

# 019 - Get a Personal Trainer for SEO

**Gert Mellak 0:00**

Our SEO program, Erica is very much like personal training for SEO. We not only map out a strategy, do the competitive research, help your writers, write content that Google actually wants to rank. But we also revise the situation every couple of weeks. Multiple people on my team are revising the situation, revising the competitive landscape and come up with steps that actually move the needle.

**Intro Music 0:27**

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

**Gert Mellak 0:37**

Welcome this is Gert Mellak, and today I'm going to talk about fitness. I don't know about your fitness routine, but mine is really poor. So if I'm not, I almost beaten up to go to the gym, I probably don't. What this means is that my fitness routine is probably an up and down all the time. I do know though, that those the weeks when I really stick to my routine, I'm getting extra results. For example, I wasn't able to go to the gym for three weeks in a row, because there was always something else coming out. Lots of work, my child was sick, we had to go to somewhere somewhere else. we had refurbishment going on in our house. So there was always something that kept me from going to the gym. The consequences was that really, I couldn't actually make any progress. And when I then went back to the gym, I had to start all over again. I now have a consistent gym rhythm and I even increase the frequency. So I'm really getting at least two if not three workouts every weekend. And the results are amazing already after a few weeks. And the only thing that really changed is that I now have a consistent rhythm and a higher frequency of revising my fitness status, putting in the work to get a workout done, and then going home. So compare these with two works out per week, where I probably skipped one very often. And maybe also couldn't make it to the second one, sometimes, to now getting two or three workouts in every single week. The results are completely different. So why am I talking about fitness on an SEO podcast? Very often our Erica consulting program, I compare this to a personal trainer program. The good thing about personal trainers isn't that you completely shift what you're doing, but you stick to a routine. Once you pay a personal trainer, their hourly fee every week, every month, you definitely are going to stick to it because otherwise the investment wouldn't make sense. The result is, there are actual tangible results coming in once you stick to this routine, whereas when you're on your own, there's always something else that's more important. And that keeps you from sticking to the routine to the process, you know is working in is going to provide the results you want. More than once and twice, and one in five times, in 10 times. I've heard from clients that they have been working on their SEO, but it's an on and off, they sometimes pick it up again, leave it again, there is no consistency. And then it's really, really hard. When we started with our Erica consulting, we offered a monthly review. So once a month, we would get to get a point out what the strategy should be the focus should be for the

coming month, etc. And then we also had some clients on a fortnightly program where we do what do the same every couple of weeks. Guess what we figured that it wouldn't make a difference. And people with a smaller budget could get good results with a monthly rhythm as well. But the difference was much, much big. The clients that are on a fortnightly basis, get on average 20 to 30% better results and also faster than clients on a monthly rhythm. Why? Because if you only revise the strategy and really focus on SEO once a month, it completely changes the game. Imagine you get a revision every couple of weeks of your situation of your competitor situation, check out what's working for them what's working, what could be working for you find out what is the content gap, what content are we missing on your page where competitors are getting decent constant traffic to the site. Imagine you do these revisions every couple of weeks and then map out what should happen in the coming two weeks, and then do the same thing again. This completely changes the game. Our SEO program, ERICA is very much like a personal training for SEO. We not only map out a strategy. Do the competitive research, help your writers write content that Google actually wants to rank, but we also revise the situation every couple of weeks. Multiple people on my team are revising the situation, revising the competitive landscape and come up with steps that actually move the needle. And then the written of revising things every couple of weeks really keeps the momentum going. And let's be honest, in my agency, things didn't shift until we figured out how we keep the momentum going on what we are doing on a regular basis. And whatever we touch, if it's fitness, if it's SEO, if it's paid ads, as soon as you have a momentum going in the process and the framework that keeps you in line with what you're trying to achieve, things are going to move in your favor. So if you're in a situation right now, where you feel that you have been touching upon SEO but never got real results, this might just be because SEO didn't get the priority or the accountability it really deserves. So if you feel this could be the case for you definitely reach out, head over to [Seoleverage.com](https://Seoleverage.com), send me an email. I'm happy to get on a call with you and check out your particular situation. Not every site is the same. In every industry is the same but also within the same industry. Different websites have different needs at different stages. And I'm happy to check out what should be the next high impact steps you could be focusing on to get the maximum benefit and get an SEO momentum going that's going to bring leads and sales on an ongoing basis in the next weeks and months. I'm Gert Mellak, this is [Seoleverage.com](https://Seoleverage.com) episode 19. If you want more information or check out the show notes. Head over to [Seoleverage.com/podcast](https://Seoleverage.com/podcast). Thanks for listening.