

## EP004 - 11 Years of Content Marketing – with James Schramko

[00:00:00] Intro: Welcome to the SEOLEverage podcast. Where we talk about search, marketing, and conversion.

[00:00:14] Gert Mellak: Welcome back to SEOLEverage.com. My name is Gert Mellak and today I'm feeling honored to welcome our guest today, who not only is one of the most sought after business coaches out there, but also I'm happy to call him my mentor, James Schramko. Welcome to the show today, James.

[00:00:31] James Schramko: This is such a pleasure, Gert. I always love our chats.

[00:00:34] Gert Mellak: Awesome. This is a change of role today. I have had the pleasure to be on a few shows on your podcast, Superfastbusiness.com. We're going to talk a little bit later about how that podcast came up and where you are in terms of episodes. First of all, I do want to mention that I still remember every day that your live event in March, 2020 in Sydney, I'm very glad you talked to me into getting a ticket coming from Spain all the way down to Sydney, because it was just a very completely different live events.

[00:01:05] I've been to live events before. Not many of them, but most live events were pretty much the same. Where you focus on the speaker, you take some notes, you happen, maybe to talk to a couple of people, and that's about it. And then there is your event, right? So not only from the organizational part where you can clearly tell that you have been doing this for awhile, everything was organized perfectly, the team, the assistance everybody was up to their game, really.

[00:01:30] But the people were completely different. So the people were completely open. They were happy to share. They were trying to find ways of collaborating. I probably, I even had tons of Facebook contact before the event because we knew who was coming. We connected, we had even a webinar or a Zoom call, I think with someone ahead of the event.

[00:01:50] So it was like coming to the first time to an event. You have never been until before, but it was like feeling surrounded by friends, right? So it was really distinctive for me. I remember this every single day. What's your secret? How can you gather such an amazing crowd around you?

[00:02:05] James Schramko: Well, that's a very established community, Gert.

[00:02:08] Some of them have been coming to events for many, many years. So I started my first live event of that type in 2009. So the 2020 version is a pretty mature version of that. And I'd say some of it also is cultural, Australians really are very friendly and welcoming people, especially to people visiting from overseas.

[00:02:32] We're a proud nation. We want to make sure people are welcome. And also we don't, we don't have the same culture as the North American events, which I think some of them might've been. Maybe Dan Kennedy inspired where they had a certain marketing pitch elements and Australians are a little more cynical of that style.

[00:02:55] So if you go to the UK or to Australia, you might find, there's more of a content focus. So I've often heard it described from a sales perspective that the U S market might be 80% pitch and 20% education, Australian market would be more 80% education and 20% pitch. Now the other thing is I don't push the event hard.

[00:03:20] I don't sell it hard. I'm not trying to optimize the marketing and that might sound weird, but I run my events for a completely different purpose to most other people. People who run events for a living or trying to make money from events. And that's their core thing. When we run one event a year or two a year, I do a mastermind most years as well in the Maldives.

[00:03:45] I'm doing it because the community demand it. They want to meet. It's like a super meetup of our members because we run little localized meetups all around the world or year long normally, and this is the chance for them to come and connect face to face. And they there, the more you work online and the more you work from a computer and perhaps right now, more so than any time in history.

[00:04:07] I think we can acknowledge that people really want human connection. And you know, when it's, when the ability for you to go out of your house is taken away from you, you'll realize how special it is, what we had. And I think that's what made the events well. Yeah, a couple of little things Gert that, that I think some event promoters, miss.

[00:04:28] I feed people. It sounds easy to say, but it costs a lot to do. But I remember one of the first events I went to in the United States, when I was an adult. I'd got there, I didn't know a single person. There was 500 or 600 people and I was starving and I could not find any food. They didn't serve any food. There was a line out the door for the Starbucks, which you couldn't get your water up before the next session started and the nearest food place outside was miles away. I'm saying miles cause it was in America. And I was, I was literally starving. I had nothing the first day and just drank water. And the second day, and I

vowed, if I ever run an event, I'm going to nourish people's minds and I'm going to feed them. And I also clothe them. I give them a, a hoodie and workbooks and I basically want to nurture my community because community, when you have a recurring subscription business, it's the key to keeping people you've already got versus going out, having to find new ones.

[00:05:38] Gert Mellak: Absolutely. That's such a great point. We obviously have a recurring risk of corruption in business as well. Our SEO agency usually has like a monthly retainer where we, we especially also focus a lot of feeding our audience really.

[00:05:53] But it's really with SEO advice. So we have a couple of calls with them every month, we try to give them proactively tips on how they can improve. So I really liked this. I do remember a specific event around e-commerce here in Madrid a few years ago, and it wasn't the same position.

[00:06:07] I was starving. There was nothing around. I think they just, they just optimize their margins. Really for this event, there was no budget left to feed it. And what happens at the end of the day is that half of the speeches that are done there, you spend thinking about how can I get something to eat? Right.

[00:06:24] James Schramko: The room's empty because they're down at the local restaurant. And they would run over time and you know, or they have to go out and find food where if they don't have to go anywhere, I even hired a coffee cart, which is expensive. So people could get proper coffee and not have to leave and go and buy it from a coffee shop.

[00:06:42] But I'm going to lay around a little bit, Gert if you don't mind. Because one thing I do is I really stay close to my audience. I speak to my customers every day. In the forum at least, and some of them face to face like you and I are like over Zoom or Skype, we chat regularly. I [00:07:00] get a good feel for what my audience needs to learn.

[00:07:04] And I put a lot of effort into that. So I do a pre event survey and I find out what their challenges are and what they're interested in. And then I go and curate the best possible speakers who are going to match up with what that customer needs right now in their journey. So when they get there, my goal is that every single presentation they're thinking, Oh, this is exactly what I need.

[00:07:27] Oh, this is exactly what I need. And I work hard to join it all together. And I put quite a lot of effort into going through the presentations with the presenters before the event. I make them give me

the slides well and truly early. So they're not just finishing it up 10 minutes before they go on stage.

[00:07:44] And I make sure that all the modules kind of fit together and build out an entire, rounded sort of a picture, not just a little pot shots here and there. And then after the events, I do a summary and I [00:08:00] tie it all together. What I got out of it. And I'll do about a one hour presentation on what were the highlights through the whole event?

[00:08:07] And then, and this is a big part of my business model is I offer people who are not members of my community, the ability to join my community and receive ongoing coaching. And I put the recordings inside the membership. I don't sell a live stream to my event and I don't sell DVDs or info products from the events these days, I used to sell DVDs back in the old days.

[00:08:33] So the main product is inside superfastbusiness. So it's all integrated.

[00:08:39] Gert Mellak: It's such a good one and we definitely need to talk more about this extreme focus you have on your target audience, which also is extremely relevant when you produce content. I do want to ask you to quickly give us an overview about your history.

[00:08:53] You went always coaching online business owners in a forum and running live events. Right?

[00:08:59] James Schramko: Well, I've certainly been doing it for awhile, but, started out in 2005 at the end of 2005, I bought a couple of domain names and then I decided I wanted to learn how to make money online. I, Got that sort of seductive idea that, that it was all hammocks and pina coladas and that it'll be easier than the work I did.

[00:09:18] I was wrong. It's really hard, was so hard. And I spent a lot of time after work, dragging out this cable and plugging it into the telephone line. And dialing up and, you know, back in 2006, that's what you had to do and wait for my slow connection. And I tried to figure out how to build a website. I went on from there to finding some software that really helped people build a website, especially me.

[00:09:45] And that was my breakthrough. And I started building a website to demonstrate that software on just how good it is and what you could compare it against. And then I added a bonus for people who wanted to buy it from me through my affiliate link, and I [00:10:00] started generating affiliate income. And at that stage, I taught myself everything about copy, website, building, design.

[00:10:08] Content marketing, SEO in particular, that was my number one focus, which is why you and I always have great conversations. And I built up a pretty good affiliating come from that. And then I started selling that bonus as its own product. So I started going to the information marketing side of things.

[00:10:28] Then a few people found out I could build websites. So they referred me to some bigger businesses and I built a couple of websites. Then I started offering those people, recurring services. So effectively started an agency in 2008, and I had a couple of clients paying me a recurring fee that went on for about seven or eight years until it was no longer my business model.

[00:10:51] Then I had, I had all sorts of things going on. I was doing a lot of paid traffic up to \$7,000 a day in paid traffic. And then I was [00:11:00] doing, so I was doing cost per acquisition marketing. I was doing affiliate marketing. I had info-products then some people ask what I helped them and I'm like, okay.

[00:11:09] So I put a PayPal button on my website, the \$700 a month and people could buy my coaching and I'd coach them. One-to-one. Then I turned that into a recurring program, which became silver circle. In the meantime, I started speaking at events and I ran workshops in 2009 and I started building this community.

[00:11:32] So that was my first forum. Then I was running events. I've run events most of the time since then I've had a forum ever since then. And, uh, I also found a lot of these people needed help. So I actually built an SEO business and ran that for seven years and then sold it to my biggest customer. I also had a website development business and then sold that to a customer.

[00:11:55] And these days I'm more into partnerships with a select few clients. That's my prime goal. And I have coaching, for the rest of the people. And I sell some of my information products as a standalone, and I still have some affiliate income, which has been great this whole time.

[00:12:11] Gert Mellak: Absolutely. It's amazing. I can tell from my own experience, I think I've been in super-fast business probably for six years or something like this.

[00:12:19] And it's really amazing how my business changed. We were a general local business marketing agency doing 28 different things, probably. Until we finally speak with SEO. Thing you suggested right at the beginning. I remember we're all between e-commerce and web development and all sorts of things until we finally arrived.

**SEO LEVERAGE** it's fair to say, since you have been closely mentoring me, I think we probably, doubled revenue, triple profit, I think within the year. So you definitely know what you're doing. You have the experience, but they're really like about you in particular, is that with all the businesses you coach, you have a very good overview and this is what I really liked.

[00:12:57] So you very often tell me, look, I see, I know for this person, this is something that's working very well. Try this because I've heard on the other side, this is working well, and this is something we are also starting to leverage. The more clients we help in SEO, because we can kind of say, okay, look, this worked very well right now for this particular science, try this.

[00:13:17] We have seen this working in Australia, try this because we have a client in the UK. That's doing this for a while and it's working very well. And this puts you in a very leveraged position. So on top of that, we have the R and D department where we do our own experiments before we try things with clients, obviously, but you have like an overview about a lot of different industries, a lot of different topics.

[00:13:38] And this is definitely something that has also been working with you. I want to champion to content marketing. This is the first season of this podcast. We are focusing on content. We already talked about with Greg Merrilees about design because user experience and design is extremely important. We know Greg also designed your website or a couple of them, at least already.

[00:14:00] He's very conversion focused, which I really like about him. I want to talk about. Your podcast, you're close to 800 episodes that just did a research first. And you recorded the first episode in 2009 with some Carlton, which was interesting. So this is really 11 years of consistent content marketing.

[00:14:18] And this is easy to say, but I think really hard to do. Did you think of 800 episodes when you recorded the first episode with John?

[00:14:29] James Schramko: No. And, at the time I recorded the episode with John, I didn't have an iTunes podcast, so. It's an interesting backstory, but a lot of the people I was learning from I was listening to audios.

[00:14:42] And one of the things I realized when I had a job and I wanted to go online is I really felt like I probably sell information. And I recognize that I need to record people. So I ended up giving a ride to some guy who was a good PPC marketer. And I asked him if I could interview him about the results he was getting, he'd been following Perry Marshall's stuff and he was doing quite well.

[00:15:07] And he said yes. So I went and bought an audio recorder and it was the sort of thing that oppressed journalists would use. And I sat at my courtyard and interviewed him, and I sold that as an information product now that I have this recorder. And then next thing I found myself on a speaking circuit and I'm with this worldwide copywriting legend John Carlton. And I said, can I interview you? And he said, sure, come up to my hotel room. And asked me a quick questions. I think he was, you know, it was probably a pain in the ass to him because I'm nobody and he's famous. And he did. And you know, it was a roar interview, but I collected these and I used to actually, you know, it was really hard in 2009, it was harder to play audio on your site, but I had this audio player plugin.

[00:15:54] And I used to play the audios on my site. Now, a couple of years later, I was invited to do a podcast with Tim Reed. And we came up with this podcast called Freedom Ocean, and we put it on iTunes. It's the first time I really understood how it all worked. He gave me a, instruction sheet. I gave it to my team.

[00:16:15] We plugged all the plugins in and submitted to Apple and away we go. And then I realized, you know what, I can actually retrospectively add what was then called internet marketing feed to iTunes. So we submitted it and then it retro populated the episodes back to 2009. Later on we've changed names to Superfastbusiness and the episodes still stick.

[00:16:40] So that's the history of it. But I was recording from earlier than that, right through. And yeah, there's been times where I've been spasmodic with it. But I'd say for the last two years, we've been consistently doing two episodes a week. That's pretty much our, our routine and our businesses easily geared for that.

[00:17:02] Gert Mellak: Yeah. One of the main phrases, I think someone who comes in touch with you is going to remember is that it's a very long game. Right. You say this, I hear you say this in my mind, after so many years of following what you put out there, following your advice, following your suggestions that he does in my mind.

[00:17:18] Like, I hear my mother saying, try to eat healthy food, right? So you have got those voices in your head. And I think, you know, it's a long game. You need to do this. You need to put in the consistency. Why is business such a long game?

[00:17:31] James Schramko: Because it is. I mean, we're gonna, we're gonna live 70 or 80, 90, a hundred years, maybe longer with advances in health.

[00:17:41] I just think people so short-sided they chase the instant win and then not satiated, if you want to equate it to food, like your mum was talking about. Why is it you eat a packet of crisps or chips, and then 10 minutes later, you're still hungry. And you know, you keep eating the bad foods.

[00:17:59] Got no actual food in it. It's just chemicals all bound together in a packet. So, when I came online, I couldn't believe what they were doing. So this is crazy that these red screaming headlines, so we're very manipulative and forceful and pushy. And I thought that these people. This so short-sided people are gonna, they're gonna rise against this, then they're not going to deal with this person forever.

[00:18:24] And then of course along came social media. It's much harder to be abandoned now because of social media that people have a voice and they can shout out if they don't like it or, report it. And it gets blocked. How many people have you heard of having their accounts blocked or their content stopped?

[00:18:41] Because they're, pushing too much or pushing things that aren't good for humans and they get stopped. So I'm always thinking about further down the track because it's just how life is. It's like in nature, your acorn becomes a tree. I've got kids, you've got kids Gert, they grow up. They're not babies forever.

[00:19:00] They, they grow up, they get older, they go to school, they become adults. It's fascinating. So I'm always thinking a little bit, you've got allocate, I think a little bit of thought to the future, a little bit of thought to now, and also have a nod back to the past to see what lessons we've learned and, and appreciate our, You know, our forethought from back then that's put us in the position now.

[00:19:24] Like, everything we've got now is because our past self put us here. So I'm thinking, where can I put myself in the future? And I always felt that the thing going for me was integrity. If I just look after people, I will be rewarded. And I used to look after people in my sales jobs, and I sold the most. Even though I never chased the biggest commission or the easiest sale, I always chose the one that was the right one for the customer.

[00:19:53] And they remember that. And it's actually, I've discovered, rare so you can stand out. People actually notice it when you're a decent person and when you deliver on your promises and when you care about them and when you do what you say, you'll do, it's, actually uncommon. So I think it's a great point of differentiation.



[00:20:14] And I think if you build your house well on a solid foundation, you can out survive. And the funny thing is a lot of those people who I thought, well, we had back then have gone. Some of them are dead. Some of them, uh, obesity, overweight, having terrible relationships, um, on their like 16th business model, desperately trying to save face and not let people realize, I know one who even went bankrupt and is now working for one of my other friends.

[00:20:42] And, you know, he was like the top of the pops back then. So they, they played a short game and they got the short game results.

[00:20:50] Gert Mellak: Such a list of, very good points on my whiteboard here. It says, future Gert, this is something I learned from you really kind of guiding me that I need to think of what am I going to appreciate in the future that I'm doing today?

[00:21:02] So this is something really, that really resonates to me. And, also something I try to have our clients understand because with social media, I think the attention span obviously shrink, but also I think gratification had to be more instant. So people are really spent hundreds and thousands on ads, but they want results tomorrow. Right.

[00:21:24] James Schramko: Everyone wants a sexy Facebook funnel and it's great when it's switched on and it works and it's instant, but then unless you capture the lead and do something with it, it's gone SEO. And I do feel qualified to talk about this because I had a business in SEO for seven years. And I still practice SEO and I still get your help.

[00:21:44] Thankfully, we've been making big changes with our SEO, with your help. And it's, not as sexy or exciting to think about doing some things now that might have a payoff in a few months or a year from now. However, it does have an effect and it snowballs and it's worthwhile. So, you can control your own reputation.

[00:22:06] There's a funny story, actually. I don't talk about this very often, but I think it's relevant for you. When I was in my twenties, early twenties, I was in a feature film and I ended up getting listed on IMDB as an actor and years later in business, I was wondering, you know, when I searched for my name that was full of IMDB listings and acting references.

[00:22:32] And a work mate of mine, a peer, a fierce competitor of mine registered her domain. She had her own domain name and I thought I should probably register my own domain name and own my own domain name. And I should probably rank for my own name. It's when I realized SEO is like a reward system. You do good work. Google gives you a reward. It gives you like a gold star. You do bad work it punishes you. And that's when I realized that you can control the Google search ranking

with your efforts and understanding what they want. It was, it just unlocked everything for me. And SEO was my first skill that really helped me win the affiliate marketing game.

[00:23:17] It helped me outrank my competitors, especially when there's product launches. I could always rank above the, the product launch owner and then having a business that generated millions of dollars was fantastic. And it's, it is it's, uh, it's a long-term reward system for them doing good work. And with SEO, we used to tell people don't expect the result next week.

[00:23:40] You can certainly stop yourself, having a bad result quickly, and you might get some instant wins, but the bigger prizes have worse getting.

[00:23:49] Gert Mellak: Absolutely. We have, I remember a client. I think we started here in 2010 or 2011 and I wasn't, I was already doing SEO. I've been doing this for 19 years, but not with the same focus we have now, obviously, but I was like asking this can look, if you have, I think it was back then it was a hundred euros or something like this.

[00:24:09] If you have a hundred years a month, we're going to create a couple of articles every month. You give me a list of questions. Clients usually ask you. And we create content around those questions. So this client, what they did was follow my advice. They have been doing this for eight years straight. They still get every single day they get free leads.

[00:24:27] Essentially from those articles where we, 10 years ago talked about how to plan an office refurbishment, right? Needless to say, this client has been with me for 10 years, straight, monthly renewing. We don't force anybody into any contracts. Everybody renews voluntarily every month with us, but it's really something even I, I didn't have this whole vision that this is going to pay off for such a long time back then, I do now. And I tell this story to clients so they really understand what's their value. It's an investment. It's not an expense like Facebook ads, you pay \$3, you get back five and that's nice. But tomorrow you switch it off and you don't have anything.

[00:25:04] These guy had issues with their Google ads. They do a lot of paid traffic as well. They had few issues with their Google ads, but they were still getting half of the leads organically just because they did this overtime consistently. And I think this is a very important point that consistency in content creation is really a challenge.

[00:25:22] And this is what impresses me a lot. If I see someone like you doing this for 11 years straight, what do you think does it take to be consistent in content creation?

[00:25:32] James Schramko: A system. And I think it's, you got to have a way to harness that content into something useful. So for me, I kind of, I started with the offer that was making good sales and then I needed to put content in front of the offer, to make the sales. Whereas a lot of people start putting out the content and building an audience and they don't have a sales mechanism. So they give up because what's the point is they build this audience. I'm actually coaching someone now who built a can't remember the exact stuff somewhere around 60,000 views, a months channel and has made is making no sales because they never had a monetization device.

[00:26:13] So they've built an audience. But I didn't have any point to it. So I started with what I wanted to sell and then I built the content around it and in front of it. So for me, it's always paid me. It's been so good that I don't really need paid traffic. I have some, and I'm about to turn some more on, but I didn't need it for such a long time because the two things that work for me is a podcast, which I would say is even more important for conversions than getting traffic.

[00:26:43] And social media video marketing, which we've been doing for a couple of years and has generated us well over a million dollars, this little videos they take 10 minutes a week to make. And so it's easy. We have a system and I do want to obviously give big acknowledgement to my team. My team are really good, because they can do everything that I can't or don't want to do, or shouldn't be doing as you probably experienced when you work with my team, Gert.

[00:27:12] I'm not getting in the way of them. If you say, do something and, and they can, they'll just do it. And I'll just basically celebrate on the side that, that I've got such a brilliant team who can do this. So when I record a podcast or record a video, I'll give it to them and everything else after that is a complete system.

[00:27:31] I even published this system. It was called Own the Racecourse. Gave it away on my blog for free. I think, you know, over 10,000 people opted in for it, when it was, uh, a freebie marketing thing, uh, that's been a core philosophy, but the message is you can control your own marketing.

[00:27:51] Gert Mellak: That's very good point, control your marketing. I really liked the idea of systems and I think people are overestimating what it takes to do the content because they don't think in systems. Okay. They don't just, I tell them, look, you probably want to have at some point, 20, 30, 50 articles very soon on your site to shed a light on all the different angles and give Google something to stick their teeth in and not just put out a couple of articles and wait for your rankings and traffic and sales.

[00:28:20] And people hear 50 articles and they get overwhelmed, right. I probably need to redo my sales strategy here, might be losing a few of them, but the idea is just to really just say, look, put a piece of content or two out every week. Okay. Try to shrink it down to bite-sized pieces. But what we have seen ourselves and we've learned essentially in Superfastbusinesses, the creation of systems for everything we do.

[00:28:42] So once we're able to break down the content creation and systems with me recording a podcast and my assistant, Sarah, putting this together, doing the editing. My assistant Christina, focusing on getting the visuals, right? So we get this published. We have other teammates, Sonia putting out the Facebook ads.

[00:29:00] We do some ads for ourselves as well in this thing. This is a very big, um, part of something about SEO. People don't understand just because I like SEO, SEO is working for me. It doesn't mean that this can be or should be the only channel.

[00:29:13] James Schramko: You don't want just one channel. That's the thing. Anyone doing a Facebook channel should be also considering what channel would they rely on if Facebook falls over? I'm pretty protected now because I've got SEO traffic. You've seen the stats for my on site. I get a lot of people organically coming to my website. I get people coming from social media.

[00:29:36] I get people coming from podcasts platforms. I get people coming from my book. I get people coming from guest appearances on shows like this. Best ones of all, of course, I get word of mouth referrals from happy customers, which is the one I want. That's a good one. And once you've got the system in place, then it's just feeding it.

[00:29:56] And you know, it made me think about when I started my affiliate marketing. I actually paid an article writer, per article. Because I had this realization now I am not the best person to write this content. I'm not a typist. I have a two finger typist are not as good at structuring the words and someone who's good.

[00:30:14] So I found this lovely lady called Kerry Finch, and I taught, I actually told her about article writing. She'd never heard of it. And she was a receptionist at our Mercedes-Benz dealership. And I told her about this thing. And she said, okay, I'm interested. And then I started paying her to write the articles and then I would order a hundred at a time for \$10 US each.

[00:30:39] So my goal was that, for that fee, I could make more in commission. I used to make \$49 25 commission, and then it got bumped up to \$98 commission per sale. So I only had to make a few sales to cover

my costs. You know, for every 10 articles I had to make one sale, it was, it was easy. And we put them on the site and we dominate.

[00:31:01] We had really good rankings. So invest in good quality content. And one thing I've learned lately and, you know, not all content is equal. We've put a lot of content on our site and some of it's great and some of it's not, and you've helped us tune and prune and purge to get to the stuff that's actually important.

[00:31:22] So it's really worth analyzing if you've got any momentum, which things are performing well. And where should you lean into? So recently again, with some help from you, I found the most. Like the highest performing piece of content on my website, the number one downloaded podcast episode. And then I recorded spraying you at episodes relating to that topic to just double, like, not even double down, we tripled down on it.

[00:31:50] We're going deep into it because it's proven to work for us before. And it seems like the feedback is good and it'll work again.

[00:31:59] Gert Mellak: That's a very good point. I've listened to two of the three, I think already they were, they were really great, really inspiring Ellis and all the first one.

[00:32:06] A very good point is the team here. I want to go back to this for a moment. Recognize you already invested a lot of time and, we're going to come to an end, but I think the team is a very important point. So, what do you think? Do you have a suggestion on how to get a team going? So what many of my clients don't really, they may have a virtual assistant, but they don't really have a team that works in a way that can really, help them create things that scale.

[00:32:33] James Schramko: Well, I like to hire people who don't really know that much about online marketing or, or whatever, and then train them. And once you train one or two, you won't ever have to do it again because now they'll train the next people who come on board and it's a very powerful system, almost. Well, pretty much everyone in my team actually used to work in a call center, the Philippines.

[00:32:58] So they had good general business protocol. Yeah. They could show up for work. They could follow instructions. They are good communicators. And that we're very grateful to be able to work in my business from home. And I just thought it was one and that was over 10 years ago and just stacked on, you know, just keep adding them and training them.

[00:33:21] A lot of people ask me, where do we get them from? So I actually started a little side business with my wife to actually recruit these

people, but there has to be a really strong expectation set. These people do not, they've never heard of WordPress or, they don't know about the tools that you're using now, but you can teach them.

[00:33:43] They're very trainable. And if you're patient and you put a little bit of time into it, or you buy them courses, They can be incredible assets. That's the long game, the short game would be to go along to Upwork and put in a job spec and find someone who already knows how to do what you do, but the fact that you found them on Upwork and that they already know this means they're far more likely to charge more or to be working for someone else or to go off and do another job at some point, this might blow you away, Gert but I've actually never used a job outsourcing site the entire time I've been online yet, once.

[00:34:21] Gert Mellak: We certainly started out with Upwork, it was called oDesk back then getting away this, and it did, it did work for us, but it was tricky to find the right person. So we kind of developed a framework even before getting into, in touch with you and knowing your framework.

[00:34:36] We now build, and we train our team. Most of our team members didn't know too much about SEO before they joined us. But I have personally a training program together for them. I work, I have got an other training call afterwards. I put many hours of training every month into the team, training them on new things.

[00:34:53] I just cover the, tell me what they found out in the R and D department or division we have. And we talk about those experiments and how we can leverage this for clients.

[00:35:01] James Schramko: Plus, I believe you've got some highly experienced SEO practitioners in the team now as well.

[00:35:06] Gert Mellak: Absolutely. They're amazing now. I definitely have invested a lot of time in training them, but they're training me.

[00:35:13] They're giving me advice. They're giving me say, look, I've, I've just come across this article we have every Friday is a training Friday where some of the team presents a topic to the entire team. This is not only helping cross training between link builders and consultants and strategy and R and D. But this also gives us like a new insight on they do their research.

[00:35:33] They prepare topics, something very simple, essentially like alternative text for images suddenly gets a very complex topic you can do much more about. So yeah. Training and investing time and resources in training, buying, buy them courses, et cetera, as well, and have them train within business hours.

[00:35:49] So they can really dive in and get to know this stuff and leverage it for our clients is definitely a big part. I want to come to an end. I really appreciate your time you spent with me. If there's someone running an online business and they want to getting started with SEO, would there be a single tip you would have for them in order to go down the right way?

[00:36:14] James Schramko: Yes. Don't put what texts on a white background. I'd say that the number one thing that I discovered when people first hear about SEO is their mind immediately jumps to all the tricks and tips and hacks, hidden text keyword, loading ,you know, et cetera, there is no point doing those things.

[00:36:40] That is the short game. Aside from not working, it won't work for long if it does. So it's just like, you know, every day someone offers me 10,000 Instagram followers. I'm going to get all these fight bot accounts and it's going to ruin my score, you know, go the organic route, do it properly.

[00:37:03] Think about doing it right. And get this focus on quality and get all your technical things correct. And do it right. That's my advice.

[00:37:16] Gert Mellak: Well, thank you so much. You've been very generous sharing, not only content, but also business strategy here. If anybody is interested, what would be the best way to get in touch with you?

[00:37:28] James Schramko: Just go to [superfastbusiness.com](http://superfastbusiness.com).

[00:37:31] Gert Mellak: Amazing. If anybody listening to the show feels that this could be interesting for you, your partner, your friend, please share this episode. Find us on your favorite podcasting platform. Give us some feedback on if you like those shows what topics you would like to hear about.

[00:37:47] I'm happy to invite guests specifically based on the needs and really interests of listeners to the show. Find this episode on [SEOLEverage.com/podcast](http://SEOLEverage.com/podcast). This is episode number four. I'm Gert Mellak. You're listening to [SEOLEverage.com](http://SEOLEverage.com). Take care. Thank you.



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