



AI-pocalypse: Thriving in The New Age of SEO

We'll start shortly



Trusted by emerging and established brands



Channel Specialization

Organic search

Product ads

Conversion consulting

Loyalty

Paid search & display

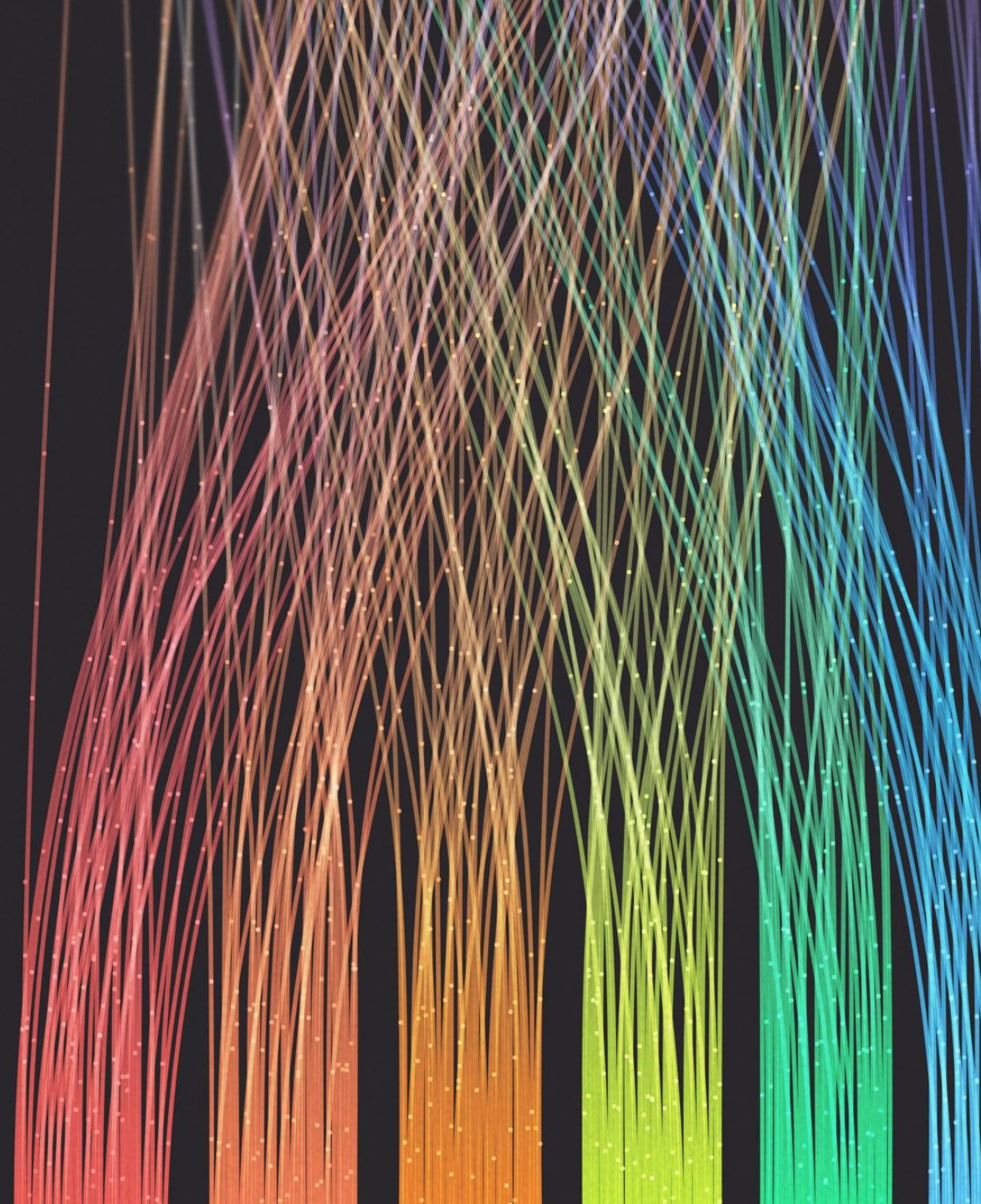
Marketplaces

Conversion testing

Social marketing

Coordinated by our strategy team

**Brought together with our
holistic technology**



Holistic Technology

Our Data Warehouse enables us to view your data through our Virtuous Activity Cycle framework, gain cross-channel insights through reports, and drive performance.

Why We Built Our Own Tech:

- Hit Holistic Goals Faster
- Coordinate Cross-Channel
- Compete Smarter & Flexibly



Nik Rajpal

VP of Marketing Sciences

At EXCLUSIVE since 2008

200+ webinars; IRCE speaking faculty

Former SEO of world's largest poker site

Joined in 2008 to develop solutions

Current focus: business acquisition



Rebecca Antonellis

VP SEO & Owned Media

Leader at EXCLUSIVE for 12 years

Rebecca and her team drive program and service innovation for SEO, content, conversion testing, email, and SMS marketing

Responsible for establishing best practices and enhancing process for client audits, strategy development, delivery, and reporting





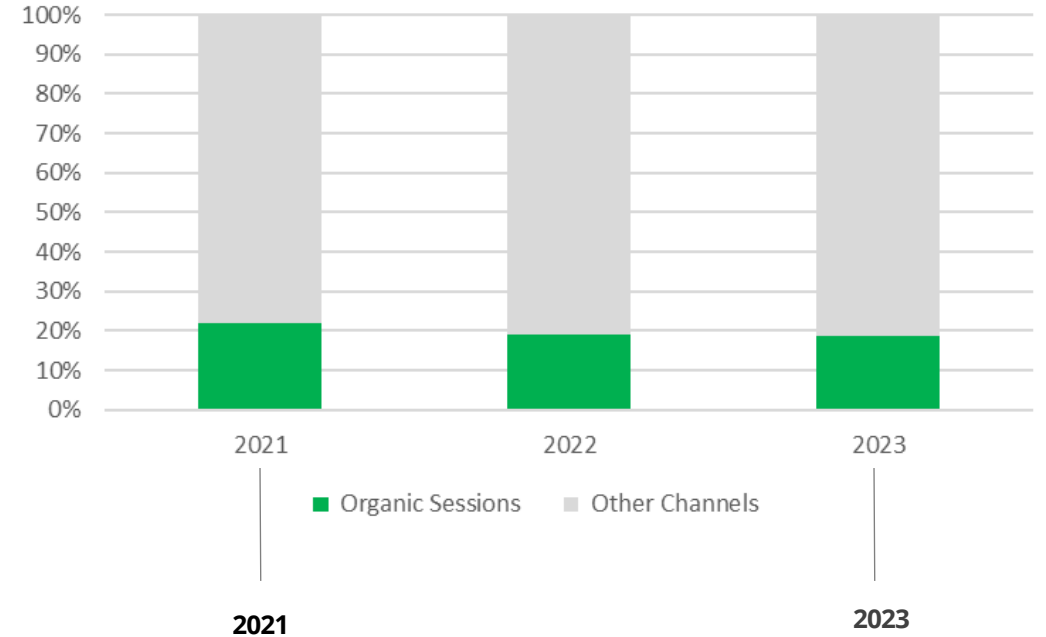
Maybe We Should Call
it "Clickpocolypse"?

Crowded, But Holding Strong

Despite channel diversification, SEO maintains a health slice of site's overall traffic.

- Across all of EXCLUSIVE's ecommerce clients, the percentage of traffic coming from organic has been holding strong.
 - 2021: 21.8%
 - 2023 YTD: 18.6%

% of Site Traffic from SEO



- Amazon wasn't advertising
- Google *was* where shoppers had to go to find in-stock items
- By 2022, 53.2% (desktop) and 56.9% (mobile) of user searches resulted in "zero click"¹
- Brick and mortar have reopened
- Social shopping has taken off
- TikTok/social is becoming bigger for awareness

That's Why Leaders' SEO Investments are Still Strong!

- 80% of CMOs who work at companies with annual revenue exceeding \$1 billion said they plan to either increase (46%) or maintain (34%) their SEO budget in 2023.¹

¹<https://searchengineland.com/cmo-survey-seo-ppc-investments-2023-427398>



POLL

Will you be investing in SEO during the AI shift to preserve your organic business?

Intro to Agenda

Part 1

New Search Habits, Rise of Bing

Part 2

Mastering Shopping and Research Intent for AI SERPs

Part 3

New KPIs Emerge

Part 4

SEO is More Holistic

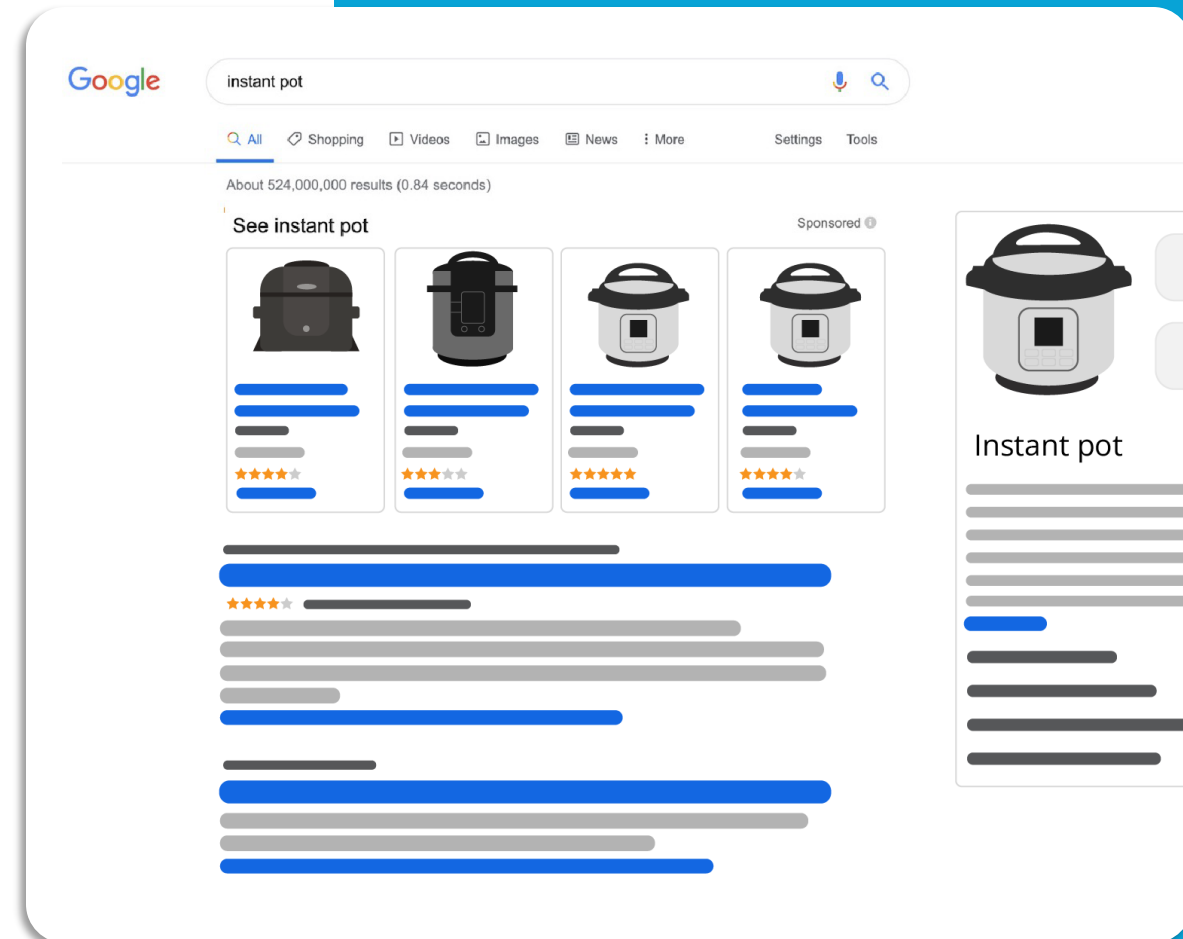


Part 1

New Search Habits, Rise of Bing

WHAT WE'RE USED TO: Before AI

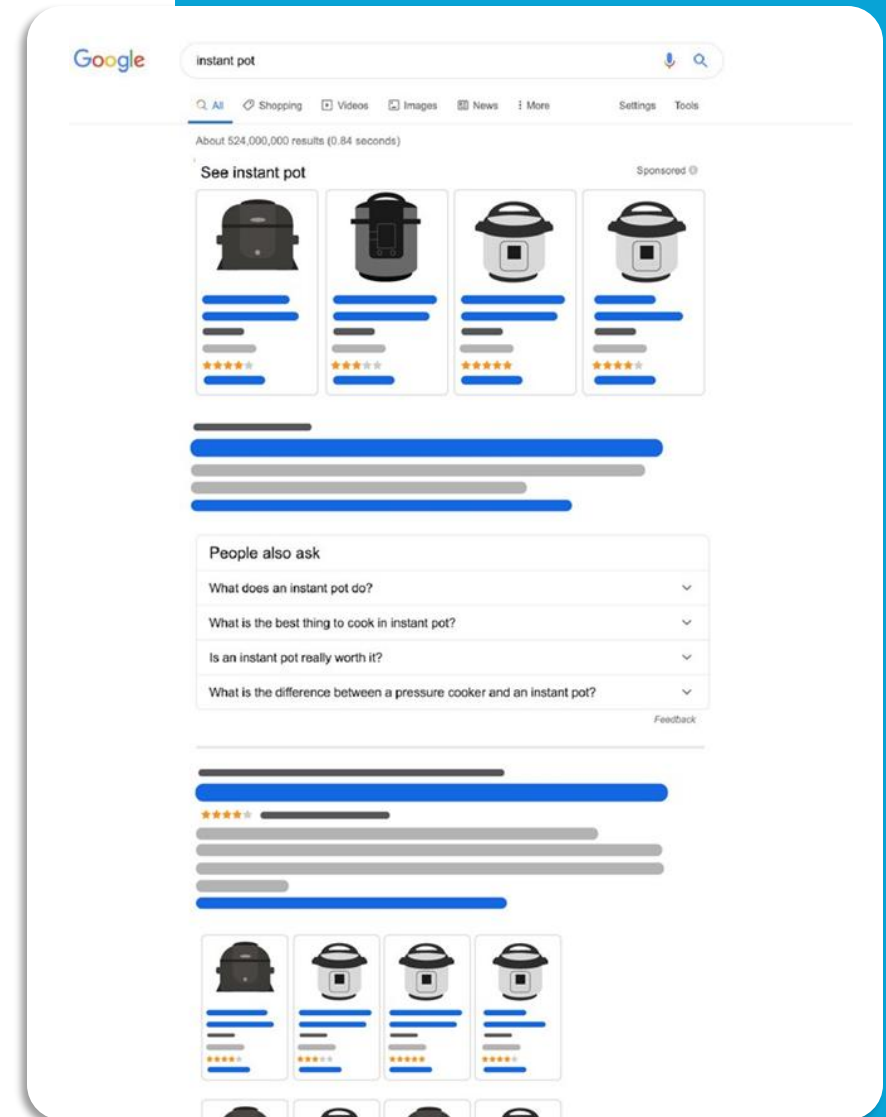
- Listed organic text results, not organized to work together, just ranked
- High frequency of shopping URL destinations
- Low-to-medium frequency of research URL destinations



WHAT WE'RE SEEING: During Transition to AI

Shopping pages are more frequently image-based

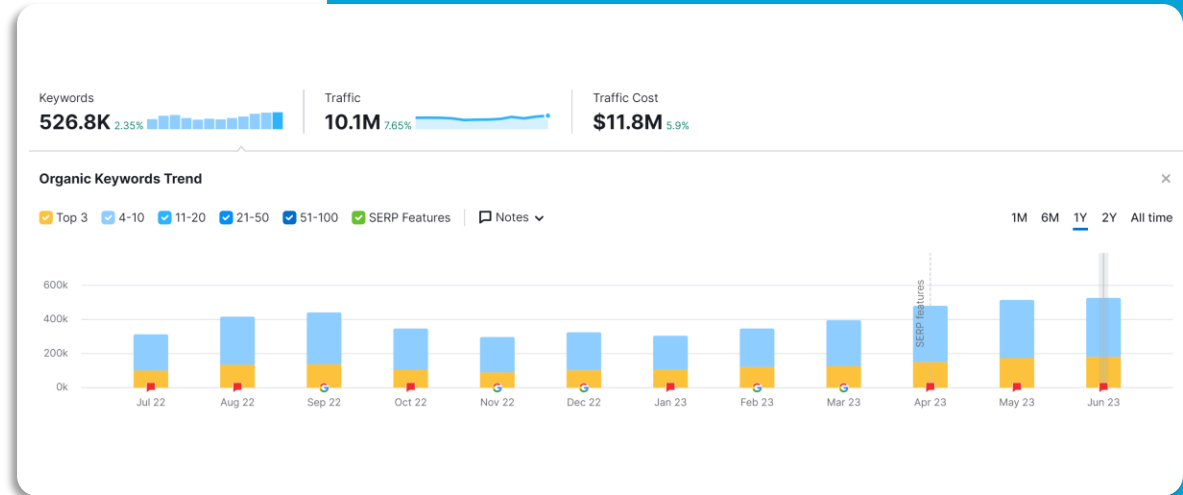
New standards for research URLs



Helpful Content Shifts Top Results

Traditional "ecommerce" searches are giving way towards more informational results

- At right is the growth of Wirecutter for Commercial intent keywords. It's almost as if Google assumes the phrase "best" precedes top categorical keywords.
- Whereas last year many of these terms were held by ecommerce sites, we're now seeing more informational sites (with deep experience, expertise and authoritativeness!) take over the #1 spot.



Site with #1 Ranking

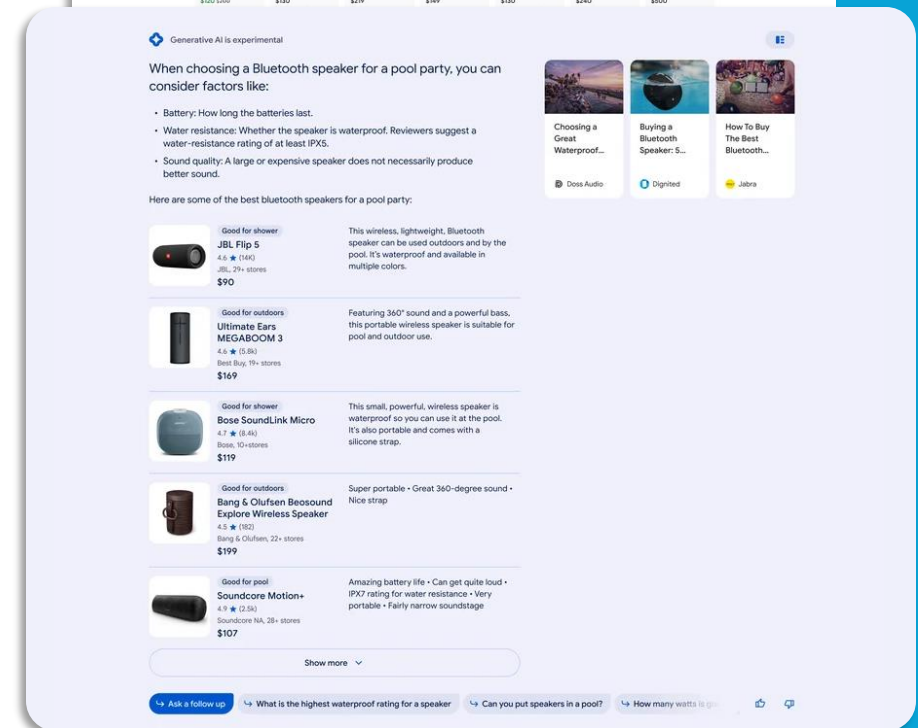
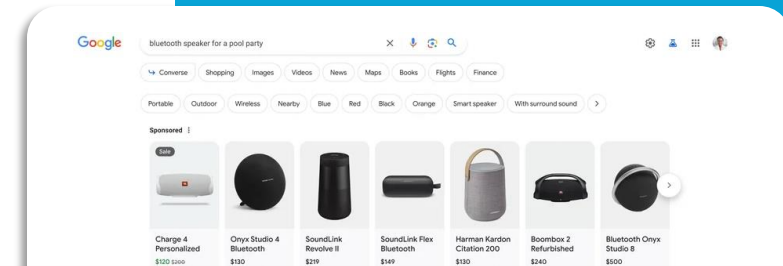
Keyword	Jun-22	Jun-23
Pillows	Amazon	Wirecutter
Car Phone Holder	Amazon	Wirecutter
Bookshelf Speakers	Best Buy	Wirecutter
Surge Protector	Amazon	Wirecutter

WHERE IT'S GOING: SGE (Search Generative Experience)

Blended responses using source material – including organized lists and visuals

High composition of text content from neutral party research and problem / solution guidance from ecomm sites

More visual composition of shopping URL destinations

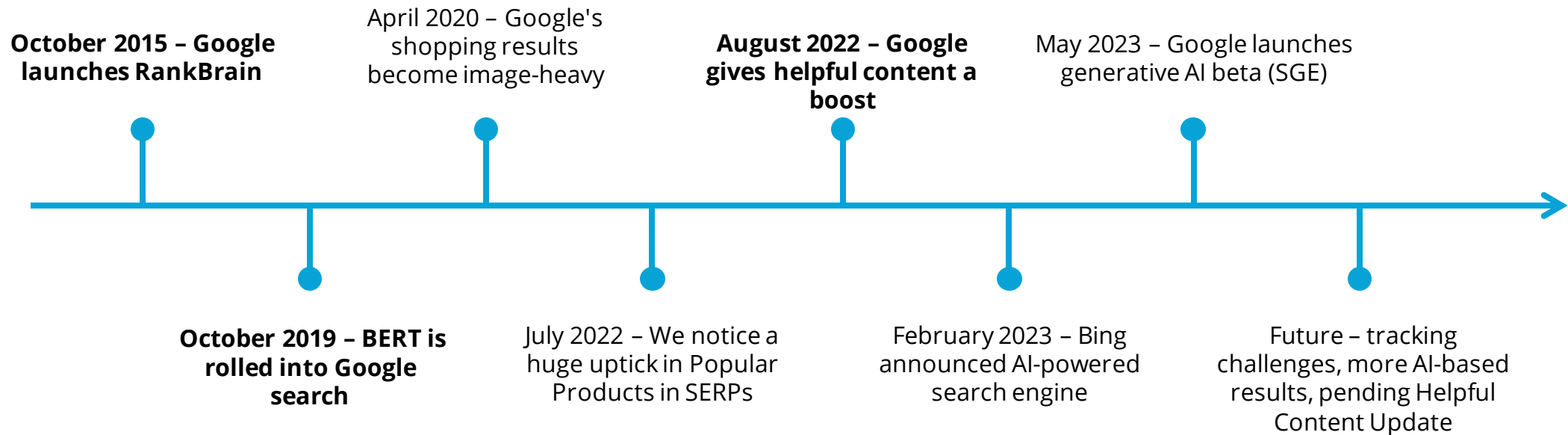


Exciting Growth in Organic via Bing

- Bing crossed 100M daily active users in March 2023
- Roughly one third of these users are new to Bing, and Bing confirmed they are seeing engagement growing as more people are conducting more searches daily.
- Takeaway: Claim your Bing Webmaster Tools



Continuum of AI Integration into Google



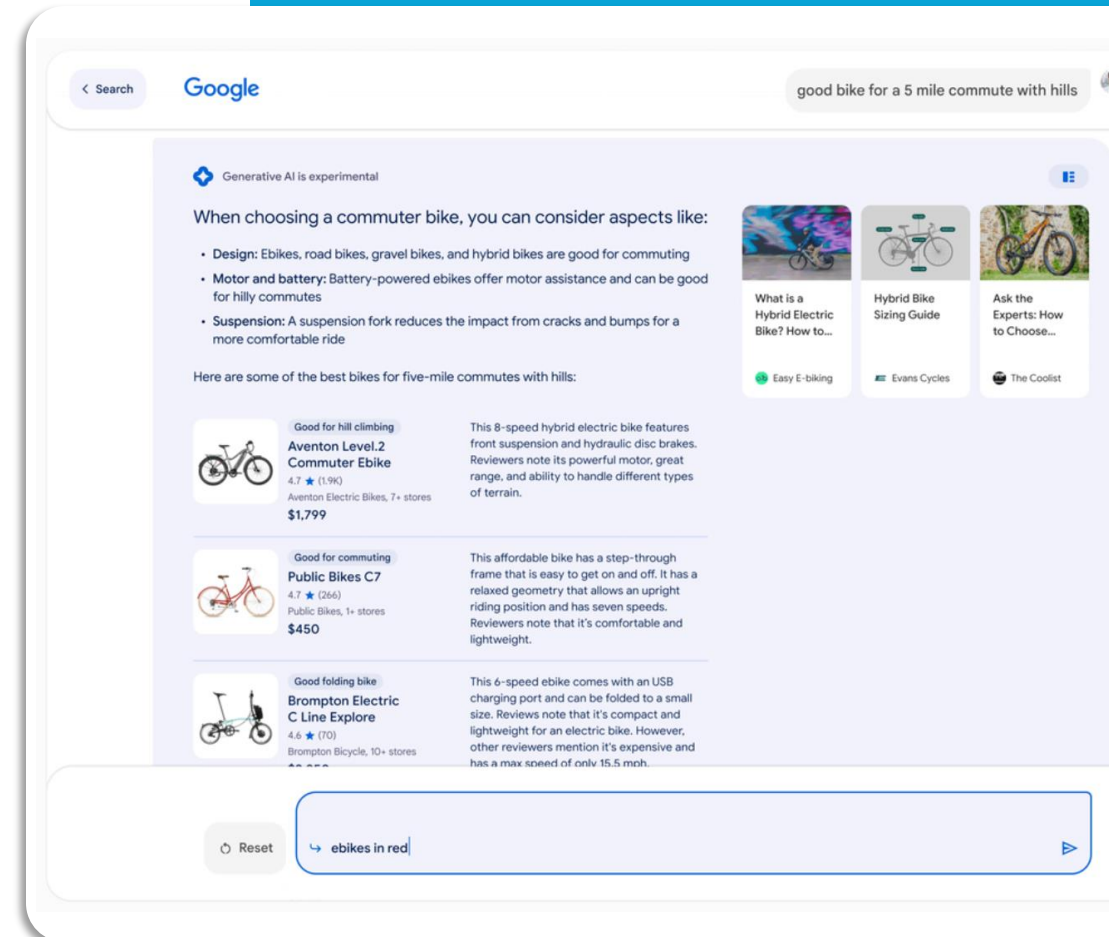
Part 2

Prepping Your Content for Shopping Terms & AI in SERPs

SGE's AI Shopping Experiences

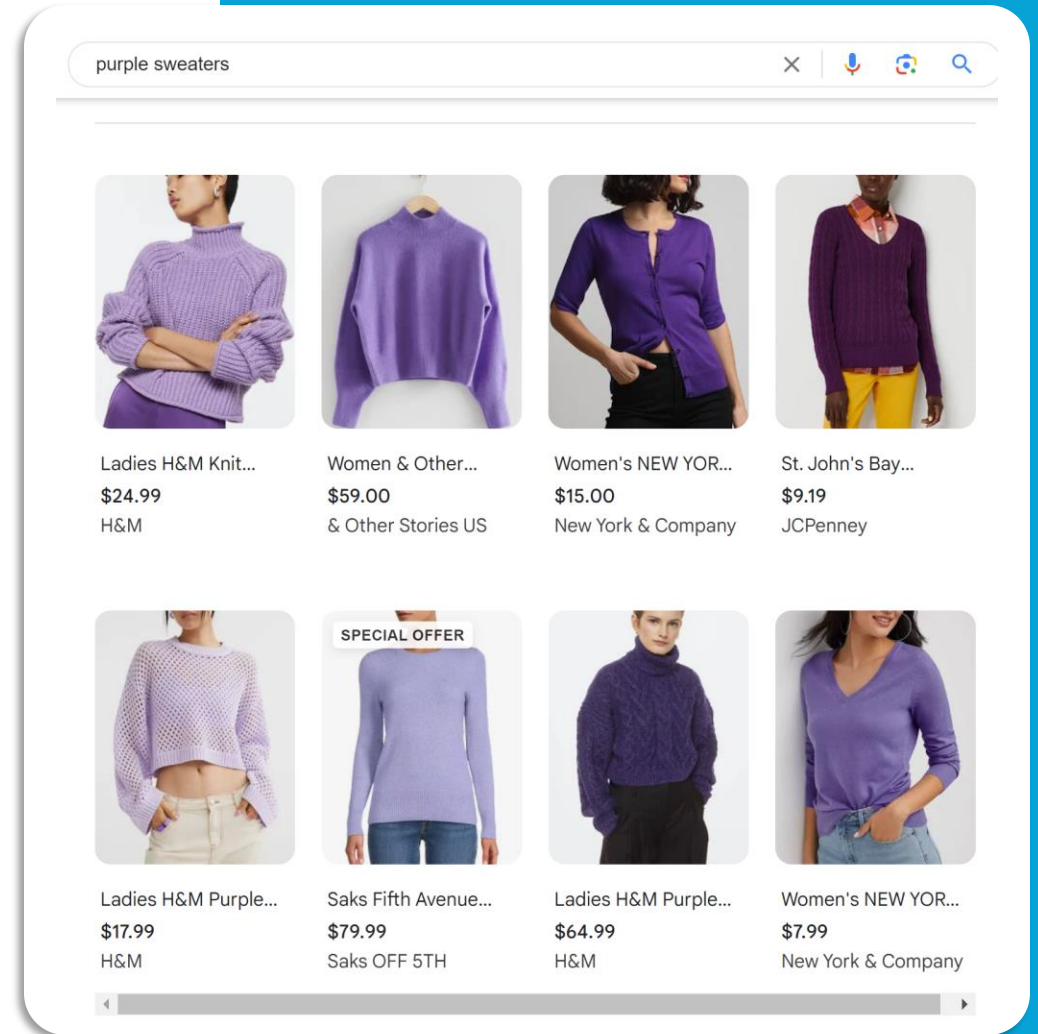
How to stay visible and relevant

- Ensure your site uses as much schema markup as possible
- Think about every use case for your product – or, rely on your users to post their use cases in your reviews



Prepping Content for Shopping Terms

- Get the markup right
 - Having the right structured data is critical to be eligible to appear in Merchant Listing results, as shown at right.
- Don't neglect UGC
 - User reviews are going to be extremely important – Google teased an update to the Helpful Content System coming this year, saying **"Helpful information can often live in unexpected or hard-to-find places: a comment in a forum thread, a post on a little-known blog, or an article with unique expertise on a topic."**



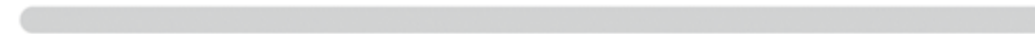
1st Category of Shopping Experiences

Product Snippets in Search Results

For several years, Google has relied on structured data on pages that sell products for Product Snippets.

Pages without products can also show in product snippets.

EXCLUSIVE's testing validates the need to get reviews into product snippets ASAP.



 Rating: 4.0 • 3 reviews • \$549.00 • In stock

Example in the wild

Product snippets

Rating: 4.0 • 3 reviews • \$549.00 • In stock

<https://www.amazon.com> › Buffalo-Plaid-Tablecloths-C... ⋮

Cotton and Linen Buffalo Checked Tablecloths Rectangle ...

COTTON TABLECLOTH: This black **checkered tablecloth** is weaved with **cotton fabric** which makes it easy for regular use. Our black **plaid tablecloth** has made the ...

Size: Table Cloth (63 X 126")

Shape: Rectangular

Color: Checked (White and Black)

★★★★★ Rating: 4.8 · 29 reviews · \$27.99 · Free delivery · In stock



<https://www.techradar.com> › Reviews › Appliances ⋮

ThermoWorks Thermapen One review - TechRadar

Sep 25, 2021 — The ThermoWorks Thermapen One is an **expensive but extremely accurate food thermometer**. Compact and lightweight, it features an easy-to-read ...

★★★★★ Rating: 4.5 · Review by Carrie-Ann Skinner

ThermoWorks Thermapen One... · Design · Performance

<https://www.pcmag.com> › ... › Connected Kitchen ⋮

ThermoWorks Thermapen Review - PCMag

May 29, 2014 — The Thermapen **delivers accurate temperature readings on a clear digital display in just a few seconds**. Its speed and precision can mean the ...

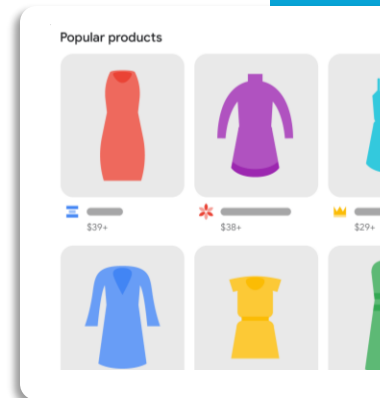
★★★★★ Rating: 4.5 · Review by Alex Colon



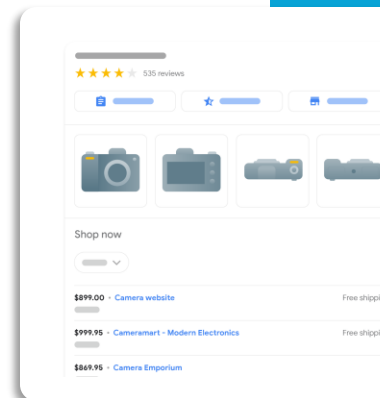
2nd Category of Shopping Experiences

Merchant Listing Experiences

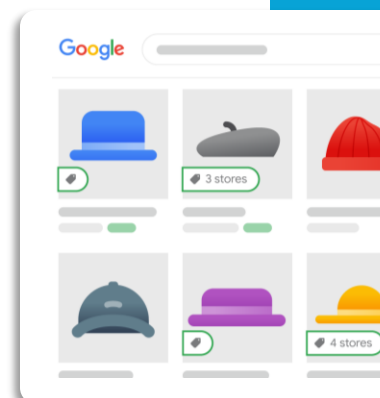
Now, Google is using that same markup for more experiences, and they are taking over the SERPs



Popular Products



Shopping Knowledge Panel

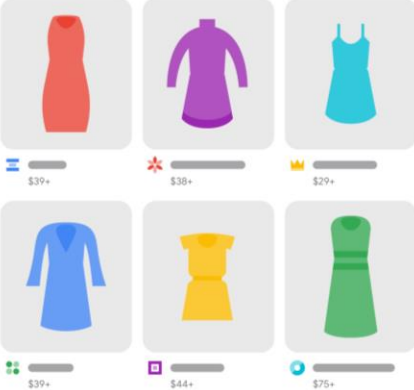








Google Images

Example in the wild

Popular products

Popular products







 \$39+	 \$38+	 \$29+
 \$39+	 \$44+	 \$75+

Google

red baking dish

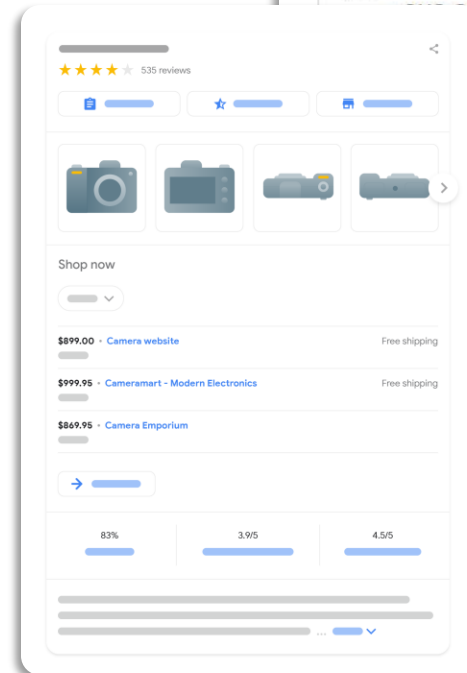
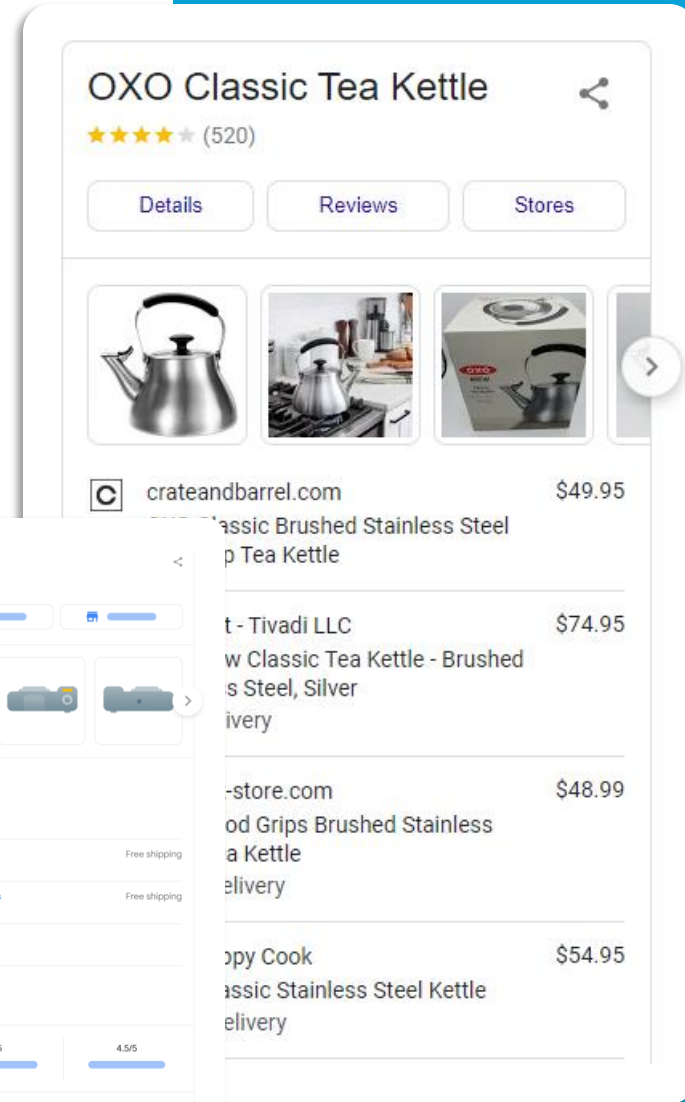
Popular Red Baking Dishes :

Up to \$30 \$30 - \$70 Over \$70 Pyrex Staub Le Creuset CorningWare

 \$49.96 Sur La Table and 10+ stores ★★★★★ (2k+) 2+ highlights Crispy on Top, Goopy in the Middle—The Best Lasagna Pans Get it Right Every... Saveur	 \$39.95 Amazon.com and 10+ stores ★★★★★ (541) 3+ highlights Dishwasher safe, No Lid KitchenSanity	 \$16.98 Walmart and 5+ stores ★★★★★ (269) The Pioneer Woman Mazie 2 Piece Rectangle Baker Set is a stylish way to serve up your delicious oven to...	 \$30.00 Emile Henry USA and 10+ stores ★★★★★ (276) 3+ highlights ...there were no sharp interior corners where food could get stuck... The Spruce Eats
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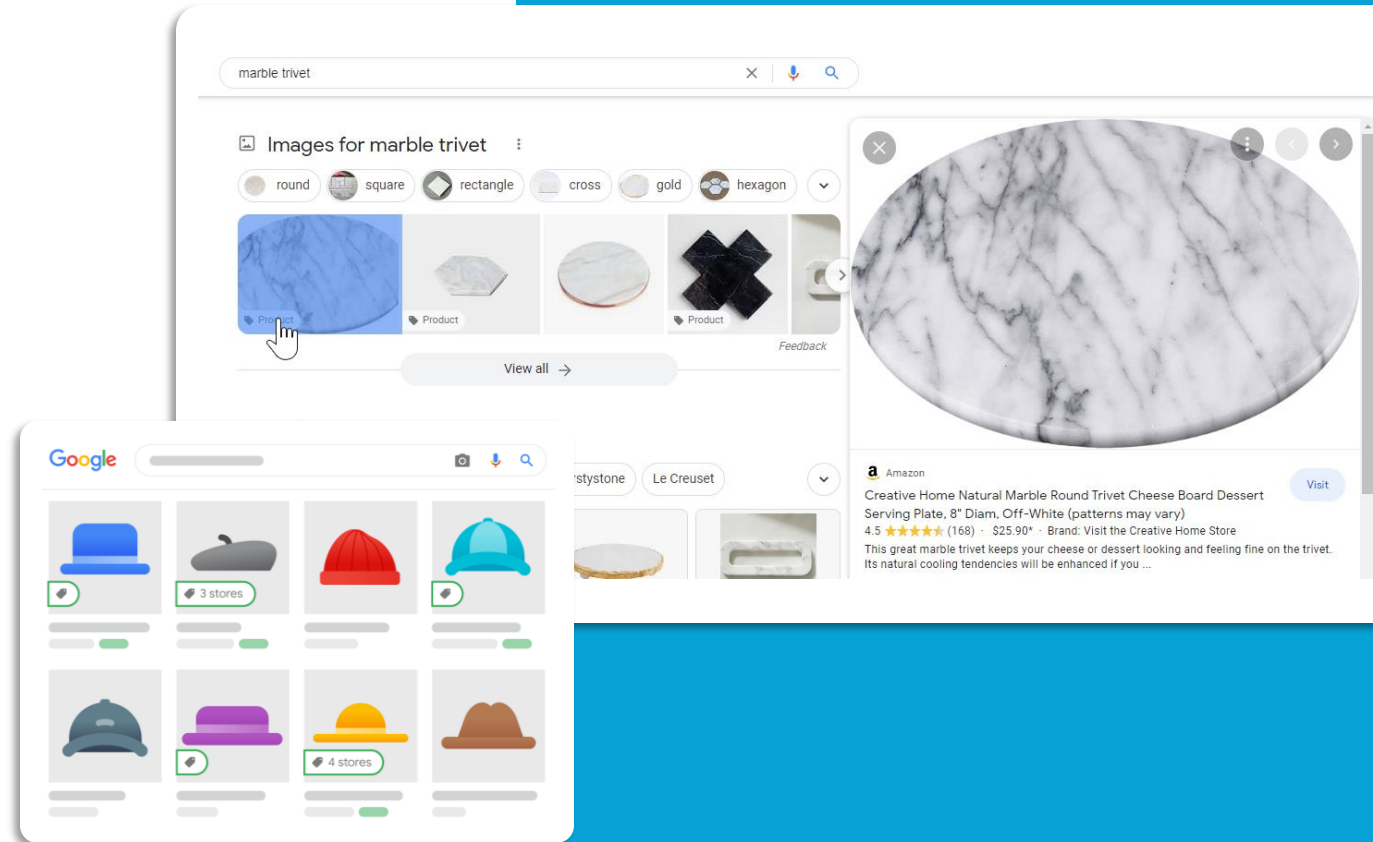
Example in the wild

Shopping Knowledge Panel



Example in the wild

Google Images



Don't know where to start?

Search Console gives specifics for improving product snippet and merchant listing results.

Google also has documented a full codelab - or you can use ChatGPT as a jumping off point (just remember to validate!)

Add structured data to your web pages

About this codelab

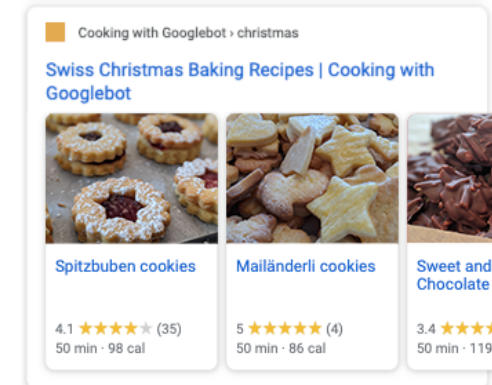
☰ Last updated Jan 10, 2022

👤 Written by Lizzi Sassman

1. Overview

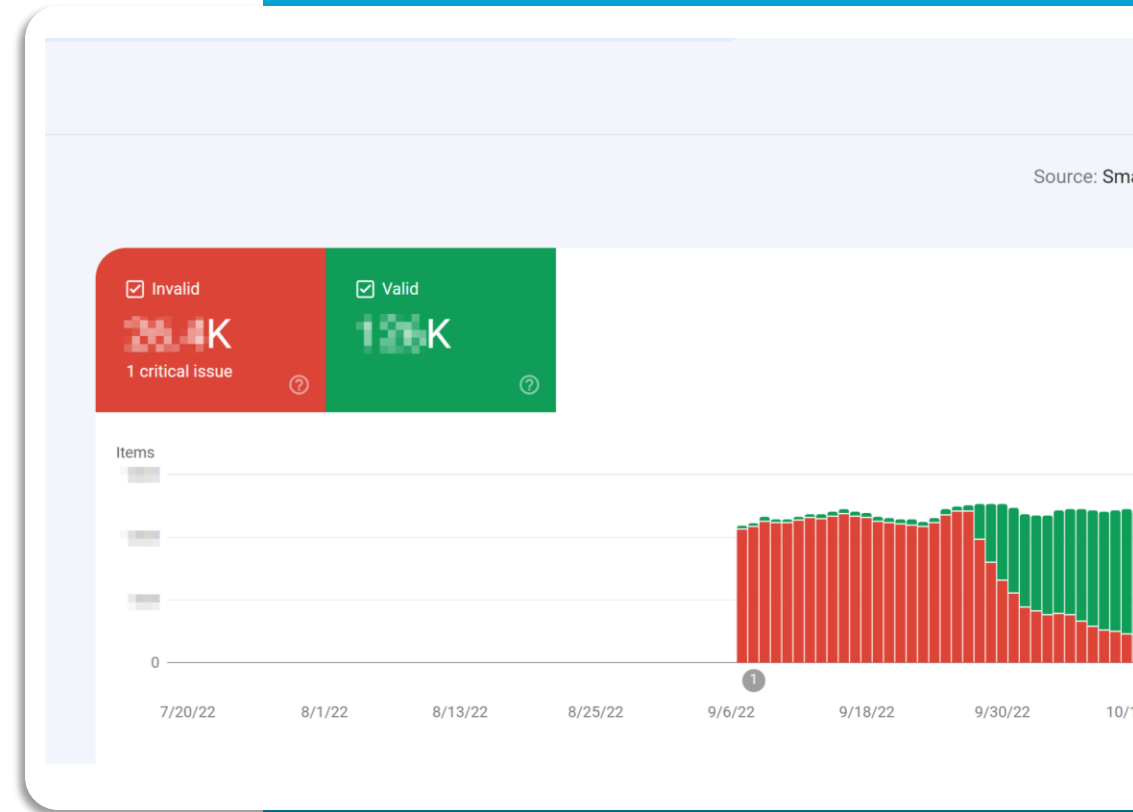
Google Search works hard to understand the content of a web page. You can help us by providing explicit clues about the meaning of a page with structured data.

Structured data provides a way to standardize information about a page and classify the page content. We also use structured data to enable special search result features and enhancements. For example, a recipe page with valid structured data can be eligible to appear in a graphical search result, which we call a rich result in a host carousel:



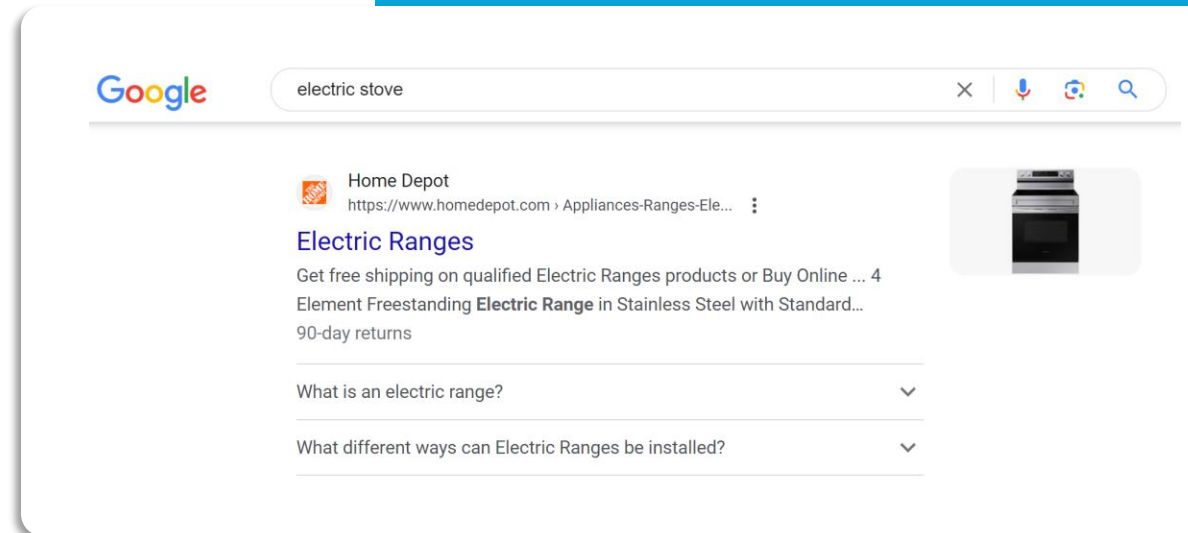
As You Make Improvements, Also Catch Your Mistakes

- In Google's search console, you can easily monitor your merchant listing errors on an on-going basis.

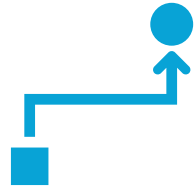


Expand Beyond Product

- Add less-conventional markup, like FAQ, to both product and category pages.
- This will make you eligible for more real estate on SERPs, as shown for Home Depot at right, and will also help search engines understand what might be commonly asked questions for a product or category – which can be used to establish relevance and authority for generative AI results



Advice Oriented Searches Will Likely See Higher Volume – and Become Your Most Coveted Target KWs



Before AI

Searches for "*best way to*," "*how can I*," or other guidance searches had a poor experience in Google. The search engine simply tried to get you to a destination that could answer your question.

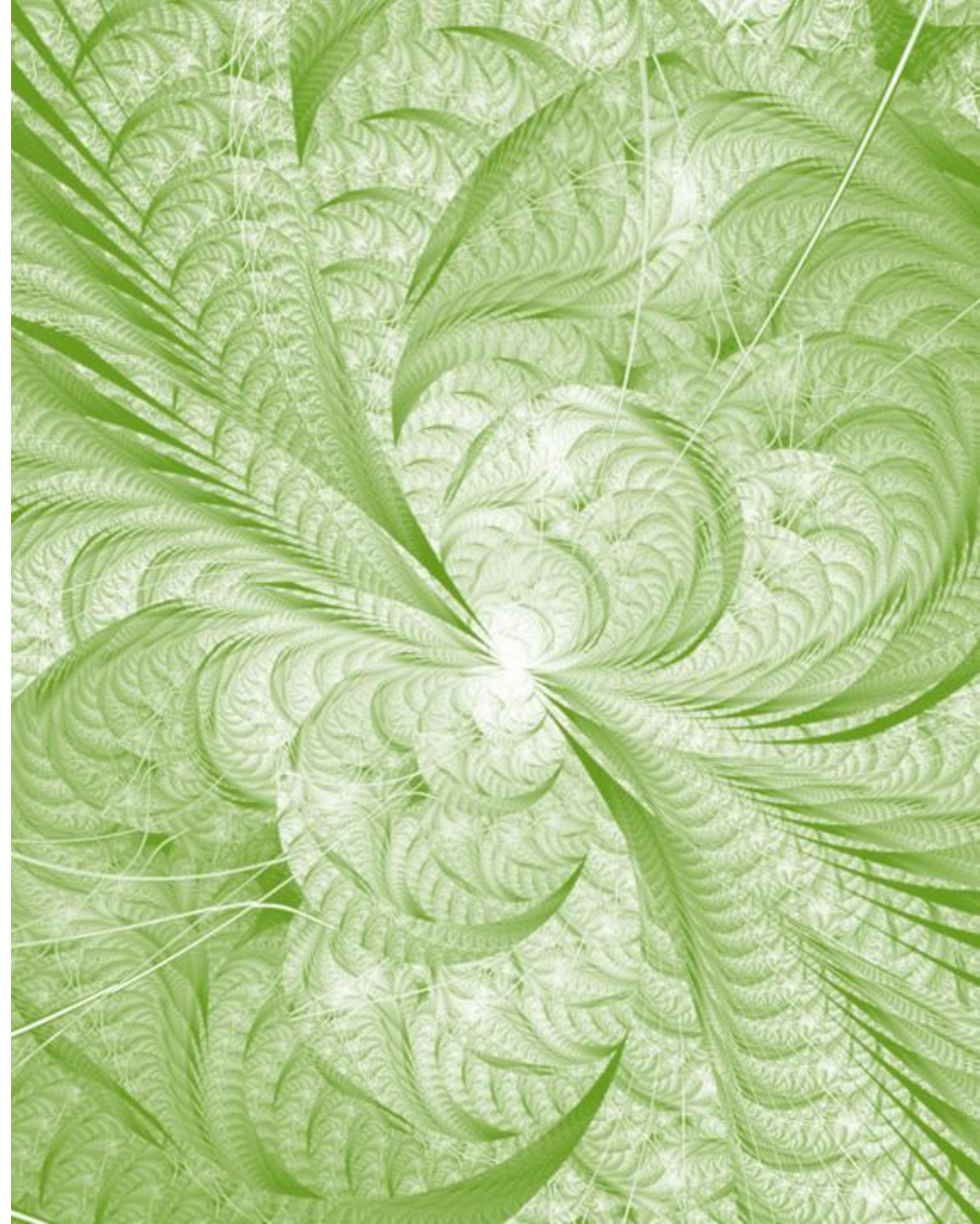


After AI

These searches will be the showpiece of AI SERP, yielding new interest in such search behavior. With AI, Google will offer its own meaningful experience. Your most coveted keywords may see a major refresh.

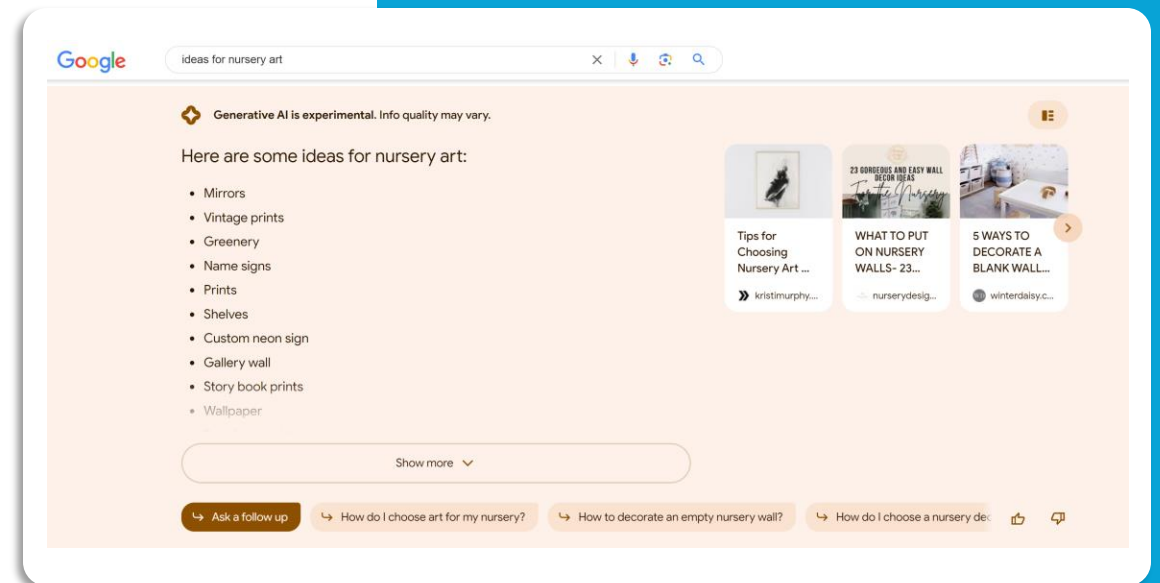
Topical Authority in the Realm of AI

- Effective and natural use of your entire universe of keywords related to a single topic is more important than ever. You must prove to Google through ontology that you are an authority on the topic.
- Topical authority is an SEO concept focused on becoming the go-to authority on one or more topics. Building topical authority helps search engines recognize a website's expertise and improves its potential to rank for related keywords.



Why Topical Authority Matters More Now?

- **Semantic Search:** AI-powered algorithms, such as Google's Hummingbird and BERT, prioritize semantic understanding of user queries.
- **Contextual Relevance:** AI algorithms like RankBrain consider context and intent to deliver more accurate search results.
- **Content Analysis:** AI & machine learning analyze content to identify topical relevance, depth, and quality.
- **Personalization:** AI-driven personalization tailors search results based on individual preferences and browsing history.
- All this plays into winning results in Google's SGE result types (currently in Beta)





Part 3

New KPIs Emerge

What are the goals we should set for SEO?

Visibility

- Impressions in Google Search Console and Bing Webmaster Tools is the best way to track visibility, versus heavy reliance on keyword tracking. Personalization means there's no "true" top ranking.

Reach

- Use your "keyword footprint" as a supplemental metric for site reach. Get this through a 3rd party tool, like SEMrush, or use Search Console API to pull all keywords driving clicks or impressions to your site.

Engagement

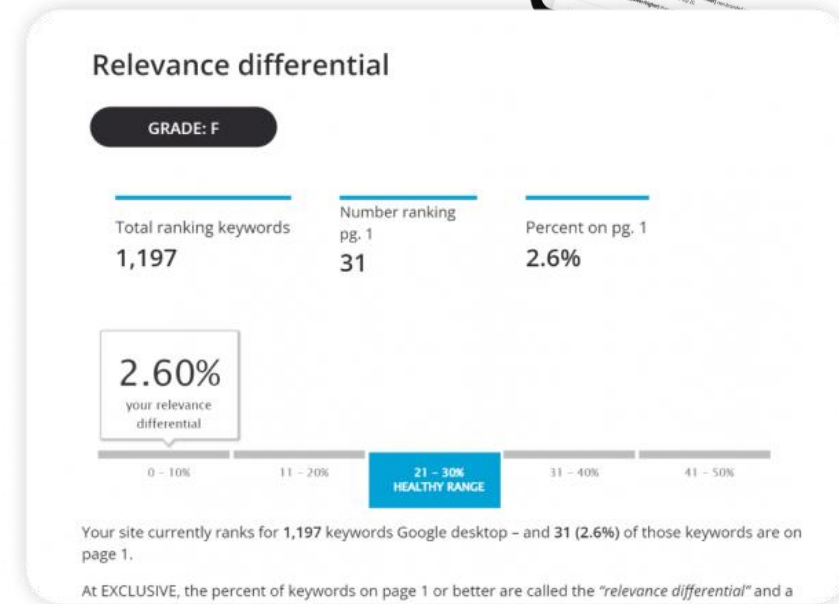
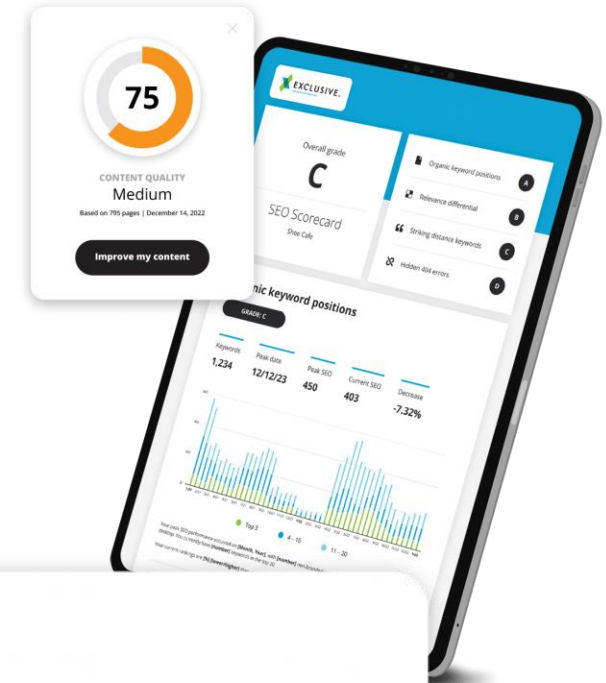
- Track engagement (CTR% from SERPs, time on page, new email addresses captured) and monitor assisted conversions from SEO to understand the true value of the channel.

OFFER: SEO Scorecard

In the field of SEO, ecommerce has its own rules and requirements. No agency has more experience in this niche than EXCLUSIVE. Since 1997, our team has uncovered unparalleled SEO insights and forged unconventional SEO methodologies that boost traffic and revenue for ecommerce sites – prioritized for speedy results.

The road to success starts here: EXCLUSIVE's Free Custom SEO Scorecard. Focused on 4 fundamental analyses, the Free SEO Scorecard uniquely measures your potential SEO gains.

Once populated, our team will reach out personally to offer help with: deciphering the results, answering your questions, and working with you to develop an action plan to achieve record growth from your SEO program.





Part 4

SEO is More Holistic

SEO Should Be More Holistic

- 10 years ago, to stay in front of customers our clients needed to be in 6 places (channels)
- Today, that number is 15+ places / channels
- Coordinating between SEO and other channels has never been more crucial or profitable



The **EXCLUSIVE** Framework

Virtuous Activity Cycle



How SEO Intersects 4 Pillars of Strategy

Competitive Strategy

How do I to stay ahead of competition?

Investment Strategy

How do I invest to hit my target goals?

Performance Strategy

How can I balance short and long-term needs?

Messaging Strategy

How can I create value for my target segments?

What is Your **Competitive Strategy**?



Search-Based Journey

Brand awareness has minimum impact on conversions

Efficiency drivers

Consideration & Conversion

Growth drivers

Awareness, Loyalty, & Advocacy



Brand-Based Journey

Brand awareness is a conversion booster in the buying process

Efficiency drivers

Awareness & Conversion

Growth drivers

Consideration, Loyalty, & Advocacy

What is Your **Investment Strategy?** (Alpha vs Normal)

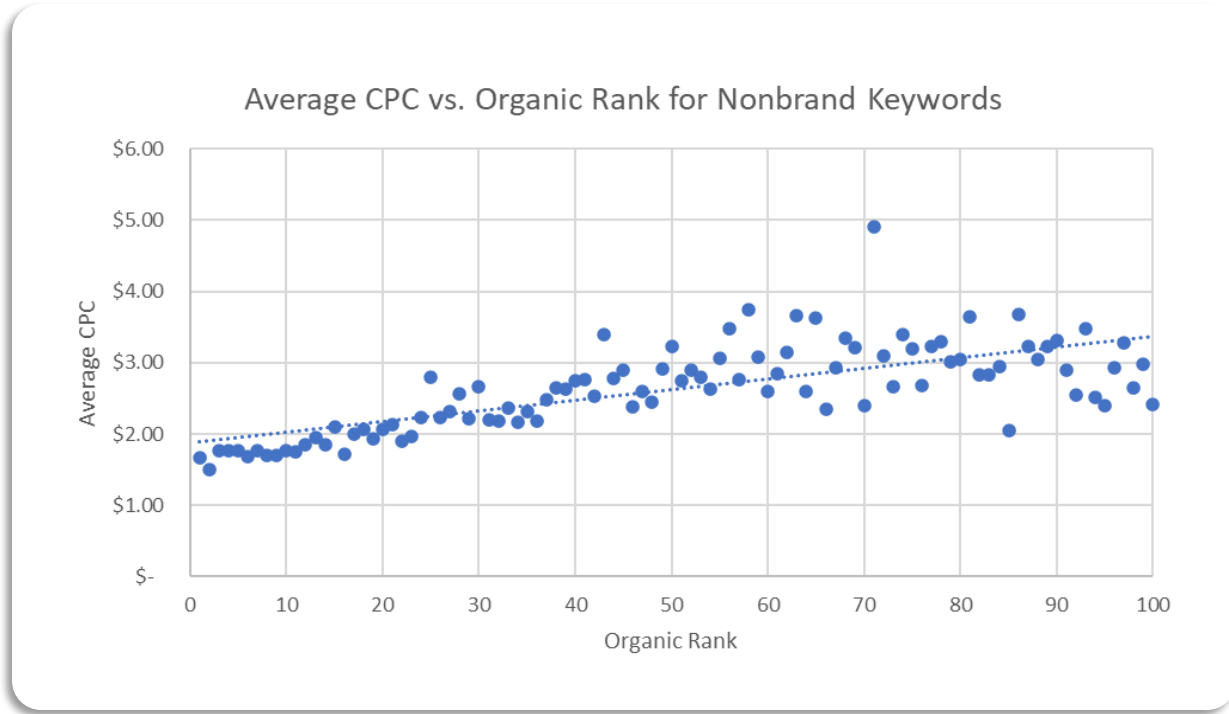
	Search-Based Journey		Brand-Based Journey		
	Normal Distribution (EFFICIENCY)	Alpha Distribution (GROWTH)	Normal Distribution (EFFICIENCY)	Alpha Distribution (GROWTH)	
Awareness	LOW	MED	MED	HIGH	Blog content
Consideration	HIGH	HIGH	LOW	MED	Category and resource pages
Conversion	HIGH	HIGH	HIGH	HIGH	Homepage, product pages, and coupon page
Loyalty	LOW	MED	HIGH	HIGH	
Advocacy	LOW	MED	MED	HIGH	

POLL

What is your competitive + investment strategy?

How SEO Makes Your Paid Consideration and Conversion Cheaper.

SEO doesn't work in a void. Higher rankings equal lower CPCs.



Organic Ranking Page	Average CPC	Diff. from Page 1 (\$)	Diff. from Page 1 (%)
Page 1	\$1.72		
Page 2	\$1.91	\$0.18	10.6%
Page 3	\$2.27	\$0.55	31.8%
Page 4	\$2.38	\$0.65	37.9%
Page 5	\$2.82	\$1.10	63.8%

What Is Your **Performance Strategy**?



Short-Term

Metric to Focus On: MER %

Short-Term Considerations

Investing in innovation

Testing new channels

Running new message tests



Long-Term

Metric to Focus On: CPA and CLV

Long-Term Considerations

Maximizing existing channel scale

Tracking net new customers

SEO Investments Bring Insulate MER

The average ecommerce business enjoys 20% of its revenue from SEO. What happens if that shrinks, or you don't keep up?

For businesses that do not invest in content, markup optimization, and trial-and-error during the AI-pocolypse, short-term losses can be severe.

Total marketing costs



Total revenue



Marketing

Efficiency

Ratio

What Is Your **Messaging Strategy**?

Name Your Segments, the Reason You Exist

How would you segment your customers? Ideally, 2-3 segments work best.

Describe What Each Segment Is and Is Not

For clarity, let's add a short but meaningful description to our segment. This will help form your messaging strategy.

Product and Value Proposition Mapping

If there are products that work better for each segment, do that product mapping now. Which of the values you've built in your business matter to each segment?

Use Modalities As a Guide

Consumer behavior is a complex science.

To simplify it, behaviorists distill all decision-making patterns to 4 modalities.

At EXCLUSIVE, we've developed a deep library of tactics for each modality.

When we choose to commit to a modality for your customer, we have room to expand this customer experience treatment.



Competitive
(intangible premium value)



Social
(guided, supportive)



Spontaneous
(compulsive, exciting)



Methodical
(organized, logical)

Organizing Your SEO Efforts Around Modalities

Competitive

Focuses on the brand, it's story and founders – emphasizes materials, quality - ranks for luxury terms.

AI Angle: roundups of top, luxury brands

Spontaneous

Invests heavy SEO resources (content, crawl access) to sale and promotion pages - and optimizing for low-end phrases like "discount".

AI Angle: roundups of sales and recommendations

Social

Develops guides and how-tos – it focuses on getting reviews and coding them correctly. There is a higher emphasis on getting 3rd party validation like listicles.

AI Angle: reviews-heavy search results

Methodical

Optimizes along a rubric of factors that are contemplated in the buying process – size, color, material, price, fit, etc.

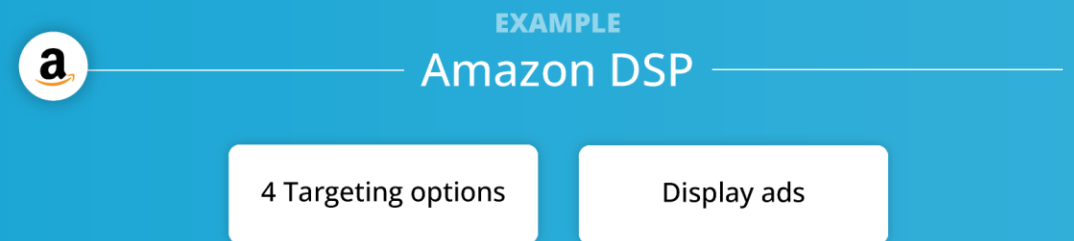
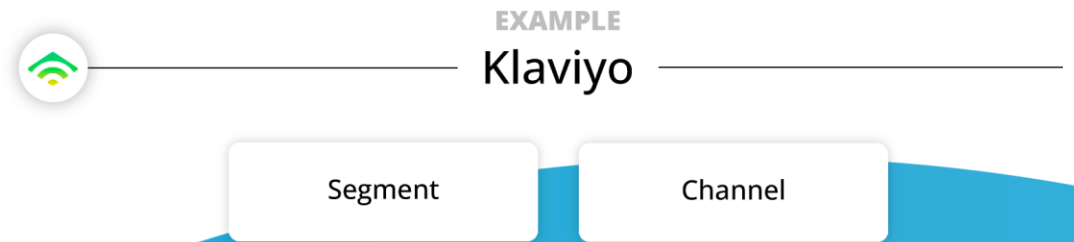
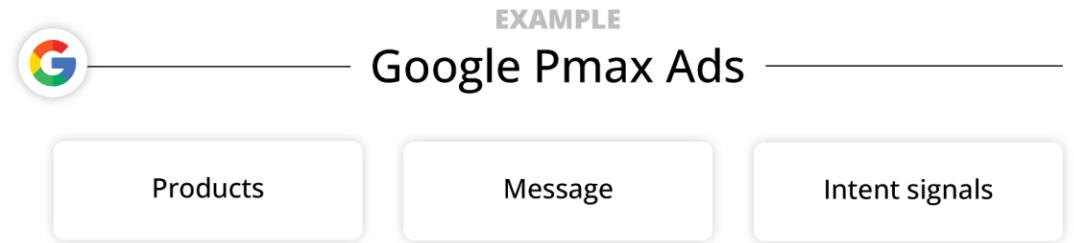
AI Angle: prepared for filters and refined search

POLL

Which modalities apply to your audience?

Holistic Segmentation

- most platforms widely embrace segment-based marketing




Blog Content is Central to Segment-Base Marketing

Use Blogs to Focus on a Single Segment

- Show authority to new AI-SEO, prompting ads
- Drive awareness and top of funnel
- Share on social and display
- Circulate through newsletters

Feed Your Blog with Segment-Based Ideas

- Google Ads search keywords
- Audience signals on Google / Meta
- Organic posts driving engagement

POLL:  Would you like a free GROWTH PLAN

(Here's what we'll review together)

What Strategies Do We Suggest?

After a quick intro of EXCLUSIVE, let's explore your business model and ecosystem.

Channel Mix Recommendations

Using your data and our framework, what is the best way to hit your business goals? Let's make sure we dive deep to confirm.

Cross-Channel A/B Testing

EXCLUSIVE proudly offers cross-channel A/B testing throughout the entire customer journey. Let's get started on it.

Proposal, Pricing, and On-boarding

Our proposal, with clarity on pricing, team structure, and on-boarding steps.



QUESTIONS

Now it's your turn