



TOP 10 SEO trends in 2019

SÜTŐ ANNA



PÁLMAI DÁNIEL



RÉNYI BALÁZS

iProspect.
Driving Digital Performance

| The way we shape brand performance

PPC

Sütő Anna

SEO

Pálmai Dániel

Content

Rényi Balázs

#1

USER INTENT



#1

USER INTENT



A conceptual diagram titled '#1 User intent' showing three interconnected elements: BEHAVIOUR, MOTIVATION, and COMMUNICATION. Each element is represented by a grey circle with a green border. The circles are arranged in a triangular pattern, with 'BEHAVIOUR' on the left, 'MOTIVATION' at the top center, and 'COMMUNICATION' on the right. In the bottom left corner, two white LEGO minifigures wearing space helmets are shown from behind, looking out over a blurred landscape at sunset or sunrise.

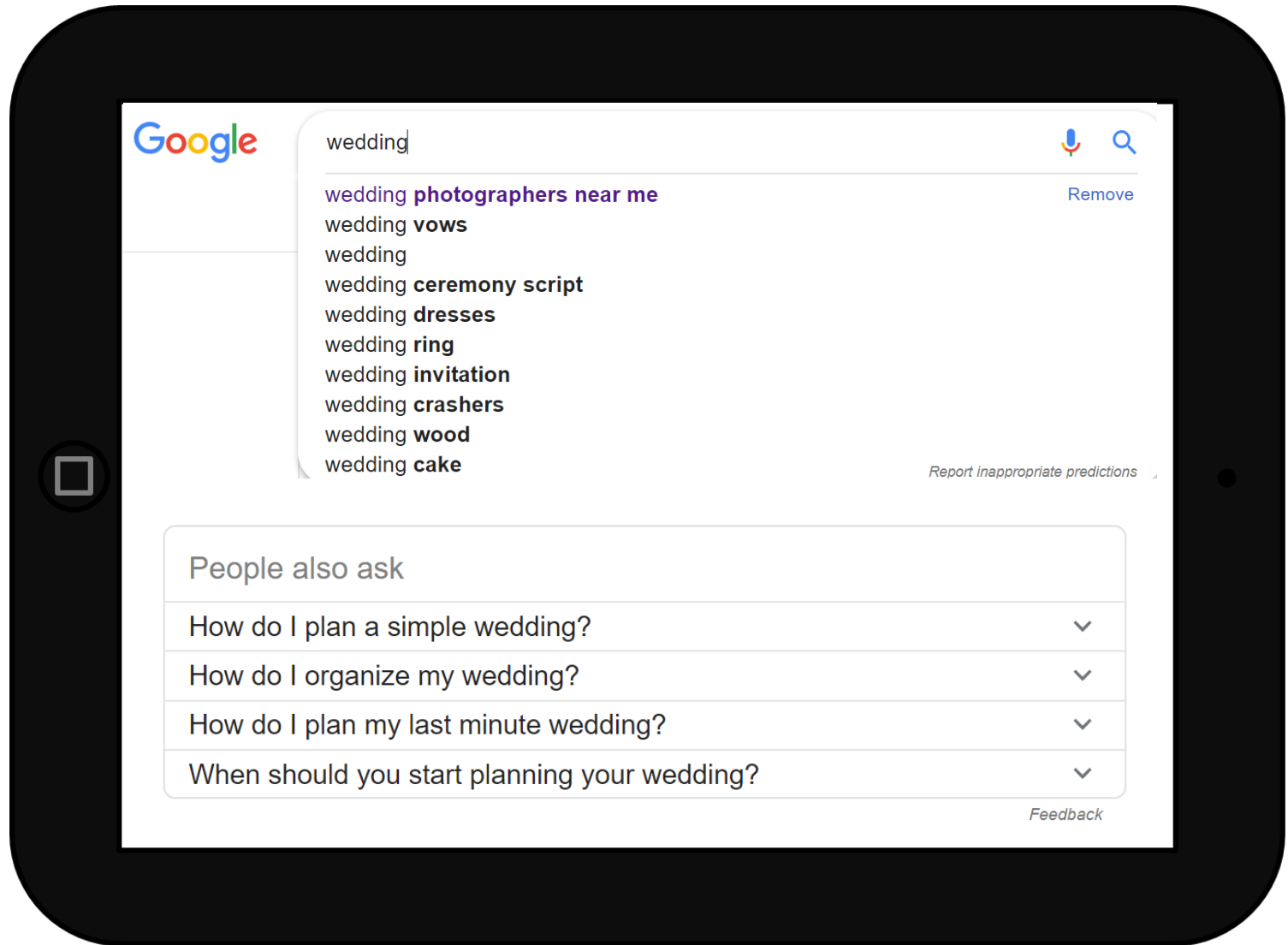
MOTIVATION

BEHAVIOUR

COMMUNICATION



SEO \neq KEYWORDS



| User intent can be...

INFORMATIONAL



NAVIGATIONAL



TRANSACTIONAL

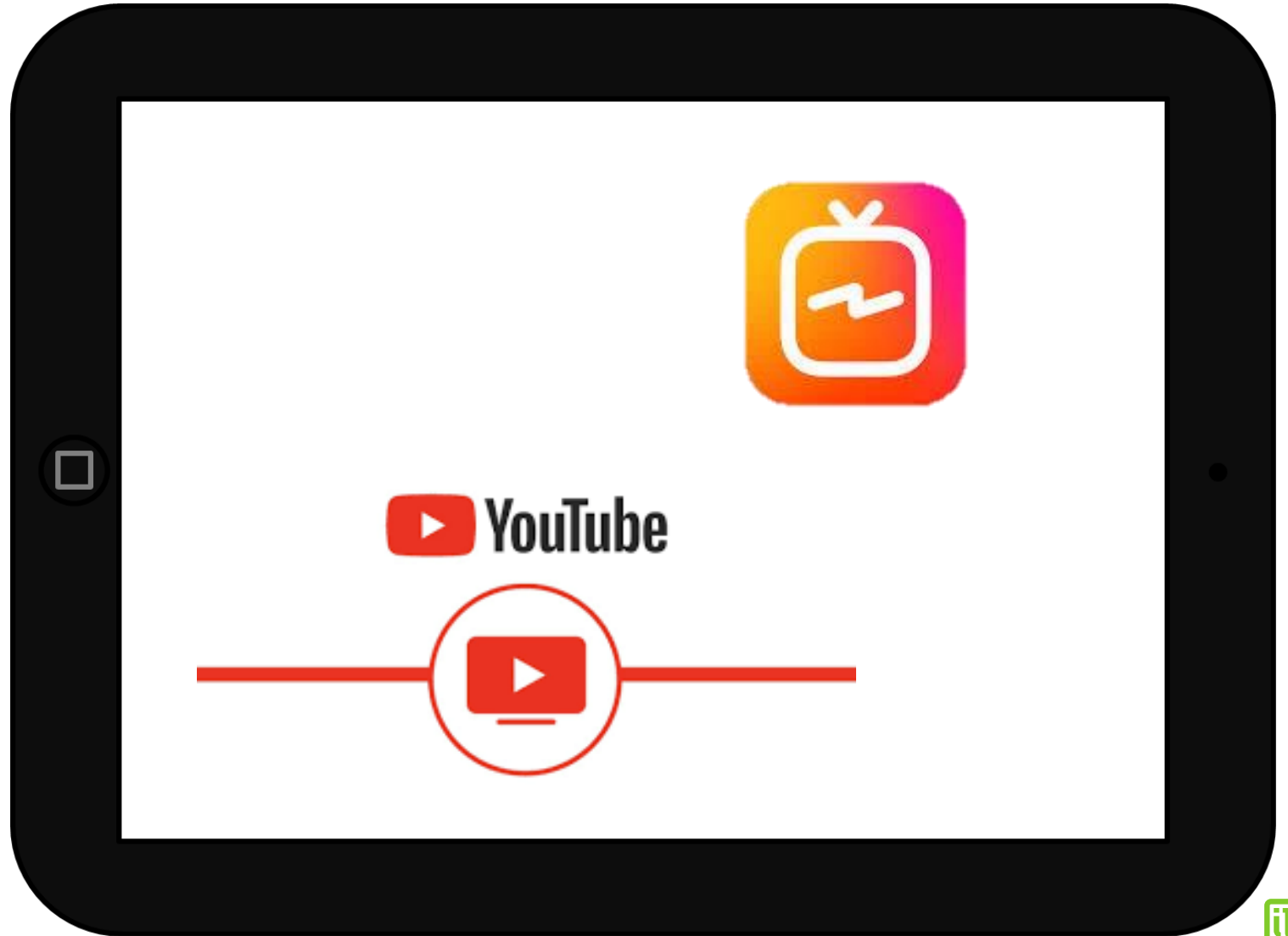


#2

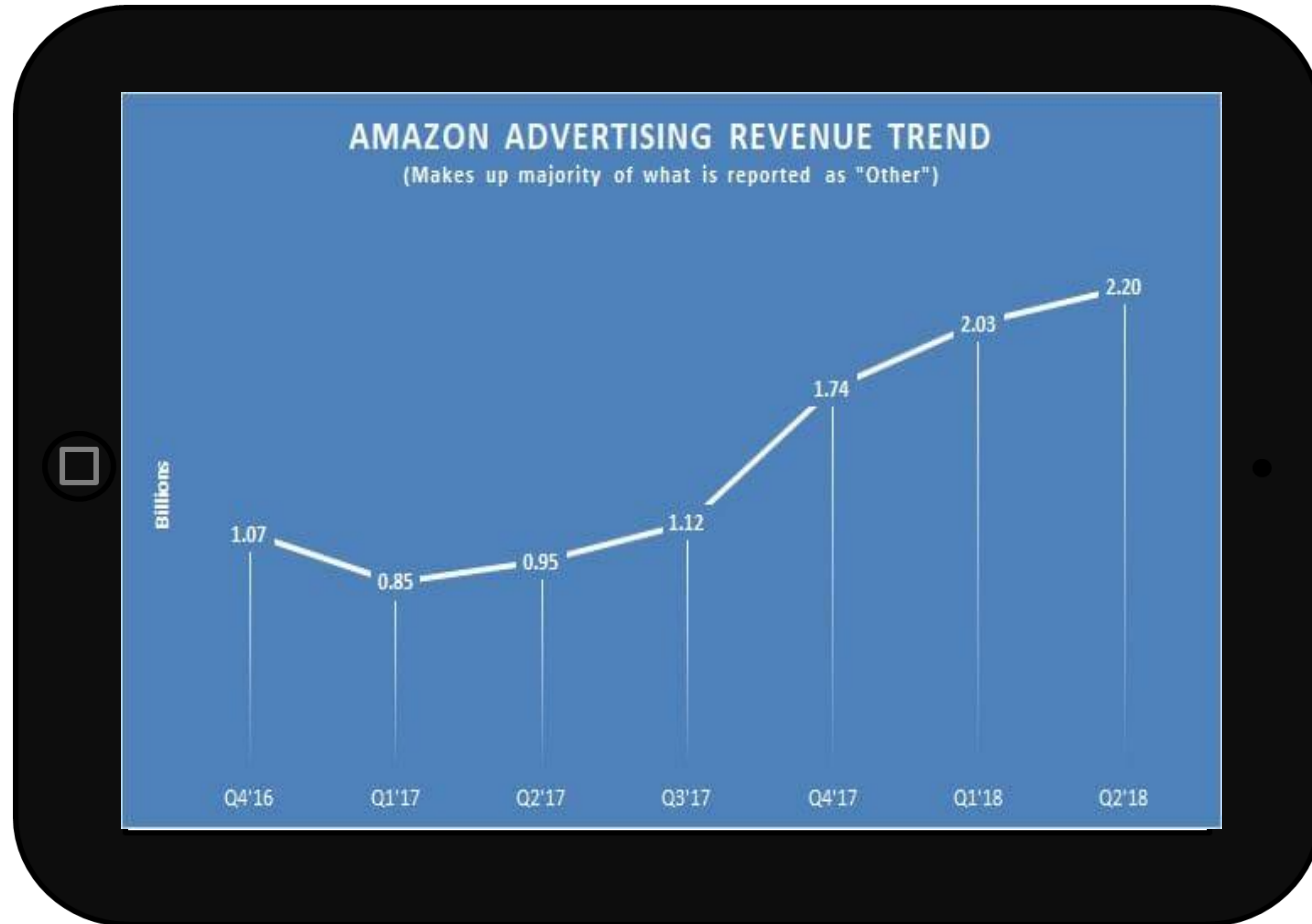
GO BEYOND GOOGLE SEARCH



Video platforms



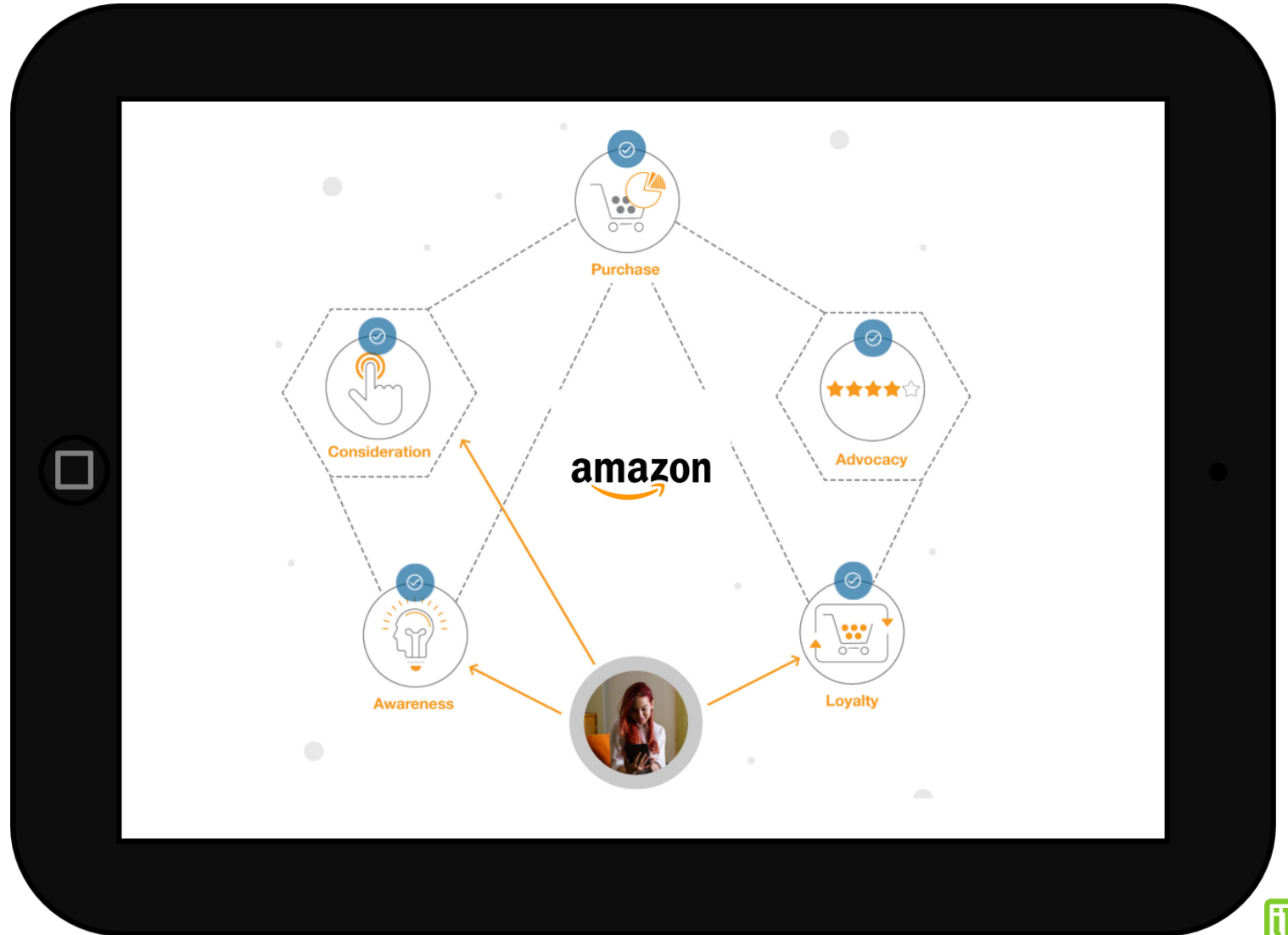
| Go beyond Google Search



#2 Go Beyond Google Search

Source: <https://marketingland.com/analysts-say-amazons-advertising-business-will-surpass-aws-by-2021-245983>

Besides Google Search



#3

CREDIBILITY THROUGH CONTENT

A black and white photograph of three dancers in a dynamic, overlapping pose. They are wearing dark athletic wear and are captured in a moment of movement, with arms extended and heads tilted back. The background is dark, and the floor has some faint white lines.



THE ERA OF POLARISATION

- **Trust is in universal decline**

Only 26% of people believe businesses are transparent in the use of their personal data.

Source: Dentsu Aegis Network, Digital Society Index, February 2018

- **Attention is a scarce commodity**

iPhone owners unlock their phones 80 times a day.

Source: Techpinions, Apple's Penchant for Consumer Security, April 2016



YOU ARE WHAT
YOU EAT

| YMYL websites love to...



EXPERTISE

- Source
- Personal branding
- References



AUTHORITY

- Brand building
- Backlinking, influencers
- Review management



TRUSTWORTHINESS

- Interactive by Design
- Transparency
- Technical Security (HTTPS, GDPR)

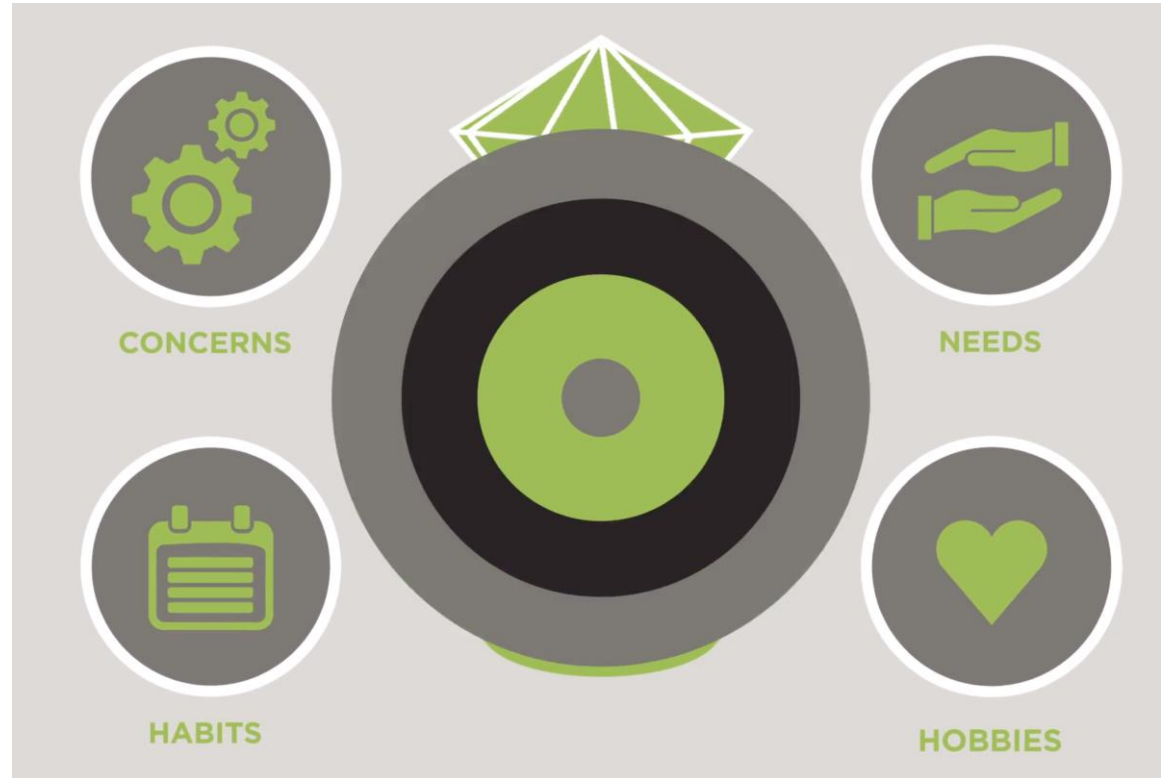
#4

CREATE
EXCEPTIONAL
CONTENT



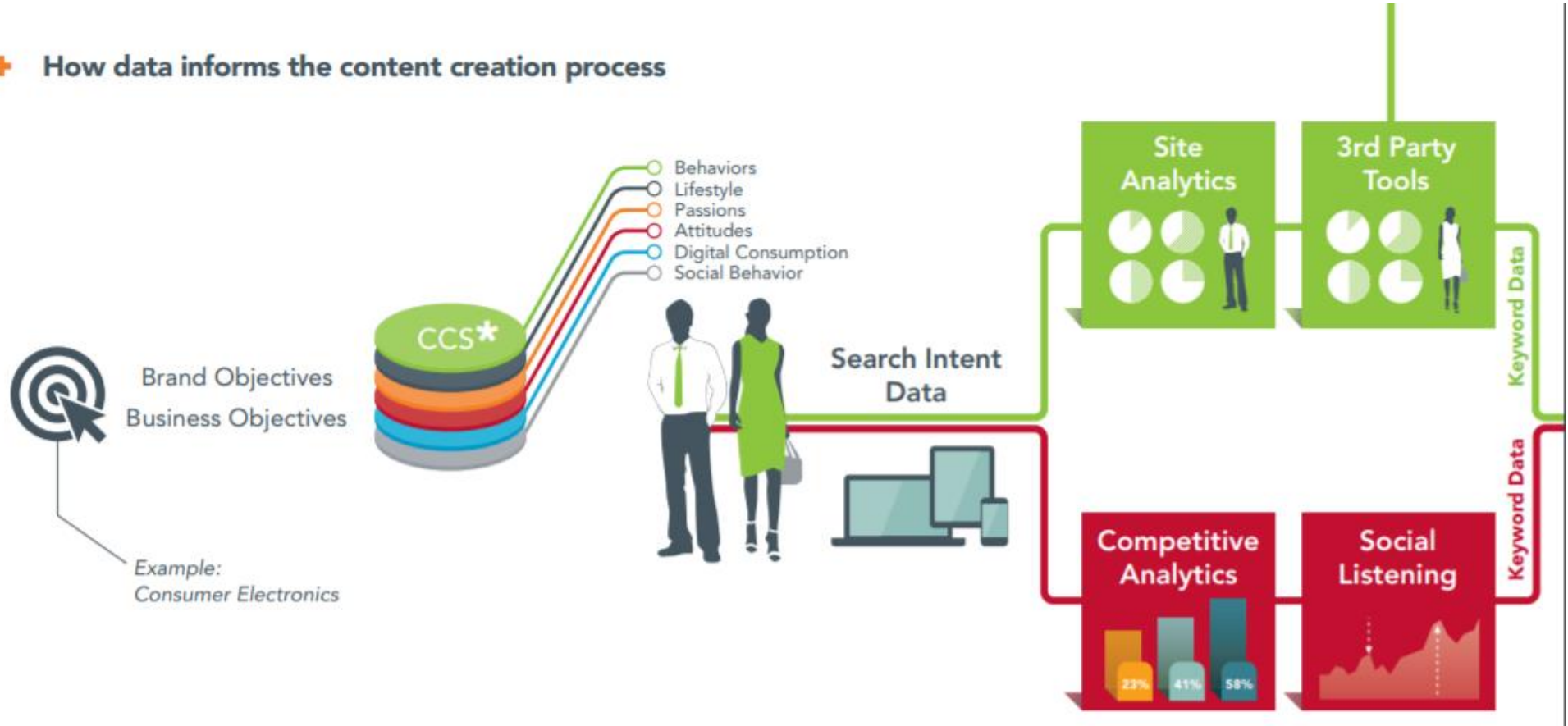
WE NEED TO GET BACK TO USER INTENT

#4 Create exceptional content



| Intelligent content

+ How data informs the content creation process



| Content marketing perspectives

| | |
|-----------------------|--|
| STRATEGY | |
| GOALS | leads, branding, traffic, time spent on site |
| KPIS | brand metrics, engagement, page view |
| CHANNELS | facebook, linkedin, website, blog |
| CONTENT FORMATS | video, article, ebook, podcast, infographics |
| CONTENT TYPE | survey, gifs, quiz, experimental video |
| MAIN SHARING TRIGGERS | helpful, funny, moving, controversial |

#5

ON-PAGE OPTIMIZATION

Win with On-page Optimization

**SHORTENING
CONVERSION
PROCESS**

**RELATED
PRODUCTS**

**EMBEDDED
VIDEOS**

#6

MACHINE LEARNING IN PRACTICE



| What is Rankbrain?

one of the top three ranking signals

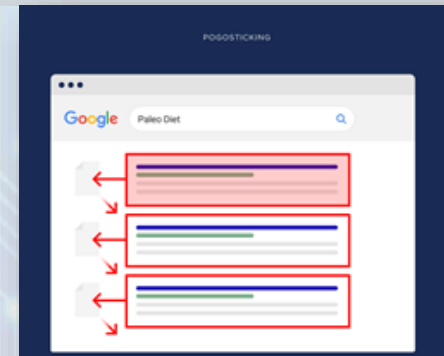
Understanding search queries, intent and contextual meaning of terms between words

Measuring how people interact with the results
(user satisfaction)

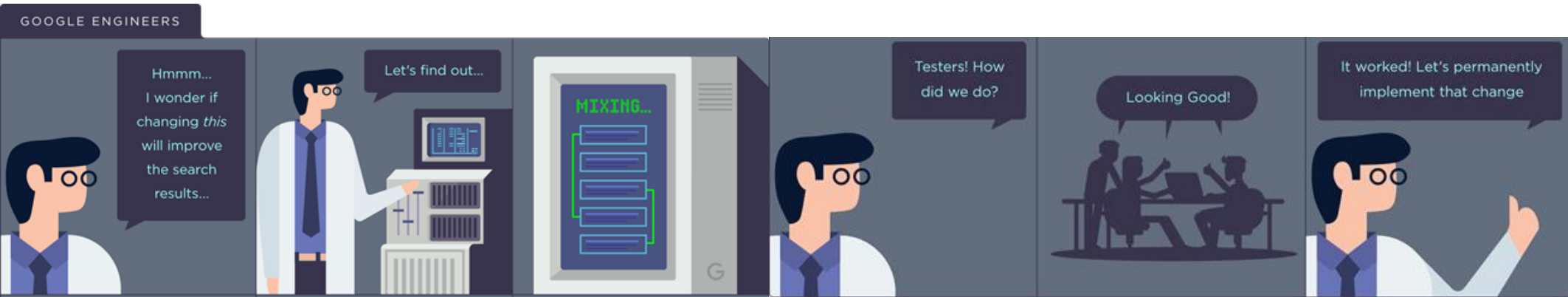
Organic CTR

Dwell Time

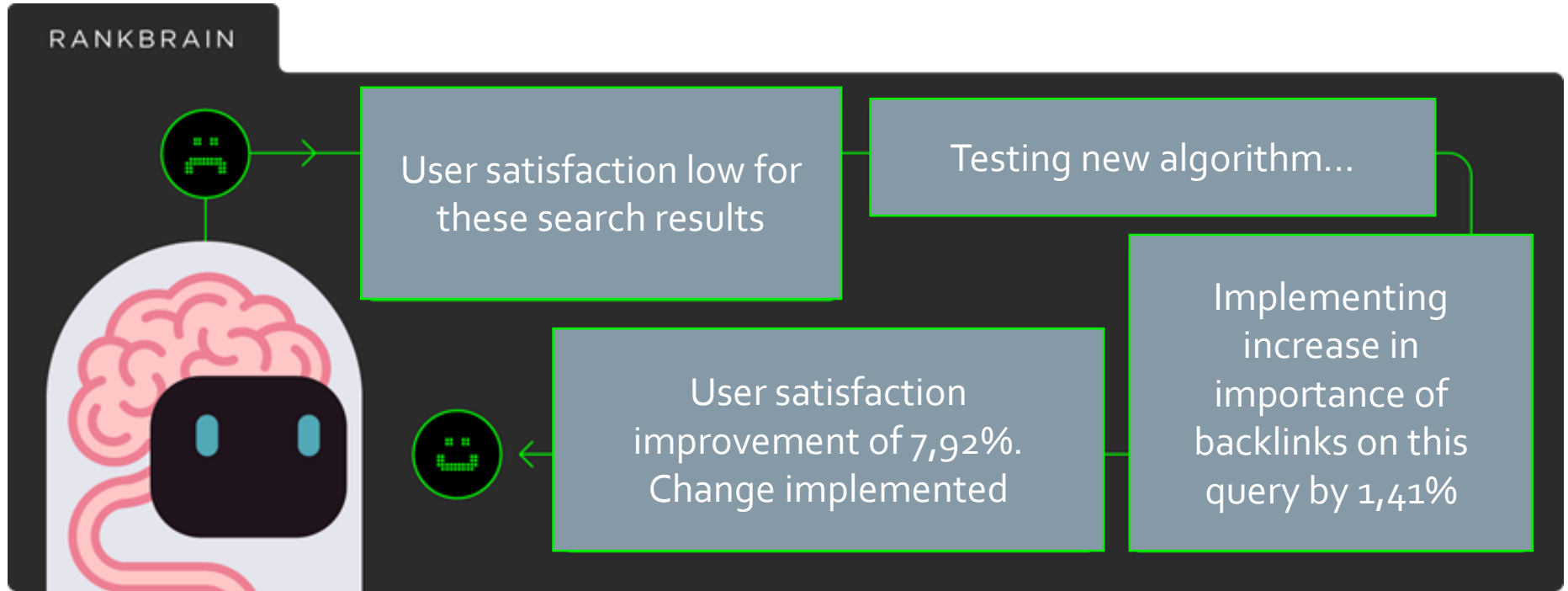
Pogo-Sticking



| Before Rankbrain Google algorithm was hand coded



| Human engineers and Rankbrain work together



Machine learning - Powerful text analysis

| Entities | Sentiment | Syntax | Categories |
|--|-----------|--------|------------|
| You can expect standing in the (queue) ₁ , but for not too long. (Tables) ₂ are clean and the (place) ₃ is usually not crowded. (Staff) ₅ is always friendly whenever I visit the (place) ₄ . Since it is a (Burger King) ₇ , I do not have to write about the (food) ₆ . You know what to expect when you get here. :) | | | |

7. Burger King

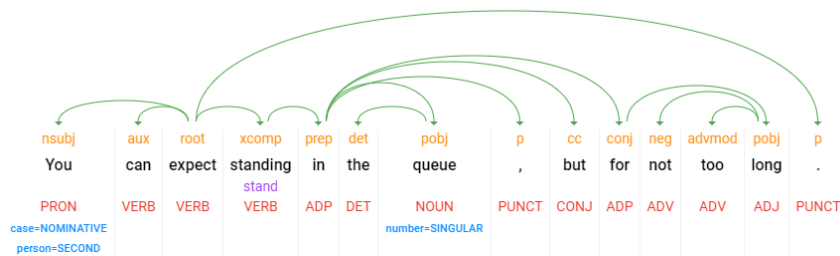
ORGANIZATION

Sentiment: Score 0 Magnitude 0

[Wikipedia Article](#)

Salience: 0.02

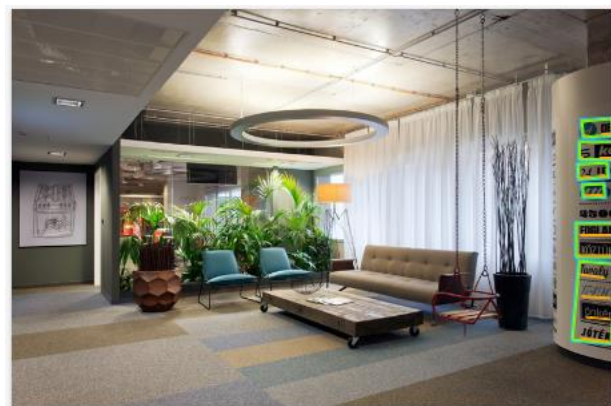
☒ Dependency ☒ Parse Label ☒ Part of Speech ☒ Lemma ☒ Morphology



| Document & Sentence Level Sentiment | |
|---|--|
| | |
| Entire Document | Score: 0.4 Magnitude: 2.9 |
| You can expect standing in the queue, but for not too long. | Score: 0 Magnitude: 0 |
| Tables are clean and the place is usually not crowded. | Score: 0.9 Magnitude: 0.9 |
| Staff is always friendly whenever I visit the place. | Score: 0.9 Magnitude: 0.9 |
| Since it is a Burger King, I do not have to write about the food. | Score: -0.2 Magnitude: 0.2 |
| You know what to expect when you get here. :) | Score: 0.7 Magnitude: 0.7 |
| Score Range | -1.0 — -0.25 -0.25 — 0.25 0.25 — 1.0 |



Machine learning - Powerful images analysis



dan.jpg



| | | | |
|-----------------|-----|-----------------|-----|
| Ceiling | 95% | Living Room | 70% |
| Interior Design | 94% | Flooring | 65% |
| Building | 93% | Real Estate | 65% |
| Room | 92% | House | 63% |
| Lobby | 88% | Office | 61% |
| Property | 88% | Table | 59% |
| Furniture | 87% | Tile | 53% |
| Floor | 80% | Interior Design | 53% |
| | | Waiting Room | 52% |

Dentsu Aegis Network Hungary
Isobar Budapest Zrt .
Year

Design
Office

Isobar
Iroda.hu
Kacska Street
Business

Budapest
Hungary

1.00999
0.67022
0.5273
0.485
0.4736
0.4466
0.40479
0.3269
0.3043
0.3042
0.27975
0.2455
0.2436
0.00388
0.00014

Pages with Matched Images

[dreamjo.bs/...](#)
[azevirodaja.hu/...](#)
[azevirodaja.hu/...](#)
[index.hu/...](#)
[blog.iroda.hu/...](#)
[blog.iroda.hu/...](#)
[lajk.startlap.hu/...](#)
[blog.iroda.hu/...](#)
[www.irodavilagitas.hu/...](#)
[www.hrportal.hu/...](#)
[dreamjo.bs/...](#)
[azevirodaja.hu/...](#)
[budapest.reblog.hu/...](#)

| How to Use RankBrain to Your Advantage

#1 RETHINK
KEYWORD RESEARCH

#2 USE LSI KEYWORDS

#3 CREATE TRULY
HELPFUL CONTENT

#4 FOCUS ON
ORGANIC CTR

#5 IMPROVE DWELL
TIME, BOUNCE RATE
AND CONVERSION
RATE

Google is also shifting more resources towards **image** and **video** search.

#7

THE RISE OF VOICE





HAVE YOU EVER TRIED
ANY VOICE ASSISTANT?

| iProspect Survey in UK, Germany and France



France has the highest frequency of use with 21% of people using it at least once per day

Use of voice is higher in France with 32% of people claiming to use voice to interact with devices



The most common device to use voice to interact with remains the smartphone in the UK, France and Germany (60%, 71% and 78% respectively)

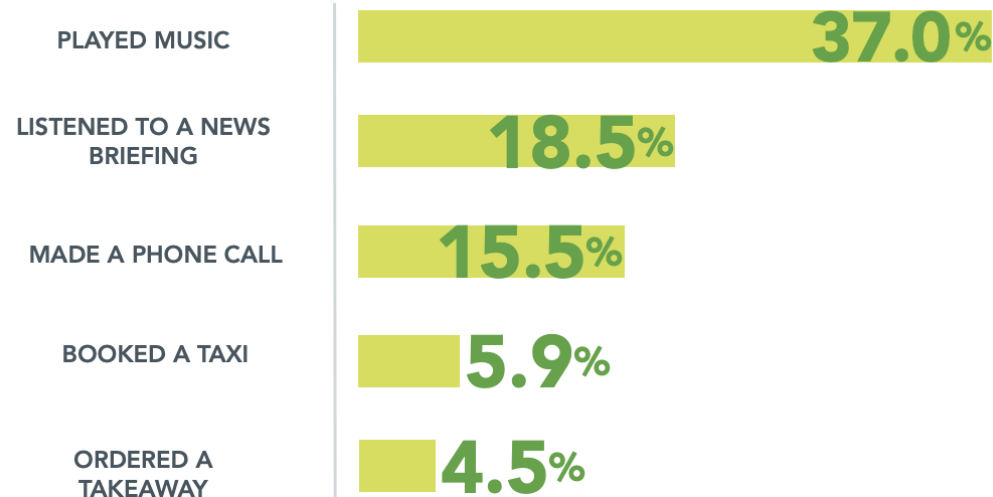


In the UK, 43% of people who use voice have done so to purchase a product in the last 3 months



| Here is why voice matters

- It's **personal**
- It's **natural**
- It's **everywhere**
- It's here to **stay**



Source: iProspect Survey, June 2018

| What does it mean for brands?

Voice users are
searching
differently

New types of **brand**
experiences

Technology is
permeating **new**
life moments

The pressure is
on to **win**

Brands need to be delivering **UTILITY** in the most
RELEVANT manner with a focus on the **CONVERSATIONAL**

8

STRUCTURED DATA

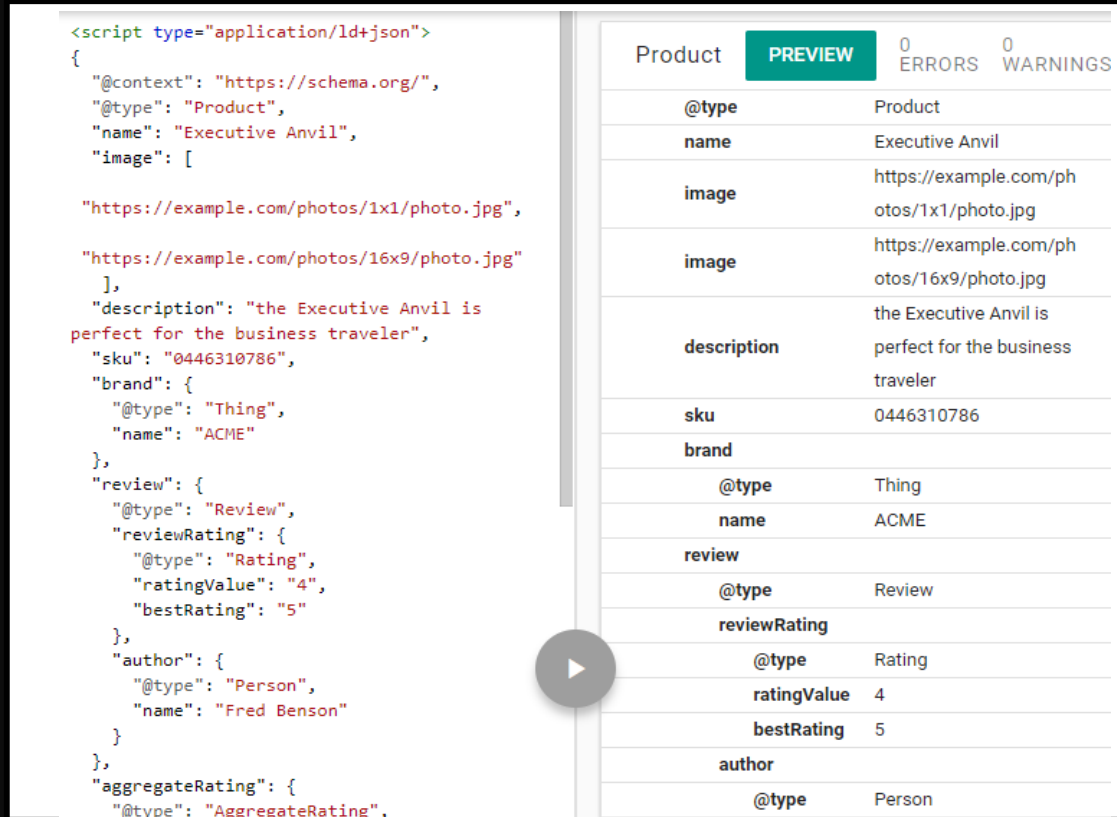


Structured Data

This is a markup language used within the HTML code of a particular landing page.

Some Markup:

- Article
- Event
- Product
- Recipe
- Breadcrumb
- Job posting
- Social profile
- Q&A Page



```
<script type="application/ld+json">
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Executive Anvil",
  "image": [
    "https://example.com/photos/1x1/photo.jpg",
    "https://example.com/photos/16x9/photo.jpg"
  ],
  "description": "the Executive Anvil is perfect for the business traveler",
  "sku": "0446310786",
  "brand": {
    "@type": "Thing",
    "name": "ACME"
  },
  "review": {
    "@type": "Review",
    "reviewRating": {
      "@type": "Rating",
      "ratingValue": "4",
      "bestRating": "5"
    },
    "author": {
      "@type": "Person",
      "name": "Fred Benson"
    }
  },
  "aggregateRating": {
    "@type": "AggregateRating",
```

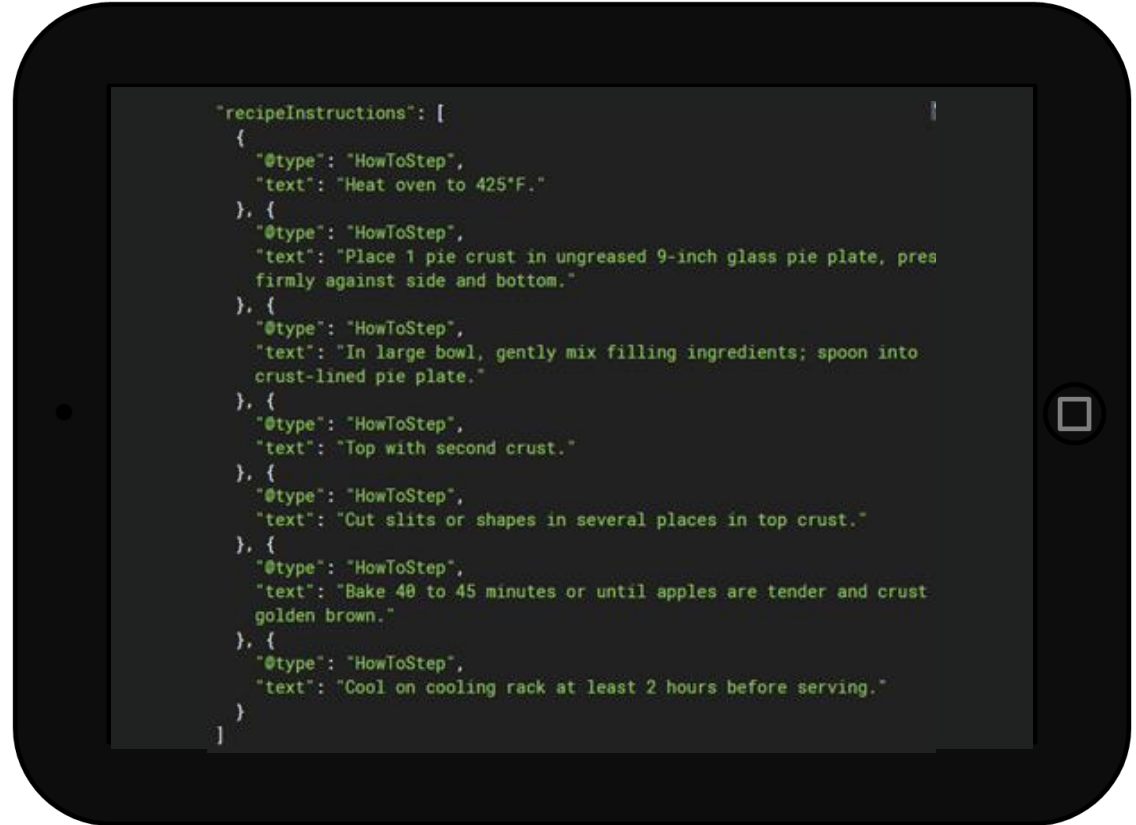
| Product | PREVIEW | 0 ERRORS | 0 WARNINGS |
|--------------|--|----------|------------|
| @type | Product | | |
| name | Executive Anvil | | |
| image | https://example.com/photos/1x1/photo.jpg | | |
| image | https://example.com/photos/16x9/photo.jpg | | |
| description | the Executive Anvil is perfect for the business traveler | | |
| sku | 0446310786 | | |
| brand | | | |
| @type | Thing | | |
| name | ACME | | |
| review | | | |
| @type | Review | | |
| reviewRating | | | |
| @type | Rating | | |
| ratingValue | 4 | | |
| bestRating | 5 | | |
| author | | | |
| @type | Person | | |

| Structured Data - Recipe

'recipeIngredient' and 'recipeInstructions' are recommended for recipes on Google Search, but it's required for guidance with the Google Assistant on Google Home and smart displays.

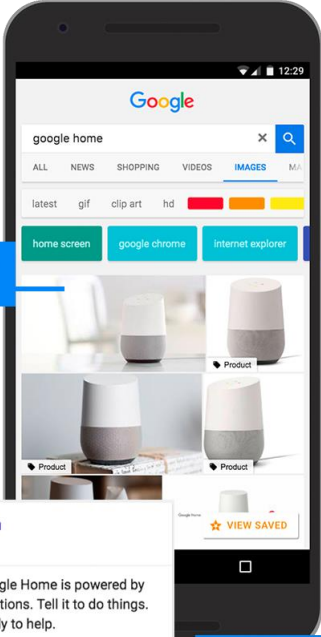


Google Assistant



Products, Recipes, Q&A pages in SERP

Product Information in Google Image Search



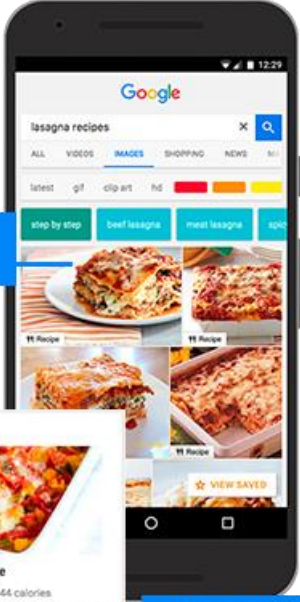
Product Information in Google Search Results

Google Home - Walmart.com
Walmart > Google-Home

Meet your Google assistant. Google Home is powered by the Google assistant. Ask it questions. Tell it to do things. It's your own Google, always ready to help.

| Rating | Price |
|-----------------|----------------------|
| 4.4 ★★★★★ (510) | \$110.99 to \$129.00 |

Recipe Information in Google Image Search



Recipe Information in Google Search Results

Example Food Recipes

Easy Vegetable Lasagna Recipe
4.9/5 ★★★★★ (57) • 1h 20m • 444 calories
Easy vegetable lasagna recipe with tender zucchini, yellow squash and roasted red peppers cooked in a light tomato sauce. Simple and easily adaptable.

How do I remove a cable that is stuck in a USB port ...
Example.com > questions

Nov 28, 2012 · 4 answers
I inserted the plug from my USB cable that came with my phone into a USB hub. When I tried to unplug the cable, it seemed impossible ...

✓ **Top answer** · 2 votes

I had a similar issue recently with my phone. The cable wouldn't come out, so I grabbed my utility multi-tool ... [More](#)

0 votes

I used an eyelash better grip on the sticking out. [More](#)

Featured snippet

10-20% of all queries and 41% of all questions show a featured snippet

```
<h2>What Is an Influencer?</h2>
```

```
<p>Influencers are ordinary people who have earned a substantial loyal following information they share with their followers.</p>
```

```
</div>
```

```
<p>It's for this reason why one of the<a href="https://thenextweb.com/contributor 2018/">influencer marketing trends</a> experts anticipate in 2018 is the increase media influencers.</p>
```

```
<p>The question is: where do you start?</p>
```

```
<p>In this blog post, I'll be laying out ten ways how to become a social media in that will help speed things up exponentially.</p>
```

```
<div class="hsg-featured-snippet">
```

```
<h2>How to Become an Influencer in 10 Steps</h2>
```

```
<ol>
```

```
<li><a href="#niche">Find your niche.</a></li>
```

```
<li><a href="#principles">Use the "First Principles Thinking" approach.</a></li>
```

```
<li><a href="#channel">Choose your social media channel.</a></li>
```

```
<li><a href="#strategy">Develop your content strategy.</a></li>
```

```
<li><a href="#distribute">Distribute your content.</a></li>
```

```
<li><a href="#grow">Grow your network.</a></li>
```

```
<li><a href="#engage">Engage with your followers.</a></li>
```

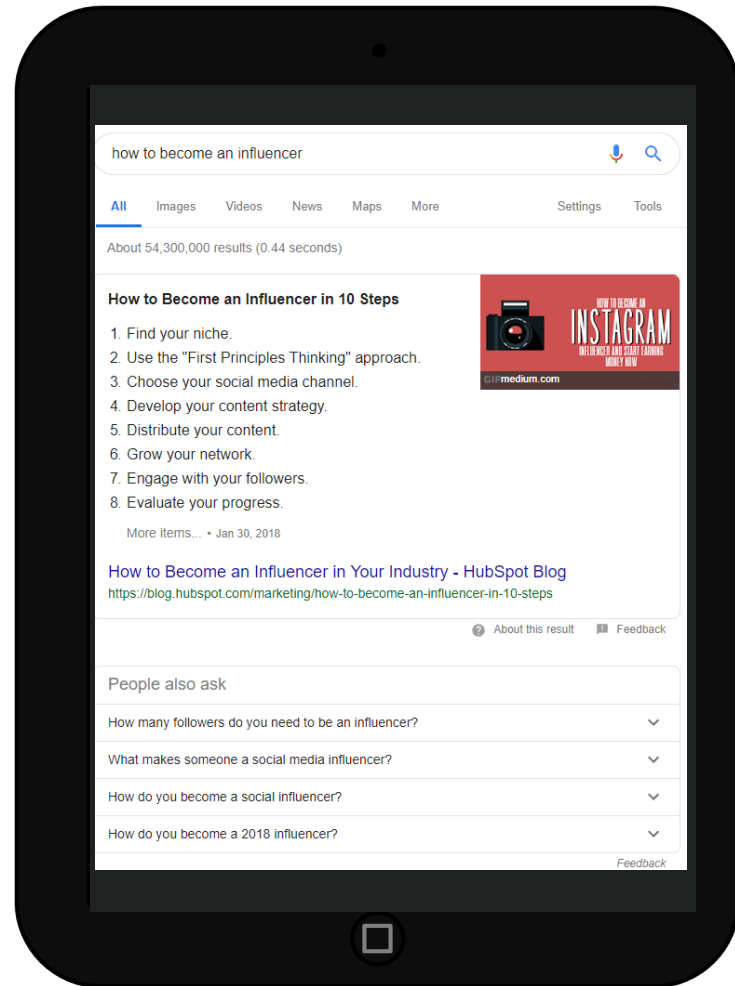
```
<li><a href="#progress">Evaluate your progress.</a></li>
```

```
<li><a href="#updated">Stay updated.</a></li>
```

```
<li><a href="#consistent">Be consistent.</a></li>
```

```
</ol>
```

```
...
```



A close-up portrait of a woman with long, wavy hair, wearing clear-framed glasses. She is looking directly at the camera with a slight smile. The image is heavily stylized with a teal/cyan tint and a red glow on the left side. A thin white horizontal line is positioned across the middle of the image, passing through the woman's eyes.

#9

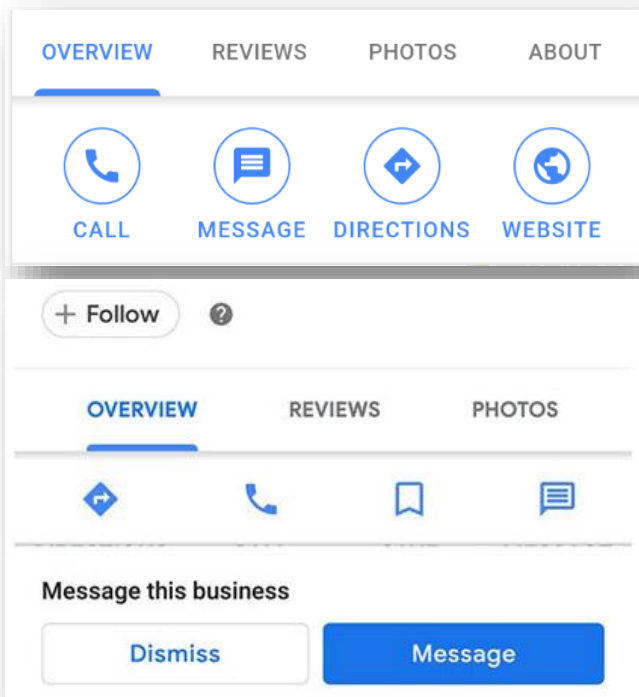
SERP

(Search Engine Results Page)

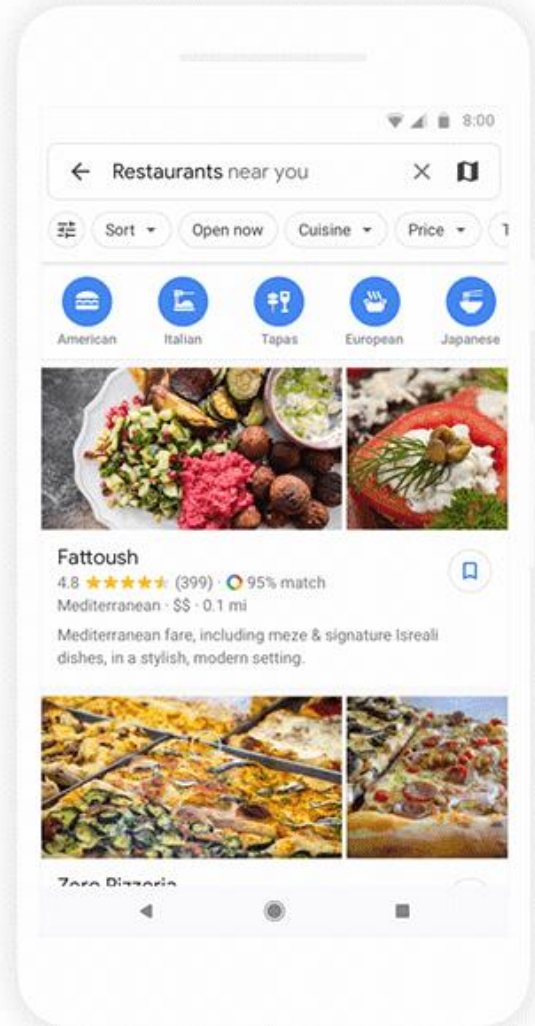
OPTIMIZATION

Google My Business (GMB)

Google started testing a far larger version of the 'Message' button.



#9 SERP optimization



| Google My Business (GMB)

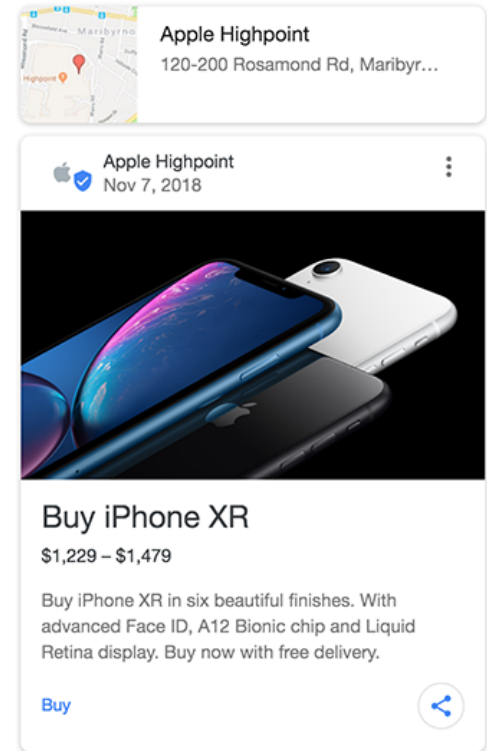
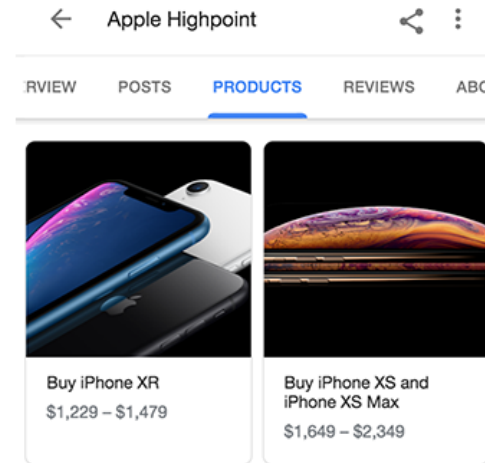
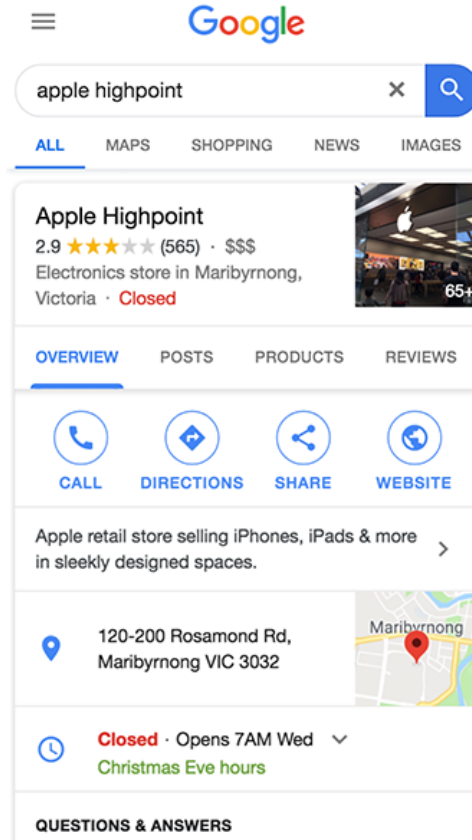
POST TYPES:

- Google posts
- Events
- Offers
- Products

BUTTONS:

- Book
- Order online
- Buy
- Learn more
- Sign up
- Call now

#9 SERP optimization



| Google My Business (GMB) - posts

Google posts in the search (test)

The image is a screenshot of a Google search results page for the 'Law Office Of Marco A. Rodriguez'. The page is divided into three main sections: a list of local businesses on the left, a detailed view of the selected business in the center, and a zoomed-in view of a Google My Business (GMB) post on the right.

Left Panel (Local Business Listings):

- James A. Young & Associates**
No reviews · Bankruptcy Attorney
Chicago, IL
(630) 883-0609
Open · Closes 5PM
- Law Office Of Marco A. Rodriguez**
No reviews · General Practice Att...
Chicago, IL
(773) 589-4085
Open · Closes 6PM
Rodriguez is a consumer protection attorney who focuses his practice in ... practices as well as defending homeowners in foreclosure. Mr.
- William F. Spielberger**
3.0 ★★★★★ (2) · Attorney
Monadnock Building
Chicago, IL
(312) 834-0519
- Law Offices of Jeffrey A. Avny**
4.9 ★★★★★ (79) · Foreclosure...
Mt Prospect, IL

Center Panel (Law Office Of Marco A. Rodriguez):

- Website** **Directions** **Save**
- General practice attorney in Chicago, Illinois
- Related to your search**
Mr. Rodriguez is a consumer protection attorney who focuses his practice in advocating for consumers against unfair and deceptive commercial practices as well as defending homeowners in foreclosure. Mr. Rodriguez also engages in contract law, ...
Jan 3, 2019
- Address:** 4440 S Ashland Ave, Chicago, IL 60609
Hours: Open · Closes 6PM
Phone: (773) 589-4085
[Suggest an edit](#)
- [Know this place?](#) [Answer quick questions](#)
- Questions & answers**

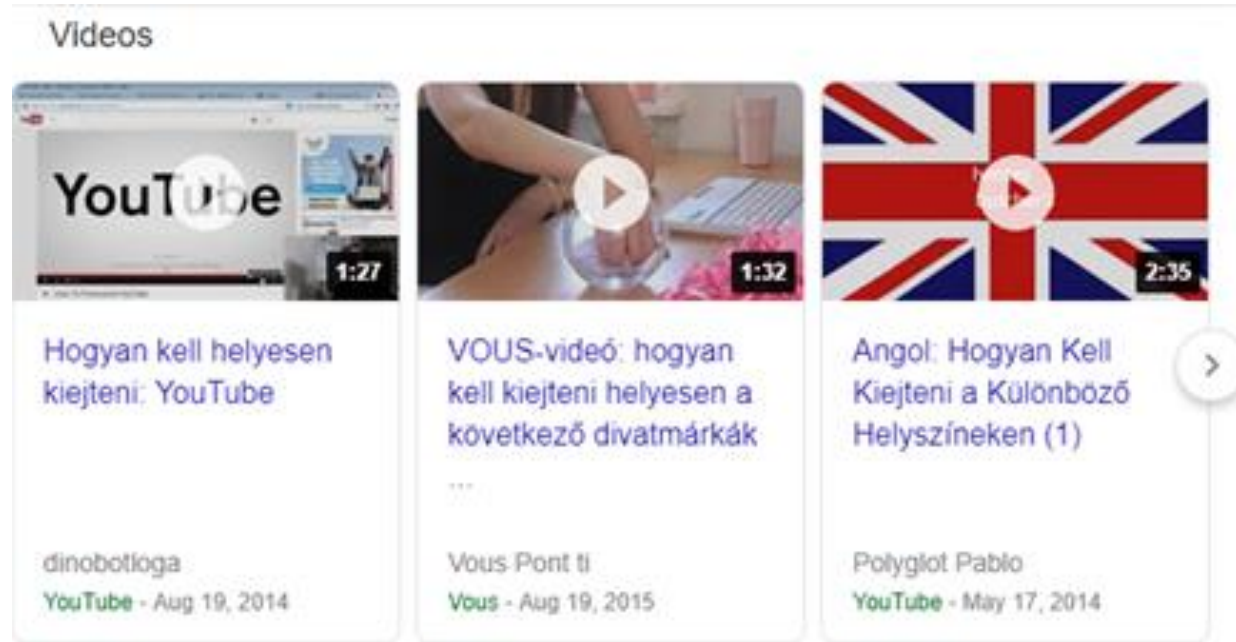
Right Panel (Zoomed-in GMB Post):

- Law Office Of Marco A. Rodriguez**
Jan 3, 2019
- Mr. Rodriguez is a consumer protection attorney who focuses his practice in advocating for consumers against unfair and deceptive commercial practices as well as defending homeowners in foreclosure. Mr. Rodriguez also engages in contract law, family law, personal injury, landlord-tenant law, and expungements and/or sealing of criminal records.

#9 SERP optimization

| Videos and Images in SERP

- *"Google is shifting more resources towards image and video search, because they have massive potential"* (Gary Illyes)
- Youtube is the second largest search engine in video optimization
- Embed video on website



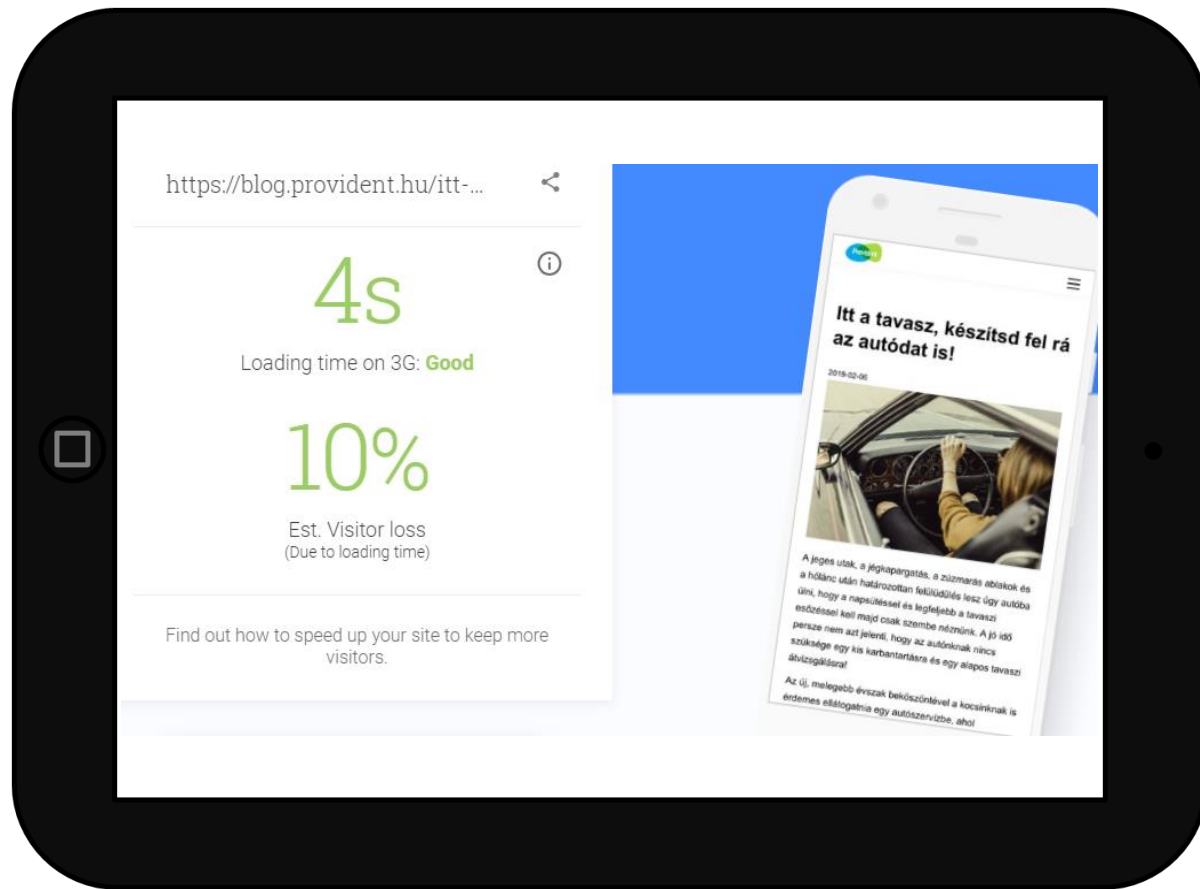
#10

TECHNICAL SEO



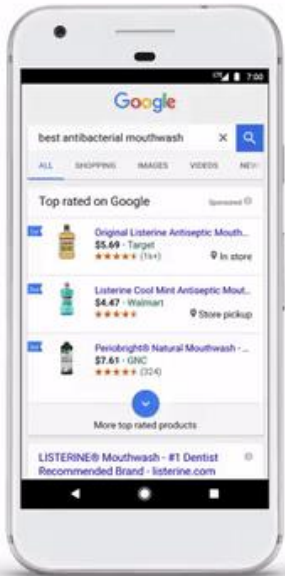
| Optimize data traffic and load time

- Reduce image sizes
- Compression
- AMP
- Reducing the number of redirects
- Caching
- Configure the server environment
- AJAX solutions
- Async loading
- HTTP/2
- ...

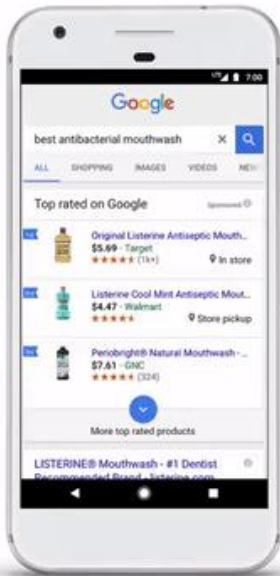


| Accelerated Mobile Pages (AMP)

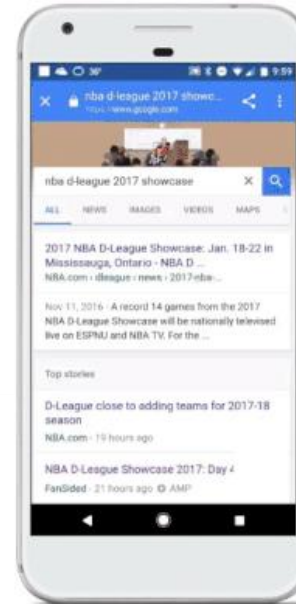
AMP
Landing Page



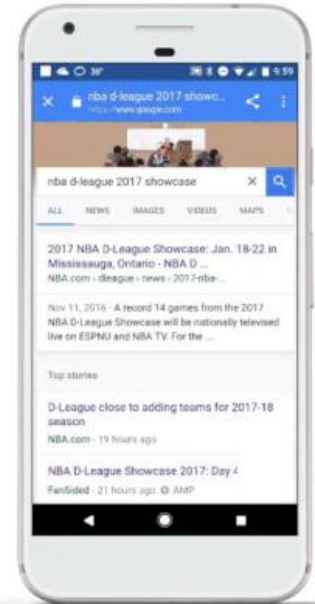
Regular
Landing Page



AMP Ad



Regular Ad



Demo Only

#10Technical SEO

Median AMP page load time from Google Search: LESS than 0.5 seconds



| Progressive Web App (PWA)

PWA is a web app that uses modern web capabilities to deliver an app-like experience to users.

- Progressive
- Rapid Re-Engagement
- Connectivity independent
- Installable, App-like

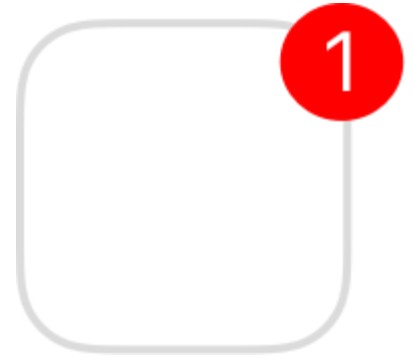


| PWA on Windows and Store

- Can be installed from a browser on a desktop, Android and iOS
- Can be upload to the windows store
- A new progressive web app for Office is now available for Windows 10, replacing the pre-installed MyOffice application hub
- Trusted Web Activities (TWA): a new way to integrate your web-app content such as your PWA with your Android app using a protocol based on Custom Tabs.



Magento
PWA Studio
Creating Next Generation
Shopping Experiences



User Intent

Beyond Google Search

Machine Learning in Practice

TOP 10 SEO TRENDS

On-page
optimization

Credibility through content

Rise of Voice

SERP Optimization

Structured
Data

Creating excellent content

Technical SEO

THANKS FOR YOUR ATTENTION

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Pálmai Dániel - daniel.palmai@isobar.com