

WELCOME!

Webinar

The Evolution of SEO in 2024

Positioning Your Business for Success



Wednesday
February 21st, 2024
11:30 AM EST



Sydney Fairman

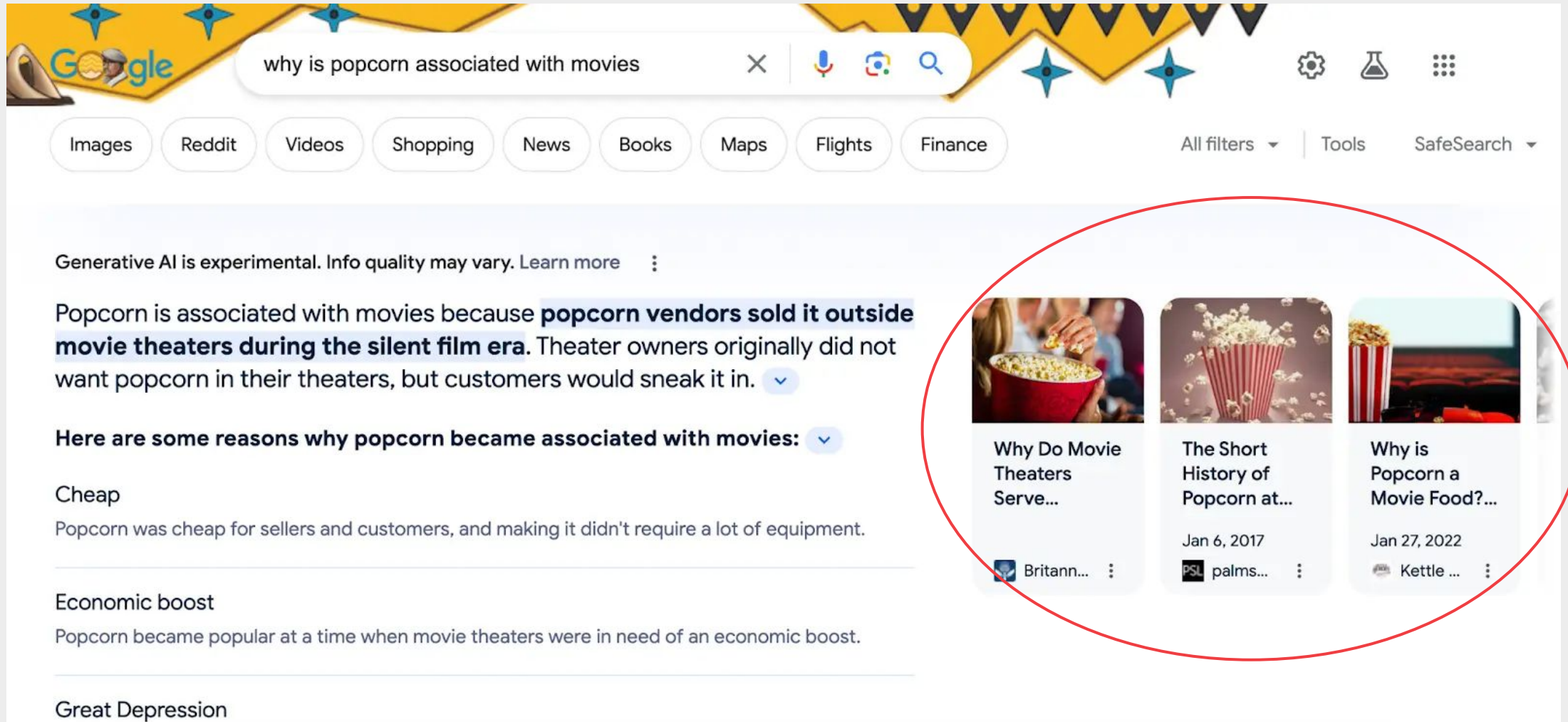
Senior Account
Manager

Google Has Changed!



**But... In What
Key Ways?**

1. Search Generative Experience (SGE)



why is popcorn associated with movies

Images | Reddit | Videos | Shopping | News | Books | Maps | Flights | Finance | All filters | Tools | SafeSearch

Generative AI is experimental. Info quality may vary. [Learn more](#)

Popcorn is associated with movies because **popcorn vendors sold it outside movie theaters during the silent film era**. Theater owners originally did not want popcorn in their theaters, but customers would sneak it in.

Here are some reasons why popcorn became associated with movies:

- Cheap**
Popcorn was cheap for sellers and customers, and making it didn't require a lot of equipment.
- Economic boost**
Popcorn became popular at a time when movie theaters were in need of an economic boost.
- Great Depression**

Related Articles:

- Why Do Movie Theaters Serve...
- The Short History of Popcorn at...
- Why is Popcorn a Movie Food?...

How Do We Prepare for This?

From SEMRush: *“It’s too soon for a surefire way to optimize content for SGE.”*







However...







Focus on developing new content (**and updating old content!**) that directly and comprehensively answers search queries.

DO

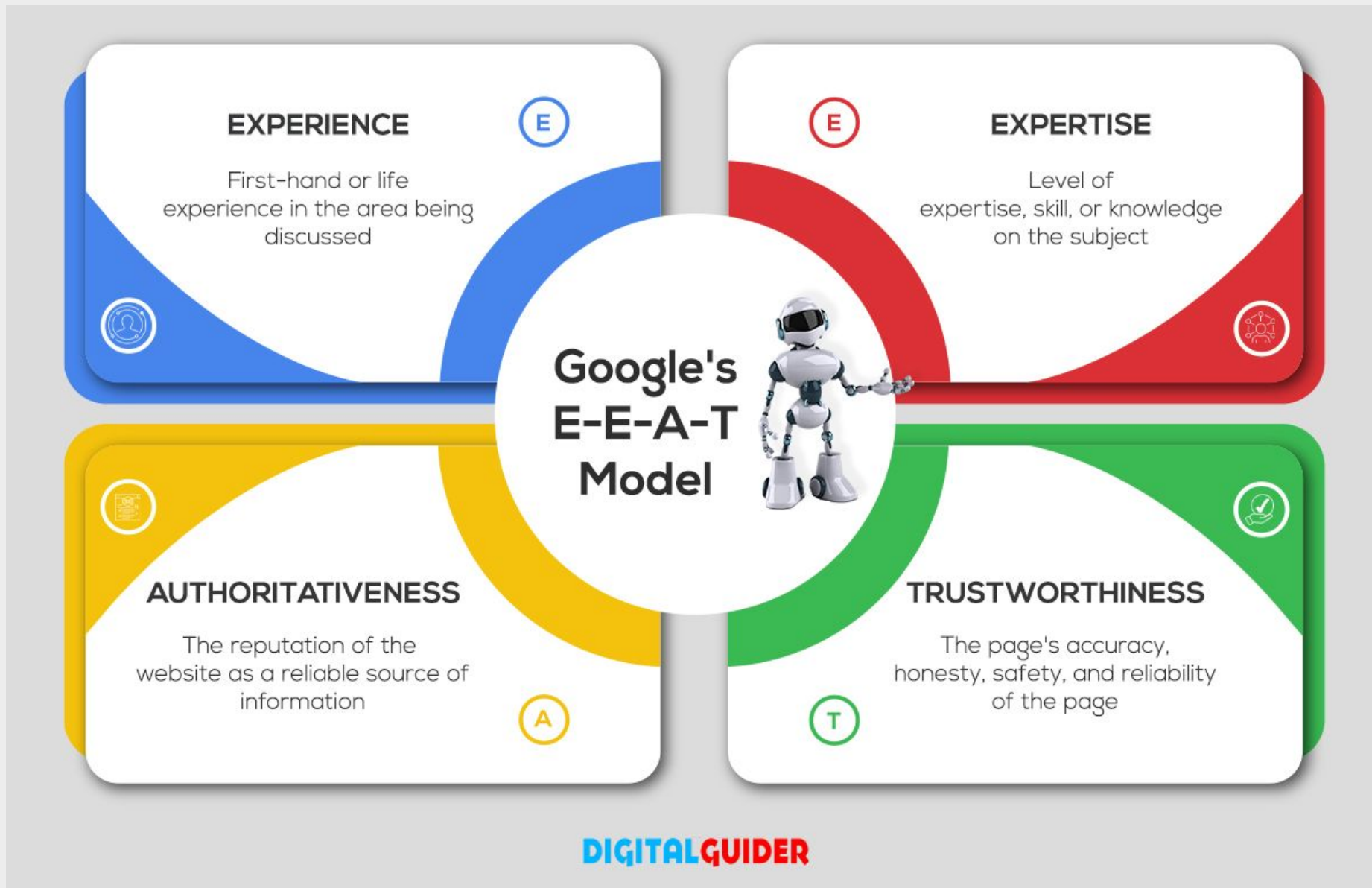
-  Provide expert analysis or opinion (where you can)
-  Make sure your content is organized with dedicated sections and lists
-  Focus on specific topics for blogs
-  Publish or share new information on a topic

DON'T

-  Abandon traditional SEO practices!
-  Participate in keyword stuffing
-  "Cannibalize" keywords
-  Think "quantity over quality"

2. Focusing on Topical Authority

Demonstrating clear expertise on a particular topic is becoming more and more important to ranking on search engines



What's the Approach?

- Developing **comprehensive, expert, and well-formatted content** across a specific topic
- Building a **deep catalog (“topic clusters”)** of content on related topics and subtopics
- Implementing a site structure that makes it easy for **humans AND bots** to discover relevant related content across your website

Topic Cluster

Middle: Pillar Page

Circles: Cluster Pages

Arrows: Hyperlink



3. Focus on Search Intent

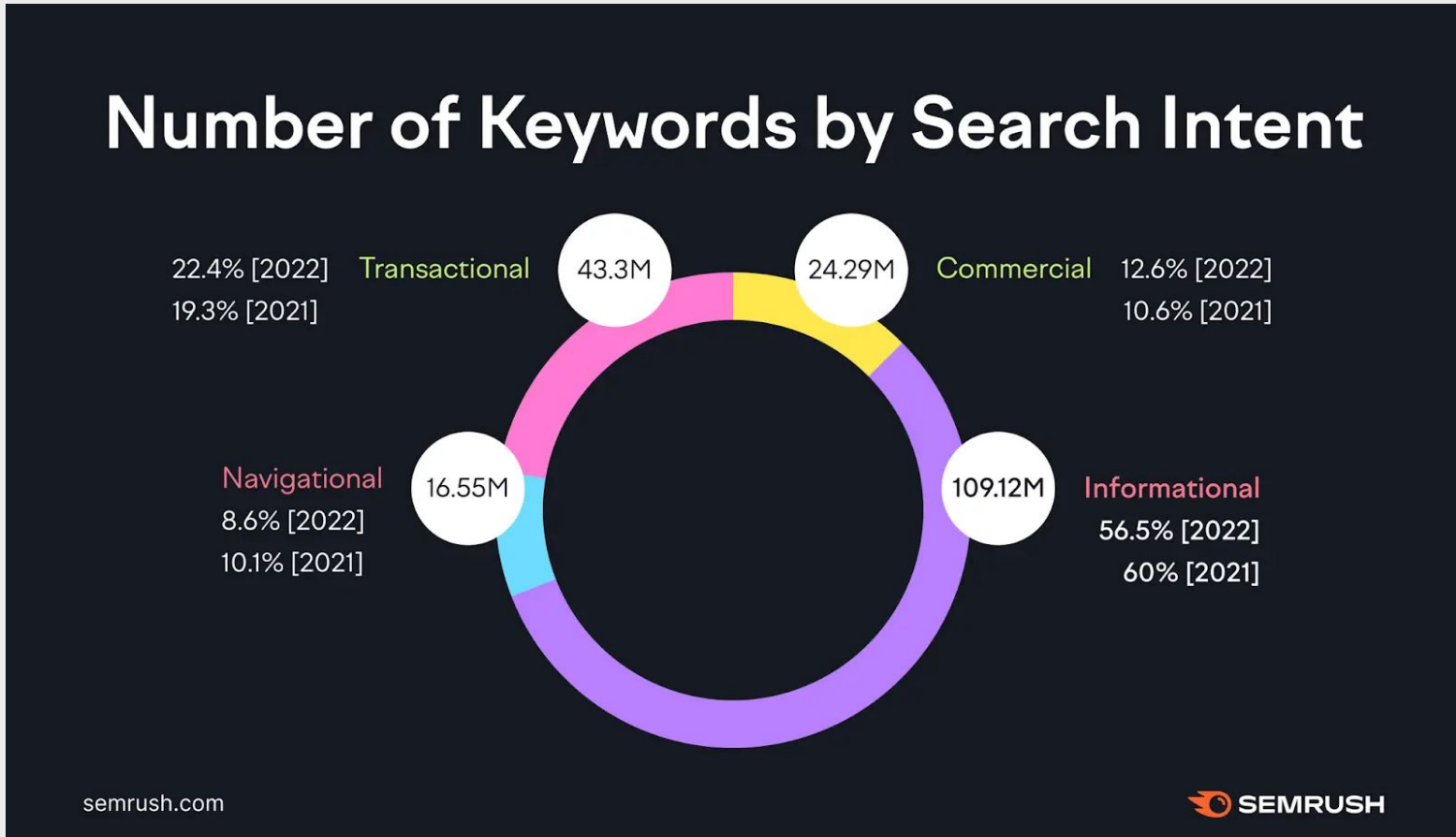
According to SEMRush, there are 4 types of “search intent”

Types of Search Intent

- **Navigational:** User wants to find a specific page (e.g., “gmail login”)
- **Transactional:** User want to complete a specific action, usually a purchase (e.g., “buy honda crv 2024”)
- **Commercial:** User wants to do research before making a purchase decision (e.g., “best coffee maker”)
- **Informational:** User wants to learn more about something (e.g., “what is seo”)

Search Intent is Shifting

“User search intent is shifting towards **transactional** and **commercial** queries, as Google recalibrates SERPs to divert attention away from purely informational content.”



How to Prepare

1. Understand Search Intent
2. Optimize for Transactional Searches
3. Monitor Data (and Adapt as Needed!)



4. Video SEO

Yes, you heard me... it's time
to **get in front of the camera!**



“But Sydney, I’m camera shy!”

My response:



Kidding (Kind Of)

People are eating up video content like never before! Digital video viewers are expected to reach **3.78 billion** worldwide in 2024. In fact...

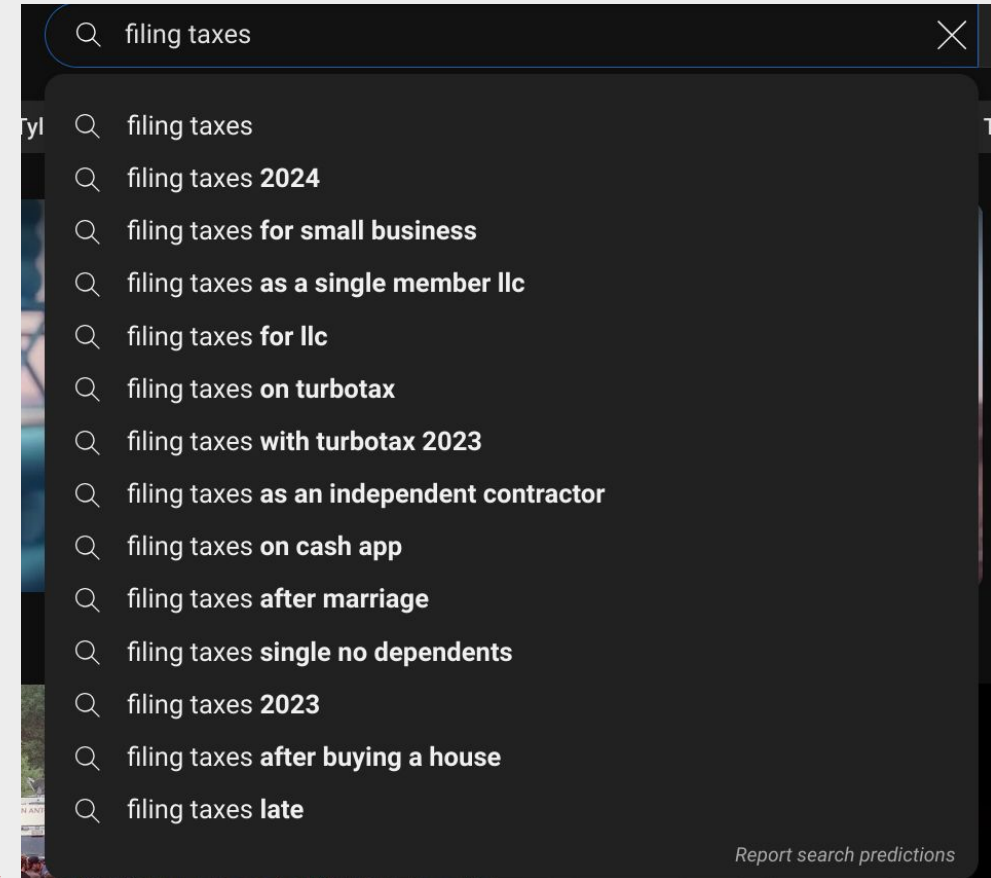
- **89% of users** want to see more videos from the brands they follow
- **An all-time high of 91% of businesses** used video as an online marketing tool in 2023
- **82% of people** say watching a video has convinced them to buy a product or service

***“Ok, I’m on board.
What do I do now?”***

Answer: Come up with a solid video SEO strategy **before** you start recording!

Video SEO Strategy Topic Creation

1. Rely on the most frequently asked questions (FAQs) you hear from both customers and prospects
2. Stay up-to-date on current events/news in your industry ([Google Alerts](#) and [Google Trends](#))
3. Use the autocomplete function on YouTube as a keyword suggestion tool!



A Little Birdy Told Me This Tip, Too

Psst... you can always repurpose your blogs into short-form video content!

OR, better yet, transcribe your videos, edit the transcriptions, and optimize them for long-form blog content!



**At this
point,
you may
be
asking...**



Here's What to Remember

- 1. SEO remains a critical component of digital marketing.**
- 2. Understanding search intent and optimizing for it is more important than ever.**
- 3. AI will not kill SEO; it's going to enhance it**
- 4. Focus on enhancing your existing web content and "clean house" on content that is no longer relevant**

What We're Doing

- Auditing our clients' current SEO state
- Talking with their sales and service teams to uncover the "so what?" behind each message
- Adhering to SEO strategies through thorough, specific research and the intent and in-depth conversations with our clients
- Creating valuable, optimized content based on their unique positioning, geographic service area, and customers' pain points

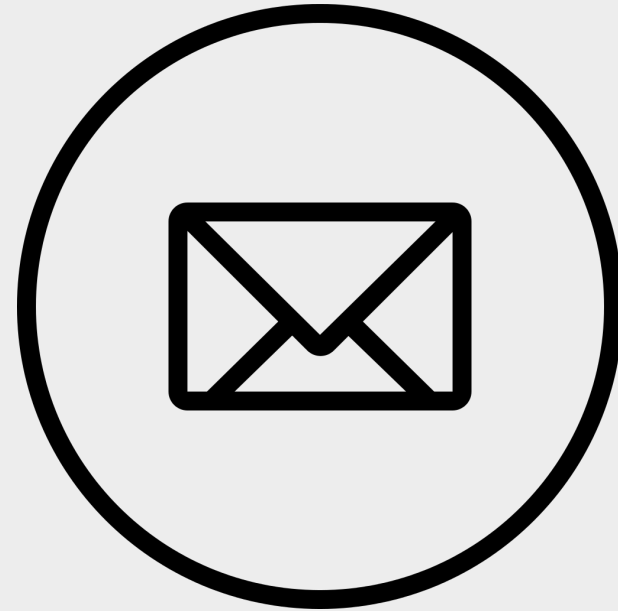


Questions?

Thank You!



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