

# SEM Coaching - 38

# Getting The SALE!

# Introduction

- ❖ The KEY to 'Getting the Sale' is to present to the prospect MISSED SALES OPPORTUNITIES, and to demonstrate how you can help solve this 'problem'
- ❖ The aim is NOT to sell but to DEMONSTRATE and TELL... Tell them about the online sales opportunities they are missing out on
- ❖ Another approach is to help your client with a basic website 'audit' using <http://www.seoptimer.com>, and use the audit report as a starting point to recommend improvements

# Website Review & SEO Audit Tool



## SEOPTIMER

Enter an URL address and get free SEO analysis!

### Website review and SEO audit tool

Quick and simple SEO audit of any web page.

Advantages of SEO audit:	Who uses Seoptimer?
✓ Improve on page SEO	✓ SEO experts
✓ Test any subpage	✓ Marketers
✓ SEO tips for your website	✓ Webmasters and Programmers
✓ Free PDF report	✓ Business owners

 feedback

<http://www.SEOptimer.com>



# The Selling Funnel

## ❖ Start With The Basics

- Always start with the basics i.e. the website
- Determine client's industry and preferences (e.g. color scheme)
- Screen capture 5 potential WP themes from <http://www.themeforesttheme.com> for prospect to review. Free screen capture software: <http://www.techsmith.com/jing.html>
- Client to select one of the 5 themes.
- Client should be impressed with the sample site designs and ask you 'how much'?

# The Selling Funnel

## ❖ Start With The Basics (Cont'd)

- **IMPORTANT: NEVER BE THE FIRST TO MENTION THE PRICE!**
  - You: "I'm sure I can work within your budget..." then proceed with "... What is your budget?"
- **Alternative script**
  - You: "The market rate for web development is usually between \$1,500-\$3,000"
- **Pause and wait for client reaction**
  - Client: "Well, I only have a \$1,000 budget"
- **CLOSE THE DEAL!**
  - You: "I'll do it for your for \$750. Deal?"
- **Quote a LOWER price and CLOSE THE DEAL!**
  - Rationale: Move the sales momentum forward

# The Selling Funnel

## ❖ The Upsell (SEO Services)

- Examine the site's web stats or Google Analytics
- Research keywords using Google AdWords Keyword Tool and show results to prospect
  - <http://www.FreeAdWordsTool.com>
- Explain the 'missed opportunity': Site not ranking on page 1 in Google for these keywords
- Show 1<sup>st</sup> page results in Google.com and ask whether client recognizes any of the top ranked sites
- Explain the benefits of SEO and how you'll be able to help rank the website in Google
- Show an example of a top ranking keyword

# The Selling Funnel

## ❖ The Upsell (SEO Services cont'd)

- Offer to lower the cost of SEO by spreading the cost and scope of work over 6 months
- Minimum effort required for effective SEO is 20 hours/month @ \$25/hour = \$500/month
- Guarantee you'll help improve targeted traffic to the website by at least 25%
- SEO traffic offers good ROI because of the long-term benefits of SEO
- Bottom line: No point building a nice website, but not having any targeted traffic to the website
- CLOSE THE SEO DEAL!



# The Selling Funnel

## ❖ The Upsell (Content Writing)

- Once you have closed the SEO deal, inform client you'll require unique and original content based on a list of keywords you'll provide
- Client can either provide the content or you can help source for writer
- Content writing is NOT within the SEO job scope
- You can assist by sourcing for qualified writers
  - Quote: \$50/page for content writing
  - Recommended: 20 pages of content/month
- Finally offer hosting & backup for a fixed monthly fee e.g. \$50-100/month

# Appendix

# Website Building Services

- How it works
  - Goal: Help clients create website
  - Skills Required: WordPress
  - Strategy:
    - Determine client's industry and preferences (e.g. color scheme)
    - Screen capture 5 potential WP themes from <http://www.themeforesttheme.com> for client to review. Client to select one of the 5 themes. Free screen capture software: <http://www.techsmith.com/jing.html>
    - Upsell SEO services
  - Charging Model:
    - Build WordPress site: \$500 to \$2,000 (one-time) depending on level of customization
    - Hosting & Maintenance: \$50/month onwards

# SEO Services

- How it works
  - Goal: Help clients drive FREE targeted traffic
  - Skills Required: WordPress, SEO
  - Strategy:
    - Best to bundle with website building services
    - Install All-In-One SEO pack and edit WordPress permalinks to make WordPress SEO-friendly
  - Charging Model:
    - SEO: \$1,000 one-time & min \$500/month on-going (for 10 hours a month)
    - Content: \$50 per page (minimum 20 pages)
    - Directory submissions & Press Release: At cost
    - Recommended minimum six months contract