

SEO module – Lecture 3 notes

Hello and welcome to Search Engine Optimisation (SEO) with the London School of Business Administration. We're now going to be looking at on-page and on-site optimization. This lecture covers semantic SEO and topical authority, keyword strategy, meta tags and content structuring, user signals and user experience factors, handling duplicate and thin content. Let's get started. Semantic SEO focuses on improving a website's relevance via search intent and semantic context rather than just keywords. And this again placed what we were looking at in the first and second lectures of the search engines focused on really trying to provide those relevant results based on the search query. The aim is for the search engines to get a clearer, more nuanced idea of the user's intent by structuring content around broader topics and related terms.

This helps them rank pages based on topical authority. Latent Semantic Indexing, also known as LSI, helps the search engines recognize the relationships between the words and the concepts. This improves their ability to match the search queries without relying on the poor quality and outdated keyword stuffing, and really tries to move away from that focus on specific keywords. It makes sure that with pages that have just stuffed keywords in, it really tries to move that away and really focus on the quality of the result. But also, in ensuring that they are taking into account the user's intent as well, of what they're really trying to do with that particular query that they've entered into the search engine.

So let's say, for example, using LSI, the search engine understands that someone is searching for dog food, but they may also be interested in dog toys, dog care, dog health, and other doggy content, as these terms are semantically related. The search engine is able to serve a variety of valuable content to the searcher without relying on the exact keywords. Ultimately, LSI is all about understanding that wider context, which we should also be factoring in into our SEO strategy, surrounding each search and serving results designed to fit that context. This really aligns when we think about the customer journey and we think about those different touch points. And the user's behavior and intent at each of those touch points and this really plays to that the ultimate aim of LSI is to provide users with nuanced search results that align more closely with user intent, and that's the key focus there because it gives you a better search experience.

Now, look at content; a well-structured cluster consists of a pillar page exploring and covering a broad topic in more depth supported by cluster pages that explore

subtopics in more detail. So, if we take this example here, our pillar page is the dog food, and now we have our more in-depth aspects of related cluster pages that are going to explore those subtopics in more detail with things like dog health, that's related dog toys, dog training, dog tips, dog gifts, and dog stories. We could also have, you know, um wet food, dry food, meat, vegan, grain-free or whole grain, you know. And we can start to really broaden out that initial topic of just dog food, and think about how we've got other connecting clusters to that original search term and search phrase.

Hub and bespoke content models build on this by linking related articles back to the core hub page, and this again ties back to what we were looking at in the previous lecture by making sure that we're really optimising and using that internal linking on our web pages as well. So, on our dog food page, really think about how we can internally link maybe dog health to the dog food, or dog training to the dog food, and dog tips for example. This helps to reinforce the topical relevance and improve that internal linking. Topic clustering strengthens a website's authority by grouping related content under a central theme, because then you've got more content that's related to that initial primary topic that you're focusing on, in this case, dog food.

And you can really start to grow your authority then and demonstrate your knowledge and expertise and build that trust. Remember the EAT framework by Google. We can really then demonstrate our experience, our expertise, our authoritativeness, and build that trust. So think about this for your own website and your organisation's website. What's that core content pillar that would be in this main circle here where dog food is? And then what would be those cluster topics that could be related to that or interlinked in some way to that initial content pillar? There are two main types of content silos, and this is when we're thinking about having an authority for a particular topic. There are the physical silos which use URL structures to separate those categories. We look at the example here on the screen.

So we've got `dogfood.com/forward-slash-nutrition/forward-slash-treats`. And if we look at the virtual silos, which is the second one, this is relying on strategic internal linking between those related pages. So a well-planned silo structure ensures that the content is tightly connected and it's easy to move through the topical relevant pages in logical, intuitive fashion. And again, remember, we're trying to make this easy for our users, but also for the search engines to understand what content links to what. And this ties back to the sitemap and the robots.txt file that we were looking at in the previous lectures as well. The good silo system improves your chances of ranking higher in the search engine results if you're siloed, if you silo your content

very very well, you'll also enhance the user experience by making the content easier to navigate about that particular topic.

Now, we can see here, we've got the physical silos and the virtual silos. Now You might find that your organisation's website already uses one of these, or you might find that maybe your organisation's website uses this one instead. Now, you want to identify which one your organisation's website currently uses, or if you're creating a new website, think about which one's going to be most suitable for your organisation and how you're going to implement it in your company and who's going to be managing it moving forward. Again, you want to be thinking about the structure of your website and the architecture of your website because that might also dictate which one's going to be the most easiest to implement. So here's the visual example here. We've got our homepage of Dogfood.

com and then we've got our silo page of Canine Nutrition that then links to, you know, are your dogs, you know, got any kind of nutritional issues and then links to another article here all related to nutrition so you're you're keeping everything very categorized by that topic same again canine behavior and then we've got um you know why do your dogs behave in a certain way in my case would be why do your dogs constantly bark when someone knocks on the door and then you've got another related article here and then the same here so doggy news and then you can see it's all linked together So what the user can see and what the search engines can see is that all of this content is all relatable to the same topic And you're looking at it from different angles and you're answering different queries Now you could use this with interlinking between each one which would be an effective way to do that.

And also your URL structure can also help make sure that you've got those content silos for that particular topic all connecting together. Now, search intent analysis is the process of really understanding what users are looking for when they're entering a particular phrase in as a search query. Search intent is generally grouped into four broad categories that you can see here on the screen. Let's take a look. So we've got informational. Now, if it's an informational intent query, they are seeking knowledge. So, for example, what food is best for my dog? Commercially, researching products or services. You know, what are the ingredients or what products are available or what dog food is there? Navigational, maybe looking for a specific website or brand. Might just search dogfood. com, for example.

Transactional, ready to make a purchase or take action. And this will start to relate back to the marketing funnel that we're going to take a look at in a second. So you

get dog food delivery. You know and I want to get that delivered this is the product that I want, you know, and that then that's showing very very quickly there's an intent there to make a purchase, so what we're trying to understand here is the user is using the search engine, do they want to just find out information, are they wanting to make a purchase, are they making comparisons, are they looking for a particular website, are they just seeking information and that's what we're trying to understand here because this informs our keyword strategy and our content in terms of those content silos and those topics that we need to focus on on our website to ensure that we're providing the information based on the user's intent, not just the keyword.

We want to think about what's the user's intent for what food is best for my dog. Is it just to find out the information? And find out what's best and then maybe because that information is so clear the website was really easy to use, they then search for the products on the website and they make a purchase; you know we want to make sure that we have that mixture of content on our website so that we're really trying to capture all of the different types of these four broad user intents. We can also consider grouping keywords by the marketing funnel stages. Let's take a look at some examples. So, when we're thinking about awareness here, our keyword focus can be on queries like, 'what should I feed my dog?' or 'can my dog eat raw meat,' for example, to attract users out at the very, very start of the funnel.

Blog posts, guides and FAQs work really, really well here at driving that level of awareness. In the consideration phase, we can be looking at commercial intent keywords for things like the dog food brand comparison. Or best quality food dog food in the UK to target users evaluating different options because they're there at a stage of considering. We can use case studies, comparison articles, and in-depth guides to help nurture that interest for transactional keywords in the conversion stage. We can be looking at things like order dog food delivery or buy raw dog food online, which will appeal to users that are ready to drive that action right now. Landing pages, product pages, and strong call-to-actions are very, very good for this stage.

And finally, for retention, we can be focusing on queries like 'How much does the brand or product should I feed my dog?' Or dog feeding advice, focusing on keeping customers engaged on our website even after they've made a purchase. We can be focusing on content that is tutorial-based. Support pages and community discussions are really, really effective for this. So by aligning our content with search intent and funnel stages, our organisations can attract the right audience at the right time. As such, it's a good idea to map out your SEO keywords to the specific points in the customer's journey to identify what's going to be most useful to them and also what

their search queries are likely to be and what that search intent is, to make sure that we're grouping and including that in the grouping of our SEO keywords.

Much like what we looked at in the paid advertising module and course, there are a range of tools for SEO also, like Ahrefs, SEMrush and Keyword Insights that help identify those high-value topics by analysing search trends, competition, and audience demands. Ahrefs for example has a Content Explorer which will reveal the popular articles within a niche based on social shares, backlinks and organic traffic. Its Keyword Explorer suggests related queries showing search volume, keyword difficulty in terms of how difficult it is to rank and a range of SERP features. So you want to use one or a few of these tools. And have a look at what it's identifying for your organisation's website in terms of generating those ideas for the different content topics. SEMrush, for example, is another tool that we could use.

It has something called the Topic Research tool, and it generates content ideas by analyzing trending subtopics, related questions, and competitive content performance. The Keyword Magic tool uncovers the long-tail versions and search intent, ensuring that content aligns with users' needs. And there is also Keywords Insights. This is leveraging AI data-driven clustering to group the keywords into topics, we can see here on the screen, helping to structure the content around broader themes. It also analyzes search intent movements and shifts, showing whether a query will serve multiple purposes over time. And this can really help inform your content strategy for SEO. Meta tags and descriptions help users to quickly understand what your page is all about and why they should really click on it.

But it also helps the search engines and the crawl bots to understand exactly what that page is about as well. So we want to be as clear as possible with the meta title and title tags as well as the meta description to give a true reflection of what the content is about on that page. Now, meta descriptions give you a higher character limit to play with but it's still a good idea to be concise because we want it to appear in the search results so stick to your major USPs and really focus on and hone in on on exactly what that content and that page is about and ideally end with a CTA because we want to drive that click-through on the search results, so let's take a look here.

This is the meta description here; we've got this example here from Semrush: 'Streamline your agency processes for growth, get quality leads regularly, automate client reporting and pitching, and create white-label client portals and share.' Okay, so very to the point, really trying to drive that level of intrigue, giving it being very

very clear on exactly you know what the what the tool is about and this is leading onto their home page; it's a little bit more generic now if it was a a page that Was about a specific feature of the SEMrush tool, then you might find that actually be much more specific in its meta description because the content then is going to be very specific about the feature of that of the tool.

Now a good meta title also known as the title tag which is across the top here we can see here we've got online marketing can be easy should be optimized for SEO and readability and it should tell users at a glance what your brand is about and what they can expect from your site and also that page now online marketing can be made easy by using this tool okay we can see exactly what, what this the home page is about. Here if we take a look at this other example, here: Quality dog food made in Devon in the UK. We've got the meta description 'Buy high-quality food for your best friend. Get insights and tips about your four-legged family friends, family members. Order your free sample today!

So there's your call to action: order your free sample today and buy that high-quality food for your best friend. You know, and it's really trying to connect with the audience; it's a very light touch in terms of, okay this is the product that we've got the high-quality piece and then we've got that call to action. So what you want to think about for your organization? Website um are and and to do an audit of, really is to look at the meta title and title tags of your key web pages that are tending to drive a lot of traffic to your website and you want to look at the ones that aren't driving a lot of traffic to your website, do they need further optimization and updating? Is the meta description, does it make sense?

Or maybe it's out of date, maybe it needs updating. So take a look at this for your organisation's website. Compelling title tags are generally under 60 characters and they aim to encourage clicks. Meta descriptions should be concise. So under 160 characters, they should be persuasive and include a call to action. And so it's important in our title tags to incorporate primary keywords that naturally fit within the description without keyword stuffing and make them as engaging as possible to encourage those clicks. So think about as if you're optimizing a paid ad. The meta descriptions. Should be persuasive and include a call to action where possible, while not a direct ranking factor, a well-written meta description will improve those click-through rates and also the crawlability of your website because it's very clear on what that page is about.

Ideally, the meta description should be unique for every single page you know. In this example here on the on the page here, the only major keywords have been changed in each of the meta descriptions and this makes makes the brand kind of seem a little bit kind of robotic because they've just literally tweaked that keyword so you see that it's the same description throughout, so let me show you here. We're just literally, so we've got buy designer clothing and accessories and get free shipping and returns in the US. Shop online for the latest collection, which we can see here. And you can see here we've got women in there. So dresses for women, because that's what's being looked at here. Designer pants, so buy designer pants.

And then we've got buy designer glasses here as well. And you can see that that's what's being searched for. So it's great that that's being relayed into the description. And it's connecting to that search, but if we start to see several of our pages ranking all within the SERPs in the same listing, then they're not really adding anything different, so you do want to think about if we have these pages together because the topics are quite similar, we think back to those content silos, then what else can we add, what other USPs can we be Can we be including to try and convince someone to click through, build the trust, demonstrate our expertise? You know, remember those rich snippets, the text snippets being featured in here, customer testimonials, the reviews, you know, the price points.

Those elements could all be featured underneath here if the schema markup was being used that we looked at in the previous lecture. So think about this for your organisation's website. What could you further optimize for creating compelling titles and meta descriptions? And also think about those schema markups before a visitor and a search visitor dives in properly to read our on-site content. People will scan it and if it doesn't engage them immediately, purely by running their eyes down the page, they're likely to kind of bounce off your website. To retain the users and deepen that level of engagement, remember we want that dwell time to increase. We need to make sure that our content is scannable and is using optimized headings to grab that attention.

So we want to use headings, subheadings, paragraphs, lists, bullet points to break down the content into logical and easily scannable sections. H1s stand out the most and they should be clear, keyword-focused, and unique. h2s and h3s really help to structure the content for easy scanning and we're going to take a look at an example of that in a second but let's just look at this here so we've got our content here on the left hand side that is very difficult to scan isn't it it's almost written like an essay there are no subheadings there's no bullet points there's no variety in the formatting now if we look at the scannable variation of that same

content on the right hand side we have our brief kind of introductory copy here we have our bullet points we have our key kind of key areas and then descriptions underneath and instantly it's easier on the eyes easier for us to see now what We also want to be thinking about is how we can incorporate multimedia so images videos testimonials you know bringing in that visual element as well to our content Like this example here, we have our page title. And you can see this is the biggest title on your page. This is the H1, okay? Now, this should be related to the meta description and the title tag and the page tag, the meta title that you've put on your web page. This is your main header. This is the H1.

Then we have our subheaders. Now, these can be H2 for example, this could then be H3 and then this could be H4. Now, what's important here is to think about the relationship of these headings here to this main heading. Because what we're doing here is we're basically telling the crawling bots and also the reader. that our h2 is our our secondary important heading h3 is our tertiary importance and then we've got our h4 that's our fourth important heading okay They're all related together, but what we're doing is we're demonstrating that these are the most important. Now, it might be that you have your H1, H2, H3, then you have another H2, H3, and then you have a H4.

You don't have to all be in chronological order all the way through your content, but you do need to structure which headings are the H2, which are the H3, which are the H4. And this will also help you structure your content. These are the most important points. This is supporting information. This is tertiary information, but it's still important, and you know. And going through that way with the the structure of your content now each of these the h2 will be slightly bigger than the h3, the h3 will be slightly bigger than the h4 so those subheadings will be slightly smaller as well. Now, what we want people to be able to do is to get the understanding and the major points of the content from scanning the subheadings alone, just be able to read those subheadings to understand this is what the content is about.

So if we have a content writer or maybe we're going to be using an AI tool to help us create the content, we need to tell a story. And we want to draw the user and the reader down the page and further into our content again remember this increases our dwell time but also our engagement levels. The important thing is to not make the user work too hard to uncover your main point and think about those crawling bots as well. This doesn't mean to stick to the fluffy content and not be concise. If you want to write an in-depth article on deep topics, that's great, but make sure that it

is still scannable and that you're not burying the kind of key parts too densely in your content, making it unengaging with not clear formatting and really difficult to read.

So even if it's a long piece of content, it's a long form piece of content, it should still be scannable. Some key tips to create scannable content on our websites. ** Use short paragraphs**, two to three sentences to improve readability. ** Use bullet points and numbered lists to highlight key information or key steps if you have them. ** Use bold or italic text where appropriate to emphasise important points. Incorporate the descriptive anchor text for internal linking to enhance that navigation. Remember the UX piece. And add those multimedia elements where appropriate to add interest but also enhance the engagement. Now, with this example here on the left-hand side, we can see how it's easily scannable just by having shorter paragraphs than one big block of text like this one here instantly much easier so think about that level of white space and how scannable your content is on your company's website.

In this next example, we are going to explore how we can factor in ChatGPT SEO optimization into our on-page and on-site optimization approach. You're watching this video because you want your website or your client's websites to show up in ChatGPT. So in this video, I'm going to show you exactly how to rank in ChatGPT so you can get found in 2025 and beyond. I'm recording this video after going down a really big rabbit hole. As you can see here, I've documented exactly how AI search engines work, what influences AI search engines recommendations like ChatGPT, and I've also created my own AI search engine checklist so you can rank in ChatGPT. I'll link this in the second link in the description because the first link in the description is actually going to be a waiting list for a tool I'm creating that helps brands score, monitor, and boost the visibility in AI search engines like ChatGPT.

So if you're interested in that, check it out in the description, but I'm going to get straight into it because I believe AI search engines like ChatGPT, like SearchGPT are the future. And in fact, at the end of 2024, ChatGPT usage actually exceeded Bing. And I do not see that slowing down because if you've used ChatGPT or SearchGPT, it is just a better experience than Google search engines. And I think it's a no brainer that this is going to continue. I believe it's going to be less competitive than Google SEO because there's going to be less people in it. So if you want to make the most out of this opportunity, make sure you watch this video and access a checklist. Now, in terms of how ChatGPT actually works, when someone goes to them, they ultimately enter a search query.

And this is where the real key difference between ChatGPT and Google comes in. Because the average prompt length in ChatGPT is actually 23 words. In Google, the average keyword length is 4.2 words. So there's around a 5x increase in the length of query that someone searches into ChatGPT. So it's very, very different. And in fact, 70% of what people type into ChatGPT has a completely unique search intent when compared to Google. So it's a completely different market that you're playing in. People type in different things, they expect different results, and you need to be aware of that. Now, once a user actually types something into ChatGPT, the first thing that these AI search engines do is process the query.

It'll break the query down into individual words, remove any filler words, it'll enhance the query, and then structure it in a way that's easy to understand. And if you ever want to see this in action, if you actually head over to Gemini's deep research and type something in, it'll actually break down the prompt into a key steps that it's going to go through in order to find you the best answer, which is not only a great way for understanding how to rank in these AI search engines, but it's also a great way to understand how they actually break the queries down. Once it's done this and it's understood the query, it's then going to gather information to give you an answer to that query. And this information gathering process is called information retrieval.

Something in AI search engines you may often hear is actually RAG, which stands for Retrieval Augmented Generation. Which is essentially how AI search engines generate accurate and up-to-date responses. What ChatGPT does, it will retrieve information from its database, from its index to provide you with the information. So it will find what it believes matches up with your query. Then it will begin ranking those results to give you the best output. Now, just quickly going through the index, essentially what ChatGPT does in sort of a generalized way, it does three things. First of all, it's already got an understanding. It's already crawled the internet to build up its understanding of different information. So sometimes when you type something in ChatGPT, it doesn't have to search the web.

It just already has information that it knows, and it will just provide information based upon that. So some part of its index is information it already knows. ChatGPT also has the ability, though, to crawl the internet. So when you type in a query, it may crawl the internet in order to get information, but it may also go through and get different external data through partnerships that it may or may not have. One thing to bear in mind is Microsoft owns, I believe, around 49% of ChatGPT. So ChatGPT relies heavily on Bing. So if you want to influence ChatGPT's search results, you may want to make sure you're ranking high on Bing. So to build the index, it crawls the web, it goes through its pre-existing information as well as going through other

data providers to ultimately make sure that when the query is processed and information gets retrieved, it has a ton of different info in order to provide the best answer.

Now when that information then gets pulled through the informational retrieval process, it then begins to get ranked and filtered. So ChatGPT will score the results and then it will personalize and filter those results based upon what it already knows about you, which is where I believe ads are going to come into play in the future. It will then generate an answer, which is the G in RAG. So it will use AI models to essentially provide a text-based answer. It will also verify the accuracy at this stage. Now, despite this, hallucinations still does occur. So the results aren't 100% correct right now. However, they are getting better. As you can see, there's a lot that goes into just being able to generate the answer in the first place.

Before then delivering the result so it shows the results and formats the output which is sometimes why you may see some images some videos it will essentially format the output in the best way in order to provide the information that you're looking for based upon the information that it has available in its index and then from there it will train based upon what you do so if you click on the search result if you give a follow-up question This all goes into training the AI search engine, training ChatGPT to be better over time. So that is an overview of how AI search engines work, how ChatGPT works. And now what I'm going to walk through is what actually influences the recommendations, both on a general basis and then on a local basis.

Now going into general, when I say general, that's when it's not a local search term. So if you search something like best running shoes for a marathon, that is a general search term. It's not local. And these are the things influences that shows. And these are the things that influence what shows based upon my experience of analyzing hundreds of search results from building my new tool and also analyzing papers from people that have also deep dived into this. Now, the most important thing when it comes to ranking in ChatGPT is list mentions. You want to make sure that you're getting list mentions on authoritative lists in your niche. You then, of course, need to make sure you have a strong website authority that ranks well on Bing search results.

You need to make sure you're still focusing on your website. Just because I believe ChatGPT is growing does not mean SEO is dead. SEO is still so, so important. Google isn't going anywhere. And you also need to make sure you're ranking well on Bing. Brand search and mentions are also really important. Mentions are very, very

important in particular with ChatGPT. Because as I've mentioned in ChatGPT's index, there'll be all this information that ChatGPT is already trained upon. And you need to make sure that your brand is getting mentioned in that info so that ChatGPT is actually training itself on your brand. And it knows what you are. Earning affiliations is also super important. If you want to rank for running shoes, you want to make sure you've got lots of helpful information about running shoes on your website, as well as also some really strong affiliations, i.

e., you're getting mentioned on really authoritative websites. For example, here in this ChatGPT result, you can see not only is there a ton of different listicles, but also on top of that, you'll see that Wikipedia is at the top. So, getting featured on places like Wikipedia is fantastic because these are the authoritative places that ChatGPT is going to get its info. Then there's online reviews. You want to make sure that you're getting really solid online reviews on places like Trustpilot, Captera and G2 because as you'll see if you ever head over to Gemini and you see the breakdown of what it actually looks for when it goes through search results, it'll actually often look for reviews on different websites on reputable places and even actually UGC content which is something I'm going to touch upon in a second.

Another thing you want to make sure you're doing is sharing unique statistics and data digital PR showing that you're an expert, including unique stats on your website, is so so important because it not only trains these search engines that you're reputable, but also remember ChatGPT and AI search engines do not know everything. So if you can include unique data on your website, this is going to be a goldmine to these AI search engines because they will ultimately want to show the best, most up-to-date and helpful information for anyone that's using its service. And then finally, for general recommendations, you want to try and share personal experiences and or encourage User-Generated Content. Because remember, ChatGPT itself has no personal experience.

It's never run a marathon itself, which is why sometimes when you want to learn something, you'll often see it pulls through personal experiences from different websites because it really values these because it's never actually done these things before. So it does have to rely on real-world experience that you'll see in certain blogs and certain websites like this. Now moving on to local recommendations. This is a little bit simpler, but a lot of the themes are the same. Local business reviews as it is with local SEO on Google is the most important thing. So you want to make sure you're getting local reviews for your business on your Google My Business profile, as well as also getting online reviews on places like Trustpilot, Capterra, G2, etc.

Because these AI search engines will go through and they will look for reputable businesses that rank well in local search results. Then just like general recommendations, list mentions are so, so important. If you're an SEO agency in London, for example, you want to make sure you get featured on these listicles of the best SEO agencies in London, because these are some of the key resources that ChatGPT and AI search engines are going to pull through. And then finally, just as it was with general recommendations, you want to make sure your website's authority, the domain authority, the topical authority, the rankings for the same keywords that you want to show up for in ChatGPT is high on normal search engines because this is also really important. So as I mentioned, you can't leave normal SEO aside.

Normal SEO is ChatGPT SEO. You cannot avoid it. And just to give you an example here, again, I searched 'best SEO agency London'. And the businesses that showed up first also had websites that ranked really well on Bing that were cited in ChatGPT search results. So, that is a really quick run-through of what influences recommendations on both a general basis and then a local basis. I'm now going to go through how to rank in ChatGPT checklist. It also works for Gemini, Perplexity, and any other AI search engine. So make sure you head to the link in the description if you just want to get access to this full guide. So getting straight into it, the first thing that I want you to do is build a list of the top lists in your niche and outreach to get listed in the top three.

As I've already mentioned, these listicles are very heavily relied on, particularly when it comes to ChatGPT's rankings. So you want to make sure you get listed in as many of these as possible. And ideally, from my experience, the top three. Then moving on to the second thing, this will be pretty obvious, but again, a lot of this stuff, as I've already mentioned, is the same as normal SEO. but there are some distinct differences. But in step two, I want you to make sure you're building reviews on relevant platforms. So for example, if you're a local business, I want you to make sure you're getting reviews on your Google business profile. If you're a software business, make sure you're getting reviews on G2 and Captera.

And if you're any business, you should also make sure you're focusing on Trustpilot as well, because these are sources that you will see ChatGPT pull from. Now moving on to the third thing that I want you to do. I want you to do a audit of your brand on ChatGPT. I want you to head to ChatGPT and just ask it what it knows about your brand, because that's going to tell you about whether AI search engines like ChatGPT know what your brand is anyway. And it's also then going to show you what it knows and where it's getting that information from. And when you know what

AI search engines like ChatGPT already know about you, if they know about you at all, that then gives you a starting point to then be able to influence those results.

So if you see that information about your brand is being pulled from certain places, that then gives you a starting point because you know ChatGPT is using those places. So you should then influence what those places say about your brand in order to then begin getting ChatGPT to show you for the things that you want to be shown for. Certain places that you may end up going after you do this are Reddit, industry websites, and even Wikipedia if your brand is in that position. Now moving on to the fourth thing, I want you to add schema markup to key web pages on your website. Schema such as FAQ schema, local business schema, review schema, that sort of stuff. And especially with FAQ schema, if you can add unique fact-filled information, because as I said, ChatGPT loves unique information, particularly statistics.

If you can add this information high up on the webpage, ensure it has a really good clear structure. You're using schema markup. This is going to boost the likelihood that your brand features in AI search engines like ChatGPT. Now, moving on to the fifth thing that you can do, I want you to match search intent all across your website, not just on the webpages you want to rank. Now, I know this isn't ChatGPT, but it's a really helpful fact that I just want to draw to. This is actually from Surfer. They found that only 52% of the sources cited in AI overviews do not rank in the top 10, i. e. page one of Google. And this means even though particularly with ChatGPT, just because you're ranking on the top 10 on Google or in Bing does not mean that you're going to be showing up in AI search results.

You need to make sure that you're doing SEO, you're doing generative engine optimization across all of your website because it's no longer enough just to be focusing on key pages. You need to make sure that you are reputable, you have experience, expertise, authoritativeness, and trustworthiness across the whole of your website. Because if you don't, those pages that aren't on page one may not have a chance of getting featured at all in ChatGPT or even in AI overview. So ranking in ChatGPT does require a holistic approach to do not sleep on these tactics. Now moving on to the sixth thing that you should be doing, and that is making sure that your content is accessible with clean HTML and Markdown. And there's a really good structure because actually only Gemini and Applebot render JavaScript.

So if you want to rank in ChatGBT, if you want to rank in SearchGBT results, you need to make sure that you haven't got a lot of JavaScript on your website because

ChatGBT's crawlers that actually go to your website will not render that JavaScript. So if there's important information that needs to be loaded in, it won't get loaded in by ChatGBT, which means it's not going to be featured in the search results. So you need to make sure that you've got your content accessible with clean HTML that doesn't require JavaScript to load in. Now moving on to the seventh thing that you can do, as I've already mentioned, you need to make sure that you continue ranking well on Google and Bing search results pages, especially with ChatGPT because Microsoft owns 49% of OpenAI.

ChatGPT does use Bing search results, so you need to make sure you're ranking well if you do want to be featured. And then, moving on to the last thing that you need to be doing in order to make sure you're consistently showing up in ChatGPT and SearchGPT search results, that is tracking your AI visibility. Because if you're not tracking it, if you're not collecting data, you're gonna have no idea on how you're doing compared to competitors-what they're doing that you're not, and how to ultimately beat them. So, whatever tool you use, you do need to make sure you're tracking visibility in AI search results. Now, if you do want to join the waiting list for the tool that I'm building, head over to tryknown.ai. You can sign up to the waiting list.

However, there are other tools out there available because just like in SEO where you track your keywords, you track your website's visibility, you need to be doing the same in AI search results because it's moving so, so fast and you want to make sure you're not left behind. So, there you are, guys. That is a guide to how to rank in ChatGPT. As already mentioned, I'll add a link in the description so you can access this whole resource and this whole breakdown. Of exactly what I'm doing to rank in Chat GPT, I'll also link another video where it's a full AI search engine optimization guide if you want to go into further detail there and of course if you found this helpful please make sure to subscribe to this YouTube channel like and comment on this video and hopefully I'll see in the next one okay.

So using those key steps and tips from that previous video, there that was demonstrating how to optimize your SEO for ChatGPT as an example, I would like you to conduct the following steps for your organization, focusing on the website. So I'd like you to build a list of the top lists in your in your niche for the industry or the topic or the services that your organisation provides. So I'd like you to think about building your outreach list in the top three results of the listicles as they're heavily relied upon on ChatGPT for recommendations. You can also use ChatGPT to help you build that list recommendation. Collect reviews on relevant platforms. If you're a

local business, you know, think about gathering those Google Business Profile reviews, software businesses, focus on G2 and Captera, and any other business.

Think about getting those reviews on Trustpilot. Audit your brand in step three on ChatGPT. Ask ChatGPT what does it know about your organization's brand? This helps you understand what's known or not known. Identify the sources that it's pulling from so you can influence those sources and start to uncover, okay, this is the information that ChatGPT is using to understand what our organization does. In step four, add the schema markup to your pages; we looked at this in the previous lecture. Use structured data like FAQ schema, local business schema, review schema, and include unique fact fields information high on the page, especially statistics. Number five, match the search intent across your entire website, not just on the main home pages. Apply SEO and generative engine optimization, GEO, site-wide to build trust and relevance for those AI results.

Step six, ensure you have clean HTML, minimal JavaScript; we looked at this in the previous lecture. Make sure your content is accessible for chat GPT crawlers. Avoid JavaScript-heavy pages. Use clean HTML and Markdown and ensure core information loads without rendering issues; step five rank well in the search engines like Google and Bing, especially Bing since Microsoft owns part of OpenAI and Chat GPT actually uses Bing for its retrieval of information at the moment. And finally, track your organization's AI visibility. Use tools to monitor where you show up in the AI search results, what competitors are doing, and changes in visibility over time. The previous speaker actually mentioned using a tool called Try Known . ai to find out this information.

So conduct this, go through these steps for your organization, and start pulling together your optimization plan for SEO incorporating ChatGPT SEO as well. User signals and UX factors influence how search engines assess a website's quality and relevance, and that also determines your positions in the SERPs. So metrics like the click-through rate, the CTR, the bounce rate, the dwell time, and pogo sticking provide insights into user behavior and engagement. By optimizing the UX factors, we can start to build upon the search rankings and, in turn, hopefully increase those conversion rates. So let's start with the CTR, the click-through rate. So you can check out your CTR under the Performance tab in Google Search Console. And if your CTR is not doing as well as you would like or maybe what your target is, you can look at restructuring your title tags to give keywords more prominence.

Based on what you understand your audience to be in their search intent and what they're looking for, test out different meta descriptions to optimize engagement, leverage that structured data and schema markup to make your page stand out in the search as we covered in the previous lecture. Aim to appear in the featured snippets and optimize your website for that. Clean up your URLs if you find that they're not as clean as they could be and remember we looked at this in detail in that last lecture. Use engaging, emotive language you're trying to drive action with our click-through rate, think about that, think as if it's almost like your ad copy for appearing in the search results and optimize it in that way with your meta tags and title tags and descriptions.

Optimize both on-and off-site content for user intent and boost the UX elements, particularly focusing on the page load speed, because that can be something that really starts to hinder and impact your SEO performance. A high bounce rate often means that your on-site content isn't fulfilling the promise of your SEO content or what's featuring. In the search results, but with kind of a word of caution with the bounce rate now once that's the majority of cases, that there might be a disconnect between what the search's intent was and what they were looking for when they entered the search engine and saw your listing and result in the search results and they went onto your web page and then maybe bounced straight away, that actually it didn't match what they were looking for, didn't meet their expectations; sometimes it can be contextually relevant to have a high bounce rate, so we do want to bear in mind what we're asking people to do on the web page if it's just to fill in a form.

and then leave the website, we're going to see maybe high form completions but also a high bounce rate, okay because they're going to leave the page as soon as they've done that action that you've asked them to do, so you do want to bear in the bear in mind the contextual piece around the bounce rate now people that are clicking onto the website but they aren't engaged enough to stick around and convert or read any other pages or maybe the dwell time is also very low there are a couple of things we can think about doing to try and increase that bounce rate if that's contextually relevant to do that, okay so we could look at boosting And enhancing the customer experience elements like the page load speed maybe we identify in our statistics like this example here And this GA4 report that actually our website just isn't loading quick enough.

And so people are leaving because they're not going to wait around. OK, we want to make sure that the content is relevant, identifying what the search intent is, thinking about the marketing funnel that we are looking at, making sure that our content silos are related to the topical content, and focusing on all of those areas will ensure that

our content is more relevant when we think about our persona. We want to make sure that the content is scannable. We had a look at a few examples of that to make it easier to read, especially on smaller devices. We can improve the general quality of the content if we think that our quality isn't high enough for the meeting the expectations of our audience.

We can make the site navigation more intuitive, so for example, adding menus and a logical internal linking system can help with the customer experience in the UX side of things. And we could also look at conducting market research to find out why users are bouncing if we're still maybe kind of not really certain as to what's causing it. Now, the dwell time, as we were looking at in the previous lecture, is referring to how long users stay on a page before returning to the search results. Now, what we'd want to look at is the bounce rate and the dwell time. OK, and think about that contextual piece as well. Now, the longer dwell time signals that there's high-quality content, while shorter dwell times tend to mean that users are getting bored or that they find your content irrelevant.

As with all things, it's definitely worth looking a little bit deeper into the short dwell rates to see if there's particular pages that maybe this happens in more places than others. And also you know it might be that the on-site content is so immediately compelling that people are zooming straight into having a conversation. Okay, so it might be that actually it's relevant for that piece of content because it's so particularly strong and they progress through their customer journey much more much quickly. So always look at those those metrics holistically in your reports to just try and understand a little bit more as to why the dwell time might be particularly lower on certain pages. Now, if we need to optimize the 12 time, We want to focus on igniting the interest from the get-go with engaging introductions in our copy, and we want to hook our audience.

Now, if you haven't already looked at the content marketing course and module, we've got some great tips in there on how to do that and how to write the copy. So, do check that out. We want to format for scannability and engagement, particularly for small devices, because people will be scanning to try and find the answers that they're looking for or find out more information. And then they'll take their next steps from there. Think about keeping it interesting by using multimedia elements. By using multimedia elements like images, videos, you know, GIFs, keep that movement going. Use internal linking to draw users further into your website and read more relatable content. Make sure that your content matches that search intent. Again, that goes back to what we've been looking at earlier in this lecture.

And do optimize for mobile. You can have a look in GA4 to see how many of your web visitors are using mobile devices. And that will start to tell you in terms of prioritization. How much of a focus that needs to be. Pogo sticking, it is a fun name for users who bounce around search results. For example, you might have a user that clicks into your website from the search results and then immediately bounces back and into another search result, okay, and clicks a different website. There is not yet a single metric that tracks pogo sticking, but you can get a good idea of your pogo rate by cross-referencing the bounce rate with metrics like engagement, pages.

The difference between pogo sticking and regular bounces is that pogo stickers specifically return to the SERP so they're still trying to find the information that they're looking for or answer to the query or the product. This is an important distinction because it indicates that the pogoing person is still actively searching for a solution but didn't find it on your website. And this could identify that maybe we've got some content gaps. Maybe actually we need to be thinking more about tailoring our content to a specific target audience, for example. Maybe it's too generalized. Now, to prevent pogo sticking, we should be optimizing for user search intent. We need to understand what that is to be able to do that. Use clear headings and structure your content very well. Think about that scannability.

Improve UX factors like page load speed to prevent frustration. Make sure that all page titles, meta tags, etc. Are clear and not misleading. We want to make sure that what we're saying in terms of our meta tag and the description of the page really is true to the content that's on our website. Because if we falsify that or we have a disconnection between the two, our meta tag and the content that's actually within. Our web page, then we will see a lot of people pogo sticking going back to search results going to another page and that will be seen as a negative indicator to the search engines which can impact your SEO performance. To optimize and improve customer experience and improve engagement, we can use A/B testing.

We've looked at A/B testing in a variety of the courses and modules, and effectively what we're looking at here is testing one variation against another. This can help us refine the engagement by testing different variations, such as testing different call-to-actions for example, different positionings of the call-to-actions, different color schemes, different content, different headers, and so on, it's kind of unlimited what you can be testing. Now, GA4 allows you to test a wide range of elements under its experiments tab. Alternatively, you could use tools like VWO or Unbounce to test on-site elements specifically for SEO. VWA for example. As a tool, it also includes the options to automatically generate and test AI elements and give you recommendations based on that as well.

Now, our main focus here from an SEO perspective is to increase our customers' experience, and that's what we want to be focusing on with our A/B testing. We want to make sure that it's aligned to our SEO objectives, which should be tied to our marketing objectives. Now, the travel company Going used Unbounce A/B testing tool to test a minor variation in their CTA, which we can see here on the screen. They switched from the wording of 'sign up for free' to 'try out for free' with a different color as well. You'll see this is a white background and a green background. For such a seemingly kind of small change, the results were astonishing. Their AB test revealed a 104% increase in the trial start rate month over month.

And as Unbound had put it with the tool that they had used, the new variant more directly invited users to experience the full value of GOING's offerings without any commitment. So testing even the very smallest change can be worth it just to increase that conversion rate, achieve your goals and objectives but also to improve that customer experience. Remember from the previous lecture, we looked at the rel canonical tags. And this is a really good way of trying to handle duplicate content. If you find that is something that maybe your organization's website has got some challenges with. And what the rel re canonical tag tells the search engine callers to do. Is that they won't waste a crawling budget basically investigating the copies they will um they'll identify it as a as content copies and they'll not look at that piece of content now what you're basically doing here is you're basically telling the crawlers that this is the main page and these are all copies, okay, of the same page.

If you find that you've got lots of duplicated content, this can be a really quick resolution. Not something that I highly recommend if your website is really huge to have lots of these canonical tags taking place, but if you find that actually it's going to be a real challenge to remove the duplicated content, maybe you need to get IT resources or you've got a kind of challenging website infrastructure, this can be a great alternative. You can also use it for thin or sparse and low-quality content as well that might harm your UX and therefore harm your SEO because it will stop those pages from appearing in the search results and therefore it's not going to have any detrimental impact to your SEO performance.

No index tags, as we looked at in the previous lecture, but as a quick recap here, are very effective for preventing search engines from indexing low-value or duplicate pages. So if we find that maybe we've got a lot of duplicate content or maybe we've got pages that aren't really adding any value, but we need them maybe for particular clients, for example, or customers, then we can add that no index tag maybe as a quicker alternative than trying to remove those duplicate pages or trying to set up

redirects. This could be something that you implement as an interim step and then look to removing those duplicate pages later on. If we apply the MetaRobot's no index tags to pages like thin category filters, tag archives, and internal search results, this can help preserve the crawl budget and avoid ranking dilution, reducing those results that we're seeing.

The important thing to note about the no-index is that robots can crawl through no-index pages without indexing them, so they can use them to navigate your site without wasting that crawl budget. Although you shouldn't use the no-index pages with valuable backlinks as the backlinks then won't contribute towards your SEO performance. If you don't want the search engine bot to crawl certain pages at all, use the nofollow tags or the robots.txt that we looked at in the previous lecture so we can see here with this diagram they start crawling from the home page we've got the index follow yes crawl this page go to b okay we've got no index a follow okay i'm not going to index this page but i'll continue crawling

and we can see the same here we go to c we go to d no index follow no index follow no index follow so we can instantly tell the bot okay don't index this page here because we've got no index okay but we can still follow it we can have no index no follow so it will stop the crawl at that point and then they'll go back they'll go to the next page you're allowing for the index and the follow When pruning your content, we want to look out for pages with low traffic, outdated information, thin content, irrelevant content, poor quality content. Maybe we've got some content that's very dated and poor quality. Content that's not consistent with your branding, because again, we want to develop that trust and build those relationships.

Duplicate content because we want to make sure that we're providing content of value, but also that we're making it really close to the search engines. These are the pages we want you to crawl and index and display in the search results, and if we have duplicate content, it's really difficult to understand which one is the priority. Poorly formatted content in some cases content can be merged or redirected via 301 with stronger pages, so that you can just redirect it if you've got duplicate content and send everything to one core page. And some content can be optimized and repurposed for enhanced SEO. For example, you can merge duplicate content pages or update and republish outdated content pages. Running a content audit through tools like SEO Scout, Screaming Frog, and Google Search Console will help to identify areas that could use some content pruning.

So have a look for your organization's website, use one of those tools, like SEO Scout, Screaming Frog, or Google Search Console, and identify what content do we need to remove, republish, and maybe repurpose? And this brings us to the end of this lecture. We have looked at semantic SEO and topic authority, keyword strategy, meta tags and content structuring, user signals and UX factors, handling duplicate and thin content, as well as incorporating how do we optimize all of this for search in ChatGPT.