

034 - SEO Goals, Strategies and Tactics

Gert Mellak 0:00

Ultimately, it's ongoing implementation of the right tactics within the overall right strategy, that's going to bring SEO success, and it's going to bring your client closer to their goals.

SEO Leverage Podcast Intro Music 0:16

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

Gert Mellak 0:25

Hello and welcome, this is Gert from Seoleverage.com, and you're listening to episode 34. In Episode 32, we already talked about ROI, the return on investment of SEO and why this isn't an easy thing to calculate. Today, I would like to address a somewhat related topic, which is how can we set good goals in SEO. As much as I've been in love with SEO for over 20 years, I'm well aware that SEO is and I think that's a good thing, only one part of an overall marketing strategy. And as such, SEO needs to fulfill a specific role that brings a site closer to an overall goal. So if SEO is only a part of it, SEO needs to have a goal that drives the entire overall strategy forward. This can be brand awareness, for example, this can be lead generation, this can be sales directly, and SEO needs to know where it goes. We've been more and more working internally on getting goal setting into a place where we can make sure that we define with our clients together, what is it they would actually want to achieve with SEO? Or in other words, how would they measure the SEO success, or the success of an SEO campaign after a few months. For some of our clients, this is definitely lead generation. we have clients that get hundreds and 1000s of leads over a few weeks and months. So lead generation is definitely tied to SEO. And if SEO drives more and more leads their way, they're heavy, and this is a good goal for them. On other projects, it's not that easy, especially if there are this is a project where the decision making process of a potential client is really taking months or sometimes years before big investments like cars, houses, renovations, refurbishment, etc. It's not that straightforward. And we try to find more intermediate goals and how to see with the SEO strategy heads in the right way. Lead generation could be there a case something like downloads, opt ins for additional information, points of contact, sometimes it's even engagement on a website that could be tracked to see if we bring the right people in. Ultimately, what's important is that there is a goal that everybody knows what we're trying to achieve with an SEO campaign. We are clear about the goal and can work on a strategy. I think strategy is probably one of the most wrongly used terms ever in marketing, and which is why I quickly want to specify what we are talking about when we talk about strategy. And then we also talk about tactics because these two terms go together very often. If we have a goal, the strategy is going to explain us how an overall general terms we're going to get to our goal with SEO here specifically for example. There's going to be a marketing strategy, and there's going to be an SEO strategy. And the SEO strategy is the first thing we define when we onboard a client and define together with our client. The goal of an SEO campaign, we then specify what is going to be the overall strategy we are

going to apply in order to bring us closer to this goal. Again, SEO is just a part of the puzzle, but it needs to fulfill its role to bring the entire marketing forward. The tactics, on the other hand, would then be the specific actions or a set of actions that need to be taken in order to implement a strategy. So if the overall strategy is to create targeted content to bring qualified people to the website that then can convert into leads for example, tactics would go down to a level of content creation, what content which specific terms, which structure, infographics, images on the site, internal linking, etc. All these would be tactics, while the overall strategy is still the creation of relevant qualifying content. So summing this up, I think there are a few key points and it would be great if you double checked on your SEO. If these are really meant for you or otherwise get in touch with your agency and see if they can specify this for you. Goal there must be a goal. What is the goal and you need to confirm your company understands, your agency understands what you're trying to achieve and why you got SEO, an SEO service hired in the first place. You want to make sure they know how they're going to bring you closer to your goal, what's the overall strategy, and you want to have them line up the tactics for you that are going to be implementing the strategy. The tactics are exactly what we have in our application on our Erica framework, for example, where we specifically tell clients every couple of weeks, what are going to be the next focus items, the next items they should pay attention to and implement, because ultimately, it's ongoing implementation of the right tactics within the overall right strategy, that's going to bring SEO success and is going to bring your client closer to their goals. So we want to always focus on those tactics, apply tactics that have been proven to work recently, not 10 years ago, SEO is moving too fast for this, and then SEO success is going to come. So if you need help defining your strategy or you're not sure about the tactics your agency is using, happy to get on a call with you and check this out, head over to Seoleverage.com and get in touch with us and we have a quick chat. My name is Gert Mellak, you're listening to Seoleverage.com