

S2: E156: The Surprising Strategy that's Making a Comeback...

Welcome back, everyone. So excited today, we have a special guest that I'm going to interview all about SEO, which is changing by the minute. So really excited to talk to Eden Sloboth today.

Eden is a blog writer and SEO strategist for Creative Entrepreneurs. She creates custom blog strategy for each client that combines personality and SEO to grow their website traffic and attract the right leads. Eden has written blogs for over 30 industries, believing every business can benefit from a blog strategy.

In her free time, she loves to read and travel and watch trashy Netflix reality shows, so fun. So Eden, I'm so happy to have you here today.

Thank you, so excited to talk to you today.

Awesome, and when we first met, we talked about how important branding is for entrepreneurs and then on the flip side, once you have that brand in place you have to get it out there in the world. And I specifically talk all the time about being social media optional, which a lot of my listeners love that. So I do a lot of podcasting, but when we were talking, I was like, SEO is such a big thing too, right? We create websites for our clients and we do basic SEO, but like playing the long game means you actually have to continue your SEO.

So before we even dive into the SEO part, cause I know that's what people are gonna be really excited to hear about, I wanna answer a quick question that people might be wondering, which is, is blogging still relevant? And I'd love to hear your thoughts. Yeah, I know this is a popular question because of AI overviews, like in Google search results, you see those first and then you see the paid ads and then you see the organic search results. And so you're like, is it even worth it? Am I just gonna get like scrolled right past or not even get to the bottom of page one of Google?

But yes, blogging is still relevant because AI overviews that show up in Google are pulling information that we provide.

So AI like literally needs us to create content in order to provide answers. And you can actually show up as a resource in those AI overviews, if you provide like really good answers, AKA in your blog content. So blogging is definitely still relevant even with AI.

Love that. And maybe you could say even more so, because like you said, if you do it right, you can be pulled up in those AI searches. And I think from even like how I'm starting to use AI more, but all the other people that I talk to, like clients, colleagues, a lot more people are using chat GPT specifically, but other AI too, of course, over Google now, like they're just going to chat and asking.

So it's crazy, like it can pull it up in Google or chat could just pull it up itself, I would assume too. So let's talk about some of those SEO strategies. Like what's changed? Have you seen, what should we be looking for? Like what are you most looking for for your clients?

Yeah, like you said, it's changing by the minute. So a lot of people are testing new strategies to kind of see what works, but the trend right now is moving away from keywords, kind of, and going more towards answering those long form questions.

So right now people aren't searching like cookie recipes on Google. They're searching like cookie recipes for gluten-free or what are the best cookie recipes for vegan diet or whatever. So it's like those long form questions. And those are the questions that you want to be answering in your content.

And that will help you, well, it'll increase your chances of appearing in those AI overviews and also featured snippets in Google. Also people also ask section of Google. So just people, their behavior is trending more towards those long form questions versus just typing a keyword into Google.

So the more that you can answer those questions in that long form format, the more chance you'll have of ranking and showing up in search results again.

Yeah, love that. That makes so much sense too. And I think when we talk about alternatives to social media, like myself, I got so tired of like trying to come up with new content for Instagram and being on, I was never one of the TikTok dancers or anything.

Not only that, but I just don't want to be scrolling. Like our time is valuable. And so the more time I spent posting on the platform, the more I spent scrolling.

And so just that has freed up so much space specifically. So I've talked, like I said, a few times about how podcasting is one option, but I wanted to bring you on because I think there's a lot of people out there that they feel like, oh, I have to be on every platform and doing all the things when really, I mean, I would always suggest not just doing one thing no matter what you do, but I think blogging can be such a beautiful way, especially for people who maybe don't prefer being on camera or prefer like verbally processing on a podcast like I do.

So who would you say like blogs are best for? I kind of, obviously in the intro, you said it's basically for anyone, but who do you see it working best for right now?

I mean, honestly, everyone. I think service providers specifically can benefit from it. And like you said, they don't have to be on every single platform, but I think blogs and podcasts actually are a great kind of starting point for your content creation because it is a little bit longer form.

Blogs are obviously longer than an Instagram post, but you can easily repurpose blog and podcast content into something else. And it just makes that content creation even easier. So I think starting with long form content and repurposing it in other ways is a great strategy for service providers.

And it just, that's just something that I do. I actually have a VA that helps me repurpose the content too. I do all my own blog writing, but then she'll help me with repurposing it for email or for social media. And I can still show up on those platforms without putting in a ton of effort because I'm with you.

I do not like to create a ton of content. So I focus my energy in blogs.

Yeah. Oh, that's such a good point too. Because that's why I say social media optional instead of just being like, you have to leave social media just because I did. Doesn't mean a lot of people actually do enjoy it and those things.

But I love the idea of the long form. Like I do that with the podcast and then we convert it and then create the emails from it. So it makes so much sense.

If you are a writer, then there's people who love to talk and then there's people who love to write. Some people love to do both. But if writing is your jam, then it makes so much sense.

Or like clients you work for, even if writing isn't your jam, then you can hire that out. So do you ever work with people who maybe have podcasts or maybe their videos are on YouTube and you turn those into blogs? I'd love to hear more about that too.

Yes, I definitely have a couple of clients that have podcasts and we actually turn them into blogs. So it's kind of like a long form show notes format of kind of going through the bullet points of what they're talking about in the episode and then expanding on that so that we can show up in search results for like the blog side.

So again, like repurposing content, I'm taking their transcript and taking a couple sections out of that and then adding my own stuff too from an SEO perspective that'll help it rank in search results. So yeah, there's definitely a lot that you can do with either a podcast or a blog.

And I just wanna mention too that even if you don't think that you're a good writer, you can definitely still have a blog. People are not looking for perfect grammar. They're not looking for perfect spelling.

They're looking for valuable content. So as long as you have something valuable to share, you can write and publish a blog. So don't get hung up on the small details.

Love that. Yeah, such a good point. I think so many people, that perfectionism takes over or the comparison or what have you and then it's easier to just be like, oh, I'm just not gonna do that or I'll do it next year.

So I love that point. It's just like get it done, especially if you want to be found. And I would assume too, I mean, obviously the sooner you get on the bandwagon, if you're not already, the better for, it's always that way for SEO.

I mean, there's people who've had blogs around for like 20 years. Obviously their stuff is just sitting there ready to be picked up. But especially with AI coming on like so fast and furious, I feel like it's important that we make the moves we can.

The sooner the better. Yes, definitely. SEO is a long-term game.

It's not something that you're gonna see results for right away, like on Instagram, when you start seeing likes and comments right away, it's not like that. You're gonna post a blog and probably not see traffic for at least a couple months. And that can be really discouraging sometimes.

But the flip side is that I personally have a blog that I published in 2020 that brings the most traffic to my website. So five years later, it's still performing for me. And I don't think we can say the same about Instagram posts or any social media.

So the effort that you're putting in now is gonna pay off later on. And the more consistent with it, it's just gonna compound and build over time. So it's definitely worth starting as soon as you can.

Yeah, I love that. Such a good reminder about social media as well. It is great to gain a following and nurture people if that's your jam. But if you wanna be found organically, definitely searching is the way to go. So do you have any, maybe like your favorite client story of how you work together or how you repurpose their content or the results they got, anything that would be helpful for the audience to hear maybe?

Yeah, I can talk about one client that she has a podcast that I repurpose into a blog on her website. She rebranded her business at the beginning of 2024.

And she relaunched with a completely new domain, a completely new brand name, like everything basically starting over, which is really difficult because I did the same thing in 2024. So we were like in the same place at the same time. And we worked together to regain that authority that she used to have with her old domain with her new one.

So within, I believe it was like between six and nine months, we got back to where we were with her old domain, which is actually, I know that sounds like a long time, but that's actually very quick. Like sometimes it can take years to get back to where you were and regain that trust with Google. So by consistently posting her show notes as blogs on her website, we were able to show Google like this old note domain is connected to the new one.

This is the same thing and we're just building upon that momentum. So I still work with her and things are going great.

Oh, that's such a good story.

I love that you mentioned regain authority because I do think, especially right now, I mean, it's always happened and I think it's always going to happen with entrepreneurs, right? Because we evolve, we change, like things shift, we like wanna do different businesses or whatever happens. There's a lot of pivots that happen.

And obviously I see that a lot too because we do a lot of rebrands for people. And sometimes it's small shifts, sometimes it's like you're saying, completely different brands. And you're right. I think that's a massive, like months instead of years is huge because you're taking a big risk when you make that change, but you know that you're playing the long game.

You know that you're gonna be happier, you're going to serve who you wanna serve, whatever you're making those reasons for. So I love that, especially for people who are thinking of rebranding, how quickly.

And on Instagram, you can tell the story and say, okay, I'm changing the name. And like people get it and take that journey with you or your email list, you explain it, nothing changes. So I love that you're saying like, you're teaching Google that you're shifting. So powerful.

Yeah, and like I said, I did the exact same thing with a new brand, new name, new website. And it made me feel so much more aligned with like my clients and the services I was offering.

So I would encourage anyone who's thinking about doing it to take the leap, even though, like you said, it's a little bit of a risk, but if you put in the effort for regaining that trust and that SEO standing, then it's gonna feel better for you as a business owner, just moving forward in the future.

Oh, so true, so true. I think so many people look at, you know, it does take some effort to rebrand, but in the end, you're gonna be so much happier in the long run for sure. So I love that.

So as we start to wrap up a little bit, I'd love to hear like what you're doing or what other people you would suggest, you know, if people are like, okay, you know, I used to do SEO the keyword way and that really worked, but now I'm seeing less on my website. Is there any like just small quick tips for people around AI, other than like what you've shared and like actually just doing it and being consistent too?

Oh, that's the other question I had too, is how to be consistent. We'll get back to that.

But yeah, any quick tips around like, obviously you're learning as we all learn and you're gonna probably be somebody to follow. So everybody go follow Eden if you wanna learn more about how we should like approach this whole thing and how we should approach this whole SEO in the age of AI.

But anything quick that you would let people know to think about?

Yes, I have three things, but first I wanna say that everyone is kind of seeing a decrease in clicks and that's just natural because people are getting their answers right away from AI overviews.

So if you're seeing a decrease, like it's okay, because the people who are still clicking on your website are probably much more qualified because they want a deeper answer. Like they found the quick answer on Google, but they want a deeper answer so they're clicking on your website.

So even though it's a decrease, it's probably a little bit better people who are aligning on your website. So don't freak out. It'll be okay. SEO is not going anywhere. It is still relevant.

But the three things that I think that you could do that are probably going to increase your chances of getting more clicks is one, put a key takeaways section at the beginning of your blog posts, because that is something that will help Google understand what your content is about faster so that it can rank it faster or AI overviews can pull in sections easier. So just like very quick, you can use like the headings that you have in your blog as the key takeaways, just put it towards the top.

And then the second thing is to add a FAQ section to your blog and pull questions directly from the people also ask section of Google or from a keyword research tool. Like find those long form answers or questions that people are asking and put your own answer to those questions. So copy paste the question and provide your own answer.

I usually do like two to three FAQs per blog and I just put them at the bottom, but those could be pulled into that people also ask section if it's a better answer than what they currently have. So another sneaky way to try to get featured on Google.

And then the third thing is, Bing is actually the search engine that ChatGPT pulls answers from and content from. So I actually just did this recently was to submit my website sitemap to Bing and now once it processes, I'll be able to have my website potentially appear in ChatGPT results.

So that's how you can get featured in ChatGPT and get referenced directly. So like you said, people are searching there directly instead of Google.

So I think it's important to focus on the Google side, but also make sure that Bing and ChatGPT know who you are too to kind of get some, potentially get some traffic from them. So those are a couple of things that I think are quick and easy that you can do to help your SEO.

Amazing, thank you.

Yeah, and I have not heard that about the Bing before, which I'm really surprised. It sounds like something people would just know, but I've never heard that. So that's an amazing tip right there that I would recommend, like you're saying everybody do if they want to get featured.

So, so valuable. Well, as we wrap up, I would just love to encourage everyone, follow Eden, get on her blog, get on her website. We'll put those links down below in the show notes.

And you also have a special gift for everyone, a blog content calendar. Do you want to talk up just a little bit about that quick?

Yeah, so this freebie is a content calendar template. So it'll help you stay consistent with your blogging efforts.

So whether you're doing it by yourself or with a team, it'll just keep track of all of your ideas, your keyword research. Like I said, keywords are still important, but just look a little bit different now. So still important to track.

It'll have a spot for like images that you want to add or notes that you want to take and just the status of where you're at with your blogging, the publish dates. So it's something that I use for myself and all of my clients, and it just helps me stay organized with all of my blogging efforts.

So I'm happy to provide that to all the listeners.

All right, thanks everyone. So that link will also be in the show notes. Definitely go and check it out, grab it, start using it so you can implement all the amazing tips that Eden gave us today.

And Eden, just one last question that I always ask everyone before we wrap up today. And I realized I did not let you know this one, but I have a feeling you'll answer it beautifully because it's the legacy.

We talk about legacy on the show and it's your legacy brand that I help people create.

I always like to ask, what does legacy mean to you and why does it matter?

Oh, that's a good question. For me, legacy is helping other people with their dreams.

So I provide blog writing services to help people bring more traffic to their website, which grows their business and helps them achieve their financial dreams or freedom dreams or whatever.

So I think it's really impactful and valuable to me to help people with growing their business. So I think that's what's important and valuable to me.

Beautiful, I love that.

So legacy, like you said, it ties right in with blog writing too because it's the long game. It's not just something that's gonna be like flash in the pan gone tomorrow and it builds people's reputations, it builds their business.

So such a beautiful answer.

Well, thank you again, Eden, so much for being here, for sharing your wisdom and knowledge. You definitely know what you're talking about.

So everyone, again, don't forget to go grab those links and check Eden out. And we'll see you next time on your legacy brand.

Thank you.