

rankings drive real revenue

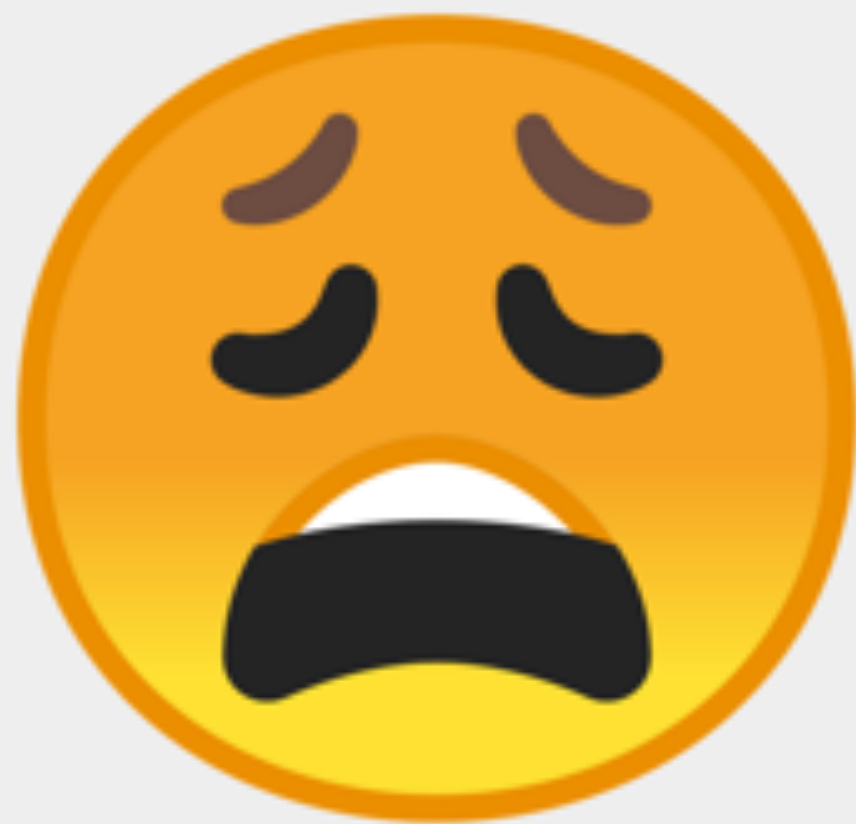
BUT HOW CAN YOU PROVE IT?



@Kammie_Jenkins

“I just don’t see the ROI.”





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A Tale of 3 Business Owners

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"SEO is a top priority for us."





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But then...





Client

where are we?! keywords we NEED TO RANK #1 FOR - Kame

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to me →

Kameron,

I've been Googling myself all morning and we are nowhere to be found for the following keywords:

- santa rosa commercial litigation attorney
- santa rosa commercial litigation lawyer
- business tort attorney santa rosa
- business tort lawyer santa rosa
- santa rosa breach of contract lawyer
- santa rosa breach of contract attorney
- corporate arbitration lawyer santa rosa
- corporate arbitration attorney santa rosa

It is CRITICAL that we rank #1 for these keywords. Our competitors are beating us. Please report back with a plan of what you are doing to get us to the top of page 1 for these keywords.





Google

🔍 santa rosa commercial litigation attorney



Google Search

I'm Feeling Lucky

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SEO is a means to an end...





...but all your client cares about is



BUSINESS LAW - Shapiro, Galvin, Shapiro & Moran

<https://www.shapirogalvinlaw.com> › business-law ▼

Disputes are common in the business world. They can arise between two businesses or even within a business. Our Santa Rosa business lawyers offer ...





"We're not making any money."



BUSINESS LAW - Shapiro, Galvin, Shapiro & Moran

<https://www.shapirogalvinlaw.com> › business-law ▾

Disputes are common in the business world. They can arise between two businesses or even within a business. Our Santa Rosa business lawyers offer ...





What do you do?





How to make \$ from rankings





Lead Gen

Rankings

Traffic

Leads

Customers





Lead Gen



Rankings

Traffic

Leads

Customers





Lead Gen

Rankings

Traffic

Leads

Customers



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Lead Gen



Rankings

Traffic

Leads

Customers





Lead Gen

Rankings

Traffic

Leads

Customers





E-Comm

Rankings

Traffic

Purchases





E-Comm





E-Comm



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E-Comm



Rankings

Traffic

Purchases





Publishers





Publishers





Publishers





Let's talk about search volume





Google

santa rosa commercial litigation attorney



Volume: 0/mo | CPC: \$0.00 | Competition: 0

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Average position & context





QUERIES		PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
						 	
Query					Clicks	Impressions	↑ Position
example keyword					0	47	1
example keyword					71	276	1.2
example keyword					2	110	3.1
example keyword					0	174	3.7
example keyword					3	28	5.1
example keyword					0	6	5.3





QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Query

Clicks

Impressions

↑ Position

example keyword

0

47

1

example keyword

71

276

example keyword

2

110

3.1

example keyword

0

174

3.7

example keyword

3

28

5.1

example keyword

0

6

5.3

1. Eliminates back-and-forth





QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Query

Clicks

Impressions

↑ Position

example keyword

0

47

1

example keyword

1

2

example keyword

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110

3.1

example keyword

0

174

3.7

example keyword

3

28

5.1

example keyword

0

6

5.3

2. It helps your client zoom out





QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES



Query

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↑ Position

example keyword

0

47

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3.7

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5.1

example keyword

0

6

5.3

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QUERIES

PERFORMANCE

DATES

Pro tip!

Use the GSC API or multiple GSC accounts to get more data.

Query

example keyword

example keyword

example keyword

example keyword

example keyword

example keyword

Impressions

47

276

110

174

3

28

0

6

↑ Position

1

1.2

3.1

3.7

5.1

5.3







To recap: How do you deal with a rankings-obsessed client/boss?





1. Explain how rankings translate into business results.





2. Explain search volume





3. Add context to ranking conversations





"MoM customers are down!"





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Where's the disconnect?





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How do they handle leads?



✓ Who answers the phone?





✓ Who answers the phone?

✓ How do they answer the phone?





- ✓ **Who answers the phone?**
- ✓ **How do they answer the phone?**
- ✓ **Do they have an answering service for nights/weekends?**





- ✓ **Who answers the phone?**
- ✓ **How do they answer the phone?**
- ✓ **Do they have an answering service for nights/weekends?**
- ✓ **How are email/forms handled?**





- ✓ **Who answers the phone?**
- ✓ **How do they answer the phone?**
- ✓ **Do they have an answering service for nights/weekends?**
- ✓ **How are email/forms handled?**
- ✓ **Where do they store the leads?**





Changes in external factors?





✓ **Did they raise their prices?**





✓ **Did they raise their prices?**

✓ **Did they change what
types of jobs they take?**





- ✓ **Did they raise their prices?**
- ✓ **Did they change what types of jobs they take?**
- ✓ **Changes in the market?**





Are the leads qualified?





Can I rank for this?





Can I raise rates for this?





Can I get leads for this?





Can I get paid for this?





Does my client WANT this type of business?





How to Onboard Your Clients for Better Leads

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- ☒ "Money" jobs
- ☒ Cashflow jobs
- ☒ "No way" jobs
- ☒ Seasonal jobs
- ☒ Steady jobs





**When SEO success isn't translating to business success,
you need to put on your business consulting hat.**





1. Investigate their lead handling





2. Investigate external factors that could be influencing signed jobs





3. Look into the quality/relevance of the leads





**"SEO just doesn't produce the
ROI that PPC does."**





Let's talk about attribution.

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Organic Click

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Organic Click

Social Click

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Organic Click

Social Click

PPC Click

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Organic Click

Social Click

PPC Click





Which channel gets the credit?





Many businesses look here

Organic Click

Social Click

PPC Click





**...but you wouldn't buy a football team
and only pay the players who score.**





**PPC is often the last click
before conversion.**





Intent to buy?

Google

women's black pants for work

Shopping Images News Videos More Settings Tools

About 1,760,000 results (0.87 seconds)

See women's black pants for work

Sponsored

Mid Rise Skinny Columnist Pant...	Madewell Women's Fray...	Women's Side-Zip Work Pant...	Betabrand Women's...	Women's Comfort Stretch...
\$47.94	\$88.00	\$50.00	\$58.00	\$79.00
Express	Madewell	Everlane	Betabrand	White House BL.
★★★★★ (86)	★★★★★ (55)	★★★★★ (1k+)	Special offer	★★★★★ (230)

Blacks - Wear to Work / Pants: Clothing, Shoes ... - Amazon.com

<https://www.amazon.com/Wear-Work-Blacks-Pants>

Find a great selection of Blacks Women's Work Pants at low prices everyday. Online shopping from a great selection at Clothing, Shoes & Jewelry Store.

Womens Work Pants : Target

<https://www.target.com/Men>

Shop for womens work pants online at Target. Free shipping on ... Target/Men/womens work pants (360) . More filters ... Women's Skinny High Rise Ankle Pants - A New Day™ ... 338. Black. Federal Blue. Gray Khaki. \$24.99. Choose options ...



Monetize it!

Google

women's black pants for work

Shopping Images News Videos More Settings Tools

About 176,000,000 results (0.87 seconds)

See women's black pants for work

Sponsored

Mid Rise Skinny Columnist Pant...	Madewell Women's Fray...	Women's Side-Zip Work Pant...	Betabrand Women's...	Women's Comfort Stretch...
\$47.94	\$88.00	\$50.00	\$58.00	\$79.00
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★★★★★ (86)	★★★★★ (55)	★★★★★ (1k+)	Special offer	★★★★★ (230)

Blacks - Wear to Work / Pants: Clothing, Shoes ... - Amazon.com
<https://www.amazon.com/Wear-Work-Blacks-Pants>
Find a great selection of Blacks Women's Work Pants at low prices everyday. Online shopping from a great selection at Clothing, Shoes & Jewelry Store.

Womens Work Pants : Target
<https://www.target.com/Men>
Shop for womens work pants online at Target. Free shipping on ... Target/Men/womens work pants (360) . More filters ... Women's Skinny High Rise Ankle Pants - A New Day™ ... 338. Black. Federal Blue. Gray Khaki. \$24.99. Choose options ...





PPC lives at the bottom of the funnel.





**But it often takes multiple touches
before a conversion.**





How do we show the value of SEO beyond last click?





<input type="checkbox"/> MCF Channel Grouping ?		Assisted Conversions ? ↓	Assisted Conversion Value ?	Last Click or Direct Conversions ?	Last Click or Direct Conversion Value ?	Assisted / Last Click or Direct Conversions ?
<input type="checkbox"/> 1.	Direct	16 (39.02%)	—	50 (24.15%)	—	0.32
<input type="checkbox"/> 2.	Organic Search	13 (31.71%)	—	100 (48.31%)	—	0.13
<input type="checkbox"/> 3.	Referral	6 (14.63%)	—	26 (12.56%)	—	0.23
<input type="checkbox"/> 4.	Social Network	6 (14.63%)	—	31 (14.98%)	—	0.19

Show rows: 10 ▾ Go to: 1 1 - 4 of 4 < >





☐ MCF Channel Grouping ?

1. Direct

2. Organic Search

3. Referral

4. Social Network

Conversions

Goals

Ecommerce

Multi-Channel Funnels

Overview

Assisted Conversions

Top Conversion Paths

Time Lag

Path Length

Model

Comparison Tool

Click or direct conversions ?	Last Click or Direct Conversion Value ?	Assisted / Last Click or Direct Conversions ?
(24.15%)	—	0.32
(48.31%)	—	0.13
(12.56%)	—	0.23
(14.98%)	—	0.19

Go to:

1

1 - 4 of 4

<

>





<input type="checkbox"/> MCF Channel Grouping ?		Assisted Conversion Value ?	Last Click or Direct Conversions ?	Last Click or Direct Conversion Value ?	Assisted / Last Click or Direct Conversions ?
<input type="checkbox"/> 1.	Direct	—	50 (24.15%)	—	0.32
<input type="checkbox"/> 2.	Organic Search	13 (31.71%)	100 (48.31%)	—	0.13
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<input type="checkbox"/> 4.	Social Network	6 (14.63%)	31 (14.98%)	—	0.19

Show rows: 10 ▼ Go to: 1 1 - 4 of 4 < >





LTV x Close Rate = Goal Value





Lifetime Value of
Customer

LTV x Close Rate = Goal Value





% of leads they turn
into customers

LTV x Close Rate = Goal Value





LTV x Close Rate = Goal Value

How much money
each lead is worth





**If my customers, on average,
net me \$5,000 each...**





**And I close about 20% of all
my website leads...**





**The value of each conversion
is \$1,000**





ADMIN

USER

View [+ Create View](#)

Filter My IP

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

✓

Goal setup

Edit

Custom

✓

Goal description

Edit

Name: *Contact Form*

Goal type: *Destination*

3

Goal details

Destination

Begin with ▾

/thank-you

☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

ON

1000

\$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).





Purchasing is a journey.





If you're only looking at last-click / bottom-funnel, you may think SEO is dead.



**SEO can fatten the
top of your funnel!**





**SEO is valuable, but paid still
reigns supreme.**

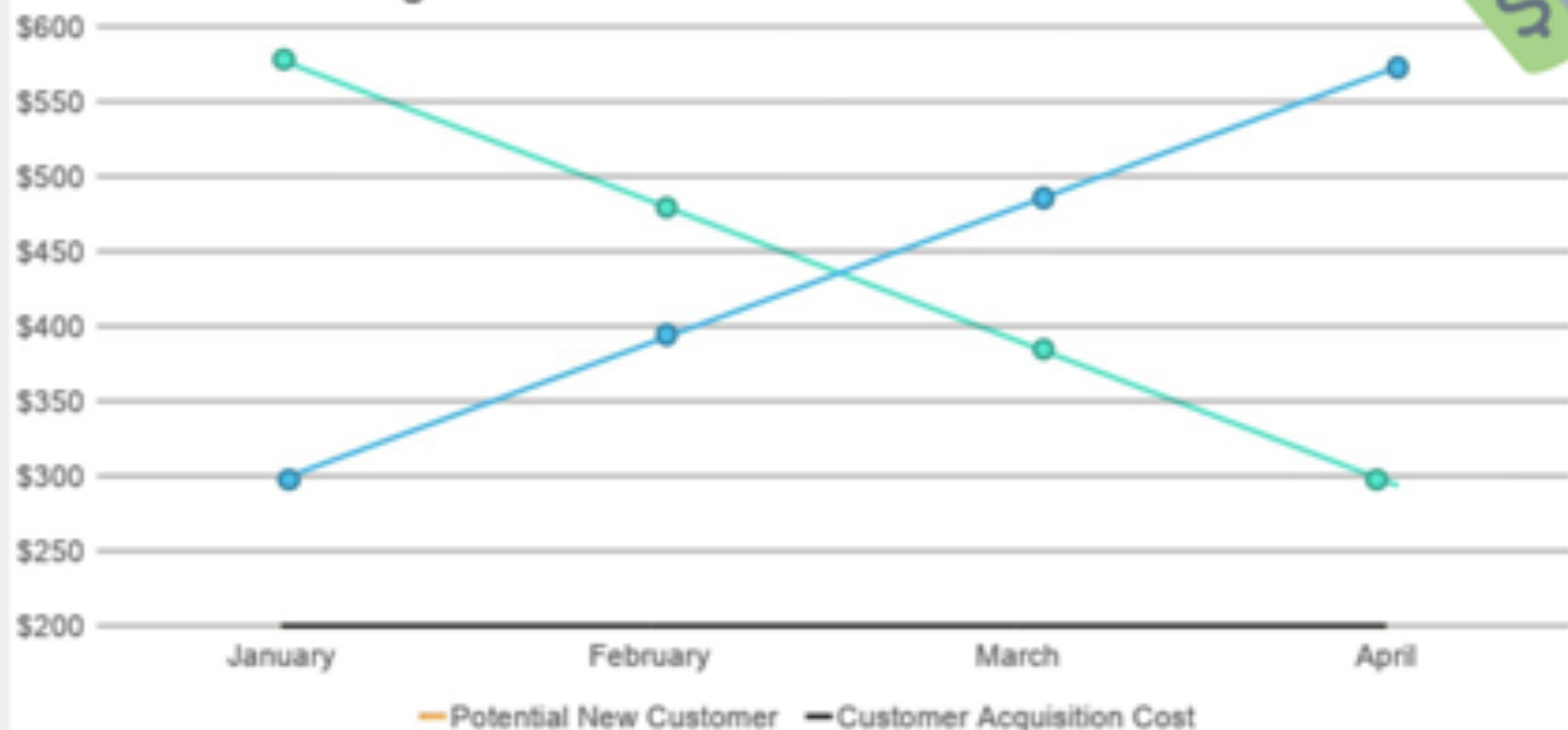




It's time to manage expectations.



Organic Traffic's Effect on CAC Over Time





Query	Vol	CPC	Comp	Clicks
duplicate content seo ☆ 📖	1,000	\$14.45	0.11	1
cochem germany ☆ 📖	6,600	\$0.89	0.04	15
seo duplicate content ☆ 📖	1,000	\$14.45	0.11	1
301 redirect ☆ 📖	22,200	\$1.89	0	0
keywords everywhere ☆ 📖	40,500	\$0.93	0.02	0

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This is not an anti-PPC presentation

Type of listing in SERP	Average Ad & Organic CTR	Average of Ad CTR
Paid Ad Only	19%	19%
Paid + Organic	26%	20%



Takeaways

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**There's not an obvious connection
between rankings & revenue.**



Rankings



Revenue



So we need to help connect the dots.

Rankings

Traffic

Leads

Revenue



Investigate offline factors preventing SEO from translating into revenue.



Set up goals, attach value, and look at assisted conversions.

The screenshot displays the Google Analytics Admin interface. At the top, there are tabs for 'ADMIN' and 'USER'. On the left sidebar, under the 'ADMIN' tab, there are several menu items: 'View' with a '+ Create View' button, 'Filter My IP', 'View Settings', 'User Management', 'Goals' (highlighted with a red flag icon), 'Content Grouping', 'Filters', and 'Channel Settings'. The main content area shows the 'Goal setup' process. It includes a progress bar with three steps: 'Goal setup' (checked), 'Goal description' (checked), and 'Goal details' (active, indicated by a blue circle). The 'Goal details' section is titled 'Destination' and features a 'Begins with' dropdown menu set to '/thank-you', a text input field containing '/thank-you', and a 'Case sensitive' checkbox. Below this, there is a 'Value' section with an 'optional' label, a toggle switch set to 'On', a text input field containing '1000', and a currency dropdown set to '\$USD'. A note at the bottom explains that a monetary value can be assigned to the conversion and provides links for more information on goal values and e-commerce tracking.

ADMIN USER

View + Create View

Filter My IP

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Goal setup Edit

Custom

Goal description Edit

Name: Contact Form

Goal type: Destination

Goal details

Destination

Begins with /thank-you Case sensitive

For example, use My screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

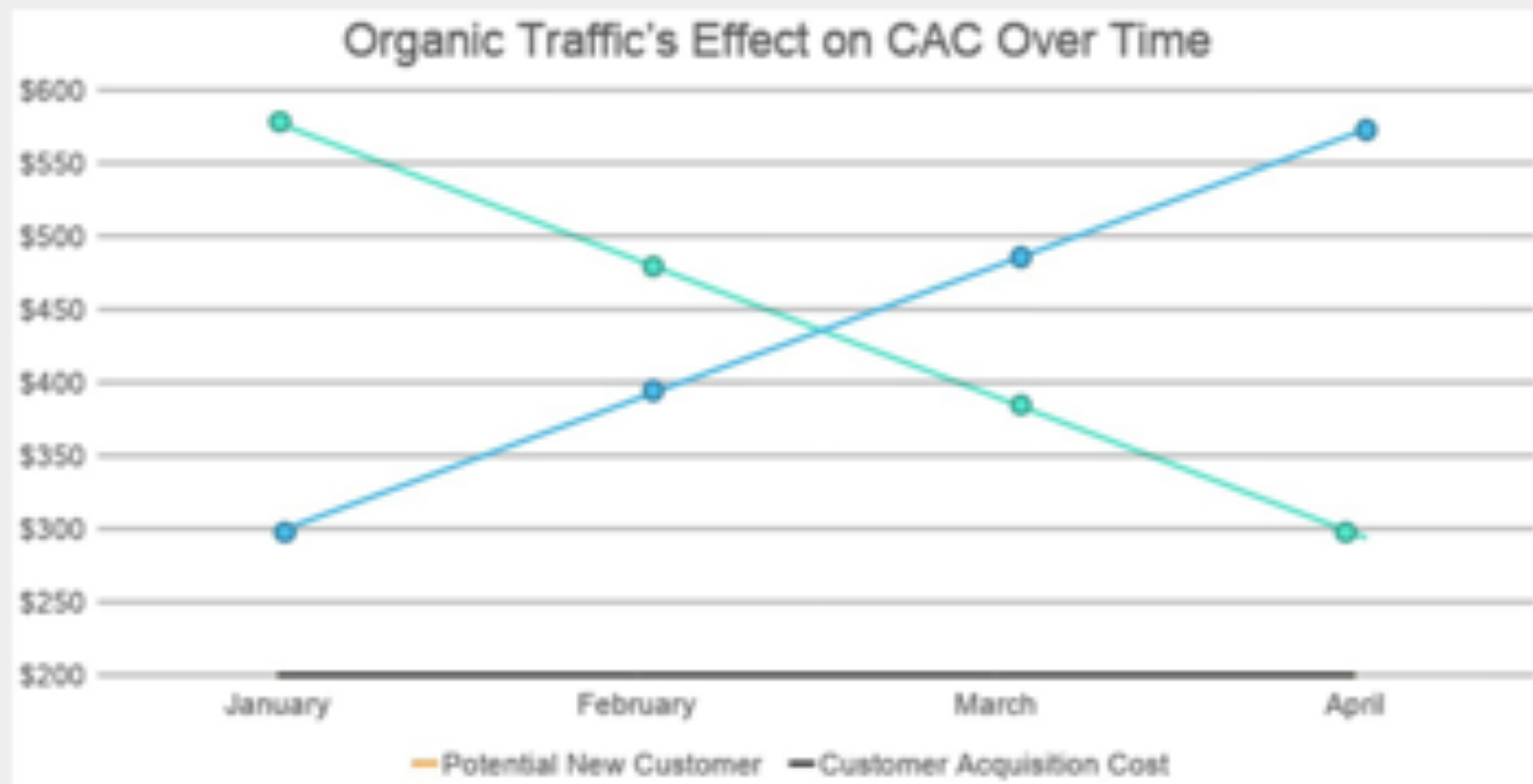
Value optional

On 1000 \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values.](#) For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions.](#)



Help your clients understand the long-term value of SEO.



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You and I both know SEO has value.



**You and I both know SEO has value.
These methods can help you show it.**



Thanks!

(more about me)



@Kammie_Jenkins



KameronJenkins.com



Botify.com

