

081 - Inside the Head of a Search User

Gert Mellak

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Gert Mellak

Welcome back to Seoleverage.com. My name is Gert Mellak, this is episode 81. And today, I would like you to accompany me when we dive into the mind of a search user. With SEO, what we really want to achieve is that someone who is searching for what we have what we know about where we have expertise is actually going to find our piece of content. So if you're an expert at playing the guitar, you probably have some really intelligent things to say about it can create a few articles people are interested in. So if someone wants to learn how to play the guitar, and you're an expert, and you have an article with suggestions on how to go about it, you want your article to be found by that person. But for this to happen, a lot of things need to be aligned. First of all, you need to have an informed piece of content, SEO informed piece of content. What does this mean? It means that the piece of content you put out is not just a random thought and one tip on how to learn how to play the guitar. It's a collection of information that helps Google to figure out that your article is the best out there. If you produce a new article, you want to make sure that it gives the same or even a little bit extra information based on what is already ranking. If I wanted to rank for how to learn woodworking, for example, I would search for how to learn woodworking on Google and scan all the top 20 articles that are coming up and search for similarities. And then if when I go and write my article, my version of it, I would make sure that they touch upon all those points, the other articles actually mentioned, just to make sure that Google can connect the dots and understand that my article is as valuable as the others. Good rankings are not only depending on the content you have on the page, a good ranking is going to happen when the content obviously is in line and eligible for a page one ranking in the first place just because it covers all the ground that needs to cover. But then it also corresponds to the actual search intent. Now what is the search intent? Again, the search intent is the very reason why somebody opened up Google and perform the search, they have an intention, they have set aside a couple of minutes of their time to figure something out. And they want their intention to be met. This is an immediate need. And if your site meets this need in the best possible way, you have a really good chance to get and maintain a solid

ranking on Google. However, if you're just writing up what you think could be interesting for a user in a particular situation, but don't care about what position or what moment they're in, then most likely, even if you happen to rank for some time, Google is going to drop you really quickly. Why? Because Google has enough data to figure out where the search results are making search users happy. Or if they hit the back button, click on something else. And don't stay too long on your site. A happy search user is not going to perform another search. Happy search user finds what they want to know or what they want to consume, in the fastest way possible, without any artificial obstacles. And when I talk about obstacles, I'm talking about your page, checkout your page and destructure you have there? Do you make it hard for people to consume the content? Very often we see sites asking for too much upfront before they actually give the value. The game is giving the value early enough so people can actually appreciate the value you're giving and then more open to take the next action, be it opting in for your newsletter downloading something or making a purchase. Sometimes, the next step might just bring the users over to your YouTube channel and get them to know you better there. Have you considered this? Sometimes asking them to opt in for something and download something is asking them to allocate quite some of their time to your brand in a moment where they Maybe we're just looking for a specific answer. But if you are giving this answer in a really good way, they might want to consume more content from you in the future, and might be ready to subscribe to your YouTube channel for that. As you can see, it's really important to dive into the mind of your potential future visitors. In the moment when they actually perform the search. What are they probably going to type in? What are they trying to find? What are others showing for these kinds of searches? Are you missing anything? Are you making it easy? Are you are you putting it up artificial obstacles or walls between the user and your content or the value your brand is giving? Check out your key pages and let me know what you can find there. My email is gert@SEOLEVERAGE.com. G E R T @ Seoleverage.com. Thank you.