### SEO & Google in the Age of Al

Presented by Kathy Long, aka 'Kat' www.katandmouse.com

Optimized Web Development Search Engine Optimization Conversion Optimization katômouse

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### Why am I on my soapbox?

# HISTORY

- Metatags
- Keywords
- Backlinks Bought & Traded
- Backlinks Planted
- Content Marketing & Earned Backlinks

# RAP requires...

A website or web page that is relevant, is what the user is looking for, is engaging (not boring), credible, trustworthy, authoritative and remarkable.





### Google wants to give you something to



2015

Expertise Authoritativeness Trustworthiness



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**RANKINGS =** SEO friendly code + EAT content + backlinks + user experience

# 

Google not only understands your content,

# A - NIP

### It understands your user.



"Hi, may I help you?"





# AL + NLP

- Sentiment Analysis
- Content Classification
- Synonyms & Context
- Structure Implied Meaning

It all boils down to...

### GOOGLE wants what users want.



# So give it to them.



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### And show Google they got what they came for.



ntent (understand the user, then match intent with content) Schisfy the intent Engage the user (Google is watching)



### Match Intent



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Google knows if users are searching to (1) buy, doing (2) research or trying to (3) find resources for any given search.

1. Searching to buy (transactional) 2. Research informational 3. Find resources navigational



### new york football stadium

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Events and overview

Feedback





ecommerce site design

Volume: 260/mo | CPC: \$12.47 | Competition: 0.51 m

What do they want? A web designer or inspiration? Q

### What do they want? A web designer or inspiration?

### Best Ecommerce Websites: 22 Award-Winning Design Examples (2019) https://www.bigcommerce.com/blog/best-ecommerce-website-design/ \*

Need inspiration to help you create the best ecommerce website? Get inspired by 22 award-winning ecommerce site design examples that use BigCommerce.

Best Overall Ecommerce ... - Best New Ecommerce ... - Best Ecommerce ...

### Best Ecommerce Sites: 100+ Best Website Designs - Shopify https://www.shopify.com/blog/best-ecommerce-sites \*

Jun 1, 2018 - Get inspired by the 100+ best website designs in ecommerce featuring eye-catching designs from fashion, beauty, and home decor websites.

### E-commerce Websites - Awwwards

### https://www.awwwards.com/websites/e-commerce/ \*

Examples Of Well Designed E-commerce Websites. Here is a selection of Awwwards winning ecommerce websites.

### 12 inspiring ecommerce website designs | Creative Bloq https://www.creativebloq.com/web-design/ecommerce-website-8133816 -

Sep 19, 2018 - Designing an ecommerce website is big business, and it's now easier than ever for companies big and small to launch an online store.

### O Amazing Ecommerce Website Design Examples in 2019 - Oberlo https://www.oberlo.com → Blog -

Mar 14, 2019 - Best ecommerce websites | ecommerce website design examples | Best boutique website designs | Why design matters? | Top ecommerce ...

### Control Contro

Apr 15, 2019 - The list of top 50 ecommerce website designs 2019, giving you an idea of what elements you should be focusing on, and some pointers on how ...

best	hospital bec	i				-	, a
Volume: 1	170/mo   CPC: \$3	3.58   Compet	ition: 1 🕆 🛢				
All	Shopping	Images	News	Videos	More	Settings	Tools

### What do they want? Buy a bed or get advice?

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All	Shopping	Images	News	Videos	More	Settings	Tools

### See best hospital bed



### View the Best Hospital Beds, Below.



- 2. Hill-Rom CareAssist ES Hospital Surgical Bed. ...
- 3. LUCID L300 Adjustable Bed. ...
- 4. Patriot Full-Electric Bed. ...
- 5. Drive Medical Full Electric Ultra Light Plus Hospital Bed. ...
- 6. Medline MDR107003E Basic Bed. ...
- 7. Hill-Rom Resident Long Term Care Bed.

More items... • Apr 8, 2019

9 Hospital Beds for Home Use [2019 Review] - Product Expert https://www.productexpert.com/best-home-hospital-beds/

About this result
Feedback

V

People also ask

What is the best hospital bed for home use?



Sponsored ()

### What do they want? Buy a bed or get advice?

ume: 1	170/mo   CPC: \$	3.58   Compet	tion: 1 🕆 🛢				
All	Shopping	Images	News	Videos	More	Settings	Tools

### See best hospital bed





www.tuck.con

**Full Electric** Hospital Bed\_ \$949.00 VitalityMedical.... Walmart Free shipping Free shipping >>

### View the Best Hospital Beds, Below.



- 2. Hill-Rom CareAssist ES Hospital Surgical Bed. ...
- 3. LUCID L300 Adjustable Bed. ...
- 4. Patriot Full-Electric Bed. ...
- Drive Medical Full Electric Ultra Light Plus Hospital Bed. ...
- 6. Medline MDR107003E Basic Bed. ...
- 7. Hill-Rom Resident Long Term Care Bed.

More items... • Apr 8, 2019

### 9 Hospital Beds for Home Use [2019 Review] - Product Expert https://www.productexpert.com/best-home-hospital-beds/

III Feedback About this result

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what kind of hospital bed do i need Q J Volume: 0/mo | CPC: \$0.00 | Competition: 0 🍁 🛢 News Videos More Tools Shopping Images Settings

About 142,000,000 results (0.68 seconds)

### The Best Hospital Beds - 2019 Reviews and Buyer's Guide - Tuck Sleep https://www.tuck.com/best-hospital-beds/ \*

Sep 13, 2018 - The type of hospital bed you'll need will depend on the individual circumstances of your loved one. Review the following features to understand ...

People also ask	
What is the best hospital bed for home use?	~
What qualifies for a hospital bed?	~
What are hospital beds called?	~
Are hospital beds covered by insurance?	~
	Feedback

### Paying for Home Hospital Beds: Medicare's Policy & Financial Help https://www.payingforseniorcare.com/financial-assistance/home-hospital-beds.html +

Learn about financial assistance for home hospital beds from Medicare, ... Since plans vary, one will need to call their provider and ask about their specific plan. .... However, this type of hospital bed is the priciest, starting at around \$2,000. of ...

### Hospital Bed Coverage - Medicare.gov

### https://www.medicare.gov/coverage/hospital-beds \*

In need of hospital bed coverage? Learn rules & understand when Medicare will help with costs for in home hospital beds. Click link to learn more.

### Hospital Bed Types & Which Is Best for Your Condition https://blog.home-med-equip.com/best-home-hospital-bed/ \*

★★★★★ Rating: 5 - Review by Jill E.

Sep 5, 2018 - How long will you be in that bed? The answers to those questions and more will determine what kind of hospital bed you need. Remember, you ...

### Hospital Beds for Senior Home Care & In Home Elderly Caregiving

### TAKEAWAY

When doing keyword research in 2019, check the SERPs to see what GOOGLE sees as matching the intent. Write accordingly.

Or move to another phrase.

### **Step One:** Make a list of all "intents" your customers may have.



### Step 2: Target Each Intent

- Create Site Architecture
   (Start with transactional)
  - Where are they in the buyer's journey?
  - Who is this for? What are they looking for?

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Page Name =	Searcher Intent (Primary Keyword) =	Searcher Intent (Secondary Keyword)	Ŧ	New Title Tag	-	New Meta Description (160 characters)	Ŧ	Goal / purpose of page	Persona (funnel) =	Value Proposition

### Target Transactional Intent

### **Common Symptoms We Help**



### Spoke & Wheel Target All Intents



### Target Informational Intent

- Answerthepublic.com
- Webmaster Tools (Search Console)
- Keywords Everywhere Extension
  - Ubersuggest





## Satisfy Intent



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Expertise Authoritativeness Trustworthiness

Next tips come from <a href="https://neilpatel.com/blog/googles-advice-for-seo">https://neilpatel.com/blog/googles-advice-for-seo</a>





Does the content provide original information, reporting, research, or analysis?



# 

Does the content provide a substantial, complete, or comprehensive description of the topic?



# 

Does the content provide insightful analysis or interesting information that is beyond obvious?


## 

If the content draws on other sources, does it avoid simply copying or rewriting those sources and instead provide substantial additional value and originality?



## 

Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book? Or is it so great you'd be willing to print it out and hang it on the wall?

**kat&mouse** 

## 

Is this the sort of page you'd want to bookmark, share with a friend, or recommend?



### Satisfy Intent Skyscraper Technique

Query: Why won't personal injury attorney take my case?

### Satisfy Intent

### Optimized for Conversions

#### Fast. Affordable. And that display is cool! Perfect for my restaurant!

Start selling fast.

#### Speed up your line with affordable hardware.

Take payments faster with Square. Slip an iPad into Square Stand to complete your point of sale. Take chip cards and NFC payments with Square Reader for contactless and chip. Grab a free magstripe reader to swipe cards on the go. Or sell with Square Register and get a dedicated customer display so customers can see what they're ordering and pay in seconds.

Turn an iPad into a point of sale with Square Stand >

Learn about Square Reader for contactless + chip

Learn about the free magstripe reader >

Learn about the powerful new Square Register >

## Engage the User





### Bounce Rate Down ENGAGEMENT UP

- Match intent
- Loads in 2 seconds or less
- Looks attractive
- Keeps them on the hook
- Is easy to scan
- Embedded video and other interactive elements

### Google can see engagement

Bounce Rate
Time on Page
Time on Site
Scrolling
Pages Viewed
Conversions

### 4 Ways to Keep 'em Engaged





### Break up text into chunks

Looking for a great web designer? Then look beyond the pretty pictures. There's more than meets the eye.

Your San Jose business needs OPTIMIZED web design. That's what we do for our clients!



If pictures aren't so important, why are we showing you ours?



Because our websites are pretty, and we are proud of it.

But we are more proud of the fact that they are also ...

- Sophisticated lead generation, sales & marketing machines;
- Fresh, interactive, engaging portals of valuable information;
- Intelligently optimized for the search engines;
- Beautiful representations of your brand to set you above the rest.

Here in our San Jose office, we do more than create great looking websites. We create websites that make money. If yours isn't, get a website audit and find out why.

Get a FREE Website Audit

#### Pretty is as pretty does.

#### You need more than a pretty website if you want results.

When it comes to web design, "pretty is as pretty does" couldn't be more true because you could have the prettiest site in downtown San Jose, but if it doesn't attract your target market and then convert them into customers, well, that's just not pretty. And, worse, you might have just wasted a lot of money.

So if you're trying to choose a web designer and you're basing your choice on the looks of their portfolio, STOP.

Kat & Mouse websites are more than just pretty.

I paid thousands of dollars for my beautiful new website but I'm getting no business from it!



### 4 Ways to Keep 'em Engaged

### **Bucket Brigades**

"Whenever you have a place on your content where people might get bored and hit their back button, add a bucket brigade." Brian Dean



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### Bucket Brigades from Backlinko.com





### Bucket Brigades from Backlinko.com

Here's the deal. But there's a catch. What's the real story? How can you actually use this? The best part? Why does this matter? That's not all.



### 4 Ways to Keep 'em Engaged



### Benefit Driven Subheadings, Bullets, Pull Quotes



### WE'RE LEVELING THE PLAYING FIELD AND RIGHTING WRONGS FOR EMPLOYEES

From discrimination to harassment to wrongful termination, if your employer has treated you unfairly, Venardi Zurada will vigorously pursue the financial compensation you deserve.

#### WHAT MAKES US DIFFERENT? - CONTINGENCY PRICING

In most employment law cases, we work on a contingency-fee basis, meaning if we don't make a recovery for you, we will not collect a fee. We believe it's the right thing to do, and it means that you have nothing to lose and everything to gain from demanding justice when you've been wronged.

Unfortunately, most employers are more knowledgeable about employment law than their employees are. They also tend to have a relationship with a lawyer or law firm. Both of these factors put you at a disadvantage—that is, *until you bring us into the conversation*.

With us by your side, the playing field is level, and your employer will either right the wrongs that have been committed voluntarily or at the direction of the court.

#### LAWS EXIST TO PROTECT EMPLOYEES, AND WE MAKE SURE THEY DO

At Venardi Zurada, we work with clients from all walks of life and in a wide variety of industries, including restaurant, retail, technology, manufacturing, medical, construction, and more.

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Our team is both respected in our industry and successful in the courtroom, having achieved a 99 percent favorable judgement rate at trial.



#### How Insurance Claims Adjusters Try to Trick You

Ideally, you shouldn't even be talking to the insurance adjuster yourself because they have a ton of tricks they can use to manipulate you.

#### For instance:

- They tell you you don't need an attorney. An attorney is an experienced advocate who knows how to navigate the insurance company's tricks. When you go with the insurance adjuster's advice and don't hire an attorney, you make the adjuster's job far easier – and you make it far likelier that you'll walk away with a tiny settlement, if any. They know and that's why they try to get to you early before an attorney gets in their way.
- 2. They try to get you to give up your medical records early on. Yes, you may need to give up your medical records at some point in the process of pursuing your claim. But you shouldn't give them up without having an attorney backing you up. The attorney will advise you on what to sign over, and they'll frame your case in the best light possible.
- 3. They try to pressure you into settling fast. They know as well as you do that you're emotionally exhausted after your accident, and need to be paid what you're due. They'll leverage this fact and pressure you to take their initial lowball offers, just to get you to shut up and go away. Because you don't have the energy to fight, and you don't know what you're owed, you might just go along with it.

#### How to Negotiate and Get What You Need from the Insurance Company

With all the power insurance adjusters have, it's easy to think you don't have any recourse. Thankfully, with a few common sense tips, you're far more likely to come out on top:



### 4 Ways to Keep 'em Engaged Internal Linking



### If it's not good enough to get a backlink, it's not even good enough to rank...

The time is now to stop matching keyword phrases and start making sure that your content comprehensively answers questions your audience is asking via search.

### It's better to do 1 great post that is properly distributed every few months than doing several per month that will only receive a few visits.

### **SEO is a 12-18 month journey.** Can be weeks if you have an established brand.

But then after that, your content could rank in weeks if not days. And then it's FREE traffic!

## What about? Voice Search

#### Google Voice Search Queries = Up >35x Since 2008 & >7x Since 2010, per Google Trends

Google Trends imply queries associated with voice-related commands have risen >35x since 2008 after launch of iPhone & Google Voice Search

Google Trends, Worldwide, 2008 - 2016





## What about? Voice Search

- Aim for Featured Snippets
  - Answer specific questions
  - Answer concisely
  - Write engaging content. 99.5% of featured snippets are in top 10
- Loads in 2 seconds or less

💵 Verizon 🔶

🎱 75% 🦲 🕐

Siri what kind of a hospital bed should I buy for my grandmother

7:26 PM

Tap to Edit 📀

#### Here's what I found:

#### **WEBSITES**

#### Hospital Beds for Senior Home Care & In Home Elderly Caregiving

Designed for burn patients and those with skin grafts, these types of hospital...

www.seniorliving.org

#### Benefits of a Power Hospital Bed for Elderly at Home - Four ...

May 26, 2017 ... The benefits of a power hospital bed for elderly at home, how to ge...

www.fourgenerationsoneroof.com

### Voice Search Long, descriptive queries common.

#### No data in Search Console yet to verify, but it's coming.







## Match Intent





## Satisfy Intent





## Engage USE



#### Google wants to give them something good to



### Is it this?



#### Google wants to give them something good to



### Or is it this?



### The answer is, it's what they want to



# You need backlinks to rank high.



John Mueller, Google – when asked why a site doesn't rank

I look at it with the team and links are not a problem with that....but rather everything else around the website or on the website being more of a problem.





## You need LONG FORM CONTENT to rank high.

"Some pages have a lot of words that say nothing, word count is not indicative of quality." – John Mueller, Google



"Long-form content gets an average of 77.2% more links than short articles. Therefore, long-form content appears to be ideal for backlink acquisition." – Backlinko



### TRUTH

### Content pieces with higher word counts have greater potential to target more relevant queries and get to the root of Search intent.

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### MYTH

## If your site is not secure, Google will not index it.

### TRUTH

# Your website visitors feel safe and you get better engagement.



### MYTH

# URLs with exact match keywords rank better.

### TRUTH

### Sometimes. But only because clickthru rate may be better because URL matches intent.



### MYTH

### Google uses machine learning to "see" images. Therefore you don't need to add alt tags anymore.

### TRUTH

Images aren't always clear to Google. So add them to be safe. PLUS, you'll get better engagement from blind readers (and may avoid a lawsuit as well!)





# You need to blog 4 times a month.

### TRUTH

You could be blogging once a day and it may not have any benefit if you aren't writing strategically to capture intent, satisfy, and engage the reader.



### **Beware SEO Scams**

- On-site optimization is unending
- Promising the backlink moon
- Blogging that is not strategic (content for content sake)
- Blogs that don't target intent (lack understanding of target market and their needs)
- Does not include ongoing improvements in engagement (reviewing GA and WT)

#### Introducing

# Skizzle

Really, really optimized Wordpress websites Optimized for search, engagement, & conversions

Ongoing optimization with graduated pricing that goes down – from liftoff, to climbing altitude, through cruising al