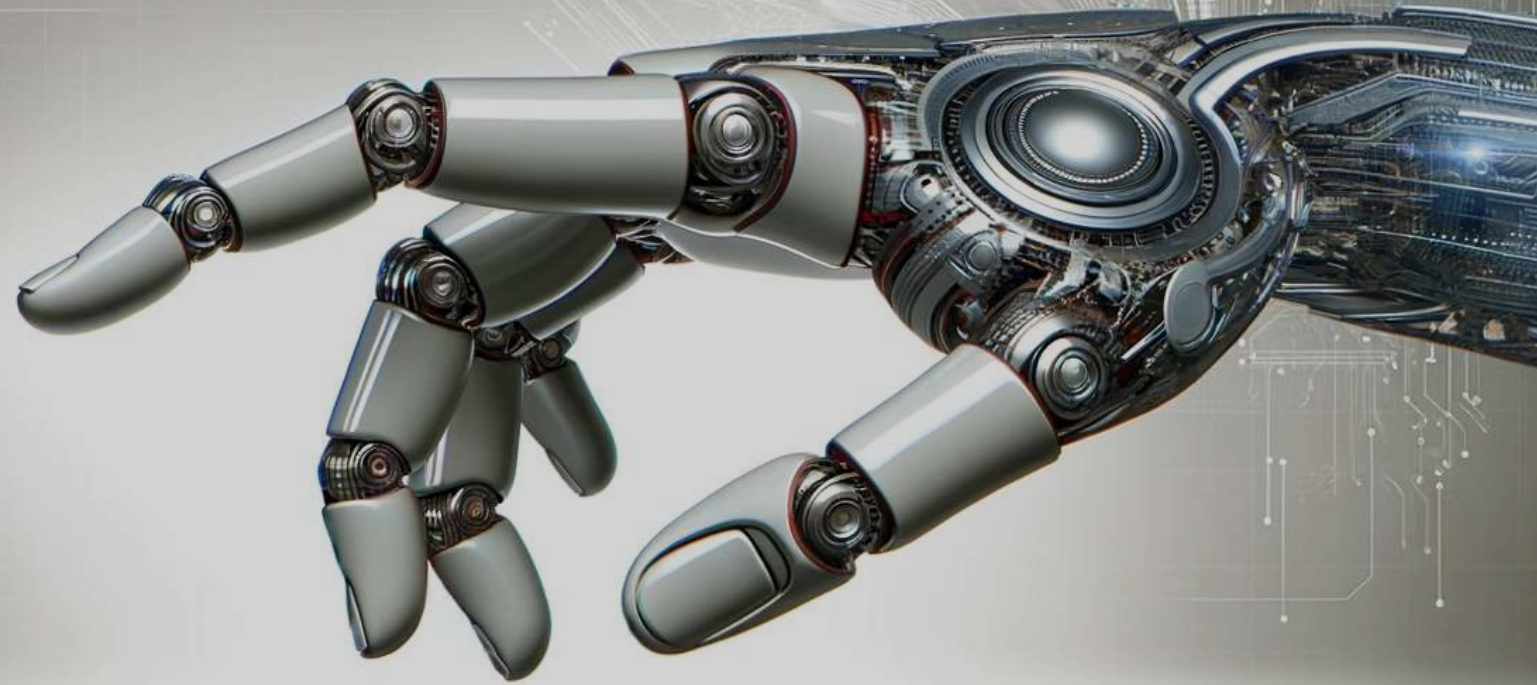



# THE IMPACT OF AI IN SEO

How is it Going  
and What to  
Expect Next



# Large language models (LLMs) represent the biggest change in the world of search since Google

ChatGPT 4



How can I help you today?

Compare business strategies for transitioning from budget to luxury vs. luxury...

Write a thank-you note to my interviewer

Plan a trip for a photography expedition in Iceland


Create a content calendar for a TikTok account

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Microsoft Bing

SEARCH CHAT



Copilot

Your everyday AI companion with Bing

Create: Write a song that celebrates the beauty of Earth

Write: Write step-by-step instructions to make pizza crust and give me the ingredient list

Compare: Calculate my energy bill if I switched from gas to electric

Laugh: Write a funny limerick about me

Chat: Give me a weird fact and hypothesize what it reveals about the world

Code: Write a Python script to perform Binary search

Organize: Create a table that compares top-selling women's running shoes


Bing is powered by AI, so surprises and mistakes are possible. Please share feedback so we can improve! Terms | Privacy

Choose a conversation style

More Creative More Balanced More Precise

New topic Ask me anything... 0/2000

Gemini Advanced



Hello, Aleyda

How can I help you today?

Generate a futuristic image

Help me write HTML, CSS, and JS

```
<DOCTYPE html>
html
head
<title>Image Slider</title>
<link rel="stylesheet" href="style.css">
```

Walk me through solving a problem

Step 1: Identify the chemical formula of cane sugar: Cane sugar, also known as sucrose, has the chemical formula C12H22O11. Step 2: Calculate the molar mass of cane sugar.

Role-play as a character from a novel

Goodness, what a delightful day! The sun fairly beams upon us - I should say it's an exceptional day for a walk in the countryside, wouldn't you agree? Though the hot pavement sizzles and the weather is shimmering.

Enter a prompt here

Gemini may display inaccurate info. Double-check its response. Your privacy @ Gemini Apps



 ChatGPT



The image featuring multiple robots performing SEO tasks at computers in a futuristic office setting is ready.



 Message ChatGPT...



**AI's LLMs  
disrupted how  
we produce  
everything in  
SEO and content**

# Content was commoditized with Google approving AI content as long it was high quality, original, and useful

## Google Search's guidance about AI-generated content

[Send feedback](#)

Wednesday, February 8, 2023

At Google, we've long believed in the power of AI to transform the ability to deliver helpful information. In this post, we'll share more about how AI-generated content fits into our long-standing approach to show helpful content to people on Search.

### Rewarding high-quality content, however it is produced

Google's ranking systems aim to reward original, high-quality content that demonstrates qualities of what we call E-E-A-T: expertise, experience, authoritativeness, and trustworthiness. We share more about this [in our How Search Works site](#).

Our focus on the quality of content, rather than how content is produced, is a useful guide that has helped us deliver reliable, high quality results to users for years.

For example, about 10 years ago, there were understandable concerns about a rise in mass-produced yet human-generated content. No one would have thought it reasonable for us to declare a ban on all human-generated content in response. Instead, it made more sense to improve our systems to reward quality content, [as we did](#).

Focusing on rewarding quality content has been core to Google since we began. It continues today, including through our [ranking systems](#) designed to [surface reliable information](#) and our [helpful content system](#). The helpful content system was introduced last year to better ensure those searching get content created primarily for people, rather than for search ranking purposes.

### How automation can create helpful content

When it comes to automatically generated content, our guidance has been consistent for years. Using automation—including AI—to generate content with the primary purpose of manipulating ranking in search results is a [violation of our spam policies](#).

Google has many years of experience dealing with automation being used in an attempt to game search results. Our spam-fighting efforts—including our [SpamBrain system](#)—will continue, however spam is produced.

This said, it's important to recognize that not all use of automation, including AI generation, is spam. Automation has long been used to generate helpful content, such as sports scores, weather forecasts, and transcripts. AI has the ability to power new levels of expression and creativity, and to serve as a critical tool to help people create great content for the web.

This is in line with how we've always thought about empowering people with new technologies. We'll continue taking this responsible approach, while also maintaining a high bar for information quality and the overall helpfulness of content on Search.

### Our advice for creators considering AI-generation

As explained, however content is produced, those seeking success in Google Search should be looking to produce original, high-quality, people-first content demonstrating qualities E-E-A-T.

Creators can learn more about the concept of E-E-A-T on our [Creating helpful, reliable, people-first content](#) help page. In addition, we've updated that page with some guidance about thinking in terms of [Who, How, and Why](#) in relation to how content is produced.

Evaluating your content in this way, whether you're using AI-generated content or not, will help you stay on course with what our systems seek to reward.



# However, this has been quickly manipulated to produce low-quality content and rank spam at scale in SERPs

**Futurism**

LOCKER ROOM | UPDATED 2.1.23 BY JOHN CHRISTIAN

## Leaked Messages Show How CNET's Parent Company Really Sees AI-Generated Content

They're happy to spoonfeed you unlabeled AI garbage – but they're terrified Google will take notice.

Artwork: iStockphoto / iStockphoto / iStockphoto / iStockphoto



Image by Getty Images/Futurism

When prominent tech news site CNET was caught last month using AI to quietly publish dozens of articles, it produced widespread alarm. News readers learned in real time that the explosive new capabilities of software like OpenAI's GPT-3 meant they could no longer trust CNET's journalism to be produced by a human. It didn't help when we discovered that the AI-generated articles were riddled with errors and substantially plagiarized, with CNET eventually issuing corrections on more than half the bot's published pieces.

Now, leaked internal messages reveal that the negative headlines also kicked off deep concern inside CNET's parent company, Red Ventures.

**Futurism**

PIED PIPER | UPDATED 6.29.23 BY JOHN CHRISTIAN

## Bankrate Posts AI-Generated Article, Deletes It When We Point Out It's Full of Errors

Oops.

Artwork: iStockphoto / iStockphoto / iStockphoto / iStockphoto




Image by Getty Images

The finance site Bankrate has started publishing AI-generated articles again, and it insists that this time they've been meticulously fact-checked by a human journalist before being published.

"This article was generated using automation technology and thoroughly edited and fact-checked by an editor on our editorial staff," reads a message at the bottom of the new AI articles, while a separate assurance claims that a "dedicated team of Bankrate editors" work to "thoroughly edit and fact-check the content, ensuring that the information is accurate, authoritative and helpful to our audience."

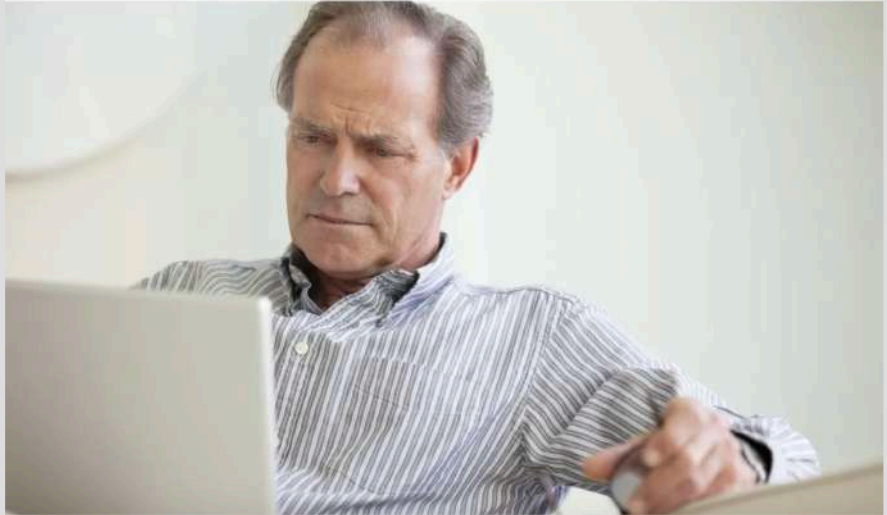
**FORTUNE**

SEARCH SIGN IN [Subscribe Now](#)

TECH · GOOGLE

## 'It's the worst quality results on Google I've seen in my 14-year career': Web search exec breaks down how 'SEO parasites' and AI-enabled spam are breaking the internet

BY PAOLO CONFINO  
January 18, 2024 at 8:35 PM GMT+1



# There has been a rollercoaster of Google updates and shifts in search results trying to tackle this

Google

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

2024		
SUMMARY	DATE	DURATION
March 2024 spam update	5 Mar 2024	📘 Information
March 2024 core update	5 Mar 2024	📘 Information

2023		
SUMMARY	DATE	DURATION
November 2023 reviews update	8 Nov 2023	🟢 29 days
November 2023 core update	2 Nov 2023	🟢 25 days, 21 hours
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





But, does any of this matter if in the not-so-far future our best-ranked content is going to be pushed way below the fold by Google SGE snapshots anyway?



learn seo roadmap



Images Videos Template Free Perspectives News Shopping Maps Books

All filters Tools

Generative AI is experimental. Learn more

Here are some steps you can take to learn SEO:

1. Learn the basics
2. Research keywords
3. Develop a link building strategy
4. Create an SEO process
5. Optimize your content

Here are some resources that can help you learn SEO:

- Coursera's Search Engine Optimization Fundamentals
- Yoast's SEO for Beginners Training
- Next.js' Introduction to SEO
- Semrush Digital Courses
- Semrush
- Ahrefs
- What is SEO? Complete Guide and Tutorial:
- Search Engine Optimization (SEO) Starter Guide
- The SEO Marketing Hub 2.0
- All-around SEO Training

Some online courses cover the basics of SEO in a few hours, but learning how to use search optimization for your website usually takes longer. If your goal is to speak fluent SEO, expect to invest at least six to 12 months.

Here are some tips for creating an SEO roadmap:

- Have a clear picture of the business and market context
- Prioritize tasks based on your SEO expertise
- Re-prioritize tasks based on estimations and feedback from the executing teams
- Organize your roadmap based on business goals or execution teams

How long will it take to learn SEO? Can I learn SEO in 10 days? Is Google SEO difficult to learn?

Ask a follow up...



LearningSEO.io  
https://learningseo.io

Learn SEO with a Free Roadmap of Reliable Guides & Tools

Jan 4, 2024 — LearningSEO.io offers you the most comprehensive roadmap of reliable free resources, tools and tips to accelerate your SEO learning process.

SEO Fundamentals · Free SEO Tools To Use · Reporting SEO · Measuring SEO

**Yeah, the uncertainty in SEO lately has been challenging...**





# We have the good, the bad, and the ugly AI in search scenarios, let's go through them & see how to tackle!

## The good

Leverage AI to accelerate your SEO workflow

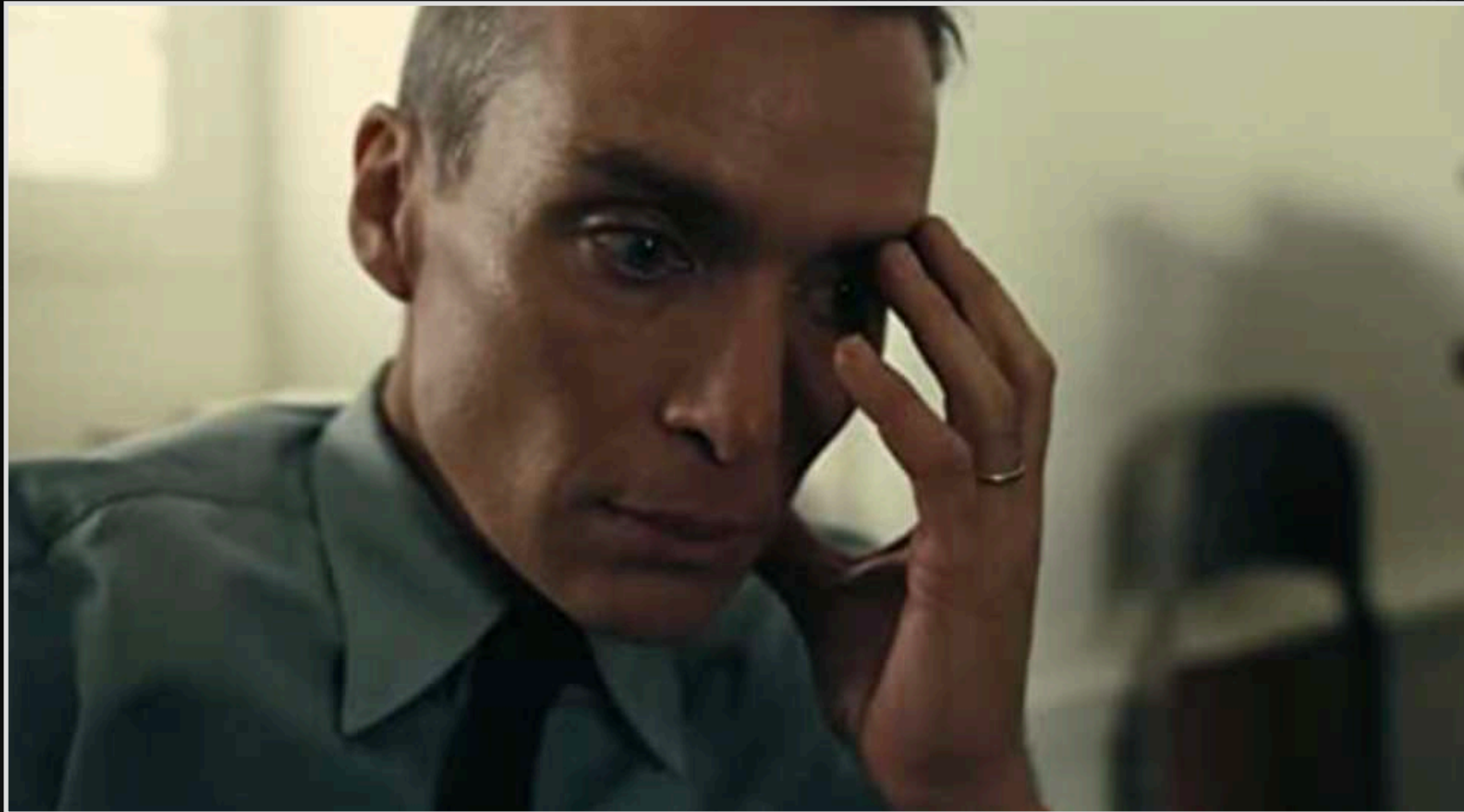
## The bad

Avoid AI common low quality output issues and risks

## The Ugly

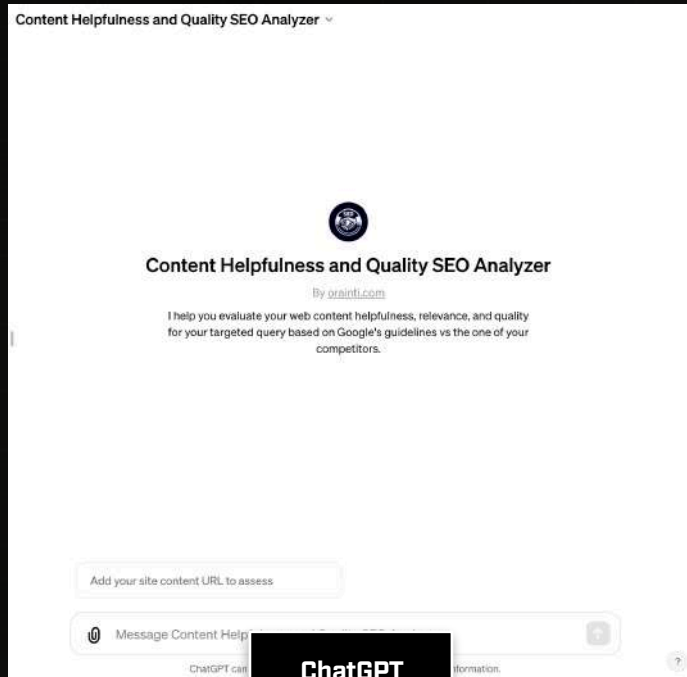
Tackle potential Google SGE traffic risks

**Despite the risks, SEO processes that don't leverage AI opportunities, will struggle to be competitive**





# Besides new AI/LLMs tools we also have further integration of AI into the ones we already use, and GPTs



Content Helpfulness and Quality SEO Analyzer

By [orainti.com](https://orainti.com)

I help you evaluate your web content helpfulness, relevance, and quality for your targeted query based on Google's guidelines vs the one of your competitors.

Add your site content URL to assess

Message Content Help

ChatGPT case

Information

**ChatGPT**



Writesonic PRODUCTS RESOURCES COMPANY PRICING AFFILIATES SIGN IN GET STARTED

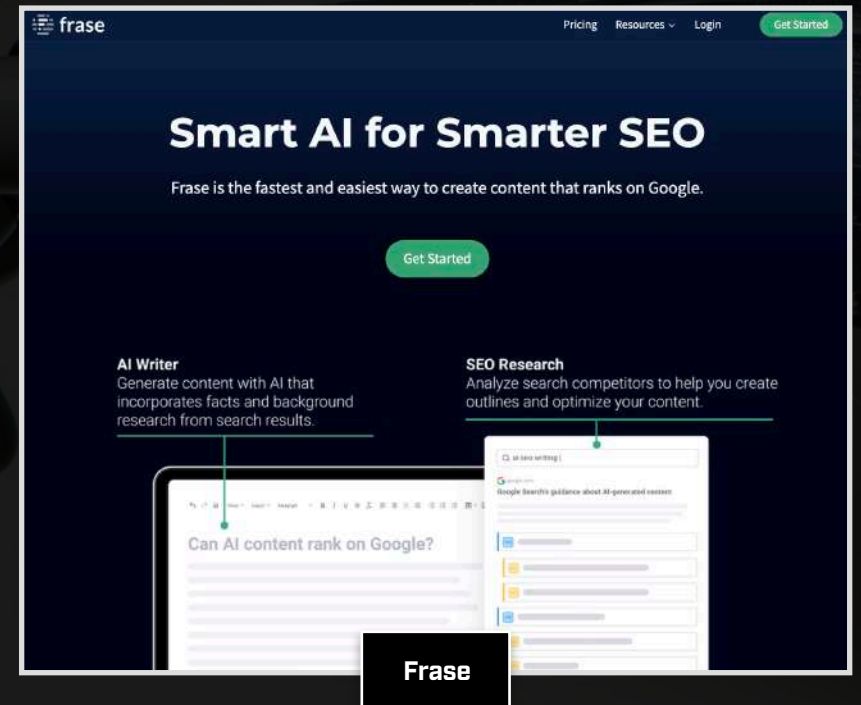
## Generative AI Platform for Content Creation, SEO and AI Chatbots.

SEO & AI Synergy: Create and Optimize all types of Content, Outsmart Competitors by decoding their secrets and leveraging trending keywords to boost your organic traffic.

GET STARTED FREE

WATCH AN OVERVIEW

**Writesonic**



frase Pricing Resources Login GET STARTED

## Smart AI for Smarter SEO

Frase is the fastest and easiest way to create content that ranks on Google.

Get Started

**AI Writer**  
Generate content with AI that incorporates facts and background research from search results.

**SEO Research**  
Analyze search competitors to help you create outlines and optimize your content.

Can AI content rank on Google?

Google Search guidance about AI-generated content

**Frase**

# This has sadly already caused content originality and quality issues due to lack of validation, hurting SEO reputation & trust

The Washington Post  
Democracy Dies in Darkness

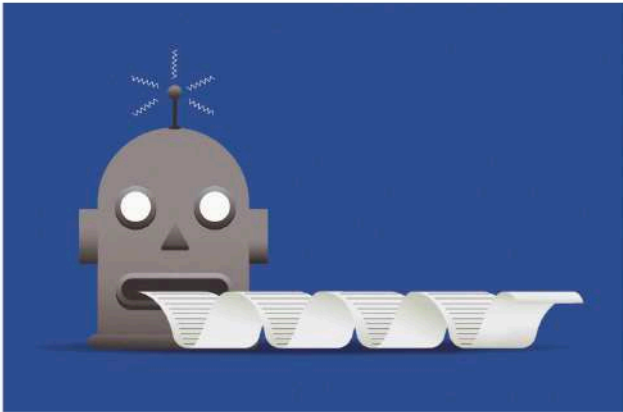
## How an AI-written Star Wars story created chaos at Gizmodo

The error-filled story about Star Wars movies and TV shows demonstrates why artificial intelligence shouldn't be involved in news-gathering, reporters said



By Pranshu Varma

July 8, 2023 at 7:00 a.m. EDT



MOTHERBOARD  
TECHWIRE

## A 'Shocking' Amount of the Web Is Already AI-Translated Trash, Scientists Determine

Researchers warn that most of the text we view online has been poorly translated into one or more languages—usually by a machine.



By Jules Roscoe

January 12, 2024, 6:47pm | Share | Tweet | Save



IMAGE: DELAINE JORDAN VIA GETTY IMAGES

A "shocking" amount of the internet is machine-translated garbage, particularly in languages spoken in Africa and the Global South, a new study has found.

Researchers at the Amazon Web Services AI lab found that over half of the sentences on the web have been translated into two or more languages, often with increasingly worse quality due to poor machine translation (MT), which they said raised "serious concerns" about the training of large language models.



### MORE LIKE THIS

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Nov 1, 2023, 2:00 PM GMT+1  
155 Comments · 158 Views



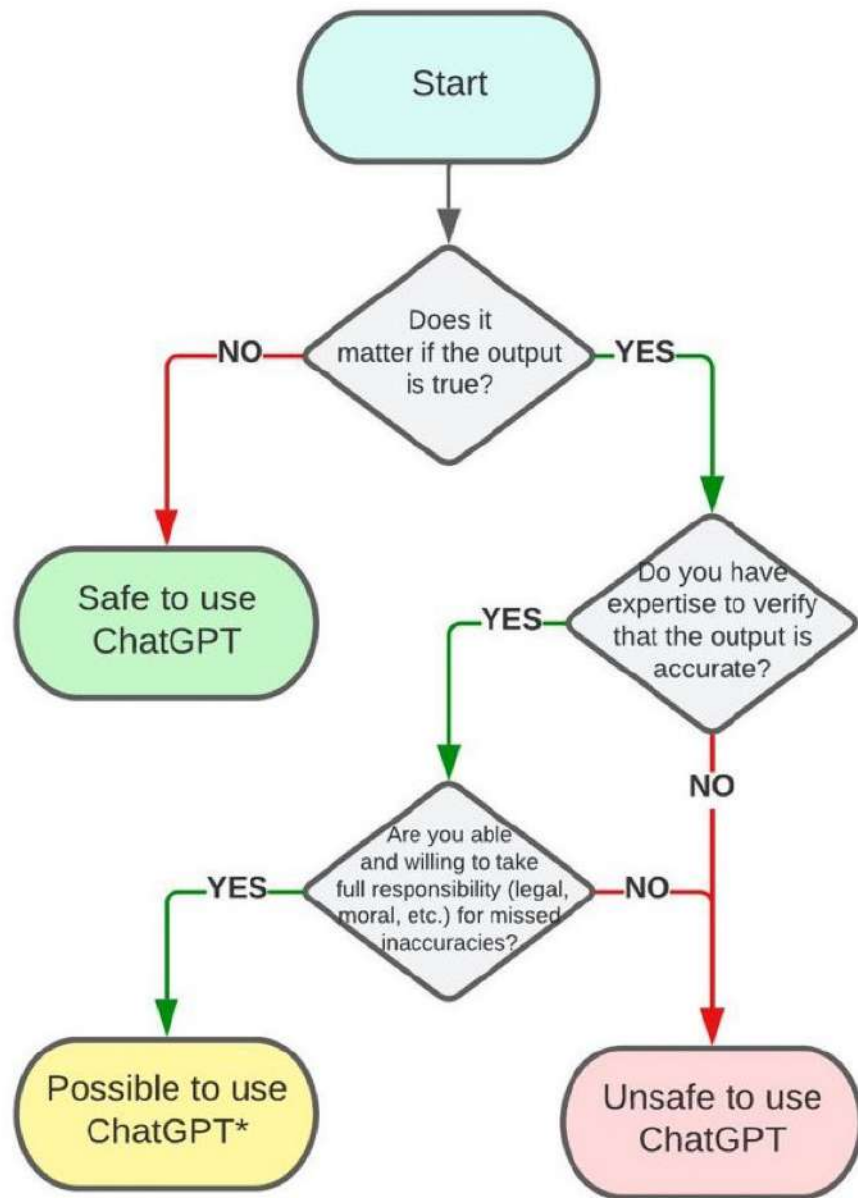
## The people who ruined the internet

As the public begins to believe Google isn't as useful anymore, what happens to the cottage industry of search engine optimization experts who struck content oil and smeared it all over the web? Well, they find a new way to get rich and keep the party going.

By Amanda Chicago Lewis  
Illustrations by Sebá Cestero for The Verge







\* but be sure to verify each output word and sentence for accuracy and common sense



It's why for safe, quality results, it's fundamental to follow a validation process, like the one of Aleksandr Tiulkanov

It's also important to consider what Large Language Models (LLMs) are and aren't good for



**Britney Muller** 🇺🇸  
@BritneyMuller

What LLMs like ChatGPT are good at vs NOT good at:

Am I missing any big items here?

**LLMs are good at:**

- Language translation
- Content summarization
- Helping writer's block
- Content generation
- Sentiment analysis
- Question-answering
- Personalization
- Speech recognition
- Stylized writing (applying Poe to x)
- Refurbishing content for social
- Clarifying long or complex content
- Correcting spelling and grammar

**LLMs are NOT good at:**

- Representing marginalized groups
- Being factual 100% of the time
- Data retrieval (like keyword research)
- Current events
- Predicting the future
- High-level strategy
- Reasoning & Logic
- Understanding or delivering jokes
- Generalization
- Understanding context
- Handling uncommon scenarios
- Emotional intelligence



# It's possible to leverage AI in our SEO tasks for much more beyond content generation too

## Leveraging AI for Data Analysis and Visualization

Using AI to classify URLs and perform analysis across a data set

## Language and Content Assistance

Using AI tools to explain technical problems to non-technical stakeholders

## SEO Technical Support

Using AI tools like Similar.ai and MerchStack for e-commerce

## Content Audits and Analysis

Experimenting with AI tools to enhance content and generate micro-copies

## Automation and Efficiency

Looking for ways to improve efficiency, speed up audits and avoid manual errors

## Research and Competitive Analysis

Using AI tools for research, analysis and topic extraction

## Report Automation

Automating reports and showing the ROI of tasks

## Link building and Backlinks

Using AI tools to identify link opportunities and analyze backlink quality

# A balanced approach is necessary to maximize the benefits without compromising the outcome

**Craft prompts for more accurate, well-defined, quality results**

**Use AI chatbots to accelerate research, analysis and implementation processes**

**Better integrate the output of AI chatbots into your SEO workflow**



# We can use ChatGPT Plus with custom SEO oriented instructions, plugins and SEO focused GPTs

ChatGPT 4

### Custom instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

I'm an SEO consultant, so whenever I ask for tasks that I specify are for SEO purposes, I would like that answer to take into account SEO best practices.

153/1500

How would you like ChatGPT to respond?

ChatGPT should give factual answers to ensure accuracy, avoiding opinions or made up information

96/1500

Enable for new chats





Cancel Save

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

### ChatGPT Plugins

1/3 Enabled

-  **Serpstat SEO Tool**   
Discover SEO keywords for a specific topic and analyze SEO metrics/backlink data for a domain with Serpstat.com.
-  **Shop**
-  **Speak**
-  **Video Highlight**

### The Ecommerce Product Page SEO Validator

By [orainti.com](https://orainti.com)

I Help you Optimize your Ecommerce Product Pages for SEO

Add your Product Page URL to Assess

Message The Ecommerce Product Page SEO Validator...

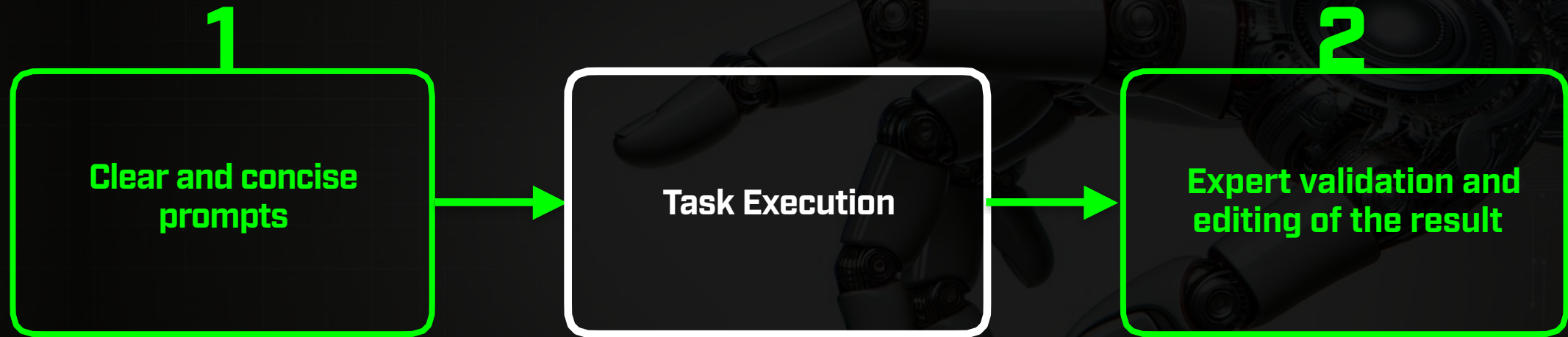
# We can also use MS Copilot, Gemini, Claude or tools like Chatsonic

The screenshot shows the Microsoft Copilot web interface. At the top, there are tabs for 'CHAT' and 'NOTEBOOK', and a 'Sign in' button. The main heading is 'Copilot Your everyday AI companion with Bing'. Below this, there are several interactive cards for different tasks: 'Write' (Compose an invite for a baby shower), 'Shop' (Give me a grocery list for a seafood dinner), 'Travel' (What should I pack for a ten-day trip in a mountainous region?), 'Code' (Create a personal website using HTML/JavaScript/CSS), 'Organize' (Create a table that analyzes public funding for the arts compared to GDP), 'Laugh' (Write a joke that a toddler would find hilarious), and 'Chat' (Do you think a bear or a lion would win in a fight?). At the bottom, there is a chat input field with the placeholder 'Ask me anything...' and a 'Feedback' button.

The screenshot shows the Writersonic AI tool interface. The user is logged in as 'Aleyda'. The main heading is 'Hey, Aleyda'. Below this, there is a search bar for templates and commands. The interface is divided into two main sections: 'Top features' and 'Your documents'. The 'Top features' section includes: 'Chatsonic' (ChatGPT-like chatbot with web search, image creation and ChatPDF), 'Article & Blog Writer' (Craft 2000+ word, SEO-optimized articles and blog posts instantly), 'AI Editor' (Google Docs-style editor enhanced with AI), 'Content Rephraser' (Rapidly paraphrase anything from paragraphs to full articles), 'SEO Checker' (Check and Optimize your on-page SEO and rank #1 on Google), 'Product Descriptions' (SEO-optimized product descriptions that sell products), 'Paragraph Writer' (Generate engaging, well-crafted paragraphs on any topic), and 'Instagram Captions' (Engage followers with trendy Instagram captions and hashtags). The 'Your documents' section is currently empty.



# Start by maximizing the quality of the output with clear and concise prompts



# Use the 5Ws and the H to ensure concise prompts and maximize quality of results in fewer iterations

- **What [is the expected task]: Specify your task's main action.**
  - Example: **Create 5 title tags**
- **Where [Is it going to be used]: The location where your task will be used.**
  - Example: **To be featured in a white jeans' category page**
- **How [is the format / language / tone / structure / length / characteristics / constraints]: All the characteristics of your task.**
  - Example: **descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each**
- **Who [is the target audience]: Who's the audience of your task**
  - Example: **potential jeans buyers**
- **When [is it going to be used]: Your task timing**
  - Example: **at an ongoing basis**
- **Why [you want to use it, the expected goal]: What's the purpose of your task**
  - Example: **to engage the audience and rank better in search results**

Like this we will obtain specifically relevant results in the first iteration, for example, when generating title tag ideas



**You**

Create 5 title tags alternatives to be featured on a white category ecommerce page



**ChatGPT**

Creating title tags for a white category eCommerce page involves focusing on keywords that are likely to be used by people searching for white products, as well as ensuring that the title is relevant and appealing. Here are five alternatives you might consider:

1. "Shop the Latest in White Fashion | [Brand Name]'s White Collection"
2. "Discover Pure Elegance with Our White Category | [Brand Name] Exclusive"
3. "Explore [Brand Name]'s White Essentials | Quality White Apparel & Accessories"
4. "Find Your Perfect White at [Brand Name] | Apparel, Accessories & More"
5. "Elevate Your Style with [Brand Name]'s White Collection | Shop Now"

VS



**You**

Create 5 title tags to be featured in a white jeans commercially focused category page of an ecommerce site. The characteristics to take into account are the following: descriptive, in English, relevant, engaging, following SEO best practices, of no more than 50 characters each. The target audience is potential jeans buyers. To be used on an ongoing basis with the goal to engage the audience and rank better in Google search results.



**ChatGPT**

Crafting title tags for a white jeans category page involves balancing descriptiveness and brevity while incorporating relevant keywords to attract potential buyers and improve search engine rankings. Here are five title tag alternatives, each within the 50-character limit:

1. "Shop Premium White Jeans | [Brand Name]"
2. "Trendy White Denims - [Brand Name]"
3. "Must-Have White Jeans | [Brand]"
4. "[Brand] White Jeans: Style & Comfort"
5. "Elegant White Jeans - [Brand] Exclusive"



# I've created this prompt generator in Google Sheets using the 5Ws and the H for faster results

AI Prompt Generator for Digital, Content Marketing & SEO - V1

File Edit View Insert Format Data Tools Extensions Help

100% 123 Default... 10 B I A

A1 Prompt Characteristics

	A	B	C	D	E	F
1	<b>Prompt Characteristics</b>	<b>Prompt Specifications</b>		<b>Example 1 of Prompt Specification</b>	<b>Example 2 of Prompt Specification</b>	<b>Example 3 of Prompt Specification</b>
2	<b>What [is the expected task]</b>	To fill with your task main action		Create 5 title tags	Create a hub and spoke model from a list of these keywords, taking their search intent into consideration to group them: remote work, remote work spain, remote work usa, remote work europe, remote work uk, remote work productivity, remote work tips, remote work guides, remote jobs, remote communication, remote companies, remote work trends	Generate 10 article ideas about popular "remote work advice" topics
3	<b>Where [Is it going to be used]</b>	To fill with the location where your task will be used		to be featured in a white jeans category page	to be used to structure a remote work site resources section	to be used to identify articles opportunities to write about in a remote work website
4	<b>How [is the format / language / structure / tone / length / characteristics / constraints]</b>	To fill with the characteristics of your task		descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each	The hub and spoke model should be listed in bullet points, in English, along with the search intent of each of the keyword	The ideas should be listed in bullet points, making each of them unique without repeating already published ones, along with the user search intent that they will fulfill and the sentiment
5	<b>Who [is the target audience]</b>	To fill with your task audience		potential jeans buyers	professionals looking to work remotely	professionals looking to work remotely
6	<b>When [is it going to be used]</b>	To fill with your task timing		at an ongoing basis	for a resources section to be published in April 2023	for an article to be published in April 2023
7	<b>Why [you want to use it, the expected goal]</b>	To fill with your task purpose		to engage the audience and rank better in search results	to attract and fulfill the need of a digital nomad professional audience	to attract and fulfill the need of a digital nomad professional audience
8						
9		<b>Prompt Output To Use</b>		<b>Example 1 of Prompt To Use</b>	<b>Example 2 of Prompt To Use</b>	<b>Example 3 of Prompt To Use</b>
10		To fill with your task main action To fill with the location where your task will be used. The characteristics to take into account are the following: To fill with the characteristics of your task. The target audience are To fill with your task audience. To be used To fill with your task timing with the goal To fill with your task purpose		Create 5 title tags to be featured in a white jeans category page. The characteristics to take into account are the following: descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each. The target audience are potential jeans buyers. To be used at an ongoing basis with the goal to engage the audience and rank better in search results	Create a hub and spoke model from a list of these keywords, taking their search intent into consideration to group them: remote work, remote work spain, remote work usa, remote work europe, remote work uk, remote work productivity, remote work tips, remote work guides, remote jobs, remote communication, remote companies, remote work trends to be used to structure a remote work site resources section. The characteristics to take into account are the following: The hub and spoke model should be listed in bullet points, in English, along with the search intent of each of the keyword. The target audience are professionals looking to work remotely. To be used for a resources section to be published in April 2023 with the	Generate 10 article ideas about popular "remote work advice" topics to be used to identify articles opportunities to write about in a remote work website. The characteristics to take into account are the following: The ideas should be listed in bullet points, making each of them unique without repeating already published ones, along with the user search intent that they will fulfill and the sentiment. The target audience are professionals looking to work remotely. To be used for an article to be published in April 2023 with the goal to attract and fulfill the need of a digital nomad professional audience

<https://www.aleydasolis.com/en/search-engine-optimization/ai-prompts-digital-marketing-seo-generator/>

Prompt Characteristics	Prompt Specifications
What [is the expected task]	To fill with your task main action
Where [is it going to be used]	To fill with the location where your task will be used
How [is the format / language / structure / tone / length / characteristics / constraints]	To fill with the characteristics of your task
Who [is the target audience]	To fill with your task audience
When [is it going to be used]	To fill with your task timing
Why [you want to use it, the expected goal]	To fill with your task purpose
	<b>Prompt Output To Use</b>
	To fill with your task main action To fill with the location where your task will be used. The characteristics to take into account are the following: To fill with the characteristics of your task. The target audience are To fill with your task audience. To be used To fill with your task timing with the goal To fill with your task purpose

=

Generate 10 article ideas about popular "remote work advice" topics

---

to be used to identify articles opportunities to write about in a remote work website

---

The ideas should be listed in bullet points, making each of them unique without repeating already published ones, along with the user search intent that they will fulfill and the sentiment

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professionals looking to work remotely

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for an article to be published in April 2023

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to attract and fulfill the need of a digital nomad professional audience

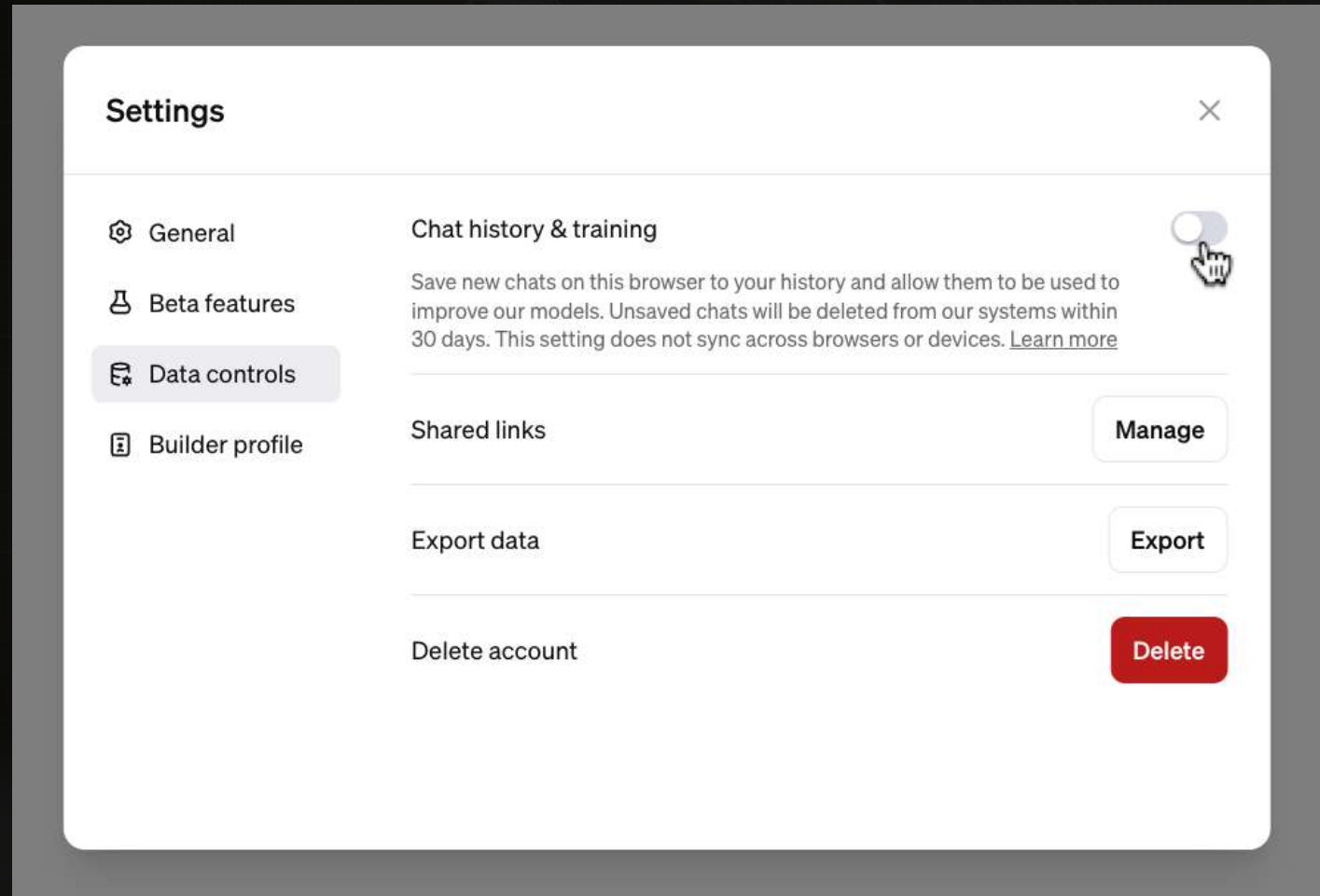


Generate 10 article ideas about popular "remote work advice" topics to be used to identify articles opportunities to write about in a remote work website. The characteristics to take into account are the following: The ideas should be listed in bullet points, making each of them unique without repeating already published ones, along with the user search intent that they will fulfill and the sentiment. The target audience are professionals looking to work remotely. To be used for an article to be published in April 2023 with the goal to attract and fulfill the need of a digital nomad professional audience

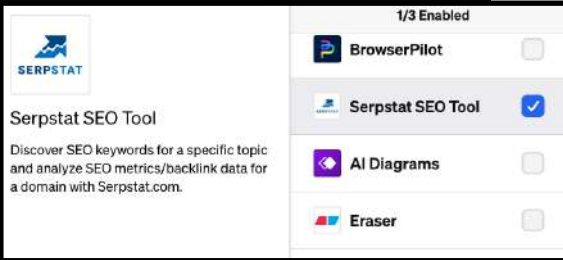
**Copy the sheet and create a shortcut in your browser for easy access whenever you need a prompt and create your own library for your team for reuse**



# Remember to take into account your data privacy too though while doing it so







**You**

For a keyword research for an SEO process: List the latest top 5 most popular queries related to "online gambling" in the US in a table, with the latest monthly SEO metrics as columns



**ChatGPT**

Here are the top 5 most popular queries related to "online gambling" in the US, along with their respective monthly SEO metrics:

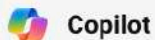
Keyword	CPC (USD)	Competition	SERP Difficulty	Search Volume (Monthly)
online gambling casino real money	5.21	58	5.14	49,500
online casino gambling for real money	5.64	60	59.00	49,500
online gambling for real cash	5.64	60	55.07	49,500
real money gambling online casinos	5.64	60	5.12	49,500
online betting gambling	8.07	56	61.85	18,100

These keywords are crucial for SEO strategies targeting the online gambling niche in the US market. The data includes Cost Per Click (CPC), competition level, SERP (Search Engine Results Page) difficulty, and monthly search volume, providing a comprehensive view for optimizing your SEO efforts.

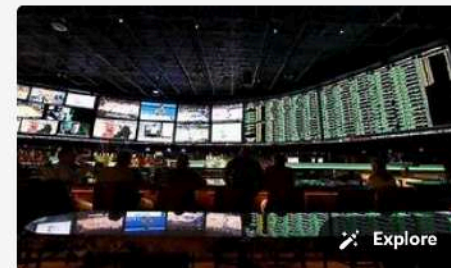


**Use SEO tools plugins in ChatGPT such as the Serpstat one to get the most popular keywords for a topic along with their main metrics**

# Get the most popular questions of any trending topic, with URLs covering them with CoPilot



Certainly! Here are some frequently asked questions about **online sports betting**, along with relevant articles and their URLs:



Table



Question	Article Title	URL
What kind of experience should I seek in an online sportsbook?	<b>Best Online Sportsbook For U.S. Players – 2024</b>	1
Which online sportsbook pays the fastest?	<b>Best Online Betting Sites</b>	2
What are the most common questions about sports betting?	<b>Sports Betting Q&amp;A: 195 Frequently Asked Questions</b>	3


Feel free to explore these articles for more detailed information on online sports betting! 🏀🏈🏉

Learn more [1 Forbes.com](#) [2 Forbes.com](#) [3 Rotowire.com](#) [4 Bloomberg.com](#) [5 Forbes.com](#) [6 Usatoday.com](#) [7 Gettyimages.com](#)

# Generate ideas for an article from top questions to capitalize on its popularity

 You

using the most popular online sports betting questions specified before, provide 3 ideas for guides to be published in early 2024 in a gambling website targeted to new gamblers, about which sportsbook pays the fastest

 Copilot

Certainly! Here are three guide ideas for a gambling website aimed at new gamblers, focusing on the topic of **fast payouts from sportsbooks**:

## 1. "Navigating Fast Payouts: A Beginner's Guide"

- **Overview:** This guide will introduce new gamblers to the concept of fast payouts in online sports betting. It will cover why quick withdrawals matter, how they impact the overall betting experience, and what to look for in a sportsbook.
- **Content:**
  - **Understanding Payout Speeds:** Explain the significance of fast payouts and how they enhance user satisfaction.
  - **Factors Influencing Payout Times:** Discuss factors such as payment methods, verification processes, and sportsbook policies that affect withdrawal speed.
  - **Top Sportsbooks for Swift Payouts:** Highlight reputable sportsbooks known for their speedy withdrawals, including BetRivers, DraftKings, and FanDuel.
  - **Tips for Expedited Withdrawals:** Provide practical tips for players to ensure smooth and rapid cashouts.
  - **In-Person Collection:** Explain options for collecting winnings in person (e.g., cash at the cage) and their convenience.
  - **Case Studies:** Share success stories of players who received lightning-fast payouts.
- **URL:** [Read more about fast payouts.](#)



 You

provide 5 ideas based on the top ranked pages in search results about "fast payouts from sportsbooks" for an article to be published in March 2024 on a gambling website targeting new gamblers in the US

 Copilot

Certainly! Here are **five article ideas** related to fast payouts from sportsbooks, tailored for new gamblers in the US:

#### 1. "Unlocking Instant Payouts: A Beginner's Guide"

- **Overview:** This article will introduce novice bettors to the concept of instant payouts and their significance. It will cover the fastest-paying sportsbooks and how to maximize quick withdrawals.
- **Content:**
  - **Understanding Instant Payouts:** Explain why fast withdrawals matter and how they impact the overall betting experience.
  - **Top Sportsbooks for Instant Payouts:** Highlight BetRivers as the leader in instant withdrawals, along with other sportsbooks like DraftKings and FanDuel.
  - **Using Play+ Cards:** Guide readers on using Play+ Prepaid Cards for lightning-fast withdrawals.
  - **ID Verification Tips:** Provide steps to expedite the withdrawal process by verifying identification during sign-up.
  - **Collecting Winnings in Person:** Discuss options for collecting winnings at physical locations.
- **URL:** [Read more about instant payouts.](#)

#### 2. "Fast Payout Strategies: Making Your Money Work for You"

- **Overview:** This article will delve into practical strategies for ensuring swift payouts from sportsbooks. It's aimed at beginners seeking efficient ways to access their winnings.
- **Content:**
  - **Choosing the Right Sportsbook:** Compare payout speeds across BetMGM, DraftKings, Caesars, and others.
  - **Payment Methods:** Explore which methods (e.g., Play+ cards, e-checks, PayPal) offer the quickest results.
  - **Timing Your Withdrawals:** Share optimal times to request withdrawals for faster processing.
  - **ID Verification Efficiency:** Tips for completing ID verification promptly.
  - **Bankroll Management:** Explain how proper bankroll management impacts payout speed.
- **URL:** [Explore payout strategies.](#)

But, are these  
the right topics  
to rank for?  
Let's see based  
on the best  
search results

# Generate outline alternatives for the chosen article topic

 You

generate two outline alternatives for the proposed article "Unlocking Instant Payouts: A Beginner's Guide" to be published in March 2024 on a gambling website targeted towards new gamblers in the UK. This article should be optimized to rank for "online sportsbook payouts"

 Copilot

Certainly! Here are two outline alternatives for the proposed article "Unlocking Instant Payouts: A Beginner's Guide" optimized to rank for "online sportsbook payouts" on a gambling website targeting new gamblers in the UK:

## 1. "Fast-Track Your Winnings: A Newbie's Handbook to Instant Sportsbook Payouts"

- **Introduction:**
  - Briefly explain the importance of quick payouts for online sports bettors.
  - Set the context for the guide: helping beginners navigate instant payouts.
- **Understanding Instant Payouts:**
  - Define what instant payouts are and why they matter.
  - Highlight the convenience and user satisfaction they offer.
- **Top Sportsbooks for Instant Payouts:**
  - Compare UK sportsbooks known for their lightning-fast withdrawals.
  - Discuss BetRivers, BetMGM, and FanDuel as leaders in this space.
- **How Instant Payouts Work:**
  - Explain the process from successful bet placement to funds hitting your bank account.
  - Cover payment methods (e.g., Play+ cards, e-checks) that facilitate instant withdrawals.
- **Eligibility and Limits:**
  - Clarify eligibility criteria for instant payouts.
  - Discuss daily volume limits and reset times.
- **Tips for Maximizing Instant Payouts:**
  - Verify your ID promptly to avoid delays.
  - Opt for Play+ cards for seamless withdrawals.
  - Time your requests strategically.
- **Pricing and Fees:**
  - Address the 1% fee associated with instant payouts.
  - Compare it to standard payout schedules.
- **Conclusion:**
  - Recap the benefits of instant payouts.
  - Encourage new gamblers to explore these options.

## 2. "Unlocking Swift Rewards: A Step-by-Step Guide to Online Sportsbook Payouts"

- **Introduction:**
  - Emphasize the thrill of winning and the eagerness to access funds quickly.

# Obtain a content brief to develop an optimized article for the selected outline

 You

Generate a content brief using the first alternative of the previous outlines along with instructions to develop an optimized article of 2000 words following seo best practices to rank for online sportsbook payouts

 Copilot

## Content Brief: "Fast-Track Your Winnings: A Newbie's Handbook to Instant Sportsbook Payouts"

### Introduction

- **Objective:** Create an informative and beginner-friendly guide on instant payouts from online sportsbooks.
- **Target Audience:** New gamblers in the UK seeking efficient ways to access their winnings.
- **SEO Focus:** Optimize for "online sportsbook payouts."

### Outline

#### 1. Understanding Instant Payouts

- Define instant payouts and their significance.
- Highlight convenience and user satisfaction.
- Mention the role of sportsbooks like BetRivers, BetMGM, and FanDuel.

#### 2. Top Sportsbooks for Instant Payouts

- Compare UK sportsbooks known for lightning-fast withdrawals.
- Discuss BetRivers' reputation as a leader in instant payouts.

#### 3. How Instant Payouts Work

- Explain the process from successful bet placement to funds reaching the bank account.
- Cover payment methods (e.g., Play+ cards, e-checks) that facilitate instant withdrawals.

#### 4. Eligibility and Limits

- Clarify eligibility criteria for instant payouts.
- Discuss daily volume limits and reset times (based on region).

#### 5. Tips for Maximizing Instant Payouts

- Verify ID promptly to avoid delays.
- Opt for Play+ cards for seamless withdrawals.
- Time withdrawal requests strategically.

#### 6. Pricing and Fees

- Address the 1% fee associated with instant payouts.
- Compare it to standard payout schedules.

#### 7. Conclusion

- Recap benefits of instant payouts.
- Encourage new gamblers to explore these options.

### Article Development Instructions

#### Introduction (150 words)

- Hook the reader with the excitement of winning.
- Briefly introduce instant payouts and their relevance.
- Mention the focus on UK gamblers.

#### Understanding Instant Payouts (300 words)

- Define instant payouts.
- Explain why they matter to gamblers.
- Highlight the role of BetRivers, BetMGM, and FanDuel.

#### Top Sportsbooks for Instant Payouts (300 words)

- Compare UK sportsbooks.
- Emphasize BetRivers' reputation for instant withdrawals.

#### How Instant Payouts Work (400 words)

- Break down the process step by step.
- Discuss payment methods (Play+ cards, e-checks).
- Provide examples of successful transactions.

#### Eligibility and Limits (250 words)

- Explain eligibility criteria.
- Detail daily volume limits and reset times (region-specific).

#### Tips for Maximizing Instant Payouts (350 words)

- Stress the importance of ID verification.
- Guide readers on using Play+ cards effectively.
- Share insights on timing withdrawal requests.

#### Pricing and Fees (200 words)

- Discuss the 1% fee.
- Compare it to standard payout schedules.

#### Conclusion (150 words)

- Recap benefits of instant payouts.
- Encourage readers to embrace this seamless option.



You

Historical Data.xlsx  
Spreadsheet

Forecast the clicks for February to April 2024 of a website based on the historical metrics I'm attaching.

ChatGPT

Finished analyzing

```
python
# Load the historical data file for clicks metrics
historical_clicks_path = '/mnt/data/Historical Data.xlsx'
historical_clicks_df = pd.read_excel(historical_clicks_path)

# Display the first few rows of the dataframe to understand the structure
historical_clicks_df.head()
```

Result

	Date	Clicks	Impressions	CTR	Position
0	2024-01-25	824.0	31918.0	0.0258	24.83
1	2024-01-24	944.0	34017.0	0.0278	24.88
2	2024-01-23	924.0	35027.0	0.0264	25.38
3	2024-01-22	987.0	34891.0	0.0283	23.50
4	2024-01-21	742.0	27830.0	0.0267	25.70

The historical data contains daily records of 'Clicks', 'Impressions', 'CTR' (Click-Through Rate), and 'Position'. To forecast the clicks for February to April 2024, I will use a time series forecasting model. Given the daily frequency of the data, I'll consider using models like ARIMA (AutoRegressive Integrated Moving Average) or SARIMA (Seasonal ARIMA), which are suitable for non-stationary data with possible seasonality.

Let's perform the following steps:

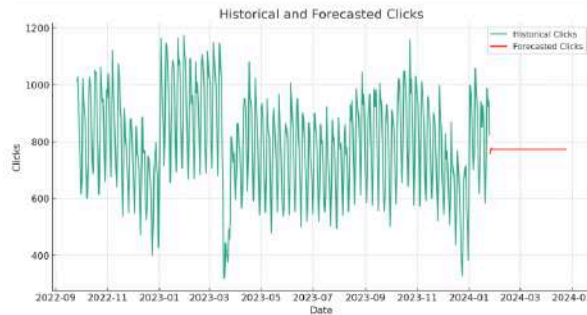
1. Analyze the data to check for trends, seasonality, and stationarity.
2. Choose an appropriate model and fit it to the historical data.
3. Forecast the clicks for February to April 2024.

I'll start with a basic analysis and visualization of the clicks data.

Message ChatGPT...

Result

Date	Forecasted Clicks
2024-01-26	759.923467
2024-01-27	777.042287
2024-01-28	772.468792
2024-01-29	773.690660
2024-01-30	773.364223



The ARIMA model has been used to forecast the clicks for the next 90 days, covering February to April 2024. The plot shows both the historical and forecasted clicks.

Here are the forecasted clicks for the first few days:

Date	Forecasted Clicks
2024-01-26	759.92
2024-01-27	777.04
2024-01-28	772.47
2024-01-29	773.69
2024-01-30	773.36

Please note that the accuracy of the forecast may vary based on the characteristics of the historical data and the chosen model. It's often beneficial to validate the model against a test set or apply different forecasting methods for comparison.

Create a clicks Forecast of the next few months based on historical GSC performance metrics leveraging ChatGPT data analysis capability

# Validate if it's possible to rank with the same page for two similar searches



Copilot

The same pages appear in the top 10 results for both "how to start playing poker online" and "how to play poker online." Here are the overlapping pages:

1. **PokerListings - How to Play Online Poker - A Complete Beginner's Guide**

- URL: [PokerListings - How to Play Online Poker](#)

2. **PokerNews - How to Play Poker: Basic Poker Rules for Beginners**

- URL: [PokerNews - How to Play Poker](#)

These comprehensive guides cover everything from the basics of poker to getting started with online play, making them valuable resources for both beginners and experienced players. 🎮

Learn more

1 [youtube.com](#)

2 [youtube.com](#)

3 [youtube.com](#)

4 [pokerlistings.com](#)

5 [pokernews.com](#)

6 [youtube.com](#)

[+3 more](#)



10 of 30

# Check if it's feasible to position in different international markets with the same page

 You

which are the pages ranking in the top 10 UK search positions for "how to start playing poker online" that are also ranking in the US and Australia search results in the top 10?

 Copilot

The following pages rank in the top 10 search results for "how to start playing poker online" across the UK, US, and Australia:

1. **PokerListings - How to Play Online Poker - A Complete Beginner's Guide**

◦ URL: [PokerListings - How to Play Online Poker](#)

2. **How to Play Online Poker for Beginners - 2024 Rules, Hands & More**


◦ URL: [How to Play Online Poker for Beginners](#)

3. **How to Play Poker: A Guide for Beginners - WjPartners.com.au**

◦ URL: [How to Play Poker Online](#)

These comprehensive guides cover the basics of playing poker online and provide valuable information for beginners across different regions. 🇬🇧 🇺🇸 🇦🇺

Learn more [1](#)  [pokerlistings.com](#) [2](#)  [casino.org](#) [3](#)  [pokerlistings.com](#) [4](#) [australiainternetpokies.com](#) [5](#) [aussielowdepositcasino.com](#) [+10 more](#)

      11 of 30



You

What is the most popular page type ranking in the top 10 positions in the UK, US and Australia for "play poker online"? Are they guides, online poker landing pages, listings featuring many poker sites, or any other type? How many are there of each?

Copilot

The most popular page type ranking in the top 10 positions for "play poker online" across the UK, US, and Australia includes a mix of **online poker sites**, **guides**, and **listings featuring multiple poker sites**. Let's break it down:

#### 1. Online Poker Sites:

- These are actual platforms where players can play poker online for real money.
- They offer games, tournaments, and secure deposits/withdrawals.
- Examples include **PokerStars**, **Ignition Poker**, and **888poker**.
- There are several of these sites in the top 10 results.

#### 2. Guides:

- These pages provide information on how to play poker, rules, strategies, and tips.
- They cater to beginners and help them learn the game.
- Examples include **how-to-play sections** on poker sites.
- There are a few of these guides in the top 10 results.

#### 3. Listings Featuring Multiple Poker Sites:

- These pages compare and rank various poker sites.
- They highlight features, bonuses, and player experiences.
- Examples include **top poker site lists** and **reviews**.
- There are a couple of these listings in the top 10 results.

In summary, the top 10 results include a mix of actual poker sites, educational guides, and listings that help players choose the best platform for their poker journey. 🇬🇧 🇺🇸

Learn more [1 partypoker.com](#) [2 pokerlistings.com](#) [3 cardschat.com](#) [4 cardschat.com](#) [5 pokernews.com](#) [+12 more](#)

👍 🗨️ 📄 ⬇️ 📄 🔊 12 of 30

Verify what type  
of content is  
needed  
to position in  
different markets

**But how do you integrate this with existing SEO data and current workflow in a scalable way?**





# SEO tools are now featuring ChatGPT in features within their interface, like SEOTesting, facilitating integration

Page Details

Url : [https://learningseo.io/seo\\_roadmap/seo-fundamentals/technical-seo/](https://learningseo.io/seo_roadmap/seo-fundamentals/technical-seo/)

Page Title : Learn Technical SEO with Free Guides, Courses Tools & Tips

Meta Desc : Learn about technical SEO with the free guides, tools and tips from the best SEOs, aggregated in Learning SEO.

H1 : 1. SEO Fundamentals Learn Technical SEO

Search:

Query	In Page Title	In Meta Desc	In h1	In h2	In h3	In p	Clicks	Impressions	CTR	Avg Position
technical seo course	●	●	●	●	●	●	17	746	2.28%	7.97
free technical seo course	●	●	●	●	●	●	4	14	28.57%	5.79
learn technical seo	●	●	●	●	●	●	2	135	1.48%	5.58
learningseo io	●	●	●	●	●	●	2	15	13.33%	1
technical seo certification	●	●	●	●	●	●	2	123	1.63%	8.5
best technical seo course	●	●	●	●	●	●	1	27	3.7%	9.96
how to learn technical seo	●	●	●	●	●	●	1	45	2.22%	5.22
learning seo	●	●	●	●	●	●	1	771	0.13%	2.19

### Suggestion

Targeting 'learn technical seo' Keyword

#### Original Content

**Title** 58  
Learn Technical SEO with Free Guides, Courses Tools & Tips

**Meta Description** 110  
Learn about technical SEO with the free guides, tools and tips from the best SEOs, aggregated in Learning SEO.

**H1**  
1. SEO Fundamentals Learn Technical SEO

#### AI Suggestions

**Title** 83 chars  
"Master Technical SEO with Ultimate Resource of Free Guides, Courses, Tools & Tips"

**Meta Description** 156 chars  
Looking to improve your website's technical SEO? Look no further than our free guides, courses, tools, and tips! Learn technical SEO from the experts today.

**H1**  
SEO Fundamentals: Learn Technical SEO

[Customise Prompt](#)

[Refresh](#) [Close](#)



Eg. For underperforming pages with a lack of key terms in metadata, they offer AI suggestions, that are customizable

## Suggestion ×

Targeting 'learn technical seo' Keyword

Original Content	AI Suggestions
<p><b>Title</b> 58 Learn Technical SEO with Free Guides, Courses Tools &amp; Tips</p> <p><b>Meta Description</b> 110 Learn about technical SEO with the free guides, tools and tips from the best SEOs, aggregated in Learning SEO.</p> <p><b>H1</b> 1. SEO Fundamentals Learn Technical SEO</p>	<p><b>Title</b> 78 chars "Master the Art of Technical SEO: Free Guides, Courses, Tools &amp; Tips to Learn"</p> <p><b>Meta Description</b> 230 chars Looking to learn technical SEO? Look no further! Our free guides, courses, tools, and tips are here to help you master the latest techniques and stay ahead of the game. Start today and boost your website's visibility and rankings.</p> <p><b>H1</b> SEO Fundamentals: Learn Technical SEO</p>

[Customise Prompt](#)

Title Prompt:  
  
You should include {keyword} and {pageTitle} in your prompt for it to process correctly

Meta Description Prompt:  
  
You should include {keyword} and {metaDesc} in your prompt for it to process correctly

H1 Prompt:  
  
You should include {keyword} and {h1} in your prompt for it to process correctly

[Refresh](#) [Close](#)

# The Horseman SEO crawler also has GPT content recommendations and insights integration

## Snippets

Show All Hide All A11y Console Content Custom Datalayer DOM Ecommerce Forms **GPT** Head Headings Images Libraries

Links Network Performance Schema Search Server Social Tracking

Search Enable All Disable All

**GPT** Ext. Pkg OpenAI

### Create Missing Meta Description

Create a meta description for pages missing one from the content extracted from the page using readability.js.

**Enabled**

**GPT** Ext. Pkg OpenAI

### Keywords (GPT)

Extract top keywords using GPT.

**Enabled**

**GPT** OpenAI

### Poetic Meta Description

Generate a beautiful poem from the meta description using GPT.

**Enabled**

**GPT** OpenAI

### Rewrite Long Meta Description

Rewrite meta descriptions longer than 160 characters.

**Enabled**

**GPT** Ext. Pkg OpenAI

### Summarize Content

Utilise GPT to summarize the article content extracted by Mozilla's readability.js library.

**Enabled**

# Horseman also provides a “No Code” AI based interface to easily scrape and obtain data from the crawls

## Snippet Editor ?

Editing Largest Image On Page Category Custom

### Largest Image On Page

JavaScript Code Editor

```
1 (async () => {  
2 // obtain all images on the page  
3 const images = document.getElementsByTagName('img');  
4 let largestImage = null;  
5  
6 // iterate through images and find the largest one  
7 for (let i = 0; i < images.length; i++) {  
8     const image = images[i];  
9     if (!largestImage || (image.width * image.height > largestImage.width * largestImage.height))  
10         largestImage = image;  
11 }  
12  
13 // return the largest image dimensions in pixels  
14 return `The largest image is ${largestImage.width}px wide and ${largestImage.height}px tall.`;  
15 })()
```

## No-Code AI Close

### Create AI Generated Snippet

Create a new AI driven snippet by simply describing what you would like it to do in plain English.

Obtain the largest image embedded on each page and specify its dimensions in pixels

83/500

[Generate Snippet](#)

**Important Information.** This an experimental feature utilising AI to generate the code snippet for you and may sometimes return code that does not work as expected, simply does not function, or is a figment of its imagination.

It is best when used as a starting point for your ideas.

### Examples

A few examples of prompts you can use to create your own snippets and get you started.

Number of links with bad href tags.



# You can also use Sheets Add-Ons leveraging Open AI API to integrate with your existing information

<https://numerous.ai/>

Employee feedback	About	Sentiment	Response
The coffee machine is broken	Coffee machine		
The compensation is fair and I have a lot of opportunity for professional development.	Compensation		
Remote work sucks without stable wifi. Would be great if I could expense an Xfinity subscription	Remote work wifi		
I really like the culture here	Culture		
Bathrooms are always dirty here	Bathrooms		
My boss is great	Boas		
I recently learned I get paid half of John Culliver even though I work at least twice as hard...	Pay gap		
Office wifi is terrible	Office wifi		
...	Hours		
...	Coworkers		
...	Office temperature		
...	Noise		
...	Meetings		
...	Promotion		

## Stop spending time on spreadsheet busywork

Extract text, categorize, generate formulas, and use ChatGPT right inside your spreadsheet

INSTALL FOR Google Sheets

INSTALL FOR Excel

## Use ChatGPT in Google Sheets and Docs

Supports all models: GPT-4 (if you have access), ChatGPT (gpt-3.5-turbo) and GPT-3

- ✓ Clean lists, extract entities, convert formats
- ✓ Edit, summarize, translate, classify
- ✓ Generate ad creative, taglines, subject lines, outlines, blogs, emails

Our GPT functions are perfect for short text in Sheets. Our Docs integration and presets are great for long form content.

Works with all base and fine-tuned models.

★★★★★ 4.6/5 · 2,004,000 installations

[Install to get started](#) [Video tutorials](#)

The add-on is free! The only cost is OpenAI.

<https://gptforwork.com/>

**GPT for Sheets and Docs: one add-on that works with both**

Google Sheets Google Docs

**Marc Andreessen** @pmarca · Follow  
Killer app!

**Q-Cap** @qcapital2020  
Oh god , I wanna throw up.

# Identify search intent or perform a sentiment analysis of existing keywords in bulk

Excel formula in C3: `=AI("classify the keyword",A3,"based on search intent as one of the following options: informational, commercial, transactional. Your response should only be among one of the aforementioned options, and nothing more.")`

	A	B	C	D
1	<b>Keyword</b>	<b>Volume</b>	<b>Intent</b>	
2	remote jobs	450000	Transactional	
3	remote jobs near me	135000	Transactional	
4	part time remote jobs	60500	Transactional	
5	amazon remote jobs	49500	Commercial	
6	remote customer service jobs	40500	Commercial	
7	remote data entry jobs	40500	Transactional	
8	entry level remote jobs	33100	Transactional	
9	remote jobs hiring	33100	Transactional	
10	remote part time jobs	33100	Transactional	
11	remote work from home jobs	33100	Transactional	
12	american express remote jobs	27100	Commercial	
13	data entry remote jobs	27100	Transactional	
14	remote jobs no experience	27100	Transactional	
15	google jobs remote	22200	Transactional	
16	indeed remote jobs	22200	Transactional	
17	apple remote jobs	18100	Transactional	
18	disney remote jobs	18100	Transactional	
19	remote nursing jobs	18100	Transactional	
20	remote entry level jobs	14800	Transactional	
21	virtual assistant jobs remote	14800	Commercial	
22	american airlines remote jobs	12100	Commercial	
23	best remote jobs	12100	Transactional	
24	customer service remote jobs	12100	Transactional	
25	cvs remote jobs	12100	Transactional	
26	google remote jobs	12100	Transactional	

**Classify the Keyword**  
in column **A**  
based on **search intent**  
into one of the following groups:

- informational
- commercial
- transactional
- navigational

**Place classification in C3**  
To change to another cell, click on it.

Excel formula in D9: `=AI("classify the sentiment of this Keyword:", A9, "as one of the following: positive, neutral, negative")`

	A	B	C	D
1	<b>Keyword</b>	<b>Volume</b>	<b>Intent</b>	<b>Sentiment</b>
2	remote jobs	450000	Transactional	Positive
3	remote jobs near me	135000	Transactional	Positive
4	part time remote jobs	60500	Transactional	Positive
5	amazon remote jobs	49500	Commercial	Positive
6	remote customer service jobs	40500	Commercial	Neutral
7	remote data entry jobs	40500	Transactional	Neutral
8	entry level remote jobs	33100	Transactional	Positive
9	remote jobs hiring	33100	Transactional	Positive
10	remote part time jobs	33100	Transactional	Positive
11	remote work from home jobs	33100	Transactional	Positive
12	american express remote jobs	27100	Commercial	Positive
13	data entry remote jobs	27100	Transactional	Positive
14	remote jobs no experience	27100	Transactional	Neutral
15	google jobs remote	22200	Transactional	Positive
16	indeed remote jobs	22200	Transactional	Positive
17	apple remote jobs	18100	Transactional	Neutral
18	disney remote jobs	18100	Transactional	Neutral
19	remote nursing jobs	18100	Transactional	Positive
20	remote entry level jobs	14800	Transactional	Neutral
21	virtual assistant jobs remote	14800	Commercial	Positive
22	american airlines remote jobs	12100	Commercial	Neutral
23	best remote jobs	12100	Transactional	Positive
24	customer service remote jobs	12100	Transactional	Neutral
25	cvs remote jobs	12100	Transactional	Positive
26	google remote jobs	12100	Transactional	Positive

**Analyze the sentiment of the Keyword**  
in column **A**  
as one of the following:

- positive
- neutral
- negative

**Place result in D9**  
To change to another cell, click on it.



# Detect the parent subject or main category of existing keywords to classify them

E5    =AI("specify the following topic category based on its semantic relevance within a remote work website",A5)

	A	B	C	D	E
1	Keyword	Volume	Intent	Sentiment	Parent Category
2	remote jobs	450000	Transactional	Positive	Remote Work
3	remote jobs near me	135000	Transactional	Positive	Remote Work/Jobs
4	part time remote jobs	60500	Transactional	Positive	Part-Time Remote Jobs
5	amazon remote jobs	49500	Commercial	Positive	Amazon Remote Jobs
6	remote customer service jobs	40500	Commercial	Neutral	Remote Customer Service Jobs
7	remote data entry jobs	40500	Transactional	Neutral	Remote Work/Data Entry Jobs
8	entry level remote jobs	33100	Transactional	Positive	Remote Work/Entry Level Jobs
9	remote jobs hiring	33100	Transactional	Positive	Remote Work/Hiring
10	remote part time jobs	33100	Transactional	Positive	Remote Work/Part-Time Jobs
11	remote work from home jobs	33100	Transactional	Positive	Remote Work Jobs
12	american express remote jobs	27100	Commercial	Positive	American Express Remote Jobs
13	data entry remote jobs	27100	Transactional	Positive	Data Entry
14	remote jobs no experience	27100	Transactional	Neutral	Remote Jobs, No Experience
15	google jobs remote	22200	Transactional	Positive	Remote Work
16	indeed remote jobs	22200	Transactional	Positive	Remote Work
17	apple remote jobs	18100	Transactional	Neutral	Apple Remote Jobs
18	disney remote jobs	18100	Transactional	Neutral	Disney Remote Jobs
19	remote nursing jobs	18100	Transactional	Positive	Remote Nursing Jobs

←  
**=AI**

The **=AI** function lets you directly prompt ChatGPT in your sheets. The output is only as good as the prompt itself, so if you don't get your desired results, try tweaking your prompt.

Use **=AI** if you want short, snappy outputs. If you want longer or creative pieces of text written for you, use **=WRITE** instead.

(0.1 token per 50 characters of input and output)

**Some examples:**

```
=AI("Here's a review from a customer" & "? "Summarize it
```



# Generate titles, meta descriptions, H1s and FAQs for your content in bulk using extensions such as Numerous.ai

Key Content Generation ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .0 .00 123 Defaul... - 10 + B I A

B2 =AI ("Generate a title tag of 55 characters maximum, in a professional tone, following SEO best practices to make it descriptive, highlighting the most important keyword at the start, for the following article text :", A2)

	A	B	C	D	E
1	<b>Article Content</b>	<b>Title</b>	<b>Meta Description</b>	<b>H1</b>	<b>FAQ</b>
2	As we embrace the ever-evolving digital landscape, eSIMs for Digital Nomads: Unlock Flexibility, On-Demand Connectivity & Sustainability	Get connected seamlessly, no matter where you are with eSIM technology! This comprehensive guide explores the unique benefits of eSIMs, including on-demand connectivity, multiple mobile plans, and an eco-friendly approach to communication. Discover how to make the most of this cutting-edge technology and stay connected while working.	Unlock Flexibility, On-Demand Connectivity & Sustainability: The Benefits of eSIMs for Digital Nomads	Q: What is eSIM technology? A: eSIM (embedded SIM) is a cutting-edge technology that allows you to use your mobile phone without a physical SIM card. This means that you can connect to a network, no matter where you are, as all you need is your device and an internet connection.	
3	There are plenty of benefits to how remote work has become increasingly popular as it offers employees a great balance between home and work. This article explores the benefits of evolving the workplace to better accommodate the needs of modern workers.	Remote Work Benefits: How Remote Work is Evolving Workplaces for Employees	Remote Work Benefits: Unlocking the Potential of Human Evolution in the Workplace	Q: What are the benefits of using eSIM technology? A: The main benefits of using eSIM technology include on-demand connectivity, multiple mobile plans, and an eco-friendly approach to communication. On-demand connectivity allows you to connect to a network, no matter where you are, as all you need is your device and an internet connection.	
4	As the new world of remote working continues to grow, it's important to create an inclusive and equitable workplace for all employees. In this article, we'll explore what DEI is, why it's important, and learn how to implement it in your business with criteria, steps, and examples.	Creating an Effective DEI Strategy: Why it's Important and How to Do It Right	Developing an Inclusive DEI Strategy: Why it Matters and How to Get it Right	FAQs: Q1: What is DEI? A1: DEI stands for Diversity, Equity, and Inclusion and it is an organizational strategy that focuses on creating an inclusive, equitable workplace for all employees regardless of gender, sexual orientation, religion, age, and other characteristics.	
5	Travelling the world as a digital nomad is a dream for many, but it can be challenging to find the best health insurance for digital nomads. Health insurance for digital nomads is essential for digital nomads, plus get tips on finding affordable insurance that follows you from country to country. Get the support you need for your worldwide travels.	Health Insurance for Digital Nomads: Finding the Best Alternatives	Explore the Best Health Insurance Options for Digital Nomads	Q2: Why is DEI important? Q1: What is health insurance and why is it important for digital nomads? A1: Health insurance is a type of insurance coverage that provides financial protection in the event of an unexpected illness or injury. It is especially important for digital nomads who often travel to different countries and may not have access to the same level of healthcare as they would find in their home country. Having health insurance can help ensure that you receive the medical care they need, no matter where they are.	

Numerous.ai

GENERAL FUNCTIONS

**=AI(...)**  
Use GPT to answer questions, extract info, and more

**=INFER(...)**  
Teach GPT to categorize or reformat by providing examples of what you want

**=WRITE(...)**  
Have GPT write messages and longer text

FORMULAS

Generate formula

Explain formula

DATA

**Classify**  
Classify something as one of multiple categories

**Reformat**  
Reformat data to your desired format

**Extract**  
Pull specific information from text

**Sentiment analysis**  
Analyze tone and emotion of a text

TEXT

Rewrite text

# Rewrite the content of your templates to make it unique for different categories/locations/listings

100% 123 Defaul... 10 B I A

B3 =WRITE("rewrite the following Description to be of a similar character length, unique, professional, longer, non-repetitive, engaging, different to previously generated content:",A3)

	A	B	C
1	<b>Original Description Template</b>	<b>Description Template Variation 1</b>	
2	Rent the best private dog parks hosted by locals in [Location]. Our private [Location] dog parks are the best way to exercise your dog. We have the best variety and the best priced dog parks in [Location]!	Take your pup to the most convenient and enjoyable private dog parks in [Location]. With the best selection and prices, we offer the perfect environment for your pup to have a blast. Our local [Location] dog parks provide the perfect amount of exercise and playtime for your furry companion. Come to the best private dog parks in town and let your pup enjoy!	
3	Take your pup to the most convenient and enjoyable private dog parks in [Location]. With the best selection and prices, we offer the perfect environment for your pup to have a blast. Our local [Location] dog parks provide the perfect amount of exercise and playtime for your furry companion. Come to the best private dog parks in town and let your pup enjoy!	Take your pup to the most delightful and enjoyable dog parks in [Location]! With a wonderful selection and unbeatable prices, you can guarantee your pup a delightful experience. Our local [Location] dog parks provide the perfect balance of activity and fun for your pup. Come to the best private dog parks in town and let your pup run wild with joy!	
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Numerous.ai

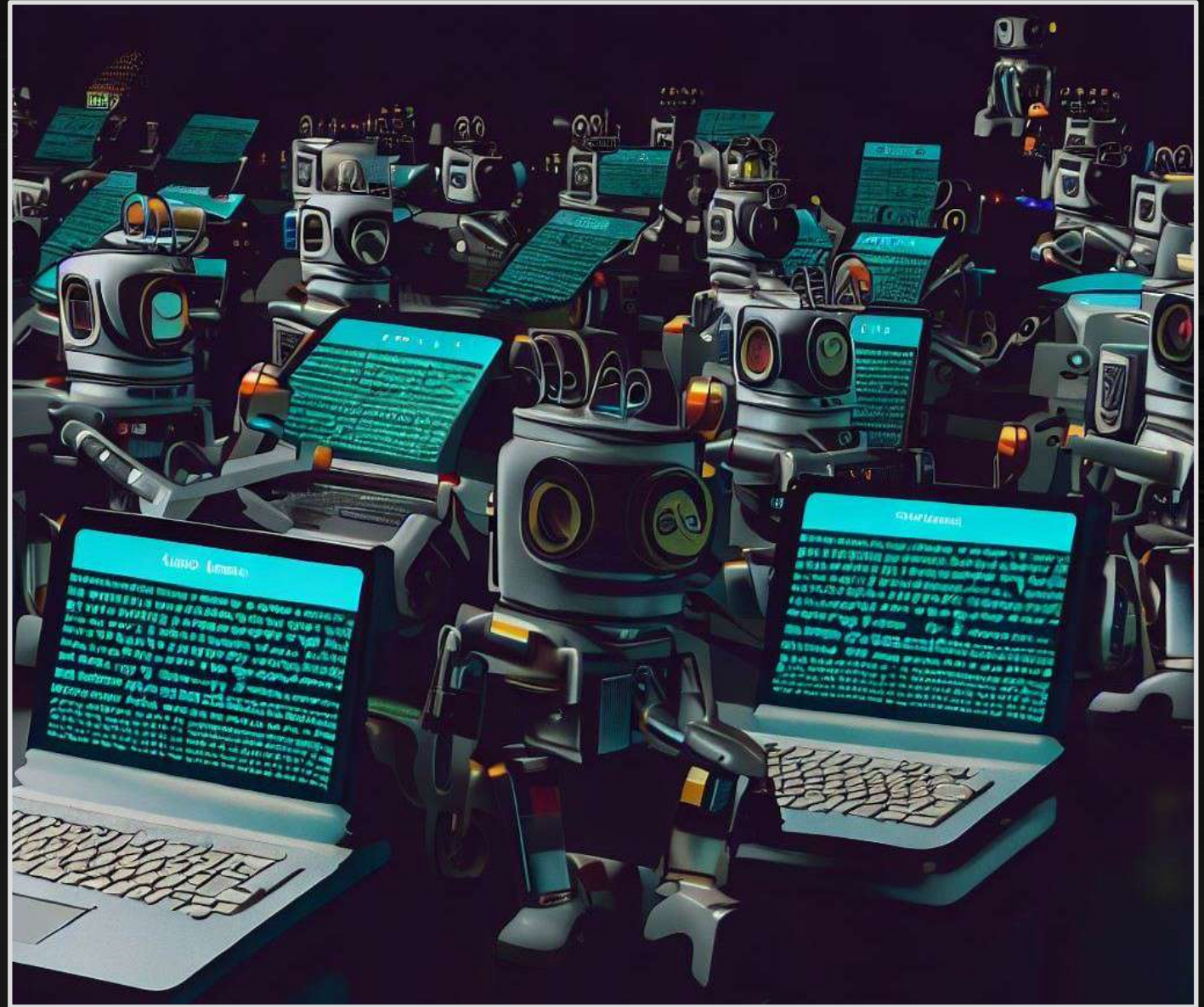
Rewrite text 56

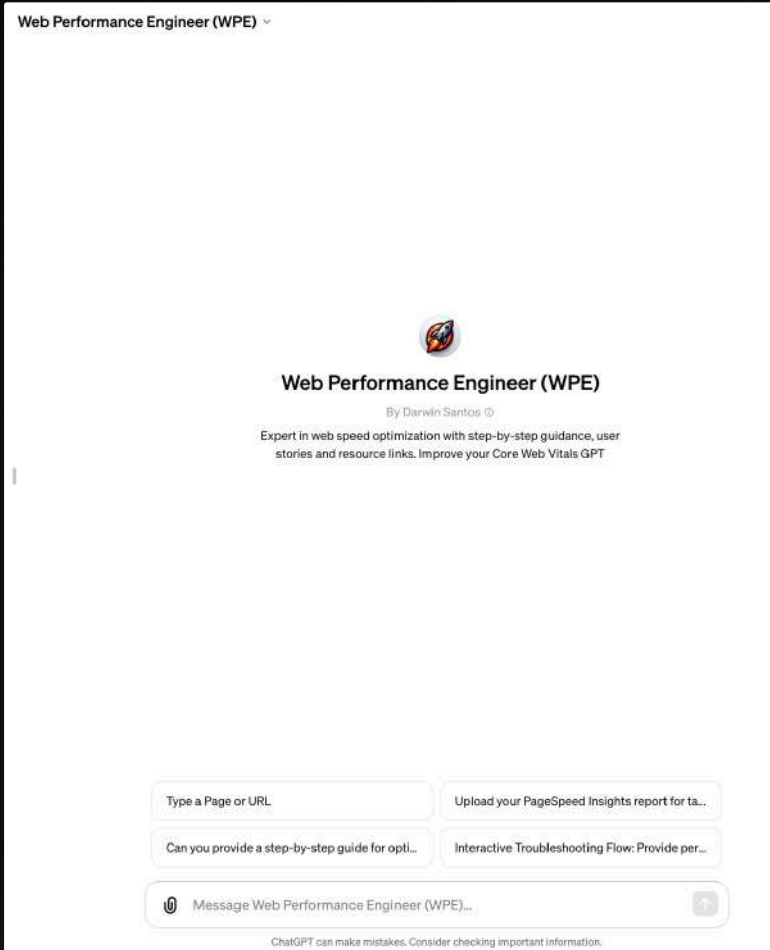
Rewrite the  
Description  
in column  
A  
to be  
of a similar character length, unique, professional, longer, non-repetitive, engaging, different to previously generated content →

Place rewritten text in B3  
To change to another cell, click on it.



**And not just for content, you can leverage AI chatbots to support auditing and technical SEO tasks**





## Web Performance Engineer (WPE)

Talked to wpe-gpt.aistudiolab.workers.dev

Based on the PageSpeed Insights report for <https://learningseo.io> on mobile devices, I will provide a targeted optimization checklist. Your site has various areas for improvement in web performance. Access the web version of this PageSpeed report in this URL: [PageSpeed Insights Report](#)

First, I will create the checklist in a table format for easier navigation and reference.

### Checklist in table format

Core Web Vitals Concern	Action	Supporting Resource	File/Element
<b>Largest Contentful Paint (LCP)</b>			
Initial server response time	Improve server response time	<a href="#">Improve TTFB</a>	Root document
Render-blocking resources	Eliminate render-blocking resources	<a href="#">Render-blocking resources</a>	Multiple files (CSS/JS)
Chaining critical requests	Optimize critical request chains	<a href="#">Critical request chains</a>	Multiple files (CSS/JS)
Preconnect to required origins	Add <code>&lt;rel=preconnect&gt;</code> for external origins	<a href="#">Preconnect</a>	-
Text visibility during webfont loads	Ensure text remains visible during webfont load	<a href="#">Font Display</a>	-
Largest Contentful Paint element	Optimize LCP element loading	<a href="#">LCP Element</a>	<code>&lt;p&gt;</code> with inline styles
Enormous network payloads	Reduce payload sizes and optimize images	<a href="#">Payload sizes</a>	Multiple files (Images/JS)
<b>First Input Delay (FID)</b>			
Long main-thread tasks	Break up long tasks, optimize code	<a href="#">Long tasks</a>	Multiple files (JS/Cookiebot)
Third-party code impact	Reduce impact or defer third-party code	<a href="#">Third-party code</a>	Multiple third-party domains
Third-party facades	Use facades for heavy third-party content	<a href="#">Third-party facades</a>	YouTube embeds
JavaScript execution time	Minimize or defer JS where possible	<a href="#">JS execution time</a>	Multiple files (JS/Cookiebot)

Obtain a speed and Core Web vitals metrics validation of your pages using the Web Performance Engineer GPT



# Get actions to take to improve the provided performance metrics



## Web Performance Engineer (WPE)

Title:

[Performance Optimization] User Story: Eliminate Render-Blocking Resources

Description:

The website <https://learningseo.io> has several render-blocking resources that are affecting the page's load performance, particularly impacting the Largest Contentful Paint (LCP) metric. These resources include CSS and JS files that the browser must load before it can render the page content. Optimizing these resources will improve loading times and enhance the user experience.

The render-blocking resources identified are:

- <https://learningseo.io/wp-includes/css/dist/block-library/style.min.css?ver=6.4.2>
- <https://learningseo.io/wp-content/themes/learningseo/style.css?a=7325&ver=6.4.2>
- <https://fonts.googleapis.com/css2?family=Mukta:wght@300;400;700;800&display=swap>
- <https://consent.cookiebot.com/uc.js>
- <https://learningseo.io/wp-includes/js/jquery/jquery-migrate.min.js?ver=3.4.1>

Recommendation:

1. **Inline Critical CSS:** Consider inlining the critical above-the-fold CSS directly into the HTML to ensure immediate styling of the page upon load.
2. **Defer Non-Critical CSS:** For CSS not critical to the initial rendering, use the `loadCSS` function or similar technique to load these stylesheets asynchronously.
3. **Optimize Font Loading:** Implement `font-display: swap` in your CSS to ensure text is visible during webfont load.
4. **Defer JavaScript:** Move scripts not required for initial rendering to the bottom of your HTML or use the `async` or `defer` attributes to avoid blocking the rendering.
5. **Optimize Cookie Consent Loading:** Review the loading strategy for Cookiebot to ensure it doesn't block rendering.

Success Criteria:

1. The `render-blocking resources` diagnostic in PageSpeed Insights no longer lists the identified CSS and JS files.
2. The LCP metric shows improvement, targeting a value below 2.5 seconds.
3. User testing confirms that the above-the-fold content appears quickly and is



## Schema Advisor - Amanda Jordan

For the website "<https://learningseo.io/>", based on the URL and likely content (an educational resource for SEO), here are some schema.org types and properties you might consider:

- WebSite:** This type is appropriate for the overall site. It represents a collection of web pages and other items.
  - **url:** The URL of the website.
  - **name:** The name of the site, e.g., "Learning SEO".
  - **about:** A brief description of the website.
  - **publisher:** If there's a specific organization or individual responsible for the site.
- EducationalOrganization (with additionalType):** If the site is structured as an organization offering educational content.
  - **name, url, logo, sameAs, contactPoint:** Standard properties to describe the organization.
  - **additionalType:** Use this property to specify more precise categorization from an external vocabulary if "EducationalOrganization" isn't specific enough. For instance, if there's a specific type for online learning platforms in another vocabulary, you could reference it here.
- Course:** For each specific SEO course or learning module.
  - **name:** The name of the course.
  - **description:** A description of the course.
  - **provider:** The organization or individual providing the course.
  - **hasCourseInstance:** Reference to a specific instance of the course, if applicable.
- BreadcrumbList:** If the site has a structured navigation system.
  - **itemListElement:** List out each breadcrumb, its position, and its name.
- FAQPage:** If there's a section with frequently asked questions about SEO.
  - **mainEntity:** Use Question type for each FAQ, with name for the question and acceptedAnswer or suggestedAnswer for the answer.
- Blog or Article:** If the site features blog posts or articles.
  - **headline, image, author, datePublished, mainEntityOfPage, publisher:** Standard properties to describe each blog post or article.
- Person:** If specific individuals are important (e.g., course instructors, content creators).
  - **name, jobTitle, affiliation, worksFor, url, sameAs:** Standard properties to describe each person.

When using `additionalType`, be judicious. It's valuable when you want to include types from external vocabularies or need very specific categorization not covered by standard schema.org types. For example, if there's a specific type in another vocabulary that accurately describes an advanced SEO course or a unique aspect of the learning platform, you might use `additionalType` to reference it. Otherwise,

Get suggestions  
for the  
structured data  
to add to any  
pages with the  
Schema Advisor  
GPT from  
Amanda Jordan



Get the Schema code for any of the structured data recommendations you want to go ahead with

 You

create the website, breadcrumbs and faqpage schema for <https://learningseo.io/>



**Schema Advisor - Amanda Jordan**

For the website `https://learningseo.io/`, we can create structured data using Schema.org vocabulary to help search engines better understand the content and structure of the site. Here's how you might structure the JSON-LD (JavaScript Object Notation for Linked Data) for the Website, BreadcrumbList, and FAQPage.

### 1. Website Schema

The Website schema provides general information about the website, such as the name, URL, and a description.

```
json Copy code
{
  "@context": "https://schema.org",
  "@type": "WebSite",
  "url": "https://learningseo.io/",
  "name": "Learning SEO",
  "description": "A roadmap with resources and guidance for those learn",
  "publisher": {
    "@type": "Organization",
    "name": "Learning SEO",
    "logo": {
      "@type": "ImageObject",
      "url": "https://learningseo.io/logo.png"
    }
  }
}
```

### 2. BreadcrumbList Schema

The BreadcrumbList schema helps search engines understand the page's position within the site hierarchy.

To structure the website in an SEO-friendly manner and give prominence to pages with higher clicks, we can consider a hierarchical organization that starts with the most general content and funnels down to the more specific. Here's a proposed web structure:

#### 1. Homepage

- URL: `https://remoters.net/`
- Importance: High (As the landing page and face of the website, it should be optimized for both user experience and SEO. Given its already high click rate, it should serve as a hub directing traffic to other specific pages.)

#### 2. Jobs Section (Directory)

- URL: `https://remoters.net/jobs/`
- Importance: High (This should be a central hub for job-related content, linking to specific job locations and companies. This directory page should be optimized for keywords related to remote jobs and provide a clear, intuitive navigation structure to the subpages.)

#### 3. Subsections for Jobs by Location

- Importance: These pages are critical as they are attracting a lot of clicks. They should be optimized for location-specific keywords and provide valuable content related to remote working in these areas.
  - Europe:
    - URL: `https://remoters.net/jobs/companies/europe/`
    - Clicks: 4697
  - Switzerland:
    - URL: `https://remoters.net/jobs/companies/switzerland/`
    - Clicks: 4254
  - Australia:
    - URL: `https://remoters.net/jobs/companies/australia/`
    - Clicks: 2094
  - India:
    - URL: `https://remoters.net/jobs/companies/india/`
    - Clicks: 1778

#### 4. Other Sections (Based on Content and Goals)

- Depending on the content and goals of the website, other sections can be added. For example, a blog, resources for remote workers, or a community section could be beneficial. These sections should be organized intuitively and link to relevant internal pages to keep users engaged and reduce bounce rates.

You

pages.xlsx  
Spreadsheet

Propose an organized web structure taking SEO best practices into account for the attached URLs, giving also more prominence to the pages with higher clicks

# Generate a hierarchical navigation structure for a list of your Website URLs



# Obtain cross-linking suggestions for a list of URLs based on their semantic relevance



You

Propose how to link these pages between them based on semantic relevance while taking SEO linking best practices into account



ChatGPT

Linking pages based on semantic relevance and adhering to SEO best practices is crucial for improving user experience, site structure, and search engine rankings.

Here's how you can interlink the pages effectively:

## 1. From the Homepage ( `https://remoters.net/`` )

- Link to the Jobs Section Directory ( `https://remoters.net/jobs/`` ). Use anchor text that includes primary keywords like "Remote Jobs" or "Find Remote Jobs."
- Feature snippets or sections about the most popular job locations with high click rates (Europe, Switzerland, Australia, India). Use descriptive anchor texts like "Remote Jobs in Europe" or "Explore Remote Opportunities in Switzerland."

## 2. Within the Jobs Section Directory ( `https://remoters.net/jobs/`` )

- Create a well-structured, easily navigable section for job listings by location.
- Link to each specific job location page (Europe, Switzerland, Australia, India) using keyword-rich anchor texts, such as the location name combined with "Remote Jobs."

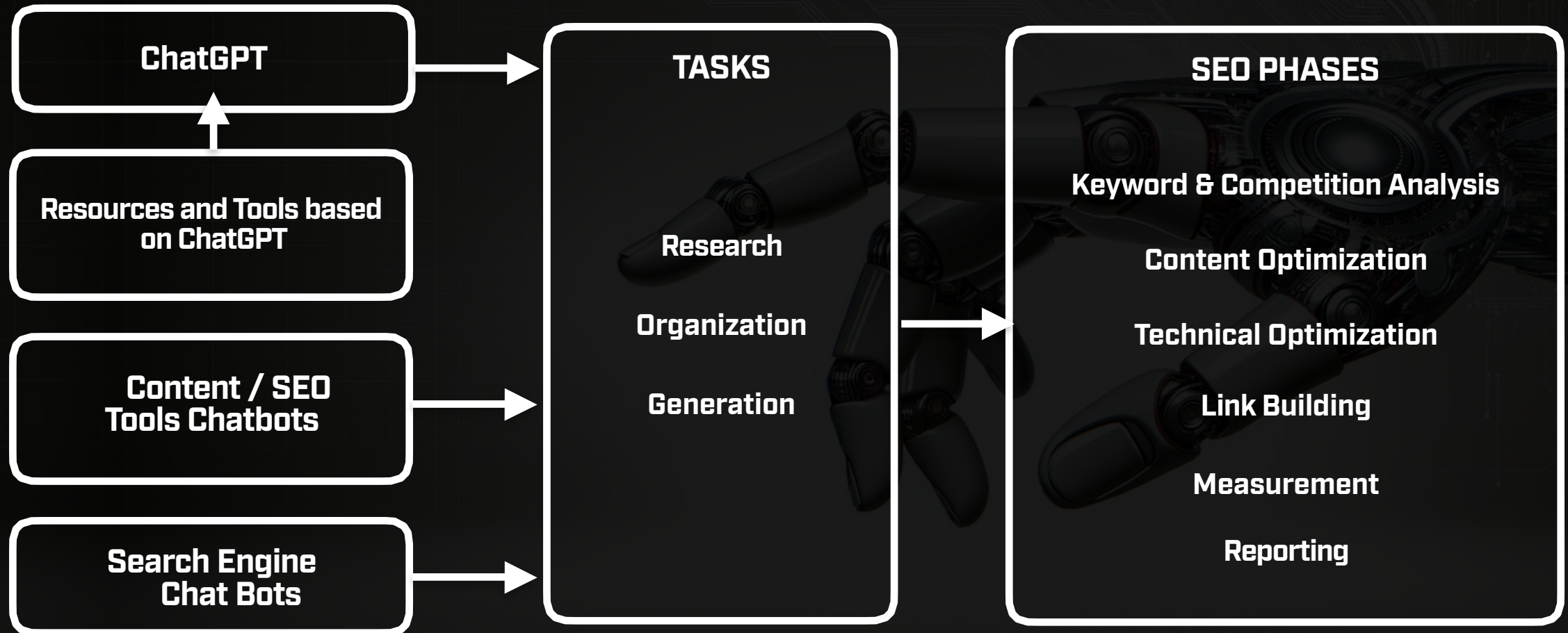
## 3. On Each Specific Job Location Page (Europe, Switzerland, Australia, India)

- Link back to the Jobs Section Directory ( `https://remoters.net/jobs/`` ) with anchor text like "Back to All Remote Job Locations" or "Explore More Remote Job Locations."
- Cross-link between location pages where relevant. For instance, if someone is looking at jobs in Switzerland, it might be relevant to link to jobs in Europe with a text like "Also, check out broader opportunities in European Remote Jobs."
- Include a link to the Homepage using anchor text that reflects the site's value proposition, like "Return to [Site Name] for more remote working resources."

## 4. Content and Contextual Linking

- Within the textual content of each page, look for opportunities to link to other pages using relevant keywords naturally. For example, in a blog post about the benefits of remote work, you could link to the Jobs Section Directory when mentioning the availability of remote jobs.
- If there are blog posts or articles related to working remotely in specific locations, link these to the respective job location pages and vice versa.


# It's about taking advantage of AI functionalities to enhance our SEO tasks without compromising quality





# So does this mean that AI can replace SEOs and content specialists? Only if you are a non-strategic specialist!

LinkedIn People Aleyda Solis



## On the future of SEO in the of AI ...

**Aleyda Solis**  
International SEO Consultant & Founder at Orainti, Co-Founder at Remoters.net  
Published Mar 30, 2023

+ Follow

In the last weeks, I've seen many in the SEO community voice their concern about their future as SEOs due to AI and Search Engines' Chatbots quick evolution.

Here's what I think about it, and why you shouldn't be worried \*IF\* you're strategic about it.


"Can further automation of SEO tasks w/ AI replace SEOs?"

It will if you're focused on "low level" and/or highly tactical tasks & you're a "one trick pony" who only does that single highly tactical or low level task. Eg: You generate title tags based on a list of keywords but you haven't selected the keywords, and don't know \*WHY\* they're being targeted with those pages that you're writing titles for. Recommendation: Understand the \*why\* of SEO tasks, become strategic, this is what ultimately drives real value in SEO processes.

Also, SEO stops being a "knowledge" problem and starts becoming an "execution" challenge very quickly in many bigger processes in bureaucratic scenarios/organizations. SEOs capacity to communicate, influence and coordinate stakeholders, as well as other "soft skills" become core to the success of the project in these cases. It will be \*hard\* for a bot to replace that Recommendation: Start improving those skills and position yourself to perform a key role in SEO execution success!

# Remember a bot can't prioritize based on business goals, coordinate and incentivize SEO execution

LinkedIn People Aleyda Solis



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**These can help to workaroud execution bottlenecks  
to show value and gain support faster**



# But Google is taking more aggressive action against sites trying to abuse “scaled content” thanks to AI & programmatic SEO



## Keeping more spam out of your results

For decades, we've relied on advanced [spam-fighting systems](#) and [spam policies](#) to prevent the lowest-quality content from appearing in search results — and that work continues.

We're making several [updates](#) to our spam policies to better address new and evolving abusive practices that lead to unoriginal, low-quality content showing up on Search. We'll take action on more types of these manipulative behaviors starting today. While our ranking systems keep many types of low-quality content from ranking highly on Search, these updates allow us to take more [targeted action](#) under our spam policies.

### Scaled content abuse

We've long had a policy against using automation to generate low-quality or unoriginal content at scale with the goal of manipulating search rankings. This policy was originally designed to address instances of content being generated at scale where it was clear that automation was involved.

Today, scaled content creation methods are more sophisticated, and whether content is created purely through automation isn't always as clear. To better address these techniques, we're strengthening our policy to focus on this abusive behavior — producing content at scale to boost search ranking — whether automation, humans or a combination are involved. This will allow us to take action on more types of content with little to no value created at scale, like pages that pretend to have answers to popular searches but fail to deliver helpful content.



# Google is also doubling down on the need to show actual experience and helpfulness in your content

## Our latest update to the quality rater guidelines: E-A-T gets an extra E for Experience

Send feedback



Thursday, December 15, 2022

Many creators are familiar with the concept of E-A-T, which is used in how we evaluate if our search ranking systems are providing helpful, relevant information. Would ordinary people feel the results they get demonstrate E-A-T, that is: expertise, authoritativeness, and trustworthiness?

Now to better assess our results, E-A-T is gaining an E: experience. Does content also demonstrate that it was produced with some degree of experience, such as with actual use of a product, having actually visited a place or communicating what a person experienced? There are some situations where really what you value most is content produced by someone who has first-hand, life experience on the topic at hand.

For example, if you're looking for information on how to correctly fill out your tax returns, that's probably a situation where you want to see content produced by an expert in the field of accounting. But if you're looking for reviews of a tax preparation software, you might be looking for a different kind of information—maybe it's a forum discussion from people who have experience with different services.

E-E-A-T — or "Double-E-A-T," if you prefer, is now part of the updated [search rater guidelines](#) we've just released. You'll also see clearer guidance throughout the guidelines underscoring the importance of content created to be original and helpful for people, and explaining that helpful information can come in a variety of different formats and from a range of sources.

These are not fundamentally new ideas. And we're by no means abandoning the fundamental principle that Search seeks to surface reliable information, especially on topics where information quality is critically important. Rather, we hope these updates better capture the nuances of how people look for information and the diversity of quality information that exists in the world.

As a reminder, these guidelines are what are used by our [search raters to help evaluate](#) the performance of our various [search ranking systems](#), and they don't directly influence ranking. They can also be useful to creators seeking to understand how to self-assess their own content to be successful in Google Search. Our page on how to [create helpful, people-first content](#) has a section that explains this more.

## 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.

### How the helpful content system works

The helpful content system aims to better reward content where visitors feel they've had a satisfying experience, while content that doesn't meet a visitor's expectations won't perform as well.

The system generates a site-wide signal that we consider among [many other signals](#) for use in Google Search (which includes Discover). The system automatically identifies content that seems to have little value, low-added value or is otherwise not particularly helpful to people.

Any content—not just unhelpful content—on sites determined to have relatively high amounts of unhelpful content overall is less likely to perform well in Search, assuming there is other content elsewhere from the web that's better to display. For this reason, removing unhelpful content could help the rankings of your other content.

This classifier process is entirely automated, using a machine-learning model. It works globally across all languages. It is not a [manual action](#) nor a spam action. Instead, it's just one of many signals Google evaluates to rank content.

This means that some people-first content on sites classified as having unhelpful content could still rank well, if there are other signals identifying that people-first content as helpful and relevant to a query. The signal is also weighted; sites with lots of unhelpful content may notice a stronger effect.

If you host third-party content on your main site or in your subdomains, understand that such content may be included in site-wide signals we generate, such as the helpfulness of content. For this reason, if that content is largely independent of the main site's purpose or produced without close supervision or the involvement of the primary site, we recommend that it should be [blocked from being indexed by Google](#).

**As well as to clearly disclose when AI is leveraged to produced content, specifying where and how it was used**

## Our advice for creators considering AI-generation

As explained, however content is produced, those seeking success in Google Search should be looking to produce original, high-quality, people-first content demonstrating qualities E-E-A-T.

Creators can learn more about the concept of E-E-A-T on our [Creating helpful, reliable, people-first content](#) help page. In addition, we've updated that page with some guidance about thinking in terms of [Who, How, and Why](#) in relation to how content is produced.

Evaluating your content in this way, whether you're using AI-generated content or not, will help you stay on course with what our systems seek to reward.

### Should I add author bylines to all my content?

You should consider having accurate author bylines when readers would reasonably expect it, such as to any content where someone might think, "Who wrote this?"

As a reminder, publishers that appear in Google News should use bylines and author information. Learn more on our [Google News policies](#) page.

### Should I add AI or automation disclosures to my content?

AI or automation disclosures are useful for content where someone might think "How was this created?". Consider adding these when it would be reasonably expected.

### Can I list AI as the author of content?

Giving AI an author byline is probably not the best way to follow our recommendation to [make clear to readers](#) when AI is part of the content creation process.



# There's a clear pattern in the experience, helpfulness & expertise shown by top pages for very competitive queries

Review criteria

Authority Mentions

Helpful FAQ

Industry Stats

Authorship

The screenshot shows the top of the article page. The title is "Best US Betting Sites and Sportsbooks in 2024". The author is Michael Duchesne, a Betting Editor. The page includes a navigation menu with "Covers" and various sports categories. Below the title, there's a "Regularly seen on" section with logos for USA Today, ESPN, The New York Times, and MSNBC. A "Which sportsbook is for you?" section with a "Find My Best Match" button is also visible. The main content area lists "Top-rated betting sites 2024" with a table of sportsbooks.

Sportsbook	Bonus	Overall Rating	Payout Speed	Benefits
<b>FANDUEL SPORTSBOOK</b>	Bet \$5, Get \$200	4.7/5	1-7 days	Competitive pricing Offers same-game parlays Exclusive live streaming
<b>DRAFTKINGS SPORTSBOOK</b>	Bet \$5, Get \$200	4.7/5	1-7 days	Good live betting section Offers same-game parlays User-friendly interface
<b>bet365</b>	Bet \$5, Get \$150	4.5/5	0-5 days	Top-rated sportsbook Ample markets Fast and secure banking
<b>BETRIVERS</b>	\$500 2nd Chance Bet	4.3/5	1-14 days	Weekly promotions Over 20 sports available NFL live streaming

This section explains the review process. It states that Covers has been rating sportsbooks for over 28 years. The main factors for the overall rating are bonuses and promotions, banking and payout speed, key features, security and trust, and customer support. A diagram shows these factors contributing to an "Overall Rating: 4.5/5".

**How we rate and review sportsbooks**

Covers has been rating sportsbooks for over 28 years. This experience has led us to develop the Covers BetSmart Rating to ensure that you're betting at a safe and legit betting site. The main factors that go into a sportsbook's overall rating are bonuses and promotions, banking and payout speeds, key features, security and trust, and customer support.

- Bonuses and promotions
- Banking and payout speed
- Key features
- Security and trust
- Customer support

Overall Rating: 4.5/5

Of course, there are many other factors we look at as well as we strive to give you all the information you should know about every sportsbook we recommend. That's why our team spends a few days at each sportsbook before submitting their reviews. They deposit, they collect bonuses, they place bets, and they withdraw — all so that you're getting the most in-depth sportsbook reviews on the internet.

**How we rate betting sites**

- Banking and payout speed
- Bonuses and promotions
- Key features
- Security and trust
- Customers support
- Other factors we consider

This section provides resources for US sports betting. It includes a "Sports Betting Revenue Tracker", "Best Sportsbook Bonuses", and "Best Sports Betting Apps". It also lists "Top betting sites" and "Quick facts: U.S. sports betting".

**US sports betting resources**

Access U.S. sports betting revenue data from legal states, the best sportsbook promos, and user-friendly mobile betting apps.

- Sports Betting Revenue Tracker
- Best Sportsbook Bonuses
- Best Sports Betting Apps

**Top betting sites**

- Fanduel Sportsbook
- Covers Sportsbook
- bet365 Sportsbook
- DraftKings Sportsbook
- betMGM Sportsbook
- betRivers Sportsbook
- betway Sportsbook
- betfred Sportsbook
- Barstool Sportsbook

**Quick facts: U.S. sports betting**

Legal sports betting launch	May 18, 2018
Legal betting age	21; 18 (5 states)
States with legal betting	37 plus DC
Legal and pending	NC
Online sports betting	Yes
Retail sports betting	Yes
Total handle (2022)	\$93 billion
Average operator fee rate	18%
Best sports betting site	Fanduel

This section contains a list of frequently asked questions about online sportsbooks, such as "Is sports betting legal in the USA?" and "What online sportsbooks accept PayPal in the U.S.?"

**Online sportsbook FAQ**

- Is sports betting legal in the USA?
- Where is sports betting legal in the USA?
- Are online sportsbooks legal in the U.S.?
- What is the best online betting site for US players in 2024?
- What online sportsbooks accept PayPal in the U.S.?
- Do online sportsbooks accept American Express?
- What are the most popular sports to bet on?
- Do online sportsbooks in the U.S. pay out?
- Which online sportsbook pays the fastest?
- Will sportsbooks ban you for winning?
- When will sports betting sites be legal everywhere?
- How do sports betting sites make money?
- Where can I find the best sports betting promotions?
- Can you legally sports bet online in 2024?

**Pages related to this topic**

- Best Sports Betting Sites Canada
- Alberta Sports Betting
- Is Sports Betting Legal in Canada
- States With Legal Sports Betting
- Best New Betting Sites
- Sports Betting Sites Reviews
- Best Multiple Betting Apps
- Canada Sports Betting Apps
- Sports Betting Reviews
- Best Kentucky Betting Apps

**Michael Duchesne**  
Betting Editor

Mike has been researching and reviewing products for more than a decade. The former travel and entertainment publisher is all in on sports betting and gaming. When he's not seeking picks or supporting Covers' betting experts in making smarter sports bettors, you can find him by the BBQ, perfecting his cross-match marks.

# This is why it's fundamental to clearly optimize your content accordingly! You can use my content quality and helpfulness / E-EAT Sheet checklist

Google's Content Quality [E-EAT], Helpfulness and Page Experience Questions - To Share

File Edit View Insert Format Data Tools Extensions Help


75% View only

F16

	A	B	C	D
1	Questions to assess your content Quality, Helpfulness and Experience	Area	Expected Answer	Your Answer
11	Does your site have a primary purpose or focus?	Helpfulness and People Satisfaction	Yes	
12	Will someone reading your content leave feeling like they've had a satisfying experience and learned enough about a topic to help achieve their goal?	Helpfulness and People Satisfaction	Yes	
13	Does the content provide substantial value when compared to other pages in search results?	Helpfulness and People Satisfaction	Yes	
14	Does the content provide original information, reporting, research, or analysis?	Quality	Yes	
15	Does the content provide a substantial, complete, or comprehensive description of the topic?	Quality	Yes	
16	Does the content provide insightful analysis or interesting information that is beyond the obvious?	Quality	Yes	
17	If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?	Quality	Yes	
18	Does the main heading or page title provide a descriptive, helpful summary of the content?	Quality	Yes	
19	Does the main heading or page title avoid exaggerating or being shocking in nature?	Quality	Yes	
20	Is this the sort of page you'd want to bookmark, share with a friend, or recommend?	Quality	Yes	
21	Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?	Quality	Yes	
22	Is it self-evident to your visitors who authored your content, do pages carry a byline, where one might be expected?	Expertise and Experience	Yes	
23	Do bylines lead to further information about the author or authors involved, giving background about them and the areas they write about?	Expertise and Experience	Yes	
24	If automation is used to substantially generate content, is the use of automation, including AI-generation, self-evident to visitors through disclosures or in other ways?	Expertise and Experience	Yes	
25	Are you providing background about how automation or AI-generation was used to create content (in case it was)?	Expertise and Experience	Yes	
26	Are you explaining why automation or AI was seen as useful to produce content (in case it was)?	Expertise and Experience	Yes	
27	Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?	Expertise and Experience	Yes	
28	If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?	Expertise and Experience	Yes	
29	Is this content written by an expert or enthusiast who demonstrably knows the topic well?	Expertise and Experience	Yes	
30	Is the content free from easily-verified factual errors?	Expertise and Experience	Yes	
31	Does your content clearly demonstrate first-hand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visiting a place)?	Expertise and Experience	Yes	
32	Is the content free from spelling or stylistic issues?	Presentation and production	Yes	
33	Was the content produced well, or does it appear sloppy or hastily produced?	Presentation and production	Yes	
34	Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?	Presentation and production	Yes	



Content Helpfulness and Quality SEO Analyzer ▾



### Content Helpfulness and Quality SEO Analyzer

By [orainti.com](https://orainti.com)

I help you evaluate your web content helpfulness, relevance, and quality for your targeted query based on Google's guidelines vs the one of your competitors.

Add your site content URL to assess

Message Content Helpfulness and Quality SEO Analyzer...

#### Content Helpfulness and Quality SEO Analyzer

For the content evaluation based on the query "best online casino," I'll consider various quality areas. This assessment is guided by the questions provided by Google for creating helpful content. Here's the evaluation:

#### Helpfulness and People Satisfaction

- **Does the content serve the audience?**

The article targets users interested in online casinos with high payout rates, which is closely related but not identical to searching for the "best online casino." Consider emphasizing broader aspects of what makes a casino the "best," such as security, customer service, or bonuses.

- **Unique value:**

The content provides unique value by listing casinos with high RTPs. Ensure that these listings are updated regularly to reflect current data.

#### Quality

- **Expertise:**

The content seems to be written by someone knowledgeable in online casinos. However, adding author bios or credentials could enhance trustworthiness.

- **Factually accurate:**

Ensure that the RTP percentages and other factual information are regularly checked and updated for accuracy.

#### Expertise and Experience

- **Demonstration of expertise:**

While the content is informative, including more in-depth analysis or reviews from experts could further establish authority.

#### Presentation and Production

- **Content presentation:**

The website's design and content presentation are crucial. The content should be easy to navigate, read, and understand.

Accelerate the analysis by using the Helpful Content Analyzer GPT to assess it vs your top competitors

Leverage “People Also Ask” questions and those asked over social platforms (reddit, quora, etc) about the topic to enrich and expand the content further too

The screenshot shows a Google search for "gambling.com vs bovada". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are navigation tabs for Login, Videos, News, Review, Reddit, Perspectives, Images, Shopping, and Maps. The search results are displayed below, with a red box highlighting a Reddit post from r/gambling. The post title is "Gambling online, are Bovada and stake pretty much the ..." and it has 10+ comments from 6 months ago. Below the post title are several links to other Reddit posts related to Bovada, with their respective dates: "r/Bovada - Reddit" (May 8, 2015), "Is Bovada still a decent book in 2023? : r/sportsbook - Reddit" (Jul 7, 2023), "Today I'm officially done with Bovada and online gambling of ..." (Feb 1, 2024), and "Bovada is scam? : r/gambling - Reddit" (Nov 13, 2022). Below the search results is a "People also ask" section, also highlighted with a red box, containing four questions: "Which is the best gambling site?", "Is bovada a trusted gambling site?", "What is the best online gambling?", and "Is bovada illegal in the US?". Below this section is a "Ask a follow up..." input field with a search icon and a "Feedback" link. The search results continue with a link to "Bovada" (https://www.bovada.lv) and a link to "Bovada | Online Sportsbook, Casino, and Poker". The "Bovada | Online Sportsbook, Casino, and Poker" link is followed by a description: "Bovada is a trusted online gambling site offering sports betting, poker, casino games and betting on horse racing. Join today to claim your welcome bonuses!" and a list of categories: "Sports · Casino · Football · Slots". Below this is another link to "Bovada" (https://www.bovada.lv/casino) and a link to "Online Casino | Play real money casino games at Bovada". The "Online Casino | Play real money casino games at Bovada" link is followed by a description: "There's no better place to play casino games than right here at Bovada. With both live dealer and standard online casino games available, you can choose how you ...".

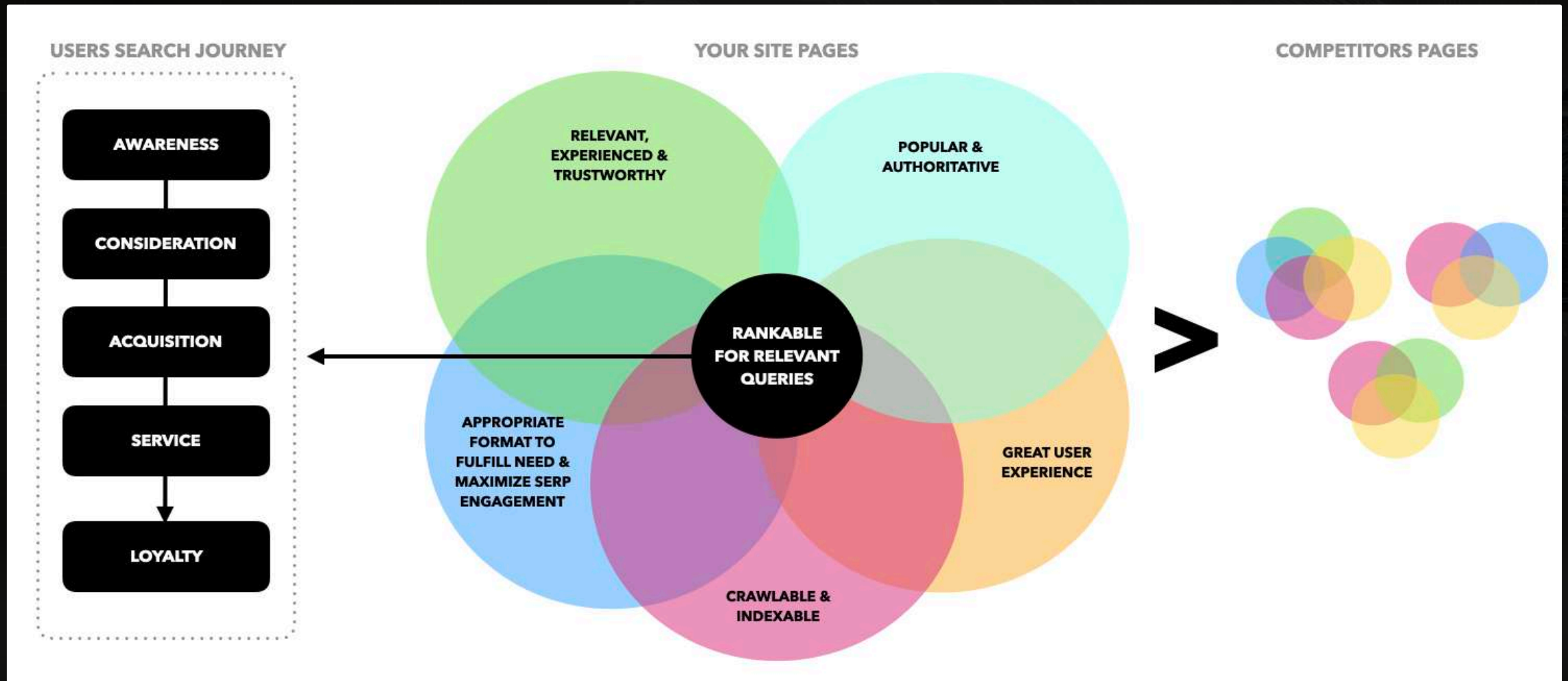


# You can use keyword tools like AlsoAsked or Keyword Insights to quickly identify top questions to address

The screenshot shows the AlsoAsked website interface. At the top, it says "AlsoAsked 999 searches left until 22/1/24". The search bar contains "how to wash sneakers" and has a "Search" button. Below the search bar, there are dropdown menus for "English", "United States", and "Standard search depth". A "Zoom 188%" dropdown is also visible. The main content area displays a mind map starting from the search term "how to wash sneakers". The mind map branches into two main categories: "Can you put sneakers in the washing machine?" and "What is the best way to wash sneakers?". Each category has several sub-questions listed next to it, each with a blue plus icon to expand it.

The screenshot shows the Writer Assistant website interface. At the top, it says "Beta Writer Assistant Project info". The main content area displays an article titled "The SEO Roadmap with Free Resources & Tools". The article is structured with headings: H1, H2, H3, and H4. The H1 heading is "The SEO Roadmap with Free Resources & Tools". The H2 heading is "The SEO Learning Roadmap". The H3 heading is "1SEO FUNDAMENTALS". The H4 heading is "2EXECUTE AN SEO PROCESS". The H3 heading is "3SEO IN YOUR CMS". The article content includes paragraphs of text and links to various resources. On the right side, there is a sidebar with a "Research" tab, a "Write" tab, and an "Optimize" tab. The sidebar also has a "Grade" button. Below the tabs, there is a "Show outline" button and an "AUTO GENERATE OUTLINE" button. The sidebar also displays the keyword "learn seo", the country "United States", and the language "English". At the bottom of the sidebar, there are social media sharing options for SERP, Reddit, Quora, and PAA. A red box highlights the social media sharing options and the "Click Checkbox to add Heading to outline" and "Click Plus to add Heading to editor" instructions.

# It's about making your content best in class to compete, independently of how is produced





**But, that's so much work would any of this be worthy in the future? Let's take a look at Google's SGE Snapshots!**



# Google started the SGE test in May 2023 specifying how they took LLMs limitations into account

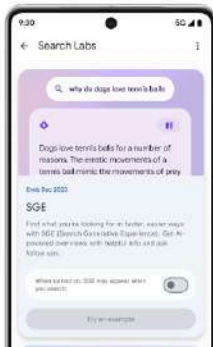
## Taking a responsible approach

There are known limitations with generative AI and LLMs, and Search, even today, will not always get it right. We're taking a [responsible and deliberate approach](#) to bringing new generative AI capabilities to Search. We've trained these models to uphold Search's high bar for quality, and we will continue to make improvements over time. They rely on our hallmark systems that we've fine-tuned for decades, and we've also applied additional guardrails, like limiting the types of queries where these capabilities will appear.

To evaluate the information for yourself, you can also expand your view to see how the response is corroborated, and click to go deeper.

## Starting with Search Labs

We're starting with an experiment in [Search Labs](#), called SGE (Search Generative Experience), available on Chrome desktop and the Google App ([Android](#) and [iOS](#)) in the U.S. (English-only at launch), so we can incorporate feedback and continue to improve the experience over time.



## Known limitations

While we've built a range of protections into SGE, there are known limitations of both LLMs and this experience in its initial, experimental form. The following are some of the loss patterns that we observed during evaluations and adversarial testing, and other limitations we expect in SGE. In many cases, we have already made improvements with model updates and additional fine-tuning, and we expect to make further progress as SGE develops.

- **Misinterpretation during corroboration:** We have seen some instances where SGE has appropriately identified information to corroborate its snapshot, but with slight misinterpretations of language that change the meaning of the output.
- **Hallucination:** Like all LLM-based experiences, SGE may sometimes misrepresent facts or inaccurately identify insights.
- **Bias:** Because SGE is trained to corroborate responses with high-quality resources – which are thus highly ranked results – it may show a snapshot that reflects a narrower range of perspectives than what is available on the web, thereby reflecting biases in those results. This can create the impression that the

model has learned this bias. However, it is more likely that SGE is providing outputs that reflect biases that are contained within top results. This is a phenomenon that occurs in search results today, as well. For example, authoritative organizations and media entities often do not add a qualifier of “male” when writing about male sports, and generic queries about that sport may thus bias towards male players or teams, even if information about female players or teams is an equally or perhaps even more accurate response.

- **Opinionated content implying persona:** While SGE is designed to reflect a neutral, objective tone in its generative output, there may be instances in which the output reflects opinions that exist on the web, giving the impression of the model displaying a persona.
- **Duplication or contradiction with existing Search features:** Because SGE is integrated into Search alongside other results and features on the search results page, it's possible for the output of SGE to appear to be in contradiction with other information in those results. For example, people might see a featured snippet result that highlights the perspective of a single source, while SGE represents a synthesized perspective corroborated in a range of results.



# Snapshots were meant to give a synthesis supporting users journeys, providing links to continue exploring

## SGE, generative AI in Search

Supercharge your search to find what you're looking for in faster, easier ways. **Get AI-powered overviews** to quickly get the gist of a topic and easily follow up. Let AI do the heavy lifting for you.

When turned on, SGE may appear when you search



### AI-powered snapshots

When appropriate, SGE will show an AI-powered snapshot to help people quickly get an overview, with factors to consider and **a helpful synthesis of relevant insights and information.**



### User experience

Everything we do at Google is grounded in extensive user research. We've been evolving the Search user interface (UI) for many years to be more useful and accessible. To bring the power of AI to Search in a user-friendly way, we've built SGE as an integrated experience, applying what we've learned about user behavior. The AI-powered snapshot has **easy-to-access resources and recognizable UI for links that allow people to further explore across both desktop and**

# So yes, Google SGE Snapshots are designed to be Featured Snippets on “Steroids”

Google

seo for web migration checklist

Images Template Perspectives Videos Shopping News Books Maps Flights

All filters Tools

Generative AI is experimental. Learn more

Here are some things to consider when migrating a website for SEO:

- Plan: Plan the migration and choose a good date to do it.
- Back up: Back up the site.
- Create a staging site: Create a staging website.
- Consider phasing: Consider migrating in phases.
- Perform an audit: Perform an organic health check and backlink audit of the new domain.
- Crawl: Crawl the site.
- Prioritize redirects: Prioritize the SEO importance of site URLs to be redirected.
- Match URLs: If the URL structure of the new site changes, match the old URLs with the new ones.
- Implement 301 redirects: 301 redirects are an essential part of an SEO strategy. They allow the page to maintain its rank without keeping it active on the site.
- Set up a new property: Set up a new property in Google Search Console for the new domain.
- Check redirects: Check that staging site URLs haven't gone live, are redirects correct, and what is showing up in site searches.
- Update all URLs: Check for missing alt tags or title tags, or if the canonical strategy is incorrect.

Other things to consider include:

- Making sure the new website is indexable and crawlable
- Implementing tracking codes and making an annotation
- Testing all the redirects
- Fixing any issues as soon as possible


What to check when migrating a website? When migrating domains, what should be done to avoid minimizing loss of search ranking? What is the fi

Ask a follow up...

The Ultimate SEO Website Migration... May 11, 2020 Marcel...

Our SEO Migration Checklist an... liberty...

40-Step SEO Migration Checklist -... May 24, 2023 SEOSLY



SEO Migration Checklist


- Define your SEO migration goals.
- Plan the best timing for the migration.
- Determine the key responsibilities of specific people involved in the migration.
- Create a detailed migration plan.
- Forecast the possible migration results.
- Perform an SEO audit of the current website.

More items... May 24, 2023

SEOSLY  
https://seosly.com/blog/seo-migration-checklist

40-Step SEO Migration Checklist - SEOSLY

About featured snippets Feedback





# However, at the start, there was a lack of links, that Google started to include further after complaints

Google roadmap to learn seo

Generative AI is experimental. Info quality may vary.

### Here are some steps to learn SEO:

- Find keywords
- Put keywords in the page title
- Put keywords in the page URL
- Put keywords in your meta description
- Put keywords in your H1 text
- Use keywords in the page's content
- Build links to your website
- Monitor your rank
- Master the basics
- Dive deeper into the technical side
- Create an SEO process
- Optimize your content
- Build your backlinks
- Don't forget about humans
- Never stop learning

You can learn SEO in two months, but how much you learn depends on how much time you devote to learning every day.

Ask a follow up: How do I start learning about SEO? Can I learn SEO in 2 months? What are the 4 important stages in SEO?

LearningSEO.io

### Learn SEO with a Free Roadmap of Reliable Guides & Tools

LearningSEO.io offers you the most comprehensive roadmap of reliable free resources, tools and tips to accelerate your SEO learning process.

SEO Fundamentals · Learn Technical SEO with... · Reporting SEO

You've visited this page many times. Last visit: 5/26/23

Ahrefs

### How to Learn SEO (Complete Roadmap)

Apr 6, 2022 — 1. Learn SEO fundamentals · 2. Put your knowledge into practice · 3. Deepen your SEO knowledge · 4. Keep your finger on the pulse · 5. Teach others ...

May 2023

Google roadmap to learn seo

Generative AI is experimental. Learn more

### Here are some steps you can take to learn SEO:

#### Keyword research

One of the first steps in SEO, keyword research helps you find keywords that users type into search results. You can use keyword gap analysis to identify gaps in your strategy and fill them with targeted content.

#### Backlink strategy

Backlinks are links from other websites that point back to your own website. You can gain natural backlinks by publishing content and becoming an industry expert. You can also develop backlinks by asking companies to introduce a link to your site in their content.

#### Link building

Link building is a key part of an SEO strategy. It involves acquiring backlinks to build authority and rankings in search engines.

#### Competitor analysis

Analyze your website and your competitors' tactics and strategies to improve your own site's performance.

#### Content audits

Conduct a content audit to audit your existing content inventory.

#### Content optimization

Create SEO content to boost your ranking on search engines. Great content can improve organic traffic, boost leads, and increase sales potential.

#### Local SEO assessment

Create a detailed local SEO competitor analysis report to understand your competition and improve your local SEO strategy.

#### Other steps you can take to learn SEO include:

Backlink strategy, Link building, Competitor analysis, Keyword strategy and gaps, Content audits, Content optimization

Ask a follow up: How long will it take to learn SEO? Can I learn SEO on my own? Can I learn SEO in 10 days?

LearningSEO.io

### Learn SEO with a Free Roadmap of Reliable Guides & Tools

LearningSEO.io offers you the most comprehensive roadmap of reliable free resources, tools and tips to accelerate your SEO learning process.

SEO Fundamentals · Reporting SEO · Measuring SEO · SEO Forecasting

January 2024

Generative AI is experimental. Learn more

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Create a detailed local SEO competitor analysis report to understand your competition and improve your local SEO strategy.

Other steps you can take to learn SEO include:

Content audit in...  
How to Do Local SE...  
Learn SEO with a Fre...

Backlink strategy, Link building, Competitor analysis, Keyword strategy and gaps, Content audits, Content optimization.

How long will it take to learn SEO? Can I learn SEO in 10 days? Is SEO hard to learn?

Ask a follow up...

Use Keyword Gap Analysis to Improve...  
How to Conduct a Content Audit?  
Learn SEO with a Free Roadmap of...

LearningSEO.io  
https://learningseo.io

Learn SEO with a Free Roadmap of Reliable Guides & Tools

LearningSEO.io offers you the most comprehensive roadmap of reliable free resources, tools and tips to accelerate your SEO learning process.

SEO Fundamentals · Reporting SEO · Measuring SEO · SEO Forecasting

January 2024

SGE snapshots started to feature their source in carousels at the top right and within the content itself by clicking, showing usually content from top-ranked pages



But Google is always doing tests, and at the moment is not showing the carousels at the top right, only the links and carousels within the snapshots

The image shows a Google search interface for the query "roadmap to learn seo". At the top, there are navigation tabs for "Images", "Videos", "Template", "Example", "PDF", "Best", "Shopping", "News", and "Books", along with "All filters" and "Tools". A notice states "Generative AI is experimental. Learn more". The main content area features a summary: "An SEO roadmap is a strategic method that includes insights on tasks and methodologies, as well as how and when to achieve SEO goals." Below this is a search result snippet from netclues.com titled "How to Create an SEO Roadmap in 6 Steps", dated Sep 14, 2023. The content lists seven steps to build an SEO roadmap: 1. Prepare key SEO insights, 2. List key tasks or workstreams, 3. Review and refine the task list, 4. Prioritize tasks logically, 5. Assign time and resources to items, 6. Assess and format in Gantt style, and 7. Regularly revise and update the roadmap. It also provides tips for learning SEO, such as keyword research, link building, competitor analysis, content optimization, and experimentation. At the bottom, there are three follow-up question buttons: "How long will it take to learn SEO?", "Can I learn SEO on my own?", and "Can I learn SEO in 10 days?". A search bar labeled "Ask a follow up..." is also present. A blue banner in the bottom right corner reads "February 2024".

# On the other hand, Google has become more selective of queries for which they give a snapshot

Google mass payout solutions

Sponsored

Tremendous.com - Send Bulk Payouts

Tipalti.com - Outbound Mass Payout Program - Get Started With Tipalti Today

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

A mass payout solution is a platform that allows you to make multiple payouts to Individuals or businesses in a single action. These platforms are often used by organizations that need to make a high volume of payments using multiple payment methods, in multiple currencies, to countries across the world.

Here are some examples of mass payout solutions:

- MassPay**  
A payout orchestration platform that supports over 170 countries and 70 currencies, including cryptocurrencies.
- Payoneer**  
A cross-border payment solution that supports over 200 countries and 150+ currencies.
- PayPal**  
Allows account holders to send up to 15,000 payments at once with the API or 10,000 with batch upload and a single click.

Ask a follow up: How does mass pay work? What is mass payment PayPal? Payoneer mass payout login

May 2023

Google mass payout solutions

Sponsored

Mass Payouts | Send Bulk Payouts

Teams Report Saving 15 Hours Monthly With Our Fast & Free Transaction System. Explore Now. Tremendous is the Easiest Way to Send...

Pricing  
Our platform is free to use. No monthly fee. No setup fee.

Global Rewards Catalog  
1K+ options in our global catalog. Choose brands that fit your needs.

Send Money Instantly  
The easiest way to send ACH, PayPal or Venmo payments in bulk.

Gift Card API  
Automate Reward Delivery. Industry-Leading API

An AI-powered overview is not available for this search

February 2024



# The nature of the topic and usefulness of the SGE snapshot given existing search results play a role

Google search for "best protein bars running". The search bar contains the text "best protein bars running". Below the search bar are filters for Shopping, Images, Videos, News, Maps, Books, Flights, Finance, Under \$15, Low Carb, Sugar Free, Supplements, Get it fast, On sale, and Vegan. A red box highlights the text "Get an AI-powered overview for this search?" and a "Generate" button.

Filter by

- Get it fast
- On sale
- Small business

Price

Under \$15

Over \$15

\$ Min \$ Max Go


Features

- Low Carb
- Vegan
- Organic
- Gluten-free
- Dairy-free


Type

Sugar Content

RunToTheFinish  
https://www.runtothefinish.com › best-protein-bars-for...  
**13 Best Protein Bars for Runners (Taste, ...**  
Oct 6, 2023 — 13 **Best Protein Bars for Runners** · #1 Aloha Bars – Plant Based · #2 Kind **Protein Bars** – Soy Protein · #3 RXBars – Egg Whites · #4 GoMacro...



Runner's World  
https://www.runnersworld.com › nutrition-weight-loss  
**8 Best Protein Bars That Taste Just Like Dessert**  
Apr 1, 2022 — **Best Nut Bar; KIND Protein Bars ; Best for Whole30: RXBAR ; Best Refrigerated: Perfect Bar ; Best Dessert Flavors: Quest Nutrition Protein...**



People also ask

- Are protein bars good for running?
- Do pro athletes eat protein bars?
- Should runners eat Clif Bars?
- Is it OK to eat a protein bar everyday?

Google search for "best seo consultant". The search bar contains the text "best seo consultant". Below the search bar are filters for Perspectives, Jobs, In the world, Videos, Images, Shopping, and For small businesses. The location is set to "Results for Kansas City MO". A red box highlights the text "Can't generate an AI overview right now. Try again later."

Results for **Kansas City MO** Use precise location

**Top SEO Consultants**

- Ignite Visibility. 4.9(14 reviews) The Expert Digital Marketing Agency (Sponsored) ...
- HigherVisibility. 4.9(19 reviews) ...
- Stellar SEO. 4.8(7 reviews) ...
- Rankifyer. 4.8(5 reviews) ...
- Mimvi. 4.8(6 reviews) ...
- Delante. 4.9(43 reviews) ...
- Lounge Lizard. 4.8(10 reviews) ...
- Top Notch Dezigns. 4.8(12 reviews)

More items...

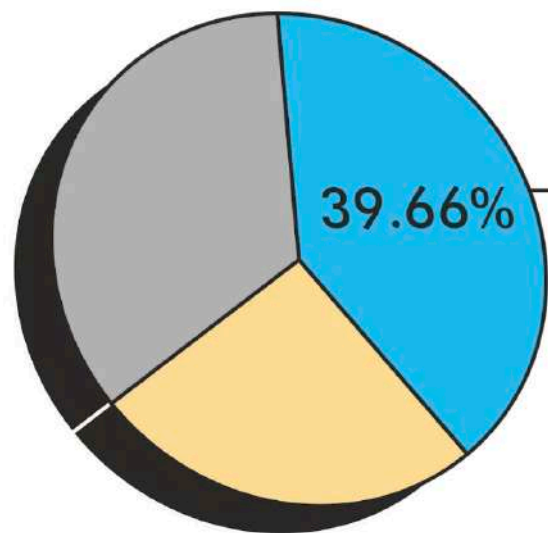
DesignRush  
https://www.designrush.com › SEO Agencies  
**Top 20 SEO Consultants - Jan 2024 Rankings | DesignRush**

About featured snippets Feedback

People also ask

# In a study from Mike King, only 40% of SERPs add a SGE snapshot, and half are shown to informational queries

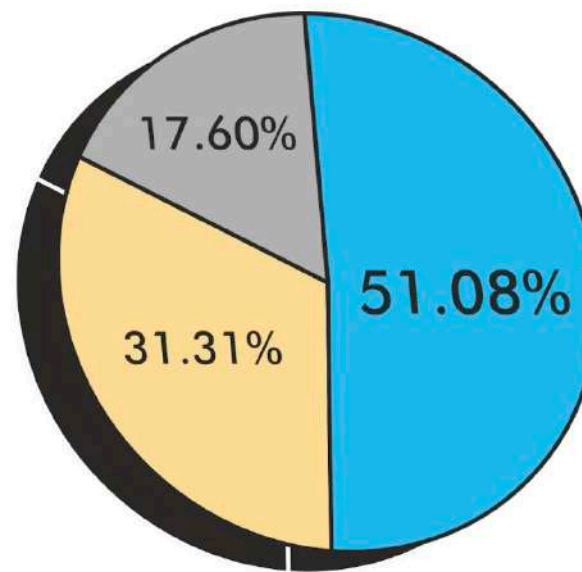
60.34% of queries did not feature an AI snapshot



## Presence of AI Snapshot

Status:

- HAS\_SNAPSHOT
- NO\_GENERATE\_BUTTON
- NO\_SNAPSHOT



## Snapshot Type Distribution

Page type:

- Informational
- Local
- Shopping



# This was also found by Onely, SGE snapshots are more prevalent for some topics and intents

## SGE has its triggers

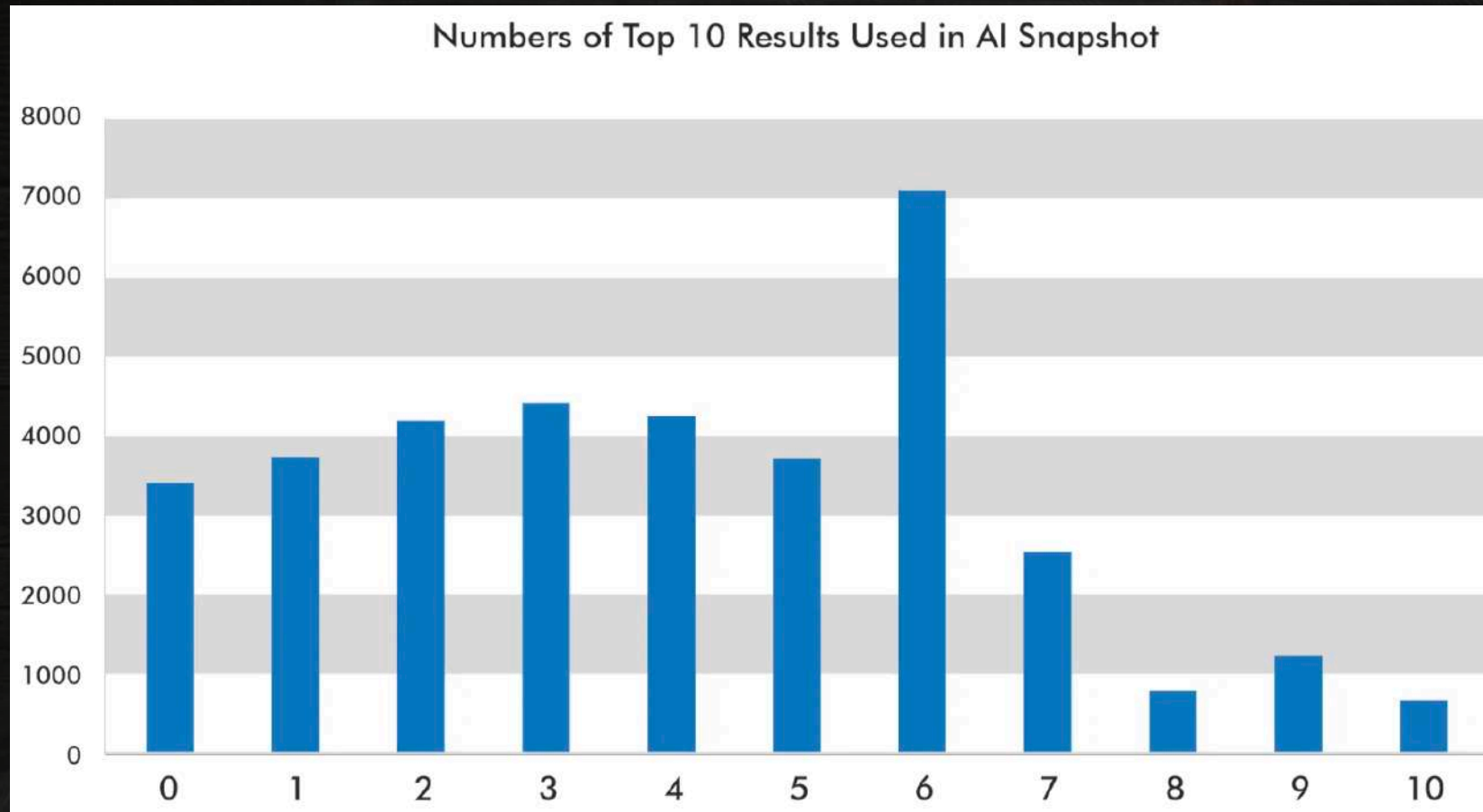
Examples:

- How 78%
- Best 55%
- Cost 100%
- Near 100%

Type of query	% of queries with SGE 01.07	% of queries with SGE 30.07	Change [%]
double-meaning	68%	90%	32%
investing	22%	24%	9%
transactional	70%	94%	34%
visit in person	82%	98%	20%
E-commerce	79%	92%	16%
Know simple	73%	93%	27%
Medical	70%	87%	24%
SEO	85%	97%	14%
Time sensitive	56%	77%	38%

ONELY Google AI ready

**Additionally, a high share of the top 10 ranked pages are used within the SGE snapshot too**





**So, by ranking well in top organic positions our chances to get included increase! Should we be then scared or not?**



# It depends! Some SGE scenarios carry a higher traffic risk than others based on impact on users' search fulfillment

## SGE TRAFFIC RISK LEVELS

### LOW RISK

#### DUPLICATIVE SGE

SGE Snapshot duplicating or with high overlay with current organic search results or features

### LOW-MEDIUM RISK

#### SUMMARIZING / COMPLEMENTARY SGE

SGE Snapshot summarizing and / or complementing current organic search results or features

### MEDIUM-HIGH RISK

#### ACCELERATOR SGE

SGE Snapshot directly featuring next step of search journey information



We have the duplicative SGE Snapshot with low traffic risk, that happens with snapshots duplicating an existing search feature, such as a map pack

tacos near me

Maps Menu Open now Perspectives Shopping Images Delivery Drive thru Authentic All Filters Tools

Results for Basque Country, Spain Use precise location

Generative AI is experimental. Learn more

Basque Country, Spain has many places to get tacos, including Mexican restaurants, bars and grills, and other restaurants.

- el Txoko Taberna**  
4.3 ★ (665) \$ Mexican Vitoria-Gasteiz  
Inexpensive Mexican restaurant and bar and grill with a tasting menu, kids' menu, and margaritas
- Lupita y Burriquin**  
4.1 ★ (252) \$ Mexican Vitoria-Gasteiz  
Casual Mexican restaurant that's good for kids and serves fajita de pollo and nachos Mexicanos
- Restaurante "El Mexicano"**  
4.4 ★ (340) \$\$ Mexican Vitoria-Gasteiz  
Moderately expensive Mexican restaurant and bar with a tasting menu, gluten-free options, and organic dishes
- El Toloño taberna**  
4.3 ★ (40) \$\$ Bar Vitoria-Gasteiz  
Contemporary bar and grill with tapas, pintxos, and great views
- Bapo Tortillas & Bokatas**  
4.0 ★ (809) \$ Grill Vitoria-Gasteiz  
Inexpensive bar and grill with a kids' menu and tortilla de patatas

Comerme taberna-jatetxea  
Cozy spot with Mexican, Mediterranean, and Asian-inspired dishes and cocktails

Taco Bell  
Fast-food chain with Mexican-inspired food like tacos, quesadillas, and nachos

Taco Bell near me How to make tacos? What is the most expensive taco in Basque Country?

Ask a follow up...

Places Rating Price Hours

- el Txoko Taberna**  
4.3 ★ (665) \$ Mexican Vitoria-Gasteiz, Spain  
"Los tacos muy ricos! La enchilada riquísima. Un buen postre!"
- Lupita y Burriquin**  
4.1 ★ (252) \$ Mexican Vitoria-Gasteiz, Spain  
Closed Opens 8 PM Thu  
"Hacen como nadie los tacos y burritos. Y simpaticísimos!"
- Restaurante "El Mexicano y Mucho Más"**  
4.4 ★ (1.3K) \$\$ Mexican Vitoria-Gasteiz, Spain  
Closed Opens 1 PM Wed  
Tacos, pintxos y cócteles en bar cálido.

More places →

Yelp  
https://www.yelp.com/nearme/tacos  
Best Tacos Near Me - January 2024  
Find the best Tacos near you on Yelp - see all Tacos open now and reserve an open table. Explore other popular cuisines and restaurants near you from over 7 ...

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Mexican restaurants el Txoko Taberna 4.3 (665) \$ Mexican Vitoria-Gasteiz

Inexpensive Mexican restaurant and bar and grill with a tasting menu, kids' menu, and margaritas



Mexican restaurants Lupita y Burriquin 4.1 (252) \$ Mexican Vitoria-Gasteiz

Casual Mexican restaurant that's good for kids and serves fajita de pollo and nachos Mexicanos



Mexican restaurants Restaurante "El Mexicano... 4.4 (1,3K) \$\$ Mexican Vitoria-Gasteiz

Moderately expensive Mexican restaurant and bar with a tasting menu, gluten-free options, and organic dishes



Bar & grills El Toloño taberna 4.3 (4K) \$\$ Bar Vitoria-Gasteiz

Contemporary bar and grill with tapas, pintxos, and great views



Bapo Tortillas & Bokatas 4.0 (809) \$ Grill Vitoria-Gasteiz

Inexpensive bar and grill with a kids' menu and tortilla de patatas

Comeme taberna-jatetxea

Cozy spot with Mexican, Mediterranean, and Asian-inspired dishes and cocktails

Taco Bell

Fast-food chain with Mexican-inspired food like tacos, quesadillas, and nachos

Taco Bell near me

How to make tacos?

What is the most expensive taco in Basque Country?

Ask a follow up...



THE BEST Tacos in St. George...

Tripod...



Del Taco - Home

deltac...



TOP 10 BEST Tacos near Lilburn, GA...

m.yelp...



Places



el Txoko Taberna 4.3 (665) \$ Mexican Vitoria-Gasteiz, Spain "Los tacos muy ricos, la enchilada riquísima. Un buen postre"



Lupita y Burriquin 4.1 (252) \$ Mexican Vitoria-Gasteiz, Spain Closed Opens 8 PM Thu "Hacen como nadie los tacos y burritos. Y simpaticísimos."



Restaurante "El Mexicano y Mucho Más" 4.4 (1.3K) \$\$ Mexican Vitoria-Gasteiz, Spain Closed Opens 1 PM Wed Tacos, pintxos y cócteles en bar cálido.

More places



Yelp https://www.yelp.com/nearme/tacos

Best Tacos Near Me - January 2024

Find the best Tacos near you on Yelp - see all Tacos open now and reserve an open table. Explore other popular cuisines and restaurants near you from over 7 ...

DoorDash https://www.doordash.com/Restaurants/StreetTaco

Find Street Taco Near Me

Order Street Taco near you. Choose from the largest selection of Street Taco restaurants and have your meal delivered to your door.

Continue the conversation

Ask a follow up...

Taco Bell https://www.tacobell.com/food

Menu - Order Online | Taco Bell®

Order your favorite Taco Bell® menu items online or visit us at the Taco Bell location nearest you. The Taco Bell menu has all of your favorite Mexican inspired ...

Del Taco https://deltaco.com

Del Taco - Home

Official Del Taco (R) website: Find locations, get coupons and Del Taco info, join Del Yeah! Rewards, check out the menu & nutrition info, explore Del Taco ...

Yelp https://www.yelp.com/Yelp/Restaurants/Tacos

TOP 10 BEST Tacos in Brooklyn Park, MN - January 2024

Top 10 Best Tacos Near Brooklyn Park, Minnesota · Tacos El Paraiso · Taqueria El Manguito · El Hornito · Dos Hermanos Mexican Grill & Bar · Nadia's Jamaican Kitchen.

Places



el Txoko Taberna



Lupita y Burriquin

Restaurante "El Mexicano y Mucho Más"

El Toloño taberna



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More places →

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Find the best Tacos near you on Yelp - see all Tacos open now and reserve an open table.  
Explore other popular cuisines and restaurants in Vitoria-Gasteiz from over 7...

Find Street Tacos Near Me

Continue the conversation

Ask a follow up...

- Taco Bell**  
<https://www.tacobell.com> · food  
Menu - Order Online | Taco Bell®  
Order your favorite Taco Bell® menu items online or visit us at the Taco Bell location nearest you. The Taco Bell menu has all of your favorite Mexican inspired ...
- Del Taco**  
<https://deltaco.com>  
Del Taco - Home  
Official Del Taco (R) website: Find locations, get coupons and Del Taco info, join Del Yeah! Rewards, check out the menu & nutrition info, explore Del Taco ...
- Yelp**  
<https://www.yelp.com> · Yelp · Restaurants · Tacos  
TOP 10 BEST Tacos in Brooklyn Park, MN - January 2024  
Top 10 Best Tacos Near Brooklyn Park, Minnesota · Tacos El Paraiso · Taqueria El Manguto · El Hornito · Dos Hermanos Mexican Grill & Bar · Nadia's Jamaican Kitchen.

(Not so) Hot Take!


One of these will be gone for the release. It doesn't make sense to have both.

Google how to make a paella

Videos Images Perspectives From scratch Vegetarian Chicken Authentic Seafood Spice mix All filters Tools

Generative AI is experimental. Learn more

Paella is a traditional Spanish dish made with rice, vegetables, saffron, and broth. Here are some recipes for paella:




Spanish Paella	Easy Paella	Spanish Paella Recipe (Seafood, Chicken, and...)
5.0 ★ (1.2K) · 60 min	4.6 ★ (646) · 60 min	4.3 ★ (6) · 40 min
Tastes Better From Scratch	Allrecipes	House of Nash Eats
This authentic recipe uses basic ingredients like chicken, shrimp, and Spanish rice.	This family-friendly recipe uses chorizo sausage, red bell pepper, and oregano.	This customizable recipe uses bomba rice, veggies, and a variety of proteins.

Here are some tips that might help:

- Don't stir the rice.
- Use real saffron and pimenton.
- Add the rice before adding the water or stock.
- Don't overcrowd the rice.
- Don't cover the paella with a lid while it's cooking.
- Cover the final paella with paper towels.
- Limit the number of ingredients so each element can shine.

You can also check out this video:



allrecipes! EASY PAELLA

▶ 57s

Allrecipes YouTube · Jun 1, 2022

What are the 10 essential ingredients for paella? What kind of rice is used in paella? What are the three types of paella?


Ask a follow up...

Tastes Better From Scratch Spanish Paella Recipe

Tastes Better From Scratch Spanish Paella Recipe

Apr 29, 2020 - How to Make Spanish Paella: - 1. Sauté: 2. Add white wine. - 3. Add chicken & rice - 4. Add broth - 5. Cook uncovered - 6. Cover and let rest. - 7. ★★★★★ Rating: 5 - 1,961 votes - 1 hr Adaptations Spanish Paella Notes

Recipes



Spanish Paella	Easy Paella	Spanish Paella Recipe (Seafood, Chicken, and...)
Tastes Better From Scratch	Allrecipes	House of Nash Eats
5.0 ★★★★★ (1.2K)	4.6 ★★★★★ (646)	4.3 ★★★★★ (6)
1 hr	1 hr	40 min
Skinless chicken thighs, spanish rice, calamari rings, white wine,	Shrimp, boneless chicken breasts, grain white rice, chorizo	Skinless chicken thighs, andouille sausage, jumbo

Show more

People also ask

What is the secret to making paella?

What are the 10 essential ingredients for paella?

How is paella prepared?

What is a traditional paella made of?

Ask a follow up...

Allrecipes Easy Paella Recipe

Nov 10, 2023 - Begin paella: Add chicken and stir to coat. - Heat 2 tablespoons olive oil in a large skillet or paella pan over medium heat. - Add saffron ... ★★★★★ Rating: 4.6 - 649 votes - 1 hr What is In Paella? - Allrecipes Community Tips... Directions

Discussions and forums

How difficult is it to cook paella? - Quora

How to make authentic Spanish paella - Quora

What to cook and how to cook it paella. - r/Cooking - Reddit

Videos

The Perfect Rice Recipe (Spanish Paella) YouTube - Joshua Weissman Jan 26, 2022

10 key moments in this video

How to Make Easy Paella | Spanish Paella | Get Cookin ... YouTube - Allrecipes Jun 1, 2022

7 key moments in this video

Spanish Paella Recipe with Seafood YouTube - Chef Billy Parisi Mar 24, 2021

10 key moments in this video

Something similar happens with SGE vs existing search features of informational recipes queries



Google project management tools

Images Free Shopping Videos Perspectives List Apps Meaning PDF All filters Tools

Generative AI is experimental. Learn more

Project management tools help businesses and organizations plan, collaborate, and track their work.

**Asana**  
A tool that helps teams stay organized and productive. It can help with tracking, organizing, communication, and staying on top of tasks and deadlines.

**Monday**  
A platform with features for planning, managing, and collaborating on projects. It can help with creating tasks, setting deadlines, assigning team members, tracking progress, and more.

**Wrike**  
A tool that can help with gathering and comparing data. It can also help with business planning with its collaboration tools, templates, drag-and-drop interface, and goal management features.

**Trello**  
A tool that uses a system of boards, lists, and cards to help teams manage tasks, projects, and ideas. It is known for its intuitive and simple UI.

**Zoho Projects**  
A software that helps construction companies manage their projects. It offers a free version with impressive features.

**Basecamp**  
A business app with a streamlined interface. It can help with inviting collaborators, chatting within projects, attaching files, creating checklists, and tracking progress.

**ClickUp**  
A project management tool that can also help with bug tracking. It can help with managing time and tasks, and simplifying coordination between functional departments.

**Jira**  
A tool that can help with planning, tracking, and managing projects. It can also help with creating a Work Breakdown Structure (WBS) Gantt chart, which can help teams visualize their project tasks, dependencies, and timelines.

What are the most popular project management tools? What are the four main types of project management software? Is Gantt chart a project management tool?

Ask a follow-up...

Project management tools

From sources across the web

Write Asana Monday.com

**Asana**

Asana offers just that. It's a project management tool that lets you break projects down into sections and sub-tasks, along with dashboards to see how much of ...

Asana is a visually appealing program created by one of Facebook's founders, and easily ranks among the best tools used by creatives and teams all over the ...

Asana - 16 seconds

https://mp.weixin.qq.com/s/... The best free project management software in...

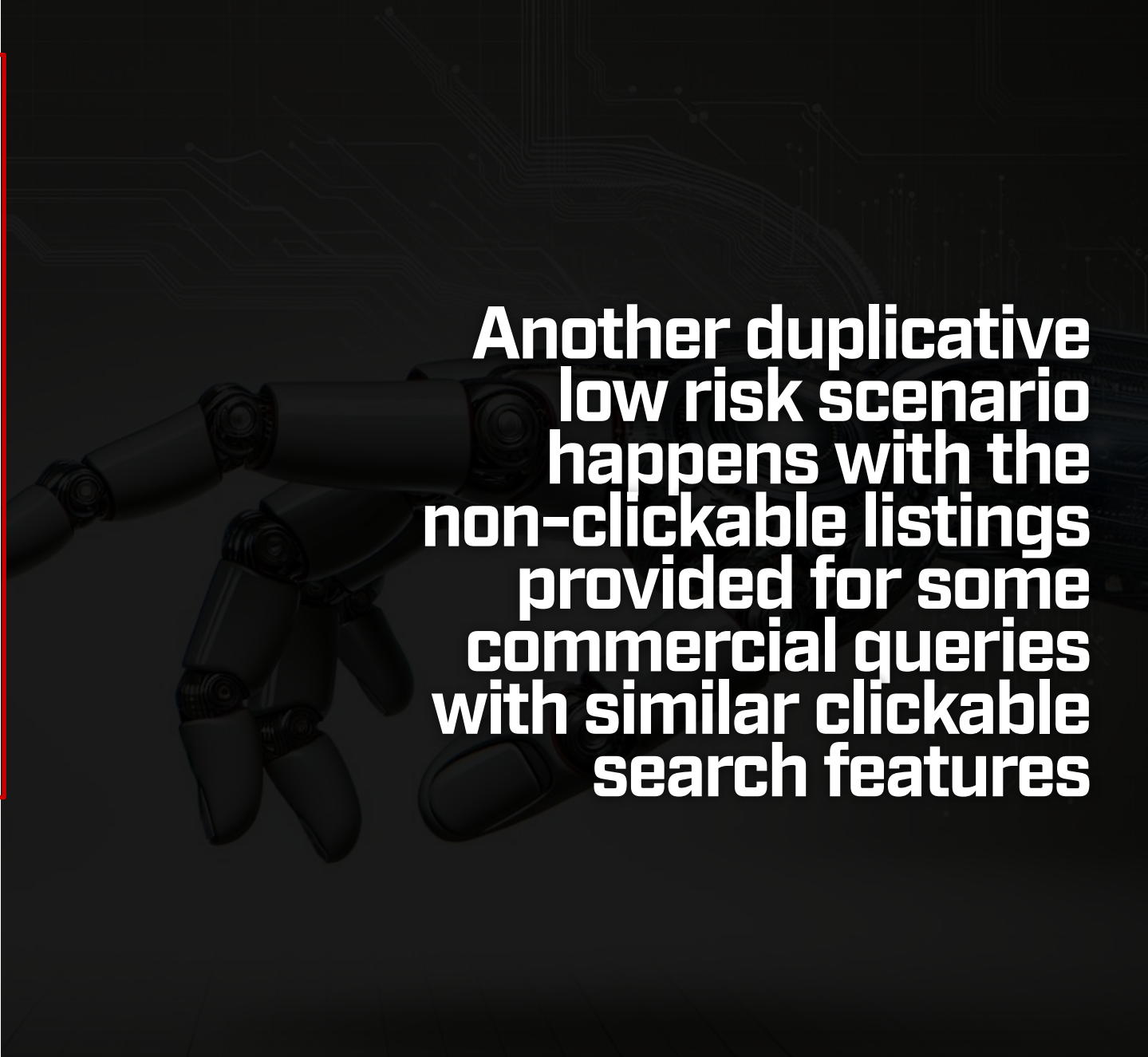
YouTube: The Digital Project ... 5 Best Project Management Software T...

https://news.com/blog/... How To Choose The Best Project Management Too...

Trello ClickUp Zoho Projects

Jira MeisterTask ProofHub

15 more Feedback



Another duplicative low risk scenario happens with the non-clickable listings provided for some commercial queries with similar clickable search features

Here are some project management tools:

**Asana**  
Helps businesses and organizations organize their work, communicate, and stay on top of tasks and deadlines.

**Trello**  
Uses a system of boards, lists, and cards to help teams manage tasks, projects, and ideas. Trello is known for its simple UI.

**Write**  
Helps gather and compare data, and has collaboration tools, business plan templates, and goal management features.

**ClickUp**  
A project management tool that is also a bug-tracking tool. ClickUp allows users to create their own views and manage time and tasks.

**Zoho Projects**  
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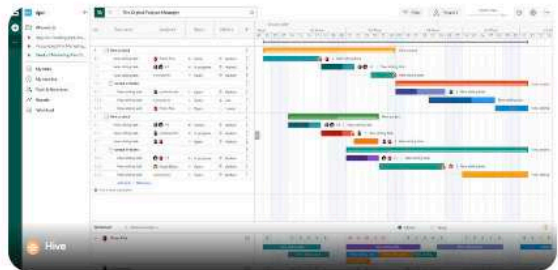
**Basecamp**  
A business app for project management with an intuitive interface. Basecamp allows users to invite collaborators, chat within projects, attach files, create checklists, and track progress.

**Jira**  
A popular project management tool used by many organizations to plan, track, and manage their projects. Jira has a feature that allows users to create a Work Breakdown Structure (WBS) Gantt chart.

**Notion**  
An all-in-one project management tool used to manage projects and facilitate team collaboration. Notion allows users to manage projects and documents, build silos to connect team members, and create company wikis.

**Airtable**  
A project management tool that offers database functionalities. Airtable helps users plan projects, assign them to teammates, and keep track of work progress. Airtable also allows users to take feedback from teammates and communicate with them.

Other project management tools include: Monday, Adobe Workfront, Smartsheet.



**Airtable vs Notion: Which Tool Is The Best In 2023?**

**20 Best Notion Templates to...**

**3 Work Breakdown Structure (WBS) Gantt Chart examp...**

## Project management tools

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Trello ClickUp Zoho Projects Jira MeisterTask ProofHub

15 more Feedback

**Write**  
<https://www.write.com> · faq · what-are-project-man...

**Top 21 Project Management Tools: 2024 Guide**  
What are the 11 best project management tools? · 11. Zoho Projects · 10. Trello · 9. Basecamp · 8. Microsoft Project · 7. ClickUp · 6. Jira · 5. Smartsheet · 4. Project management software · Write vs Microsoft Project · Write vs Asana

**People also ask**

What is a project management tool?

What is the most popular project management tools?

What is a PMO tool?

What are the 5 basics of project management?

Ask a follow up...

Feedback

**ProjectManager**  
<https://www.projectmanager.com> · software

**Online Project Management Tools**  
Online project management tools like Gantt charts, dashboards, task lists, project reports, timesheets, workload and portfolio management.

**Zapier**  
<https://zapier.com> · App picks · Best apps

**The best free project management software in 2024**  
The 8 best free project management tools · Trello for visually managing projects · Asana for teams · ClickUp for customized task views · Write for spreadsheet-like ...  
Trello (web, MacOS, Windows...) · Clickup (web, ios, Android) · Best Free Ai Project...

**The Digital Project Manager**  
<https://thedigitalprojectmanager.com> · Tools

**10 Best Online Project Management Tools Reviewed For ...**



Generative AI is experimental. Learn more

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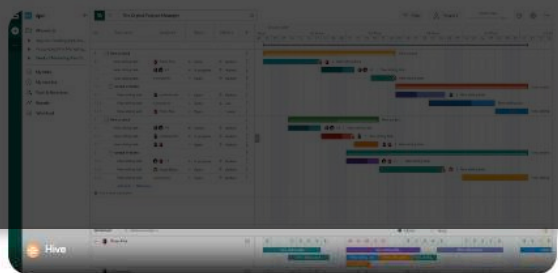
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20 Best Notion Templates to...

Nov 1, 2023

3 Work Breakdown Structure (WBS) Gantt Chart examp...

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ClickUp Zoho Projects

Jira Meis Task bofHub

**[Not so] Hot Take!**  
The snapshot will disappear or inherit the search feature behavior to fulfill users' needs (and then the search feature would be removed)

What are the 11 best project management tools? 11. Zoho Projects - 10. Trello - 9. Basecamp - 8. Asana - 7. ClickUp - 6. Smartsheet - 5. Monday.com - 4. Jira - 3. Meis Task - 2. bofHub - 1. Asana

People ask: What is the most popular project management tool?

What is a PMO tool?

What are the 5 basics of project management?

Ask a follow up...

ProjectManager  
https://www.projectmanager.com - software

Online Project Management Tools  
Online project management tools like Gantt charts, dashboards, task lists, project reports, timesheets, workload and portfolio management.

Zapier  
https://zapier.com - App picks - Best apps

The best free project management software in 2024  
The 8 best free project management tools - Trello for visually managing projects - Asana for teams - ClickUp for customized task views - Write for spreadsheet-like ...  
Trello (web, MacOS, Windows ... - Clickup (web, ios, Android) - Best Free Ai Project...

The Digital Project Manager  
https://thedigitalprojectmanager.com - Tools

10 Best Online Project Management Tools Reviewed For ...





Generative AI is experimental. Learn more

Here are some SEO prioritization templates:

SEO Recommendation Prioritization Template

By Aleyda Soils, this template helps users tie SEO recommendations to goals and prioritize them. It also includes free Google Sheets and Slides Templates.

VRDT Framework Guide

This free, customizable template helps users learn about VRDT content prioritization and how to describe content ideas.

How to Prioritize SEO Opportunities

This template from Seer Interactive helps users prioritize SEO opportunities. It also includes a customizable template.

An SEO strategy is a process that organizes a website's content by topic to improve its chances of appearing in search results. A solid SEO plan includes technical SEO, content, and off-page SEO efforts to improve a website's ranking in Google search.

Recommendations Prioritization Template V.1 [by Aleyda]

View Insert Format Data Tools Add-ons Help Last edit was 53 minutes ago

75% 123 - Default (Arial) 10

Issue to resolve to fix the challenge	Describe the SEO issue to solve or Opportunity to Leverage	Describe what will be achieved when executing the SEO recommendation	What type of resources are needed to execute	Where should the recommendation be implemented?	What's the recommendation to implement?
Issue to solve with SEO Action A	Duplicate, non-descriptive titles and meta descriptions in category pages	Make main category pages titles and meta descriptions descriptive to improve their relevance towards their targeted queries, rank better and increase CTR in SERPs	Content	1st and 2nd Level Category Pages	
Issue to solve with SEO Action C		Goal to achieve with SEO Action C	Technical	Section C	
Issue to solve with SEO Action A		Goal to achieve with SEO Action A	Content	Section A	
Issue to solve with SEO Action B		Goal to achieve with SEO Action B	Technical	Section B	
	Make the product page URLs descriptive and relevant to the terms to rank by, allowing the products names, when possible.		Technical	Products Pages	

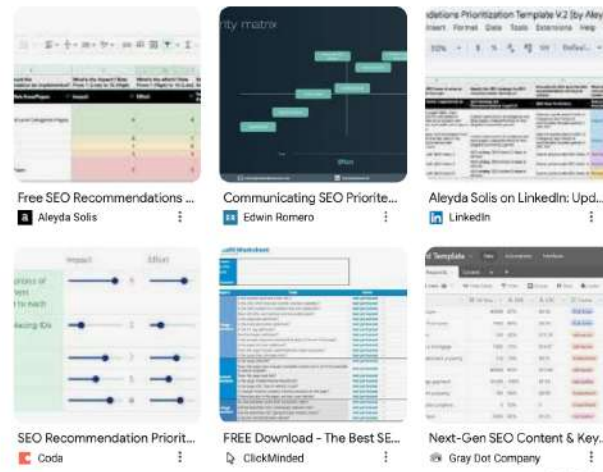
How do you prioritize content for SEO? How do I write an action plan for SEO? What should be included in a SEO strategy?

Ask a follow up...

SEO Recommendation... Coda

How to Prioritize SEO Opportunities... Seer Interactive

SEO Content Prioritization: VRDT... Ducalis



All images

Aleyda Soils: Free SEO Recommendations Prioritization & ...

Ducalis.io: SEO Content Prioritization: VRDT Framework ...

People also ask

- How do you prioritize content for SEO?
  - How do you prioritize technical SEO?
  - What is the SEO ranking plan?
  - How do I write an action plan for SEO?
- Ask a follow up...

LinkedIn · Nick Malekos: 3 SEO Templates to Make Your Life Easier

3 SEO Templates to Make Your Life Easier - Nick Malekos · Google Keywords Ranking Tracker · SEO Recommendations Prioritization Template · Multiple ...



Free SEO Recommendations Prioritization & ... Aleyda Soils

Communicating SEO Prioritization Framework ... Edwin Romero

Aleyda Soils on LinkedIn: Updated ... LinkedIn

VRDT Framework Guide ... Coda

How to Prioritize SEO Opportunities ... Seer Interactive

SEO Content Prioritization: VRDT Framework ... Ducalis

# Another low-medium risk summarizing scenario happens with informational how-to queries that require more comprehensive insights to be fulfilled, like how to wash sneakers

Google how to wash sneakers

Videos Images In washing machine At home Perspectives By hand In front loader With baking soda This All filters Tools

Generative AI is experimental. Learn more

Here are some tips for washing sneakers:

**Remove the laces and insoles**  
Washing them separately ensures they are cleaned thoroughly. Laces can also get caught in the washing machine.

**Use a dry brush**  
Get rid of dust before using a cleaning solution.

**Clean the soles**  
Apply a solution to a soft-bristled brush, toothbrush, or wash material. Clean the outsole and padded sole completely. Dry with a soft cloth.

**Clean the insoles**  
Remove the insoles and use the foam of the cleaning solution to gently scrub them. Let them dry naturally.

**Soak your shoes**  
Soak your shoes in soapy water for several minutes, then scrub them thoroughly with a clean brush.

**Bleach clean white shoes**  
Combine five parts warm water with one-part bleach. Use a toothbrush or sponge wet with the bleach solution to loosen dirt and stains.

**Make a mild cleaning solution**  
Mix two cups of water with a small amount of laundry detergent (less than a teaspoon). Massage the laces with the solution for about two minutes and then rinse them dry. Air dry your laces.

**Use a cleaning solution formulated for shoes**  
Wipe off any remaining grime.

**You can also wash shoes in a washing machine:**

1. Place them in a closed mesh bag.
2. Use a gentle, cold water cycle with a slow or no-spin setting.
3. Remove the laces and insoles.

Can you put sneakers in the washing machine? Is it OK to clean sneakers with water? Is it okay to soak shoes overnight?

Ask a follow up...

The Spruce  
<https://www.thespruce.com> · Cleaning How-To

### How to Wash Sneakers With or Without a Machine

Oct 24, 2023 — To wash only the interior side of your sneakers, use warm water and a soft cloth or soft-bristled brush to wipe down the inside of the shoes.

People also ask

Can you put sneakers in the washing machine?

What's the best way to clean sneakers?

How do you wash shoes without ruining them?

Is it advisable to wash sneakers?

Ask a follow up...

Feedback

Homes & Gardens  
<https://www.homesandgardens.com> · kitchens · how-t...

### How to wash sneakers: a step-by-step to new-looking shoes |

Oct 27, 2022 — 1. Wipe off as much mud as you can. Before plunging your dirty sneakers in the washing machine, make sure to remove any dirt and anything stuck ...



Generative AI is experimental. Learn more

Here are some tips for washing sneakers:

**Remove the laces and insoles**

Washing them separately ensures they are cleaned thoroughly. Laces can also get caught in the washing machine.

**Use a dry brush**

Get rid of dust before using a cleaning solution.

**Clean the soles**

Apply a solution to a soft-bristled brush, toothbrush, or wash material. Clean the outsole and padded sole completely. Dry with a soft cloth.

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**Use a cleaning solution formulated for shoes**

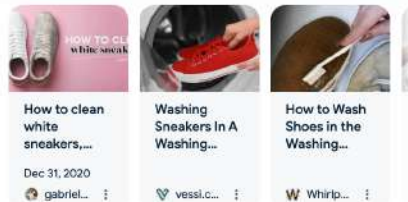
Wipe off any remaining grime.

**You can also wash shoes in a washing machine:**

1. Place them in a closed mesh bag.
2. Use a gentle, cold water cycle with a slow or no-spin setting.
3. Remove the laces and insoles.

[Can you put sneakers in the washing machine?](#)
[Is it OK to clean sneakers with water?](#)
[Is it okay to soak shoes overnight?](#)

Ask a follow up...



How to clean white sneakers,...

Dec 31, 2020

gabrielL...

Washing Sneakers In A Washing...

vessi.c...

How to Wash Shoes in the Washing...

Whirlp...

The Spruce

https://www.thespruce.com › ... › Cleaning How-Tos

How to Wash Sneakers With or Without a Machine

Oct 24, 2023 — To wash only the interior side of your sneakers, use warm water and a soft cloth or soft-bristled brush to wipe down the inside of the shoes.

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Can you put sneakers in the washing machine?

What's the best way to clean sneakers?

How do you wash shoes without ruining them?

Is it advisable to wash sneakers?

Ask a follow up...

Feedback

Homes & Gardens

https://www.homesandgardens.com › kitchens › how-t...

How to wash sneakers: a step-by-step to new-looking shoes |

Oct 27, 2022 — 1. Wipe off as much mud as you can. Before plunging your dirty sneakers in the washing machine, make sure to remove any dirt and anything stuck ...

Quora

https://www.quora.com › Can-you-wash-sneakers-in-a-w...

Can you wash sneakers in a washing machine? If so, what ...

Nov 14, 2016 — Spray first with something like Nature's Miracle or vinegar, then wash on gentle cycle with your usual laundry detergent, and allow to air dry. DO NOT heat-dry ...

9 answers · 19 votes: Yes, usually you can wash canvas sneakers in the washing machine. Rem...

How often (& how) should I wash/clean my casual ... 6 answers Jan 14, 2018

How is washing sneakers in a washing machine? Is it ... 5 answers Mar 26, 2023

What are the best sneakers that are easy to clean? - Quora 1 answer Apr 5, 2023

How do you clean white sneakers at home? - Quora 3 answers Jan 15, 2022

More results from www.quora.com

Videos



How to Wash Sneakers in the Washing Machine

YouTube · Dropps

Oct 21, 2020



How to wash your trainers in the washing machine?

YouTube · Domestic & General

Jul 26, 2023



How To Wash Sneakers In Washing Machine PERFECT Every ...

YouTube · donmarkon

Sep 21, 2022

3 key moments in this video

Feedback

View all

The Spruce

https://www.thespruce.com › ... › Cleaning How-Tos

How to Wash Sneakers With or Without a Machine

Oct 24, 2023 — To wash only the interior side of your sneakers, use warm water and a soft cloth or soft-bristled brush to wipe down the inside of the shoes.

Something similar happens with queries that require more comprehensive content in different visual formats, such as “ab workout at home”

Google ab workouts at home

Images Perspectives Videos Youtube Female No equipment For ladies For beginners Dumbbell All filters Tools

Generative AI is experimental. Learn more

Here are some ab workouts you can do at home:

- Bicycle crunch**  
A compound exercise that builds abdominal muscles and core strength. It's a good exercise for beginners and doesn't require any equipment.
- Plank**  
Helps strengthen core strength and build abs.
- Side plank**  
A favorite exercise of dietitians and fitness trainers. It targets and strengthens the oblique abdominal muscles.
- Mountain climbers**  
An explosive bodyweight exercise that engages multiple muscle groups at once. It can help improve balance, agility, coordination, strength, flexibility, and blood circulation.
- Reverse crunch**  
Focuses on both upper and lower abdomen muscles. To do a reverse crunch, lie on your back with your legs in front of you, place your arms beside your body, and bend your knees to your chest.
- Russian twists**  
Sculpts obliques and helps shred abs. It requires very little space and can be performed anywhere.
- Crunches**  
Tone your stomach and can be done on a yoga mat.
- Hollow hold**  
An isometric exercise that works abs and obliques. It doesn't require any special equipment.
- Cable crunches**  
Work different muscles than regular crunches and provide an intense abdominal workout.

Ab Workouts: Workouts For Men And...  
The BICYCLE CRUNCHES is a great...  
18 Abs Exercises You Can Do at Home Without Equipment

Can you get abs in 30 days at home? Can you do 10 minute abs everyday? How to get abs fast?

Ask a follow up...

Home ab workout

From sources across the web

- Plank
- Crunch
- Reverse crunch
- Bicycle crunch
- Mountain Climbers
- Bird dog
- Leg raises
- Hollow hold
- Side plank

15 more

Feedback

TODAY.com  
https://www.today.com/home-ab-workouts-1245794

16 ab exercises that won't hurt your neck or back  
Nov 30, 2023 — 16 ab exercises that tone your abdominals and strengthen your core including planks, mountain climbers, bicycle crunches, leg lifts and ...  
Side Plank · Reverse Crunches · Bicycle Crunch



Generative AI is experimental. Learn more

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Can you get abs in 30 days at home? Can you do 10 minute abs everyday? How to get abs fast?

Ask a follow up...



**Ab Workouts: Workouts For Men And...**

Sep 20, 2019 health...



**The BICYCLE CRUNCHES is a great...**

Jul 8, 2020 facebo...

**18 Abs Exercises You Can Do at Home Without Equipment**

fitifere...

**Home ab workout**

From sources across the web



**Plank**



**Bicycle crunch**



**Leg raises**



**Crunch**



**Mountain Climbers**



**Hollow hold**



**Reverse crunch**



**Bird dog**



**Side plank**

15 more

Feedback

TODAY.com https://www.today.com/home-ab-workouts-t245794

**16 ab exercises that won't hurt your neck or back**

Nov 30, 2023 - 16 ab exercises that tone your abdominals and strengthen your core including planks, mountain climbers, bicycle crunches, leg lifts and ...

Side Plank - Reverse Crunches - Bicycle Crunch

Women's Health https://www.womenshealthmag.com/fitness/at-home...

**Best Abs Workout At Home: 10 Exercises For A Stronger ...**

Apr 7, 2023 - The Best Ab Workouts At Home From A Trainer For A Strong, Toned Core - Bicycle Crunch - Side Hip Bridge - Reverse Crunch - Seated Rotation - Air ...

Bicycle Crunch - Side Hip Bridge - Pushup To Side Plank

**Videos**



**10 MIN DAILY ABS WORKOUT - At Home Total Core Routine**

YouTube - MadFit Apr 14, 2023

6 key moments in this video



**20 MIN TOTAL CORE/AB WORKOUT (At Home No Equipment)**

YouTube - MadFit Mar 27, 2020



7 key moments in this video



**5 MIN FLAT ABS WORKOUT (At Home No Equipment)**

YouTube - MadFit Nov 13, 2020



5 key moments in this video

Feedback

View all

**People also ask**

What exercise is best for abs at home?

Can you get abs in 30 days at home?

What ab workout is most effective?

Can you do 10 minute abs everyday?

Ask a follow up...

Google ab workouts at home

Images Perspectives Videos Youtube Female No equipment For ladies For beginners Dumbbell All filters Tools

Generative AI is experimental. Learn more

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- Cable crunches**  
Work different muscles than regular crunches and provide an intense abdominal workout.

18 Abs Exercises You Can Do at Home Without Equipment

Sep 20, 2019 Jul 8, 2020

health... facebook... fitness...

Can you get abs in 30 days at home? Can you do 10 minute abs everyday? How to get abs fast?

Ask a follow up...

**[Not so] Hot Take!**  
The snapshot is a nice summary but won't fulfill users need most of the time, who will still need to click on pages

Home ab workout

From sources across the web

- Plank
- Crunch
- Reverse crunch
- Bicycle crunch
- Mountain Climbers
- Bird dog
- Leg raises
- Hollow hold
- Side plank

15 more Feedback

TODAY.com  
https://www.today.com/home-ab-workouts-t245794

16 ab exercises that won't hurt your neck or back

Nov 30, 2023 — 16 ab exercises that tone your abdominals and strengthen your core including planks, mountain climbers, bicycle crunches, leg lifts and ...

Side Plank · Reverse Crunches · Bicycle Crunch

Best Abs Workout (10 Exercises For A Stronger ...

Apr 7, 2023 — The Best Ab Workouts At Home From A Trainer For A Strong, Flat Core · Bicycle Crunches · Side Plank · Mountain Climbers · Plank · Reverse Crunches · Bird Dog

Video: 20 MIN ABS 20 MIN TOTAL CORE/ABS WORKOUT (At Home No Equipment)

YouTube · MadFit · Apr 14, 2023

7 key moments in this video

5 MIN FLAT ABS WORKOUT (At Home No Equipment)

YouTube · MadFit · Nov 13, 2020

5 key moments in this video

View all Feedback

People also ask

- What exercise is best for abs at home?
- Can you get abs in 30 days at home?
- What ab workout is most effective?
- Can you do 10 minute abs everyday?

Ask a follow up...





Generative AI is experimental. Learn more

When choosing a backpack for women, you can consider things like:

Comfort A backpack with wide, adjustable, and padded straps can distribute weight evenly.

Compartments Look for bags with dedicated pockets and compartments for your laptop, cubes, phone, and other essentials.

Material Nylon is a popular choice for laptop bags because it is lightweight, water-resistant, and durable.

Here are some backpacks for women:

Vera Bradley Small... \$59.00

CALPAK Kaya Laptop... \$138.00

Michael Kors Sheila Medium Logo Backpack \$139.00

YOREPEK Travel Backpack Extra Large \$27.19

Coach Court Backpack in Signature Canvas \$135.00

Kipling City Pack Backpack \$59.40

Dagne Dover Dakota... \$119.00

Osprey Fairview \$85.00

The North Face Women's... \$75.00

Under Armour Hustle 5.0 Backpack \$49.97

What is the best size backpack for daily use? Are small backpacks still in style?

Ask a follow up...



Vera Bradley Small Backpack product details, price \$59.00, and retailer information.

About this product section with brand, size, and department info.

Top insights section with storage and pros/cons.

Comfort and Durability sections.

User reviews section showing a 4.8 star rating.

Related items and recommendations.

- Get it fast On sale Small business

- Type School Backpacking Military

- Features With Laptop Compartment Travel Backpack Purse Waterproof

- Material Leather Nylon Canvas

- Size

- Price

- Capacity

- Brand

- Stores

- Closure Type

- Active Style

- Pocket Style

Grid of sponsored backpack products with prices and ratings.

Grid of sponsored backpack products with prices and ratings.

Nordstrom Women's Backpacks section.

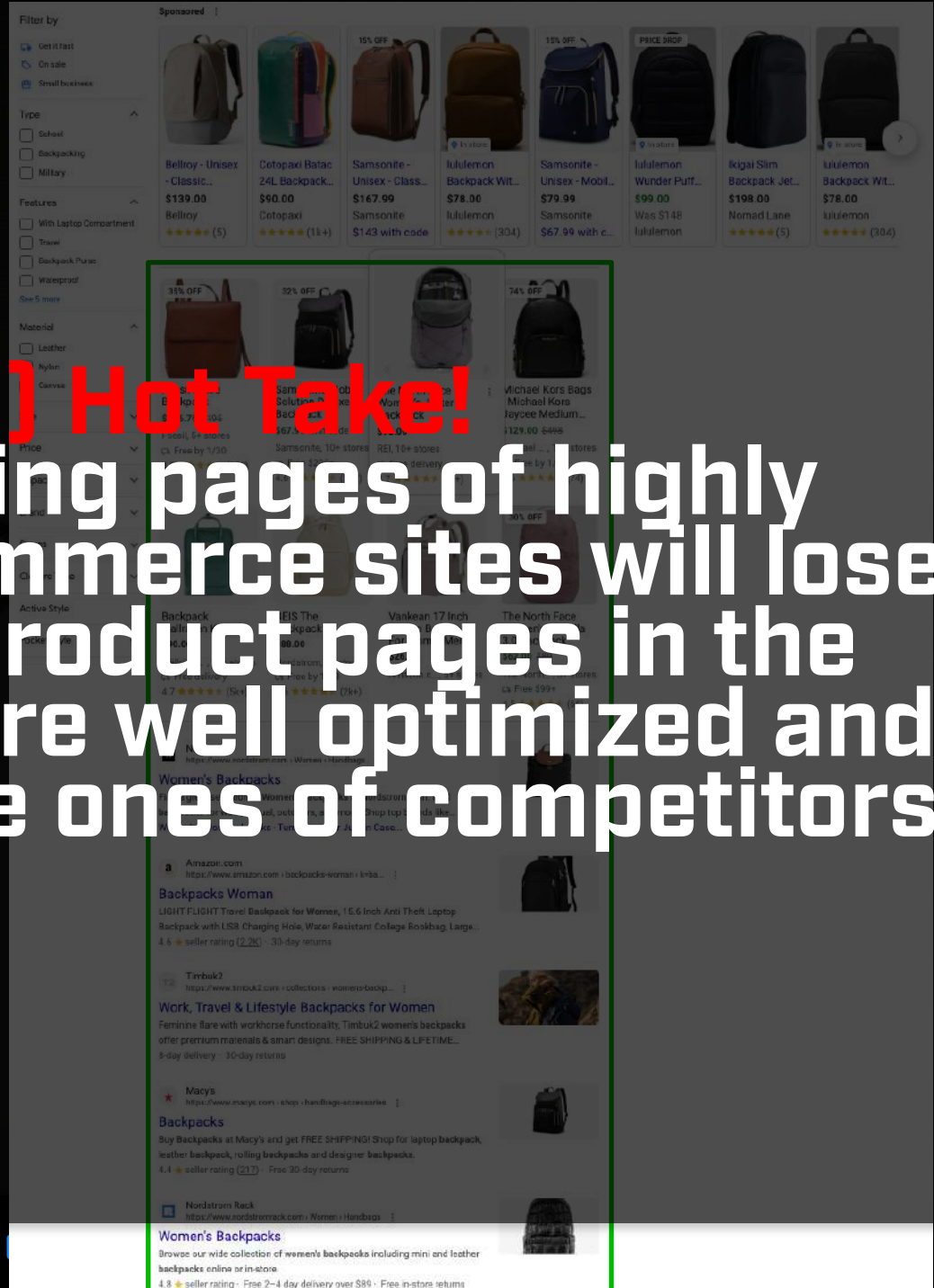
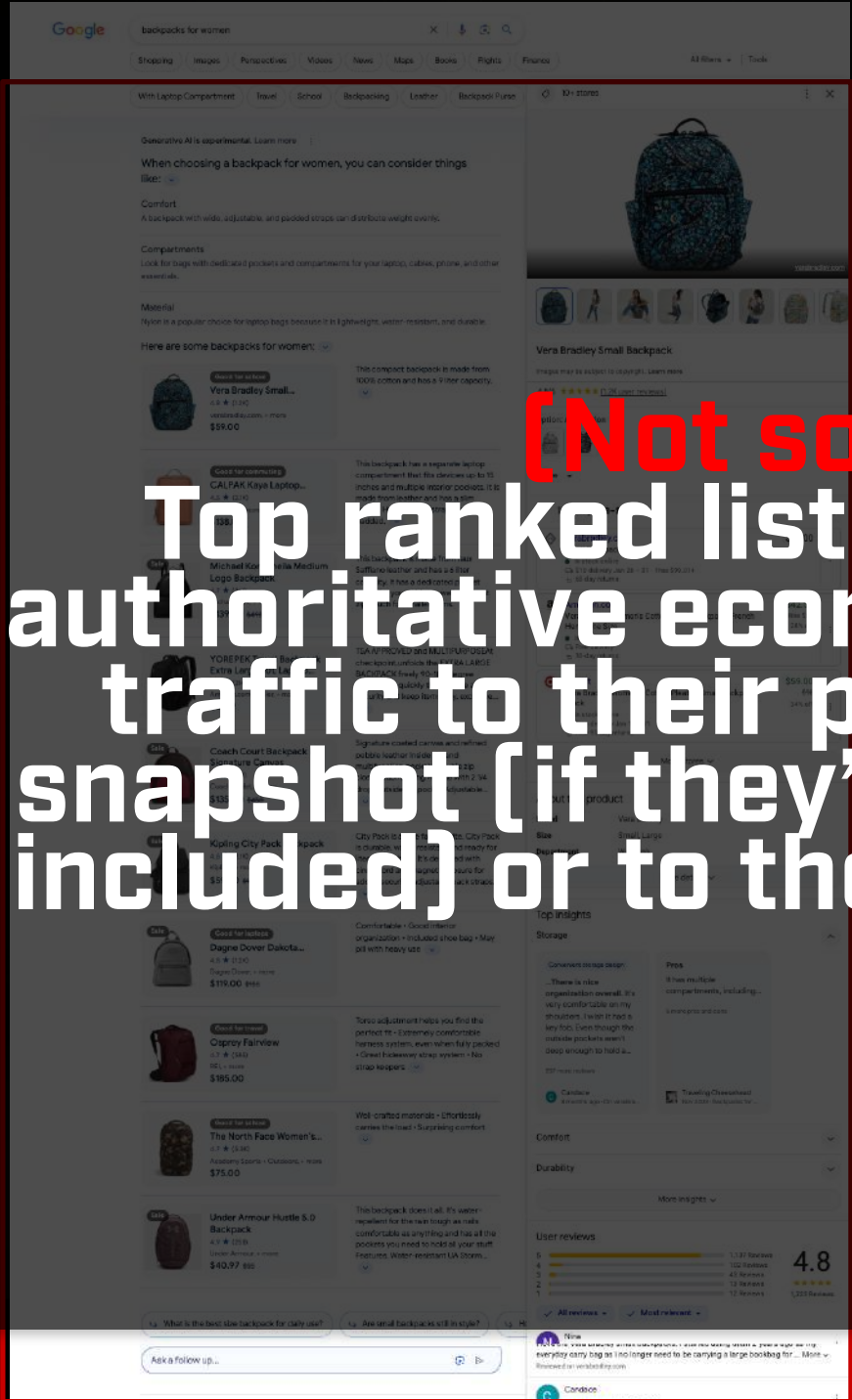
Amazon.com Backpacks Woman section.

Timbuk2 Work, Travel & Lifestyle Backpacks for Women section.

Macy's Backpacks section.

Nordstrom Rack Women's Backpacks section.





**[Not so] Hot Take!**  
Top ranked listing pages of highly authoritative ecommerce sites will lose traffic to their product pages in the snapshot (if they're well optimized and included) or to the ones of competitors

Google er jordan sneakers

Shopping Images Perspectives Videos News Maps Books Flights Finance All filters Tools

Men's Women's Kids Black 30+ Nike Air Jordan 1 Red 10+ more

Womens Air Jordan 1 Mid... \$135.00 Nike 4.5 (134)

Womens Air Jordan 1 Mid... \$145.00 Stadium Goods 4.5 (3)

Jordan Air Jordan 1 Mid... \$155.00 Farfetch.com Free returns

Nike Air Jordan 1 Low Color... \$65.00 Nike NETA-PORTER ca Get it by 17...

Womens Air Jordan 1 Low... \$115.00 Nike 4.5 (47)

Men's Jordan Legacy 312 Low \$145.00

Typically \$79-\$210

NIKE \$145.00

Amazon.com - Sider \$113.99

Amazon.com \$208.13

DICK'S Sporting Goods \$106.99

Neonath \$145.00

About this product

The Air Jordan Legacy 312 Low Chicago is a stylish and versatile sneaker that combines elements from the Air Jordan 1, Air Jordan 5, and Air Jordan 6.

User reviews 4.7

Collector Kaleb The Jordan Legacy 312 is a sneaker in a tool from the color scheme of the shoe and connects to the color palette. I love the aesthetic of the shoe.

Why do people hate Jordan Legacy 312? r/foreskins

What are the reasons r/foreskins

More options

Air Jordan Legacy 312 Low Chicago Red 14 \$154.00 4.5 (74)

Nike Air Jordan Legacy 312 Low Chicago 6076... \$162.00 Nike 5.0 (21)

Just Don x Jordan Legacy 312 Storm Blue A24140... \$65.00 4.5 (16)

Something similar and likely more impactful happens for well known brands with branded transactional queries like Air Jordan sneakers

Filter by Nike Jordan Shoes Nike.com

Department Men's Women's Kids

Find Jordan Shoes at Nike.com. Free delivery and returns. 1% off select items. 4-8 day delivery. Free 60-day returns.

Air Jordan Legacy 312 Low Sneakers, Men's... \$144.99 4.5 (47)

Air Jordan Legacy 312 Low Sneakers... \$130.00 5.0 (4)



Google

Shopping Images Perspectives Videos News Maps Books Flights Finance All filters Tools

Men's Women's Kids' Black Boys' Nike Air Jordan 1 Red White 10+ stores

Sponsored

Womens Air Jordan 1 Mid...  
\$135.00  
Nike  
★★★★★ (1k+)

Womens Air Jordan 1 Mid...  
\$140.00  
Stadium Goods  
Get it by 1/...

Jordan - Air Jordan 1 Mid...  
\$151.00  
farfetch.com  
Free returns

Nike Air Jordan 1 Low Color...  
\$55.00 \$444  
NET-A-PORTER  
Get it by 1/...

Womens Air Jordan 1 Low...  
\$115.00  
Nike  
★★★★★ (48)

Generative AI is experiential. Learn more

Air Jordan sneakers are known for their high-quality construction and materials, and are designed to be durable and comfortable. They are also known for their limited releases, cultural significance, and successful marketing campaigns.

Here are some products to consider:

**Men's Jordan Legacy 312 Low**  
\$145.00  
Nike, Finish Line, + more  
4.7 ★★★★★ (724)

**Women's Air Jordan 1 Mid Wmns**  
\$125.00  
JD Sports, + more  
4.7 ★★★★★ (1.2K)

**Women's Air Jordan 1 Mid**  
\$136.00  
DICK'S Sporting Goods, + more  
4.8 ★★★★★ (1.6K)

**Air Jordan 1 Mid Wmns BQ6472**  
\$125.00  
Nordstrom, + more  
4.7 ★★★★★ (1.1K)

**Men's Air Jordan 1 Mid SE**  
\$136.00  
JD Sports, + more  
4.7 ★★★★★ (1.5K)

**Men's Air Jordan 11 Retro Low Shoes**  
\$129.99  
DICK'S Sporting Goods, + more  
4.7 ★★★★★ (1.1K)

**Air Jordan 5 Retro SE 'Burgundy'**  
\$179.00  
Flight Club, + more  
4.7 ★★★★★ (30K)

**Air Jordan Women's 1 Low Shoes**  
\$94.99 \$95  
GOAT, + more  
4.4 ★★★★★ (8.9K)

**Air Jordan 12 Retro**  
\$165.00  
GOAT, + more  
4.7 ★★★★★ (1.2K)

Men's Jordan Legacy 312 Low  
4.7 ★★★★★ (724)

Size

Typically \$73-\$210

- Nike \$145.00
  - In stock online
  - 30 delivery Jan 23 - 24
  - Free 90-day returns
- Amazon.com - Seller \$153.99
  - In stock online
  - Free delivery
- Amazon.com \$200.10
  - In stock online
  - 30-day returns
- DICK'S Sporting Goods \$106.99 \$446
  - In stock online
  - Free 4-day delivery
  - Free 90-day returns
  - Hibbett Sports, + more
  - 20% off
- Nordstrom \$145.00
  - In stock online
  - Free delivery by Jan 21
  - Free lifetime returns

More stores

**About this product**

The Air Jordan Legacy 312 Low Chicago is a stylish and versatile sneaker that combines elements from the Air Jordan 1, Air Jordan 3, and Nike Air Alpha. [More](#)

**User reviews**

4.7 ★★★★★ (724 Reviews)

5 4 3 2 1

227 Reviews 48 Reviews 16 Reviews 6 Reviews 24 Reviews

All reviews Most relevant

**EJ.Cerv** 4.8 ★★★★★ 4 weeks ago  
Collector Kids  
The Jordan Legacy 312 is nostalgic in a way from the color scheme of the blue, red and concrete, to the clear rubber sole. I love the aesthetics of the... [More](#)

**Vinh P.** 4.8 ★★★★★ 1 month ago  
Nice  
Got what I ordered but last order was not for my Jordans had foot leak on both pairs one was worse than the other. For retail brand now these were not!... [More](#)

Discussions and forums

Jordan 312 Legacy Rookie of the Year, any thoughts on these? [/Sneakers](#)

Filter by

- Get it fast
- On sale
- Small business

Department

- Men's
- Women's
- Kid'
- Boys'
- See 4 more

Color

- Black
- Red
- White
- Blue
- See 7 more

Men's Size

Women's Size

Price

Nike Jordan Product Line

Features

Closure Style

Material

Stores

Shaft Length

Season

Embellishment Style

Lining Material

Support Type

Nike  
<https://www.nike.com/jordan/shoes/312low>

**Jordan Shoes: Nike.com**

Find Jordan Shoes at Nike.com. Free delivery and returns.  
4.5 ★★★★★ (1.1K) 4-8 day delivery Free 90-day returns

Nike  
<https://www.nike.com/jordan>

**Jordan, Nike.com**

Kickstart your look with legendary Air Jordan style. Jordan Basketball Shoes. Lace up on the court in iconic hoops styles. Jordan Shoes & Sneakers Men's Jordan Shoes

Images

AIR JORDAN

History of Air Jordan Sneaker...  
LCR1 00G Air A Frame

The Most Expensive Air Jord...  
terweye

THE FIRST AIR JORDAN: THE S...  
City Blue

5 more images

Millennium Shoes  
<https://millenniumshoes.com/nike-purse>

**Jordan Shoes for Men, Women and kids**

Browse all the latest styles and collections of Jordan shoes for men, women and kids at Millennium Shoes. You can explore the trendy Jordan 1 shoes or our...  
\$10.3-7 day delivery - 30-day returns

24% OFF

**Air Jordan 1 Mid**  
\$93.47 \$114  
Nike, 2+ stores  
4.7 ★★★★★ (2k+)

**Air Jordan 3 Retro Fire Red 2022**  
\$240.00  
Dick's, 1+ stores  
4.5 ★★★★★ (321)

**Air Jordan 1 Low White Ore**  
\$114.99  
DICK'S Sp..., 2+ stores  
4.7 ★★★★★ (1.4K)

**Air Jordan 4 Retro White Ore**  
\$135.75  
Champs S..., 1+ stores  
4.5 ★★★★★ (1.8K)

**Air Jordan 11 Cherry Retro**  
\$234.00  
GOAT, 2+ stores  
4.4 ★★★★★ (1k+)

**Air Jordan Kids 4 Retro PS Thunde...**  
\$163.32  
Amazon c..., 5+ stores  
4.5 ★★★★★ (168)

**Jordan Men's True Flight Shoes**  
\$150.00  
Finish Line, 2+ stores  
4.5 ★★★★★ (551)

**Women's Air Jordan 1 Mid...**  
\$125.00  
Nordstrom, 6+ stores  
4.7 ★★★★★ (1k+)

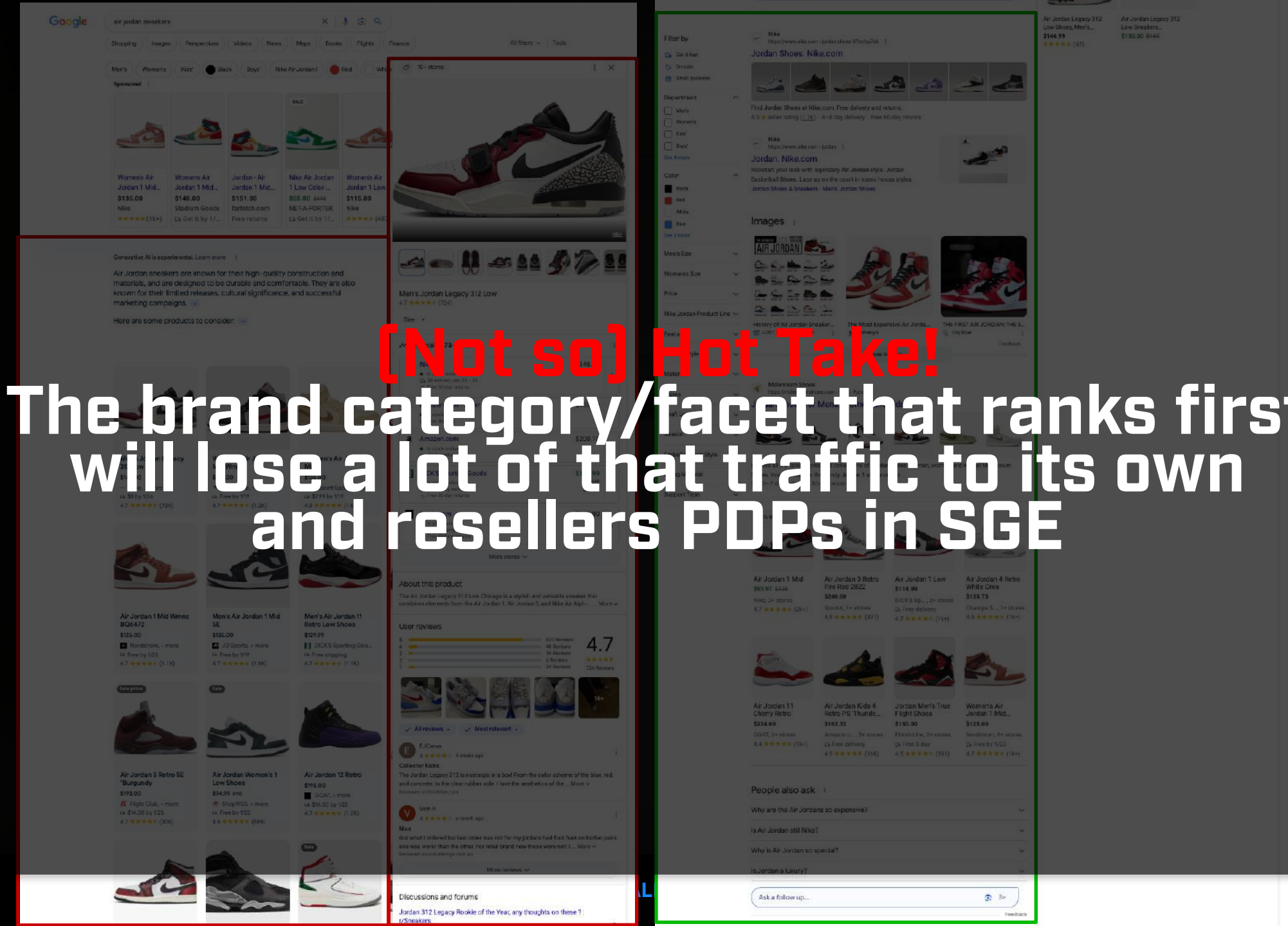
People also ask

- Why are the Air Jordans so expensive?
- Is Air Jordan still Nike?
- Why is Air Jordan so special?
- Is Jordan a luxury?

Ask a follow up...

Air Jordan Legacy 312 Low Shoes, Men's...  
\$144.99  
★★★★★ (47)

Air Jordan Legacy 312 Low Sneakers...  
\$190.00 \$446



**[Not so] Hot Take!**

**The brand category/facet that ranks first will lose a lot of that traffic to its own and resellers PDPs in SGE**



Google
















Shopping | Images | Perspectives | News | Videos | Maps | Books | Flights | Finance

Men's | Women's | Kids | Under \$100 | Smartwatch | Digital | Chrome | Water Resistant | All filters | Tools

Generative AI is experimental. Learn more

Amazon offers a wide selection of watches, including wrist watches, watch bands, pocket watches, and more. Some Amazon watches are known for being easy to read and comfortable to wear.

Here are some products to consider:

 <b>Casio Pro Trek</b> \$274	 <b>Timex Men's Pro Diver Automatic Watch</b> \$64.91	 <b>Timex Men's Easy Reader</b> \$32.90
 <b>Rolex Chronograph</b>	 <b>Rolex Submariner</b>	 <b>AmazonFit Bip 3</b>
 <b>Bulova Men's Classic</b>	 <b>Nixon Regulus</b>	 <b>Palmsa Men's Digital</b>
 <b>Movado Men's Bold</b>	 <b>Anne Klein Women's</b>	 <b>Anne Klein Rose</b>
 <b>Benetton Men's</b>	 <b>Tissot Men's</b>	 <b>Casio FT500WC</b>

AmazonFit Bip 3  
4.7 stars (2,562 reviews)  
Color: Black  
Typically \$43-\$70  
Amazon.com: \$69.99  
Best Buy: \$59.99  
Walmart - Electronic Express: \$49.99  
eBay - brandamerica: \$59.99  
eBay - electronic\_express: \$59.99

About this product  
AmazonFit Bip 3 Pro: the 2022 updated smartwatch that guides you toward a healthier, more active, more connected life. The watch packs a lot of super-smart stuff...

User reviews  
4.7 stars (2,562 reviews)

Wigan  
Great Smartwatch for the price  
The AmazonFit Bip 3 Pro Smartwatch in its sleek black design an impressive wearable device that combines style, functionality, and affordability. As a...  
EBAY  
A Good Performer - AmazonFit Bip 3 Pro Smartwatch  
The AmazonFit Bip 3 Pro is a commendable addition to the smartwatch market, offering a blend of functionality and style that caters to both fitness...

DISCUSSIONS AND FORUMS  
Battery life is fantastic... I show doing my workouts with the Bip and with notifications, heart rate and a handful of graphs... I use using it and the app and loggy on both

AmazonFit Bip 3 Pro: inaccuracy...  
Bip 3 Pro: How do I correct exercise mode?...  
Bip 3 Pro: How do I correct exercise mode?...

Filter by: On sale, Used, Small business

DEPARTMENT: Men's, Women's, Kids, Baby

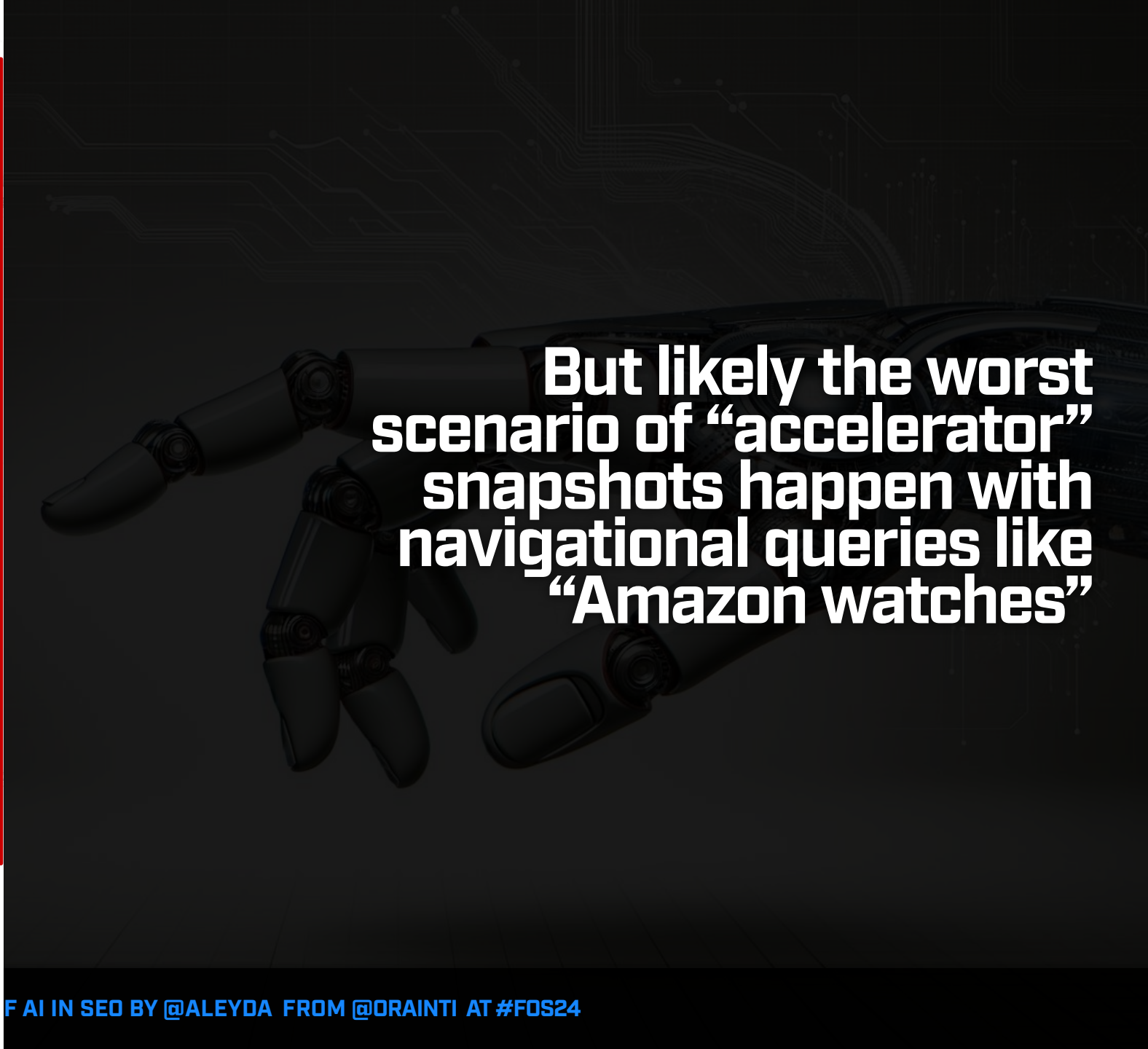
Price: Under \$100, Over \$100

Display: Digital, Analog, Analog-Digital

Brand: Fossil, BY BEN&J, Smart Watches For Women, Excellent Watches Nuts, Google Pixel Watch

**Amazon**  
Watches - Men's Clothing, Shoes & Jewelry

Online shopping for Clothing, Shoes & Jewelry from a great selection of Men's Watches, Watch Bands, Pocket Watches, Quartz, Digital, Analog, and more.



But likely the worst scenario of “accelerator” snapshots happen with navigational queries like “Amazon watches”

Generative AI is experimental. Learn more  
Amazon offers a wide selection of watches, including wrist watches, watch bands, pocket watches, and more. Some Amazon watches are known for being easy to read and comfortable to wear.  
Here are some products to consider:

- Casio F91W**  
\$274  
Amazon.com, + more  
\$15.99  
4.7 (12K)
- Invicta Men's Pro Diver Automatic Watch**  
\$64.91  
Amazon.com, + more  
\$7.08  
4.6 (732)
- Timex Men's Easy Reader**  
Amazon.com, + more  
4.5 (277)
- Watch Chronograph Fossil Men's Machine...**  
\$129.34  
Amazon.com, + more  
Free shipping  
4.7 (117)
- Rolex Submariner Mens 11610LV**  
\$22,900.00  
Amazon.com - Seller, ...  
Free shipping  
5.0 (28)
- Amazfit Bip 3**  
\$69.99  
Amazon.com, + more  
Free shipping  
4.7 (2.5K)
- Bulova Men's Classic Stainless Steel Watch**  
\$187.66  
Amazon.com, + more  
Free shipping  
4.8 (49)
- Nixon Regulus**  
\$164.95  
Amazon.com - Seller, ...  
Free shipping  
4.7 (1.9K)
- Peleoda Men's Digital Sports Watch**  
\$20.98  
Amazon.com - Seller, ...  
\$5.99  
4.6 (15)
- Movado Men's Bold Bracelet Watch**  
\$350.00  
Amazon.com - Seller, ...  
Free shipping  
4.5 (81)
- Anne Klein Women's Leather Strap Watch**  
\$21.01  
Amazon.com, + more  
\$5.99  
4.5 (26)
- Anne Klein Rose Gold-Tone Watch**  
\$29.93  
Amazon.com, + more  
\$7.18  
4.8 (11)



**Amazfit Bip 3**  
4.7 (2.5K)  
Color: Black

Typically \$42-\$70

- Amazon.com**  
In stock online  
Free delivery to 30-day returns  
\$69.99
- Best Buy**  
In stock online  
Free delivery Jan 14 - 23  
Free 15-day returns  
\$59.99
- Walmart - Electronic Express**  
In stock online  
Free delivery  
\$69.99
- eBay - brandsmartusa**  
In stock online  
Free delivery by Jan 24  
30-day returns  
\$69.99
- eBay - electronic.express**  
In stock online  
Free delivery by Jan 22  
30-day returns  
\$59.99

More stores

About this product  
Amazfit Bip 3 Pro—the 2022 upgraded smartwatch that guides you toward a healthier, more active, more connected life. The watch packs a 1.69" supersized color... More



- Wiggs**  
5 (7 months ago)  
Great Smartwatch for the price  
The Amazfit Bip 3 Pro Smartwatch in its sleek black design is an impressive wearable device that combines style, functionality, and affordability. As a... More  
Reviewed on healthyscore
- KBAnon**  
5 (3 months ago)  
Smartwatch

Filter by  
On sale  
Used  
Small business

Department  
Men's  
Women's  
Kids'  
girls'  
See 2 more

Price  
Under \$100  
Over \$100  
\$ Min \$ Max Go

Display  
Digital  
Analog  
Analog-Digital

Brand

Features

Watch Movement

Case Shape

Connectivity

Tracker

Assistant Support

Case Size

Ask a follow up...

- Fossil Men's Copeland...**  
\$140.00  
Fossil  
4.5 (441)
- BY BENYAR Watchee for...**  
\$41.99  
Amazon.com  
Free shipping
- Smart Watches for Women...**  
\$48.99  
Amazon.com  
Free shipping
- Excellent Watches Nura...**  
\$19.99  
Amazon.com  
Free shipping
- Google Pixel Watch**  
\$199.99  
Amazon.com  
Free shipping

Amazon  
Watches - Men: Clothing, Shoes & Jewelry



Online shopping for Clothing, Shoes & Jewelry from a great selection of Wrist Watches, Watch Bands, Pocket Watches, Certified Pre-Owned, Smartwatches & more...

Amazon.com  
Mens Watches



Fossil Machine Men's Watch with Stainless Steel or Leather Band, Chronograph or Analog Watch Display - Fossil Machine Men's Watch with Stainless Steel or ...  
30-day returns

Amazon.com  
Men's Wrist Watches



Shop for men's wrist watches on Amazon.com. Free shipping and free returns on eligible items.  
30-day returns

Amazon  
Watches For Men

Mens Easy Reader Watch ... LIVKEY Smart Watch, Fitness Tracker with Heart Rate Monitor, Blood Oxygen, Sleep Tracking.  
30-day returns

Videos

- Discover the Top 10 Amazon Watches with Unbelievable Value**  
YouTube - THE MAD WATCH COLLECTOR  
Sep 23, 2023
- Amazon Live - Smart Watches for Women and Men**  
Amazon.com  
1 month ago
- 2024 - 5 Best BUDGET Watches for MEN Under 500 ...**  
YouTube - SO TRENDZY  
19 hours ago

Amazfit Bip stop inaccuracy : r/amazfit  
Bip 3 Pro. How do I select exercise mode?: /amazfit



**(Not so) Hot Take!**  
**The brand top ranked PLPs will lose a high share of traffic to their own PDPs (if included) and competitors ones**

amazon watches

Shopping Images Perspectives News Videos Maps Books Flights Finance

Men's Women's Kids Under \$100 Smartwatch Digital On sale Water Res 10+ stores

Generative AI is experimental. Learn more

Amazon offers a wide selection of watches, including wrist watches, watch bands, pocket watches, and more. Some Amazon watches are known for being easy to read and comfortable to wear.

Here are some products to consider:

- Casio F91W \$127.6
- Invicta Men's Pro Diver Automatic Watch \$64.91
- Timex Men's Easy Reader \$32.90
- Amazfit Bip 3 4.7 (2,500)
- Walmart - electronic.express \$59.99
- Bulova Men's Classic Stainless Steel Watch \$187.66
- Nixon Regulus \$164.95
- Peleto Men's Digital Sports Watch \$20.98
- Movado Men's Bold Bracelet Watch \$350.00
- Anne Klein Women's Leather Strap Watch \$21.01
- Anne Klein Rose Gold-Tone Watch \$28.95

Amazfit Bip 3 Pro - the 2022 upgraded smartwatch that guides you toward a healthier, more active, more connected life. The watch packs a 1.69" super-sized color display, 5ATM water resistance, 110+ sports modes, and more. More >

User reviews: 4.7 (2,463 Reviews)

Great smartwatch for the price. The Amazfit Bip 3 Pro Smartwatch in its sleek black design is an impressive wearable device that combines style, functionality, and affordability. As a... More >

Ask a follow up...

Filter by: On sale, Used, Small business

Department: Men's, Women's, Kids, Gents

Price: Under \$100, Over \$100

Display: Digital

Sponsored:

- Fossil Men's Copeland... \$140.00
- BY BENYAR Watches for... \$41.99
- Smart Watches for Women... \$48.99
- Excellent Watches Nura... \$19.99
- Google Pixel Watch... \$199.99

Amazon: Watches - Men: Clothing, Shoes & Jewelry

Men's Wrist Watches

Watches For Men

Videos:

- Discover the Top 10 Amazon Watches with Unbelievable Value
- Amazon Live - Smart Watches for Women and Men
- 2024 - 5 Best BUDGET Watches for MEN Under 500...

Amazfit Bip step inaccuracy: r/amazfit

Bip 3 Pro. How do I select exercise mode?: /amazfit

More discussions >

**There's then certainly some traffic risk for some queries depending on the snapshot role and search fulfillment**





**Like informational queries with summarizing SGEs and commercial with accelerator ones**

**Summarizing SGE**

**Informational queries**

**+**

**Accelerator SGE**

**Commercial queries**

# It's definitely important to take action to be prepared when -and if- the SGE is finally released

Are you already taking actions to  
prepare for SGE?

Yes

51%

36 votes

No, but I plan to

41%

29 votes

No, and I don't plan to

8%

6 votes

**Hurry up! I'll  
help you next**



# Here's an SGE assessment checklist to help you identify the potential risk for your own customer journey queries

SGE Impact Assessment V.1 [by @Aleyda] ☆ 📁 🌐

File Edit View Insert Format Data Tools Extensions Help

Search Menus 50% £ % .0 .00 123 Defaul... - 10 + B I A

G32 fx

Query	Intent	Search Volume	Current avg CTR	Current Monthly Visits	Current Position in SERP	Search Features in SERP	Inclusion in Search Features	Viability above the fold in SERP	Ranked Page(s) in SERP	Is an SGE Snapshot featured?	SGE Type	Does the SGE answer fulfill users need?	Does the SGE Snapshot link to your site?	Traffic Erosion Potential	To Prioritize	Top 10 Ranked pages	Pages featured in SGE Snapshot
how to wash sneakers	Informational	4,400	21%	924	1	Single image thumbnails, People also ask	People also ask	Yes	<a href="https://yourite.com/sneakers-washing-guide">https://yourite.com/sneakers-washing-guide</a>	Yes, by default	Accelerator	Yes	No	High	Yes, High Risk	<a href="https://competitor1.com/sneakers-washing-guide">https://competitor1.com/sneakers-washing-guide</a> <a href="https://competitor2.com/sneakers-washing-guide">https://competitor2.com/sneakers-washing-guide</a> <a href="https://sileb.com">https://sileb.com</a> <a href="https://competitor3.com/sneakers-washing-guide">https://competitor3.com/sneakers-washing-guide</a> <a href="https://silec.com">https://silec.com</a>	<a href="https://competitor1.com/sneakers-washing-guide">https://competitor1.com/sneakers-washing-guide</a> <a href="https://competitor2.com/sneakers-washing-guide">https://competitor2.com/sneakers-washing-guide</a> <a href="https://competitor3.com/sneakers-washing-guide">https://competitor3.com/sneakers-washing-guide</a> <a href="https://competitor4.com/sneakers-washing-guide">https://competitor4.com/sneakers-washing-guide</a>
how to make taco seasoning	Informational	18,100	18%	2715	2	FAQ, Multi image thumbnails, Videos	Multi image thumbnails	Yes	<a href="https://yourite.com/how-to-make-taco-seasoning">https://yourite.com/how-to-make-taco-seasoning</a>	Yes, on demand	Summarizing / Complementary	Only Partially	Yes, same ranked page	Low-Medium	Yes, Medium Risk	<a href="https://competitor1.com/taco-seasoning">https://competitor1.com/taco-seasoning</a> <a href="https://competitor2.com/taco-seasoning">https://competitor2.com/taco-seasoning</a> <a href="https://sileb.com">https://sileb.com</a> <a href="https://competitor3.com/taco-seasoning">https://competitor3.com/taco-seasoning</a> <a href="https://silec.com">https://silec.com</a>	<a href="https://competitor1.com/taco-seasoning">https://competitor1.com/taco-seasoning</a> <a href="https://competitor2.com/taco-seasoning">https://competitor2.com/taco-seasoning</a> <a href="https://competitor3.com/taco-seasoning">https://competitor3.com/taco-seasoning</a> <a href="https://yourite.com/how-to-make-taco-seasoning">https://yourite.com/how-to-make-taco-seasoning</a>
ab workouts	Informational	90,500	15%	10860	3	Multi image thumbnails, Videos	Multi image thumbnails	Yes	<a href="https://yourite.com/ab-workouts">https://yourite.com/ab-workouts</a>	Yes, on demand	Duplicative	Only Partially	Yes, but another page	Low-Medium	Yes, Medium Risk		
learn seo	Informational	4,400	19%	880	1			Yes	<a href="https://yourite.com/learn-seo">https://yourite.com/learn-seo</a>	No				Low	No, Low Risk		
ebay watches	Navigational/Branded							Yes							No, Low Risk		
asana project management	Navigational/Branded							Yes							No, Low Risk		
hoka sneakers	Navigational/Branded							Yes							No, Low Risk		
hairstylists near me	Localized							Yes							No, Low Risk		
best burger oslo	Localized							Yes							No, Low Risk		
local seo agency	Localized							Yes							No, Low Risk		
boots for women	Commercial							Yes							No, Low Risk		
black jeans men	Commercial							Yes							No, Low Risk		
osim usa	Commercial							Yes							No, Low Risk		
valentine's day gifts for him	Commercial							Yes							No, Low Risk		
best project management tools	Commercial							Yes							No, Low Risk		
shop backpacks on sale	Transactional							Yes							No, Low Risk		
nike air force 1	Transactional							Yes							No, Low Risk		
nintendo switch controller	Transactional							Yes							No, Low Risk		
apple headphones	Transactional							Yes							No, Low Risk		

<https://docs.google.com/spreadsheets/d/1xQzAA81dWyY6BPxP0rLbo5nBxLEjQYhsvmqJZIUTsRo/edit#gid=0>

# Verify the SGE inclusion for major traffic and conversion driver terms you target, representative of different intents

Query	Intent	Search Volume	Current avg CTR	Current Monthly Visits	Current Position in SERP	Search Features in SERP	Inclusion in Search Features	Visibility above the fold in SERP	Ranked Page(s) in SERP	Is an SGE Snapshot featured?	SGE Type
how to wash sneakers	Informational	4,400	21%	924	1	Single image thumbnails, People also ask	People also ask	Yes	<a href="https://yoursite.com/sneakers-washing-guide">https://yoursite.com/sneakers-washing-guide</a>	Yes, by default	Accelerator
how to make taco seasoning	Informational	18,100	18%	2715	2	FAQ, Multi image thumbnails, Videos	Multi image thumbnails	Yes	<a href="https://yoursite.com/how-to-make-taco-seasoning">https://yoursite.com/how-to-make-taco-seasoning</a>	Yes, on demand	Summarizing
ab workouts	Informational	90,500	15%	10860	3	Multi image thumbnails, Videos	Multi image thumbnails	Yes	<a href="https://yoursite.com/ab-workouts">https://yoursite.com/ab-workouts</a>	Yes, on demand	Duplicative
learn seo	Informational	4,400	19%	880	1			Yes	<a href="https://yoursite.com/learn-seo">https://yoursite.com/learn-seo</a>	No	
ebay watches	Navigational/Branded							Yes			
asana project management	Navigational/Branded							Yes			
hoka sneakers	Navigational/Branded							Yes			
hairdressers near me	Localized							Yes			
best burger oslo	Localized							Yes			
local seo agency	Localized							Yes			
boots for women	Commercial							Yes			
black jeans men	Commercial							Yes			
esim usa	Commercial							Yes			
valentine's day gifts for him	Commercial							Yes			

Yes, by default

Yes, on demand

No



# Identify the traffic erosion risk to prioritize action depending on SGE type, inclusion and query fulfillment

Query	Is an SGE Snapshot featured?	SGE Type	Does the SGE answer fulfills users need?	Does the SGE Snapshot links to your site?	Traffic Erosion Potential	To Prioritize	Top 10 Ranked pages	Pages featured in SGE Snapshot
how to wash sneakers	Yes, by default	Accelerator	Yes	No	High	Yes, High Risk	<a href="https://competitor1.com/sneakers-washing-guide">https://competitor1.com/sneakers-washing-guide</a> <a href="https://competitor2.com/sneakers-washing-guide">https://competitor2.com/sneakers-washing-guide</a> <a href="https://competitor3.com/sneakers-washing-guide">https://competitor3.com/sneakers-washing-guide</a> <a href="https://sitea.com">https://sitea.com</a> <a href="https://siteb.com">https://siteb.com</a> <a href="https://sitec.com">https://sitec.com</a>	<a href="https://competitor1.com/sneakers-washing-guide">https://competitor1.com/sneakers-washing-guide</a> <a href="https://competitor2.com/sneakers-washing-guide">https://competitor2.com/sneakers-washing-guide</a> <a href="https://competitor3.com/sneakers-washing-guide">https://competitor3.com/sneakers-washing-guide</a> <a href="https://competitor4.com/sneakers-washing-guide">https://competitor4.com/sneakers-washing-guide</a>
how to make taco seasoning	Yes, on demand	Summarizing / Complementary	Only Partially	Yes, same ranked page	Low-Medium	Yes, Medium Risk	<a href="https://competitor1.com/taco-seasoning">https://competitor1.com/taco-seasoning</a> <a href="https://competitor2.com/taco-seasoning">https://competitor2.com/taco-seasoning</a> <a href="https://competitor3.com/taco-seasoning">https://competitor3.com/taco-seasoning</a> <a href="https://sitea.com">https://sitea.com</a> <a href="https://siteb.com">https://siteb.com</a> <a href="https://sitec.com">https://sitec.com</a>	<a href="https://competitor1.com/taco-seasoning">https://competitor1.com/taco-seasoning</a> <a href="https://competitor2.com/taco-seasoning">https://competitor2.com/taco-seasoning</a> <a href="https://competitor3.com/taco-seasoning">https://competitor3.com/taco-seasoning</a> <a href="https://yoursite.com/how-to-make-taco-seasoning">https://yoursite.com/how-to-make-taco-seasoning</a>
ab workouts	Yes, on demand	Duplicative	Only Partially	Yes, but another page	Low-Medium	Yes, Medium Risk		
learn seo	No				Low			
ebay watches								
asana project mananement								
hoka sneakers								
hairdressers near me								
best burger oslo								
local seo agency								
boots for women								
black jeans men								
esim usa								
valentine's day gifts for him								
best project management tools								
shop backpacks on sale								
nike air force 1								
nintendo switch controller								
apple headphones								

Yes, Medium Risk

Yes, High Risk

Yes, Medium Risk

No, Low Risk

# Take a look at the already SGE featured pages and analyze their characteristics vs yours to identify opportunities

Query	Does the SGE Snapshot links to your site?	Traffic Erosion Potential	To Prioritize	Top 10 Ranked pages	Pages featured in SGE Snapshot	Actions to take
how to wash sneakers	No	High	Yes, High Risk	<a href="https://competitor1.com/sneakers-washing-guide">https://competitor1.com/sneakers-washing-guide</a> <a href="https://competitor2.com/sneakers-washing-guide">https://competitor2.com/sneakers-washing-guide</a> <a href="https://competitor3.com/sneakers-washing-guide">https://competitor3.com/sneakers-washing-guide</a> <a href="https://sitea.com">https://sitea.com</a> <a href="https://siteb.com">https://siteb.com</a> <a href="https://sitec.com">https://sitec.com</a>	<a href="https://competitor1.com/sneakers-washing-guide">https://competitor1.com/sneakers-washing-guide</a> <a href="https://competitor2.com/sneakers-washing-guide">https://competitor2.com/sneakers-washing-guide</a> <a href="https://competitor3.com/sneakers-washing-guide">https://competitor3.com/sneakers-washing-guide</a> <a href="https://competitor4.com/sneakers-washing-guide">https://competitor4.com/sneakers-washing-guide</a>	<ul style="list-style-type: none"> <li>* Make the content more comprehensive by featuring X or Y insights and steps</li> <li>* Feature a video to complement text content with relevant structured data</li> <li>* Feature an overall high quality infographic going through the steps</li> </ul>
how to make taco seasoning	Yes, same ranked page	Low-Medium	Yes, Medium Risk	<a href="https://competitor1.com/taco-seasoning">https://competitor1.com/taco-seasoning</a> <a href="https://competitor2.com/taco-seasoning">https://competitor2.com/taco-seasoning</a> <a href="https://competitor3.com/taco-seasoning">https://competitor3.com/taco-seasoning</a> <a href="https://sitea.com">https://sitea.com</a> <a href="https://siteb.com">https://siteb.com</a> <a href="https://sitec.com">https://sitec.com</a>	<a href="https://competitor1.com/taco-seasoning">https://competitor1.com/taco-seasoning</a> <a href="https://competitor2.com/taco-seasoning">https://competitor2.com/taco-seasoning</a> <a href="https://competitor3.com/taco-seasoning">https://competitor3.com/taco-seasoning</a> <a href="https://yoursite.com/how-to-make-taco-seasoning">https://yoursite.com/how-to-make-taco-seasoning</a>	
ab workouts	Yes, but another page	Low-Medium	Yes, Medium Risk			
learn seo		Low	No, Low Risk			
ebay watches			No, Low Risk			
asana project management			No, Low Risk			
hoka sneakers			No, Low Risk			
hairdressers near me			No, Low Risk			



If you're already ranking and not yet included in SGE: what content type, insights, format are those included showing that help to fulfill the search need that you're not? Identify and close that gap!

Google how to wash sneakers

Videos Images In washing machine At home Perspectives By hand With baking soda That smell Dishwasher All filters Tools

Generative AI is experimental. Learn more

Here are some tips for washing sneakers:

Remove the laces and insoles  
This will ensure they're cleaned thoroughly and prevent laces from getting caught in the washing machine.

Use a mild cleaning solution  
You can mix two cups of water with a small amount of laundry detergent (less than a teaspoon). You can also use a cleaner formulated for shoes.

Sneakers - Buy...  
Nov 25, 2019 - How to clean sneakers shoes? Th...  
matshoes.com

Wash the soles  
Apply a gentle solution to a soft-bristled brush, toothbrush, or wash material. Clean the outsole and padded sole completely.

Clean the insoles  
Remove the insoles and use the foam of the cleaning solution to gently scrub them. Let them dry naturally.

Use a dry brush  
Use a dry brush to get rid of dust.

Bleach clean white shoes  
Mix five parts warm water with one-part bleach. Use a toothbrush or sponge wet with the bleach solution to loosen dirt and stains.

Use bicarbonate of soda  
For white and light-colored shoes, you can make an effective cleaning paste by mixing bicarbonate of soda and water in equal parts.

Wash in the washing machine  
Place your shoes in a closed mesh bag with the laces and insoles removed. Use a gentle, cold water cycle with a slow or no-spin setting.

You can also check out this video:

How to Wash Sneakers  
YouTube · Sep 1, 2023

Can I clean my sneakers with soap and water? What is the best cleaning solution to clean sneakers? Can you soak sneakers to clean them?

Ask a follow up:

The Spruce  
https://www.thespruce.com/.../Cleaning-How-To-...  
How to Wash Sneakers With or Without a Machine  
Oct 24, 2023 - To wash only the interior side of your sneakers, use warm water and a soft cloth or soft-bristled brush to wipe down the inside of the shoes.

# Develop a content gap analysis using content optimization tools to accelerate the process

Overview Headings Questions Stats News Wiki

learn seo

WORDS	HEADERS	LINKS	IMAGES
5.4k ✓ 2.7k	16 ✓ 8	226 ✓ 7	1 ↑ 17

9/10 results processed

moz.com  
Ranking: #1 Word Count: 321 DA: 91 Links: 11.0k

### SEO Learning Center - Moz

SEO Learning Center

- H2 Ready to dive in? Explore by SEO topic.
- H2 Featured Resources
  - H5 One-Hour Guide to SEO
  - H2 Explore SEO by Learning Pathway
    - H5 The Beginner's Guide to SEO
    - H5 The SEO Keyword Research Master Guide
    - H5 SEO Basics on the Moz Blog
    - H5 Moz Academy SEO Essentials Certification

[View all sections](#)

Overview Headings Questions Stats News Wiki

Filter by keyword...

Not to mention that there are hundreds of them – the estimate is that about 70% of all the traffic comes from long-tail keywords.

[mangools.com](#)

The update affects more than 50% of the content

[mangools.com](#)

However, they don't have 100% browser support yet (neither are they supported in WordPress)

[mangools.com](#)

The saying What gets measured gets improved is 100% correct in SEO.

[mangools.com](#)

According to ZipRecruiter, as of May 2023, the average annual pay for an SEO Specialist in the United States is \$64,172.

[learningseo.io](#)

Creating a HubSpot Academy account is 100% free and gets you unlimited access to our complete library of education and free software tools.

[academy.hubspot.com](#)

Long Tail

Google Rank	My Content	1	2	3	4	5	6	7	8	9	10	
search engine optimization		3	0	1	2	5	7	4	0	0	2	11
keyword research tool		2	0	2	1	0	2	1	0	0	0	0
seo education		1	1	0	0	1	0	1	0	0	0	1
organic traffic		1	0	2	0	0	4	1	0	0	2	0
google search		2	0	7	1	0	19	1	0	0	0	3
search engine		15	1	19	12	9	41	10	0	0	4	20
search query		0	0	2	0	0	4	0	0	0	0	1
content creator		0	0	1	0	0	1	0	0	0	2	0
keyword stuffing		0	0	0	1	0	1	0	0	0	0	1
relevant keyword		1	0	0	1	0	1	1	0	0	0	0
reliable resource		1	0	1	0	0	1	1	0	0	0	0
aspects of seo		1	0	0	0	1	3	1	0	0	0	0

Research  
Outline  
Optimize  
Links  
AI Tools

Full Screen  
Resize



Generative AI is experimental. Learn more

Patagonia and Arc'teryx are brands that sell outdoor gear and apparel. Some say that Patagonia is a better company overall, but Arc'teryx is better for technical gear. Others say that Arc'teryx is on a higher level than Patagonia when it comes to material quality.

Here are some more differences between the two brands:

- Fit: Patagonia tends to have a roomier fit, while Arc'teryx tends to have a more athletic fit.
- Price: Arc'teryx jackets are generally more expensive than Patagonia jackets.
- Quality: Some say that Patagonia is above average, but Arc'teryx is on another level. Others say that Arc'teryx has better quality for Gore-Tex jackets.
- Warranty and repair programs: Some say that Patagonia has some of the best warranty and repair programs in the industry.
- Harnesses and backpacks: Some say that Arc'teryx makes the best harnesses and well-made backpacks.



Arc'teryx vs Patagonia - OutdoorCru...

Oct 25, 2023

Outdo...

UKC Forums - Patagonia v Arcteryx hardshell - UKClimbing

UKC UKCii...

Patagonia > Arcteryx - Mountain Project

Sep 25, 2022

mount...

Who is Arcteryx's biggest competitor? Is North Face or Patagonia better quality? What is the Patagonia equivalent of the Arcteryx Beta AR?

Ask a follow up...



Reddit · r/arcteryx

90+ comments · 11 months ago

### Is Arcteryx worth the premium over Patagonia?

Arc designs are more sleek, technical and appeals more to a functionally oriented user. Fabric choices - I think Arc is better for Goretex ...

48 answers · Top answer: I haven't bought an Arc'teryx item in the last year plus. Bought somet...

- Patagonia vs Arc'teryx: Greatest Company Ever vs ... Jan 4, 2019
- Arc'teryx VS. Patagonia insulated jacket : r/arcteryx Oct 25, 2023
- Arcteryx or Patagonia jacket? Dec 5, 2023
- Arcteryx or Patagonia jacket? : r/BuyItForLife Dec 5, 2023

More results from www.reddit.com

Enrich or expand your content addressing SGE's follow up questions

Leverage “People Also Ask” questions and those asked over social platforms (reddit, quora, etc) about the topic to enrich and expand the content further too

patagonia vs arcteryx

Shopping Images Videos Perspectives Sizing Reddit Vest Warranty Sustainability All filters Tools

Generative AI is experimental. Learn more

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Arc'teryx or Patagonia jacket? : r/BuyItForLife Dec 5, 2023  
More results from www.reddit.com

OutdoorCrunch  
https://outdoorcrunch.com/arcteryx-vs-patagonia

**Arc'teryx vs Patagonia**  
Oct 25, 2023 — Arc'teryx's product diversity is superior to Patagonia. Arc'teryx tends to design a product to target a very specific need in the market. This ...

**People also ask**

- Who is Arc teryx biggest competitor?
- Is Arcteryx more expensive than Patagonia?
- Is Arcteryx a high end brand?
- Is North Face or Patagonia better quality?

Ask a follow up...

Feedback



# You can use keyword tools like AlsoAsked or Keyword Insights to quickly identify top questions to address

The screenshot shows the AlsoAsked tool interface. At the top, there's a search bar with the query "how to wash sneakers" and a search button. Below the search bar, there are dropdown menus for language (English), location (United States), and search depth (Standard). A zoom level of 188% is also visible. The main content area displays a mind map starting from the root node "how to wash sneakers". Two primary branches emerge: "Can you put sneakers in the washing machine?" and "What is the best way to wash sneakers?". Each branch further divides into numerous specific questions, such as "Is it OK to clean sneakers with water?", "Should you wash sneakers alone or with clothes?", "How often should you wash your sneakers?", and "What cleans white sneakers?". Each question is accompanied by a blue plus icon, indicating it can be expanded for more details.

The screenshot displays the Writer Assistant tool interface. The main content is an article titled "The SEO Roadmap with Free Resources & Tools". The article is structured with headings: H1 (The title), H2 (The SEO Learning Roadmap), H3 (1 SEO FUNDAMENTALS), H3 (2 EXECUTE AN SEO PROCESS), and H3 (3 SEO IN YOUR CMS). The text provides a comprehensive overview of SEO, from learning the basics to implementing a process and using CMS. On the right side, there's a sidebar with a "Research" tab selected. It shows a "Show outline" button and an "AUTO GENERATE OUTLINE" button. Below that, it lists the keyword "learn seo", country "United States", and language "English". A red box highlights a section of the sidebar containing social media icons for SERP, Reddit, Quora, and PAA. Below the icons, there's a list of H2 questions with checkboxes, such as "What is the best way to learn SEO?", "Is it hard to teach yourself SEO?", "Where and how to learn SEO?", "Best Resources to Learn SEO in 2022?", "What are the best resources to learn SEO?", "Best course or platform to learn SEO? I am totally green and zero knowledge", "I want to learn SEO, where shall i start?", and "Step by step approach to learn SEO".

# Do this not only for currently ranked pages but the SGE featured one. Like PDPs over PLPs for commercial queries

PDPs

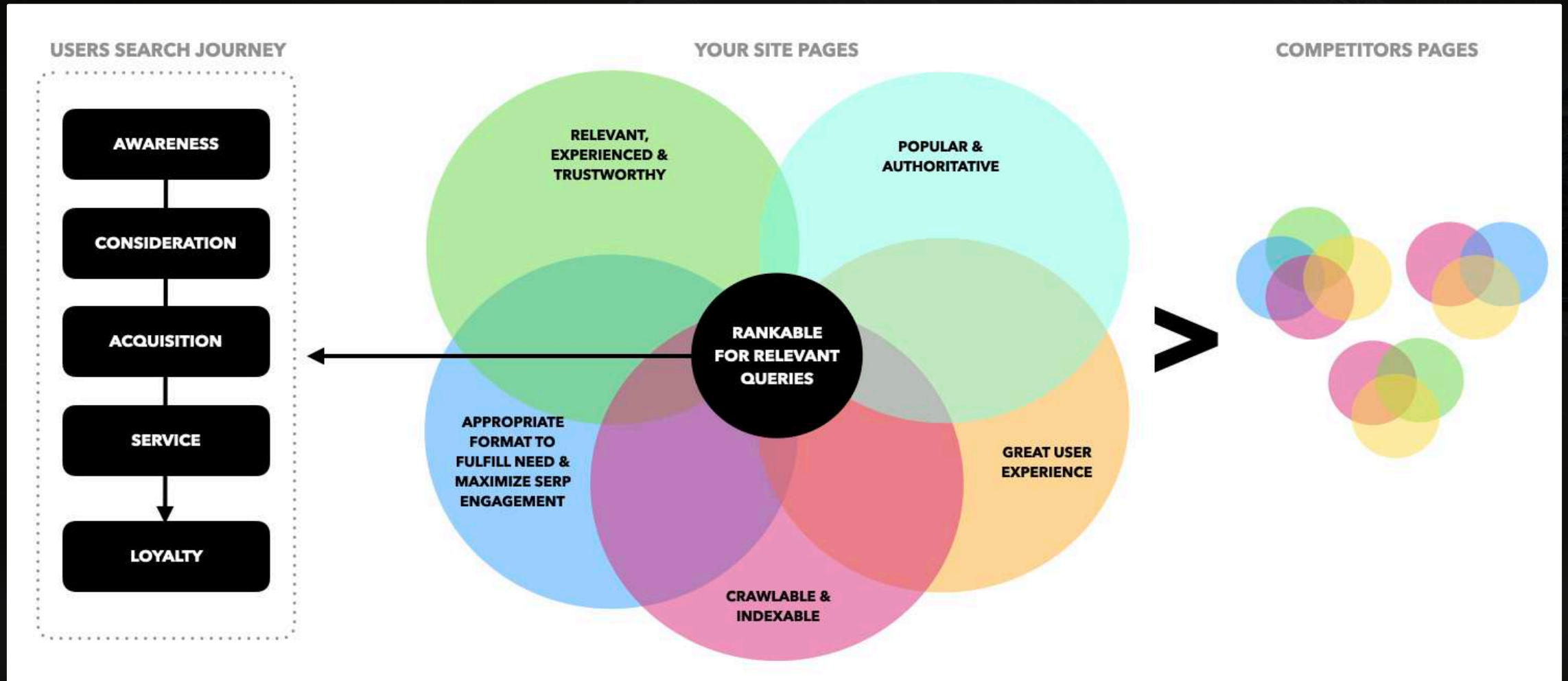
- Descriptive metadata
- Unique description
- Product structured data
- High-quality images
- Reviews
- Q&As
- FAQs
- Merchant Center Feeds
- Internally linked
- XML sitemaps inclusion
- Inventory reliant indexability

Google Shopping search for "winter boots women". The featured product is "Cossacks Women's Pointed Toe Cowboy Winter Boots" by Bonanza - Pantang Menyerah's booth, priced at \$69.37. The listing includes a main image, smaller images, and a "Visit site" button. Below the product listing, there are sections for "About this product" and "More options" with various boot styles and prices.

Google Shopping search for "nintendo switch". The featured product is "Nintendo Switch Neon Blue, Neon Red" by Walmart, priced at \$338.99. The listing includes a main image, smaller images, and a "Visit site" button. Below the product listing, there are sections for "About this product" and "User reviews" with a 4.6 star rating and 1,182 reviews.



# So yes, is about the optimization alignment across areas and user journey to make the content best in class to compete



# Really?





# Really! a research was published about optimization tactics for generative search, introducing GEO

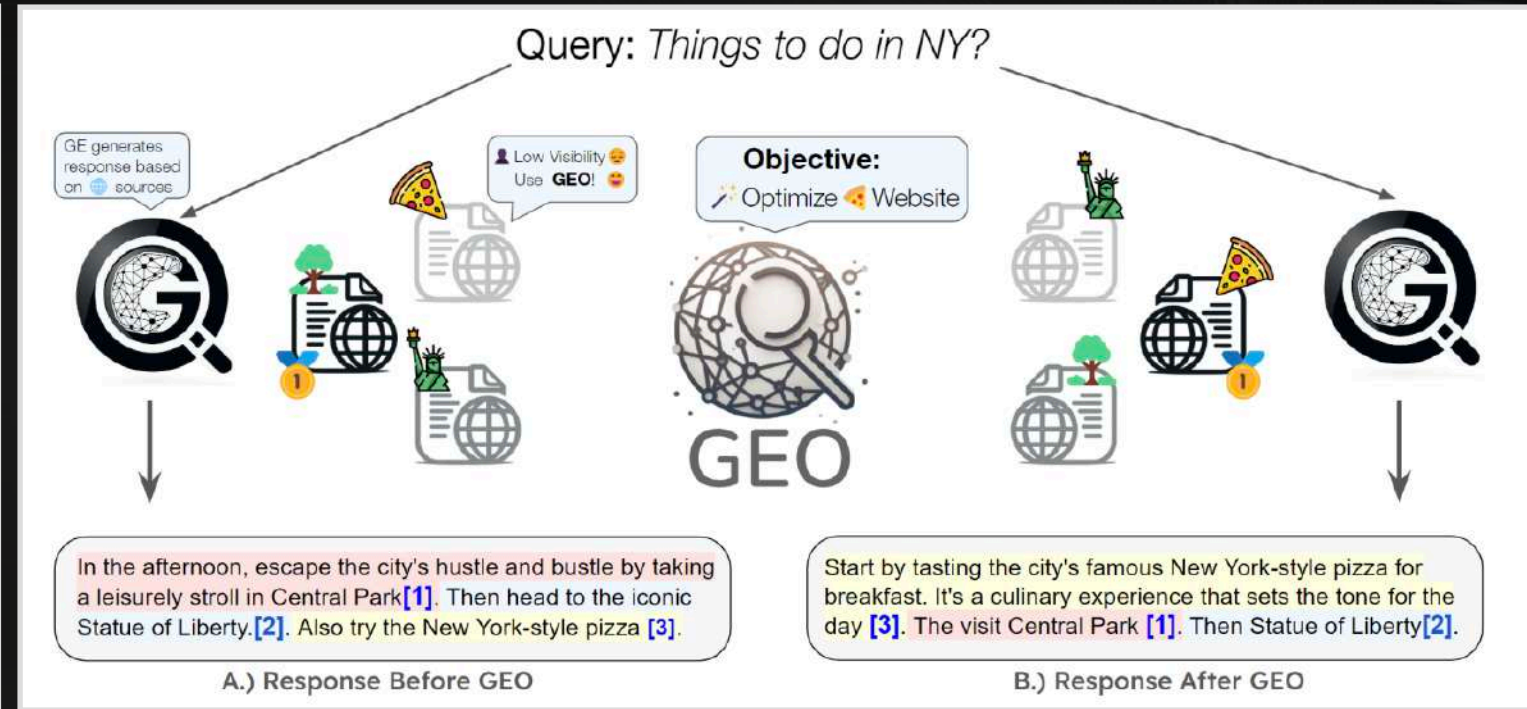
Computer Science > Machine Learning

[Submitted on 16 Nov 2023]

## GEO: Generative Engine Optimization

Pranjal Aggarwal, Vishvak Murahari, Tanmay Rajpurohit, Ashwin Kalyan, Karthik R Narasimhan, Ameet Deshpande

The advent of large language models (LLMs) has ushered in a new paradigm of search engines that use generative models to gather and summarize information to answer user queries. This emerging technology, which we formalize under the unified framework of Generative Engines (GEs), has the potential to generate accurate and personalized responses, and is rapidly replacing traditional search engines like Google and Bing. Generative Engines typically satisfy queries by synthesizing information from multiple sources and summarizing them with the help of LLMs. While this shift significantly improves user utility and generative search engine traffic, it results in a huge challenge for the third stakeholder -- website and content creators. Given the black-box and fast-moving nature of Generative Engines, content creators have little to no control over when and how their content is displayed. With generative engines here to stay, the right tools should be provided to ensure that creator economy is not severely disadvantaged. To address this, we introduce Generative Engine Optimization (GEO), a novel paradigm to aid content creators in improving the visibility of their content in Generative Engine responses through a black-box optimization framework for optimizing and defining visibility metrics. We facilitate systematic evaluation in this new paradigm by introducing GEO-bench, a benchmark of diverse user queries across multiple domains, coupled with sources required to answer these queries. Through rigorous evaluation, we show that GEO can boost visibility by up to 40% in generative engine responses. Moreover, we show the efficacy of these strategies varies across domains, underscoring the need for domain-specific methods. Our work opens a new frontier in the field of information discovery systems, with profound implications for generative engines and content creators.



# The usage of citations, quotations from relevant sources and stats were found to boost source visibility

Method	Position-Adjusted Word Count			Subjective Impression							
	Word	Position	Overall	Rel.	Infl.	Unique	Div.	FollowUp	Pos.	Count	Average
Performance without GENERATIVE ENGINE OPTIMIZATION											
No Optimization	24.0	24.4	24.1	24.7	24.7	24.7	24.7	24.7	24.7	24.7	24.7
Non-Performing GENERATIVE ENGINE OPTIMIZATION methods											
Keyword Stuffing	21.9	21.4	21.9	26.3	27.2	27.2	30.2	27.9	28.2	26.9	28.1
Unique Words	24.0	23.7	23.6	24.9	25.1	24.7	24.4	23.0	23.6	23.9	24.1
High-Performing GENERATIVE ENGINE OPTIMIZATION methods											
Authoritative	25.6	25.7	25.9	28.9	30.9	31.2	31.7	31.5	26.9	29.5	30.6
Fluency Optimization	25.8	26.2	26.0	28.9	29.4	29.8	30.6	30.1	29.6	29.6	30.0
Cite Sources	26.6	26.9	26.8	19.8	20.7	19.5	18.9	20.0	18.5	18.9	19.0
Quotation Addition	28.8	28.7	<b>29.1</b>	31.4	31.9	31.9	32.3	31.4	31.7	30.9	32.1
Statistics Addition	25.8	26.6	26.2	31.6	33.4	34.0	33.7	34.0	33.3	33.1	<b>33.9</b>

Table 5: Performance improvement of GEO methods on GEO-BENCH with Perplexity.ai as generative engine. Compared to the baselines simple methods such as Keyword Stuffing traditionally used in SEO do not perform very well with often negative performance. However, our proposed methods such as Statistics Addition and Quotation Addition show strong performance improvements across all metrics considered. The best performing methods improve upon baseline by 22% on Position-Adjusted Word Count and 37% on Subjective Impression. The scores demonstrate the high impact of our proposed method directly on the already deployed generative engines.

demonstrate that these methods are capable of boosting source visibility by up to 40% in generative engine responses. Among other things, we find that including citations, quotations from relevant sources, and statistics can significantly boost source visibility.



# Google CEO on SGE and Search evolution: 'We'll get it right'

Sundar Pichai compares the shift to SGE to the shift from desktop to mobile – and believes it won't blow up Google's current business model.

Danny Goodwin on September 12, 2023 at 1:40 pm | Reading time: 3 minutes



The multibillion-dollar question right now is whether the Search Generative Experience (SGE) will blow up Google's Search business model. Based on early testing, Google CEO Sundar Pichai is "confident" that won't happen.

"It's important to us to connect users with what's out on the web, and we are working deeply to make sure that continues to work well," Pichai told Steven Levy in a Q&A published on Wired.

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**Why we care.** Google may be confident that the SGE experiment will continue to send people to websites, but we're still finding it hard to trust Google at this point. They won't reveal any real data to us about whether AI answers are driving clicks to websites, click-through rate data, or advertising performance data on what we are calling [CHERPs, or Chat Engine Results Pages](#). And we have no way to track this in Google Search Console, Google Ads or Google Analytics.

**Ads vs. organic.** Levy pointed out to Pichai that the AI-generated answers are different from a list of links, which could further add confusion about whether an SGE answer is sponsored or organic.

- "Even in a generative experience we would give you a set of sites that support what we are saying. We want to make sure users are consuming those sites. So I don't think the core part of the experience will change. We will have a space for ads in a way that makes sense for users and particularly on commercial queries," Pichai said.

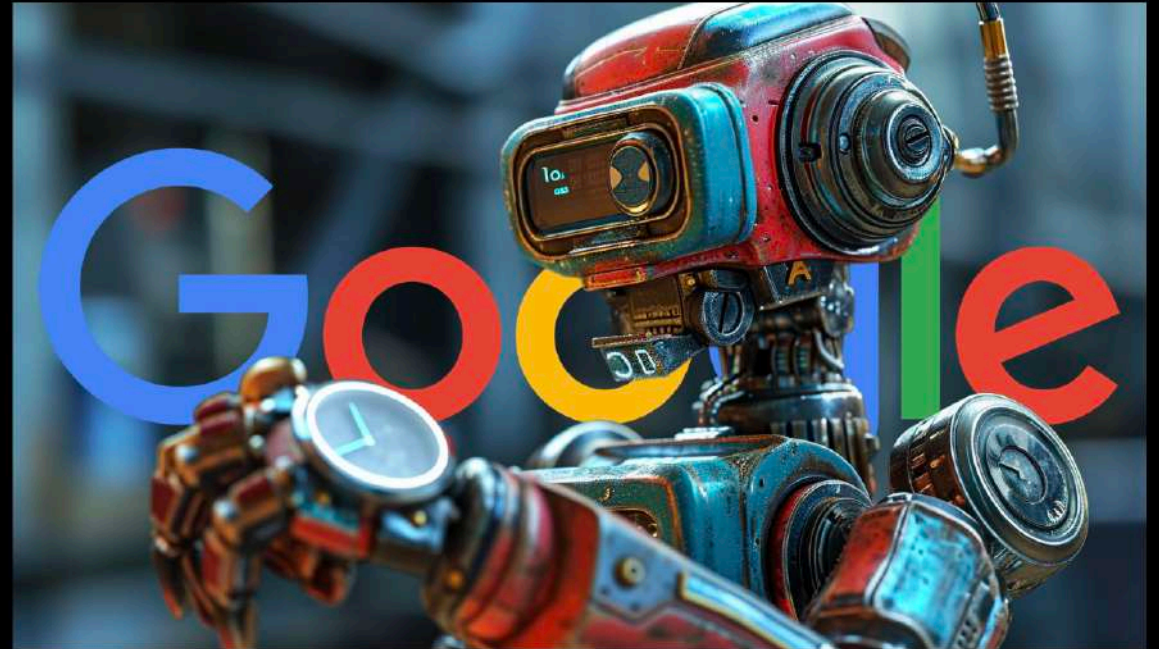
At the end, remember that fulfilling users search needs and referring when relevant is at the core of how search engines work and their business model, so there's an incentive to "get it right"

SGE might not even get released as it's still being tested and the end date was removed at the end of 2023

## Google Search Generative Experience December End Date Removed

Dec 22, 2023 - 7:51 am 7 — by Barry Schwartz

Filed Under [Google](#)



When Google first launched its [Search Generative Experience](#), it labeled the "end" date of the program as [December 2023](#) for US users and [February 2024](#) for India and other countries. Well, now that end date was removed from the Google Search Labs interface.



**But it's time to own those test SGE snapshots, just in case**



It's possible! Time to get ready

THE IMPACT OF

Google

best international seo consultant

Perspectives In the world Images Videos News Shopping Maps Books Flights All filters Tools

Generative AI is experimental. Learn more

Some of the top international SEO consultants include:

SEO...  
Is a national...  
Techn...

20 Top SEO Experts L...  
Who is the #1 SEO consultant in the world?...  
ireativez.com

Aleyda Solis...  
Senior Director of Marketing, Turo "We've...  
aleydasolis.com

Aleyda Solis: International SEO...

International SEO Consultant t...

4 Best International SEO Agenci...  
Dec 27, 2023  
Free M...

Mehboob Shar  
A renowned international SEO consultant and expert

Brian Dean  
A dynamic SEO marketer and expert who is often quoted in publications and offers advice on his blog

Aleyda Solis  
An international SEO consultant, author, and speaker who some say is an expert in SEO

Other international SEO consultants include:

Rand Fishkin, Matt Cutts, Neil Patel, Danny Sullivan, Shahid Shahmiri, Stephan Spencer.

Some international SEO companies include:

- SodaRocket
- Webfor
- Rhillane Marketing Digital
- Suffescom Solutions Inc.:
- Leading Solution Pte
- Single Grain
- Miromind

Who is the world's No. 1 SEO expert? Which is the best SEO company in the world? Are SEO consultants worth it?

Ask a follow up...



# It's about maximizing the good, minimizing the bad, and avoiding the ugly

## The good

Leverage AI to accelerate your SEO workflow

## The bad

Avoid AI common low quality output issues and risks

## The Ugly

Tackle potential Google SGE traffic risks

# Thanks! Questions?

**I'm Aleyda Solis**

- \* **SEO Consultant & Founder at Orainti**
- \* **SEO Speaker at +100 Events in +20 countries**
- \* **Author "SEO. Las Claves Esenciales."**
- \* **Crawling Mondays Video & Podcast Series Host**
- \* **#SEOFOMO & #MarketingFOMO Newsletters Author**
- \* **Maker LearningSEO.io**
- \* **European Search Personality of the Year in 2018**
- \* **remoters.net Co-Founder**