

1ST Industrial rev

2ND Industrial rev

3RD Industrial rev

- 1765, England
- Mechanisation steam power
- driven by coal and water
- 1870, worldwide
- electrification-gas-oil
- Assembly-Mass production connection
- (telephone,telegraph,roads,...)

1943, worldwide Internet, Communication, software, automation

THNGS

4TH INDUSTRIAL REVOLUTION

integrate tech with lives

- social media content creation
- online learning and educating
- Ecommerce
- online products
- copyright

Al

- recommended systems
- online assistants
- automation tasks
- online and offline products integration

IOT, Web3, digital assets

- Blockchain
- cyber physical systems

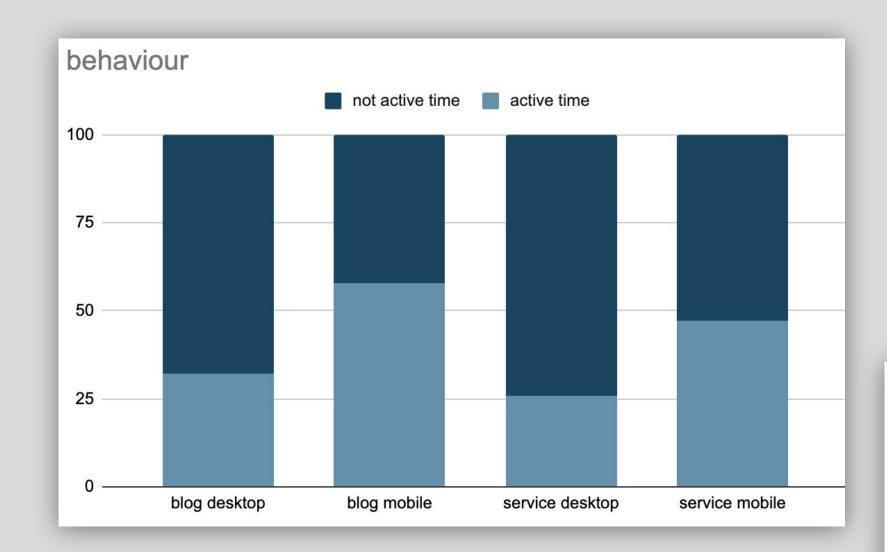


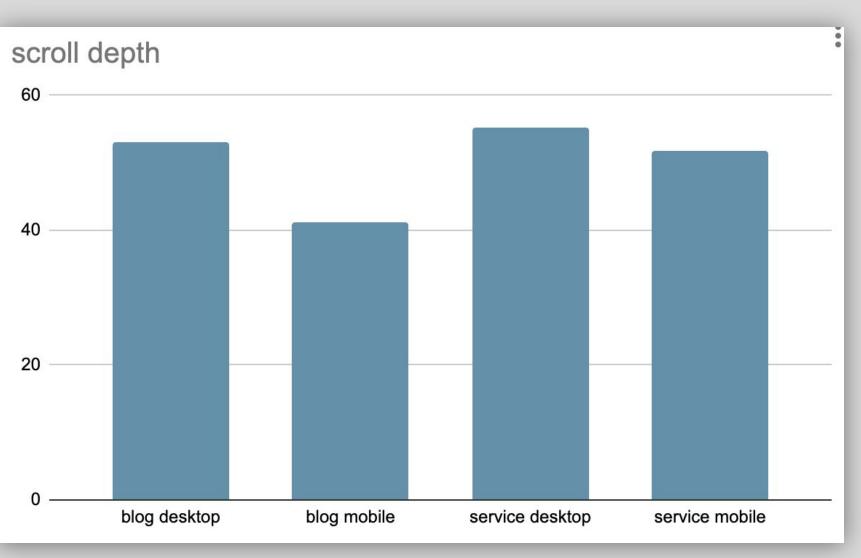
AS A SEO, WHAT CHANGED/WILL BE CHANGED?



- 1. Search engines
 - user needs and way of interacting
- 2. with online staffs like websites, applications,...
 - web implementation/development
- 3. process
- 4. content creation and promotion process

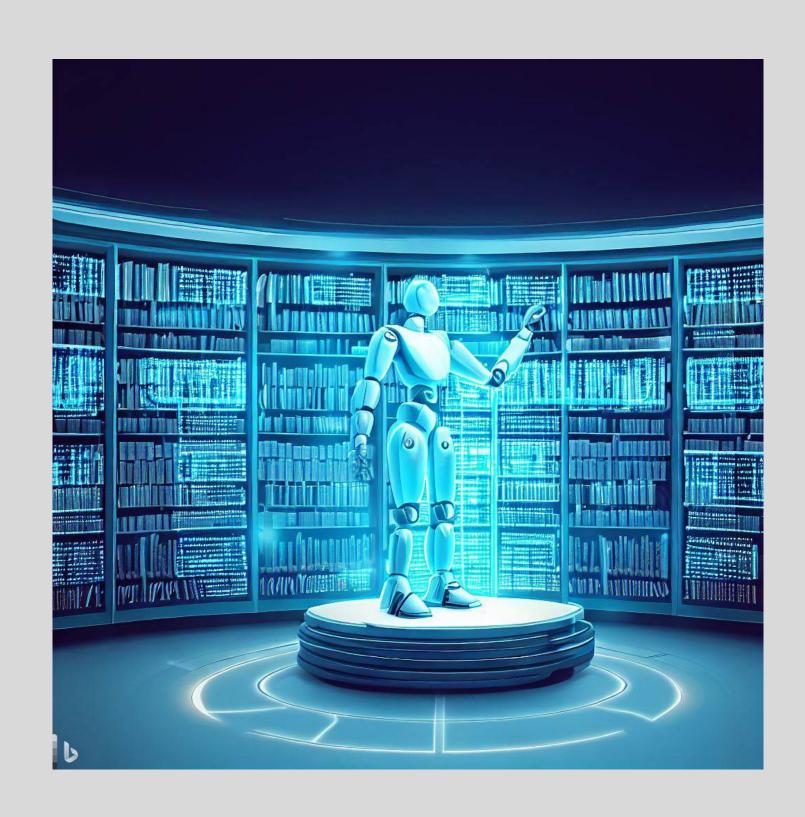
S.NO	Search Engines	Launched Year
01	Archie	1990
02	World Wide Web Wanderer	1993
03	Web Crawler	1994
04	Alta Vista	1995
05	Lycos	1994
06	Yahoo	1994
07	HotBot	1996
08	Yandex	1997
09	Google	1998
10	Baidu	2000
11	DuckDuckGo	2008
12	Bing	2009
13	Ecosia	2009



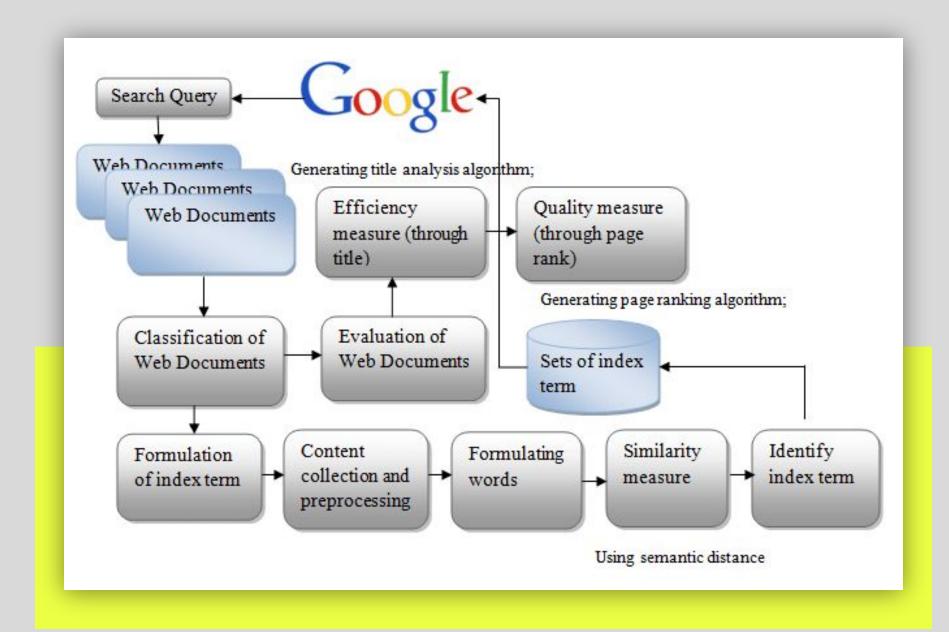


REVOLUTION OF SEARCH ENGINES

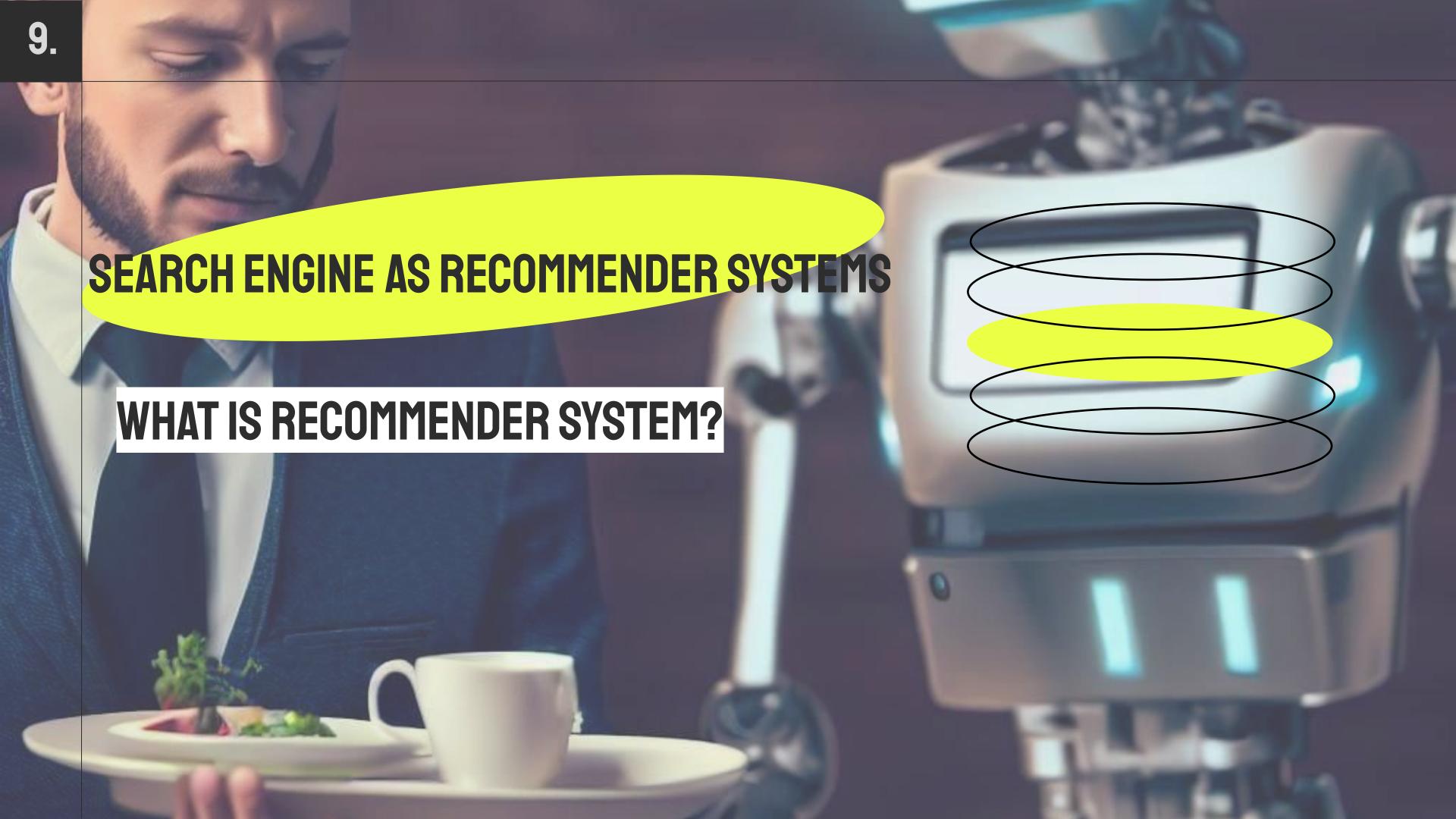
- isting and serving as directory
- definition of web size (early crawlers)
- query based results
- Al and relevancy stage
- recommended system features
- Al generative response

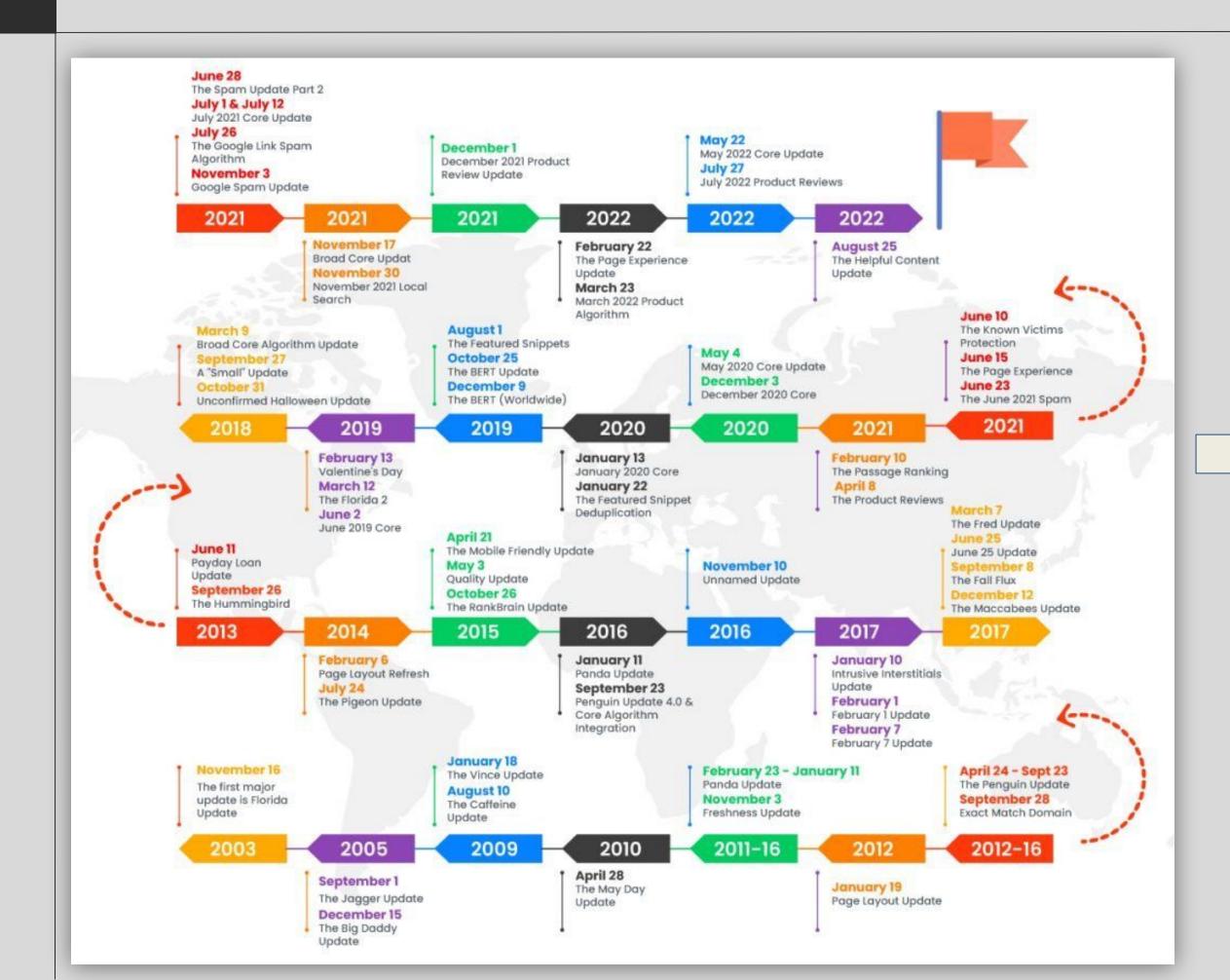


AI AND RELEVANCY STAGE

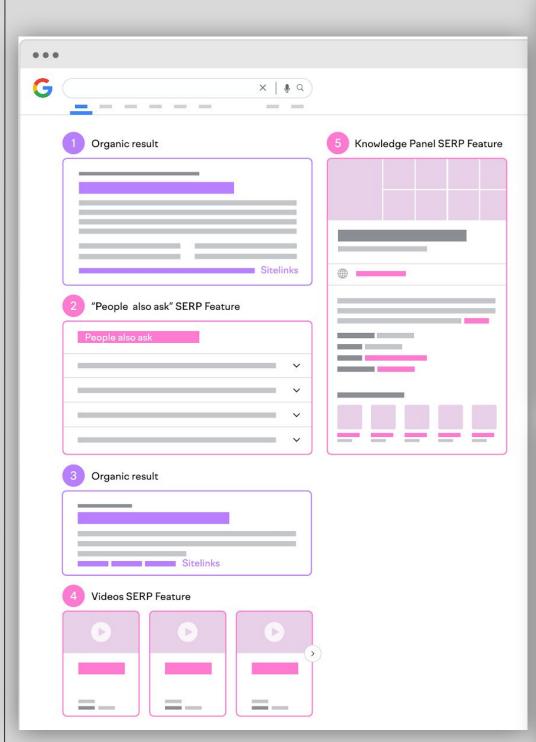


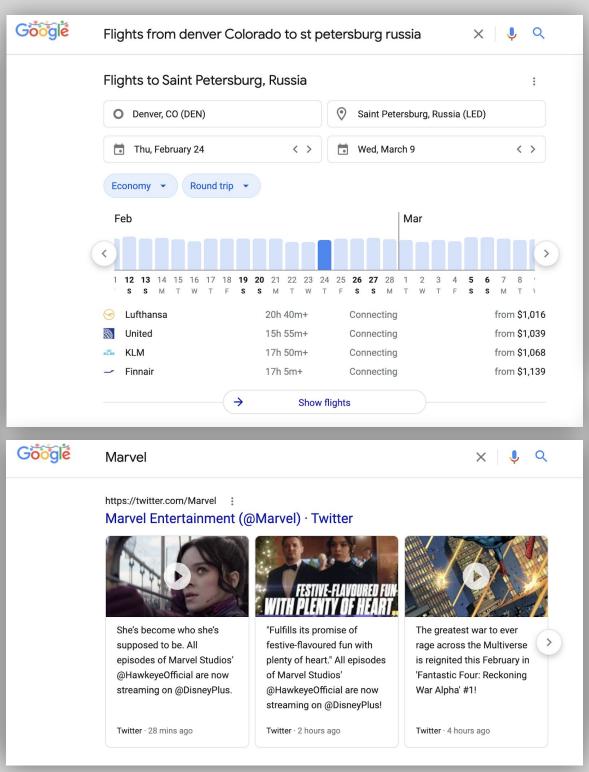
- 1. Information retrival process (input mechanism {webpage and query})
- 2. knowledge Graphs (entity based context)
- 3. Multilingual processing
- 4. spam detection
- 5. autocomplete
- 6. people also asked, related search, see more results on
- 7. featured snippets (weather,price, results,covid,....)
- 8. EEAT

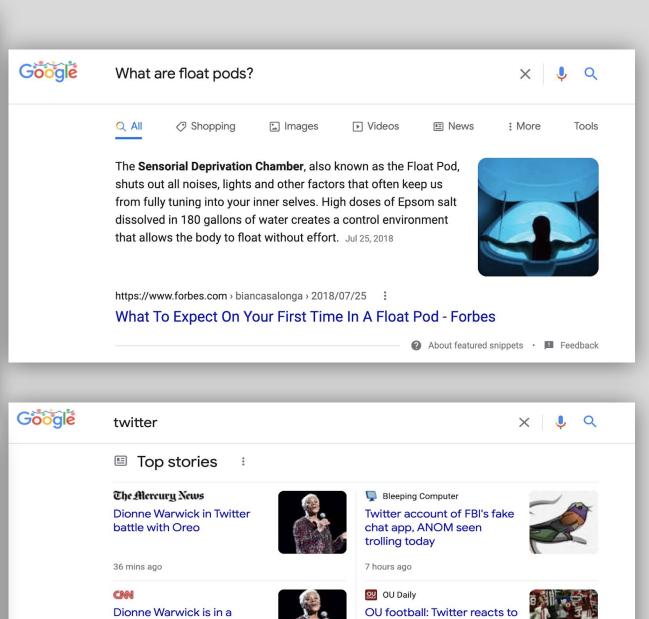




2023 link spam update2023 product review update







Twitter battle with Oreo

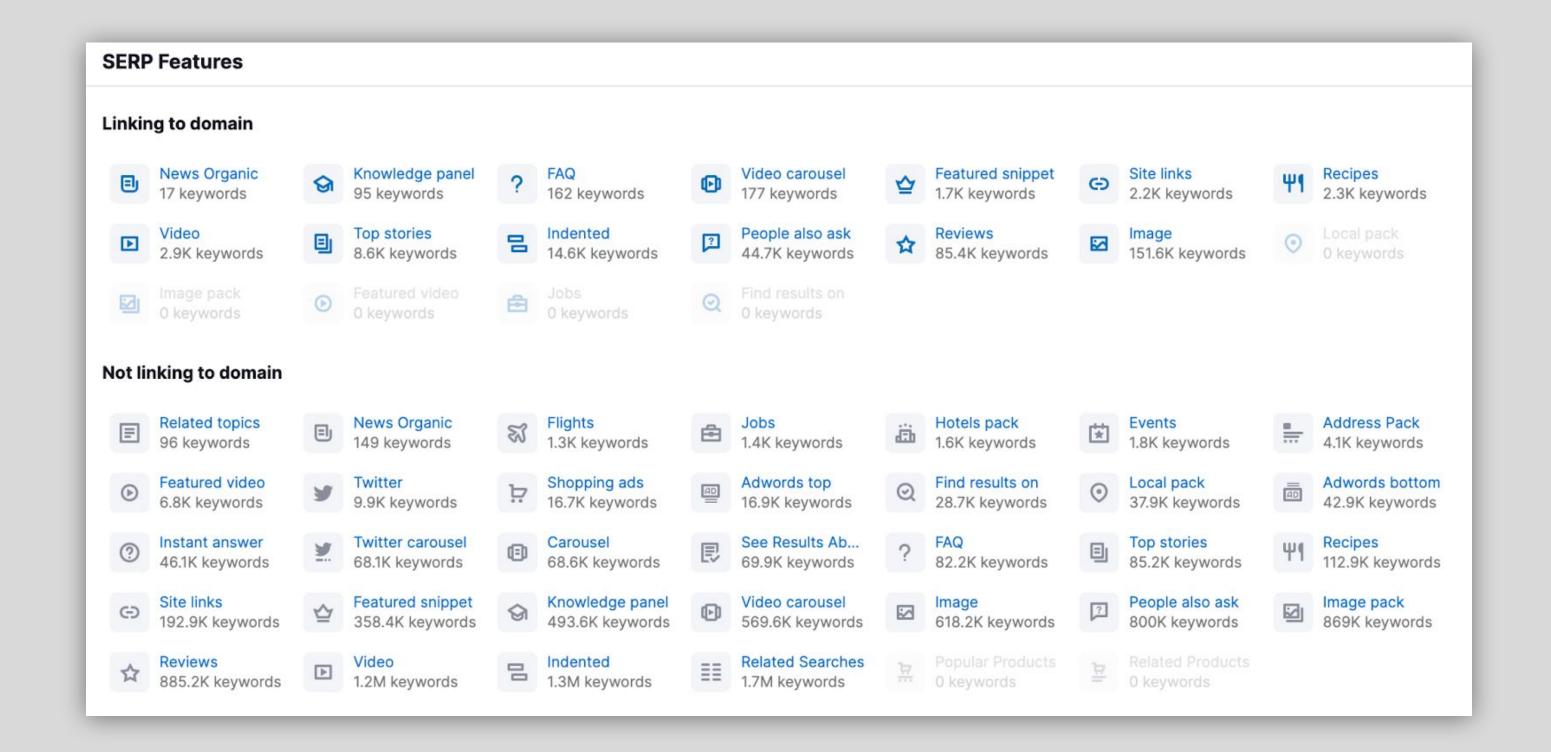
1 hour ago

No. 16 Sooners' 47-32

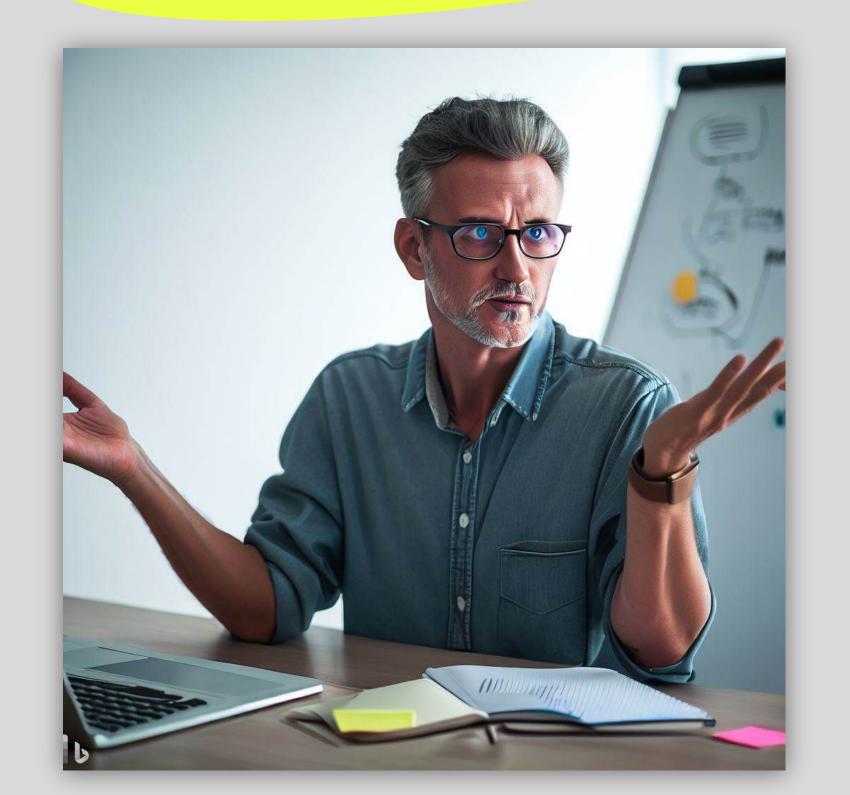
14 hours ago

More news

throttling of No. 14 Oregon



WHY?



USER SATISFACTION

NEW CHALLENGES NEED NEW SOLUTIONS

QUALITY OF PRODUCTS

TRUST IS THE KEY, MORE ENGAGE MORE INCOME

USER BEHAVIOUR CHANGE

WE HIT WHERE USER NEEDS.

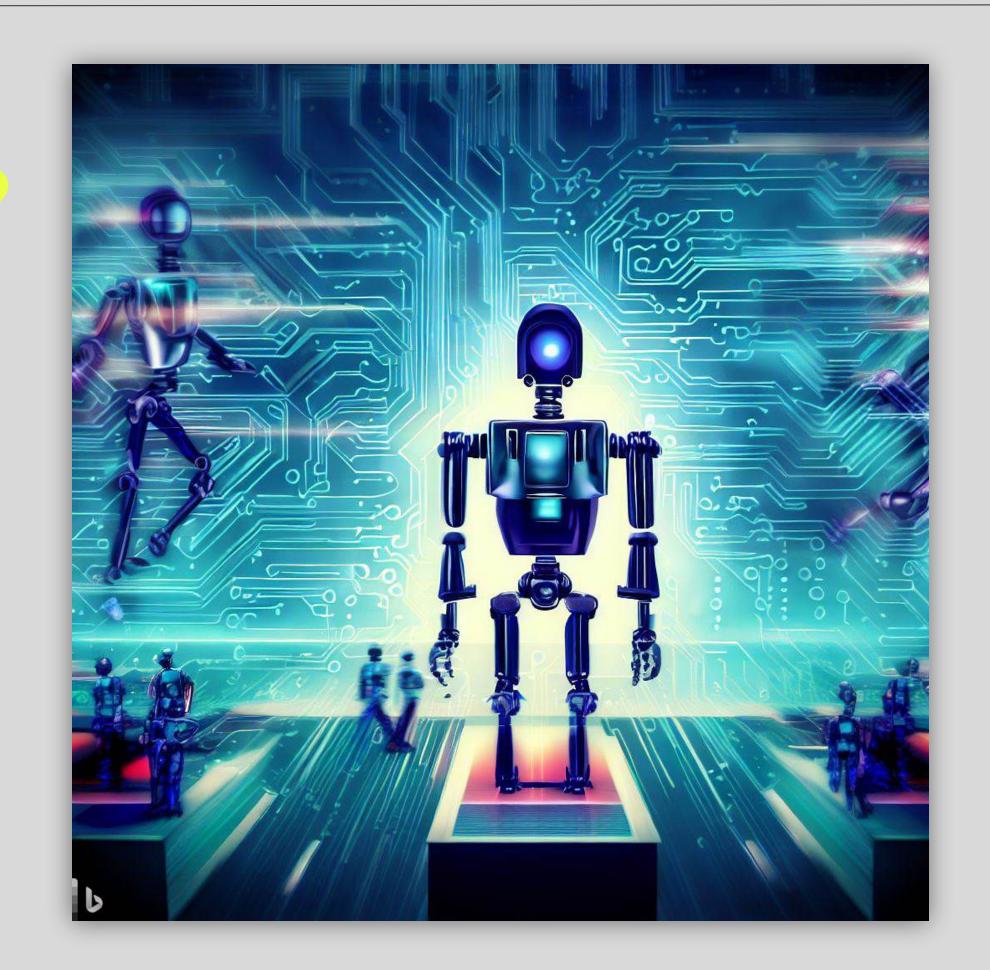


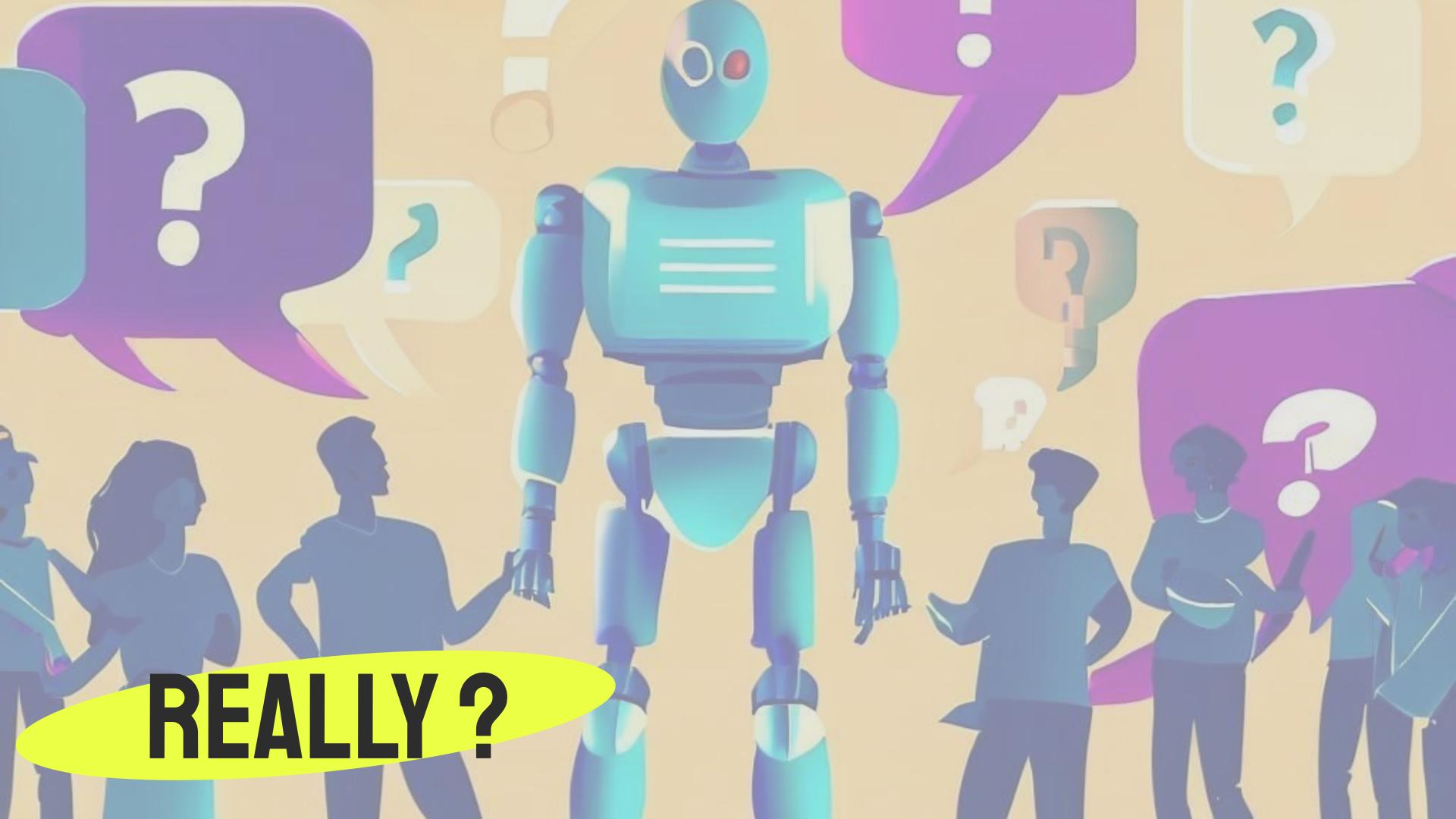
-10% CTR curve reducing search visibility

ANSWER GIVE AWAY

I need my answer right now, i don't want to double check or engage

GPT







یک حدیث در باره سیب بگو



" رسول اكرم (صلى الله عليه و آله) فرمودند: "إنَّ اللَّهَ لَا يُنْظِرُ إِلَى صُورِكُمْ وَ أَمْوَ الْكُمْ، وَلَكِنْ يَنْظُرُ إِلَى قُلُوبِكُمْ وَ أَعْمَالِكُمْ

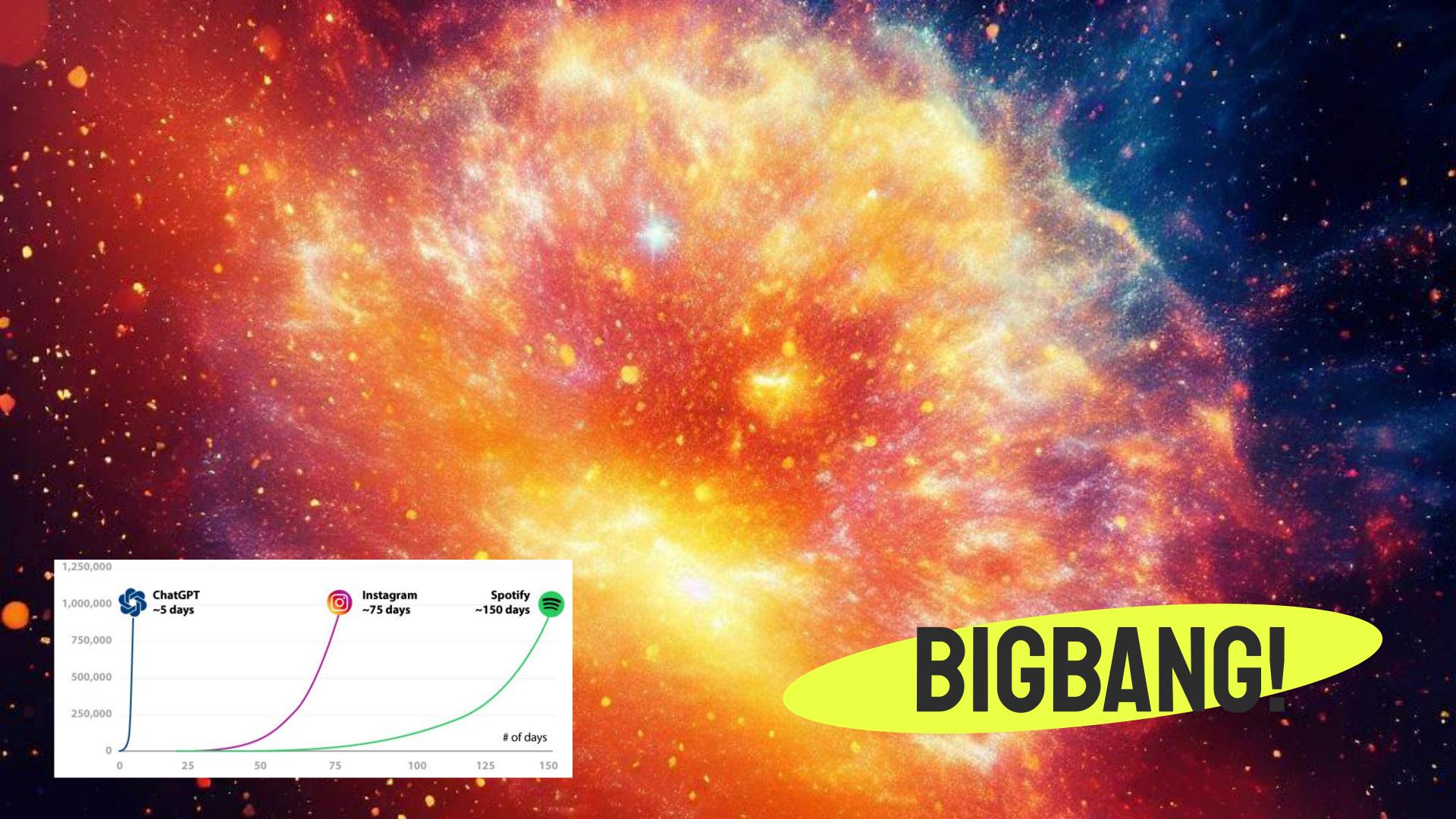
این حدیث به معنایی است که خداوند بر ظاهر و شکل ظاهری ما و دار ایی های ما توجهی ندار د، بلکه به قلبها و اعمال ما نگریسته است.

اگرچه این حدیث به صورت مستقیم در باره سیب نیست، اما میتوان از آن برای استنباط درس و آموزهای در باره سیب استفاده کرد. به طور مجازی، سیب میتواند نمادی از ظاهر و شکل خارجی ما باشد. این حدیث به ما یادآوری میکند که در نظر خداوند، مهمترین چیز قلب و اعمال ماست، نه ظاهر و شکل ظاهری که ما داریم

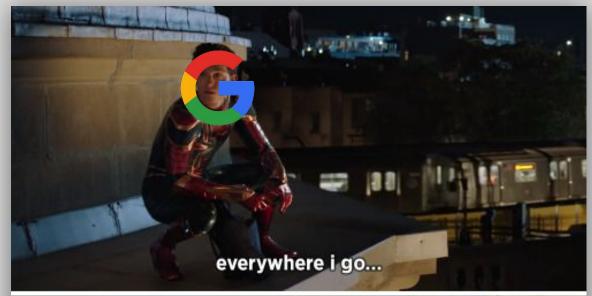
به این ترتیب، ما باید توجهمان را بیشتر به کیفیت داخلی خودمان و اعمالمان اختصاص دهیم تا به ظاهر بیرونی. همچنین، در ارتباط با سیب، میتوانیم به مفهوم تنقید خودپسندی و نکو هش نمودن دیگر ان بپر دازیم، زیر ا خداوند در این حدیث بر ظاهر نگریستن و .توجه به قلب و اعمال ما تأکید دارد، نه بر قضاوت و نکو هش بر اساس ظاهر

بنابر این، در مفهوم این حدیث، اهمیت بیشتری به داخلیات خودمان بدهیم و بر روی پاکی و کیفیت قلبمان تمرکز کنیم، به جای اینکه فقط به ظاهر و شکل ظاهری خودمان اهمیت دهیم یا





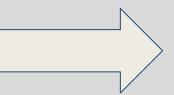
NOT ONLY US, BUT BUSSINESS LINES



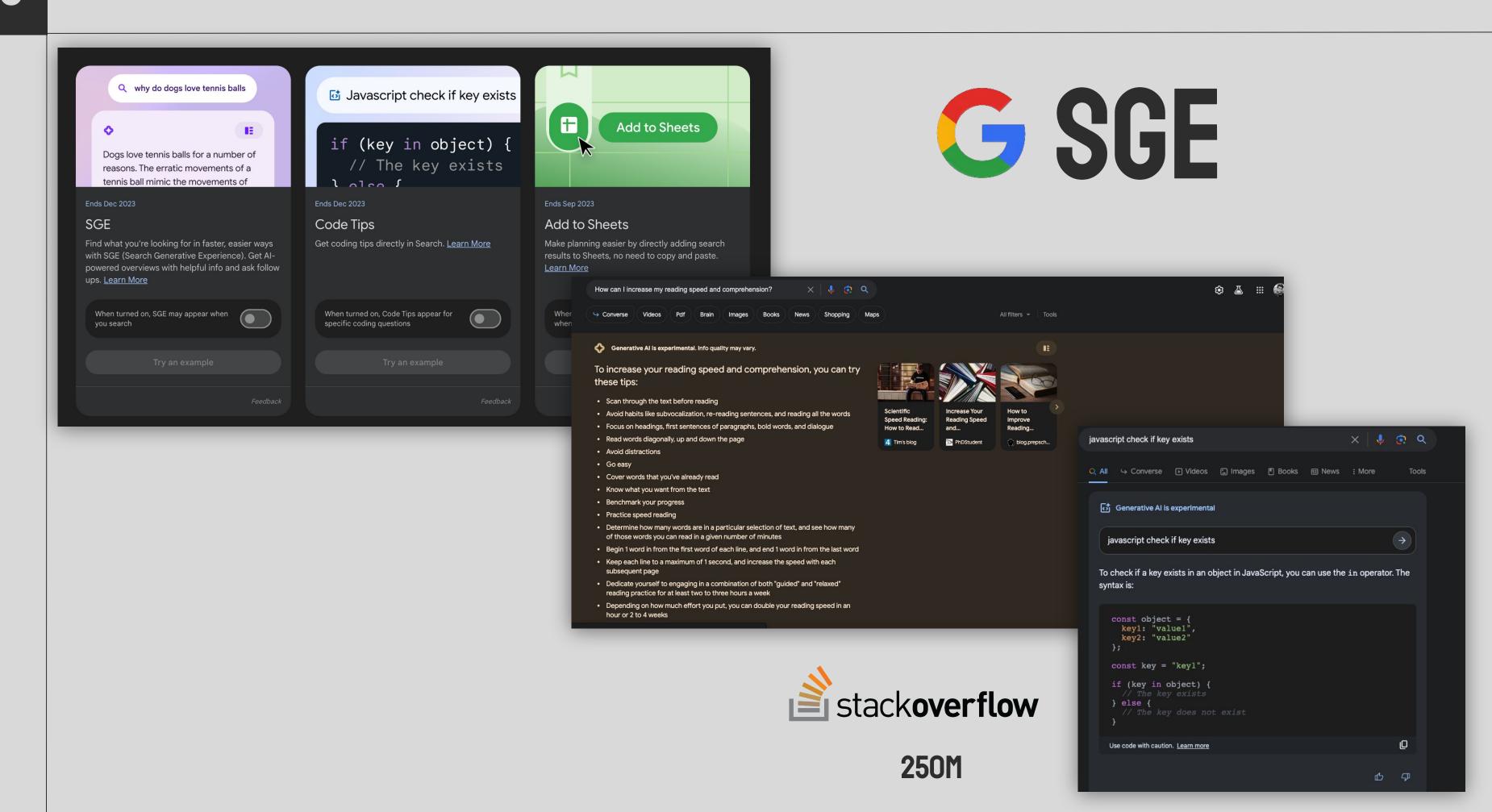


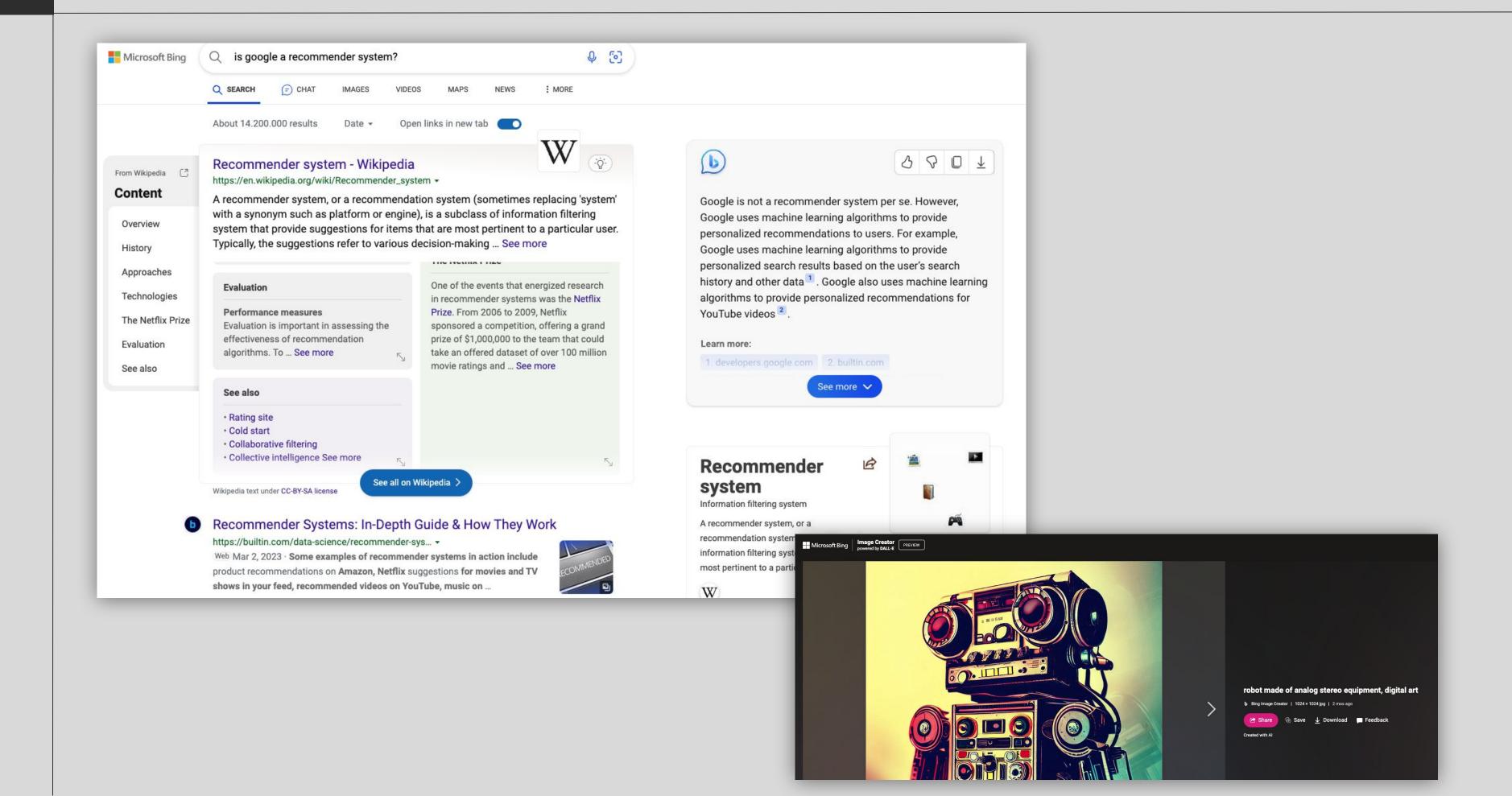






OK WE WILL DO IT





SEO SPECIALIST



GOOGLE



WHERE DO WE STAND?

understanding why/how

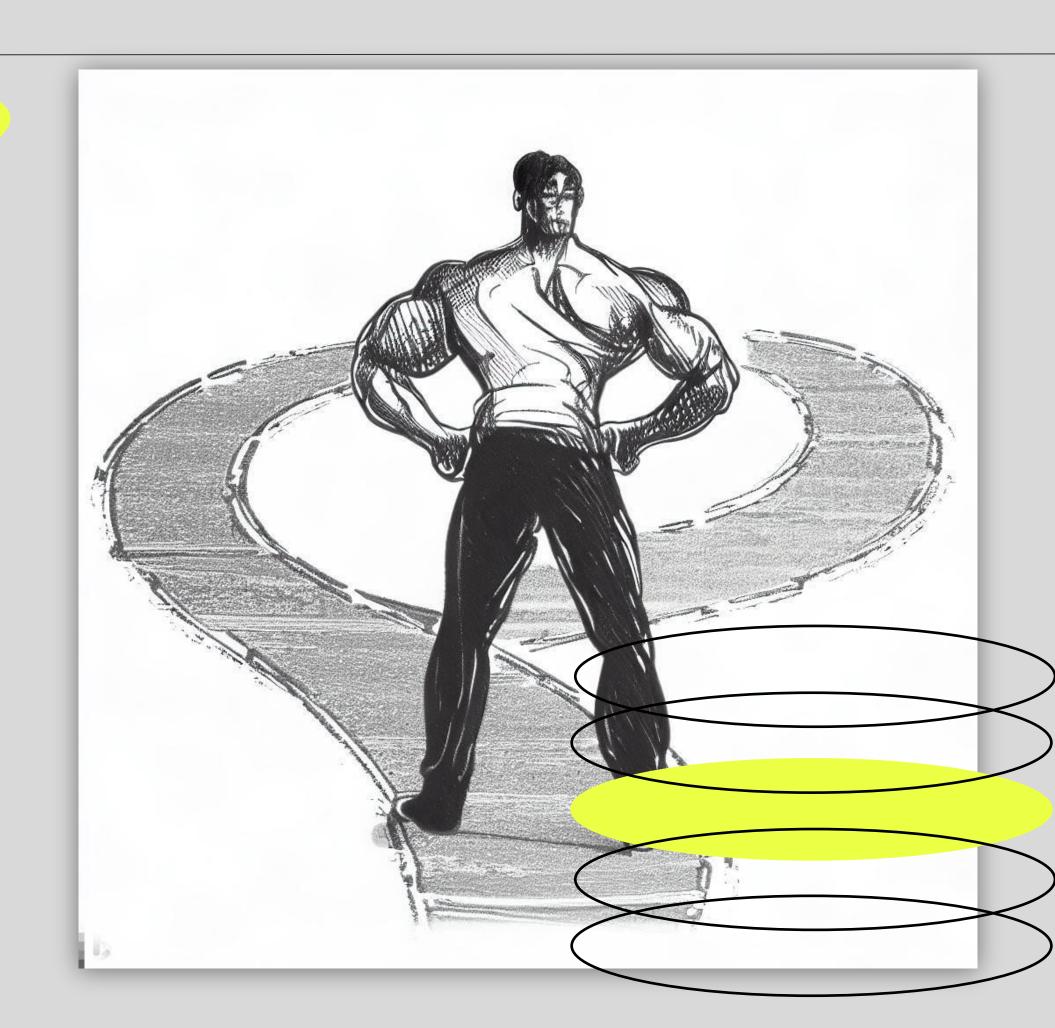
deep knowledge of trends and how to survive

Utilizing trends/tools

Using AI tools as assistant changing fields

do what we do before

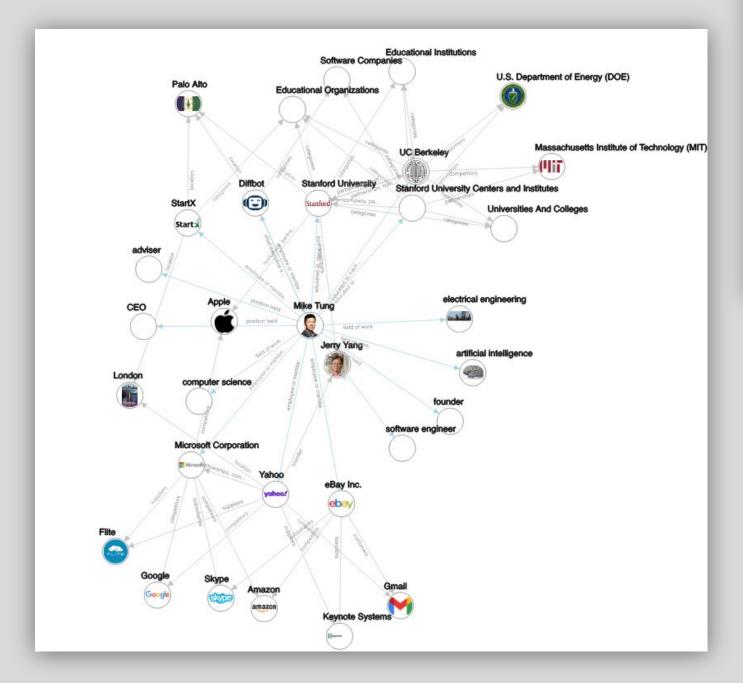
not recommended

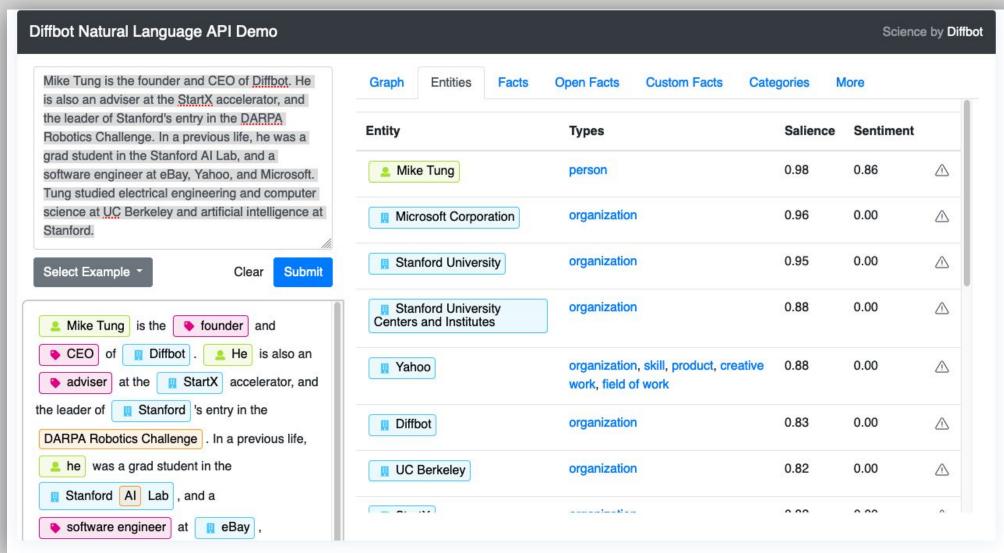


AS A SEO, WHAT APPROACH IS RECOMMENDED

deep knowledge in search engine algorithms and how they affect SERP results	deep understanding of user needs and interaction type for each valuable web pages
Entities/Semantics/Topical authority in content optimization	SEO technical requirements
understanding of How to increase reputation causing better EEAT (source of trust)	Utilizing AI tools for time saving/context training

ENTITIES



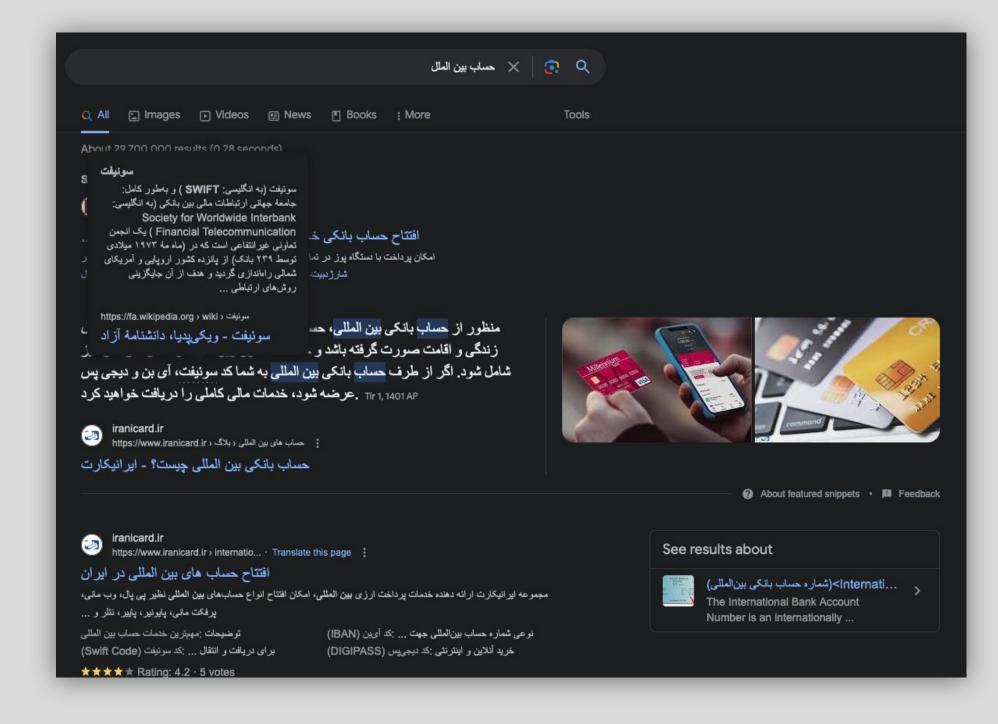


singular, unique, well-defined, and distinguishable and it can be defined through features and being related to.

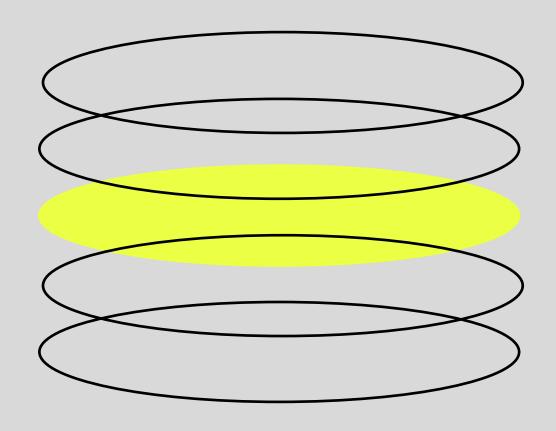


KNOWLEDGE GRAPH

in search engines Knowledge graphs are sources of trust



arranging entities and their connection within content that generate meaning.



Terminology

way of representing entities in different languages and understanding phrases created by words,

ontology

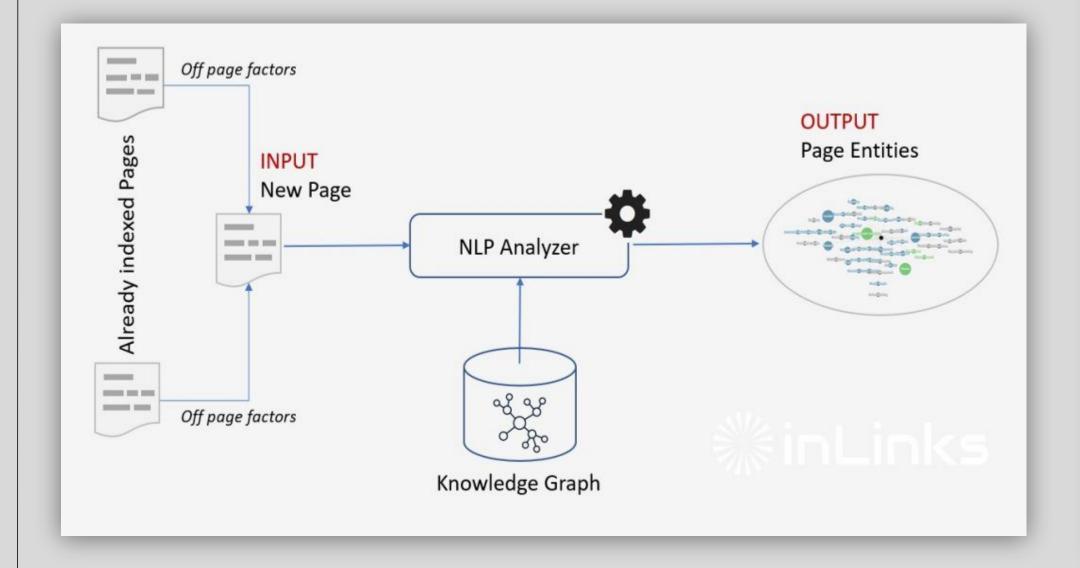
way of we arrange structure like topic clusters,schemas, UI elements

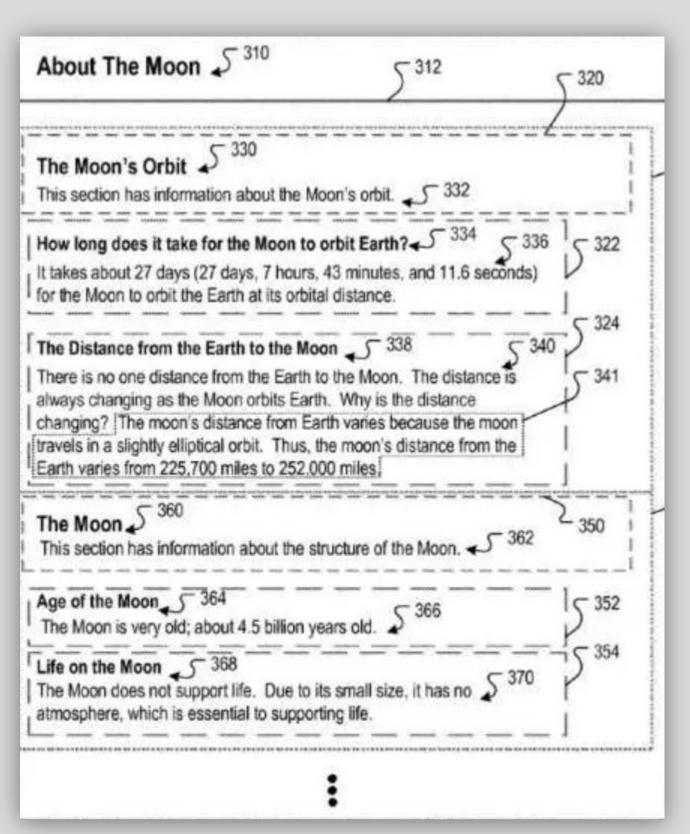
taxonomy

way of we cluster
micro/macro ontologies in
different layers eg:
links/structures...

input1

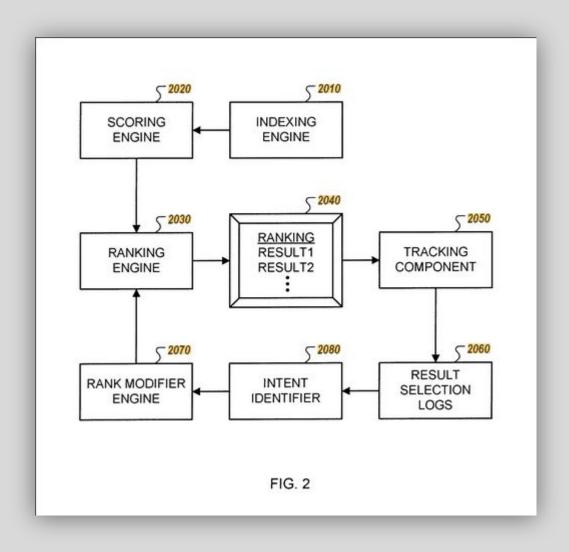
from analyzing web page/site analysis





input2

Google search bar entries

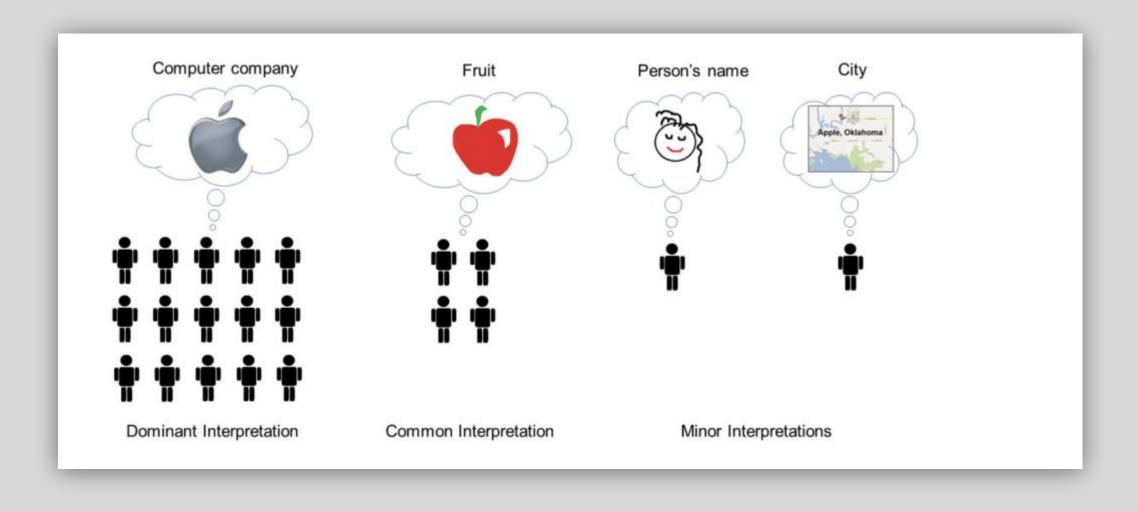


context

what search is about?

Intent

what user wants?



what is the similarity between apple and developer?

The similarity between Apple and developers lies in their ability to create and innovate. Both \Box \Box Apple and developers strive to bring new and innovative products, services, or solutions to the market.

Apple, as a company, is known for its groundbreaking technology and design in the consumer electronics industry. They constantly push the boundaries of what is possible and introduce products that revolutionize the way we interact with technology.

Developers, on the other hand, possess the skills and knowledge to create software applications, websites, and other digital solutions. They are also driven by the desire to innovate and provide solutions to various problems or needs. Developers use their creativity and technical expertise to bring ideas to life and improve the functionality and usability of digital platforms.

In summary, both Apple and developers share a common drive for innovation and the ability to bring new ideas to fruition, whether it's in the form of cutting-edge hardware and devices or software applications and solutions.



IMPLEMENTATION

Find well descriptive topic

- can you make web richer?
- user segment
- main concept(keyword)
- content outline
- content hierarchy
- content sentiment (+ terminology)
- user intent
- main concept(keyword)

find entities around topic

- choose which entity is close to this piece of topic
- connect close entities through words to each other and your business
- cluster your content in micro topics inside whole content

UI and technical approach

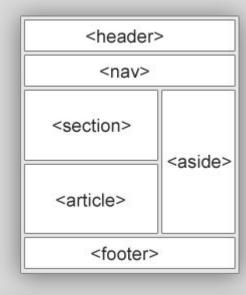
- Show variations of entity
- implement schemas
- who's responsible for this?
- find what type of content shows most?
- make an content navigational
- implement semantic web codes properly

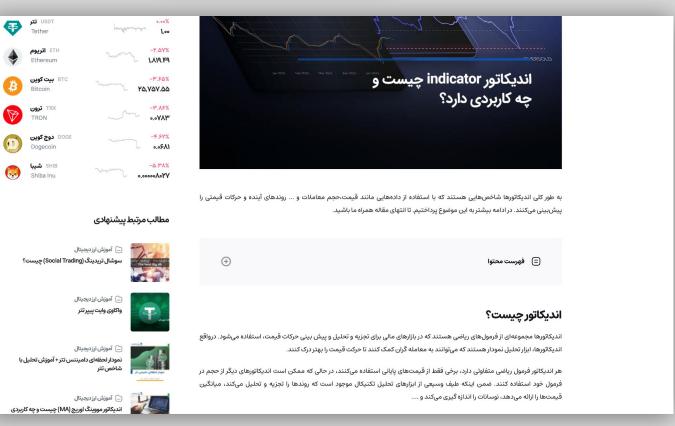
IMPLEMENT SEMANTIC WEB CODES PROPERLY

html semantic components (Navigations, aside, article, links, span, class, id, em)

relative topics (intent, relativity, entity)

accessibility: how do you structure your content and elements within article or descriptions section

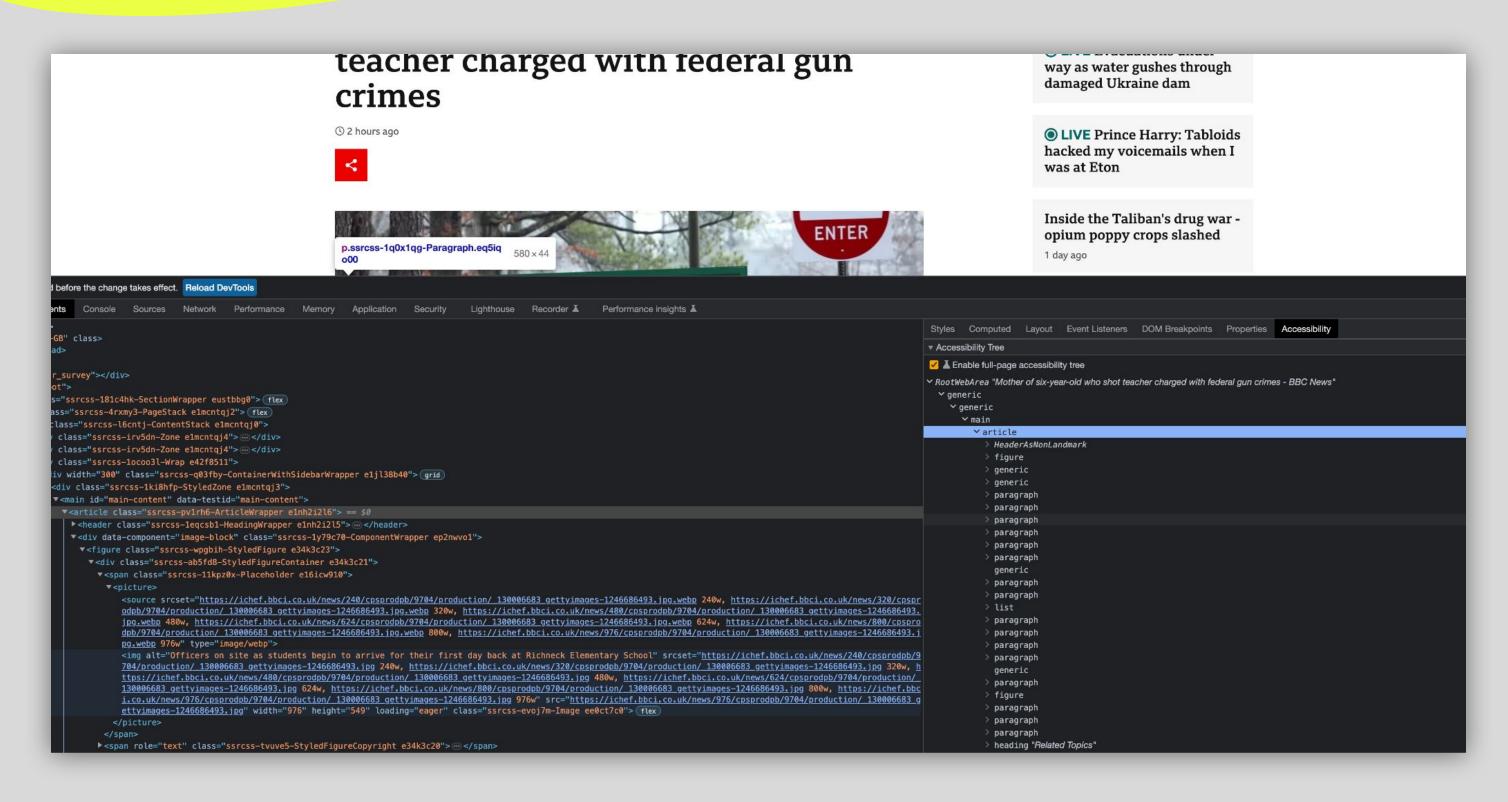




Technical layer

IMPLEMENT SEMANTIC WEB ACCESSIBILITY

accessibility: how do you structure your content and elements within article or descriptions section



TOPICAL AUTHORITY

How much information we can collect/generate/represent about one big topic

macro topic coverage

how many topics do you cover around this?

quality factor

do you have ranking possibility factors?

- content quality
- trustive backlinks
- entity coverage

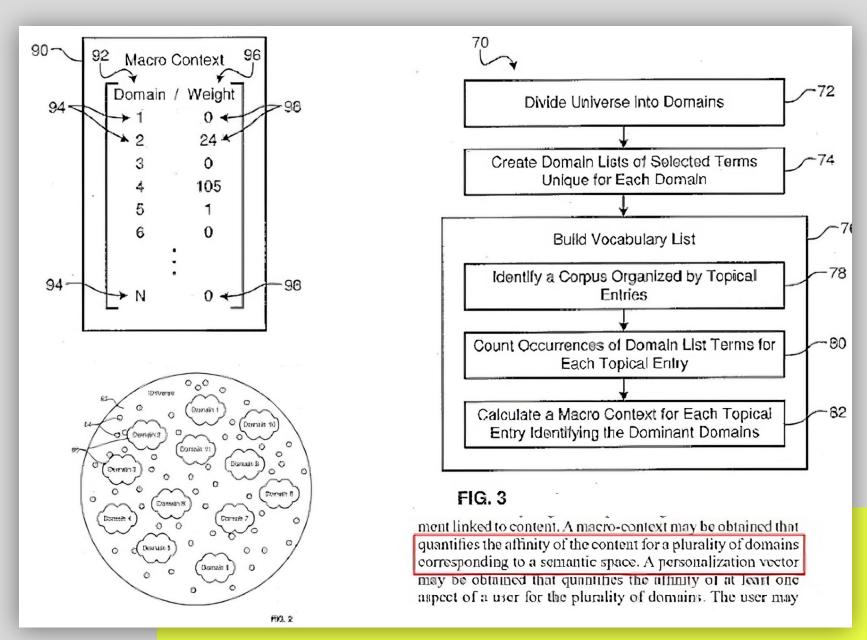
How do you relate topics

how do you
modularize/link same
topics around one big topic
eg:description around links,
modules/url hierarchy

How much information we can collect/generate/represent about one big topic

macro topic coverage

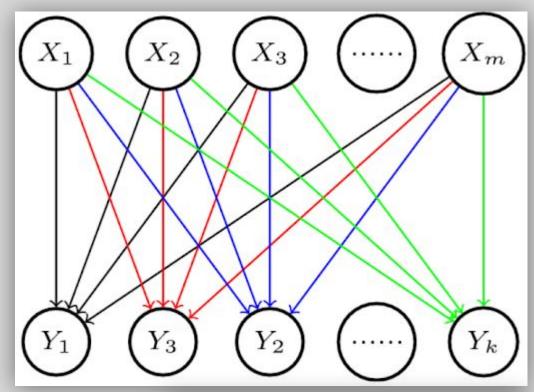
topics inside or outside the domain which pointing to you.

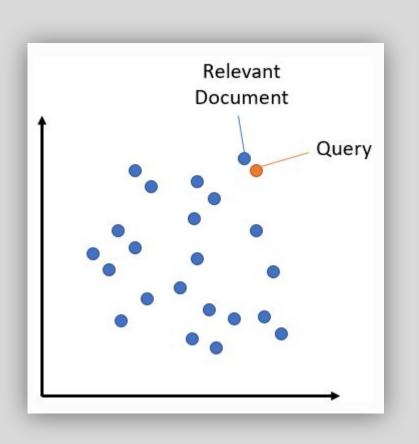


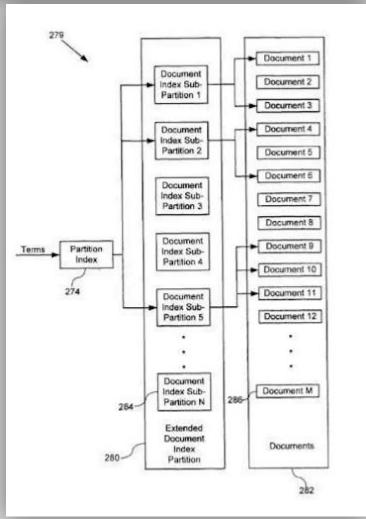
challenge: ranking phrases instead of main keyword

quality factor/threshold

- do you have ranking possibility factors?
- content quality
- trustive backlinks
- entity coverage
- Ui and presenting



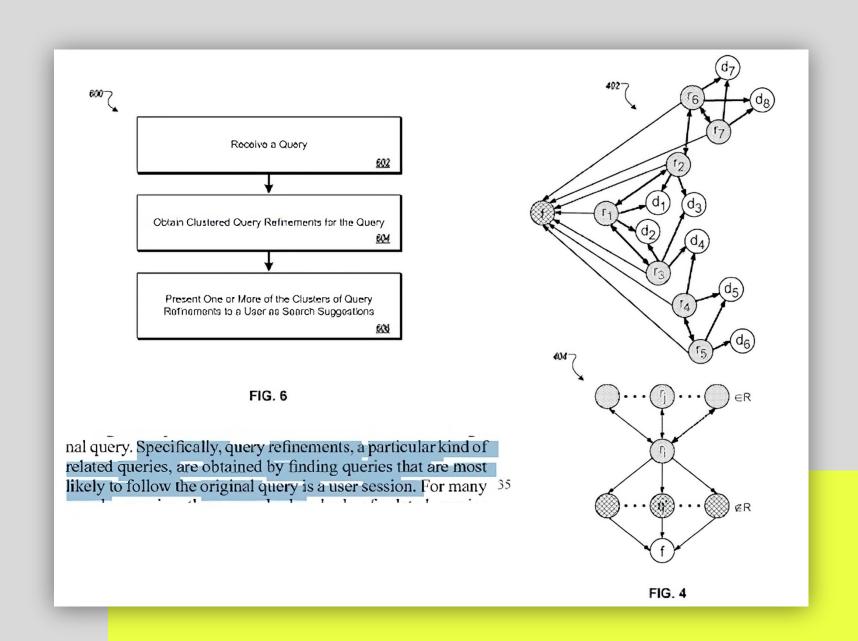




How do we relate staffs

How do you relate staff

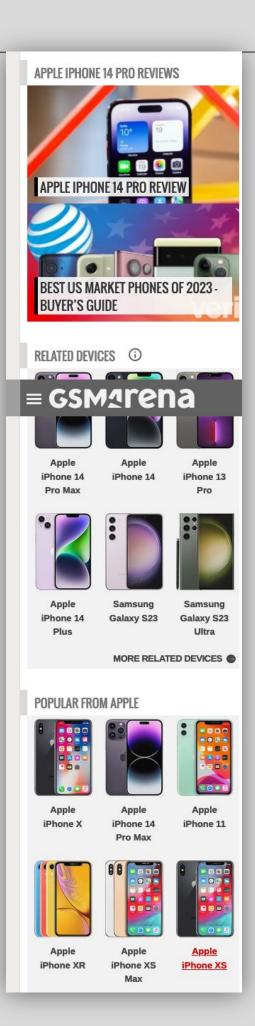
how do you modularize/link same topics around one big topic eg:description around links, modules/url hierarchy



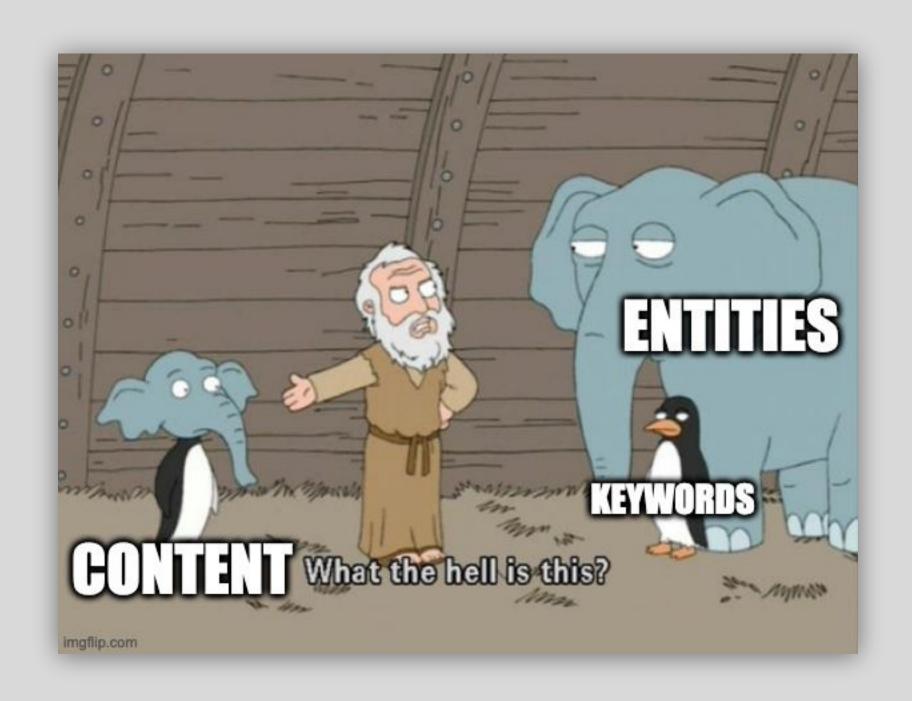
How do we relate staffs







How to create topical authority with semantically optimized contents



TRADITIONAL KW RESEARCH

create keyword map with related keywords

keyword research for each main keyword

create content for each keyword research

make internal links withitin them



imgflip.com

RESEARCH	MAP	QUESTION	CARE
WHAT IS THIS TOPIC ABOUT?	CREATE A TOPICAL MAP	ANSWER BEFORE CREATE	CARE LIKE VALUABLE ASSET
 Find User needs. value proposition. Main entities and concepts Find macro/micro topics that 1-4 competitors cover 	 How topics and entities should widespread through each topic build relationship through architecture layer 	 what is the outline? angle of content creation what heading should I serve? what makes shows me an expert? what is the best type of content? 	 segment your users by content interests and create links. do i cover the intent? do i need more trust signal?

CONTEND QUALITY FACTORS

content fact table

intent

heading architecture

keyword relation with entities

main features that solve intent

business aspects

user flow

who's responsible?

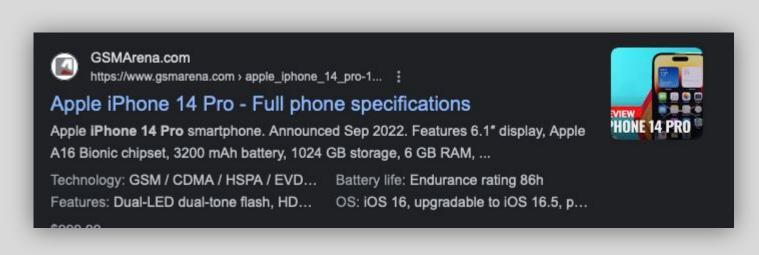
make content for better experience

content type(table,assets)

conversion

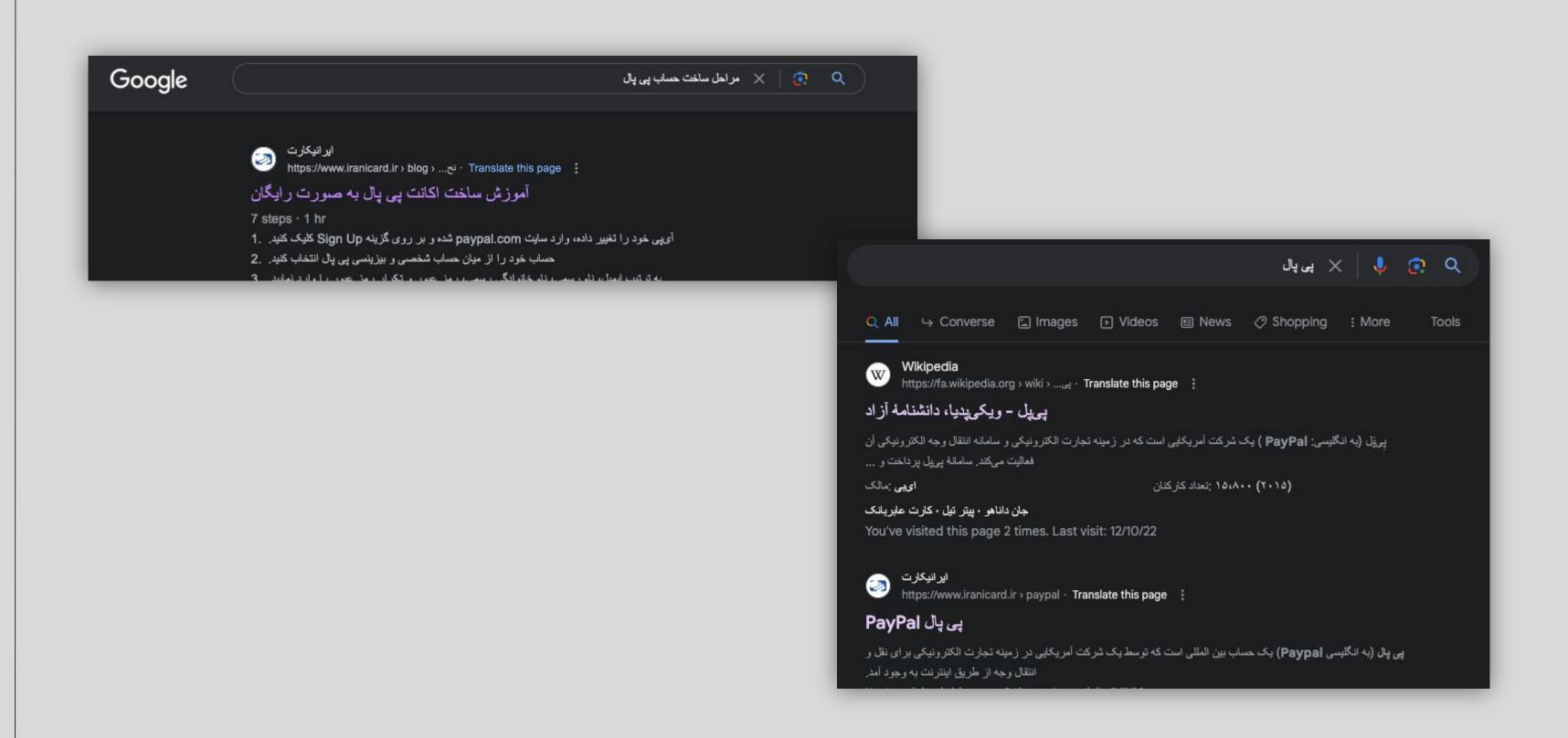
features













PROMPT ENGINEER

Entity	Туре
Metaverse	Concept
Meta	Brand
Jniverse	Concept
√irtual network	Concept
Social networks	Concept
Video games	Concept
Virtual reality (VR)	Technology
Augmented reality (AR)	Technology
Blockchain	Technology
Neal Stephenson	Person
Snow Crash	Book
Ready Player One	Book
Ernest Cline	Person
Facebook	Brand
Mark Zuckerberg	Person
nternet	Concept
Digital currency	Concept
NFT (Non-fungible token)	Concept
Decentraland	Metaverse project
Sandbox	Metaverse project
Nakamoto	Metaverse project
Axie Infinity	Metaverse project
Microsoft	Company

SEO manager



Google



THANK YOU



