



WP engine®

THE ART OF UPSELLING: 8 AGENCY UPSELL HACKS TO INCREASE PROFITABILITY AND DELIVER MORE VALUE

A Digital Marketing Guide

WHITE PAPER



Landing a client is a massive hurdle in itself. But as an agency, how do you get recurring work and more than just the first project?

To increase the lifetime value of your customer, it's imperative to look for strategic upsell opportunities.

Here are several hacks your agency can use to upsell your clients to establish deeper value with your customers, increase profitability, and build a stickier relationship.

1 Find Problems with a Site's HTML

Finding problems with the way a web page renders in a browser is an effective way to boost profitability and create more engagement with a client. You can use a tool like validator.w3.org to figure out if there's something wrong with a page's URL and offer your services to fix problem areas. For example, are their H1s properly configured? (H1s affect SEO and traffic.)

2 Combine Google Analytics Conversion Reports by Browser with Cross Browser Testing

Typically when you propose a project, you identify which browsers you're going to support. This upsell opportunity consists of addressing other browsers and screen resolutions that might pertain to the customer's audience.

To figure this out, go into Google Analytics and run a report showing what percentage of visitors bought something in each screen resolution and browser type. This report can give you a solid indication of who your client's audience is and their purchasing habits.

If people are buying on a platform or browser you might have not supported otherwise, offering support for that browser to your clients can ultimately increase conversion rates and improve their bottom line.

3 Upsell Existing Clients on A/B Testing and Analytics

You can also charge for the work necessary to perform A/B testing (like setting up Optimizely and Google Analytics, and the managing of those experiences) and include this in your proposals and pitches to clients. This creates an additional revenue stream.

Pro tip: If using Google Analytics, make sure to set up "Goals." If you're not tracking the objectives of your site, then your analytics are worthless. Not having goal-based analytics is essentially not having any analytics at all.

4 Flip the Funnel, Upsell to uCRO

uCRO (un-conversion rate optimization) is the practice of optimizing your site to encourage visitors to not take actions, which detracts from profitability. Digging into your client's uCRO is a great way to provide additional value because it can help show whether a page is effective or not with the course of action required.

You can use buttons like “Get Support,” “Request Refund,” and “Cancel” to test how well a page communicates what's necessary for a customer.

For example, on a support article you can place a “Get Support” button on the page. If somebody clicks on the button after reading the article, that's bad—it means the article didn't help the customer.

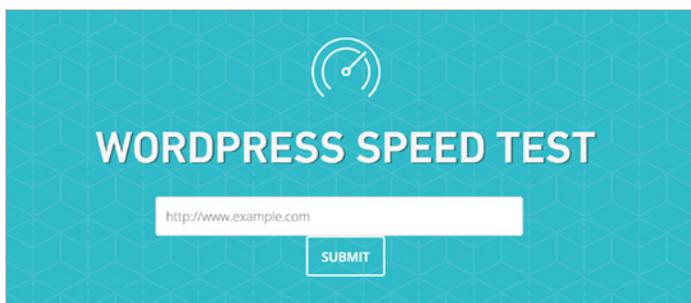
The job of a support article is to answer a customer's question. If your support article doesn't answer the customer's question, then that was a bad job by that web page.

With uCRO you can implement an A/B testing project with your customers to help them reduce their support volume and make their support articles more effective at answering a support question.

Testing buttons to see how effective a page is can provide great value to the customer (and their customers), and is also a great way to upsell a client.

5 Implement a Speed Optimization Project

Site speed is incredibly important. It's not only a site ranking factor in Google's algorithm, but a faster site reduces bounce rates, ultimately leading to better conversion rates and happier customers.



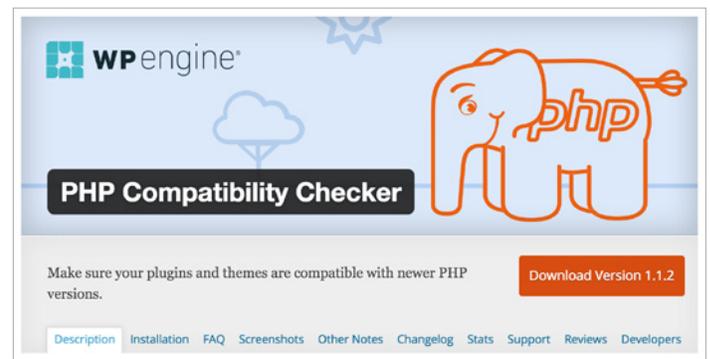
Analyze how fast your site loads with the WordPress Speed Test.

To test the speed of your site, try going to wpengine.com/speed-tool to get WordPress specific optimization tips. All you have to do is feed it a domain and the tool will tell you a list of things you can do to improve the speed of your site.

You can use these results in a project to get an idea of what's making a site slow and pull on those threads to determine how much work will be required to help the client make their WordPress site faster. (For WP Engine customers, the robust version of this is [Page Performance](#).)

6 Get Clients Ready for PHP7

Your WordPress site will run incredibly faster with PHP7, as it promises serious performance gains, drastically reduced memory consumption, improved security, and more.



Test the PHP compatibility of your site using WP Engine's PHP Compatibility Checker plugin.

To see if your plugins and themes are compatible with newer PHP versions, you can use PHP Compatibility Checker, a plugin by WP Engine that detects which components of your site work and don't work with PHP7.

To upsell your clients, you can propose a PHP7 compatibility project with them.

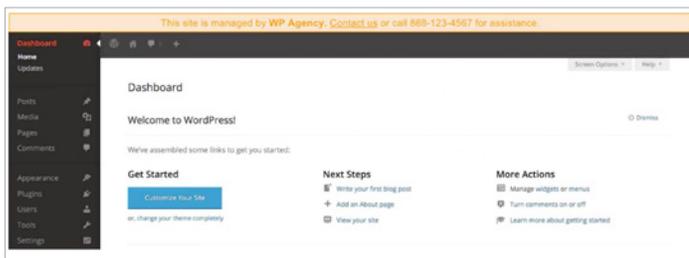
7 Automate Maintenance Upsells by Email

Another upsell tactic is to email old clients when their website needs maintenance. You can send out-of-date plugin notices, for instance, with your upsell messaging.

An open-source server software called InfiniteWP will allow current customers, prospects, etc. to get free plugin monitoring and send them an email if their plugin or other site component is out of date.

8 Use WP Admin for Upsell Messages

Within the WP admin you can display a [simple message](#) in the top menu to notify your clients of any updates or new messages. This is a great way to get an ad out in front of your customers as they manage their site in the future, as well as communicate to the client who built the site and who to call for help.



Upon logging in, the client will see the message you left for them in the top menu bar of the Admin area

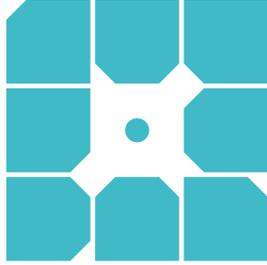
If you're servicing a big company, the person you worked with when you built that site might have left. Therefore, adding admin messaging acts as an advertisement for your agency so when the new person logs in they know who built the site and who to call for help to order more services.

Conclusion

With these hacks in mind, it's wise to maintain a draft proposal for potential upsells and keep proposal templates for every new client, always continuing to brainstorm new ideas on ways to upsell them.

Proposal templates can range from speed optimization, to technical debt, to a page needing optimization and so on. If you draft proposals in advance, you'll always have one on hand to give to a client when the time is right.

For more ways to help increase your agency's productivity, profitability, and drive more value to your clients, check out WP Engine's agency WordPress solutions: wpengine.com/enterprise/agency



About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, Limerick, Ireland and London, England.

