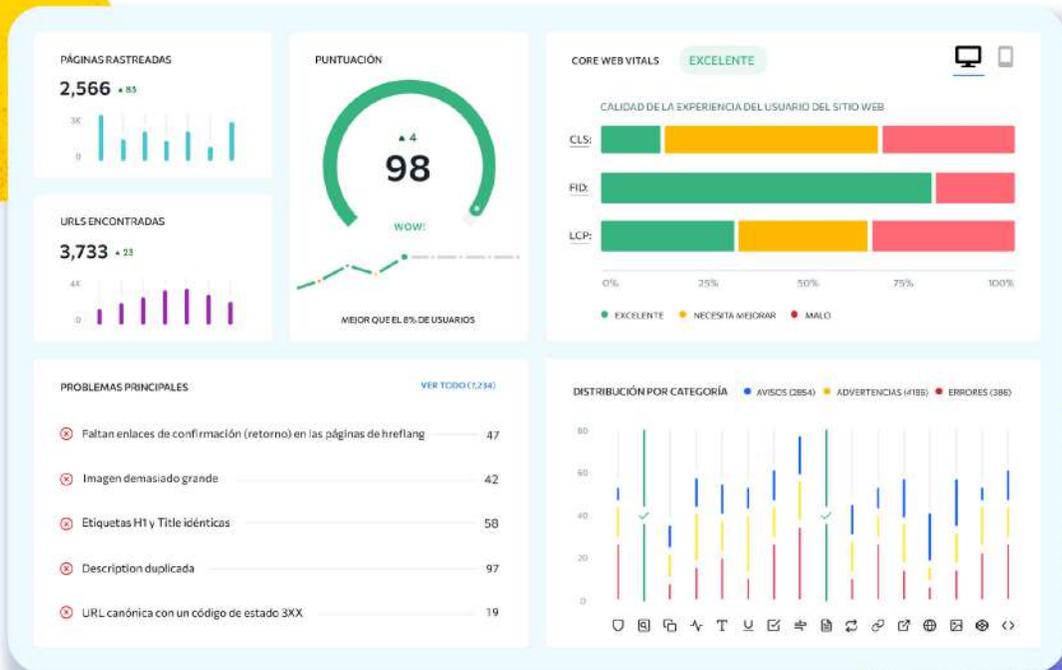


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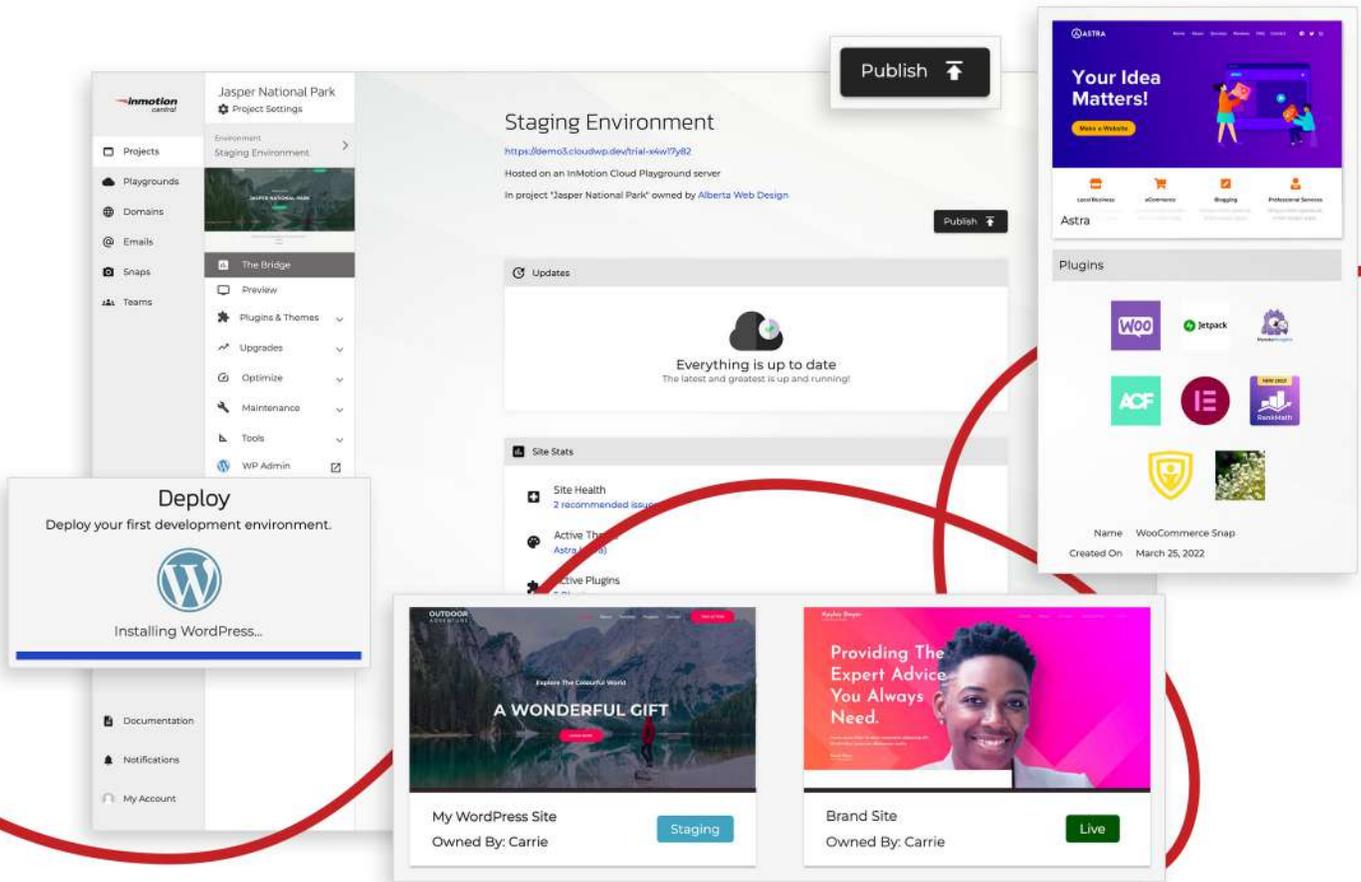
# SEO TRENDS 2023

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# Introduction

SEO has been through a lot over the last couple of years. Digital marketing went through a massive growth phase during the height of the pandemic, and it seems like we're whiplashing straight into a recession.

High-profile layoffs have shaken growth expectations. If you read our State Of SEO report, you know that some SEO professionals are struggling to prove ROI while facing challenges from lacking resources.

On the other hand, many SEO professionals and brands do expect to see growth in their budgets and performance. With the right approach, this is achievable.

The way consumers interact with search and the web in general changes, but as long as humans need to find things, SEO will be necessary. A high-growth phase may be coming to an end, but as the dust settles, there will be new opportunities in search.

To get a sense of the direction of the SEO industry going into next year, we asked 24 SEO experts what trends they think will be most important.

Some of the most popular topics the experts mentioned include:

- Technological advances in AI are likely to make big impacts in the next year.
- Rich and no-click results will continue to cause performance disruptions.
- Focusing too much on tweaks, trends, and individual updates can be a trap. Don't get lost in the weeds, and remember the SEO fundamental rule: Serve the user.



**Loren Baker**

Founder,  
Search Engine Journal

Just like the PPC Trends ebook, you'll notice the trends are organized by topic this year. Each section begins with a summary of what each expert had to say, so feel free to browse for topics and responses most interesting to you.

As always, you can get in touch at [editor@searchenginejournal.com](mailto:editor@searchenginejournal.com). If you have burning questions that the experts didn't address, you can submit them to [Ask An SEO](#), and an SEJ expert contributor may answer them in a future article.

# Editor's Note

While I was editing SEO Trends 2023, a noticeable difference struck me between this ebook and the PPC Trends ebook that we just released.

In PPC Trends, most of the experts had two or three significantly different trends to talk about. I spent a lot of time cutting their quotes into blocks that I could move around and arrange by topic.



**Ben Steele**

Senior Editor, Ebooks,  
Search Engine Journal

SEO experts, for the most part, had narrower responses, choosing to focus on one topic or closely related topics.

I don't think either result is better or worse. In PPC Trends, a lot of the work was in organizing the information. For this ebook, the information was a little more difficult to categorize and organize.

SEO is infamous for being a nebulous discipline with blurred boundaries between different areas of practice and digital marketing disciplines. I think that explains why some of the responses were difficult to put into clear categories.

Some experts also warned that hyper-focusing on "trends" could be a trap in SEO, and addressing the quality of your research and website will always be the best path forward.

There was one thing that didn't change between these two ebooks. Just as with PPC, it was a pleasure – and a highlight of my year – to get in touch with each expert and add their insights to this book. Thank you for your contributions.

All my best,

Ben



# Rethinking Discoverability

What does it mean to get discovered online? Relationships between users and search platforms are changing. I say search platforms, not search engines because being a platform seems to be what many of the bigger players want.

Google, for example, wants to serve you the information you need without you having to click out of SERPs. Amazon wants your attention for, well, everything. Meta wants a “verse” (and will make [huge sacrifices](#) to build it). It turns out that being the service people use to find and do things makes money. Shocker, I know.

But what’s the result when every device and every platform wants to be its own universe that takes up 100% of users’ attention?

So far, many experts see somewhat opposite results. User journeys are becoming more complex. They’re accessing content on multiple platforms, on multiple devices, often *at the same time*.

The journey between the immediacy of a need and the search for information is getting shorter, too. People can perform a search almost as immediately as a thought strikes them.

Discoverability in this landscape is complicated. You’ll notice several of the folks we reached out to recommended diversifying content, especially into video.

# Static Content Is Out. Interactivity & Experience Are The New Core

## Guide For 2023 Content Marketing Plans

By **Valentina Giraldo**,  
Marketing & Content Leader

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 **rockcontent**

In 2023, technology will continue to reinforce its human-focused solutions.

When it comes to content marketing, the focus in 2023 is shifting towards bringing experiences and interactions to the forefront, which will make the users feel that they are part of the content – not just passive observers of static content.

Static content is your traditional article. Interactivity can help tell stories in compelling ways and engage attention, where users might skim an article.

Not only will we need to implement outstanding SEO tactics, where quality is the key to getting that desired position on Google, but we'll also need to become an authority on a topic, provide an engaging experience, plus follow the Core Web Vitals guidelines by focusing on:

- Technology.
- User experience.
- Quality.
- Storytelling.

Consumers today have higher expectations because they are looking for real content capable of solving bigger problems, full of insights backed by data that only authorities can give, and created with memorable, positive experiences.

And thus, here is our tip for marketing strategies for next year.

No more static content: **interactive content is the north star that will guide us in 2023.**

Interactive content entertains the user, but it is a great, memorable way to answer and solve the user's questions and problems.

In the past years, we've studied, discovered, and tested top, successful, and new ways of **keeping the audience engaged and aware of your brand** for a long period of time.

In 2023, we recommend investing in content rooted in:

- Ebooks.
- Calculators.
- Infographics.
- Quizzes.
- Virtual reality.
- Artificial intelligence.
- Interactive content.

These are all great ways of implementing the 2023 content musts to help your users actively participate in finding solutions and insights from the authoritative information you can share.

Now is the time to look at 2023, considering interactivity and experience as the core for your content marketing plans.

# Users Are Everywhere All At Once: Build New Channels & Content Types

## Key Insights

Andrea Volpini, co-founder and CEO of WordLift, focused on the expanding types of human-computer interactions:

**“Triggers for a searcher journey set off from the physical world already. Google Lens is used more than 3 billion times per month by people worldwide.”**

Azeem Ahmad, digital marketing lead at Azeem Digital, wrote about the necessity of reaching users across multiple channels:

**“You need to try and get your business (and your website, of course) in front of someone who may be watching a TV while also holding a mobile phone in their hand. Think about your own behavior – how often are you engaging with ONE device, at ONE time?”**

Chris Haines, senior SEO specialist at Ahrefs, focused on video, and how Google is adjusting to user expectations driven by new social media platforms:

**“Using existing written content to create videos can allow you to deliver new content assets efficiently in a way that is cost-effective for your business.”**

Eli Schwartz, author of “Product-Led SEO,” focused on the rise of competitors to Google as a primary discovery platform:

**“This might be one of the first times in Google’s existence that it faced formidable competitors it couldn’t crush, and I think it’s safe to assume that it views this as a serious threat.”**

Jeannie Hill, digital marketing consultant & SEO at Hill Web Creations, wrote about the rising prominence of conversational search:

**“Long in beta, Google updated its Speakable markup documentation page on October 13, 2022. In our tests, we also discovered more sites now add this markup type.”**

Joel Mesherghi, senior SEO consultant at Builtvisible, wrote about Google transitioning from a reactive to a predictive model in how it interacts with users:

**“It looks like Google is becoming more of a predictive assistant rather than passive and waiting for the searcher to make all the moves. We, of course, see that experience on YouTube. However, Google Discover curates all different kinds of content, not just video.”**

Helen Pollitt, head of SEO at Car & Classic, advised that SEO professionals need to come out of their silos and integrate with broader marketing efforts:

**“SEO, as we know it, is evolving. We need to be looking at every touchpoint our audience has with our or our competitors’ brands and understanding which of those have a “search” element to them.”**

# Andrea Volpini

Co-Founder And CEO Of WordLift



## Prepare For A Future Of Dialogue And Multi-Device Experiences

SEO pros will need to focus more on the dialogic future of user interfaces, multimodality, and human-computer interactions.

Triggers for a searcher journey set off from the physical world already. Google Lens is used more than 3 billion times per month by people worldwide.

Google also continues to lead in the number of voice assistant users. Structured data helps us extend the searcher journey from traditional Search to [Google Assistant](#), but more and more, we will have to implement dedicated Assistant shortcuts and multi-device experiences.

# Azeem Ahmad

Digital Marketing Lead At  
Azeem Digital



## Release Content In Multiple Formats

The number one thing that I think businesses should consider this year is the fact that users aren't just idly sitting in front of a computer or holding a mobile/tablet device searching for your business.

You need to try and get your business (and your website, of course) in front of someone who may be watching a TV while also holding a mobile phone in their hand. Think about your own behavior – how often are you engaging with ONE device at ONE time?

In addition, remember that we're now living in an age where people are incredibly comfortable paying NOT to see ads. Your organic content needs to be even better than it was last year.

So, how do you strategize for this? In the same way that users are on multiple devices, your content should be in multiple formats.

I'm not suggesting you should write a piece of content, post it onto your site, and then read it for a podcast or record it for a video. Consider the behavior of your audience and how they consume content.

For example:

- Have a long-form article? Break down the four or five key points and turn them into infographics.
- Similarly, use those key points as video snippets for social channels and YouTube.
- Record audio snippets or appear on podcasts that you can repurpose elsewhere.

FORGET industry standard engagement benchmarks. You read that right.

Instead, use Google Analytics data to understand YOUR audience in the sense of:

- How far they scroll or engage with your website across devices.
- Watch time and engagements on videos and other media.

With the above information, you'll be able to understand how and where your audience engages with different types of content more effectively.

Imagine being able to report back to your business/your clients that you've been able to find out that users in France prefer to read all the way to the bottom of your website, but users in Italy don't get that far and prefer to consume via video instead, for example.

Finally, if you haven't already – get on board with GA4. You'll need it.

# Chris Haines

Senior SEO Specialist At Ahrefs



## Users Expect Video

Repurpose written content into video formats

The rise of video's prominence in the SERPs is hard to ignore now, and I expect this trend continue into 2023. The popularity of social media platforms like TikTok means that many people expect their content to be delivered in a short, digestible video format.

But what's the best way to take advantage of this trend for 2023?

Using existing written content to create videos can allow you to deliver new content assets efficiently in a way that is cost-effective for your business.

Look at your top-performing articles and consider which could be repurposed into video content. Videos could summarize key points or add visual aids.

Try to think of the total content experience for the user rather than different content types in their own silos.

# Eli Schwartz

Author Of “Product-Led SEO”



## Google Competitors Are Rising

Google rarely mentions competitors, but this past year, it shared that 40% of Gen Z prefers TikTok and Instagram search to Google.

This might be one of the first times in Google’s existence that it faced formidable competitors it couldn’t crush, and I think it’s safe to assume that it views this as a serious threat.

Therefore, I would build all of my predictions for where Google search will go in the next year off of this assumption. Google will redouble its efforts to bring Gen Z back.

For now, we know that Google has launched its own short video format on Youtube, and you can expect to see these videos appearing in search results. As Google learns from how users engage with this content, we might see even more videos appear in search results.

While most SEO product and marketing leaders are thinking about keywords and content to write, Google might end run this effort by caring less about this sort of content. The only way to thrive in this environment is to deeply understand your users and continue to create content of whatever type they love.

This is generally the best advice for SEO, but in 2023 we might see the entire paradigm of SEO shift more than ever.

# Jeannie Hill

Digital Marketing Consultant &  
SEO At Hill Web Creations



## **Search Snippets, Conversation, And Voice Will Lead The Way**

Searching for answers, and product information will become more conversational on the SERP.

This will expand the need for advanced SEO as a critical channel in the face of pressure to prioritize spending. Basing articles on search volume will fade further; ranking answers and product information will be about quality/trusted content that can trigger featured snippets and visual SERP results.

This may lead to easier wins for low and no-volume keyword searches when the content piece is unique, adds value, and qualifies for a rich result. Businesses facing a downturn will appreciate how SEO can alleviate direct cost channels.

Expect to see advances in voice search.

Long in beta, Google updated its Speakable markup documentation page on October 13, 2022. In our tests, we also discovered more sites now add this markup type.

Google Assistant also has new features that blend well with Google Maps marketing. It permits advanced SEOs to apply the integration of Google Assistant to custom applications that assist voice search.

# Joel Mesherghi

Senior SEO Consultant  
At Builtvisible



## Google Is Becoming More Predictive And Active Over Being Responsive And Passive

I think one of the more observational SEO trends of 2023 will be the ever-evolving 'social' nature of Google, particularly on mobile, and how that translates to different opportunities and challenges.

Although Gen Z using TikTok to search over Google seemed overbaked to me, it does look like Google is trying to "socialfy" the experience they deliver to better cater to the next generation of searchers.

We've already seen moves into this arena with Google Discover. Like key features of major social platforms such as Instagram, Google Discover personalizes content in a feed to align with users' interests.

What's interesting (and potentially scary) about Google Discover is that it can aggregate content ranging from articles, YouTube videos, and even commercial pages that you've previously viewed and suggest new content based on your search history all in one place. A searcher doesn't actively need to type something. The content comes straight to them.

It looks like Google is becoming more of a predictive assistant rather than passive and waiting for the searcher to make all the moves. We, of course, see that experience on YouTube. However, as mentioned earlier, Google Discover curates all different kinds of content, not just video.

Based on what we've seen with Google Discover and the likely continued "socialification" of the Google experience, I think SEO pros and businesses need to ensure they're creating content that reaches their audience at all potential touchpoints. That could mean different content formats, such as listicles, product reviews, and videos on YouTube.

If Google continues on this predictive path, that could distract people from discovering content the "traditional" way, as users are instead spoon-fed content. If you can create fully fledged content strategies that cater to different touchpoints, you'll be in a stronger position to osmose into a new, curated, and predictive world of search.

# Helen Pollitt

Head Of SEO At Car & Classic



## SEO Shouldn't Be Siloed, Embrace Emergent Platforms & Algorithms

In 2023, we need to stop limiting SEO strategies and tactics to just the traditional search and media engines. User journeys are widely accepted as being multi-channel, but our approach to SEO often begins and ends at Google products or their international equivalents.

We have already seen a trend of younger consumers searching for information and products through platforms like TikTok and Instagram. As SEO pros, we need to learn and embrace these algorithms in addition to the likes of Google, Baidu, and YouTube.

SEO, as we know it, is evolving. We need to be looking at every touchpoint our audience has with our or our competitors' brands and understanding which of those have a "search" element to them.

It might be that social media platforms sit outside of our purview. Perhaps our companies already have social teams to help utilize those channels. It is now more important than ever that SEO is not siloed from other channel marketing efforts. Our strategies need to align closely, especially with social media.

As SEO pros, we have years of experience understanding algorithms and how to benefit from them. We need to take that experience and turn it toward newer search engines. It may be that we are able to offer training to the teams that already work on these platforms. We're well-placed to help them understand algorithm updates or diagnose visibility drops.

We should make sure the skills we've honed over the years are applied to any relevant platforms with search functionality, which might help get our brand and content in front of more people.

Wondering why your SERP result isn't displaying the way you hoped it would?

It's no secret that Google is constantly changing the search landscape. In fact, Google is continuing to push updates that allow it to ignore your strategy-driven meta content and populate different titles and descriptions on SERPs automatically.

So, if you want to increase your search visibility and help your content stay within your SEO strategy, you should focus on well structured data and quality content.

# Structured Data And Quality Content: The Key Elements In Building A Robust SEO Strategy In 2023

By Carrie Smaha,  
SEO Team Lead



## 1. Make A Structured Data Plan.

Focus your plan on structured data types that have the most impact on your industry.

There are hundreds of structured data types, so don't try to fit the entire kitchen sink all at once. Make a structured data plan that will help your business the most.

For example, ecommerce sites should start by focusing on Product and Review markup. This will display a product's price, availability, and average rating in the SERPs.

## 2. Follow Google's Guidelines.

When it comes to implementing structured data, there are rigid standards to follow. Google has two: structured data and quality guidelines.

**Structured data guidelines** check for error-free technical implementation. So, always use the correct markup formats and ensure Googlebot can access your site.

**Quality guidelines** cover four major areas: required properties, relevance, completeness, and content. Failure to meet these guidelines can result in Google excluding the entire site from enriched search results.

### 3. Produce Quality Content.

Structured data alone will not guarantee your success in the SERPs. You must also dedicate time to producing content that is accurate and original. The content must also be relevant and specific to the type of structured data used.

Google has set the stage for structured data. It's now up to you to build your structured data foundation – before your competitors do it first.

# Search Features And Rich Results Make Performance Unpredictable

## Key Insights

Andrew Shotland, CEO & founder of Local SEO Guide, wrote that zero-click queries are a fact of life, but you can still use them:

**“What this means for SEO pros is that they’ll need to think about how to capture and rank for zero-click queries. It may be necessary to think about diversification across SERP features (images, videos, FAQs, etc.) and keyword filtering options users might use to refine their search in features like carousels or PAA.”**

Jeannie Hill, digital marketing consultant & SEO at Hill Web Creations, warned that relying on automated tools too much for schema markup could cause issues:

**“Sites that have jumped into structured data markup but are relying mainly on plugin engineers (or multiple plugins) are likely to face further issues with deprecated schema, duplication, ambiguous code, and code bloat, all of which may trigger confusing signals to search engines.”**

Mark Traphagen, VP of product marketing & training at seoClarity, warned that optimizing for Google-owned SERP features is vital to success in ecommerce:

**“Very often, these are pushing down your traditional organic results to near invisibility, even if you rank highly. In 2023, you must both track how prevalent search features are for your important keywords and also have a strategy for how to show up in more of them.”**

Martha van Berkel, CEO of Schema App, wrote about optimizing content for structured data and rich results:

**“Make structured data an SEO and content team shared effort. SEO teams that work closely with content teams to create content eligible for rich results should see growth in rich result performance.”**

Rebecca Berbel, product marketing manager at Oncrawl, focused on deep changes to search and content evaluation:

**“It will be harder to ignore the fact that search engines evaluate entire websites based on their authority on a topic and their ability to cover it in depth. This means that our means of assessing the optimization and appropriateness of a given piece of web content needs to evolve.”**

# Andrew Shotland

CEO & Founder Of  
Local SEO Guide



## Learn To Live With, And Use, Zero-Click Queries

User journeys are becoming increasingly quicker as users seek faster and more digestible information. Many users are increasingly either using the Answer Box or refining their search with the various features in Google's SERP.

What this means for SEO pros is that they'll need to think about how to capture and rank for zero-click queries. It may be necessary to think about diversification across SERP features (images, videos, FAQs, etc.) and keyword filtering options users might use to refine their search in features like carousels or PAA.

Many reactions to zero-click queries have been to simply throw up the white flag, but this is not the route you want to take going forward – especially if you are in ecommerce when you should consider a proactive strategic approach.

# Jeannie Hill

Digital Marketing Consultant &  
SEO At Hill Web Creations



## Customizing Schema Markup Will Be Better Than Relying On Plugins

Visual and video-related content will find gain increased prominence on SERPs and gain new features.

The further perfection of AI-generated images and the ability to easily convert articles to video formats will make this easier for SEO professionals.

SERP SEO leans (but is not totally dependent) on schema markup customization. It will play a more significant role in both textual and visual content findability.

Sites that have jumped into structured data markup but are relying mainly on plugin engineers (or multiple plugins) are likely to face further issues with depreciated schema, duplication, ambiguous code, and code bloat, all of which may trigger confusing signals to search engines.

You can create an advantage by investing in extensible markup skills and first-party data.

Also, as more details on how to use Google Lens to shop emerge, we're likely to see higher user adoption.

# Mark Traphagen

VP Of Product Marketing & Training At seoClarity



## Google-Owned SERP Features Can Make Organic Results Invisible

Ecommerce sites especially can't afford to ignore Google search features. They're required for successful search strategies.

My company, seoClarity, recently released a [study](#) of over 150,000 apparel industry keywords. It showed that 95% of the keywords now show a Google-owned SERP feature on the front page, with 85% triggering a Popular Products result.

Very often, these push down your traditional organic results to near invisibility, even if you rank highly. In 2023, you must both track how prevalent search features are for your important keywords and also have a strategy for how to show up in more of them.

# Martha van Berkel

CEO Of Schema App



## Optimize Your Content For Rich Results In SERPs

- Google made many changes to the search engine result page (SERP), causing volatility in impressions and clicks for rich results – specifically FAQs, videos, and review snippets.
- SEO teams that work closely with their content team to architect content to be eligible for rich results are seeing growth in rich result performance.
- A [Google podcast on structured data](#) shared how Google uses structured data with machine learning to understand the content on a page and enable search features.

Google introduced many changes in the second half of 2022, and many of these updates have caused turbulence in the world of structured data. In June, we saw video-rich results on desktop dip and then recover.

In August, we saw FAQ-rich results settle to new levels following the “Helpful Content Update.” On a positive note, we saw Google release new features for:

- Products optimized with structured data.
- Pros and Cons schema markup.
- The new Website markup.

There are two key strategies you can embrace for your structured data and rich results to thrive in these turbulent times.

### **Diversify the types of rich results that you have.**

Look in Google Search Console for the rich results you are currently achieving, and look to diversify the types of rich results your content is eligible for.

Companies that have a good diversity of rich results are less impacted when an algorithm change targets one specific type.

How do you get started? Compare the list of rich results you are achieving today with the opportunities listed in Google's Documentation. Pick one where the content exists today (like Video, FAQ, Articles, Events, JobPosting) and aim to get it adopted next!

### **Make structured data an SEO and content team shared effort.**

SEO teams that work closely with content teams to create content eligible for rich results should see growth in rich result performance.

When you come up with a strategy to identify the appropriate structured data type for a specific content page (e.g., Products, Physicians, Locations, Case Studies, Events), teach your content team how to meet the required and recommended structured data properties.

You'll start to see your list of eligible URLs grow. And when done effectively, it will result in greater visibility on SERPs. While this approach requires training, planning, and cross-functional alignment, we've seen it deliver amazing outcomes. Each piece of content you publish will be ready to stand out in search!

Game on Google! Diversity in rich results and a pipeline of structured data-ready content will help you rock 2023 and continue to drive traffic when you stand out in search with rich results.

# Rebecca Berbel

Product Marketing Manager  
At Oncrawl



## Deep Changes To Search Algorithms Present SEO Pros With Challenges

2023 is likely one of the first years where underlying changes begin to make themselves felt. I'm perhaps a little early on this prediction, but taking an early stance on it won't hurt!

These changes come from different sources:

- On one end, we are seeing deep changes to how search engines work, as evidenced by major algorithm changes like the Helpful Content Update, which introduces large-scale website content evaluation through AI.
- On the other, we're seeing SEO rightfully taking its place as a strategic, broad-reaching element in business strategy for larger companies with a web presence.

With this in mind, SEO as a practice is faced with several challenges.

As search engines provide additional resources on SERP, further reducing the number of clicks to featured websites, techniques like multi-channel SEO, entity SEO, and semantic SEO will gain traction.

It will be harder to ignore the fact that search engines evaluate entire websites based on their authority on a topic and their ability to cover it in depth. This means that our means of assessing the optimization and appropriateness of a given piece of web content needs to evolve. It's no longer enough to produce content at scale if it doesn't address a need.

As SEO pros speak more regularly to policy decision-makers, we need better and broader data, clearer (and statistically sound) analysis, and more efficient data storytelling techniques.

This will require access to search- and website-related data, associated APIs, and the ability to interface with data visualization and with programmatic tools and apps. These data can make the difference between efficient SEO as an acquisition channel and SEO as an under-budgeted communication channel.

As SEO pros work increasingly on business strategy, we need to find time to concentrate more on higher-level, value-added work rather than on execution (which is its own challenge!) Either SEO teams need to grow, or we need to find ways of spending less time auditing, reporting, and implementing.

But we don't want to sacrifice these activities or their results. As search engines rely on the ability to programmatically obtain, understand, and repurpose website content, technical SEO will be more important than ever – and more complex than ever. Often, this may mean automating, monitoring, and alerting.

I fully expect to see a growing migration toward the practices that address these challenges in 2023.



# Technology Disruption And Platform Issues

AI has been a hot topic pretty much everywhere this year. Many of the experts in both this ebook and the PPC ebook had something to say about AI and automation.

In the SEO field, many experts advise that it's time to begin making use of AI creative tools, but with significant human oversight.

There are plenty of processes that you can automate with AI, but things can get sticky when AI enters the realm of creating assets. Google is pretty clear that it doesn't want people using AI to create and publish assets. But that doesn't mean that AI can't, or shouldn't, be involved in the process.

When it comes to tasks like generating outlines to work from and changing existing content into a new format, AI can be very helpful.

And, of course, there are tools that will create entire assets for you. That could mean we see a lot of spammy AI-generated content. In that case, it's even more important to stand out above the noise with carefully curated content.

# AI & Its Impact On Content Creation

By Anastasia Kotsiubynska,  
SEO Team Lead



AI-powered content creation solutions, especially automated content generation, are evolving – SEO professionals should keep tabs on this trend.

In fact, one of the latest and largest Google algorithm updates, the helpful content update, is considered a response to this huge trend in content creation.

Since the update hit many websites in a negative way, striking fear in other site owners, SEO pros will be working on producing reliable, people-oriented content in 2023.

## How This Affects SEO & AI-Created Content Creation

Automated content generation won't disappear.

Instead, AI-generated content will be created more wisely.

In the ecommerce space, it will probably still be actively used for filling dozens of product pages with text.

For long-form content, **AI will be used to partially create long-form content**, instead of creating the entire piece. Automated solutions should be used for creating basic drafts but you'll still need human writers to improve the copy.

Long story short, AI will save time on writing content, but it won't replace copywriters in 2023. We'll still need humans to provide positive reader experiences.

# How To Use Automatically-Generated Content

For success in 2023, it's important to understand that AI doesn't necessarily equate to content generation.

Automatically-generated content tools are also useful for other content-related tasks. Creating and optimizing content is easier with AI-powered solutions because they help us:

- **Better understand organic competition & keyword intent.**
- **Provide us with recommendations.**
- **Save us time in collecting data.**

AI solutions help SEO pros achieve their main goal: spending less time and effort creating content that both search engines and users love.

# AI Tools In SEO

## Key Insights

Andrea Volpini, co-founder and CEO of WordLift, focused on the potential of generative AI for improving content and matching user intent:

**“As search engines become conversational, we can finally connect our content with user intents by building an effective generative AI strategy.”**

Andrew Shotland, CEO of Local SEO Guide wrote that SEO pros will grapple with an overload of data:

**“In 2023, the SEOs who can pick apart a million SERPs and divine trends from them that can be applied at scale will have an unfair advantage.”**

Chris Haines, senior SEO specialist at Ahrefs, wrote about the ways SEO pros can use AI constructively within Google’s guidelines:

**“When it comes to AI content, we know that it is not approved by Google’s guidelines. Hopefully, it goes without saying that you should not use AI to create hundreds of pages of content for your site. That doesn’t mean to say that you shouldn’t use AI at all, though.”**

Jeannie Hill, digital marketing consultant & SEO at Hill Web Creations, wrote content demand may drive AI adoption, but it needs oversight:

**“Individuals who understand how to create individual sentences so that they read more clearly for text-to-speech (TTS) will have an advantage.”**

Jeremy Knauff, CEO at Spartan Media, wrote that AI will become integral to every part of the SEO workflow, but that implementing it now comes with the risks of all experimentation:

**“If you’re implementing AI on a large scale, you’re going to be operating at the bleeding edge of technology, so be prepared for some pain as you figure things out.”**

Jesse McDonald, Global SEO strategist and optimization lead at IBM, warned that you should put clear processes in place before you execute new content strategies:

**“Be it utilizing AI or expanding your resources, make sure you have a clear process for your content creation to see the best results for the content you put out into the world.”**

Kevin Indig, growth advisor, focused on AI as a tool for creating functional content:

**“The current generation of AI is especially good at creating functional content (think: definitions, descriptions, documentation). It’s not good at coming up with new things, synthesizing, and complex argumentation.”**

Olesia Korobka, SEO entrepreneur at Fajela.com, wrote about the dangers of over-producing content, with AI or otherwise:

**“Unfortunately, while these tactics are effective on paper, a whole lot of the actual content can end up being completely useless. This will also become a problem sooner or later and will be no less of a challenge to correct than spammy link building.”**

# Andrea Volpini

Co-Founder And CEO Of WordLift



## Generative AI Could Power Insightful Content That Matches User Intent

We are transitioning **from AI models to AI systems**, and SEO is becoming a fantastic playground to expand and experiment with **the imaginative powers of generative AI**. While Google will get better at identifying unhelpful content, we shall focus on two aspects:

- **Building knowledge graphs** using semantically rich structured data that we can incorporate into prompts (whether we are producing text, images, or videos) and validation pipelines.
- **Creating the best feedback loops** to enable SEOs and editorial teams to interact more effectively with generative models.

As search engines become conversational, we can finally connect our content with user intents by building **an effective generative AI strategy**.

# Andrew Shotland

CEO Of Local SEO Guide



## **Data At Scale Will Be A Challenge; AI-Generated Content Will Become More Relevant**

### **Proving significance at scale.**

The amount of data available to SEOs continues to grow at an exponential rate. I'd argue there is almost no other industry that suffers as much from data overload. The challenge then becomes how to make use of this data to prove hypotheses about why rankings for a given site, query, or topic may go up or down.

This is forcing SEOs to rely on big data analyses more than ever. It's one thing to figure out how to update a single page to rank better for a set of queries. It's quite another to do that for a million pages or a hundred million for that matter.

In 2023, the SEOs who can pick apart a million SERPs and divine trends from them that can be applied at scale will have an unfair advantage.

## **AI-generated content.**

Additionally, the use of AI-generated content is going to continue to become more relevant. As we've seen in 2022 with the Helpful Content Update to Google's algorithm, they'll likely continue to attempt to squash AI content in an effort to "help reward content that gives users a satisfying experience."

In general, our clients haven't been negatively impacted by the 2022 update and actually experienced a bit of a boost, but many sites with thin AI content or even blogs with tons of listicle posts have seen a dip.

You'll want to stay away from long-form ML content and, instead, use ML for short-form content like FAQs. ML can also be very effective with summarization if you need to condense copy.

In any case, it's best practice to have human editors review any ML copy you create and not rely completely on outputs without any human oversight.

# Chris Haines

Senior SEO Specialist At Ahrefs



## Use AI Creatively, But Don't AI All The Things

Plot spoiler: Links, content, technical SEO, and UX will all likely still continue to matter in 2023.

But consider this as well:

### **Use AI creatively (but don't AI all the things).**

The use of AI in SEO has been a controversial topic in 2022 and is likely to continue to divide SEOs in 2023.

When it comes to AI content, we know that it is not approved by Google's guidelines. Hopefully, it goes without saying that you should not use AI to create hundreds of pages of content for your site. That doesn't mean to say that you shouldn't use AI at all, though.

Stick to using it to provide inspiration or just general research. (Remember to manually fact-check). This way, you will stay on the right side of Google's guidelines.

# Jeannie Hill

Digital Marketing Consultant &  
SEO At Hill Web Creations



## **AI-Powered Content Needs A Human Touch For Success**

AI-generated textual content (with human editing) will increase to meet the demand for publishing fresh content.

Google evaluates the content quality and helpfulness more than whether an AI tool was a part of the creation process. Individuals who understand how to create individual sentences so that they read more clearly for text-to-speech (TTS) will have an advantage.

# Jeremy Knauff

CEO At Spartan Media



## AI Will Affect The Industry In Deeper And Broader Ways

**One of the biggest trends SEO professionals need to prepare for is the role that artificial intelligence is going to play in the industry over the coming years.**

I [wrote about this](#) back in 2018, and so far, most of the predictions that I outlined in that article are now seen in the real world. But over the next several years, we're going to see AI affect the industry in deeper and broader ways.

We're already starting to see it used for content creation, statistical analysis, data compilation, and virtually anything else that touches the lives of SEO professionals today. Those who jump on this trend will, for a period of time, have a powerful advantage over those who don't.

Eventually, it will become something that is a core part of our workflow. The thing to be aware of is that there's no roadmap for this because it's completely uncharted territory. If you're implementing AI on a large scale, you're going to be operating at the bleeding edge of technology, so be prepared for some pain as you figure things out.

**Another trend I see continuing to grow is the fragmentation of the industry.**

When I first started back in the late 1990s, SEO professionals were expected to be jacks of all trades, but today, you have audits, technical SEO, speed optimization, local SEO, enterprise SEO, link building, and countless other subcategories of specialization.

As the industry continues to get more complex and specialized, SEO professionals will need to focus on a niche in order to stay up-to-date and be effective at that one thing.

But these trends just highlight the fact that SEO professionals, perhaps more than people in most other industries, are faced with one of the most dynamic and rapidly changing environments you'll find, and as a result, are forced to rapidly and constantly adapt to change.

This is one trend that is never going to change.

# Jesse McDonald

Global SEO Strategist And Optimization Lead At IBM



## Don't Remove Humans From Content

Through the algorithm updates Google has made over the last few years, it's clear they are putting a huge emphasis on how they ingest and rank content.

While content has always been a huge piece of the SEO puzzle, it seems that Google is trying to understand content at a more granular level within a page.

**Keeping this in mind, I think SEOs are going to see a huge emphasis within their organizations on refining and improving content creation processes.**

This may even be in the form of more agencies and organizations utilizing AI to create content. While this method could make the initial creation of content easier, I would caution folks not to rely solely on this. Don't remove humans entirely from the process. Make sure there is a human review and editing process.

Be it utilizing AI or expanding your resources, make sure you have a clear process for your content creation to see the best results for the content you put out into the world.

# Kevin Indig

Growth Advisor



## 2023 Is The Year Of AI Content Creation

It's hard to come up with a new, significant trend every year. But 2023 is different. 2023 is the year of AI content creation.

The launch of GPT-3 gave birth to many tools that either create full pieces of content or help writers create better content with AI. Other than previous generations, GPT-3 content broke the threshold of creating useful content.

What's important to understand here?

### **The current generation of AI is especially good at creating functional content**

(think: definitions, descriptions, documentation). It's not good at coming up with new things, synthesizing, and complex argumentation.

Where is this going?

I don't think AI will replace human writers, but it will:

- Speed them up.
- Take meaningless work off their plate.
- Help them develop creative ideas.

Exciting times!

# Olesia Korobka

SEO Entrepreneur At Fajela.com



## New Content Creation Techniques Can Be Effective, But May Encourage Spam

**There will be more and more AI content.**

And that is not only text or images but video content as well.

Like it or not, AI is here with us to stay, and it ranks when done properly. With local SERPs, it can even be done very cheaply but still rank.

But, a good deal of AI content will end up being unhelpful and not user-friendly.

Google is likely going to hit this type of content hard. We've seen some websites that overuse AI tank, and they will have hard times in the future for sure.

How to do it "properly," though? At the moment, AI content should be curated by humans, provided with good prompts all throughout the generation, fact-checked, and edited.

## **Content spam.**

To improve topical authority, some companies and individuals are filling their websites with content, trying to turn them into mini-Wikipedias.

They're creating long-form content, lots of posts on every subtopic in their niche, building clusters, populating content with entities, and interlinking everything.

Unfortunately, while these tactics are effective on paper, a whole lot of the actual content can end up being completely useless. This will also become a problem sooner or later and will be no less of a challenge to correct than spammy link building. But this year, I expect it to be on the rise.

# Google Updates And Discoverability Issues

## Key Insights

Chris Haines, senior SEO specialist at Ahrefs, wrote that SEO pros should expect Google updates with increased frequency:

**“The Product Review updates in 2021/22 laid down very specific guidelines for creating content, so it seems likely that we could see something similar for other types of content in 2023.”**

Russ Jeffery, director of ecosystem and product strategy at Duda, focused on Google’s indexing issues and pressure from competition for them to update their indexing processes:

**“We’ve seen innovation from competitive search engines, like Bing’s IndexNow protocol, which attempts to give SEOs and site owners more control over when content is crawled and potentially indexed. It’s not perfect, but it’s a better approach than the passive crawling Google does today.”**

# Chris Haines

Senior SEO Specialist At Ahrefs



## Be Prepared For More Regular, Specific Google Updates

It has been said that “Nothing is certain except death and taxes.” We can now add another certainty to this list – Google updates!

My prediction is that Google updates for 2023 will likely continue at the same pace as they did in 2022, maybe even faster. Don't be too surprised if the updates themselves become more specific in their nature.

The Product Review updates in 2021/22 laid down very specific guidelines for creating content, so it seems likely that we could see something similar for other types of content in 2023.

# Russ Jeffery

Director Of Ecosystem And  
Product Strategy At Duda



## Indexing Issues Will Rise Again

In 2023, we'll be seeing a renewed interest in figuring out if Google is fully indexing websites and how SEOs should think about managing indexed content.

Google has been doing an okay job exposing when they discover URLs and whether they index them, and when they detect issues that might exist (via Google Search Console), but this has frequently led to more confusion and problems.

Google frequently gives non-descriptive messages about if they actually will index a page. "Discovered – currently not indexed" is the most famous of these. Furthermore, it's never clear if or when you can get these issues resolved.

Sometimes it takes weeks or even months for Google to attempt to actually index these relevant pages; sometimes, they just resolve themselves, with no real clue as to why that happens. It's quite confusing.

We've seen innovation from competitive search engines, like Bing's IndexNow protocol, which attempts to give SEOs and site owners more control over when content is crawled and potentially indexed. It's not perfect, but it's a better approach than the passive crawling Google does today.

Google is in a tight spot, as they have not updated their approach to crawling the web in a while. At the same time, there's no way they are going to index every piece of content on the web, as that would be impossible.

This will be a big issue in 2023, as SEOs will find themselves with pages they just can't get indexed, even though they think they're providing quality content and value across it.



# User Intent And User Experience: Remember What Really Matters

SEO is a data-heavy discipline. Old data metrics are phasing out and new ones are phasing in. There are new tools to interact with that data, and it's easy to get dazzled by the potential of new machine learning and AI techniques for SEO strategies.

But it's vital to remember *why* Google and other search engines are introducing AI on *their* end. Most often, it's to better understand how to match user queries with content that they need most in that moment.

This is not, necessarily, a situation where technological escalation on your part makes sense – “fighting AI with AI” may not be the right call. That is to say, if you're looking to AI primarily as a way to target the evolving algorithms, you're using it for the wrong reason.

Most SEO pros will tell you that targeting or building content for algorithms is not a good practice. While it can be an effective practice, if you think about your SEO efforts this way, you'll be at the mercy of algorithm updates and chasing trends forever. Here's what the experts we reached out to have to say about your priorities in SEO.

# Don't Focus On Trends: Stick With Basic, Good SEO

## Key Insights

Aleyda Solis, international SEO consultant & founder of Orai, wrote that companies lacking in SEO frameworks and processes will spend more time chasing issues than optimizing what matters:

**“This often occurs not due to lack of knowledge, but because of execution and coordination challenges and a lack of an SEO quality framework. SEO quality framework can be established through aligned SEO education, validation, and monitoring efforts.”**

Joshua Hardwick, head of content at Ahrefs, wrote that focusing on trends can be a trap, and that you should be focusing on your SEO foundations, content, and links:

**“My advice is to ignore the trends. The reality is that SEO doesn't change all that much, and most people will get better results from focusing on the boring stuff that's always worked.”**

Patrick Stox, product advisor, technical SEO & brand ambassador at Ahrefs, wrote that your effort should be focused on improving your content and strategy:

**“If you really want more success, stop chasing the trends. The key to success for most companies is just doing the basics really well. It's boring, but it works.”**

# Aleyda Solis

International SEO Consultant &  
Founder Of Orainti



## Stop Chasing, Start Optimizing

### SEO Quality Framework:

Too many SEO processes don't achieve results because they're focused on fixing issues and chasing bugs rather than optimizing and building, which is how the site will be able to grow and become competitive.

This often occurs not due to a lack of knowledge but due to execution challenges and an insufficient SEO quality framework. SEO quality frameworks can be established through aligned SEO education, validation, and monitoring efforts.

### Look At The SERPs:

It's not only about improving rankings anymore but about understanding users' search intent, as well as search features and opportunities to attract more visibility (and traffic).

To do that, we need to look at the SERPs, understand who we are ranking against, what type of content is ranked, and how to leverage the shown features better to better focus our efforts to maximize impact in a cost-effective way.

**SEO Testing:**

The very common “it depends” answer in SEO should be followed by an SEO testing process showing how it depends in particular within the context of the site.

This will allow you to provide a higher level of certainty of what actually matters and is impactful for the SEO goals of the site. Then you can prioritize accordingly. We have access to many more new SEO testing tools that facilitate this process.

# Joshua Hardwick

Head Of Content At Ahrefs



## Ignore The Trends

My advice is to ignore the trends.

The reality is that SEO doesn't change all that much, and most people will get better results from focusing on the boring stuff that's always worked.

This means three things:

### **First, make sure your site has a good technical foundation.**

If Google can't find, crawl, and index the pages on your website, you're dead in the water before you even start. You should also make sure your site is secure (HTTPS), fast, mobile-friendly, and has good internal linking – all that jazz.

**Second, create content that searchers are actually looking for.**

You'll want to analyze the top-ranking pages for your target keyword to get a better sense of what searchers want. Are they looking for information? A product page? A free tool? Google is pretty good at surfacing the type of content that searchers want, so it's usually best not to go too rogue. Trying to shoehorn a product page in a SERP where searchers clearly want to learn, not buy, is a bad idea and will just result in wasted time, money, and effort.

**Third, build some links.**

Despite constant talk of links becoming less and less of a ranking factor, the reality is that, right now, they're still pretty damn important. I actually think people just want links to be less of a ranking factor because building good links is so difficult. Unfortunately, we're not quite there yet, so don't sleep on link building. Remember, links also help to improve everyone's favorite SEO acronym: E-A-T.

Doing these three things well will get you much further than concerning yourself with MUM, BERT, AI, and all those other hot trends.

# Patrick Stox

Product Advisor, Technical SEO  
& Brand Ambassador At Ahrefs



## Just Do The Basics Really Well

If you really want more success, stop chasing the trends. The key to success for most companies is just doing the basics really well. It's boring, but it works.

Put more time and effort into your content strategy, writing and improving your content, internally linking your content, promoting your content, etc.

# Make Accessibility A Priority

## Key Insights

Christina LeVasseur, SEO consultant at MediaSesh, wrote that accessibility is becoming such a vital issue in search that SEO pros should start making more far-reaching accessibility recommendations:

**“As it stands today, accessibility is not a direct ranking factor in Google search results. Hopefully, that will change in the future. Regardless, there are website activities that should be worked on even if it’s not a ranking factor. Google may not penalize you, but your users might.”**

# Christina LeVasseur

SEO Consultant At MediaSesh



## Accessibility Will Be Critical For SEO

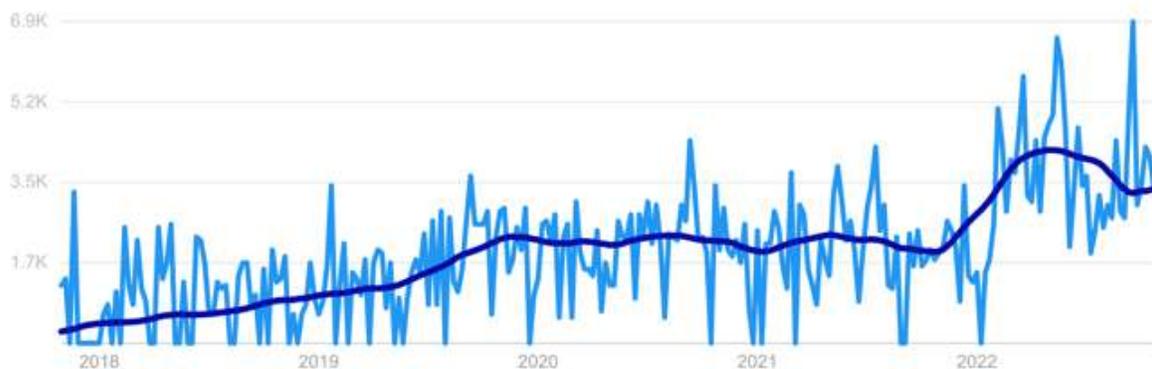
Similar to 2022, I believe that conversations around digital accessibility will continue to increase in 2023. According to Google Search Trends and Glimpse Trajectory, 2022 experienced an increase in search demand for “digital accessibility” (+69%) and “SEO accessibility” (+124%).

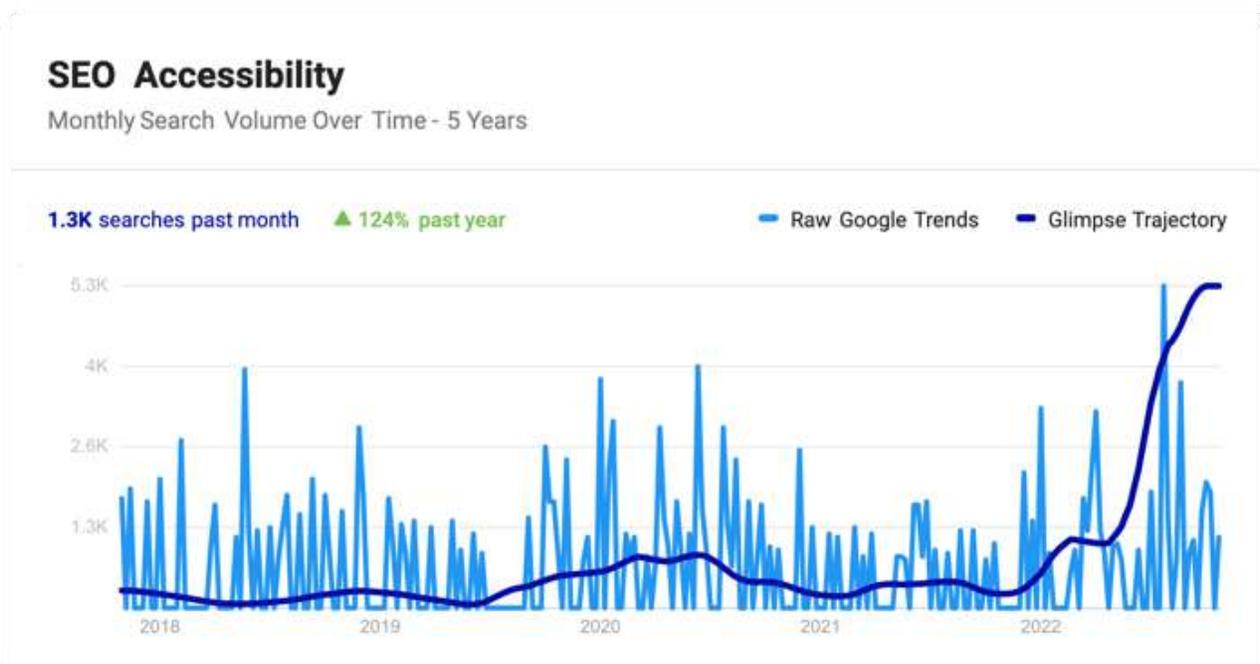
### Digital Accessibility

Monthly Search Volume Over Time - 5 Years

3.8K searches past month ▲ 69% past year

Raw Google Trends Glimpse Trajectory





*(Image descriptions: Two side-by-side line charts showing five-year Google Trend lines. The chart on the left is for the keywords “digital accessibility,” and the chart on the right is for the keywords “SEO accessibility.” Both trend lines were volatile at times but mostly remained within a range until they had notable increases in 2022.)*

SEOs are in a great position to be part of these efforts as we help to influence several accessibility-related fields. While not explicitly announced in [Google’s Helpful Content Update](#), prioritizing digital accessibility can provide additional ways to make **helpful content for everyone**.

This includes crafting:

- Alt text that accurately and succinctly describes the image.
- Anchor text that makes it obvious what the next page is about.
- Headings that make sense and follow a hierarchy.
- Title tags that accurately describe what the page is about.

In 2022, we’ve even seen SEO-related tools, including Sitebulb and Lighthouse, incorporate or expand accessibility checks in their platforms. I anticipate seeing other platforms doing the same in 2023.

Because of this, I believe that SEOs may start to provide essential non-SEO digital accessibility recommendations to their clients.

This may include suggesting:

- Labeling image buttons to avoid screen readers from saying “link.”
- Having a 3:1 color contrast for anchor text and video captions.

As it stands today, [accessibility is not a direct ranking factor in Google search results](#). Hopefully, that will change in the future. Regardless, there are website activities that should be worked on, even if it's not a ranking factor. Google may not penalize you, but your users might.

# On-Page Are Factors Becoming More Important, Off-Page Factors May Have Less Impact

Earlier in the book, Joshua Hardwick [Ahrefs] wrote about the importance of link building. He mentioned that he doesn't expect links to have reduced impact anytime soon, even with a lot of talk that they might.

The following experts have somewhat a different viewpoint. From an editorial point of view, I don't see the two positions as mutually exclusive, there's a lot of nuance in any conversation about links and what may or may not be manipulative.

I hope these slightly differing thoughts will spark conversation on the road to new insight.

## Key Insights

Adam Riemer, president at Adam Riemer Marketing, LLC, advised that on-page user experience will become more prominent in the year to come:

**"I'm seeing shorter content that is topically relevant beat out large content pages that try to cover every detail, and also seeing sites with excessive ad blocks losing visibility to pages with fewer ad spaces."**

Jeff Coyle, co-founder & chief strategy officer at MarketMuse, wrote that Google might push to de-emphasize SEO factors that can be manipulated, such as links.

**“The Helpful Content Update, recent spam updates focused on generated/templated pages, and the Product Review Updates (all over the past 12 months) have displayed that Google is focused on quality content. I expect future releases will reinforce this.”**

Ludwig Makhyan, Co-Founder Of Mazeless Enterprise SEO wrote that SEO pros should focus on their own evolution instead of hyper-focusing on competitors:

**“SEO professionals should stay on top of their game rather than trying to chase the competition and be the competition. Evolve before your rivals do.”**

# Adam Riemer

President At Adam Riemer  
Marketing, LLC



## Focus On How Users Experience A Page

In 2023, there's going to be a shift further toward the user experience of the page.

Search engines are getting better at detecting who answers a query best and with the most accuracy and also who provides that content in the fastest and easiest way to absorb.

This means removing extra wording that makes it harder to get an answer, proper sourcing and having experts review, and reducing images and videos that are for branding purposes.

I'm seeing shorter content that is topically relevant beat out large content pages that try to cover every detail, and also seeing sites with excessive ad blocks losing visibility to pages with fewer ad spaces.

# Jeff Coyle

Co-Founder & Chief Strategy  
Officer At MarketMuse



## Google Will De-Emphasize Manipulatable Signals

Google will continue to put an emphasis on the on-page factors and reduce reliance on links and manipulatable off-page factors. As their NLP capabilities continue to improve and they become even more transparent with their updates, content collections and quality will have an increasingly larger influence on performance.

The Helpful Content Update, recent spam updates focused on generated/templated pages, and the Product Review Updates (all over the past 12 months) have displayed that Google is focused on quality content. I expect future releases will reinforce this.

I also predict that Google will address conglomerates and M&A trends in their SERPs. Large companies buying organic real estate by buying all the companies in the SERP is a major trend that contradicts the core of Google's goal as a company.

# Ludwig Makhyan

Co-Founder Of Mazeless  
Enterprise SEO



## SEO Is About More Than Keywords

The web is changing, and so is SEO.

Over the past few years, SEO started incorporating user experience, code optimization, security, accessibility, compliance, and much more – it is no longer about the keywords. This trend will continue in 2023.

At the same time, companies need to evolve; this includes new technologies, new users, and, of course, more revenue. Website and platform migrations will be continuous, and specialists should learn to quickly adapt and continue the growth.

SEO professionals should stay on top of their game rather than trying to chase the competition and be the competition. Evolve before your rivals do.

# Economic Concerns Impact Customer Behavior And SEO Performance

## Key Insights

Andrea Volpini, co-founder & CEO at WordLift, wrote about the need to adjust to recession economics and revisit SEO and paid search budgets.

**“The advertising sector is in turmoil, and it is a great time to review the investment mix between paid and SEO. SEO is no longer just about search.”**

Renee Girard, associate director, SEO at Crate & Barrel Holdings, wrote that macroeconomic conditions will have a lasting impact on SEO strategy:

**“We need to find ways to react mindfully and adapt to these changes without panicking. My best advice is to stay focused on sustainable SEO growth strategies that target longer-tail topics with less competition and SERP noise.”**

# Andrea Volpini

Co-Founder & CEO At WordLift



## Recession And Advertising Turmoil

We are heading to **a recession phase**, and I foresee a healthier balance between paid advertising and SEO for large brands.

The **advertising sector is in turmoil**, and it is a great time to review the investment mix between paid and SEO. SEO is no longer just about search. SEO should serve our need for agency and creative control in an AI-driven information society.

# Renee Girard

Associate Director, SEO At Crate  
& Barrel Holdings



## Focus On Sustainable Growth Strategies And Evangelize For SEO Automation

In 2023, all SEOs need to learn how to adapt to the two primary threats: macroeconomic headwinds driving down search demand and the constant Google updates to algorithms and new SERP features.

We need to find ways to react mindfully and adapt to these changes without panicking. My best advice is to stay focused on sustainable SEO growth strategies that target longer-tail topics with less competition and SERP noise.

Speed of execution continues to be a competitive advantage, especially for enterprise organizations. Evangelize for SEO automation of manual processes and decision-making, such as when to create a new page and optimizing metadata, copywriting, and internal linking structures.

Economic turmoil has created extreme volatility in omnichannel search behavior, including the return to stores and demand for quality at a value. Although SEO cannot control search demand, we can influence branded search demand with local SEO, content gap analysis, link acquisition, and SEO-led content creation.

Don't go chasin' algos, friends!



# Wrapping Up SEO Trends

There you have it, folks! The trends next year that the experts advise you should (and shouldn't) pay attention to.

If there's one takeaway I think you should focus on, it's this:

Remember that search platforms implement new technology to better understand the real needs of real people. New technology in ML and AI can certainly help you refine your processes, but don't view technological escalation as your road to success. We're all tech nerds, and we all love data. But SEO is human. It's questions, needs, stories, and **service**. Provide good service, and algorithm updates should roll off your back like water.

This is also the final ebook of the 2022 calendar year, so I hope you'll forgive this editor for getting a little personal again.

I joined the SEJ team in April this year and the past few months have been a true highlight in my career. Ebooks don't exist in a vacuum, and my work is made possible by my fantastic colleagues at SEJ. In particular, these people help keep the ebooks program on track and ensure we have sponsorships to fund the program:

- Heather Campbell, director of marketing.
- Amanda Zantal-Wiener, editor in chief.
- Christina Robichaux, director of project management.
- Abby Villarica, editorial project manager.
- Bea Canuel, editorial assistant.
- Jessica Cromwell, VP sales.
- Christy Story, project manager.
- Jennifer McDonald, branded content editor.
- Rochelle Carino, project manager of design and marketing.
- Paulo Bobita, director of design.
- Robin Jun Biong, graphic designer.

And, of course, this book, in particular, wouldn't happen without the generous contributions of the experts we reach out to.

I hope that you found value in the SEJ ebooks program this year. I'd love to hear your feedback about this or any of the ebooks. You can reach our editorial team at [editor@searchenginejournal.com](mailto:editor@searchenginejournal.com) and me directly at [ben@searchenginejournal.com](mailto:ben@searchenginejournal.com).

I can't wait to see you next year.

All my best for the holiday season, however you celebrate them and whoever you choose to spend time with.

Ben Steele, senior editor, ebooks.

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