

EP006 - Which SEO Service Is Right For You?

Prologue: [00:00:00] And this is really the best thing to start with for new websites or sites that just start out with SEO that haven't done as your content marketing on a larger scale before, if you have an existing website though, you want to get a deep dive SEO site audit, because this is going to give you an idea where your site is, what are the next high priority, high impact steps you should be taking in order to get more traffic before you then go over to an ongoing SEO consulting. To make sure that you, your team always focused on the high impact steps that need to be taken based on your competitive situation, based on where you stand with your site, based on what has just happened in Google. It's impossible on your end to keep up with all this.

Intro: [00:00:49] Welcome to the SEOLEverage podcast. Where we talk about search, marketing, and conversion.

Gert Mellak: [00:00:56] Hello and welcome! This is Gert Mellak from SEOLEverage. Very often people test no their SEO isn't working, but don't know where to start. If this is the case for you, in this episode, I would like to give you an overview about all kinds of different SEO services you might want to consider and orientate you, what could be the next step in your situation.

[00:01:27] So many websites are just starting out with SEO. Tons and tons of businesses and maybe yours as well have been starting and growing with Facebook ads, Google ads over time. Well enough to not even consider SEO as a possible traffic channel. This has changed radically, especially since COVID where during some time Facebook ads, when really getting enough traction, conversions or returns on investment when coming in as usual.

[00:01:53] So people were looking into building additional pillars below their content and traffic strategy. If you was just starting out, the first thing you want to know is how your audience is searching online. So how do they search for your services, your products when they're about to purchase, they open up Google, what are they searching for.

[00:02:15] Many people only perform a keyword research in this step, but for me, this is not enough, which is why, target, we call this a target research, what we are doing and the target research really goes beyond the normal keyword research because we don't only want to see what tools tell us important keywords are, but we also want to find your target audience online.

[00:02:41] Where they engage with each other, where they engage with potential competitors of yours, where they engage with like-minded people. Know what vocabulary they use, what questions they use, what types of questions they ask and what could be interesting topics to write about. Because if they ask those questions on forums, on Facebook groups, et cetera, there is a very high chance they also ask those questions on Google, which is why the target research for me, for new websites or websites that are just starting out with their SEO strategy is the right way to go.

[00:03:49] If you have an existing website and some traffic and you want to grow your website really and bring it to the next level, the first thing I usually recommend is that you get a site audit, an SEO site audit or deep dive audit as we call it because it's extremely comprehensive how we analyze websites. And this really is going to give you a very good idea, 360 degree idea about where your website is in the competitive landscape in terms of the technical status, in terms of performance, user experience, usability, conversion, et cetera.

[00:03:54] And also on top of that is every good site audit is going to contain an extensive keyword research and an extensive link audit. Meaning you're going to get a list of keywords you can write about you are going to see where you're ranking on those keywords, which keywords your competitors are ranking for and you're not ranking for just right now. And you're also going to get an idea about what's the quality of the back links you're getting, meaning links from other websites.

[00:04:22] So all of these together gives you a very good idea, a solid idea about where your website stands right now. And in our case, for example, every SEO audit comes within prioritized list of action steps. What this means is, that you're not interested in getting an audit with a huge list of tasks or things you want to improve. You want to make sure you always focus on the high impact things first. There is probably a list of 200 things you could be working on and quote and quote, everybody think would be good for your SEO.

[00:05:00] However, what we know, based on our experience in a huge amount of niches is that only a handful of things at any given moment really are going to impact your SEO performance in the short and mid term. So you want to make sure that somebody orientates you about those, and if you're not in a niche, for example, where Google image search is particularly important, maybe optimizing those alternatives texts on your images is not a high impact term.

[00:05:53] However, if you're in e-commerce for example, and you guess that many of your target audience or potential customers might use image search to find a product, you definitely want to get those alternative texts in place. So this is just an example of where it really depends on your situation. And also on how your competitors are acting online in order to determine the high impact steps.

[00:05:53] So every audit should give you a prioritized list of action steps to focus on in order to build a solid foundation on your website.

[00:06:04] The solid foundation is really what you need to then be able to grow with. It's like creating a foundation, a concrete foundation where you can jump off of. So once you have this foundation for me, the next process is really to make sure you get ongoing help, learn the same way as we do with our Erica consulting.

[00:06:24] So Erica is a framework I've come up with over the years that stands for evolution, research, interlinking, content and action steps. And this is what we work through with every client where we have a call every couple of weeks, go through this framework, go through a checkout the website performance, check out a competitive research we had been doing prior to this checkout, what they can focus on in terms of content, in terms of links, et cetera, and define what is going to happen in the next couple of weeks.

[00:06:55] And this is so important because unless you leave a meeting with a list of action steps, or a call with a list of action steps, there's a high chance that nothing is going to happen. However, if you leave a consulting call with a list of prioritized action steps to focus on in the next two weeks, you can bet that you're going to build momentum.

[00:07:15] And after a few months are going to see the compound effect of this very often already after a few weeks. Once you have your ongoing SEO process in place, you want to look into link building. Links are still one of the most important signals when it comes to SEO. So Google really focuses on how, which links and what kind of links are pointing to a website in order to determine how trustworthy they probably might be and how relevant they are in a certain space.

[00:07:44] So link building is definitely, should be part of your SEO equation, but link building is really hard to do in-house to be honest, why? Because link building requires a lot of content, a lot of processes, a lot of contacts, a lot of knowledge and experience when assessing pages and the possible impact on your rankings, which is why my recommendation is usually to outsource link building to a trusted provider.

[00:08:12] We've got a link service here as well. We have got an in-house link building team that has been doing this for years and offer the service obviously to clients, but you definitely want to make sure links are being built on a consistent basis. And this is really hard to do in-house. So find a trusted partner, see if it's really links you are missing. This comes out usually have a kind of an ongoing consulting where you say, okay, what's really they get between our side and our competitor's side. And if the gap is clearly link based, you want to start an ongoing link building process where link signals are created pointing to your pages, to your site, to your brand on an ongoing basis.

[00:08:52] Okay, so let's wrap this up. We've got the target research, which is a little bit more than a keyword research because it also dives into the different platforms and really it touches base with your potential audience and what on their mind, how they're searching, et cetera. And this is really the best thing to start with for new websites or sites that just start out with SEO that haven't done SEO or content marketing on a larger scale before.

[00:09:18] If you have an existing website though, you want to get a deep dive SEO site audit, because this is going to give you an idea where your site is, what are the next high priority, high impact steps you should be taking in order to get more traffic before you then go over to an ongoing SEO consulting to make sure that you, your team always focused on the high impact steps that need to be taken based on your competitive situation, based on where you stand with your site, based on what has just happened in Google.

[00:09:51] It's impossible on your end to keep up with all this. You definitely want external help from someone who has an overview about a series of industries, about a long time experience on what happened with Google, where they are heading. Really has a good understanding about what Google is trying to achieve and can then give you a competitive advantage there.

[00:10:13] Once you have your ongoing process with some ongoing consulting in place, I definitely recommend you look into links as a potential bridge in order to bridge the gap between your situation right now and your competitors. This could very well be link based, especially in competitive niches. Your competitors might have a lot of high authority backlinks, and you might not have those.

[00:10:38] So the gap to close could really be link based. Look into a link building service, but not any service out there or don't purchase your links yourself without being able to judge on those links and whether they are really going to be important for you. You really want to count on professional help.

[00:10:54] In SEO there's a lot you can do wrong with purchasing links. We just had a client purchase 25 links in a week, after not having been getting any links to his website for months. And essentially he's been raising a red flag at Google, and it's a matter of weeks probably until he gets some sort of penalization or those links are essentially just devalued by Google and the investment was worthless.

[00:11:20] You definitely want professional help here. In case you are not sure about whether a certain service I've mentioned is the right one for you, please go to [SEOLeverage.com](https://seoleverage.com). There's a contact section, there's a button where you can just hit email Gert. I'm going to be happy to answer personally to every email and direct you, orientate you on what could be the next possible step for you in order to start leveraging. SEO is one of your main traffic generalists so many of our clients are doing.

[00:11:51] I'm Gert Mellak. Thank you so much for listening to [SEOLeverage.com](https://seoleverage.com). I hope you are having a great day. Bye.

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