

EP012 - The Myth About Evergreen Content

Prologue 0:00

You need to have a process in place for ongoing content optimization. My suggestion in most niches is that you at least touch every single piece of content two to three times a year, no matter what niche you're in. And then if you're in a very fast moving niche like technology, for example, you definitely probably have to increase the frequency, at least on some of your articles, where Google does expect that you have the latest information about a new products, new models, new technologies, new trends, etc. Because otherwise, your content is going to get outdated very, very fast.

Intro Music 0:43

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

Gert Mellak 0:53

Hello and welcome, Gert Mellak here from SEO Leverage. Thank you so much for tuning in. Today, in this episode number 12, we have a very interesting topic, which is evergreen content. There's really a little bit of a myth. And I want to share my thoughts about this. First of all, though, I would like to draw your attention to SEOLeverage.com, where you can get my book, the Erica framework, which is really the basis for how we approach SEO. How I like to look at SEO and implement it on a continuous basis. It's a guideline about this concept. And you can get this directly on SEOLeverage.com/books. evergreen is a really attractive concept in marketing. We have been seeing this for many, many years. Evergreen funnels, evergreen webinars, evergreen email marketing sequences, and especially evergreen content. What does evergreen content mean? Traditionally, traditionally, it means that you spend some effort creating a piece of content. Make it really, really good. And then you upload it to your blog, and don't come back to it again, because it's just such an amazing piece of content, that it doesn't require any further attention. So you created once, have it run forever, and it's going to produce visitors and leads and sales forever without you doing anything else to the article. This was a concept that did work, interestingly, a few years ago, because there was just for a long period of time, in many niches, there was just no competition. So whatever content you had about a certain topic that was interesting, very often did actually rank for quite some time. Until times changed, Google got smarter and competitors jumped on the train, and also created their version of this content. And suddenly, the evergreen content, the set and forget concept didn't work out anymore. It suddenly stopped. And then we now get requests from clients that have been using this method for many years, but have seen rankings decline continuously over the last months, and probably two or three years. The reason why this has stopped is really that users just change their behavior. We have many, many mobile phones, on site visitors or users

visiting our site with a mobile phone are probably in the 60-70% or higher. There's hardly any niche, maybe some b2b niches that have mostly desktop users on their site. Most of the sites we audit here have more than 60% mobile traffic on their site, which means that the mobile user experience is just really important than the content you wrote for desktops, five years ago, maybe with pretty much all text, maybe an image or so. Or just the long article doesn't really work on a mobile phone. People are not going to scroll down and read all the paragraphs you put in. All the sub sections, etc. They want to get their information much quicker. So the content structure that used to be interesting for users is just not interesting anymore. So what does this mean for us today as an action step? It means that evergreen content does not exist. Even if it's a topic that hasn't been changing in 50 years, you still cannot write an article about it and never go back to this article and touch upon it again. You need to have a process in place for ongoing content optimization. My suggestion in most niches is that you at least touch every single piece of content two to three times a year, no matter what niche you're in. And then if you're in a very fast moving niche, like technology, for example, you definitely probably have to increase the frequency at least on some of your articles, where Google does expect that you have the latest information about a new products, new models, new technologies, new trends, etc. Because otherwise, your content is going to get outdated very, very fast. So the better your process is, the easier it gets. My suggestion very often is to have a list of all the articles in a spreadsheet, and just go from top to bottom based on their publishing date. Pick the oldest one first, and tackle every piece of content two or three times a year. Note down the date when you last touched upon it, and make this a habit to just check those things out on a regular basis and set some time aside to go through those. Another thing that's important is that we need to understand the search intent, also changes over time. The search intent is the very reason why someone puts in a query into Google search box in the first place. So the search intent for a query related to a virus probably is very different. Pre-Corona, and post-Corona. So people after the COVID, after COVID-19 started to hit pretty much every country on this planet, I think their search intent, and the expectation about search result was very, very different than after that. So the content you write today might require major tweaks. After macro events happen, after the situation people are in changes. So you want to go back and make sure you update those pieces of content and show Google that you care about your content as if the content was a dog you were walking and feeding and taking to an event etc. I very often compared like this, because you really just can't have your content sit around without paying attention to it. You need to have a process in place to go back to it. So let me read these thoughts up, there is no evergreen content anymore. It's just not doesn't exist, it doesn't exist anymore. So we need to get into a habit of creating content with the intention to go back to this content and update it again. This is going to send an amazing signal to Google that we care about our content and the quality of our content and our users having a good experience. So in order to make this happen, it's best to scheduling updates or have like a process where you have a list of your articles and just make sure you know exactly which content has been updated when, so you can tackle every single piece of content at least three times a year, depending on your niche more often. If you have an issue with these kinds of processes etc. Our Erica framework we have on SEOLEverage.com might be interesting for you because the Erica framework simply based on how we approach content and how we approach ongoing optimization takes care of this and make sure that the SEO momentum and the content optimization momentum is really kept

current at all times. If you have any questions in any case, ping me. My name is Gertt. I'm reachable at gert@Seoleverage.com. And also just open up the website. Get to the contact section and drop me a line. I'm happy to answer every single query that comes in. Very often I get answered, asked about ranking drops, traffic drops, checking out a site, giving some advice on user experience etc. Happy to also take a look at your site and provide some direct feedback. Thank you so much for joining this episode. This is episode number 12. If you're interested in SEO topics, you might want to check out the other episodes we have already recorded. There was a very good episode with Studio1Design with Greg Merrilees, for example, who talked about design user experience. Or we also touched upon search marketing with Ilana Wechsler just to name a few examples. And we also was trying to bring up guests that can contribute and help you on your journey to grow your online business. I'm Gert Mellak thank you so much for listening. And we'll be in touch on the next episode.