077 - How You Are Wasting Your Time with SEO - and What to Do Instead

Gert Mellak

So worrying too much about Yoast, or thinking that this is already enough for your SEO is definitely going to be wasting your time. So rather than focusing too much on those plugins, why not take a step back and say, Okay, what am I actually building? What kind of content base am I actually building? How are those items related to each other? And then I can take a very quick to second glance just to make sure that everything that's on my posted note actually is in this article and Yoast is going to confirm, but then really, SEO is much more than that.

SEO Leverage Podcast Intro Music

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

Gert Mellak

Welcome back to SEOleverage.com. This is Gert Mellak, and you're listening to Episode 77. You probably have heard that SEO takes a while. SEO agencies usually takes about six to eight months, sometimes 12 months or more and very competitive niches, many websites are going to see progress already after a few weeks. But then until the page one ranking happens and you start climbing up the ladder there, not really a lot is going to change in your opt ins in your bottom line. So you want to make sure that the time you spend working for you SEO is time really well established and well invested. And then what we see all the time, and when someone books in a free consult through the web and has a chat with me, what I hear is that they are very often spending the time on quite some useless things where they think it's good for SEO, it might even technically be good for SEO. But that doesn't really move the needle. And this is why I thought I'm going to record a few thoughts of the biggest time wasters I have heard people talk to me about and make sure that you don't make the same mistake or frame those tasks that might be part of what you do every day in a different manner. So here they are directly. Time waster number one, they publish content every week. The idea behind it is that Google obviously likes fresh content. And by publishing once a week, they believe that Google is going to rank their articles in general higher because they Oh, there's always something going on on the website. And this would magically make sure that Google likes the website better or just automatically ranks articles higher. This is problematic in many, many ways. First of all, Google and Google reps themselves, they say, Look, we don't need fresh content every week, what we need is good content that's maintained over time. And what this means is that, first of all, if you publish every week, or if you publish 10 articles at once, Google doesn't really care about. What they do want is that your article is always in line with what Google users actually want. Google wants to make users happy. And Google users expect different things at different times. Just think about what people expected when they typed in virus before the COVID pandemic hit, and what they expect afterwards. You can be pretty sure that if you put in virus now something about

COVID is going to come up. Whereas before it might even have been computer virus or something like that. So Google adjust to macro events. Google adjusts to changing user behavior. And this means that the content you write today, tomorrow possibly needs to be maintained, changed, edited, rewritten, refreshed, just to make sure that it is still in line with what Google users expect. This Rhythm of publishing every week comes with the second problem, which is that very often the quality of those publications is not well established, is not guaranteed. Because very often this having to publish every week, puts a little bit of pressure on the writer on the person editing the article, checking the article, etc. Sometimes articles go out and check and the quality is really, really bad. So rather than publishing or forcing yourself or your team to publish every single week, why not check out what you have already published. Is this still valuable? Can this be deleted? Can this be redirected to somewhere else? Or can you just spend most of your time possibly already maintaining the articles that you already have, rather than creating new articles. Later, we talked about a third problem that comes with one of the time wasters I want to talk about. Time waster number two for me are SEO plugins. Everybody probably has on their site, some sort of SEO plugin. Most websites we work with are using WordPress or Shopify. And most of those solutions can enable you the possibility to add some SEO plugins that make sure that your content is in line with your SEO goals. Usually, these plugins have a few checkboxes or or checklists and show you ticks whether you have or haven't done something. And people very often come to me to the call and say, Look, yes, we do SEO because we tick all the boxes on the Yoast plugin on the rankmath plugin, or whatever it is. Now, I'm not against those plugins, we use them all the time. What I want to make sure that we understand is that ticking those boxes, just make sure that the rules the plugin has established, are met. And if the plugins checks for certain keywords in your content, and how often you mentioned them, or if you have a link, if you have an h2 headline, if you have this if you have that. This is what the plugin says this does not necessarily mean that this is what Google actually wants. So having your plugin show all the ticks in green doesn't automatically guarantee that you have everything done for SEO that is there to be done on this article. What about other articles on your site linking to this one for example? What about making sure that this article isn't a duplicate with other articles you have on your site? What about making sure that this article actually approaches the topic in a way Google wants it to be approached? There are so many things we need to see around SEO and based on the competitive landscape of the term and the industry where we want to rank, the ticking boxes on a plugin can be a really quick help but essentially is the same as having a post it note on your screen that says make sure that you have the title, you have a meta title, a meta description are some highlighting and sections in your article. So worrying too much about Yoast, or thinking that this is already enough for your SEO is definitely going to be wasting your time. So rather than focusing too much on those plugins, why not take a step back and say okay, what am I actually building? What kind of content base am I actually building? How are those items related to each other. And then I can take a very quick to second glance just to make sure that everything that's on my posted note actually is in this article and Yoast is going to confirm but then really SEO is much more than that. We have people having their virtual assistants, for example, focusing on plugins for years writing content, always making sure that the SEO plugins are happy. And if you ask them if they did SEO in the past, they say yes, we have always optimized based on the Yoast plugin or the rankmath plugin. This is not SEO, this is just the checklist that you where you tick a few boxes.

SEO needs a strategy, you need to know where you're going with your SEO, you need to know how every single article is contributing to your overall goals. And what kind of role SEO can do here, then this head in the right direction. And this is very often very hard to do on your own. And this is very often the moment where people can reach out to me and ask myself and my team for help with this and guidance. The way we do this then is lining up what kind of content should be written for better SEO results? How can we leverage the content we already have? How can we make sure that we prune stuff from the website that isn't even necessary. So there's a lot of things where we give our clients guidance inside SEO leverage, so they don't have to focus on ticking boxes. The third time waster is really this publishing fresh content all the time. So we initially already talked about this written of publishing every week to seems to be a theme or essentially a myth. We want to bust here that you have to have fresh content every week. But I want to talk about fresh content in general, news outlets are a very particular type of site that obviously is going to publish multiple articles even every day. That because news are expiring very fast. So what's newsworthy today might be completely obsolete tomorrow. So the necessity of publishing news articles all the time. It's just something that for particular websites is really, really important. Fresh content, however, doesn't always mean we need to publish new articles, we can establish a content inventory, part of what we do in-site audits is a so called content audit, where we check all the articles on our website and check how do they perform in Google. How do they decay meaning? How does Google lower the importance or priority of some of those articles, and what can we do about them? And this way, we can very often work with what is already on the site. Rather than focusing on creating something new all the time. Some of my clients are pretty much forbidden as much as I can do this as a consultant forbidding them to create new content. Because I really want them to focus on the existing content. I'm making sure that the existing content has a proper structure is linked together in an appropriate way that we build out a topical map. We're going to talk about at some other point and are making sure that the content is user friendly and reader friendly. There's a lot to say about making text engaging enough for people to actually enjoy reading it and going through it, rather than being faced with a wall of text without any proper structure. If you think you might be wasting your time with SEO, why don't you head over to SEOleverage.com booking a free consult with me, we have a chat about what you're doing with your SEO right now and how you can leverage your time better just to make sure that whatever resources you dedicate to SEO are really well invested and our resources that are actually going to bring you to the next level. My name is Gert Mellak, you're listening to SEOleverage.com.