



Paid Traffic Lessons & The Sneaky Octopus



Topics We'll Cover

→ We'll Have A Little Chat About The Following

- ◆ Facebook Ads
- ◆ Facebook Retargeting
- ◆ PPC Search Ads
- ◆ PPC Display Ads
- ◆ PPC Gmail Ads
- ◆ PPC Display Retargeting
- ◆ Email Marketing

→ Ready?

Why Pay For Traffic?

- Speed Up Results
 - ◆ Clients Now vs Clients Later
 - ◆ Get Clients Off Your Back While You Do SEO
- Allow You To Make More Money Per Client
 - ◆ Increase Client Lifetime Value (LTV)
- More Important => Make You More Valuable To Your Clients!

Don't Be A One-Trick Pony!

- SEOs Can Be Replaced
- PPC'rs Can Be Replaced
- Facebook Ad'rs Can Be Replaced
- Expert Marketers Are Hard To Replace

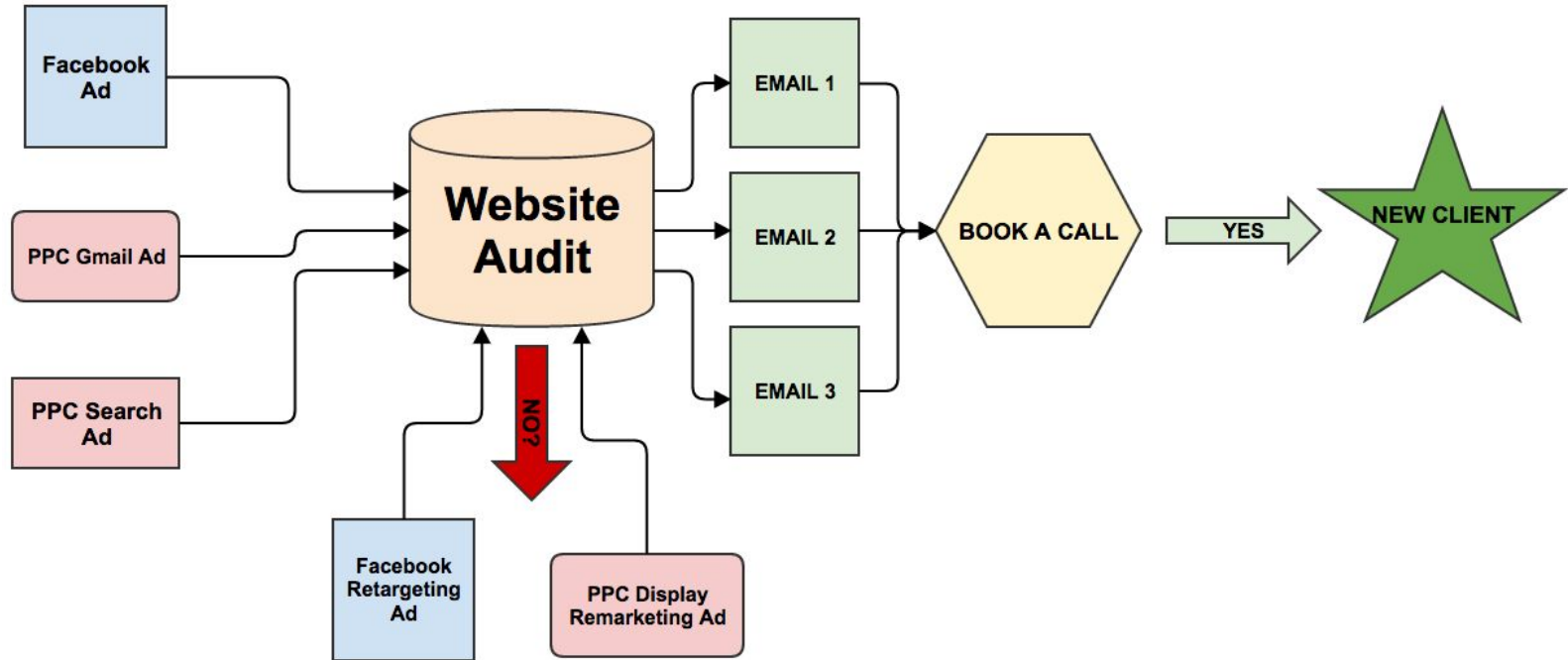
Search Vs Social

- Boils Down To Intent!
- Search Engines = Higher Intent
 - ◆ They Know Something Exists => They Want You To Help Them
- Social Media = 'Digital Billboard'
 - ◆ For Offers People Don't Know Exist
 - ◆ They Can't 'Google' It Because They Don't Know It's Out There

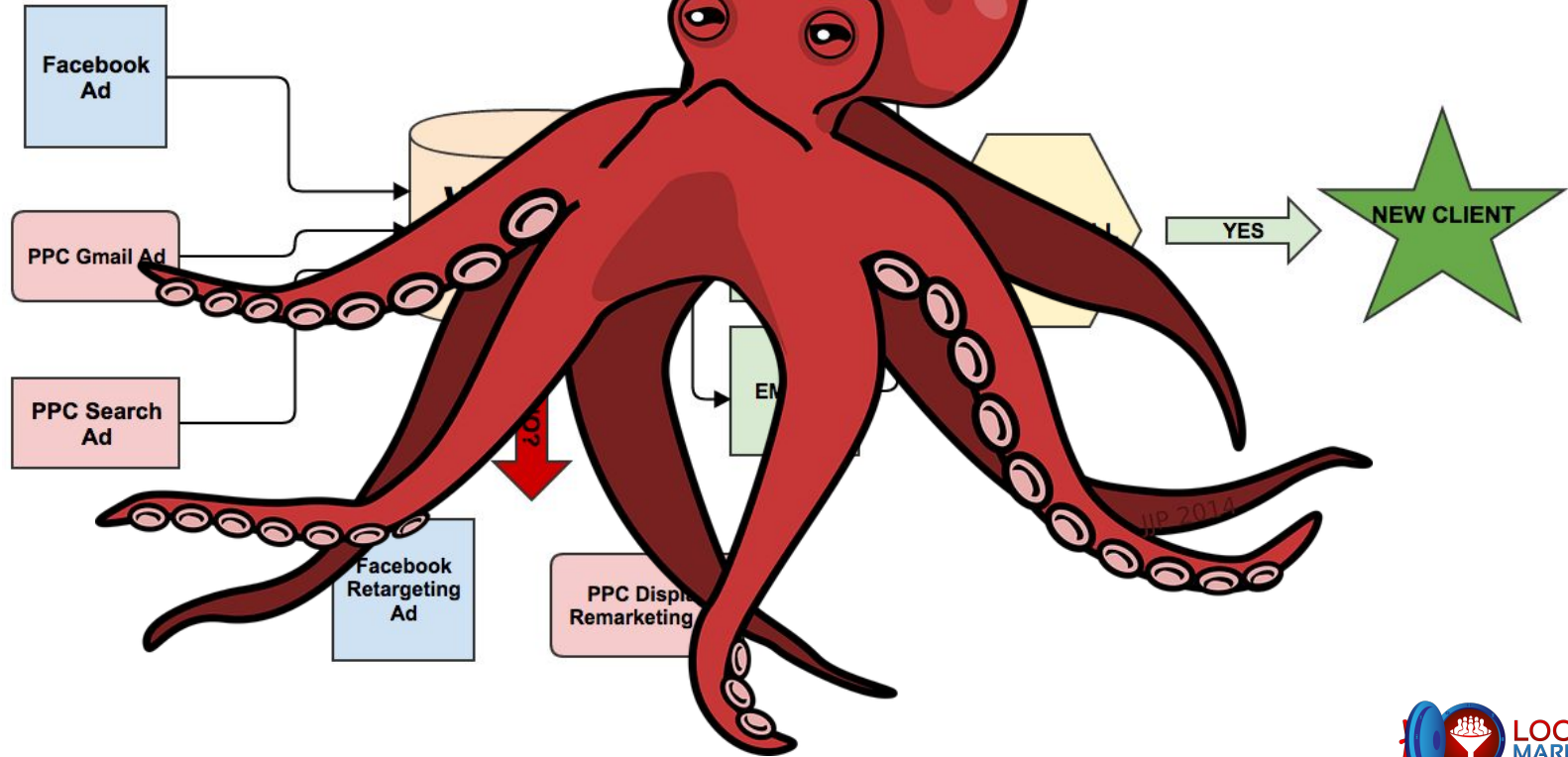
Both Can Blow Up Business

- Google = 3.5 Billion Searches Per DAY
- Facebook = 1.9 Billion Monthly Users
- Your Client's Customers Are On Both
 - ◆ But Intent/Services Will Drive Which Traffic Sources You Use

The Sneaky Octopus



The Sneaky Octopus



Tool List

→ Here's What You'll Need:

- ◆ Automated Website Audit Tool
- ◆ Landing Page (To Embed Tool) + Thank You Page (Conversion Tracking)
- ◆ Email Delivery Method
- ◆ Call Booking Calendar / Scheduler (Optional)
- ◆ Traffic :)

→ Boooo....You'll Probably Have To Spend Money On This

- ◆ Have A Marketing Budget For Your Business

The Offer

- Typically 2 Types Of Offers
 - ◆ Moving Toward Gain
 - ◆ Moving Away From Pain

- Target Is Small Business Owners

- The Sneaky Octopus Plays Off Pain
 - ◆ Is Your Website Broken?
 - ◆ Is Your Website Costing You Business?
 - ◆ Is Your Website Losing You Customers?
 - ◆ Basic Stuff That A Small Business Owner Would Hate

The Core Offer Setup

→ Website Audit

- ◆ Automated Using MySiteAuditor
- ◆ An SEO Audit That Allows Easy Transition Into SEO / Marketing

→ Landing Pages

- ◆ Clickfunnels

→ Email Follow-ups

- ◆ Zapier
- ◆ Link To Call Booking Software
 - Calendly

The Landing Pages

SIMPLEWEBSITEAUDITS.COM

Small Business Owners...

Is Your Website Killing Your Business?

Instantly Detect & Fix The Top 3 Issues That Sabotage Most Business Websites!

Find Your Website Issues Instantly With Our FREE 30-Second Website Audit

Free Website Audit

Enter the URL of any website page and see how optimized it is for one keyword or phrase.

+ Competitor URL

Scan Now

Takes about 15 seconds

Free Instant Website Auditor & SEO Checker
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Logo Created In Canva



SIMPLEWEBSITEAUDITS.COM



Your Audit Is Complete!

Check Your Email For Audit Results

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Audit Form Embedded

The Landing Pages - Conversion Codes

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Conversion Codes On LP

- Facebook Pixel - View Content
- Google Remarketing Code

The Landing Pages - Conversion Codes

Conversion Codes On Thank You

- Facebook Pixel - Lead
- Google Remarketing Code
- Google Conversion Code



SIMPLEWEBSITEAUDITS.COM



Your Audit Is Complete!

Check Your Email For Audit Results

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Front End Traffic

→ The Initial Traffic Comes From

- ◆ Facebook Ads
- ◆ PPC Search Ads
- ◆ PPC Gmail Ads
- ◆ PPC Display Ads

→ All Targeting Cold Traffic

Facebook Ads

→ Campaign Details

- ◆ Campaign Type: Traffic
 - Get Clicks (Visitors) As Fast As Possible

→ Targeting

- ◆ Split Ad Sets By Desktop & Mobile
- ◆ Geo: California
- ◆ Ages: 28+
- ◆ Gender: Male + Female
- ◆ Behavior => Small Business Owner

Facebook Ads (Cont.)

39,946,241 people

Behaviors > Digital activities >
Small business owners

Description: People who list themselves as small business owners or own small business pages on Facebook

Facebook Ads (Cont.)

Bright Contrasting Image



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Like Page

Small Business Owners are stopping in their tracks when they see how much business they are losing because of their websites! Quickly detect and fix the Top 3 'Business Killers' completely FREE with our instant, 30-second Simple Website Audit. Start your audit here:
<https://simplewebsiteaudits.com/free-audit>



No Button Used

Free Website Audit Detects Top 3 Business Website Killers In 30-Seconds

Quickly detect and fix the Top 3 issues that sabotage busine...

[SIMPLEWEBSITEAUDITS.COM](https://simplewebsiteaudits.com)

Facebook Ads (Cont.)

→ Key Stats

- ◆ Total Spent = \$237.87
- ◆ 8 Leads
- ◆ \$29.73 Per Lead
- ◆ Desktop Outperformed Mobile
- ◆ All Leads Came In Monday - Friday (Work Week)

PPC Search Ads

→ Campaign Details

- ◆ Keyword Based Targeting
 - Trying To Get Highest Intent Traffic

→ Targeting

- ◆ Search Network Only - All Features
- ◆ Geo: California

PPC Search Ads (Cont.)

Free 30-Second SEO Audit
Detect Website SEO Issues
simplewebsiteaudits.com/Free-SEO/Website-Audit
Instantly Detect & Address The Top 3 Website SEO Issues That Sabotage Businesses

Is Your Website Broken?
Free Instant Website Audit
simplewebsiteaudits.com/Free-SEO/Website-Audit
Instantly Detect & Address The Top 3 Website SEO Issues That Sabotage Businesses

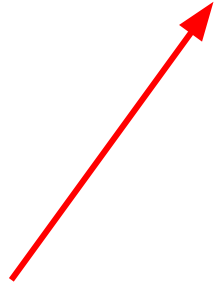
Callout Extensions

- Instant Full SEO Analysis
- Check Your SEO Score Fast
- Detect All Website Issues
- Completely Free & Instant

'Instant'
'Free'
'Fast'

PPC Search Ads (Cont.)

Broad Modified
Used To Build
Out Keyword List



+seo +audit

"seo website checker"

"website audit"

"site audit"

"website seo analysis"

PPC Search Ads (Cont.)

→ Key Stats

- ◆ Total Spent = \$233.93
- ◆ 6 Leads
- ◆ \$38.98 Per Lead
- ◆ Desktop Outperformed Mobile
- ◆ Most Leads Came In Monday - Friday (Work Week)

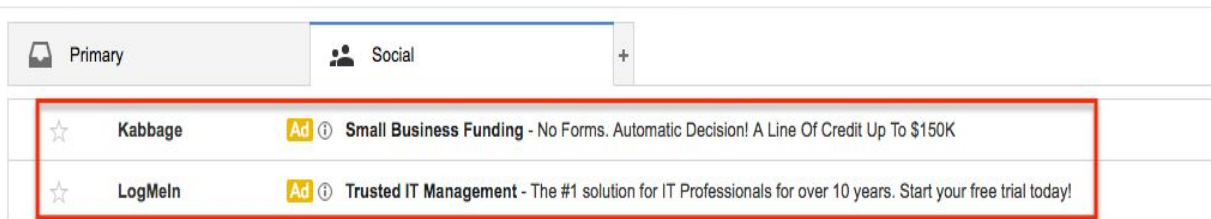
PPC Gmail Ads

→ Reach People With Ads Right In Their Gmail

- ◆ Keyword Based Targeting (Broad Match Only)
 - Targets Based On Related Words In Their Inbox
- ◆ Topic Targeting
 - Targets Based On Websites They Visit/Topics In Their Inbox

→ Appears In Social and Promotion Tabs

- ◆ Won't Appear In 'Primary' Tab
- ◆ Shows On Both Mobile & Desktop



PPC Gmail Ads (Cont.)

→ Campaign Details

- ◆ Keyword Based Targeting
 - Targets Based On Related Words In Their Inbox

→ Targeting

- ◆ Display Network Only - All Features
- ◆ Geo: California
- ◆ Manual CPC
- ◆ Rotate Ads Indefinitely
- ◆ Schedule (Segment Hours)
- ◆ Location (Target IN Location)

PPC Gmail Ads (Cont.)

Type: **Display Network only - All features**

Campaign name

Gmail Ads

Type ?

Display Network only ▼

- ☐ **Marketing objectives** - Just the features and options relevant to what you want to accomplish ?
- ☒ **No marketing objective** - All available features and options
 - ☒ **All features** - All the features and options available for the Display Network ?
 - ☐ **Ads in mobile apps** - Ads for your website that show exclusively on mobile apps ?

PPC Gmail Ads (Cont.)


Advanced settings

 [Schedule: Start date, end date, ad scheduling](#)

Start date **Jun 19, 2017** [Edit](#)

End date **None** [Edit](#)

Segment Ad Schedule
To Narrow Down On
Winning Days/Times

Ad scheduling 

All days	12 AM	:	00	to	4 AM	:	00	X
All days	4 AM	:	00	to	8 AM	:	00	X
All days	8 AM	:	00	to	12 PM	:	00	X
All days	12 PM	:	00	to	4 PM	:	00	X
All days	4 PM	:	00	to	8 PM	:	00	X
All days	8 PM	:	00	to	12 AM	:	00	X

[+ Add](#)

Display clock ☒ 12-hour ☐ 24-hour


Time zone **America/Los_Angeles** (cannot be changed)

PPC Gmail Ads (Cont.)

Type: **Display Network only - All features**

An ad group contains one or more ads and targeting methods. For best results, try to focus all the ads and targeting in this ad group on one product or service. [Learn how to structure your account.](#)

Ad group name

Enhanced CPC bid  \$

Choose how to target your ads

- ☐ Display keywords – show ads on sites related to your keywords.
- ☐ Interests & remarketing – show ads to people based on their interests.
- ☒ Use a different targeting method

Select a targeting method ▾

Topics

Show ads on pages about specific subjects


Placements

Show ads on websites that you choose

Demographics

mers

al customers, at your current cost per customer 

more customers, around your current cost per customer (Display Campaign Optimizer) 

[Save and continue](#)

[Skip ad group creation](#)

PPC Gmail Ads (Cont.)

☒ Use a different targeting method

Placements ▾

Placements ?

Websites	Selected: 0
<div>Enter a word, phrase, or website</div> <div>Search</div>	
<div>+ Multiple placements</div>	

[Narrow your targeting further \(optional\)](#)

Targeting optimization

☐ Let AdWords automatically find new customers

Weekly e
Display N
0 Impres

Your ads
haven't a
targeting r
your ads s

This is ju
targeting r
account a
or bid, bu
[Learn mor](#)

PPC Gmail Ads (Cont.)

Add multiple placements at once



mail.google.com



Add

Cancel

PPC Gmail Ads (Cont.)

☒ Use a different targeting method

Placements ▾

Placements ⓘ

Websites	Selected: 1
<input type="text" value="Enter a word, phrase, or website"/> <input type="button" value="Search"/>	Websites: 1
	mail.google.com ✕
<input type="button" value="Multiple placements"/>	

☒ Narrow your targeting further (optional)

Select a targeting method ▾

- Display keywords**
Show ads on sites related to your keywords
- Interests & remarketing**
Show ads to people based on their interests
- Topics**
Show ads on pages about specific subjects
- Demographics**

PPC Gmail Ads (Cont.)

Keyword
seo checker
seo services
seo tips
seo in website
how to seo website
seo website design
seo audit
website seo checker
seo analysis
check seo
website audit




Top Converting Keyword

PPC Gmail Ads (Cont.)

Expanded Ad Shows
After Someone Clicks
The Collapsed Ad



Collapsed ad on mobile

**Simple Website Audit**
Ad **Is Your Website Broken?**
Free Audit Detects Top 3 Business Websit...


Collapsed ad on desktop

Simple Website Audit **Ad** **Is Your Website Broken?** - Free Audit Detects Top 3 Business Website Killers

Expanded ad

Is Your Website Broken? **Ad**

Simple Website Audit



Is Your Website Broken?
Your website may be sabotaging your business. Use our Free, instant Online Website Auditor to detect and fix the Top 3 business website killers.

Start My Free Audit

PPC Gmail Ads (Cont.)

→ Key Stats

- ◆ Total Spent = \$615.91
- ◆ 9 Leads
- ◆ \$68.43 Per Lead
- ◆ Desktop Outperformed Mobile
- ◆ Most Leads Came In Monday - Friday (Work Week)
- ◆ Topic Targeting Did Not Convert

PPC Display Ads

→ Campaign Details


- ◆ Keyword Based Targeting
- ◆ Topic Based Targeting


→ Targeting

- ◆ Display Network Only - Drive Action
- ◆ Geo: California


PPC Display Ads (Cont.)

Choose a campaign type to switch to:
Switching between types may hide or expose some features and reports.

 Display Network only ▾


☒ **Marketing objectives** - Just the features and options relevant to what you want to accomplish 

☐ **No marketing objective** - All available features and options

 **Build awareness**

GET CUSTOMERS TO:

☐ See your ad


 **Influence consideration**

GET CUSTOMERS TO:

☐ Engage with your content

or

☐ Visit your website

 **Drive action**

GET CUSTOMERS TO:

☐ Buy on your website (includes remarketing)

☒ **Take an action on your website** (for example, fill out a form)

☐ Call your business

☐ Visit your business

PPC Display Ads (Cont.)



STOP!
Your Website
Might Be Killing
Your Business!

Use Our [FREE Website Audit Tool](#)
To Instantly Detect & Fix the Top 3
Business Website Killers!

[Start My Free Audit >](#)

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All These Ads Converted

PPC Display Ads (Cont.)

Top Converting Keywords

Keyword
check seo
seo site
website seo checker
website audit
audit site
analyze seo website
how to do seo
seo audit
seo tips

Topic
Internet & Telecom › Web Services › Search Engine Optimization & Marketing
Business & Industrial › Business Operations › Business Plans & Presentations
Internet & Telecom › Web Services › Web Stats & Analytics
Internet & Telecom › Web Services › Web Design & Development
Internet & Telecom › Web Services › Web Hosting & Domain Registration
Computers & Electronics › Software › Internet Software › Content Management
Business & Industrial › Business Services

Top Converting Topic

PPC Display Ads (Cont.)

→ Key Stats

- ◆ Total Spent = \$619.86
- ◆ 6 Leads
- ◆ \$103.31 Per Lead
- ◆ Desktop Outperformed Mobile
- ◆ Most Leads Came In Monday - Friday (Work Week)

Back End Traffic

- The Follow-Up Traffic Comes From
 - ◆ Facebook Retargeting Ads
 - ◆ PPC Remarketing Ads (Display)
 - ◆ Email Follow-up

- All Targeting Non-Leads

Facebook Retargeting

→ Campaign Details

- ◆ Campaign Type: Conversion
 - We Optimized For Conversions Because Our Audience Was Super Small
 - If Bigger (500+) => Would Use Unique Reach

→ Targeting

- ◆ Targeted 'All Visitors' Custom Audience
- ◆ Excluded 'All Leads' Custom Audience

Optimization & Delivery

Optimization for Ad Delivery ⓘ

Daily Unique Reach ▾

With this option, your ad delivery won't be optimized for conversions using the pixel selected above. To get the most conversions at the lowest cost, select the Conversions optimization instead.

Bid Amount ⓘ

- ☒ Automatic - Let Facebook set the bid that helps you get the most reach at the best price.
- ☐ Manual - Enter a bid based on what 1,000 impressions are worth to you.

When You Get Charged ⓘ Impression

Facebook Retargeting (Cont.)

Custom Audiences ⓘ

INCLUDE people who are in at least ONE of the following

Website

All Visitors - 180 Days

Add Custom Audiences or Lookalike Audiences


EXCLUDE people who are in at least ONE of the following

Website

All Leads - 180 Days

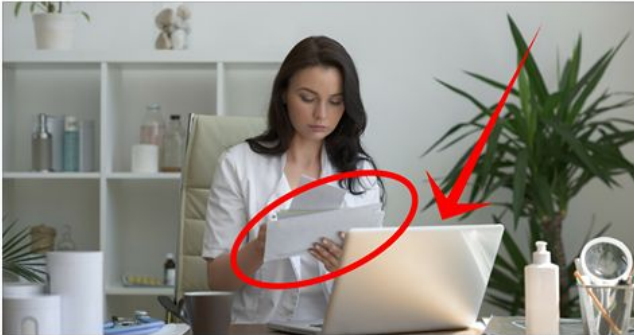
Add Custom Audiences or Lookalike Audiences

Facebook Retargeting (Cont.)

**LA Fresh SEO**
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Like Page

WAIT! Don't let a simple piece of code on your website make it harder for your customers to find you! This Free instant website audit will detect the top issues that hurt business websites and cost business owners money. Start the Free Website Audit here => <https://simplewebsiteaudits.com/free-audit>



Free Instant Website Audit Detects Top Issues That Lose Businesses Money

Free Website Audit Provides Instantly Detects Top Website Issues That Saba...

[SIMPLEWEBSITEAUDITS.COM](https://simplewebsiteaudits.com)

No Button Used

Facebook Retargeting (Cont.)

→ Key Stats

- ◆ Total Spent = \$10.89
- ◆ 1 Lead
- ◆ \$10.89 Per Lead

PPC Display Remarketing Ads

→ Campaign Details

- ◆ Display Network Only => Marketing Objectives
 - Drive Action => Get Someone To Buy Something On Your Website

→ Targeting

- ◆ Targeted 'All Landing Page Visitors' Custom Audience
- ◆ Excluded 'All Thank You Page Visitors' Custom Audience

PPC Display Remarketing (Cont.)

The screenshot displays the Google Ads interface. On the left, a sidebar menu contains the following items: 'All campaigns', 'All drafts', 'All experiments', 'Campaign groups', 'Shared library' (highlighted with a red box), and 'Audiences' (with a red arrow pointing to the right-hand menu). Below 'Audiences' are several sub-items: 'Bid strategies', 'Budgets', 'Business data', 'Campaign negative keywords', 'Campaign placement exclusions', 'Account placement exclusions', and 'URL options'. On the right, the main content area shows the breadcrumb 'Client PPC > Shared library > Audiences'. Below this, there is a section titled 'Use remarketing to show ads'. A red button labeled '+ REMARKETING LIST' is visible, and a dropdown menu is open below it, listing 'Website visitors' (highlighted with a red box), 'Mobile app users', 'Customer emails', and 'YouTube users'. At the bottom of this dropdown, there is a checkbox and the text 'All Video All Channel V'.

PPC Display Remarketing (Cont.)

[Client PPC](#) > [Shared library](#) > [Audiences](#) >

New remarketing list

Create a list of people who have recently visited your website or mobile app. Before you create a list, you need to place a remarketing tag across your website or mobile app. [Learn more](#)

Remarketing list name

Who to add to your list ?

Custom combination

Visitors of a page

Visitors of a page who did not visit another page

Visitors of a page who also visited another page

Visitors of a page during specific dates

Visitors of a page with a specific tag

Custom combination

Description
Optional

Check the "[Policy for advertising based on interest and location](#)" to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your site's or app's [privacy policy](#).

Save

Cancel

PPC Display Remarketing (Cont.)

Who to add to your list ? Custom combination ▼

any of these audiences (OR) ▼

select audiences

Remove SEO Audit LP Visitors - 180 Days

and

none of these audiences ▼

select audiences

Remove SEO Audit Leads - 180 Days

and

[Add another](#)

Description
Optional

Check the ["Policy for advertising based on interest and location"](#) to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your site's or app's [privacy policy](#).

Save

Cancel

PPC Display Remarketing (Cont.)

Campaign name **SEO Audit Remarket** [Edit](#)

Type [?](#)

Choose a campaign type to switch to:

Switching between types may hide or expose some features and reports.

 **Display Network only** ▼

☒ **Marketing objectives** - Just the features and options relevant to what you want to accomplish [?](#)

☐ **No marketing objective** - All available features and options

 **Build awareness**

GET CUSTOMERS TO:

☐ See your ad

 **Influence consideration**

GET CUSTOMERS TO:

☐ Engage with your content

[Get](#)

☐ Visit your website

 **Drive action**

GET CUSTOMERS TO:

☒ **Buy on your website** (includes remarketing)

☐ Take an action on your website
(for example, fill out a form)

☐ Call your business

☐ Visit your business

 Changing your campaign type is not recommended.

Save

Cancel

PPC Display Remarketing (Cont.)

☐ Type: **Display Network only - Drive action**

An ad group contains one or more ads and targeting methods. For best results, try to focus all the ads and targeting in this ad group on one product or service. [Learn how to structure your account.](#)

Ad group name

Enhanced CPC bid [?](#) \$

Landing page [?](#)



Choose how to target your ads

- ☐ Display keywords – show ads on sites related to your keywords.
- ☒ **Interests & remarketing** – show ads to people based on their interests.
- ☐ Use a different targeting method

Interests & remarketing [?](#)

Select category		Selected: 0
Affinity audiences		
Custom affinity audiences		
In-market audiences		
Remarketing lists		
Video viewers lists		
Customer email lists		
Similar to remarketing lists		
Similar to video viewers lists		
Similar to customer email lists		

PPC Display Remarketing (Cont.)

Interests & remarketing ?

Remarketing lists

► Dynamic remarketing ads - customers may be more likely to purchase ?

Search by list name Filter by label ▼

Remarketing lists: 8 ↑ List size ? ↓

All converters	48	»
All visitors	370	»
All Visitors All Domains - 180 Days	<1,000	»
All Website Visitors - 180 Days	360	»
Non-Convert Audit - 180 Days	<1,000	»
SEO Audit Leads - 180 Days	32	»
SEO Audit LP Visitors - 180 Days	300	»
SEO Audit Remarketing	<1,000	»

☐ Show similar audiences ?

Selected: 1

Remarketing lists: 1

SEO Audit Remarketing X

PPC Display Remarketing (Cont.)



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PPC Display Remarketing (Cont.)

→ Key Stats

- ◆ Total Spent = \$49.11
- ◆ Total 2 Leads
- ◆ \$24.55 Per Lead

Email Followup

→ Campaign Details

◆ 3 Email Sequence

- 1 Initial Email
 - Sent From MySiteAuditor
- 2 Additional Followups Spaced 24 Hours Apart
 - Sent From Zapier

→ Goal Is To Drive Leads To Phone Call

◆ Calendly Link Sent In Each Email

Email Followup (Cont.)

6. Would you like to send an auto-reply email?

☒ Send auto-reply (with PDF) ☐ Send auto-reply (without PDF) ☐ Disable auto-reply

Auto-reply to form submitters

Your Website Audit Results

I attached your copy of the website audit results to this message.

Making these changes can be the difference in losing business and customers or not.

HTML allowed.

Email Followup (Cont.)

EMAIL 1

Subject: Your Website Audit Results

Body:

I attached your copy of the website audit results to this message.

Making these changes can be the difference in losing business and customers or not.

In the next 24 hours we'll be reviewing your website audit results completely Free and coming up with a simple plan of action that you can implement yourself that will highlight the highest priority issues so you can rest comfortably knowing your website isn't costing you business.

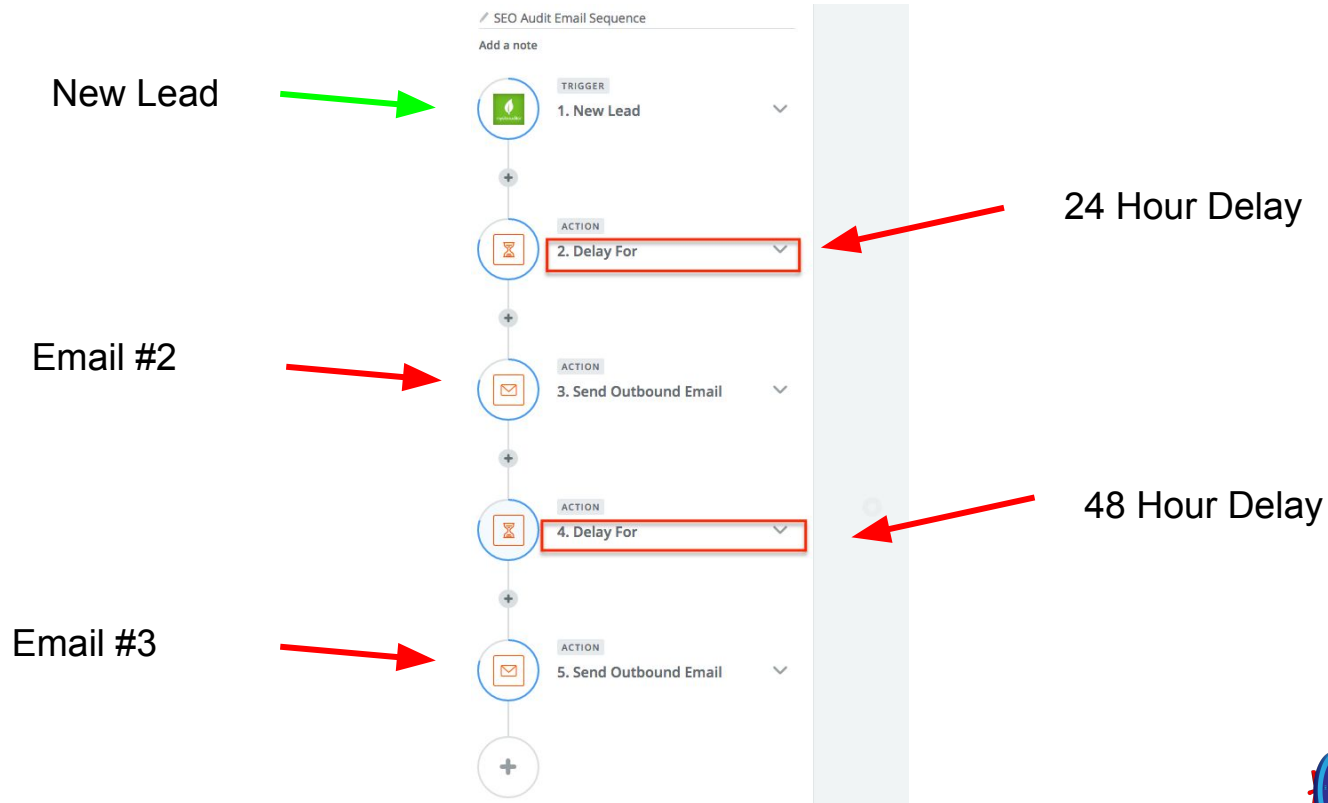
If you want to have a quick chat about your audit results you can grab an available time slot that works for your schedule.

Here's the link: <https://calendly.com/vc/jason/15-minute-quick-call/>

Look forward to chatting...

Cheers,
Jason
SimpleWebsiteAudits.com

Email Followup (Cont.)



Email Followup (Cont.)

EMAIL 2

Subject (required)

Here is a plan based on your website audit

Body (HTML or Plain) (required)

You can place HTML in here and we will send it as is. If this is plain text, we will try to convert it to some very basic HTML for greater client compatibility.

Hey as promised I went over your website audit results.

I went through the 'less than desirable' areas the audit highlighted and put together a solid plan that is fairly simple to implement to address each of them quickly.

I want to quickly go over it with you completely free over the phone. If you are able to be in front of a computer during our chat I will share my screen and highlight every issue so you can either address the issues yourself or I can knock them out for you.

If this sounds good, just grab a slot at this link on my calendar that fits in with your schedule so we can go through this stuff fast:

<https://calendly.com/vcjasen/15-minute-quick-call/>

We'll go through things quick so we can plug up the holes on your website that could lose you customers and money so you can go back to focusing on your business.

Cheers,

Jason
President
SimpleWebsiteAudits.com

Email Followup (Cont.)

EMAIL 3

✉ Subject (required)

Did you see this in your website audit?

✉ Body (HTML or Plain) (required)

You can place HTML in here and we will send it as is. If this is plain text, we will try to convert it to some very basic HTML for greater client compatibility.

Hey Jason here and wanted to make sure you seen the big issues in your website audit?

My team and I went through your audit results and pulled out the major issues that should be addressed quickly and put together a plan to fix them.

I'd like to highlight the major items that should be addressed and discuss the plan with you to fix them.

Doesn't matter whether you fix them or we do, the only important thing is that they get taken care of quickly so they don't end up costing you business and customers (maybe they are already?).

Let's hop on a quick call where I can point out all the big issues and our suggestions to fix them. I can even share my screen and point them out so you can see with your own eyes for more clarity.

Pick a time here that works for you: <https://calendly.com/vcjasen/15-minute-quick-call/>

Look forward to talking...

Cheers,
Jason
SimpleWebsiteAudits.com

Email Followup (Cont.)

→ Key Stats

- ◆ 2 Calls Booked
 - 1 From Email 1
 - 1 From Email 2

The Numbers

→ Total Spent = \$1767.57

→ Total Leads = 32

◆ CPL = \$55.23

Your auditor has been viewed **572** times and has **32** conversions. Your conversion rate is **5.59%** (reset).

→ Total Calls Booked = 2

◆ Call Booking Conversion = 6.2%

◆ Cost Per Call Booked = \$883.78

Transactions ?		Search	Print Transactions Download Transactions	
Show The Past	90 days	30	Per page	1 of 2
Date	Description	Check #	Deposits	Withdrawals
Pending Transactions ?				
06/21/2017	Wire Transfer Deposit Usdwire 186comerica San Jose		\$1,494.00	Pending
				Authorization

→ Total New Clients = 1 (Pending Payment)

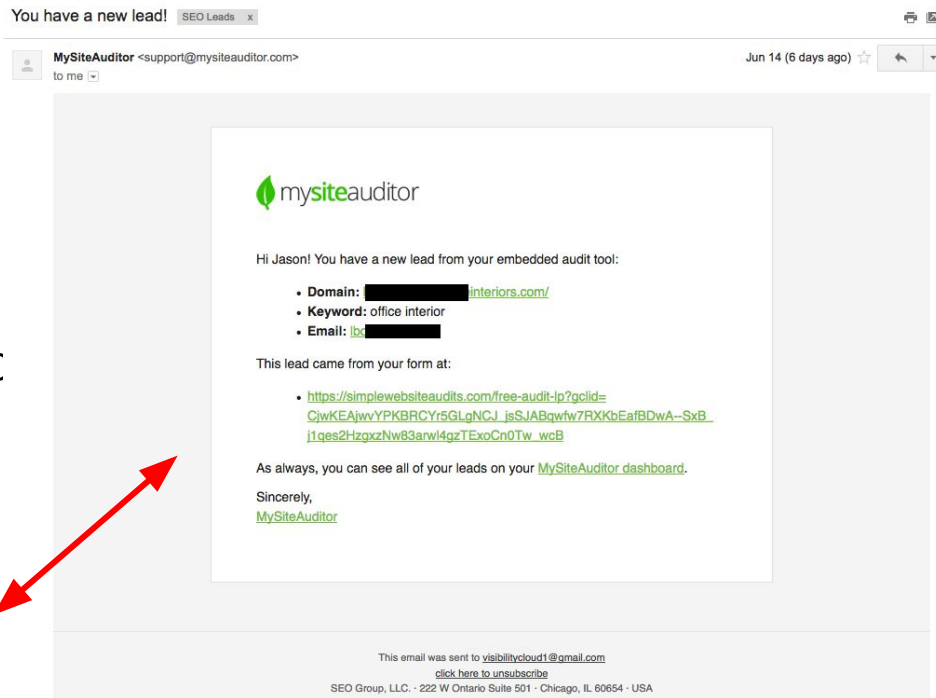
◆ \$1494/Month SEO Deal!

The Numbers (Cont.)

→ ROI (Potential)

- ◆ Total Spent = \$1767.57
- ◆ Client Value = \$1494/Mo
- ◆ Avg Client Retention (SEO)
 - 8+ Months
- ◆ Potential Total Collected = \$11,960
- ◆ ROI = 576%
 - Not Counting Upsells

Transactions ?		Search		Print Transactions Download Transactions	
Show The Past		90 days	30	Per page	
				1 of 2	
Date	Description	Check #	Deposits	Withdrawals	Acct Balance ?
Pending Transactions ?					
06/21/2017	Wire Transfer Deposit Usdwire		\$1,494.00		Pending
	186comerica San Jose				
					Authorization

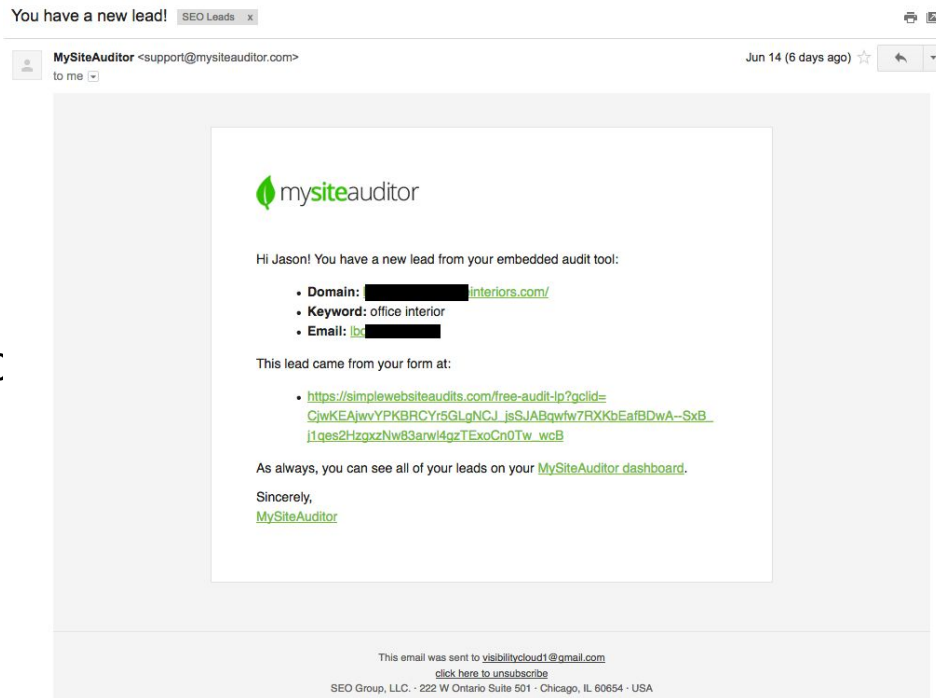


The Numbers (Cont.)

→ ROI (Potential)

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BUT WE CAN MAKE IT BETTER!



Recommended Updates

→ Only Target Desktop For The Following:

- ◆ Facebook Ads
- ◆ PPC Search Ads
- ◆ PPC Gmail Ads
- ◆ PPC Display Ads

→ Just Doing This Would Make:

- ◆ Total Cost = \$692.58 (\$1,074.99 Total Savings)
- ◆ Total Cost Per Lead = \$21.64 (\$33.58 Savings Per Lead)
- ◆ Total Cost Per Call = \$346.29 (\$537.49 Savings Per Call)

Recommended Updates (Cont.)

→ Add a Full Email Followup Sequence (5-7+ Emails)

◆ Use An Autoresponder Versus Zapier

- Measure Open Rates
- Use Custom Links To Track Which Emails Book Calls
 - Google Analytics (Google UTM Builder)
 - Clickmagick.com

→ Set Up Automation To Remove Leads That Book Call From List

- Drip.co => Use URL Based Action To Remove Subscriber From List
- Will Need Calendar To Redirect After Booking
 - Youcanbook.me (\$10/Month)

Recommended Updates (Cont.)

→ Be NICHE Specific

- ◆ Increase Relevance By Calling Out Specific Client Types
 - Ex: Dentists, Plumbers

→ Use a Non-SEO Facebook Page

- Eliminate Preconceived Biases!
- Use a Brand or Personal Page
 - Ex: Simple Website Audits
 - Ex: Jason McKim

Big Takeaways

→ Don't Be A One-Trick Pony

- ◆ Become A Marketing Strategist/Consultant To Your Clients
- ◆ Knowing 1 Traffic Source Doesn't Make You a Marketer
 - It Makes You Expendable

→ Have A System In Place For Getting Clients For Yourself

- ◆ If You Don't Have A Consistent, Systematic Way To Get Clients You Do Not Have A Business
 - You Have A Hobby



Download A Copy Of The Slides At:
<https://TheSneakyOctopus.com>

