3 Steps to Selling SEO Contracts and Scaling Your Agency

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Welcome to the Ultimate Guide to Selling High-Value SEO Contracts

Securing large contracts with businesses you've always dreamed of working with might seem daunting, but with the right approach, you can position yourself to close deals worth $100,000 or more. This guide is designed to walk you through a three-step process that has been instrumental in helping SEO agencies like yours scale to new heights 💸.

Whether you choose to employ these steps individually to target specific areas of improvement or integrate them to form a comprehensive strategy, you'll find that each element holds the potential to enhance your agency's ability to secure contracts, both with existing and new customers.

Is this guide for you?

✅ You are an SEO agency that wants to grow, but struggling with fighting other agencies. There are SO MANY SEO agencies that cannot provide results.

✅ You know your SEO works, but you don't know how to demonstrate this to new clients and to show existing clients how valuable you are.

✅ You are struggling to increase the LTV of existing clients. Closing new clients has got to be easier.

✅ You're spending countless hours trying to differentiate your services, but can't seem to cut through the noise of the competitive landscape.

✅ You're ready to scale, but you're uncertain about the most effective strategies to invest in that will secure the growth trajectory of your agency.

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Tried and tested by successful agencies

The three steps that we are going to dive into have been used by many SEO agencies over the last few years.

Here are some of the results:

Content Refined went from $0 to $720k in revenue in 10 months

> " That impact on churn is what really moved the needle from this sort of like 20K a month MRR range to the kind of 720ARR range.
>
> Jon Gillham
> Co-founder of Content Refined
> **Content Refined**

> " We saw a big revenue jump over 12 months. In terms of SEO revenue, we went from about $1 million to about $3 million after one year.
>
> Mark McDowell
> CEO of Primal Digital Agency
> **PRIMAL**

Primal Agency went from $1 million to $3 million in revenue In 12 months

SarkarSEO generated more than $10 million in revenue and became the one of the top Blackhatworld SEO sellers of ALL TIME within 8 years

> " My business boomed up four times in last seven, eight years... Even I would say I'm one of the top seller on Blackhatworld.
>
> Mohit Parnami
> Founder at SarkarSEO
> **SarkarSEO.com**
> Where Perfection Starts

> " Maybe in the past year alone, it increased over a million dollars in recurring revenue. We were able to gain an extra one to two clients at the very least per week.
>
> Matt Ross
> Director of operations at Hozio
> **HOZIO**

Hozio increased their overall recurring revenue by over $1 million in 12 months.

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Build a Track Record

In the past, you would try to pitch the prospect on the technical SEO details of content creation/backlinks. The result was there was no way to prove past results were successful and generated an ROI.

Many agencies make the mistake of overlooking their track record. Many times the excuse is that building a track record takes time.

The reality is that building a solid track record **does indeed take time**, but that doesn't mean you can't start building one today. The faster you start building a track record and case studies, the faster you can accomplish this. It can take as little as a week to start generating graphs, which you can start using for future sales.

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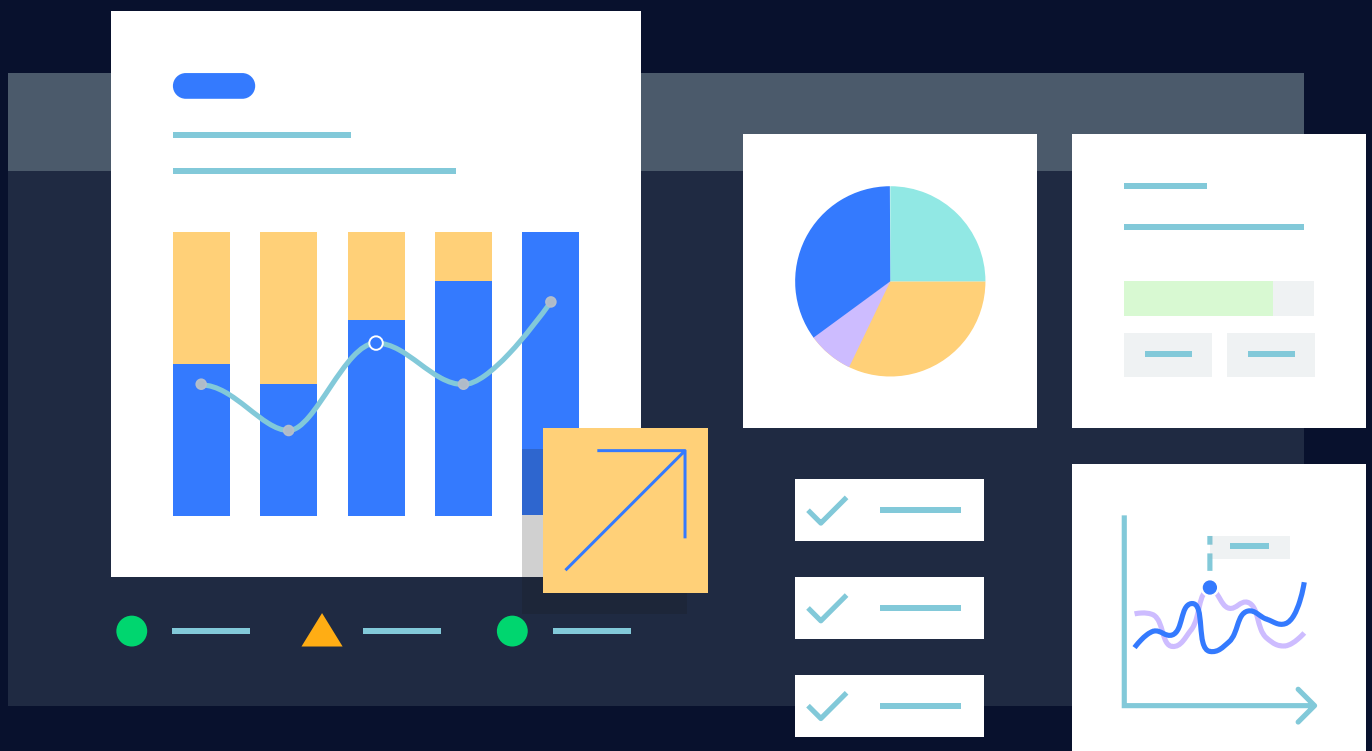
How to Build a Track Record

Creating a solid track record for your SEO agency is all about rolling up your sleeves and digging into the data from day one. Start by knowing exactly where your client stands before you begin your magic—what's their website traffic like? Where do they rank for key terms? How many visitors are they turning into customers? Once you set the baseline, every tweak and change you make gives you something to measure against.

As you start to see those numbers climb, get those wins down on paper—or even better, onto graphs that anyone can understand at a glance. People love seeing growth trends that point upwards; it's a clear sign that you're onto something good. And as you collect more of these, you end up with a goldmine of graphs that prove your worth.

Share those victories, because they add color and depth to the picture you're painting of your business.

Don't fall into the trap of thinking this is something you can put off until later. Start pulling together those graphs and case studies now, and in no time, you'll have a toolkit that'll help reassure new clients that they're making the right call. After all, nothing speaks louder than proven results, and nothing feels better than showing off a job well done.

An Example of How to Easily Wow Prospects in Seconds

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Let's consider **Agency Elevation;** they have quickly set up compelling visual representation of their success by incorporating two graphs on their website that demonstrate the results they've achieved for their clients:
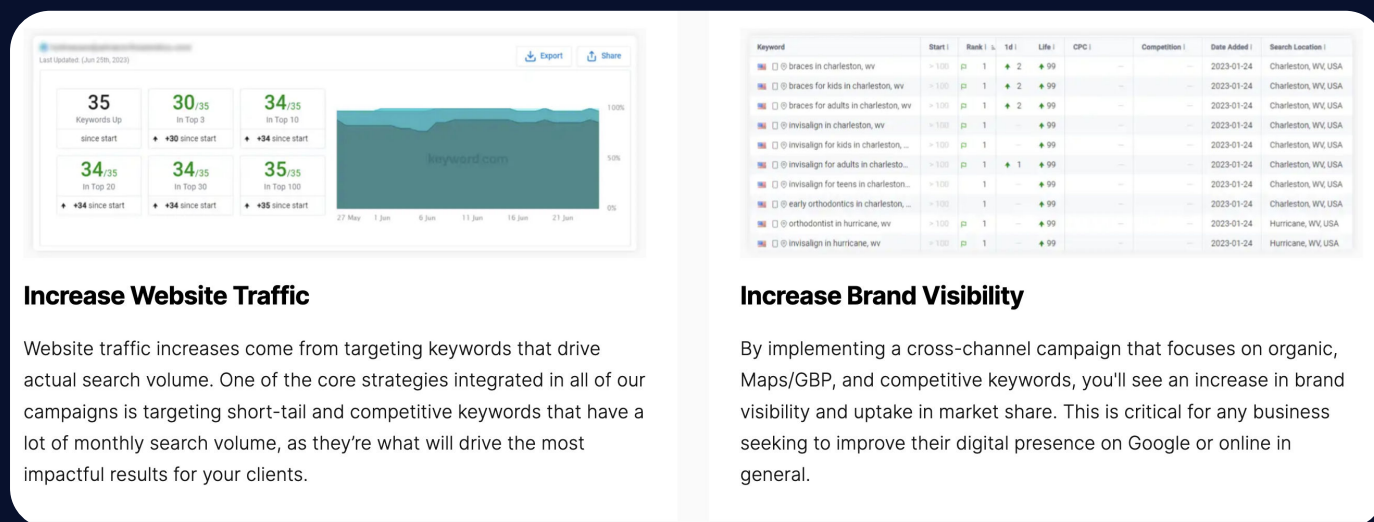
Increase Website Traffic

Website traffic increases come from targeting keywords that drive actual search volume. One of the core strategies integrated in all of our campaigns is targeting short-tail and competitive keywords that have a lot of monthly search volume, as they're what will drive the most impactful results for your clients.

Increase Brand Visibility

By implementing a cross-channel campaign that focuses on organic, Maps/GBP, and competitive keywords, you'll see an increase in brand visibility and uptake in market share. This is critical for any business seeking to improve their digital presence on Google or online in general.

Now, when prospects take a glance at these graphs, it's pretty clear what they're looking at—real results from real clients.

Notice the sea of green? This is what your prospects will see first, a clear indicator of consistent growth and positive results, signaling the kind of success they can expect by working with your agency—after all, you've already done it in the past!

Adding two simple graphs like this from previous work with a client is super easy to do and will add a whole lot of value to your website.

PRO TIP: Monopolize a market with mushrooming

Building a track record is not just about compiling an impressive list of past successes—it's about strategically leveraging those successes to generate even more business. This is where mushrooming becomes a powerful tactic for SEO agencies.

Mushrooming is about taking the results you have achieved for one client and using them as a springboard to capture similar clients in different markets or niches.

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As you zero in on a specific industry or area, your agency's message becomes so targeted and compelling that it easily stands out from the rest.

Here's how to implement mushrooming effectively:

1. **Start with specialization:** Choose a target market or niche where you can make a significant impact. For instance, becoming the go-to SEO expert for service-oriented entrepreneurs in New York City.

2. **Create a compelling case study:** Once you secure a client and achieve great results, document every aspect of the success story. This case study will become the cornerstone of your track record.

3. **Exploit local success:** If you have helped an entrepreneur in New York achieve top rankings, use this success to pitch to others in a nearby city, like New Jersey. Show them the results you have garnered and the increased revenue for your current client. This localized proof is persuasive and demonstrates your ability to replicate success.

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4. **Scale geographically:** With each new success in a different city—let's say you've moved from New Jersey to Miami—create a new case study highlighting the latest achievements. This gradually establishes your agency as a specialist across a region.
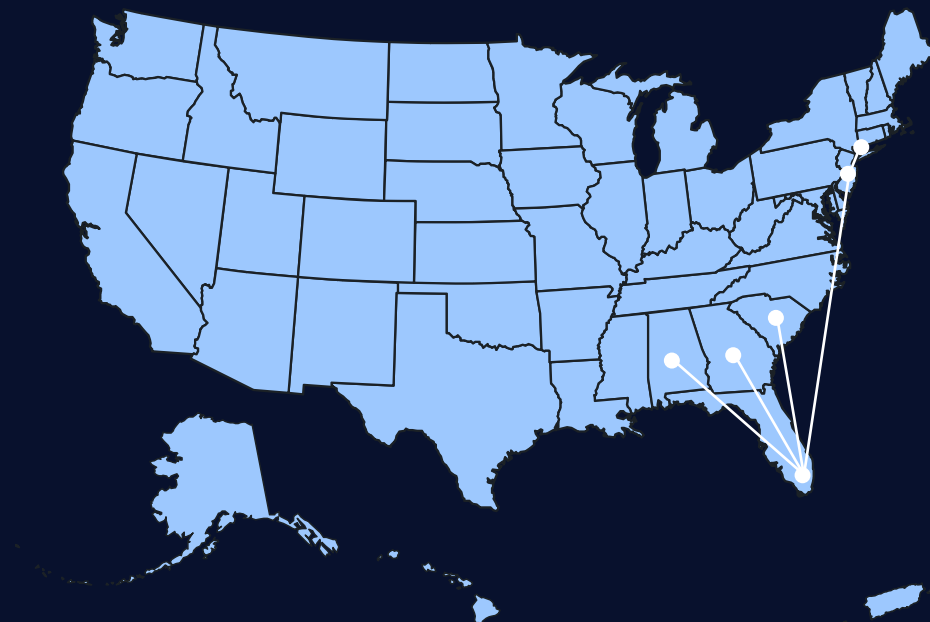
5. **Deepen your expertise:** As you move from city to city, you can start to zero in further into more specific niches within your original market, which not only strengthens your track record but also allows you to monopolize the market effectively.

6. **Increase your value:** As your collection of case studies grows, your track record solidifies, and so does your position as a market leader. This authority allows you to command higher rates and secure more substantial contracts from clients who see the value you offer.

7. **Continue to cut through the market:** Your marketing message, now reinforced by a strong track record and respected specialization, will resonate more powerfully than a generalist approach ever could.

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Case Study: How Hozio Achieved Nationwide Success with Mushrooming

Let's take a deeper dive into Hozio, an SEO agency that has skillfully leveraged the mushrooming approach

By honing their skills in SEO, Google My Business management, PPC, and Website Design, Hozio has become one of the go-to agencies for New York City businesses. They've proved that focusing on a niche doesn't limit your agency, it defines you as a specialist for a specific group of companies with unique challenges and needs.

Hozio's mission, boldly stated on their About Us page, is "To unlock growth for hard-working entrepreneurs—the driving force of our economy." This statement announces who they're in business for.

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Hozio doubles down on their targeted approach with a "Who We Serve' section that clearly states that they are specialists when it comes to digital marketing for small, service-oriented business owners.

Their Client Results page serves as a testament to their success, showcasing testimonials from founders and CEOs in the NY and NJ area. These are not just praises for Hozio, but act as proof of their work and reinforce their positioning.

Featured Case Study

Apex Air Duct Cleaning Averages 620+ Phone Calls a Month

Services: SEO, GMB, PPC, Web Design

View Case Study

Hozio's sharp focus on a specific niche has not only made them a top choice in New York but also paved the way for them to grow across the United States. With this strategy, they've achieved remarkable success, now serving over **550 clients nationwide.** Their journey shows that mastering a niche market acts as a solid base for expanding far and wide, turning a local agency into a nationwide name.

Calculating ROI to Win Over Prospects

After you've started to build a track record with data and stories, the next crucial piece of the puzzle is figuring out your ROI—return on investment—and clearly communicating this to not only your clients you're working with, but also your prospects. This is where you turn those impressive metrics and anecdotes into easily digestible numbers that tell prospects the results you can bring for them.

Calculating the ROI of your strategy will:

- Provide tangible evidence of how SEO contributes to the bottom line, making securing or increasing funding for SEO initiatives easier.
- Provide data for strategic SEO decision-making. You can identify the most effective SEO tactics, adjust your focus accordingly, and allocate resources to the areas that yield the highest returns.
- Demonstrate SEO value to clients, stakeholders and prospects!

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How to Measure SEO Success - Five Methods

There are several ways to track the tangible results of your SEO efforts.

To Learn more about how to calculate ROI, read our article **SEO ROI: What Is It and How to Measure It for Your Clients**

1. Calculate SEO ROI using keyword rankings

Keyword.com can help here. It's an **agency rank tracker** that lets you track hundreds to thousands of keywords simultaneously. All you need to do is input your website and search terms for real-time ranking updates.

2. Calculate the ROI of SEO Using Traffic Generated

Utilize Inform Webworks' formula to determine SEO ROI by multiplying the monthly or yearly search volume of your targeted keywords by the expected click-through rate based on your SERP position, then multiplying the resulting visitors by the average cost per click. Subtract your SEO investment to find the ROI.

3. Calculate SEO ROI Using Conversion Rate

Another way to calculate SEO ROI is to track and assign value to conversions made from organic searches.

4. Track Lead Conversion Values with Google Analytics

Set up goal tracking in Google Analytics to quantify the value of leads generated through SEO by assigning dollar values to specific conversion actions, such as form submissions or product inquiries, to better understand the financial impact of your organic search strategy.

5. Monitor User Purchase Journey with Google Analytics

Tracking user purchase journey is another way to measure ROI. This report shows the percentage of user interactions at each funnel phase before becoming a lead or customer.

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Use Third Party Verification

Once you've established your SEO agency's ROI and can communicate it effectively, bolstering your credibility with third-party verification can really seal the deal with clients and prospects. This isn't just about what you claim you can do; it's about independent confirmation that you actually deliver on those promises.

Third-party verification plays a crucial role when it comes to proving the effectiveness of your SEO strategies, and that's where tools like **Spyglass** from Keyword.com can be incredibly useful. It's common for clients to be skeptical about the SEO results they can't see for themselves, especially given that Google's personalized search results can distort their view of their actual rankings.

What is Spyglass you might ask?

Instead of your clients relying on their own Google searches—which can be misleading due to personalization—Spyglass provides snapshots of search rankings. It's an independent way to verify and showcase the rankings you've achieved for a client's keywords, as they appear in search results across different locations, all without the hassle of using proxies or VPNs. This kind of third-party verification is gold when you're trying to build trust because it offers your clients and prospects visual representations of their rankings that they can verify.

Spyglass isn't something new. It's usually known as a 'Serp checker' and there are tons of these on the market. Just type in 'Free serp checker' on Google to see that pretty much every SEO tool offers this feature in some shape or form.

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What makes Keyword.com different is that Spyglass is natively incorporated into the platform's reporting system, which clients and prospects can access directly via a unique link.
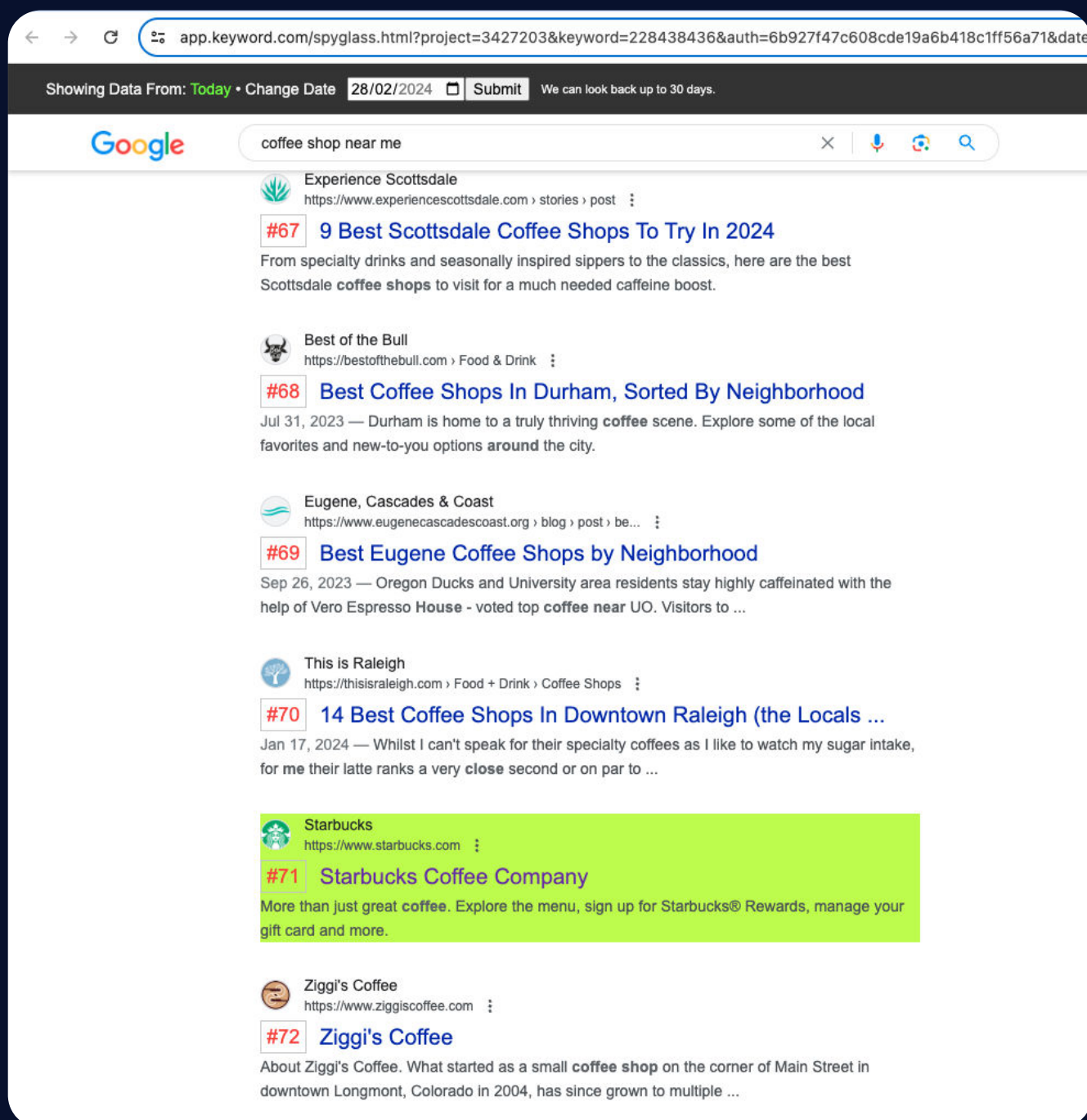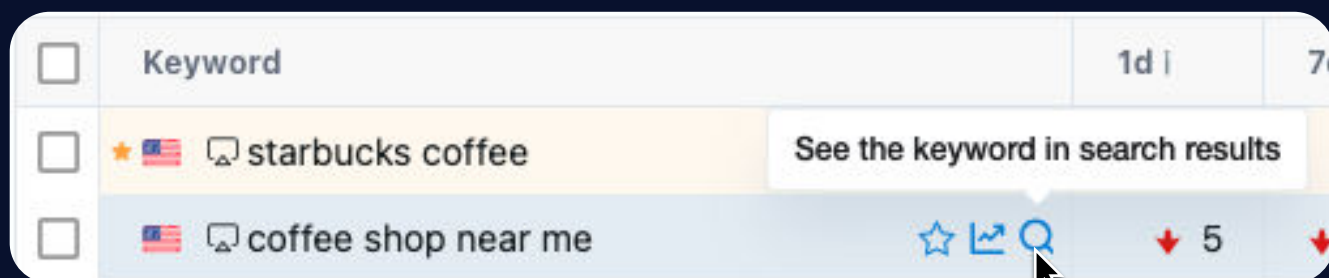
This level of transparency means that clients can not only track the progress of their campaigns in real time but also feel more involved and empowered in the SEO process. They're not left in the dark, waiting for updates or wondering about the state of their rankings. Instead, they can view their data, and understand exactly how their investment is working for them at any given moment. This is powerful stuff for fostering stronger client-agency relationships that result in larger SEO contracts.

It's one thing to promise results, it's another to show them as they're happening.

Case Study: How Adding Third-Party Verification to Their Reporting Helped Digital Muscle Improve Client Relations and Increase Revenue by $500k Within 1 Year

Healthy client relationships that become long-term partnerships are every SEO agency's dream, especially if you dream about selling $100k SEO contracts.

But for Arthur Choi and Digital Muscle SEO agency, it's a reality — thanks to third party verification by **Keyword.com**!

Specifically, Keyword.com helped Digital Muscle achieve transparent seo reporting to win clients' trust. The agency used **third-party verification,** frequent ranking updates, and live **ViewKey links** to let clients monitor SEO performance, and track the ROI of their investment in real time.

The result? **$500,000** in additional revenue within just one year by securing bigger contracts with existing clients!

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> "
>
> *The most value for my clients, I can only speak on behalf of my clients, is the Spyglass icon because that is really transparent. You can't really argue against that.*
>
> *Arthur Choi*
> *Sr. Web Strategist at Digital Muscle*

When you incorporate transparent SEO reporting and third-party verification into your agency's offerings, you're not just solidifying relationships with your current clients, you're also enhancing your appeal to prospects. You instill a greater level of confidence in the services you provide.

Step 3

Lead With Results

When pitching your SEO services to high-value clients, it's not enough to talk about the mechanics of SEO or the processes your agency employs. Your prospects are looking for one thing above all else: **Results**. They want to understand the direct impact of your SEO efforts on their bottom line.

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Leading with results means that your conversations are centered around the actual business growth your clients can expect. It's about providing evidence that your SEO services are an investment that pays off in increased visibility, better lead quality, and ultimately, revenue growth.

It's important to remember that businesses are inundated with marketing pitches. They are looking for a partnership that can take them to the next level, and this is where showcasing your ability to drive substantial results becomes your most compelling sales tool.

Consider framing your presentations around the ROI (go back to Step 1 to learn on how to calculate ROI) that you have delivered for other clients. Use metrics that matter: traffic increases, conversion rates, lead quality improvements, and revenue growth.

By making the results the hero of your story, you give potential clients a window into their future success. This approach not only highlights your expertise but also creates a shared vision of what's possible.

Case Study: How Diamondlinks Achieved a 25% Higher Deal Close Rate By Leading with Results

The strategy of leading with results is well illustrated by Diamondlinks, an online reputation management agency that helps companies suppress negative search results and highlight their positive online presence. By implementing a data-centric approach that underscores the effectiveness of their services, Diamondlinks has significantly improved their deal-close rate, capturing the attention and trust of potential clients right from the initial proposal stage.

Brandon Hopkins, the CEO of Diamondlinks, credited the seamless integration of **ViewKey links** from Keyword.com within their sales proposals as a transformative move that led to an impressive 25% increase in their close rate.

This approach provided tangible proof of their SEO expertise by enabling prospects to actively track the performance of their keywords—a compelling preview of the agency's capabilities and results-oriented approach.

This tactic wasn't just a short-term gimmick to impress potential clients, but a long-term engagement strategy. Diamondlinks left the tracking in place and set reminders to revisit the prospect's status at three, six, and nine-month intervals. When reaching back out, they didn't rely on a standard follow-up script. Instead, they used the data from Keyword.com to demonstrate that the prospect's keywords hadn't moved—or had perhaps even worsened—over time.

This evidence-based follow-up allowed Diamondlinks to have a more meaningful conversation with prospects. They could definitively say, "Your current approach isn't working; let us show you how we can make a difference." Combined with a strong track record in online reputation management and case studies to back it up, this method turned their follow-ups into powerful, result-oriented discussions, rather than routine check-ins.

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>
> *It's a really strong follow-up tool because it's evidence-based.
> It's not just me saying, 'Hey, it's been six months; how you
> doing?' I can tell the client you should change companies
> because you gave them six months and nothing has happened.*
>
> *Brandon Hopkins*
> *CEO of Diamondlinks*

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On top of that, the ongoing accessibility to the ViewKey links extended value beyond the initial pitch, keeping Diamondlinks top-of-mind and showcased the agency's commitment to transparency and results. When the data showed a lack of progress, it underlined the agency's value proposition, often convincing the prospects to purchase Diamondlinks' services.

Oh and, in case you missed it before, ViewKey links come with Spyglass integrated in them, meaning that you get to add third-party verification to your data as part of Step 2 in this strategic process. You essentially kill two birds with one stone.

To make it short, Diamondlinks didn't just tell their prospects what could be achieved—they showed them real, tangible evidence of what was happening with their current SEO strategies. It was a clear demonstration of their philosophy: Results should lead every conversation.

Conclusion

In conclusion, the journey to selling high-value SEO contracts is not a myth or a daydream—it's a strategic process built on the foundation of credibility, proof, and results. By building a compelling track record, leveraging third-party verification, and leading with undeniable results, you're setting your agency apart in a saturated market.

Remember that your potential clients are not just buying SEO services; they're investing in a partnership that they hope will yield significant returns. The case studies and strategies outlined in this guide are more than stories or theories; they are blueprints for your agency's potential success.

Agency Elevation, Digital Muscle, and Diamondlinks have shown us that with the right approach, you can turn aspirations into realities.

They've provided the evidence that leading with results, being transparent in your dealings, and using innovative tools and strategies to build trust can boost your close rate and establish lasting relationships with your clients that help you to secure bigger, repeat business.

If you believe your agency has what it takes to break the mold and close the high-value contracts you've been aiming for, use this guide as your stepping stone to the next level of your agency's growth. Start implementing these steps, and soon you'll be the one featured in our next guide.
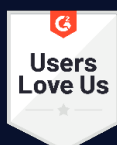
As you might have guessed throughout this guide, Agency Elevation, Digital Muscle, and Diamondlinks have one significant tactic in common that underpins their success: the strategic use of Keyword.com. This rank tracking tool has been crucial in helping them build convincing track records, provide third-party verification, and most importantly, lead with results that speak louder than any sales pitch.

Ready to see similar results for your agency? Don't just take our word for it - try it out for yourself. Sign up today for a free trial of Keyword.com and start empowering your agency.

Start 14-day FREE trial

no credit card needed

Over 2,000+ Customers and Counting...

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