



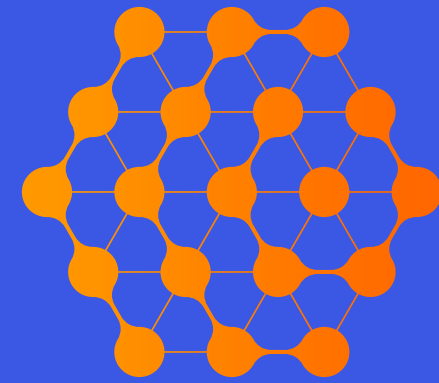
Make your content work for you

Learn how to use SEO techniques to boost the impact of your content





fractional teams



COMMS
COUNCIL
UK

Agenda



1

What is SEO and why does it matter?

2

What is E-E-A-T principle and how is it related to your content?

3

Are backlinks becoming a thing of the past?
Mythbusting.

4

Pros and cons of AI-generated content.



Follow-up video/guide:
SEO analytics

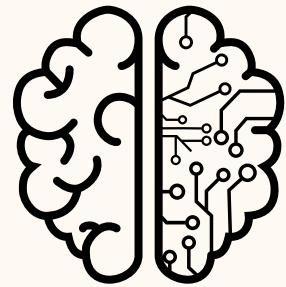
**Unlike tactical advertising,
an SEO-focused content
strategy is cost-effective
and has a long-lasting
impact.**

Key elements of SEO

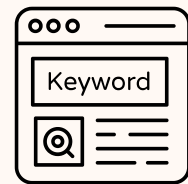


Content and UX

Technical



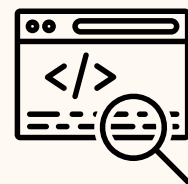
Above all –
write for humans,
not machines.



Keywords



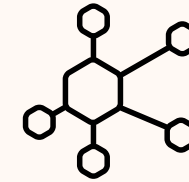
Tags



Metadata



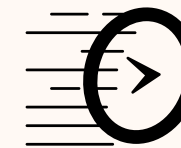
Image
optimisation



Structure



Crawlability



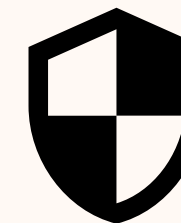
Speed



Dead links



Duplication



Security

Other than ranking, why else should I care about SEO-focused content?



Useful copywriting or multimedia resources can build expert status



Demonstrate an understanding of market needs and ICP problems



Showcase the benefits of products and your company value proposition



Build trust, reputation and authority with an audience of customers and prospects



Educate and motivate your audience to engage with, share and amplify messaging



Creates a compelling event that often leads to visitor/viewer sales conversion

What is E-E-A-T principle and how is it related to your content?

E-E-A-T principle is a template for how Google rates an individual site.

E-A-T stands for "Expertise, Authoritativeness, and Trustworthiness". In December 2022, Google released the updated [search rater guidelines](#) where the E-T-A concept gained an extra "E" which stands for "Experience"



The image shows the Google logo in its multi-colored font. Below the logo, the acronym "E.E.A.T" is displayed in a smaller font, with each letter colored to match the corresponding letter in the Google logo: E (green), E (red), A (yellow), and T (blue).

Experience . Expertise . Authoritativeness . Trustworthiness

Is E-E-A-T a Ranking Factor?



Ranking factor meter



Google SearchLiaison

@searchliaison

"While E-E-A-T itself isn't a specific ranking factor, using a mix of factors that can identify content with good E-E-A-T is useful."

developers.google.com/search/docs/fu...

While E-E-A-T itself isn't a specific ranking factor, using a mix of factors that can identify content with good E-E-A-T is useful. For example, our systems give even more weight to content that aligns with strong E-E-A-T for topics that could significantly impact the health, financial stability, or safety of people, or the welfare or well-being of society. We call these "Your Money or Your Life" topics, or YMYL for short.

How to Optimise Your Website for E-E-A-T



Improve and Update Website Info



Use the Descriptive or Helpful
Page Titles



Produce Quality Content



Review and Rewrite Existing
Content



Showcase Positive User Reviews



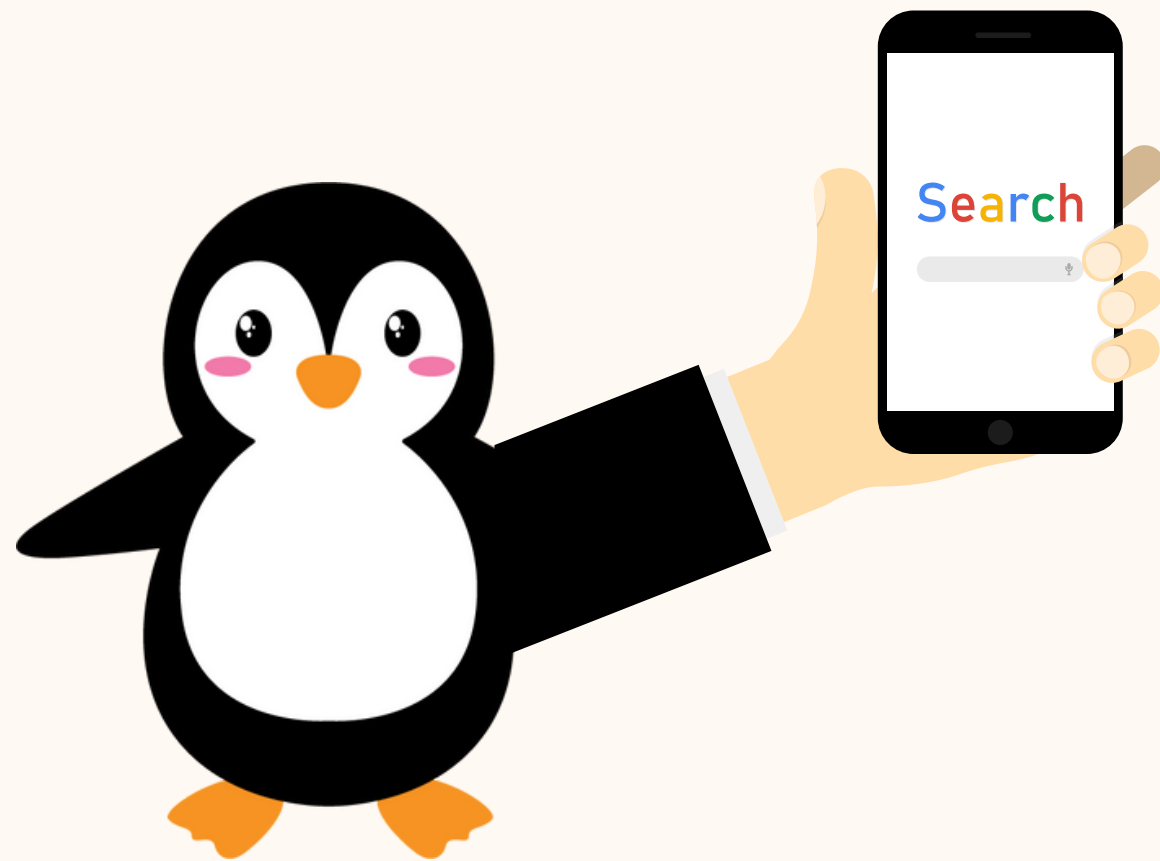
Build Backlinks



**Are backlinks becoming a
thing of the past?
Mythbusting.**




Google made updates to target two offending areas of SEO:



- Keyword stuffing
- Unnatural link-building, such as:
 - Undeclared paid linking
 - Spammy forum/blog comment links
 - Excessive link exchanging or blog network posting

DANGER DANGER DANGER

Offering quality sites for link building and Content writing.

 Saheb Chatterjee <saheb.seoconsultant@gmail.com>
to help ▾

Hello,

I Am Here For Providing Cheap and Premium Paid Guest Post on High-Quality Websites.

Why should you choose my service?

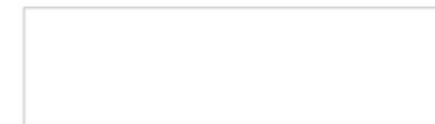
- Your Post Will Be Published on time.
- You Will Get Do-Follow Backlinks.
- Your Post Will Be Permanent.
- Your Post Will Be Google Indexed.
- Provide unique content if needed.

Here are the sample Sites:

<https://goodmenproject.com> DA 82 Traffic-12373
<https://www.chiangraitimes.com> DA 77 Traffic- 297
<https://timebusinessnews.com> DA 66 Traffic- 290604
<https://frogclimbers.com> DA 43 Traffic- 4706
<https://roseatehouselondon.com/DA> 40 Traffic- 2407
<https://generalmagazin.com/> DA 35 Traffic- 1923

If you are interested then let me know if I can share our full list of sites.

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Saheb Chatterjee

*I'm a **SEO** project manager and **Link Building** Expert*

Mobile No:918617595072 WhatsApp:8217660354

DANGER DANGER DANGER

How do you spot a dodgy campaign?

- Like most things in life, it sounds too good to be true
- Offering do-follow links for sale
- Irrelevant referring sites/domains that your audience wouldn't be interested in

So, if links are still important, how do I get them?

- Partner, supplier, client and trade body sites
- Respond to journalists (HARO)
- Tell the press/media (PR)

...and of course

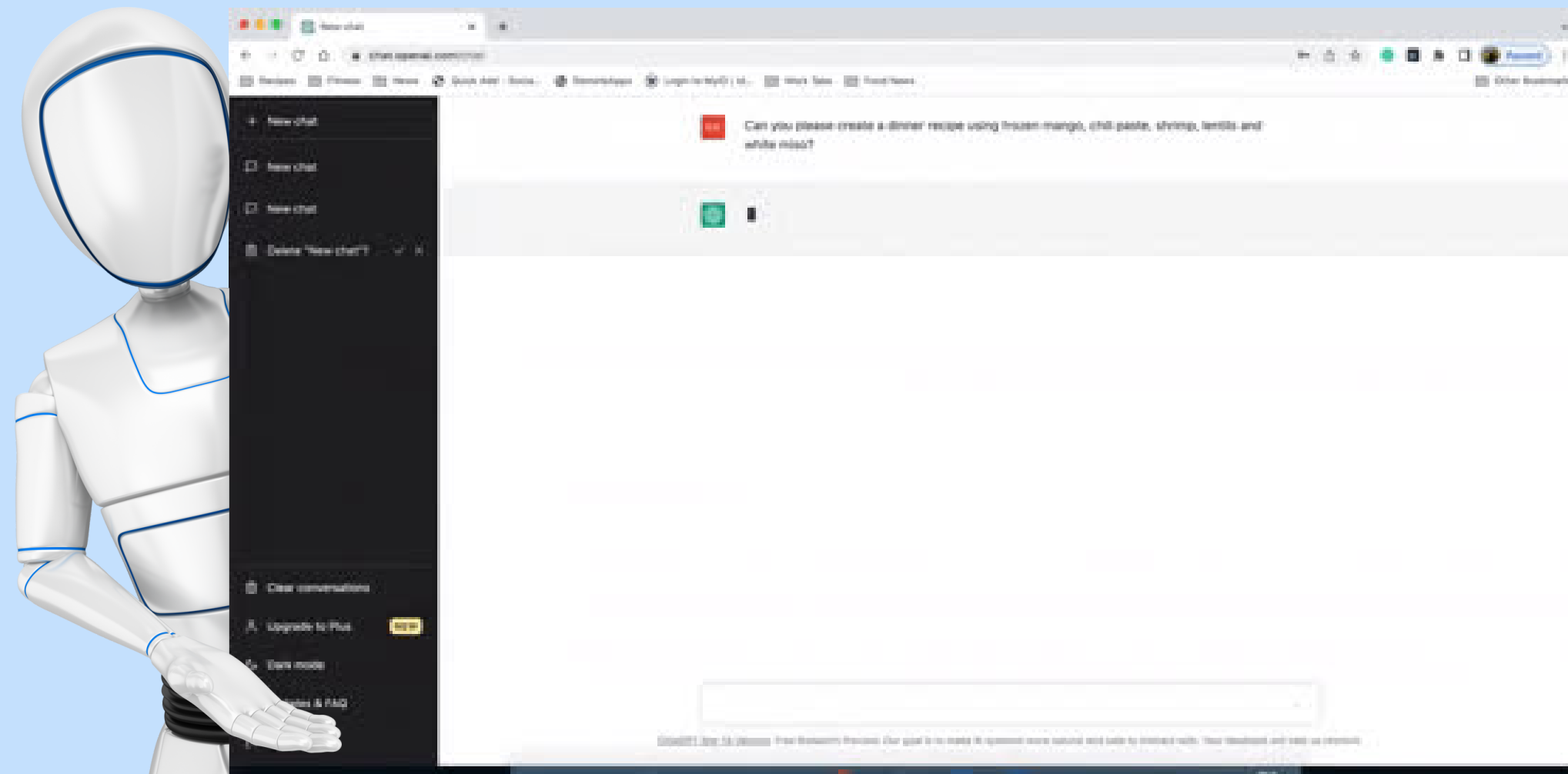
- Create useful and interesting content that people want to read and link to!



What Is AI-Generated Content?



AI-generated content is content created with the help of artificial intelligence. It can be text, images, music, or more, mimicking human-created content. AI models learn from data to generate responses or create content, but they lack consciousness.



Pros And Cons Of AI-Generated Content

Efficient & Scalable

Lack of Human Touch

Cost Saving

Quality Concerns & Plagiarism

Great Source of Inspiration

Fact-Checking Issues



Generating Content With The Help Of AI



Generate a blog post (3000 characters) with a title (50–60 characters) and meta description (150-160 characters) about Microsoft Teams' new features for May 2023.

Title: Unleashing Collaboration Power: Discover Microsoft Teams' New Features for May 2023

Meta Description: Explore the latest features in Microsoft Teams for May 2023. From immersive presentations to enhanced file sharing and advanced productivity tools, unlock new levels of collaboration and productivity.



Title length
83 chr



Meta Description
200 chr

Editing AI-Generated Content



Generate a blog post (3000 characters) with a title (50–60 characters) and meta description (150-160 characters) about Microsoft Teams' new features for May 2023.

Title: What's New in Teams | Latest Features & Updates for May 2023

Meta Description: Explore the latest features in Microsoft Teams for May 2023: enhanced file sharing, advanced productivity tools, integrated task management and many more.



Title length
60 chr



Meta Description
154 chr

Generate a blog post about the latest Microsoft Teams features released in 2023, providing references and links to citations to validate your claims.

References: <https://chat.openai.com/>

[1] Microsoft Teams Blog. (2023, May 15). Noise Suppression in Teams. Retrieved from <https://www.microsoft.com/en-us/microsoft-365/blog/2023/05/15/noise-suppression-in-teams/>

[2] Microsoft Teams Blog. (2023, March 27). Introducing Real-Time Translation in Teams. Retrieved from <https://www.microsoft.com/en-us/microsoft-365/blog/2023/03/27/introducing-real-time-translation-in-teams/>

[3] Microsoft Teams Blog. (2023, January 10). Introducing Intelligent Chat Assistance in Teams. Retrieved from <https://www.microsoft.com/en-us/microsoft-365/blog/2023/01/10/introducing-intelligent>

Where?

Microsoft 365 Blog

Navigate blog by:

Content type

Product

Audience

Search the blog



404 page not found

We are sorry, the page you requested cannot be found.

The URL may be misspelled or the page you're looking for is no longer available.

Search the blog



Get started with Microsoft 365

Help people and teams do their best work with the apps and experiences they rely on every day to connect, collaborate, and get work done from anywhere.

Learn more



Connect with us on social



Tips On How To Use AI In Your Favor

1

Conduct **Thorough Research**

2

Write **Clear Prompts**

3

Proofread & Edit Content

4

Add **Value & Natural Language**

5

Optimise **Headings, Meta Tags & Keywords**





We reward high-quality content,
however it is produced.



AI Tools For Content Creation



copy.ai



Jasper



runway



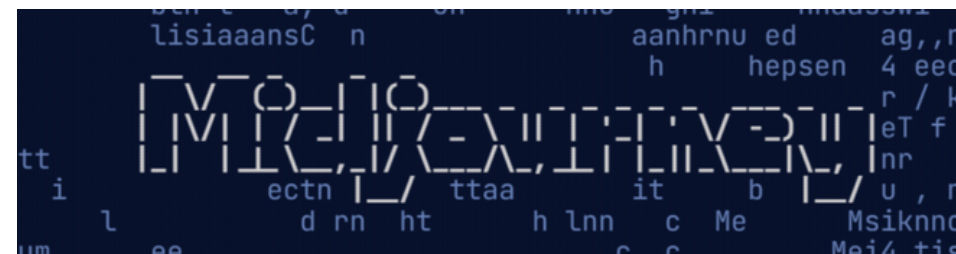
synthesia



**Hour
One**

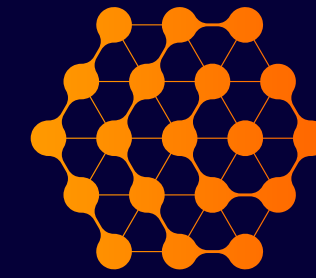


Canva



Bard





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THANK YOU!