

# TURBOCHARGE YOUR SEO CONVERSIONS: UNLEASHING AI AND DATA-DRIVEN TECHNIQUES



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# Quick Intro

17+ Years of Digital Marketing Experience



Ex IAC, AT&T, Yahoo! & eBay

Since AdLift, consulted for PayPal, Walmart, Overstock, Box, Airbnb, Bausch & Lomb



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@

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# We're going to cover

- SEO **conversion rates** vs. Paid and why SEO is important
- How do we **Increase SEO** Traffic that **converts** better?
  - Leveraging Al in **Keyword Research**
  - Creating **Content** that converts
  - **Synergize** efforts between SEO & Paid Search
  - Invest in the **59%** (PAA, Videos, Quora, Featured Snippets)
  - **Technical** SEO & Page Speed
  - **Competitive** Analysis
  - Content Marketing/Link Backs





## SEO Converts Way Higher Than Paid Channels



1 to 3M

#### @puriprashant | #convconf





250K to 500K 100K to 200K

50K to 75K



#### **SEO Traffic**

**1**|

## As % of SEO Increases, CAC Decreases Significantly



### **Reduction in Customer Acquisition Cost (CAC)**





## Sites That Invest in SEO, Drive Upwards of 35% Traffic From SEO





# How Do We Get SEO Traffic to Convert Better?

# Leveraging Al and Data





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# Let's Break Down **SEO into Core** Segments





## Accelerate Keyword Research with Al

## Input: List of URLs you need to do keyword research



Script crawls those URLs and using GPT, recommends the best 10 keywords mapped to that URL

Output: a list of URLs with Keywords, Category and Search Intent

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https://colab.research.google.com/drive/1dfq8fo9abRF1zM9Yc7jXVBG2EUOJ6Qlb#scr ollTo=EiZXwOU241XM

Keyword Analysis



#### GPT classifies keywords into Category



GPT maps keywords to Search Intent: Informational, Navigational, Transactional and Commercial







```
Keyword Research using GPT v1 
  File Edit View Insert Runtime Tools Help All changes saved
 + Code + Text
 Ipip install pandas requests openai bs4 openai google-colab
[67] from google.colab import files
      uploaded = files.upload()
       Choose Files landing_pages.csv
     • landing_pages.csv(text/csv) - 1429 bytes, last modified: 6/7/2023 - 100% done
      Saving landing_pages.csv to landing_pages (3).csv
[68] import pandas as pd
      import requests
      import csv
      import openai
      import bs4
      # Set up OpenAI API
      openai.api_key = "sk-6VOcr2PvdhxQLJMLG0JcT3BlbkFJS89xYQc9GCBV302Pzi
      import pandas as pd
      df = pd.read_csv("landing_pages.csv")
      # Create a new column for keyword suggestions
      df["old_keywords"] = ""
      # Iterate over the URLs and generate keyword suggestions
```

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# Leveraging Synergies Between Paid and SEO

	Acquisition						
Search Query	Clicks ? 🔸	Cost ?	CPC 📀	Sessions ?	в		
1. pina pro lamp							
2. pina pro			1.000	100			
3							
4. pina pro cordless lamp							
5. zafferano america							
6. pina pro table lamp							
7. hudson valley lighting							
8. big ass fans							
9. outdoor lighting							
10. lighting							
11. zafferano table lamp							
12. pina light			1.000				

Source: Google Aniphytishlantre #convconf

Keyword Analysis

			eCommerce 🔻	Conversions		Behavior
Revenue ?		Revenue ?	Transactions	Ecommerce Conversion Rate	Pages / Session	Bounce Rate
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# Leveraging Synergies Between Paid and SEO (Cont..)

SEM Data							<b>SEO Data</b>		
Search Query	Clicks	Cost	CPC	Sessions	Ecommerce Conversion Rate	Tansactions	Revenue	SEO Ranking	Average Se Volume
pina pro lamp								3	1
pina pro								3	
pina pro cordless lamp								3	
zafferano america								7	1,3
pina pro table lamp								3	3
hudson valley lighting								4	22,2
big ass fans								45	110,0
outdoor lighting								15	90,5
zafferano table lamp								4	1
pina light								3	1,3
track lighting								9	49,5
modern lighting								3	12,1
poldina pro table lamp								4	5
pendant lighting								8	110,0
kuzco lighting								3	9,9
modern ceiling fans								3	22,2
pina lamp								3	5
pino pro lamp				and the second se				3	
zafferano	-					100		12	1,6
poldina pro				and the second se				5	5

Source: Goog an Annippica of Salar Source So

Keyword Analysis









## **Target Your High Revenue Products**

		Sales Performance							
P	roduct 🕜	Product Revenue 🕜 🔸		que es ?	Quantity ?				
		\$1,569,497.34 % of Total: 100.00% (\$1,569,497.34)	%	<b>1,478</b> of Total: (34,478)		<b>1,633</b> of Total: (34,633)			
1.	Sungold		314	(0.91%)	315	(0.91%)			
2.	Evergreen		294	(0.85%)	294	(0.85%)			
3.	Arctic Grey Pullover		191	(0.55%)	192	(0.55%)			
4.	Amazon Explorer		237	(0.69%)	237	(0.68%)			
5.	Midnight Black Pullover		175	(0.51%)	176	(0.51%)			
6.	Solace Black		139	(0.40%)	140	(0.40%)			
7.	Sahara Explorer		208	(0.60%)	209	(0.60%)			
8.	Ocean Blue Pullover		156	(0.45%)	157	(0.45%)			
9.	Arctic Explorer		189	(0.55%)	189	(0.55%)			
10.	Emerald		125	(0.36%)	125	(0.36%)			
11.	Dark Mocha		123	(0.36%)	123	(0.36%)			
12.	Sand Knit		134	(0.39%)	134	(0.39%)			
	(ωρυπριγ		IVUU	L 1 I					

Wpunprusnunt #Convcom

#### Keyword Analysis



Keyword	Avg. Search Volume	Ranking
olive sweatshirt	390	17
grey hoodie	49,500	>100
mens casual shirt	22,200	51
casual shirt	22,200	>100
black sweatshirts	22,200	>100
mustard casual shirt	22,200	>100
yellow casual shirt	22,200	>100
blue hoodie	22,200	>100
brown shirt	49,500	>100
brown cotton shirt	110,000	>100





## **Creating Content That Converts**



#### **Content Creation**

#### Headlines

- **d** Sunglasses for Men & Women
- **The 6 Best Sunglasses for Women of 2023**
- **d** Best Selling Sunglasses For Women
- **Women's Sunglasses**
- Polarized Sunglasses for Women
- Shop Sunglasses for Women
- **Women's Designer Sunglasses & Eyewear**
- **Women's Designer Sunglasses**
- Sunglasses & Goggles For Women

#### Questions



What is the best best sunglasses for women?

Where can I buy womens sunglasses online?

How does one tell the gender of sunglasses?

What's in style for women's sunglasses?

What are the best stylish sunglasses for women and men?

What colour of sunglasses are best for girls?

Which brand makes the best sunglasses?





# Creating Content That Converts (Cont..)

Which is the best sunglasses brand? (+)

What kind of sunglasses does Bella Hadid wear? 🕂

sunglasses 🕂

Which sunglasses should I buy? (+)

Do sunglasses need to be polarized? +

Source: keywordspe

#### **Content Creation**

Are expensive sunglasses really better?
Which is best polarized or UV protection sunglasses?
What does a good pair of sunglasses cost?
What is the biggest problem with cheap sunglasses?
What is the downside of wearing sunglasses?
What color blocks the most UV rays?
Is 100% UV protection the same as Polarised?
Which type of sunglass lenses gives the best sun protection?
What is the best grade in sunglasses?
Is Ray-Ban a luxury?

What sunglasses does Tom Cruise have?
What sunglasses does Hailey Bieber always wear?
What sunglasses is Jake Gyllenhaal wearing?
What sunglasses does Matthew mcconaughey wear?
What are Johnny Depp's sunglasses?
What sunglasses does Ryan Reynolds wear?
What is Brad Pitt sunglasses?
What sunglasses does Robert Redford wear?
What sunglasses does Nicolas Cage wear?

Why are Oakley's so good?
Which sunglasses are most high end?
How do I choose classy sunglasses?
Why is Oakley so expensive?
How long do Oakley frames last?
Are Oakley's still popular?
What is the most iconic sunglasses?
What is the most famous sunglasses?
What sunglasses is Pete Davidson?
How can you tell if sunglasses are good quality?
What is the most classic sunglass shape?
What shape sunglasses are best?
Which sunglasses are most high end?
What is the most famous sunglasses?

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+ Why are some expensive streams sestion polarized opleUse.com





## **Creating Content That Converts (Cont..)**

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2	-	Prompt	As an expert on Sung 7 AppSheet 2
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4	Торіс	Content Idea type	द्य GPT for Sheets™ and Docs™
5	sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?
6	sunglasses	Question	Are Prada sunglasses worth the money?
7	sunglasses	Question	Do sunglasses need to be polarized?
8	sunglasses	Question	What is a decent price range for good aviator sunglasses?
9	sunglasses	Question	What are the best sunglasses under \$50?
10	sunglasses	Question	How can I tell if my sunglasses are UV protected?
11	sunglasses	Question	What are the best audio sunglasses that you can buy today?
12	sunglasses	Question	What sunglasses suit a man's face?
13	sunglasses	Question	What are the best sunglasses for women under \$100?
14	sunglasses	Question	What are the best Wayfarer sunglasses for women?
15	sunglasses	Question	What's in style for women's sunglasses?
16	sunglasses	Question	What sport sunglasses do people wear?
17	sunglasses	Question	Are expensive sunglasses really better?
18	sunglasses	Question	Which is best polarized or UV protection sunglasses?
19	sunglasses	Question	What does a good pair of sunglasses cost?
20	sunglasses	Question	What is the biggest problem with cheap sunglasses?
21	sunglasses	Question	What color blocks the most UV rays?
22	sunglasses	Question	Which type of sunglass lenses gives the best sun protection?

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#### **Content Creation**







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1			
2		Prompt	As an expert on Sunglasses, answer this in 250 words or less
3			
4	Торіс	Content Idea type	Content Idea
5	sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?
6	sunglasses	Question	Are Prada sunglasses worth the money?
7	sunglasses	Question	Do sunglasses need to be polarized?
8	sunglasses	Question	What is a decent price range for good aviator sunglasses?
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22	sunglasses	Question	Which type of sunglass lenses gives the best sun protection

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## **ChatGPT Prompts to Write & Optimize Content**



#### Introduction:

When it comes to fashion, sunglasses are not just a functional accessory to protect your eyes from the sun's rays. They have become an essential style statement that can elevate any outfit and reflect your personal taste. As we step into 2023, the sunglasses trends have undergone a refreshing transformation, offering fashion enthusiasts and trendsetters a plethora of cool and chic options to choose from. In this article, we will unveil the sunglasses trends that are set to dominate the fashion scene in 2023, ensuring you stay ahead of the style curve.

#### 1. Oversized Glamour:

The allure of oversized sunglasses continues to reign supreme in 2023. These glamorous shades make a bold statement and exude a sense of confidence. Think large frames with exaggerated shapes, from rectangular to cat-eye and everything in between. Oversized sunglasses not only provide excellent protection from the sun but also add a touch of Hollywood glamour to any outfit. Whether you opt for classic black frames or experiment with vibrant colors, oversized sunglasses are a must-have for fashion-forward individuals this year.

#### **Content Creation**



write a comprehensive guide to buying aviator sunglasses

#### Title: The Comprehensive Guide to Buying Aviator Sunglasses

Introduction:

Aviator sunglasses have stood the test of time, maintaining their status as a timeless and iconic eyewear style. Originally designed for pilots in the 1930s, aviators have transcended their utilitarian origins to become a fashion staple loved by men and women alike. With their distinctive teardrop shape and versatile design, aviator sunglasses offer a blend of classic elegance and contemporary cool. In this comprehensive guide, we will walk you through the essential factors to consider when buying aviator sunglasses, ensuring you find the perfect pair to elevate your style and protect your eyes.

1. Face Shape Considerations:

One of the key factors in choosing the right aviator sunglasses is considering your face shape. Different face shapes suit different frame styles, and aviators are no exception. Here's a breakdown of aviator sunglasses for different face shapes:

- Oval Face: Lucky you! Oval faces are well-suited to most sunglasses styles, including aviators. Experiment with different sizes and shapes to find the perfect fit.
- Round Face: Opt for larger aviator frames with slightly angular edges to create balance and add definition to vour face.



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## **Getting Creative with Prompts**

Keyword Research	Identify 10 SEO keywords related to [topic]/[URL]	Create a list of 5 SEO keywords related to the following product description [product description].
Blog Titles	Write 3 examples of alternative blog post titles with higher CTR for [topic].	Make the blog post titled [title] more catchy
Blog Articles	Write a detailed outline for a blog post titled [title] with a 2-level heading structure."	As an SEO expert, create a blog article on [topic name]. Target digital marketing experts, use intriguing tone.

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**Content Creation** 





## ...or Sharpening Your Poker Skills



You're playing poker with 4 other people. You've been dealt AK suited hearts. What's your pre-flop move?

\$

As an AI language model, I don't have personal preferences or the ability to engage in realtime gameplay. However, I can provide you with general guidelines for playing a strong starting hand like AK suited (Ace-King suited) in a typical poker game.

With AK suited hearts, it's generally considered a strong hand in Texas Hold'em. Here are a few pre-flop options you could consider:

- 1. Raise: You can choose to make a significant raise to put pressure on your opponents and potentially isolate weaker hands. The exact amount would depend on factors such as the table dynamics, stack sizes, and your position.
- 2. Re-raise (3-bet): If there has been a raise before your turn, you can choose to re-raise (3bet) to further increase the pot and potentially narrow the field, especially if you have reason to believe the initial raiser has a weaker hand.
- 3. Call: If the action before you has been minimal and the pot is not yet large, you can opt to call and see the flop, especially if you are in an early position and wish to keep more players in the hand.

The choice of action will depend on various factors such as your table image, stack sizes, position, opponents' tendencies, and the specific dynamics of the game. It's important to adapt your strategy to the situation and make decisions based on a combination of sound poker principles and the specific circumstances of the hand.

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# **Creating Images for Your Blog Posts**



👎 Generate

📿 Explore

My Creations

Unveiling the Sunglasses Trends Dominating 2023





Source: gencraft @puriprashant | #convconf

**Content Creation** 









## **This Works!**



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Source: GSC

#### Created 240 AI articles in 3 months

#### Mobile Usability

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	5
						₹
Top pages				↓ Imj	pressions	Position
https://www.adlift.com/blog/th	ne-top-tools-for-checkin	g-your-websites-domain-author	rity/s/		60,685	57.1
https://www.adlift.com/blog/m	naximize-your-seo-poter	ntial-how-a-spam-score-checke	r-can-help/s/		16,639	49.3
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for Rankings

# Leveraging Existing Blog Posts to Create Videosent Creation

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#### Google

polarized vs non polarized sunglasses

X Ӌ 🙃 🔍

#### YouTube

https://www.youtube.com > watch

#### Polarized VS Non Polarized Sunglasses - YouTube



Learn the difference between **polarized vs non polarized sunglasses**! Check out my sunglasses collection here: https://youtu.be/HwqBB-Jx7NQ ...

YouTube · Doctor Eye Health · Jul 31, 2020

10 key moments in this video 🗸 🗸



Sunski

https://sunski.com > blogs > sunglasses-guide > polariz...

#### Polarized vs. Non-Polarized Sunglasses

**Non-polarized sunglasses simply reduce the intensity of the light**. Non-polarized lenses effectively treat all kinds of light the same, without recognizing the ...



Sunglass Fix https://www.thesunglassfix.com > polarized-vs-non-po...

#### Polarized vs. Non-polarized Sunglasses - Blog

Oct 25, 2021 — Non-polarized lenses, put simply, only offer protection from light; they do not contain a filter allowing them to cancel out surface glare. So, ...

#### Related searches :

Best polarized sunglasses

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#### 83% of marketers generate leads through video marketing - Wyzowl





Including a video on your landing page can boost your conversion rate by up to 80% -

Unbounce









## Al Can Turn Text into Videos Within Minutes



Source: Pictory

https://www.adlift.com/blog/creating-blog-posts-that-convert-a-guide-for-marketer/s/



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**Content Creation** 





# Let's Broaden Our SEO Lens



People also ask

What is a good pair of sunglasses for men?

What brand sunglasses are best?

Which sunglass shade is best?

What sunglasses are in style?

https://www.nordstrom.com > Men > Accessories

#### Men's Sunglasses & Eyewear - Nordstrom



Shop online for men's sunglasses & eyeglasses at Nordstrom.com. Find polarized & blue-light blocking lens in aviator & round frames. Free shipping. Designer Sunglasses & Eyewear · Men's Aviators · Gucci · Oakley

#### @puriprashant | #convcont

Content Creations & Optimization

### **Invest in the 59%**

Feedback

59% Includes Knowledge panel + Top stories + Videos + Tweets + People also ask + Local pack + Featured snippets

41% Organic Results



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# 'People Also Ask' vs. Featured Snippets

#### % of SERPs with Featured Snippets vs PAAs (Desktop)

@purip



## 60% of SERPs have a People Also Ask



People also ask

## Leverage Tools Like Also Asked to **Generate Questions That Are Asked**

	_
What is the best area to stay in London?	
What is the safest area to stay in London?	
hotels in london	
How do I find a cheap stay in London?	
What is the average price of a hotel in London?	
Generated by AlsoAsked.com	
anurinrachant I ttoonvoont	
@puriprashant   #convconf	

Where should a first time tourist stay in London? What is the nicest side of London? What is the safest city in London? Which part of London is more beautiful? How many days do you need in London? What is the most luxurious part of London?

Where do millionaires stay in London? What is the prettiest neighborhood in London? How can tourists stay safe in London? Where in UK has highest crime rate? Is London a safe city for tourists?

What month is the cheapest to stay in London? How much does it cost to stay in a hotel for a week in London? How to find good accommodation in London? Where can I buy cheap flats in London? How much is the cheapest apartment in London?

What is the cheapest month to stay in London? How much should I spend on a hotel in London? How much is breakfast in London? How much does a single room cost in London? How much is per meal in London? Is London expensive for tourists?

#### AlsoAsked









# Let's Broaden Our SEO Lens (Cont..)





# Opti

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ahrefs Dashboard	Site Explorer Keywords Explorer Site	Audit Rank T	racker (	Conte	nt Explo	orer More	e 🔻 🕴 Aca	idemy IZ	https://www.vsp.com > polarized-sunglasses : What are Polarized Lenses? - VSP Vision Care
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Organic search	+ sunglasses hut	6	4K	38	0.07	2,654	1	https://www.sunglasshut.com/ - 4 more	
Organic keywords	+ gucci sunglasses	3	26K	10	0.16	2,605	2	https://www.sunglasshut.com/us/gucci 🗸	
Top pages Top subfolders	+ sunglasshut	4	2.2K	43	0.20	2,169	1	https://www.sunglasshut.com/ - 3 more	
Top subdomains	+ sunglass	4	30K	34	0.11	1,683	2	https://www.sunglasshut.com/ - 1 more	
Competing domains Competing pages	+ gucci sunglasses women	3	5.2K	9	0.04	763	2	https://www.sunglasshut.com/us/gucci ▼ 4 more	
Content gap	+ versace sunglasses	3	7.9K	5	0.07	611	2	https://www.sunglasshut.com/us/versace - 2 more	
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unt of reflecting light e images appear

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#### **Optimizing for Featured Snippet/Zero** Featured 2 Q All ⊘ Shopping 🖾 Images 🗉 News Videos : More **Box Ranking** About 3.130.000 results (0.60 seconds The Benefits of Polarized Sunglasse A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only reduce glare, they make images appear rper and clearer, increasing visual clarity and comfort. https://www.vsp.com > polarized-sunglasses What are Polarized Lenses? - VSP Vision Care SERP features: 69 on SERP PC 🔻 Traffic • X Word count Main positions only @ Multiple URLs only @ URL Traffic Position CPC 1.18 3,733 69 https://www.sunglasshut.com/ca-en/sunglasse s-trends/returns-mobile - 7 more 69 https://www.sunglasshut.com/ca-en/sunglasse 542 N/A s-trends/returns-mobile - 5 more 427 2.02 https://www.sunglasshut.com/us/sunglasses-b 3 rands -271 2.96 https://www.sunglasshut.com/us/sunglasses/p 4

Organic keywords			
United States   Position	Volume 🔻	KD	C
<b>2,208 keywords</b>	Don't d	compare r	
Keyword	SF	Volume	KD
sunglass hut return policy	4	4.7K	8
sunglass hut return	2	700	25
sunglasses brands	4	6.7K	34
polarized glasses	6	8K	30
what are polarized sunglasses	3	16K	44
Iuxury sunglasses brands	5	1.1K	40
does sunglasses hut do repairs	4	250	14
expensive sunglasses	6	3.3K	9
	2,208 keywords	■ United States ▼       Position ▼       Volume ▼         2,208 keywords       ■ 25 Aug 2022 ▼       Don't d         ► Keyword       SF         - + sunglass hut return policy       4         - + sunglass hut return       2         - ✓ sunglasses brands       4         - ✓ polarized glasses       6         + what are polarized sunglasses       3         + luxury sunglasses brands       5         + does sunglasses hut do repairs       4	<ul> <li>United States ▼ Position ▼ Volume ▼ KD ▼</li> <li>2,208 keywords 25 Aug 2022 ▼ Don't compare ▼</li> <li>Keyword SF Volume</li> <li>+ sunglass hut return policy 4 4.7K</li> <li>+ sunglass hut return 2 700</li> <li>✓ sunglasses brands 4 6.7K</li> <li>✓ polarized glasses 6 8K</li> <li>+ what are polarized sunglasses 3 16K</li> <li>+ luxury sunglasses brands 5 1.1K</li> <li>+ does sunglasses hut do repairs 4 250</li> </ul>

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- 69 https://www.sunglasshut.com/us/promise -N/A 136 4 more
- 1.45 120 https://www.sunglasshut.com/us/sunglasses/m 5 ens-luxury-sunglasses -



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About featured snippets • III Feedback

# **Optimizing for Featured Snippet/Zero Box Ranking**

■ Organic keywords					
United States  Vo	olume	KD .	•	CPC 🔻	
<ul> <li>United States  Position   </li> <li>28 keywords 25 Aug 2022   </li> <li>Keyword  </li> <li>+ sunglass hut return policy </li> <li>+ sunglass hut return  </li> <li>+ luxury sunglasses brands </li> <li>+ does sunglasses hut do repairs </li> <li>+ sunglasses hut return policy </li> </ul>	on't con	npare 🔻	0	Main	ро
	SF	Volume	KD	CPC	T
<ul> <li>United States  Position  </li> <li>28 keywords 28 keyword Keyword + sunglass hut return policy + sunglass hut return + sunglass hut return + luxury sunglasses brands + does sunglasses hut do repairs + sunglasses hut return policy - men's designer sunglasses brands - to be true</li></ul>	4	4.7K	8	1.18	3
	2	700	25	N/A	
Huxury sunglasses brands	5	1.1K	40	2.26	
does sunglasses hut do repairs	4	250	14	N/A	
+ sunglasses hut return policy	3	400	5	1.77	
men's designer sunglasses brands	5	200	41	N/A	
<ul> <li>United States  Position  </li> <li>28 keywords 28 keyword Keyword + sunglass hut return policy + sunglass hut return + sunglass hut return + luxury sunglasses brands + does sunglasses hut do repairs + sunglasses hut return policy - men's designer sunglasses brands </li> </ul>	3	150	15	N/A	
Hoes sunglass hut replace lenses	4	70	23	2.55	



About 3.130.000 results (0.60 seconds)

The Benefits of Polarized Sunglasses

A virtually invisible filter can be built into lenses to eliminate the amount of reflecting light that enters the eye. Polarized lenses not only reduce glare, they make images appear sharper and clearer, increasing visual clarity and comfort.

https://www.vsp.com > polarized-sunglasses What are Polarized Lenses? - VSP Vision Care

Traffic	; ▼ SE	RP features: 69 where target ranks X Word con
position	s only 🕜	Multiple URLs only @
Traffic	Position	URL
3,733	1	<ul> <li>69 https://www.sunglasshut.com/ca-en/sunglasse s-trends/returns-mobile ▼ 7 more</li> </ul>
542	1	<ul> <li>69 https://www.sunglasshut.com/ca-en/sunglasse s-trends/returns-mobile ▼ 5 more</li> </ul>
183	1	69 https://www.sunglasshut.com/us/sunglasses/m ens-luxury-sunglasses ▼
136	1	<ul> <li>69 https://www.sunglasshut.com/us/promise ▼</li> <li>4 more</li> </ul>
105	1	<ul> <li>https://www.sunglasshut.com/ReturnsView?sto reld=10154&amp;urlRequestType=Base&amp;langId=-1&amp; catalogId=20602 ▼ 3 more</li> </ul>
79	1	69 https://www.sunglasshut.com/us/sunglasses/m ens-luxury-sunglasses ▼
48	1	<ul> <li>69 https://www.sunglasshut.com/us/promise ▼</li> <li>1 more</li> </ul>
35	1	<ul> <li>69 https://www.sunglasshut.com/us/promise ▼</li> <li>2 more</li> </ul>



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About featured snippets • II Feedback

# Optimizing for Feature Box Rank

 $\equiv$  Organic keywords

#### Traffic < SERP features: 69 on SER KD 🔻 CPC -United States Position • Volume • $\equiv$ Organic 2,208 keywords 🛅 25 Aug 2022 🔻 Don't compare 🔻 Main positions only (2) Keyword United St sunglass hut return policy 69 2.2K Keywords 220 keywords + sunglass hut return Keyword with ~5.3M □ ✓ sunglasses brands + what a polarized glasses Search Volume 🗌 🗸 polariz what are polarized sunglass + what is Iuxury sunglasses brands 🗌 🗸 sunglas 4 14 does sunglasses hut do repairs 250 136 N/A 1 69 🗌 🕂 sungla 6 expensive sunglasses 120 5 3.3K 1.45 - expense □ + name

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anking							<ul> <li>All ◇ Shopping Images Images News Videos More</li> <li>About 3,130,000 results (0.60 seconds)</li> <li>The Benefits of Polarized Sunglasses</li> <li>A virtually invisible filter can be built into lenses to eliminate the amount of that enters the eye. Polarized lenses not only reduce glare, they make image sharper and clearer, increasing visual clarity and comfort.</li> <li>https://www.vsp.com &gt; polarized-sunglasses Image More About featured sunglasses About featured sunglasses</li></ul>
atures: 69 on SERP X Word count							
<ul> <li>Organic keywords</li> <li>United States          <ul> <li>Position: 3–10</li> </ul> </li> <li>220 keywords          <ul> <li>25 Aug 2022 •</li> <li>10</li> </ul> </li> </ul>		/olume ▼ mpare ▼	) <b>K</b> E	) <b>-</b>	CPC ▼	Traffic ▼	SERP features:   on SERP  Multiple URLs only
Keyword	SF	Volume •	KD	CPC	Traffic	Position	URL
+ what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/s
polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/s
+ what is polarized sunglasses	5	6.7K	46	4.23	61	10	https://www.sunglasshut.com/us/s
sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sands -
+ sunglass brands	4	4.3K	43	2.34	116	3	https://www.sunglasshut.com/us/sands -
expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sens-luxury-sunglasses -
hame brand sunglasses	4	2.7K	40	1.30	64	9	https://www.sunglasshut.com/us/sands - 1 more
sunglasses brand	3	1.1K	43	2.68	75	3	https://www.sunglasshut.com/us/sands -



# **Technical SEO: Improving Crawlability**



Souce: Instant Comm@puriprashant | #convconf

**Technical SEO** 

## With every second, Conversion Rate Drops by +20%





# **Technical SEO: Improving Crawlability**



Submitted sitemaps						Ŧ
Sitemap	Туре	Submitted $  \psi $	Last read	Status	Discovered URLs	
/blog-sitemap.xml	Sitemap	Aug 12, 2022	Aug 2, 2022	Success	309	ılı
/sitemap_index.xml	Sitemap index	Jun 9, 2022	Aug 15, 2022	Success	1,169	11.
			Rows per	page: 10 💌	1-2 of 2 🔨	>

@puriprashant | #convconf

**₽** EXP

Covera	ge				EXP
	overage     Image: the served of t	Google			₹
	Reason	Source ⑦	Validation $\downarrow$	Trend	Pages
	Page with redirect	Website	I Not Started	<u> </u>	776
	Alternate page with proper canonical tag	Website	Not Started		226
	Why pages aren't indexed   Pages that aren't indexed can't be served   Reason   Page with redirect   Alternate page with proper canonical tag   Duplicate without user-selected canonical   Not found (404)   Excluded by 'noindex' tag   Server error (5xx)   Blocked due to other 4xx issue	Website	I Not Started		138
	Not found (404)	Website	I Not Started	·	99
	Excluded by 'noindex' tag	Website	I Not Started		53
	Server error (5xx)	Website	I Not Started		2
	Blocked due to other 4xx issue	Website	I Not Started		1
	Blocked due to access forbidden (403)	Website	I Not Started		1
	Crawled - currently not indexed	Google systems	! Not Started		239

**Core Web Vitals** 

Source: Chrome UX report ⑦ Last updated: 8/21/22







# **Scaling Interlinking Across Your Website**



Source: Googlepsgarshorshorshar/Addite Ageonf

35,00,000

Increasing the # of Interlinks within your website **INCREASES** Non-Brand Impressions

#### John Mueller answered if internal linking was important:

"Yes, absolutely.

It's something where internal linking is super critical for SEO.

I think it's one of the biggest things that you can do on a website to kind of guide Google and guide visitors to the pages that you think are important.

And what you think is important is totally up to you.

You can decide to make things important where you earn the most money or you can make things important where you're the strongest competitor or maybe you're the weakest competitor.

With internal linking you can really kind of focus things on those directions and those parts of your site.







# Advance Internal Linking using Screaming frog

	H1 H		Content	Images	Canonicals	Pagination	Directives	Hreflan	g AMP	Structured Dat	-	PageSpeed	Custom Search
A	I (									Custom Se	earch		
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Tool: Screan graph grashant | #convconf

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# **Competitor Analysis To Drive** Meaningful Insights

SEMRUSH Features	Pricing Resources V Company V App	Center 📠 🗸 🛛 Extra tools 🛇	/				EN 🗸 👤 🗸	Filter by k	eyword Q Pos: Competitors	in Top 10 🗙 Vo	blume 🗸 🛛 KD 🗸	Intent 🗸	dvance		
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⊙ <sup>≁</sup> SEO ∽	Keyword Gap       £ Export to PDF         Database: United States        Device: Desktop        Date: Aug 28, 2022        Currency: USD							All keyword details for: warbyparker.com 🗸 You							
SEO Dashboard	Root domain 🗸 Root domain 🗸	Root domain 🗸	Root domain 🗸	Root	domain 🗸										
Domain Overview	You warbyparke X eyebuydirect.co	m × Add competitor	Add compe	etitor A	Add competitor	Comp	are Cancel	Sh	hared 26.8K Missing 6K Weak 23.9k	Strong 2.8K	Untapped 6K L	Inique 0 All 32.	7K		
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Keyword Gap	Filter by keyword Q Position	▼ Volume ▼ KD ▼	Intent 🗸 Advance	ed filters 2 ×											
Backlink Gap	Top Opportunities You	Keyword Overlap							⊕ glasses ≫	Т	8	4			
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Keyword Manager	Keyword Volume	Cycodydiroct.com 104.2K							🕀 glasses online glasses usa »>	<b>I T</b> 26	26	6			
Position Tracking	good rx >> 1,000,000														
Organic Traffic Insights	zenni optical » 550,000								prescription glasses >>	С	9	7			
LINK BUILDING	oakley >> 368,000														
Backlink Analytics Backlink Audit	ray ban ≫ 301,000								prescription sunglasses >>	С	18	3			
Link Building Tool															
Bulk Analysis	oakley sunglasses >> 165,000								glasses frames >>	С	6	3			
ON PAGE & TECH SEO	View details														
Site Audit									eyeglasses online >>	С	7	6			
Listing Management	All kowword details for: warbyparker co														
SEO Content Template										IT	56	2			
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My Reports +	eyeglasses near me >>	T	4 20	74,000 10	00 • 3.	.26 0.	87 1.1B	Tool	l: SEMRush			Acquire. Ar	mplifi		
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**Competitor Analysis** 









## Competitor Analysis To Measure Share of Voice (SOV)

warbyparker.com	uydirect.com ×	🛑 johnjacobseye	ew ×	https://www.fra	×	Add competito
Domain 😚	Authority sc	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domain
warbyparker.com	65	2.6K ↑	1.4M ↑	223K ↑	487.2K	20.4K
eyebuydirect.com	62	3.4K ↑	1.3M ↓	179.7K ↑	391.3K	9.5K
johnjacobseyewear.com	38	1.2M ↓	71K ↑	5.1K ↑	484.3K	825
framesdirect.com	61	11.1K 个	332.4K ↑	162.1K ↑	713.3K	12.5K



Source: SEMRappusripindighter | #convconf

#### **Competitor Analysis**

#### Non-branded / Branded













@puriprashant | #convconf

# Content Marketing & Increasing The Authority of Your Website





# Google's Ranking Algorithm

~45% of Google's Ranking Algorithm Depends on Content Marketing/Link Backs

#### **Components of Google's Ranking Algorithm**

According to 72 SEOs Surveyed for SEOmoz's Biennial Search Ranking Factors



# Quality Matters

"From my point of view, I would tend not to focus on the total number of links to your site, or the total number of domain links to your website, because we look at links in a very different way."

"We try to understand what is relevant for a website, how much should we weigh these individual links, and the total number of links doesn't matter at all. Because you could go off and create millions of links across millions of websites if you wanted to, and we could just ignore them all."

## John Mueller Google Search Advocate





## **Content Lift: Content Marketing Tool with Built in APIs**









## The Turnkey Publishing Process





Ideas onceptualization	Content Schedule Creation		Identifying Authors					
Thematic Outreach								
ifying Authors	Quality Parameters		Domain Experts					
F	Publisher Outreach							
Cor	ntent Implementatio	n						
(	Content Promotion							
ganic Visibility	Social Share		Brand Mentions					





# **Content Quality Process That Works**





## The AI Toolbox To Drive SEO Conversions

Keyword Research		C KeywordSearch	keywrds.ai	Nichely	
Article/Blog Ideas		<b>Ogrowthbar</b>	copy.ai	anyword	Jasper
<b>Text to Video</b>		invideo	🧡 wave.video	elai.	
Video to Text	)) SPEECHTEXT.AI	Translate. Video	Vid2txt	PicFinder	
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Video Creator	Synthesia 🏠		<b>DEEPBRAIN</b> AI STUDIOS		





# To Sum it Up!

- Increasing SEO traffic to >100% of Paid Search Increases Conversion Rates by 8 to 10X & Reduces CAC by ~60%
- Synergize efforts between SEO & Paid Search
- Invest in the 59% (PAA, Videos, Quora, Featured Snippets)
- Leverage Competitor Analysis to Derive Meaningful Insights
- Invest in Content Marketing/Link Back to Increase Authority























## Questions? Please Reach Out! If You'd Like a Copy of the Deck – email: prashant@adlift.com



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in/prashantpuri



prashant@adlift.com

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### **Download the Deck**



