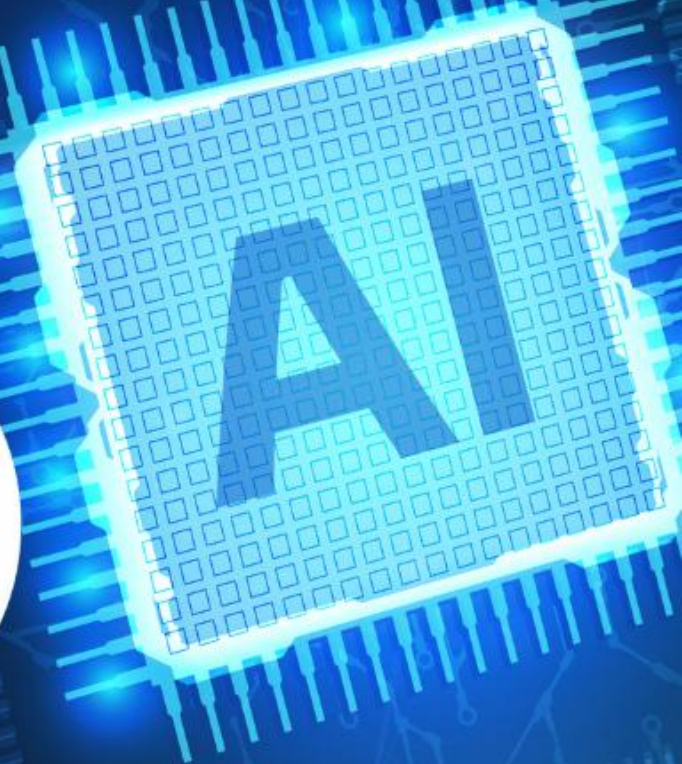




# SEO



**HOW TO USE AI TOOLS LIKE CHAT  
GPT TO IMPROVE YOUR SEO**

# What we will cover

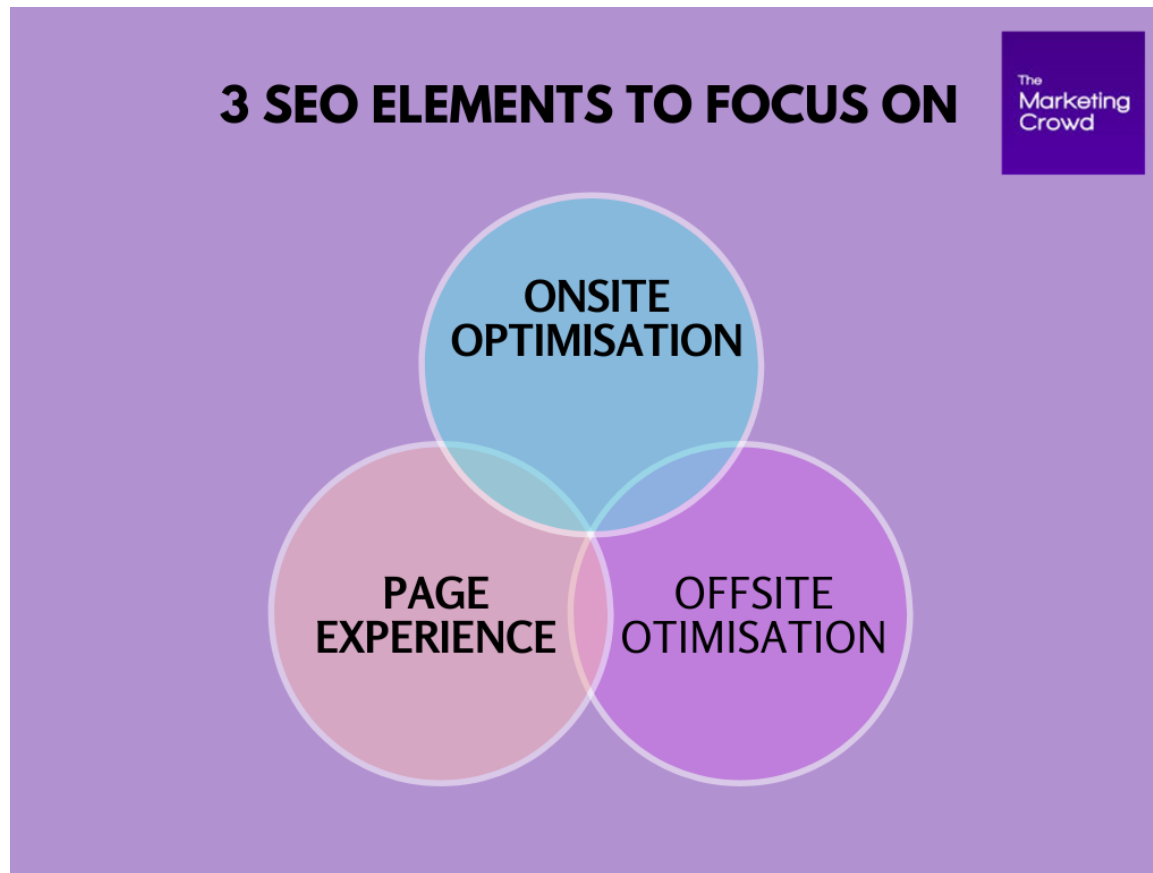
## Recap on the main elements of SEO and the main AI tools

1. How to get an SEO plan tailored to your business and website
2. Keyword research
  - How to use Chat GPT or Gemini for Keyword research
3. Tagging and draft content
  - Prompts you can use to write Meta titles and descriptions – an OK way and a much better way.
  - Prompts you can use to write headlines focused on your main search term.
  - Prompts you can use to write draft text for sales pages
  - Prompts you can use to write image alt tags and descriptions
4. Blog post / Article ideas
  - Generate a list of blog posts / articles based on common questions people ask
5. Backlinks
  - How to generate ideas for backlinks tailored to your business
  - How to then use an AI tool to drill deeper into each idea.

## AI Overviews

# Recap on the main elements of SEO

In order to get found high up in Google's organic/free search results you need to focus on...

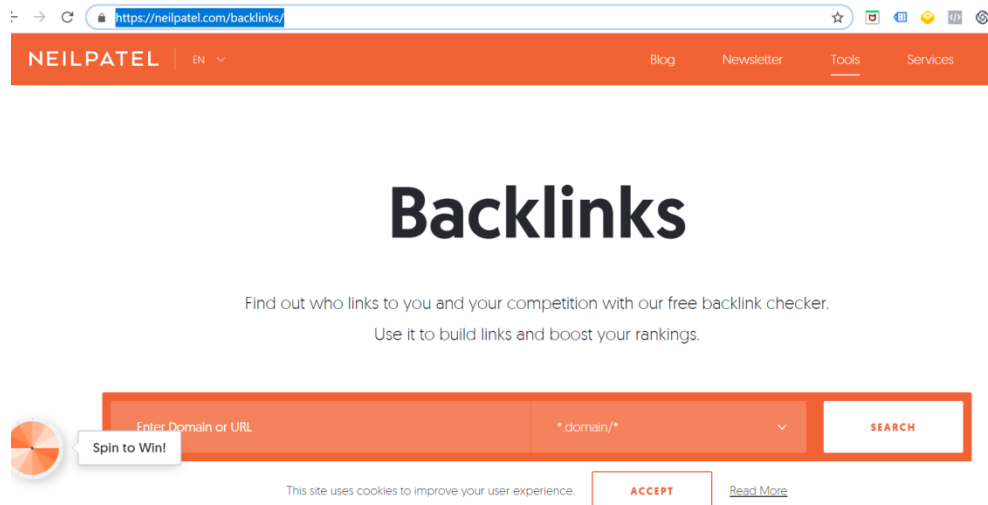


# Offsite Optimisation



1. **Backlink Building:** Acquiring high-quality backlinks from reputable websites is crucial for off-site SEO. Backlinks are essentially votes of confidence from other websites, signaling to search engines that your website is credible and authoritative.
2. **Content Marketing:** Creating and promoting high-quality, shareable content can attract natural backlinks and social signals, thereby boosting your website's visibility and authority

# Check your domain authority and those of your competitors



The screenshot shows the Neil Patel Backlinks tool interface. At the top, there's a navigation bar with 'NEILPATEL' and a language dropdown set to 'EN'. Links for 'Blog', 'Newsletter', 'Tools' (which is underlined), and 'Services' are also present. The main heading is 'Backlinks' in a large, bold font. Below it, a subheading reads: 'Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings.' A search bar is prominently displayed with a placeholder 'Enter Domain or URL' and a dropdown menu showing '\* domain/\*'. A 'SEARCH' button is to the right of the search bar. A 'Spin to Win!' icon is on the left. At the bottom, a cookie consent banner states 'This site uses cookies to improve your user experience.' with 'ACCEPT' and 'Read More' buttons.

Go to <https://neilpatel.com/backlinks/>

Sign in with your Gmail address

Then in a different tab search on Google using the main search term you want be found for.

Then choose 3 website that are appearing on page 1.

Enter their urls into the tool

# Look at who is linking back to competitors that are doing well in Google search

patel.com/en/seo\_analyzer/backlinks?domain=brownthomas.com

US	Ubersuggest				
Source: en.wikipedia.org	Target: brownthomas.com	98	71	9%	our histo
Source: wordpress.com	Target: brownthomas.com	98	55	2%	http://w
Source: es.wikipedia.org	Target: brownthomas.com	96	56	12%	«our histo
Source: www1.folha.com.br	Target: brownthomas.com	96	45	2%	www.bt2
Source: cnn.com	Target: brownthomas.com	95	59	1%	brown th
Source: nytimes.com	Target: brownthomas.com	95	58	1%	brown th
Source: goo.gl/B1...	Target: brownthomas.com	95	55	1%	
Source: medium.com	Target: brownthomas.com	95	50	1%	brown th

## Look at your backlinks and look at competitors backlinks

If you scroll down you can see which sites are linking back to them. Make a note of what type of backlinks they are and which sites eg.

Directories

Supplier websites

Sponsorships / promotions

Blogger reviews

Generate article mentions

Ask yourself could these sites also link to you? Does it give you ideas of ways you could go about getting backlinks?

# Onsite Optimisation – Ensure Google sees you have a relevant page



1. Conduct keyword research to figure out what topics you want to be found for and what search terms you will target
2. Ensure you have a page for each topic
3. Add relevant search terms to the Meta title of each page
4. Add a relevant headline
5. Write body text that has content relevant to the topic
6. Tag the images on the page with keywords relevant to the topic

# Page experience – Ensure Google sees your site loads quickly

## Page Speed Analysis



Google wants pages that load quickly and are mobile friendly

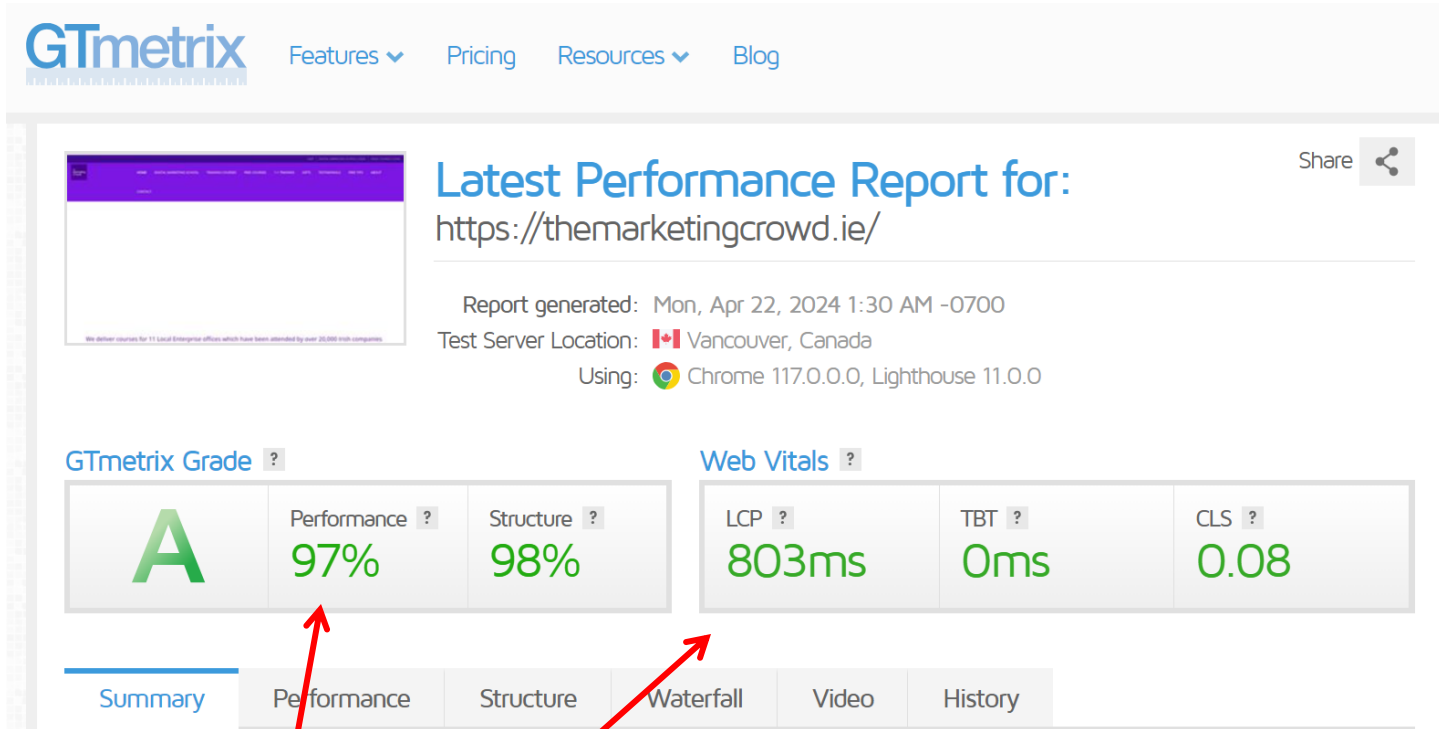
It has a number of tests called Core Web Vitals test

You can test the load speed for you web pages by using this website

<https://gtmetrix.com/>



# Page experience – Ensure Google sees your site loads quickly



In the report you ideally want ...

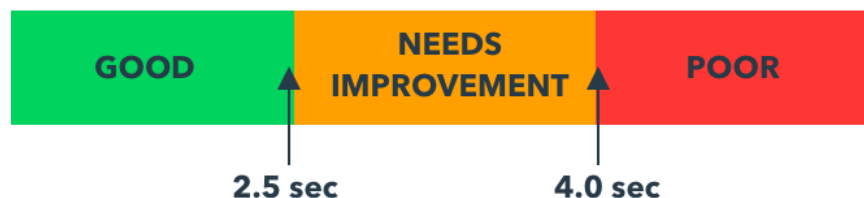
Performance over 90%

LCP less than 1.2 seconds (this is how long it takes the largest element in the page to load)

# Core Web Vital Metric 1: Largest Contentful Paint (LCP)

(Loading)  
**LCP**

Largest Contentful Paint



## How To Fix Issues if your score is poor

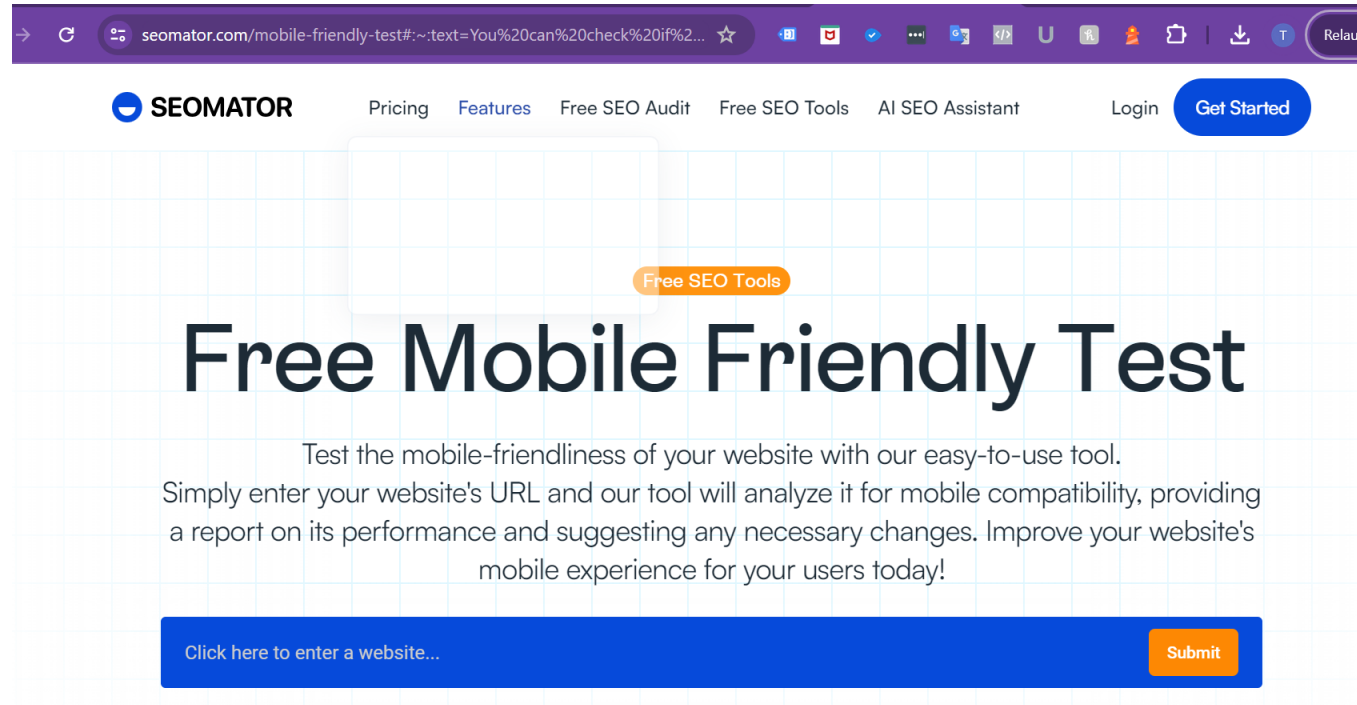
LCP is all about speed and a number of things can impact loading speed

- Slow server
- Too much Javascript and CSS blocking the render time
- Slow time fetching the resources

You should look at

1. Investing in good hosting. E.g. for WordPress, WP engine is very good.
  2. Ask you web designer to look at speed and he / she might need to look at ,...
- Loading JavaScript after the content
  - Avoiding excessive iframes,
  - Avoiding embedding apps e.g. forms
  -

# Page experience – Ensure your site is mobile friendly

The image is a screenshot of a web browser displaying the Seomator website. The browser's address bar shows the URL 'seomator.com/mobile-friendly-test#:~:text=You%20can%20check%20if%20...'. The website's navigation bar includes the 'SEOMATOR' logo, links for 'Pricing', 'Features', 'Free SEO Audit', 'Free SEO Tools', 'AI SEO Assistant', 'Login', and a 'Get Started' button. The main content area features a large heading 'Free Mobile Friendly Test' with a 'Free SEO Tools' badge above it. Below the heading, a paragraph explains the tool's purpose: 'Test the mobile-friendliness of your website with our easy-to-use tool. Simply enter your website's URL and our tool will analyze it for mobile compatibility, providing a report on its performance and suggesting any necessary changes. Improve your website's mobile experience for your users today!'. At the bottom, there is a blue input field with the placeholder text 'Click here to enter a website...' and an orange 'Submit' button.

There are number of free tools you can use to check this. Here is one

<https://seomator.com/mobile-friendly-test>

# Which AI tools will I be using in this course?



## Chat GPT

I will mainly be using the free version of Chat GPT

You can access Chat GPT here

<https://chat.openai.com/>

# Which AI tools will I be using in this course?



## Google Gemini

If you use the free version of Chat GPT, you might want to use Gemini whenever you need more up to date answers or answers that require access to the internet

You can access Gemini here

<https://gemini.google.com/app>

**Or go to Google and search for Google Gemini**

# What we will cover

## Recap on the main elements of SEO and the main AI tools

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#### 2. Keyword research

- How to use Chat GPT or Gemini for Keyword research

#### 3. Tagging and draft content

- Prompts you can use to write Meta titles and descriptions – an OK way and a much better way.
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- Prompts you can use to write draft text for sales pages
- Prompts you can use to write image alt tags and descriptions

#### 4. Blog post / Article ideas

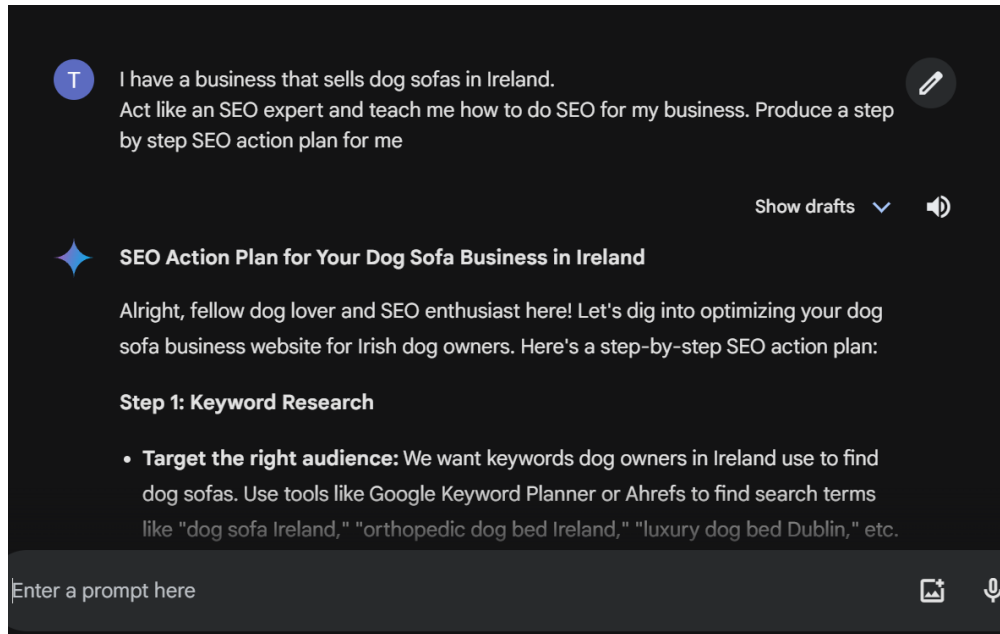
- Generate a list of blog posts / articles based on common questions people ask

#### 5. Backlinks

- How to generate ideas for backlinks tailored to your business
- How to then use an AI tool to drill deeper into each idea.

## AI Overviews

# Ask Gemini (or Chat GPT) to create an SEO action plan for you



## Suggested prompt

I have a (type in business located in xxxx town in Ireland) . Our customers are (describe your customers)

Act like an SEO expert and teach me how to do SEO for my business. Produce a step by step SEO action plan for me

Save this action plan to a word document

**You can then use Chat GPT or Gemini to help you with most of these actions and in this course I'll show you how**

# What we will cover

## Recap on the main elements of SEO and the main AI tools

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# Recap on the purpose of keyword research

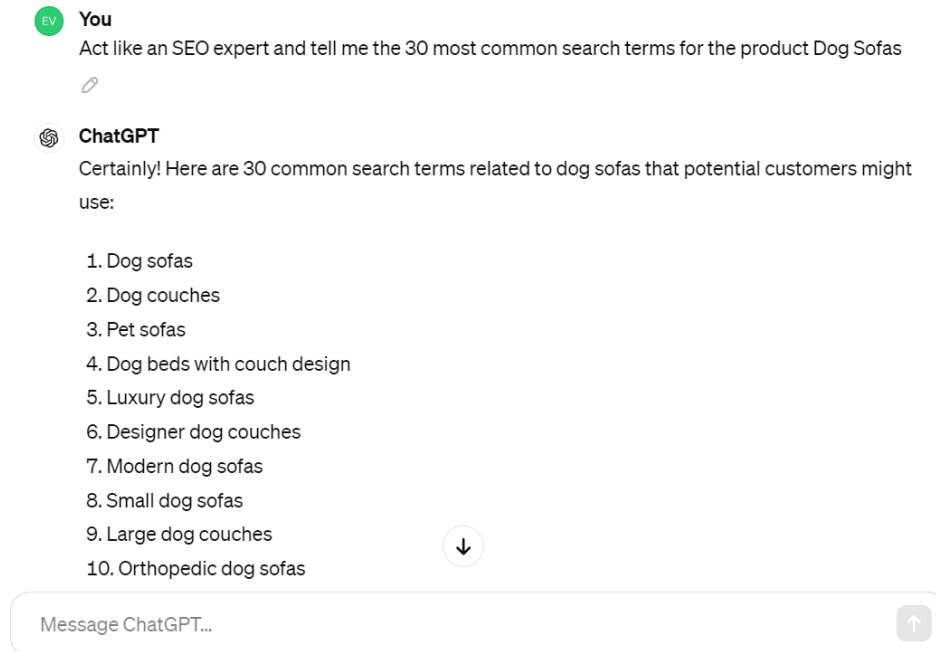


## **You want to identify ...**

1. Which topics are people searching for – you will then ensure you have a page on your website for each topic
2. Which search terms are people mainly using – you will then incorporate these into your page meta title / headline / body text

# Keyword Research

# You can do Keyword research using Chat GPT



**Ask Chat GPT for keywords (search terms) related to your main target search term**

**For example ...**

Act like an SEO expert and tell me the 30 most common search terms for the product Dog Sofas

Act like an SEO expert and tell me the 30 most common search terms for the service dentists in cork

This will give you ideas for

1. Topics you could target
2. Some topics that you might not have thought of targeting eg. Emergency dentist Cork

# Keyword research using Chat GPT



You

group these ssearch terms



ChatGPT

Certainly, here's how we can group these search terms:

**1. Size and Type:**

- Small dog sofas
- Large dog sofas
- Dog couches
- Luxury dog beds
- Elevated dog sofas
- Outdoor dog sofas

**2. Features:**

- Orthopedic dog couch
- Washable dog sofas
- Waterproof dog sofas
- Convertible dog sofas
- Dog sofa with removable cover
- Memory foam dog sofas
- Indestructible dog sofas



Message ChatGPT...

**Then Ask Chat GPT to group these**

**Example prompt...**

Group these search terms

You now have a much better understanding of what people are searching for and the topics they are searching for

# Keyword research using Chat GPT



## ChatGPT

As an SEO expert, it's crucial to ensure that your website covers a wide range of relevant topics to attract organic traffic and improve your search engine rankings. Here's a list of pages you should consider having on your website to cover each search topic effectively:

### 1. Homepage:

- Provide an overview of your brand and products/services.
- Include high-level navigation to guide visitors to specific pages.

### 2. Product Category Pages:

- Small Dog Sofas
- Large Dog Sofas
- Outdoor Dog Sofas

### 3. Product Detail Pages:

- Each product should have its own dedicated page with detailed descriptions, specifications, and high-quality images.

### 4. Features Pages:

- Orthopedic Dog Couches
- Washable Dog Sofas
- Waterproof Dog Sofas
- Convertible Dog Sofas



Message ChatGPT...



**Then Ask Chat GPT to suggest the pages you need on your website**

## Example prompt...

Act like an Seo expert and list the pages I should have on my website in order to ensure I have a page for each search topic

You now have a much better understanding of what pages you need on your website

# Keyword research using Google Gemini



## Dog Sofa Brainstorming - SEO Keywords

Here's a list of search terms for dog sofas, categorized for better targeting:

### General Terms:

- dog sofa
- dog couch
- pet sofa
- luxury dog bed
- designer dog bed
- orthopedic dog bed

### By Dog Breed:

- [breed] dog sofa (e.g., golden retriever dog sofa, chihuahua dog sofa)
- small dog sofa
- medium dog sofa
- large dog sofa
- giant dog sofa

### By Material:

Enter a prompt here

**You can also use Google Gemini to do this**

Gemini even grouped them by type of search term / topic without me asking

# Can these tools provide you with estimated search volume?



You

can you provide search volumes for each of these?



ChatGPT

I can't directly fetch real-time search volumes or perform live searches since I don't have access to current search data or tools like Google AdWords. However, you can obtain search volume data for your keywords by using SEO tools such as Google Keyword Planner, SEMrush, Ahrefs, or Moz.

These platforms can provide insights into search volumes, competition level, and other valuable metrics that can help refine your keyword strategy.

To use these tools, you generally need to:

1. **Sign up** for an account if you don't already have one. Google Keyword Planner is free with a Google Ads account, while others may offer limited free data or require a subscription for full access.
2. **Enter your keywords** into the tool's search feature. You can input them one at a time or in bulk, depending on the tool's capabilities.
3. **Set your target location** to Cork, Ireland, to ensure the data is relevant to your specific...



Message ChatGPT...



No

Even though they have access to the internet, these AI tools cannot give us estimated search volumes

**But you could ....**

**Look at Keyword Planner in Google adwords and identify the terms that people are searching for and the volumes**



**Keyword Tool**

### Process

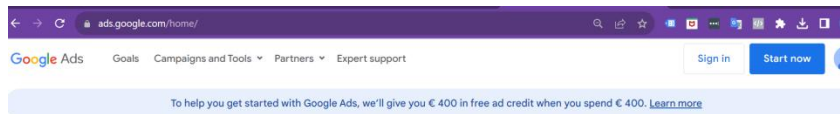
Use Google's keyword research tool (Keyword Planner)

- Use Google's free tool to see how many times people are searching for terms each month.
- The tools also suggest alternative / related terms you could target



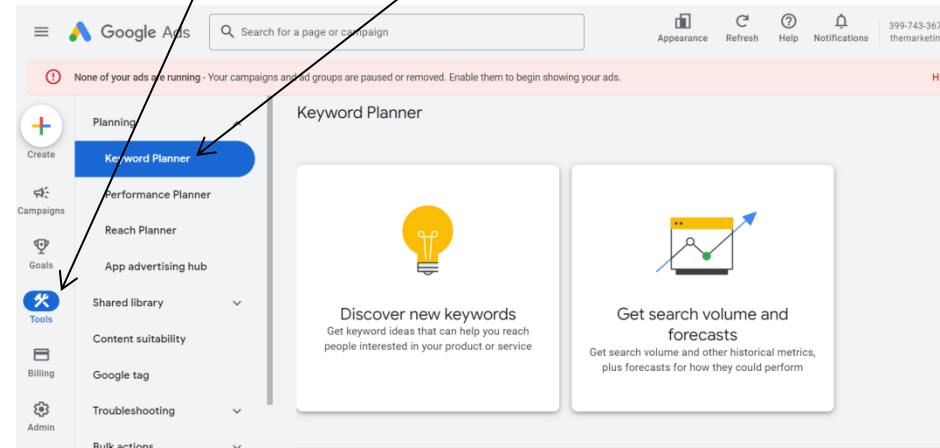
# Google's free tool –enter phrase and get suggestion and volumes

1. Go to [www.google.com/adwords](https://www.google.com/adwords) and sign in



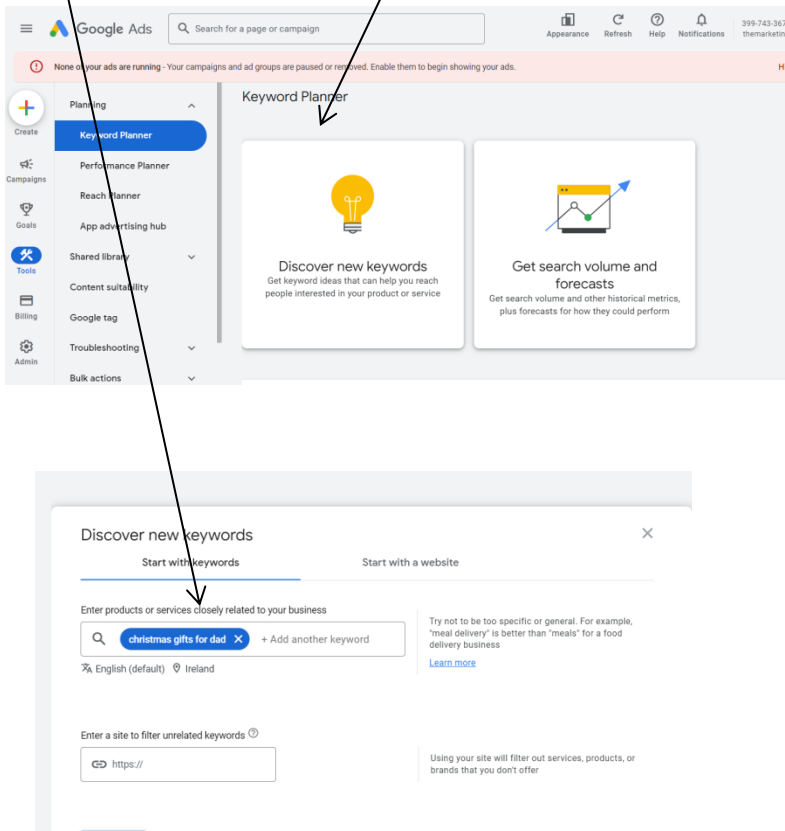
**Be found  
with Google Ads**

2. From Tools menu select "Keyword planner"



# Google's free tool –enter phrase and get suggestion and volumes

3. Click on discover new keywords”  
Type in one or more search terms and click get started

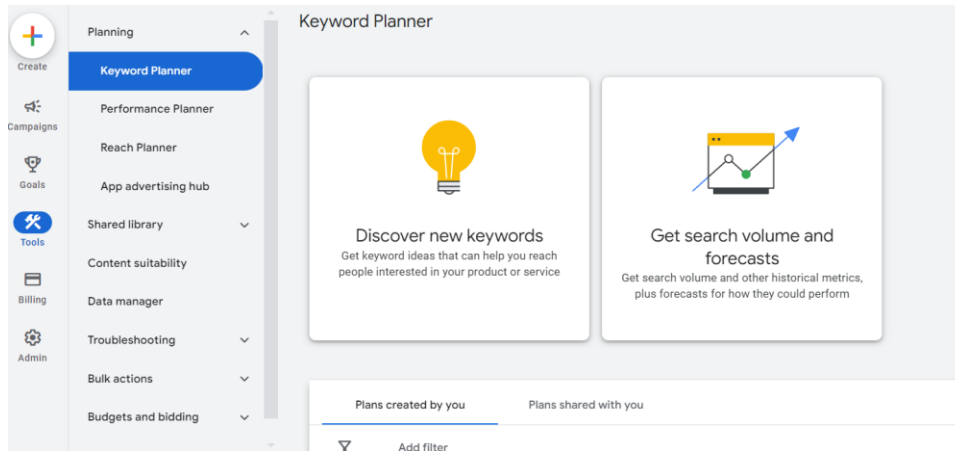


4. You can now see the average monthly search volume for this term and other related terms

The screenshot shows the results page for the search term 'christmas gifts for dad'. The page title is 'Plan from Oct 16, 2023, 9 AM, GMT+01:00'. The 'Keyword ideas' tab is selected. The search term is 'christmas gifts for dad', and the location is 'Ireland'. The results table shows the following data:

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> christmas presents for dad	100 – 1K	0%	0%	High	–	€0.14	€0.99
<input type="checkbox"/> christmas gift ideas for dad	100 – 1K	0%	0%	High	–	€0.17	€0.74
<input type="checkbox"/> christmas gifts for dad 2022	10 – 100	0%	-100%	–	–	–	–

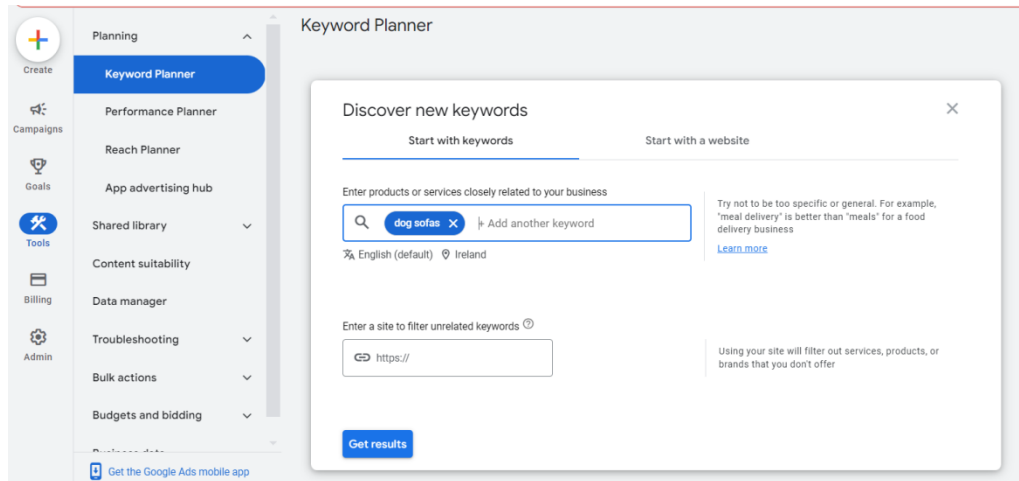
# Download keyword with estimate search volumes from Google keyword planner



**Go to [google.com/adwords](https://google.com/adwords)**

**Login with your Gmail**

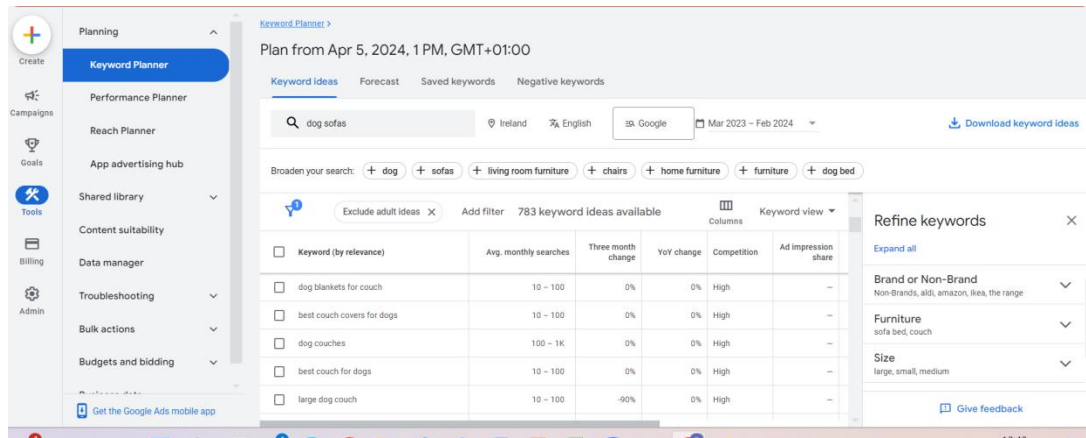
Click on Tools  
Then planning  
Then keyword planner



Then type in your keyword or keywords eg. Dog sofas

Click get results

# Download keyword with estimate search volumes from Google keyword planner



Click download keyword ideas

This will download an xls (excel) file

Open it

You can then delete all the columns other than keyword and average monthly searches.

Highlight the keywords and monthly searches and right click / copy

Keyword	Avg. monthly searches
dog sofas	500
couch covers for dogs	500
dog couch bed	500
dog sofa bed	500
dog couches	500
sofa covers for dogs	500
dog settee	500
dog sofa couch	500
dog chaise	500
dog settee bed	500
sofa dog	500
dog crate as furniture	500
dog sofa ireland	500
puppy sofa bed	500
dog settee covers	500
sofa for a dog	500
bed sofa for dogs	500
chaise dog	500
covers for couches dogs	500

# Download keyword with estimate search volumes from Google keyword planner



ChatGPT

Here are the keyword groups with their respective search volumes:

## Group 1: Dog Sofas

- dog sofas (500)
- dog couches (500)
- dog settee (500)
- dog sofa couch (500)
- dog chaise (500)
- dog settee bed (500)
- dog sofa ireland (500)
- puppy sofa bed (500)
- dog settee covers (500)
- sofa for a dog (500)
- bed sofa for dogs (500)
- chaise dog (500)
- dog couches and beds (500)
- dog on a sofa (500)
- dog sofas for large dogs (50)
- dog proof sofas (50)



Message ChatGPT...



**Then go to chat GPT and type this prompt:**

Create keyword groups for these keywords and include the volume for each: (paste in the keywords)

You now have all your search terms from Google keyword planner separated into topics (keyword groups)

Then you could use the prompt to ask it to suggest web pages

**Act like an SEO expert and list the pages I should have on my website in order to ensure I have a page for each search topic**

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## Recap on the main elements of SEO and the main AI tools

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4. Blog post / Article ideas

- Generate a list of blog posts / articles based on common questions people ask

5. Backlinks

- How to generate ideas for backlinks tailored to your business
- How to then use an AI tool to drill deeper into each ideas

## AI Overviews

# You should now have a list of topics, pages and main search term per page

consider having on your website to cover each search topic effectively:

## 1. Homepage:

- Provide an overview of your brand and products/services.
- Include high-level navigation to guide visitors to specific pages.

## 2. Product Category Pages:

- Small Dog Sofas
- Large Dog Sofas
- Outdoor Dog Sofas

## 3. Product Detail Pages:

- Each product should have its own dedicated page with detailed descriptions, specifications and high-quality images.

## 4. Features Pages:

- Orthopedic Dog Couches
- Washable Dog Sofas
- Waterproof Dog Sofas
- Convertible Dog Sofas
- Dog Sofas with Removable Covers
- Memory Foam Dog Sofas
- Indestructible Dog Sofas

## 5. Style and Design Pages:



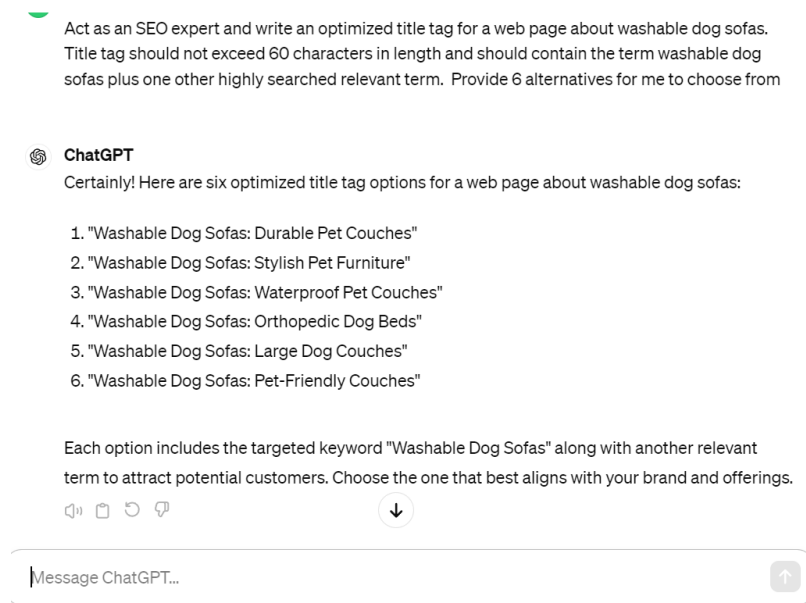
Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Based on the knowledge you have of your business and what Chat GPT has suggested, decide what are the main topics you want to target

Allocate an existing relevant page on your website (if you have one) or decide to create a new page for each topic

# Option1: Ask Chat GPT or Gemini to generate Meta Titles



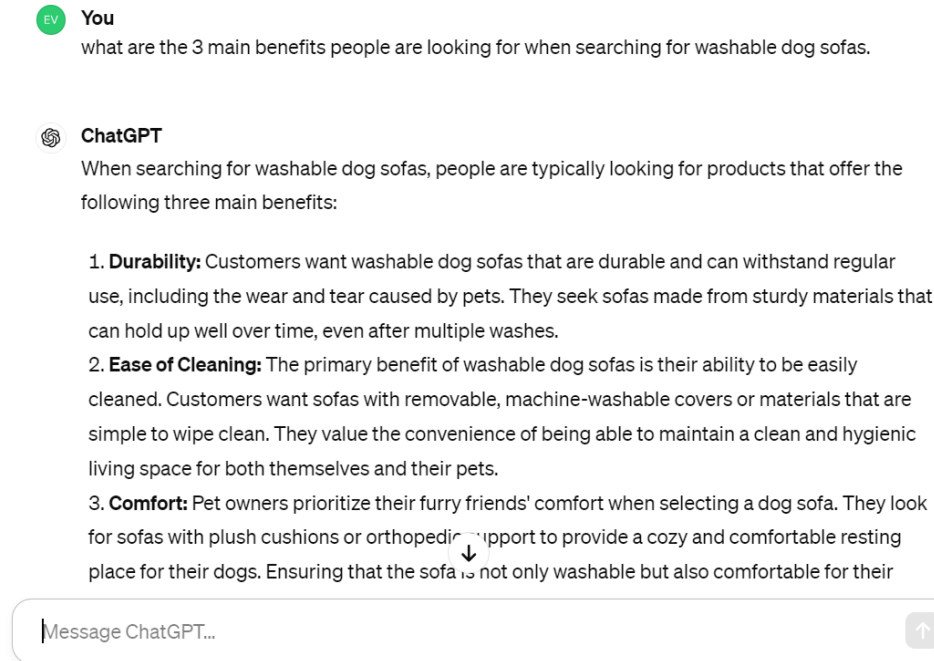
Choose a page that you want to optimise eg. Washable Dog Sofas and the main search term you want to optimise for eg. Washable dog sofas

Use this prompt:

Act as an SEO expert and write an optimized title tag for a web page about washable dog sofas. Title tag should not exceed 60 characters in length and should contain the term washable dog sofas plus one other highly searched relevant term. Provide 6 alternatives for me to choose from



# Establish what benefits people are looking for in your page topic (eg. Dog Sofa, child friendly dentist Cork)



Use this prompt:

what are the three main benefits people are looking for when searching for (insert the main search term you are optimising the page for) ? List them in order of importance

# Option1: Ask Chat GPT or Gemini to generate Meta descriptions

 You

Act as an SEO expert and write an optimized meta description for a web page about [insert your page's topic here]; the description should not exceed 155 characters in length. Focus on the main benefits people are looking for and give me 6 variations.

 ChatGPT

For a web page about dog sofas in Ireland, here are six optimized meta descriptions:

1. "Discover the perfect blend of comfort and style with our range of dog sofas in Ireland. Treat your furry friend to luxurious relaxation today!"
2. "Transform your pet's lounging experience with our premium dog sofas in Ireland. Stylish, durable, and designed for ultimate comfort."
3. "Explore Ireland's finest collection of dog sofas, crafted for your pet's relaxation. Elevate their comfort and your home's style effortlessly."
4. "Enhance your dog's comfort with our selection of plush sofas in Ireland. Quality craftsmanship meets canine coziness for happy tails all around!"
5. "Indulge your beloved pet with our cozy dog sofas in Ireland. Give them the gift of comfort and yourself the joy of seeing them relax in style."

Message ChatGPT...



Use this prompt:

Act as an SEO expert and write an optimized meta description for a web page about [insert your page's topic here]; the description should not exceed 155 characters in length. Focus on the main benefits people are looking for and give me 6 variations.

**Writing Headlines & draft body text for  
your pages**

# Write a headline for the page that is optimised for the main search term

**You**  
Act like an SEO expert and write a H1 headline for the web page that is being optimised for the main search term washable Dog sofas. Focus on the main benefits people are looking for from this product. Suggest 5 alternatives for me to choose from. Rank these in terms of which you think is best and provide an explanation for why you think this

**ChatGPT**  
Certainly! Here are five H1 headline options for the web page optimized for the main search term "washable Dog sofas," focusing on the main benefits people are looking for from this product:

- "Discover Washable Dog Sofas: Durable, Easy to Clean, and Comfortable"**
  - This headline emphasizes the three main benefits people seek in washable dog sofas: durability, ease of cleaning, and comfort. It succinctly communicates the product's key features and addresses users' primary concerns.
- "Shop Washable Dog Sofas: Keep Your Home Clean and Your Pet Happy"**
  - This headline highlights the dual benefit of washable dog sofas: maintaining a clean home environment and ensuring pet happiness. It appeals to pet owners who prioritize cleanliness.

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.

## Use this prompt

Act like an SEO expert and write a H1 headline for the web page that is being optimised for the main search term washable Dog sofas. Focus on the main benefits people are looking for from this product. Suggest 5 alternatives for me to choose from. Rank these in terms of which you think is best and provide an explanation for why you think this

# Write a draft body text for the page using Chat GPT

## Introduction:

Welcome to our world of dog sofas, where comfort meets style for your furry friend. Our range of dog sofas is designed to provide the ultimate relaxation experience for your canine companion while addressing the main concerns of pet owners. Let's explore how our dog sofas can transform your pet's comfort and your home's aesthetics.

## Comfort Redefined: Sink into Plush Cushions

When it comes to selecting furniture for our pets, comfort is paramount. Our dog sofas are crafted with plush cushioning and soft, supportive materials to ensure that your furry friend has a cozy place to relax. Say goodbye to uncomfortable pet beds – with our dog sofas, your pet can sink into plush cushions and enjoy a restful sleep.

## Durability Guaranteed: Built to Last

Pets can be rough on their belongings, which is why durability is essential. Our dog sofas are built to withstand the wear and tear of daily use, with sturdy frames and durable upholstery. Whether your pet loves to scratch, chew, or simply lounge, our sofas are designed to stand the test of time. Say goodbye to flimsy pet furniture – our dog sofas are built to last.

## Style Meets Function: Aesthetic Appeal for Your Home

Message ChatGPT...



**Note – treat this as draft text that you then make changes to and ensure that it is accurate etc.**

## Use this prompt

Act like an SEO expert and write 500 words for the web page about the product washable Dog Sofas. Write the text in a friendly but professional tone and use UK English

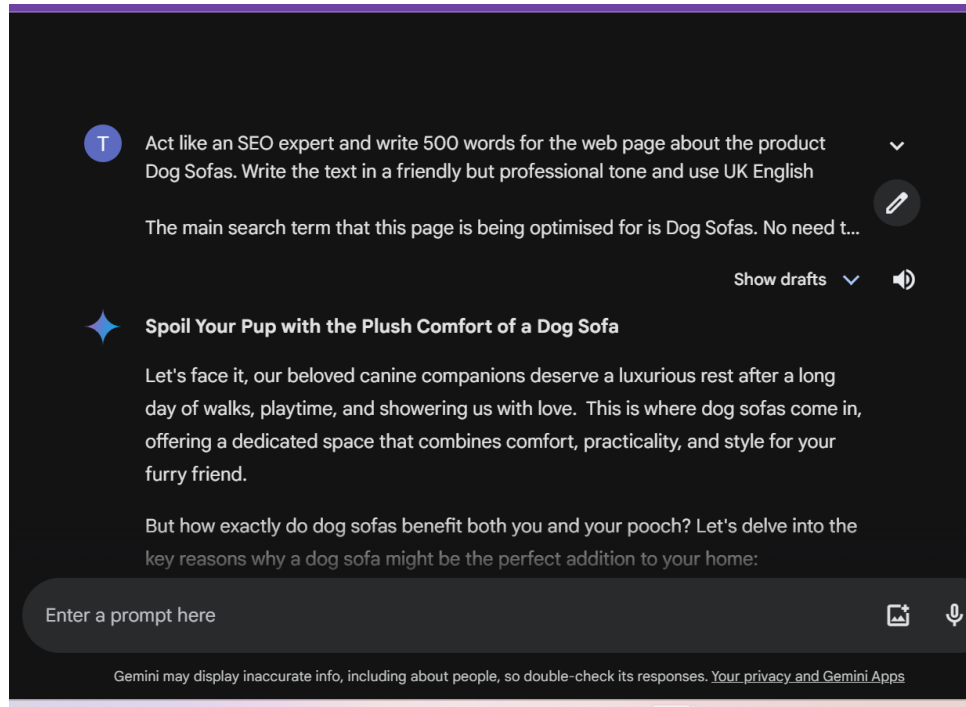
The main search term that this page is being optimised for is washable Dog Sofas. No need to write a headline as I have already chosen one.

In the body text explain how the product addresses the main benefits / pain points for the customer.

Create sections with subheadings for each of these main benefits / pain points

Also include a call to action at the end of the text

# Also try this with Gemini and compare the results



I much preferred the draft text from Google Gemini

## Use this prompt

Act like an SEO expert and write 500 words for the web page about the product **washable Dog Sofas**. Write the text in a friendly but professional tone and use UK English

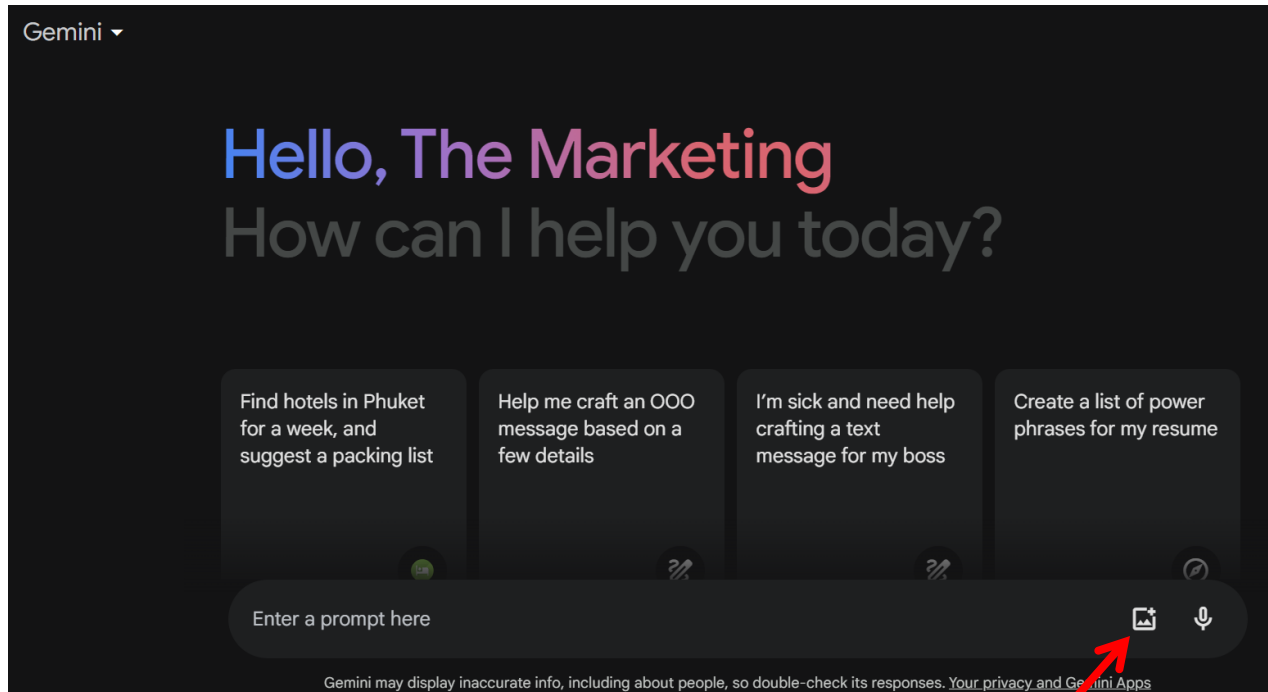
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In the body text explain how the product addresses the main benefits / pain points for the customer.

Create sections with subheadings for each of these main benefits / pain points

Also include a call to action at the end of the text

Or write a draft body text for the page based on a product image



If you do not have the paid version of Chat GPT go to Google Gemini

Attach an image of your product by clicking the attach image icon

# Or write a draft body text for the page based on a product image



Then use this prompt;

Act like an SEO expert and write 500 words for the web page about the attached image of a Dog sofa.

Write the text in a friendly but professional tone and use UK English. The main search term that this page is being optimised for is "Contemporary style Dog sofa or bed".

In the body text explain how the product addresses the main benefits / pain points for the customer.

Create sections with subheadings for each of these main benefits / pain points

Also include a call to action at the end of the text

**T** Act like an SEO expert and write 500 words for the web page about the attached image of a Dog sofa.

Write the text in a friendly but professional tone and use UK English. The main ...

Show drafts

Sure, here is some text for a webpage about a contemporary style dog sofa or bed, optimised for the main search term "contemporary style dog sofa or bed":

**Elevate Your Dog's Comfort with a Pawfect Luxury Dog Sofa or Bed**

Does your furry friend deserve a place to relax in style? Look no further than a Pawfect Luxury Dog Sofa or Bed! These luxurious dog beds are designed to provide your pet with the comfort and support they need, while also complementing your

Enter a prompt here

Gemini may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Apps](#)



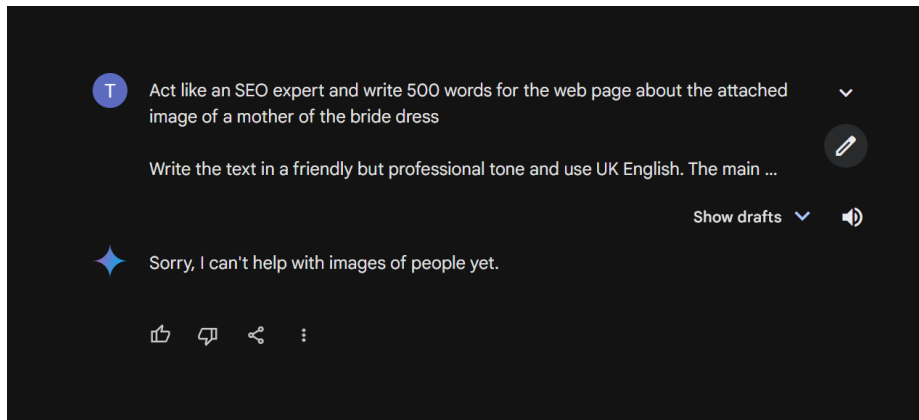
# However,, if your image contains a person Gemini won't process it



Google Gemini currently won't process images of people when you attach them

So if your image has a person in it, use

1. The Pro version of Chat GPT
2. Or Microsoft CoPilot for free



# Or write a draft body text for the page based on a product image



Then use this prompt;

Act like an SEO expert and write 500 words for the web page about the attached image of a mother of the bride dress

Write the text in a friendly but professional tone and use UK English. The main search term that this page is being optimised for is “Elegant mother of the bride dress” .

In the body text explain how the product addresses the main benefits / pain points for the customer.

Create sections with subheadings for each of these main benefits / pain points

Also include a call to action at the end of the text

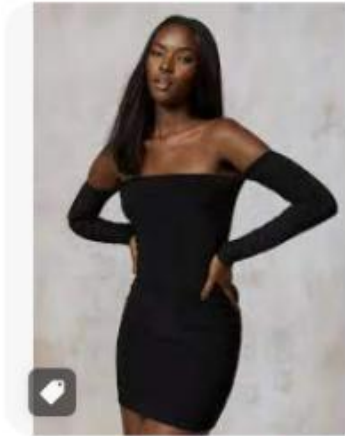
A screenshot of the Microsoft Bing Copilot interface. At the top, there's a navigation bar with "Microsoft Bing", "SEARCH", "COPILOT", and "NOTEBOOK". Below this, the Copilot logo is visible. A status message says "Analyzing the image: Privacy blur hides faces from Copilot". The main heading is "Elegant Mother of the Bride Dress: Timeless Sophistication for Your Special Day". Below this is a subheading "Discover the Perfect Blend of Elegance and Comfort". The body text starts with "As you prepare to celebrate your child's wedding day, finding the ideal mother of the bride dress becomes a delightful quest. Our exquisite collection offers a harmonious fusion of elegance, comfort, and style, ensuring you radiate confidence and grace throughout the celebration." There's a "Stop Responding" button. At the bottom, there's a "New topic" button and a text input field "Ask me anything..." with a character count "0/4000".



black dress



The Marketing Crowd



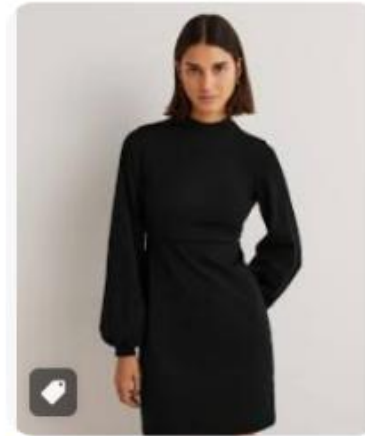
**b** Boohoo · In stock  
Kourtney Kardashian Bar...



**b** Boohoo · In stock  
Lace High Neck Long Sle...



**N** Next.ie · In stock  
Long Sleeve Dress ...



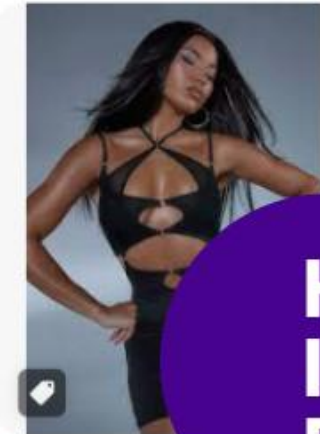
**B** Boden EU · In stock  
Blouson Jersey Mini Dres...



**Z** Zalando IE  
Even&Odd LONG



**Z** Zara  
CUT-OUT DRESS - Black ...



**P** PrettyLittleThings  
Black Strappy Mesh D...



**HOW TO GET FOUND HIGH UP  
IN GOOGLE IMAGE SEARCH  
RESULTS**

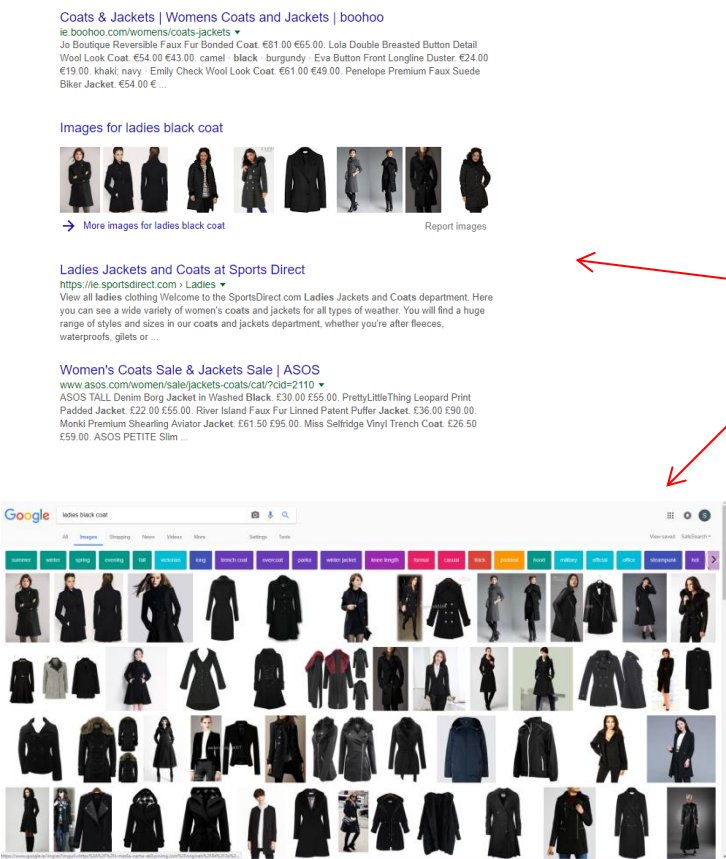
# How to appear high up in Google image search

1/3 of all searches performed in Google are for images and 12.5% of SERPs show Image Pack results

If you think people might be starting their search using images search you need to know what is involved in appearing high up

If you search for “ladies black coat” you will see

- a) Some images appearing in between the 10 organic results
- b) Or you can click on “images” in the menu and then see Google images results



# How to appear high up in Google image search



## **The Main ranking factors for image results are ...**

### **A. The image file name**

Rename you image from 007.jpg to your\_product\_name.jpg

### **B. The image title and The alt attribute** on the image.

Add an alt tag to the image e.g. Your Product name

### **C. Surrounding text content.**

Google is going to look at this text above and below and around the images to see if it has relevance.

# How to appear high up in Google image search



## **D. The page meta title**

Is the image on a page that has a meta title about the topic

## **E. The image dimensions matter.**

When you do a Google Image Search, you will notice that they don't show, or they rarely show, unusual image dimensions. So an image which is very, very horizontal and not very vertical, probably wouldn't do well. Just as a very vertical, not very horizontal one.

They tend to look 16 by 9, 4 by 3, square images,.

# How to appear high up in Google image search



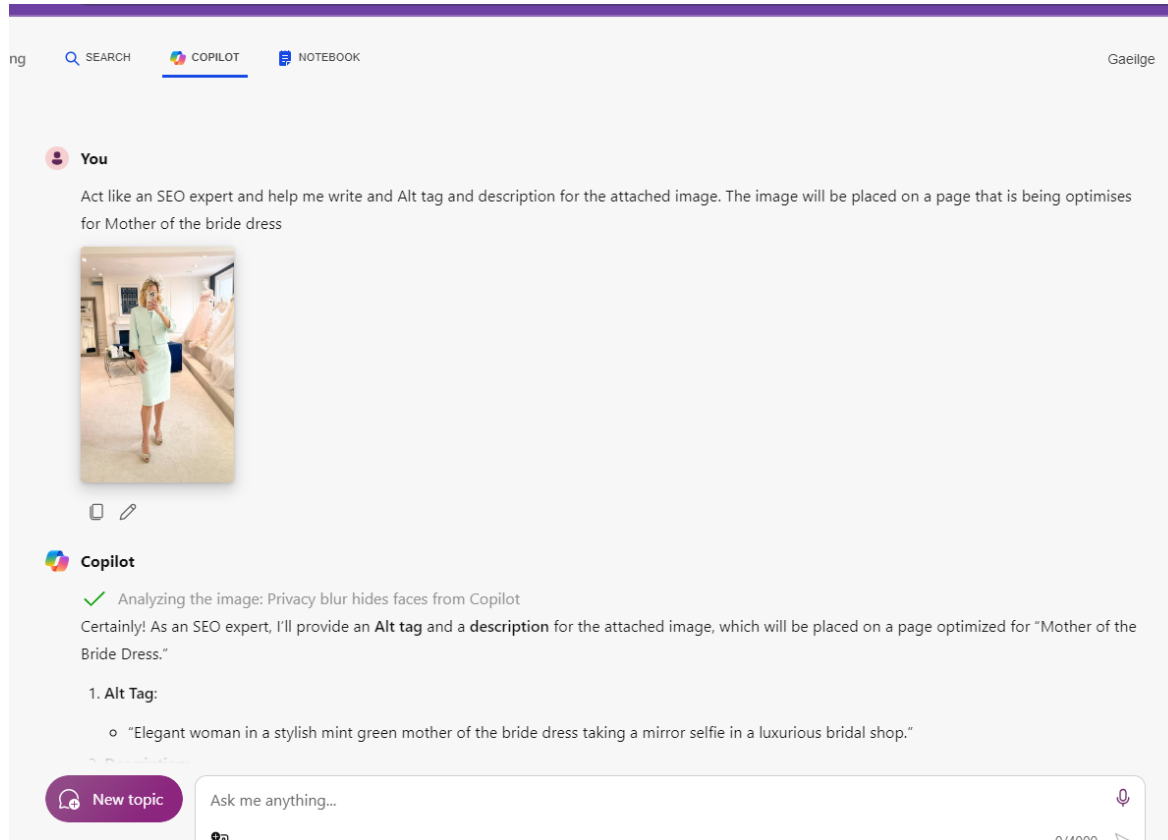
## The Main ranking factors for image results are ...

### **F. Traditional web ranking factors on the existing URL.**

If the page ranks high up e.g. in the top five or six or seven for e.g. the key search terms the chances are good that images from that page would also rank in the first few images results. The reverse isn't always true

**G. Image engagement and popularity.** |Studies have shown that if you do a search on Google Images and you click the 12th image down and a lot of people start doing that, Google will move it up, just like in the web results, but sometimes even more so with images.

# Use GPT4 or CoPilot to generate Alt text for your images

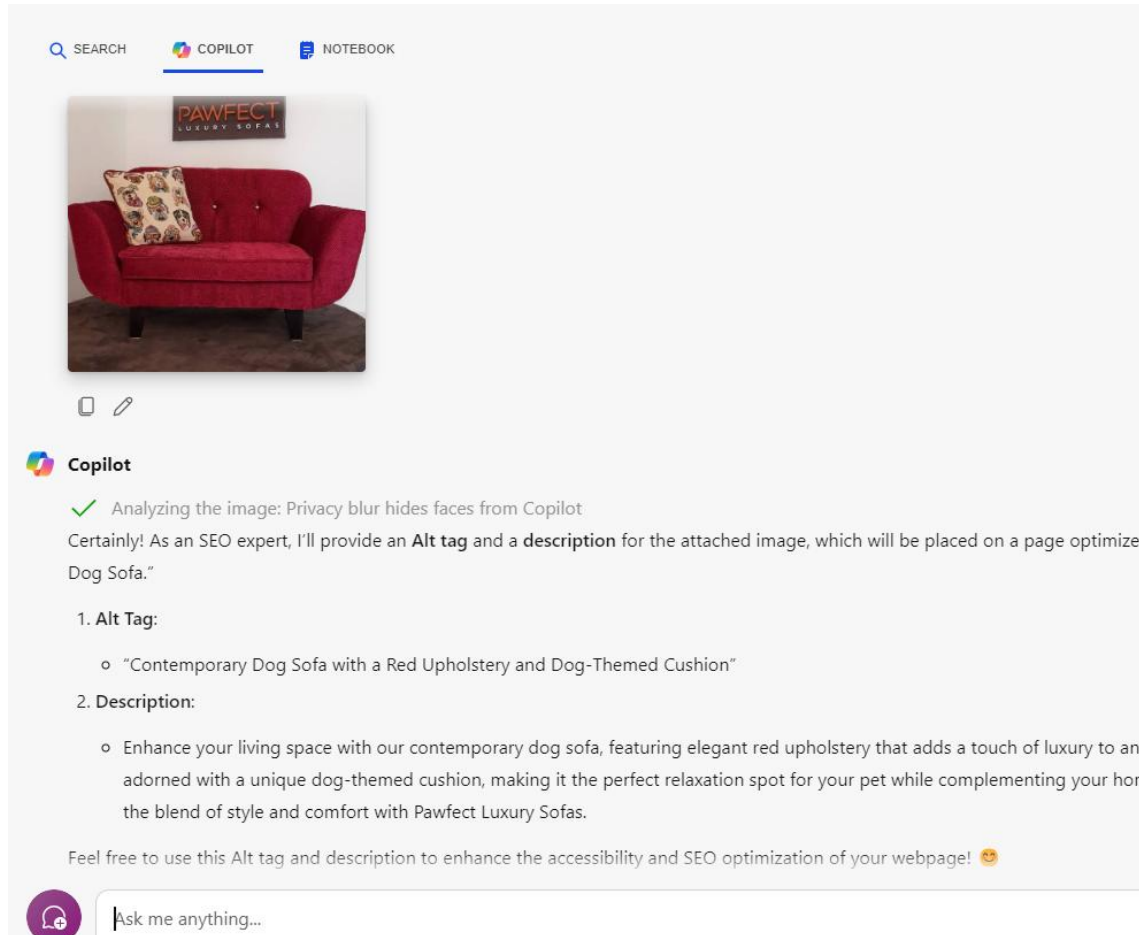


## Prompt

Act like an SEO expert and help me write and Alt tag and description for the attached image. The image will be placed on a page that is being optimised for (insert your main search term here) eg. Mother of the bride dress



# Use GPT4 or CoPilot to generate Alt text for your images



## Prompt

Act like an SEO expert and help me write an Alt tag and description for the attached image. The image will be placed on a page that is being optimised for (insert your main search term here) eg. Contemporary dog sofa

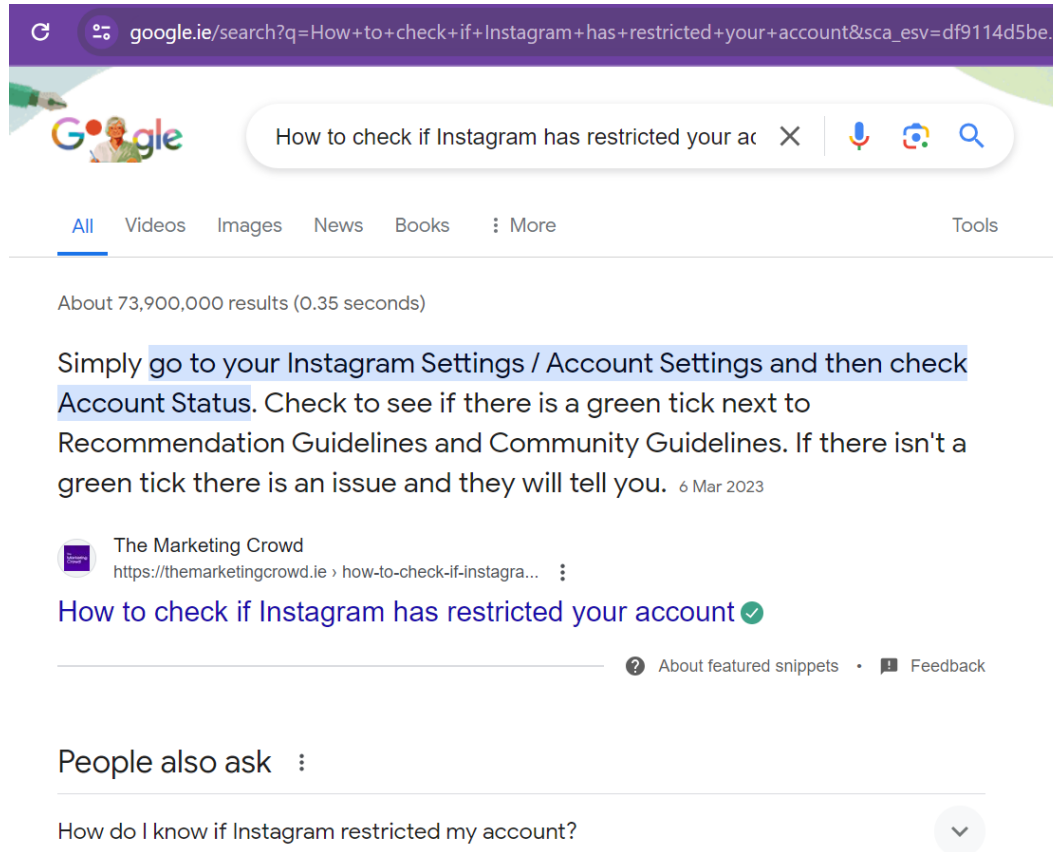
# What we will cover

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- 4. Blog post / Article ideas**
  - Generate a list of blog posts / articles based on common questions people ask
5. Backlinks

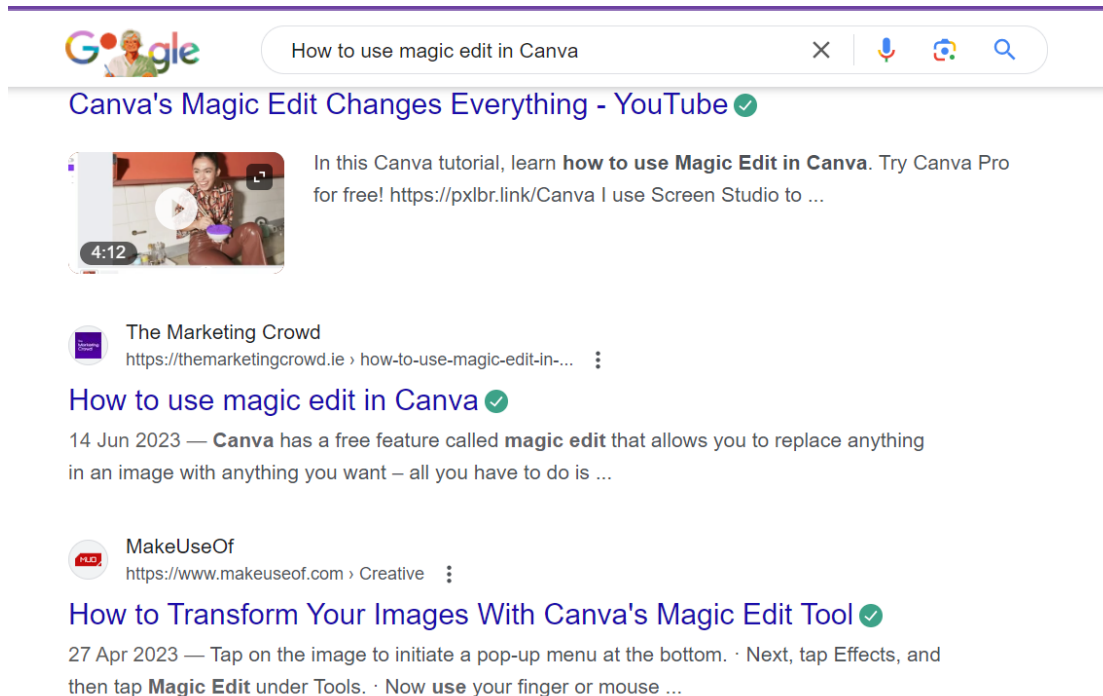
## AI Overviews

# Blog posts are pages. They get found high up in Google



Could you write lots of blog posts about topics that your customers might be searching for?

# Blog posts are pages. They get found high up in Google



The screenshot shows a Google search interface with the query "How to use magic edit in Canva". The top result is a YouTube video titled "Canva's Magic Edit Changes Everything - YouTube" with a duration of 4:12. Below this, two blog posts are listed. The first is from "The Marketing Crowd" dated 14 Jun 2023, titled "How to use magic edit in Canva". The second is from "MakeUseOf" dated 27 Apr 2023, titled "How to Transform Your Images With Canva's Magic Edit Tool".

Google

How to use magic edit in Canva

Canva's Magic Edit Changes Everything - YouTube ✓

4:12

In this Canva tutorial, learn **how to use Magic Edit in Canva**. Try Canva Pro for free! <https://pxlbr.link/Canva> I use Screen Studio to ...

The Marketing Crowd  
<https://themarketingcrowd.ie> › [how-to-use-magic-edit-in-...](#)

How to use magic edit in Canva ✓

14 Jun 2023 — **Canva** has a free feature called **magic edit** that allows you to replace anything in an image with anything you want – all you have to do is ...

MakeUseOf  
<https://www.makeuseof.com> › [Creative](#)

How to Transform Your Images With Canva's Magic Edit Tool ✓

27 Apr 2023 — Tap on the image to initiate a pop-up menu at the bottom. · Next, tap Effects, and then tap **Magic Edit** under Tools. · Now **use** your finger or mouse ...

Could you write lots of blog posts about topics that your customers might be searching for?

You could use Chat GPT to generate an initial draft of the blog post / article  
However – only use this as a draft. Edit and add your own content



### **Google ran a core update to the Algorithm in March**

Part of this update is that it is devaluing low quality pages.

Google can detect if an article or blog post is 100% generated by AI!

**It isn't saying that we cannot / should not use AI to create content. But it is saying that we should ensure the content is high quality and has human input / vetting**

Therefore, use Chat GPT as a start and an initial draft but add your own content and expertise to it.

# What content / blog pages could you create?

## Use Chat GPT / Gemini to understand questions people are asking



ChatGPT

Common questions people may ask about dog sofas in search queries could include:

1. "What is the best dog sofa?"
2. "How to choose a dog sofa?"
3. "Are dog sofas worth it?"
4. "What size dog sofa do I need?"
5. "How to clean a dog sofa?"
6. "Are there waterproof dog sofas?"
7. "Can dogs chew on sofas?"
8. "Where to buy dog sofas?"
9. "Are there affordable dog sofas?"
10. "Do dogs like sofas?"
11. "What materials are best for dog sofas?"
12. "How to train a dog to use a sofa?"
13. "Can I use a regular sofa for my dog?"
14. "Do dog sofas help with separation anxiety?"
15. "What are the best brands for dog sofas?"



Message ChatGPT

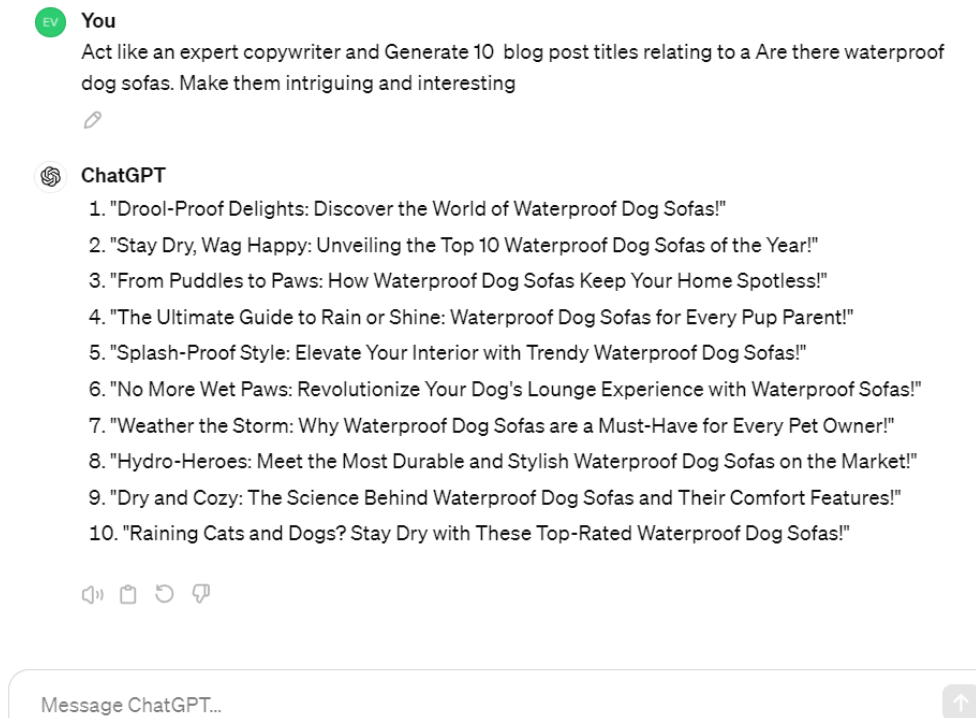
**When you understand what questions people are asking in search about your product or service you can then create**

### **Prompt:**

What are the most common questions people ask in search regarding dog sofas (whatever your product / service is)

1. A blog post for each question providing an answers. This page can then get found high up in organic results and could also be chosen as a featured snippet
2. You can also create an FAQs section on your website which could help with increasing sales conversion rates

# Example: How to create Blog posts using Chat GPT



## Step 1 – Get blog post title ideas

Suggested prompt:

(Replace the question “Are there waterproof dog sofas” with your relevant question

Act like an expert copywriter and Generate 10 blog post titles relating to a Are there waterproof dog sofas. Make them intriguing and interesting

Choose a headline that you like. I am choosing The Ultimate Guide to Rain or Shine: Waterproof Dog Sofas for Every Pup Parent"

# How to create Blog posts

Generate an outline for the blog post "The Ultimate Guide to Rain or Shine: Waterproof Dog Sofas for Every Pup Parent"

Write it in the friendly professional style for dog owners who are wondering whether Dog sofas are really waterproof. use UK english



 ChatGPT

Title: The Ultimate Guide to Rain or Shine: Waterproof Dog Sofas for Every Pup Parent

Introduction:

- Welcome dog owners to "The Ultimate Guide to Rain or Shine," focusing on the essential topic of waterproof dog sofas.
- Address the common concern among dog owners about the durability and reliability of waterproof dog sofas.
- Promise to provide expert guidance and insights to help readers make the best choice for their furry companions.

1. Why Waterproof Dog Sofas Matter:

- Explain the importance of waterproofing in dog sofas, especially for households with active or accident-prone dogs.
- Highlight the benefits of maintaining a clean and dry lounging area for dogs' comfort and

Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.

**Review the outline. Are there any sections you want to remove or adapt? If so, just ask Chat GPT to revise it and make the change to the outline**

## Step 2 – Then generate an outline for the article

Generate an outline for the blog post "The Ultimate Guide to Rain or Shine: Waterproof Dog Sofas for Every Pup Parent"

Write it in the friendly professional style for dog owners who are wondering whether Dog sofas are really waterproof. use UK English

*Ensure you tell chat GPT how to write it and who it's for*



# How to create Blog posts



You

Ok. Can you now write the article but only write the introduction section for now. Write it in the style of an expert in Dog Sofas and write it in a professional tone




ChatGPT

Title: The Ultimate Guide to Rain or Shine: Waterproof Dog Sofas for Every Pup Parent

Introduction:

Welcome to "The Ultimate Guide to Rain or Shine: Waterproof Dog Sofas for Every Pup Parent." As a seasoned expert in the world of canine comfort, I understand the importance of finding furniture solutions that cater to both the needs of our beloved pets and the desire for a clean, well-maintained home.

Picture this scenario: you've carefully selected the perfect spot for your dog's designated lounging area, complete with a cosy sofa that complements your home decor. However, as any dog owner knows, accidents happen, and unpredictable weather conditions can pose a challenge when it comes to keeping furniture pristine. This is  where the concept of waterproof dog sofas comes into


## Step 3 – Ask Chat GPT to write the blog post one section at a time


Ok. Can you now write the article but only write the introduction section for now. Write it in the style of an expert in Dog Sofas and write it in a professional tone

*Note – you can reword this later and replace any anecdotes or examples with your own based on your own expertise.*

*If you ask it to write the entire article it ends up being short and basic. We will ask it to write each section at a time*

# How to create Blog posts

 You  
can you now write section 1

 ChatGPT  
Section 1: Understanding the Importance of Waterproof Dog Sofas

As pet owners, we strive to create a safe and comfortable environment for our furry companions to thrive in. However, the reality of sharing our homes with dogs often comes with its fair share of challenges, particularly when it comes to maintaining cleanliness and hygiene. This is where the importance of waterproof dog sofas truly shines.

## 1.1 The Challenge of Pet Ownership:

Pet ownership brings immense joy and companionship, but it also entails responsibilities, including the upkeep of our living spaces. Dogs, in particular, can be prone to accidents, whether it's an unexpected spill, muddy paw prints traipsing through the house, or the occasional "indoor rain" during wet weather.

## 1.2 The Role of Furniture in Pet-Friendly Homes:

Our choice of furniture plays a crucial role in creating a pet-friendly home environment. While traditional sofas may offer comfort and style, they often lack the resilience needed to withstand

Message ChatGPT...



## Step 4 – Ask it to write each section

Can you now write section 1  
can you now write section 2 etc

Then copy and past each section  
that it writes into a word  
document.

Edit and rewrite anything you  
think isn't suitable and  
supplement it with your own  
examples and expertise.

**DO not just copy and paste  
and publish it**

# What we will cover

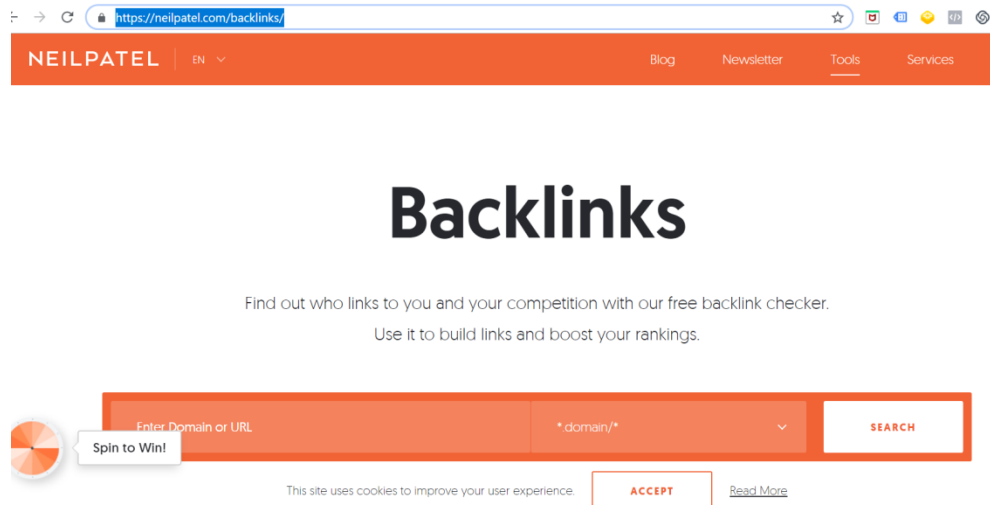
## Recap on the main elements of SEO

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4. **Blog post / Article ideas**
  - Generate a list of blog posts / articles based on common questions people ask

## 5. Backlinks

## AI Overviews

# Look at who is linking back to competitors that are doing well in Google search



The screenshot shows the Neil Patel Backlinks tool interface. At the top is an orange navigation bar with the 'NEILPATEL' logo and links for 'Blog', 'Newsletter', 'Tools' (which is underlined), and 'Services'. Below the navigation bar, the word 'Backlinks' is displayed in a large, bold, black font. Underneath, a subtitle reads: 'Find out who links to you and your competition with our free backlink checker. Use it to build links and boost your rankings.' The main feature is a search bar with an orange background. It contains the placeholder text 'Enter Domain or URL' and a dropdown menu with the text '\* domain/\*'. To the right of the search bar is a white button with the word 'SEARCH' in orange. To the left of the search bar is a circular 'Spin to Win' icon. Below the search bar, there is a small text line: 'This site uses cookies to improve your user experience.' followed by an 'ACCEPT' button and a 'Read More' link.

As explained in the main SEO course on the members, website, you can use the Neil Patel Backlink tool

Go to <https://neilpatel.com/backlinks/>

Sign in with your Gmail address

Then in a different tab search on Google using the main search term you want be found for.

Then choose 3 website that are appearing on page 1.

Enter their urls into the tool

# Look at who is linking back to competitors that are doing well in Google search

patel.com/en/seo\_analyzer/backlinks?domain=brownthomas.com

US	Ubersuggest				
Source: en.wikipedia.org	Target: brownthomas.com	98	71	9%	our histo
custom page layout the easi...	Source: wordpre... NF	98	55	2%	http://w
Galen Weston - Wikipedia, I...	Source: es.wikip... NF	96	56	12%	«our histo
Folha de S.Paulo - Centro co...	Source: www1.fol... NF	96	45	2%	www.bt2
Dublin attractions: Top spots...	Source: cnn.com... NF	95	59	1%	brown th
Christmas in Dublin: Good C...	Source: nytimes.c... NF	95	58	1%	brown th
Source: goo.gl/B1...	Target: brownthomas.co... NF	95	55	1%	
How to Instantly Boost Your ...	Source: medium... NF	95	50	1%	brown th

## Look at competitors backlinks

If you scroll down you can see which sites are linking back to them. Make a note of what type of backlinks they are and which sites eg.

Directories  
Supplier websites  
Sponsorships / promotions  
Blogger reviews  
Generate article mentions

Ask yourself could these sites also link to you? Does it give you ideas of ways you could go about getting backlinks?

# Generate ideas for backlinks for your business

EV You

I have a dental practice in Cork city, Ireland  
Act like an SEO expert and brainstorm 30 ways I could generate backlinks for my website

ChatGPT

Certainly! Backlinks are crucial for SEO, especially for local businesses like your dental practice in Cork City. Here are 30 strategies to generate backlinks for your website:

1. **Local Business Directories:** Submit your business to local directories like Yelp, Yellow Pages, and Google My Business.
2. **Chamber of Commerce:** Join the Cork Chamber of Commerce and get listed on their website.
3. **Local News Websites:** Offer to write guest posts or provide insights for local news websites or blogs related to healthcare or lifestyle.
4. **Local Events:** Sponsor local events or seminars and get your website listed on their sponsors' page.
5. **Charity Events:** Participate in charity events and get listed on their websites as a sponsor or supporter.
6. **Partner with Local Businesses:** Collaborate with other local businesses, like pharmacies or

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Note: Some of the suggestions might not be 100% applicable. But overall there are some very useful suggestions

## Use this prompt


I have a (type of business) in (x town in Ireland|)

Act like an SEO expert and brainstorm 30 ways I could generate backlinks for my website

This will give you lots of ideas that you can progress.


You can then use Chat GPT or Gemini to help you progress.

# Generate ideas for backlinks for your business

 **You**  
You suggested Partner with Local Businesses: Collaborate with other local businesses, like pharmacies or gyms, and exchange backlinks on each other's websites.

Can you teach me how to do this. Give me examples and how should I approach it?



 **ChatGPT**  
Certainly! Partnering with local businesses can be a mutually beneficial way to generate backlinks and increase your online visibility. Here's a step-by-step guide on how to approach and collaborate with other local businesses:

1. **Identify Potential Partners:** Start by identifying businesses in your area that complement your dental practice. This could include pharmacies, gyms, health food stores, wellness centers, or even other healthcare providers like chiropractors or physical therapists.
2. **Research Their Online Presence:** Before reaching out, research each potential partner's

Message ChatGPT...



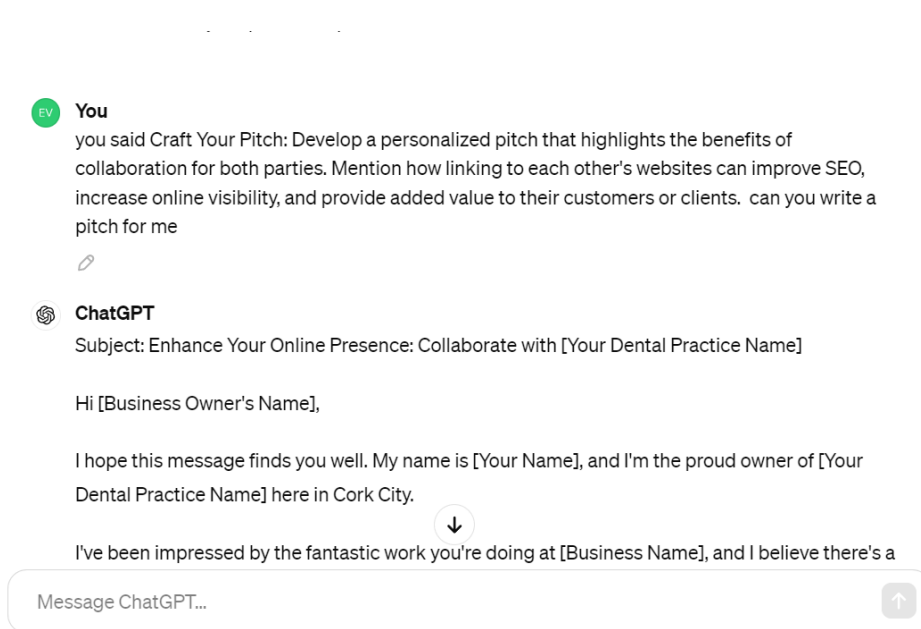
ChatGPT can make mistakes. Consider checking important information.

**For example I wrote this prompt ...**

You suggested **Partner with Local Businesses:** Collaborate with other local businesses, like pharmacies or gyms, and exchange backlinks on each other's websites.

Can you teach me how to do this. Give me examples and how should I approach it?

# Generate ideas for backlinks for your business using Gemini



**I then went deeper with this prompt**

**For example I wrote this prompt ...**

you said Craft Your Pitch: Develop a personalized pitch that highlights the benefits of collaboration for both parties. Mention how linking to each other's websites can improve SEO, increase online visibility, and provide added value to their customers or clients. can you write a pitch for me



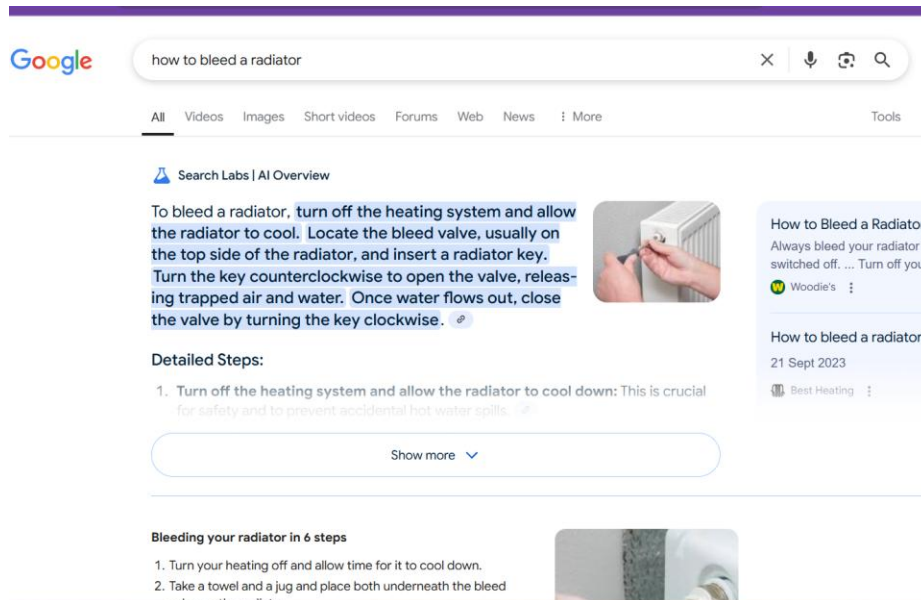
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## AI Overviews

# What are Google AI overviews



## AI overviews

This is a feature that pops up underneath your search bar to provide more nuanced answers to your search query. This change is a major one in the search engine experience.

In this example notice it is a panel at the top that provides an answer generated by AI

## Note:

A business would hope to either

- 1) Appear as a recommendation in the AI overview
- 2) Appear in the source links

# What is Google Search Generative Experience (SGE - AI overviews)



recommend digital marketing trainers in ireland



All News Places Images Short videos Forums Products More

Tools

Search Labs | AI Overview

Learn more

Several reputable digital marketing trainers and training organizations in Ireland offer a variety of courses and programs. **The Marketing Crowd, Marketing Institute Ireland (MII), Optimum Limited, and Irish Times Training** are just a few options that stand out.

The Marketing Crowd offers digital marketing training, including 1-on-1 guidance and tailored programs. MII provides individual and organizational training, including a Masterclass Series in AI, according to their website. Optimum Limited offers business development, consultancy, and training, with accredited and non-accredited courses. Irish Times Training offers tailor-made solutions and collaborates with organizations to create training programs, according to their website.

Other options include:

**Digital Training Institute:**

Joanne, a digital marketing trainer, offers speaking engagements and 1-on-1 coaching, according to their website.

Digital marketing trainer - social media trainer - Evan Mangan

Over 20,000 Irish companies have attended Digital Marketing Training workshops delivered...

The Marketing Crowd



Digital Marketing - Irish Times Training

Like, Follow, Share. ... Tackling cutting-edge technologies. ... Whether you are just starting i...

Irish Times Training



The Marketing Crowd: Digital Marketing training Ireland

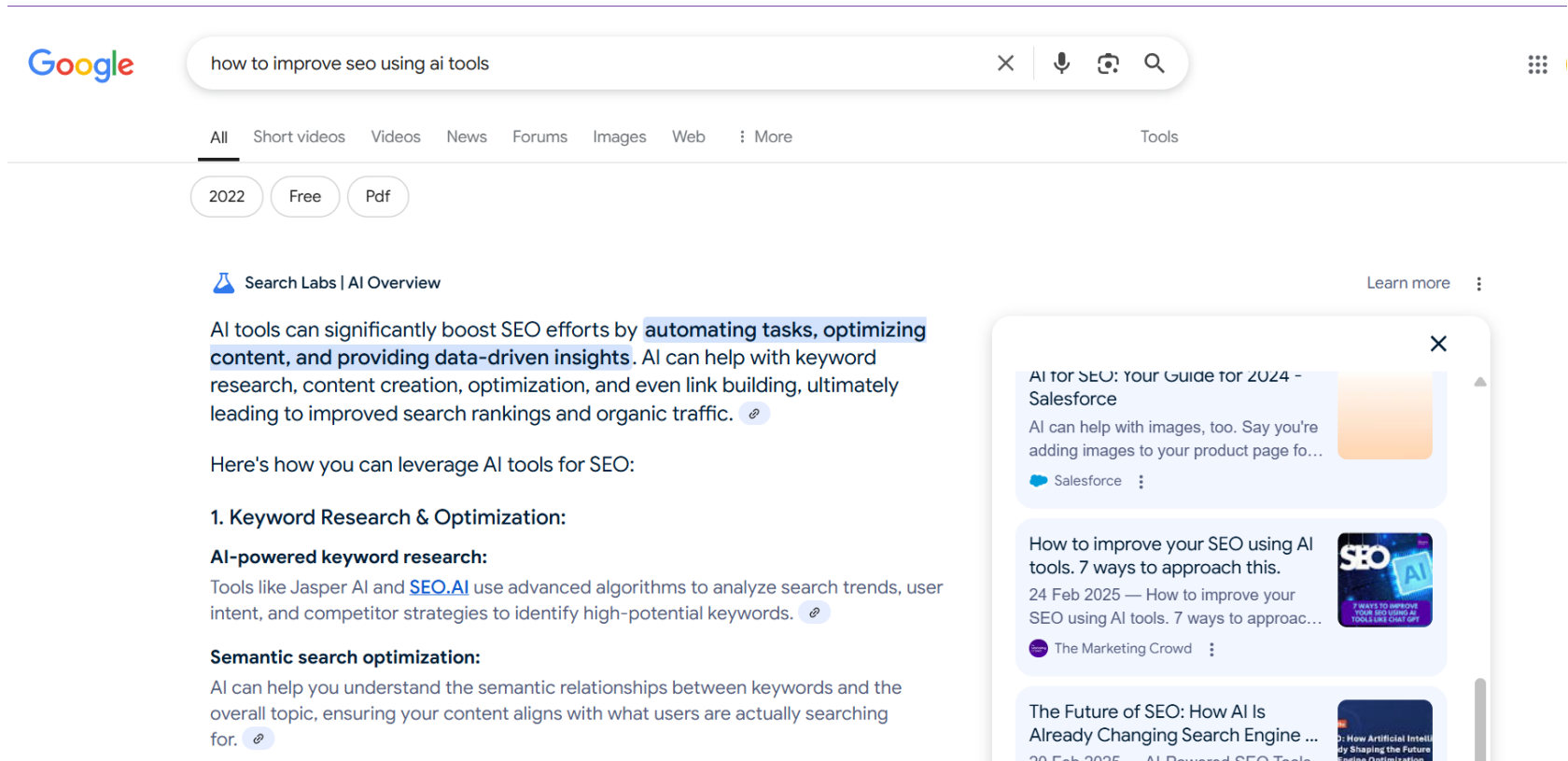
You can trust the digital marketing advice you receive ... You can trust our digital marketing...

The Marketing Crowd



You hope to be included in the AI answer

# What is Google Search Generative Experience (SGE - AI overviews)



The screenshot shows a Google search interface with the query "how to improve seo using ai tools". The search results include an AI Overview section and a list of suggested links.

**Google** how to improve seo using ai tools

All Short videos Videos News Forums Images Web : More Tools

2022 Free Pdf

**Search Labs | AI Overview** Learn more

AI tools can significantly boost SEO efforts by automating tasks, optimizing content, and providing data-driven insights. AI can help with keyword research, content creation, optimization, and even link building, ultimately leading to improved search rankings and organic traffic.

Here's how you can leverage AI tools for SEO:

- 1. Keyword Research & Optimization:**
  - AI-powered keyword research:** Tools like Jasper AI and [SEO.AI](#) use advanced algorithms to analyze search trends, user intent, and competitor strategies to identify high-potential keywords.
  - Semantic search optimization:** AI can help you understand the semantic relationships between keywords and the overall topic, ensuring your content aligns with what users are actually searching for.

**Suggested links:**

- AI for SEO: Your Guide for 2024 - Salesforce
- How to improve your SEO using AI tools. 7 ways to approach this. 24 Feb 2025 — How to improve your SEO using AI tools. 7 ways to approach...
- The Future of SEO: How AI Is Already Changing Search Engine ... 20 Feb 2025 — AI Powered SEO Tools

You hope to get suggested in the source links

# What are the implications for SEO – you getting found in organic results?



**1. Changes in search result appearance:** The introduction of AI Overviews alter how search results are displayed, pushing organic listings further down the page

AI Overviews appear in 30% of searches and nearly three-quarters (74%) of problem-solving queries

Finance industry: SGE appears in 47% of queries, the lowest among industries studied

Beauty industry: SGE shows up for 99% of searches, the highest among industries studied

**2. Decreased organic traffic:** Websites are expected to lose approximately 25% of organic traffic due to AI Overviews

**3. Reduced click-through rates (CTR):** The prominent AI-generated snapshots are likely to decrease CTRs, especially for top organic positions

# What do businesses need to do to adapt to Ai answers?



## What you need to do ...

Check to see if Google is providing AI answers for the main search terms you want to be found for.

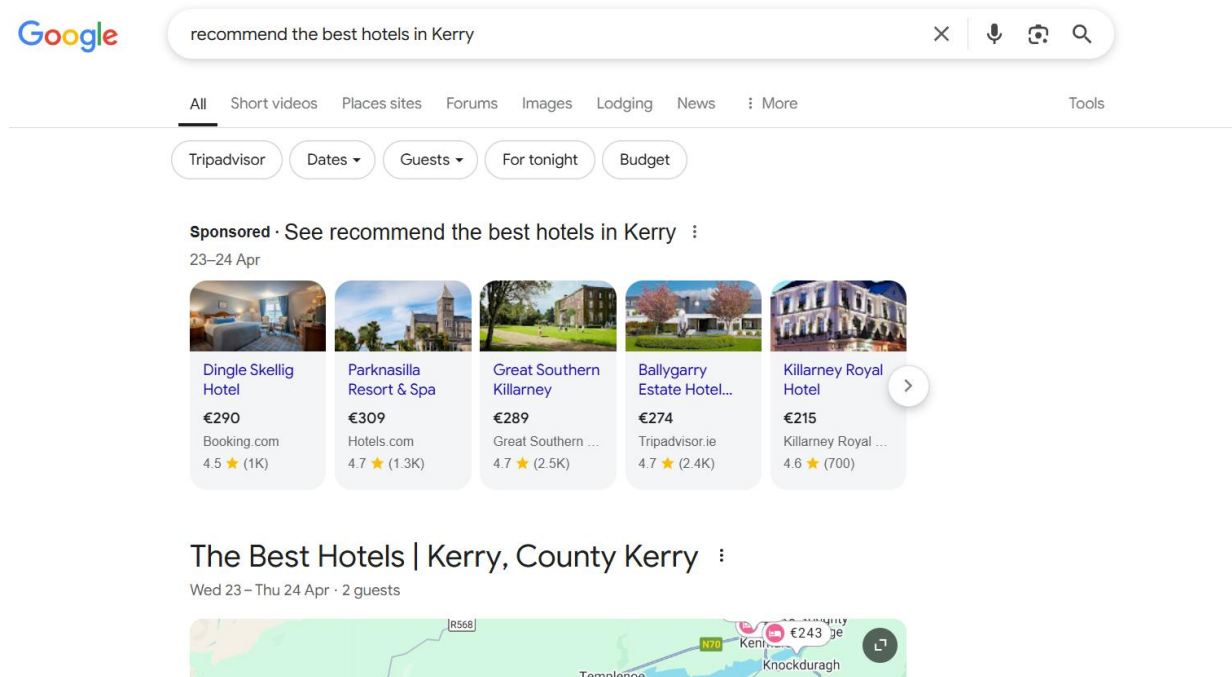
**If they are providing AI answers your goals will be to**

### **1. Get included as a source within the AI answer**

Stat: Nearly 94% of links in SGE don't match the top 10 organic search results (Source: [Search engine Journal](#) )

### **2. If it recommending products / companies (eg recommend the best life coaches in Kerry) , you want to get recommended.**

# What is Google Search Generative Experience (SGE - AI overviews)



Some searches do not provide AI answers

# What is Google Search Generative Experience (SGE - AI overviews)

The screenshot shows a Google search interface with the query "recommend the best life coaches in kerry". The browser address bar shows "google.ie/search?q=recommend+the+best+life+coaches+in+kerry&sca\_esv=e82...". The Google logo is on the left, and search controls (clear, voice, image, search) are on the right. Below the search bar, tabs for "All", "Forums", "Short videos", "Images", "News", "Places", "Places sites", and "More" are visible, with "All" selected. A "Tools" link is on the right.

**Search Labs | AI Overview** Learn more

Several highly-regarded life coaches operate in County Kerry, Ireland. Some top recommendations include **Mark Fennell, known for his practical and effective coaching style, and Catriona Kirwan**, recognized for her coaching rooted in neuroscience and All-Ireland Business All-Star accolades. Other notable options include Be Coaching Solutions, Life Coach Mark Fennell, Nuala Duignan, and Sinead Kennedy.

**Top Life Coaches in Kerry:**

**Mark Fennell:**  
A highly regarded life coach known for his practical and no-nonsense coaching style.

[Show more](#)

**16 of the Best Life Coaches in Ireland [2025]**

28 Feb 2025 — Top Life Coaches in Ireland. 1. Catriona Kirwan Coaching. 2. Natalia Arnaiz. 3...

**Best in Ireland**

**Mark Fennell referred to as the best life coach in Ireland**

5 Mar 2025 — Mark is highly regarded in his field and if you are looking for the best life coa...

And some that are very similar do provide AI answers



# What do businesses need to do to adapt?

**How to increase the chances that you will get chosen as a source?**



1. Write high quality content that answers the main questions people would have about a topic
2. Ensure it is well structured
3. Ensure it is up to date
4. Ensure it loads quickly
5. Ensure it is mobile friendly
6. If other sites link to your high quality content Google will see it as more authoritative

# What do businesses need to do to adapt?



**How to increase the chances that you will get recommended**

Plus ....

1. Focus on getting reviews
2. Check if there are lists on 3<sup>rd</sup> party websites recommending products / companies. Approach them
3. Figure out the main things Ais are putting weight on for your type of product/ service
4. Ensure you have a page on your site that showcases that you have all of these things (and / or work on developing them)