

Five things you need to know about content optimization in 2023

30-second summary:

- As the content battleground goes through tremendous upheaval, SEO insights will continue to grow in importance
- ChatGPT can help content marketers get an edge over their competition by efficiently creating and editing high-quality content
- Making sure your content rank high enough to engage the target audience requires strategic planning and implementation

Google is constantly testing and updating its algorithms in pursuit of the best possible searcher experience. As the

search giant explains in its 'How Search Works' documentation, that means understanding the intent behind the query and bringing back results that are relevant, high-quality, and accessible for consumers.

As if the constantly shifting search landscape weren't difficult enough to navigate, content marketers are also contending with an increasingly technology-charged environment. Competitors are upping the stakes with tools and platforms that generate smarter, real-time insights and even make content optimization and personalization on the fly based on audience behavior, location, and data points.

Set-it-and-forget-it content optimization is a thing of the past. Here's what you need to know to help your content get found, engage your target audience, and convert searchers to customers in 2023.

AI automation going to be integral for content optimization

As the content battleground heats up, SEO insights will

continue to grow in importance as a key source of intelligence. We're optimizing content for humans, not search engines, after all – we had better have a solid understanding of what those people need and want.

While I do not advocate automation for full content creation, I believe next year – as resources become stretched automation will have a bigger impact on helping with content optimization of existing content.

CHATGPT

ChatGPT, developed by OpenAI, is a powerful language generation model that leverages the Generative Pre-trained Transformer (GPT) architecture to produce realistic human-like text. With Chat GPT's wide range of capabilities – from completing sentences and answering questions to generating content ideas or powering research initiatives – it can be an invaluable asset for any Natural Language Processing project.

The introduction on ChatGPT has caused considerable debate and explosive amounts of content on the web. With ChatGPT, content marketers can achieve an extra edge over their competition by efficiently creating and editing high-quality content. It offers assistance with generating titles for blog posts, summaries of topics or articles, as well as comprehensive campaigns when targeting a specific audience.

However, it is important to remember that this technology should be used to enhance human creativity rather than completely replacing it.

For many years now AI-powered technology has been helping content marketers and SEOs automate repetitive tasks such as

data analysis, scanning for technical issues, and reporting, but that's just the tip of the iceberg. AI also enables real-time analysis of a greater volume of consumer touchpoints and behavioral data points for smarter, more precise predictive analysis, opportunity forecasting, real-time content recommendations, and more.

With so much data in play and recession concerns already impacting 2023 budgets in many organizations, content marketers will have to do more with less this coming year. You'll need to carefully balance human creative resources with AI assists where they make sense to stay flexible, agile, and ready to respond to the market.

It's time to look at your body of content as a whole

Google's Helpful Content update, which rolled out in August, is a sitewide signal targeting a high proportion of thin, unhelpful, low-quality content. That means the exceptional content on your site won't rank to their greatest potential if they're lost in a sea of mediocre, outdated assets.

It might be time for a content reboot – but don't get carried away. Before you start unpublishing and redirecting blog posts, lean on technology for automated site auditing and see what you can fix up first. AI-assisted technology can help sniff out on-page elements, including page titles and H1 tags, and off-page factors like page speed, redirects, and 404 errors that can support your content refreshing strategy.

Focus on your highest trafficked and most visible pages first, i.e.: those linked from the homepage or main menu. Google's John Mueller confirmed recently that if the important pages on your website are low quality, it's bad news for the entire site. There's no percentage by which this is measured, he said, urging content marketers and SEOs to instead think of

what the average user would think when they visit your website.

Take advantage of location-based content optimization opportunities

Consumers crave personalized experiences, and location is your low-hanging fruit. Seasonal weather trends, local events, and holidays all impact your search traffic in various ways and present opportunities for location-based optimization.

AI-assisted technology can help you discover these opportunities and evaluate topical keywords at scale so you can plan content campaigns and promotions that tap into this increased demand when it's happening.

Make the best possible use of content created for locally relevant campaigns by repurposing and promoting it across your website, local landing pages, social media profiles, and Google Business Profiles for each location. Google Posts, for example, are a fantastic and underutilized tool for enhancing your content's visibility and interactivity right on the search results page.

Optimize content with conversational & high-volume keywords

Look for conversational and trending terms in your keyword research, too. Top-of-funnel keywords that help generate awareness of the topic and spur conversations in social channels offer great opportunities for promotion. Use hashtags organically and target them in paid content promotion campaigns to dramatically expand your audience.

Conversational keywords are a good opportunity for enhancing

that content's visibility in search, too. Check out the 'People Also Ask' results and other featured snippets available on the search results page (SERP) for your keyword terms. Incorporate questions and answers in your content to naturally optimize for these and voice search queries.

It's important that you utilize SEO insights and real-time data correctly; you don't want to be targeting what was trending last month and is already over. AI is a great assist here, as well, as an intelligent tool can be scanning and analyzing constantly, sending recommendations for new content opportunities as they arise.

Consider how you optimize content based on intent and experience

The best content comes from a deep, meaningful understanding of the searcher's intent. What problem were they experiencing or what need did they have that caused them to seek out your content in the first place? And how does your blog post, ebook, or landing page copy enhance their experience?

Look at the search results page as a doorway to your “home”. How’s your curb appeal? What do potential customers see when they encounter one of your pages in search results? What kind of experience do you offer when they step over the threshold and click through to your website?

The best content meets visitors where they are at with relevant, high-quality information presented in a way that is accessible, fast loading, and easy to digest. This is the case for both short and long form SEO content. Ensure your content contains calls to action designed to give people options and help them discover the next step in their journey versus attempting to sell them on something they may not be ready for yet.

2023, the year of SEO: why brands are leaning in and how to prepare

Conclusion

The audience is king, queen, and the entire court as we head into 2023. SEO and content marketing give you countless opportunities to connect with these people but remember they are a means to an end. Keep searcher intent and audience needs at the heart of every piece of content you create and campaign you plan for the coming year.

More about:

<https://www.searchenginewatch.com/2023/02/03/five-things-you-need-to-know-about-content-optimization-in-2023/>