

Dalle persone, per le persone Fare SEO al tempo delle AI

Un viaggio tra E-E-A-T e GPT
alla ricerca della qualità

La SEO è comunicazione

molti dicono che è una disciplina del web marketing, ma è riduttivo



Perché

- le persone comunicano un bisogno al motore di ricerca
- un sito ha delle risorse che soddisfano uno scopo
- il lavoro della SEO è capire come le persone cercano, come funziona il motore di ricerca e come comunicare al meglio le risorse di un sito per far incontrare domande e risposte pertinenti

BISOGNI > < **RISORSE** reali di qualità

Parliamo di PERSONE
prima che di motori di ricerca!
Qualunque sia lo scenario (tecnologico) questa relazione
è sempre valida

La SEO **non è** schiaaccio un bottone e risolvo il problema

Qualunque sia lo scenario (tecnologico)
anche questo principio -ahinoi- vale sempre



Valentina Lepore - @valijolie

- ing. informatica nel settore IT dal 2007
- 10+ anni in agenzie come SEO/Digital strategist specializzata nel settore travel/editoriale
- oggi consulente freelance con focus su SEO tecnica e content strategist orientata alla SEO semantica



SEO jolie
BY VALIJOLIE

BISOGNI > < **RISORSE**
reali di qualità

Cos'è la qualità?



Cos'è la qualità?

Il contenuto di qualità per eccellenza per Google ha uno
SCOPO BENEFICO

Google E-E-A-T

E-E-A-T è il paradigma che utilizza Google per valutare i contenuti di qualità (non è un fattore di ranking diretto!)

2014: introdotto nelle Linee Guida per i Search Quality Raters

2022: Aggiunta la E di Experience



I Search Quality Raters sono
PERSONE che valutano i risultati
di Google

Le linee guida ci aiutano a
comprendere come si valuta un
contenuto di qualità dal punto di
vista delle PERSONE: vale la pena
dedicare tempo a studiarle



Experience - Esperienza

Chi crea i contenuti deve avere conoscenze consolidate e ottenute dall'esperienza diretta e personale.

Recensioni di locali: ti fidi di qualcuno che non c'è stato?

Classifica di prodotti: ti fidi di chi non li ha usati?

Tutorial: ti fidi se l'autore non dimostra di averlo realmente messo in pratica?

Expertise - competenza

Chi ha creato i contenuti deve essere competente e avere un certo livello di conoscenza del tema trattato.

“we are not just talking about formal expertise. Informal expertise is equally important”

Importante per le ricerche YMYL (*Your Money Your Life*) che hanno un impatto diretto sulla vita delle persone, sul loro benessere, sulla salute e sulla sicurezza così come sulle loro finanze.

Experience / Expertise?

Dipende dallo scopo della pagina e dal bisogno da soddisfare!

YMYL Topic	Valuable sharing of life Experience	Information or advice best left to Experts
Sleep challenges when pregnant <i>(YMYL Health or Safety)</i>	Safe and non-medical tips and tricks for sleeping in the last trimester of pregnancy, provided by people who have personally struggled with this challenge, for example: how to use pillows to sleep comfortably in a position that is safe for babies	Sleep medications that are safe during pregnancy
Liver cancer treatment <i>(YMYL Health or Safety)</i>	A sincere and respectful forum discussion where people are describing how they're coping with liver cancer treatment	Different treatment options for liver cancer and the associated life expectancies under each treatment
Filling out tax forms <i>(YMYL Financial Security)</i>	A humorous video from a non-expert content creator about the frustration of doing taxes	Instructions on how to fill out tax forms
Saving for retirement <i>(YMYL Financial Security)</i>	Reviews of retirement saving services by people with first-hand experience using these services	Advice on how to invest for retirement: how much to save, what kinds of assets to invest in, how much money you will need to retire by a specific age, etc.
How to vote <i>(YMYL Society)</i>	A social media post by an ordinary citizen describing why they personally believe it's important to vote in local elections	Information about who is eligible to vote or how to register to vote

Authoritativeness- autorevolezza

È la misura in cui il creatore di contenuti/ il sito web è una fonte di riferimento per l'argomento trattato.



Trust - affidabilità

È la capacità di un sito di risultare sicuro, attendibile e dunque degno di fiducia.

“Trust is the most important member of the E-E-A-T family because untrustworthy pages have low E-E-A-T no matter how Experienced, Expert, or Authoritative they may seem.”

Google e AI?

Cosa pensa Google dei contenuti generati con AI?

<https://developers.google.com/search/blog/2023/02/google-search-and-ai-content>

Rewarding high-quality content, however it is produced

Google's ranking systems aim to reward original, high-quality content that demonstrates qualities of what we call E-E-A-T: expertise, experience, authoritativeness, and trustworthiness. We share more about this [in our How Search Works site](#).

Our focus on the quality of content, rather than how content is produced, is a useful guide that has helped us deliver reliable, high quality results to users for years.

For example, about 10 years ago, there were understandable concerns about a rise in mass-produced yet human-generated content. No one would have thought it reasonable for us to declare a ban on all human-generated content in response. Instead, it made more sense to improve our systems to reward quality content, [as we did](#).

Focusing on rewarding quality content has been core to Google since we began. It continues today, including through our [ranking systems](#) designed to [surface reliable information](#) and our [helpful content system](#). The helpful content system was introduced last year to better ensure those searching get content created primarily for people, rather than for search ranking purposes.

Is AI content against Google Search's guidelines?

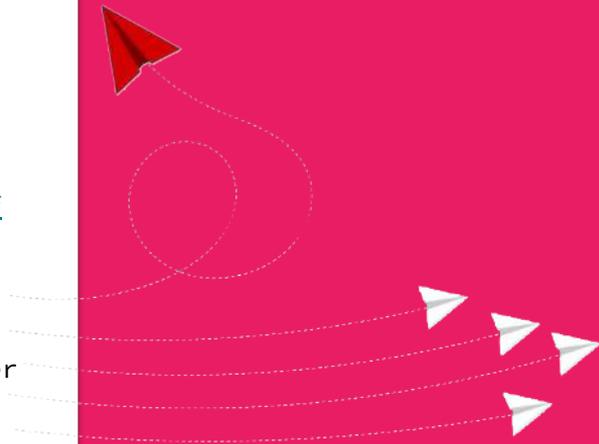
Appropriate use of AI or automation is not against our guidelines. This means that it is not used to generate content primarily to manipulate search rankings, which is [against our spam policies](#).



Google e AI

Principi validi anche prima dell'esplosione delle AI generative

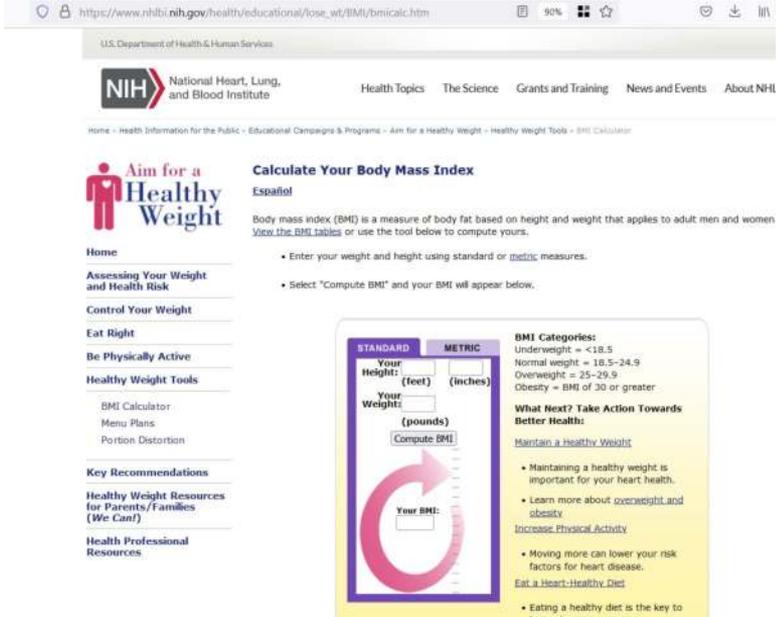
- **Contenuti di qualità, originali e utili per le persone**
- **Non manipolare il motore di ricerca**
if you use automation, including AI-generation, to produce content for the primary purpose of manipulating search rankings, that's a [violation of our spam policies](#).
- **SEO**
can be a helpful activity when it is applied to people-first content, rather than search engine-first content.



TAKE AWAY SEO

1. Leggere le linee guida dei SQR

Webpage/Type of Content	Highest Quality Justification	PQ Rating and Explanation
<p>Highest: Medical 1</p> <p>BMI calculator</p>	<ul style="list-style-type: none">• Very positive website reputation for the topic of the page• Very high E-E-A-T for the purpose of the page	<p></p> <p>BMI is used by healthcare professionals to screen for various health issues and can significantly impact a person's medical treatment. This is a YMYL topic.</p> <p>The purpose of this page is to provide an online BMI (Body Mass Index) calculator. The calculator is functional and easy to use. This page was created with effort and skill, and it accomplishes its purpose very well by offering very high quality and satisfying MC.</p> <p>The website represents an institute that is part of the National Institutes of Health. It has an extremely good reputation and is an expert in medical topics.</p>



U.S. Department of Health & Human Services

NIH National Heart, Lung, and Blood Institute

Health Topics The Science Grants and Training News and Events About NIH

Home - Health Information for the Public - Educational Campaigns & Programs - Aim for a Healthy Weight - Healthy Weight Tools - BMI Calculator

Aim for a Healthy Weight

Calculate Your Body Mass Index

Español

Body mass index (BMI) is a measure of body fat based on height and weight that applies to adult men and women. [View the BMI tables](#) or use the tool below to compute yours.

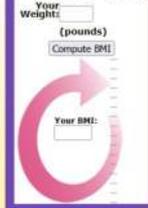
- Enter your weight and height using standard or [metric](#) measures.
- Select "Compute BMI" and your BMI will appear below.

STANDARD **METRIC**

Your Height: (feet) (inches)

Your Weight: (pounds)

Compute BMI

Your BMI: 

BMI Categories:

- Underweight = <18.5
- Normal weight = 18.5-24.9
- Overweight = 25-29.9
- Obesity = BMI of 30 or greater

What Next? Take Action Towards Better Health:

- [Maintain a Healthy Weight](#)
- Maintaining a healthy weight is important for your heart health.
- Learn more about [overweight and obesity](#)
- [Increase Physical Activity](#)
- Moving more can lower your risk factors for heart disease.
- [Eat a Heart-Healthy Diet](#)
- Eating a healthy diet is the key to [heart disease prevention](#).

TAKE AWAY SEO

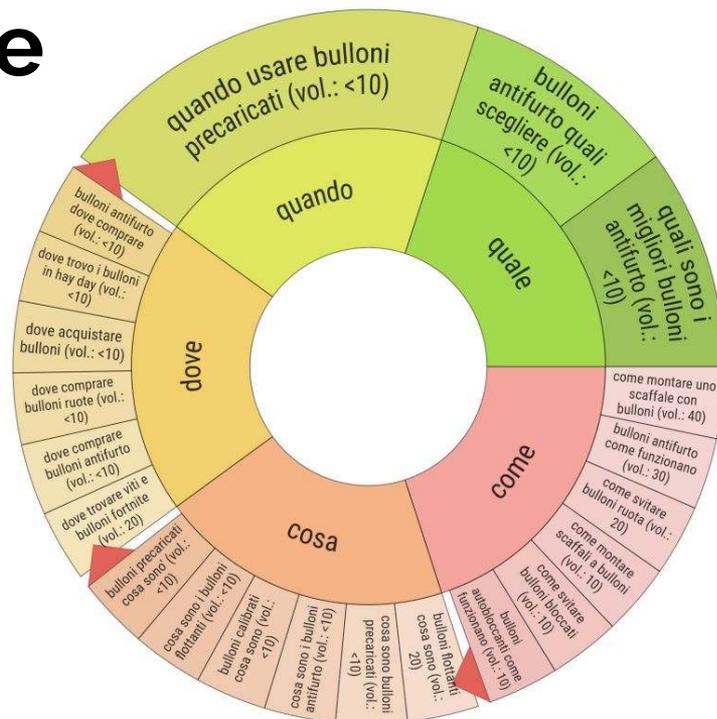
...e prendere esempio :)

Webpage/Type of Content	Highest Quality Justification	PQ Rating and Explanation
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- 
- Easy to use: esperienza utente e usabilità
 - Accomplishes purpose: raggiungere lo scopo in modo pratico e utile
 - Expert in medical topics: contesto e fiducia

TAKE AWAY SEO

2. Costruire autorevolezza: con strategie di contenuti



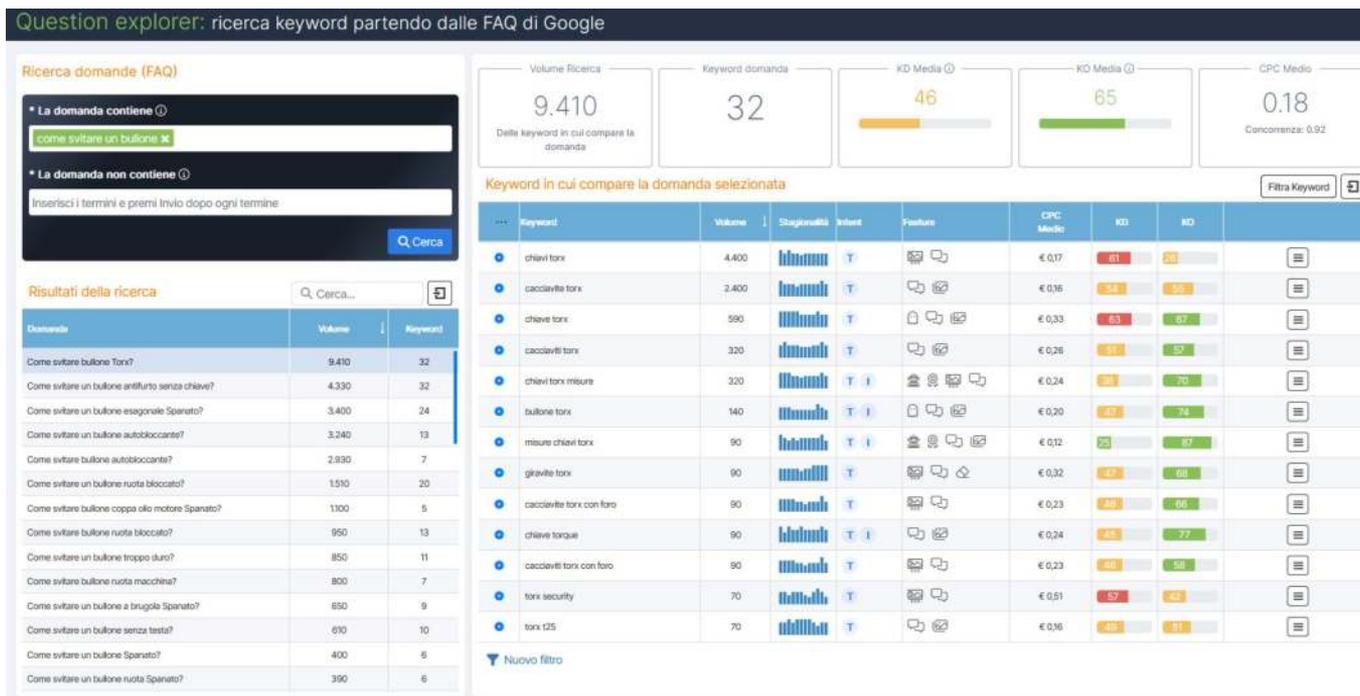
CREARE SOLIDE
ARCHITETTURE DI
CONTENUTI

per coprire tutti gli
argomenti del tema di
cui vuoi diventare
riferimento

fonte: Keyword infinity by SeoZoom

TAKE AWAY SEO

Content strategy: si può fare in molti modi



TAKE AWAY SEO

Content strategy: si può fare in molti modi

(ok sì potete farvi aiutare anche dall'AI)

Creazione di un elenco con le top 10 domande sul tema "bulloni"

✓ Ricerca in corso per: **top 10 domande bulloni**

✓ Generazione delle risposte per l'utente in corso...

Ecco le top 10 domande sul tema "bulloni":

1. Quali sono i tipi di bulloni?
2. Come funzionano le unioni bullonate?
3. Quali sono i vantaggi delle unioni bullonate?
4. Come si sceglie il giusto bullone per un'opera?
5. Quali sono le parti di un bullone?
6. Quali sono i materiali utilizzati per la produzione di bulloni?
7. Quali sono le caratteristiche dei bulloni ad alta resistenza?
8. Quali sono le caratteristiche dei bulloni di ancoraggio?
9. Quali sono le caratteristiche dei dadi e delle rondelle per bulloni?
10. Come si installano i bulloni?

Spero che questo ti sia utile! Dimmi se hai bisogno di ulteriori informazioni o se hai altre domande.

Altre informazioni: [1. people.unipi.it](#) [2. leroymerlin.it](#) [3. frasimania.it](#) **4 di 20**

🔍 Cosa sono le unioni bullonate? Come funzionano le unioni bullonate? Quali sono i vantaggi delle unioni bullonate?

Act like a maker expert in bricolage. Write a list from 1 to 20 of topics and subtopics around the main topic of bolts.

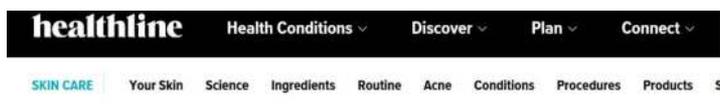
Sure, here's a list of 20 topics and subtopics related to bolts in the context of bricolage:

1. Types of Bolts
 - Hex bolts
 - Carriage bolts
 - Lag bolts
 - Eye bolts
 - U-bolts
 - Toggle bolts
1. Choosing the Right Bolt
 - Material (steel, stainless steel, brass, etc.)
 - Length and diameter
 - Head type (hex, round, flat, etc.)
 - Thread pitch and size
 - Strength requirements
1. Measuring Bolts
 - Bolt gauge
 - Measuring thread pitch
 - Measuring bolt length and diameter

TAKE AWAY SEO

4. Costruire autorevolezza: con autori esperti ...e UMANI

LAVORA SUL PERSONAL BRAND oppure con autori/autrici guest riconosciuti esperti dell'argomento e con esperienza



Last medically reviewed on August 17, 2022.

How we reviewed this article:

[SOURCES](#) [HISTORY](#)

Our experts continually monitor the health and wellness space, and we update our articles when new information becomes available.

Current Version

Aug 17, 2022

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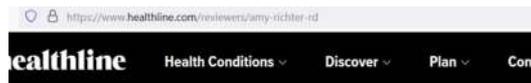
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Jill Campbell



Medically reviewed by Amy Richter, RD, Nutrition — By Jillian Kubala, MS, RD on August 17, 2022



Amy Richter, RD



Amy Richter is a registered dietitian who specializes in skin conditions and gut health. She owns *The Acne Dietitian*, a blog and private practice dedicated to helping people with acne achieve clear skin using diet and lifestyle changes.

Education

- Missouri State University, BS
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- Currently pursuing additional training in functional nutrition through the Integrative and Functional Nutrition Academy

Certifications

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Affiliations

- Nutritionist Answers

fonte:
<https://www.healthline.com/health/beauty-skin-care/supplements-for-better-skin>

TAKE AWAY SEO

5. Costruire autorevolezza con relazioni umane



kal Contributor · 17 feb 2021, 17:12

Non comprate i linketti, bimbi...

Permettete mi uno sfogo lavorativo a caldo. Sto facendo un link audit per una sospetta penalizzazione da parte di Google.

Per contesto:



Ma quanta 🐼 sto trovando?



LINK E CITAZIONI
sono ancora un
fattore di rilevanza
per Google.
Se fai una risorsa
buona... ti citano.
Se compri link...chissà

Fonte:
<https://connect.gt/topic/245206/non-comprate-i-linketti-bimbi>

TAKE AWAY SEO

6. Costruire un rapporto di FIDUCIA con le persone

INTEGRA PROCESSI DI AI
GENERATIVA

senza demonizzare gli
strumenti, ma non usarli
come il “bottono che
risolve il problema”

4 MIN READ
Published November 16, 2022

✓ Expert verified

Written by **Bankrate** | Edited by **Rhys Subitch** | Reviewed by **Mark Kantrowitz**

B Written by **Bankrate** → [More info](#)

This article was generated using automation technology and thoroughly edited and fact-checked by an editor on our editorial staff.

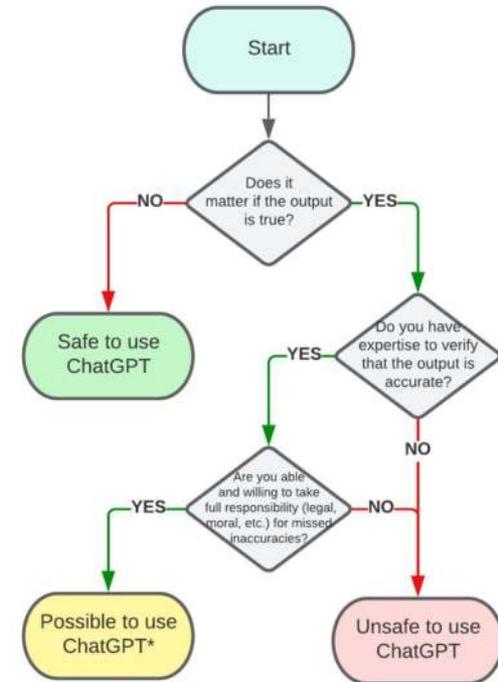
ter financial decisions. While we adhere to strict [editorial integrity](#), this post may
ners. Here's an explanation for [how we make money](#).

ancing solution tailored to drivers with lower credit scores. To get
credit auto loan, shop for a lender that offers competitive loan term:

Fonte:
<https://www.bankrate.com/loans/auto-loans/what-is-a-bad-credit-auto-loan/>

TAKE AWAY (SEO)

7. Mettere al centro le persone = RESPONSABILITÀ nell'uso dell'AI



* but be sure to verify each output word and sentence for accuracy and common sense



Fonte: <https://www.linkedin.com/in/tyulkanov/>

TAKE AWAY SEO

8. Continuare a lavorare su tutte le “solite cose” SEO



SVILUPPARE UN METODO
a prova di algoritmo
e di evoluzioni
tecnologiche

Analisi
Search
Personas e
bisogni

Analisi
keywords/
argomenti
e intenti di
ricerca

Progettare
architettura
dei
contenuti

Progettare
risorse per
gli intenti
di ricerca

Redazione
contenuti
naturali
(dimentica
la SEO)

Redazione
micro
contenuti
(metadata)

Implementare
entità con
markup dati
strutturati

Migliorare
usabilità ed
esperienza
utente

Studiare come integrare nuovi
strumenti (AI) nelle attività
ripetitive e a basso valore per
avere più tempo da dedicare
alla qualità

GRAZIE <3

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- Google e AI
<https://developers.google.com/search/blog/2023/02/google-search-and-ai-content>
- Google Spam policies
<https://developers.google.com/search/docs/essentials/spam-policies#spammy-automatically-generated-content>
- Structured Data markup
<https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>
- Forum SEO e tanto altro: <https://connect.gt/>

