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BUILT FOR ACTION TAKERS, NOT THEORY READERS

LinkedIn

# Truth

## 2015 SEO Still Haunts the Industry

- Keyword stuffing
- Link swapping
- Thin blogs
- Manipulating algorithms
- If this still looks like your SEO playbook you're already behind.



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# 2025 Search Is Built Around Intent

- AI Overviews > traditional snippets
- Zero-click search is the default
- Google cares about answers, not terms
- Search now happens across platforms, not just Google



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# These Methods Killing

- Keyword density hacks
- Low-quality backlink farms
- Publishing volume over depth
- Skipping user experience & trust signals



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# Here's What Works Now

- Answer Engine Optimization (AEO)
- Genrative Engine Optimization (GEO)
- Intent-first content clusters
- E-E-A-T (Experience, Expertise, Authority, Trust)
- Schema for AI/voice snippets



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# How to Optimize for AI Search

- Use "People also ask" & AnswerThePublic
- Build content that answers in 50 words or less
- Use schema markup for FAQs & lists
- Design for featured snippets and voice results



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# People Don't Search How They Used To

- Search is more conversational
- Context > exact match
- Focus on outcomes, not phrases

Build content that answers real questions, not just targets keywords.



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# Search Isn't Just Text Anymore

- Voice queries are exploding
- Search happens on YouTube, Reddit, AI tools
- **Visibility means presence across multiple formats**



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# Traffic Isn't the Only KPI

- Brand mentions
- Featured snippet capture
- Scroll depth
- User satisfaction
- Channel crossover impact
- Topic authority matters more.
- Conversion across multiple touchpoints matters more.
- Users might see you in search, follow you on social, then buy through email.
- Traditional attribution is broken.
- Start measuring the full journey.



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# Uncomfortable Truth

99% of SEO professionals are going to keep doing what they've always done.

They'll keep chasing yesterday's tactics.

They'll keep wondering why their traffic is declining.

They'll keep blaming algorithm updates instead of adapting.

Don't be part of that 99%.

The future belongs to those who understand this isn't about gaming search engines anymore.

It's about becoming the most valuable resource for your audience.

The most trustworthy source of information.

The expert people turn to when they need answers.

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# Thank you

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