HELPING CLIENTS GET FOUND ONLINE

SEO, Website Strategy, and the New Rules of AI Search in 2025

WWW.JustSueCreative.COM

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ABOUT ME

Sue has over 20 years of experience working with the Small Business Development Center (SBDC), where she helped countless businesses with their business strategy and digital marketing needs. Now, she has embarked on her own venture with *Just Sue Creative*, a business that focuses on **website design, SEO services, branding, content creation, and comprehensive marketing solutions**.

Sue Pitts, Founder
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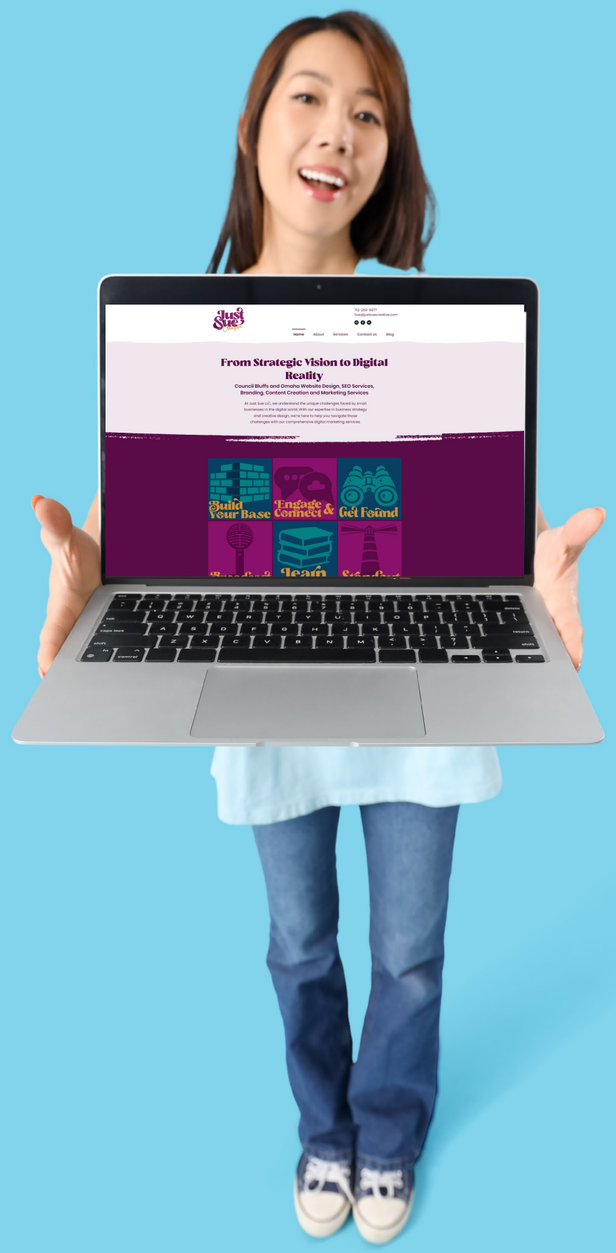
Sue@JustSueCreative.com
712-269-9977

Just Sue

“I’ve spent years advising businesses on how to strategically align their digital and business strategies, only to watch them not fully execute it. Now, I want to not only do it for them but ensure strategy and education are woven into every step.”

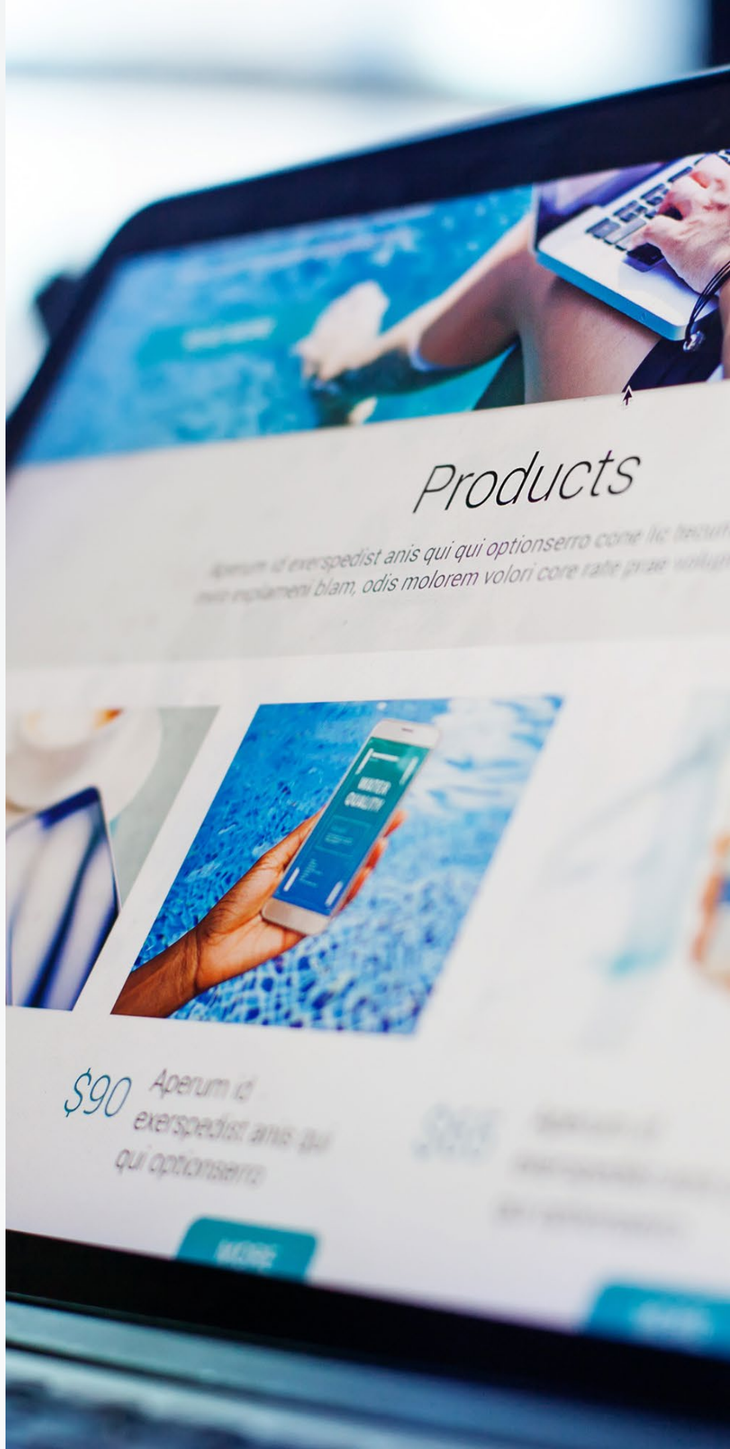
WORKSHOP GOALS

1. Help counselors assess why websites are not attracting visitors or ranking in search engines.
2. Teach how to structure website content around **customer intent, clarity and entity relevance** to improve SEO.
3. Explore how **AI-powered search (like AI Overviews and ChatGPT)** is changing how content is found—and what it means for small business websites.
4. Demonstrate how to use **AI tools** (like ChatGPT) to assist with SEO tasks such as keyword discovery, FAQs, meta tags, and website audits.
5. Provide practical templates and tools (SEO Intake Form & Easy SEO Audit) for evaluating and improving client websites.



1

THE ROLE OF A WEBSITE



A WEBSITE IS A BUSINESS ASSET

Build Credibility

Give control over branding & Marketing

Expand Reach beyond the physical Location

Provide 24/7 accessibility for customers

Support Google and AI Search Visibility

WHY SOME WEBSITES FAIL

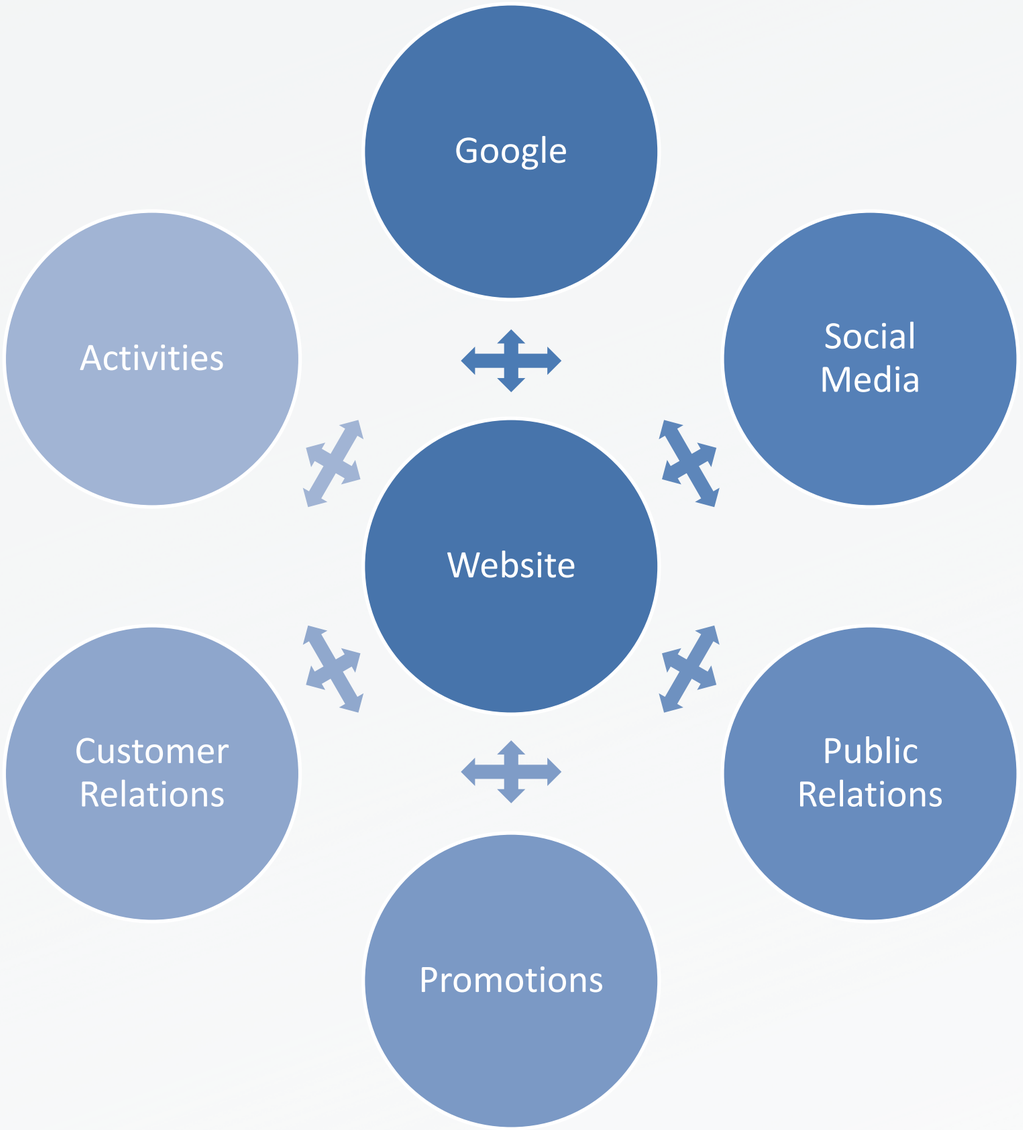
- Unclear purpose and messaging
- Lack of SEO optimization
- Poor user experience (slow, hard to navigate)
- No calls-to-action (CTA) to drive conversions

2

WEBSITE STRATEGY

DEFINING THE WEBSITE

- ☑ **Before optimizing a website, define:**
- ☑ **Purpose** – What does the website need to accomplish?
- ☑ **Goals** – What actions should visitors take?
- ☑ **Audience** – Who are they? What are they searching for?
- ☑ **Advantage** – Why should they choose this business over competitors?



Your website is your HUB

ALIGNING CONTENT WITH BUSINESS GOALS

- **Business Objectives**: Tailor content directly to businesses goals (drive sales, enhance brand awareness, etc
- **Customer-Centric**: Focus on solving real problems and answering real questions your audience is asking.
- **Bridge Values:** Align your internal values with what your customers care about.
- Content as a Solution - Position content to let the customer know they are in the right place. This will solve their problem

MATCHING WEBSITE CONTENT TO SEARCH INTENT

Google and now AI-powered search tools rank sites based on:

- **Relevance** Does the content match what the user is really looking for?
- **Authority** Does the site demonstrate expertise? Are other trusted sites linking to it?
- **User Experience** Is the site easy to navigate, mobile-friendly and fast loading?
- **EEAT** – Experience, Expertise, Authoritativeness and Trustworthiness

The right keywords + helpful, high-quality content = better visibility in both search and AI

4

Understanding SEO

WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)

The marketing discipline focused on growing visibility in organic (non-paid/free) search engine results. SEO is not only about building search engine friendly websites. It is about making your site better for humans too.

It is NOT Pay Per Click or paid ads on google, facebook, etc. SEO involves algorithms and not paying to get up higher in search engine results (SERPS)

great burgers near me

Tripadvisor
https://www.tripadvisor.com › ... › Council Bluffs

THE 10 BEST Burgers in Council Bluffs ...

Council Bluffs **Burgers** · 1. Orsi's Italian Bakery & Pizzeria. (669). Open Now · 2. Stella's Bar and Grill. (559). Open Now · 3. Block 16. (396).

Yelp
https://www.yelp.com › Yelp › Restaurants › Burgers

THE BEST 10 Burgers near COUNCIL BLUFFS ...

Top 10 **Best Burgers** in Council Bluffs, IA - March 2024 - Yelp - The Buck Snort, The Salty Dog Bar & Grill, The Porch, Louie M's Burger Lust, Doozies, ...

Sponsored/Organic

Places

4.0+ rating · Cuisine · Price · Hours · Sort by

Sugars Diner
4.2 ★★★★☆ (742) · $10–20 · Diner
0.5 mi · 2725 E Kanesville Blvd
"The **burgers** were hand made, fries crispy, service was wonderful."

Categories: Diner
Export

Buck Snort
4.6 ★★★★½ (1.1K) · $10–20 · American
2.8 mi · 25 Scott St
"Tasty **burger** and their tots were cooked perfectly crispy."

Categories: American restaurant · Bar & grill
Export

Lincoln's Pub
4.3 ★★★★½ (380) · $10–20 · Gastropub

Local

Yelp
https://www.yelp.com › Near Me › Restaurants

Best Burgers Near Me - March 2024

Find the **best Burgers near** you on Yelp - see all Burgers open now and reserve an open table. Explore other popular cuisines and restaurants **near** you from ...

DoorDash
https://www.doordash.com › ... › Restaurants › Burgers

Find Burger Near Me - Order Burger

Order Burger **near** you. Choose from the largest selection of Burger **restaurants** and have your meal delivered to your door.

Red Robin
https://www.redrobin.com

Red Robin: Family Friendly Burger Restaurant

Red Robin now has changed the burger game with thicker, juicier **burgers**, and upgraded ingredients like fresh avocados and grilled pineapples. YUMMM!

Iowa Beef Industry Council
https://www.iabeef.org › events › best-burger-contest

Best Burger Contest

Whether you're a **restaurant** owner ready to showcase your **best burger** or a consumer eager to cast your vote for this year's winner, learn how to get involved ...

Smashburger
https://smashburger.com

Best Burger Restaurants Near Me | Smashburger Official Site

Searching for **Best Burger** restaurants **near me**? Find delectable burgers and more at Smashburger, your go-to destination for satisfying **Best Burger**.

Facebook · Council Bluffs Revealed
330+ reactions · 4 years ago

It wasn't always easy to find a... - Council Bluffs Revealed

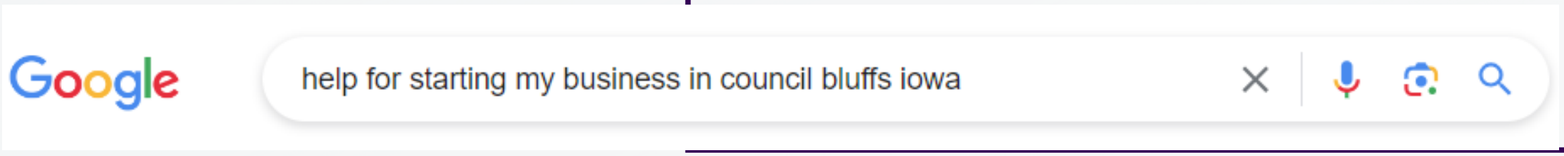
Brian Floyd. Ewalds had the **best hamburgers**! Before the big food chains came! 5 yrs. 5. Ginny Nickles. Loved the pizza burgers at Rudy's! 5 yrs.

Organic

HOW SEARCH ENGINES WORK

Keyword Phrase

- A customer is searching for something. They are trying to solve a problem.
- The words they use in Google is how google finds what they are looking for.



How Search Works

search engines provide answers bassed on an algorithm that involves

- Keywords
- Relevance
- Importance (links and shares)
- On Page factors
- Off page factors

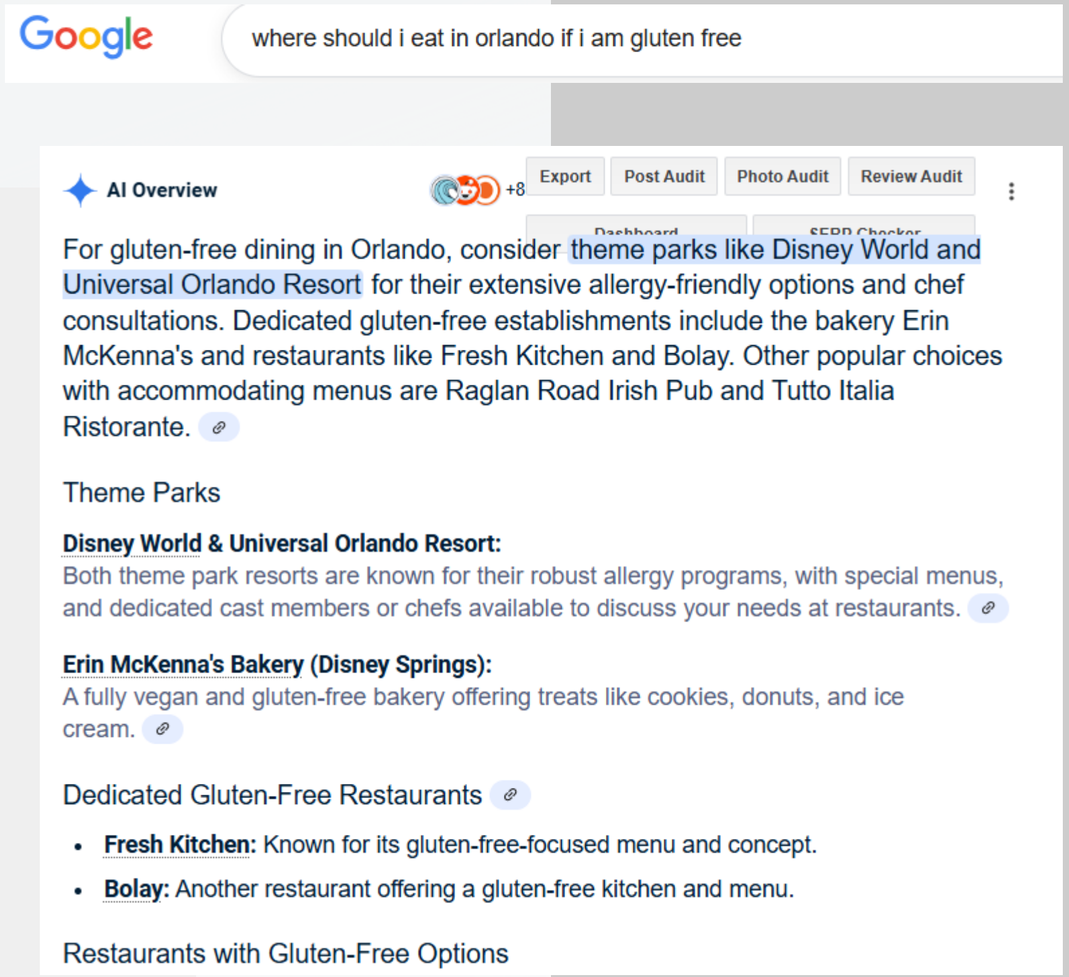
AI SEARCH - 2025

Search today isn't just blue links on Google

AI is showing up in places like

- **Google's Search Generative Experience** (SGE) (AI overviews) Answers shown above regular results
- **ChatGPT, Bing Copilot, LLMS**: Chat-based search tools that answer questions using your Content
- **Voice and Mobile assistants**: AI is powering what people hear and see when they search on the go.\

AI search tools are changing how people discover businesses—and what content gets seen first.



New chat
Search chats
Library
Templates

Codex
Sora
GPTs
Just Sue Business Assistant
Canva

New project
Vitality Hydration IV
Bell Putters
Powertech
Mobilis
Restore
See more

Chats
Gluten free restaurants Des Moi...
AI Search Update
Wix Booking location options
Hide scheduling buttons
Change availability Square free
AI in SEO update
Google Knowledge Graph explai...

Pls Continue

What is the best Gluten Free Restaurant in Des Moines Iowa

Here are some top-rated gluten-free restaurants in the Des Moines area—each offering unique and reliable options, especially if you're celiac or avoiding gluten:

Fresko
Open now until 11:00 PM · New American · $$$$ · 3.9 (9 reviews)
Farm-to-table natural-food restaurant with many dishes that *can be made gluten-free* ("GF2" plates)

Directions | Website | Call

Destination Grille
Open now until 11:00 PM · American · $$$$
Locally-owned with an *extensive gluten-free menu*—zero gluten in fryers, GF versions of steak, pizza, gnocchi, more

Directions | Website | Call

HoQ
Open now until 10:00 PM · New American · $$$$ · 4.0 (60 reviews)
Farm-to-table with nearly entirely gluten-free evolving menu (salmon, cake, etc.)

Top Options at a Glance

- **Bar Nico**
  100% gluten-free kitchen—Mexican plates with hand-ground corn tortillas and no flour used. This is a go-to for worry-free gluten-safe dining. OpenTable +10
- **Destination Grille (Grimes)**

HOW AI READS YOUR WEBSITE

AI tools don’t just look for keywords—they try to **understand** your content the way a person would.

They scan for:

- **Clear page structure** (headings, sections, organized content)
- **Consistent business info** (who you are, what you do, where you're located)
- **Conten**t that answers real questions in a helpful, trustworthy tone

Think of AI like a reader looking for the best answer—not just the one with the most keywords.

Google uses its Knowledge Graph to connect your business to keywords, locations, and industries. The better AI understands your site, the more likely you are to be featured in results.

To show up in AI-driven results, your website must:

- Be clear, structured, and written for real people
- Demonstrate experience, expertise, and trust (EEAT)
- Help Google understand your services, topics, and identityThis is where entities matter.

The Buying Process

- Use google when we have a problems and looking for solutions
- Use Google to evaluate and exhaust all potential solutions
- Inquire with company last
- The only chance for customers to notice and even consider your bushiness is to show up in Organic or Local search results.

3

WEBSITE STRUCTURE & MUST- HAVE PAGES

HELP GOOGLE UNDERSTAND WHO YOU ARE

Google uses ENTITIES to build its Knowledge Base and connect content across the web

People, Places, Businesses, Topics, Things

To get recognized as an entity, your website must clearly communicate:

- **Who you are** (business name, location, team, credentials)
- **What you do** (services, products, industries served)
- **Why you're credible** (reviews, awards, expertise)

How to support this:

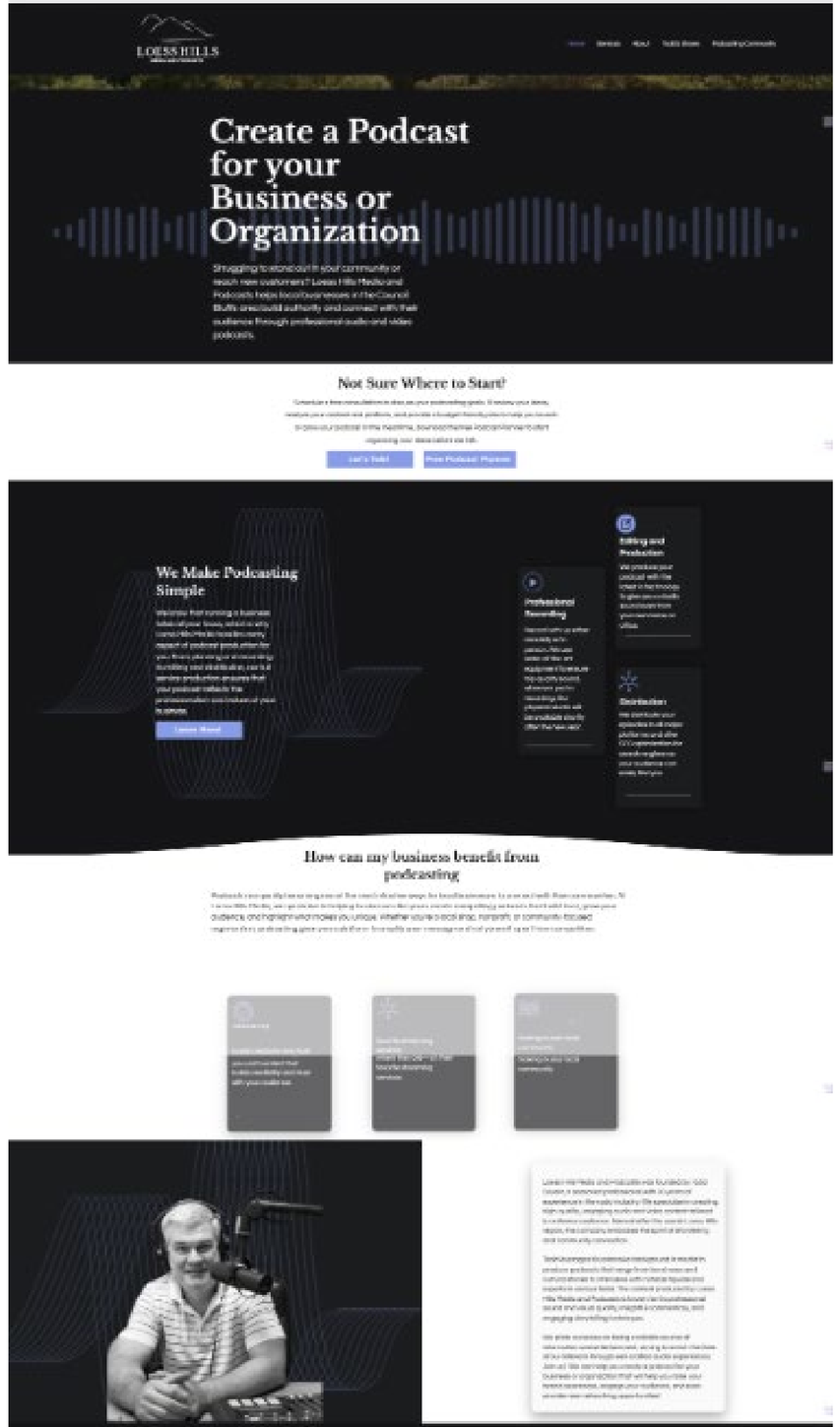
- Use consistent business info across your website and online listings
- Write clearly about your expertise and offerings—this is part of EEAT
- Structure content with headings, internal links, and schema markup (when possible)

The goal: Help Google confidently connect your site to related searches and show you in results, maps, and AI summaries.

THE HOMEPAGE

The Home Page Should

- Deliver an elevator pitch (above the fold)
- Include service/product summaries with links
- Have a clear CTA (Schedule a Consultation, Shop Now, etc.)
- Explain Why Us? (trust, testimonials, expertise)
- Introduce About Us (Authority/expertise)



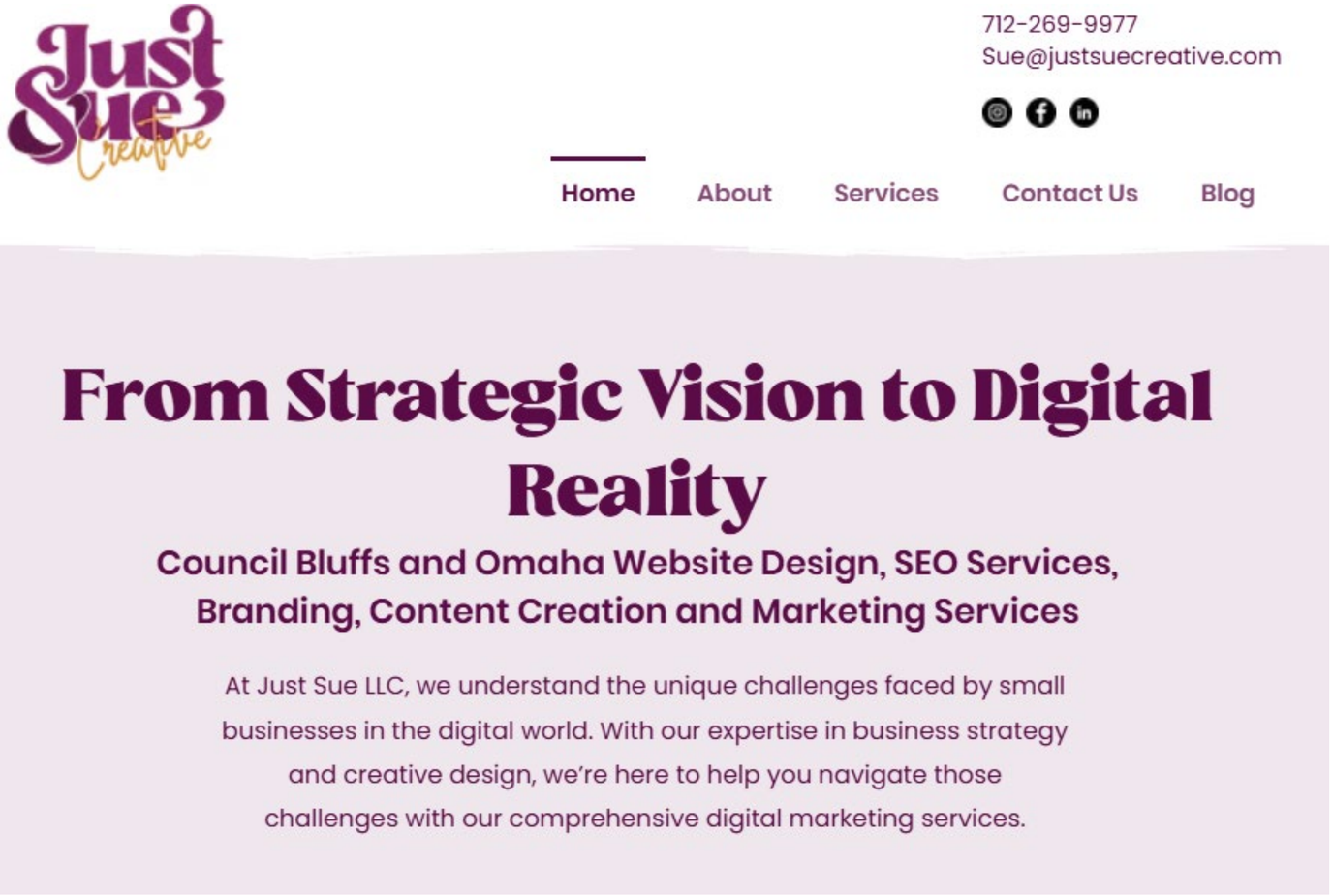
THE ELEVATOR PITCH

Your homepage headline should:

Clearly state who you help and what you do

Solve a problem customers are searching for

Be simple, clear, and keyword-rich
Example:



MUST-HAVE PAGES BEYOND THE HOMEPAGE

Every website should include:

Homepage – Clearly communicates the value proposition

About Us – Builds credibility, company story

Products/Services – Dedicated pages optimized for search

Contact Page – Includes location, contact form, and Google Business Profile link

FAQ Page – Answers common customer questions

Testimonials – Builds trust

Blog – Helps with ongoing SEO. Answers customers natural questions

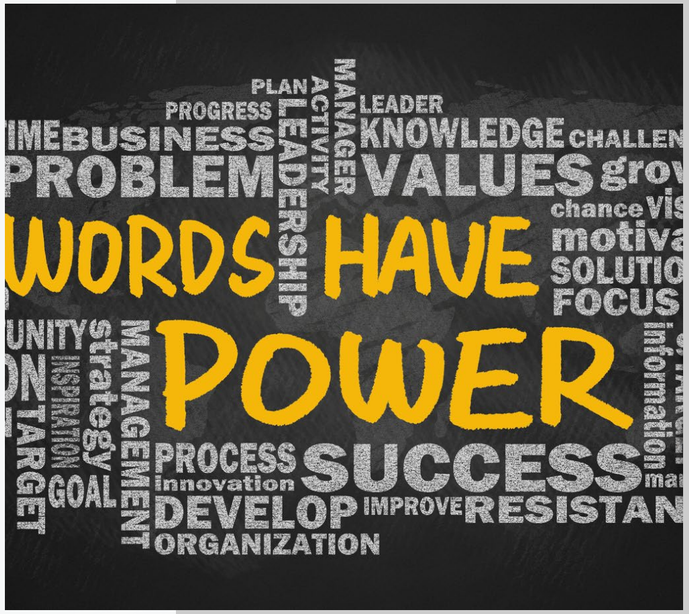
Privacy Policy & Terms of Service

5

KEY WORD RESEARCH

KEYWORD RESEARCH

- Keywords are **the words and phrases** people type into Google when looking for a solution
- Google ranks pages based on how well content matches searcher intent
- Every page should be optimized for specific keywords to improve visibility



Google Keyword Planner

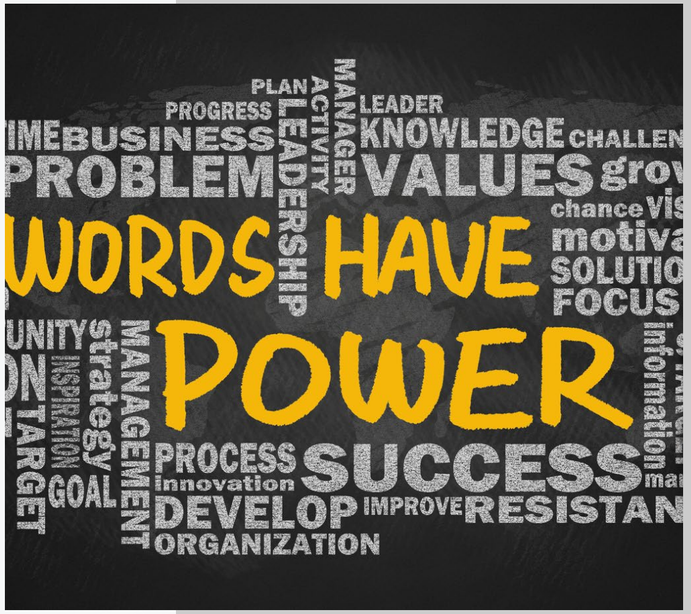
ANSWER THE PUBLIC

SemRush

Moz Keyword Explorer

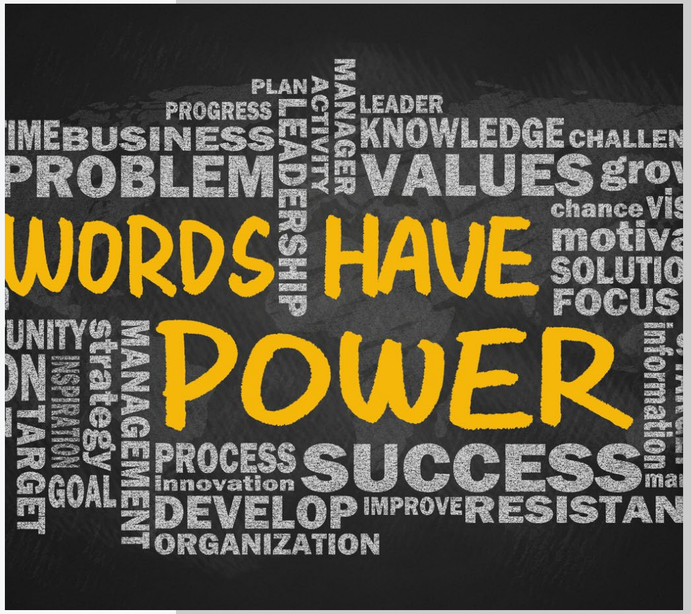
WHERE KEYWORDS SHOULD BE USED

- Title Tags
- Meta Descriptions
- Headers (H1, H2, H3, etc.)
- Body Content
- Alt Text for Images
- URLs
- Anchor Text (Internal Links)
- Blogs
- FAQs



HOW TO DISCOVER KEYWORDS

- Use Google’s Auto-Complete Feature
- Look at “People Also Ask” & Related Searches
- Survey Customers & Pay Attention to Industry Language
- Analyze Competitors’ Websites
- Use Keyword Research Tools



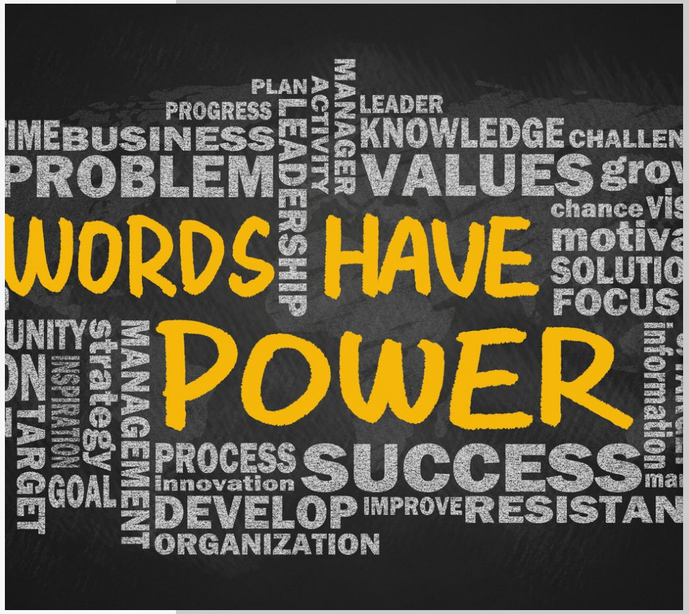
KEYWORD STRATEGY PER PAGE

Homepage – Broad business-related keywords

Service/Product Pages – Focus on one primary keyword per page

Blog Posts – Use long-tail keywords for specific search queries

Local Pages – Use city and neighborhood-specific terms



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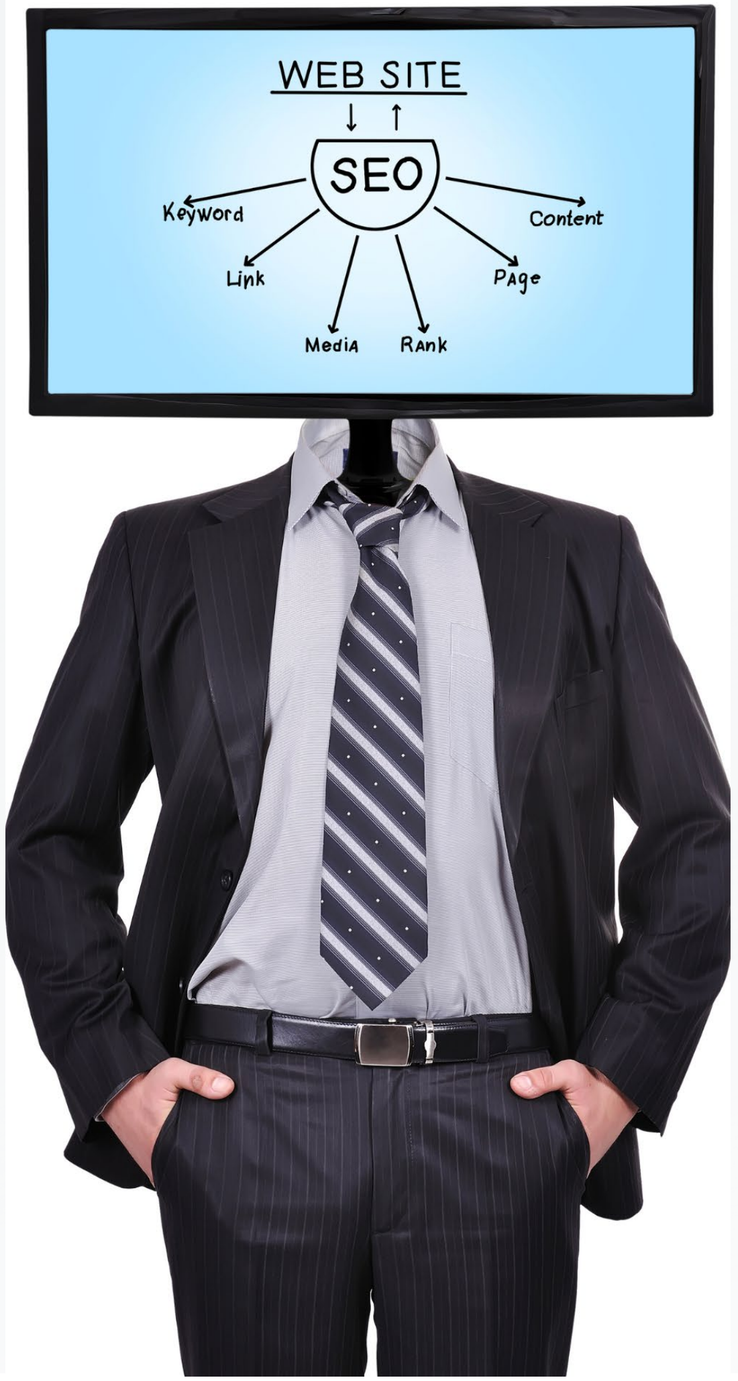
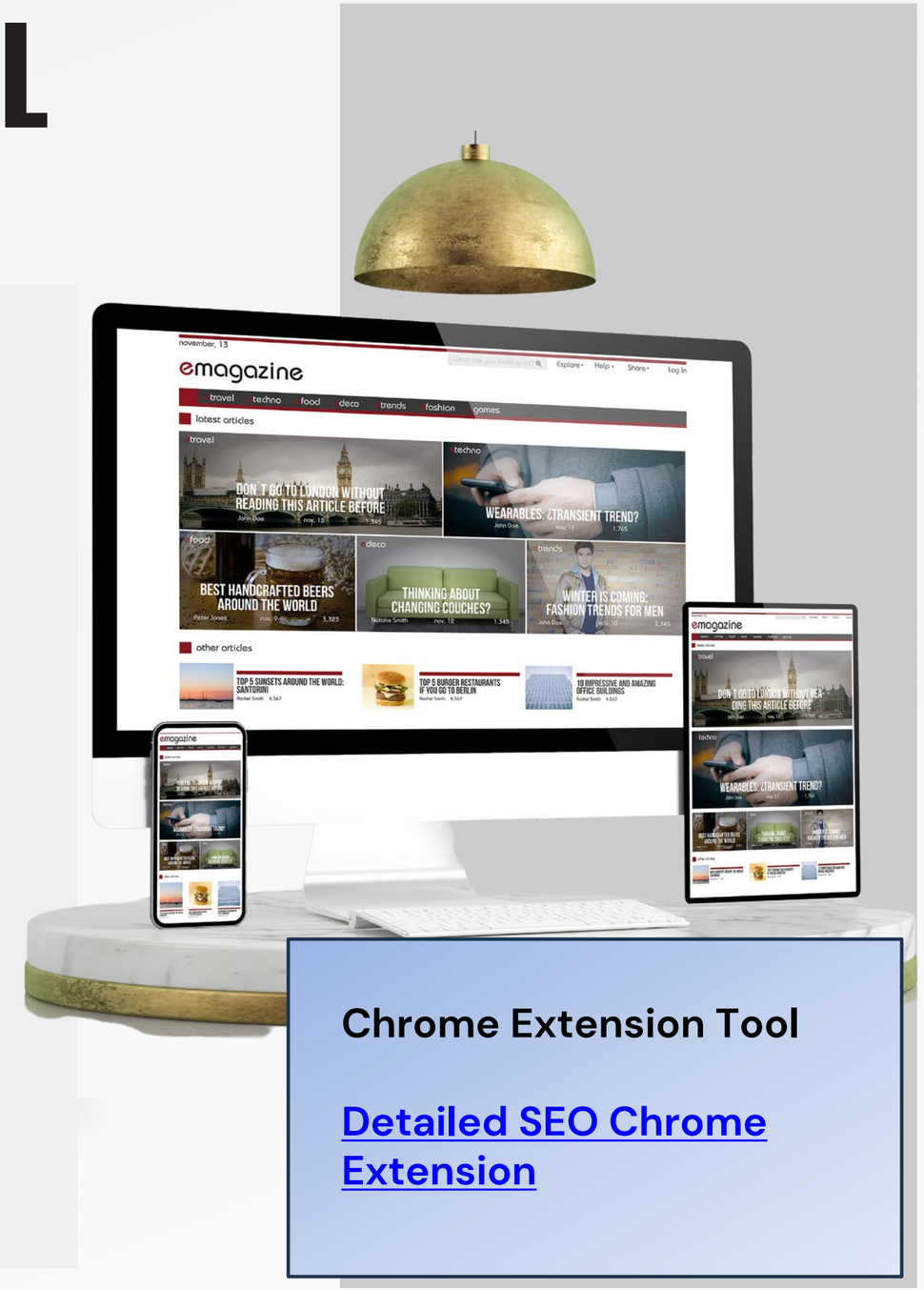
ON PAGE SEO



ON PAGE SEO - FOR ALL PAGES

- Focus **keyword** for every page
- Clean, readable **URL Title** tag with natural keyword use (under 60 characters)
- **Meta description** that encourages clicks (under 160 characters)
- One **H1** per page, with **H2s/H3s** for structure
- Descriptive **alt tags** for images
- **Internal links** to related pages
- **Fast load times** on desktop and mobile
- **Sufficient word count** for depth (not fluff)
- **Clear content structure and trust signals EEAT** (author info, testimonials, contact details)



Chrome Extension Tool

[Detailed SEO Chrome Extension]

TITLE TAGS & META DESCRIPTIONS

Title Tag – The most important ranking factor.

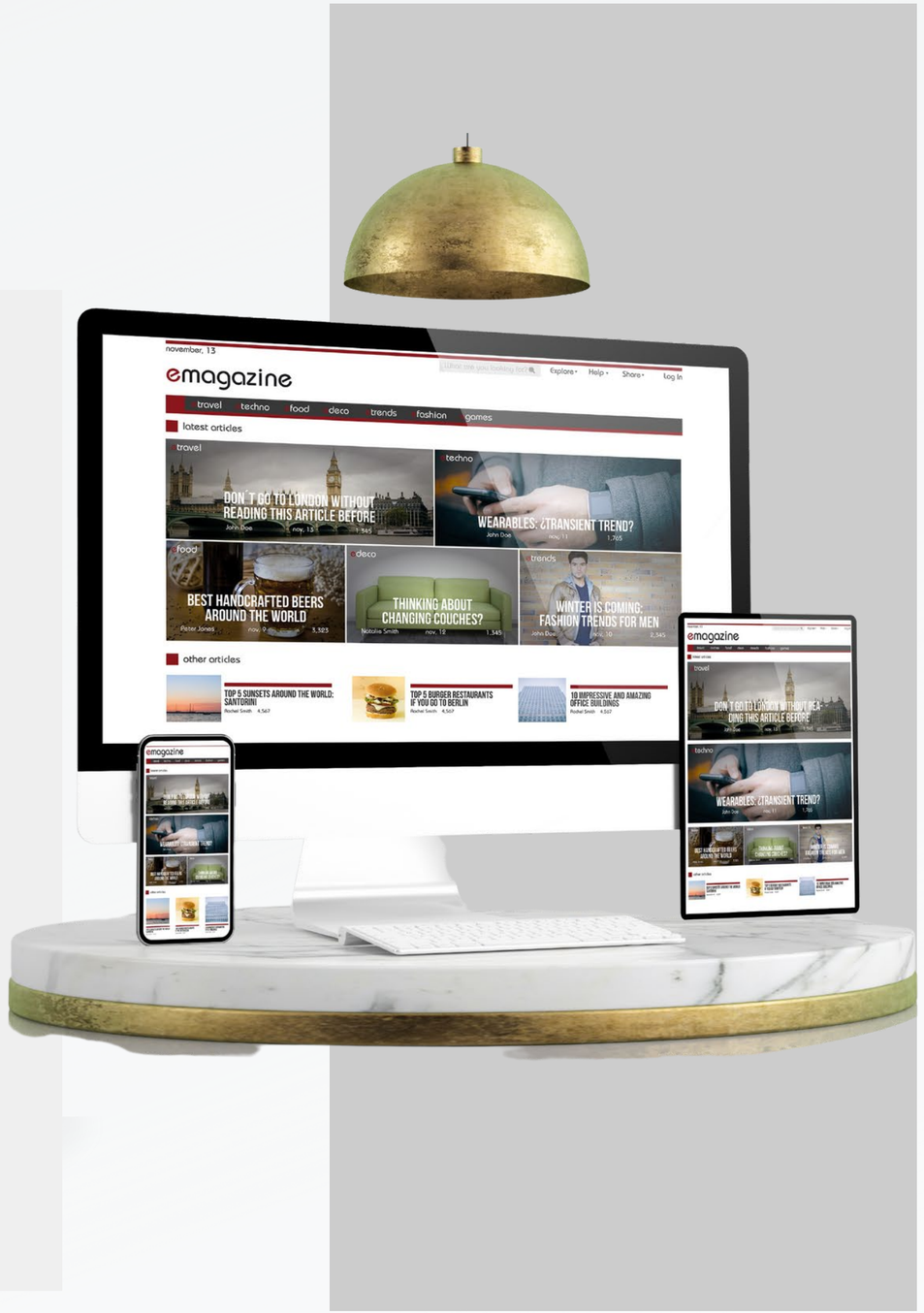
- Keep under **60 characters**.
- Use **primary keywords** naturally.
- Make it compelling for **click-through rate (CTR)**.

Example: *"Omaha's Best Custom Home Builders | Free Consultations"*

Meta Description – Short summary for search engines & users.

- Keep under **160 characters**.
- Include **a call-to-action**.

Example: *"Looking for custom home builders in Omaha? Get expert craftsmanship and free estimates today."*



HEADER TAGS

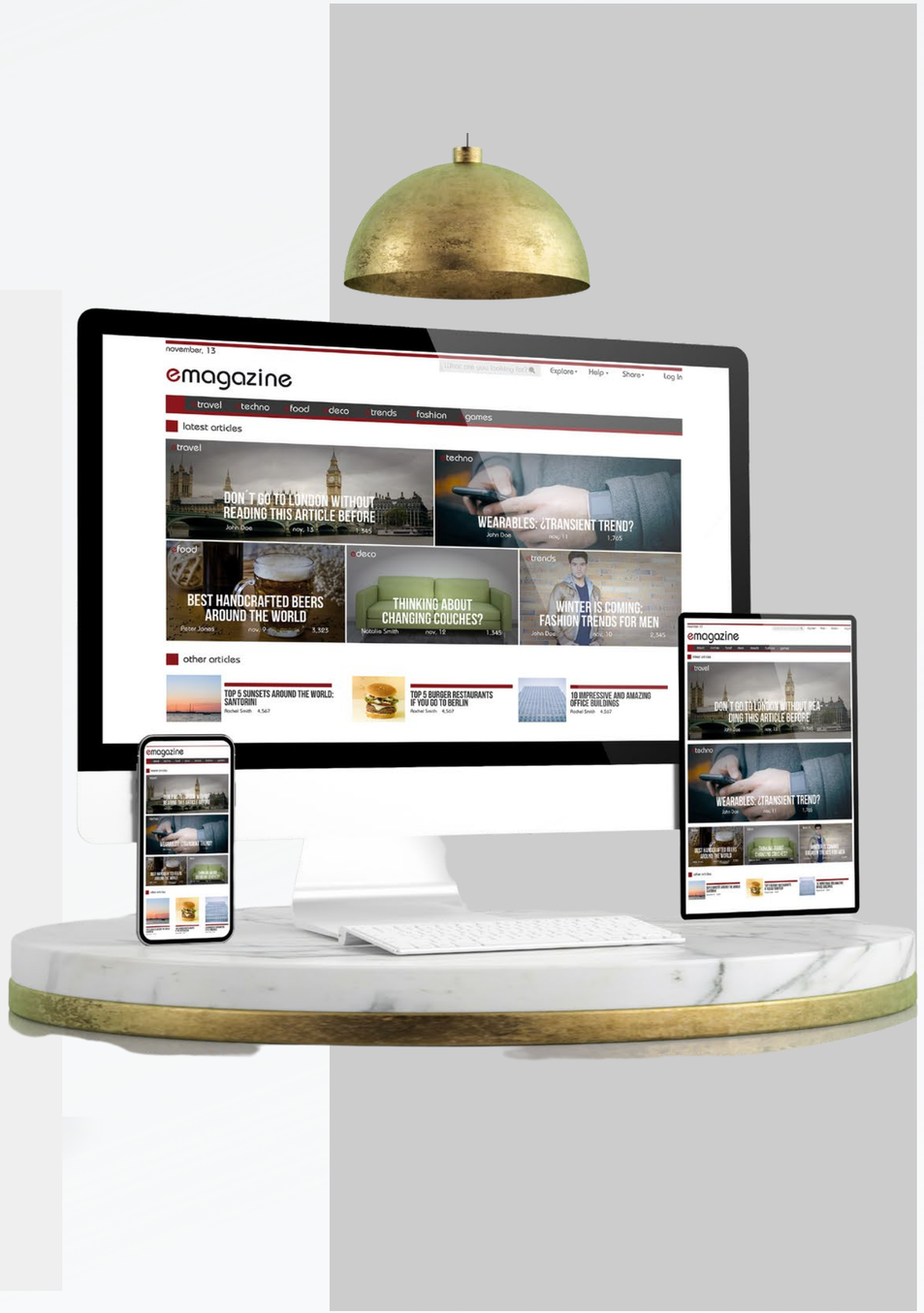
H1 (Main Heading) – Each page should have one unique H1 tag.

Example: “Trusted Electrical Services in Omaha”

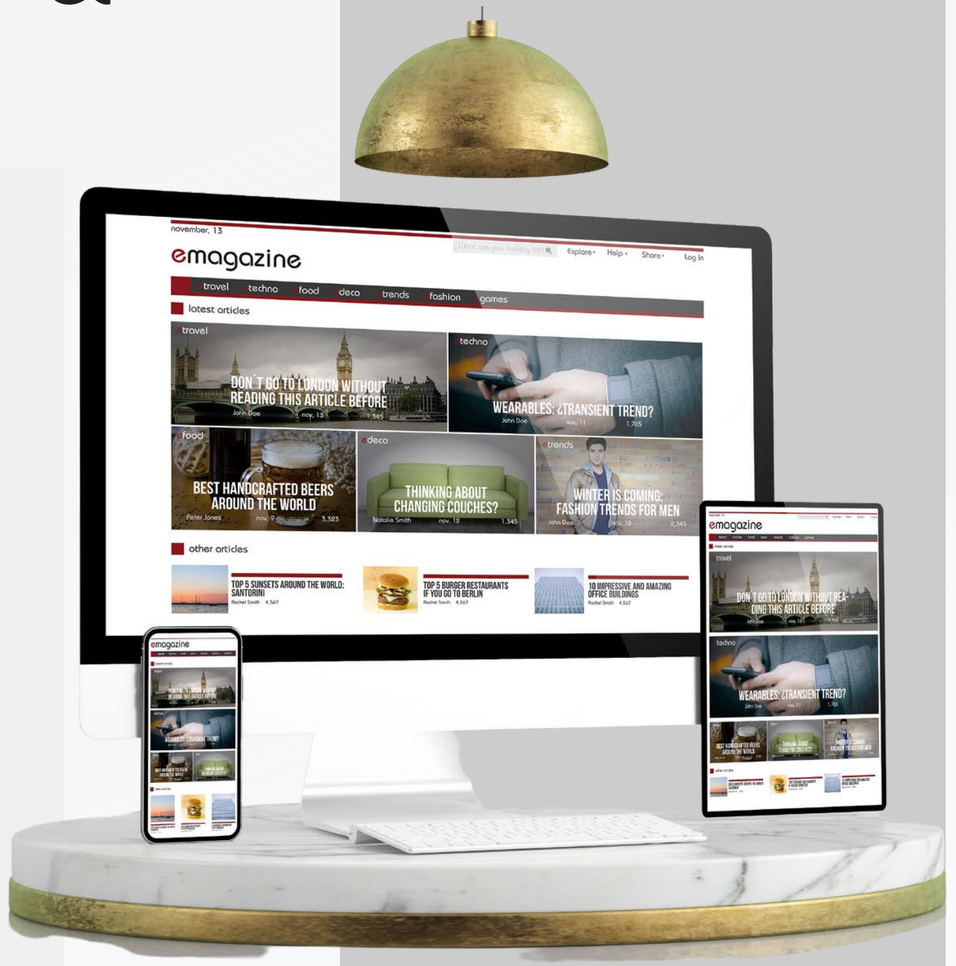
H2, H3 (Subheadings) – Organize content & include keywords naturally.

Example: H2: “Our Residential & Commercial Solutions”

Example: H3: “Why Choose Our Certified Electricians?”



KEYWORD PLACEMENT & INTERNAL LINKING



- **Naturally integrate primary keywords** in content, headings, and first paragraph.

- **Use internal links** to connect related pages & guide users.
  - Example:
    - *Learn more about our Residential Services*
    - *Check out our customer testimonials*

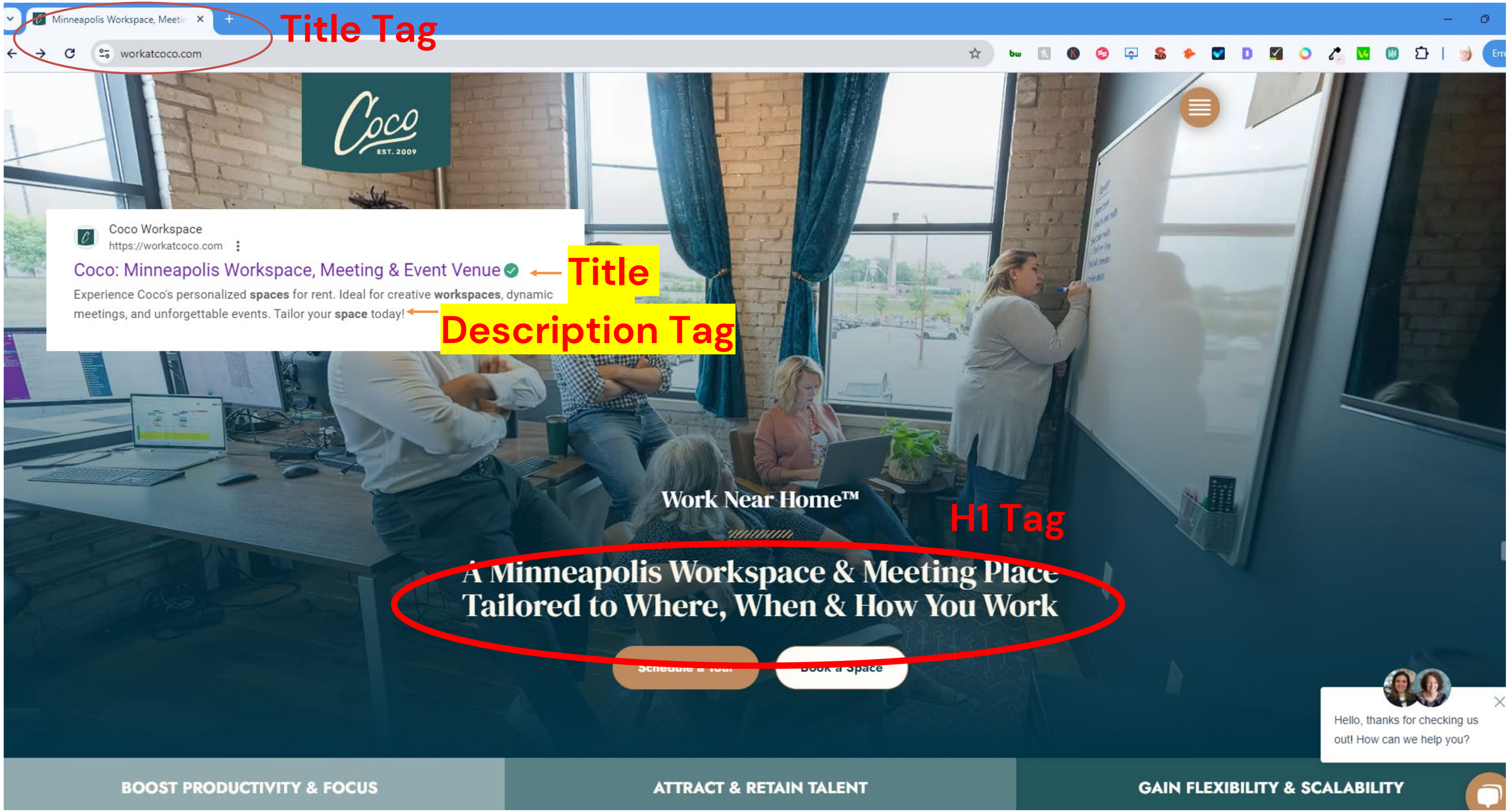
- Helps **Google crawl deeper pages** and **keeps users on the site longer**.

MOBILE-FRIENDLINESS & PAGE SPEED

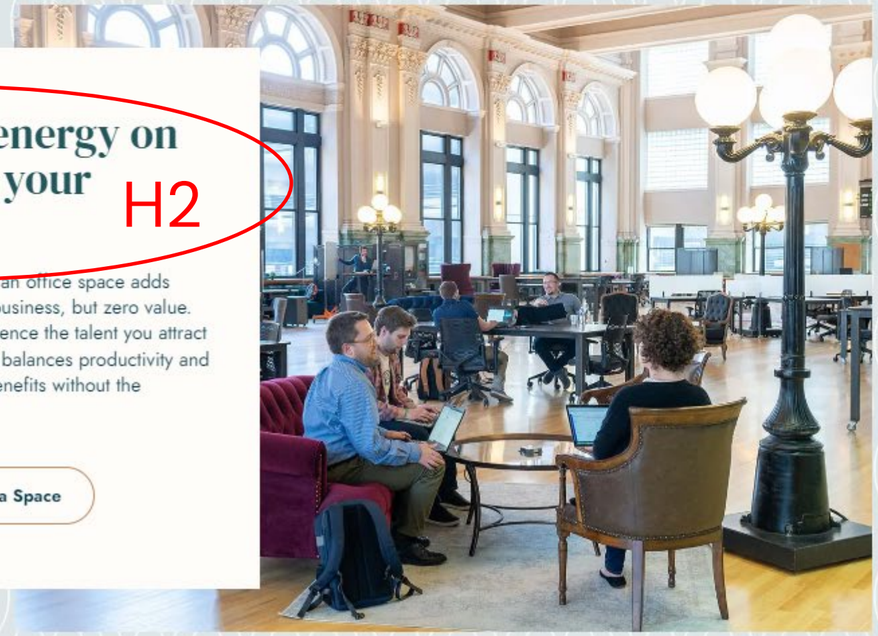
Google ranks mobile-friendly, fast-loading sites higher.

- Compress images
- Use fast web hosting
- Minimize large files and unnecessary scripts
- Use Google's PageSpeed Insights to check performance.

Local Pages – Use city and neighborhood-specific terms


Minneapolis Workspace, Meeti
workatcoco.com
Title Tag
Coco
EST. 2009
Coco Workspace
https://workatcoco.com
Coco: Minneapolis Workspace, Meeting & Event Venue
Title
Experience Coco's personalized spaces for rent. Ideal for creative workspaces, dynamic meetings, and unforgettable events. Tailor your space today!
Description Tag
Work Near Home™
H1 Tag
A Minneapolis Workspace & Meeting Place Tailored to Where, When & How You Work
Book a Space
Hello, thanks for checking us out! How can we help you?
BOOST PRODUCTIVITY & FOCUS
ATTRACT & RETAIN TALENT
GAIN FLEXIBILITY & SCALABILITY

Coco
EST. 2009



Spending more energy on your office than your business?

H2

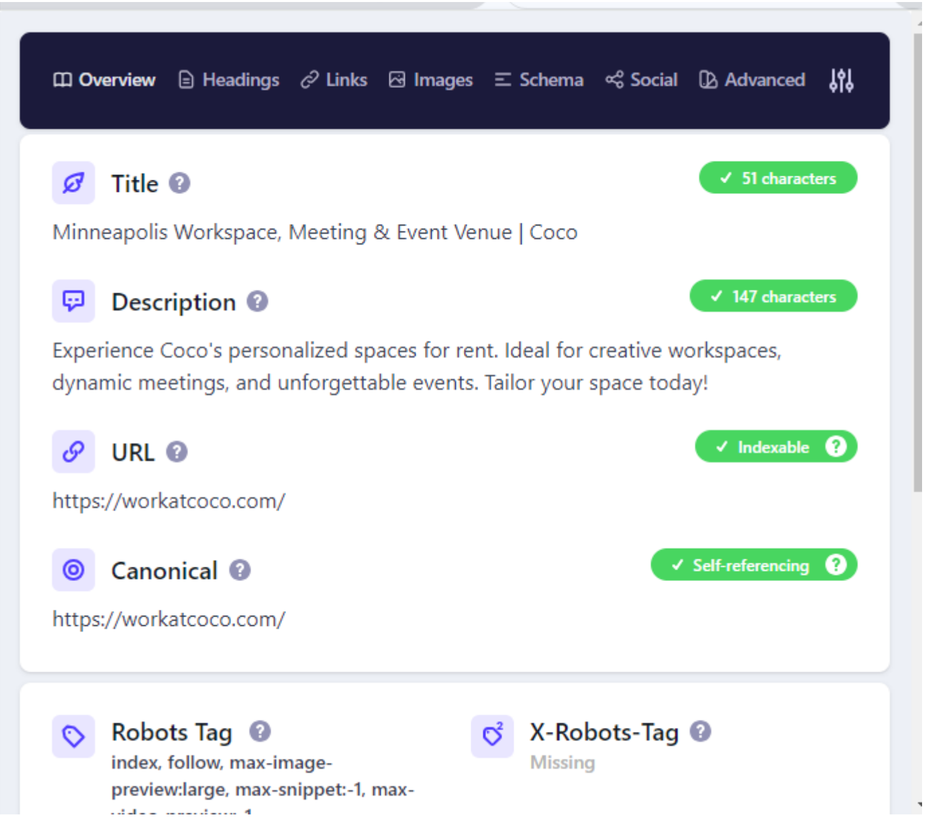
Selecting, designing and maintaining an office space adds significant time and expense to your business, but zero value. Yet where and how you work can influence the talent you attract and retain, and creating a culture that balances productivity and wellness is critical. Can you get the benefits without the barriers? **You can at Coco.**

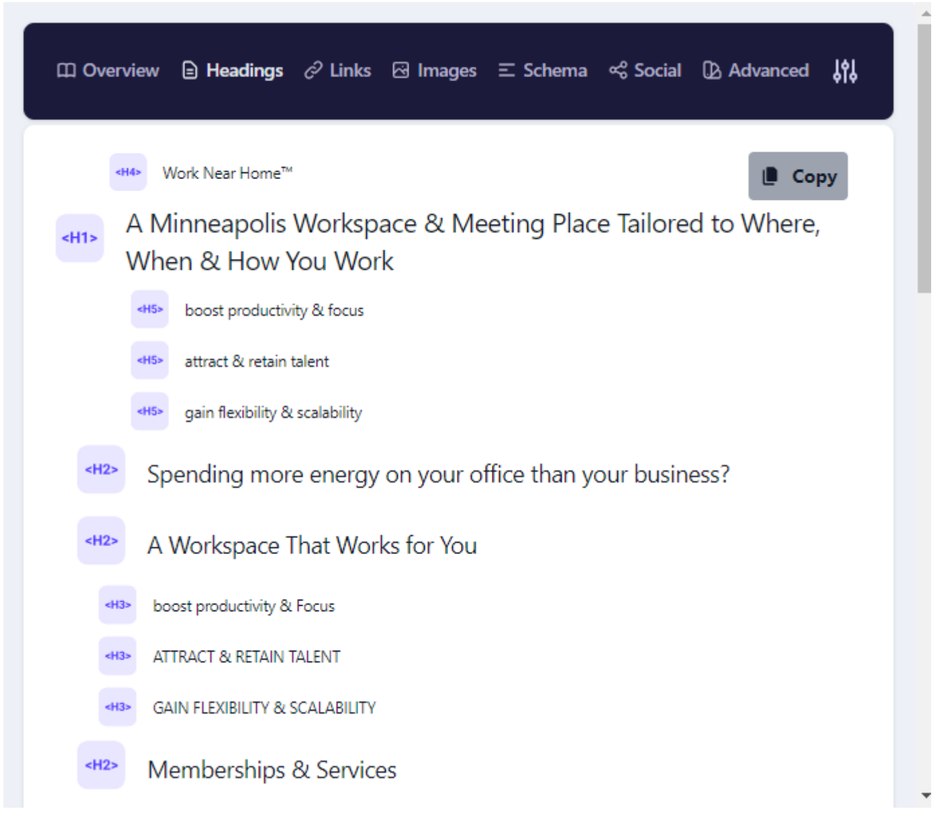
Schedule a Tour | Book a Space

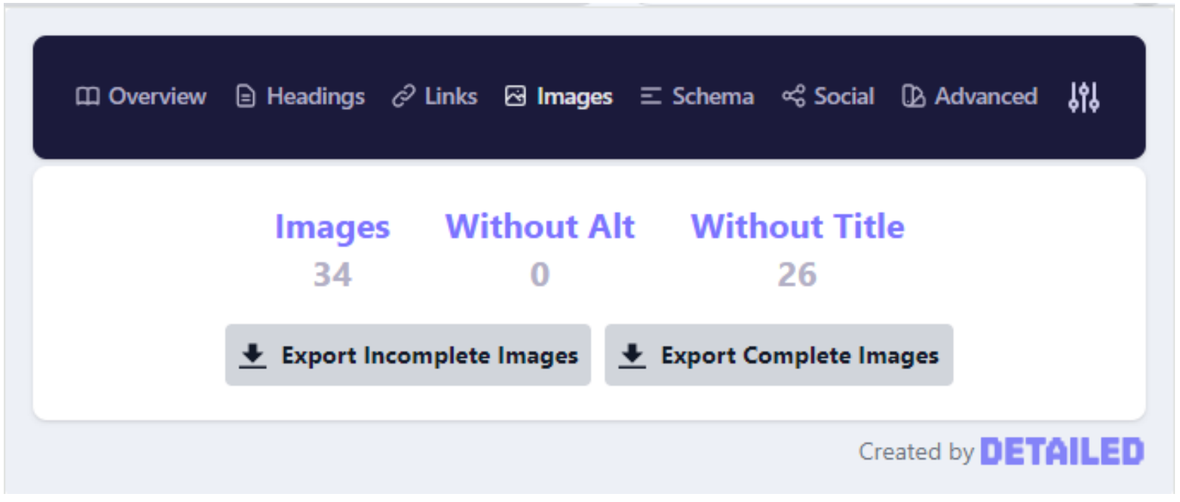
H2

A Workspace That Works for You

We eliminate the wasted energy spent on the office and tailor a work solution that helps you...

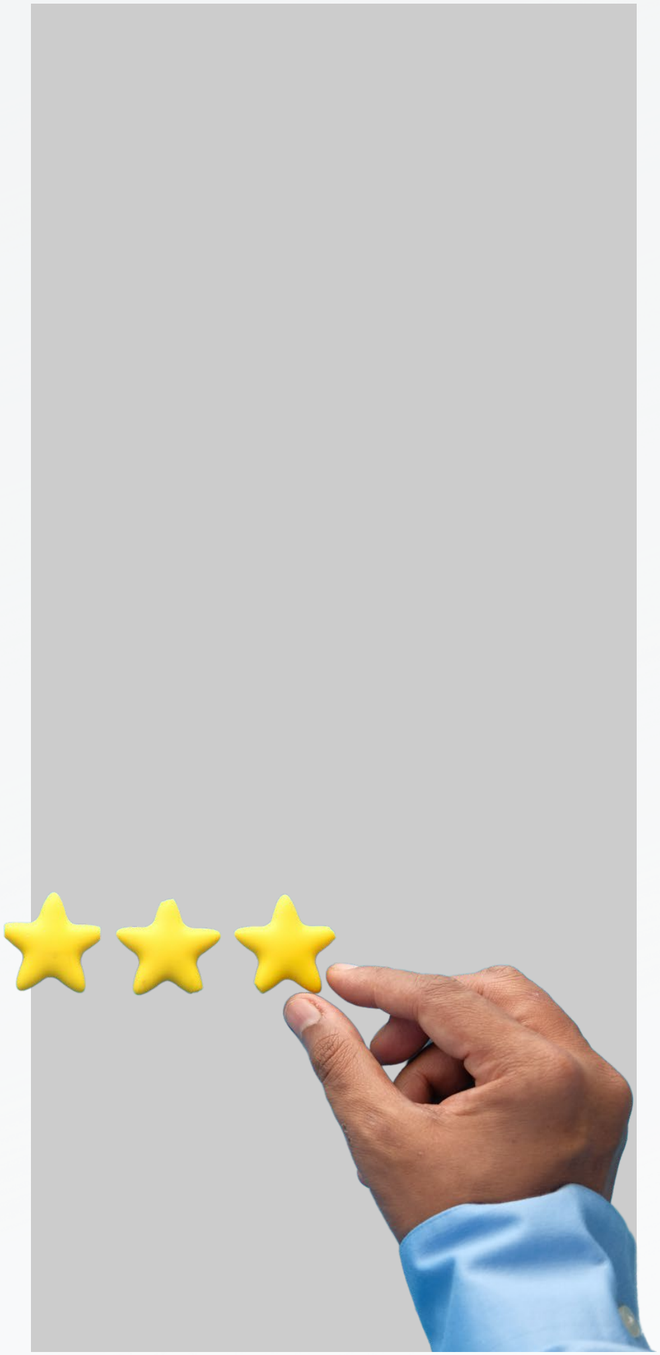

Overview
Headings
Links
Images
Schema
Social
Advanced
Title
51 characters
Minneapolis Workspace, Meeting & Event Venue | Coco
Description
147 characters
Experience Coco's personalized spaces for rent. Ideal for creative workspaces, dynamic meetings, and unforgettable events. Tailor your space today!
URL
Indexable
https://workatcoco.com/
Canonical
Self-referencing
https://workatcoco.com/
Robots Tag
index, follow, max-image-preview:large, max-snippet:-1, max-
X-Robots-Tag
Missing


Overview
Headings
Links
Images
Schema
Social
Advanced
<H4>
Work Near Home™
Copy
<H1>
A Minneapolis Workspace & Meeting Place Tailored to Where, When & How You Work
<H5>
boost productivity & focus
<H5>
attract & retain talent
<H5>
gain flexibility & scalability
<H2>
Spending more energy on your office than your business?
<H2>
A Workspace That Works for You
<H3>
boost productivity & Focus
<H3>
ATTRACT & RETAIN TALENT
<H3>
GAIN FLEXIBILITY & SCALABILITY
<H2>
Memberships & Services


Overview
Headings
Links
Images
Schema
Social
Advanced
Images
34
Without Alt
0
Without Title
26
Export Incomplete Images
Export Complete Images
Created by DETAILED

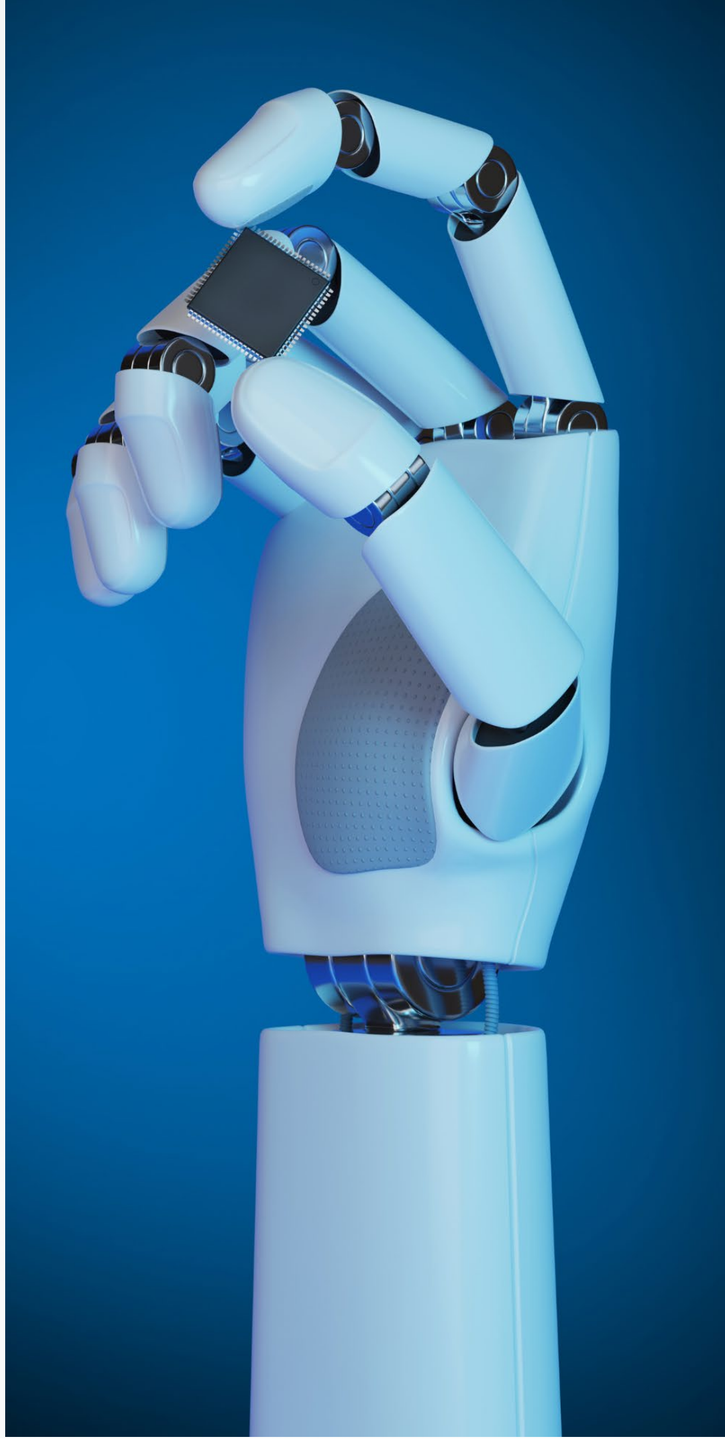
OFF PAGE SEO

- **Backlinking** – getting links from high authority websites
  - Have great content
  - Industry relationships
  - guest blogging
  - networking
- **Content Marketing**
- **Local Seo** – Google Business Directory
- **Social Media**
- **Reviews**



7

USING AI TO HELP WITH CONTENT AND SEO



USING AI TOOLS TO HELP WITH SEO

USING AI TO HELP WITH SEO STRATEGY

You can pair the SEO Intake Form with AI tools like ChatGPT to brainstorm, audit, and create content faster and more effectively. Use these smart prompts to guide the AI with context and direction.

SEO Project Intake Form

Blank

Filled Out Sample

USING AI TO HELP WITH SEO STRATEGY

You can pair your SEO Intake Form with AI tools like ChatGPT to brainstorm, audit, and create content faster and more effectively. Use these smart prompts to guide the AI with context and direction.

Brainstorm Target Markets, Value Proposition, Trends, and Needs

Prompt:
"Using the SEO intake form, summarize the business's defined target markets and value proposition. Then suggest additional or emerging customer segments, trends in customer behavior, or related needs the business might consider targeting."

Brainstorm Keywords

Prompt:
"Based on the business description in the intake form, generate a list of high-intent keywords and long-tail phrases that potential customers might search for. Include variations in phrasing and common questions."

Evaluate SEO on Existing Content

Prompt:
"Analyze the following website content. Highlight opportunities for improvement in clarity, keyword use, structure, and EEAT signals. Suggest specific changes to better align with SEO and AI search expectations."

Evaluate Competitor Websites

Prompt:
"Compare this business (from the intake form) with its top 2–3 competitors. What keywords are they targeting? What content gaps or advantages does our business have? Suggest SEO strategies to stand out."

Generate Homepage Content

Prompt:
"Using this intake form, write a homepage draft that reflects the business's voice and goals. Make sure it's clear, keyword-rich, and structured for both readers and search engines."

Create Title Tags and Meta Descriptions

Prompt:
"Using the intake form, create unique, SEO-friendly title tags (under 60 characters) and meta descriptions (under 160 characters) for the homepage and each service page."

Suggest Structured Data (Schema Markup)

Prompt:
"Based on the business type and services in the intake form, recommend appropriate schema markup (such as Local Business, Product, FAQ, or Organization) that would help search engines understand and enhance the site in results."

ABOUT ME

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Sue has over 20 years of experience working with the Small Business Development Center (SBDC), where she helped countless businesses with their business strategy and digital marketing needs. Now, she has embarked on her own venture with *Just Sue Creative*, a business that focuses on **website design, SEO services, branding, content creation, and comprehensive marketing solutions**.

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Just Sue

“I’ve spent years advising businesses on how to strategically align their digital and business strategies, only to watch them not fully execute it. Now, I want to not only do it for them but ensure strategy and education are woven into every step.”