

AI Unleashed

Revolutionizing SEO for Small Business Success



Grow with Google



THE
LOOP
MARKETING



WEB EXCELLENCE
AWARDS



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Available at
amazon



Elijah Litscher

ELEVATED



MARKETING

A PROVEN, PRACTICAL GUIDE TO
OWNING YOUR PRESENCE

Agenda

AI Revolution: Transforming Your Marketing Strategy with Artificial Intelligence

Topic Introduction - Understanding the Basics

AI's Impact on Search Engines

Practical Applications of AI in SEO

Getting Started with AI for SEO

Challenges and Considerations

Using AI Chat Prompts

Questions and Resources



Topic Introduction

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Understanding the Basics

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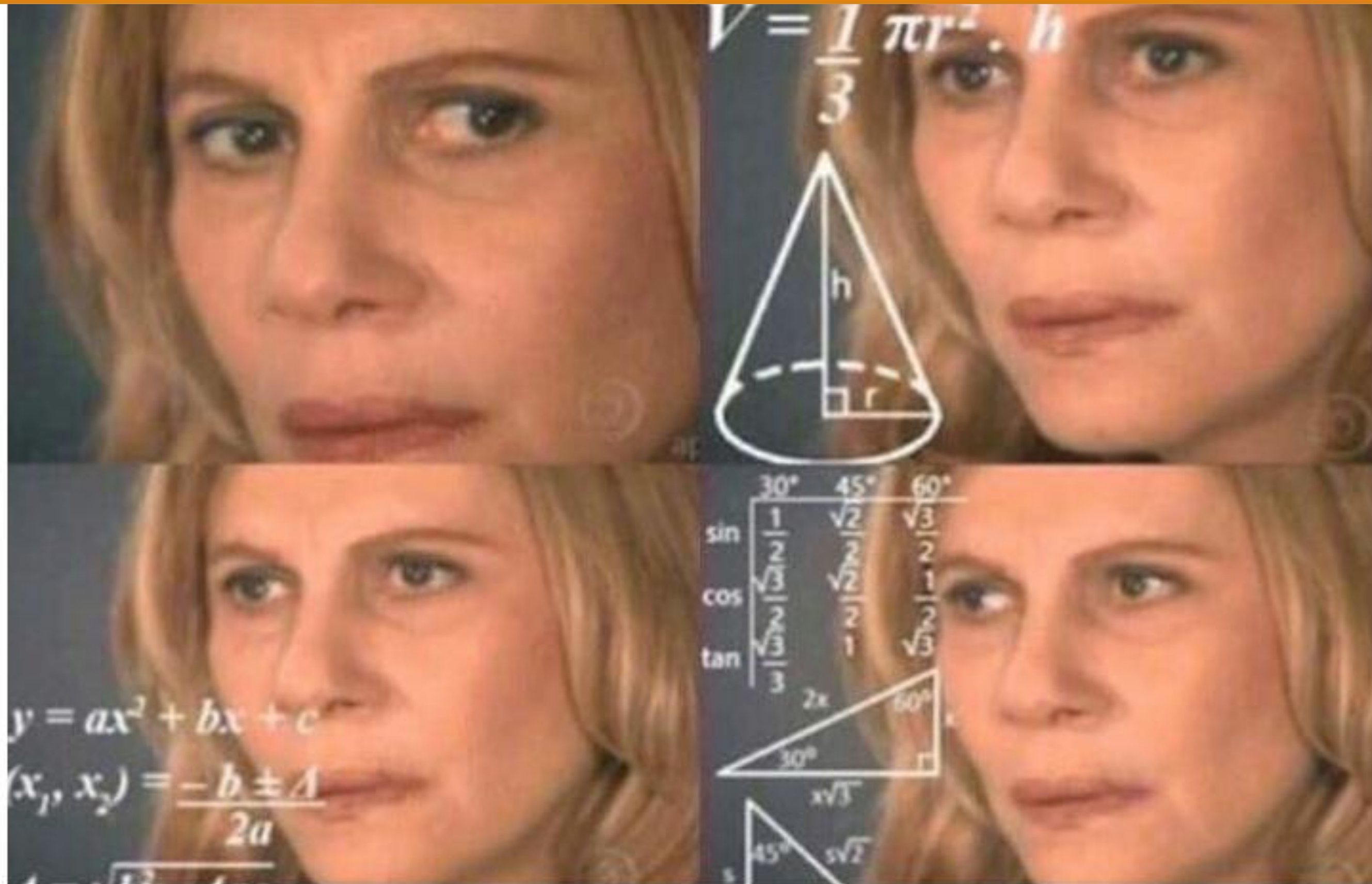
What Do We Know About SEO?

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What do YOU know about SEO?



Search Engine Optimization Marketing: a refresher



Digital Marketing: a refresher



The modern goal of digital marketing is to create and nurture a minimum viable community of passionate buyers that will discuss and share their experiences, drawing in new customers.

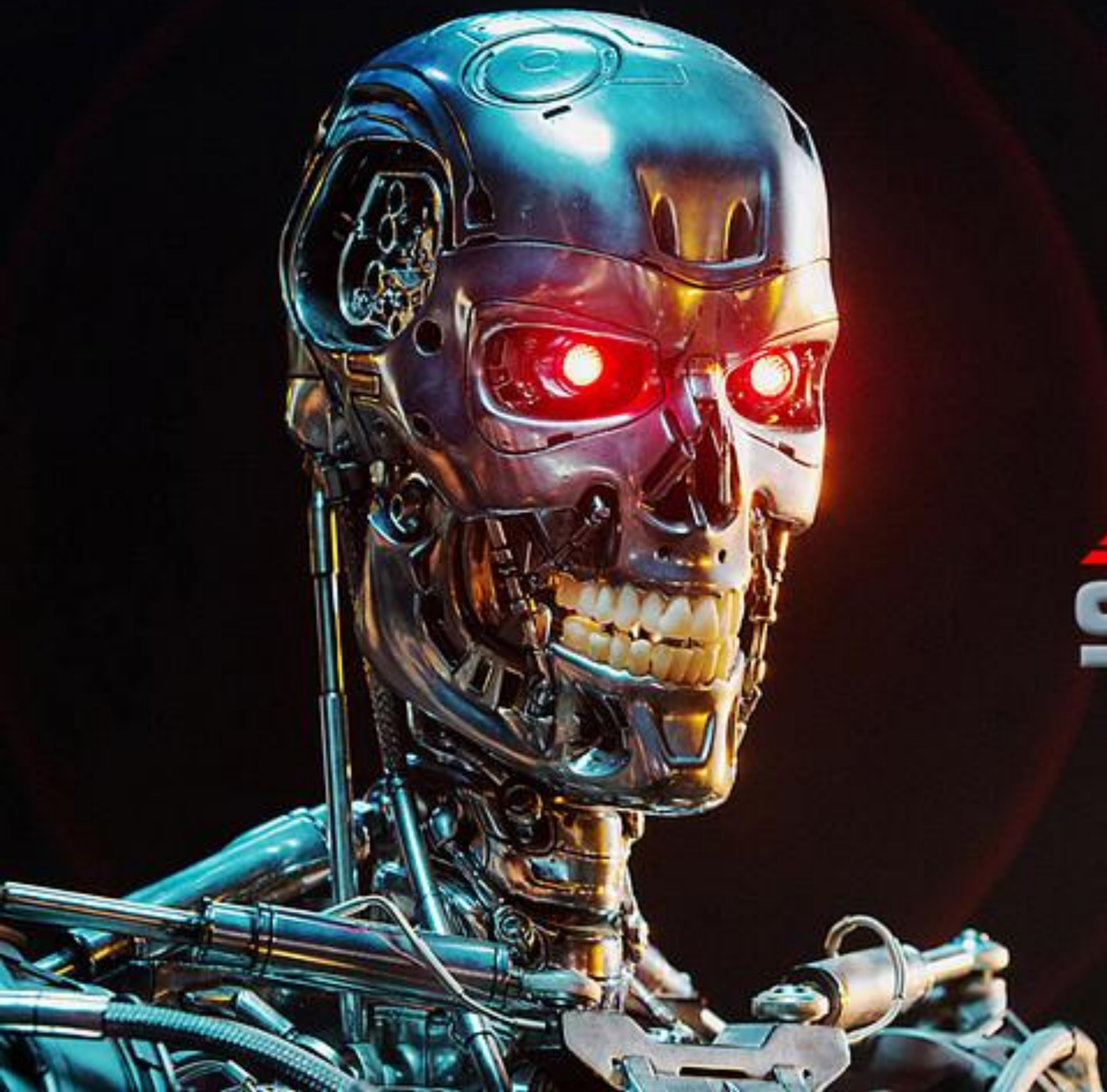


Digital Marketing: a refresher



The modern goal of digital marketing is to create and nurture a minimum viable community of passionate buyers that will discuss and share their experiences, drawing in new customers.





What Do We Know About AI?

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What do YOU know about AI?



Basics of AI

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Large Language Models

Generative AI

Predictive AI

Bing

Microsoft Copilot

OpenAI

Google Gemini

Models

Algorithms

Interface

Prompt Engineering

Chat GPT 3.5

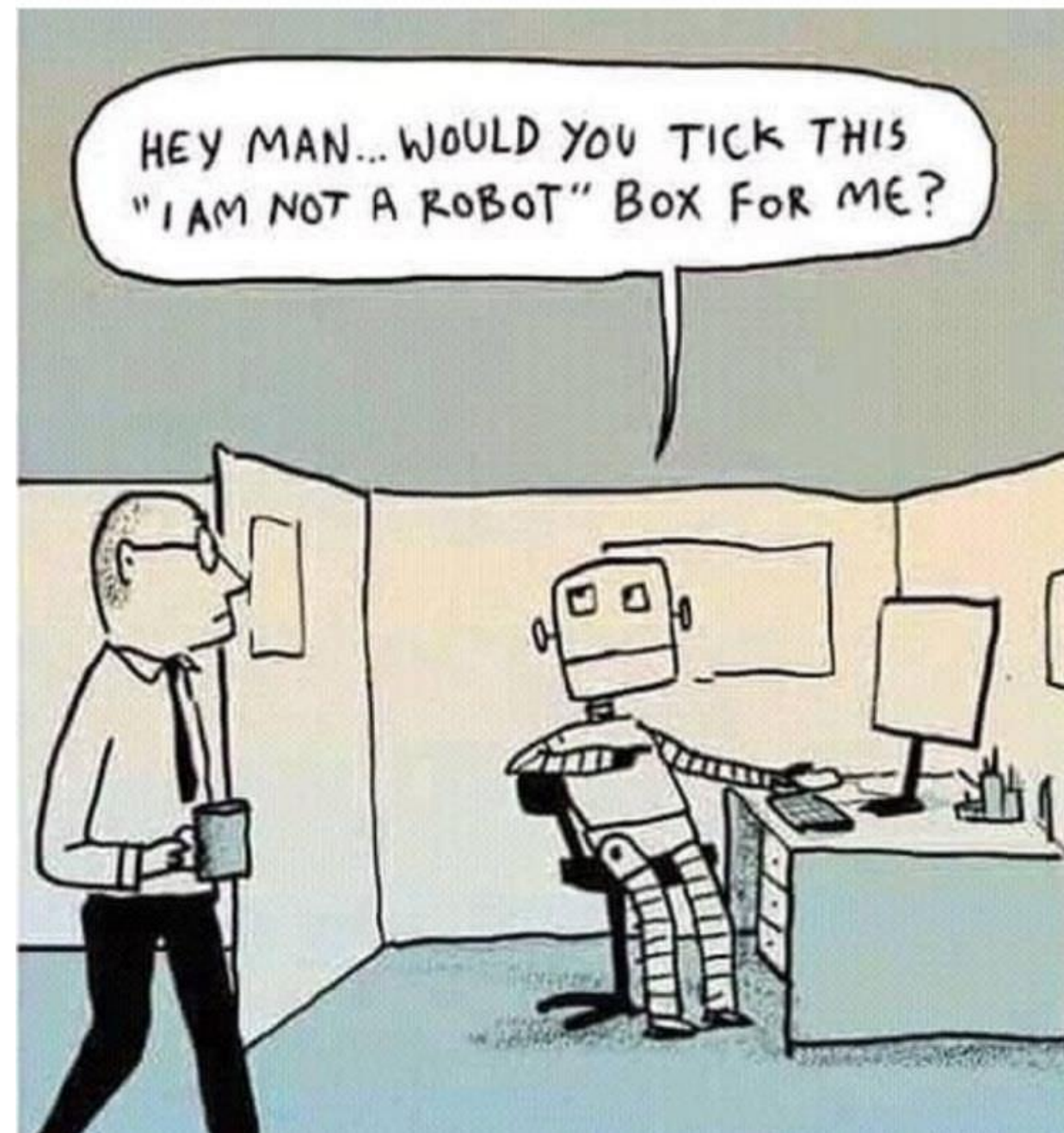
Chat GPT 4

DALL-E



Role of Artificial Intelligence in Digital marketing

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AI's Impact on Search Engines

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Google Translate Launches

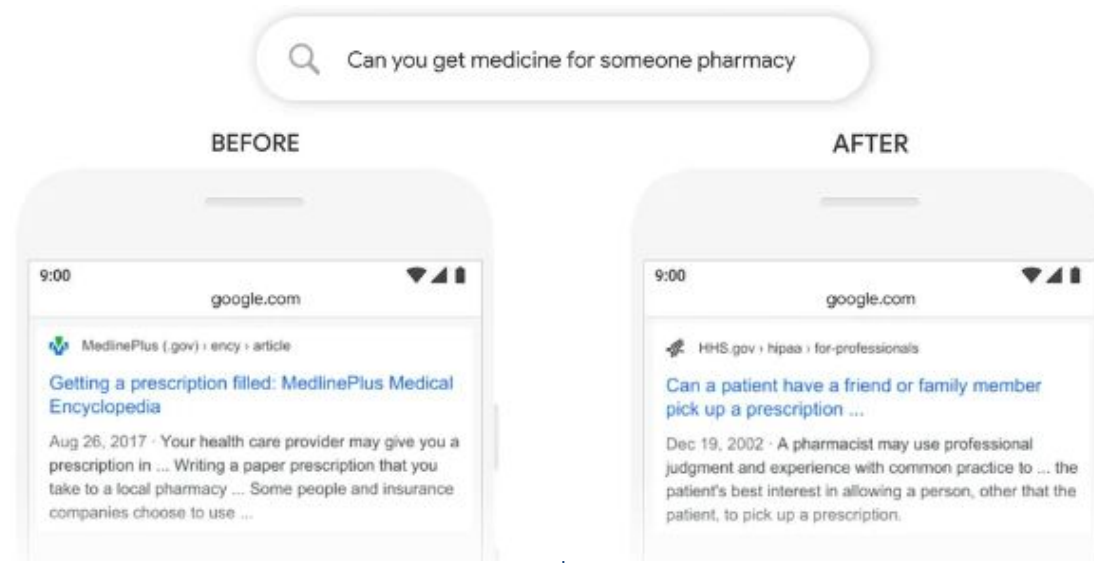
Major Developments: Google's TensorFlow, TPUs, and Transformers

BERT Algorithms for Search

Gemini (previously known as Bard): Generative AI, PaLM2

MSN Invests in OpenAI, Launches Copilot

Copilot and Gemini offer image generations features



2001

2006

2015-2018

2019

2023



AI's Impact on Search Engines

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But what else
are search
engines using
AI for that we
don't know
about?



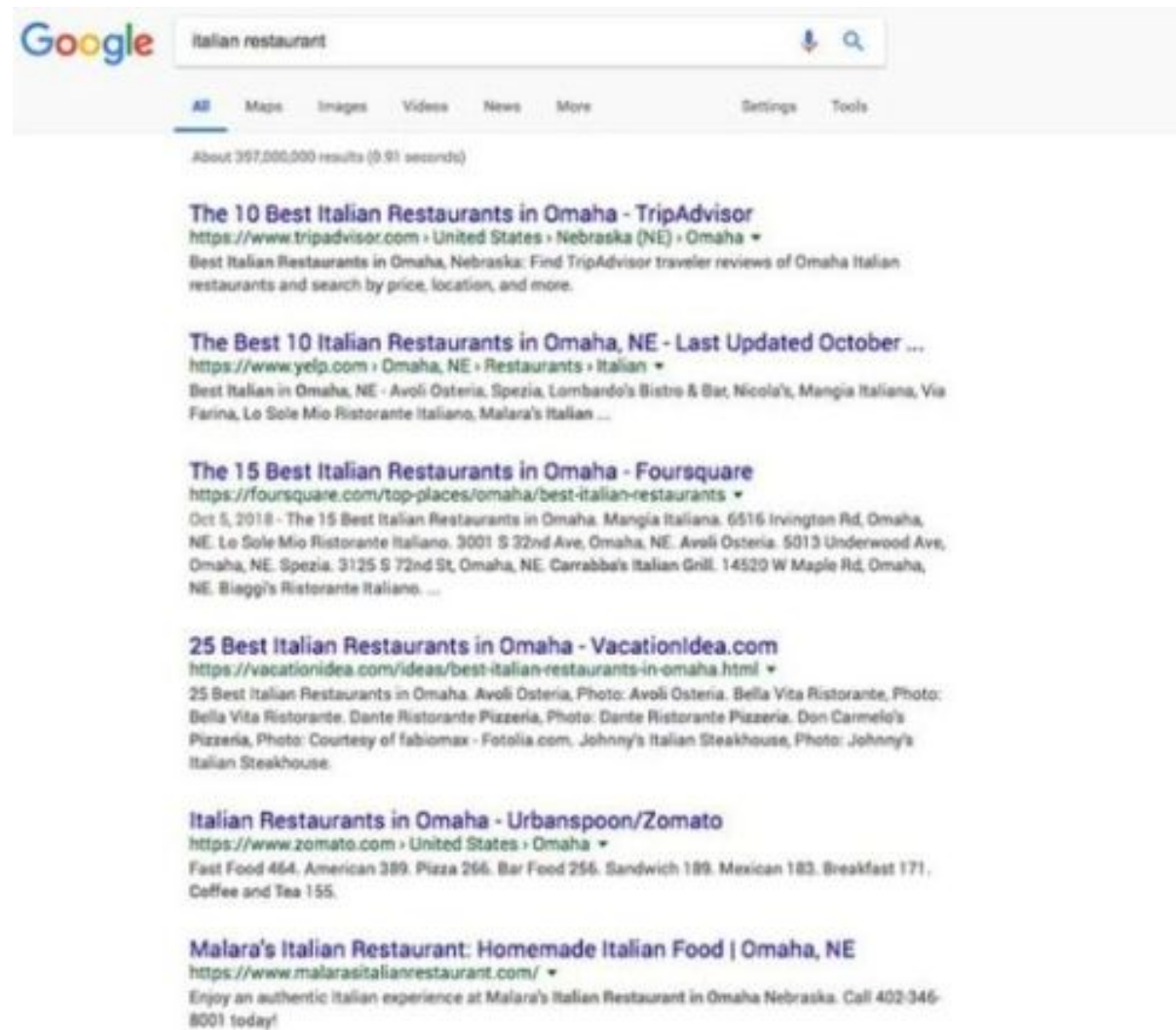
2001

2023

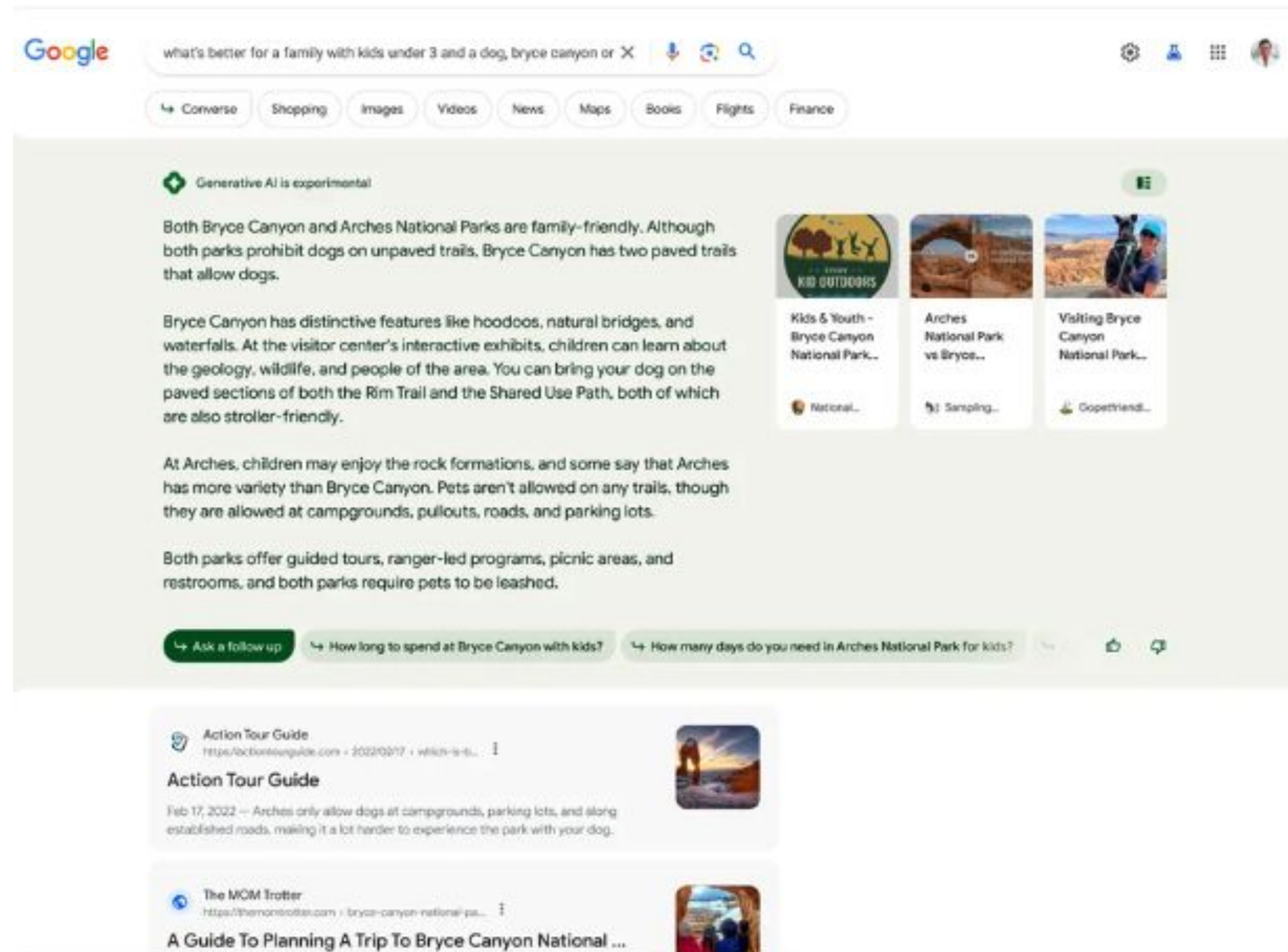


AI's Impact on Search Engines

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2008



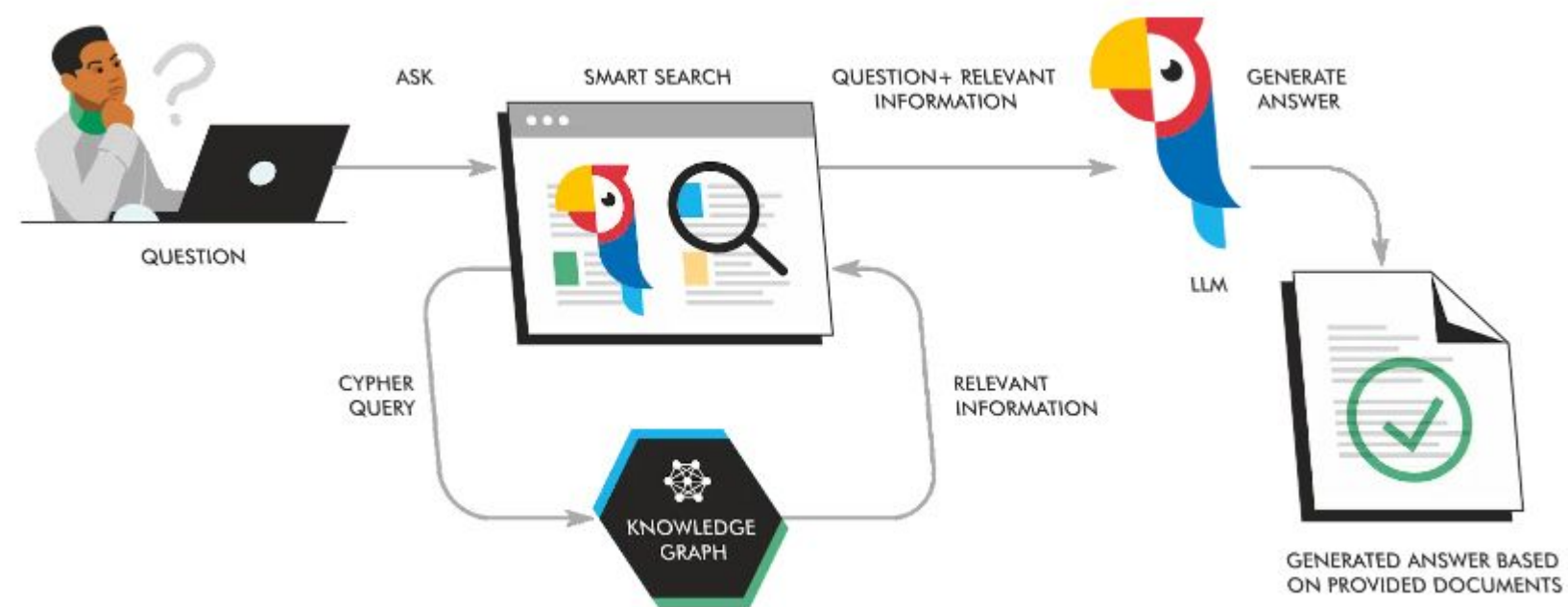
2024 (?)



AI's Impact on Search Engines

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How does the Search Generative Experience work?



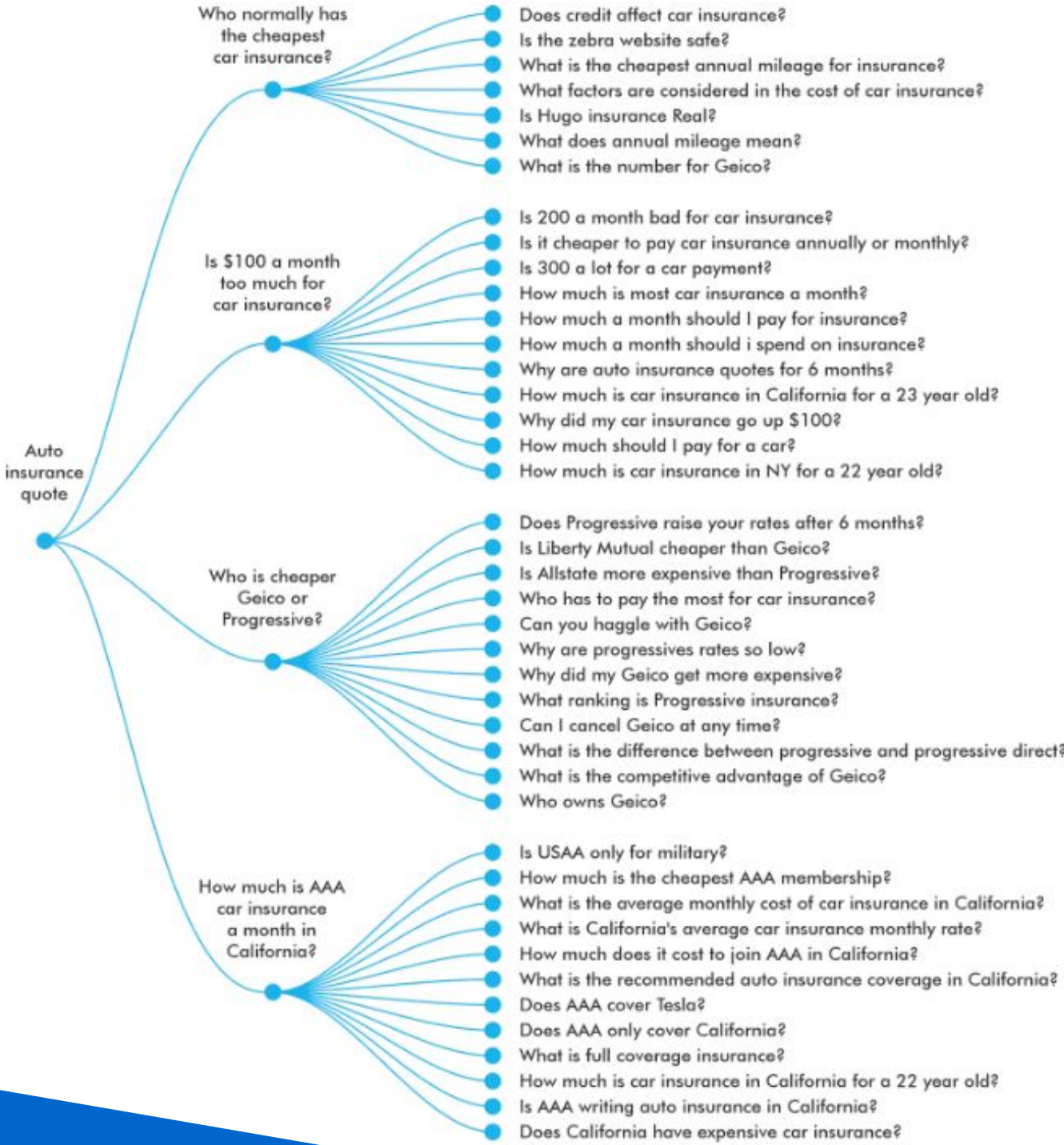
Personalized Customer Experiences

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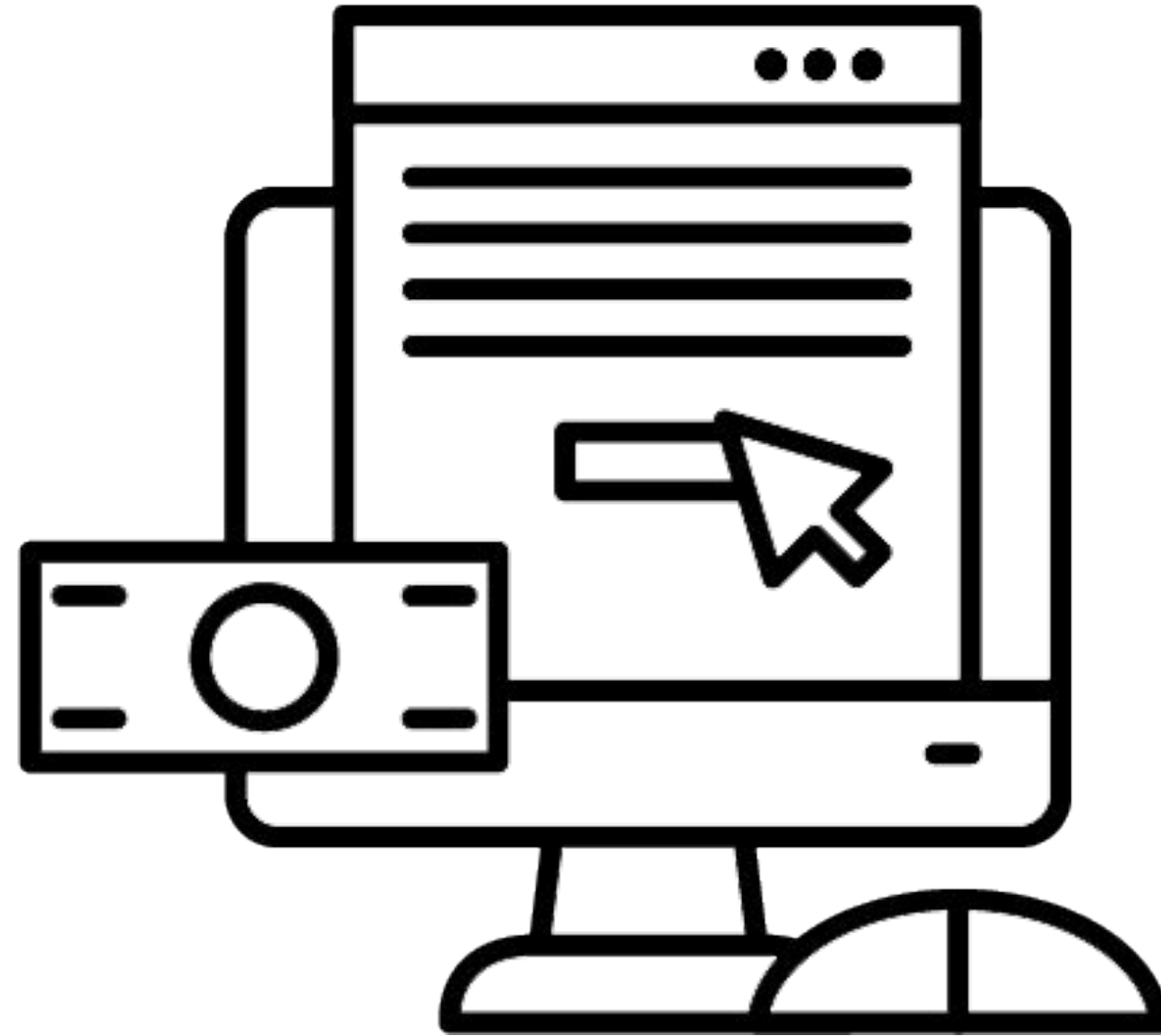
Keyword Research

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Keyword Implementation

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Predictive Analytics

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Content Creation and Curation

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Content Creation and Curation

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We haven't said AI content is bad. We've said, pretty clearly, content written primarily for search engines rather than humans is the issue. That's what we're focused on. If someone fires up 100 humans to write content just to rank, or fires up a spinner, or a AI, same issue...

Fact check!

Start with original research, ideas, or surveys

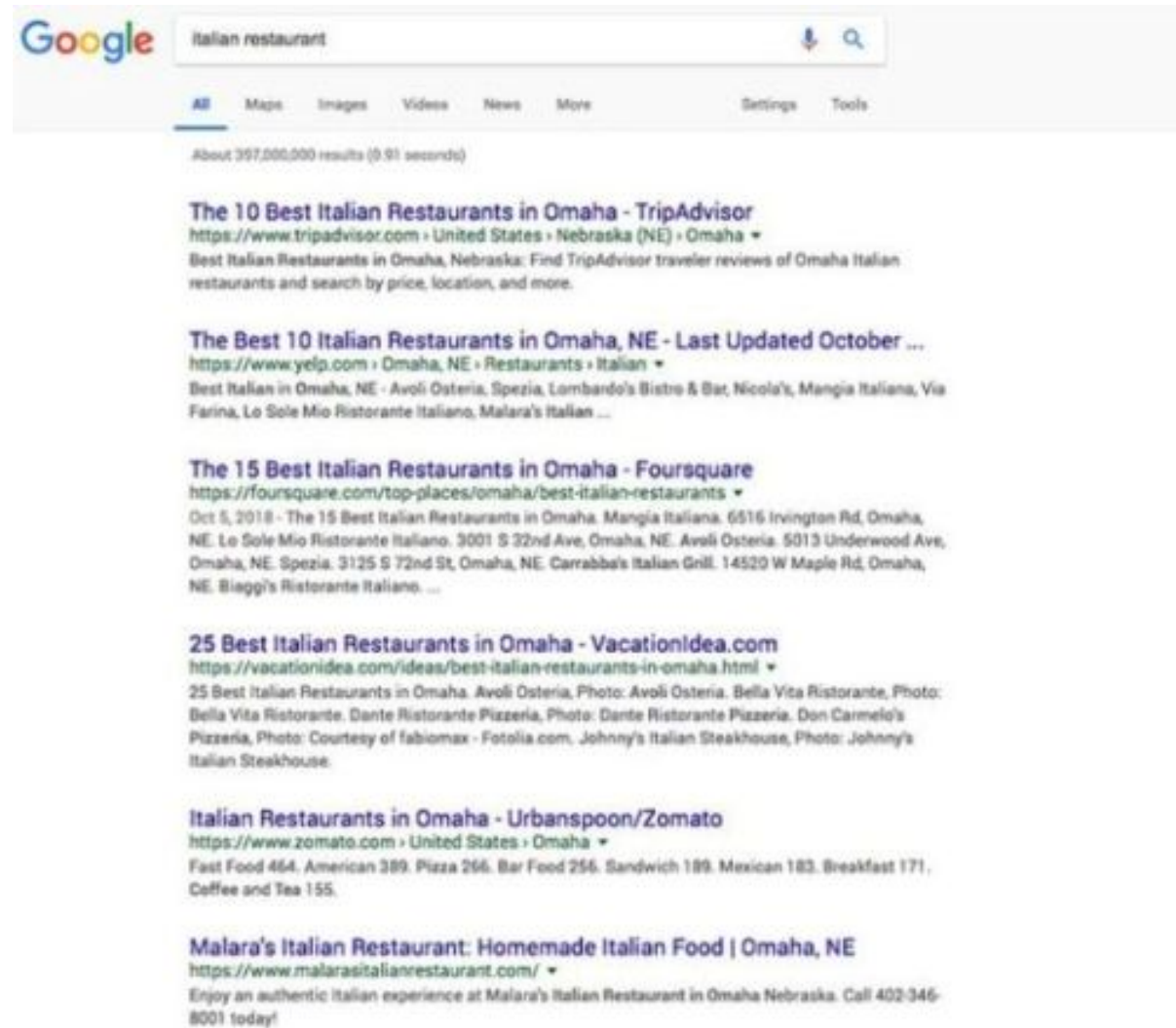
Use your own examples to illustrate

Have writers improve the content

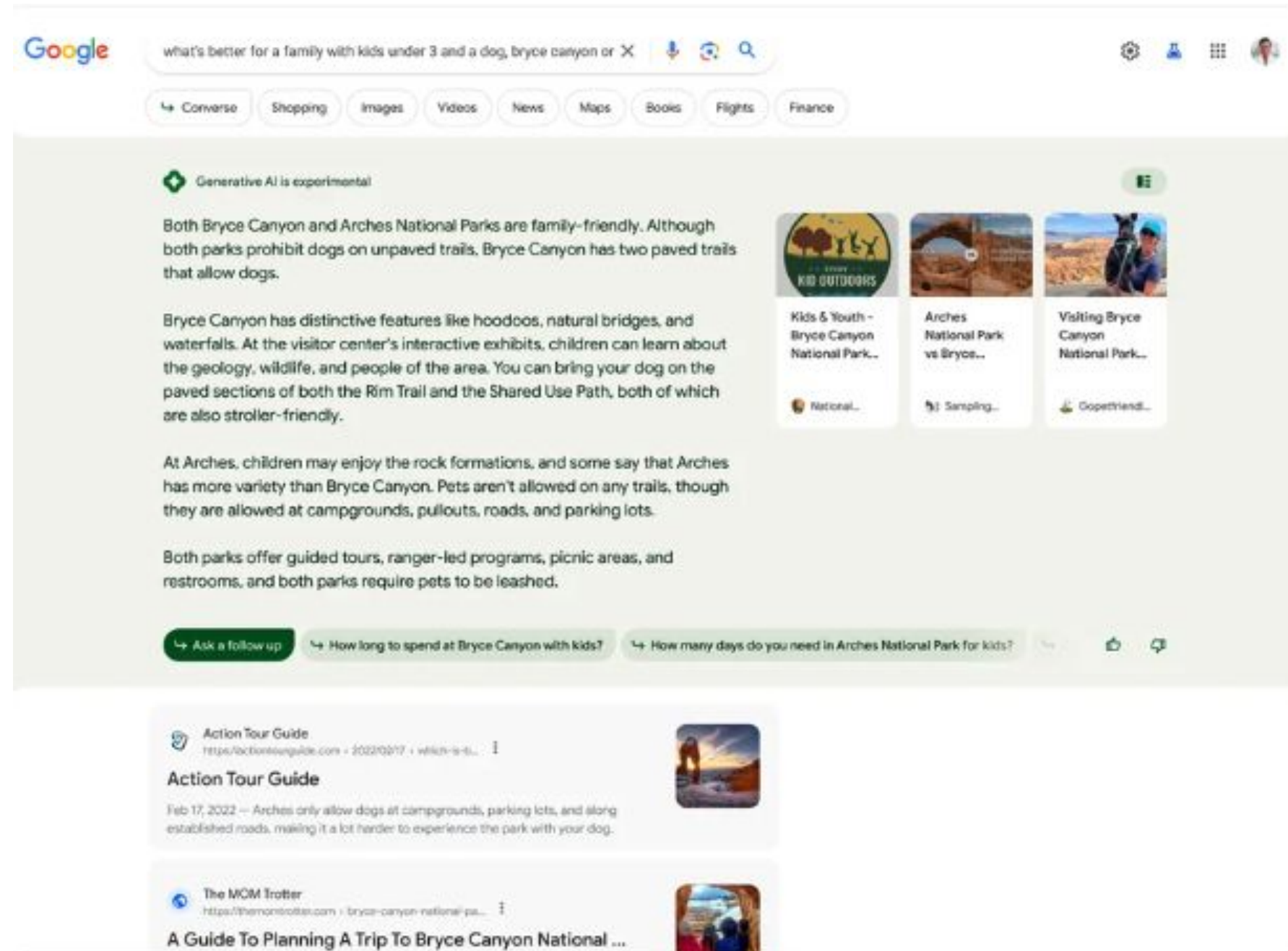


AI's Impact on Search Engines

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2008

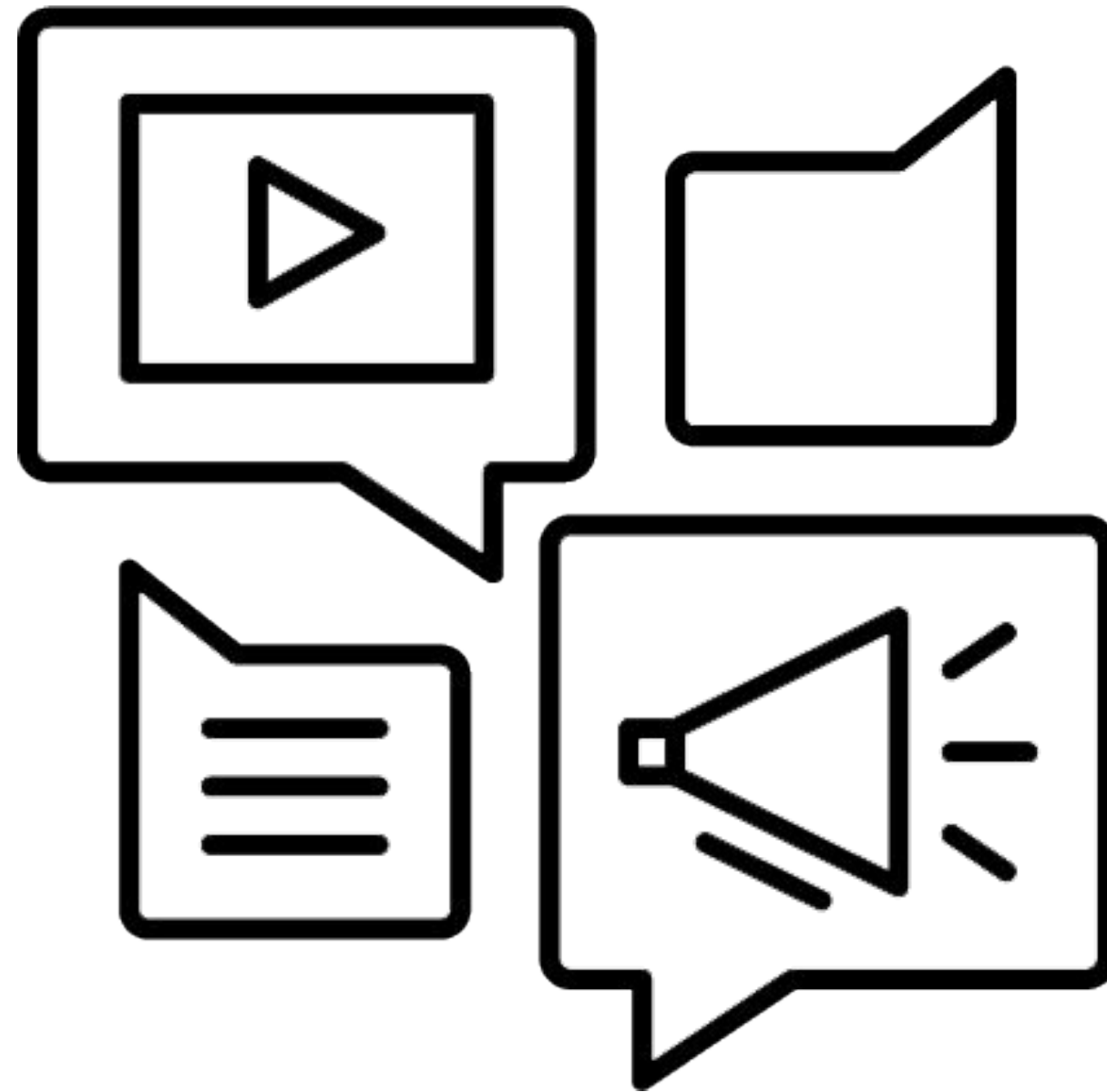


2024 (?)



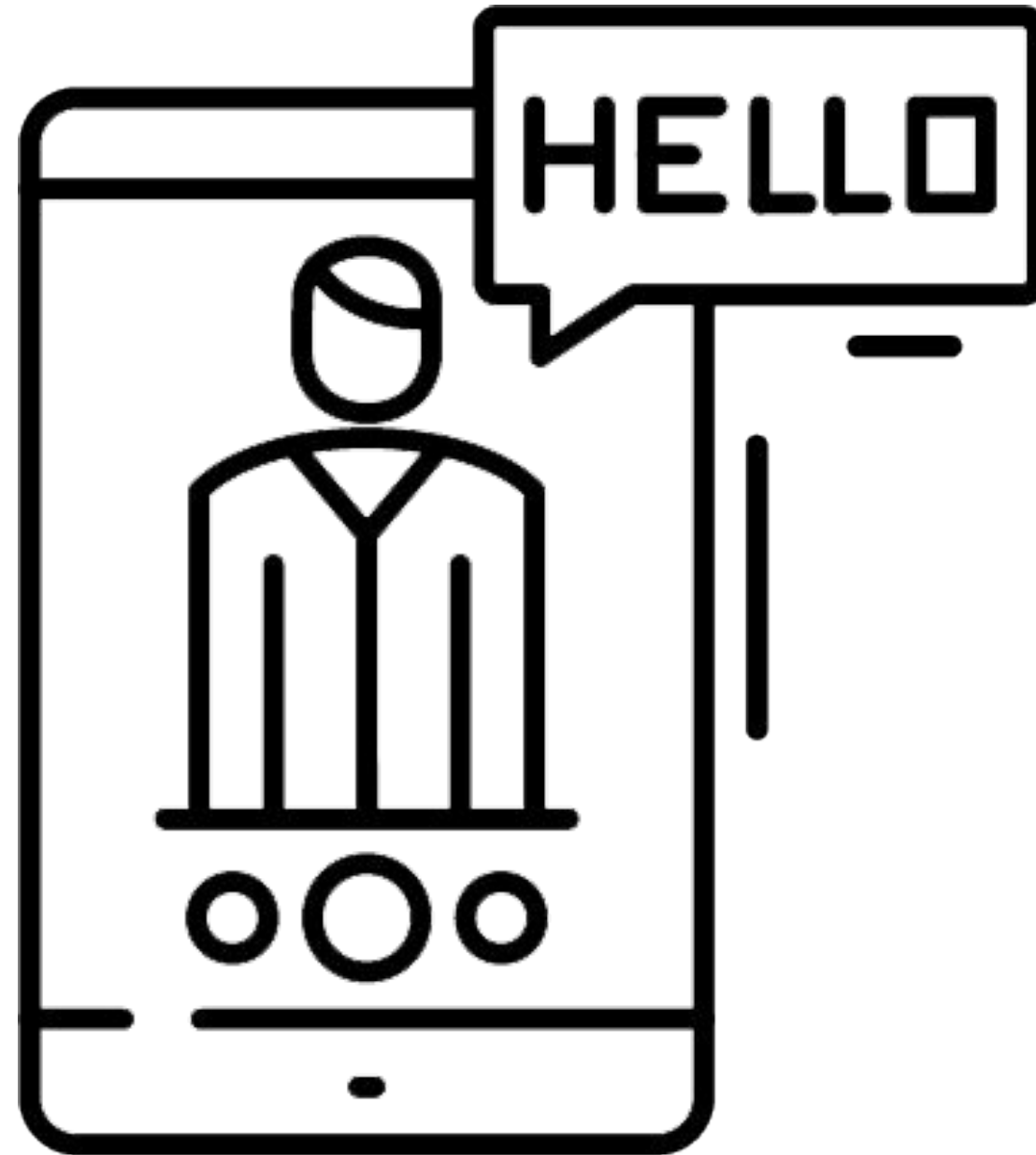
Advertising and Graphics

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Technical SEO

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Getting Started with AI for SEO

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Using Tools like Chat GPT

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**So...how do we use tools like
ChatGPT to accomplish our
marketing goals?**



Prompt Structure - RACE

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ROLE

ACTION

CONTEXT

EXECUTE



Prompt Structure - RACE

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ROLE

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.



Prompt Structure - RACE

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ACTION

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.



Prompt Structure - RACE

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CONTEXT

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here. Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.



Prompt Structure - RACE

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EXECUTE

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.



Prompt Structure - RACE

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EXAMPLES



Prompt Structure - RACE

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ROLE

You are a Google Analytics certified professional. You know Google Analytics 4, Google Tag Manager, Google Looker Studio, BigQuery.



Prompt Structure - RACE

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ACTION

Your first task is to examine this table of channel grouping data and analyze the overall composition of site traffic. You will be analyzing for marketing channel diversity.



Prompt Structure - RACE

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CONTEXT

```
c("Organic Search", "Email", "Direct",  
"Organic Social", "Unassigned", "Referral",  
"Organic Video") | c(4346, 3630, 1928, 185,  
177, 150, 44) |
```



Prompt Structure - RACE

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EXECUTE

Analyze the composition of the site traffic and provide recommendations in bullet point format for a marketer's next steps to increase traffic.



Prompt Structure - RACE

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Based on the data provided, the current traffic channels are distributed as follows:

- Organic Search: 4346
- Email: 3630
- Direct: 1928
- Organic Social: 185
- Unassigned: 177
- Referral: 150
- Organic Video: 44

This means the largest sources of site traffic are Organic Search and Email. Direct traffic is also contributing significantly, while Organic Social, Referral, and Organic Video channels are notably smaller. The 'Unassigned' category represents traffic that could not be accurately attributed to any particular source.

Here are some recommendations to increase traffic and improve channel diversity:

1. **Optimize SEO Strategies:** Organic search is already a strong driver of traffic. However, there is always room for improvement. Focus on keyword research, meta tags optimization, content quality, and backlinking strategies. Keep up with Google's algorithm updates to ensure that the site remains SEO-friendly.
2. **Email Marketing Optimization:** Email is a solid traffic channel. Ensure that email campaigns are effectively targeted and personalized. Leverage A/B testing to optimize email content, subject lines, and call-to-actions.
3. **Expand Social Media Efforts:** Organic social traffic is currently low. A more proactive approach on platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest could help increase this. Create engaging content, respond to comments, and leverage social media advertising if possible.
4. **Leverage Referrals:** Referral traffic is a valuable source that is currently underutilized. Consider partnerships with relevant blogs, industry influencers, or similar businesses to increase referral traffic. Also, ensure that the website is listed on relevant directories and review platforms.
5. **Invest in Video Content:** Organic Video traffic is minimal. Videos are highly engaging and can significantly improve site traffic. YouTube SEO can help the website reach a wider audience. Create useful, interesting video content and optimize for search.
6. **Improve Direct Traffic:** Direct traffic can be boosted by improving brand awareness. This could be achieved through PR, influencer collaborations, offline events, or traditional advertising channels like TV and radio.
7. **Understand 'Unassigned' Traffic:** Investigate the unassigned traffic to understand its source. This could represent an untapped channel, or it could be a result of issues with the tracking setup. Google Analytics and Google Tag Manager can help clarify this.
8. **Use Google Analytics 4 and BigQuery:** Use GA4's advanced analysis features and BigQuery's large-scale data processing power to gain deeper insights into user behavior.



Challenges and Considerations

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Who really owns content?

Who decides what is “original”?

Who will create knowledge innovation, and how will LLMs know?

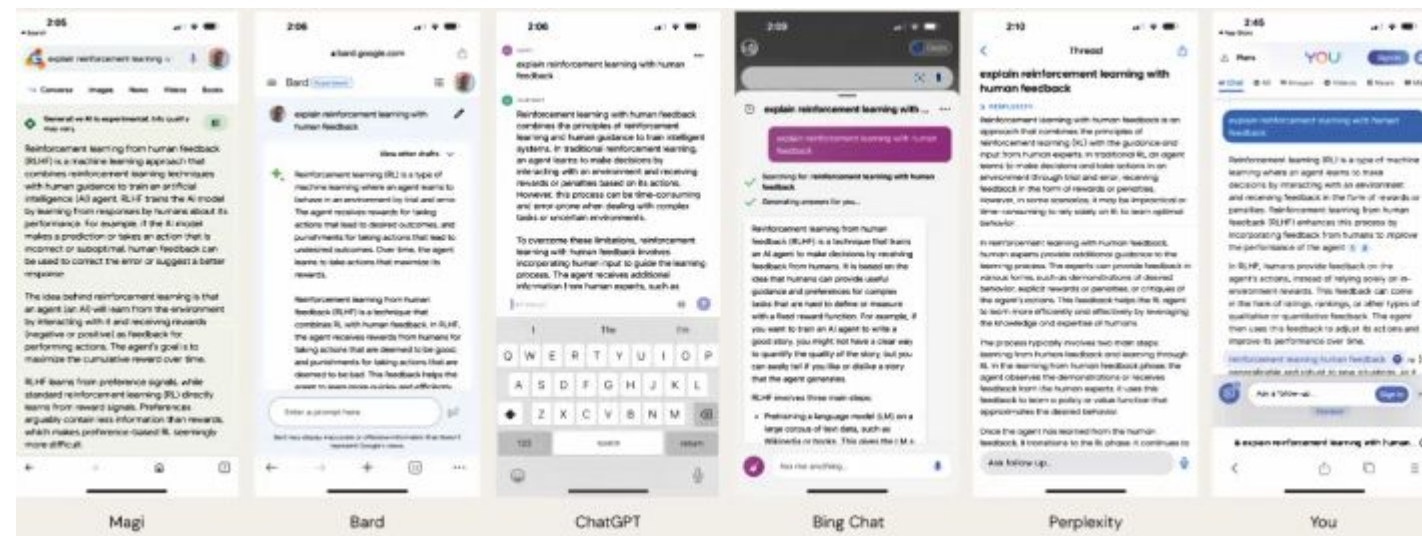
**Will what we do today matter
tomorrow?**



Challenges and Considerations

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Will Google always be dominant?



Questions and Resources

AI Unleashed: Revolutionizing SEO for Small Business Success



Page Title

AI Unleashed: Revolutionizing SEO for Small Business Success

SECTION HEADING

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Data Point

Graphic



Conclusion/End (Josefin Sans Bold 42 point font)

SUBTITLES ARE JOSEFIN SANS 28 POINT FONT WITH LETTER SPACING AT 50

SECTION HEADINGS ARE JOSEFIN SANS 24 POINT FONT WITH LETTER SPACING SET AT 50

Body text of presentation is Montserrat 18 point font with 1.25 spacing. There should be 50px of space between the bottom of the section body text and the next section heading.

SECTION HEADING

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