

Starting an SEO Business: Checklist

This checklist provides you the essentials to start your SEO business - from setting up your business structure to running your operations.



You can view our blog post here: <https://www.seoreseller.com/blog/start-seo-business>

Setting Up Your SEO Business

- Brush up on your business acumen
- Learn the basics of digital marketing
- Decide on your SEO business structure (Single Proprietorship or LLC?)
- [Create an SEO contract template - or download our free template](#)
- Set up your payment method
- Prepare an invoice template
- Choose an agency name and logo
- Identify your target buyer persona
- Choose your niche
- Decide on which SEO services to offer
- Acquire a domain and hosting for your website

Develop Your SEO Methodology

- Determine your core SEO methodology
- Determine whether to hire in-house experts or to outsource
- Learn project management skills
- Familiarize yourself with project management tools
- Determine which SEO tools to use
- Create a manual on using SEO tools and cascade to your team

Market Your SEO Business

- Audit and optimize your website
- Build quality links for your website
- Set up and claim your business listings on relevant listing sites (Google My Business, Yelp, etc.)
- Ask your first client to leave you a review
- Optimize your social media profiles
- Join social media groups
- Write and optimize content for your buyer personas
- Launch paid ads to promote your SEO business
- Attend trade shows and conferences in your area
- Create lead magnets and offer these to prospects attending the same events as you
- Prepare and refine your email list for cold emailing and nurturing campaigns

Sell SEO Services

- Establish your SEO pricing structure
- Download the SEO audit widget
- Ask for referrals from your network
- Cold call
- Qualify your leads
- Prepare a set of probing questions
- Disqualify clients who are not the right fit for your agency
- Do you prep before pitching (Research about the client and their industry)
- Create an SEO proposal
- Prepare marketing materials to supplement your pitch
- Learn rapport building techniques
- Learn closing techniques
- Write down the different ways to keep clients

Maintain Business Continuity and Operations

- Set a baseline and performance measurements to align sales and fulfillment
- Create a succession plan that details standards for experience, products, and customer expectations
- Develop processes and provide documentation for internal use
- Find an outsource provider to ease fulfillment and offload from your in-house team

Feedback? We'd love to hear from you.

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