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6 Valuable Things to Know About SEO Implementation

1. It's not enough to tick a few boxes in a plugin.

Effective SEO is not a simple matter of complying with a few surface requirements. It involves content and linking and research and adjusting to algorithms, something the average business owner may not have the knowhow to cover.

2. When you have too much content...

When you have a lot of content that isn't optimized, the first question is, what's getting traffic, and what's converting? From there, an SEO expert can tell you what content to optimize and how, and if any new content is needed.

3. Can you turn off the paid traffic?

With the organic clicks and conversions of SEO going, it can be tempting to turn off the ads. SEO, however, just gets you better cost per acquisition, better cost per lead on average. So it doesn't make much sense to turn off a traffic channel that's actually working at a reasonable cost for you.

4. Consistency, consistency, consistency.

A good analogy for SEO is physical fitness. You don't get fit from a few half-hearted visits to the gym, and neither will you get the ranking you want with some intermittent efforts at SEO. You may need to optimize an article multiple times a year, for instance. But if you put in the consistency, results eventually kick in.

5. What you can learn from the implementers...

Business that are good at SEO implementation have much to show for it and much to teach. By consistently implementing, they can get to hundreds, sometimes thousands of email leads a month. To do that, they have an SEO-focused team in place, or they have a service that updates all the content regularly that drives conversions. They are also flexible when it comes to testing new things. In short, a consistent habit of flexible dedication to SEO, and quick implementation, gets them results.

6. These are the people you'll need.

To work with an SEO agency, you'll ideally have a number of roles:

- 1. A tech service** - someone who'll take care of the tech of your website, caching speed and the like. This is the one thing an SEO service typically can't take over.
- 2. A content creator** - not only a writer, but ideally, someone who can take care of visuals as well, someone decent with images.
- 3. A strategy person or an SEO** - this is very often the role an SEO service can take.
- 4. A link builder** - for this, you really want someone with knowhow, who's been doing it for a while. And besides the skills, the role requires tools, context, and relationships with other site owners to be done effectively. So this is another task outsourceable to a trusted service.

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