

042 - What Does An SEO Agency Do?

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:56

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

Gert Mellak 1:06

Hello Gert Mellak here, you're listening to Episode 42 of our SEO leverage podcast. And today, we really want to know what an SEO agency actually does. I should know a thing about or two about this, we have been doing SEO here for over 20 years. Over 20 years myself, and then with the team quite a few years already as well. SEO for me is a very big part of digital marketing. It's not the only part, that shouldn't be the only part. But it's definitely one of the main pillars below a successful and balanced digital marketing strategy. And very often, you're going to be looking at getting an SEO agency or an SEO consultant help you with your SEO just to make sure that the resources you dedicate to it are really resources, focusing on how SEO can support your overall business goals. There is a little bit of a discussion around whether SEO should be something you do in house, you externalize. I'm very fond of a blended approach. How we work, for example, with our Erica framework and our app with many clients is that we guide their team on a strategic level and also on a tactical level on what needs to be the focus of their activities, help them prepare content in a way that Google is going to like it and rank it and make sure that the overall SEO work heads in the right direction. And we really focus on those things that actually move the needle, not just taking a few boxes on an SEO plugin to make sure everything's green. That's not SEO. SEO is a lot more and it's really hard to have in house the capabilities to do this on a regular basis. So you might be needing some help from SEO companies. An SEO agency like ours Seoleverage.com is going to have quite some staff. We are now 23 people and counting. People who have experience in SEO. People who get training every single week. People who follow SEO conferences, make sure they are up to date with the latest trends, with the latest findings and experiments and tests of Google and they're also going to be active on Twitter exchanging information and experience with other SEOs. Very important when selecting an SEO agency is that you get a good feeling, you get trust, you trust them, you get a feeling that they are going to be transparent about what they do. And explain to you why

certain things are important. If they just suggest link building and give you a price tag, it's not enough. They need to make sure that you understand why link building is what is really the high impact item at a given moment to focus on and then you're going to be much more confident investing. And they should also talk about the potential risk when link building goes wrong. You could essentially be out of business, you could lose your entire website if the links go wrong and get you penalised. So you want to pay special attention to this, and transparency and trust are just really key pieces of this overall SEO puzzle. First things first, when you start your SEO work, you want to make sure that your SEO has an overall strategy. You know what your goals are. And you know that SEO can support you getting to those goals or closer to those goals. And there needs to be a strategy defined. We have dedicated people, focusing on clients strategies, making sure that the tasks we suggest or the tasks we work on are in line with the strategy. Making sure that the strategy brings this project really actually closer to their end goal. So the strategy definition initially, is a very big part of our onboarding process when someone hires us for search engine optimization services. An SEO campaign, usually, and most agencies I guess, or I hope is going to start with an audit of your website. Careful here. Some only do like a quick two or three pages audit. Some just exports some stuff from a tool. You want dedicated resources. You want a few people on their team looking at your website, analyzing it inside out, links, content, competitors, keywords, all those things, technical aspects, you want all this together, and you want to have multiple people on this. I'm not fond of having one person focusing on a website, because there are different viewpoints, different experience backgrounds in SEO. So we try to make at least four people look at a project, work on a project, and then come out with a prioritized list of action steps after a knowledge to know what is going to have high impact and what the effort is going to be. So once the audit is done, usually next thing that might come if it's not part of the audit you're getting, in our case, it would be would be a keyword research. You really want to know what your audience is searching for, where there might be some gaps between what content you can cover for those keywords, and where you can come up and where you can't. So you want to do a lot of research here, check where competitors are getting traffic into on, things like those. You want to research your audience and get a really good feeling how they talk about your industry. Which vocabulary to they use, which questions do they ask? All this is going to get you to a level where you can create a layout the topics you're going to write about. Layout the structure of what this is going to be, and get assistance with the content creation process. So all I'm telling here is what we do for clients, where we help them essentially put these pieces of the puzzle together, give them exact guidelines on what to write in terms of content, give them guidelines about what content needs to link to which other piece of content or how this fits in the overall strategy, and give them a lot of interesting insights about how their audience is doing the research. The last part of the link building campaign I want to mention is really under the SEO campaign is really link building. So creating links not only from external websites, but also internal links should be a very big part of an SEO campaign, because it's going to make sure that Google can assign different importance and authority levels here to the different pages, and just needs this to make good decisions. Usually, SEO campaigns in most countries are going to be mostly optimized for Google, depending on your demographic and the country maybe being could be an option. Other search engines very often are not going to be the focus just because the return on investment on optimizing for a specific very, very small search engine might not be worth it. And very often optimizations for

Google and sometimes Bing as well are also going to get you in a good position in other smaller search engines as well. Their overall goal of an SEO campaign is usually leads or sales, not so much traffic, unless you want to sell the site with a traffic increase. And this is your main argument. My experience mostly is going to be leads that then turn into sales or sales directly depends on the price point and the type of website there. And you want to make sure that SEO really has those goals in mind. So you want to make sure you know which kind of articles on the site drive leads, which kinds of article brings in bringing the right audience that then takes the next steps, takes action, makes sure that goals are fulfilled. And this is then going to make for a good SEO campaign. SEO is nothing to set and forget. In our case with our Erica framework, we revise every project and reassess every project every two weeks. So every week we check it out anyway analyze what's happening, but every two weeks, we then put together what are the high impact items we want to focus on, and then line these up in our app and make sure that those get implemented over the coming two weeks. And this keeps a very good SEO momentum going that actually gets you traffic rank, leads sales and ultimately results. If you want to know what an SEO agency does, and beyond these kinds of information definitely head over to Seoleverage.com. We have a lot of information on our website explain exactly what the different parts are. Very often focusing on a quick audit just to have a quick assessment and chat with me on the site's current situation to make sure that the next items are really clear what needs to happen. What are the next steps and why. The why is just so important and in every step on the way you really need to make sure that you know why a certain decision needs to be made or why certain resources need to be dedicated to it. I hope this was helpful. My name is Gert Mellak, this is Seoleverage.com Thank you for listening.