

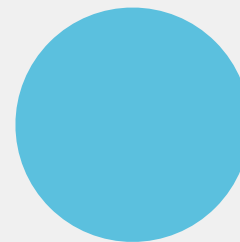
# 5 SEO Trends for 2023 and How to Take Advantage of Them



**GreenGeeks®**  
WEB HOSTING

# Agenda!

- 2022 SEO Year in Review
- 5 Key SEO Trends to Watch in 2023
- How to Take Advantage of Those Trends
- How NOT to React to Those Trends
- How to Sum This All Up Into a Solid SEO Strategy for 2023

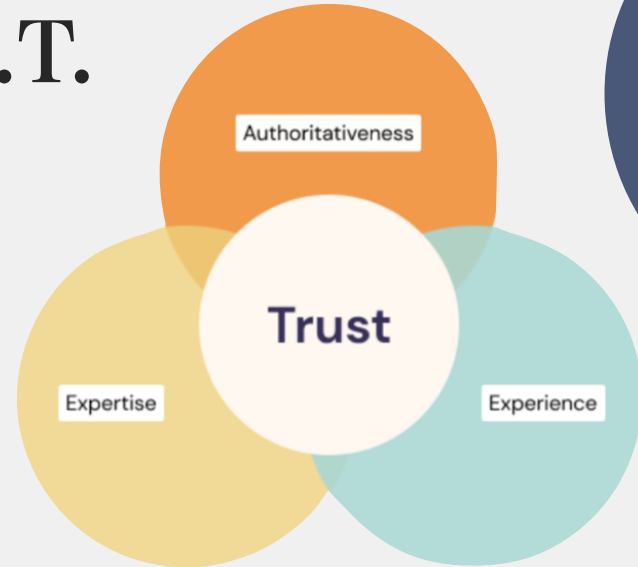


# 2022 SEO Year in Review

E.A.T. Became E.E.A.T.

+ Experience

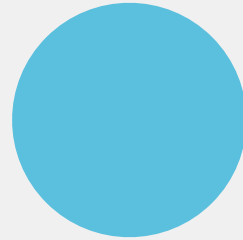
- Expertise
- Authoritativeness
- Trustworthiness



# 2022 SEO Year in Review




E.A.T. Became E.E.A.T.

- This applies to both your content AND you





**Experience, Expertise and Authoritativeness** are important concepts that can support your assessment of Trust:

	<b>Experience:</b> Consider the extent to which the content creator has the necessary first-hand or life experience for the topic. Many types of pages are trustworthy and achieve their purpose well when created by people with a wealth of personal experience. For example, which would you trust: a product review from someone who has personally used the product or a "review" by someone who has not?
	<b>Expertise:</b> Consider the extent to which the content creator has the necessary knowledge or skill for the topic. Different topics require different levels and types of expertise to be trustworthy. For example, which would you trust: home electrical rewiring advice from a skilled electrician or from an antique homes enthusiast who has no knowledge of electrical wiring?
	<b>Authoritativeness:</b> Consider the extent to which the content creator or the website is known as a go-to source for the topic. While most topics do not have one official, Authoritative website or content creator, when they do, that website or content creator is often among the most reliable and trustworthy sources. For example, a local business profile page on social media may be the authoritative and trusted source for what is on sale now. The official government page for getting a passport is the unique, official, and authoritative source for passport renewal.

**Experience, Expertise, and Authoritativeness** may overlap for some page types and topics (for example, someone may develop Expertise in a topic due to first-hand Experience accumulated over time), and different combinations of E-E-A may be relevant to different topics. You should consider the purpose, type, and topic of the page, then ask yourself what would make the content creator a trustworthy source in that context.

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf#page26>

# 2022 SEO Year in Review

GA4 migration  
deadline was  
announced

(my reaction)



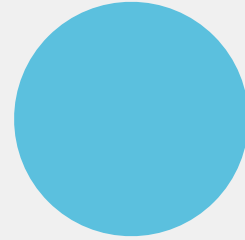
# 2022 SEO Year in Review



Until July 1<sup>st</sup>

# 2022 SEO Year in Review

## Why is this an SEO concern?



# 2022 SEO Year in Review

Because if you  
are trying to do  
SEO without  
analytics, you  
are flying blind.



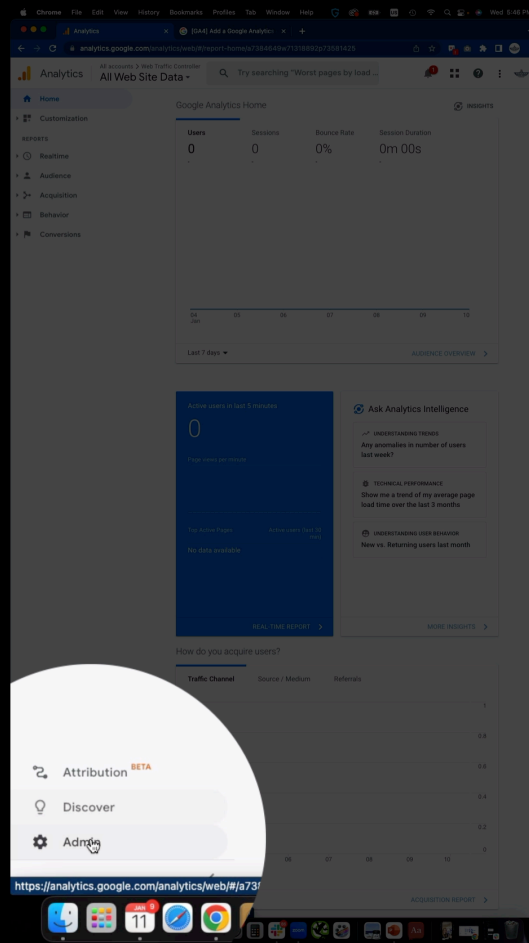
# Set up GA4

# NOW!!!

youtube.com/  
@pamannmarketing

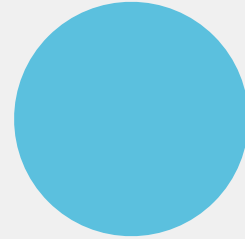
46 second - long  
tutorial →

[https://youtube.com/playlist?list=PLmw6xEvURaUD21nqm\\_rIAGRF3KGahyXn](https://youtube.com/playlist?list=PLmw6xEvURaUD21nqm_rIAGRF3KGahyXn)



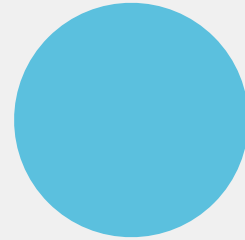
# 2022 SEO Year in Review

Last, but certainly not least,  
2022 was the year that AI  
rocked the SEO world.



# 2022 SEO Year in Review

ChatGPT was released to the public and all hell broke loose.







Write an article explaining quantum physics



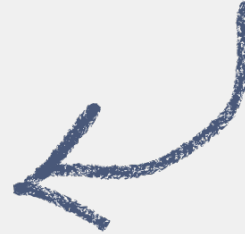
Quantum physics is a branch of physics that deals with the behavior of matter and energy at the atomic and subatomic level. It is a fascinating field that has led to many breakthroughs in technology and has challenged our understanding of the universe.

One of the most famous principles of quantum physics is the wave-particle duality. This principle states that particles, such as electrons, can exist in two states: as a wave or as a particle. This is in contrast to classical physics, which states that particles can only exist as particles.

Another important principle of quantum physics is the Heisenberg Uncertainty Principle. This principle states that it is impossible to know both the position and the momentum of a particle at the same time. The more precisely the position of a particle is known, the less precisely its momentum can be known, and vice versa.

Quantum physics also introduces the concept of

ChatGPT



chat.openai.com

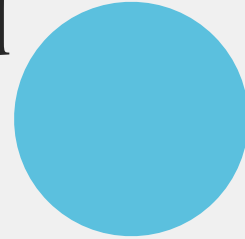
# 2022 SEO Year in Review

AI was already a part of  
search engine algorithms,  
but ChatGPT made it easy  
for PEOPLE to use AI.



# 2022 SEO Year in Review

And we all know what happens when people find something that they think they can game the SEO system with ...



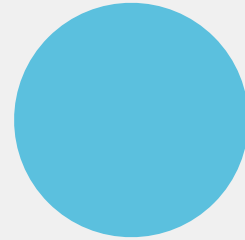
# 2022 SEO Year in Review

They overuse and abuse it  
until Google designs a  
penalty for it to get it to  
stop.

..... This is why we can't have  
..... nice things 😞

# 2022 SEO Year in Review

Some of 2022's  
highlights will continue  
on as 2023 trends.



# Top 5 Trends to Watch in 2023

2022	2023 Trend
E-E-A-T	Content gets more personal.



# 1) Content Gets More Personal

How can you take  
advantage of this?

Be ahead of the  
curve.

Create a wealth of first-person  
content before your competitors  
ever hear about the new "E"

# 1) Content Gets More Personal

How can you take  
advantage of this?

Beef up your bios

BIG TIME

(website and social)



# Top 5 Trends to Watch in 2023

2022	2023 Trend
A.I.	Content gets <u>less</u> personal.

## 2) Content Gets Less Personal

How can you take  
advantage of this?

DON'T DRINK  
THE KOOL AID.

Use AI, but DON'T abuse it.

## 2) Content Gets Less Personal

How to use but not abuse?

Use ChatGPT / A.I. to:

- Generate content ideas
- Find secondary keywords
- Automate mundane tasks  
(it can write code!)

## 2) Content Gets Less Personal

How to use but not abuse?

DON'T use A.I. for  
writing content.

It will be picked up by A.I.  
and/or plagiarism detectors.

## 2) Content Gets Less Personal

Talk about your own experience.

This will be the only way to stand out in a sea of AI-written, bland, generic content.

# Top 5 Trends to Watch in 2023

2022	2023 Trend
A.I.	Search engines start to truly understand multimedia.

### 3) Multimedia Becomes Fully Searchable

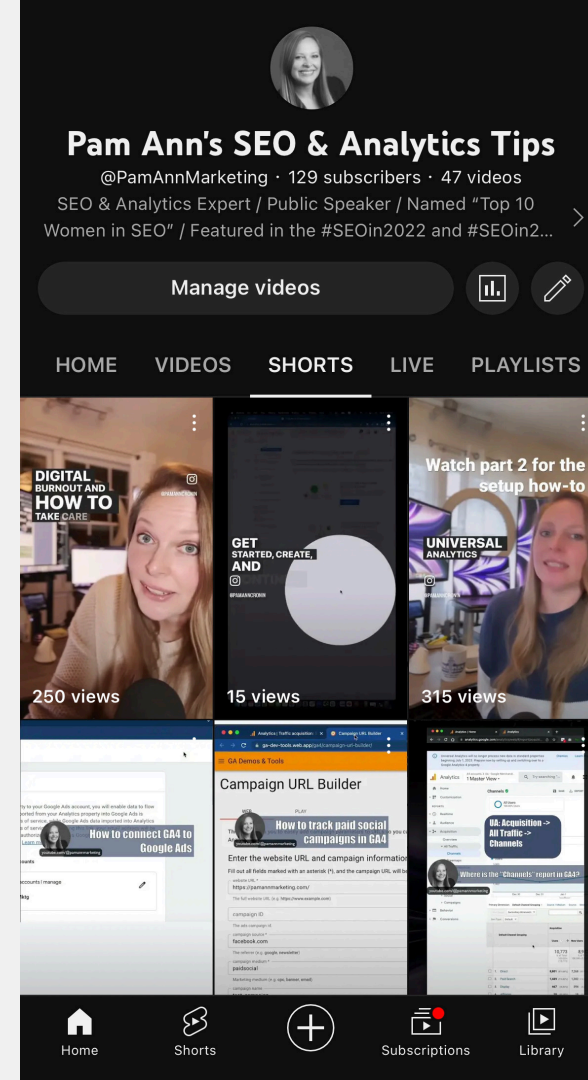
How can you take  
advantage of this?

Start using more  
multimedia on your site &  
optimize it all for SEO.  
(esp. video!)

### 3) Multimedia Becomes Fully Searchable

How can you take  
advantage of this?

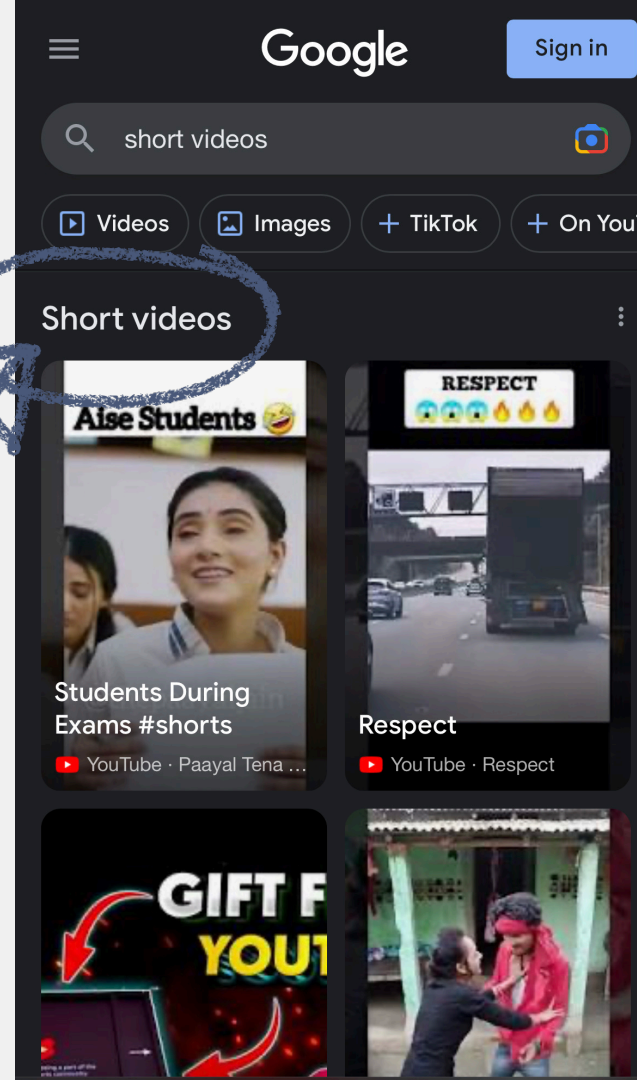
Reels, reels, reels,  
and more reels.  
Oh, and "Shorts", too.  
Especially those.





### 3) Multimedia Becomes Fully Searchable

YouTube now has "Shorts"  
(aka reels).  
Google owns YouTube.  
Being on YouTube  
Shorts = Being on  
Google



# Top 5 Trends to Watch in 2023

2022	2023 Trend
GA4	<del>Data</del> Studio Looker

## 4) GA4 Sucks. Don't Learn It.

How can you take  
advantage of this?

Don't waste time learning GA4.  
Let your competitors do that.  
Be smart and learn  
~~Data~~ Looker Studio  
instead.

Analytics

pamannmarketing.com - GA4

pamannmarketing.com GA4

Try searching "Behavior o..."

?

:

Variables

—

Tab Settings

—

Exploration Name:

Untitled exploration

Custom

Jun 11 - Jul 10, 2022

▼

SEGMENTS

+

Referral Traffic

DIMENSIONS

+

Page referrer

Landing page + que...

METRICS

+

Sessions

TECHNIQUE

Free form

▼

VISUALIZATION

SEGMENT COMPARISONS

Referral Traffic

Drop or select segment

Pivot

First column

▼

ROWS

Page referrer

Free form 1

+

Segment

Referral Traffic

Totals

Page referrer

Landing page + query string

Sessions

↓ Sess

Totals

62

100.0% of total

100.0% of total

1

https... /

11

2

/

8

3

https:/... /

8

4

https:/... /

5

5

(not set)

4

6

/contact/

3

7

https:... (not set)

3

8

https:/... /contact/

3

9

/slides/

2



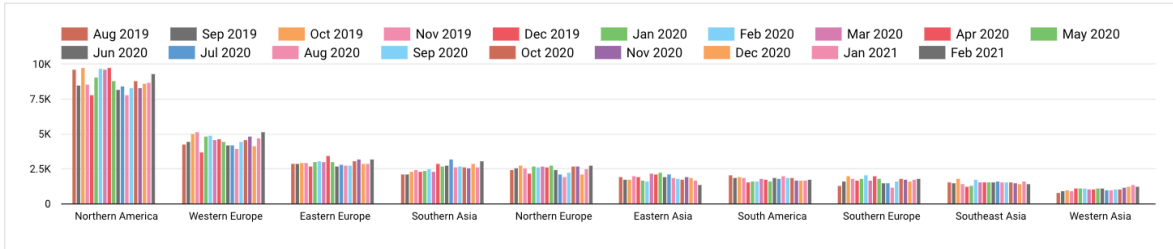
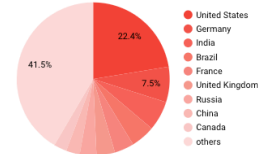
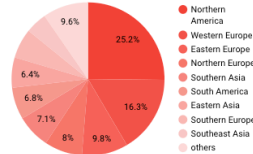
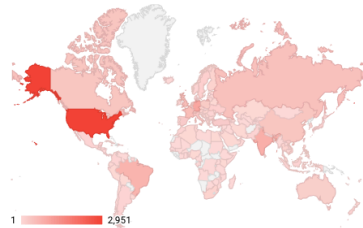
Impressions	Clicks	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
390,307	17,682	4.53%	\$1.99	\$35,115.28	640	\$54.87	3.62%
↑ 3.9%	↑ 3.2%	↓ -0.7%	↓ -0.7%	↑ 2.4%	↓ -1.7%	↑ 4.2%	↓ -4.7%

## Overall Google Ads Performance

Campaign	Campaign status	Budget	Impressions	% Δ	Clicks	% Δ	CTR	% Δ	Avg. CPC	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ	Conv. rate	% Δ
Product: Collect (Target - EMEA)	Eligible	\$700.00	67,021	5.5% ↑	4,403	4.7% ↑	6.57%	-0.7% ↓	\$0.81	-7.3% ↓	\$3,573.00	-2.9% ↓	91.00	2.2% ↑	\$39.26	-5.0% ↓	2.07%	-2.4% ↓
Product: Collect (Target - APAC w/o India)	Eligible	\$600.00	48,621	-	2,611	-	5.37%	-	\$1.14	-	\$2,969.24	-	50.00	-	\$59.38	-	1.91%	-
WooCommerce Plugin (EMEA Target)	Eligible	\$750.00	46,543	-10.0% ↓	2,169	-10.5% ↓	4.66%	-0.6% ↓	\$2.41	3.7% ↑	\$5,236.98	-7.1% ↓	43.00	13.2% ↑	\$121.79	-17.9% ↓	1.98%	26.4% ↑
Product: Collect (Target - India ONLY)	Eligible	\$100.00	46,920	-35.0% ↓	1,929	-50.7% ↓	4.11%	-24.2% ↓	\$0.85	-7.4% ↓	\$1,631.33	-54.4% ↓	88.00	-42.1% ↓	\$18.54	-21.2% ↓	4.56%	17.4% ↑
2020-12 Gartner: Payment Acceptance Post Pandemic	Eligible	\$88.00	43,463	-7.7% ↓	1,809	-7.9% ↓	4.16%	-0.2% ↓	\$0.3	-10.4% ↓	\$547.18	-17.5% ↓	203.00	-3.3% ↓	\$2.7	-14.6% ↓	11.22%	4.9% ↑
Product: Collect (Target - Americas)	Eligible																	
2020-07 SS Card Acceptance Europe	Eligible																	
Wix Plugin (EMEA Target)	Eligible																	
Shopify Plugin (EMEA Target)	Eligible																	
2020-04 Product Disburse	campi pause																	
2021 - Magento Plugin (EMEA Target)	Eligible																	
2020-04 Product	Eligible																	

## New Users by Region

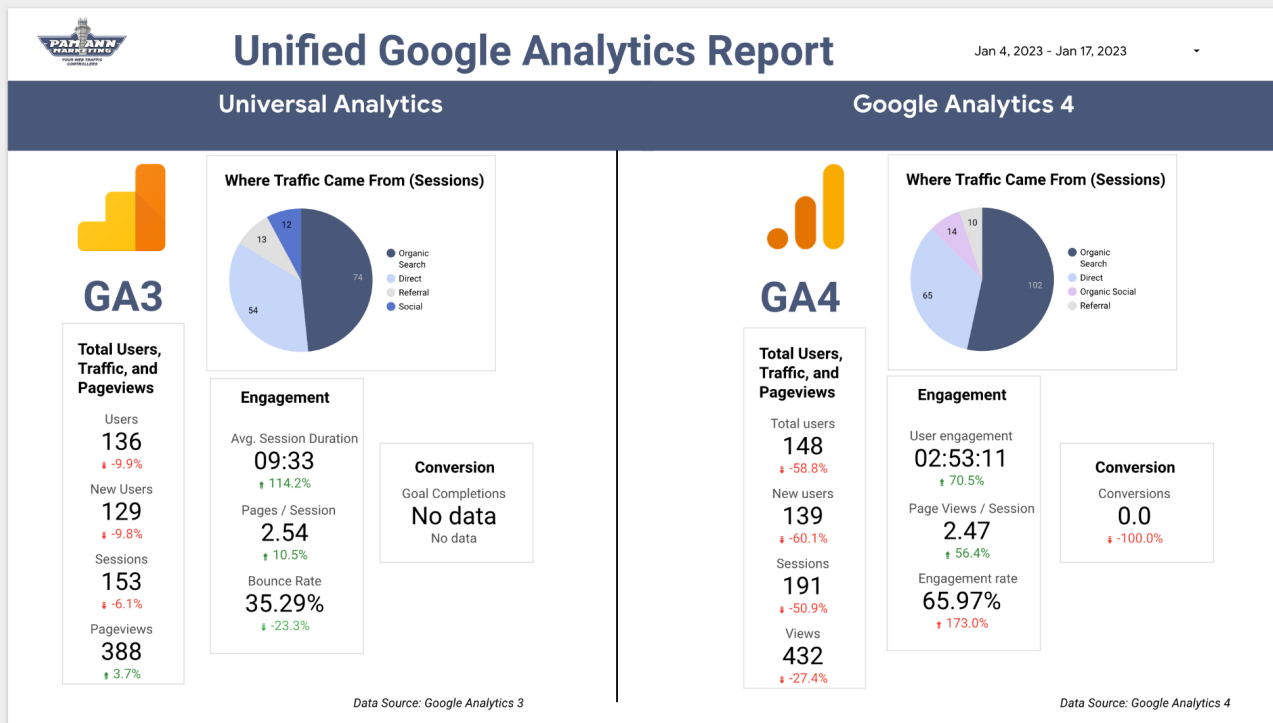
### Where the New Users Were Located



Data Source: Google Analytics

Looker Studio

# 4) GA4 Sucks. Don't Learn It.



# Top 5 Trends to Watch in 2023

2022	2023 Trend
Recession? Labor Mkt?	?

## 5) Economic Uncertainty

How can you prepare for this?

SED gets more and more complex every year, requiring more and more resources.



## 5) Economic Uncertainty

How can you prepare for this?

It's time to streamline.  
Brands that focus on  
process optimization and  
automation will thrive in  
SEU in 2023.

# Tying It All Together

# Your 2023 SEO Strategy...

Questions?

[pam@pamannmarketing.com](mailto:pam@pamannmarketing.com)

