

# 055 - SEO with Champagne Glasses

## **Gert Mellak 0:00**

If you think about a website, top glass would be your homepage. This is the page that usually gets the most links, the most link to choose, the most has the highest authority on the website. And we want to make sure that the internal linking, which essentially, every internal link would be another layer, open up another layer of champagne glasses. The internal linking is done properly. So we direct the link to choose, the authority that comes into your homepage, in an appropriate way to your most important pages.

## **SEO Leverage Podcast Intro 0:34**

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

## **Gert Mellak 0:44**

Hello this is Gert Mellak, episode 55 of the SEOLEverage.com Podcast. Today, we are going to talk about what champagne glasses have to do with SEO. And while you want to make sure that your most important glasses are right at the top of a champagne glass pyramid. I want to make sure that you know that you can head over to [SEOLEverage.com/podcast](https://seoleverage.com/podcast) and find the episode 55 and all our other episodes in order to find a written version of the main content elements we talked about here. And also for your reference some additional links for further research. Champagne glasses pyramid, what does this have to do with SEO? It has to do with the authority or page rank or link choose or link equity. You might hear this term when you search for SEO optimizations quite a bit. And the main idea and this is why I compare this usually with a champagne glass pyramid, is that if you think about a pyramid of these kind, you pour in champagne at the top of the pyramid to the first glass and when its full of champagne, it's going to drop down to the next glasses and next glasses, next glasses etc. If there is only a limited amount of champagne, there might be glasses down at the bottom of the pyramid that do not get any champagne. Why is this the case? Because they're just too far away from the source, from where the champagne is essentially coming in. If you think about a website, top glass would be your homepage. This is the page that usually gets the most links, the most link choose, the most has the highest authority on the website. And we want to make sure that the internal linking, which essentially every internal link would be another layer. Opened up another layer of champagne glasses. The internal linking is done properly. So we direct the link choose, the authority that comes into your homepage, in an appropriate way to your most important pages. If you're in a lead generation site, you're going to know that not all articles are going to generate right amount of the same amount of leads. So you want to make sure that those pages that generate both leads and should be having the most traffic also get the biggest part of the authority. So it makes sense to from your homepage link to those pillar pages specifically are those most important pages specifically to make sure that they get linked choose from the homepage directly handed down there. If you think about a blog category, for example, with a pagination where you might have an article sitting on page 15, about a certain topic that is not linked to from anywhere else, there's hardly going to be any authority such an article will have

and it's not going to be an article you're going to see ranking driving traffic or leads. Whereas those articles that you cite from the homepage. You have them possibly in the menu. Maybe also in the footer. You have them very often in other content elements and you reference it back. Those are the articles that usually do very well on websites. So on the flip side, if you want to see an article do well on SEO, make sure you focus on the internal linking first. Make sure this article gets enough champagne from the homepage so to speak. And then you're going to see in 99 out of 100 cases a big impact on ranking traffic and the number of keywords those articles rank for. I hope this was helpful. Check out your internal linking. Watch your internal linking on a consistent basis. And if you have any questions head over to [SEOLEVERAGE.com](http://SEOLEVERAGE.com). Send me an email. I'm happy to get on a call with you and check this out with you specifically on how we can get your key articles get more authority, rank higher and drive more traffic sales and leads. My name is Gert Mellak. You're listening to SEO Leverage. Thank you.