

# 076 - Why Does SEO Take So Long

## **Gert Mellak**

If you write new content today, this new content first of all needs to be discovered by Google. What this means is that Google needs to figure out there is a new URL, they need to crawl, Google sends a little program to your website, scans the site, reads the content, and essentially then processes, whatever information they can find there. And at some point, Google is going to start in most cases start ranking you somewhere. This somewhere might be on page 15, on page 30, on page 5, depends on the authority of your overall site and the quality of content and a lot of other factors. But Google needs to start ranking you somewhere.

## **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 episode 76. My name is Gert Mellak. And today I would like to address one of the things I get asked all the time on consulting calls, which is why does it really take so long to get SEO results. If you have been talking to SEO people, chances are they tell you anything about three to six months in maybe 12 or 24 months. For consistent SEO results, this is what it might be taking. They usually takes about three to six months to see initial traction out up to eight months to get actual conversion results from SEO. And this is really frustrating for people, especially those who are few who might be running Facebook ads and are used to getting almost instant results. Or maybe it's a matter of a few days to get some results back and then tweak and optimize your campaign. But before I jump in, I want to make sure you know that over at [SEOleverage.com/podcast](https://SEOleverage.com/podcast), you're going to find all our episodes with a written version as well. This is episode 76. So if you find that there, there's going to be a written article summarizing the main points here. Also, if you want to get our free book, you can go to the book section and get your free copy. Or you can also find it on Amazon. Its name is The Erica framework, which is the methodology we have been applying to our clients for years, making sure that we don't forget anything when it comes to SEO. Now back to this question of today. Why does seo take so long? I want to split my thoughts here up into two sections. First of all, what happens to new content once it is pushed out? And what happens or what our effect is do we have to consider when it comes to the ongoing optimization. If you write new content today, there's new content, first of all needs to be discovered by Google. What this means is that Google needs to figure out there is a new URL, they need to crawl, Google sends a little program to your website, scans the site, reads the content, and essentially then processes whatever information they can find there. And at some point, Google is going to start in most cases start ranking you somewhere. This somewhere might be on page 15, on page 30, on page 5. It depends on the authority of your overall site and the quality of content and a lot of other factors. But Google needs to start ranking you somewhere. It's very unlikely that you push out a content, and it's going to rank at immediately on page one, this would show us that you have a very high authority status already, and have definitely been doing quite a few things right.

In the past years probably and have a lot of backlinks from other sites, etc. All these factors definitely help you get the content ranking faster. The average site is going to see the rankings consistently, slowly improving over time, but Google just ranks you higher and higher. And essentially, what Google does is they process some signals they pick up. So they rank something see what how do people react if they rank your site for a certain keyword. If people react well, they might rank a little bit higher. So they slowly make up their mind to give an estimation on what how people are probably going to like your content, but then they really check what kind of signals they can pick up. Google is also going to process the links to a piece of content. So this is where internal linking is just really, really important. If you put out content, you really want to make sure it's internally linked correctly in relevant context from your own site. But also external links would be great. Imagine Google could discover your content from an external link from a different site, for example, and we'd already have some context when reading your article on where this was linked, where this was cited from, and could process your article accordingly. And then we also need to see that Google has multiple data centers across the entire world. I haven't found an updated statistics but in other than 2020, Google had about 20 or 21 data centers around the world I believe, and this number has probably increased and what this means is that we also need to count on some time for Google to synchronize these data centers. Sometimes you have an effect where you see one result in Australia, possibly another one in Europe and a different one in the States, just because this data centers haven't synced up yet, at this time. For the existing optimization, first of all, I want to mention competition. So if SEO takes time, part of it is that a lot of companies out there, a lot of businesses out there want to rank their websites and are going to also try their best in order to optimize their SEO. And what this means is that we are consistently facing a changing competitive landscape. And Google needs to figure things out for every one of these players, essentially, comparing results consistently. This is why you see ups and downs. There are just so many factors going into a ranking, that it's just impossible for Google to always have like have a certain page in a certain position, especially if a lot of things are changing on the site, or in the competitive landscape as well. So there are a lot of outside factors in general, also macro events, we see politics, having an impact very often, or big events, natural catastrophes, pandemics, etc. All these kinds of things really change the game, and Google's algorithm tries to adjust as fast as possible to change the user behavior. If you imagine for example, searching for the term virus before the COVID pandemic. And afterwards, it's just natural that people expect different search results. Now, you can be pretty sure that if you search for virus, Google is going to show something related to COVID, at least as part of their search results. Before the pandemic, probably not. Google is going to always try to pick up signals. So if there's a change the signals they have might only be valid up to a certain extent, which is why for example, a big website change very often comes with a temporary ranking drop, because Google needs to collect new signals to see if they, if users still react in the same way to a new layout, to a new design, to a new content structure, etc. These signals need to be processed. And sometimes it even takes another Google algorithm update a big one, not the small ones Google does every day, but big ones, core updates, or product review updates and things like those to actually process all those signals. So very often, it feels like before a Google core update launches, Google is just collecting a lot of signal. And then with the core update applies all those signals to the algorithm. And then this is how sites are then being ranked. So what's the answer here?

What's the answer to SEO taking so long? First of all, it's really important to plan ahead. On a site that has a decent ranking, you want to make sure that you start optimizing for certain keywords, you want to rank at least three to six months ahead of time. If you're selling Christmas baskets, October, November, might already be too late to actually do the optimization, you might want to start in spring or at least early summer, and do your work in order to get your main keywords positioned. Otherwise, you might have to wait for the next season. I would also count on having to build up multiple pieces of content for topical relevancy. And this is important so we can actually trust you and see you as an authority. I wouldn't only bet on one single article, especially because it's going to take a while for Google to show me if they trust me enough or not, I would make sure that the topical relevance is there. So Google can understand that with all the content I have about the topic on my site, I'm really one of the players to consider here. And then last but not least, make sure you dedicate your efforts to the right things. And this is something really, really dear to my heart. Because I've seen site, writing blog posts over years, up to 900 blog posts I've seen that have to be thrown away now with a migration, just because nobody took into account what SEO was going to do, how SEO was going to be a part of this project. And over nine years, 900 blog posts were produced and can be thrown away now because they have no SEO relevance whatsoever now that we really want to focus on SEO with the project. So make sure you focus on the right things and get the guidance you need. This is what we do at SEO leverage. We give people guidance and teams guidance on what they should be focusing on. We do this every single every two weeks. We line up in our app, what needs to receive enough attention and where are the low hanging fruit as well. So what you really don't want to do in SEO that takes several months to really kick in, is to spend two or three months working on things that might not have an impact. So make sure that either you know, or you get help from someone like us on defining what is going to move the needle, and make sure that a consistent optimization and implementation process is being put in place. I'd really love to have a chat and see if I can help you head over to [Seoleverage.com](https://Seoleverage.com) and book a free consultation with me. We have an informal chat about your project and might give you a few tips on where to start next. And then we can also talk about whether we can add value to your project whether we can help you and guide you on the implementation steps to actually make sure that SEO doesn't take longer than it has to and that you get your leads and sales through your organic channel like so many of our clients are getting as well. My name is Gert Mellak. Thank you for listening.