



Elite Strategies SEO Sales Script

Remember, you are not telemarketer; you are a consultant helping a business owner get more customers. It is important to remember not to sound like a sales person and to remember you are here to help their company get better visibility in the search engine rankings.

Hello, this is _____ first name _____ calling from _____. We are a local SEO company located in _____ and wanted to introduce our company to you, **if I told you that we had a way to drive more customers to your business, is that something that you'd be interested in today?**

SEO is the process of getting your business listed on Google higher up in the rankings than your competitors. 2010 Statistics have shown that 80% of all Americans are using Google to find businesses like yours, rather than traditional forms such as the yellow pages, 411, and other print advertising. Also worth noting is that 63% of internet searchers are not going past the 1st page of Google.

Is getting more customers through placing your page on the first page of Google something that you are interested in?

Does your company service a national or regional market, or both?

If they are <u>not</u> doing SEO	If they <u>are</u> doing SEO or some form of internet marketing
Do you know what some of the keywords that describe your business are?	Are you tracking conversions? (This means, are they looking at who their visitors are, and how they came to their site)
What local areas do you serve?	Are you receiving a monthly report?
Do you know if you are listed on Google right now?	What keywords are you targeting?
How are customers finding you right now?	If you could improve one area of the campaign, what would it be?
Are you the person that can make decisions for you company about making changes to your internet campaigns?	Many of my clients have been in your situation, what you are doing is a great source of business, however many of our clients found <i>our</i> SEO campaigns to increased business and lower their costs.



At this point, ask them for their website and email to send them a report. Also get name, address, and phone number to fill out a lead sheet.

Build rapport and learn more about their business and any history they have with SEO, website design, etc.

If and only if they are pressing you for a price: *As a ballpark, our minimum is \$1000 down and \$499 per month. This can vary depending on your industry and location. There are other exceptions such as seasonal companies that are charged accordingly.*

SO,

Is SEO something that you feel that can help your business?

What obstacles are in the way of moving this forward?

Do you have a time line on how quickly you want to get your site listed on Google?

CLOSE

Our Fees - Our fees are dependent on several different factors: the size of the town or city you are in, and the current competition on Google right now. I'm sure you can see that an accountant in a small town in Idaho will be easier to rank for than a Lawyer in NYC. So by looking at your site and your competition, I would say that we can get 10 of your main keywords to the first page of Google in about 1-2 months and would only cost you _____ for the first month, and _____ for the remaining __3-6 -12-24____ months.

Does this sound like something that will work for you?

If they want to do more research or to discuss a report:

OK, so I'm going to take all of this information and run an analysis of your site and competition to prepare a quote. Let's set up a date and time for a call back to discuss our findings from the report.