



Overview of Search Optimization

May 2022

What you're going to learn today

- How search engines find + present your brand to searchers
- Why creating personas, following the 4 “rules” and measuring is critical to online marketing success
- How human engagement with your brand impacts your brand's search visibility
- How Google personalized to you and what it knows about you.
- What organic discovery will look like in the future.



**Katherine
Watier Ong**
WO Strategies LLC

- Built first website in 1994.
- I've lost sites due to too much traffic (to EWG.org for 4 days, but still 1.2 million visits up from 300K)
- Helped NYer's get registered on the NY Health Exchange
- Pivoted search query volume toward electronic health records for HealthIT.gov, and
- Helped Cancer.gov grow from 1.5 million to nearly 5 million searches/mo.

Brands Katherine Watier Ong

has worked with



@KWATIER

What is SEO?



Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your online assets through organic search engine results.

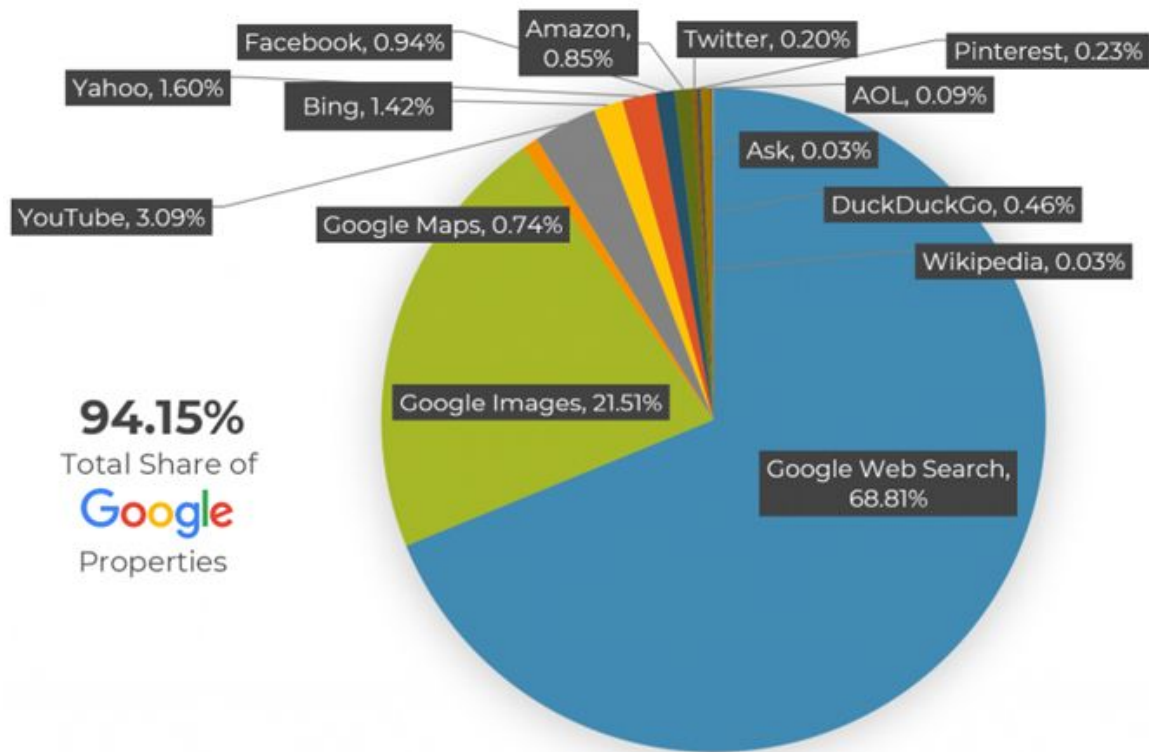
Setting an SEO Strategy

- 1. Understand your target audience, your business goals.**
 - Create data driven personas, search intent research, and customer journeys.
- 2. Check to see if you follow the“Rules.” Do an audit and fix issues.**
- 3. Implement changes based on user data:**
 - Adjust all content and promotions based on personas, journeys, and data.
 - Improve search engine result page (SERP) click through rate (CTR) & on site engagement. Test.
 - Check/measure on site usability. Fix.
- 4. Keep reading search updates and adjust based on search engine changes.**

Search Engine Market Share | Q1 2019

(based on 230B+ browser-based queries across 10M+ mobile & desktop devices, January-March, 2019)

All
online
activity
leads to
Google



FACT:

91% of content earns
no Google traffic

The Elements of SEO Success

1. Understand the marketing platforms
2. Follow the “rules”
3. Be user focused
4. Stay up to date

SEO Success #1:

Understand the Platforms

Google: Paid vs Organic

Organic

Organic

Paid Ad

Google Probiotics Benefit Vaginal Health

About 931,000 results (0.50 seconds)

Ads - Browse Probiotics Benefit Vaginal Health

Private Party Vaginal...	Seed Daily Synbiotic -...	Love Wellness: Good Girl...	Garden Of Life Raw...	Women's Probiotic...
\$26.00	\$49.99	\$24.99	\$31.49	\$17.46 \$25
HUM Nutrition	Seed	Love Wellness	Pharmaca	Physician's C...
★★★★★ (5k+)	Free shipping	★★★★★ (5k+)	★★★★★ (817)	★★★★★ (2k+)

www.healthline.com › health › probiotic-vaginal-health

Probiotics for Vaginal Health: Safety, Efficacy, and Types

LCP:1.515 FID:0.017 CLS:2.18

Jump to **Benefits** – More recently, **health** experts have begun to consider the potential benefits of **probiotics on vaginal health**. The scientific evidence is not conclusive. However, it appears that at least one strain of **probiotic**, *L. acidophilus*, could help prevent and treat **vaginal** imbalance issues like bacterial vaginosis (BV).

Conditions · What works? · Good probiotic strains · Takeaway

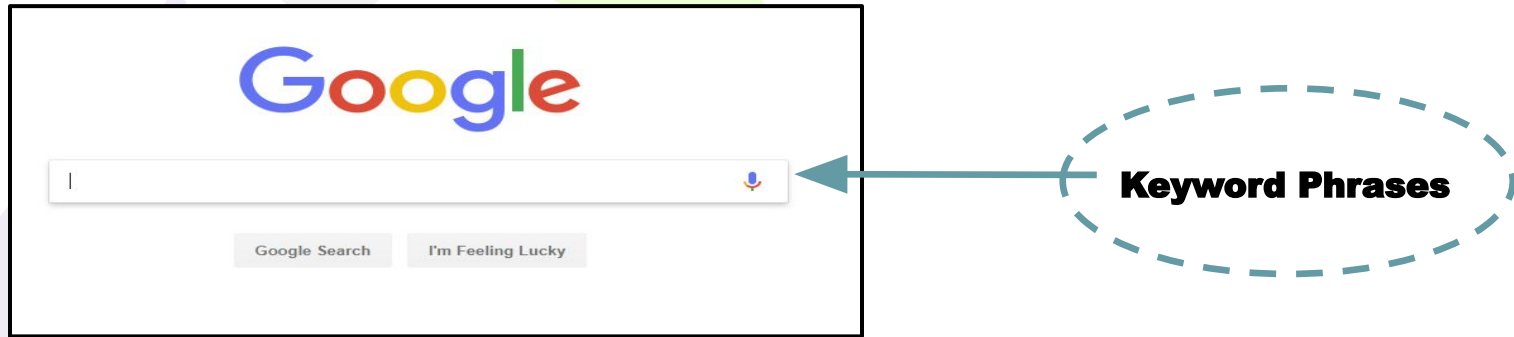
People also ask

- Can probiotics make your VAG smell better?
- Do probiotics help pH balance?
- What probiotic is good for BV?
- What do probiotics do for females?

Feedback

Search Engines 101:

Google and Bing create their listings automatically. They use “spiders” or “bots” to "crawl" links to web pages and other files. They extract entities. They then add it to their index.



The search engine is focused on serving relevant, fresh, high quality, content that Google thinks matches the searcher's intent, journey & is personalized to the user.

Google in 2022



Q: How many
ranking
factors?

A:

Possibly 5 million ranking factors

Some weighted more than others. We know only a portion.

Factors change per keyword.

More Than 10 Blue Links

Climate change : Overview News Effects Causes Videos

Climate change **threatens people with food and water scarcity, increased flooding, extreme heat, more disease, and economic loss.** Human migration and conflict can be a result. The World Health Organization (WHO) calls climate change the greatest threat to global health in the 21st century.

https://en.wikipedia.org/wiki/Climate_change

[Climate change - Wikipedia](#)

Organizations

Intergover... Panel on Climate...
350.org
Environme... Defense Fund
World Wide Fund for...

- What are the 5 effects of climate change?
- What is climate change simple definition?
- What are the 3 main effects of climate change?
- How climate change will affect us?

<https://www.youtube.com/watch>

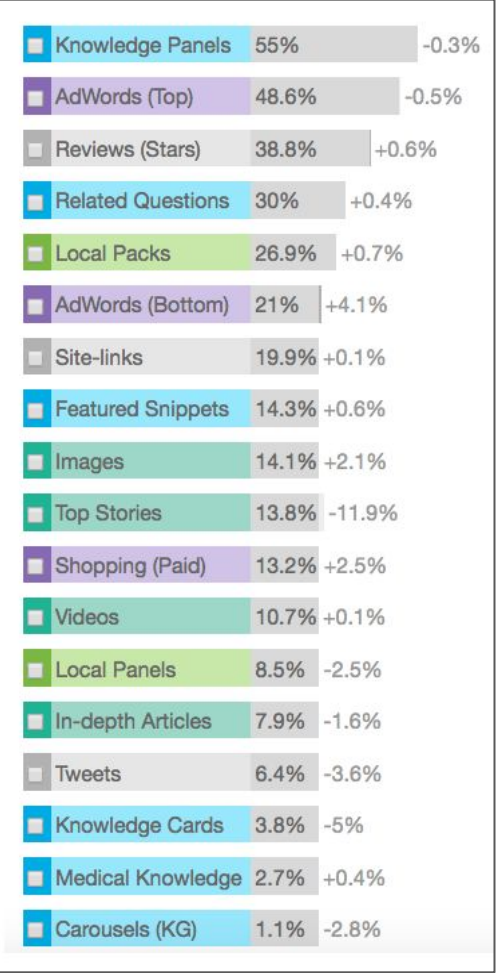
Causes and Effects of Climate Change | National Geographic

What causes **climate change** (also known as **global warming**)? And what are the effects of **climate change**? Learn the human...

YouTube · National Geographic · Aug 28, 2017

3:05 PREVIEW

4 key moments in this video



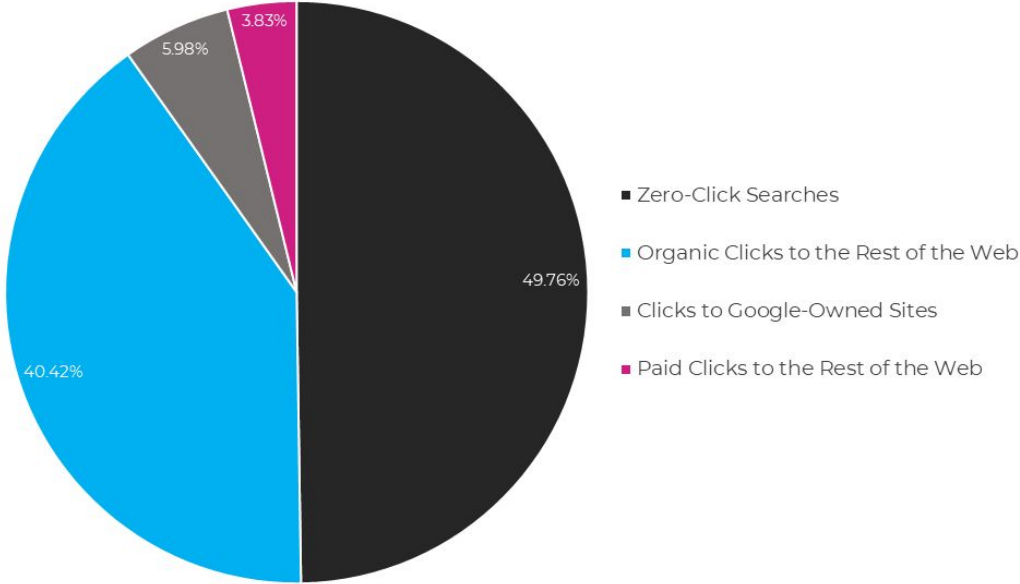
60%
of Google
searches are
mobile



Only 40% of Searchers Now Click on Organic

Where Google's Searchers Click (Q2 2019)

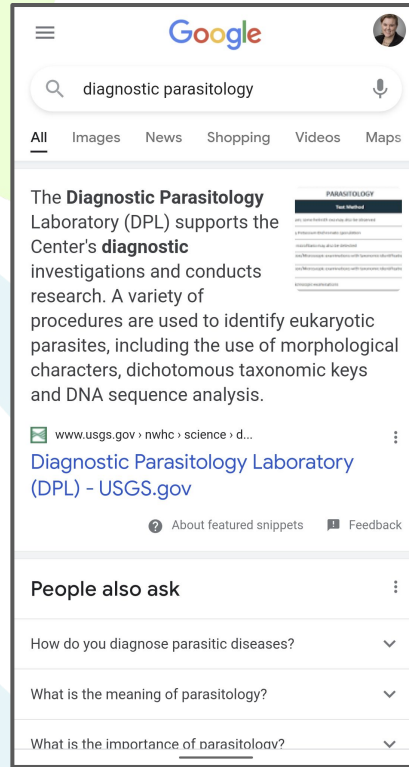
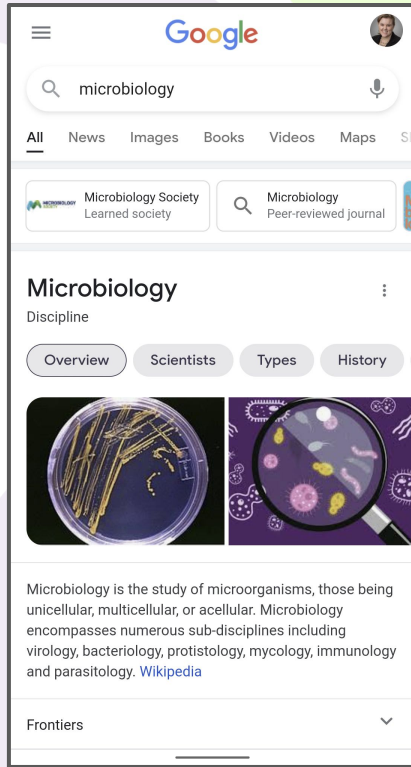
data from 140M+ browser-based searches on millions of mobile and desktop devices in the United States



jumpshot

SparkToro

Mobile = Decrease in Organic Clicks

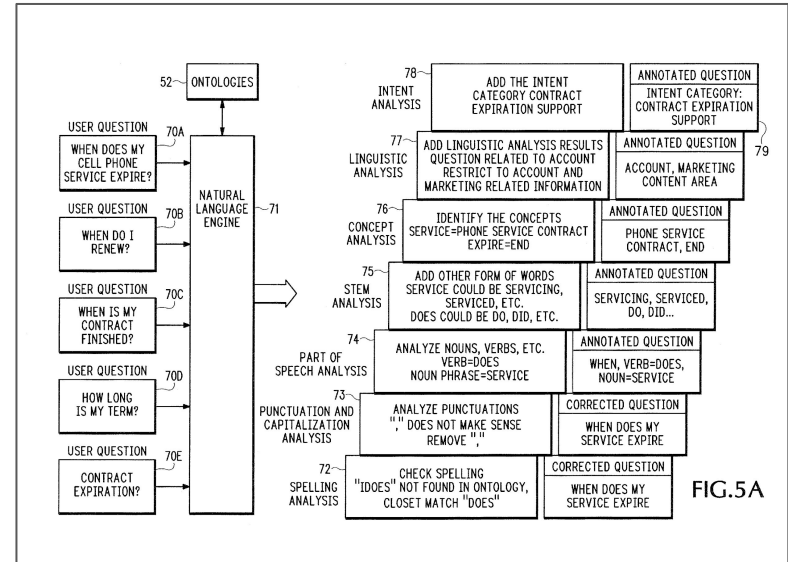


FACT:

Google delivers content
based on the searcher's
journey

Google: An Intent Engine

From the Google patent: An intent based search engine classifies multiple different unique queries into common “useful” intent categories.



"Intent beats identity. Immediacy trumps loyalty." - [Google's VP of Marketing](#),

[Lisa Gevelber](#)

It takes 10 minutes to understand your intent

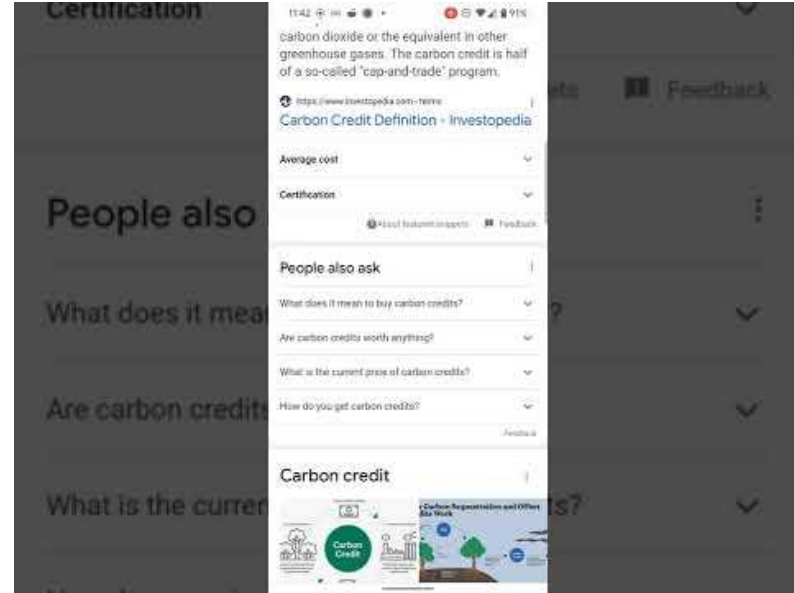
- rentals
- gorgeous locations
- flowers
- vow ideas
- officiant
- tuxedos



Photo: Eric Kelley via The Knot

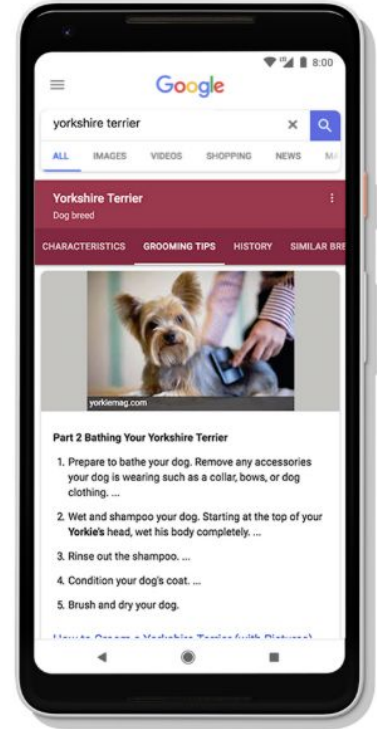
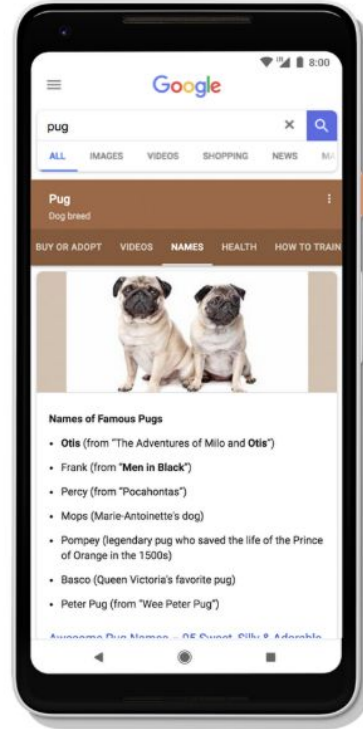
Intent is Everything

This is why it's critical to look at the SERPs before selecting + writing to topics



Google Also Understands Topics

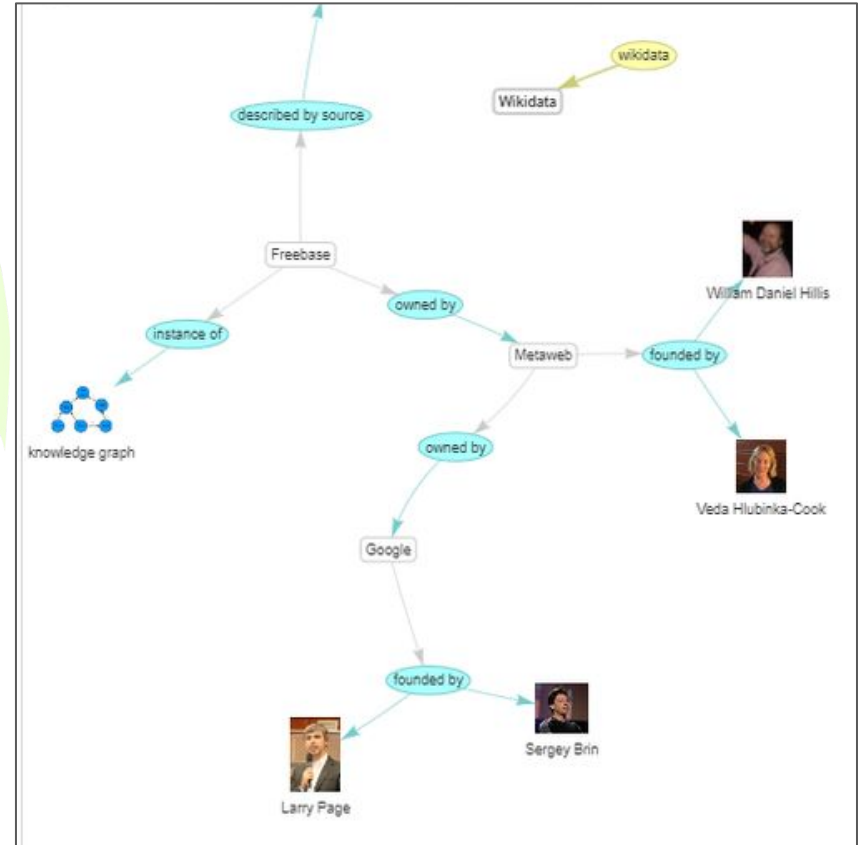
“We’ve taken our existing Knowledge Graph—and added a new layer, called the Topic Layer ...to deeply understand ... how interests can develop over time as familiarity and expertise grow.”



Their Knowledge Graph is Key

Google's Knowledge Graph:

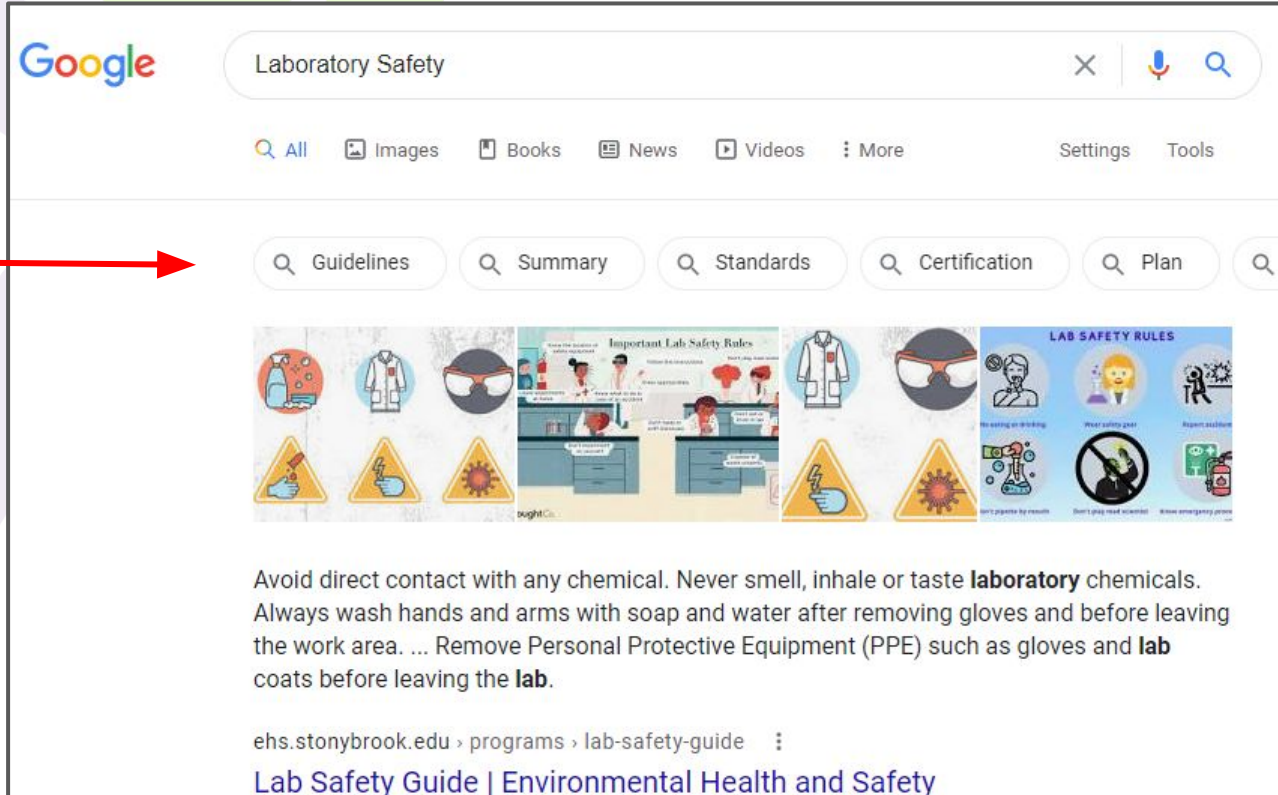
- Entities are placed in relation to one another
- Each entity has attributes
- The entities are set in a thematic context or an **ontology**.
- Was build off existing databases (and schema) and is now improved with ongoing search queries.



How does
this impact
Organic
Discovery?




Topics in Search



Google Laboratory Safety

All Images Books News Videos More Settings Tools

Guidelines Summary Standards Certification Plan



Avoid direct contact with any chemical. Never smell, inhale or taste **laboratory** chemicals. Always wash hands and arms with soap and water after removing gloves and before leaving the work area. ... Remove Personal Protective Equipment (PPE) such as gloves and **lab** coats before leaving the **lab**.

ehs.stonybrook.edu › programs › lab-safety-guide

[Lab Safety Guide](#) | [Environmental Health and Safety](#)

Filtering in Search Results

A screenshot of a Google search for "types of wind energy". The search bar shows the query and a microphone icon. Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Maps", and "Shopping". The main content area features a featured snippet titled "Wind power" with a small image of wind turbines. Below this, there are tabs for "Overview", "Types", "Disadvantages", and "Function". The "Types" tab is selected, showing a list of three major types of wind energy: Utility-Scale Wind, Offshore Wind, and Distributed or "Small" Wind. A date "Apr 30, 2019" is shown below the list. At the bottom, there is a link to "The Different Types Of Wind Energy" from kiwienergy.us.

A screenshot of a Google search for "motility". The search bar shows the query and a microphone icon. Below the search bar, there are tabs for "All", "Books", "Images", "Videos", "News", "Maps", and "Shopping". The main content area features a featured snippet titled "Motility" with a definition: "Motility" is a term used to describe the contraction of the muscles that mix and propel contents in the gastrointestinal (GI) tract. Below the definition, there is a link to "Motility Disorders - IFFGD" from www.iffgd.org. Below the link, there are expandable sections for "Symptoms", "How to treat", and "Four types". At the bottom, there is a section titled "People also ask" with two questions: "What does motility mean?" and "What causes slow motility?".

A screenshot of a Google search for "Solar energy". The search bar shows the query and a microphone icon. Below the search bar, there are tabs for "All", "Books", "Images", "Videos", "News", "Maps", and "Shopping". The main content area features a featured snippet titled "Solar energy" with a definition: Solar energy is radiant light and heat from the Sun that is harnessed using a range of technologies such as solar power to generate electricity, solar thermal energy including solar water heating, and solar architecture. Below the definition, there are expandable sections for "Origin", "Efficiency", "Energy transformation", and "Replacement". At the bottom, there is a link to "Solar Energy Organization".

Takeaways

- Google uses Knowledge graph and SERP behavior to form topics and subtopics
- Sites need to feed the Knowledge Graphs
- Sites that create content based on user journeys, entities, and markup will increase exposure



A large, stylized letter 'B' logo composed of two overlapping shapes. The left vertical bar is a dark blue, and the right curved section is a teal color. The word 'Bing' is centered in white text within the 'B' shape.

Bing

Bing in 2022

- 3.04% of search volume globally (6.58% in the US).
- BUT powers **41%** of voice answers
- Relies on formatting, annotates your content prior to indexing.
- Uses social signals and CTR in its ranking.
- Using ML and topical understanding
- Other [SEO tips here.](#)



2nd largest
search
engine

3rd most
visited site
globally

YouTube Users



1/3
people on
internet



1.5 billion
users globally



18-34 year-olds
key consumer
demographic



90
countries



80
languages

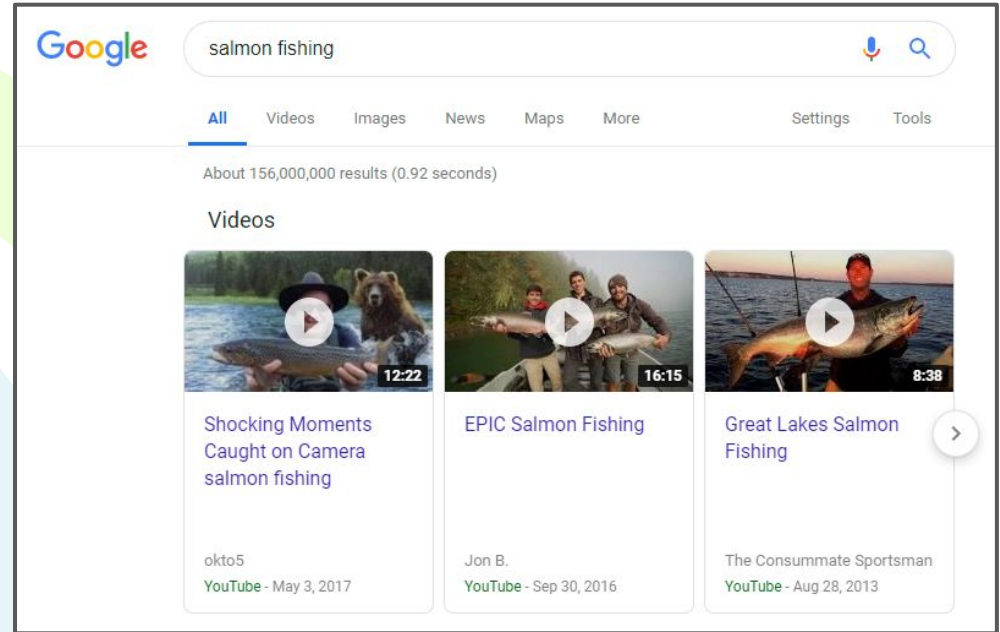


50%
videos viewed
on mobile

Video Discovery = YouTube Optimization

How are videos discovered?

- Google universal search tab (94% are YouTube videos)
- Google “video” tab (YT videos, but can be video from a website)
- Direct YouTube discovery



SEO Success #2:

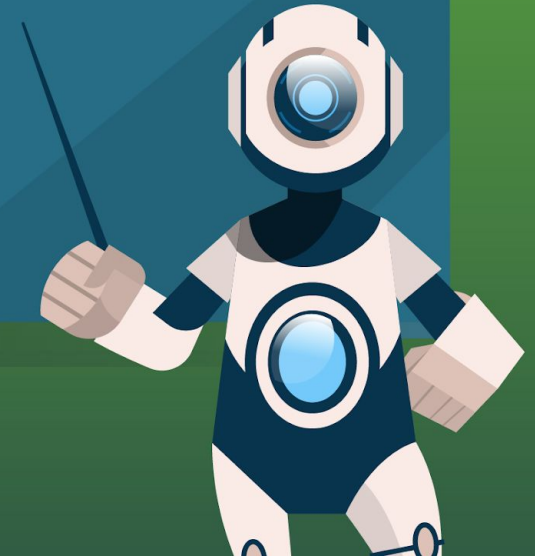
**Follow the
“Rules”**

**Generally how
do you rank
#1 in Google?**

Ranking in Google

1. **Discover**
2. **Crawl**
3. **Index**
4. **Render**
5. Rank (Intent Match + Engagement)

These are
technical
SEO

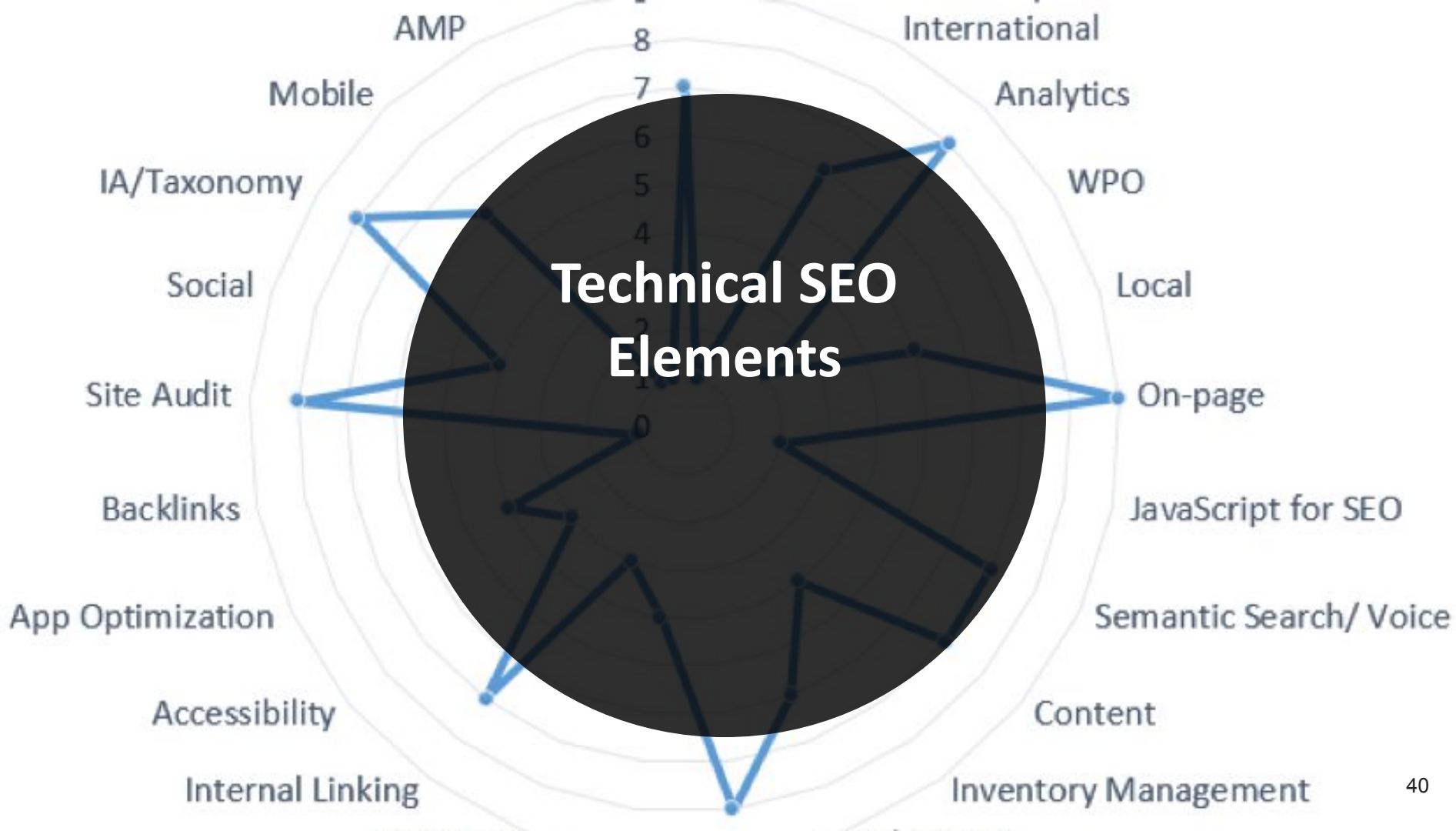


Mozlow's Hierarchy of SEO Needs



Technical Rules

Technical SEO Elements



Takeaways

- Technical issues can limit the ability for the brand to be IN the search engine index - the first step of ranking.
- Page load speed is a ranking factor
- UX issues are now a ranking factor in both desktop and mobile.



Content Rules

Google: Know What your Readers Want

Consider creating a service that no other site offers.

“I would recommend trying to figure out what your users are actually thinking and doing things like user studies.” - John Mueller, Google

Know what your readers want (and give it to them)


Think about the words that a user might search for to find a piece of your content. Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic. For example, a long-time football fan might search for [fifa], an acronym for the Fédération Internationale de Football Association, while a new fan might use a more general query like [football playoffs]. Anticipating these differences in search behavior and accounting for them while writing your content (using a good mix of keyword phrases) could produce positive results. Google Ads provides a handy [Keyword Planner](#)³⁴ that helps you discover new keyword variations and see the approximate search volume for each keyword. Also, Google Search Console provides you with the top search queries your site appears for and the ones that led the most users to your site in the [Performance Report](#)³⁵.

Consider creating a new, useful service that no other site offers. You could also write an original piece of research, break an exciting news story, or leverage your unique user base. Other sites may lack the resources or expertise to do these things.

Google: Write Quality Content

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well?
- **Does the page provide substantial value when compared to other pages in search results?**
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?


Climate is a YMYL Topic - Needs High EAT



Y.M.Y.L.

Google's highest quality standard of web pages.

"Some types of pages could potentially impact the future happiness, health, or wealth of users. We call such pages "Your Money or Your Life" pages, or YMYL."



Google's Search Quality Guidelines, Section 2.3



E.A.T.

Google's new name for what every high-quality page needs:
E-A-T. (A High Level of Expertise, Authoritativeness, Trustworthiness)



Google's Search Quality Guidelines, Section 4.1

Human Rater Guidelines

Don't directly impact rankings. A sign of where Google wants the rankings to go.

- What is the “beneficial purpose” of this page?
- What is reputation/expertise of the content creator
- Low quality for unmaintained websites

For YMYL queries, Google gives more weight in their ranking algorithm to factors around expertise, authoritativeness, or trustworthiness

Google: Let me
discover the
answer **INSIDE**
your content



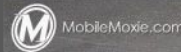
@KWATIER
W STRATEGIES

SEOs were calling them Fraggles.

- Combination of “Fragments” and “Handles”
- Multiple answer fragments on a page are being indexed and ranked separately in Google,
- Featured Snippets can pull from fraggles - **video, audio, text, .pdfs**

What the Heck are Fraggles in SEO?

By: Cindy Krum



Formatting ->Fraggle

Search: "Childhood cancer"

Childhood Cancer Facts | Learn the Statistics and Facts

www.alexslimonade.org/

Information about **pediatric cancer** types, stories, research, and prevalence. Make an Impact. Be awesome. Help sick kids. 501(c)(3) Tax-Deductible. Highly rated charity. Help end **childhood cancer**. Make a difference. Services: **Childhood Cancer** Research, Groundbreaking Grants, Travel Assistance. About Alex's Lemonade · The Research We Fund · Family Resources · Travel Assistance

Most Common Childhood Cancers | Rally Foundation

www.rallyfoundation.org/commonchildhood/cancer

Cancer in children is different than in adults. What types are commonly seen in children? Research...

Leukemia. Leukemias, which are cancers of the bone marrow and blood, are the most common childhood cancers. They account for about 30% of all cancers in children. The most common types in children are **acute lymphocytic leukemia (ALL)** and **acute myelogenous leukemia (AML)**. Aug 22, 2016

Childhood (ages 0-14)	Adolescence (ages 15-19)
Acute lymphocytic leukemia - 26%	Hodgkin lymphoma - 10%
Brain and central nervous system - 19%	Thyroid carcinoma - 10%
Neuroblastoma - 7%	Brain and central nervous system - 8%
Non-Hodgkin lymphoma - 6%	Testicular germ cell tumors - 6%
Wilms tumor - 5%	Non-Hodgkin lymphoma - 6%
Soft tissue sarcoma - 5%	Acute myelogenous leukemia - 5%
Bone cancer - 4%	Bone leukemia - 3%
Hepatic carcinoma - 3%	Melanoma - 3%
Acute myelogenous leukemia - 2%	Acute myelogenous leukemia - 1%
Acute lymphocytic leukemia - 1%	Adenocarcinoma of the colon - 1%

www.healthychildren.org

Cancers that Develop in Children - American Cancer Society

<https://cancer.org/cancer/cancer-in-children/types-of-childhood-cancers.html>

rare worst curable deadliest unusual

About this result Feedback

Leukemia

Leukemias, which are cancers of the bone marrow and blood, are the most common childhood cancers. They account for about 30% of all cancers in children. The most common types in children are acute lymphocytic leukemia (ALL) and acute myelogenous leukemia (AML). These leukemias can cause bone and joint pain, fatigue, weakness, pale skin, bleeding or bruising, fever, weight loss, and other symptoms. Acute leukemias can grow quickly, so they need to be treated (typically with chemotherapy) as soon as they are found.

For more information see Leukemia in Children.

Google search results for "how to see bacteria without a micro". The top result is a video titled "See Microbes with this DIY Phone Microscope" by Gross Science, uploaded on Jan 4, 2016. The video player shows a person using a phone to view a sample. Below the video, there are thumbnails for other segments: "From 00:24 laser pointer", "From 00:27 white paper", "From 00:32 puddle water", and "From (param) param".

Developer tools showing the HTML source code for the 'Leukemia' page. The code is highlighted to show the structure of the page, including the title and main content sections. The following code is visible:

```
<div class="title section"></div>
<div class="text parbase section">
  <p></p>
  <ul></ul>
  <p></p>
  <h2>Leukemia</h2>
  <p></p>
  <p></p>
  <h2>Brain and spinal cord tumors</h2>
  <p></p>
  <p></p>
  <h2>Neuroblastoma</h2>
  <p></p>
  <p></p>
```

Google's Passage Ranking Change

“We’ve recently made a breakthrough in ranking and are now able to ...index (**rank**)individual passages from the pages.

By better understanding the relevancy of specific passages, not just the overall page, we can find that needle-in-a-haystack information you’re looking for.” - [Google](#)

Takeaway

- Google is surfacing content from WITHIN a digital file
- Optimization of HTML, video, audio and images is critical to organic discovery
- Content needs to be optimized for Fraggles



Promotion Rules

Inbound Links:

- This one of the top ranking factors.
- How many links/what type you need will depend on your keyword, industry, competition, and country.
- Need to be built to look natural.
- Can't be bought.
- PR is great.
- Link building “maintenance” is still great (broken links, unlinked mentions, competitor links, local, directory, resource lists).

Google's Penguin Penalty

- Looks at links IN to your site and from your site OUT.
- Less severe.
- Don't link to sites that have paid you or given you free stuff for a link.
- Don't pay for links.
- Don't link to low quality sites.
- Don't create too many links on one page (link farm).



User Engagement Rules

UX Driven Algorithm updates

- Page Experience Update - **August 2021**
- Mobile Speed Update — July 9, 2018
- "Fred" (Unconfirmed) — March 8, 2017
- Intrusive Interstitial Penalty — January 10, 2017
- Page Layout #3 — February 6, 2014
- Page Layout #2 — October 9, 2012
- Ads Above The Fold — January 19, 2012

Rank Brain: 3rd Most Important Ranking Factor

- Live user tests -the engine learn the meaning of new queries based on how people respond.
 - Matching search intent to your copy will matter.
 - Structured content matters.
- Powered by AI and [Hummingbird Algorithm](#)



Takeaways

- On page UX matters
- Engagement with your site from search is used in ranking
- Bad UX can negatively impact your site.



SEO Success #3:

Be User Focused

Google Watching SERP Clicks

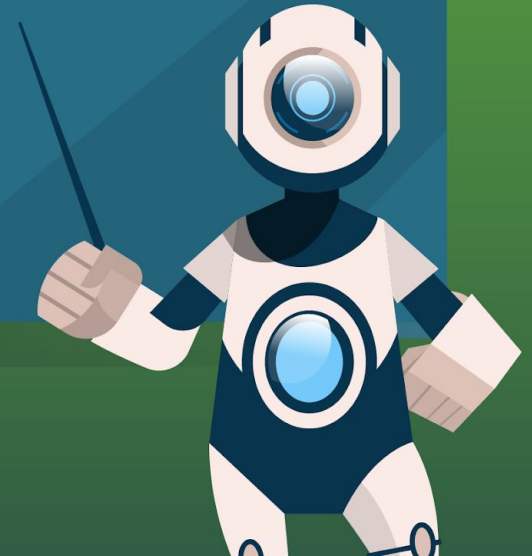
“Google is now integrating machine learning into (ranking)... When someone clicks on a page and stays on that page, (or) when they go back....”

[Nick Frost, Head Google Brain Toronto/Canada](#)



Most Important UX Factors

1. Page matches the searcher's intent
2. Search engine results clickstream data:
 - measuring the search results users actually click, or pogo-sticking effect.
3. Task completion



Takeaways

- Know your user's needs!
- Measure CTR from search
- Get ready for Page Experience Update (May 2021)



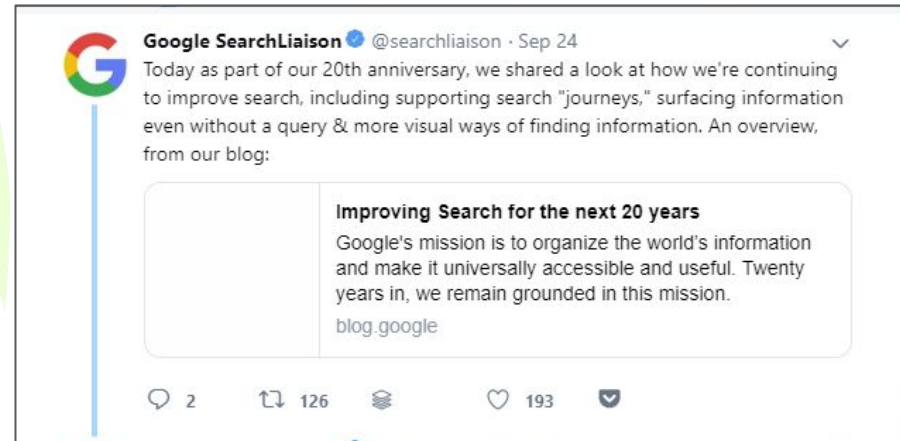
Why?

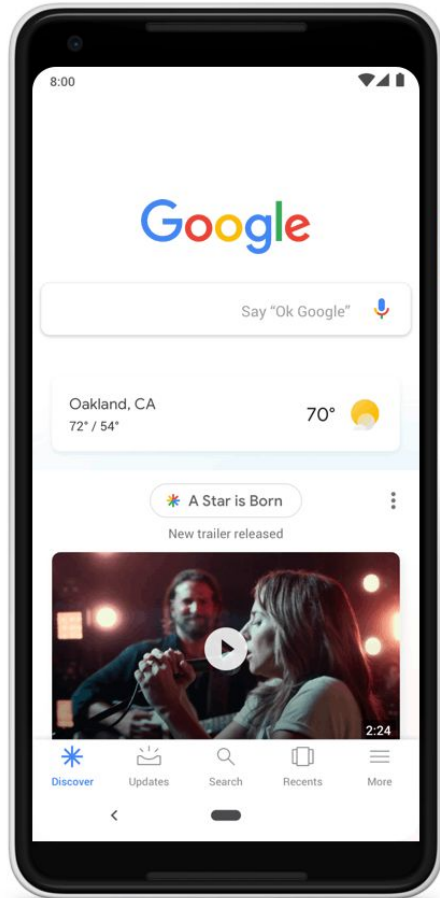
Queriless Searches

Voice, image, and predictive
mobile discovery

Information Discovery without Queries

- A shift from answers to journeys
-“query-less” ways of getting information, more visual
- “...Make it easier than ever to explore your interests, even if you don't have your next search in mind” - Google





Google Discover

NO searches. Higher CTR than search:
7-15%

Based off a user's browsing history,
interests and ML.

If the user has previously used engaged
with your content, you have more of a
chance of ranking... Image and video
driven.

“Using the Topic Layer in the Knowledge
Graph, Discover can predict your level of
expertise on a topic and help you further
develop those interests.”

Q:

What % of Americans use voice search daily?

A:

44%

Voice Search Optimization

- Search engines pull from their Knowledge Graph 1st, then *sometimes* the web
- Bing powers 42% of the answers

Takeaways

- Sites need a Google Discover strategy
- Leverage images and video
- SEO plans need to include feeding the Knowledge Graph.



Updated Personas =
persona + journey +
searcher's intent +
emotional state +
touchpoints + outcome



**NOT SURE IF HEAD IS ABOUT TO
EXPLODE FROM CONFUSION**

**OR BRAIN IS GETTING BIGGER FROM
KNOWLEDGE**

quickmeme.com

There are a lot of rules...

But wait!

There's more!



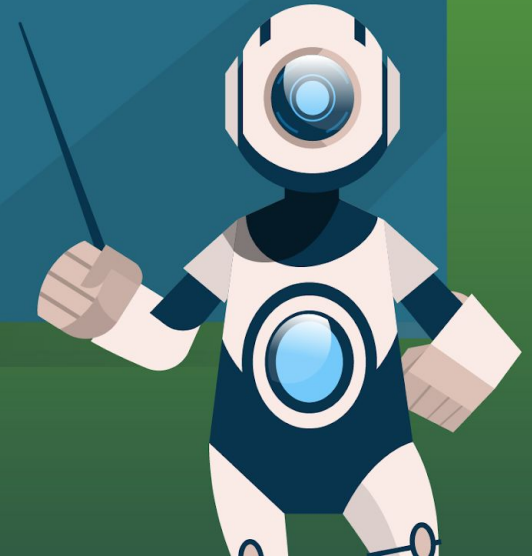
Online Personalization.

**We each have our
own bubble.**

Implicit Search Signals = Personalization

Search Results are influenced by:

- Location - desktop or mobile
- Previous searches and behavioral search
- Trending topics
- Desktop and voice search history



Google: Powered by Your Data!

Pork	Price Comparisons
Primary & Secondary Schooling (K-12)	Product Reviews & Price Comparisons
Radio	Rap & Hip-Hop
Restaurant Supply	Restaurants
Rock Music	Romance Films
Running & Walking	School Supplies & Classroom Equipment
Science	Science Fiction & Fantasy Films
Scientific Equipment	Search Engine Optimization & Marketing
Search Engines	Shopping

▶ Gmail

Conversations
47,053

▶ Google+

+1's
1,872

Google+ pages
9

Groups

Memberships
6 groups

Most recent group
New Streak Android Alpha

▶ Analytics

Accounts
23

Views
187

▶ Android

Devices
2

Audio

Audio History
Enabled

▶ Blogger

Name
Katherine Watier Ong

Country
United States

▶ Books

Bookshelves
10

▶ Brand Accounts

Number of Brand Accounts

▶ Calendar

Time zone
(GMT-05:00) Eastern Time

▶ Home Sync

Last synced
at 11:47 AM

<https://adssettings.google.com/>

<https://myaccount.google.com/dashboard>

Personalized Search:

The screenshot shows a Google search for "3d prenatal ultrasound". The search bar at the top contains the text "3d prenatal ultrasound" and the Google logo. Below the search bar, there are tabs for "Web", "Shopping", "Images", "Maps", "Videos", and "More". The search results are displayed in a list format, including organic results and sponsored ads. A map is also visible, showing the location of the search results in the Los Angeles area.

Search results include:

- 3D/4D/HD Baby Ultrasound - SweetPea4dBaby.com**
www.sweetpea4dbaby.com/
HD Live Ultrasound Top of the Line Equipment
- 3D/4D Baby Images \$45 - babyimage4d.com**
www.babyimage4d.com/
Ultrasound Sonograms N Hollywood Gender at 13 weeks. See Our Prices!
- Free Pregnancy Ultrasound - PhcTorrance.org**
www.phctorrance.org/
& Free Testing To Know For Sure. Confidential. Request Appt. Now.
- Prenatal Imaging Centers**
www.seeyourbaby4d.com
4.9 ★★★★★ 7 Google reviews · Google+ page
- Prenatal Peek Torrance/Southbay 3...**
www.prenatalpeek.com
Google+ page
- Prenatal Ultrasound Ca**
www.seemenowmommy.com
2 Google reviews · Google+ page
- Prenatal Ultrasound of Glendale**
www.mybaby4d.com
3.7 ★★★★★ 11 Google reviews · Google+ page
- 3d/4d prenatal imaging centers**
seeyourbaby4d.com
Google+ page
- 3D/4D Ultrasound Whittier Prenatal P...**
prenatalpeek.com
1 Google review · Google+ page
- Mother's Precious Moments, LLC 3D/...**
www.motherspreciousmoments.com
3.8 ★★★★★ 5 Google reviews · Google+ page
- Map results for 3d prenatal ultrasound**
- 3D & 4D Prenatal Ultrasound Centers - Los Angeles - Yelp**
www.yelp.com > ... Diagnostic Services · Diagnostic Imaging · Yelp
★★★★★ Rating: 5 - 68 reviews
68 Reviews of 3D & 4D Prenatal Ultrasound Centers "Awesome business idea as its a win win. This place feels very much like a combined spa and cinema ..."
- Bom 3D / 4D Ultrasound Studio - Los Angeles - Yelp**
www.yelp.com > ... Diagnostic Services · Diagnostic Imaging · Yelp
★★★★★ Rating: 5 - 29 reviews

Sponsored results include:

- Shop for 3d prenatal ultrasound on Google** Sponsored
Ultrasongraphy of the Prenatal Brain, Third Edition
\$241.67 - Barnes & Noble
Always Ships Free On Orders \$25+!
- Ultrasongraphy of the Prenatal Brain
\$262.87 - Walmart
Save Money. Live Better.

A map titled "Map for 3d prenatal ultrasound" shows the Los Angeles area with several red location pins. The map includes labels for various cities and landmarks, such as Oxnard, Thousand Oaks, Malibu, Santa Monica, Torrance, Anaheim, Corona, San Bernardino, and High Point.

Personalized Search:

Google 3d prenatal ultrasound

Web Shopping Images Maps Videos More Search tools

About 408,000 results (0.50 seconds)

\$59 3D 4D Baby Ultrasound - ababyvisit.com
www.ababyvisit.com/
Largest 4D Ultrasound Theater Expert 13 wk gender guaranteed
Directions - 3D 4D Ultrasound Pricing
9466 Black Mountain Road #120, San Diego, CA - (858) 549-2229

Prenatal Ultrasound - UC San Diego Health System
health.ucsd.edu/.../prenatal/.../ultra.aspx UC San Diego Health System
At UC San Diego, our machinery allows us to analyze complete, three-dimensional (3D) pictures of a fetus. We also have the capability to perform 4D ultrasound ...


3D & 4D Ultrasound Frequent Questions: The Prenatal ...
www.theprenatalexperience.com/faq.html
An elective 3D/4D ultrasound is a prenatal ultrasound meant to provide a proactive, positive bonding experience for the mother, father and family members with ...

The Ultrasound Experience: 3D 4D Ultrasound San Diego ...
www.theultrasoundexperience.com/
Welcome to The Ultrasound Experience! We offer the finest 4D prenatal experience available. Combining cutting-edge technology with a family theater ...

Mommy & Me 3D 4D Ultrasound - San Diego
mommyandme4d.com/
Welcome to Mommy & Me 3D 4D Ultrasound - Top of the line 3D 4D Elective Ultrasound in the San Diego Area. For all expectant parents out there ...

3D Ultrasound Photos | Prenatal Peek®
prenatalpeek.com/3dultrasound/photos/
These 3D ultrasound photos were taken at Prenatal Peek. Call us today to schedule your 3D 4D ultrasound.

Images for 3d prenatal ultrasound Report images




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4D Ultrasound San Diego Riverside Orange 3d ultrasound ...
www.ababyvisit.com/
4d ultrasound of San Diego Riverside Orange California. A Baby Visit is known for the professional 3d 4d ultrasound imaging, largest ultrasound theaters and ...

Mommy and Me 3D 4D Ultrasound - San Diego - Yelp
www.yelp.com/.../Doctors > Obstetricians & Gynecologists > Yelp
★★★★ Rating: 4.22 reviews
22 Reviews of Mommy and Me 3D 4D Ultrasound "12 weeks into my pregnancy and my physician was performing an ultrasound on one of my visits. We asked ...

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3D 4D Ultrasound
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www.mommyandme4d.com/
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30% Off event going on now
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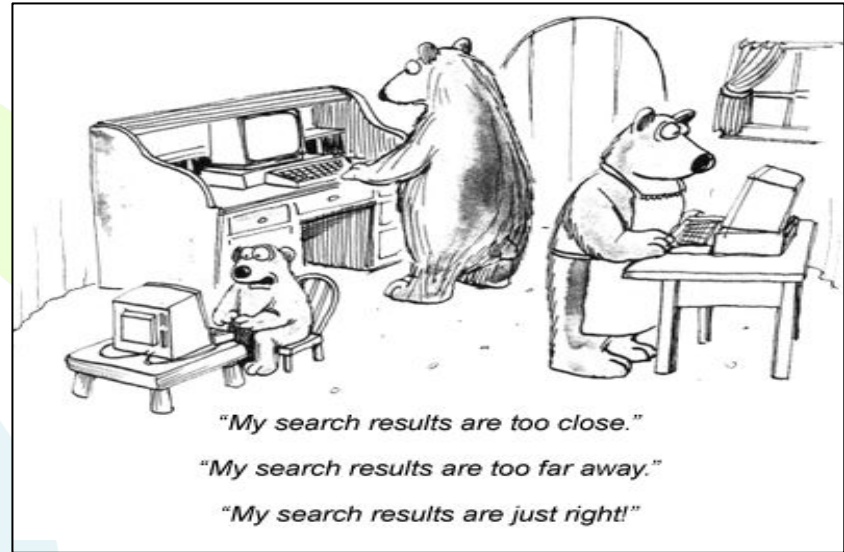
3D Ultrasound Imaging
www.gioimaging.com/
(516) 213-4447
Queens and Long Island locations
Memorable Experience \$59.00

3D/4D Ultrasound Specials
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Removing Search Personalization:

When you non-personalized the search results, are you going to see what your target audience sees?

Rankings are dead.






So, here's the
real question...



How well do you know your audience?



**If you don't
know who your
customers are
how can you
reach them?**

SEO Success #4:

**Stay up to
Date**

Q:

How often does Google update its algorithm?

A:

Google changes the secret sauce over **9** times a day.

Google's Future



“We will know..what you’re interested in, not just the topic...[but] the specific questions and concerns you have.”

I envision some years from now that the majority of search queries will be answered without you actually asking.”

- 2013, Ray Kurzweil, [Director of Google engineering](#)



94% of Videos in Search Are YouTube



Mobile video traffic will grow

x9

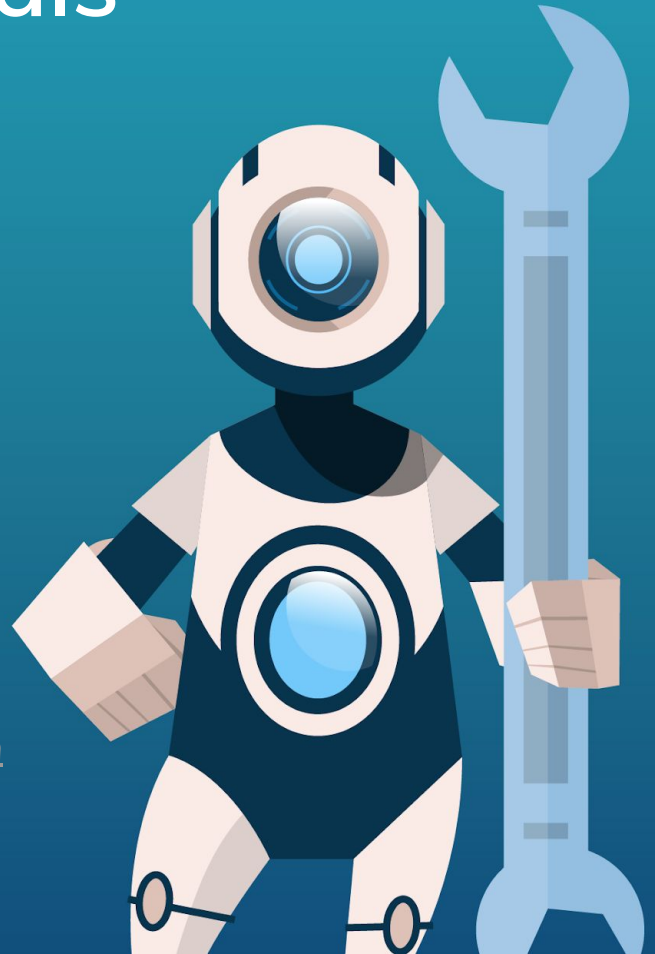
in volume

over the next five years

Google's Podcasting Goals

1. Double the amount of podcast listening in the world
2. Transcribe and understand the podcast, including when they are discussing different topics in the episode.

Google Podcasts Product Manager [Zack Reneau-Wedeem](#)



Organic Traffic Diversity

Bing's Future

The future of Bing is going beyond the search box to a personal, pervasive and predictive experience... it might not be obvious users are even interacting with the search engine. ”

- [Gurmeet Singh Pall](#), partner director of PM for Bing and Cortana

@KWATIER

W STRATEGIES



Apple Search Engine?

- *iOS 14 shows Apple's own search results*
- *Applebot identified*
- *Hiring AI experts - Google's former head of search, John Giannandrea*



Wrap Up

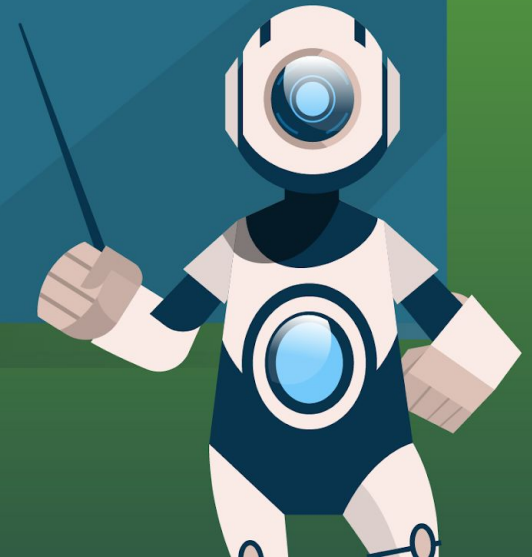


Setting an SEO Strategy

- 1. Understand your target audience, your business goals.**
 - a. Create data driven personas, search intent research, and customer journeys.
- 2. Check to see if you follow the“Rules.” Do an audit and fix issues.**
- 3. Implement changes based on user data:**
 - a. Adjust all content and promotions based on personas, journeys, and data.
 - b. Improve search engine result page (SERP) click through rate (CTR) & on site engagement. Test.
 - c. Check/measure on site usability. Fix.
- 4. Keep reading search updates and adjust based on search engine changes.**

What Did We Learn Today?

- The latest “rules” related to SEO
- Search is personalized
- Knowing your user is critical for SEO
- UX impacts SEO
- A hint of search’s future



Google Resources:

- www.google.com/search/howsearchworks/
- developers.google.com/search/docs/advanced/guidelines/webmaster-guidelines
- developers.google.com/search/blog

Bing Resources:

- bing.com/webmaster/help/webmaster-guidelines-30fba23a
- blogs.bing.com/webmaster/

SEO Industry Learning Resources

- moz.com/learn/seo and semrush.com/academy/

Staying up to date with online marketing:

- SearchEngineLand.com and Search Engine Roundtable



KATHERINE WATIER ONG

202-930-1744

katherine@wostrategies.com

www.linkedin.com/in/katherinewatier

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