PLANNING SEO FOR 2021
GROUNDHOG DAY ALL OVER AGAIN
Your Speakers

Mike King
Managing Director
at iPullRank

Jarrett Thomas
Sr. Account Executive
at iPullRank

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Sr. Account Manager
at iPullRank
Agenda

- What 2020 has brought SEO
- 2020 Trends that will continue
- SEO Things that won’t change
- Opportunities for 2021
What 2020 Has Brought SEO
What 2020 Has Brought SEO

Featured Snippet
De-duping

May 2020 Core Update

The SEO World Since COVID-19
Featured Snippet De-Duping Algorithm Update

Pre-Algorithm Update

An LED TV uses a liquid crystal display (LCD) panel to control where light is displayed on your screen. Older LCD TVs used cold cathode fluorescent lamps (CCFLs) to provide backlighting, whereas LED-backlit LCD TVs used an array of smaller, more efficient light-emitting diodes (LEDs) to illuminate the screen.

Post-Algorithm Update

An LED TV uses a liquid crystal display (LCD) panel to control where light is displayed on your screen. Older LCD TVs used cold cathode fluorescent lamps (CCFLs) to provide backlighting, whereas LED-backlit LCD TVs used an array of smaller, more efficient light-emitting diodes (LEDs) to illuminate the screen.
Why Does This Matter?

Featured snippets are often referred to as “No click search result”

Important Question to ask: Should I optimize for featured snippets in exchange for fewer clicks?

https://ahrefs.com/blog/featured-snippets-study/
May 2020 Core Update

May 2020 Core Update as E-A-T correction
Less emphasis on Authority More emphasis on Quality of content

What does this mean?
If you have been consistently creating Quality content, this Core Update will be beneficial for you

https://www.semrush.com/blog/google-may-2020-core-update/
May 2020 Core Update

Winners:
Smaller websites with relatively lower authority

Losers:
Low quality and Irrelevant content
May 2020 Core Update

You don’t have to be one of the strongest of the strong as long as you have a sound E-A-T foundation. - Marcus Pentzek, Chief SEO Consultant at Searchmetrics
The New ‘Page Experience’ Signal - Core Web Vitals

New ranking factors to consider regarding the page experience for users

A lot of the changes we've seen so far will become the norm going forward.
How the COVID-19 Pandemic Shifted SEO

Perhaps it’s time to reconsider rank tracking....

These SERPs features will become the new norm in multiple industries.
User behavior has changed dramatically

<table>
<thead>
<tr>
<th>Activity</th>
<th>More than usual</th>
<th>About the same</th>
<th>Less than usual</th>
<th>Didnt do this before, still dont</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browsing the internet</td>
<td>54%</td>
<td>38%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Using social media</td>
<td>45%</td>
<td>38%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Watching streaming videos</td>
<td>45%</td>
<td>36%</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>Online shopping</td>
<td>39%</td>
<td>40%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Listening to streaming media</td>
<td>32%</td>
<td>36%</td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>Reading and writing emails</td>
<td>30%</td>
<td>56%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Buying from small businesses</td>
<td>21%</td>
<td>48%</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>Discretionary spending</td>
<td>21%</td>
<td>37%</td>
<td>35%</td>
<td>7%</td>
</tr>
<tr>
<td>Volunteer or help others</td>
<td>14%</td>
<td>37%</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td>Shopping in-store</td>
<td>9%</td>
<td>32%</td>
<td>56%</td>
<td>3%</td>
</tr>
</tbody>
</table>

The way consumers are engaging with brands has changed. More people are surfing the web, and less people are shopping in store. Post COVID-19, a lot of these behaviors will likely be ingrained in us as the new normal.
2020 Trends That Will Continue
2020 Trends That Will Continue into 2021

- Growth in E-Commerce
- Everything Online
- Working From Home
- Decrease in SMB
- Continue rise of big corp
E-commerce has grown dramatically

Even as businesses reopen, we have gotten used to ordering a lot of our necessities online and e-commerce has seen great increases that we expect to continue into 2021.
E-commerce has grown dramatically

$200.72 billion was spent online with U.S. retailers in Q2, up 44.4% year over year. That means $1 in every $5 spent came from orders placed on the web during the April-June period.

Source: Digital Commerce 360 analysis of U.S. Department of Commerce data
The future of work

More than two thirds of people believe the pandemic will alter how we work in the future.

Work from home has become common and many companies do not plan on employees returning until mid-2021.
Video conferencing is likely here to stay

Work from home has become essential, and kids are participating in distance learning making the importance of video conferencing services like Zoom and Google Classroom essential.
Video streaming will remain popular

<table>
<thead>
<tr>
<th>Disney+</th>
<th>Netflix</th>
<th>Hulu</th>
<th>Amazon Prime Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television network</td>
<td>Production company</td>
<td>Television network</td>
<td>Television channel</td>
</tr>
</tbody>
</table>

### United States
- **Past 12 months**
- **All categories**
- **Web Search**

#### Interest over time

![Graph showing popularity of video streaming services](image)

Even as movie theaters open, Netflix has continued to show a growth in popularity that Hulu, Amazon Prime video and Disney+ have not been able to match. Expect more movies to come out directly to streaming, and these platforms to grow in popularity after the pandemic.
Markets became less competitive in 2020

Small Medium business lose competition because of what happened in 2020, we can see this trend by the # of bankruptcies that happened in 2020 due to COVID-19

This trend will continue on because the big corp’s business competitions all went out of business, causing them to get richer and the discrepancies will only increase

This trend will continue because of market domination and a stronger foothold that large corps who can live through this pandemic but SMB can not

If this is a solid point, i will then find information to support this
Markets became less competitive in 2020.
Markets became less competitive in 2020

Large corporations are able to have a strong foothold and press on the gas pedal while SMBs loses any sort of momentum due to COVID-19.
Why are Big Corps able to withstand the pandemic?
Increase in the importance of digital trends

Large corps like Amazon spends a huge portion of their marketing budget on digital marketing, and will continue to do so.
Increase in the importance of digital trends

41% of businesses spend more than $500,000 on digital marketing every year.

When it comes to inbound marketing projects, what are your company’s top priorities?

- Growing SEO/Organic Presence: 61%
- Blog content creation: 55%
- Marketing automation: 50%
- Content distribution/amplification: 47%
- Interactive content creation: 36%
- Longform (Ebooks, whitepapers) visual.: 35%
- Visual content creation (Infographics): 30%
- Online Tools: 28%
- Product How-to videos: 26%
- Webinars: 24%
- Freemium Trials: 9%
- Don’t Know: 3%
- Other: 2%
Increase in the importance of digital trends

DATA to support the increase importance of digital strategies for businesses that survived the 2020 pandemic

Big corps continue to win despite pandemic is BECAUSE they have great digital strategies that is sustainable.
Increase in the importance of digital trends

Huge decrease in relative foot traffic, people are staying home and this is going to continue on until after COVID-19
Enduring trends

From McKinsey, they expect to see e-pharmacy and e-doctor visits, e-commerce and a shift in entertainment preferences to be long term, while on the go consumption will decrease long term.
SEO Things that Won’t Change in 2021
SEO Things that Won’t Change

Create useful content

Prioritize UX

Technical SEO Never stops

Be Authentic
Creating great, useful content

If you haven’t been investing in creating content, start NOW!

https://www.lyfemarketing.com/blog/why-is-content-marketing-important/
AUDIT BEFORE YOU CREATE CONTENT

This is a great time to do a content audit and see what content you have that needs to be adjusted.

- Mike King, Founder and Managing Director, iPullRank
Types of content to create: Video & Live Streams

Best content type #1: Video and live streaming

One of the biggest trends in content this year is sure to be video and live streaming. Watching videos is one of the main activities that people take part in online, with as much as a third of all online activity being spent watching videos.

Video & Live Streams Optimization

#1: Choose the Right Video Hosting Platform

#2: Insert a Video Transcript

#3: Make Sure Your Thumbnail Image Is Engaging

#4: Pay Attention to the Title and Description of Your Video

#5: Ensure the Rest of Your Page Is Relevant to the Video and Optimized for SEO
Types of content to create: Interactives

Best content type #2: Improve engagement with interactive content

Interactive content is fun and can really help you improve your engagement, as you get your readers involved in the process.

Interactives Optimization

#1: Visually Engaging

#2: Imagery & Messaging has to be on-brand

#3: Heavy focus on UI/UX

#4: Make sure you promote to gain link equity

#5: Ensure the Rest of Your Page Is Relevant to the Interactive
Types of content to create: Educational Webinar & Podcasts

iPullRank Webinars

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Rankable Podcast

RANKABLE LIVE
DIGITAL MARKETING FOR TRADITIONAL ORGANIZATIONS

ft. Jarrett Thomas, Sr Acct Exec at iPullRank
Chris Hart, Director of Revenue @ iPullRank
and Seth Dotterer, CEO at SiteCompli

RSVP Thurs, Oct 1st @ 1:30pm ET
You don’t want to spin your wheels and create content for the sake of creating content.

Fajr Muhammad
Content Marketing Manager
Importance of UX Design

Great UI interface attracts users to your site, and a great UX design will keep your users on site.
Start Strategizing SEO Yesterday

Which digital marketing channel has the highest ROI* for your website?

- Social Media: 18.0%
- Email: 14.0%
- Paid Search: 19.0%
- Organic Search: 49.0%

*Source: https://goo.gl/b8novu

So what are you waiting for? start SEO NOW
It doesn’t take Google six months to catch up to an enterprise site. **It takes an enterprise company six months to do anything.**
SEO takes time

SEO is not as simple as just creating and optimizing content on your site. There are various steps that need to be taken into account in order to succeed in all areas.
But it’s worth it

The Results
- Q1 Increased 150% YoY
- Total ranked keywords in position 1-5 up 40% YoY

The Background
A major financial institution came to us to help open more doors on their mortgage offering. Struggling with poor rankings, subpar content and broken redirects, the bank faced a major drop in leads from organic traffic as well as a lack of growth in organic visibility. They partnered with iPullRank to audit and optimize their content to improve rankings and reach more prospective homeowners.

Our Goals
- Grow Leads from Organic Search
- Grow Keyword Coverage
- Increase Search Engine Visibility
- Boost Traffic

What We Did
The iPullRank team evaluated the company’s site architecture, existing content and backlink profile. We provided a comprehensive audit and plan to recoup lost link equity through replacing internal redirects to final URLs, implementing a trailing slash direct, and suppressing external redirects to 404 in Google Search Console. Additionally, we expanded their keyword portfolio and created and deployed new how-to and FAQ content.

Services Used
- SEO Site Audit
- Keyword Portfolio
- Technical Implementation
- Content Audit
- Content Recommendations
- Content Creation

One of the best examples of planning ahead and staying the course was one of our clients that had neglected SEO for years. We threw the kitchen sink at them and they saw YoY increased in leads of 150%.
Start with 2021 goals

Before anything else you need to set goals for 2021 and determine which KPIs you need to track. You can follow the SMART goal formula to ensure you set realistic and actionable goals.
Components of SEO to consider
Focus on your audience

Pre-COVID Personas are NO LONGER VALID. Take a step back and revisit what people are searching for and create new personas.
Keyword research needs to be updated

You still need keep need state into account with keyword research, but search intent has changed this year meaning keyword portfolios need to be updated. For example, curb side delivery peaked in March- April, but is still more popular than previously.
Opportunities for 2021
Opportunities for 2021

GPT-3

NLG techniques text summarizations

How To & FAQ

Snippets

Live Event Schema Markup
Opportunities for 2021

Structured Data

How To & FAQ

Snippets

Live Event Schema Markup

NLG Technology

GPT-3

Text Summarizations
Structured Data: FAQ & How To

FAQ Page Rich Snippets. FAQ pages provide answers to a set of Frequently Asked Questions. This tool helps you mark up that information in order to get them...

How do I add a question?
How do I edit a question and its answer?
How do I delete a question?
How do I change the order of questions?
I want to start afresh. How do I get rid of these questions?
Are Emojis shown in the FAQ search result rich snippets?

What other helpers do you provide?

We have tools to help you generate json-id and microdata for:

Videos
Single video pages and collections of videos can show up in rich snippets. Our helper also supports defining clips.

How tos
This helper supports all required and recommended fields as well as more advanced options like sections and linking to videos and clips via IDs.

FAQ Pages
You're looking at it. This helper generates rich snippets that expand your pages normal result by showing a series of questions with expandable answers.

Planning SEO for 2021
Structured Data: Featured Snippets

**Featured snippets** are selected search results that are featured on top of Google's organic results below the ads in a box. **Featured snippets** aim at answering the user's question right away (hence their other well-known name, "answer boxes"). Being **featured** means getting additional brand exposure in search results. Aug 23, 2017

[Source: moz.com > blog > optimize-featured-snippets]

How to Optimize for Google's Featured Snippets to Build More ...
Structured Data: Live Event Schema Markup

Event information may be out of date due to the coronavirus (COVID-19). Confirm details with event organizers.

More about COVID-19

29 SEP
DEBATE LIVE STREAM
COMMENTARY | Nimesh Patel
...
Today, 8:45 PM

2 OCT
Ponder, Sykes & Wright - "I'd
Go Through It Again"
Fri, 6 PM

3 OCT
Beginning Percussion! Learn
to Drum in Five...
Oct 3 – 24
Hosted by Elliseo Rael, M.M. New...
Information Architecture: Optimize Content Using Topical Clusters

Your keywords have keywords and topical clusters reinforce the relevance of sections of the site. As you optimize your content you should build out topical clusters to comprehensively rank for your keyword set.
Use PAA to Drive the Clusters

Use a tool like SERPApi to identify the People Also Ask questions related to your core keywords and create content around them.
Language Modeling has exploded in the past few years. Technologies like GPT-3 are very strong and generating copy at scale that can be used in support of Organic Search visibility growth.
Generate Category Level Copy with GPT-2/3

With GPT-2 or GPT-3 you can create content on a scalable level using tools like Inferkit.com. Simply type in a few sentences and the AI will write the rest for you. This is especially relevant when creating content for category pages.
Check Out My Post on SEJ


How to Generate Data-Driven Copy for Ecommerce Category Pages with GPT-2

Interested in scalable text generation? Learn how to programatically generate copy for ecommerce category pages using a transformer-based language model.

My MozCon presentation was a short film created by the iPullRank team.

I'm not going to spoil it because I'd rather you watched it, but the movie is one part "Batman: The Animated Series" and one part "Mr. Robot" presented in a mixed-media format.

If you haven't seen it, we've just released a Director's Cut as well as all the related resources and code (all the tactics and code are real) from the film, so please have a look!
These text summaries can save you a lot of time and can be utilized to make descriptions of product pages easily.
Questions! You ask, We answer
Q&A / Thank You!

Twitter:   @ipullrankagency
Email:     hello@ipullrank.com
Website:   https://ipullrank.com

Get in touch if you need some help!

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