

# How AI is Making SEO More Humanized

*guest  
speaker!*

## Humanize Your Brand

October 17, 19, 20

with Pam Aungst Cronin  
of Pam Ann Marketing



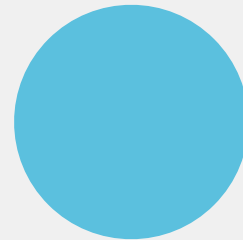
**HOW AI**  
is Making SEO More Humanized

# Agenda!

- What AI is Doing to SEO
- What Google is Doing About That
- How to Take Advantage of This!

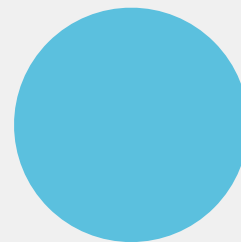


# What AI is Doing to SEO



2023 was the year that AI  
rocked the SEO world.

ChatGPT was released to the  
public at the end of 2022  
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.

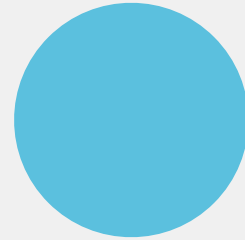
One of the most famous principles of quantum physics is the wave-particle duality. This principle states that particles, such as electrons, can exist in two states: as a wave or as a particle. This is in contrast to classical physics, which states that particles can only exist as particles.

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.

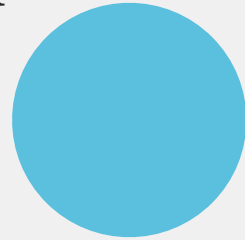
Quantum physics also introduces the concept of

ChatGPT  
←  
chat.openai.com

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



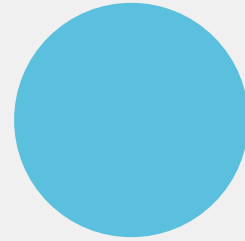
And we all know what happens when people find something that they think they can game the SEO system with ...



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 :)*

# What Google Is Doing About It



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

+ Experience

- Expertise
- Authoritativeness
- Trustworthiness



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




+ Experience



**Experience:** 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?

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

**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.

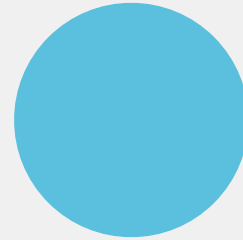
**Experience, Expertise, and Authoritativeness** may overlap for some page types and topics (for example, someone may develop Expertise in a topic due to first-hand Experience accumulated over time), and different combinations of E-E-A may be relevant to different topics. You should consider the purpose, 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>

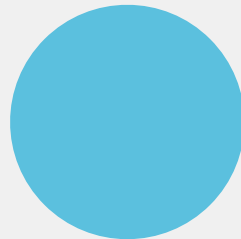


# E.A.T. Became E.E.A.T.

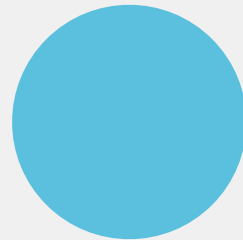
- This applies to both your content AND you



# How You Can Take Advantage of This!



1) Use AI, but  
Don't Abuse It



DON'T:

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

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

DO:

Use ChatGPT / A.I. to:

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

# Sample Prompts

- “Generate X article topic ideas about Y”



Generate 5 article topic ideas about SEO



Certainly! Here are five article topic ideas about SEO:

1. **"The Evolution of SEO: A Look Back at the Last Two Decades"**
  - Overview: Explore the history of SEO, from its infancy with simple keyword stuffing to the sophisticated and ever-changing algorithms of today. Highlight major updates and shifts in the industry, and reflect on where SEO might head in the future.
2. **"Voice Search & SEO: Preparing for the Next Big Shift in Search Behavior"**
  - Overview: Dive into the rise of voice search, thanks to devices like Alexa and Google Home. Discuss how voice search queries differ from typed ones and provide actionable tips for optimizing content for voice.
3. **"The Interplay of User Experience (UX) and SEO: Why It Matters More Than Ever"**
  - Overview: Investigate the relationship between UX and SEO. Cover topics like mobile-friendliness, site speed, and intuitive navigation, and explain why a good user experience can boost organic rankings.
4. **"Leveraging AI and Machine Learning in SEO Strategies"**
  - Overview: Explore the role of artificial intelligence and machine learning in modern SEO. Discuss tools and platforms that incorporate AI for keyword research, content optimization, and predicting search trends.
5. **"Link Building in 2023: Best Practices and Innovative Techniques"**
  - Overview: Address the importance of link building in today's SEO landscape, while also providing readers with up-to-date strategies. Touch on the balance between quality vs. quantity, ethical practices, and creative methods to earn backlinks.

🔄 Regenerate

# Sample Prompts

- “Generate an outline for a X word article on Y topic”



I like the third one. Generate an outline for a 1,000 word article on that topic



Certainly! Here's an outline for a 1,000-word article on "The Interplay of User Experience (UX) and SEO: Why It Matters More Than Ever":

## 1. Introduction (100 words)

- Brief explanation of the importance of both UX and SEO.
- Statement on their growing interconnectedness in today's digital landscape.

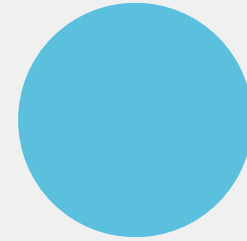
## 2. Defining UX and SEO (150 words)

- Quick definition and explanation of User Experience (UX).
- Quick definition and explanation of Search Engine Optimization (SEO).
- Highlighting their individual objectives.


## 3. Why UX is Becoming a Key SEO Factor (200 words)

- Introduction to Google's Core Web Vitals and the Page Experience update.
- Discussion on the emphasis Google places on user-centric experiences.
- How positive UX can lead to increased dwell time, lower bounce rates, and improved engagement – all signals that search engines notice

## 2) Be First with First-Person Content








Be ahead of the  
curve.

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



Talk about your own experience.

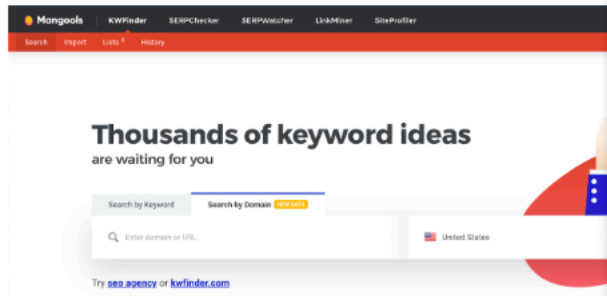
This will be the only way to stand out in a sea of AI-written, bland, generic content.

# KWFinder

KWFinder is **the most popular tool** out of the Mangools suite with it first.

It's a typical keyword research tool that helps you find low-competition keywords, analyze your competitors, and get keyword suggestion clicks of buttons.

To use this tool, click on the button in your Mangools dashboard to come here:



On plopping in the keyword, choosing the location, language, and the **'Find Keywords'** button, you'll be presented with these

- Search volume
- Trends
- CPC
- Keyword difficulty

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## 2023 Update: Mangools' KWFinder Review – Still My Favorite SEO Keyword Research Tool!

[Home](#) » [SEO, PPC, and Analytics Tips & Articles](#) » 2023 Update: Mangools' KWFinder Review – Still My Favorite SEO Keyword Research Tool!

By [Pam Aungst Cronin](#)

Posted on July 26, 2021

Updated on March 25, 2023

Five years later, this is still my absolute favorite SEO keyword research tool! I've updated our original review with my latest thoughts and added more about my favorite features.

Implementing a comprehensive SEO strategy is vital to your business's success. To do so, you'll need to find the right keywords to incorporate throughout your website and branded content. How do you do that? You'll need an SEO keyword research tool to identify the right terms to use.

While Google Keyword Planner, SEMRush, and Ahrefs might be the most well-known SEO keyword research tools, KWFinder is a great alternative and one that can provide extra search volume data for an extremely reasonable price.

Not quite sold on making the switch? We've compiled a review of Mangools' KWFinder to help you decide if it's the right keyword research tool for your business.



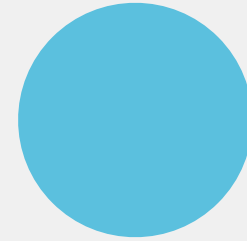
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# Ways to Inject the New “E” Into Your Content

- Write reviews of your favorite books, software, etc.
- Write a recap of an event you attended
- Tell stories! (People LOVE stories!)
- Write case studies w/testimonials
- Revise old articles to first-person (“I”, “my”, “we”, “our”, etc.)



### 3) Beef Up Your Bios



Beef up your bios  
BIG TIME.  
(website and social)



Pam Aungst Cronin, M.B.A., President of [Pam Ann Marketing, LLC](#) and founder of [Stealth™ Search and Analytics](#), is widely recognized as an expert in search engine optimization (SEO), pay-per-click advertising (PPC), analytics, and WordPress.

A self-proclaimed “geek”, Pam began studying computer programming at 6 years old, started creating websites in 1997 and has been working professionally in the field of e-commerce since 2005. Referred to by Sprout Social as a “Twitter Success Story,” she harnessed the power of social media to launch her own agency in 2011.

Pam has been featured in 3 books, numerous podcasts and webinars, and all of the major search engine [publications](#) as well as national media outlets such as CBS Small Business Pulse and Internet Retailer Magazine.

She has been honored with several [awards](#) for her small business leadership and non-profit advocacy work, including being named one of “Jersey’s Best Marcom Professionals Under 40” and SERPStat’s “Top 10 Women in SEO.”



Pam holds an M.B.A. in Marketing from Regis University, where she learned the cornerstones of traditional marketing strategy. She now combines that with her two decades of professional experience to help established companies and “household name” brands take their traffic-driving and analytics strategies to the next level.

Follow Pam:



<https://pamannmarketing.com/about/about-pam/>



How can I make my LinkedIn bio demonstrate more experience, expertise, authoritativeness, and trustworthiness? Here's the current version:

Named "Top 10 Women in SEO." Featured in the books #SEOin2023, #SEOin2022, and #DigitalMarketingNow. Founder of Pam Ann Marketing and Stealth™ Search & Analytics.



Your current LinkedIn bio is already impressive and highlights your accolades and achievements. However, to further demonstrate experience, expertise, authoritativeness, and trustworthiness, consider the following suggestions:

### 1. Specify Duration of Experience

Adding the number of years you've been in the industry or leading your company can highlight your experience.

*Example: "Over 15+ years in the SEO and digital marketing industry."*

### 2. Highlight Major Achievements

Quantifying success can lend authority. For instance, if your company has served a significant number of clients or achieved specific milestones, highlight that.

*Example: "Successfully served over 500+ clients across 30 industries."*

### 3. Include Testimonials or Endorsements

Although LinkedIn has a separate section for recommendations, you can mention a significant one in your bio.

*Example: "Endorsed by [Industry Expert Name] as 'one of the most insightful and knowledgeable SEO professionals today.'"*

### 4. Professional Credentials

If you have any professional certifications or memberships with industry-recognized bodies

Be sure that your blog  
article byline lists  
your name and clicks  
through to your bio!



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Follow Pam:



<https://pamannmarketing.com/about/about-pam/>

# 2023 Update Still My Favorite

[Home](#) » [SEO](#), [PPC](#), and

**By Pam Aungst Cronin**

Posted on July 26, 20

Five years later, this is still my absolute favorite  
updated our original review with my latest  
favorite features.

Implementing a comprehensive SEO strategy  
To do so, you’ll need to find the right key

## 4) Use (and Personalize) Multimedia







## 2024 Trend Alert!

Search engines start  
to truly understand  
multi media.



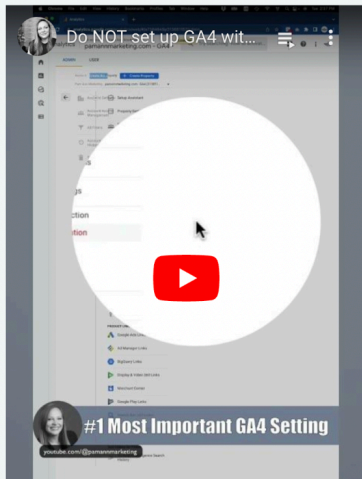


## GA4 Tips Playlist on YouTube!

Here is a [playlist](#) of Pam's quick and easy-to-follow GA4 tips, made with YouTube Shorts.

New videos are added all the time, so be sure to subscribe!

Subscribe on YouTube



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



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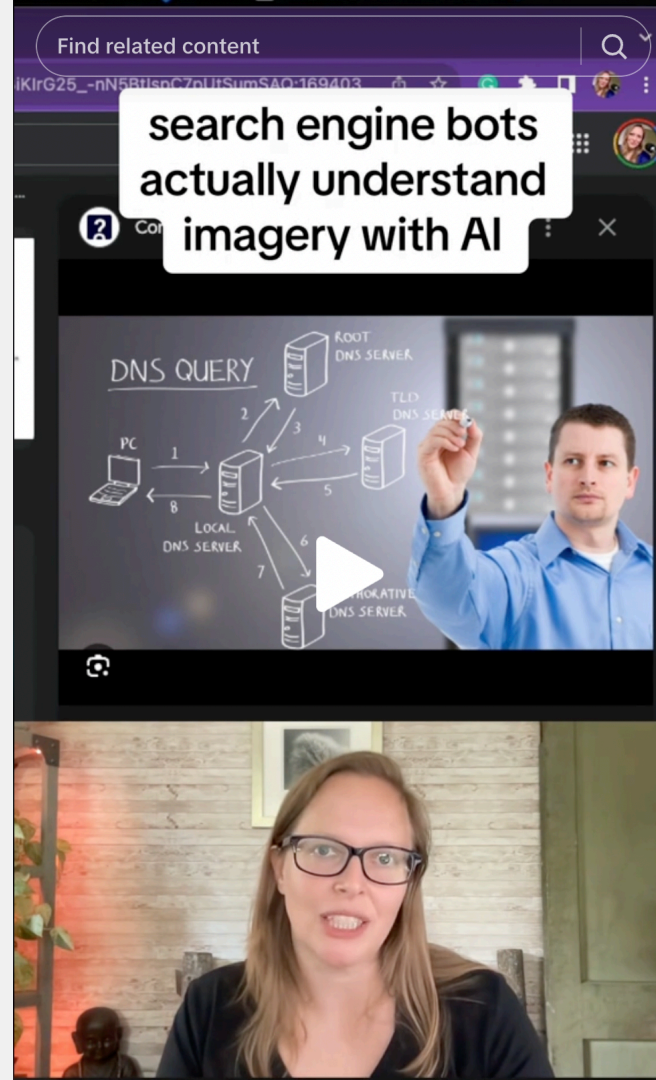


### Mangools' KWFinder Review

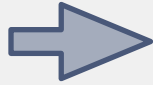


**KWFinder**  
by Mangools

# Take Advantage of AI's newfound understanding of images



ChatGPT prompt

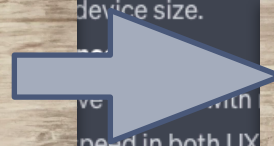
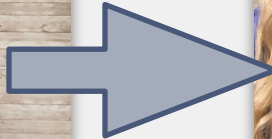


Use AI to tell you what the images should be, then have AI create them for you!

DALL-E 2 prompt:

"An image of this woman holding a cell phone with a green speed gauge on the screen"

<https://labs.openai.com/>



Added text with Apple Pencil on iPad

Now give me photo ideas. I have several photos of myself that I want to overlay explanatory graphics on top of. Give me ideas for what the graphics should be.



Certainly! If you're overlaying explanatory graphics on photos of yourself, it would be best if the graphics align with the theme of the article or the message you're trying to convey. Here are some photo overlay ideas based on the topic of "The Interplay of User Experience (UX) and SEO":

#### 1. Mobile Device Overlay

- **Description:** You holding or pointing to a transparent mobile device screen. On the screen, you can overlay mobile-friendly icons, perhaps showing a website's responsive



# Take Advantage of AI's newfound understanding of videos

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


(Always add text titles and captions!)



youtube.com/@PamAnnMarketing/shorts


YouTube

Search

 **Pam Ann's SEO & Analytics Tips**  
@PamAnnMarketing 165 subscribers 78 videos  
SEO & Analytics Expert / Public Speaker / Named "Top 10 Women in SEO" ...  
[pamannmarketing.com](https://pamannmarketing.com) and 4 more links

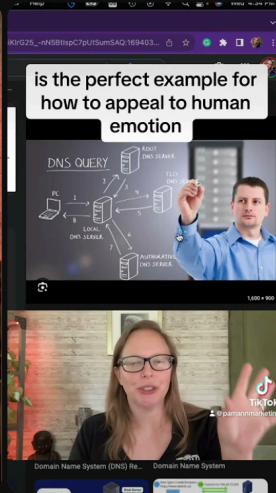
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Latest Popular




SEO tools that utilize AI  
SEOin2024.com

Doing the #book thing again with Majestic - sign up for...  
6 views



is the perfect example for how to appeal to human emotion

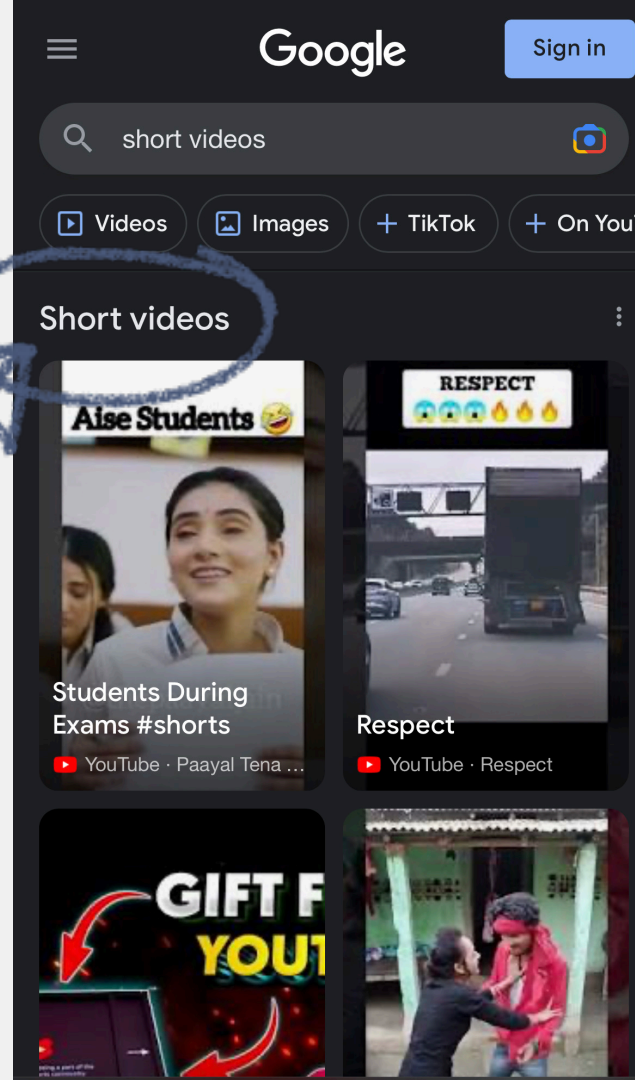
SEO Optimizing Images for AI  
12 views



and as of September second

A New #GA4 Deadline  
44 views

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



Embed your Shorts on your website!

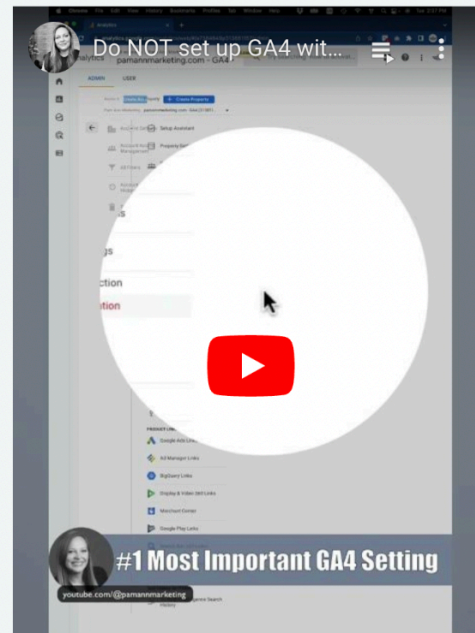
<https://pamannmarketing.com/seo-ppc-analytics-services/google-analytics-4-ga4-services/>

## GA4 Tips Playlist on YouTube!

Here is a [playlist](#) of Pam's quick and easy-to-follow GA4 tips, made with YouTube Shorts.

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Subscribe on  YouTube



## Tying It All Together...

- 1) Use AI, Don't Abuse it
- 2) Be First with First-Person Content
- 3) Beef up Your Bios
- 4) Use (and Personalize) Multi-Media

# Questions?

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[tiktok.com/@pamannmarketing](https://www.tiktok.com/@pamannmarketing)

## THE D.N.A. of A.I. in S.E.O.

