

# 037 - SEO for Membership Sites

## **Prologue 0:00**

SEO in my opinion should never be the only traffic pillar. But I've seen it work so well for membership sites over the last almost 20 years that I really can encourage you if you're not leveraging SEO just yet, start leveraging it. Start checking out the content you have, preparing it for SEO, making sure that Google associates you with a certain type of content and start sending traffic your way and this traffic is going to happily convert into free and some of those paying members over time, once you provide consistent value and you really solve their problem.

## **SEO Leverage Podcast Intro Music 0:39**

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

## **Gert Mellak 0:48**

Hello and welcome. This is Gert Mellak and you're listening to episode 37 of our SEOleverage.com podcast. Today we are going to learn how membership sites can grow through SEO effort. First of all, when we talk about membership sites, we are talking about sites offering some sort of product or service on a monthly or annual subscription basis. So you can be a member of a closed private community by paying a regular recurring fee. Examples of such membership sites are coaching sites, instrument learning sites, language learning classes, academies, SEO groups really out there as well, and all kinds of online training sites that offer a paid premium program for their members. I've just seen a woodworking site as well, for example offering premium course material for fellow woodworkers on a premium membership basis. The main idea on most membership sites is that they try to bring in potential members of their website through content that seems to be interesting to them, then get them sign up for a mailing list or for a free trial or something like this, and then eventually aim at converting them into paid members of their membership site. While some membership sites out there are still only relying on traffic from Facebook ads for the most part, we know that what really works very, very well is really SEO based organic search traffic. The reason why this works so well is because it's a non intrusive way of bringing people to your brand. They feel they have done their own research, they feel they have discovered your brand on their own. And very often they are then easier inclined to convert than, if they were pushed through an ad on Facebook, disruptive marketing, etc. The main source for this traffic is really search engines. And mostly in your case, it might be Google or sometimes depending on where you are and demographic you're trying to reach. It might also be being attracting search traffic from search engines really goes hand in hand with having the content people are actually looking for. Imagine if I was running a woodworking membership site, for example. I would want to be there when people search for miter saw usage advice or how to use a table saw or which kind of bandsaw could I build or which woodworking projects could I do on a weekend. Things like those should trigger a result of my website. Bring in right kind of people. And then I can offer them some value, and also offer them a way to take the next step and become part of the membership. So in order to present

the content people are actually searching for. First of all, I need to do keyword research or keyword analysis, I need to find how people are searching on the web. So I can present them with a piece of content that has a chance to rank, they can discover my brand, upgrade their membership into paid membership and become part of my paid membership site. The keyword research alone isn't enough though, you want to make sure that once you know how people search, you want to find topics that are actually ranking out there for those terms. For this purpose, as an SEO agency, we have a variety of top notch industry leading tools at our disposal, not only to find the topics, the keywords and the topics then that our clients can create content around, but also give them an idea what this content needs to look like. It's not the same thing if you talk about a content on social media or if you actually expect this content to rank on Google. The methodology is vastly different because the moment people are in when they consume this content is vastly different as well. On top of that, Google wants to make users happy. Search engines want to make users happy, and the content makes someone happy when they have 10 seconds on social media to focus on something is not the same as they are looking for when they go to search engine, have set aside a few minutes of their daily routine in order to explore a certain topic. Once you have the content in place, you start getting traffic. You definitely want to scale this by using link building as one of the main tactics in order to convince Google that your content is better and more relevant than competing pages and competing domains content out there. Link building essentially pursues relevant other websites, getting a link from relevant other websites, pointing to your articles, to your home page, so that Google can discover it. Other relevant sites also endorse your content in a certain context. So if you're talking about table saws, and link from main table saw rents out there, or other influences in a woodworking space would definitely help your site rank as well. Once you have all this in place and get decent traffic, you want to make sure that in Google Analytics, you track the traffic and make sure you identify where this traffic comes in, when it comes from the organic channel. And this is going to allow you to then tie it the traffic source, the entry point to the actual conversion. So not every article is going to convert people at the same rate or the same conversion rate into members of your mailing list, for example, or members of your membership site. So you want to identify those topics that are catching the people that are more inclined to convert into free or then paid members of your website. So frequent analysis of Google Analytics in this regard is definitely absolutely critical. SEO, in my opinion, should never be the only traffic pillar. But I've seen it work so well for membership sites over the last almost 20 years that I really can encourage you if you're not leveraging SEO just yet, start leveraging it, start checking out the content you have preparing it for SEO, making sure that Google associates you with a certain type of content and start sending traffic your way and this traffic is going to heavily convert into free and some of those paying members over time, once you provide consistent value and you really solve their problems. Now if you have a membership site and you would want to check out your current SEO, or what next steps to take definitely head over to [SeoLeverage.com](http://SeoLeverage.com). My team and I are checking out every single inquiry that comes in and we are going to ask you probably for an evaluation call just to give you a few tips on where you should go from there and then see what could be the strategic next steps to focus on. My name is Gert Mellak. You are listening to [Seoleverage.com](http://Seoleverage.com).

