

# How to Keep SEO Clients Paying After Hitting Google's Top Spot!

*Note: This is a story about a digital marketing agency. The industry, location, and name of the client have been changed to protect their privacy. The client does not want people to know their business details.*

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## **Bob's Struggle in the Big Apple**

Bob was a seasoned digital marketer, running an SEO agency in the heart of New York City. The hustle and bustle of the Big Apple had always pushed him to innovate, but lately, he found himself stuck in a frustrating cycle.

Bob's specialty? Ranking local businesses on the first page of Google. He'd built countless websites, optimised them, and got them to the top of search results, helping local businesses thrive. But no matter how successful the campaigns were, there was always one big problem.

Clients would come to him, thrilled to have their websites on page one. But once they hit that coveted spot, the enthusiasm would fade. "Well, I'm already number one. I think we're good now. I'll call you if I need you again." And just like that, they'd stop paying Bob's monthly fee. SEO was no longer an immediate need in their eyes, and the stream of income Bob had worked so hard to build would dry up.

He couldn't blame them. From their perspective, the job was done. They had the rankings, the website was built, and the need to pay \$1,000 a month seemed pointless.

## **The Turning Point**

Bob had been stuck in this cycle for years. He'd sign up a client, build a great website, get them ranking, and within a few months, they'd stop paying. Six months at best, and then—crickets. His clients didn't understand why they should continue paying for a service that seemed complete.

It frustrated him to no end. He had bills to pay, a team to manage, and clients to win over. Yet, every time he climbed that SEO mountain, the clients wanted to step off and go it alone. Bob knew deep down there had to be a way to keep clients long-term and show them the ongoing value of his service. But for the life of him, he couldn't figure it out.

Then, one late evening, as he was sifting through his emails, he saw something intriguing. An email from a guy named Mike Martin. The subject line read: "Revolutionise Your SEO Business

with Ring Fence Marketing.” Bob opened it, curious but sceptical. It wasn’t the first time he’d seen offers like this, but something about this one seemed different.

## The Ring Fence Revelation

The email talked about a new service—Ring Fence Marketing. Mike explained that, instead of just focusing on one website, Bob could now build **12 additional websites** around the main one, all targeting the same local market. These websites would create a “ring” around the client’s primary website, dominating the entire local search space.

The genius? These extra sites wouldn’t just rank for the main business keyword, but for every variation of local searches—neighbourhood-specific keywords, other business brands, service variations, and more. It was about capturing 100% of search traffic within a 50-square-mile area, and best of all it was available cheap so he didn’t have to do the work, he could resell it.

Suddenly, Bob had an idea. If he could offer his clients not just **one** website, but **thirteen**—with twelve smaller, supporting sites that funnelled traffic to the main site—he could give his clients an irresistible offer. More importantly, these additional websites would remain **his assets**. If the client ever decided to walk away, they’d lose the entire ring of websites driving their business traffic.

He saw it clearly now. He wasn’t just selling a service; he was offering control, power, and dominance over the local market.

## The Comprehensive Success Pack

With renewed energy, Bob got to work crafting a new offer. He called it the **Comprehensive Success Pack for Local Businesses**. It included:

1. A **five-page website** designed to rank for the main keyword in the client’s city (for example, “Dentist New York”).
2. **Twelve supporting websites**, each targeting 100% of specific search with hundreds of keywords and in a 50 square mile area of the clients business.
3. A robust system of **backlinks** from each supporting website to the main site, boosting its authority and traffic.

This wasn’t just SEO anymore. This was total **market domination**.

The beauty of the plan? The **assets stayed with Bob**. The client paid for the service, but the 12 supporting websites and their backlinks were controlled by him. If the client stopped paying, those websites would stop pointing to their business. They’d lose the majority of their local search traffic, and the leads and sales would dry up.

Now, Bob could confidently charge **\$1,500 per month**—a significant increase from his previous \$1,000 a month—and clients wouldn’t be able to walk away so easily.

## Conflict and Overcoming Doubt

When Bob first pitched the new package to his clients, some were hesitant. "Do I really need 13 websites? Isn't one enough?" they'd ask. It was a valid question, and Bob knew he had to show them the bigger picture.

"Your main website is like having one shop on a busy street," Bob explained. "But with this package, it's like having **12 additional shops**, each in key locations, all directing customers to your main business. It's not just about ranking for one keyword anymore; it's about owning **all** the local searches in your area."

Clients started to understand. They saw the value in not just being on the first page of Google, but in **dominating** their entire local market.

## Victory and Transformation

Within a few months, Bob had successfully transitioned his entire business model. Clients who previously would have left after reaching page one of Google were now **locked in**, appreciating the ongoing value he provided with the additional websites and continuous traffic.

More importantly, Bob's income became stable. No more three-month sprints to keep clients. No more anxiety about losing contracts. He was in control of the assets, and clients were happy because they were getting far more than they ever expected.

## The Aftermath

Bob's business was transformed. He no longer feared the moment clients hit the first page of Google. Instead, he celebrated it. Because now, he knew that his clients needed him as much as ever—if not more. His **Ring Fence Marketing strategy** wasn't just about SEO; it was about **market control**. And Bob was no longer just an SEO guy. He was the guy who helped local businesses **dominate**.

Ring Fence Marketing didn't just save Bob's agency—it made it thrive.

## Bob's New Situation

When a client told Bob they no longer needed his services and were considering leaving, Bob had a compelling argument to present.

He explained that he invests considerable ongoing monthly funds into securing an exclusive service designed specifically for SEO and digital marketing agencies.

This service, involving twelve sites Bob himself controlled, was not transferable, making it a unique offering no other SEO agent could provide.

These sites were critical as they drove 95% of the client's traffic and leads.

Additionally, twelve strategically placed backlinks were significantly boosting the ranking of the client's main website, which in turn generated the remaining 5% of their leads and sales.

Bob made it clear that if these backlinks were removed and access to the twelve sites cut off, the client's digital presence would severely suffer.

However, maintaining these sites and backlinks involved ongoing costs, making it infeasible for the client to simply walk away without risking their entire online infrastructure.

Bob now has clients for life, or at least the life of their businesses.

Become a reseller now at: <https://ringfencemarketing.com>