


SETTING CLIENT EXPECTATIONS

Setting clear expectations from the start is important to avoid frustration and miscommunication. These are a list of likely questions you will encounter:


How long will it take to rank number 1 in Google?

- We can get you into the top 10 Google search results in 6 months.
- Consistently staying on top requires SEO.

 **Fast Fact:** 92% of users click only the first page results.

What guarantee do I have you will rank me?

- You can track your campaign daily.
- The dashboard is accessible online, 24/7.
- Mild fluctuations in rankings are normal.
- Overall direction of ranking trend is best evaluated by month.

 **Expert Tip:** Show your client a sample campaign if possible. If you do not have an existing client yet, request for a sample in your dashboard.

Do I get my money back if I do not rank?

- No, but request for 4 months from your client to prove rank growth.
- Guarantee rankings will *positively change* over at least 4 months.
- The number of leads skyrocket when you get to Google's first search results page.

How will I know if people are visiting my website? Is there a way to know how many people are visiting my site?


- Your Reseller dashboard shows website traffic.
- Google Analytics is also installed to record historical data.
- Different kinds of insights can be gained from Analytics including Traffic Source, Audience Demographics, Content Analysis, etc.

Is there a way to monitor progress?

- You can monitor each keyword rank 24/7 in your white label dashboard.
- Executive summaries are prepared each month.


How will I know that my site is getting QUALITY leads (from your SEO)?

- Keywords selection is vital to bringing in quality leads.
- The right keywords bring in the right kind of visitors to your website.
- Client must be involved in keyword selection & evaluating content created for them.

 **Expert Tip:** Provide examples of how to select keywords. Benchmark the competition to find opportunities.

What if I don't have a website?

- Aside from SEO, we also have website design services.
- We can customize any plan to match your current needs.

 **Expert Tip:** Listen to your clients' requirements and upsell other products or services they may need.

What you need from your clients:

- Client's website URL.
- Content brief filled out as descriptively as possible.
- Website credentials like Cpanel, FTP and CMS (if applicable).
- An active Gmail account for Google apps installation.