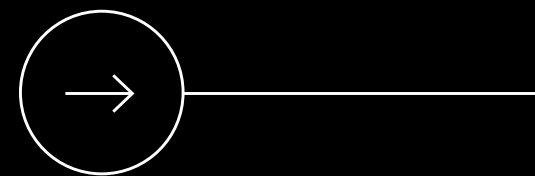


Old vs New SEO

SEO has changed

Here are **12 ways** how→



Old SEO

I'll only use keyword tools to find data and opportunities

New SEO

I'll talk to my customers and create content around their pain points



Find
Keywords

Prioritise

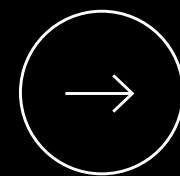
Think of
Topic Ideas



Learn
Pain Points

Think of
Topic Ideas

Find
Keywords

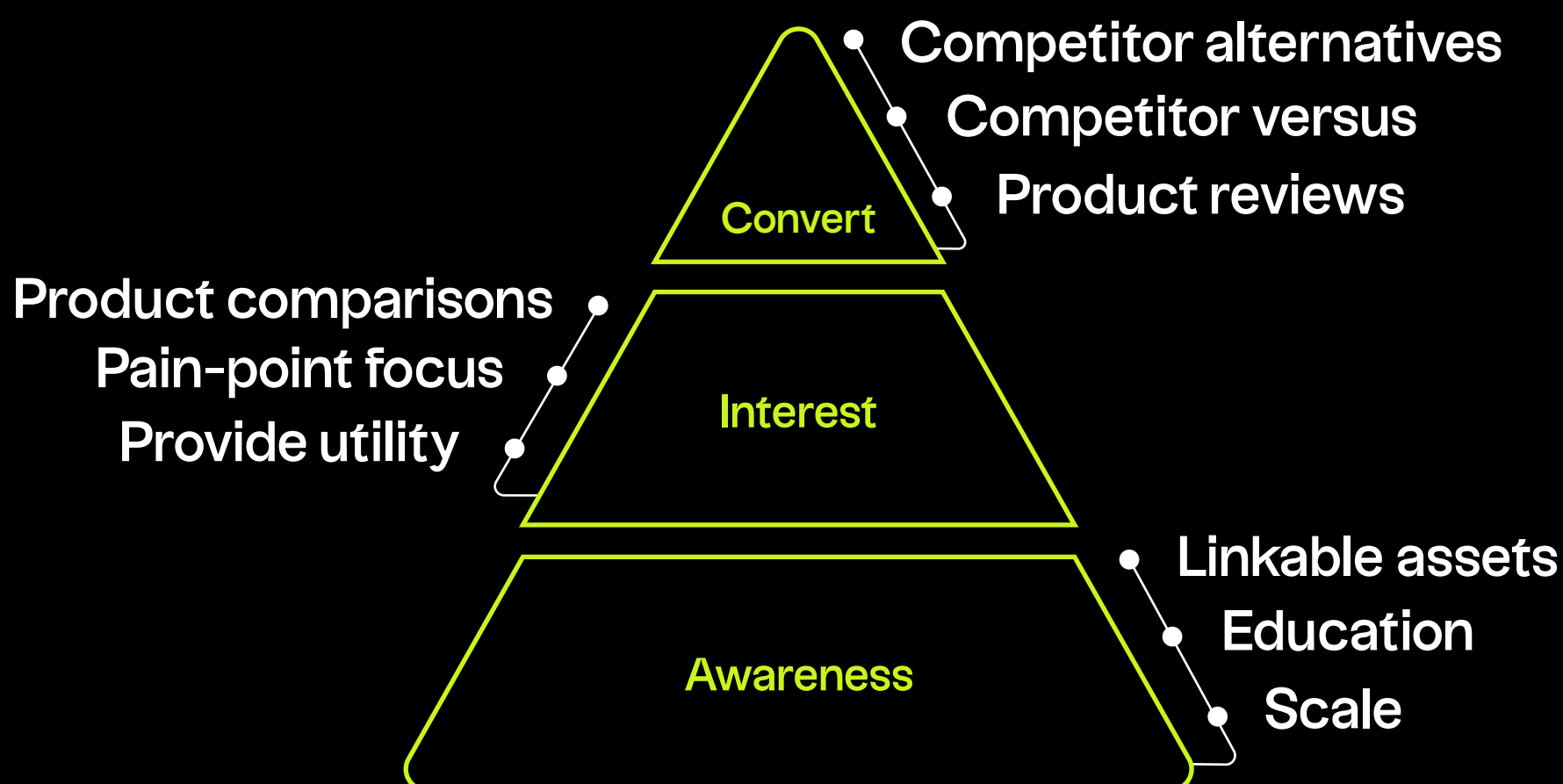


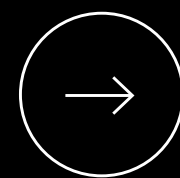
Old SEO

I'll prioritise my keyword list by the highest search volume

New SEO

I'll prioritise my topic ideas by the highest conversion potential





Old SEO

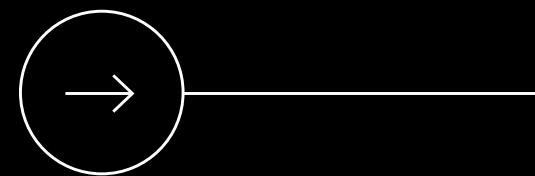
I'll use metrics like Keyword Difficulty to make decisions

New SEO

I'll spend time:

- **Finding gaps** in the SERP and the competitor's content
- Considering topical and domain **authority** of competitors
- Understanding the **search intent**

Then I'll make a decision...



Old SEO

I'll just post lots of
brand-new content

New SEO

I'll regularly optimise and improve
existing content

Performance on Search results

Search type: Web

Date: Last 28 days

+ New

Last updated: 3 hours ago

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

1

Top queries

Clicks

↓ Impressions

Position

1

151

0

0

15

25

0

0

4

1

1,109

1,069

915

843

717

676

616

600

553

550

7.9

2.3

8.6

9.5

6.4

4.6

7.9

6.3

1.3

8.3

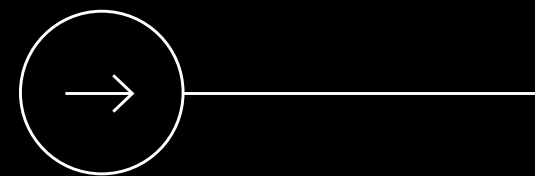
Quick win keywords

Rows per page: 10

1-10 of 795

<

>



Old SEO

"SEO takes time"

whilst only publishing 1 article a week

New SEO

I'll work in SEO sprints of high output
to see results much faster

Month 1 Strategy

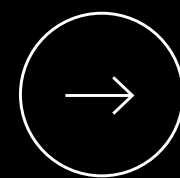
Audit
Customer Research
Topic Research
Content Plan

Month 2 Optimise

Technical Fixes
Update Old Content
Start New Content

Month 3 Scale

Publish New Content
Programmatic (AI)



Old SEO

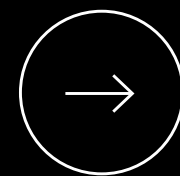
I'll stuff keywords into my headings and paragraphs

New SEO

I'll focus on:

- Making my page load quickly
- Fulfilling the searcher's query (and beyond) with helpful content
- Providing the best user experience I possibly can

Instead of **just** keywords...



Old SEO

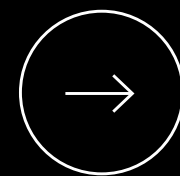
I need to do everything to make my Yoast dots turn green

New SEO

I'll optimise for topics, entities, and overall coverage in my content

The screenshot displays the Yoast SEO interface within a content editor. The main editor area shows a draft titled "How to Refinance your Mortgage" with a word count of 1660. The content includes sections on "What is mortgage refinancing?" and "What Does It Mean To Refinance A House?". The sidebar on the right provides a detailed overview of the content's optimization status, showing a 36% completion rate. It lists various topics and entities with their respective scores and source counts.

Topic/Entity	Status	Sources
Monthly Payment	7 / 3	17
Credit Score	7 / 3	12
Closing Costs	3 / 1	12
Adjustable-Rate Mortgage	1 / 1	11
Cash-Out Refinance	0 / 1	11
Mortgage Lenders	0 / 1	9
Credit Report	1 / 1	9
Mortgage Loans	1 / 1	8
Private Mortgage Insurance	1 / 1	8
Monthly Mortgage Payment	0 / 1	8
Conventional Loan	0 / 1	8



Old SEO

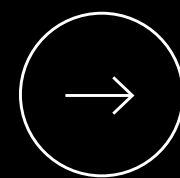
Every article needs to be 3,000+ words, 'Skyscraper' content

New SEO

I'll only use the number of words needed to fully cover the topic

SERP overview for "what is cryptocurrency" ⓘ 26 Aug 2023 ▾ Compare with ▾ API

<input type="checkbox"/> Search result	Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword
1 ▶ Knowledge card									
2 ▶ People also ask									
<input type="checkbox"/> 3 Cryptocurrency Explained With Pros and Cons for Investment https://www.investopedia.com/terms/c/cryptocurrency.asp ▾	3,535	92	44	19,950	6,438	29,155	\$26.5K	4,228	cryptocurrencies
4 ▶ Knowledge panel									
<input type="checkbox"/> 5 What is cryptocurrency and how does it work? https://usa.kaspersky.com/resource-center/definitions/what-is-cryptocurrency ▾	7,419	89	11	40	29	59,396	\$79.1K	7,591	crypto
<input type="checkbox"/> 6 Cryptocurrency, Explained: A Guide for Beginners https://www.nerdwallet.com/article/investing/cryptocurrency ▾	6,164	90	34	4,299	1,765	21,686	\$39.3K	5,713	invest in cryptocurrency
<input type="checkbox"/> 7 How Does Cryptocurrency Work? A Beginner's Guide https://www.coursera.org/articles/how-does-cryptocurrency-work ▾	3,559	91	8	27	22	9,149	\$8.9K	1,861	cryptocurrency for begini
<input type="checkbox"/> 8 The Basics about Cryptocurrency CTS https://www.oswego.edu/cts/basics-about-cryptocurrency ▾	770	77	28	1,039	508	292,278	\$435K	2,800	cryptocurrency
<input type="checkbox"/> 9 What Is Cryptocurrency? 403 https://www.forbes.com/advisor/investing/cryptocurrency/what-is-cryptocurrency/ ▾	0	94	30	161,985	1,185	2,497	\$2.1K	592	what is crypto
<input type="checkbox"/> 10 What is cryptocurrency? https://www.coinbase.com/learn/crypto-basics/what-is-cryptocurrency ▾	3,127	91	22	1,851	329	1,644	\$1.6K	825	what is crypto



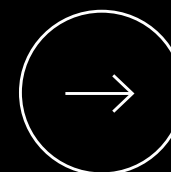
Old SEO

I'll publish an article and share the link on our social profiles

New SEO

I'll write my article with distribution in mind, then I'll:

- Turn it into a **newsletter**
- Turn it into an **X thread**
- Turn it into a **LinkedIn carousel**
- Write **10+ X posts** from the article
- Write **5+ LinkedIn posts** too
- **Repurpose** every 3+ months

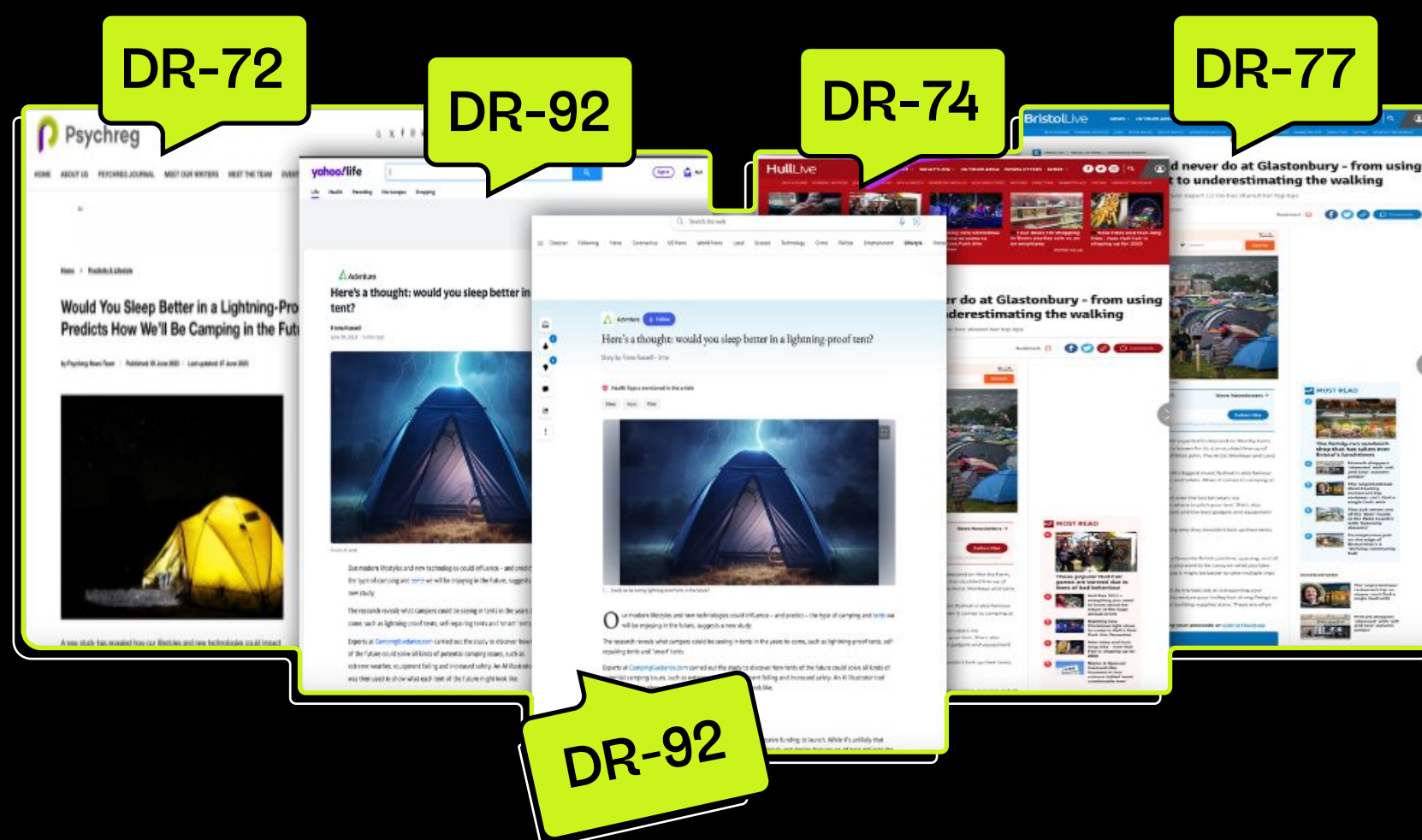


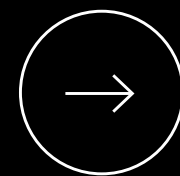
Old SEO

I'll build as many backlinks as possible via guest blogging directory submissions, and link exchanges

New SEO

I'll prioritise Digital PR to earn high-quality, authoritative backlinks



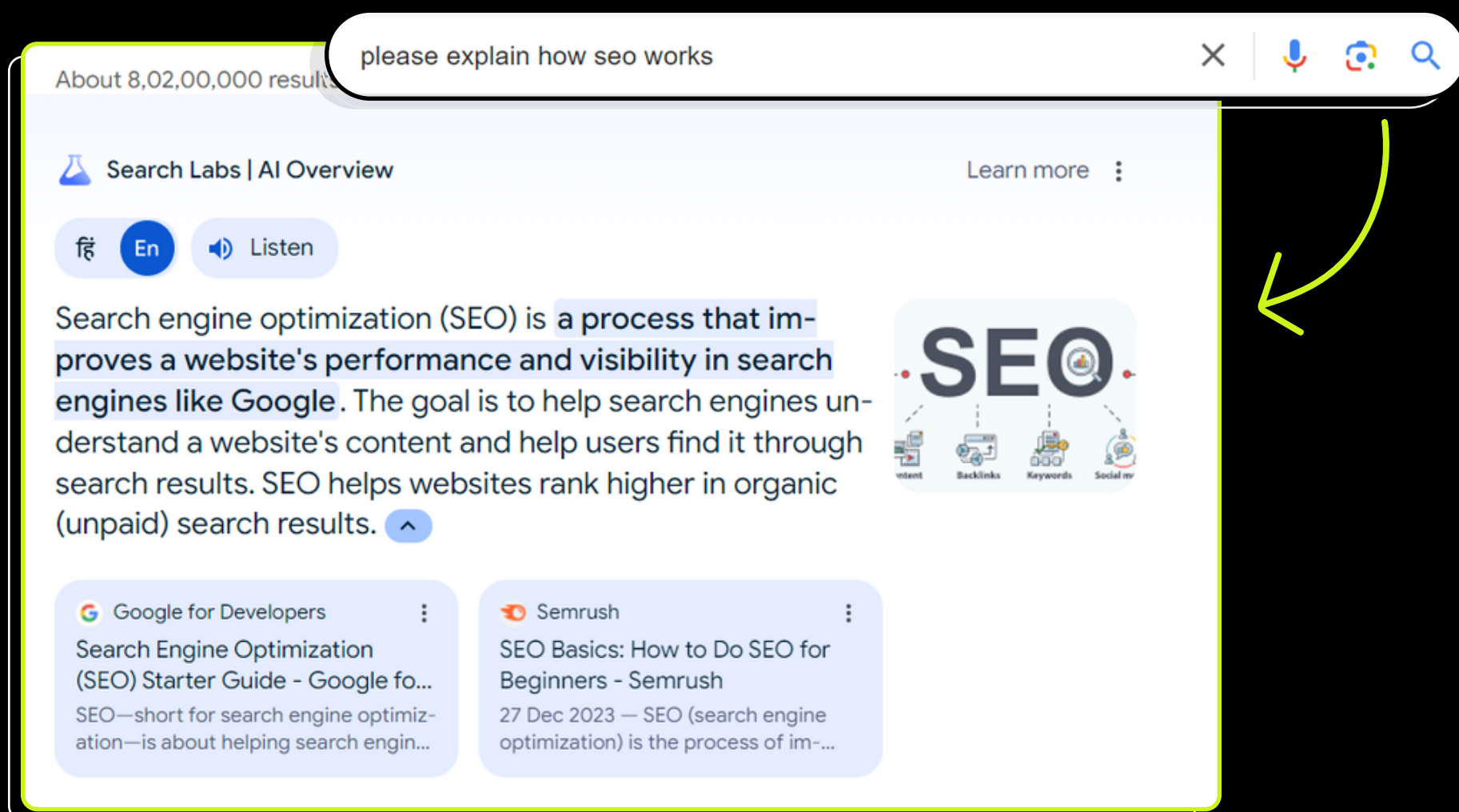


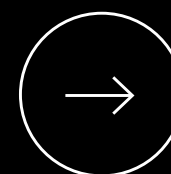
Old SEO

I'll focus on featured snippets to gain prime real estate in Google

New SEO

I'll optimize for both featured snippets and AI overviews



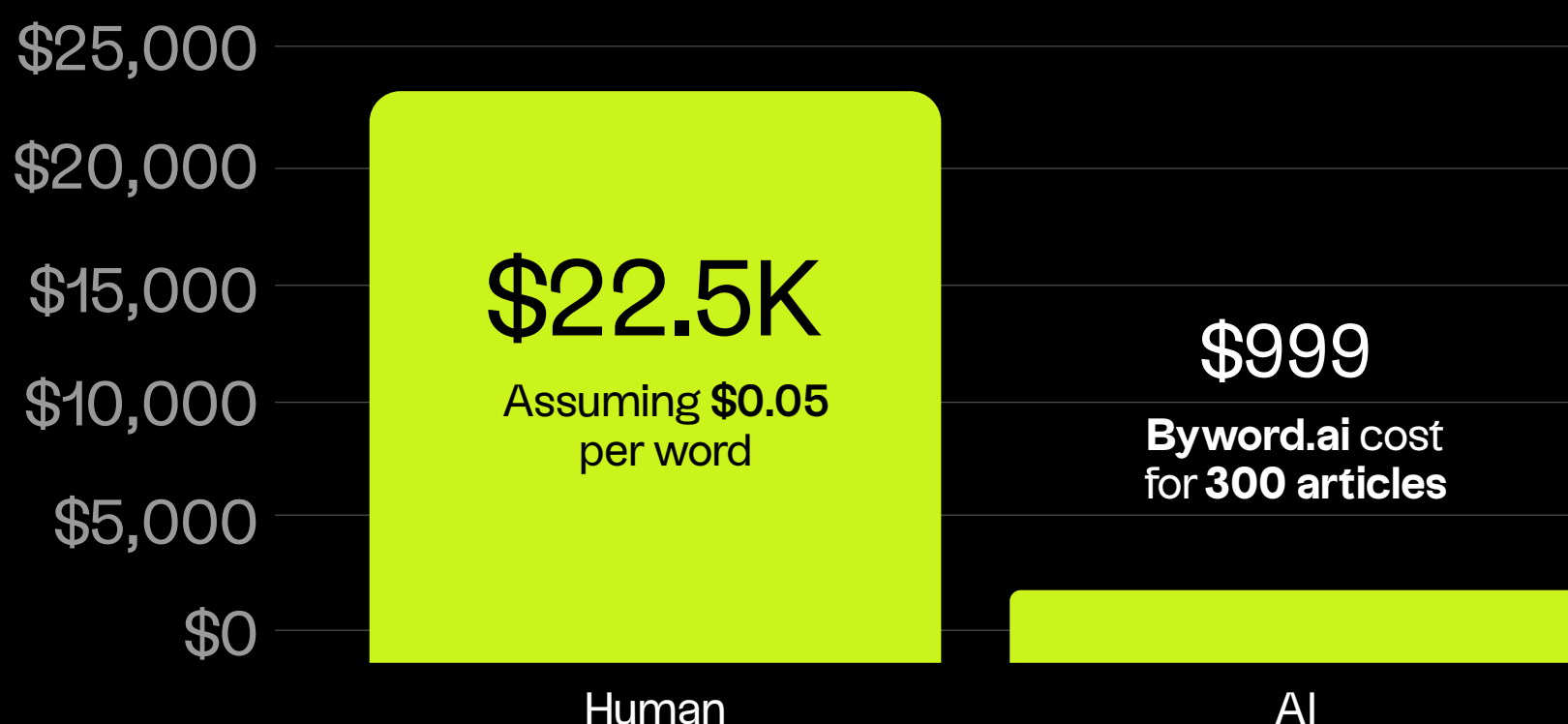


Old SEO

I'll need to pay \$100+ per article
to scale long-tail content

New SEO

I can use AI to scale content in
a fraction of the time and cost



Cost for a 300-page glossary (1.5K words/page)

**Do you want a hands-off way
of growing your SEO traffic?**

Yes

Congrats!

Go to the next slide →

No

Don't worry!

Get our free SEO checklist to get started:
contactstud.io/checklist

contact

We'll turn **SEO** into a **7-figure sales channel** for your business:

Book a call
contactstudios.com/book-call

