067 - Time Equals Insights

Gert Mellak 0:00
Time equals insights, very often when it comes to SEO as long as the person spending the time on those particular things knows what they're doing. And first and foremost, they have your business goals in mind. So if you want to make sure you leverage whatever you can in terms of SEO, you want to make sure that the person doing this for you, has all the insights they need about your business, and the necessary experience in SEO to actually guide this process and come up with these kinds of insights.

SEO Leverage Podcast Intro Music 0:36
Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:46
Welcome back to Seoleverage.com. My name is Gert Mellak and you're listening to Episode 67 of our SEO podcast. Before we jump into today's topic, I want to make sure you know that over at SEOleverage.com/podcast, you can find all our episodes. This is 67. But you're also going to find written versions about most of the episodes where you can also read the about the sources and some additional context on what we're talking about here. Today, I would like to focus specifically on the analysis process that goes hand in hand with all the SEO work we are doing. And especially in SEO Leverage, we have our own R&D team consisting of multiple very experienced SEOs, including myself, where we discuss every single week, multiple times what we can do in order to bring our clients projects forward. This doesn't only include optimizations on their own site, but also includes deep dives into the competitive landscape, into competing websites, competing domains, other content sites coming up for their search traffic, search queries. So we can extract weak points off competitors, and can make sure that we leverage those weak points as an additional advantage for our clients projects. The interesting thing here is that for an experienced SEO, it's really a matter of time. How much time can you actually dedicate to a project? One of the things my team and I are focusing a lot on is to make sure that we have a specialist focusing completely on a project and really being able to have a good understanding what the competitive landscape looks like, what are the competitors? What are we ranking for? What are we struggling with? Where do we get the conversions from? And also, we have an one person of the R&D team, doing an extra layer of deep analysis. So for example, we run specific tools that run statistical analysis, correlation analysis, about on the top 100 search results. So we can extract what they have in common, contrast with our clients projects, with our clients page specifically. And figure out a lot of things that otherwise wouldn't be possible with a more constrained time. If you have help with your SEO or if you have someone on your team for SEO purposes, you definitely want to make room or space for this kind of analysis, where they just focus on what is actually happening, try to extract some intel from what they see on Google, from what they see in their tools, what they see in their crawl analysis, etc. on the server side as well. And just to make sure they can move a little bit freely within all this data and see where the data leads you. I remember a specific example where we did the exact same thing with a client of mine here in Spain, and figured out some suddenly a six figure

business for them. And it has been running on six figures for seven years straight. And it's just really a side hustle that came out of a conversation with some additional analysis. A quick WordPress website set up and this has been going on ever since. Time equals insights, very often when it comes to SEO as long as the person spending the time on those particular things knows what they're doing. And first and foremost, they have your business goals in mind. So if you want to make sure you leverage whatever you can in terms of SEO, you want to make sure that the person doing this for you has all the insights they need about your business, qnd the necessary experience in SEO to actually guide this process and come up with these kinds of insights. My R&D team here creates so called R&D protocols, where we know that everything we find and try to make sense of the different parts in order to then formulate specific, actionable insights, action steps for everybody of our clients. So we can then implement those suggestions and get them their competitive edge they actually come for. I was just talking to a client before recording this podcast, where we tripled their conversion rate just by suggesting a different layout on their page. From 0.3% to 1% right now. Have we been able to grow the conversion rate and it's probably growing to grow to 1.2 - 1.5%, at least. And this is just from one single article. So once an SEO understands what you're trying to achieve, has a little bit of a general background in digital marketing, and looks at the data. There should be the insights coming, but you definitely need to make room for those insights, you need to dedicate the resources in this case, time of those SEO people working for you, or the SEO agency needs to have enough time in order to really dive deep into a project and come up with these insights. Now, if you don't have a team, if you don't have an experienced SEO person on your team or in your area that can do this for you, I would be more than happy to welcome you on one of my free consulting calls where we check out your website. And I can definitely personally assess you on what would be the most important next steps for you to take in order to leverage SEO for your lead generation, for your sales, for your brand awareness. Whatever is actually your goal. There are different strategies and tactics around those and I will be more than happy to help you on your way. Head over to Seoleverage.com. Thank you very much.