078 - What to Focus on with SEO

Gert Mellak

Google is based on machine learning and artificial intelligence. So it's going to be very unreasonable to expect that we can make the right assumptions and find the right focus to or focus our attention on just by analyzing some random things, some random variables or KPIs. Even if I open up Google Analytics, which gives us a lot of data, lots of these data is just not relevant for us. With our app, what we do is essentially, we grab the most important information and line it up for our clients. So they log in and see this is what's happening with your SEO. This is what grows, this is what's falling. This is what requires attention. This is where your conversions happen. All these things are what actually matters. No matter if you have an E-commerce site, or your business's leads driven, and you need to build your email list. Ultimately, it comes down to where do people enter your website, and what did you do from there?

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. My name is Gert Mellak. And this is episode 78. Today, we are going to talk about where to focus on when it comes to SEO. In my daily conversations, I see people make one big mistake. They focus a lot on a lot of things with SEO, many of which don't matter at all. And the problem is just really I think an overload of information. If you start researching SEO, there's just so much out there that you should be doing, you could be doing, would be good, possibly could help, could help make you more sales, could rank you higher, etc. How would you possibly know where to focus on? At the end of the day, nobody can tackle everything. So people make some random choices. One of those choices is to make sure that we tick all the boxes and make them green in our WordPress plugin. Another choice is to go to platform and purchase some links because we have heard links are good. Another choice is that we might create 150 articles because apparently it's a quantity game. None of these things might matter in your particular case. But it really depends. And this is where it's so important to actually start looking into data rather than articles and gut feeling. We have been gathering so much data from Google over the years that at some point, we decided to create an app, the SEO Lverage app to start making sense of this. Google is based on machine learning and artificial intelligence. So it's going to be very unreasonable to expect that we can make the right assumptions and find the right focus to or focus our attention on just by analyzing some random things, some random variables or KPIs. Even if I open up Google Analytics, which gives us a lot of data, lots of these data is just not relevant for us. With our app, what we do is essentially we grab the most important information and line it up for our clients. So they log in and see this is what's happening with your SEO. This is what what grows, this is what's falling. This is what requires attention. This is where your conversions happen. All these things are what actually matters. No matter if you have an E-commerce site, or your business's leads driven, and you

need to build your email list. Ultimately, it comes down to where do people enter your website, and what did you do from there? So in order to optimize your SEO investment, you want to make sure that first of all, it's clear where you are going, and you have the goal defined. And you're clear about the role SEO can play. In all of this. SEO efforts are not going to grow your business on its own. There is a sales process, there is a customer service process, there is a brand importance, a lot of things around this really need to also be in place. But what can SEO can actually do is drive the right people at the right time to your website, because the content that you have there and thats ranking, and that can be found on Google is going to automatically prequalify the right audience. So when we want to know where to focus on, first of all, we need to make sure we make sense of the data, which is much easier with an app than manually or with spreadsheets and exports from Google Analytics, because this needs to be done every week, every two weeks. Again, so you want to have a tool that helps you make those decisions, and just figure out where the focus really needs to lie. Imagine if you spent $2,000 a month on SEO on things that actually mattered, rather than spending $2,000 on what you have read somewhere that could be good, what difference could it actually make? We're seeing this time and again, on our consulting clients where we line up step by step what should be done based on the machine learning results from our app, and if consistent execution of those things, is what ultimately gets them more leads, more sales, more traffic and higher brand awareness. So if you want to start looking into the data that actually matters as well, head over to SEOleverage.com Sign up for the free action plan. We have a quick chat and see if this is a fit for your project and can actually bring you and your website's SEO to the next level. My name is Gert Mellak. Thank you for listening.