

JAMES SCHRAMKO

8 SEO Insights Gained from Restoring a Site's Google Ranking

1. Content evolution:

- * Content cannot be truly evergreen; while the core message may remain valid, consumer preferences for accessing and understanding content change over time.
- * It is crucial to regularly update content layout, design, and detail placement to maintain relevance and engagement.

2. Strategy neglect:

- * Shifting focus to one successful platform (like YouTube) can lead to neglecting foundational strategies like SEO.
- * Sole reliance on one platform can leave a business vulnerable, especially if foundational strategies are neglected. Previous valuable content shouldn't be disregarded - it can still be leveraged for the benefit of the site.

3. Importance of SEO:

- * With AI technologies rising, ensuring a consistent brand message is paramount. All information about a brand can be used in ways that might deviate from the brand's intended message.
- * Brands must provide search engines with consistent messaging, structured data, and adequate content context.

4. Resource allocation:

- * Using Google ads alongside SEO can be beneficial, with one informing the other.
- * Organic rankings should remain a top priority. Combining SEO with Google ads can lead to reduced acquisition costs.

5. Website redesign and content pruning:

- * Sites accumulating vast amounts of content over time often need content pruning and organization. Overlapping information should be merged or removed to streamline content.
- * Efficient organization and clear information extraction can favor a site in Google's eyes.

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6. Risks in website relaunch:

- * Redesigns can pose challenges, like potential usability issues and link redirection problems. Detailed frameworks can guide safe website transitions.
- * Consistency in branding across platforms is essential when making design changes.

7. Ongoing SEO process:

- * SEO is an ongoing journey with regular updates from Google. Continuous content refinement, link-building, and structured content are essential for sustained success.
- * Following a site relaunch, businesses might experience a temporary dip in performance, which can be counteracted with strategies like Google ads.

8. Importance of brand awareness in SEO:

- * An uptick in traffic often leads to increased branded searches and conversions.
- * Understanding conversion paths is crucial. For example, drawing users to YouTube, converting them into subscribers, or ensuring they search for the brand directly later on.

9. AI's impact on branding:

- * As AI tools like ChatGPT evolve, there's an overlap with reputation management.
- * It's vital to monitor and manage brand mentions online as they can influence AI perceptions and outputs.

Start your strategic SEO with a scorecard

- SEOLeverage.com/scorecard