

065 - SEO for Service Providers

Gert Mellak 0:00

So if you're out of content ideas, you don't know what to talk about, talk to your sales team, for example, what are the questions they are getting all the time that you could answer on a specific blog and make it easy one question per blog post, and you have a lot of material that you can rank on Google easily, because those questions are not going to be very competitive terms to rank for, but they're going to bring the right people in. Very often, we want to rank for high search volume keywords, but many, many people coming through those keywords will not be in the right moment. Will just be exploring, will not be ready to take action. But if you go for smaller keywords, and especially if you solve problems or questions people have before purchasing this is the kind of content that brings in the right people. And this is the kind of content you want to have on your website. And this is also very, very good to share on social media.

SEO Leverage Podcast Intro Music 0:54

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

Gert Mellak 1:04

Welcome back to Seoleverage.com. Gert Mellak here, and you're listening to episode 65 of our SEO Podcast. Today, we are going to talk about how SEO can be the greatest asset for such a service based business. And if you own one, or work with a service based business, this episode is for you. Before we jump in, let me just quickly point out that over at [SEOLEverage.com/podcast](https://seoleverage.com/podcast), you're going to find all our episodes, this is 65. And there's also going to be a written version about what we talked about here. What are the main tips and resources. One thing we see very often with service based businesses, and I honestly audit hundreds of websites every year is that they had create content, essentially with the idea of sharing it on social media. And this comes with a really big problem. This content very often doesn't have an intent that would serve a search user. What I mean by this is that you can be the best expert in your industry, you can be the service based business with the most experience in your area. But it still doesn't mean that the content you produce follows something that Google wants to rank. It might not be something users might be actively searching for, they might still find it interesting, but maybe not searching for it. And in this case, the content for SEO purposes is useless. This doesn't mean you have to throw everything away. But at least I would like to manage your expectations because content that works great on social media doesn't automatically rank well. So from now on, my recommendation would be create content with an intent. And if you expect Google to rank this content, you will need to follow a few guidelines I'm going to lay out here in a moment. The first guideline is that you want to make sure that every search intent is only answered once on your website, on one particular article. Very often people confuse keywords with search intent. And they think that only one keyword can be mentioned in one article, or they try to stuff keywords into an article because they need to be in there for this article to rank for 20 different keywords. You really want to think about it from a search intent point of view. What is the query where this article you're about to publish is going to be the best

answer to that Google can rank? And when you think about it this way, you're going to find questions, for example are a very, very good topic, because automatically, you're going to be giving answers. So if you focus on creating content around particular questions, you're going to make sure that your answer is in line with what Google users expect, you're going to make sure that you leverage the experience you have on your company. And it's also going to be very, very easy to find topics to write about. For example, a client of mine many, many years ago, I think they have been with me for 12 years now straight, wanted to create a blog and didn't want know what to write about. And I back then I think we didn't even do officially inbound marketing back then. But I essentially just said, Look, you probably get the same questions all the time about your product, specific product with a service they install at a client's facilities. And as I look, collect all these questions, and let's answer them on your blog. And actually, this is what we have been doing for 10 years, essentially, was collecting questions, answering them on a blog, and he's still getting every single day he's getting leads from those articles. Because these are questions people ask Google about. They want to know this. So they type the question in they ask their Google Assistant, they find answers on their blog on the blog. And the blog then naturally leads into a request for a proposal for example, or request for more information request for a call. And these kinds of leads are very, very valuable for two reasons. One, because people have done their own research to find this and this gives them a lot of trust if then Google points to an article that answers exactly their question. And the second one is that they're in the moment where they are open for suggestions for this problem to be solved, and probably also for purchasing this service. So if you're out of content ideas, you don't know what to talk about, talk to your sales team, for example, what are the questions they are getting all the time that you could answer on a specific blog and make it easy one question per blog post, and you have a lot of material that you can rank on Google easily, because those questions are not going to be very competitive terms to rank for, but they're going to bring the bright people in. Very often, we want to rank for high search volume keywords, but many, many people coming through those keywords will not be in the right moment will just be exploring, will not be ready to take action. But if you go for smaller keywords, and especially if you solve problems or questions people have before purchasing this is the kind of content that brings in the right people. And this is the kind of content you want to have on your website. And this is also very, very good to share on social media. What content ideas, go to your customer service team? What issues come up after you deliver your service? What kind of questions do your existing clients have? What kind of service do they need after you provide your service? What kind of follow up questions do they need to be solved? What kind of additional product or service? Are they interested after you have delivered your initial service? So definitely go and talk to your customer service team as well, who answers the calls. They can make a note in some spreadsheet or so with those questions that come in. And then you have a list of topics that you can then write about. Very important when you write about something, check, what is it that Google wants to rank about this. So if you just copy and paste a question into the Google search box, you're going to get an idea of what Google wants to rank in this case. And if your content is vastly different, because for example, you have 200 words in Google, seems to be ranking 1500 word articles, you're going to have it really, really hard to rank. The same time, if you have the best in depth, article 5000 words well researched, well referenced, etc. and Google actually just wants a simple answer in 200 words, you're also not going to be ranking.

Google is going to tell you what they want to see, and the better you are at combining your experience, your know-how about this, with Google's expectations, the more SEO success you're going to have. One really, really good resource service businesses have is actually their own team. And I know this from my own experience, my team is now 25 people big. We have people with many, many years of SEO experience. Many years of dealing with clients every single day. And they are any man's resource to really know what kind of problems our clients are facing. What kind of challenges they are facing, what kind of doubts they have when it comes to SEO to our service. So talk to your team, your team knows much more than they will admit. And if you ask the right questions, you're going to extract a lot of information. Make a brainstorming session, make this a business lunch, or have coffee over zoom. If you have a remote team and say, Look, today, we're going to talk about everything that occurs just about when it comes to our clients. What are they going through? What kind of situations do they have? We had a client who just had a baby, this changes the game because this delays student answers. What kind of issue do they have? They're trying to have a business while having a family. How do they cope with this? Can we create content around this with online businesses and while having a family or raising a kid. There are a lot of content ideas that come out of daily things that happen. On the Help Desk, for example, or in conversations with clients, that can be great material for you, in order to create really, really good content that actually answers search intents. Now, if you're a service based business, and you want to leverage SEO for your content, and for your business growth, ultimately, I would really encourage you to get on a call with me head over to Seoleverage.com. I would love to check out your website, I would love to check out what you're doing in terms of content. And I'm usually very able to tell you whether this works or won't work for you or where the potential is that you already have or where you might be missing out on something. And I can guide you on the next steps. What would make sense? Is this a full audit for your site? Is this a content research we just line up some topics you can write about. Is this ongoing guidance? And we just have a chat, connect, give you some feedback on your site. You can also get a quick audit directly on our website which is very cheap, and is going to give you a good head start with SEO and moving forward and making sure that you focus on the right things. My name is Gert Mellak thank you so much for listening.