



5 Essential Truths of SEO

- 1. SEO is 99% expectation** – This is the most important point to remember and understand about SEO; it is all, completely and 100% about expectations. If one pays \$100 per month and expects to be at the number one spot on Google for their service or industry in a big market/competitive area, they will be disappointed, because the expectation is not realistic. Vice versa, if someone creates a one page website for their agency or company and expects to pull up high on Google rankings for “example-service in your area”, chances are they will be very disappointed. Either way, you need to have proper expectations when it comes to SEO. This is why businesses go through digital marketing companies like my daughter goes through an open clothes drawer; they oversell and promise the world only to be dropped a few months later because nothing panned out. It’s all about proper *financial, practical* and *logistic* expectations.
- 2. SEO is relative** – Ranking success in general is completely relative and dependent on a variety of aspects. From keywords, competitions, to area services, website specifics, etc, there are a number of factors that will affect your SEO rankings. SEO is not about one plan or one agency or even one full website. There are so many factors that lead to success or failure. It’s relative to what the goals are, what the competition is, what the keywords you want to rank for are, the location area, etc. Speaking of location, as a practical example, if an auto mechanic shop wants to be at the “top of Google” for Columbus Ohio (the 11th biggest city in the U.S.) it’s doing to take a massive list of incredible SEO strategies, a lot of time and *a hefty sum* of money to get there. Whereas if we focus on the suburb outside of Columbus, we can get there a lot sooner and build reputation to be a solid foundation, and then take it to the next level. That’s the difference between an SEO Plan achieving success or failure, it’s all relative to expectation and location.
- 3. SEO is a long-term game** – This is a shocker to many clients especially if they’re new to SEO strategization, but SEO doesn’t happen overnight. It doesn’t even happen over days or

weeks. It can start to happen over a few months but don't kid yourself...it's a long term game. This is one of the most important things to remember as you get going with SEO for your site. Keeping this in mind will help you when you start to feel like you're not making any progress, or the content you're producing isn't getting the fast results you had hoped for. Just know that SEO takes time, but once it starts to kick in, it's a beautiful thing. And once Google likes your site and starts to give you "domain authority", then things move faster, and it is delightful. 😊

Remember these 3 P's for SEO success: Patience, Persistence, Perseverance.

4. **SEO is trade off (time or money)** – Getting good, consistent SEO Rankings requires a big, ongoing investment of either time or money. Time if you're going to be the one creating articles and content, then optimizing it for SEO yourself (considering you're an SEO professional), or money if you're going to pay someone to do them for you. This will look different depending on the project, goals, services, etc. but whether it's smaller or larger in scale, it is going to take time or money. Or both. Much of the time and money in SEO can (and should) be invested in the building stage of the site, to set up the foundational blocks for SEO optimization (this is non-negotiable for any site, since that's where SEO begins), then less in ongoing monthly implementation, depending on the strategies you choose. Either way, it's going to come down to the proper use of time and money.
5. **SEO is ever-evolving** – Like any other aspect of web technology, SEO is a fast-evolving ground. There is a constant stream of new tools and tech that come into play (like sites being optimized for mobile, use of Google Voice Searches, snippets, schemas, changes in online guidelines and regulations, algorithm updates, and much more..) to consistently take SEO to the next level. So in order to keep things up-to-date with Google's search engine algorithm and achieve the best results, it's important to collaborate with a company that works on employing the new tested tools and tech, instead of just focusing on what worked best in 2021.