

SEO has changed

Have your strategies?

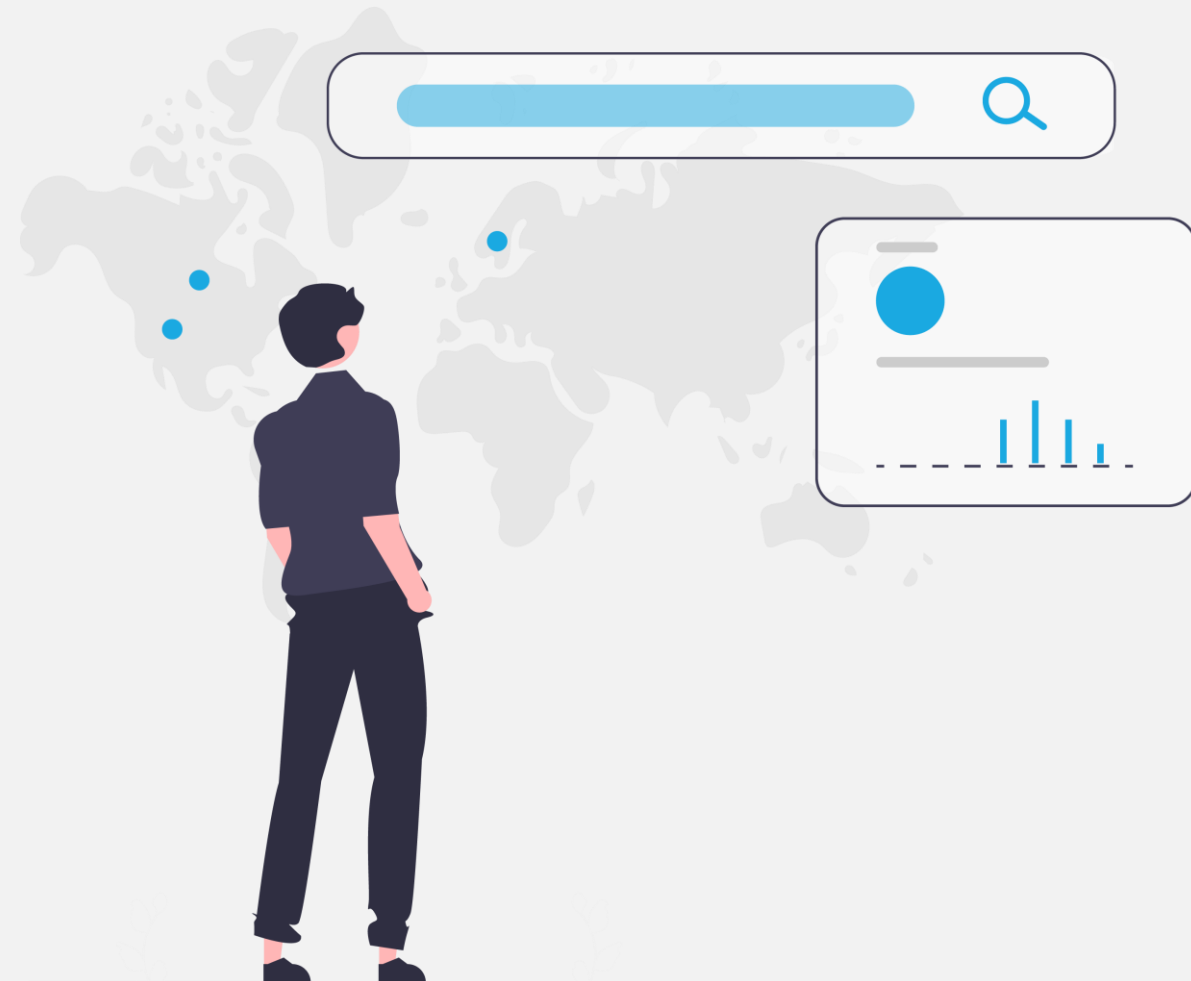


Jenna Watson
SVP of Media, DAC

Show of hands

Who, besides me, was around when SEO meant...

- Keyword density/keyword stuffing
- Meta keywords
- Worrying about search demand for singular vs. plural versions of a keyword
- Massive, time-consuming outreach to “webmasters” for link building
- Buying backlinks
- Having access to detailed keyword data directly in GA



MYTH #1

**Once you know how to do SEO,
you'll always know how to do SEO.**

People consume more visual content than ever

TikTok Surpasses Google and Facebook as
world's most popular web domain



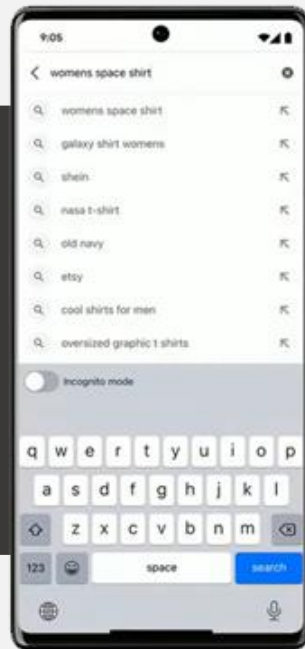


People consume more visual content than ever

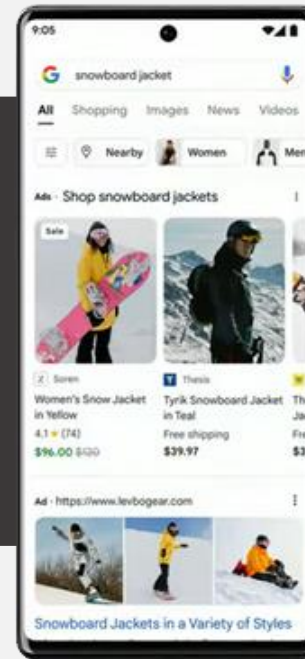
On the average webpage, users read only **28%** of the words.

Google understands and is responding

More visual ads



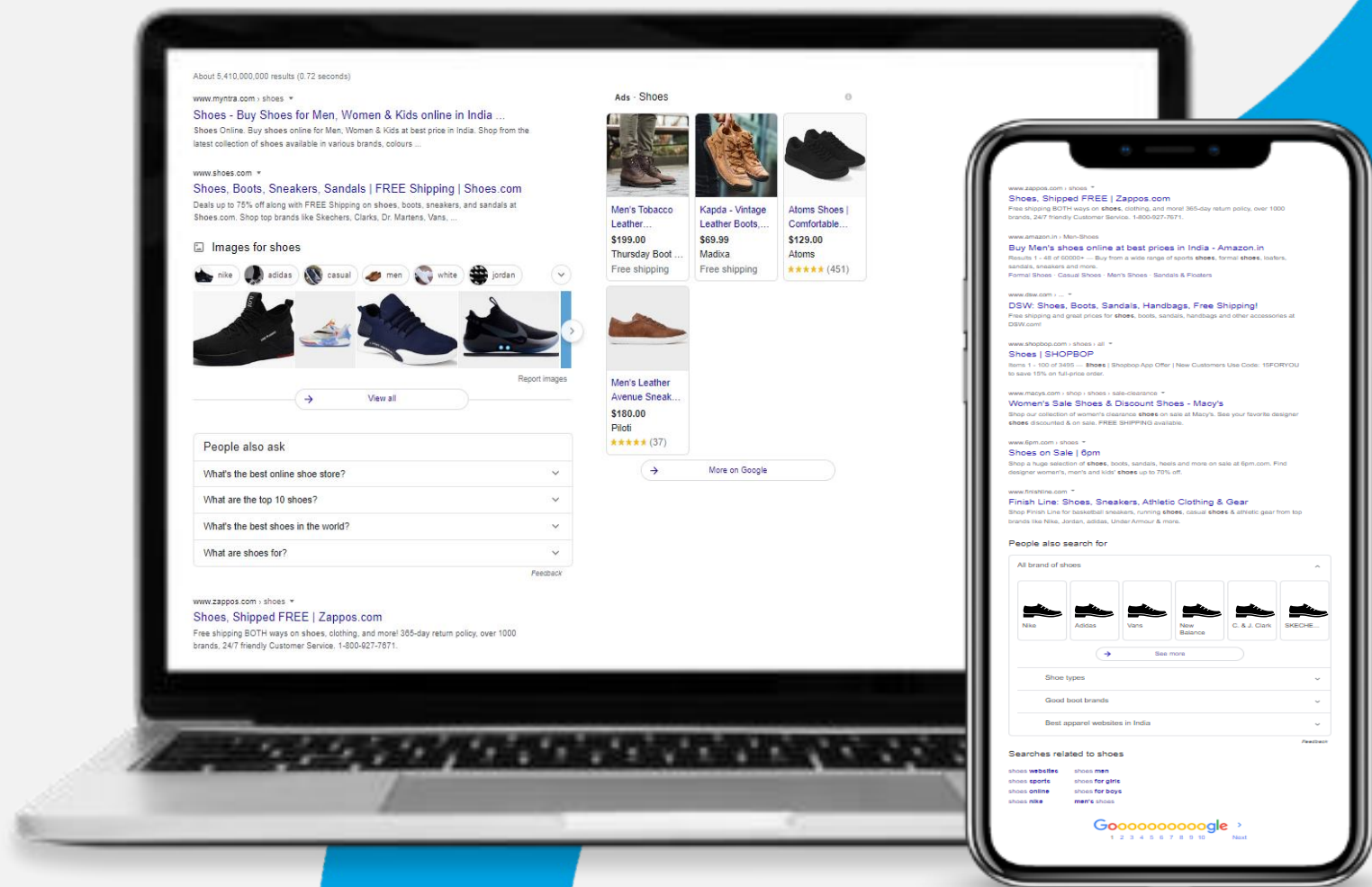
Visual & immersive ad experiences in search



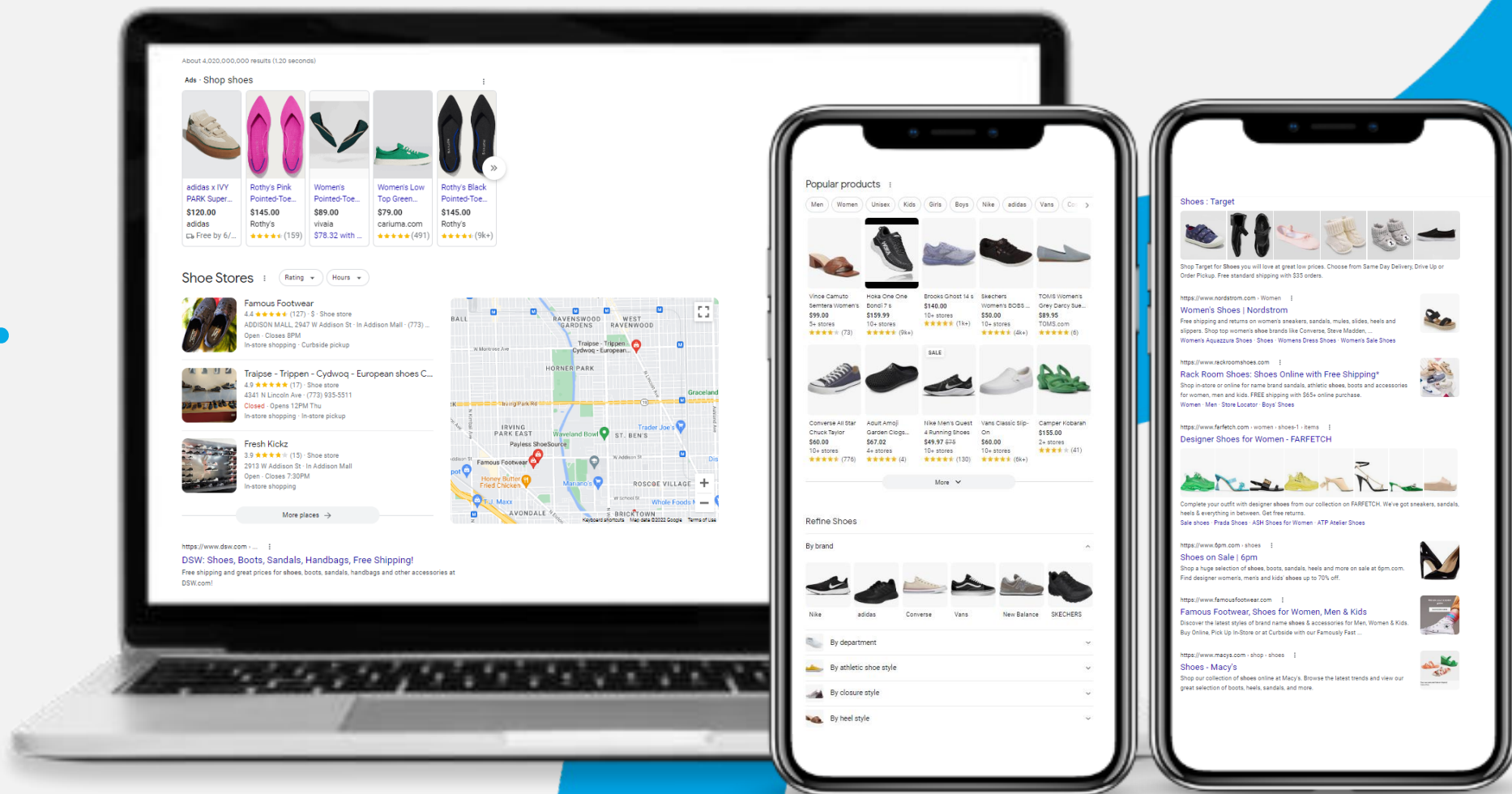
Video ads on Discover



As a result,
the SERP has
changed from
2020...



To 2023...

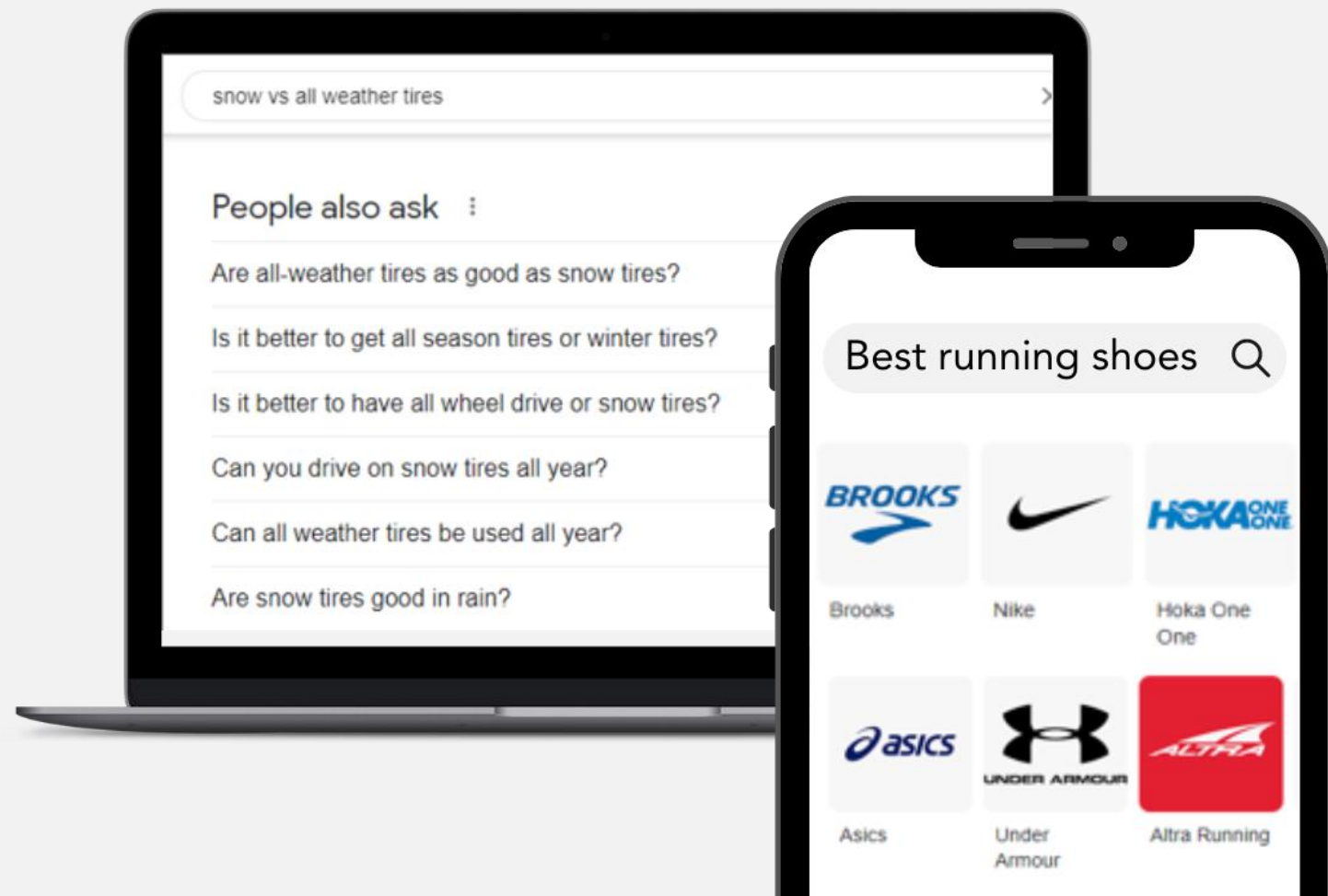
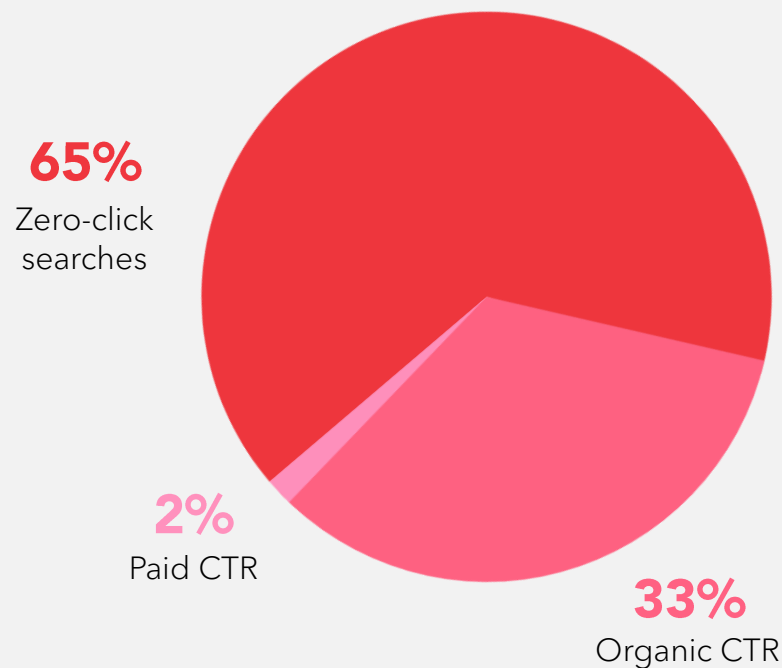


MYTH #2

**SEO was built to drive traffic
to your website.**

2/3 of Google searches yield zero clicks

Google Search CTR & Zero-Click Searches, 2020



You can learn just about anything about a business without a single click

Hours

Location

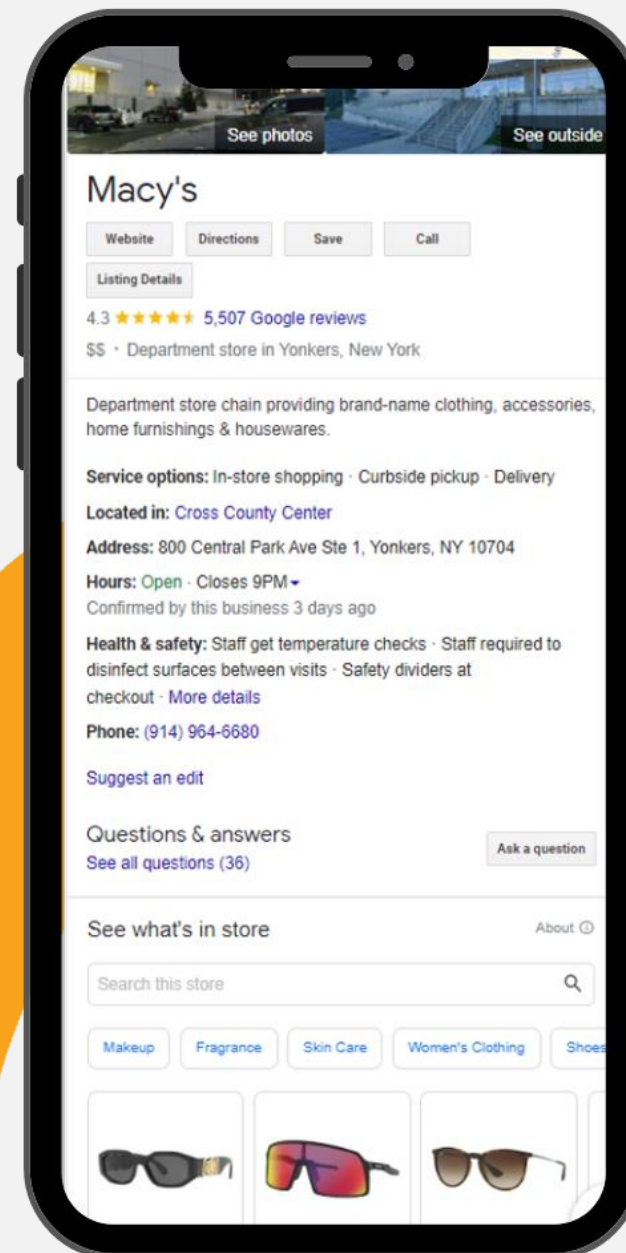
Product

Services

Menu

Atmosphere

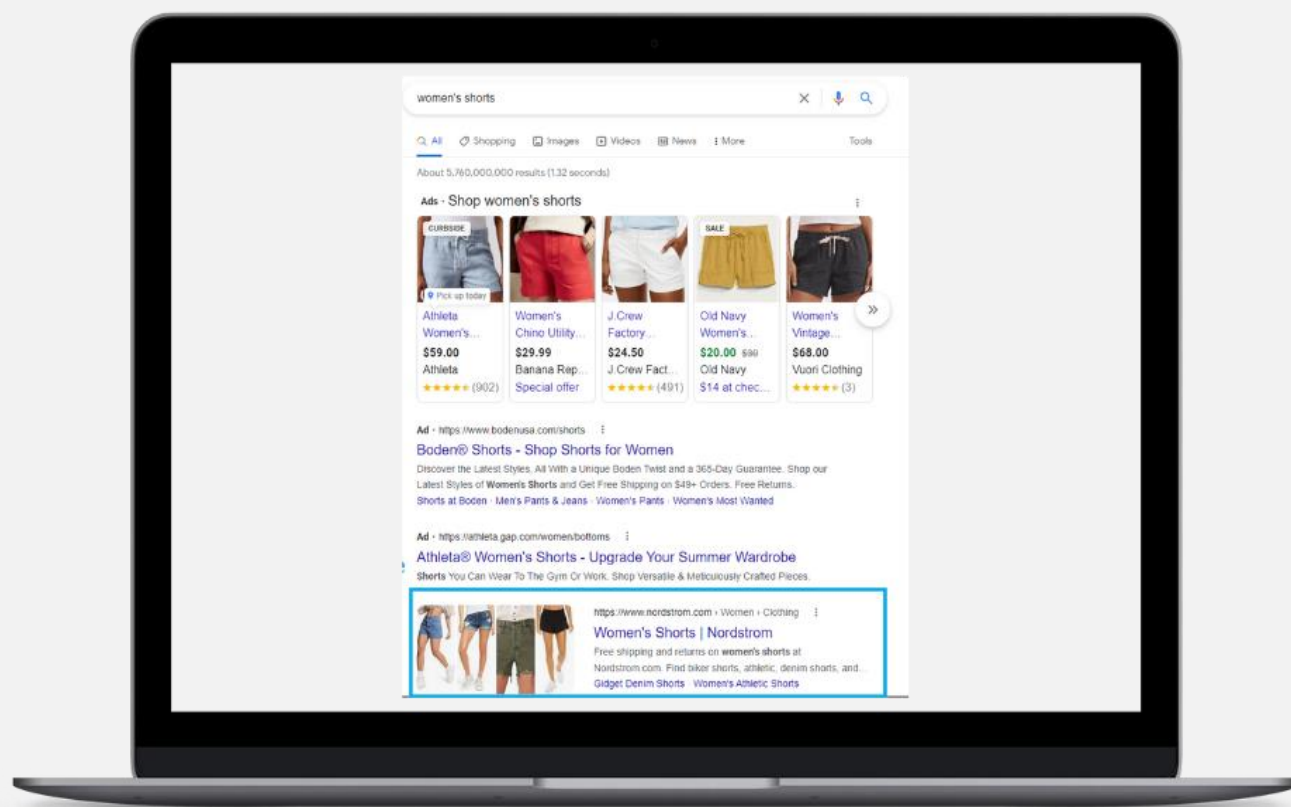
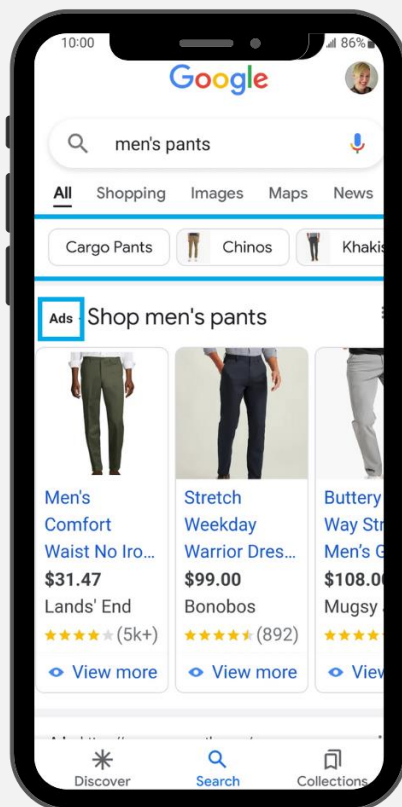
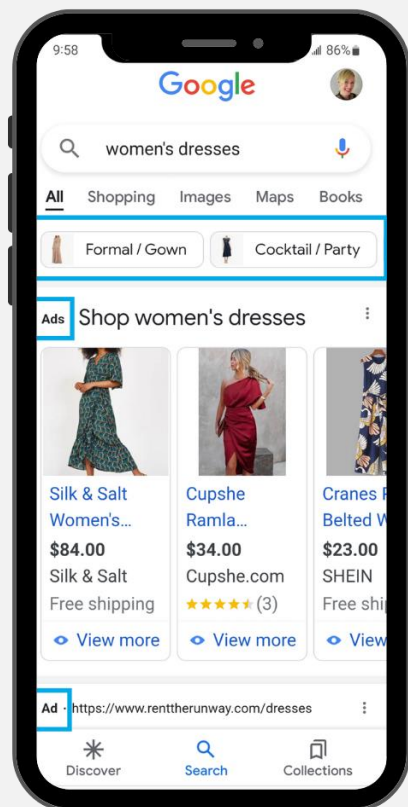
Attributes



MYTH #3

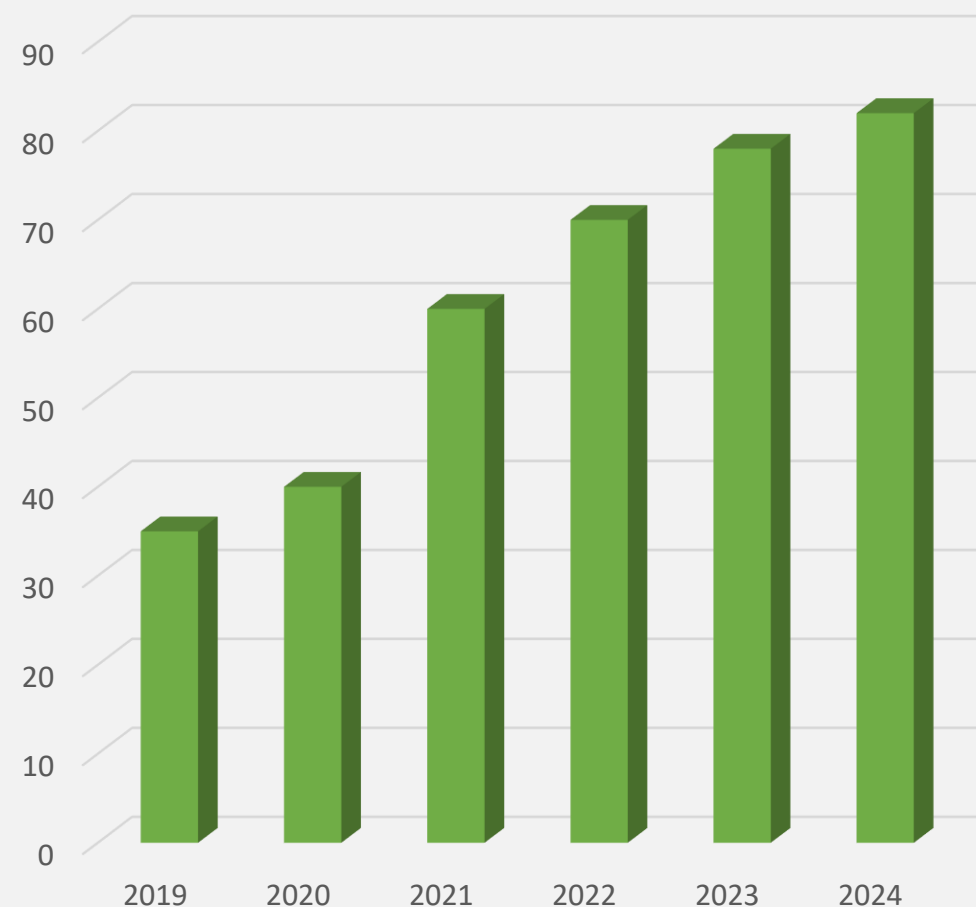
SEO is going away. SEO is dead.

It's harder than ever to get free SEO traffic, as Google has monetized the SERP



Google must
monetize in more
places to keep
growing

Google Ad Revenue (2019-2024)



** revenue in billions of dollars USD

There's hope!

So what's to be done about it?

5 steps to overhaul your SEO in today's world

1

**Get your site
in order**

2

**Know your
audiences**

3

**Make the content
people want**

4

**Break down
internal silos**

5

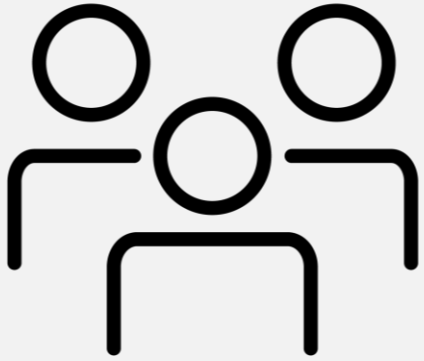
**Measure your
impact**



Get your site in order

- Address all technical and UX shortcomings

01



Know your audiences

- Learn what they need with data-led personas
- Map out their journey in every channel, format, and message that matters

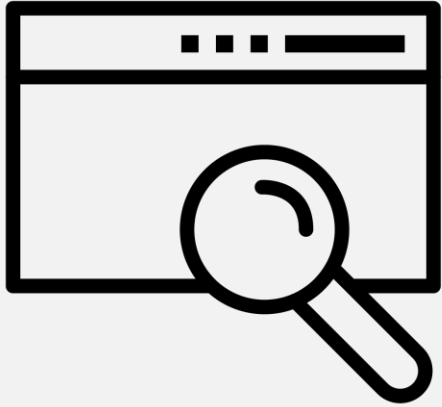
02



Make the content people want

- Create and optimize multiple content types – including local listings - based on where your brand may appear in the SERP

03



Break down internal silos

- Think about everywhere your consumer can interact with the brand on the SERP
- Create holistic search strategies

04



Measure your impact

- Use a composite of weighted factors

05

Want to **know more?**

