

# 057 - A Quick Win for Your SEO

**Gert Mellak 0:00**

SEO is very much about filling the gap between where you are and where the pages are that Google likes to rank, and figuring out how you can bridge the gap and make sure that your pages are as eligible as others to rank on page one and actually get some decent traffic in.

**SEO Leverage Podcast Intro Music 0:23**

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

**Gert Mellak 0:34**

This is Seoleverage.com. My name is Gert Mellak and this is episode 57 of our podcast. Today, I want to just really share a very quick tip that's going to help you figure out what are the low hanging fruits you can focus on with your site's SEO. You might have heard the saying that the best place to hide a dead body is page two of Google because nobody ever looks there. Definitely, you should look there when it comes to your website's SEO. Why? Because page two, even though it doesn't get any search traffic or hardly any search traffic there, it still means that the page that comes up there is probably among the top 20 of hundreds of thousands or even millions of potential search results Google could be showing. Google figures out based on their index what should be ranking at a certain position. And then ranks this based on hundreds of different search criteria. So if your page comes up on page two of Google, you already doing a lot of things right, but you might just be missing a little bit in order to really make the jump to page one. At this stage, what you want to do is you want to get a very good understanding of the positions that are ahead of you. And think about what are they doing better. Are they having better content? Do they have a better user experience? Are those websites faster? What about their internal linking? Do they link a lot to those pages internally? Do they get a lot of accidental backlinks? Do they have a lot of social media feedback, shares and likes and comments whenever they talk about this. You really want to get a good feeling, and compare this to your page. What are you missing? SEO is very much about filling the gap between where you are and where the pages are that Google likes to rank and figuring out how you can bridge the gap, and make sure that your pages are as eligible as others to rank on page one and actually get some decent traffic in. How can you find out which keywords are ranking on page two of Google? Well, first of all, you could check Google Search Console, there is a query report where you can get the average position of certain keywords. And if the average position is between 10 and 20, this is a very good chance that very often this page comes up on page two of Google. Another thing you could do is to use one of the main SEO tools like Ahrefs, SEMrush, or Ubersuggest possibly, and check the keywords and the rankings they have. SpyFu is another one that you might want to try. And those are paid tools. But it really pays off if you only get a few days subscription or a one month subscription and pull all the data you can get on your site and your competitors sites. You're going to have a lot of material to focus on moving forward. And it's going to streamline your efforts in a way that really makes sense and can really have an impact. So the next time you have some time free in order to focus on SEO, see where you're ranking

on page 2. Figure out why this might be the case and make the necessary improvements. As always, if you feel you would like to have some help in this process or get myself and my team into the process and check this out for you analyze your site, your competitor sites, do a quick audit on your site and see where things are, head over to [Seoleverage.com](http://Seoleverage.com) and get in touch with us. My name is Gert Mellak. Thank you so much for listening.