

# BRAND-FIRST, PEOPLE-FOCUSED ~~SEO~~ *marketing*

How Google's changes are pushing SEOs to become better marketers

# ALGORITHM UPDATES



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HOW WE OPTIMIZE FOR GOOGLE HASN'T CHANGED MUCH

# THAT IS, UNTIL RECENTLY...

 **Featured snippets**

 **Local Pack**

 **Reviews**

 **AMP**

 **Sitelinks**

 **Video**

 **Featured video**

 **Top Stories**

 **People also ask**

 **Images**

 **Twitter**

 **Instant answer**

 **Knowledge panel**

 **Shopping ads**

 **AdWords top**

 **AdWords bottom**

\* SEMRush SERP Features

Google SERP Features have changed the SEO game.

*But how much attention do we give to the ever-changing SERP Features  
or the hype surrounding Voice Search?*

This is what Google wants us to believe is going on...



<https://www.youtube.com/watch?v=PvGFBcjBpMY>

This is what Google wants us to believe is going on...



<https://www.youtube.com/watch?v=PvGFBcjBpMY>

Okay, Google. That's not *really* happening.

Or is it?



<https://youtu.be/F3GmfgKntqA>

Future generations might only know voice commands.



# THE CHALLENGE

- No reliable keyword research tools for voice searches
- SERP Features showcase crap content
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- Ads take up more and more real estate

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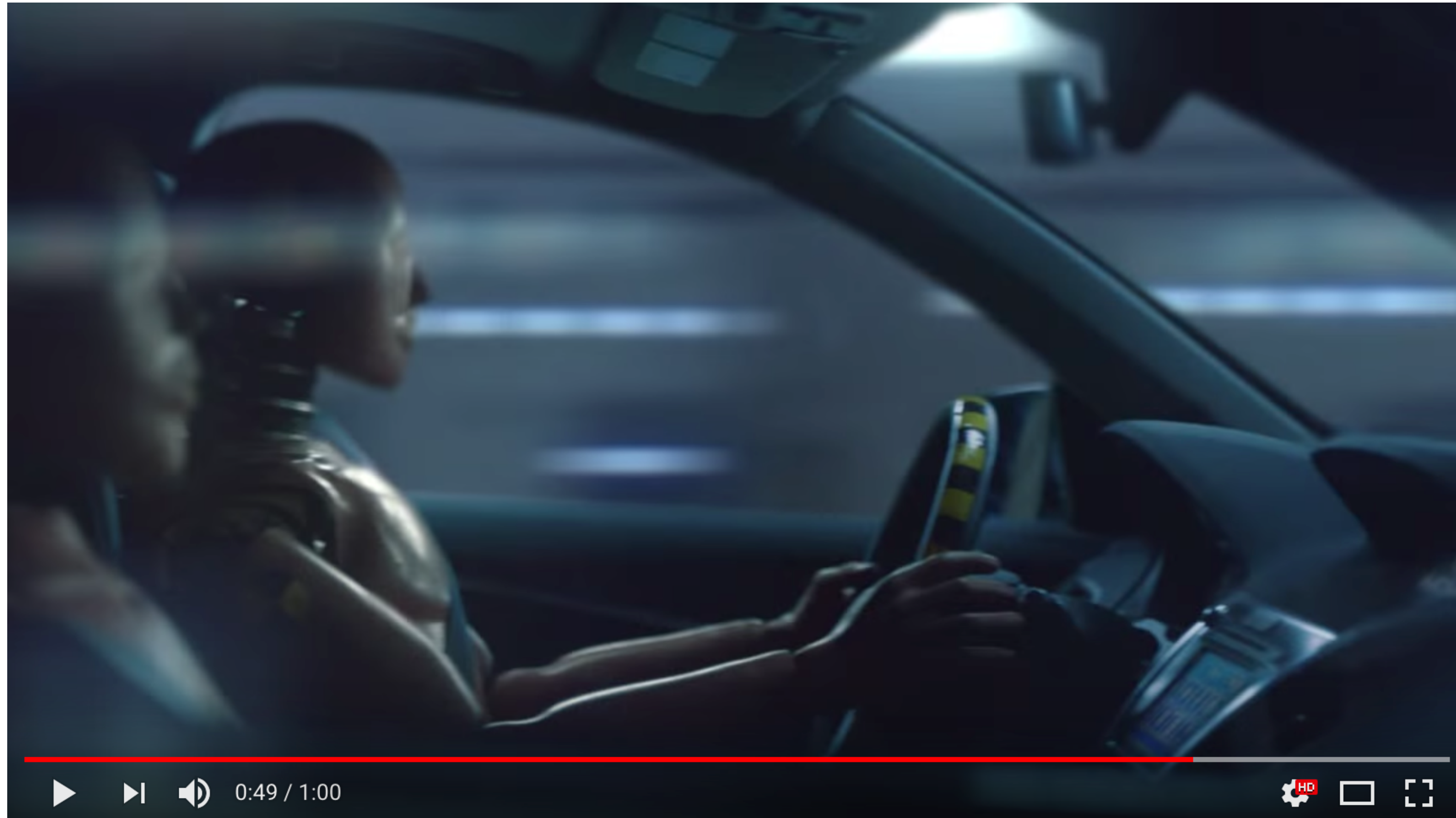
Keyword Research is NOT ENOUGH.

*Google's changes are requiring SEOs to more intimately know our audiences.*

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***They're pushing us to be better marketers.***

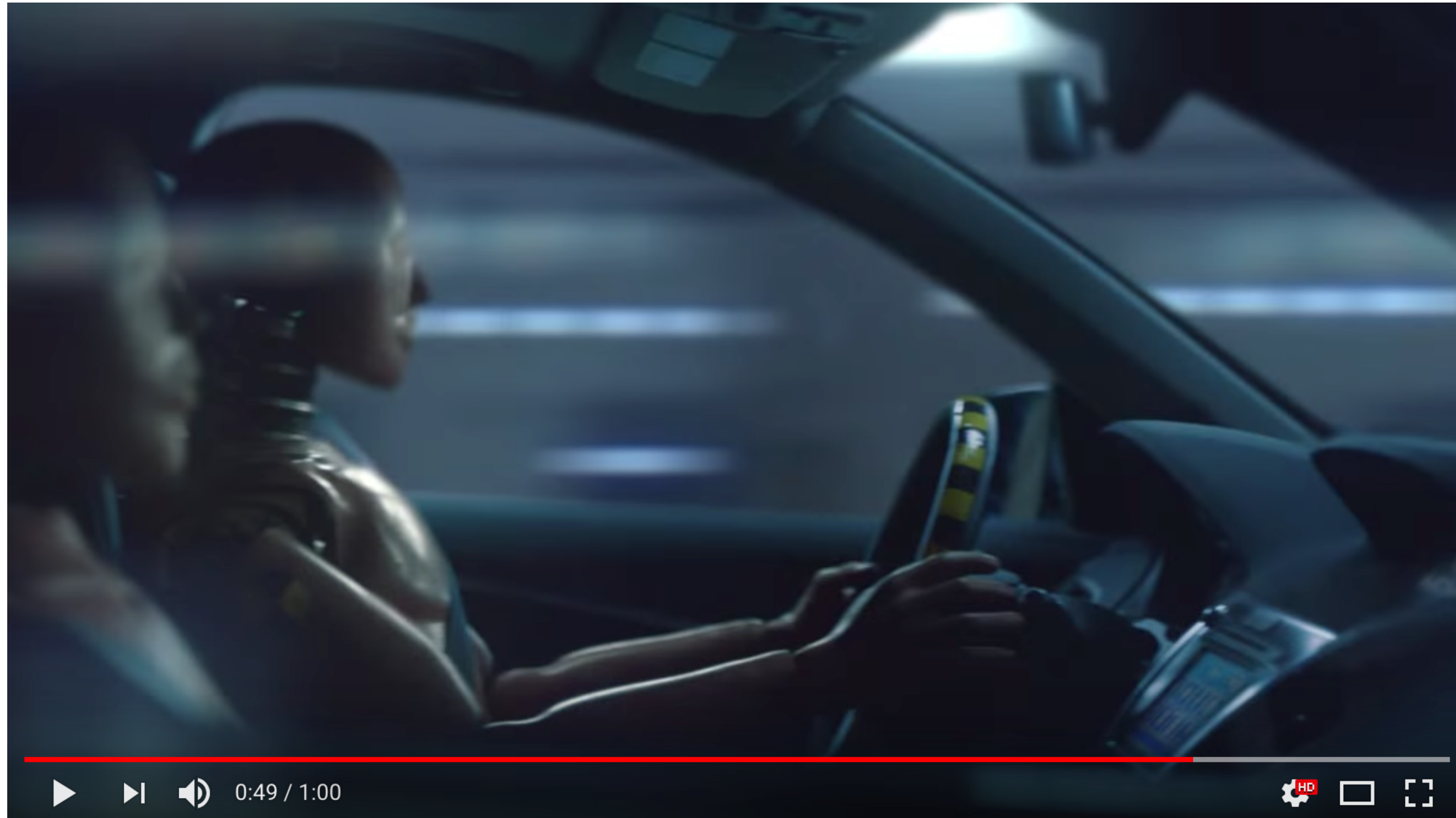
*“When you don’t think of them as dummies, something amazing happens.”*



[https://www.youtube.com/watch?v=SkpaSe\\_Zj60](https://www.youtube.com/watch?v=SkpaSe_Zj60)

keywords

*"When you don't think of them as ~~dummies~~, something amazing happens."*



*What if our Keyword Research "TOOL" is natural conversations  
with our audience?*

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with our audience?*

***What if we stop thinking keywords and start thinking  
key audiences?***



**But how do we get to know key audiences  
*at scale?***

# THINK BRAND-FIRST

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Often these overlap or support each other.*

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***The point is to not create conflict or tension. You're on  
the same team!***

# START WITH THE BRAND

## **Get to know the people behind the brand**

- Brand history, story, their people, their culture
- The PEOPLE behind the brand influence the audience the brand attracts

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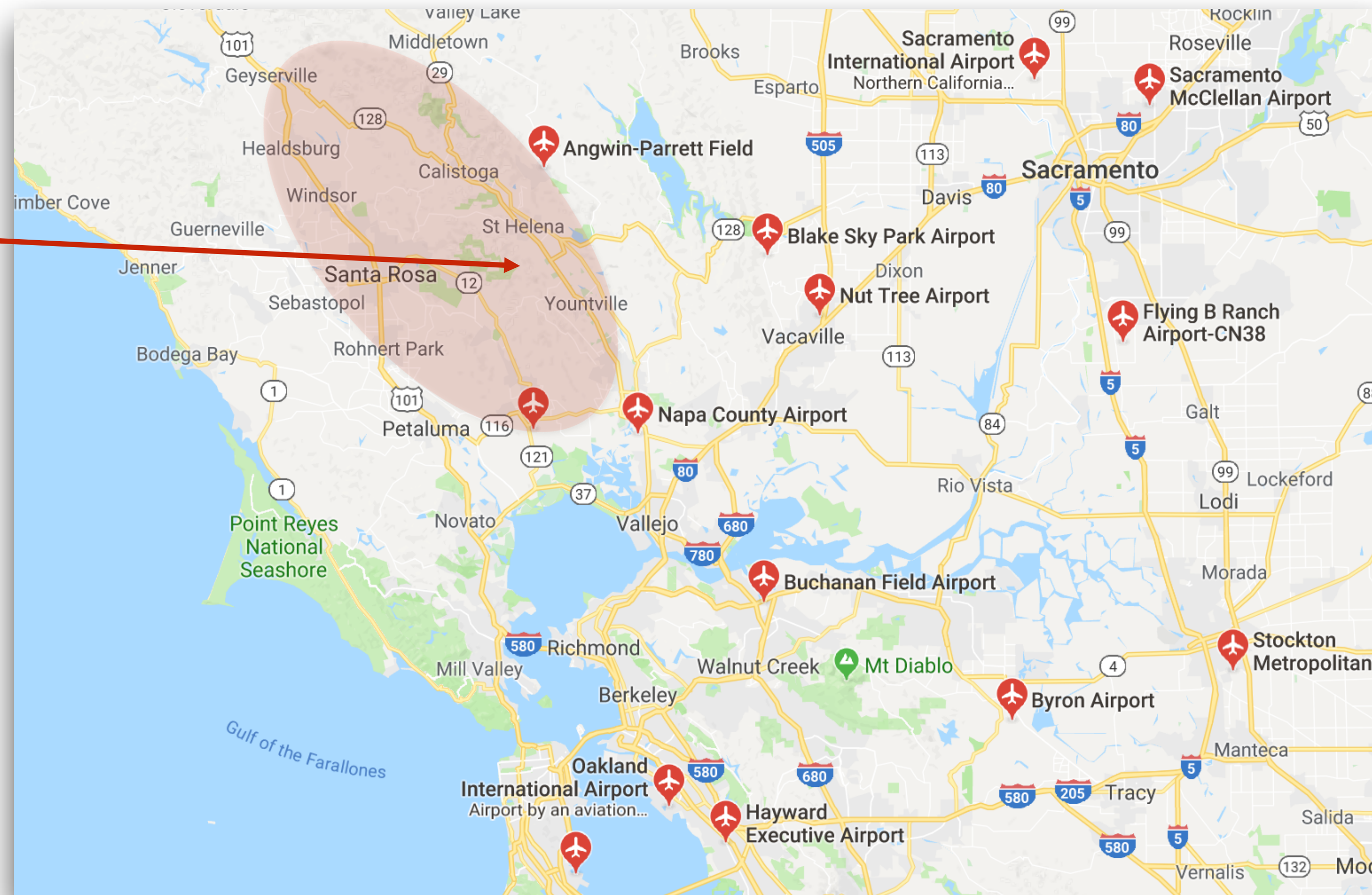
## **Visit brand partners in person**

- Not just about strengthening relationships with key contacts
- Get to know the brand in ways you cannot capture over calls/websites
- For retail, experience what the customer experiences — the good and bad

# Visiting a Napa Valley Winery Partner

## Step 1: Figure out what airport to fly in to

I need to  
get here



No wonder it's not straightforward! SFO, Oakland, Sacramento??

# Visiting a Napa Valley Winery Partner

## Step 1: Figure out what airport to fly in to

🔍 where to fly into napa

🔍 where to fly into napa - Google Search

🔍 **where to fly into for napa ca**

🔍 **where to fly into when visiting napa valley**

🔍 **where to fly into when visiting napa**

🔍 **where to fly into if going to napa valley**

🔍 **where to fly into to go to napa**

Whoa, apparently this is a common question...

# Visiting a Napa Valley Winery Partner

## Step 1: Figure out what airport to fly in to

The screenshot shows a Google search for "where to fly into napa". The search results include two advertisements: one for Alaska Air and one for Sonoma County Airport. A text box highlights information about Sacramento and San Francisco International Airports. A circular profile picture of a woman is overlaid on the bottom left of the screenshot.

Google where to fly into napa

All Flights Maps Shopping Images More Settings Tools

About 4,420,000 results (0.55 seconds)

**Alaska Air to Napa | Try Our Award Winning Service | AlaskaAir.com**  
Ad [www.alaskaair.com/Napa](http://www.alaskaair.com/Napa)  
Flights to Napa Wine Country. Find Your Flight, Book Now & Save! Power at Your Seat. Free In-Flight Movies. Artisan Food & Drink. Free In-Flight Messaging. 20-Minute Bag Guarantee. Destinations: Hawaii, San Diego, Costa Rica, New York, Seattle, San Francisco, Portland, Los Angeles, Las Vegas.

**Book Flight**  
Plan Your Next Trip Today.  
Find the Best Fares & Flight Times.

**Flight Deals**  
Find Our Best Flight Deals  
to Amazing Destinations.

**FLY to The Wine Country - sonomacountyairport.org**  
Ad [www.sonomacountyairport.org/](http://www.sonomacountyairport.org/)  
Wine Taste, Dine, Spa, Wine Country Sonoma, Napa, Marin & Mendocino. Check Flight Status.

The Sacramento International Airport is located roughly 60 miles east of the valley. Check out these Driving Directions: Sacramento to Napa Valley for more information. The San Francisco International Airport is Northern California's largest and busiest airport, and located about 55 miles south of the valley.

**Napa Valley - TripAdvisor**  
<https://www.tripadvisor.com/.../Napa-Valley:California:Arriving.And.Departing.html>

People also ask

<https://www.useloom.com/share/c361fb1db38f41528f782f2c6fc309df>

Lots of unhelpful articles. No winery brands. Opportunity!



# Talking with Brand-side People-facing Teams

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## **Retail, Sales Floor Staff**

*"We have in-store visitor and customer tracking sheets our team maintains daily."*

Break down those silos & barriers to critical insights!

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## **PR, Communication**

*"We make over 300 donations to children's education and medical non-profits every year."*

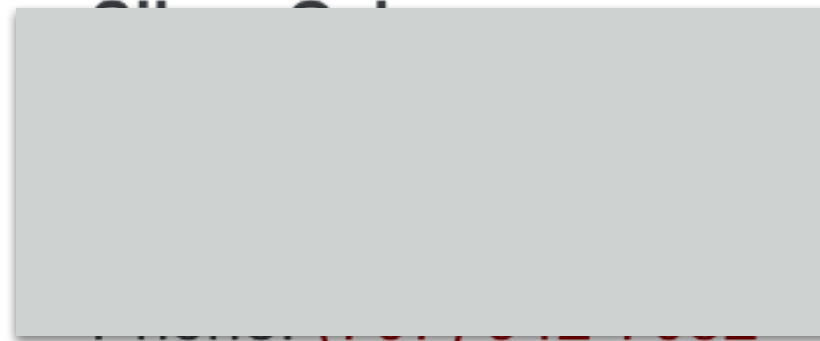
Break down those silos & barriers to critical insights!

# Input from Customer Service Teams

**Me:**

*“Hey, let’s change this PDF button. It’s dated and unnecessary.”*

## ADDRESS



Map and directions

DIRECTIONS (PDF)

## TASTING ROOM HOURS

Monday - Saturday: 10am - 5pm

Sunday: 11am - 5pm

### Tasting room closed:

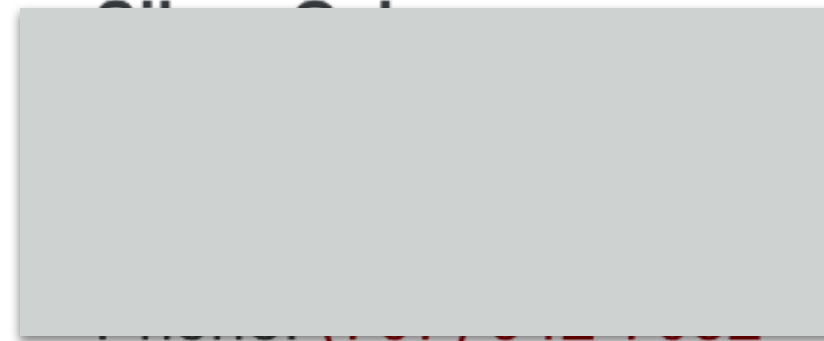
New Year's Day, Easter Sunday, Thanksgiving Day,  
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**CS Team:**

*“No! We specifically requested that be on our Visit Us page...”*

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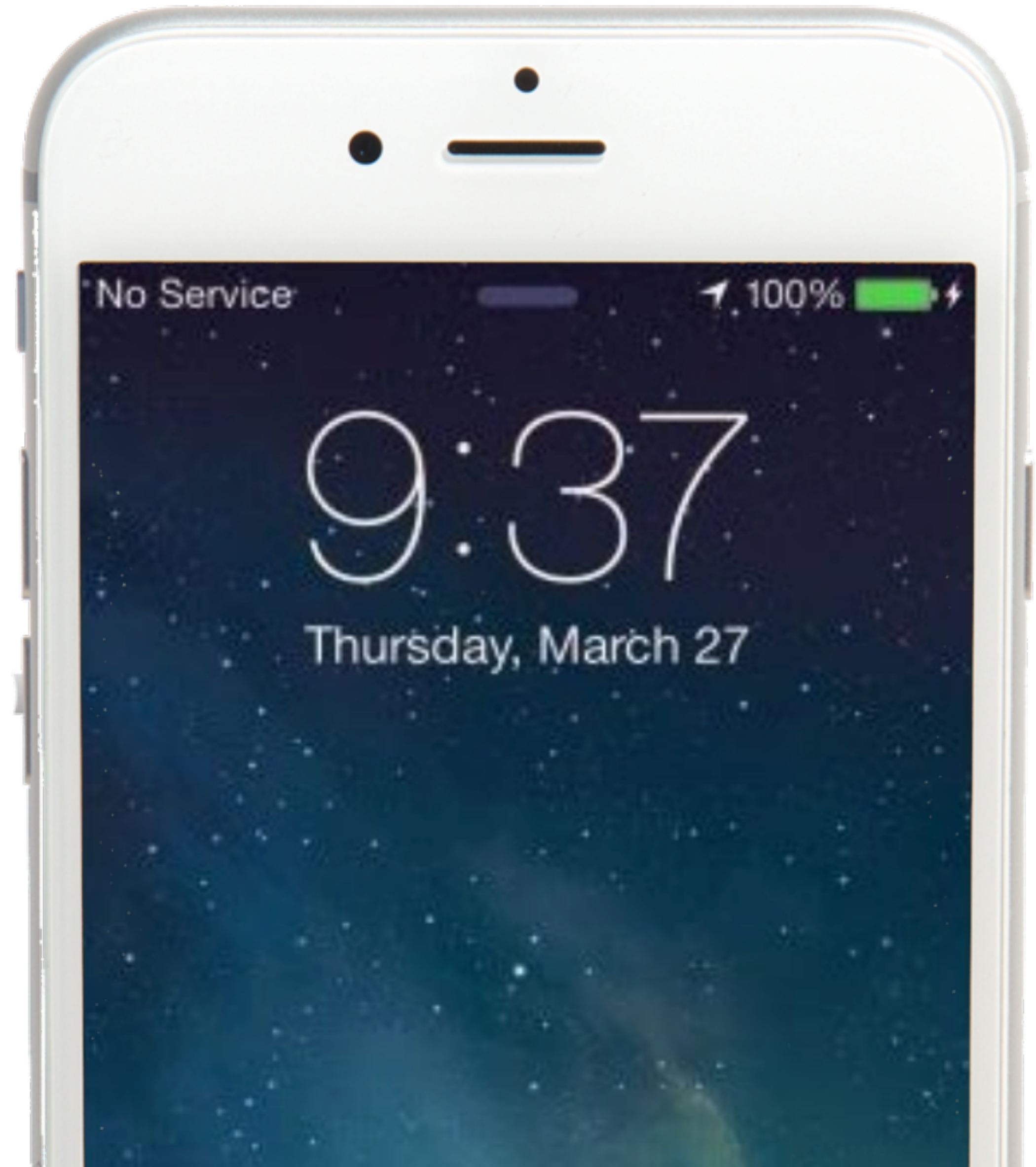
**CS Team:**

*"Most people lose cell service on their way here."*



**Me:**

*"Tell us everything..."*



# Online Communities



# Online Communities of People

## **Affiliates + Paid Influencers**

*Consumers trust them more than brands.*

*You're paying them, be sure you're leveraging their insights.*

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## **Forums + Review Sites**

*The good, the bad, the ugly — your brand & competitors.*

*Yelp, GMB, Quora, Reddit*

# Retail Partner Site UGC

## **Client Request:**

*What are the product attributes we should include in our new Product Comparison Feature?*

**Keyword Research! Okay...**

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**Amazon PDP Questions & Answers... Bingo!**

eCommerce content strategy gold mine!

# Retail Partner Site UGC

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**Customer questions & answers** 75 answered questions

Q Have a question? Search for answers

**Question:** My laptop model fits in the large, it says. Does it have a lot of extra room in the main compartment for books and such?  
**Answer:** There is a lot of room for books, lunch, clothing, etc. I am a nursing student so I have clothes, really large books, clinical supplies, my lunch, and my wristlet in the main compartment. It holds a lot and still doesn't feel very heavy when worn messenger style!  
By Hamalicious on August 27, 2014  
[See more answers \(3\)](#)

**Question:** Will 13" laptop fit best into a small or a medium?  
**Answer:** My 15" laptop fits comfortably in the medium messenger bag. A 17" laptop is too big. Hope this allows you to compare.  
By Albuquerque customer on September 29, 2015  
[See more answers \(4\)](#)

**Question:** can i bike with this bag?  
**Answer:** You can bike with it but mine is large so it would be difficult when fully loaded.  
By Hamalicious on May 5, 2014  
[See more answers \(1\)](#)

**Question:** Would the medium size be big enough to hold a laptop and a binder?  
**Answer:** Very easily! I have the iPad Pro, a 15 inch MacBook and there is plenty of room for a 2 inch thick book and 3 ring binder.  
By da on July 1, 2016

[See more answered questions \(71\)](#)

### Customer Reviews

 **462**  
4.4 out of 5 stars

5 star		68%
4 star		18%
3 star		7%
2 star		4%
1 star		3%

[See all 462 customer reviews >](#)

Over 500 unique customer reviews and Q&As for ONE PRODUCT.

# BRINGING IT ALL HOME

**You've taken a brand-first approach  
in getting to know the people behind the brand**





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You've taken a brand-first approach in getting to know the people behind the brand

**You've connected with brand-side people-facing teams to gain insights about what matters to your audience**

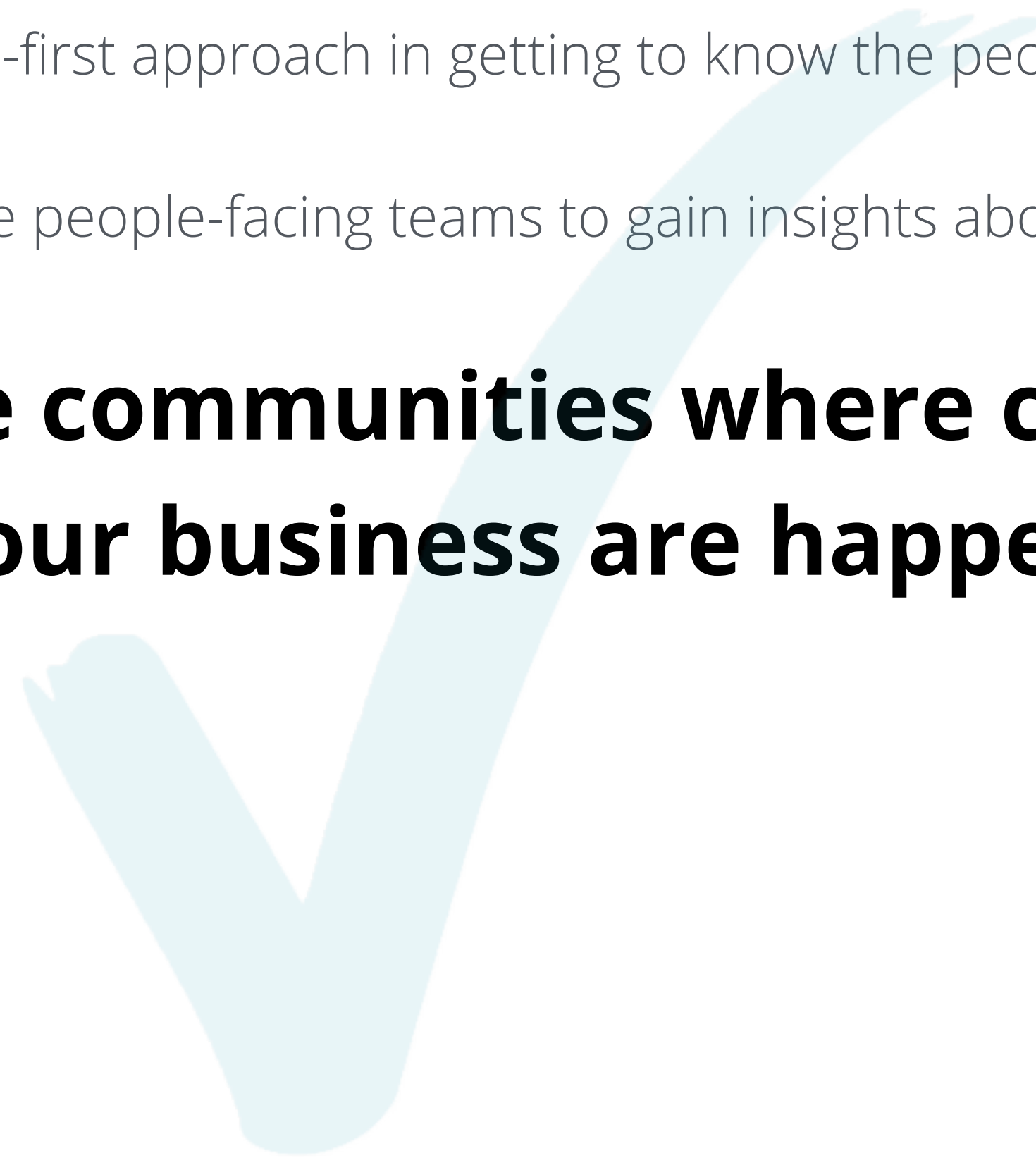


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**You know your key audience and their behaviors better than  
Google or any competitor**

# BRINGING IT ALL HOME

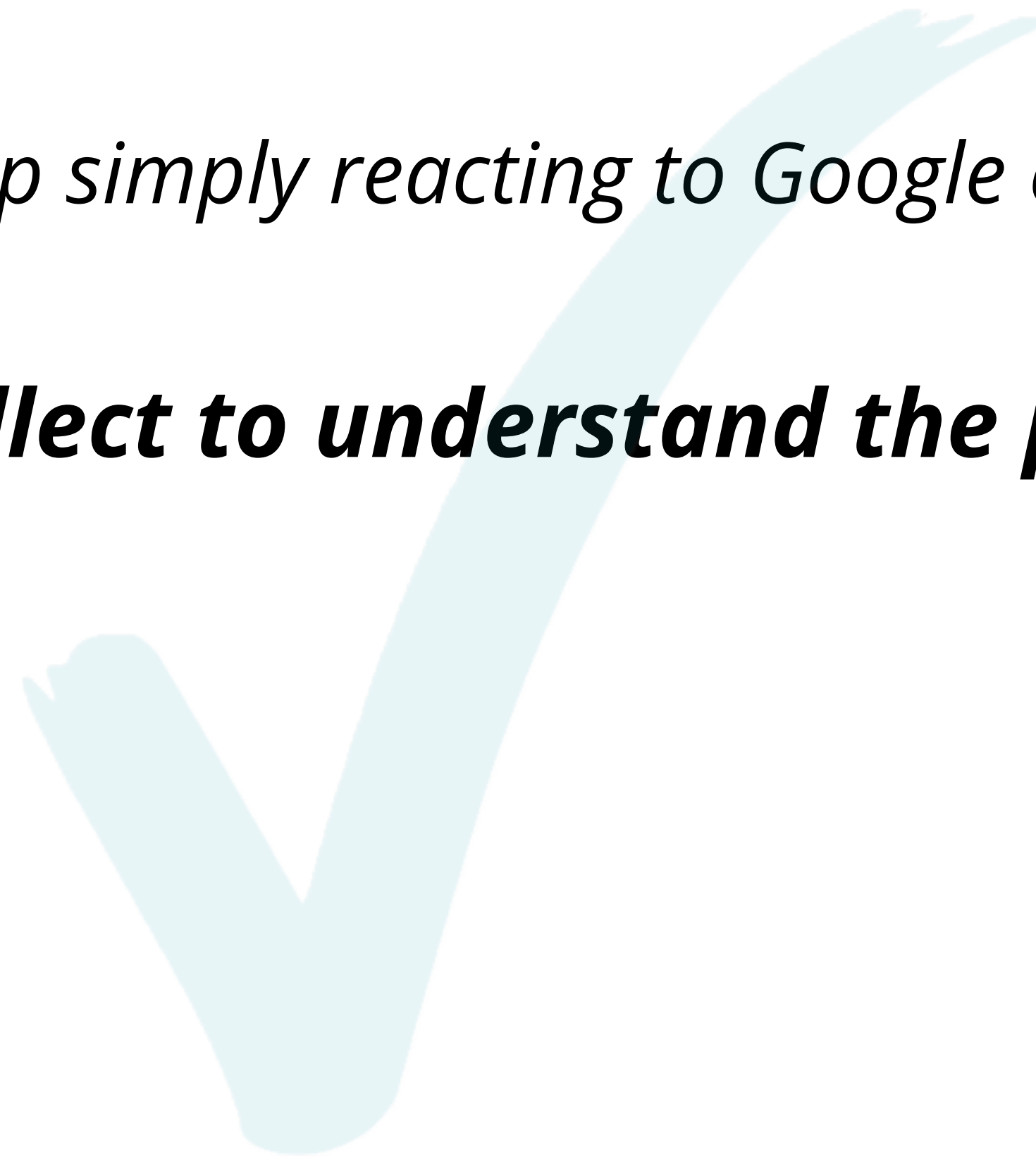
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***Let's use our human intellect to understand the people behind the search.***



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*Let's stop simply reacting to Google changes.*

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***Let's be better Marketers.***

# ONE IN NINE PEOPLE GO TO BED HUNGRY

Together, we will change that.



OPERATING IN  
3 COUNTRIES



OVER 17 MILLION  
MEALS PREPARED



8 SUPER  
KITCHENS BUILT



outside the **bowl**

[Outsidethebowl.org/donate](https://outsidethebowl.org/donate)



# THANK YOU!

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# CITATIONS

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<https://www.useloom.com>

