57 - How To Rank With SEO In 2019 With Gert Mellak
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Brief Background about Gert Mellak

❖ Gert is from Austrian Europe and 10 years ago he moved to Spain and attended some sort of Technical High School where he learned programming and technical stuff.

❖ In the summer of 2000, he went to New York and discovered SEO in Craigslist and back then he doesn't know anything about it.

❖ He was already doing some web projects at the time (year 2000) and he thinks that SEO is a great service he can provide to his clients and from there he stuck with it.

❖ If you need help and consultation regarding Search Engine Optimization (SEO) in your business, you can reach out to Gert in his website: **gertmellak.com**. Gert will directly guide you on path through SEO, advise you on the possible link building strategy to even website audits.

Basic Foundations of Search Engine Optimization (SEO)

❖ The first concept is that Google equals attention at the right moment. Basically in Google you're just there when they are ready to to get informed about the topic. It's just the exact moment.

❖ And then the second concept people need to understand is what Google really wants is to serve the users with the most smooth experience as possible in using their search engine.

How Does SEO Affect a Website Structure

- ❖ Site structure must take into account that there are many different intentions. It could be the following:
  - ➢ Navigational
  - ➢ Informational
  - ➢ Transactional

Concept of "Silo" Based in the Website Structure for SEO

- ❖ These are also called as "Pillar Content". Basically the concept is that you have one huge, very big article usually which is like an in depth, this is the central piece you want to rank. And then you have like supporting articles that link to this content.
- ❖ For example, you want to rank for car repair shop Sydney. For that you will have surrounding articles talking about all kinds of car repair stuff. This could be this could be re-painting or about different car brands in Sydney, etc. And every single one of those articles would link back to the car repair shop.
- ❖ What's important in Pillar content in terms of websites is that you don't want to have too many layers. Which means one page linking to the second page then linking to third and so forth. **Because then the page rank or link juice gets diluted quite a bit.**

What Keywords to Rank in Pillar Types of Content

- ❖ According to Gert, It depends on how related the keywords are. If they are kind of not related too much, I would probably go for five individual rankings.
- ❖ It also depends on some market research, search volume, keyword research, and Google Ads tests you can do which would give you a hint on what keywords to focus your attention to.

SEO-Friendly Essentials in terms of Content

- ❖ **Structure**: We need to be aware of the fact that many users are not going to read it from the beginning to the end, they're just going to skim through it. And what they are looking for, basically, is for a confirmation to be in the right page.
- ❖ **Markup:** H1, H2, and H3's, should always be present in every content as this serves as indication for Google and your users what is the page about. When they visit a page of your site.
- ❖ **Content:** Be wary of your page titles. This is not the title of the article, but the title that shows up in the browser tab. So this is the in HTML, this is the title tag. Since this one appears in the search results. **Meta description** are also should be in your priority since this serves as enough information for a user to want to find out more.

Thoughts on Link Building - Is it Dead?

❖ According to Gert, Link building is by no means dead. Even though Google previously said in the past that they will be removing links as a ranking factor but they later on admitted that there's no way to do this.

❖ Links are still some something called a vote of confidence, it's like another side expressing their confidence and giving you some sort of authority in your field.

How the SEO Landscape Changed Since

❖ Gert admit that it was definitely much easier 10 to 15 years ago. But at the same time, they (SEO Specialists) didn't have the same tools, experience and strategies in place like they have today.

❖ Google's "Panda" algorithm was also a game changer in the SEO Landscape, as it completely fought against duplicate content. Where at the time a lot of contents where spin articles where people just changed a few words and basically reuse the same article.

❖ The Panda Algorithm updates basically ended the low quality content at a large scale.