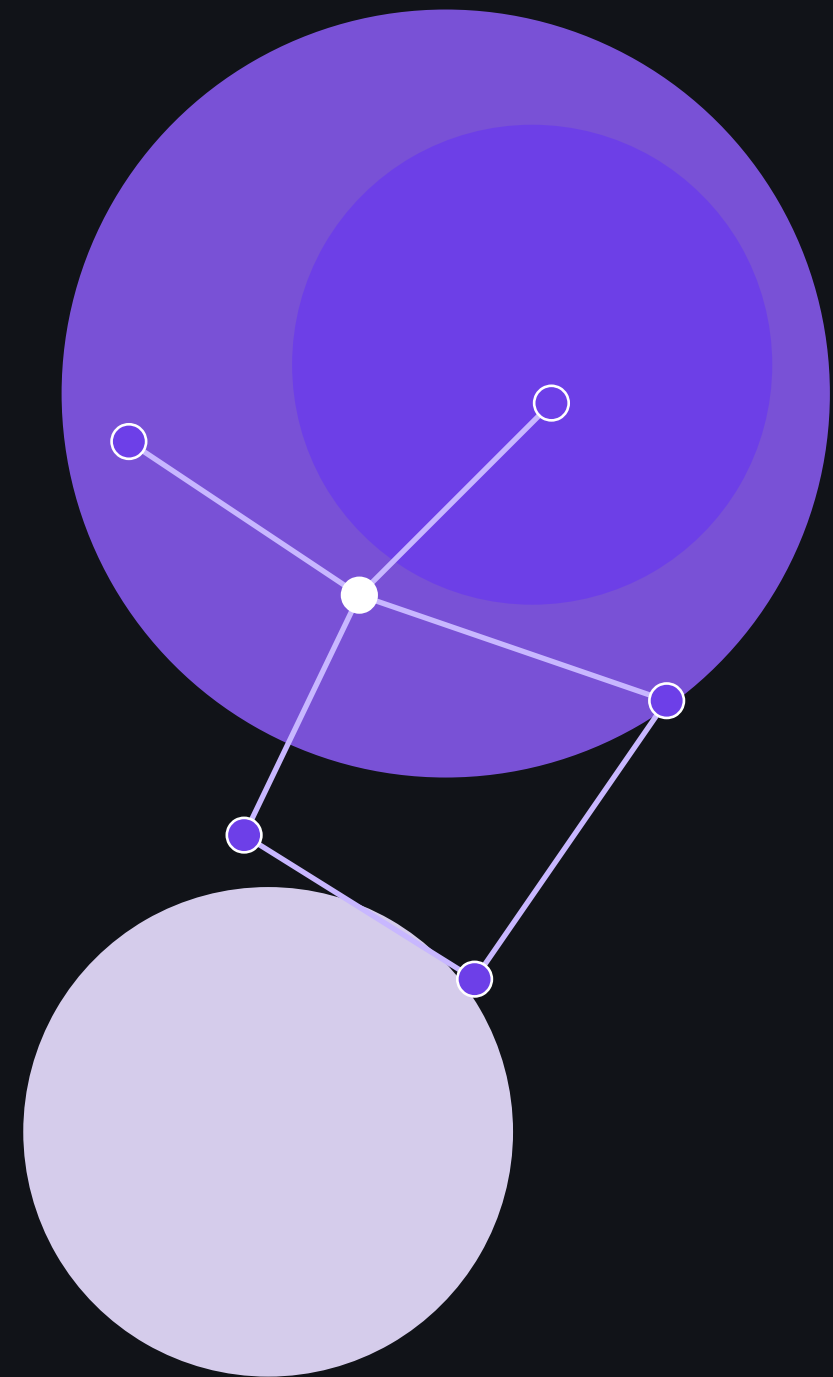


Sell the workflow, not a list of features.

For authorized SEO Forge sales partners and independent reps.

Goal: identify agencies with fragmented SEO workflows, qualify the pain, and move the right buyer to a demo or paid plan.

Internal sales material - do not forward as a product contract or pricing commitment.



Lead with the pain.

Do not open with “we have an SEO tool.” Find the operational problem first.

Tool sprawl

How many SEO tools does your team currently use across audits, keywords, rank tracking, backlinks, content, and reporting?

Client volume

How many websites or client accounts are you managing today?

Reporting load

How much time does monthly reporting and switching between tools take?

Current stack

Which tools are indispensable, and which ones feel expensive or underused?

Decision process

Who evaluates new SEO software and what would make a trial successful?

Growth pressure

Are you trying to add more clients without increasing manual SEO operations at the same rate?

The 30-second pitch.

Keep the first explanation simple. Expand only after the prospect tells you what matters.

“SEO Forge Tools is an all-in-one SEO and AI visibility platform built for agencies and marketing teams. It brings audits, keyword research, rank tracking, competitor analysis, backlink insights, content workflows, Google traffic data, and reporting into one focused workspace - so teams can manage more SEO work without constantly switching between disconnected tools.”

Then ask: “Which part of that workflow is currently the biggest pain for your team?”

What the product covers today.

Sell what exists. Do not present roadmap features as currently available.

Audit Technical + on-page site auditing	Keywords Overview, expansion, intent, difficulty	Tracking Country / language / device rank tracking
Competitors Domain comparison + keyword gaps	Backlinks Backlink analysis and opportunities	AI Visibility Brand visibility across AI/search discovery
Content SEO writing + content utilities	Google Data Search Console + Analytics connection	Reports PDF / XLSX / CSV project exports

Match the pitch to the buyer.

Different prospects care about different outcomes.

Agency owner

Lead with: consolidate tools, manage more clients, reduce workflow fragmentation.

Ask: "How many client sites do you manage, and how many tools does your team use?"

SEO lead / manager

Lead with: audits, keyword gaps, tracking, competitor research, reporting.

Ask: "Where does your team lose the most time between research and reporting?"

Marketing lead

Lead with: visibility, first-party Google data, AI visibility, reporting clarity.

Ask: "Do you have one place that connects SEO visibility with actual traffic performance?"

Strong fit 5+ managed sites • recurring SEO work • multiple tools • regular client/internal reporting • buyer can trial software

Weak fit One-off hobby site • no recurring SEO need • no budget/authority • wants guaranteed rankings • wants black-hat automation

Demo the workflow, not every screen.

A short demo should prove relevance, not exhaust the feature list.

- 1 Project / dashboard** Show the project-level view and how the workflow is organized.
- 2 Site Audit** Open a real audit and explain what should be fixed first.
- 3 Keyword + competitor** Show keyword research, rankings, or a gap against a competitor.
- 4 AI Visibility** Show how the brand is represented across AI/search discovery.
- 5 Google + reports** Explain first-party traffic connections and client-ready exports.
- 6 Close** Recommend the appropriate plan and agree the next action.

Current plans & pricing.

Recommend based on workload and client volume. Do not invent discounts or special terms.

MOST POPULAR

FREE \$0 1 site / evaluation	STARTER \$49/mo 5 websites 500 tracked keywords 10 audit runs	PRO+ \$99/mo 15 websites 1,500 tracked keywords 40 audit runs	ADVANCED \$299/mo 40 websites 5,000 tracked keywords 150 audit runs
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Selected limits shown from the current pricing catalog. Regional catalog/checkout may vary. Enterprise requirements are handled separately.

Handle objections without attacking competitors.

The goal is to understand the buyer's current stack and find the gap SEO Forge can solve.

"We already use Semrush / Ahrefs."

"Makes sense. Which parts do you rely on most, and what other tools do you still need alongside it?"

"We are not ready to switch."

"You do not need to switch everything on day one. Start with the free plan or one client/project and evaluate the workflow."

"How do we know the data is useful?"

"Use provider-backed research plus connected Google Search Console/Analytics for actual first-party performance where available."

"We need client reporting."

"Project reports can be exported to PDF, XLSX, or CSV for client updates and internal analysis."

"Can AI automatically change our sites?"

"Not as a generally available feature today. Controlled execution is on the roadmap; current sales should focus on live capabilities."

"Can you guarantee rankings?"

"No legitimate SEO platform can guarantee rankings. SEO Forge helps teams make better-informed SEO decisions and measure progress."

Close on a clear next action.

Do not end a good conversation with “let me know.”



Low-friction buyer

Start on Free and agree what they will test this week.



Qualified agency

Recommend Starter / Pro+ / Advanced based on sites, keywords, audits, and team needs.



Larger requirement

Book a demo / commercial conversation rather than inventing enterprise terms.

Suggested close “Based on the number of sites you manage, I’d start with Pro+. Let’s set up one project and see whether it reduces the workflow you’re currently doing across multiple tools.”

Rules for authorized reps.

Protect the customer relationship and the brand.

- ✓ Customer pays SEO Forge directly through the official checkout.
- ✓ Do not invent discounts, refunds, enterprise terms, or custom contracts.
- ✓ Do not claim guaranteed rankings or guaranteed revenue.
- ✓ Respect privacy, anti-spam rules, and platform terms.
- ✓ Never collect customer funds into a personal account.
- ✓ Do not promise roadmap features or delivery dates.
- ✓ Use only approved product descriptions and sales materials.
- ✓ Record lead attribution using the approved rep/referral process.

YOUR NEXT LEAD

Find one agency with a real workflow problem.

Qualify the pain. Show the relevant workflow. Recommend the right plan.
Close on a specific next action.

Website

seoforgetools.com

Pricing

seoforgetools.com/pricing

Resources

seoforgetools.com/resources

Product information current as of October 2026.