

# 104 - Who Is Stealing Your Traffic?

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Whenever I see something like this, I think about the years it takes to bring your brand to a certain level, where it's being searched for when it has a certain brand reputation already. And then other people just come and steal a share of your pie. Your traffic is rightfully yours. Those are people that have been made aware of your brand maybe got referred to you. And then those other sites just take a share of this potential revenue. That's actually should be yours really, if you're honest.

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

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Welcome to SEOLEverage.com Gert Mellak here. This is episode 104. And today, we really want to talk about those thieves that are stealing your traffic. Have you ever typed in your brand name into Google search, just to find your competitors, affiliates, review sites, and others show up? This is so frustrating. Whenever I see something like this, I think about the years it takes to bring your brand to a certain level where it's being searched for when it has a certain brand reputation already. And then other people just come and steal a share of your pie, your traffic is rightfully yours.

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Those are people that have been made aware of your brand maybe got referred to you. And then those other sites just take a share of this potential revenue that's actually should be yours really, if you're honest. And another reason why this is such a big problem is because people spend many, many 1000s of dollars on ads in order to raise brand awareness. So the more ads you pay for, the more brand awareness you get, the more brand awareness you get, the more people search for your brand.

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And what this means is if half of those results maybe are covered by competitors, affiliates and review sites, a lot of the ads dollars that you have actually been paying for, you pretty much flush them down the toilet. Internally, we are consistently running studies here. And we have seen up to 30 to 40% of people typing in one brand happily click on another one. In many industries, people really don't care enough to actually only want something from one provider. Specifically, when the product or service is pretty much commoditized.

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Just think of the loyalty you would show towards Amazon. If another ecommerce store delivering in an equal timeframe would have a product for much cheaper. The competition is just one click away. The competition is not only somebody who is in the same industry as you are.

The competition for us in SEO in search marketing, in general, is every single site that's showing up when you type in the keyword you want to rank for. And when it comes to branded searches, searches for your brand name searches for your brand, and the word reviews or opinions or case studies etc. Every side coming up for those kinds of searches is directly competing for the attention that user would actually wanted to give to your brand specifically.

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Thankfully, there are things that we can do about it. And although we can configure directly Google into inside Google Search Console, to only show a certain set of results, we do have the same or very similar possibilities in search marketing. When it comes to online reputation management. As we have with SEO project, we can push certain results upwards. By pushing certain results upwards, others are going to go down in rankings. And especially page one for branded searches should really be dominated by the brand, or other web assets, it controls, although at least partially controls. So ideally, if you type in your brand name, you should see your website in number one, but then maybe your social media profiles, some favorable case studies, interviews, etc. And everybody else that wants to talk about your brand or wants to get a share of your traffic should actually show up on pages 2, 3, 4 or further behind.

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The way we do this is by first of all running a specific analysis about what the situation is what kind of results should be pushed down, what kind of results should be pushed up. And then also starting to consistently educate Google and other search engines about what your brand actually is. Sometimes the reason why other search results come up is because Google is not too clear about who you are, who you work with, what your social media channels are because there might be some that sound very similar. Maybe your brand name is generic and it can be confused with another one or with a simple query. So all those kinds of things need to be analyzed at the beginning. And then it's all about consistent communication, consistent content optimization, link building, and the creation of specific assets Google can actually stick their teeth in. The whole thing is called online reputation management.

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And if you're interested in having a conversation about how to come across better and more professionally on Google with your brand, or you want to stop throwing away ads money and really dominate your page one your so called walled garden, please reach out to head over to [SeoLeverage.com](http://SeoLeverage.com) and schedule a call with us. We're going to make sure we check out your situation in particular, take your search branding, and then come up with an action plan. My name is Gert Mellak. You're listening to [SEOLEVERAGE.com](http://SEOLEVERAGE.com).