



FORUM

LISTEN • LEARN • DISCUSS

**NEXT-GEN SEO
WHERE EVERY UPDATE
IS AN OPPORTUNITY,
NOT AN OBSTACLE**

October 28, 2024

Prepared by Americaneagle.com. All contents proprietary and confidential. ©2024

INTRODUCTIONS



**ALEX
KRIVANEK**

SEO Channel Lead

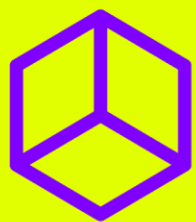


**MATT
KIRTLEY**

SEO Channel Lead



+



AGENDA

- 2024 Google Algo Updates
- E-E-A-T
- How is content changing SEO?
- What is coming up in 2025?
- AI & SEO
- Q&A





2024 GOOOGLE ALGO UPDATES



Google Search's 2024 Updates

Elevating Helpful Content and Fighting Spam

	March	Core	Complex update focused on “helpful, reliable, people-first content.”
	March	Spam	Scaled content abuse, expired domain abuse, and site reputation abuse.
	June	Spam	Combating scaled content, cloaking, hidden text, low quality content, etc.
	August	Core	Evolution of March 2024 and September 2023 Helpful Content Updates.



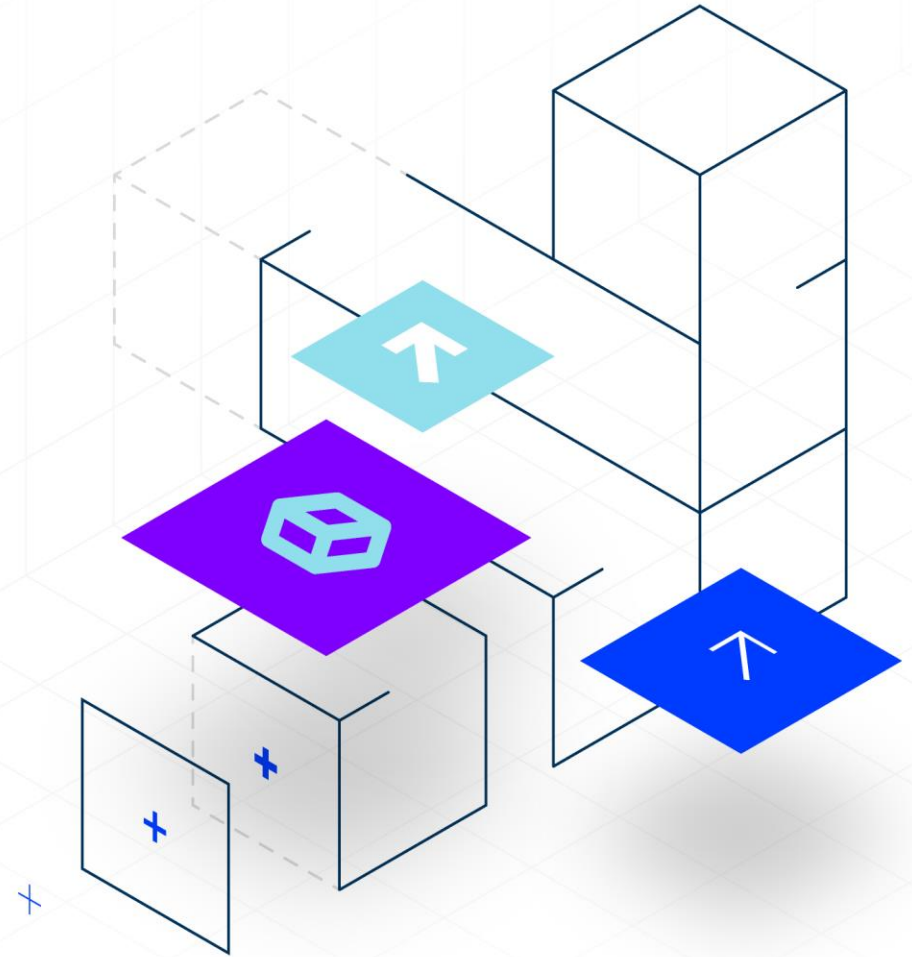
Lessons Learned from Google's 2024 Updates

- Sites that used AI-generated content were hit the hardest.
- AI content is not banned, but spammy sites were the quickest to abuse it.
- Google's policy targets "scaled content abuse" without banning AI content.
- High quality, helpful content was rewarded.
- E-E-A-T is more important than ever as Google combats a flood of AI spam





WHAT IS E-E-A-T?



Why is E-E-A-T so important to Google?

EXPERIENCE

Think of lived experience – specifically, first-hand experiences on the topic you’re writing about.

EXPERTISE

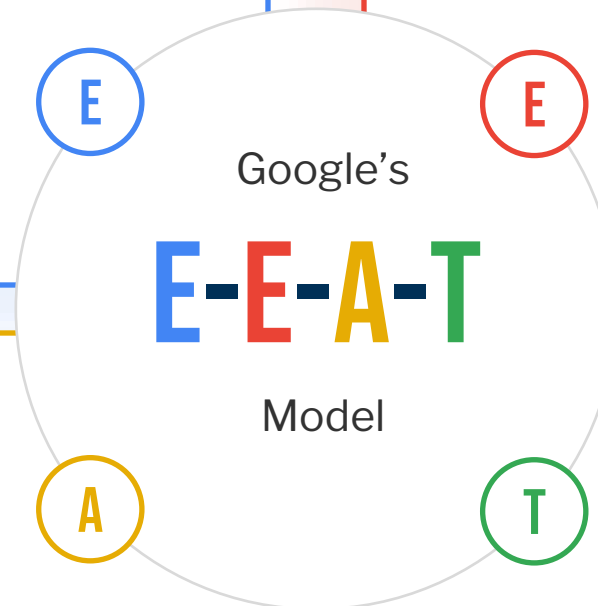
Expertise relates to the extent of knowledge demonstrated within your article or by the writer

AUTHORITATIVENESS

Authoritativeness considers the extent to which a content creator is known as a go-to source on the topic

TRUSTWORTHINESS

Accuracy and reliability of the site



Why is E-E-A-T so important to Google?

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Round-trip cash fares in Delta premium economy are usually at least twice the cost of regular economy. Delta Air Lines business class ([Delta One](#)) is usually around double the price of premium economy.

Award availability tends to be plentiful between New York and London in all three cabins, but [Delta SkyMiles](#) redemption rates on transatlantic flights are exorbitant at the moment. On flights to and from London, in particular, you also must beware of high taxes and surcharges.

Here are the ranges of airfare and award redemptions in all three cabins on this route over the next year based on recent searches.

Round-trip prices	Economy	Premium economy	Business class
Airfare	\$747-\$2,022.	\$1,752-\$3,441.	\$3,262-\$5,096.
Delta SkyMiles plus taxes/fees	52,000-128,000 plus \$190-\$203.	128,000-170,00 plus \$334.	330,000-405,000 plus \$313-\$334.

In my case, I paid cash since I found a decent fare of \$2,002 for the following round-trip itinerary:

Outbound
Change Flight

DL
JFK - LHR

Tue, May 9

WED, MAY 10
7:45pm - 7:50am

Norstep, 7h 5m
Premium Select

7:45 pm

JFK
New York-Kennedy, NY
Terminal 4
7h 5m

LHR
London-Heathrow, United Kingdom
Terminal 3

DL1

606MG 767-400

Delta Premium Select (A)

Wi-Fi, Power, USB, SP

Meal services
Pancakes, Soups, Potatoes, American Cheese

Trip Total

Currency Calculator

1 Passenger

Flights \$1,641.00

Taxes, Fees & Charges \$361.65

Amount Due \$2,002.65 USD

Pay As Low As \$186.24 USD /mo. including fee with Plan It by American Express. Terms Apply.
View Plan Options

Why is E-E-A-T so important to Google?

EXPERTISE



Expertise related to the extent of knowledge demonstrated within your article or by the writer

Though it's well known by surgeons and others that robotic surgery offers benefits such as smaller incisions and reduced hospitalization time and postsurgical pain, clinicians learning to use surgical robots have a steep learning curve, says [Gina Adrales](#), director of the [Division of Minimally Invasive Surgery](#). She and her colleagues aim to improve this curve through innovative training techniques and a newly developed, wearable device.

When a surgeon operates a machine that is away from the patient, "there's no haptic feedback with the most widely used robotic platform," Adrales explains. "Normally, when you do open surgery, you can feel how instruments interact with tissue. You get feedback through your hands and the instruments about how firm tissue is, or how much tension you are putting on something — such as a suture when you're tying it."

To compensate during robotic surgery, she says, surgeons need to develop what's called haptic visual acuity — the ability to view the operating field on a screen and determine how much tension to exert and how to maneuver the robotic arms' tools to achieve optimal results.

To augment that skill for surgical residents and other trainees, Adrales has been working with experts at the [Johns Hopkins Malone Center for Engineering in Healthcare](#). She has partnered with [Jeremy Brown](#), the John C. Malone assistant professor of mechanical engineering, who developed a sensor device, worn on the wrist, which vibrates in response to the amount of force applied on tissue during surgical training cases at the [Minimally Invasive Surgical Training and Innovation Center \(MISTIC\)](#). The greater the force applied, the stronger the vibration.

"We want to determine if use of this technology helps accelerate the learning process and allows surgeons to correlate the force applied with what they see visually while using the robot," Adrales says. "Can we make the learning process a little more efficient so that people can ascend their learning curve a little faster through training and enhance the safety of patients in the operating room when they're actually doing surgery?"



*"We want to determine if this allows surgeons to correlate the force applied with what they see visually while using the robot."
— Gina Adrales*

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Ted Rossman

Credit Card Senior Industry Analyst



Expertise

Consumer payment behavior, getting out of debt, building credit, maximizing rewards, protecting your identity

Highlights

- Frequent commentator on major national media outlets
- Consumer advocate who helps people achieve their financial goals
- More than a decade of personal finance industry experience

Experience

Ted has spent the past 10 years at Bankrate.com and CreditCards.com helping consumers maximize credit card rewards, get out of debt, boost their credit scores, protect their identities and more. He regularly shares his advice with major media outlets such as The TODAY Show, Good Morning America, CBS This Morning, The Wall Street Journal, The New York Times, CNN.com, Forbes, The Associated Press, CNBC, Fox Business, NPR, USA Today and many others.

He also conducts proprietary credit card market research and writes weekly columns for both Bankrate and CreditCards.com, often on the subject of cash back credit cards. With a wife and two young children at home, Ted enjoys earning cash back on his family's many everyday expenses. A 2006 graduate of Colgate University, Ted joined Bankrate and CreditCards.com in 2011.

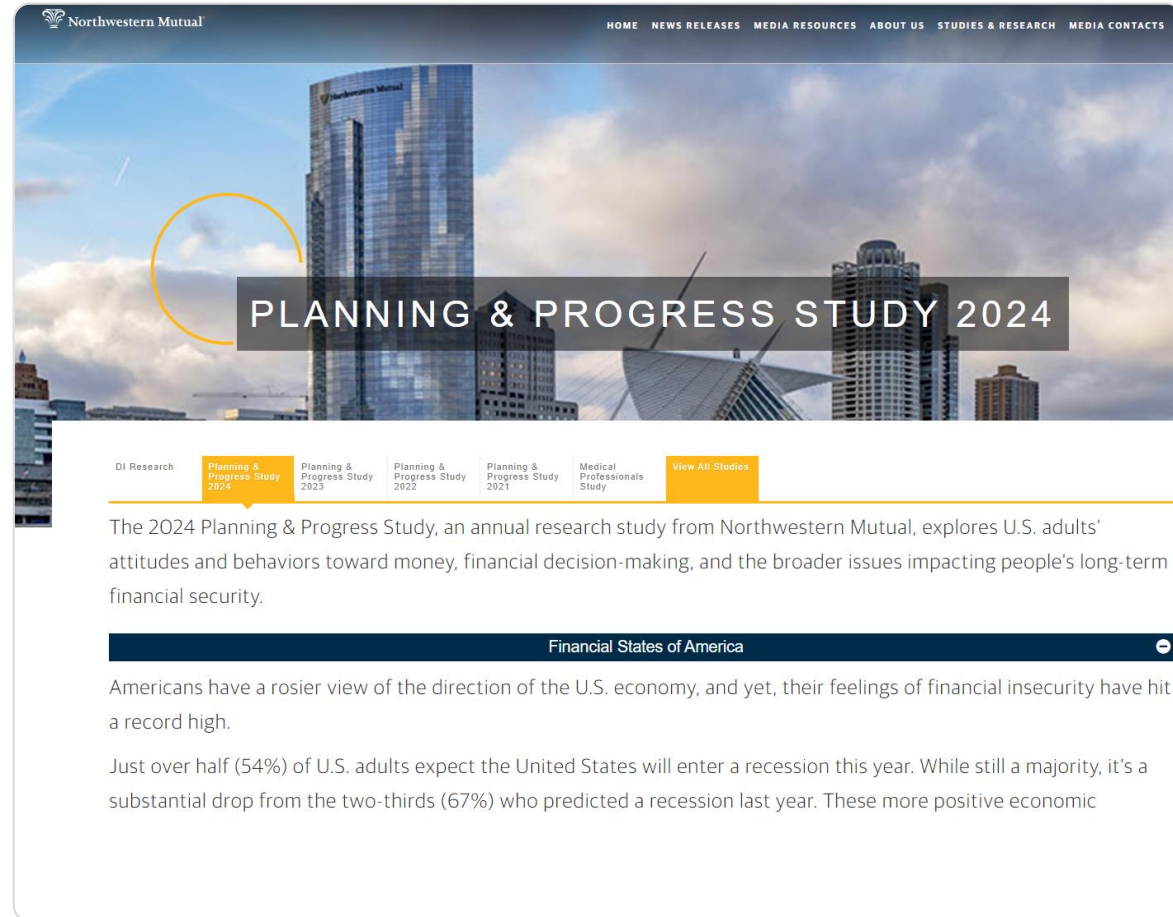
He spent the first seven years of that tenure on the companies' award-winning communications team, where he served as public relations director. The team won dozens of national and local honors, including a Big Apple Award for Best Marketing of Consumer Financial Services from the New York Chapter of the Public Relations Society of America. In that role, Ted helped direct the companies' research efforts and promoted its data and experts to the media. In 2018, he transitioned into more of a front-of-the-house role and began making media appearances as the websites' industry analyst and media spokesman.

Ted has a keen interest in helping people answer their pressing questions about credit (you can send him

Why is E-E-A-T so important to Google?

TRUSTWORTHINESS

Accuracy and reliability of the site





- 30 Updated and/or New Blogs
- Keyword Optimization
- Quality Over Quantity



15,000%

Increase in Active Users



2.5 MIL

Increase in Impressions

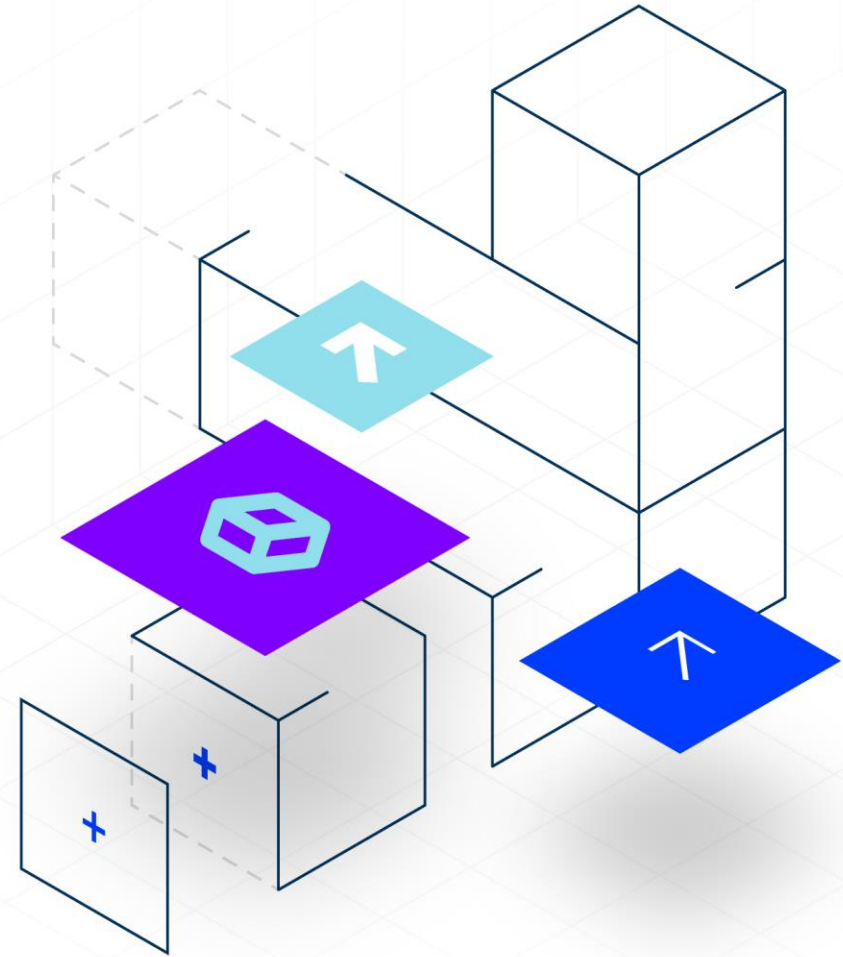


10,500%

Increase in Event Interaction



WHAT IS COMING NEXT FROM GOOGLE



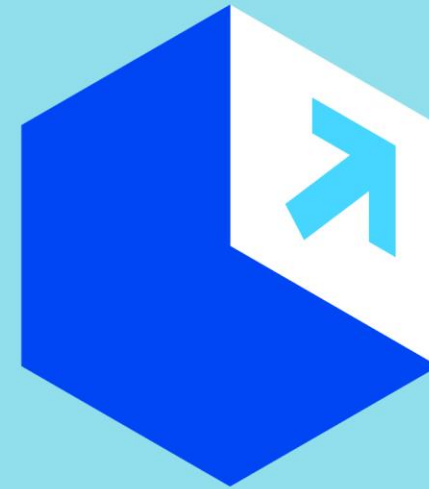
Google's
response to our
question...

**"Why do you
always have to
change
your algo?"**



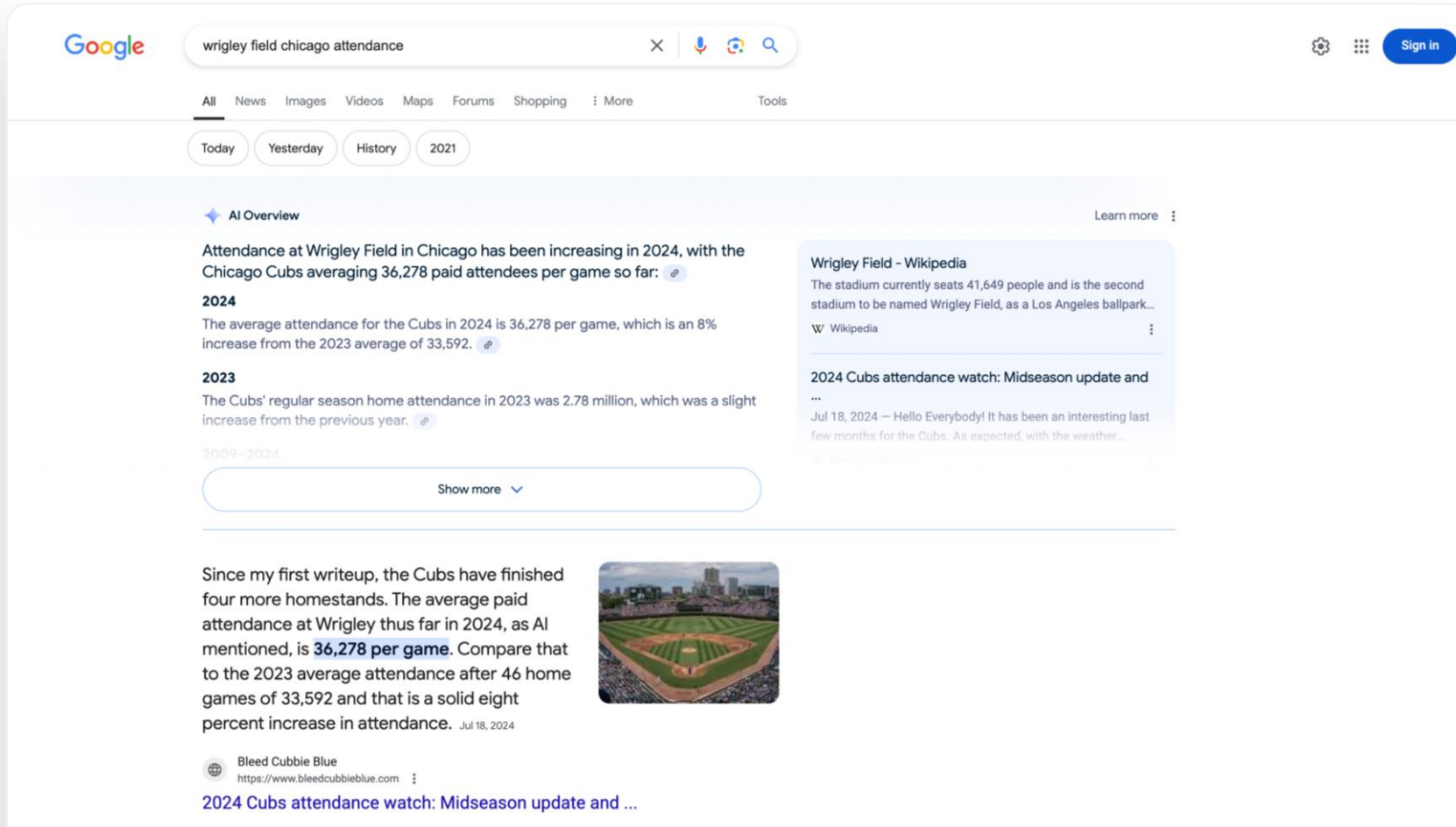
2025 Google Outlook

- 📅 AI Generated Results
(SGE- Google Search Generative Experience)
- 📅 Wide Variety of SERP Looks
- 📅 Zero Click SERPs



2025 Google Outlook

AI Generated Results (SGE- Google Search Generative Experience)



The screenshot shows a Google search interface with the query "wrigley field chicago attendance". The search results are categorized under "All" and include tabs for "Today", "Yesterday", "History", and "2021". The main content area features an "AI Overview" section with the following text:

Attendance at Wrigley Field in Chicago has been increasing in 2024, with the Chicago Cubs averaging 36,278 paid attendees per game so far: 

2024
The average attendance for the Cubs in 2024 is 36,278 per game, which is an 8% increase from the 2023 average of 33,592. 

2023
The Cubs' regular season home attendance in 2023 was 2.78 million, which was a slight increase from the previous year. 

2009-2024

[Show more](#) 

Since my first writeup, the Cubs have finished four more homestands. The average paid attendance at Wrigley thus far in 2024, as AI mentioned, is **36,278 per game**. Compare that to the 2023 average attendance after 46 home games of 33,592 and that is a solid eight percent increase in attendance. Jul 18, 2024



 **Bleed Cubbie Blue**
<https://www.bleedcubbieblue.com> 

[2024 Cubs attendance watch: Midseason update and ...](#)

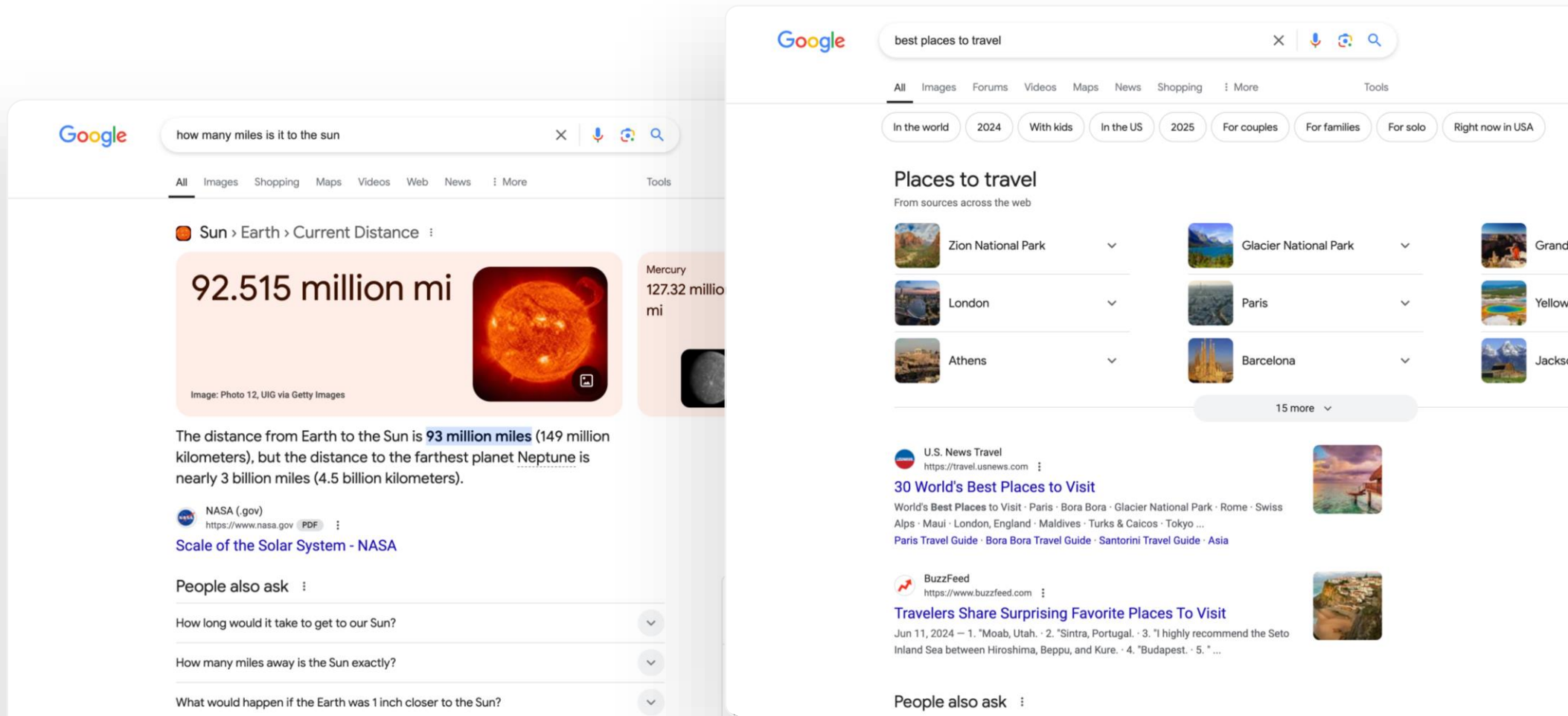
Wrigley Field - Wikipedia
The stadium currently seats 41,649 people and is the second stadium to be named Wrigley Field, as a Los Angeles ballpark...
 [Wikipedia](#) 

2024 Cubs attendance watch: Midseason update and ...
Jul 18, 2024 — Hello Everybody! It has been an interesting last few months for the Cubs. As expected, with the weather...

 [Wendy's Chicago](#) 

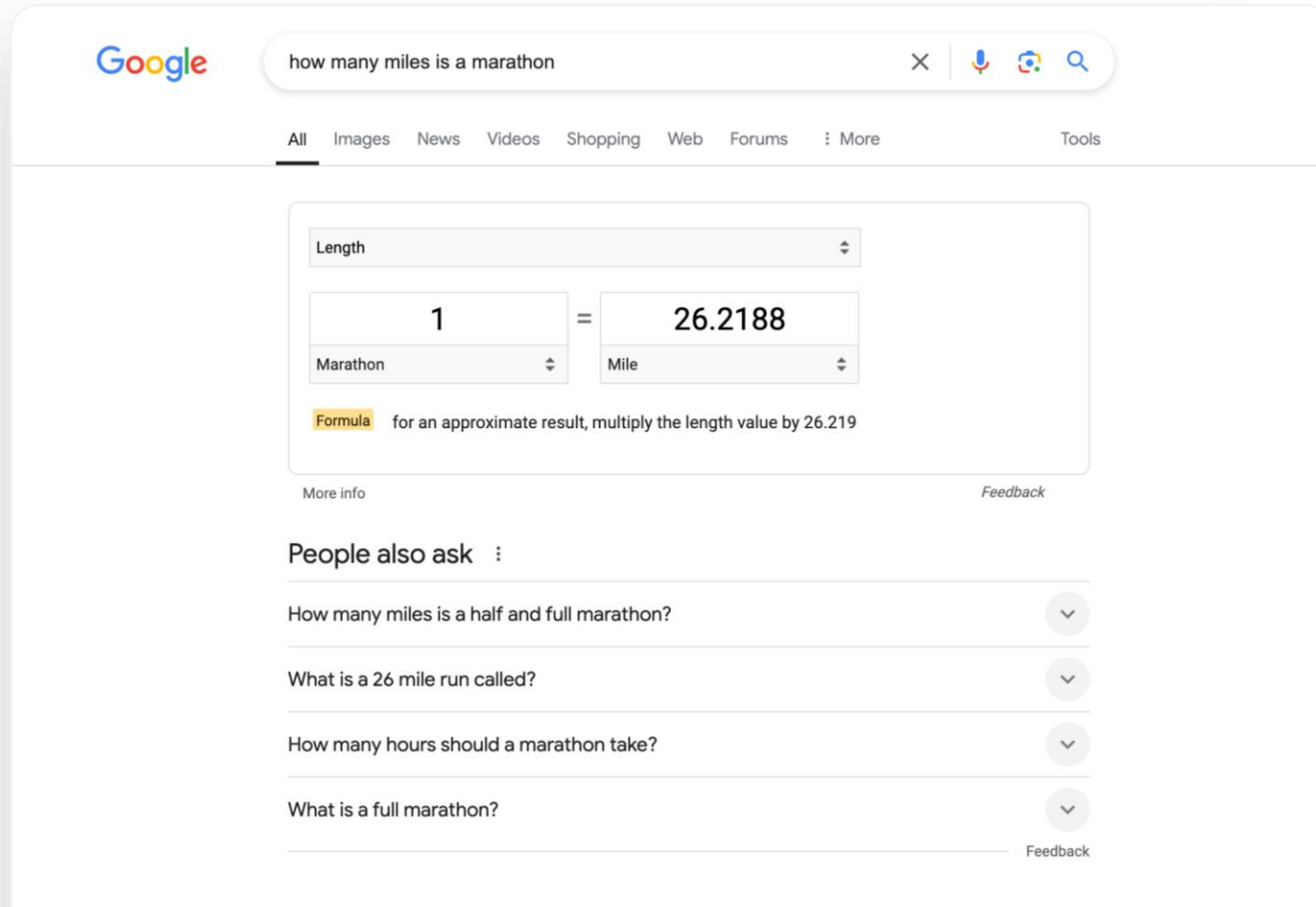
2025 Google Outlook

- 📅 Wide Variety of SERP Looks – Google is constantly testing to see which SERP features and aspects users like most



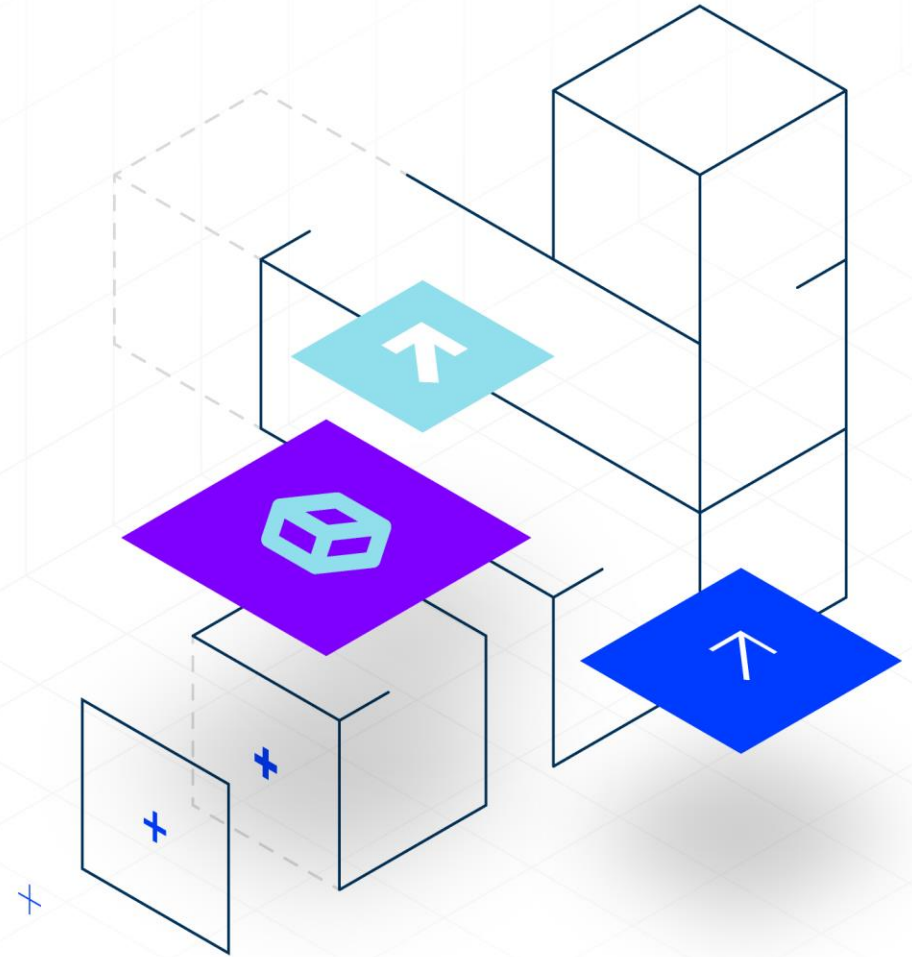
2025 Google Outlook

- 📅 Zero Click SERPS – these are continually being tested and showing up more frequently





AI + SEO WHAT YOU NEED TO KNOW





Google's Other AI's



RANKBRAIN

How **words** relate to **concepts**



NEUTRAL MATCHING

How **Queries** relate to a **page**



BERT

How **different combinations of words** express different meanings and intents



MUM

Understands and generates **language**
Understands **knowledge** and **the world**
Understands **75 languages**
Understands **text, images, audio** and **video**

Optimizing SEO with AI

AIO and SEO share common goals.

- ↳ Ensure Crawlability
- ↳ Optimize Content
- ↳ Build Your Brand
- ↳ Adapt to User Behavior

Optimizing SEO with AI

AI opens new opportunities for SEO.



Rapid Research



Task Automation

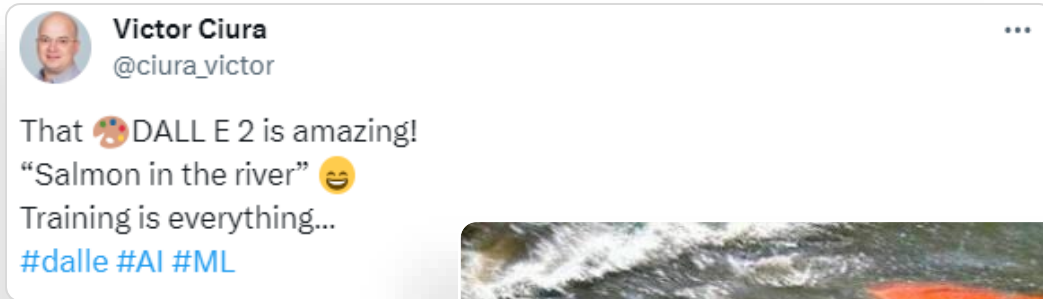


Schema Generation



Human + AI Workflows

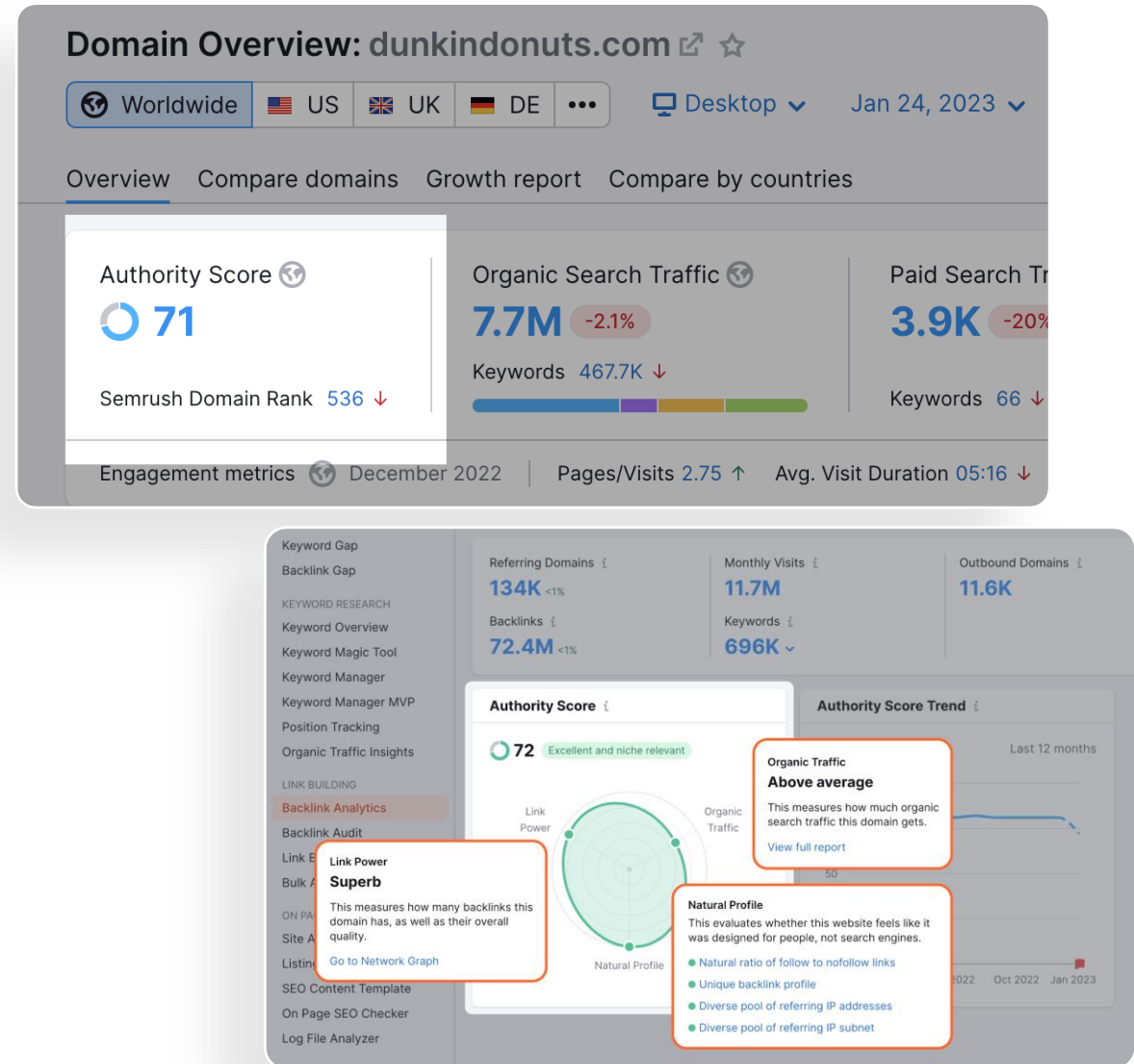
Be Careful How You Use AI



- Don't **overestimate** how much AI understands what it's doing.
- Don't let AI loose without **testing** and **monitoring**.
- Don't rely on AI when **accuracy** and **expertise** are vital.
- Don't publish AI-generated content without **human review**.
- Don't use AI without assessing the **legal risks**.

SEO and AIO Best Practices

- Think about **intent** and **context**, not just keywords.
- Focus on **human needs** while also giving AI what it likes.
- Use **natural language** and **images** to target voice and visual search.
- Become a topical **authority** that humans and AI want to cite.
- Use AI to where it makes sense to **achieve your goals**.



How can you “rank” in AI?

**YOU NEED TO
FEED IT A LOT
OF DATA
ABOUT YOU.**

- ✓ Brand mentions in context
- ✓ Reviewers and influencers
- ✓ Social media and discussions
- ✓ Topical authority
- ✓ Relevant content



FINAL THOUGHTS

1. **CONTENT IS KING**
2. **E-E-A-T MATTERS**
3. **GOOGLE IS ALWAYS CHANGING**
4. **AI CAN HELP SEO**

Q&A

An orange trapezoidal shape, wider at the bottom, located in the bottom-left corner of the slide.

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NEED HELP WITH YOUR SEO?

Americaneagle.com is
here for you.

- ✓ SEO Audit
- ✓ Competitor Analysis
- ✓ Content Strategy

THANK YOU!

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Matt Kirtley
matt.kirtley@americaneagle.com



bit.ly/3UehNWk

**Fill out the survey
for an additional
raffle ticket for the
Blaupunkt eBike.**

This information is being used for internal
Americaneagle.com purposes.