All right. Let's talk about the disruption of SEO and organic search and what the heck we're going to do about it. So before I even get into that part of my presentation, I'm a firm believer that a business that makes nothing but money is a poor business. It's why when I built sear, we put volunteerism at the core of what we do.

We believe in uplifting other people. Whether it's helping you guys to be better at your jobs day-to-day or people in our community. And this is me and my friend, Brian. We are board members at the covenant house. And I want to show you a wall that we were painting at a homeless youth shelter and ask all of you. This November, I'll be sleeping out for my 13th time in a row to raise money and awareness for homeless kids in my city. They were amazing kids. There was a link to that. The entire transcript recordings links.

You don't have to take any notes today. I'm putting all that stuff together. If you just scan this, you'll have everything there. I would appreciate if you get value from today, any support that you can provide. So the first thing we're going to do, we're all going to take an oath here. Repeat after me. I can lose SEO traffic and still get leads and sales.

All right. We got that out of the way. Here are the six things that we're going to talk about today and let's just jump right into it. So I think the best way to start this presentation is just with a little bit of freaking honesty. Here's my revenue for the last 21 months. If you draw a line from the left to the right, you would realize that we're up about 2%, but broadly, that trend is flat.

Many of you probably feel that way as well.

Right? Flat is the new up. And if I looked at my SEO traffic, it's down about 41% off of its high back in March. But doesn't it. Feel like when you're on the web and you're looking up resources that everybody's got a story about how they're crushing it, all these SEO bros hitting record traffic numbers and whatnot, but you look at your own stuff and it looks like this. Yeah.

So let's be honest with each other here. That's happening in my business. So therefore, if all that SEO traffic is going away, I guess it's going to affect the business. Right. Wrong. So the first thing I did is I looked at have my MQL and SQL is dropped from the six months from January to June of 2022 to the last six months of January through June of 20 2024.

And the fact is I'm still getting roughly the same amount of leads, even though my traffic is down 21%. Leads aren't everything. Now let's drive this back to revenue. As you can see, there's a little bit of a trend line there. That's. That that that matches up. And then all of a sudden in July or August the 2023. SEO traffic really started falling off.

Notice my revenue started going up. That is the biggest divergence and the most consistent divergence I've ever seen. And I'm not happy that my traffic's going down, but I think the most important thing is to understand that it is not affecting my revenue. At least not yet. So again,

One of these, I'm gonna remind you all is brands matter. And we're going to talk about how to track that. But of course we got to talk about the SEO is dead thing.

I've got a link for you in my resources, but at the end of the day, the first SEO is dead. Article came out in 1997, just two years after we got AltaVista. And I don't know about you. I still do more searches on Google than I do in these AI bots. But there's some things that are going to start changing.

And I want to give you three truths that might just feel a little bit inconvenient. The first one is, is that these platforms do not want their users going to your site. So they're going to hoard traffic on their sites. So you should expect your traffic to go down just because they don't want to send people to your site. The second thing, your customers are now using multiple channels to get an answer.

This idea of people, just Googling stuff, clicking on your contact page, filling out a lead form and being done are over. They're going to be in WhatsApp groups. They're going to be in private LinkedIn groups. They're going to be all over the place and getting answers in more places that you, my friends. I can not track.

And that's the last truth. Trackable marketing data is now completely a farce. People. With cookies, cookie protection. Popups and all the other things that are happening right now, this idea that you can weave together a customer journey to me, feels like a farce. So when you have self-referring platforms, customer journey, fragmentation, and vanishing data, you might feel a little down about yourself.

You might not have the confidence that you used to have, and it might be feeling a little bit hot in there, but you know, what's feeling really high right now, your anxiety, right? You're like, wait, I got into digital marketing because I had data. I could prove things and we're still going to show data, but you have to recognize that in this world we're going into, we're getting less and less of it. So let's talk about AI, but not the AI you're thinking of in order to survive in this new world, whatever it is, you're going to have to be able to adapt.

And you're going to have to start to use your gut. Ah, also with the gray hair, I've been doing this for awhile. Maybe we create some value here because your data's not always gonna add up, but you got to have some guts, some intuition and some projections that you're making in spite of that. So everyone here should start to be like, huh?

Given those three inconvenient truths. Well, am I still using the same KPIs to determine my success that I did four years ago? Because if you are, they're probably not looking good and it's time for a change. And you might see things like this or your managers might see things like this search engine traffic is going to drop a 25%.

Oh, what's going to happen. And I'm saying slow down because dados came out and said the opposite. And I'm not saying either one of them is right or wrong. What I'm going to say is you should get your own data. And I'm going to show you how to do some of those things today.

Your SEO traffic is going to decrease generative.

AI traffic will not offset that loss. So stop just looking at traffic, but we've been here before answer boxes. Didn't kill SEO. Did they? They've been around for like 10 years. Look at these quick and easy answers. I had a client in this space. They used to rank in the top three for Valentine's day. When the date came out, their traffic dropped, guess what?

Didn't drop their sales. So what's dying, friction's dying. It's nice to just get an answer, not to click on a website and deal with all their pop-ups. The other thing that's dying, vanity metrics. I don't care about the channels. I care about the consumers and the big numbers that matter. Now, if we were to look at generative AI versus search.

Th th my issue with generative AI or mama issue, what I love about generative AI. Is when I ask a question, I don't have to deal with ads, pop up. Dumb UX tricks, a bunch of filler content. I don't get any of that extra stuff that I hate. And when you try to evangelize and tell people how awesome it is, they go.

Yeah. But you know, he can't count the number of ours in the word strawberry. Okay. Anybody in this room, get paid to count letters and words like strawberry. I didn't think so. So that pushback doesn't matter. And dare I say it also goes to show how ignorant some people are. Michael Jordan, amazing athlete. You put that amazing athlete on a baseball diamond and he sucked, he batted like two 30.

He wasn't that guy. So does that mean that this doesn't count? We need to look at the AI through the lens of put it in the sport that it's best at. Let's stop putting it in sports that it's not good at and saying it sucks. Alright. So let's get into the process of buying a car, right. And let's look at AI, Jordan, baby playing basketball versus Google. Now, when you're getting ready to make a purchase of a car, these are all the things.

This is a fraction of the things that are popping off in your mind. You may do. You may look at all of these. You may look at some, but I know there's also a lot more. I care about things that a lot of other people don't care about. I want a convertible. I wanted to have a manual option. These are the things that I care about.

She got all these things. In the search world, you're going to do all these searches. To click on to click on ads and results that when you click on them, don't even answer your query. Just to hit the back button and go back to the results where I said, Hey, give me an SUV. That's $60,000 or

less. It has three rows. The first result from true car, 50% have no third row. The next one's 75% were not around 60 K.

They were way outside of my budget. All I did was put in two of the factors that I cared about. I want an SUV that's over 60 grand. And has three rows and no one could answer that question for me today. So what do I do? I type in a prompt. And look at all the searches I don't have to do. And then I get the answer back. With no friction, no ads.

So you're telling me you'd rather do 15 or 50 searches visit 80 different web pages. See 300 ads and re 10,000 words to do the same thing you could have just typed in. I don't think so. I think we got to stop trying to convince people that search via generative AI will be the future. Let those people that don't think what I just showed you matters because there'll be the first ones to lose their jobs when we'll be fine. Or as a wise man once said bees don't waste their time explaining to flies that honey tastes better than shit.

Let's stop trying to convince the non-believers. The question we ask so often is, is SEO dead. And that keeps us focused on the channel. The question we should be asking is, are people still bought? Are people buying less shit? If people are buying less stuff, that's what I have to be concerned. They're just using other channels to find it. The problem is we get so focused on our channel. In our silo that we don't develop the skills to follow the customer wherever they go. And I'm going to tell you. Low friction almost always wins. You know, what was high friction going to the library to learn how to build a deck? You know, it's low friction. Googling it.

And as hyped. As I am about AI, it's really important that we recognize that timing really matters.

And it's hyped as I am about AI. It is really important that we understand that timing still really matters. Think about it. Online grocery sales are a. Are projected to be a quarter. Online grocery sales or a quarter of a billion dollar industry. According to this study by capital one. Yet web then launched in like 1995, putting online grocery on the map. They raised billions of dollars went bankrupt four years later. So just because we can see that a trend is going to happen.

If you invest in it too early, you could be wrong. So it's really important for all of us is to say, wait a second. I'm not just going to abandon SEO today for generative AI, because it's the hot thing. I need to be customer centric and understand where my customer is going.

And dare I say, no matter where they're going, we should be following.

Be customer centric, not channel centric. So, you know what? My die is your job. If you end up going all in on the generative AI train. Too early and put too many resources there when your customer's not there. So that my friends is what we're going to find out today is are your customers there? And remember if you didn't get the QR code the first time. Oh, here it is. You

don't need to take any notes because my job is to give you some brain damage today. So you want to just scan this and be ready to roll? So. The reality is you can not log into Google and, and get any idea on what queries people are searching for it.

You can't do it for chat chippy tea, and you can't do it for perplexity. So none of these places where your customers might be going to use generative, AI are giving you any data to know whether or not they're there. What kind of questions are searching, how they're searching, you get zero data. So now we're literally living into a zero data world, which I talk about before. We're data is degrading and we're gonna have to use more intuition.

It's just getting worse. But I want to take a step back who intentionally optimizes for being in this room. Probably none of us. And why don't we. Because there's not enough of our customers there. So why would we look at AI any differently now? The slope of growth. Could change that, but what I'm, what I'm going to posit and what I'm going to ask you to think of is how do you determine the slope of growth that drives action.

So you're not relying on general studies and hype. The first thing I would look for. Is traffic to chat GPT, spark Toro, and Dato's did a really great study that shows actually, since Chad GPT is launched, the number of Google searches per desktop, searcher is up. What's really interesting is when you look at the mobile dip recently, you're starting to see mobile, take a hit.

So when they're looking at their panel of searchers, they're able to see where those people are going on, Google, what they're searching for and are starting to see that post chat GPT launching.

We saw growth in mobile searches, but something happened in may that dropped them significantly in both the EU and the us. So my first action step for you start tracking your mobile and desktop desktop traffic by month. We're starting to see some interesting things that could tell us that maybe. The behavior on mobile, when that people see AI overviews and things like that could be different. The other thing to think about. Is to, if you've got the budget. I subscribed to someone like a data or similar web to understand how many people are going to chat GPT before they go to Google.

Before they end up at your site. The family. How have all of you please not do, please avoid doing what stack overflow did. Someone came out after chat GPT, launched and said, wow, they lost 50% of their traffic. And they came out and said, well, We didn't lose our traffic as a chat GPT. We lost our traffic because we recategorized our Google analytics cookie.

And then after upgrading to GA four, we didn't add context to an analytics page on our site. And really we only dropped 5%, not 50.

Well, Let's go validate that. So AI disrupts a lot of informational searches. And Wikipedia disrupted a lot of informational searches too. You could go right to Wikipedia. You could search for the word in Wiki. Did, how many of you in the room knew that you could look at high ranking Wikipedia pages and pull their traffic data? So it's some pretty basic prompts as you see here.

I was able to build something that trended out.

Their data for stack Overflow's Wikipedia page. So all that code that was written, it was written by Claude. I have no idea what it does. But what I had to do is ask me for a Wikipedia page and how many months of data. And then it drew me this. And as you can see here, Lot less people are going to the Wikipedia page of chat. Four. For stack overflow and it kind of lines up. See that little line there. That's shortly after Chad GPT launched. And it's been on a downward trajectory that has never recovered since. So here's an action step for you. Wikipedia.

If you've got pages on Wikipedia that rank highly for some of your target keywords and organic search, take a look at their traffic. By just pulling it and writing some basic code, which I am going to give you the samples of, if you want a copy. Once you do that. Now you could see, like, is that drop. As precipitous as I thought, how does it compare maybe to your own traffic?

There's a bunch of things you can do. It's nice to have access to a highly informational websites, traffic by page, because then you can see if those informational queries are being disrupted. And at the end of the day, remember you can't buy a Toyota on Chad GBT. So tracking brand and direct is going to be more important than ever. And there's a study that was done by, by being. And they basically looked at when was search a higher, had higher satisfaction than chat. And they looked at millions and millions of queries.

And what they basically found is that when people know what they want searches better. When people don't know exactly what they want. Chat is better at helping walk them through it.

And what do you see on the left-hand side? You see a lot more things that look like brands. That's why that's going to be important. So if you're searching for the word Toyota Highlander. You know, the most important thing you can do is track your brand traffic. In my opinion, in this. SEO disruption world. Because ultimately people are going to Google you and get to your page. Even if it's just direct, right?

They're either gonna Google you. They're gonna go to the website directly. And as you can see, my website traffic is about flat. Slightly up lately. Interesting how that is tracking directly to my leads and revenue. And then I'm looking at just traffic to my homepage. So now there's people who searched for my brand.

People who went direct.

Sorry. And then people that searched for my brand and got to the homepage. And that also looks a little bit up, but let's just call it flat. All right. It's up a little bit, but both of those are actually tracking better to my actual leads and revenue. Then my SEO traffic is okay. That's a banger guys.

Like the fact that my SEO traffic has diverged significantly. And actually my direct traffic and homepage traffic tend to attack better at my leads and revenue. Is telling. So here's your action item. You have to really tighten up your brand and homepage traffic start. Tightening that up. Now, if you've got to make adjustments to your code, how you're doing your reporting, it's really important to make sure that you can be confident in that because that's how you're going to protect your ass. When your website traffic is dropping, you're going to be able to overlay your brand and homepage traffic and say, Hey, that's growing or that staying flat.

And you can overlay that with your revenue. And then you overlay the vanity metric of website traffic. And you probably want to also compare this to like your blog section. Right. So the blog section where you're writing blog posts and whatnot, that's probably the part that's going to take the biggest hit. So comparing your brand or homepage traffic to your content section could also be really interesting. Another way you can back into this is by using a tool called spark Toro.

And I have to give a shout out to my colleague, Alyssa Scharf. This was her idea. What sparked Turo does, is it allows you to say, Hey, if somebody's visiting, like stack overflow, for instance, What's your seeing here is that open AI is the third ranked website for people who also visit stack overflow.

However, when you look at it for the general population. The rank is 20. That means that that open AI or chat diabetes website is much more popular with their audience than the general population that might help you to figure out. Your budget, your investments, your time, et cetera.

So I dropped in my own domain and you can see my audience six most popular site is open AI. Over the average of 20 or the global rank of 20. That means my audience is more likely to be on that website. That means that I have to start looking more and more at whether or not I'm visible there. What's really dope about spark Toro is you can take a customer list of emails, upload it, and if they can match that email against their panel, they'll start to tell you with more specificity, exactly how you add up. So what's your action item. Compare your audience ranking to the global audience ranking for chat should be T using spark Toro. I think they have a bunch of free a you can use, you can use it for free for a pretty good amount of time.

It's a quick and easy report. You can get your hand on. Now I talked about analytics before, but let's go a level deeper. Hey, there's perplexity. You can track that traffic over time. If you're ever tracking the number of sessions, you're a fool because the sessions are always going to be low. These tools do not do a great job of sending traffic to your website.

They do a great job of getting people answers without sending them to your website. But what you want to look at is the slope over time. I think that's where we really need to focus that data's already sitting in your Google analytics. The other thing that I love to do shout out to one of my alumni here. John Henry. He said, Hey, will you know, if you're tracking perplexity, you can also put the landing page in GA next to the. The AI search engine and see what kind of pages are they rewarding that then lets me take those pages.

Look at the keywords that are driving to those pages and say, okay, these are the kinds of keywords where I'm being relevant. And maybe if some of my bigger keywords that I really wished I was ranking. If they're not showing up here, Maybe some of my blogs aren't as relevant as I thought. The good news.

My friends on July 7th, we found out that Gemini started pushing referral data into GA, which now means you can also track Gemini that way. And the pages that Gemini is driving traffic to.

Another thing you might want to consider is I'm a big fan of building custom GPTs because then you can put links back to your website and see how much they're growing over time. And of course accustomed GPT has to be marketed. You can't just build it. You've got to market it and get it out there, but then once people get it, are you able to kind of grow the traffic that you're able to get that still works?

If you put in a custom UTM. And your public GPT and your custom GPTs a little bit of bad news. Chad GBT is really messing with referral strings. So for awhile, I was able to get the traffic for four months and then boom, it fell off. So now we're working on some ways to get that back. And the beauty is my team way back when I think a year ago built a dashboard. A Looker dashboard. If you're on GA for a universal analytics, if you click those links, you get a report that looks like this, where you can see the page titles and that page paths and all the different AI search engines that could be driving traffic to your site. It is free a F click, those links there in my QR code. Another thing you might want to do is take a tool like similar web and look at the trends over time for the visits to chat GBT.

And then just see if those visits mirror. Or diverge from your traffic that you're seeing from websites like chat GBT, or maybe you could do that for perplexity or Gemini. These are the things that I would be doing my friends. So now you can say, is my audience growing at a faster slope than the overall traffic is growing for chat GBT. And that's your action item. Get those traffic trends for perplexity co-pilot and Gemini.

I think Chad GBT might be bringing that referral back and compare them to the slope on similar web and then the other action item. Find your pages that get traffic from perplexity, Gemini, and other places to back into what kinds of keywords and questions might people be asking where your site is getting visibility.

And you're also getting clicks, which might mean that when people get those answers, they want to dig a little bit deeper. What's common about those. Those blog posts, where people get

traffic versus the ones that maybe they get the answer and don't need to click. And then you know where to spend more of your time in a generative AI world.

You might want to spend more of your time optimizing posts that ultimately also get traffic when they show up as answers in those search engines for generative AI bots. And we want to call them now, if you want to be a cross divisional marketer, which I think you're going to need to be to survive. Mining your, my, why?

Why? My and I queries is key. People ask all kinds of interesting things to Google, right? Why does my son do this? Why does my daughter do this? Right. It's a little weird to be asking that to Google. Man, I guess girls get a lot more likes than boys do. I don't know nothing about boys with lice girls.

Why do I keep getting lice? I don't know, but you're asking Google. For me. I tend to put I in the front, a lot of my queries. So this again is where intuition starts to matter. You've got to be a consistent hypothesis machine and in the same way that I built that code in Claude on my own, and I don't even know what it means.

We can now validate hypothesis without going through developers for the first time. To build stuff out for us. Ah, I love that. I love it. So I'm looking at these eyes and minds and I'm, and I'm saying, you know what? My hypothesis is. Is that people are going to change the way they search and some of that behavior, because it's natural for us to say, I would like this.

We don't, I mean, Google's trained us to just say CRM, small business, but nobody talks like that. So because these chatbots allow us to speak in our natural language. My hypothesis, my intuition tells me that that's going to bleed over into Google and other places where I get search terms. So I take all my paid search terms.

What I did is inside of our product C or signals, which I have a link to. If you're interested, when a demo, let us know, I would love to show this to you. This thing's my baby. And what I did if I had a hypothesis and I said, show me all the search queries by client. And what percentage of their search terms in September. Had started with the word I, and compare it to I think I'd stopped this one in April. And you can see we've had some clients that grew a hundred percent, 40%, et cetera.

So now this automatically runs for me every month and I can see, okay. Is that hypothesis? Being validated or not. Okay. And what I found is that banking, healthcare and education were the ones that were growing the most.

So if you're in those industries, I just, I'm not, I'm not saying to change anything.

I'm just saying for me, when I looked at the data, they were the ones that were growing the most over that timeframe. Now, if you're looking at. AI overviews from Google. One of the tools that I love. Zip tie has a dashboard of all kinds of industries and search queries. And now give this to you for free. You just, it's just sitting out there.

I have a link to it in my QR code. Well, you can say, Hey, is Google showing queries with how much more than they used to with these AI overviews? If that answer is a yes, let's say it went from 20% to 35%. You now can go back and look at your how much queries. I see what pages they're driving to on your website.

Look at those pages and say, is my traffic dropping at the same pace that Google is showing more and more of these results for how much queries or how to, or for e-commerce SAS or whatever. And this data just sits there for the taking. But then once I built the infrastructure to do this with serious signals, I was able to get really cute.

So now I can just say, what about this starts with how or what? And I could look at which clients were most effected from a conversion standpoint. So I'm bringing in their pay data. And I'm saying, okay, which words, search terms, start with how our, what? And I got one client at 34% of all of their conversions came from query that started with how or what, which means if Google starting to show those more and more. It doesn't mean people can't convert, but I wonder what that means for our traffic and potentially our conversions.

And now I need to keep an eye out for that client. And the beauty is I just started putting in all kinds of words for each client, because we architected the data in a way where every time I have a hypothesis, I can just run those words through and see who's growing. And who's not. So here's your action item. Go talk to your paid search team, get the search query report, starting with I or my, or whatever you come up with.

See if they're growing and if they are. You know what to do. Alright, we're going to talk a little about social along with analytics. So one of the issues is this whole zero click content thing. Like I said earlier, these websites do not want to send traffic to your, to your website. Right. They might even penalize you for putting links. Out, so. Amanda to the.at spark Toro did a really great. Really great writeup on like what zero click content is and what it means.

I've got some. My experience has been slightly different. I'm going to share with you that data in a bit. But what the actual item I'm going to get to here is you want to offset the slow decline of SEO with what I call social bangers, stuff that people love. And in those things that people love have a good chance of driving, branded, search and direct, which I think is just so, so, so important. And what I also believe is that when you scale low quality, highly predictable content, that is never going to lead to people, searching or loving your brand, you have to drop stuff that is atypical.

That creates a whole lot of value. So when we live in this zero click world, I'm embedding my video in and I'm getting no clicks. I can't track that. Right. Wrong. What you want to do is if

you've dropped a banger and it's really starting to get movement, you want to start to look at how did my traffic perform for the last, I think I did a Thursday and a Friday, or no, it was a Wednesday and Thursday. Wednesday and Thursday. Back at one point, I think that's one week there was 276.

There's a holiday in there. So it got a little funky 3 76, 3 92. When I got the 4 96 for those two days, that was the same two-day trend where I got this massive spike from my content, which means without even putting tracking links in there. And doing the zero click content. It was good enough that people saw it.

And I started being like, I'm gonna start searching for sear. Okay. So something to consider, especially when you see that homepage traffic bump. Now of course, if I posted a job on the same day or something could be there, but we got a call for the data that we can actually get, because we're just not going to have that much of it.

So your action item here is when you do social well and you went over humans. Make sure you get all the value you're driving because you could be getting extra bumps in your branded search and not even be taking credit for that. Now, we're talking a little about hardware and integration with software. But really what I want to talk about mostly is are my customers being forced onto these like platforms where they have to start to use generative AI a bit. I think that when Google rolled back AI search feature, after people started being like, oh, it told me to put glue on pizza.

That was a gift because now what you have is you've got a definitive before and after. So you should be tracking your traffic to go, Hey, when they rolled back the AI overviews, which pages of mine regained the most traffic. Because those are the ones when they rolled them back are probably the ones when they rolled it back out, we're going to be most effected.

So you had a little bit of a heads up and a warning and you could prepare for what was to come. And then just on August 15th, Google said we've not rolled out. I overviews. To all us searchers. So now we've got a hard date. At which Google made a major change to and disrupted the, the, the layout of the results. So what happened to Google traffic on the week of the 15th? Did certain pages take hits? Well, what I did is I looked, did a quick analysis. How many times did that bar of daily traffic eclipse 1,250. 1,250 visits. And you can see in one week it was 3, 4, 3 4 3 3 0 1 2.

And you know what, the week it was zero. Was August 15th was that week. And you can see. The two days kind of hit the line Monday, Tuesday. Wednesday. The 15th a little bit below and then boom, boom, right after that. So. I'm not saying it's a definitive. What I'm saying here is these are the kinds of ways you're going to have to get scrappy.

You're going to have to adapt and try to find a way to get some kind of data in a data list world. And the remember apples come in with their changes. So what you really want to do is start to understand the dates. Parse out your traffic to the best you can by apple and see what

happened on those dates, especially on desktop versus mobile, to see how this stuff is starting to change the traffic, getting to your website. So you want to analyze that traffic? You want to compare that to the zip tie results and you want to prep for apples rollout. I also would say put most of your time into post my content standpoint on topics that Google doesn't show. Very complete AI overviews, where people are going to have to do deeper digging.

All right. So we've had the great SEO freak out. Right? All my traffic dropped them down 41%, but I knew my business was slightly up. So when my SEO traffic went down, I went into like, okay, what am I going to do mode? And what I realized is I'm just gonna start with blogging more and writing stuff that humans care about. Now this isn't an AI part of the presentation, but it is a, if your SEO traffic is going down, here's where you can get some traffic part of the presentation. So in the old SEO KPIs. You got rewarded for things like this. Someone came into our company.

She said, Hey, I'm going to rebuild out a couple of your pages. She literally built them out. Middle of February and boom, we got a 230% increase to this webpage that would typically be a win. You know what? Wouldn't typically be a win. The fact that we wrote a piece of content, it got 3000 views.

Actually got more than that. I got like 6,000 views. In April. Oh, there is 4,000 views in April and then it just fell off after that. Right. And then it may have had a few and blah, blah, blah, blah, blah. Right. And it trended down, down, down, down, down. But. If you can do that over and over and over again, what'd you end up doing is you start to offset some of your search traffic that you're losing was what I considered to be higher quality social bangers.

The one that when you put it on social humans, like it. Right. That's the thing. There's no bots. There's no algorithm clicking on the links from LinkedIn and going to your website. And remember, this is my website traffic. So that means I am actually able to put links in my posts and still get people to my website. And when I took that over. I went from averaging 5,000 sessions a month. Coming from social to I'm now over 2000.

So I four exit. So now I'm using social and trying to understand people, and that's always better than understanding algorithms and I'm understanding what do people want, what are the hot takes that I'm putting out that they love? And then I go deeper and write deeper posts on those things. And then boom, the traffic starts to show up. So, what do you, what's dead to me, it's siloed marketing the fact that I know how to get traffic and manipulate, not manipulate. Just to know how to get traffic and how to find ways to use social, my social platform. To then move people over to my website helps me to offset my content, my SEO content losses in the short term. The other thing is me too.

Content is dead. When I talk about predictable content, like it's going to be hard in AI world. If you're writing the same content as everyone else to stand out. It was really interesting. Is my social bankers got eight times the newsletter signups as my webpage that got, that increased 230% in traffic. And I was able to do it with significantly less traffic.

That's the thing. And I'm looking at newsletter signups as a higher order of magnitude and value. I wrote a whole blog post about this, a link to it. But I want to move on for time sake. Okay. So what I did. What I ended up doing is I looked at the word SEO, RFP and sear ranked like number four or five four.

When I read it, I was like, this is not that good. Because it sounded like everybody else. So what I did is I took a step back, rewrote the post, from my perspective on what I would do. If I was hiring an SEO company, it sounded completely different than all the other content marketers, because I've actually been in the business for 25 years. And what happened.

I took out all the SEO stuff that every other SEO did, and we moved to the first position in Google for SEO, RFP.

So now if you're thinking, but will my thought leaders are busy, I can't get them like you're willing to write, but I'm a content marketer. I'm an SEO. I can't get access to my thought leaders. All I'm hearing is excuses. So let's get over that. Excuse. Let's use voice AI. What do you mean by voice AI will?

Well, I'm going to show you one of my favorite tools it's called vapi and vapi basically allows me to create assistance that are attached to phone numbers. That if somebody calls the phone number, they can, it'll prompt them and ask them questions that pools their expertise out of them. As you can see over here on the right hand side, I'm able to use all different types of providers.

I can use open AI. I can use perplexity. I can use the anthropic. I can use whatever I want. Right. So now I'm able to basically write system prompts. Hey, you're an interviewer at a digital agency. I want you to read this blog post below from Google, understand it, fully develop questions for the person that you're interviewing, blah, blah, blah, blah, blah.

And then I say it at the bottom. I go do not accept basic one-on-one answers. If you feel the answers you were given are highly predictable, keep probing kindly for deeper answers until the person gets you. Something that you feel isn't common knowledge. And then I paste it in the blog post, and then I just sent this out to my team and everybody had opinions on it.

So they start calling in and saying what they think, and now I'm taking those. Executive thought leader type of insights. And I'm finding a way to make it easy for the team. These things are not foolproof. They actually kind of suck a little bit at time, they cut you off and all that stuff, but you know what. It helps me to take advantage of people's downtime and free time to get expert level content.

So I'm not stuck doing the same old crap that everyone else does. I've got one. That's really good at trying to ask people questions to better understand their goals and objectives. It does

cost me about 8 cents a minute. So what I'll do, if somebody is super interested in it, I will send you the phone number.

I'll send you the link to this one, please don't share with anybody, but I would love your feedback. And I would love for all of you to see what it kind of feels like to have something interviewing you and asking you questions. And I know it's going to be a little janky, but think about it.

I got a freaking website that any of my clients can call 24, 7, hit up and leave their thoughts. And it's going to ask and pull out the questions. So then I can put it, spend all my time working on their solutions, not on just extracting out the Intel. You might want to do this folks. All right. So the next thing is, is you got to figure out, am I showing up?

Am I visible? And there's a bunch of tools out there starting to come on the market, but I think they all leave a little bit to be desired. HubSpot's AI search grader has blown up. How many of you in here have used that? I bet you a bunch of people have you put in just your company, name, your location. Your product or service in your company type, you click grade and boom.

You're done. It's pretty awesome. Right? But when I started getting these answers back, it's like, well, your brand is being discussed and it's positive or neutral, like, okay, that's good. But what do I do with that? Right. So Dan had some other reports by broadly, felt like this is a great start, but I can't take this into my manager in. Knock it fired.

Like it's like, what are you going to do with this stuff? Right. And then last week, SEMrush. Came out with their AI overview section. And what I love is that I can go in for, I picked us bank as an example. And I can say, show me all the queries where AI overviews are showing up and now we've got it. Routing number. You know, and their URL. And I could see IRA versus 401k. And I'm going to double click on that. And go. All right.

So what type of IRA versus 401k in the previous world? This is just an answer box, which meant there's a good chance that us bank was getting some traffic from this thing.

This is what it looks like now. So if I'm getting that robust of an answer that I can ask more and more questions to at the bottom, why am I going to click on these? This is why you're going to just get less traffic. This is why I'm begging you all to change those KPIs.

The other thing you've got to think about is how am I going to scale getting a bunch of questions?

So if you track a thousand keywords, You got 4,000 questions. Ish, maybe a little bit less because there's usually four people also ask for every question. So you're tracking the keyword best midsize SUV. You're now going to get a bunch of questions that people are highly likely to

ask. And if your Mazda, and this is the answer on the, on the PAA, you can actually pull out and I'll show you how to do it.

You can pull out all the brands and when you pull out all the brands, you can go, wait, I'm not showing up when people ask for value SUV's, but I have a value SUV that is important to know. Because when you run it through chat, chippy tea, Mazda CX five shows up. So maybe for Mazda, as people move over. To chat GPT or other tools to find their cars. Though, actually.

See your brand there, which might lead to more branded search, which is what I was telling you to track earlier. So, if you want to do this, you just get a Google sheet. You put in the people also ask questions, answers, you run some prompts to clean it all up, and then you can find out which brands are showing up in.

My people also asks which ones are showing up in chat. P T it looks really simple and easy. I recorded a video. You can watch it and you can build it yourself. But we also found that like for our clients, we didn't want them building their own versions of this. We didn't want to build it all manually.

So we built an AI entity checker. So now for instance, I took a hundred questions for one of our clients in the auto space. And I guess he, they were mentioned 23 out of a hundred times for the questions that we gave them. And you can also see, this is for SERE site that might share a voice we track over time.

So now I can see what kind of questions am I showing up for more over time where Sears brand has mentioned. And what's great is in the, in the, in the auto space. I'm able to see, I don't have. I have. to put in all the individual brands, we automatically look at all the answers, extract all of the brand names. Using AI to figure out what are the brand names. And then we now have all the brands, but we also can look at the answers themselves. Oh, sorry. We can then trend out the brands over time as well. We just started running this for one of our clients. We just built this. And again, there's a link to it in my QR code. If you're interested, you can sign up for For a beta. We're still taking on a few in-house teams and whatnot who want to say, oh, well, I like what you guys are doing.

Let's check it out. But what's even better. My friends is now I've got different themes. So now we're using AI to theme. The question, is it fuel efficiency? Is it incentive? Is it safety? And now we can see what are my top themes. And then we can associate brands with themes. Ah, It's a beautiful thing.

So then what you end up being able to see is like, whoa, for reliability and fuel efficiency. We over index on our generative AI share of voice, but on affordability, we're missing the mark. And then if we really want to dig in, we're actually able to see the question that we asked the date. It was run the answer that showed up the brands and the themes that showed up this thing has been a thing of beauty. All right. The next thing I want to show you all is PO it is something I

think you all need to use. And what it does is it's pretty much a tool. That will allow you to with one click compare. Your prompt across multiple LLMs.

And then what do I do at the end of it? I ask it to compare all the LLMs to each other. I give it a bunch of facts about my business and see who was hallucinating and who isn't. If you do this, my friends, you will start to better understand when these models get better, faster than anyone. So your action step sign up for PO or there's another one called Maggie. And I'm running a query on your company across multiple models.

It is critical that you gain the skillsets that help you to know when these tools. When these models are getting better about your brand or worse. You may also want to use AI to analyze the AI answers against your company's facts, to better understand how the models are getting better. So if you're wondering what, all right, well, how can I rank. I honestly think that a lot of algorithmic signals are going to be the same kind of things that we're going to need in chat GPT.

And in these AI overviews to rank, it's just my thought. So the training databases can really tell us a lot. You know, if Google doesn't want to crawl your low quality content, now, why would they want to put the same content into its AI models? This is a question we have to ask ourselves. Why would they want to do that? Because Google. At one point bill page rank, because they knew there's going to be a plethora of content and they had to find a way to rank it. Chatbots, if anything, they're like, oh my God, there's so much content out there being produced now due to these chatbots that they also can't just trust all content at the same level. So, what I tried to do is I went back and I said, okay, there was a post Don on the Washington post. And it went through and allowed you to query different website and Google C4 data set, which was the first data set.

It used to train. To really begin this. Eh, their AI journey on like, you know, they needed a common crawl and a bunch of data. So I put my domain in, found out. We were called a good bet. Okay. For me. Oh, I was surprised. And then I put in other domains, search engine journal and search engine land. I'm going okay.

They're called more. And then I put in MAs and I went, Ooh. MAs. So what this is making me think of is. Obviously there is. they have ranked. The sites they thought were most important based on how much they, how many tokens they deployed against those domains. So maybe. The way that MAs talks about SEO might have more influence in the model than the way that sear talks about it, because they spent a lot, they spent like 10 X, the tokens. On crawling their site, actually 20 X, the tokens. And this is Aiden Gomez and he talks about how like these models can get a lot better when they put in higher quality content, you know, content written by actual thought leaders, journalists, et cetera. So I think that one of the things we're going to run into is they're going to want to train on higher and higher quality content.

And that's why we're singled relationships be formed between people like, you know, NewsCorp and open AI, other places I'm going to give you the code on how to pull the common crawl yourself. Of course the. The models now don't use the. common crawl nearly as much, but I

want to give you another example of how I, without knowing a lick of code and now able to pull out the common crawl and see how many tokens have been used. For training their data set for me versus my competitors.

And I really hope that the search, the search bots get transparent about their models because it's transparent and open source is Facebook is they are not open sourcing. Where they are training their model, which doesn't help me to understand what sites they value. They couldn't value more in how they develop answers. I think for those of us who have partnered with product and brand and PR over the years, we're ready. Because we always knew that scaling low quality, highly predictable content was going to be garbage, but you need a brand, right?

A brand has a belief. So this is a company called Nudie jeans. They actually have in their store used genes. Cause they don't believe in putting more stuff in the landfill. So it sits there, there, they will repair your jeans for free for life. And if you want to get rid of your genes, they go send them to us.

We'll give you 20% off another pair of jeans, cause we'll turn your jeans into patches for other people's genes. So then when I go out to chat chippy tea, and I go, I'm looking for a sustainable and environmentally friendly Jean brand. Give me details about each one, nudies showing up. They didn't need to optimize for this because it was part of their freaking brand.

Right. What I also love about this is if you're impo and you use Gemini 1.5 pro you see these little numbers out there, the beauty is when you do a search on Gemini 1.5 pro and PO they give you the links they used and they're citing from that could also give you a little bit of a peak. Into what kind of sites are being rewarded. In these, in the Google algorithm. For Gemini potentially.

All right. So. I think you can beat that AI traffic degregation by winning for humans on social. I said it before. I'll say it one more time. So there's some hard truths about SEO. Your traffic's going to drop. That's okay. We're going to offset that traffic drop by Brighton bankers on social, getting that traffic from social and also watching our brands jump. Direct and on and on branded search and direct search to our homepages. I think as long as we follow the customer, we're going to be just fine.

The problem is, is when we follow the channel and not the customer, we start getting worried about what's going to happen with SEO. As long as people are looking for answers and buying shit, we have jobs. And as long as there's a plethora of content that needs to be ranked somehow there's gotta be an algorithm. Right. All Right. Is the customer behavior shifting. Hopefully today I shared with you a few things they're going to help you to see whether or not customers behavior is changing. Right. We want to track those changes. And then we realized that ranking the vanity metric of ranking doesn't matter as much because just ranking no longer means you're going to get traffic with all these new AI answers showing up.

So you have to shift your KPIs. You then need to partner with people like brand, tighten up your brand tracking, get that ready. And when it comes to getting visible, I didn't talk about this before. A lot of people are showing up with snake oil crap, to be honest, most of us have no idea how these LLMs are ranking things outside of their predicting words, based on the words around the word.

Well, that's like PR and brand stuff. That's why I left you with that.