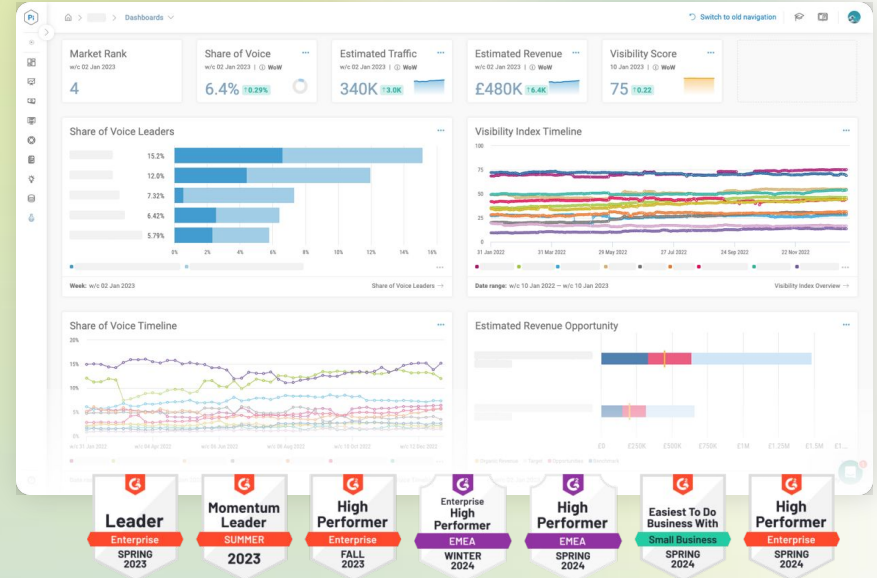


How to Adapt Your SEO Strategy for AI-Powered Search

Uncover opportunities that drive business growth

Combining software, data and people, our platform helps brands increase traffic, improve brand visibility and boost ROI.



Welcome to today's webinar, I'm Jon Earnshaw, and I'm the Chief Product Evangelist at Pi Datametrics



Housekeeping



Questions

Drop any questions in the question pane and we will answer them at the end



Use reactions

Use reactions to quickly and easily participate in the session



On demand

The recording will be sent after the session



Feedback

Send any feedback or requests for future sessions

Poll


How prepared do you feel for the age of AI-powered (conversational) search?

On the agenda:

1. The transformation of search interactions into conversations
2. Why keyword-driven strategies are outdated
3. Using the landscape to your advantage
4. How to create valuable digital content that speaks to your prospects, driven by quality, connections and intent
5. Q&A Session

1

The rise of conversational search



**Every digital experience that
should be a conversation
will become a conversation**



AI Overview



SearchGPT



perplexity

Gemini

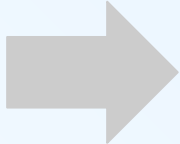
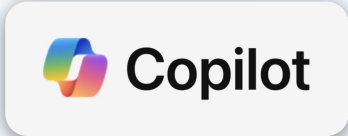
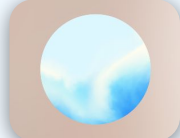
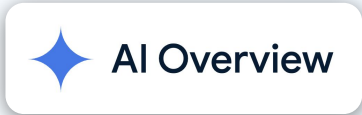
Apple Intelligence



Copilot

Poll

How many of these do you use regularly?



Search GPT - Supercharge your search!

What can I help with?

best black Friday deals 2024



 Search



 Create image

 Surprise me

 Summarize text

 Get advice

More

Basic results

best black friday deals 2024



As Black Friday 2024 approaches on November 29, numerous retailers have already launched early sales, offering substantial discounts across various categories. Here's a curated list of some of the most compelling deals available:

Apple AirPods Pro 2

Amazon is offering the Apple AirPods Pro 2 at a significant discount, making it an excellent time to upgrade your audio experience. PEOPLE



Dyson Pure Hot and Cool Link Air Purifier

Available on Amazon's Overstock Outlet, this multifunctional device is discounted to \$400 from its original price of \$630. PEOPLE



Le Creuset Cookware

Williams Sonoma is offering early Black Friday deals on Le Creuset cookware, providing a chance to acquire premium kitchen essentials at reduced prices. FOOD & WINE



But we can do better than this...

Results - the way I want them

best black friday deals 2024



Black Friday 2024 is approaching, with the official date set for November 29. However, many retailers have already launched early sales, offering significant discounts across various categories. Below is a curated selection of top deals currently available in the UK:

Product	Image	Description and Price (£)	Where to Buy in the UK	First-Person Feedback
Apple AirPods Pro (2nd Generation)		Noise-cancelling wireless earbuds with improved sound quality. Price: £199 (was £249)	Amazon UK	"The sound quality is exceptional, and the noise cancellation is top-notch."
Dyson V8 Plus Cordless Vacuum		Lightweight cordless vacuum with powerful suction. Price: £299 (was £399)	John Lewis	"Makes cleaning effortless; battery life is sufficient for my apartment."
Samsung 55" QLED 4K Smart TV		Ultra HD smart TV with vibrant colours and smart features. Price: £699 (was £899)	Currys	"The picture quality is stunning, and the smart features are user-friendly."

Plus a personalised recommendation

Compared

best black friday deals 2024



As Black Friday 2024 approaches on November 29, numerous retailers have already launched early sales, offering substantial discounts across various categories. Here's a curated list of some of the most compelling deals available:

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best black friday deals 2024

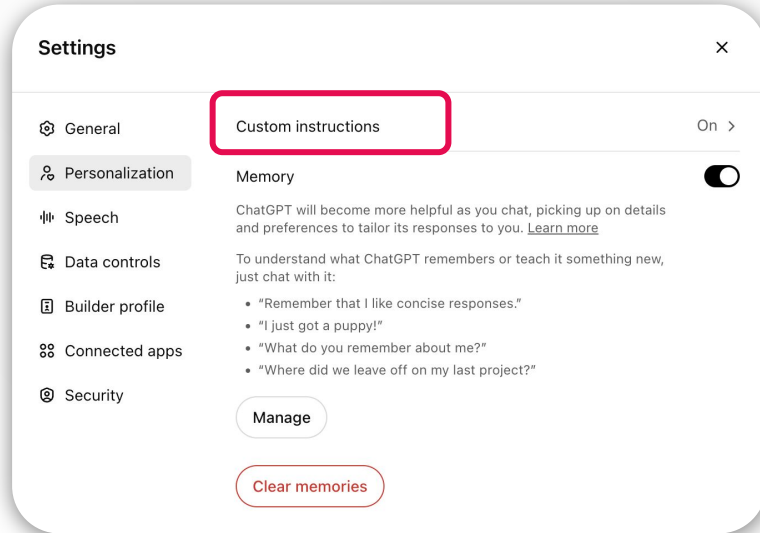


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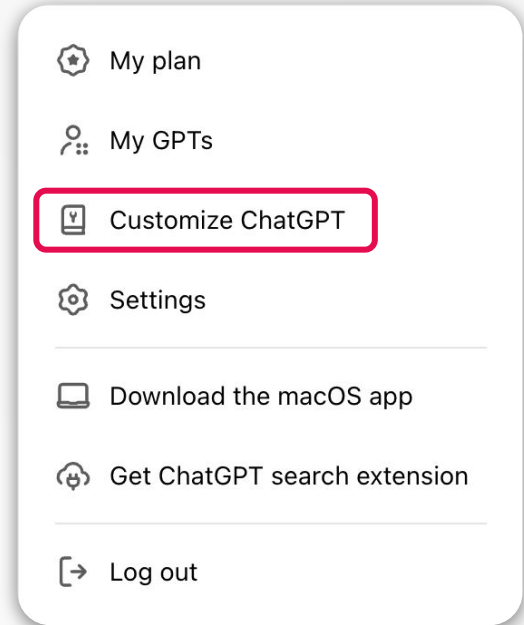
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Customisation

1. Enable Custom Instructions



2. Customise ChatGPT



Customisation - provide better answers

What would you like ChatGPT to know about you to provide better responses?

When I use Search GPT mode

Please always refer to and follow the information I have provided in the response guide

Customisation - improve response

How would you like ChatGPT to respond?

When I use Search GPT mode

When I'm using this mode and when it's obvious that my search is **transactional** in nature and I'm looking for a product or service, assume this is **always in the UK**, please act as follows.

1. Build a **FIVE column table** of the top results best suited to me
2. Include columns for:
 - Column one: **Product**
 - Column two: **Photo** of the item
 - Column three: **Description**, price (in £ NOT \$)
 - Column four: **Where to buy** in the UK or online in the UK
 - Column five: **First person feedback** if available

Under this - based on everything you know about me - **select the one that you think suits me best** and explain why

It doesn't stop there

Based on your interest in AI and technology, the **Apple AirPods Pro (2nd Generation)** would be a suitable choice. They offer advanced features like active noise cancellation and seamless integration with Apple devices, enhancing both productivity and entertainment experiences.

AND
Its personalised for me!

Into a conversation

How does apples AirPods Pro second generation compare with the AirPod Max? I'm not sure what the advantages and disadvantages are of each one compared.




Search



ChatGPT can make mistakes. Check important info.

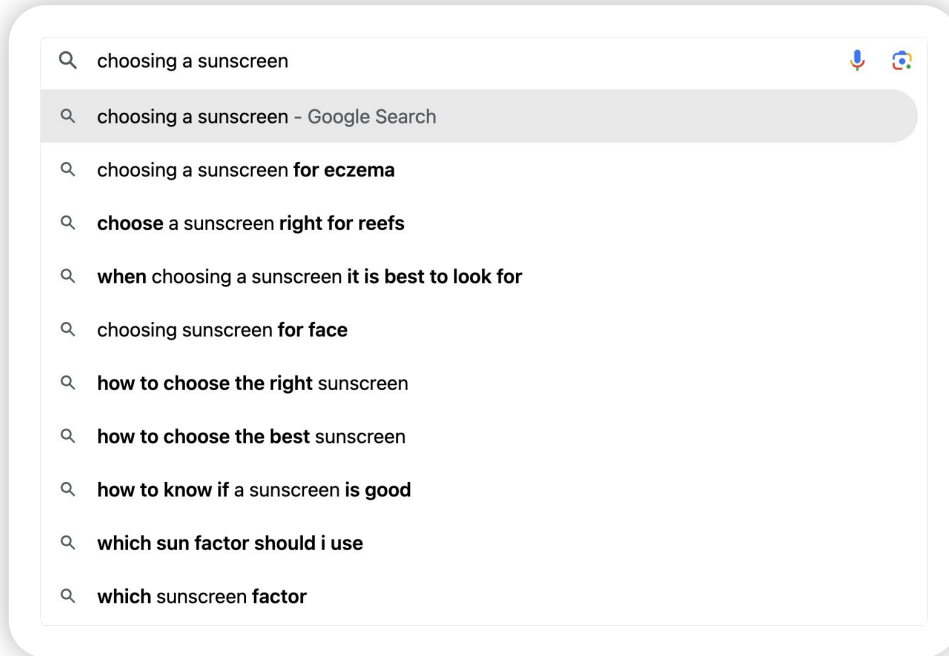
What about searching in Google?

Even if we're still hung up on keywords in Google

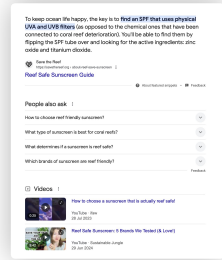
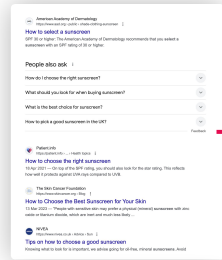
 choosing a sunscreen



When autocomplete takes you to into the conversation



Keywords: the new doorway to conversation!




- 🔍 choosing a sunscreen
- 🔍 choosing a sunscreen - Google Search
- 🔍 **choosing a sunscreen**
- 🔍 choosing a sunscreen for eczema
- 🔍 **choose a sunscreen right for reefs**
- 🔍 when choosing a sunscreen it is best to look for
- 🔍 choosing sunscreen for face
- 🔍 how to choose the right sunscreen
- 🔍 how to choose the best sunscreen
- 🔍 how to know if a sunscreen is good
- 🔍 choosing sunglasses uv protection

AI Overview

When choosing a sunscreen for eczema, you can consider things like:

- Ingredients:** Mineral-based sunscreens (zinc oxide and titanium dioxide) are generally better for sensitive skin. Fragrance-free formulas are also recommended.
- Water resistance:** Look for sunscreens that are labeled as water-resistant.
- Spectrum:** Broad-spectrum sunscreens protect against both UVA and UVB rays.
- Alcohol:** Avoid sunscreens that contain alcohol, as they can irritate dry skin.


You can also look for the National Eczema Association's (NEA) Seal of Acceptance, which evaluates ingredients and testing data to determine if a product is suitable for people with eczema.



AI Overview

When choosing a sunscreen, you can consider things like:

- Sun protection factor (SPF):** An SPF of 30 or higher is recommended for most people.
- Broad spectrum:** Look for sunscreens that protect against both UVA and UVB rays.
- Water resistance:** Sunscreens labeled as water-resistant can last longer in water.
- Skin type:** Choose a sunscreen that suits your skin type, such as oil-free for oily skin or moisturizing for dry skin.
- Other considerations:** Look for sunscreens that are fragrance-free and contain soothing ingredients like aloe vera.



AI Overview

When choosing sunglasses for UV protection, you can consider things like:


- Sun protection factor (SPF):** The American Academy of Dermatology recommends sunglasses with an SPF of 30 or higher.
- Broad spectrum:** Look for sunglasses that protect against both UVA and UVB rays.
- Other ingredients:** Some sunglasses contain ingredients like titanium dioxide and zinc oxide for UV protection.
- Other things to consider include:** Lens material, frame style, and polarization.



AI Overview

When choosing a sunscreen, you can consider things like:


- Broad spectrum:** Look for sunscreens that protect against both UVA and UVB rays.
- Water resistant:** Sunscreens labeled as water-resistant can last longer in water.
- Ingredients:** Look for sunscreens that contain soothing ingredients like aloe vera.
- Skin type:** Choose a sunscreen that suits your skin type, such as oil-free for oily skin or moisturizing for dry skin.
- Formulation:** Sunscreens come in lotions, gels, sticks, or sprays.



AI Overview

When choosing sunglasses, you can consider things like:


- SPF:** The SPF rating indicates the level of UV protection. For example, an SPF of 30 means you can burn three times longer than without sunglasses.
- Broad spectrum:** Look for sunglasses that protect against both UVA and UVB rays.
- Skin type:** Choose sunglasses that suit your skin type, such as wrap-around for active lifestyles.
- Water resistance:** Water-resistant sunglasses are less likely to come off, and can provide protection for up to 80 minutes even when you're in water.



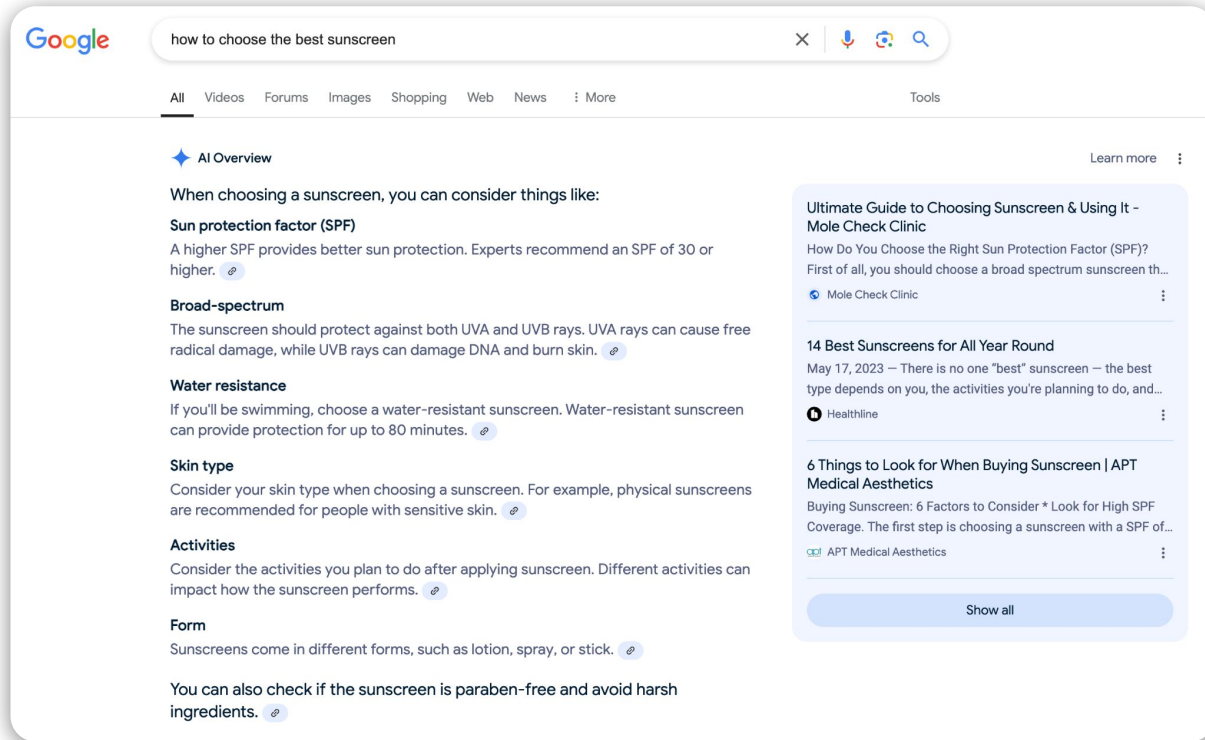
AI Overview

When choosing sunglasses for UV protection, you can consider things like:

- UV rating:** Look for sunglasses with a UV rating of 100%.
- Lens material:** Polycarbonate lenses are the best for UV protection.
- Frame style:** Wrap-around frames provide the most protection.
- Polarized lenses:** Polarized lenses reduce glare from reflective surfaces.
- Other things to consider include:** Lens color, frame material, and weight.



Keywords: the new doorway to conversation!



The image shows a Google search interface for the query "how to choose the best sunscreen". At the top, the Google logo is on the left, and the search bar contains the query. To the right of the search bar are icons for voice search, image search, and a magnifying glass. Below the search bar, navigation tabs include "All", "Videos", "Forums", "Images", "Shopping", "Web", "News", and "More". A "Tools" link is on the far right.

The main content area features an "AI Overview" section, indicated by a blue star icon. It includes a "Learn more" link with a vertical ellipsis. The overview text reads: "When choosing a sunscreen, you can consider things like:" followed by several sub-sections, each with a small blue circle icon containing a question mark:

- Sun protection factor (SPF)**: A higher SPF provides better sun protection. Experts recommend an SPF of 30 or higher.
- Broad-spectrum**: The sunscreen should protect against both UVA and UVB rays. UVA rays can cause free radical damage, while UVB rays can damage DNA and burn skin.
- Water resistance**: If you'll be swimming, choose a water-resistant sunscreen. Water-resistant sunscreen can provide protection for up to 80 minutes.
- Skin type**: Consider your skin type when choosing a sunscreen. For example, physical sunscreens are recommended for people with sensitive skin.
- Activities**: Consider the activities you plan to do after applying sunscreen. Different activities can impact how the sunscreen performs.
- Form**: Sunscreens come in different forms, such as lotion, spray, or stick.

Below the overview, there is a paragraph: "You can also check if the sunscreen is paraben-free and avoid harsh ingredients."

On the right side of the search results, there is a list of search results. The first result is "Ultimate Guide to Choosing Sunscreen & Using It - Mole Check Clinic" with a snippet: "How Do You Choose the Right Sun Protection Factor (SPF)? First of all, you should choose a broad spectrum sunscreen th...". The second result is "14 Best Sunscreens for All Year Round" with a snippet: "May 17, 2023 — There is no one 'best' sunscreen — the best type depends on you, the activities you're planning to do, and...". The third result is "6 Things to Look for When Buying Sunscreen | APT Medical Aesthetics" with a snippet: "Buying Sunscreen: 6 Factors to Consider * Look for High SPF Coverage. The first step is choosing a sunscreen with a SPF of...". A "Show all" button is located at the bottom of this list.

Remember these?

↳ Is SPF 30 enough or is 50 better?

↳ What should you check before buying a sunscreen?

↳ Can I wear waterproof makeup alongside a sunscreen?

Ask a follow up...



A hand holding a stack of coins, set against a blue background with glowing gold particles and a faint digital grid. The text is overlaid on the hand and coins.

**70% already trust
generative AI
search results**

Gartner®

A silhouette of a person stands on a beach, looking out at the ocean under a large, bright moon. The scene is monochromatic, with various shades of blue. The moon is a large, glowing circle in the upper right, and the person is a small silhouette on the left. The text is overlaid on the moon.

**How do I get into the
conversation?**

**How do I stay in the
conversation?**

**How am I doing
for conversation
Right now?**

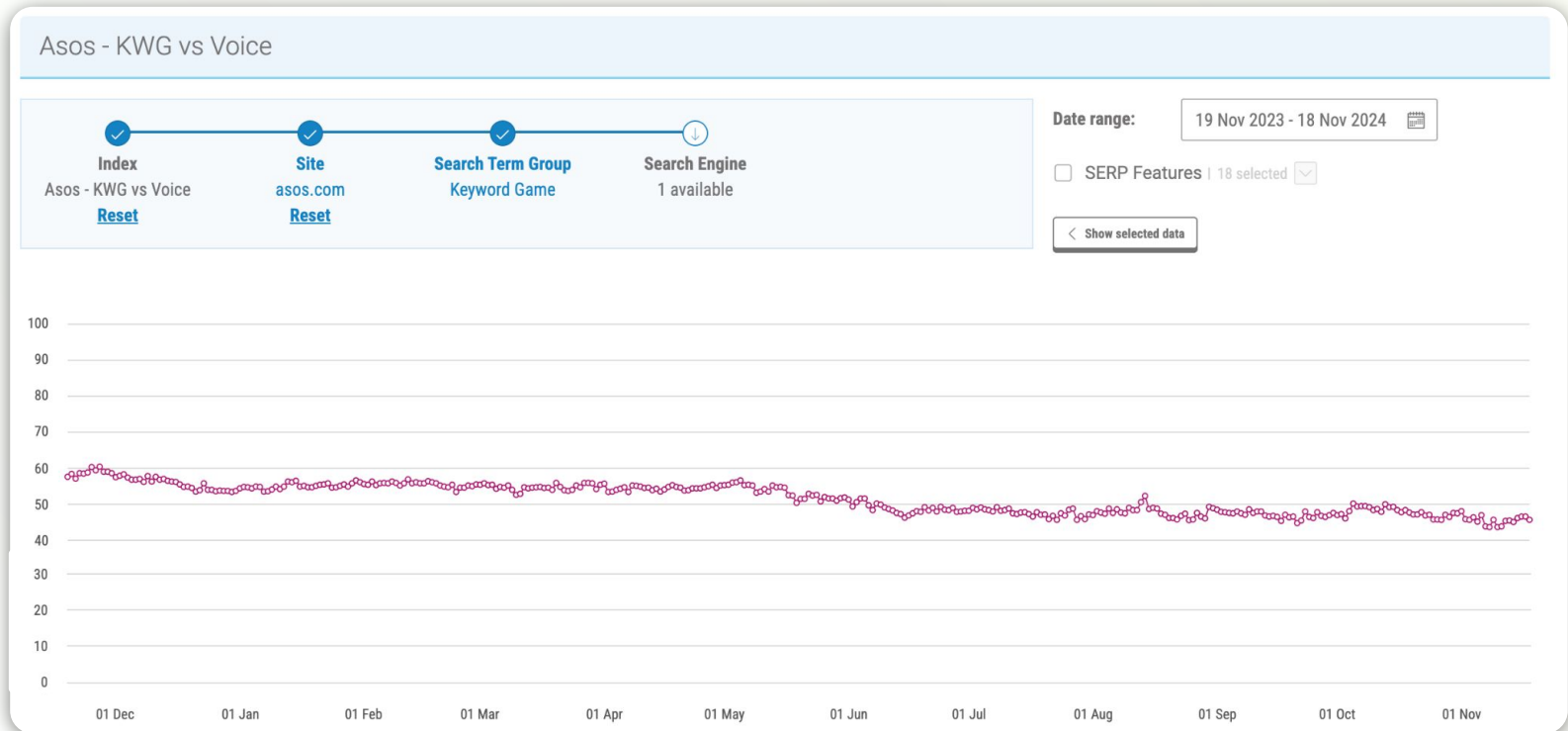


Build conversational equivalents

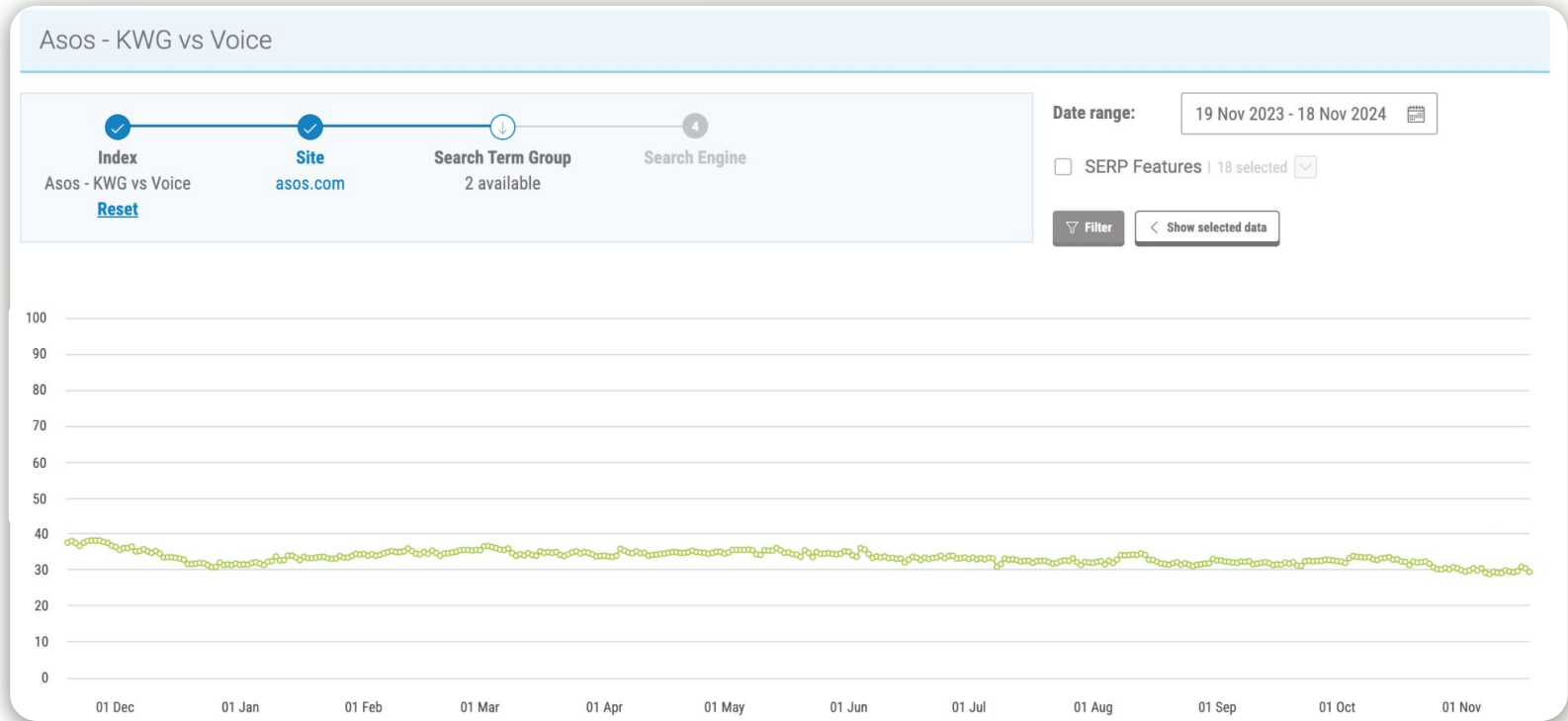
Poll

Does your target keyword list include conversational equivalents?

ASOS | 12 month visibility - KWG

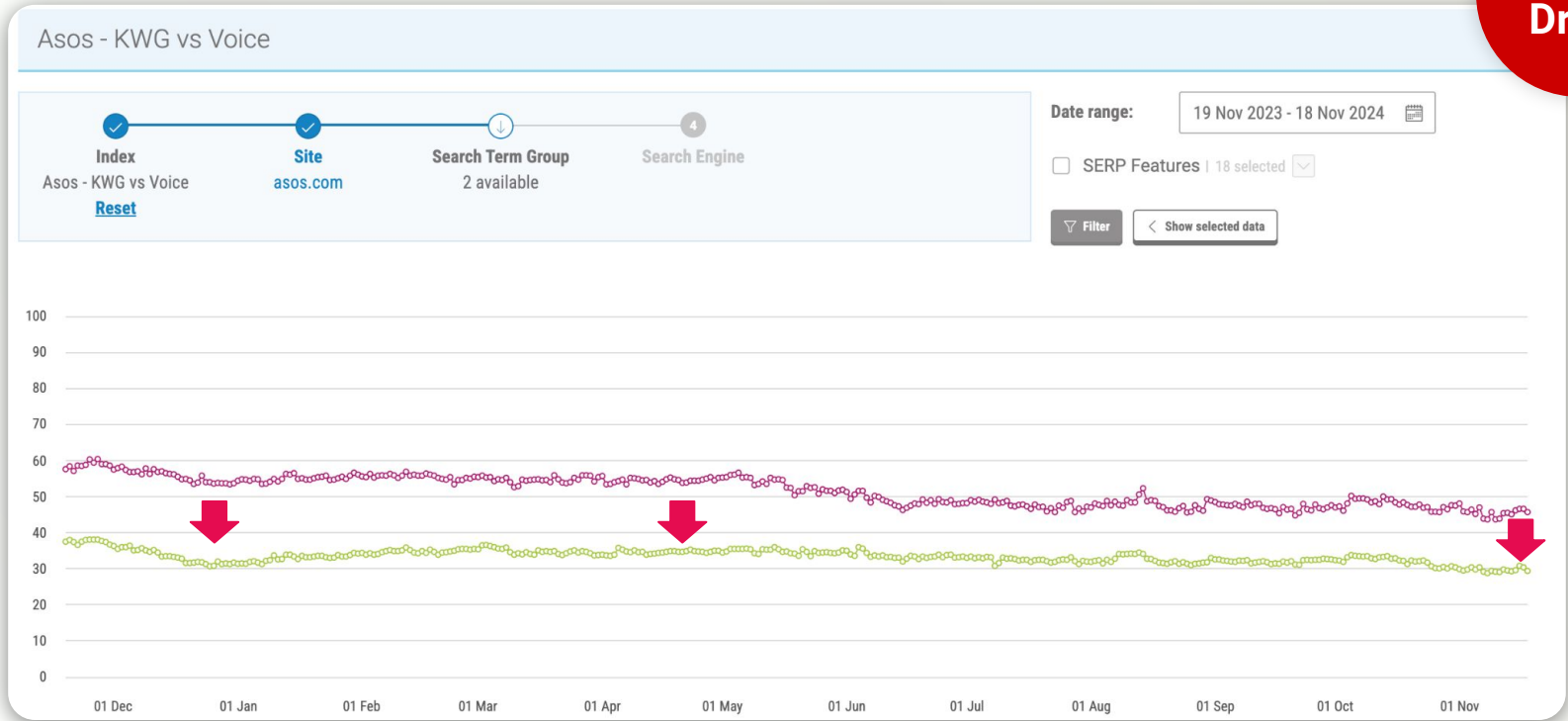


ASOS | 12 month visibility - Conversation



ASOS | 12 month visibility - KWG v Conv

36%
Drop!



ASOS | 12 month visibility - KWG v Conv



Pi KWG to conversation builder

By J Earnshaw 

takes a file or list of keywords to convert to conversational
equivalents

let's do this

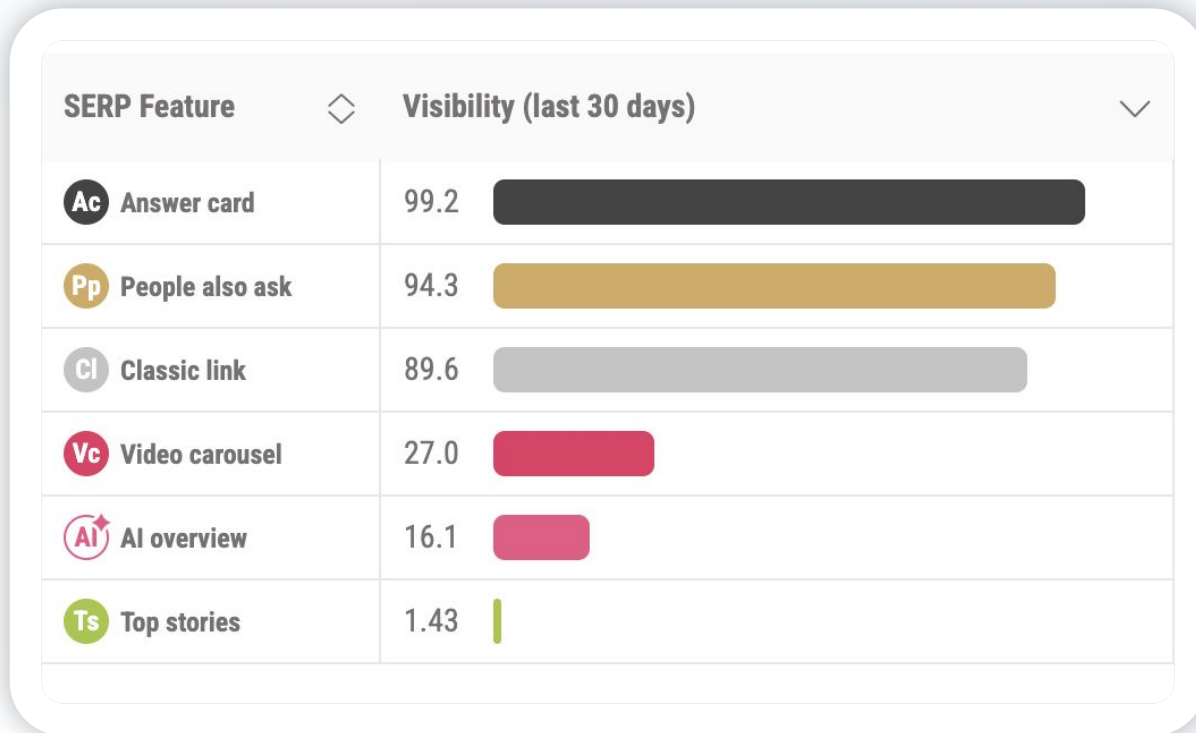
3

Getting into the conversation

1. Own that real-estate (AIO)
2. Link for conversation
3. Send quality signals (for humans)
4. Think long tail (over volume)
5. Study the conversation(s)

3.1

Own that real-estate



Crypto staking is the process of locking up digital tokens to a blockchain network in exchange for rewards. Staking can help to

Earn passive income

Stakers can earn more cryptocurrency in exchange for locking up their crypto for a set period of time

Support crypto projects

Staking can help support crypto projects that the staker likes

Contribute to blockchain security

Staking helps to ensure that only legitimate data and transactions are added to the blockchain

Make the blockchain more efficient

Staking is considered to be a more efficient of-work method.

Here's how staking works:

1. The staker locks up their crypto tokens in a staking contract.
2. The staker runs the associated validator software program.
3. The staker earns rewards, usually calculated as a percentage of the tokens staked.

Some staking partners may require the staker to lock up their crypto for a set period of time. This means that the staker won't be able to unstake and sell their crypto during this period.


Staking crypto comes with some risks, including price changes and the possibility of not being able to access the crypto for a period of time.



Search results for 'What is Staking':

- What Is Staking In Crypto? – Forbes Advisor INDIA
4 Apr 2024
Forbes
- Crypto Staking Explained: How It Works, Types, & Risks – Britannica
What is cryptocurrency staking? Crypto staking is the practice of locking your digital tokens to a blockchain...
- What is Crypto Staking? – Bankrate
— You may have to lock up your...
Some staking partners may require you to...
- What Is Staking – Forbes Advisor
10 May 2024
Forbes
- What Does Proof-of-Stake (PoS) Mean in Crypto? – Investopedia
13 Jun 2024 — What Is the Difference Between Proof-of-Stake and Proof-of-Work? Proof-of-Stake (POS) uses...

AI Overview


Crypto staking is a way to earn rewards by locking up digital tokens in a blockchain network for a set period of time. In exchange, the staker receives more cryptocurrency, usually as a percentage of the tokens staked. 

Here are some benefits of staking:

- Earn passive income: Staking can be a way to earn money without actively trading coins.
- Support crypto projects: Staking can help support crypto projects that the staker likes.
- Make the blockchain more secure: Staking helps ensure that only legitimate data

Show more 

Staking is when you lock crypto assets for a set period of time to help support the operation of a blockchain. In return for staking your crypto, you earn more cryptocurrency. Many blockchains use a proof of stake consensus mechanism. 4 Apr 2024

 Forbes
<https://www.forbes.com> › investing › cryptocurrency

[What Is Staking In Crypto: How Does It Work - Forbes](#)

AI Overview domination

=

Answer Card + Blue Link

3.2

Link for the conversation
(Build topical authority)

Link for the conversation

- Think about search like a conversation
- Stop thinking 'Q&A'
- Think of all the possible questions
- Connect content through questions

PAA presence 60.9%

Total Qs 105

Unique Qs 105

Qs views 78.0K

19 Nov 2024

Answer domains 77

Top answer domains



expand

Top question starting phrases



expand

Filters Columns CSV Download

Question	Answer URL	Search terms	Total Q views
What t-shirts are the best quality?	https://www.rollingstone.com/product-recommendations/lifestyle/best-t-shirt-brands-1003946/ + 1 more	3	3,820
Who makes the best quality men's shirts?	https://www.hockerty.uk/en-uk/blog/best-dress-shirt-brands	2	3,080
What brand is best in boots?	https://www.marieclaire.com/fashion/best-boots-brands-for-women/	1	1,990
What are good everyday boots for men?	https://www.menshealth.com/style/g39033377/best-boots-for-men/	1	1,990
What do Chelsea boots mean?	https://en.wikipedia.org/wiki/Chelsea_boot	1	1,990
How should boots fit men?	https://www.timberland.com/en-us/faq/what-is-a-chelsea-boot	1	1,990
What brand of hoodies are the best?	https://www.outsideonline.com/outdoor-gear/clothing-apparel/our-favorite-do-it-all-hoodies/	1	1,760



Internal linking opportunities

Enhanced with AI

NEW



← Page performance breakdown

+

Search term: lose weight without exercise | URL: https://www.forbes.com/health/weight-loss/how-to-lose-weight-without-exercise/

LOW

Recommendation

Create 19 new links on the respective listed pages

Actions

19

19 Todo

Completion

0.0%

0 Done

Assigned to

Unassigned

Assign to

0

0

Check all

Uncheck all

Columns

CSV Download

Apply selection to



Recommended internal links	Recommended action	Current anchor text	Recommended anchor text	Image link?	nofollow	Status
<input type="checkbox"/> https://www.forbes.com/health/nutrition/diet/best-diets-for-weight-loss/	Create	-	lose weight without exercise	No	-	Todo
<input type="checkbox"/> https://www.forbes.com/health/nutrition/diet/easiest-diets-to-follow/	Create	-	lose weight without exercise	No	-	Todo
<input type="checkbox"/> https://www.forbes.com/health/nutrition/foods-to-eat-to-lose-weight/	Create	-	lose weight without exercise	No	-	Todo
<input type="checkbox"/> https://www.forbes.com/health/weight-loss/fast-way-lose-weight-women/	Create	-	lose weight without exercise	No	-	Todo
<input type="checkbox"/> https://www.forbes.com/health/weight-loss/fasting-to-lose-weight/	Create	-	lose weight without exercise	No	-	Todo
<input type="checkbox"/> https://www.forbes.com/health/weight-loss/how-to-lose-10-pounds-in-month/	Create	-	lose weight without exercise	No	-	Todo

3.3

Send Quality Signals
BUT don't over-do it

3.4

Think long tail/conversation

Think long tail/conversation

- Don't obsess with high search volumes
- Start with autocomplete
- Think about topics
- Think - how might the conversation evolve?

3.5

Study the conversation

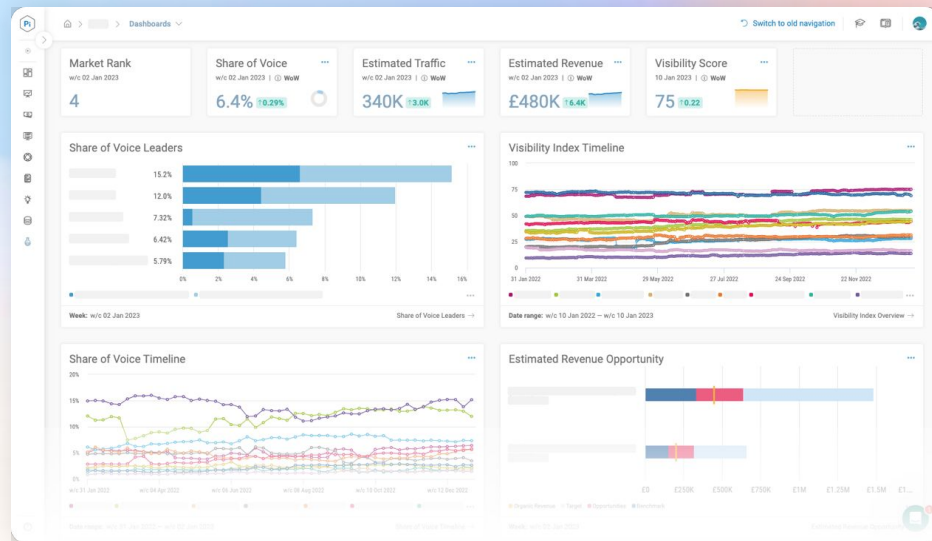
Takeaways

- Embrace the conversation
- Keep searching beyond 'ten blue links'
- Remember - even keywords lead to conversations
- Analyse your performance for conversation NOW
- Study the SERP - own that real-estate
- Don't obsess with volumes - obsess with intent
- Link intentionally
- Don't over-optimize!



Would you like a demo of Pi Datametrics?

Combining software, data and people, our SEO platform helps eCommerce brands increase traffic, improve brand visibility and boost ROI.



Pi's conversational keyword builder GPT

Maximize your content's relevance in the age of conversational search by transforming your trophy search terms into conversational phrases



Use for free

Q&A

Thanks for watching!



The search intelligence platform

Get in touch



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