

033 - How Many Hours Does SEO Take?

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:26

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

Gert Mellak 0:36

Hello and welcome, this is Gert Mellak from SeoLeverage.com. And you're listening to Episode 33. Today, this is a special episode for all those of you who might be considering SEO as one of their pillars below your traffic strategy, but might have not yet had gotten so much experience in it. What does it really take to run an SEO campaign on an ongoing basis? How many hours do we really have to put into it? If you think about it, the return on investment on an SEO campaign is very tied to the hours, the resources, the time you and your team might be putting into it at the first place. This is why one of the most important questions that comes from people not experienced with SEO is really how many hours are necessary to run a successful SEO campaign. As SEOs, we have a saying that it depends, and this is really the best answer in many, many cases. However, this time, at least want to make sure that you know what it really depends upon. So you can draw your own image and picture what an SEO campaign might mean for you. Recently, I was talking to James Schramko, from the superfastbusiness.com podcast about what an SEO team should look like. And this is really defining very often, how many hours we will need to put into an SEO campaign in the first place. Because for example, you definitely need the tech person, or at least, or very often, ideally, a tech service. And this brings me to a point is really interesting here. We don't necessarily need to think about the hours to put in, but maybe think about the partners we need to run the SEO in on an ongoing basis. One of these most important partners is definitely a tech service or a tech person that is able to run the technical foundation of the website itself. Another person we usually need or another role we usually need to cover is the one of the content writer. This should usually be ideally an industry savvy person or someone with really good, both research and writing skills. SEO is a lot of content writing, content optimization, content rewriting, research work. And you definitely want to have someone be able to invest a few hours every week on these aspects. Another role we definitely want to look at here is the one of usually a VA or a webmaster working on uploading things to your CMS, mostly WordPress, maybe across CMS or different or Shopify. This person also usually places internal links, optimizes images, etc. So probably also few hours will be necessary from such a role as well. Now, the bigger your team, the more you need someone to manage it, because it probably cannot be yourself, you might want to have

someone overlooking the entire process and just making sure things get executed. We have a very close correlation between how well and client of ours executes on our regular Erica framework based suggestions and the results they're getting. If you just accept suggestions and take months to implement them, results are not going to show as much as if you really follow our program and execute every fortnight, the tasks, we map out where we think the highest impact is going to live for your website. What this means is that it definitely requires a few hours of different roles on you and your team to be put into the SEO strategy and implementation especially on a weekly basis. Then other external services like a tech service probably is especially necessary in the initial stages, and then once in a while, but not on a consistent basis. So first of all, very often, we want to optimize the performance, maybe do some programming work on the site to optimize the theme, content, blogs, etc. But then very often the tech team is not as necessary anymore, is for example, a writer. My recommendation is that if you want to start taking SEO seriously, you map out who is going to cover certain different roles on your team. How many hours can they spend every week and how can you organize the team? How can you manage it and follow up with the different tasks that are mapped out. Very often, it's us however that who is actually almost managing the team, lining up the tasks and making sure they are working in favor of your overall project success. The total amount of hours necessary for an SEO project I think depends largely on how much content creation you can put in, especially creation of new content, which is probably the thing that takes the most times of starting new articles from scratch is definitely more time consuming than rewriting existing articles. So if you already have a very large content base, you might only work on optimizing the existing content, refreshing it, maybe adding a few paragraphs here and there, etc. Well, if you start just starting out, there's definitely more time involved in creating a content foundation for Google to provide for content of a topic irrelevance and give Google really something to stick their teeth in. Now, if you're not sure if SEO is something for you, and you would like to have a chat, reach out to me over at Seoleverage.com My name is Gert Mellak. This was Episode 33. And by the way over at Seoleverage.com/podcast you find all our episodes, and on the different episodes also a written summary for you for your reference. Thank you so much for listening and hope you're going to tune in on the next show again.