

## **Jon Barrett Case Study #2: 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 "is sugar flammable" the Dust Safety Science article is displayed at the top of Google's AI overview and summary, and Page 1, with positions #5 and #6, in Google Organic SERP results, in the following ScreenShot image capture:



is sugar flammable



## Google Search Intent Results

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### AI Overview

Learn more

Yes, sugar is combustible and can self-ignite when it's not mixed with other ingredients. When sugar particles are dispersed in the air, they can form explosive mixtures that are highly flammable. These airborne particles can ignite if exposed to a spark or flame, leading to a fire or explosion. ^

Dust Safety Science  
Is Sugar Flammable and Combustible Dust Explosion Risks  
May 21, 2024 — Like many organic substances, sugar is combustible an...

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sugar by itself, pay special attention because it can self-ignite when it is...

Sugar dust explosions can be highly destructive, leading to: loss of life, serious injury, and significant damage to equipment and facilities. v

Inhaling sugar dust may result in: respiratory issues like asthma, skin irritation, and eye irritation. v

To prevent sugar dust explosions, you can: Build and duct vents. v

According to the National Fire Protection Association (NFPA), all combustible dust hazards must have a documented risk program in place. v

Generative AI is experimental.



Sugar presents a combustion hazard when it is in a dry & dusty form. A fine sugar dust explosion can generate a pressure in excess of 100 psi within enclosed process equipment in less than 100 milliseconds.

bsbipd.com  
[https://www.bsbipd.com/sugar\\_dust\\_explosion\\_prevent...](https://www.bsbipd.com/sugar_dust_explosion_prevent...)

#### Sugar Dust Explosion Prevention & Protection

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#### Is Sugar Flammable and Combustible Dust Explosion Risks

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#### Is Sugar Flammable and Combustible Dust Explosion Risks

Learn About "Is Sugar Flammable" from the Dust Safety Science Team! Click here for the Article: <https://lnkd.in/gHx7k6jK> Key Takeaways: 1...

## Google Organic Search Results:

## 2 Positions in SERP Ranking