

Jon Barrett Case Study: Increase Google's AI Overviews Intent Search and SERP Results, for a Low-Ranking Article, through Content-Driven, On-Page SEO Strategies

The Background on Google AI Overview and SEO Search Intent

Google's AI overviews were officially released in the U.S. in May 2024. This feature involves AI-generated summaries that provide quick answers to search queries by summarizing content from multiple websites. Google AI Overviews was introduced to enhance the search experience by uniquely combining information, making it a significant feature for SEO strategies.

According to Google, user feedback shows that with AI Overviews, people have higher satisfaction with their search results, and they're asking longer, more complex questions that they know Google can now help with. They use Google AI Overviews as a jumping off point to visit web content, and we see that the clicks to webpages are higher quality — people are more likely to stay on that page because Google has completed a better job of finding the right info and helpful webpages, for people.

Key Takeaways, Problems, and Goals for this SEO Project:

1. The company website does not have a page that matches the search intent of a specific industry-related keyword.
2. The previous article was positioned at an average of #15 on Google SERPs 8 months after publishing.
3. The content ranks for the target keyword and some relevant keywords on Page 1, but there was still an opportunity to enhance and optimize the article, to propagate to the top of the Google search results.
4. The goal is to rank higher in Google SERP and Organic SEO results, with the article.

My Strategic SEO Search Intent, Content Approach:

I utilized content-driven SEO On-Page strategies, Martech tools, and A/B testing solutions, to optimize the previous article, including enhancements to user experience and technical SEO. This strategic process created content and keywords that are optimized not only for search engines and users but also for AI.

My Solution, Steps, and Actions Implemented, to Solve the Problem:

1. I conducted keyword research using SEO Martech tools that provide real time data and insights into search volumes, keyword difficulty, and competitor usage.
2. Keywords highly relevant to the website and the target audience's interests were gathered and analyzed.
3. A task was suggested to align with the keyword and the user's search intent.
4. The optimized article was published, and the primary keyword was included in the title tag, meta descriptions, headers, and subheaders.
5. The primary and secondary keywords were naturally integrated throughout the content to create a keyword density that keeps the content natural and user-friendly.
6. The primary keyword was in the URL to help search engines understand what the page is about.
7. The optimized article was provided with high-quality and unique content that delivers value with the help of AI.
8. Interactive elements like infographics, images, and AI-generated visuals were created to increase user engagement and time spent on the page.
9. The content was updated to keep the content relevant and current, reflecting the latest Google search intent.
10. After the optimized and enhanced content and keywords are published and indexed, the Google Algorithm crawls and indexes the website's updated content, confirming the Experience, Expertise, Authority, and Trustworthiness, (E.E.A.T.), of the content and website.

My Achieved Outcome and Results:

When searching for the query "What is a combustible dust explosion," the Dust Safety Science article is displayed at the top of Google's AI overview and summary, and Page 1, with position #2, Google Organic SERP results, in the following ScreenShot image capture:

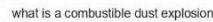
Google

what is a combustible dust explosion

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- Agricultural products like flour, grain, powdered milk, and sugar
- Metals like aluminum, bronze, and zinc
- Chemical dusts like coal and sulfur
- Pharmaceuticals
- Pesticides
- Rubber
- Wood
- Textiles
- Plastics

Occupational Safety and Health Administration (.gov)
<https://www.osha.gov/3371combustible-dust> PDF

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How does combustible dust explode?

What are the 5 elements of a combustible dust explosion?

What is an example of explosive dust?

What substance can cause a dust explosion?

Feedback



Any combustible material can burn rapidly when in a finely divided form. If such a dust is suspended in air in the right concentration, under certain ...



May 1, 2024 – Explosions from combustible dust are violent and often devastating events that occur when fine, dry particles of combustible materials become ...



Combustible dust, also known as explosive dust, is a by-product created from manufacturing processes that involve combustible raw materials.