

# Business Benefits of SEO for PR Agencies

You specialize in PR. We specialize in SEO. Together, you can do more for your clients, earn some additional income and confidently bring a more data-driven approach to your content programs. Read on and, if interested, let's talk!

## Partnership benefits for your PR agency

**Greater service and support to clients** -- You can say YES to more clients when they ask you about SEO services as a foundation for content creation.

**10%, Easy Cash Infusion** - We happily pay a (redacted) percent commission on all client work for a year, and we pay ongoing if you continue to provide referrals. You'll have access to an online spreadsheet where you can track referred clients, their payments and your commission.

**Upsell Current Clients** -- The results of our work will, unequivocally, point to the need for more content. That's content you, their trusted PR agency, can create for them.

## SEO services provided

Our partnership can provide supplemental services to your current offerings, such as --

### **SEO Audit**

This service can become the backbone of content marketing strategies, web design, SEM campaigns and, of course, increasing meaningful organic traffic. PR agencies, marketing teams, ad management staff and the website management teams will all be able to confidently use the SEO Audit report and recommendations in their work.

Typically in the (redacted) *price range* and completed over a (redacted)-month period, this SEO Audit service includes a keyword strategy, recommended website changes and recommended content changes and additions. The audit is foundational to any other work we do.

## Monthly SEO Services

Monthly SEO services include detailed traffic and ROI reporting, content briefs for blog/article creation, ongoing recommendations based on changes in both your business and the Google algorithm, and more.

Typically in the (redacted) *per month range*, these services will likely also open doors for you to provide even more content development services to clients. A sample content brief is attached in the appendix.

## Local SEO

For clients whose customers are predominantly local (health care providers, lawyers, HVAC, etc.) showing up in Google's Local Map results is critical for increasing clicks and likely sales. We have specific Local SEO service packages to help rank in the top three results on relevant keywords with local buying intent. Services are *typically* (redacted) /month with a (redacted) setup.

## Upsell clients based on SEO research, facts and need

With our SEO Audit, and even more so with our monthly SEO services, our team will identify specific content needs for your clients. Examples include --

- "Thin" website pages with too little content. We'll tell you which pages need content, what keywords to include, how long the content should be and more.
- Helpful white papers, infographics, case studies and more to create.
- Blog posts (also repurposable in newsletters, of course) to be written and the recommended priority. We provide extensive content briefs providing content creation direction such as --
  - target audience,
  - relevant keywords to use,
  - major topics to address/questions to answer and more.

## So, where do we start?

**Agreements** -- (redacted), our Project & Operations Manager, will send you two documents to sign electronically: a Commission Agreement and an NDA so you can be confident sharing information about your clients with us.

**SEO Brochure Co-branded** -- If desired, we can co-brand the first page of our SEO brochure to reflect both our companies' logos. To do so, we'd like an AI, PNG and PDF version of your logo, please.

**Website Content** -- If desired, we can provide some content for your website about the SEO services you can offer clients.

**Newsletter Lists** -- We want to be abreast of your news, offerings and client success stories. Kindly add (redacted) and (redacted) to your email lists. We'll do the same and add you to ours, on our end.

## And, where can you start?

Once we've gotten a sense of each other's agencies and services, through a Zoom meeting or personal connections, these next steps are helpful --

### Take a look at your clients

Think about your clients (current, past ... and maybe even some leads).

- Are you hearing distant (or loud) grumbles about poor search engine ranking, needing more leads in their sales funnels or revenues dropping?
- Are they in need of more traffic on relevant and meaningful keywords?
- Does your client express awareness around how to transform their website from an online brochure to a well-oiled lead-generation machine?

### Develop a list of introductions to make

- Send us the websites for the clients to whom you'd like to introduce us as your SEO partner. Include a few competitor website links if you have them too.
- We'll first review our findings with you, and discuss your relationship with the client and how to approach SEO with them.
- Help us understand the organizational dynamics: the internal team, other agencies with whom they work, relevant successes (and failures) they've had ... company dynamics.
- Kindly make the introductions by email, phone or a Zoom call. (We prefer you on the introductory call to help facilitate the conversation if possible.)
- We'll take it from there and keep you in the loop to the extent that you wish.

### **Consider how your clients work with you**

- Do they discuss SEO with you at all when you're developing content strategies?
- Do they provide you with "content briefs" detailing what keywords to use for a particular blog post, white paper or case study?
- Do they tell you what "pain point" the blog post/article is answering, what likely search terms will be used to find that article and who the likely audience is?

### **Start earning more right away**

- We start all SEO clients with an SEO Audit. That service is typically \$(redacted), depending on the size and condition of their current site.
- Our SEO Audit will highlight content needs and provide a level of prioritization about which content to work on first. You'll have opportunities to upsell your clients on research-based, keyword-focused content that will benefit their page rankings, traffic and, likely, conversions and sales.
- Once we earn their trust as they experience the caliber of work we deliver and how useful it is, most clients will also want our monthly SEO services, which will provide you with regular content briefs for specific content creation. Those services are typically \$(redacted)/month.
- We can bill the client directly and pay you a 10 percent commission by check, or we can bill you for the service, minus 10 percent, and you can bill the client as you wish. We pay commissions quarterly.

### **Professionalism, Reliability, Good Work and Nice People**

You may have had challenges with "small shop" or freelance SEO professionals before. No more worries about unresponsive freelancers or companies going belly up when partnering with (redacted). We've been in business for over 16 years now and have a (rapidly growing) team of 20-plus full-time professionals and a well-developed network of freelancers as needed.

Our attached SEO brochure, the stats and the testimonials speak to our capacity. We like to say we offer "big agency SEO at small agency pricing."

Like you, we want to work with friendly, nice, capable people who deliver on promises made. Here's a look at some of our key team members. (link redacted)

Again, we are happy to be exploring this partnership and how our two companies can combine talents and capabilities to better serve our clients.

Sincerely,

## Appendix: Additional services options

We aim to be a supplement and compliment to your agency's services and will always defer to your team to provide any overlapping services both our agencies may offer.

If not already provided by your firm or by your client's internal teams or suite of vendors, or if you prefer to outsource the work to us for a (redacted)% commission (or possibly more if you mark our services up) we are also able to provide integrated services such as --

### **SEM & PPC Management**

We offer SEO-based online ad management campaigns. We also write and create landing pages designed to convert. Prices are based on a mix of the number of campaigns and the total ad spend.

### **Marketing**

For clients needing marketing services, especially performance-driven marketing focused on *lead generation and increasing relevant traffic*, our team of (mostly) senior marketing strategists can deliver measurable results. We provide marketing strategy, marketing automation, infographics and more.

### **Narratives & Messaging**

Good SEO relies on thorough research, stellar homepages and content that make people say, "*Hmm, that's interesting, tell me more.*" Our marketing and content professionals are all rather skilled in developing narratives and messaging that is SEO-based and addresses customers'/potential members' pain points in a way that's both emotionally resonant and equally logical, and they do so using the prospect's language and terminology for even greater resonance and conversion.

### **Ecommerce**

If you encounter complex Shopify ecommerce sites, we can help there, beyond your WooCommerce focus and speciality.

### **App Development**

We design apps and can work on a number of platforms.

### **Custom Site Development, Maintenance and Hosting**

Packages to suit all levels and sizes of businesses are available.

Please see (redacted website) and *Services* for more information.