



7 services you can
sell to skyrocket
your revenue



Say goodbye to the days of working project to project, client to client. By setting up services to earn recurring revenue, you'll create a business that's built to last and have clients that adore working with you. This guide will help your agency get started, so you can launch right into the next phase of success!

Building a web design business has a bunch of great benefits. You get to exercise your creativity, work with lots of great clients, and take on a variety of projects. There's one big downfall, however, that your agency has probably discovered.

When your business relies on booking new clients or projects, it's hard to grow.

Best case scenario: You've booked as many clients as you can handle this month, but then your revenue becomes stagnant -- it can't really go up from there. Worst case scenario: You're struggling to book enough clients each month, and when you're living project to project, it's even harder to achieve that next milestone. (Don't worry, we've all been there!)

That's why the most successful agencies add additional services to their business model that generate recurring revenue, aka money that comes in the door every single month from your existing clients.

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This idea isn't unique to web design agencies, but it does work particularly well, because you know that after you're done building their website, your clients will have to manage it from month to month -- and they likely don't want to. That's where those additional services fit in.

You may have heard this described as offering maintenance plans, reselling hosting packages, or simply selling additional client services. Regardless of what you choose to name 'em (personally, we like "WordPress care packages!"), this model is exactly how you break out of the feast and famine of client work, and step into the next phase of success.

As promised, we'll cover 7 services your agency should be selling (either on their own or included in a bundle) to help skyrocket your revenue. These are:

- 1. Website hosting**
- 2. SSL certificates**
- 3. Site backups**
- 4. Theme and plugin updates**
- 5. Performance audits**
- 6. WordPress support**
- 7. SEO and content management**



If a few of those services look familiar, they should! Here's the real secret to this method: Your agency can (and should!) leverage the features of the providers you're already using to build your client's website. By doing this, you're showcasing the total value of what your client receives by working with you, while offering additional services that won't eat up (too many!) billable hours of your agency's time.

Let's get into the services, so you can start to see some examples! Afterward, we'll talk about profit margins and how to actually implement these services.

01 Website hosting

When you offer hosting to your clients, you get to act like your own agency is the hosting provider (even though you're working with an actual hosting company). You can do this with just about any type of hosting, but we're going to focus on managed WordPress hosting because it requires the least amount of work for you with the best possible results for your clients. Here's how it works.

You can buy hosting services in bulk at a discounted rate, and then resell that WordPress hosting to your own clients at whatever price you want. This allows you to bundle up your services in ways that'll give the client everything they need, while also drastically increasing your bottom line.

For example, let's say you're working with a client who wants you to build them a brand new site and help them set up the hosting. Even though the hosting plan may only cost \$25/month, you can resell it for \$50/month (along with all the extra value your host partner and agency provide!) and pocket the extra change. You know your web design clients need hosting services for their website, so it's a super easy and natural sell. Especially once you start to sell hosting to a multitude of clients, you're going to start seeing a large increase in profits and some sweet recurring revenue in your bank account!

*Looking for more details on how pricing works for your clients?
Jump to page 8 of this guide!*



02 SSL certificates

As long as you're partnered with a quality hosting partner, SSL certificates most likely come free with your hosting plan. This makes it a great feature for your agency to sell, because it's already included in what you're offering -- all you have to do is leverage it when explaining the value you provide to your clients each month!

SSL is also a very natural thing to sell to web design clients, even if your clients aren't super familiar with it. As soon as you explain all the benefits (like security, SEO, and trust with web visitors), they'll be totally onboard, and grateful that you offer it.

Even if you don't "charge" extra for SSL, listing it as a line item in your monthly services will help your clients feel like they're getting more bang for their buck (which they are!).

03 Site backups

This one is all about selling your clients peace of mind, knowing that you'll have backups of their website if anything ever breaks. Especially if you have clients who plan on managing site content themselves or being in wp-admin, this can be a very reassuring service to offer.

And like SSL, this is probably a service your hosting partner already takes care of for you, so it won't actually take up any of your agency's time to run or store the backups. If you're partnered with Flywheel, we'll run automatic site backups every single night and store the last 30 versions, so there are lots of options should anything go awry.

Again, it's up to you if you charge specifically for this service or bundle it into a maintenance package of sorts. Either way, calling out backups as a feature will help your clients trust your agency and encourage them to opt-in to your monthly services.



04 Theme and plugin updates

You know there's more to plugin updates than meets the eye, and an easy win for both you and your clients is to take this task off their plate and make it a monthly service. They won't have to worry about it, and you'll be able to plan your agency's time accordingly instead of getting that emergency phone call that an update broke something on the site (and then trying to navigate how to bill for those hours spent fixing it).

This service does take a little strategy on your part, as it does require someone from your team to go into each client's site and run the updates. We recommend batching them all to a single day (maybe the 1st of each month), or exploring some additional services you can leverage to outsource the work (like [Flywheel's Managed Plugin Updates Add-on](#)).

05 Performance audits

As your client uses their new website, they may make changes that affect performance. (Uploading lots of large image files, installing new untested plugins, etc.) A great way to keep their website fast and show value to them month after month is a quick performance audit to make sure things stay speedy.

One benefit of this service is that it leaves a little room for interpretation. You could offer a super simple performance check each month, or make it a detailed audit that includes analytics and a report back to the client. Obviously the time spent will differ also, so just make sure your agency's putting in the appropriate amount of time for what you're getting paid each month.



06 WordPress support

When you sell WordPress support as a monthly service from your agency, you'll clear up a lot of confusion about how and when clients are allowed to contact you with questions regarding their site. Many agencies sell this one in terms of hours, such as four hours of support each month. By paying upfront, the client knows you'll be available to help when they call, and you know you'll get paid when they have questions. A win-win!

This also helps create a little buy-in from both parties, which will help you create that long-lasting relationship with a client. When they know they'll be able to count on you for support questions in six months when something goes wrong, they'll be more likely to partner with your agency in the first place.

07 SEO and content management

When you're working with your clients, a lot of your conversations are probably centered around them growing their business or finding new customers. Of course, a well-architected and beautifully designed website helps them do just that! However, another option is to tap into other digital services your agency is probably familiar with, such as SEO or content management.

The key is any service that's not a set-it-and-forget-it job, so really almost any aspect of marketing is fair game for your agency to offer as a monthly service! Again, just remember to keep track of who you've got on your team and how many hours they'll be dedicating to these clients each month, as this service will take more time than some of the hosting-related options.

So, now that you have an idea of seven additional services your agency can offer, let's take a look at what this actually means for your revenue! Since the first option, reselling hosting, can actually help you accomplish most of the services on this list, we'll use that as our example with Flywheel's pricing.



Pricing example

Step one of reselling hosting is to figure out what hosting plan you're going to purchase. You're probably used to buying a plan per client, but there's actually a better way that'll help your agency's margins: buying a bulk plan, or a plan that supports multiple WordPress installs.

That might sound a little expensive and scary upfront (as these plans do cost more than a single-site option), but in most cases, it's way more cost-effective to go for a plan with multiple sites because it will bring down your cost per site. Let's say you have 10 clients who need your WordPress care package for a full year. Here's an example using [Flywheel's pricing](#):

OPTION #1

You could buy each client an annual Starter plan (which would cost you \$300/year), and add a 25% markup on each one, at a cost to your clients of \$375/year per site. Your total cost to host all 10 of them is \$3,000, and your clients will collectively pay you \$3,750, so your profit is \$750.

\$375/year/site	\$3,750/year/10 sites
-\$300 cost/year	- \$3,000 cost/year
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\$75 profit/site	\$750 profit

OPTION #2

You start with a Freelance plan, which includes 10 sites for \$1,150/year. Even if you just charge your clients the typical cost of a standalone Starter plan (\$300/year), you're looking at getting \$3,000/year from your clients, which already puts you at a profit of \$1,850. Make those margins even better (let's go back to the 25% markup, for example, and charge your clients \$375/year), and you're pocketing a profit of \$2,600, which is a massive improvement over option one. Or, we could go back to our very first example of charging your clients a baseline of \$50/month (\$600/year), which would end up adding a big fat \$4,850 of profit (!!!!!) to your bottom line every single year. Of course, it's completely up to you to set the prices, so the potential for profit here is pretty unlimited!

\$3,000 (\$300/year/site)	\$3,750 (\$375/year/site)	\$6,000 (\$600/year/site)
-\$1,150 cost/year	-\$1,150 cost/year	-\$1,150 cost/year
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\$1,850 profit	\$2,600 profit	\$4,850 profit



Remember: While hosting is a big part of this, you can/should bundle in the other services we talked about, like nightly backups and support! That's where the real value comes from, and why it makes sense for your agency to charge more than you're paying for the hosting plan. It's only one piece of the puzzle, and your agency's ongoing relationship with the client is really what they're paying for.

Now that your head is spinning with all of the money-earning potential, let's bring you back into the actual implementation! While reselling WordPress hosting is an easy addition to your agency's existing packaging, there are just a few things you'll need to set up to get started.

How to get started

1. PARTNER WITH THE BEST WORDPRESS HOST FOR YOUR BUSINESS

When you're reselling hosting and services, you need to work with a host that you trust. One that understands this model, can help you achieve your revenue goals, and keeps your sites performing at their best.

If you're offering SEO services, website speed becomes crucial. If you're offering turnkey solutions, better workflows become super important. Or, perhaps you're hosting high-traffic websites and you're looking for a host that you can consult on how to effectively scale your client sites. Whatever the case is, choosing the right host to partner with will help you optimize your work and provide superior services for your clients.

Take [Flywheel](#), for example. We were built from the ground up to be the best possible hosting and management solution for agencies, designers, and developers. Our easy-to-use dashboard allows agencies to access all of their clients' sites from one location. Our platform comes equipped with blazing fast performance, top-notch security, and nightly backups for every single site. And if anything ever goes awry, our world-class WordPress support team provides help for both you and your clients.

Whoever you partner with, make sure you have an exceptional relationship with them and know they'll be there to support both your agency and your clients.



2. SET GOOD MARGINS

The next step in successfully implementing these services is to set good margins for what you're selling. If you're going to do it, make it worth your while. If you're paying \$25 per site to your host, don't just charge your clients a measly \$28. Healthy margins will help make reselling a main drive of recurring revenue. All in all, it's best if you find a way to walk that fine line, setting the perfect price that's profitable to you as well as attractive to your clients. Setting a price too high may force your customers to turn to your competition. Make sure you set a stable, clear price without hidden charges, and explain all the benefits your client will receive by hosting their site with you! (See the cost section above for a little reminder, or the next step for an excellent suggestion on packages and pricing.)

3. PACKAGE UP YOUR SERVICES

Some clever clients may see that you're charging \$50/month for hosting and seek out a cheaper price on the web. If you're offering maintenance plans, one option is to just include the hosting services for "free." This avoids the cost of hosting becoming a discussion point and will discourage your clients from looking elsewhere, since the price is attached to multiple services that you're providing.

And remember: Depending on your hosting partner, you'll be able to take credit for a lot of the features they offer. For example, because Flywheel is a managed WordPress host, we provide you with a ton of features that you can advertise on your client packages as a way to showcase the value they're getting for their money. You can tell your clients that "you" will:

- **Migrate their site for free**
- **Provide top-notch WordPress security and malware protection (with free malware cleanup off the bat!)**
- **Add an SSL certificate to their site**
- **Provide them with blazing fast load times**
- **Back up their site every night**
- **Customize their server for WordPress**

Of course, in this case, we would be handling all of this in the background for you!



4. HAVE A SUPPORT PLAN

Remember that your client considers you the host of their site, not the actual hosting provider. If their site is down or they're seeing a "white screen of death," they'll be calling you, at which point the quality of support you receive from your host may mean the difference between reselling hosting earning you money or costing you money.

So as a reseller, your main responsibilities are to offer front-of-the-line support for your clients. This means that you may need to resolve any day-to-day issues as they come up, or potentially answer any 'how-to' questions. They deal with you directly, adding value to your relationship with your client and allowing you to charge them for hosting and management without seeing that they're actually on Flywheel or the host of your choice.

So back to our first point: be sure to find a great partner who understands the agency model and will help you provide stellar support to your clients. While they may call you up for help, it's such a relief to know that the Flywheel team (staffed with WordPress and hosting experts!) is here to respond to any questions that you may have. We'd supply you with all the resources you need and are here to handle any server-related issues that may arise, whether it's cleaning up malware (for free!) or pointing DNS.

5.) SET UP AN EASY, NO-NONSENSE BILLING PROCESS

If you're looking at adding recurring revenue to your agency's offerings, focus on how to make monthly billing a seamless, simple process. You're probably used to sending the standard invoice to your clients for other services, but invoicing for monthly services like hosting eventually becomes a burden. Look at options for recurring billing that keep you out of the weeds and deposit the monthly payments automatically into your account. (If you're interested in partnering with Flywheel, [we have a solution for that!](#))



6.) LET US HELP

We've created an entire ecosystem specifically to help your agency accelerate your revenue and master this modal. We call it: Flywheel's Agency Partners Program.

We'll help you break the feast-and-famine cycle and ensure your agency is set up for long-term success. Built on a base of rock-solid, reliable hosting, you'll be able to provide ongoing, automated services that go beyond billable hours. And behind the scenes, you'll be earning extra income and celebrating major milestones, all thanks to a business model that has helped over 2,500 agencies get to the next level of their growth.

Discover the difference a hosting partner can make over a hosting provider. Join the Agency Partners Program today!

[LEARN MORE](#)

Join over 2,500 fast-growing agencies today

**Become a Flywheel
Agency Partner!**

[LEARN MORE >](#)



What is Flywheel?

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best — building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

Stop wasting time on server management, security plugins, caching, and all those other boring repetitive tasks that take your focus away from growing your business and jeopardize your relationship with clients. Get Flywheel and get back to doing what you love.

JOIN THE AGENCY PARTNERS PROGRAM TODAY

getflywheel.com/partners

Or, sign up at getflywheel.com



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