

024 - More SEO Conversions via Paid Traffic With Andy McDuff

Andy McDuff 0:00

At the end of the day, what you're looking for is, is it profitable? Don't do the numbers back up? Am I making a return on adspend above one on probably well above one because you've got other fixed costs in the business, so you've got to actually look at the return on investment overall. But yes, you can absolutely do that. And on YouTube, YouTube is very interesting. It works very well. Again, you need that volume of 1000 active visitors in the last 30 days. So that's sort of the, that's the only downside, but you can use video as well. There's a bit of remarketing video in AdRoll as well. You got to follow the IAB standards on that. But which is the Internet Advertising Bureau standards so if you follow them, that's pretty much what all the programmatic networks are using behind that roll. Sounds very technical, but it works. The bottom line is that it works.

Podcast Intro 0:57

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

Gert Mellak 1:06

Hello and welcome. This is Gert Mellak from SeoLeverage.com. And today on episode number 24, I'm more than happy to welcome the good friend of mine, sometimes even mentor in hard times before, how decisions and they make stuff from seven mile media. Welcome, Andy, thank you so much for taking the time.

Andy McDuff 1:26

Well, thank you Good Good to see you again. My friend How you doing?

Gert Mellak 1:30

Very good. It's always a pleasure to be in touch with you. We know usually our discussions about marketing in the world you take like three or four hours. We aim to lower show the timeframe today. Right I do miss our our pizza afternoons, though I hope COVID is going to let us out soon again. And we we that will take up those gatherings again. You're now the Chief Marketing Officer at Seven Mile Media. Very went up words essentially from ads management to CML right now. Could you give us our listeners a little bit of your background, so we know where your advice is going to come from?

Andy McDuff 2:08

Yeah, absolutely. So I started in digital marketing, my goodness in the late 90s. Would you believe I started touching it there. And I was involved actually more on exploring different opportunities on the business development side. So I was a consultant at the time. And working

with Amadeus at that time, actually, which is a big travel company. So we were looking at different travel, ecommerce type solutions at that time. And then as things evolved, I've obviously gotten involved with a lot more over the years, mainly around paid traffic. But I'm involved with a whole bunch of products even, even projects with bigger brands like Heineken and Schweppes and things like that. So I've been mainly on the direct response, paid media side, with sometimes on SEO. But it's been mainly on the paid media side, that's for sure. And right now, yes, I've been with Seven Mile Media now for a couple of years and the agency itself has been around for about five years. It's run, run by our Ce CEO, Aaron Parkinson, who has been also heavily involved with a lot of direct response, digital marketing and projects in his day as well. So we work very well together, we got a big team of about 20, 25 people, we've got about 50 clients. And we're an agency which really works holistically, meaning that we don't just look at paid media, we look at the business model of our clients, we make them, make sure that they're going to be profitable as they run paid traffic. We also take care of looking at the funnels, the copy, we are used to or even give them advice and assistance and support around on the sales side. Because quite a lot of our clients are sort of in the coaching, specially they're very specialist in coaching kind of niche. Not only that we have some other sort of bigger brands, more broader brands as well on ecommerce, but we generally make sure that their business models are sustainable before we actually take them on. Because otherwise it's just a miserable adventure for them and for us, you know, so we want to make sure that they're profitable. And sometimes that takes longer and shorter mean average time, when with our clients is about once two years. And then sometimes they take stuff in the house or they continue working with us to scale but yes, generally speaking, we're scaling and we're spending, I would say between Facebook and Google's looking about yesterday it's about on average something like \$10 million a month in advertising spend. So it's quite a lot we got we got specialist media buyers, that are specialist in YouTube, specialist in display, search and so on and so forth. So that's the whole gamut. Yeah, that's pretty much a pretty, pretty wide covering. Introduction there.

Gert Mellak 5:11

Absolutely, yes. That's great. I definitely love your your insight, because very, very often you might address problems we talked about, and we did some page and paid media in the past, you're more focused on SEO now. But very often, you would bring up an example that really like 10x 100x of what we were talking about with your background, which was really helpful and it's a very different perspective. I want to today to focus a little bit about paid search, check out what outcomes do we have for paid media in general that could make for a good connection, or complementing our SEO strategy in a way where we can leverage the traffic we already get and we scale with our SEO methods further, and maybe extract more conversions from them. Extracts are used to pay platforms, maybe to run some testing before we really wrap over a huge SEO strategy, which we all know is a long term thing.

Andy McDuff 6:09

Yeah.

Gert Mellak 6:09

So I wanted to ask you, what could someone do who, for example, wants to test a new offer or wants to is before starting actually and landing page, they know they want to have SEO, but they are not sure if this is really going to work? If their offer is going to work? What could someone like this do?

Andy McDuff 6:27

Yes. So essentially, the first thing is, is obviously, pretty much what we would recommend in that situation is that we would start with a minimal viable funnel that could take different shapes and forms, depending on what the offer is at the back end, whether it's like trying to get a call shitload discovery call, if that's if you like, for example, a coach. But the first thing would be to build a minimum viable funnel with suitable copy, maybe some VSL, a video sales letter and so forth to sell the appointment in this case, and that type of situation. And then, the but even perhaps before that, we will do some keyword research and see if there's actual demand in Google Search itself, which is goes where all the SEO focus is placed. Or at least 95% of it, right? We would look in Google search, generally to do some prospecting. With that said, we also can do that in Facebook, and Instagram as well. It's got a lot of our clients, it depends on the market, to be honest. But sometimes we would go to Ggoogle search, and Google search is the best quality traffic out there, in terms of actual people looking for your thing, right. And it's a good way to test whether the keywords that you would select and ultimately discover and that discovery period, would typically last anywhere between one to three months, depending on budget, and so on and so forth.

Gert Mellak 7:57

Right?

Andy McDuff 7:58

So we would discover what the keywords were, we would send that traffic directly into a minimal viable funnel, making sure that that the actual landing page converts if it's an opt in for a free offer, or if it would go beyond that. So we do that testing phase. And then we can discover and take all the different metrics, we have something like 20 different business models that we've got mapped out, we know, because we have benchmarks on exactly what we would expect in a type of funnel in general conversion rates and total CPC, CPM, CPC would vary because of the other client, obviously in Google search. But really, what it does is just tests a the offer, obviously a minimal find a minimal viable funnel. And then it finds, we find the keywords that are really starting to drive engagement and obviously conversions, because that's what it's all about. At the end of the day, they've got to be conversions in the mix. And I said sometimes we do actually run Facebook, and Instagram traffic when we speak to clients, we first have to understand what they're offering. And then we've got different kinds of situations where we would perhaps even start in YouTube, perhaps more than Facebook, perhaps it's going to be Google search. But essentially, if it's going to be geared towards SEO, we would almost certainly start with Google search in 95% of the cases because we want to discover what are the keywords that ultimately you need to optimize for SEO.

Gert Mellak 9:38

Absolutely. There are so many great points here. One, one thing I really like and we experienced the same thing when it became a little bit bigger is that at some point, when you start having 20,30 clients or more, you have a very good overview and say can better expect what is realistic. Whereas when I think about the early days where I had maybe five clients in SEO and three clients, we did rank blank Google ads or Facebook ads or something like this, we didn't really have a comparison we couldn't, couldn't really tell it. And this is a good result, this is a bad result, which is a completely different position where I can say, Okay, we've got five clients in the coaching space, we might have changed in the consulting space, we might have 5 B2B. And we have a very good idea across different industries, what is to be expected, what is realistic to your ranking for? Yeah, and then, especially when you mentioned Google ads, very often, clients who do not have a website or finally want to go into SEO, because they have been growing via Facebook ads, maybe but they want to get their SEO going, they would ask us for what we call the tierd research, which is essentially a keyword research a little bit of on steroids, because we take all kinds of platforms, from quora.com, to social media, to Facebook groups, etc, for phrases that actual people action target clients really use. And when we come up, essentially with a big collection, which we then translate into topics that can then target those keywords. But before actually really starting the process very often, we then ask clients, if they're completely new, and don't have any experience here to select like them the most promising of those keywords, and we set up what you call a minimum viable funnel, and check at least drive some traffic to a landing page search paid search traffic for a month or two, see what this does, can we really confirm our assumption that this is going to behave this way or your landing page and your way of, of offering, defining the offer really makes a conversion happening? right?

Andy McDuff 11:36

Exactly. And at the end of the day, it really depends on the state you are in, in the business, as a lot of the businesses that come to us already spending on paid traffic, they have SEO as well, there have been different marketing strategies, online marketing strategies in place. And essentially, what we're doing when they come to us, they're normally spending anywhere between 500 to 1000 a day, and what they want to do is scale and when they've tried to scale, the raw ads, the return on adspend, or the return on investment goes goes into the toilet, essentially. Because there's lots of different things scaling can get a little bit tricky. But we find that that's the, that's it really comes down to the situation. And if you're starting out, right at the very beginning, it's probably best to start with something around Google search with a minimum viable funnel. Looking at those keywords, sort of classes or topics, if you like, and start testing and sending some test traffic even. And it doesn't have to be like super, super expensive, right? You can run Google search campaigns on low longtail keywords to see or extended or longer phrase match because broad modifier is going away now, or it is going away shortly. But when you you can test the long, not so much that's very top keywords. You can go for lower volume, longer tail keywords, if you've got limited budgets. So you can certainly test that way. It really comes down to doing the correct like you get like you're doing SEO leverage is is looking at all the different potential keywords that people are using in the market. Because you've got to go where people are searching for what they're looking for. Doesn't, if you're trying to create a

market, well, then you probably need a much bigger marketing budget to do that, because that's incredibly difficult to do.

Gert Mellak 13:32

Absolutely, definitely, definitely a good point. We definitely want to always know where we are heading, we try to find like SEO is a long term strategy. So we try to find like the next step. The first step if I think I know the keyword is to prove, can this keyword really work does this attract traffic to my my ads really my takes my my way of talking about this is this attracting clicks, do they come to this website, and then really move forward? This is definitely the testing also involves for us a search volume test, which is really interesting because we have a lot of tools. And very often clients have a good idea what has, what a search volume is behind the keyword, they might have seen Ahrefs or SemRush or some channel against that show you that I don't know which keyword is being searched for 5000 times, which is really nice. But then very often, we see that those valleys are really rough estimations. So tools have their formulas and how they come up with and very often we see that the relation between two search volumes might be accurate. So if one keyword gets twice as much search volume as the other one, this relation might be correct. But then the actually search volume we're not going to know this until we run it for example exactly how often do our our ads get shown? And what year of the overall impressions do we have? So we can then run the mouth and say okay, the actual search volume is probably x and then we can see if this still makes sense. Does it still make sense to run on this SEO strategy for a few months to get this ranking, if the real search volume isn't anywhere near maybe of the of the tools offered the tools actually say, because this is definitely something that has been saving quite a few clients already, I think.

Andy McDuff 15:14

Oh it's here. Yeah, no, absolutely. I'm when you go, of course, when you when you're running ads, you're getting real live market data. So what we often say to clients, rather than a beginning, during the first three months is that you are actually actively going out to the marketplace to say, does these do these keywords actually give me the return on investment that clients are looking for they're doing, they're going out to the market and actually testing it live. And it's kind of obviously a fast track. It's not, if you want to keep keep going with Google search, it certainly works very well, when you set everything up, but it's very complimentary, I think, to SEO, but SEO, as we all know, is a medium to long term strategy. But it's extremely profitable. Because of course, everyone thinks and quite rightly saying that, if I get my SEO dial, then I don't have to rely on paid traffic to keep my business alive. And that's a very valid point. What we found is that, however, with with Google search, or even remarketing, we can talk about our YouTube, you can get a lot more scales. So if you're looking for volume, if you're looking for volume, if you're trying to, you know, find actual business, we've got clients doing anything, from quarter of a million a month in revenue, up to about four or 5 million a month in revenue out of like coaching programs or products and things like that. So the, what we found is that you want to actually sort of scale if you want to scale things, is pretty good for that. But it's also good at the initial testing to make sure that the real market is actually looking for what what, before you start optimizing for the keywords. So it's kind of complimentary at the same time with

SEO, but SEO is really, really, really strong for sustainable traffic coming in and increasing obviously, the rankings for different different keywords. You know.

Gert Mellak 17:08

I really, where your service is really a complimentary strategy, essentially, very often I hear people tell me, yeah, we finally when we finally get the rankings, we're going to switch the ads or not sure how you think about it. I always say, Look, why don't you come up twice on the first page, what's really the big deal? You can you can get more attention coming up in the ads and below that. So for many people that go over our goal is to get the ranking going in the nest, which have ads and I save I don't know, how many 1000s of dollars of ad spend every month. But essentially, I see I see really SEO, I obviously like it and think it's a very good strategy. But I see it as one pillar really. And and the same as we saw with with when COVID hit that all the companies that were only relying on Facebook ads, and a very quick turnaround, suddenly had to switch up their ads because the return on investment wasn't there for a few weeks. And then they saw nobody's searching for us. Nobody's finding us, even if they search for our product they don't find us. This is where we experienced a lot of growth because people saw okay, having one pillar below our entire marketing foundation is not enough to us can break. something can happen. Facebook can shut an account down for a few weeks, might be hard to recover these things I've heard they happen. So this is where received SEO is one one important pillar. And I think another point where we're paid media really complements SEO really well, is when it comes to remarketing. This is really one of my favorite topics in the paid marketing space because I've seen it be so powerful. We had a client once where where we suggested they should run remarketing campaigns, essentially, because we knew clients who came to their website with the ranking, we got them were about to purchase. But it was a complex purchasing process. They needed a lot of details. So essentially what we did was run I think it was Facebook ads back then or if it did, we could do YouTube as well around and nobody essentially within a couple of weeks paid for our consulting fees. Because just the remarketing budget that brought those people back. Could you briefly explain what remarketing does how this works retargeting and how someone relying mostly on SEO right now could leverage remarketing for their growth.

Andy McDuff 19:22

Yeah, absolutely. So with remarketing, which is also called retargeting, it's the same thing. They call it I believe in Google, they call it remarketing or retargeting and then I can't remember Facebook. So say retargeting or remarketing is the same thing as essentially showing an ad to someone that has already interacted with your website or has reached a certain step if you have some kind of funnel built within to your website. A certain step so they might have for example booked on your they might have reached your booking page or your, your free video series training, or something like that, but they didn't make them take the final step and actually sign up or book a calendar, you can remark it to everybody that visits your website, meaning that you're going to show an ad in different platforms, which I'll talk about in a moment. But you can basically for very low carbs, essentially showing ads to people that have interacted in some way or another with your website. So when the question is, okay, well, where can you Where can you actually remarket where you can remarket. In Facebook, you can remarket in Instagram,

you can remarket in any of the Google networks essentially. So Google has different paid networks. One is called Google search, which, of course is what is sometimes called PPC. Then you have Google Display, which is the world's largest advertising network, by far, the amount of impressions are available in Google Display is enormous. Then you also have Google Discovery, and you have YouTube as well. So that's sort of like the Google suite of things. Then you have something which few people know about, which is known as the programmatic advertising network. So when you go to the big sites like I don't know, CNBC, or CNN, or Fox, or any of bbc.com, you'll see some ads, no doubt banners on the right hand side, or sometimes at the top, and so on and so forth. Most of those kind of high tech, very, very high traffic sites are not always accessible in Google Display. So you have to go to another platform like Adroll. So we use Adroll with clients. This is essentially a remarketing platform, you place a pixel when you sign up for Adroll which is free. You, it's a self serving platform, so you can sign up and and what have you, you have to install something called a pixel on on all the pages on your website, then you have to do a bunch of things in the platform itself. But I can actually show you because I know we were we were going to talk a little bit about remarketing. I'm going to share my screen here.

Gert Mellak 22:23

Awesome.

Andy McDuff 22:23

But I'm going to show you have a sample report of what what remarketing looks like in Adroll. Can you see my screen? Okay?

Gert Mellak 22:30

Yep, perfect.

Andy McDuff 22:32

So this is just a sample report, you can see that every everybody that's visited the site, we're actually retargeting them with banner ads. And it's it's normal by the way that the CTR, the click through rate, be on average is about point 2%. In in the programmatic or remarketing space, like here, but it's very low. And that's to be expected. And then the cpms can range from anything from, I don't know, \$5, right up to as you can see quite high here. So this is a real campaign. This is just like what we spent in one day. And you can see what how many impressions we've we've shown into the mail.yahoo.com platform. We've gone to Fox News, we've gone to CNN, New York Times. There's a whole bunch in here that you can see in this some obviously that we don't know. And you can see that we're getting some clicks through here. Now this is obviously a higher spend traffic. But we're also getting into Reddit, you're going into all the Yahoo properties as well. There's Travel Dreams, cnet.com, well known New York Post, Daily Mail in the UK, you can get access and show your ad to someone only when someone has interacted with your website. So if they visited, let's say, three pages on your website, and you want to actually go ahead and try and show them an ad to get them back to to do another action. It's very, very effective. We typically get anywhere, on average, not immediately, and I have to make put a disclaimer out there. But on average, we get about five times. So for every dollar you

spend in Adroll, you get about on average, five times back, but you need data. So it takes a good two to three months in advance on how much you spend if you're spending very little but you can start off with literally \$5 a day. And you will start getting your ads out there. For just for people that have visited your website, so it's a very good platform. Then on retargeting on other places, you've got Google as well, of course now the The only thing with Google and I mentioned Google Display as well. So the only requirements is how many active visits you have in the last 30 days. Otherwise your ad will simply not show so in the case So Google Display, it's about the current list is 100 active visitors that you've had on your site for the last 30 days, okay, then you do start showing Google display ads, which are, again, these banners. Basically, if you want to, let's say, show a video on YouTube, for someone who's visited your site, that requirement is a little bit bigger, you need at least 1000 active visits in the last 30 days. So YouTube is a little bit different Google Search remarketing as well, you can do that, again, requires I believe, 1000, if I'm not mistaken correctly. So Google has these kinds of restrictions. Facebook, on the other hand, does not. So you could even just remarket and show an ad, n Facebook, and Instagram, even when your audience size is very small, it's very, very good for that. And in fact, you can actually use Adroll to, to talk directly to your Facebook ad account, you can connect the systems so that you actually manage everything, just from AD roll, if you prefer. Now, with all that said, my recommendation for everybody irrespective if you're going to run ads or not, is set up a Google Ads account that's free, set up an ad roll account, it's free. Both of them, I'm going to give you remarketing pixels, or what's known as a pixel. If you have Facebook, you obviously need a business manager and you need a integrate mat account that will give you a pixel. But all these things you should place them in your website, we use Google Tag Manager to do that for our clients. And where we place all of that all of those pixels on because what's happening is that the Google global tag, for example, or hat, or Facebook, or the ad, roll pixel, they're all collecting data, even if all your traffic is direct and organic or email driven. It's collecting data on a pixel. So even if you're not running ads, let the systems collect data from your website so that when whenever at one point, you want to start advertising you can do so by leveraging data that's already been collected. So when you that's, that's my recommendation is to put those pixels onto your website, just let the pixels collect organic data, even if it's organic traffic doesn't matter. You don't have to have been running ads, but get those pixels, collecting data as soon as you can. And then if you decide to switch ads on in six months time, one year time, you've got to six months or a year of data there just because you put them on in the first place.

Gert Mellak 27:46

Right. But yeah, that's a good suggestion. Yeah. So so just to summarize this a little bit. So remarketing with remarketing, we can show people banners or videos on other platforms that have been on your on our site before. So I think probably most people know this from tourism. If you once searched for a flight or vacation or something like these, you're going to see banners about vacation all over the place. If you have checked out something on Amazon, you probably get the product suggestions of the same segment on other platforms as well. So they kind of identify you and then they impact you with with ads. You mentioned, the different platforms Adroll we did some testing on agile with very interesting results. So we saw Adroll really to, to get the word out and make sure your brand appears more important, because it's really shown

on very important sites, whereas Google might show you on every single blog with five visitors, visitors, you might come up as an ad, but Adroll really shows you I got clients make a screenshot from our ad and send it to us because they saw us next to one of the biggest newspapers, I think it was a Spanish campaign a couple of years ago. So they were really impressed that we could want to be there. They didn't know this didn't cost us not even, I think a euro or two euros to be there. But it really gives you like a sense of of a serious business, which is very often what online businesses are really searching for. So you might have come across a page you really like you'd like to content, but you don't trust them enough to really spend money on them just now. But then you see the ads next to really big on really big sites. You see they have a good marketing budget, etc. Studies might also impact conversions, right, the as you mentioned, the 0.2% would be a normal click through rate in the programmatic marketing, which would be the Adroll side of things. But people can also go to Google, for example, run ads through Google on our through the display network to show banners, show YouTube videos to those people that have been on the site before we're doing this for clients very successfully with YouTube right now this seems to be working very well. So clients that have a very decent traffic to their website, then seeing a very quick 10, 20 second video where essentially the site owner tells him Look, we have this offer, and they already know him because they, they have been engaging with the site and with the content before. So this works really well brings in leads anywhere from, I think, from 0.7 dollars to \$2, or something like this really, really good high quality leads. So this is something I think very often is completely overlooked, especially by business owners that have been growing in an organic way and say, Look, whatever content I write ranks, because I have authority, status, etc. But there's a whole lot of potential that's essentially not leveraged. If you don't look past the the organic one. And then in Facebook, you mentioned that the audience size can be smaller. So it might be with testing, Facebook ads, at least at the level where you say you don't have enough enough traffic to go after YouTube. But I can try something on Facebook, you can try something on Adroll first.

Andy McDuff 31:01

Yes, that's right. Yeah, you can start with very low budgets. I mean, you don't need like huge budgets on on remarketing To start with, it really depends on the volume of organic traffic that's coming to your site already. If you've got 1000s per day, obviously, you've probably put a little bit more budget behind it, you know, but you can start as little as 5, 10 dollars a day and all the rest of it. Most of our clients are starting at about \$100 a day, because they've already got significant front end traffic leverage and brand recognition, or through essentially organic traffic as well, podcasts and that sort of thing. So they've already got a substantial presence. So we obviously give them a lot more budget there. And we go from anything from 100 to 1000 a day easily on retargeting because it's profitable at the end of the day, what you're looking for, is, is it profitable? Don't do the numbers back up? Am I making a return on adspend above one on probably well above one because you've got other fixed costs in the business. So you've got to actually look at the return on investment overall. But yes, you can absolutely do that. And YouTube uhm, YouTube is very interesting, it works very well. Again, you need that volume of 1000 active visitors in the last 30 days. So that's sort of the that's the only downside. But you can use video as well, a little bit of remarketing video in Adroll as well. You just got to follow the IAB standards on that. But which the Internet Advertising Bureau standards so if you follow

them, that's pretty much what all the programmatic networks are using behind that wrong sounds very technical, but it works. The bottom line is that it works very, very well, as I did, I did want to mention this guy. But yes, you do have to give it you know, probably depending on the volume of adspend you're making, but you do have to give it anywhere, it can work very quickly within days. You can have leads or sales and all that within days, depending on the volume. And sometimes it can take a little bit longer. But again, if you put those pixels on your on your websites immediately, then the system's already collecting data, even if you don't spend a dime, you know?

Gert Mellak 33:12

Absolutely. That's that's definitely interesting. Let me ask you something. Yeah, I have a website and they get a decent traffic, I don't know. 10, 20,000 visitors a day. What would I show to my retargeting audience? Would I drive them back to what they have already seen? Would I give them a lead magnet? Would I give them a sales page with a gift? Send themselves back to my homepage. So they just don't forget me. What would you suggest that Do you have any any experience here? What usually works better?

Andy McDuff 33:43

Yeah, so again, you would there's there's lots of different retargeting strategies. It's not just, it depends on your objective. So if you are going for leads, then if you're going for brand awareness, and you just want people to come back and visit your blog and your content and your site, and so on so forth, then you would probably just do a general sort of broad spread retargeting strategy, just to get people back to your website and spend more time on your website. So that's more about the awareness phase. However, if you're looking for a lead, like you need a lead, well, then yes, providing certain conditions are met. And I, how many pages they've seen in your website, how long have they spent on your website? You should, by the way, use Google Analytics with all of this as well, of course, that will give data particularly with Google platforms, but you would then retarget essentially back to your lead magnet, your webinar might be your webinar might be your, you know, your free training course it might be, yeah, it could be for example, ultimately, if you need calls, if you need sales calls, that could be another we normally have different retargeting banners for different people for different stages in the funnel, meaning that if they've, if they reach the point when they have tried or wanted looks like they were going to make an appointment, but they didn't make an appointment, we would set up messaging and we will design a banner, specifically to get them back to a page or presale page before the actual appointment or calendar, like a schedule once or in Calendly. Right, if it's a lead magnet, and they've reached the actual landing page, where you all the page on your site where you have that, we would probably send them back to a landing page of what I mean landing page or get rid of all the distractions or menus and so on because we want, we just want them to convert. So we will send them back to a landing page where they can opt in for that free gifts that you're offering. Right? Whatever it is, would be so we have different remarketing strategies. Some of them are based on the nature of, first of all, you got to be clear about what it is you want to achieve. And then we take the whole budget and then we decide, okay, well, we look at all the different statistics and we say, okay, let's, let's put more on this

focus, because this person right now is just trying to get more credibility. Like you said, having your banner appear next to a high authority website. You know, it could be BBC could be Fox could be CNN doesn't matter. But you are getting the credibility on on by showing your banner there. So improves. And just by getting there even if you know you're paying for the you're not paying, I mean the clicks can vary the see the cost per clicks can vary, obviously. But the the CPM is you got to that's what really what you're paying for you're paying for cpms. And by looked at, for example, the cpms on Msn.com. Yesterday, they were \$13. Fox News was \$8. New York Times was \$19. So it depends because it's a it's an auction at the end of the day. So when reached out and answered your original question now on retargeting strategies, what I would recommend is that you need to basically have different creatives and creators with different messaging, retargeting, basically, which would then when they click on, it would go back to the step in the funnel that you're trying to get the conversion. So that's what I would do there. Does that answer the question?

Gert Mellak 37:32

Absolutely, absolutely. I remember where we did this on, on a company that was manufacturing windows and doors, where we essentially were able to spread them completely around and say, Okay, these are doors, people and not looking for Windows. These are windows people, we kind of created two different audiences, the people, the audiences were created organically. So people found those sites, we just then divided them based on which part of the website they were you're looking for which on a blog content or category based on what is in the category, if it says window and if it says door in the category, you have two different audiences. So we would send them directly back into their funnel to register their appointment with a sales rep or something like this, if they were two people, and then we have like an added level of both where we just did branding, because we will if someone looks at doors and windows together, probably they are thinking of purchasing your house in two years. So they might be very far off. But as actual worth impacting with the brand. And I think branding is something also in the SEO context is very underestimated. So I think we are heading must not me thinking this has been confirmed how many thought leaders out there we're heading to into a phase, apparently, where the brand is really what's going to count the most. So strengthening your brand and brand recognition space. In a few years where you probably can pay \$20 and get a website build out with 500 pieces of original content created by an artificial intelligence engine. The brand is going to be important and the relation from the brand to a site to an owner or a team of people around this site, I think there is going to be a good connection guru goes into in this direction with that EAT, expertise, authoritativeness, trustworthiness. They really want to know who is behind this brand, this is a real business, are those real people? Are those people connected to the industry they're talking about? etc. So this if I if I think about this and think about branding, I think this goes very close together. And we know that just by impacting people with a brand with brand messaging, we can just make sure that if they do some research across their brand, I don't know car dealerships for example, the car dealership that works on branding is going to be one of their favorite choices. And many, many times we see the decision process really takes a very long time. So if I if I think about me, trying or thinking about purchasing a car, I'm really much in a market but I'm might not purchase it before next year, because my car is still good. But I'm already researching right? I'm already checking out car dealerships. I'm checking out

manufacturers. Interestingly, I hardly get anything from them. They don't expect too much from this, I think I think they would have a good chance and and good potential, I'm really surprised to hardly get any remarketing from those guys.

Andy McDuff 40:22

Yeah.

Gert Mellak 40:23

But I think there is a lot, there are a lot of entry points that are completely, completely missed. But that could accompany a client over a longer period of time. Just popping up once in a while, I understand you can reduce the frequency of how often we release those, or pause them and then take them up again, based on the strategy. I've seen a lot of cool things you guys are doing here. So definitely, this is an amazing an amazing way to extract really more conversions. Ultimately, it's all about conversions as you're seeing conversions out of the out of every visitor that comes in organically. And yeah, it's a lot of a lot of value. I have one last question before we we wrap this up, I want to be conscious of your time here, really. And we we try to make this problem as possible. When it comes to the ad creatives. I could imagine that after a while, the ads are not working as well anymore. If I have seen an ad multiple times probably this is not going to be like the ad I'm going to click on every single week. How often do you think ad creatives should be re redone? recreated, revised?

Andy McDuff 41:33

Hmm. Okay, great question. I think it comes down again to the volume game in here. And the agency we're doing are just alone in Facebook 27, or 30 combinations a week in terms of testing. So quite a lot of testing that's going on, that we're doing right now. But those are obviously clients that are spending, you know, that 1000, 5000, 10,000 a day in Facebook ads, and so on and so forth. So, it really comes down to yes, you do need to refresh creative to a degree but there is a thing with with ads. Frequency in marketing generally works. When they see the same message. One I'm we are not overly concerned. Like if you're doing more on the branding side, we're not overly concerned about showing the messaging too much all because frequently works, they keep seeing the same headline, the same message the same image. Now with that said, we do actually have parameters, because we're always testing. And what we normally do is we have five to 10% budget we set aside for testing. So we allocate 90% of the budget to things that work and scale those. That's our general rule of thumb. And then we're always testing five to 10% of the budget every month and in our case. But yes, it's true that on direct response things, so for example, if you're doing remarketing, and you're not getting the point 2%. For example, click through rates that I mentioned, after let's say two to three weeks, then yes, you have to refresh the creative. And normally, we normally start out with five different, at least five different creatives that we put into the mix, right from the word go so that the system can optimize and work because they've got AI algorithms behind right. So they'll they'll try to send different ads to different placements during different times of the day, during the course of the day, and so on so forth. So it's a mix really of two things, I would say. One is frequency is good for branding I and I remember this phrase I don't remember who was who said it, but I like it is BBB which is brand in the brain until they buy. BBB so that's a brand in the brain until they

buy which refers to the frequency right? So it's good in display. But yes, you do have to test and if you're doing remarketing to back to get them to register for your webinar, if you are seeing like without depending on how much you're spending, obviously, but normally we would refresh them every one or two weeks on average is what we do is we refresh the creative. Creative is terribly terribly important. You will in paid media you will you your your burn, your ads will burn out. And so the creative the copy and the creative aspects is also one of the reasons why paid media works over the long term. But that that requires obviously a lot of work you need to you need to put in the hours to to actually figure out the cooks, the angles, the all that kind of thing that different headlines and songs have said we're testing a lot of that every week and in fact, we now use our own AI software where we upload creatives into our software. And it's analyzing billions of data points. And it gives us a forecast out of maybe 1000 different combinations of headlines, and creative. It actually tells us now, he doesn't work all the time, but we use part of those creatives into into our testing budgets, you know, but it's pretty good.

Gert Mellak 45:32

I've seen I've seen we're very interesting progress with AI software. Just recently, I keep playing with this because it's really going to, I think, revolutionize content marketing, in general, with the AI software commercially available that is able to, to write headlines write copy for Facebook ads, shorter copy, especially. And I think we're probably a year or two, away from having read in AI software that puts together entire articles, at least on a draft level, where then maybe an editor needs to look through this and clean some things up or, or really make sure this is targeted, or change the tone, maybe a little bit. But AI really, really advanced and this is at some point, it seems like it's going to be AI playing against AI more than what in anything is to get things things happening, but it's really going to be interesting times. So I really want to thank you any you we I think we learned a lot I want to quickly, quickly just recap we have talked about paid media being a good tool to test an idea, test an offer, make sure we find keywords that really convert make sure our offer converts, I know James Schramko is very big on the on the offer, for example, that offer the converters, the biggest thing, once you have this, everything else is going to line up with a couple. If you have an idea, and you haven't really seen people spend money on that idea, you don't really have a business yet you need to test and make sure you get answers quickly or fail quickly. So you can move on. Because just having an idea. And we had we had some clients, we just had to reject because they were so far away from really verifying validating their idea was like, before you think of SEO, let's do some, some ads really, to make sure you validated your offer and everybody. And especially you are going to have more confidence in this process and then spend a few months on SEO. But definitely for testing. And we also talked about paid media paid search in this in this regard. Also for verification of search volume. So very often search volumes tools give us can be off. I've heard good things about moz.com volumes, for example, to be a little bit closer, but they're really very often prefer to double check and cross check and say okay, let's let's let this run for a week. What is the normal week's search volume? I don't even have to spend a lot of money there. I just want to know, how many impressions do I get? How many impressions do I miss? And then do my math and say okay, from the 500 search volume is really only 240. Does this still end up in a positive return on investment? Or does this completely crash my my spreadsheet calculations right? We focused a lot of remarketing, you were really generous here providing a lot of ideas, platforms,

AdRoll, Google Facebook, depending on what we're trying to achieve. We talked about branding, being one key aspect really string, the brand can come up on really important sites, which might impact conversions might impact. Right? Yeah, absolutely. And I really liked that you you mentioned the 10% of the budget for testing. I think this is the thing many people are not considering they just say okay, I spent 500 I spent \$2,000 a month on ads, but they don't they don't consider that ongoing testing essentially is going to increase their return on adspend. Just out what just works much better. And sometimes it's really stupid things sometimes I really, when I run some tests and Google ads, we'll see some, some headlines with changes sometimes really stupid changes. I remember when we had a few years back that really simple search ads, we had line one and line two and a search on, sometimes reaching those two lines, double rate and and if you just leave this in there and it's working away, I was working, you might lose essentially, a waste 50% of your budget just because you don't copy this ad and switch two lines and see if this leads to a better result. Thank you so much. So much any really where could people get in touch with you if they want to know more if they are might be interested in in touch with with 7 million.

Andy McDuff 49:45

Yeah. So you all it is I mean, it's just go to the website. They're all everything should be there. It's very straightforward and contact us through there is the number seven mile media altogether. And then four letters after that, S, E,Z,C, or sezc.com, bit of an odd one. I know, that's just because of the way the name was incorporated, and so on. But that's the way you can reach us at 7MileMediaSEZC.com. Just contact us through there, my email is very straightforward is Andy@ that same domain, you can just reach me there, if you wanted to reach out to me personally, that's fine. And yeah, we can, if we're a good fit, we can have a chat, and so on and so forth, about anyone, anything that interested and I wanted to finish off something with what you just said there about the offer, it doesn't matter whether it's SEO or paid media, where we're finding, we always find the same if you don't have an offer that converts, it doesn't matter. It doesn't matter where you're doing, you're the you know, you're the best ranked keyword or whether you're the most, you know, most traffic on Fox news or whatever it is, it doesn't matter how good you are, or how good the advertising is, if you just don't have an offer that converts and this, this is the toughest part, right? It's, it's going to be difficult to make it very much or very little work. So this is why we do you know, offer testing and when we have these kind of sort of situations with clients because they also need to scale into different offers. They can't just stay on one offer, even ads and offers burnout, they need to refresh, update or upgrade their offer. So that's where we were we work a lot with clients because that's the only way they can scale. But anyway, I wanted to mention that was a really good point James.

Gert Mellak 51:49

Had a flashback, we we lost a client because their offer didn't convert, we brought them to number one and they didn't make a sale. And obviously they dropped the SEO agency because they couldn't use EFS if they could bring up sales. So it was a little bit of a shame. They were the one in the LED space when it was really big led topic here in Europe. But yeah, you can use a client and if they don't convert obviously. thank you so much, Andy,

Andy McDuff 52:13

Welcome.

Gert Mellak 52:14

Thank you so much for taking the time. If you're listening to this and you are interested in paid search in scaling up your offer, definitely get in touch with Andy McDuff of 7Milemediasezc.com, we're going to link to this in the show notes on SEOLEverage.com forward slash podcast, find this information under Episode 24. And definitely if you think this topic is especially interesting if there's if you think there is something as you would want to hear on this show, definitely reach out to us on SEOLEverage.com. We're happy to record this we're going to invite the expert that can help you to this show. Thank you very much Andy McDuff, was a pleasure to catch up.

Andy McDuff 52:55

All right, see you again Gert.

Gert Mellak 52:57

Ba-bye, see you soon.