

BEST PRACTICES FOR SELLING THE VALUE OF SEO TO CLIENTS

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Who I am

- Claire Devereux Thompson
- Sterling Advertising
 - SEO/SEM
 - Email Marketing
 - Website Analytics
 - Traditional Advertising/Media
 - Web Design
 - PR



Basic Sales Presentation Technique

- Tell them what you're going to tell them
- Tell them
- Tell them what you have told them
- Ask for agreement



Opening the Presentation

- Ask if everyone needed to be in the presentation is there
- Find the HiPPO
- Ask if they can have data handy
- Ask where in the process they are



What Should be Presented?

- Like a book
 - Opening
 - Why
 - Middle
 - What
 - Ending
 - When
- If it doesn't fit in here, don't present it.



Education

- What is a keyword?
- Where does traffic come from?
- What is a search engine?
- What is organic/paid?
- What is a link?
- What is a rank?



What is the Value of SEO?

- Research their major keywords
 - Google Traffic Data
- Research on SEO sites
 - % of hits to #1
 - % of hits to #5
 - % of hits on first page
 - % on subsequent pages
 - Quote your sources



Competitors

- Competitor Data
 - Alexa
 - Compete
 - Quantcast
 - Paid search ads
- ‘Soft’ competitors
 - Yellow Pages
 - Educational Sites/Locations
 - Review Sites
 - Complaints Sites
 - PR



Quality Traffic

- SEO Takes a While
- Focus on Quality not Quantity
- Selling the long tail
- Tracking and quantifying



Objection Handling

- Not all questions are objections
- Clarify
- Evaluate
- Delay
- Convert



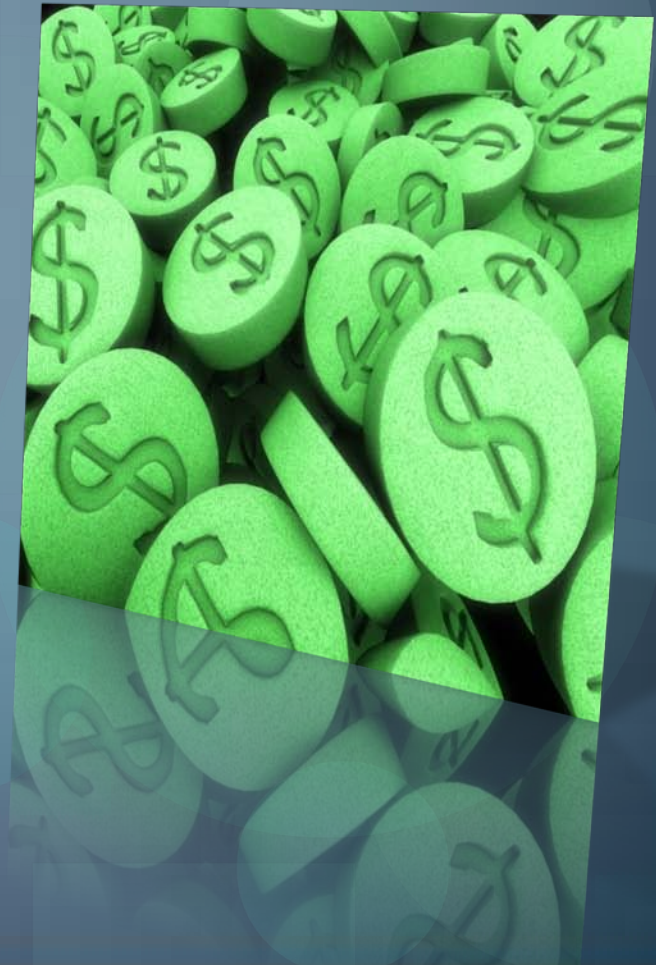
Professionalism

- Dress code
- Language
- Presentation Materials
- Courtesy
- Gossip



Talking Money

- Don't Panic!
- Let them speak
- Don't be afraid to ask
- Be prepared for agreement
 - Have the math ready
 - Have a contract to sign



Closing

- Ask what obstacles still remain
- Ask who needs to be involved in the decision
- Get agreement on the next step
- Set a date



The End

- Recap
- Questions



Objections

- Search engines will find us/we already rank
- Site redesign costs money
- Too expensive
- Strong brand – don't need SEO
- How long is it going to take
- How much does it cost
- Does it cost less for fewer keywords
- We like Flash! And Javascript