

2024 Trend Updates

What Really Works In SEO & Content Marketing



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The Top SEO & Content Marketing Trends for 2024

Speakers



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Agenda



Presentation duration

30 minutes



Speakers:

- Zack Kadish
- Alex Carchietta

- **What is the future of SEO in 2024?**
- **Top SEO trends and predictions to prioritize for 2024**
- **Which SEO trends to ignore in 2024?**
- **What is the future of content marketing in 2024?**
- **Top content marketing trends and predictions to prioritize for 2024**
- **What's ahead for SEO and content marketing in 2024**

Poll Question #1

What SEO trend are you most excited about?

AI Overviews

The rise of user generated content

AI written content

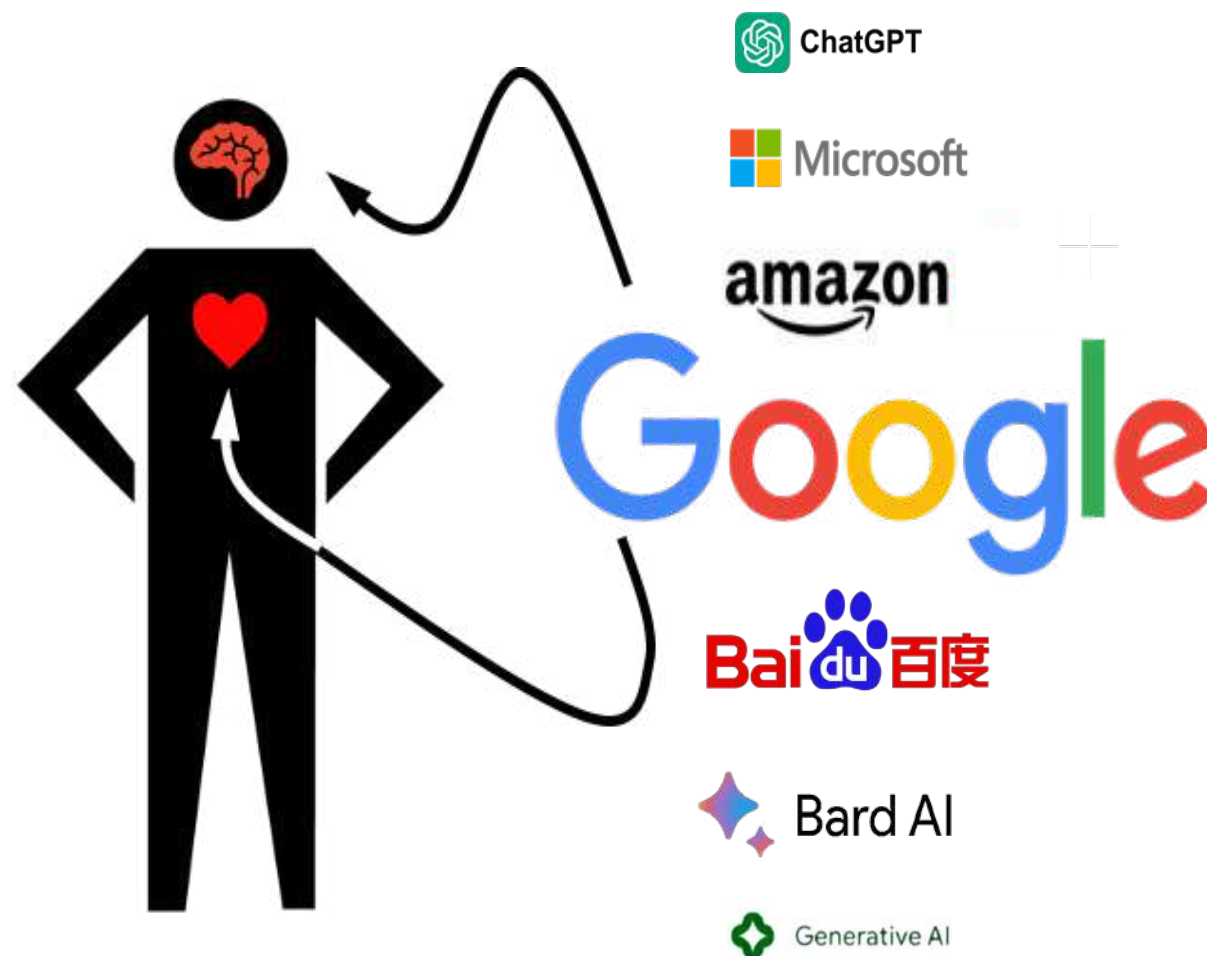
Mastering E-E-A-T


Other

What is the future of SEO in 2024?

There's a lot happening in the SEO and search world right now.

- AI Overviews Are Here
- Google is better at identifying auto generated and low quality content
- User generated content is everywhere





Top Trends & Predictions to Prioritize for 2024

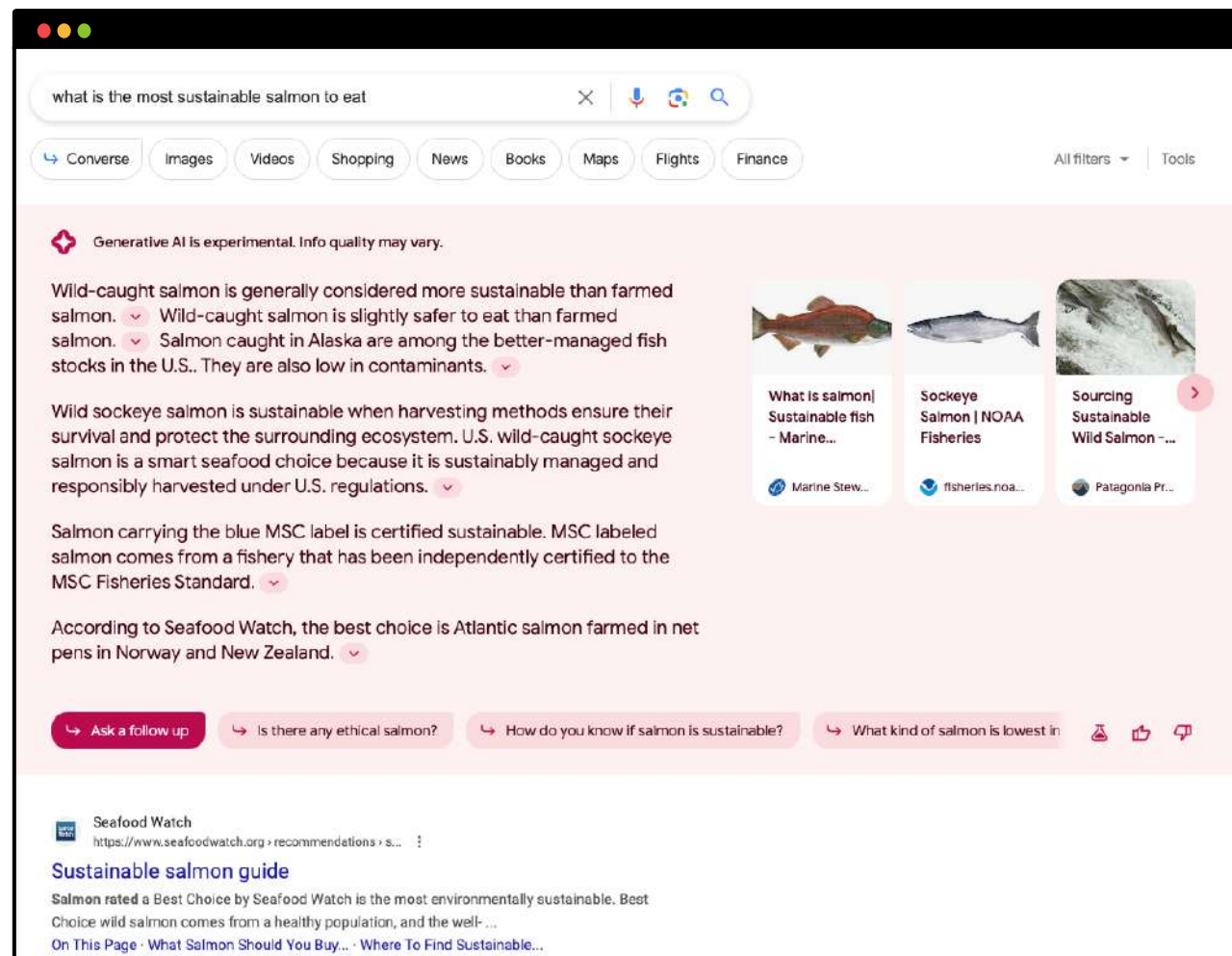
AI Overviews Will Significantly Impact SEO

AI Overviews Launched Last Month in the US

Google is showing more and more AI-generated answers but we are unsure what this will look like when it's rolled out

Thing we can expect:

- Be prepared for a decrease in organic traffic and clicks
- Identify ways to prepare your content for AIO & EEAT



How to Prepare for AIO

Steps to take to make sure our content is in good shape

Now that AIO is launched, any report should be taken with a grain of salt since it's not rolled out to the public yet and we are unsure what results will

What can we do?

- Ensure your site has structured data on it
- Make sure we are optimized for relevant keywords
- Have our content be discoverable, crawlable, and indexable

How Conductor Can Help:

- Check out our blog post about [AI Overview SEO Strategies](#)
- Request a [Free AI-readiness website assessment](#)



E-E-A-T Has Never Been More Important

Defining what E-E-A-T means

Experience

Experience means the extent to which the content creator has the necessary first-hand or life experience for the topic.

Expertise

Consider the extent to which the content creator has the necessary knowledge or skill for the topic. Different topics require different levels and types of expertise to be trustworthy.

Authoritativeness

Consider the extent to which the content creator or the website it known as a go-to source for the topic. While most topics do not have one official, Authoritative website or content creator, when they do, the website or content creator is often among the most reliable and trustworthy sources.

Trustworthiness

Trust is the mechanism by which raters determine if the page is “accurate, honest, safe, and reliable.

Raters look for things like:

Sufficient contact information, content accuracy and citing of sources and security of the site.

Lily Ray’s [E-E-A-T Resource Roundup](#), including FAQs, helpful videos, definitions, additional articles, podcasts and more

This Is The Next Evolution Of SEO

Specificity Will Be Key Moving Forward

Google is looking for the best possible answer to users queries, which may be in a comment on a forum, a snippet from an article, or a post on a site like Quora or Reddit.

Authorship Will Continue To Increase In Importance

E-E-A-T has become the Googs mantra and it is permeating into everything they do.

Helping them understand who is writing a piece of content and why they are an authority has become a necessity vs. a nice to have.

Think About Real Estate, Not Rankings

Thinking about the SERP as a whole and how much real estate you take up vs. where your .com ranks is a necessary to stay ahead.

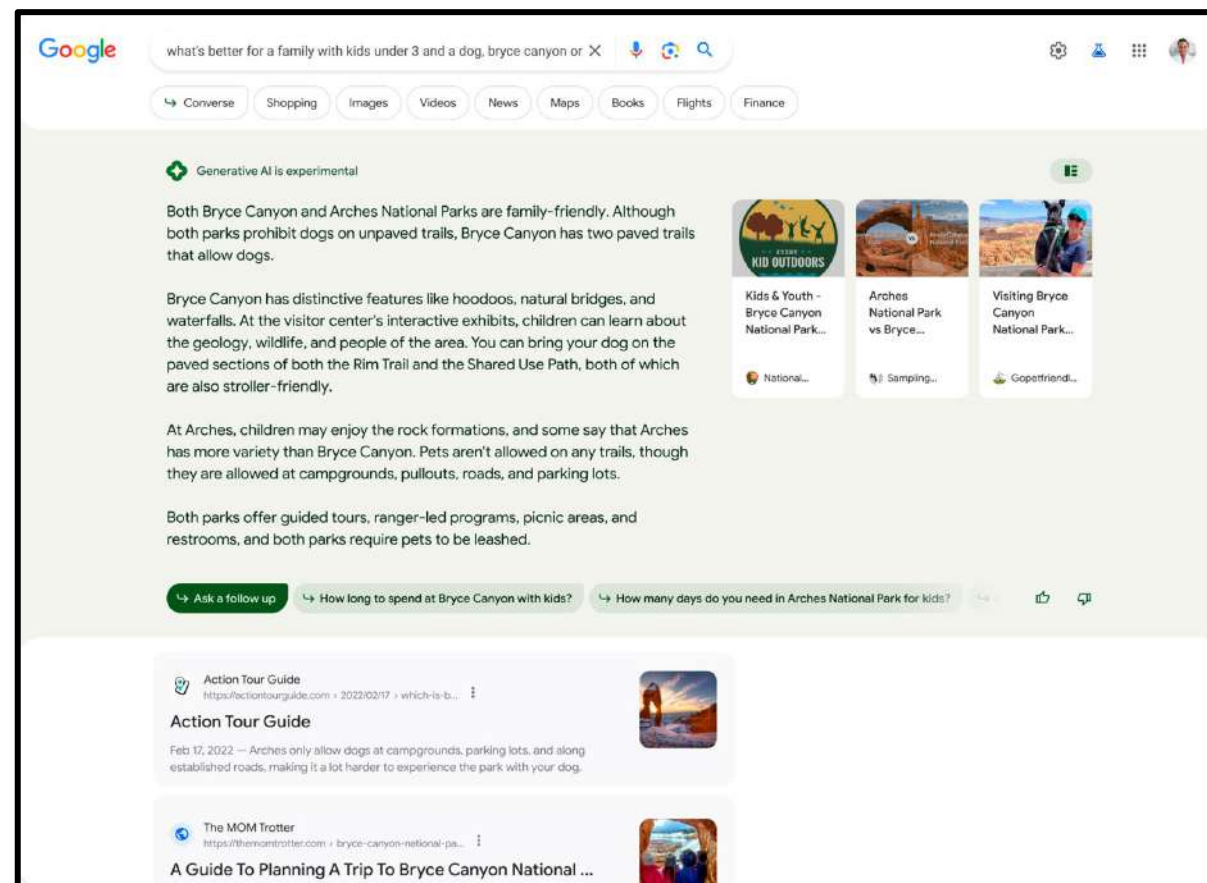
- *Paid*
- *Organic*
- *Social*
- *Knowledge Graph*
- *Rich Snippets*
- *SGE*

Google is answering more informational queries directly

Focus on complex, transactional, and commercial queries to future-proof efforts.

We need to prioritize creating content that allow our sites to dive deep into a more complex topic that can't be directly answered by ChatGPT or AIO.

First-hand experience or knowledge of the industry and topic is critical within content to rank and drive organic search traffic in 2024.



Expect an increase in long tail searches

With the rise of AIO, long tail conversational searches are going to become more of the norm and we can expect users to start typing in a more stream of consciousness format

What SEO Trends Can We Ignore in 2024?

Voice Search

Remember when voice search was going to change SEO? Yeah, so do we and if this was going to happen - it would've already. Most people are still typing their searches even with the fact we have virtual assistants in our pockets.

Voice search can't be measured so how important can it be.

Evolving search ranking factors

Ignore ranking factors... no really.

We need to focus on the bigger picture. Think of concepts like E-E-A-T. We need to make sure our content is written for humans with valuable, relevant, and useful information. Google's ranking factors are almost entirely ML-driven now so we can;t worry about tracking these factors anymore.



Poll Question #2

Which trend do you believe will have the biggest impact on content marketing in 2024?

What is the future of content marketing in 2024?

Increasing productivity and efficiency within workflows through AI.

Don't use AI to completely write all your content (we're looking at your Sports Illustrated)

Pro Tip: It's important to keep in mind that Google isn't against using AI within content creation processes. You can—and should—leverage it to increase efficiencies and create human-first, high-quality content. What you will get penalized for is content written entirely by AI.

Sports Illustrated Published Articles by Fake, AI-Generated Writers

We asked them about it – and they deleted everything.

/ Artificial Intelligence / AI / Artificial Intelligence / Journalism

ARTIFICIAL INTELLIGENCE / TECH

CNET found errors in more than half of its AI-written stories

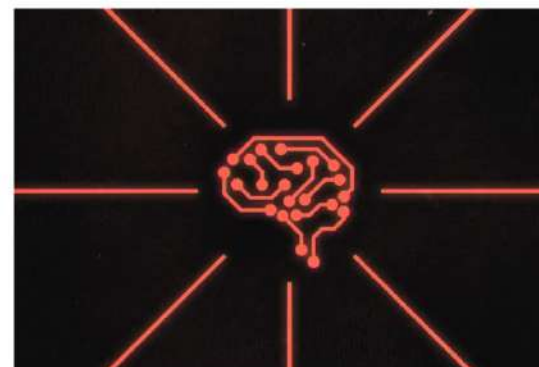


Illustration by Alex Castro / The Verge

/ The tech news site came under scrutiny this month after it was reported the outlet was using AI to write articles. Last week, executives said the use of the AI tool would be paused 'for now.'

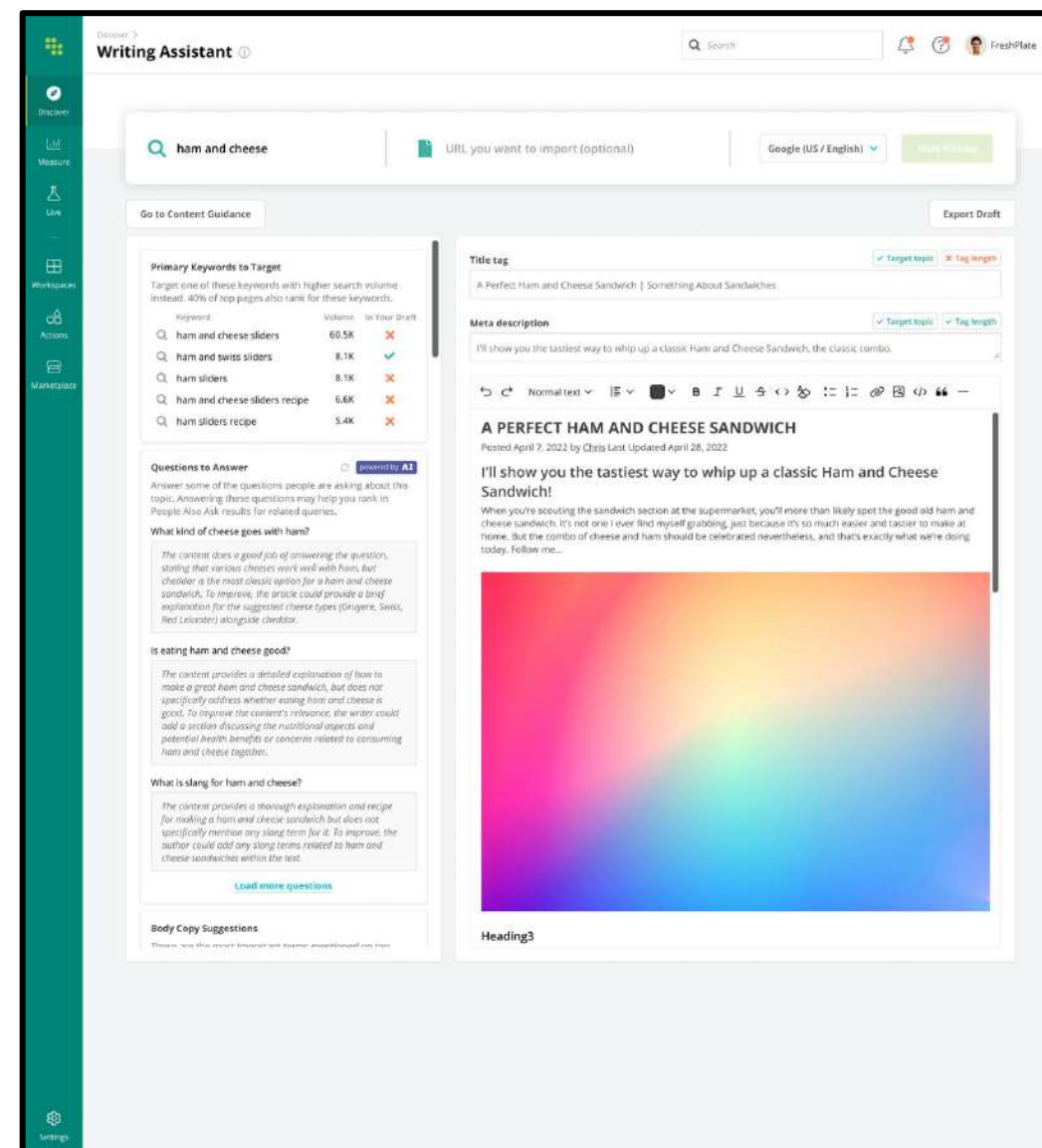
By Mia Sato and Emma Roth

Jan 25, 2023, 12:41 PM EST | [12 Comments](#) / [12 New](#)



Content Trends To Focus on in 2024

1. AI shifts from center-stage to a supporting role within content workflows.
2. Quality > quantity remains true. Prioritize leveraging trust and experience within content to improve quality.
3. Seeing a return to the fundamentals to adapt to disruptions like SGE.



Pro Tips for 2024 Content Marketers

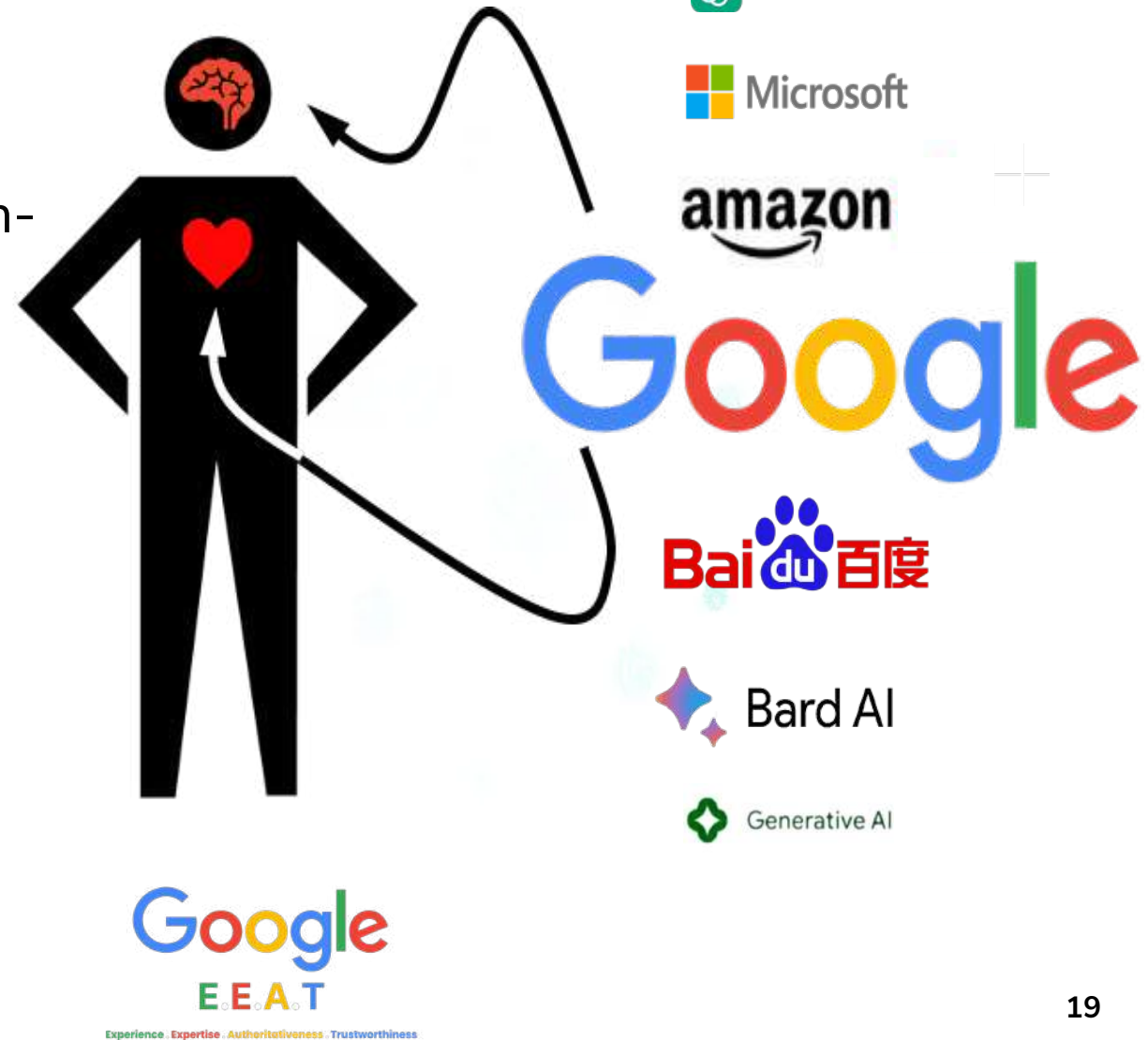
1. **Run a content audit** on your site to understand current performance, content gaps and identify opportunities. This can help you create a plan to repurpose or create value-driven content.
2. **Target relevant, hyper-targeted, niche topics** and create comprehensive content around them. Focus on being specific in your content.
3. **Create pillar pages and topic clusters** to show Google how authoritative you are around a topic and make it easy for users to navigate through your content.
4. **Consider adopting a TikTok-style approach to product videos** to capture more interest on social, humanize your platform or products, and engage a larger audience in a more casual way.

In Conclusion: What's ahead for SEO and content marketing in 2024

The future of SEO and content marketing is pivoting towards a more user-centric, human-first, and expertise-driven approach.

Creating content that is accessible, value-focused, and demonstrates E-E-A-T.

Leveraging AI to support our content, not create our content.



Q & A

with



Zack Kadish

&



Alex Carchietta



MODERATED BY

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Founder, Search Engine Journal

Search Engine **Journal**[®]

How Expert Brands Are
Winning At Lead Gen 🚀
Right Now

Wednesday, June 26, 2PM Eastern



Heather Campbell
Director of Marketing,
Search Engine Journal



Jennifer McDonald
Client Success Manager,
Search Engine Journal

The background features abstract, organic shapes in teal and grey. A large teal shape is on the left, and several grey, textured shapes are scattered across the top and right. A white rectangular box is centered in the middle of the page.

Thank You!

Any questions?