

Zero to One in SEO.

A tactical timeline for acquiring your first clients and building an inbound flywheel.



Translate technical flaws into revenue problems.

Your site loads slowly.



You are losing customers at the moment they were closest to calling you.

These pages are not indexed.



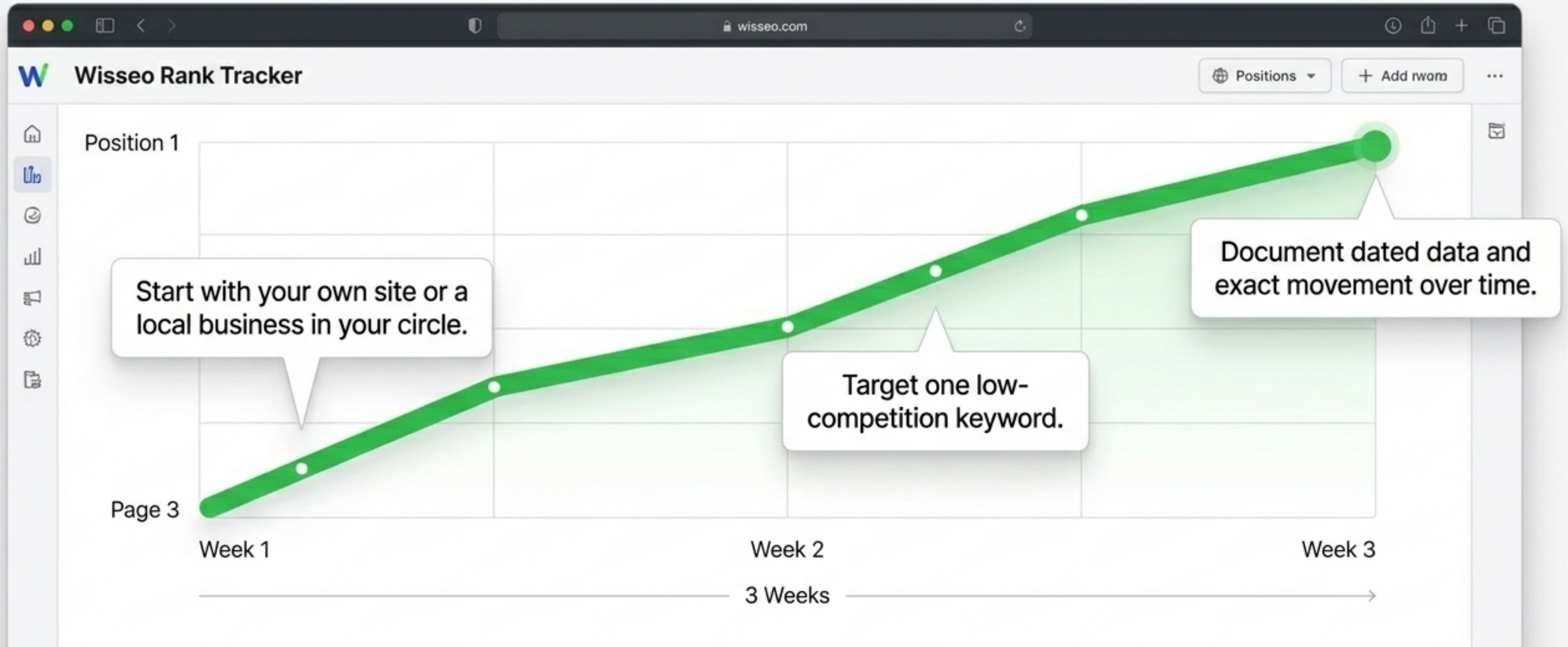
These pages are completely invisible on Google.

Duplicate title tags and H1s.



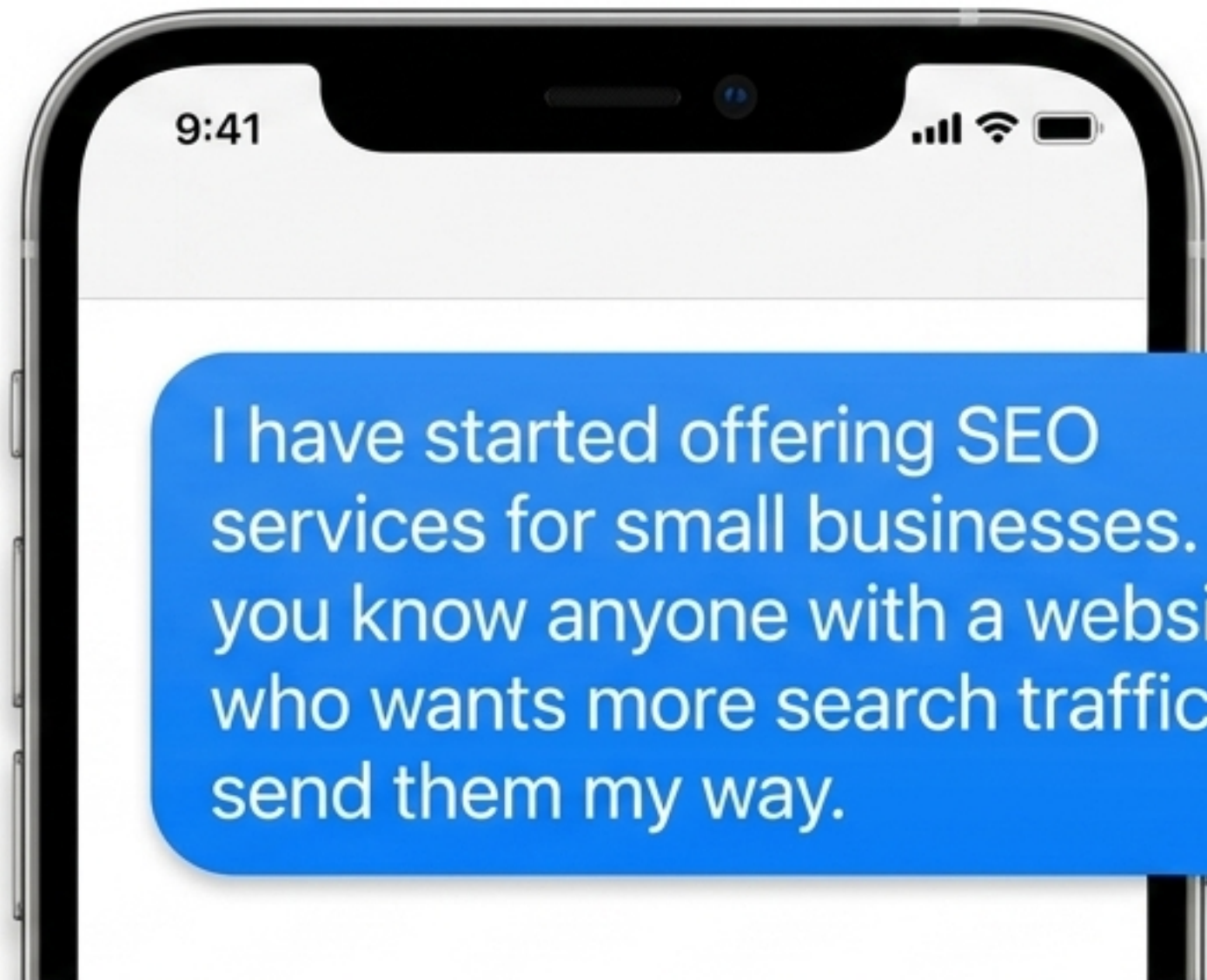
Google doesn't know which product to show, costing you sales.

Build one result you can actually prove.

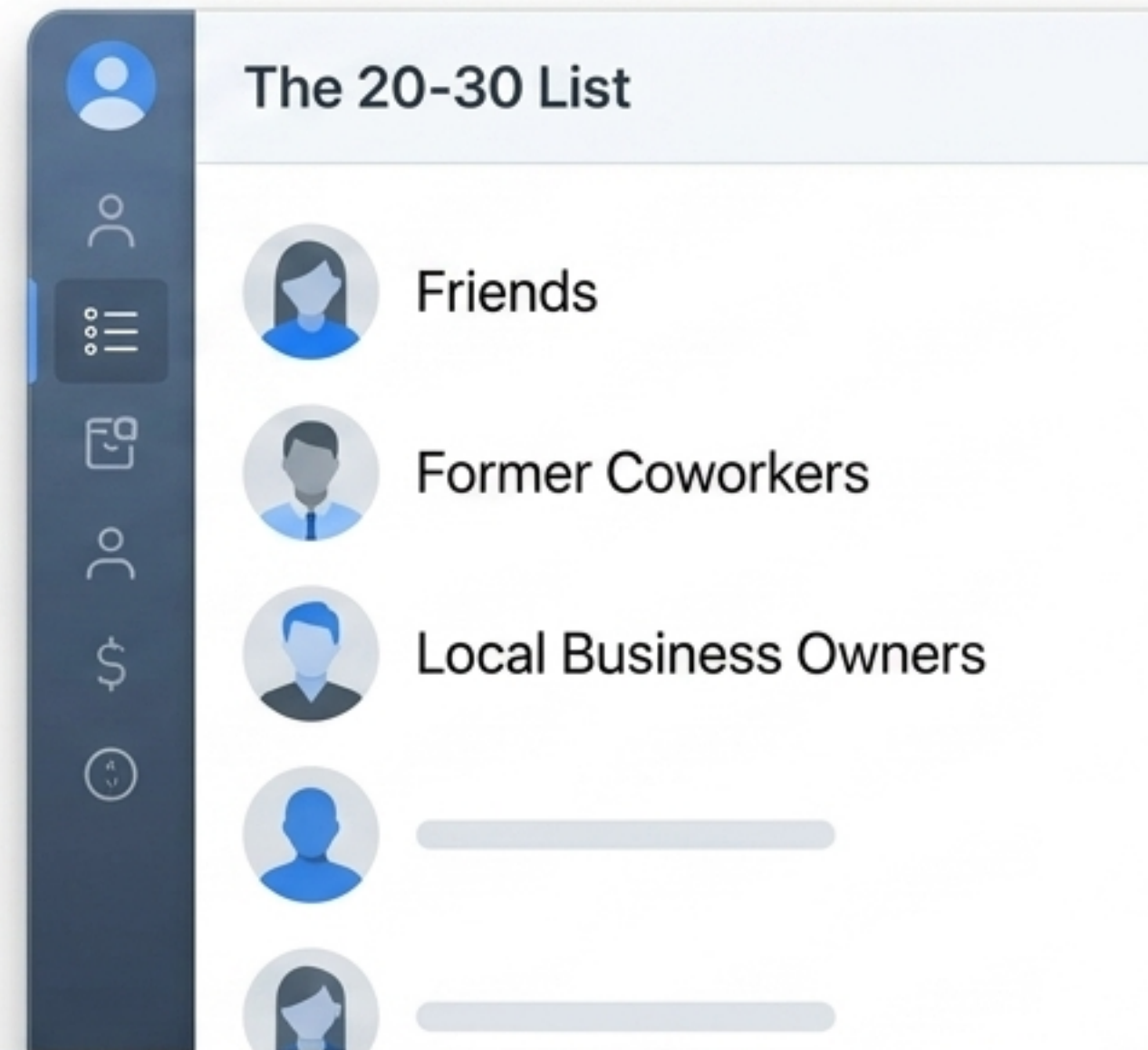


A specific case study with calls before vs. calls after converts better than a PDF listing your skills.
If you have no site, work for free for the case study rights.

Your existing network is your highest-converting channel.



The goal is not to pitch them directly. Ask for referrals.



Referrals come with implicit trust no cold outreach can replicate.

Ten personalized emails beat one hundred generic blasts.

Prove you reviewed the site (diagnose in < 5 mins via audit).

I reviewed your website and noticed several product pages have duplicate title tags.

Point to a specific problem (duplicate tags).

For an ecommerce store, that often turns into lost revenue because Google has a harder time understanding which page to show.

If you want, I can walk you through what fixing it would involve on a 20-minute call.

Offer a conversation, not a service.

Time your outreach to market trigger events.



Funding Raised:
Series A Secured



New Location:
Grand Opening in Austin



Hiring: VP of Marketing

Companies undergoing transitions are **highly receptive to investing in visibility**. Reference the news directly to position yourself as an **industry** industry observer, not a spammer.

The short video audit converts better than text.

1

Keep it to 3–5 minutes.

2

Show the problem visually on their actual site.

4

No pricing.
No menu of services.
No hard pitch.

3

Explain the business impact.

The screenshot shows a video player displaying a website audit for 'Local Plumbing Service'. The website header includes the logo, navigation links (Home, Services, Blog, Contact), and a 'Get a Free Quote' button. The main content area features a large image of a plumber working on a sink, with the text 'Local Plumbing Service Service Homepage' and a 'Get a Free Quote' button. Below this are three service cards: 'Emergency Repairs', 'Drain Cleaning', and 'Drop Cleaning'. A video player interface is overlaid on the bottom of the screenshot, showing a play button, a progress bar at 03:14 / 05:00, and settings and full-screen icons.

The 2-Step Permission Funnel

The Initial Email

I found something costing you rankings.
Mind if I send a quick video?

Prospect Ignores/Says No

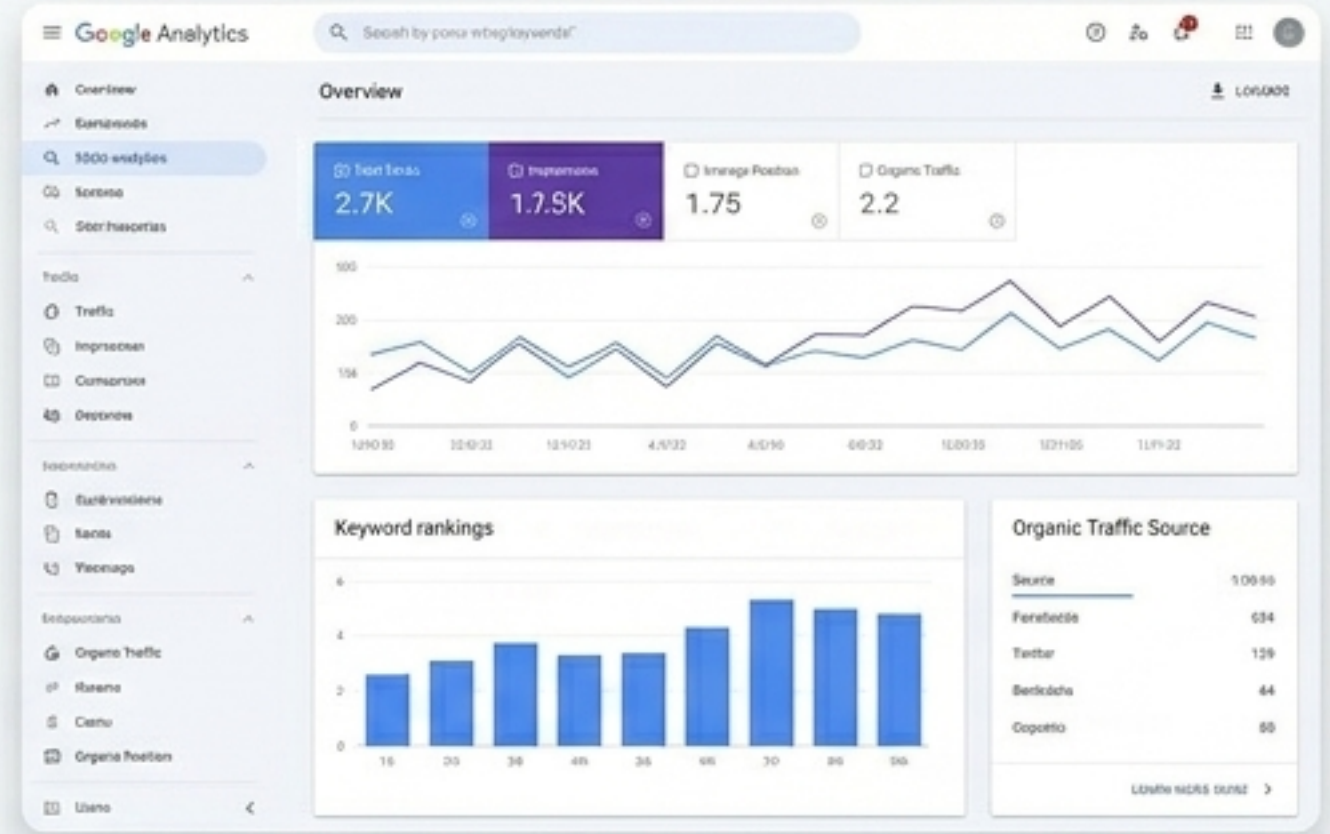
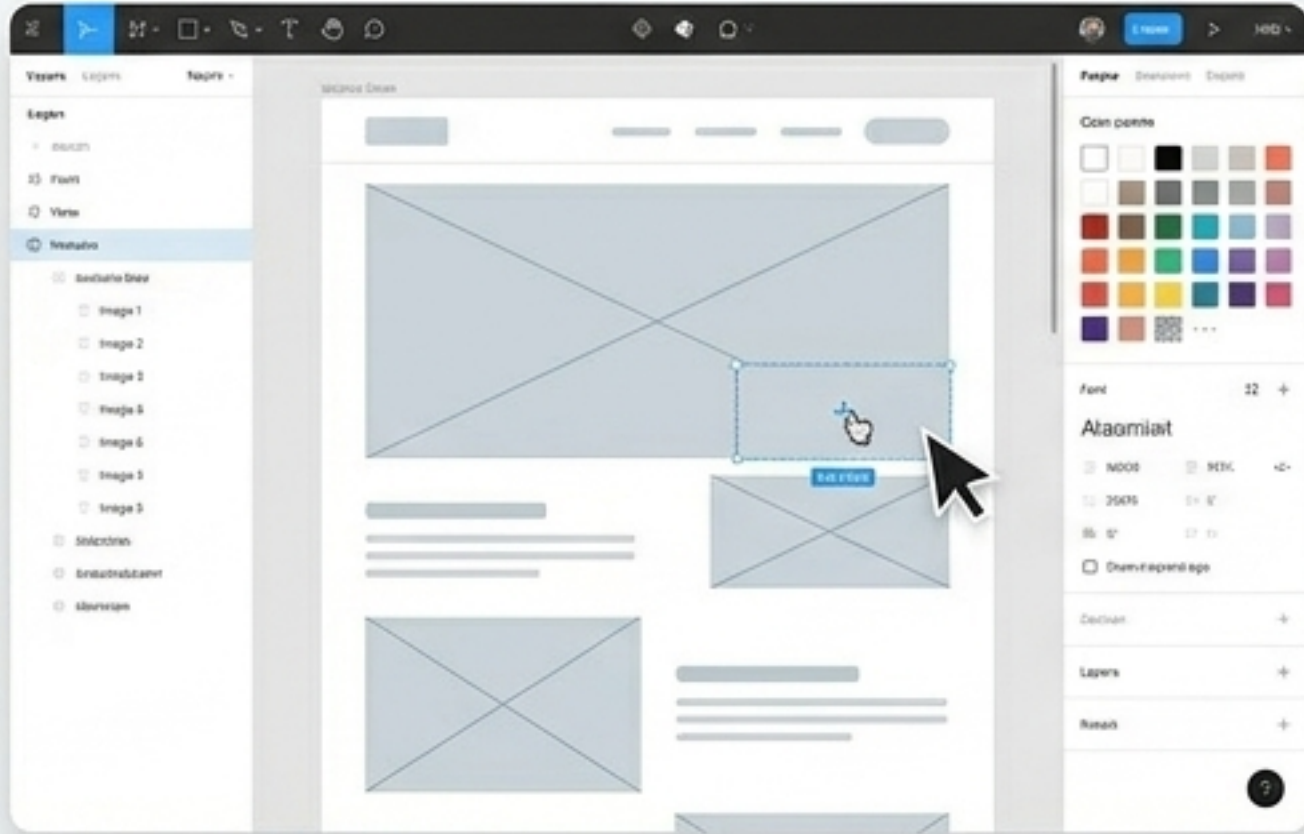
End workflow.
(Saves production time)

Prospect Says Yes

Record the
3-minute audit.

Only record videos for people who say yes.
This filters for real interest and ensures
every video crosses a curiosity threshold.

Web designers are your most underutilized acquisition channel.



Designers launch sites for clients who are highly open to online visibility discussions, but they rarely want to execute SEO.

You lack access to those newly launched clients, but have the specific expertise.

The Offer: When a client asks about SEO, send them to me. I pay a fixed referral fee for every signed contract.

Structuring the partnership model.

The Referral Model

- ✓ **Client relationship:** You own it directly.
- ✓ **Brand:** Your brand.
- ✓ **Payment:** You pay the partner a finder's fee.

The White-Label Model

- ✓ **Client relationship:** Agency owns it.
- ✓ **Brand:** You operate under the agency's name.
- ✓ **Requirement:** Requires a strict SLA (Service-Level Agreement) covering deliverables, timelines, and reporting.

Three or four active agency partnerships are worth more than months of cold outreach.

Navigating local in-person networking

Chamber of Commerce



- | | |
|-------------|--|
| ✓ Friction: | Low cost, accessible. |
| ✓ Dynamic: | Unstructured mixers, breakfasts, seminars. |
| ✓ Return: | Slow, requires long-term presence. |

BNI (Business Network International)



- | | |
|-------------|--|
| ✓ Friction: | High commitment (weekly meetings, \$1,000+ annual fees). |
| ✓ Dynamic: | Highly structured referral requirements. |
| ✓ Return: | Highly targeted and stable. |

The power of category exclusivity.

In structured groups like BNI, only one representative is allowed per professional category.

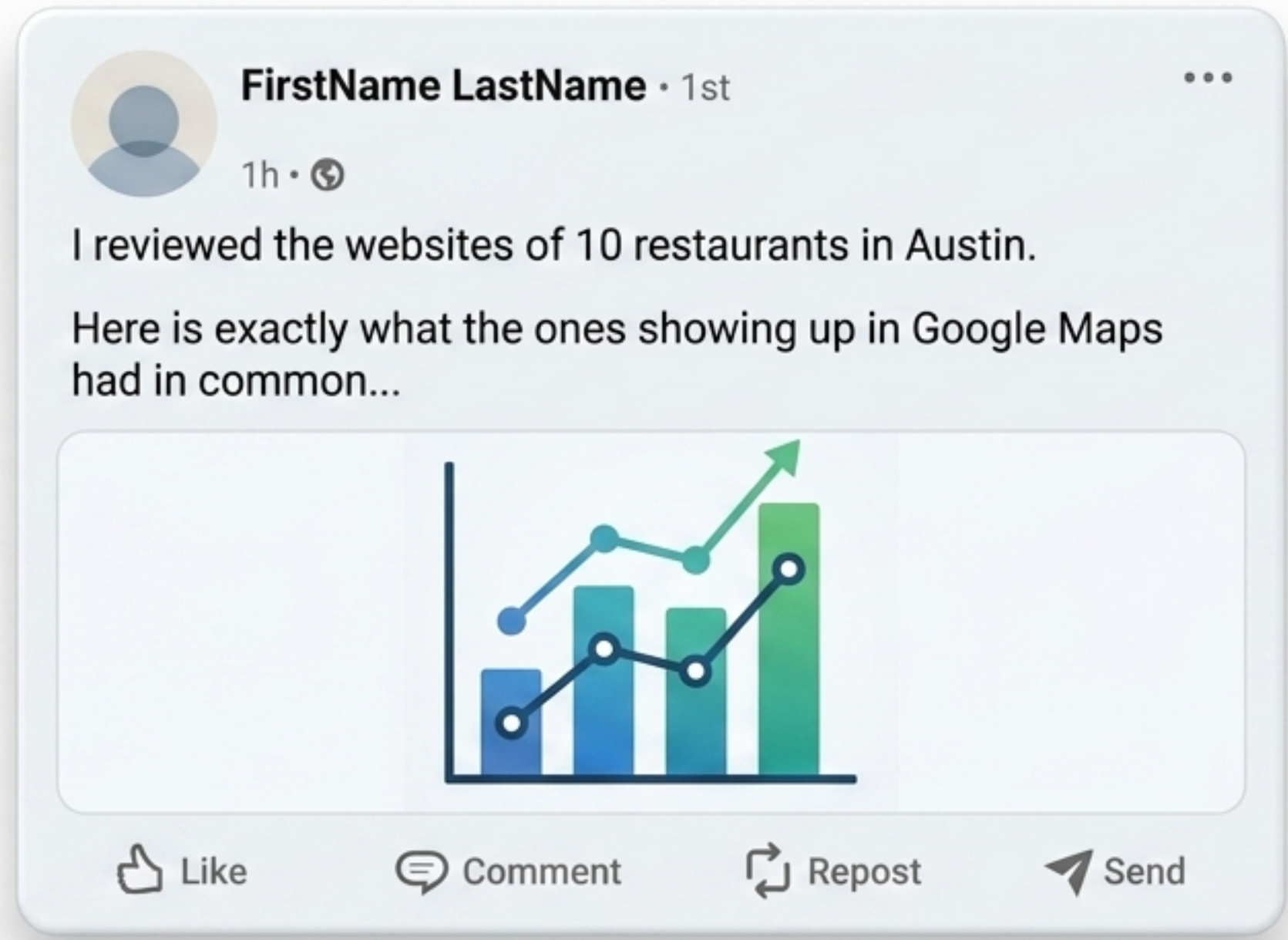


⚠ **Warning:** Referrals are social capital. Show up to help and build trust for 3-4 months before expecting returns.

LinkedIn works while you are not working.

Prove expertise to active buyers doing research.

Alert your latent network to what you actually do.



You do not need to post daily. 2-3 strong, data-backed posts a month put you ahead of most competitors.

The Acquisition Channel Matrix

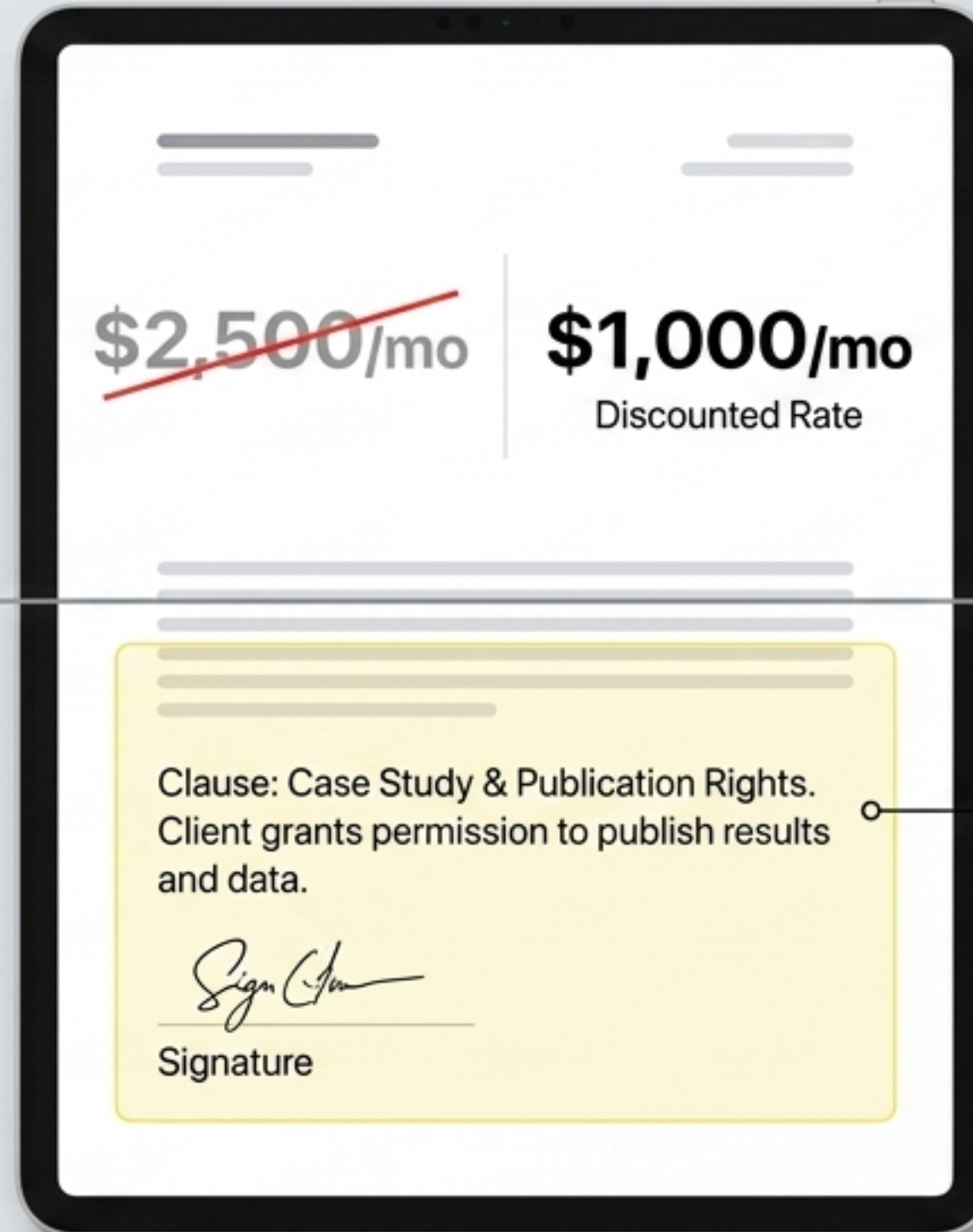


Match the channel to your immediate runway. Need clients tomorrow? Tap the warm network. Building for next year? Publish on LinkedIn.

Pricing without a track record.

The Mistake

Charging too little just to get clients. It devalues your work and creates a reference price you cannot easily raise.

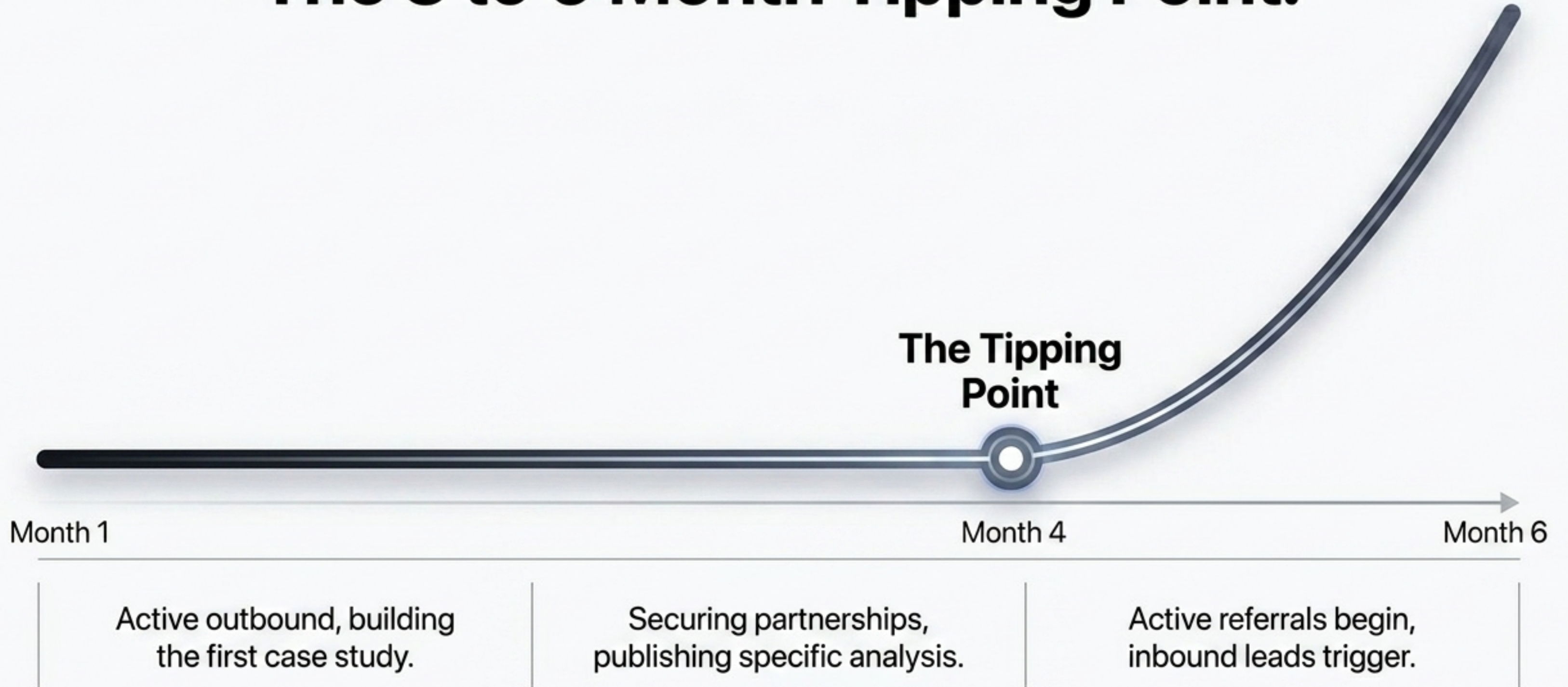


The Fix

The Barter Agreement.

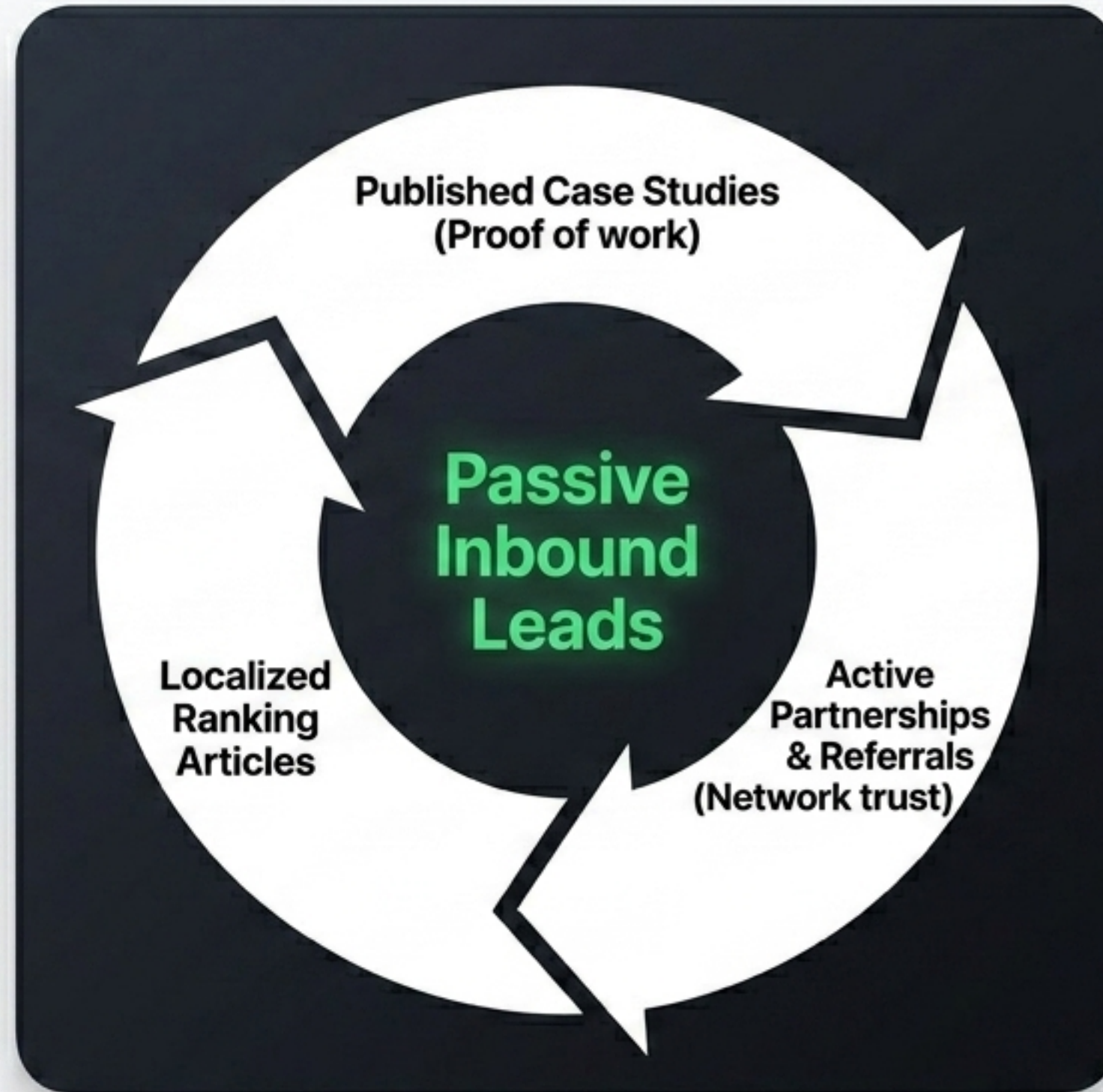
Offer a reduced-price agreement exclusively in exchange for permission to publish the results. Turn the discount into an investment. Never work for free without an agreement.

The 3 to 6 Month Tipping Point.



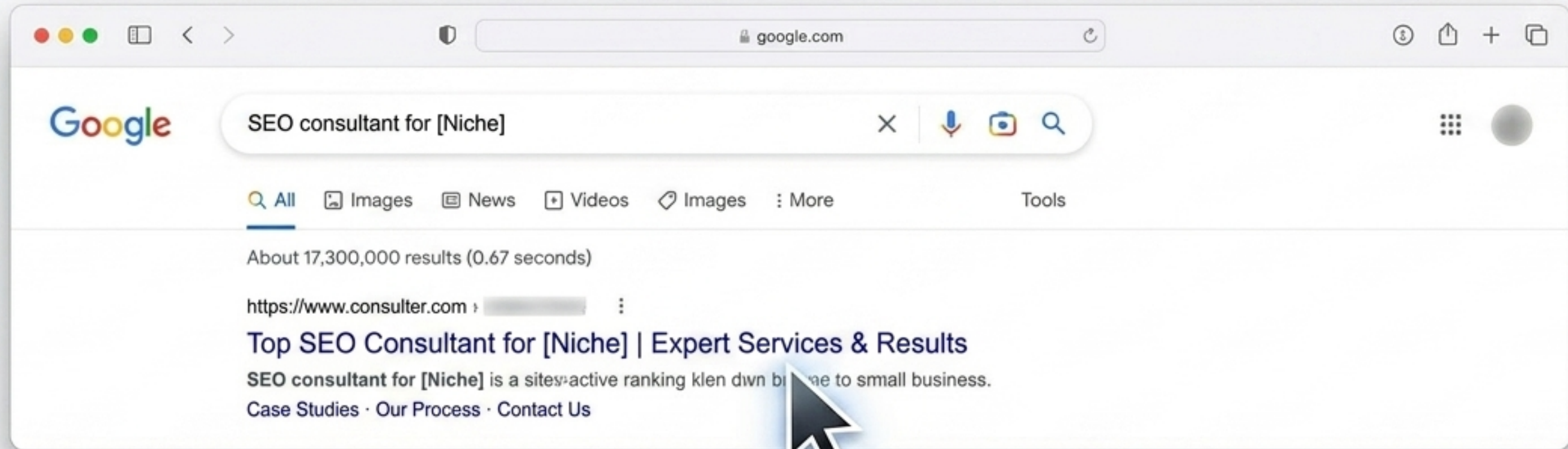
Cold outreach depends on perfect timing.
The system you build during these months compounds independently.

The Compounding Inbound Loop.



Build your best salesperson.

A site that ranks for your own services is the most efficient salesperson you can have.



...and it works without you paying it a salary.