

# 100 - SEOLeverage Celebrates 100 Podcast Episodes

## **Gert Mellak**

We've talked a lot about the ideal SEO article length, link building, accomplishments and episodes around 50 and 52., specifically, lead generation. Lead generation is one of the main goals our clients at SEO Leverage have, where they want to have opt ins into their email list, or create lists for the sales team to follow up. So lead generation has its particularities, but given you have the good analysis, a good content creation process that actually targets those pain points, it's definitely doable and definitely works really, really, really well.

## **SEO Leverage Podcast Intro Music**

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

## **Gert Mellak**

Welcome to Episode 100 of the SEO Leverage Podcast. Today is a great day and a celebration really, because 100 episodes is not something you take lightly. So many good conversations we had on this podcast, so many insights, we were able to share and such good feedback we got on the different topics we dealt with. So today, I want to take a few minutes and really go through like some highlights that I personally consider as really insightful, and definitely episodes worth checking out again.

But before we do this, I want to just give you a piece of advice. If you think 100 episodes worth of SEO content is actually a good moment to check out what Seoleverage.com, my agency and my amazing team are actually doing, head over to Seoleverage.com, check out our sites. And see if you want to get one of our quick wins reports, which summarizes very quickly a few quick wins you can implement on your website right now.

As I'm going through the episodes on my website, a lot of things stick out. We definitely made a point I think in the first 100 episodes how important it is to actually always consider how you can make a Google user happy. This is all it takes in SEO really is a summary. Although there are obviously a lot of nuances. Our first guest on this show was Greg Merrilees. Greg Merrilees from Studio1 Design with amazing advice on how design is decisive when it comes to users figuring out if this website can be helpful and can actually make a difference for them.

On episode four, I had the honor to have my business mentor James Schramko on the show, sharing how everything in life and obviously also business is a long game. Obviously we know that SEO is a long game as well. We had episode 7 with Ilana Wechsler from Teachtraffic.com teaching us the three W's of paid advertising. I hope everybody made a note of those. And Anfernee Chansamooth move actually then talking right afterwards in episode eight about

content strategy. He's a really smart guy. I had pleasure to meet him in person in Sydney a few years back, and he is really a sought after professional when it comes to marketing strategy.

We had really good chats about user experience about evergreen content, and episode 15. We talked with Cristoph Cemper from Link Research Tools, the leading link building and link analysis tool. How about how toxic links can hurt your site and this is still a topic we tend to forget it. But this is definitely something that's at the heart of Google's algorithm. Google is checking out which links point to which other websites and is going to make draw their conclusions based on that.

Episode 18 flipping and strategic growth with Jaryd Krause. Jaryd is running a great community for people who want to buy and sell websites, website flipping definitely an industry that has been coming up in the last years. And there are some really decent sites that with strategic SEO can actually be growing quite a bit. Episode 22, we have, in episode 22, we have Justin Meadows with us. Justin is running tunewp.com, our trusted Technical Support Provider, we are using them. A lot of clients are using them. They're doing great work. And he was sharing a lot about the technical kinds of things that can come up when it comes to a website.

My personal opinion here is always to make sure that you as the business owner are not boring about the tech side of things. It's really something that you should be able to delegate. On episode 25. I had the pleasure to talk to Dixon Jones, one of the dinosaurs in SEO. I think of him. He's the founder of inLinks, one of the leading semantic SEO tools. And it was just explaining how Google actually tries to understand the world by identifying entities, not individual keywords, and the connections between them.

Semantic SEO definitely is something that's still going to grow in importance. It has been around for quite a few years. But now with AI, ChatGPT and the likes is more and more important that we are communicating semantically correct, that we establish relationships between different entities. It's getting all much more technical in order to make sure that the AI really understands correctly, what's actually happening on your content. Has been quite a few episodes talking about SEO, different aspects of SEO between episodes 32, about the ROI on SEOs or specifically about how to build a team, how long SEO takes etc. So if you want to have some insights, the early episodes between 30 and 40, might be specifically for you.

And then we were talking specifically about page builders, again, with Justin Meadows on Episode 41, I asked him to come back. Because I see this so often that the wrong page builder choice on a WordPress site can actually bring performance down to an incredibly low level. So those tech decisions, don't delegate them easily to your coder and let alone somebody you just met on Upwork or somewhere, really make sure that you know what's happening and what the potential outcomes could be, or the potential repercussions could be if you make the wrong choice.

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clients at SEO leverage have, where they want to have opt ins into their email list, or create lists for the sales team to follow up. So lead generation has its particularities. But given you have the good analysis, a good content creation process that actually targets those pain points. It's definitely doable and definitely works really, really, really well.

Loved episode 60 with Quinn Zeda, from Conversion Crimes, where she essentially explains us how they use real people give them a task on your website, they just talk their thoughts into an audio while they browse your website. And this is very insightful. We make a lot of assumptions when we design a website when we optimize a website. And very often it really takes a human to actually tell you what they think maybe they get sidetracked, maybe there's something that's bothering them. We want to make sure that we always have a really good handle on what is actually happening and how we can further optimize it.

Episode 73 talks about SEO migrations. A lot of people come to us before they migrate their website and get help from us, but a lot of people also approach us a few months later. I had the other day, a client who lost a million dollars in 14 months after disastrous migration to be honest, and the development company completely missed their responsibility to ask him to get some SEO help with it. And now we're slowly going to try to build this back up. But it's not easy. It's not something to take lightly. Especially if you're making good money from your website. When you relaunch yourself, when you reprogram it, even if the look and feel pretty much stays the same. There are a lot of implications a lot of things that can go wrong. Developers are no SEOs. So definitely encourage you to get SEO Help get someone you trust, to help you with this process, because it can be costing you much more money than you actually spent on the tech and the design here.

I want to also point out Episode 81, Inside the Head of a Search User, this is something where I think a lot of people can actually get a lot more results from. When we just try to embody the search user really try to get into their head, what are they looking for? What problem are they trying to solve? And how can we help them solve it actually, how can we make sure that they find exactly what they're looking for? We make it easy for them to find it on our website. We make it compelling in our search results. And this is ultimately going to make sure that they have a better experience sending positive user signals, positive signals about the brand, which is ultimately going to help you in all kinds of ways.

On episode 90 I was talking to Jason Barnard about brand SERPs search branding, as we call it here. Fascinating guy. He has been devoting a large part of his life to branded searches and creating a tool we use here at the agency as well, which actually helps us to analyze how we can convince Google to understand the brand in a certain context and how we connect the dots for them. Google really tries to understand what you're about who you work with, and who they should be ranking your brand for and who actually should be ranking how, what kind of results? How your brand should be presented on in search as well. So search branding is something that I strongly believe is going to be more and more important, especially in the age of AI. And just look at all those results that come up when somebody types in your brand name. It's not only your website, it might be a competitor, it might be an affiliate, it might be social media platforms,

which wouldn't be that bad, but maybe they're outdated. People are going to make a decision based on what they find out about you very quickly, they're not going to go through to page 10 on Google to figure things out. But they are going to pay close attention to what's actually ranking on page one, when they type in your brand name. And your reputation online, in a large portion depends on what they can easily find out about you.

I'm going to fast forward to Episode 95. This was an interesting one with Anke Hermann about audio summits. I had never heard about this before. It's essentially a virtual summit just in an audio version, a little bit of a mix between podcast and summit. But an amazing tool, we might be doing one of these ourselves here because I really liked the concept, I really like this is just upfront transparent. It's clear what it is. It's easy to consume, no fuss around it. But it's an amazing tool you might even want to try for your own business here.

And then Episode 97, we had Heather Pearce. An amazing legal expert, talking to us about legal picks, legal tips for online businesses. Heather is an amazing professional. Knows what he's talking about. We have some really good discussions also about trademarks and protecting your IP essentially. And really great conversation here. And I think this was really very, very helpful.

And now we are on episode 100. It's really been a pleasure, we're going to go forward. We had a little bit of a break and on the way and now going forward and continue doing this. We get great feedback. If you have any suggestions that you think should be dealt with here. Any guests we should interview that you think are providing so much value in their industry that they could actually have valuable insights for the rest of our audience, please let me know. Send an email to [support@leverage.com](mailto:support@leverage.com). My team is going to collect your ideas and line them up here. And we are going to go full speed and lots of new guests coming in the next weeks and months here talking about their expertise talking about obviously AI, ChatGPT, we're going to talk about what search is going to be like in the future where it's going. Voice assistants are they're coming back with AI and now being able to chat and to solve problems in a better way. Lots of new stuff coming in.

I'd love your feedback on the show, definitely reach out to me, let me know what you think. And so far, thank you very much if you have been a listener for a while here. Thank you so much. I really really appreciate it and I would love to connect with you directly on the socials.