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Whether this is actually a scalable approach whether you are heading in the right direction, because if it's the wrong direction, every additional piece of content you create might just bring you more and more down in conversions.

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Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

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Welcome to SEO leverage.com Episode 93. My name is Gert Mellak. I'm the founder of this agency.

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And we're so happy because we are getting more and more clients getting the real results they want, which is not traffic, and many are mistaken here. Most clients really want conversions. People actually coming to the website and taking action. So without further ado, let's see how we got the website more conversions from Google by actually dropping the traffic by 80%.

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To start it as it usually starts with our agency here with SEO Leverage with a call between the client and myself. And the client really explained to us the problem of conversions on a downward trend. This might be seven-figures company, very solid evolution over more than 20 years, I think that first in the industry have been doing really, really well online. But then we just saw that the conversions, especially in the last 12 months have been really dropping consistently.

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So when we checked out the website, I pretty much elaborated a theory on the call, which was that the quality of the traffic most likely had changed. And my reasoning here was really analyzing the website a little bit seeing how they publish, how they generate content, what kind of junk content gets generated. The type of content that's being pushed out there on a regular basis really doesn't relate too much with the actual core business model. So the client had a great idea, they had a blog section and asked their members, their students, their clients to contribute to this blog with a topic they think is interesting. And did this at a scale. That was almost scary for some probably just because they saw the more they have their students published and more traffic comes in, which is definitely great for the ego, and also seems to be a good idea. However, what essentially happened was that the students as they could pick their own topics, were picking topics that had sometimes little to do with a main core business model.

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And it's so fascinating how I always come back to my visual image here of the do to dot game connecting the dots in order to form a clear image like my kids play, when you put too many dots on the map that are not related to the image your client trying to create. Search engines have no idea anymore what you're about. And this is exactly what we suspected was happening here. So we identified, I think even 1000s of articles on this page that had little to do with the core business model, my client here wanted to promote and really get in front of their ideal client audience. And then made some tough decisions.

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First of all, we informed about why we think the drop in conversion was happening, to get them on board, because the decision that needs to be made at this point is completely against traffic, and only in favor of conversions. And losing a huge portion of your traffic just from one day to the next one is not something we take lightly, we want to make really sure we know what we're talking about here, we make want to make sure that the client is on board. So we had a few conversations about this. So everybody involved in the project knew that when we take this action, we first are going to see a drop in traffic, but then are going to see an increase in the relevance of the remaining traffic coming in.

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So at some point, I asked my team to make the necessary steps in order to pretty much get rid of 80% of the site's traffic. As soon as possible. We informed about it, we made sure certain directories where no indexed by T-index from Google were not able to go he was not able to crawl those URLs anymore, just so that Google suddenly could actually breathe when crawling this website. They didn't have to waste their processing time anymore with irrelevant content. And they finally could make sure that whatever the scores crawled and processed on his website had to do with a core business model. And I think it took only like a month or two for the client to reach out and tell me look our conversions and our app again, so we don't have to run Google Ads anymore. And this is probably one of the best things you can hear as an SEO agency. Not that I would encourage anybody to drop their ads just to come because SEO is working so well. Ideally, you would do both. But definitely because the overall strategy was working and we had a client who was ready to take swallow the pill of dropping in traffic in order to get their relevance back. Relevance above all conversion driven approaches above traffic driven approaches. These are the learnings I want you to take away from this episode. And if you get traffic to your website, and maybe even more and more traffic, but you feel that it's not really in line with what you want to bring across, maybe think twice about your content creation approach, or get in touch with me and get an additional opinion, whether this is actually a scalable approach, whether you're heading in the right direction, because if it's the wrong direction, every additional piece of content you create might just bring you more and more down in conversions.

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Okay, my name is Gert Mellak. Check out Seoleverage.com and get a quick audit from my team and myself. We're putting together a quick report we have a call with you and me on the call and discuss an action plan for your site and see what should happen in the next steps. Maybe you also have a relevance problem. Maybe there's another point we can find that really brings your SEO to life. My name is Gert Mellak. Thank you for listening.