



Navigating the Future of Content: Best Practices for SEO and E-E-A-T

Agenda



Presentation duration

30 Minutes



Speakers

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at Conductor

- SEO Trends for Media, Content & Blog Sites in 2025
- Content strategy best practices
 - Pillars of a Solid Content Strategy
 - The Customer Journey
 - E-E-A-T & SGE Readiness
- SERP rich result types
- Conclusion

Content SEO Trends in 2025

AI-Powered Search and Content Creation

AI is changing the way search engines understand content and serve it to users.



Leverage AI to analyze search intent and optimize content to stay relevant.

Focus on Content Quality & E-E-A-T

Search engines increasingly prioritize content that demonstrates experience, expertise, authoritativeness, and trustworthiness.



Establish credibility and trust through high-quality, expert-driven content.

Sophisticated User Intent Matching

Search engines are becoming better at interpreting the meaning behind queries, and content that aligns perfectly with user needs will rank higher.



Focus on truly understanding user needs and providing content that satisfies those needs comprehensively.

Content Strategy Best Practices

Pillars of a Solid Content Strategy

Audience Alignment

- Define 2-3 audience segments and gather a list of goals and challenges those segments have.
- Align with the ways they consume content (i.e., platform and format).
- Examine the type of content that performs well with your audience on your site and your competitors' sites.
- Use E-E-A-T principles to help you build trust with your audience.

Business Alignment

- Map the overarching business goals to specific initiatives in your content plan.
- Map your KPIs to the overarching business KPIs, this ensures buy in from stakeholders.
- Establish your brand message and voice to be consistent with the business.

Detailed Plan

- Establish information architecture & content clusters that will help you derive each content piece.
- Identify assets that will be needed to satisfy your audience and be competitive in your space.
- Create a content calendar that identifies creators and task owners.

Performance Tracking

- Define KPIs to measure your content's performance against your targets.
- Define leading & lagging metrics to help you track progressive growth.
- Be willing to adjust your approach or revisit content based on results.

Business Alignment: Map your KPIs to the overarching business KPIs

Business Goals	Generate Leads			Gain Market Share			Grow SEO Channel		
Website Goals	Get organic traffic			Outrank competitors on SERPs			Generate organic revenue		
KPIs	<ul style="list-style-type: none"> Ranking keywords Click-through rate of organic traffic Organic traffic (users) 			<ul style="list-style-type: none"> Average Non-branded Position Total Non-branded Impressions Total Non-branded Clicks 			<ul style="list-style-type: none"> Transactions from organic traffic Conversion rate of organic traffic Revenue from organic traffic 		
Targets		At 6 months (YoY)	At 12 months (YoY)		At 6 months (YoY)	At 12 months (YoY)		At 6 months (YoY)	At 12 months (YoY)
	Ranking keywords	XXXX	XXXX	Avg Non-branded Position	XXXX	XXXX	Transactions	XXXX	XXXX
	CTR	XXXX	XXXX	Total Non-branded Impressions	XXXX	XXXX	CVR	XXXX	XXXX
	Users	XXXX	XXXX	Total Non-branded Clicks	XXXX	XXXX	Revenue	XXXX	XXXX

Detailed Content Plan: Develop a Cohesive Information Architecture

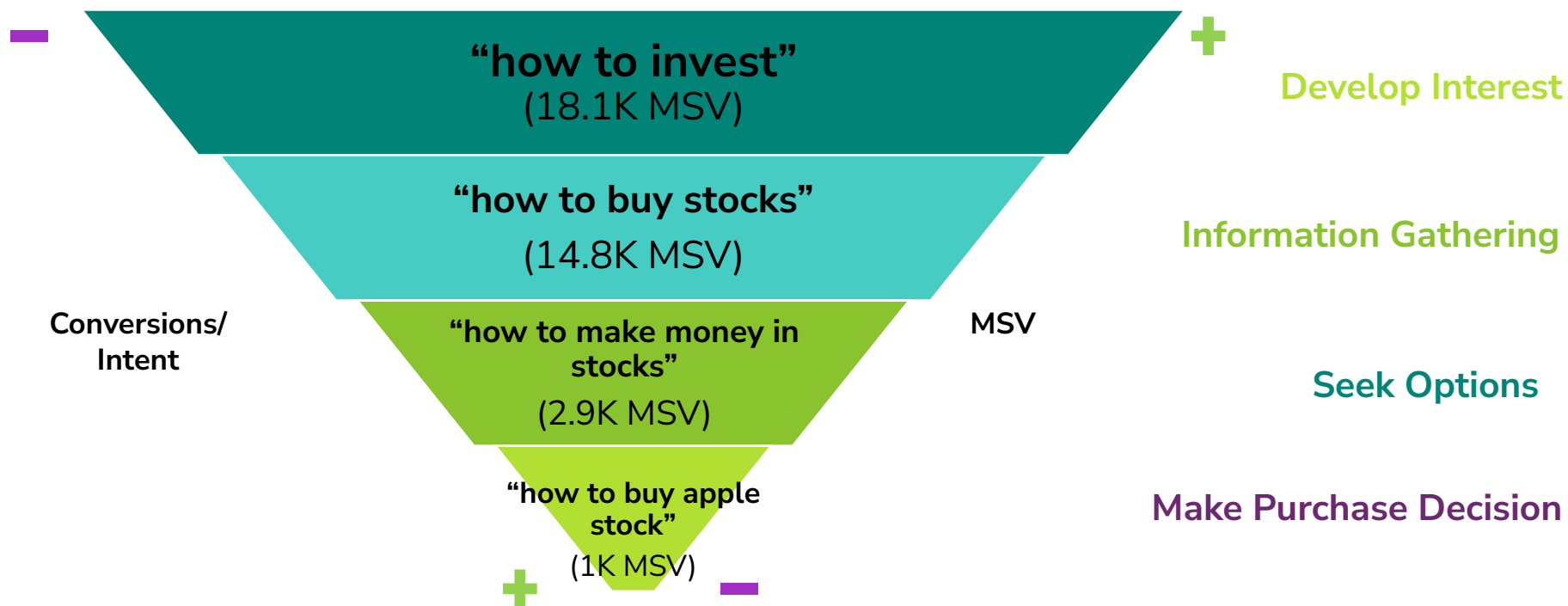
- Strategically develop information architecture based on audience needs.
 - Build subfolders to house content based on your information architecture.
 - Align priorities with search demand.
- Develop topic clusters consisting of a pillar content piece & supporting pages.
 - Develop 3-10 content pieces per cluster depending on the breadth & depth of the topic.

Content Subfolder	Child Subfolder	URL or Future URL	Topic Cluster	Type	Target Keyword	MSV
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/bathroom-decor-ideas/	Bathroom Ideas & Tips	Topic Pillar	bathroom decor ideas	27100
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/small-bathroom-ideas/	Bathroom Ideas & Tips	Blog	small bathroom ideas	49500
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/powder-room-ideas/	Bathroom Ideas & Tips	Blog	powder room ideas	8100
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/bathroom-vanity-ideas/	Bathroom Ideas & Tips	Blog	bathroom vanity ideas	5400
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/bathroom-wall-decor-ideas/	Bathroom Ideas & Tips	Blog	bathroom wall decor ideas	2400
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/bathroom-colors-ideas/	Bathroom Ideas & Tips	Blog	bathroom colors ideas	2400
Ideas and Tips	Home Decor	/ideas-and-tips/home-decor/how-to-organize-a-bathroom/	Bathroom Ideas & Tips	Blog	how to organize a bathroom	720
Ideas and Tips	Furniture	/ideas-and-tips/furniture/room-divider-ideas/	Furniture Ideas & Tips	Blog	room divider ideas	18100
Ideas and Tips	Furniture	/ideas-and-tips/furniture/living-room-furniture-ideas/	Furniture Ideas & Tips	Topic Pillar	living room furniture ideas	5400
Ideas and Tips	Furniture	/ideas-and-tips/furniture/bedroom-furniture-ideas/	Furniture Ideas & Tips	Blog	bedroom furniture ideas	5400
Ideas and Tips	Furniture	/ideas-and-tips/furniture/how-to-make-a-small-room-look-bigger/	Furniture Ideas & Tips	Blog	how to make a small room look bigger	1300
Ideas and Tips	Furniture	/ideas-and-tips/furniture/entryway-furniture-ideas/	Furniture Ideas & Tips	Blog	entryway furniture ideas	880
Ideas and Tips	Furniture	/ideas-and-tips/furniture/living-furniture-layout-ideas/	Furniture Ideas & Tips	Blog	living furniture layout ideas	590
Ideas and Tips	Furniture	/ideas-and-tips/furniture/bathroom-furniture-ideas/	Furniture Ideas & Tips	Blog	bathroom furniture ideas	590

The Customer Journey

Understanding the Searcher's Journey

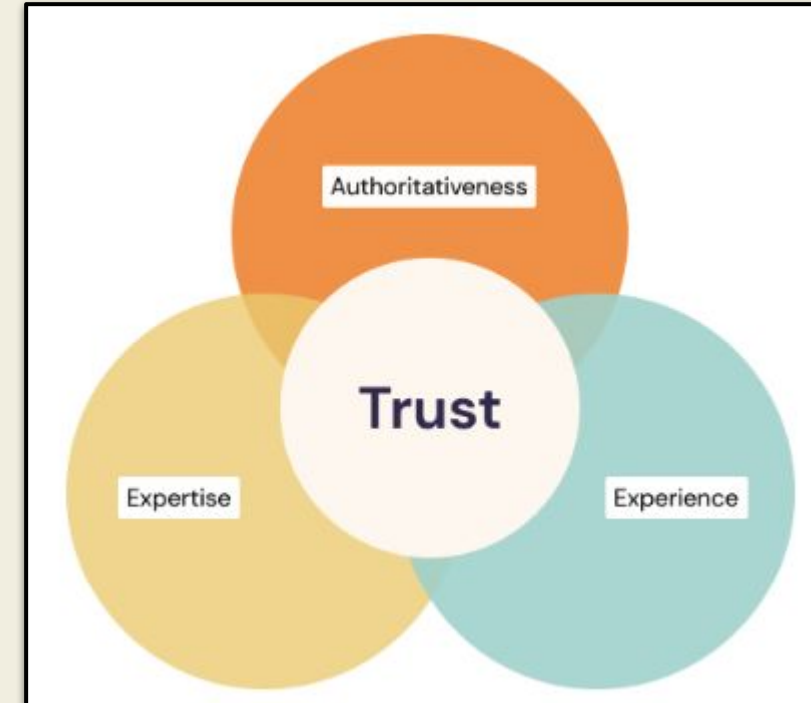
- Users search in a variety of ways to arrive at your content.
- By addressing each stage of their journey, we naturally align with their needs and have a higher chance of owning market share as they travel through stages of the journey.
- Understanding the customer journey allows us to establish topical authority and appeal to upper funnel audiences and be well positioned for bottom of funnel audiences.



E-E-A-T & SGE Readiness

Let's Break Down E-E-A-T

Experience	<ul style="list-style-type: none">● The content creator has first-hand experience● Trustworthiness & fulfillment of the page's purpose are achieved naturally when created by a person with first-hand experience.
Expertise	<ul style="list-style-type: none">● The content creator has the necessary knowledge or skill for the topic.● Different topics need different levels of expertise, (i.e., page on medical condition vs. a social media post meant to entertain)
Authority	<ul style="list-style-type: none">● The content creator (or website) is a known go-to source for the specific topic.● Examples: An ecommerce return policy page is the go-to source for related queries on their brand's return policy. An official gov't page is the go-to source for passport related queries.



Source: Google's Search Quality Rater's Guidelines

“The most important member at the center of the E-E-A-T family is Trust.”

How to assess your content for E-E-A-T



Foundational elements

- The content is **in-depth, specific, and helpful** to the human reading it.
- The content is not overly promotional.

Content is helpful



Who created the content?

- Is it **self-evident** to your visitors who authored your content?
- Is it clear to your visitors that the author is **someone worthy of the topic**?

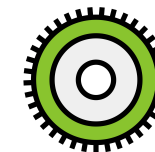
Authorship is self-evident and trustworthy



How was the content created?

Sharing **details about the processes** involved can help readers and visitors better understand how your unique piece of content was created.

Content process creation details are shared



Why was the content created?

The "why" is that you're **creating content to help people**, content that is useful to visitors. If you're doing this, you're aligning with E-E-A-T.

Purpose of the content is clearly to be helpful

Desired outcomes

Tactics to Strengthen E-E-A-T

Reviews & Mentions

- Get good reviews on external sites.
- Get mentioned on authoritative sites.

Content

- Align with your audience, answer the questions they are **already asking**.
- Provide **in-depth content** with diverse ways to consume the content (i.e., written, video, graphics).

Authorship

- Implement **Author boxes & bylines**.
- Develop **author pages** to be linked to from author boxes & bylines.
- Link to external profiles, such as LinkedIn profile pages.

Structured Data

- Demonstrate E-E-A-T throughout schema types on your site.
 - E.g., [Organization schema](#), with properties such as SameAs schema linking to social media profiles.
 - Use comprehensive [Article schema](#) with author information on applicable pages.
- Implement [ProfilePage schema](#) on author pages.

Technical Components for E-E-A-T & SGE preparedness

Strong Link Signals

- Fix any **broken links** and redirects across your site
- Evaluate your **backlink profile** - how do you stack up vs. competitors in the space?
- Check for **lost link equity** from broken external links.

Page Speed

- Review your Core Web Vitals and tackle any **low-hanging fruit**.
- Evaluate CWV at a **competitive level** to determine priority.

Solid Information Architecture

- Ensure that your content is easy to find and **linking is contextual**.
- Utilize navigation links and breadcrumbs to **guide users and search engines**.
- **Connect** top of funnel content to bottom of funnel content.

Quality over Quantity

- Develop each piece of content with **quality as your top priority**.
- Don't forget about your old content. **Review performance metrics** to determine your content optimization tactics.
- Know where you're going to **syndicate/promote** your content ahead of time.

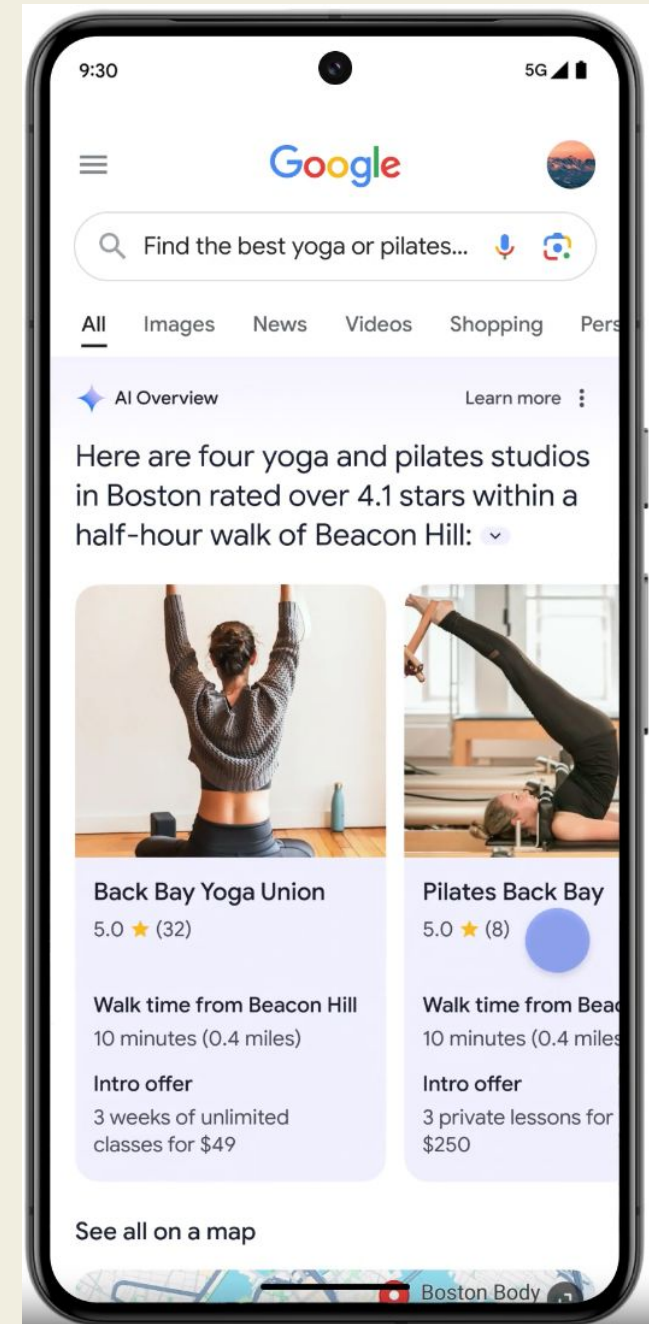
SERP Features & Google Products

AI Overviews (AIO)



Query: how do you clean a fabric sofa

Query: Find the best yoga or pilates studio in Boston and show me details on their intro offers and walking time from Beacon Hill



AI Organized Search Results

Query: create a 3 day meal plan for a group that is easy to prepare

The screenshot shows a Google search result for the query "create a 3 day meal plan for a group that is easy to prepare". The search bar contains the query, and the results show "About 1,650,000,000 results (1.54 seconds)". An "AI Overview" section is prominent, featuring a "Learn more" link and the text: "Here's a 3-day meal plan that is easy to prepare for a group:". Below this, "Day 1" is detailed with three recipe cards: "Berry Cherry Almond Overnight Oats" (4.9 stars, 245 minutes, Street Smart Nutrition), "Ultimate Club Sandwiches for a Crowd" (23 minutes, Lovely Little Kitchen), and "The Perfect Marinara Pasta (Super Quick and...)" (4.7 stars, 30 minutes, Valya's Taste of Home). Each card includes a "Replace" button. Below the cards, a "Breakfast" section describes a no-cook recipe using Greek yogurt, strawberries, blueberries, and almonds. "Day 2" is partially visible at the bottom, listing "Scrambled Eggs on Toast, Best Tossed Green Salad for a Crowd, Easy Basic Chicke...".

Query: what does the future of seo content

The screenshot shows a Google search result for the query "what does the future of seo content". The search bar contains the query, and the results show "About 1,650,000,000 results (1.54 seconds)". An "AI Overview" section is prominent, featuring a "Learn more" link and the text: "The future of SEO content will likely be heavily influenced by artificial intelligence, prioritizing user-centricity, high-quality content that demonstrates expertise, authority, and trustworthiness (E-E-A-T), with a strong focus on personalization, voice search optimization, and adapting to emerging technologies like visual search, while leveraging AI as a tool to enhance content creation and analysis, rather than solely generating content itself." Below this, "Key aspects of the future of SEO content:" is detailed with sections: "AI integration:", "User experience focus:", "Voice search optimization:", "Long-form, in-depth content:", "E-E-A-T emphasis:", "Visual search optimization:", "Content personalization:", "Data-driven approach:", and "Ethical AI usage:". A "Learn more" link is also present. On the right side, a vertical list of related articles is shown, including "The Future of SEO: How People Will Get Their Questions Answered...", "The Future of SEO: Trends and Predictions Experts Say Look...", "The future of SEO in an AI-powered world - Search Engine Land", "The Future of SEO: Predictions and Strategies for 2024 - LinkedIn", "The Future of SEO: Industry Insights and Predictions", "The Future of SEO [2024 Guide] - augmented reality - Boostability", and "The Future of SEO: Trends Shaping Digital Marketing".

Conclusion

Tactics for SEO Success in 2025

Leverage AI for Content Optimization

- Use AI capabilities to quickly rewrite headlines and metadata.
- Use AI to analyze competitor content and find opportunities to outperform them.
- Use AI to brainstorm new content ideas via audience analysis.

Focus on Topical Authority

- Build content clusters to establish niche authority and use strategic interlinking.
- Create long-form guides with related links to signal expertise and enhance topic coverage.
- Regularly update cornerstone content to maintain relevance and authority.

Improve Search Intent Fulfillment

- Ensure content meets user intent by providing clear answers and tailoring pages to specific user needs.
- Address user needs at each stage with tailored content and actionable next steps.
- Add interactive elements like calculators or tools to fulfill user needs and boost dwell time.

Embrace Emerging Search Technologies

- Optimize content for AI-powered search tools by structuring it to answer queries clearly and concisely.
- Use schema markup to prepare content for featured snippets, and AI-driven search interfaces.

Questions?

THANK YOU!