

GDEVS - [SOTR072] Search Off the Record - 72th episode - Video

[00:00:10.65] - **Lizzi**

Hello, hello and welcome to another episode of Search Off the Record, a podcast coming to you from the Google search team discussing all things search and maybe having some fun along the way. My name is Lizzi and today I'm joined by Gary and John from the Search Relations team, of which I'm also a part of. Hi, John. Hi, Gary.

[00:00:28.56] - **John**

Hi!

[00:00:29.00] - **Gary**

Hi.

[00:00:28.98] - **Lizzi**

So I'm sure you're all wondering why I've gathered you here today.

[00:00:33.00] - **Gary**

We already know.

[00:00:34.08] - **Lizzi**

You already know? Tell me.

[00:00:35.55] - **Gary**

Well, you already sent us an email about it.

[00:00:38.07] - **Lizzi**

I sent you a very cryptic email that we were going to be doing something unusual and different on this podcast episode. So for our listeners, today, we're going to do a sort of weird exercise playing with Gemini, which is Google's generative AI tool for writing and other activities, I suppose. We thought that it would be interesting to do an interactive episode, and we're going to play with Gemini live on the air. So in this episode, we're going to take turns reading a social post that one of us has generated using Gemini, and then discuss what we like or dislike about it. What do you think about that?

[00:01:17.07] - **John**

I don't know, it's like I always have conflicting opinions or conflicting thoughts about all of the LLMs, because it feels like on the one hand, they're an interesting tool. They generate a lot of text, but is it like useful text?

[00:01:30.00] - **Gary**

Yeah.

[00:01:31.00] - **John**

You make it funny or does it have no sense of humor? And some of you listeners probably, I guess, like most of you, have tried things out. So some of this will be, I guess, similar to what you already tried out. But I thought it was an interesting exercise because we want to do social posts with our accounts and we have a lot of content. Maybe we can get some help from a computer or a search engine that tells us how to do SEO. I don't know.

[00:01:58.71] - **Gary**

Yeah, I think my bigger problem with pretty much all generative AI interfaces is the factuality that you always have to fact check whatever they are spitting out, and that kind of scares me that now we are just going to read it live, and maybe we are going to say stuff that is not even true. And then we will be like, whoa, whoa, whoa, whoa.

[00:02:20.10] - **John**

Wait, wait, wait. Like all of these LMS are based off of content on the internet. Are you saying there's SEO content out there that is not correct?

[00:02:34.38] - **Gary**

Well, that's not...

[00:02:37.29] - **Lizzi**

You broke him.

[00:02:38.10] - **Gary**

That's not really how LLMs work, right?

[00:02:40.47] - **John**

Oh, they know the truth.

[00:02:41.61] - **Gary**

It's not just taking content from developers.google.com/search, and then it basically just presents that content, but rather learns how specific words might follow each other for a specific prompt. They don't take content from place A and then present it on their interfaces. We do have something called Grounding, which is trying to match the generated sentences or passages to search results, but that might not always result in a factually correct thing. Let's go the diplomatic way.

[00:03:18.09] - **John**

You think people are wrong on the internet? Is that what you're trying to say?

[00:03:21.48] - **Gary**

No. No, no, no, no, I would never say that.

[00:03:26.73] - **Lizzi**

But if there's enough myth circulating or a certain thought about something or even outdated information that has been blogged about a lot, it might come up in our exercise today, potentially.

[00:03:38.70] - **John**

Sounds good. Let's do it.

[00:03:42.27] - **Lizzi**

So the rules for this exercise is that we are using Gemini. It can be advanced or the base level. There's no rules for the prompts. You can prompt with whatever you want. And we're going to rotate through and read one per person until we run out of time or don't want to do this anymore. So Gary, take us away.

[00:04:02.88] - **Gary**

Okay. The prompt was, I don't know, paraphrasing, write me tweets that are related to Google and technical SEO. Here's one. Me. Optimizes meta descriptions meticulously. Google. Nah, I'll pull a random sentence from page three instead. #technicalSEO.

[00:04:21.99] - **John**

We would never do that. Where is this coming from? Hmm.

[00:04:28.20] - **Gary**

So I have only one problem with this tweet, and that it's saying that we would pull a sentence from page three.

[00:04:35.04] - **Lizzi**

Page three.

[00:04:36.40] - **Gary**

Yeah.

[00:04:36.70] - **Lizzi**

That's a little bit weird.

[00:04:37.80] - **Gary**

Yeah. We would pull from somewhere else on the page. But it has to be on that page, like, it will not be outside of the page.

[00:04:45.72] - **Lizzi**

Do you think that it means like page three of search results or something? Or where is the page three even coming from?

[00:04:52.92] - **Gary**

Oh, a PDF. Well, that's a stretch. But yeah, I think focusing on meta descriptions is, I would say, overrated. And when we were doing SEO work on developers.google.com/search then every now and then, Lizzi would send me a change list to change some meta descriptions, and I was just rolling my eyes. Sure, whatever. I didn't even read them, most of them. True story. I don't particularly care about meta descriptions or care for them.

[00:05:26.19] - **Lizzi**

Okay, so what you're saying is this tweet is not relatable to you. The frustration of writing a meta description and having Google pull something from page three instead.

[00:05:35.43] - **Gary**

Honestly, when I'm looking at our own search results, like the onesies the search results and onesies being [developers.google.com/ search](https://developers.google.com/search), the only thing that I typically read is the title link, and sometimes I have like, where did that come from? But I don't think I've ever read snippets.

[00:05:55.59] - **John**

Just one line is enough. Who has time for more? But it's like you know all the pages by heart. You probably could look at the URL.

[00:06:03.72] - **Gary**

No, no, no, but then I also roughly know at least what's on onesie, right?

[00:06:07.38] - **Lizzi**

Well you're just looking for the title. It's like that's the one I was looking for, or URL, I guess.

[00:06:11.49] - **Gary**

I don't know anything about structured data. Like anything that's in the structured data thing, I don't know.

[00:06:16.59] - **Lizzi**

Okay. So next one, John. Pull at random.

[00:06:22.59] - **John**

So I took the SEO Starter Guide. We talked about this before. We published a new version and it's shorter. So because it's shorter, I copied the full thing into Gemini every time because I was like, make sure that whatever you say is based on this guide kind of thing. And then I took different approaches. So one of them was to write ten bullets that help someone completely new to SEO to understand how search engines work. And my thought was I could use these bullets to create a series of tweets. I didn't actually create a series of tweets, but the first bullet there is keyword research. The guide mentions anticipating reader search terms, but doesn't provide instruction on researching keywords. Understanding high value keywords within your niche is essential. Tools like Google Keyword Planner or some other SEO tool that I'm not going to mention are beneficial for this. What do you think? Should we write more about keyword research?

[00:07:25.29] - **Lizzi**

It sounds pretty salesy.

[00:07:26.82] - **John**

I mean...

[00:07:27.60] - **Lizzi**

To go use this other tool.

[00:07:29.91] - **John**

It's basically saying the SEO starter guide doesn't talk about keyword research enough.

[00:07:34.44] - **Lizzi**

I mean, that would be kind of a weird thing to tweet, I guess. Like, our guide didn't cover this, but you should go over to Keyword Planner.

[00:07:42.00] - **John**

I think it's also good to be a part of an ecosystem. It's like we don't have to do everything ourselves. If there are other tools out there that are doing a good job at something, we should point at them from time to time and encourage people to try out other things. We don't have to do everything ourselves, like external SEO speakers at events.

[00:08:02.79] - **Gary**

Yeah.

[00:08:03.54] - **John**

It's some things like we don't have to do all presentations ourselves. There are fantastic people out there that do great stuff. We should work together rather than kind of like compete all the time and probably also with tools. I guess it depends on tools that comply with our terms of service, but I'm not going to go there. But I will not say it and I'm sure it's a good tool. I haven't tried it out, but who knows what they all do. But it's more like these are things that probably site owners should think about or could think about, and maybe they should use whatever tool fits their needs.

[00:08:42.00] - **Gary**

I don't know if keyword research specifically is a starter thing. It feels like a next thing that you would do, like basically, you ensured that you have like a good website that plays well with search engines and users alike. And then at one point you decide that you want to optimize even further, and then you start looking at different kinds of keywords that might help you in achieving that.

[00:09:06.60] - **Lizzi**

We do talk about this in the data analysis docs as a suggested thing to do if you're seeing, I think it's in the bubble chart analysis document about how to determine which pages are doing well for which keywords on your site, and it introduces that concept and talks about Keyword Planner and it's more of a next level kind of activity.

[00:09:25.14] - **Gary**

Okay. Lizzi.

[00:09:25.92] - **Lizzi**

Lizzi. Okay. Reading. So... Websites are like cozy tree hollows. Links are like a secret trail in the forest. Owls with lots of trails leading to their hollow are easier to find and invite others to visit. Websites with tons of links are easier for search engines to discover. Just like owls, select safe trails, websites need links from other trustworthy hollows. Remember, not all trails are the same. Hidden traps equals sneaky links from bad websites. Thumbs down emoji. Clear pathways equals links from helpful and well-loved hollows. Thumbs up. #SEOforowls. #growyourtreehollow. #techtips. This is a longer form post for LinkedIn.

[00:10:09.56] - **Gary**

What was up with that simile?

[00:10:10.88] - **Lizzi**

So the prompt that I used was how to explain links in a beginner friendly way.

[00:10:15.23] - **Gary**

There must be a less tortured way.

[00:10:17.51] - **Lizzi**

So to use a metaphor to explain what links are.

[00:10:21.02] - **John**

I like it. I think the part where it's like search engines discover your hollow.

[00:10:30.23] - **Lizzi**

Is it the problem with the word hollow?

[00:10:32.00] - **John**

It's just not something I use from day to day, you know? But I mean, search engines don't need a lot of links to discover where you have your content hidden away as an owl. They just need one. They just need one.

[00:10:48.0] - **Gary**

You need one.

[00:10:50.10] - **John**

And then it's more about helping other owls to find their way.

[00:10:53.99] - **Lizzi**

It does make it... it does make it sound like your website is something to hide and not like, hello, come in to see my cave, I guess, where I'm storing all my links.

[00:11:06.80] - **Gary**

Cave? Where did you bring cave in from? Yeah, it's a hollow in a tree.

[00:11:14.30] - **John**

Hollow. It's like a thing that's inside.

[00:11:16.91] - **Lizzi**

It's a cave. The hollow is the cave of a tree.

[00:11:19.49] - **Gary**

Oh, my head hurts. It's a pit.

[00:11:23.09] - **John**

So site owners are owls.

[00:11:25.01] - **Lizzi**

Well, they could be a pet, a pet owl. I have one other owl themed post. Okay, I'm sure you're going to love it. Imagine websites are different owls in a big forest. Links are like hoots from other owls. The more hoots the owl gets, the more well known and respected they become. Owl emoji. Magic emoji. Search engines like wise old owls of the forest, notice this reputation making the popular owl more likely to be heard when others call for their wisdom, aka showing up in search results.

[00:11:57.41] - **Gary**

What's up with the owls?

[00:11:58.94] - **Lizzi**

It's supposed to make it interesting and memorable.

[00:12:02.33] - **John**

So you should put lots of hoots on your links. No wait, lots of hoots on your website. Wait, other people should put hoots on their website.

[00:12:09.71] - **Gary**

And you should definitely not pay them for the hoots.

[00:12:12.23] - **Lizzi**

So is the metaphor working for you?

[00:12:16.22] - **John**

It's kind of confusing.

[00:12:17.69] - **Lizzi**

It's a little bit weird because the whole hoot thing is to call to other owls, right? So if you're linking out, it's like sending a message, like it would be like the owl delivering a letter, maybe it's better.

[00:12:30.44] - **John**

So the owl with the most links is... wait, the owl that gives out the most links gets the traffic.

[00:12:38.21] - **Lizzi**

What are your thoughts on the reputation of said owls? If you're hooting a lot, would this give you a reputation of being a wise owl?

[00:12:47.03] - **Gary**

Opposite, I guess.

[00:12:47.99] - **Lizzi**

You would be an obnoxious owl.

[00:12:49.25] - **John**

I think if I were to run across an owl that did SEO, I would run or try to wake up.

[00:12:55.67] - **Gary**

I think for a social post it's probably pretty good. It's almost like guerilla marketing where you are putting up something really controversial just for engagement, and then it will stick in people's heads. I would probably remember hoots for quite a while, like 12 hours.

[00:13:11.90] - **Lizzi**

And the hollows.

[00:13:13.19] - **Lizzi**

This stemmed from my rabbit hole that I went down for the Harry Potter themed tweets, and then it mentioned owls, and then I went down an owl rabbit hole.

[00:13:20.18] - **John**

Yeah, I find that always interesting with LLMs where you start with something and then you just like keep digging deeper and then you're like, why am I here?

[00:13:31.58] - **Lizzi**

How did I end up in this hollow/hallow?

[00:13:34.58] - **Gary**

Oh, is it like how it used to be or still is with Wikipedia? Where you click a link and then you start reading and then you click a link, and then you start reading that.

[00:13:43.31] - **Lizzi**

And then it's two in the morning.

[00:13:44.18] - **Gary**

Two in the morning. Yes, exactly.

[00:13:46.43] - **Lizzi**

Okay, Gary.

[00:13:47.90] - **Gary**

Yes, ma'am.

[00:13:49.30] - **Lizzi**

Can you top it. Can you top the owls?

[00:13:50.93] - **Gary**

I actually picked one that we should probably fact check ourselves.

[00:13:55.80] - **Lizzi**

Okay.

[00:13:56.90] - **Gary**

So this is a plain tweet without hoots and hollows or owls for that matter. Pagination causing duplicate content headaches? Use rel=prev, rel=next to guide Google through your content sequences. #technicalSEO, #GoogleSearch.

[00:14:13.94] - **Lizzi**

Hmm. It sounds a little dated.

[00:14:15.80] - **John**

Yeah. I think we could go for that. And then a week later I could be...

[00:14:21.17] - **Gary**

Oh yeah John you should totally do that.

[00:14:23.33] - **Lizzi**

Oh is this a marketing technique as well? Like, post something that you know is wrong to get more engagement?

[00:14:29.06] - **Gary**

I don't think that we should do that though.

[00:14:33.71] - **Lizzi**

Get people to comment. Hey, you have a typo, a... so my typos are making sure people are paying attention. Yes, I do them on purpose.

[00:14:42.92] - **Gary**

Does that mean that we should fill up our docs with inaccuracies to make sure that people are on their toes?

[00:14:49.52] - **John**

Just one.

[00:14:50.60] - **Lizzi**

Just one at a time.

[00:14:51.5] - **John**

Just one. An Easter egg.

[00:14:53.45] - **Lizzi**

Okay, so for the listeners, the fact check for that tweet is rel prev=next is...

[00:15:01.00] - **John**

Deprecated.

[00:15:00.50] - **Lizzi**

Yes. Okay, good.

[00:15:01.67] - **John**

It's gone. It's gone. Well, I mean, you can still use it. You don't have to make it gone. It's just ignored.

[00:15:08.30] - **Lizzi**

Okay, John, you are next in the rotation. Do you have a social post?

[00:15:12.56] - **John**

I have a lot of social posts. Okay. Here's one. So Gemini wrote a long post for LinkedIn, which I will kind of cut short. Remember those SEO is dead articles that pop up every few years, much like Mark Twain quipped about his own rumored demise, reports of SEO's death have been greatly exaggerated. And then it goes on into SEO isn't dead, but that doesn't mean it's not changing. And then it talks about search isn't just text anymore, which of course, yeah, it's like circle to search. I don't know, like on your phone you can circle things. I don't know if that's US only because I haven't actually tried it, but you could try it. AI-powered search gets scarily good. This can make trickster tactics work short term, but backfire long term. I haven't read this. Maybe I should have read this before, but think of it like this: if SEO were a ship, it's still sailing across a familiar ocean, but the winds, currents, and navigation tools are different. To reach our destination, we need to learn those new tools and respond to the ever-changing environment. Oh my gosh, is this motivational or what?

[00:16:28.00] - **Gary**

I think you lost me at roughly the second sentence.

[00:16:31.80] - **Lizzi**

It threw you off?

[00:16:32.62] - **John**

As Mark Twain said.

[00:16:33.91] - **Lizzi**

I kind of wish it was a steamboat and not a ship then.

[00:16:36.61] - **John**

A steamboat?

[00:16:37.75] - **Lizzi**

Just to be more on theme.

[00:16:38.86] - **John**

So basically, it's not organic movement. It's like you're paying with coals to move forward.

[00:16:44.56] - **Lizzi**

Oh no, John.

[00:16:47.14] - **John**

I don't know. So do you agree SEO is not dead or is it dead?

[00:16:51.31] - **Gary**

I don't know.

[00:16:52.36] - **Lizzi**

I mean, it seems like something that we could post. People like to post about that it's dead or not dead.

[00:16:57.28] - **Gary**

Like to?

[00:16:57.67] - **Lizzi**

I don't know. It seems to come up a lot.

[00:17:01.12] - **Gary**

It seems like every year it's dying.

[00:17:03.16] - **John**

Does it die more or does it just die differently?

[00:17:05.50] - **Lizzi**

Oh, and then regenerate like Doctor Who?

[00:17:07.96] - **Gary**

It's like the phoenix.

[00:17:09.19] - **John**

Well, I mean, SEO is kind of constantly changing. Different things happening. AI.

[00:17:16.66] - **Gary**

I would argue that most of the things that were introduced over the years are still there. And of course, I'm not thinking of rel=author. Or rel=prev/next. But I think the vast majority of the things are still there. Like you are still optimizing for speed, mobile and whatever. But some things, I would say minor things died.

[00:17:40.18] - **John**

Minor things died. What? Like authorship?

[00:17:42.2] - **Gary**

Yeah.

[00:17:43.8] - **John**

Authorship.

[00:17:44.50] - **Gary**

Author.

[00:17:45.10] - **Lizzi**

Okay, so this next one, I have a series of four tweets that would be like a thread or maybe like you post once a week about this topic, and this one is for localized content versions in SEO. So more like tips and no owls or involved in in this string of tweets. And maybe you can fact check them to see if they're accurate. For the first one it's for non-HTML files like PDFs, use HTTP headers to indicate language targeting. The content language header does the trick, ensuring a consistent multilingual user experience. #SEO, #WebDev. Correct?

[00:18:24.50] - **John**

That seems reasonable.

[00:18:25.69] - **Lizzi**

Maybe a little bit boring without the owls?

[00:18:28.27] - **Gary**

Yeah, needs more owls.

[00:18:30.04] - **John**

I mean, you started off at a very high level and now it's like this is very reasonable. I'm almost waiting for the punchline. Like what is next? What is going to blow up? Where is the tree?

[00:18:41.68] - **Lizzi**

Okay, so we could ask Gemini to rewrite these, but insert owls.

[00:18:46.06] - **John**

Insert owls. Yeah, we could rewrite the whole SEO starter guide.

[00:18:49.72] - **Lizzi**

Oh, but make it owl themed using only owl analogies for our examples.

[00:18:54.94] - **John**

We could do seasonal versions. The spring version of the SEO Starter Guide.

[00:19:00.72] - **Lizzi**

Okay, so this next one. Watch out for boilerplate content! Repetitive footers, legal text, and product descriptions can create sneaky duplicate content issues. Let's get creative. #SEOCopywriting.

[00:19:13.74] - **John**

No. Gary is rolling his whole head.

[00:19:16.71] - **Lizzi**

Wait, I can't hear you.

[00:19:18.60] - Gary

Oh, yeah, that was my whole head, not my... I apologize.

[00:19:23.37] - Lizzi

No? For factuality reasons or for inflammatory reasons?

[00:19:28.17] - Gary

I think for factuality reasons, like, sure, we might actually detect it as boilerplate and then we are not going to use that for ranking purposes or whatever, then weight it, but it's not going to affect the rest of the content.

[00:19:40.53] - Lizzi

Yeah. And it sort of throws legal text and product descriptions under the bus, like all legal text is duplicate content.

[00:19:47.28] - John

I mean, it's one of those things that comes up every now and then where people are like, oh, I have to put this legal disclaimer on my pages. Oh, but Google will penalize me because now I have some duplicate content, and actually you already had duplicate content on your pages. Like, who knows what Google would have done if it wasn't okay with duplicate content, you know?

[00:20:09.57] - Gary

What?

[00:20:11.76] - John

It's like your pages' footers are already the same. If you add two more sentences to it, it's not going to make it more duplicate content than it already was.

[00:20:21.87] - Gary

So I'm trying to think when it can become actually a problem. And probably if the majority of your pages become boilerplate, like the vast majority of many pages on the site become boilerplate, that might actually be a problem. But if you have individual product pages with a decent description of the product and images and whatnot, and then you have a legal text or something that you have to put there because a manufacturer asked you to do that, that's not going to cause issues, I guess.

[00:20:51.99] - Lizzi

So maybe skip that one.

[00:20:53.43] - John

All right. Next one. You had four, right?

[00:20:56.50] - Lizzi

Oh yeah, I did. Thank you for counting. IP-based redirects to localized sites can be tricky. While they offer automatic redirection, they might misidentify user location and aren't the most SEO friendly method. #SEOconsiderations. What is an IP-based redirect?

[00:21:12.58] - **Gary**

So IPs have countries assigned to them usually, not all of them, but the vast majority, especially the IPv4, like the fourth version of IPs or whatever. And it's not the version... is it a version? IP?

[00:21:26.68] - **John**

I think it's a version.

[00:21:27.85] - **Gary**

It's a version. Okay. And then you can look at that location in a database, that usually commercially available database, to identify where that IP is from and then you redirect to a page that is for that location, that country or region or whatever. So it is widely used. We are also using it on Google Search along with other signals. We don't rely just on that when we are redirecting a user to... or used to redirect the user to a specific Google TLD. I don't think we do that anymore. So we used to have google.com, right? And then we used to also have google.ca, google.co.uk for different countries, like the UK and for Canada. And then if we saw that IP of the user is British or from the UK, then based on that plus some other signals, we would redirect the user to the co.uk interface.

[00:22:27.46] - **Lizzi**

So is this tweet accurate in the sense that this is an unreliable method and you should be careful with it, because it's potentially misidentifying user locations and redirecting when they don't want to be?

[00:22:38.80] - **Gary**

So the problem with the assigned countries is that they can go stale very fast. And it is known that you need to regenerate these databases really quite often, like almost weekly, to be able to correctly assume the country from an IP, because the IP can get a new country assigned to it, because it was reassigned to another corporation, or it was moved to an IP space that belongs to another country or some stuff like that. And these happen quite often, which means that the longer you keep a database unrefreshed, the less accurate it becomes. And then eventually you are going to redirect French users to Swiss websites or your Swiss version, and then they will be very grumpy.

[00:23:35.14] - **John**

I think it's also tricky for SEO because Google usually crawls from just one location, and if we're crawling from the US and you redirect all US users to, I don't know, a specific page for US users and all other users get a different page, then Google would just see that one version if it isn't able to access the other versions.

[00:23:59.11] - **Lizzi**

Okay, so it sounds like technically correct, it's not the most SEO friendly method and they should rethink about it.

[00:24:05.65] - **John**

It also seems like one of those things where you could do a short tweet, and then a long post to explain what you actually meant.

[00:24:12.22] - **Lizzi**

Well, I mean, I think that this is probably the idea is that this could then link to promote some, I don't know, blog post if we're doing a campaign series about localized content, SEO best practices or something. And this is week two, it links to some longer form blog posts that explores why and what you can do in best practices. But no owls, so I don't know.

[00:24:34.27] - **John**

Wait, we could do a blog post about owls.

[00:24:36.37] - **Lizzi**

All right. Gary, what's next in the queue?

[00:24:38.68] - **Gary**

Let's pick one from the pile. Okay, this looks weird. I'm only reading it because it looks weird. SEO is like gardening. You plant seeds, optimize, tend to your website, and hope Google doesn't unleash a swarm of ranking eating bugs. #technicalSEO, #thecircleofSEOlif. This hurt.

[00:25:04.25] - **Lizzi**

Circle of SEO life?

[00:25:05.78] - **Gary**

#thishurt.

[00:25:07.55] - **Lizzi**

Ranking eating bugs?

[00:25:09.44] - **Gary**

Correct. I mean, you had owls. Come on.

[00:25:11.75] - **Lizzi**

I guess it's okay. Is it technically correct that the rankings can be eaten though, by bugs?

[00:25:16.91] - **Gary**

Well, technically, yes. It's software, so...

[00:25:19.46] - **Lizzi**

Oh, is this like an outage?

[00:25:21.40] - **Gary**

A bug.

[00:25:23.2] - **Lizzi**

A bug. A bug in search results potentially?

[00:25:24.95] - **John**

It could be a bug on your site too.

[00:25:27.40] - **Gary**

Yeah.

[00:25:27.26] - **Lizzi**

Or a bee.

[00:25:28.58] - **John**

A bee, yeah. Or an owl. Like if you had a bug on your site... maybe if you had an owl, then it would eat that bug for you.

[00:25:35.90] - **Gary**

Right. But in this context or in context of the tweet, it's Google that is hoped will not unleash a swarm of ranking eating bugs, which I don't even know how to interpret. Like, are we unleashing bugs in our own ranking algorithms to...

[00:25:51.62] - **John**

I think it's something that I see externally from time to time where some ranking change happens and your site disappears and you're like, but my site was the best. This must be a bug in Google. And I kind of understand that. But at the same time, things evolve and maybe your site wasn't the best.

[00:26:14.39] - **Lizzi**

It just feels like it's taking like a whiplash, like from the first part that you're tending it's a positive metaphor, you're improving your SEO over time, and then suddenly, like, a swarm of bees comes out of nowhere, and now it's like negative chaos. Everything's horrible. So what is this post going for?

[00:26:31.46] - **Gary**

I have no idea.

[00:26:32.30] - **Lizzi**

Maybe it could be split. You can then use that to then write a nice post and then the plot twist.

[00:26:38.03] - **Gary**

It's almost like trying to scare people away. It's like you are doing everything right and then everything goes south.

[00:26:44.03] - **Lizzi**

It's kind of sad.

[00:26:44.87] - **Gary**

Yeah.

[00:26:45.70] - **John**

Such is life.

[00:26:46.64] - **Gary**

Yeah. We shall skip this one. I have another funny one. The tweet is: Me. Spends hours crafting schema markup. Google. I'll just sprinkle a few random stars in the SERPs, maybe. #technicalSEO, #expectationversusreality.

[00:27:09.75] - **Lizzi**

It's so snarky.

[00:27:10.80] - **Gary**

Yeah.

[00:27:11.25] - **Lizzi**

Did you ask it to do, like, a snarky tone? How is this...

[00:27:15.33] - **Gary**

No. I wonder if I use it too much and it just learned that it has to be snarky for me to like what it spits out.

[00:27:22.62] - **Lizzi**

And two of the me and then Google meme style template is also interesting.

[00:27:28.83] - **John**

I don't think Google would add stars on its own, but...

[00:27:33.54] - **Gary**

Well, not stars, but some of the rich result elements.

[00:27:37.44] - **Lizzi**

Yeah, like review stars. You might get a sprinkling of them. Okay. Should we do a rapid fire? Any honorable mentions that you see that are short?

[00:27:46.45] - **John**

Okay, I have one.

[00:27:47.89] - **Lizzi**

Okay, shoot.

[00:27:48.64] - **John**

Forget SEO tricks. In a world of smart search engines, quality content is your compass. What are you doing to truly answer searchers questions? #SEO, #contentisking. This is what the machine is telling me.

[00:28:06.01] - **Lizzi**

Okay, I have one. If your sitemap is stuck in the whomping willow, Google won't give you a sniffle in the rankings. Make those navigation paths clear as a marauder's map. #SEO, #mischiefmanaged.

[00:28:17.32] - **John**

Okay.

[00:28:18.64] - **Gary**

Finally, a positive one from me. When you finally rank on page one... time to break out the SEO victory dance. #technicalSEO, #celebrateevensmallwins.

[00:28:33.31] - **John**

Fantastic.

[00:28:34.48] - **Lizzi**

Very exciting, very positive.

[00:28:36.37] - **Gary**

I know. That's just me. All right. That was fun. And I think we should do this more.

[00:28:43.07] - **John**

I think we should write some more social posts and maybe review them before we publish them, though.

[00:28:50.54] - **Lizzi**

You don't want to publish one of these live in the episode?

[00:28:53.69] - **John**

I'm thinking the owl one could go out right before we publish.

[00:28:58.43] - **Lizzi**

Okay. Sounds good. We can do, like, a promo tweet with the owl. Any other thoughts about how this went? Things that you liked, didn't like, surprised you?

[00:29:07.22] - **John**

So I thought it was fun. I think it's always fun to try out new tools. What kind of surprised me is how predictable the LLMs were. It's like bringing up things that are already out there a lot, which to me makes me kind of wonder, well, is it like even adding any new value on the one hand, almost like philosophical question. And then the other philosophical question is, has everything been said about SEO and why are we even publishing something new? Hmm.

[00:29:40.79] - **Lizzi**

So ending in a pit of despair?

[00:29:43.52] - **John**

No, it's like we finished SEO. It's like everything has been said.

[00:29:48.35] - **Lizzi**

It's complete.

[00:29:49.19] - **John**

But I'm sure, like, next week, we will either deprecate something or launch something new. So things will continue.

[00:29:55.58] - **Gary**

Is that the promise that we are going to launch something or deprecate something next week?

[00:29:59.75] - **John**

Maybe it's a threat.

[00:30:01.34] - **Gary**

Or a threat. Oh yeah. Okay. I like that one. Let's go with that.

[00:30:04.88] - **Lizzi**

I did ask it to write something for a launch that is happening next week, and it predicted correctly something.

[00:30:11.06] - **John**

Wow. Okay.

[00:30:12.98] - **Lizzi**

So either we're so predictable...

[00:30:14.51] - **John**

Authorship.

[00:30:15.23] - **Gary**

Coincidence? I think not!

[00:30:18.02] - **Lizzi**

Coincidence, I think not.

[00:30:20.5] - **John**

Authorship.

[00:30:21.4] - **Lizzi**

I also ran into a weird thing where it refused to answer me because I used the word debate. So I said, "Write a social post that would incite like a healthy debate about this topic." And it said, "I can't say anything about elections."

[00:30:33.20] - **John**

Oh yeah, all the safeties. Yeah.

[00:30:35.87] - **Gary**

I think they are pretty good for... not all of them, but some of these LLMs are really good at inspiring writing, and I tend to use it for ideas, but not to generate this block of text for me so I can copy/paste it in the doc. But what do you think would be the five top things that people might ask about this or stuff like that? And then usually it's not correct, but it makes my brain think about those things and then as a result, I might come up with something new that I should include in the doc or blog post.

[00:31:10.88] - **John**

I find it sometimes is like that meme where if you want the right answer on the internet, you should post a wrong answer, where if it tells you something is wrong, then you're like, no, that is wrong. And now I know what to write about.

[00:31:25.70] - **Gary**

That's exactly what it is.

[00:31:27.02] - **Lizzi**

That's true. Yeah, I can do a better job. It's almost like a challenge. I didn't like this, and now I know exactly what to write.

[00:31:33.32] - **John**

Yeah.

[00:31:33.83] - **Lizzi**

All right, well, maybe we will do more of these. Maybe we will publish our rough draft from all of the tweet ideas that we had that we didn't read out loud in this episode. Let us know what you thought about this episode, and maybe we'll do more interactive, weird style episodes in the future, with or without the owls. Well, that's it for this episode.

[00:32:00.50] - **Lizzi**

We've been having fun with this podcast and I hope you, the listener, have found it both entertaining and insightful too. Feel free to drop us a note on Twitter at Google Search C, or chat with us at one of the next events we go to if you have any thoughts. And of course, don't forget to like and subscribe. Thank you and goodbye.

[00:32:17.74] - **John**

Bye.

[00:32:18.49] - **Gary**

Arrivederci.