



Powerful. Affordable.  
Marketing Automation.

# Leverage Offshore Resources to Expand your Agency

Real Tips for Finding and Managing Overseas  
Creative Talent



**Bryan Tobin**

Usability Manager | SharpSpring



**Ryan Stewart**

Founder | WEBRIS

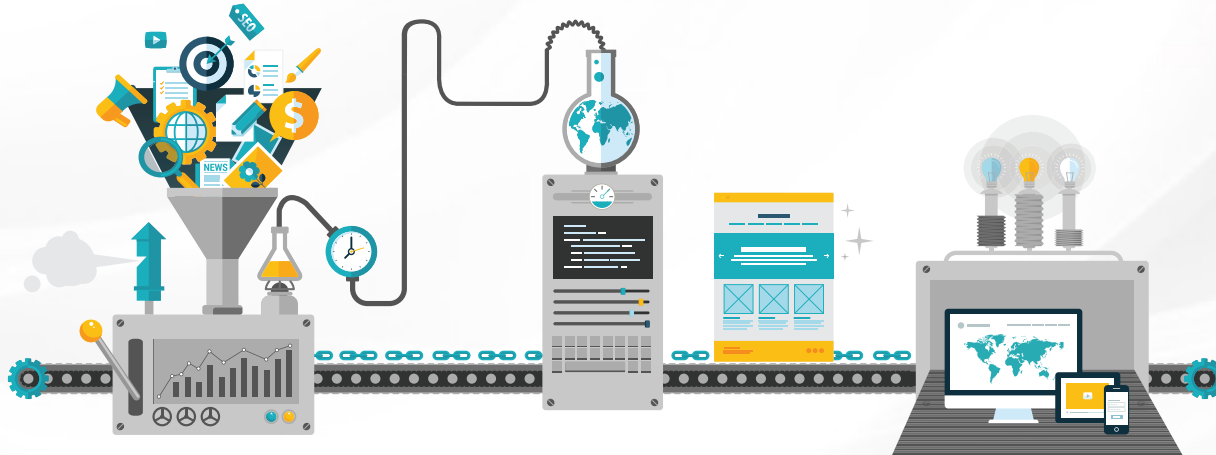
# Greetings

## Who's In The Audience

- SharpSpring Partner Agencies
- Agencies Considering SharpSpring
- In-House Marketing Professionals

## Why Are We Here?

- Learn how to successfully incorporate offshore talent into your agency
  - Share marketing best practices
  - Provide real-world stories



# Housekeeping

## Questions?

- Phone lines are muted
- Submit via:
  - Chat Box
  - Twitter: #SharpTweet or @SharpSpring

## Webinar Recording & Slides

- Emailed after webinar

## Webinar Survey

- We need your feedback

## Upcoming SpringBoard Live – Partners Only:

Switching Event Reminders from Pesky to Persuasive

Friday, April 14, 2017

## Upcoming Webinar:

Mission Possible: Quality Content Marketing

Wednesday, April 19, 2017

## Future Partner Presenters:

Email Koertni Adams at  
koertni.adams@sharpspring.com



# Introductions



## Bryan Tobin

**Usability Manager | SharpSpring**

As Usability Manager, Bryan is responsible for creating content to help users get the most out of SharpSpring. This includes maintaining the support forum and creating instructional “how to” videos. Working in collaboration with Marketing, Support, and Development, Bryan helps create an exemplary experience for every user.



## Ryan Stewart

**Founder | WEBRIS**

Ryan Stewart is a marketing professional with over eight years of client-facing experience. He currently owns and operates WEBRIS, a Miami-based digital marketing agency.



#SharpTweet live with us

# WEBRIS

## WHY, WHAT & HOW TO OUTSOURCE WORK

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Ryan Stewart



# We're going to talk about 3 things...

- **Why** you should consider outsourcing.
- **What** you could potentially outsource (examples of how we do it).
- **How** you can find, train and hire the right people to help you out.



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1 Why you should consider outsourcing.



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# I get negative feedback that I need to address...

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“Cl  
WC



e hiring

**EBRIS**



SO...WHY DO IT?

ULTIMATELY, IT COMES DOWN TO SCALING  
YOUR TIME.



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# Let's discuss the options.

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TYPE	BENEFITS	DRAWBACKS
<b>Employee / Contractor</b>	<ul style="list-style-type: none"><li>● Productivity, expertise, control, growth, happiness</li></ul>	<ul style="list-style-type: none"><li>● Highest costs (salary, training, management, etc)</li></ul>
<b>Freelancer</b>	<ul style="list-style-type: none"><li>● A specialist (1 person) in the task you need, job based (easy to let go)</li></ul>	<ul style="list-style-type: none"><li>● Higher cost (in short term), communication / deadline management (often remote workers)</li></ul>
<b>Outsource</b>	<ul style="list-style-type: none"><li>● “Experts” (company) at the process you need done (i.e. payroll, accounting, SEO, etc), project based (easy to let go)</li></ul>	<ul style="list-style-type: none"><li>● You're on their terms, communication, high cost</li></ul>
<b>Offshore</b>	<ul style="list-style-type: none"><li>● Low cost “expert” in whatever you need, full time control</li></ul>	<ul style="list-style-type: none"><li>● Communication (language), quality, market perception</li></ul>

2 What you can potentially offshore.



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# Considerations...

- Pretty much anything online can be outsourced - social media, content creation, etc (examples coming next).
- If you find yourself doing anything more than once, start thinking about how you can get it off your plate.
- Understand your industry and what are important actions to acquire and manage customers (fitness vs WEBRIS).
- This works best for execution, not planning and strategy (doing vs. thinking).





**WEBRIS - Ryan Stewart**

March 17 at 8:30am · 🌐

Most agencies don't build links for clients bc it's a massive undertaking. We have a process to scale link acquisition, here it is.



### Step by Step Guide to Scale Your Link Building

Link outreach is incredibly time consuming if you don't have a process and plan in place. This video walks you through the EXACT process we use.

[WEBRIS.ORG](http://WEBRIS.ORG) | BY WEBRIS - RYAN STEWART

[Learn More](#)

Like

Comment

Share

Buffer



You, Tim Livian, Rob Corbett and 33 others


[Top Comments](#)

4 shares

# WEBRIS



## Jordan 1 Lace Sizing

Rate It  Average = \$product->get\_average\_rating(15,00)

The Nike Air Jordan 1 comes in 3 variations: Highs, Mids and Lows. We measured the lacing of all 3 styles of the Ones to come up with OG factory exact sizing. It's important to keep in mind [how you lace your sneakers](#) before purchasing a pair - if you lace them to the top, go with the 72" shoelaces. If you half lace your 's, go with the 63" laces.

Sneaker	Nike Air Jordan 1
Eyelets	9 (Highs) / 8 (Mids) / 6 (Lows)
Lace Type	Flat (on Highs, Mids & Lows)
Length (Inches)	72" (Highs) / 63" (Mids) / 54" (Lows)
Width (Inches)	0.31 (on Highs, Mids & Lows)
Length (CM)	182 (Highs) / 158 (Mids) / 137 (Lows)
Width (MM)	9 (on Highs, Mids & Lows)

[Buy These Laces](#) [Back To Guide](#) 

### POPULAR COLORWAYS



Jordan 1 OG Retro "Chicago"



Jordan 1 "Pinnacle"



Jordan 1 OG Retro "Black Toe"



Jordan 1 OG Retro "Shadow"

### WHERE TO BUY REPLACEMENT LACES?

We sell exact replica laces to the Nike Air Jordan 1 shoelaces on our store and on our Amazon store. We measured the EXACT shoelace sizes and had them privately manufactured to ensure the laces were 1 to 1 quality. Each lace we produce is guaranteed to look, feel and perform exactly like the OG lace type.

# WEBRIS

[YOUTUBE](#)[FEATURED](#)[SELECT](#)[📅 JORDAN RELEASE DATES](#)

## **HD** NIKE FLYKNIT RACER “PURE PLATINUM” RELEASES TOMORROW

OCTOBER 13, 2016 BY [ZACK SCHLEMMER](#) / 🔥 4.88 / 5



0 SHARES / LIKES

[Share Image](#)

Whoever has been coloring up the Nike Flyknit Racer lately over there at Nike needs a raise. This fall we've seen the new "Volt" version, the instantly sold out "Blackout" colorway and now this which may just be the best of them all, the "Pure Platinum"...[Read More](#)

# (ITEM)	Element	Legacy Condition	Comments	Support ID
1	<b>Accessibility/Findability Issues</b>			
2	Crawl vs. Index Status			
3	Server Uptime			
4	Robots.txt			
5	Use of meta robots tags (follow, no-follow, index, no-index)			
6	Use of Meta Refresh Tag			
7	Client Side Errors (40x)			
8	Server Side Errors (50x)			
9	HTML Sitemap			
10a	<b>Page XML Sitemaps</b>			
10b	Found Page XML Sitemaps?			
11	Page XML Sitemap(s) Listed in Robots.txt			
12	Page XML Sitemap(s) is Listed in GSC			
13	Page XML Sitemap with Broken Links			
14a	<b>Mobile XML Sitemaps</b>			
14b	Found Mobile Pages?			
14c	Found Mobile XML Sitemaps			
15	Mobile XML Sitemap(s) Listed in Robots.txt			
16	Mobile XML Sitemap(s) Listed in GSC			
17	Mobile XML Sitemap(s) with Broken Links			

SEO Technical Assessment  
Website: [ENTER HERE]

Legacy Condition

Optimized

Not Optimized

Optional

Uninsufficient data

Not Found

Not addressed

READ HOW TO USE THIS TEMPLATE: <http://goo.gl/vpKPuq>





3 How to offshore properly.



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To save money,  
you need to  
spend time.

- You don't need to be an expert, but you need to communicate what you're hiring for (***figure it out!!!***).
- To do this right, you need to build out what you need. It takes work up front, but saves time in the long run.
- Organization, communication and **PROCESS** are the only way to make this work.

**A LARGE MAJORITY OF WHAT YOU DO CAN BE  
BOILED DOWN TO A STEP BY STEP PROCESS.**

**ANYONE CAN FOLLOW A WELL WRITTEN  
PROCESS. ANYONE.**



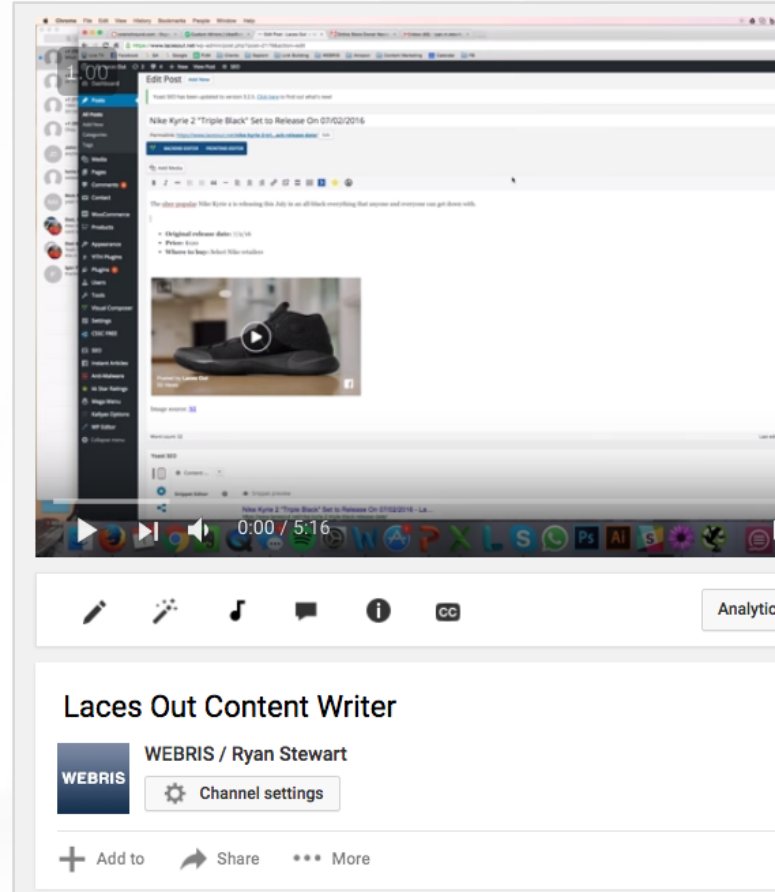
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# Before you hire, build the process.

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You should have your tasks clearly defined and built out. We do the following:

- A written guide in Google Docs (aka SOP). Complete with screenshots, step by step tutorials and logins (if necessary).
- Screencast videos explaining the process in detail. We host all videos on a private YouTube Channel.
- A checklist in Google Sheets, itemized by task so we can track progress and status of the job.



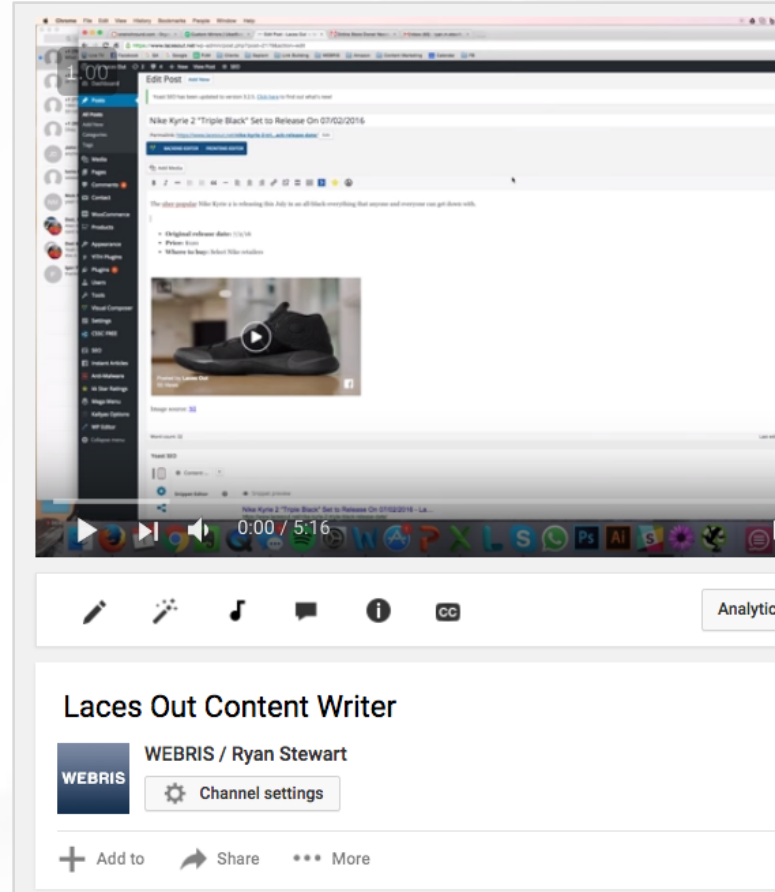
# Focus on “micro processes”.

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It's difficult to train someone to “manage” your Instagram account, you're asking for mistakes.

You have to take what's in your head and build it into something so simple a 3rd grader.

- Remove all thinking and decision making from their job - that's done on your end.
- Think about your process like you were building it for a machine - is it simple? Is it scalable?
- Give them the images, filters, copy and hashtags (you can outsource this as well).



# Offshoring breakdown - Laces Out.



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### Quick Sizing Guide



4 eyelets  
36"



5 eyelets  
36" / 45"



6 eyelets  
45" / 54"



7 eyelets  
54" / 63"



8 eyelets  
63" / 72"



9 eyelets  
72"



7 eyelets  
72"

### Popular Laces



Red x White "Rope"  
Laces

5.00 **\$7.99**



Yellow "Rope" Shoelaces

5.00 **\$7.99**



Blue x Red "Rope" Laces

5.00

SHOP LACES  
White **Jordan 1** Laces

# \$6.99

[View Laces](#)



LACE TYPE

FILTER BY COLOR

FILTER BY SIZE

FILTER BY PRICE

35 items

Results: 12 / 28 / All

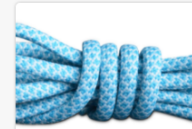
1 of 12



"Jordan 2"  
Replacement Laces

72"  
5

**\$6.99**



Baby Blue "Rope"  
Laces

50"  
4.5

**\$7.99**



Black "Gold Tip"  
Shoelaces

50"  
5

**\$7.99**



Black "Jordan 1"  
Replacement Laces

72"  
5

**\$6.99**



Black "Jordan 11"  
Laces

46" | 56"  
5

**\$7.99**



Black 3M "Flat"  
Shoelaces

50"  
4.5

**\$8.99**



Black x Black "Flat"  
Laces

54" | 63" | 72"  
4.67

**\$6.99**



Black x Black "Rope"  
Laces

46" | 56"  
4.33

**\$7.99**

# Our ecommerce store runs on autopilot.

We own and operate an ecommerce store that sells shoelaces for sneakers.

Day to day management and marketing is handled by a single person in Pakistan, including:

- Social media management
- Researching and building content
- Product page creation and optimization

Let's take a deeper look at the processes we've built to allow for this.

The screenshot displays the LACESXOUT website interface. At the top, there's a navigation bar with links for Shop, Sizing Guide, Release Calendar, Guides, and Updates, along with a search icon. The main header features the brand name 'LACESXOUT' and a 'Quick Sizing Guide' section with a list of shoe types and their corresponding lace lengths (e.g., 4 eyelets 36", 5 eyelets 36" / 45", etc.).

The featured product is 'White Jordan 1 Laces', priced at \$6.99, with a 'View Laces' button. Below this, there are filter options for LACE TYPE, FILTER BY COLOR, FILTER BY SIZE, and FILTER BY PRICE. The product grid shows 35 items, with 12 results displayed on the first page. Each product card includes an image of the lace, a title, size, color options, a star rating, and the price.

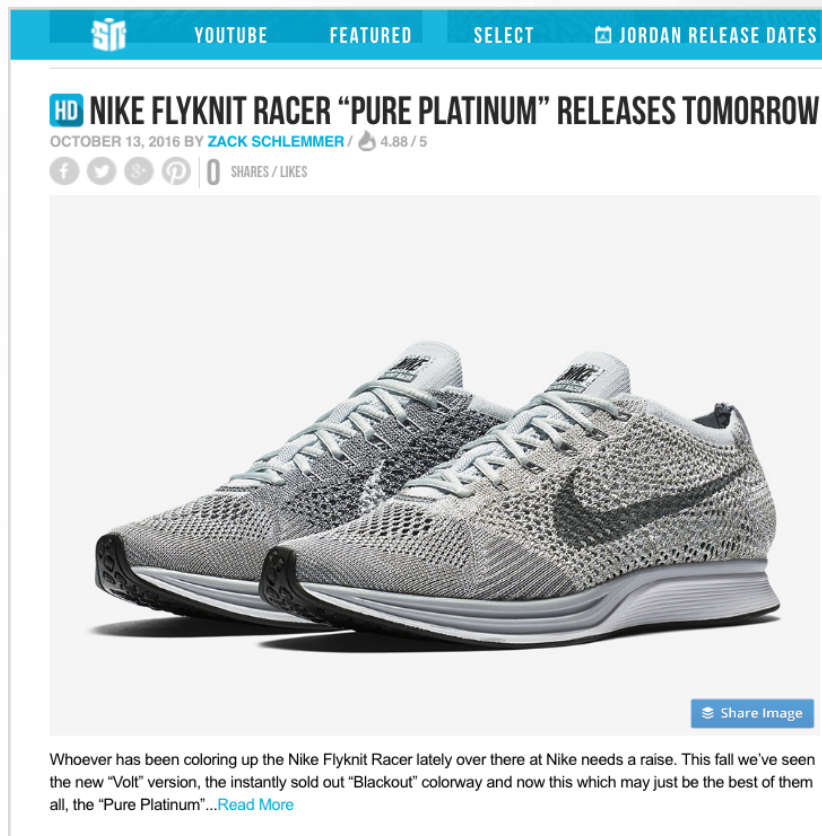
Product Name	Size	Color	Rating	Price
"Jordan 2" Replacement Laces	72"	Black	5	\$6.99
Baby Blue "Rope" Laces	50"	Blue	4.5	\$7.99
Black "Gold Tip" Shoelaces	50"	Black	5	\$7.99
Black "Jordan 1" Replacement Laces	72"	Black	5	\$6.99
Red x White "Rope" Laces	50"	Red/White	5.00	\$7.99
Yellow "Rope" Shoelaces	50"	Yellow	5.00	\$7.99
Black "Jordan 11" Laces	46"   56"	Black	5	\$7.99
Black 3M "Flat" Shoelaces	50"	Black	4.5	\$8.99
Black x Black "Flat" Laces	54"   63"   72"	Black	4.67	\$6.99
Black x Black "Rope" Laces	46"   56"	Black	4.33	\$7.99



# Social + content generation process.

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1. Go to the top sneaker news sites and grabbing the top headlines about “sneaker releases”.



The screenshot shows a webpage from SNI (Sneaker News International) with a blue header containing navigation links: YOUTUBE, FEATURED, SELECT, and JORDAN RELEASE DATES. The main headline reads "HD NIKE FLYKNIT RACER 'PURE PLATINUM' RELEASES TOMORROW" in bold black text. Below the headline, it says "OCTOBER 13, 2016 BY ZACK SCHLEMMER / 4.88 / 5". There are social media sharing icons for Facebook, Twitter, Google+, and Pinterest, followed by a "SHARES / LIKES" counter showing 0. The central image is a pair of Nike Flyknit Racer sneakers in a light grey and white colorway, shown from a three-quarter perspective. A "Share Image" button is located in the bottom right corner of the image area. Below the image, there is a short paragraph of text: "Whoever has been coloring up the Nike Flyknit Racer lately over there at Nike needs a raise. This fall we've seen the new 'Volt' version, the instantly sold out 'Blackout' colorway and now this which may just be the best of them all, the 'Pure Platinum'...[Read More](#)".

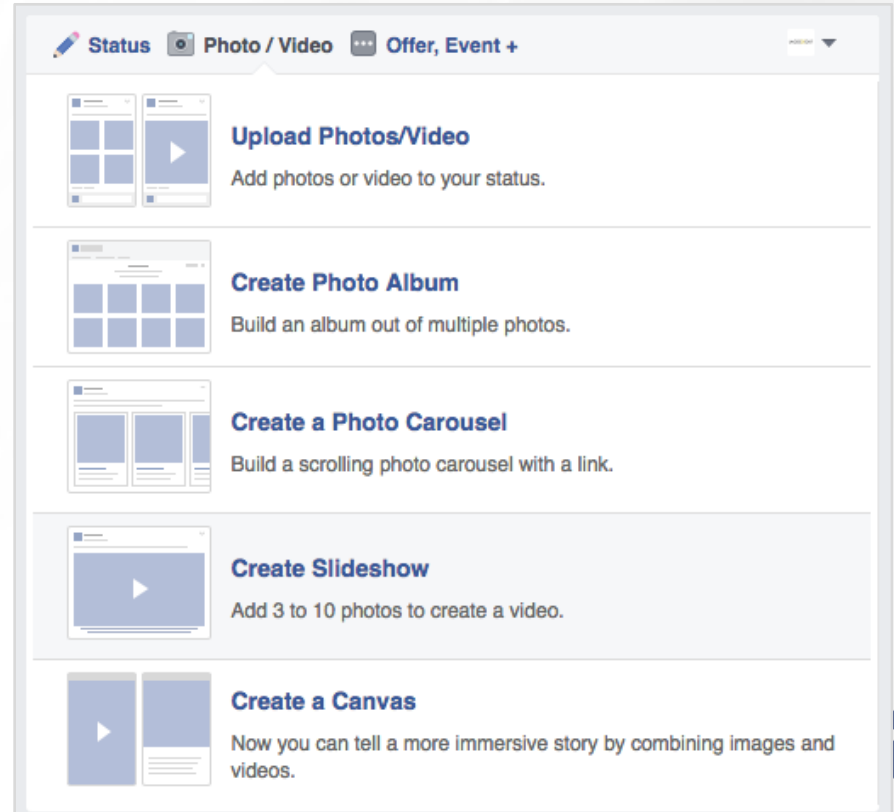
# Creating a unique video from the images.

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2. Save images to your desktop, then upload them directly to the LO Facebook Page, creating a video slideshow from the images.

Schedule the posts to go live on the FB page every 3 hours.

Copy the headline from the site and use it as the title of the post.

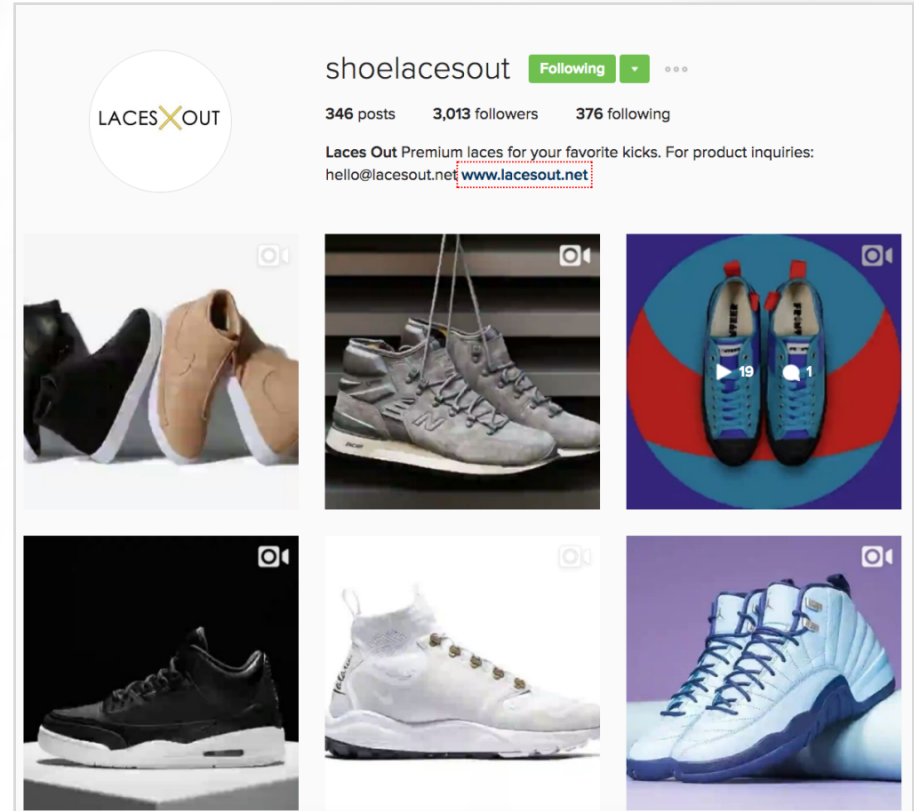


# Automating the Instagram account.

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3. Download the video created by Facebook, upload it to Schedugram to push to the LO Instagram account.

Schedule the posts to go live twice a day.



# Creating blog post framework based on content.

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- Title it “Sneaker Name” Release Date, Pricing Info & Where to Buy.
- Embed the Facebook video into the blog post.
- Paste the link of where you found the headline into the body of the text for the writer.
- Open the Photoshop template and replace with image of new sneaker – upload to WP as blog image.

Nike SB Dunk Low Premium 'Orange Box' Release Date

Permalink: <https://www.lacesout.net/nike-sb-dunk-low...box-release-date/> Edit

BACKEND EDITOR FRONTEND EDITOR

Release Calendar - Date

10/13/2016

Add Media Add slider

Visual Text

**B** *I* ABC [List icons] [Quote icon] [Link icon] [Image icon] [Table icon] [More icon]

Paragraph [Link icon] [Text icon] [Undo icon] [Redo icon]

[The Nike SB Dunk Low is a classic shoe that originated from skateboarding culture. So when there are different iterations of the popular model people usually come running.


In this release, sneakerheads get a limited edition SB Dunk Low Premium "Orange Box." Why an orange box, you ask? Well, it was inspired by one of the early Nike SB bright shoe boxes.

In addition to the box design, the sneaker comes with embossed leather insignia on the back and sock liner.

The Nike SB Dunk Low "Orange Box" was released on October 6th.

- **Original release date:** 10/06/16
- **Price:** \$100
- **Where to buy:** Select retailers and [Nike](#)

1.00



# Social + content generation process.

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\$2/hour x 2/hours a day = \$4/day, or \$80/month.

This is the McDonald's model – it requires jobs to be boiled down to the simplest form. You can still deliver high quality work with low cost inputs.

Social media is an important aspect of this business. Automating it allowed me to focus attention on other, bigger items.

# Offshoring breakdown - WEBRIS.



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Home / Agency



## LET'S EXPLODE YOUR TRAFFIC.

WATCH SHORT VIDEO



WHAT WE DO

CLIENT RESULTS

CONSULT

### Our system is engineered to increase organic traffic.

We've been growing websites for a decade – we know what works and what doesn't. Our deep experience has helped us developed a framework that grows traffic from search engines. This framework is dynamic – adjusted based on client campaign data, algorithm shifts and industry changes.



YOUR BRAND

+



OUR FRAMEWORK

=



ORGANIC GROWTH

Our framework will put you in the best position to succeed, guaranteed.

# Using multiple people for 1 task.

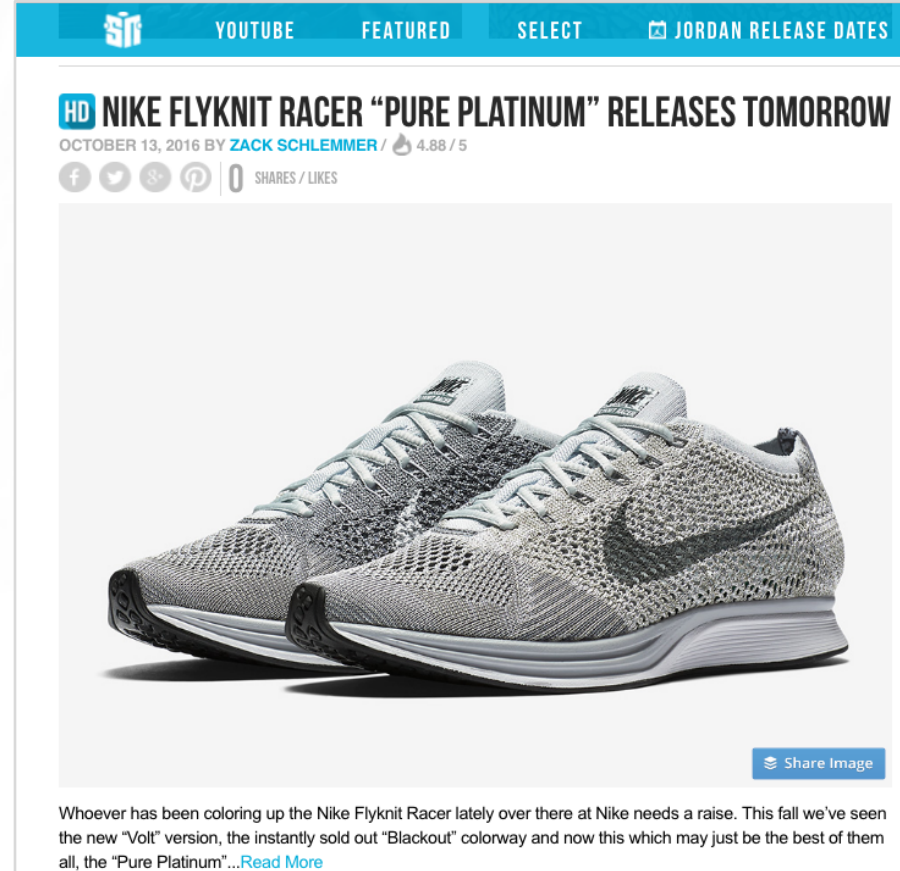
- We built a content calendar with dates, types and posting times.
- The file gets passed to a graphic designer (Pakistan) to create images and a copywriter (Philippines) to write text for each post.
- After these are completed, our agency assistant (Pakistan) schedules the posts via Facebook, Buffer and HootSuite.

B	C	D	E	F	G
Date	Post Time	Type	URL	Facebook Writeup	Buffer Writeup
1/23	8:00 AM	Guest Post	https://moz.com/b 5 Actionable Analytics Reports for Internal Site	5 Actionable Analytics Reports for Internal Site	5 Actionable Analytics Reports for Internal Site
1/23	4:30 PM	#MarketingFacts	NA	One of the first things we do with new clients is loo Finding KWs ranking	One of the first things we do with new clients is loo Finding KWs ranking
1/24	10:00 AM	Blog Link	http://webris.org/fi True story - how I made \$182K slanging an online c	True story - how I made \$182K slanging an online c	True story - how I made \$182K slanging an online c
1/24	6:00 PM	YouTube	https://www.youtu Everything you need to change your career path (ar	Hate your job? Learn	Hate your job? Learn
1/25	12:00 PM	LinkedIn Pulse	https://www.linked A few weeks back, I gave a talk at OMG Live where	My keynote discussi	My keynote discussi
1/25	8:00 AM	Facebook Video	https://www.faceb 6 Ways to Sell SEO Link Building Services	6 Ways to Sell SEO L	6 Ways to Sell SEO L
1/26	4:30 PM	#MarketingFacts	NA	It's the only social network by girlfriend uses.	It's the only social ne
1/26	10:00 AM	Guest Post	https://moz.com/b How [and Why] to Build a Booming Facebook Group	How [and Why] to Bu	How [and Why] to Bu
1/27	6:00 PM	#MarketingFacts	NA	Anyone optimizing for voice search now?	Anyone optimizing fo
1/27	12:00 PM	Blog Link	http://webris.org/c More "content" isn't good for SEO anymore dude, or	More "content" isn't	More "content" isn't
1/28	8:00 AM	LinkedIn Pulse	https://www.linked A few months back I was in Seattle and popped into	A few months back I	A few months back I
1/28	4:30 PM	#MarketingFacts	NA	Just let that soak in for a second...	Just let that soak in
1/29	10:00 AM	YouTube	https://www.youtu A 30 minute (quick) webinar where	Watch over my shou	Watch over my shou
1/29	6:00 PM	Blog Link	http://webris.org/fi Our 11 step process to find ANYONE's email address	Our 11 step process	Our 11 step process
1/30	12:00 PM	Blog Link	http://webris.org/g YouTube is our #1 customer acquisition channel, d	YouTube is our #1 c	YouTube is our #1 c
1/30	8:00 AM	#MarketingFacts	NA	This data doesn't come CLOSE to illustrating how n	This data doesn't cor
1/31	4:30 PM	Blog Link	http://webris.org/ti Yeaaaaah we do keyword research, but we spend 1	Yeaaaaah we do key	Yeaaaaah we do key
1/31	10:00 AM	Medium Post	https://medium.co Yes, this headline is click bait. But...I don't care - it's	Yes, this headline is	Yes, this headline is
2/1	6:00 PM	Guest Post	https://moz.com/b Why I Stopped Selling SEO Services and You Shoul	Why I Stopped Sellin	Why I Stopped Sellin
2/1	12:00 PM	#MarketingFacts	NA	If you have a physical location that sells products "On demand" search	If you have a physical location that sells products "On demand" search
2/2	8:00 AM	Blog Link	http://webris.org/fi Tech is changing marketing, fast. Here's where I thi	Tech is changing ma	Tech is changing ma
2/2	4:30 PM	YouTube	https://www.youtu A keynote presentation on how we took an ecomm	A keynote presentati	A keynote presentati
2/3	10:00 AM	LinkedIn Pulse	https://www.linked Generally, we use search engine operators to find b	Twitter is a GOLD MI	Twitter is a GOLD MI
2/3	6:00 PM	Facebook Video	https://www.faceb Looking For A Business Idea?	Looking For A Busin	Looking For A Busin
2/4	12:00 PM	#MarketingFacts	NA	These damn "tweens", ruining everything with their	Anyone optimizing fo
2/4	8:00 AM	Guest Post	https://moz.com/b How to Build a Facebook Funnel That Converts - WI	How to Build a Facet	How to Build a Facet
2/5	4:30 PM	#MarketingFacts	NA	SEO isn't dead, it's only the beginning...	SEO isn't dead, it's o
2/5	10:00 AM	Blog Link	http://webris.org/b CONFESION - we buy links, a fuck load of 'em. Wh	CONFESION - we bu	CONFESION - we bu
2/6	6:00 PM	LinkedIn Pulse	https://www.linked YES! We buy links, it's just the nature of link buildin	YES...WE BUY LINKS	YES...WE BUY LINKS
2/6	12:00 PM	#MarketingFacts	NA	Agree or disagree?	Agree or disagree?
2/7	8:00 AM	YouTube	https://www.youtu \$182,324.83 in sales using Facebook Ads - a must	\$182,324.83 in sales	\$182,324.83 in sales
2/7	4:30 PM	Blog Link	http://webris.org/g We took a brand new site from 0 - 15k organic visit	We took a brand new	We took a brand new
2/8	10:00 AM	Blog Link	http://webris.org/g Snapchat isn't for everyone. But in the right industr	Snapchat isn't for ev	Snapchat isn't for ev
2/8	6:00 PM	#MarketingFacts	NA	It's a bitch, but we gots you covered. Follow our blo	It's a bitch, but we g
2/9	12:00 PM	Blog Link	http://webris.org/li No bullshit tutorial on 19 link acquisition strategies	No bullshit tutorial o	No bullshit tutorial o
2/10	8:00 AM	Medium Post	https://medium.co 5 Google Analytics reports to help drive MORE orga	5 Google Analytics re	5 Google Analytics re
2/10	4:30 PM	Guest Post	https://moz.com/b 4 Data-Driven Questions to Consider in Your Content	4 Data-Driven Questi	4 Data-Driven Questi

# Blogger outreach / PR.

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- Our team locally comes up with the pitch / value proposition.
- Our team in the Philippines then manually combs Instagram, Twitter, Pinterest and Google search to find bloggers and journalists. They record them in a Sheets file along with their contact info.
- Our agency assistant sends email pitches (based on templates) to reach contact.
- Responses are managed locally here in Miami.




SN YOUTUBE FEATURED SELECT JORDAN RELEASE DATES

**HD NIKE FLYKNIT RACER "PURE PLATINUM" RELEASES TOMORROW**

OCTOBER 13, 2016 BY [ZACK SCHLEMMER](#) / 🔥 4.88 / 5

f t p 0 SHARES / LIKES



[Share Image](#)

Whoever has been coloring up the Nike Flyknit Racer lately over there at Nike needs a raise. This fall we've seen the new "Volt" version, the instantly sold out "Blackout" colorway and now this which may just be the best of them all, the "Pure Platinum"...[Read More](#)



# Advanced SEO / Analytics.

- We built a checklist of items to review on a website. Each line item has a short video walking through exactly what to check.
- Our technical specialist (Belarus) goes through each item and builds out the file as pass/fail.
- We're able to deliver affordable, advanced work that other agencies charge tens of thousands for. Plus our markup on the labor is insane (he costs \$8/hour).

	Grade	Where
<b>Account Setup</b>	Fail	
Is the tool setup on the right domain (i.e. https over http, etc)	Pass	Manual check
Is their account synced with Google Analytics?	Fail	Settings > Google Analytics Property
Do they have a robots.txt file setup?	Pass	Crawl > robots.txt tester
Do they have a sitemap setup?	Pass	Crawl > Sitemaps
<b>Search Appearance Reporting</b>	Fail	
Are they leveraging structured data?	Pass	Search Appearance > Structured Data
Is their branded search optimized with markups?	Fail	Manual branded search
Are there errors with structured data markups?	Fail	Search Appearance > Structured Data
Are they taking advantage of rich cards?	NA	Search Appearance > Rich Cards
Are sitelinks optimized properly?	NA	Search Appearance > Sitelinks
Are they having HTML troubles?	Fail	Search Appearance > HTML Improvements
Are AMP markups properly setup and formatted?	NA	Search Appearance > AMP
<b>Issues and Warnings</b>	Pass	
Do they have any messages requiring attention?	Pass	Messages
Do they have any manual actions (or history of them)?	Pass	Search Traffic > Manual Actions
Does the website have mobile layout issues?	Pass	Search Traffic > Mobile Usability
Does the website have any security issues?	Pass	Security Issues
<b>Crawl and Indexation</b>	Fail	
Is their indexation rate moving the right way?	Pass	Google Index > Index Status (Advanced)
Is their indexation on par with the number of pages on the site?	Pass	Compare SF crawl to Pages Indexed
Are they blocking important resources?	Fail	Google Index > Blocked Resources
Have they removed the right URLs from indexation (if any)?	Pass	Google Index > Remove URLs
Are there DNS errors?	Pass	Crawl > Crawl Errors (DNS Tab)
Are they having server connectivity issues? List them if so	Pass	Crawl > Crawl Errors (Server Connectivity Tab)
Is their robots.txt file reachable?	Pass	Crawl > Crawl Errors (Robots.txt Fetch Tab)
Do they have 404 errors on valuable pages (DESKTOP)?	Fail	Crawl > Crawl Errors (Not Found Tab)
Do they have 404 errors on valuable pages (SMARTPHONE)?	Pass	Crawl > Crawl Errors (Not Found Tab)

b

There's  
countless free  
platforms to find  
talent.

- [Upwork.com](https://www.upwork.com)
- [Freelancer.com](https://www.freelancer.com)
- Facebook Groups



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# When hiring, be obnoxiously clear in what you need.

---

- Include specific requirements in your job posting.
- Ask additional questions for them to answer, specifically ones they can't Google for an answer.

Following questions when submitting a proposal:  
to do on the weekends?

Have you had that is most like this one and why?

Is it a good fit for this particular project?

Our agency sends over 10,000 outreach emails to bloggers and reporters each month for our clients.

These emails are PR / influencer outreach requests that require a little bit of back and forth in order to secure coverage.

We need someone who can help us manage the email responses, negotiate with bloggers / reporters and send pitches based on the templates we will provide.

To apply for this position, you **MUST** have the following qualifications:

1. Experience with email outreach
2. Communicate written PERFECT English (you can live overseas, but we will NOT budge on your English skills)
3. Be available to work every day (except weekends)
4. Be able to take direction and training well (we have a video training series for you)
5. Be able to juggle multiple campaigns at the same time
6. Able to work minimum 3-4 hrs per day

You will be expected to answer a few hundred emails each month.

PLEASE answer the screening questions so we can evaluate your ability to write in English.

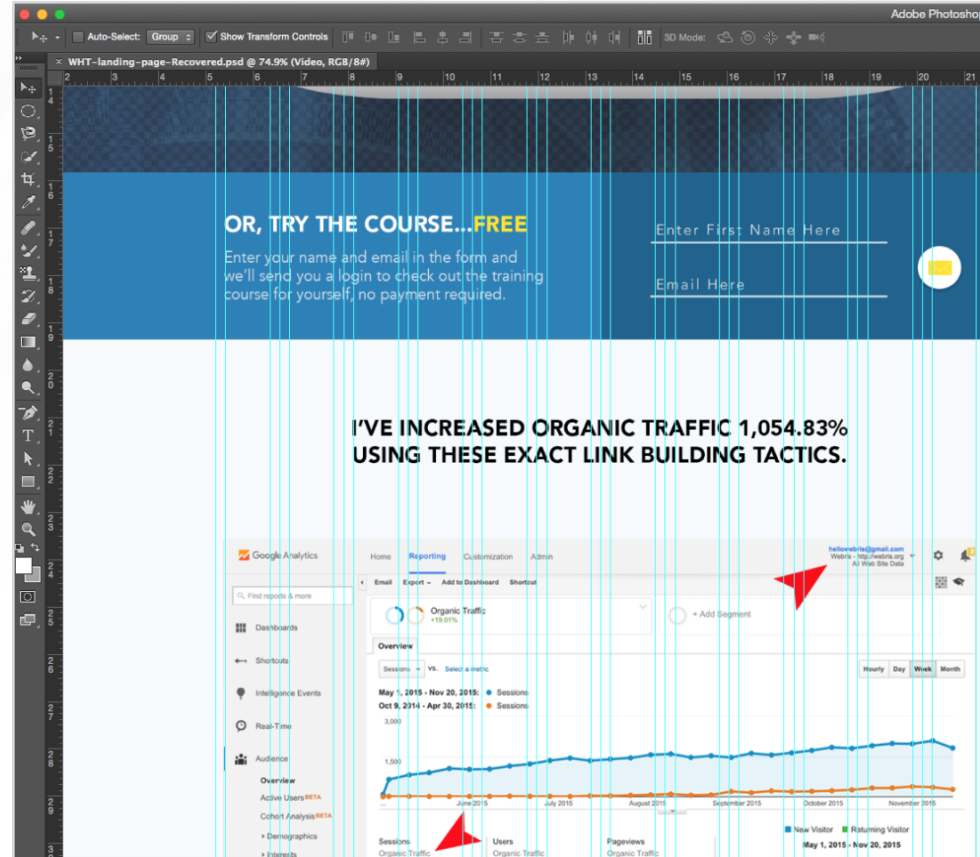
Thanks!

Project Type: Ongoing project

Other Skills:  Blog Writing  Communications  English

# Have a test / demo environment ready for them.

- For web development, give them a PSD to create.
- To manage interviewing a lot of people, copy and paste the same response (i.e. Here's a link to a Google Doc. Please follow this and notify me when done).
- Paying \$20 - \$100 to test a handful of people is a small price to pay to find the right person.



c

Correct, re-train  
and automate.

- Even after they've completed what you've given them, go through and thoroughly tear it apart.
- Build a long term schedule - set, forget and move on to the next challenge.



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# WEBRIS: Project Management Tracker

hellowebri@gm

File Edit View Insert Format Data Tools Add-ons Help Update Calendar All changes saved in Drive



Comments



fx Owner \$ % .0\_ .00 123 - Roboto - 10 - B I S A - [Grid] [Zoom] [Filter] [Sum] - Σ -

	A	B	C	D	E	F	G	H
1	Today	3/20/2017						
2	Assign Date	Due Date	Owner	Bucket	Project	Task	Status	Notes
678	2/28/2017	2/28/2017	Maria	Strategy	Teami	Run analysis of MailChimp account	Working	<a href="https://docs.google.com/presentation/d/1lz-gWWR09dGcDbewmreW">https://docs.google.com/presentation/d/1lz-gWWR09dGcDbewmreW</a>
705	3/6/2017	3/6/2017	Maria	Content	Modern RE	Need new topics for content creation / review previous articles target pages	Review Needed	<a href="https://docs.google.com/spreadsheets/d/1IHM6ONNOjvUKfzpnigylK">https://docs.google.com/spreadsheets/d/1IHM6ONNOjvUKfzpnigylK</a>
710	3/6/2017	3/21/2017	Viviana	SEO	SharpSpring	Get on page elements changed - Cesar explain what you need to Viv	Update Needed	<a href="#">List of files here</a>
714	3/9/2017	3/9/2017	Cesar	SEO	MoonClerk	Run (.help) subdomains through content audit template	Update Needed	
726	3/9/2017	3/9/2017	Evelyn	Content	Emerge	Setup content links for Melissa to promote	Scheduled	Ask Ryan for help
731	3/13/2017	3/13/2017	Cesar	SEO	Appster (AUS)	Run blog and resource pages through content audit template	Scheduled	
732	3/13/2017	3/15/2017	Sunil	Strategy	JR Dunn	Competitive landscape audit	Review Needed	<a href="#">Competitive audit file</a>
733	3/13/2017	4/12/2017	Finn	SEO	JR Dunn	Begin technical SEO audit	Working	<a href="#">Technical data file</a>
735	3/14/2017	3/14/2017	Ryan	Strategy	Vaping Cheap	Overall strategy due to client	Scheduled	<a href="#">Find it here</a>
740	3/14/2017	3/14/2017	MONTH 3 END DATE		Appster (AUS)		Review Needed	<a href="https://datastudio.google.com/u/0/#/org/reporting/0B6BwgXT0GUS">https://datastudio.google.com/u/0/#/org/reporting/0B6BwgXT0GUS</a>
742	3/14/2017	3/14/2017	MONTH 4 END DATE		Appster (US)		Update Needed	Rerun using Data Studio template: <a href="https://datastudio.google.com/u/0/">https://datastudio.google.com/u/0/</a>
746	3/14/2017	3/17/2017	Sunil	Analytics	JR Dunn	Build out link building workbook	Update Needed	<a href="#">Link building workbook</a>
747	3/15/2017	3/15/2017	Cesar	SEO	Appster (AUS)	Run paid x organic search crosswalk and pass to client	Scheduled	
749	3/15/2017	3/15/2017	MONTH 1 END DATE		Vaping Cheap		Scheduled	Rerun using Data Studio template: <a href="https://datastudio.google.com/u/0/">https://datastudio.google.com/u/0/</a>
751	3/16/2017	3/16/2017	Cesar	SEO	Predator	Create new 12 month project plan (in Sheets) - add reporting milestones	Scheduled	
752	3/16/2017	3/16/2017	Maria	Strategy	DiscountMugs	Build video marketing strategy	Review Needed	<a href="https://docs.google.com/presentation/d/1T_T3yvDCQEQssqj5FNNfQm">https://docs.google.com/presentation/d/1T_T3yvDCQEQssqj5FNNfQm</a>
760	3/16/2017	3/16/2017	MONTH 12 END DATE		Predator		Update Needed	Rerun using Data Studio template: <a href="https://datastudio.google.com/u/0/">https://datastudio.google.com/u/0/</a>
763	3/16/2017	3/16/2017	MONTH 5 END DATE		Modern RE		Update Needed	Rerun using Data Studio template: <a href="https://datastudio.google.com/u/0/">https://datastudio.google.com/u/0/</a>
764	3/16/2017	3/16/2017	Ryan	SEO	Predator	Run paid search crosswalk	Delayed	Need to fix the template
765	3/17/2017	3/17/2017	MONTH 2 END DATE		SharpSpring		Update Needed	Don't have GA data on 03/21/2017 <a href="https://docs.google.com/presentation">https://docs.google.com/presentation</a>
767	3/17/2017	3/17/2017	MONTH 6 END DATE		Carrington		Update Needed	Rerun using Data Studio template: <a href="https://datastudio.google.com/u/0/">https://datastudio.google.com/u/0/</a>
768	3/18/2017	Saturday						
771	3/19/2017	Sunday						
773	3/20/2017	3/20/2017	Maria	Content	Carrington	Need new topics for content creation / review previous articles target pages	Update Needed	
775	3/20/2017	3/20/2017	Yury	Analytics	Emerge	Fix all issues in Analytics (implement GTM, ecommerce, etc)	Scheduled	<a href="https://docs.google.com/spreadsheets/d/1OnnLr4d4MMNij7PQ9h5Sci">https://docs.google.com/spreadsheets/d/1OnnLr4d4MMNij7PQ9h5Sci</a>
777	3/20/2017	3/20/2017	Cesar	Local SEO	Appster (US)	Setup GMB pages (re-requested postcards for MIA, DAL, NY 3/8)	Working	<a href="#">Location management spreadsheet</a>
778	3/21/2017	3/21/2017	Maria	Analytics	JR Dunn	Keyword research and target page assignment	Scheduled	<a href="#">KW research doc</a>
779	3/21/2017	3/21/2017	Cesar	SEO	CIC	Run content audit template on CIC .local subdomain	Scheduled	
782	3/21/2017	3/21/2017	Ryan	Analytics	JR Dunn	Send Analytics audit + findings to client	Scheduled	
783	3/21/2017	3/21/2017	Viviana	Content	Vaping Cheap	Design blog post heading templates	Scheduled	Build into strategy document
786	3/22/2017	3/22/2017	Yury	Analytics	JR Dunn	Make recommended changes to GA, GSC and GTM	Assigned	
787	3/22/2017	3/22/2017	Maria	SEO	Vaping Cheap	Keyword research + determine campaign target pages	Assigned	
788	3/22/2017	3/22/2017	Maria	SEO	Appster (US)	Run blog and resource pages through content audit template	Scheduled	
789	3/22/2017	3/23/2017	Cesar	Links	JR Dunn	Create link building strategy deck	Scheduled	<a href="#">Link building strategy deck</a>
790	3/22/2017	3/22/2017	Maria	Social	MoonClerk	Update FR strategy doc to include client's information	Scheduled	Need access to client's Reddit account



**ryan.was.here**



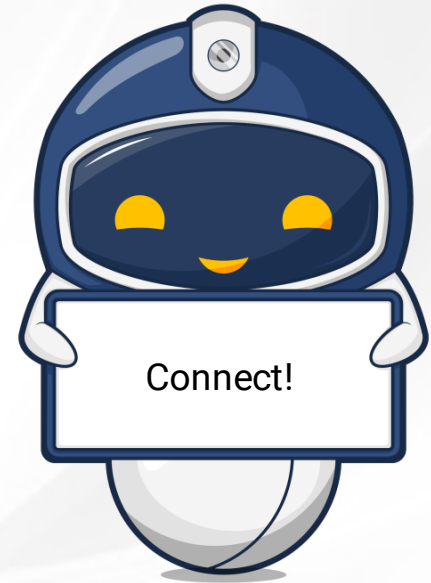
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# SharpSpring Professional Services



## IMPORT AND SYNC SERVICES

- CRM migrations
- Salesforce integration
- Native form integration



## HTML AND CSS SERVICES

- Email coding (not design)
- Dynamic email
- Form styling
- Third-party dynamic web



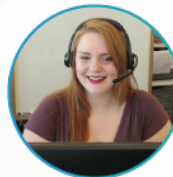
## DEVELOPMENT SERVICES

- API
- Shopping cart



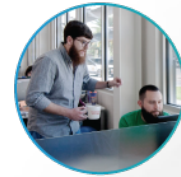
## AUTOMATION SERVICES

- Automations and workflows
- Dynamic content
- Lead scoring
- Dynamic lists



## CLIENT TRAINING

- Full onboarding
- Hourly training



## DATA RESTORATION

Roll your data back to a specific point in the past to rectify accidental deletion.



# Poll

# Questions?

# Continue The Conversation

With Ryan:



Ryan Stewart  
Founder  
WEBRIS

Email: [ryan@webris.org](mailto:ryan@webris.org)  
Web: [www.webris.org](http://www.webris.org)

With Bryan:



Bryan Tobin  
Usability Manager  
SharpSpring

Email: [bryan@sharpspring.com](mailto:bryan@sharpspring.com)  
Web: [www.sharpspring.com](http://www.sharpspring.com)

