

051 - What is Search Task Accomplishment?

Gert Mellak 0:00

Now think about your site, what kind of content do you have on your site and you don't see it ranking. Check if you, if this content really responds to the most likely tasks, people want to accomplish that arrived there. Or maybe there is something you can do differently or add to this article or to this piece of content, that will definitely guarantee that the users arriving there can accomplish the task they went to for to google.

SEO Leverage Podcast Intro Music 0:30

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

Gert Mellak 0:40

Hello and welcome Gert Mellak here from Seoleverage.com. Today, on episode 51, we are going to talk about a concept called search task accomplishments. What this means and why this is going to inform how you should write your content, we're going to hear in a second. Before, let me take the opportunity to advise you that at Seoleverage.com, we have created our own methodology on how we approach SEO, which is very different from a lot of other agencies. So it might be worth heading over to Seoleverage.com get our book. I've published a book on Amazon, but you can get it for free on our website, which illustrates how SEO should be approached and what the Erica framework we have developed is all about. The name of this concept search task accomplishment already gives away a lot about what it actually means. Users when they turn to Google to inquire about some concepts and topic, get some information, find an answer, they have a search task in mind. They want to have a certain information and they want to accomplish this task. If I have a bad tooth, I might be searching for my dentists phone number to make an appointment. So my search task is finding the phone number. If I accomplish this search task, I'm really happy. We know by now Google wants to make users happy. So a user that accomplishes their search task is a happy user. And they're going to use Google the next day again. But how does this translate into our content creation process? If I want to rank for a certain term or certain topic on Google, I first of all, like to check what Google ranks for this topic or for the search term. What does, what comes up on page one, and page two of Google gives me a very good idea about what Google might be looking for. So now apart from having an idea what kind of Article I'm probably going to write, I also want to think about the search query a little bit more, Google does a lot of work with their AI engine to really understand what users want based on the query they enter. They might even modify the query before they go into the index with it and fetch relevant search results based on the user's context, geographical location, maybe the country, the language, etc. So if we think about it, the user types in the search query and with the search query, the user has something specific in

mind. So they really want to accomplish something. And when we create a piece of content, we want to have in mind, what kind of thing or what is the really goal of this user? What tasks do they want to accomplish? This is just getting some information about something, is to seeing some images, is to see an example, this is getting a number as an answer. We really want to make sure that our content provides for the most likely search task that can be related to the search query. And this is going to make sure that we really comply with what Google wants, make Google users happy, and it's going to strengthen our positioning. How about breaking this down now into an example. We do a lot of work on Shopify. Shopify, in case you don't know, is an e-commerce platform. We work with Shopify owners to position them higher. Work on their consistent basis, applying our Erica framework. So people might be searching for an SEO agency in the Shopify space. But very often, they don't search for an agency to search for for a problem they want to solve. So they might be searching for how to sell more on Google on a Shopify store or something like this. Let's stick with this topic how to search on how to sell more via Google on Shopify. And now what is could be the search task they want to accomplish. I could imagine, they probably just from a content type perspective, they probably are searching for some kind of guidelines, maybe step by step approach, or the 10 things you could be doing in order to sell more through Google on your Shopify store. So they probably search for a little bit of a larger piece of content. They search for individual steps they can take. They probably already have in mind that it's not going to be one single thing. They should do a series of things and ultimately what they want to achieve is they want to learn something. Task is going to be completed or fulfilled when they have learned how to do what they're trying to do. I want to make more money. So if they want to make more money with Shopify, on Google, there is obviously a series of things they could do. They could first do as an SEO audit, probably we will suggest to do a deep dive audit on their Shopify site just to make sure that we get an idea where they're at. But then there's going to be a lot of best practices for Shopify stores. Specifically, they should take into account the need to implement. And then it's also has a strategic component. So from our point of view, we would tell them the most important things they need to take into account. And this would fulfill their search tasks. They would be happy with this result, they would probably get some, opt-in some PDF download or something like this to take something away from their visit to Seoleverage.com. Or we should provide for a happy Google user this way. So they come from to Google, want to learn something, we give them the information, teach them what they want to learn and even maybe give them as a gift the little PDF, they can download and take away with them. This will accomplish their search task and would guarantee that they use Google the next day again, because they found what they were looking for. Very straightforward on SEO leverage.com. Now think about your site, what kind of content do you have on your site and you don't see it ranking? Check if you, if this content really responds to the most likely tasks people want to accomplish that arrived there. Or maybe there is something you can do differently or add to this article or to this piece of content that will definitely guarantee that the users arriving there can accomplish the task they went to for to Google. If you need help with this process, definitely reach out to our team at SEOLEVERAGE.com. My name is Gert Mellak. This is the Seoleverage.com podcast. By the way, if you want to listen to this episode and other episodes we have there, head over to Seoleverage.com/podcast. This is Episode 51, where you already also going to find a written summary and some references on this. Thank you so much.

