Search is changing.

We search on different platforms.

How do consumers search for answers to questions online?

88% — Search engines

31% — Social media

12% — AI chatbots like ChatGPT
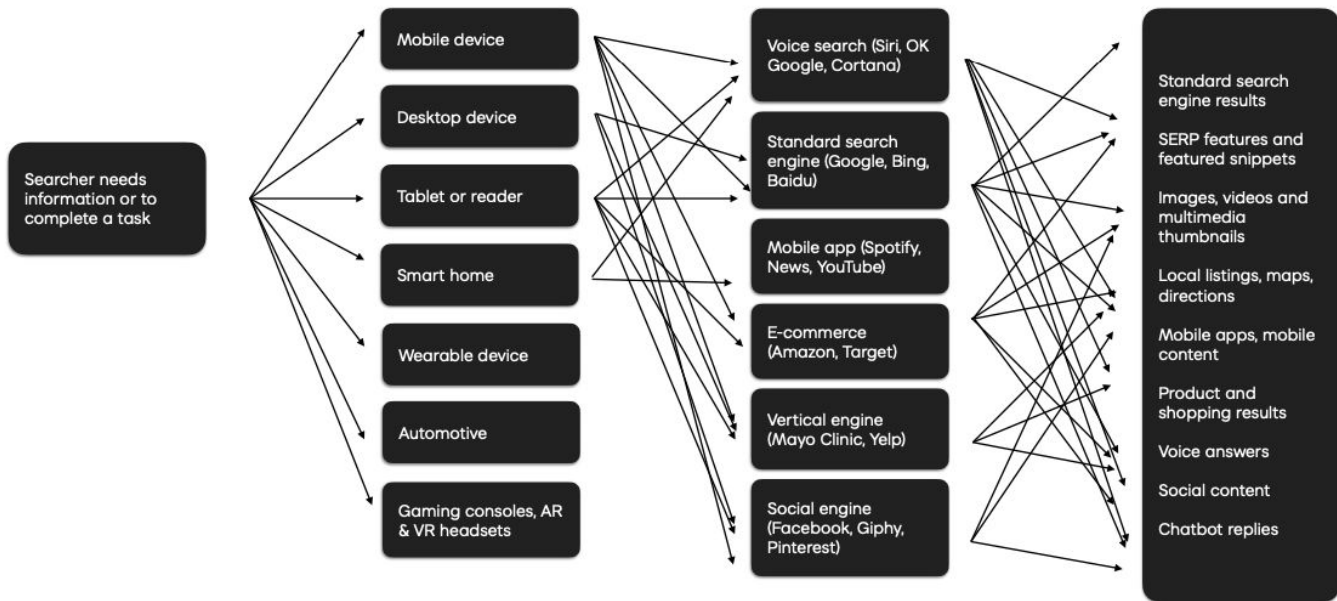
HubSpot Blog Research, Consumer Trends Report, survey of 600+ consumers in the U.S., May 2023

HubSpot
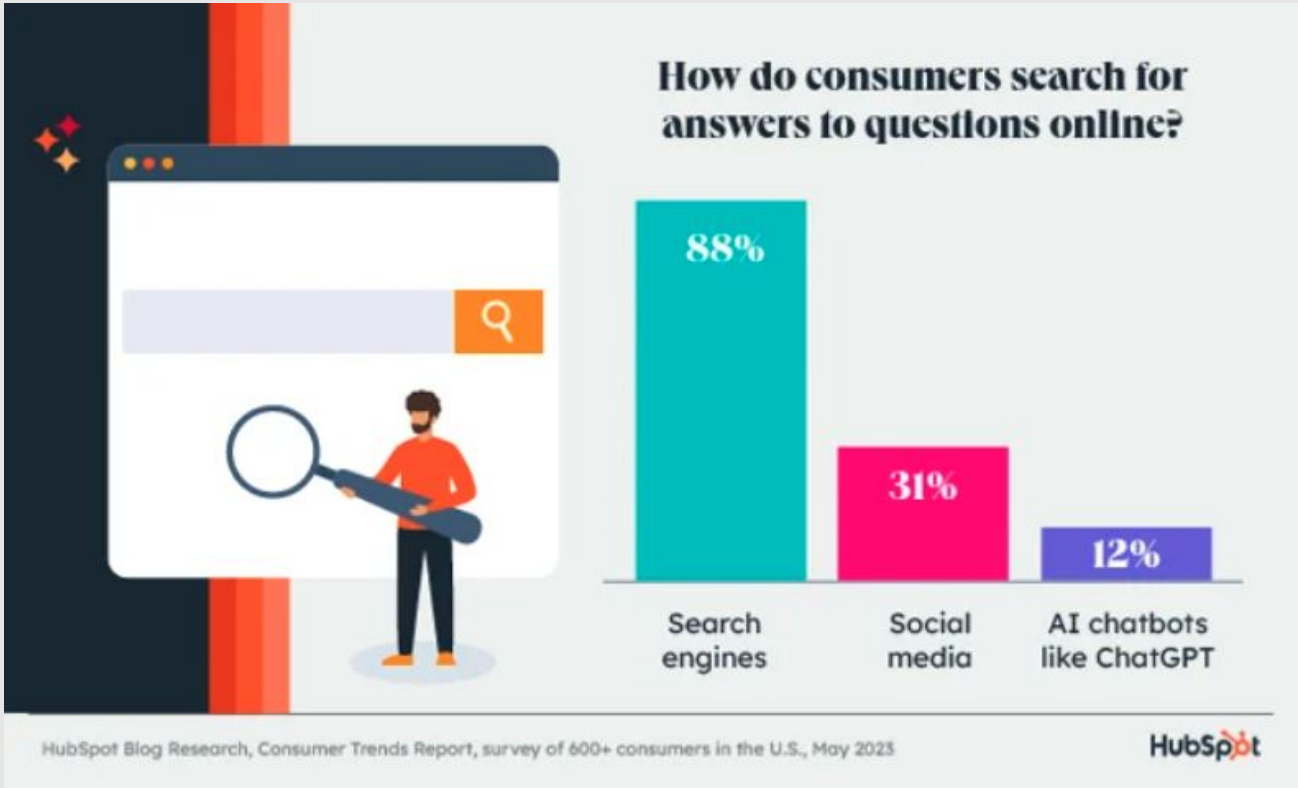
What percentage of each generation prefer to search on social media over search engines?

- All generations: 15%
- Gen Z: 31%
- Millennials: 28%
- Gen X: 18%
- Boomers: 3%

HubSpot
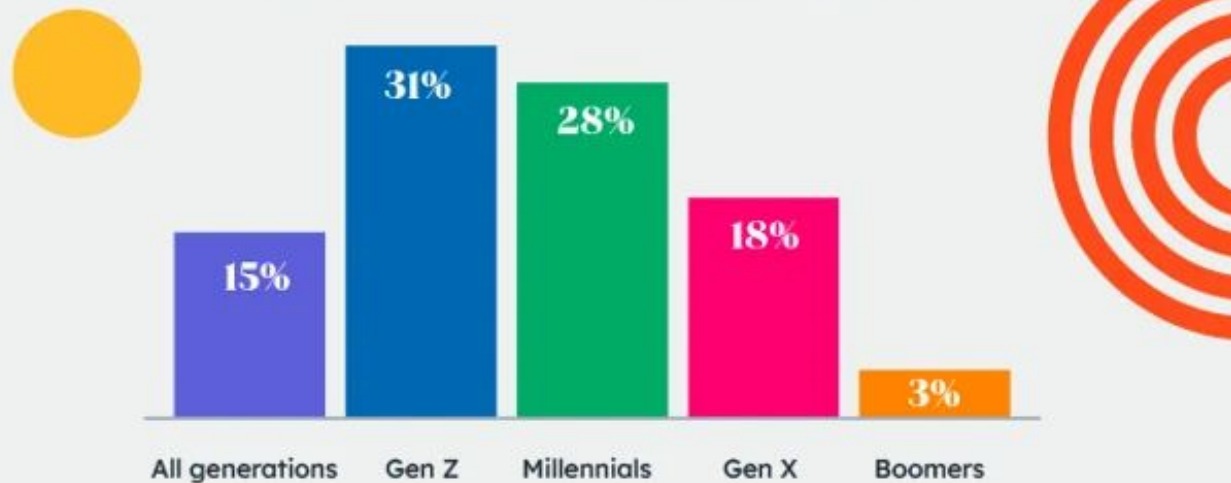
We search on **different devices.**

2010s
Modern Search Path

USER
Searcher needs information or to complete a task

DEVICE
- Mobile device
- Desktop device
- Tablet or reader
- Smart home
- Wearable device
- Automotive
- Gaming consoles, AR & VR headsets

ENGINE
- Voice search (Siri, OK Google, Cortana)
- Standard search engine (Google, Bing, Baidu)
- Mobile app (Spotify, News, YouTube)
- E-commerce (Amazon, Target)
- Vertical engine (Mayo Clinic, Yelp)
- Social engine (Facebook, Giphy, Pinterest)

RESULTS
- Standard search engine results
- SERP features and featured snippets
- Images, videos and multimedia thumbnails
- Local listings, maps, directions
- Mobile apps, mobile content
- Product and shopping results
- Voice answers
- Social content
- Chatbot replies

We choose platforms based on **intention** and **context.**

Where might that search take place?

Recognizing the need

Seeking inspiration

Searching for information

Evaluating choices

Gathering & preparing

Making the purchase

Executing the job

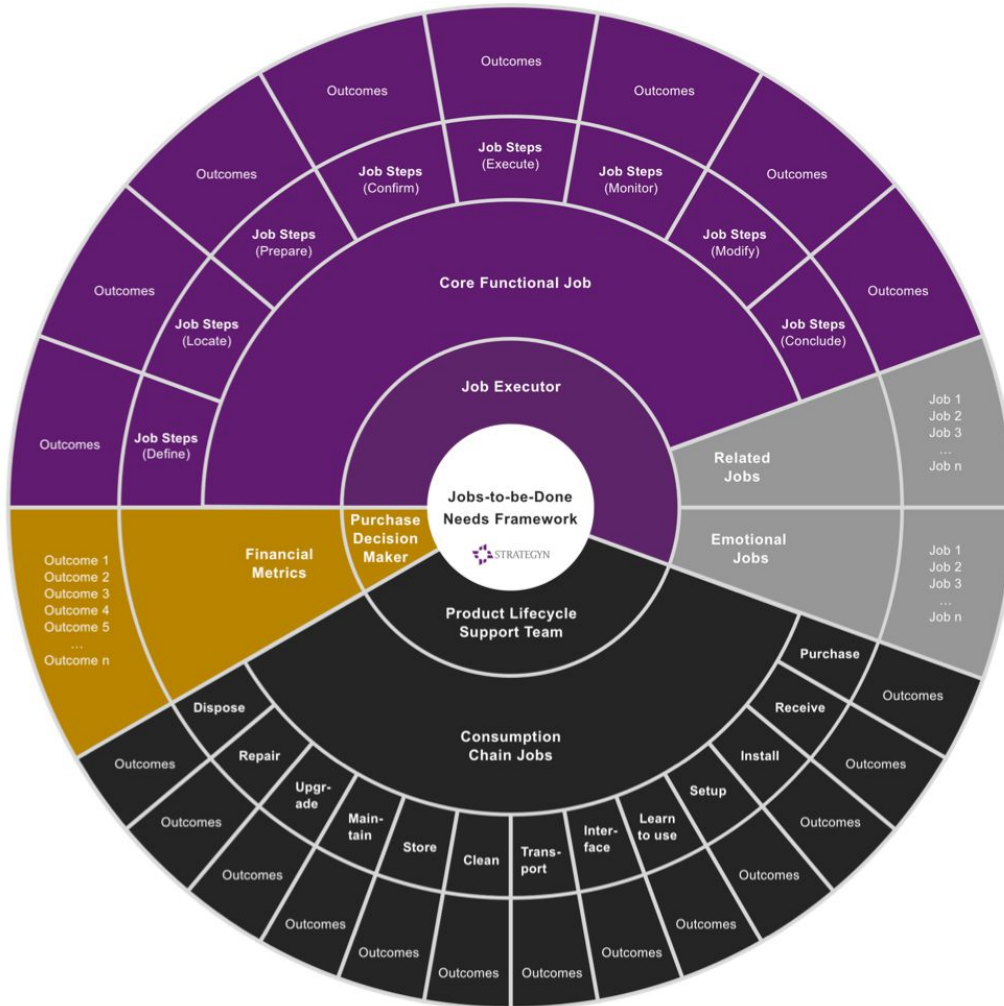**Search intent rarely straightforward or explicit.**

JOBS TO BE DONE

THEORY TO PRACTICE

ANTHONY W. ULWICK

FOREWORD BY **ALEX OSTERWALDER**

*"I call him the **Deming of Innovation** because, more than anyone else, Tony has turned innovation into a science." -PHILIP KOTLER*

Search query (examples)	Poorly-worded Job to Be Done	Well-worded Job to Be Done
- Best robot vacuum cleaner - Cleaning routine - How to get rid of pet hair	Get my floor as clean as possible when I vacuum.	Maintain a clean living space.
- Photo editing software - How to edit photos for instagram	Edit my photos and provide a variety of professional filters I can easily use.	Share beautiful pictures.
- Tax return calculator - Accounting for beginners - Calculate your tax return - Tips to maximise tax returns	Help me maximize my deductions and get as much back from my taxes as possible.	File my taxes with confidence.
- How to manage my inbox - Inbox zero - Email management system	Let me add tags, labels, and folders to my email program so that I can sort things according to my system.	Find emails and files quickly.

Jobs-to-be-Done Needs Framework

STRATEGYN

Job Executor

Core Functional Job

- Job Steps (Define) — Outcomes
- Job Steps (Locate) — Outcomes
- Job Steps (Prepare) — Outcomes
- Job Steps (Confirm) — Outcomes
- Job Steps (Execute) — Outcomes
- Job Steps (Monitor) — Outcomes
- Job Steps (Modify) — Outcomes
- Job Steps (Conclude) — Outcomes

Related Jobs
- Job 1
- Job 2
- Job 3
- ...
- Job n

Emotional Jobs
- Job 1
- Job 2
- Job 3
- ...
- Job n

Purchase Decision Maker

Financial Metrics
- Outcome 1
- Outcome 2
- Outcome 3
- Outcome 4
- Outcome 5
- ...
- Outcome n

Product Lifecycle Support Team

Consumption Chain Jobs
- Dispose — Outcomes
- Repair — Outcomes
- Upgrade — Outcomes
- Maintain — Outcomes
- Store — Outcomes
- Clean — Outcomes
- Transport — Outcomes
- Interface — Outcomes
- Learn to use — Outcomes
- Setup — Outcomes
- Install — Outcomes
- Receive — Outcomes
- Purchase — Outcomes

Relying solely on organic traffic is *no longer a viable strategy.*

How Google is killing independent sites like ours

And why you shouldn't trust product recommendations from big media publishers ranking at the top of Google

By Gisele Navarro and Danny Ashton · Updated on May 9, 2024

Google Is Killing Retro Dodo & Other Independent Sites

Home > Originals > Google Is Killing Retro Dodo & Other Independent Sites

HouseFresh has virtually disappeared from Google Search results. Now what?

Two months ago, we sounded the alarm about independent publishers being demoted on Google to give way to big media sites. This is what happened next.

By Gisele Navarro · Updated on May 3, 2024

DETAILED   The 16 Companies Dominating
the World's Google Search Results

It's time to *rethink* content distribution

Make content *work harder*.

Brands need to become omnipresent.

Brand content needs to be

- Available in multiple formats
- Available on multiple platforms
- Accessible at multiple micro moments
- Accessible by a global audience
- Connected

you might be wondering...

What would Google think about this?

Honestly, it should be...

What would people think about this?

Both users and search engines want to see multi-modal presence for high-value sites.

"First of all we don't do text analysis of the videos and then map them to web pages. If your video has the same content as your blog post it's still something different. People sometimes go to Google with the intent to read something, and sometimes they go to Google with the intent to watch something or to listen to something, and those are very different things.

We wouldn't not say the text in this video is exactly the same as a blog post therefore we don't show either of them or we only show one of them. So if you have a video that matches your blog post I think that's perfectly fine.

That's a great way to spread your information in different channels. I would definitely not stop doing that. I would not take the video down or take the blog post down. If the blog post is not ranking in google then that would be very specific to the blog post and not specific to the video blog post combination."
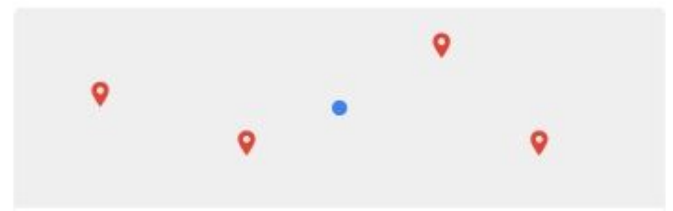
Users' content choices are influenced by:

- context
- information need
- pre-existing knowledge on the topic

Funnel stages (top to bottom):
- Pre-Awareness
- Awareness
- Consideration
- Preference
- Purchase
- After-Sale
- Loyalty

Left-side interest labels:
- Topics Interest
- Product, solution and brand interest
- Product Interest
- Topics Interest

Entertainment
- Memes
- Viral Videos
- Quiz
- Comic

Definition
- Glossary article
- Encyclopedia article
- Explanatory video

Expansional
- Holistic Landingpage
- Pillar Page
- Guide
- E-Book
- Report
- Trend report

Enablement
- Tutorial
- How to Post
- DIY Post
- Guide
- Checklist

Aggregation / Overview
- Reading tips
- Industry news
- Study
- Overview graphic

Comparison / Orientation
- Ranked Listicle
- Product test
- Comparison
- Booth
- Calculator

Category/Selection
- Buyer's Guide
- Category Overview
- Overview of services
- Sales Presentation
- Sales pitch
- Consultation
- Product
- Configurator

Service/Product
- Product
- Specifications
- Product Live Demo
- Presentation
- Case Study
- Case study
- Interactive Graphics

Brand
- Testimonial
- Testimonial
- Company news
- Team Introduction
- Image-Video
- Annual report
- Interview
- Press release

Support
- Service content
- Product & Order FAQ
- Operating instructions
- Process Graphics

- Column
- Webinar
- Panel
- Virtual Lecture
- Blogcast
- Social Audio
- Book
- Lecture
- ...

- Free seminar
- Process Graphics
- ...
- ...

- Newsletter
- Overview
- Statistics
- Graphic Recording
- Infographic
- Interactive chart
- Interactive map
- Social Audio
- Overview graphic
- Trend Report
- Random Listicle
- Event-Recap

- Radio play
- Photograph
- Game
- ...
- ...

The more of these micro-moments you can capture, the better.

Needless to say *scaling production is quite significant* for multi-platform, organic growth.

Start with what makes sense for you and your audience

Turn into	Presence on
Video	
Short video	
Audio	
Social post	
Forum post	
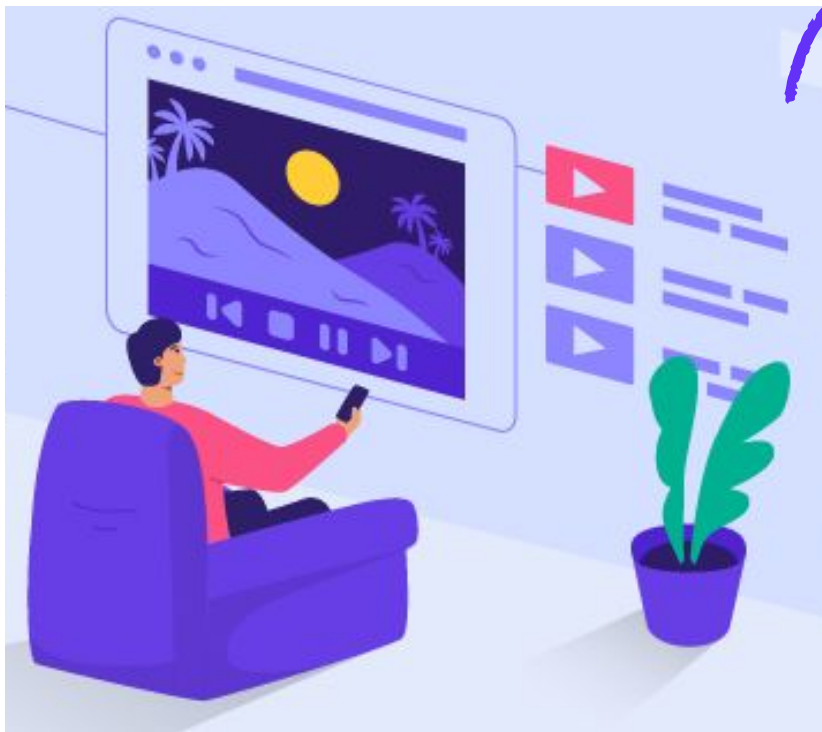
Turn into	Presence on
Blog post	
Audio	
Short video	

Turn into	Presence on
Social post	
Forum post	

Map out your content transformation framework

How to transform videos to text

You have a library of videos on YouTube but no blog?

→ **Scale it's launch quickly through transcription.**

Put Speech-to-Text into action

As in this demo, you can easily infuse speech transcription into your applications with t

Input type

○ Microphone   ● File upload

Language

English (United States)

Speaker diarization **BETA**

Off

Speakers

1 speaker

Punctuation

Show JSON ⌄

⬆ CHOOSE FILE

Approach	Suitable for	Limitation	Tools
No-code	• Beginners • Non-technical	• Limited scalability	happyscribe descript **Restream**
Programmatic	• Intermediate • A little bit more technical • API-savvy	• Time • Adoption costs - learning, dev resources	Cloud Speech-to-Text aws Speech To Text - Amazon Transcribe - AWS Speech to text - OpenAI API

Download videos or organise files

The fastest way to download a Youtube video with Python

You can download a single video with Python pretty easily and quickly. The only downside of this method is that it may not be in the best quality available, but if you are looking for an easy way to export a playlist, then this is the code you should use:

```
from pytube import YouTube
YouTube('https://www.YouTube.com/watch?v=3eMTWX07eY4').streams.first().download()
```

When being run, these two lines will download the video specified in the link between the parentheses in the folder where the script is located.
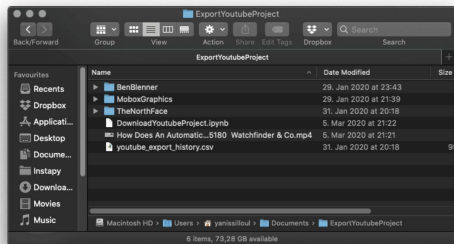
How to Download a Public Playlist on Youtube with Python

If you someone shared with you a public playlist, the library pytube has a pretty neat class that allows you to retrieve all of the URL from it in order to give you the opportunity to download it. From then on, you can choose to loop through the list using either the "fastest way to download a Youtube video with Python" depicted above or use the slightly more complicated way also depicted above in order to tune up your download settings.

In order to retrieve this list of URLs, this is the code you need to use:

```
1   from pytube import YouTube
2   from pytube import Playlist
3
4   playlist = Playlist("https://www.youtube.com/playlist?list=PLpi4YdMCC439sN_5vIza6IfQm0qc-IqPO").video_urls
5
6   for video_link in playlist:
7
8       try:
9           YouTube(video_link).streams.first().download()
10
11      except:
12          print(video_link + " unavailable")
```

How to Download a Youtube Channel's Videos with Python

Now, to the reason I started to write this article. I will share with you the script I am using in order to download entire channels at once.

The only thing you will need is to create a csv file called "youtube_export_history.csv" where you intend to save your script. After that, you can edit the bottom part of the script with the link of the youtube channel you're interested in, the folder you want to save your downloads in and it will automatically download all of the videos.

In the event that the script stops or if your internet connection drops, don't panic. The beauty of the CSV file makes it that the script will remember every single video it has downloaded before.

Without further ado, here is the code:

```
1   from pytube import YouTube
2   from pytube import Playlist
3   from slugify import slugify
4   import ffmpeg
5   import csv
6
8   def DownloadVideo(video_link,folder,maxres=None):
9
10      if maxres==None:
11
12          print("Video Started")
13
14          video_file = YouTube(video_link).streams.order_by('resolution').desc(I.first().download()
15
16          print("Video Done")
17
18      else:
19
20          print("Video Started")
21
22          video_file = YouTube(video_link).streams.filter(res=maxres).order_by('resolution').desc().first().download()
```

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Download videos or organise files | Convert to audio

moviepy 1.0.3

`pip install moviepy`

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MLFORSEO
machine learning for seo

Download videos or organise files → Convert to audio → Transcribe

```python
from google.cloud import speech


def speech_to_text(
    config: speech.RecognitionConfig,
    audio: speech.RecognitionAudio,
) -> speech.RecognizeResponse:
    client = speech.SpeechClient()

    # Synchronous speech recognition request
    response = client.recognize(config=config, audio=audio)

    return response


def print_response(response: speech.RecognizeResponse):
    for result in response.results:
        print_result(result)


def print_result(result: speech.SpeechRecognitionResult):
    best_alternative = result.alternatives[0]
    print("-" * 80)
    print(f"language_code: {result.language_code}")
    print(f"transcript:    {best_alternative.transcript}")
    print(f"confidence:    {best_alternative.confidence:.0%}")
```

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machine learning for seo

OpenAI, Cloud Speech-to-Text, and Amazon Transcribe all have **automated punctuation features**.

Cloud Speech-to-Text and Amazon Transcribe have other advanced features making them **more superior** than OpenAI.

	OpenAI	Google	Amazon
Live transcription		✓	✓
Automatic language detection	✓	✓	✓
Word-level timestamps		✓	✓
Speaker diarization		✓	✓
Profanity filter		✓	✓
PII redaction			✓
Sentiment analysis		✓	
Custom vocabulary			✓
Speech adaption	✓	✓	
Multichannel recognition		✓	✓
Noise robustness		✓	✓
Domain-specific models		✓	✓
Automatic punctuation		✓	✓
Toxic audio content detection			✓
Word-level confidence		✓	

How to transform long-form videos to shorts

OpusClip

Drop a Zoom link

Get clips in 1 click

Choose a file (mp4, mov, mkv, webm), or drag it here

Our algo works best for **TALKING** videos.

✅ Video Podcasts   ❌ Vlog
✅ Educational Videos   ❌ Gaming Videos
✅ Commentaries Videos   ❌ Music Videos
✅ Product Reviews
✅ Motivational Speeches

For Pro plan, we support videos from: ▶ YouTube, ▲ Google Drive, Ⓥ Vimeo, ▣ Zoom, ▶ Rumble, f Facebook, in LinkedIn, 🐦 Twitter and StreamYard

▶ 0:22:21 (0:00:00 – 0:22:21) How one Google featured snippet is killing organic results for commercial searches ☁

#1 Google's Scandals Exposed: Uncovering Unfair Search Results and Big Brand Dominance ⟳

LOW-RES PREVIEW   00:01 00:48

99/100

A	A	A-	A
Hook	Flow	Engagement	Trend

The beginning of the video effectively catches the audience's attention by mentioning scandals related to Google. No specific suggestions for improvement required.

We are currently in the wake of several scandals related to Google The antitrust trial of 20 23 the recent expose of how Google's algorithms favor big brands by crushing independent sites in the process and the alarming revelations about the manipulation of search results to

▶ SEVERAL SCANDALS RELATED

Have questions?

This is just one of many tools for this task.

Custom solutions can (and should) be built for bigger libraries and bulk editing projects

How to transform text to audio

You have a library of high-performing blog posts or interviews, suitable for audio/ podcast platforms?

→Scale production with text to speech (TTS).

Put Text-to-Speech into action

Type what you want, select a language then click "Speak It" to hear.

Text to speak:

Google Cloud Text-to-Speech enables developers to synthesize natural-sounding speech with 100+ voices, available in multiple languages and variants. It applies DeepMind's groundbreaking research in WaveNet and Google's powerful neural networks to deliver the highest fidelity possible. As an easy-to-use API, you can create lifelike interactions with your users, across many applications and devices.

text ssml

Language / locale
English (United States)

Voice type
Neural2

Voice name
en-US-Neural2-J

Audio device profile
Small home speaker

Speed: 1.00   Pitch: 0.00

Show JSON ⌄   ▶ RESUME

Approach	Suitable for	Limitation	Tools
No-code	- Beginners - Non-technical	Limited scalability	Speechify MURF.AI
Programmatic	- Intermediate - A little bit more technical - API-savvy	Time and other adoption costs	- Google Cloud Text-to-Speech API - Amazon Polly - Text To Speech AI Tool - OpenAI GPT4o (soon)

✅ **Select language**

✅ **Select voice**

✅ **Select dialect and other voice features**

✅ **Can process text files in bulk**

```python
import google.cloud.texttospeech as tts


def text_to_wav(voice_name: str, text: str):
    language_code = "-".join(voice_name.split("-")[:2])
    text_input = tts.SynthesisInput(text=text)
    voice_params = tts.VoiceSelectionParams(
        language_code=language_code, name=voice_name
    )
    audio_config = tts.AudioConfig(audio_encoding=tts.AudioEncoding.LINEAR16)

    client = tts.TextToSpeechClient()
    response = client.synthesize_speech(
        input=text_input,
        voice=voice_params,
        audio_config=audio_config,
    )

    filename = f"{voice_name}.wav"
    with open(filename, "wb") as out:
        out.write(response.audio_content)
        print(f'Generated speech saved to "{filename}"')
```

How to transform text to video

Creating video from text

Sora is an AI model that can create realistic
and imaginative scenes from text instructions.

...ading a book.

Prompt: A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a...

Prompt: Several giant wooly mammoths appro... wooly fur lightly blows in the wind as they walk...

Create videos with
text prompts

Publish-ready videos with zero video creation skills.
Type any topic and invideo AI creates a video with script, visuals, subtitles, voiceover & music.

Try invideo AI

Trusted by 25M+ users worldwide

Model: v2.0 ⌄

Give me a topic, and detailed instructions

0/25000

Generate a video ✦

iStock   00:13

Storyblocks   00:10

iStock   00:06

iStock   00:06

Storyblocks   00:14

Chapter 3 > Media 1

... Content automation is the driving force behind programmatic SEO, enabling businesses to break free from the limitations of manual content creation and achieve unprecedented scale. Imagine the ability to generate hundreds or even thousands of landing pages, each tailored to a specific keyword cluster, without the need for manual intervention. That's the power of content automation. At its core, content automation involves using software and algorithms to streamline and accelerate various aspects of the content creation process. This can range from generating article outlines and summarizing existing content to pulling in

My Media
Select media to replace

Upload media

Search   Video

☑ Include premium stocks ♛

Media library

NO UPLOADS

v2.0   Discard   Apply Changes

Truthfully, we are not there yet.

This software (and Sora when it comes out) can **supplement** a person to camera set-up, but **can't replace it**.

How to transform text to text

Approach	Suitable for	Limitation	Tools
No-code	• Beginners • Non-technical	• Limited scalability	• ChatGPT • Custom GPTs • ~~Web tools~~ (they're all wrappers of GPT, so not worth it)
Programmatic	• Intermediate • A little bit more technical • API-savvy	• Time and other adoption costs	• GPT4/ GPT4o • Any LLMs • BERT

You have a library of high-performing blog posts but no content distribution?

→**Transform blog posts to social media posts.**

You have a library of high-performing blog posts but no newsletter?

→ Use an LLM to rewrite these into newsletter edition drafts.

You have comprehensive guides or reports in PDF format?

→ You can extract key insights, summaries, or actionable tips from these documents and repurpose them into blogs or social posts/ threads.

Task	Model	Benefits	Limitations
Text to Text Transformation	Google Cloud's Vertex AI	• Can be prompted to summarise text, limited output with more creative tasks	• Limited versatility
	GPT-4	• Can do any style of content and requires little preparation to incorporate best practices for social media posts for example • Can summarize text • Can extract main insights • Can transform a text to better highlight headings and key points	• May require fine-tuning for specific content styles • Limited understanding of domain-specific jargon without prior training

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Overall, **any LLM** would do a great job here.

Prompting it well with plenty of examples is the key to a great result.
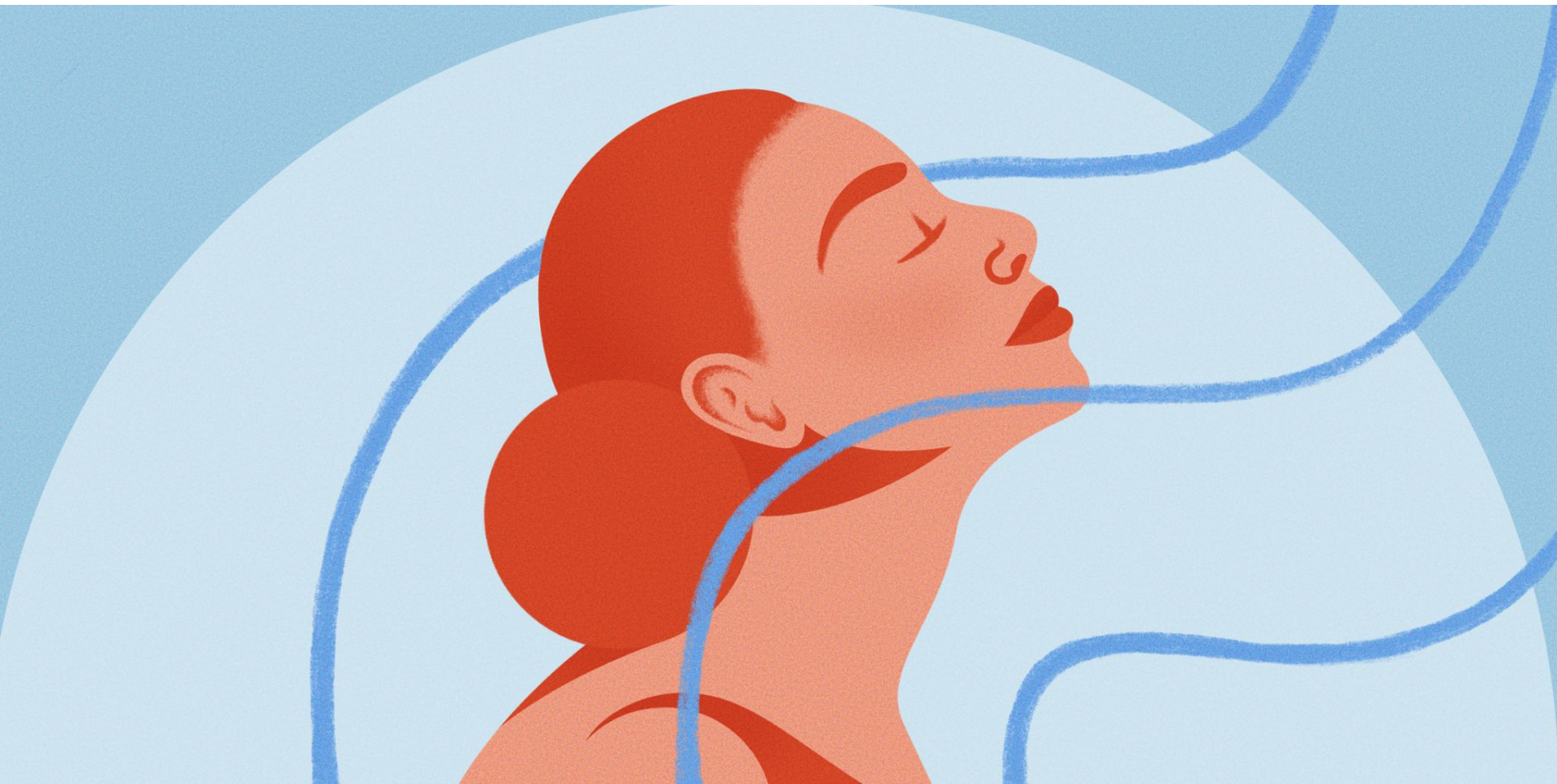
Bottom line?

Do what makes sense for your brand and audience.

Embrace automation for process enhancement.

Embrace automation for platform enablement.

But know **where to draw the line** before things become...

mindset + community + resources

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Machine Learning for SEO

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reCAPTCHA
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social handle

best way to get in touch

Thank you for listening. ♡