

SEO Strategies for 2025

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Visibility Is Not Neutral

Search Engine Optimization — SEO — is often presented as a technical discipline. Keywords, backlinks, meta tags, site speed. But SEO is fundamentally about **who gets found** and **who stays invisible**.

The algorithms that determine search rankings were built by specific people with specific assumptions. Those assumptions often exclude The Pillars.

What's Changed in 2025

The SEO landscape has transformed dramatically:

- **AI Overviews** — Google now summarizes content directly in search results, reducing clicks to source websites
- **Zero-Click Searches** — Over 60% of searches now end without a click
- **E-E-A-T Dominance** — Experience, Expertise, Authoritativeness, and Trustworthiness matter more than ever
- **Search Fragmentation** — TikTok, Reddit, and ChatGPT are becoming search engines

The Pillar Approach to SEO

We reject the idea that SEO is about gaming algorithms. Instead, we focus on **genuine authority** — creating content so valuable, so comprehensive, so *necessary* that search engines have no choice but to surface it.

Our strategies include:

- **Topical Authority** — Becoming the definitive source on specific subjects
- **Content Clusters** — Pillar pages connected to comprehensive subtopic coverage
- **Semantic Optimization** — Writing for meaning, not just keywords
- **Technical Excellence** — Fast, accessible, mobile-first sites
- **Authentic Backlinks** — Earned through genuine value, not schemes

SEO for The Pillars

Here's what most SEO guides won't tell you: the playing field is not level. Established sites with decades of authority, massive budgets, and full-time SEO teams dominate the rankings.

But there are opportunities they're ignoring:

- **Underserved languages** — Spanish, Portuguese, French, Arabic content gaps
- **Niche expertise** — Deep knowledge beats broad generalization
- **Community trust** — The Pillars share with each other
- **Authentic voice** — AI-generated content is flooding the web; human authenticity stands out

SEO in 2025 is about being genuinely indispensable to the communities you serve.