

Tips For Selling The HOTH

by The HOTH

Selling Advice For Resellers

Smaller Clients

For smaller clients, just try to get them in the door. If you are just starting, get clients in with an easy offer. You can sell them on ranking a few keywords as a trial.

Pick easy ones and use a few PBN links or HOTH Blitz (if they cancel, you can get all your money back within 30 days).

Track the rankings with your favorite tool, then call them up after and resell them on a monthly package.

Show them reports from OSE or Ahrefs & SemRush.

Bigger Clients

They probably already have SEO, so tell them how you can do it better via:

1. Creative keyword research [here](#) and [here](#)
2. Play to the competition - show them reports from [OSE](#) or [ahrefs](#), and [semrush](#) of them vs competition and appeal to that (driven business owners want to dominate their competition)

3. Sell with math - Find out their numbers and show them with math what you can do for them:
 1. How much a sale is worth to them
 2. What is their close rate
 3. What is the total available traffic you can get
 4. How much they would win based on the amount of traffic and leads they would get

Sell Traffic and Leads, not The HOTH

The HOTH is a brand that only publishers and other agencies care about, so we don't expect the final users (e.g. your clients) to recognize it.

Most clients don't understand the wizardry of SEO, so show them what it will do for them in terms of visitors, leads, and sales.

At the end of the day, they buy their dream home with dollars, not the number of links you made.

Keep it simple.

Sell them on more targeted traffic, that results in brand exposure, leads and sales. Sell them on the track record of YOUR method (again, you have their trust, not us).

Along these same lines, feel free to "white-label" this service anyway you'd like.

Emphasize Volume & Long Term Plan

One of the reasons The HOTH appeals to end users so much is because when they learn of the huge volumes of links they'll be getting, they think to themselves, "Jeez, it'd take me months to do this."

They are right. Take advantage of this.

DO NOT SELL IT AS A "1 TIME DEAL" or Silver Bullet

Although its probably easier to close a sale with,"You just do it this 1 time and you never have to worry about it again!" but...

There are just 2 problems.

1. It's not true. Rest assured your customers will end up pissed that you've mislead them.
2. You won't be able to make any more money off of them.

Explain that no matter what, SEO is a gradual, iterative process, much like a political campaign. It takes time to build up your rank/reputation, and even when you have it, it takes maintenance to keep it. This way you create an evergreen revenue stream for yourself.

Here is a plan laid out that you can sell them on as a monthly strategy. Break it up how you see fit. [HOTH SEO Plan](#)

Creative Keyword Research & Ranking Strategy

1. Find keywords that your client hasn't even considered. Sell them on the creation pages optimized for those keywords + link building for them.

2. It doesn't have to be on their site for you to SEO it. You can rank youtube videos, citation pages, a press release that you create for them, their social profiles, their original website and any other assets they have.

Along the lines of the last point, as an interactive agency, you're at a HUGE advantage where you can do some keyword research, buy the exact match domain, and build your client a micro-site for the sole purpose of exploiting a particular keyword/key-phrase.

3. Often times this is more efficient than trying to get a page on their existing site to rank and you can sell your development services while you're at it.

If you have the kind of clients that are really into "creative stuff," you can even package it into some kind of "microsite campaign," like was popular 1-3 years ago.

4. Show them that their competition is doing it

If your client is a Pizza place in Evanston that you did a website for, show them that their competition is already ranking and actively SEOing for terms like "Best Pizza in Evanston," "Evanston Pizza," "Pizza Evanston," etc.

Often times, when you bring the competition offline, back to what is more familiar, the benefits become much more tangible and appealing.

Sell The Benefits of SEO as They Pertain To That Client

Often, online marketers, especially those that work with local businesses, focus 100% on the ROI of everything they sell to their clients.

However, believe it or not, that's not every client's 1st priority.

I've sold a world-traveling DJ on SEOing his site for "[name of hometown] DJ," not because he was looking for more work or leads in his hometown (he has an agent that books him internationally), but just because he thought it would be "cool" to rank for that.

Likewise, I am currently working on an account for a public company that has no SEO for their site at all. They want to rank on page 1 for the name of their industry. I asked them if they thought that strategy would bring more leads. Their response really surprised me, "Honestly, its more of a pissing contest at this point. We just think it'll make us look good."

Moral of the story - Don't assume every client thinks like you do.

Figure out how to sell value to THEM, not what you would personally find most valuable.

Sometimes, vanity Sells, even in SEO

Along the lines of the previous point, even local business who tend to penny pinch will demand things that don't make sense.

Give Them What They Want

For example, a successful physician client of ours wanted to rank for "[town] [type of medical practice]." After some keyword research, we found many more profitable phrases for him to rank for and he gave us the "OK" to begin optimizing his site for those words.

Soon, his traffic was up. He was getting more phone calls to his office.

But he was furious.

Why? His rankings for his desired "vanity phrase" were sinking.

Immediately, we switched our focus to getting him the rankings he wants for that phrase instead of the ones we'd originally proposed.

We now have less work to do and he is more pleased than ever.

Always Get A Timeline

(This applies to selling anything.)

Many clients waffle about getting started with their SEO campaigns. While this inaction seems senseless, its usually fueled by a type of self delusion, like "maybe if I don't touch it for a while, it'll rank on its own."

If your client was an SEO native, he'd know that this was as crazy as believing that the grass would mow itself. However, he isn't.

Ask the client how soon he wants to begin reaping the rewards of his website.

i.e. "How soon would you like to see customers purchasing/signing up/submitting their info on your website."

This question forces the client to make an active, affirmative decision about their results of the project, instead of a passive, negative decision about the cost.

If they say "next month," then you can confidently say, "Man! Then we have to get started on your campaign yesterday! This can take months!"

They will effectively have sold themselves with their own urgency.

Regardless of the clients response, use their timeline to secure a commitment ASAP.

Do Not Point Them To TheHOTH.com

Business 101: Never tell your customers where to find the wholesale price.

At the very least, copy and paste our content onto your own letterhead.

Questions?

We love resellers as they are the backbone of our business. If you need any help just reach out to us at support@thehoth.com and our fanatical U.S. support will help you any way we can. We got your back.