

# FROM \$600 TO \$6,000 PER WEEK!

JOE'S INSPIRING SEOMOJO SUCCESS STORY

When we saw that Joe Maresca's (jmaresca) services were getting 100% positive reviews and ratings, and were selling like mad (projects ranging from full service SEO to Facebook social signals), we knew we had to showcase him and share how he has been able to become a Top Rated Seller on SEOMojo and make a lot of money in the process.

This month, our SEO Mojo Top Seller is Joe Maresca. We were inspired by his SEOMojo story, and we hope you are too. He's a great example of growing a global business with customer satisfaction as his #1 priority.  
Congratulations, Joe!



Joe Maresca

## **Why did you choose to promote your services on SEO Mojo instead of just promoting yourself through conventional advertising like Google and Facebook?**

I prefer to advertise my services on SEOMojo over conventional forms of online advertising like Google and Facebook because SEOMojo has an already qualified set of buyers who are interested in my services. In addition, SEOMojo offers an opportunity to only pay when a sale is made which guarantees that I will generate a profit while advertising models such as Google, Facebook and other forms of Pay Per Click advertising do not.

## **What types of SEO related services do you find sell the best on sites like SEO Mojo?**

I am finding that there really isn't any one set of services outperforming the other. I have several SEO services I provide on SEOMojo such as Full Service SEO, Link Building and Penalty Recovery and all of these services sell. However, if I needed to pick one I would say link building as many of the buyers on SEOMojo prefer to outsource the tedious work of building links to their sites over anything else.

## **What price point do you find you make the most number of sales with?**

I sell a 2000 Facebook Like Service for \$20 and I have made the most sales with that service. Facebook likes have sold more than anything else for me.



## **What price point do you find makes you the most money?**

It actually varies because while the \$20 Facebook like service generates the most sales, the amount of work I need to do doesn't make it my most profitable service. My most profitable service is my Full Service SEO which I offer to SEOMojo buyers for \$149 per month and it is a month to month service.

## **Do you get repeat buyers? If so, roughly what percentage of people buy multiple items from you?**

Yes I do get repeat buyers. I would say over 90% of the buyers on SEOMojo that have purchased a service from me return to buy several more.

“  
I get about  
**90%**  
Repeat  
Buyers!”

**Do you do anything special to get repeat buyers or do you find it just happens naturally?**

I wouldn't call what I do special. I give buyers exactly what they expect and I provide excellent communication and support. They really like that I answer quickly and that I do not make them wait for any answer. In addition to speedy replies I also provide buyers with direction on what they should purchase and what they should do with that service to get the biggest bang for their buck.

**Do you have any suggestions on how you structure your product listings to get you the most views? Please talk about all aspects of your product listing (i.e. Image, Title, Description, Price Point, etc.)**

Many of my sales come from the fact that I write compelling ad copy and product descriptions. When I write ad copy I like to utilize copy that showcases why I am the seller for their needs. It may be my extensive experience that causes the buyer to choose me or in other cases it could be a lower price point. The sales volume that I do generate via SEOMojo does allow me to have a lower price point than my competitors and that by default helps me generate more sales.

**Image:** The image I use is typically just a marker of what the service is. For example, if it is a Facebook Like service I like to use imagery that has the Like button as it helps to attract buyers who simply scan for services.

**Title:** I believe that the title is the most important element in seller ads. If you aren't getting interested buyers to click there is no way you will generate sales. I always put a great deal of effort into my ad copy. I like to get the buyer excited about seeing this opportunity and get them to buy now.

**Description:** The description is very important for several reasons. Not only is the description the portion of the ad where you have the opportunity to describe the service but there is where you need to set expectations to the buyer

of what they get so there is no confusion on what they are paying for. Nothing is worse than getting your reputation ruined over someone who purchased a service from you because they thought the service was something else. Do not leave room for chance. Set expectations early in your description and you will prevent issues down the road.

**Price Point:** There are several factors that determine my price points. Profitability needs to be one. There are a few services that I provide that I do break even because a happy buyer is a return buyer. I may not profit on the first sale but it's the 2nd, 3rd, 4th and 5th sales where I make my money. I also choose prices based on the marketplace. I can't sell the same service as a competitor for twice as much and expect them to buy from me. While I do provide some of the same services as others in some of those cases I do have a little higher price point because I believe my service is a higher quality service so while they are paying a little extra with me in the end they are getting so much more.

**How much money are you currently making per week with SEO Mojo (and/or similar services)?**

I make a little over \$600 per week with SEOMojo. I am hoping to increase that to \$6000 per week and I am sure once the volume on SEOMojo increases so will those sales numbers. I am looking for SEOMojo to become the only source I will ever need for generating new business.

**“ I sell a 2000 Facebook Like Service for \$20 and I have made the most sales with that service. Facebook likes have sold more than anything else for me.”**

**How many hours per week do you work to perform the work for the buyers you obtain from SEO Mojo?**

I want to make sure my clients are happy. So I go above and beyond, and typically will work 7 days per week over 17 hours per day. Most of that time is spent watching competition, refining ads, posting new services. I dedicate all that time to working on SEOMojo and fulfilling orders but I am also prepared for a 1000% increase in orders.

**Are you seeing your weekly income rising over time, the longer you are part of SEO Mojo?**

Yes and no. The amount of orders I get is actually steady, however when SEOMojo sends out an email or does something else that is proactive to get buyers to the site, orders do explode for me. I would recommend sending out more emails to your list and growing your list because when you do send out an email to your list more orders are definitely made.

**Can you list any other tips to help the readers know how to create the most profitable listings they can create on SEO Mojo? Any insider tips, tricks, or strategies?**

The best tip I can give is to provide a service that you would buy yourself. Think about what you want in a service and create services accordingly. I see a lot of ads written with poor grammar and there isn't much meat to them. Sellers shouldn't be lazy and they should use all of the characters made available to them when writing out ad copy. I would actually use more characters if I could but the 140 character title and the 5000 description character count is sufficient.

**Are you active in SEO Forums, Q&A sites, Google/Facebook groups, or any other similar gathering place in order to build your credibility and provide solutions for those asking SEO and traffic related questions?**

Yes, absolutely! I frequent DigitalPoint Forums, WarriorForum, WickedFire, and BlackHatSEO forum as often as I can. If there's ever an SEO question that is any way at all related to my expertise, then I'll chime in. The more credibility I can build, the better. People start to trust me, and since I reply quickly to their questions, I start to become one of the 'go-to guys' that people listen to. So that obviously plays a part in people trusting my forum signature links, which point to my SEOMojo projects. When they trust me, I don't even have to "sell" to them.

I haven't tried any banner advertising in forums yet, but it's on my to-do list since I can advertise directly in a sub-forum that's highly related to what I'm selling.

I also do my best to answer questions at Yahoo Answers, and what I do is towards the end of my answer, I'll put a small subtle link to one of my related SEOMojo projects.

Another good way to interact directly with potential buyers is through Facebook or Twitter. There are so many groups on Facebook related to website owners. And so many questions similar to: "how can I get more traffic to my website" on Twitter. So I just chime in. It can take some time to do this every day, but spending just 30-60 minutes each morning to make posts quickly builds over time. And the posts I make stay there forever. So other people browsing the forums will run into the same answers that I may have left a month ago.

**“  
I am looking for  
SEOMojo to  
become the only  
source I will  
ever need for  
generating new  
business.”**



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## Want to be showcased as a Super Seller?



Contact us



**our support email**  
[support@seomoyo.com](mailto:support@seomoyo.com)