

021 - The Best Team for SEO

Prologue 0:00

We need someone to manage, someone to write, someone for reliable tech support and someone who can manage WordPress or whatever it is you're using for your website from a user level. So uploading content, placing links. This is not a tech person, you definitely need a tech dedicated tech support person or role that is going to be able to handle develop a like tasks in a timely manner.

Intro Music 0:28

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

Gert Mellak 0:38

Hello, and welcome. This is Gert Mellak and this is episode 21, where I would like to share a few thoughts about team building for SEO. Let's face it, nobody can run a business successful business on their own beyond somewhere around let's say, six figures or something like this. You definitely need a team. You need people dedicating resources on a regular basis to consistently work on the right things, to keep the business afloat and also make sure that consistent execution is there and the success is there. Clients are being taken care of, customer support is handled, etc. Nobody can do everything on their own, and still provide an outstanding service. SEO, by the way, isn't an exception here. Specifically, SEO is an ongoing class one game where we on an ongoing basis need to do the right things focus on consistent execution on the website. And it's really hard to concentrate this compresses into one single role. So here is what my mostly six or seven figure online business clients, they usually have in terms of setup, it's usually a small team, but it's really working in a very efficient way. So first of all, there's usually a person responsible for SEO and for managing the project. This can be the founder or business owner, a manager, a project manager. Sometimes it's the head copywriter, but some one person that essentially overlooks the SEO process, the SEO project takes over when they work with us to get on video every couple of weeks with strategic advice and the next steps they need to focus on. So this person would check the video. Would ask any questions, would then hand over or delegate the tasks to the rest of the team. And really make sure that the execution actually gets done in the right way. Second, there is usually some sort of help with execution, meaning going into WordPress or whatever content management system you might be using. Going in there uploading content, placing internal links, changing images, taking pages down, handling redirects and things like those. The third, but not less important, is usually tech support. So I strongly advise against handling the tech side of things on your own. Even if you know how to install WordPress how to install a plugin. On the long run, you can be the person responsible if a new plugin or an updated plugin suddenly crashes the entire site. This is just something that really happens very often also, hacking attacks etc, are just on a daily basis. When you get into a certain size you want to have someone for tech support. From here, we usually refer people to a site called tunedwp.com. They have been shown to provide very reliable 24/7 support on for many of our clients websites. So if you want to get in touch with

them and see what they do, definitely tell them you come from us. So you get special white glove onboarding, and they definitely are going to take good care of you. But in any case, you want someone who can step in quickly and handle technical things for you, you can't have this on your own. And it's not going to be enough work to hire a full time programmer for this. And also very often what we see is that people have like a trusted programmer. But programmers then usually very often are not available, especially for smaller tasks. So if you need someone to update a plugin, update a theme or something like this, these are not task programmers specifically like because it's just not going to create a lot of revenue for them to just step in and do these small things. So in my point of view, and really in my experience, from the last years, I've been doing programming myself for many years, it's really best to have a service you can rely on. And if the programmer that usually works on your site is on vacation or leave the company, there's going to be someone else who is capable to fill in and help you when you really need the technical help. And then last but not least, you need writing capacity, someone who can write and likes to write on a regular basis texts, informative, engaging, good, high quality, well structured content about your industry. Don't go out and purchase 5 or \$10 articles. They won't rank. I can guarantee this. Google is smart enough to figure it out. Google is smart enough to figure out this article. It doesn't resonate with your audience. So you really want to invest in quality content. And this is where it might pay depending on the size of your business. It might pay off to have a dedicated writer, just helping you with content creation, content updates on a regular basis. So let me wrap this up. This is just really a few thoughts based on my experience with working with my clients. And I think this could be helpful. We need to someone to manage, someone to write, someone for reliable tech support, and someone who can manage WordPress or whatever it is you're using for your website from a user level. So uploading content, placing links, this is not the tech person, you definitely need a dedicated tech support person or role that is going to be able to handle developer like tasks in a timely manner. And then with the proper setup, you'll assure that you're set up for success. And don't forget to have an external SEO consultant you honestly trust who can guide the process and keep your team accountable. This is very often an issue in many companies where they say, "Oh, we have been working on SEO", but then if you really ask him what exactly has been done over the last weeks, almost nothing comes out of it. So you want someone an external role to really hold you accountable, guide the process tell you which ones are the tasks that are really going to be moving the needle soon, so you don't focus on the wrong things and spend capacity, resources and time on the wrong tasks that might not end up helping your site, not even in the next six or eight months. So if you think you might need help with your SEO or your team could need some guidance and accountability, definitely head over and reach me over via Seoleverage.com. And other than that, I would like to thank you very much for your time listening to this episode. Episode 21. If you're interested in checking the show notes, there over at Seoleverage.com/podcast find the episode number 21. My name is Gert Mellak, this Seoleverage.com. Thank you.