

How to Write Content for SEO in Today's AI-Powered World

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Who am I?

- Creative Principal of Dockside Media
- Writer of *The Ham'er* – a weekly email about Framingham politics
- Managed online communications for the Office of the Governor
- Currently ghostwrites and publishes newsletters for a few local non-profits



How SEO Has Changed

- Search engines use AI now – and that changes the rules
- **It's not just about keywords anymore**
- AI understands meaning and intent, not just words
- User experience and helpful content matter more than ever
- Think of Google like a smart customer: *It wants the best answers – fast, clear and trustworthy*



Is SEO Content Still Important?

- Yes – but it's about quality, not tricks
- Writing for SEO is still relevant – but the focus has shifted
- **Don't** stuff in keywords
- **Do** focus on answering real questions your customers have
- **Show** that you know your stuff (expertise)



Is SEO Content Still Important?

- Good SEO content today means:
 - Helpful and clear writing
 - Easy to read and well-organized
 - Based on what people are searching for



What You Can Do Right Now

Simple things that help your content rank better:

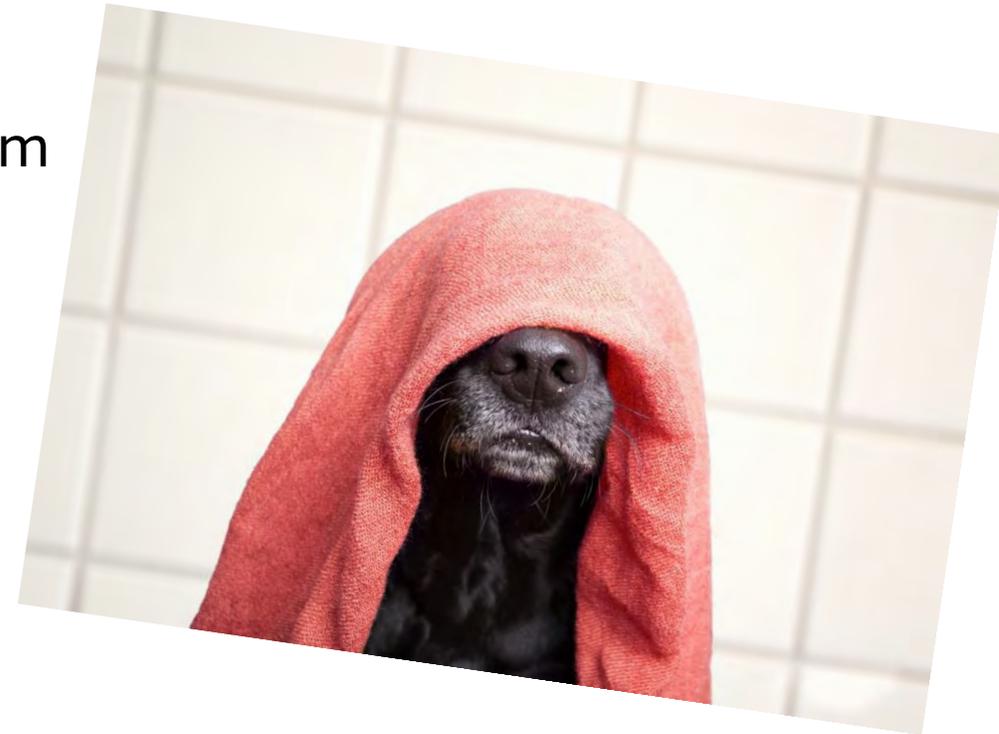
-  Write blog posts or website pages that answer your customers' questions
-  Use headlines to break up your content (like this list!)
-  Use words your audience actually uses (check Google's 'People Also Ask')
-  Link to your own other pages and helpful outside sources
-  Make sure your site loads fast and looks good on mobile

Focus on Topics, Not Just Keywords

- Build trust by showing you know your topic.
 - Write multiple posts about the same subject from different angles
 - Create 'pillar content' (a main page) and link to related smaller posts
 - Keep content updated - Google likes fresh info

Example:

- Own a dog grooming business?
 - Main page: 'Complete Guide to Dog Grooming'
 - Supporting posts: 'Best Brushes for Long-Haired Dogs', 'How Often Should You Bathe a Puppy?'



Final Tips for Success

SEO content writing = helping your audience

- ✓ Be helpful
- ✓ Be trustworthy
- ✓ Be clear
- ✓ Be consistent
-  Start by answering one customer question per blog post.
-  Post regularly—even once or twice a month is great.

Questions?



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