



PLANNING SEO FOR 2021

GROUNDHOG DAY
ALL OVER AGAIN





Your Speakers



Mike King
Managing Director
at iPullRank



Jarrett Thomas
Sr. Account Executive
at iPullRank



Shantel Branch
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

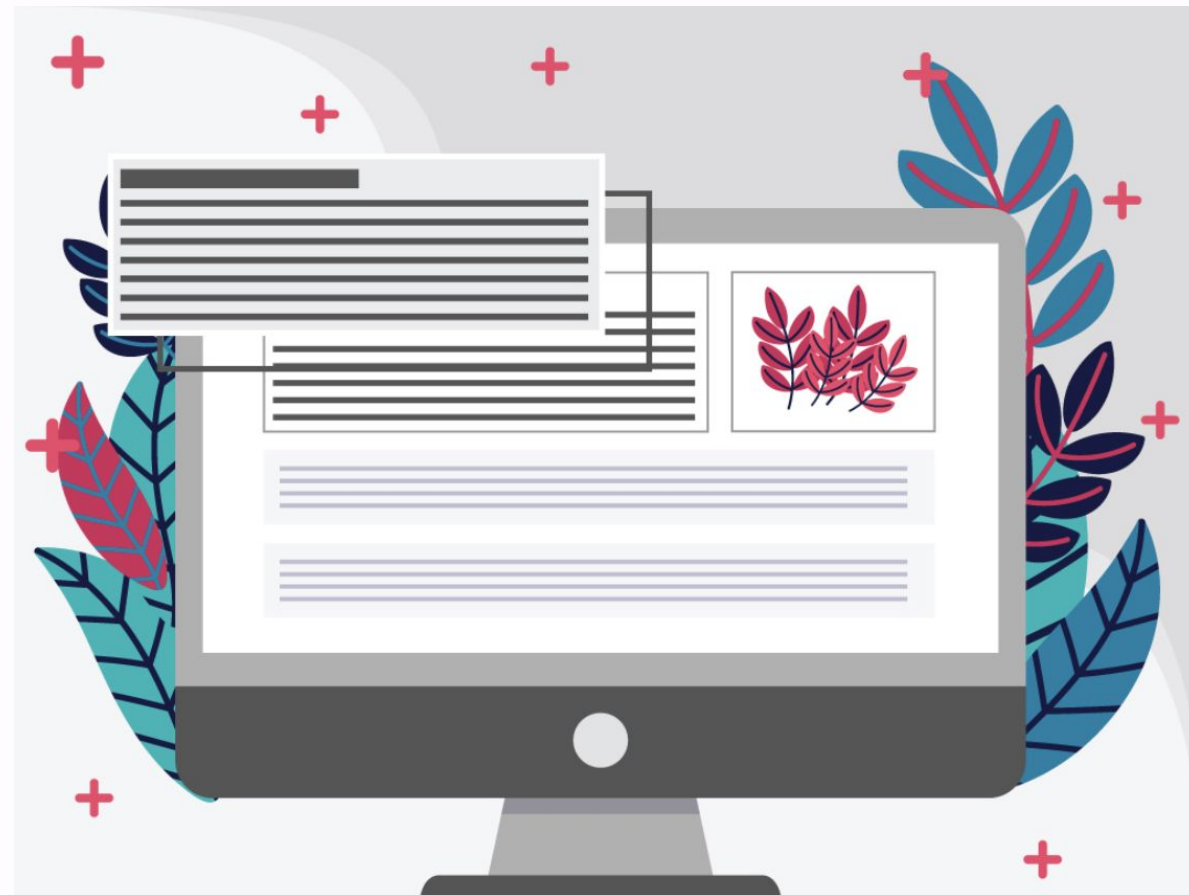


What 2020 Has Brought SEO

**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.



[www.digitaltrends.com > home-theater > led-vs-lcd-tvs](#)

LED vs. LCD TVs Explained: What's the Difference? | Digital ...

[About Featured Snippets](#) [Feedback](#)

[www.digitaltrends.com > home-theater > led-vs-lcd-tvs](#)

LED vs. LCD TVs Explained: What's the Difference? | Digital ...

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[www.cnet.com > news > led-vs-lcd-which-is-better](#)

LED vs. LCD: which is better? - CNET

Jul 6, 2011 - Samsung seemingly came out of nowhere with its "**LED TV**" range. ... Samsung's televisions use a series of Light Emitting Diodes (LEDs) — like the ones used in **LED** torches and alarm clocks — to "backlight" the **LCD** panel, and it's not the only company that does this. ... At present, there are ...

[www.wepc.com > tips > lcd-vs-led-monitor](#)

LCD vs LED Monitor For Gaming - Which One Is The Best?

Dec 10, 2019 - **LCD**, **LED**, Plasma-- you'll likely run into all of these terms when researching monitors and panel displays. ... But here's the kicker: An **LED** monitor IS a type of **LCD** monitor lighting. That's right, an **LED** monitor is just a type of backlighting for an **LCD** display.

Post-Algorithm Update

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[www.lifewire.com > How To > Home Theater > Basics](#)

LED vs. LCD TVs - Lifewire

Dec 7, 2019 - Before buying a new TV, you should know the difference between **LED** and **LCD** displays. Both provide a high-definition picture, but they ...

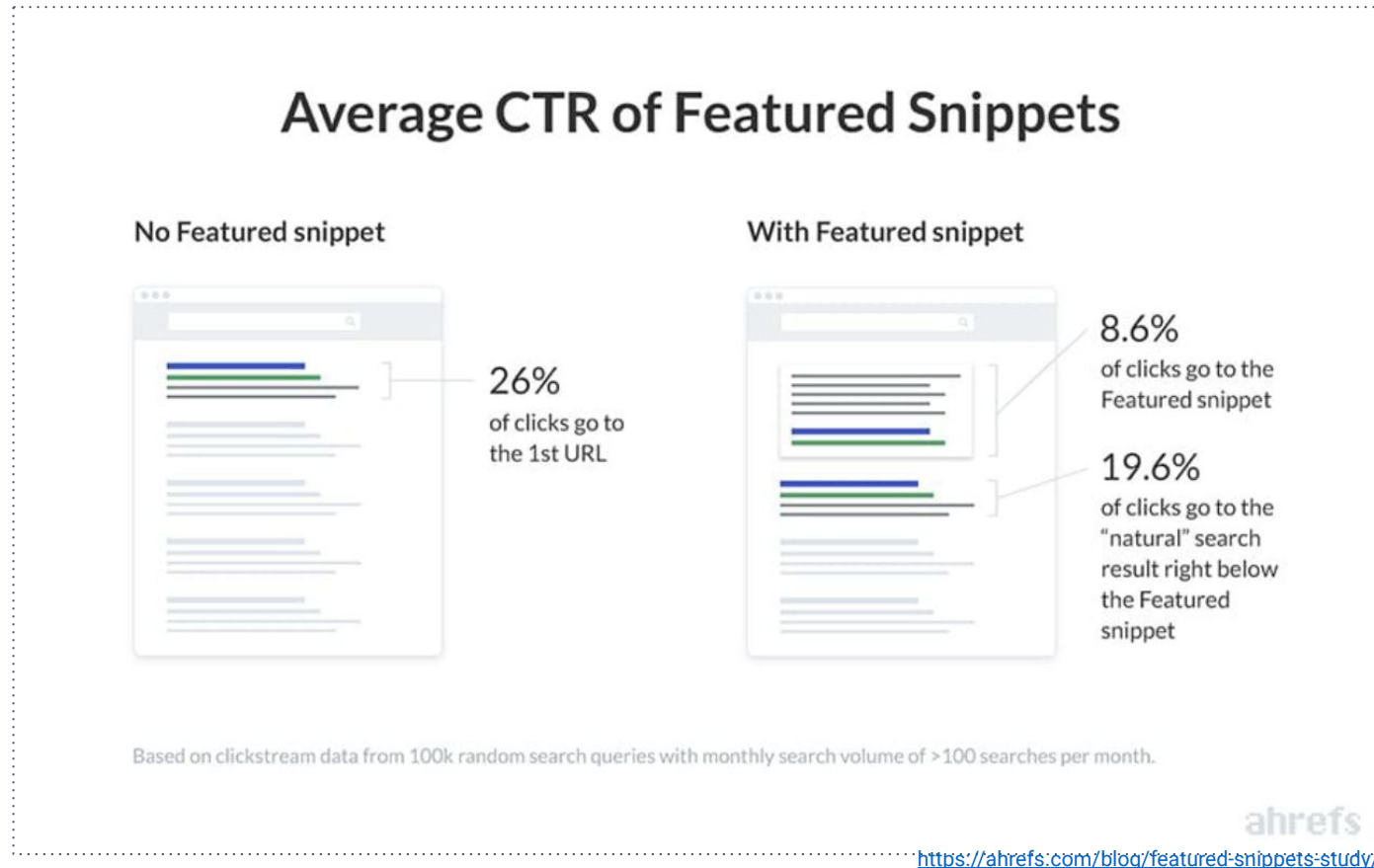
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Why Does This Matter?



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?



May 2020 Core Update

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

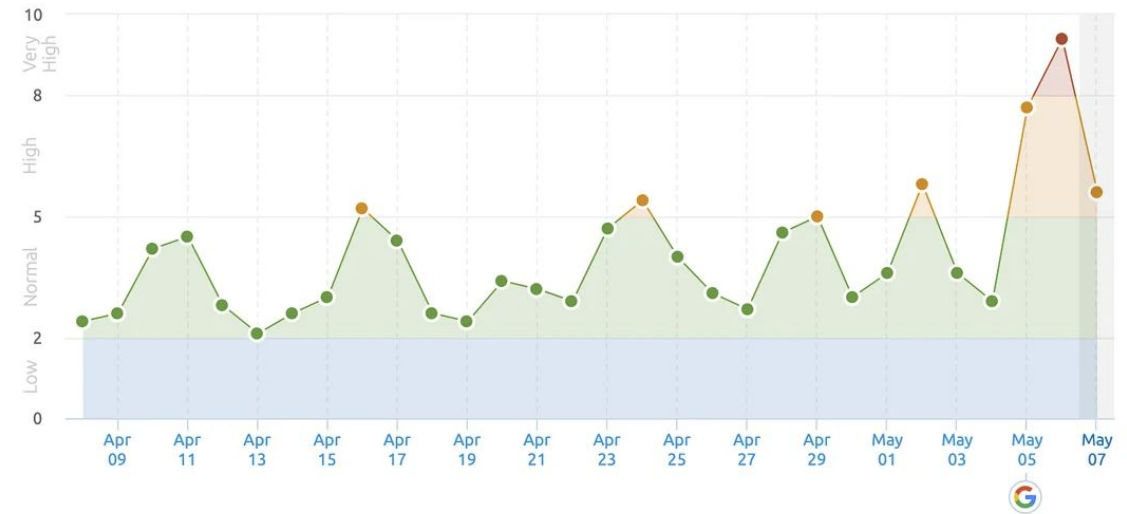
What does this mean?

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

SERP volatility for the last 30 days

Compare with... ▼

Low Normal High Very High



<https://www.semrush.com/blog/google-may-2020-core-update/>



May 2020 Core Update

Winners:

Smaller websites with relatively lower authority

Losers:

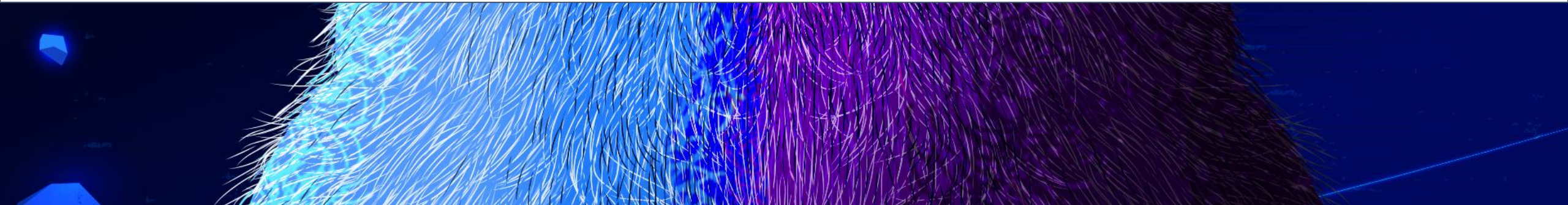
Low quality and Irrelevant content





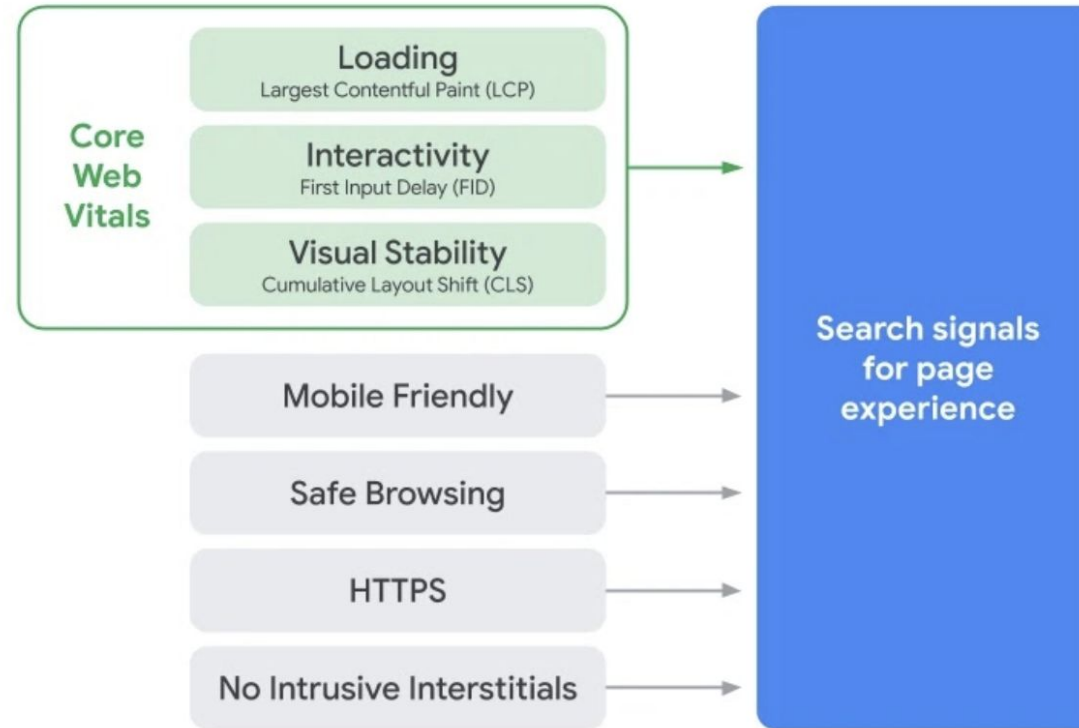
May 2020 Core Update

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

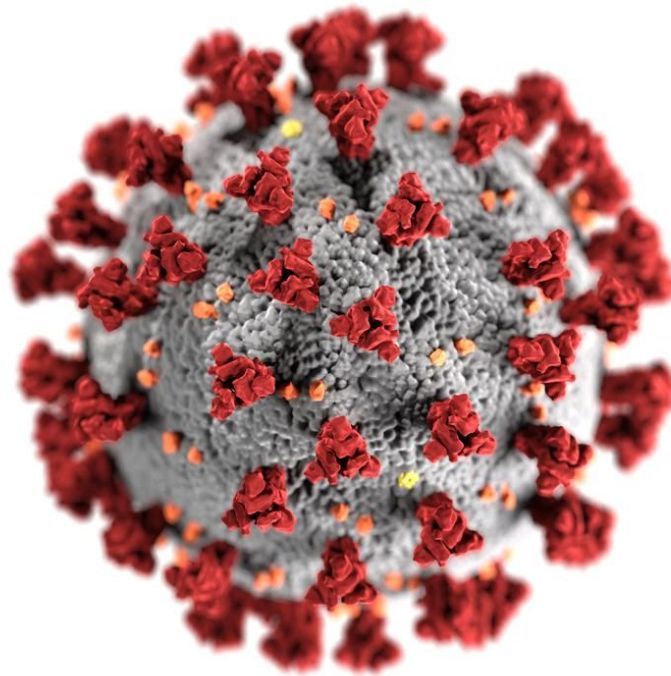


<https://www.searchenginejournal.com/googles-core-web-vitals-ranking-signal/370715/>

New ranking factors to consider regarding the page experience for users



The Elephant in the Room. . .The COVID-19 Pandemic



COVID-19 changed everything in 2020.
A lot of the changes we've seen so far will become the norm going forward.



How the COVID-19 Pandemic Shifted SEO

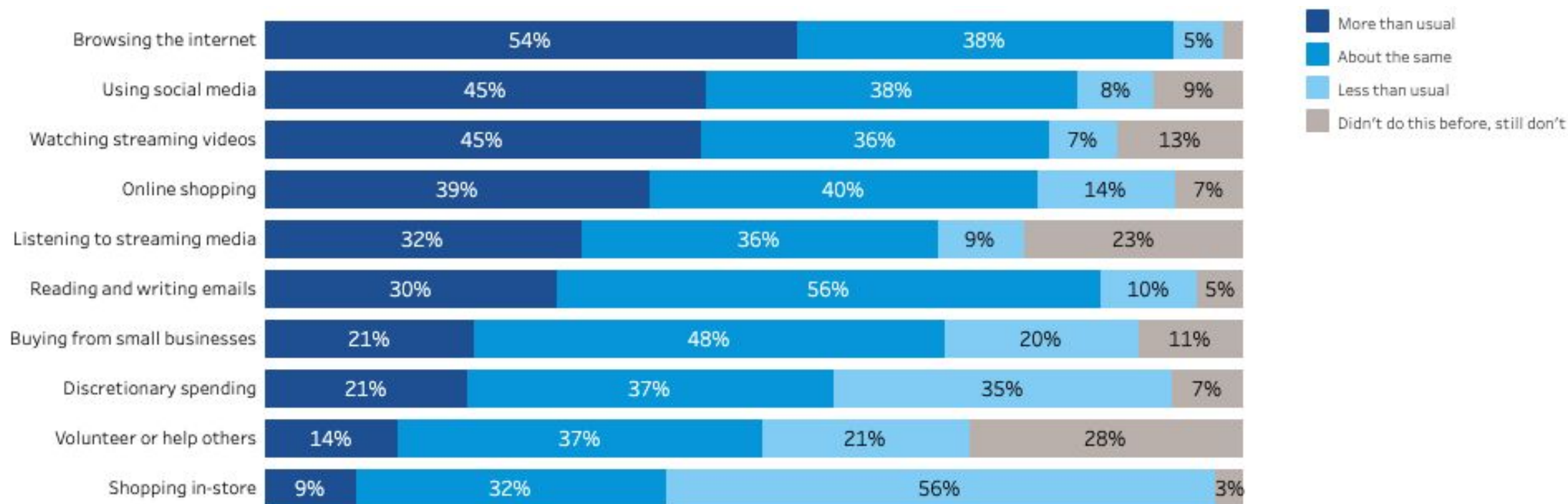
Perhaps it's time to reconsider rank tracking....

These SERPs features will become the new norm in multiple industries

The screenshot shows a Google search for "covid 19" with approximately 6,200,000,000 results. The search bar includes filters for All, News, Books, Videos, Images, and More, along with Settings and Tools. A "COVID-19 alert" banner is visible on the left. The left sidebar lists "Coronavirus disease" with sub-links for Overview, Statistics, Health Info, Testing, Coping, and News, and a Share button. The main content area features "Top stories" with three articles: "Will Europe's second wave of Covid-19 cases mean a second huge death toll?" (5 hours ago), "COVID-19 mutation may be evolving to bypass mask-wearing, hand-washing" (3 hours ago), and "Right-Wing Media Stars Mislead on Covid-19 Death Toll" (1 hour ago). Below this is "Local news" with three articles: "100 N.Y.C. School Buildings Have Already Reported a Positive Case" (22 hours ago), "COVID Updates: Coronavirus not spreading inside schools, study shows" (4 hours ago), and "Madrid vs New York: a tale of two cities during Covid-19" (17 hours ago). The "Statistics" section includes a "Daily change" line graph showing new cases from April 17 to September 16, with a peak of 666 on September 23. The "Cases overview" section provides data for New York City (246K total cases, 0 recovered, 23,785 deaths), New York (458K total cases, 0 recovered, 32,696 deaths), and the United States (6.99M total cases, 0 recovered, 202K deaths). A "Worldwide" section shows 32M total cases, 22M recovered, and 979K deaths. A "Map of cases (last 14 days)" shows the distribution of cases across the Northeast, with a callout for New York City showing 4,425 total cases from September 9 to 22. Sources listed include Wikipedia and The New York Times.



User behavior has changed dramatically



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

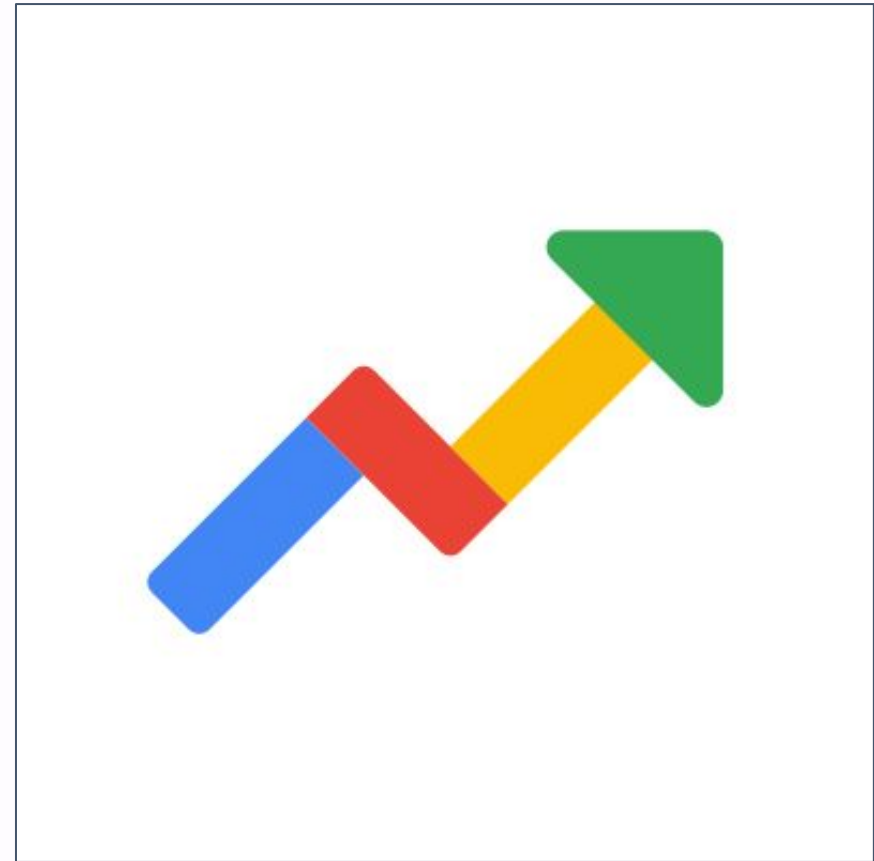
Growth in E-Commerce

Everything Online

Working From Home

Decrease in SMB

Continue rise of big corp





E-commerce has grown dramatically

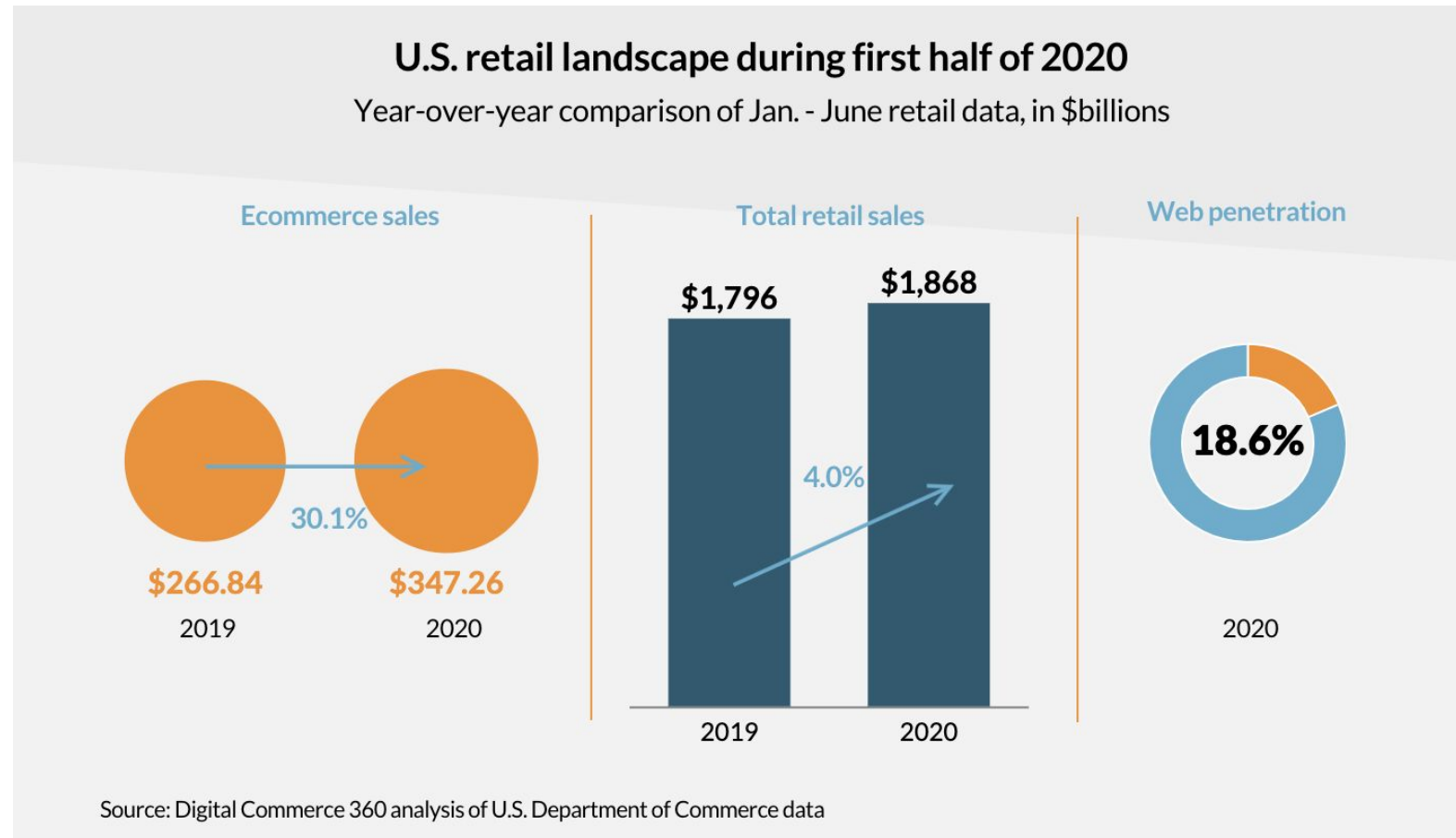
Global E-Commerce Market Share



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.



The future of work

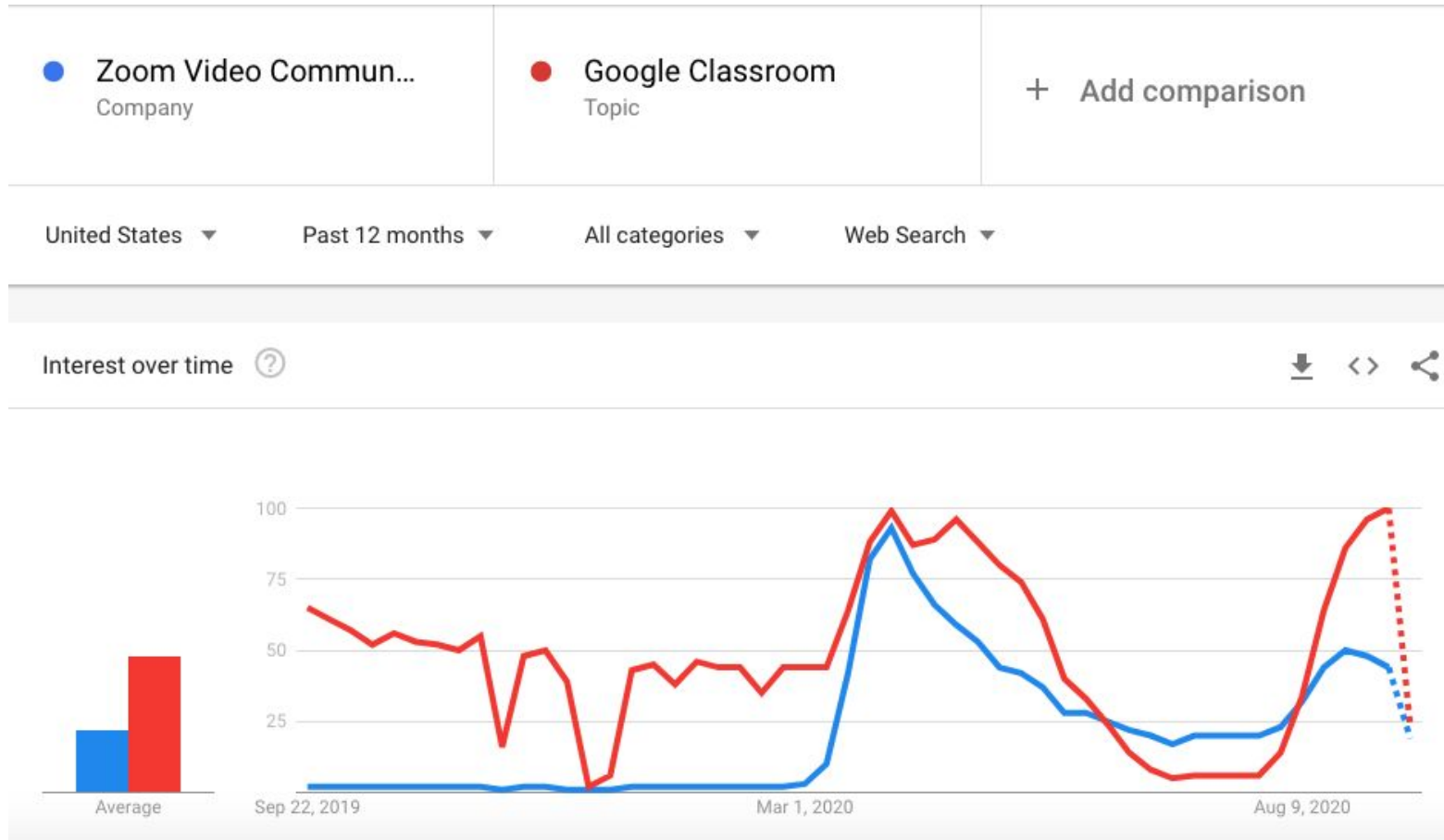
More than two thirds of people believe the pandemic will alter how we work in the future.

Work from home has become common and many companies do not plan on employees returning until mid-2021.





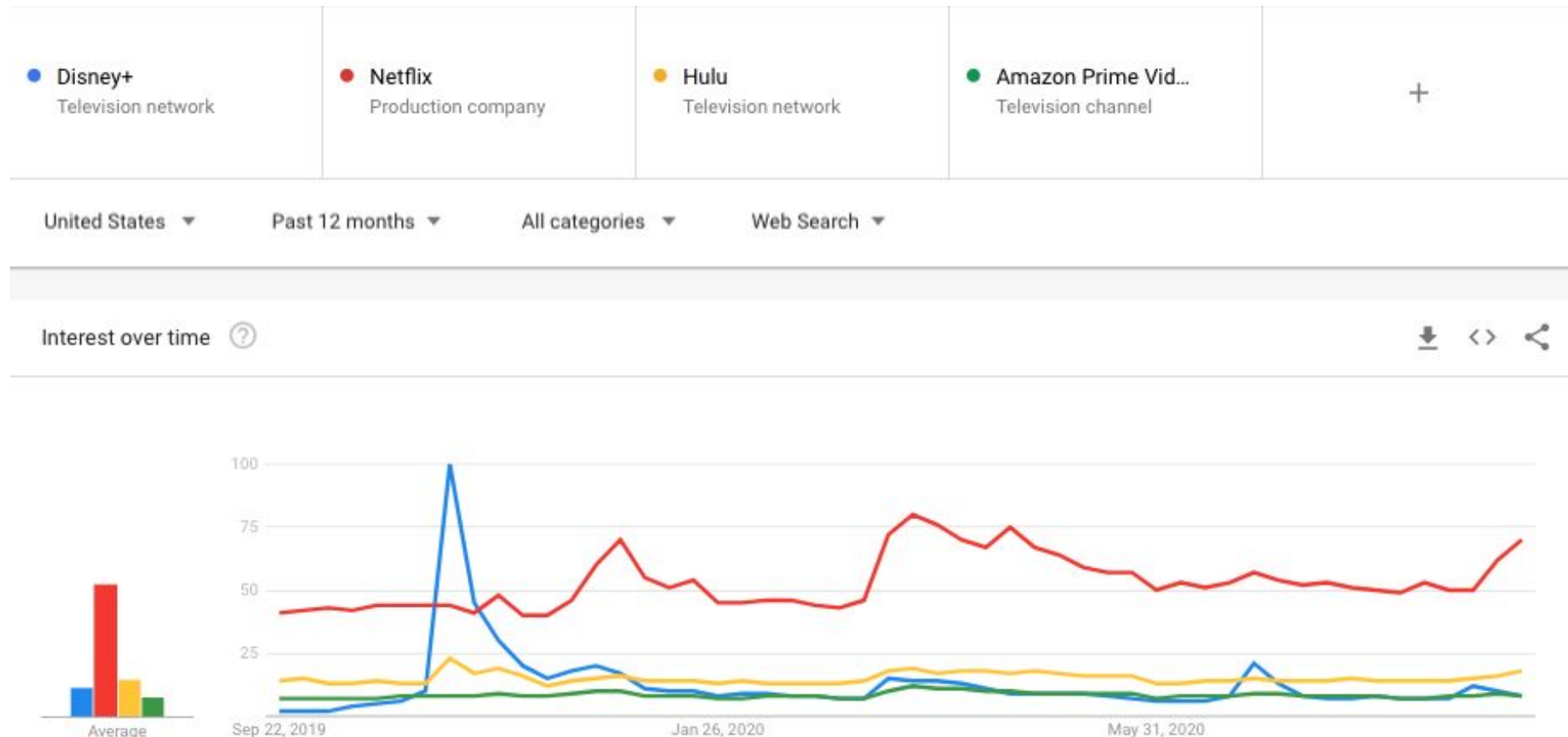
Video conferencing is likely here to stay



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



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

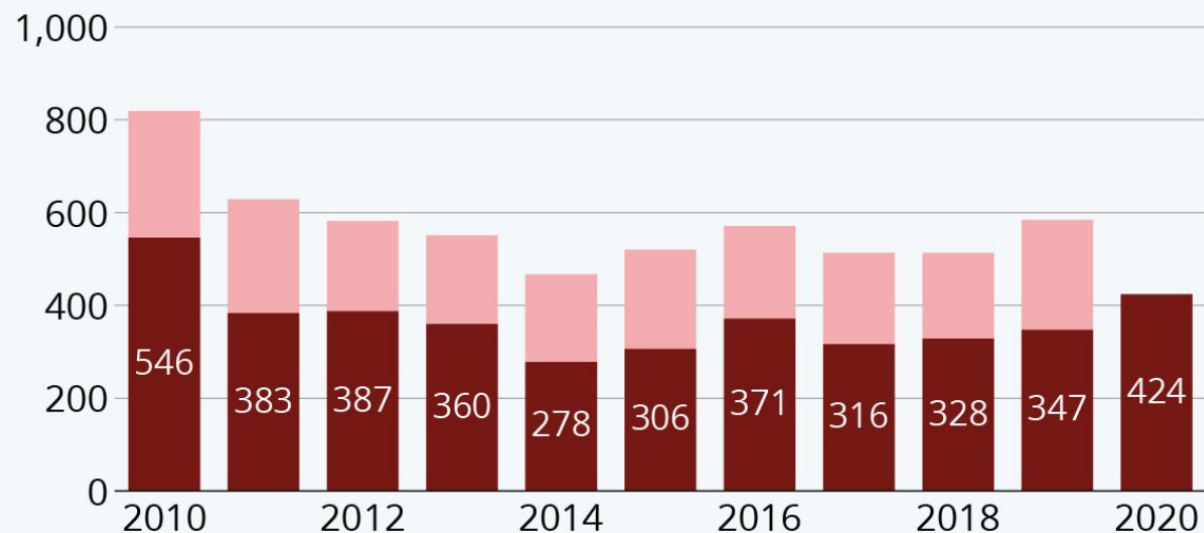


Markets became less competitive in 2020

U.S. Bankruptcies at 10-Year High As Pandemic Takes Its Toll

Announced bankruptcies in the United States, by year*

■ Through August 9 ■ Rest of the year

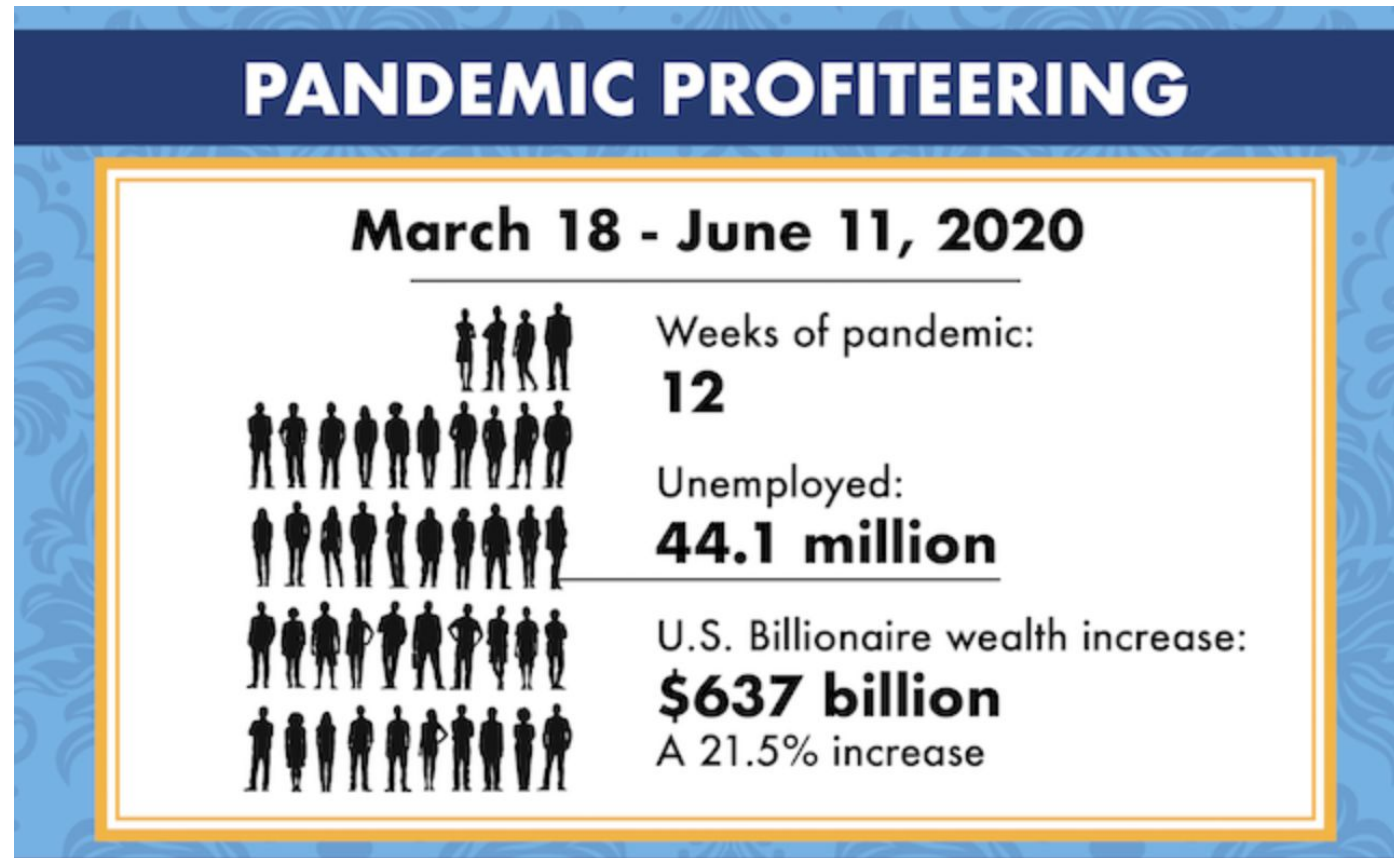


* Figures include only public companies, private companies with public debt and assets/liabilities greater than \$2 million and private companies with assets/liabilities greater than \$10 million.

Source: S&P Global market Intelligence



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

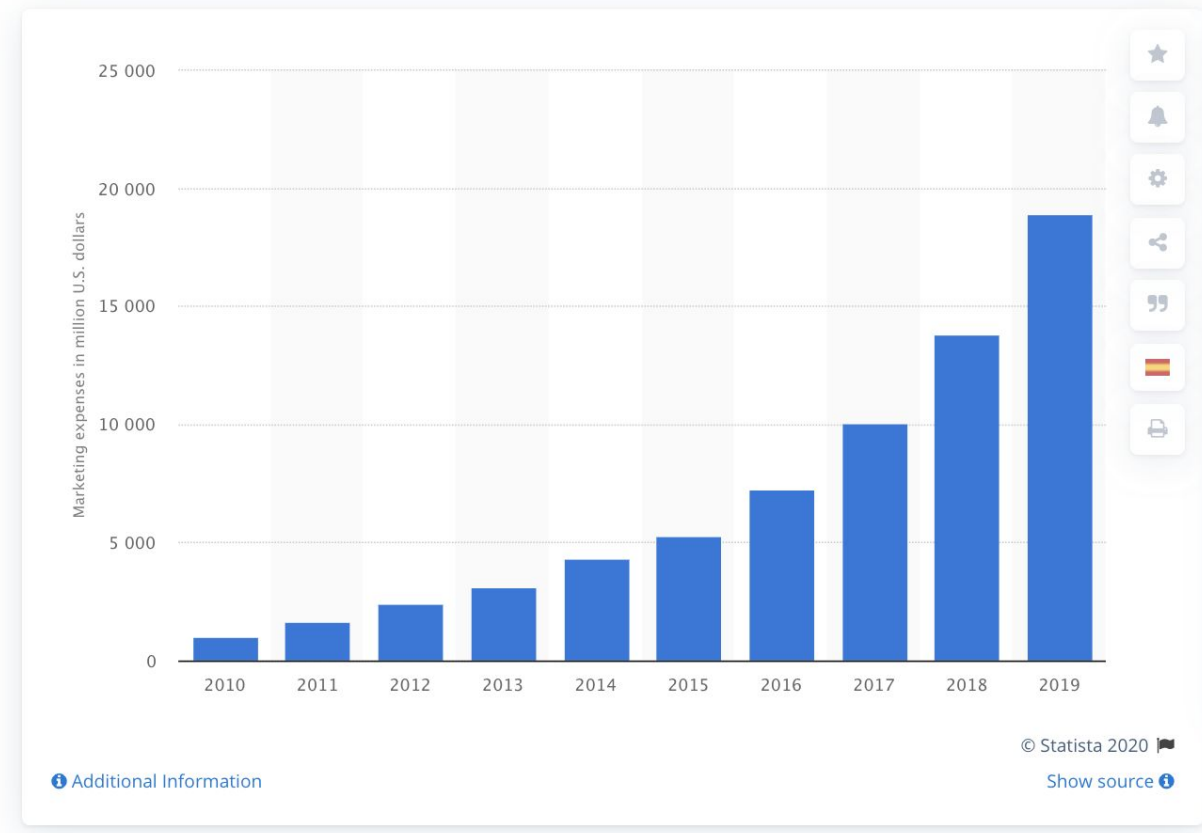


Why are Big Corps able to withstand the pandemic?



Increase in the importance of digital trends

Annual global marketing costs of Amazon from 2010 to 2019
(in million U.S. dollars)



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

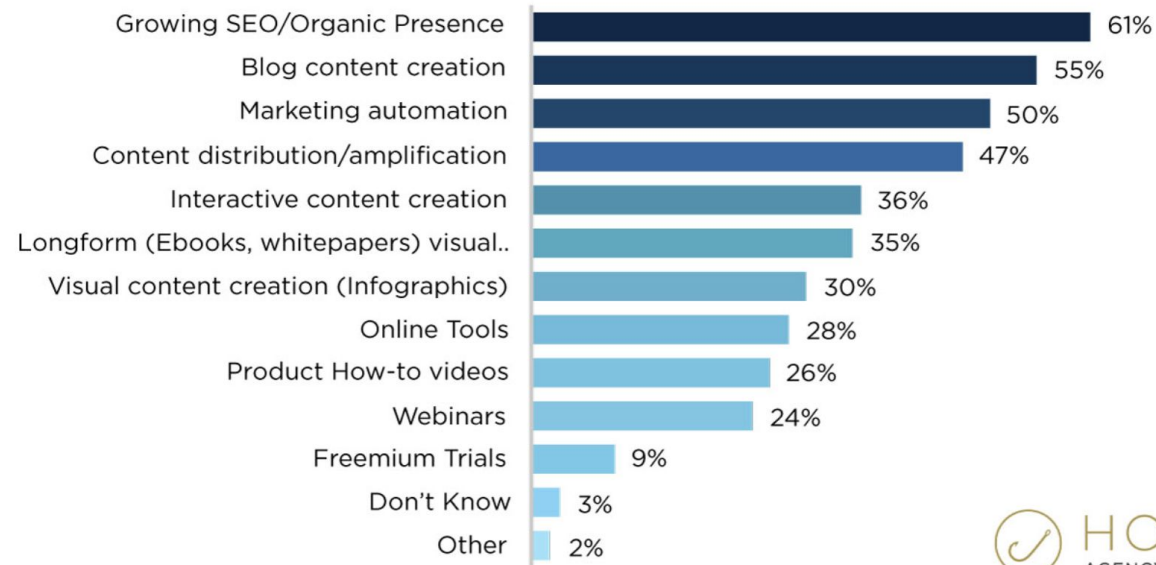


Increase in the importance of digital trends

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?



Graph: Hook Agency Data: Hubspot



Increase in the importance of digital trends

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

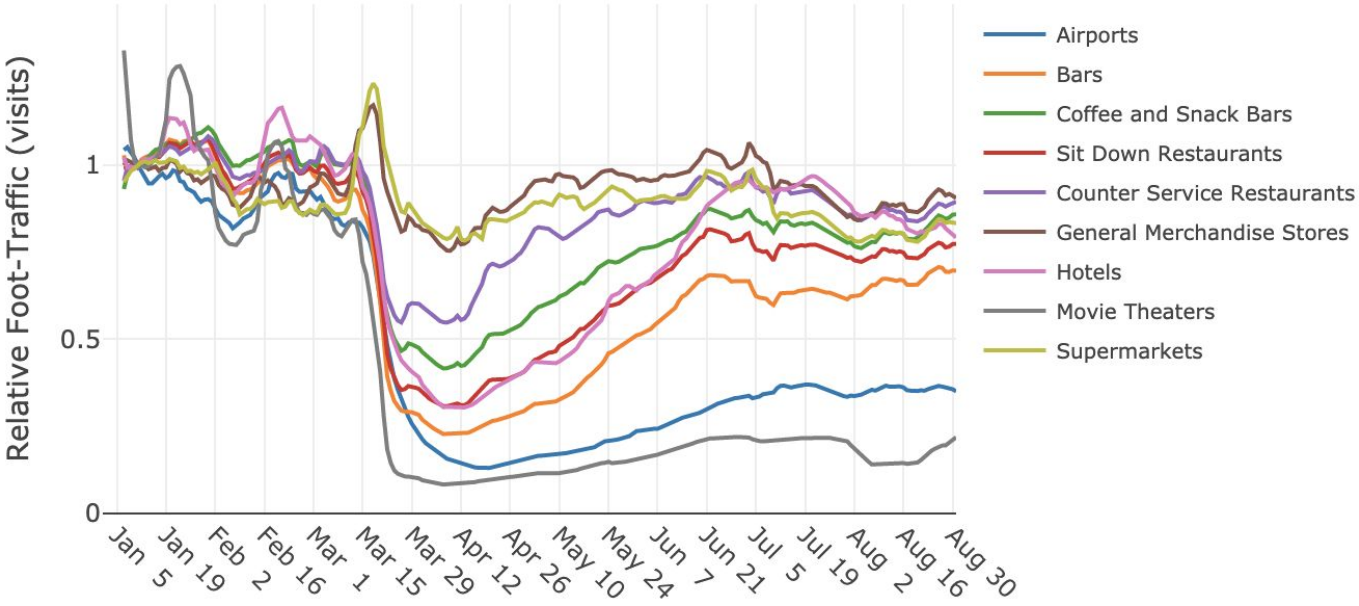
Big corps continue to win despite pandemic is BECAUSE they have great digital strategies that is sustainable.



Increase in the importance of digital trends

INDUSTRY LEVEL PATTERNS

All Industries



Note: Click an industry in the legend to toggle it on/off

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

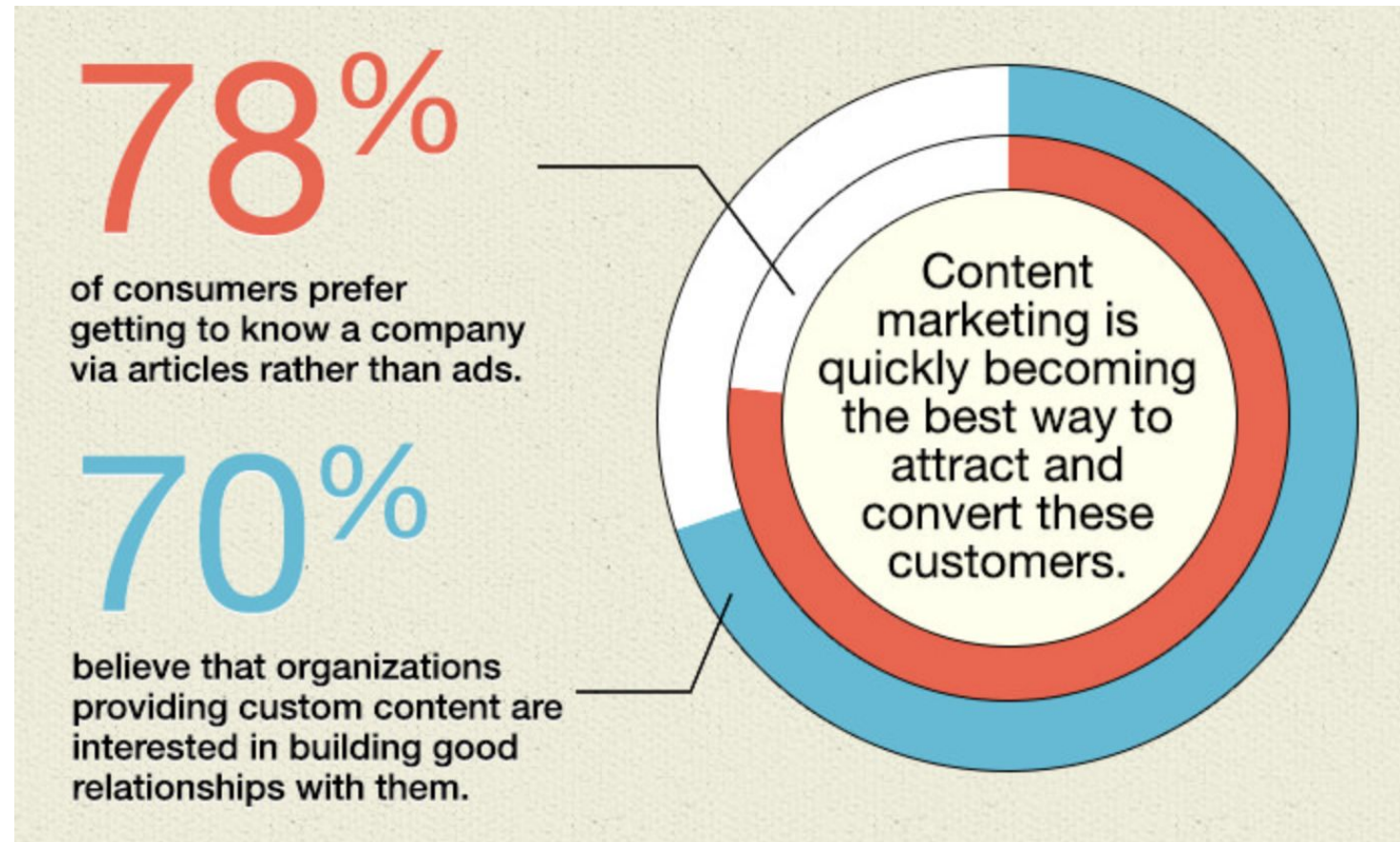
Technical SEO Never stops

Be Authentic





Creating great, useful content



<https://www.lyfemarketing.com/blog/why-is-content-marketing-important/>

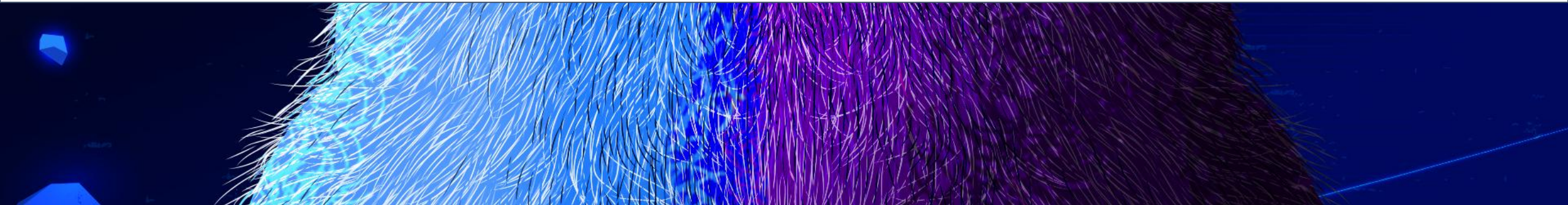
If you haven't been investing in creating content, start NOW!



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*

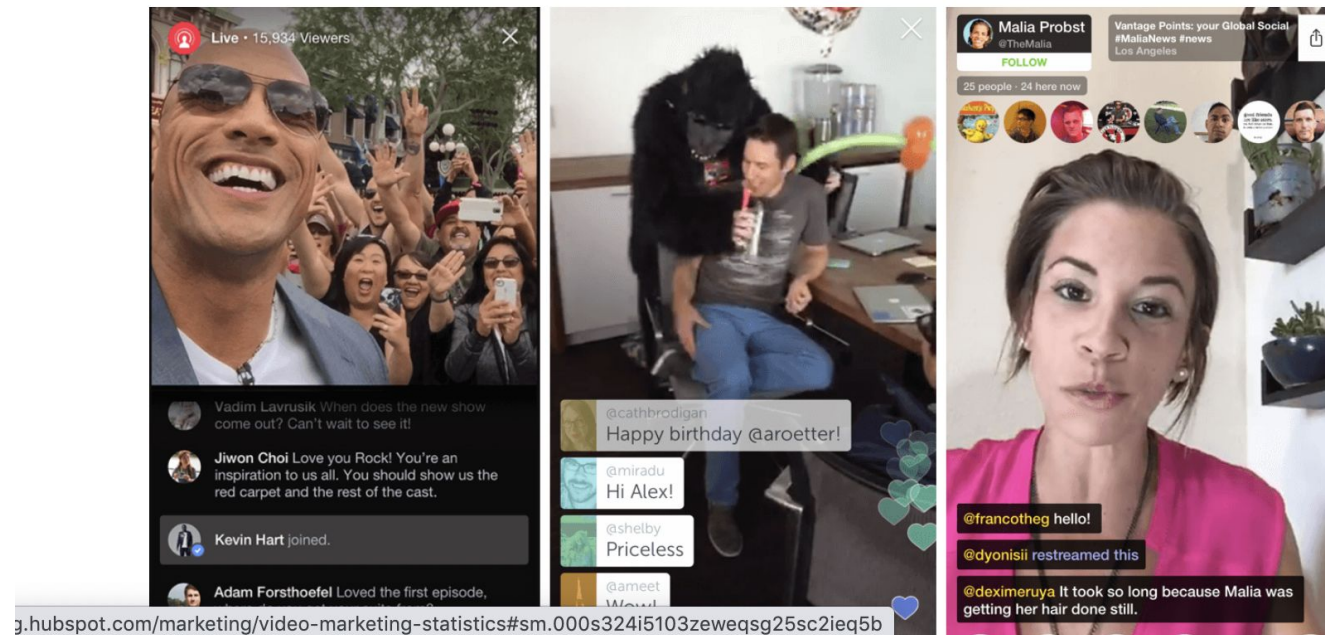




Types of content to create: Video & Live Streams

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.



<https://www.coredna.com/blogs/best-types-of-content>



Video & Live Streams Optimization

#1: Choose the Right Video Hosting Platform

#2: Insert a Video Transcript

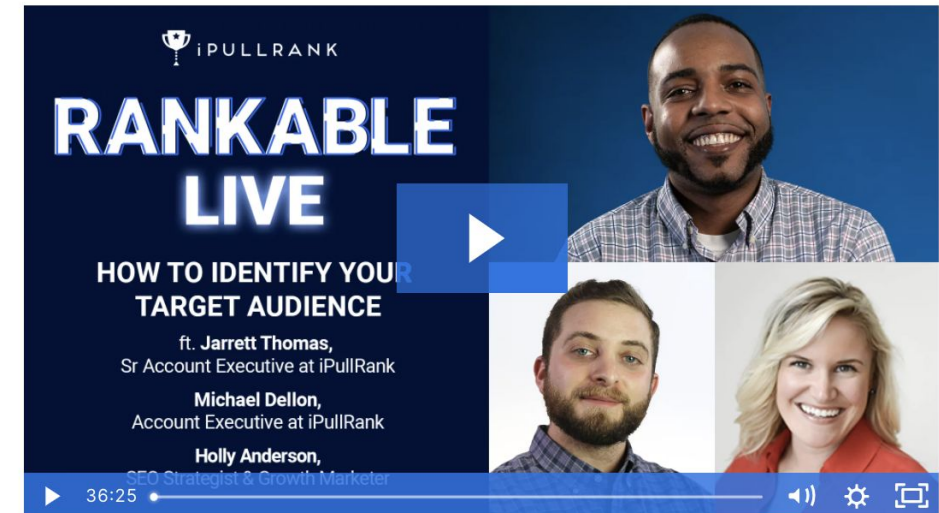
#3: Make Sure Your Thumbnail Image Is Engaging

#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



[Home](#) [Services](#) [COVID-19 Resources](#) [Blog](#)



Video Transcription

Jarrett Thomas:

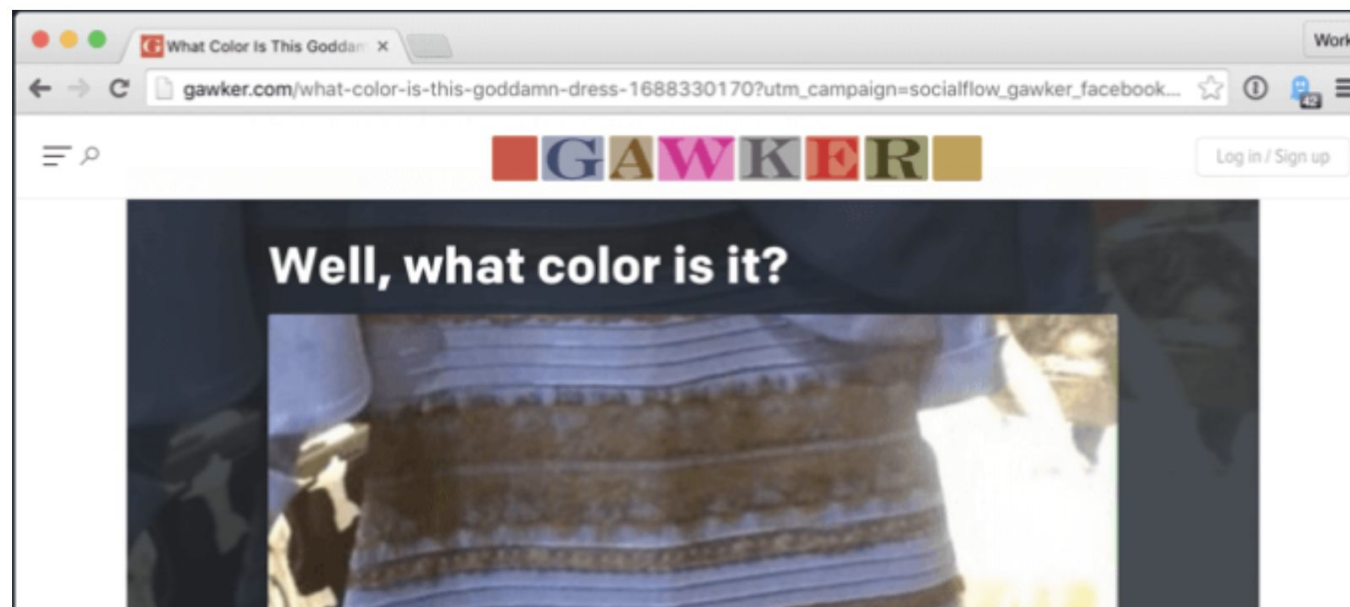
Hey, good afternoon, everybody. We are back. Thank you again for joining rankable episode 13. Topic today is "How to effectively identify your target audience." As always, I'm your host, Jarrett Thomas, Senior Account Executive from iPULLRANK. I'm joined by two special guests, actually a co-host. My partner in sales, Michael Dellon.



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.



<https://www.coredna.com/blogs/best-types-of-content>



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



Rankable Podcast





Plan your 2021 Content

Think about: What gaps do you have that new content is needed to fill? What content can you repurpose?



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

Medium

Welcome back

2

Upgrade

Entrepreneur's Handbook

Ukrainian Developer Built a \$19.3 Billion App — Because Silicon Valley Was Too...

33-year-old Jan Koum capitalized on Silicon Valley's blind spot and built the world's largest messaging platform with \$0 ad spend

Read More · 7 min read

Forge

How to Identify a Smart Person in 3 Minutes

Jun 2 · 3 min read

Better Marketing

How to Write Killer Instagram Captions

Apr 22 · 4 min read

Entrepreneur's Handbook

Elon Musk's 2 Rules For Learning Anything Faster

Sep 2 · 5 min read

The Ascent

How To Make Enough Money to Retire in the Next 5 Years

Sep 22 · 6 min read

CREATORS TO FOLLOW

M.G. Siegler

General Partner @ GV (née Google Ventures). In past lives I wrote at...

Follow

Dave Pell

I write NextDraft, a quick and entertaining look at the day's most...

Follow

TOPICS TO FOLLOW

Productivity

Follow

Machine Learning

Follow

Politics

Follow

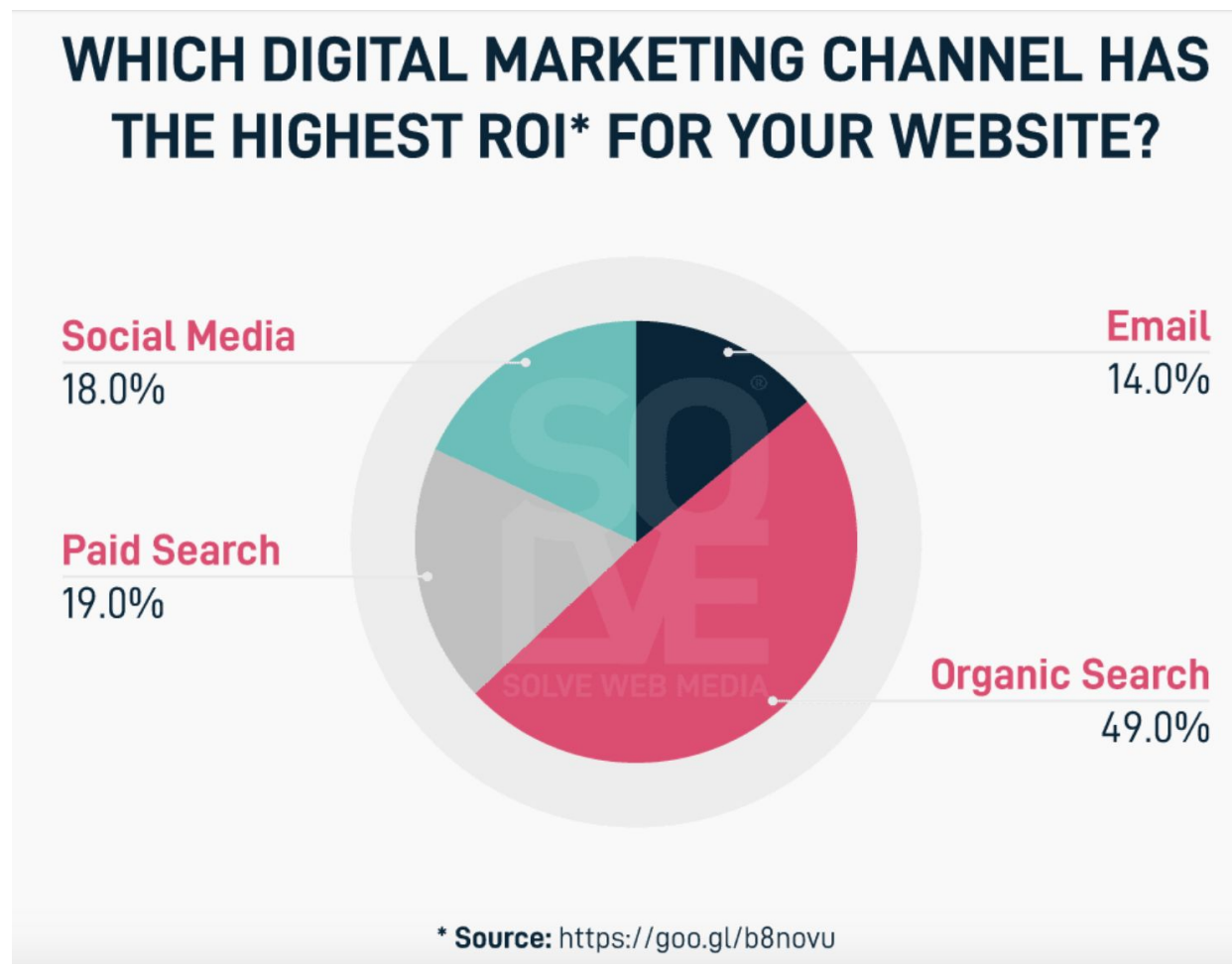
See More

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

41



Start Strategizing SEO Yesterday

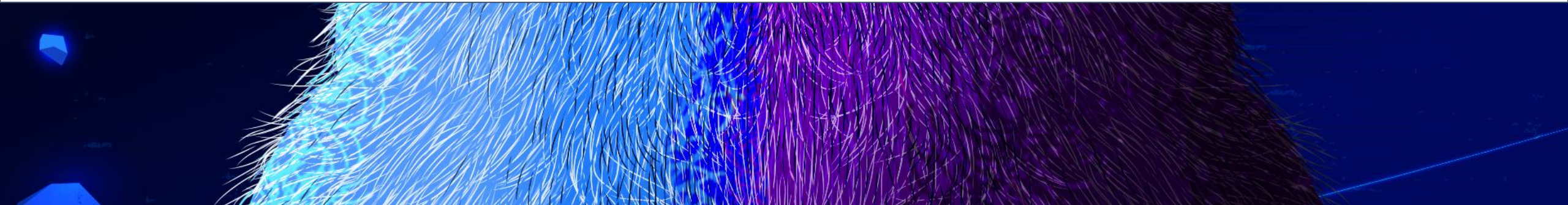


So what are you waiting for? start SEO NOW



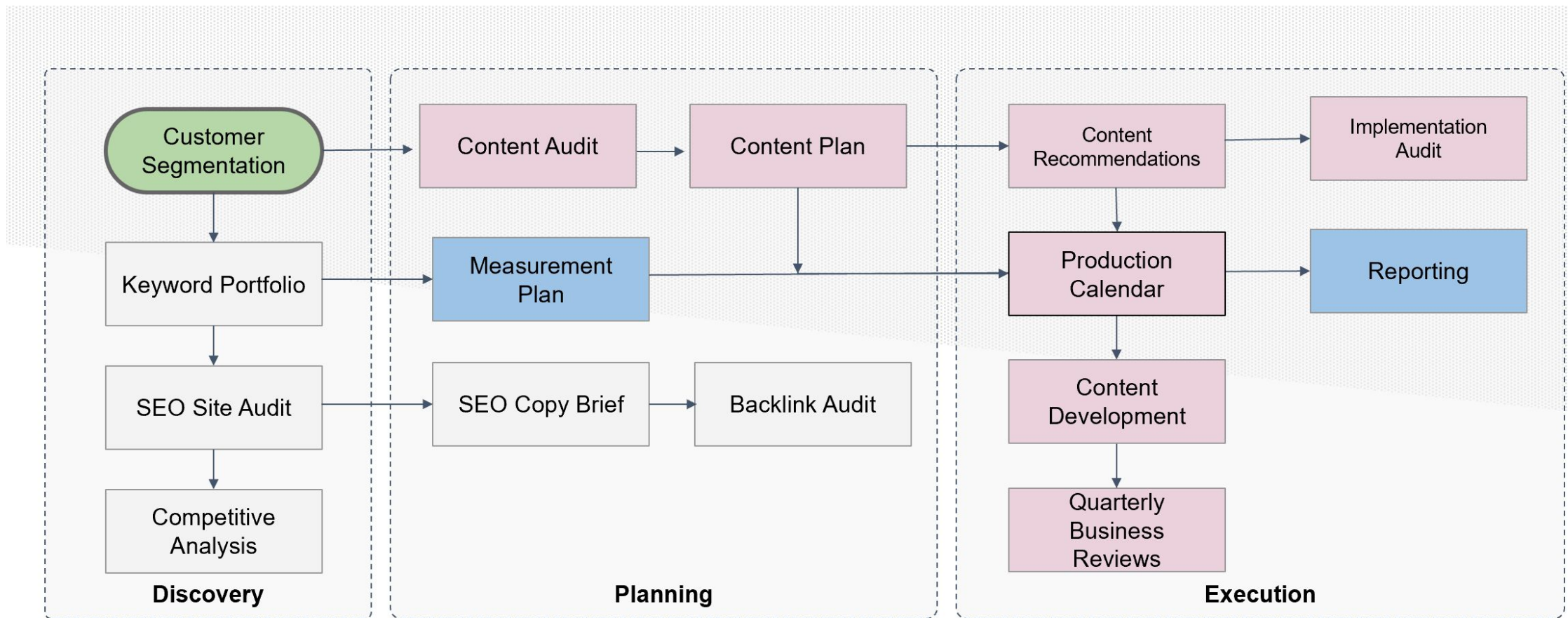
START NOW

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



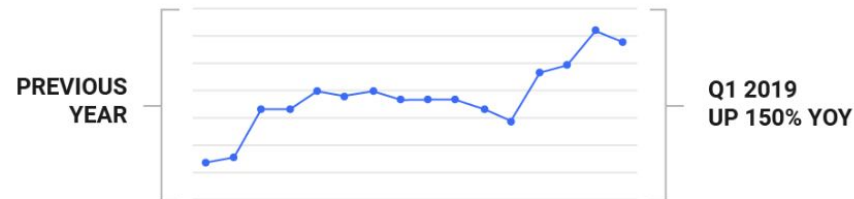
The Background

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.



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 net new how-to and FAQ content.



Our Goals

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



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%.



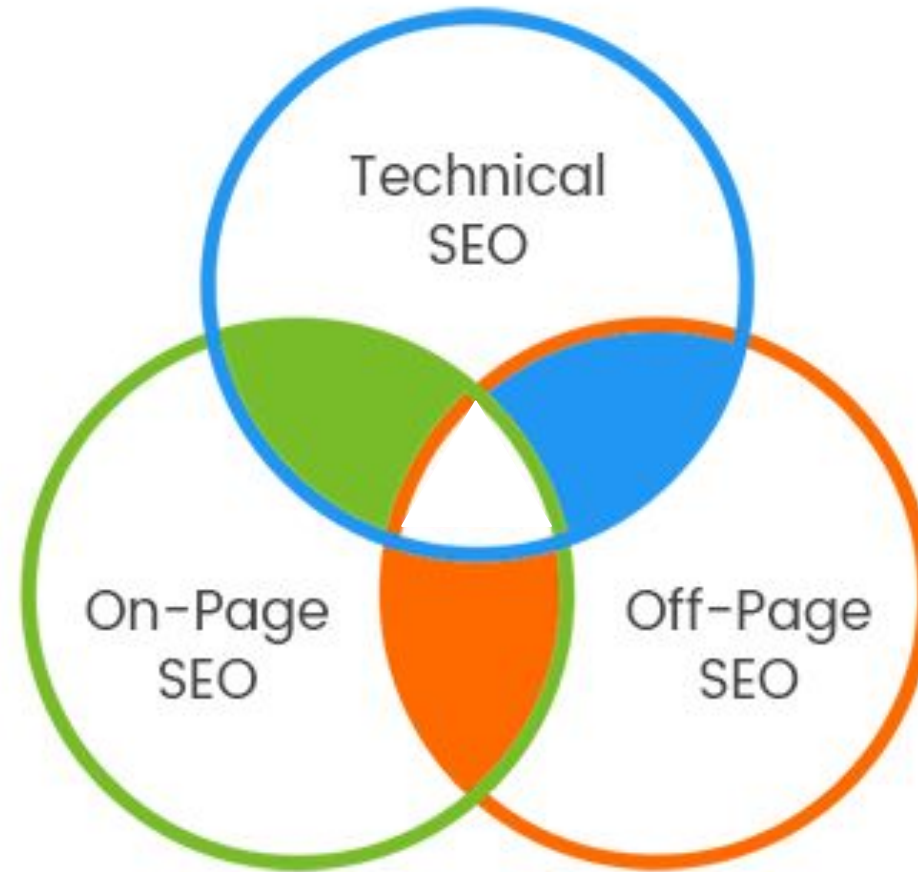
Start with 2021 goals



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.

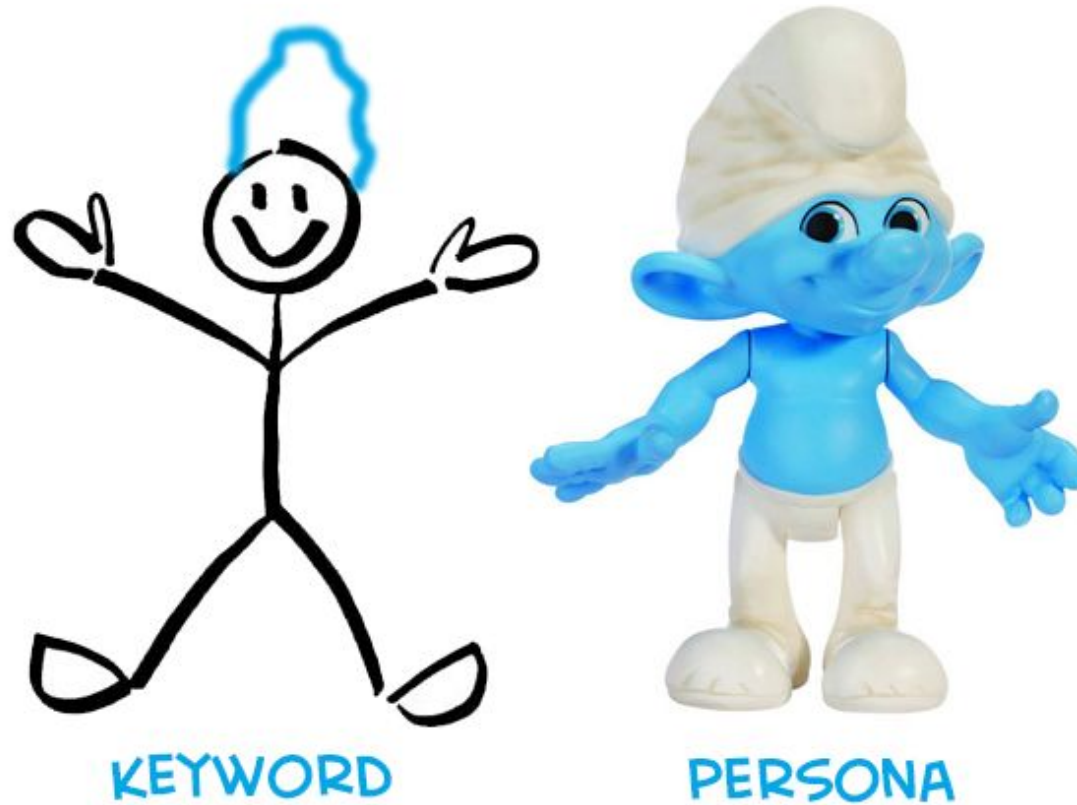


Components of SEO to consider





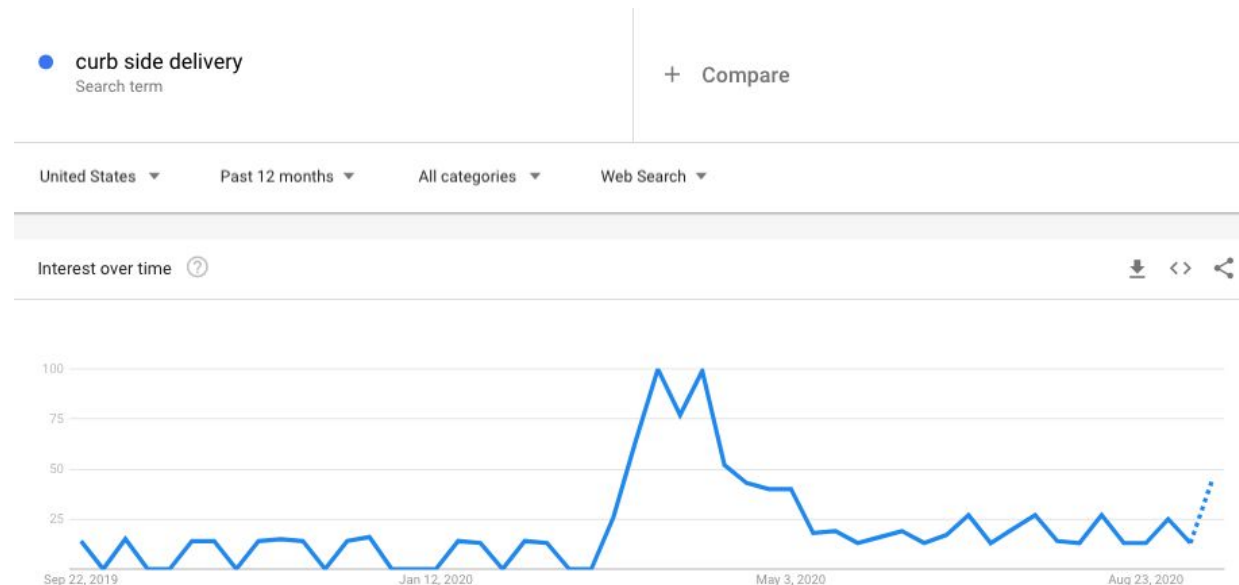
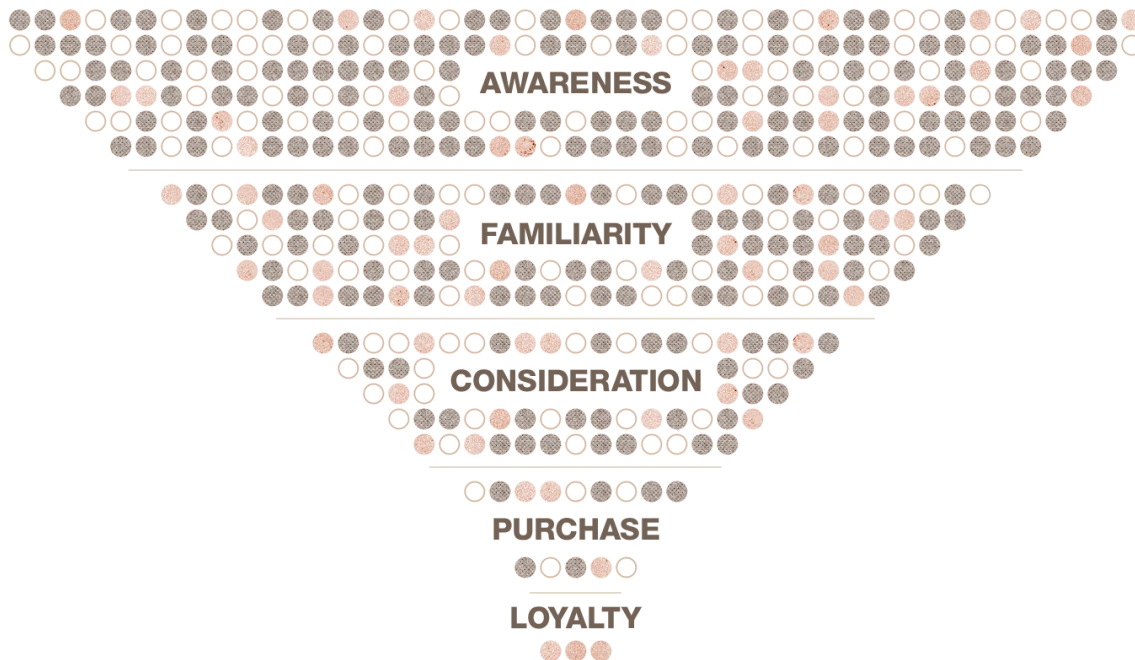
Focus on your audience



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

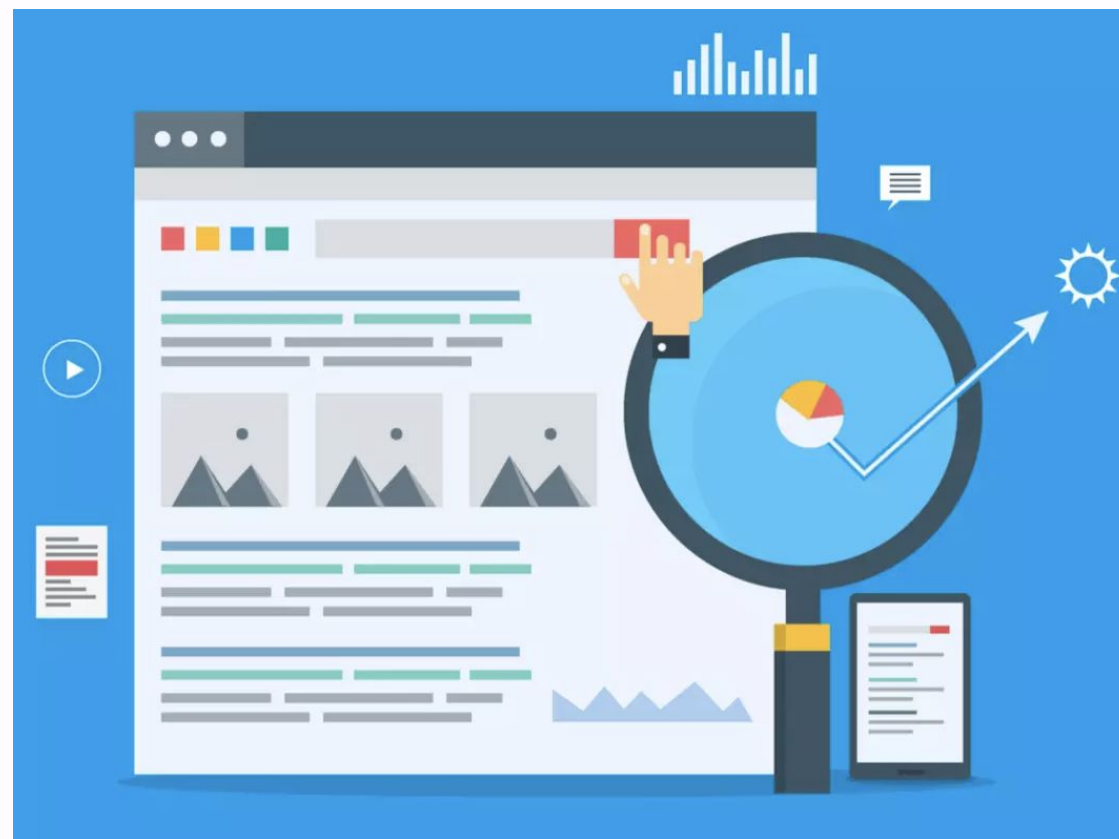
Snippets

Live Event Schema
Markup

NLG Technology

GPT-3

Text Summarizations





Structured Data: FAQ & How To

classyschema.org > FAQPage ▾

FAQ Page Structured Data Markup Helper & Examples

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-ld* 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.

▲ Show less




how to make cake



[All](#) [Videos](#) [Books](#) [News](#) [Images](#) [More](#) [Settings](#) [Tools](#)


About 1,390,000,000 results (0.64 seconds)

Recipes




Basic Vanilla Cake

Food Network
2.9 ★★★★★ (124)
1 hr
Heavy cream, baking powder, all purpose flour, vanilla extract



Simple White Cake

Allrecipes
4.2 ★★★★★ (4K)
50 min
Eggs, baking powder, all purpose flour, white sugar, vanilla extract



Best Vanilla Cake

The Best Vanilla Cake I've Eve...
4.9 ★★★★★ (228)
4 hr
Cake flour, egg whites, heavy cream, baking soda, baking

▼ Show more


People also ask

- How do you bake a cake step by step? ▾
- How do we make cake? ▾
- What are the ingredients used in baking cake? ▾
- Which ingredient makes cake Fluffy? ▾




[Feedback](#)









Structured Data: Featured Snippets

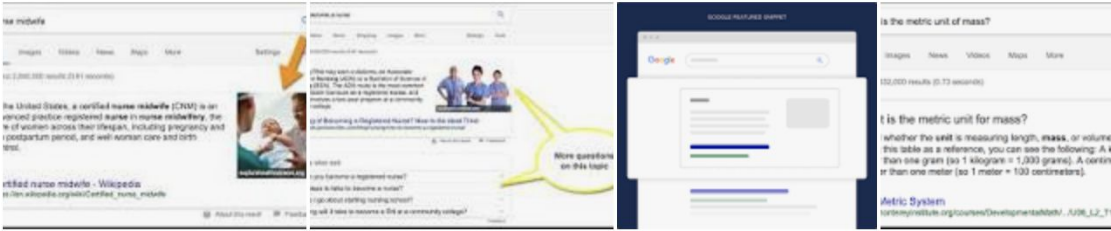


what are featured snippets



 All  News  Images  Videos  Shopping  More Settings Tools



About 14,900,000 results (0.49 seconds)



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

moz.com › blog › optimize-featured-snippets

[How to Optimize for Google's Featured Snippets to Build More ...](#)

 About Featured Snippets  Feedback



Structured Data: Live Event Schema Markup

← Google

All events

Saved

Concerts

Festivals

Free events

Shows

Nightlife

Feedback

Learn more

events

Online events Today Tomorrow This Week This Weekend Next Week Next Month

COVID-19 alert

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 Eliseo Rael, M.M. New...

29 SEP

DEBATE LIVE STREAM COMMENTARY | Nimesh Patel |...

Save event

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In 6 Hours

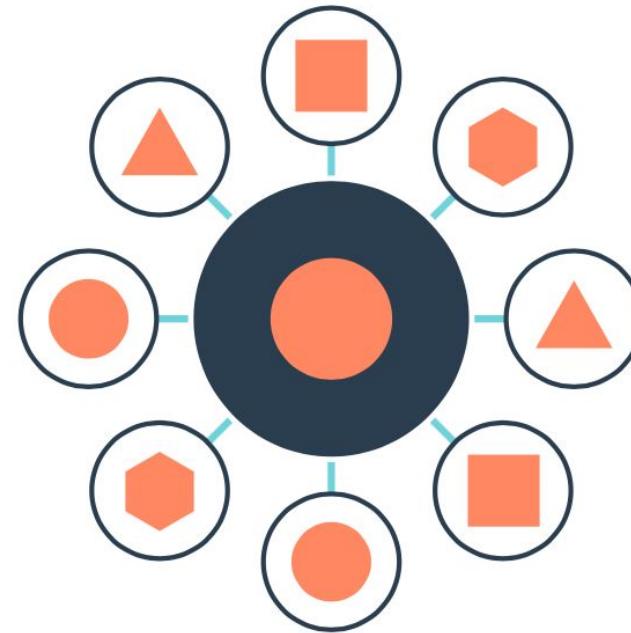
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Information Architecture: Optimize Content Using Topical Clusters

Topic 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.

The screenshot shows a Google search for "how to clean suede shoes diy". The search bar is at the top with the Google logo and a microphone icon. Below the search bar, the "People also ask" (PAA) section is highlighted with a red bracket and the label "PAA". It contains four questions, each with a dropdown arrow: "What can I use to clean suede shoes?", "Can you use soap and water to clean suede shoes?", "How do you clean white suede shoes at home?", and "Can you use baby wipes on suede shoes?". A "Feedback" link is at the bottom right of the PAA section. Below the PAA section, the "Videos" section is highlighted with a grey bracket and the label "Videos". It contains three video thumbnails with titles, durations, and upload dates: "HOW TO CLEAN & MAINTAIN SUEDE SHOES (AT HOME) - 3" by JairWoo (3:30, 19 Jan 2017), "How To Clean Suede Shoes | TODAY" by TODAY (1:03, 29 Nov 2017), and "How To Clean Suede Shoes" by Pose (3:19, 12 Apr 2011). A right arrow is visible on the far right of the video thumbnails.

Google

how to clean suede shoes diy

People also ask

What can I use to clean suede shoes?

Can you use soap and water to clean suede shoes?

How do you clean white suede shoes at home?

Can you use baby wipes on suede shoes?

Feedback

Videos

HOW TO CLEAN & MAINTAIN SUEDE SHOES (AT HOME) - 3

JairWoo

YouTube - 19 Jan 2017

How To Clean Suede Shoes | TODAY

TODAY

YouTube - 29 Nov 2017

How To Clean Suede Shoes

Pose

YouTube - 12 Apr 2011



NLG Technology: GPT-3

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

InferKit_{beta}

Standard Generator

Custom Generators

Text Generation API

Let a modern neural network complete your text.
Read more in [the docs](#).

You can use the API through this page or make requests directly to it. If you're a developer, [get your API key here](#).

For more control, make a [custom generator](#).

Length to generate ?

500

☐ Start at beginning ?
 ☐ Don't pause at end of text ?

[Advanced Settings »](#)

Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

Generate Text

Completion

Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. This can be done by optimizing a web page for search engines. This optimization can increase a website's traffic and it's exposure to web users. Search engine optimization can be improved by using meta keyword research. Meta keywords are keywords that exist within the body of the website, but are not in the title.

To effectively market your business online, you should start a blog about a theme or topic related to your business. This type of blog can position you as a thought leader in your

Continue Generating

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.

59



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About This

<https://www.searchenginejournal.com/generate-data-driven-copy-ecommerce-category-pages-gpt-2/375277/#close>

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

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



Michael King / July 23, 2020 / 20 min read

248 **5.3K**
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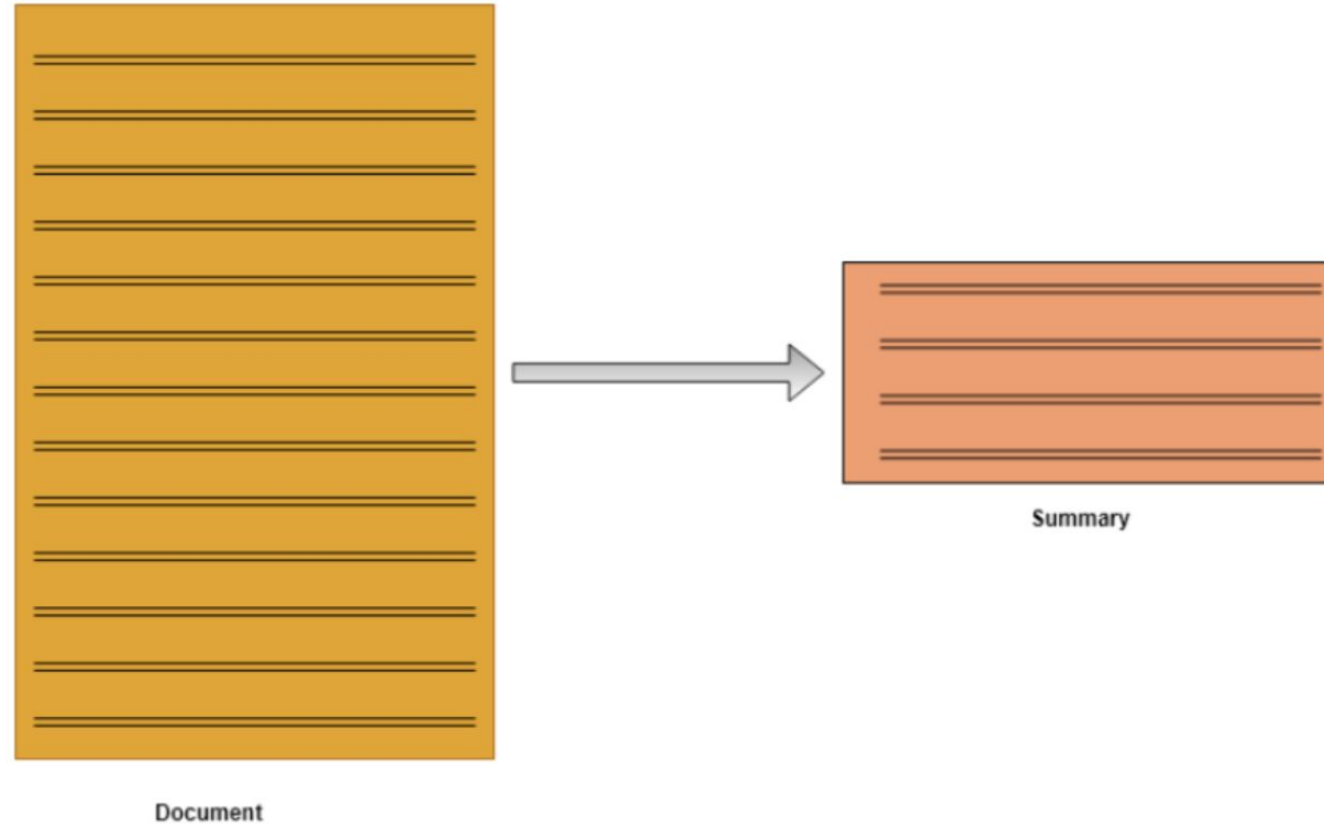
My MozCon presentation was a short film created by the iPullRank team.

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



NLG Technology: Text Summarization



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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Managing Director
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