



— RESULTS —
START
— HERE —

Founder of Netconcepts, Co-author of the Art of SEO,
Author of Google Power Search, Consultant

www.stephanspencer.com

Welcome!

I'd like to take this opportunity to welcome you as a new client. I always enjoy kicking off a new engagement, but I'm particularly thrilled at what we might be able to achieve together.

Thank you for choosing me as your expert guide on your SEO journey!

Based on our previous discussions, I already have an understanding of your current challenges.

The purpose of this welcome pack is to give you an outline of the process, and gather a little more detail from you so we can develop the most effective plan of attack.

Here's what will happen next:

- ✓ Fill out the forms in this pack and email them back to me (it should only take a minute!)
- ✓ We'll schedule a time for our free consultation
- ✓ In that consultation, we'll go over your goals and challenges
- ✓ I'll create a comprehensive action plan to get you where you want to be
- ✓ We'll determine if it makes sense for us to do business together
- ✓ You'll be on your way to achieving your goals!

If you have any questions, please don't hesitate to reach out. If you've never done this before—or even if you have—I'll be there to guide you every step of the way.

Looking forward to working together!

Sincerely,

Stephan Spencer

How Can an SEO Expert Help You?

As an SEO consultant, I've audited hundreds of websites, and helped business owners achieve their goals around website traffic and online sales.

Some of the high-profile brands I've worked for in this capacity include Chanel, CNBC, and Sony.

Many of these brands had already spent a lot of money on websites and online marketing before I came along, yet they still weren't getting the results they desired.

Why do you need the help of an SEO expert?

The fact is, your website might look great, but if you're not achieving your traffic and online sales goals, there's something wrong.

Many web professionals think Google rankings will happen automatically, or they have a very basic understanding of how search engines work. SEO is often a lower priority than design or content, which can lead to disastrous business results.

It's usually best to begin with a complete audit of your website and online marketing. Once the biggest opportunities and problem areas are identified, a roadmap and action plan can guide the way to SEO success. Can you imagine trying to formulate that roadmap by yourself, without the guidance of a true expert? The potential for costly missteps would be huge. You've made a wise choice to trust in me.

Of course, some issues will take time to fix. I'll be there every step of the way to ensure you and your team have everything they need to achieve optimal online performance.

Whether it's low traffic, bad content, a broken website, poor conversion rate—or even if you don't know what's wrong—my scientific approach can diagnose your exact problems, and provide the most effective solution.

Who Is Stephan Spencer?



Stephan Spencer is an internationally recognized SEO expert, Internet entrepreneur, sought-after professional speaker, and bestselling author. He is the co-author of **The Art of SEO**, author of **Google Power Search** and co-author of **Social eCommerce**, all published by O'Reilly. **The Art of SEO**, weighing in at nearly 1000 pages, is considered THE bible on search engine optimization, and boasts testimonials from such industry giants as Seth Godin and Tony Hsieh, and is even used as a textbook at universities.

Stephan founded the interactive agency Netconcepts in 1995 and grew it into a multinational SEO firm, with dozens of staff in each of its U.S., New Zealand and China offices. Stephan invented a pay-per-click SEO technology called GravityStream which contributed millions annually to the bottom line; indeed the technology was responsible for the majority of Netconcepts' revenue. Netconcepts was acquired in 2010 by Covario. Covario was in turn acquired by the multi-billion dollar ad agency conglomerate Dentsu Aegis in 2014. After completing his earn-out in 2010, Stephan maintained his place in the industry as a highly sought-after SEO consultant. His clients since the acquisition have included Zappos, Sony, Chanel, Quiksilver, Bed Bath & Beyond, Best Buy Canada, Fluor, CNBC, Bloomberg BusinessWeek, Despegar, Dog.com, and IEEE, among others.

Stephan has spoken at countless hundreds of Internet marketing events, including all the major conferences in the search and ecommerce industries (SES, SMX, PubCon, Internet Retailer, Shop.org, eTail, etc.). He's been a contributor to the Huffington Post, Multichannel Merchant, Practical Ecommerce, Search Engine Land, DM News, MarketingProfs, Catalog Age, and Catalog Success, to name a few.

Stephan is also the creator of **Traffic Control**, a three-day seminar on SEO, and the host of two podcast shows, **The Optimized Geek** and **Marketing Speak**.

TESTIMONIALS



“The first thing I wanted to point out was how technical he was, his technical ability, how cutting edge some of the concepts he brought to the table were, and the observations that he had. We were facing a lot of technical challenges at the time, and he was really efficient in diagnosing those problems, pointing those out, and giving us a clear path to remedy those problems. He is also very creative in the solutions he came up with. He thought holistically about problems, not just improving the site structure, how things rendered, the conventional stuff. He was super creative in putting out content that was super shareable, actionable, and clickable. The other thing that I would point out was that he was unabashedly, unapologetically white hat. So many companies I feel like (and ours was no different) try to come up with short-term solutions to complicated problems – he would never let us do that. Everything that he conceived of was very thorough and meant to be sustainable.

In terms of ROI, it was a sizable investment for us at the time but absolutely worth every penny. He gave us a roadmap that we were working on for years after that engagement ended and again it was complete.

So in summary, I recommend Stephan Spencer wholeheartedly. He’s certainly a thought leader in the industry and that was evident every moment that he worked with us. Absolutely no reservations and would be eager to work with him again in the future.”



Ash Salleh

(former) SEO Lead, Zappos

SCHOOL *of* STYLE™

"Thanks for all your help. You changed our whole model, and as a result we are crushing it."



Luke Storey

CEO and Founder, School of Style

HOUSE OF TRAVEL

"Stephan worked on SEO and eCommerce Strategy for House of Travel. Stephan has a real enthusiasm for the power of the internet to change businesses and his passion rubbed off on House of Travel. While working on House of Travel their online revenue increased dramatically."



Duncan Shand

Managing Director, InsideOut



"We have been utilizing Stephan's expert SEO knowledge on a consulting basis for the last 8 months and have seen amazing results. Stephan is extremely knowledgeable in the search engine optimization and Internet marketing fields, and seems to have endless knowledge of the latest trends and developments in the Internet world, especially those related to Web 2.0 technologies."



Bill Stalker

CTO, Eurekster Inc.



"I've worked with Stephan and his Netconcepts firm for a number of years now, and found him to be highly knowledgeable, talented, and professional. Stephan knows search engine optimization, and internet marketing down to the ground. He's also a great resource for internet promotion strategic advice, and he's channeling the zeitgeist of Web 2.0 technologies like nobody else."



Chris Smith

Head of Technology & Development Dept. / SEO Expert,
Verizon Information Services



"Stephan Spencer is the SEO master. Anyone who wants to know how SEO really works must read The Art of SEO. This is a true reference work."



John Chow

Super Blogger, JohnChow.com



"Stephan is one of the leading eCommerce experts in the world"



Gokul Rajaram

Product Engineering Lead, Square; former Product Director,
Ads at Facebook; former Product Director, AdSense at Google

“Stephan is one of our most valued subject matter experts in the area of search engine optimization. His articles are among the most highly regarded content on our site, and the virtual seminars he presents consistently receive high ratings from attendees. Most importantly for the marketing executives we serve, he has the rare gift of being able to offer insight on the intersection of marketing and technology.

Stephan Spencer continues to make a significant contribution to the growth of our business. He not only develops solutions to problems we recognize, but he also regularly identifies new business opportunities we have not yet discovered.”



Roy Young

Director of Strategy and Development, MarketingProfs.com

Christian Dior

P A R I S

“I attended a workshop by Stephan Spencer on website auditing at the Beauty Online conference. The workshop was comprehensive and illuminating. I was very impressed. I invited Stephan to our offices in New York to critique the e-commerce shop-in-shop that I have been in charge of developing. The advice was very valuable and covered many things that we were not aware of or had not considered.

Stephan Spencer is very knowledgeable and an expert in the field. If you decide to meet with him, you will not be disappointed.”



Gilles Kortzagarian

Manager of E-commerce and Direct Marketing,
Christian Dior Perfumes, Inc.



“As a means of raising the profile of The Carter Center and driving traffic to our Web site, Stephan Spencer suggested that President Carter write a blog. We took that suggestion, developed a strategy around a trip to the West African countries of Togo, Ghana, and Mali, and posted regular blogs from President Carter (with photos, sidebars and news stories, and links to related material on our site) over the course of eight days. Although he had written reports from the field on previous trips, this was his first experience with the blogging phenomenon and he was eager to participate.

The blogs, which we marketed via press releases, through partner organization Web sites, and via the Google AdWord program, garnered significant increases in visits to our site, resulting in an average quadruple our normal daily average. We have sustained a significant increase in Web traffic since February 2004, building on the momentum of the blog project, which we intend to repeat both with President Carter and others here at the Center.

We are grateful to Stephan for planting the seed for one of the most successful Web projects The Carter Center has undertaken to-date.”



Connie Nelson

Communications Specialist, Office of Public Information,
The Carter Center



“Stephan Spencer is a genius! He has the uncanny ability to see opportunities that are hidden, create a brilliant plan, and execute it on the highest level.”



Tamar Geller

NYT bestselling author of “The Loved Dog” and “30 Days to a Well-Mannered Dog”; CEO of The Loved Dog; public speaker; TV personality

“Stephan closely reviewed our site, its layout and taxonomy, and also our analytics and Webmaster Tools accounts. His diagnosis was, essentially, ‘Good content; bad taxonomy.’ He provided detailed, easy-to-follow instructions and guided us through the steps to nurse our site back to SERP health by streamlining our site a great deal and removing unused pages that were creating a huge navigational issue. Stephan was there not only to give instructions, but to make sure we understood the methodology of his site action plan and what those changes would entail. The result? Our organic search traffic has largely rebounded from the depths of the Panda penalty. We now understand — thanks to Stephan’s carefully detailed analysis — how to organize our site, and what mistakes to avoid going forward. Stephan took care to not only fix our site quickly, but to arm us with the knowledge it takes for long-term site health. We are grateful.”



Kerry Murdock

Publisher, Practical Ecommerce



VINTAGE
TUB & BATH

“I have worked with Stephan for many years and can wholeheartedly recommend him to be your guide as you navigate the quickly changing currents of social ecommerce. He understands how strategic vision is nothing without tactical execution and vice versa.”



Allan Dick

former CMO Vintagetub.com; President, Ecommerce Salons



“How does Stephan Spencer have the ability to predict the future? Here’s a person who knows what’s hot even before it’s lukewarm. Over the past twelve years, our executive team has followed his advice, learned from his counterintuitive insights and reaped the benefits of creating a brand that now has authority, influence and exactly the positioning we want in our market space. The lesson is to listen, gain understanding and act upon his incredible insights.”



Steve Spangler

Speaker Hall of Fame inductee, Emmy award-winning TV personality, Guinness World Record holder, bestselling author, founder of SteveSpanglerScience.com



“For the better part of a decade, I have been talking about social media with Stephan and he is one of the few people who really understands the blend between SEO and social media, and how it’s related to commerce, specifically ecommerce.”



Brent Csutoras

Social Media Strategist and Founder of Kairay Media

"I've known Stephan for many years from the conference speaking circuit. He's a thought leader, the real deal. Anytime he speaks or writes, you should stop and pay attention."



Andy Beal

Author of Repped: 30 Days to a Better Online Reputation

VAT19

"I have seen Stephan Spencer in action and he is truly a master of his craft. He is insightful, extremely knowledgeable, and always on the cutting edge of what matters and what works."



Jamie Salvatori

Founder and CEO, Vat19.com

The image features a dark, almost black background filled with numerous out-of-focus light spots, creating a bokeh effect. A white rectangular frame is centered on the page, with the word "FORMS" written in a bold, orange, sans-serif font across its middle. The text is the primary focus, standing out against the dark, textured background.

FORMS

Client Details

Name:

Date:

Email:

Phone number:

City/State:

Company name:

Role in the company:

Key products/services:

Years in business:

Number of employees:

Traffic per month:

Website/s (list all):

Social media/blog URLs:

Top three competitor sites:

Additional comments:

Goals and Challenges

What are your top SEO challenges?

- | | | |
|---|--|--|
| <input type="checkbox"/> <i>Low organic traffic</i> | <input type="checkbox"/> <i>Drop in traffic</i> | <input type="checkbox"/> <i>Low conversions</i> |
| <input type="checkbox"/> <i>Content marketing</i> | <input type="checkbox"/> <i>Social Media</i> | <input type="checkbox"/> <i>Large site/eCommerce</i> |
| <input type="checkbox"/> <i>Avatar definition</i> | <input type="checkbox"/> <i>Market research</i> | <input type="checkbox"/> <i>Content strategy</i> |
| <input type="checkbox"/> <i>Influencer outreach</i> | <input type="checkbox"/> <i>Keyword research</i> | |

What SEO strategies are you currently using?

What is your main objective/desired outcome from this process?

What would you like to achieve within six months?

Have you worked with an SEO consultant before? What was great about that experience and what would you have liked to have seen more of?

What kind of SEO service are you looking for?

- | | |
|--|--|
| <input type="checkbox"/> <i>Implementation</i> | <input type="checkbox"/> <i>Strategy</i> |
| <input type="checkbox"/> <i>Agency</i> | <input type="checkbox"/> <i>Consultant</i> |

How much revenue are you generating right now?

How much revenue would you like to be generating?

How much do you currently spend on SEO/PPC/online ads?

If you're able to achieve your above-mentioned SEO goals, what would you estimate the value would be to your business?

What is your current SEO budget per month? (Check one)

- \$0-1000
- \$1000-5000
- \$5000-7500
- \$7500-10,000

How much are you willing to spend on SEO if you see significant ROI?

If there are significant SEO benefits, would you consider:

- *Hiring another employee/contractor?* YES NO
- *Redesigning your website?* YES NO
- *Increasing your SEO budget?* YES NO
- *Revising your navigation?* YES NO
- *Adding a blog or resource center to your site?* YES NO
- *Purchasing SEO tools?* YES NO
- *Investing in SEO training for you or your team?* YES NO
- *Adding "viral" content (i.e. clickbait) to your website?* YES NO

What are your top 20 keywords that you want to rank highly for in Google?

Any other comments or questions:

LET'S GET STARTED!

Once you've filled out the details above, you can:

Email the packet to me at stephan@stephanspencer.com

Thank you for considering me as your SEO expert