

007 - The 3Ws of Paid Advertising with Ilana Wechsler




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SPEAKERS

Gert Mellak, Intro Music, Ilana Wechsler

-  **Ilana Wechsler** 00:00
Whatever type of business you have, you have to think of who your target is audiences and what moment they're having, and where they're having that moment, you know, so for my business, they're having that moment on YouTube where, you know, they've typed into YouTube search, how to create a Google Shopping campaign, and my ad comes up, and I have exact training on how to create a good... Is the perfect match. You know, so, but if you're a plumber, right, you wouldn't want to do Google, a YouTube ads. You would do Google Search campaign. If you're, you sell a product that people don't really know exists, and they're not really searching for it, then you're gonna have to force yourself in front of people with social ads, and do product videos, and all that kind of stuff and really focusing on the benefits rather than the features of the product and what promptly you have to visually show people what problem you solve.
-  **Intro Music** 00:56
Welcome to the SEO Leverage Podcast. Where we talk about search, marketing and conversion.
-  **Gert Mellak** 01:05

Hello, and welcome. My name is Gert Mellak. Welcome to the SEO leverage podcast today. I'm very pleased to welcome Ilana Wechsler here at the show. Welcome, Ilana.

I Ilana Wechsler 01:15

Thank you so much Gert. It's such a pleasure to be here.

G Gert Mellak 01:18

I really appreciate you taking the time. You're coaching my team over at your site teachtraffic.com. We are very savvy when it comes to SEO and Google ads. But don't get me. Don't ask me questions on Facebook ads, Instagram ads, or however all those platforms go together. This is really above my level. I really like Google and focus on Google and whatever works there and feel comfortable. So we really enjoyed the training you have there, the coaching you put in there. And especially I think what I want to highlight here is it changes the game once you have someone who has been doing this before for similar industries, focusing you on one particular thing. So at this stage, I really appreciate your ongoing help here.

I Ilana Wechsler 02:02

My pleasure.

G Gert Mellak 02:03

You didn't always teach traffic, did you? What's your what's your background? Could you give our listeners a little bit of an idea of what you have what you did before that?

I Ilana Wechsler 02:12

Yes, I have a very unusual background actually. It's funny like life, what happens in what life throws at you prior to entering the traffic and the online marketing and entrepreneurial world. I never honestly ever dreamed I would be here. I used to work in the corporate world for many, many years in pretty much the finance world, the funds management world as a data analyst actually. And I'm not the usual like story of somebody who hated their job and dreamed of doing starting their own business. Like on the contrary, actually, I really enjoyed my work. I didn't enjoy the corporate life. But I did some stints working at some really big, well known companies, which were awful, but I worked at more sort of boutique style fund managers and actually loved my job and had every intention of of staying. I probably worked in that industry for about five to 10 years

or something. I sort of took time off in between the stuff. And yes, and what happened was life kind of threw me a bit of a curveball, actually. And I had my first baby and realized that family and corporate life are kind of like oil and water, they don't really mix. So I made the easy and difficult decision to leave corporate life, but not because I was unhappy with it, but merely because I didn't see a way of combining family commitments and time that I wanted to spend with my kids with working and it wasn't possible. I went back to my job and they said, look, you know, you can't really work part time. And, you know, I used to work seven till seven, you know, and I kind of woke up one morning when my son was born, I'm like, hang on a minute, like he wakes up at seven and he goes to bed at seven when exactly I went to see him. So yeah, like, that was my background. And I basically lived in a spreadsheet for about 10 years. But I had an IT degree. And so I was sort of comfortable. I was a programmer, basically. So my data analyst skills were very much like linking spreadsheets with databases and all that kind of stuff. So, you know, every day was kind of different for me, which was cool. But yeah, definitely a far cry from marketing. I mean, I never even did one marketing subject in my life. I did maths at uni, you know, like, I was not in the marketing world. And so it's been a massive massive learning curve for me getting a marketing education and, and yeah, I mean, but back when I was at uni like Facebook, didn't exist, Google didn't. So it's very, very different.

G Gert Mellak 05:03
We're getting older. Here we go.

I Ilana Wechsler 05:06
I'm showing my age here now.

G Gert Mellak 05:13
I think I can I can really relate to this. I'm a programmer, I've learned, taught programmer myself have been programming 20 years, which these days comes in handy. Because when researchers something from SEO from an SEO perspective, and no, this is not going to take longer than two hours. I know this is not something your program, I can tell you, this is going to be done next month, because this month, it doesn't feed anymore. So this comes in helpful and a little bit of a technical understanding, I think, especially when it comes to understanding how the platform's work, or how an algorithm actually probably processes this information, I think is extremely helpful. I had a pleasure to meet you in person in March in Sydney, one of the last trips, probably anybody ever made from Europe to Australia. I think these days, you can even send mail from Europe to Australia. There's a block apparently I tried this the other day, and it wasn't possible. You gave the best

presentation there. And it's not only me saying this, I think there was like a consensus of the audience that your presentation was ranked like the best one. And the topic was traffic puzzle. And I know this is a training inside teachtraffic.com. But I would appreciate if you could give us a glance and what this is all about. What is this traffic puzzle about, and how is this applicable to an online business?

I Ilana Wechsler 06:30

Yeah, thank you for the kind words, but um, so I've run it in a paid traffic agency for the last like seven or eight years. And the lines are a bit blurred of when it actually started. Because it wasn't like, let's stop this today, you know. So, you know, I've had a huge amount of experience, and my agency literally only didn't pay traffic, I'd like to say it was a strategic move. But really, it was just all I wanted to do. I didn't want to do SEO sorry, Gert. I'll leave that to the experts.

G Gert Mellak 07:02

That's fine. You can send me those referrals.

I Ilana Wechsler 07:06

Exactly. I didn't want to do web design. Like I literally like Google ads, kind of like when I discovered Google ads. Like it just kind of like spoke to me on the level. I'm like, wow, this is powerful. So I literally just started a Google ad agency only doing that and then added on Facebook ads on top of that purely because clients were asking me for it. And I needed to sort of without. And then over the years, what I found was that the world had changed. The online world had changed such that it really was multi platform, multi device and multi platform. And the lines between the platforms were really blurred, you know. So I started off as just a Google ad agency. But then, as I said, quickly realized that hang on a minute, like from a holistic point of view, we need to be on multiple platforms. I can't just think with my blinkers on with the silo. And so for many, many years, I would run the paid traffic for so many different businesses, so many different industries, so many different offers. And the end, what I found was like what worked for one industry didn't necessarily work for another, but there were commonalities between them. And the commonalities. Were like at least a retargeting campaign on multiple platforms. And I kind of lost count of like so many people who came to me of like, they'll only doing Facebook ads. They're spending \$20,000 a month, or they're doing Facebook ads, and literally not \$1, or dime, or whatever it was being spent on Google. And just like, it just didn't make any sense to me. It's like, you know, like, you go and buy a product, you see an ad, and then what, like, you got to Google search them, you got to check out their YouTube channel, or vice versa. So

this concept of the paid traffic puzzle was, I guess, something I came up with, where it's a way of graphically representing the integration between the platforms together. And the so if I could kind of like, break it down to some degree, like, I had a moment when I was with my daughter one day where she and I sort of explained this analogy in the presentation that you're talking about where she sort of came to me and she said, you know, Mommy, can we do a puzzle? And I said, sure, you know, and she proceeds to hand me a bag of puzzle pieces. So I opened the bag. And lo and behold, there's just puzzle pieces it in there. No, no picture, right. And I'm faced with the conundrum of trying to put together a puzzle with no idea of what the picture looks like. And it was a real aha moment because I thought, this is exactly the process that I go through. When someone comes to me I even for you Gert, like helping your team with some getting, you know, SEO awareness out there, right. Like in the beginning, we don't actually know what's going to work, we're going to test lots of different things. And lots of different businesses, different things work for them. But at the very heart of any puzzle or any kind of advertising campaign is a retargeting campaign. And so for the starting point of creating a puzzle, we always start with the corners. And so the corners, the reason you start with the corners is because they help reveal what the next piece of the puzzle is going to be. And then once you've got those additional pieces that attached to the corners, then you reveal the next piece. So how it relates to traffic is, if we take the four corners of the puzzle, it's the four corners of a retargeting campaign. So one caught in one corner would be a Google search. In another corner would be Google Display. The third corner would be YouTube, and in the fourth corner would be social, you know, Facebook and Instagram. And we all I always would start with that a retargeting campaign. But literally every type of business that came my way that was like the commonalities. That was like, the one campaign where I could look like a hero for my clients, you know, and then those retargeting campaigns would reveal what I was going to do next, you know. Where was the market at that I could grow and scale one particular corner of a puzzle? And through an evolution of maybe six months or 12 months, the puzzle would reveal itself as to how it looks. And you know, you might find the Google Display Network, you only do retargeting, right, and your entire quadrant over there is just retargeting or you might find that you go into cold traffic. It's sort of really dependent sort of, I guess, hard to explain without a visual. Like, like I did in the presentation. But that's kind of like the crux of it.

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Gert Mellak 11:55

So that's, I think this was a very generous summary already what is all this about. I remember the presentation. I remember this the corners and, and things like those. And this really resonated to me, I remember a client we had an insurance niche a few years back where I saw they already got a very decent level of traffic. And I was like, why aren't you running retargeting traffic, you really expect people to first time to come to your site,

they need to memorize your brand, they need to memorize your domain, they need to find you again at another moment when they really have their credit card ready or not on their phone, because they have to fill out like such a long form in order to purchase. And it I think it was literally one week we started the retargeting campaign, we're extremely simple, just one banner bringing people back. And this paid for our link building campaign, I think. So just was like really immediate. Once you have a decent level of traffic, understand with sites with low traffic, there's a little bit of an entry barrier. You need to build up this audience. But I definitely see this working very well on multiple clients. We also do a Google ads for the retargeting is definitely adding to their revenue. It's another revenue they would have had any way because people are going to come back and memories, it's adding to the revenues. It's adding to their conversions. So I really like this idea of having this as an entry point, get confidence in a paid channel and get to see this is really working. The algorithms I understand are going to learn from this experience as well, who is then going to click back to this page, who is then going to really convert of those people to then compare those with others that might also be interested in. We've seen good success here as well with then platforms kicking in, and really finding selecting those people out.



Ilana Wechsler 13:42

What people forget, I think, and this is what business owners is they forget that if someone didn't buy straightaway, like they or they think that they don't want the product. And the reality is that maybe life kind of just got in the way, you know, and they moved on. And then they got distracted, and then they forgot. And I know that I can put my hand up and say I fall into that category all the time. I mean, I've got three kids now, right? Like my life is chaos. Okay. So if I don't buy something straight away, it doesn't mean that I don't want it. It just means, you know, my kid probably fell over and crying. And then I've just I've forgotten about it. And so I do need a bit of a prod. The other mistake that I also see people make is that as soon as someone becomes a lead on their database, they never show them an ad again. They rely 100% on email marketing. And that's such a flawed mentality because we all know even email open rates are not 100% on average, I mean, you're doing well if you're getting 30 or 40%. Right. Which means what about the remaining 60-70% of the people who are not opening your emails. So we will often run ads in conjunction with email marketing We find that also I mean, that's a form of retargeting campaign, obviously. And that works really, really well. So it's not just I guess my point is it's not just website traffic visitors to retarget to it's also the people who have actually registered for lead magnets or opt ins and show them ads to to sort of say, Hey, here's what my bottom of funnel offers or whatever that also is very, very powerful as well.

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Gert Mellak 15:25

I think you made a lot of a lot of great points here. We also take advantage of this. People take time. And even if you think we tend to think that our product or service is something that once they discover us, they absolutely needed right now. And either they want it or not. I've got clients that have been following my content for two years before they take action, which makes it a little bit hard for us sometimes to really judge this this campaign successful. It might be just a success is going to show up six months later, when I asked him, How did you discover me and they mentioned a webinar or a video I did like half a year earlier. And they said, I still remember this video, and you gave some advice. And it really worked for us. And I said, this video is from 2019. Right? Is this really true. So you have been following this content, you have been on my mailing list, you have been consuming the videos or getting the PDFs, we send out at the SEO advice or the book etc. All this time until finally, whatever triggered them to then really take action is very often a different thing we had is when we did lead generation for the fitness space, for gyms, for example, sometimes the trigger was another team opening next door. So they were listening to my podcast. They were listening to my, reading my blog post. They were consuming all this content about how to grow a gym with digital marketing. But it wasn't until a big chain of fitness team opened up a gym next door but they said work now I need to talk. I need to get this marketing going. Finally, because this has been on my mind, but as you're saying we get sidetracked. We get focusing on other things. I've had two kids myself, so I probably don't get too low your level of chaos. But they have a pretty, pretty good level of chaos at home as well.

I

Ilana Wechsler 17:12

You do a good level of chaos.

G

Gert Mellak 17:14

I think two is a crowd, right?

I

Ilana Wechsler 17:18

What three's a party?

G

Gert Mellak 17:20

Three is probably. I don't know what. Three is next level.



Ilana Wechsler 17:24

I actually got a theory on this. I know we're digressing. But, you know, I do enjoy math. And so like every child I feel that you add on is like to the power of you know, so one child feels like one. Two is not like, you know, one plus one is two, it's like 2 the power of two, it feels like four. And three is just 27. Three to the power of three, you know.



Gert Mellak 17:45

You probably can space them out. So the first child is old enough to help with the last one. Maybe if you.



Ilana Wechsler 17:53

I had three under four and a half. And I do not recommend anyone. It shave years off my life.



Gert Mellak 18:02

Absolutely. Absolutely. I definitely did. It did. I didn't have gray hairs before. Anyway, I think this is really great. We know things come across or pass our minds. We very often talk about the moment. This is why I like search so much. Because you pick people up in the moment they're searching for something. You're not just impacting them and hoping that something speaks or catches their attention. You're definitely targeting them when they search for something or they want an answer to something. Which is why I really like it, like SEO and especially search marketing. When it comes to content, obviously it is this first season of this podcast is very much focused on all kinds of content. And I think paid ads, if we want it or not, are a very big part of it. So what we see many clients initially do big when they come to us and ask for help is they create content, they think it is interesting for the target audience. They didn't publish it on their site. And then after one or two months, sometimes after two weeks already, the frustration sets in, because they don't see it ranking. They don't find it on Google. They don't get more traffic. They don't get more leads, they don't make more sales, right. So what we from an SEO perspective try to do is do research ahead of time before they actually create a content, make the content in such a way that Google is going to like it based on what they want to rank now meaning the words the vocabulary, the depth, etc, of this piece of content, and then publish it and then also make sure we promote it. So promotion for me has different ways on the SEO side of things. It's usually link building, meaning we actively reach out to bloggers say, look, this is such a great content. Is there a chance you could link to it, you could get visibility this piece of content to your audience. So Google can pick up. This is

not something someone published and there's no feedback out there. But Google can see that other people in this niche think this is valuable, and they are going to place a link to this. But it also has a social component. So what my clients usually do is they publish this on Facebook, and then start praying, right? Praying and counting likes, essentially. What can they do? What should they be doing with the content when it comes to social media and paid advertising?



Ilana Wechsler 20:24

It's a good question. I'm a big fan of promoting content on social personally. And there's a few things you can do like, we will often create, like dedicated posts about that piece of content. But it's one of those things that like, this is I guess, where copywriting really comes in. It's such a war, more of attention on social. And so, if you think about it, like at the end of the day, like your worst enemy is somebody's thumb, just scrolling past on their phone on social, right. So you've got to think of what's going to make their thumbs stop for that split second, before they whizzed past your post. So often, we will create what's called a dark post, to split, test the copy for the content, and see which copy works better. And then publish that post that works better. You know, also, I use the analogy of, of blackjack, right. So bear with me for a second. So say you've got 10 pieces of content, right? Typically, let's say you've got \$100 to spend to promote that content a month, right. And that's kind of your budget that you allocate to promoting content. The mistake that I see people make is they take that hundred dollars, and they're 10 pieces of content, and they go great, we're going to spend \$10 promoting each of these pieces of content, right? The point is that there's probably going to be one or two of those pieces of content that perform infinitely better than the rest of the eight. They will just based on, for some reason, it hits a nerve with people that are more interested in that topic. So I personally, am of the belief that this is the philosophy that I've used in my agency and also teachtraffic is that we will take the 10 pieces of content and spend like \$1, promoting, like for a day, right to see what or maybe, maybe \$2, whatever, I'm just using... I'm just using easy math numbers, right? Spend \$1 on each of the 10 pieces of content. See what the market decides is the best two pieces of content, and then spend \$90 or \$45, each just promoting those two pieces of content, you know. So it's like blackjack, right, where you spend a little bit of money to see the two cards, right, but you don't play every hand because that's just silly, right? You don't always have good hands. So you buy the hands to see the ones that you do have, then you go all in on. So it's the same for content. Once we find good content that the audience wants to hear, then we will just promote that evergreen, and it just becomes like a gift that keeps on giving. But the challenge is finding that and writing it in a way that really resonates with people. And we were sort of talking about copy before we hit record, you know, copy on social is so important. I can't stress it enough. I mean, these days on Facebook with lookalike audiences, and all that kind of stuff. The targeting is

actually the easy part. The hard part is writing the copy in such a way that people will stop that scroll and the image, you need a really, really good image. So those two elements need to be really, really in play because people will like they've got a microsecond attention span that will just whiz past you if it's not interesting. So it's got to be written in a way that speaks to the conversation. I can't remember which famous marketer said this, but you know, talk to the conversation that's already going in your market in that your audience's head, like nothing is true. You know, who was it?

G

Gert Mellak 24:10

That's just probably every marketer out there are saying this.

I

Ilana Wechsler 24:13

I know. I can't remember who it was someone famous said it, but it's really, really true, you know. And you want them to think that like, Wow, good. He read my mind, like, how did he know that I was thinking that, you know. So that's sort of my philosophy on how we approach promoting content on social and also, I would also say that to promote content in different forms. You know, once again, we were also talking before we hit record that like, some people like to read, and then like to read blog posts, versus other people like to watch. I'm personally somebody who I just don't have time to watch things because my life is so busy. I'd much prefer to skim read, something and scan it. Whereas other people love watching videos, you know. So you need to turn that content into multiple forms of media, because you can't assume that everyone wants to read, or everyone wants to watch. They don't. And everyone is quite set in their ways of the way they consume their content. So I would also recommend doing that as well. But also, you know, like, to listen... If you're promoting content, and it's not going well, like stop trying to kind of use the analogy of putting lipstick on a pig, like, at the end of the day, they don't want it, you know, so listen to the market.

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Gert Mellak 25:37

Just accepting and moving forward, right,

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Ilana Wechsler 25:38

And moving forward or dressing up in a different way. Like maybe it's the way it's been dressed up. But don't keep putting money behind something, if it's not resonating with your audience. And I've just done this for so long to know that when it works like it works quickly, you know. Like when something hits a nerve in the market, it works really quickly,

it doesn't actually take that long versus if it's not working. You kind of also know pretty quickly.

G

Gert Mellak 26:04

Yeah, absolutely. I like that you mentioned copywriting. And this is and I also liked it. The approach matches, essentially our content marketing approach, which is okay, you can technically publish whatever you want right now on Facebook, and put it out there. But you can also take a step back, do some research, run some ads, launched this at the end of the week, not at the beginning of the week, but you're going to launch it with a better idea about how it's going to work. Like we have people who spent hours writing a blog post, because they know this is something that's extremely interesting. It's just not something Google wants to rank, right. So they spend hours on it. And then when it comes to, what comes to copywriting is, at the end of a blog post, usually most people use WordPress and use Squarespace, Shopify. You have a meta title and meta description field, right? So people are going to spend hours creating the content, they're really proud of the article and say, I should be somewhere and handy to have to the team or something like this. Let's type in a meta title and meta description, right? This is what usually happens, right? What we don't see is that it's this copy you typing quickly before heading to the team that's going to decide if someone is going to bother clicking on your result.

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Ilana Wechsler 27:17

Yeah.

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Gert Mellak 27:18

So it should be the other way around, you should write the entire article in 10 minutes, but then spend half an hour on this decisive piece of copy. And then also make sure you test this over time. We have seen sites, doubling traffic, just by finally focusing on these texts. And they didn't even get the ranking improvement, it just got higher click through rate. So they were on a 0.5% click through rate on average. And they suddenly had a 1.5 - 2% click through rate with the same rankings. We didn't do anything on the SEO, just to test the impact of what the copy really had here. So you have to do your research as summarizing this. You need to do your research in order to come up with the best copy because we just don't know before what's going to resonate. Is this fair to say?

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Ilana Wechsler 28:07

Yeah, 100%. As the same for writing ads, you know, like that, even a simple little Google Ad where you know, you've got character limits of 90 characters for each description. You've got to get people to click. It's the same with email marketing, if they don't open the front door, they're not going to walk into your house, you know. You could have the best house. But if they don't open the front door and come in, then nobody knows. It's like the best kept secret. It's the same with the ad. So, I think copy is, its talked about a lot but not I think actually not enough. Everyone sort of thinks it's all about the ads and the targeting and yes, they are important. But man equally important is copy with with good targeting, then it's just an explosive mix, you know, in a good way.

G

Gert Mellak 28:55

Absolutely. We also talked about this with Greg Merrilees, from Studio1Design, for example, where we said it's a lot of different elements that essentially decide if you consume content. On his point of view, or in his industry is more design layout, general layout. You were talking before we started recording about the importance of a headline, since the headline, it's essentially going to decide if I read the rest of the text. It's the meta title that's going to description that's going to decide if I even step on the page and check out the design hopefully Greg has put together in a nice way so we are happy to consume and really take the next step read the headline, read the article, do the opt in convert into a lead interest sale and make this entire funnel or this entire customer journey really valuable. So I think this is a lot of, there are a lot of good points. Could you pinpoint I know in SEO is really, it's really hard to do. Could you pinpoint what should be like a click through rate on an ad or any other KPI people could watch out for to to say look, this is really not working.

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Ilana Wechsler 29:59

On the Google Search side of things where there's it's so high intent. I mean, someone's gone to Google and actively typed something in. They've scratching their itch. Right. So it's not like you're swiping in front of someone, you know, as they're looking for entertainment or participating in groups on Facebook. So searches that obvious place to give industry standard, because it's so intent based. And generally speaking, we look for a minimum of a 5% click through rate on search. And a 5% conversion rate as the baseline often will get higher, but it's more of a warning sign if it's less than that. If we're getting a less than 5% click through rate, then something's wrong with our keyword selection. Something's wrong with the match type of the keyword, or something's wrong with the copy, you know, or there's some negative keyword that we've got to add that when we haven't quite seen, you know, and that because you should, and often will get, you know, more than or around 10% you know.



Gert Mellak 31:11

What about social?



Ilana Wechsler 31:12

Yeah. Social, it's so, it honestly, like, it is so different. I find social, I have a love hate relationship with social ads, to be honest. It is so volatile, like, one day you'll be a hero, and then literally, the next day it tanks. It's like a roller coaster. So it's like impossible to give industry standard. And then you've got also different types of businesses. You know, e-commerce versus service business versus info products like it's, it's like impossible.



Gert Mellak 31:43

Interesting. You ever see a very similar thing happening in, in Google in SEO, especially when it comes to different industries. So b2b, for example, generally, very often, we see lower click through rates around 1.5 - 2.5, maybe 3%, maybe they have a five or six in their on a URL or a query by query basis. And then you've got like, I don't know, some hobby spaces with 16%, 20%, 25% really interesting fluctuations. I always say, I think I hardly have anybody who seen anybody in search to optimize their meta titles and descriptions and got below to 2.5 - 3%. So this is where we try to get people to start optimizing. I just audited a website where they had them, the URLs that were shown the most, have a click through rate of below 1%. So this is like a, this puts a smile in an SEO face, because you can very quickly give this client a result, just by explaining them. Look, there is a thing called a meta title and the meta description, and you want to fill in these fields, because otherwise Google is going to make something up and it's not going to work. So we very often this is something a very big part of this, of the side audiences. A content, where we just really asked Google Analytics and search console URL by URL, what they think can give us in terms of data about their performance. And then you can quickly identify a lot of URLs that get a lot of impressions, because Google really likes the articles behind them. But the meta title and description are just really crappy, to put it that way. And this is where you can really quickly get a result, whereas SEO very often is just a long term strategy. I think there are a lot of great points here. And I want to be conscious about your time, obviously, with three kids, you have less time than I have with two. What would you think, apart from joining teachtraffic.com to get your help. What would be the starting points for someone who wants to start getting going with paid ads or paid traffic?



Ilana Wechsler 33:50

I think it depends on what type of business you have. Firstly, if you are in e-commerce,

then a really good starting point is, is to have a Google Shopping campaign or search campaign. I mean, you're getting in front of people as they're actively searching to buy a product. So that's a really, really obvious starting point. But if you're in a different type of type of business, maybe an info product business or even a service, it really depends. But, often it a good starting point is actually for lots of different types of businesses, Google search, but having said that, for my business, I don't do Google search, actually. I find for my business for teachtraffic. YouTube ads actually works incredibly well. Social ads as well, although, actually find YouTube ads better because for me, like I'm teaching, training, and people go to YouTube to learn training. So there's a match there. So I think whatever type of business you have, you have to think of who your target is audiences and what moment they're having, and where they're having that moment. You know, so for my business, they're having that moment on YouTube where, you know, they've typed into YouTube search, how to create a Google Shopping campaign. And my ad comes up and I have exact training on how to create a good, it's a perfect match, you know. So, but if you're a plumber, right, you wouldn't want to do a YouTube ads, you would do Google Search campaign. If you sell a product that people don't really know exists, and they're not really searching for it, then you're going to have to force yourself in front of people with social ads, and do product videos, and all that kind of stuff of really focusing on the benefits rather than the features of the product and what, you have to visually show people what problem you solve. So the answer is, it depends. Sorry.

G

Gert Mellak 35:46

This is standard downside of SEO, I can very much relate to this. I was going to name this show the campaign in paid advertising, but they really liked the three questions you put up. So Who, What and Where, for paid ads. There's also methods to target research. We do sometimes for project where we try to find where those people hang out and what they're talking about to catch phrases, keywords, questions and stuff like that they can be then producing. So we've learned a lot of things here. I just want to quickly summarize this for the audience. So we obviously know, your suggestions come from a background as focused as it gets on paid marketing, but really from a background where you understand with your technical data analyst knowledge, how these things work. We understand or one of the starting points can be retargeting, or very often if the site has decent traffic should be retargeting. And we need to be patient because obviously people are not going to decide right away. We are not going to see until a normal reasonable timespan passes, whether this was successful or not. Or we offer something in between understand like, like an opt in a download or something like this. This gives us like a more immediate decision, whether they can be interested if we're on the right track, if this converts, you've talked about the 5% click through rate. We're aiming at in Google, 5% minimum conversion rate. These are all great things. You mentioned Google users are ready to consume this content.

They have a strong intent as you put it, and then really focus on who is your market. What is the moment they're having a really liked it. The third one, where are they having that moment? Right. And we know that this moment can be shorter. That moment can be longer, especially in search. We know there are immediate search results that come up Google brings this bring sometimes the answer directly because they know the moment I'm having right now is that I'm stuck with my car on the road. And I need someone to help me out. So I really want to thank you for your time here.

I Ilana Wechsler 37:52
My pleasure. Thanks for having me on.

G Gert Mellak 37:53
Everbody who wants to know more about this get in touch with you. We're going to link to teachtraffic.com. Is this the best way to reach you?

I Ilana Wechsler 38:02
Yeah, that's the best way. Yep.

G Gert Mellak 38:04
Awesome. Well, Ilana, thank you so much for joining us. It was great to catch up with you on the call again. I hope we can see each other at some point again in person. .

I Ilana Wechsler 38:13
If I'm allowed out of my country.

G Gert Mellak 38:17
Same user we're kind of stuck in our countries, but definitely was great to catch up. Thank you so much for the value you brought in here.

I Ilana Wechsler 38:25
Yeah. Thanks so much for having me.



Gert Mellak 38:26

Thank you. Anybody listening to this show. If you think this is valuable for someone, you know, your partner, your friend, your business partner for this show, you're listening to Seoleverage.com. My name is Gert Mellak. Thank you so much.