Content for the Robots

Creating Content for Humans that is Favored by Robots

Presented by:

A. Lee Judge, Hexagon and Content Monsta

LinkedIn.com/in/ALeeJudge

Disclaimer:

1. I am not a Robot
2. The Robot referenced here is “the Algorithm.”
   - Only a few people (and robots) truly know the Google algorithm.

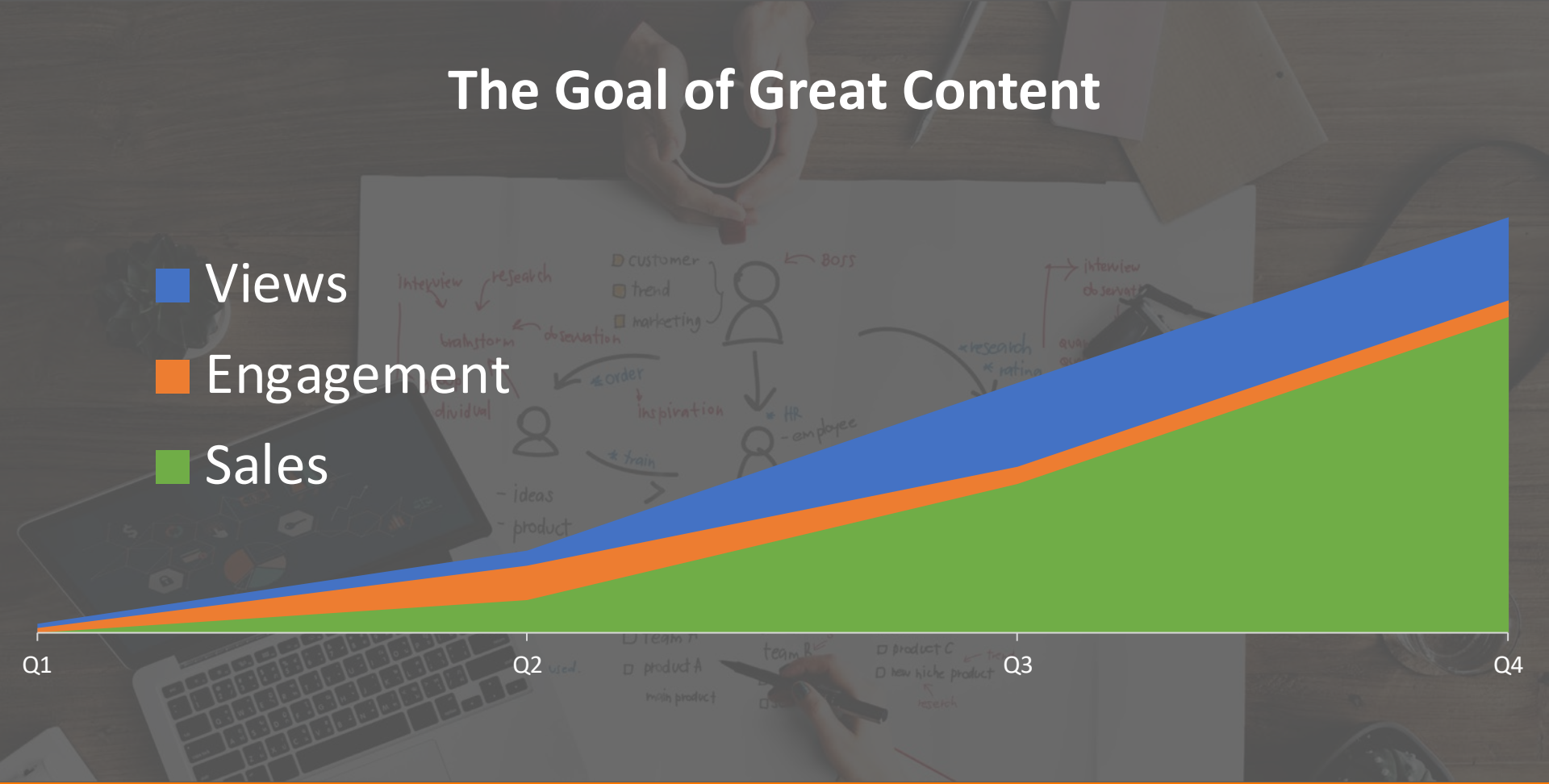
But I will give you tips to lead you in the right direction - plus some direct instructions from Google.

“I hate the word content. It implies words on a page, a commodity to be produced, separated from the value it creates.”

~ Cyrus Shepard

Founder at Zyppy.com/Moz Contributor

The Goal of Great Content



Why Content Doesn't Get Attention from the Robots

Because the Content:

- Is Lead by our own biases
- Lacks proper research
- Ignores the technical steps
- Is Unclear to the Gatekeeper
- Overlooks multimedia formats

Create content for the robot that is trying to think like a human.

Tactics for Specific Content Types

1. Images
2. Text
3. Audio
4. Video

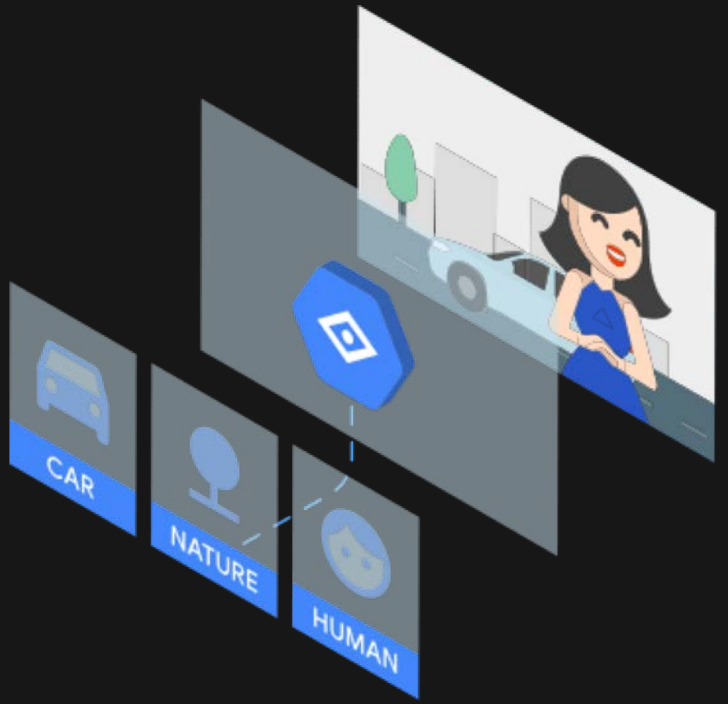
"A picture paints a thousand ~~words~~ points of data"

~A. Lee Judge

1 Image Content

This is from Google's Cloud Vision product (the sell it.)

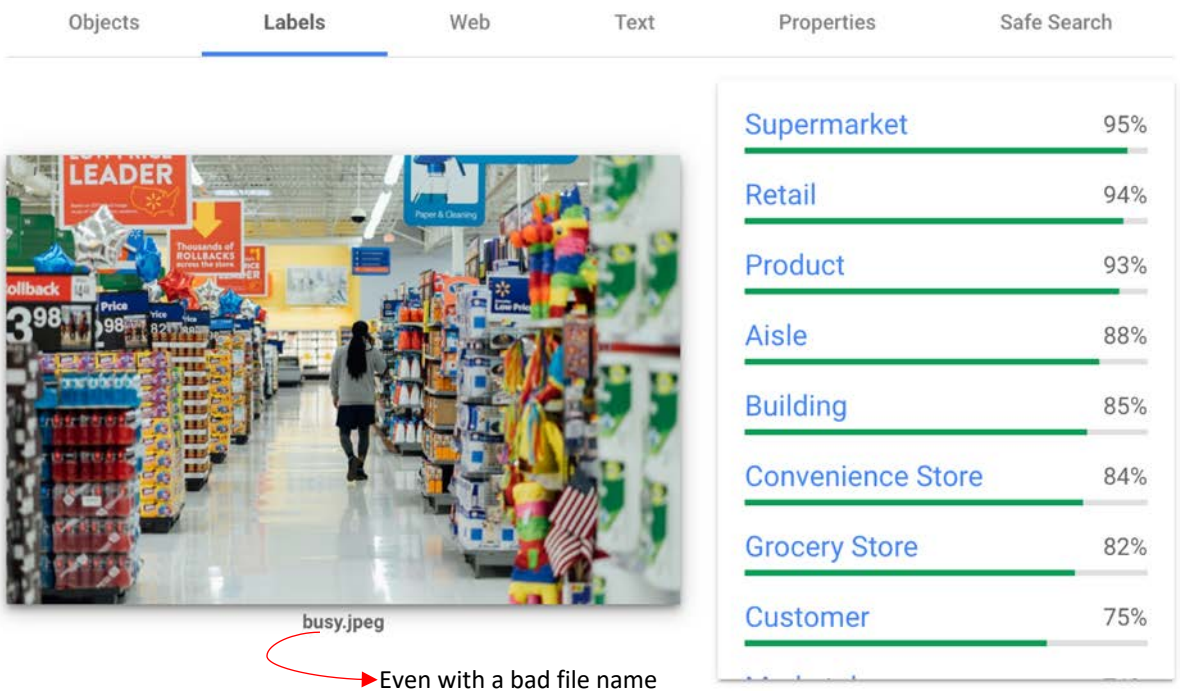
- It shows Google's ability to understand your images.
- This information can be used to improve your image so that it accurately reflects the topic of your web page.



https://cloud.google.com/vision/docs/drag-and-drop

These are seven ways Google's image analysis tools classifies uploaded images:

1. Objects
2. Labels
3. Web Entities
4. Text
5. Properties
6. Safe Search
7. **Faces**



Google associates Images with Words and Pages

Faces | Objects | Labels | **Web** | Properties | Safe Search

LinkedInPhoto_ALJ_300px.jpg

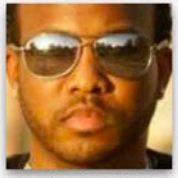
Web Entities

Marketing	0.5417
Digital marketing	0.4037
Company	0.3595
Advertising	0.323
Smarketing	0.3133
CMO and Co-Founder	0.2834
LinkedIn	0.2772
Software as a service	0.2644
Organization	0.2596

Pages with Matched Images

https://www.forbes.com/sites/forbesagenc...

Objects | Labels | **Web** | Properties



DjJudgeMental.jpeg

Web Entities

Disc jockey	0.2
Glasses	0.2
LinkedIn	0.1
Moustache	0.1
Radio personality	0.1
Person	0.1
Television	0.1
Turntablism	0.1
DJ Judge Mental	0.1
Maybe It's Time	0.1
DJ Judge Mental	0.1

Text within images

Faces | Objects | Labels | Logos | Web | **Text** | Properties | Safe Search

+Block 12

Joe Pulizzi

+Block 13

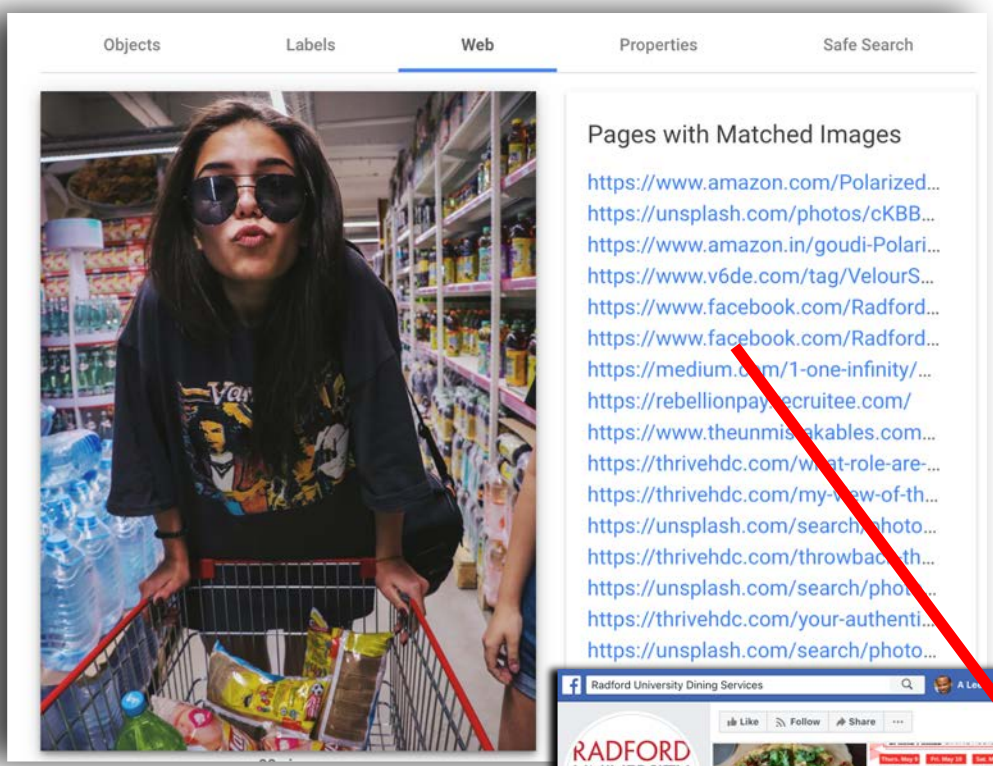
VoePulizi

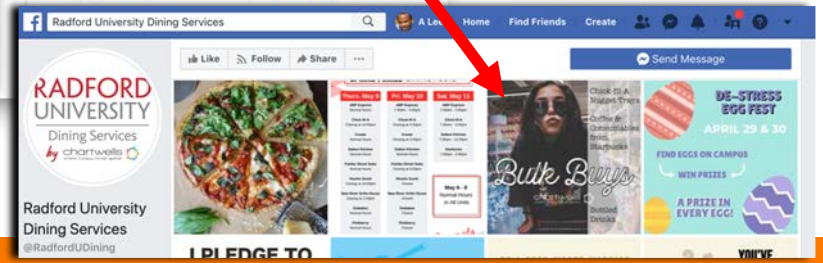
+Block 14

A . Lee

Judge Content Monst @ aleejudge

+Block 15





- **Make sure images match keywords**
- **Limit Free Images (they get over-used)**
- **Forget potential image SEO juice if you do**

However, anything is better than nothing.

"Content with at least one image significantly outperformed content without any images."

~ Backlinko **Analyzed 1 Million Google Search Results**

So… Does Google rank based on Images?

- In the past (2011) they said they would in the future
- Now, (the future) they are obviously more intelligent about image content
- If images are being analyzed, why would you not want original images?
- Image Results - you have little chance at showing up with a stock image

At very least, do the easy stuff that Google has confirmed:
Include descriptive titles, captions, filenames, and Alt Text

2 Text Content

"The most valuable of all talents is that of never using two words when one will do."

~Thomas Jefferson

2 Text Content

"The most valuable of all talents is that of never using two words without considering the meta."

~A. Lee Judge (thanks Thomas Jefferson ☺)

Group Exercise

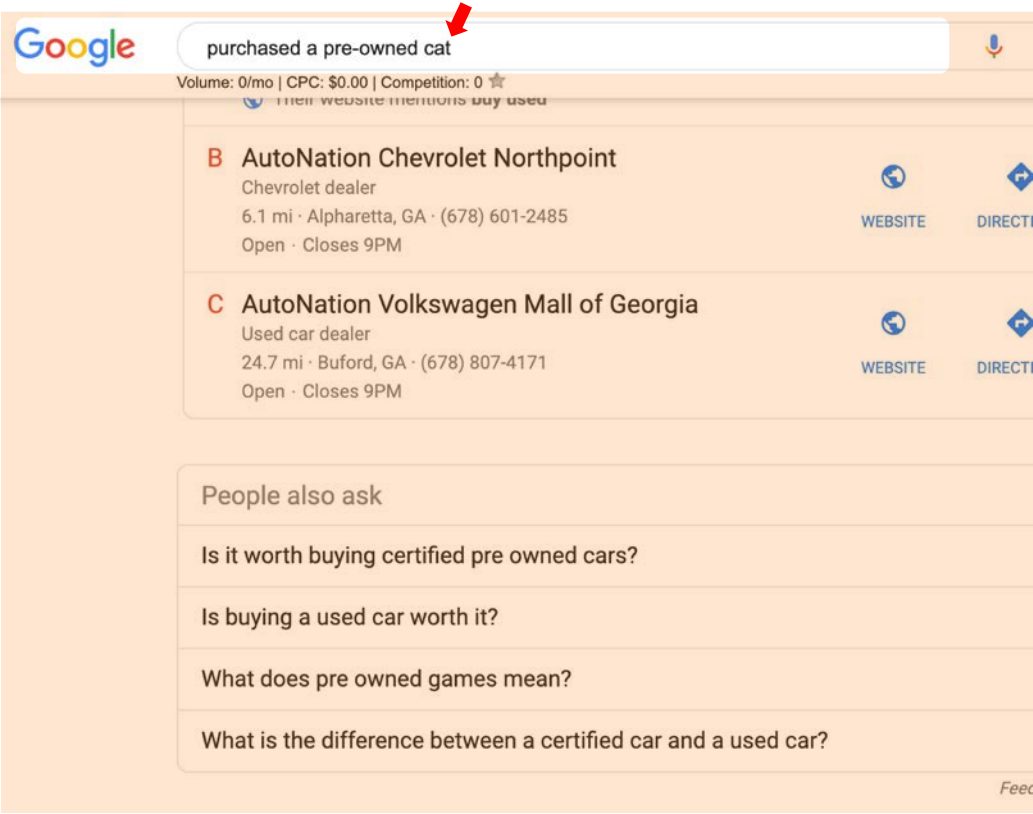
Lesson 1: Call it what it is

How do your customers
speak about your offering?

What if what YOU call your product or service only has meaning to YOU?

Your
“Pre-Owned Cat”
Business!

- Robots won’t find you
- Prospects wont’ find you
- Your Pet Store ads will fail



Case Example – Software Company

They developed a chatbot technology to intelligently assist customer service agents.

Researched PPC Keywords Used by the Industry AND their Competition

- Chatbot
- Customer Service
- Call Center Automation
- Customer Service Chat

Keywords In Their Content

- Intelligent Assistant
- Intelligent Self Service
- Agent Assistant
- Customer Assistant

When these words → Lead to these pages = BOUNCE!

Make sure the PPC keywords you pay for…

Match the keywords on the page that you point to!

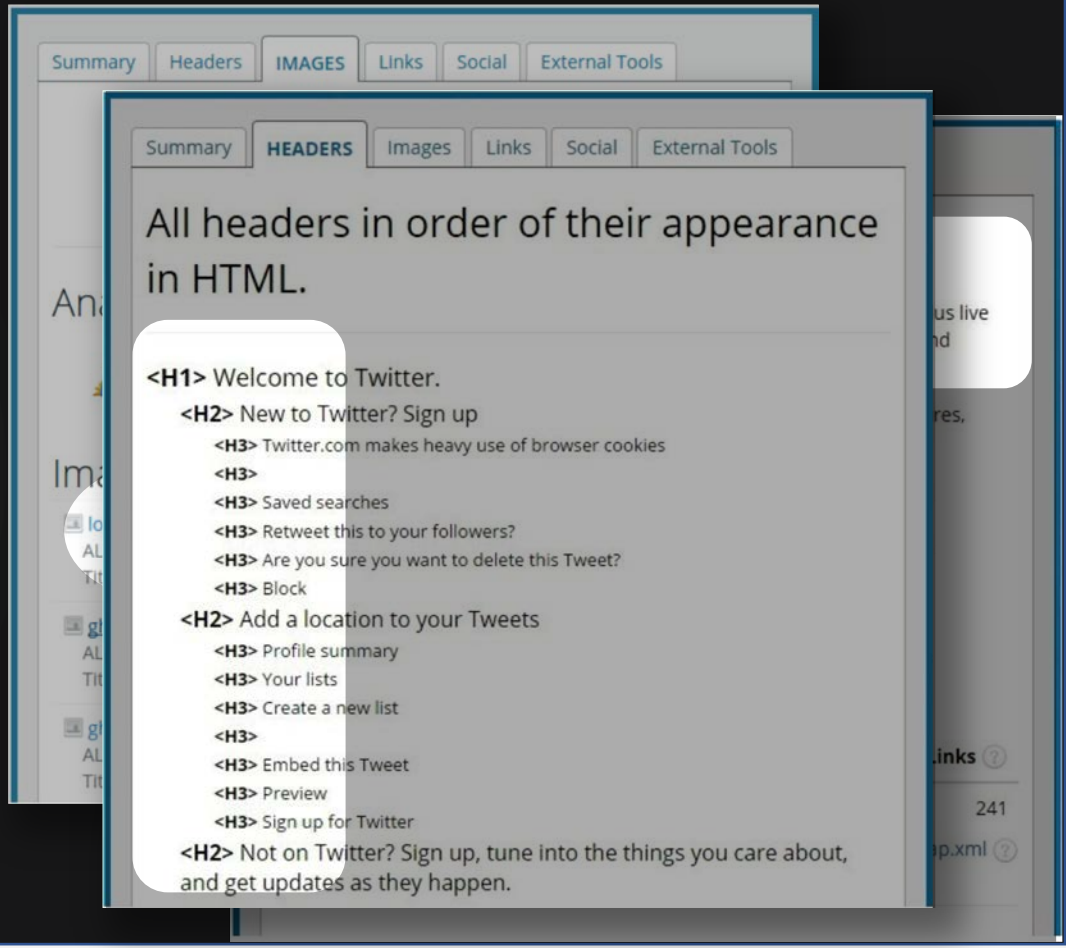
Lesson 2: Bad Structure Kills Content!

- Header Structure
- Page Title
- Page Description
- Keyword Density / TD-IDF

Note: Don't leave SEO to your web designer!

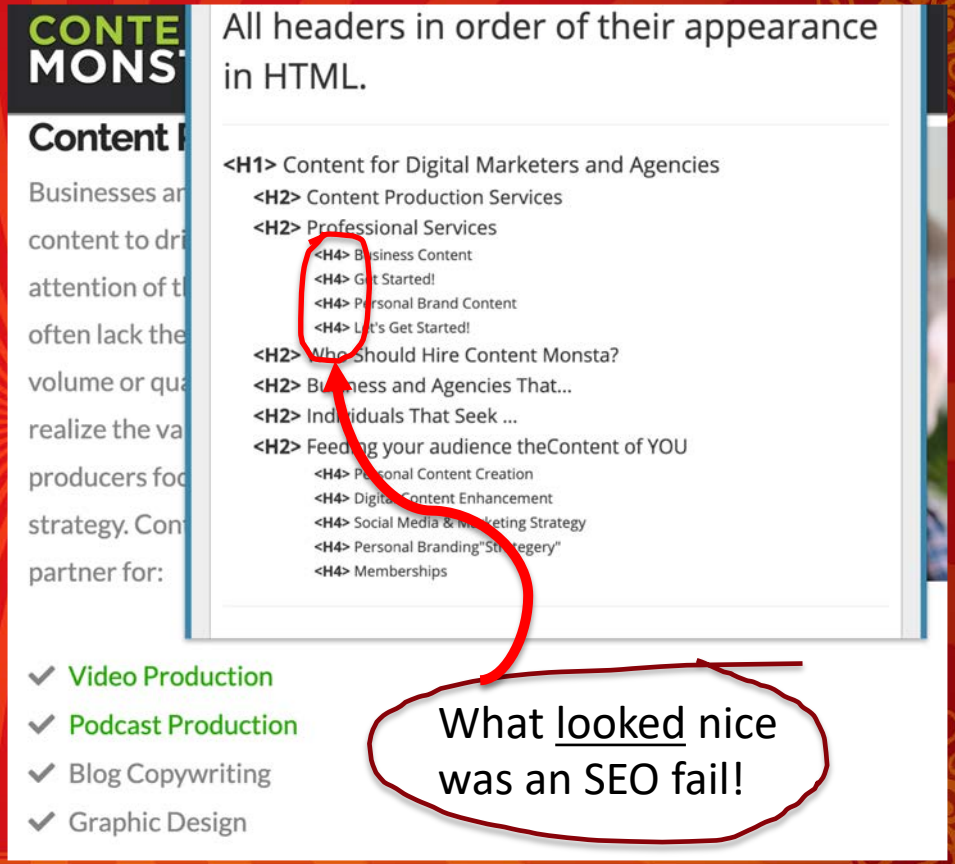
SEO META in 1 CLICK

Offered by: www.seo-extension.com



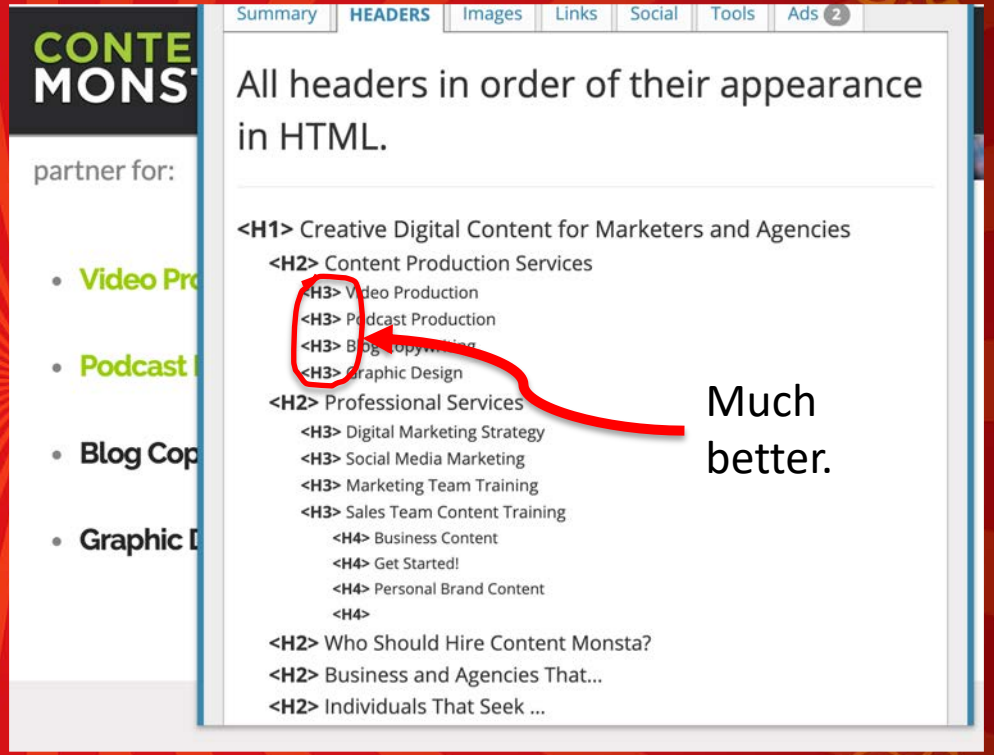
Simple tweaks to your Header tags can make a tremendous difference.

<H1> = What the page is about
<H2> = The main points of the page
<H3> = Detailed sections in the page



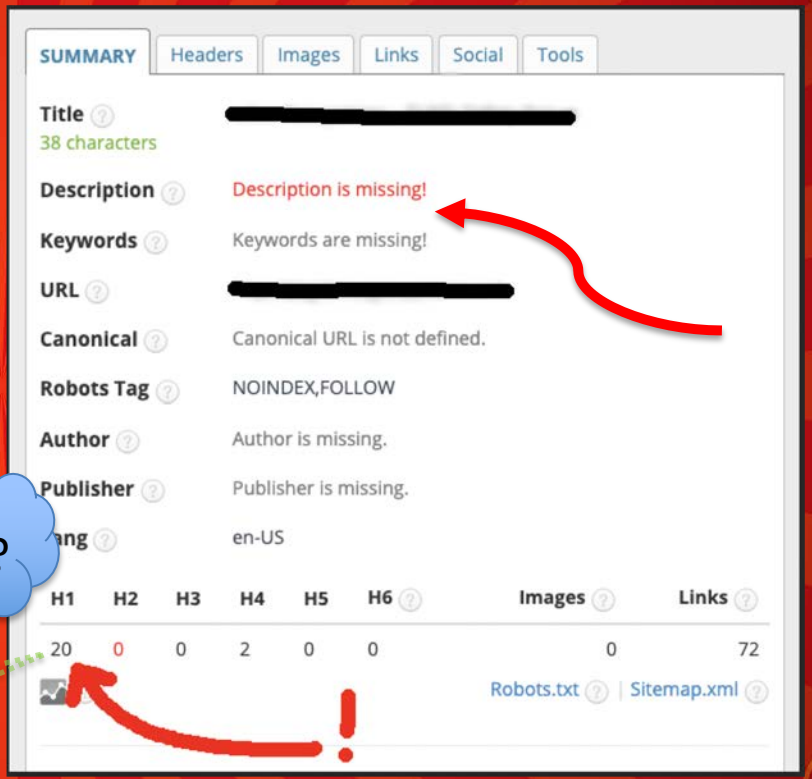
Simple tweaks to your Header tags can make a tremendous difference.

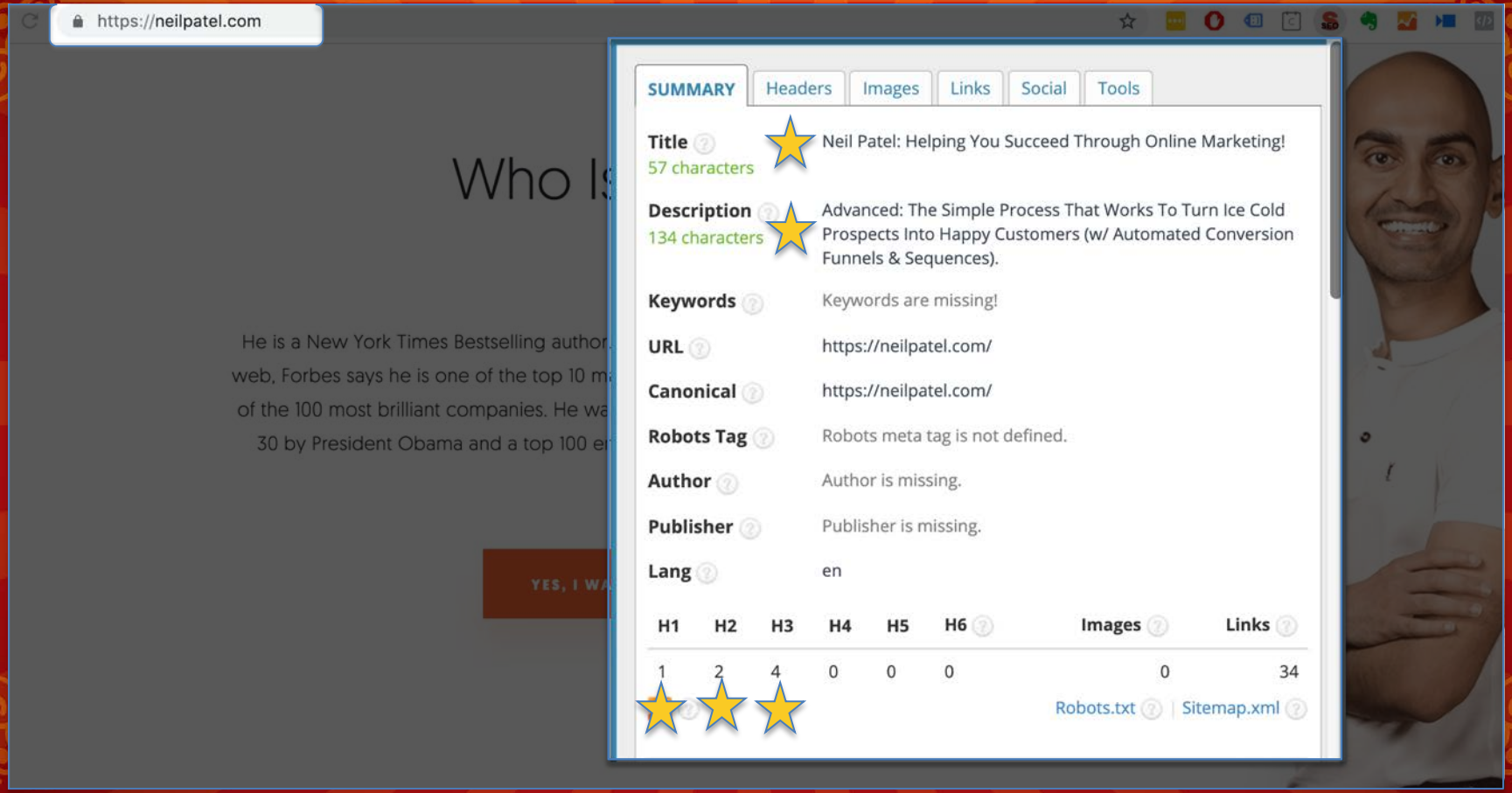
<H1> = What the page is about
<H2> = The main points of the page
<H3> = Detailed sections in the page



Don’t be this guy…

No Description
<H1> = 20 of them!!!
<H2> = 0
<H3> = 0




https://neilpatel.com
Who I
He is a New York Times Bestselling author
web, Forbes says he is one of the top 10 m
of the 100 most brilliant companies. He wa
30 by President Obama and a top 100 e
YES, I W
SUMMARY
Headers
Images
Links
Social
Tools
Title
57 characters
Neil Patel: Helping You Succeed Through Online Marketing!
Description
134 characters
Advanced: The Simple Process That Works To Turn Ice Cold Prospects Into Happy Customers (w/ Automated Conversion Funnels & Sequences).
Keywords
Keywords are missing!
URL
https://neilpatel.com/
Canonical
https://neilpatel.com/
Robots Tag
Robots meta tag is not defined.
Author
Author is missing.
Publisher
Publisher is missing.
Lang
en
H1 H2 H3 H4 H5 H6 Images Links
1 2 4 0 0 0 0 34
Robots.txt | Sitemap.xml

Term Frequency–Inverse Document Frequency (TF-IDF):
A complex numerical statistic that is intended to reflect how important a word is to a document in a collection set

At a high level, we just need to know it as as *keyword density*.

Although it's not as much about keyword density but more about
having enough relevant content.

Google chocolate chip cookies

Which page ranks for Chocolate Chip Cookies?

- **Have <u>enough</u> relevant content compared to other site's pages**
- **Deep = More relevant**

TF-IDF

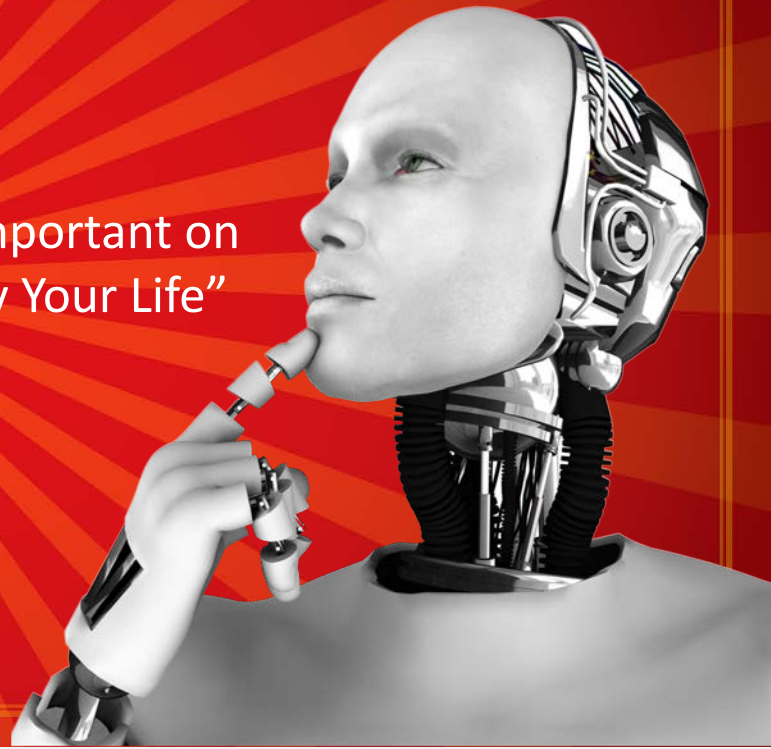
A. Most Relevant	B. Unfocused/Shallow
chocolate chip	chocolate chip
chocolate chip	sugar
chocolate chip	double fudge
chocolate chip	rainbow
2,000 words	2,000 words

Robots Love to **E-A-T**

E-A-T in SEO stands for:

- **E**xpertise
- **A**uthoritativeness
- **T**rustworthiness

Extremely important on "Your Money Your Life" websites.



Page Formula for 2020

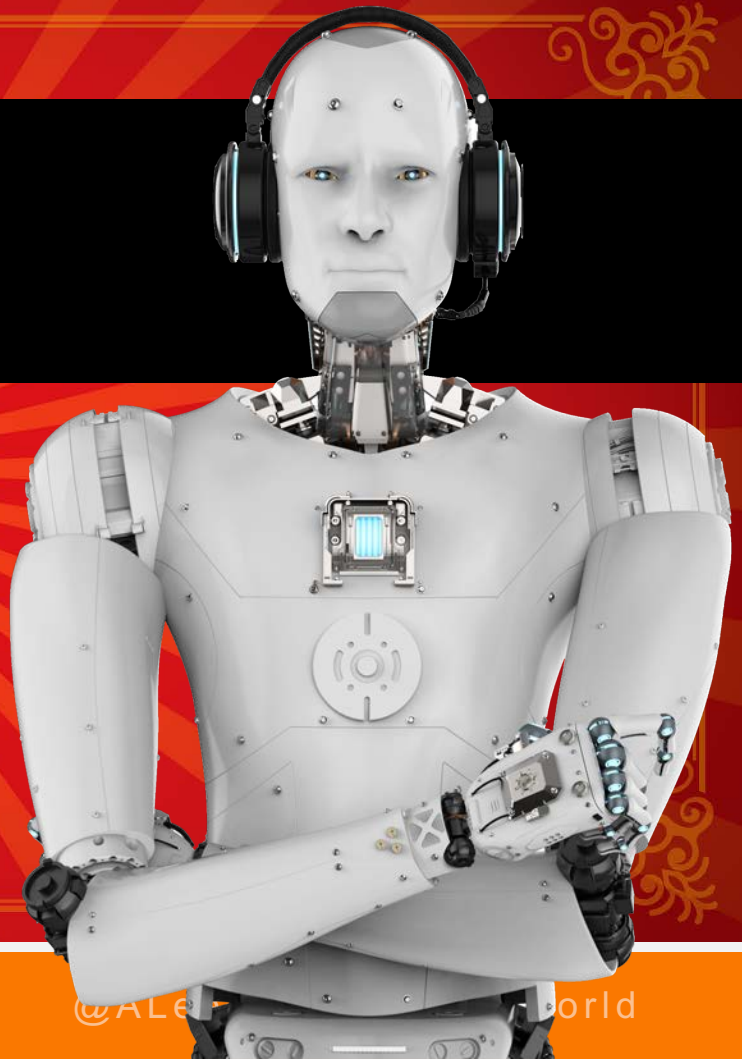
- 1200 - 2000 words
- 3-5 Images
- 2-5 Videos
- <H1> Only 1 – Properly Keyworded with Title
- <H2> 4-8 as Subtitles
- <H3> for additional structure
- Properly keyworded Meta description
- 1-3 Relevant External Links
- 1-3 Relevant Internal Links
- 1 Table of Contents / Bullet List (think about the search results features!)

My favorite Keyword Search Tools

1. Free
   a. AnswerthePublic.com
   b. Ubersuggest.io
   c. questiondb.io
   d. Google autocomplete
2. Paid
   1. SEMRush
   2. Moz
   3. keywordtool.io

3 Audio Content

"Do you see what I'm saying?"



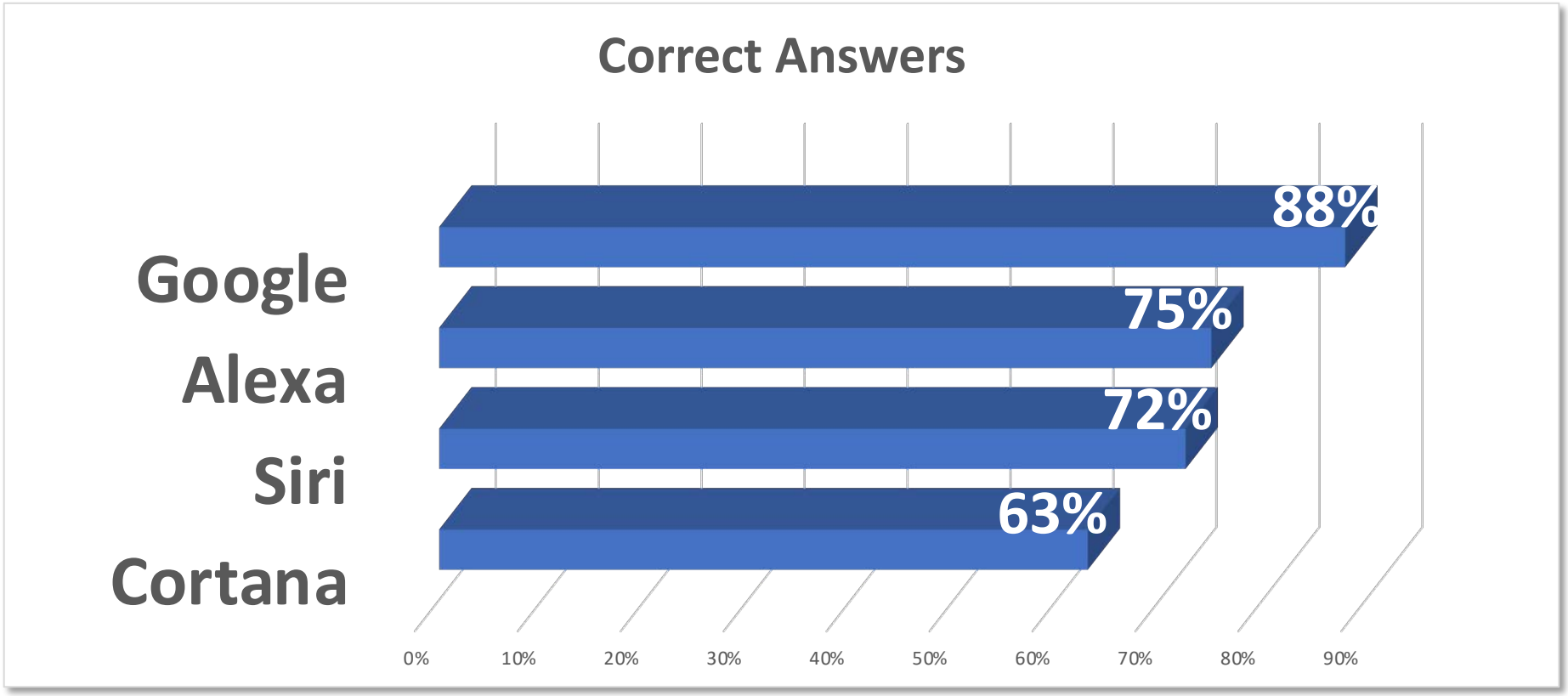
SPEAKING OF SEARCH

SPEAKING OF SEARCH

Voice Search Tips for your Text

- Answer questions
  - What are..
  - How to…
  - How do I…
  - “Top X…” lists
- 1-2 sentence Answers
- Deep supportive follow up info

Think “Featured Snippet” Optimized



Your Answer Content Matters!

Loup Ventures 2019 Research

Podcast Audio

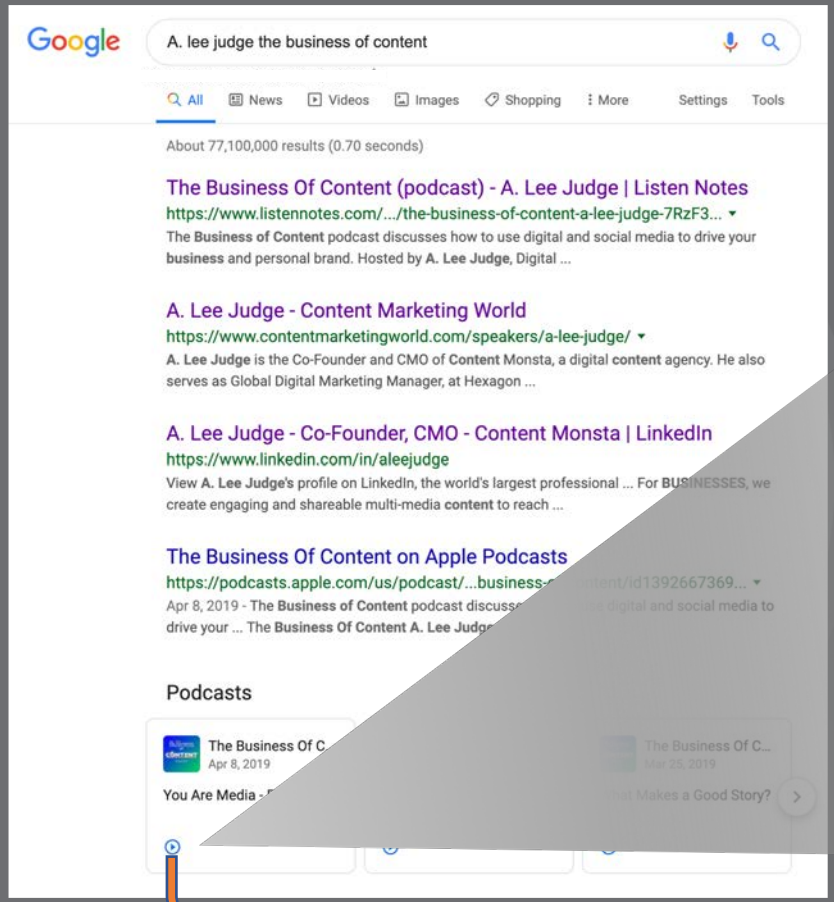
Add show notes with additional content and links

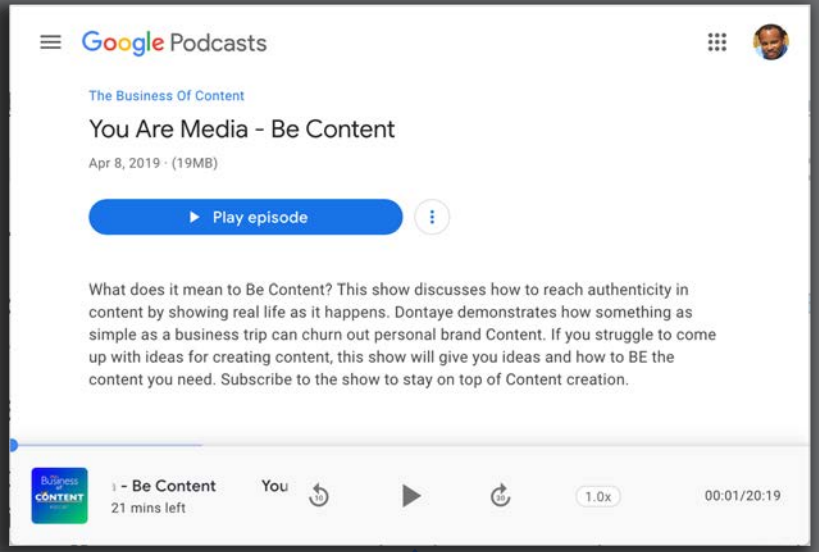
Create Blogs from Transcripts

- Podcasts are rich with natural language keywords
- Likely to be original

Podcast Audio

Google has recently begun to include **playable** podcast episodes directly within its search engine results pages.





Audio Actions to Take Now

1. Repurpose text and video into Audio
2. Make sure your text answers questions for voice search
3. Transcribe Podcasts
4. Add descriptions and other meta to podcasts
5. Make sure you distribute to Google Podcasts

4 Video Content

"Video is the Queen, and we know who runs the castle."

~A. Lee Judge

WISTIA

YouTube

brightcove

vimeo

vidyard

Video Meta: More than meets the eye

Video Meta:

- **Compelling Title – Frontloaded with Keywords**
- **Accurate & Detailed Description**
- **Video Tags – Only use a few relevant ones**

Always have a YouTube version because…. Google.

vidyard vimeo brightcove YouTube WISTIA

Auto transcript shows that YouTube clearly knows what is said in video.

DASHBOARD

VIDEO MANAGER

Videos

Playlists

LIVE STREAMING

COMMUNITY

CHANNEL

ANALYTICS

TRANSLATIONS & TRANSCRIPTIONS

CREATE

YOUR CONTRIBUTIONS

Help and feedback

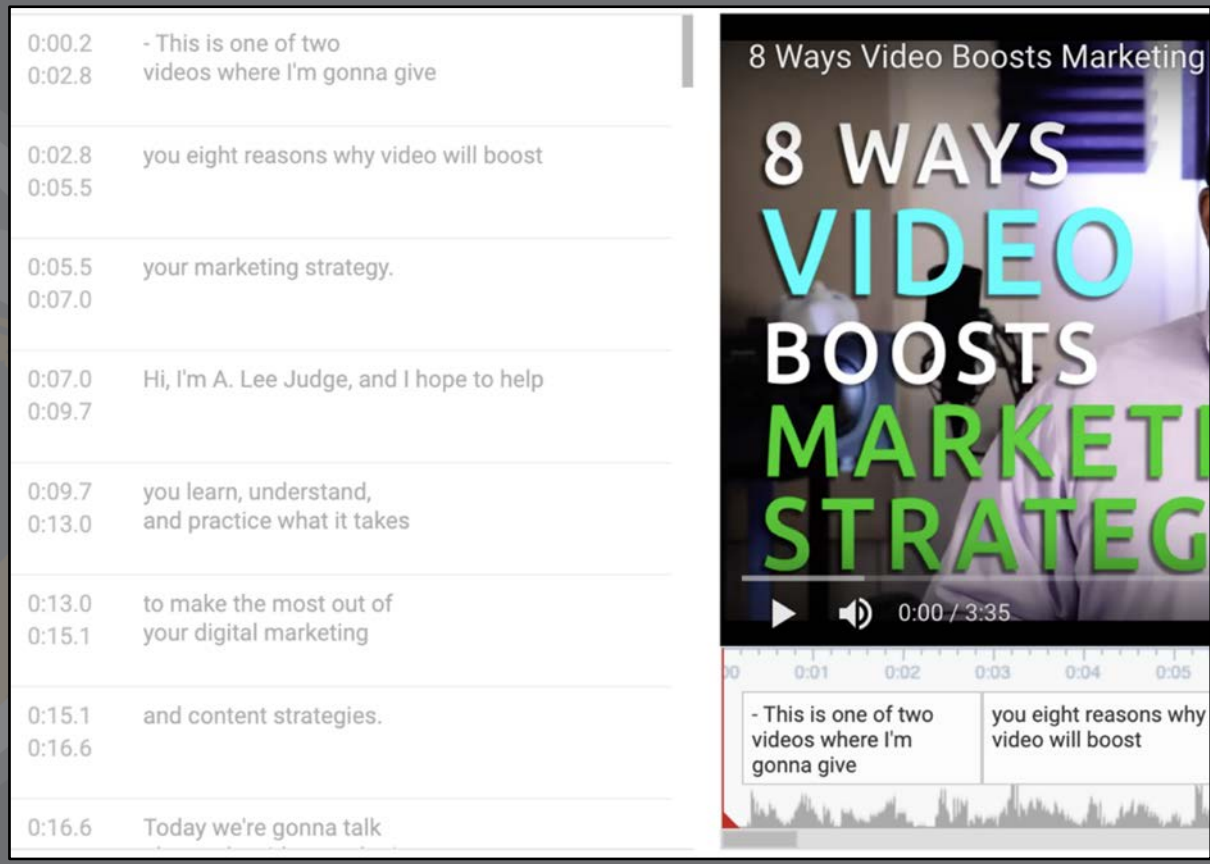
Subtitles/CC source: A. Lee Judge

Actions

0:36.2 0:40.3	neglect market share and your future opportunities. This is where marketing
0:40.3 0:43.8	the area that should be in charge of your website, fills that void it's
0:43.8 0:48.1	Marketing's job to bridge the gap between the awesome salesperson that awesome product
0:48.1 0:52.4	and ultimately that awesome customer. Today's buyer wants to and will research
0:52.4 0:56.4	before talking to someone. That just emphasizes the fact that people in
0:56.4 1:00.2	general don't like to be sold to. They want to take the customer journey on
1:00.2 1:03.9	their own and self-guided. What does that mean from marketing standpoint? It means...

For all other video platforms, still upload a caption file (.srt) so that their robots can see what you're saying.

- Facebook
- LinkedIn
- Video Hosts



Action Item Summary

- Text - Review page meta!
  - Update with current information, stats, and links
- Images - Update with keywords in mind
- Video - Update meta - Create more video
- Audio - Create searchable audio (Podcasts)
  - Use new content or convert existing video and text

www.LinkedIn.com/in/ALeeJudge

www.ContentMonsta.com
Judge@ContentMonsta.com

Global Digital Marketing Manager

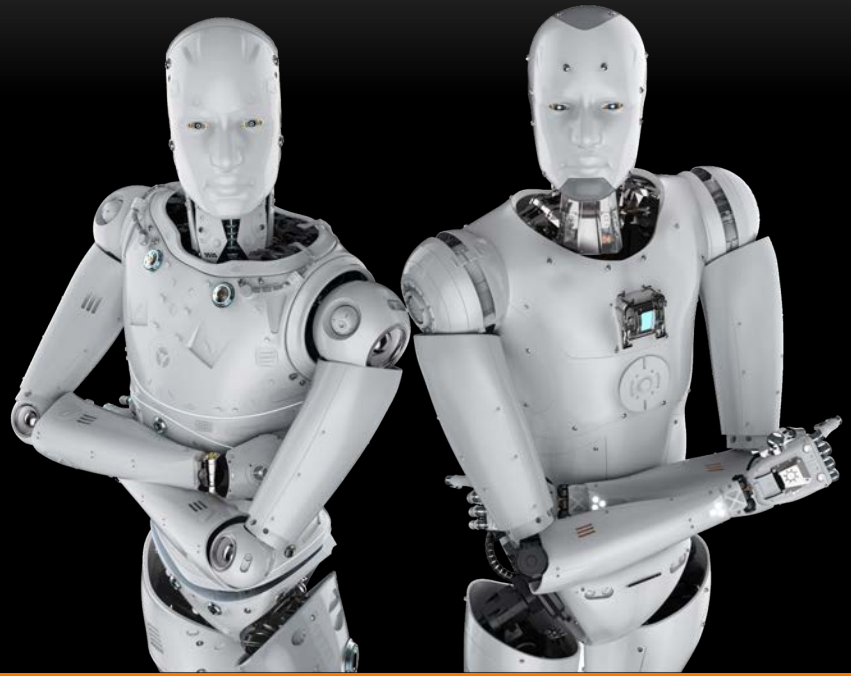
HEXAGON

CMO, Co-Founder

CONTENT MONSTA

A. Lee Judge

www.ContentMonsta.com/resources



“We have very high Page Quality rating standards for YMYL pages because low quality YMYL pages could potentially negatively impact users’ happiness, health, financial stability, or safety.”

~ Google

“Google uses 1000s of signals to rank web pages. Nobody knows what they all are (and anyone who claims otherwise is fibbing).”

~ Cyrus Shepard

Founder at Zyppy.com/Moz Contributor

Two Types of Ranking Signals

- **Primary**
  - Algorithm signals mentioned by Google or highly proven
- **Secondary**
  - Items that are not signals but have a direct affect on them

Examples

Secondary/Unofficial

- Pogo-Sticking
- User Experience
- Multimedia
- Content Value

Primary

- Time on Site
- Click Through Rate
- Meta data