

# **Jon Barrett Case Study #3: Create a Top Ranking, New, Pilar Post Article, for Google's AI Overviews Intent Search and SERP Results, 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 search intent 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. A new, Pilar Post article was ideated, outlined, and created, for top Google SERP rankings.
3. The content was created for the target keyword, some relevant keywords, competitor analysis, elements, and backlinks, to enhance and optimize the article, and to propagate to the top of the Google Search Intent results.
4. The goal is to rank to the Top 5 positions, 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 dust hazard analysis” the Dust Safety Science article is displayed at the top of Google’s AI overview and summary, and Page 1, with position #4, in Google Organic SERP results, in the following ScreenShot image capture:

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AI Overview

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A Dust Hazard Analysis (DHA) is a systematic review of a facility or process to identify and assess the potential for fire, flash fire, or explosion hazards from combustible dusts. The goal of a DHA is to improve plant safety by creating a plan to minimize or mitigate these risks.

**Boss Products**  
Dust Hazard Analysis Required by NFPA - Boss Products America

**Dust Safety Science**  
Dust Hazard Analysis - 10 Important Steps To Complete

**Suppression System**  
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A Dust Hazard Analysis (DHA), according to NFPA 652, is a formalized process for identifying and evaluating the fire, deflagration, and explosion hazards associated with dusts and particulate solids in your facility. The DHA provides recommendations to manage these hazards.

**Stonehouse Process Safety**  
<https://stonehousesafety.com/consulting-services>  
**Dust Hazard Analysis - Explosion Prevention & Protection**

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Google Organic Search Results:

Position #4 in SERP Ranking