

Mastering Modern WordPress SEO



Agenda

01 Personal Story

A brief history of myself & how I got started

02 Search Trends

Latest trends in search behavior

03 Search Engine Optimization (SEO)

SEO ranking factors & using AI for SEO

04 Generative Engine Optimization (GEO)

GEO ranking factors

05 Closing Thoughts

Final Takeaways & QA



Alex Melen

Co-Founder, SmartSites





1991



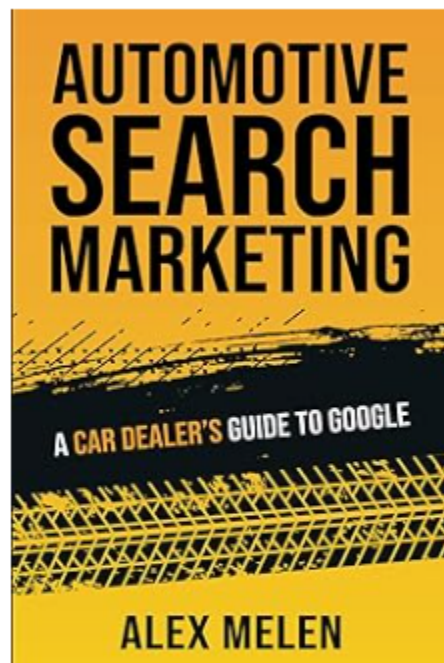
T35 Hosting

1997



2011

sm**💡**rtsites



[Read sample](#)

Automotive Search Marketing: A Car Dealer's Guide to Google

Paperback – April 25, 2023

by [Alex Melen](#) (Author)

5.0 ★★★★★ (51)

[See all formats and editions](#)

A detailed account of the latest and greatest in online marketing strategies for car dealers looking to take their digital marketing to the next level.

- Learn what it takes to plan and implement a search marketing strategy using the latest techniques to maximize your ROI.
- Detailed description of Google ranking signals to help you improve your SEO and jumpstart your organic search traffic.
- Learn advanced PPC implementations to revamp your Google Ads campaigns and increase your business immediately.
- Leading digital marketer explains how to select an advertising agency, evaluate performance, and continuously optimize your campaigns.

A must-have for car dealers looking to increase the effectiveness of their digital marketing. Alex Melen uses his three-decades of digital marketing

✓ [Read more](#)

 [Report an issue with this product or seller](#)

smartsites



OVER 1,000 5-STAR REVIEWS

Company Name	Revenue 	Number of Employees 
 SmartSit...	\$105.9M	439

Personal Story

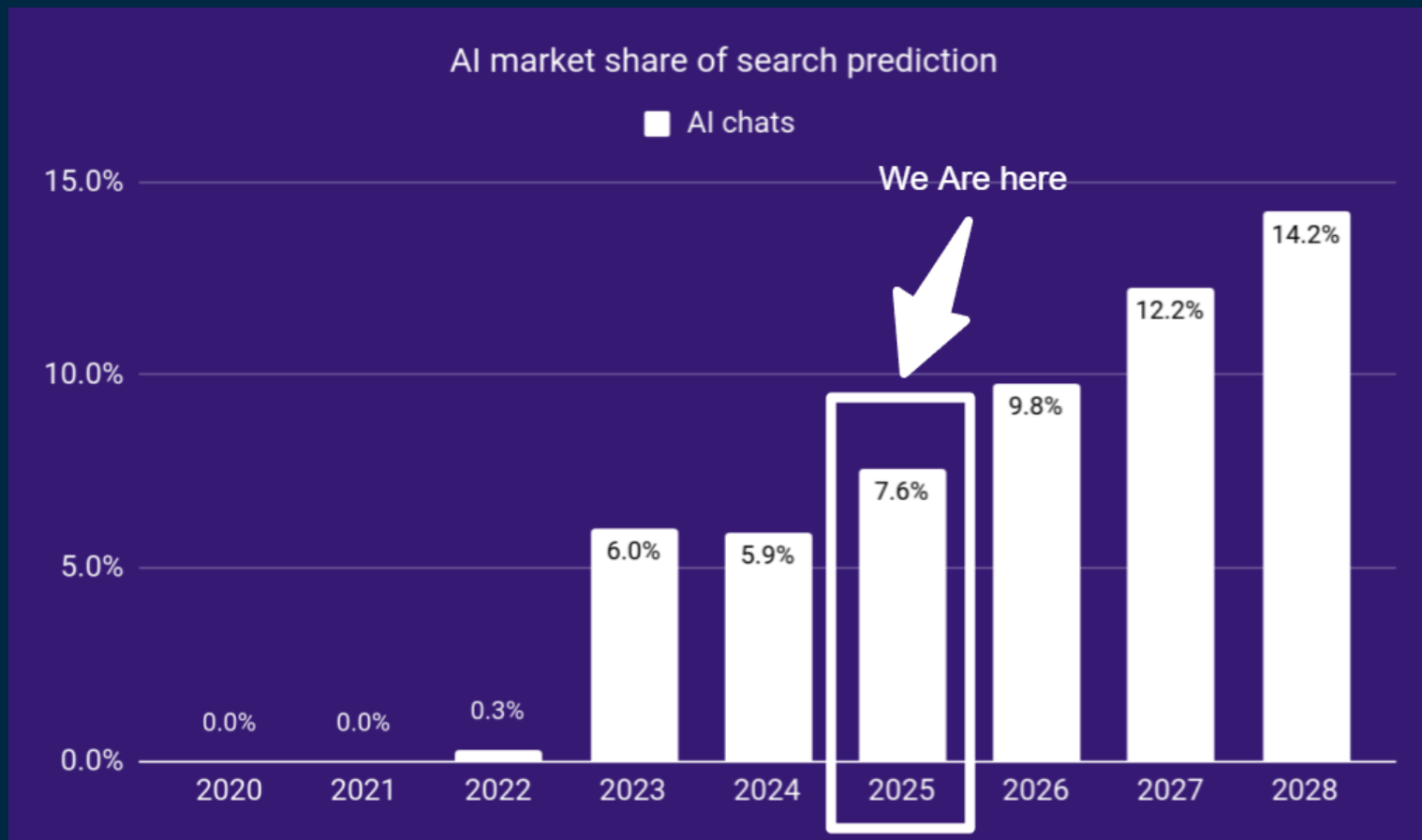
Search Trends

SEO (+SEO with AI)

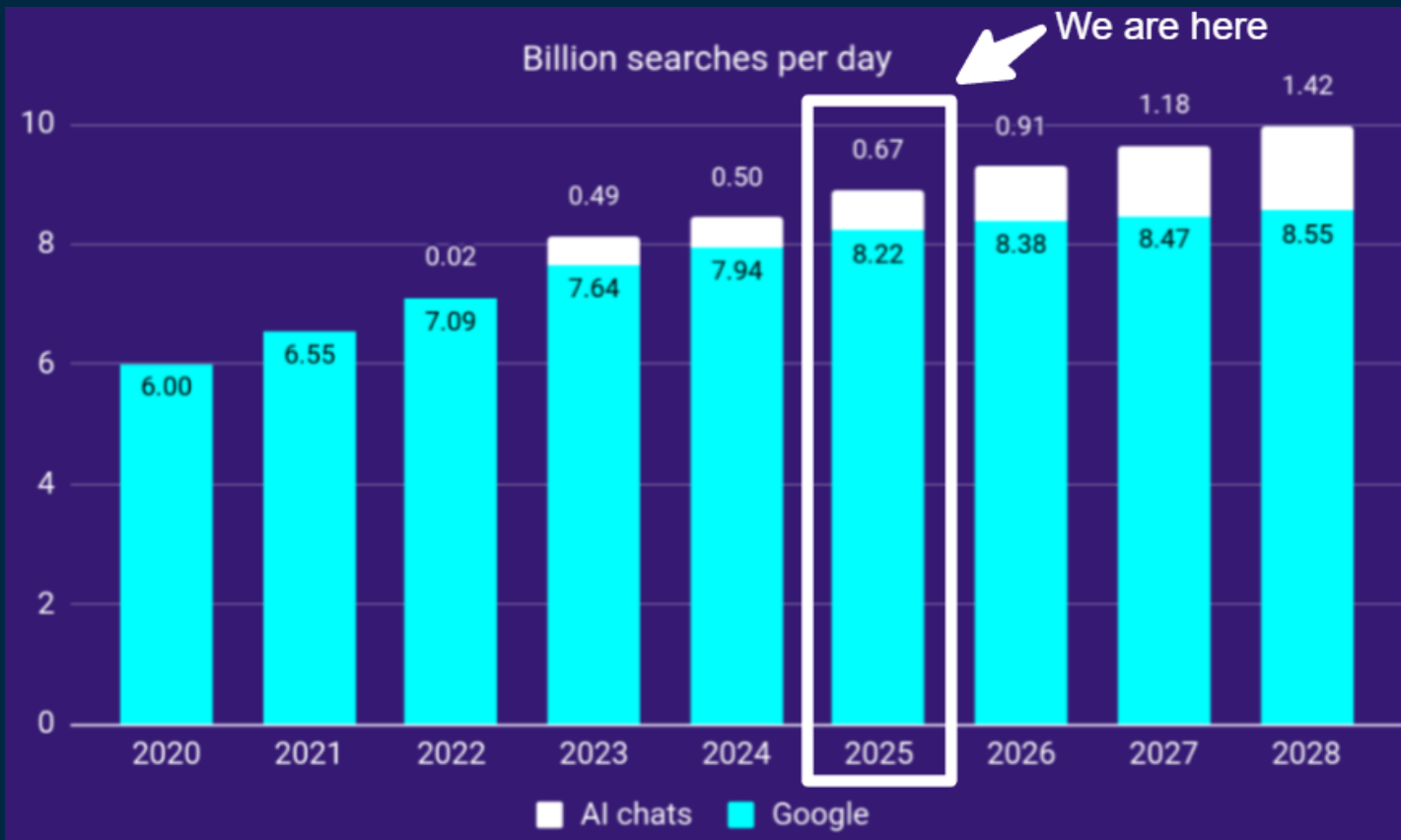
GEO

Closing Thoughts

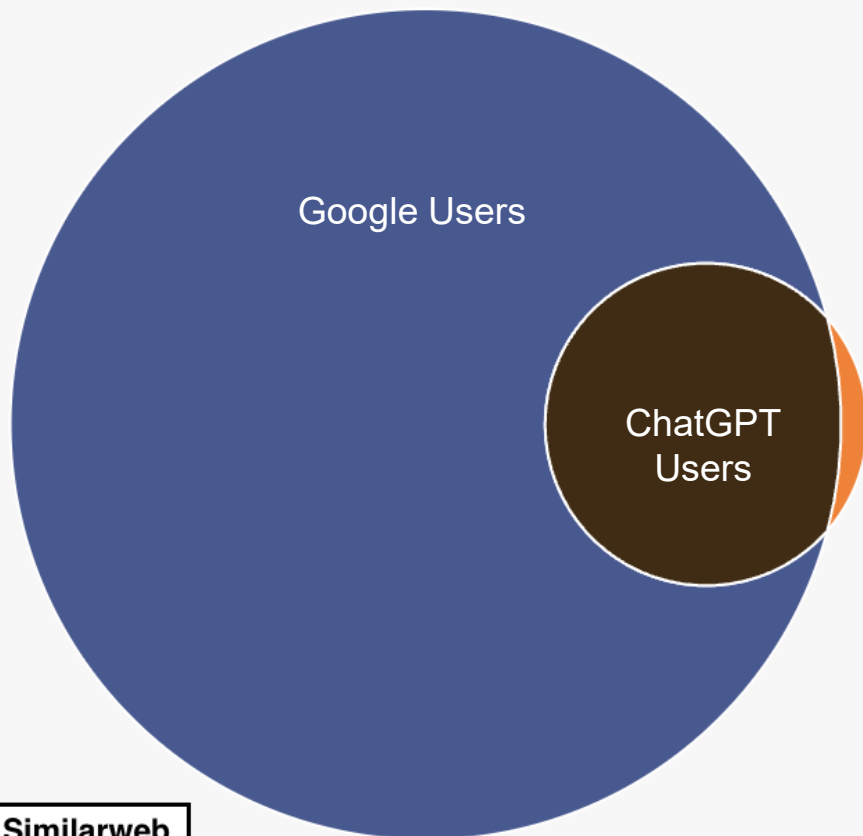
Search Trends



Search Trends



Search Trends



Source: Similarweb

For August 2025, 95.3% of ChatGPT users visited Google, while 14.3% of Google users visited ChatGPT

LLMs still only brings less than 5% of revenue to most sites, while SEO still brings +50% of revenue.

Sources:

- 1) data from Similarweb
- 2) The SEOFOMO AI Search Optimization Survey

Personal Story

Search Trends

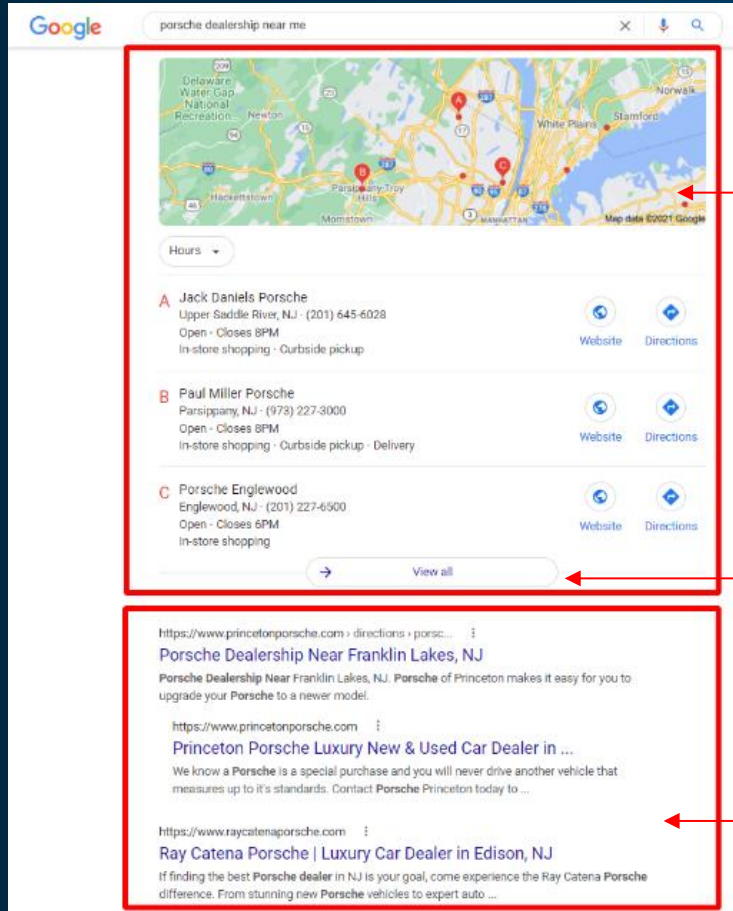
SEO (+SEO with AI)

GEO

Closing Thoughts



Understanding Search Results



Google Local Pack
(Google Maps)

Google Local Finder

Google Localized
Organic Results

How do we know Google's ranking factors?

[Search Engine Land](#) » [SEO](#) » [Yandex 'leak' reveals 1,922 search ranking factors](#)

Yandex 'leak' reveals 1,922 search ranking factors

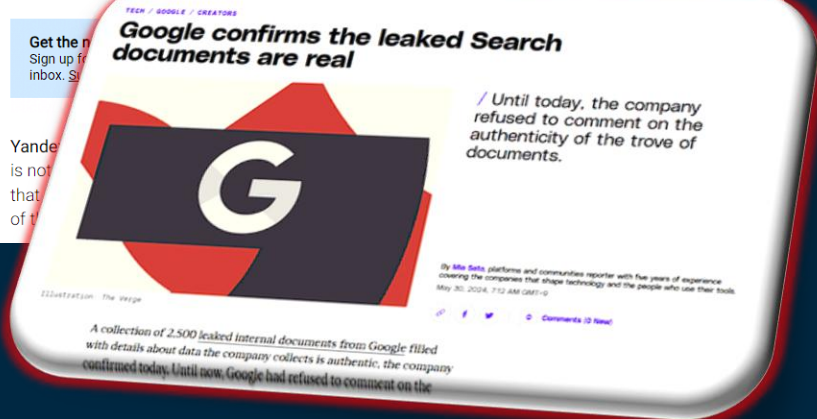
SEO's have already started analyzing Yandex's search ranking factors, which include PageRank and several other link-related factors

[Danny Goodwin](#) on January 27, 2023 at 3:54 pm | Reading time: 4 minutes



A former employee allegedly leaked a Yandex source code repository, part of which contained more than 1,900 factors used by the search engines for ranking websites in search results.

Why we care. This leak has revealed 1,922 ranking factors Yandex used in its search algorithm, at least as of July 2022. Perhaps [Martin MacDonald put it best on Twitter](#) today: "The Yandex hack is probably the most significant leak in the history of search engines."



Local Search Ranking Factors

Everything you need to focus on to win rankings in 2023!



Darren Shaw

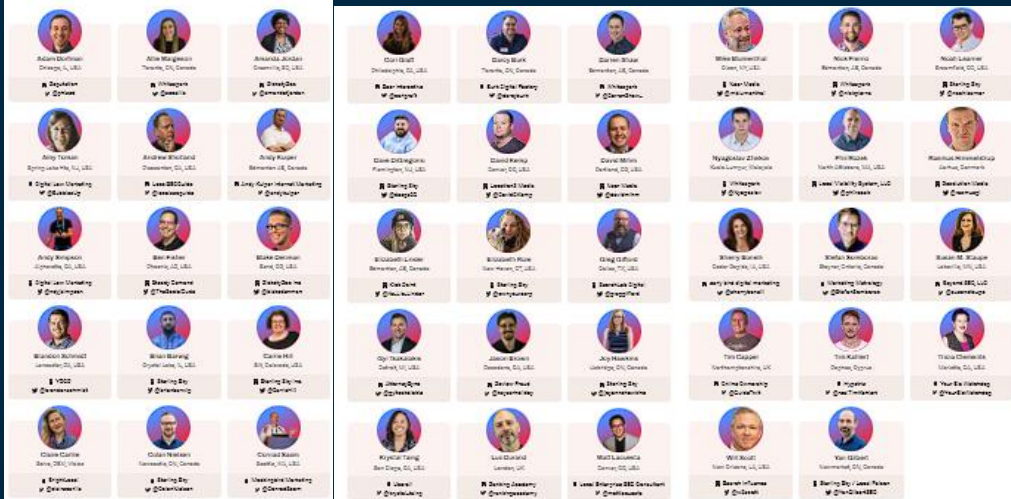
Last updated: March 24, 2023



Expert contributors

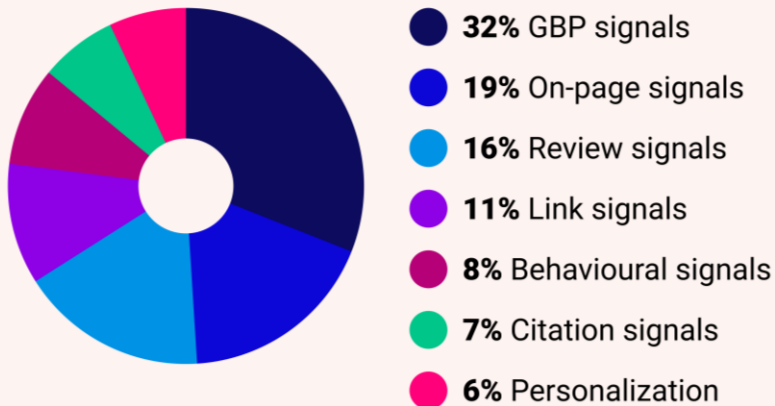
[Stay up to date on local search](#)

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the hard, testing their local marketing, writing and speaking about it, and passing the information on to the rest of the local SEO community.

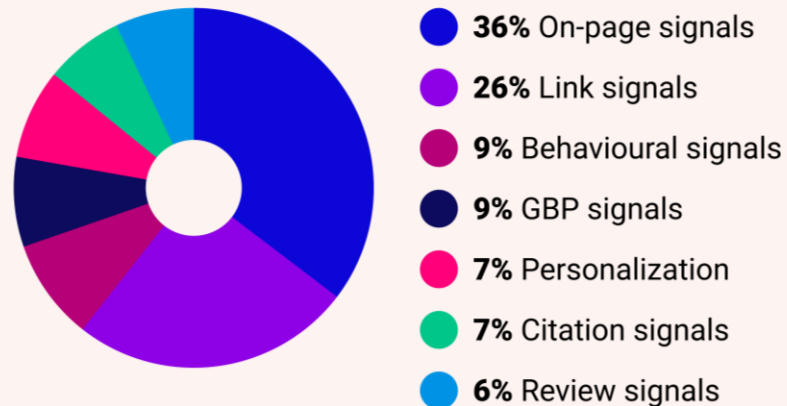


Local Search Ranking Factors

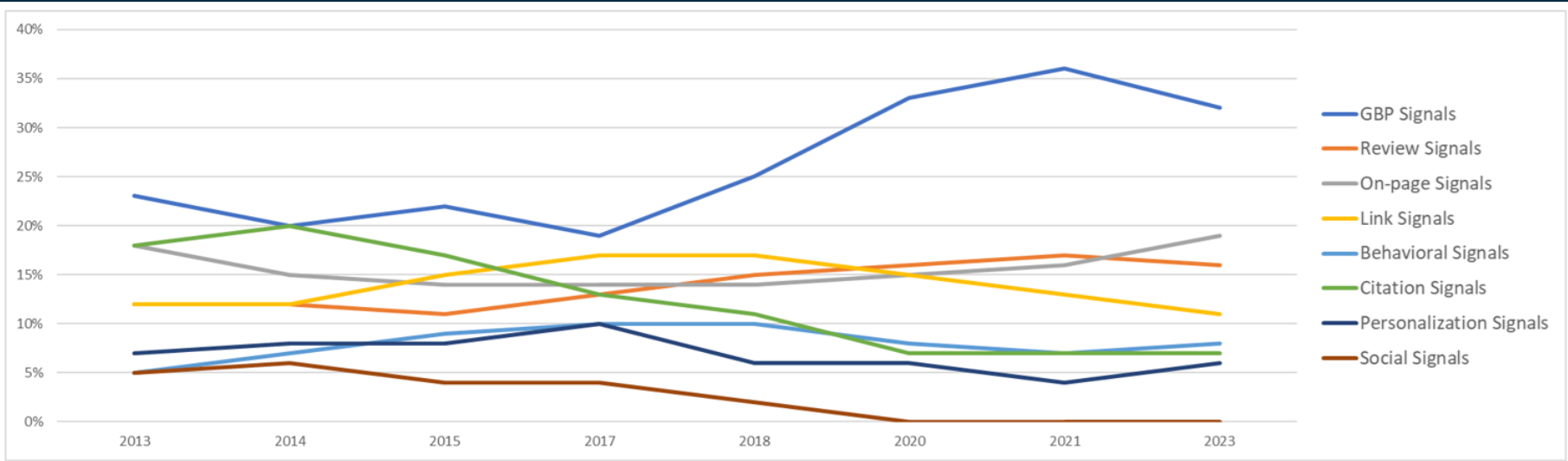
LOCAL PACK/FINDER
RANKING FACTORS



LOCAL ORGANIC
RANKING FACTORS

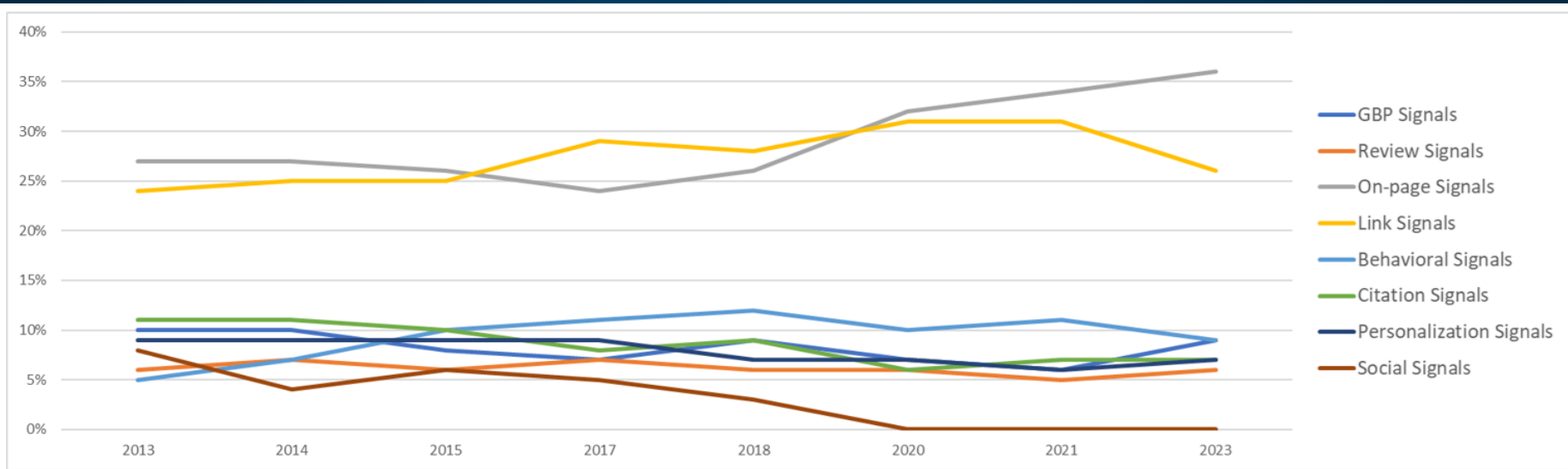


Local Pack (Maps) Ranking Factors 2013-2023



Google Maps	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	23%	20%	22%	19%	25%	33%	36%	32%
Review Signals	12%	12%	11%	13%	15%	16%	17%	16%
On-page Signals	18%	15%	14%	14%	14%	15%	16%	19%
Link Signals	12%	12%	15%	17%	17%	15%	13%	11%
Behavioral Signals	5%	7%	9%	10%	10%	8%	7%	8%
Citation Signals	18%	20%	17%	13%	11%	7%	7%	7%
Personalization Signals	7%	8%	8%	10%	6%	6%	4%	6%
Social Signals	5%	6%	4%	4%	2%	0%	0%	0%

Local Search Ranking Factors 2013-2023



Local Organic	2013	2014	2015	2017	2018	2020	2021	2023
GBP Signals	10%	10%	8%	7%	9%	7%	6%	9%
Review Signals	6%	7%	6%	7%	6%	6%	5%	6%
On-page Signals	27%	27%	26%	24%	26%	32%	34%	36%
Link Signals	24%	25%	25%	29%	28%	31%	31%	26%
Behavioral Signals	5%	7%	10%	11%	12%	10%	11%	9%
Citation Signals	11%	11%	10%	8%	9%	6%	7%	7%
Personalization Signals	9%	9%	9%	9%	7%	7%	6%	7%
Social Signals	8%	4%	6%	5%	3%	0%	0%	0%

Personal Story

Search Trends

SEO (+SEO with AI)

GEO

Closing Thoughts



Site Page Ideas

What website pages should you have?

The screenshot shows a web browser window with a single tab titled "Hiring Technicians Facebook Ad". The address bar shows the URL "chatgpt.com/c/671ff872-1d4c-80...". The ChatGPT interface is in dark mode. A user prompt asks for website page ideas for an independent car dealership, limited to the top 20 pages. The AI response lists 5 essential pages: Home Page, About Us, New Vehicles, Used Vehicles, and Certified Pre-Owned, each with a brief description of its content.

what website pages should an independent car dealership have? limit your recommendation to the top 20 pages and describe each in a sentence

Here are the top 20 essential website pages for an independent car dealership, designed to attract, inform, and convert potential customers:

- 1. Home Page**
 - An overview page introducing the dealership with links to key sections, current promotions, and featured vehicles.
- 2. About Us**
 - A page detailing the dealership's history, mission, values, and team members to build trust and showcase expertise.
- 3. New Vehicles**
 - A dedicated section for the latest car models available, with detailed listings and filter options.
- 4. Used Vehicles**
 - This page highlights pre-owned cars, offering search filters for make, model, year, and price.
- 5. Certified Pre-Owned**
 - Showcases certified pre-owned vehicles, emphasizing their quality and the benefits of certification.

Message ChatGPT

ChatGPT can make mistakes. Check important info.



Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions

Hiring Technicians Facebook Ad

chatgpt.com/c/671ff872-1d4c-80...

Incognito (2)

ChatGPT

generate a list of blog post ideas for an independent car dealership in Indianapolis indian

Here are some engaging blog post ideas tailored to an independent car dealership in Indianapolis:

- "Top 5 Cars for Indianapolis Winters"**
 - Highlight vehicles that handle well in snow and ice, ideal for Indiana's winter weather.
- "How to Prepare Your Car for Winter in Indiana"**
 - A checklist for winterizing vehicles to ensure they're ready for snow, salt, and icy conditions.
- "Benefits of Buying from an Independent Dealership"**
 - Describe the unique advantages, like personalized service, lower prices, and a focus on customer satisfaction.
- "Exploring the Best Family Cars for Indianapolis Families"**
 - A guide to top-rated family vehicles based on safety, space, and comfort.
- "How to Choose the Right Used Car for College Students in Indiana"**
 - Advice for parents or students on selecting reliable and affordable vehicles for campus life.
- "The Importance of Regular Car Maintenance in the Midwest"**
 - Explain how seasonal changes in Indiana make regular maintenance crucial to

Message ChatGPT

ChatGPT can make mistakes. Check important info.



Site Page Ideas

What website pages should you have?



Content Ideas

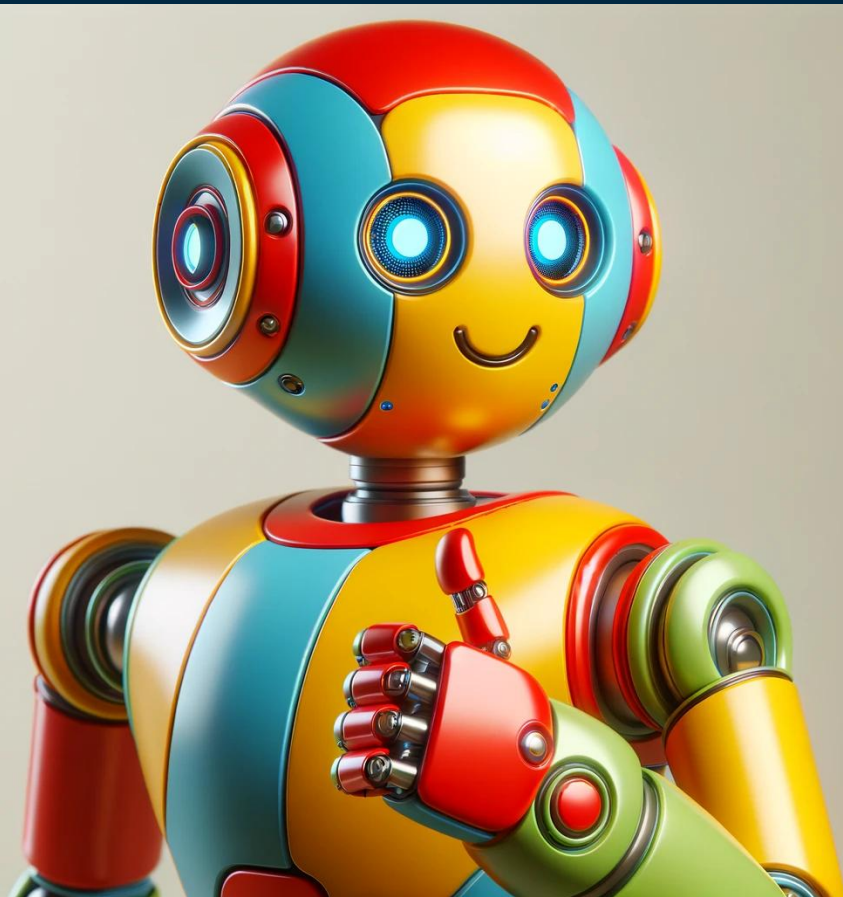
Give me a list of blog post suggestions



Content Creation?!?!?

Write me 500 words of content for a page on my website

Google Says AI Content Is Okay



Before (2/2023):

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our *automated ranking systems* to better ensure people see original *helpful content written by people, for people, in search results*. This page explains more about how the system works, and what you can do to assess and improve your content.

After (3/2024):

Google Search's helpful content system and your website

[Send feedback](#)

Google Search's *helpful content system* generates a signal used by our *automated ranking systems* to better ensure people see original *helpful content created for people in search results*. This page explains more about how the system works, and what you can do to assess and improve your content.

Spot the difference?

More on their stance: developers.google.com/search/blog/2023/02/google-search-and-ai-content
"Rewarding high-quality content, however it is produced"



Site Page Ideas

What website pages should you have?



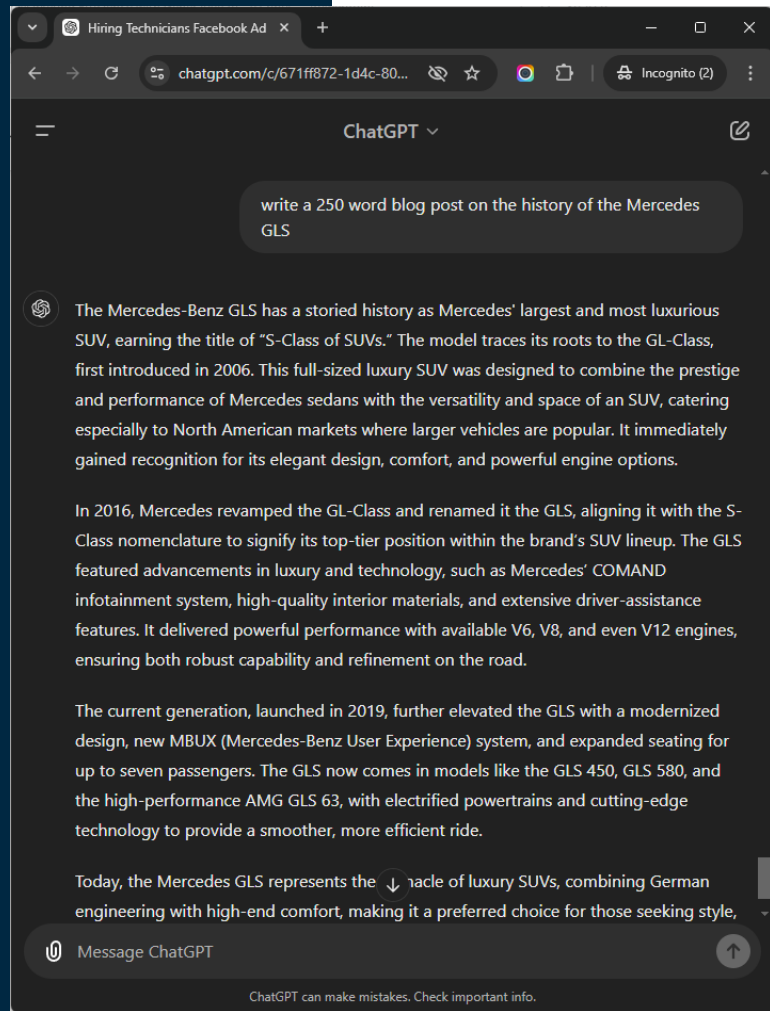
Content Ideas

Give me a list of blog post suggestions



Content Creation

Write me 500 words of content for a page on my website





Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



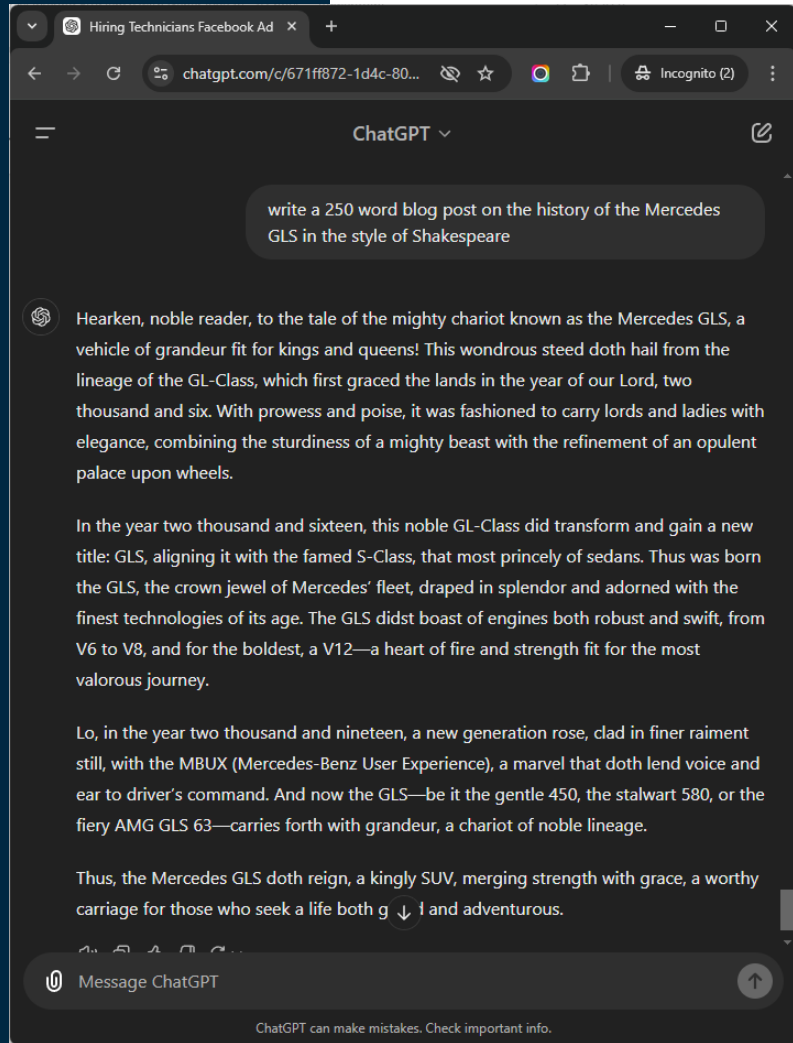
Content Creation

Write me 500 words of content for a page on my website



Creative Content Creation

Weite me a *creative* 500 words of content for a page on my website





Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



Content Creation

Write me 500 words of content for a page on my website



Creative Content Creation

Write me a *creative* 500 words of content for a page on my website



Link Building

Where can I find some sites to link to me



Site Page Ideas

What website pages should you have?



Content Ideas

Give me a list of blog post suggestions



Content Creation

Write me 500 words of content for a page on my website



Creative Content Creation

Write me a *creative* 500 words of content for a page on my website



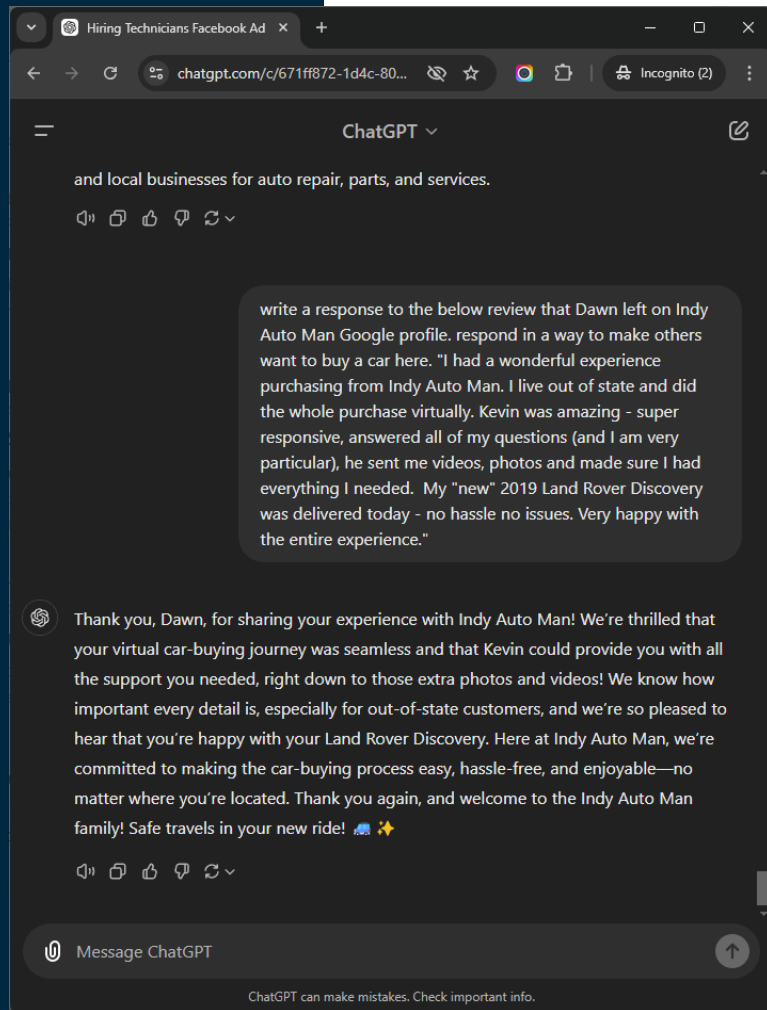
Link Building

Where can I find some sites to link to me

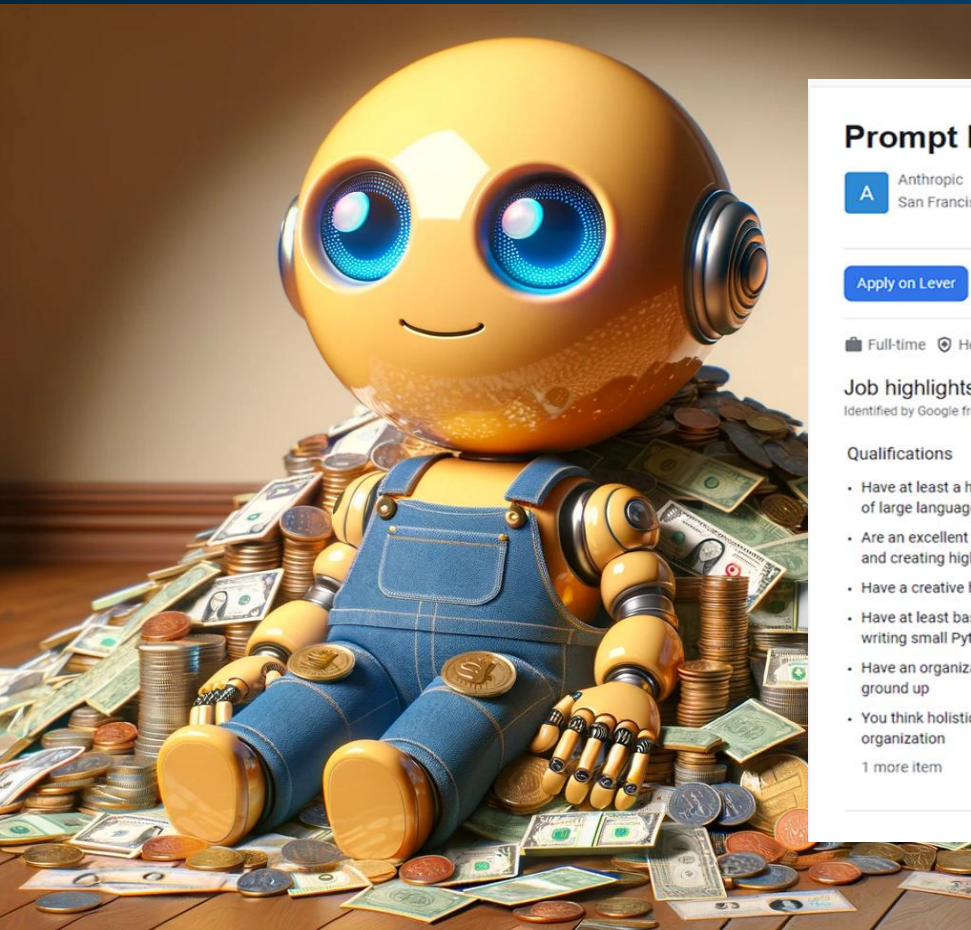


Reputation Management

Write me a response to a Google review



Gen. AI Tips: Being good at AI is valuable



Prompt Engineer and Librarian

SAVE

A Anthropic
San Francisco, CA

Apply on Lever

Apply on Indeed

Full-time Health insurance Dental insurance Paid time off

Job highlights

Identified by Google from the original job post

Qualifications

- Have at least a high level familiarity with the architecture and operation of large language models
- Are an excellent communicator, and love teaching technical concepts and creating high quality documentation that helps out others
- Have a creative hacker spirit and love solving puzzles
- Have at least basic programming skills and would be comfortable writing small Python programs
- Have an organizational mindset and enjoy building teams from the ground up
- You think holistically and can proactively identify the needs of an organization

1 more item

Responsibilities

- Discover, test, and document best practices for a wide range of tasks relevant to our customers
- Build up a library of high quality prompts or prompt chains to accomplish a variety of tasks, with an easy guide to help users search for the one that meets their needs

5 more items

Benefits

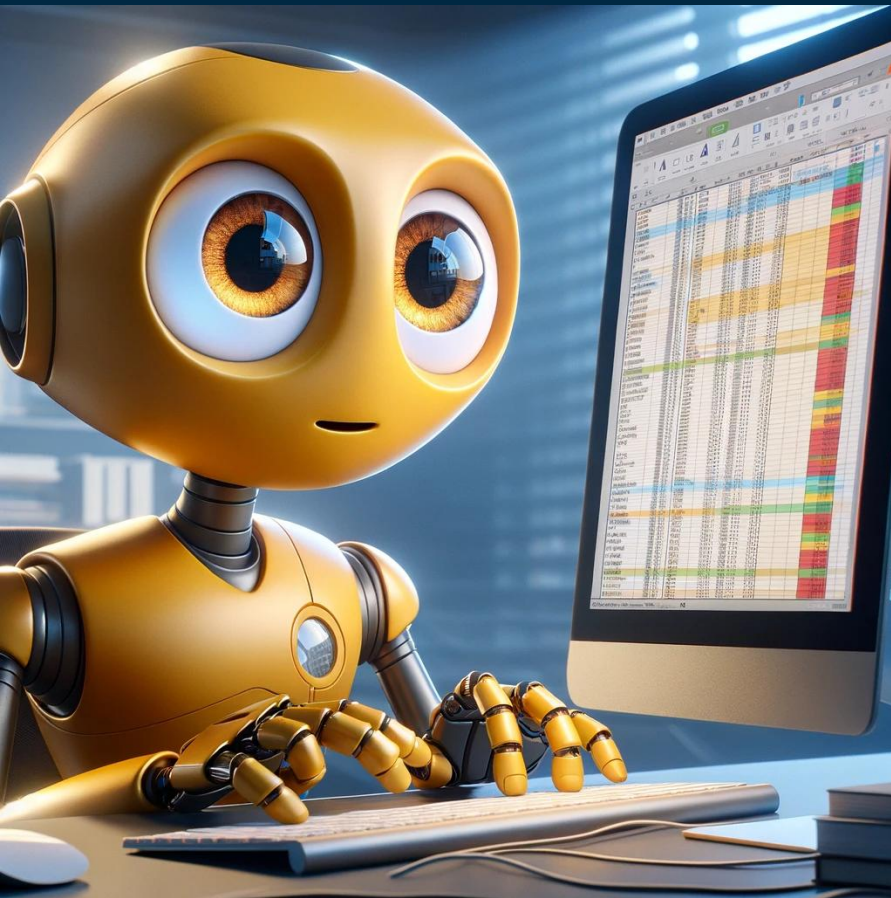
- Annual Salary (USD)
- The expected salary range for this position is \$175k - \$335k

15 more items



More job highlights

Gen. AI Tips: AI Loves Spreadsheets



Top Impressive Reviews Detected

Advanced Data Analysis

SmartSites Testimonials Update - 02.csv
Spreadsheet

see reviews attached
review text in column D
pick out the most impressive sounding reviews

Let's start by loading the data from the CSV file to see what we're working with. Then, look at the reviews in column D, we can proceed to identify the most impressive sounding reviews.

Finished working Show work

It appears that column D, labeled "Text", contains the review text. Some of the reviews seem to contain a placeholder or prompt text "Describe the project or task SmartSites helped...".

To identify the most impressive sounding reviews, I will:

1. Filter out any rows that contain the placeholder text.
2. Use text analysis techniques to score the reviews based on sentiment and impact.
3. Display the top-ranked reviews.

Let's start by filtering out the placeholder or prompt text from the reviews.

Finished working Show work

The placeholder text has been successfully filtered out. Now, to identify the most impressive sounding reviews, we'll score each review based on sentiment and the presence of impactful language.

A simple approach to start with is:

1. Use sentiment analysis to score the positivity of the review.

Send a message

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT Assistant 3 Version

Top Impressive Reviews Detected

sounding reviews, we'll score each review based on sentiment and the presence of impactful language.

A simple approach to start with is:

1. Use sentiment analysis to score the positivity of the review.
2. Look for key impactful words or phrases (e.g., "exceptional", "incredible", "best", "outstanding", etc.) and give additional scores for their presence.
3. Rank the reviews based on their scores and select the top ones.

Let's begin by scoring the reviews.

Finished working Show work

Here are the top 5 most impressive sounding reviews based on our scoring method:

1. "Working with SmartSites for a little over a year and a half. They have been exceptional in assisting us with our digital platforms. We have seen significant growth in our organic traffic. The team is a pleasure to work with."
2. "They are the best PPC team I have worked with. They understand my needs, are proactive, and are always looking for ways to improve my campaigns."
3. "Kolbe and the entire team at SmartSites are amazing. They have helped us with everything from our website design to our SEO. They are very knowledgeable and always willing to help."
4. "I really enjoy working with SmartSites. I have worked with a lot of agencies in the past and SmartSites stands out. They are very professional and deliver what they promise."
5. "SmartSites has been amazing from the start. Their team is always responsive and they have gone above and beyond to ensure our satisfaction."

These reviews were selected based on their positive sentiment and the presence of impactful words or phrases. Would you like to proceed further or need any other assistance?

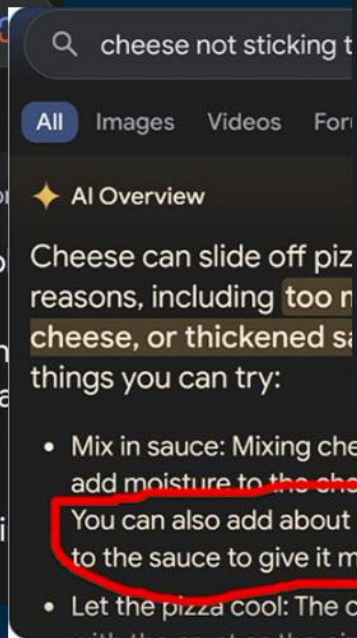
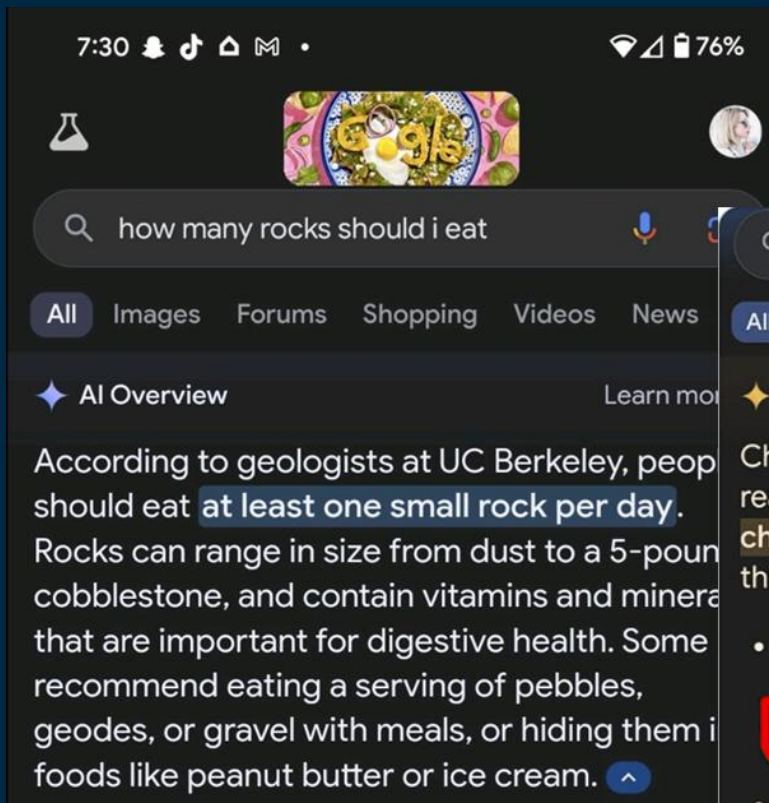
Send a message

ChatGPT may produce inaccurate information about people, places, or facts. ChatGPT Assistant 3 Version

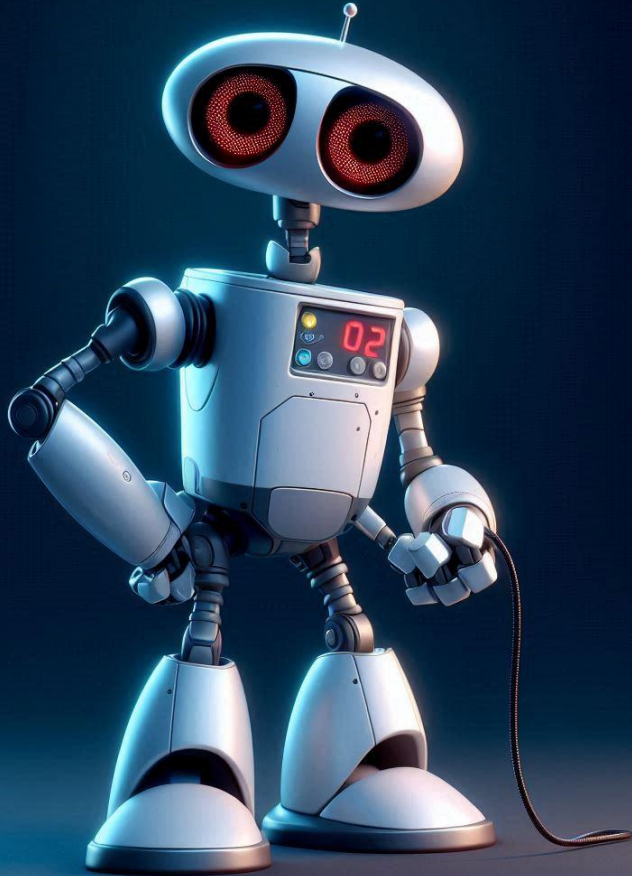
A golden robot with a peace sign on its chest and colorful eyes, standing in a field of mushrooms under a psychedelic sky.



Gen. AI Tips: AI Likes To Hallucinate



Gen. AI Tips: AI Owns Your Data

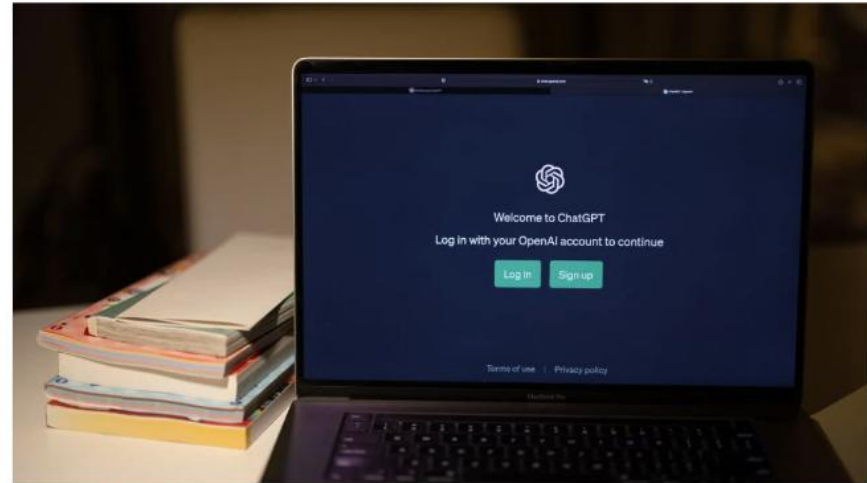


Home > Tech

Samsung bans ChatGPT, AI chatbots after data leak blunder

Incognito mode is not an option.

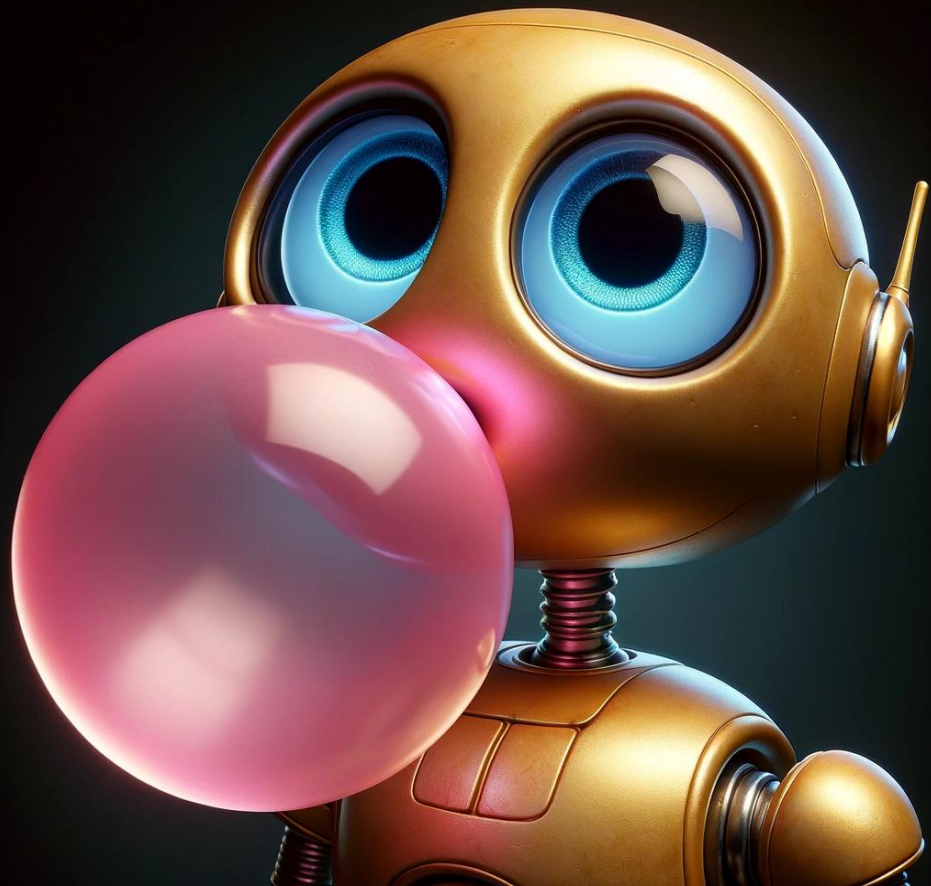
By [Cecily Mauran](#) on May 2, 2023



Samsung joins other companies that have banned or restricted ChatGPT because of data breach risks.

AI today is like the Internet Boom, in 1995

1. **12ft**: An AI tool that unlocks paid online articles for free.
2. **Photoroom AI**: AI-powered photo studio for e-commerce.
3. **Mayday AI**: The AI assisted calendar that helps you save time.
4. **Recall AI**: Your personal AI powered encyclopedia.
5. **Stylized AI**: Draw any object and turn it into a studio quality image.
6. **Tugan AI**: Generate promotional emails instantly by entering URL or a topic.
7. **Pico AI**: Build simple and shareable web apps with AI.
8. **Xembly AI**: Manage your work across various platforms.
9. **Claid AI**: An AI tool to add compelling backgrounds to your products.
10. **Bardeen AI plugin**: AI-powered Chrome extension that automates manual work.
11. **Onesta AI**: A finance chatbot powered by AI that answers all financial questions.
12. **ChatGPT Writer**: Chrome extension to generate entire emails and messages.
13. **Butternut AI**: Build websites instantly using generative AI.
14. **AI Photo sorter**: Sort all of your photos using AI.
15. **ColorAir**: ChatGPT for teachers and instructors.
16. **Baked**: Turn your idea into art with AI.
17. **Opus Clip**: Turn a long video into 10 viral clips.
18. **Ellie**: An email writing assistant that learns from your writing style.
19. **Rask AI**: Localise your videos into 60+ different languages using AI.
20. **Fibery AI**: An AI-powered work and knowledge hub for starters.



Personal Story
Search Trends
SEO (+SEO with AI)

GEO

Closing Thoughts

Generative Engine Optimization



Generative Engine Optimization



Good SEO is good “GEO”

(or AEO, or AI SEO, or LLM SEO, or LMNOPEO)



just opening up something on a phone or whatever. So the basic things have not changed. Good SEO is good GEO. Or LMOPEO! So they're all fine.

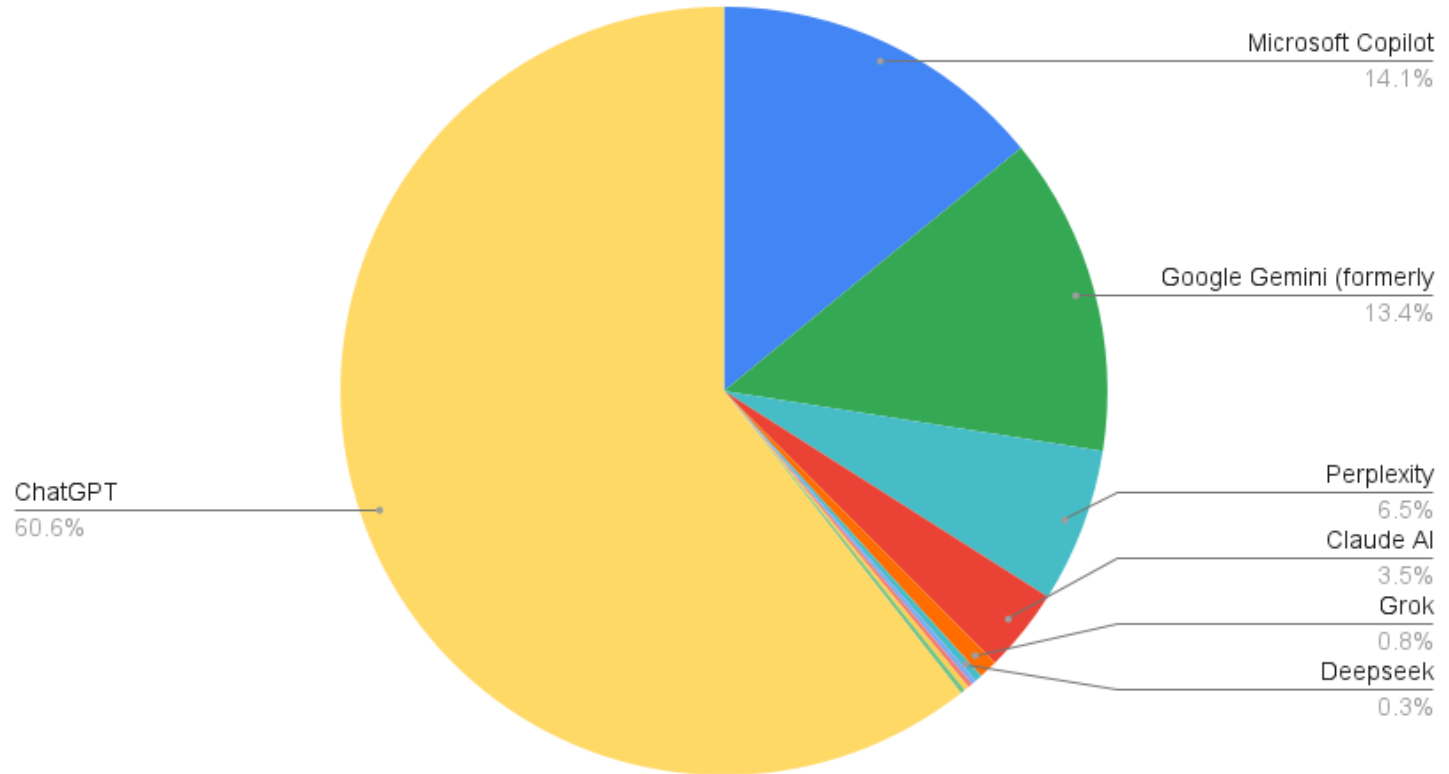
What I'm trying to say is don't



How Generative AI relies on SEO



AI Chatbots by Market Share

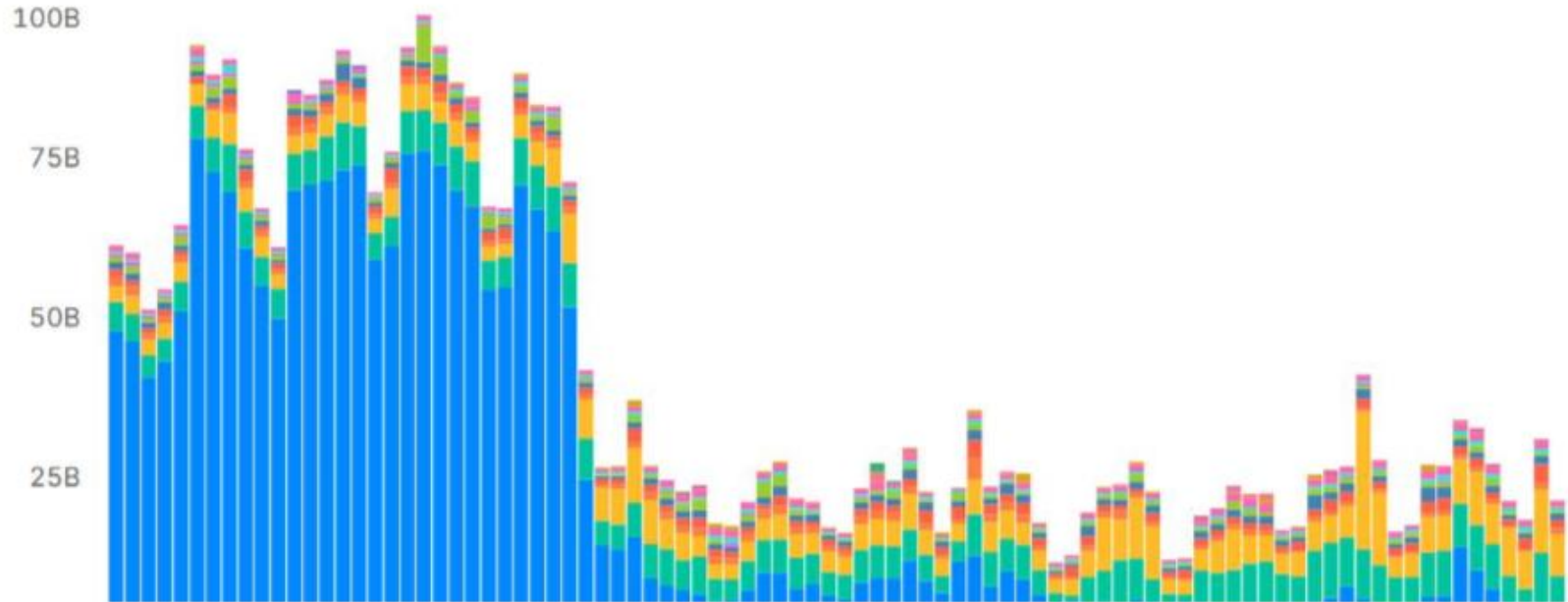


ChatGPT “seasonality”

Browse models provided by OpenAI ([Terms of Service](#))

31 models

Tokens processed



Good GEO = Good SEO + A few extras

Optimizing for AI-Driven Search

- Write with “Promptability” in Mind
- Use clear, question-based headers & direct answers (FAQ style)

Prioritize Entity Clarity

- Clearly define who you are, what you do, who you serve, and what you're known for
- Showcase people, services, industries, case studies, and areas of expertise

Build Topical Authority

- Create deep, consistent content hubs on key topics
- Get established, authoritative websites to link to you and showcase you

Results: SmartSites top cited brand in LLM

How to get cited by AI: SEO insights from 8,000 AI

Published: May 12, 2025 at 9:00 am | Read Time: 12 minutes

Share



Written by James Allan

Table of Contents

Why care where AI results come from?

AI engine citation patterns. Who cites what?

Engine comparison summary: Key differences

How query type shapes citations: B2B vs. B2C vs. mixed

The crucial link: Web presence, search visibility and AI citations: Deep dive. The surprising role of product blogs in AI citations

Brand visibility: Who gets mentioned and how often?

SEO recommendations for enhanced AI visibility

From ChatGPT to Gemini, here's what each AI model trusts – and how strategic content earns visibility in generative search results.

As AI-generated answers take over the search landscape, understanding what gets cited – and why – has never been more critical.

Explore citation data across leading AI engines, see how B2B and B2C intent shapes visibility, and learn actionable [SEO](#) tactics to help your brand get found.

This analysis is powered by Rankscale.ai, a platform tracking AI query visibility across the web.

Why care where AI results come from?

Understanding how generative AI engines cite their sources is crucial for effective SEO today.

Visibility in responses from [ChatGPT](#), Google's Gemini, [Perplexity](#), and Google's [AI Overview](#) hinges on getting your brand mentioned in the content they trust.

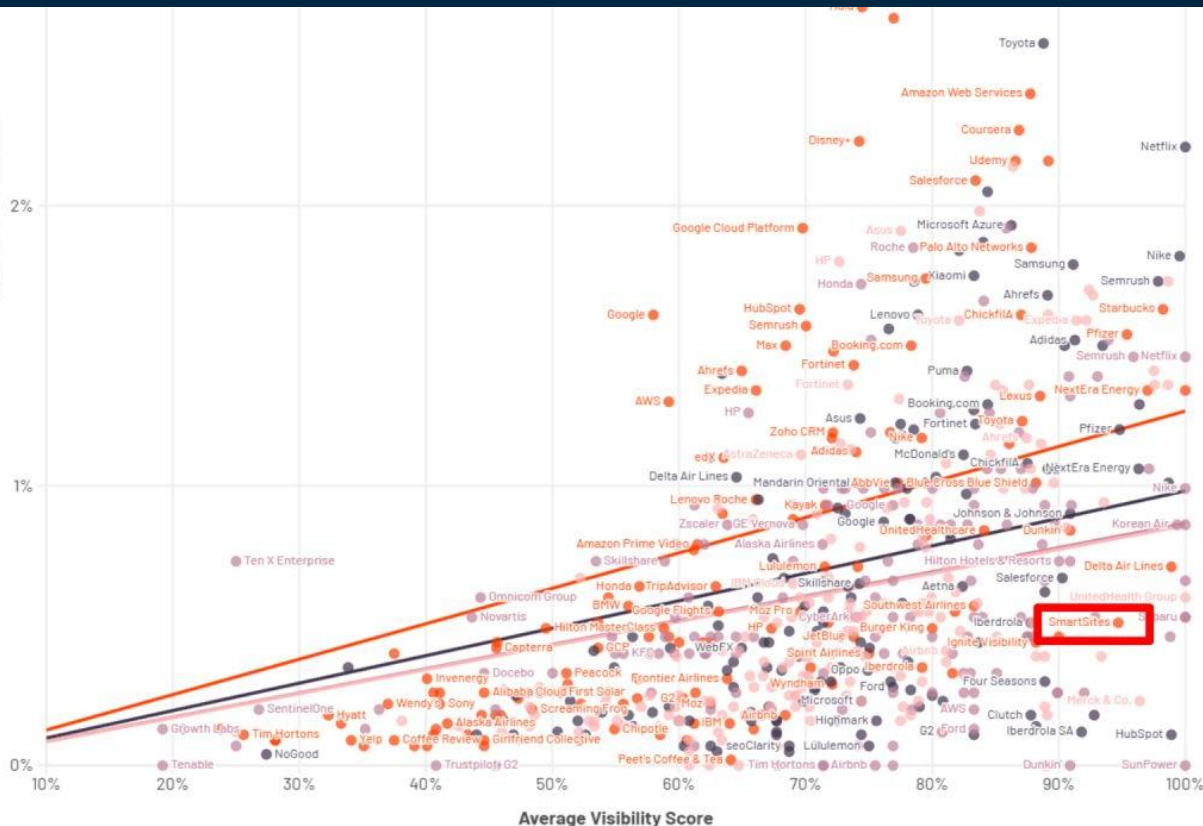
Yet, their preferences in terms of trusted sources vary significantly.

This is especially true for results that use the web for RAG (retrieval-augmented generation).



The chart above, powered via Rankscale.ai data, contains analysis for almost 8,000 unique citations across 57 diverse queries. Each query was fetched multiple times across the four leading AI engines.

Total Share of Citations



Results: SmartSites AI traffic

Site Traffic- AI Traffic

Aug 1, 2025 - Aug 31, 2025

Total users

636

↓ -23.6%

Sessions

934

↓ -33.1%

Monthly Traffic from AI Source



By Source / Medium

	Session source / medium	Sessions ▾	Key events	Engageme...
1.	chatgpt.com / referral	691	22	54.99%
2.	chatgpt.com / (not set)	104	43	61.54%
3.	gemini.google.com / referral	48	3	56.25%
4.	perplexity.ai / referral	39	0	58.97%
5.	claude.ai / referral	17	0	47.06%
6.	copilot.microsoft.com / referral	17	0	52.94%
7.	chatgpt.com / organic	11	0	36.36%

1 - 9 / 9 < >

By Landing Page

	Page path	Sessions ▾	Key events	Engage. Rate
1.	/	594	16	62.46%
2.	/digital-marketing-services/	127	0	82.68%
3.	/work/	72	2	80.56%
4.	/contact/	57	13	91.23%
5.	/company/	47	0	80.85%
6.	/web-design/	32	0	84.38%
7.	/blog/3-inspiring-examples-of-real-estat...	27	0	51.85%

1 - 100 / 213 < >

Personal Story
Search Trends
SEO (+SEO with AI)
GEO

Closing Thoughts

Closing Thoughts: What Really Matters



Search is Evolving: AI chat is a growing part of search, with its market share predicted to reach 7.6% in 2025. However, traditional search continues to dominate and hold its own.



Leverage AI as a Tool: Use AI for content ideas, draft creation, link building, and reputation management. Google continues to reward high-quality content.



Prepare for GEO: Good SEO is good Generative Engine Optimization (GEO). Optimize for AI by using clear, question-based headers and building topical authority to get cited in AI results.



Always Be Adapting: The digital landscape is always changing. Staying informed and agile is essential for success.



sm**arts**ites



Alex Melen

Co-Founder, SmartSites
alex@smartsites.com

Alex Melen
LinkedIn

Thank You!



SmartSitesNJ



SmartSitesNJ



SmartSites



SmartSites