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FREE WORKBOOK

SEO AGENCY STARTER KIT

SEO Agency Starter Kit: Niche, Offer, Outreach and Reports

Knowing SEO and selling SEO are two different skills. This kit covers the selling part: a niche picker, a 1-page offer, a 10-step outreach plan with follow-up scripts, a pricing worked example, a call script and a client report template.

12
SECTIONS

48
IDEAS, TOOLS & TEMPLATES

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LAST CHECKED



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Tested, not guessed.

INSIDE THIS WORKBOOK

Four tools to turn SEO skill into an SEO business: pick a niche, write an offer as a result, reach your first clients and send reports they can read. Clients don't buy rankings. They buy calls, sales and bookings, and every part of this kit is built around that.

> WHO IT'S FOR
>
> Freelancers and SEOs who can rank pages but struggle to find, win and keep paying clients.

01 **If you only have 15 minutes**

02 **1. Niche-picker worksheet: choose who you serve**
Write 3 to 5 possible niches (for example: dentists, roofers, family lawyers). Score each one from 1 (bad) to 5...

03 **Copy this: your niche scorecard**

04 **2. The 1-page SEO offer (written as a result, not a task)**
Owners don't want 'on-page SEO' or 'backlinks'. They want the phone to ring. Lead with the result. Put the...

05 **3. The 10-step client outreach plan**
Do these in order. Aim for a small, steady number of messages every weekday instead of a big burst once.

06 **Copy this: first outreach message**

07 **Copy this: the 15-minute discovery call**

08 **Worked example: price from the client's value (illustrative)**

09 **4. The monthly client report (a non-expert can read it)**
Results first, work second, plan third. Keep it to one page. No jargon. If you must use an SEO word, explain it i...

10 **First-week onboarding checklist for a new client**

11 **Common mistakes new SEO agencies make**

12 **Copy-paste prompt: turn your notes into the offer**

HOW TO USE IT

1

Short on time? Do the 15-minute quick-start first.

2

Score 3 to 5 niches, then fill in the 1-page offer for the winner. Every line names a result, not a task.

3

Run the 10-step outreach plan for 30 days with the follow-up scripts, price with the worked example, and send the monthly report to every client you win.

01

If you only have 15 minutes

1 **Minutes 0–5: score 3 niches**

Write 3 business types you could serve. Score each on the 6 rows of the niche picker. Keep the top one.

2 **Minutes 5–9: write your headline**

Fill in: 'More [calls / booked jobs / sales] from Google for [niche] in [area].' No task words like 'on-page' or 'backlinks'.

3 **Minutes 9–13: list 10 businesses**

Search Google Maps for '[niche] in [city]'. Save 10 that are not in the top 3 map results but have a website.

4 **Minutes 13–15: note one problem for 3 of them**

Missing service page, few reviews, not in the map pack. That's your first 3 messages tomorrow.

02

1. Niche-picker worksheet: choose who you serve

Write 3 to 5 possible niches (for example: dentists, roofers, family lawyers). Score each one from 1 (bad) to 5 (great) on the 6 criteria below. Add the scores. The niche with the highest total, out of 30, is where you start.

Criterion	Question to ask	Score 1 if...	Score 5 if...
Value of one customer	How much is one new customer worth to this business?	A small one-time sale	A big job or a customer who pays for years
Search demand	Do people search Google for this service in a city?	Almost nobody searches for it	People search '[service] near me' every day
Ability to pay	Can these businesses afford a monthly fee?	Tiny margins, tight budgets	Healthy margins, already spend on marketing

Criterion	Question to ask	Score 1 if...	Score 5 if...
Easy to reach	Can you find owners and contact them?	No public list, hard to find	Easy to list from Google Maps and directories
Your interest or access	Do you know this industry or anyone in it?	No interest, no contacts	You worked in it, or know owners
Clear result	Can you count the result (calls, bookings, sales)?	Hard to track what came from Google	Calls, forms and bookings are easy to count

03

Copy this: your niche scorecard

Niche scorecard (fill in)

Niche: _____
Value of one customer: _/5
Search demand: _/5
Ability to pay: _/5
Easy to reach: _/5
Your interest or access: _/5
Clear result: _/5
TOTAL: __/30

One sentence: I help [niche] in [area] get more [calls / bookings / sales] from Google.

> Check search demand yourself. Type '[service] near me' or '[service] [city]' into Google and look at the ads and the map pack. Ads usually mean the clicks are worth money.

04

2. The 1-page SEO offer (written as a result, not a task)

Owners don't want 'on-page SEO' or 'backlinks'. They want the phone to ring. Lead with the result. Put the tasks lower down, as proof of how you get there. Never promise a number you

can't control, like 'rank #1' or '50 new leads'.

Blank 1-page offer template

HEADLINE (the result):
More [calls / booked jobs / sales] from Google for [niche] in [area].

WHO IT'S FOR:
[Niche] businesses that [situation, e.g. get most work from referrals and want a steady flow from search].

THE PROBLEM:
When people in [area] search for [service], they find [competitors], not you.

WHAT YOU GET (results we work toward):
- More people finding you on Google Maps and search for [main service]
- More calls and form fills from your website
- A monthly report in plain English: calls, leads, and what we did

HOW WE DO IT (the tasks):
- [Task 1]
- [Task 2]
- [Task 3]

TIMELINE:
Month 1: [setup]. Months 2-3: [build]. Month 4 onward: [grow].

PRICE:
[$ per month], [minimum term].

WHAT WE DON'T PROMISE:
Nobody can guarantee a #1 ranking. We promise the work, honest tracking and a clear report every month.

NEXT STEP:
Reply to book a 15-minute call.

> Read your headline out loud. If an owner would ask 'so what?', it's a task, not a result.

Filled example: local plumber

HEADLINE:
More booked plumbing jobs from Google for plumbers in [your city].

WHO IT'S FOR:
Owner-run plumbing companies with 1 to 10 vans that rely on word of mouth and want more jobs from people searching online.

THE PROBLEM:
When someone in [your city] searches 'emergency plumber near me' at 11pm, they call one of the three businesses in the map results. Right now that's not you.

WHAT YOU GET:
- More people finding you in Google Maps for 'plumber', 'emergency plumber' and 'water heater repair'
- More calls and quote requests from your website
- A one-page monthly report: calls, quote requests, booked jobs, what we did, what's next

HOW WE DO IT:
- Fix and fill out your Google Business Profile, and add photos every week
- Build one clear page for each service you want more of
- Set up a simple way to ask happy customers for reviews
- Track calls and forms so we both know what Google brings in

TIMELINE:
Month 1: tracking, profile fixes, service pages planned. Months 2-3: pages live, reviews flowing. Month 4 onward: more pages, more areas.

PRICE:
$[your price] per month, 6-month minimum.

WHAT WE DON'T PROMISE:
We can't guarantee rankings or a set number of calls. We do promise steady work, honest numbers and a report you can read in 2 minutes.

NEXT STEP:
Reply 'yes' and I'll send two times for a 15-minute call.

> Prices and timelines here are placeholders. Set your own based on your market and the work involved.

05

3. The 10-step client outreach plan

Do these in order. Aim for a small, steady number of messages every weekday instead of a big burst once.

1 **Build a list of 100 businesses**

Search Google Maps for '[service] in [city]' across nearby cities. Save name, website, phone, email and Google rating in a sheet.

2 **Find the owner's name**

Check the About page, the Google Business Profile and LinkedIn. A message to a real name beats 'Hi there'.

3 **Spot one real problem per business**

Search their main service in their city. Note one thing: not in the map pack, no page for a key service, few reviews, slow or broken site.

4 **Record a short video or take one screenshot**

Show the problem in under 2 minutes. 'Here's what someone sees when they search emergency plumber in your town.'

5 **Send a short first message**

3 to 5 sentences: their name, the one problem you found, the result it costs them (missed calls), and a soft question like 'Want me to send the video?'

6 **Follow up 3 times**

Day 3, day 7 and day 14. Each follow-up adds something new (a second tip, a competitor example). Stop after that.

7 **Book a 15-minute call**

Ask about their business first: how they get jobs now, which jobs they want more of, and what one new customer is worth.

8 **Send the 1-page offer within 24 hours**

Use their words from the call. Put the result they care about in the headline.

9 **Answer the main worries in writing**

Price, how long it takes, and how they'll know it's working. Point to your monthly report as the answer to the last one.

10 **Track everything and repeat**

Count messages sent, replies, calls and clients each week. Fix the step where most people drop off, then refill the list.

06

Copy this: first outreach message

First message (email or DM)

Hi [Name],

I searched '[service] in [city]' on Google and [Business] didn't show up in the map results. [Competitor] did.

That's the spot most people call from, so it likely means missed jobs.

I recorded a 2-minute video showing why and what I'd fix first. Want me to send it?

[Your name]

> Only send to business emails or contact forms, follow the anti-spam rules in your country, and always let people opt out.

Follow-up 1 (day 3)

Hi [Name],

Quick add to my last note. I also noticed [Business] has [#] Google reviews and [Competitor] has [#]. Reviews are one of the things Google uses for local ranking.

Happy to send the 3 changes I'd make first. Want them?

[Your name]

> Each follow-up adds one new, useful fact. Never just 'bumping this'.

Follow-up 2 (day 7)

Hi [Name],

I searched '[second service] in [city]' too. [Business] has no page for it, so Google has nothing to show. One page could fix that.

Should I send a short outline of that page?

[Your name]

> Offer something small and free. It shows how you work.

Last follow-up (day 14)

Hi [Name],

I'll stop here so I don't fill your inbox. If more [calls / booked jobs] from Google becomes a priority, just reply 'yes' and I'll send the plan.

All the best,
[Your name]

(Reply 'stop' and I won't email again.)

> A clean last message often gets the most replies. Always give an easy way to opt out.

07

Copy this: the 15-minute discovery call

Call script

1. (1 min) Thanks for the time. My goal: understand how you get customers now and see if Google can bring more. If it can't, I'll tell you.

2. (5 min) Their business
- How do most new customers find you today?
- Which jobs do you want more of? Which do you want fewer of?
- What is one new customer worth to you, roughly? (one job, and over a year)
- How many new customers a month would make a real difference?

3. (4 min) What I found
Show the one problem from your outreach. Show one competitor who is ahead and why.

4. (3 min) What I'd do
Three first steps, in plain words, tied to their answer in step 2.

5. (2 min) Next step
'I'll send a 1-page plan with the price within 24 hours. Who else needs to see it?'

> Write down their exact words for 'what they want more of'. That becomes your offer headline.

08

Worked example: price from the client's value (illustrative)

Step	Plumber example (illustrative numbers)	Your numbers
1. Value of one new customer	Average job ₹8,000; profit about ₹3,000	₹___ job; ₹___ profit
2. Extra customers a month from Google you think is realistic	5 (be conservative)	___
3. Extra profit per month	5 x ₹3,000 = ₹15,000	___ x ₹___ = ₹___

Step	Plumber example (illustrative numbers)	Your numbers
4. Your fee: a fraction of that, so they clearly win	₹6,000–₹8,000 a month	₹___
5. Their return	₹15,000 profit for ₹7,000 fee ≈ 2x	___
6. Check	If the fee is over half the extra profit, pick a bigger-value niche or a smaller scope	Pass / fail

09

4. The monthly client report (a non-expert can read it)

Results first, work second, plan third. Keep it to one page. No jargon. If you must use an SEO word, explain it in brackets.

Monthly report template

[Business] - Google results for [Month Year]

1. RESULTS (what Google brought you)
- Phone calls from Google: [#] (last month: [#])
- Website form fills / quote requests: [#] (last month: [#])
- Booked jobs or sales you told us came from Google: [#]
- Direction requests on Google Maps: [#]
In one line: [e.g. Calls went up because the new water heater page started showing.]

2. WORK DONE THIS MONTH
- [e.g. Published a new page for drain cleaning]
- [e.g. Added 12 photos to your Google profile]
- [e.g. Got 6 new reviews through the review request text]

3. NEXT MONTH
- [Task 1 and the result it should help]
- [Task 2]
- What we need from you: [e.g. 5 photos of recent jobs]

Questions? Reply to this email.

> Calls and direction requests can come from your Google Business Profile performance view and Search Console. Ask the client each month how many of those turned into paid jobs. Only they know that number.

10

First-week onboarding checklist for a new client

- [ ] **Get access to Search Console, Google Analytics and the Google Business Profile as a user, not with their password**
  You need data from day one, and they keep ownership.
- [ ] **Save a 'before' snapshot: calls, website clicks, top searches, map position for 3 key searches**
  Your first report compares against this. Without it you can't show change.
- [ ] **Agree on the one number that matters most (calls, booked jobs, sales)**
  This becomes line 1 of every monthly report.
- [ ] **Write down what you will and won't do this month**
  Stops scope creep and arguments later.
- [ ] **Set the report date and who receives it**
  Reports that arrive on time build trust more than reports that look fancy.

11

Common mistakes new SEO agencies make

- [ ] **Selling tasks ('10 backlinks, on-page SEO')**
  Owners don't buy tasks. They buy calls, sales and bookings. Gotch's core point.
- [ ] **Guaranteeing rankings**
  Google itself says no one can guarantee a #1 ranking, and warns people about SEOs who claim to.
- [ ] **Saying yes to every kind of business**
  No niche means no examples, no repeatable offer and slower work.
- [ ] **Pricing by the hour**
  It caps your income and makes the client watch the clock instead of the results.

- [ ] **Mass-sending the same email**
  Generic emails get ignored and can break email rules. Personalise each one and always include an opt-out (see the FTC CAN-SPAM guide for US contacts).

- [ ] **Reports full of jargon and charts**
  If the owner can't read it in 2 minutes, they'll wonder what they pay for.

- [ ] **No 'before' snapshot**
  You can't prove progress without a starting point.

12

Copy-paste prompt: turn your notes into the offer

Draft a 1-page offer from a discovery call

I run a small SEO service for [niche] in [area]. Here are my notes from a call with [Business]: [paste notes, including what they want more of and what a customer is worth].

Write a 1-page offer using this structure: headline (the result, in their words), who it's for, the problem I found, what I'll do in month 1–3 (plain words, no jargon), how they'll know it's working (my monthly report), price, next step. Don't promise rankings or specific numbers of leads. Keep it under 250 words.

> Read it out loud. If the owner would need to Google any word, replace it.

Sources

Every claim in this Workbook traces back to one of these. Checked 2026-11.

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