

063 - When Can I Stop my SEO

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:30

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

Gert Mellak 0:39

Welcome back to Seoleverage.com. This is episode 63. Today, I'm going to address one of the questions I get every single week, at least a couple of times usually spent most of my times on calls with clients, with my team members with potential clients who want to join our Erica program, or want to get one of our deep dive audits on their site. And in those conversations, one question pops up all the time. And it's really comes from a place where I have explained to everybody on those calls, that SEO requires dedication, requires a lot of effort to keep things going to build this momentum and get those rankings. And then they go like, Gert look, these all sounds great. And once we have then those rankings and we get these hundreds or even 1000s of opt ins every month, essentially for free from Google, can we then finally stop SEO and focus on our usual business again? This is usually the moment where then take a while and articulate, let's think about the mindset here around SEO. And let's think about what this actually means. So what it actually means when you have those rankings and you get hundreds and 1000s of opt ins, we have clients getting 5000 opt ins a month from SEO, what this means is that you're already really busy, obviously, you need to dedicate a lot of resources, not only working with those leads, but also maintaining your content, etc. There are going to be other companies out there who want the same thing. And they're also going to do their SEO efforts in order to make this happen. So just because you are the best at some point and have your top rankings doesn't mean that you can just stop everything. And because competitors are going to take over they are going to figure out some things on their end as well. Google shifts, Google sometimes wants to have more variety. Might push you a little bit up or push you a little bit down. This is definitely not something you can just leave there and then focus on your business. It's more I remember at least a couple of conversations with clients who said, Look, we were doing really, really well in SEO, and then focused on essentially working through all the business that was coming in. And we had a waiting list we had to process with new clients. And while we were focusing so much on the business, we actually saw our competitors take over our positioning. And now they are the ones that rank on page one, and we are somewhere behind on page two, or page three, or even worse. So there is really no chance to leave SEO completely. You can probably dedicate a little bit more effort to it a little bit less effort to it. But there is going to be a consistent effort. And this is where it's so important to really make sure that you have the right resources dedicated to

it. And what I mean by that is that there are people who actually only focus on SEO like we do for clients. Our clients do their own thing, but they have us watching over their SEO, and every couple of weeks I'm personally telling them what kind of thing needs attention, what needs to be focused on what kind of article needs to be refreshed, what new articles should be created. Where did they get competitors get traffic, where are they versus their competitors when we run a benchmark analysis and so on. What happens if you don't have this is that everybody who is on the team is going to be used for any other work that comes up. And SEO is going to get less dedication, if any at all. And after a few weeks or maybe a couple of months, you suddenly see positioning dropping, and you're just not as relevant anymore as you were before. So to answer the question, SEO cannot really be stopped. We can put SEO in the so called maintenance mode as we see it here where there is maybe less work to be done because everything is updated. And the process internally works so well, that with a little bit of guiding from us, we can already maintain the status quo and pretty much maintain the rankings. But there are still resources going into SEO, it never stopped completely because this is a competitive landscape. You can be the fastest runner today, but if you don't continue to workout, you're not going to be the fastest runner tomorrow. The second thought I want to share is that if you're actually starting SEO and already thinking about finishing it, you might want to really think whether SEO is the right channel for you. Maybe a mindset thing or a misunderstanding about what actually SEO means in the potential it has, but definitely SEO is something that once you take it seriously and you build up the momentum to get results, you really don't want to put the brakes on this machine. You want to keep going, you want to keep ideally growing, keep the momentum up and get all those free leads and sales without spending money on ads. Now, if you're in a situation where you say, look, I really want this SEO thing and, and yeah, okay, I understand this is not something we can stop, but we definitely need someone who helps. My team helps us here guide our efforts and make sure that we focus on the right things and don't play around with vanity metrics that actually don't have any impact in our conversions or sales, then by all means, head over to SEOLEVERAGE.com. Get on a call with me. I'm really happy checking out your website and talking about what we could do for you, what we think is realistic, and then you can make an informed decision. Just head over to SEOLEVERAGE.com My name is Gert Mellak. Send me an email through there or book in a call with me and looking forward to connecting soon with you.