



# Content for the Robots

Creating Content for Humans  
that is Favored by Robots

Presented by:

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## 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

- Views
- Engagement
- Sales



# Why Content Doesn't Get Attention from the Robots

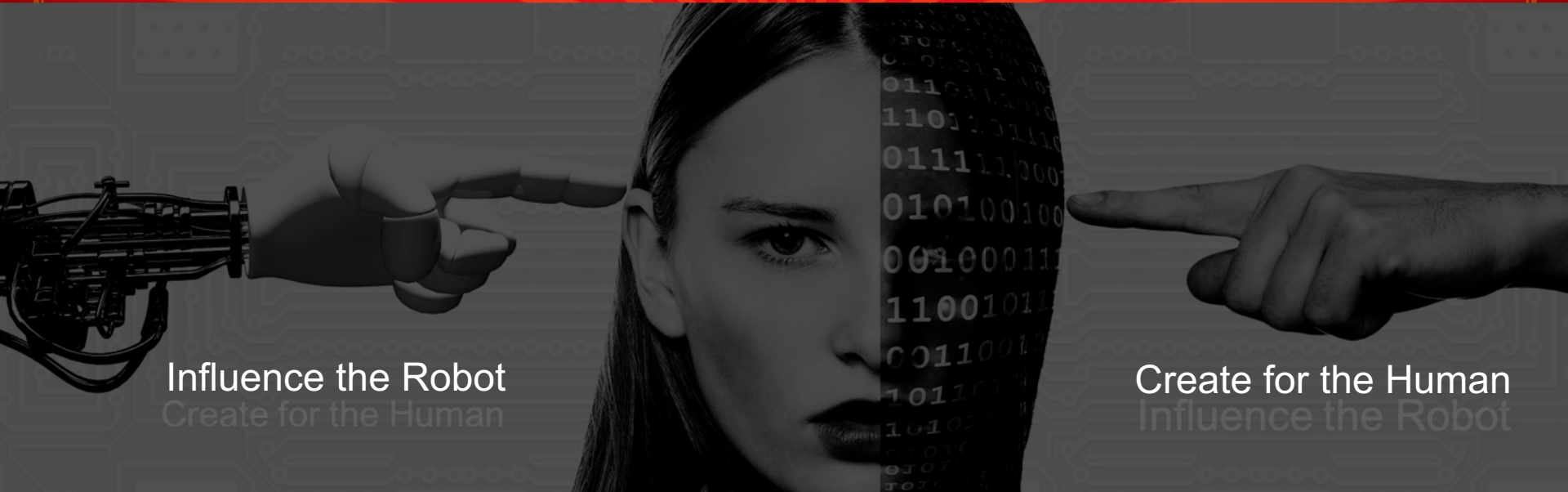
Because the Content:

- 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.



Influence the Robot  
Create for the Human

Create for the Human  
Influence the Robot

# 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

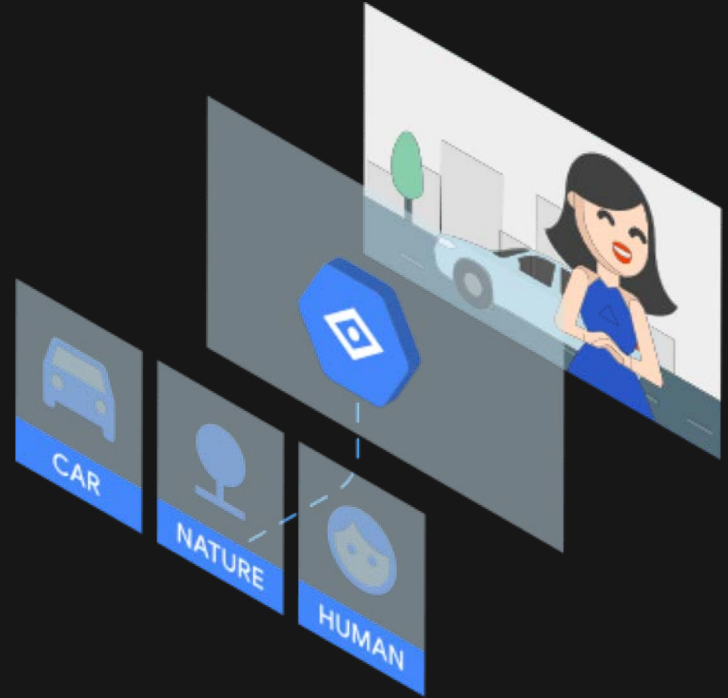
## Image Content





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

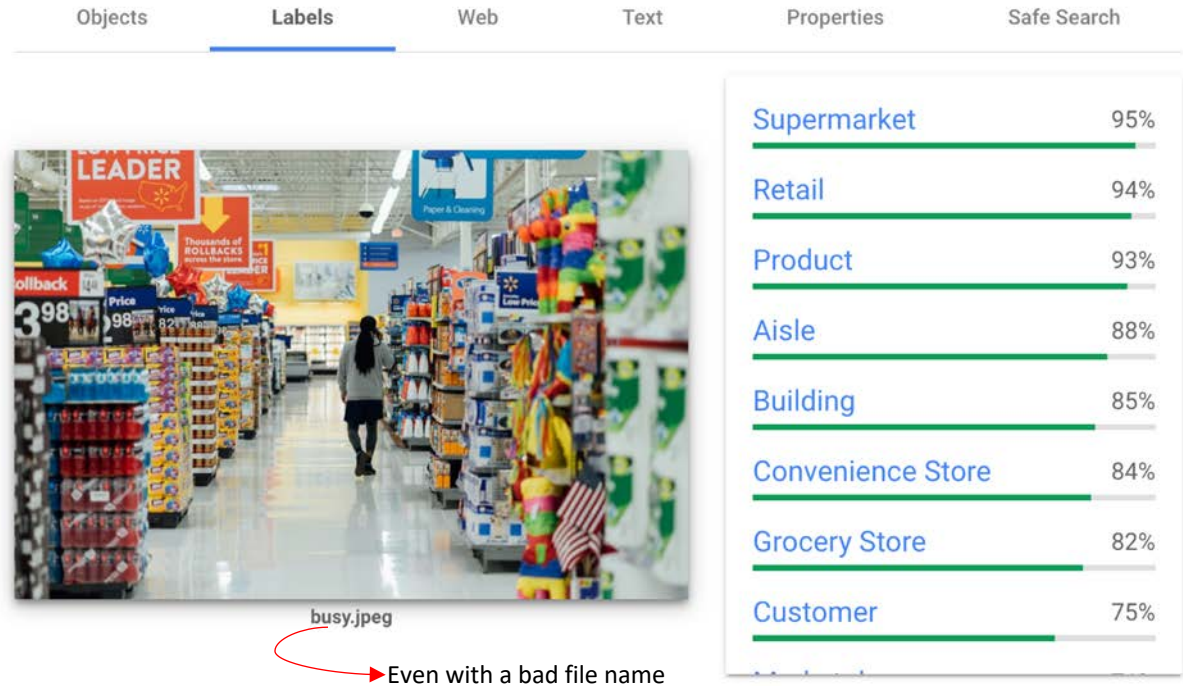
- It shows Google's ability to understand your images.
- This information can be used to improve your image so that it accurately reflects the topic of your web page.



<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




The screenshot shows the Google Image Search interface with the 'Labels' tab selected. The central image is a photograph of a supermarket aisle with a person walking away. Below the image is the filename 'busy.jpeg' and a red arrow pointing to it with the text 'Even with a bad file name'. To the right of the image is a list of labels with their corresponding confidence percentages, each accompanied by a green progress bar.

Label	Confidence
Supermarket	95%
Retail	94%
Product	93%
Aisle	88%
Building	85%
Convenience Store	84%
Grocery Store	82%
Customer	75%

# Google associates Images with Words and Pages

Faces Objects Labels **Web** Properties Safe Search



LinkedInPhoto\_ALJ\_300px.jpg

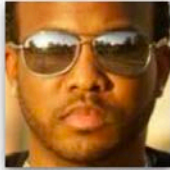
### Web Entities

Marketing	0.5417
Digital marketing	0.4037
Company	0.3595
Advertising	0.323
Smmarketing	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



The image shows two men standing at a conference. The man on the left is wearing an orange jumpsuit and a lanyard. The man on the right is wearing a light blue shirt and dark pants, also with a lanyard. They are both smiling. The background includes a framed picture of a city skyline and a sign that says "MEETING ROOM".

+Block 12

Joe Pulizzi

+Block 13

VoePulizi

+Block 14

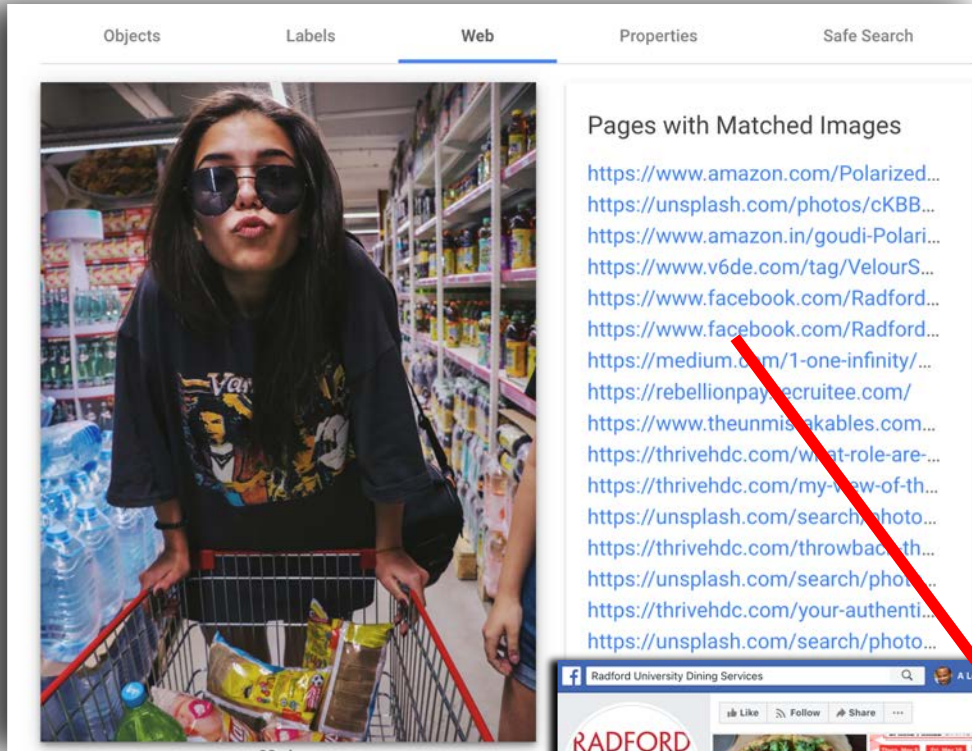
A . Lee

Judge Content Monst @aleejudge

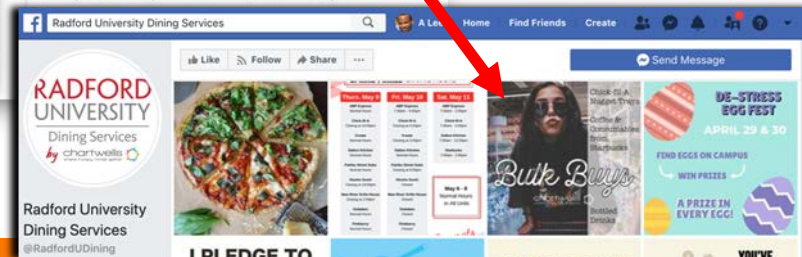
+Block 15

SPEAKER





- 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

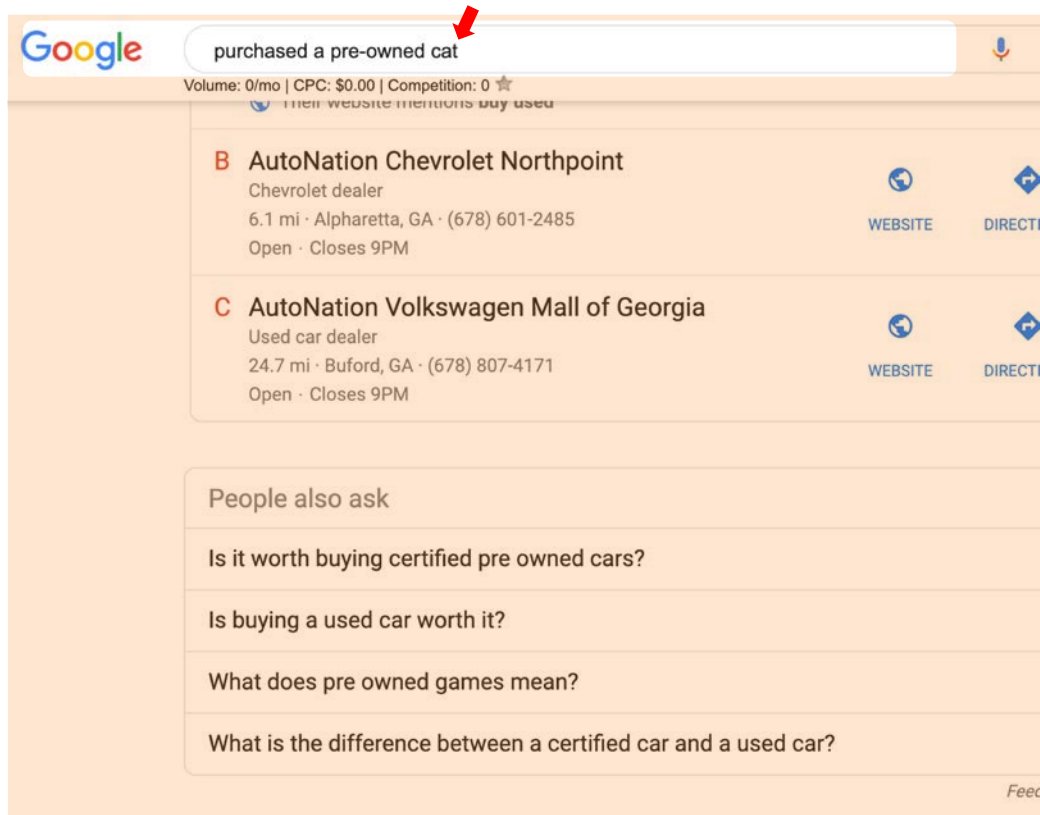
How do your customers  
speak about your offering?

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 won't 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](http://www.seo-extension.com)

Summary

Headers

IMAGES

Links

Social

External Tools

Summary

HEADERS

Images

Links

Social

External Tools

All headers in order of their appearance in HTML.

<H1> Welcome to Twitter.

<H2> New to Twitter? Sign up

<H3> Twitter.com makes heavy use of browser cookies

<H3>

<H3> Saved searches

<H3> Retweet this to your followers?

<H3> Are you sure you want to delete this Tweet?

<H3> Block

<H2> Add a location to your Tweets

<H3> Profile summary

<H3> Your lists

<H3> Create a new list

<H3>

<H3> Embed this Tweet

<H3> Preview

<H3> Sign up for Twitter

<H2> Not on Twitter? Sign up, tune into the things you care about, and get updates as they happen.



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

## CONTENT MONSTER

### Content

Businesses are

content to drive

attention of the

often lack the

volume or quality

realize the value

producers focus

strategy. Content

partner for:

All headers in order of their appearance in HTML.

<H1> Content for Digital Marketers and Agencies

<H2> Content Production Services

<H2> Professional Services

<H4> Business Content

<H4> Get Started!

<H4> Personal Brand Content

<H4> Let's Get Started!

<H2> Who Should Hire Content Monsta?

<H2> Business and Agencies That...

<H2> Individuals That Seek ...

<H2> Feeding your audience theContent of YOU

<H4> Personal Content Creation

<H4> Digital Content Enhancement

<H4> Social Media & Marketing Strategy

<H4> Personal Branding "Strategy"

<H4> Memberships

✓ Video Production

✓ Podcast Production

✓ Blog Copywriting

✓ Graphic Design

What looked nice  
was an SEO fail!

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

Summary HEADERS Images Links Social Tools Ads 2

CONTENT MONSTA

partner for:

- Video Production
- Podcast Production
- Blog Copywriting
- Graphic Design

<H1> Creative Digital Content for Marketers and Agencies

<H2> Content Production Services

- <H3> Video Production
- <H3> Podcast Production
- <H3> Blog Copywriting
- <H3> Graphic Design

<H2> Professional Services

- <H3> Digital Marketing Strategy
- <H3> Social Media Marketing
- <H3> Marketing Team Training
- <H3> Sales Team Content Training
- <H4> Business Content
- <H4> Get Started!
- <H4> Personal Brand Content
- <H4>

<H2> Who Should Hire Content Monsta?

<H2> Business and Agencies That...

<H2> Individuals That Seek ...

Much better.

# Don't be this guy...

No Description

<H1> = 20 of them!!!

<H2> = 0

<H3> = 0

WTF?

The screenshot shows a 'SUMMARY' tab of a website analysis tool. It lists several missing or incomplete meta tags: Title (38 characters), Description (missing), Keywords (missing), URL (redacted), Canonical (not defined), Robots Tag (NOINDEX,FOLLOW), Author (missing), Publisher (missing), and Language (en-US). A red arrow points from the 'Description is missing!' message to the 'Keywords are missing!' message. Below this, a table shows the count of H1-H6 tags: H1 (20), H2 (0), H3 (0), H4 (2), H5 (0), H6 (0). A red arrow points from the 'H1' count of 20 to a red exclamation mark. At the bottom, there are links for 'Robots.txt' and 'Sitemap.xml'.

H1	H2	H3	H4	H5	H6	Images	Links
20	0	0	2	0	0	0	72

https://neilpatel.com

# Who Is

He is a New York Times Bestselling author, a top 10 marketing expert, a top 10 web, Forbes says he is one of the top 10 most influential people in business, one of the 100 most brilliant companies. He was named Entrepreneur magazine's #1 30 by President Obama and a top 100 entrepreneur.

YES, I WANT TO

**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 *keyword density*.**

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



chocolate chip cookies

## Which page ranks for Chocolate Chip Cookies?

- Have enough relevant content compared to other site's pages
- Deep = More relevant

### TF-IDF

#### A. Most Relevant



chocolate chip



chocolate chip



chocolate chip



chocolate chip

2,000 words

#### B. Unfocused/Shallow



chocolate chip



sugar



double fudge



rainbow

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

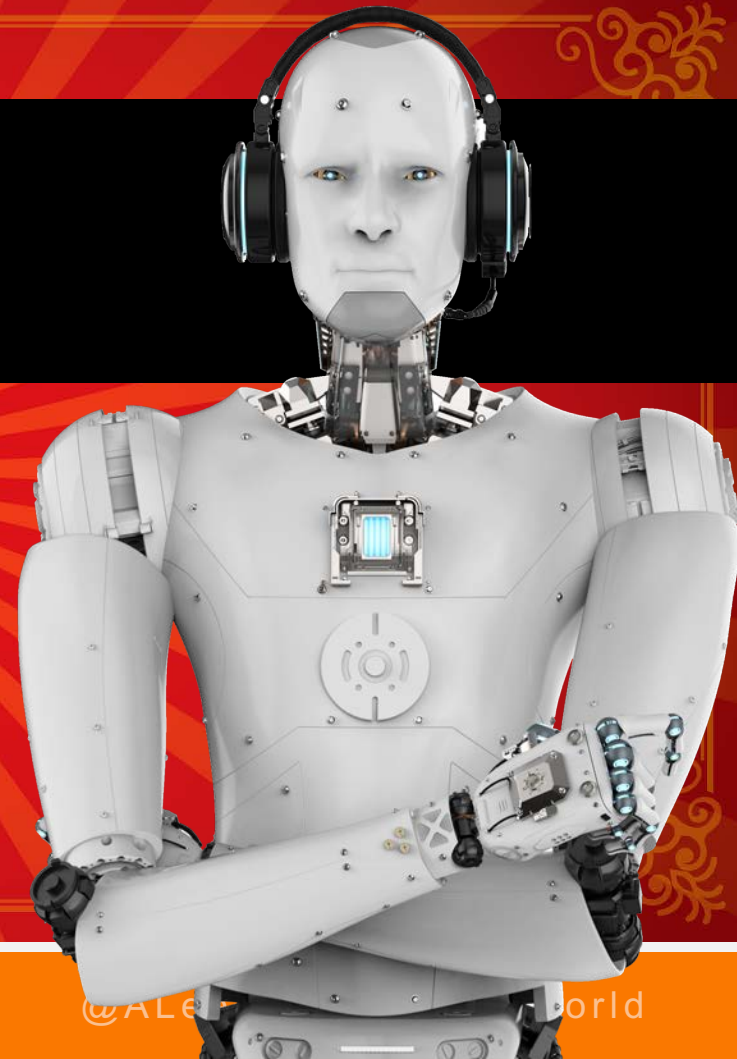
- ① Free
  - a. AnswerthePublic.com
  - b. Ubersuggest.io
  - c. questiondb.io
  - d. Google autocomplete
- ② Paid
  - ① SEMRush
  - ② Moz
  - ③ keywordtool.io



# 3

## Audio Content

“Do you see what I’m saying?”



# SPEAKING OF SEARCH



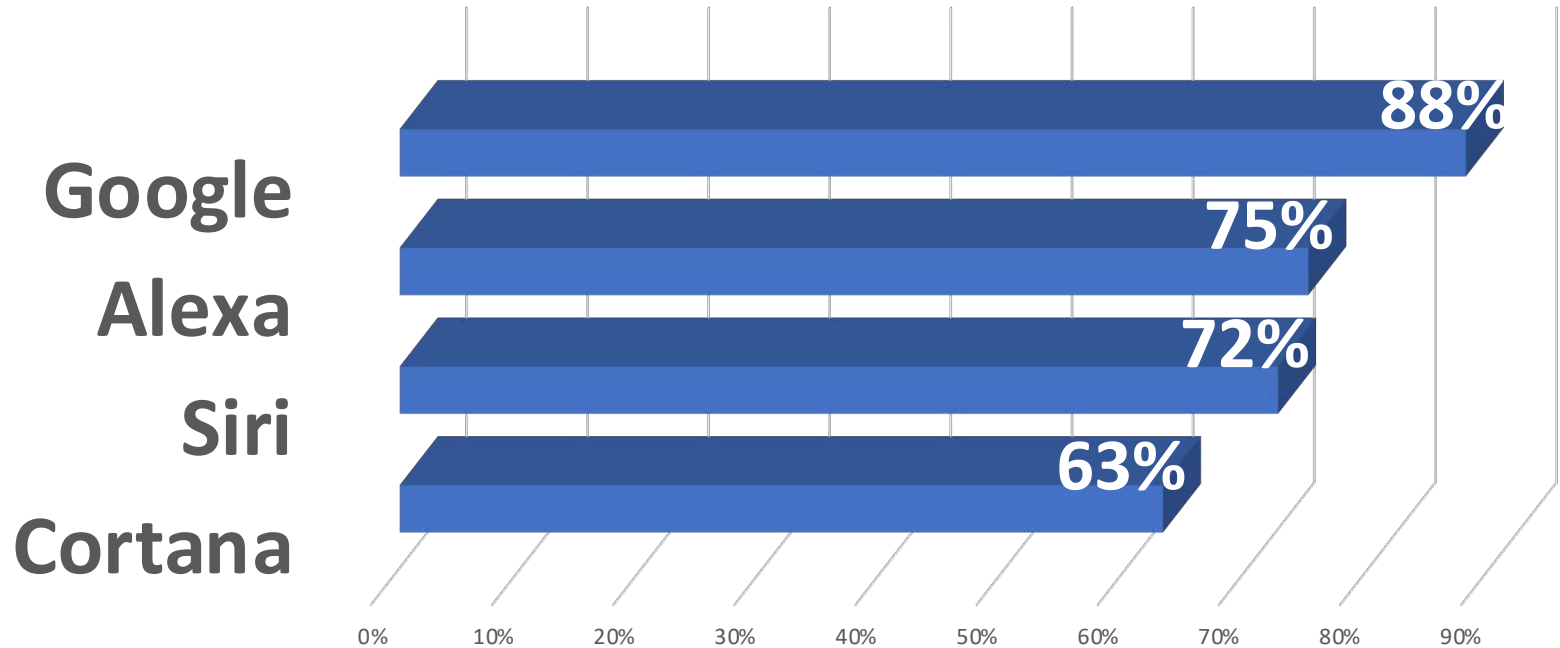


## Voice Search Tips for your Text

- 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

## Correct Answers



**Your Answer Content Matters!**

Loup Ventures 2019 Research



Podcasts



Spotify®



# Podcast Audio



Google Podcasts



Podcasts



Spotify



Create  
Blogs from  
Transcripts

Add show notes  
with additional  
content and links

Podcast Audio

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

About 77,100,000 results (0.70 seconds)

**The Business Of Content (podcast) - A. Lee Judge | Listen Notes**<https://www.listennotes.com/.../the-business-of-content-a-lee-judge-7RzF3...>

The Business of Content podcast discusses how to use digital and social media to drive your business and personal brand. Hosted by A. Lee Judge, Digital ...

**A. Lee Judge - Content Marketing World**<https://www.contentmarketingworld.com/speakers/a-lee-judge/>

A. Lee Judge is the Co-Founder and CMO of Content Monsta, a digital content agency. He also serves as Global Digital Marketing Manager, at Hexagon ...

**A. Lee Judge - Co-Founder, CMO - Content Monsta | LinkedIn**<https://www.linkedin.com/in/aaleejudge>

View A. Lee Judge's profile on LinkedIn, the world's largest professional ... For BUSINESSES, we create engaging and shareable multi-media content to reach ...

**The Business Of Content on Apple Podcasts**<https://podcasts.apple.com/us/podcast/...business-of-content/id1392667369...>

Apr 8, 2019 - The Business of Content podcast discusses how to use digital and social media to drive your ... The Business Of Content A. Lee Judge

**Podcasts**

The Business Of C...  
Apr 8, 2019

You Are Media - Be Content



The Business Of C...  
Mar 25, 2019

What Makes a Good Story?

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

**Google Podcasts**

The Business Of Content

**You Are Media - Be Content**

Apr 8, 2019 · (19MB)

▶ Play episode

What does it mean to Be Content? This show discusses how to reach authenticity in content by showing real life as it happens. Dontaye demonstrates how something as simple as a business trip can churn out personal brand Content. If you struggle to come up with ideas for creating content, this show will give you ideas and how to BE the content you need. Subscribe to the show to stay on top of Content creation.



1 - Be Content  
21 mins left

You



1.0x

00:01/20:19

# 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



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.



# 8 WAYS VIDEO BOOSTS MARKETING STRATEGY

0:00 / 3:35



- This is one of two  
videos where I'm  
gonna give

you eight reasons why  
video will boost

your  
marketing  
strategy.

Hi, I'm A. Lee Judge,  
and I hope to help

you learn, understand  
and practice w

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





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

0:00.2 0:02.8	- This is one of two videos where I'm gonna give
0:02.8 0:05.5	you eight reasons why video will boost
0:05.5 0:07.0	your marketing strategy.
0:07.0 0:09.7	Hi, I'm A. Lee Judge, and I hope to help
0:09.7 0:13.0	you learn, understand, and practice what it takes
0:13.0 0:15.1	to make the most out of your digital marketing
0:15.1 0:16.6	and content strategies.
0:16.6	Today we're gonna talk



## 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](http://www.Linkedin.com/in/ALeeJudge)

[www.ContentMonsta.com](http://www.ContentMonsta.com)

Judge@ContentMonsta.com

*Global Digital Marketing Manager*

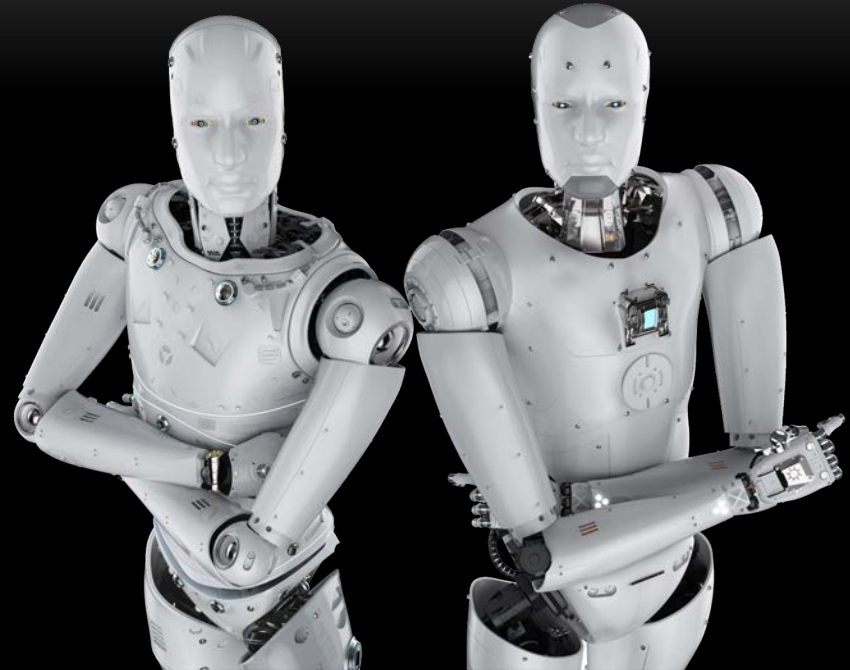


*CMO, Co-Founder*



# A. Lee Judge

[www.ContentMonsta.com/resources](http://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