

# 121 - The SEOLEverage Team Setup

**0:00**

So it's really nice to see how we have evolved as a team over time, and how every single team member is trying in their role to make things better to innovate, to try new things, try new tools, try different approaches. So if you can count on a team or a planning to count on a team, I can not stress the importance of dedicating enough time to communication, to processes, to team structure, etc because ultimately, it's going to pay off big time and long term. My team members have been around for quite a few years already, some team members I've never met in person, but have been working for us and growing with us for years, which is definitely also something I don't take lightly. So there's definitely enough dedication to communication and time and resources going into making sure that a team works properly and has what they need in order to help you as a client.

**0:59**

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

**1:09**

Welcome back to SEOLEverage.com. My name is Gert Mellak, and you're listening to Episode 121. I can't believe we're already so far in there, in the trenches of podcasting. So much has happened in the last year since we started this podcast, soo many new clients, new partnerships, new SEO results with the latest testing tactics we have found out. It's really impressive what you can do with an amazing team that I can count on here at SEOLEverage, at our agency. At the time of recording this, we're about 25 people, most of them full time in-house, a few freelancers here and there when we need expert help from outside. And I want to dedicate this episode to this amazing team, which I so much appreciate. Very often I get asked how my team is actually structured. And I'm happy to discuss this a little bit.

**2:02**

So we have refined this over the years. But first and foremost, we have the strategies. The strategists are the people in my team that talk to the specific clients, that send them updates, they are the first point of contact apart from myself, obviously, as well. And the strategist today, together with the consulting team actually are responsible for elaborating the overall strategy based on our understanding of every single client's goals, which are very different at times. And then the Strategist developed, which is pretty much the umbrella of everything that's going to happen afterwards. Strategy needs to be consistently updated. And we need to make sure it's still in line with the goal that can change at times. And then we elaborate every couple of weeks for every single one of our clients. And right now we're about working about 40 projects, I think. For every single one of our clients, we elaborate what we think are the highest impact-tasks to focus on. So there's a lot that you can do that will be quote unquote, good for SEO, but there's probably only a handful of tasks that can move the needle the most. CoAnd we want to find

those tasks and make sure they get implemented. Nothing worse than spending months on SEO work, just to then find out that you should have actually done something in a different way or approached the topic in a different way or gone broader or deeper or whatever. And then you're actually back to square one and probably lost 1000s of dollars in wasted SEO budget, apart from a lot of time because you pretty much start from scratch then again.

### **3:35**

So consulting and strategy here is like the key pillar. And everything else is organized around the strategy and consulting team here. Consulting team is always dedicated only to a few projects, so every consultant has a few projects to look after and this allows us to really know very, very well those projects, but also the competitive landscape. So every consultant you ask here is able to talk about a project but all about the main competitors knows where they are, what's important for them, where they're going, where they're focusing on what we can learn from them etc. We are always making sure that the consultants know the competitive landscape of every single one of their projects. And obviously, the strategist on top make sure that we keep focused and keep pushing towards the necessary results.

### **4:25**

We then have another team that's focused on content creation. The content team here consists of senior writers, and we're always looking for new writers contrary to other content agencies because we have found a really good blend of today's AI technology with expert writers and ultimately produce articles that are not only really good to read, but also technically correct and accurate and enable AI and language models to actually understand what's being said. And this is really important because very often you're going to see very experienced writers write beautifully and really conversion- focused and everything, and that's great. But it's those articles might not be the ones to actually then get found on Google because AI needs to comprehend, the concepts needs to understand the semantics of an article. And it's much more than putting a keyword into the headline these days. It's really about semantics, how you use the words on the page that will decide how important those words may be are for, for an engine and how much information or which information to take away from it.

### **5:28**

AI will respond to user queries elsewhere very often. It's not always going to be the search engine. There might be a chat somewhere, there might be a chat integrated next month in Gmail, that helps me figure something out, the research something that might be my car's voice assistant suddenly telling me an answer to a question I have. AI is being implemented in zoom as a chat, etc. So we're going to see it every single day. So it's very important that content is created, taking into account that AI needs to be able to clearly understand what the communication from your website is, what, who you help, what your product is all about. But it's also going to take into account what others say about you.

### **6:10**

And this is where our link building team comes into the equation. Link building team reaches out to websites, and gets links and content placed, that provides the correct context to link to your

website. And for Google, every single link they find is a dot they connect in their knowledge graph in what they know about your website, in what they know who is actually endorsing you with this link. And they can then better understand your brand. And consider how important your brand actually is. If only you talk about how good your brand is, and how well how great your results are. But nobody else backs you up. It's probably hard for Google to trust you enough.

**6:50**

But if there are consistently new sites in your industry, talking about you about your results about who you help, how you help them and linking to you in this context, this is definitely going to be helpful long term. So Link building is an extremely important effort. We have three dedicated link builders here in my team right now, they have together probably about 25 years of experience, and are really, really good at what they do. They find the most relevant sites, I don't know how they do it sometimes, but I'm really proud of what they have been achieving. And this is really what the where the link building team is just so important.

**7:26**

In SEO, nothing happens until it's implemented on the website or on another website. So this is where our implementation team comes in. Some clients use our consulting and take away their suggestions and ask questions and clarify everything and we guide them on content creation, etc. And then they implement it on their website. And other clients pretty much prefer a done for you service where they give us some input, but we then handle the entire campaign, including the implementation on their website. And this is where the implementation team gets usually an access, limited access to a website to be able to modify content, create new articles, create new pages, modify existing ones, in order to be able to for Google to actually see all those changes, those optimizations that we have been working on before.

**8:14**

So we've gotten the consulting and strategy team, we have the link building team. Now, all these teams need to be run as well. And this is where I'm very happy to count on my right hand, Cristina, who is in our team, making sure that everything runs smoothly and every team member has what they need in order to do their job properly. And Cristina has been with me for quite a few years already. I really appreciate her, she's amazing. I don't know how she does it with her magic notebook, but she never forgets a thing and she's always making sure that things run smoothly, while I'm mostly spending most of my time on calls and strategy calls and client calls to make sure we enter our strategies, where necessary, and also to inform other people who want to work with us, who might be a good fit for our program, how we work, how we operate. So whoever wants to have a chat with me, please reach out and get on my calendar. And we have a quick chat, check out your website, see how we can best help and how we do SEO here and online reputation can be a fit and can actually get your results.

**9:20**

So this is my team here. I'm very, very proud of my team. Very proud of every single department we have, division we have here. Proud of what we have been building over the years in this shape and form. It's now four years that SEOLEVERAGE exists. I've been running an agency for

more than 15 years already and 20 is doing SEO myself. So it's really nice to see how we have evolved as a team over time, and how every single team member is trying in their role to make things better to innovate to try new things, try new tools try different approaches. So if you can count on a team or a planning to count on a team, I can not stress the importance of dedicating enough time to communication to processes to team structure, etc. Because ultimately it's going to pay off big time and long term. My team members have been around for quite a few years already some team members I've never met in person but have been working for us and growing with us for years, which is definitely also something I don't take lightly. So there's definitely enough dedication to communication and time and resources going into making sure that the team works properly and has what they need in order to help you as a client.

**10:34**

This was episode 121, my name is Gert Mellak, today was all about my team, which I appreciate so much. Next episode we're going to talk SEO again. Thank you.