

028 - Define Your SEO Success

Prologue 0:00

Goals are very different across different industries and across different sites. What is important though, is that you for yourself, have a very clear understanding on what an SEO campaign needs to look like, what an SEO result looks like, in order to be successful for you and make sure that everybody on your team, your SEO agency, everybody understands that this is the ultimate goal. This is how you're going to measure whether SEO works for you or not. And if everybody's aware of this, everybody can go in the right direction.

SEO Leverage Podcast Intro Music 0:37

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

Gert Mellak 0:46

Hello and welcome, Gert Mellak here from Seo leverage.com. Today, we talk about success. Everybody defines success very differently. If you think about your ultimate life goal, the things like having a family, having a house having paid off your loan, having a few million dollars on the bank, there might be different ways of defining what ultimate success looks like. On top of that, there are some intermediate goals probably on the way to your ultimate success, your ultimate goal, which you don't want to ignore completely. So before you have \$2 million in the bank, you probably want to have 10,000 at some point and 50,000 - 900,000 etc. Now with SEO goal setting is extremely important. Goal setting, not in a way of, saying tomorrow I need to have 500 visitors more on my site, but, goal setting in a way that you define for yourself, what is it what you want from your SEO so that if someone asks you if your campaign is successful, you can clearly answer yes or no. Let me give you an example from some of our clients, and how they define success. So there is a coach for example, who clearly defines success by the number of leads they get with opt-ins from organic traffic. So what we do is we position their articles, optimize their articles, they have opt ins on those articles in order to convert visitors into leads and then on their mailing list. Those leads are going to sit awhile receive content and are then going to be presented with offers with additional value, webinars, things like those, and eventually turn into revenue. So their lead and the lead generation is this client's definition of success. So if SEO helps him to create a certain amount of additional leads, SEO is a campaign successful strategy and SEO campaign would be successful for this particular client. Another client is running a Shopify e-commerce site. E-commerce sites usually have one clear success metric, which is revenue by sales, by e-commerce conversions, so converting visitors into sales. E-commerce sites usually focus on the bottom of funnel queries, transactional queries people searching for the best mobile phone below \$500. People searching for longest lasting batteries, double A batteries for example. People might be searching for buying something online etc. All those search queries are usually the focus on e-commerce sites, and that goal is to drive additional revenue or drive revenue through their e-commerce platform. Important in this context is the depending on the price point, depending on your Smith segment. E-commerce

conversions might not happen directly from a first page visit. So sometimes having an opt-in, having a mailing list, having some automations going into back end where you send the in email sequence to people to kind of warm them up, keep them close to your brand could be a good idea because not everything every purchase or hardly any purchase probably is going to happen after a quick visit from Google. A lot of purchases are going to happen afterwards. And you want to look into email marketing and retargeting and remarketing strategies there. Another client of mine wants to sell his site. And once he sells his site, and probably a year or two, he wants to probably triple or, or 4x the traffic to the site. So his clear goal right from the start was to sell the site for a profit by increasing the number of visitors the site gets. So the target is really clear. His SEO campaign is going to success be successful. If he can considerably increase the traffic on an ongoing basis, then this is a successful SEO campaign for him. As you can see, goals are very different across different industries and across different sites. What is important though, is that you for yourself, have a very clear understanding on what an SEO campaign needs to look like. What an SEO result looks like, in order to be successful for you and make sure that everybody on your team, your SEO agency, everybody understands that this is the ultimate goal. This is how you're going to measure whether SEO works for you or not. And if everybody's aware of this, everybody can go in the right direction. I'm Gert Mellak, this is episode 28 of our SEO Leverage Podcast. If you want to know more about us, or get in touch with me, head over to SEOLeverage.com. Thank you for listening.