

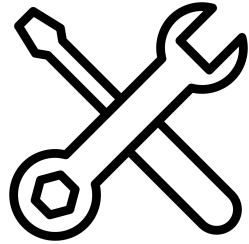


# Leveraging AI in your SEO Strategy

with Samantha Torres



# Why should you consider using AI tools as part of your SEO strategy?

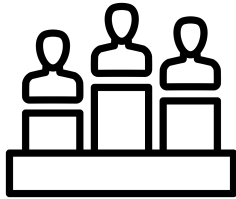


**AI is rapidly becoming a standard tool in SEO strategy**



**AI can provide a perspective you may not have considered**

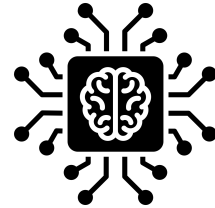
# How should you expect generative AI tools to impact search engines and click throughs generally?



**There's more content than ever, so indexing is becoming more competitive**



**Niche and expert content is more important**



**AI may begin to move search behavior over from Google**

# How should you adjust your SEO strategy to account for the changes to the search landscape?

## DO

Publish with E-E-A-T (Experience, Expertise, Authority, Trustworthiness) ✓

Be transparent and authentic with your content ✓

Prune content if you have more than 100,000 pages ✓

Craft intuitive navigation and information architecture ✓

Spend time on schema markup ✓

## DON'T

Keep content that doesn't make sense ✗

# What are some common use cases for leveraging AI in SEO to generate content?

Running your  
Blog / Generating  
Organic Traffic

Tailoring custom  
landing pages for  
SEO and SEM

Creating Social  
Media Posts

Others

**What it is:** Use AI as a drafting tool

## Tips

- Be aware of violating other's copyrights
- Anything crucial to your brand should be owned by a human
- Be cautious with proprietary information
- Use AI for non-sensitive tasks
- Monitor performance vs. human-generated content

## Tools

copy.ai

 GPT-4

 perplexity

# What are some common use cases for leveraging AI in SEO to generate content?

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Creating Social  
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Others

**What it is:** Curate for SEO, Generate for SEM

## Tips

- Create a template and adapt it for different industries
- Understand your audience's concerns
- Curation of generated content is key

## Tools



# What are some common use cases for leveraging AI in SEO to generate content?

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**Creating Social  
Media Posts**

Others

**What it is:** Use AI to repurpose existing content into social media assets

## Tips

- Create a content calendar
- Experiment with tone and style
- Evaluate your content while creating posts

## Tools



# What are some common use cases for leveraging AI in SEO to generate content?

Running your  
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**Others**

## **Other content generation use cases to consider**

- Repurposing existing content in new forms
- Tailoring content to readers
- Idea generation
- Persona Research and Creation

*Question: Does anyone want to share how they've experimented with AI across these use cases?*



# In what ways can Generative AI enhance the understanding of search intent and user behavior for SEO professionals?

## Working with Metadata

Pulling insights from traffic data



### What it is:

AI can save time on metadata creation

### Tips:

It can help you with your schema and alt text

### Notes:

- AI can generate wild descriptions
- Alt text usage varies among internet users
- AI can reveal new product uses when generating descriptions
- AI can help you create the scripts to put in your structured data
- It can help put structured data for videos

# In what ways can Generative AI enhance the understanding of search intent and user behavior for SEO professionals?

Working with Metadata

Pulling insights from traffic data



**What it is:**

Using AI for data analysis

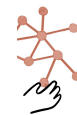
**Examples:**

- AI can be used for Metadata and Alt-Text analysis
- Persona discovery and research

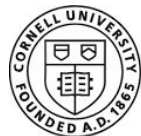
**Tools:**



graft™



Claude

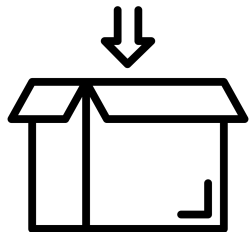


Cornell University

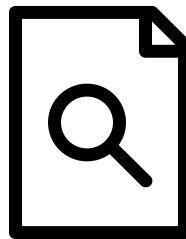
# How do you think about scale vs. quality of content when using generative AI in SEO?



Quality outweighs  
quantity in SEO  
strategy



Repackaging and  
redistributing  
content is key



Crawling and indexing  
is something you can  
no longer take  
for granted

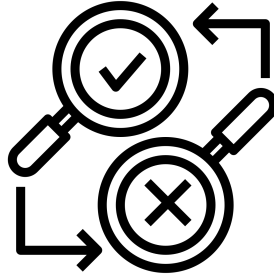


Focus on your area  
of authority

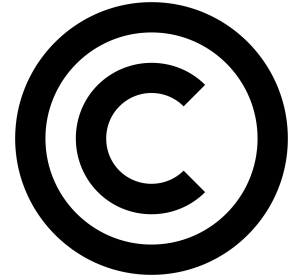
# What are common pitfalls?



**Skipping out on  
human editing**



**Foregoing  
fact-checking**



**Blatantly  
disregarding  
copyright**

Questions