

# SEO SCRIPT

(OPENER) Hi Good Morning. Please transfer me now to the person who is responsible for website, thanks!

- *May I ask why you are calling? What specifically is this regarding?*
  - It's regarding the marketing of your website. We have done some market research on your company's website and we need to speak now to the person who is responsible for it. May I ask their name, thanks?
- *What company are you calling from?*
  - AS IS BIZ .com, (SPELL) A\_S\_I\_S\_B\_I\_Z\_DOT\_COM, we are a Chicago-based website marketing company.
- *What do you do? What is the nature of your business?*
  - We are specialists at increasing the marketing and visibility of websites on the Internet.

(PRE-CLOSER) Hi, Good Morning/Afternoon? Hi there, are you the person responsible for the marketing of your website?

- *(IF NO)* Ok, so who is the person that handles the marketing of your website?
- *(IF YES)* Great, may I ask your name? Hi (NAME), how are you doing today? Great. My name is (YOUR NAME), I'm the (Position) of AS IS BIZ. And we're a Chicago-based Internet Marketing company.
- By the way, we've done some background research on your site and found 3 major areas in which we could help improve your websites visibility across the major search engines, like Yahoo and Google, etc., which is where 99% of websites are found online.
- We researched the websites Links, Traffic and Web page rankings, which are the major indicators for successful websites.
- Right now you currently have only (X) links to and from your site, where well-marketed websites have millions of back-links.
- Are you online right now, so I can show you more clearly what I am referring to?
  - 1) **Link Popularity** tells you how many websites are linking to yours. Website popularity is an important factor in your search engine ranking. The more popular your site is, the better it will be ranked on the search engines.
  - 2) **Alexa Traffic Ranking** measures your website traffic over a 3-month period against all other websites worldwide.
  - 3) **Google Page Ranking**, is a proprietary website ranking system of Google that primarily measures quality or importance of any backlinks from other domains to your website that already have a pre-existing page ranking in Google.