SEO has changed

Have your strategies?

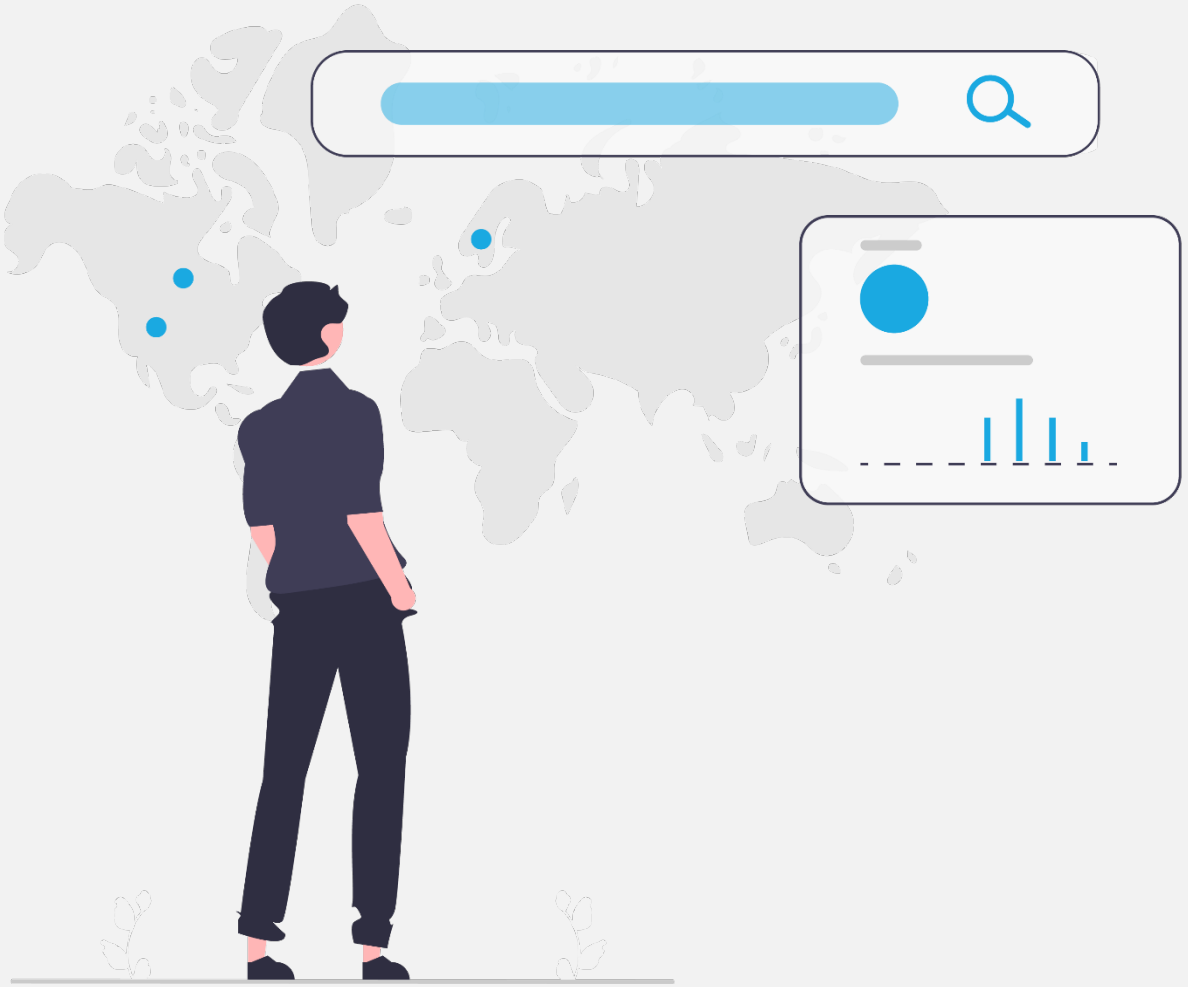
Jenna Watson

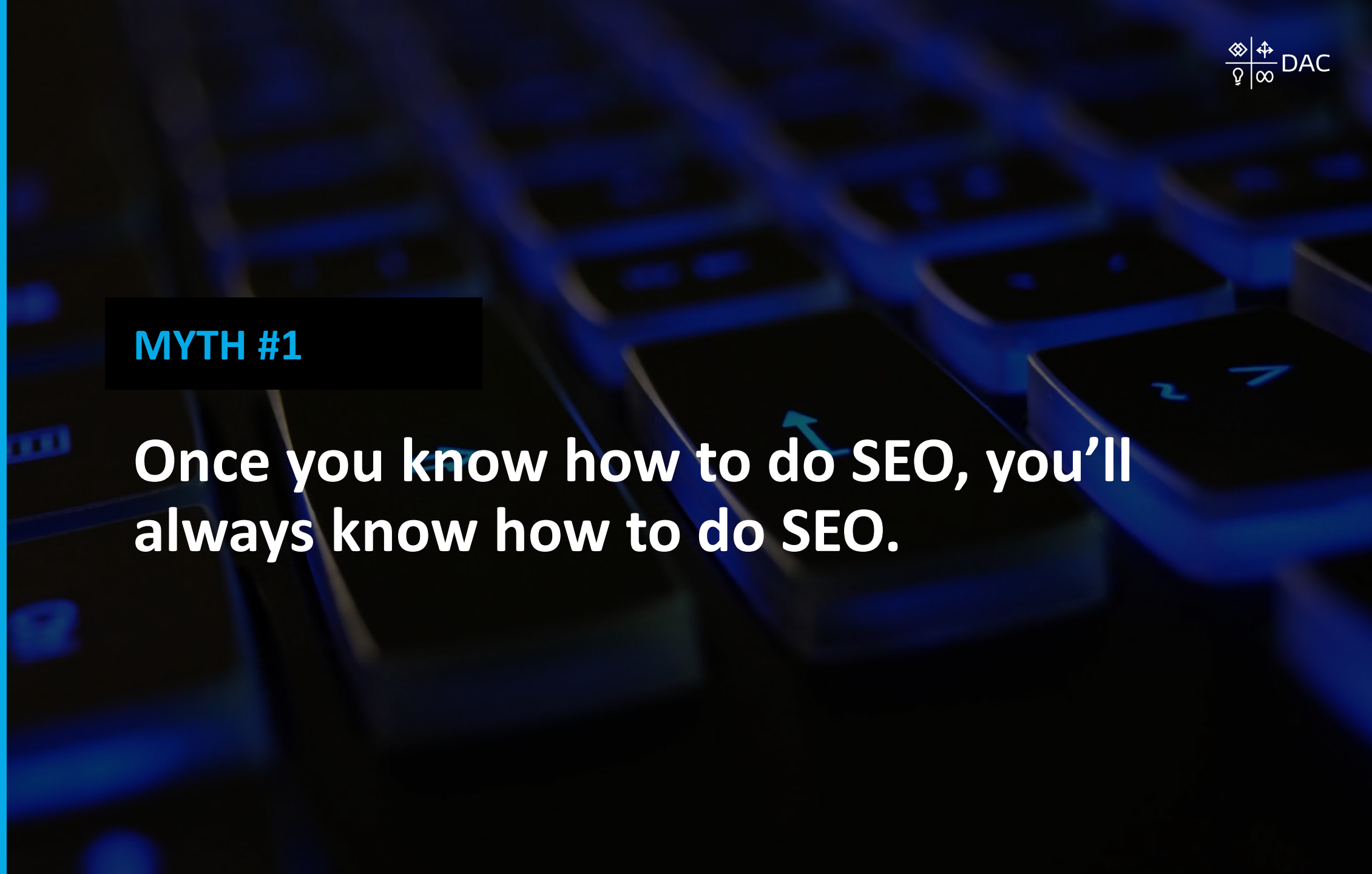
SVP of Media, DAC

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



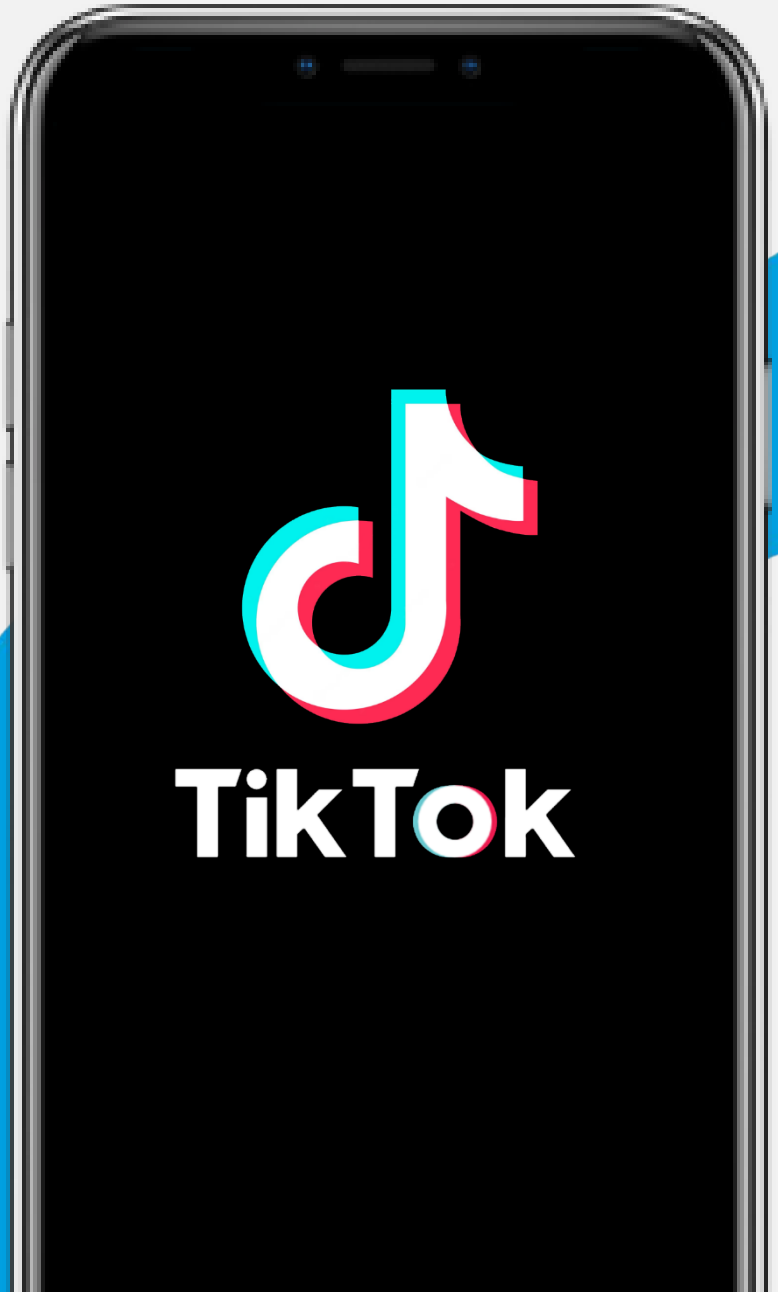


MYTH #1

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

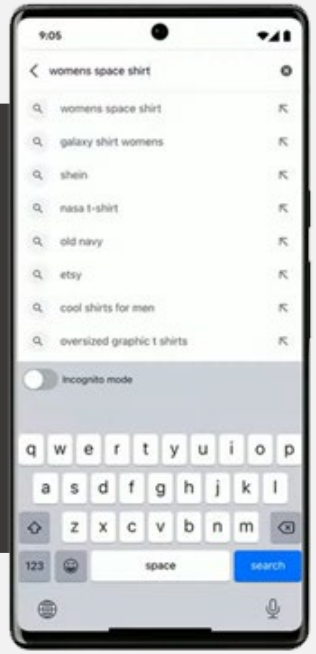


People consume more visual content than ever

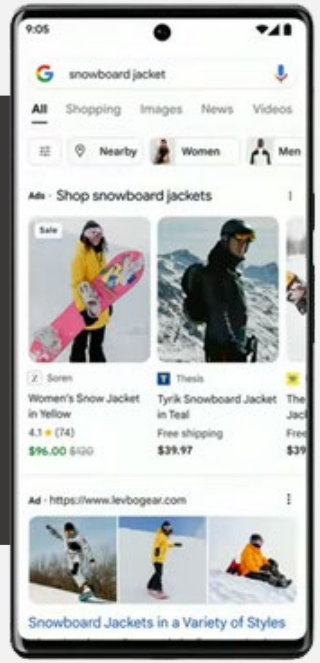
On the average webpage, users read only **28%** of the words.

Google understands and is responding

More visual ads

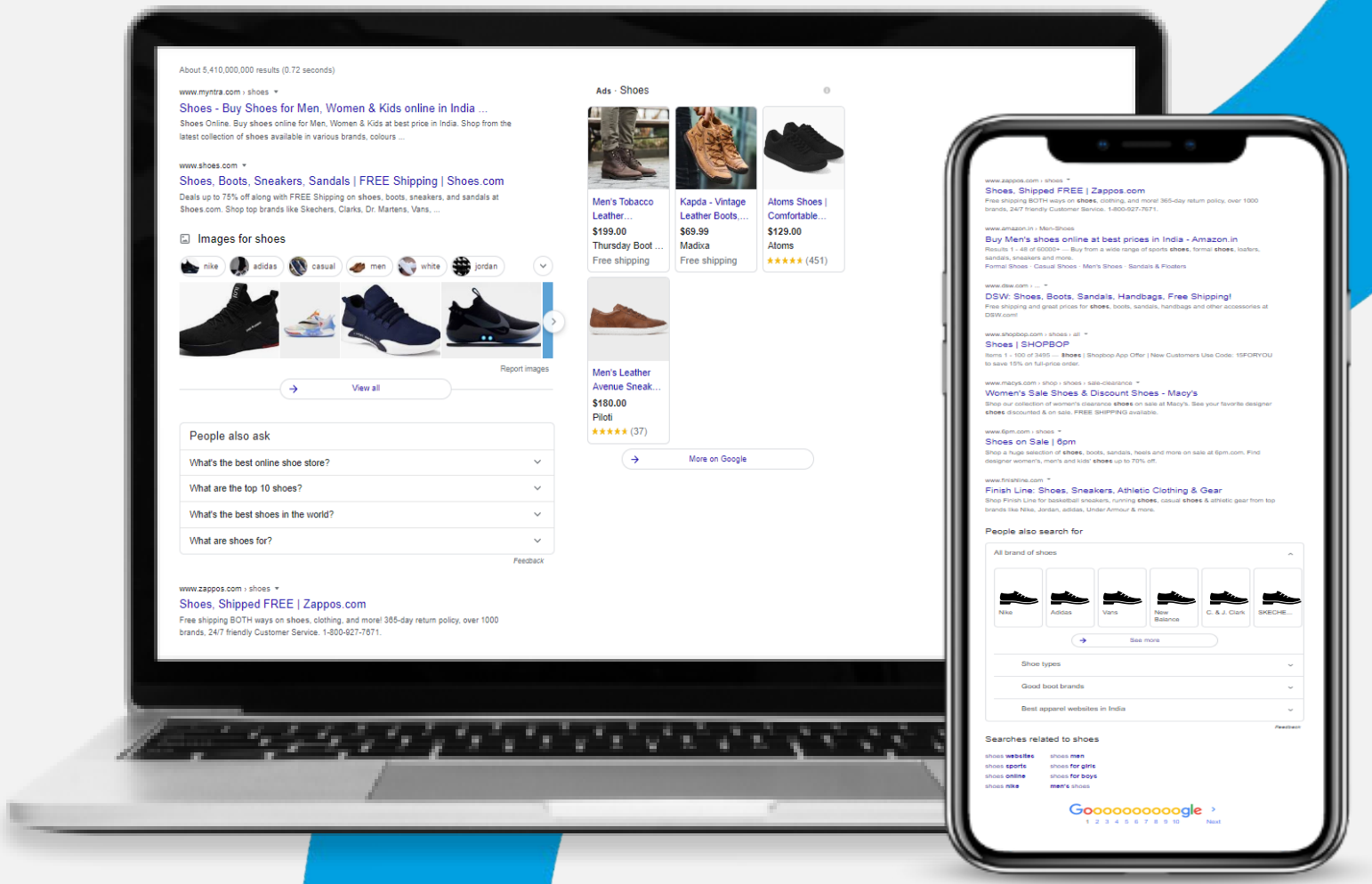


Visual & immersive ad experiences in search

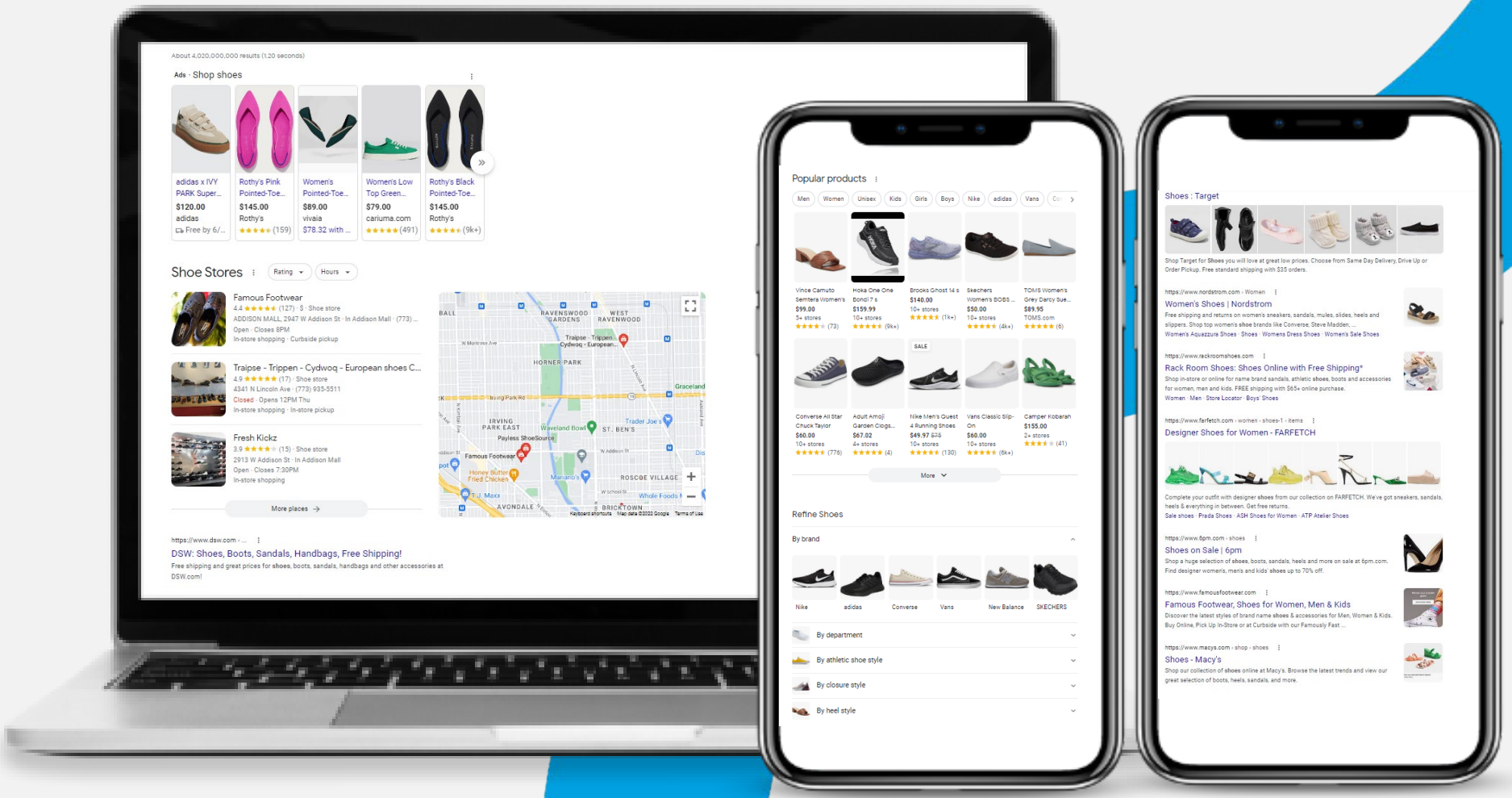


Video ads on **Discover**

As a result, the SERP has changed from 2020…



To 2023...


Ads · Shop shoes
adidas x IVY PARK Super...
$120.00
adidas
Rothy's Pink Pointed-Toe...
$145.00
Rothy's
Women's Pointed-Toe...
$89.00
vivaia
Women's Low Top Green...
$79.00
cariuma.com
Rothy's Black Pointed-Toe...
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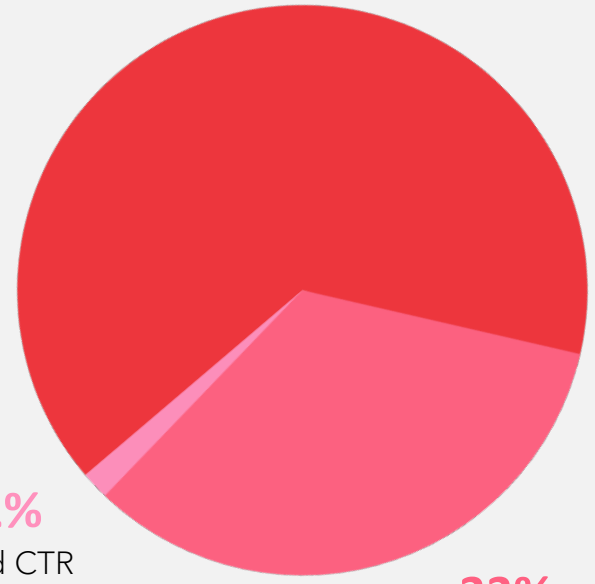
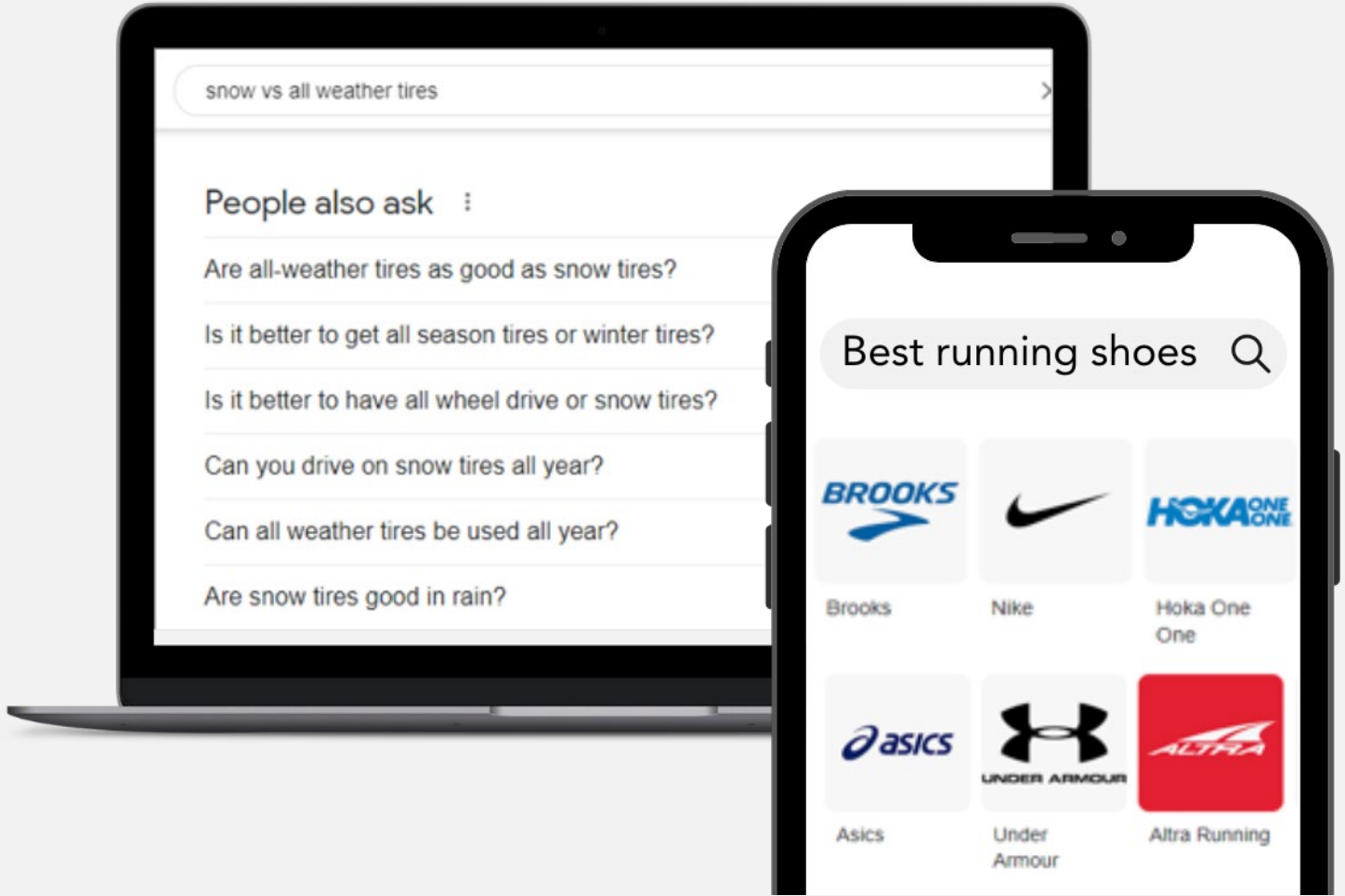
Rothy's
Shoe Stores
Famous Footwear
Traipse - Trippen - Cydwoq - European shoes C...
Fresh Kickz
More places
DSW: Shoes, Boots, Sandals, Handbags, Free Shipping!
Free shipping and great prices for shoes, boots, sandals, handbags and other accessories at DSW.com!
Popular products
Refine Shoes
By brand
By department
By athletic shoe style
By closure style
By heel style
Shoes : Target
Women's Shoes | Nordstrom
Rack Room Shoes: Shoes Online with Free Shipping*
Designer Shoes for Women - FARFETCH
Shoes on Sale | 6pm
Famous Footwear, Shoes for Women, Men & Kids
Shoes - Macy's

MYTH #2
SEO was built to drive traffic to your website.
DAC

2/3 of Google searches yield zero clicks

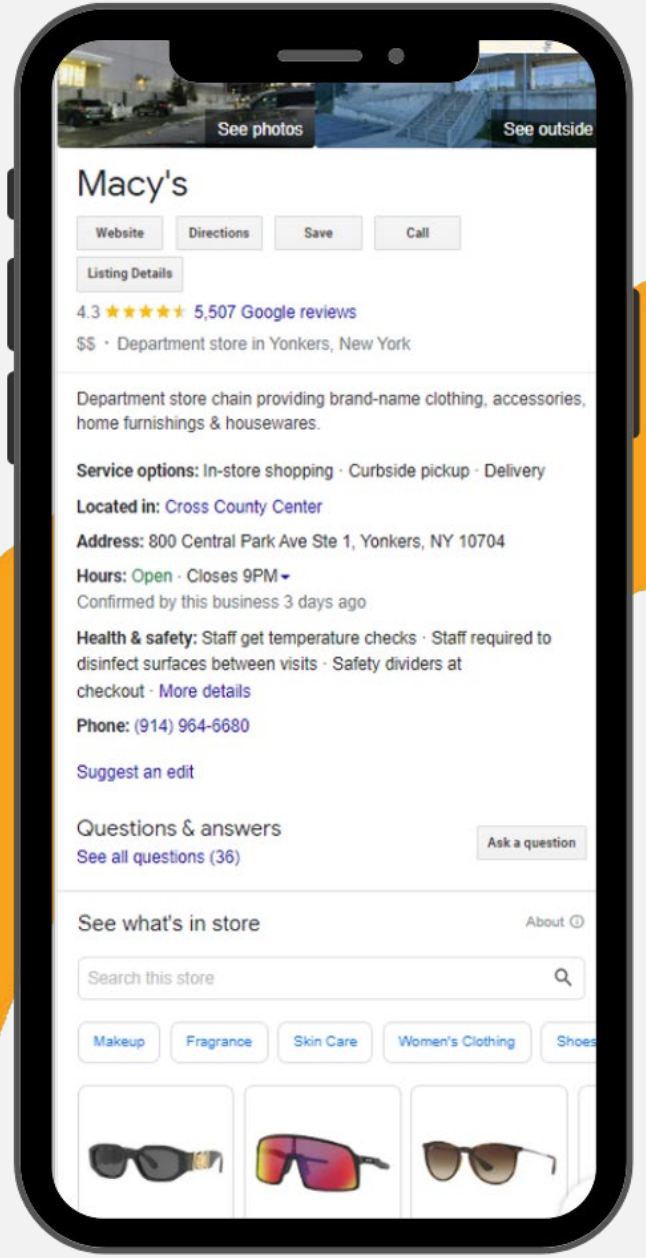
Google Search CTR & Zero-Click Searches, 2020



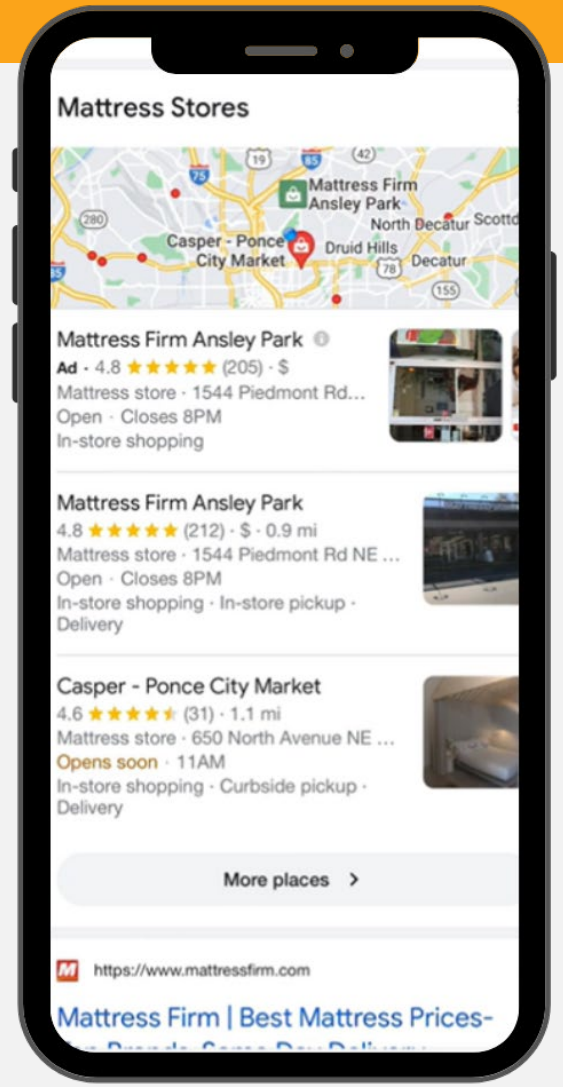


You can learn just about anything about a business without a single click

- Hours
- Location
- Product
- Services
- Menu
- Atmosphere
- Attributes

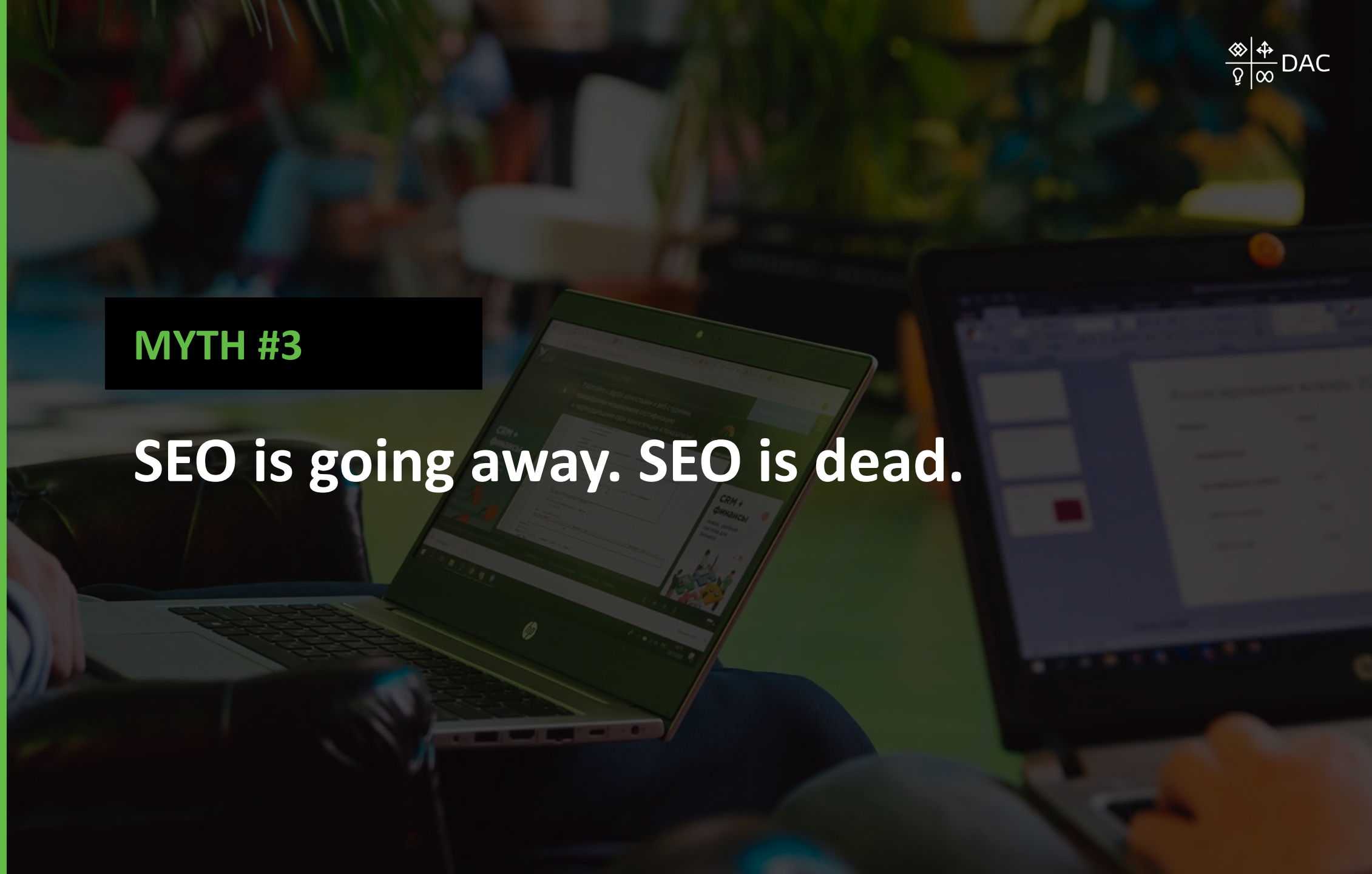


And that is also true for non-local queries



Map channel KPIs continue to trend positively

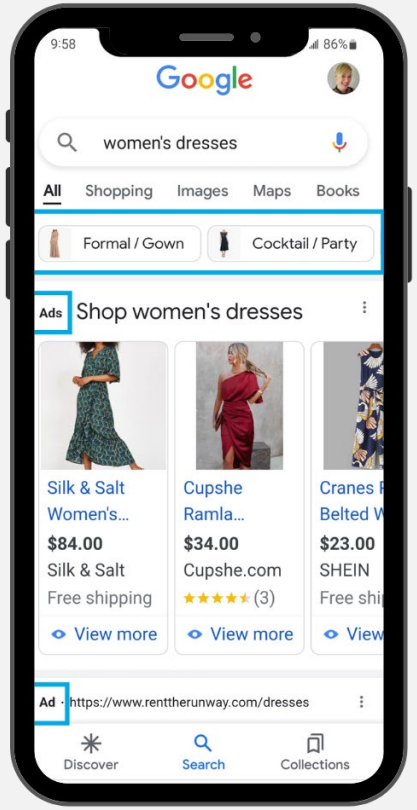
- Average client's impressions are up +47% YoY.
- Average client's clicks are up +24% YoY.
- Is it stealing SEO traffic?

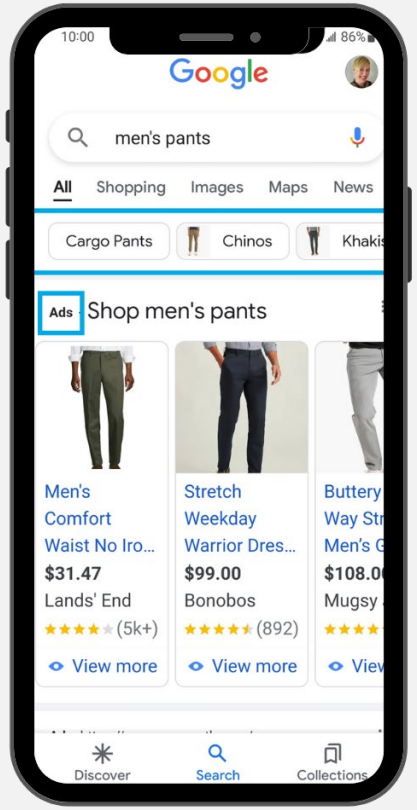


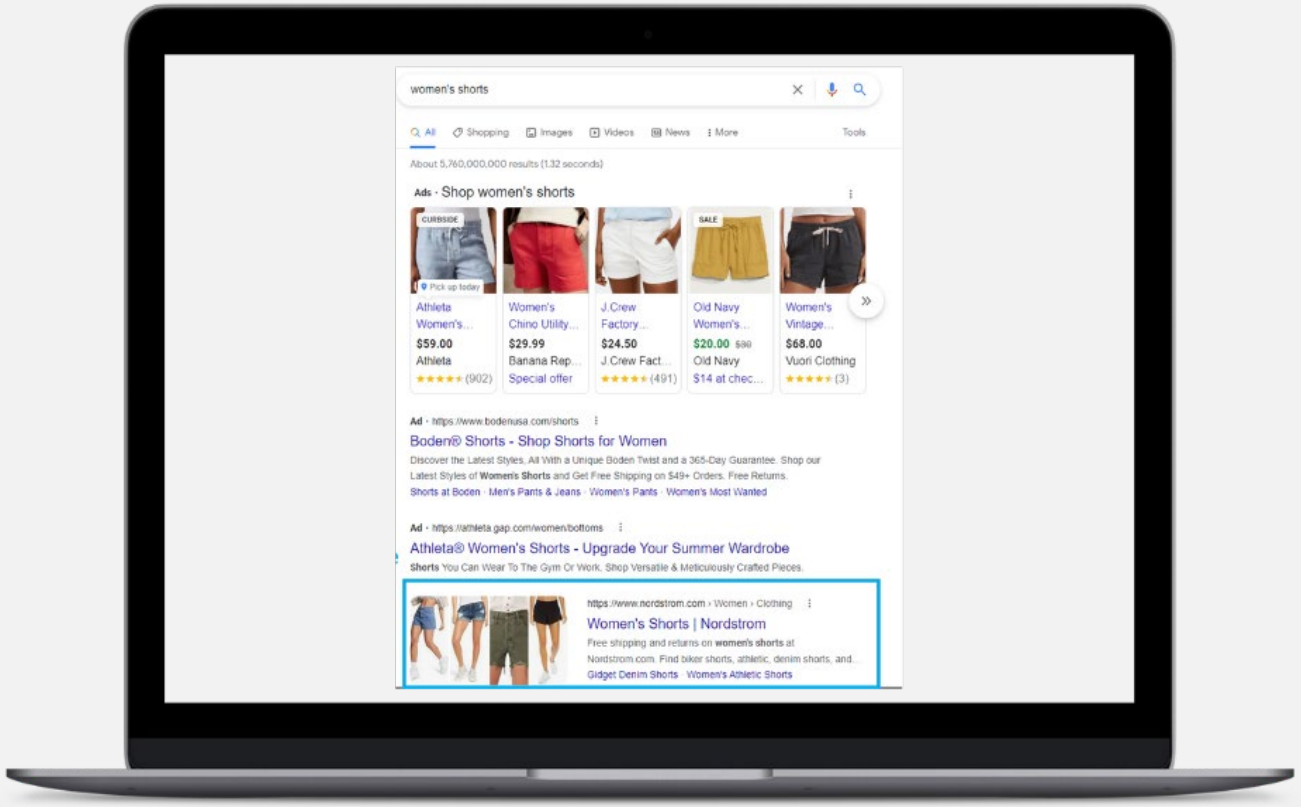
MYTH #3

SEO is going away. SEO is dead.

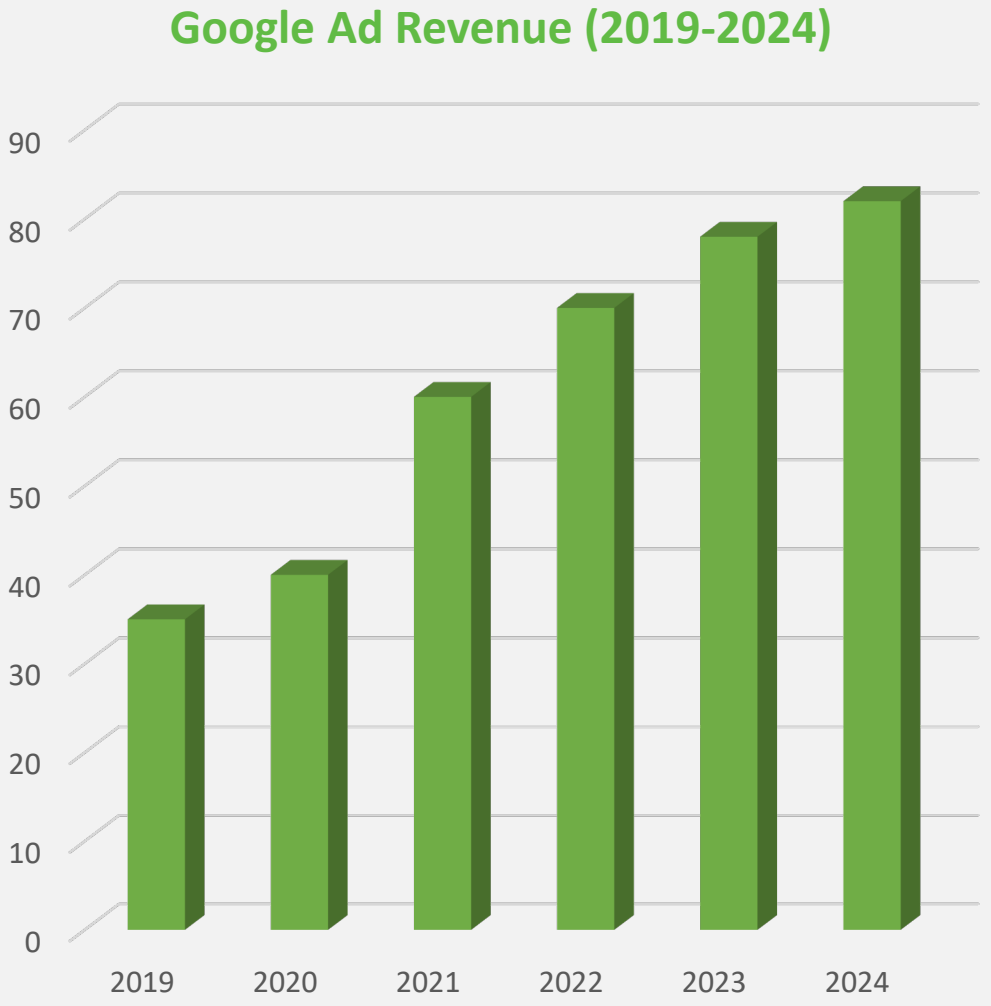
It’s harder than ever to get free SEO traffic, as Google has monetized the SERP





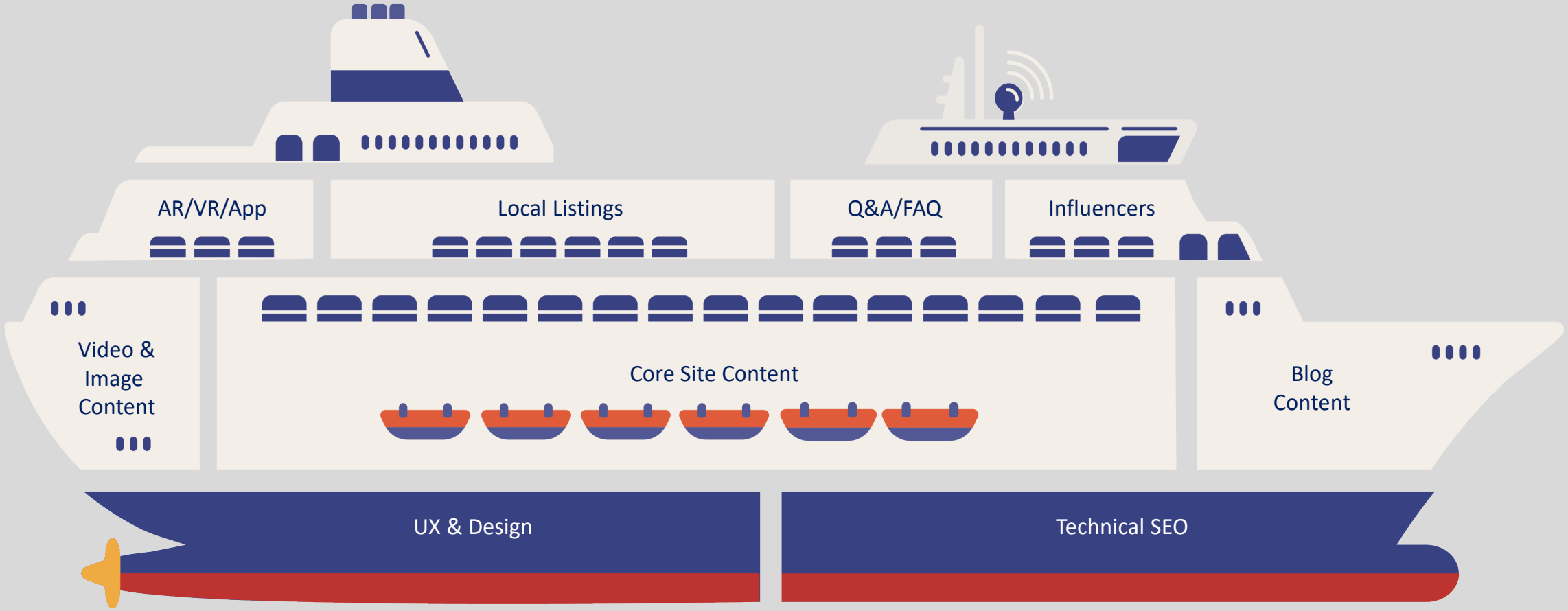


Google must monetize in more places to keep growing



** revenue in billions of dollars USD

But, the foundations of SEO are more important than ever

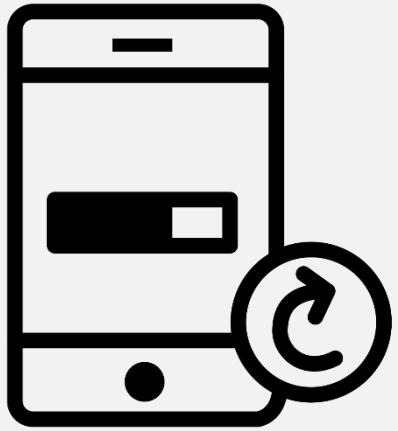


There’s hope!

So what’s to be done about it?

5 steps to overhaul your SEO in today's world

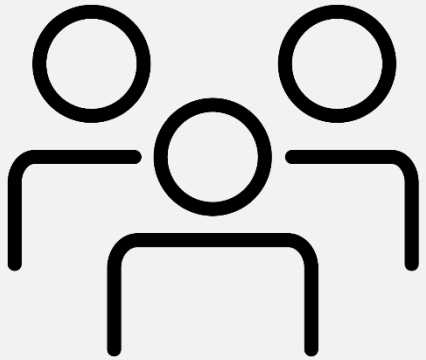
1. Get your site in order
2. Know your audiences
3. Make the content people want
4. Break down internal silos
5. Measure your impact



Get your site in order

- Address all technical and UX shortcomings

01



Know your audiences

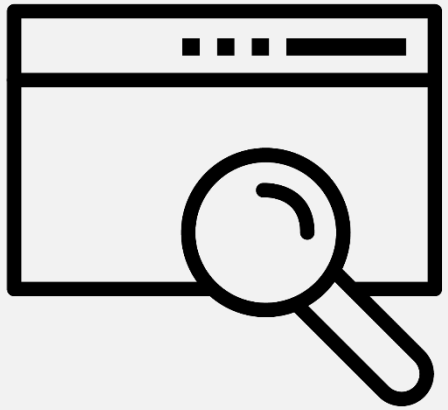
- Learn what they need with data-led personas
- Map out their journey in every channel, format, and message that matters

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

DAC

Want to know more?