

Mastering **SEO** in the World of **SGE** & **ChatGPT**

*Presented by **Alex Melen**
Exclusively for*



Agenda

01 About the Presenter

A quick peek into background & the value I hope to bring to you today

02 Search Engine Optimization

A deep dive into Google's ranking factors

03 Search Generative Experience

Learn what's coming down the pipeline from Google

04 Succeeding in 2024 and Beyond

Putting you on the road to success

05 Q&A

All of your questions answered

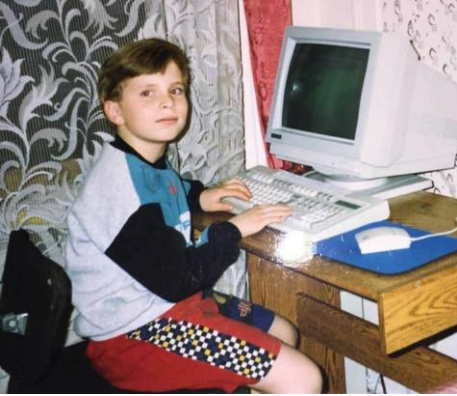


Alex Melen

Co-Founder, SmartSites



Alex



1991

1997



2009



2011



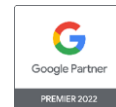
About SmartSites

400+
FT Employees

11+ Years
In Business

500+
5 Star Reviews

1,000+
SEO Clients



Let's
Connect

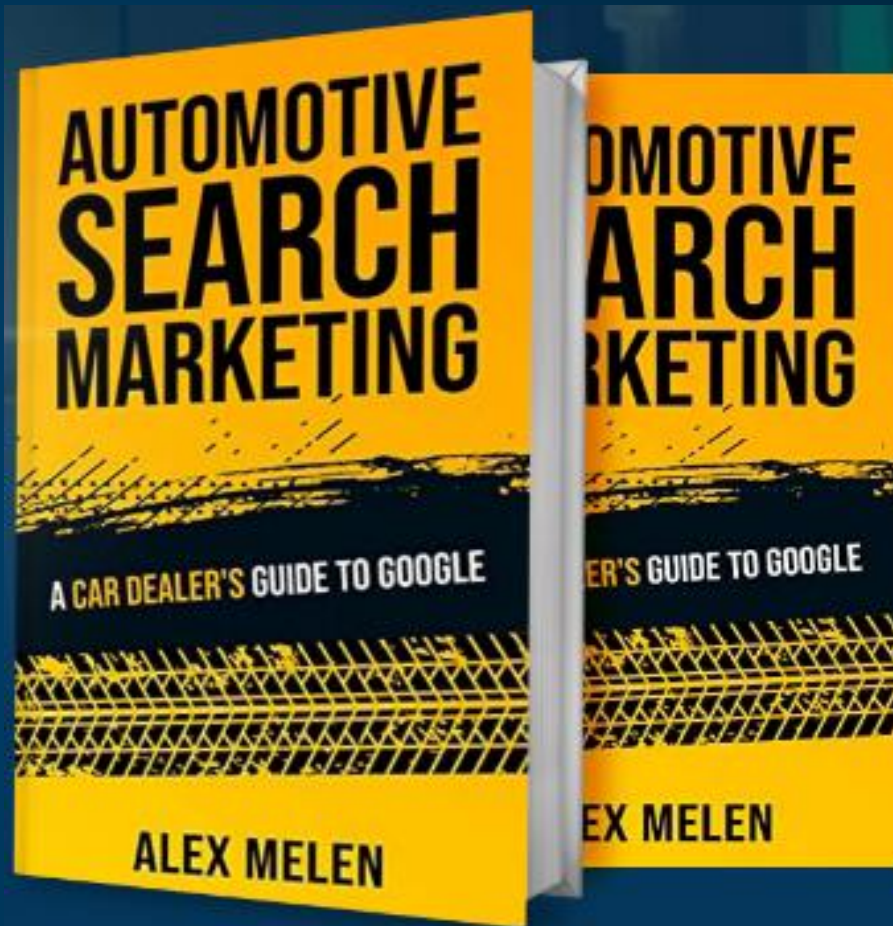
Linked in



Alex Melen

😊 Co-Founder at SmartSites 🏆

Award-Winning Entrepreneur 🗣️ Keynote ...





Search Engine Optimization (SEO), 1997-2023

sm[💡]rtsites



Understanding Search Results

Google

porsche dealership near me



Hours

A Jack Daniels Porsche
Upper Saddle River, NJ · (201) 645-6028
Open · Closes 8PM
In-store shopping · Curbside pickup

Website
Directions

B Paul Miller Porsche
Parsippany, NJ · (973) 227-3000
Open · Closes 8PM
In-store shopping · Curbside pickup · Delivery

Website
Directions

C Porsche Englewood
Englewood, NJ · (201) 227-6500
Open · Closes 6PM
In-store shopping

Website
Directions

View all

Google Local Pack
(Google Maps)

Google Local Finder

<https://www.princetonporsche.com/directions/porsche/>
Porsche Dealership Near Franklin Lakes, NJ

Porsche Dealership Near Franklin Lakes, NJ. Porsche of Princeton makes it easy for you to upgrade your Porsche to a newer model.

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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

SEOs 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 interesting thing to have happened in SEO in years."

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Yandex is not Google. If you plan to read the full list of Yandex ranking factors, remember that Yandex is not Google. If you see a ranking factor listed by Yandex, that doesn't mean Google gives that signal that same amount of weight. In fact, Google may not use all of the 1,922 factors listed. In fact, many of the factors in this leak are deprecated or unused.

And as Taylor pointed out, 244 of the ranking factors were categorized as unused and 988 as deprecated, "meaning that 64% of the document is either not actively used or has been superseded – so it's more like ~690 potential ranking factors, and a lot of them contain thin descriptions."

Local Search Ranking Factors

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



Darren Shaw

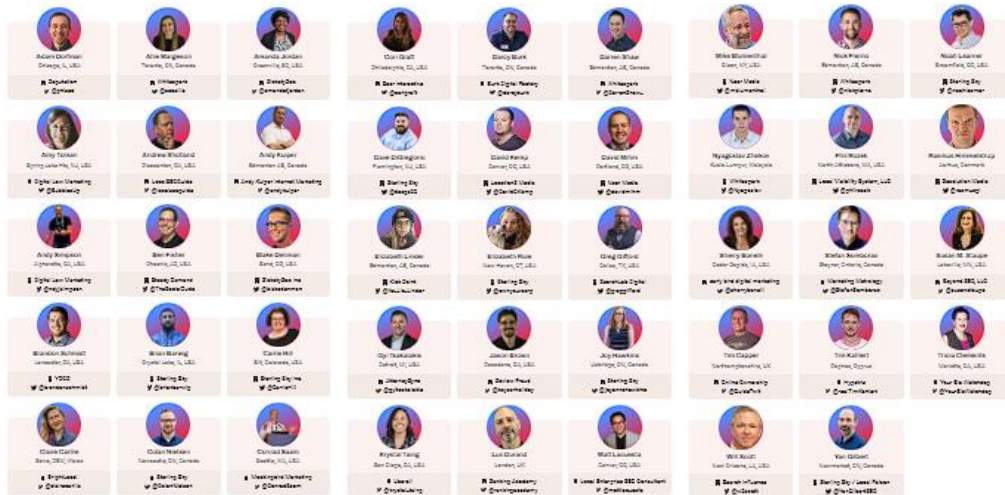
Last updated: March 24, 2023



Expert contributors

[Tap to link to their website](#)

Select the top performing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the work, testing theories, researching, writing, and speaking about the gear that's trending at the top of Google's local results.



Source: [whitespark.ca](#)

Google Local Pack (Google Maps)

2023 LOCAL PACK/FINDER RANKING FACTORS

Rank	Factor	Score	
1	Primary GBP Category	193	
2	Keywords in GBP Business Title	181	
3	Proximity of Address to the Point of Search (Searcher-Business Distance)	176	
4	Physical Address in City of Search	170	
5	Removal of spam listings through spam fighting	143	
6	High Numerical Google Ratings (e.g. 4-5)	138	
7	Additional GBP Categories	134	
8	Quantity of Native Google Reviews (w/text)	128	
9	Verified GBP	117	
10	Proximity of Address to Centroid	114	
11	Keywords in GBP Landing Page Title	114	
12	Completeness of GBP	112	
13	Sustained Influx of Reviews Over Time (rather than bursts)	105	
14	Dedicated Page for Each Service	105	
15	Keywords in GBP Landing Page Headings (H1, H2, etc)	102	

16	Proper Placement of the Map Pin	101	
17	Geographic (City/Neighborhood) Keyword Relevance of Domain Content	101	
18	Internal Linking Across Entire Website	100	
19	Quantity of Inbound Links to Domain from Locally-Relevant Domains	100	
20	Recency of Reviews	99	
21	Quantity of Inbound Links to GBP Landing Page URL from Locally-Relevant Domains	98	
22	Consistency of Citations on Primary Search Engines (Google Maps, Bing Maps, Apple Maps)	98	
23	HTML NAP Matching GBP NAP	97	
24	Internal Links TO GBP Landing Page from Other Pages of Website	97	
25	Quality/Authority of Inbound Links to Domain	94	
26	Quality/Authority of Inbound Links to GBP Landing Page URL	94	
27	Quantity of Inbound Links to Landing Page URL from Industry-Relevant Domains	92	
28	Age of GBP	90	
29	Keywords in Anchor Text of Inbound Links to GBP Landing Page URL	89	
30	Volume of Searches for Business Name	89	
31	Topical (Product/Service) Keyword Relevance Across Entire Website	88	
32	Quantity of Inbound Links to Domain from Industry-Relevant Domains	87	
33	Volume of Quality Content on Service Pages	86	

Google Localized Organic Results

2023 LOCAL ORGANIC RANKING FACTORS

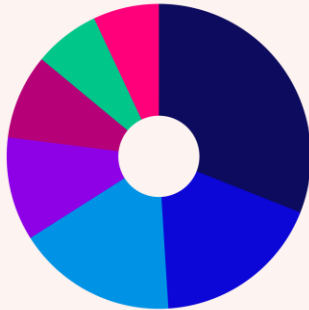
Rank	Factor	Score	
1	Dedicated Page for Each Service	163	
2	Internal Linking Across Entire Website	149	
3	Quality/Authority of Inbound Links to Domain	148	
4	Geographic (City/Neighborhood) Keyword Relevance of Domain Content	146	
5	Keywords in GBP Landing Page Title	140	
6	Quantity of Inbound Links to Domain from Locally-Relevant Domains	137	
7	Topical (Product/Service) Keyword Relevance Across Entire Website	135	
8	Volume of Quality Content on Service Pages	134	
9	Volume of Quality Content on Entire Website	132	
10	Keywords in Anchor Text of Inbound Links to Domain	128	
11	Diversity of Inbound Links to Domain	127	
12	Mobile-friendly/Responsive Website	125	
13	Quantity of Inbound Links to Domain from Industry-Relevant Domains	124	
14	Keywords in GBP Landing Page Headings (H1, H2, etc)	119	
15	Website's Degree of Focus on a Specific Niche	119	

16	Keywords in Titles Across Entire Website	117	
17	Keywords in Headings (H1, H2, etc) Across Entire Website	110	
18	Website Uses HTTPS by default	106	
19	Diversity of Anchor Text to Domain	106	
20	Physical Address in City of Search	105	
21	Quality/Authority of Inbound Links to GBP Landing Page URL	105	
22	Loadtime of Pages Across Entire Website	103	
23	Domain Authority of Website	102	
24	Keywords in Anchor Text of Inbound Links to GBP Landing Page URL	101	
25	Quantity of Inbound Links to Domain	101	
26	Sustained Influx of Links Over Time (rather than bursts)	101	
27	Internal Links TO GBP Landing Page from Other Pages of Website	98	
28	Quantity of Inbound Links to Landing Page URL from Industry-Relevant Domains	98	
29	Diversity of Inbound Links to GBP Landing Page URL	97	
30	Keywords in Domain Name	95	
31	Click-Through from Search Results for Relevant Search Terms / from Geographically Relevant Locations	95	
32	Sustained Output of Content Over Time (rather than bursts)	94	
33	Click-Through Rate from Search Results (General)	94	

Ranking Signals

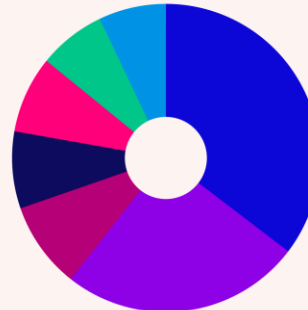
2023 LOCAL SEARCH RANKING FACTOR GROUPS

LOCAL PACK/FINDER RANKING FACTORS



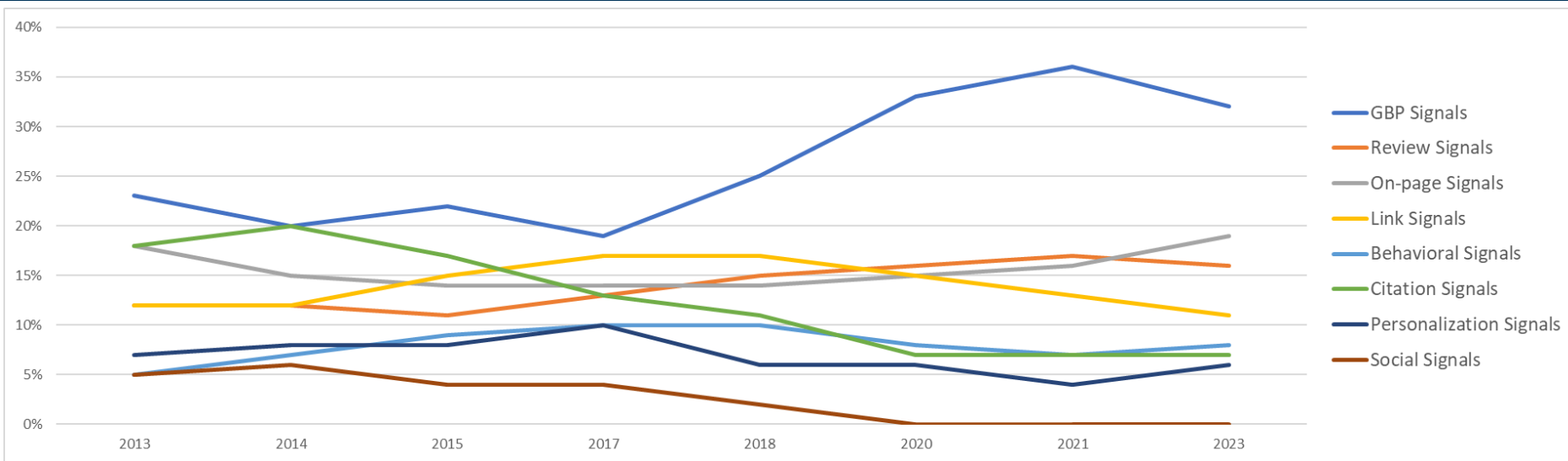
- 32% GBP signals
- 19% On-page signals
- 16% Review signals
- 11% Link signals
- 8% Behavioural signals
- 7% Citation signals
- 6% Personalization

LOCAL ORGANIC RANKING FACTORS



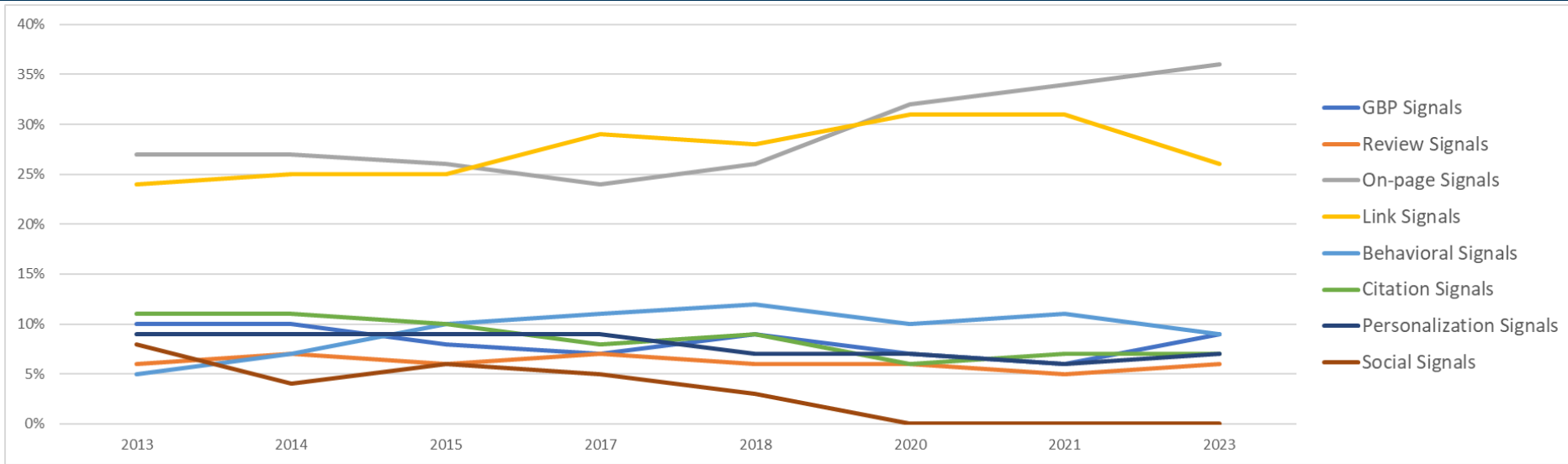
- 36% On-page signals
- 26% Link signals
- 9% Behavioural signals
- 9% GBP signals
- 7% Personalization
- 7% Citation signals
- 6% Review signals

Local Pack (Maps) Ranking Factors 2013-2021



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 Organic 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%

ChatGPT in SEO

2023 AI USE IN LOCAL SEO

Rank	Use	Count
1	Creating content (which is then edited by a human)	20
2	Content ideation/inspiration	18
3	Keyword research and topic classification/clustering	6
4	Running images through Google Vision AI	4
5	Writing spreadsheet formulas	4
6	Responding to reviews	4
7	Finding citation sources, sponsorships, and other link opportunities	4
8	Generating Schema code	2
9	Researching and generating content about local landmarks	2
10	Writing regex	2

11	Image generation, upscaling, and background removal	2
12	Generating a list of FAQs	2
13	Creating AI-assisted location pages	1
14	Helping with content brief creation	1
15	Exploring using it to streamline agency operations	1
16	Understanding user intent	1
17	Combing through data sets to uncover insights	1
18	Generating html/css code for web pages	1
19	Deduplicating similar content	1
20	Identifying if competitor reviews are fake or real	1
21	Inspiring ideas for SEO Audits	1
22	Predictive analysis	1
23	Rewriting business descriptions for citations	1

[Collapse data](#)



Google's **S**earch **G**enerative **E**xperience (**SGE**)

Chatbots

● This article is more than 7 months old

ChatGPT reaches 100 million users two months after launch

Unprecedented take-up may make AI chatbot the fastest-growing consumer internet app ever, analysts say

Home > Artificial Intelligence > Chatbots

NEWS

Microsoft: 365 Copilot chatbot is the AI-based future of work

Microsoft today demonstrated the many uses of its new 365 Copilot chatbot based on GPT-4, and the company introduced a new generative AI-based feature called Business Chat.



By Lucas Mearian
Senior Reporter, Computerworld | MAR 16, 2023 12:54 PM PDT

Microsoft's Bing Tops 100 Million Users With ChatGPT Integration

The ChatGPT integration sparks new interest in Bing, but Google remains the top dog in search.



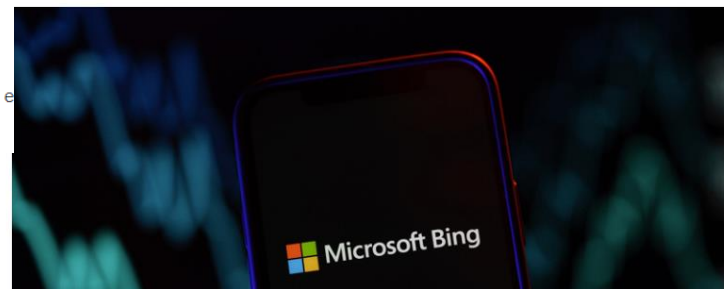
By Michael Kan March 9, 2023



The Verge
<https://www.theverge.com/chatgpt-bing-microsoft-d...>

Bing is now the default search for ChatGPT

May 23, 2023 — OpenAI will start using Bing as the default search engine for its new search functionality will be rolling out to ChatGPT Plus ...



Microsoft Bets Big on the Creator of ChatGPT in Race to Dominate A.I.

As a new chatbot wows the world with its conversational talents, a resurgent tech giant is poised to reap the benefits while doubling down on a relationship with the start-up OpenAI.



About 32,000,000 results (0.47 seconds)

Sponsored

Microsoft
<https://www.microsoft.com/new/bing>

Microsoft Bing and ChatGPT - Try the New Bing Now

Chat, search and inspiration – all in one place with the new AI-Powered Bing. The Answer Engine. Search That Gets You. Your Story, Your Search. Dive deeper into subjects by...



Medium
<https://medium.com/my-learning-journal/chatgpt-...>

ChatGPT + Microsoft Edge = 🔥 . The New Bing

Feb 27, 2023 — You may think "oh it's just a web browser plus ChatGPT and perhaps even more powerful in the way that the new Bing ...

Google's Search Generative Experience

Google

what's better for a family with kids under 3 and a dog, bryce canyon or X

Converse Shopping Images Videos News Maps Books Flights Finance

Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

Ask a follow up How long to spend at Bryce Canyon with kids? How many days do you need in Arches National Park for kids?

Action Tour Guide
https://actiontourguide.com · 20220207 · which is b...
Feb 12, 2022 — Arches only allow dogs at campgrounds, parking lots, and along established roads, making it a lot harder to experience the park with your dog.

The MOM Trotter
https://themomtrotter.com · bryce-canyon-national-pa...
A Guide To Planning A Trip To Bryce Canyon National ...

Google

good bike for a 5 mile commute with hills

Converse Shopping Images Videos News Maps Books Flights Finance

Generative AI is experimental

When choosing a commuter bike, you can consider aspects like:

- **Design:** Ebikes, road bikes, gravel bikes, and hybrid bikes are good for commuting
- **Motor and battery:** Battery-powered ebikes offer motor assistance and can be good for hilly commutes
- **Suspension:** A suspension fork reduces the impact from cracks and bumps for a more comfortable ride

Here are some of the best bikes for five-mile commutes with hills:

Good for hill climbing

Aventon Level.2 Commuter Ebike

4.7 ★ (1.9K)

Aventon Electric Bikes, 7+ stores

\$1,799

This 8-speed hybrid electric bike features front suspension and hydraulic disc brakes. Reviewers note its powerful motor, great range, and ability to handle different types of terrain.

Good for commuting

Public Bikes C7

4.7 ★ (266)

Public Bikes, 1+ stores

\$450

This affordable bike has a step-through frame that is easy to get on and off. It has a relaxed geometry that allows an upright riding position and has seven speeds. Reviewers note that it's comfortable and lightweight.

What is a Hybrid Electric Bike? How to...

Easy E-biking

Hybrid Bike Sizing Guide

Evans Cycles

Ask the Experts: How to Choose...

The Coolist

Google's Search Generative Experience

- **SGE today**, is not going to be the SGE that rolls out to the masses.
- **Ranking in the top few spots** will become proportionally more important.
- **Authority and Search Intent** will become vital. “SGE is trained to corroborate responses with high-quality resources”
- **Certain search results will be greatly impacted.** Any search results that focus on answering a question are prime candidates to be replaced by SGE. Specifically, search queries that can produce a definitive answer, like “when are the next Olympics”.

Google's Search Generative Experience

SGE DOES NOT generate AI results for:

- Navigational queries (any queries that Google Maps / GMB can handle)
- Recipes (yet)
- "Adult" searches (NSFW / Explicit / Porn)
- Searches related health and financial issues
- News, current events, as-it-happens searches
- Quick answers; Song lyrics, weather etc.
- Sensitive queries related to gender identity, holocaust, and the like
- Any questions that are don't have short definitive answers



Succeeding in **2024** and **Beyond**

Succeeding with SGE

Focus on building domain authority: Google will pull in results into SGE from highly authoritative sources. Being more authoritative will be more important than ever. Focus on Google's EAAAT here:

E EXPERIENCE



How much does the creator have first-hand experience in the area being covered?

E EXPERTISE



How much does the creator have expertise, skill, or knowledge of the subject?

A AUTHORITATIVENESS



What are the reputations of the author and website like? Are they reputable?

T TRUSTWORTHINESS

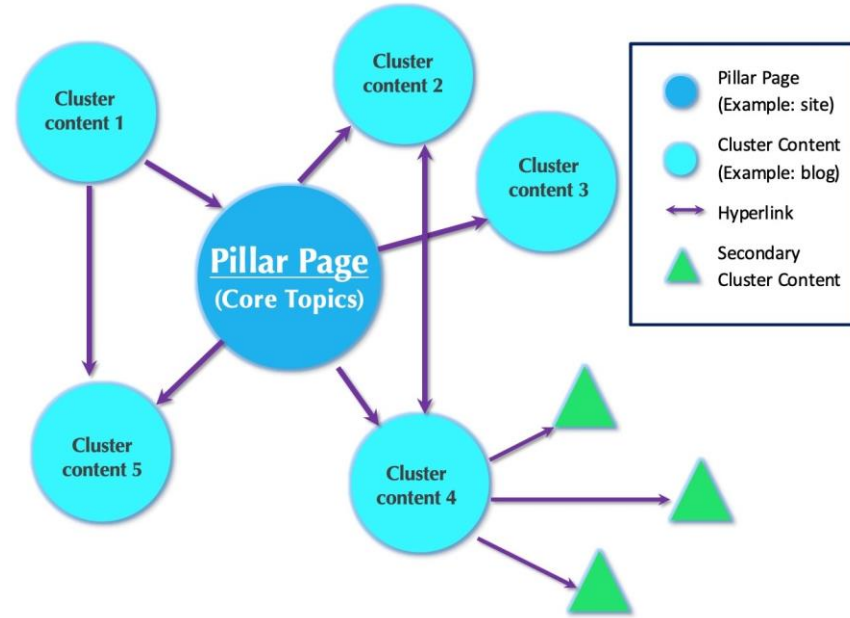


How accurate, honest, safe and reliable is the page?



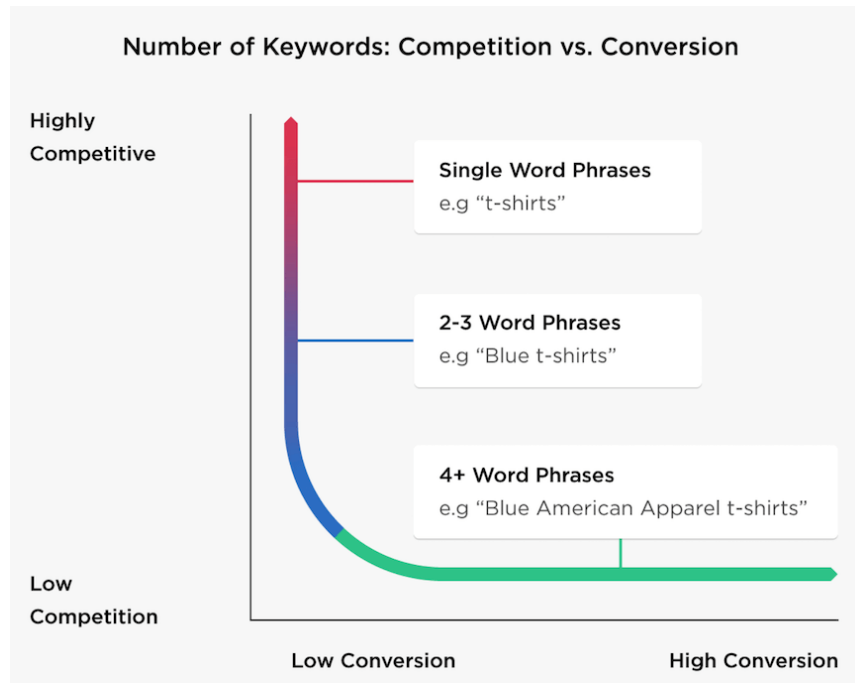
Succeeding with SGE

Cluster content: To make your website content more SGE-friendly, you will want to break content topics into smaller units and sub units. For example, instead of having the “ultimate guide”, you’d want to create micro guides for each individual topic and subtopic.



Succeeding with SGE

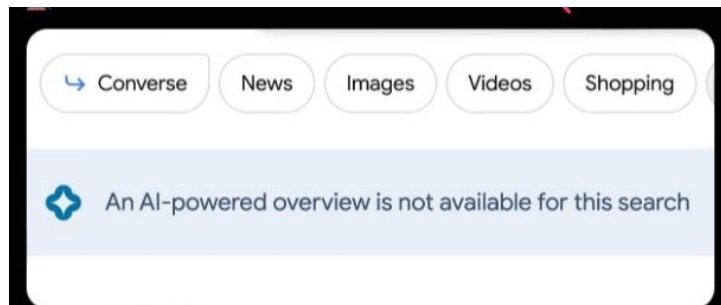
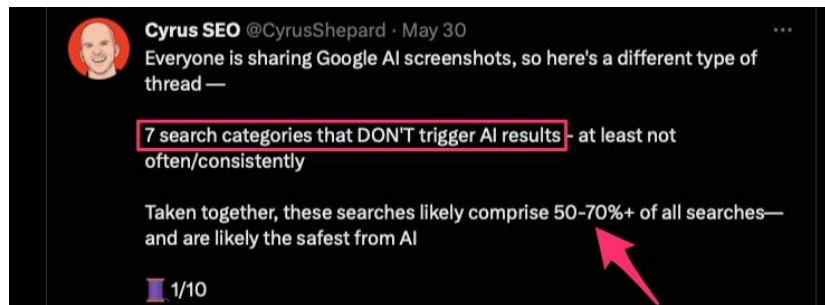
Optimize for long-tail, conversational speech: With SGE being more authentic, interactive, and conversational – it will be more important than ever to create content around search intent. That will mean going deeper into keyword research and targeting long-tail keywords that go deeper into a topic.



Succeeding with SGE

And lastly, SEO is NOT dead – the same ranking factors will continue to play a big part of search traffic in the foreseeable future. Content creation and building authority (ie: link building) will continue to be as important as ever.

While SGE will have a continued (and growing) presence, SGE is expected to NOT impact 50-70%+ of all searches:





Mike LinkedIn

sm**lightbulb**rt**lightbulb**sites



Alex LinkedIn



Thank You!



SmartSitesNJ



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