

# The Future of SEO Article Writing Using GPT-3



So let me ask you a question. If someone went to Google and searched for a speaker on your topic would you be on that first page? You see Search Engine Optimisation is one of the top three sources of leads for most speakers. My guest today is Gert Mellak, an SEO expert and the founder of SEOLeverage.com. Over the last few years, Gert has been able to help an increasing number of businesses like yours gain organic, qualified, and relevant traffic for their website from Google.

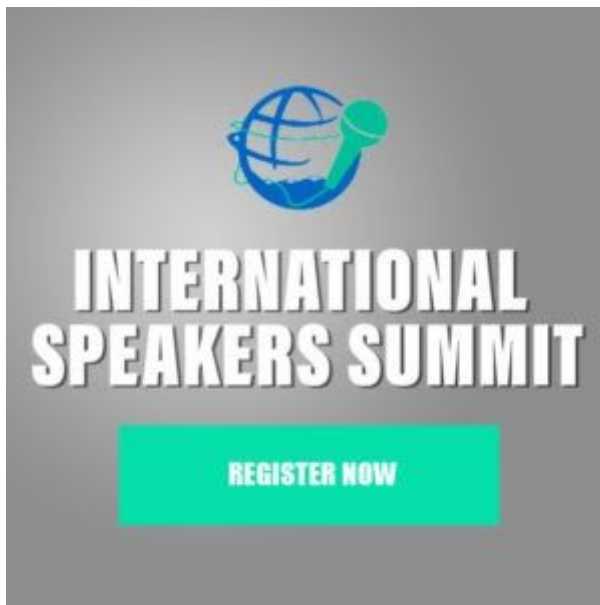
He firmly believes that SEO should be part of your marketing mix – no matter if your speaker website gets the most traffic and sales via referrals, speaker bureaus, social media, or paid search marketing right now.

In our conversation, we talk about the two activities that every speaker should be focusing on to improve their Google rankings as well as the future of SEO article writing using GPT-3. Enjoy the episode.

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What we cover:

- **What is SEO?**
- **Evolution of SEO**
- **SEO Long Term Strategy**
- **SEO for Speakers**
- **SEO on Multiple Languages**
- **SEO article writing using GPT-3.**



### **Artificial Intelligence Generated Transcript**

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#### **James Taylor**

Hi, as James Taylor, founder of speakers you today's episode was first aired as part of international speakers summit, the world's largest online event for professional speakers. And if you'd like to access the full video version, as well as in depth sessions with over 150 top speakers, then I've got a very special offer for you just go to international speakers summit.com, where you'll be able to register for a free pass for the summit. Yep, that's right 150 of the world's top speakers sharing their insights, strategies and tactics on how to launch grow and build a successful speaking business. So just go to international speakerssummit.combut not before you listen to today's episode.

So good, good to have you with us. Thank you so much for joining us how how are things going in your world just now,

#### **Gert Mellak**

for your owners for having me You're very, very busy growing really fast. As an SEO agency, we're constantly interviewing new people constantly training, refining processes, etc. So SEO has been seen quite a quite a boost since COVID. Hit really, because people figured out Facebook ads isn't everything you want to have multiple traffic channels and came back to the roots of SEO really, I think where where digital marketing supposedly started really. So yeah, good things are going really great.

### **James Taylor**

And I first heard about you I was it was actually in the summer. And I was painting my we have a cabin on our property. And I was up on the roof painting this cabin and making sure that it was gonna be okay for the wintertime. And I was listening to the interviews that you were doing with James Schramko, from superfastbusiness. And they were great. And it was because we hear so much nonsense about SEO as a topic. And what I really liked about your approach, it was very, you know, straightforward. You know, results orientated. And you work with genuine, really great clients as well. So I was so happy to have you come on on the show and talk about SEO and talk about the power of, of search. And something that I know that social media and you may not like Facebook, they get all the a lot of the attention now. But certainly now speaking my speaking business, the majority of when we look in terms of the leads, and also the leads that end up as bookings and engagements come from search from someone typing in Google, the name of the know, keynote speaker, or wherever the topic or this place, and it comes in from there. And so I know we have a lot of our speakers, you members who are really interested in thinking about over the next few months, we've got a bit of time now let's really dive into really thinking and you know, how we do our SEO and our keyword research and our link building and all all that good stuff. So I guess the first question for anyone that's new to this topic, I think what most people will kind of have heard of SEO, what is Seo? And also how has it changed over the years, because you've been in this business for a little while now?

## **What is SEO?**

### **Gert Mellak**

Yeah, it's been almost 20 years, we've seen a lot of things. It's your real-life to the moment. The point you're making, finding us essentially from search really correlates with what we always tell the moment people are in mentally when they perform a search is really different on COVID. And on social media, okay, social media, you just have this disruptive marketing anything, something comes to your attention, this can be a cat video, this can be something related to business, you might be in a moment where you focus on business, you might be in landline, and at Starbucks, you might not be in the moment of really consuming the content. Whereas if you go to Google to the search engine type in something, you probably have set aside at least a few minutes to really consume what you're going to find. So this makes this moment really special, and really different from social media, again, far away from saying that SEO or search marketing is the only thing people should be doing. I think there's everything, there must be multiple pillars below a marketing strategy. But I do think that people are much closer to a pursuit possible conversion into taking action. When do you actually search for something, I could show you a new pair of shoes, but you might not need shoes right now. Type in shoes, it's a different moment.

## **James Taylor**

So I guess it's like if someone's thinking about in order speakers, for example, someone that's just maybe putting out really great information about their topic. And it's really interesting, and it's attracting people to their brand. Social media tends to be a bit higher up. But when someone's actually tasked in the organization, we have a conference coming up, we need to find a speaker for that. That's when search kind of comes into its own.

## **Gert Mellak**

Absolutely, absolutely. Exactly. So people are trying to solve the problem. And the only thing that Google wants and they have always wanted is to make all users happy. And this is because I'm seeing it all the time. And I should have this year written on my on my T shirt really. Because we tend to overcomplicate things. Nothing SEO is far as easy. I'm definitely not saying SEO success is fast. But SEO in general terms what Google really wants is really simple. Google wants to people who search for something, get the most relevant results for them. And this is going to getting more and more sophisticated. So for them, it's not what you find when you search for a speaker, or what I find when I search for a speaker is very different, not only because of the locations, languages, etc, but also, because of your search history. For example, who knows what you are interested in this in this moment. And if I'm in the market for a new car will be noticed that my Searches related to engines and fuel and environmental friendly transport, etc, are kind of based on my previous searches for a new car, for example, where you might have completely a different profile in Google's eyes. So COVID tries to personalize results all as to make your Google users really happy. So what we need to do is we need to know how our potential clients are really searching, what are the problems they might have. And this is where keyword research comes in, where we essentially try to identify the search queries people are actually using in an industry. And they might be searching for a speaker on artificial intelligence, for example, okay, and then we might have a speaker's website being ranked there. And this is how they get to know this brand, how to get to know this person, and how then then maybe ask for a quote, request more information or a call or something like this. Okay, so we need to produce the content, people are searching for

## **James Taylor**

this. So this world of SEO, is gone through a real evolution as well, I'm getting first hearing about it. And at first, I was a little put off it because a lot of the tactics I was seeing being talked about in that space, like, very kind of spammy kind of link building kind of slowly underhand kind of blackhat stuff. And I was like, Oh, that feels horrible. I want to get as far away from that as possible. But it seems to be it's definitely an industry that's cleaned up his act and in order to help the person that's actually searching as well, I guess.

# **Evolution of SEO**

## **Gert Mellak**

Absolutely. And, and I think there's, there are always going to be people who search for shortcuts, and want to get what other people get in eight months, they want to see in three weeks, and they're going to assume a really high risk in order to maybe achieve these things. We can do this as an agency because we would risk our clients domains really Google penalizes actively people who violate their guidelines. So you can use essentially visibility for your entire domain, if you do things the wrong way or searching for too many shortcuts. But you're right, the industry has been evolving really fast in the in the in the realm as as Google got better understanding content, and figuring out what is relevant and what is not relevant. Okay, so for me, as an SEO agency, getting a link from a local plumber from their website is not going to be a relevant link, they have nothing to do with me. Whereas if I get a link from a local marketing agency, it's a different game, if I get a load link from an from a marketing, best selling author, it's a different game moving knows what is relevant in a space and in a location and in an industry. So the links, for example, because he talked about backlinks, and these are still very important they are at the core of Google is they are what made Google what they are today, because they help figuring out what is relevant what is important, what should rank higher. But link building is something that needs to be done with a lot of experience and a lot of attention to really not raising any red flags and do it as white hat as possible. So play it, it's never black head, we are white head if you really force links, because links supposedly, as Google puts it should come naturally. The truth is, it hardly happens. Hardly anybody's going to put a website and link on their website just because they like another brand.

### **James Taylor**

But this this is already sounding something that unlike let's say running a Facebook ad where you could within a few minutes, your ads up and running. So good ad is generating traffic. And if it's a good product, or a good convert, it is converting well, and you're generating income. So SEO sounds like this is a much longer game that you're playing here. And it's slightly more strategic and more thought out more planned.

## **SEO Long Term Strategy**

### **Gert Mellak**

Absolutely. So you're definitely if you want to get free leads, essentially and free requests for proposals, etc. Where you don't have to pay for clicks for campaigns, etc. You need to put in the work on a consistent basis. And here's where we have developed a framework we call this Erica and I wrote a book about it at some point to really explain how we approach SEO very differently than others. It is a consistent approach where we essentially every couple of weeks, we say okay, what's the situation of this website? What are competitors doing? What, how has searchable? What are macro events that might impact how people search on Google, which we can also address and lay out the steps that need to be taken care of in the coming two weeks. Until we do the same thing, exact thing. Again, we have our framework, we be taking all the important elements. There are a lot of things that need to be taken care of on a regular basis in SEO. But this is a long game. So anybody who's expecting to start a new one Today on ranking high on next month is definitely in the wrong channel. This is not happening on SEO. However, I do remember projects we started in, in 2005 2008, where we just published the right content for the right audience. And they have been getting free leads

for 10 years, or 15 years, every single week. Yeah, there's a there's a lot of power. But definitely you need to play the longer game, you can play the short game in Google ads, you can play the short game on social media ads, and see if you can can get some some quicker traction. But SEO is something you decide to do it define a horizon of six, eight months, at least in Turkey in eight months, it should be on a certain ranking. So you should get a certain amount of traffic. Ideally, conversions not only focus on traffic, because we couldn't care less about traffic, if it doesn't convert, you want to really have the conversion. So just set up a time frame, okay, I'm going to spend this year is going to be the year where I tried to improve my SEO presence, my visibility on Google, and then check the results.

### **James Taylor**

Okay. And I guess that because Google is not the only player in town, there are other things as well, but it is very dominating, the services that you offer, is a site audit, the ability just to take that snapshot of like, this is where you are now in your site. So if let's say it's a speaker, or, or a trainer, or coach or consultant, listening or watching this just now and they're, they're thinking, Okay, this sounds good. It sounds like, you know, one of the first things I say I was always taught was to get a really good site audit done so you can understand. So take take us refer someone that hasn't had a audit or have their speaker or the coach or the consulting website? What does that process look? Like?

## **SEO for Speakers**

### **Gert Mellak**

That's an excellent question on the audit is definitely at the beginning. And we need to see, audits need to be different for different websites in different industry. Think SEO got a little bit of a, of a bad reputation, because there were tons and tons of agencies out there just firing up a standard tool for whatever site came in, getting a white labeled report, put the logo on send it off, and and charge anywhere between 1000 \$5,000 maybe, for this and essentially was a report everybody could put together on their own right? Whereas we said no, we're going to do this manually, we're going to do this right, we have two members of the team, essentially spending a week with a website, trying to research all kinds of aspects really impacting the site from keyword research from the existing site from this coding speed tests, bank things situation, etc, etc. And really come up with an action items list. It's based on this website, on this industry on their competitors. And this really changes the game, we have seen really good progress of people then opt in optimizing their site in the priority as we lay it out, where we say, Okay, look, you could probably do 200 things on your site, or everything would be good for SEO. But what you really need to do is focus on 12345. And this is going to have the highest impact, then let's revisit this afterwards, and then define what's going to have the highest impact. We're seeing many, many sites that have been growing over, over years, putting out an extreme amount of content. But hardly any content is really ranking driving traffic, let alone conversions. Many, many don't even have the tracking of those articles, and of how many conversions. These articles drive, but have been spending hundreds of hours in content creation over the years. So we definitely want to make sure we know why we're doing something. And then at least moving forward after the audit, we know where this company is going to go what this company is going to do and what it is going to support. But the audit really, we have in our case, for example, we go

through four phases. Phase One is for documents at the end is on total, like 8090 pages, I think usually an audit. The first phase is really what is the status right now? Who are the competitors? What's the user experience on the site? How how efficient is decide how many euros really come up in search, we might have 500 URLs 500 pages on our site, but maybe only 30 are driving traffic, we want to know these things, because at the same time, who doesn't like to waste their processing time? Okay, this sounds a little bit ridiculous because Google has so much money. They're such a big company. But at scale, it costs Google a lot of money to crawl the web. So they are getting better and better at assessing when and how often to crawl index certain pages. So what you don't want to do is you don't want to waste their time. You don't want to have them crawl old articles that are never going to rank. You want to have them focus on the new ones on the ones you keep updated. The ones that are high quality they once it can compete with come with the competitive landscape on Google, for example. Okay, so this all everything goes in phase one. Then really phase two is content. We focus on everything around content from keyword researches. We research questions Question is something probably one of the most under rated things people could be focusing on into content creation, just really answering questions on their blog on a consistent basis. Okay, this is these are usually low competitive. And if someone answers the question how to find an AI speaker for my event, and has the best answer, Google might send traffic to

### **James Taylor**

this URL. So these are what I think like a longer tail longer term, exactly. We

### **Gert Mellak**

talked about longtail queries when they have a long URL, many searches. So they're not used so often on Google. But they are definitely very, very specific. And when the more specific is search query, the higher the conversion rate, so someone looking for how to search for a speaker, if you're a speaker in the AI space, is very unlikely to really convert. But if you speak in this space, and someone searches for a speaker in your space with a very specific query, the conversion probability is much higher. So we want to be really specific, we don't want to target search queries that are not used too often, in this case, but are really, really specific and very likely to convert, and then find a proper balance between people trying to discover how to find a speaker and a balance between how specific types of speakers for example,

### **James Taylor**

because you can get some of those dangerous phrases or like a motivational speaker, for example, someone types in motivational speaker, where Yes, you do have, let's say, a conference, they're looking just to bring in a motivational speaker. But you've also got a lot of people are just looking because they want to get motivated. They're, they're never gonna book a speaker, there's not it's not that that's not what they're looking for. But they just want to watch videos of motivational speakers. And if you're spending a lot of time, because it's such a high traffic phrase, that one, then it's very difficult to stand out, because you're going to be competing against some pretty big sites, Forbes and Tony Robbins, or whoever else is going to be out there.

## **Gert Mellak**

But you can probably then twist it a little bit and say, Okay, I'm a motivational speaker, for women above the age of 40. Great, right, or a motivational speaker for entrepreneurs in London? Yeah. Right. So So very often, you can tie then give it a little bit of a twist where sekiuchi can recognize this is very specific. So someone searching from London, for a motivational speaker might rather see that search result because it seems to be more relevant. Okay, so Google tries to really match everything they know about the searcher with everything they know about the content and see what could be the best fit you.

## **SEO Tools**

### **James Taylor**

So this is no, because I know when we had a site audit done for one of our sites, and a tool or well known SEO tool was kind of used for it. And it did a lot of the first the kind of low hanging fruit. So like the technical side, it was Tony said, you know, your website's slow, frankly, beat up. Okay, that's something we can figure out. And we changed a couple, we changed some things in terms of the structure, we change, actually the theme that we were actually using, so it's much more mobile much more friendly, and kind of sped things up. There were some other very technical on site kind of SEO parts as well. It started getting into like the keyword phrases, these were some of the things it didn't really quite get as far as like visa, how to turn this into questions. These are the these are the questions people looking for. And it definitely never went to the stage of then being able to actually have a conversation with someone, because you're just flooded with all this data with all this stuff. And you just want to go all this stuff. I just, I just don't like as you said, What are the five things that I need to do that are going to give, generate the biggest result, what should I be focusing on, and I find a lot of those software's as great as they are out there. They just don't, they don't really do that.

### **Gert Mellak**

It's, it's, it's the same as probably you could do one of those DNA samples, probably, and get a report and get a lot of data. And that's fine. But until someone explains to you what why something is important, and in which order, you're not going to make sense of it. So there are many applications that can help you etc. But I think there's, there's already the very big difference in how we approach things. First of all, I really like to talk to clients. Something I've always liked. And this is where we I think our consulting service was born essentially. But we we send a lot of loom videos to tribes, we send a lot of we have quick conversations, they can take in a call if they want to talk to me and discuss something really quickly. We obviously can't spend five hours on a call every day with every single one. But we try to maintain the conversation open as much as possible, inform them about what is happening. And when it comes to knowledge. For example, we don't only send this audit, it's already very well prepared. Every section has an analysis and what what what is good, what needs improvement, etc, with very much outline, so you could probably understand it even if you're not into SEO. But then I record a long video over this audit and explain the main sections of it. Afterwards have another call where we make sure we know exactly what are the next high impact steps and understand why they important because for us it's really the the why my



team is He's laughing all the time. Because I'm, I'm really more interested in them understanding why we do certain things, especially when we train new things, new people up, then how they are done because how they are than we have in our process is documented. But if they don't understand the why signs as well, if they don't understand why we change a meta description that comes up in search, or a meta title that comes up in search, it's not going to happen. But once they understand that this is essentially the sales representative on their behalf on Google, that's going to decide whether someone clicks or not on your website through to your website, then suddenly, we have resources, we have motivation, we have what it takes in order to make sure we optimize this part of the entire strategy.

### **James Taylor**

So we have a number of speakers, you members who they might have a small team, it could even just be an assistant, who's maybe managing some of their day to day social media accounts, working with one their content, maybe they've got a blog or a blog and kind of taking that content and dispersing it and cutting up and doing different things with it. Let's imagine you know, that person's very small team, so to speak, and then they have maybe one assistant, and they want it they want to say, Okay, I want you to spend like four hours a week. Really, I really, we've got this site audit done by gardeners team. And I really want to spend four hours a week focusing on making an impact on the on these things. Is there any kind of I know you're saying it's gonna be different for different businesses, but let's say that that employee or that contractor had four hours a week? What the? What are the high performing tasks they can at 20? The Pareto? What are those that that 20%? That pretty much regardless of who, if it's a speaker or trainer, where there are, you're going to get some of the quickest results from?

### **Gert Mellak**

Absolutely. First of all, we do need to decide and nourish a solid foundation. Okay, so the audit, if there are things we know are essentially handbrakes pulled up on the site where we said, Whatever we do, Google is not going to be able to crawl pages, Google is not crawling a lot of 1000s of pages, we just have a website to have 10,001 in 10,000 pages, individual pages that could be completely removed and and ignored by Google, but they have to spend time on those pages, for example, we need to make sure the technical foundation is correct. Right. Technical foundation means there can be errors, we need to have a user friendly site, this site needs to work well on a mobile phone, it needs to respond, there's a lot of things we go through and just make sense. Okay, now we don't have any errors, we don't have any broken links internally, anything major, we need to read this out.

### **James Taylor**

So they might start, they may spend the first couple of weeks, a couple of months, just focusing on those and trying to get that stuff done. So you got that good. That good foundation

### **Gert Mellak**

executive can definitely be done based on our list of priorities. Or we also have some clients that ask us to help them create this foundation, where then their team takes over and with some guidance is able to then focus on an ongoing basis on the on the ongoing work wants to take into the foundation is really there to focus with mostly light on content creation, on the one hand, and on creating links on the other hand. Okay, so this is probably where the focus must be on. While I'm saying link building is probably the hardest thing to do in house because it takes a lot of experience a lot of SEO knowledge to really charge what is a good link, what is a bad link, etc. There are some links only the speaker themselves can get based on their connections based on their memberships in certain associations, maybe etc. But otherwise, it's really hard to find what link might really help you. And which link might be harmful. There are a lot of offers a lot of link setting is going on where people are link renting where people might want to send you a link on a shady page that might really harm your website and then help it so if you have an assistant and you want to do something for SEO, I think the best focus would be on content content creation on the one hand, but on the other hand content optimization existing content content you wrote five years ago that needs to be brought brought into 2021, for example, where we say five years ago, if you had a headline at the text, it might have been ranking well. But today, we want to have a video explaining this, we want to have an infographic we want to have External links. We want to have a structure, we want to have a table of contents or whatever it is to make this article more engaging for the audience. Because ultimately, coming back to what I said initially, Google wants to make users happy. If users come to an article that's headline, and 800 words of text just doesn't make anybody happy anymore. Yeah. People want to skim text. People want to find structure, people want to find exactly what they're looking for really, really quickly.

### **James Taylor**

So that let's good example, because I know that a number of our members, they've been speaking for a while they've been creating content for a while it might be blogs, or vlogs or podcast episodes. So they've actually been generating a lot of content and when maybe they start to analyze where they're getting their traffic. It there's maybe five or 10 articles or pieces. have content that's really generating. And it's been doing so pretty consistently. But maybe they're starting to see that drop off, because things are changing all the time. In terms of like refreshing content if you've got a piece of content that's working pretty well. So I guess there's a little of a danger of that, because it's like, well, this is still generating quite a good amount of traffic to our website. Do we want to muck about with this? Do we want to play around with this? Or what what would you suggest? Should they be like changing that page? Or that that that post? Or should they be trying to create other pieces of content that feed into it? Or should they be thinking

## **Refreshing Old Content**

### **Gert Mellak**

you're making a few good points here? So first of all, obviously, if you're number one, and number two, for something, you're going to do, probably little to nothing to these articles. But rather try to explore the topic a little bit more. So if this is motivational speaker, for women, there might be other articles, you could create around the same topic, and maybe link those articles together in order to cover more ground. Okay, so you can go deeper into the

specifics around this article, rather than always change the Main article that's ranking really well. Maybe if it gets to 2000 words longer, it's not making us happy anymore. So you want to do minor changes? Yes. But nothing major, really on a very well, ranking article. On the other hand, we very often with our reading of revisiting a situation every couple of weeks, we see early warning signs, as Okay, this article seems to slowly lose traction, and is slowly losing traction. Sometimes, Guru tells us this ranking half a position, on average, a little bit lower. And if this is half a position again, next time, we probably want to do something about it. See, is there any difference in what Google wants to see right now on page one? How does this relate to our site, we always need to make sure that we understand it. If I want to rank for my content on Google, I need to correspond to what Google wants to rank. Okay, so especially when I create new articles, I see people talking about what their experience, etc, talking about things, the audience finds interesting. That's perfect. But Google knows what their users want, based on all the data, they have all the signals they have. So we need to make sure that we bridge the gap between our piece of content and what Google is ranking. There is a gap in between those two, we constantly monitor.

### **James Taylor**

How does it work, though with let's say, a speaker who maybe speaks multiple languages, or maybe they don't speak in multiple languages, but they want to attract clients who are right typing in questions in different languages. So for example, let's imagine if it was a French, if I'll give an example where there's a speaker bureaus doing some work with the other day, and their whole website, and it's successful website is in English. And we're having a conversation. A lot of their business actually comes from German speaking countries, Germany, Austria, Switzerland, and they were talking about like, should they be having a second version of the site? Should they be having automatic translation? How does Seo? How does Google read that? So if someone types in a phrase, I don't know if my German is not good enough anymore? But if like, if you type in motivational keynote speaker for entrepreneurs in German, would your pages in English necessarily come up? Or do they discount it? Because it's, that's not going to be read by that person? So how should we be thinking about languages, multiple languages,

## **SEO on Multiple Languages**

### **Gert Mellak**

in general, I would say whatever you want to rank for, you need to have on your website. Okay, if I want to rank for a German phrase, I should have the necessary German content on my website. It's not going to be enough just to translate one of the pages. And everything else is still in English. But I have one of the pages translated into German is not going to be enough because the use of Google knows that those users that are driven to one German page might then click around a little bit until they find English and the user experience is bad, again, unhappy over users equals lower ranking. Okay. So once you decide to say, Okay, I will also want to be available for the chairman market, you should put quite some content together in German, it shouldn't be on automatic translation, because automatic translations, whoever, whoever read them, and I admit, I did study interpretation and translation at some point. And we said, machines are never going to get anywhere close. And they're really close these days. They

## **James Taylor**

never got GPT three and things like that,

## **Gert Mellak**

then tape tivity three essentially made the job almost redundant. We get really, there are really good translations. But still, it's just not the same way to approach your content to content structure, etc. across different languages. I just have a client in the travel industry, for example, we have we're doing SEO for five different sites in different five different markets there. And we see the content structure in different languages when we take all the competitors in Germany, in France and in Italy, for example, in this case, the content structure is different. The way the site is designed is different the way the site is presented. content is presented as different. Whereas in, in Germany, we very often see hard facts and little design. I'm here based in Spain and Spain sites are different. Yes, very often it's not only the language and the text, it makes a Google user happy. But it's also the experience on the website and the website, it doesn't correspond to my culture to my background. Yeah, it might be an issue. So first of all, you need to make sure that the design, in general, corresponds to both languages you want to transmit and then multilingual SEO, international SEO is a topic of its own, which comes with its own peculiarities that need to be taken care of, from the audit on, essentially, where is okay, what is the preparation does certain HTML tags need to be integrated, so Google can understand this is a French version. This is the German version. This is the German version for Austria. This is the German version for Germany, for example, because there are also differences. And Google can really understand what you're trying to achieve.

## **James Taylor**

So is it better though, for let's say, of a speaker that wants to target the Spanish market, or an English speaker, they want to go Spanish, or Arabic, Arabic a little bit more difficult, because it goes the other way, I guess. But if it was a Spanish market, is it better for them actually, just to create an entirely separate website, there's in Spanish, and it's just the the Spanish, almost like version of their website, but it sits in his own domain? Or is it better to actually use that kind of international SEO and actually just have it within the main website and have a being able to easily find the the German sections,

## **Gert Mellak**

I think that diversion you're going to find the most and which most most realistic that it's going to be on the same website, but in a subdirectory. So it's your gaming.com forward slash, de for Germany, en for English or fr, for French, for example, it's going to be the the more realistic version, I will probably just make sure that in general, my site is not much different from what people might expect in a different market. So you can go very different, but you can find something, some design or layout is pretty much standardized, and in line with what you might find out there. But then focus really on the content. And every language essentially is a sub website, if you want on the same domain. And this is also important, because if you drive links to your domain, or you get a link from from an event, where you're there as a speaker and a link to your website, which is good, because they essentially endorsed you as a, as a speaker in a certain industry, etc. If the if you have links in multiple

language are citing multiple on multiple domains, multiple different websites, every link is only going to count for one website. So if you're speaking France, it's going to count for the French website, or if you're speaking Spain, it's going to come for the Spanish website you have. Whereas if you have one website with directories, the links essentially occult domain and then get distributed there link choose as we call it, or it was called PageRank. Before gets distributed through internal linking through the rest of the site. So there's a question of the recommendation here for a normal small business, I think it's definitely just stick with one domain.

## **GPT3**

James Taylor

Now, you mentioned GPT, three, as we start to finish up here, what kind of I guess, going a little bit? I was gonna say the future is now and are you starting to see content creators using things like GPT? Three to create really good SEO friendly articles? And frankly, should let's say if a speaker that's just starting today, can have any content? Is it? Should they just go down that route? They have a topic, let's say they're a sales speaker, she just said, Okay, I'm gonna go, I've done my keyword research, I know the things I want to do. I'm just gonna have GPT three write me 500 articles on this topic, in order to is that, is that the way to go? Or is it going to be somewhere in

**Gert Mellak**

there yet? I think it's definitely some some something unknown. And nicholaus. We haven't used industry where a second, maybe we're one or two years away from someone pressing a button. And they can come up with 500 speaker sides and one for women about the age of 40, and one for women about the age of 50. And it's really just a click of a button and some money you have to invest. I think what we saw lately is the really pays off to have good riders. Okay, so Google is able to judge on quality content, Google is able to judge on the user experience people have with quality content. And this is just extremely important. So we come from, from times where people spend \$2, to get an article written \$5 to get an article written just put this up, and this used to rank maybe 10 years ago. But we now have a time where Google is charging on the meaning of every single word based on what came before and based on what comes afterwards in the text. So they have a really good understanding. It just started with something that's called passage ranking, which essentially has told us that they are in the able to understand passages of a of a text of an article and can rank a page based on a certain passage they might have on the side. So there really is a physical At the same time as Google, TBD, three evolves, Google probably is more advanced, very likely, in understanding what's coming through. And it will explain all of this going to be some regulation at some point on on having to certify who wrote this or something like this could be is going down what's called EA t expertise, authoritativeness and trustworthiness in order to make sure that the content that's out there put out there really comes from someone who knows what they're talking about. So me talking about how to be how to become a speaker wouldn't come from a place of authority of expertise or be trustworthy. Whereas if I talk about e commerce, SEO, probably know what I'm talking about probably Google can tie my name to other podcasts, articles, etc. I've written and put together and and clients on to talk about me, whereas Okay, if if he writes something about e commerce, SEO is probably legit.

Whereas if he starts giving plumbing advice, not necessarily the best advice, and let alone medical, financial or really critical industries,

**James Taylor**

I'm just trying to get melaque plumber, Madrid just now I've just said this to check and go thank you so much for coming on where I'd love to because I know this is something a lot of our clients and our members are asking about just now. If they want to come to wish to go they want to connect with you, in order to maybe get the site audit, we spoke about just to get a lay of the land, or maybe a more ongoing type of service that could help them on their team in really improving the search rankings and their SEO where's the best place for people to go and find out about that

**Gert Mellak**

would definitely be just visiting us at [Seoleverage.com](https://Seoleverage.com). And there we have all the links to the different services, consulting audits, link building, and also initial research if someone just been told your site really fresh.

**James Taylor**

Fantastic. Well, thank you so much for coming on today. It's been a pleasure speaking with you, and this is a fantastic topic and definitely of anyone that's watching listening to this just now. And you know, you've got a little bit of time just now because it's the state of the world at the moment. But no one's really traveling. So if you're spending any time I think SEO and you know all that link building all the content stuff we were just talking about there that's a very sound investment. So go Thank you so much. I look forward to hopefully catching up with you maybe on the streets of Madrid at some point.

**Gert Mellak**

Hopefully thank you so much for having me, James. It's been a pleasure.

**James Taylor**

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