

**SEO AGENCY GUIDE**

# **How to Make Your SEO Business Bigger, Better, and Stronger**



# Contents

## Introduction

Growing your agency means making sure all moving parts are in sync. We provide the five growth hacks to make this happen.

## Growth Hack #1: Eliminate Talent Dependency

Don't rely your agency's success on a single rockstar. Create a succession plan to avoid the pitfalls of talent fall-out.

## Growth Hack #2: Develop Processes

Make your agency process-driven. Learn how to deliver 80% of results by focusing on the 20% of your efforts.

## Growth Hack #3: Get Rid of the Hero Complex

No heroes required when running an SEO agency. Shed off responsibilities and focus on what matters - developing the vision for your SEO business.

## Growth Hack #4: Identify Your Success Metrics

Define how you measure success to identify your next steps.

## Growth Hack #5: Build Real Relationships with Clients

Give clients a reason to stay with your SEO agency. Always focus on how you can deliver more value to your clients.

# Introduction

Here's one thing you need to understand about growth – it's not an easy path.

Doesn't mean it's impossible to achieve, though.

Growing your SEO business means making sure all parts in your agency are moving in sync – from marketing and sales to operations and customer support. Take one out, and you'll find your agency not growing as it should.

That's why we have this guide – to make sure your SEO agency remains on the right track of scalability and growth.

In this guide, we provide five growth hacks that will help agencies take their SEO business to the next level:

- ❖ Growth Hack #1: Eliminate Talent Dependency
- ❖ Growth Hack #2: Develop Processes
- ❖ Growth Hack #3: Get Rid of the Hero Complex
- ❖ Growth Hack #4: Identify Your Success Metrics
- ❖ Growth Hack #5: Build Real Relationships with Clients

# Growth Hack #1: Eliminate Talent Dependency

We all know the story of Apple's success and how it's often tied to one person - Steve Jobs.

While Apple was able to sustain business for a time following the removal of Steve Jobs back in 1985, their innovative juice was running out and other companies started beating them in their own game. In 1997, Steve Jobs came back and Apple started gaining momentum by producing one product after another. His death, however, seems to have put Apple's progressive growth to a slow burn.

That's what we call talent dependency.

Talent dependency is a situation when a company relies on individual people within their organization to accomplish specific tasks without having any contingency plan. When the individual/s left the company or took time away from work, no one is able to accomplish the tasks their leftover tasks for many reasons: lack of continuity, no repeatable process, and lack of expertise and training.



# How Does Talent Dependency Affect Your SEO Agency?

Depending on a single talent – no matter how much of a rockstar that talent is – can create setbacks for your SEO agency. The capability of your agency to deliver can become limited to what that single talent can do, and this translates to the following:

## 1. Risks of cancellations from clients

Imagine a client has an urgent task they need to get done and the person handling the work has an emergency rendering them unavailable to work. What happens if that employee leaves permanently? This affects the expectations of your clients, which, in turn, may cause them to discontinue your services.

## 2. Hiring costs for replacement

How much are you spending to look for new talent? The cost for acquiring new talent doesn't only come in the form of financial expenses—the institutional knowledge and experience are important assets you'll lose when a tenured employee leaves.

## 3. Opportunity losses

The time you've spent looking for a replacement talent with the same level of expertise can be better allocated to providing more value to your clients. There's a period of vacuum when a talent leaves, and this may cause opportunities for new business to slip in between the cracks.

## 4. Inconsistent experience

Do the clients love the person handling their projects or do they love your agency? Talent dependency may prompt clients to associate their good experience with a specific person instead of your agency as a whole. In some cases, clients pull out their accounts from the agency and move to where that talent will be working. You don't want this to happen to your agency.



# Create a Succession Plan to Avoid the Talent Dependency Trap

You can't rely on a single rockstar.

What you need is a repeatable, scalable process that will allow everyone in your team to shine and deliver a consistent experience for every client.

Your succession plan defines how your SEO agency operates in case of unexpected situations. This helps your agency maintain momentum and keep deliverables on track if there is talent shortage. Most importantly, this helps you avoid opportunity losses and the pitfalls of talent fall-out.

Your succession plan should include:

- ❖ **Standards for experience:** Every client should have the same experience, regardless if they're talking to Person A or Person B.
- ❖ **Product standards:** Identify what kind of results you're going to drive and write down a process that will enable you to replicate these results for every client.
- ❖ **Customer expectations:** Create a manual that will allow you to benchmark expectations and align with your agency's operations.

In the end, it boils down to how you want clients to become confident in your agency to deliver results, not in a single person.

## Growth Hack #2: Develop Processes

As you move on from being talent dependent, your next step is to transform your agency into being process-driven.

However, don't establish a process just for the sake of having one. It still goes back to how a process can drive the right results for your clients and agency.

The key to making your agency process-driven lies in the [80/20 rule or the Pareto principle](#). The premise behind this is to drive 80% of results by focusing on the 20% of the action.

How do you map a process that follows this principle?

## Prioritize Processes with the Highest Impact

Growth and scalability don't translate into trying to achieve the most impossible of tasks to get more clients to trust your agency. Everything is hinged on what tasks can bring you closer to your goals.

Let's use SEO as an example.

Google uses over 200 ranking factors to rank websites, but you don't need to hit all of them to make a website rank on the top positions of search results. You need to focus on the most important ones first.

It's the same when developing a process for your SEO business. Implement processes that create the highest impact for your agency.



# Create a Checklist for Your Team

How do you execute these processes efficiently? What do you need to accomplish every task?

Creating a checklist can answer these questions.

Checklists serve as supplementary documents that you can use to train your team as you get more people and clients on board. These provide your agency with the cadence to execute tasks, track deliverables, and make sure deadlines are met. With a checklist, your team can take the best approach to handle their work while covering the most important aspects.

Consider the following when creating checklists for your agency's processes:

- ❖ **Identify constraints:** What are your possible major roadblocks in getting a task done?
- ❖ **Reduce bottlenecks:** Once you've identified your constraints, think of what you can do to minimize the steps in getting tasks accomplished.
- ❖ **Keep it organized:** Don't overcomplicate your checklists. Make sure your checklists are organized and easily accessible to anyone in your SEO agency.

**Pro-tip:** As your agency grows, be prepared to tweak your checklists if needed.



# Growth Hack #3: Get Rid of the Hero Complex

Being a hero sounds great. Who wouldn't want to be one?

As much as it feels good to be the hero for your SEO business, holding onto that title will only cause you more headaches.

Let's go back to Steve Jobs as an example.

While Steve Jobs was an inspiring leader and provided the backbone for Apple to grow, he didn't do it by himself. According to former Apple CEO John Sculley, Steve put faith into his team by recruiting the best people. This goes to show that great leadership doesn't translate to making things happen by yourself.

SEO agency owners are quick to dive into campaigns when things go awry. That shouldn't be the case. If anything, you as an agency owner should be working ON your business, not IN it.

## Shed Off Responsibilities and Focus on What Matters

Your SEO agency is like a machine. For it to work properly, all the cogs and gears should be running smoothly. The cogs and gears represent your team. You, on the other hand, are the machine operator.

In short, you shouldn't be one of the moving parts—you should be the one directing the operations.

Every instance you spend working on a specific campaign is time you could have allotted for:

- ❖ Improving your business processes;
- ❖ Learning about the competition; and
- ❖ Training your team to deliver a consistent experience for every client

As the agency owner, your biggest responsibility should focus on the vision of your SEO business. This is a task that only you can do.

## Trust Your Team to Accomplish 80% of What You Can Do

Think back to the time when you were handling a specific task for an SEO campaign. Was it something only you can do? Was there someone else who can do it?

Sometimes, agency owners do work that they could have easily delegated to somebody else simply because it's within their comfort zone. But, is this a better use of time? Most likely not.

One of the important aspects of scaling your SEO agency is training your team and delegating work effectively. Your job as an agency owner is to manage people and develop them into capable team members that can do 80% of what you can achieve.

Training your team to deliver exceptional experiences can drive significant impact for all clients. If you're going to build things at a scale, remember that having 10 people do the work and giving their 100% on a task is still better than you doing it all by yourself.

# Growth Hack #4: Identify Your Success

## Metrics

How do you know that you're growing? What defines your agency's success?

Part of your agency's growth is to know what metrics to measure. Your metrics will move your goals as you scale your SEO agency. In turn, these help you maintain predictability and improve initiatives that focus on growth.

## Beware of Vanity Metrics

It's easy to get fixated on big numbers. But, do these figures have that big of an impact on your SEO agency?

If not, you need to put these vanity metrics aside.

Vanity metrics are results that make you feel good but without any real impact on your business. Examples of these are social media likes, pageviews, and registered users, and downloads. While these metrics show results, they don't tell the entire story of how your agency is growing.

The problem with vanity metrics is they can lure you away from doing any actionable steps. Later on, you'll realize that you're measuring metrics that don't contribute to your growth process.



# Measure the Right Numbers and Take Action

It's easy to dismiss vanity metrics, but it's equally important to know you're keeping an eye on the right ones – metrics that help you understand how your SEO agency is growing.

Some of the metrics you'll need to keep an eye on are:

- ❖ Customer Acquisition Cost
- ❖ Conversion Rates
- ❖ Customer Lifetime Value
- ❖ Monthly and Annual Recurring Revenue
- ❖ Return on Marketing Investment
- ❖ Agency's Net Profit

Your next step is to create a roadmap that aligns with these metrics. For instance, how will you influence customer lifetime value? What key activity will help you improve your customer lifetime value?

By paying close attention to these metrics, you can have better [control over your agency's bottom line](#).

# Growth Hack #5: Build Real Relationships with Clients

Many often think that getting new clients is an indication of a growing business. What they fail to acknowledge is the value that comes with repeat business.

SEO agencies with loyal clients are those that keep growing steadily. For one, the stream of loyal clients provides them with predictable revenue. Most importantly, these loyal clients become brand advocates that reinforce the agency's authority and credibility.

All these point to one thing – building real relationships with clients.

## Always Be the Bearer of News

In other words, communicate.

Whether it's good or bad, any information about their campaign should always come from you first. This shows you're keeping a close eye on their projects, which translates to two important values - caring and ownership.

Set up a monthly call with your clients for a quick temperature check. This is your opportunity to know whether they're satisfied with your SEO services.

If there's a big jump on their rankings, be the one to tell them. Make it a point to be their champion.

If their site has been hit by an algorithm update from Google, be the expert, pick up the phone, and tell them about it. This will not only prevent them from going into a state of panic due to a sudden drop in ranking, but your clients will also appreciate the effort of you reaching out.



# Be Transparent with Reporting

Making sure clients get firsthand information from your agency may also come in the form of [detailed monthly reporting](#). Not only does this display transparency in how your agency delivers results, it also allows you to justify the value of your service by showing real and tangible proof.

## What to Include in Your Monthly Reports

Reporting isn't simply about presenting charts and data to clients. You need to show how these results align with their business objectives.

- ❖ **Keyword movement:** Highlight the position and movement of target terms on Google, including their local and global search volume.
- ❖ **Website traffic and leads:** Provide the number of search traffic and leads going to their website.
- ❖ **Engagement:** Show a summary of site referrals and visits to top landing pages of their website.
- ❖ **Action plan:** Always provide your next steps to give clients an idea of what they'll be expecting from your agency the following month.

**Pro-tip:** Make your reports concise and easy to understand. It won't matter if you have great statistics to show when clients can't see how these numbers affect their business.



# Provide Value Continuously and Consistently

Your job doesn't stop once you've sent them a monthly report.

After providing them with SEO services and helping them get on the first page of search results, your next step is to show that hiring your agency still has value.

This is the premise behind [Hubspot's Flywheel model](#). Instead of putting clients in a traditional linear funnel, you think of flywheel that puts clients at the center with sales, marketing, and services revolving around them. With this model, everything you do has value and revolves around the needs of your clients.

Part of scaling your SEO agency is going from a mindset of, "How I make more money off my client?" to "How do I add more value to my client?"

You can provide value by:

- ❖ **Talking to them about alternative means to accomplish their goals:** You don't stop at SEO—there's social media, paid ads, and website design. It's your job to show them other solutions that will benefit their business.
- ❖ **Being the expert:** You can't expect clients to know a lot of things about the digital landscape. By providing the time to educate them about the industry, you're going beyond simply providing information but being the person they trust when it comes to digital.
- ❖ **Changing gears:** If there's a need to change the direction of a campaign, do it. Oftentimes, you'll have to choose which battles to fight and you need to make sure your clients understand this. Teach your team to be proactive in handling their campaigns without antagonizing the client.

Remember that people reciprocate goodwill and good intentions. More importantly, they invest in results.

**Now it's your turn to grow!**

Remember these growth hacks to make your agency **bigger, better, and stronger.**



# About Us

SEOReseller.com is a White Label SEO company empowering agencies with the services, tools, and software they need to scale their SEO services on demand.

We provide flexible SEO solutions that don't require you to hire talent, so you can control your bottom line, get predictable work delivered and craft long-lasting relationships with new clients every time. Let us take care of the work for you..

# Contact Us

We would love to help you gain more leads for your business and grow your client list. Let's set an appointment together and grow your business through our online marketing services.

Email: [marketing@seoreseller.com](mailto:marketing@seoreseller.com)

Website: <https://www.seoreseller.com>

# Let's Connect!

Have ideas you want to share? Join our community and engage with digital marketing experts:

<https://www.facebook.com/groups/agencypro>

We'd love to connect with you!

Facebook: <https://www.facebook.com/bestseoreseller/>

Twitter: <https://twitter.com/bestseoreseller>

LinkedIn: <https://www.linkedin.com/company/seoreseller/>

Instagram: <https://www.instagram.com/seoreseller>