

A Tale of Two Agencies:
**Outsourcing vs.
In-House Fulfillment**

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Executive Summary

The goal of this whitepaper (A Tale of Two Agencies: Outsourcing vs In-House Fulfillment) is not to necessarily persuade the reader that outsourcing is superior to in-house management. In many cases, it is not.

Rather, the goal is to illustrate that in order to facilitate ample room for an agency to grow & scale their client load, the agency must choose to specialize in a few key areas - which it fulfills directly - rather than attempting to provide expertise, and fulfillment, in every area.

This allows the agency to focus on areas inside its core competencies - and effective outsourcing can be used to “fill the gaps” for the agency, so as to offer clients full-funnel service, and comprehensive overall fulfillment.

The common pitfall that plagues most agencies is that of exponential fulfillment obligation - in direct correspondence with the growth of their client base. This can quickly exceed the manpower & fulfillment capabilities of even the largest agency - and more often than not, the required resources & management are focused on providing services that do not fit into that agency's core competencies, or specialization.

What inevitably happens, in time, is that the agency becomes perpetually buried under the weight of its own obligations, and growth becomes impossible. Simultaneously, the experience for an average client will trend towards mediocrity - since the agency cannot fully focus on its strengths.

Effective outsourcing can significantly reduce the time, resources & management required to fulfill a client's overall campaign - while significantly increasing the ability to focus on specialized, core-competency level services.

What it boils down to is that - when outsourcing is done right - you can multiply your growth potential, substantially shrink your operational obligations, and focus on what you do best...

...and correspondingly, drive top-line revenue growth far faster (and higher) than ever before. All the while providing your clients with a far better experience, which in turn will result in far less attrition, far more referral growth, and in general, make your agency profit and produce like a rock star.

Our most successful agency partners don't simply resell our wholesale services as a business model. Rather, they use us to “fill the gaps”, so they can focus on what they're really good at. Perhaps you'll soon be one of them...

Introduction: Understanding Your Client's Needs, Your Role in the Process - and What Limits Your Growth Potential...

The truth is, most SEO agencies and marketing firms will hit the proverbial "glass ceiling" - impeding their future growth and profitability - far sooner than they should be.

Understanding why this is so requires getting an accurate grasp on the kinds of services that these types of firms are generally asked to provide.

Broadly speaking, agencies of this type try to engage in two types of activities: high-level consulting and strategizing and also the fulfillment of the required subordinate/supporting tasks to accomplish client objectives.

High-level consulting and strategizing refers to things like comprehensive site analyses, developing an overall marketing strategy, determining proper ROI objectives, conversion-rate targets, competitor and marketplace intelligence-gathering and the like.

Required subordinate/supporting tasks run the gamut of all types of services – everything from website design and structure to content writing, the creation of supporting/feeder sites, securing backlinks, reporting and tracking, etc. Providing these types of tasks additionally requires an investment of time and finances to manage the personnel to perform such tasks, as well as data gathering and report-generating for documentation purposes.

Traditionally, agencies have tried to provide all of these types of services in-house.

The obvious benefit – to both the client as well as the agency itself – is clear: by retaining complete control over the entire process and all aspects of it, from start to finish, the agency can assure a high quality and effective result. Agencies quickly learn that moving business functions to other organizations can result in loss of control and may damage relationships with their client if low-quality work is done on their behalf. The risk, it would seem, is too great to tolerate...

And yet the usual strategy (of doing everything in-house) can also cause significant problems.

Specifically, because of limited staffing and revenue resources, achieving additional business growth becomes both cumbersome and very expensive. Stated very simply, it takes a great deal of time and money to secure qualified personnel, train them, monitor them and put business elements in place to retain them long-term.

Additionally, bottlenecks are soon reached because the capacity of the agency to both manage and produce all of the necessary work is exceeded. Staff become stressed (and may in fact secure employment elsewhere) and it becomes very difficult to do anything more than maintain the back-end workload necessary to service existing clients.

A far more effective solution could be attained if agencies began to separate those services that are truly critical for them to provide – the high-level consulting and strategizing that clients need – and which the agency itself excels in providing – from the backend/supporting work that are the necessary components of a client campaign. *Ideally, an agency would be best served by a wholesale platform that can execute all of the required tasks (including management of the personnel involved) in a trustworthy manner, which provides timely and detailed reporting.*

It is important to underscore the point that **an outsourcing solution is not a total replacement for all of an agency's current in-house services.** It does not and cannot ever replace your

company's role as the marketing and strategizing partner for your clients. Utilizing a managed outsourced service allows you instead to service many more clients, and take on new clients, without raising the specter of falling behind in fulfillment of the backend supporting tasks. As long as there is adequate and accurate reporting, and high-quality work being performed, a managed outsourcing service will allow your existing in-house staff to place 100% of their expertise and focus on their core competencies.

As one experienced SEO professional put it: *"Rock stars don't unload the trucks. They succeed because they do a few things very well – and they have an entire team behind them that fills in all the logistical gaps. And that, proverbially speaking, is what a wholesale managed SEO outsourcing service can provide for SEO and marketing agencies."*

Pitfalls and Limitations in the Traditional Approach

For a moment, let us try to pinpoint some of the specific ways and areas in which the traditional approach for agencies (where all functions are executed as well as managed within the agency itself) will fail:

1. The current state of affairs in Internet search largely revolve around the Post-Panda, Post-Penguin environment as well as other search engine algorithm updates/modifications. This environment creates a need for a consistent influx of good-quality backlinks, a well-diversified link portfolio, as well as quality-heavy content. The days of getting by with thin content and lopsided backlink portfolio anchor text are definitely over!

To remain competitive and to put this type of content and linking out there requires the involvement of many, many people, especially their management and accurate reporting. *This is a task that most agencies are not well-suited to take on.* These responsibilities can soon create a logistical nightmare that sucks up every resource (time, money, and personnel) that an agency may possess. It is probably not too far of the mark to say that 90% of all marketing/SEO agencies have been stretched to the breaking point just trying to keep up with changes brought on by search engine algorithmic modifications.

2. Maintaining quality control also becomes very difficult in the current operating environment. Agencies today are trying to work with multiple suppliers and vendors, teams of link builders, web property creators and promoters, content writers, etc. to get all of these people on board, to properly train them and to monitor their activities to make sure the work is done properly (and on time!) Soon it becomes a logistical and management nightmare. It also requires a substantial financial outlay – both to purchase the services contracted for as well as to appoint staff to oversee their activities.

3. As every agency will freely admit, *the key to building the business is to retain and enlarge their client base.* This requires prompt and accurate communication with clients as well as the exchange of report information to document progress made and also to provide proof-of-services-rendered. With the proper documentation and communication, clients will be pleased and are far less likely to seek out the services of a competitor firm. Clients look for "results," and agencies must provide them with the hard data to show them that work being done on their behalf is having a good effect. But providing these services for clients will again require a huge investment of time and resources.

4. Finally, and surprisingly, the more successful an agency is, the sooner they will hit "the ceiling". This is because, for each new client that is secured, another layer of ongoing promotions and backend tasks will need to be scheduled, on top of what the agency is currently doing for other clients. This means that the obligations undertaken by an agency will literally grow exponentially as their client base begins to expand.

The point is soon reached when the agency cannot take on any more of these responsibilities. This results in stunted revenue growth and oftentimes, poor results for the client. And the necessity to take on more and more staff to handle associated tasks eats into profit margins – and at the end an agency may find that 50%-60% of the additional revenue generated by securing a new client must be spent on expanding staffing to provide essential auxiliary services for that client.

Result: Wafer-thin profit margins indeed. . .

What to Look for In a Wholesale SEO Services/Management Provider

At this point, the solution becomes rather obvious: agencies, if they are to survive (let alone become profitable) must seek out the services of a qualified provider who can take most of this burden off of their shoulders. Of course this inevitably leads to the question: "How do I choose the best one?" We would like to suggest the following –

- 1.** There is no advantage in utilizing the services of "teams" of people if the agency must still devote precious resources to managing the activities. A good wholesale SEO services provider will also automate management of the workforce as well. A qualified company will manage their workforce on your behalf, according to your own specifications. The ideal situation would be to implement a comprehensive 1-year campaign for a client (with continual, monthly promotional schedules) with an absolute minimum required effort on your part.
- 2.** A good wholesale services provider will help you to implement *the 80/20 rule* – they will take over the 80% of the foundational work, content creation, link diversity, etc. – leaving you and your staff to focus on the critical 20% activities that are essential to your business mission.
- 3.** Additionally, an excellent SEO services company will not just fulfill and manage all of the work associated with your client project campaigns, they should also be able to provide updated information/reporting for you to pass on to your clients. It should never be necessary for you to take raw-data reports and edit/format them to get them into a presentable form. A qualified services company will be able to completely customize all reporting done on a per-project basis, as well as to distribute those progress reports directly to your clients, while remaining under your brand, with no mention whatsoever of the service provider.

Could PosiRank Be the Best Fit For Your Agency's Needs?

Here is what we have to offer in a nutshell:

PosiRank has been designed from the ground up to completely automate SEO *by automating management*. If you can devote between 3-10 minutes of your time, you can provide us with the details of your campaign for each of your clients, which we can take and transform into recurring tasks that we handle automatically.

PosiRank will lift the burdens from your shoulders – you concentrate on the 20% of your core-mission tasks, and we will quite literally ***manage everything else for you***.

All reporting done within **PosiRank** is strictly white-label in nature. Our reports are completely customizable, *per-client* and *per-project*. We can incorporate your own agency logo or other information as you require on these reports – and of course there will be no mention of PosiRank whatsoever.

Using **PosiRank** will allow you to focus on your key specialties and core competencies. These are in most cases going to be high-ticket, high-profit services. By being able to service more and more clients comprehensively, you will be able to sell far more of your specialty products/services. This means that your profits will grow exponentially as your client base does.

PosiRank also makes it possible for you to successfully resell our services, if you like, at a 50%-150% markup (and in some instances far higher than that). This means that *white-labeled reselling can become a significant revenue stream for your agency*, in addition to other services you are currently providing.

Finally, what truly sets **PosiRank** far above similar service providers is that you can actually be proud of what you are selling. As far as we know, every other wholesale SEO platform today is powered exclusively by offshore content writers, link building teams, etc.

PosiRank only uses content produced by Americans – who live and work in America – to power all of our tier-1 promotions and backlinks. This means that when your client sees the work that has actually been done, they are going to see quality, well-written content such as articles, press releases, video productions and other media that we use to build exposure for your clients business. And this will go a long-long way toward securing client retention – and more importantly, securing reputation (your reputation as an agency as well as your clients reputation).

Are You Ready to Take the Next Step?

The best way to see what we can really offer your agency is to create a free preview account, and explore our platform in-depth.

You can set up an account [right here](#), in seconds.

Then, when you're ready to test us out - simply complete your application, which will be your (temporary) welcome screen on login.

At that point, we will assign you a dedicated account manager, who will arrange a web meeting with you (and your key team members) and guide you through a very thorough initial orientation, or visual live "walk-through" inside our platform.

And that's not where our direct communication with your team ends.

We work very closely with our customers, because they truly aren't customers. They're partners.

For many of our partners, we actually go so far as to set up campaigns on their behalf, hop on consultative calls or group conference calls with key clients (as one of your team members, under your brand - no mention of PosiRank).

And more importantly, we keep close tabs on every movement and fluctuation in the SEO industry, and the search landscape at large. We're constantly monitoring strategy results, linking graph indicators and ranking signals in general.

PosiRank is on the tip of the spear - its founders have a combined 25 years of experience in the SEO space, and come from the "trenches" of organic traffic. When you partner with us, you get to leverage not only our workforce and platform... but also our expertise.

This will, in turn, give you an ultimate, invisible edge with your clients. (And in this industry, it's simply nice to finally have someone in your corner, for a change).

We sincerely hope to see you inside the platform, and join on as our latest partner... and shortly thereafter, ideally as one of our latest success stories...

[Get started right here, in just seconds >>](#)