

103 - Stop Wasting Money on Paid Ads

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Imagine you've spent \$10,000 a year on ads, or sometimes a month or even a day. Many of those ads dollars are going to impact people who click on a different search result than your website when they Google your brand. Or they come across a review site where you happen to have only 1-2 star review that's not talking too well about your brand. What do you think this user is going to do? Are they going to buy from you? Are they going to be interested in checking you out more? Or are they going to just move on with their life and wait for a better ad to come up?

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

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Welcome back to SeoLeverage.com. Gert Mellak here. And today, we have a very specific goal, I want you to stop wasting money on paid ads. Now before you switch off your phone or listen to another episode of someone else, I'm definitely in favor of paid ads. But I see so many 1000s and 1000s of dollars being wasted on paid ads. Because there is one particular thing that's not in place, it's absolutely necessary. Before we jump in, I want to make sure that you know that over at SeoLeverage.com/Podcast, episode 103, you're going to find a written summary of what we're talking about today, with some additional hints on how to get in touch with us if you need more help.

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Brands are wasting 10s of 1000s of dollars, I have a brand now to analyze, it's even wasting six figures every single month on a paid ads. Just because when people see a paid ads, they might then Google this brand name. And depending on what they find on Google about the brand, many of them will absolutely stay away from a purchase. I can give you a very specific example this kind of analyzing now has a huge, following lots of searches online for their brand name. But when you're typing their brand name number two, number three, number four, and number eight of their rankings are sites that are not theirs.

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Not the social media profiles, not any positive review sites, etc. These are competitors and affiliate sites, trying to actually make money based on a ranking for this other company's brand name. And this is something we see all the time. What this means is that imagine you spent \$10,000 a year on ads, or sometimes a month or even a day, many of those ads dollars are going to impact people who click on a different search result, then your website when they Google your brand.

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Or they come across a review site where you happen to have only 1-2 star review that's not talking too well about your brand. What do you think this user is going to do? Are they going to buy from you? Are they going to be interested in checking you out more? Or are they going to just move on with their life and wait for a better ad to come up?

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What it really takes here is what we call active search branding. We need to take control, you need to take control of how your brand comes across on Google's page one at least. And make sure that whatever people find about your brand is actually playing in your favor and according to your overall marketing strategy. Now unfortunately, Google in the Google search console doesn't give us a button to remove specific results that we don't want to see for our branded searches. It would really be a kind move from Google to do that.

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But, as an SEO agency with 20 years of experience here, we have been finding quite a few tactics and tricks here to actually leapfrog results. We don't want to see and show positive PR positive review sites and your website in its best light. So if you google your brand name now this will be the action for today. Google your brand name, check out what's coming up. If you don't like anything of the thing and a particular element that you see on that page. Reach out to us and let's have a conversation. You can reach me over at SEOLeverage.com, book a call with me we take out what you have found.

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And we can discuss if there is a way to fight against this and how, because I really want to make sure that when you spend money on ads in order to raise more brand awareness, that you actually leverage this investment to the best of your possibilities and not waste money on Facebook, on YouTube ads, on Google ads and then you see those people Google your brand name try to find out more try to find where they can purchase and then just stop the process because of some negative press that's flying around there about your brand. If you have any questions, Seo leverage.com My name is get Melech. I'm the founder and CEO supported by the most amazing team at could ever have imagined so I would love to get in touch with you.