



# THE ULTIMATE GUIDE TO MAXIMIZING YOUR ROI ON



How to Invest in **SEO** for The Highest **ROI**



# TABLE OF CONTENTS

The ROI earning power of SEO	03
How to see huge ROI from SEO	04
Short-term Vs. Long-term Investment	05
Getting the Highest Possible ROI with SEO	08
The Results	11
Is SEO Right for Your Business?	12
The Top 3 SEO Ranking Factors	13
How to See Success with your Business' SEO	25



# THE ROI EARNING POWER OF SEO

*Google this: 'best long-term ROI digital marketing.'*

The first hit will be a Forbes article that touts SEO as the Number 1 strategy.

Wouldn't you like your business to be this high up on Google's priority list?

With SEO, it can be.

SEO is a powerful long-term solution to the two nagging questions that haunt every business owner:

1

HOW CAN I GROW MY  
BUSINESS SUSTAINABLY?

2

HOW CAN I CULTIVATE MORE  
TRAFFIC TO MY WEBSITE?

SEO's incredible ROI-earning potential is practically limitless, which means your company's ability to grow is as well — if you're willing to embrace SEO as a major part of your marketing action plan.

So how can you harness this potential and use it to your advantage?

The simple answer? **Think long-term.**

But don't worry, in the true spirit of forward-thinking investment, we won't leave you hanging with that quick fix solution. We're about to dive into a much more detailed explanation. Once you've finished reading through this guide, you will understand all you need to do to maximize your ROI from SEO.

Ready? Let's get started.

# HOW TO SEE HUGE ROI FROM SEO

Seeing results from your investment in SEO takes time, patience, and trust in the team you work with. While there are no guarantees as to what those results will be, you can maximize your earning potential by allocating your budget based on real world testing, experiments, and working with experienced professionals.

Here are the key points to to keep in mind when you get involved with SEO:

- ✓ You aren't going to see results right away. Don't worry.
- ✓ If you are willing to commit, you will reap the unparalleled benefits further down the line.
- ✓ To make this happen, it is imperative that you properly allocate a solid budget to your SEO efforts.

Once you're committed, your next step is to **develop a strategy that's future-proof**, meaning that it's insusceptible to short-term fluctuations like algorithm updates.

Let's have a look at the difference between short-term and long-term marketing strategies, and why we believe that you should never stop looking ahead.

# SHORT-TERM VS. LONG-TERM INVESTMENT STRATEGIES

## SHORT-TERM STRATEGIES (PPC)

Understanding the ROI of SEO first requires you to understand the difference between SEO and paid marketing channels like Facebook Ads or Google Ads. With paid traffic, you see results right away. If you invest money today, and your marketing and sales process is good, you'll likely earn money and traffic today. This is a great method for any business that wants results now and is willing to pay for it.

The downside of just focusing on PPC, however, is that doing so doesn't affect your search rankings. You'll only see results as long as you continue investing money into paid platforms. The minute your funding for these platforms dries up, so will the traffic they garner.

The benefits of PPC advertising can be big; however, they don't look at long-term growth. It can also be difficult to turn a profit with paid advertising if you don't know what you're doing, and the cost-per-click for your industry can make it nearly impossible to gain traction as a newer advertiser.

## LONG-TERM STRATEGIES

On the opposite end of the spectrum is SEO, which is a long game. Very rarely will you see results sooner than 6 months. If you're patient, though, your ROI from investing in SEO can be exponential. SEO is great for any business, but it can be especially helpful if you're a newer company operating on a shoestring budget. This is because SEO doesn't require a constant stream of funds. Instead, it calls for you to invest money today in exchange for paying customers over the coming months and years.

While this may sound like a lot of waiting, it really isn't. Time moves quickly in the business world, and by the time you start seeing results from your initiative, you'll likely be thinking of something else in your sales pipeline. This is just how SEO works. It requires you to think like an investor.

Take Warren Buffett, for instance. Warren Buffett thinks about the ROI of his investments in terms of the coming years and decades, rather than days or weeks. Why does he do this? To gain a better understanding of how his investment relates to those made by the rest of the business world.

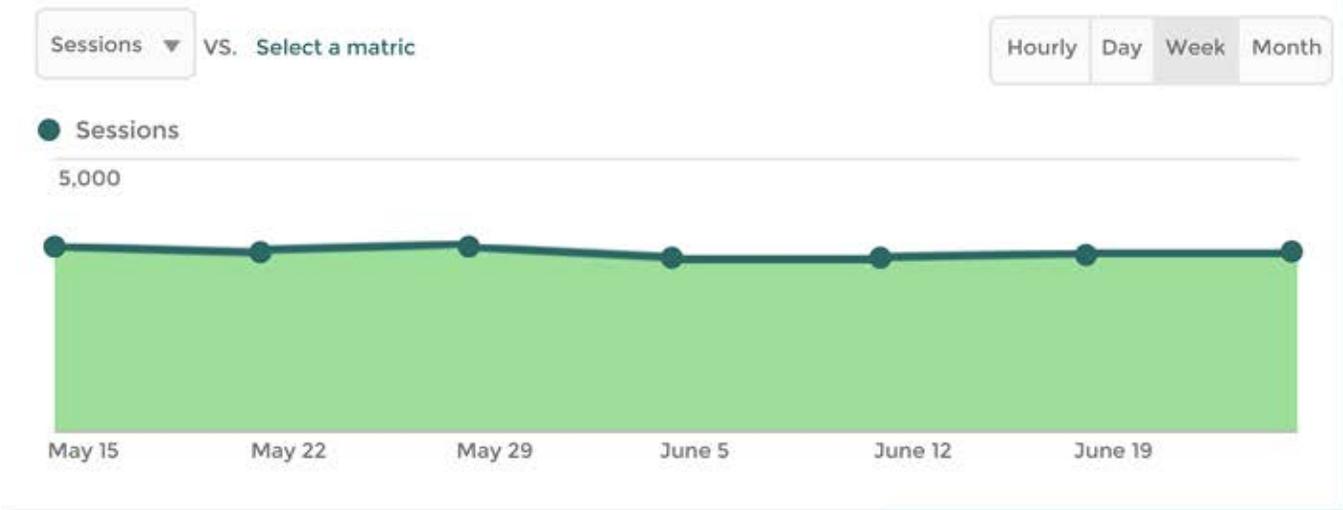
**Try thinking of SEO as a ripple effect. Making one small change now can have limitless impact on your business' success in the future.**

Wouldn't you want to see your company succeed where others like it have failed? Investing in SEO is the way to make it happen.

Don't worry, we get it --- SEO is a notoriously slow process. It can be difficult to remain patient and keep your eyes on the prize. But try to restrain your magpie wings from hopping to the next shiny thing before you've heard this:

There's another huge upside to SEO -- besides its long-term ROI. **With SEO you get Monthly Recurring Traffic.** Yes, that's the holy grail of business growth, and SEO can help you get there.

# Monthly Recurring Traffic → Monthly Recurring Revenue



Monthly recurring traffic (MRT) also drives your other most important business metrics like monthly recurring revenue growth. This type of traffic makes your business:



Stable



Consistent



Predictable



Easier to  
Scale

MRT is what anyone looking to scale their business is looking for because you don't have to expend your resources on outbound sales tactics like cold calling and cold emails. Instead, monthly recurring traffic is a consistent flow of new customers finding you without being told to.

So how does MRT translate to SEO's potential for practically limitless ROI? Here's an example that will help.

# GETTING THE HIGHEST POSSIBLE ROI WITH SEO

Let's say a business invests \$10,000 into their SEO today. Assuming they meet the two requirements for SEO success, the ROI they'll see from their investment will be huge over time. Those two requirements are:



Now that we've established the business' potential, let's look at how their returns look over the next 12 months.



SEO is all about long-term commitment, so in the first month the return on the company's investment would be zero



Let's be conservative and say that in month 2 they also earn zero dollars as a result of their investment.



By months 3 and 4, the business is likely starting to see an additional \$2,000/month as a result of their investment. While this may seem daunting to a business that isn't thinking long-term, it's actually great news! Here's what their investment currently looks like on paper.

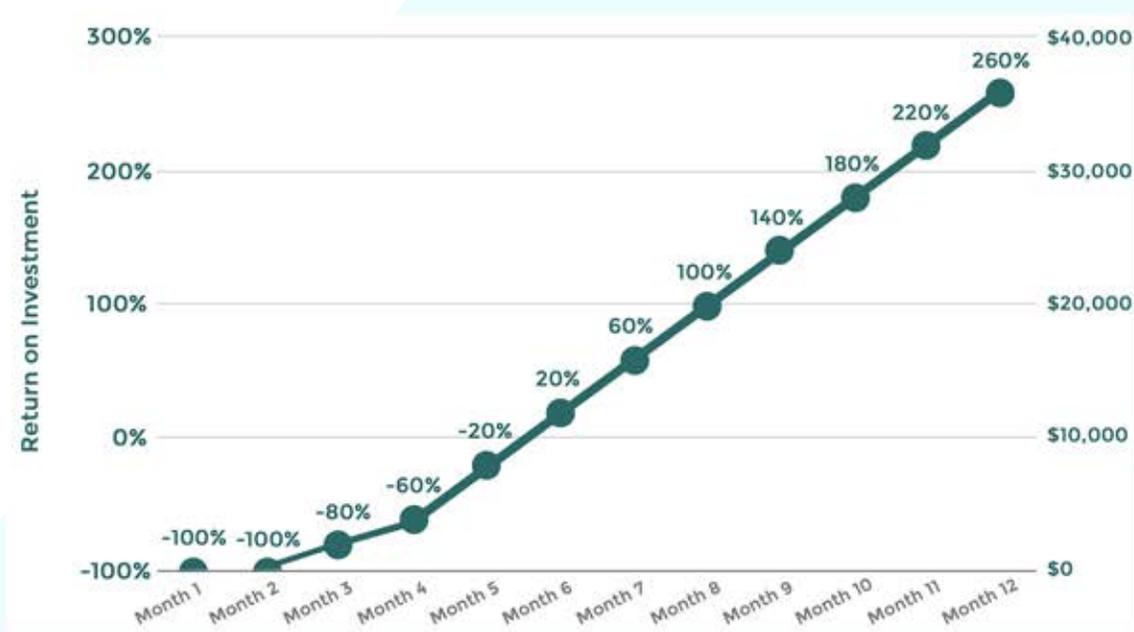
Initial Investment	-\$10,000
Month 1	\$0
Month 2	\$0
Month 3	\$2,000
Month 4	\$2,000
Net Loss	-\$6,000



After the 5 and 6 month marks is when the business really starts to see returns on their investment. Let's say they make \$4,000/month for those two months.

Now watch what happens after.

Month	Month Earnings	Total Earnings	Absolute ROI	% ROI
Month 1	\$0	\$0	-\$10,000	-100%
Month 2	\$0	\$0	-\$10,000	-100%
Month 3	\$2,000	\$2,000	-\$8,000	-80%
Month 4	\$2,000	\$4,000	-\$6,000	-60%
Month 5	\$4,000	\$8,000	-\$2,000	-20%
Month 6	\$4,000	\$12,000	-\$2,000	-20%
Month 7	\$4,000	\$16,000	-\$6,000	-60%
Month 8	\$4,000	\$20,000	-\$10,000	-100%
Month 9	\$4,000	\$24,000	-\$14,000	-140%
Month 10	\$4,000	\$28,000	-\$18,000	-180%
Month 11	\$4,000	\$32,000	-\$22,000	-220%
Month 12	\$4,000	\$36,000	-\$26,000	-260%



# THE RESULTS

Although returns on the business' investment started slowly, their ROI grew to 260% after just one year. That's more than double the initial investment.

Years	% ROI
Year 1	260%
Year 2	740%
Year 3	1,220%
Year 4	1,700%
Year 5	2,180%
Year 6	2,660%
Year 7	3,140%
Year 8	3,620%
Year 9	4,100%
Year 10	4,580%

## IS SEO RIGHT FOR YOUR BUSINESS?

The short answer is a wholehearted YES. SEO is absolutely a good investment for any business that wants to still be flourishing years from now. Although the results we described above may seem unbelievable, they're a real depiction of the potential long-term value of SEO for your business. Of course, these results don't happen for every business, but even if you pair down the numbers to a more conservative estimate, there is still huge potential for ROI.

The reason many companies do not see results like these is because 90% of businesses don't properly allocate their SEO budgets. If you want to be in line for the ROI you have the potential to earn, your next step is to make sure that you're doing it correctly.

How, you may ask?

By focusing on ranking factors that actually move the needle on your SEO.

# THE TOP 3 SEO RANKING FACTORS

## REFERRING DOMAINS

Referring Domains are big in the SEO world. The number of trustworthy domains you have linking out to your website has a huge impact on how trustworthy your website is perceived to be.

Think of it this way: if someone you thought was shady recommended that you enter a new business deal, you would likely be more than a little sceptical of the potential connection. If, on the other hand, a trusted ally made the same recommendation, you'd be far more comfortable about entering into that agreement.

The internet is the same way. Search engines tend to place websites higher in search results when those websites have links from well-established websites going to their content.

So how do you get those links?

Outreach.



Now, that doesn't mean reaching out to anyone and everyone. You need to tell the right people about your content and give them a compelling reason to want to link to you. They won't do it just because.

You have to have content that captures their interest. Some examples include:



Blog Posts



Videos



Tools



Resources



Quizzes



Comprehensive  
Content Guides

Your success with this ranking factor depends a lot on the quality of your content, but it's also a catch 22. If no one can find the content (even if it's good), then no one will link to it. And if nobody links to the content, then nobody can find it. That's why it's important to create content people will want to read and then get that content in front of the right people.

## Make Good Content

Is the content you've created something people would actually want to read and link to?

Here's a good test: Would you want to read it? There are only a certain amount of hours in the day and a seemingly infinite amount of content on the web. Here's the question again — would you choose to use your precious time to read your own content if it was not yours?

The reality is that people won't link to your site just because you want them to. They need to get something out of the information your content provides.

Google's primary goal is to provide its users with content that gives answers to the questions they ask — whether that's the best restaurants in their area, if they should worry about the growth under their foot, or what year Marie Antoinette told her subjects to eat cake.

Google's criteria are no secret. They explicitly explain them to us in their *Guidance on Building High-Quality Sites from the Google Webmaster Central Blog*

If Google were a horse, this would be from its mouth:

- ✔ *Our advice for publishers continues to be to focus on delivering the best possible user experience on your websites.*
- ✔ *Our site quality algorithms are aimed at helping people find "high-quality" sites.*
- ✔ *Does the page provide substantial value when compared to other pages in search results?*
- ✔ *Does this article provide a complete or comprehensive description of the topic?*
- ✔ *Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?*

If your content falls in line with Google's ultimate goal, Google will love you.

How do they show their love?

In the Google equivalent of writing a poem about you — by ranking you higher.

Why do they do this?

Because you share their values. You've focused your attention on helping users, rather than just yourself.

Simply put, **helping Google and its users helps you.**

Now that you know astounding content is a must for any SEO initiative, you're likely wondering what your options are. There are many different types of content available around the web, and choosing the type that will maximize your optimization efforts can feel overwhelming. Luckily, there are patterns to which content earns better results, and we're about to share them with you.

Here's a list of some of the most commonly created content and an explanation of how it can fit into your SEO strategy.



## Blog Posts

You probably already know this — blog posts are by far one of the most common forms of content businesses create. What you might not know is that, though they can be useful if done intelligently, they can potentially have negative effects on your SEO. Like Thomas Hobbes' description of life during war, the lives of blog posts are often nasty, brutish, and short.

Let us explain.

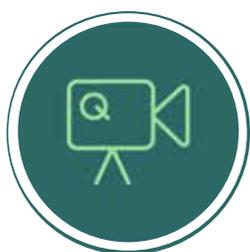
We've already shown that helpful, well-researched content gets Google's vote for "most likely to be shown to users." Blog posts typically don't meet that requirement. Now, that's not to say we hate blog posts. In fact, they can be pretty useful for someone trying to establish a personal brand.

For SEO, however, they aren't the best option.

Remember we told you that SEO favours the long-term? Blog posts are anything but. They reach their sell-by date very quickly, meaning their capacity to persuade search engines and users to give you attention is fleeting. They also require regular updates to stay relevant and tend to dilute the power of internal and external links.



If you truly want to see higher rankings, your best bet is to invest in a small collection of evergreen content over the constant upkeep and creation of blog posts. (Hint, hint: We'll tell you more. Read on!)



## Videos

One of the biggest issues companies have when creating content is standing out from the crowd of other businesses in their niche. A great way to draw the attention of your customer base is video.

You can go to very few places on the web without tripping over a video. People watch an average of 1.5 hours of video each day, and about 15% of people watch more than 3 hours per day. That's a huge potential customer base for you to entice to your website.

So how do you make video work for your SEO?

Well, video marketing works as a supplement to the detailed, written content we recommend you create.

72% of people say they would rather learn about a product or service with video, and 83% would consider sharing compelling videos with their friends.

## INFOGRAPHICS

Infographics are a great addition to a comprehensive piece of content. In fact, statistics show that **content is 80% more likely to be read** if it contains an infographic than if it's purely textual.

**Statistics** also show that posts that contain images receive 650% higher engagement than text-only posts.

Simply put, images like infographics are a necessary part of any successful content marketing or SEO campaign.

But they come with a warning label — using one infographic as a standalone entity isn't your best bet if you want to see higher rankings. They need to be effectively incorporated into a larger campaign.



### Comprehensive Content Guides

Allow us to introduce you to the king of SEO content: the comprehensive content guide.

Comprehensive content guides are just that: comprehensive. They are evergreen, in-depth, authoritative posts that live on a static page on your website and don't have a date. Their length should be anywhere from 3,000 to 12,000 words and should have a great design that enables people to skip to the sections that interest them.

When you make content like this, you significantly improve your ranking potential. Here are some of the key features of this royal strategy:



Long



Evergreen



Keyword  
Optimized



Topically  
Focused



Focuses  
Internal links



Focuses  
External Links



Set it and  
Forget it



High Dwell  
Time



Authoritative



A Competitive  
Advantage

One thing to keep in mind when creating a comprehensive guide is that you can't have just one. In fact, the ideal number for you to create is between 4 and 20 on various topics pertaining to your company. They should be bundled together in a section on your website titled something like "guides," "learning center," or "resources."

When you combine the power of content with a well-strategized link-building campaign and properly optimized web pages, you'll be well on your way to receiving the highest possible ROI from your SEO investment.

## OPTIMIZATION

So you've got your out-of-this-world content, but still nobody visits it. Mmmm. There must be a glitch and we're about to expose it.

If the titles of your content don't match what your target audience is searching for, you're making it more difficult for traffic to reach your website. If you've just had an AHA Moment, you're not alone. This is a common problem among businesses. To avoid making this simple mistake, it's important for you to properly execute keyword research and optimizing.

How do you do that?

*By diving deep enough to see the full range of keywords for each topic and how they relate to each other.*

Let's have a look at what our high level SEO Andres Aguero has to say on the matter. His capacity to do in-depth keyword research for optimal output is what has made him a serious asset to our company. With his permission, we would like to briefly share a few of his insights here with you:

#### Look to your competitors for successful keywords and content

Competitor analysis can help you understand what works and what doesn't in real life situations.

#### Invest the time in keyword analysis and clustering

It becomes a site blueprint. If you are able to identify the right keywords to target and how they should be grouped together, you already have the bare bones structure for your site.

#### Optimize content with keywords but maintain user experience

While it is important to make good use of your keyword research, this should never be done at the expense of the ease with which people are able to interact with your site. The last thing you want is for it to be overtly evident that you have optimized your site. It's like the boom operator getting into a shot in a movie — of course you know he's there in the background, but being reminded of it destroys your experience as a viewer.

Which brings us to how to optimize your content.

## OPTIMIZING CONTENT

Once you've analyzed the keywords associated with your page's topic, your next step is to create a content outline based around both the main keywords and long-tail keywords and phrases.

Hold on. The concept of keywords is straightforward—you know, the words to include in your site to match those that people are searching for when they're looking for a product like yours. But long tail keywords?

Long-tail keywords are typically longer phrases that hone in on the specific details of what your potential customers are actually searching for. They allow you to customize the optimization of your site according to the needs of your target niche. The best part is, the competition radically declines the more detailed you get.

Here's an example:

Rather than them simply targeting "hair dye," for example, a longtail keyword might be something like "ways to fix mistakes of terrible hairdresser."

Keyword	Avg. Monthly Searches
White converse all star womens	170
womens converse all star white	140
White all star converse womens	90
Converse all star womens white	90
Womens white all star converse	70
All star white converse womens	50
Womens white converse all star	40
Womens white all star converse high tops	40
Converse all star white womens	320

Right! Ready to start optimizing? One moment. First it's necessary to understand the implications of doing it the wrong way.

Want to know the **Top 2 common mistakes** when it comes to optimizing content? Since you asked so nicely, here they are:

1

### Optimizing your blog post content for only one or two keywords

To get the best bang for your SEO buck, you should optimize for dozens of keywords with one piece of colossal content. That's where comprehensive content guides come in handy. Content that's long and extensively researched is given more weight by search engines than content that isn't.

2

### Keyword stuffing

This is essentially going in the opposite direction by shoving as many keywords as you possibly can into every iota of your content. Rather, keywords should be included in your content naturally and in a way that provides added value to your readers. Google's algorithms have evolved to the point that they recognize when you're engaging in shady SEO practices, so adding unnatural and irrelevant keywords and links to your content will only get you penalized.

Now that you know what NOT to do, your next step is knowing what TO do.

Let's have a look at where and how you should optimize pages on your website. Page optimization involves all components on your page, from what URL you decide to use, right down to the body of the text. All of this should be configured around the keywords that you have identified.

This is a list of the most important aspects of each page to refine:



### Recommended URL

This is what the url slug should be: domain.com/[keywords]



### Recommended Page Title

This is what the page title should be, to be used with the<title>tag



### Headers (Words to include)

These are the words that should be included in the header tags<h1>, <h2>, <h3>, and so forth



### Body Text (Words to include)

These are the words that should be included anywhere in the normal body text

These parts of the page should always be at the front of your mind when you create content. Here are some quick tips to keep in mind as you construct your page for maximum ROI:

- ✔ Make sure you optimize the URL correctly the first time, because changing it in the future will decrease that page's ranking.
- ✔ Keywords and phrases should be naturally included in the page title and header tags.
- ✔ For the body text, be sure you include all your keywords at least once, including long-tail keywords.

But before we move on, we have a very important message for you. Listen up:

**If you take one thing from this section, have it be a dedication to your audience.**

If you begin investing in SEO with that in mind, you'll see much higher ROI and bigger results than you can imagine. We cannot stress this enough — search engines want to promote content that's relevant and useful for their users. If you invest your energy into these 3 ranking factors, you'll ensure your website is the content they provide for years to come.

# HOW TO SEE SUCCESS WITH YOUR BUSINESS' SEO

If you take nothing else from this book, take this:

**Remember how important it is to think long-term.**

SEO is a marathon, not a sprint. It requires that you put yourself in the headspace of great investors like Warren Buffett. (Yes, that guy. **The one worth about 82.2 billion dollars.**)

Simply reacting to the way your ROI looks from month to month isn't a great way to see extended growth over a period of years. Like Warren Buffett, winners think yearly. To see the level of success our example business saw, you need patience and dedication to your SEO vision. You also need to keep your audience's needs in mind throughout every step of the process. If the content you're creating and trying to rank isn't useful for answering users' questions, they won't read it. And if you don't practice an outreach strategy to get your content in front of the right influencers, you might as well not create anything for the amount of traffic you'll receive.

If you have any further questions about how to invest in SEO for the highest ROI, or about what the ideal budget allocation would look like for your business, we're happy to help. Feel free to reach out to us at any time, and we'll gladly perform a free audit of your current SEO performance and give suggestions for how it can be improved.

In the meantime, good luck with your SEO efforts! We hope you see all the ROI you're looking for and more.

All The Best,

The Sure Oak Team

[www.sureoak.com](http://www.sureoak.com)

[Book A Strategy Call - We'd Love to Help!](#)



**SureOak**

Helping Businesses Grow Online

[www.Sureoak.com](http://www.Sureoak.com)