

**THE HOTH PRESENTS:**

# **SEO LEADS CHEAT SHEET**



# How To Get SEO Leads Checklist

by [The HOTH](#)

This is the checklist that accompanies [this post](#).  
Check out the post for more information, details, and  
explanation!

## 1. Get Google Rankings For City + SEO

Setting up your website to rank in your city is one the best bragging rights that you can have. Don't just rank your city though, you can rank nearby suburbs or cities as well.

- Break out your website into separate pages for each service
- Use your keyword in the URL "[yourwebiste.com/chicago-seo](#)"
- Makes sure your page has 2000+ words of valuable content
- Send internal links to that page with targeted anchor text

## 2. Offer a Free Audit Tool

Offering a "free website analysis" tool is a fantastic lead magnet. These convert really well. You can put this on your website and collect email and phone numbers before the user gets the report, then follow up with the prospect (they usually won't know what to do with the information they get in the report).

- Put an SEO audit tool like [MySiteAuditor](#) on your website.
- (Get a discount by visiting [HOTH Partners](#))

### 3. Give Away Free Resources

Offering other types of lead magnets is another great way to collect inbound leads. These can be simple to create (usually the best ones are the simplest, easily digestible). These can be simple PDFs (like this one!).

- Create a free resource like an SEO checklist, or other lead magnets to capture emails and contact information.

### 4. Make Strategic Partnerships

Making partnerships is a great way to get referrals. The difference between a cold lead and a referral is enormous, so partnering with other local businesses like web design firms, marketing firms, a/b split testing consultants, etc can be a great way to drive new leads.

- Make partnerships with local web design firms
- Make partnerships with local marketing firms that don't do SEO

### 5. Offer Customer Referral Fees

Set up an easy program that can reward customer referrals. There is a simple contract [here](#).

- Create a referral program and give a 10% finders fee

### 6. Answer Questions on Quora

Showing your expertise and positioning yourself as an authority is a good way to drive organic referral traffic to your site. [Quora](#) is a goldmine of opportunities.

- Look for SEO questions you can answer and make sure you have a link in your profile to your website

## 7. Tag Websites You Work On

Not only is this a good way to get referral traffic, you can also get good backlinks to your website to help you rank. When you work on a website, make sure to include a link back to your website.

- Put a link in the bottom of your clients websites
- Nofollow those links

## 8. Add a Live Chat

Surprisingly live chat is pretty popular and it works. It's a great way to start a conversation and transition into a phone call or sales call.

- Add a live chat service like [Olark](#)

## 9. Offer Web Design Services

Offering web design services is a good way to get your foot in the door - Clients usually need SEO right after they build a website, so it's a great natural progression in the sales cycle. As you build up your product ladder, this is a great offer to expand what you can sell to clients.

- Add web design packages to your roster

## 10. Contact Horrible Website Owners

You can take a look at pages 2-4 of Google and find the email addresses of the owners of the businesses and cold email them. In this case it's easy to show them what they are missing out on, and since they are close to the top (not page 5000) they can usually be optimized and ranked relatively easily.

- Reach out to companies that rank on page 2 of Google

Offer web design + SEO

# Bonus Section

Here are some additional methods for scaling client acquisition.

## 11. Start an outbound sales team.

This takes a bit more effort to set up but you're going elephant hunting (identifying your perfect target customer and going right after them). These types of customers will make a big change in your revenues. This involves dividing up your sales team into 2 parts - 1 part that ONLY does prospecting and qualifying, and then another team that ONLY does closing. You can follow the model from a book called [Predictable Revenue](#).

## 12. Run Facebook Ads + Funnel

Again this is a more intense strategy but once it's set up it can really scale. Here you'll want to identify your target audience, set up a lead magnet to capture the target clients information, then an email sequence that provides value, answers their top objections, and pushes them to a call to close. You can find more details about our experience running over \$100k in paid traffic that generated millions of new revenue in our [blog post here](#).

## 13. Join a BNI Group

[BNI](#) is an international organization that has local chapters everywhere. The concept is that they let in 1 person from each industry and you trade services and help each other out. It's a great way to expand your client base, especially when starting out.

[Click here for the original article and more details.](#)

# Thanks for reading!

Any questions? Hit us up at [support@thehoth.com](mailto:support@thehoth.com)  
[www.thehoth.com](http://www.thehoth.com)