

SEO for Revenue: Grow Your Business, Not Just Your Rankings

Dale Bertrand | Fire&Spark



fire&spark



Hi.

Educational Content

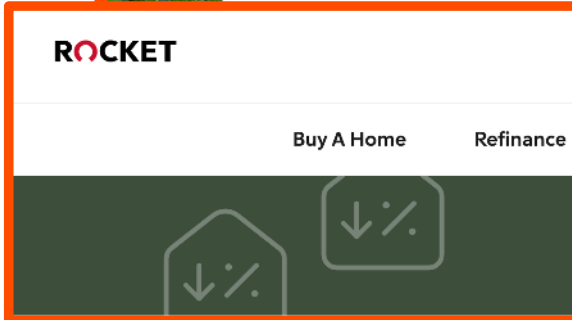
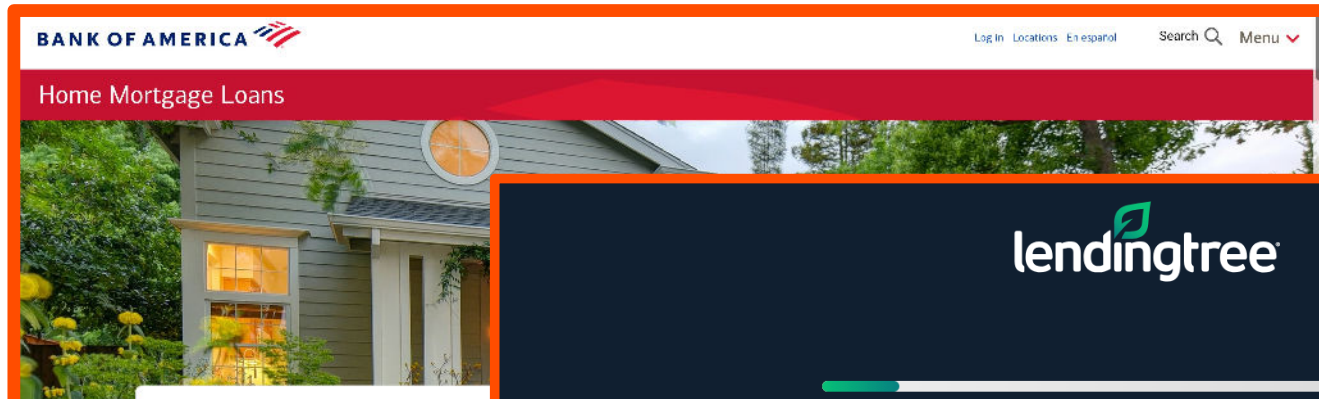
Saving for a Home

Many first-time buyers start saving for a home by cutting unnecessary expenses and prioritizing their savings.

How to Find an Agent

Finding a real estate agent who understands your needs and market area is essential for a successful home-buying experience.

Stiff Competition



lendingtree

Would you like to get pre-approved?

A dark blue rectangular box containing the Lendingtree logo at the top, a horizontal line with a green segment on the left, and the question 'Would you like to get pre-approved?' in white serif font.

Ignoring Conversion Data

Best Converting Keywords
from Google Ads

Mortgage Rates

Current mortgage rates
10 year arm rate
Mortgage rate lock

Loan Types

Jumbo loan mortgage
FHA mortgage
Fixed rate mortgage

Apply Now

Mortgage pre-approval
Online mortgage form
Apply for a mortgage

Ignoring Conversion Tactics

Monthly payment

Based on national average rates



Check your eligibility in as little as 3 minutes.

What makes Better's home equity products great?

-  Fast application, fully online
-  Get between \$50k-\$500k
-  Cash in as little as 7 days with your HELOC¹
-  Pay off high interest debt, fund down payments, college funds, and even renovations

[What is home equity and how do I tap into it for cash?](#)

Let's go

RE

ear mortgage

more mortgage options

[View rates →](#)


Ignoring The Future of Search

 how to qualify for a mortgage  

◆ AI Overview

To qualify for a mortgage, you'll typically need to meet the following requirements: 

Credit score

Lenders will check your credit history and score to see how you handle debt. A higher credit score shows you're a reliable borrower. 

Debt-to-income ratio

This is the percentage of your income that goes toward monthly debts. A good debt-to-income ratio shows lenders how much money you can borrow. 

Income

Show more 

My Background

- Intersection of technology and marketing
- Studied AI in graduate school
- Built a super-computer for the NSA
- Founder of Fire&Spark, an SEO agency



Clients



Nestlé

CITIZEN

Alpina 
1883 GENEVE




THE GROMMET®


lovepop®


Google's AI Overviews

who is jeff bezos dating

All Images News Forums Videos : More Tools

AI Overview Learn more

Jeff Bezos is engaged to **Lauren Sánchez**, a former news anchor and helicopter pilot. The couple went public with their relationship in 2019, and got engaged in May 2023.



Sources

- People.com: Who Is Jeff Bezos' Fiancée? All About Lauren Sánchez (Mar 5, 2024)
- The Today Show: Lauren Sánchez On Her Engagement Ring And Blacking... (Nov 13, 2023)

In this blog:

- The pros of a smartwatch. They keep you connected. You can use apps. They help you find your phone. You can track your health and fitness. ...
- The cons of a smartwatch. They can be expensive. Not every make and model has the same features. They're not to everyone's style.



14 Mar 2023

musicMar
https://www...

Why buy a s

Traditional Search Results

About featured snippets · Feedback

People also ask

What are the downsides of smart watches?

What are the advantages of a smart watch?

Is a smartwatch worth buying?

Is it healthy to wear a smart watch all the time?

Feedback

Decluttr
https://www.decluttr.com · 1 year ago

Why buy a smartwatch? The pros and cons

In this blog: · They keep you connected · You can use apps · They help you find your phone · You can track your health and fitness · The battery ...



Dietitian Fit
https://dietitianfit.co.uk · 1 year ago

Smartwatches: Benefits, drawbacks and different types

Overall, smartwatches can offer many benefits, such as increased convenience and productivity, but they also have some drawbacks, such as ...



AI Overview

Learn more

Smartwatches have many pros and cons, including:

Pros

- Battery life: Smartwatches can save your phone's battery life.
- Apps: You can access apps on your watch, even if they are scaled versions of phone apps.
- Entertainment: You can listen to music or watch videos on your watch.
- Health: You can track your health and fitness.
- Safety: Some smartwatches have safety features like fall detection and emergency SOS.

Cons

- Cost: Smartwatches can be expensive, especially high-end models.
- Features: Not every model has the same features. Some are typically more powerful than others, but they are not as powerful as smartphones, and some apps and features may not work as well.
- Technology: Smartwatches are dependent on technology and can become obsolete quickly.
- Security: Smartwatches can be vulnerable to security threats, including insufficient authentication and lack of encryption.
- Health: Overuse of smartwatches can disrupt sleep patterns, negatively affect mood and memory, and lead to headaches and nausea.



Why buy a smartwatch? The pros an...

Mar 14, 2023

Decluttr

AI Generated Overview

Generative AI is experimental.

Decluttr
https://www.decluttr.com

Why buy a smartwatch? The pro

In this blog: · They keep you connected · You c phone · You can track your health and fitness

Traditional Search Results



Search Behavior



OpenAI
ChatGPT.

Evolving Customer Journeys

Traditional Search



Website



Email



Sales Page

AWARENESS

CONSIDERATION

PURCHASE

Generative AI Search



Google



Mid-funnel Content



Sales Page

Focus on Metrics that Matter

Conversion-focused SEO

	SEO for Rankings	SEO for Revenue
 Goal	Traffic acquisition	Customer acquisition
 Metrics	Rankings and traffic	Conversions and sales
 Research	Keyword demand	Customer needs
 Targeting	High volume keywords	High intent customers

SEO Strategy Questions

SEO for Rankings

- What are the highest volume keywords?
- How will we track rankings?
- Is organic traffic increasing?

SEO for Revenue

- What questions do our best customers ask?
- How will we track organic revenue?
- What are the highest intent searches?

The Keyword Research Trap



outdoor lights



Light
Fixture

Lighting
Contractor

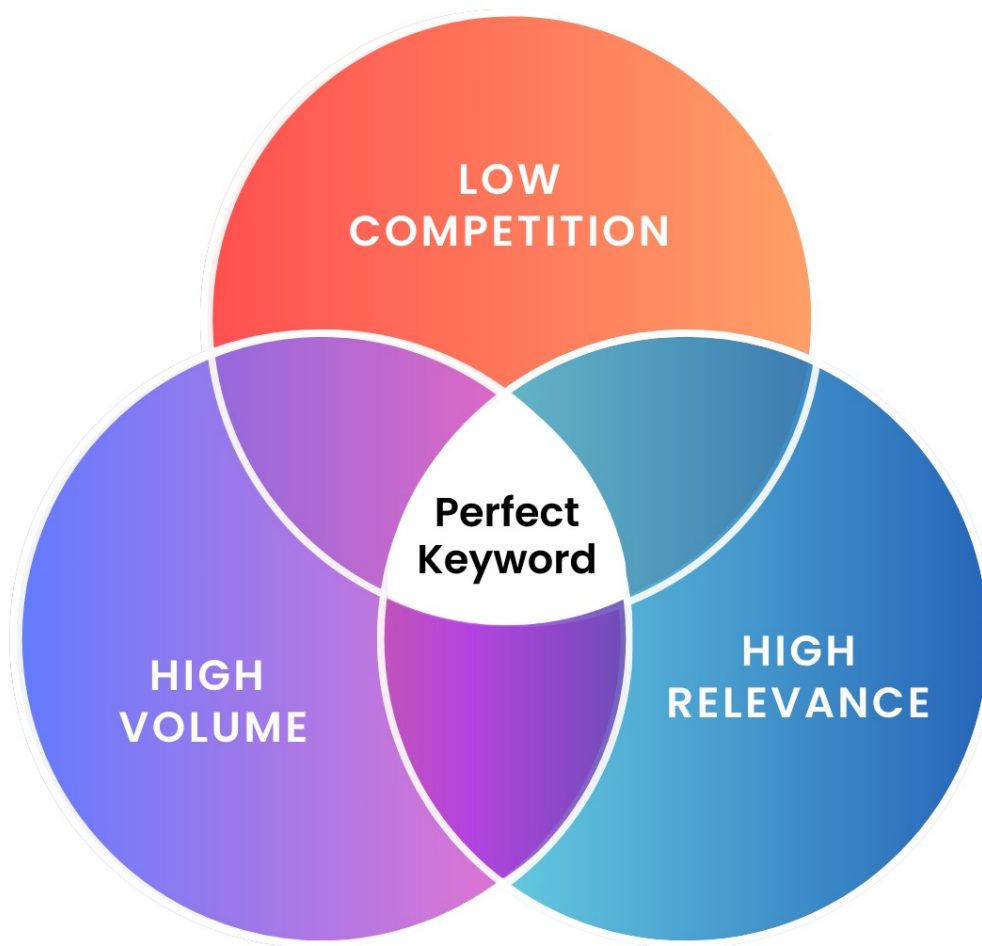
Light
Bulbs

Solar
Lights



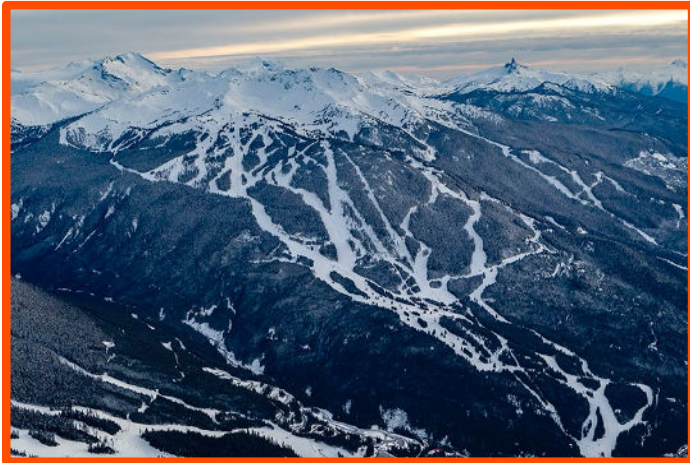
Hidden Context

Solar only
Not too bright
Must be silver
Need 3" wide
Screws 2" apart



Fail: Keyword Relevance

Query: skiing



Fail: Search Volume

Query: solar panels

- 1 Install solar
- 2 Finance solar
- 3 Research solar



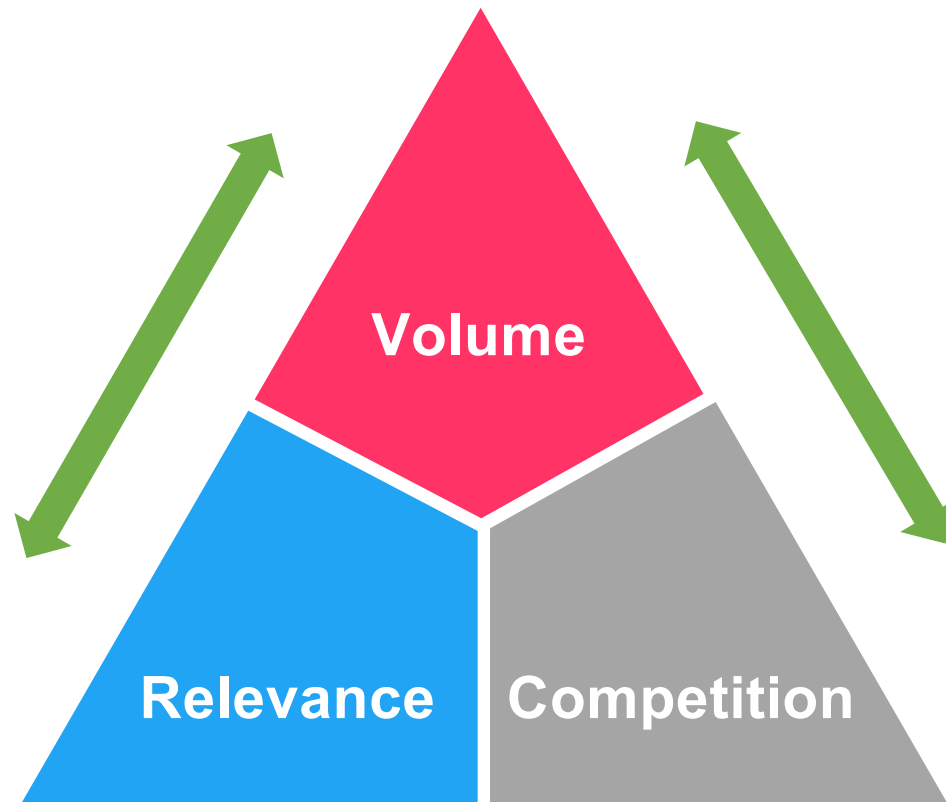
Fail: Low Volume

Keyword:

commercial grade wall-mounted reverse osmosis water filter



Fail: Balancing Trade-offs



Focus on Intent



chocolate biscotti



David Lebovitz

<https://www.davidlebovitz.com> › Recipes

Chocolate Biscotti Recipe

Jan 27, 2009 — For the **biscotti** · 2 cups (280g) flour · 3/4 cups (75g) top-quality **cocoa** powder · 1 teaspoon baking soda · 1/4 teaspoon salt · 3 large eggs, at ...



Scientifically Sweet

<https://scientificallysweet.com> › Cookies

Double Chocolate Hazelnut Biscotti

Nov 29, 2023 — Crisp and tender (NOT hard) Double **Chocolate** Hazelnut **Biscotti** are made with lots of **cocoa**, roasted hazelnuts and dark **chocolate**.

★★★★★ Rating: 5 · 6 votes · 1 hr



She Wears Many Hats

<https://shewearsmanyhats.com> › ... › Desserts › Cookies

Easy Chocolate Biscotti Recipe

Mar 15, 2014 — Ingredients · 2 cups all-purpose flour · 1/2 cup unsweetened dark **cocoa** powder · 1 teaspoon baking soda · 1 teaspoon salt · 6 tablespoons salted ...

★★★★★ Rating: 4.4 · 228 reviews · 1 hr 25 min



What's Changed

- Keyword understanding
- Content understanding
- User experience



Keyword Targeting

Focus on relevant searches

Prioritizes traffic

Best for lexical search

VS

Intent Targeting

Focus on high-intent searches

Prioritizes customer needs

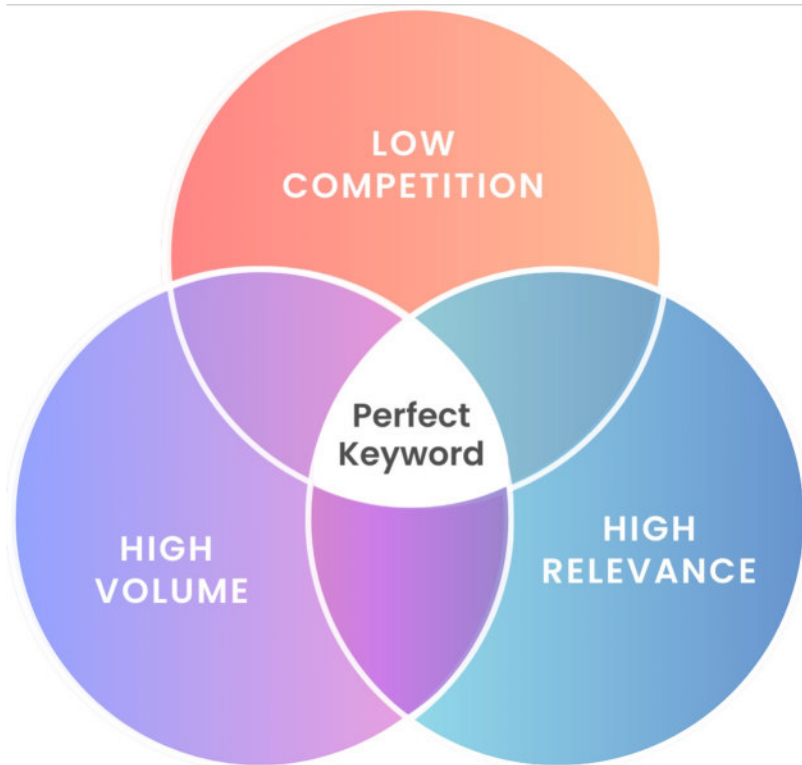
Best for semantic search

How Can You Determine Intent?

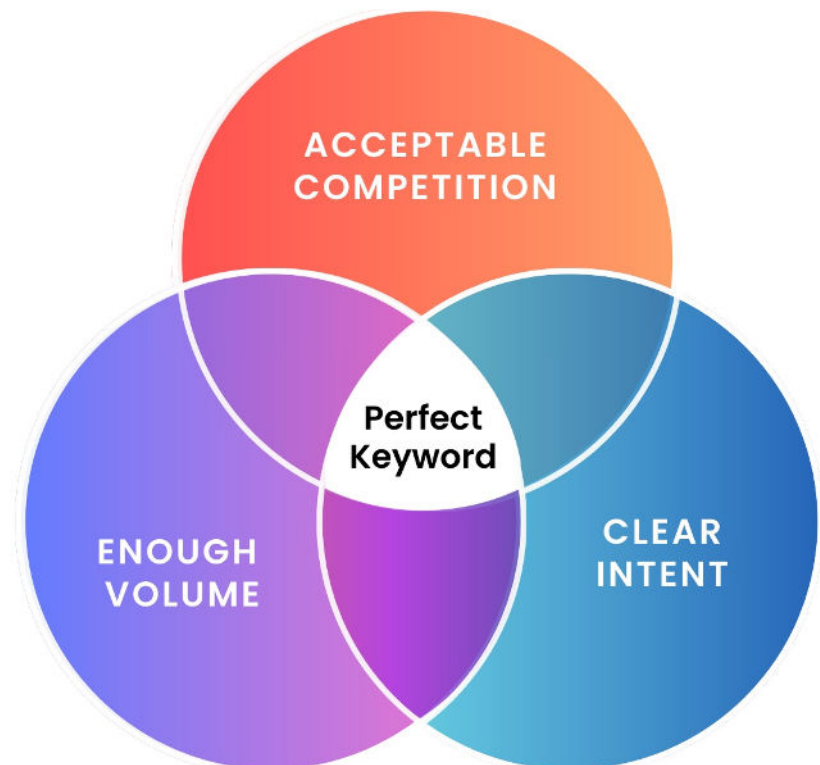
- Read the results
- Ask Gemini
- Ask your customers



Keyword Targeting (Old)



Intent Targeting (New)



Fixing Keyword Research

A better approach

- 1 Identify search intents
- 2 Filter keywords based on intent
- 3 Choose content formats and topics based on intent

Customer Journey

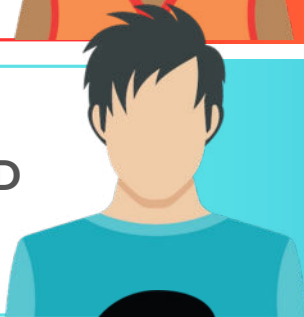
PROBLEM FOCUSED



"My door
lock is broken"

***door lock
repair***

SOLUTION FOCUSED



"I want to upgrade
to a smart lock"

smart locks

BRAND FOCUSED



"Google Nest
has the best
reviews"

***google nest
lock***

Data-Driven Comparisons

Visual representations of information that AI cannot summarize



how much does a wood door cost compared to fiberglass



Plastpro Doors

<https://www.plastproinc.com> › Door Buying Guides

Wood vs. Fiberglass vs. Steel Doors: A Comparison Guide

11 Oct 2021 — A wood door slab will run you anywhere from **\$500-\$5,000**, with wooden doors typically starting at a higher price point than steel or fiberglass ...

	WOOD	STEEL	FIBERGLASS
Price	\$\$\$	\$	\$
Energy Efficiency	☆☆	☆☆☆☆	☆☆☆☆
Security	☆☆	☆☆☆☆	☆☆☆☆
Appearance	☆☆☆☆	☆☆	☆☆
Installation	☆☆	☆☆	☆☆
Warranty	☆☆	☆☆	☆☆



This visual makes me want to click

Niche Buying Guides

Address specific needs, questions and concerns with buying guides



The screenshot shows a mobile app interface for Lowe's. At the top, there is a dark blue navigation bar with a menu icon, the Lowe's logo, and a shopping cart icon. Below the navigation bar, the article title "Blackout Curtains Buying Guide" is displayed in bold black text. The main content area features a photograph of a bedroom with light green blackout curtains, a white bed, and a window. Below the image, the text "Published January 12, 2023" is visible. A blue "Feedback" button is located on the right side of the article. Below the image, there is a blue circular icon with a house symbol, followed by the text "By Lowe's Editorial Team". The main body of the article begins with the text: "When you want your room to avoid sunlight or other outside light sources, consider picking up a set of blackout curtains. These curtains help make the room dark when the doors are closed and no lights are on."

Interactive Tools

Prompt

Create an HTML page that contains an interactive tool with an intuitive layout and a light blue color scheme.

Inputs:

Number of websites
Level of Competition
Geography
Current DA

How Much Should SEO Cost?

Number of websites:

2

Level of Competition:

Low - very few competitors

Geography:

National

Current DA:

21-40

Estimated Monthly SEO Cost:

\$5,536

Video

Know when your customers want a video



Pivot Table Excel Tutorial

YouTube · Kevin Stratvert
21 May 2019



11 key moments in this video ▼

Quick break

Download my slides



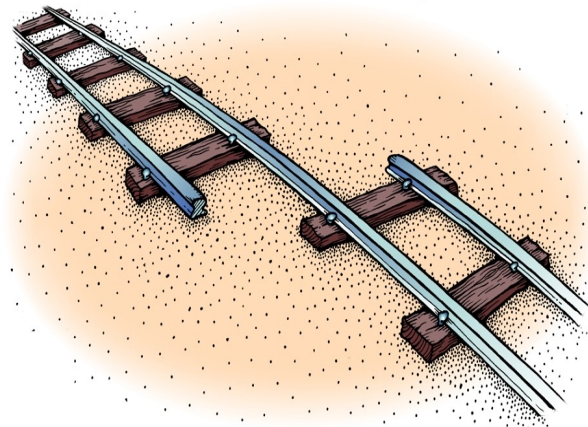
dale@fireandspark.com

Calls to Action

Align Your CTA Messaging

Choose CTA messaging that aligns with your target search intent

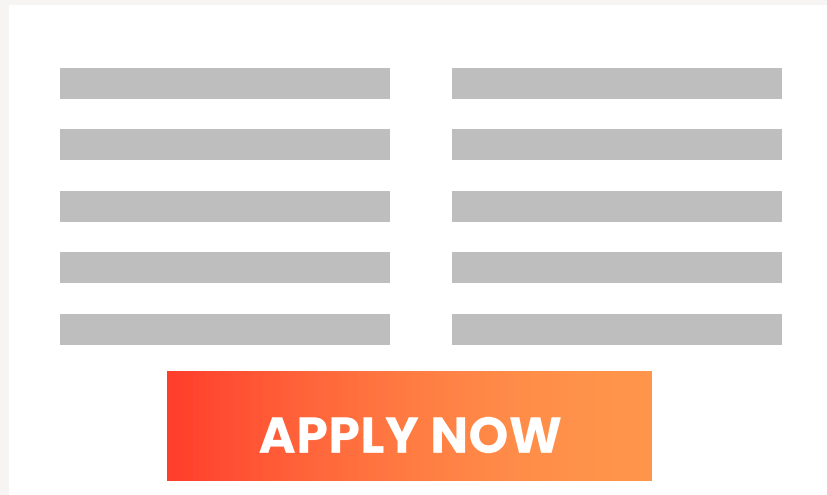
Search Intent



CTA Messaging

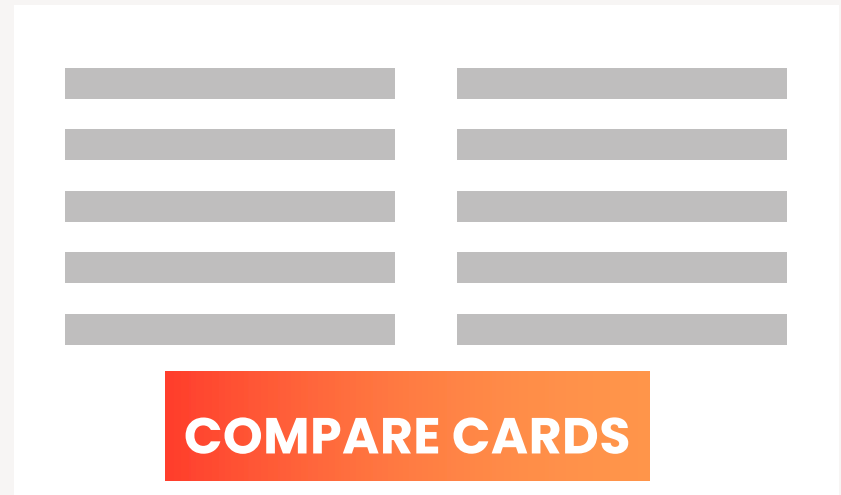
Intent: Find a card with travel perks

Keyword: "Travel Rewards Cards"



A white rectangular card with two columns of five horizontal grey bars each, representing text. Below the card is a red-to-orange gradient button with the text "APPLY NOW" in white.

APPLY NOW

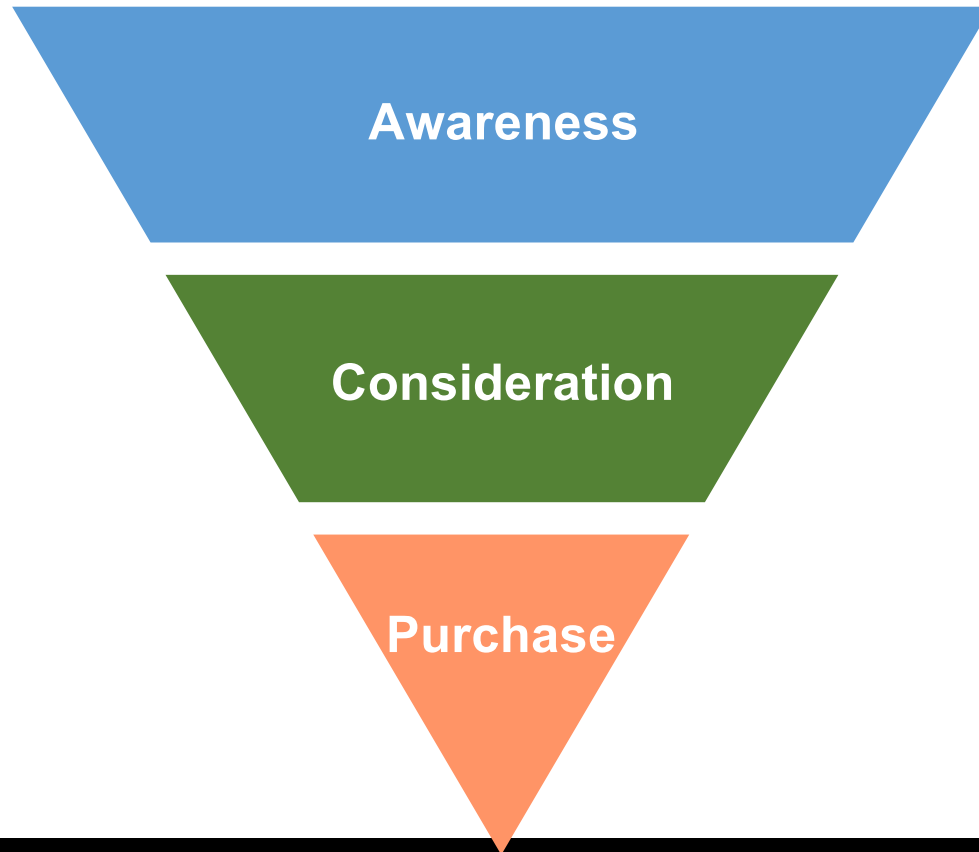


A white rectangular card with two columns of five horizontal grey bars each, representing text. Below the card is a red-to-orange gradient button with the text "COMPARE CARDS" in white.

COMPARE CARDS



CTAs Should Match the Stage



Awareness

Learn about 3d printing

Consideration

Compare 3d printers

Purchase

Get an instant quote

Interactive Tools Can Boost Conversion

Mortgage Payment
Calculator



Mortgage Application

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

ROI Calculator in Claude

Claude React SEO ROI Calculator with Email

the image, adds an email field, makes the calculator twice as wide, and uses inline CSS for styling. Here's the implementation:

`</>` **SEO ROI Calculator React Component**
Click to open component

This React component implements the SEO ROI calculator with the following features:

1. All fields from the original image are included.
2. An email field has been added.
3. The calculator is now 600px wide, which is approximately twice the width of the original.
4. Inline CSS is used for styling, matching the green color scheme of the original.
5. The component uses React hooks for state management.
6. Basic input validation is implemented to ensure all fields contain valid numbers before calculation.
7. The component is displayed below the "Calculate SEO ROI"

Reply to Claude... 📎 📷

Claude 3.5 Sonnet

← SEO ROI Calculator React Component ↻ Preview Code ×

SEO ROI Calculator

Monthly Organic Visitors

Conversion Rate (%)

Average Order Value (\$)

Total SEO Investment (\$)

Timeframe (Months)

Email

Calculate SEO ROI

Last edited just now 📄 📥 Publish

SEO is Changing

Conversion-focused SEO

	SEO for Rankings	SEO for Revenue
 Goal	Traffic acquisition	Customer acquisition
 Metrics	Rankings and traffic	Conversions and sales
 Research	Keyword demand	Customer needs
 Targeting	High volume keywords	High intent customers

How SEO Strategy Needs to Change

Old

Text-only content

Keyword targeting

Informational articles

Create new content



New

Video-enhanced content

Intent targeting

Mid-funnel Content

Update existing content

Educating SEO Stakeholders

Owner	Business model, Staffing, Budgets
Marketing Leader	Customer journeys, Multi-channel, Multi-platform SEO
SME	Point of view, Complex solutions, Personality
Content Strategist	Content formats, Intent targeting, SERP monitoring
Content Writer	Search behavior, Information gain, Freshness
Web Developer	Page templates, Interactive content, Schema markup

Want More?

Download ALL of my AI Recipes for SEO Strategy

Let's Connect:

Email: dale@fireandspark.com

fire&spark

AI RECIPE

Generate Alternative Content Types

INGREDIENTS

Keyword List

INSTRUCTIONS

Describe the intent behind each

researcher's

intent be

personal or

as possible

fire&spa

