Part 5: You Gotta Fulfill Your Orders!

Fulfillment

We have laid the groundwork, the foundation for you to get your business up and running. You have all the information you need to get started generating leads, closing deals, but you don't know how to fulfill those orders.

Common myth is that you can outsource 100% of your business, sit on a beach looking at all the beautiful bodies while sipping on margaritas. Now you're loving life, right? Well, sadly that isn't how it goes and it's a myth, it's a dream that has been sold to you. Maybe one day you will be able to build your business to the point you can hire someone to run the team, be the CEO of the business while you just attend a monthly meeting and collect money but chances are it's not going to happen fast, and it's going to be a while until you can have that make believe lifestyle.

I say all that, because the fulfillment doesn't happen on its' own. It happens with you, and your direction.

It's impossible to outsource 100% of your business. It's just not going to happen. Yes, you should outsource where you can but at first you're probably going to need to know how to do a few things, and if not, you need to know how to hire someone.

Fulfilling SEO

SEO is one of the most difficult services to offer because it's always changing, it's a risk for your client, and it's difficult to find people that know what they're doing.

If you're offering organic SEO on a national level, then all I can say is good luck, and give you this resource to the Moz.com organic SEO guide. There are so many moving pieces in an SEO strategy that there's more in that guide that will give you an understanding that I can't fit here.

http://moz.com/beginners-guide-to-seo

Most of you will be offering local SEO services. While this is no cake walk, it's still a bit easier to give you the basics to be able to fulfill most of your local SEO work. It is by no means a definitive guide but for most keywords and cities it will work just fine.

Right now, most of the Google places, or the local listings, are ranking because of organic and on page optimization signals.

Here are the basics.

Get started with a Google mybusiness page at
www.google.com/mybusiness

Choose the appropriate business type. Your options are storefront, service, or brand. You will type in the business name to see if there is an existing profile it is attached to, if not, create a new listing.

Note: If there is an existing listing, you will just easily verify the phone number by having your client on the other line, and they will give you the pin code. If not, then just select the postcard method

and within a few weeks the verification pin will arrive. In some situations you will be unable to verify or move it to a dedicated account, in this situation you will want to email google mybusiness support in order for them to unlink the account and allow you to verify it under a new account. This is important since many SEO companies keep control of all the client information, and listings. You should create a new account, so they can have access to it.

When setting up your listing, it is important you have all information completed. Hours of operation, the website, and phone number (do not use a tracking number) and all other information required. For your introduction make sure to include the main service and city. Add the max amount of pictures and videos that you can. If you don't know how to make video or they don't have any video, go to animoto.com it's $5/mo.

Half the battle is now over with. Seriously, some clients in low competition cities and industries will rank with just the listing. However you will still want to do a few more things.

On page optimization is one of the most important things. I probably do more on page optimization than anything else, and have for years because I know firsthand how powerful it can be. There are a few basic things you have to remember, especially if you're designing the website and know the client is going to do SEO through you either now or eventually.

The first thing you will want to do is modify the URL structure, unless it is already an established website. You want to have keywords in the URL along with location. So let's say the website is bobsroofing.com and he's in Denver Colorado. Under the services page we want to have the url read like bobsroofing.com/services/roofing-contractor-denver-co

This will allow you to have strong on page signals; you include location and keyword in the URL. If he also does commercial roofing, or flat roofing you will have bobsroofing.com/services/flat-roofing-denver-co. If you have a variety of similar services you may want to switch up the order, like denver-co-roofing-company, this allows you to have some variance in URL structure and will be less likely to ever be affected negatively from over optimization.

The next most important thing you need to do with on page optimization is the title tags. Browser title tags are one of the most influential aspects of on page optimization. You will want to include the service and area in the title tags, and add a bit of variance to the URL. The key here is relevance. You don't need the same exact structure as the URL; you just need a similar phrase that adds page relevance. That is what Google cares about when ranking websites; they want to rank the most relevant websites to the search query.

Another area of on page SEO includes heading tags, like <h1> <h2> <h3> and so on. These are important and can be the difference in ranking on page 2 or page 1. Like I mentioned about title tags, these are another place to include location and keywords. It's fairly simple to implement and the impact can be big.

Alt tags are another area that you can add some keywords and have more relevance in the eyes of the Google machine. This is an area that is often overlooked and misused. I usually choose to leave half of them unfilled so I won't be at risk for over optimization and it has always worked for me when doing that.

Other than those few things, all you have to do is make sure the content is relevant to the keyword topics you're going for.

With the Google listing and On Page Optimization, you will be able to rank with no additional work 75% of the time. The rest comes down to building citations, and getting reviews. Getting reviews, if you're

doing SEO isn't really your job, but you should encourage your client to have their customers post reviews. This will help in click through rate in the SERPs as well as helping you because it is a ranking signal for local SEO.

Building citations is an easy but tedious task. I usually focus on the big ones first, the facebook page, YouTube with videos, twitter, yelp, bing local, yahoo, etc. You can use the major ones to give you a boost in the rankings. The important thing with citations is consistency. You have to have the same phone number format, same business name, same address on all your citations. Think of citations as a backlink for local SEO.

Here is a list of citations you can grab for your clients:

Facebook
Hotfrog.com
Yahoo Directory
Yahoo Local
DMOZ.org
BBB.org
Mapquest
Yelp
Bing
AOL Yellow Pages
Foursquare
AngiesList
Manta
Youtube (with address, phone number and website in the description)

If you have a stubborn website that is stuck and you can't get it ranking higher than it is, you may want to push for more citations. The ones listed here are absolutely some of the most powerful, but see the attached PDF for a full list of citations.

Fulfillment of Website Design

Web design is something difficult to fulfill if you aren't savvy. Almost any other service you can grind through and put in the work to succeed but web design requires a certain level of knowledge. A little bit of code, some design work, graphics, server knowledge, and being able to maneuver around a CMS like Wordpress or Joomla.

To help avoid some areas that can cause a headache, please read the web design questionnaire document included in the original zip file you received. Once a client buys, go through the questionnaire; get the answers to all the questions so you have everything you need to get started in the process. This doesn't help you overcome lack of design knowledge but it will help you complete the project once you're able to get going.

Whether you will be outsourcing your web design work or handling it yourself or in house, I strongly recommend building your own website so you can at least get a feel for wordpress or whatever CMS you choose to use. Most of your clients will not be difficult to manage or have super complex websites since they are regular local businesses. A little bit of knowledge goes a long way.

To help with fulfillment, you will want to use professional themes. You can go to woothemes, themeforest, or many other websites to get your themes for an affordable price. There are even some free download sites that share paid themes, so if you feel like doing something sketchy in order to save money, who am I to judge? I've done it before, and I've continued to use those free sites for certain paid for scripts just to test it out before buying.

When using themes, you benefit by basically only having to edit the sample/demo content. This allows you to save time, take on more

projects, which ultimately leads to more revenue and more profit. If you're using Wordpress and professional themes, you will be able to complete a project start to finish for 95% of the people out there. Without knowledge of css, or even html, it is possible.

I can't teach you code here, but you probably don't even need to know it when using wordpress. I personally am a fan of Joomla, and the way the CMS works. I also understand and write code, it's more flexible for me to use because I can do more with it than most can do with wordpress. However, there's a big learning curve when using Joomla. Wordpress is user friendly and you can easily get started with relatively no knowledge.

Any problem you have with Wordpress, you will find the answer or solution by simply Googling.

Graphic Design

For graphic design or custom graphics on the website for your client, you can do it yourself with Photoshop or the free tool, Gimp. My recommendation, and one of the first people you should ever hire as an outsourcer, should be a graphic artist. They will make your life easier. Text, and small content changes are simple to make no matter what level of skill you have, but graphic design is time consuming and does require a lot of learning and experience. My first graphic designer I hired at $1/hr. I still have him to this day, and he's been thankful for the raises over the years and is considered filthy rich in his country making $7/hr.

Go to odesk or elance and find a suitable graphic designer. Times have changed a little bit from when I first started outsourcing, but you can pretty easily find a decent designer to start out at $3/hr.

Reputation Management

Reputation management is commonly offered to businesses with bad reviews. Most reputation management services will help them by pushing down the sites with bad reviews, bring up sites with good reviews, or replace the first page of the SERPs with brand controlled properties.

The concept of reputation management is to allow the world to see the good stuff, what you want them to see. People are used to seeing negative mixed with good, so your goal is to create more positive press or positive properties.

Once a business is big enough, people will often search for the business by name, which leaves them in a compromising position if they have a weak web presence and haven't taken proactive measures to protect their reputation or build their reputation on the internet.

There are three ways to really perform reputation management, and everyone seems to do it differently.

The first way, is to focus on reviews and harvesting reviews for clients. This is a good way to approach reputation management online, and it can be effective. What you will do is usually provide a review gateway like reviews.domain.com so you can get feedback, post positive reviews, and address negative reviews. It helps if the business is willing to give out review cards to get people to go to the review gateway and tell them what they think. Usually some sort of bribe, like a monthly drawing for a $50 off coupon or gift certificate will do, or some sort of freebie to use as an incentive.

The reason this works, is that you're able to use positive reviews and scatter them throughout the internet on pertinent review websites.

It allows people to see more positive stuff about the company, reducing the risk of doing business with them.

The reason it isn't enough, is because reviews are just one part of reputation management, and in my opinion should be called review management instead of reputation management. Reviews are helpful to have but for clients I've had for online reputation management, reviews are second page properties, not first page.

The second form of reputation management is what I prefer, and it's the manipulation of the search results with multiple brand created properties with a mixture of reviews. This is a more complete form of reputation management. I create brand properties that control the first page of the search results, with clean review sites on the 2nd page. It takes time, requires effort, good backlinking ability along with understanding internal PR flow but it is the best way.

The third form has nothing to do with online reputation management. It has to deal with real life, offline, reputation management. When a big name has problems, you fix it. This is very difficult to get into, and I have worked with politicians in the past but it is no easy task. You don't want to get into this arena, stick with the first two options.

How I perform reputation management online, is the second form that I described and the most effective. The reason I prefer to have the first page filled with brand controlled properties is because it builds the entire web presence of a company, assists with branding and SEO, and a business will benefit more from that than having reviews show up for branded searches.

I still focus on reviews because branded searches will end up have brand name + reviews included in the search string. I want my clean review sites ranking, but I also want to dilute overly negative review sites with positive reviews.

The most difficult thing to consider when dealing with review websites consists of figuring out whether to leave the property alone in hopes it will die out due to inactivity and lack of freshness, or whether to try and save it by diluting negative with positive. On all review sites when you have a negative review, please strongly consider having the owner of the company respond politely to all reviews. If people see positive responses to a negative review they will 9 out of 10 times overlook the issue.

Fulfillment for reputation management can be handled by yourself, and I do recommend getting a grip on it before outsourcing. This way you will be able to dictate to your outsourcers what exactly you want, what needs to be done, etc. Don't just go looking for anyone who says they know how to perform ORM, you want them to do it your way, the way that works.

The majority of the work is setting up the properties initially. Reputation.com tends to create a bunch of properties and do nothing to cultivate those properties to make them stronger.

In the original Zip folder there is a full list of properties you can have for reputation management if you have more advanced needs, however, here are the top properties I set up and you should at least do this, for yourself and ORM clients. This is also my ideal top 20 in the search results.

Page 1, ideal rankings for company name related searches:

1.) Business name.com
2.) Facebook.com/business-name
3.) LinkedIn.com/Company-name
4.) Google plus page/company name
5.) Twitter.com/company-name
6.) Instagram.com/company-name
7.) Pinterest.com/Company-name

8.) Businesscomplaints.com (controlled website)
9.) Businessreviews.com (controlled website to showcase reviews)
10.) YouTube.com/business-name

Page 2 ideal rankings of review websites, top 10 can be interchangeable:

1.) Insiderpages
2.) Businesscomplaints.com
3.) Businessreviews.com
4.) Manta.com
5.) Superpages.com
6.) Kudzu
7.) YellowBot
8.) Youtube video (make the title business + complaints, make a short tutorial on how to use the business complaints or review site to get in touch with the company)
9.) Reviewopedia
10.) Yahoo Local

The reason I didn't include yelp in that list is because Yelp is usually the cause of most problems for a business when it comes to their online reputation. If Yelp is not a problem, then please include that in your top 10 for review or complaint related keywords.

In both lists, you will likely need to build backlinks to those properties. Sometimes creating a listing, and property is all you need to do. It depends on how messy things are for the client whether they are just doing this for preventative measures or what. Building backlinks can be pretty risky for typical SEO, but in this case, the properties you're building backlinks to, are usually very powerful websites in the eyes of Google. You can be very liberal with your backlink building when it comes to these properties. The only exception would be your businessnamecomplaints/reviews satellite

sites, which will rank just due to the domain and on page optimization you perform.

Your best bet for fulfillment is to eventually outsource your tedious tasks. You can have someone handle backlinks with a variant in anchor text. You can outsource the building of the properties. This can be one of the most work intensive services to offer if you are doing it all manually, but it can also be one of the easiest services to outsource.

Outsourcing in Your Business

Some people are against outsourcing, and I can understand why. They want to keep jobs here, they want to help their local economy, and it's respectable. However, there are many tiny growth phases when starting out that you need help in order to grow your business to be able to have an employee. Hiring at this point would be disastrous for your business and for you personally. These awkward growth phases are when you need to start looking to hire an outsourcer instead of handling it all yourself.

For some, you will begin outsourcing immediately, maybe due to lack of knowledge or maybe because you want to be able to focus on sales exclusively. That's not a bad choice, and you will probably have slightly faster growth doing that.

It all comes down to time and money. Do you have more time than money or is it the other way around? The answer to that question should detail what you should do, whether completing the work yourself or delegating it to an outsourcer.

At one point, I had a team of 20 outsourcers. Some doing basic SEO tasks, others doing graphics, web design, coding, etc. and I still have a network of over 200 past outsourcers that I've used and who continuously harass me for additional work, so I know that I will never have a problem in finding someone to outsource to ever again in my life.

I've used sites like:

Freelancer
oDesk
Elance
Scriptlance (bought out by freelancer)

Guru
and a few more as well…

The best in my opinion, where you get the best mix of talent, skill, and cheap labor, is oDesk.

I've never hired a single person directly through the platform itself. The reason for that is because all these sites take a cut, some make you pay to put a job ad up, others will just take a cut out of the hourly pay or project rate someone gets. They do offer good features, mediation, proof of work, a review system but really the review system is useless.

If you want to get a good outsourcer for a cheap price, hire them away from the platform. Get their Skype information, talk to them, hire them through there and pay via PayPal on a weekly or biweekly basis. This is good because they work for you, they depend on you instead of oDesk, and the reviews don't matter, what matters is the current work being fulfilled. What matters to them, is continuing to have a job. If they don't perform, they get fired.

Make sure they have work examples so you can gauge the quality of work they can provide.

The trickiest part when hiring outsourcers outside of the platform is project management. If you're like me, you start out by emailing and Skype but it isn't effective and you spend more time trying to manage projects and outsourcers than you do getting work done or expanding your business. Find a project management platform that works for you. My recommendation is Teamwork project management; you can check them out at www.teamwork.com . It isn't free, but it's pretty cheap and allows for unlimited users. If you're looking for a free option, I would suggest installed a script for your own server. I used collabtive and it worked well on a small scale but teamwork is one of the best I've come across.

Bookkeeping and Accounting

This is a pretty sexy topic isn't it? Well I'm not qualified to give you the ins and outs of tax time but there is some advice that I can share. If you have employees, you have a lot of taxes to take care of from your share of employment taxes to unemployment insurance tax through your state, your own quarterly filings, and so on. You're going to need to have someone that can help you. Talk to some CPA's, they will be your best friend.

There's a lot to worry about.

While you should have a CPA once you get started, your life will be much easier with consistent bookkeeping. A lot of people want to outsource this part of their business, and I understand why. However, with so many tools available, it makes it really easy to keep track of what you're bringing in, and what's going out.

I've never been a big QuickBooks fan and I know they are the biggest solution to businesses when it comes to bookkeeping. However, I have found a really awesome free alternative that is very easy to use. It's called Wave Accounting. Go to waveaccounting.com and get setup with an account.

You will want to input vendors so you can easily see exactly where your money is going, what your gross and net profit is, and keep track of everything for tax purposes.

Your advertising, hosting, marketing, outsourcing costs are all deductible. Keep track of every single business expense you have, this will reduce your bill at tax time.

Wave is also cool because you can add collaborators so your CPA can access it and see that you're doing everything right, and can stay ahead of the tax time rush.

Refund Policy & Dealing With Unhappy Customers

If you're in business long enough and you're making sales, no matter what you do, you're going to have unhappy customers at some point. It is an inevitable part of doing business. It's important to have a refund policy in order to avoid crazy demands and threats.

When I started out, and up until a couple years ago I refused to give refunds. My time is not getting refunded, I'll do what I can to complete the project but if you're just unhappy due to the time it's taking because you're being insanely picky then that's not my fault.

It took numerous BBB complaints and even complaints to the attorney general in my state before I finally got the point. It's easy to think that you can refuse refunds because your time is valuable but the problem is these clients can become a major thorn in your side. They cause all kinds of issues, and ultimately it leads to you losing money. In those extreme situations, you are better off by just giving a refund.

Once you realize you have an unhappy customer, how you normally would deal with it depends on your personality. More passive personalities are usually great at making things better, but those who are more abrasive often make things worse, trust me, I know! The first thing you need to do is let them know you understand. Understanding and having empathy for a customer is something that will help you.

Do what you can to make the situation better without offering a refund or throwing in extras. Some people complain just because they think they can get something for free. Stand firm, be polite and do what you can to make them happy without giving freebies or else they will walk all over you throughout the relationship.

If you sense that things are getting to the point where you're not only going to lose the customer but they will start complaining and posting negative reviews, BBB reports, etc. then it is time to negotiate on the refund. Let them know that you invested a lot of time and money into this; you understand that they're unhappy and if there's anything you can do to fix the situation you will. If that can't happen, please understand that I have employees to pay as well for their time, but I can offer a 50% refund. Please let me know if you would like to do that, and I'll refund the money immediately. That's all it takes and 9 out of 10 people will take you up on that offer. If not, then just refund the money in full, after they sign a non disclosure agreement preventing them from blabbering on social media or review websites, that this settlement is confidential.

Having that rider or agreement will save you from them talking crap to everyone trying to hurt your business even after issuing a refund.

One of the most important things I've learned too late was the importance of having less stress, a clean reputation, and no crazy stalker clients.

Of course, you should do what you can to prevent clients from ever getting unhappy, and the key part of that is communication. If you're having a hang up or hit a snag in something, let them know. They get nervous if you don't answer the phone or respond to emails when they have a concern. Some are just straight up psychotic but for the most part, a little communication goes a long way.

Last Words

I hope you've found everything shared in this guide useful. There may be some questions you have about various parts, or needing clarification make sure to ask. I'd be glad to help. Depending on how well this guide sells, I may develop an entire website on the topic to include a member's only area that you will be able to access, as well as regular blog posts to help you along. Hopefully you have subscribed to my list to receive updates on this.

Please put this to action. You literally now have the knowledge at your disposable and capable of putting together a real business. Whether you do it or not, is up to you. You can easily build a 5k/mo income in no time. I've seen people build much more than that with less information shared here.

Good luck!

Resources

Nutshell (CRM)
Insightly (CRM)
Info Free (prospect list)
Mobile Renegade (prospect list & more)
Hostgator (Hosting)
Aweber (autoresponder)
MailChimp (Email marketing + Autoresponder)
Wave Accounting For accounting, bookkeeping and invoicing
Adwords MCC
Got Print (Printing)
Animoto (Video Creation)
oDesk.com
Fiverr.com

Learning Resources:

Wordstream
Hubspot
Search Engine Land
Moz
Quick Sprout
Social Media Examiner
Offline Marketing part of the Warrior Forum
CopyBlogger
Search Engine Watch