

059 - Scale Your Site

Gert Mellak 0:00

When it comes to SEO, scaling also means links. The more content you have, the more traffic you're going to have. The more it would be natural to also have other websites linking to you. But in many, many niches, I would say, 9 out of 10 niches, you need to help with link building a little bit and actually proactively reach out to websites, tell them about your content, find ways to get something published on their site, like a guest post or so and link them to your article, to your pillar article, to your category, whatever it is, in order to get external link choose or authority in, that can then be distributed on your site through internal linking.

SEO Leverage Podcast Intro Music 0:42

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

Gert Mellak 0:51

Hello, Gert Mellak here, this is episode 59. And you're listening to the SEOLeverage.com Podcast. Today, we're going to talk about scale. It's the end of the year at the time of recording. And it's always the time when we think about the plans for the next year. And when I check out websites, and this is pretty much what I do every day, I see that a lot of those websites need extra help with scaling. So you might have a few rankings. You might have been doing really well with some getting some leads, getting some sales, etc. But imagine you could really 10x this. Imagine you could really scale up next year. Imagine you could really rank for those top keywords in your niche and have a decent ranking for most of them. Imagine, you could really get the traffic that's needed in order to feed your email list and really build this out and scale it to leverage email marketing as one of your channels. So in this episode, I want to share a few ideas around scaling, that are definitely going to make sure you are set up for success when it comes to SEO but also business wise. Scaling and of course, we were in SEO podcast. Scaling in SEO is definitely related to content. Many, many people create one article per month. Maybe two articles. Optimize a few and actually many of my clients as well. Because on a certain level, you're happy to keep what you have, make sure that you add a little bit here and there and do a lot of content optimization. If you have a solid content base, we have clients with 1000s of pieces of content that really require a lot of SEO maintenance and refreshing etc. But ultimately, one really big way to grow is just adding a ton of content to your website. So maybe think about what could be necessary in order to 10x your content creation right now. Instead of two, if you create 20 articles per month, how, what is what this look like? Where could you get those articles from? Maybe you can't write them yourself. Hopefully you don't have time to write 20 articles a month. Who can write them for this? Can you hire someone? Can you purchase this content somewhere from external providers? Can you find someone on Upwork? Or other job platforms who can help you with the writing. What does the content writing process look like right now? Is there anything that can help you to scale? Are you leveraging tools like Jarvis.ai, etc, to create first drafts that then edited in order to speed the process up. Really think about how can you create more content, but then don't only push this content out, but make sure that

you publish it in a structured way. Making sure content is linked together. Making sure every piece of content is user friendly, can be skimmed, can be navigated, really adds value and make sure there are no duplications. You don't want to cover the exact same thing are many, many articles. Because Google is going to get confused. You might run into duplicate content issues where Google doesn't really know which article to pick, and doesn't give you the leverage you could do. So think about how can you do more content, but maintain the overall structure and quality of this content. When it comes to SEO, scaling also means links. The more content you have, the more traffic you're going to have, the more it would be natural to also have other websites linking to you. But in many, many niches I would say 9 out of 10 niches, you need to help with link building a little bit, and actually proactively reach out to websites. Tell them about your content. Find ways to get something published on their site, like a guest post or so and link them to your article, to your pillar article, to your category, whatever it is, in order to get external link tools or authority in that can then be distributed on your site through internal linking. Scaling means content, but scaling also means external links. But scaling also means internal links because the more content you produce and the more content you have on your website, the more important it is to make sure that the internal linking of how different articles are connected with each other really make sense and support your overall strategy. By the way if you need help with this, this is one of the main things we do here at SEOleverage.com. Send me an email, gert@SEOleverage.com or head over to SEOleverage.com and get in touch with my team and myself. We're happy to help you figure this out, audit your website. Give you an idea of what your ideal content map could look like. And then help you through the internal linking process. It just makes such a big difference if you have content linked together in a suitable way. Or if you have just content added to a category and you have 15 pages of a category that contains all kinds of articles. We just hit publish all the time and publish a few items. But don't link them together. This doesn't make sense for Google. This doesn't make sense for users. And ultimately, it's a huge opportunity costs. Because once you leverage all this content, you could really drive major traffic and leads to your business. I also want to talk a little bit about the business itself. Is your business actually prepared for scale? Very often we see people asking for more than they can chew. Asking for more business. What would happen with your business if you got twice the traffic, twice the leads twice the sales in a few weeks? What would actually happen? Could you handle it? Would you have trouble? What would actually break? A good exercise to 10x it. Just put out a spreadsheet, put out your, put in your current numbers. 10x in and then see what does this mean. If you sell 10x or 10 times the product you're selling right now, what does this mean? What does this mean for your stock? If you're a physical business, what does this mean for your delivery? When you're a service business, like we are for example, then suddenly we sell 10, more or 10 times the audits we sell right now, obviously, I need more staff. If I need more staff, I need to hire them early. I need to train them. I need to make sure they understand our processes, our framework, our way of analyzing etc. There must be more quality assurance. There must be more account managers. There's a lot of things that need to happen. And you don't want to scale your website to a point where you can't deliver on your promise. A third point I want to mention is service and infrastructure. Most people these days have a solid hosting and where the hosting either adjust with the performance demand. Or it's easy to change or upgrade to a higher hosting plan. But it's definitely something you want to look at. It's also something that affects caching for example. The more people that access your

website, the more you need to look into the loading performance. If people come from different places from this planet, you want to look into a CDN. A content delivery network, where content, static content, like images gets distributed in two different data centers. So there's always one server close to your audience when they want to fetch an image from the server to render a website, for example. So performance is a big topic, not only in your team, and for your content, but also from a technical point of view from your infrastructure. So I think it's a good exercise here, if you want to really do some thinking about your website and thinking about how the next year could, what it actually could look like. Really try to 10x everything you're doing right now and see how far you get. This doesn't mean that it's a failure if you only 5x your business next year, by no means it's not. But it gives you an idea what scale actually looks like from all kinds of angles. And maybe you're going to hire that salesperson earlier or that support person or maybe you see it about time to tweak a delivery process because you just can't do it all anymore. And really set yourself up as you grow the website. Also think about your business and how you can set your business up for success. If you want to have a chat about this and what scale could look like next year for your website, head over to [SEOLEVERAGE.COM](https://www.seoleverage.com). Get in touch with me. Get a quick audit. Maybe we check out your website and have a chat on Zoom, where we specifically talk strategy for your specific website. Not just general SEO. Make it custom for you and what your high impact steps are going to be. My name is Gert Mellak, thank you for listening.