



From Scraping to Success: The Art of Building SEO-Optimized Content with Google Data and WordPress

Henry Dalziel, November 18th, 2023

Second Rodeo! I Also Spoke At WordCamp 2019

Proud to say that I also spoke at WordCamp 2019!

My talk was very different:

“How To Hack And Defend A WordPress Website”





Quick Bio & Intro

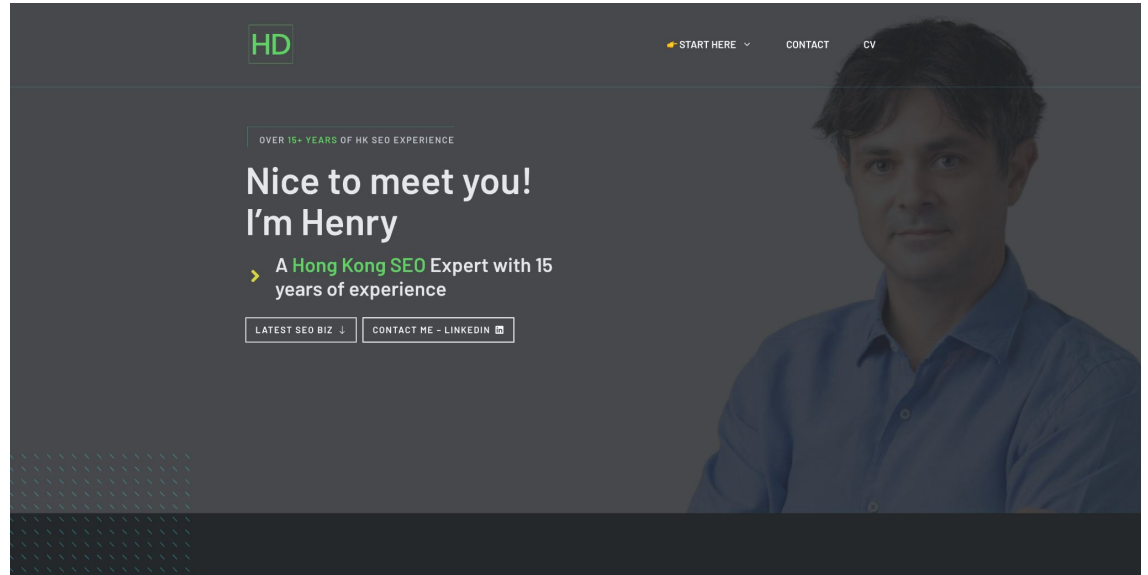
Henry Dalziel, SEO

I've been doing SEO for a long time....since 2002!

I've worked in multiple niches and I've also been freelance, run my own agency and I've launched hundreds of websites with varying degrees of success

HenrySEO.com

- **Pharma**
- Finance
- **eCommerce**
 - Fashion (Kids)
 - Fashion (KPop)
 - Cosmetics (KBeauty)
 - 3D Printing
- **Cybersecurity**
- Insurance
- Luxury Hotels
- Event Marketing
- Education
- Directory Niche Websites
- Law Firms
- Dental Practices
- **Crypto**
-and a bunch of other niches





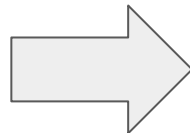
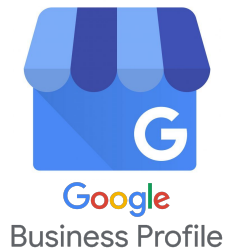
What Is This Talk?

What Is This Talk About?

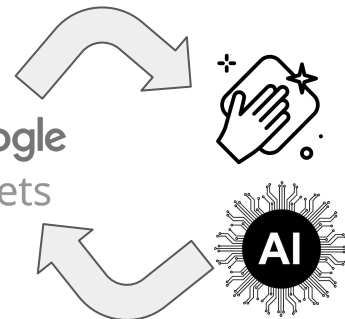
Getting sites to index and get traffic from data that already exists (and that you optimize)

Let's Break Down The Process

1. Think of a niche (example - SEO in Hong Kong)
2. Scrape all the Agencies In Hong Kong
3. Tidy up the data and **improve it**
4. Upload it using
 - a. Plugin: Import All WordPress
 - b. Plugin: WordPress Pods
5. Get the content indexed!



Google
Sheets



What This Talk Is Not

SGE (Search Generative Experience) is coming. No one knows the impact it will have on SEO, especially with regards to informational search.

Directories like I am suggesting in my presentations will be impacted in different ways - will almost certainly depend on the niche you are in.



What Is This Talk About?

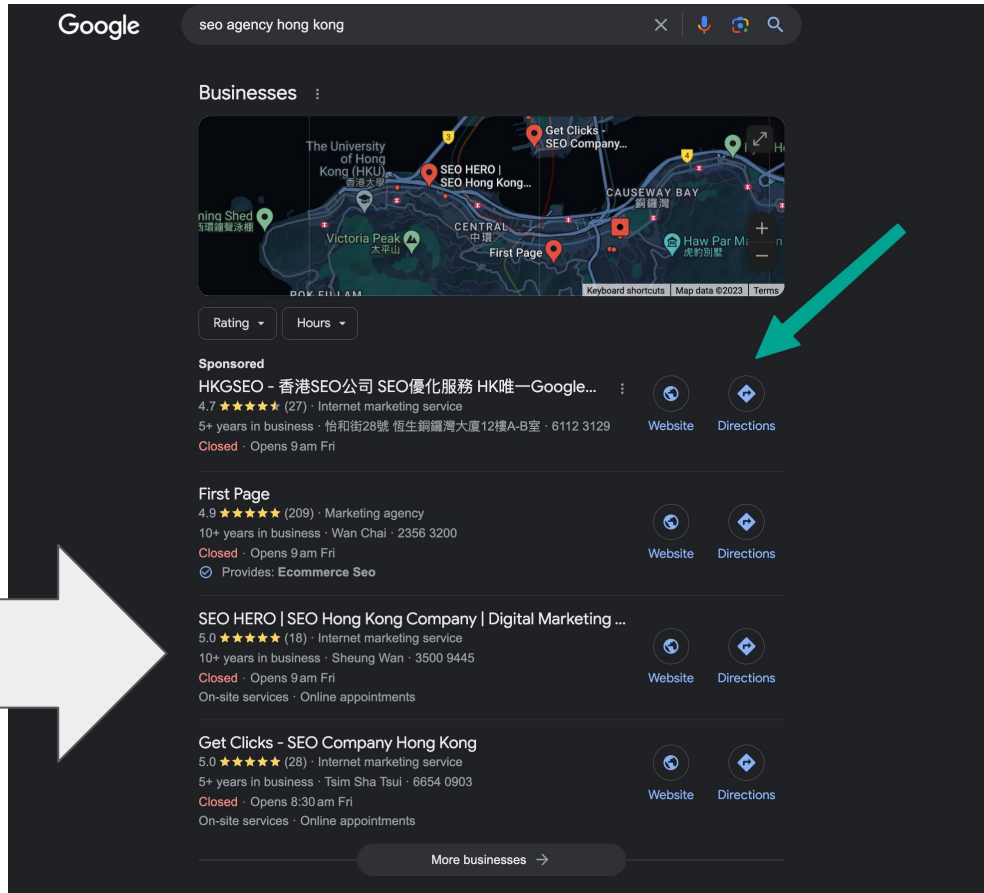
It all starts with an idea of a niche - and then look at Google Business Profiles (GMB)...

What niche you are in or are going after will greatly influence your success with repurposing content.

Always choose a niche that you are passionate about or something that you enjoy writing and sharing experience about.

Ideas might include:

- Solar Energy
- **Junk Boat Rental**
- Locksmiths
- **Plumbers**
- Camping
- **Immigration**
- Mobile Repair
- Keto Diet



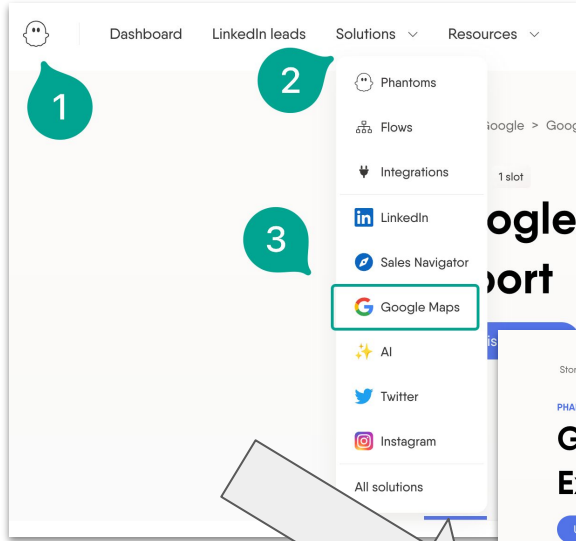


The Process...

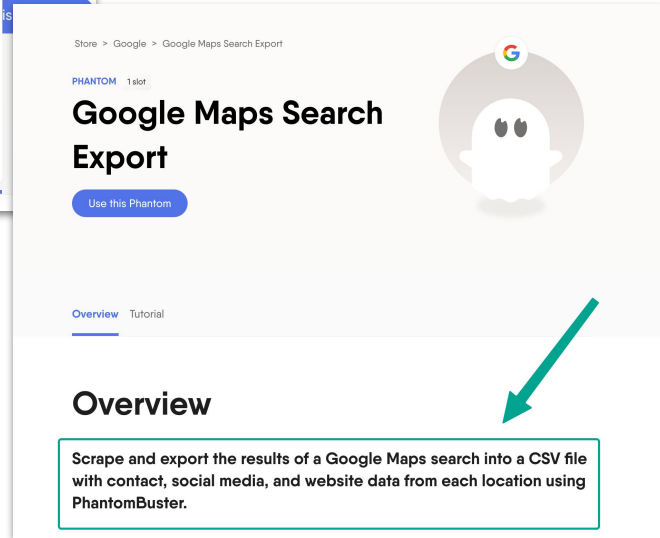
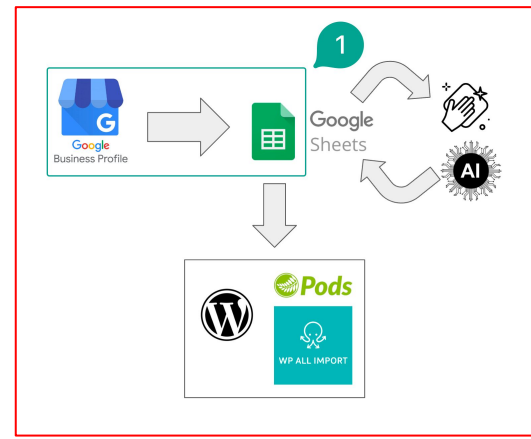


Step 1 → **Data Scraping**

Step 1 → Data Scraping



phantombuster.com



Get a free or paid account with PhantomBuster and select the Google Maps scrape....

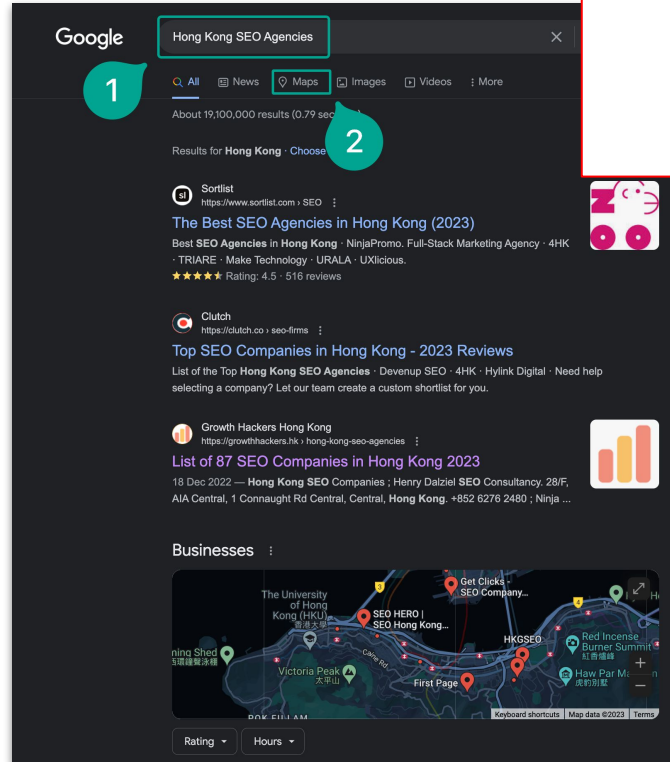
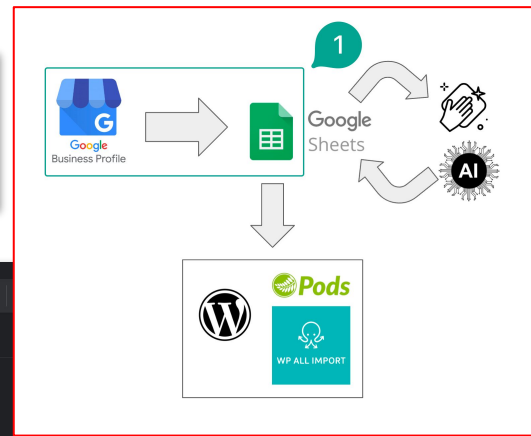
Step 1 → Data Scraping

Take note: Google Maps displays between 140-200 results for each search, so you won't be able to access any more than this. To get more, make your location search criteria more granular and use multiple different searches within the same wider area, as in the example above.

Type	Description
placeUrl	Place Url
title	Title
rating	Rating
reviewCount	Review Count
category	Category
attributes	Attributes
quote	Quote
address	Address
plusCode	Plus Code
website	Website
phoneNumber	Phone Number
openingHours	Opening Hours
currentStatus	Current Status
isBlackOwned	Is Black Owned
indo	Indo
isClaimed	Is Claimed

All of these details belong to the business...

Interesting to note this...



Look at all the data you can get....

To get the URL to feed into the scraping tool - go to Google.com and type in your query.

Then - once you have the results, to to MAPS and copy the URL...

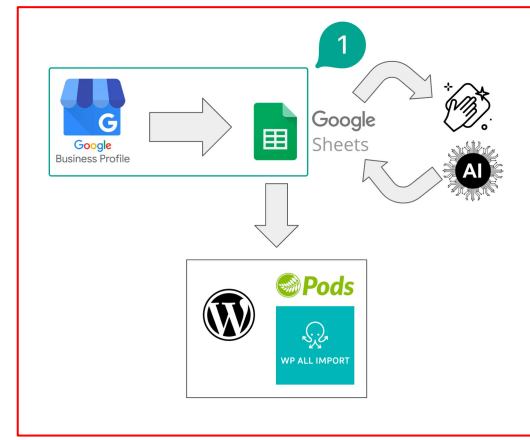
Step 1 → Data Scraping

The screenshot shows a Google Maps search for "Hong Kong SEO Agencies". The left sidebar displays search results, including sponsored listings and organic results. A blue circle highlights a specific area on the map, and a blue arrow points from this area to a detailed view of a business listing. Another blue arrow points from the detailed listing back to the map.

Search Results:

- Sponsored:** HKGSEO (4.7 stars, 27 reviews). Internet marketing service - 怡和街 28號 恆生銷鐘灣大廈12樓A-B室. Open - Closes 6 pm · 6112 3129.
- Sponsored:** First Page (4.9 stars, 209 reviews). Marketing agency - Wu Chung House, Room 3503-07, 3501 & 3520, 35/F, 213 Queen's Rd E. Open - Closes 6 pm · 2356 3200.
- Award-Winning SEO Company**
Visit Site · firstpage.hk/SEO_Hong_Kong
- First Page** (4.9 stars, 209 reviews). Marketing agency - Wu Chung House, Room 3503-07, 3501 & 3520, 35/F, 213 Queen's Rd E. Open - Closes 6 pm · 2356 3200.

Map Details: The map shows various SEO agencies marked with red pins, including "FlowDigital - Web Design &...", "Unique Logic - #1 香港 SEO SEM...", "HKG Digital", "Go Local Digital Marketing", "Elevate Digital", "Rise Marketing", "First Page", and "Ap Lei Chau 鴨脷洲".



The screenshot shows the Phantom scraper configuration interface. A text input field contains the search URL: `https://www.google.com/maps/search/Hong+Kong+SEO+Agencies/@22.2217877,114.1550481,12z/data=!3m1!1e1?entry=ttu`. Below the input field, there are sections for "Your searches" and "Spreadsheet settings".

Your searches

- Give your searches in one of the following formats:
 - Keywords (e.g. restaurant Paris) - not recommended.
 - The URL of a single Google Maps search.
 - The URL of a Google Sheet containing a list of keywords or Google Maps search URLs.
 - The URL of a CSV file containing a list of keywords or Google Maps search URLs.

Spreadsheet settings

Make sure that the CSV and Google Sheets are publicly accessible.

Save →

Of course - this might be dependent on the local area but you can extend this.

Your niche will dictate what it is that you can scrape...

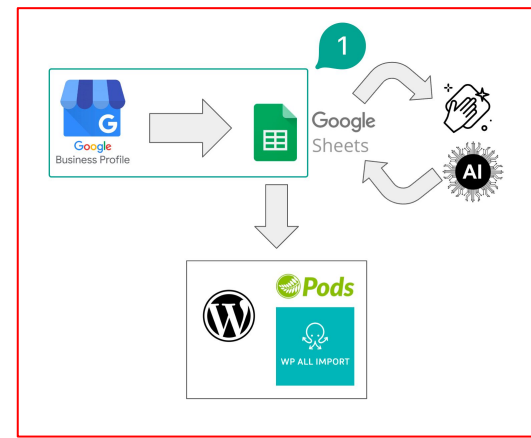
Step 1 → Data Scraping

Select the launch frequency
To keep your account safe, spread your actions across multiple launches throughout the day, during office hours.

Repeatedly **Once** Advanced

Launch options

Launch manually Launch at a specific time



[← Back to dashboard](#)

Phantom | Google Maps Search Export

WordCamp 2023 Demo

Inactive

Select “Launch Manually” (assuming you have the geographical catchment setup as you’d like it to be), and then hit “Launch”

Step 1 → Data Scraping

Phantom | Google Maps Search Export

WordCamp 2023 Demo

Running 34%

41/120 results - search/HongKong+SEO+Agencies/...

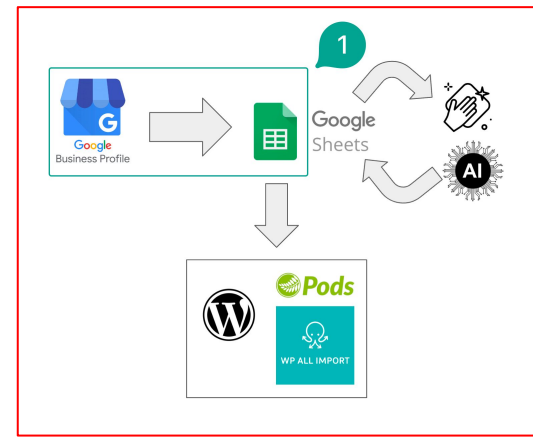
Results Activity

Results (18)

Download results

Search

Place Url	Title	Rating	Review Count	Category	Address
https://www.google.com/maps/place...	AsiaPac Net Media Limited	4.2	13	Marketing agency	NCB Innovation Centre, Unit A2- A6, 9/...
https://www.google.com/maps/place...	First Page	4.9	209	Marketing agency	Wu Chung House, Room 3503-07, 3501...
https://www.google.com/maps/place...	Get Clicks - SEO Company Hong Kong	5.0	28	Internet marketing service	3 Salisbury Rd, Tsim Sha Tsui, Hong Kong
https://www.google.com/maps/place...	SEO HERO SEO Hong Kong Company ...	5.0	18	Internet marketing service	Wayson Commercial Building, Room 51...
https://www.google.com/maps/place...	HKGSEO	4.7	27	Internet marketing service	怡和街28號 恆生鋼鐵灣大廈12樓A-B室...
https://www.google.com/maps/place...	ARCOPIX White-Hat Safe SEO 公司	5.0	13	Internet marketing service	G/F, 52 Leighton Rd, Causeway Bay, H...
https://www.google.com/maps/place...	Go Local Digital Marketing Matterport...	5.0	18		
https://www.google.com/maps/place...	ipulse Creative Design Agency Hong ...	5.0	28		
https://www.google.com/maps/place...	廣東話 SEO 課程 WordPress 課程 香...	4.6	28		
https://www.google.com/maps/place...	Digital Marketing Agency - Digital Home...	4.8	11		



Phantom | Google Maps Search Export

WordCamp 2023 Demo

Inactive

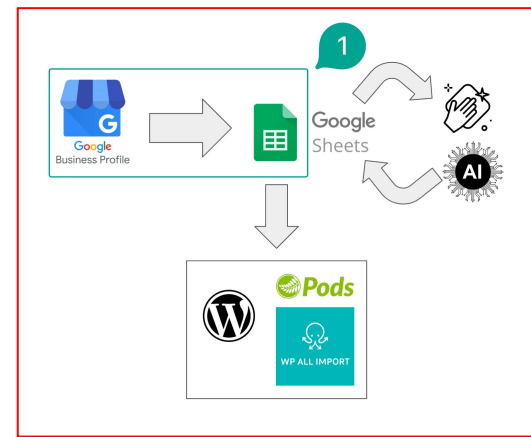
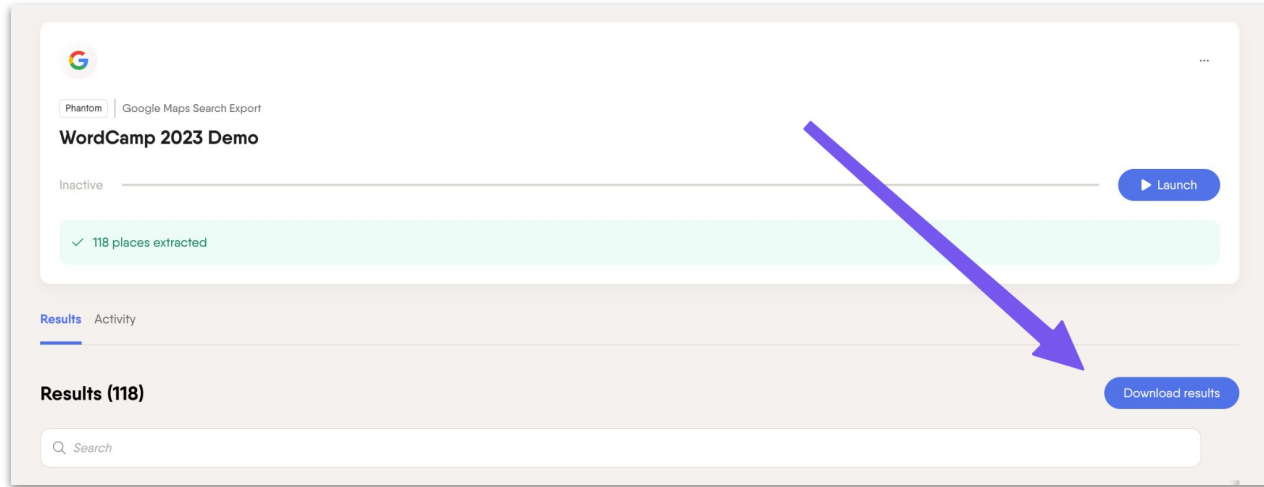
Launch

✓ 118 places extracted

"Places" actually means "Businesses"

The tool will then start scraping - as you can see above....

Step 1 → Data Scraping

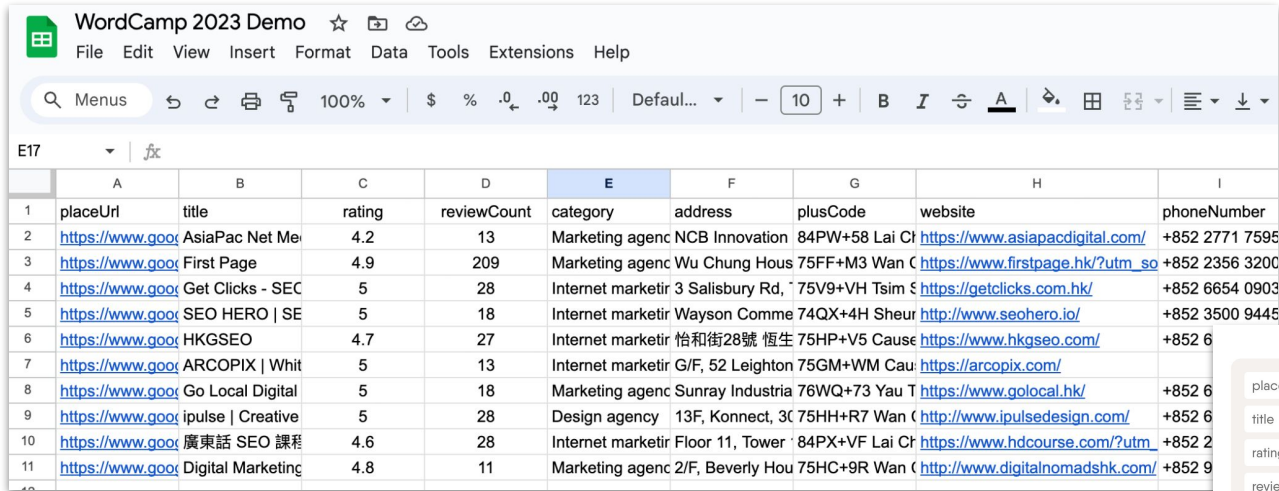


And, finally download the results...

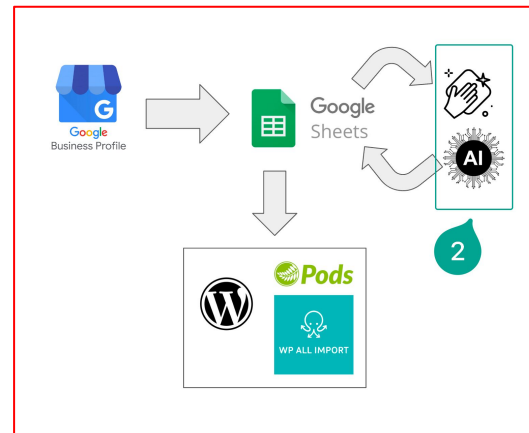


Step 2 → **Data Hygiene / Enhancement**

Step 2 → Data Hygiene / AI Enhancement



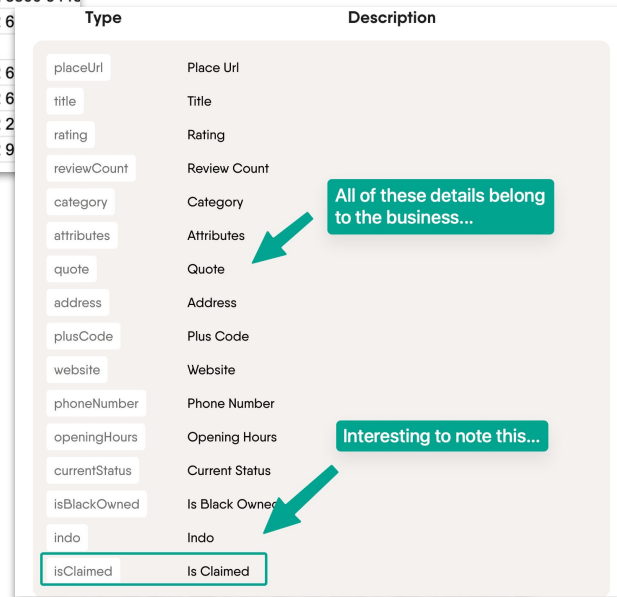
	A	B	C	D	E	F	G	H	I
1	placeUrl	title	rating	reviewCount	category	address	plusCode	website	phoneNumber
2	https://www.google.com/maps/place/AsiaPac+Net+Marketing+Agency	AsiaPac Net Marketing Agency	4.2	13	Marketing agency	NCB Innovation Centre, 84	84PW+58	Lai Chi	+852 2771 7595
3	https://www.google.com/maps/place/First+Page	First Page	4.9	209	Marketing agency	Wu Chung House, 75	75FF+M3	Wan Chai	+852 2356 3200
4	https://www.google.com/maps/place/Get+Clicks+-+SEO	Get Clicks - SEO	5	28	Internet marketer	3 Salisbury Rd, 75	75V9+VH	Tsim Sha Tsui	+852 6654 0903
5	https://www.google.com/maps/place/SEO+HERO+ +SEO	SEO HERO SEO	5	18	Internet marketer	Wayson Commerce Centre, 74	74QX+4H	Sheung Wan	+852 3500 9445
6	https://www.google.com/maps/place/HKG+SEO	HKGSEO	4.7	27	Internet marketer	怡和街28號 恆生	75HP+V5	Causeway	+852 6654 0903
7	https://www.google.com/maps/place/ARCOPIX+ +Whit	ARCOPIX Whit	5	13	Internet marketer	G/F, 52 Leighton Road, 75	75GM+WM	Causeway	+852 6654 0903
8	https://www.google.com/maps/place/Go+Local+Digital	Go Local Digital	5	18	Marketing agency	Sunray Industrial Building, 76	76WQ+73	Yau Tei	+852 6654 0903
9	https://www.google.com/maps/place/ipulse+ +Creative	ipulse Creative	5	28	Design agency	13F, Konnect, 300	300HH+R7	Wan Chai	+852 6654 0903
10	https://www.google.com/maps/place/廣東話+SEO+課程	廣東話 SEO 課程	4.6	28	Internet marketer	Floor 11, Tower 1, 84	84PX+VF	Lai Chi	+852 2771 7595
11	https://www.google.com/maps/place/Digital+Marketing	Digital Marketing	4.8	11	Marketing agency	2/F, Beverly House, 75	75HC+9R	Wan Chai	+852 9999 9999



So far so good....

We have all the fields as listed to the right - however, one piece of data is missing, and that's the "description".

For this we need to turn to ChatGPT API



Type	Description
placeUrl	Place Url
title	Title
rating	Rating
reviewCount	Review Count
category	Category
attributes	Attributes
quote	Quote
address	Address
plusCode	Plus Code
website	Website
phoneNumber	Phone Number
openingHours	Opening Hours
currentStatus	Current Status
isBlackOwned	Is Black Owned
indo	Indo
isClaimed	Is Claimed

Step 2 → Data Hygiene / AI Enhancement

However, in the data-example we are using there is no “descriptive” text, so let’s remedy that...

We could use **ChatGPT** to generate the responses.

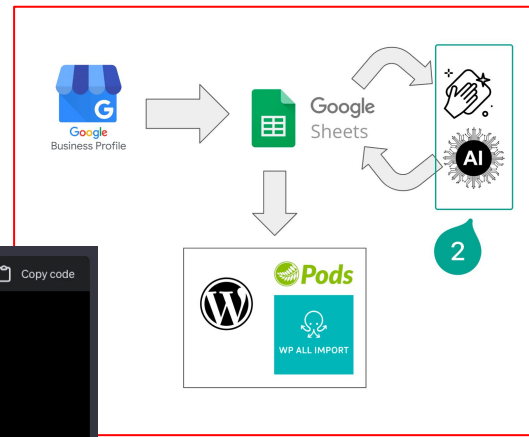
A **Virtual Assistant** could copy and paste the prompts and replies, or we could use a tool like **SheetGPT**.

My favourite is to create a Python script that you can run from your desktop.

Here’s the prompt you can use: “Write me a python script using the chatgpt 4 API that takes prompts from a **text file** and saves the responses to a **csv file**”

The prompts that you can then line up in a text file could be:

Write me 100 words on a company called “ABC”. Try to be professional and concise and write if with SEO in mind...



```
python Copy code

import csv

def read_prompts(file_path):
    with open(file_path, 'r') as file:
        return file.readlines()

def generate_response(prompt):
    # This function should interact with ChatGPT to get a response.
    # Replace this with actual code to get the response from ChatGPT.
    return "Response to: " + prompt

def write_to_csv(output_file, data):
    with open(output_file, 'w', newline='') as file:
        writer = csv.writer(file)
        writer.writerow(['Prompt', 'Response'])
        for prompt, response in data:
            writer.writerow([prompt, response])

def main():
    prompts = read_prompts('prompts.txt')
    prompt_response_pairs = []

    for prompt in prompts:
        response = generate_response(prompt.strip())
        prompt_response_pairs.append((prompt, response))

    write_to_csv('responses.csv', prompt_response_pairs)

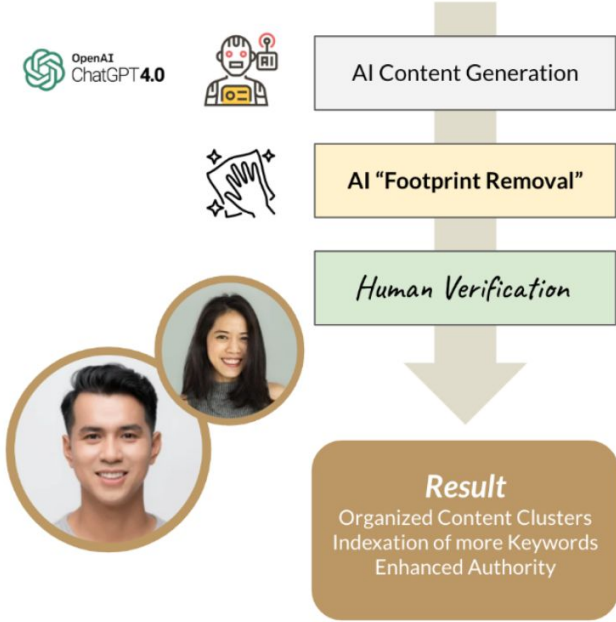
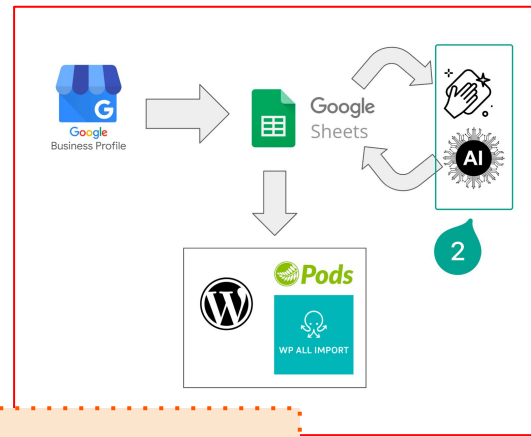
if __name__ == "__main__":
    main()
```



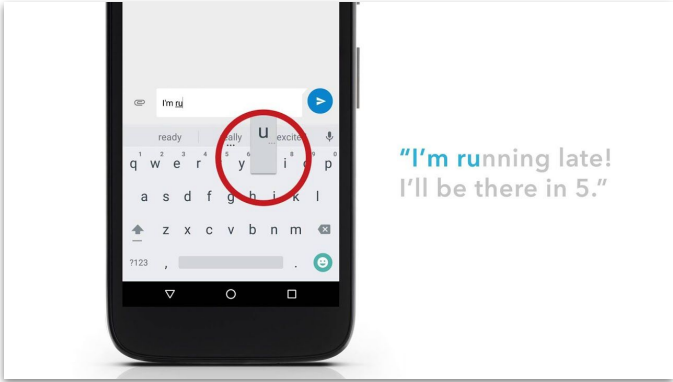
Step 2 → Data Hygiene / AI Enhancement

If you are creating content at scale then you can remove the “AI Footprint...”

Humans speak in a unique way - bit like our fingerprints and DNA

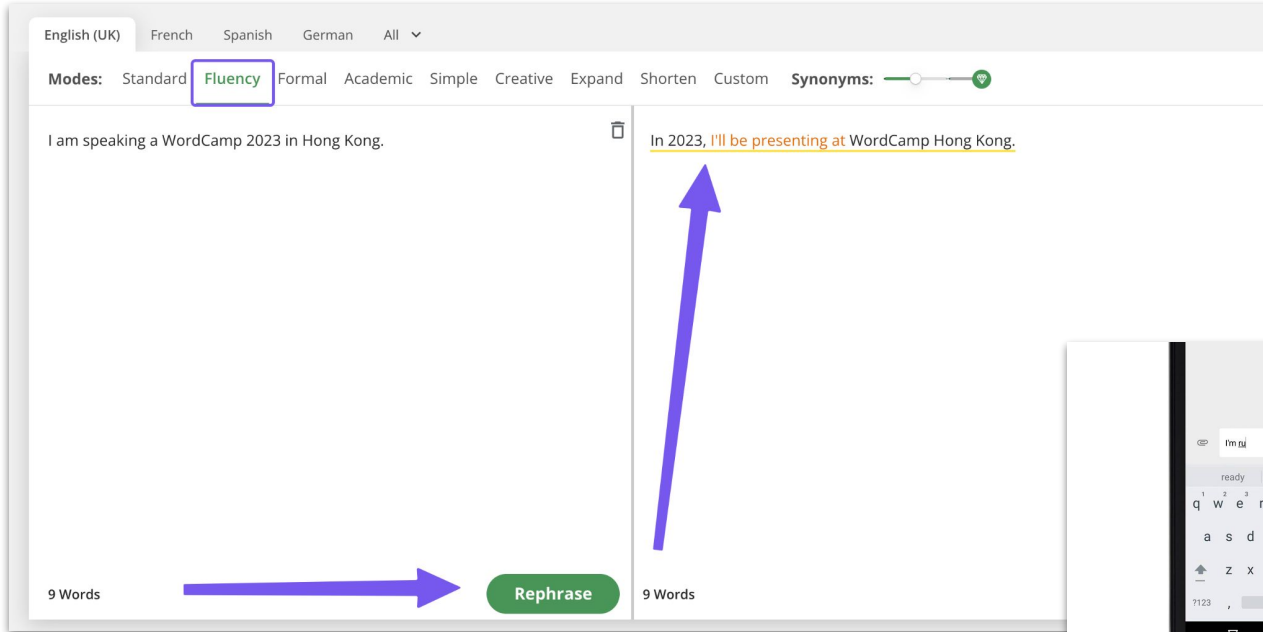


Think of this like a text-auto prompt....

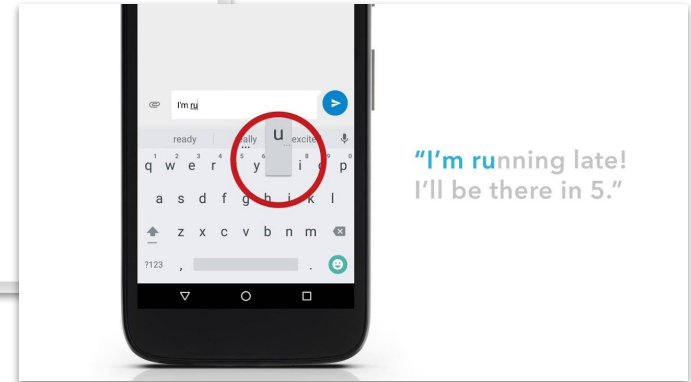
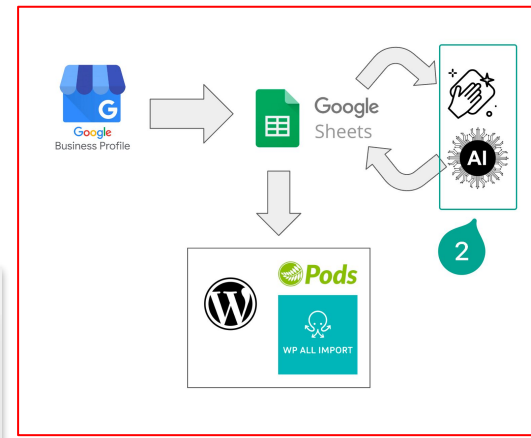


Step 2 → Data Hygiene / AI Enhancement

A nice trick to do this and get past any future algo updates against AI content is to use a PARAPHRASER. These have been around for a long time now...



The screenshot shows a web-based paraphrasing tool. At the top, there are language options: English (UK), French, Spanish, German, and All. Below that, there are modes: Standard, **Fluency** (highlighted with a blue box), Formal, Academic, Simple, Creative, Expand, Shorten, and Custom. A 'Synonyms' slider is also visible. The input text is 'I am speaking a WordCamp 2023 in Hong Kong.' and the output text is 'In 2023, I'll be presenting at WordCamp Hong Kong.' A blue arrow points from the input text to the output text. At the bottom left, it says '9 Words' and a blue arrow points to a green 'Rephrase' button. At the bottom right, it also says '9 Words'.

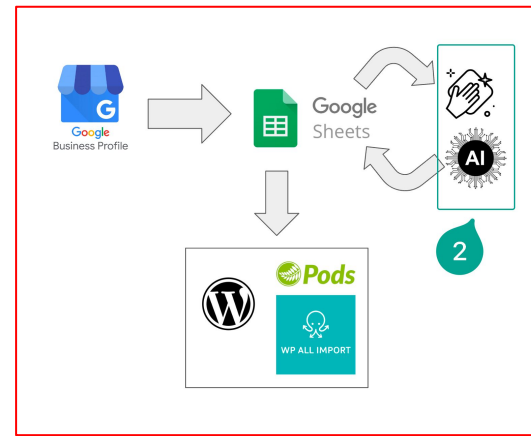


Step 2 → Data Hygiene / AI Enhancement

The end result is this....

We have all our data ready - with a new column that includes AI created (or human created) / paraphrased content that hopefully does a good job at introducing some new content into the domain.

Also, it might be worth including URL Slugs that you can use - but only IF you want each row to be an independent URL. This is particularly useful for sites that are going to be mass-page websites.



	A	B	C	D	E	F
1	placeUrl	title	Description	URL Slug	website	rating
2	https://www.google.com/maps/place/AsiaPac+Net+Marketing+Agency/@22.311729,114.169611,15z	AsiaPac Net Marketing Agency	Lorum	review-asiapacdigital.com	https://www.asiapacdigital.com/	4.2
3	https://www.google.com/maps/place/First+Page+Marketing+Agency/@22.311729,114.169611,15z	First Page Marketing Agency	Ipsium	review-firstpage.hk	https://www.firstpage.hk/?utm_so	4.9
4	https://www.google.com/maps/place/Get+Clicks+Marketing+Agency/@22.311729,114.169611,15z	Get Clicks - SEO & Digital Marketing	Lorum	review-getclicks.com.hk	https://getclicks.com.hk/	5
5	https://www.google.com/maps/place/SEO+HERO+Marketing+Agency/@22.311729,114.169611,15z	SEO HERO SEO & Digital Marketing	Ipsium	review-seohero.io	http://www.seohero.io/	5
6	https://www.google.com/maps/place/HKG+SEO+Marketing+Agency/@22.311729,114.169611,15z	HKGSEO Marketing Agency	Lorum	review-hkgseo.com	https://www.hkgseo.com/	4.7
7	https://www.google.com/maps/place/ARCOPIX+Marketing+Agency/@22.311729,114.169611,15z	ARCOPIX White Label SEO & Digital Marketing	Ipsium	review-arcopix.com	https://arcopix.com/	5
8	https://www.google.com/maps/place/Go+Local+Digital+Marketing+Agency/@22.311729,114.169611,15z	Go Local Digital Marketing Agency	Lorum	review-golocal.hk	https://www.golocal.hk/	5
9	https://www.google.com/maps/place/Ipulse+Creative+Marketing+Agency/@22.311729,114.169611,15z	ipulse Creative & Digital Marketing Agency	Ipsium	review-ipulsedesign.com	http://www.ipulsedesign.com/	5
10	https://www.google.com/maps/place/%E5%B8%A4%E6%96%B9%E8%AA%80%E8%AA%92%E8%AA%A4+SEO+%E8%AC%9B%E8%AC%8B/@22.311729,114.169611,15z	廣東話 SEO 課程	Lorum	review-hdcourse.com	https://www.hdcourse.com/?utm	4.6
11	https://www.google.com/maps/place/Digital+Marketing+Agency/@22.311729,114.169611,15z	Digital Marketing Agency	Ipsium	review-digitalnomadshk.com	http://www.digitalnomadshk.com/	4.8



Step 3 → **Data Upload**

Step 3 → Upload

WordPress 6.4.1 is available! [Please update now.](#)

Add New Pod [« Back to Manage](#)

1 Create or Extend **2** Configure

Pods are content types that you can customize and define fields for based on your needs. You can choose to create a Custom Post Type, Custom Taxonomy, or Custom Settings Pages for site-specific data. You can also extend existing content types like WP Objects such as Post Types, Taxonomies, Users, or Comments.

Not sure what content type you should use? Check out our [Content Type Comparison](#) to help you decide.

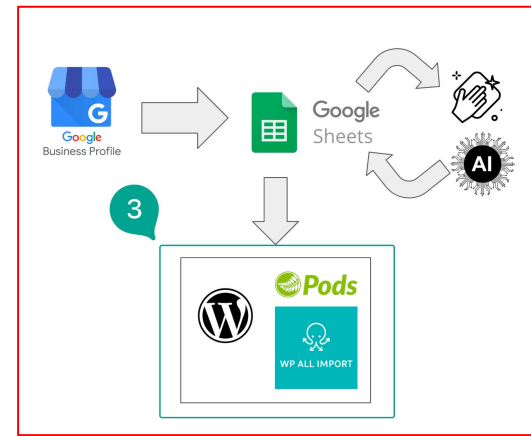
One-click Actions

- [Add custom fields to Posts](#)
- [Add custom fields to Pages](#)
- [Add custom fields to Categories](#)
- [Add custom fields to Users](#)

Add New Pod Wizard

Create New »
Create entirely new content types using Post Types, Taxonomies, or Custom Settings Pages.

Extend Existing »
Extend any existing content type within WordPress, including Post Types (Posts, Pages, etc), Taxonomies (Categories, Tags, etc), Media, Users, or Comments.



Two Plugins:

1. WP All Import
2. WordPress Pods

Step 3 → Upload

WordPress 6.4.1 is available! [Please update now.](#)

Add New Pod [« Back to Manage](#)

1 Create or Extend ✓ 2 Configure

Creating a new Content Type allows you to control exactly what that content type does, how it acts like, the fields it has, and the way you manage it.

Create a New Content Type

Content Type ? ▾

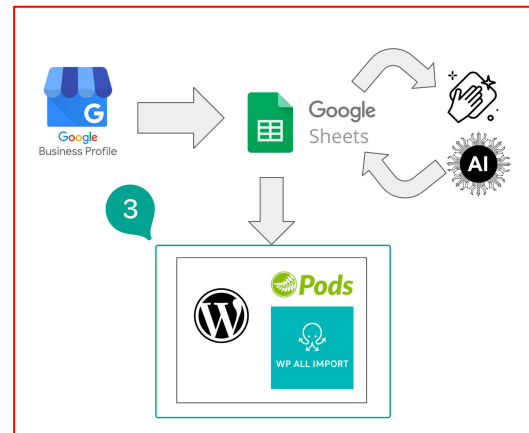
Singular Label ?

Plural Label ?

[Advanced +](#)

[Start Over](#)

[Next Step](#)



The screenshot shows the 'Add Field' dialog box in the WordPress Pods plugin. The background is a blurred view of the 'Edit Pod' page for 'hong_kong_agency'. The dialog box has a title bar with 'Hong Kong Agencies > More Fields > Add Field' and a close button. It contains several sections: 'Field Details' with a 'Label' field; 'Plain Text Options' with 'Name', 'Repeatable', and 'Description' fields; 'Advanced' with a 'Field Type' dropdown; 'Conditional Logic' with a 'Plain Text' field; and 'REST API' with a 'Required' checkbox. At the bottom, there is a red banner that says 'Create fields that match the Google Sheets columns' and two buttons: 'Cancel' and 'Save this Field'.

Step 3 → Upload

WordPress 6.4.1 is available! [Please update now.](#)

Edit Pod: hong_kong_agency [Edit](#)

Rank Math has detected a new p

Fields Labels Admin U

More Fields

Hong Kong Agencies > More Fields > Add Field

Field Details

Label *

Plain Text Options

Repeatable

Advanced

Conditional Logic

REST API

Name *

Description

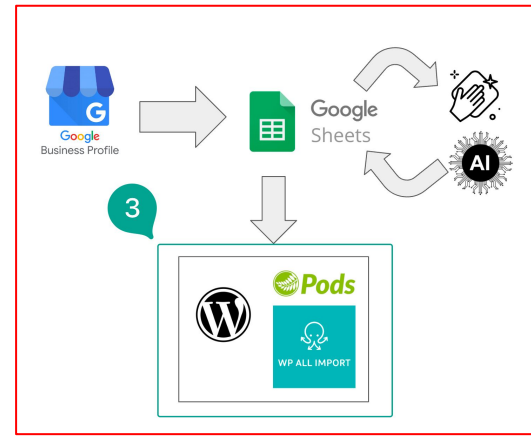
Field Type *

Plain Text

Required ?

[Cancel](#) [Save New Field](#)

Create fields that match the Google Sheets columns



Step 3 → Upload

WP ALL IMPORT
New Import

Upload a file | Download a file | Use existing file

Upload Complete - pet-stores-v2.csv (15.31kb)

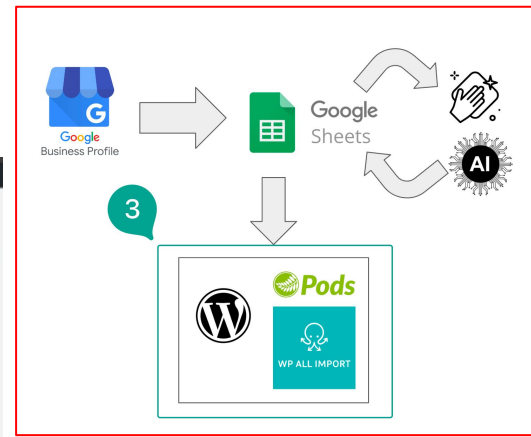
Import data from this file into...

New Items | Existing Items

Create new **Pet Stores** for each record in my data file.

Continue to Step 2

Created by **sofiyy**



Step 3 → Upload

meetup 1 New Howdy, ad

Custom Fields

3 fields were automatically detected. [Clear All Fields](#)

If not all fields were detected, manually create a Pet Store, and fill out each field you want to import data to. Then create a new import, and WP All Import will display these fields as available for import below.

[Hide Notice](#)

Name	Value	
address	{address[1]}	Field Options...
website	{website[1]}	Field Options...
phone_number		

[Add Custom Field](#)

Other Pet Store Options

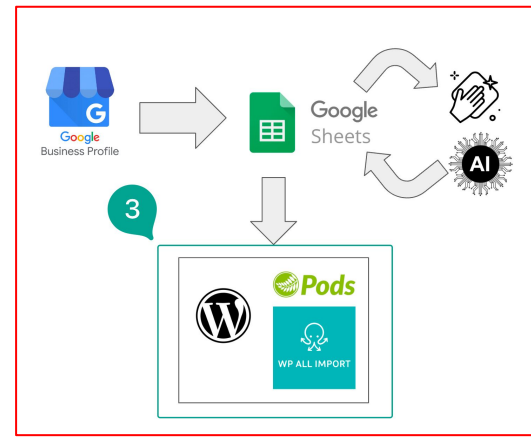
Function Editor

Save settings as a template [Load Template...](#)

1 of 20

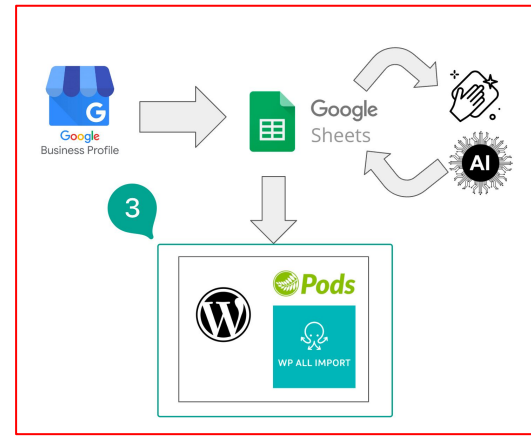
placeurl	https://www.google.com/maps/
title	Pawtners
description	This is Hong Kong's top pet store, and it will be featured on our official website.
rating	4.7
reviewcount	73
category	Pet store
attributes	In-store shopping - Kerbside pickup - Delivery
address	Shop B, 2-4 Chung Ching Street, Chung Ching St, Sai Ying Pun, Hong Kong
pluscode	74PR+WC Sai Ying Pun, Hong Kong
website	pawtners.com.hk
phonenumber	+852 5160 1470
wednesday	1-7PM
thursday	1-7PM
friday	1-7PM
saturday	1-7PM
sunday	1-7PM
monday	Closed
tuesday	1-7PM
currentstatus	Open now
imgurl	https://lh5.googleusercontent.com/h272-k-no
isclaimed	TRUE

You drag over the fields to match the template fields in the Custom Post Type



Step 3 → Upload

The screenshot shows the WP All Import interface in a browser. The main heading is "Confirm & Run" with a sub-heading "Import Complete!". Below this, two green checkmarks indicate success: "All 20 records from pet_stores_v2.csv were successfully processed." and "WP All Import created 20 new records." A "Log" section at the bottom shows a list of actions performed, such as "ACTION: pmxi_custom_field" and "CREATED 'Dog-Eleven Pet Shop' 'Pet Store' (ID: 32)".





Step 4 → **Indexation**

Step 4 → Index & SEO

Some Ideas To Get The Site Going...

1. Create a Google Search Console (GSC) account (and GA4) and submit the sitemap to GSC
2. Submit the homepage to an indexer tool like Omega Indexer
3. Submit the homepage to social media and try to post on sites like X and Reddit that are crawled millions of times a day
4. Try to get backlinks (either paid or barter)
5. Create a Press Release and submit it for indexation (using a tool like Fiverr or Legiit)

Step 4 → Index & SEO

OR.....what about buying an existing website with traffic?

Plenty of places to find a website with traffic (or at least with maturity) that is in your niche.

Look at EmpireFlippers.com or Facebook groups, discord channels etc...

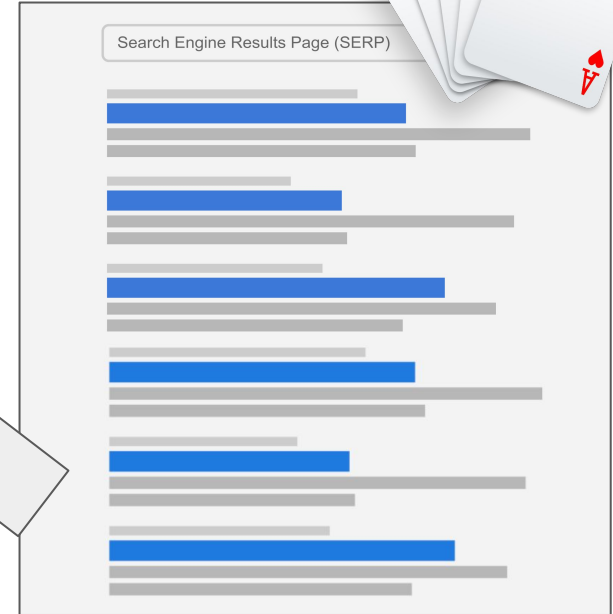
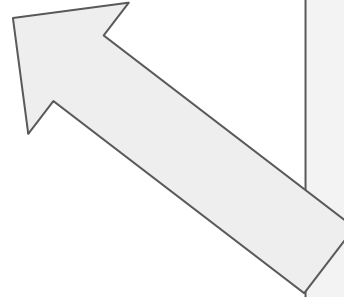


Step 4 → Index & SEO

Remember, SEO is “common sense”

- Don't overcomplicate things
- Keep it simple
- Google literally gives you the answers
- Look at who is winning the query and ask yourself - can I beat the winner? If yes, then go for it!
- If the question is being answered by Quora or Reddit then you can win that position
- Links? Sure, just make sure that they are on-point and get genuine traffic

.... What about content to power up the directory or money pages?



Step 4 → Index & SEO

Content topical cluster....be seen as the Authority in your niche

AI is fantastic at creating topical clusters for several reasons:

1. It can group thousands of keywords into relationships
2. Suggest titles that address these sub-niches



Money Page (or YOUR Resource)



Blog Post (or Content)



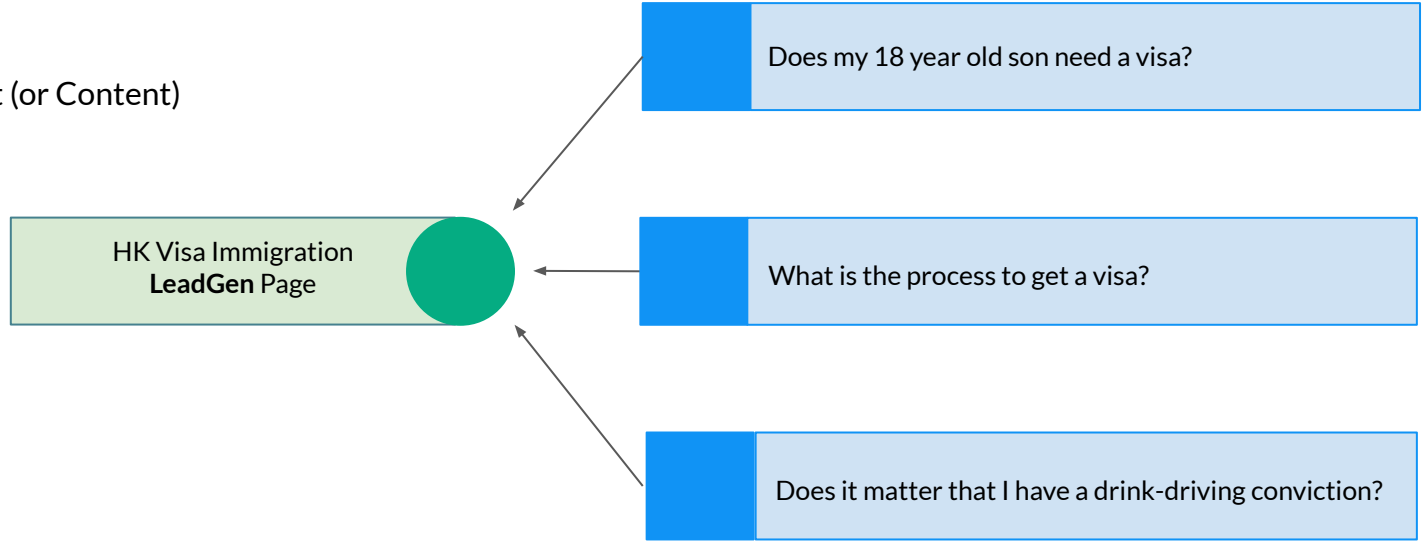
Step 4 → Index & SEO



Money Page



Blog Post (or Content)



Step 4 → Index & SEO

SEOs measure domains by DA "Domain Authority" which is a 3rd Party Metric

Backlinks ENDORSE your content (and website)

Think of this as a popularity content....but how do I get links? Well...there are many ways....



The more incoming links you have "the better" but quality is definitely better than quantity

Example: x1 link from the SCMP.com is worth x100 crappy links from low-traffic domains - again, it's all about authority

How to Get Backlinks?

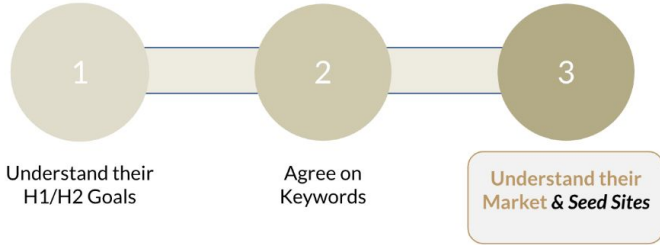
1. Pay for Them
2. Guest Post
3. Web 2.0 Posts
4. Get Sneaky

→ AI can help with all of these...

Step 4 → Index & SEO

GoogleBot doesn't start its' epic journey at some random entry point - it starts at known entities for that market - i.e. Trusted Entities (like Top Tier Media, or Industry Membership Sites, Wikipedia - etc - it depends per niche).

Each Market is Different and Requires a Modified SEO Strategy.



What Are Seed Sites?

Example..Fashion Niche

- ✓ Trusted Entity in Fashion
- ✓ Google STARTS Here...
- ✓ All domains NEAR the source will do well and will also share that authority

Google Patent: US 9,165,040 B1 "Producing a Ranking For Pages USING DISTANCES in a Web-Link Graph"

United States Patent
Hajaj

(12) Patent No.: **US 9,165,040 B1**
(45) Date of Patent: **Oct. 20, 2015**

(54) **PRODUCING A RANKING FOR PAGES USING DISTANCES IN A WEB-LINK GRAPH**

(75) Inventor: **Nissan Hajaj**, Foster City, CA (US)

(73) Assignee: **Google Inc.**, Mountain View, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 268 days.

(21) Appl. No.: **11/546,755**

(22) Filed: **Oct. 12, 2006**

(10) Patent No.: **US 9,165,040 B1**
(45) Date of Patent: **Oct. 20, 2015**

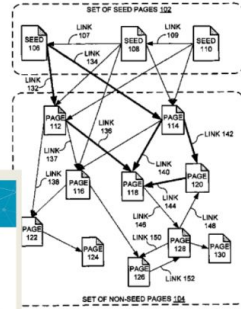
5,325,298 A 6/1994 Gallant
5,341,293 A 8/1994 Vercelney et al.
5,386,556 A 1/1995 Hedin et al.
5,418,948 A 5/1995 Turtle
5,446,842 A 8/1995 Schaeffer et al.
5,446,891 A 8/1995 Kaplan et al.
5,471,611 A 11/1995 McGregor
5,530,852 A 6/1996 Modak, Jr. et al.
5,535,325 A 7/1996 Cattell et al.

(Continued)

FOREIGN PATENT DOCUMENTS

WO WO 95/00896 1/1995
WO 2007/041120 4/2007

Nissan Hajaj
Algorithms and Software Engineer
Redwood City, California, United States
244 followers · 234 connections



So, we try and get a link for site that have REAL Authority

OUR CLIENT

Top Tip

The closer you are to the Seed - the better!



Show Me Some Examples!

Example 1 → GrowthHackers.hk



The Search Engine clearly viewed this as being a helpful resource...

Organic search ▲

- Organic keywords
- Top pages**
- Organic competitors
- Content gap
- ch ▲
- ords
- s

Pages ▲

- Best by links
- Top content
- Outgoing links ▲

30

0 19 Nov 2021 3 Mar 2022 15 Jun 2022

93 pages Total traffic: 109 17 Nov 2023 Compare with: 17 Nov 2022 ▼

URL	Status
https://growthhackers.hk/hong-kong-seo-agencies/ ▼	
https://growthhackers.hk/deep-dive-into-hong-kong-seo-keyword-ranking/	New
https://growthhackers.hk/local-or-international-domain/ ▼	

Hong Kong SEO Companies

Updated for 2023

- Digital Marketing (150)
- Growth Hacking (148)
- SEO (38)
- Web Design (4)
- Marketing Courses (3)
- Media Buying (1)
- Mobile App Dev (1)

Reset All Search Filters

1

INTSOC
7/F, 562 Nathan Rd, Mong Kok, Hong Kong
+852 9228 3802
=> Digital Marketing, Growth Hacking
INTSOC LTD is one of the leading Digital Marketing agencies in Hong Kong since 2014. By providing fully customized and orchestrated digital marketing solutions, they have already helped 200+ brands to optimize their marketing strategy and maximize their marketing ROI. With a passion for technology creation and implementation, they set out in 2014 on a... [Read more](#)

2

Henry Dalziel SEO Consultancy
28/F, AIA Central, 1 Connaught Rd Central, Central, Hong Kong
+852 9276 2480
=> Digital Marketing, Growth Hacking, SEO
The Henry Dalziel SEO Consultancy provides clients with a variety of additional digital marketing services in addition to SEO, including website design, content marketing, and social media marketing. This SEO Consultancy is well-equipped to assist its clients in achieving success in the digital world since they have a team of specialists that is both dedicated... [Read more](#)

This site used to rank for "Hong Kong SEO" for approximately one year because of this tactic...

161 keywords 17 Nov 2023 Compare with: 17 Aug 2023 Filters

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
+ hong kong seo company	3	100	21	0.00	12	+8	0	9 → 3	▲6
+ seo company hong kong	3	100	29	7.45	9	+6	0	11 → 6	▲5
+ hong kong seo	6	200	25	8.60	9	-13	0	3 → 7	▼4
+ hong kong seo agency	4	60	12	N/A	5	+3	0	12 → 5	▲7
+ seo agency near me	4	30	12	N/A	3	+2	0	10 → 3	▲7
+ .com.hk vs .hk	2	20	0	N/A	3		0	3	
+ cg marketing	4	80	0	N/A	3	+2	0	14 → 9	▲5
+ seo agency hong kong	4	150	10	5.89	2	-4	0	8 → 13	▼5
+ seo services hong kong	3	80	29	5.96	2		0	12	
+ seo companies near me	2	20	31	N/A	2		0	4 → 5	▼1

Example 1 → GrowthHackers.hk

Desktop Ranking Probabilities - Hong Kong SEO Company - en HK near Hong Kong - 2023-11-17 22:37 (10 samples)

Avg Rank	URL	Odds	Chart	Rankings
1.0	https://clutch.co/hk/seo-firms	100%, 100% @ #1, worst case 1		1,1,1,1,1,1,1,1,1,1
2.1	https://growthhackers.hk/hong-kong-seo-agencies/	100%, 90% @ #2, worst case 3		2,3,2,2,2,2,2,2,2,2
2.9	https://www.sortlist.com/seo/hong-kong-hk	100%, 90% @ #3, worst case 3		3,2,3,3,3,3,3,3,3,3
4.0	https://digitalzoo.com.hk/en/seo/	100%, 100% @ #4, worst case 4		4,4,4,4,4,4,4,4,4,4
5.0	https://www.firstpage.hk/seo/	100%, 100% @ #5, worst case 5		5,5,5,5,5,5,5,5,5,5
6.1	https://manson.space/hong-kong-seo/	100%, 90% @ #6, worst case 7		6,7,6,6,6,6,6,6,6,6
7.1	https://www.butter.com.hk/services/seo	100%, 90% @ #7, worst case 8		7,8,7,7,7,7,7,7,7,7
7.8	https://elevatedigital.hk/	100%, 90% @ #8, worst case 8		8,6,8,8,8,8,8,8,8,8
9.0	https://www.youfind.hk/hk-seo-company.html	100%, 100% @ #9, worst case 9		9,9,9,9,9,9,9,9,9,9
10.0	https://sdmc.com.hk/en/seo/	100%, 100% @ #10, worst case 10		10,10,10,10,10,10,10,10,10,10
11.3	https://www.seohero.io/	100%, 90% @ #11, worst case 14		11,14,11,11,11,11,11,11,11,11
11.9	https://www.hkgdigital.com/	100%, 90% @ #12, worst case 12		12,11,12,12,12,12,12,12,12,12
13.0	https://www.truelogic.com.hk/seo-services/	100%, 100% @ #13, worst case 13		13,13,13,13,13,13,13,13,13,13

Example 1 → GrowthHackers.hk

Desktop Ranking Probabilities · Hong Kong SEO · en HK near Hong Kong - 2023-11-17 22:42 (10 samples)

Avg Rank	URL	Odds	Chart	Rankings
1.4	https://www.firstpage.hk/seo/	100%, 60% @ #1, worst case 2		2,1,1,1,1,2,1,2,2,1
2.7	https://growthhackers.hk/hong-kong-seo-agencies/	100%, 50% @ #4, worst case 4		1,4,4,3,4,1,4,1,1,4
3.5	https://manson.space/hong-kong-seo/	100%, 50% @ #3, worst case 4		4,3,3,4,3,4,3,4,4,3
3.9	https://elevatedigital.hk/	100%, 50% @ #5, worst case 5		3,5,5,2,5,3,5,3,3,5
4.1	https://www.seohero.io/	100%, 50% @ #2, worst case 11		5,2,2,11,2,5,2,5,5,2
6.0	https://topseo.com.hk/	100%, 100% @ #6, worst case 6		6,6,6,6,6,6,6,6,6,6
7.2	https://www.butter.com.hk/services/seo	100%, 50% @ #7, worst case 8		8,7,7,5,7,8,7,8,8,7
7.9	https://www.sortlist.com/seo/hong-kong-hk	100%, 50% @ #7, worst case 10		7,8,10,7,8,7,8,7,7,10
8.8	https://digitalzoo.com.hk/en/seo/	100%, 80% @ #9, worst case 9		9,9,8,9,9,9,9,9,9,8
9.6	https://sdmc.com.hk/en/seo/	100%, 70% @ #10, worst case 10		10,10,9,8,10,10,10,10,10,9

Example 1 → GrowthHackers.hk

The image shows a Google search interface for the query "hong kong seo". The search bar is highlighted with a red box. The search results page displays several entries, with the entry for "Growth Hackers Hong Kong" highlighted by a red box. The sidebar on the right shows a list of organic results, including "Organic Results" (100), "Ad Results" (4), "Product Listings" (0), "Local Listings" (3), "Video Listings" (1), "Image Listings" (0), "Fresh Listings" (0), "News Listings" (0), and "FAQ Data" (0). A "Download this data" button is visible below the sidebar. At the bottom right, there is a "AI" button.

Google

hong kong seo

All Images News Videos Maps More Tools View in Google Trends

About 144,000,000 results (0.66 seconds)

Results for Hong Kong · Choose area

firstpage.hk
https://www.firstpage.hk › seo
SEO Agency Hong Kong | SEO Services HK - First Page
Increase organic traffic with the best SEO agency in Hong Kong ✓ Performance guarantees ✓ HK owned & operated ✓ Local & global | Get in touch today!
★★★★★ Rating: 5 · 205 votes

seohero.io
https://www.seohero.io
SEO Hong Kong Services Agency | Ignite your visibility Now!
We are the only local search SEO firm that uses all ethical factors to rank your site. Everything is done manually. What's more, we work when you are asleep.

manson.space
https://manson.space › hong-kong-seo
SEO Freelancer Hong Kong | Agency & Company Consultant
Optimize your website with precise keywords based on SEO Hong Kong research and analysis. Create and localize English and Cantonese content that the Hong Kong ...

Growth Hackers Hong Kong
https://growthhackers.hk › hong-kong-seo-agencies
List of 87 SEO Companies in Hong Kong 2023
18 Dec 2022 — Welcome! We are Hong Kong's official directory of marketing companies that offer SEO Services. Looking for HK SEO Services?

elevatedigital.hk
https://elevatedigital.hk
Hong Kong SEO Services Company Elevate Digital
Elevate Digital is a Hong Kong SEO agency which focuses on helping small and medium-sized businesses boost their exposure on the web and reach a greater ...

Organic Results 100
Ad Results 4
Product Listings 0
Local Listings 3
Video Listings 1
Image Listings 0
Fresh Listings 0
News Listings 0
FAQ Data 0

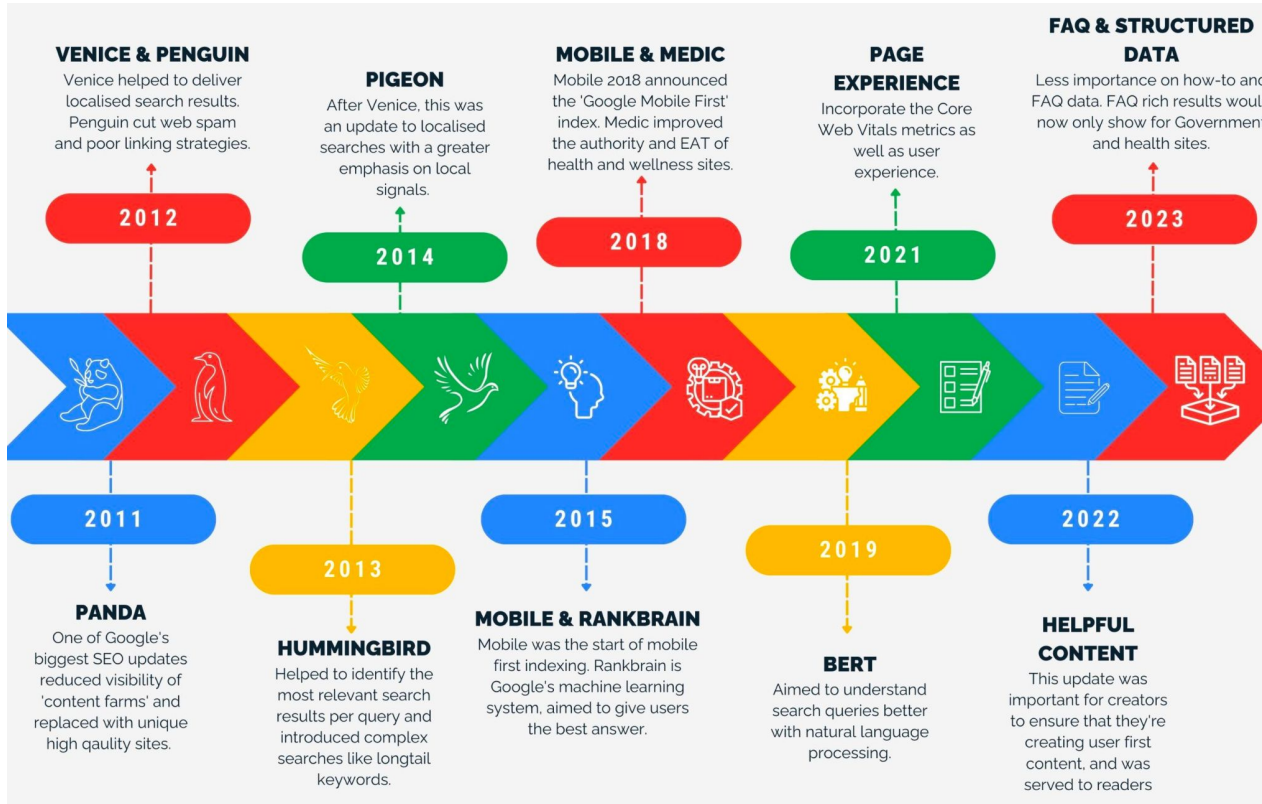
Download this data

GET YOUR WEBSITE ANALYZED BY GPT TRAINED ON GOOGLE'S QUALITY RATER GUIDELINES
QUALITY RATER GPT
Needs a chatGPT account
Brought to you by Keywords Everywhere

AI

Literally ZERO updates for 1 year

Algo's: Done To Re-Score the Internet and Weed Out Un-Helpful Content



Why Do They Do This?

1. Improve Search Quality
2. Adapt to User Behavior and Trends
3. Enhance User Experience
4. Combat Spam and Manipulation

Fortunes can be made or lost....

Steady wins the race though....it you're squeaky clean, white-hat, then you really won't be impacted and generally will only benefit (as long as you create engaging content and are valued in your niche).

Example 2 → Typhoon.hk

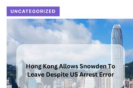


Welcome to
Typhoon.hk

 Your Daily Dosage or Random Yet Fascinating Facts on Hong Kong.



LATEST ARTICLES



» Drone Stores in Hong Kong



Been living in Hong Kong since 2015

Henry Dalziel

I've been living and working in Hong Kong since 2016 as an SEO Professional.

Drones in Hong Kong: Where To Buy & Fly

Drones are a regular sight, especially near Central, despite the rules prohibiting them from about the summit or near the IFC. I've only been prevented from flying my drone once in Hong Kong, the Kowloon Walled City Park.

Drones have become increasingly popular worldwide, and Hong Kong is no exception. Whether you're a photographer, or just someone curious about drones, this guide will provide you with all the information you need to buy and fly drones in Hong Kong.

Are Drones Popular in Hong Kong?

Drones, especially brands like DJI, have gained immense popularity in Hong Kong due to the city's unique skyline. With advancements in camera technology, drones can now shoot high-quality photos and videos, making them a favorite tool for photographers and videographers. Moreover, the lightweight and portable nature of drones like the DJI Mini 3 Pro makes them easy to carry around, especially for tourists wanting to capture their Hong Kong adventures from a different perspective.

Where Can You Buy Drones in Hong Kong?

There are several stores and shops in Hong Kong where you can buy drones. The DJI store is one of the most popular places to purchase DJI products, including the DJI Mini 2 SE and DJI Air 2S Fly More Combo. Apart from brand-specific stores, there are also RC shops and other electronic stores that offer a range of drones from different brands. It's always a good idea to compare the latest prices and models before making a purchase.

List of Hong Kong Drone Shops

- Tsim Sha Tsui (5)
- Kwun Tong (2)
- Lai Chi Kok (2)
- Mong Kok (2)
- Sham Shui Po (2)

See 5 more

Ying Kee Photo

Hong Kong, Mong Kok, Shantung St, 47-51號, Chung Kiu Commercial Building, 1101 室

Drones

Mong Kok
+852 5409 0937
<http://yingkee.hk/>

Drones Services Yau Ma Tei

避風塘, Yau Ma Tei, Hong Kong

Drones

Yau Ma Tei

FLYSMART

Hong Kong, On Tai Rd, 1號大埔廣場L2 33街 33-11舖

Drones

Tai Po
+852 9609 4293

TripPro

Room H, 10/F, Block 4, Kwun Tong Industrial Building, 436 Kwun Tong Rd, Kwun Tong, Hong Kong

Drones

Kwun Tong
+852 2304 1230
<http://trippro.com.hk/>

Example 2 → Typhoon.hk

Desktop Ranking Probabilities · Drone Shops in Hong Kong · en HK near Hong Kong · 2023-11-17 23:14 (10 samples)

Avg Rank	URL	Odds	Chart	Rankings
1.1	https://typhoon.hk/drones-hong-kong/	100%, 90% @ #1, worst case 2		1,1,1,1,1,1,1,1,1,2
1.9	https://store.dji.com/hk-en	100%, 90% @ #2, worst case 2		2,2,2,2,2,2,2,2,1
3.0	https://www.fortress.com.hk/en/shop/cameras/drone/c/33	100%, 100% @ #3, worst case 3		3,3,3,3,3,3,3,3,3
4.0	https://store.otg.com.hk/en/categories/dji	100%, 100% @ #4, worst case 4		4,4,4,4,4,4,4,4,4
5.0	https://store.otg.com.hk/en/categories/drone?page=3&sort_by...	10%, 100% @ #5, worst case 5		X,X,X,X,X,X,X,X,5
5.4	https://trippro.com.hk/en/	100%, 60% @ #5, worst case 6		6,6,5,5,5,5,6,5,6
6.5	https://www.reddit.com/r/HongKong/comments/wf17kr/where_...	100%, 60% @ #6, worst case 14		5,5,6,6,6,6,6,6,5,14
7.4	https://www.scmp.com/news/hong-kong/hong-kong-economy/...	100%, 90% @ #7, worst case 11		7,7,7,7,7,7,7,7,11
8.0	https://www.hktvmall.com/hktv/en/main/%E5%A4%A7%E8%8...	10%, 100% @ #8, worst case 8		X,8,X,X,X,X,X,X,X
8.3	https://www.ubuy.hk/en/brand/drone-quadcopter	100%, 80% @ #8, worst case 10		8,9,8,8,8,8,8,8,10
9.5	https://www.broadwaylifestyle.com/hk_en/products/camera/dro...	100%, 40% @ #9, worst case 11		9,11,10,10,9,9,10,10,8
10.1	https://iprice.hk/camera-photo/drones/	100%, 50% @ #10, worst case 11		10,10,11,11,10,10,10,11,9
10.1	https://www.hktvmall.com/hktv/en/main/search?q=%3Arelevan...	90%, 33% @ #9, worst case 12		12,X,9,9,11,11,11,12,9,7
11.8	https://leway.net/product-category/aerial/rc-drone-en/?lang=en	100%, 80% @ #12, worst case 12		11,12,12,12,12,12,12,11,12,12

Example 2 → Typhoon.hk

Desktop Ranking Probabilities · **Mobile repair shop** - en HK near **Hong Kong** · 2023-11-17 23:20 (3 samples)

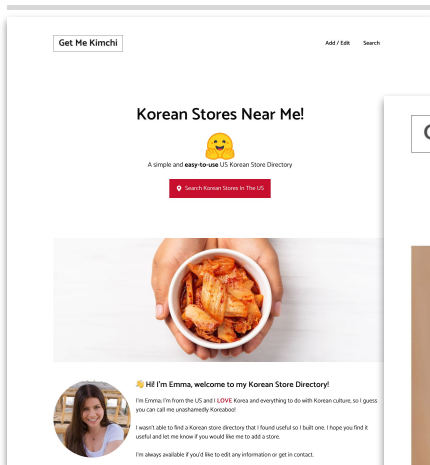
Avg Rank	URL	Odds	Chart	Rankings
1.0	https://www.hellotoby.com/en/hire/home/mobile-repair	100%, 100% @ #1, worst case 1	1	1,1,1
2.0	https://www.yelp.com/search?find_desc=Mobile+Phone+Repair...	100%, 100% @ #2, worst case 2	2	2,2,2
3.0	https://www.yelp.com/search?cflt=mobilephonerepair&find_loc...	100%, 100% @ #3, worst case 3	3	3,3,3
4.0	https://www.facebook.com/Mobileandlaptophongkong/	100%, 100% @ #4, worst case 4	4	4,4,4
5.0	https://typhoon.hk/mobile-repairs-shops-in-hong-kong/	100%, 100% @ #5, worst case 5	5	5,5,5
6.0	https://en.tripadvisor.com.hk/ShowTopic-g294217-i1496-k11522...	100%, 100% @ #6, worst case 6	6	6,6,6
7.3	https://phonerepairhk.com/index_eng.php	100%, 67% @ #7, worst case 8	7 8	8,7,7
7.7	https://www.pro360.com.hk/en-hk/category/mobile_and_tablet...	100%, 67% @ #8, worst case 8	7 8	7,8,8
9.0	https://letsfixhk.com/en/	100%, 100% @ #9, worst case 9	9	9,9,9
10.0	https://geoexpat.com/forum/121/thread311593.html	100%, 100% @ #10, worst case 10	10	10,10,10
11.3	https://www.youtube.com/watch?v=Dei65gzIlrw	100%, 67% @ #11, worst case 12	11 12	11,12,11

Example 2 → Typhoon.hk

Desktop Ranking Probabilities · **Cracked Mobile Screen in Hong Kong** - en HK near Hong Kong - 2023-11-17 23:22 (3 samples)

Avg Rank	URL	Odds	Chart	Rankings
1.0	https://typhoon.hk/mobile-repairs-shops-in-hong-kong/	100%, 100% @ #1, worst case 1	1	1,1,1
2.0	https://geoexpat.com/forum/121/thread342410.html	100%, 100% @ #2, worst case 2	2	2,2,2
3.0	https://www.hellotoby.com/en/hire/home/mobile-repair	100%, 100% @ #3, worst case 3	3	3,3,3
4.3	https://www.hongkongmoms.com.hk/fix-cracked-screen/	100%, 67% @ #4, worst case 5	4 5	4,5,4
4.7	https://www.samsung.com/hk_en/support/smartphone-screen-r...	100%, 67% @ #5, worst case 5	4 5	5,4,5
6.0	https://letsgofixhk.com/en/	100%, 100% @ #6, worst case 6	6	6,6,6
7.0	https://en.tripadvisor.com.hk/ShowTopic-g294217-i1496-k11522...	100%, 100% @ #7, worst case 7	7	7,7,7
8.0	https://www.reddit.com/r/HongKong/comments/eet4tj/phone_s...	100%, 100% @ #8, worst case 8	8	8,8,8
9.0	https://support.apple.com/en-hk/iphone/repair/screen-replacem...	100%, 100% @ #9, worst case 9	9	9,9,9
10.0	https://support.apple.com/en-hk/iphone/repair	33%, 100% @ #10, worst case 10	10	X,10,X
10.3	https://hongkong.asiaxpat.com/forums/living-in-or-moving-to-h...	100%, 67% @ #10, worst case 11	10 11	10,11,10
11.3	https://www.pro360.com.hk/en-hk/search/cracked%20mobile%...	100%, 67% @ #11, worst case 12	11 12	11,12,11

Example 3 → GetMeKimchi.com



Get Me Kimchi

Add / Edit Search



📍 Search For Korean Stores In Your State

I've created a store and shop directory that lists over **2,400 Korean Stores** throughout the United States.

Click into your State and you'll see all the stores that have a relationship with Korean foods, restaurants, and Asian grocery stores!

- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Washington
- West Virginia
- Wisconsin
- Wyoming

<https://getmekimchi.com/korean-stores-in-kentucky/>
<https://getmekimchi.com/korean-stores-in-new-york/>
<https://getmekimchi.com/korean-stores-in-florida/>

Example 3 → GetMeKimchi.com

Get Me Kimchi



📍 Korean Stores In Texas

I built this directory that lists the best Korean stores in Texas. I hope that you find my directory useful. If you are looking for a Korean restaurant or Asian store then it is my hope that you find this directory useful. With its origins in the ancient nomadic and agricultural traditions of the Korean Peninsula, South Korean cuisine has endured centuries of political and social transformation. Rice is a common food item in Asian cuisine. Meats and vegetables of various kinds are also consumed. Rice and kimchi appear in nearly every meal. The latter is a salty, fermented vegetable side dish. There are hundreds of different types of kimchi, each with its own unique blend of veggies and flavors. The most frequent vegetables are Napa cabbages and Korean radishes. Beef, hog, poultry, fish, and seafood are all popular options. The most valuable meat is beef.

Tim's Oriental & Seafood Market

San Antonio
7015 Bandera Rd # 8, San Antonio, TX
78238, United States
Simple shop highlighting imported prepared foods, squid on ice & hard-to-find kitchen items in San Antonio, Texas

Asian Supermarket

+1 210-523-1688

O MART

Killeen
714 S Fort Hood St, Killeen, TX 76541,
United States

Asian Supermarket

+1 254-519-0888
[Link to website](#)
[Facebook](#)

- Carrollton (10)
- San Antonio (9)
- Dallas (8)
- Houston (8)
- Austin (6)
- Katy (4)
- Plano (4)

- Arlington (3)
- College Station (2)
- Fort Worth (2)
- Killeen (2)
- Lubbock (2)
- Tyler (2)
- Abilene (1)
- Amarillo (1)
- Brownsville (1)
- Copperas Cove (1)
- Corpus Christi (1)
- El Paso (1)
- Frisco (1)
- See 17 more

- Asian Grocery Store (28)
- Korean Restaurant (24)

Desktop Ranking Probabilities - Korean Stores in Texas - en US near Texas - 2023-11-17 22:29 (10 samples)

Avg Rank	URL	Odds	Chart	Rankings
1.0	https://www.yelp.com/search?find_desc=Korean+Store&find_lo...	100%, 100% @ #1, worst case 1		1,1,1,1,1,1,1,1,1,1
2.0	https://www.maangchi.com/shopping/us/texas	100%, 100% @ #2, worst case 2		2,2,2,2,2,2,2,2,2,2
3.0	https://www.yelp.com/search?find_desc=Korean+Store&find_lo...	100%, 100% @ #3, worst case 3		3,3,3,3,3,3,3,3,3,3
4.0	https://getmekimchi.com/korean-stores-in-texas/	100%, 100% @ #4, worst case 4		4,4,4,4,4,4,4,4,4,4
5.0	https://www.yellowpages.com/fort-worth-tx/korean-grocery-sto...	100%, 100% @ #5, worst case 5		5,5,5,5,5,5,5,5,5,5
6.2	https://cedarparkliving.com/hmart-cedarpark-austin/	100%, 90% @ #6, worst case 8		6,6,6,6,6,6,6,6,6,6
7.6	https://koreaindallas.com/oh-market-the-latest-addition-to-the-l...	100%, 90% @ #7, worst case 13		7,7,7,7,7,13,7,7,7
8.8	https://www.star-telegram.com/news/business/article27657752...	100%, 60% @ #9, worst case 10		8,8,9,9,8,9,10,9,9,9
9.1	https://www.youtube.com/watch?v=P0LYUd5Tcg	100%, 60% @ #8, worst case 13		12,13,8,8,12,8,6,8,8,8
9.6	https://www.hmart.com/	100%, 40% @ #10, worst case 11		9,9,10,11,9,11,7,10,10,10
10.0	http://elainecho.org/omeka/project/items/browse?tags=grocery...	20%, 100% @ #10, worst case 10		X,X,X,10,X,10,X,X,X,X
10.9	https://www.houstonchronicle.com/business/real-estate/article/...	100%, 50% @ #11, worst case 12		10,10,11,12,10,12,11,11,11,11
13.7	https://dfwchintown.com/	100%, 40% @ #12, worst case 24		11,11,12,23,11,24,9,12,12,12



Will This Work In 2024?

However...You've Got To Make It Useful...Period.



Google Search Status Dashboard > Incidents > Ranking

Google Search Status Dashboard

This page provides status information on the services that are part of Google Search. Check back here to view the current status of the services listed below. If you are experiencing an issue not listed here, please [contact Support](#). Learn more about what's posted on the dashboard in [this FAQ](#). For additional information on these services, please visit <https://developers.google.com/search/help/status-dashboard>.

Available Service information Service disruption Service outage

All incidents reported for Ranking

2023

HCU - Helpful Content Update

SUMMARY	DATE	DURATION
November 2023 reviews update	8 Nov 2023	Information
November 2023 core update	2 Nov 2023	Information
October 2023 core update	5 Oct 2023	13 days, 23 hours
Ranking is experiencing an ongoing issue	5 Oct 2023	26 days
October 2023 spam update	4 Oct 2023	15 days, 12 hours
September 2023 helpful content update	14 Sep 2023	13 days, 11 hours

Is Your Directory (even is scraped) adding value to the community or niche that you are in?

If the answer is YES then you should be GOLDEN in 2024

AI Usage: Does Google “Hate AI Content”? Nah, not really...

Look at how they changed their tune....they realize that AI Content written by bots for humans is here, and the genie is out the bottle

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our [automated ranking systems](#) to better ensure people see original **helpful content written by people, for people, in search results**. This page explains more about how the system works, and what you can do to assess and improve your content.

January 2023 roll out

Google Search's helpful content system and your website

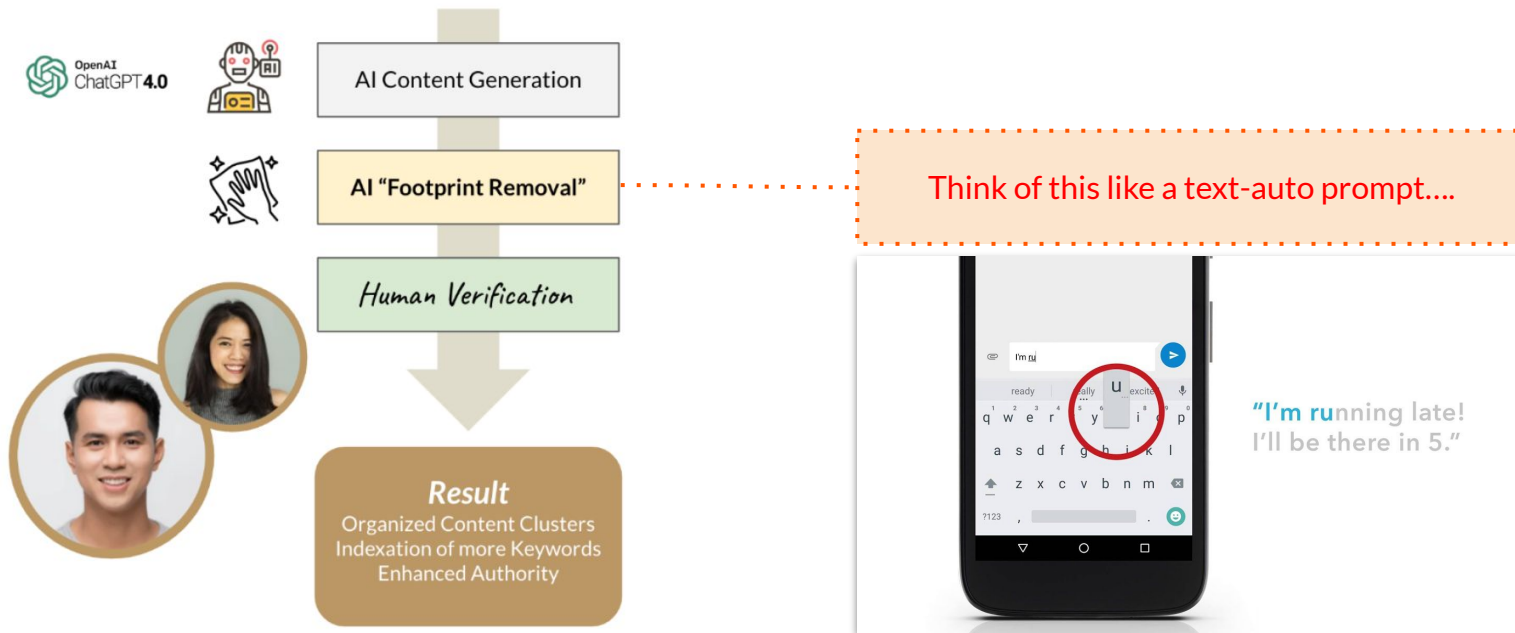
[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our [automated ranking systems](#) to better ensure people see original **helpful content created for people in search results**. This page explains more about how the system works, and what you can do to assess and improve your content.

September 13th 2023

EEAT & AI Usage: Make It Human....Humans Write Uniquely, AI Tends Not To

If you are creating content at scale then you can remove the “AI Footprint...” Humans speak in a unique way - bit like our fingerprints and DNA

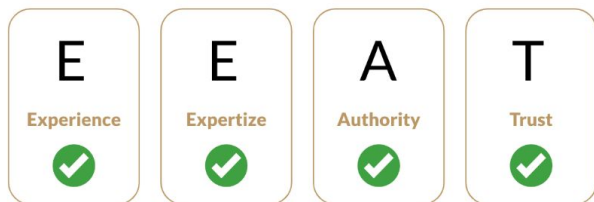


AI Usage: Best Practices for SEO Professionals (EAT)

New Ranking Factor (or at least a signal) That Google Looks For...

Human, human, human....

AI can't buy a handbag, go on holiday or review a Dim Sum restaurant - you can! So add that to the mix...



Of course, this can always be gamed as well...

The latest trick is to write AI in first-person....

Prompt could be: Write me 250 words in the first person on the things I most enjoyed about my trip to Magaluf.



Examples of how to create HUMAN sentiment and trust:

- How many pieces of content are published under the authors name?
- Sentiment around mentions and ratings of the author...
- Popularity of the author
- Concurrences of the author with thematically relevant terms in videos, podcasts, documents and search queries
- Number of backlinks, references to the author
- Anchor text of the backlinks
- Distance from Seed Sites!
- Time until last publication of the author
- Proportion of the content that the author has contributed to a thematic document corpus
- Click thru rate for the content
- Mentions of the author in "best of" and "award" sites
- Transparency of the author in the About Us Page
- Overall quality of the content (non-AI!)

Ethical AI Usage: Make It Human...Is There A Human Writing This Content?

Is there a real human behind the content? If yes - then say so - prove it!



Forbes



Help Google Connect The Dots...

1. Be Consistent
 - a. Sally Jones
 - b. NOT "Sal Jones"
2. Link to every resource you can
3. Use Schema

SGE...The Challenge for Me as an SEO - and Also For You Too (In Business)

The screenshot shows a Google search interface with a search bar containing the query "what's better for a family with kids under 3 and a dog, bryce canyon or X". Below the search bar are navigation tabs for "Converse", "Shopping", "Images", "Videos", "News", "Maps", "Books", "Flights", and "Finance". The main content area displays a "Generative AI is experimental" notice followed by a text-based answer. The answer is divided into four paragraphs, each marked with a red speech bubble containing a number from 1 to 4. Paragraph 1 discusses dog policies in Bryce Canyon and Arches National Parks. Paragraph 2 describes Bryce Canyon's features. Paragraph 3 discusses rock formations in Arches. Paragraph 4 mentions guided tours. Below the text are three "Ask a follow up" suggestions. At the bottom, there are two search results: "Action Tour Guide" and "The MOM Trotter".

1 Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

2 Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

3 At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

4 Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

Ask a follow up

- How long to spend at Bryce Canyon with kids?
- How many days do you need in Arches National Park for kids?

Action Tour Guide
Feb 17, 2022 — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.

The MOM Trotter
A Guide To Planning A Trip To Bryce Canyon National ...

Yup there are some problems or best said "Concerns"

1. **Zero Clicks**
If the searcher gets the info in one second, then why would they click into your site?
2. **Content?**
Is it scraped from my site? Do I want it there? Is it accurate, permissions?
3. **Three-Pack**
Great - but how do I control this? Hint, you don't. That's my job :)
4. **Obsolete**
Yes, your getting more and more buried....



Questions?



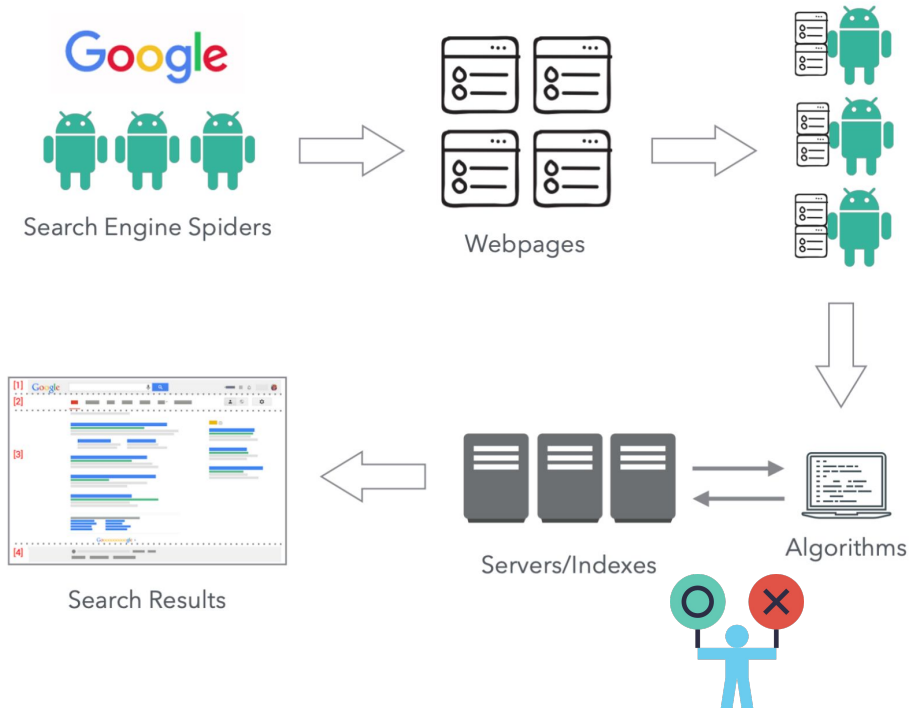
Appendix

What is SEO? The No BS Version

SEO (Search Engine Optimisation) is a way to get more **traffic, awareness and sales**. Period.

How does it work? Each keyword (of which there are trillions) has 100 positions - think of a test at school and the teacher's marked the homework.

The "best" results are at the top based upon over 200 Ranking Signals - like...social signals, backlinks, keyword density, maturity, EEAT and many more



Did You Know...

What is GoogleBot?

GoogleBot (i.e. the bot that crawls the Internet) is a version of Chrome (version 74).

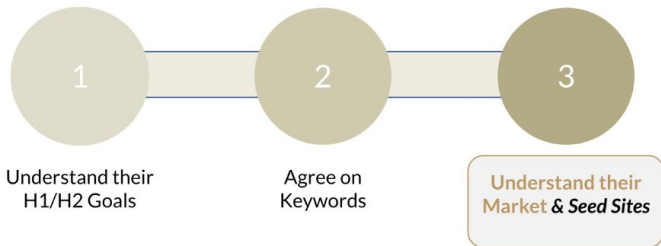
How many times can you get crawled?

I used to work on a website (yesstyle.com) that has 120 million pages (yes, million) and we were crawled around 50,000 times a day...

Seed Sites? WTF is that?

GoogleBot doesn't start its' epic journey at some random entry point - it starts at known entities for that market - i.e. Trusted Entities (like Top Tier Media, or Industry Membership Sites, Wikipedia - etc - it depends per niche).

Each Market is Different and Requires a Modified SEO Strategy.



What Are Seed Sites?

Example..Fashion Niche

- ✓ Trusted Entity in Fashion
- ✓ Google STARTS Here...
- ✓ All domains NEAR the source will do well and will also share that authority

Google Patent: US 9,165,040 B1 "Producing a Ranking For Pages USING DISTANCES in a Web-Link Graph"

United States Patent
Hajaj

(12) Patent No.: **US 9,165,040 B1**
(45) Date of Patent: **Oct. 20, 2015**

(54) **PRODUCING A RANKING FOR PAGES USING DISTANCES IN A WEB-LINK GRAPH**

(75) Inventor: **Nissan Hajaj**, Foster City, CA (US)

(73) Assignee: **Google Inc.**, Mountain View, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 268 days.

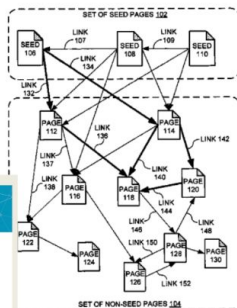
(21) Appl. No.: **11/546,755**

(22) Filed: **Oct. 12, 2006**

FOREIGN PATENT DOCUMENTS

WO	WO 95/00896	1/1995
WO	2007/041120	4/2007

Nissan Hajaj
Algorithms and Software Engineer
Redwood City, California, United States
244 followers · 234 connections



So, we try and get a link for site that have REAL Authority

OUR CLIENT

Top Tip

The closer you are to the Seed - the better!

It's Only An Index: Seek and Thy Shall Find

Bottom Line

Crawling an index (the “Internet”) is a Tough Job but ultimately it’s a Maths Algorithm, and it can (“could”) be gamed.

Each day, **250,000 websites are published**, and over 2.5 **quintillion bytes** of data is being created every day

(MIT Sloan School of Management, 2023)

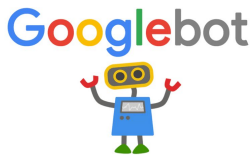
And no - it does NOT all get indexed (aka “found in Google”)....

So, how do we get our content, video and images (media) indexed with the tsunami of noise? Well, we will come to that shortly....

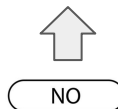
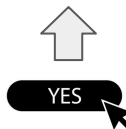
Did You Know? Interesting Thing To Know...

We know what IP addresses GoogleBot is from <https://developers.google.com/search/apis/ipranges/googlebot.json> < That shows the list of IPs!

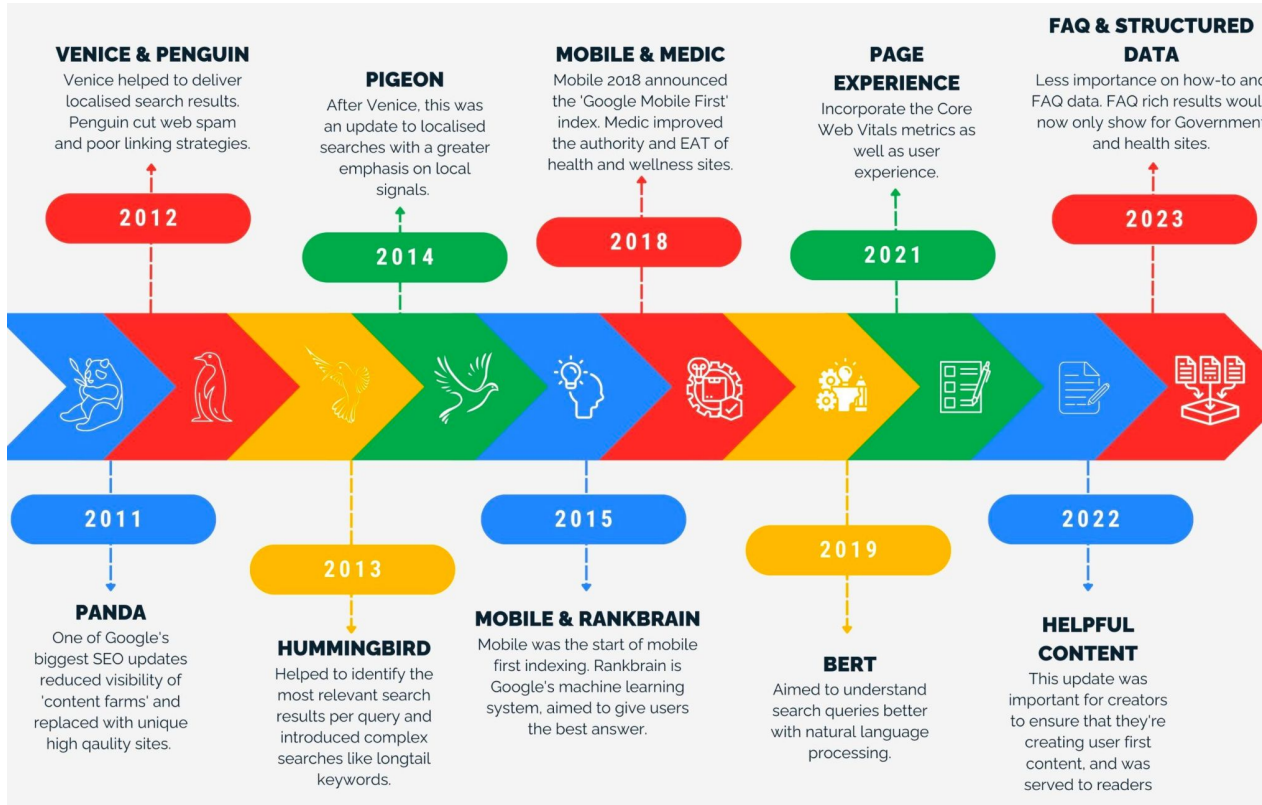
```
{
  "creationTime": "2023-10-31T23:00:31.000000",
  "prefixes": [
    {
      "ipv6Prefix": "2001:4860:4801:10::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:11::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:12::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:13::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:14::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:15::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:16::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:17::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:18::/64"
    },
    {
      "ipv6Prefix": "2001:4860:4801:19::/64"
    }
  ]
}
```



Are you GoogleBot?



Algo's: Done To Re-Score the Internet and Weed Out Spam and BlackHat



Why Do They Do This?

1. Improve Search Quality
2. Adapt to User Behavior and Trends
3. Enhance User Experience
4. Combat Spam and Manipulation

Fortunes can be made or lost....

Steady wins the race though....it you're squeaky clean, white-hat, then you really won't be impacted and generally will only benefit (as long as you create engaging content and are valued in your niche).

Testing, Testing, Testing: Typically Google Shows Different Results

Desktop Ranking Probabilities - **best dim sum in hong kong** - en HK near Hong Kong - 2023-11-07 18:26 (10 samples)

Avg Rank	URL	Odds	Chart	Rankings
1.0	https://www.timeout.com/hong-kong/restaurants/hong-kong-be...	100%, 100% @ #1, worst case 1	1	1,1,1,1,1,1,1,1,1,1
2.0	https://www.timeout.com/hong-kong/restaurants/where-to-get-...	100%, 100% @ #2, worst case 2	2	2,2,2,2,2,2,2,2,2,2
3.1	https://www.tatlerasia.com/dining/food/the-best-dim-sum-in-ho...	100%, 90% @ #3, worst case 4	3 4	3,3,3,3,3,3,3,3,4
3.9	https://www.cathaypacific.com/cx/en_HK/inspiration/dining/bes...	100%, 90% @ #4, worst case 4	3 4	4,4,4,4,4,4,4,4,3
5.2	https://en.tripadvisor.com.hk/Restaurants-g294217-zfd10896-H...	100%, 90% @ #5, worst case 7	5 7	5,7,5,5,5,5,5,5,5
6.0	https://www.sassyhongkong.com/eat-drink-dim-restaurants-du...	100%, 100% @ #6, worst case 6	6	6,6,6,6,6,6,6,6,6
6.8	https://www.scmp.com/magazines/style/leisure/article/3226905...	100%, 90% @ #7, worst case 7	5 7	7,5,7,7,7,7,7,7,7
8.0	https://www.lifestyleasia.com/hk/dining/best-dim-sum-restaura...	100%, 100% @ #8, worst case 8	8	8,8,8,8,8,8,8,8,8
9.0	https://www.sassymamahk.com/eat-best-dim-sum-restaurants-l...	100%, 100% @ #9, worst case 9	9	9,9,9,9,9,9,9,9,9
10.0	https://thehub.com/happiness-is-a-good-dumpling-the-best-d...	100%, 100% @ #10, worst case 10	10	10,10,10,10,10,10,10,10,10
11.0	https://thehoneycombers.com/hong-kong/yum-cha-in-hong-kon...	100%, 100% @ #11, worst case 11	11	11,11,11,11,11,11,11,11,11
12.0	https://www.chinahighlights.com/hong-kong/restaurants/dim-s...	100%, 100% @ #12, worst case 12	12	12,12,12,12,12,12,12,12,12
13.6	https://www.bloomberg.com/news/features/2023-07-03/best-di...	100%, 70% @ #13, worst case 15	13 15	13,15,13,13,13,15,13,13,15
14.5	https://www.thegaragesociety.com/blog/lets-do-lunch-best-dim-...	100%, 40% @ #14, worst case 16	13 16	15,14,15,14,14,16,15,14,15,13
15.8	https://guide.michelin.com/hk/en/article/dining-out/where-to-g...	100%, 70% @ #16, worst case 17	14 17	16,16,16,15,16,17,16,16,16,14
16.3	https://foursquare.com/top-places/hong-kong/best-places-dim-...	100%, 50% @ #14, worst case 21	13 21	14,13,14,21,19,14,14,19,14,21
17.0	https://wanderlog.com/list/geoCategory/1518152/best-dim-sum-...	100%, 40% @ #18, worst case 19	15 19	18,17,18,16,15,19,18,15,18,16
17.2	https://www.cntraveler.com/gallery/best-dim-sum-in-hong-kong	100%, 80% @ #17, worst case 18	17 18	17,18,17,17,17,18,17,17,17,17
18.7	https://www.discoverhongkong.com/eng/explore/dining/innovat...	100%, 50% @ #19, worst case 20	18 20	19,19,19,18,18,20,19,18,19,18
21.8	https://www.localiz.com/post/food-drink-best-dim-sum-restaura...	100%, 40% @ #21, worst case 27	20 27	21,21,21,22,20,27,23,20,21,22

If Google is unsure about awarding a winner it tests results trillions of times a day to select winners and learn from this....



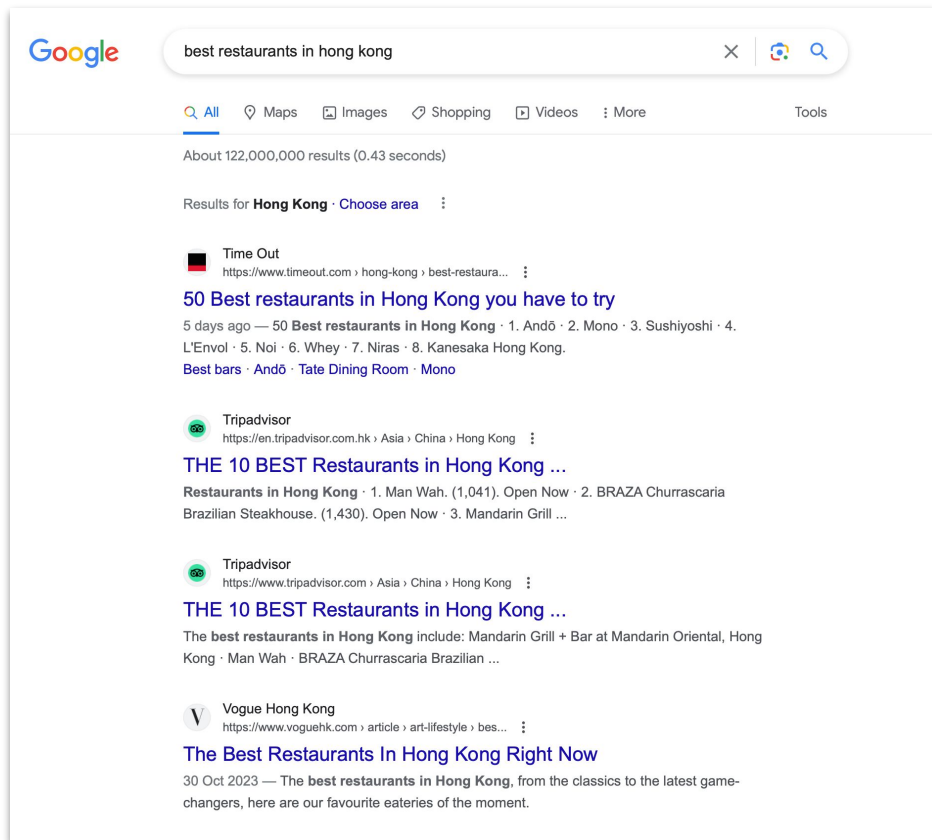
Habits.... The Ten Blue Links

The Ten Blue Links...

We've all seen this millions of times, we are used to it, it gives us a sense of trust (for the most part) and it's all engineered by SEOs to make it clickable...

Until now.....

AI will shortly (kinda) change this forever....



The screenshot shows a Google search interface with the query "best restaurants in hong kong". The search results are as follows:

- Time Out**
https://www.timeout.com/hong-kong/best-restaura...
50 Best restaurants in Hong Kong you have to try
5 days ago — 50 Best restaurants in Hong Kong · 1. Andō · 2. Mono · 3. Sushiyoshi · 4. L'Envol · 5. Noi · 6. Whey · 7. Niras · 8. Kanesaka Hong Kong.
Best bars · Andō · Tate Dining Room · Mono
- Tripadvisor**
https://en.tripadvisor.com.hk/Asia/China/Hong Kong...
THE 10 BEST Restaurants in Hong Kong ...
Restaurants in Hong Kong · 1. Man Wah. (1,041). Open Now · 2. BRAZA Churrascaria Brazilian Steakhouse. (1,430). Open Now · 3. Mandarin Grill ...
- Tripadvisor**
https://www.tripadvisor.com/Asia/China/Hong Kong...
THE 10 BEST Restaurants in Hong Kong ...
The best restaurants in Hong Kong include: Mandarin Grill + Bar at Mandarin Oriental, Hong Kong · Man Wah · BRAZA Churrascaria Brazilian ...
- Vogue Hong Kong**
https://www.voguehk.com/article/art-lifestyle/bes...
The Best Restaurants In Hong Kong Right Now
30 Oct 2023 — The best restaurants in Hong Kong, from the classics to the latest game-changers, here are our favourite eateries of the moment.

AI-Driven Search Engines

Understanding Search Generative Experience → S G E

Inventions that Changed the World

AI (which by the way has been around for a while now) is on the list of technologies that will impact our society - and the way that we do business.

Technology	Date
The Wheel	Stone Age
Paper	Long Time Ago
Compass	2,000 Years Ago
Gutenberg Press	1439
Steam Engine	1712
Telephone	1876
Phonograph	1877
Light Bulb	1878
Boeing 747	1968
(Computers) & The Internet	1990
AI	Today....

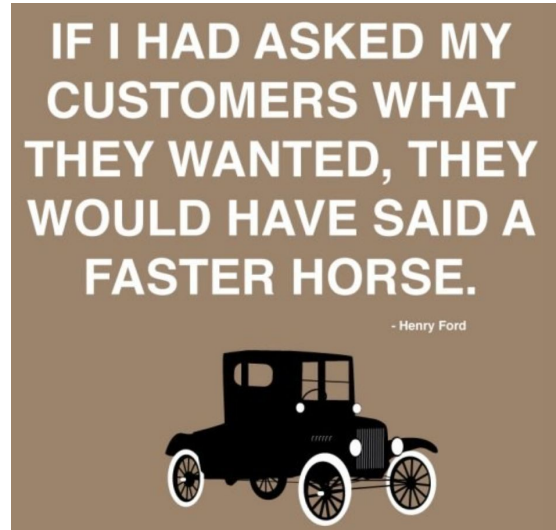
AI is impacting everyone....

There are multiple debates relating to this, but let's stay focused on SEO and the way that we use the Internet for information, communicate, finances, shopping, and so much, much more.

Yes, it will disrupt your business - your career - your profile and more

You can be scared or embrace it

We all embrace it - that's why we are here

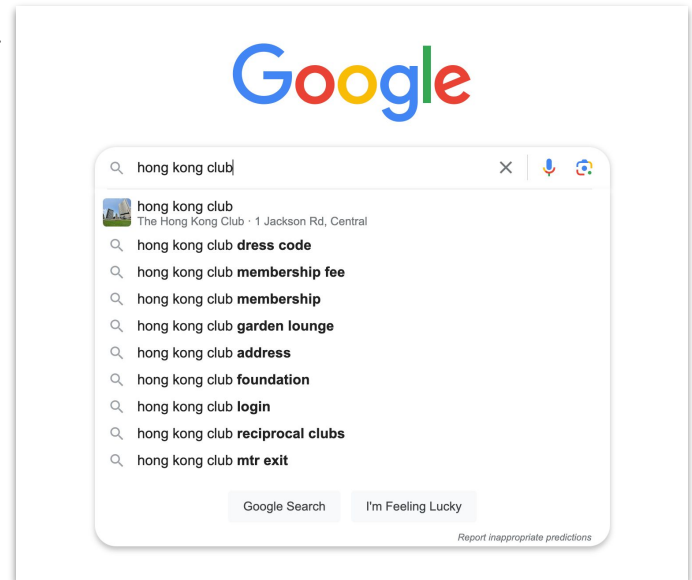


BTW...AI is Nothing “NEW” for Google

Here's a list of Google's use of AI over the years...

- 1. Google Search:** AI algorithms power Google's search engine, providing relevant and accurate search results.
- 2. Google Translate:** AI enables language translation, making communication across languages easier.
- 3. Google Photos:** AI organizes and categorizes photos, recognizing objects, people, and locations.
- 4. Google Assistant:** AI-powered virtual assistant that performs tasks and provides information.
- 5. DeepMind Acquisition:** Google acquired DeepMind, known for advancements in game-playing AI and healthcare.
- 6. Google AI Research:** Google has its own AI research division, collaborating with the AI community and publishing research papers.

These examples highlight Google's extensive use of AI across various products and services.



Ta Dah! Here's The Search Generative Experience

The screenshot shows a Google search interface. At the top, the Google logo is on the left, and a search bar contains the query "what's better for a family with kids under 3 and a dog, bryce canyon or X". To the right of the search bar are icons for settings, voice search, image search, and a profile picture. Below the search bar are navigation tabs for "Converse", "Shopping", "Images", "Videos", "News", "Maps", "Books", "Flights", and "Finance".

The main content area features a "Generative AI is experimental" banner. Below it, a large text block provides a summary: "Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs. Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly. At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots. Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed."

To the right of the text are three image cards:

- Kids & Youth - Bryce Canyon National Park...** (Thumbnail: Kids outdoors in a desert setting)
- Arches National Park vs Bryce...** (Thumbnail: A natural rock arch in a desert landscape)
- Visiting Bryce Canyon National Park...** (Thumbnail: A person with a dog in a desert landscape)

Below the text and cards is a "Ask a follow up" section with three suggested questions:

- How long to spend at Bryce Canyon with kids?
- How many days do you need in Arches National Park for kids?

At the bottom, there are two search results:

- Action Tour Guide** (Feb 17, 2022) — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog. (Thumbnail: A person standing in a desert landscape)
- The MOM Trotter** (A Guide To Planning A Trip To Bryce Canyon National ... (Thumbnail: A person with a dog in a desert landscape)

In all its glory....

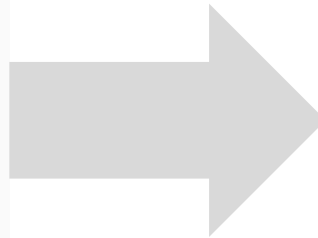
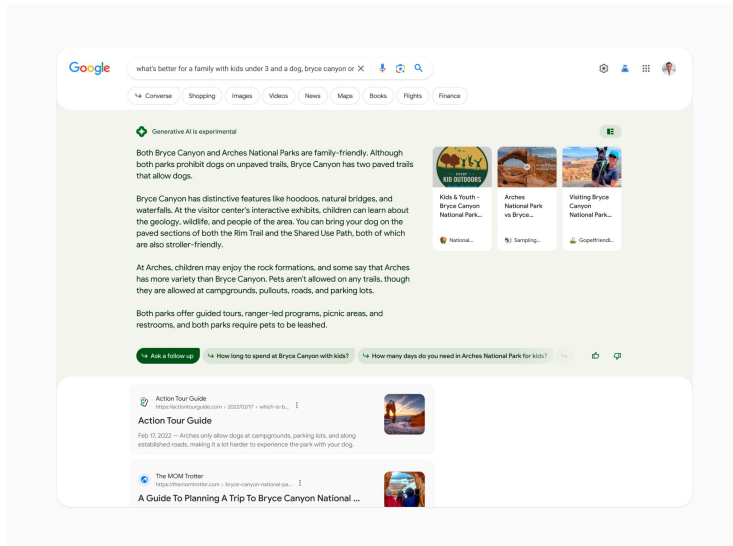
So, what's the problem?

Looks fantastic right!?

Google Is Our Friend, Seriously...

In 2022, Google's ad revenue amounted to **224.47 billion U.S. dollars**.

The company generates **advertising revenue** through its Google Ads platform, which enables advertisers to display ads, product listings and service offerings across Google's extensive ad network (properties, **partner sites**, and apps) to web users.



Phew, yes they WANT to send traffic to CERTAIN websites...

Spoiler: Not good for affiliate sites (IMO)

"Top 5 Most Dangerous Squirrels" is out of gas...

→ But we have to work with the **New World Order**

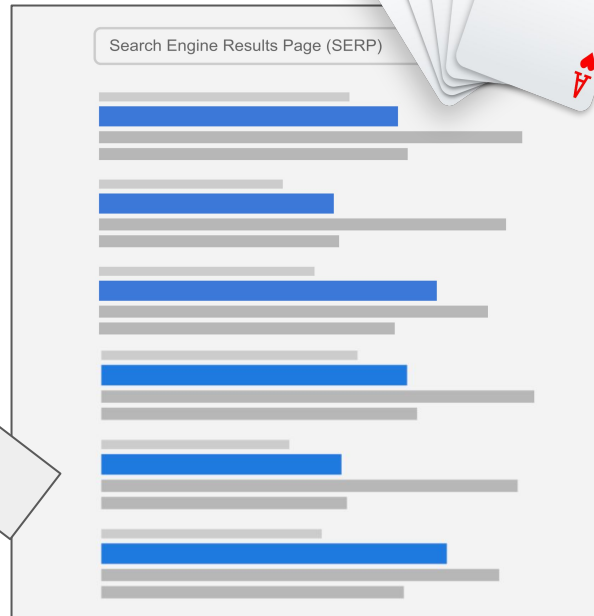
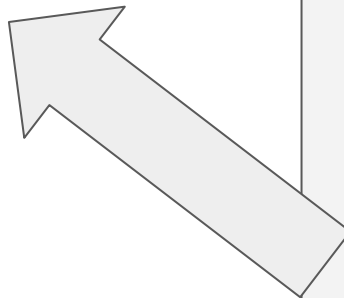
AI's Impact on SEO Strategies

Content is (Still) King: Example 1 → Improve the *Existing* Top Results

Remember, SEO is “common sense”

- Don't overcomplicate things
- Keep it simple
- Google literally gives you the answers
- Look at who is winning the query and ask yourself - can I beat the winner? If yes, then go for it!
- If the question is being answered by Quora or Reddit then you can win that position
- Links? Sure, just make sure that they are on-point and get genuine traffic

.... What about content to power up the directory or money pages?



Content is (Still) King: Example 2 → Train Your AI on Google Guidelines

Again, Google has given us the answers!

So, let's be clever and train our AI Bot to write content based upon the Google Guidelines!!

The screenshot shows the Google Search Central documentation page. A red arrow points to the 'Spam policies' section, which is highlighted with a red box. A large number '1' in a circle is positioned above the main content area.

Documentation

Introduction

- Search Essentials
- SEO fundamentals
- Crawling and indexing
- Ranking and search appearance
- Monitoring and debugging
- Site-specific guides

Home > Search Central > Documentation

Google Search Essentials

The Google Search Essentials make up the core parts of what makes your web-based content (web pages, images, videos, or other publicly-available material that Google finds on the web) eligible to appear and perform well on Google Search:

- Technical requirements:** What Google needs from a web page to show it in Google Search.
- Spam policies:** The behaviors and tactics that can lead to lower search results.
- Key best practices:** The main things that can help improve how your content is shown in search results.

It doesn't cost any money to appear in Google Search results, nor does it mean that just because a page meets all of these requirements and is indexed, or serve its content. Learn more about [How Search Works](#).

Technical requirements

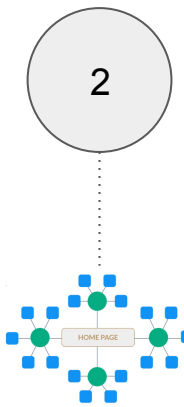
The [technical requirements](#) cover the bare minimum that Google Search needs from a web page in order to show it in search results. There are actually very few technical things you need to do to a web page, most sites pass the technical requirements without even realizing it.

Spam policies

The [spam policies](#) detail the behaviors and tactics that can lead to a page or an entire site being ranked lower or completely omitted from Google Search. Sites that focus on providing the best content and experience for people and uphold the spirit of our principles are more likely to do well in Google Search results.

1

Get the bot to READ and Learn the Google Guidelines



Create the Clusters and Keyword Research

Write the Content Based on Keywords WITHIN the Guidelines



Content is (Still) King: Example 3 → Content Clustering is 101 SEO

Content topical cluster....be seen as the Authority in your niche

AI is fantastic at creating topical clusters for several reasons:

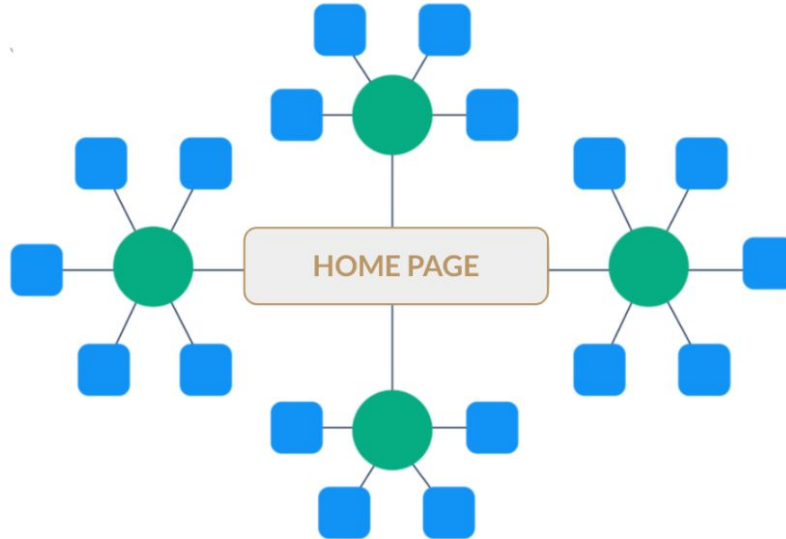
1. It can group thousands of keywords into relationships
2. Suggest titles that address these sub-niches



Money Page



Blog Post (or Content)



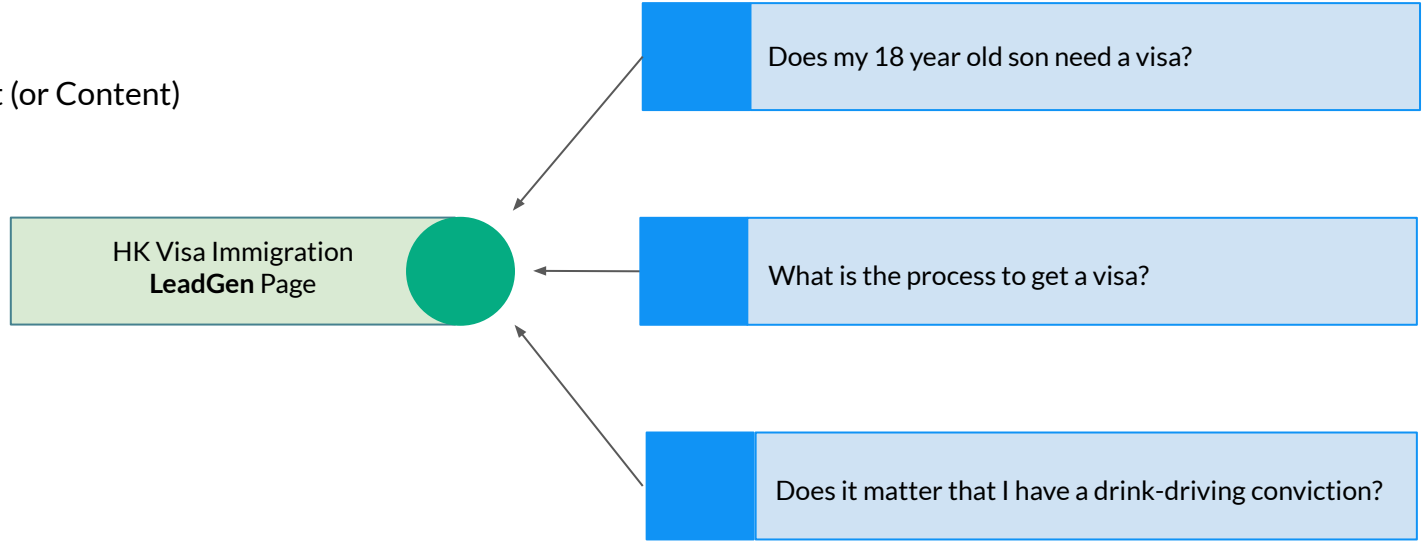
Content is (Still) King: Example 3 → Content Clustering is 101 SEO



Money Page



Blog Post (or Content)



AI for Backlinks: Backlinks Are Vital for SEO (They Show Popularity)

SEOs measure domains by DA "Domain Authority" which is a 3rd Party Metric



Backlinks ENDORSE your content (and website)

Think of this as a popularity content....but how do I get links? Well...there are many ways....



The more incoming links you have "the better" but quality is definitely better than quantity

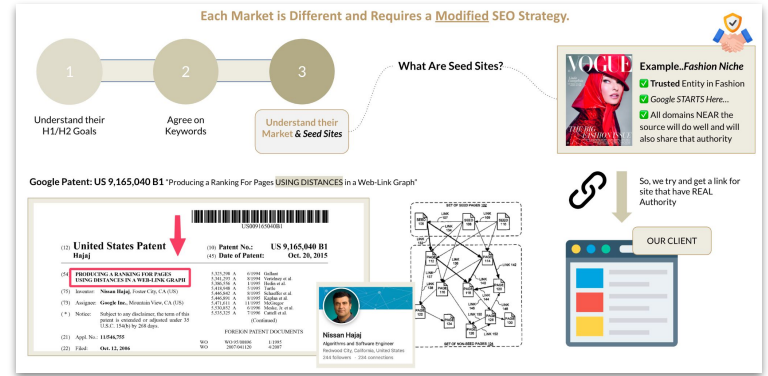
Example: x1 link from the SCMP.com is worth x100 crappy links from low-traffic domains - again, it's all about authority

- ### How to Get Backlinks?
1. Pay for Them
 2. Guest Post
 3. Web 2.0 Posts
 4. Get Sneaky
- AI can help with all of these...

AI for Backlinks: Example → Cara Delevingne



I used AI to find broken backlinks from High Authority Seed Sites for a Client (Remember the Seed Site Slide)



Someone misspelt the domain - so I bought it!

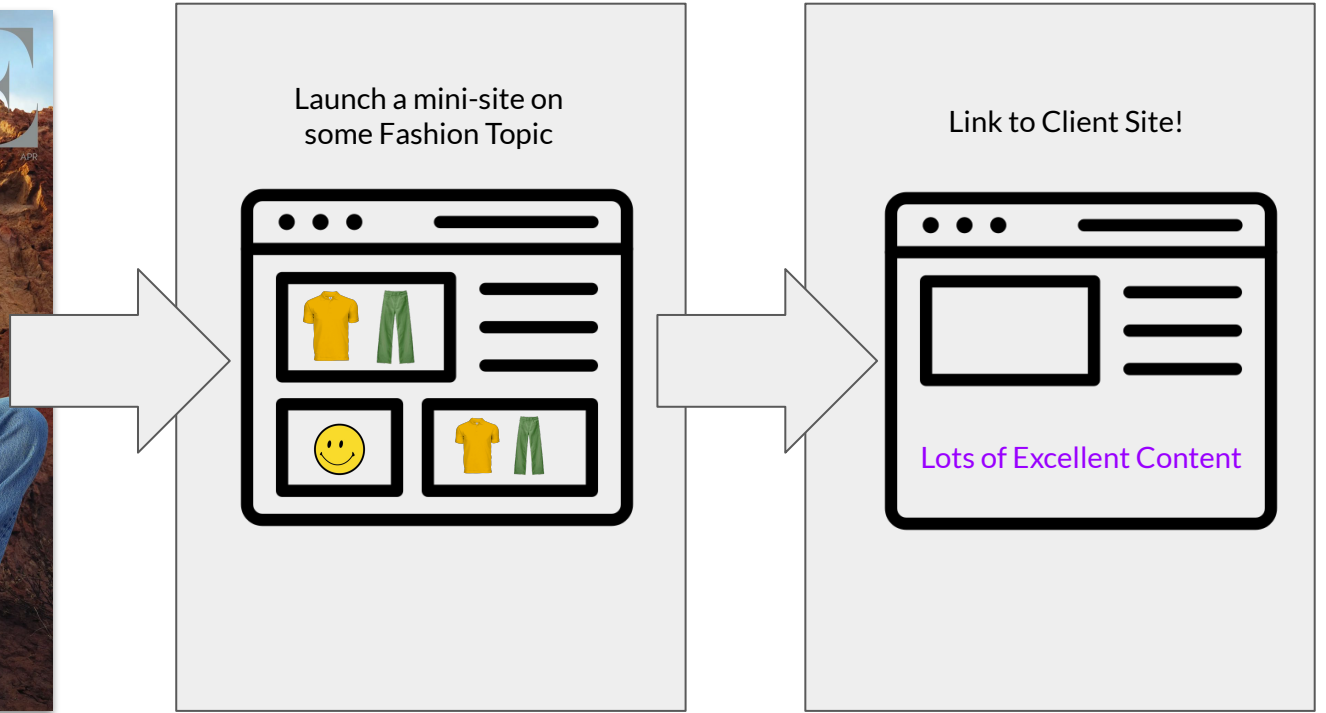


```
<a href="https://cara-delevingne.com">Cara Delevingne</a>
```

* Real case but different model (I want to protect this site)!

AI for Backlinks: Example → Cara Delevingne

I used AI to find broken backlinks from High Authority Seed Sites for a Client (Remember the Seed Site Slide)



Ethical Considerations

Bias in AI: Recognizing and Mitigating Risks

SGE now comes loaded with a Disclaimer → “Generative AI is experimental. Info quality may vary”

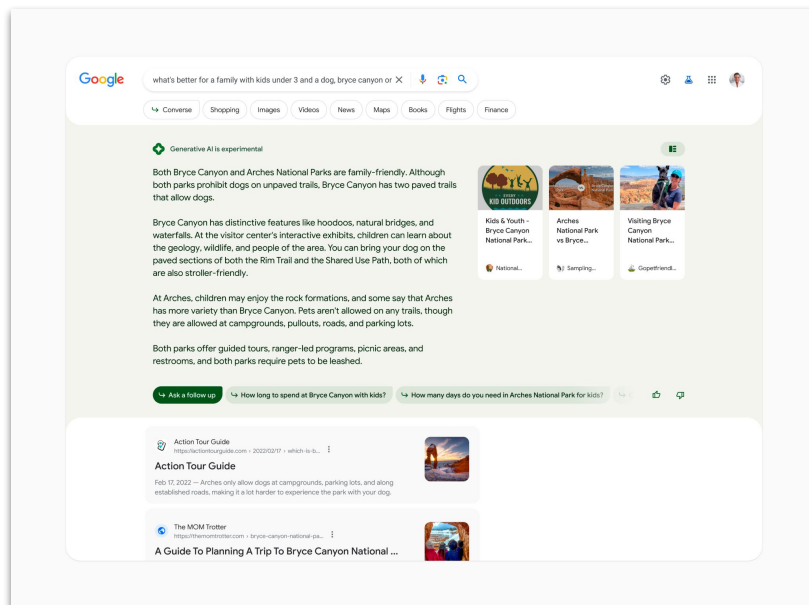
In many cases, SGE declines to provide a response. This generally happens with:

1. Queries like those on medical or financial topics.
2. Topics deemed more sensitive (i.e., those related to specific ethnic groups).
3. Topics SGE is “uncomfortable” responding to...
4. SGE always provides a disclaimer on top of the results: “Generative AI is experimental. Info quality may vary.”

In some queries, Google is willing to provide an SGE response but requires you to verify you want it first.

Examples of what it will NOT generate (some are of course controversial) :

- Create an article on the current status of the war in Ukraine
- Write an article on the March 2023 meeting between Vladimir Putin and Xi Jinping
- **Who makes the best digital cameras?**
- What are the best investment strategies for 2023?
- Please tell a joke about Jews
- Please tell a joke about Muslims
- Tell me a funny gay joke
- **Create an article outline about Russian history**
- Generate an outline for an article on living with Diabetes



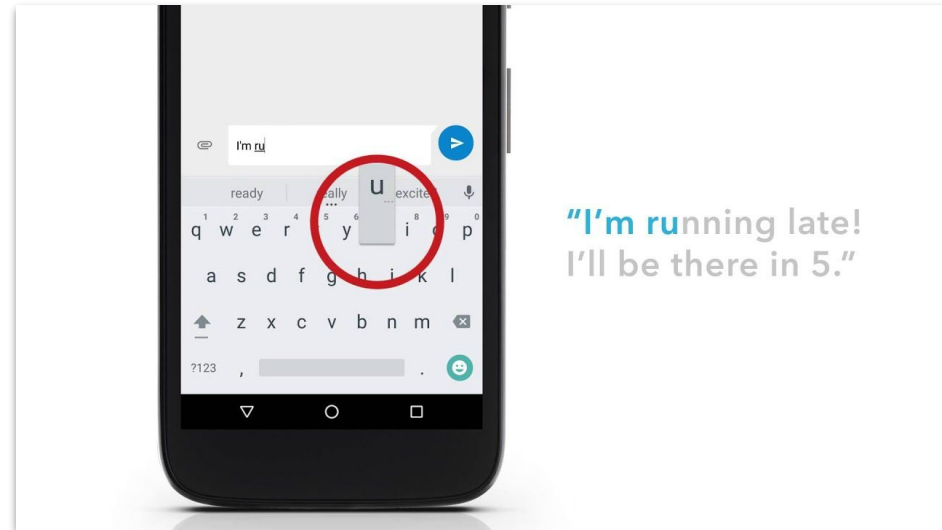
Ethical AI Use: Make It Human, and You Can't Go Wrong

Think of the Google Autoprompt....AI is the same, it predicts-the-most-likely-word-in-the-sentence...

Think of WhatsApp too.....same thing with the autoprompt



Humans speak in a unique way - bit like our fingerprints and DNA



Looking Ahead

The Road Ahead: Upcoming Trends in AI and SEO

What The Future Looks Like?

TL:DR → I have no idea...BUT, I do know that a human to prefer human experience when it comes to anything relating to Fears, Uncertainties, Doubts, Money, Health etc

1. Natural Language Processing (NLP):

AI technology that improves search engine understanding of user queries.

2. Voice Search Optimization:

Optimizing content for voice search queries due to the rise of voice assistants.

3. AI-Generated Content:

AI's potential to automate content creation for SEO purposes.

4. Personalization and User Experience:

AI-driven personalization for tailored search results and improved user experience.

5. Image and Video Recognition:

AI-powered technologies for optimizing images and videos in search results.

6. Algorithm Updates and AI Bias:

Staying updated with algorithm changes and addressing AI bias in search engines.

7. AI-Assisted SEO Tools:

AI-powered tools for tasks like keyword research and content optimization.

Will SEO Die? No, Of Course Not :) Top 5 Ways SEO Won't Die

Let's See...

1. Human Creativity and Strategy:

SEO requires human creativity and expertise for strategic decision-making and content optimization.

2. User Intent and Context:

Understanding user behavior and preferences requires human insight that AI algorithms may not fully grasp.

3. Algorithm Updates and Adaptability:

SEO professionals need to interpret and respond to evolving search engine algorithms, which requires human intervention.

4. Content Quality and Engagement:

Human-created content often provides depth, creativity, and emotional connection that AI-generated content may lack.

5. Ethical Considerations and Trust:

SEO involves ethical practices and building trust with users, which may require human judgment that AI algorithms may not possess.

AI can enhance certain aspects of SEO, the human element remains crucial for strategic thinking, understanding users, adapting to algorithm changes, creating engaging content, and upholding ethical standards.

Q&A: Inviting Audience Questions
