

EP010 - Brand Leverage via Third-Party Sites

Prologue 0:00

Because we are looking at the page content on such a granular level, and we're providing these classifications like, oh, this is Ecommerce or this is a PR head, we can identify and bucket keywords by search intent. And I don't think this is something that SEO has really wrapped their heads around yet. And I think we have a pretty good way of doing it. And that is because we are we're looking at the actual page content. And we have built this AI that recognizes and classifies. We can basically understand, you know, what is the makeup of every single result on the page. And what does that look like an aggregate? And how can we track that toward an information or a transactional search? And that understanding what Google is rewarding here, in terms of informational or transactional content, really influences the kind of work we do as content creators, when we're trying to rank on these pages, and again, has a big impact downstream on every activity that we're going to do to create a brand visibility strategy there, whether it's SEO or something else.

Intro Music 1:14

Welcome to the SEO Leverage Podcast, where we talk about search marketing conversion.

Gert Mellak 1:23

This is Gert Mellak from Seoleverage.com. Today, I've got a special guest, Chris Dickey from Visably.com. Hi, Chris, thank you very much for coming to the show.

Chris Dickey 1:33

Thanks for having me.

Gert Mellak 1:35

It's really interesting. I checked out the tool you have Visably.com. We're going to talk about this a little bit later, what this really does, but it's definitely a not very common approach to SEO to tracking the brand impact, impact you can have online and I really want to you to really explain what this does. But first of all, for those who haven't been in touch with, you may ask you to quickly give us a little bit of idea, an idea about your background, where you come from, how come, what's your relation to conduct marketing to SEO, so we can understand a little bit more where your ideas and your approach come from?

Chris Dickey 2:13

Yeah, absolutely. So I am a career marketer. I've worked in house, I've worked at startups, I've worked in publishing, I've worked in agencies. For the last 12 years, I've been running my own agency, it's a PR agency communications agency. And in the, in the in the PR space, what

we're doing all day long, is really leveraging other people's endorsements and opinions and reviews to help promote our clients products. And so we're telling these stories, and other people are effectively distributing them and what we started realizing was that the most effective PR heads, the ones that were performing the best by a longshot were the PR heads that would float up to the top of search, and they would show up on the first page are even in the first couple positions. And not only did they you know, perform much better and drive more traffic, but they also they also lived on if right past that moment that they are published. And so there's so much there's so much publishing happening on such a rapid basis, online these days that it's really hard to have stickiness, with with any message and I think search provides that in a really incredible way. It puts a single message in front of a very targeted consumer over and over and over again. So once we saw this happening, we started pivoting our PR focus on how do we acquire more PR hits at the top of search. And while we did this, I just kind of realized there was a really big gap out there. There's a big gap in how we measure and how we reach customers on the first page of searchers, tremendous, there's tremendous investment put into SEO. And obviously, you know about that. And there's tremendous investment put into SEM and advertising. But everything else there is kind of no measurement or no strategy around. And there's a lot of it on the first page of search, especially when you're in that consideration of buying things you don't really know what you want. But you know, you don't know the brand or product or service you want yet but you know what you need. And so you're researching in this is just a fantastic place to deploy a multi channel strategy to reach customers across every result in the first page, not just your own website.

Gert Mellak 4:35

Absolutely, absolutely. I really liked it because I am always saying SEO. I really love SEO, we focused on SEO, a little bit of search marketing on Google ads as well. But I'm always saying this is just one part of the equation. There's a lot to it. I had Ilana Wechsler on our podcast a few episodes ago where she and she is a paid search expert paid marketing expert in general. So from social media and Google Search Ads and we talked about this again. So there's just so many touch points you can have with a prospect on their customer journey. So I really like that you focus on, like a more complex and more holistic approach here. And yeah,

Chris Dickey 5:17

I think it is holistic. Yeah. Yeah, absolutely. So, I mean, I think fundamentally, as any brand marketer knows, reaching any marketing these days is multi channel. You don't just put all your eggs in one basket, you don't just say we're only focusing on SEO, we're only focusing on search advertising, we're only focusing on on email or something like that. You do a little bit of everything, because you want to touch people multiple times, it typically takes two or three touch points before somebody becomes familiar enough to take a desired action, like a click on, you know, through a website. And so touching people multiple times is really the goal of any marketer that's focused on top of funnel acquisition. And it really makes a lot of sense to apply that type of strategy to search, right? Because search is such a multi channel sandbox, that SEO is a really awesome part of the equation, it should be part of your equation. I'm not saying remove it. I'm just saying add to it. You know, think about all the other ways that people are discovering products and services within the SERP. And then how do we build strategies

around reaching those people and being everywhere. And you know, it's not just me talking about this, I know HubSpot has a big focus on this exact same strategy for their marketing, and they call it surround sound marketing. And that is the idea that there's brand messages coming at you from all directions, and they want to be in all of them. And in so, you know, I think what visibly does is we're trying to kind of move the goal line from how do you improve your website in search to how do you improve the position of your brand in search? And how can you be everywhere? And so fundamentally, what we do is we look at the page content of every single link on the first page of search, and we look for your brand, and we try to figure out, are they talking about your brand? Are they recommending your brand, from a PR perspective, that's exactly what what PR people do is they go out and they get other companies to talk about or other media outlets talk about products and services. So you know, we're just scooping up a lot more information. And we're really trying to understand all the touch points, or all the places where a brand interfaces with a customer in search.

Gert Mellak 7:47

I love to especially it reminds me we we have been, I've been doing this for four more years that I want to mention that get across my HQ. But the we've been doing SEO and link building for a long time. And remember when we started with link building, I think we edit link building a series probably 10 years ago or something like that. And when guest posting was like there was like a guest posting is still an interesting strategy that's just very common and lead to very good results. But it was much bigger in the past. And I think we were one of the most one of the few agencies really and this was based in Spain back then, where we focused a lot on content quality of guest posts, because other agents was would kind of try to put out like a \$5 guest post and spend as little money as possible, because they were essentially only after, after the link from that site. But we had a very different approach, which is, I think, in line with what you were talking about is, that we actually wanted to get our guest post ranking well. So we control this content on the other side, essentially. But we spent a lot of effort into creating an outstanding article for our clients that then happen to be among the top ranking sites anyway. And also then, in addition, gave them a very relevant link. So we kind of took into account the things right from the beginning that content is going to happen and research is going to happen on other sites as well, from an SEO point of view, we obviously want and track them the rankings, mostly or talking about problems with rank tracking afterwards, a bit of thing. But we will probably focus on tracking the progress in organic traffic and useful KPIs in SEO, but also take into account what are the other sites that come up with a search for this term. And if there are quite a few sites we actually published or we actually controlled and we actually had an impact on it. We just because we spent so much effort on on those articles to get them into a level where where they have real quality and a real endorsement from another very big influential side. This definitely had a very big impact there.

Chris Dickey 10:01

Yeah, absolutely. And, you know, I think there's a lot of listicles out there, right. And not that I love that kind of editorial, but they're very effective because they, they, they do really well in search, they end up in, you know, answer boxes and snippets. And they, they drive, they really influence the way that people sort through and like see kind of what's relevant. And think about

it. Like if you're in a listicle, and you're, you've made the short list, whether you're selling a pair of shoes, or you're selling a software solution. You see it once. And now you click on the next leg down, and you see the same product service again, listed there, and you're like, oh, cool, well, that that's there's redundant, then you click on another one, and you're there, too. It's the idea of being everywhere, which is really important. And it really, it really influences that final kind of decision making process when somebody starting from the top and saying, I'm totally open to suggestion, and all of a sudden they see your brand or service multiple times recommended. You're much more likely to solicit a buying decision or one of those click throughs on your website, from somebody who sees it multiple times than just once on your site, which is why I think all digital marketers should be considering this kind of strategy.

Gert Mellak 11:30

Absolutely. It also goes hand in hand I think with what's the ultimate goal of of retargeting where exactly, you just get more possibilities to direct attention on other sites in different moments. And it's also something we talked with Ilana, I think, where we say, okay, if somebody already has engaged with you, or they might not even remember your brand, this is what what people I think get get also wrong, just with one single impact, they might focus on the content, if it's good, if it's well presented, etc. But one single impact is not going to make them remember the brand as much. They might remember the content or the advice you gave, but not necessarily the brand. So if you can follow them lead with retargeting or bid with let you see like a PR strategy across different platforms that do get more touchpoints in. It's obvious, then that the brand awareness, the likelihood they're going to remember the brand and take action on it just because of the sense they gave of the size and importance of this brand is definitely, definitely a lot different than with just a single impact. And we know pages have like a 70 80% bounce rate very often, depending on the niche. So if if 80% of the people bounce off clicking another, so ideally, they're going to see you there again.

Chris Dickey 12:48

Yeah, exactly. And I think this is also a more democratic way of getting small and midsize brands attention on the first page. Because if they're if somebody's starting out, and just I mean a lot like Visably, honestly. And we have, we have to build our domain authority from scratch. And we just don't have the backlinks that a company like HubSpot has, or something that is going to really be very dominant across some of those high value keywords, we have to think about other ways to get on to that first page. And maybe we don't have the marketing budget to spend the ads there. We don't have the domain authority get there. What do you do? And I think this is this all of a sudden makes it much more accessible to say, okay, we're going to work with third party sites to build brand visibility.

Gert Mellak 13:43

How do you get those sites? I really want to talk about this before we talk about the extra step somehow how your software can help with this. How do you get other sites to talk about your brand or mention your brand?

Chris Dickey 13:57

Well, as I mentioned before, I'm a PR professional by trade. So that's what I do all day long is get other people to talk about indoors and check out products and services that aren't theirs. I can tell you right now it's it comes down to the pitch, right? Because you first well first it comes down to the list and you have to identify who the heck do I need to talk to and that's one of the most challenging things for any PR person is to figure out who are the people that matter and how do I reach them? So looking at the SERP and doing these analyses of the SERP provides this incredible roadmap to figure out who the publishers and writers and bloggers who Google or Bing or whoever are elevating and things are most important, and so start there. Number two, you have to attach or append contact information to those people and so a lot of that stuff's available online, it might be available on LinkedIn, we actually use PR software. As well, they kind of layer that in as well. So we just have. So we have a lot of tools at our disposal to identify kind of email addresses and things like that. And then we just go through and we pitch them in, you know, keep it personal, don't don't spam. Don't come up with one message and send it to everyone. Reach out to every single person, tell them what you liked about their blog, tell them who you are, and tell them the value that you bring to the table, you know, so it can't just be about you. It's always about the audience, always about the readers, right? Even SEOs realize this.

Gert Mellak 15:34

Very often.

Chris Dickey 15:36

Yeah, totally. So you know, when you when you create these pitches, go ahead and build a pitch that is going to provide value to that blogger or that writers audience and give them you know, an engagement dialogue. And then you know, very often you'll find, you'll get traction. That's the way it works and so it's just being real. And I think just being personal and understanding who you need to talk to.

Gert Mellak 16:05

Perfect. Yeah, pretty much pretty much the approach we have with with link building on LinkedIn is really, probably a lower lower level of PR, I think.

Chris Dickey 16:15

I think building is an important piece of PR. It's not the only piece but I think it's definitely have

Gert Mellak 16:20

Yeah, I think it's a PR for me link building and the outreach process, etc. is like a, like an entry level PR. Yeah, I'm very much respect to PR work on a professional level. For link building purposes, we do this on on an entry level, but the approach is very similar. So you need to first figure out who you're going to talk to how, why should they really link to you? Why should they publish your content? Why should they let you contribute?

Chris Dickey 16:44

And exactly,

Gert Mellak 16:46

Yeah, then figure out how you can provide value. So I really, really like this approach. When a target think about online businesses, we probably our client base, our listener base is mostly small online businesses. They focus probably, on things like rankings, they focus on organic traffic, they focus on conversions, how does your software help them to get a not so narrow focus?

Chris Dickey 17:13

You know, it really depends on what you're what you're selling? Right? Are you selling software? Are you selling consumer packaged goods? Are you are you selling professional services? And then it really comes down to building I think, very granular strategies at the you know, that that are able to have an impact on the keywords that matter to you, right. And so sometimes these strategies really involve having visibility through affiliates, like maybe you really need to be on TripAdvisor, and you can't figure out how to do it. And, you know, maybe you have to buy your way out of the TripAdvisor. But once again, that's part of that larger, brand visibility strategy online, because now you're there and you're in one more position in the SERP. And maybe your website's there as well. But now you're in two places. And maybe you also engage some journalists, and now you're in three or four places. And now, you're again, you're just increasing the likelihood of discovery and hat's the way I see it, but you're also increasing reinforcement. So someone sees at one place, and someone's place sees it another place, and so on and so forth. So I think again, it comes back to this multi channel way of looking at the SERP and figuring out how can you be everywhere, for lack of a better term. But you know, it really, as we all know, like the SERP is incredibly flexible, right? Like it might be dominated by a local pack, it might be dominated by, you know, it's a maybe it's a no click search, you know, it, there's all sorts of ways that you have to kind of understand how to build strategy around it. And there's lots of different levers that you can potentially pull. So one thing that we recognize at Visably is that you need a clean way of sorting through all the mud on the first page of search. And when I mean, my mud is that there's a lot of stuff on there that just might not be relevant to your skill set, depending on who you are. If you're an SEO, the other stuff, maybe doesn't matter, if you're a PR professional, seeing, you know, paid placements through TripAdvisor or through Amazon doesn't matter. So how do you sort through and just grab the stuff that does matter? So what we did is we actually build an AI that recognizes, looks the page content and categorizes it as, Oh, this is an Ecommerce site, this is an affiliate site, this is this is a PR or intermediate site or it might be one of other kind of 13 different categories. And once you have these pages categorized, you can sort, organize, isolate in kind of segment, and now you have these, you have lists for lack of a better term right. So now you have have here are all the targets, here, all the people showing up the top of your keywords in specific areas of marketing. So here's all the e commerce, you know, folks that are showing up in the first page of search. Someone, if someone on your team manages relationships with these companies, give that list to them and say, You're either doing well, you're either being merchandise on these landing pages or you're not. Same thing with the you know, same thing with the PR, now you have a

way of organizing, separating, segmenting, isolating all of the PR hits on the first page of search, grab all those in bulk, hand them over to your PR team and say, You got some of these, there's a lot you missed work on it. And those, that's where you start with this process is just by getting organized, realizing you need to talk to you and dividing and conquering.

Gert Mellak 20:56

Also, awesome, it is really like the durability tool for this, I really liked it you help people to kind of focus on what really matters, we did a very similar thing with our own application for ongoing consulting, where we try to have people really focus on what really matters for their particular situation rather than work on 199 other things they could be working on that could be interesting for SEO. So whenever there is a tool helping people to, I think like, like you say, go through the work through the model, how are you phrased it? I think it definitely makes sense. It saves so much time it it streamlines the entire effort. So so I can probably it makes it makes sense to go through the through the steps a little bit I did play with around with your tool a little bit and and found it extremely interesting. And it some sample queries for some clients for our, our site as well. Could you explain maybe the different steps, this is an audio version. So maybe at some point, we can do a webinar or something like this to show

Chris Dickey 21:59

Yeah, love to.

Gert Mellak 22:02

Maybe explain the steps a user needs to go through. And I want to mention that at the time of this recording, your tool is free, I would expect that at some point, it's going to be a premium tool. But right now it is free to podcast, going to be come out in a few weeks. So whoever listens to this and wants to give it a try, head over to visit.

Chris Dickey 22:19

It will be free in a few weeks as well. You know, in fact, you know, the tool that you used, we intend to keep it free forever. And so it's it's a great little tool, I think it's really helpful. A couple things about it, which I think it's worth pointing out is we have a score that we call Visably score and Visably score basically ranks, how visible your your your content is on the first page of search. What that score really looks at is share of click. And so what we're looking at is out of the distribution of all the clicks on the first page of search, how, what percentage of that distribution is yours. And in so it's a much more sensitive way to understand how you're reaching customers. And with tiny iterations on where you're showing up within the SERP, you can see whether you're becoming more visible or less, you're receiving more clicks and your content or less. And so Visably score is out of 100, a 100 meaning that out of you're you're in 100% of all the allocated clicks on the page. And that's extremely rare. Unless it's a branded search.

Gert Mellak 23:32

Yeah, absolutely. Let me let me just try to paraphrase this to make sure that we get this right. So if a SERP resides in potential and no 500 clicks, or 100 clicks, they get 100 clicks, okay. And they come up in, in one of the search results with my brand, based on where this comes up, how many search components are there, how many search elements are being shown, where I come up, how, what's the expected click through rate, etc? It's going to be a percentage out of those clicks.

Chris Dickey 24:03

Exactly. Yeah. So what we've done is we've done a really granular look at, at, at consumer behavior and where they click depending on the presence of various search features in advertising, and how those search features and advertising steal clicks, if you will, from from other links on the page. And so we've looked at hundreds of iterations of search results. And we've basically applied a percentage of ERP a percentage of clicks that we can attribute to any given feature or link on the page. And then we look at the page content and say, Oh, your brand is here. They're talking about you here on this, you know, on this link or on this page. And we think that X percent of the of all the clicks for the volume of this keyword are being applied towards this result. And then we add that up across the page. And we get a really good sense of your share of click, you know, again, each one of those clicks represents a real customer that is looking for that product or service. So it's a very highly targeted way of like understanding how many people you're reaching, and how that's fluctuating on a weekly or monthly basis.

Gert Mellak 25:24

Quick question, does it take into account where or how you come up on the target page?

Chris Dickey 25:30

Say, sorry. Say again, the target page?

Gert Mellak 25:32

And you take into account if there is a certain amount of clicks, going to a certain result? This is a third party page where my brand is mentioned. Right?

Chris Dickey 25:42

Yes, yeah.

Gert Mellak 25:43

Um, but this can be anywhere on this page. Right. So the brand mentioned can be anywhere on this page.

Chris Dickey 25:49

Yeah, we focus exclusively on feature content. So it cannot be in a footer or in a sidebar, or in a menu, something like that. So we kind of exclude all that stuff. If it's featured on in the main page content, then we consider it a positive match.

Gert Mellak 26:08

Perfect, I think this is extremely important. I was just talking, thinking of a client that has like 350 comments on the page. So if there's somewhere a brand,

Chris Dickey 26:16

yeah, I know exactly.

Gert Mellak 26:17

in one of the comments and what's going through my head, just

Chris Dickey 26:21

There's a million rules, and we had to deploy to make that work.

Gert Mellak 26:24

I can't imagine.

Chris Dickey 26:27

Yeah, well, I mean, that's why we had a six month beta.

Gert Mellak 26:33

Perfect. Sounds good. Sounds good. So um, so let me recap a little bit, we've learned a lot here, we've learned that this is really PR work in the online space, this is trying to get the brand presence everywhere that on every single page that might be visited in the research process, I think this is extremely important. We see that or we learned that the investment in SEO, SEM probably is not enough, there are many more touch points, apart from the main search results, apart from the ads, the more touchpoints we have, the more likely people are to engage with our brand, beat conversion, beat another visit below and sale afterwards. We understand that your tool essentially allocates a likelihood of a click based on where something comes up in search, where then a brand is mentioned in the main content. I think this is very important. Smart that you guys took this into account. So the idea for me then would be to continuously monitor my share of click, as you call it in and try to work on getting this increase. This is correct so far?

Chris Dickey 27:51

Yeah. Now it's a really great summary. I'd like to point out one thing, though, is that it's it. Well, PR is a big component of it, it's not the only component, right? Like, there's another big component, especially if you're selling consumer goods, is e-commerce and e-commerce does really well in search, especially big box e-commerce. And in one thing that Visably can provide you with is independent audits on how you're performing on these e-commerce landing pages. Are your brand, if you have a relationship with Amazon, and you're trying to and you're trying to sell socks, are you showing up on their landing page for best hiking socks, right, that's, that's, that's a good thing to know, or whatever kind of mix of keywords you're looking at. The other one that I think is very relevant is affiliate. And so these are really applicable to I think software companies that are working with captterra or something like that. Or it could also be hyperlocal kind of brands that are being featured on these kind of lists, like if you're selling

plumbing services, or something like that, or electrician, and your your site, again, is being featured on a larger site that actually does really well at SEO, Visably can do an audit of all of those kind of third parties, whether they be PR or e commerce or affiliate and tell you how your brand is doing there. And maybe you're paying for affiliate, but there's no way to check and see if you're actually showing up in search, because maybe you're so far down or you're on page two or something like that, that you're not actually getting the traction that you think you are. So again, just a great way to see all the places where a customer is going to interact with your brand.

Gert Mellak 29:41

Awesome. Sounds good. Sounds good. What do you think? At which stage a website should look into this kind of strategy, into using Visably on your tool or even then later your services. Is this something for a new websites directory, so they find opportunities and start creating the lists and relationships, Is this something more for established brands, because it's might be easier to reach out as an established brand to third party sites?

Chris Dickey 30:11

The question I think, I'll tell you right now, so I do, I do come from an agency background, where we deploy the strategy with our clients, our clients are a lot of like mid sized brands, their their seven figure or eight figure brands are not nine figure brands. They're not making out doing over 100 million a year, they're doing something between kind of 10 and 15 million a year. This is a great strategy for those brands. I can also tell you right now we are we're putting our money where our mouth is we're doing this ourselves for Visably, we're a brand new software solution, no one knows we exist. We don't have much of a marketing budget, we're going to be doing all of this outreach, which is just heavy lifting, and kind of a bunch of, you know, a lot like, like I said, heavy lifting, a lot of work. But it doesn't cost anything to do these analyses, do, you know, do these exports, and then do this kind of one on one outreach and say, Hey, we had this really neat new thing, you should take a look. In one by one, you start to create visibility in places where your website or your brand can ever hope to rank?

Gert Mellak 31:25

Awesome, I love it. So this is this is really, essentially copying a question we get very often to when do you start to build links to a site, because we also are of the opinion or we try to bring link building or really outreach and trying to get awareness to new site in as soon as possible. New sites very often don't have it's essentially their marketing budget or the budget to have someone to do this in house and then start outsourcing this kind of work. But we we also say okay, you probably going to have more leverage as a big brand. But essentially, when you start out, it's a one to one relation you build up between your brand and the other brand, there is so many connection points so many ways in how people can help each other at different stages. So there's just so much value in there. And if you have a tool that essentially allows you to check directly which site it makes sense to focus on, or which sites you could probably ignore, because they don't fit exactly, your strategy or what you're trying to achieve.

Chris Dickey 32:26

Or they're just not showing up, they're not visible, I, I think this is absolutely growth hacking strategy. And it doesn't have to be just for growth hacking, I think large brands can really benefit from it as well. But for young brands, like myself, we see this as like how do we how do we get places where we have no business being ourselves, you know, on our website, because it's gonna take years for us to build the domain authority. And, frankly, just the content pipeline to get our own website on the first page at this very highly competitive terms. Yet, there's all these other mechanisms for us to show out there in a meaningful way, in a way that's going to connect and influence customers.

Gert Mellak 33:13

Also, yeah, and, and also, by the way, and I know some people who might listen to this, don't take this into account. But really the best link or citations you can get from your brand from an SEO perspective, is from sites that already rank for the term you want to rank for. So if you have a good strategy for us for link building, as well we apply to clients is that we really check out the first 510 pages of Google and see who might be interested to link to our client. Because there are those that are essentially the top 100 out of maybe 500,000 websites that Google seems to be the most relevant for this term. And if many of those then start linking or mentioning a certain brand, this has a value. And this is where I saw your tool and really liked your approach and and the focus on on the third party sites and brand and branding on other people's online properties. Because it's just really from an SEO perspective, it's a very powerful strategy. Google is trying to get away from relying on links, but then they're going never going to get away from relying on brands, on branding on brand mentions in a relative relevant context. So even if in two or five years, maybe they don't consider links anymore. But they're still going to consider how people are on certain pages talking about the brand, if they endorse it, if they criticize it, if they mentioned it already on multiple authoritative sources, or if it's just low level blogs make mention it, they don't have any importance. So this is definitely a long term strategy, not something that's just working now on next month, this is something that's going to work for years.

Chris Dickey 34:52

I think so I don't think it's something that's going to go away. In fact, I think that to your point, the way that Google is tweaking its algorithms and and they've been experimenting with a lot of different SERP design as well over the course of this past year. All of those experiments, I think, have put even more emphasis on the idea of building search engine visibility, or what I call SCV. Not SEO. Again, if you can do SEO, awesome, you know, if you, if you have that domain authority, you're you're in a specialist place. But for the rest of us, when you really need to think about a more multi channel approach.

Gert Mellak 35:28

I think there's probably a good combination I really tried to encourage my clients and is usually works very well we just really step take a step back and say, Okay, I don't have to rank for CRM, I can rank for, what's the best CRM for a plumber, and right also rank for what's the best CRM for a carpenter. And those two search volumes together already make a decent one and then scale it?

Chris Dickey 35:54

Well, I'll tell you, one of the KPIs or one of the metrics that we encourage people to look at, which is probably different for the SEO crowd, is that if you multiply the search volume, by the CPC, you'll get a number that relates to that will give you a sense of how, like, we're looking for high intent, high volume, keywords, right. So keywords that drive, like a lot of consideration, and are also getting in front of a lot of people. These end up being incredibly valuable keywords, they're also very expensive to, to to to advertise for us while you're looking at the CPC number. And they're very hard to rank for because of the volume number. These are amazing keywords to deploy a strategy like this, no matter who you are. Because they're just hard to get to, but they're so valuable. So that's, that's, I think, a good way of just, you know, a lot of a lot of this comes back to keyword research and, you know, identifying how are you going to build strategies around certain subsets of keywords? How do we bucket our keywords. And so I do think for SCV, bucketing it by this kind of SERP value approach, which is again, volume multiplied by CPC and then grabbing the highest value keywords out of that metric and focusing on a more kind of PR driven approach for that.

Gert Mellak 37:24

I love it. We also have our our formulas where we do some sort of topic research tenants everywhere, does it make more sense to focus on certain topics not only care for high or low search volumes, but also take into account how many people really bid on this is a very good facture. I love this, the simplicity of this. And also, when we plan out Google ads, projects, very, very often agency might stay away from high CPC keywords, we very often go a little bit of a different approach, which is okay, high PPC is high because there's just so many so much return on investment in there.

Chris Dickey 37:58

Right, right

Gert Mellak 37:59

and probably would go head on.

Chris Dickey 38:02

Yeah, I know. I mean, I mean, I mean that CPC is telling right. Like that means the market is saying that that keyword is driving the right kind of customer and we're willing to pay a lot of money for that customer.

Gert Mellak 38:14

Absolutely. It's offer and demand, right? So so there's just so many people are trying to rank for this because they know this is profitable. And this brings a positive ROI. So the CPC naturally goes up. And this is definitely a very good metric. I even personally like it more than any keyword difficulty scores or something like this out there because I think the CPC is much more telling much more conclusive for us. And then if you apply some some proper formula where we can come up with with a ranking exactly, let's focus on those and the set of keywords first, or, or

as you're saying some keywords might be relevant for CPC, some keywords might be really relevant for an approach like you presented, where you really reach out to third party sites and see, okay, where else can we get visibility, because it's not going to happen for us on page one on Google, but it might happen for us on 20 other pages that rank on the first three. So really, really like what we have heard so far, um, I think we have a very good idea about what your approach is, I think this is something we haven't had here on the podcast yet, is something I think many people are not taking into account. As I'm saying we do take this into account in the link building approach, but probably not in just such systemized, systematized way as you presented them as your tools reports. So I'm definitely going to ask my team to take a closer look and and see if we can learn something here for and improve our own processes. What we have always said and I think this is just an important part of the equation is that if we build links, if we get to talk about our brand, or get someone to talk about our brand, the quality of that piece is extremely important. Just because if that guest post or that guest contribution, etc is so bad that it doesn't rank, neither your nor our approach is going to work. So whatever content is out there, we really want to make it rank. There is even on the work on reputation management project there, there is even a link building for other link, other sites, part of the equation, right where we would build actively links to other articles so they rank higher, so we get like more feedback for our brand, which would then be trackable for Visably, as well. So I want to be conscious of your time, I really appreciate you coming to the show. Appreciate you telling us about your tool, I'm definitely going to play around with it in the next days and have my team also take a look. Is there anything we should have talked about which we didn't mention, so far, we'll be sharing our product probably. Probably a lot, but if there was anything,

Chris Dickey 41:00

Well, already with this, we still Visably is free, we plan to keep it free. We do have we're rolling out Visably Pro in January and Visably Pro is our enterprise level software platform, which is really allows you to scale this across hundreds or 1000s of keywords. And and also do much bigger list extraction, much kind of more in depth keyword research using the metrics that we're looking at. And then we also provide something kind of unique, I think, for the SEO world. And that is that we have because we are looking at the page content on such a granular level and we're providing these classifications like oh, this is e commerce or this is a PR head, we can identify and bucket keywords by search intent. And I don't think this is something that SEO has really wrap their heads around yet. And I think we have a pretty good way of doing it. And that is because we are we're looking at the actual page content. And we have built this AI that recognizes and classifies, we can basically understand, you know, what is the makeup of every single result on the page and what does that look like on aggregate? And how can we track that toward an information or a transactional search. And that understanding what Google is rewarding here, in terms of informational or transactional content, really influences the kind of work we do as content creators, when we're trying to rank on these pages, and again, has a big impact downstream on every activity that we're going to do to create a brand visibility strategy there, whether it's SEO or something else.

Gert Mellak 42:48

Awesome. So some of the things I used to do years ago manually with handwritten notes or religions. Now we do a lot of work. To really made an accurate and accurate Java was just pointing this out today with a plan where we did it with another machine learning tool here. And gap analysis about their content and what's ranking and what could be interesting to improve and change to think this was a very manual approach back then and getting older. But they love how you approach this, I can definitely understand the impact of of bucketing up search keywords by intent and really create tailored content for those intents. And if you can analyze and track this at scale, that's definitely a very interesting thing to do. I assume this is also going to be part of Visably Pro, right?

Chris Dickey 43:42

It will be, yeah.

Gert Mellak 43:43

Perfect. Yeah, we're cool. I think this was a very good overview. I really appreciate you, Chris, you came to the show, and they appreciate your time it took to tell us about it. If someone wants to know more wants to get in touch with you or get more information about Visably, this would be Visably dot com. Is there any any particular means of contacting you? You would want to me?

Chris Dickey 44:05

Yeah, so we're pretty small team. So if you show up to Visably, and it's V, I, S, A, B, L, Y, spelt with an A, and just go through the contact form, you'll probably get an email directly to me. I'm also on LinkedIn at Chris Dickey, D, I, C, K, E, Y. So, but hey, come, come come by the website and check it out. It's free. There's no credit card. We'd love to have you take a spin.

Gert Mellak 44:33

Absolutely. I definitely got my welcome email from you. I think you signed up.

Chris Dickey 44:38

Oh yeah, there's my email. So you say sign up and you get an E, get a welcome email for me. That's that's one way to get in touch.

Gert Mellak 44:44

It's probably the best the best way to get in touch for you. Yeah.

Chris Dickey 44:47

And that is actually my emails.

Gert Mellak 44:48

I love to direct front of startup companies. Just Just know

Chris Dickey 44:55

There's not a lot of layers. Everyone, everyone goes to me Love it.

Gert Mellak 45:00

Yeah. Thank you so much, Chris. Also, to you, listeners, thank you very much for joining us in this episode, Chris Dickey talking about Visably.com. Check it out, I did play around with it get immediate insights. And I'm definitely going to have my team spent quite some time finding how we can integrate this tool and its findings into our approach when we try to rank sites better and give them better exposure. We know branding is important. Branding is probably one of the things that are going to last in SEO, and stand the test of time. So definitely take a look if you think this is helpful for someone, your partner, your friend, your business partner for the show, recommend them this is Seoleverage.com, Episode Number 10. My name is Gert Mellak. Thank you very much, Chris, for coming to the show.

Chris Dickey 45:50

Thank you.

Gert Mellak 45:51

Bye bye