

# SEO without Traffic: The World of Voice Search, Knowledge Graph, and Brand



Hannah Thorpe | White.net

 @HannahJThorpe

# A little about me...

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Managing Director at White.net

Technical SEO & Content  
Marketing

Range of brands – Luxury, Travel,  
Retail

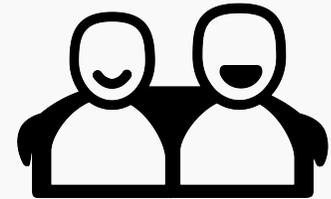
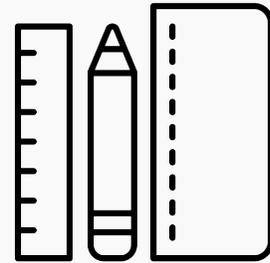
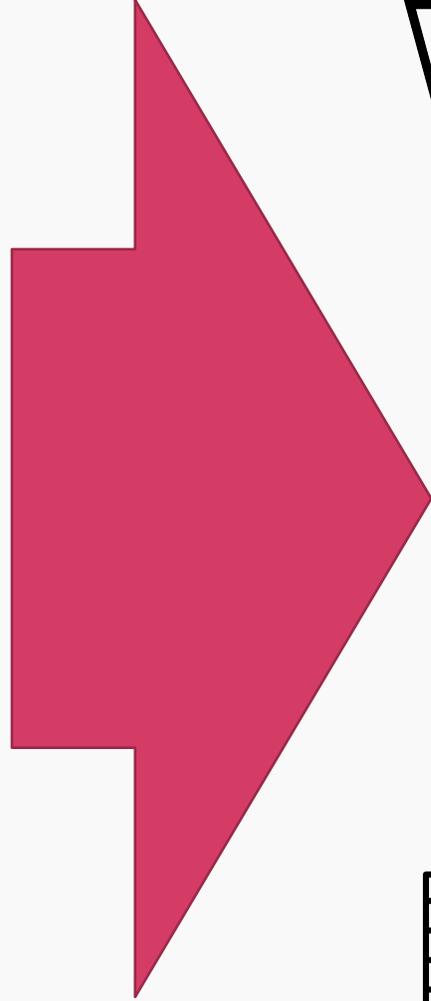
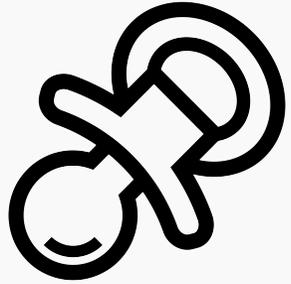
**“SEO is  
Dead”**

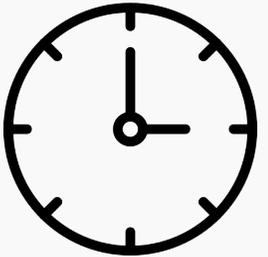
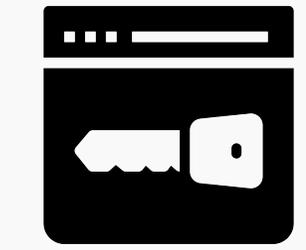
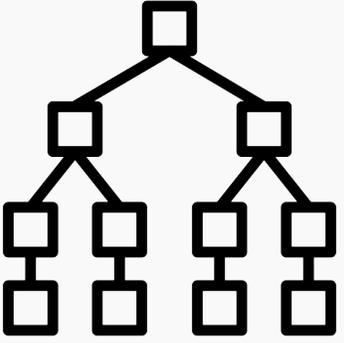
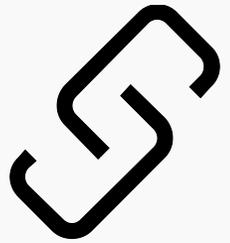
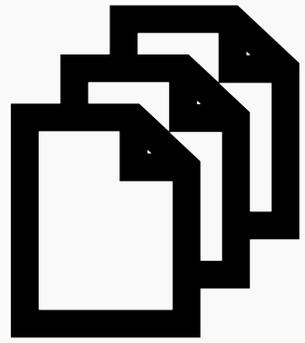
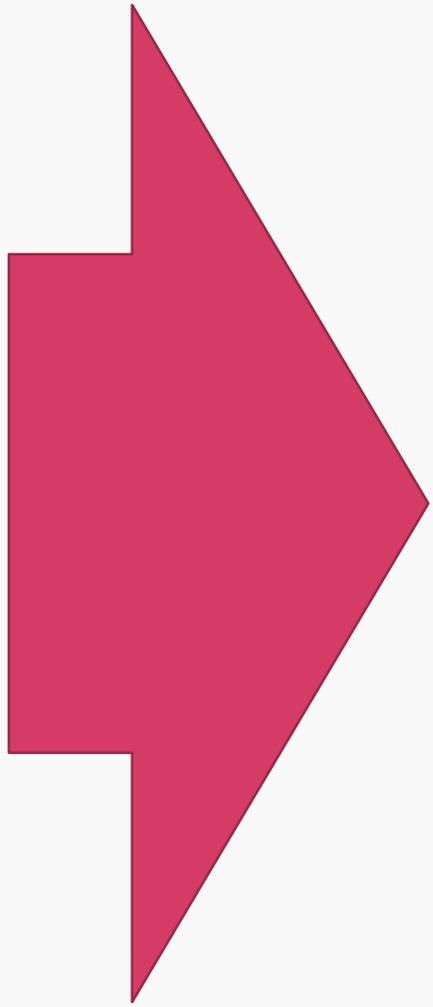
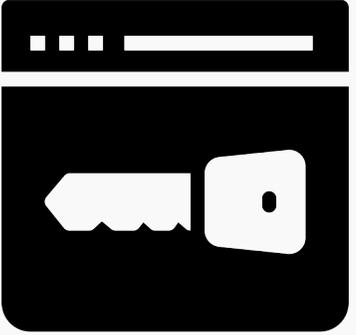
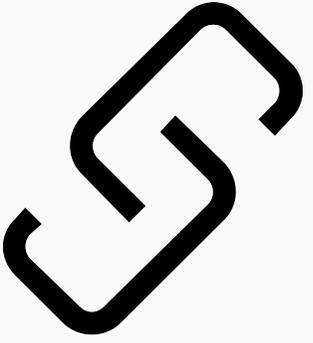


We are all still  
employed, so  
it's probably  
not... (unless we all missed a big memo)

SEO is  
in its  
infancy







Google is  
only 19  
years old

It wasn't until  
**Amazon** was 19  
that it started  
offering streaming  
services

This was what  
**Apple** made at  
age 19...



# Apple



# This was their website

May 8, 1998

Hot News Headlines

Pro. Go. Whoa. A Strategy as Simple as the Macintosh.



Pro.

Creative professionals, meet your match.



Go.

We rewrote the book on mobile computing.



Whoa.

It's okay, you don't have to say anything.

The Apple Store

Hot News

Products

Design & Publishing

Developer

About Apple

Support

Education

Where to Buy



Find:

Shortcut

Search

Things  
change a lot  
as we age.

“

The perfect search engine would really understand whatever your need is. It would understand everything in the world deeply, give you back kind of exactly what you need.

”

*Larry Page, Co-Founder and CEO, Google*

“ The perfect search engine would really understand whatever **your** need is. It would understand everything in the world deeply, give **you** back kind of exactly what **you** need. ”

*Larry Page, Co-Founder and CEO, Google*

Who is

'You'?



Google is  
changing for  
consumers

# How do we survive?

---

**Stop  
measuring  
only traffic  
and  
rankings**

**Don't look  
at single  
keywords  
in total  
isolation**

**Expand  
research  
beyond  
search  
volumes**

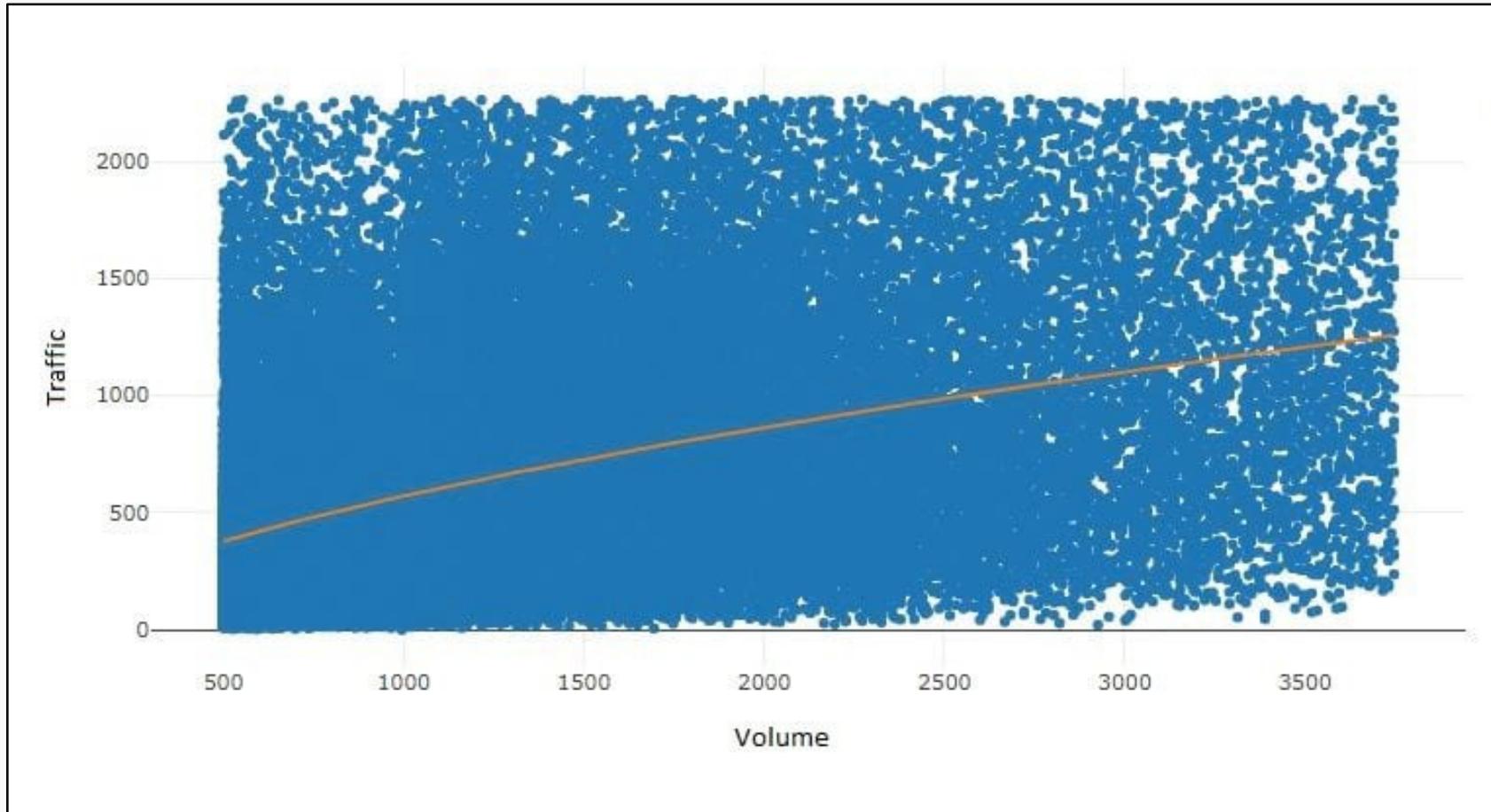
**Build your  
brand, not  
just a  
website for  
SEO**

**Use  
structured  
data to  
own  
position 0**

Stop  
Measuring  
Only Traffic  
and Rankings



Sometimes high traffic is the result of being the top page ranking...



...but only when there's not a clear answer that you could take from the SERPs.

Keyword	Search Vol	Total Traffic	Page
pustule	14,000	1,350	webmd.com
intemperate	6,000	289	dictionary.com
equiangular	3,600	92	wikipedia.org
december in spanish	3,500	135	spanishdict.com

# High Rankings



# High Traffic

# High Traffic



# High Revenue

# How do I measure that?!?

Chart your rankings against average traffic

Track answer boxes and new SERP displays

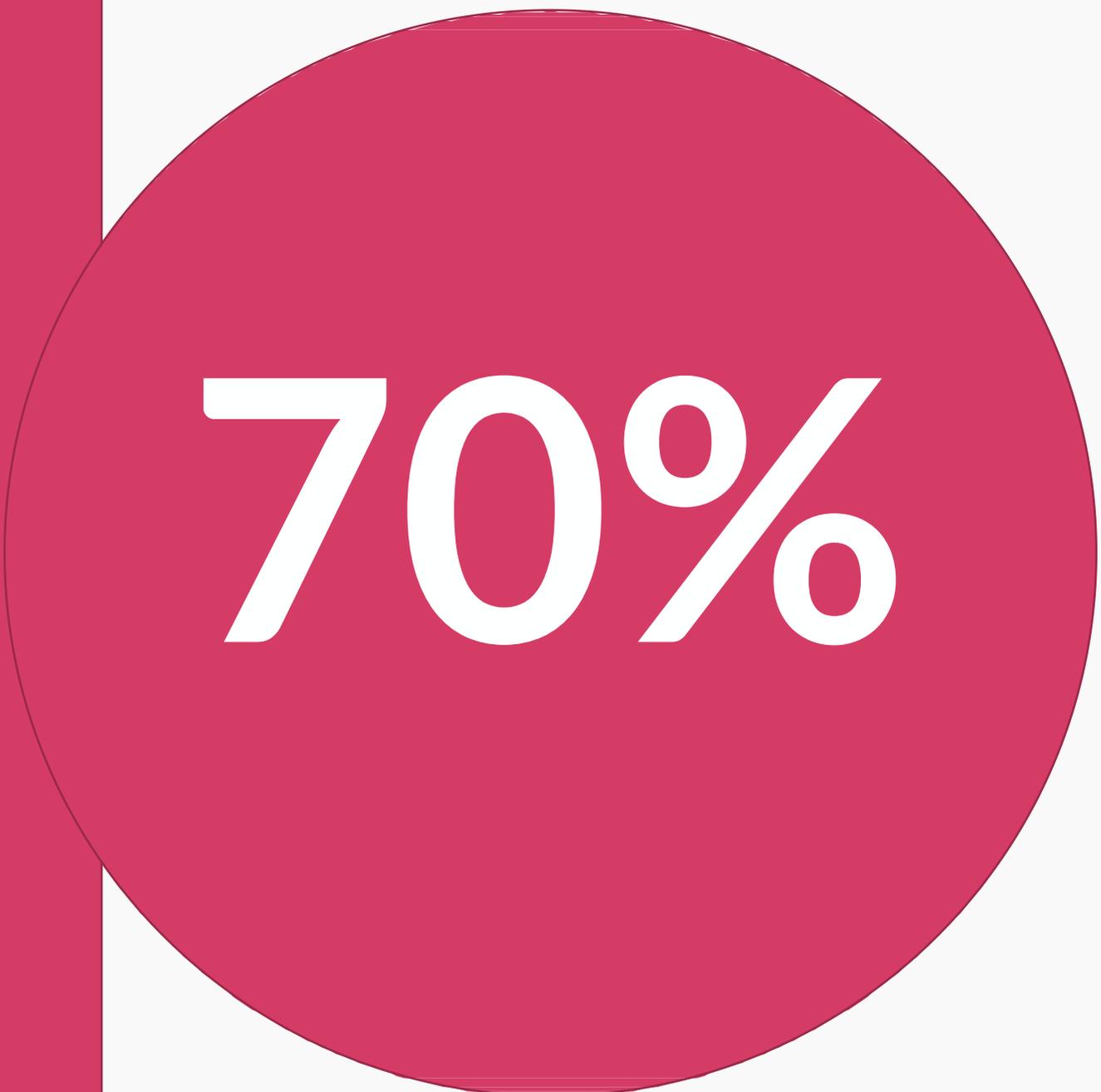
Content groupings around informational/transactional pages

**Don't look  
at singular  
keywords**



**61%**

**increase in  
who/what/  
where/how  
searches**



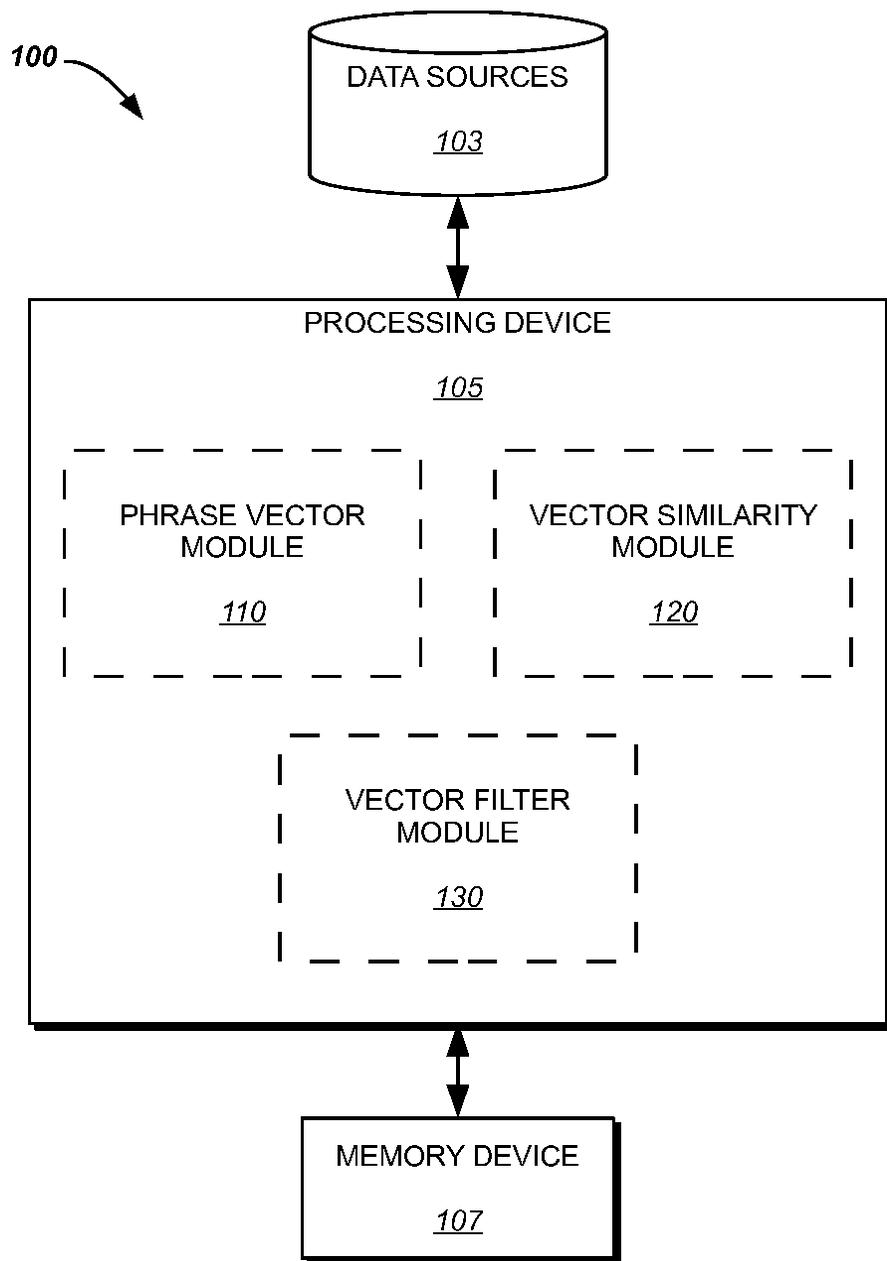
**70%**

**searches  
are  
performed  
in natural  
language**

**1.** It's not

**1999**

**anymore**

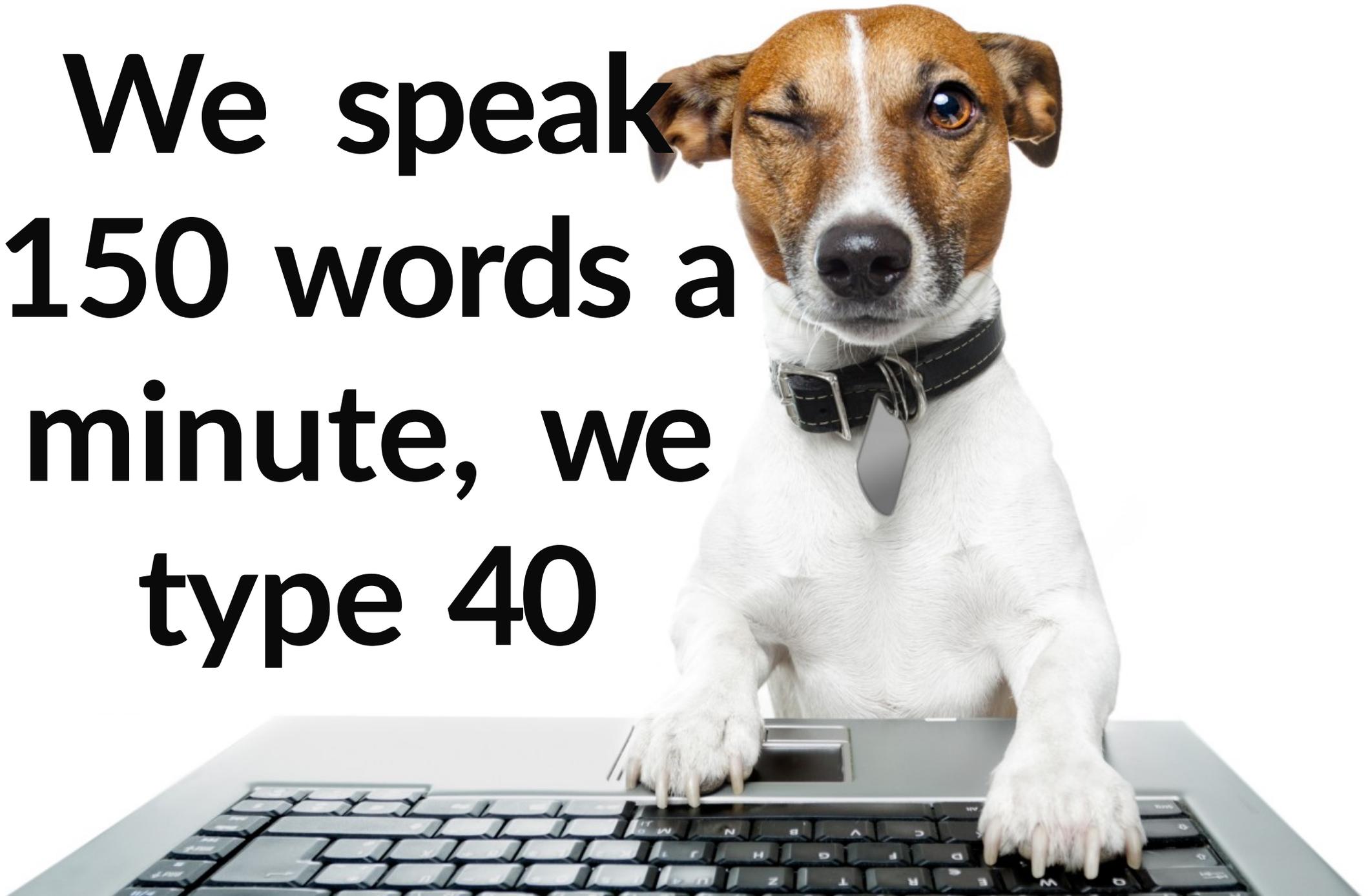


**FIG. 1**

A system for synonym generation and/or identification can be utilized to make a search engine more effective in finding relevant search results. In embodiments, a synonym generation system includes a phrase vector module, a vector similarity module, and a vector filter module. Candidate synonym phrase pairs are selected from data sources for analysis. Data sources may include a log of search queries, a corpus of web text, and a set of merchant descriptions of products. The data sources may be analyzed with respect to the phrase pairs to generate vector representations of the phrase pairs. The vector representations may then be analyzed to determine a similarity vector. The similarity vector allows the synonym generation system to filter synonyms from the candidate phrase pairs.

**2.** Voice search  
uses a lot **more**  
words

**We speak  
150 words a  
minute, we  
type 40**



**3.** More words  
**means** a clearer  
intent

how do i do seo



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About 271,000,000 results (0.44 seconds)

## 21 Essential SEO Tips & Techniques

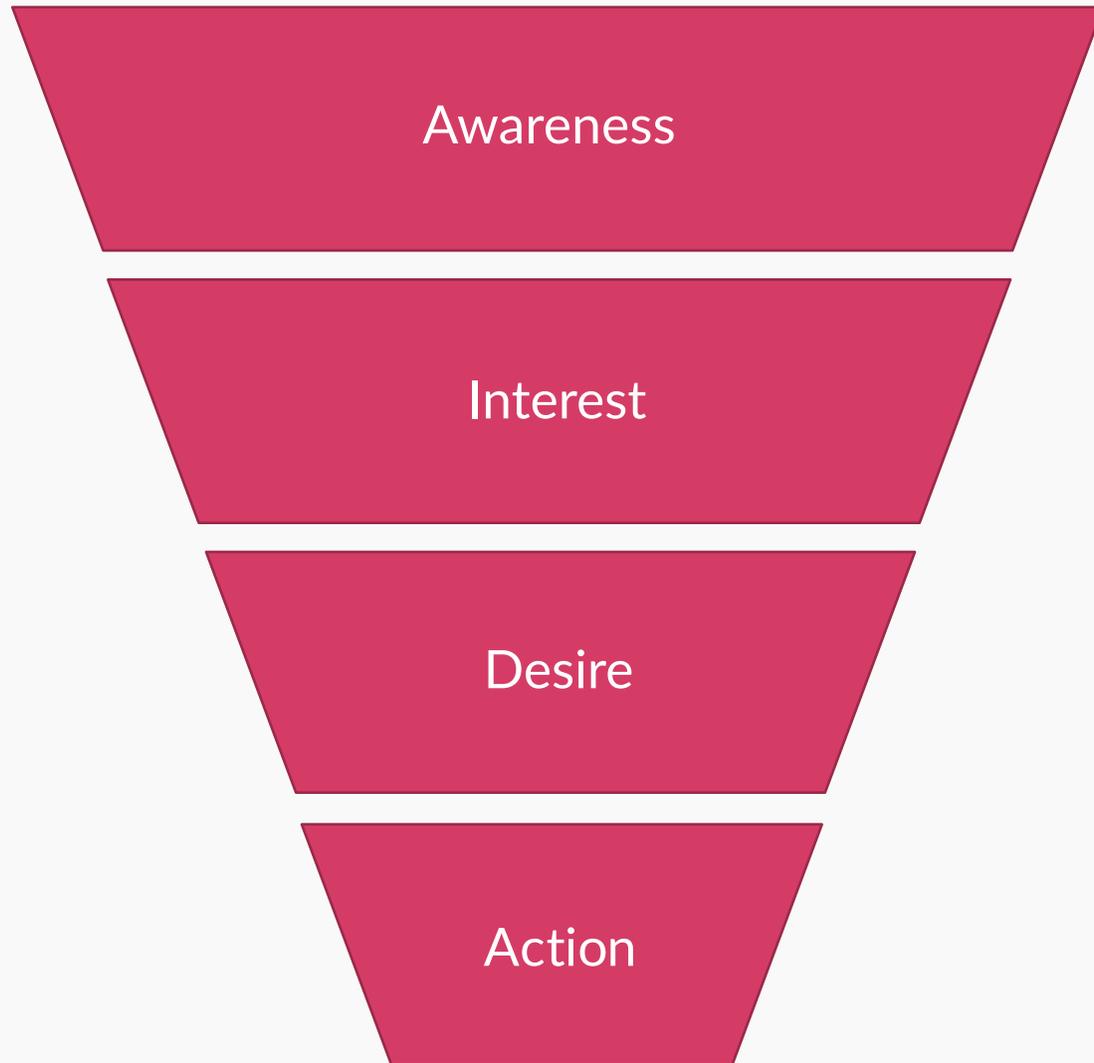
1. Commit yourself to the process. SEO isn't a one-time event. ...
2. Be patient. SEO isn't about instant gratification. ...
3. Ask a lot of questions when hiring an SEO company. ...
4. Become a student of SEO. ...
5. Have web analytics in place at the start. ...
6. Build a great web site. ...
7. Include a site map page. ...
8. 8. Make SEO-friendly URLs.

More items...

[21 Essential SEO Tips & Techniques - Search Engine Land](https://searchengineland.com/21-essential-seo-tips-techniques-11580)

<https://searchengineland.com/21-essential-seo-tips-techniques-11580>

# How do I measure that?!?



Understand  
performance by  
purchase funnel as  
content groupings,  
not site folder

A network diagram consisting of numerous small, dark, spherical nodes connected by thin, colored lines. The nodes are arranged in a complex, interconnected pattern. The connections are color-coded, with a prominent orange-red network in the center, a purple network in the lower right, and a green network in the upper right. The background is a light, neutral color.

**Expand  
beyond just  
search  
volumes**

There is no such  
thing as **accurate**  
search volume

Keyword	Search Volume
cheap windows laptops	2,900
cheapest windows laptops	2,900
cheap windows lapptop	2,900
windows laptop cheap	2,900

## Fixing Google's Aggregation of Search Volumes

Google Keyword Planner states that it groups the search volume of plurals, abbreviations, misspellings of words and the search volume of keywords where the ordering of words is different. It ignores stop-words. When you're analysing the search volume of a list of keywords, and have multiple versions of the same keyword in your list, this can lead to total search volumes being markedly overstated. This tool stems/lemmatizes keywords, sorts words within each query alphabetically whilst fixing misspellings, removing stop-words and shortening common abbreviations to create a 'canonical' version of each query. This can then be used to calculate a much truer search volume for your keyword list. More details on the process [here](#).

Type (or copy/paste) keywords here

Clean

People  
sometimes do  
more than  
search; why?

### How do I do SEO for French keyword?

Answer 1 of 9 · View All

Ashish Tripathi, Online Marketer, SEO Analyst, Expert in Google

Analytics. — French is the sixth-biggest language with an incredibly low penetration rate of just 10% according to Internet Wor... [\(more\)](#)

### How do I do SEO for an e-commerce website? What is the process like in detail?

Answer 1 of 8 · View All

Avik Munshi, Managing Partner (2017-present) — Go to Inbound Marketing and SEO Software, Made Easy and refer to their SEO guide, it has everything you need to know and you can always use their tools ... cheers...! [\(more\)](#)

### How do I do SEO competition analysis and

Answer 1 of 10 · View All

Aadhya C, works at Search Engine Optimization — In this article, you'll discover how actually competitive analysis is helpful, how to perform competitive research in order to get a complete clarity on realistic and cohes... [\(more\)](#)

### How can we do SEO for a startup classified site?

### How do I do SEO for a search engine like wikipedia.com, How do I do SEO for it?

Answer 1 of 3 · View All

Vijay Gaur, Digital Marketing: Bringing out ... [\(more\)](#)

Businesses — Thanks for A2A. If you really have a search engine like Google, you don't go for just SEO for it, but deploy complete marketing strategy (including Digital Marketing) for ... [\(more\)](#)

Joshua Dance, I'm an entrepreneur, athlete and programmer. — SEO as traditionally done is less effective after Panda. One thing that Google will always reward is content. Write in-depth valuable guides about your various verticals

What  
**emotion** do  
these people  
feel?



site:seroundtable.com "reputation management" AND SEO



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About 126 results (0.3

3 Sep 2015 - Filed Under **SEO - Search Engine Optimization** ... SEOs and ORMs (Online Reputation Management experts) are fielding calls at a rapid pace ...

### [An SEO Goes To Federal Prison For 37 Months For SEO Fraud](https://www.seroundtable.com/an-seo-goes-to-federal-prison-for-37-months-for-seo-fraud.html)

<https://www.seroundtable.com/an-seo-goes-to-federal-prison-for-37-months-for-seo-fraud.html>

6 Jan 2016 - In November 2009, GE entered into a contract with Stanley to manage its **reputation management**. Stanley was hired because of his ...

### [Offline To Online Reputation Management Via NY Times](https://www.seroundtable.com/offline-to-online-reputation-management-via-ny-times.html)

<https://www.seroundtable.com/offline-to-online-reputation-management-via-ny-times.html>

9 Apr 2015 - LOL: Offline To Online Reputation Management Via NY Times - **SEO Plugin** May Negatively Affect Ranking: Requires ...

### [Fake Online Reviews Lead To Heavy Fines For Some SEOs](https://www.seroundtable.com/seofine-reviews-17421.html)

<https://www.seroundtable.com/seofine-reviews-17421.html>

25 Sep 2013 - **SEO Companies** Fined For Fake Online Reviews ... ("SEOs use **reputation management** as part of their services.

### [SEO, Meet SMM - Search Engine Roundtable](https://www.seroundtable.com/archives/013704.html)

<https://www.seroundtable.com/archives/013704.html>

4 Jun 2007 - **SEO, Meet SMM** Moderated by Danny Sullivan Presented at PubCon 2010: Reputation Management: Monitoring Your Brand Online (down negative content in **reputation management** cases.) ...

### [PubCon 2010: Reputation Management: Monitoring Your Brand Online](https://www.seroundtable.com/pubcon-2010-reputation-management-monitoring-your-brand-online.html)

- Open Link in New Tab
- Open Link in New Window
- Open Link in Incognito Window

- Save Link As...
- Copy Link Address

- Copy
- Search Google for "An SEO Goes To Federal Prison For 37 Months For SEO Fraud"
- Print...

Get Similar (Data Miner)

Go to JavaScript settings

Hootsuite Hootlet

LastPass

Save To Pocket

Inspect

Speech

Add to iTunes as a Spoken Track

# How do I measure that?!?

Use  
'canonical  
keywords'  
in  
forecasts

Look for  
trends in  
volume  
changes,  
not  
absolutes

Use a  
combinati  
on of  
metrics,  
not a  
single one



# Use Structured Data

“A standardized format for providing information about a page and classifying the page content.”

best truck 2018



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Cars > Pickup truck > 2018

2018 Ford F-150

MSRP from \$27,610



2018 Chevrolet Silver...

MSRP from \$28,300



2018 Nissan Tit...

MSRP from \$30,000

2018 RAM 1500

MSRP from \$27,095



2018 Toyota Tacoma

MSRP from \$25,200



2018 Honda Ric...

MSRP from \$29,000

2018 Chevrolet Color...

MSRP from \$20,200



2018 Toyota Tundra

MSRP from \$31,120



2018 GMC Sierr...

MSRP from \$29,000

advertising prices



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About 659,000,000 results (0.64 seconds)

### National TV Advertising

Setup Cost	\$63,000 to \$8 million
Cost of Media	Average of approx. <b>\$342,000</b> per 30 second ad
Cost to Continue	Cost of media + agency hourly rate
Demographic Served	Anyone watching TV

4 more rows

[The Cost of Advertising Nationally Broken Down by Medium](https://www.webpagefx.com/.../the-cost-of-advertising-nationally-broken-down-by-med...)

<https://www.webpagefx.com/.../the-cost-of-advertising-nationally-broken-down-by-med...>



date in london



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Answered in 0.19 seconds

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[Ad] [www.yourtravelmates.com/](http://www.yourtravelmates.com/)

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Show all results >

**Zero Search Results**

Either we help Google  
to **understand** our  
sites, or we accept we  
won't get these types  
of results

# How do I measure that?!?

Identify  
schema  
used by  
those  
already  
ranking

Test  
performance  
of pages  
against  
each other

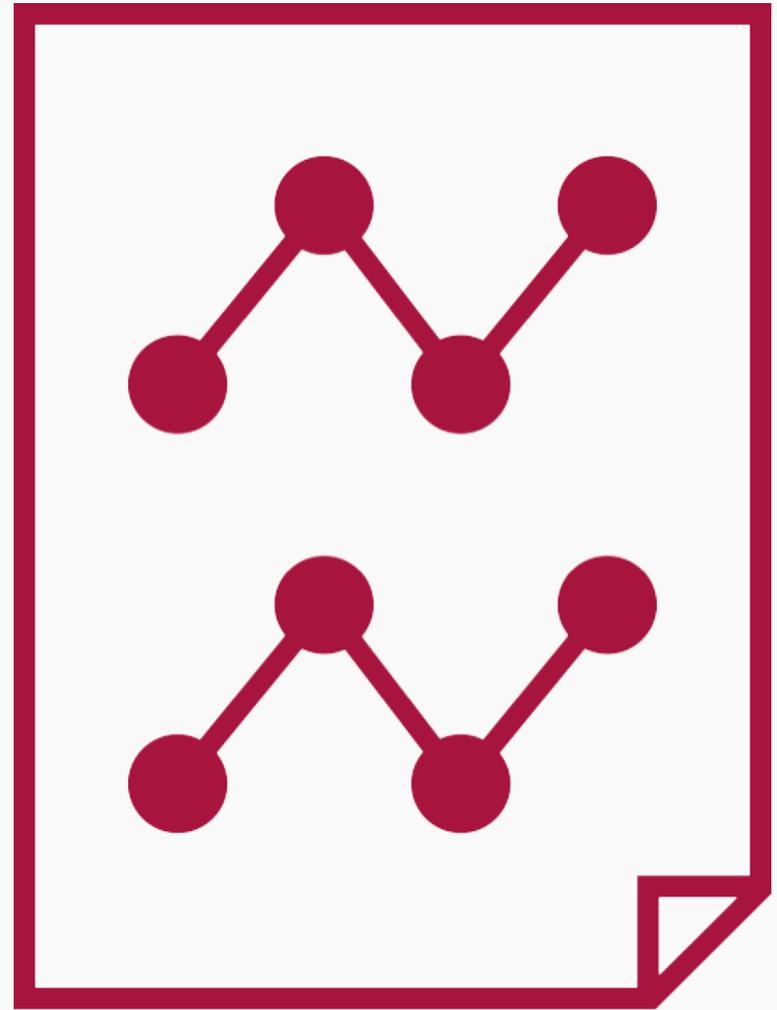
Don't.  
Accept  
this is  
simply the  
future of  
Google



**Build a  
Brand, not  
just a site  
for SEO**

The majority of metrics  
struggled to predict  
more than 15% of the  
ranking positions

**What is it  
we can't  
quantify?**



Now think  
about voice  
search

**Products are the  
same/similar**

**Price is the same**

**Next day delivery on all**

**Why choose you?**

**Demonstrable  
evidence you  
are the  
preferred brand**

# Make people...



**...about your brand.**

# How do I measure that?!?

[Brand] +  
[Product]  
search  
volume

Brand  
recognition  
surveys

CTR vs.  
Average  
Position

# Final Thoughts



# Keywords



# Rankings



# Traffic



# Conversions

# Keywords



# Rankings



# Traffic



# Conversions

Conversational search  
Algorithm changes

More time in SERP  
Knowledge Graph  
Voice Search

eBay Amazon  
Delivery expectations  
Price Comparison

Rankings and traffic are no longer the best sign of success

Structured data helps understand us as an entity

Changes in search means we now know more about intent

So, we need to look at more than search volumes to meet that intent

That entity helps us be a **BRAND** which helps solve all the other problems

1



Do not rely on  
individual  
metrics in  
isolation

2



Use data that  
can be  
compared  
competitively &  
spot trends

3



**Prioritize**

**people and user**

**experience**

**over pure SEO**

# Thank you!



Hannah Thorpe | White.net

 @HannahJThorpe