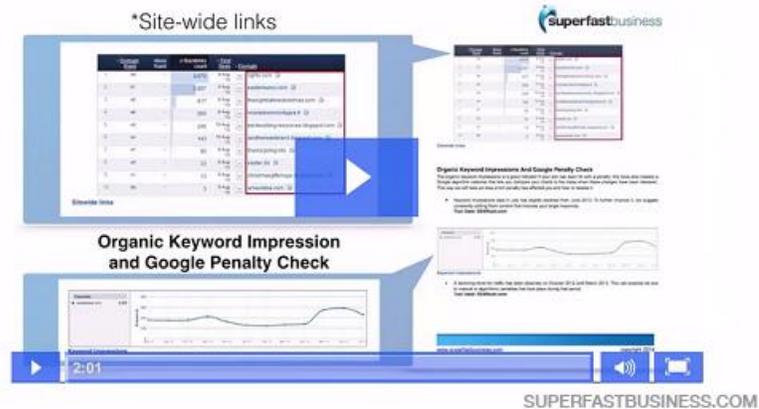


## Website Check



The next stage is we have a [website check video](#) of two minutes long that explains what we do. And it gives examples. We use paid tools, we actually pay subscriptions for tools that allow us to go and dig into someone's website and get a lot more detail on what's really happening than what most consumers can access 'cause we use a lot of the high-level tools. And most of our customers are not going to hold multiple subscriptions for the tools we use because they would add up to too much.

### Evaluating website performance

So we take advantage of the tools. We actually sit down and we use our years' worth of experience to interpret what the data means, and we formulate an opinion, and we give it a color code like a traffic light rating. We'll say it's red, which means it's absolutely in perilous danger, it's almost a throwaway situation and you'll be wasting your money buying anything from us other than content to fix up your website – don't get links to it. Then we'd go down to yellow, which is like you're on the borderline of tripping filters for anchor text ratios. And then there'd be green; your site's perfect, it's ready and primed for work, this is the package we recommend.

Now, as a side note, we almost always recommend a smaller package for people so that we can get the working relationship formed and build up the trust and just take it nice and easy with the website and then the customer will often upgrade. We don't go in with the most profitable product first, unless there's a specific reason to do that from the website point of view because we want to start off our customers gently and to give them the perfect experience.

## Getting customer details

Now if someone's watched the explainer video and they read all the FAQs, they're going to fill out this form and I'm going to give you a huge tip here: it's absolutely critical, that when you are doing something like an audit, you need the customer to fill in the details before they purchase because I can guarantee you what will happen. If you just let people buy, if you give them a low friction purchase and then you send them a ticket or a form asking them to fill in all the details like which website they're trying to rank for, what phrases and any additional info, if you don't get these before they buy, you will not get it from most people who buy.

People have this weird thing where they buy and then they won't give you the stuff that they need to give you for you to be able to do your job. And I'm certain you will burn out more resource time chasing the customer for details than you would spend on actually doing the job. So this is something we've learned as we've matured. We used to get the money and then have someone fill out the form but they wouldn't fill out the form and we'd be back and forth and back and forth and back and forth, and still, if you have a service business with a team and you need things from your customer, I'm going to estimate that 20% to 30% of your customers will not give you everything you need if you give them the choice. So get the the stuff upfront and then let them order.

So by the time we get paid, we have enough information that we can actually get to work and that's a critical business service tip.

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