

"Hey [Client's Name], thanks for taking the time today. I've gone through your website — Leadership Academy looks great and has a lot of potential. I just feel like with the right SEO strategy, it can reach way more people who are already searching for services like yours."

Talk About the Current State (Gently Point Out Gaps)

"Right now, your site isn't ranking on Google for many of the keywords your potential clients might be searching — things like leadership coaching, online leadership courses, or executive training. So you're probably missing out on a lot of organic traffic and leads."

Why Now is the Right Time

"I've been doing SEO for over 4 years, and what I've seen is — the earlier you start, the better. SEO takes time to build, but once it starts working, it brings consistent traffic and leads every month. It's like an investment in your website that keeps paying off."

Talk About What You Can Do for Him

"My plan is simple — first, I'll fix any technical issues that might be hurting your rankings. Then, I'll focus on optimizing your content, finding the right keywords, and making sure your pages are structured the way Google loves. Over time, we'll build helpful blog content and even get other websites to link back to yours, which builds authority."

Make It Reassuring

"I don't believe in quick fixes or black-hat stuff. I focus on clean, sustainable SEO that works. I'll also share updates regularly so you can see progress clearly."

"I'd love to start working with you and help Leadership Academy grow its presence online. If you're good with it, we can start with a 3-month plan and see how it goes. What do you think?"

1. "How long will it take to see results?"

"SEO takes time, but it's worth it. Usually, you start seeing noticeable improvements within 2 to 3 months. In competitive industries, it can take 4 to 6 months to reach top rankings — but once it's working, the traffic and leads are consistent and long-term."

2. "What exactly will you do for my site?"

"I'll start by auditing your site to fix any technical issues. Then I'll research keywords your audience is searching for, optimize your existing pages, and create helpful content. I'll also work on getting backlinks to build your site's authority."

3. "How will I know if it's working?"

"I'll send you regular reports showing keyword rankings, traffic, and what's improving. You'll be able to clearly see how your website is growing, step by step."

4. "Can you guarantee #1 ranking on Google?"

You can say:

"No one can guarantee #1 rankings — and if someone does, they're probably not using safe practices. But I can promise that I'll use proven, white-hat SEO strategies that work. I've helped many websites improve their rankings and traffic consistently."

5. "Why should I hire you?"

You can say:

"I've been working as an SEO expert for over 4 years. I've helped businesses grow their online presence, rank higher, and get more leads — and I'm confident I can do the same for Leadership Academy. I'm transparent, consistent, and results-focused."

6. "Can we just run ads instead of SEO?"

You can say:

"Ads can work — but they stop the moment you stop spending. SEO is more of a long-term investment. Once your site ranks well, you'll get traffic every day without paying for every click. Ideally, you can use both together, but SEO is essential for long-term growth."

7. "What makes a good keyword or content strategy?"

You can say:

"A good keyword strategy is about finding what your target audience is already searching for — then creating content that answers those needs. I'll help identify those keywords and build content around them to attract the right visitors."

Want me to prepare a one-pager with this Q&A that you can take to your meeting? It can help make you look even more professional.