

## Color Your Dreams Podcast - EP61

**Elaine Lou Cartas:** Hey, Legacy Makers! I really don't want to do this episode because you're going to know my secret sauce to my business and that's doing Google SEO with Andres. So I'm excited to have him here. We'll be sharing the behind the scenes of my 1000 percent ROI using Google SEO. So Andres will be sharing some secret sauce, not all to all of you.

**Elaine Lou Cartas:** So Andres, welcome to the podcast.

**Andres Aguero:** Thank you so much for having me, Elaine. I'm excited to do this podcast with you.

**Elaine Lou Cartas:** Yeah. So first off basics, just in case, cause it's a TikTok world right now, right? This is 2023 when we're recording. What is Google SEO? Just want to go back to the basics. What is it?

**Andres Aguero:** Yeah. It's funny because I think a lot of business owners are starting to get. Educated and learning what SEO is like yesterday, I had a call from one of my high school friends and he was telling me, what do you do? What is SEO? And I told them, because he has a brand new website that he's working on.

**Andres Aguero:** And I told him, look, building a website is just one thing you need traffic in there and a web, a website's not going to do anything for you if you're not getting visitors in there. And so SEO is one of the ways to get traffic into your website. So the way SEO works is you have a business you want to get leads to that specific website.

**Andres Aguero:** And SEO is the process of getting your website ranking for specific keywords relating to the services. So that in a nutshell is what SEO is. So

**Elaine Lou Cartas:** search engine optimization. Think of it. The reason why I went to Andres was twofold. One as a user of Google is I'm looking for a hotel in Santa Barbara and I'm bougie, so I put in luxury Santa Barbara hotel.

**Elaine Lou Cartas:** I'm like, wait, hold on. If I'm Googling for a really nice hotel in Santa Barbara, someone's probably Googling a woman of color business coach, or a woman of color career coach, or a woman of color executive leadership coach. And what's interesting at the time when I was just Googling for a hotel, I started hearing patterns from people who are outside of referrals, right?

**Elaine Lou Cartas:** So majority of my business is still referrals about 60 percent and the people that found me on Instagram, social media, or even Google were like, I was looking for a woman of color business coach. And at the time when you typed it, my Instagram handle actually was one of the top three, not my website. It was my Instagram handle.

**Elaine Lou Cartas:** And Monica Schrock, who many of you know, that are listening. My marketing strategist, I just asked her Do you know a Google SEO person? And then she introduced me to Andres. And you could Google it. If you need some receipts and you don't believe me, search, woman of color business coach, WOC business coach for woman of color, business coach for WOC.

**Elaine Lou Cartas:** After all the ads, I am number one. Because I am competitive as an Asian. And Andres, how dare you? Before I hit record, he was like, I was in another podcast and I was the top

downloaded. I was like, Audris, why do you gotta do this? But it's thanks to Audris. It's a powerful source, but I'll be honest and I let people know.

**Elaine Lou Cartas:** I think it took eight months until I started seeing a return. It is a long game. It's like losing, I don't want to say the word losing weight. It's like being healthy, right? We, it's the new year when I'm recording this. We want to lose five or ten pounds, but it's not gonna happen overnight. So anything you want to share on just yeah, why is.

**Elaine Lou Cartas:** What is the benefits of SEO for people that are not used to it? Because we're so marketed with social media, but not about SEO.

**Andres Aguero:** Yeah, so SEO is definitely a long-term game. And I think if you put yourself in, in, in a business shoes, you don't you don't want a brand new website to outrank you within the first month.

**Andres Aguero:** By just. Optimizing keywords or gaining backlinks, like that's not the way SEO work. And that's not the way SEO should work, right? It takes time for Google to recognize you as the authority within the industry. And the approach that I take in mind and that I tell prospective clients is look, google wants to rank the best websites, and if you want to be able to rank number one for the terms that you want, then we need to take that approach. We need to be the best when it comes to the user experience, the content that's being built out the backlinks that are being attained and the technical SEO and the optimizing the pages for the right keywords.

**Andres Aguero:** That's really what it really takes in order to drive traffic to a specific website and driving leads for those keywords that a business wants to rank for within the first pages of Google. But yeah, it is definitely a long term game. And I think we live in a day of age where we want fast paced things.

**Elaine Lou Cartas:** Amazon Prime Life, yes.

**Andres Aguero:** Exactly. And I'm very impatient, impatient myself. Once you start ranking for those keywords you want and you start seeing the leads come in, Then it's worth the pay at the end, because you waited you waited for Google to classify you as the authority, and now you're on page one for the keywords that you basically, that people are searching up on a day to day basis.

**Elaine Lou Cartas:** And here's why I wanted to add Google SEO into my marketing plan, right? I'm not solely reliant on it, but it's part of the holistic marketing plan. You can listen to that other episode I did with Monica. On how I became less dependent on social media, but that was it. I was feeling stressed and burned out being a content machine, constantly feeding onto Instagram, Facebook, all these social media platforms and your website.

**Elaine Lou Cartas:** You own that website and it's January 20th. I shared with you, but like I have 18 sales calls scheduled with ideal clients. And when you think of the psychology behind it, people search on Google. Like me looking for a Santa Barbara hotel. I know what I want, right? I want a luxurious Santa Barbara hotel.

**Elaine Lou Cartas:** People on Facebook and Instagram, me included, I use it to numb myself to entertain myself with other memes, like dog memes, cat memes, or panda memes. Like it's a beautiful distraction, but I don't want to work with people who want to be distracted. I want to you?

**Elaine Lou Cartas:** Get into Google SEO. What's your background? What made you see the power? Yeah,

**Andres Aguero:** so I originally started out as a web developer and and I was making websites as a child in high school and then it I decided to pursue a career. I went to a university here in Orange County and I got a degree in web graphic design and then.

**Andres Aguero:** I ended up getting a job for this business who did marketing, SEO marketing for small brick and mortar locations. And at the time I had no idea what SEO was. And it was this brand new thing that people were people were doing. And, a lot has changed since then, but more or less Google has gotten more smarter about what websites they rank on page one.

**Andres Aguero:** But that's how I got into SEO. I started learning started building my own websites and starting, started to track the traffic that Google within Google Analytics. And then I started selling websites for the traffic that they were getting and through affiliate websites.

**Andres Aguero:** And Yeah I was just really hungry growing up and started getting jobs from marketing agencies, learning from people who were smarter than me. And it just transitioned into what I do now, where it's I have my own business and. I do SEO consultancy for a lot of businesses who are trying to dominate search rankings across the United States.

**Andres Aguero:** And and I think right now we're still early stages. Like last year, I think that a lot more people are educated about SEO. And I think within the next coming years, I think SEO is going to be a lot more competitive than what it is right now. But yeah that's originally how I got into, to SEO.

**Elaine Lou Cartas:** So I know you can't share all of your secrets when it comes to SEO. So for those folks who want to get into Google SEO, any, maybe one or three tips and advice that they can do for their own website. And then obviously if they want the full course and learn everything, they go contact you and hire you.

**Elaine Lou Cartas:** So any tips and advice. Yeah,

**Andres Aguero:** I would say focus on your website first, obviously you're not going to be able to get leads if your website is not up to par. Like when you came in, Elaine, you had already done a lot of work on your website. You were featured in a lot of publications.

**Andres Aguero:** And that shows that your website has already been active. You're doing everything in terms of marketing yourself. And that's what allowed us to see those results quickly is because you already had a name to yourself. So that would be one of my main things that you, that a business should focus on first.

**Andres Aguero:** Everything else is really creating content around the industry. So if you want to be able to rank for specific keywords you want to look to see who currently ranks for that and look to see what kind of content those specific websites are creating, because one of the things Google looks at when trying to rank a website is who's the topical authority within the industry.

**Andres Aguero:** And you may know you're the best when it comes to. Coaching for women of color,

**Andres Aguero:** but Google doesn't know that, right? And one of the ways they look at is to see who is the best as they look to see who has the most helpful content around that specific industry. And so that's one of the other things that I would focus on. And then the third thing I would focus on is just optimizing.

**Andres Aguero:** Your pages for the keywords that you want to rank for. In a nutshell, I think those are the three main things that I would really focus on if you don't, if you're not ready to go full in on an SEO agency or consultancy, et cetera.

**Elaine Lou Cartas:** I liked the first tip that you shared in terms of, I was already established.

**Elaine Lou Cartas:** I was in, been in media, having clients. So what I want folks to understand, this is not a magic bullet. It's not okay, I'm going to lose 15 pounds in the next day. You actually have to build your business, not necessarily in just money and authority and names. But Andres and I joked around about this in one of the sessions that we did was, you actually have to be damn good at what you do.

**Elaine Lou Cartas:** Because if you're not, there are something called reviews. And people could write reviews about you. Like you could go check my Google page, go to [elainelou.com](http://elainelou.com) slash Google. Like I have five star reviews, even on LinkedIn, even on Yelp, like how you treat your clients and their results. It's not just the results, but the client satisfaction and their results will lead you to continue getting more clients.

**Elaine Lou Cartas:** It's like referrals. So if you're already doing so well with your clients and strangers, cold traffic sees that, it's easier for them to trust you. Anything you want to add to that, Andres, as I share that?

**Andres Aguero:** Yeah, exactly. Like good SEO won't solve for a bad product or service. So you can spend millions of dollars on fixing doing SEO or PPC advertising, but if the products.

**Andres Aguero:** Not good people aren't going to come back to your site. People aren't going to engage with the content you create. And those are other things that, that Google looks at to see whether your website is an, is authoritative or not.

**Elaine Lou Cartas:** Yes. And then I do appreciate about the content breeds or content creations.

**Elaine Lou Cartas:** If you look at, you can even look at my blog, [godelainloot.com](http://godelainloot.com) forward slash blog. They're very intentional in terms of making sure I'm creating content that my other competitors are talking about, but writing it in a way that is obviously for me, so it's very strategic in the blog posts that I'm doing, as opposed to even this podcast is more freestyle.

**Elaine Lou Cartas:** If that makes sense, but it was actually, I just, you, if you remember, you shared that with me, like Elaine, a lot of your competitors have podcasts and when I was feeling burnt out. About creating social media content, I was like, I want to do a podcast. Not because Andres told me to do it, by the way, I want to make it very clear.

**Elaine Lou Cartas:** It's because I wanted to, and then Andres validated. But Andres, go ahead you can share publicly, you can share I told you that's fine.

**Andres Aguero:** Yeah and that goes back to what I said initially is I take the approach that we want, we, if we want to be able to rank number one, then we need to be the best.

**Andres Aguero:** And one of the things that I looked at, especially when working together, is looking to see what are the things that people have on their website that you don't have on your website and the podcast was one of them. And so I made that recommendation look, we need, if you indeed want to be able to be number one.

**Andres Aguero:** We need to have this and and you, and it's, and you already knew, so I validated what you thought

**Elaine Lou Cartas:** and yeah, I told you so guys. That's what he's saying right now.

**Andres Aguero:** But yeah ultimately it's that approach of being the best. And the third thing

**Elaine Lou Cartas:** you're saying was the words, like what keywords you want to show for. I know so often people for example, I'm a coach. I know. Majority of listeners here are not coaches. You are all leaders within your own companies that you work for or you've created.

**Elaine Lou Cartas:** But I've seen a lot of people in the industry saying, I don't want to use the word coach. I want to use the word guide or this or that. And I completely understand. If that's what you feel aligned to, that's what you feel aligned to. But the reality is when people are searching, like I'm searching for a housecleaner versus fairy duster.

**Elaine Lou Cartas:** Do you know what I mean? I know that's a really creative name, but people are searching for this. So what's important is hearing what is your audience searching for? What are they looking for? What's the content they want to create? I really didn't want to do this podcast episode with Andre, so I was like, no, he's gonna dump me because he's gonna get so many clients after this episode.

**Elaine Lou Cartas:** But that was actually one of the things that a lot of my clients and community members have been asking, Hey, who's your Google SEO guy? I want to learn more about it. I'm like fine. I'll create a podcast episode. I will share Andres to the world because I am so giving. I'm a saint but Andres, if you can't tell, we have such a great sibling relationship.

**Elaine Lou Cartas:** Can you share, I know you can't share clients that you've worked with, but can you share the type of industries. That you've worked for and even results that you've seen from your clients. You don't have to give names, but in a general sense.

**Andres Aguero:** So I work with clients in wide ranges of different industries, ranging from e commerce, B2B, software companies local businesses.

**Andres Aguero:** And so results there's all my website, you can see all of the results. What's your website?

**Elaine Lou Cartas:** Say it.

**Andres Aguero:** Strategy, strategy, interactive agency. com is my website. So right there, I have a full list of of case studies of websites that I've helped rank. And revenue numbers as well, like this e commerce company.

**Andres Aguero:** They're a jewelry company. And when I started working with them, they were at. 1. 3 million in annual sales fast forward to today, they're at 3. 9 million in organic, in sales. And so it tripled the amount of of revenue that specific jewelry.

**Elaine Lou Cartas:** And that's all organic. That's without Google ads.

**Elaine Lou Cartas:** Just asking or is it a mix of the two? Okay. Yeah. I'm just going to school. I'm just, how could you not do that for the year? I'm kidding.

**Andres Aguero:** These are different industries. This is a different situations, but I got you 1000 ROI. What do you mean?

**Elaine Lou Cartas:** I know it is January 20th when I'm recording it.

**Elaine Lou Cartas:** I've had 18 sales calls scheduled with Alliance clients. And mind you, it's not like I accept clients all accept all of them. I also go through my own process of making sure I'm working with clients who are the right fit for me. So just want to also share that. So I would also would love to get your insight.

**Elaine Lou Cartas:** Cause everyone's talking about AI, chat GPT, results came off of Google that they lost money and TikTok's like the new search engine for the next generation. So should that be concerning? Would love to hear your perspective. It is. Especially since you do Google SEO.

**Andres Aguero:** Yeah, I think that we're in the early days of AI.

**Andres Aguero:** I think that at some point in the future, I think the world will be run by, by AI to a certain capacity. And we don't, I don't know I don't have a crystal ball to know. When that will happen, but I think we're in really early stages from what I've done research on is that there are websites who are using AI like bank, bankrate.

**Andres Aguero:** com, which is a really known website out there. They're using these chat, GBT, AI tools and my, one of my other clients who is in the augmented reality niche, they're using these to come up with content and I think it's helpful, right? I think it helps speed up the process of writing content. My opinion on this is to not fully rely on it, meaning ai is good, but you want to have human eyes revising and editing it. So that way it makes sense to the front end user. So that's my approach. That's my thought process currently on this AI. I don't know what the future will look like. I don't know if Google will eventually figure out how ChatGPT is using this technology.

**Andres Aguero:** And I don't know if Google will deem websites that fully rely on these. AI tools but as of right now there are websites who are using these AI tools to help develop content. Yeah.

**Elaine Lou Cartas:** What I'm hearing is this is the reality of what we're at and to can't wholly rely on it.

**Elaine Lou Cartas:** It's like the episode that I've done SEO.

**Elaine Lou Cartas:** It's part of my holistic marketing, but it's up to me as a business owner, as well as my team to make sure we have a great service. And with that's why I continue to get referrals. And Google SEO is a great counterpart and ally with that. So I love ending episodes with what is one tip or advice?

**Elaine Lou Cartas:** Yeah. What is one tip and reflective question you have with our listeners? When it comes to Google SEO,

**Andres Aguero:** one tip when it comes to Google SEO is just take that approach of being the best and be competitive. And if you don't have that competitive mindset, then I don't think it's, yeah, SEO is for you because if you really want to rank number one is you have to have that self confidence that you are the best in the services that you provide.

**Elaine Lou Cartas:** Yeah, and also, sorry, I'm a coach, be the, so I be the best that you can be, one, but two, even being the best in looking at, okay, am I really providing the best for my clients? Is this a great service? Where do I need to work on this? I was really vulnerable with Andres last year in 2022, where a client left and I had to ask myself, okay, why did they leave?

**Elaine Lou Cartas:** What do I need to work on? What systems do I need to put into place? How can I make sure I am there for my clients? It was a very humbling experience. So not just best in a sense of like number one in Google, but like best in are you truly Delivering the best for your clients as well. So because people are going to fall in love with you, and I just want to remind you, and we're going to have this recorded, you're not leaving me.

**Elaine Lou Cartas:** If people want to work with you, how can they find you?

**Andres Aguero:** So you can find me on my website. So if you want to get in touch with me go to my website, [strategyinteractiveagency.com](http://strategyinteractiveagency.com). And you can schedule a time with me there and, or you can reach out to Elaine. So that. You can get introduced to me directly and yeah we can take it from there.

**Andres Aguero:** I can learn more about the business and see if SEO is right for you, because there's SEO is not a one size fits all solution. And this is important to. To tell everyone, your listeners, it's each SEO is unique in terms of what keywords you're ranking, you want to rank for and how competitive the industry is for those specific keywords.

**Andres Aguero:** And if you want to be able to rank for engagement rings that's going to be much more competitive versus ranking for something else. I don't know, whatever it may be. And so that's where a lot of the. The scope of work comes in, whether we need a lot of work to do what you want to see in terms of keyword rankings or not.

**Andres Aguero:** But yeah, if you want to get in touch with me and learn more and do a custom strategy session, then contact me on my website. And

**Elaine Lou Cartas:** I see.

**Elaine Lou Cartas:** I'm not saying that you don't contact him because he's booked, but it's a good problem to have. He's booked and I think it's so sweet because he shared with me that you're going to be bringing in your sister as a team member. And that's just such beautiful legacy building to bring in family members.

**Elaine Lou Cartas:** Congrats, Andres.

**Andres Agüero:** Oh, thank you. Yeah. So I'm going to be bringing in a family member as of next week, just because I get, like you said, I'm booked. I just had an influx amount of people reaching out to me, but I think it's just showcase that providing good work will lead to you like seeing these kinds of results.

**Andres Agüero:** And but yeah, as of right now, I'm fully booked, but I'm hoping in February, March of 2023, things will open back up and we'll be ready to roll.

**Elaine Lou Cartas:** Congrats. Thank you for everything. I appreciate you and contact Andres or email me if you're interested in working with Andres and I'll connect both of you.

**Elaine Lou Cartas:** Thank you, Andres. Thanks Elaine.