

# 052 - Lead Generation

## **Gert Mellak 0:00**

I believe SEO is one of the most powerful lead generation tools. Why? Because people when they do their own research and find their own results, and are not forced into anything with ads. They have a feeling that they did their own work. They put in the work, they did the research, they did the comparison, decided on one particular brand and then take action. This is an action that's very close to a potential purchase, because they don't feel pushed. If you see an ad on Facebook and you click on it, you know this is an ad, even if it's interesting and relevant, you still know this was an ad. You didn't find this by yourself. You didn't make a search based on a necessity. You just found something and now you're asked to purchase something, that's a very different context. This varies in different situation. It can still work and work very, very well. But it's definitely a different moment and different environment.

## **SEO Leverage Podcast Intro Music 0:55**

Welcome to the SEO leverage podcast. Where we talk about search, marketing, and conversion.

## **Gert Mellak 1:04**

Hello, welcome. This is Gert Mellak from Seoleverage.com. You're listening to episode 52 of our podcast where we consistently try to add value to your business. I tried to come up with the topics my clients are interested in. And Seoleverage.com, we're an SEO agency with a little bit of a different approach. We have developed our own framework on how we approach SEO in a very slow and steady consistent manner. And our clients are getting great results. If you want to check out some of those, head over to Seoleverage.com. And click on results. By the way, if you're interested in other episodes we have been talking about, we do a lot of talking about design, user experience and in general content creation and technical aspects of SEO, check out our other episodes on [Seoleverage.com/podcast](https://Seoleverage.com/podcast). You're going to find all those episodes. Our topic today is lead generation. And this is really an important topic because very often we talk about lead generation more in the context of paid ads. But unless clients of ours getting 50, 100, 500, up to 5000 leads or more every month from SEO without paying for every single click. And it's really funny that very often, we are kind of limited in our mind when it comes to lead generation to paid ads. And we think we need to run ads in order to drive leads to our business, when SEO brings in leads very early and very cheap or even for free. While with paid ads, obviously, you're usually targeting people further down in the funnel to really see a return on your investment. To give you an idea we have people opting in for our mailing list, and my clients have people downloading their ebooks etc., way before purchase really for free. Those people come in, they get an email sequence and then make a purchase when they're ready to do so. If you only focus on the transactional part of user search queries, or really on the lower parts of the funnel, where they're about to decide. With SEO, it's definitely possible but you're really missing out on a huge portion of people you could essentially target way before this with specific content, content targeted to your ideal client, to your ideal client persona. The client

persona is an interesting and very important part of this. We might be doing another episode on this. I just did a webinar for a group of international functional medicine experts yesterday on this exact same topic. Where we together define the persona in our workshop. Because ultimately, content needs to be tailor made for your audience in order to convert. I have a daughter, who's six, I have a daughter who's nine years old, I explained SEO very differently to them than I would to you if you were on a call with me. Just because the target audience decides what kind of content can be absorbed, what kind of language do I need to use, what kind of expectations I need to consider. So not have a one size fits all approach, when it comes to content creation. And this very often is the reason why content doesn't convert. So even if people intend to get someone to opt in for something on an article, the article itself might not be setting the right environment. Might not be planting the right seeds in order to make this conversion happen. I believe SEO is one of the most powerful lead generation tools. Why? Because people when they do their own research and find their own results and are not forced into anything with ads. They have a feeling that they did their own work. They put in the work, they did the research, they did the comparison, decided on one particular brand and then take action. This is an action that's very close to a potential purchase, because they don't feel pushed. If you see an ad on Facebook and you click on it, you know this is an ad. Even if it's interesting and relevant, you still know this was an ad. You didn't find this by yourself. You didn't make a search based on a necessity. You just found something and now you're asked to purchase something. That's a very different context. It varies in different situation. It can still work and work very, very well. But it's definitely a different moment a different environment. SEO really owns the moment, or Google essentially owns the moment when somebody is ready to take action. They own the moment when somebody sets aside some time. Performs a search expects a certain answer or a problem to be solved or possible solution. And then they're very, very likely to take action. We see sometimes opt in conversion rates of beyond 50%. Just because the tailor made content is absolutely targeted for a specific audience. It speaks directly to their pain points. It speaks directly to their needs. And opting in for something that suitable at this stage, is just a logical next step. And half of the people coming to those articles don't even doubt about it. So if you have a moment, think about your own business lead generation. Are you leveraging SEO to the fullest extent? Do we have any issues related to SEO or lead generation you want to discuss? Head over to [SEOLEVERAGE.com](http://SEOLEVERAGE.com). Drop me a line and in the contact section. I'd be happily to get on a call with you. Check out your site. Maybe get a quick audit and we do a first SEO analysis and then see what the lead generation bottleneck right now is. Why a certain things might not be working as you expect. And then, we can work from there and see what are the next high impact steps you can take on your site following our Erica framework that has been proven to get great results on a consistent basis. My name is Gert Mellak. You are listening to [SEOLEVERAGE.com](http://SEOLEVERAGE.com).