

# 061 - Guaranteed Rankings on Google

## **Gert Mellak**

SEO in guarantees is a really interesting topic. So what happens a lot here is just that SEO agencies are going to come with crazy pricing, and on top of that give guarantees. So very often they have compelling offers at first sight for potential clients of theirs. And a lot of companies actually fall for them. And they even find some gray areas where they actually do get some rankings, even if they're completely irrelevant and not helping the clients at all. There might be some keywords suddenly ranking on the front rows of Google. And they just use this as justification to really make sure that there is no possible claim from the client side. Our approach is very different. So we spend a lot of time initially trying to get to know our clients business, making sure we absolutely understand who they're trying to reach in order to get their product or service sold. And then figure out how those people are searching on the internet where they hang out, what kind of profiling do they have, and then we're able to create content that's actually going to resonate with them in the best possible way.

## **SEO Leverage Podcast Intro Music**

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

## **Gert Mellak**

Welcome this is Gert Mellak from Seoleverage.com, you're listening to episode 61 of our podcast. And today I really want to talk about SEO and guarantees. So obviously, everybody investing in SEO knows that this obviously, is not cheap. SEO is something that is really, really important to leverage for your business. But it's not something that you can easily get for \$50 a month. So once you get into SEO, it's really a question of how can you make sure that you actually get a positive return on investment. And this is where it's important to understand a few things around guarantees, because there are a lot of shady agencies out there, a lot of good ones as well. But definitely a lot of shady ones, will just take advantage of people not knowing how SEO actually works. And they do a thing called giving guarantees. So they guarantee your rankings, they guarantee success. And for me it's always funny how to do this. But I actually, I want to make sure in this podcast episode, as we understand, it's not possible to give guarantees. And if you want to know why it's not possible, then listen to this show, I'm going to make it short. But there are two, three concepts I want you to understand. Now before we dive in, let me point out that at [SEOleverage.com/podcast](http://SEOleverage.com/podcast), you can find all the episodes we have been recording. This is 61. So it's already quite a bit there, insightful tips based on my coaching calls with clients based on the strategies we develop to get clients from where they are closer towards their goal. So head over to SEO Leverage. We are an SEO agency with a little bit of a different approach. I believe we have developed a framework over the years, that makes sure that we take in all the things that are important when it comes to SEO, because it's like very much like personal training, or fitness training where you can't just grab the diet and forget about moving your body or you just do the workouts but you completely ignore the dietary part. There's just a lot of things that need to be done to get fit, and a lot of things that need to be done

in order to make sure that your SEO is taken care of. So if you need help with this, send me an email right afterwards, it's gert@seoleverage.com. GERT@Seoleverage.com. And I'm going to personally drop you a line and we figure something out. SEO and guarantees is a really interesting topic. So what happens a lot here is just that SEO agencies are going to come with crazy pricing and on top of that give guarantees. So very often they have compelling offers at first sight for potential clients of theirs. And a lot of companies actually fall for them. And they even find some gray areas where they actually do get some rankings even if they're completely irrelevant and not helping the clients at all. There might be some keywords suddenly ranking on the front rows of Google. And they just use this as a justification to really make sure that there is no possible claim from a client side. Our approach is very different. So we spend a lot of time initially trying to get to know our clients business, making sure we absolutely understand who they're trying to reach in order to get their product or service sold, and then figure out how those people are searching on the internet where they hang out, what kind of profiling do they have, and then we're able to create content that's actually going to resonate with them in the best possible way. Getting guarantees means or requires that you're actually in control of whatever can impact the situation, right? So if I guarantee you a result, I can only guarantee it if I have full control over all the variables, otherwise a guarantee is not going to be serious, is not going to be legit, and simply doesn't make sense. Now look at Google and look at all the variables we have there. So you have Google, a very good and smart search engine, you have hundreds of 1000s of competitors, many of them trying to get their site to page one. You have an algorithm that changes daily, multiple times, you have macro scenarios that change the way search actually works. So if you search for the term virus in January 2019, and in April 2019, or 2020, sorry, it was very different. What kind of results came in, just because the macro scenario changed heavily in search depth. So you can see there's just a lot of variables out there. And there is just no secret formula you can apply with specific site chance to page one, or position one, it's just not possible, because there are hundreds of hundreds and hundreds of elements that impact this, what we can do is that based on our experience, as an SEO agency, we can help you line up all your ducks in a row and make sure that you have a very high chance to get good rankings. Have get with your existing URLs ranking for more keywords, drive more traffic to those URLs, figure out which URLs are actually important for you and make sure that we drive more traffic to those because those might be the entry points for your conversions. All these things we can do. But we can never guarantee specific rankings, because they're just out of control. And then many of those agencies really just to prove their point are using extremely risky techniques, which a serious agency would never be able to use, because it's just not something if there is anything happening with your domains. Suddenly your domain get blocked from Google or whatever, penalized. We can't justify any of that. So legit agencies not going to do any shortcuts that can potentially harm your domain, or jeopardize your entire business that's relying on the brand you have been building over so long. So really very important to understand, so many variables, it's just not possible to guarantee any rankings. And the last reason why it's not possible, I often mentioned to my clients or prospects and potential clients that want to come in is that even if it was possible, imagine for a moment it was possible to have this secret formula and and get it guaranteed number one position. How often do you think are those agencies setting this right? As soon as there are two people trying to get with this secret formula to pay position one, the guarantee already doesn't work anymore. So there's just no

way to grab this really from a legit point of view. It just scammy tactic, I really can't stand this. I do like it though, because many of those clients that get scammed in another agencies end up coming to us looking for a slow and steady approach rather than trying to trick the system. And then stick with us for years. If you think this is something you're interested in, head over to [Seoleverage.com](http://Seoleverage.com). Let's get in touch. You're listening to our podcast. Thank you so much. I really appreciate you taking the time listening in. Subscribe to the podcast, don't miss any episodes. We push out one every single week. And we have a lot of interesting material coming this year. I'm really excited about some of the guests that have already confirmed working with us on the podcast. So let's see what this brings. Hang around. Get in touch with us. I would love to hear from you about your SEO issues and thoughts around your website. My name is Gert Mellak. Thank you so much.