

071 - Quantity vs. Quality in SEO

Gert Mellak 0:00

So creating one really, really good piece of content might just not be enough. And you might want to really go a little bit deeper. 20 articles, 30 articles, 50 articles for a new website can be really normal to start seeing some traction going. If you create a new site today, or if you just start your blog tomorrow and you used to only have a sales page on your website, it is possible that you need to add quite a few articles in order to start seeing some progress.

SEO Leverage Podcast Intro Music 0:35

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

Gert Mellak 0:45

Welcome back to Seoleverage.com. My name is Gert Mellak, and this is episode 71. And today we are going to talk about quality versus quantity in SEO. As usual over at SEOLEVERAGE.com/podcast, you're going to find all our episodes with a written summary. And SEO Leverage, we really try to identify what every single one of our clients wants to achieve and how SEO can contribute. SEO is very likely not going to be your only channel of traffic leads and sales. But it's definitely an important one. Because when people search for something, they really are in this position where they can consume content, they have set aside some time where they can actually read and consume a video or text, skim through it, compare a few pages etc. So this is very different from disruptive marketing on social media, where there might be in a completely different state of mind. When people search for something they want to find content that is going to help them, that's going to inform them, that's going to solve their problem or is going to entertain them. The content that ranks higher on search is going to have a higher chance to get clicked on and is going to drive more traffic to those sites when content on sites not ranking so well, ranking on page two, page three or page 10 of Google. In order to get your content ranking on page one as high as possible. It's not only going to be about creating the best possible content. It's true though, that Google is going to try to rank the content that makes Google users happy. However, Google has its own algorithm to figure out what it is that's going to make users happy and deserves to rank up there at the top. When clients ask me about quantity versus quality, I usually start by saying look, it's all about really the quality on every single piece of content you're working on. Because ultimately, a low quality content is not going to work overall for your business. However, and this is a very important point, it also very often comes down to the quantity because of several reasons. One, being topic irrelevancy. The example I usually explain this with to my clients is that if at Seoleverage.com, tomorrow I was offering advice on cancer treatment, I would probably not have a chance to rank. To be honest, I hope I wouldn't rank because I wouldn't know what I was talking about when it comes to medical terms there. And the same thing happens in all industries. Google is going to try to get an idea whether you know what you're talking about in your content or not based on other articles on your website. And the better you cover a topic. And the more you relate one article to the other one, through the so called topical map, meaning interconnecting relevant and related topics, the

better, it's going to be possible for Google to figure out that these all make sense and this all ties very well together. So creating one really, really good piece of content might just not be enough. And you might want to really go a little bit deeper. 20 articles, 30 articles, 50 articles for a new website can be really normal to start seeing some traction going. If you create a new site today, or if you just start your blog tomorrow, and you used to only have a sales page on your website, it is possible that you need to add quite a few articles in order to start seeing some progress. And this is where quantity can't be left out of the equation. We need to show quantity in order to show importance. This isn't only true for content creation, but also for example, for link building. If I just create one link every month or every other month to my website, obviously it's going to compound but maybe by the time I create the 10th or 12th link, the first one already doesn't exist anymore, or Google might not pay so much attention because it's a link that already from a year ago. So also with links you want to make sure that you consider the quantity of links you're sending specially based on how many links competitors are getting to their pages, month after month. If competitors are getting 25 links every month to their main articles, and you're getting five, you can imagine what kind of signal this would send to Google. 25 people recommending your competitor with a link or referring to them in your industry as an authority versus five recommending you. It's automatically as long as those links are relevant, that Google would prefer most likely the other website. A way to think about this can be that for a site that's starting new, or that's just creating their blog section, or the resources section, where they start doing some SEO, quantity is definitely very important. In order to show you're relevant in your space, you want to be talking about your industry quite a bit from all kinds of angles. We usually inform this by creating and topic, research, topical map for our clients, and lineup, what kind of information should be in those articles. So they already are set up for success, right from the beginning. If you don't have this kind of guidance, you still want to at least do some Google research and see what kind of topics come up. If you have a keyword you want to rank for, you want to check out Google and see what is ranking, and what do those articles have in common. I used to do this kind of research 15 years ago with handwritten notes, just noting down what caught my attention that was similar across the different results. And then making sure that my clients had those characteristics reflected in their articles. Meaning if everybody has a video embedded, you probably also should have one. If everybody's talking about certain subsections of this topic, you probably also should do so just to make sure that your article is in line with what Google wants to rank. For a more established site, very often, it's more a matter of consistently optimizing the quality of those articles, and making sure they're in line with Google, rather than creating huge quantities of new content being pushed out all the time. So you can see quantity versus quality really depends on what you want to achieve. It depends on the stage of SEO your website is in. And it definitely depends on what you're doing. Are you creating content? Are you building links? And what is the competitive landscape actually doing and how many content items, how many links are they putting out there creating in order to maintain or achieve those top rankings you would like to achieve? You cannot differentiate your strategy vastly from the strategy that's predominantly being implemented in your competitive space. If you have any questions about this or want to know whether you should focus right on quantity or quality on your website, head over to [SEOLEVERAGE.COM](https://seoleverage.com), scheduling a free consult with me. I'm happy to check out your website, we have a quick chat, connect, and I can then better guide you. Or maybe you can also get a quick audit directly from our website, where a colleague of

mine and myself are going to be assessing your website and lining up some potential growth areas and issues. My name is Gert Mellak, thank you so much for listening.