

April 2020 – How to Optimize Your Website SEO

SEO

Gert Mellak
SEOLeverage.com

Lawrence: Welcome to the April 2020 presentation within [HIT Business Membership](#). This presentation is going to be all about how to improve the SEO of your website and your SEO health. We do this every month within [HIT Business Membership](#). We have either myself or I collaborate with an expert to come and teach you about an important topic for your business. Last month, we talked about how to retain your clients with virtual personal training services, obviously, very relevant right now with the shutdown during the [pandemic](#).

And similar today, we're going to talking about another important topic which is going to really be valuable for you right now. I'm joined by SEO expert [Gert Mellak](#), who has been in SEO for 19 years now. He comes highly recommended by many of the top online business experts, and I feel very fortunate to have Gert collaborate with me today to bring you this presentation. I'm excited because I think you going to learn a lot about how to improve the SEO in your websites and ultimately improve your business success. Gert is obviously a real expert and his website is seoleverage.com. And if after this presentation, you would rather partner with someone like Gert or get some direction from him, and please drop him an email and you can email him at gert@seoleverage.com. I'm sure

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he'll go into more about his background to give you a little bit more context in a moment when we get started.

Gert, I just want to say thank you for joining me today. I appreciate you taking the time to do this.

Gert: Yeah, thank you very much for having me. I think especially in these days, we can see the importance of SEO because everybody has shutdown most of their paid traffic, paid campaigns, and lead generation campaigns. Many companies have cut down them completely if they can't do the follow up and bring people into their fitness centers or gyms these days. SEO is really what's left there to give traction to your brand, to provide exposure of your brand potentially customers would might come after the pandemic to your gym. So yeah, definitely, I'm excited to talk about this here with you especially in relation to the fitness business.

Lawrence: Yeah, you know, I appreciate it. There's a couple of things I wanted to mention that are relevant to the times today. I agree with what you say there. I think one thing is for a lot of business owners are shutdown does give an opportunity to prune, to reset, to work on your business, to look at the areas where you need to improve the business. I mean, within personal training for example, owners, operators are constantly busy working in the business, training people. So it does give an opportunity to step back and reflect and work on aspects of the business like SEO, so I thought it was good timing in that regard. But also, you know a lot of the

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members right now, and a lot of our colleagues in high intensity personal training are moving to virtual personal training, right, training people from their homes, hoping to get results and get a great experience in that way. And it occurred to me that SEO is going to be so important right now in terms of driving that business, potentially generating leads online for your virtual training services.

No one knows how long this lockdown is going to go on for and so you might need to rely on this arm of your business to generate revenue in the interim. Let's say for example, their existing clientele, they got hundred clients, maybe 30 40 go for the virtual training, but then the others don't then perhaps one needs to require additional customers to make this work over the medium term, long term, whatever. And like you were saying before we got started, Gert, preserving SEO quality, not letting that suffer during this time is something that you feel is quite important. I'm sure you'll get into that.

And another thing is, you know, I talk about this a fair bit within the [membership](#) and on the podcast and that's the concept our mentor talks about, [James Schramko](#), which is [Own The Racecourse](#) which is all about spending time, focusing energy on the domain's properties that you can control. The good example of the opposite of this would be spending too much time and investing too much in building your business on social media platforms where due to algorithm changes and maybe you do something that the platform doesn't like, they can close your accounts down. There's so much under your control. It's a very, very high risk to

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have businesses on these platforms versus having your own website, having your own email list. There is much more control when you've got this different types of assets under your control.

With that being said, SEO is a way where you can focus on your existing assets that you control, SEO being your website. And again, it's focusing on growing your racecourse as opposed to spending time and effort on these other platforms where it could be for not if the platform decides to close your account or change the algorithm so you are getting a reach or what have you. Anyway, without any further ado, let's kick-off the presentation, Gert. So shall I go to the next slide?

Gert Mellak

[SEOLeverage.com](https://seoleverage.com)

From Austria / In Spain
19 years in SEO
Technical background

Happy to help with:
SEO / Lead generation / Consulting



gert@seoleverage.com

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Gert: Yeah, absolutely. To further to mention, I think you made a couple of very good points here. Especially because when you go into virtual training, you can finally leverage what has helped us a lot in the past as well, which

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is go international, right. You're not depending anymore on your local surroundings, on the usually maybe like 10 km. or something like that around your chamber you get clients from, and 10 km. is very often on the high end. You can finally independent of your location which would be a single source dependency you have on the gym business. Is this correct?

Lawrence: Absolutely, yeah.

Gert: So going virtual, you finally can go international and you can finally leverage all those followers, maybe people in the area have where they can attract, have finally a product they can sell worldwide, which also edge to [Own The Racecourse](#) system where you want to avoid single source dependence wherever possible, not only in social media. Google of course is a single source dependence. We can't overlook this. But you want to have Google and SEO as part of your mix. It's a very important part of your mix so that you don't depend only on Facebook, only on Instagram, only on being able to push Facebook Ads and paid advertising, but also have like a constant benchmark of traffic coming in. Okay, we're going to more details here, but I think you made a couple of very good points here.

Let me tell something, if that's okay. I think you made a very good introduction already. I'm originally from Austria, you can tell by my accent, I'm not native English. I've been living in Spain for 10 years now, have built here a digital agency and actually I've been in SEO for quite a while. My

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background is technical. I had been doing web development but programming for more than 16 years, together with SEO. More like SEO was always one of my main passions and we have been able to grow the SEO business over the years to a decent level where we said, yeah we were going to focus especially on creating SEO site orders where we analyze sites like we are going to do at the end of this. Webinars as well, and we consult with clients where we tell them how they can achieve better leverage from SEO, from Google, from organic searches as we call them.

Lawrence: Excellent start. Well, I don't know, do you want to just touch on, I know it's a good time now to touch on your background with fitness businesses as well.

Gert: Absolutely, absolutely. As I've told you, I have been building in Spain with this little agency where we're working across a lot of different niches from local car repair store, to B2B providers, to a little carpentry, insurance companies, etc. And at some point, we're trying to find a niche where we could leverage the experience we have and ended up with the fitness niche. So one of the next slide I think, just jump to the next one.

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Fitness marketing

The logo for Weider Sports Nutrition, featuring the brand name in a bold, sans-serif font.The logo for Collective, featuring the word 'Collective' in a white, sans-serif font on a dark red square background.The logo for Atrio, featuring the word 'Atrio' in a blue, sans-serif font with a stylized 'a'.

- Lead generation (Spain)

- Local SEO campaigns

The logo for Bernini, featuring the brand name in a bold, sans-serif font.The logo for Chand Jimenez, featuring the brand name in a bold, sans-serif font.The logo for Dinamic, featuring the brand name in a bold, sans-serif font.A small circular profile picture of Joseph N. Geroci.

Joseph N. Geroci
10 reviews · 7 photos

★★★★★ 8 months ago

Gert is an outstanding online marketing professional. We were reluctant to get anyone to help us with our SEO and site layout, but decided to work with Gert based on a referral. He far exceeded our expectations, got back to us much quicker than we thought he would, and provided lots of detail and suggestions about our business that we didn't know about. We were really impressed with how knowledgeable and thorough he was. Thanks to Gert, our business has improved significantly. I recommend him for anyone who needs help with their SEO, content strategy, and site layout.

gert@seoleverage.com

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Okay, as I've told you before we have been doing some work into fitness space especially in Spain. I'm based in Spain right now. So one of the big brands we have been working with was Weider in terms of online marketing. We did some training with them, and the others are really gyms and consultants in the fitness space. We especially, we're focusing on lead generation of Facebook and Instagram which was working very well and some local SEO campaigns we call them.

These are SEO campaigns for local businesses where there is a local switch intent meaning why there's someone execute a search on Google because they want to find someone in their area. And Google is very smart about this. Google knows if someone searches for a personal trainer, they're not going to directly search for someone from any other country, they're searching for someone in their surroundings, and especially local SEO campaigns have been showing to be a very good asset for

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businesses if you have like a boutique fitness studio, if you have weight loss training program etcetera. Having a business in your target audience's local area is going to be a great asset. You want to leverage from the search marketing perspective. Next one, please.

Lawrence: Just quick question. How effective are... because I know one particular high intensity training studio business who have a lot of Google reviews, excellent Google reviews, and they prioritize getting Google reviews from their clients. Is that a powerful SEO strategy?

Gert: Absolutely. You need to see that in especially in every health related space. Google has a very big issue. And the big issue is the people like myself years ago were producing a lot of pieces of content with very little experience. So this base had changed quite a bit. But I haven't to write articles about very specific topics I know nothing about, just based on research I did on other pages where people who know nothing about have written content. Google has like the issue that they now have tons and tons of content and they don't know where the content is from a legit author or not, okay. So whatever sign you can give to Google that your business is legit, that you are an authority in the space is going to be positive because Google is like reassured that you are a good fit for a page 1 search result. So getting reviews, as long as they are legit reviews is a good strategy. Legit reviews mean if you have a physical gym, it should be from people who actually come to this gym, so don't reach out

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to 50 friends on Facebook and ask them for reviews because it's just too easy for Google to track that those are fake. Okay.

Lawrence: Wow!

Gert: I tell people to have like a process in place. I usually advice fitness business clients that tells when someone is so happy with your free training and they want to sign up, it's probably one of those moments where they're highly motivated, they're so happy with your training, they had never experience personal training before. They are just as happy as one could possibly get. This is the time where you want to ask them for a review.

Lawrence: Yeah, 100%.

Gert: Would you support our service? Give it a review, give us on Facebook, on Google. Let them decide, or have a link ready on Google. You have to add your business to [Google My Business](#) if you haven't yet, so you can control and respond to those reviews etcetera. Have leverage to those good happy moments and just have a process where you or your team has people go to the... open their mobile phone, go to your website link, and add a review.

Lawrence: Yeah, and I know that [Discover Strength](#) have an automation set up where they ping an email out to the client after their initial trial. So they blow

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them away in the trial, so when they are at their peak mood, like you just described, they are in a great position to then... They're going to receive that very well and then give a good review and they've managed to amass a lot of reviews on that ways. So automate that of email I think is a good idea as well.

Gert: Absolutely, absolutely. And I've seen this. Sometimes, I'm one of the users that has permissions on some gyms [Google My Business](#) accounts so I pinged whenever they get a feedback. And especially I remember this Pilates studio where we asked them to put a process in place and did went like mad, so they got reviews, and reviews, and reviews because everybody wanted to support. This was a new startup. They just started out. Everybody was so happy with their training, they wanted to support the gym, wanted to support the owner. It's a one woman business and she got like 25 reviews in no time. And there's another guy who is physiotherapist for example, and his got everybody on a WhatsApp group. When we asked him for reviews, he just pushes this to his WhatsApp group of clients. He pushes the link directly where they can add a review and he's got like 8-10 reviews every time.

This is really something where you can leverage direct content, sometimes it make sense to maybe even send a quick video to some new sign up and say, "Look, great to have you here. Would you like to support us? Do you think this is something other people could be interested in? And leave

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your review talking about the training session you got and just a favor help our brand.” Okay, so definitely this is something you want to check out.

Lawrence: Awesome. And as you can see, Gert is highly recommended by Joseph, as a online marketing professional also.

Gert: Joseph is a great guy. Yeah. But it comes down to the same thing, Joseph was very happy with our services, but until you ask you’re not going to get it.

Lawrence: Yes, very good point.

Gert: Okay. You really have to ask and say, “if you are a happy client...” Clients don’t think of this, unless it’s negative feedback clients are not going to think about reviews.

Lawrence: Yeah. They are too busy and bombarded.

Gert: If open up Google and find a way to leave a negative review. But I didn’t have a client with a positive experience yet who tells happen to add a review, okay. It doesn’t happen by itself. You need to engage people to do this.

Lawrence: Yup.

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Gert: Okay, and there's duties and have a process in place where this happens almost automatically after the first session for example is a good place to start. If it by email or in person, whatever but it's going to help you and compound over time as well.

Fitness marketing - Results:

- **Local Pilates gym:**
=> from the end of page 1 to #1 for local pilates searches
- **Boutique gym startup:**
=> from 9 to 72 affiliates in 2 campaigns
- **Boutique Pilates:**
=> working extra hours to contact > 60 interested people
- **Physiotherapist:**
=> ended campaign after 3 days because leads exceeded capacity

gert@seoleverage.com

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So what we see here is a few results we're getting in the fitness space just so you see and you know about the industry and have some experience here. We had a Pilates gym comes from lower end of page 1 to the first position on local searches around Pilates just by tweaking their website really, put in some internal linking, some coding, some structured data as they call it which is like a special coding so Google can figure out where your business is located geographically. We did some work for boutique gym startup. They called us with nine affiliates and we brought them to 72

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with two Facebook campaigns actually. It was not an SEO campaign; it was a lead gen campaign.

Lawrence: When you say affiliate, is that customers or is that? What do you mean exactly?

Gert: It would be affiliated customers, customers paying month by month, the fee.

Lawrence: Okay, cool. Got it.

Gert: Boutique Pilates, we had like a person, telling us they had their receptionist doing extra hours because they had more than 60 people interested in a campaign. Just what like after a re-launch, they re-branded and re-launch their gym and they did have to put in the extra hours but it was worth it because they got so much engagement with this campaign. So they definitely on from them they had a very solid revenue figure and they are just building on top of that.

And then there was the physiotherapist I was talking before with the WhatsApp group. He was the guy who called me 3 days after our campaign. He said, "Look, it's great so many people are coming in." They are in the center of Madrid, so if you have a offer that really resonate with your audience, you are very quick in exceeding capacity. So he actually... I think we had like a \$200-\$300 ad spend, plus our fee and after \$100 ad

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spend he called me and said, “Look, stop this because we have like 2 new classes completely full and they have like 8 people in a class I think.

Lawrence: It’s called a high quality problem.

Gert: And he was like, “Yeah, let’s save the money for the next campaign.” Okay. So this just to give a little bit of a background. I really like fitness space. I’m not the person most in shape. I just spent too many hours on the computer, but I really like this space is you can just do so much with it and there’s just so many things you can leverage from a common perspective, and yeah. Another result we got for example if you give it some local relevance.

SEO Results:

•Local car repair store:



gert@seoleverage.com

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So another thing we do is national or international, as we talk about our mentor for example, who sometimes prefers clients that does work more on the national and international level. This is a local car repair store, okay. This is the visibility we got them on Google over time just by building up targeted pieces of content on their blog and talking about the things that they told us that people ask all the time. This is like what I call the dumb questions, okay. Find a way to note down all the dumb questions people ask all the time. “How long does it take to lose 10 lbs.?” Okay. “How often do I have to work out to see results?” I don’t know, you guys are the experts, okay. So note those questions down and answer them on your blog. Just for a start, you probably have 20 very targeted pieces of content that Google can pick up and rank. Okay.

So they have been outsourcing this to us. We are creating for them a couple of pieces of content every month since we started out. And this is as you can see, this is growing, this is compounding, okay. This is compounding attraction of potential target clients to their business. Okay so we have Facebook ads, I usually view as an expense because if you

SEO Results:

•Niche agency



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stop it it's gone. SEO and content marketing in particular is an investment because it's going to compound over time. You just have to make sure that those contents are not outdated. Okay, if you are in a technology niche for example where things change every minute, you need to update your content and go back. But if you're in a niche where things are pretty much the same. There could be trends but pretty solid. It's actually really an investment. Every article is an investment in your business growth.

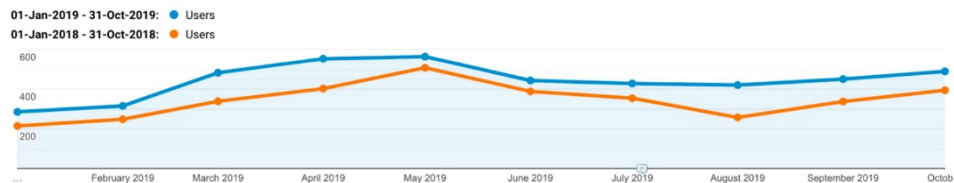
This was a niche agency we were working for with the again producing targeted pieces of content to attract target clients. They are searching for essentially what we want to offer as an audit service of this agency. So they had a particular problem, they search for it for a solution on Google. The niche agency site had the best response and helped in the best possible way. This was funny because we really could track down the rankings and the number of calls they got in a direct relation. Okay, so whenever they did not get any calls, it was a certain ranking that was not showing up on page 1. If it was on page 1, they got a 4 or 5 calls every day.

Lawrence: Wow. That's cool. Okay.

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SEO Results:

•Family business



Gert:

gert@seoleverage.com

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Okay. This one is a family business company in the B2B space. This is just my comparison between 2 years where you can see. It's not one of the best results we've ever had but I think it's important that you can see that sometimes it's just like a 20-30% increase over time can already mean you get like, I don't know, 6 instead of 4 calls every day at least just be tweaking a few things, putting things into structure. I think in this case it was restructuring their blog. They had quite a articles we, we pruned some of them, restructured others and you get a very quick 20-30% plus.

Lawrence: It's still a significant gain.

Gert: Absolutely, absolutely and especially because this family business in the B2B space, they've got high revenue figures. So getting 4 calls more everyday can be like \$50,000 or less every month maybe. It's like the number of potential clients It like the number of potential clients you want

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to attract to your site every day. Sometimes it's really just restructuring your site and putting things into place that over time is going to attract every day a few more customers to your website and one of those are going to call you.

We focus on gyms and build lead generation campaigns, so we develop the system for lead generation for boutique gyms that has been working very well for Facebook and Instagram campaigns and where SEO now is going to be a part of what we offer to gyms as well so they don't only get our clients and leads when they run a campaign but they have like a constant influx of leads. So we have been quite successful in the fitness niche in particular both with our paid ads, lead generation campaigns, and SEO campaigns.

**“SEO never played a major role,
visitors just came because of our content.”**

What you see here is a phrase that comes very often to our attention when we talk about SEO with a potential client and they see like, “Look, SEO never played a major role, so visitors just came to your site because we

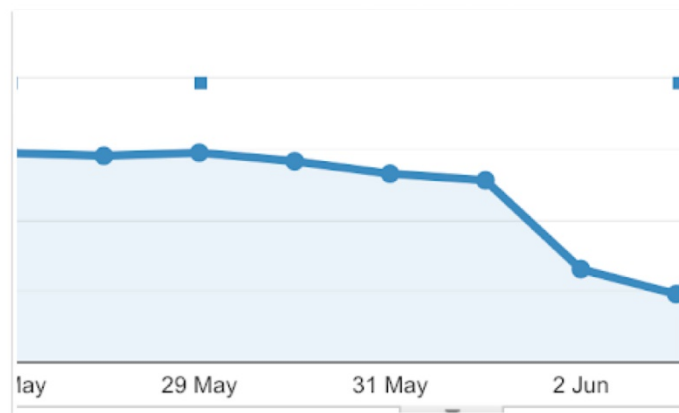
**“We had an agency that did some link building in the
past, but those links stopped working at some point and
we started to lose rankings”.**

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had good content.” Okay. And this is very well. Turn to the next slide, please.

It’s a very valid point. We had another phrase that’s raised all the time, “We had an agency that did some link building, so creating links pointing to our website which worked at some point very well, and suddenly it stopped to work so we lost all rankings again.” So it was like a temporary success and then they lost it again. Then in the next slide you will find another phrase we have very often.

**“We never really focused on SEO,
until the last Google update
hit us hard.”**



70% traffic loss
(Google June 2019 Core Update)

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Where you said, “Yeah, we never really focused on SEO until the last Google update hit us hard.” So this is important and this comes back to what you are saying initially. With [Own The Racecourse](#) you don’t want to have a single source dependency. Also, as long as, even if you want to work your SEO and you want to come up in Google, you still need to see that you can’t depend or rely only on Google to bring your traffic, to bring your revenue, to bring you new gym affiliates. You need to find better places. Okay, next.

Google is running updates, and this is a graphics just pulled from one of our clients. They were hit with 70% traffic loss in June 2019.

Lawrence: Scary.

Gert: I vividly remember we develop a very good friendship with this guy. He is from Korea, and he had like dark rings around his eyes. He hadn’t slept for 4 days. He actually thought he lost the business he had been building for 7 years just because of an algorithm update. Why? Because over time, what did work in the past, didn’t work anymore. Suddenly, Google re-adjusted and said look this was nice and was great to have your content this way but now my users wanted another way. And this is where many people get it wrong with Google. I think Google is the big money making machine which they definitely are, but at the end of the day they figured out something we also need to take very seriously in leading business.

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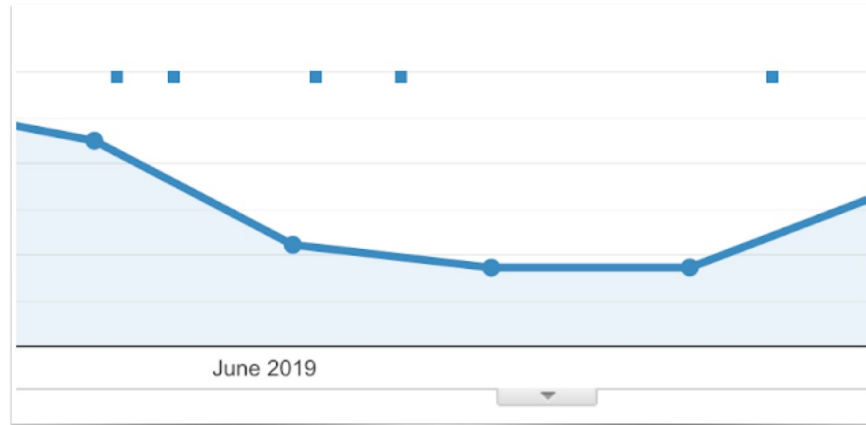
And it is that we are only going to be in business if our users are happy, okay. So this is definitely true for my SEO clients. I guess it is also true for gyms clients. You need to make sure that they're happy and they're going to be happy when they see results and gym results need to be base on why they came to the gym in the first place. Would you agree with that?

Lawrence: Absolutely. Yeah, I completely agree. Right.

Gert: So this is where Google just re-adjust. Google is very smart about figuring out what their users want. They gave them moment in time. So if you think about events very often change search results, okay. If you search for pandemic today, it's not going to be the same result as if you search for pandemic 3 months ago, okay, because Google re-adjust and they think that if you search for pandemic today, you want to know more about the coronavirus and how corona pandemic is affecting us. Okay. Three months ago, this was completely different, so the benchmark of what makes a user happy for certain search has change overtime. And this is what happen to this client, they lost 70% of their traffic because they were not on top of their game, they did not see that on 29th of May, the traffic wasn't the same as on 31st of May. They didn't see this ranking drop coming. They had to really fall down completely until they figure out that something is happening and they need professional help. Next slide please.

Lawrence: Awesome.

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... a few weeks later

(amazing client dedication)

gert@seoleverage.com

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Gert:

This is when they came up again. I remember these callers again. The client had slept, they were happy, they had a smile on their face, things were going up again. It was really you have to credit them because they did a very good job in implementing on all our changes we requested. So this were changes very much focus on usability, on site speed, on content structure, on navigational elements and things like that. So we actually worked very hard on this project to provide a better usability, user experience, better usability on the website, better site speed, and removed something that was trendy a few years ago which was like a big huge image at the top that you have to scroll down to read the content. But it was just fashionable and trendy a few years ago. That's something Google doesn't want to see anymore. So we kind of restructured also the layout with the clients, they were as fast as they could possibly build

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implementing those changes and this is why a few weeks later, they came back and right now I think they are like about 20% on top of what they had before the ranking dropped because they did such a good job continuing with their work. So this is not to brag, this is just to illustrate what can happen with a business if you depend on one single source and the source goes away. Right? Google is source can be your local area because they build something right in front of your, I don't know, a local gym opens right next to your boutique gym. It's not going to take all clients away but it's going to take a part away. And this is a single source dependence you have with a physically gym for example.

Lawrence: I think it's a wonderful way to illustrate that.

Gert: Just something that can happen and I remember the calls, I had tons of hundreds of calls with gym owners and they were really very approachable. I really like this space because people are so approachable, people openly share their experience, and people starting up their gyms 8 years ago and everything was fine because they had other gym like in an area of 2-3-4 kilometers and now they have a gym now on every corner and things are just not the same anymore. We really had a hard time of having them understand that things have changed.

What our mentor [James Schramko](#) always talk about is change is just a given thing in business and you just need to make sure you put enough pillars in place to support your business over periods of change, okay.

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One pillar might be Facebook, one pillar might be social media, one pillar might be your physical gym, one pillar might be virtual training, one pillar might be SEO at the end of the day. Okay, next one.

Lawrence: Yeah. It's future proofing couldn't be more better than now, so I totally agree. Yeah.



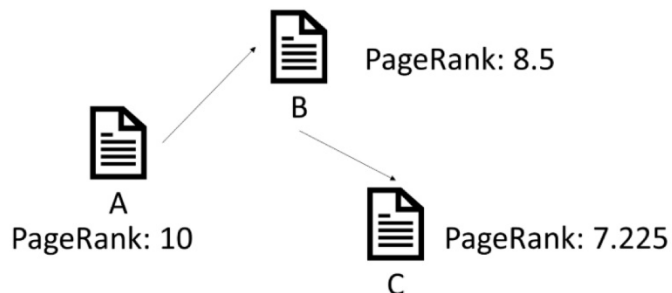
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Gert: This image we see now is like a funnel image, you put a lot of people, you expose them to your brand. They get closer to you, some will drop off because they don't like or not open to what you are offering which is fine, perfectly fine. At the end of the day, you kind of try to get a few clients out of those, right. I also put this image up because it illustrates how links work on Google and in the internet. So you might have heard that links pointing to your site can help you rank higher. So there's a method in SEO

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that's called link building where we actively reached out to sites that are relevant for our client space and pursue them to have content linking to our client's website, okay. So this is kind of a link potential to the top and we then kind of funnel this potential towards the different sections of the site. So imagine you got a link to your service's page where you have different services from virtual to personal training to HIT sessions or whatever. We can funnel this link potential that's coming in, or power or energy or whatever you want to call it, we used to call it page rank years ago in SEO. You kind of funnel this to the respective sections of your website. Next please.



gert@seoleverage.com

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This is something about the math of when all this started was they're called page rank then, where you can see that the Page A linked in to Page B, is going to pass part of its page rank or link choose, we call this usually today. Okay, does it make sense? Where you have a certain page or a certain website with the page and this page has certain authority or

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link choose. And the link place from one page to the other one is going to pass along this potential. It's like a recommendation. If I ask someone I really trust, "What's the best gym in this town?" And they tell me a gym, there's a high chance I go there and just check it out. Whereas, if you ask someone you don't trust, you're not related in any case, some stranger on the street and you asked them, the chance to check out the gym they recommend is quite lower.

It's comes down to how authoritative, how important a sources is when it comes to charging on the value of their recommendation, okay. So the New York Times putting a link to your website is going to help you quite a lot more than if my SEO agencies going to find a link to your website. Okay because the authority we have on the internet space is just different. What's important here though, you don't want to go too technical kind of get lost very often in these details because it will help them so much. What's important here is that the page link into another page is going to pass along a page rank or a link choose. Okay, and this link choose is going to have another page rank.

Lawrence: Just to clarify then, let's see, let us take for example my business just for context. So I want to be visible, my website to be found by high intensity training studio owners. And so, what would be better for me to be linked to from The New York Times or to be linked to from lots and lots of different studio owners, because that's more relevant.

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Gert: You probably want both, right. You want on the one hand... You can get a link from The New York Times. First, you're going to celebrate and second, you're going to rank higher, okay. So the New York Times is probably one of the best links you can get. You can get a link from The New York Times from Forbes Magazine from some very leading magazine in the fitness space. It's probably going to be better than 20 gyms linking to your site, in your case. On the other hand, the more links from relevant pages of your space you get, the better. Because the more relevance your page gets is an authority in this niche space. Okay, so I would probably pursue both.

Lawrence: Yeah. So putting it in the, looking at it from the perspective of the members, the HIT studio owner, it would be in their interest then probably to get, like, obviously The New York Times would be great but that's obviously very difficult to get a link there. But a great backlink would be from someone like, some kind of publication, some kind of media local to the studio, like a popular online magazine or some kind of online publication. Would that be more ideal?

Gert: Yeah, thinking for a gym you have 2 aspects of it. If you want to go after local queries, meaning gyms in Melbourne, High Intensity London, I don't know, Fitness Training New York. All these are locally search queries we call them because they have the show local intents, someone is looking for a search result within a certain area. In these cases, you want links from authorities of this area, and this doesn't have to be gym fitness relevant. If you get a local link from the local town hall's website, that's fine. That's

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fine in terms of relevance because it's relevant on the local level, okay. If you want to push a virtual training service worldwide, you're going to pursue higher authority links and probably go after leading magazines, gym equipment providers, e-commerce sites in the gym space or fitness space and supplement providers. Everybody who has a known brand is going to be a valid source for you and you might just be able to contribute to way for example with a guest posting on high intensity. And if you get them link to you on your blog, they could be relevant.

Lawrence: Correct. Thanks making that distinction. That's really, really valuable.

Gert: I think this is for a local business, that's the idea, do you want to have local clients but do you also aspire at getting clients from everywhere, then you need to focus more on authority.

Lawrence: Yeah. Depends on strategy, right?

Gert: Absolutely, absolutely. Next slide please.



Most website's internal structure

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This is whoever has kids and as soon as their kids run around, this is like what it does look like, okay. We are locked down right now. My entire house is actually looking like this and we... Between the time we say we go to bed and we go to bed is probably an hour of tidying up everything and putting things into place. This is also most websites structure when we take them out, okay. Probably the gym sites are a little bit of a difference. Many gym sites are very small and we'll see this afterwards in the examples is could be an issues as well. But many websites don't have structure. They just have a list of articles to that have been working overtime and people think that more the merrier. It's not the case. But we need to make sure that the internet structure for website really makes sense, okay.

It doesn't really help if you have 200 articles without any structure on your blog and you can go to page 48 and read articles, and you can go to page 50 and read articles, and if you click on a category you still have 30 different articles within this category, this isn't the structure. This isn't enough of a structure. We want to go after creating content with an idea of what people are interested in and what people might also want to know about this content. Okay, so high intensity is probably a topic that can be further subdivided into different sections. And probably if I want to be an authority in high intensity, I probably want to have content on all those different sections on my website, so Google can recognize that I just not only have written an article about this topic but I have written a lot of

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content, I've produced a lot of content. I'm giving a lot of information so people can click wherever they want on my website they're going to find high value content. Okay, it shouldn't be a mess like this one. It should be an organized structure of valuable content. Next please.

Lawrence: Got it.



**Your number 1 tool
to improve your SEO!**

Google Search Console

gert@seoleverage.com

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Many times, people ask us for tools and this is where I usually clarify that the best tool that you can get is free in that's Google. There is another one, that's [Google Search Console](#), which you might want to check out. It's free. It gives you some additional information but you probably need some help to understand what this tool is giving you. But first of all you need to know how are your potential clients searching, what are they searching for, and this could be high intensity benefits, or does high intensity training really work, or high intensity versus Pilates, I don't know.

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Some queries your target clients might put into Google that can then expose them to your friend if you have the answer of this.

Lawrence: It might be a good time to... Sorry, Gert. It might be a good time to just say that actually it's my understanding that most of the time, clients are just Googling personal training London, personal training New York, personal training San Francisco. You know, the clients aren't specifically looking for high intensity training although that's the service that's being offered, if that makes sense just for context.

Gert: Absolutely. Yeah, absolutely. I mean, what we usually do on SEO projects that we do are very extensive keyword research. This means usually cataloging this of someone on my team. Probably two people researching the market, researching all the different niches because what we also know is people not only search for the provider of a certain service, they also search about their problem. They want to have information on why they are getting fat in lockdown because they don't do any exercise, okay. Or what can they do for weight loss which shouldn't make them sweat if possible at any case, right?

We have like a whole variety of searches. Personal trainer plus cities definitely they want this more offer transactional characters as we call them. They're about to call and give you a call and ask for a trial training. And then you've got searches like a more on top of the funnel, so people inquiring about different training methods, or they kind of are tired of going

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to just be in classes and they're looking for alternatives. And this is where we know from our work from this fitness space, that people compare different methods, compare different training methods, want to know which is the fastest way to lose weight, which is the fastest way to build muscle, and things like that. And then at some point they might say, "Look, okay this is cool. I like this high intensity. Let's find a personal trainer who can train me on this."

What this means Google is your number one tool is that very often people tell me they've written a great article about a topic and it doesn't rank. Okay, then they want to know why. The reason why is because they didn't start where they need to start with their research. If you write an article because you want to see it rank, you need to take a look at what Google is ranking right now. And then, produce an article that fits what Google is expecting from website. Does this make sense?

Lawrence: It does. Yeah.

Gert: It happens the same very often in business. Just because I like being a personal trainer and they open a personal training business, people are not going to start buying this. I need to start a personal training business because I see that in my area people are buying personal training and then I can start a business adjusted to what people are buying. Even if you then want to personalize it a little bit but the approach is very similar. We see this in Google people, right? Content doesn't get ranked. They check out

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the content and tell them look this not in any case related to what Google wants to show for this keyword. Because what Google wants to show for this keyword is in the top 10 search results right now.

So if I want to write an article about losing weight with high intensity, I can put into Google, “how to lose weight with high intensity”. Google is going to give me 10 search results and is going to tell me exactly what they want to see in terms of topic, how long should the article be, what topic should I mention, what external links I might want to place in for the reference etc. So go to Google, find out what Google wants to see, and then produce something that first matches what Google want to see and then find a way to make it better so that Google can really preferred your result compared to the others.

Lawrence: Correct.

Gert: Okay, next one please.

Lawrence: Next.

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SEO Optimization

- Basics (but still important)
 - **Title tags**
 - Most important keyword + click-driving (elements)
 - **Meta descriptions**
 - Sell the click, not the product!
 - **H1 + Image ALT tags**

Gert:

gert@seoleverage.com

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In terms of SEO optimization, I'm not going to make it too technical, but I still want to mention that the title tags, this is the text that comes up in the browser tab. This is the most important element you can optimize for SEO. This is where your search keyword should be if you want to have "how to lose weight with high intensity training", you should have this as your title tag. This is also what Google usually, I say usually because Google has the right and the possibility to change this if they feel it should be changed. This is what usually comes up in search results as the blue text mostly where you click on. This is the title tag. This should not only contain your keyword but it should also entice right click. So if it's not interesting enough to catch a click, there's no use of being on page 1 on Google if your title.

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Or what we see afterwards the meta description which is the description below doesn't compel people to click on this search result. Again, this is where we are gaining very quick wins for not only gyms but businesses in all niches. Were they get the ranking Google thinks the article is relevant but their title and meta description are written in a very bad way; they didn't take too much care about this and you can easily double or triple results for certain URL just by tweaking title and meta description.

Then the third element is the image alt tags which is an alternative text whenever you add an image on WordPress for example, if you're a WordPress based site. But it usually also works with Wix and other editors in a similar way. For every image you add you can add an alternative text, which is use for people with seeing disabilities, they have screen readers and can then read what's in the image. It's the original purpose of it.

Lawrence: I did not know that.

Gert: For as in SEO it is an additional space for us where we can add, useful information, contextual information. And we see that more and more people search on images. In couple of years probably it's very common that people just take a picture of a fitness equipment for example, and use it for a search. You can do this already with a Google App but it's not too common yet. But you can probably it's going to be very common for if you have children that you take a picture of a toy to search on Google, probably find Amazon, so you then purchase it on Amazon. You don't

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even have to know what its name is, it's just an image based search. This really, we can see this in many spaces where people are going to click on the Images tab on Google just to see images about high intensity training for example to get an idea of what this is about.

Lawrence: What if the alt tags, is it just a case of putting in the field what the image is. So if it's an individual, you just put their name or what would you put there?

Gert: I will probably try to find a way to connect it to the topic I'm trying to rank. So if this is about a spinning class for example and I would only put bicycle in the alternative text because it is just a bicycle, I would probably put spinning bicycle or try to connect it somehow with the topic you mentioned. Don't make anything up you are not mentioning in the content, okay. But definitely add some contextual information, maybe, the city you'd want to rank for. It is a good place to use alternative text for those as well.

Lawrence: Got it. Cool.

Gert: Okay, next one.

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SEO Optimization

- **Content optimization:**

- Engaging articles with media support
- Suitable text structure + sub-headlines
- H1 / H2 headlines
- Necessary depth in articles

gert@seoleverage.com

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Then in terms of content optimization, we definitely want engaging articles with media support. What this means is that you want every line of every paragraph of your text should make the reader want to know more. Why? Because Google has a very good feeling of whether people stay on your page or not or go back to Google and click another search result. They can measure the time there. They have [Google Analytics](#) installed on most websites today which they officially say are not using for any data and rankings. And officially I would almost guarantee they use it to some extent otherwise it would be a waste of information they have their without using it. You want people to stay in your page as long as it makes sense. I say as long as it makes sense because if someone searches for the height of the Eiffel Tower, Google knows that's it's not going to take them half an hour on your website to figure this out. If your website ranks, Google even would probably extract the information show directly in the search result.

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But otherwise, Google knows that this is a search that doesn't require people to spend a lot of time on your website. But you want to make content engaging, you want to make people scroll down, read all the text, you have to have h1, h2 headlines which is like the main headline. There should only be one in h1, and multiple h2 headlines for different paragraphs so people can quickly skim the text and get an idea for what is this about or jump to paragraph because they are interested into the sub headline. We ultimately need to make sure we have the necessary depth in articles.

What Google is ranking is like 4,000 words articles about a topic where they give all kinds of information, external links, internal links, glossary links etcetera. And you try to rank with the 400 words article you are going to have a hard time. This is why it is so important to do this initial research first, see what Google is expecting. Because what Google is expecting is what users are expecting, because Google tries to emulate what users are going to be interested in seeing and then Google ranks it. So if it's 4,000 words, long as it you need to have those 4,000 words together and then publish your article. Otherwise don't expect any rankings. Next one please.

Lawrence: Alright, good.

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Site checks

- **Common issues:**

- Site speed
- Not enough content
- Internal linking
- Not enough relevant backlinks

Gert:

gert@seoleverage.com

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That was a brief introduction. We are going to come to a few sites you sent me to have a quick look. I just wanted to summarize because the issues are very common across all 5 or 6 sites we have, I think. First issue, and this is one I think many are going to thank me at some point it is site speed. Right now you can get great leverage if your site is the fastest among your competitors. You can gain quite a few rankings. If you are not eligible for page 1, you are ranking on page 3 or 4, it's not going to jump you to the first position of Google. But if you have a few competitors and your site is the fastest it definitely can help you. We've seen this multiple times in the last months.

A second thing is internal linking. This comes back to the living room with a child sitting in the middle of all their toys, we need structure on the website. This is where we will see the examples. Some websites are just

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too small. They don't have enough content as for Google to discover what the structure is. Okay, if you have 4 pages in your website, it is like an About page, a Contact page, Fitness page, and the Home page, there is nothing you could put into structure. At the end of the day, for Google it is going to show like a weak user experience and Google is not very inclined to show such searches. And that is really like you have a small town and someone looks for a team in this small town, Google is going to pull it anyway. But if your search is a little bit older you are going to have a hard time because you can't put internal linking. You can't leverage internal linking from one page to the other one. You can't create content structures where Google think, okay this gym is really an authority in this place, in this region, we should give them some exposure. And that's very, very difficult.

And other issues, user experience on the content so you want to have your content illustrated well. Maybe add some infographics, add videos, add media support as we are mentioning before. Have some downloads, have them download a PDF summary or whatever. Just make the user experience as good as possible on your website because if you are able to make users happy, Google is going to be happy. And just think of the state of mind a user has when they come to your website - what do they expect to see. And very often probably in the gym is they are going to expect to see photos of the personal trainer that they are going to have. They are going to expect to see the gym, installations, equipment,

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experience, history, happy clients, testimonials, etc. On many gym sites there is a lot you can do for user experience.

Another one is duplicate content issues which is like mentioning essentially the same thing on multiple pages which for Google it makes it really hard to figure out which page you want to rank. You are talking about high intensity training on every single page. This happens especially if people have podcast or have a video, a page with a video. For every video they recorded they essentially talk about the same thing because they are in authority a professional of this space. But if you don't put those things in a proper structure it's going to make Google's life very hard and this is the last thing you want to do in SEO.

And then the last point, which is very common, is like at some point many sites switch from *http* to *https* to an encrypted connection, and there are some technical issues that come with it.

Lawrence: Alright. So, are you going to... How exactly are we going to do the website reviews? Are we going to have to bring that up on the presentation or not? How do you want to do that?

Gert: I added it on to the presentation. I added some screenshots, and I can just go the screenshots and explain. There is always a reference to the domain if someone wants to check it out and maybe see why certain issues were

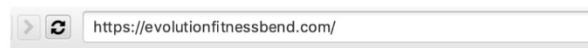
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mentioned. There is no need to open up the websites. I will just comment on the analysis part here.

Lawrence: Sure. So next slide.

- **Site structure:**

evolutionfitnessbrand.com



Response Codes

All (47)	(100,00%)
Blocked by Robots.txt (0)	(0,00%)
Blocked Resource (0)	(0,00%)
No Response (0)	(0,00%)
Success (2xx) (46)	(97,87%)
Redirection (3xx) (1)	(2,13%)
Redirection (JavaScript) (0)	(0,00%)
Redirection (Meta Refresh) (0)	(0,00%)
Client Error (4xx) (0)	(0,00%)
Server Error (5xx) (0)	(0,00%)



gert@seoleverage.com

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Gert: Go to the next slide please. Okay cool. So what you can see here is evolutionfitnessbend.com. We did a complete site crawling which is like the site's program we use to emulate Google [crawling a website](#). Crawling means following every link on the website to get an idea about its structure. On the left hand side this is more technical information. This is just for me to evaluate what's happening on the side of that link. So when you click on a link and you get the so called [404 Error](#) or 'Not Found' error, it might be a negative user experience. So whenever we'd work on a project, on a site, we crawl the entire site, get an idea of what the structure is, and you can immediately tell there is only a few pages on this

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site. It's very hard to give Google an idea of what the page is about because they don't have enough [unclear – 55:51] Right. Does this make sense?

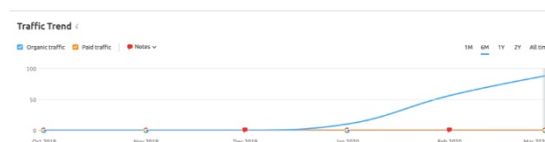
Lawrence: Oh yeah.

Gert: So there's just a few pages, it's very transactional. If I know this brand I have to check it out, I'll find what I need to find, but there is not enough material to really leverage for search marketing. So one of my suggestions would be to find ways to add additional content. Maybe get into rhythm of maybe recording and transcribing a video every week, or something like that, just to build up the content base. You can then put in the structure and have Google recognize what this page is about, what this page could be an authority for, to give it a better shot at ranking. Next one, please.

Lawrence: Sure Nathan will appreciate that very much. That's great!

evolutionfitnessbrand.com

- Traffic trend over time:

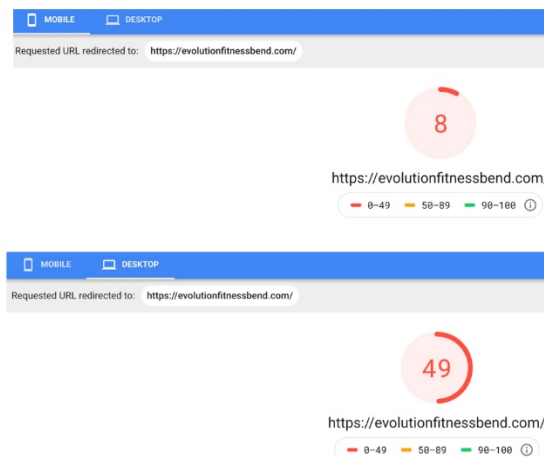


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Gert: Okay, this is the traffic trend over time, one of our tools. So when someone approaches us we have a few tools we have which are paid tools which doesn't make sense to pay for those tools from a small business perspective. But we can leverage those tools across different brands and they give them an idea of where a page is heading. This page is heading towards more traffic in the last six months which is great. Could be a downwards trend, it's an upwards trend. But still there is not enough material to really get very high rankings. Okay, next one.

evolutionfitnessbrand.com

• Google Site speed test:



gert@seoleverage.com

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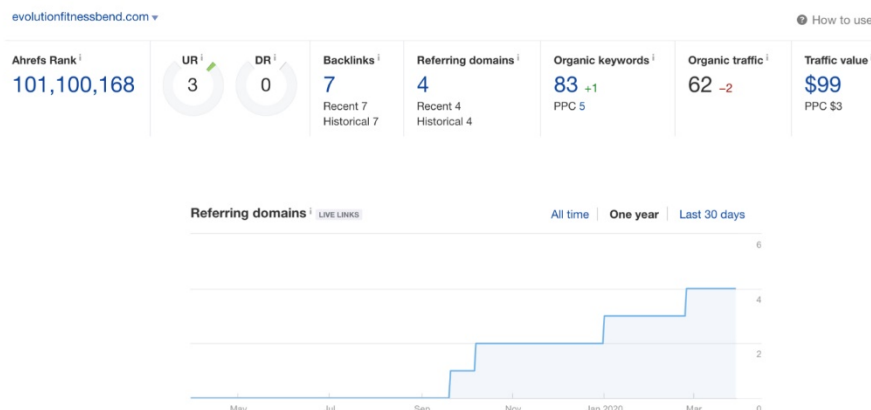
This is the speed test which we can see immediately this is a mobile version on top, and the desktop at the bottom. This is a free tool that

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Google offers. It is called [PageSpeed](#). Google for [PageSpeed](#), you can do this yourself. It tells us that it gets 8% of valuation from mobile page speed, and 49% for desktop. I would, at least, on every page today aim for 60% on mobile, and 80% on desktop should be the lower benchmark. This is going to help you quite a bit. And if you perform the test, you are going to see suggestions on what you can do from image optimization, to optimizing your theme you are using, to optimizing your server side etcetera. I'm not going to go into the technical details here, but there is definitely room for improvement and it's going to help quite a bit to have speed optimized. Next one.

evolutionfitnessbrand.com

- **Backlinks:**



gert@seoleverage.com

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This is based on the site's backlink profile. So backlinks, meaning external links, links from other pages pointing to this brand. We can see there is hardly any links pointing right now. This is a good moment to really get

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into, maybe, local collaborations, reach out to the local town hall, “Can you place a link for my pages?” There are business directory of my local region of the Chamber of Commerce, things like that. Get your site out there, get your site linked to, and if you get it to some local press coverage, if you can reach out to bloggers too, suppliers. See where it makes sense, where can you contribute. Maybe help organize a fitness day on a local school or something like that and have them write about it on their blog and linked to your website. This is something that should be part of your marketing activities to get other people linked to your website from a relevant space either locally or topic wise relevance.

Okay, here you can see this site doesn’t have any domain ratings (DR). So there is a domain rating of zero because there is hardly any links pointing to this domain here. There is nothing link wise we could improve. I will then be going for more link volume right now. Next one.

Lawrence: This is really interesting because I know Nathan’s business is doing very well, but it just shows that there is so much room for improvement for him to grow the business. So this is quite exciting and hopefully he feels the same way.

Gert: Absolutely. The thing is once you want to leave the local space, there is no way you are going to get anywhere without backlinks. Okay. As long as you are a local business and you only depend on local queries, search queries and local searches coming in, it could be fine with very little content, and no structure, and no backlinks, you could still be ranking. But

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- Most important pages (Link Score)

evolutionfitnessbrand.com

Address	Link Score
https://evolutionfitnessbend.com/	100
https://evolutionfitnessbend.com/membership-packages/	100
https://evolutionfitnessbend.com/high-intensity-training-in-bend-oregon/	100
https://evolutionfitnessbend.com/explore-the-arx-machines/	100
https://evolutionfitnessbend.com/about-nathan-cook-personal-trainer/	100
https://evolutionfitnessbend.com/contact-us/	100

gert@seoleverage.com

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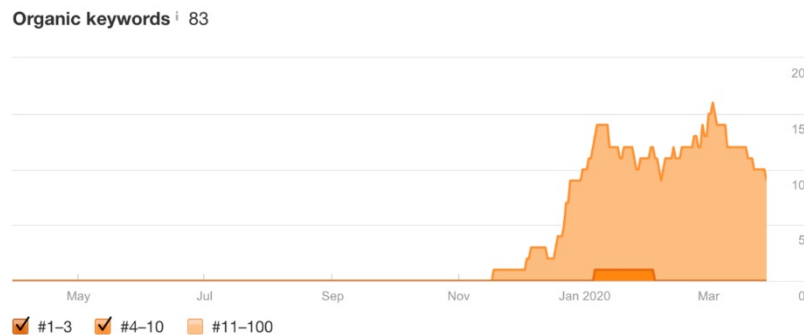
there is just no way you rank on a national or international space without backlinks. There's just no way.

What we see here is the most important pages among the website. It's just 5 pages really, so they are all equally relevant. If you've got 500 pages what you want here is that the link score column points a higher value at the most important pages, so your service pages, your product pages should get a higher link score. The link score is really based on internal linking. So how often do you cite a certain service as the main reference of a topic because this is then going to help you, help Google figure out what should rank for which terminology. On a very small site like this one everything has a link score of 100. It is equally important so there is nothing we could optimize here. Next one.

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- Ranking keywords:

evolutionfitnessbrand.com



Ranking, among others, for:

- "gyms in bend oregon"
- "bend gyms"

gert@seoleverage.com

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This is the number of ranking keywords. You can see at the bottom of the graphic, you can see #1-3, #4-10, #11-100. This is based on the rankings we have on Google, so #1-3 would be the first three rankings on page 1, #4-10 would be the rest of page 1 rankings, and #11-100 would be, 11 would be the first position on page 2, and 100 would be the last position on page 10. Okay.

We are only focusing on the first two parts which is page 1, which is actually driving traffic because you can have a very good keyword ranking on page 1 you're not going to get any traffic out of it. So we ignore them for a moment. You can see that the number of keywords ranking on page 1 is quite high compared to the top 3 which would drive the most traffic. There is practically no good ranking under the first three positions, and

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this gives us an idea of how the website is performing. If this website, for example, would invest heavily in content they are going to have a lot of keywords ranking on #11-100 for example, and more and more keywords probably ranking on #4-10 at least, and some of them might even jump to the first three positions. But this really depends on the amount of content, because the more content we have the more chances we have to rank for different keywords if the content is optimized. Okay, next one.

Lawrence: Just one thing quickly.

Gert: Okay.

Lawrence: I notice we got a slight error here. It says evolutionfitnessbrand.com in the top right, which should be evolutionfitnessbend.com. This is not an issue but I just want to apologize to Nathan.

Gert: Sorry about that. It was late at night that I put it all together.

Lawrence: No problem at all. That's no issue.

Gert: Next one.

Lawrence: Sorry just a... There you go.

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- Keyword gaps:

evolutionfitnessbrand.com

United States ▼ 28 domains					
Keywords unique to target ¹	Common keywords ¹	Common keywords, % ¹	Keywords unique to competitor ¹	Intersection graph ¹	Competing domains
52	21	20	32		evolutionncny.com ▼
50	23	10	169		evofitnj.com ▼
59	14	9	85		bendfusion.com ▼
52	21	9	171		cbevolutionfitness.com ▼
63	10	9	38		inmotionbend.com ▼
66	7	7	31		evolution-dc.com ▼
51	22	7	227		evolutionfitnessnow.com ▼
59	14	7	117		xcelfitnessbend.com ▼
60	13	6	146		arxfit.com ▼
63	10	6	106		brittainhealth.com ▼
60	13	4	263		evolvefitdallas.com ▼

Gert:

gert@seoleverage.com

SEO LEVERAGE

Okay. This is competing domains. So this is also put together by one of our tools where we see which keywords is this website ranking for and which other domains are ranking for similar keywords. This is a very good start where you see what is your competition like, check out those websites, check out especially the websites that have a very large yellow space because the yellow space means they have a lot of keywords you are not ranking for. Nathan would be ranking for the blue keywords. The green space would be the intersection between Nathan's rankings and the other domains' rankings. And the yellow space would mean they have a lot of keywords which we don't have. Okay.

And this is when clients want to work on their content. For example, we might check out analysis like this where we see, okay, let's check out what our competition is ranking for. Because probably have a very good ranking

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for those terms as well if you a better job in creating content. And then we can step in, check out what they are ranking for and leverage this information to actually steal competitors' rankings by putting out a content that's aiming at ranking for a similar term.

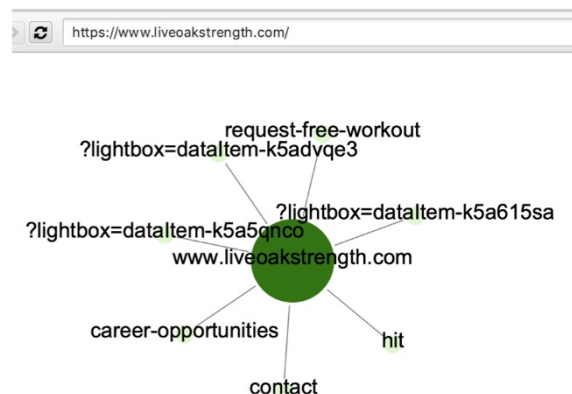
Lawrence: Awesome. That's really something.

Gert: Okay, like competitive leverage. Okay, next one.

- **Site structure:**

[liveoakstrength.com](https://www.liveoakstrength.com/)

▼ Response Codes		
All	(44)	(100,00%)
Blocked by Robots.txt	(1)	(2,27%)
Blocked Resource	(0)	(0,00%)
No Response	(0)	(0,00%)
Success (2xx)	(35)	(79,55%)
Redirection (3xx)	(6)	(13,64%)
Redirection (JavaScript)	(0)	(0,00%)
Redirection (Meta Refresh)	(0)	(0,00%)
Client Error (4xx)	(2)	(4,55%)
Server Error (5xx)	(0)	(0,00%)



gert@seoleverage.com

SEOLEVERAGE

Lawrence: Here we go, [Live Oak Strength](https://www.liveoakstrength.com/).

Gert: This would be the Live Oak Strength website. Okay. Live Oak Strength, we see the have a few more URLs, but only visually most of them are related to some lightbox, some image, next the message and the feature they

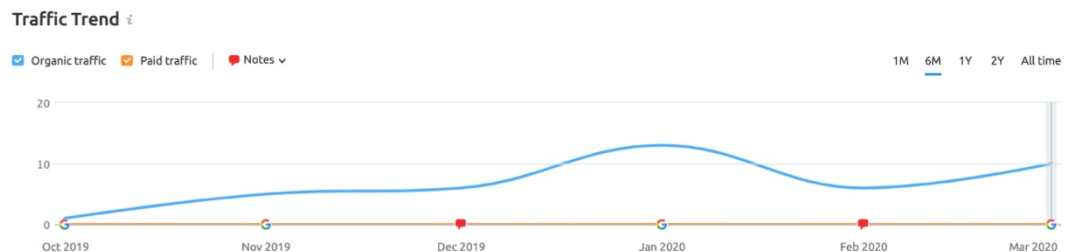
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have on their website. Again, very few content pieces. Okay. You can click on HIT, you can click on contact, you can click on career opportunities, and you can request a free workout.

The only thing Google is really able to rank here is probably home page, and the HIT page. Everything else is not giving Google any potential for rankings. Okay. Because career opportunities they are not going to rank it for a potential client, maybe for someone looking for job in this local area. There is just not enough potential to leverage SEO for part of your marketing next year. Okay, we step to the next page.

liveoakstrength.com

•Traffic trend over time:



gert@seoleverage.com

SEOLEVERAGE

We can see the overall traffic trends. So there was a little bit of a downwards trend in February, it is building up again, but still you can see at the scale of the graphic it is between 10 and 20. Here it is a very low

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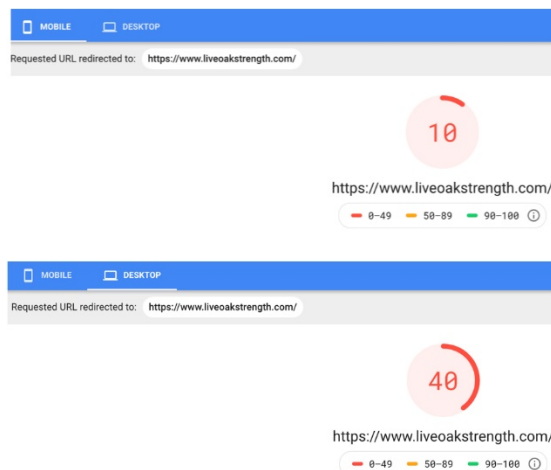
end of organic traffic where you can start seeing some tendencies. So many SEO tools out there are not going to show very trusted information about very small sites ranking for very few keywords. So let's take the tendencies into traffic trends with a grain of salt. Just because there was a downward trend in February, it doesn't mean there were fewer calls or few inquiries or whatever. It's just something that our tools come up with based on where the site was ranking at a given point in time.

Lawrence: Got it. Cool.

Gert: Next one.

• Google Site speed test:

[liveoakstrength.com](https://www.liveoakstrength.com)



gert@seoleverage.com

SEOLEVERAGE

Okay, here we, I'm not going to go into too many details. It's the same again. There is a lot of potential in speed improvement especially on the

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mobile version of it. Definitely go for it, take out the page speed test, and see if you can work with a developer in improving your site speed. Okay.

Lawrence: It is such [unclear – 01:07:08] as well. Isn't it? It's like low hanging fruit to get you improve your SEO, the site speed side of things.

Gert: Absolutely. The thing is if the site is too small, site speed is not going to help too much because Google just doesn't have enough flesh to statistically think. Okay. So site speed is definitely important. But before working on site speed on such a small site I would work on building out more pieces of content that have a chance to rank at least for queries with low-key intent like weight loss in New York, or weight loss in wherever. Okay.

Lawrence: Okay.

Gert: Next one, please. Okay.

- **Backlinks:**

liveoakstrength.com

High-Intensity Training | Live Oak Strength | Emeryville

liveoakstrength.com

How to use

Ahrefs Rank ⁱ 24,828,373	UR ⁱ 9	DR ⁱ 6	Backlinks ⁱ 412 Recent 491 Historical 614	Referring domains ⁱ 17 Recent 20 Historical 33	Organic keywords ⁱ 31 ⁻⁷ PPC 0	Organic traffic ⁱ 9	Traffic value ⁱ \$3 PPC \$0
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Referring domains ⁱ LIVE LINKS

All time | One year | Last 30 days



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This was, backlink wise this page has quite a few more backlinks. They might even have been working the backlinks actively, but backlinks are not from very high authority sites. We can tell this based on the DR, the domain rating is 6. So the page is linking are not very high authority sites, but at least there is something going on. We can see over time though there is no positive trend. What you ideally want is a positive trend over time with more and more domains linking to your website and giving you... Because every link at the end of the day is like a road of confidence, so more people referring to you, more websites referring to you is pretty much the same.

So you want a growing trend of websites linking to you and this is where I say link building up, or aiming, pursuing links must be part of your marketing activity like you opted your Facebook page, or you might put up a new offer, or you might text to your WhatsApp group, or whatever. It should be part of the mix because this is not something you are going to see from one day to the other because you placed an additional link, this is something that compounds over time.

Lawrence: You know I get emails every single day of people trying to get links on my site even though I don't think my site has a credible authority. What's the most effective way get a link on a site that's high authority in a kind of respectable and effective way.

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Gert: Probably if it's local authority it should be very easy. You are a local business, you are more than entitled to reach out to the local Chamber of Commerce, to the local town hall, see if you can get something going to give your brand more exposure. You are going to pay more taxes if you have a better working business and get higher revenue, so they should be interested in helping local businesses getting exposure. So this is there from the local intent. You can approach your school. You can approach even the dentist and see if you can get a collaboration going so that everybody going to the dentist is getting a free personal training session or whatever. It is also by the way something I think many gyms overlook, what is local collaborations. What potential local collaborations can have. And this can also help you for local relevance links.

If you want to get topic relevant sites, I would really pursue guest posting opportunities. So many of those sites are going to look for contributors who might be able to be a guest on podcast. You might be able to send them articles you wrote, you need to put in the work, create high value content with maybe explaining your method, explaining some results, explaining a case study, etc., and then approach all sites and see how you can get your content published. It's probably going to be the "easiest way" because it's not something... It is something that you need to pursue over time, and sometimes you have to follow up 5x with the site owner until you get a response. There are some sites that are going to ask you for money. Even if this is against Google's guidelines, you should not be paying to get a link, but people are going to sometimes ask you for money

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to have content published, so this is something you don't have to value. If the site is really very important and can help you a bit, it could be a valuable option to even pay them to get something published.

Lawrence: Awesome. Okay.

Gert: Okay, next one.

Lawrence: Next slide.

- Most important pages (Link Score)

[liveoakstrength.com](https://www.liveoakstrength.com)

	Address	Link Score ▼
1	https://www.liveoakstrength.com/	100
2	https://www.liveoakstrength.com/contact	82
3	https://www.liveoakstrength.com/career-opportunities	82
4	https://www.liveoakstrength.com/request-free-workout	82
5	https://www.liveoakstrength.com/hit	5
6	https://www.liveoakstrength.com/?lightbox=dataItem-k5advqe3	5
7	https://www.liveoakstrength.com/?lightbox=dataItem-k5a5qnco	1
8	https://www.liveoakstrength.com/?lightbox=dataItem-k5a615sa	1

gert@seoleverage.com

SEOLEVERAGE

Gert:

Most important pages. Here we see some hierarchy here which is good. Thankfully lightbox links are not that important as you can see. The HIT is not important either which is bad version of it so definitely make sure you

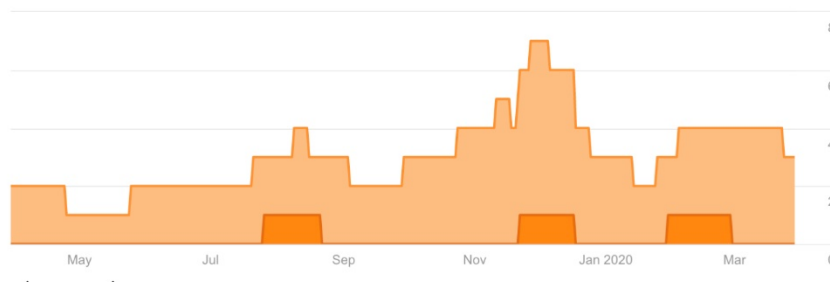
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link to the HIT page from whatever article you might be creating after watching this video. Make sure that you reference to HIT page and give it some more importance. Right now, Google is scanning this page and says, okay what's really important is career opportunities, the request free workout is linked on every page, but there is not enough links or importance given to the HIT section which is probably what you want people to see and Google to rank. Next one.

- Ranking keywords:

liveoakstrength.com

Organic keywords ⁱ 31



Ranking, among others, for:

- "oak strength"
- "carol bike"

gert@seoleverage.com

SEO LEVERAGE

In terms of organic ranking keywords, we saw some "oak strength" links for example, or "carol bike" for example has some rankings that still can be improved. But you can see that there are some dark orange spots which are the top three rankings so sometimes this site gets pushed to first positions which is a good sign. It shows some potential. Probably that's based on the site having some backlinks already. But, yeah,

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definitely work on the content and work on the backlinks to make sure you have a better value proposition towards Google.

- Keyword gaps:

liveoakstrength.com

United States ▼ 16 domains					
Keywords unique to target ¹	Common keywords ¹	Common keywords, % ¹	Keywords unique to competitor ¹	Intersection graph ¹	Competing domains
27	3	7	15		ompsrength.com ▼
27	3	2	156		arxft.com ▼
15	15	0	80,502,212		amazon.com ▼
21	9	0	153,980		bethesdamagazine.com ▼
24	6	0	12,054		emeryville.ca.us ▼
3	27	0	85,231,996		facebook.com ▼
16	14	0	11,968,811		groupon.com ▼
21	9	0	3,067,416		inc.com ▼
27	3	0	28,649		inshape.com ▼
21	9	0	2,432,041		shape.com ▼
18	12	0	4,120		thepperfectworkout.com ▼
22	8	0	15,093,411		washingtonpost.com ▼

gert@seoleverage.com

SEOLEVERAGE

We see here that the site doesn't have enough content so we can pick the competitors that could be relevant from theperfectworkout.com or inshape.com could be relevant sites, but we can pick the topics we also want to write about. And then make them relevant for our local area.

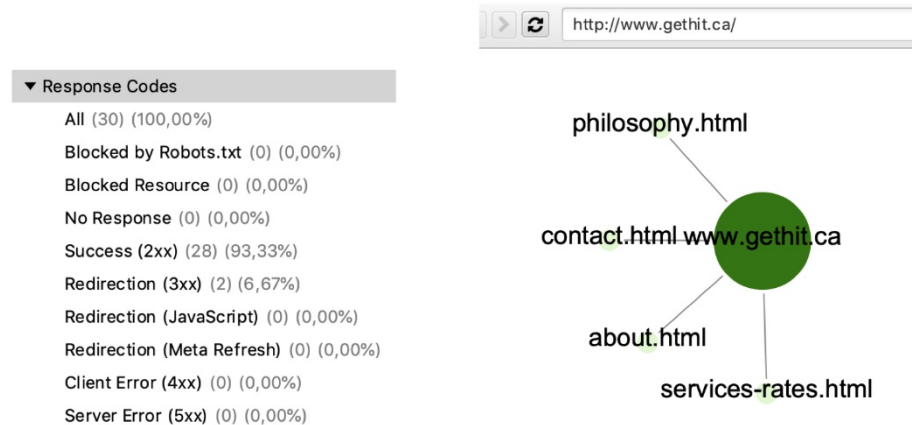
Lawrence: Awesome.

Gert: Okay, next one.

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- **Site structure:**

gethit.ca



gert@seoleverage.com

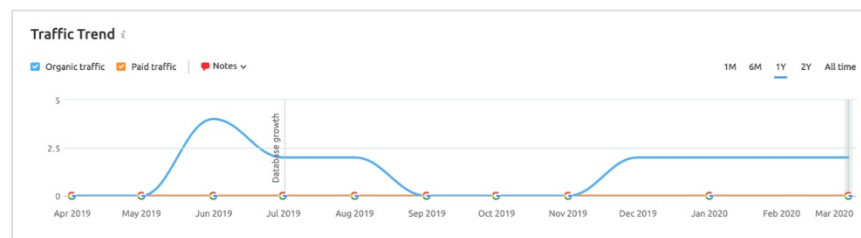
SEOLEVERAGE

Okay we go to the next site gethit.ca. Again, very small site. I think the next one afterwards is bigger. On the small site, we can go through it very quickly because there is very little you can do with a very small site from an SEO point of view. Make sure you create enough content. Make sure you find content that could be interesting for people in your area, make it as relevant as possible from a local point of view. And then, afterwards, break your way through SEO optimizations, title optimizations, and things like that. If you'll put out the next slide we are going to see the traffic trend I believe.

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gethit.ca

- Traffic trend over time:



gert@seoleverage.com

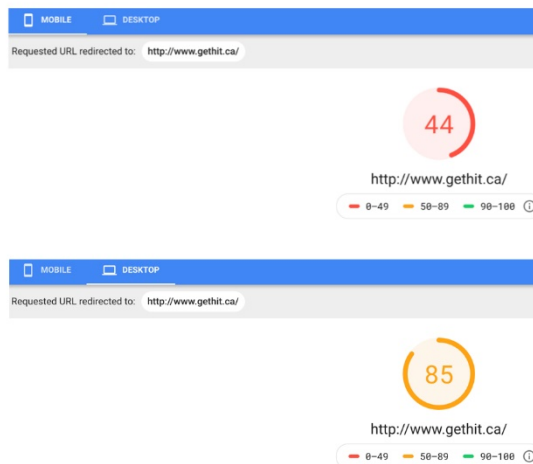
SEO LEVERAGE

It's pretty stagnant since December. It had less traffic around autumn 2019. Nothing too interesting happening here just because there is not enough content to leverage SEO. So sites like this usually work very well on Facebook because people don't get distracted. You bring people from Facebook ads for example to the website. There is not anything on the website that's going to distract them. They are going to go straight to the requesting trial training or something like that or free training. But a site like this cannot be leverage for SEO unless you add more relevant content. Next slide, please.

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gethit.ca

• Google Site speed test:



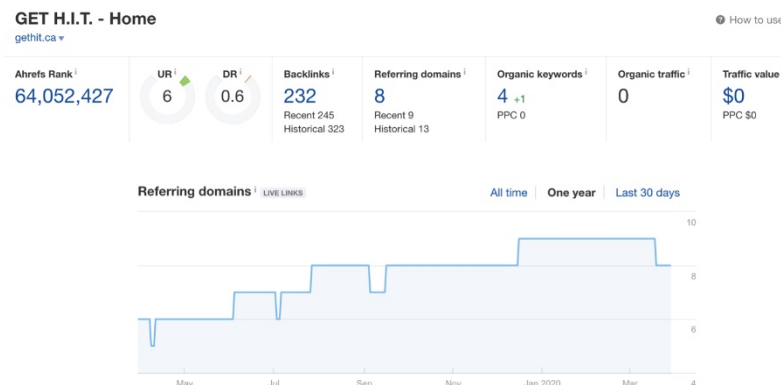
gert@seoleverage.com

SEO LEVERAGE

In terms of site speed, it is doing much better in terms of desktop. There is a mobile potential, and what's going to happen is if you tweak the mobile version of it a little bit, desktop is going to up again. And this site is going to do very well on the speed side of things. Okay. Next one.

gethit.ca

• Backlinks:



2 of 93

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In terms of backlinks, we can see there are hardly any backlinks... Sorry, there are some backlinks but very, very low authority. I didn't have time to get to check out what the backlinks are, but probably some directories, or some social media backlinks, or something that gives very little authority to the page. It's doing well speed wise I think. Adding some content and getting a few backlinks is going to bring up quite some success on the keyword side of things and the rankings. Okay, next one.

- Most important pages (Link Score)

gethit.ca

	Address	Link Score ▼
1	http://www.gethit.ca/	100
2	http://www.gethit.ca/about.html	100
3	http://www.gethit.ca/philosophy.html	100
4	http://www.gethit.ca/services-rates.html	100
5	http://www.gethit.ca/contact.html	100
6	http://gethit.ca/	

gert@seoleverage.com

SEOLEVERAGE

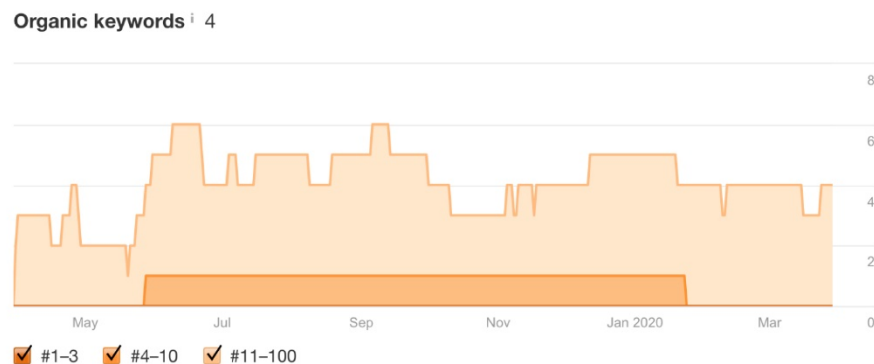
You can see a small site everything is equally important. You can also see there is a version without 'www' linked to. So I would make sure that every link I have on the website is going to the 'www' version. If this is the one I want to use just make sure that there are not any redirections going on from the version without 'www', convert it to 'www', etcetera, and

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probably want to think about switching to *https*. And if you have the possibility to run *https*, make sure that the *http* version gets redirected to the *https* version. Okay.

- Ranking keywords:

gethit.ca



gert@seoleverage.com

SEO LEVERAGE

Then in terms of the number of rankings we have, I pulled in the first ten pages here, so you can also see an example with this graphics. We can see there is nothing in dark orange, no top three rankings. There is like a middle dark orange position #4-10, so this would mean that page has some page 1 rankings until the end of January 2020 but then lost them. And there is a pretty stagnant level of rankings on the first 10 pages there is nothing moving here. So this where you need to add more content to get more chances to rank for different keywords. Next one.

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Lawrence: You know it is interesting a lot of these businesses we've been reviewing, I know that they all do fairly well and they are all growing, and yet, they clearly have a lot to improve on in terms of their website SEO health which is very interesting because on one hand it shows you can obviously grow a business in personal training without having a strong SEO presence. It also reveals where there is a lot of opportunity to grow the business. And I know that all these owners are looking to improve and grow.

Gert: Absolutely. Especially in the fitness space you will also find different channels, right. You will find more immediate channels like Facebook Ads or someone would record a video and maybe it's like \$20-50 to the video on Facebook Ads to get some bigger audience watch the video, and maybe get some direct leads or inquiries out of those things. It comes down to I think the fitness industries very dependent on Facebook and Instagram right now. And you want to add more channels because those things are getting more expensive, they are getting more difficult in terms of getting certain pieces of content out there. So we had Facebook campaigns being blocked just because we had a person that was very much in shape on a video and this could kind of pull off users that are not in shape so Google just rejected it and things like that. Especially in the health and fitness space it can be very hard to get your word out there and restrictions are getting tougher and tougher over time so you want to add additional channels. Okay.

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There are enough companies making millions without SEO. The question is how much you want to rely on the existing channels on the referrals coming in on the daily basis. Because if you find out tomorrow that you need SEO in your mix, SEO is not going to be fast. SEO is going to take months. Okay. This is something we didn't point out initially but it is something you want to take into account. SEO is going to take a few months to start working. It can be a few weeks on the local level. So you just have some optimizations, you add some articles, and you get some rankings within a few weeks on with a local connection to your town for example. But SEO on a national and international level is taking months and sometimes years. This is not something you can just switch on like a Facebook Ads campaign from one day to the other when want to. Some new clients it's just a matter of your strategy if you want to also be found on Google for certain key phrases around your offer, you better start working on it right now.

- Keyword gaps:

gethit.ca

Competing Domainsⁱ How to use

 Canada ▼

No competing domains were found for Canada.

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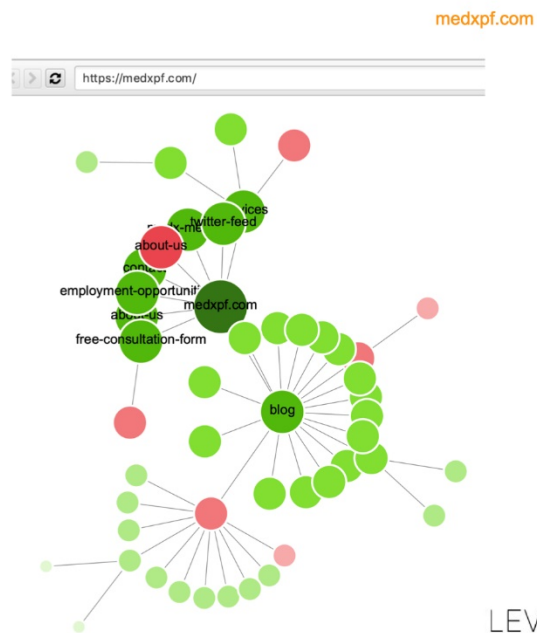
In terms of competing domains, our tools didn't find any. It's just not enough keywords to compare with so there is nothing we could show in this case. We can switch to the next slide.

• Site structure:

▼ Response Codes

All (153)	(100,00%)
Blocked by Robots.txt (8)	(5,23%)
Blocked Resource (0)	(0,00%)
No Response (0)	(0,00%)
Success (2xx) (130)	(84,97%)
Redirection (3xx) (14)	(9,15%)
Redirection (JavaScript) (0)	(0,00%)
Redirection (Meta Refresh) (0)	(0,00%)
Client Error (4xx) (0)	(0,00%)
Server Error (5xx) (0)	(0,00%)

gert@seoleverage.com



This is a little bit of a bigger page here. You can see the red dots mean URLs that cannot be indexed, meaning shown in Google for certain reasons. This doesn't have to be errors but we have some redirected URLs for example. Redirections are fine in general. You just need to make

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sure that you understand that every redirection is going to take the user long to have to see your page. So we mention, I click on Facebook, and they get to a URL that that's then being redirected to another URL because it is first the *http* version or with the 'www' or without the 'www'. And it's going to be redirected. It's going to add a few seconds of waiting time and it is also something that Google accepts and they think it's part of it. But we usually recommend not to URLs that are then going to be redirected to another one. Link to the final version directly wherever you can.

Lawrence: Okay. Absolutely.

Gert: Next one.

Lawrence: This is medxpf.com.

medxpf.com

•Traffic trend over time:



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Gert: This is the traffic trend over time. We can see that in March they apparently lost some traffic so I could understand if they say we've got a few inquiries or whatever, not only through the pandemic but also based on the rankings. I pull these graphics I think yesterday so they should be very pretty current, so probably something is going on why this page had left traffic on March. Some rankings might have drop or something like that. Next one.

Lawrence: Is that 50,000 or what is that on the Y-axis, 50, 100?

Gert: Sorry.

Lawrence: On the Y-axis, you've got 0, 50, 100.

Gert: This is an indication of traffic. But it's an estimation that you can only see there is a tendency. So 50 doesn't mean 50 visitors a day. It's just an indication. If you have 50 here and 500 on the competitor's page, you can get a feeling of where you are compared to your competitor. Traffic figure is 50 per day in this case if you want. But it's not to be taken like if you ask [Google Analytics](#) showing 50 visitors a day. Okay, it is not as exact.

Lawrence: Alright. Yeah, yeah.

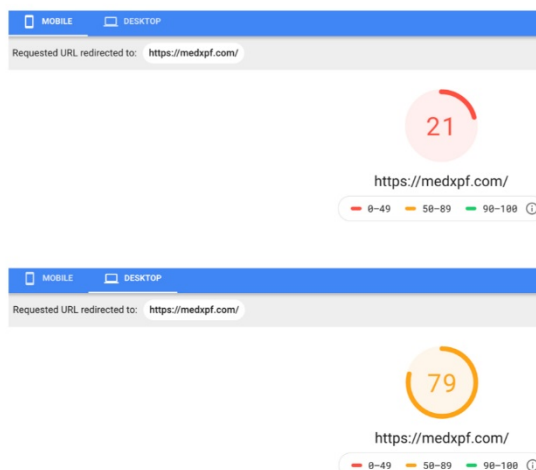
Gert: But it gives you an idea with the trend. 50,000 is not going to happen on a local gym site.

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Lawrence: Yeah, sure. Not necessary either with....

Gert: Although it is important to see this over time and compare it to other sites for example. Okay we had before a site that had like 2.5 and 5 instead of 50 and 100. You can get a feeling of what's the traffic difference between those two sites for example. Next one.

• Google Site speed test:



medxpf.com

gert@seoleverage.com

SEOLEVERAGE

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Here we see very good page speed ranking on desktop. Not too bad on mobile. Again, check out the mobile version. I kind of force my SEO clients to navigate their website every week via their mobile phone with the WiFi switched off just to make sure that they know what is the user experience for more than half of their visitors. Okay, we are very inclined to only navigate our website on the desktop computer. But in the fitness space we know that the audience is, usually it is like 60% of your website visitors are navigating through a mobile phone especially if you bring them in through Facebook or Instagram. Could be even higher, so you definitely want to make sure that, first, your website works extremely well on a mobile phone and then make it decent on the desktop, not vice versa.

Lawrence: Yeah, absolutely. I'm guilty of doing that as much as the next person.

Gert: Absolutely. Everybody is because it is just... if you are used to be on a computer a few hours every day it is just a normal thing to do and you kind of need to force it. I have some people even put it in their schedule every Friday, when there are no calls probably, around noon, and pick up your mobile phones, switch off WiFi, and navigate through your website, and just make a note of what catches your attention. If the navigation is kind of clumsy or jumps around.

Lawrence: Why switch off WiFi? I didn't get that.

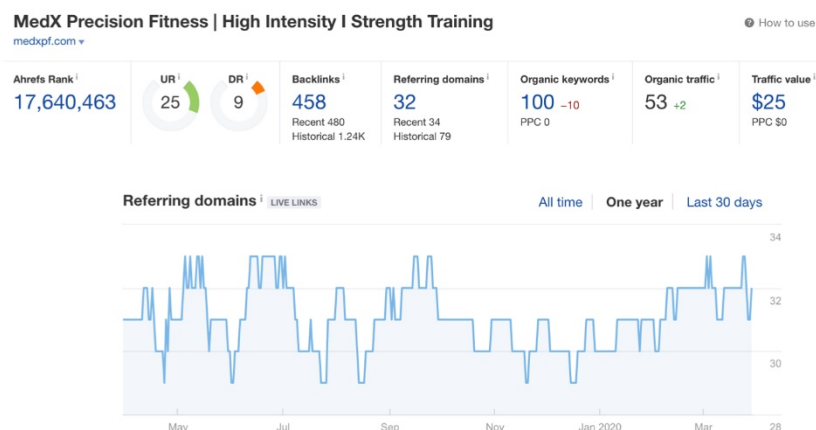
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Gert: Because then you get a better sense of how fast it is. Okay, because WiFi is very often kind of [unclear – 1:24:58] this is in terms of speed. And many people still don't have 4G everywhere they navigate from, so they just might have 3G wherever they are, within their room, on the toilet. Wherever you navigate with your mobile phone you might not have the highest speed connection you're used to. You are waiting for the bus, wherever you are, you might have a slower connection than a WiFi connection. So we asked people to switch their WiFi off and get a better sense of which page responds faster, which page is too slow, maybe we have an image that's not optimized, it could be smaller, and things like those. They are going to catch our attention without WiFi much better than with WiFi where everything is fast, everything is quick to load.

Lawrence: Yeah, excellent. Make sense. I'm going to try that myself.

• Backlinks:

medxpf.com



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Gert: Okay, this is the backlink situation. We've got 458 backlinks. There is something going on. The domain has obviously some impact or it at least it seems like that. It has a domain rating of 9. Could be worse for a local website, so there is at least some relevance I would assume. We have a very stagnant traffic trend over time though. It's going a little bit up, a little bit down. Definitely we want to aim for a growing number of domains referring to our website overtime and definitely need to do some work here to get more exposure. There are contents here but they need to get more links, more positive signal from other websites. Next one.

This is the link score which already gives us an idea, for example, the medx-method has a link score of 10 compared to the twitter-feed which has a link score of 87. You can see the difference here is probably quite big in terms of where people are on their buying cycle. So if they just pull out the twitter-feed they might not be as closed to requesting a free

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- Most important pages (Link Score)

medxpf.com

	Address	Link Score ▼
1	https://medxpf.com/blog	100
2	https://medxpf.com/services	91
3	https://medxpf.com/	90
4	https://medxpf.com/about-us	87
5	https://medxpf.com/twitter-feed	87
6	https://medxpf.com/employment-opportunities	87
7	https://medxpf.com/contact	87
8	https://medxpf.com/blog/qa-with-blair-wilson-about-bmi	18
9	https://medxpf.com/blog/tag/Health	12
10	https://medxpf.com/blog/category/strength+training	11
11	https://medxpf.com/medx-method	10
12	https://medxpf.com/free-consultation-form	10
13	https://medxpf.com/pricing	9
14	https://medxpf.com/blog/sleep-facts-sleep-hacks	9
15	https://medxpf.com/blog/the-medx-method	9
16	https://medxpf.com/blog/tag/Resistance+Training	9

gert@seoleverage.com

SEO LEVERAGE

training than on the medx-method page. So we need to get more internal links placed to the medx-method, to the free-consultation-form, to the pricing, and service related pages I would say, and see why twitter-feed, why the blog page, are so important compared to the other service related pages.

Lawrence: Yeah, I agree. Okay.

Gert: Okay, next one.

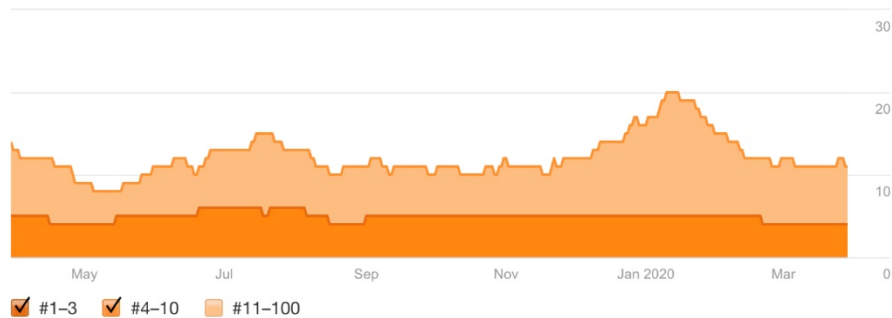
This is the number of organic keywords. You can see that the page with more content also has a more constant level of keywords. All these

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- Ranking keywords:

medxpf.com

Organic keywords ⁱ 100



gert@seoleverage.com

SEO LEVERAGE

keywords are ranking on Page 1, the dark orange among the top 3 positions. Especially the sites we were analyzing before, could take a look and see what could we do in terms of competitive site. They are doing a pretty good job. They should probably scale it by 10 but are still already doing a very good job and are probably going to continue working content, adding content, making sure that things that could be relevant for their audience are put up on their website. The only thing that it need to make sure is to keep a proper structure so that people and Google can understand what's the main topic, what are supporting articles, or additional references and sources they want to take out, and then they are good to go.














Lawrence: Cool.

Gert: Next one.

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- Keyword gaps:

medxpf.com

Canada ▾ 33 domains					
Keywords unique to target ¹	Common keywords ²	Common keywords, % ¹	Keywords unique to competitor ¹	Intersection graph ¹	Competing domains
51	5	4	79		medxcanada.org ▾
51	5	4	59		medxhealth.com ▾
50	6	3	127		cosmed.com ▾
43	13	2	556		purefitnesscanada.com ▾
40	16	2	809		vivefitness.com ▾
49	7	1	709		commercialofficeleasing.com ▾
38	18	1	1,191		fitfactoryfitness.com ▾
49	7	1	821		inliv.com ▾
44	12	1	1,686		iqoffices.com ▾
48	8	1	797		nifs.org ▾
51	5	1	568		nutritionrx.ca ▾
49	7	1	1,216		spacedatabase.com ▾
40	16	0	13,079		anytimefitness.com ▾

gert@seoleverage.com

SEO LEVERAGE

In terms of keywords gaps, again the same, checkout the competitors, check out those that have the highest relevance for your space, and the highest and the biggest yellow space because they probably have a lot of content you put also right above and get like a piece of the cake to your domain.

Lawrence: Good stuff.

Gert: Okay, next one.

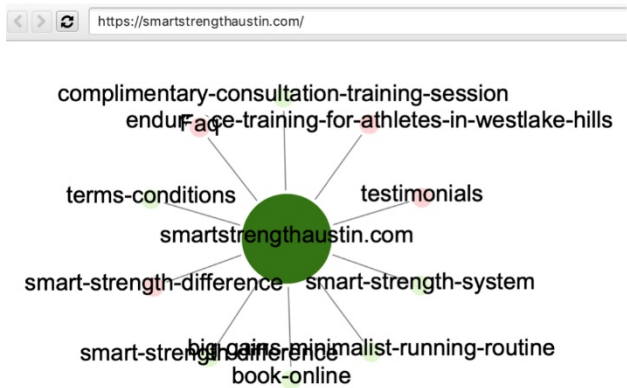
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- **Site structure:**

smartstrengthaustin.com

▼ Response Codes

All (82)	(100,00%)
Blocked by Robots.txt (0)	(0,00%)
Blocked Resource (0)	(0,00%)
No Response (20)	(24,39%)
Success (2xx) (55)	(67,07%)
Redirection (3xx) (5)	(6,10%)
Redirection (JavaScript) (0)	(0,00%)
Redirection (Meta Refresh) (0)	(0,00%)
Client Error (4xx) (0)	(0,00%)
Server Error (5xx) (2)	(2,44%)



gert@seoleverage.com

SEO LEVERAGE

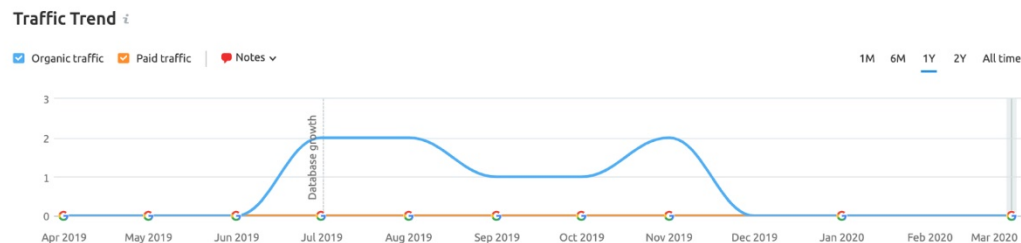
This page also has quite some content on there. I'd still probably could add like 20, 30, 40 pieces of very interesting and relevant content on their website, but we can see that there is a little bit more going on. They do have some redirections but it's not too bad. Most pages are related to what they are selling so it could be the book, it could be the running-routine, it could be the smart-strength-difference page etcetera. Go to the next, please.

Lawrence: It is interesting because this is smartstrengthaustin.com. This is [Skyler Tanner](https://skylertanner.com/)'s website and I believe his blog is quite popular (skylertanner.com), but he is not leveraging. Well, I don't know how much he is leveraging the ranking of that blog to help this one, to help this website. But I'm sure we'll come on and sat in a moment.

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smartstrengthaustin.com

•Traffic trend over time:



gert@seoleverage.com

SEOLEVERAGE

Gert: Yeah. We can definitely see that some things happening since December of 2019. It might be a site issue. It might be a technical issue. They lost quite some traffic in the last year. Maybe it some sight migration.

Lawrence: No, it's because I think he has moved website. I think he has migrated. So, that would be why.

Gert: Yeah, it's very often. Site migrations are very tricky, okay. Site migrations is a big topic for us as SEO and we try to convince people that it's not as easy as they think to just migrate, use another system, switch to another platform, switch hosting, change URL structure and Google is going to

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pick everything up where they left it and give you the same rankings again. It is not happening. You have a very dedicated process, when the site migrates and heavily change it, it is not only a provider or service switch. It's all complete site migration. We have like two audits going on. We audit the existing website see what could be done better. We audit the new website. Once the new page is online we crawl the old one again see if all the redirections are in place if the main elements are in place, if the title text are the same, if the meta descriptions haven't changed, etc. to make it as easy as possible for Google to figure out what certain contents are on this new website. And then sometimes websites can even get an additional impulse, an additional push after the migration. Otherwise this is a very common graphic representation we see where a site had some traffic and then lost completely just because the migration happened without any supervision from the search marketing perspective.

Lawrence: Got it.

Gert: Okay. Next one, please

In terms of site speed, similar to the other sites. Mobile version can be improved. Desktop version is pretty decent and probably gets to 70, 75, 80% once the mobile version has improved as well because very many actions on the mobile version are going to positively impact the desktop version. Next.

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smartstrengthaustin.com

- **Backlinks:**

Smart Strength | Intelligent Personal Training
smartstrengthaustin.com

How to use

Ahrefs Rank ⁱ 18,091,401	UR ⁱ 22	DR ⁱ 9	Backlinks ⁱ 512 Recent 542 Historical 773	Referring domains ⁱ 21 Recent 28 Historical 64	Organic keywords ⁱ 206 PPC 0	Organic traffic ⁱ 14	Traffic value ⁱ \$7 PPC \$0
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Referring domainsⁱ LIVE LINKS

All time | One year | Last 30 days



gert@seoleverage.com

SEOLEVERAGE

In terms of backlinks, we do have backlinks. We have a growing number of backlinks until late January, and then the number has been falling a little bit not too much so it's not worrying overall. I would invest after fixing some migration issues that probably exist. I would probably invest some time or resources in getting at least 2, 3, 4 domains link into my site very month. This could be a good average value for this page to make sure that there is constantly growing profile or amount of referring domains here.

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- Most important pages (Link Score)

smartstrengthaustin.com

	Address	Link Score ▼
1	https://smartstrengthaustin.com/endurance-training-for-athletes-in-westlake-hills/	100
2	https://smartstrengthaustin.com/testimonials/	100
3	https://smartstrengthaustin.com/	86
4	https://smartstrengthaustin.com/smart-strength-difference/	82
5	https://smartstrengthaustin.com/terms-conditions/	82
6	https://smartstrengthaustin.com/book-online/	82
7	https://smartstrengthaustin.com/complimentary-consultation-training-session/	82
8	https://smartstrengthaustin.com/smart-strength-system/	82
9	https://smartstrengthaustin.com/big-gains-minimalist-running-routine/	3
10	http://smartstrengthaustin.com/	
11	https://smartstrengthaustin.com/Faq	
12	https://smartstrengthaustin.com/smart-strength-difference	

gert@seoleverage.com

SEO LEVERAGE

In terms of link score, I think this is distributed pretty well. There is probably the smart-strength-difference. I'm not sure how relevant this is, but at least the most important pages are getting high link score. So from this perspective, from internal linking, there is definitely, they are doing a lot of things well.

Lawrence: Yeah. It seems to make sense to me, like, there's testimonials right up there which I think people would want to see before they commit. And the smart-strength-difference I think is just where Skyler differentiates his business. You know, his three unique, USPs, which again, I might just to have that well ranked, and then obviously book-online, or consultation-training-session are the important links.

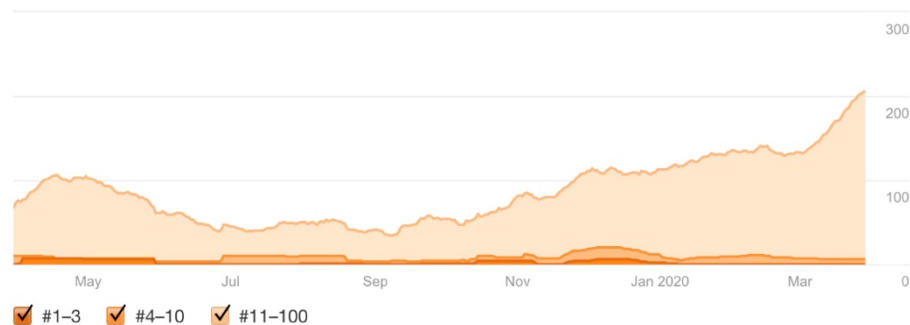
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Gert: I think it is just the navigation they have on their website where they kind of linked to the most important points and then the structure they have in there is done pretty well, so this already guarantees a certain level of structure that Google can also identify. Let's go to the next one.

- Ranking keywords:

[smartstrengthaustin.com](https://www.smartstrengthaustin.com)

Organic keywords ⁱ 206



gert@seoleverage.com

SEOLEVERAGE

This is the graphic overall. You can see just before January we pull in the top 10 pages rankings here because I thought it was very interesting and this comes together with the migration that happened. Okay. You can see that before January there was a dark orange space which is top 3 rankings which is what we want because this is going to drive most of the traffic. Okay.

Then we see on from January it's only the middle orange tone. There are no top 3 rankings anymore. And even the page rankings with the middle














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orange tone are falling. So the migration happened and they start losing top page 1 rankings. Okay. At the same time, they are getting more exposure in the very light orange. Maybe they build up content or content got structured in a better way, so Google is picking up more keywords on the content. So this can happen sometimes if two websites get merged, if there is another additional content being put onto the site if the existing content is leveraged in a better way with more categories or more topic structure etc. So Google definitely picks up a higher number of keywords right now than it did before which is a good sign. What's worrying at the moment is why those page 1 rankings go down. And this is something that would need a more detailed analysis and maybe a site audit to get behind of what's happening here to leverage this growth on.

From March we can see, so this would be positive sign that Google is picking up more content and getting more exposure for this brand. But if it is on page 5, or page 6, or page 7 there is nothing to impact the neither the visitors nor the bottom line.

- Keyword gaps:

smartstrengthaustin.com

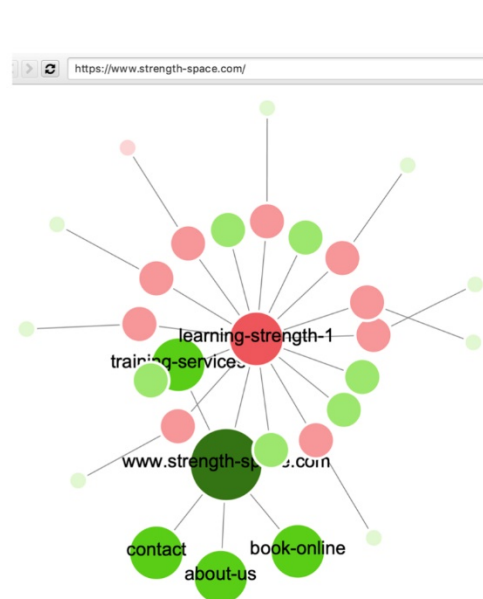
United States 25 domains					
Keywords unique to target ¹	Common keywords ¹	Common keywords, % ¹	Keywords unique to competitor ¹	Intersection graph ¹	Competing domains
96	5	2	203		intelligentexercise.net ▼
97	4	1	612		barcore.com ▼
85	16	0	8,501		alexfergus.com ▼
24	77	0	80,502,869		amazon.com ▼
78	23	0	85,401		competitivelycyclist.com ▼
12	89	0	85,231,931		facebook.com ▼
90	11	0	13,464		fitnesstrainer.com ▼
90	11	0	8,688,983		healthline.com ▼
80	21	0	3,067,343		inc.com ▼
67	34	0	18,606,740		indeed.com ▼
79	22	0	5,024,893		mayoclinic.org ▼
76	25	0	14,615,056		medium.com ▼
43	58	0	19,669,093		nih.gov ▼

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In terms of keyword gaps, the same as always. Pick the most relevant domains you think could be competing and test see them as competitors on Google. Not necessarily competitors for personal training service or gym membership, but competing for the attention on Google and see if you discover any topics you might want to write about. Make a list of topics and maybe get into a habit of writing a piece of content every Friday. Okay.

- **Site structure:**

▼ Response Codes	
All (82)	(100,00%)
Blocked by Robots.txt (0)	(0,00%)
Blocked Resource (0)	(0,00%)
No Response (0)	(0,00%)
Success (2xx) (66)	(80,49%)
Redirection (3xx) (15)	(18,29%)
Redirection (JavaScript) (0)	(0,00%)
Redirection (Meta Refresh) (0)	(0,00%)
Client Error (4xx) (1)	(1,22%)
Server Error (5xx) (0)	(0,00%)



gert@seoleverage.com

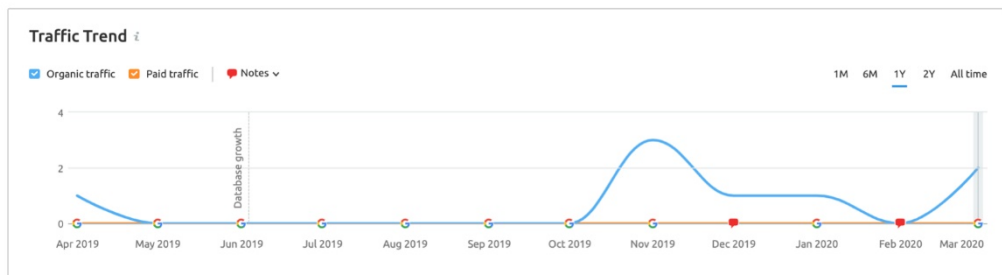
SEO LEVERAGE

And then we got [strength-space.com](https://www.strength-space.com/) also has a few URLs. It's 82 URLs in total. They have some redirections. They do have certain structure in place but also can do a better job I think with putting up content and structuring it well. Let's switch to the next one and see the traffic trend.

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strength-space.com

- Traffic trend over time:



gert@seoleverage.com

SEO LEVERAGE

You can see it's going up since February. They might have been doing something on the website or added some more content. There is definitely a little bit more...

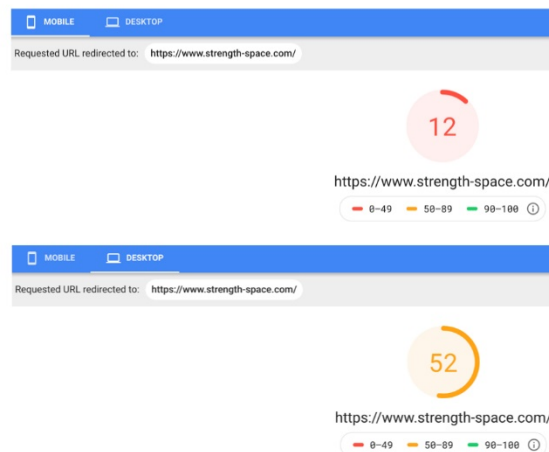
Lawrence: I think he did a redesign. Yeah, a redesign then.

Gert: We can see the scale we have 50 and 100 before, we have 2 and 4 now, so this is taken with a grain of salt. This is very low level of traffic. An upwards trend might be one or two ways. It is more a day which is not

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going to change too much, but at least it is the tendency we want to see. Switch to the next one and take out the speed, yeah.

• Google Site speed test:



strength-space.com

gert@seoleverage.com

SEO LEVERAGE

Yeah, page speed, similar to the last sites. Desktop getting into the right direction. Mobile needs work. Nothing else to analyze here.

In terms of backlinks, we do have like 200 backlinks from six different domains. Yeah, this needs to be scaled, we need more links. We need to see links as referral sources. Okay. Fine more people the same as you.

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strength-space.com

- **Backlinks:**



gert@seoleverage.com

SEOLEVERAGE

Probably kind of try to engage your friends, and family, and your inner circle referring possible business to you. You might want to see which websites; which collaborations we could get going with other local companies. If you talk about virtual training, maybe there is an authority in this space you could partner up with and get something going, do some webinars, do some online trainings, live trainings together. Get some additional links pointing to your website to give you more relevance.

Okay, this is in terms of link score. I would probably try to make sure to define what's the most important page I need because if you didn't get technical analysis from me. I think the training-services would be fine. All categories are on an equal level of link score. There might be a difference

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- Most important pages (Link Score)

strength-space.com

	Address	Link Score ▼
1	https://www.strength-space.com/learning-strength-1/	100
2	https://www.strength-space.com/	83
3	https://www.strength-space.com/training-services	83
4	https://www.strength-space.com/book-online	83
5	https://www.strength-space.com/about-us	83
6	https://www.strength-space.com/contact	83
7	https://www.strength-space.com/learning-strength-1/categories/resistance-training	16
8	https://www.strength-space.com/learning-strength-1/categories/strength-training/	16
9	https://www.strength-space.com/learning-strength-1/categories/arthritis-pain/	16
10	https://www.strength-space.com/learning-strength-1/categories/exercise/	16
11	https://www.strength-space.com/learning-strength-1/categories/weight-loss/	16
12	https://www.strength-space.com/learning-strength-1/categories/inflammation/	16
13	https://www.strength-space.com/learning-strength-1/categories/diet/	16
14	https://www.strength-space.com/learning-strength-1/categories/weight-training/	16
15	https://www.strength-space.com/learning-strength-1/categories/isolation-exercises/	16
16	https://www.strength-space.com/pdf/d4dc9054-39ae-4240-ac7d-81e30hf0heff/n	13

gert@seoleverage.com

SEO LEVERAGE

if you want to work more towards strength-training for example with this domain. I would probably try to link more often to the strength-training category or if it's learning-strength, the first URL on top. The internal structures are already there. It really comes down to defining of all the URLs you have on a website. What's the most important one? What you want Google to see and rank for a certain topic and then place links to it.

- Ranking keywords:

strength-space.com

Organic keywords: 30



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In terms of organic keywords, a lot of keywords are ranking on page 2 to page 10 and don't have any impact on traffic. Now, there is a few keywords are on page 1 right since the end of March. This is pretty new. It has to be seen if this is going to be stable. Google sometimes does some switching and some restarts to the page 1 and see and collect some signals and then remove them again from page 1 if Google is not convinced that this is the best user experience. So there's little tenancy we can see right here apart from the website having lost some traction I would say since January 2020 where we see a downwards trend and maybe also some site migrations, some renewal, or some technical issues but...

Lawrence: Yeah. I'm not sure of this. I know [Bryce](#), who is the owner, I know he did a redesign of the website. I don't think that would have taken effect to that ranking over that period of time, but maybe it did. I'm not sure.










Gert: Okay. I mean, what we definitely see is there was a previous stable page 1 ranking from November, December to January, and then it got lost pretty much the same time as the page 2 to page 10 rankings got lost. So something might have happened here, but now we are pretty stable. A little bit of a downwards trend in March. It has to be seen where this is going. Definitely SEO should be a part of your marketing mix. You want to work more on content and make sure you stay on top of these things so that the downwards trend can kind of be tackled on time, and we don't

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have to wait for Google analytics to tell us that we are not ranking anyway anywhere.

- Keyword gaps:

strength-space.com

United States ▼ 9 domains					
Keywords unique to target ⁱ	Common keywords ⁱ	Common keywords, % ⁱ	Keywords unique to competitor ⁱ	Intersection graph ⁱ	Competing domains
18	3	1	242		ustherapyrooms.com ▼
15	6	0	192,770		barbend.com ▼
3	18	0	85,231,990		facebook.com ▼
14	7	0	18,606,760		indeed.com ▼
17	4	0	11,020,085		msn.com ▼
14	7	0	320,306		muscleandfitness.com ▼
13	8	0	113,081		t-nation.com ▼
17	4	0	33,751,787		yelp.com ▼
7	14	0	120,750,094		youtube.com ▼

gert@seoleverage.com

SEOLEVERAGE

The next one is the competing domains again. Same as before, muscleandfitness.com might be relevant, barbend.com might be relevant. Pick some relevant domains. Take out what they are doing. Get some content ideas and start creating content. Actually, more content you have is really giving you more information on these kinds of reports because you can then discover which topics you are not tackling right now about high intensity training for example.

Yeah, to sum up, you've seen the themes are very common across this page. Okay, you've got very small sites which are probably ideal to drive Facebook traffic to them. But if you want to leverage SEO, you need to work actively on your content. And the best way I found to do this is block

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out a couple of hours every week and that's scheduled for content creation and say, "Whatever happens this week..." Every business owner is going crazy right now. But now I think especially in the fitness business it's a good time where you can leverage. The free time you have right now, you are forced to have, to work on your website and create assets. And every article that's driving traffic is an asset for your website. And if the article is optimized you are going to have an additional pillars supporting your business. Even if you can't afford to spend something on Facebook ads. If you can't support your business with Instagram advertisement for example, you still have this SEO traffic coming in. Especially as you were saying initially, if you have a virtual service, it's definitely going to add to your revenue and additional revenue stream... and you are dependent on a physical presence training sessions which many people in the fitness space have.

Lawrence: Awesome. Thank you so much, Gert. That was really, really valuable, and really interesting, and insightful and... I think it's very revealing. It's interesting, like, no one seems to be really nailing it in the website examples I gave you. I'm sure there are websites in our niche and among the members that are perhaps higher up and ticking more of the boxes. But, you know, those businesses are doing fairly well and sure there's just a lot of area for improvement. And maybe as we've been talking about right now is a good time to address that.

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Members watching this, I highly recommend Gert. I'm only really partnering with people who I either use or really trust and come recommended from a high profile third party. In this case, Gert comes recommended by our mentor [James Schramko](#) who is a very, very high level. I would almost say now probably a bit of an internet celebrity in the world of online business. You know, Gert, you work with obviously a lot of people at his level, and so I highly recommend. You know, through this presentation Gert has obviously given you some of the tactical, some of the how to in terms of actions you can take to improve various health markets of your site and various aspects of your site to optimize your SEO.

But if you don't want to do that then email Gert. I'm sure he'll help you in the best way possible whether or not that's working with Gert directly. I'm sure Gert will give you whatever direction you need whether perhaps that's another third party that might be a better fit or just some general recommendations. This is clearly an area that's important and maybe it's a good time for us all to focus more on this. I know, for me, I certainly need to improve this and I would dread to see of my stats if you were to pull them up, Gert. Is there any sort of final words or are we done do you think?

Gert: Yeah, I definitely want to thank you for the opportunity. I love the fitness space. We've been doing work here for years. I think it's a great space to be in especially now with the pandemic. It's like a moment where you

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need to reinvent your setting, reinvent how you get clients, how you attract clients, how you are exposed to clients. We know from many statistics that clients take weeks and months before they decide. And what are they are doing over the reach in months, they follow you on Instagram, they read your blogpost, they read you articles, they consume whatever content you put out there. And whatever content you put out can probably be recycled, be reutilized as content that can then be leveraged for organic traffic, so definitely invest in content. Make sure that the content you are putting out on social media right now is being repurposed and used to also drive your organic traffic to your site. Yeah, as you said, I'm happy to give any advice. Just drop me an email and we'll find the best possible solution, whether I can help whether I cannot, I really just want to make sure that this is valuable for your audience, Lawrence and see wherever we can make SEO work for a business. It's usually a good thing. We've seen this in the past several times also for local businesses, not only for the big brands.

Lawrence: Awesome. Thank you, Gert. I really appreciate it.

Gert: Thank you.