

A portrait of Gert Mellak, a man with dark, wavy hair, smiling warmly. He is wearing a grey blazer over a red polo shirt with white stripes on the collar. The background is a dark, horizontally-slatted wall. An orange semi-transparent banner is at the bottom of the image, containing text and a logo.

The Moving Target of SEO



Effective SEO involves continual improvement, something SEO pro Gert Mellak understands well. Get a glimpse into the ongoing task of keeping his clients' sites in good SEO shape



Gert Mellak

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is Episode 787. I've brought back my special SEO friend, [Gert Mellak](#). Welcome back.

Gert: Wow. Thank you very much, James, great to be here again on the show.

James: Always love your input. You work with so many people in our community that [every time you come on](#), you're serving a whole bunch of existing customers. Of course, some people reach out to you at [SeoLeverage.com](#) if they want some help with SEO.

What I want to really cover with you today is the idea that SEO never sleeps, it's not a done-and-finished type activity. So I'd love you to sort of address what the world looks like from your perspective as an SEO business owner.

And I can actually relate to you in that. Because one thing, when I was running an SEO business, I realized that we had to spend a significant portion of our time on research and development. That whatever today's standard is, and whatever is ranking today, we can only accept that that is today's result. And we should not assume that that will be the case next year.

And as I think about our own business and the help that you've been giving us, we've always got a new target, a new thing to focus on. Even something that was in place before might have slipped, whether it's page speed, or an article that was ranking starts to slide back a bit.

Why SEO is an ongoing process of improvement

So can you just take us through what it looks like, from your perspective, as an SEO business owner? Why do you think SEO never stops? What sort of things should we be thinking about as a business with our ongoing SEO work? Where do we focus? What sort of thing should we keep in mind, when it comes to momentum?

I'm going to hand over to you and I want you just to spill the beans, take us behind the scenes, tell us what's really going on with you and your client base on an ongoing basis so that we could end up by the end of this episode with a handy checklist of, you know, X number of things that we should consider, that even if they're good today, we want to keep an eye on for tomorrow.

Gert: That is really such a good point. Let me maybe start, what happens if you don't consider SEO being an ongoing thing, right?

What happens is, and what we see time and again, I have calls with clients with sites like these all the time, they have been very smart, years ago, to start the content game. They have been very smart to hire someone who gave them detailed instructions of the pain points of their client base, questions they might be asking, topics they might be interested in. They have been building up a huge content base of maybe 500, 1500 articles over the years.

And those articles a few years back did really well, because the whole landscape was completely different. Google worked completely and most to a large extent, very differently from how they operate today, what they'd consider good SEO or solid white hat SEO on today. So what we see on those sites is that they have a lot of content that was very good. But it's just, if you compare it with what users might expect today, it's just not up to users' expectations these days.

And I want to give you an example. If five years ago, maybe six years ago, you published an article with no image, no formatting, but the article was really good, it used to rank very well. And especially if it then got engagement comments and social shares and stuff like that, it was probably enough to have a page one, if not a position one ranking back then. Depends on the niche.

What happened today is, imagine you open up Google, you perform a search, you come to a page that has only text, there is no sub headline, there is no formatting, there is no styling, there are no images, there is no video or audio embedded. It's just not the user experience we expect today.

And then we want to know that Google wants to make users happy. I say this probably 10 times, 20 times every day to my clients, because it's essentially, everything we do goes around this main theme - Google wants to make users happy. Same with Facebook, Twitter, all platforms have essentially copied Google's focus on user satisfaction, user happiness, and are able to adjust what users need to see based on this main premise.

So what this means for us is that this article that six years ago was doing very well isn't making users happy today. How does Google know this? Google knows this because they might send the user to the site, the user might come back to Google and click on another result. If I were Google, I would say probably this wasn't really convincing them enough. So I need to provide something different.

Let's shift results and put something else on top and see how this does, right? Just like a very basic understanding of how Google operates. And then they probably add 250 layers on top of that, right? But Google is trying to send people to a search result that's going to make them happy.



Out of this premise, what we need to see is that user behavior and user expectations change over time. So based on technology, advances, expectations, we get saturated with what we see, we want to see new things, there's a lot of things coming into this. We need to see that what's ranking today on page one is not going to be what in four months, six months, is going to make users happy, maybe not even next week.

So we need to always make sure we have a good understanding of what it is in our industry, and even on specific search queries, that Google really wants to present to users, because they know, based on all the information, all the signals they gather, that this is most likely making users happy.

So this is the same, the main premise that just requires them to do SEO on an ongoing basis, and take, like, the most important elements, week after week, month after month, year after year, and make sure that the entire content base, your entire article base on our website, is up to the standard that we expect to send users to.

James: So some of the things that come to mind, like, I remember we had to convert from [HTTP to HTTPS](#). I remember we had to think about [mobile first](#). And then responsive design. Like even recently, on [episode 775](#), we put this epic chart of all the programs we have for coaching, what's included in them, how much they cost. And then my team went and they coded it all to make it responsive so that it would work on any browser size.

These are things we didn't really think about seven or eight years ago. So there are those changes. I imagine things like [page speed](#), etc, there's probably been some inflation there. Like, maybe sites get faster and faster as the internet gets better and better. And mobiles get more and more used. You said before, like, originally, you might have just had a text article. And then you might have had a text with images and so forth, maybe text with images and videos.

The changing user behavior that impacts SEO

What sort of user behavior changes are you seeing across the board that would cause you to say, well, this is the minimum standard for what I'd want to see in a post?

I especially want to address this, I guess a little selfishly. But when it comes to SuperFastBusiness, right, this post is going to go up at Episode 787 on the site. You're the guy who helps me with my SEO. What would you say to my team? Or, you know, maybe you actually do, but would you share with our listeners, what do you tell my team we want to see on a page where 787, that episode is showing, what would be the elements that you think are in line with the current requirements that maybe you're missing from what would have been the case three years ago?

I mean, face it, we've been doing podcasts for 10 years. So a lot has changed. But our basic framework hasn't changed that much in terms of the podcasts, the bullet points, and the transcription. But I'm wondering if we still should do a transcription, or if we should just have, you know, a content-rich article or the condensed version of it, or just the show notes. Are we overdoing it? Are we missing an opportunity? Are we behind the times? Like, where is the current state of play?

Gert: I think what we need to understand is not everything we put up on a website is rankable material. Okay? So I would want to filter what we show to Google and ask Google to index and actively go in and say okay, this podcast was great. We're going to promote it on social media, or this article is very interesting for all the audience. Let's put it on the membership. Let's put it on the blog or on our social media sites. But this is not something anybody's going to search for. Okay?

So if we think about these SEO episodes we have been doing, there are probably people looking for [link-building advice](#). There's probably people looking for a [site audit](#), we tackled in another episode. Maybe not many people looking into ongoing SEO, because this is something nobody wants to really know that this is an ongoing thing. And they might not be searching for this episode in particular.

James: It's certainly bad news, isn't it?

Gert: It's absolutely bad news. And it was a funny story. They said, this is really hard to sell. Right? SEO is really hard to sell. Why? Because this is something we can't give any guarantees. Any SEO agency giving guarantees is lying to you.

It's an ongoing thing. You need to put a lot of resources, energy, time, money into it. Next month is going to be different than this month. So you need to keep up with the standards, it's an ongoing thing. It can work so well. It can provide free leads every single day, but you need to do a lot for it. Right?

James: I reckon one of the fundamentals of that is that - and I think you've talked about this before - having good SEO, if you want to break it all down, it's simply seeing who's ranking for what you'd like to rank for, and then one upping them.

Gert: Exactly.

James: You just got to go one better. If they have 10 links, you want 11 links. They have certain keywords appearing, you want those certain keywords appearing. So that's why I think it creates inflation. Like, whatever the standard is today, you've got three or four people out there saying, I'm going to knock off that website, I'm going to get an extra link, I'm going to improve the quality of the page, I'm going to add those keywords, I'm going to tune up my page title, I'm going to add a video to this page, I'm going to link to it from other places within my website, I'm going to prune other articles that aren't important from my robot text so that Google gives my site more favor, I'm going to speed up our website.

So basically, the competitors are out there trying to beat us. And just to your point about selling SEO, I've actually found it really easy. But I have an insider advantage, because so many SEO businesses suck that when my customers say, Where do I go for SEO? I just say just go to [SEO Leverage](#). Gert is the man. He does our SEO, he gets the results. I love working with him, I work very closely with him. I've seen his team, I've even worked with people in his team in my own business.

So when there's such a sea of charlatans and average operators, it's actually easy to stand out. And you stand out on the merits of the results you get, which is phenomenal. And it only only takes a little while for people to see those results come through because of your framework, and because of the innovation that you showed me the other day, which I'm super excited about. And I know you're practically doing cartwheels, and it's hard sometimes to pick that up in your tone. But you're very excited about this. And I hope these two items come into our discussion today as well.

Transcriptions and the matter of rankability

Gert: Absolutely, absolutely. I need to work on my tone. I want to get back to the rankable material which we're talking about, because I think many of your people in your audience might run a podcast, might think about starting a podcast. And podcast sites are one of these sites that are really affected by the change that happened over the last year. Okay?

So where a transcription, for example, a few years back, was perfectly fine and could rank very well, because there probably wasn't too much competition. And then, over time, what happens on podcast sites is that automatically episodes and transcriptions get similar over time. Because essentially, everybody has a few main themes they really like to talk about, and they invite guests about these topics. And then for Google, sometimes it can get hard to differentiate.

So if you've got two episodes about email marketing, and you have got a transcription of those episodes, how should Google know which one to rank when somebody searches for email marketing? So we need to help Google a little bit, because otherwise, Google is going to pick one. And they might pick a different one every time. And if they pick the one that's not that optimized, you might rank on page five; if they pick the one that's optimized, you might rank on page one.

So we always need to make sure that Google knows exactly, without a doubt, which URL should be ranking for a certain key term. And whenever we, in our ongoing work, determine that there is what's called a cannibalization, where one article eats up the other article's potential, essentially, we want to step in and act and put certain tactics into place in order to avoid this. Okay?

Introducing ERICA

You were talking about our development. We have in a framework, so maybe we'll start with the framework, right? So in order to make sure we do ongoing SEO in the right way, keeping the quality standards up, based on a guy I knew, James Schramko, who once told me that it's good to have a framework for the things you want to do with a certain quality labor, we came up with a framework called ERICA. And ERICA really is an acronym for the steps we walk clients through every couple of weeks in our ongoing consulting.

So I think what differentiates us, and what at the end of the day, as you say, makes SEO not such a difficult sale, is that we're very open and transparent. And this is the feedback we get from a lot of clients from other podcasts where I'm on, etc. We don't hold anything back, right? We're giving all the information. People don't have to understand the details about SEO, but it's very easy to make sure people understand what we are going to do and why. Okay?

So this is where they come from other agents and they say, okay, they charged my retainer fee, they sent me a monthly report, I don't really understand it, and then they charge again and send me the next report. And that's about it for the SEO agencies. And on top of that, I'm not getting results, right?

Whereas we say, Okay, look, dear client, we are going to spend the next two weeks focusing on these things. We want you to put up two articles if you can, otherwise, my team is going to help you. We are going to do research on this competitor, in particular. We're going to talk about what's working for them, going to talk about what they did in the past was working well. It's not working anymore, and this is something you can leverage for your site right now, for your content, for your growth.

How are things evolving?

So this is where we then walk them through the ERICA framework. And E, for example, stands for evolution, where we just make sure (and this is a very big point that many agencies miss out there) is to make sure the client knows what's the current status of the SEO. Because sometimes they might just check the overall traffic they're getting or the number of leads, but they don't even break it down by channels. They don't even know the organic channel is a different number of leads than the social media channel or the direct hits, etc, or referrals, etc.

So we want to make sure we know how many conversions and this is, at the end of the day, really what counts. We couldn't care less about traffic, if it doesn't convert. What are the conversions that come in through the different channels? And what's the evolution of this?



At the same time, what are your main competitors doing? Your competitors online aren't necessarily the competitors you have in mind. So we ask our clients, obviously, which competitors they're kind of following, etc. But then we very often come up with sites they have never seen before, but they are coming up on every single top 10 result on Google, and they are just competing with them. They might not even have the same business model.

But if you're an affiliate site, for example, a forum might be your competitor, because they just have content that Google wants to rank. So we want to make sure everybody's aware of the evolution of their site, the conversions, but also about their competitors, what they are doing, what they are up to, and the main rankings.

What SEO has a whole lot of

Then the next step is R, and R stands for research. So SEO is a lot of research. You mentioned we also have an R&D department, we do a lot of research, development, testing, testing SEO theories, testing SEO ideas, confirming what Google tells us, which is not necessarily in every industry applicable. What they tell is good SEO. Try to prove, for example, we just did another site speed test to prove how much site speed can have an impact under equal conditions and things like those, how alternative texts help Google images.

We're always essentially running five tests every week, at least, in order to make sure we are on top of what's happening, and then redo those tests over time, because some findings might be different. But research also includes competitive research, research on the site, what can be done, everything from user experience.

We focus a lot on conversion, this step where we research what could be call to action. I just had a client double conversions because we suggested they put their call to action not only at the bottom of the page, but also after the second paragraph. And they just immediately doubled conversion.

We check out how the devices are working. We sometimes do a usability test on a mobile phone, for example, because very often, people completely ignore the mobile version. Which is interesting, because most sites these days have at least 60 or 70 percent mobile traffic. And what this essentially means is that they are going to need to really work on the mobile usability. And on top of that, Google is doing what they call a mobile first indexing these days. And this means that they are going to crawl your site as if they were a mobile and charge on this site from the mobile user experience perspective. Okay?

The importance of interlinking

So we had E for evolution, R for research. Then we have got I for what do I call interlinking, which is internal and external links. And this is where we take what is happening with the internal links from one page to the other one, are we creating a content structure Google can understand? Because sometimes if we just have a flat list of articles without any hierarchy, without any pillar articles, supporting articles, and the proper structure, it's really hard for Google to send someone into this structure.

Whereas if we create what's called a content silo or content cluster, this is essentially a main article with a lot of specific articles or supporting articles, as they call them, around them, it's very easy and a very easier safe bet for Google to send the user into this cluster, just because they are going to find what they are looking for. Even if Google doesn't have hundred percent clarity about the search intent, about why they want to do this search, they're going to find within this cluster, based on the internal linking, what they're looking for.

External links are still important. External link building is probably one of the hardest things to do in SEO, I think, because you kind of need a network and need a lot of processes, ideally, software to support this.

You need to be consistent. We sometimes have to follow up with people five times until we get a response, if it is decided we really, really want to link to our client, for example. And we have all this lined up in our link building team, where we just already have, like, a broad network of contacts to site owners we can leverage.



And then on an ongoing basis, really, with every new client, we add to this contact base to make sure we are able to create high quality and especially highly relevant links to our client's site. And this is just the signal Google wants to see. So it's one thing that you have the best content. It's another thing if others confirm this by linking to your site. Okay?

Why do people come to your site?

Then we have got C, which stands for content. Content is king. Content is the most important thing, it's the reason why somebody comes to your site in the first place.

In terms of content, we also want to integrate a little bit of design. And I just had a great chat with [Greg Merrilees](#), for example, from Studio1 Design, where we talked about the design really being the reason why somebody bothers reading your content. Okay? So they come to your website, they're going to get an overall impression. And then they're going to decide, subconsciously, to read the headline, read the first couple of sentences. But if the design is crappy, they're just hitting the Back button.

So this is what we have, very often, a tough decision or discussion at the beginning of a project, where knowing in my mind, the main reason this person doesn't succeed is because the design is crappy, right? It doesn't look serious, it doesn't look professional. There are images with different sizes. Their mobile responsive version isn't working well. The header doesn't look serious. This is a standard template I've seen a hundred times before. This isn't anything that could be different.

So this is where design, recombinant design, kind of blends together into what I would call content presentation. And the content presentation needs to convince me. Otherwise, back button. Other result, negative user signal, ranking drop. It's as simple as that.

James: I was just talking about this on [episode 784](#) with [Dan Norris](#) about how important design is. And I think design is a classic, where there's been inflation. The designs I had 10 years ago were not that great. They were pretty good; I had some help with some of my sites, but it wasn't across the board. I'd say if you go to [SuperFastBusiness.com](#) now, it's way better because of Greg Merrilees.

And I can't tell you how thrilled I am about the fact that the person who helps me with my graphic design is talking to the person who helps me with the SEO. Because you start lining up all the things.

And of course I've got a bit of a job with the content, I have to get the core content out there. But then my team have to package that and then display it correctly and smush up all the images and chunk the copy to make it usable in the right size font and have to keep the site kicking along. And of course with [SuperFastResults](#) being on [10XPRO](#), that's been a lot easier, which I know you speak to [John Lint](#) over there at 10XPRO as well.

So all the people in my network are talking to each other. And then if you tie it up with great sales copy, like [Kevin Rogers](#) was talking about in [783](#), you now have a site that's going to look good, rank well, and actually sell, which for my money is what I'm trying to do with the website. Like, that's the ultimate, and it's easy for my team to use. And it gets the customer fantastic results.

So this is why we've got this constant theme of the people in my network, you know, communicating with each other. It's the power of that network. And what you've just described there is something I see all the time as a coach, when people say, Aw, my offer's not converting, or, you know, I'm sending a lot of traffic with paid ads, and I don't get any money. And I go look at the site. And honestly, it's a dog's breakfast. It's just like, there's nothing going for it. Like, there's 17 different fonts. It's ugly, doesn't rank for anything. The words are terrible.

I'm like, this is a throwaway. You got to do it right. You got to do your research. You'll have to get some decent design. You'll have to put the structure correctly if you want to ever rank for it. And if you want someone who comes to the site to, inevitably, buy, there are things you're going to have to do as well.

I reckon it's a hard game, this online business. I don't say for a second to people this is simple. It is challenging. But I reckon it sounds like you probably do your very best work where you encounter a client who's already in motion and doing okay, but wants to polish it and just accelerate. Would you say that's true?

Gert: Absolutely, absolutely. I think it's probably hard to have a consultant, if you're just starting out. It's probably you're going to find your own way. You might be reading the book, [The ERICA Framework](#), that happens to be published on Amazon.

James: We'll put a link to it in the show for you, Gert. Look at that promotion.

Ranking involves a lot of buckets

Gert: It would definitely be a great and affordable start, I would say. You definitely want to follow a framework right from the start, even if you can't have a consultant helping you through this. And the reason I'm saying this is because there is just a lot of buckets to fill, we usually tell clients, when you want to rank for something in Google.

And there is one, but page speed, people think page speed is going to change everything. Page speed is just one bucket, right? Under equal conditions, we've tested this in our end. Page speed, the fastest site is going to rank higher under equal conditions, right?

There are tools out there you can use where you can perform a search, check out what's ranking, check out the page speed of every single site that's ranking, and you're going to see at this stage, right now, might be different next month. It's not the main criteria, right? So we want to test this, we want to stay on top of this. But this is just one of the buckets.

There is another bucket about content, which is probably the thing you want to start with when if you know your audience, you know what they're interested in. However, just writing about what they're interested in doesn't mean people are going to come. You want to write about something they really search for. And you want to write about something in a way that Google wants to rank.

And this is where people very often ask me, what's the best SEO tool out there? the best SEO tool, and people will not imagine this, how often we just use Google as our main SEO tool. Because if I want to rank for best SEO agency, I need to see what Google is ranking for best SEO agency. So I type in, literally, best SEO agency, see what's coming up there, and then make up my mind, can I produce a similar piece of content? Can I emulate the kind of links these pages get? Is this only a list of sites that have been around for 20 years?

James: Therefore, it's a moving target.

Gert: Absolutely. It's something you always need to be on top of. Exactly.

What a podcast post would ideally look like

James: So did you tell me the answer about what my page should look like for Episode 787? What would you like to see as an SEO professional on that page?

Gert: Yeah, I think that's a point that I just also talked about with [Charley Valher](#), about podcasting. Because the podcast is just an add-on. Right? This is not something podcasters like to hear. The podcast recording, from an SEO perspective, is an add-on. It's an add-on, that presents a certain type of content that's an audio file.

And what happens is that if you think that the audio file plus a little bit of show notes or the transcription is going to be rankable material, to come back to this term from before, you're probably missing what Google wants to achieve. And if you think that Google wants to make users happy, they don't want to make users happy that are podcast listeners. They also want to make users happy that like to read. And reading a transcription, there are probably funnier things out there you can do than reading a transcription, right? Because it's just, the structure is just not the same.

James: So should we stop doing transcriptions? And should we do a condensed article version of the podcast instead?

I think you want to do both. I think the transcription is a great tool.

James: Obviously, we'll still provide that as a PDF upgrade, which we do now anyway, right? I should point out, currently at SuperFastBusiness.com, as at November 2020, you can go to the site and you can read the whole podcast word for word, which I always thought was good.

If I say a word, like pink elephant, then sometimes, actually, we pick up traffic for pink elephant. There was this funny episode I did with a comedian guy. And he did a joke, and he mentioned some obscure act of a thing that's in a more of a gray or black hat type industry, which I won't repeat, but we started ranking and picking up traffic for that. So I've seen firsthand that that can work.

However, it might be much more valuable to a user to have a condensed version of the goods. Like, we actually do provide that as a PDF upgrade as well. Usually with each episode, you get a transcription. And you get the cheat sheet or the top seven tips, like we would have Gert's top seven tips to stay in front of the moving SEO freight train. And it will be the condensed version. Should that be what's on the public side and then the transcription and the cheat sheet could be the PDF? So we just switch out content.

Gert: I would definitely say you want to have a fully-featured article that's great to read, that can be skimmed, where there is a lot of value in there, plus the recording plus the transcription plus the video if there is a video. The way I try to think of it is...

James: You don't ask for much.

Gert: No. I think we just need to see that we need to cater to different types of users. So from 10 users, six or seven might prefer an article. Two might prefer the audio recording, because they have time and are in a place where they can consume it.

James: And some want to watch the video.

Gert: And there might be one wanting to read the transcription.

James: Yeah.

Gert: Right?

James: Well, we do give everyone everything at the moment. We've throwing it all out there. Like, luckily, I have a team of ninjas who are just so good, they can publish the audio, the video where it's catchable, the PDF, even the cheat sheet. We do it twice a week. I'd say we're actually pretty generous as a company.

And as you pointed out to us, when we do SEO, we've actually had to prune and no-index stacks and stacks. How many pages? I don't know, 1500 pages that weren't getting enough visits

Gert: Probably.

James: Yeah. So like, I just want to do better. I'm at this stage in business where we can hit the accelerator. I've got the resource. I've got an SEO guy, I've got a team, we do make content. I just want to make it good. And I think you're helping us here. I'm definitely going to ask my team to listen to this so they can do whatever you tell them to do. And I'll pay them.

Gert: We're in touch with your team on [Slack](#) anyway. The other day, we just slightly pointed out page speed could be revisited. And the next day it was done. So this was amazing.

James: Yeah, they're very fast.

Gert: Big shoutout to your team there as well.

James: I think the ultimate compliment is when you said, I'd like to hire you guys to do mine.

Gert: We would definitely hire them, no questions asked.

James: Oh, they're busy, unfortunately.

Gert: Yeah, we try to keep them busy as well.

James: That being said, I will give a plug for my wife's business. If someone's interested in hiring someone like the people in my team, they might start out at [VisionFind.com](https://www.visionfind.com), and then train that person. Over time, you'll end up with a team like mine. And several years from now, you'll have a good team. So there you go.

Gert: Yeah, I think it also makes sense in this context to say that we also have training teams. So on our bi-weekly calls, very often, we have time to bring three or four team members on the call.

James: Hang on a minute. What does bi-weekly mean to you? Is that twice a week or every two weeks?

Gert: So this is every two weeks.

James: Okay, cool. So in Australia we'd say fortnightly, but that doesn't translate to the US market. So you could say there are two calls a month.

The action steps that will have impact

Gert: Exactly. Two calls a month in order to keep the momentum going. And this really brings me to the A of ERICA, which is action steps. Because whenever we finish a call, our clients have one list of action steps, where they see what we are going to do for them in the next couple of weeks, and what they should be working on, based on what we assume are their high-impact things they can do right now.



There's probably 200 things you can do in SEO. There's probably five that are going to make a difference in the short term. And this is where I see a little bit our role where we want to orientate and say, Look, you could, right now, place 1500 alternative text on images. You are not an image-focused business. So let's start creating content instead. Right?

People might spend two months and feel very well about their SEO work because they have put all those image alternative texts in place. If people in your target audience are not using image search, it might not be the best use of your time. Okay? So we try to make sure everybody stays focused on what is going to have the high impact in the short term. Although SEO is a long-term game, we want to focus on the right things in order to make this happen.

A huge development in the ERICA process

And this is where really our development comes in. We already mentioned, right now, we're still working on a shared spreadsheet where we just line up everything for our clients, pulling the data, pulling the graphics, make sure they have, like, a dashboard to work with and understand the current situation, the competitive landscape, etc. But we have been working for a few months.

And web application is going to be launched for our clients in December, which essentially helps them through the ERICA framework.

James: Hang on, stop. I want you to say that again, but I want you to pretend you're very excited about it. Show me that emotion. Because the other day when you posted about it to me, like, I could picture you, juggling, cartwheels, celebrations, champagne. You showed me a screenshot, and it looked phenomenal. I want to feel it. Come on, are you excited about this application?

Gert: So in December, something we have been waiting to announce for a very, very long time is going to be finally coming through. And this is something our clients are definitely going to appreciate. Because right now, we do our best with tons of spreadsheets and links and screenshots, stuff like that, in order to present them with something they can really work with, something that's actionable, etc.

But now has come the time, after a year of thinking about it, a few months of development, 10, some 20, 30, 40 pages of documentation, that we can finally announce we are going to have our own ERICA application, which means that our clients are going to be able to log into one single place, not three as they do right now. One single place, giving them, like, a dashboard like a pilot has on their airplane.

So they're going to know what's happening every single day, not only on our fortnightly calls. We're going to know every day, they can log in, see what's happening. Our software updates, the status, our software tells them what their competitors are doing, how their competitors are performing. Our software tells them what are the next high-impact steps.

This is not automatic. This is manually filled by our SEO team. But they are going to know what to focus on. They're going to be able to hand over the keys to this software to their team and say, Look, take a look every day. What's happening? Which rankings drop? What can we ask directly within the software to our SEO company in order to make sure we are on the right track?

We can notify them about what has been done, so we can revise their work in between our strategy calls that we prepare. So this is really something that's going to be a complete game-changer. And this is something no SEO agency has. This is something SEO agencies usually use, and we did this as well - a lot of third party tools; you can white label them, you can put on your logo, you're always going to have just the same thing with a different color with a different brand. Whereas our software really illustrates the ERICA framework we have seen so many clients get outstanding results with.

And the outstanding results really come from being guided, having some sort of hand-holding approach through the SEO optimization process. And this is where you log in, you have your ERICA steps, you know what's the evolution, you can check out the research steps, you can have your action items list where you need to know your prioritized, next high impact actions you need to focus on. You can document them, we can go through the results, the team is going to be notified when you did something to revise, it gives you feedback.

So this is something I'm extremely excited about, and I'm really looking forward to getting this out to our clients, finally, after so many months of hard work here.

James: Congratulations, mate. And I'm sure you've probably invested a lot of money in it as well, which you didn't mention, but yeah, I know the software thing. Oh, my god, software. But when you get it right, it's magic. You know, like Google. We all use Google because they got it right. And it's dominated for the whole time I've been online. Almost. I think it came around about the same time I got online, Google started to get popular and took off, and has never looked back. So congratulations on having such a great dashboard.

Summing things up

The summary, I think, the punchline of this episode, really is this: that SEO is a moving target. Whatever is working today is great. But you keep an eye out for what you want to be working tomorrow. And if you have a dashboard that shows you when things are starting to change, you can respond quickly.

And if you have a check-in every two weeks or twice per month, with a proper professional, you can't really slide off a cliff too bad. And so that's why I'm very grateful to have you helping me, Gert. That's why I want you to keep coming back and sharing with our community.

If you are listening to this episode 787 and you've got a question for Gert on SEO challenge that we haven't answered yet, please send me an email james@superfastbusiness.com. Ask me or ask Gert. I'll get him on here, grill him and get him to tell us all the answers. And in the meantime, of course, Gert can be found at SeoLeverage.com.

I just want to say thanks for coming and sharing again. It's always very much appreciated.

Gert: Yeah, thank you so much. It's great to talk to you, share some insights. I hope this is helpful for your audience. And definitely, if someone is interested in how this application is turning out, we're going to update our website in December with some screenshots, some insights on what this is doing for people.

And at the end of the day, I think SEO is about accountability. We need to keep the momentum going. And this is not done with two weeks' focus on SEO. It's done over time, week after week, month after month.

James: Make sure when you put those images up on your site, Gert, that you make them as small as possible. I believe that helps.

Gert: We always try our best.

James: All right. Well, if you need a hand, let me know. My team are always happy to help you out.

Gert: Perfect.

James: Thanks, Gert.

Gert: Thank you so much.



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