

SHOULD YOU  
START AN  
**SEO**  
AGENCY?



# Client/Agency SEO & Digital Marketing: Part 1

# What Is Client SEO?

Working with existing businesses to improve their online visibility through SEO and other forms of digital marketing in exchange for a (usually) monthly retainer.

A warning sign featuring a black background with a central yellow rectangular area. The yellow area is framed by two horizontal bands of diagonal black and yellow stripes. The word "WARNING" is printed in large, bold, black, sans-serif capital letters across the center of the yellow area.

**WARNING**

# What This Is Not

- The only way to go about an agency
- A training on SEO implementation
- A static thing... each person and agency's situation is different and some parts may not apply to you.
- A fully in depth dive into every part of everything we will talk about.
- The only services/freelancers that are good at these things
- A stream where free pizza will be provided

# Are You An Agency Yet?

First thing is first... in the beginning you are likely still a freelancer.

If you are doing everything yourself... client getting, lead gen, fulfillment etc... you are not yet an agency, and that's ok.

You should still start future pacing and thinking of yourself as an agency if that is your goal.

# Why Do Client SEO/Start An Agency

There are a lot of ways to make money with SEO.

However with client SEO you can go from \$0 - \$10,000 faster than all the other methods. You are literally just one client away from having another few thousand a month in revenue.

Additionally it is versatile, there are a lot of different ways to scale, grow, and monetize it.

There is also a satisfaction element that comes from helping a local business that you won't get from an Amazon review blog.

# Getting Started

Some things you need or at least should consider before getting started:

- Make sure you meet all the legal requirements of wherever you live (use something like LegalZoom to get help with that)
- A business name (make one yourself, hire a branding freelancer on Legiit, or use Shopify or Conversion.ai tools)
- A website. Technically this is optional, but I highly recommend it.
- Branded social media profiles
- A phone number
- An email address
- A way to accept payments (Paypal, bank wire, Stripe etc...)
- Zoom and Calendly
- That's mostly it for bare minimums



# Defining Your Offer

There are several different monetization methods, and ways to offer client SEO.

- Monthly retainer for organic SEO
- Monthly retainer for Google maps
- Non refundable audit applied to the first month if you decide to work together.
- One off services to build rapport
- “Foot in the door” offers
- SEO, PPC, Review Management, SMMA, Web design etc...

# Fulfillment

You don't have to be a master... but you do need to know how to get results, or know someone on Legiit that knows how to get results.

“Fake it until you make it” and “Use a customer's money to learn” are both unethical.

That said... don't get so hung up on the fulfillment that you forget the most important thing...

# Learn How To Prospect, Market, and Sell

This is the part that most aspiring agency owners fear most and are the worst at.

Ultimately, your job is marketing and sales... not SEO (or whatever else you offer). Without clients it doesn't matter how skilled you are.

Sales in particular needs to be the skill you spend the most time developing.

# Choose A Niche\*

Focusing your new agency on a specific niche is optional but a lot of people prefer it.

You may want to target lawyers, dentists, photographers etc...

An ideal niche is one with a high average sale, and a low competition for search.

I will assemble a list of niches for you.

My approach was to focus my outreach on a particular niche, but accept other niches should they come to me.

# Choose a lead gen source

There are an unlimited number of lead gen sources and which ones you use depends upon your skill set and situation.

You should figure out which you like the most and make that your primary channel, while dabbling in others.

# Some Lead Gen Sources

- Legiit Leads (coming soon) :-D
- Family & Friends
- Facebook Groups
- Local events (assuming you are allowed to have events where you live)
- Google itself (pages 2-10, unclaimed maps etc...)
- LinkedIn
- Paid Ads
- Organic SEO
- ...and many more. This will be a separate section of this series.

# Choose An Outreach Method

Your outreach method will rely heavily on your choice of niche, lead gen model, and situation.

However here are some (this will also be a future section):

- Email
- Advertising
- Col Calling
- Content Marketing
- Social media networking
- In person networking
- Referrals/Service exchanges

# A Typical Day

Now that you have all the foundations in place you still need to structure your day to get the most out of it.

It is important to maximize your time to have the most chance to grow your agency the fastest.

This will also need to be adapted to your situation... so if you have a day job, or children, or other obligations you will have to adapt as necessary.



# A Typical Day

- Begin outreach at 9am EST. On Monday.
- If possible, work on outreach and sales calls until 8pm. EST (seriously only stop to go to the bathroom, eat at your desk)
- 8pm-9pm work on the next day's prospecting list and prepare for any sales calls you have.\*
- Repeat the above Tuesday-Friday
- Saturday & Sunday work on fulfillment
- \*If you have additional time left over do some mild fulfillment in the evenings to spare you some time on the weekend.

# Does That Sound Extreme?

That may seem like a pretty rigorous schedule.

It is.

But you are working to build a life changing business for yourself.

You can scale back the hours as needed if you can't take it, still have a job etc... but the less time you put into it the longer it will take to get results.

# The Good News

This isn't how it will be forever.

Once you get a stable income and system for fulfillment in place, you can scale that back to more manageable hours, be more particular with your outreach, choose clients you want and so on...

...but until you get to that point I suggest you make this your obsession.

Be obsessed, or be average.

# Homework

So my goal with this series is to get you prepared to run your own agency.

So with that in mind I am going to ask everyone to have the following ready by the next livestream.

Resources – Try Free 7 Days



<https://www.superstarseo.expert/>

# Free Group For SEO Agencies/Sales



<https://superstarseo.com/sales>

Questions?