



You will never view SEO the same way after you read this report!

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Introductions

Hello and thank you for requesting this free report. I created this report because I want to share with you my experiences and why you should never view SEO in isolation. I've been in the world of SEO for nearly 7 years and have learnt from some of the best SEO at Agency level. I feel it's important for you to know a little about my background and my career as a search engine marketer. Skip to page 7 for the 7 Killer SEO Mistakes

Background

April 2009, while still studying at university, I found myself building affiliate websites as a side hobby. This little hobby created me a small income from the internet. I was able to build a site, rank it number 1 in Google and made commission referring website visitor to merchants. I got paid a % for referring a customer, the merchant made a sale as he found a customer, and the customer found the product he was looking for. With this good result, I started created more affiliate websites and probably had about 10 sites in total that started making sales. In those days, it was so easy to rank websites highly in Google with minimal effort and I was literally making money while I sleep. I was saying to myself "I think I might have something here..."

My current situation at the time was, still studying at university, expecting a baby, and life was looking good, seeing as my financial situation looked like it was being taken care off. How wrong I was!

My university studies was top priority which meant I didn't have much time to dedicate to the online business. Juggling coursework and my newborn baby was tough work, something had to give and it was the online business. Yes it was still making me money but it wasn't growing at all.

I finally graduated in Oct 2010 with a little new family that needed taking care of, and little income from my affiliate sites. I could've went full steam ahead and start building more affiliate websites and hope it would pay but I needed money NOW. It wasn't fair to make the family wait and hope my new websites would work out, so

naturally I had to find a day job. I didn't want to, but beggars can't be choosers and I was luckily enough to find a marketing agency SEO role very close by. Based on my ability to rank my own websites, I demonstrated I knew a little about SEO and was offered the job.

At the time, I thought I was good at SEO, seeing as I built my own websites and proved I was able to rank it highly in Google. I was a self-taught SEO ie via forums, books, online articles but the SEO techniques I was about to learn at the agency took me from a novice SEO to advance level SEO.

After reading the book Rich Dad Poor Dad, I knew I wanted to have my own business some day. I started doing client work on the side while having the day job and an opportunity came up to start an SEO business. I quit the day job in May 2012 and the business was born.

Starting my Own Business

We started offering SEO services to more clients and was lucky enough to test out my skills in a very competitive industry which was insurance. I was proving my skill in ranking for tough keywords such as:

“it support london” and “landlord insurance” to the first page of Google which helped increase leads and enquiries. I could see that my work was actually responsible for increasing more leads into the clients business.

Relying on Google for business

My SEO business was to rank websites highly in Google which in turn would gain customers for my clients for which I would get paid for. If the client's site didn't rank in Google, I'd have a hard time justifying my retainer fees to the client. My business lives and dies by rankings. I started to realise that you can't build a business on a platform knowing that it could be wiped away tomorrow and as a service provider, I shouldn't just solely rely on organic SEO traffic to generate leads for my clients.

Google Algorithm

No one really knows Google's search algorithm and SEO experts can only guess what Google is going to do next, in fact It is more or less an educated guess. We can only follow and apply techniques that work today, but what might work today, may not work tomorrow. As an SEO provider, I am always tested to out think Google, to ensure my clients rankings are not harmed. Imagine you're the customer and your provider keeps saying "It's going to take a while" without giving any time frame. That is the nature of SEO, nothing is guaranteed. The only thing guaranteed with SEO is, if you take your foot off the accelerator you will find yourself lagging behind.

During my time as an SEO expert and experiencing major Google updates such as; Panda, Penguin and Hummingbird these updates don't always answer what the intentions of the Google updates are. However, as this is low-level information, you're more concerned with strategy of the business, but these updates have caused many websites to go missing in the search engines. Businesses that used to rely on Google organic search no longer had a business because customers couldn't find them online. One business owner nearly took his own life after Google updates wiped his website from the Google index even though he was a legitimate business, which lost him a considerable amount of money! After hearing that, who in their right mind would rely solely on SEO for leads? I know I don't want to anymore and you probably feel the same. It's like building a business on quick sand!

SEO Success Factors

SEO is an unregulated industry. There is no standard or governing body and the only thing that comes close to guidelines is "best practices" which most SEO experts agree on. These are still assumptions of what we think Google wants in terms of optimising your website.

Not everyone can do SEO!

Updating title tags on a website is not really SEO. You may be practicing basic SEO but it's not real SEO. There are so many contradictions to what is considered good SEO practice, so who is telling the truth? How do you know the person you're

currently speaking to is actually good at SEO and is not just a sales cowboy? Unless you're in this niche sector you'll never. The Search industry is so easy to "get into" the average person could read an SEO book and convince the average person that they know all about search engine optimisation. The barrier to entry is low in this market as a provider, and the market place has become saturated with providers asking for budgets ranging from £100 - £10,000 per month. I'm sure you get plenty of emails from agencies offering SEO for you. The question is, 'who do you go with' and can they prove they can deliver within the time frame?

Below are success factors for a good SEO campaign.

1. Knowledge

Experience is key, does the provider have years experience in the field? Can his past clients vouch for his work?

2. Budget

The provider could be very skilful but if the budget doesn't match, then the results won't appear as fast.

3. Patience

How long can you wait before you get fed up? If a provider said: "You'll have to wait up to 6 months before your website is on the first page of Google and you'll have to pay £1,000 per month and it's not even guaranteed, how would you feel? If you can stomach the long journey and delay in results then it might pay off but how many people will actually wait for six months?

Even though you might have found a good provider and you have a large budget and lots of patience, the campaign can still fail because you simply have no idea what the search engines will do next. Many will argue that, "Good content will solve your SEO issues", this is not always the case as many legitimate businesses have failed by relying on Google. The above are success factors in an ideal world but in reality, it's far from that. The next section of the report reveals all.

7 Killer SEO Mistakes Business Owners Must Avoid

So here are the 7 Killer SEO Mistakes to why your SEO campaign will fail. I haven't come to this decision lightly. It has taken time and experience to realise that building a business requires consistency and SEO does not provide that, let's start off with:

1. Cowboy SEO providers

Everyone who has made a website think they know how to get their page on the 1st page of Google for a particular term. Most SEO suppliers / providers I've come in contact with are cowboys. I've seen their work which comprises of old tactics and spamming. I know this because in my early days of SEO, I used to carry out the same techniques which got me nowhere. It's very hard to know whether the SEO provider is legitimate and if you have nothing to compare to, then it makes the task even harder. They could show work examples but they may have spammed their way to the top of Google which gives short term gain.

How to avoid: Avoid those that talk a good game. Probe their technical language. Avoid those that promise 100% guarantees. Work with those that say something to the effect "I can't promise you anything but with my experience and background, I feel I can deliver some form of tangible result."

2. Lack of budget

For a campaign to be effective a decent budget is required but that still doesn't mean you'll get good results. A Good search engine optimisation practitioner will always request budgets of at least £300+ per month but this is still just a loose indication if they know their worth. In most cases, you get what you pay for.

Example: If you're website is in the insurance niche and you wanted to rank highly for insurance keywords, then you'll be needing budgets in the thousands due to the amount of competition.

Example: If you're a local plumber looking for local business then a budget of around £300+ per month sounds about right.

You're relying on the provider to know the market to come up with a suitable proposed budget. Too little and you won't get the result, too much then you're paying over the odds. Again, difficult to know what is the right budget if you're the client? Depending on how the budget is spent there should be red flags if budgets of less than £300 is requested. I've had a client that used a previous company that only charged £150pm to gain 60 links which. 60 links for £150 is definitely spam links.

How to avoid: Avoid those that ask for too little. Filter providers that ask for budgets from £300+ PM

3. Lack of reinvestment

Even if you had the right budget, the provider must use the budget wisely to stand a fighting chance to rank your website highly to gain leads / enquiries. A bad practitioner will keep the entire budget for profit while a good practitioner will reinvest a portion of it into the client's website by spending it to get a better ranking.

Example: For our insurance client, if we kept the entire budget for profit and only made physical SEO changes to the website itself, it wouldn't have made any difference to the ranking. We had to spend over 50% of the budget to get the website increasing in the rankings. SEO providers rarely tell clients how much budget they'll reinvest and most clients have no idea that reinvested money is what produces better results than not. Next time you talk to a potential provider, ask him how much he will spend on "gaining links", and wait for the pause / stutter. On page SEO is work changes on the website but Off page SEO is link building and gaining strong links requires the company to spend your budget. This goes back to asking for the right budget. To ask for £300 where the provider keeps 50% and spend 50% on link building is fair but to ask for £150pm only and not spend any money into the clients business (but only you using your limited time/effort) is bad business.

How to avoid: Find out if they will spend money to really push SEO boundaries.

4. Keyword visits tracking

With Google analytics tracking software, you're able to see which search terms visitors are finding your website with and if you have an ecommerce website, you can attribute where the sale of the product came from. You can see the origin of the traffic source and the most popular keywords that are generating the sales. From October 2013 onwards, you'll no longer be able to see the keyword stats the website is generating. The stats will only tell you whether SEO visits have increased or not which means analysis and interpretation of the figures will be less accurate. Google claims to be making searches "more secure" but contradicts itself because if you pay for Google Adwords, you'll be able to see the keyword data. In short, you won't be able accurately attribute SEO work to increase leads as it's not clear. You will have to base your decision on gut feeling / increased enquiries / whether the SEO work was making a difference. In the early stages of an SEO campaign, knowing whether your targeted keyword actually generated a visit will build confidence in yourself but if you can't see this data then would you still invest in SEO?

How to avoid: Run Google Adwords campaigns alongside to help verify keywords which are producing leads using conversion tracking.

5. Time frames

How would you feel if you had to wait 4-6 months to see visible results? What if after 6 months, there are still no results? Do you throw more money at it or do you quit and waste the last 6 months of work? Can you wait that long? One of my clients is in IT support and targets the keyword "IT support London" and here is what happened:

Month 1 – No improvement, site nowhere to be found in the Google index

Month 2 – Site improved to page 2 of Google

Month 3 – No improvement, site still on page 2 of Google

Month 4 – No improvement, site still on page 2 of Google

Month 5 – No improvement, site still on page 2 of Google

Month 6 – No improvement, site still on page 2 of Google

Month 7 – No improvement, site still on page 2 of Google

Month 8 – No improvement, site still on page 2 of Google

Month 9 – No improvement, site still on page 2 of Google

Month 10 – Site at position 3 in Google

Month 11 – Site at position 3 in Google

Month 12 – Site at position 2 in Google

Month 13 – Site at position 2 in Google

Month 14 – Site at position 2 in Google

Month 15 – Site at position 1 in Google

It took me 15 months to get to number 1 in Google but that's because I was given the time to work on it. It takes a lot of time, energy, budget and trust to let an SEO campaign go on for so long. For seven months, we had no movement whatsoever. Imagine if you're the client and you work in a competitive area, what if the provider said:

"You will see no movement for the next six months and also, there are no guarantees that you're website will improve at all".

Would you still sign up? SEO works, but a lot of time and resources are needed, which most people don't have which makes SEO an unattractive option. You could get a quicker result with Google Adwords advertising and make sales sooner instead of waiting 6 months. People hate to spend money on Google but it's just a shift in mindset that is needed. Whether SEO or Google Adwords, there should be an investment in marketing each month and in this case, SEO doesn't look attractive. If you do both SEO and Google Adwords then that's a better combination but this is a report for another day.

How to avoid: Avoid providers that promise you results in 1 month or any short time frame. All lies. You can't guarantee anything you don't control. Only work with providers that help you understand how long it can take to work. View SEO and any form of marketing with a 6 – 12 month time frame but also have flexibility to stop and start at the same time.

6. Competition

If ranking your website highly is very important to you then you need to know that there are only 10 non paid positions on each page of Google up for grabs. If your site ranks above your competitor, your competitor will not sit there doing nothing

and will start to invest to get above you, and then you'll do the same. Then the cycle starts again until one gives up. SEO competition can be tough but usually the person with the deepest pockets will stand the best of chances.

How to avoid: Cast your net wide and hope the provider is giving you this advice. Build more landing pages. Run Adwords and SEO the same time to cover your bases. If the provider is only talking about SEO and not about Adwords then they are not looking at the all-round implications of online marketing. Great marketers talk strategy and less about tactics.

7. 100% Risk on Your Part

I recently spoke to a friend who was getting pitched SEO services. The provider wanted a 12 month contract but in his terms and conditions it said:

*“Company Ltd stress that it is **not possible to give any guarantees for any specific result on any search engine, nor can we quantify the level of increased traffic or sales, as a result of the search engine optimisation campaign.** Advertising online is an **unpredictable market place** and Company Ltd **can give no guaranteed positioning.**”*

It would be a great deal for the provider but a bad deal for the client. Why would you guarantee payment to a provider if they couldn't guarantee positive results / sales & positioning? SEO is a results based business and ethically should be practiced on a month to month basis with clients (3-6 months commitment at a time is fair, to give Google time to update the work) and you should be able to cancel anytime. Why should the client assume 100% risk while the provider has zero risk and 100% gain in budget. Let's be honest here, not many people will be happy to take 100% risk which leads me on to the final point.

How to avoid: Ensure the provider will be spending your money with link building. Don't sign up for more than 6 months at a time. A 3-6 month agreement is perfect to show progress before resuming contract work.

Unpredictable

Google is an 800lb Gorilla! It does what it wants, when it wants, and it doesn't care. Imagine building your business only for someone to come in and destroy your business overnight and you can't do anything about it, now imagine relying on Google to send you leads and enquires, what would happen to your business if Google were to shut down tomorrow? As mentioned before, you don't want your main lead source to come from SEO as it's like building a business on quicksand. It's just waiting to crumble, brace yourself for the next Google update. Unless you're a big brand, ranking highly, consistent, with a limited budget is going to be hard.

What' Next For You?

It's really simple; do SEO but don't solely rely on it to gain you more customers. Do measured marketing activities that have more control that are easily understood. I'm not saying, don't do SEO, just make sure it's part of an overall marketing strategy.

Closing

I hope this report has helped you understand that SEO is a risky method for gaining new leads / enquires. It requires a lot of patience, resources, faith in your provider, and Google to play nice with its algorithm updates. My advice to you is to do ALL forms on online marketing and DON'T have a major focus on SEO, there are just too many uncontrollable variables. Saying that, I've built a business on SEO for my clients and I feel I may be able to help. If I can then I will make sure you know why so you don't lose time / money.

15mins Strategy Consultation

I'd like to offer you a free 15-minute consultation (usually £97) session on how I can help you gain more leads & enquires to your business using other forms of online marketing and look at your SEO position.

There are absolutely no obligations and in the worst case you can take my advice for free and fix the problems yourself or hire somebody else to fix them. Book a slot here:

<https://clickmetrics.youcanbook.me>

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To Your Success!

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