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

Prashant Puri – CEO & Co-Founder, AdLift

June, 2023

@puriprashant | #convconf

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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in/prashantpuri

prashant@adlift.com

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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 AI 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**

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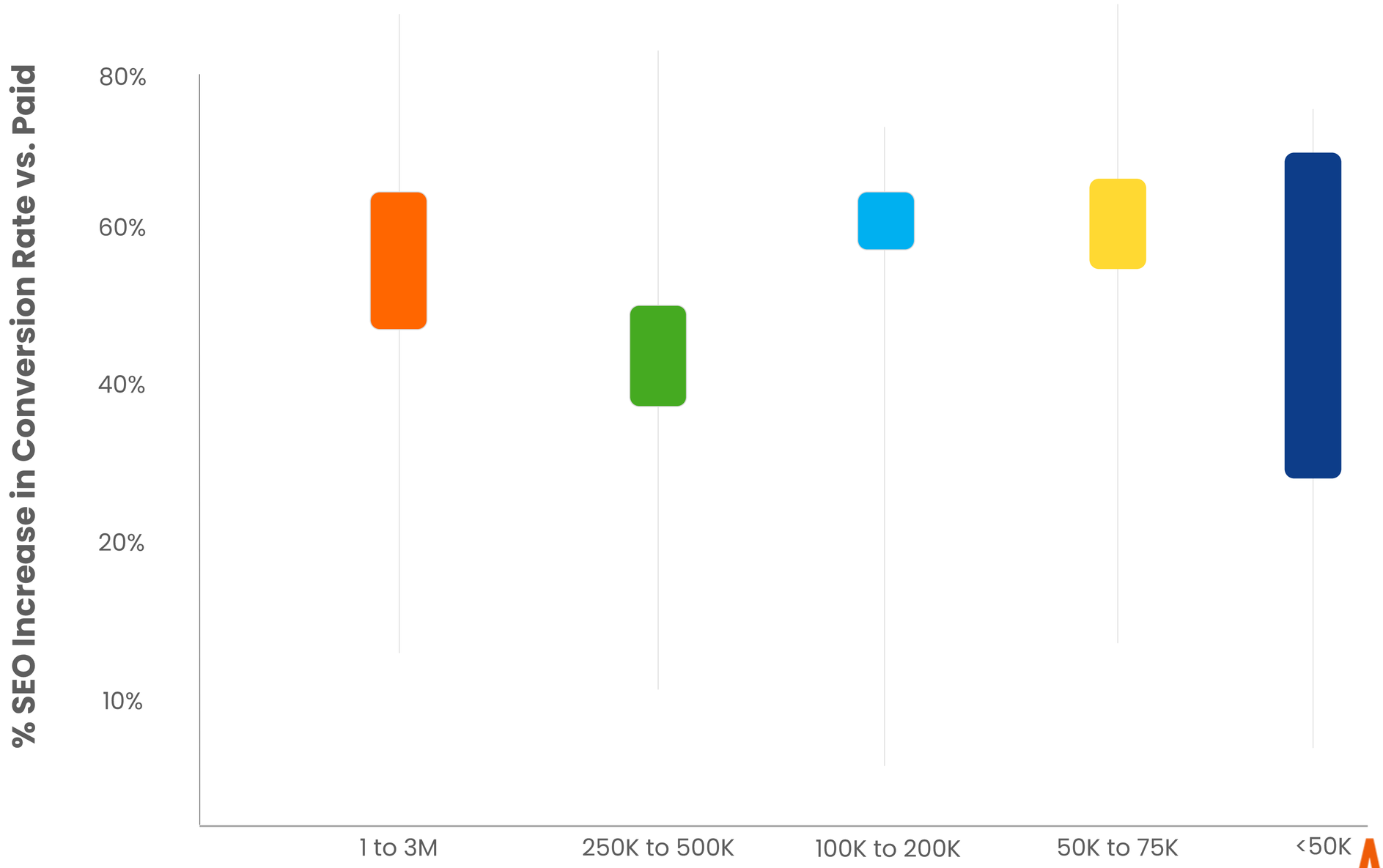
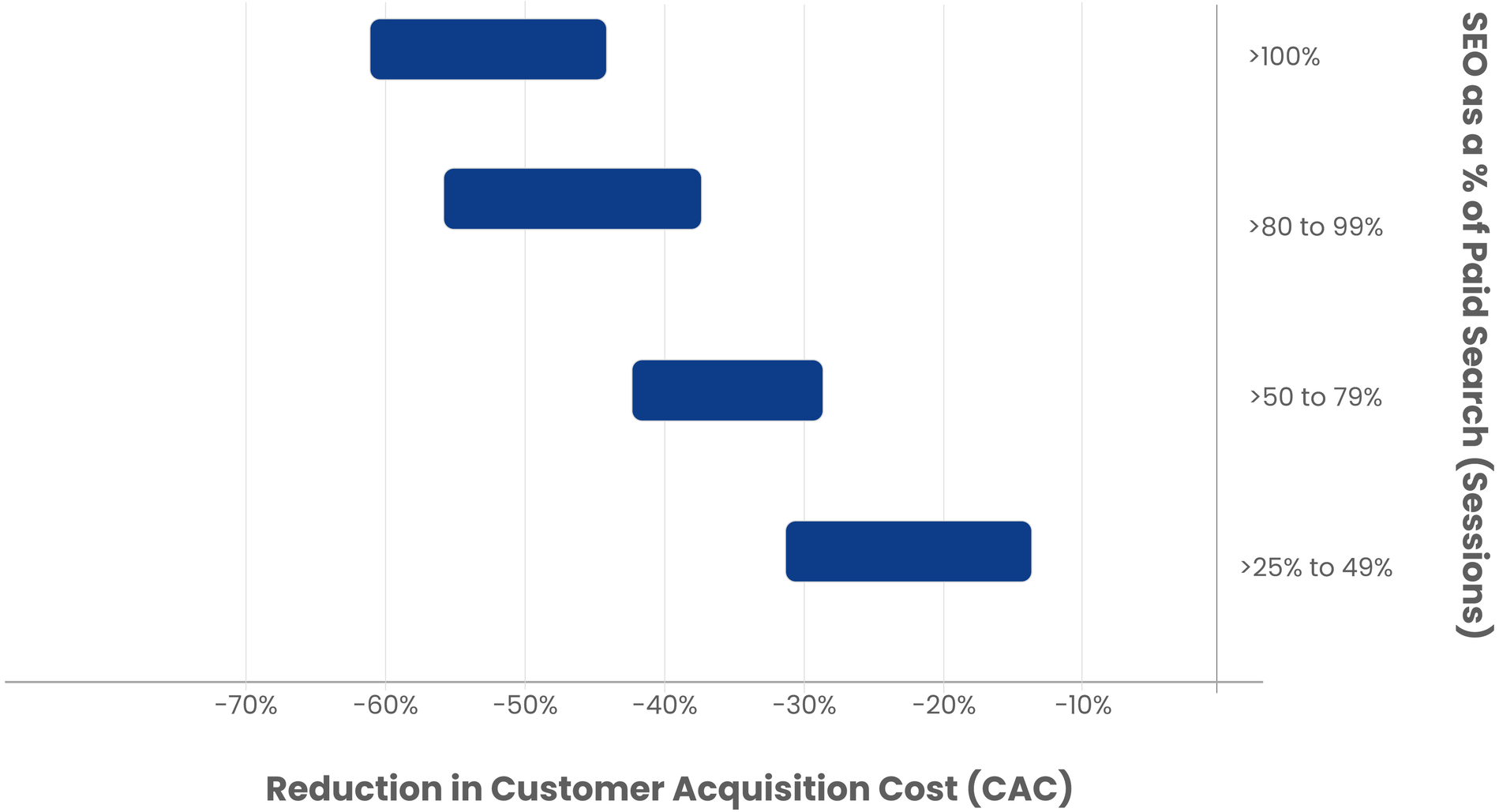
SEO Converts Way Higher Than Paid Channels

ADLIFT RESEARCH



As % of SEO Increases, CAC Decreases Significantly

ADLIFT RESEARCH



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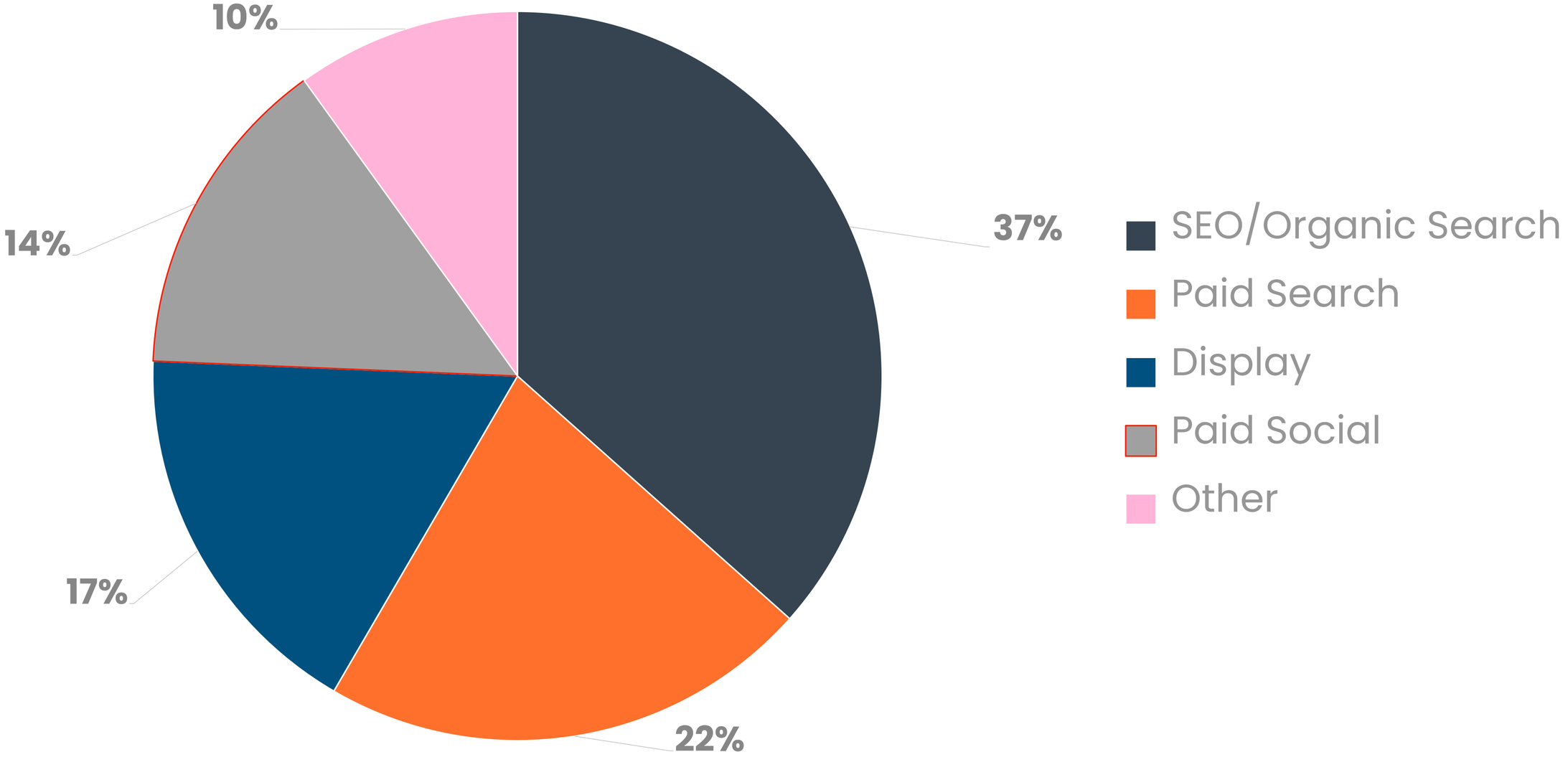
Sites That Invest in SEO, Drive Upwards of 35% Traffic From SEO



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How Do We Get SEO Traffic to Convert Better?

Leveraging AI and Data

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Let's Break Down SEO into Core Segments

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Accelerate Keyword Research with AI

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

GPT classifies keywords into Category

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

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

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

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Keyword Research using GPT v1

File Edit View Insert Runtime Tools Help All changes saved

Comment Share

+ Code + Text

RAM Disk

```
!pip 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 = "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"


     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
```

0s completed at 6:16 PM

Leveraging Synergies Between Paid and SEO

Keyword Analysis

Search Query	Acquisition				Behavior		Conversions eCommerce		
	Clicks	Cost	CPC	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
1. pina pro lamp									
2. pina pro									
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									

Google Ads | Keyword plan

ahrefs Rank Tracker

Source: Google Analytics | ahrefs

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Leveraging Synergies Between Paid and SEO (Cont..)

Keyword Analysis

	SEM Data							SEO Data	
Search Query	Clicks	Cost	CPC	Sessions	Ecommerce Conversion Rate	Transactions	Revenue	SEO Ranking	Average Search Volume
pina pro lamp								3	110
pina pro								3	70
pina pro cordless lamp								3	-
zafferano america								7	1,300
pina pro table lamp								3	390
hudson valley lighting								4	22,200
big ass fans								45	110,000
outdoor lighting								15	90,500
zafferano table lamp								4	170
pina light								3	1,300
track lighting								9	49,500
modern lighting								3	12,100
poldina pro table lamp								4	590
pendant lighting								8	110,000
kuzco lighting								3	9,900
modern ceiling fans								3	22,200
pina lamp								3	590
pino pro lamp								3	-
zafferano								12	1,600
poldina pro								5	590

Source: Google Analytics / SEMRush

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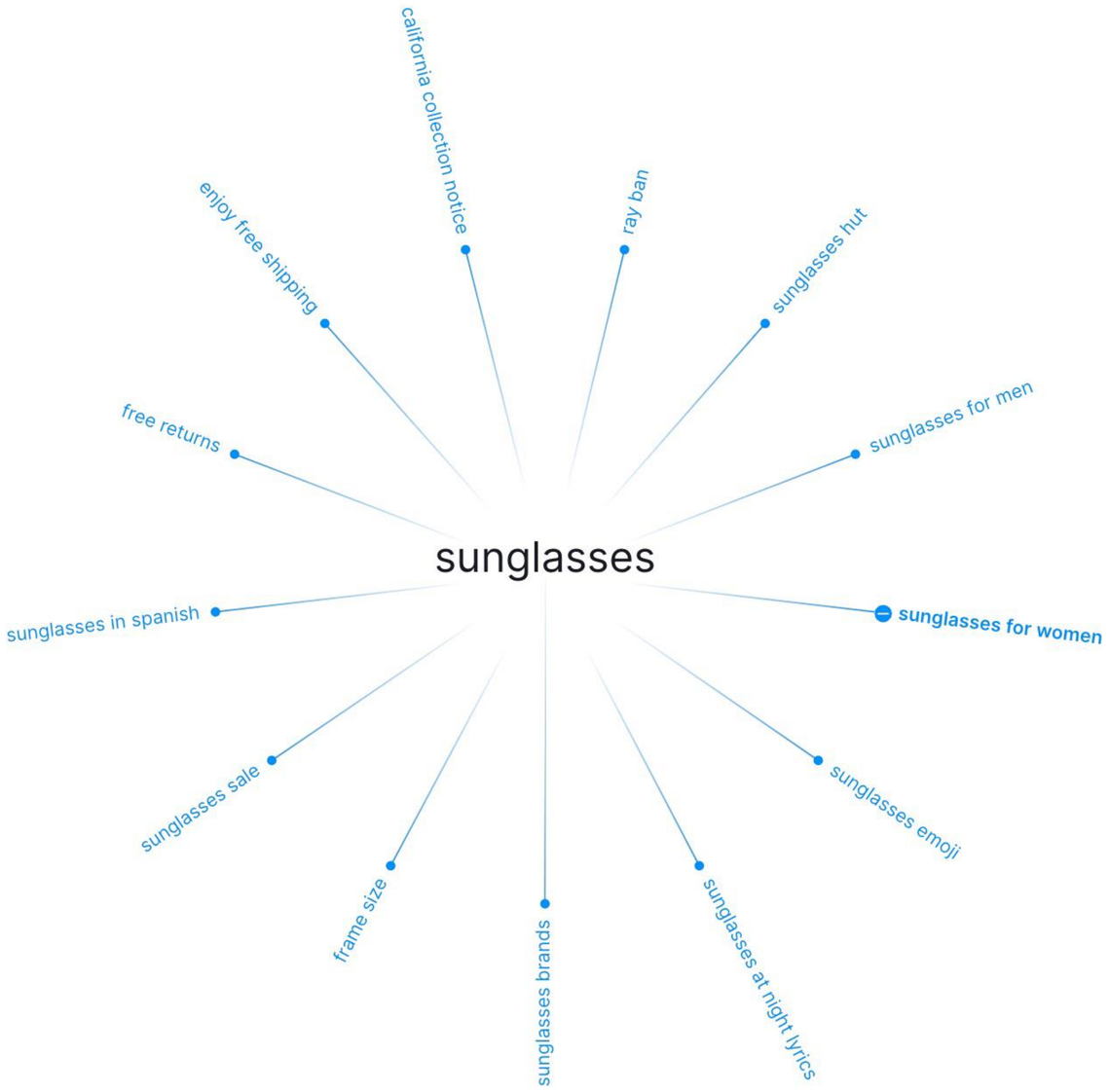
Target Your High Revenue Products

Product	Sales Performance			
	Product Revenue	Unique Purchases	Quantity	Avg. Price
	$1,569,497.34 % of Total: 100.00% ($1,569,497.34)	34,478 % of Total: 100.00% (34,478)	34,633 % of Total: 100.00% (34,633)	$45.32 Avg for View: $45.32 (0.00%)
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%)	

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

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

Questions

All | What | How | Which | Why

- 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?

Source: SEMRush

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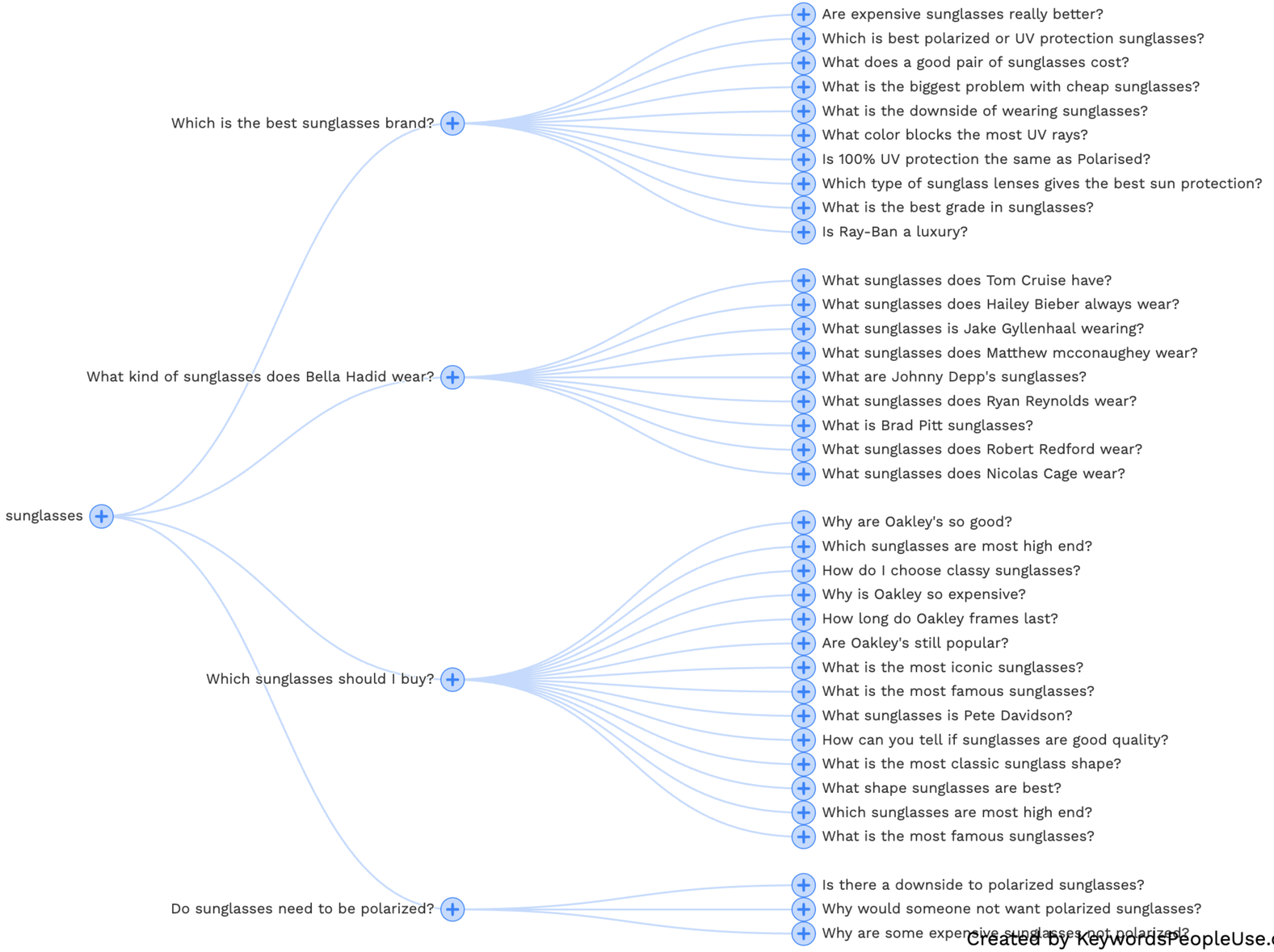
Creating Content That Converts (Cont..)

Content Creation



Created by KeywordsPeopleUse.com

Source: keywordspeopleuse

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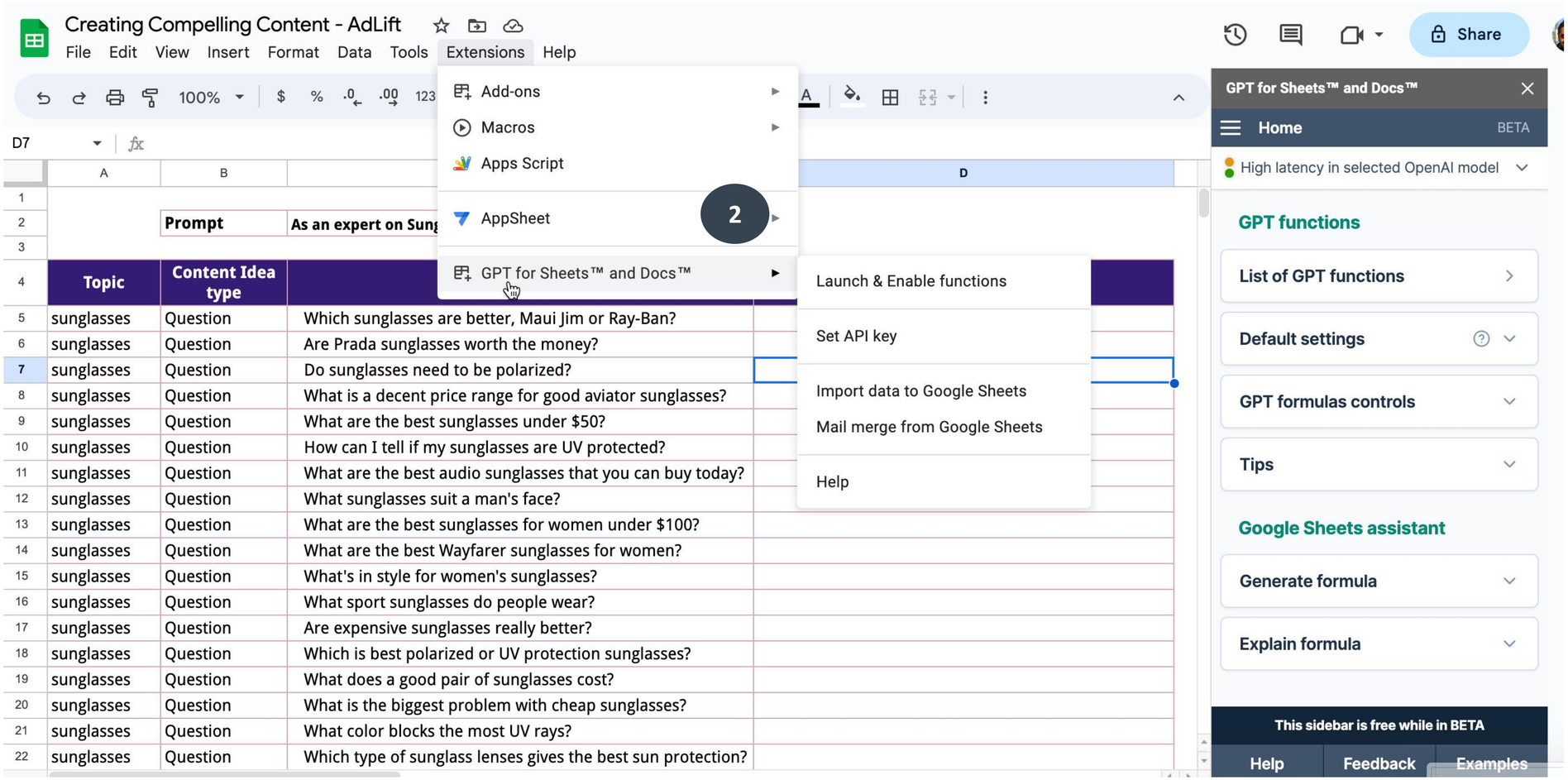
Creating Content That Converts (Cont..)

1 Export topic to XLSX



Topic	Content Idea type	
sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?
sunglasses	Question	Are Prada sunglasses worth the money?
sunglasses	Question	Do sunglasses need to be polarized?
sunglasses	Question	What is a decent price range for good aviator sunglasses?
sunglasses	Question	What are the best sunglasses under $50?
sunglasses	Question	How can I tell if my sunglasses are UV protected?
sunglasses	Question	What are the best audio sunglasses that you can buy today?
sunglasses	Question	What sunglasses suit a man's face?
sunglasses	Question	What are the best sunglasses for women under $100?
sunglasses	Question	What are the best Wayfarer sunglasses for women?
sunglasses	Question	What's in style for women's sunglasses?
sunglasses	Question	What sport sunglasses do people wear?
sunglasses	Question	Are expensive sunglasses really better?
sunglasses	Question	Which is best polarized or UV protection sunglasses?
sunglasses	Question	What does a good pair of sunglasses cost?
sunglasses	Question	What is the biggest problem with cheap sunglasses?
sunglasses	Question	What color blocks the most UV rays?
sunglasses	Question	Which type of sunglass lenses gives the best sun protection?

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Creating Compelling Content - AdLift

File Edit View Insert Format Data Tools Extensions Help

Share

D5

	Prompt	As an expert on Sunglasses, answer this in 250 words or less

Topic	Content Idea type	Content Idea	Content Output
sunglasses	Question	Which sunglasses are better, Maui Jim or Ray-Ban?	
sunglasses	Question	Are Prada sunglasses worth the money?	
sunglasses	Question	Do sunglasses need to be polarized?	
sunglasses	Question	What is a decent price range for good aviator sunglasses?	
sunglasses	Question	What are the best sunglasses under $50?	
sunglasses	Question	How can I tell if my sunglasses are UV protected?	
sunglasses	Question	What are the best audio sunglasses that you can buy today?	
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sunglasses	Question	What are the best Wayfarer sunglasses for women?	
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sunglasses	Question	Which type of sunglass lenses gives the best sun protection?	

GPT for Sheets™ and Docs™

Home BETA

High latency in selected OpenAI model

GPT functions

List of GPT functions

Default settings

GPT formulas controls

Tips

Google Sheets assistant

Generate formula

Explain formula

This sidebar is free while in BETA

Help Feedback Examples

ChatGPT Prompts to Write & Optimize Content

Content Creation

Please write 10 alternative titles for this blog post: "Sunglasses Trends for 2023"

2 / 2

1. "Shade Game: The Hottest Sunglasses Trends of 2023"
2. "Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023"
3. "Sun-Kissed Style: The Ultimate Guide to Sunglasses Trends in 2023"
4. "Fashion Forward: Exploring the Trendsetting Sunglasses of 2023"
5. "2023 Vision: The Must-Have Sunglasses Styles for the Trend-Conscious"
6. "Sunshine Style: Discover the Top Sunglasses Trends for 2023"
7. "Eyes on Fashion: Trendy Sunglasses to Elevate Your 2023 Look"
8. "Sizzling Shades: Breaking Down the Hottest Sunglasses Trends in 2023"
9. "Sunny Side Up: Embrace the Latest Sunglasses Trends of 2023"
10. "Sunglasses Sizzle: Unveiling the Fashionable Eyewear Trends of 2023"

As a content marketing specialist, create a 1200 word article on Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023. Targeting fashion enthusiasts and trendsetters.

4 / 4

Title: Cool and Chic: Unveiling the Sunglasses Trends Dominating 2023

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.

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 your face.

Getting Creative with Prompts

Content Creation

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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...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 real-time 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 (3-bet) 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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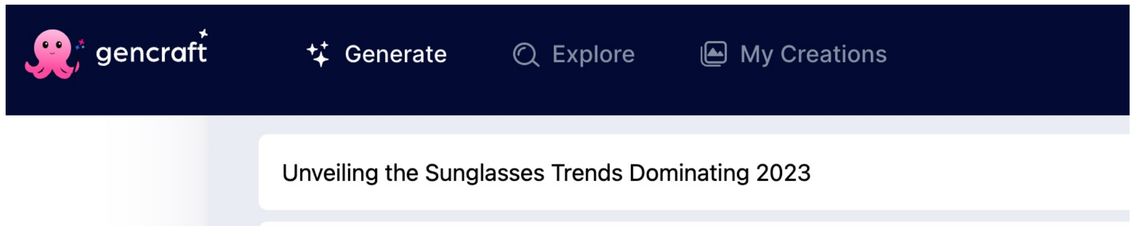
Creating Images for Your Blog Posts

Content Creation



PicFinder

Source: gencraft

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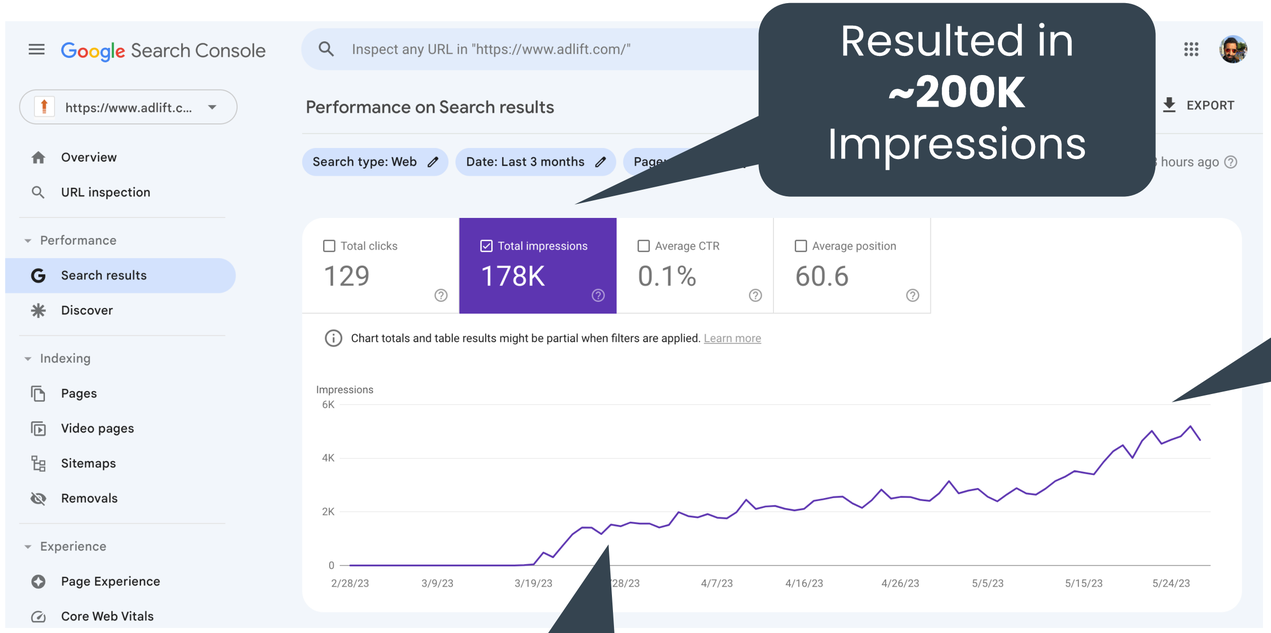
This Works!



Resulted in **~200K** Impressions

Created **240** AI articles in 3 months

Started creating AI generated articles in March 2023

Next Step: Optimize for Rankings

Mobile Usability

QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES

Top pages	Impressions	Position
https://www.adlift.com/blog/the-top-tools-for-checking-your-websites-domain-authority/s/	60,685	57.1
https://www.adlift.com/blog/maximize-your-seo-potential-how-a-spam-score-checker-can-help/s/	16,639	49.3
https://www.adlift.com/blog/nofollow-vs-dofollow-backlinks-which-is-more-valuable-for-seo/s/	9,548	78.4
https://www.adlift.com/blog/what-is-domain-rating-a-complete-guide/s/	6,689	77.5
https://www.adlift.com/blog/what-are-breadcrumbs-and-why-are-they-important-for-your-website/s/	5,596	61.6
https://www.adlift.com/blog/a-step-by-step-guide-to-google-serp-analysis/s/	5,321	68.2
https://www.adlift.com/blog/keyword-mapping-organizing-your-content-strategy-for-maximum-impact/s/	3,975	82.2
https://www.adlift.com/blog/the-different-types-of-keywords-and-how-to-use-them/s/	3,470	47.6
https://www.adlift.com/in/blog/10-proven-tactics-on-how-to-increase-domain-authority/s/	3,345	67.1
https://www.adlift.com/in/blog/maximize-your-seo-potential-how-a-spam-score-checker-can-help/s/	3,314	37.2

Rows per page: 10 1-10 of 243

Source: GSC

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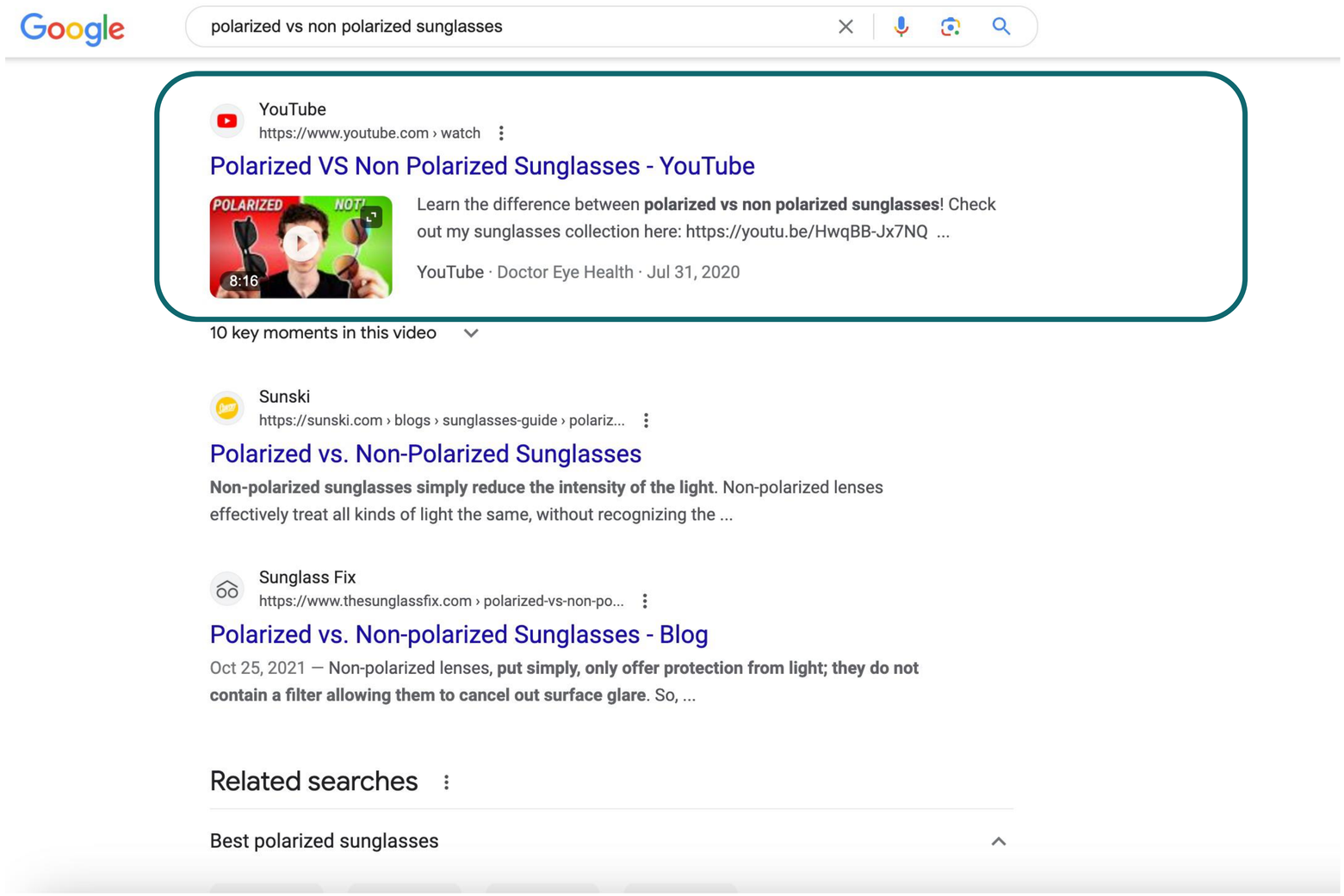
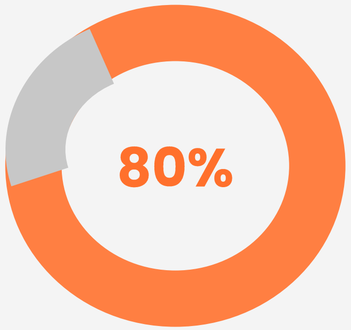
Leveraging Existing Blog Posts to Create Videos



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

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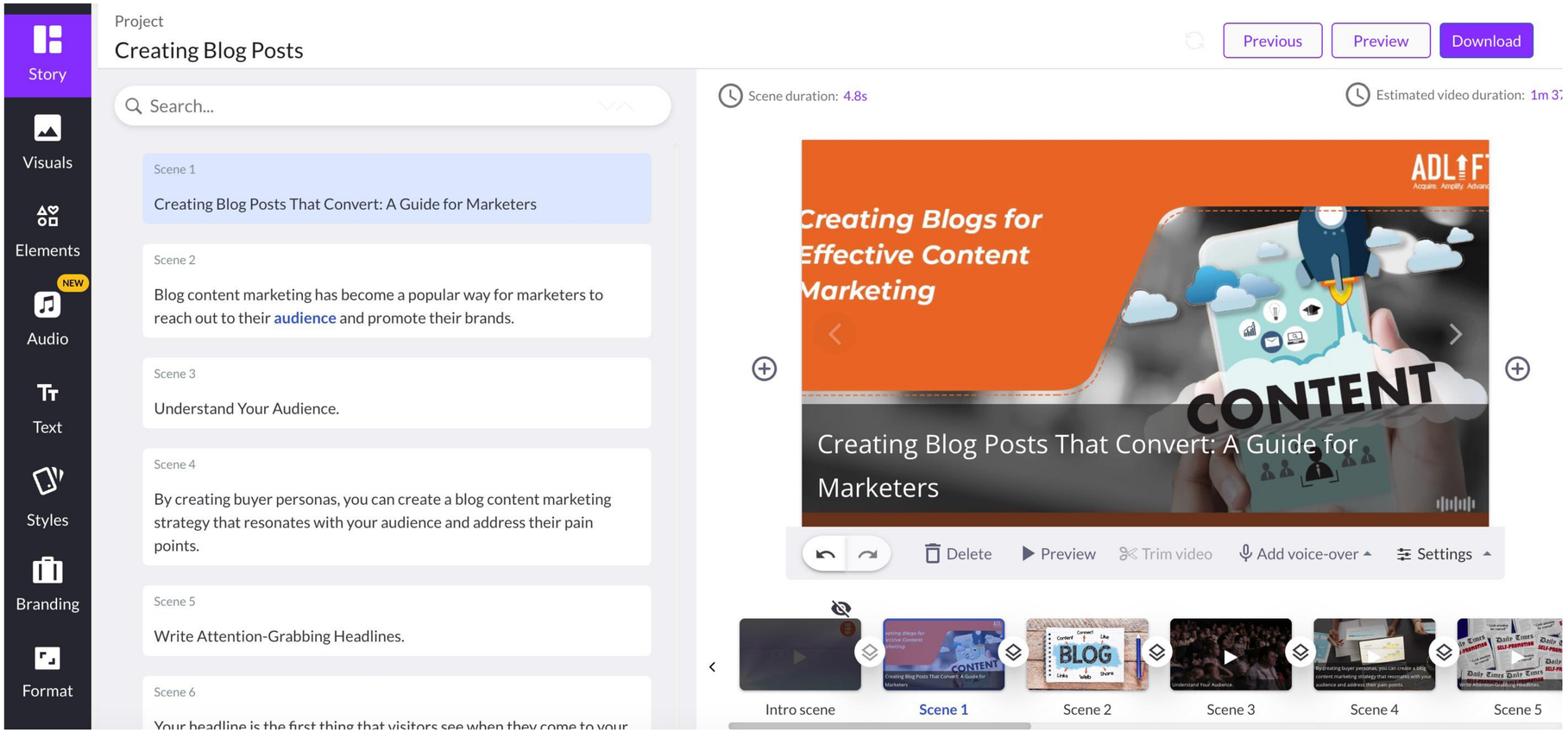
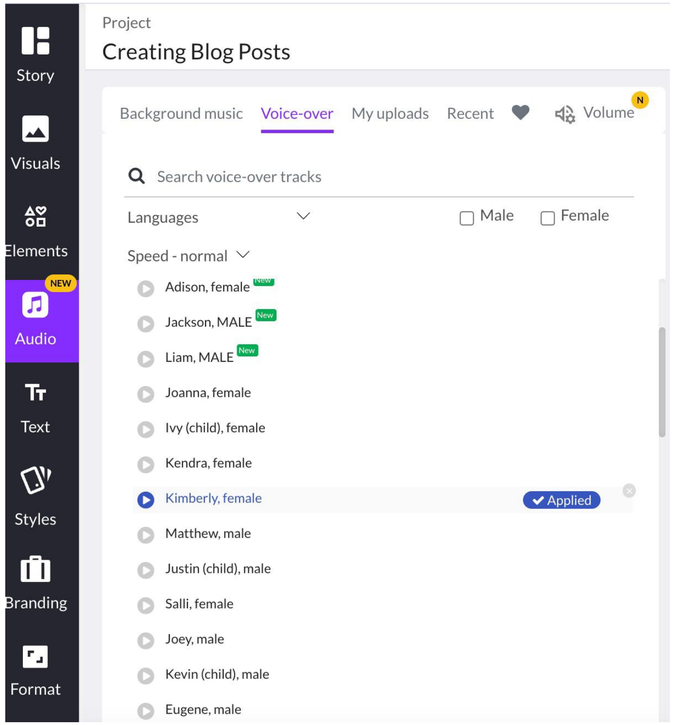
AI Can Turn Text into Videos Within Minutes

Content Creation

PICTORY™

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





Source: Pictory

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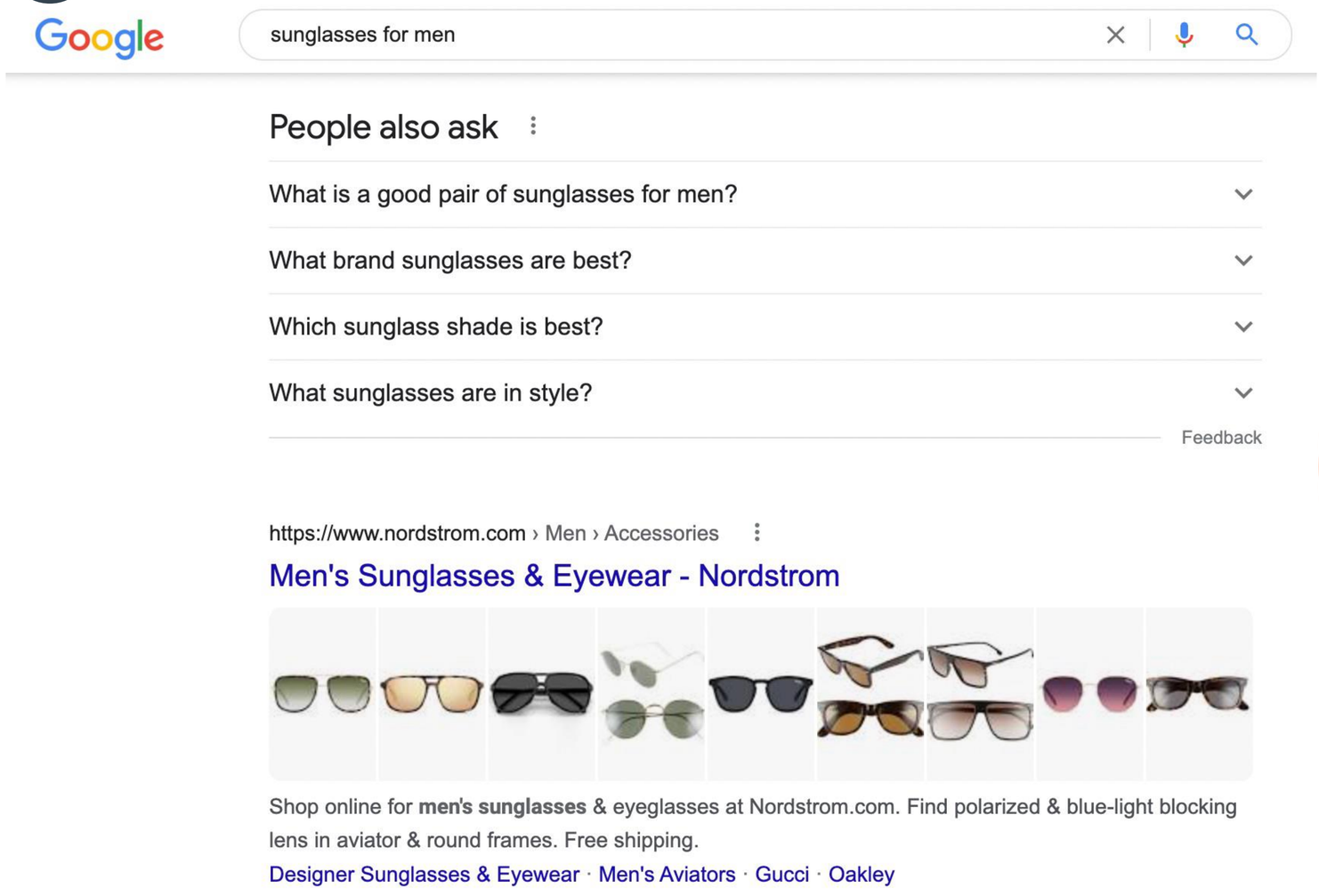
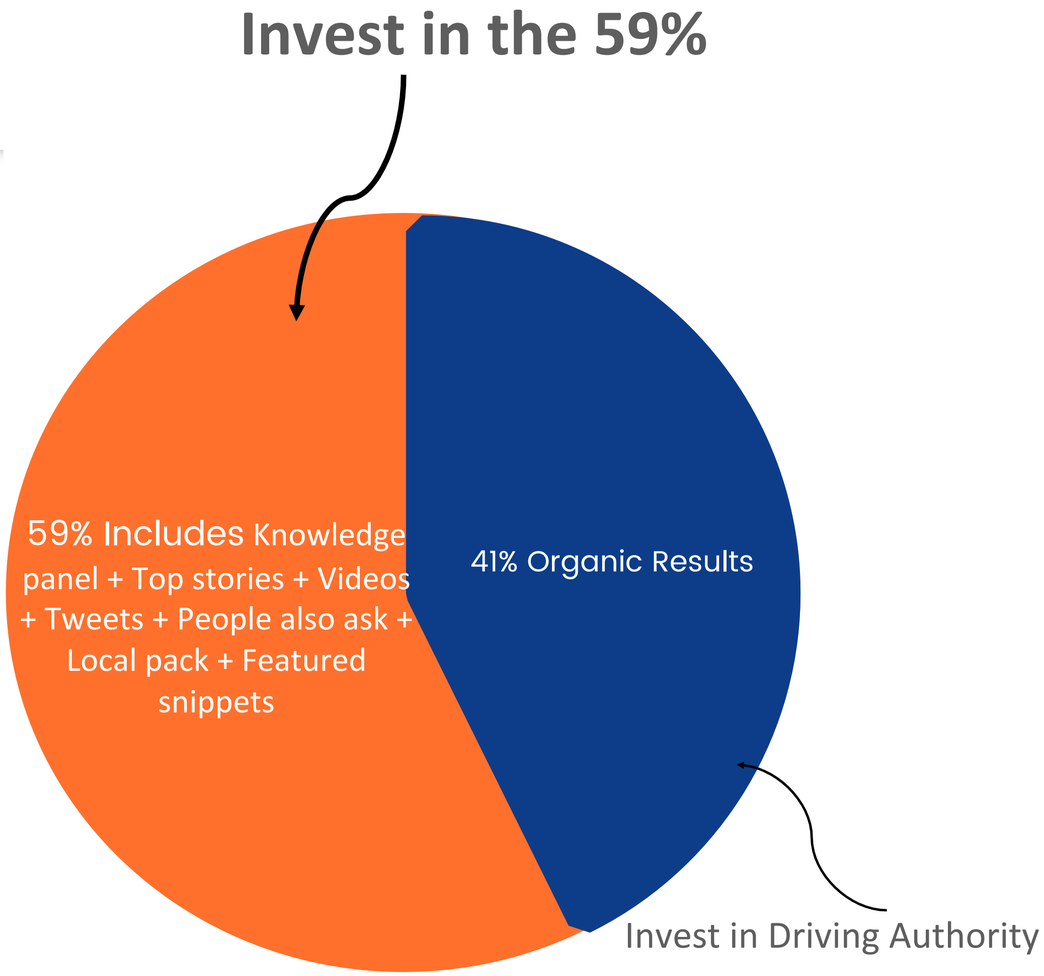
Let's Broaden Our SEO Lens

Content Creations & Optimization

1 People also ask





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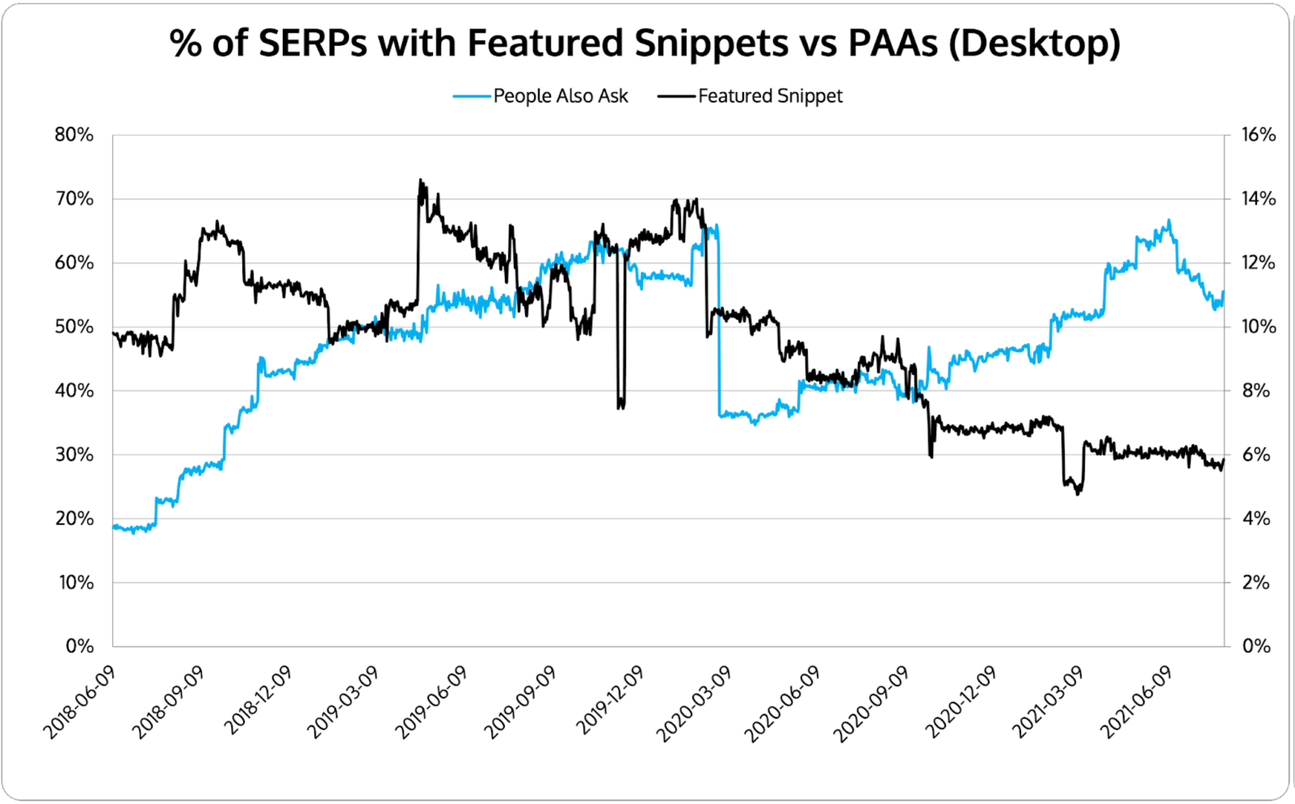
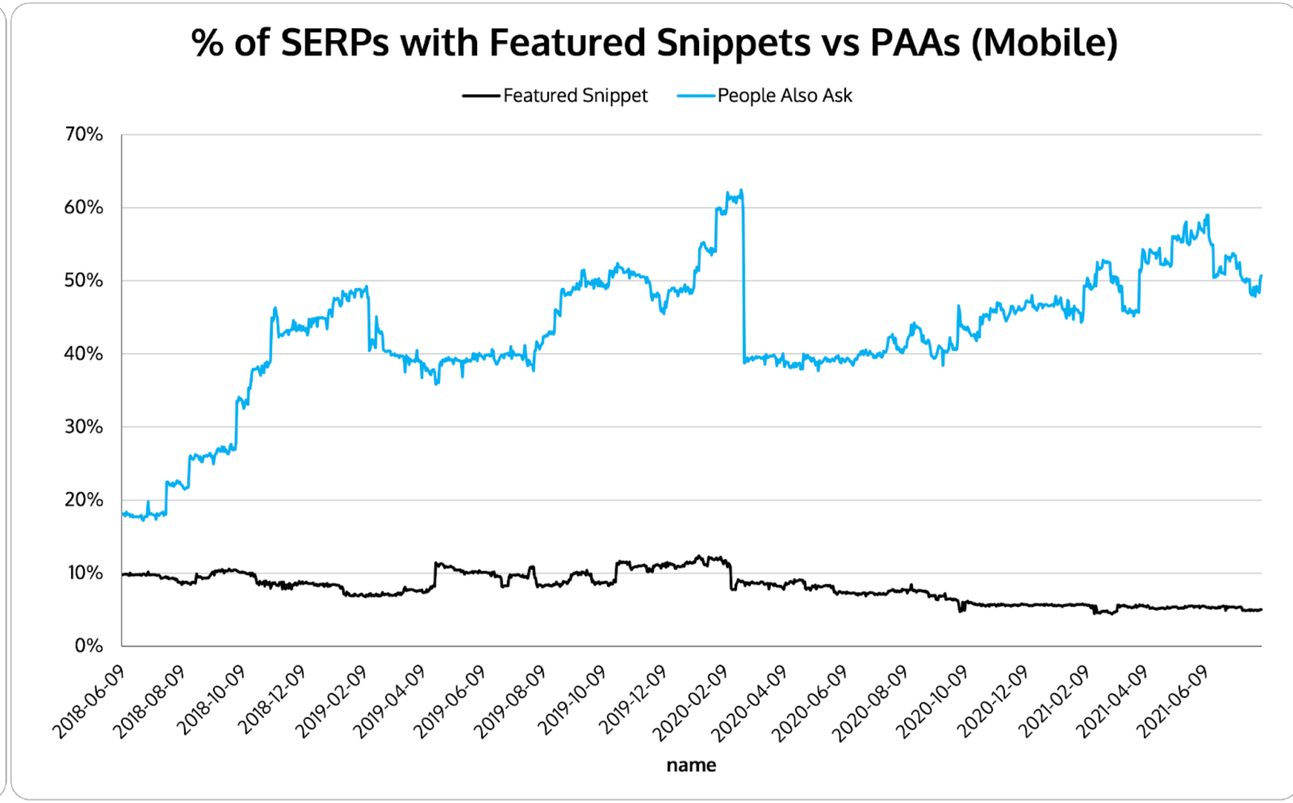
‘People Also Ask’ vs. Featured Snippets





60% of SERPs have a People Also Ask

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Leverage Tools Like Also Asked to Generate Questions That Are Asked

People also ask

1

Generated by AlsoAsked.com

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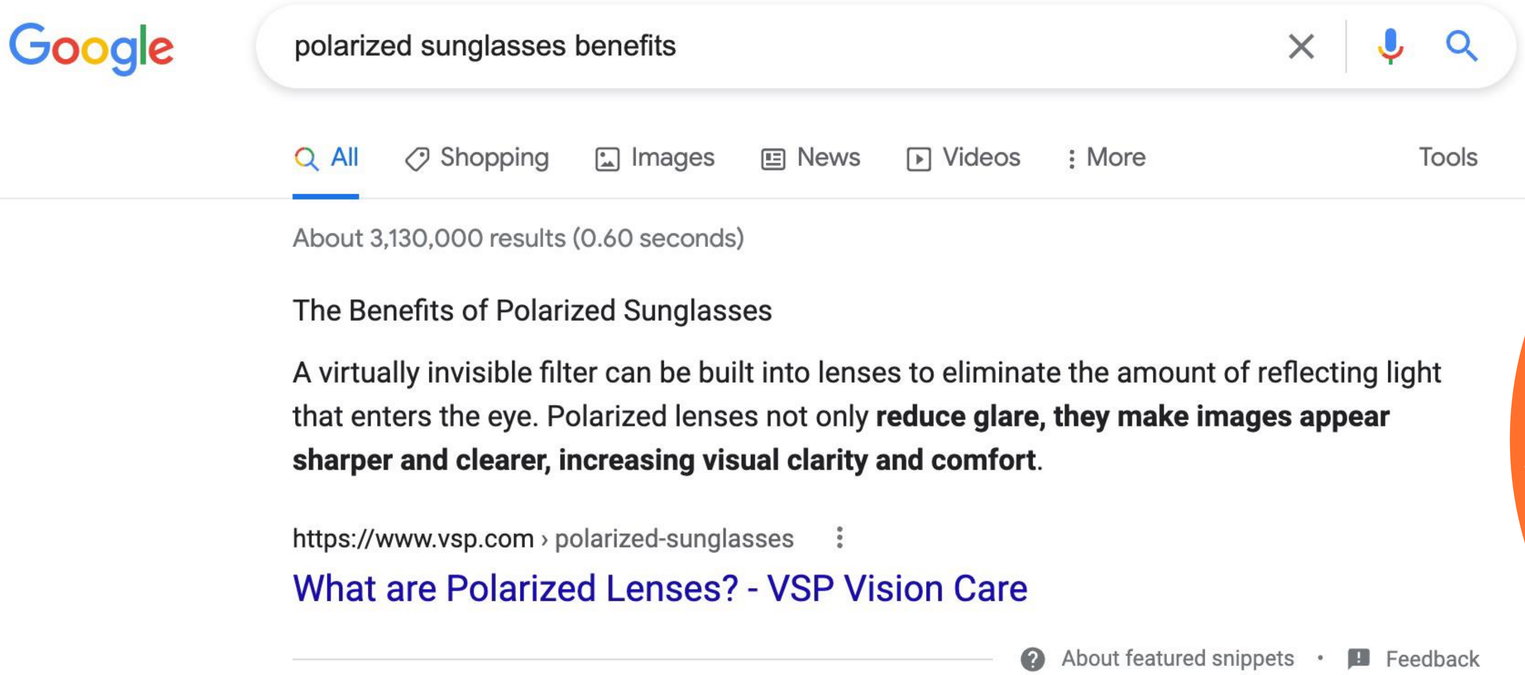
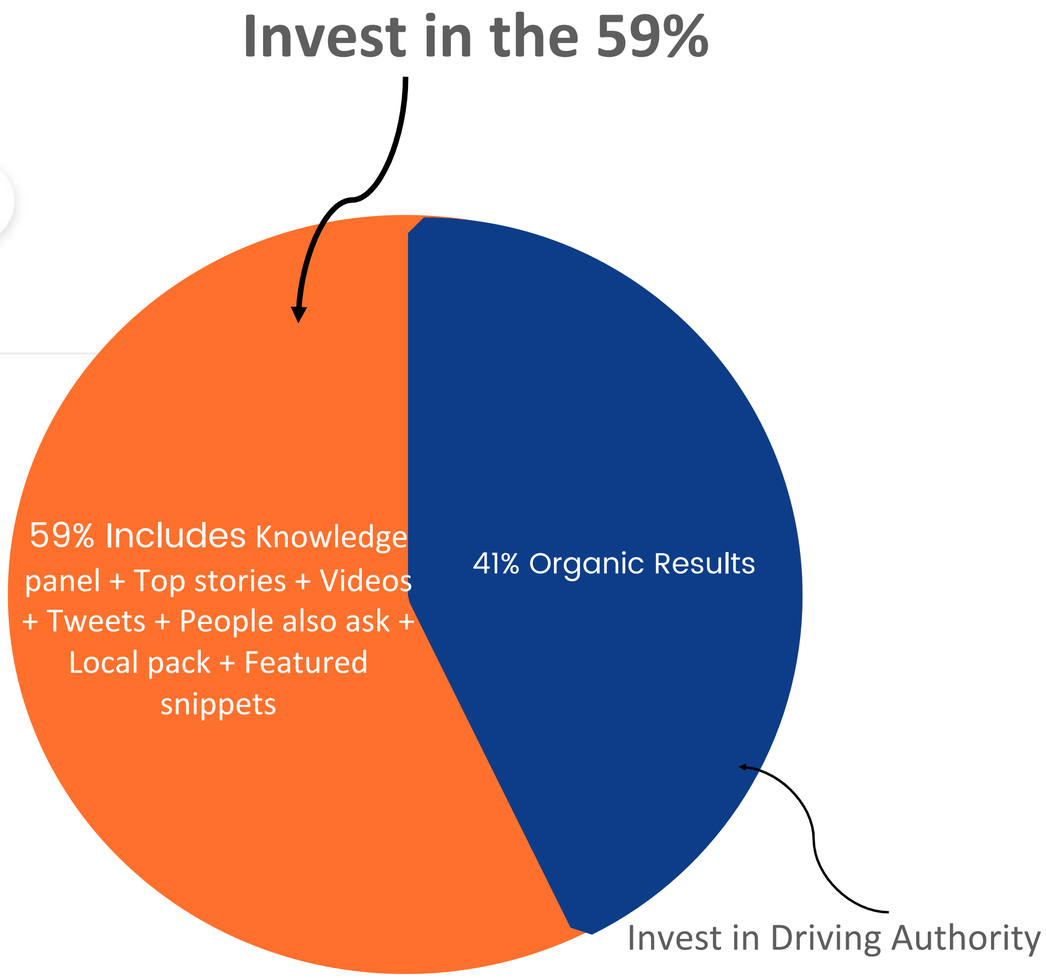
Let’s Broaden Our SEO Lens (Cont..)

2 Featured Snippet





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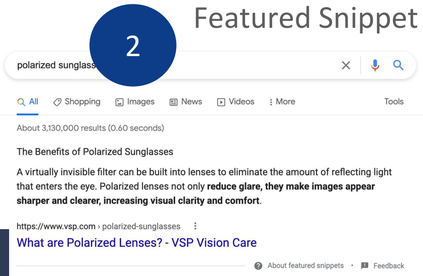
Optimizing for Featured Snippet/Zero Box Ranking



ahrefs Dashboard | Site Explorer | Keywords Explorer | Site Audit | Rank Tracker | Content Explorer | More | Academy

http + https | www.sunglasshut.com/ | Subdomains | Settings

- Overview
- Overview 2.0
- Site structure
- Calendar New

Backlink profile
- Backlinks
- Broken backlinks
- Referring domains
- Anchors
- Referring IPs
- Internal backlinks
- Link intersect

Organic search
- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap

Paid search
- Paid keywords
- Ads

Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features | Word count | Keyword

Show results | Cancel

5,382 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
sunglass hut	6	15K	30	0.22	8,584	1	https://www.sunglasshut.com/ 4 more
prada sunglasses	4	26K	6	0.20	3,274	2	https://www.sunglasshut.com/us/prada 4 more
sunglasses hut	6	4K	38	0.07	2,654	1	https://www.sunglasshut.com/ 4 more
gucci sunglasses	3	26K	10	0.16	2,605	2	https://www.sunglasshut.com/us/gucci
sunglasshut	4	2.2K	43	0.20	2,169	1	https://www.sunglasshut.com/ 3 more
sunglass	4	30K	34	0.11	1,683	2	https://www.sunglasshut.com/ 1 more
gucci sunglasses women	3	5.2K	9	0.04	763	2	https://www.sunglasshut.com/us/gucci 4 more
versace sunglasses	3	7.9K	5	0.07	611	2	https://www.sunglasshut.com/us/versace 2 more
burberry sunglasses	6	12K	4	0.11	587	3	https://www.sunglasshut.com/us/burberry 1 more

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Optimizing for Featured Snippet/Zero Box Ranking

Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features: on SERP | Word count

2,208 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
sunglass hut return policy	4	4.7K	8	1.18	3,733	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
sunglass hut return	2	700	25	N/A	542	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
what are polarized sunglasses	3	16K	44	3.36	220	9	https://www.sunglasshut.com/us/sunglasses/polarized
luxury sunglasses brands	5	1.1K	40	2.26	183	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
does sunglasses hut do repairs	4	250	14	N/A	136	1	https://www.sunglasshut.com/us/promise 4 more
expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses

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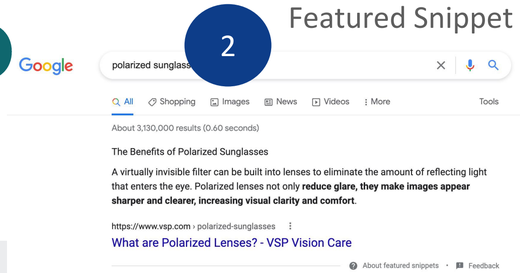
Optimizing for Featured Snippet/Zero Box Ranking



Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features: where target ranks | Word co

28 keywords | 25 Aug 2022 | Don't compare | Main positions only | Multiple URLs only

Keyword	SF	Volume	KD	CPC	Traffic	Position	URL
sunglass hut return policy	4	4.7K	8	1.18	3,733	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 7 more
sunglass hut return	2	700	25	N/A	542	1	https://www.sunglasshut.com/ca-en/sunglasses-trends/returns-mobile 5 more
luxury sunglasses brands	5	1.1K	40	2.26	183	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
does sunglasses hut do repairs	4	250	14	N/A	136	1	https://www.sunglasshut.com/us/promise 4 more
sunglasses hut return policy	3	400	5	1.77	105	1	https://www.sunglasshut.com/ReturnsView?storeId=10154&urlRequestType=Base&langId=-1&catalogId=20602 3 more
men's designer sunglasses brands	5	200	41	N/A	79	1	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
sunglass hut return policy too good to be true	3	150	15	N/A	48	1	https://www.sunglasshut.com/us/promise 1 more
does sunglass hut replace lenses	4	70	23	2.55	35	1	https://www.sunglasshut.com/us/promise 2 more

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Optimizing for Featured Snippet/Zero Box Ranking

Organic keywords

United States | Position | Volume | KD | CPC | Traffic | SERP features: on SERP | Word count

2,208 keywords | 25 Aug 2022 | Don't compare | Main positions only

Keyword						
sunglass hut return policy						
sunglass hut return						
sunglasses brands						
polarized glasses						
what are polarized sunglass						
luxury sunglasses brands						
does sunglasses hut do repairs	4	250	14	N/A	136	1
expensive sunglasses	6	3.3K	9	1.45	120	5

2.2K Keywords with ~5.3M Search Volume

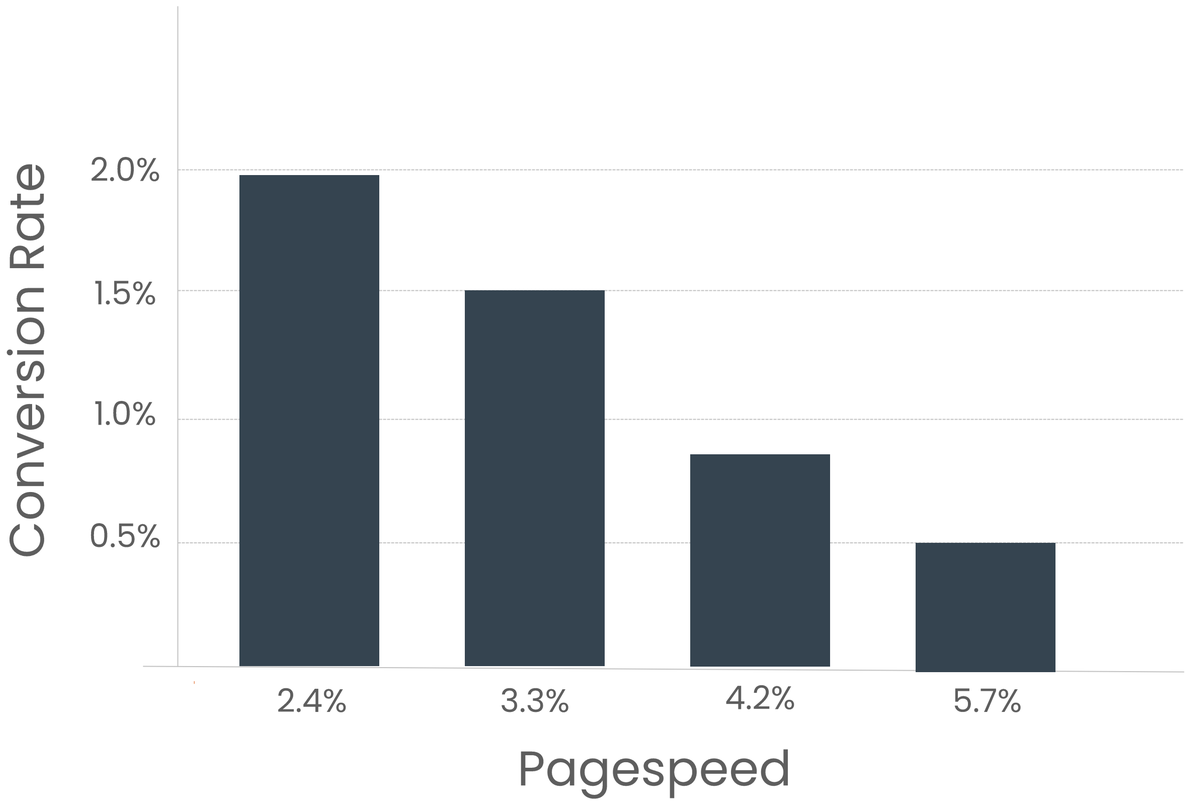
Organic keywords

United States | Position: 3–10 | Volume | KD | CPC | Traffic | SERP features: on SERP | Word co

220 keywords | 25 Aug 2022 | Don't compare | Main positions only | 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/sunglasses/polarized
polarized glasses	6	8K	30	2.96	271	4	https://www.sunglasshut.com/us/sunglasses/polarized
what is polarized sunglasses	5	6.7K	46	4.23	61	10	https://www.sunglasshut.com/us/sunglasses/polarized
sunglasses brands	4	6.7K	34	2.02	427	3	https://www.sunglasshut.com/us/sunglasses-brands
sunglass brands	4	4.3K	43	2.34	116	3	https://www.sunglasshut.com/us/sunglasses-brands
expensive sunglasses	6	3.3K	9	1.45	120	5	https://www.sunglasshut.com/us/sunglasses/mens-luxury-sunglasses
name brand sunglasses	4	2.7K	40	1.30	64	9	https://www.sunglasshut.com/us/sunglasses-brands 1 more
sunglasses brand	3	1.1K	43	2.68	75	3	https://www.sunglasshut.com/us/sunglasses-brands

Technical SEO: Improving Crawlability



With every second, Conversion Rate Drops by +20%

Souce: Instant Commerce

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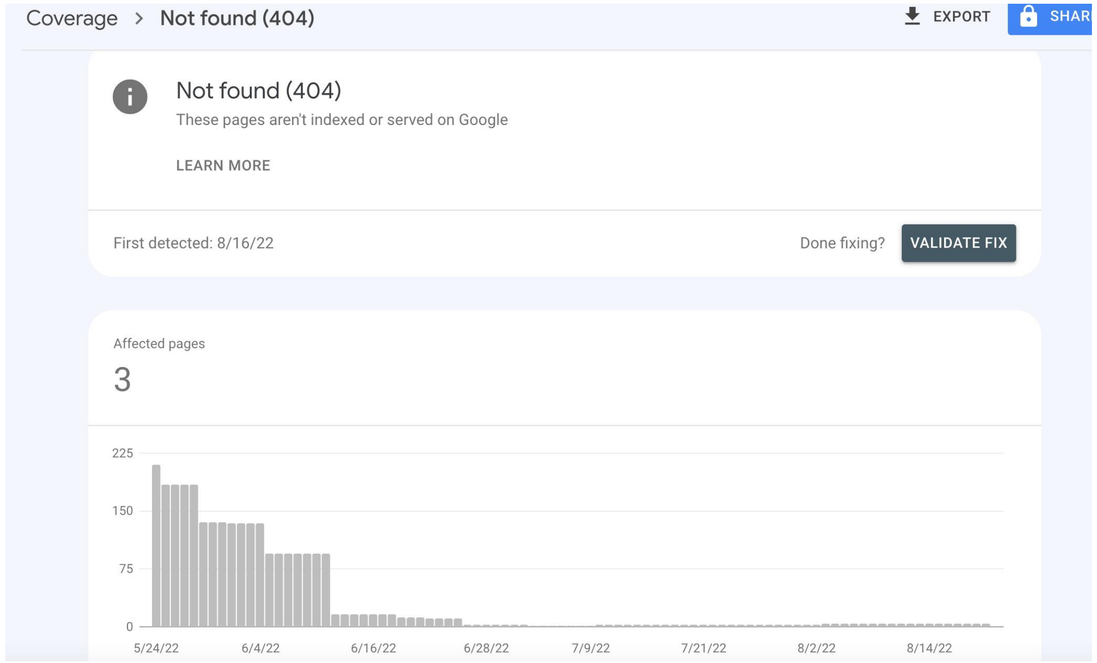
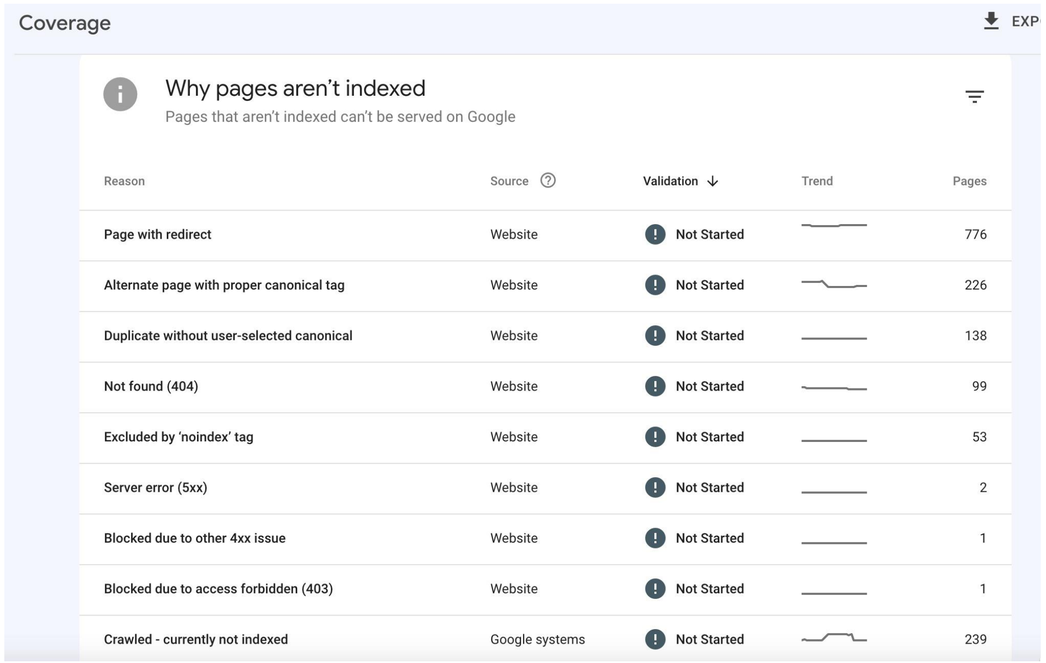
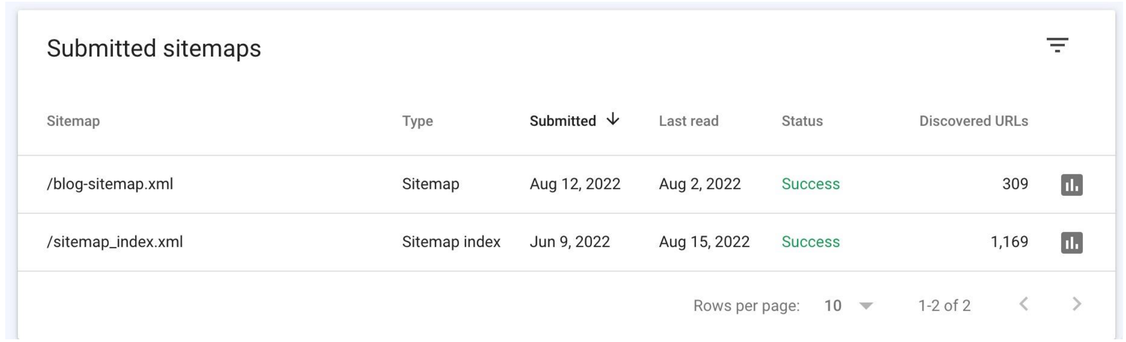
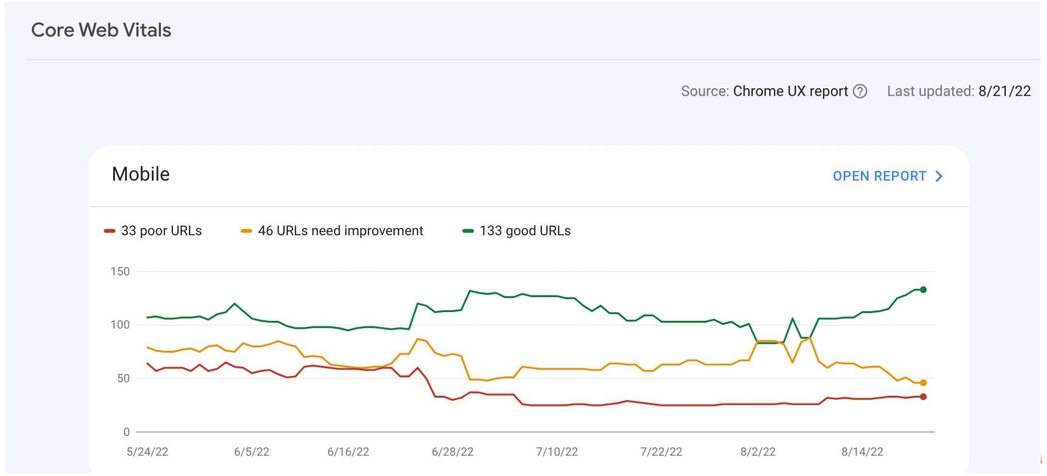
Technical SEO: Improving Crawlability









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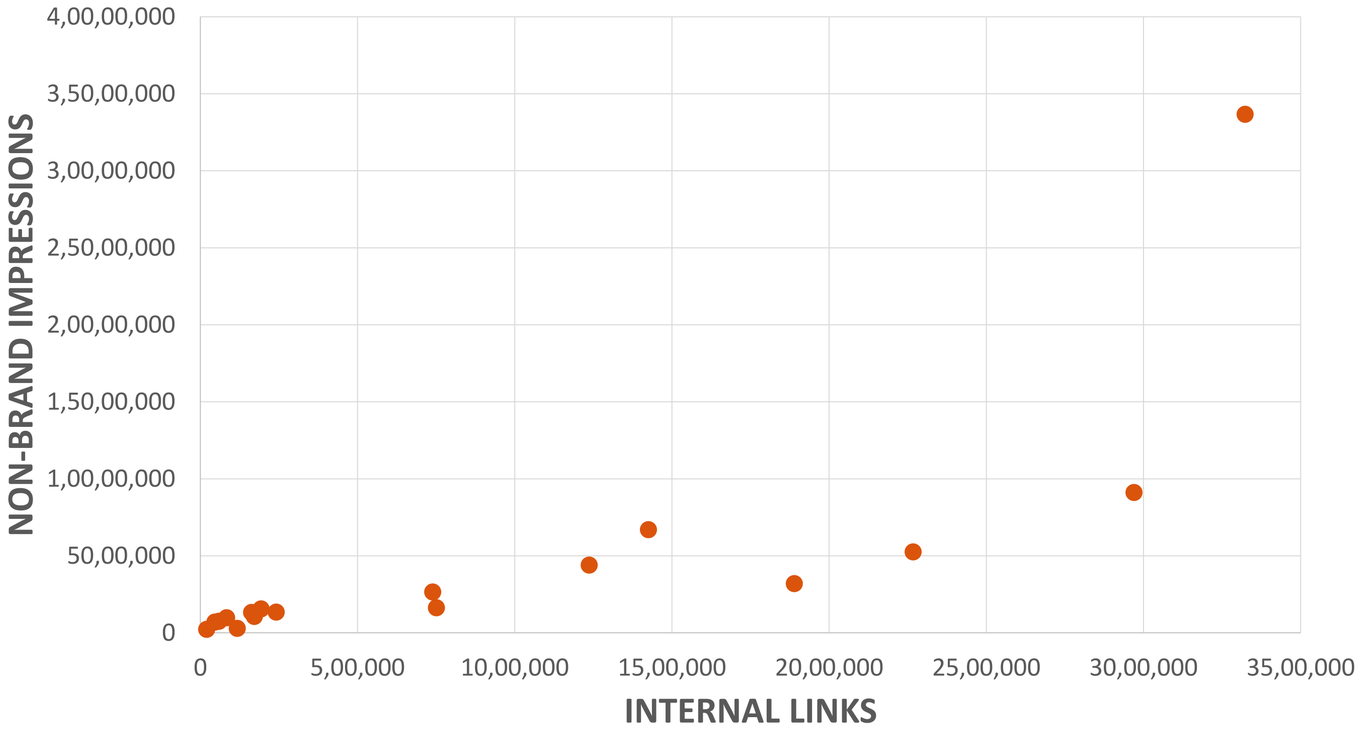
Scaling Interlinking Across Your Website



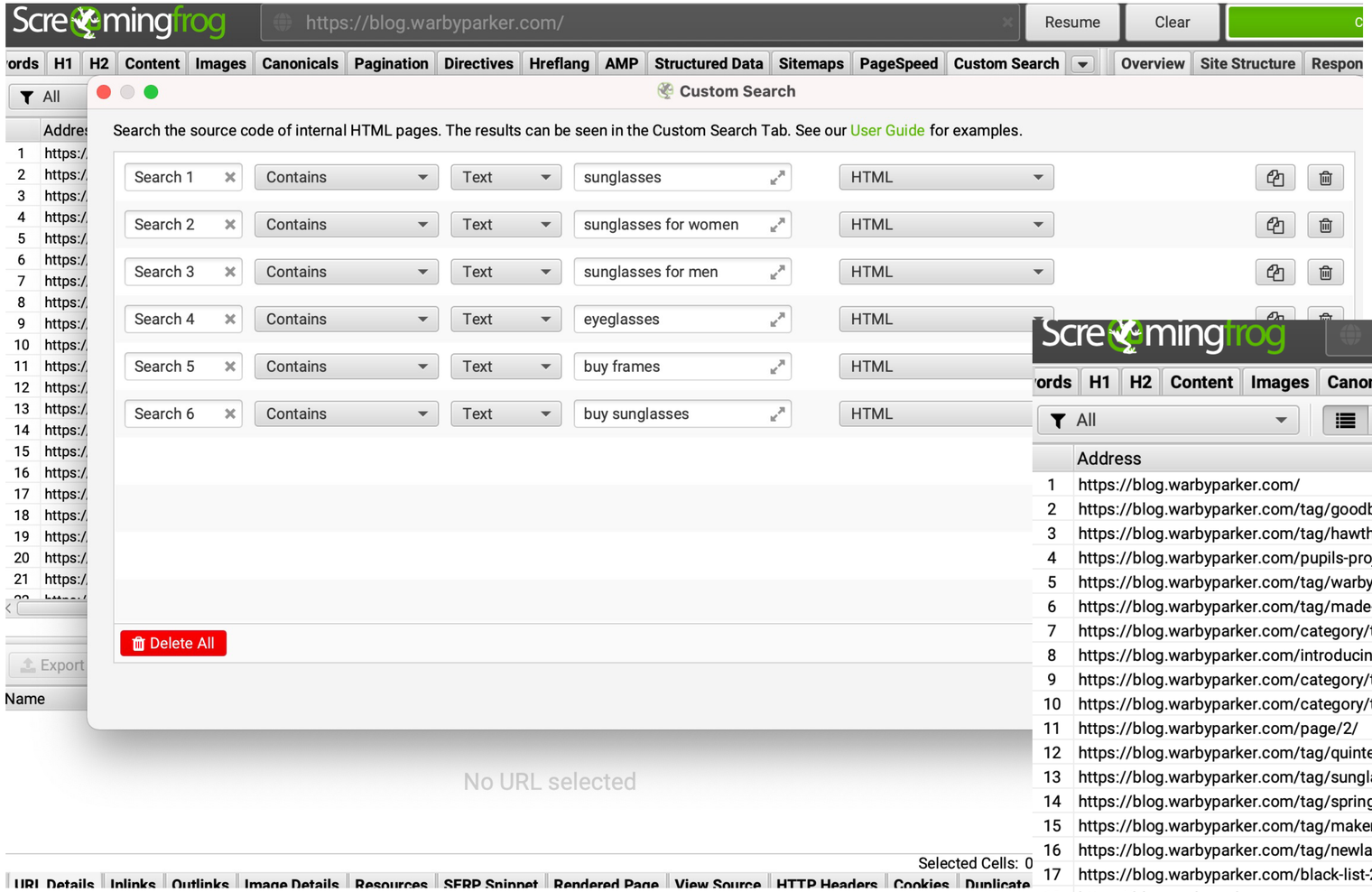
Increasing the # of Interlinks within your website **increases** Non-Brand **Impressions**

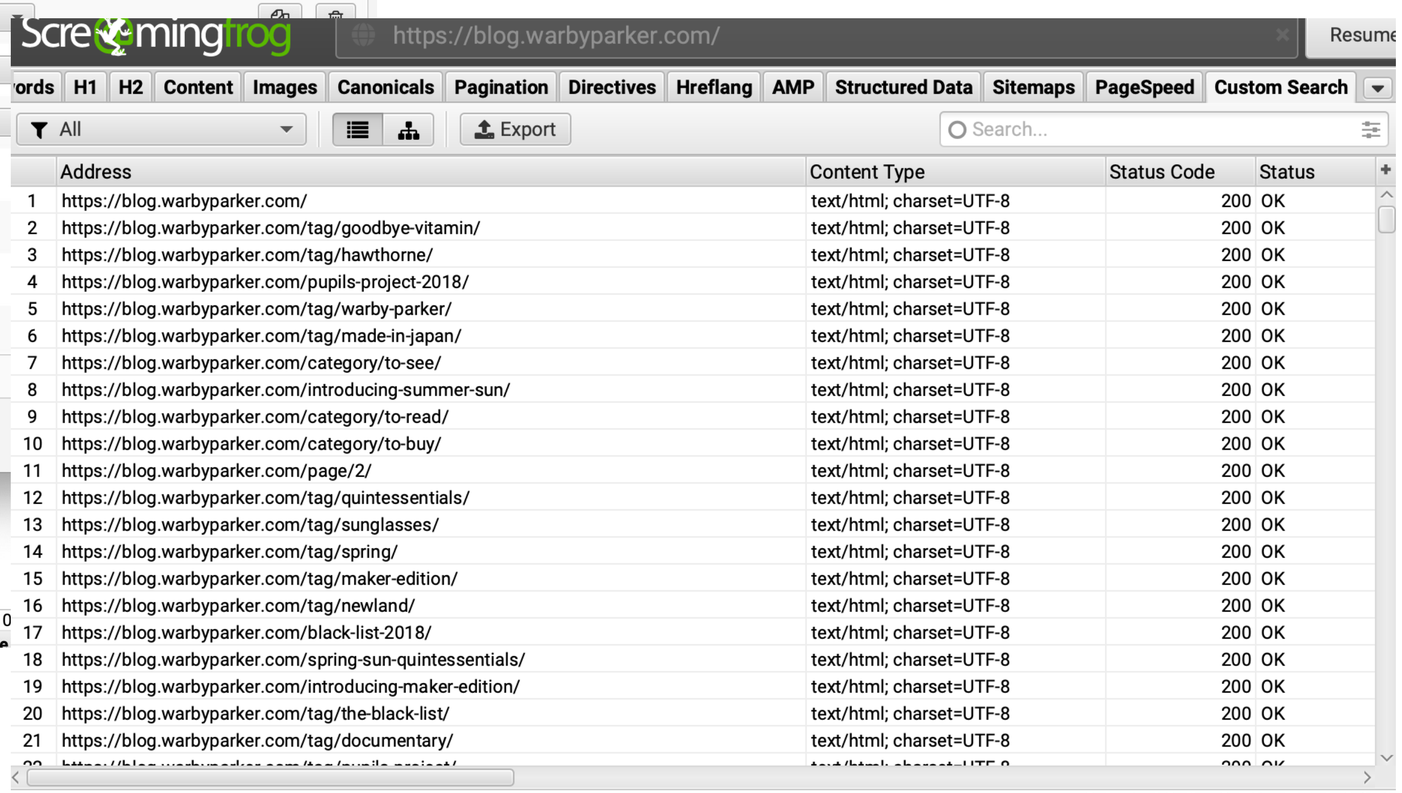
John Mueller answered if internal linking was important:

> *"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.*

Source: Google Search Console/ AdLift Data

Advance Internal Linking using Screaming frog

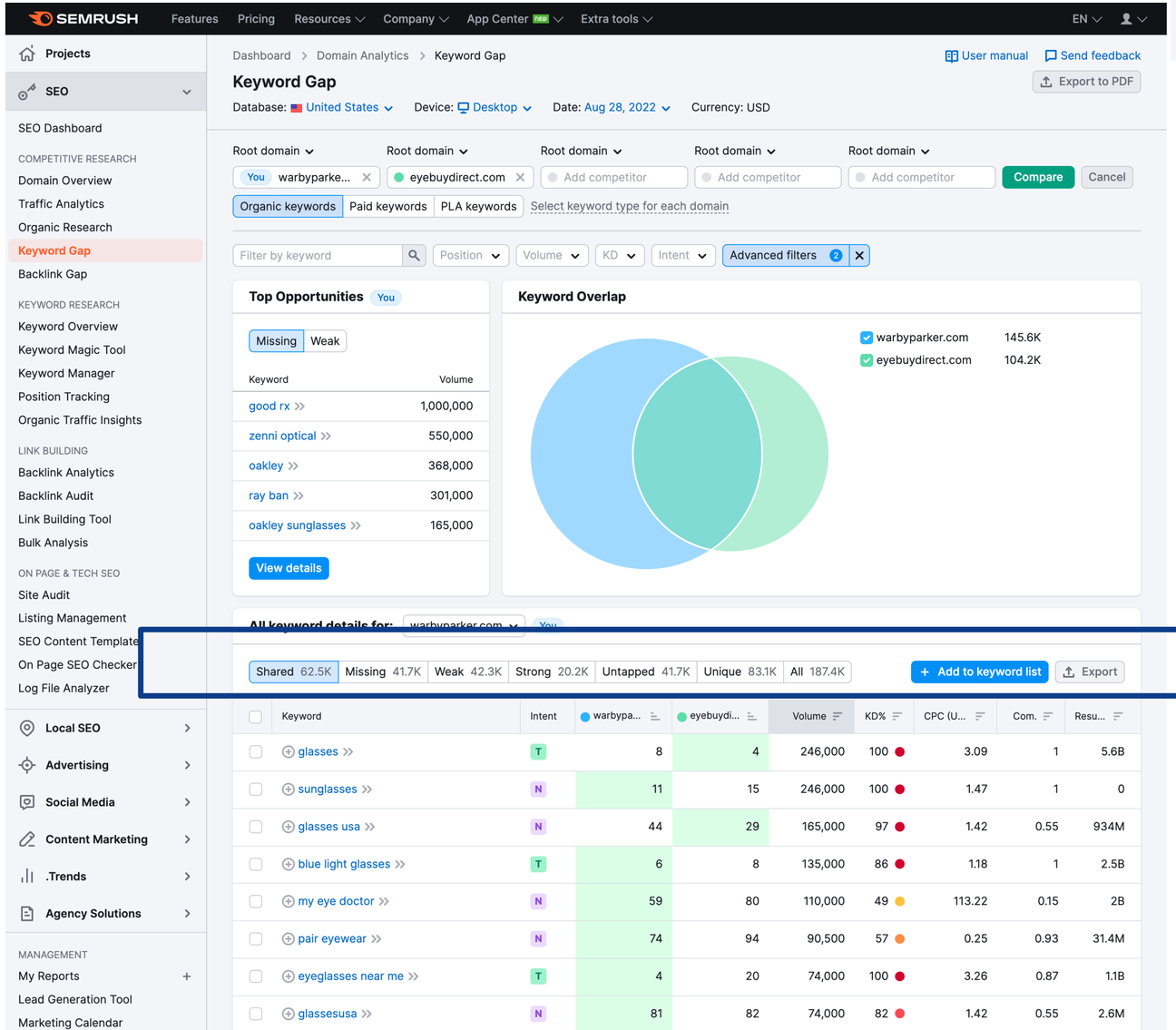


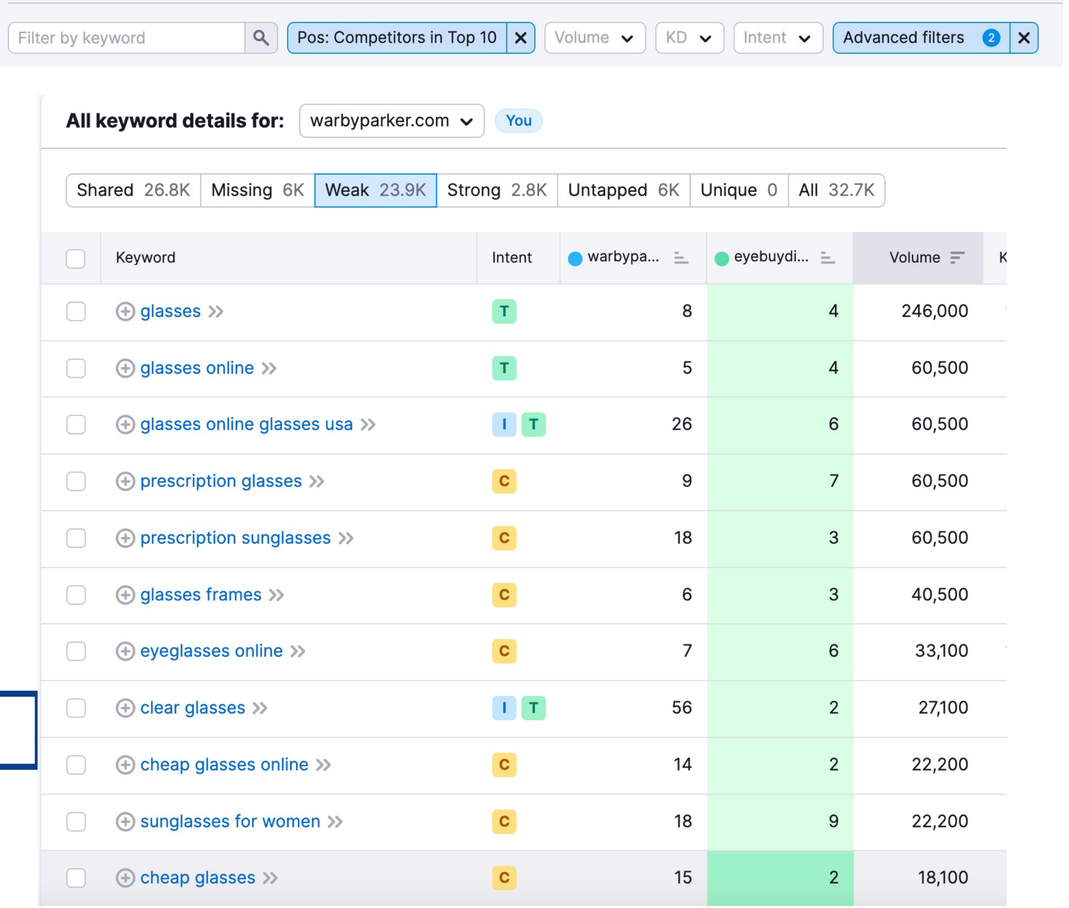


Tool: Screaming Frog

Competitor Analysis To Drive Meaningful Insights

Competitor Analysis





Tool: SEMRush

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Competitor Analysis To Measure Share of Voice (SOV)

Competitor Analysis

warbyparker.com | eyebuydirect.com | johnjacobseyew... | https://www.fra... | Add competitor

Domain	Authority sc...	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains
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 ↑	332.4K ↑	162.1K ↑	713.3K	12.5K

Non-branded / Branded

warbyparker.com	26%	74%
eyebuydirect.com	68%	32%
johnjacobseyewear.com	31%	69%
framesdirect.com	89%	11%

Traffic share

warbyparker.com	45%
eyebuydirect.com	42%
johnjacobseyewear.com	2%
framesdirect.com	11%

warbyparker.com vs. eyebuydirect.com | framesdirect.com | + Add

Marketing Channels

May 2022 - Jul 2022 (3 Months) | Worldwide | Desktop

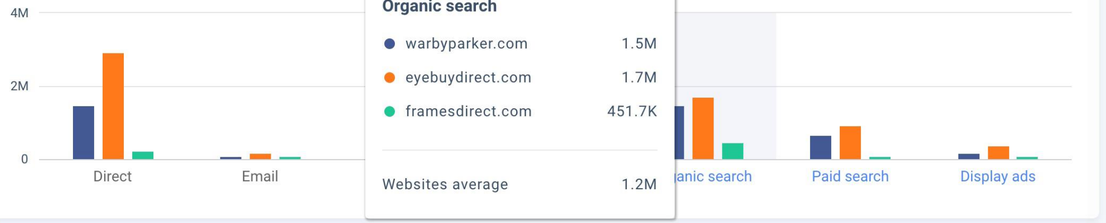
Watch a Tutorial | Read a Guide | Take a Tour

Channels overview

May 2022 - Jul 2022 | Worldwide | Desktop

Benchmark to an industry | % | #

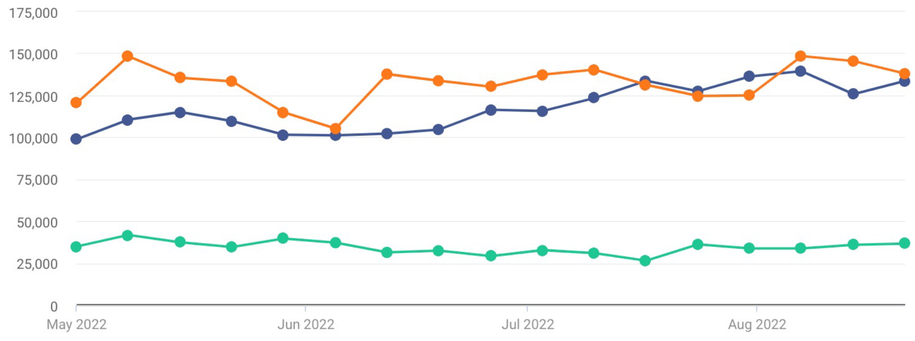
warbyparker.com	eyebuydirect.com	framesdirect.com
4.146M	6.447M	920,274



Organic search

warbyparker.com	1.5M
eyebuydirect.com	1.7M
framesdirect.com	451.7K
Websites average	1.2M

Channel | Direct | Email | Referrals | Social | Organic Search | Paid Search | Display Ads



Websites

warbyparker.com	1.996M
eyebuydirect.com	2.250M
framesdirect.com	586,398

Source: SEMRush & SimilarWeb

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Content Marketing & Increasing The Authority of Your Website

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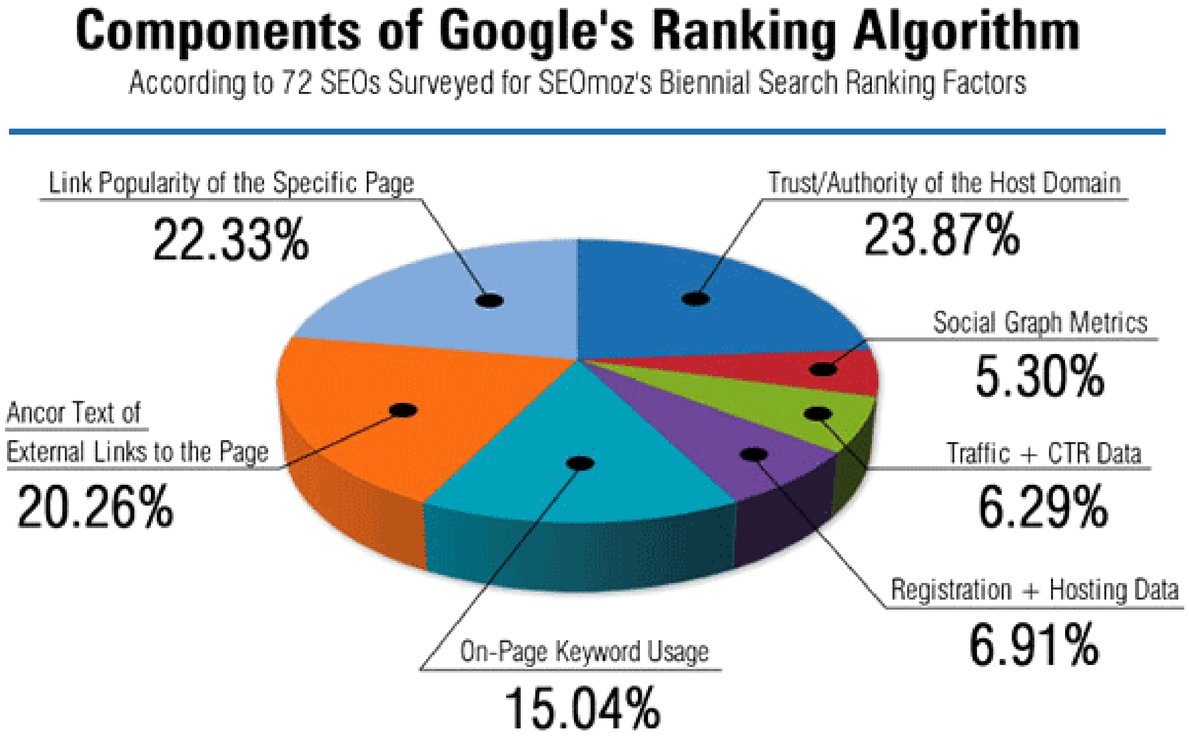
Google’s Ranking Algorithm

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



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

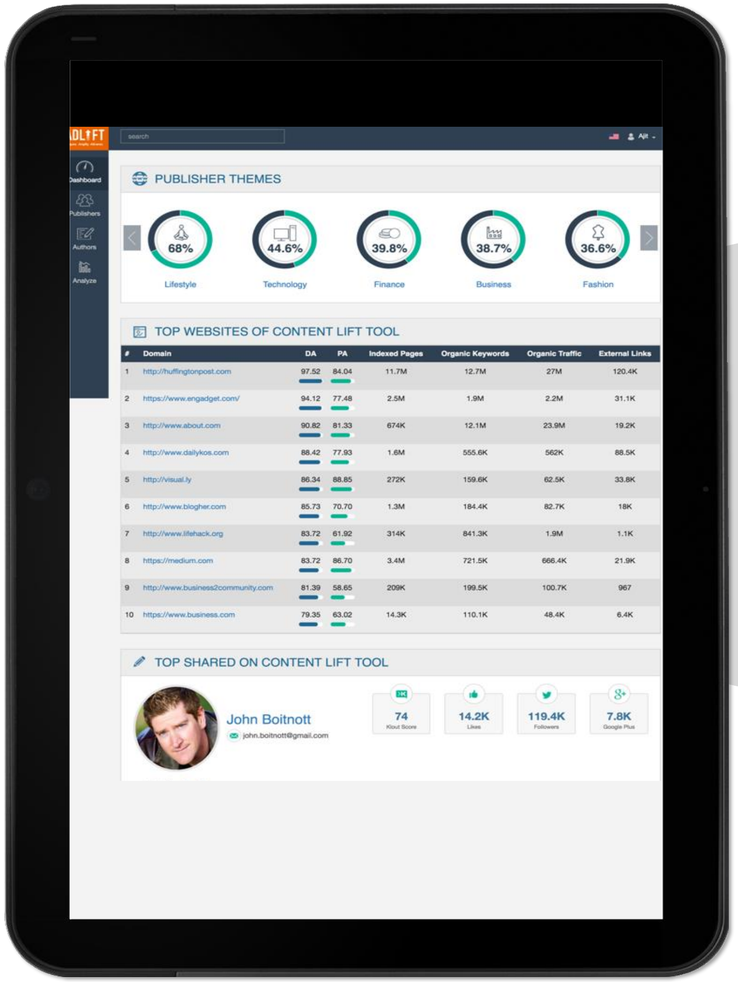
ADLIFT

ahrefs

SEMRUSH

MOZ

WhoisXMLAPI
The Who Behind Domain, IP & Cyber Threat Intelligence



@puriprashant | #convconf

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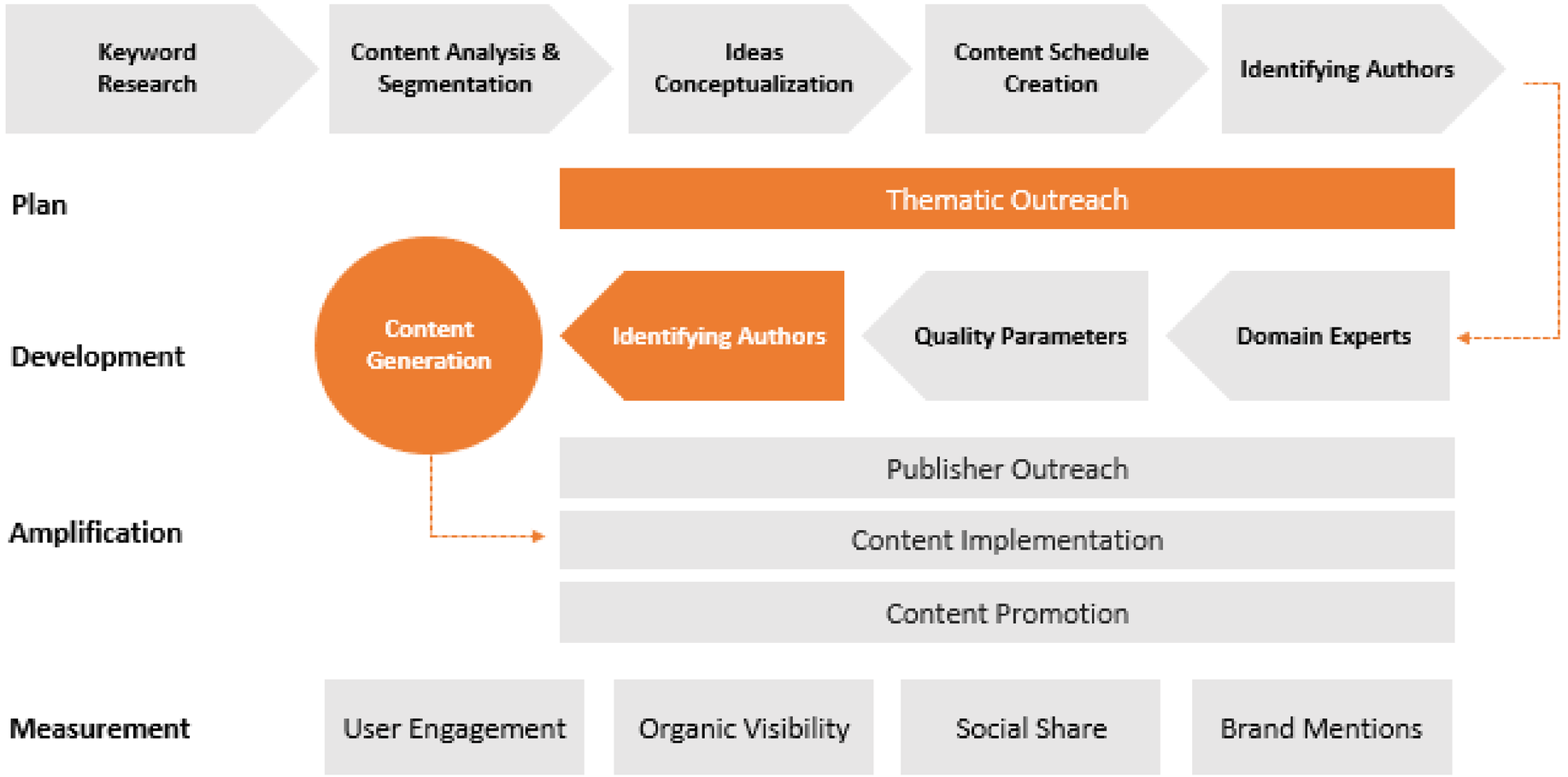
The Turnkey Publishing Process



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Content Quality Process That Works

The AI Toolbox To Drive SEO Conversions

ADLIFT

Keyword Research		KeywordSearch	keywrds.ai	Nichely	
Article/Blog Ideas		growthbar	copy.ai	anyword	Jasper
Text to Video	PICTORY	invideo	wave.video	elai.	
Video to Text	SPEECHTEXT.AI	Translate. Video	vid2txt	PicFinder	
Image	DALL·E 2	Midjourney	getimg.ai	Synthesys	gencraft
Video Creator	synthesia	PICTORY	DEEPBRAIN AI STUDIOS		

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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

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PayPal

BARNES&NOBLE

ebay

shopify

Walmart

LEGALZOOM

Schneider
Electric

box

airbnb

BlueJeans

PELOTON

ThoughtSpot

BAUSCH+LOMB

yahoo!

HONEST

credit sesame

COVERHOUND

Mercer

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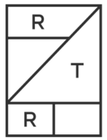
chargepoint

Rakuten

JOBVITE

R
T
R

RingCentral

YIELDSTREET

duda

LIFTOFF

sugarcrm

SoFi

Marcus:
by Goldman Sachs™

verizon

LG

bills.com

simplilearn

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Questions? Please Reach Out!

If You'd Like a Copy of the Deck - email: prashant@adlift.com

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