

069 - SEO for Consultants

Gert Mellak 0:00

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SEO Leverage Podcast Intro Music 0:28

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

Gert Mellak 0:38

Welcome back to Seoleverage.com. My name is Geet Mellak, and this is Episode 69 of our SEO leverage podcast where we're going to talk about SEO specifically for the consultants among you. Now, I've been doing consulting for quite a few years myself not only SEO consulting, but also digital marketing, consulting, and lead generation consulting for quite a few years. So I did get quite some success on SEO for consultants as well. And I want to share a little bit of my experience. First of all, I want to address that the consulting for me is someone assisting or advising another company in order to get closer to one of the goals they have. So an SEO consultant, for example, is going to advise you what to do in order to get your SEO closer to their SEO goals or help your business get closer to the goals with SEO, and this consultant role usually is an external role that is hired specifically for this part of the day to day business, in order to improve the current situation of this business. SEO consultants or consultants in general, are advisors. And what this means is that someone needs to trust and implement the advice in order to get the results. At SEO Leverage, we have our Erica framework and you can download the book over at Seoleverage.com for free if you want. We essentially follow a proven methodology for every single project we work on, depending on the corresponding strategy and make sure that these suggestions get executed. In order for them to get executed, we need our clients as consultants to trust us. They need to trust us enough to first of all hire us. And they need to trust us enough to then implement our advice because they know and understand and come to learn that the advice comes from a point of position of experience. Now how can you build up as a consultant this experience and this trust necessary from your client base in order to have them believe you, trust you, hire you in the first place? One thing you can do in order to become an authority is to author, to create content. Create content that people find when they have an issue, and you are the one solving their problems. On Seoleverage.com you're going to find for example, a lot of content around Shopify. We help a lot of Shopify sites with their day to day issues. And they come to SEO leverage, and they are going to find an answer to their Shopify related problems. I have been doing this in different niches as well from fitness marketing to ecommerce to lead generation. And the methodology that has always served me very well is to present my methodologies, my approach, my solutions to certain problems and knew my potential clients and customers were facing. It's important to not only share this advice then on social media, although I think it's a very good channel to build up this trust, especially if you can support it with ads to increase your reach on those platforms. For me, it's really

important that people can find this solution when they actually search for it. I'm very fond of not getting into people's faces too much, but rather appearing when they actually search for what I can help them with. So someone's searching for how to position a Shopify SEO site or Shopify site with SEO are going to find my brand Seoleverage.com and the corresponding services we offer. So for SEO for consultants, or to make SEO work for consultants, it's important to actually solve problems. This is very obvious, but not very common. I see a lot of websites where people just share whatever content they want to share based on their experience, but they're not really solving problems. They're not really answering any questions people have and type into Google. So first of all, if you're a consultant and you want to bring people in and have people get to know you, you want to answer their questions, you want to solve their problems. So every piece of content moving forward that you create for your blog, for your site, should be aimed at serving a particular need and the more people that come to your website and feel that you are helping them fulfil their needs or solve their problems, answer their questions, the more people are going to trust you over time. This is not something that's going to happen overnight, it's going to be something you have to work on consistently. But by making sure that your content solves problems is actually going to speed up the process. Another thing you want to pay attention to is the site structure. Not only because you create an article every single week, or five articles a week or two per day, Google is going to rank you any higher. It is true that volume is important because it gives you more chances to put something together that Google actually likes and wants to rank better and better over time. However, you don't want to just add random articles to your site. You want to make sure that your articles belong together and go together on an overall site structure you're building. On Seoleverage.com for example, we have a site structure that talks about leads. We have a part of the site structure talks about e-commerce, part of the site structure talks about SEO services in general and how to find a good agency. So we just try to make sure that we have an overall umbrella where we just then go deeper into the different sections of the topics we talked about. And the podcast, for example, is also one of those sections where we add content specifically for our audio audience first and foremost. One thing you do not want to forget, if you're in a consultant and want to reach your potential target client via SEO, is calls to action. We have other episodes here on where we talk specifically about how to increase conversions. You can also check out our YouTube channel over at YouTube find us with SEOLEverage. And you're going to find tips and tricks on how to extract conversions and get people actually to take action on your site. And you also want to make sure that you have a mailing list. You want to make sure that people can opt-in for something, get something in addition for free ideally. So you can then get their email address and stay in touch and provide extra value. People finding you when they have a problem, people getting their solution for the problem with your help. People opting in to learn more about you or people consuming more from you and getting more value are very inclined to become clients of yours at some point. So this is definitely one of the best strategies that has served me well in the past in different businesses, business model and is also going to serve you well. My name is Gert Mellak. If you want to have a chat on how to attract SEO traffic that converts into clients for your business, send me an email to info@Seoleverage.com Thank you.