

# 111 - SEO - Where to Start?

**0:00**

So this is really about how I would see the beginning stages of an SEO campaign. You want to make sure that you know where you're going, what you're doing, who you do this for, how SEO is supposed to strengthen your business goals. So to help your business goals, and then maybe get an outside opinion once in a while to make sure that you're still on the same page on the right track. If you're not using an agency. If you're using an agency, definitely make sure first of all, that you trust them. But second, that they know exactly where you want to go and who you want to impact because only then you can track the micro progress you're making slowly. And overall then after a few months see, are we actually heading in the right direction?

**SEO Leverage Podcast Intro Music 0:44**

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

**0:54**

Welcome back to SeoLeverage.com. My name is Gert Mellak, and you're listening to Episode 111. Today we are going to talk about the beginning of an SEO campaign. Where should you actually start, and I want to make sure that you know that over at [SEOLEverage.com/podcast](https://seoleverage.com/podcast) you're going to find all episodes with a written summary or show notes, specifically there with additional resources, links to our guests, or tools and frameworks and more. So as you [leverage.com/podcast](https://seoleverage.com/podcast), this is episode 111.

**1:28**

If you haven't done SEO in the past or having done SEO in the past successfully, it might be really important to talk about how an SEO campaign actually should start. Here at SEO Leverage we are consistently working on 40-50 projects at any given time with a team of up to 30 people. And we really have a very big focus on the initial phases of new projects. Because this is where a lot of those elements need to be adjusted that then build up the momentum that actually gets the results.

**2:02**

One of the first things we do when somebody gets on a consulting program with us here at SEO leverage is that we invite them to an onboarding call. The onboarding call for us is essential for two reasons. First of all, we can assure that they have access correctly to our app, we have an app here at SEO leverage a proprietary app we created to make it really easy to follow the progress of an SEO campaign. Handle the communication, handle the dashboard with the main KPIs we grabbed from Analytics and Google Analytics for agreed as a forehand, Google Search Console. And also this is where we inform about what needs to happen in the coming weeks as what are the high priority.

**2:44**

In this onboarding call, however, we also interview you as a client, and ask you a lot of questions about your target audience. We want to know who this person is you want to bring to your website, because the better we understand your target audience, the better micro decisions we are going to make for you in the future. And when I say micro decisions, I'm talking about all those decisions we are making as consultants, when we look at a key list of keywords, when we evaluate websites that could be competing with you and what you're doing well, what you're not doing well, we always want to make sure we have your ideal target client in mind. Because only then we're going to also be able to create the entire strategy and the implementation process accordingly.

**3:32**

So this onboarding process is really a process where we take a lot of notes, we shared a summary of this process, then with everybody working on the team. It's part of the strategy document we create for every single project. And it's just make sure that everybody works in the same direction or towards the same goals. After making sure that everybody knows about this step, it's really about coming up with a strategy, because on the onboarding call, we talked also talked about the goals you want to pursue. And we then see how can SEO actually help to bring you closer to those goals.

**4:07**

Internally in SEO leverage, we then have discussions, group discussions meetings, establish a strategy document, and this is then the overall umbrella for all future work in the next month before it's going to be revised to make sure it's still on track. If you're running your own SEO campaign without an agency, I would still encourage you to make sure everybody participating is aware of what you're trying to achieve. And make sure that you manage the process in a way that you just shoot it. Every time something is done. You really know why this is being done and if it and how it's going to be supposed to bring you closer to your goals.

**4:46**

Once this campaign is started, then it's a matter of breaking down the overall goals into smaller more achievable parts. And this can be visibility around certain keywords and certain topics. This can be an overall authority gain, this can be pushing existing articles higher up in rankings because they might be buried somewhere on your website. And this is very often where an audit comes in handy. And I usually even teams that do SEO in house, I encourage them to regularly make sure that the SEO side of things is audited by an external agency that you trust or an external consultant that you trust.

**5:25**

Because it's not the same to audit the work you have been doing over the entire year, as to audit something you're not involved with, you have no previous experience with. And because

you can then assess things in a much more detailed way. We get asked by agencies and other businesses to audit their SEO work all the time. So this is something we are very used to doing. And it's also something that actually is quite interesting, because everybody approaches SEO a little bit differently. And you just see what can actually work, what would be cleared couldn't work anyway, and to just give the confirmation and explain them to a business owner why this strategy wasn't really actually having a chance to work out for them, really get some outside opinion about the SEO you're doing to make sure that you are on the right track, or at least can course correct.

**6:17**

In the online process. It's very easy, then to get lost in some details. And a lot of things that are good for SEO, you need to figure out a process that actually makes sure that you your team, your resources are focused on the high priority items, those things that have actually the highest chance to move the needle. What we came up here was a framework I called Erica back then, and published the book on Amazon about it. And it's really focused on making sure that you really compress the SEO work that you could be doing into those few items that are going to have the likely chance to make an impact in the next coming next two weeks, and then do the same thing again.

**7:01**

And this is a process that works really, really well we do this with a lot of clients here at SEO leverage, because it just helps them to stay focused, it helps them to make sure that even though they might be using their team for other things as well, they definitely tick the boxes next to the high priority items, and then actually see this momentum, this SEO momentum really take off after a few months.

**7:24**

So this is really about how I would see the beginning stages of an SEO campaign. You want to make sure that you know where you're going, what you're doing, who you do this for how SEO is supposed to strengthen your business goals. So to help your business goals, and then maybe get an outside opinion once in a while to make sure that you're still on the same page on the right track. If you're not using an agency. If you're using an agency, definitely make sure first of all that you trust them. But second, that they know exactly where you want to go and who you want to impact because only then you can track the micro progress you're making slowly. And overall then after a few months see are we actually heading in the right direction.

**8:03**

If you want to have an idea about what we think about your project, head over to [SEOLEVERAGE.com](https://SEOLEVERAGE.com) There is a quick wins report. I highly recommend it for everybody doing SEO because it's going to give you a very quick overview about your website, whether you're missing anything how you can get more conversions, and can be a really, really good start to a standardized and structured and strategic SEO approach. My name is Gert Mellak. This was episode 111. Thanks for listening.

