

DUE NORTH

The Demise of SEO

**Why we'll soon see the demise of SEO
& what you need to be doing about it
now to be prepared for it.**



FIELD NOTES

Part 1: Why we will see the death of SEO.



So, I've realised... it's time to kill SEO

I've been running our own businesses for 20 years now:

- 9 Years of being a client of numerous SEO companies and Digital Marketing Agencies
- 11 years of running two Digital Marketing companies offering SEO services

There aren't too many people in Australia, and indeed the world, that have more knowledge and experience with Digital Marketing and SEO than I do.

My latest epiphany: I truly believe it's time for the demise of SEO

- I believe it's in a business' best interest that we no longer 'do SEO'
- I believe it's in the marketing industry's best interest that SEO disappears
- I strongly believe it's in SEO professionals' best interest that SEO be killed off

I'm ready for the tirade of comments and trolls who are devout SEOologists, but it's also time for us all to face the realities, to move on from SEO and craft a niche in the complimentary field of doing what you love to do (more on this at the end).

“Following are the facts about SEO...”

RULE #1

CONFUSION REIGNS SUPREME

When you ask someone “What is SEO?” Every single person on the planet will give you a different answer. When you pay somebody to do SEO, they all do different things and without a clear overriding mandate of what’s involved. Most customers don’t know what’s good SEO and what’s bad, and nearly all get a general feeling of unease – read ‘smoke and mirrors’.

- **Doctors** – they fix you
- **Engineers** – they build cool stuff (I do love engineers)
- **Architects** – they design things
- **Solar Installers** – they install solar panels
- **SEO Specialists** – “No idea what they actually do” is most people’s response

There is literally no other industry on the planet where this sense of confusion exists, and this drives really poor behaviour across the board (by both businesses and agencies).

#2 SEO FLIES IN THE FACE OF WHY GOOGLE EXISTS

When you break it down to its essence, ‘doing SEO’ actually goes against the very thing that Google is trying to achieve. It’s the search engines mission to categorise the world’s information so that when you type something into the search box, it’s job is to show the most relevant, authoritative and expert website first, and so on down the list.

SEO is trying to short circuit/circumvent the system so that google places you in high esteem. And this is at the expense of long term results.

So it’s time to switch this up. Let’s work on turning you into the authoritative, relevant, expert business/individual that you are, and let’s stop trying to circumvent a system that is getting better by the day.

#3 NO STANDARDS

There are no standards at all in this industry – none, and that relates to point 1 above. This is because nobody really knows what goes into Google’s secret herbs and spices, hence there can’t be any standards, and you end up with a few bottom dwelling feeding sharks who add no value whatsoever and rip people off. This happens all whilst the good honest ones who know their sh^t, get lumped into the same boat.

Malcolm Gladwell was definitely onto something with his *10,000 hours of experience required* – that’s what it takes to become a real expert. Yet you have ‘SEO experts’ with 3 months experience saying how they are going to skyrocket your revenue – that’s just not cool!

#4 SEO IS JUST TIDYING UP OTHER PEOPLE’S MESS, MISTAKES & LAZINESS

This point is going to hurt the most.

Ultimately, SEO exists because other people haven’t done their jobs well. Every single SEO task I’ve ever seen needs to be done because other people aren’t doing their job correctly. Whilst this is a relatively new thing in the past 3-5 years as Google’s algorithm gets better and better, today SEO people are just tidying up other people’s mess and mistakes. For example:

- **Onsite Work** – means either the web developer hasn’t done their job correctly (which is all too common – sitemaps, robots, load speed, interlinking etc.) or content hasn’t been produced and uploaded well, which means your marketing/comms person needs to pull up their socks.
- **Building Backlinks** – No you don’t need to build backlinks! You need to market your business on the main business directories, you need to join and become active in your industry (and the respective websites), you need to get social and engage on social channels with your target audience. You need to sponsor the local footy/netball/chess team. You don’t need to build backlinks; you need a good marketing person to do better marketing and digital PR.

- **Focus on 10 keywords** – No you don't need to focus on '10' keywords. You need to know your target audience intimately, what information they are searching for online, answering every single possible question they may ask and adding so much value that you impress their socks off all through your website (and that's your Marketing Department's job). You need to do great content marketing.

So, if you just hire the right people to do the right work (and pay them well), SEO actually becomes redundant.

#5 SEO IS A LAZY PERSON'S MARKETING (& A LAZY AGENCY'S SOLUTION)

Because most businesses don't understand it (primarily because the industry has created so much smoke and mirrors), here's the chain of events that transpires:

- Business owners throw up there hands saying "This is too hard, can't I just pay somebody to do it for me?"
- SEO cowboys come along and say "Sure, I'll take your money. Outsource it all to me and I'll make the problem disappear. I'll get you on page 1 of Google, guaranteed! Trust me, I'm an expert"
- And so it just gets outsourced, with the expectation of results and value being delivered
- Most people think they can get results by circumventing the system (see point 2 above)
- That's not doing good marketing and that's certainly not doing good business

Ultimately you haven't earned the right to perform well in Google organic search:

- You haven't demonstrated you're an authority in your industry
- You aren't the expert at your craft
- You aren't adding value to anybody
- You can't expect Google to reward you for doing lazy marketing

Now please don't get me wrong. There are certainly some good SEO people out there doing good work, but my experience is that they are few and far between.

#6 NO BARRIERS TO ENTRY

There are no barriers to entry, which means any dog can do SEO (and indeed if my dog is as good at SEO as he is cute, he'll be awesome at it). Speaking of which, I saw an ad on Facebook advertising an education course to take somebody from 'Zero to SEO Hero in 90 days and make \$150K per year'. That's not cool! That doesn't do anybody any good and just digs a bigger hole for the industry to get out of.

Digital Marketing is a hard game that takes real skill, it's not something you can learn in 3 months and be an 'expert' – it takes 10,000 hours to be really good at it, just like anything else.

LUCKY #7 “DOING SEO” ACTUALLY DOES NOT WORK

After researching over 1000 businesses, the data all shows that “Doing SEO” simply doesn't work. It doesn't work doing it in isolation. Just paying somebody \$2K per month to “do SEO including create 4 blog posts for you” doesn't work. It will not get you the results you want.

SEO doesn't work when you have a mediocre website, when you outsource your content, when you treat digital marketing (and all your marketing for that fact) as an afterthought, in a half arsed approach. SEO is just a component that won't work if the rest of your marketing isn't working as it needs too.

SEO only works when your whole marketing is working as it should, when the sum of the parts is greater than the whole. When you know your target audience intimately and you continually add value to them. When your reviews are so good because your whole business is working like a dream.

“I know what you (the SEO people that is) are going to say...”

I hear these arguments all the time:

- What about low word count on a page? Or low keyword density
- Broken links are important to fix
- Backlinking is still so important
- We need to be producing content with a word count of 1200 per page
- Blah blah blah...

Well, let me tell you something... Google doesn't give a sh^t!

Google really doesn't. It's job is to:

- Analyse your business relative to your competitors
- Decide on which one is more important
- Decide which one is engaging with their audience better
- Decide which one is more authoritative
- Decide which one is contributing and adding to their industry more
- Decide which one is supporting the local community better
- Decide which one is marketing their business better

Do you know what Google does give a sh^t about?

Which business is marketing their business better!

That's exactly what google is analysing and that's exactly how they are going to rank you versus your competitors – it's based on your marketing. Ultimately, SEO results are driven by how you market your business better than your competitors.

So how do you market your business better?

Now that's a great question, and one I'm glad you asked. For I have the perfect answer for you:

“The one who adds the most value wins!”

Nothing more, nothing less. Your mission is to add the most value to the most people (e.g. your target audience, your industry, your staff, your customers). You need to help them, educate them, develop them, lead them, manage them and Google will reward you accordingly.

Word of warning: You don't get to define what “value” is – that's for your customers to decide.

Now, I told you I'd come back to this...

So, what does this all mean for the SEO experts out there? It's time for you to quit your day job and do what you really want to do, what you were born to do and what you love doing. Have real clarity so that an everyday Tom, Dick and Harry can understand what you do, that has no smoke and mirrors, and most importantly, a role you are proud of. Removing all the 'SEO' bull dust, and that is to... find your digital marketing niche.

Rather than 'doing SEO', let's do what you love to do in an 'old school' style career. For example:

OLD	NEW
I love the onsite technical website aspects of SEO	Become a 'Web Dev Analyser and Finisher' (new position description I've just created) who goes through all websites and adds those amazing finishing touches that blows people's socks off. Someone who dots the Is and crosses the Ts and ensures a great user journey throughout the site for all.
I love keyword research and mapping content to keywords	Become a Content Strategist who will ensure businesses add more and more value to all their stakeholders (this means creating content that adds value, and not create content for the sake of creating content).
I'm the backlinking King/Queen	You're now the Digital Marketing PR King/Queen who helps share people's gifts throughout the internet, and we are going to share great information with our target audience!

This is why I believe it's time to kill 'SEO'!

Let's call it what it is and make room for the new roles/titles that ensures all aspects of SEO are achieved whilst using logic and language that everybody knows and understands. It's time to add real value to people and businesses.

To start this journey, we need to go back to basics, to first principles of SEO. This allows us to the plan the right journey forward to outstanding organic search results.

Results achieved when you kill SEO.

✓ **34% Growth on average for
all clients year on year.**

✓ **100% customer satisfaction.**



“ **I'd recommend them to anyone.**

I set Due North a target of growing my business by 25% within 6-12 months. They delivered in just 4! Their professionalism, communication and results have been excellent.

GUY WILSON | GENERAL MANAGER



35%

Growth in Leads



“ Doubled sales in 6 months.

Forget a large agency, get personalised service and clear plain English about how to improve your digital marketing and sales methodology.

PETER THOMAS | HEAD OF SALES & MARKETING



100%

Growth in Sales



“ Doubled retail sales.

Due North has boosted our traffic and doubled our through the door customers! I am a very busy small business owner and have very little time in my day and they have managed to take control and push business through the door. Highly recommended! And Ben (the marketing genius) always buys the coffee!

BEN PERRY | OWNER



157%

Growth in Leads



“ An agency that delivers.

I can't recommend Due North enough to any business – we switched over late last year and the results have been nothing short of impressive.

ADAM DI FLORIO | MANAGING DIRECTOR



43%

Growth in Visitors

Part 2: What you need to do about it now.

What is Google's objective/aim/purpose as a search engine?

Google's aim is ultimately to categorise the world's information. When somebody types something into the search box it's Google's job to show what it feels is the most accurate, relevant, authoritative, trustworthy, and important piece of information first and so on down the list.

So it's Google's job to...

Filter through everything that's available online (and Google's trying to do offline too) and to say this piece of information is the most important to the person who is sitting in front of their computer. This bit of information is second most importance, this is third and this is fourth and so on down the list.

Therefore, what we need to do is transform your business into an authoritative, trustworthy, important, relevant website. One that is much more so than your competitors.

That is the aim of the game

And there's no short cutting that process. There's no just paying an outsource provider \$2K per month to do their "SEO thing". That doesn't work in this day and age. You can get some results but ultimately it becomes a real partnership of how you get the right digital marketing team together to take the action required to build you into that authoritative, trustworthy figure that google loves. Ultimately that's what your target audience loves too. People buy from people they trust and like.

Google is constantly assessing who is the best business

Who has got the most trustworthy information that the target audience is searching for? Who's got most accurate and relevant information, that you should trust and believe? That is what we need to build your business' digital asset into.

Stop the old school SEO BS!

It's time for everybody to stop the old school SEO BS! Trying to shortcut or dodge the system, or trying to circumvent Google doesn't work anymore. It's going to get harder and harder and harder and harder and you're ultimately just wasting your time and money. It's all about how do we create a great digital asset that delivers time and time again for you, that impresses your target audience that ultimately impresses Google.

You need to think of Google as your ideal potential customer.

That's it – nothing more, nothing less. It's our job (yours and mine) to impress the socks of your ideal potential customers. With a better website than your competitors, better content, better social engagement, better email campaigns, better blog and education articles, just better all round.

It's all about impressing socks off

Impress your potential customer's socks off with each and every possible touch point you have with them:

- When they come to your website
- When they look up True Local
- When they read blog articles from your industry association
- When they receive their product/service
- When they leave reviews because you were awesome!

Ultimately, that's what Google's going to measure you on and he's getting better and better and better at it.

That's the secret sauce

You just need to be better than your competitors and Google will follow. That old quote: "Build it and they will come"

Is so true of Google. That's our mandate: pretend Google is your ideal customer!

Let's build the digital assets that he would like to see.

Google wants to understand

Who's the best business, who's got the most trustworthy information that the target audience is searching for? Who continually shows up and adds value to their customers, the public at large, their industry, their niche?

So that's what we are going to build

Digital assets that add lots of value to your target audience, that impresses their socks off every time. That's what Google's going to measure you on and he's getting better and better and better at it.

You can't control Google, so don't even try

Trying to control Google is a complete waste of time, it's time to focus on what you can control. We want to do the right things, be found in the right spots and provide the right information. That will ultimately impress the right people and Google will follow suit over time.

Part 2 Index

LET'S CRACK IN

OBJECTIVE 1: BUILD A SUPER IMPRESSIVE WEBSITE

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You need to have a great website that's technically sound, is built for your target audience, that has great content, has amazing assets and provides an exceptional user journey and experience. This is by far the most important task. Build this and you're well on your way to amazing results with organic search.

OBJECTIVE 2: AWESOME CONTENT

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The second component is about creating great content that engages your target audience. Ultimately how you become the authoritative expert in that space. And it's a great asset – we are aiming to build the 'encyclopedia' of your industry. It's this content that will drive the long term results for objective 3 below.

OBJECTIVE 3: BE SEEN MORE ONLINE

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Your web presence, or as the old school like to call it 'backlinking'. How do we get you found more and more in the right places online. And by right places, it's the right places where your target audience are, not some weird arse website that isn't related to your business:

- What are the industry websites?
- What are the sponsorships locally you need to do?
- What are all the maps and Google My Business pages, etc?
- What are the main business directories you need to be on?

OBJECTIVE 4: BE BETTER THAN YOUR COMPETITORS

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You need to do all the above and do it better than your competitors. Whilst focusing on competitors won't drive your digital marketing strategy, you need to overlay some competitor analysis to ensure you are doing better than them:

- A better website and better user experience/journey
- Better content - that engages better
- Better web presence

OBJECTIVE 1: A SUPER IMPRESSIVE WEBSITE

People do judge a book by its cover

Your website today (in our book) is arguably your businesses most important asset. It's the face of your business to the world. It's how everybody judges you, it's their first impression. Whether it be a potential customer, a potential employee or even a supplier, they will all judge whether you are credit worthy based on your website.

It drives business growth

Your website is the central plank in all your marketing and sales. Done well, it fuels the growth of your business, done poorly, will ultimately lead your business to failure. It's so important in this day and age that you invest heavily in your website to ensure you have a great website.

You don't want just a good website

This is all about how do we have a website that is significantly better than our competitors and how we continually grow and improve that website. That's the ultimate goal. When you have that great website, your standings with Google will follow suit. Google will know that you're investing in it regularly. Google knows that you're updating it. Google knows that you're sharing cool information. Google knows that you're doing some videos and eBooks and whatever else it may be. Google loves that and rewards that. We need to do more and more of it and better quality of it than what our competitors are doing.

Google will reward you accordingly

By doing this, Google will bring you more and more customers. People that will come knocking on your door and say:

“Shut up and take my money!”

1.1 TECHNICALLY SOUND WEBSITE

You need to have a technically sound/strong/effective website. You could have the best designed website in the world, but if it's not technically sound, it's never going to work well both for your target audience or for Google. Having a technically sound website is all about how we do the traditional SEO technical work, AKA "Onsite SEO".

- **Google's got to be able to crawl it:** and find all the information on the site. That includes all the sitemaps and robot files, title tags and meta descriptions etc.
- **It's got to load quickly:** If it loads slow, Google is going to penalise you just as your target audience will.
- **Content needs to be optimised:** We need to have good headings and descriptions for all the main content that you want your target audience and Google to find.
- **Navigate easily:** We need to be able to intuitively find our way around the site and link through to all relevant information as you mention things throughout.
- **Optimised for mobile:** With more than 50% of traffic now on mobile devices, you need to have a well optimised site for all types of devices (and once again Google rewards you for all this).

You see how all this is logical right?

There are no smoke and mirrors in this game (contrary to what a lot of SEO agencies try to suggest). If it takes 10 seconds for a page to load, your target audience is going to leave. It's got to be developed for all types of devices – if I come to your website and it looks crap on a mobile, I'm not going to think very highly of your business, neither is Google. When you think of the logic of this, it all makes sense - you build it for your target audience and Google's following suit. Now, with so much web traffic being mobile, Google's gone with a mobile first policy – they're actually going to rank your pages based on its mobile design and layout first and then desktop.

Technical requirements are very important

Technical requirements of a great website are really important and unfortunately they do cost some money. So you need to invest in building a technically sound website that's got the right headings and the right titles and so on.

1.2 BUILD YOUR WEBSITE FOR YOUR TARGET AUDIENCE

This is not about building it for Google. It's about building it for your target audience and then overlaying it with some of the technical requirements that Google has. Ultimately, those technical requirements are shrinking in importance as Google gets better and better at what they do. Then we want to optimise all the new content on the site so it's got the right headings, the right description, the right layout. If it's a visual product it's showing that the images have got good titles. All those sort of things are still important.

So how do you build a great website for your target audience?

The not-so-secret sauce to building a great website, thankfully, isn't rocket science. Once again it's all common sense, and follows our own logic of what we look for in how we chose a company to work with.

- They need to be impressed with what they see
- They need to emotionally connect with your value proposition and core messaging
- It's got to answer their questions
- It needs to address their concerns and feels
- They need to see 'your story'
- They need to completely trust in your ability to fulfill their needs
- It must be simple, clear and easy to understand your products or services
- It needs lots of detail – some people want lots of detail, some people don't
- They need to have a really good user journey and user experience

It adds value to me!

Ultimately this is all about how you continually add value to your potential customers. So let's give them some great information that continually impresses them through their time on your website. What does a great user journey and experience look like?



Take me on a journey

Like a good book, your website needs to take people on a great journey. On the homepage you're clearly spelling out your core messaging and value proposition that you're providing your target audience. Then you want sections dedicated to each specific target audience and where you want to take them. Consider what other parts of your business are really important that we want to communicate really quickly to the target audience – these need to all be on the home page.

Your category pages provide great summaries of your offerings, you're telling stories so people remember your brand. There are a few different types of category pages - one is obviously products or service, so we need a good overview and summary of the products or services you offer. We want target audience specific pages that demonstrate the value, benefits and features that you bring to each audience. For example, if your target audience is small business, you want a whole section dedicated to small business and how you help them and what the outcomes you're going to generate for them etc. You must also have a great about us page. You need to be impressing me on every page.

I need to trust you

We need to be providing all the social proof that shows you are as good as you say you are. What are the trust markers that demonstrate we are the best in the game? What are the case studies, testimonials, logos, awards, media coverage and history of our business (and all those sort of things) which all add really great trust to my decision making criteria?

Tell your story

You need to tell the story of where you've come from, what your learnings have been, how your business has evolved, how has it expanded, how it's contracted, who are the core staff you've got? Tell their story too! That's equally important (including what's their favorite food? Funnily enough, favorite food is the most looked at part of an about us page).

Some people love detail

So delve into detail as much as you can. What's that next level of detail for each and every product and service? The more information you can give people, the better. It's no different from everything else you do in your life when you're looking for information, you start high level, then go to the next level, and then the next level and then the next level and then the microscopic level. So let's start with a summary section and then I want the ability to delve deeper, so how do I then click on the next bit of detail and then from that, the next bit of detail and then from that next bit of detail.

Everybody is different

We need to cater to everybody's needs when we're giving more and more information as we go through the mix. So ultimately for each product and service, we want to have a really good amount of quality, solid information around features and benefits. But some people want to get technical, right? So let's give them as much technical information as we can around those products and services and how each will benefit them.

People learn differently

We've all heard this, and its no different for websites. So we need to provide all key information in all different formats.

- Videos are mandatory
- Infographics are great
- Blog articles are standard, but very important



AND MOST IMPORTANTLY...

Share your gift and educate your target audience, industry and the public at large. How are we continually adding really good value for free to our target audience? That comes down to your blogs, your free resources, your eBooks and your videos. These build an immense amount of trust in whether I should choose you versus your competitors. We want to make sure we have a great active blog and education section. And that's really what the next section is all about.

1.3 IT'S TIME TO BUILD AMAZING DIGITAL ASSETS

Wrapping all those things together is what builds our businesses great digital assets that produce financial returns today and well into the future. These assets are things that can continually add value to your business and to your target audience. This happens throughout the marketing and sales funnel, especially around awareness, interest and decision making process. You want some great digital assets that continually add value and build up the impression people have of your business and your services.

It comes down to great content, great eBooks, great free resources, great little tasters. What's the:

- **First free piece** of content that is going to make me go "Wow I need to check these guys out";
- **Second digital asset** that is going to make me go "Hmmm that's really good advice that I can implement into my life today";
- **Third trojan horse**: What's the relatively cheap and quick way to add value to your target audience by allowing them to put a toe in the water, but also opens the door to lots more products or services down the track?
- **Fourth**: Shut up and take my money because you impressed my socks so much with the three things above.



OBJECTIVE 2:

AWESOME CONTENT

The second not-so-secret piece to outstanding organic search results is having great content that engages your target audience.

Content is where you get the long term growth of organic search results and is all about how do we continually grow, build, write, video record and dictate really valuable content that our target audience finds useful and that they're looking for online.

There's a lot in all of that which we'll start breaking down into bite size chunks shortly.

Great Content builds trust and attraction

Great content builds you into the authority and expert in your field (that you know you are on the inside). This great content in turn builds trust and makes people naturally like you. The more I like you and trust you, the more I'm going to choose to use your services over competitors. Now, it doesn't mean I'm going to buy from you today, I may not have a need for your services today, but I will most certainly some time in the future.

This is all about how we start and nurture a great long term, value adding relationship

Business is all about relationships. We need to start a relationship build with your potential customers. And that comes down to how are we adding value to them. By adding value to your potential customer (and expecting nothing in return in the first instance), they will like you more and they will trust you more.

How we add value...

In digital marketing (and marketing generally today) we add value by helping people. And we help them by educating them, by providing them information, resources, guides, how to's etc.

WHAT VALUE DO YOU WANT TO ADD?

That really circles us right back around to your value proposition. We need to have crystal clarity on your target audience and the value proposition you defined, and then we can create great content that fulfills this value proposition to this target audience accordingly. The long term aim is how are we building the complete 'wikipedia' (for want of a better word) of your industry, your products or services and your business – both what you do and what you know.

Why your marketing strategy is so important

If you aren't clear on who your target audience is, and what value you are going to provide them, you can't be clear on what great content is for them. So you need to get this right to be able to create a great content strategy.

This builds a great asset

Great assets add money into your pocket every day, week, month and year. Content is this great asset that will continually drive leads and revenue for your business for years to come. And that's actually worth a lot of money. Your ability to continually generate new clients and repeat clients is ultimately the value of your business. And that all boils down to how good your content is.

Great content starts with great foundational pillars

Knowing your target audience and the value you want to add, this then allows us to produce what we call 'content pillars.' The whole point of content pillars is to define the framework and categories around how we add value, information, education, ideas to our target audience that's going to make them like us more and more. Here is one example:

- 1. Guide Me:** Given the uneducated nature of the market, we need to be producing great content that guides the beginner through the minefield of how to choose and what's best for me.
- 2. Techie:** There is a real opportunity for you to own your space, so we want to show our thought/industry leadership with our, and others, technology advances.
- 3. Let's Get Healthy:** This is all about how we help the general public get healthier, so let's share ideas, recipes and habits that are going to help them.
- 4. Inspire Me:** It's time to show case how important healthy food is to life and how we are contributing to a better world.

THEY ASK, YOU ANSWER

This is a cracking book that I suggest you read by Marcus Sheridan. We want to overlay some of what this awesome book covers, which literally is just that for every single question you get from anybody about your products or services, you should be writing it down. From customers, staff, stakeholders, friends and family – write it down. Then you should be making a blog article out of it or a video out of it or a screen share out of it or a webinar out of it or whatever it may be.

Every single question you get asked, you should write that down and answer it because if they're asking it, chances are somebody else's going to ask it, and chances are, somebody is going to type it into google, and google is going to show them your answer. Chances are half your customer base is going to ask it. So that illustrates the amazing power in the sort of content we want to create.

You're great at what you do

Let's not be shy now. You really are an expert at what you do. You've done it for a long time, you're good at it, you've learned the hard way. Now its time to share that expertise with the world. There'll be ideas in your head of what you do, how you do it, better ways of doing things that's contradictory to what your competitors do - these are all the things you should be sharing. How do you bring in what you learned from the last trade show in Las Vegas that you went to? How do we get ideas out of your whole team's head? Because once again they've got a plethora of knowledge that needs to go onto your website which is worth its weight in gold. And ultimately they all form amazing assets and resources that can be shared throughout the business.

Great technical tools

There are some great technical tools we can use that gives us an indication and guide to what people are actually typing into the search box that we want to get your content ranking for from your business. We need to make sure that there's some decent volumes coming through that we can write some good content about. This then drives the priorities of what content we're producing and when we're producing it.

Keyword research

You put in ten seed keywords and it spits out the 4,000 possible variations. Then you go through and start categorizing them together and that starts giving you some good themes of the type of content that you should start producing. Next step, content design and plan. We need to then put that all together into a plan of attack so we know that who's doing what, when and how through the process.

THE BIGGEST CHALLENGE

Is to actually produce the content. Everybody has great intentions, and most will get the first piece or two under the belt, then it falls by the wayside. Customers get in the way, staff grab your time etc. Making content production a priority and building the working habits is one of the biggest challenges.

Point of note: we strongly recommend content gets produced internally. We're not big fans and haven't seen it work all that well when content is purely outsourced. There's ways and means of doing it so that comes out of your head and you get help with the finessing. But ultimately the bones and the main points need to come from you, the business owner or the marketing manager or the people that eat, live and breathe the business.

Then it can be spiced up or made more attractive by external people to help make it sound better or smoother or nicer and bullet pointed and make it simpler to read, etc. But ultimately the crux of all good content, it's got to come from you. So it comes back to quality over quantity any day.

We want great content, not just content

And we want to produce a good amount of great content, not just lots of average to good content. This is all about how we would use great, unique, interesting, informative, educational, bits of content. Habit, cadence, rhythm. The most important thing out of all life in general is how do you get in the right habits, the right cadence, the right rhythm of every day, of every week, of every month, of every quarter, every year we're doing the right things that are going to get us to where we want to go.

So how do we make sure that every week we're producing one piece of content that looks good, that reads well, that goes up on the website, that looks great on the website, on all devices that we then share and promote on, such as all our social channels and on our email campaigns to our leads or customers.

Everybody learns differently

We want our content in all the different formats as everybody learns differently. We want:

- Standard blog articles
- Videos for quick and easy digestion
- Images and infographics

It's leveraged!

We're not creating new bits of content for each, we are re-purposing it. The more we can use the same bit of content, the easier and quicker and more useful it becomes long term. So how do we do a video presentation that we can turn into a blog article, it gets shared out, that's one of 10 that we do together that we can all package up into an eBook. That eBook can then be packaged up into a master bible of instructions or encyclopedia or whatever it may be on something. Once again, it's continually used in all different formats for different benefits. Ultimately, we continue producing amazing assets for your business.

It's shared and promoted!

Once we've created it, we need to share and promote it (it's no good for it just to sit there and do nothing). So we need to share it on your social channels (both the businesses and yours personally) and we want to pay to boost it. We want to email it out to your database, and we want to put it on blog sites, industry sites and discussion forums.

Note: you must pay to boost your posts, no point in putting it up if your not prepared for the world to see it and put money behind it.

It's individual!

Share it with individuals. People love you thinking about them, so share specific bits of content that are relevant to people at different times in their journey with you. One article is just as relevant to a lead as it is to a networking colleague or a friend.



HINT

These should be used throughout the relationship you have with all different people.

OBJECTIVE 3:

BE SEEN MORE ONLINE

Web presence (aka back-linking)

Web presence, web branding, back-linking, citation building... It's got numerous names, but ultimately it's how we get your business found more and more throughout the Internet. However we want it on good quality websites, not crappy irrelevant ones. This is not about how we get on the Russian bakery website that links back to your website.

It's got to be real and it's got to be legitimate

And it's got to be relevant – a website where we would want our business to be found, or associated with. It's really important to stop paying a lot to “SEO companies” to just do back-links. That's just absolute garbage. It's crap. It doesn't make sense. You wouldn't want to do it. Some websites you just don't want your business associated with. So don't do it. This is all about how do we build you a really good web presence and web brand that grows and adds value to your business (and Google follows suit).

Step 1: Back-link Analysis

The first task is to get a good idea of what your current back-link profile is like. Is it good and healthy coming from positive sites or is there some links coming from spammy sites. We want to be crystal clear of your position today. We want to pull a list of all the domains that link through to your domain. We use Google Search Console to does this.

- **Great tools:** There are a couple of other tools you can use as well that do it. Either way we want to identify any really spammy, dodgy, poisonous back-links to your site and we want to disavow those through Google Search Console.
- **Do this regularly:** We now recommend doing this quarterly. There's more and more things popping up on the Internet. It's growing, and unfortunately there's just crap everywhere. There's good stuff everywhere too, but there's still such crap everywhere. We need to regularly remove the crap and then let's move on to getting stuck into how we build all the good web presence and back-links to your website.

It starts with strong foundations

What are the foundational websites you should be on? That's all the main business directories and citation sources. So True Local, Yelp, Yellow Pages etc. There's 20 to 40 that we want to get your business listed on because it's the right thing to be doing. You should be found on those sort of websites.

Maps, maps and more maps

Then there's all the Google My Business, Bing Maps, Apple Maps. So what are all the map engines that you need to be on, including obviously Google My Business being the prime one. But yes, Apple Maps is just as important, and Bing maps, and so on. There are also a lot of secondary search engines. So how do we make sure you're found on all of them?

Your industry

Next, it's time to get more specific about the industry you are in. What are all the industry associations, industry directories etc, that we can get you on? How do you get active within your industry?

- How do you help run some training seminars for your industry association?
- How do you get on the board of it?
- How do you put some workshops on?
- How do you share your content?

One thing, and this is all really good business practice, is to get active in your industry because you'll learn from them, you'll see what they're up to. It's really important for you to do that. Obviously we want to benefit accordingly with better and better organic search results.



It's time to do good!

Then there's your local community and sponsorships. How are you actively contributing to your community? What's the local football team that you're sponsoring and how do we make sure we get on their website with a link through to yours. How do we then obviously promote that on your social channels? How do you have a webpage saying you're sponsoring the local scout group or whatever it may be?

It's just great!

They're all really important things to be doing. It's great for your business, it's great for PR and Google loves it. And we want to see if you can win some awards. So once again, like with all the really important things we do in life, there's got to be some awards that we can win. Potential customers love seeing nothing better than awards you have one by your peers and the wider business community. And so does google, he will reward you like there is no tomorrow with outstanding organic search results. It's great for morale internally. It makes us look good. People trust it, it's great for the website, and it's really good for organic search purposes. So once again, these are really good business practices. Nothing dodgy about you. Just do the right things and Google rewards you.

It's time to get social!

In-line with content generated above, it's time to engage socially with your target audience. It's time to get them to be your biggest fans, your promotion army as they share your ideas, education and information with others because they love it so much.

OBJECTIVE 4: BE BETTER THAN YOUR COMPETITION

Final piece to the organic search puzzle: Competitor Analysis.

The ultimate performance in organic search is all about outperforming your competitors. You need to be seen as better, faster, quicker, smarter and stronger than your competitors. That's what Google is evaluating: are you more of an authoritative expert, relevant person, company, business than your competitors.

That's what we need to build

And to do that we need to spend some time analysing competitors. We need to analyse what they do, how they do it, when they do it, why they do it, and make sure that we're doing it better and smarter than they are. So similarly, as with everything above, we then want to do it for competitors.

- A better website that engages better
- Better content that impresses people more
- Better back-links

A better website

We need to analyse your competitors website. What can we learn from their user journey, their content, their social proof, etc. How have they structured their site, how much detail do they have on their products and services, how good a story are they telling?

Better content

We need to see what they're producing, why they're producing it, what can we learn from them, what can we do better than them? And let's do more of it.

Better back-links

What websites are they linking through to them? How do we get on them? What are the better ones we can get on and grow and do more?

It's a never-ending process...

...of how we get better and better and better and better by getting better and better and better than our competitors. Whilst we won't spend a massive amount of time on competitors, we need to spend some time. But at the same time we just need to do our own things better and smarter and faster and quicker and simpler and more beautiful-er.



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