

023 - What's the Question?

Gert Mellak 0:00

When you put out content, it might be content intended for social media. It might be content for people who want to know more about you and your thoughts about certain things, etc. But if something is intended for Google, it needs to answer a question. It needs to respond to a search intent.

Intro Music 0:21

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

Gert Mellak 0:30

Hello this is Gert Mellak, from SEO Leverage, and I'm pleased to welcome you to this episode. Today, I would like to share a quick thought. And this is based on a question that was asked on a webinar I was giving a presentation on SEO on the other day. And the question was, why doesn't my content bring in any traffic? So in this particular case, I was quickly on the webinar live checking out the site and the content of this person asking the question, and I found something I find a lot. Which is it, people think that every content that's on the website is intended for Google, and this is not the case. What really happens on a website is that when you put out content, it might be content intended for social media, it might be content for people who want to know more about you and your thoughts about certain things, etc. But if some thing is intended for Google, it needs to answer a question. It needs to respond to a search intent. The search intent is the very reason someone for someone why someone goes to Google in the first place and types in a search query. They want to find out something, they want to get information about something, they want to get an answer about something, they want to get a solution for that problem. So unless you're really able to define which problem you're solving with your article, with our content, which question you're answering, which search intent you're satisfying, really go ahead, mark your article as no indexed, because it's not going to be for Google, it's not going to rank. It can sit there on your site, if you think it's still valuable for someone navigating and browsing your site. But if you want to attract traffic, you need to do your research first. You need to make sure you know what people are asking. A good tip I usually give my clients is that they can check Quora.com and search for the industry for topics in the industry for questions around their industry. And just really see how people are asking questions there. You're going to find questions pretty much about all industries, I think. So you get a very good feeling what people want to know. And if you're going to be able to present your answer to those questions, you have a chance to rank. So let me wrap this up already. Not every single piece of content on your site is going to be attracting search traffic. Also, let's understand that not every piece of content on your site is intended for search. There might be articles intended for social media, there might be articles intended for people who want to know more about you. And there will be articles intended for search engines, because they solve a specific need people have when they go to search engine and type in the search query. Those

are the articles that can actually drive additional traffic, drive new audience, fresh audience, new users that didn't know you before to your brand, expose them to your offer, and then maybe convert them into members of your email list, or clients of your content or followers of your brand. If you think this is valuable, share it with someone in your surrounding. Everybody has content on their site that rather should be no index so we don't waste crawl budget from Google. So Google can really focus their processing time of our website on those articles that are really intended for search and that are going to get traffic and exposure to our brand. I'm Gert Mellak this is episode 23 over at Seoleverage.com