

# What Search Engines And Humans Want In A Website

A look at creating **good stuff** online

# Martin Splitt

Search Relations Engineer - Google



# Bartosz Góralewicz

Onely.com - LLMo & Technical SEO

ZipTie.dev - Google AIO tracking

OGsMedia.com - Reddit Marketing



# Content Crossroads

with Martin & Bartosz

**Human centered** vs. algorithm focused

Preference towards **authentic voices** and community platforms

**Expertise** instead of fluff

Attention **span**

**Conversational** / User Journey focused

Content -> **Context**

Clicks are **dead** 🦴

# How did we get here?

Crawled - currently not indexed

Google systems

! Not Started



20,257,014

# How helpful is this?

## Query: Which Pixel phone to buy?

With phones like the [Pixel 9](#) and [Pixel 9 Pro](#), Google just shook up its entire smartphone lineup for the better. For years, [Pixel phones](#) were known for their camera capabilities and being the ideal implementation of Android -- which makes sense because Google makes Android. These new models still have great cameras and will eventually get Android 15 but are largely a platform for Google's Gemini AI assistant.

The Pixel series comfortably competes against the best from Apple and Samsung. Google's current lineup ranges from the affordable [Pixel 8A](#), which is just \$449, to the [Pixel 9 Pro XL](#), which starts at \$1,099. Then there's the [Pixel Fold](#), which has been replaced by the newly announced [Pixel 9 Pro Fold](#). At [\\$1,799](#) the [9 Pro Fold](#) is the most expensive Pixel Google sells, but it has a folding display that opens up into a large 8-inch screen, which should be great for watching YouTube videos or playing games. We're currently testing the Pixel 9 Pro Fold and don't have a recommendation at this time.

The range has grown, and with older models like the [Pixel 8 Pro](#) and [Pixel 7A](#) still on sale, it can be a bit confusing to work out which one's best for you. So we've pulled together the top Pixels currently on sale to help you decide.

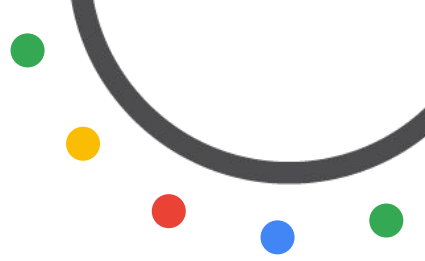
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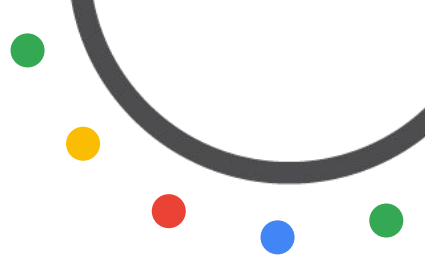
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**Content creation**  
**drifted from**  
**human needs**



**So then, what is good?**



**An example.**



uv dive light



## Product Description:

new UV light ( ) will bring the reef to life! The 395nm LED creates an amazing fluorescent effect. The UV light is almost invisible to the naked eye, so only the fluorescent colors are revealed. This light features some of the functions of the light series including an adjustable beam angle and versatile battery options. Its size makes it easy to take along on any dive.

## Key Features:

- Light meets American National Standards Institute (ANSI) FL1 standards
- Use with both lithium-ion and alkaline batteries
- 395nm LED
- Adjustable 12 degree (narrow beam) to 100 degree beam angle
- 100% power level

## What's Included:

- Light
- Lithium-ion battery
- Battery charger and cable
- Battery cradle adapter for alkaline batteries
- Extra O-rings
- Lanyard

## Product Description:

Blah blah blah blah blah blah UV blah blah blah blah blah  
blah blah blah blah blah blah blah blah blah blah

## Key Features:

- blah blah blah blah blah blah blah blah blah
- 
- 395nm LED
- Adjustable 12 degree (narrow beam) to 100 degree beam angle
- 100% power level



## What's Included:

- Light
- Lithium-ion battery
- Battery charger and cable
- Battery cradle adapter for alkaline batteries
- Extra O-rings
- Lanyard

**Wow.**

## **Specifications:**

- Lifetime LED 395 NM
- 12-100 degree beam angle
- 4 hr. burn time
- On/off switch
- 100 m depth rating
- 1.46" x 6.3" (37\*160 mm)
- 9.17 oz (260 g)

Home › Special Purpose › Diving Torches › Xtar D30 1600 LED Diving Torch Kit (White/Red/Blue/UV)



Xtar | SKU: D30-1600

## Xtar D30 1600 LED Diving Torch Kit (White/Red/Blue/UV)

£88.98

● 9 in stock

− 1 +

ADD TO BASKET

### Product Accessories



Xtar 26650 3.6 V, 5200 mAh Li-ion Protected Battery

£9.90 ~~£17.94~~

ADD TO BASKET

The Xtar D30 1600 is a versatile dive torch that provides an excellent white output, as well as a secondary red, blue and UV output from the multicoloured LEDs.

Three brightness levels are available from the main white Cree XHP35-HI D4 LED and offers a 1600 lumen output on maximum setting. There are also 6 x Cree XP-E2 LEDs, made up of two red, two blue and two UV which can be used independently or individually combined with the white light to better highlight marine life or coral reefs depending on the subject, as different combinations can better illuminate details or colours.

Home › Special Purpose › Diving Torches › Xtar D30 1600 LED Diving Torch Kit (White/Red/Blue/UV)

Don't care.

Xtar | SKU: D30-1600

Whatever

(White/Red/Blue/UV)

£88.98

Don't care.

---

Blah blah blah blah blah  
blah blah UV blah blah  
blah blah blah blah blah

# Let's try community instead of vendor websites



**tursiops**

Marine Scientist and  
Master Instructor  
(retired)

ScubaBoard  
Supporter

Scuba Instructor

Messages: 19,983

Reaction score:  
21,423

Location:  
U.S. East Coast

# of dives:  
2500 - 4999

Mar 7, 2015

#6

Aotus: 

I'm looking for a dive light for lighting up fluorescent life and minerals on night dives. I'd prefer a wavelength of <math><400\text{nm}</math> so no filters are required, and I am hoping to find one that is super super "bright" so that I can spot things glowing from 40+ft away, not just when I'm up close and personal.

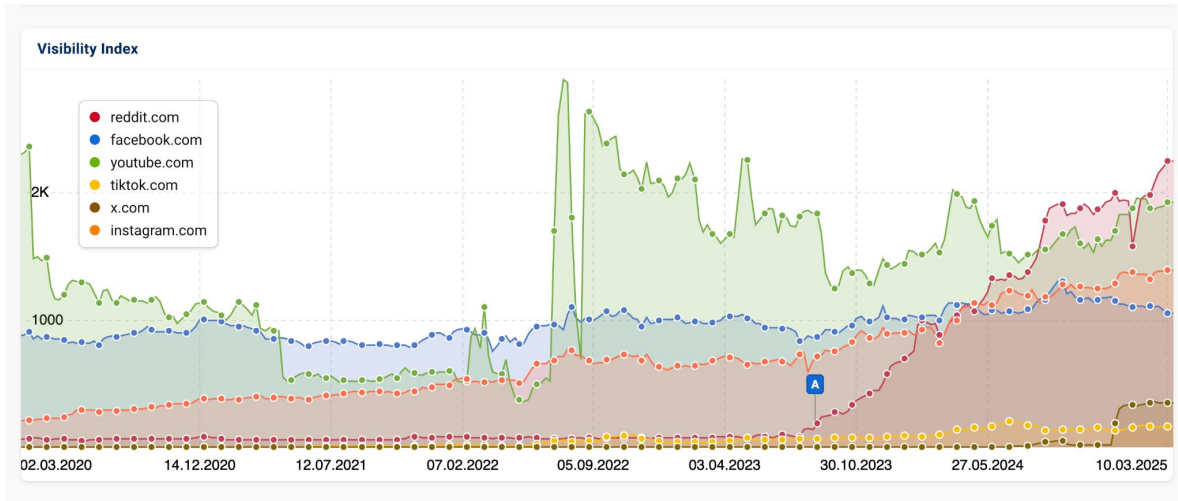
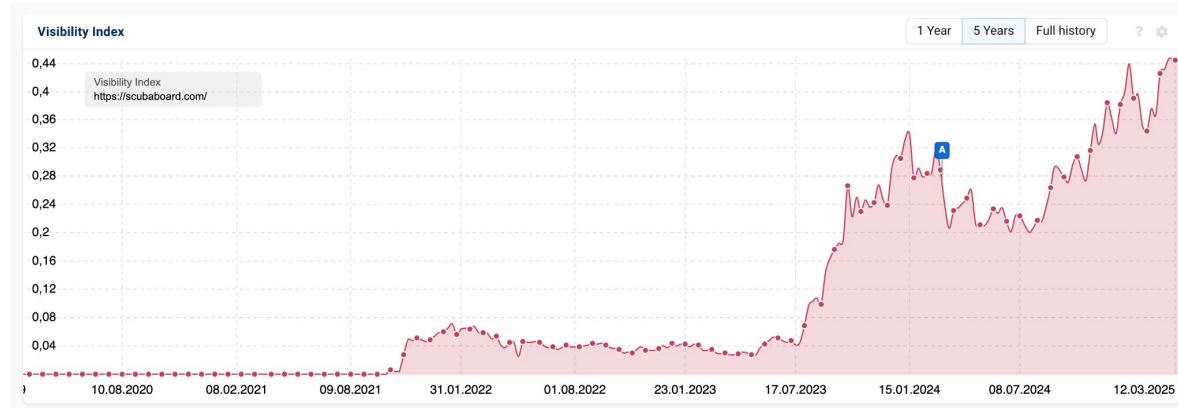
Check with Charlie Mazel at Nightsea; he is the guru of UW fluorescence. My guess is you are trying to do something physically impossible: get a UV light to go 40 ft, and have the fluorescence go 40 ft to get back to you to see.



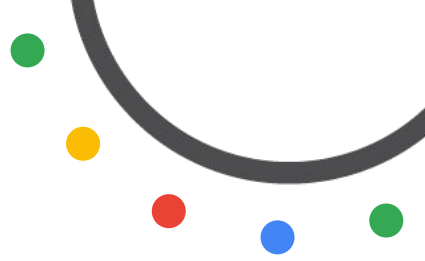


# Expertise & trust over “SEO content”

- "I've been there" over "We're the experts"
- We don't wanna be told what to do
- We don't trust brands (e.g. car fuel efficiency)
- Unfiltered



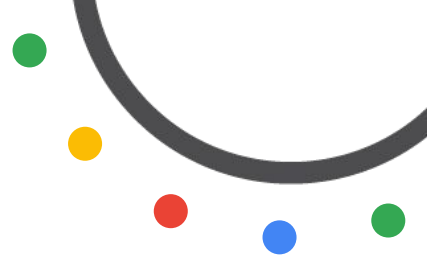
**Let's put it all together.**



**To stand out,  
you have to do things  
differently.**

# Great content recipe:

- Understanding the knowledge gap
- Understanding the user's context
- Answering the next question
- Short, scannable content answering the question
- Honest



**Value is created, when you create a **real connection** with your audience.**

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**Contextual**

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# Hartelijk bedankt!

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