a necessity
- Google and Bing can shift policies/rules quickly
- Because algorithms are tweaked often, you need to be a bit of a mind reader
- Some clients do not understand that you cannot have immediate success
- Reverse engineering is at the heart of SEO so you have to like this process
- Great SEO requires content, so you need active client participation





What to Avoid

10 Tips to Keep You Out of Trouble

1

Don't offer SEO services until you feel confident in your skill-set.

Unlike design, SEO services can have long-term and very damaging effects on clients if performed poorly.

2

Don't sign up for more SEO services than you can successfully manage.

Start with what you know. Clients don't need you to be super hero and expert in all things at once. They want you to be proficient at the tasks they are paying you to execute.



What to Avoid

10 Tips to Keep You Out of Trouble

3

Don't start with national clients. Instead focus on local small businesses to get your started.

It is much easier to rank local small businesses then it is to rank larger websites that compete at a national or global level..

4

Don't go horizontal in approach. Instead start with industries you know well.

SEO requires a basic knowledge of the industry terms and intent of the phrases.
If you can't grasp the content, on-page SEO becomes much more difficult.



What to Avoid

10 Tips to Keep You Out of Trouble

5

Don't sell services clients don't need. It will discredit you and be challenging to support.

Not every client is going to need a lot of on-going services.

The need for this highly depends on the target market and competition.

6

Don't promise clients page one status. Never, ever, ever can you guarantee results.

You simply have way too many variables outside your control to guarantee results.

You cannot control your client or the search engines, therefore you cannot guarantee results.

A stylized illustration of a person with dark hair and a beard, wearing a dark suit, climbing a blue mountain peak. The person is shown in profile, reaching up with their right hand and stepping forward with their left foot. The mountain is a solid blue shape with a jagged peak. The background is a light blue sky with several curved blue lines representing clouds.

What to Avoid

10 Tips to Keep You Out of Trouble

7

Don't learn search engine optimization on your client's dime or website.

You have to invest in your own knowledge and do so on your own time.

8

Don't set project objectives solely on individual keyword ranking.

SEO success isn't about how many words rank on page one of Google.
Real SEO success is about new leads, sales, and revenue generation.



What to Avoid

10 Tips to Keep You Out of Trouble

9

You can't fix ugly! Don't try and optimize a website full of visual, content, or coding issues.

SEO can't help a broken website or a website with horrendous content.

It simply won't work so run quickly away from such opportunities.

10

Don't chase off-site links through outdated link building strategies and techniques.

Instead you should focus on social media, PR outreach, and overall branding.

Those tactics are much safer and far more effective.

THE REALITY CHECK OF THIS STATEMENT

“

We have been leveraging Web Savvy's services for nearly a year now and their results have far exceeded our expectations.

Our total web-site traffic has nearly quadrupled and our revenue has doubled in that period, which we largely attribute to Web Savvy's web design and SEO results.

I also appreciate their willingness to continuously brainstorm ways to generate additional traffic and integrate our internet and SEO activities with our general marketing initiatives.

Boost Your Knowledge

1

SEMPO

SEMPO is the largest nonprofit trade organization in the world serving the search and digital marketing industry and marketing professionals engaged in it.

Read more: <http://www.sempo.org>

2

Pricing Guidelines

<http://www.digitalcurrent.com/seo-engine-optimization/how-much-does-seo-cost/>

<http://www.sitepoint.com/seo-services/>

<http://www.websitemagazine.com/content/blogs/posts/archive/2014/11/18/the-average-costs-for-seo-services.aspx>

<https://www.rankpay.com/seo-services-cost/>



How Can We Help You?



Cory Miller



Rebecca Gill

