



# Mastering the discoverability landscape: SEO, AI, and the future of search

Brian Piper









**CHANGE**

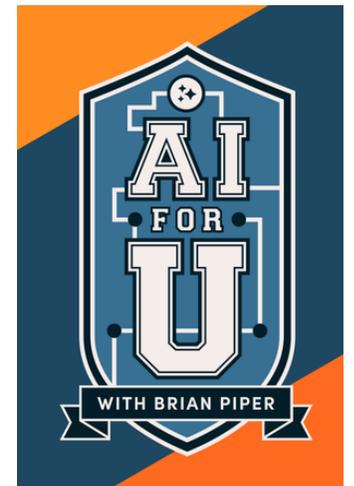
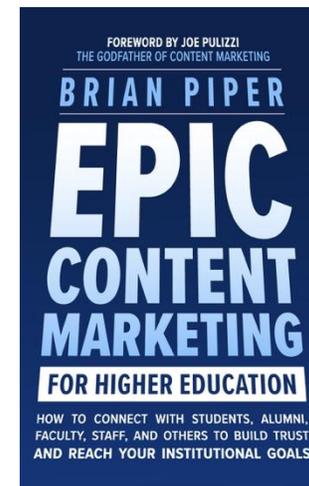
# Brian Piper

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Content Marketing Consulting

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<https://brianwpiper.com/>

<https://www.linkedin.com/in/brianwpiper/>





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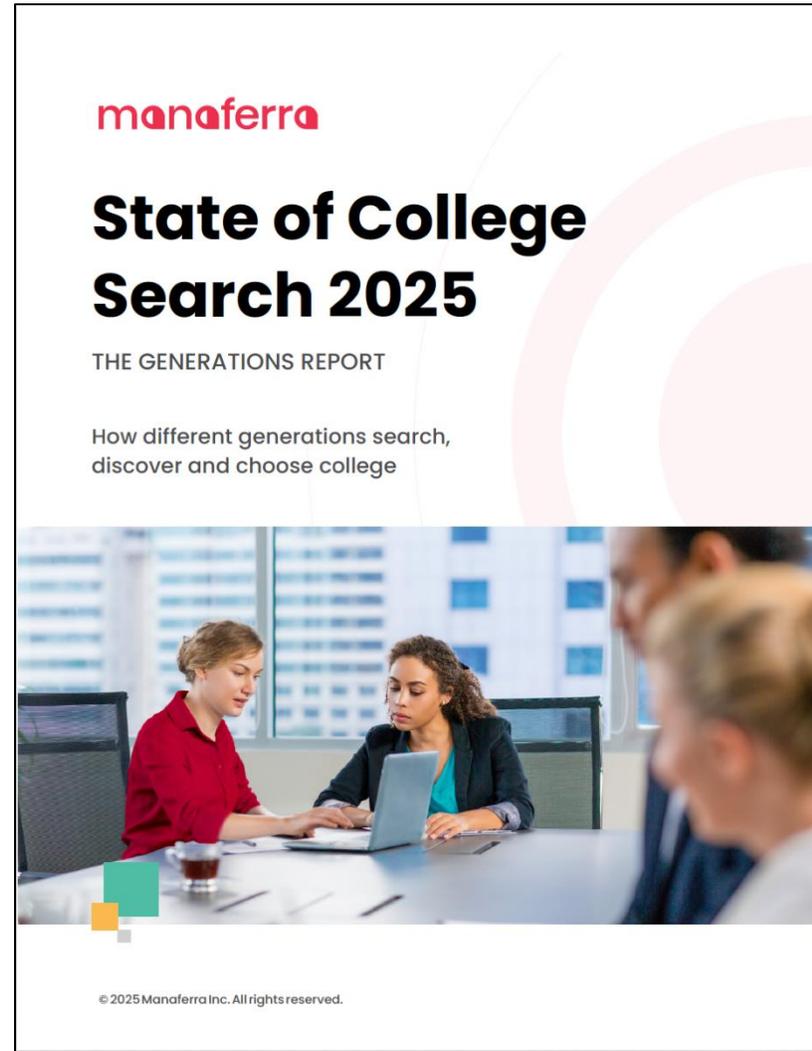
[Home](#) [▣](#) [Contents](#) [▣](#) [Pricing](#) [▣](#)  [News](#) [▣](#) [Contact Us](#) [▣](#) [Links](#)

*Last updated: 2/25/97*

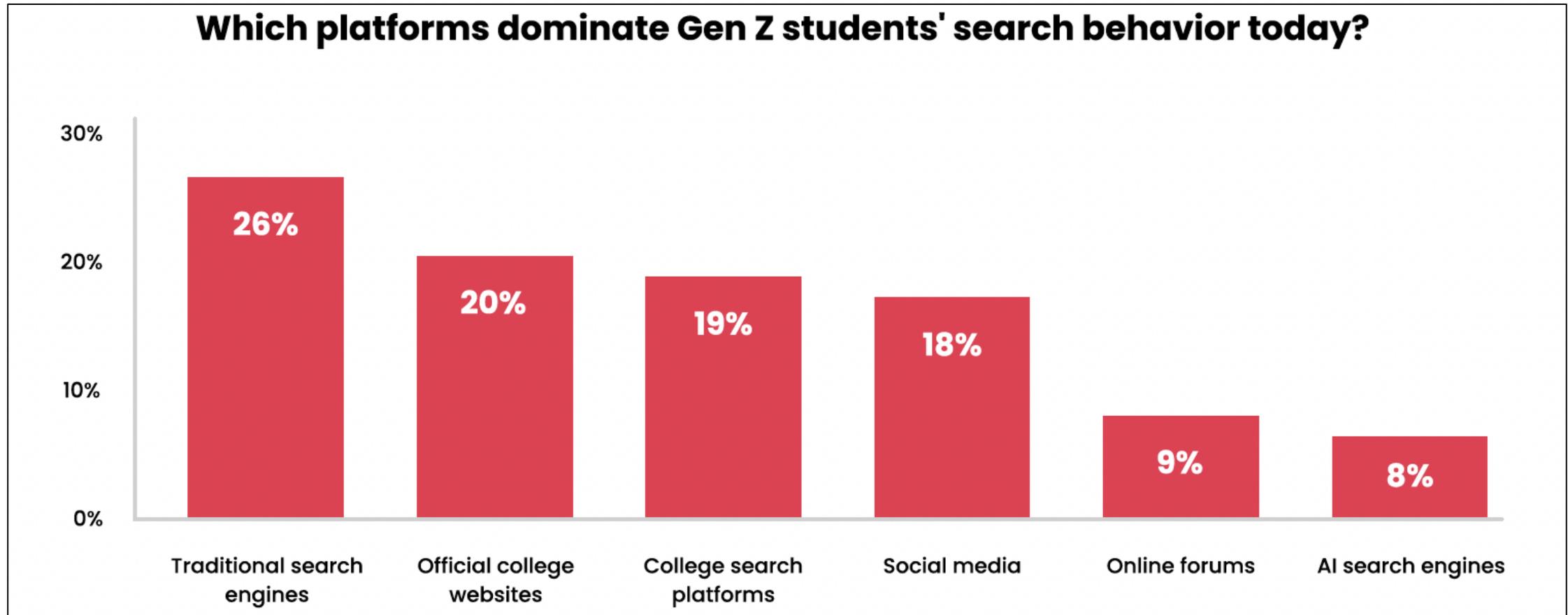
*Copyright 1996-97 Creative Approaches, Inc.*

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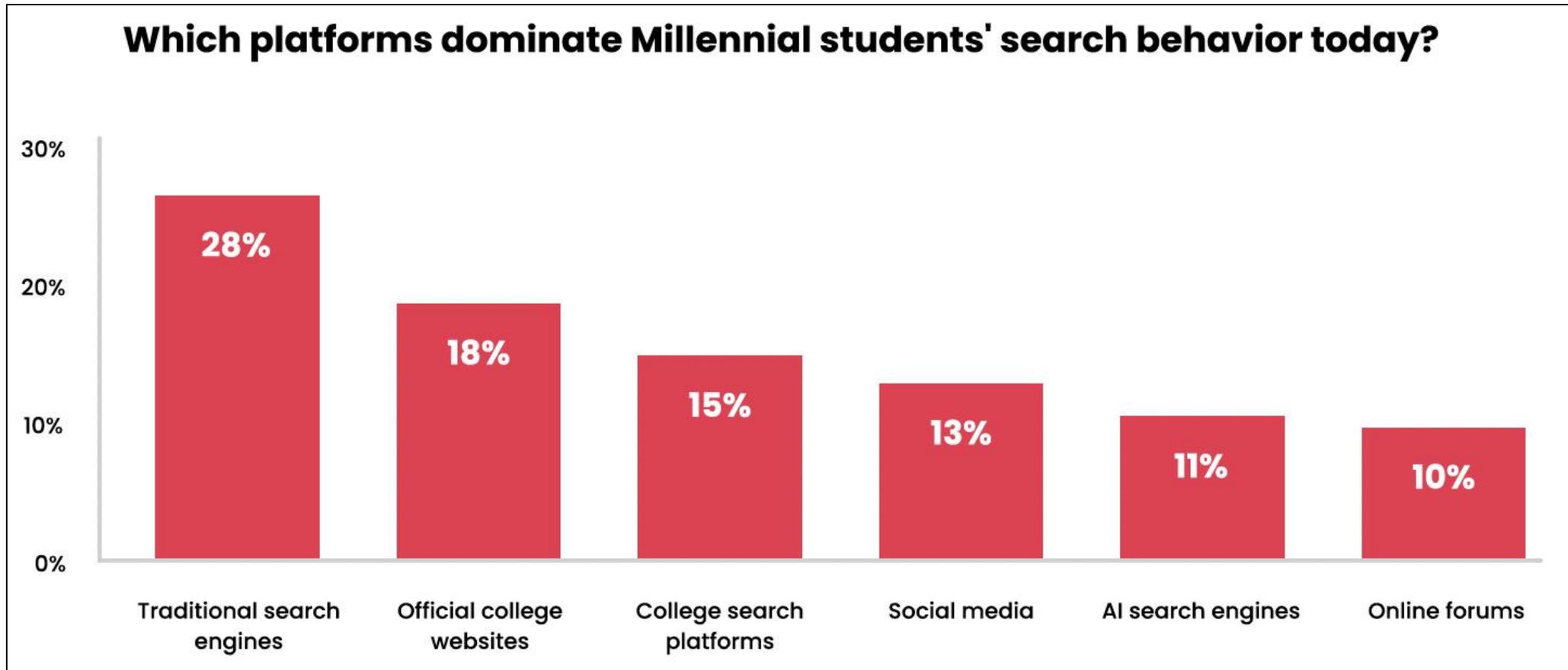
# Why does it matter in higher ed?



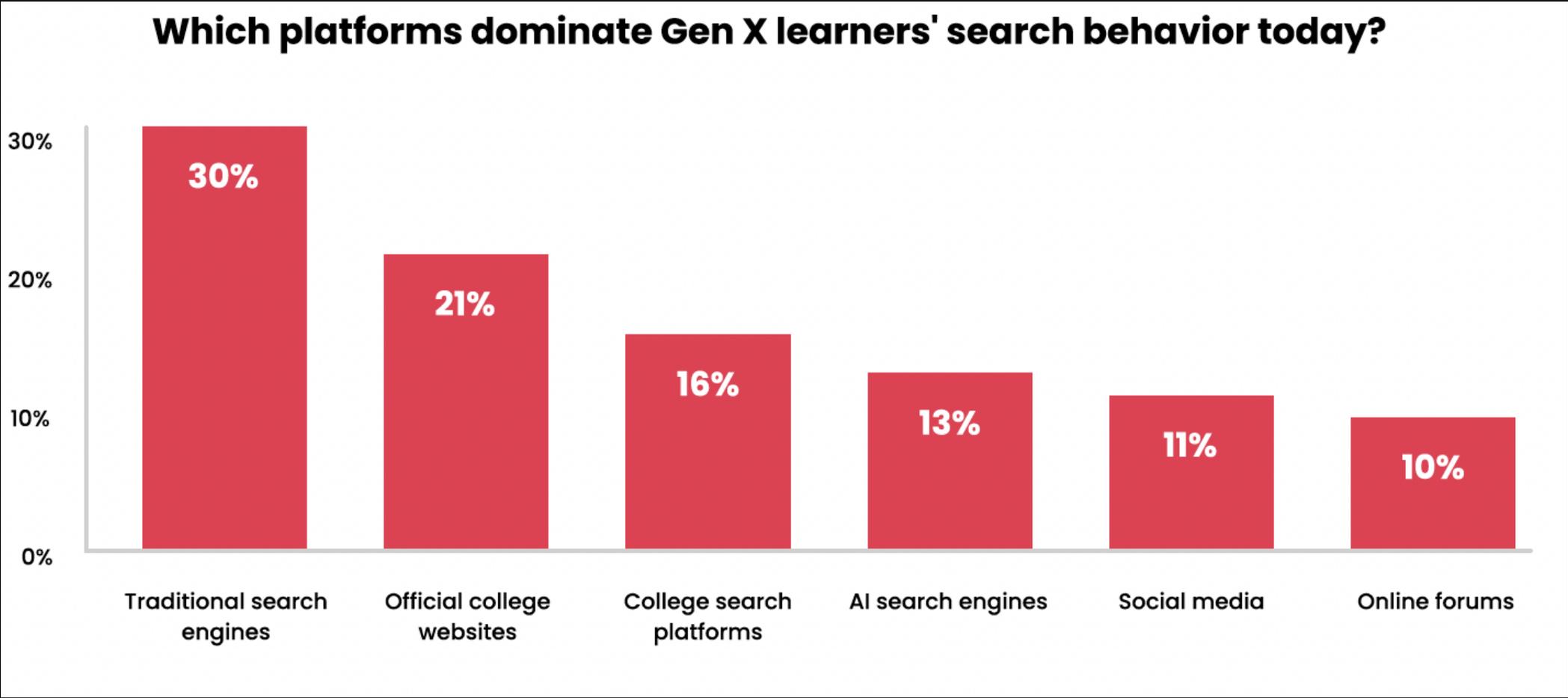
# Why does it matter in higher ed?



# Why does it matter in higher ed?



# Why does it matter in higher ed?



# What does good website content look like?

Typical article – 700-1,500 pageviews



# What does good website content look like?

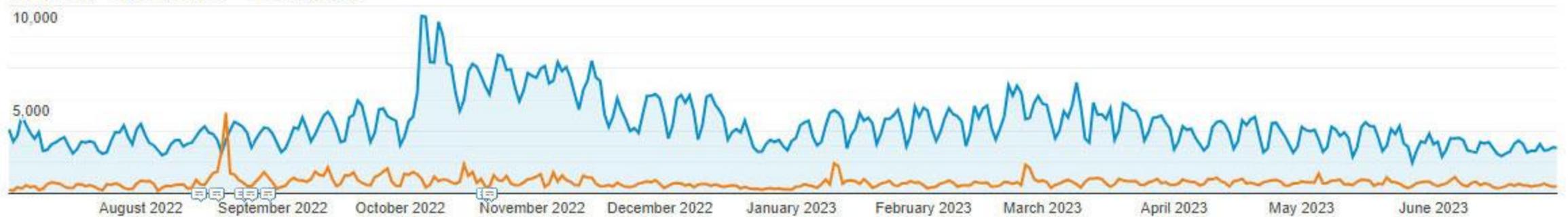
High Performer – 30,000 pageviews in 3 years



Jul 1, 2022 - Jun 30, 2023  
Compare to: Jul 1, 2017 - Jun 30, 2018

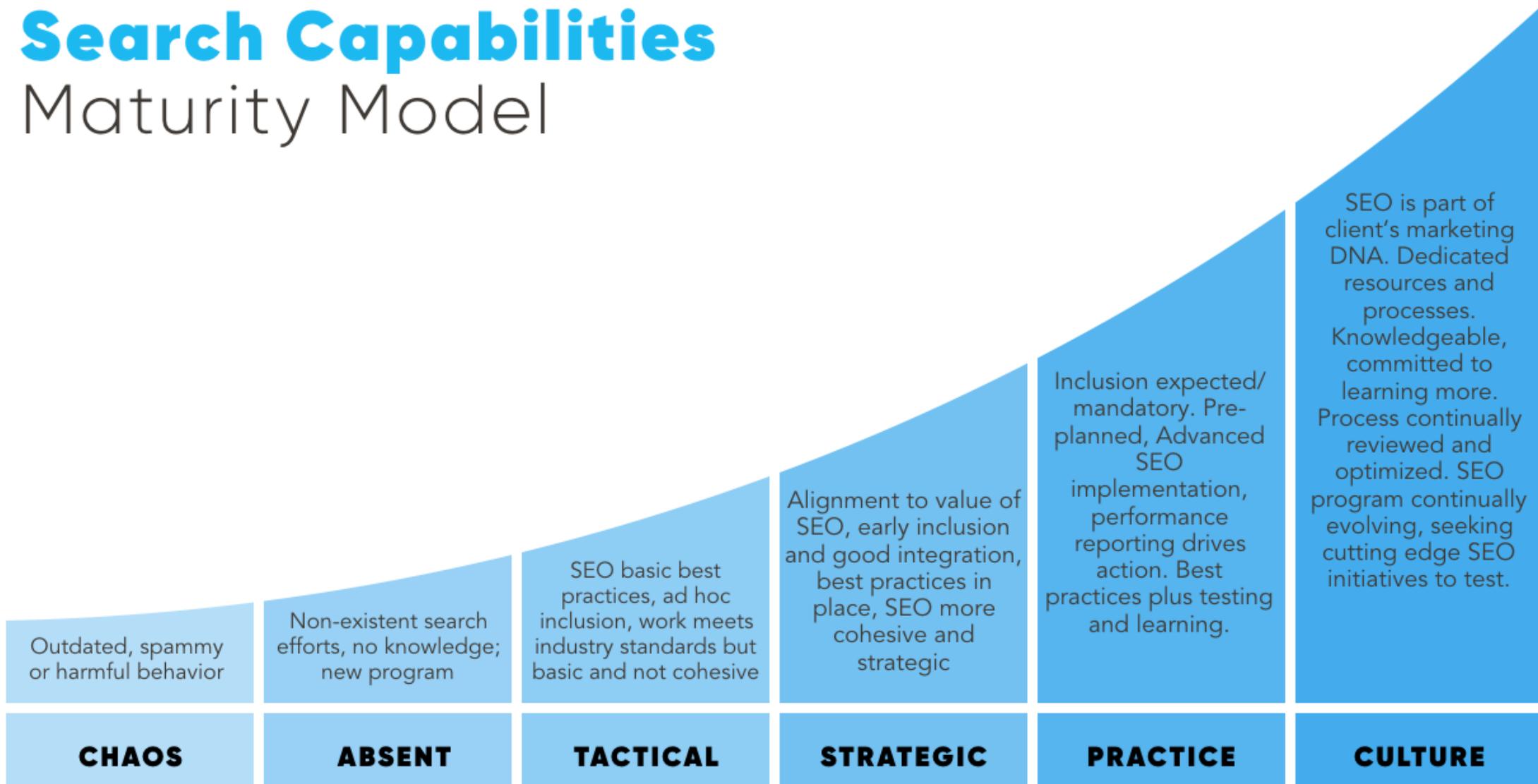
Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
All Users	109.12% ↑ 1,908,348 vs 912,541	112.19% ↑ 1,748,510 vs 824,043	61.54% ↑ 00:05:00 vs 00:03:06	116.91% ↑ 1,659,612 vs 765,130
Organic Traffic	540.40% ↑ 1,367,131 vs 213,481	575.24% ↑ 1,260,674 vs 186,699	94.37% ↑ 00:05:44 vs 00:02:57	631.45% ↑ 1,210,821 vs 165,537

Jul 1, 2022 - Jun 30, 2023: ● Pageviews  
Jul 1, 2017 - Jun 30, 2018: ● Pageviews



# Search Capabilities Maturity Model

CAPABILITIES MATURITY



ORGANIZATIONAL MATURITY

# Reactive/proactive



Photo credit: Midjourney

# **Content performance and optimization**

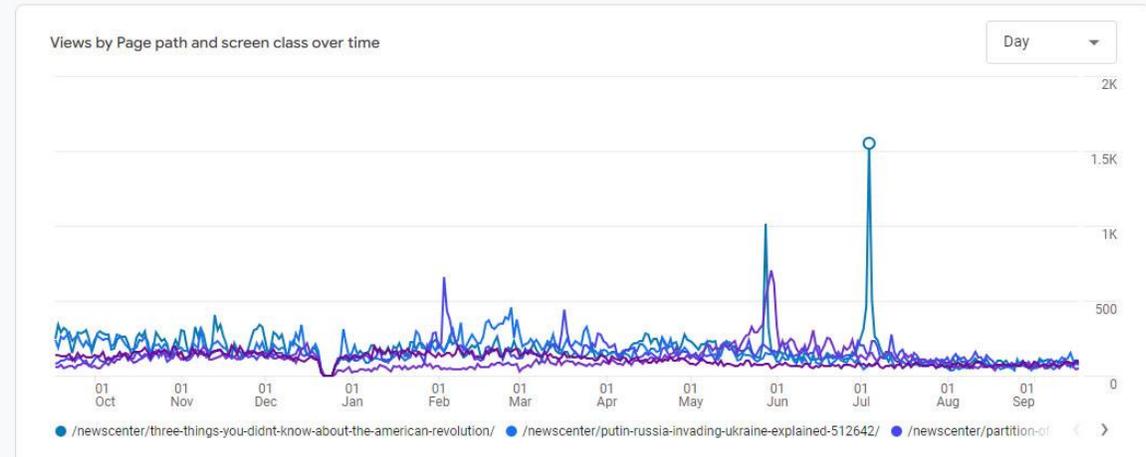
Look at your data

- Reports snapshot
- Realtime
- Custom reports ^
- Favorite views
- Life cycle ^
- Acquisition
- Engagement
  - Overview
  - Events
  - Pages and screens
- Monetization
- Retention
- Search Console ^
- Search Console
- User ^
- User attributes
- Tech
- Library

All Users Add comparison + Last 12 months Sep 17, 2023 - Sep 17, 2024

Pages and screens: Page path and screen class

Add filter +



Plot rows Search... Rows per page: 10 Go to: 1 1-10 of 10260

	Page path and screen class +	Views	Active users	Views per active user	Average engagement time per active user	Event count All events
<input type="checkbox"/>	Total	1,726,236 100% of total	1,353,008 100% of total	1.28 Avg 0%	1m 06s Avg 0%	7,966,805 100% of total
<input checked="" type="checkbox"/>	1 /newscenter/three-things-you-didnt-know-about-the-american-revolution/	65,076	56,739	1.15	58s	396,956
<input checked="" type="checkbox"/>	2 /newscenter/putin-russia-invading-ukraine-explained-512642/	58,290	49,961	1.17	2m 39s	279,858
<input checked="" type="checkbox"/>	3 /newscenter/partition-of-ireland-explained-477342/	52,180	43,580	1.20	3m 00s	246,724
<input checked="" type="checkbox"/>	4 /newscenter/graduates-share-messages-to-honor-parents-families-320642/	41,719	35,310	1.18	46s	222,838
<input checked="" type="checkbox"/>	5 /newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-know-about-yeast-469552/	40,667	35,378	1.15	1m 11s	230,000
<input type="checkbox"/>	6 /newscenter/looking-back-100-years-u-s-enters-world-war-i-on-	38,050	32,145	1.18	1m 30s	184,002

Google Search Console

Inspect any URL in "https://www.rochester.edu/newscenter/"

https://www.rochest...

Overview  
URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

HTTPS

Enhancements

Breadcrumbs

Profile page

Sitelinks searchbox

Videos

Security & Manual Actions

Links

Settings

Performance on Search results

EXPORT

Search type: Web Date: Last 3 months + New Last updated: 13 hours ago

Total clicks: 123K  
Total impressions: 10.7M  
Average CTR: 1.2%  
Average position: 15.7

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				Clicks	Impressions
	https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/			10,290	875,432
	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/			9,312	225,679
	https://www.rochester.edu/newscenter/partition-of-ireland-explained-477342/			7,562	622,543
	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/			5,840	216,879
	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-know-about-yeast-469552/			5,548	392,479
	https://www.rochester.edu/newscenter/study-of-headlines-shows-media-bias-growing-563502/			4,317	156,606
	https://www.rochester.edu/newscenter/native-americans-government-authorities-and-the-reproductive-politics-403792/			4,219	77,375



Apr 17, 2023 - Apr 15, 2024

	Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1.	why does russia want ukraine	<a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>	68,993	14,205	1.23
2.	where does yeast come from	<a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>	75,735	5,424	1.02
3.	what does russia want from ukraine	<a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>	104,675	4,432	3.47
4.	why russia wants ukraine	<a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>	55,766	3,711	2.5
5.	why does putin want ukraine	<a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>	24,576	3,274	1.84
6.	when did the revolutionary war end	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	176,233	3,151	2.44
7.	how long was the revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	55,319	2,344	1.12
8.	are aliens real	<a href="https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/">https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/</a>	706,042	2,308	10.24
9.	j1407b	<a href="https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/">https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/</a>	693,577	2,111	5.45
10.	are aliens real	<a href="https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441...">https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441...</a>	455,067	1,897	11.08
11.	how long did the revolutionary war last	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	39,288	1,842	1.23
12.	fetal alcohol syndrome adults	<a href="https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/">https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/</a>	54,318	1,695	2.83
13.	revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	312,201	1,695	5.32
14.	when did the american revolution start	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	158,423	1,676	1.5
15.	perovskite	<a href="https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/">https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/</a>	106,015	1,676	9.9
16.	when did the american revolution end	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	96,353	1,643	1.14
17.	what is yeast made of	<a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>	43,108	1,600	1.84
18.	yeast	<a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>	150,680	1,577	7.31
19.	hildegard of bingen	<a href="https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/">https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/</a>	122,087	1,474	4.52
20.	what is yeast	<a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>	64,283	1,400	4.3
21.	do aliens exist	<a href="https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/">https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/</a>	193,827	1,301	9.28
22.	thank you message for graduation	<a href="https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/">https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/</a>	11,300	1,149	4.66
23.	why did the us enter ww1	<a href="https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/">https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/</a>	116,019	1,139	4.38
24.	thank you message for family and friend...	<a href="https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/">https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/</a>	20,613	1,126	5.51
25.	when did the us enter ww1	<a href="https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/">https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/</a>	92,512	983	2.43
26.	graduation thank you message	<a href="https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/">https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/</a>	20,460	964	8.2

# **Content performance and optimization**

Look at your data

Let AI look at your data

Apr 17, 2023 - Apr 15, 2024

Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1. why does russia want ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	68,993	14,205	1.23
2. where does yeast come from	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	75,735	5,424	1.02
3. what does russia want from ukraine	https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/	104,675	4,432	3.47
4. why russia wants ukraine	https://www...	55,766	3,711	2.5
5. why does putin want ukraine	https://www...	24,576	3,274	1.84
6. when did the revolutionary war end	https://www...	176,233	3,151	2.44
7. how long was the revolutionary war	https://www...	55,319	2,344	1.12
8. are aliens real	https://www...	527,122	706,042	10.24
9. j1407b	https://www...	693,577	2,111	5.45
10. are aliens real	https://www...	455,067	1,897	11.08
11. how long did the revolutionary war last	https://www...	39,288	1,842	1.23
12. fetal alcohol syndrome adults	https://www...	54,318	1,695	2.83
13. revolutionary war	https://www...	312,201	1,695	5.32
14. when did the american revolution start	https://www...	158,423	1,676	1.5
15. perovskite	https://www...	106,015	1,676	9.9
16. when did the american revolution end	https://www...	96,353	1,643	1.14
17. what is yeast made of	https://www...	43,108	1,600	1.84
18. yeast	https://www...	150,680	1,577	7.31
19. hildegard of bingen	https://www...	122,087	1,474	4.52
20. what is yeast	https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...	64,283	1,400	4.3
21. do aliens exist	https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/	193,827	1,301	9.28
22. thank you message for graduation	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	11,300	1,149	4.66
23. why did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	116,019	1,139	4.38
24. thank you message for family and friend...	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,613	1,126	5.51
25. when did the us enter ww1	https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/	92,512	983	2.43
26. graduation thank you message	https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/	20,460	964	8.2

### Export Data

Name\*

Export As

CSV

CSV (Excel)

Google Sheets

Options

Keep value formatting

You

Newscenter search console\_url\_Table.c...  
Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would



You



Newscenter search console\_url\_Table.c...  
Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.

Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at <http://boundless.rochester.edu>

Create 20 new content ideas, please. Take your time.

contributions to their fields.

### 3. Academic Resources and Opportunities

• Career Paths for Graduates: Outlining potential career opportunities for graduates in various

Send a message or hold space bar to talk



# What to target

- Featured snippet
  - People also ask
  - Things to know

The screenshot shows a Google search for "revolutionary war". The search bar includes the Google logo, the search term, and an "AI Answer" button. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", and "Tools". The main search results are for "American Revolutionary War", with tabs for "Overview", "Commanders", and "Outcome".

The first result is from Wikipedia, titled "American Revolutionary War". The snippet reads: "The American Revolutionary War (April 19, 1775 – September 3, 1783), also known as the Revolutionary War or American War of Independence, ...".

Below the Wikipedia result is a "People also ask" section with four questions, each with a dropdown arrow:

- What was the Revolutionary War and why did it happen?
- Who won the Revolutionary War in 1776?
- How long did the Revolutionary War last?
- Who fought in the Revolutionary War?

Below this is a result from History.com, titled "Revolutionary War - Timeline, Facts & Battles". The snippet reads: "Oct 29, 2009 – The American Revolutionary War was an insurrection by Patriots in the 13 colonies against British rule, resulting in American independence. French and Indian War · Stamp Act · Townshend Acts · Tea Act".

Below the History.com result is a "Things to know" section with three items, each with a dropdown arrow:

- Death toll**: American revolutionary war death toll
- Outcome**: What was the outcome of the Revolutionary War?
- Winning battle**: Battle that won the revolutionary war

On the right side of the search results, there is an "Ubersuggest v4.0.9" notification: "It looks like you're no longer using the Ubersuggest Chrome extension. We've automatically disabled it. You can turn it back on quickly by toggling the 'Enable' button. [Unhide](#)".

Below the notification is a grid of four historical battle paintings, with a "More Images" button at the bottom right.

Below the images is an "About" section with the following text: "The American Revolutionary War, also known as the Revolutionary War or American War of Independence, was an armed conflict that was part of the broader American Revolution, in which American Patriot forces organized as the Continental Army and commanded by George Washington defeated the British Army. [Wikipedia](#)".

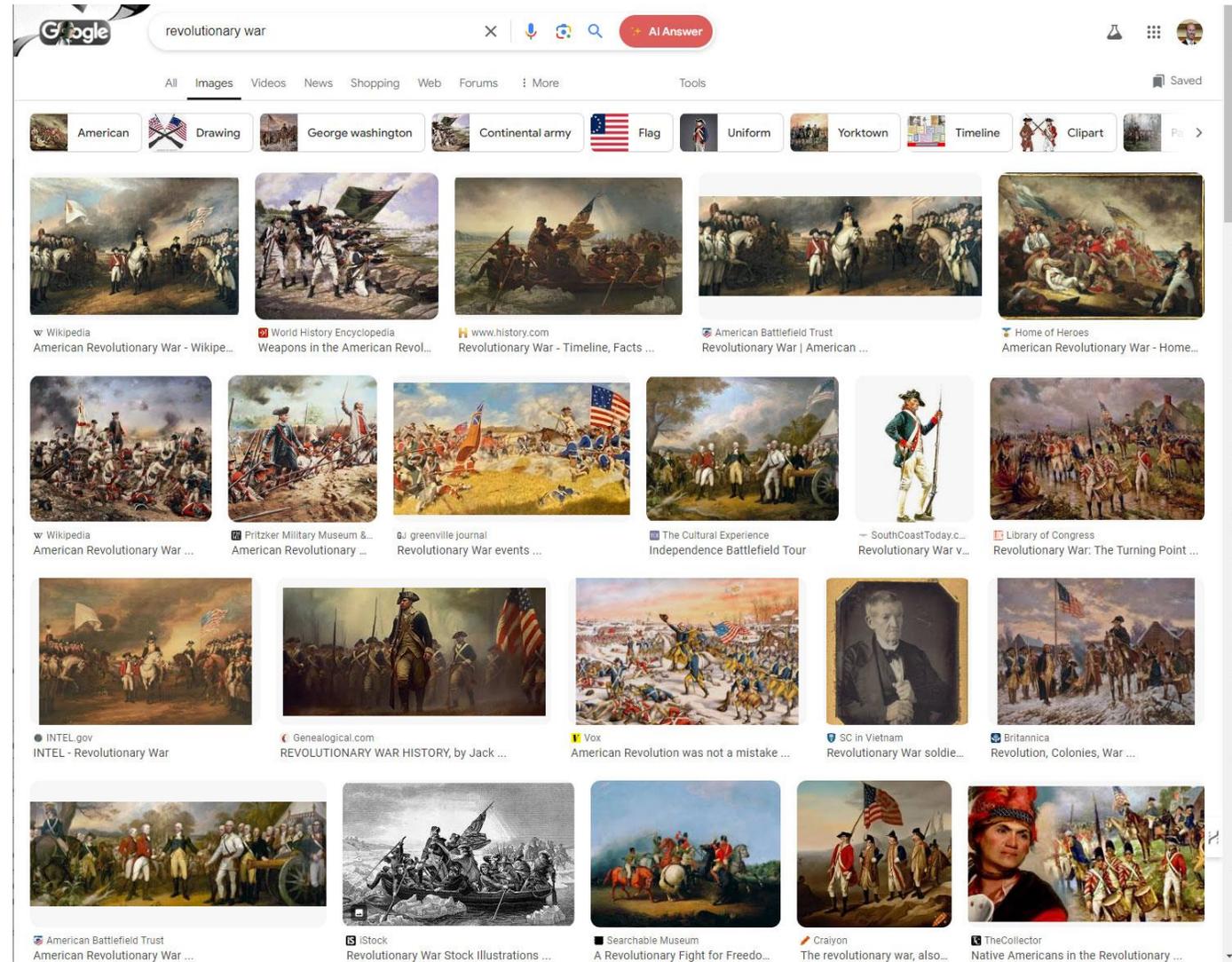
Below the "About" section are the following details:

- Dates:** Apr 19, 1775 – Sep 3, 1783
- Location:** United States, North America, Lexington, Caribbean, [MORE](#)
- Included in event:** American Revolution
- Military personnel involved:** James Monroe

Below the "About" section is a "People also search for" section with a grid of four historical battle paintings.

# What to target

- Featured snippet
  - People also ask
  - Things to know
- Image search



# What to target

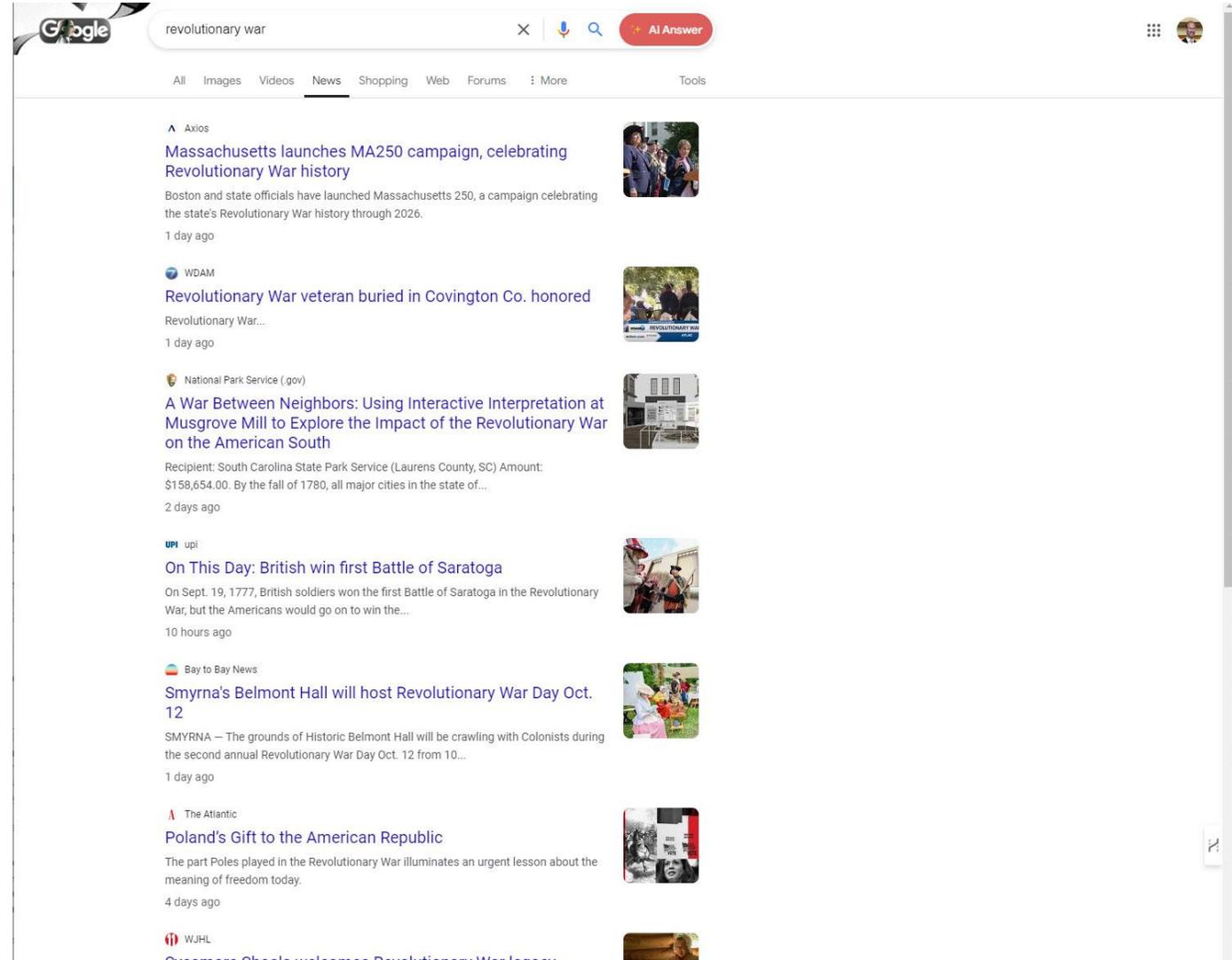
- Featured snippet
  - People also ask
  - Things to know
- Image search
- Videos

The screenshot shows a Google search for "revolutionary war" with the "Videos" tab selected. The search results are as follows:

- www.youtube.com · watch**  
**The Revolutionary War in 36 Minutes**  
Chief Historian Garry Adelman gives a presentation on the history of the **Revolutionary War** in America. The American Battlefield Trust ...  
YouTube · American Battlefield Trust · Dec 23, 2022  
36:51  
10 key moments in this video
- www.youtube.com · watch**  
**The American Revolution - OverSimplified (Part 1)**  
Support My Channel! Download Free Vikings War Of Clans here: ► iOS: <https://bit.ly/2wowB9I> ► Android: <https://bit.ly/2N2dhZo> And Get 200 ...  
YouTube · OverSimplified · Aug 30, 2018  
15:09  
7 key moments in this video
- www.youtube.com · watch**  
**The Revolutionary War: Animated Battle Map**  
Check out our Animated Map focusing on the Southern Campaign of the **Revolutionary War**! <https://www.youtube.com/watch?>...  
YouTube · American Battlefield Trust · Jun 27, 2019  
18:45  
10 key moments in this video
- m.youtube.com · watch**  
**History in under 3 minutes | The American Revolution explained**  
- The American Civil War (1863). Knowledgeia·418K views · 9:17. Go to channel  
· American **Revolutionary War** - Timelines and Maps - Animated US ...  
YouTube · ABC10 · Jul 4, 2022  
3:15  
3 key moments in this video
- www.youtube.com · watch**  
**Who Won the American Revolution?: Crash Course US ...**  
In which John Green teaches you about the American Revolution. And the **Revolutionary War**. I know we've labored the point here, ...  
YouTube · CrashCourse · Mar 14, 2013  
12:41

# What to target

- Featured snippet
  - People also ask
  - Things to know
- Image search
- Videos
- News stories



The screenshot shows a Google search for "revolutionary war". The search bar includes the Google logo, the search term, a clear button, a voice search button, a search button, and an "AI Answer" button. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", "More", and "Tools". The "News" tab is selected. The search results are a list of news stories, each with a source icon, a headline, a brief description, and a thumbnail image. The stories are:

- Axios**: "Massachusetts launches MA250 campaign, celebrating Revolutionary War history". Description: "Boston and state officials have launched Massachusetts 250, a campaign celebrating the state's Revolutionary War history through 2026." Time: "1 day ago".
- WDAM**: "Revolutionary War veteran buried in Covington Co. honored". Description: "Revolutionary War..." Time: "1 day ago".
- National Park Service (.gov)**: "A War Between Neighbors: Using Interactive Interpretation at Musgrove Mill to Explore the Impact of the Revolutionary War on the American South". Description: "Recipient: South Carolina State Park Service (Laurens County, SC) Amount: \$158,654.00. By the fall of 1780, all major cities in the state of..." Time: "2 days ago".
- UPI**: "On This Day: British win first Battle of Saratoga". Description: "On Sept. 19, 1777, British soldiers won the first Battle of Saratoga in the Revolutionary War, but the Americans would go on to win the..." Time: "10 hours ago".
- Bay to Bay News**: "Smyrna's Belmont Hall will host Revolutionary War Day Oct. 12". Description: "SMYRNA — The grounds of Historic Belmont Hall will be crawling with Colonists during the second annual Revolutionary War Day Oct. 12 from 10..." Time: "1 day ago".
- The Atlantic**: "Poland's Gift to the American Republic". Description: "The part Poles played in the Revolutionary War illuminates an urgent lesson about the meaning of freedom today." Time: "4 days ago".
- WJHL**: "Governor Healy welcomes Revolutionary War legacy".

# What to target

- Featured snippet
  - People also ask
  - Things to know
- Image search
- Videos
- News stories
- Community

The screenshot shows a Google search for "revolutionary war" with the "Forums" tab selected. The search results include:

- Reddit - r/AskHistory**: "Was the American Revolutionary War justified?: r/AskHistory". A featured snippet states: "No, it was not justified because the American **revolutionary war** was a counter revolution to Britain about to end slavery with 'Somerset's case' ...". Below are several "People also ask" questions with dates: "Did the American **revolutionary** forces really have a ... - Reddit" (Sep 28, 2022), "Why did the British lose the American **War of Independence** ..." (Aug 30, 2023), "How can the American **Revolutionary War** be viewed morally ..." (Sep 16, 2024), and "american **revolution** is a terrible idea : r/ultimategeneral - Reddit" (Jul 17, 2023).
- Quora**: "When did the American Revolutionary War actually start?". Answer: "The American **Revolutionary War** began on April 19, 1775, with the Battles of Lexington and Concord. These battles, fought between American colonists and British ...". 26 answers, 11 votes.
- Quora**: "Why did the Revolutionary War last so long? Did America ...". Answer: "The Americans were able to use superior leadership, George Washington, guerrilla tactics and strategy to beat the better supplied British troops." 3 answers, 3,247 votes.
- Paradox Interactive Forums**: "How do you Win the American Revolution". Answer: "Jul 18, 2012 — It's a **revolution war** so you can annex all of Great Britain for 0 Infamy. Seize everything you can, mint your arse off and make use of the ...".
- BoardGameGeek**: "Can Anyone Recommend a Good Documentary on the ...". Answer: "May 2, 2024 — I've watched a mini-series called The American **Revolution** that was on The Military Channel and on the History Channel here in the US everytime it came on."
- History Hub (.gov)**: "Revolutionary War records - Military Records Forum". Answer: "Apr 26, 2024 — Pension and bounty-land warrant application files for **Revolutionary War** soldiers are available in Record Group 15 Records of the Department of ...". 1 answer, 1 vote.

# What to target

- Featured snippet
  - People also ask
  - Things to know
- Image search
- Videos
- News stories
- Community
- Voice



Photo credit: Midjourney

# What to target

- Featured snippet
  - People also ask
  - Things to know
- Image search
- Videos
- News stories
- Community
- Voice
- AI

ChatGPT 4o ▾

what are the top research universities in ny?

 New York State is home to several top-tier research universities. Here are the most prominent ones based on factors like research output, funding, academic reputation, and innovation:

- 1. Columbia University**
  - **Location:** New York City
  - **Notable Research Areas:** Medicine, engineering, public policy, climate science, and social sciences.
  - **Strengths:** Columbia is an Ivy League institution with world-class research facilities and partnerships with major research centers such as the Earth Institute and the Lamont-Doherty Earth Observatory.
  - **Funding:** Receives substantial federal research grants, particularly in health and science fields.
- 2. Cornell University**
  - **Location:** Ithaca
  - **Notable Research Areas:** Agriculture, veterinary sciences, engineering, and information technology.
  - **Strengths:** As both a private Ivy League  school and a land-grant institution, Cornell excels in both applied and theoretical research, with its College of Agriculture and Life Sciences and

 Message ChatGPT 

ChatGPT can make mistakes. Check important info.

# First things first

Create for people,  
not for search engines.



# How are users searching?

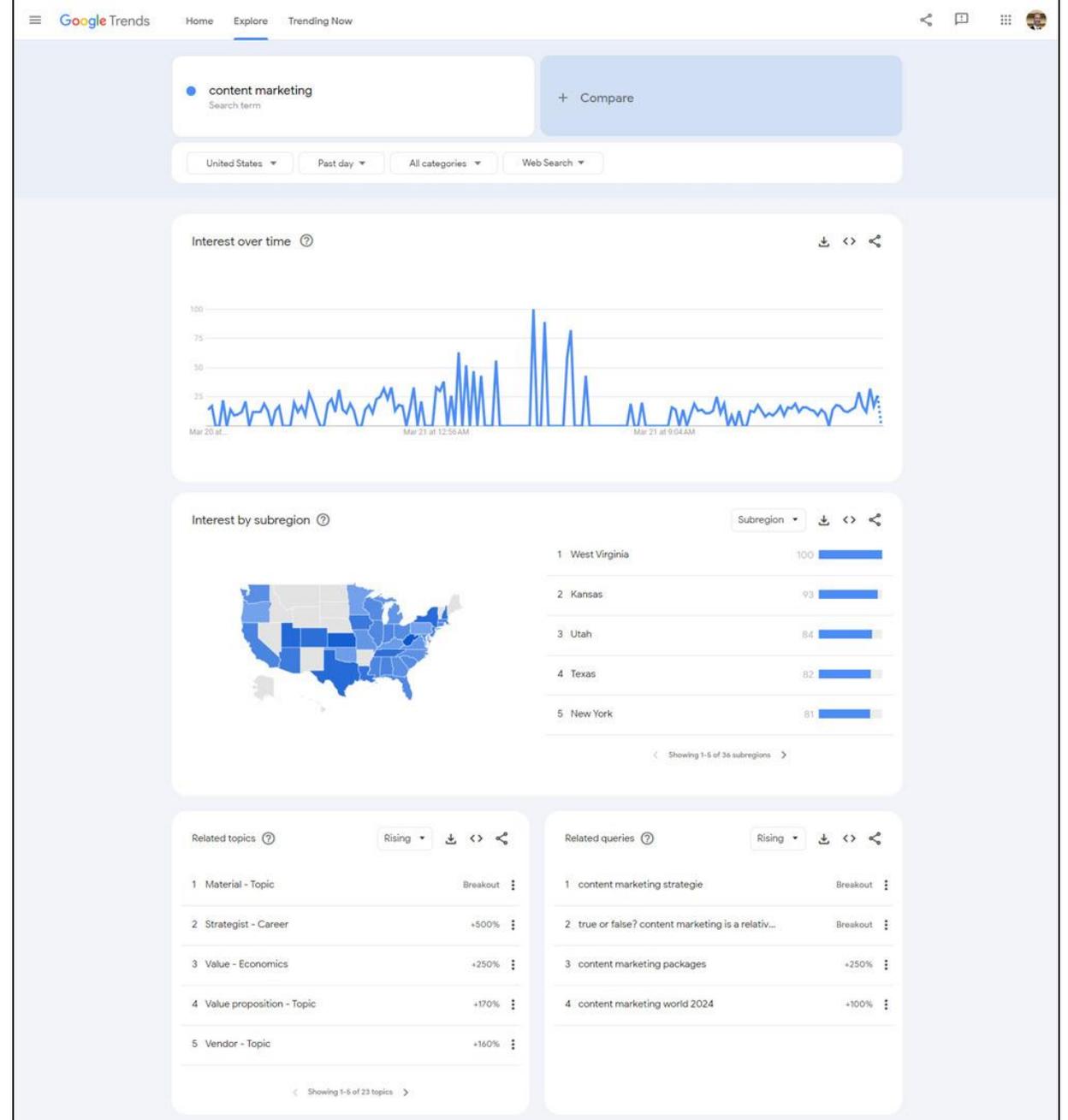
What does your audience need?

What questions are they asking?

What are related topics and terms?

# Research

- Google trends



# Research

- Google trends
- Google search

The screenshot shows a Google search for "revolutionary war". The search bar at the top contains "revolutionary war" and includes icons for voice search, image search, and an "AI Answer" button. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Web", "Forums", "More", and "Tools".

The main search results are for "American Revolutionary War". There are three tabs: "Overview" (selected), "Commanders", and "Outcome".

The first result is from Wikipedia, titled "American Revolutionary War". The snippet reads: "The American Revolutionary War (April 19, 1775 – September 3, 1783), also known as the Revolutionary War or American War of Independence, ...".

Below the Wikipedia result is a "People also ask" section with four questions, each with a dropdown arrow:

- What was the Revolutionary War and why did it happen?
- Who won the Revolutionary War in 1776?
- How long did the Revolutionary War last?
- Who fought in the Revolutionary War?

A "Feedback" link is located at the bottom right of this section.

The second result is from History.com, titled "Revolutionary War - Timeline, Facts & Battles". The snippet reads: "Oct 29, 2009 – The American Revolutionary War was an insurrection by Patriots in the 13 colonies against British rule, resulting in American independence. French and Indian War · Stamp Act · Townshend Acts · Tea Act".

Below the History.com result is a "Things to know" section with three items, each with a dropdown arrow:

- Death toll**: American revolutionary war death toll
- Outcome**: What was the outcome of the Revolutionary War?
- Winning battle**: Battle that won the revolutionary war

On the right side of the page, there is an "Ubersuggest" notification: "Ubersuggest v4.0.9. It looks like you're no longer using the Ubersuggest Chrome extension. We've automatically disabled it. You can turn it back on quickly by toggling the 'Enable' button. Unhide".

Below the notification is a grid of four historical battle paintings. A "More images" button is located at the bottom right of the grid.

Below the images is an "About" section with the following text: "The American Revolutionary War, also known as the Revolutionary War or American War of Independence, was an armed conflict that was part of the broader American Revolution, in which American Patriot forces organized as the Continental Army and commanded by George Washington defeated the British Army. Wikipedia".

Below the "About" section are several key facts:

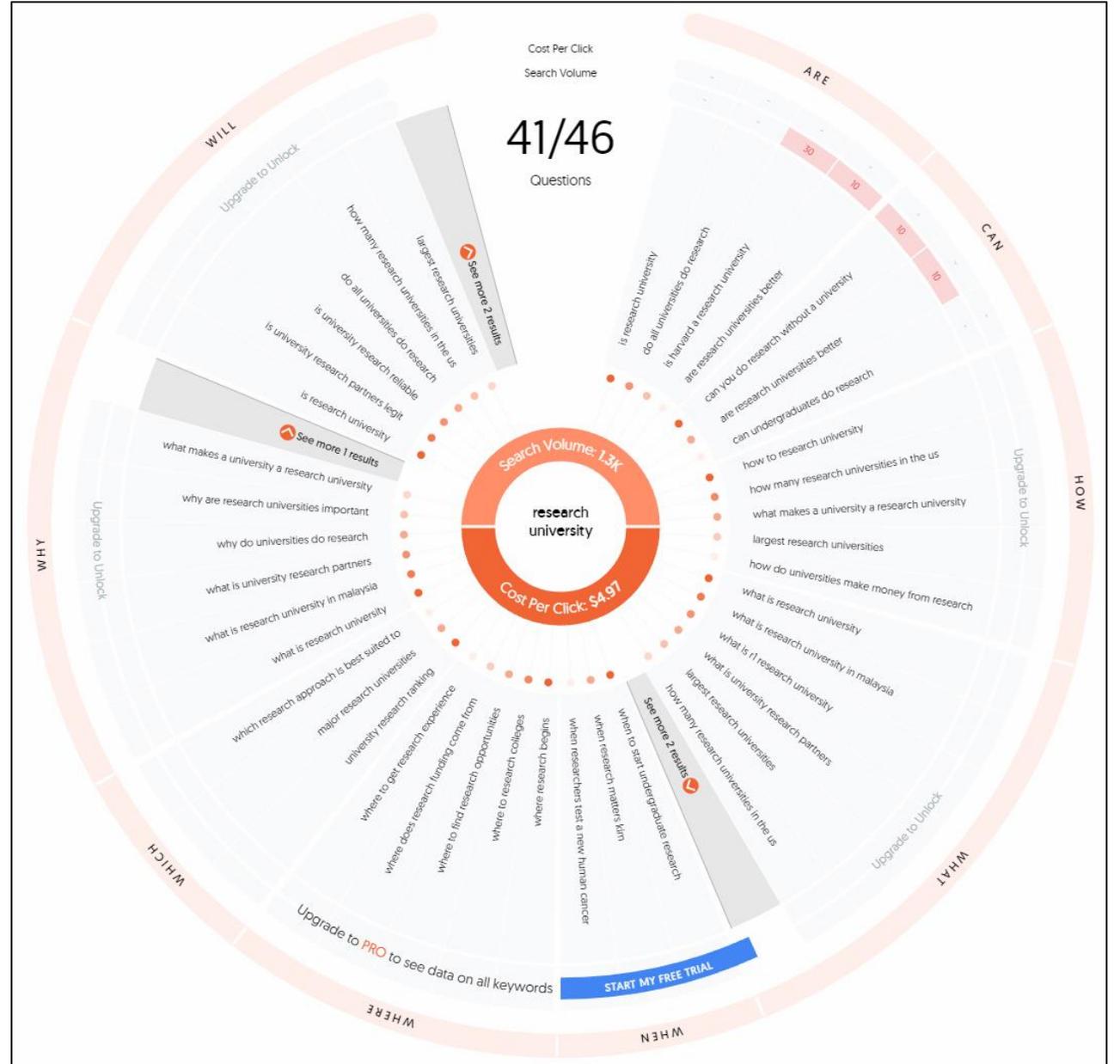
- Dates**: Apr 19, 1775 – Sep 3, 1783
- Location**: United States, North America, Lexington, Caribbean, MORE
- Included in event**: American Revolution
- Military personnel involved**: James Monroe

A "Feedback" link is located at the bottom right of this section.

At the bottom of the right side, there is a "People also search for" section with a grid of six small image thumbnails.

# Research

- Google trends
- Google search
- AnswerThePublic.com



# Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs

The screenshot shows a Microsoft Excel spreadsheet at the top and a SEMrush Keyword Magic Tool interface below. The SEMrush interface displays search results for 'content marketing' in the United States. The main content area shows a list of keywords with various metrics. Below the list, there is a promotional banner for a 7-day trial.

Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Results	Updated
what is content marketing >>	I	4.4K	86	1.94	0.04	6	5.7B	Last week
what is content marketing strategy >>	I	480	93	36.69	0.05	4	1.5B	2 weeks
why is content marketing important >>	I	480	61	7.09	0.05	5	1.1B	2 weeks
how to create a content marketing strategy >>	I	320	73	5.94	0.07	6	819M	3 weeks
what is a content marketer >>	I	320	45	1.94	0.04	6	340M	2 weeks
why content marketing is important >>	I	320	62	7.09	0.05	3	3.2B	Last week
how to do content marketing >>	I	260	76	4.65	0.12	5	4.8B	3 weeks
what is a content marketing strategy >>	I	210	90	36.69	0.05	4	1.8B	Last week
why content marketing >>	I	210	75	9.21	0.03	4	7.7B	2 weeks
how to content marketing >>	I	170	85	4.78	0.06	5	9.8B	2 weeks

Get a 7-day trial for free to see more  
Get more requests and unlock hidden results by starting a free Pro trial now.

# Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/  
Looker Data Studio

Newscenter search console

Reset Share Edit

Landing Page: <https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-am...> Sep 20, 2023 - Sep 18, 2024

Query	Landing Page	Impressio...	Url Clic...	Average Posi...
1. revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	301,458	1,987	4.69
2. how long was the revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	54,223	1,893	1.21
3. when did the american revolution end	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	98,381	1,481	1.14
4. when did the american revolution start	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	154,437	1,440	1.44
5. how long did the revolutionary war last	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	36,687	1,434	1.33
6. when did the revolutionary war end	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	170,041	999	3.66
7. facts about the american revolution	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	21,214	920	5
8. how long did the american revolution last	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	31,164	811	1.3
9. how long was the american revolution	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	32,675	785	1.28
10. american revolution	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	101,933	782	7.67
11. how did the american revolution start	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	21,863	619	2.09
12. who won the revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	43,393	593	1.83
13. american revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	77,982	561	4.84
14. american revolution facts	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	18,342	450	6.85
15. who fought in the revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	27,470	412	2.69
16. how did the revolutionary war start	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	11,137	407	1.61
17. when did the revolutionary war start	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	111,657	380	4.39
18. american revolutionary war start date	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	20,590	369	2.43
19. who won the american revolution	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	34,000	351	1.57
20. when was the revolutionary war over	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	10,961	341	1.07
21. when did the american revolution start a...	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	74,627	324	4.5
22. when was the revolutionary war	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	151,982	268	7.16
23. who fought in the american revolution	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	17,794	265	1.5
24. end of american revolution	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	8,839	260	1.08
25. when did american revolution end	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	10,230	218	1.05
26. when did the revolutionary war start and	<a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>	46,294	208	4.99

1 - 100 / 28013

Data Last Updated: 9/19/2024 1:05:35 PM | [Privacy Policy](#)

# Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/  
Looker Data Studio
- AI – semantic terms

Act like an SEO expert and give me a list of 50 high performing search keywords that are semantically related to the phrase "research university"

1. Top research universities
2. Best research institutions
3. Leading academic institutions
4. World-class research universities
5. Renowned research schools
6. Prestigious research colleges
7. High ranking research universities

Act like an SEO expert and give me a list of 50 high performing search keywords that are semantically related to the phrase "research university"

Sure, here are 50 high performing search keywords that are semantically related to the phrase "research university":

- Research university
- R1 university
- Doctoral university
- Research-intensive university
- Top-tier university
- Elite university
- Ivy League university
- Public research university
- Private research university
- Land-grant university
- Sea-grant university
- Space-grant university
- Health-sciences university
- Engineer-ring university
- Liberal arts college
- Comprehensive university
- Master's university
- Baccalaureate university
- Associate's college
- Vocational school
- Continuing education
- Online education

# Research

- Google trends
- Google search
- AnswerThePublic.com
- MOZ/Semrush/aHrefs
- Google Search Console/ Looker Data Studio
- AI – semantic terms
- MOZ bar

The screenshot shows a Moz search results page for the query "phones in school". The browser address bar shows "google.com/search?q=phones+in+school&scas\_esv=3...". The Moz toolbar at the top indicates "Search Profiles" and "Google US (non-personalized)".

The main content area features a "People also ask" section with the question "Should phones be allowed in school?". Below this question is a snippet from [urbansitter.com](https://blog.urbansitter.com/should-cell-phones-be-allowed-in-school/) with the text: "Allowing cell phones can help students stay organized, ensuring they don't miss assignments, tests, or important dates. These digital organizational tools not only benefit students during their school years but also prepare them for future responsibilities where digital planning and time management are crucial." An image of students in a classroom is shown to the right of the snippet.

Below the snippet are two Moz bars for the same URL, each showing a score of 2, 0 links, and a DA of 60. Each bar has a "Link Analysis" button.

Below the Moz bars is a search bar with the text "Search for: Should phones be allowed in school?". Below the search bar are several expandable questions:

- How many schools have phones banned?
- How have phones affected school?
- How can phones help with stress?
- Do students feel safer with phones at school?
- Why are phones a problem in school?
- Should phones be banned in schools?
- What are 5 reasons phones should not be allowed in school?

At the bottom of the page, there is a snippet from [AP News](https://apnews.com/article/school-cell-phone-ban-01...) with the headline "More states press for phone bans in schools" and the text: "Feb 27, 2024 – Nationally, 77% of U.S. schools say they prohibit cellphones at school for non-academic use, according to the National Center for Education...". A Moz bar below this snippet shows a score of 9, 1,242 links, and a DA of 92.

# Search Quality Evaluator Guidelines

## General Guidelines

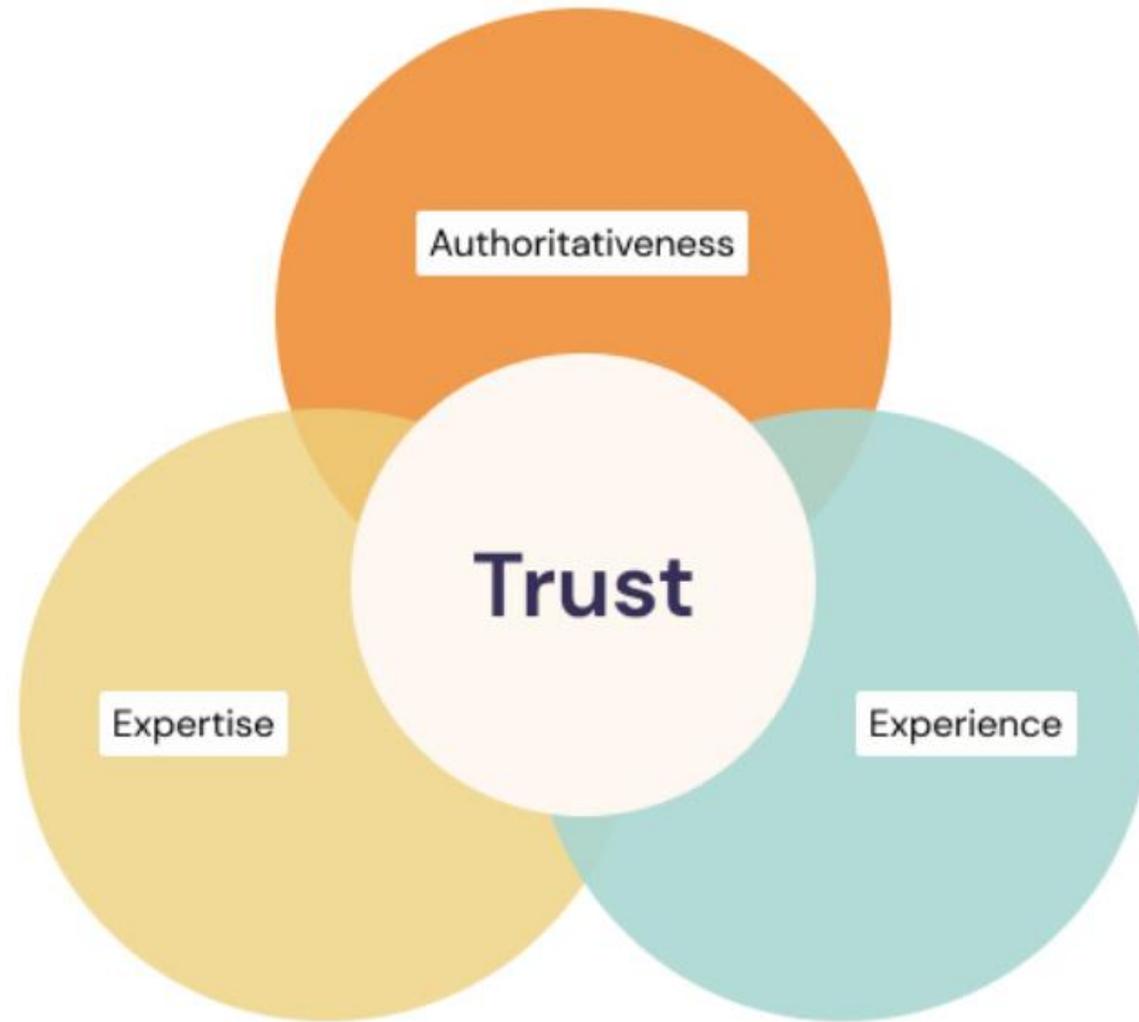
September 11, 2025

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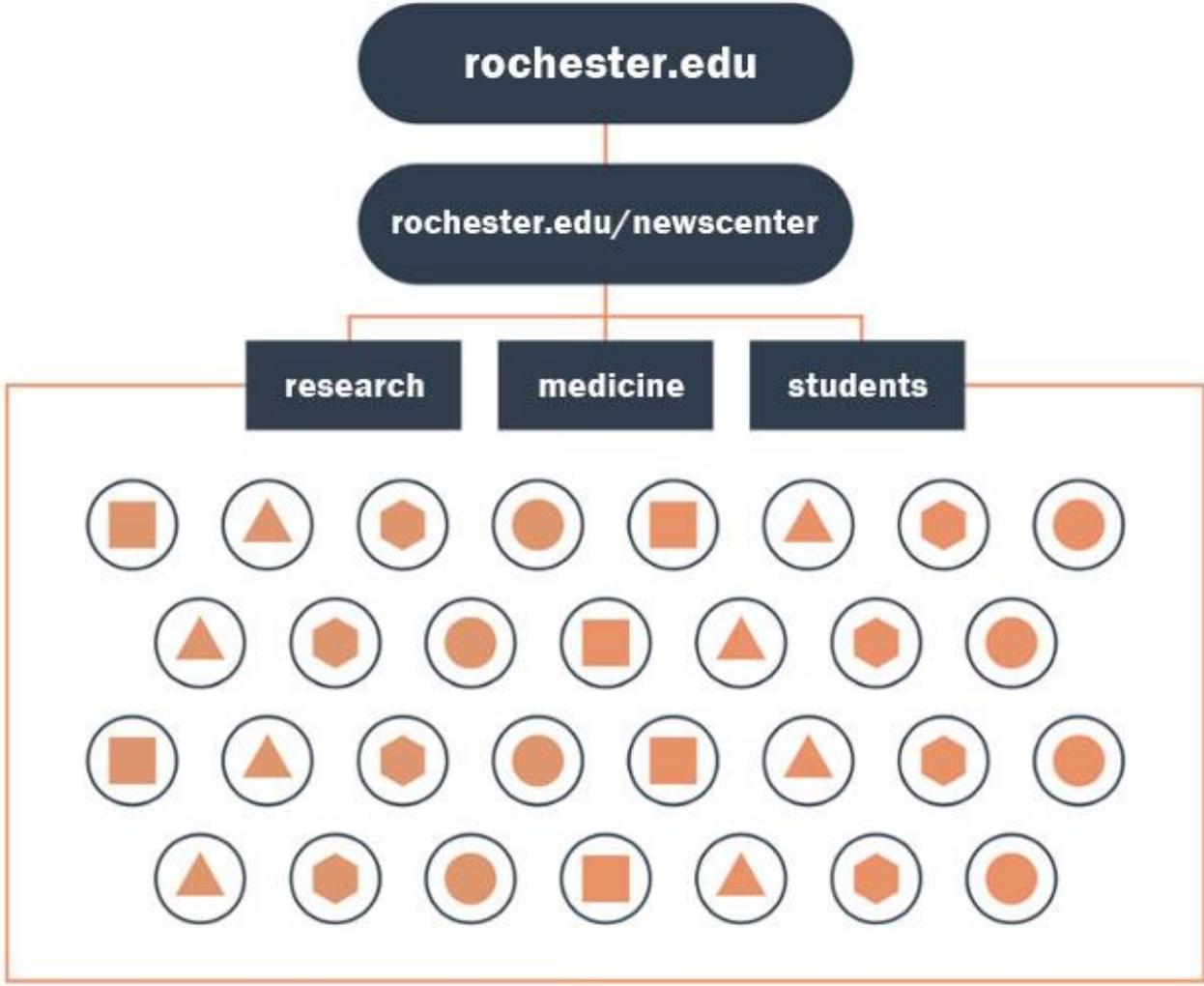


E-E-A-T

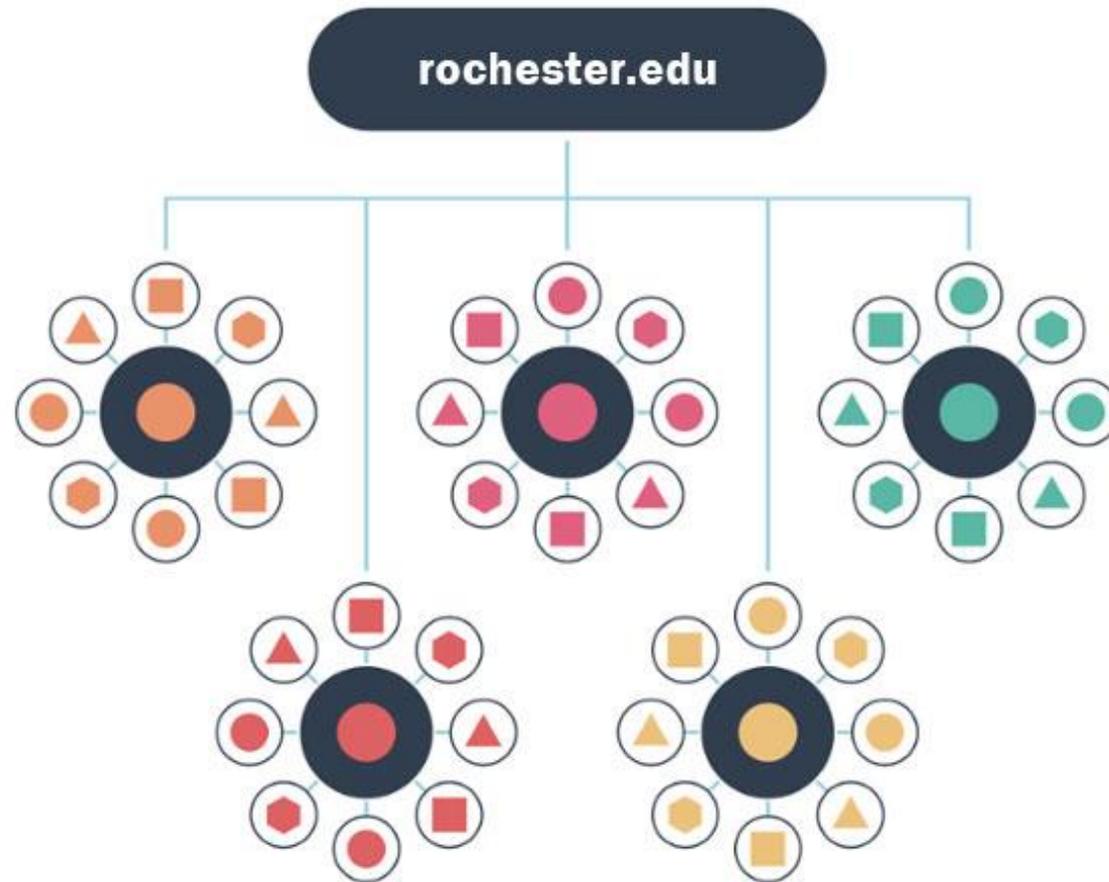
# EEAT



# Typical IA

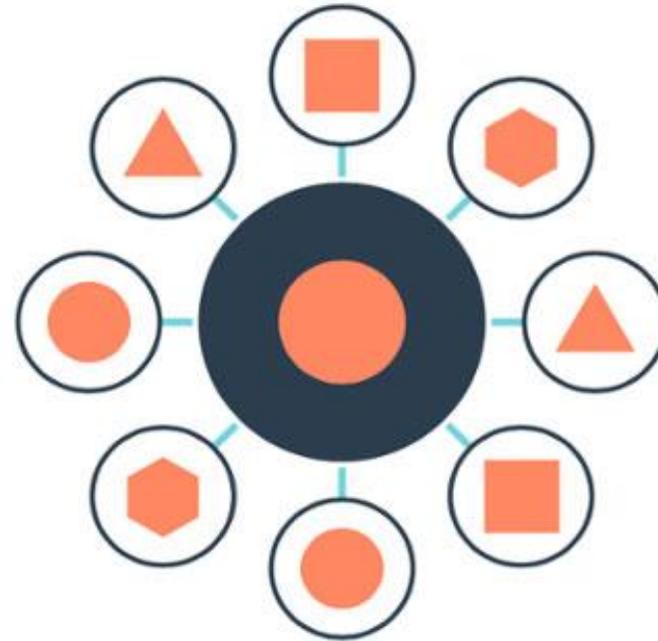


# Pillar pages



# Pillar pages

## Topic Clusters



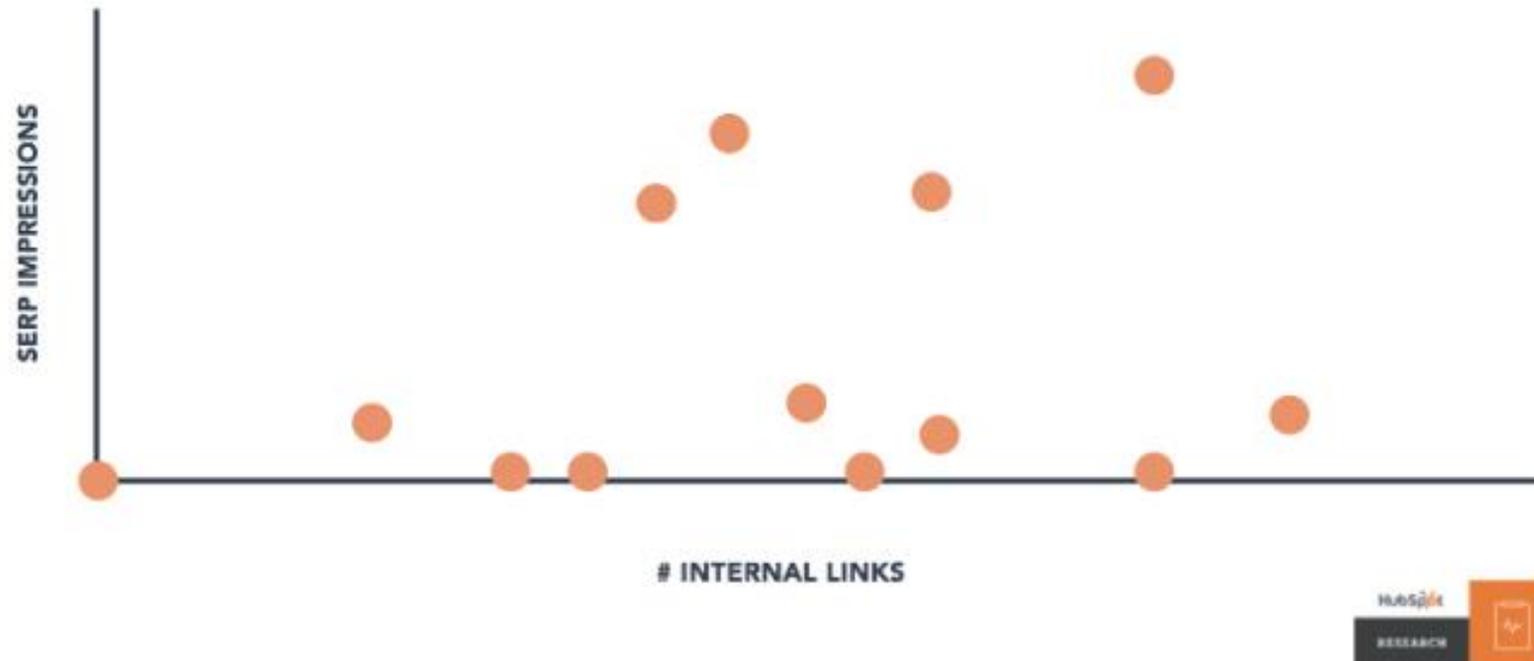
# Why content pillars?

	Total pages	Backlinks	Backlinks per page	Subscriptions per page	Traffic Per Page
Pillar page	10	65,445	6,544	71	6,566
Blog posts	693	24,098	36	7	1,697

# Why content pillars?

More internal links = higher placement in SERP.

We saw great results from weaving our own content together more tightly.



# Schema markup/structured data

## Key Schema Types for Higher Education

**Organization:** The overall college or university.

**EducationalOrganization:** Subtype to specify the educational nature.

**CollegeOrUniversity:** Specific subtype for your main institution.

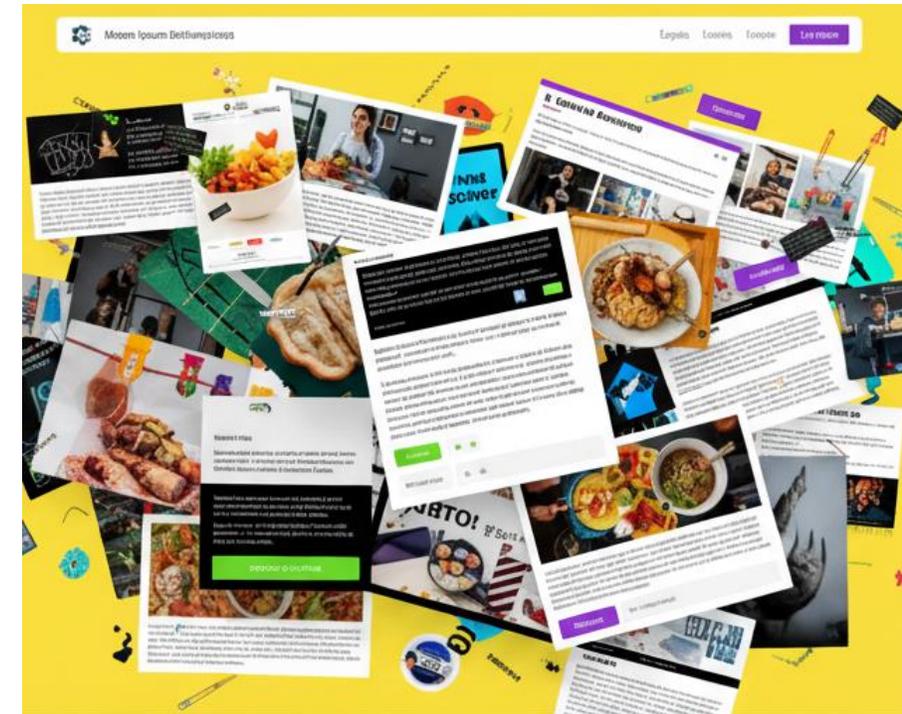
**EducationalOccupationalProgram:** Specific degree or certificate programs.

**Course:** For detailing specific course offerings, including content and schedule.

**Event:** Events like open houses, campus tours, or departmental seminars.

**Article:** News, blog posts, and research articles.

**Video/Image:** Provide context for video and image content.



# How do you optimize?

Key phrase locations

Key phrase frequency

Target featured snippets – PAA (conversational)

# When do you optimize?

Before writing

After writing, before publishing

After publishing

# Advanced search

Technical SEO

Keyword gaps (branded and unbranded)

Changes in search and the future of search

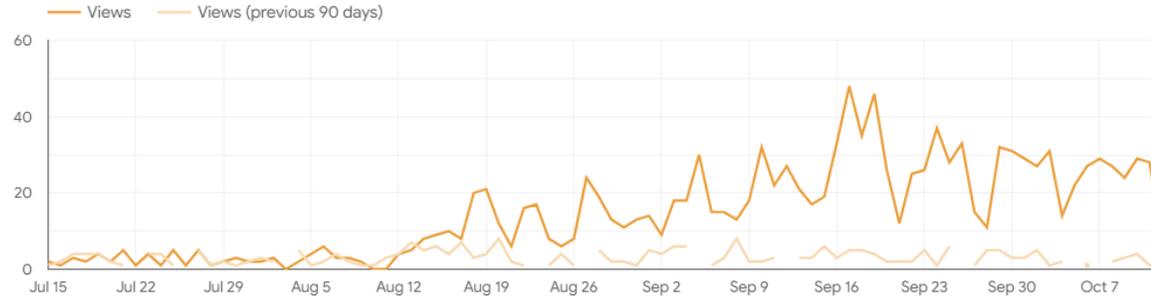


Photo credit: Midjourney

# FUTURITY

## AI Acquisition

### AI Traffic Sources



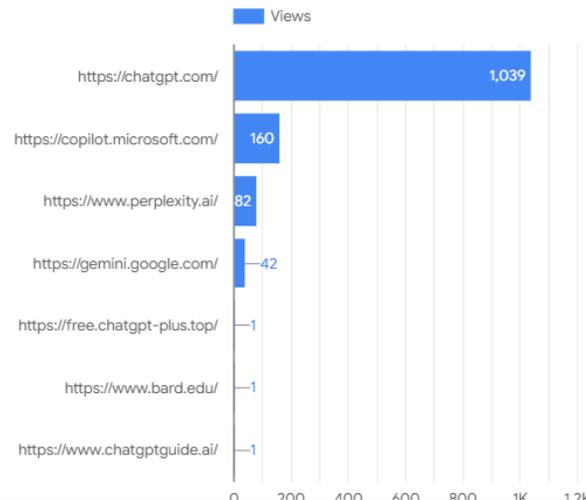
#### Totals

Views  
**1,326**  
↑ 422.0%

Sessions  
**1,349**  
↑ 418.8%

Engaged sessions  
**646**  
↑ 438.3%

### Top AI Traffic



	Page title	Page path	Views
1.	Futurity: Research News from Top Universities	/	73
2.	Why TikTok is poised to change how we spea...	/tiktok-how-we-speak-2623112-2/	17
3.	Minecraft can teach us to be more creative - ...	/minecraft-creativity-2100032/	14
4.	The periodic table of elements is finally compl...	/periodic-table-new-elements-1087782-2/	13
5.	How TikTok's algorithm personalizes what you...	/tiktok-algorithm-3211962/	13
6.	Video games speed up reaction time - Futurity	/video-games-speed-up-reaction-time/	13
7.	How the 'trolley problem' applies to self-drivin...	/autonomous-vehicles-av-ethics-trolley-pr...	12
8.	To support people after incarceration, focus o...	/incarceration-recidivism-housing-2970902/	12
9.	VR can help people with autism navigate the r...	/virtual-reality-autism-3006492/	12
10.	How your brain filters out distractions to focu...	/focus-intelligence-brains-3190652/	9
11.	Method transforms plastic bags into useful ad...	/plastic-bags-upcycling-adhesives-2489212/	9
12.	Healthiest noise level for the office is about 5...	/office-noise-50-decibels-2868842-2/	8
13.	Mystery solved: Why starch turns iodine dark ...	/iodine-starch-1232362-2/	8

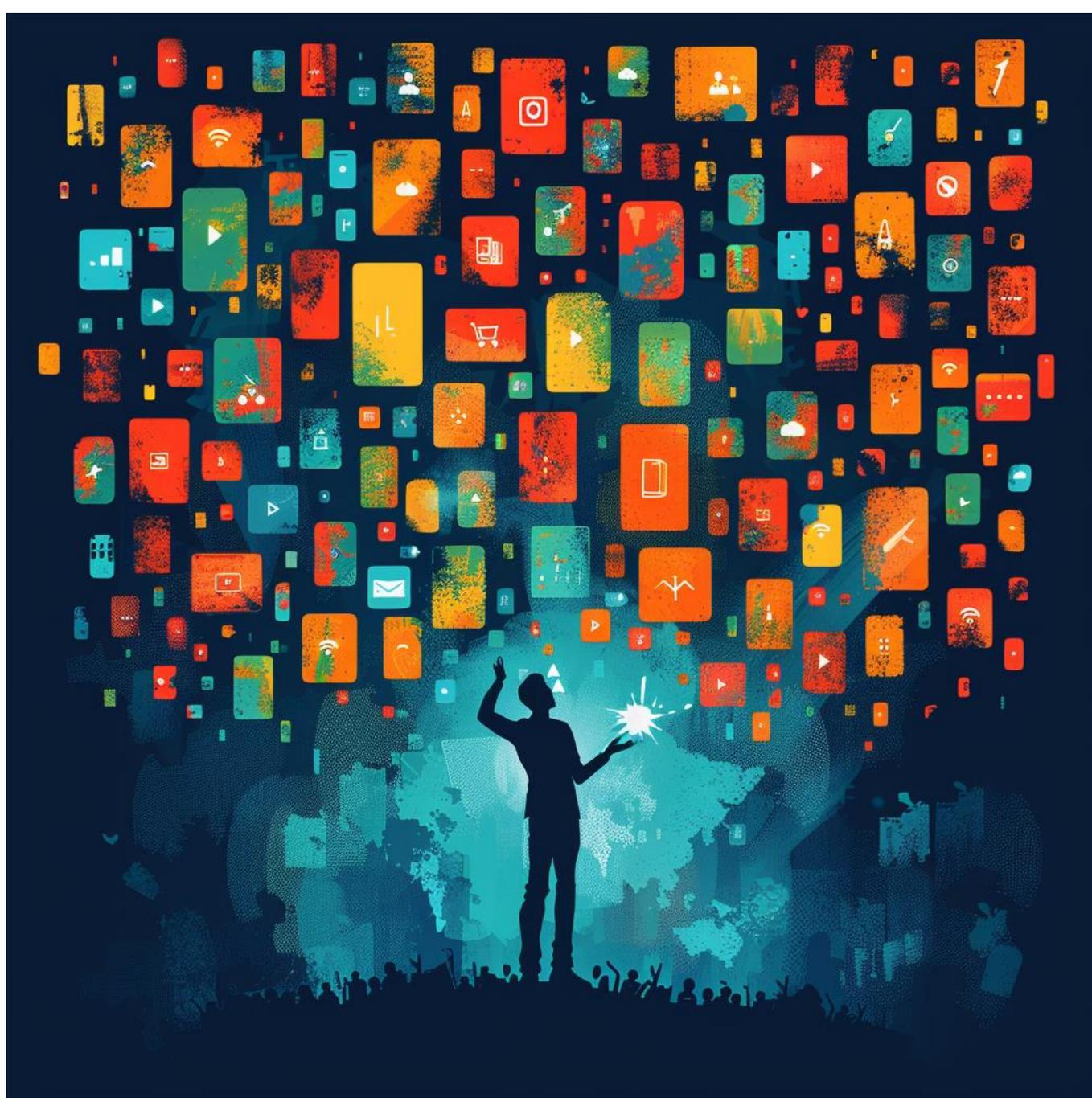


Image created with Midjourney

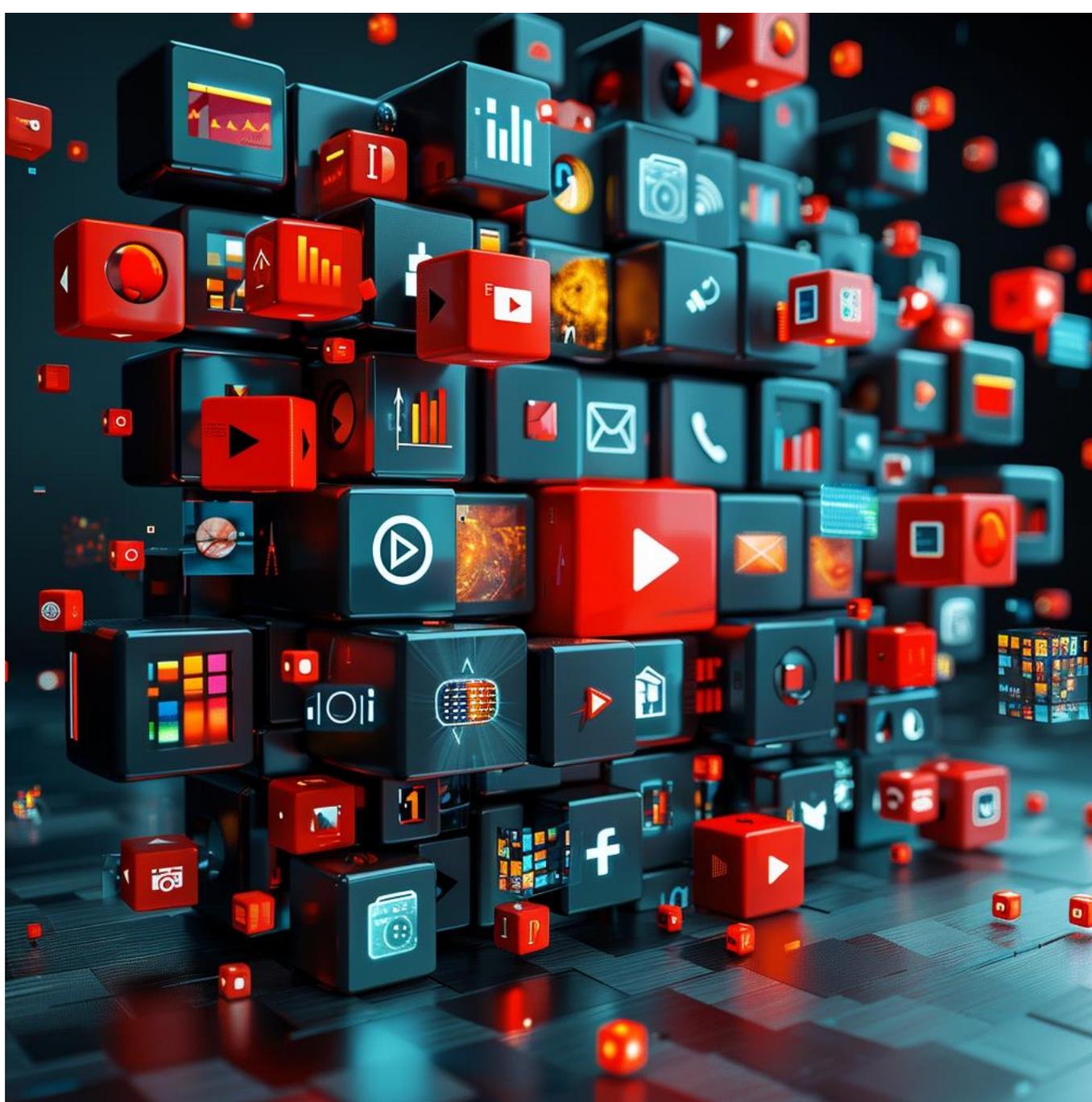
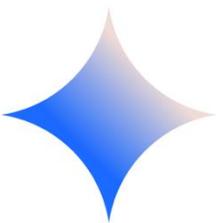


Image created with Midjourney

# Text-to-image



**Midjourney**

OpenAI - Dall-E (ChatGPT)  
Google - Gemini/Imagen/Nano Banana  
Canva Visual Suite 2.0  
Firefly Image 4  
FLUX.1 Kontext  
Gemini 2.0 Image Generation  
Ideogram 3.0  
KREA  
Reve Image 1.0  
Seedream 3.0  
Grok  
Stable Diffusion



Image created with Gemini

# Video repurposing



Kapwing

Veed

Vizard

Klap

Overlap

Canva

Adobe

Riverside

# Audio/Video editing



**descript**

DaVinci Resolve

CapCut

Veed

Pictory

Canva

Opus Clip



Animation created with Descript

[brianwiper.com](https://brianwiper.com)

# Avatar creation



## HeyGen

Synthia

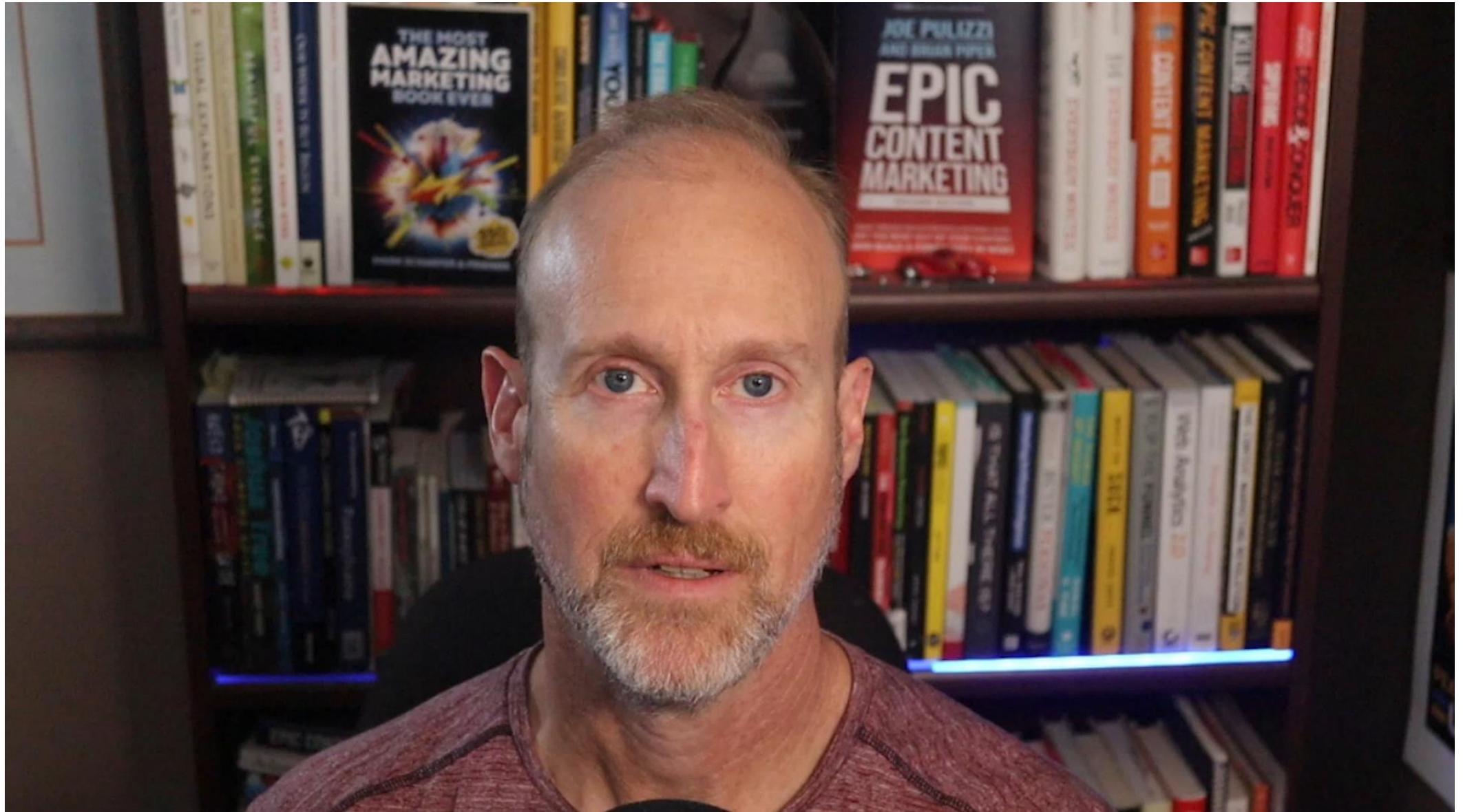
Kapwing

Vmodel

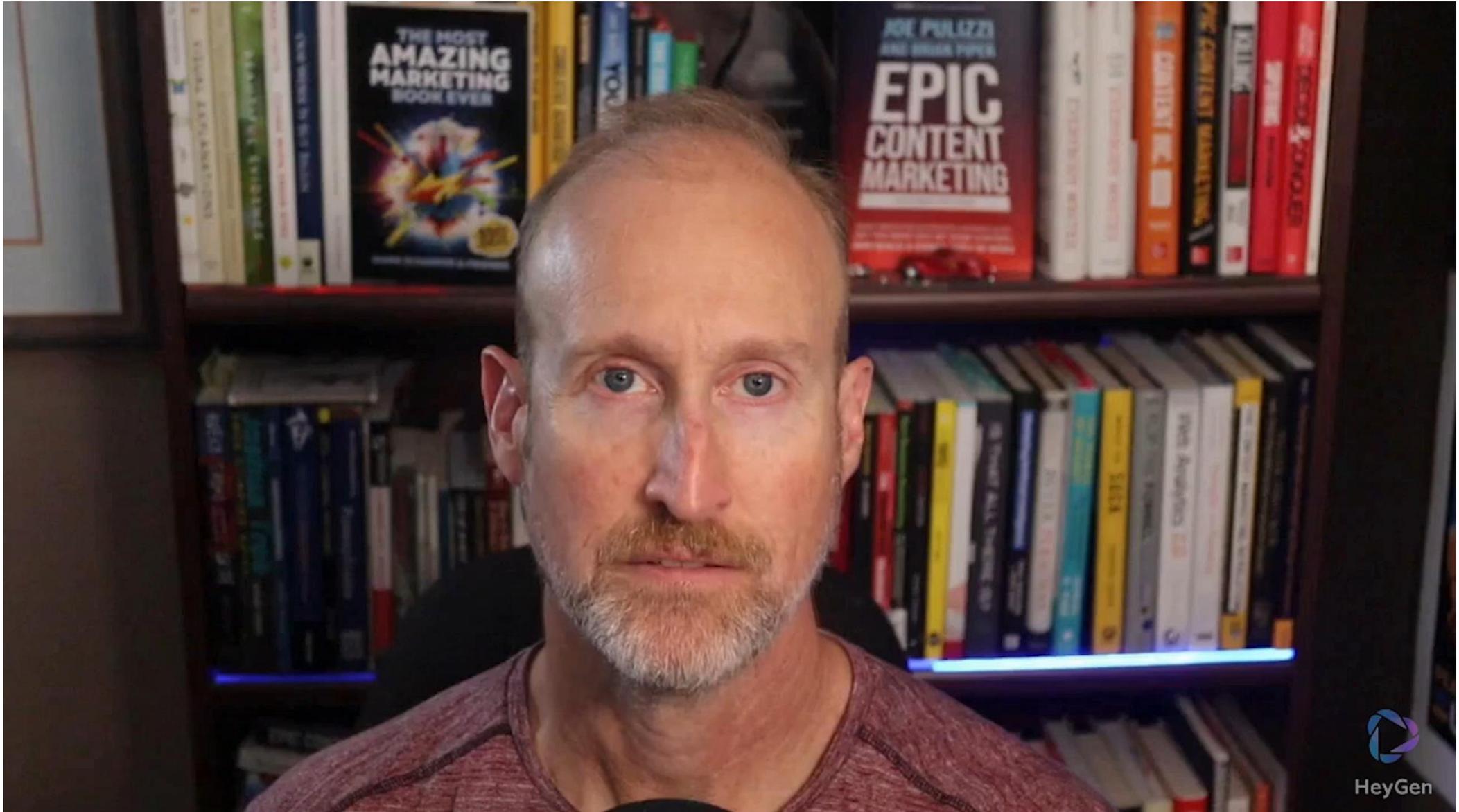
Recraft

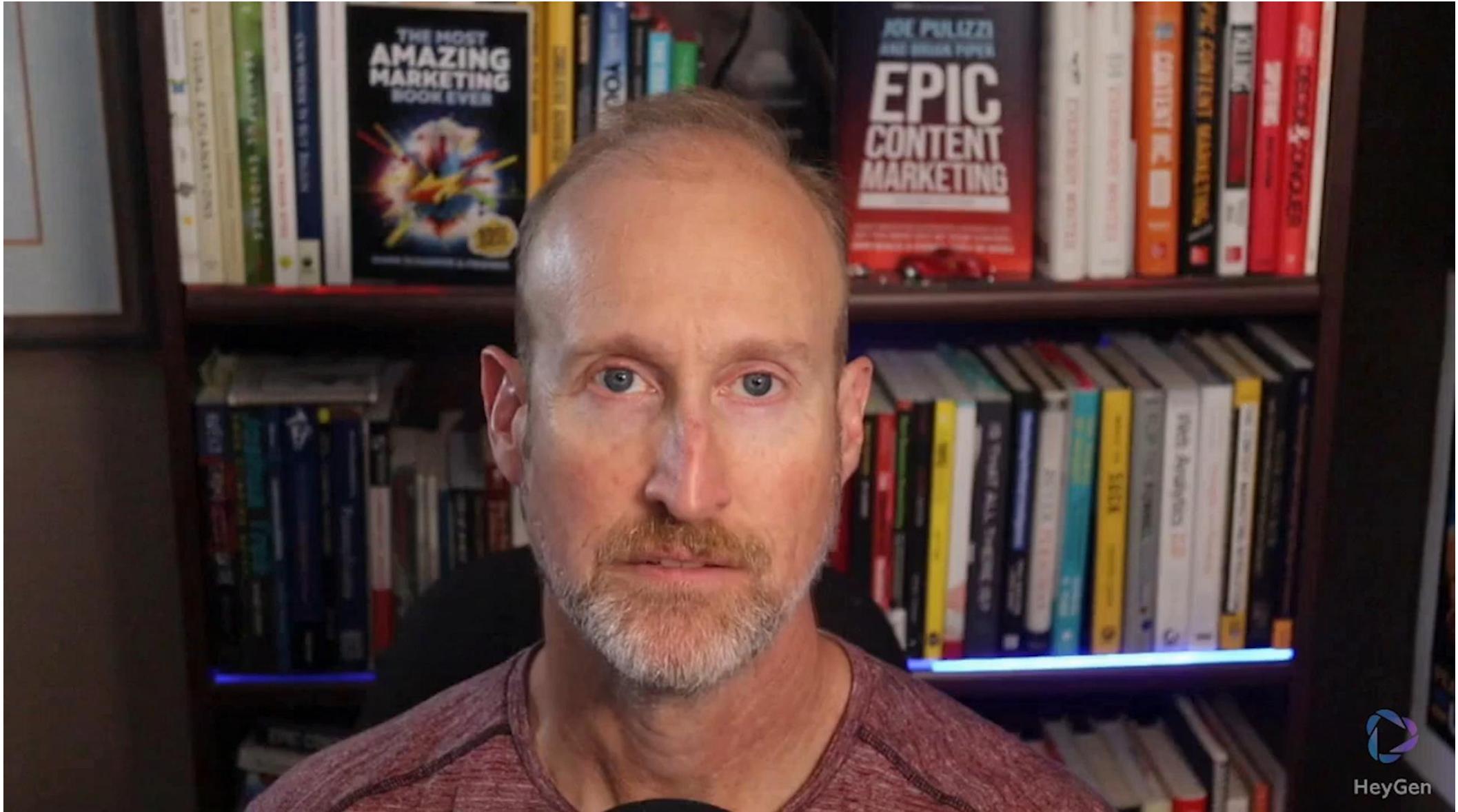
Veed

Canva









# Text-to-video



Veo 3

Sora 2

Veed

Canva

Adobe Firefly



# Gen Z Slang

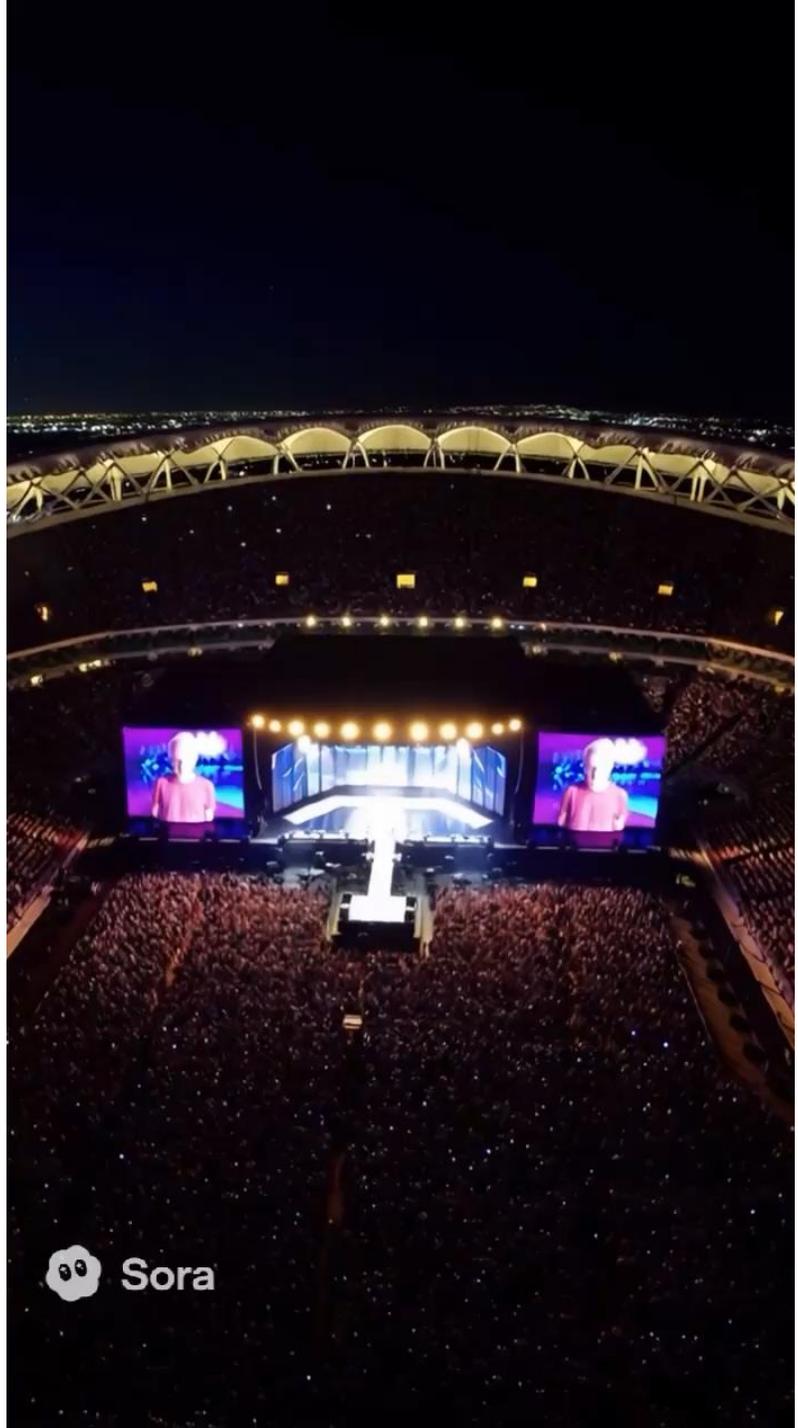
Mic (hes mmmadla)

Florsung 3

Slang krebtland

PROMPT:

A COLLEGE PROFESSOR DOING A CLASS ON GEN Z SLANG AND THE VIDEO PANS OVER TO ALL THE BOOMERS TAKING NOTES AND SEEMING SUPER INTERESTED

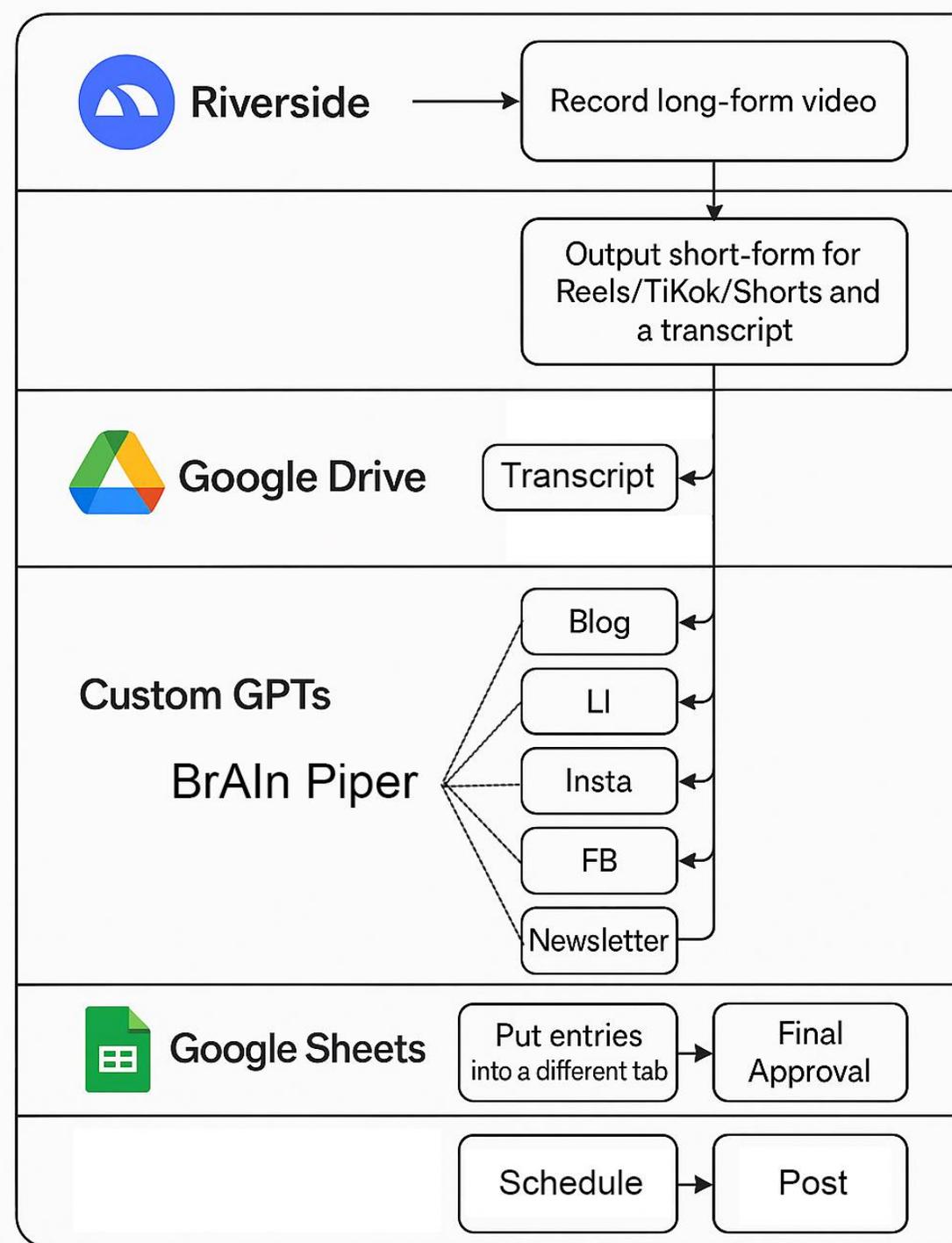
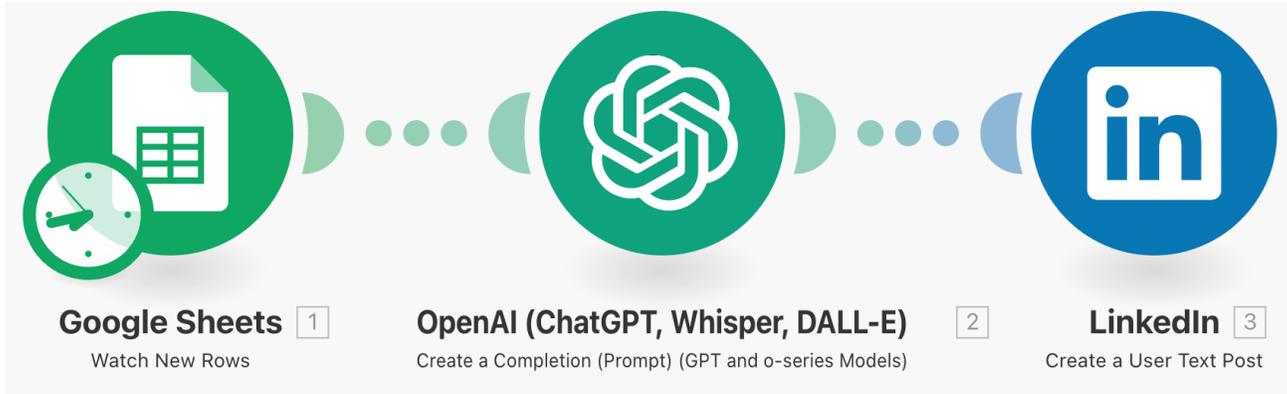


 Sora



 Sora

# Scaling by automating





# The Future

<https://brianwpiper.com/ai-visibility-prompt/>



Replace the items in brackets [] with the specifics for your institution. You may need to focus this prompt down to look for one strategy for one audience depending on the results you get.

You are an expert in higher education marketing and AI search discoverability.

Your task is to analyze how [institution name], [institution URL], appears in AI-generated search results.

Based on the following, generate a list of conversational searches that audiences might run to learn about the school that could be used to test the visibility in ChatGPT around strategic priorities for their target audience.

Strategic Priorities: [insert institution's strategic priorities here or link to URL]

Mission Statement: [insert institution's mission statement here or link to URL]

Primary Audiences: [insert institution's key audiences for reaching strategic priorities]

Examples:

"Is [institution name] a good school for [priority program/field]?"

"What is [institution name] known for?"

"Best colleges for business in [state]."

"Student experience at [institution name]."

"How much does it cost to attend [institution name]?"

Run these conversational searches in ChatGPT.

For each, capture whether the institution appears in the AI-generated results.

Provide a narrative summary that answers:

Where and how does the institution appear across AI platforms?

What information (facts, claims, rankings, or highlights) do the AI results display?

What links, if any, are included (official site, third-party rankings, Wikipedia, etc.)?

How well does this representation align with the institution's strategic priorities, mission, and key audiences?

What gaps or risks are present in the current AI search presence? (e.g., outdated info, missing strengths, unfavorable comparisons)

Output a single narrative summary, connecting the institution's visibility back to its mission and strategic goals, and highlighting areas where content or visibility could be improved.

**AI integration is...**

**not a technology project**

**AI integration is...**

**a change management project**

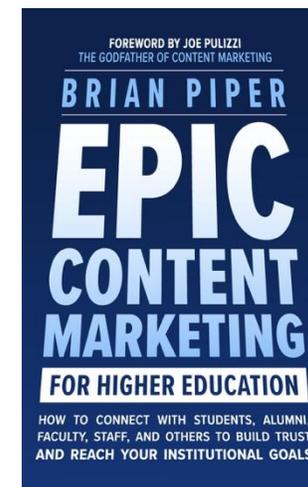
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ATTENTION  
Requires That  
For Taxi

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