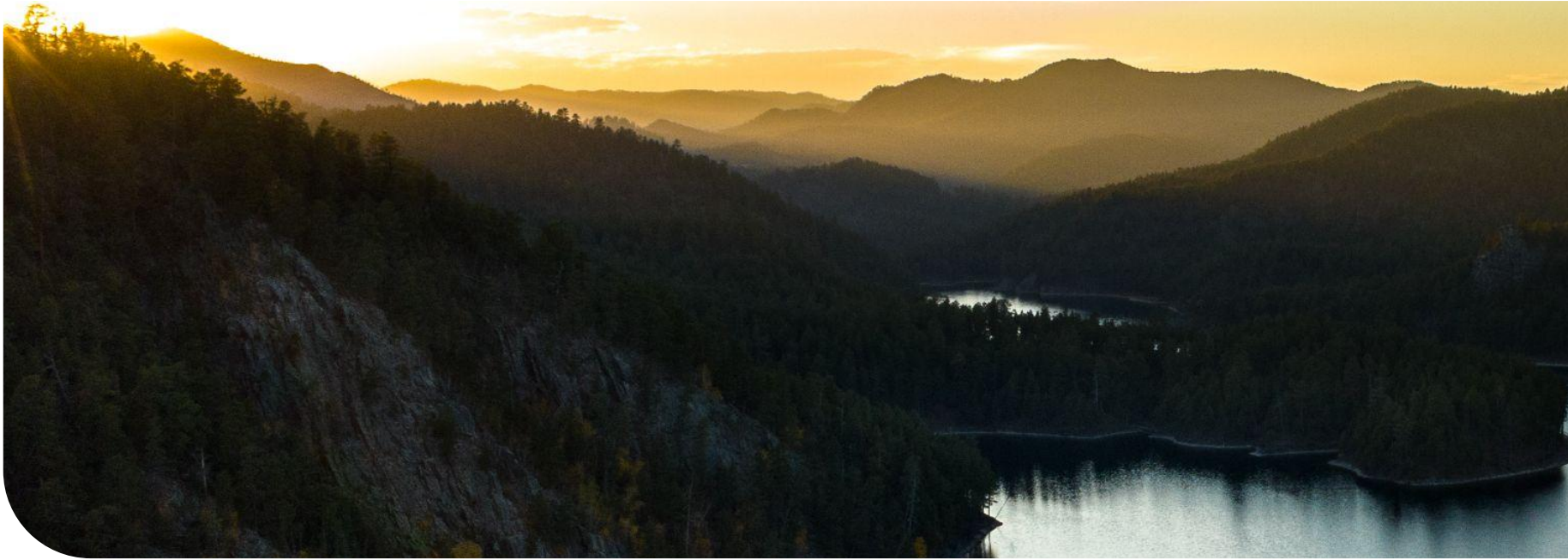


The Ways We Search

HOW TO BE FOUND IN A GenAI SEARCH WORLD



love.
communications

The Ways We Search Today



Nice to meet you

Dallas Miller
Web & Search Director
Love Communications

Toddler dad, outdoor enthusiast,
currently listening to a lot of
Sturgill Simpson



Terms & Definitions

WE'VE GOT A BIT OF JARGON HERE

- **GenAI Search (Generative AI):** Search engine features like Google's AI Overview and ChatGPT search that summarize information in a new format for search.
- **SEO (Search Engine Optimization):** Making improvements to your website so your owned content is more likely to rank in organic search.
- **GEO (Generative Engine Optimization):** A new term for SEO focused on GenAI Search.
- **SEM (Search Engine Marketing):** General term encompassing paid search marketing efforts on any search platform, but generally referring to Google Ads paid search efforts.
- **Zero Click Search:** The concept that search engine users are provided richer search experiences and are less likely to click through to independent websites.

Hotels | South Dakota

when is the best time to visit south dakota



The best time to visit South Dakota is typically late spring through early fall, from **May to September**. Here's a breakdown of what to expect during those months:

- **May to June:** Mild temperatures, blooming wildflowers, and fewer crowds. Ideal for outdoor activities like hiking in the Black Hills and Badlands National Park.
- **July to August:** Warm weather and peak tourist season. Great for exploring national parks, Mount Rushmore, and attending events like the Sturgis Motorcycle Rally (early August).
- **September:** Cooler temperatures and fewer tourists while still offering pleasant weather for sightseeing and outdoor adventures.

If you prefer avoiding crowds, **late spring (May)** or **early fall (September)** are the best options. Winter months can be very cold and snowy but are great for winter sports enthusiasts.



Search Labs | AI Overview

The best time to visit South Dakota is generally considered to be **late May through early September** as this is when the weather is warmest, most businesses are open, and daylight hours are longest, making it ideal for outdoor activities; however, if you want to avoid large crowds, consider visiting in May or September instead of the peak summer months. [🔗](#)

Key points about visiting South Dakota:

Summer (June - August):

Peak tourist season with warm temperatures, long days, and all attractions open. [🔗](#)

Early Fall (September - October):

Pleasant weather with fewer crowds, beautiful fall foliage, and good for wildlife viewing. [🔗](#)

Winter (December - February):

Ideal for winter sports like skiing, snowmobiling, and ice fishing, but many attractions may have limited hours. [🔗](#)

Generative AI is experimental.

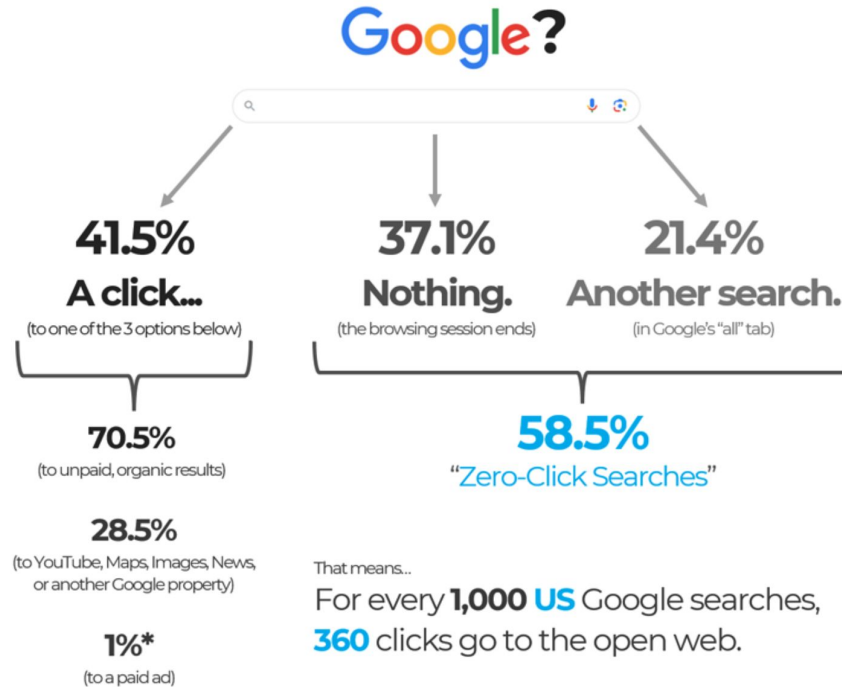
Export [▲](#)



Public golf

How do we forecast changes in
ways visitors reach my website?

In 2024, what happens after **Americans** search



* Use of ad blockers may impact paid CTR calculations

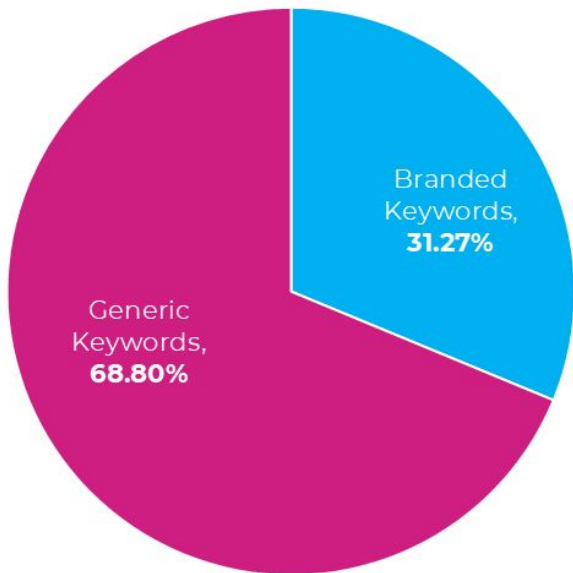
Source: clickstream panel provided by  **Datos**
A Semrush Company

Assembled & analyzed by  **SparkToro**

[Fishkin, B. \(2024, July 3\). 2024 Zero-Click Search Study: For every 1,000 EU Google Searches, only 374 clicks go to the Open Web. In the US, it's 360. - SparkToro.](#)

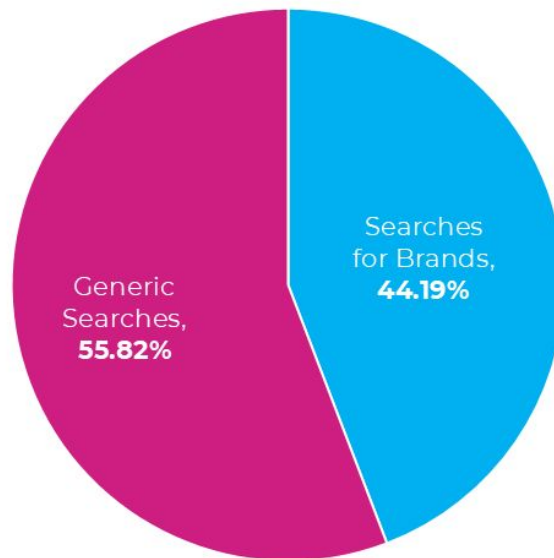
What % of US Google Searches are for Brands?

Branded vs. Generic Google
Keywords (as a % of all keywords)



Source: clickstream panel provided by  **Datos**
A Siftbrush Company

Branded vs. Generic Google
Searches (by % of total search volume)

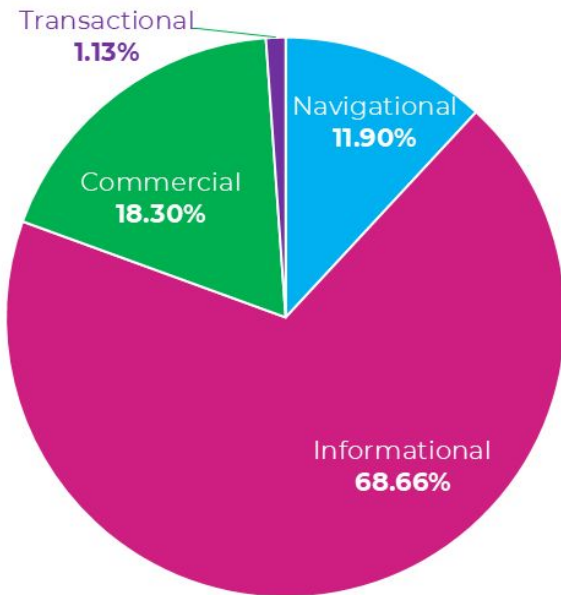


Assembled & analyzed by  **SparkToro**

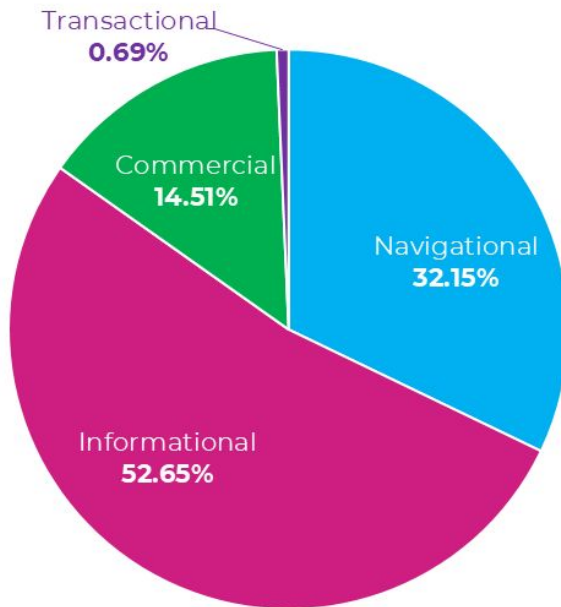
[Fishkin, B. \(2024b, December 4\). New Research: We analyzed 332 million queries over 21 months to uncover never-before-published data on how people use Google - SparkToro.](#)

What is Google's Distribution of Search Intent?

Search Intent by Volume of
Keywords



Search Intent by Volume of
Queries



[Fishkin, B. \(2024b, December 4\). New Research: We analyzed 332 million queries over 21 months to uncover never-before-published data on how people use Google - SparkToro.](#)



Improving your SEO with conceptual models (and Google exploits)



Mark Williams-Cook
SEO Director



[*Williams-Cook, Mark. Improving your SEO with conceptual models \(and Google exploits\)*](#)

To be discovered in organic search we need to develop meaningful resources, not just provide information.

SEO Brief & Research Plan

- Goals & Topic Declaration
- Audience Needs & Habits
- Research Plan

Define Your Goals

<input type="checkbox"/> Awareness or Informative (Informative Intent)	<input type="checkbox"/> Sales, Conversions, Leads (Transactional Intent)	<input type="checkbox"/> Branding or Persuasion (Commercial Intent)
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What do we aim to accomplish with this new content?

When do we need to see results?

How will we measure success?

Do any resources or content pieces relevant to this goal already exist on our site?

Audience Needs

- What does our target audience need to complete this goal?
- What are they most likely using right now, if anything?
- Is our audience familiar with us?
Are we attracting new users?
- Are there any industry, search, or seasonal trends to consider?

Audience Habits

- Where do our users spend time online?
What are our top referral sources?
- What content has succeeded in bringing organic traffic to our site?
- Are there common search behaviors that are relevant to our goal?

Define Your Goal

GOALS & TOPIC DECLARATION

☐ Awareness or Informative
(Informative Intent)

☒ Sales, Conversions, Leads
(Transactional Intent)

☐ Branding or Persuasion
(Commercial Intent)

Are we trying to influence travel behavior? Provide details about an experience? Are we raising awareness for a new offering?

This will likely be long-form writing or video content.

Are we promoting a product or experience? Trying to provide a resource that will ultimately drive leads or list-building?

This will likely be visually rich review, comparison, or video content.

Are we representing our brand with a unique message? Or trying to persuade readers to align with our offerings? Are we comparing ourselves to others in the market?

This will likely be a written or visual resource, like a white sheet or downloadable guide.

Define Your Goal

GOALS & TOPIC DECLARATION

What do we aim to accomplish with this new content?

We want to sell more fishing charter outings for next year's slow season, the winter months.

When do we need to see results?

Our audience's booking window is typically 4 weeks, and our slow season is winter, so we have nearly a year to accomplish this goal.

How will we measure success?

Revenue generated by bookings attributed to advertising efforts, compared to this winter.

Do any resources or content pieces relevant to this goal already exist on our site?

Booking engine, *What is a Fishing Charter* and *Things to Bring For Your Fishing Charter* articles.

Audience Considerations

AUDIENCE NEEDS & HABITS

Audience Needs

- What does our target audience need to complete this goal?
- What are they most likely using right now, if anything?
- Is our audience familiar with us?
Are we attracting new users?
- Are there any industry, search, or seasonal trends to consider?



Audience Habits

- Where do our users spend time online?
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Competitor Research

RESEARCH PLAN

Industry Competitors

1. Example A
2. Example B
3. Example C

Organic Competitors

1. Alaska Fish On (Private Tour Guide)
2. Alaska.org (Travel Blogger & App)
3. Pybus Point Lodge (Lodging & Tour Guide)

What types of sites rank organically? Can we realistically compete with new content?

Two of our organic competitors are private guide services, another is a list of various tour providers published by an independent travel blogger. DMOs, forums, ads, and videos are other common search results.

Competitor Research

RESEARCH PLAN

Content Analysis

Which content formats are most common?

Landing pages, directories, and forums. Google Ads are also present, as well as some Youtube videos lower on the results page.

What technologies and/or features are noteworthy on ranking sites?

Each has video content on their landing page, and the second organic ranking site has an AI-powered chatbot to answer common questions.

Summarize the content currently ranking for your target topic. What's valuable and what could we improve upon?

We're going to need some more room...

Competitor Research

RESEARCH PLAN

Summarize the content currently ranking for your target topic. What's valuable and what could we improve upon?



Adventure Fishing Tours
Mid-May through early September Day to Multi-day
sh-rich waters of Alaska on this unforgettable fishing chart
eau for a multi-day expedition that's perfect for everyone fr
s anyone who wants to join the adventure! Fish, kayak, take
ne small towns of Elfin Cove and Hoonah, and fish the Gulf c

Creek Outfitters: Fly-fishing
May 1 - Sept 30 \$725+ per person 5.5 - 8 hrs
cenic floatplane journey into the vast Tongass National Fore
t. Whether you're a beginner or an experienced angler, exp
e, complete with high-quality gear and the chance to spot
e is perfect for cruise ship passengers and offers an authen
snacks and a shore lunch on full-day ...more

Alaska Salmon Fishing Trips
Alaska Fish On Charters provides full service Alaska
is second to none. With over 70 years of experience
ishing in the Cook Inlet. The Kenai river is world
d for its halibut fishing. Alaska Fish On Charters is
Alaska fishing trips.

Alaska Salmon Fishing Trips

Competitor Research

RESEARCH PLAN

Primary Topic

Alaska Fishing Trips

Supporting Topics

- Species of fish
- Tour packages/offerings
- Where we're fishing
- Other experiences to consider
- Pricing
- River, oceanic, or other?
- Related articles
- Boat/equipment information
- Guide experience
- Seasonality considerations
- Visual elements
- Reviews & testimonials

Sometimes It Won't Work

AN EXAMPLE NOT WORTH PURSUING

Primary Topic

When is the best time to visit Alaska?

Supporting Topics

- Monthly descriptions
- Regional descriptions
by season
- Seasonal information

Sometimes It Won't Work

AN EXAMPLE NOT WORTH PURSUING


Primary Topic

When is the best time to visit Alaska?

Supporting Topics


- Monthly descriptions
- Regional descriptions by season
- Seasonal information

AI Overview


The best time to visit Alaska is during the summer months, specifically **between mid-June and mid-September**, when the weather is most pleasant, days are long with ample daylight, and wildlife viewing is optimal; however, this is also the peak tourist season with higher prices and crowds. 

Key points about visiting Alaska:


Summer (June - August):

Ideal for most activities like hiking, whale watching, glacier viewing, and wildlife spotting with long daylight hours and comfortable temperatures. 


Early Summer (May):

Good for seeing wildflowers and fewer crowds, but weather can be unpredictable. 

Late Summer/Early Fall (September):

Offers beautiful fall foliage, potentially less crowded, and still good wildlife viewing. 

Winter (December - February):

Best time to see the Northern Lights, but expect cold temperatures and shorter days. 

“Can you **show me how** to do
that next time I see you?”

In Summary

Community matters, and its importance will grow.

We have **valuable insights** to share with one another.

Focus on sharing them in everything you do.



thank you



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