



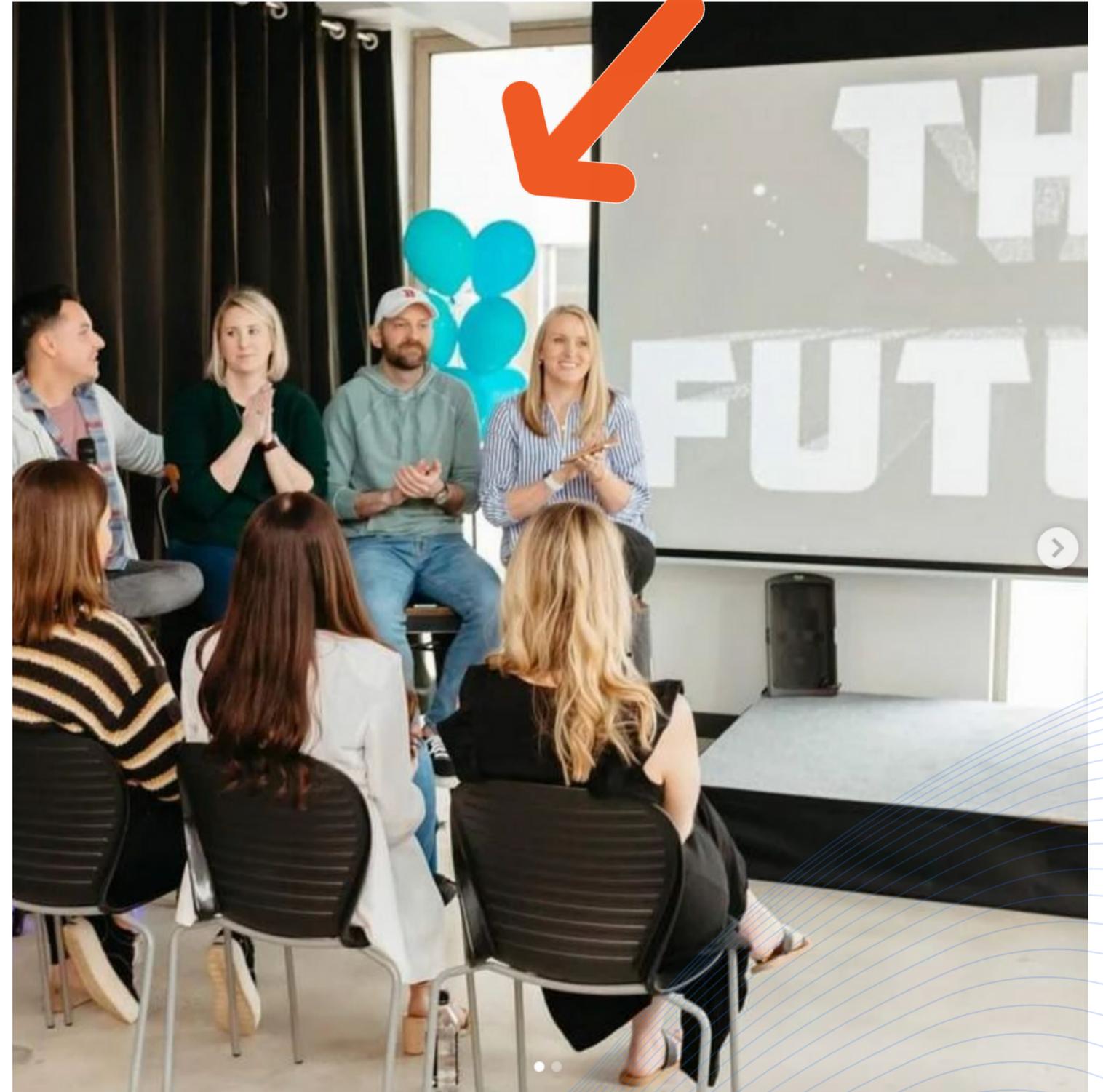
**Brian Gorman Consulting**

# **SEO You Might Not Know**

**Presented by Brian Gorman**

# WHO I AM

I am a digital marketing professional and former school teacher with over 10 years' experience in SEO strategy and training. I've worked with some of the world's biggest brands, such as GEICO, The New York Times, and Adobe.



# WHO YOU ARE

This presentation is intended for digital marketing professionals who have a little knowledge of SEO all the way up to a few years of direct experience working with clients.



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# KEYWORDS

Debilitating technical issues aside, keywords are the most critical component of an SEO strategy. They are the element that connects searchers to your website.

# AUTHORITY

Every website has a certain amount of authority. For example, apple.com has high authority; davestackleshack.com out of West Montgomery, AL has less.

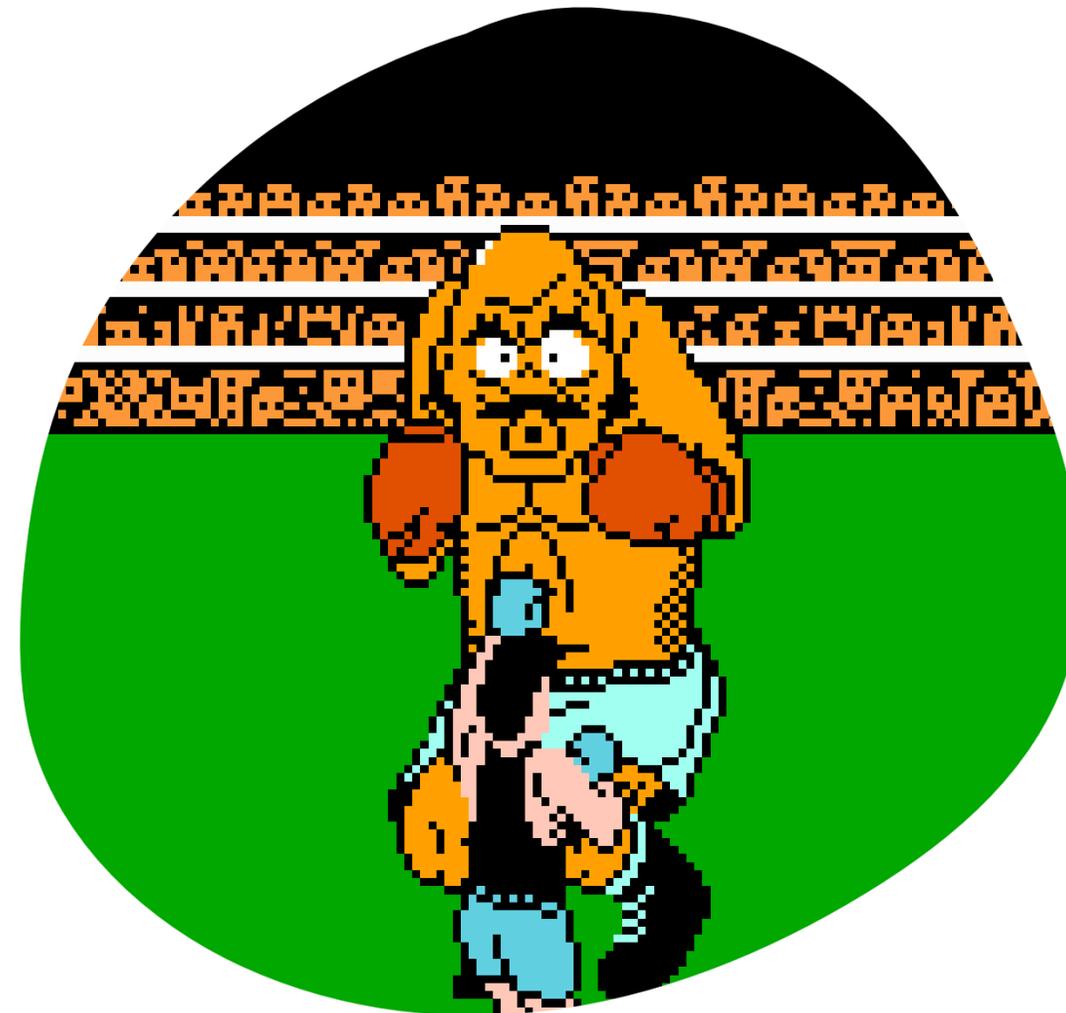
Keywords come in a variety of difficulties, and what you can rank for depends on your site's authority.



# TIERS

Each site is in a keyword tier, based on its authority. A tier is like a weight class in boxing.

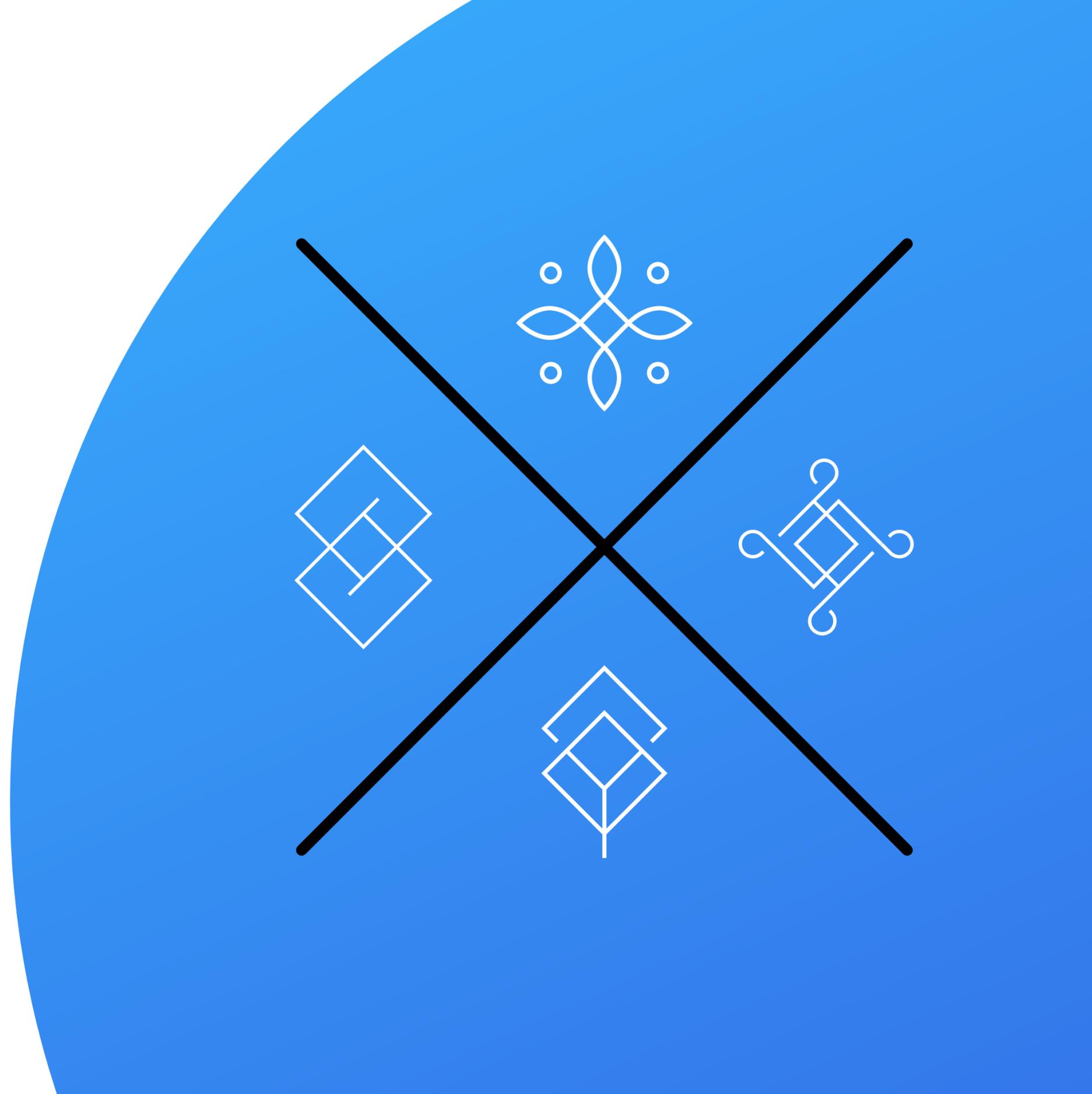
If you try to fight above your weight class, Google may not rank you well. Authority and trust have to be built slowly over time.



# STRATEGY

A smart keyword strategy is to:

- Choose KWs within your tier
- Rank on page 1 more quickly
- Earn clicks and links over time
- Build authority and aim for the next tier



# DIFFICULTY

We'll start by pursuing keywords with the right difficulty. This can be identified by reviewing ranking terms in an SEO tool and identifying the difficulty ceiling. Be mindful of branded terms and outliers. You may be strong on some topics and weaker in others.

*incfile.com*

<input type="checkbox"/> + llc	4	192.0K	81	5.46	1,024	0	4
<input type="checkbox"/> + self employment ideas	1	700	38	0.49	684	0	1
<input type="checkbox"/> + how to get a free llc	3	1.4K	49	3.56	683	0	1
<input type="checkbox"/> + how to trademark a name	2	13.0K	31	2.00	681	0	7

# VOLUME

It's also important to gauge the average volume your site is capable of pursuing. In this example, we've found terms with a difficulty 10 or lower and we've notched down even further by setting the search volume to 100 or lower.

how long does  
apple pie last in  
fridge

8

100



crock pot apple  
pie moonshine

3

100



# LOWEST DR

Most SEO tools can measure your site's authority. This is a useful metric to know when choosing keywords to pursue.

We've chosen low competition terms that also show lower authority sites ranking in the top 5 spots.

KD: Min-10



Volume: Min-100



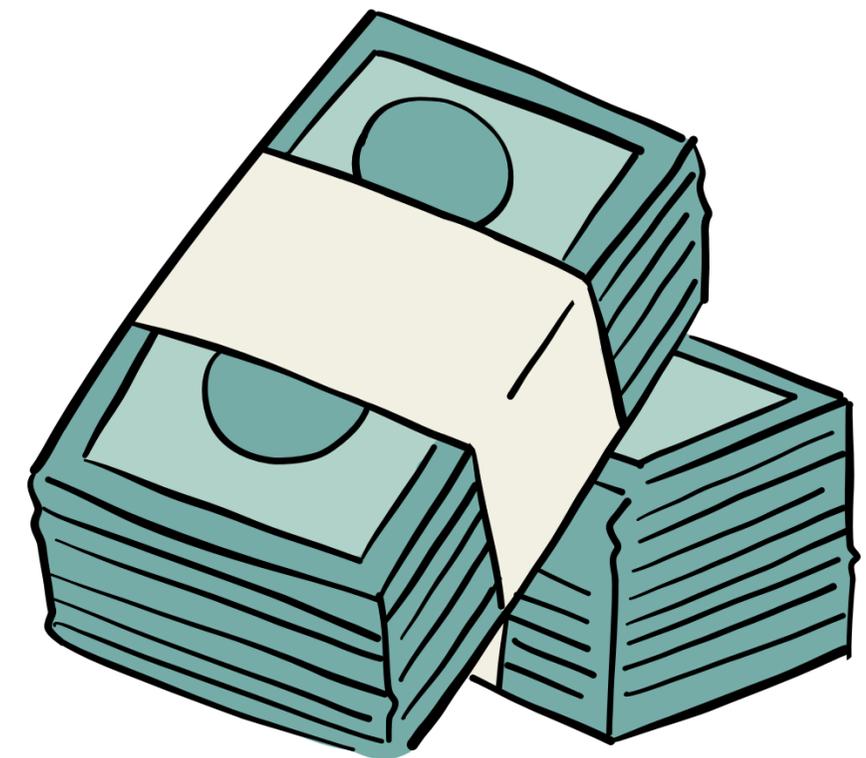
Lowest DR: Up to 20 in top 5



# INTENT

When we have a list of keywords that are in our tier, where low authority sites are ranking well, we'll next look at intent.

Prioritize terms that show an intent that matches the conversions your website aims to attract.





# ON-PAGE

Let's look beyond the standard on-page optimization tactics involving primary keyword use in title tags, subheadings, etc.

# RELEVANCE

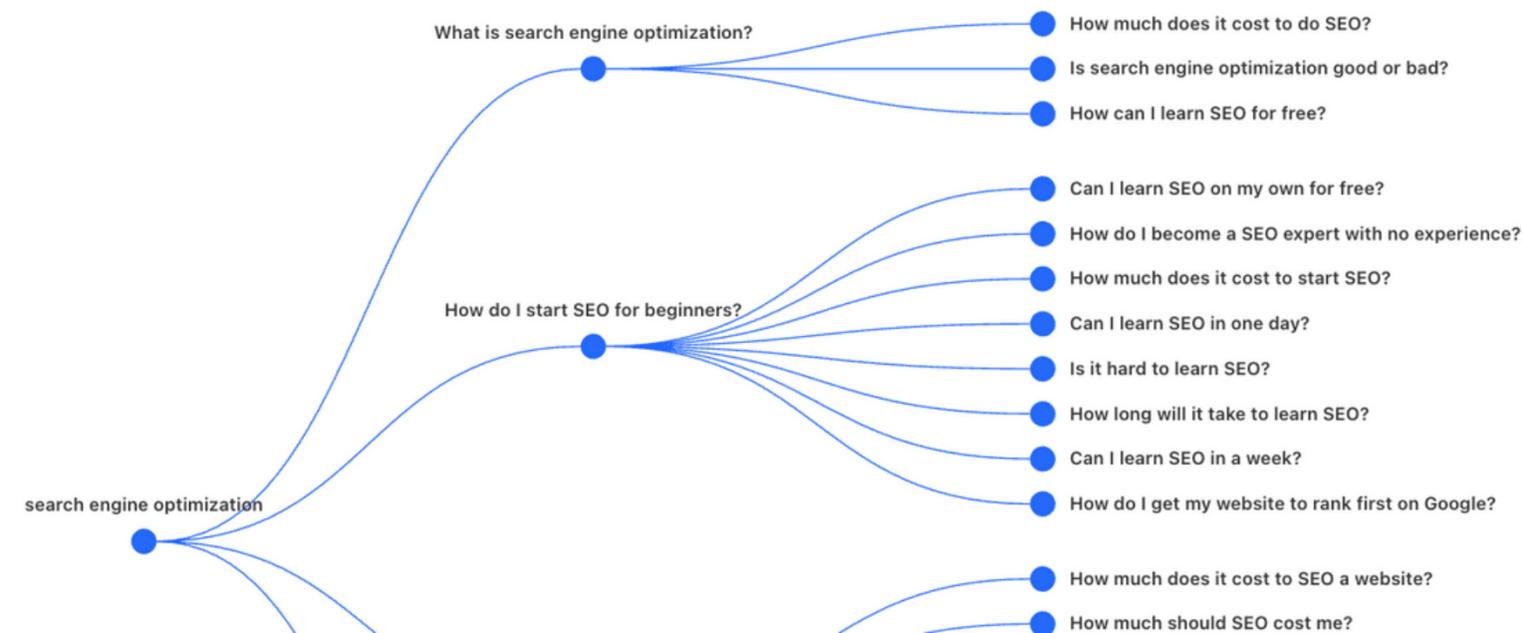
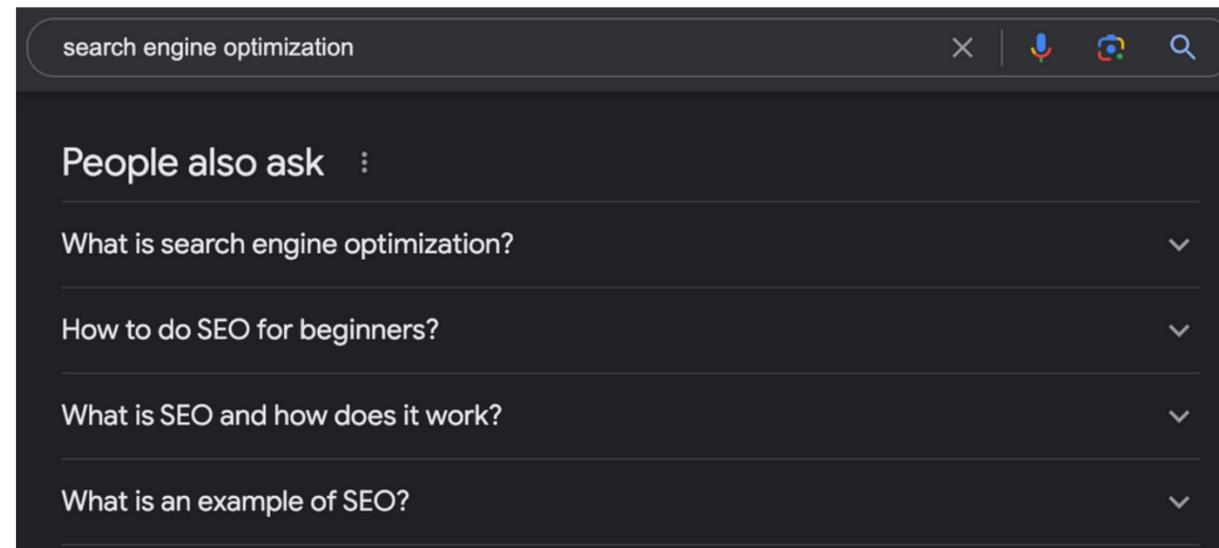
Maximize your page's relevance through centerpiece annotation. Use top-ranking pages, People Also Ask questions, related searches, and ChatGPT to ensure all sections on your page get credit and you rank for as many keywords as possible.



# PAA

The People Also Ask section represents the next most likely questions people are asking about a topic or keyword.

AlsoAsked.com is a tool that helps visualize these more categorically and see deeper levels of PAAs.



# RELATED

The Related Searches section of Google's SERP is another great place to review. Here, you can find ideas for additional content sections.

Click into one of the Related Searches and look at the RS for that phrase for deeper, but still highly relevant, content sections.

## Related searches :



search engine optimization  
**techniques**



search engine optimization  
**google**



search engine optimization  
**example**



**types of** search engine  
optimization



search engine optimization  
**course**



search engine optimization  
**uses**



search engine optimization in  
**digital marketing**

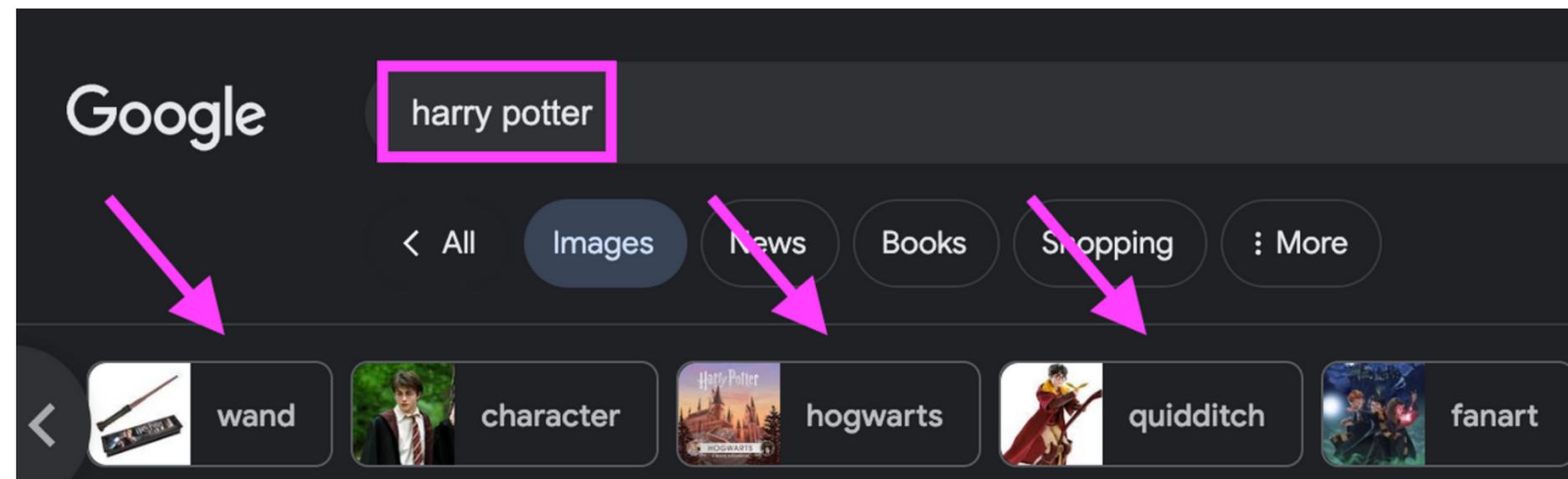


**introduction of** search engine  
optimization

# ENTITIES

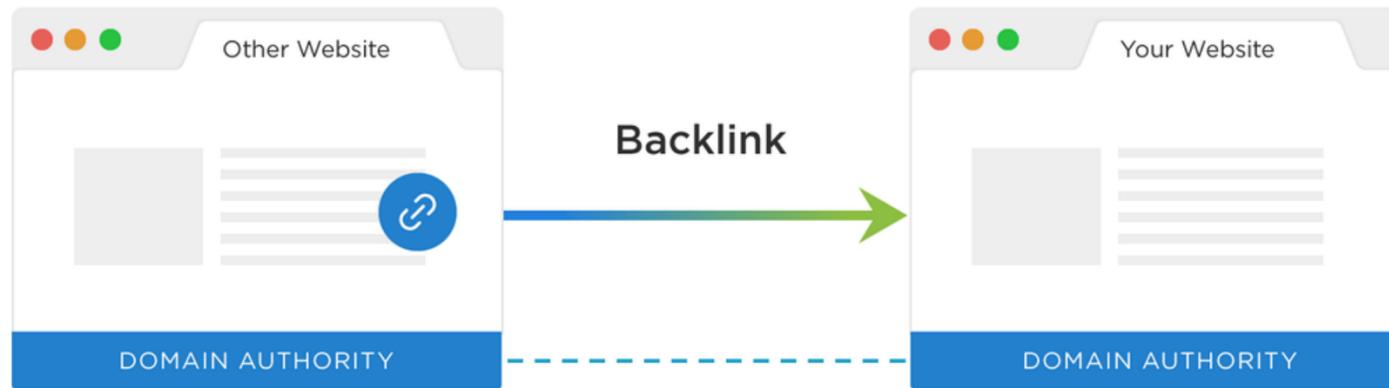
Entities are the people, places, and/or things mentioned in your document. Including related entities relevant to the main topic of your content can improve its performance in search.

Related entities can be found by auditing the SERP, brainstorming, or using ChatGPT.



# OFF-PAGE

In this section, I'll show you one of my favorite ways to uncover great ideas that generate strong, meaningful backlinks that can support our content and help it rank better.



## Other Website

Contains a [link](#) to your website

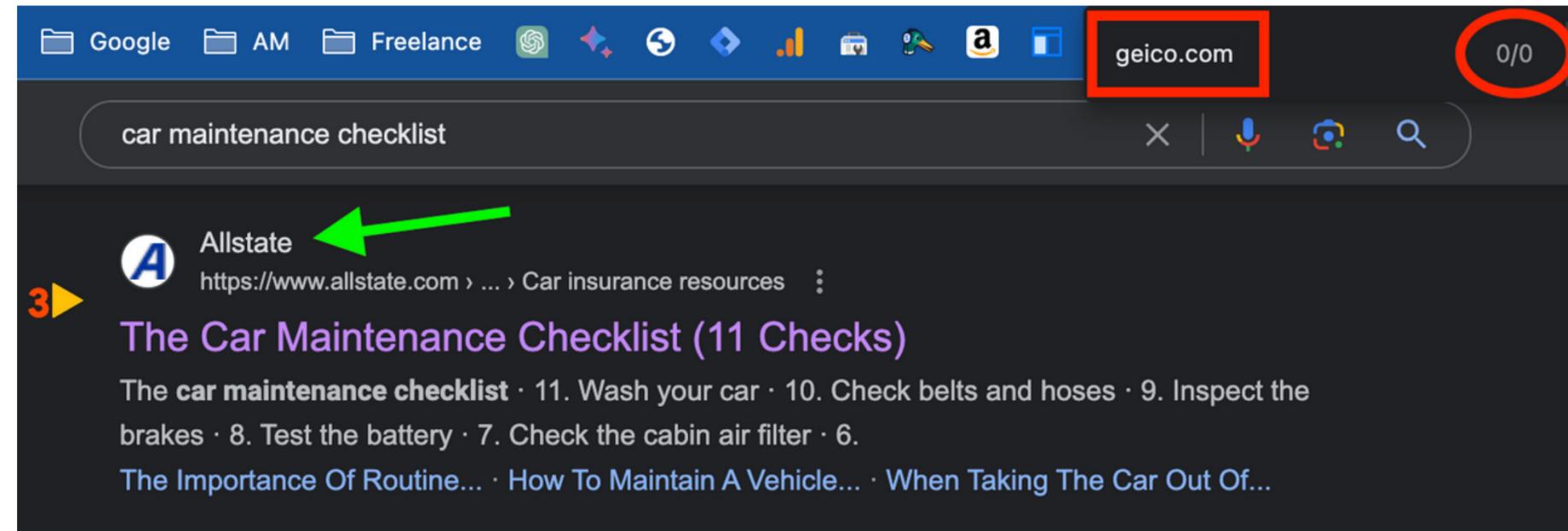
## Your Website

Has a [backlink](#) from other website

# BEST BY

After reclaiming any broken links and redirecting old URLs, it's important to create new assets that can generate backlinks.

Use Ahrefs' "Best By Links" report to audit your site and competitor sites. Which content or assets get the most backlinks?





# AI

There are good uses and bad uses of AI when it comes to SEO. It's great for efficiency, productivity, simplification, and ideation. For anything beyond that, exercise caution.

# IDEATION

One of the best uses of AI for SEO is ideation. Here are some examples:

- Related subtopics
- Common questions
- Linkbait ideas

In this example, we've asked for semantically relevant subtopics for "drip irrigation."



You

What are 10 semantically relevant subtopics under the main topic of "drip irrigation?"



ChatGPT

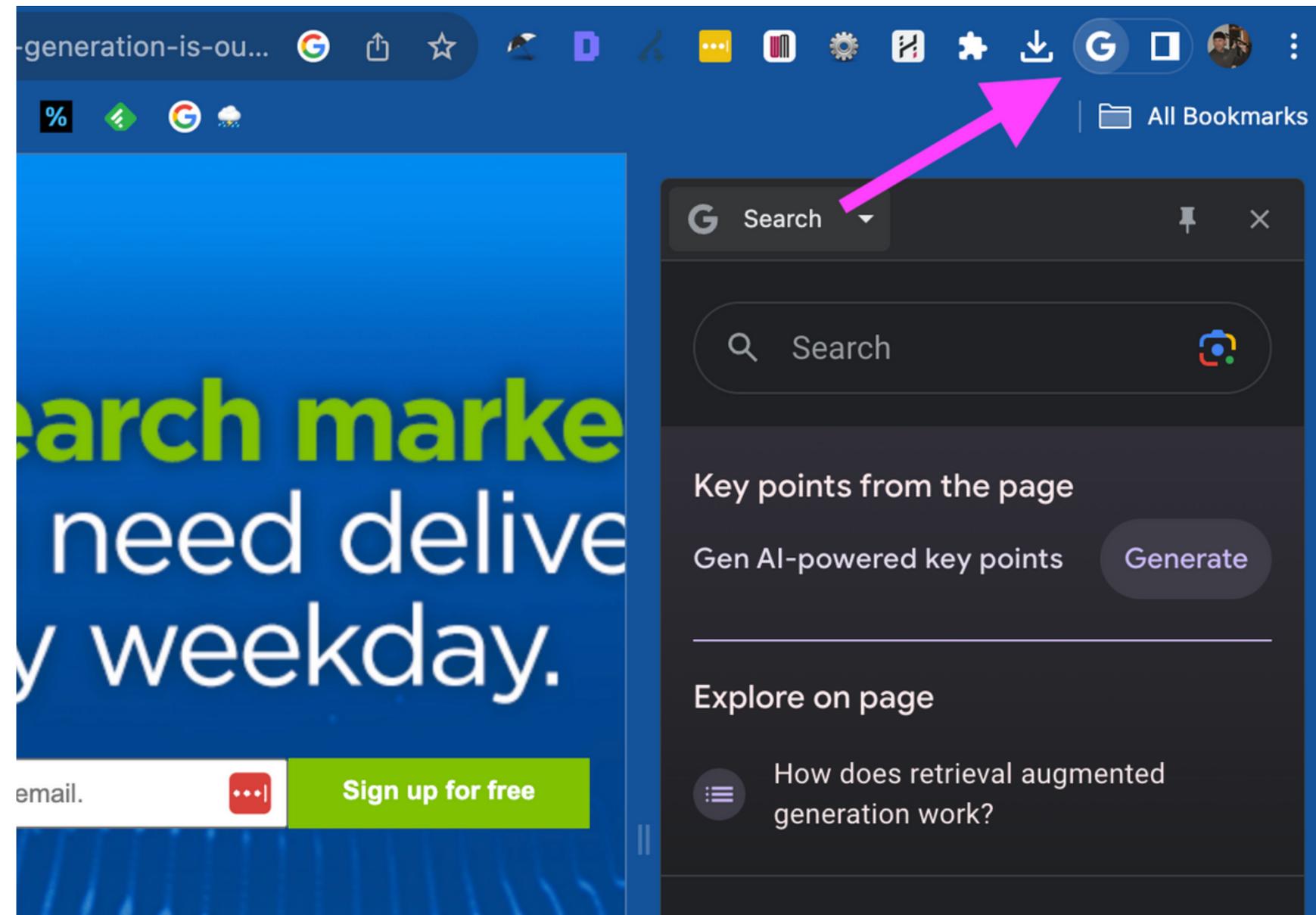
Drip irrigation is a highly efficient method of watering plants, and there are many subtopics that fall under this main topic. Here are ten semantically relevant subtopics:

1. **Components of Drip Irrigation Systems:** This subtopic would cover the various parts that make up a drip irrigation system, such as emitters, tubing, valves, filters, and pressure regulators.
2. **Installation and Maintenance:** This includes the practical aspects of setting up a drip irrigation system and the necessary routine maintenance to keep it functioning properly.
3. **Water Conservation and Efficiency:** Drip irrigation is often used for its efficiency in water usage. This subtopic focuses on how drip irrigation conserves water compared to traditional methods.

# SIDE PANEL

Google recently (as of November 20, 2023) released a side panel for Google Chrome, which opens a window where users can interact with the page.

Extract key points, explore relevant questions, and more, depending on the content.



# KEY POINTS

The side panel can extract key points from the page content. It usually includes three key points, and provides an option to click and jump to a specific section of the page.

It's not quite on par with ChatGPT at this time, but will likely improve.

## Key points from the page

**Generative AI is experimental.** Info quality may vary.

- This article explains how generative AI is changing search results.
- One example is Google's Search Generative Experience (SGE), which uses generative AI to generate content from existing content. ☰
- SGE uses three components: Input Encoder, Neural Retriever, and Output Generator. ☰

# EXPLORE

The explore option provides relevant questions and the option to click to see that question answer by a content section from the page.

allowed us to extrapolate content in response to queries based on data from search results.

Let's talk about how it all works and where the SEO skillset evolves to account for it.

## What is retrieval-augmented generation?

Retrieval-augmented generation (RAG) is a paradigm wherein relevant documents or data points are collected based on a query or prompt and appended as a few-shot prompt to fine-tune the response from the language model.

Discover time-saving technologies and actionable tactics that can help you overcome crucial marketing challenges.

### Webinars

Hype Check: What Marketers Really Want to Know About Generative AI

Trends in Paid Search: Navigating the Digital Landscape in 2024

2024: The End of the Third-Party Cookie Se

#### Explore on page

How does retrieval augmented generation work?

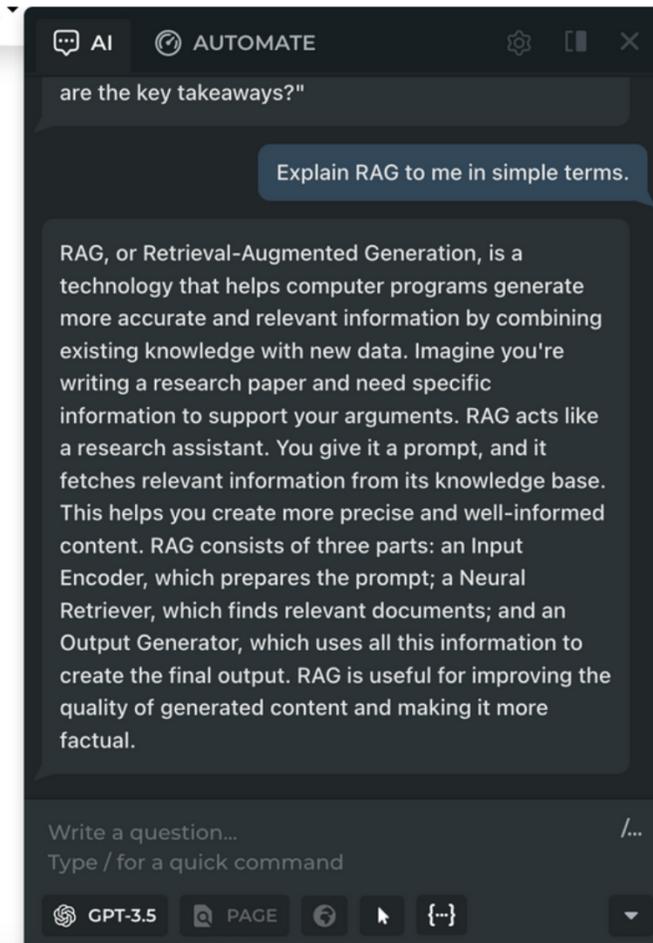
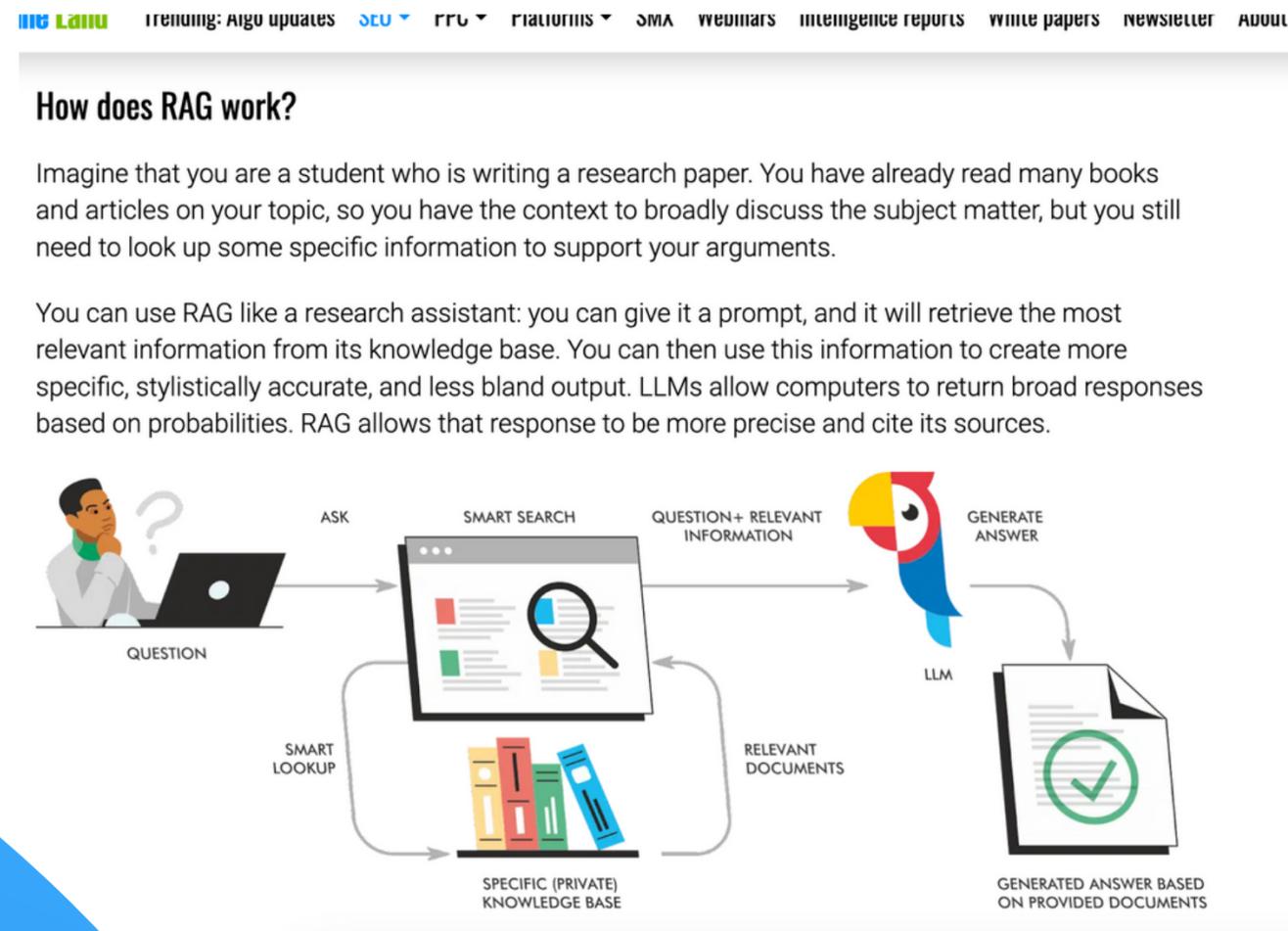
#### Related searches

google search generative experience

# HARPA

Harpa AI is a Chrome extension that can access the content of a web page or Youtube video transcript.

You can then query the content using ChatGPT-3.5. This is a great way to interact with pages and videos to get more out of them.



# KEY POINTS

One of the best use cases for Harpa AI is to extract 3-5 key points from a page. Google's new side panel can do this, but Harpa tends to do it better.

This is a great thing to do on top-ranking pages to get insights on why the pages are performing so well.

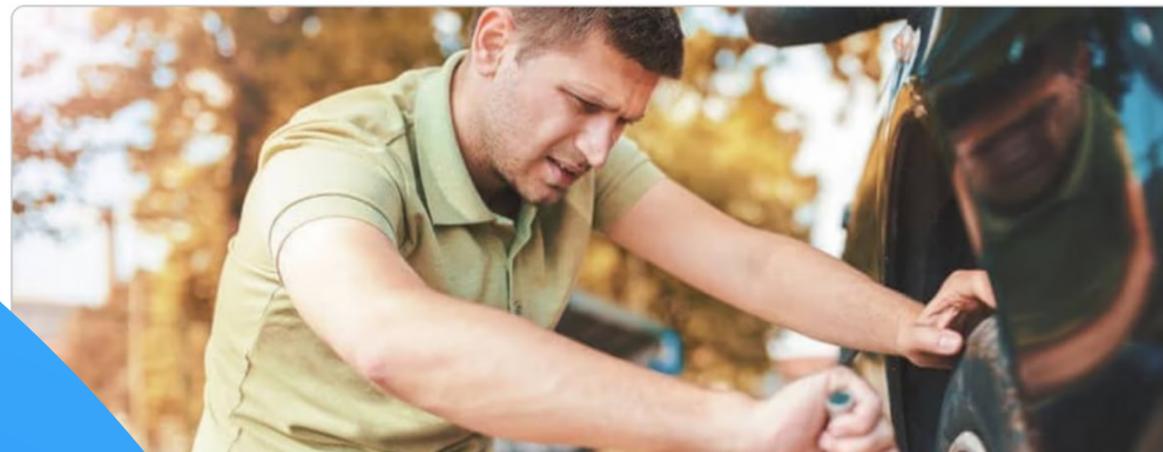
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## How to Change a Flat Tire

**MAINTAINING YOUR VEHICLE** THU APRIL 1, 2021



 AI  AUTOMATE

are the key takeaways:

What are the 3 most important steps to changing a tire, according to this article?

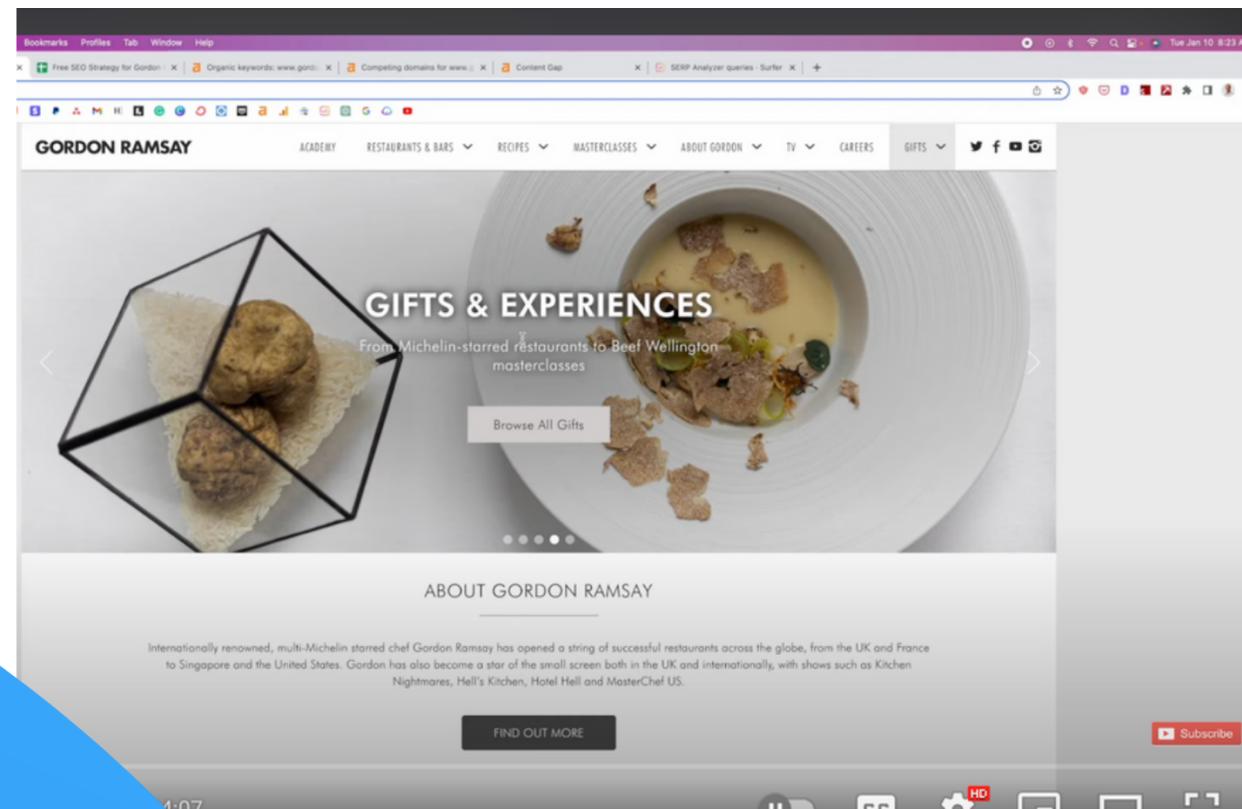
The three most important steps to changing a tire, according to this article, are:

1. Find a Safe Location: When you realize you have a flat tire, slow down, and look for a level, straight stretch of road with a wide shoulder or an empty parking lot. It's important to choose a safe location to prevent accidents.
2. Turn on Your Hazard Lights: Activate your hazard lights or flashers to make yourself visible to other drivers on the road as soon as you decide to pull over.
3. Apply the Parking Brake: Always use the parking brake to prevent your vehicle from rolling while you work on changing the flat tire.

# SUMMARIZE

Using AI to summarize content is great for a number of purposes. One of the most effective uses is for learning.

Here, I've used Harpa AI to break down a 24-minute video on SEO strategy in seconds. I can use the output in lieu of the video or as a primer / review list.



According to the video, how does one create an SEO strategy?

In the video transcript, the process of creating an SEO strategy is outlined as follows:

1. Start by looking at existing keywords, preferably branded keywords related to the brand or topic you are working with.
2. Use SEO tools like Ahrefs or SEMrush to analyze the keywords and their rankings.
3. Focus on keywords that the brand is not currently ranking number one for, especially branded keywords, as they are easier to rank for.
4. Prioritize keywords that can potentially drive leads or customers to the brand's products or services.
5. Refine filters to look at non-branded keywords, eliminating branded ones from the dataset.

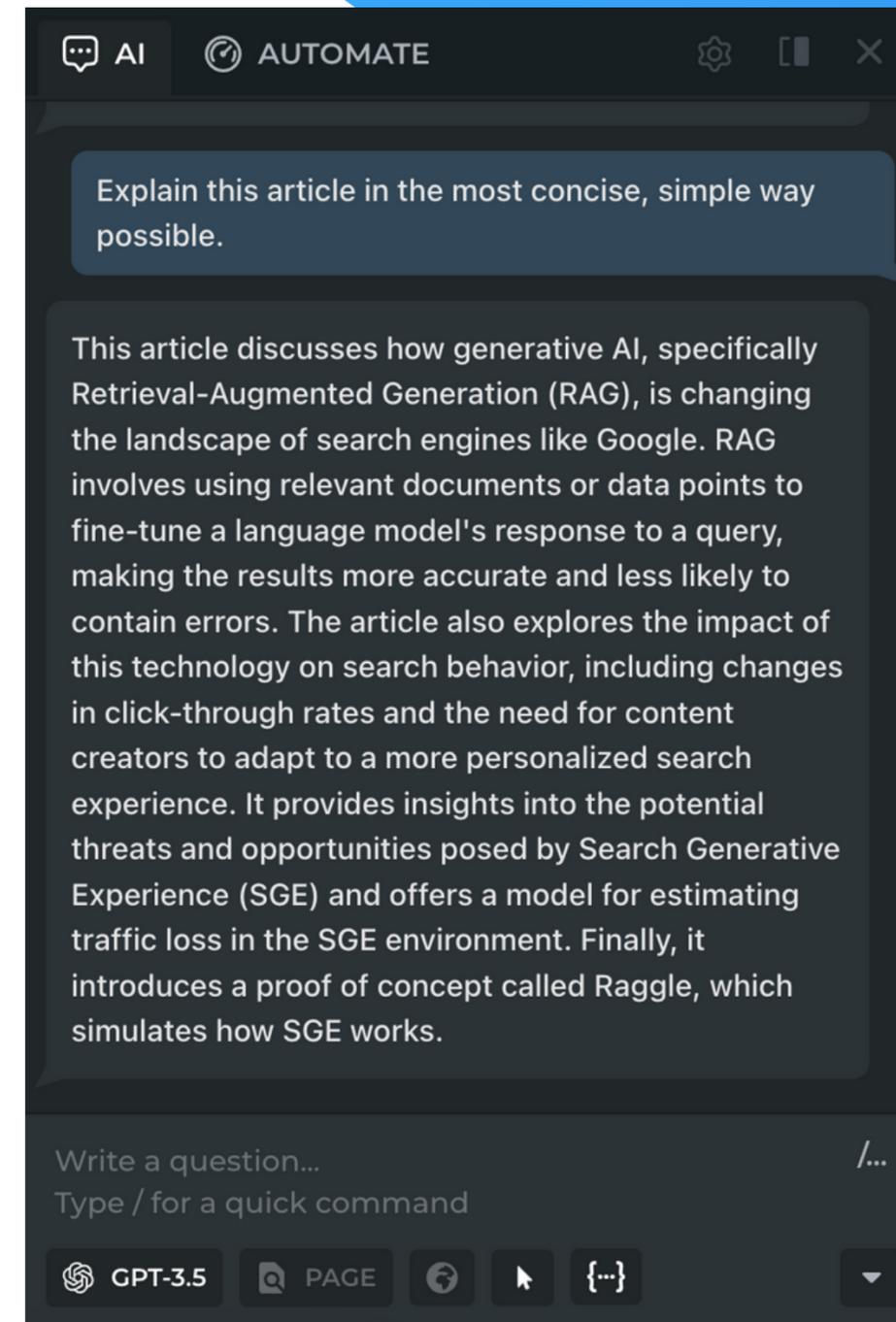
# SIMPLIFY

Harpa AI can also be used to simplify.

Some great use cases for this are:

- Simplify a complex article for learning
- Simplify a new client's niche

And, if you're struggling with strategy, try this [AI-assisted method](#) to get started.



# THEMES

Use Harpa AI to extract recurring themes within People Also Ask questions, a list of queries, subheadings from a page, etc.

For PAAs, expand a few additional levels and then prompt the extension to find recurring themes.

The screenshot shows a search engine results page for the query "Drip irrigation". On the left, there is a "People also ask" section with eight expandable questions:

- What is a major downside to drip irrigation?
- What is the drip irrigation method?
- Are drip irrigation worth it?
- Is drip irrigation better than regular watering?
- Should I run drip irrigation every day?
- Which is better soaker hose or drip irrigation?
- What is the 30 30 rule for drip irrigation?
- How long do you leave drippers on?

On the right, there is a Harpa AI extension. It displays the search term "Drip irrigation" and a list of subheadings: "Function", "How to", "How it wor", and "Running tin". A prompt box asks: "What are the 3 most common recurring themes within the People Also Ask questions for this SERP?". The extension's response lists the three most common recurring themes:

- Benefits and disadvantages of drip irrigation:
  - What is a major downside to drip irrigation?
  - Are drip irrigation worth it?
  - Is drip irrigation better than regular watering?
  - What are three disadvantages of drip irrigation?
  - Why don't most farmers use drip irrigation?
- Drip irrigation system operation and maintenance:
  - Should I run drip irrigation every day?
  - How long do you leave drippers on?
  - How many minutes should I run my drip system?

# STRATEGY

In this [Youtube video](#), I show one of my favorite ways to use AI to:

- Learn about a business
- Learn about their audience
- Outline a basic SEO strategy

This isn't a set-it-and-forget-it tactic, but it's a great way to quickly get a feel for things.

incfile

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Services ▾

Resource Center ▾

About Us

## Fast, Free Award-Winning Company Formation

Join Over **1,000,000** Businesses Owners with Incfile Since **2004**

Start My Business →

AI

AUTOMATE

What kind of audiences or users might they be looking to connect with via Google organic search?

Incfile, based on the content on their webpage, is likely looking to connect with a variety of audiences or users via Google organic search. These potential audiences could include:

1. **Entrepreneurs and Startups:** Incfile may target individuals who are looking to start a new business or startup. These users may be searching for information on how to form a company, what type of business structure to choose, and the steps involved in the process.
2. **Small Business Owners:** Existing small business owners who need assistance with managing their company's compliance, annual reports, or registered agent services might also be a target audience. They may search for solutions to simplify their business operations.
3. **Individuals Interested in Business Services:** Incfile may aim to reach individuals who are interested in business-related services such as obtaining a Certificate of Good Standing, filing for an S Corporation, or changing their company's name. These users might be looking for a reliable service provider.
4. **Those Seeking Reviews and Testimonials:** Users who want to gauge the reputation and trustworthiness of Incfile may search for reviews and testimonials. Highlighting their excellent Trustpilot rating and customer reviews on their website may attract this

Write a question...

# BONUS

To outline today's talk, I used a tool called Mind Meister.

It's fun to use, has some really cool designs, and the presentation mode is awesome.



# REVIEW

Let's look at the main takeaways from today's presentation. These three concepts represent the most important concepts to remember.

## KEYWORDS AND RELEVANCE

Understand your site's keyword tier and compete where you can win. Pursue the right terms, and optimize your pages by choosing the most relevant subtopics possible.

## BEST BY LINKS

Audit content pieces from your site and competitor sites to understand what is generating the most links. Replicate and improve upon the ideas.

## AI FOR SEO

Use AI to assist your brainstorming, ideation, and learning. It can also be used to overcome writer's block and create multiple examples of an article heading, for example, or even a first draft.

# THANK YOU!

/in/briangormanh/

@briangormanSEO

briangormanh.com

briangormanh@gmail

