



How SEO Agencies Can Thrive During A Downturn

The recent outbreak of covid19 has created chaos in the market across the globe. This has also impacted [Top SEO Company in Pune](#) as the demand and supply graph has drastically shifted. There is no doubt that the times are hard but this doesn't mean your agency can not stay profitable during this downturn. Let's share some important insights which can help your SEO agency to grow.

Analyze The Present Scenario

If you are hit by the downturn or wanted to prevent such events then you must be ready with a good contingency plan. For this, you need to first analyze the present situation and act accordingly. You need to consider the following factors to set primary targets and work upon them to buckle up the business.

Extrinsic Considerations

Here you need to look out for the external factors which can impact your SEO agency. Doesn't matter even if you are the [Best SEO Agency in Pune](#), it is mandatory to analyze this to avoid future risks. The extrinsic factors may include identifying a variety of opportunity areas for business and what are the probable risk areas. Let's understand both of these factors in detail.

- **Opportunities areas**

The menace of the corona outbreak has resulted in the complete lockdown of many states and countries across the world. Because of which many people are subjected to work from home. This often results in a lower cost per full-time employee as the agencies have to switch over to remote working. However, being a part of the digital market, this is the chance for your agency to turn your digital expertise into reality. Explore the impossible and help your customers and employees, to navigate through the benefits of remote working. The amount of time at disposal with employees is more in comparison to the normal routine. This can be utilized to brainstorm ideas, adding value to the team through some training session or conducting online programs to gain outreach.

- **Evaluating risk areas:**

The second important consideration while analyzing extrinsic factors is evaluating potential risks. For this, you need to assess which areas of your business possess a chance of downfall

which can eventually hamper the entire worth. You can start by preparing an extensive list of your customers along with their respective industries and monthly recurring revenue. Once you have done this you will be able to identify the areas which are thriving and the ones facing a downfall during the outbreak. This way you can strategize your marketing campaigns or outreach to specific sectors. Also, you can list down the specific action items for the companies facing the thrash of this outbreak and analyze what steps you need to take to mitigate the forthcoming risks. Many [SEO Agency in Pune](#) is looking forward to this consideration to thrive during the downfall.

Intrinsic Considerations

- **Managing internal team:**

During this period of stress, almost everyone is facing some of the other issues. This applies to your employees also. Therefore, you must keep your team engaged and spirit full in these hard times. This is the time where you can set a great example of empathy and concern towards your team, as they are not only your employees but also a work family. But this doesn't mean you need to compromise on the work front. You need to look ahead and analyze how you can improve the potential and meet the demand-supply curve with the existing resources. Check out how often you need to conduct staff meetings and how effectively you can maintain the work ethic culture while considering the facts of social distancing or work from home.

- **Budgeting:**

A cash crunch can be a major problem during this lockdown as most of the [SEO Service provider in Pune](#), have to for various subscriptions such as SEO tools, mail chimp, project management software, and other operational purposes. In this situation, it is very important for you as an agency to assess every individual vendor. Check and list out, who all are paying you on time and who all are delaying the payments. Analyze which all vendors are worth having and proceed accordingly.

Under normal circumstances, even the [Best SEO Company in Pune](#) has a top-down approach for decision making. However, the present crisis needs a bottom-up approach as the true team spirit and their support will be highly valuable for the company. Moreover, a financial crunch might lead to hasty decisions. Try to work amply at least on any major decision during this period. Maintain a good relationship with your existing customers, while also looking out for new ones. With the support of management, team and your customers, there is no doubt

that everyone can adjust to this new normal and set new benchmarks for the growth of the company.

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