

SEO Creativity Keywords, AI and beyond



Nazma Noor, Digital Strategist

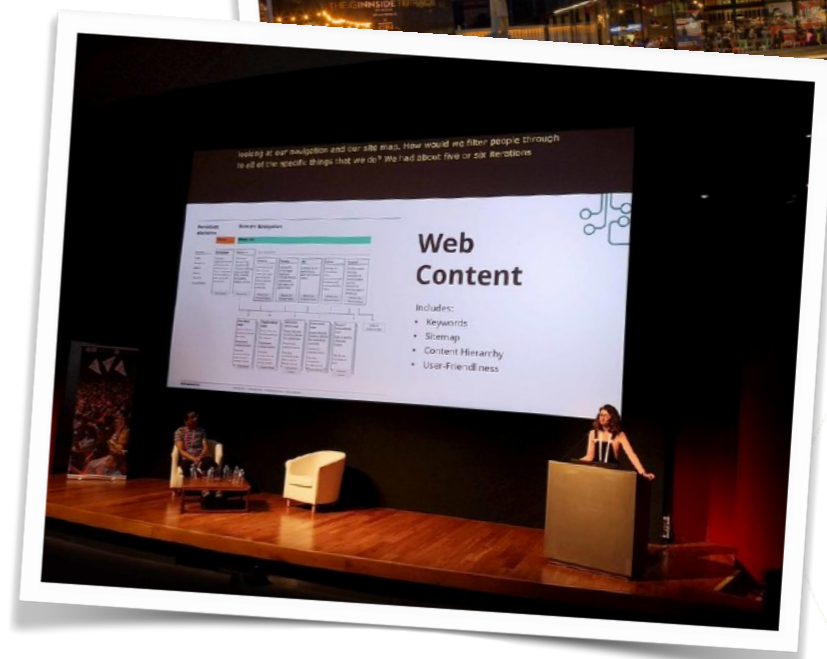
nazma@cogdesign.com

<https://www.linkedin.com/in/nazma-noor/>

Nazma Noor

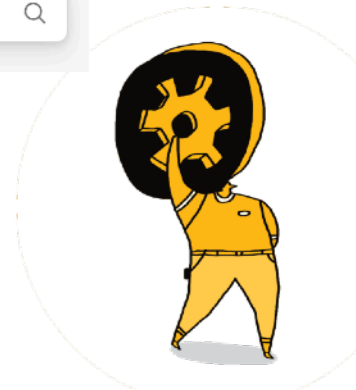
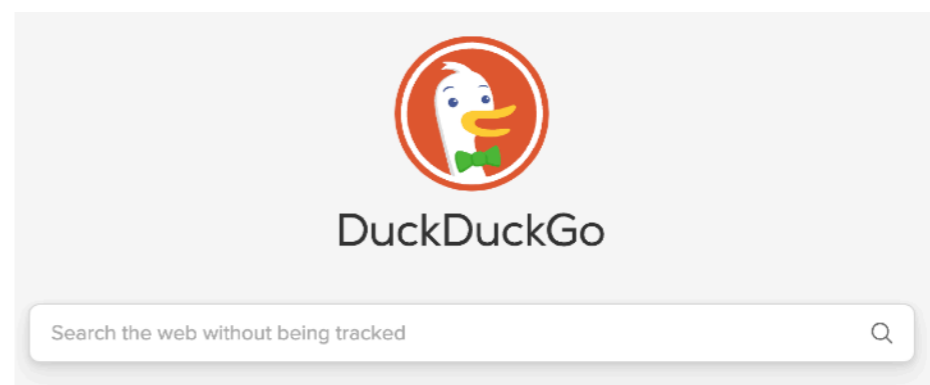
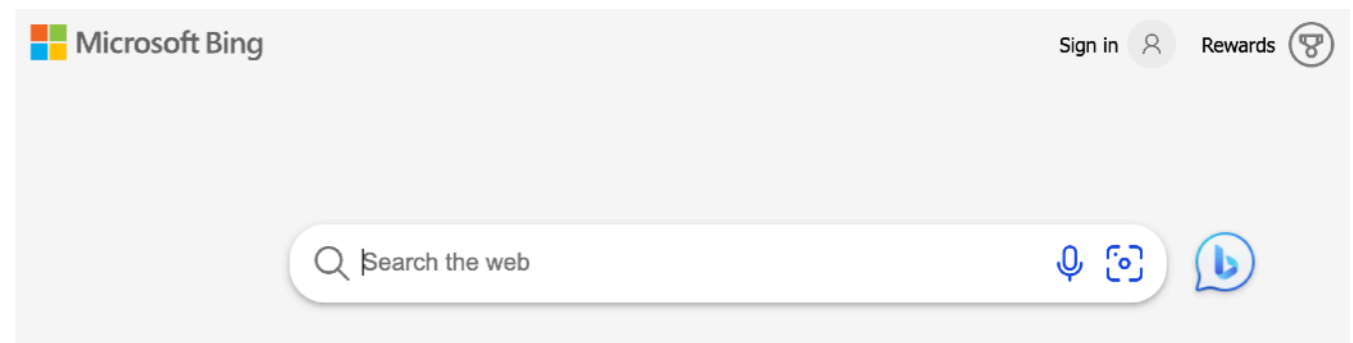
Digital Strategist, Cog Design

- Search Marketing specialist
- 10+ year's experience in Digital Marketing
- 5+ year's experience in Arts sector
- Co-Chair of the Board at Z-arts
- South Asia Gallery co-curator at Manchester Museum



What is SEO?

The fine art of Search Engine Optimisation



What is SEO?

The fine art of Search Engine Optimisation



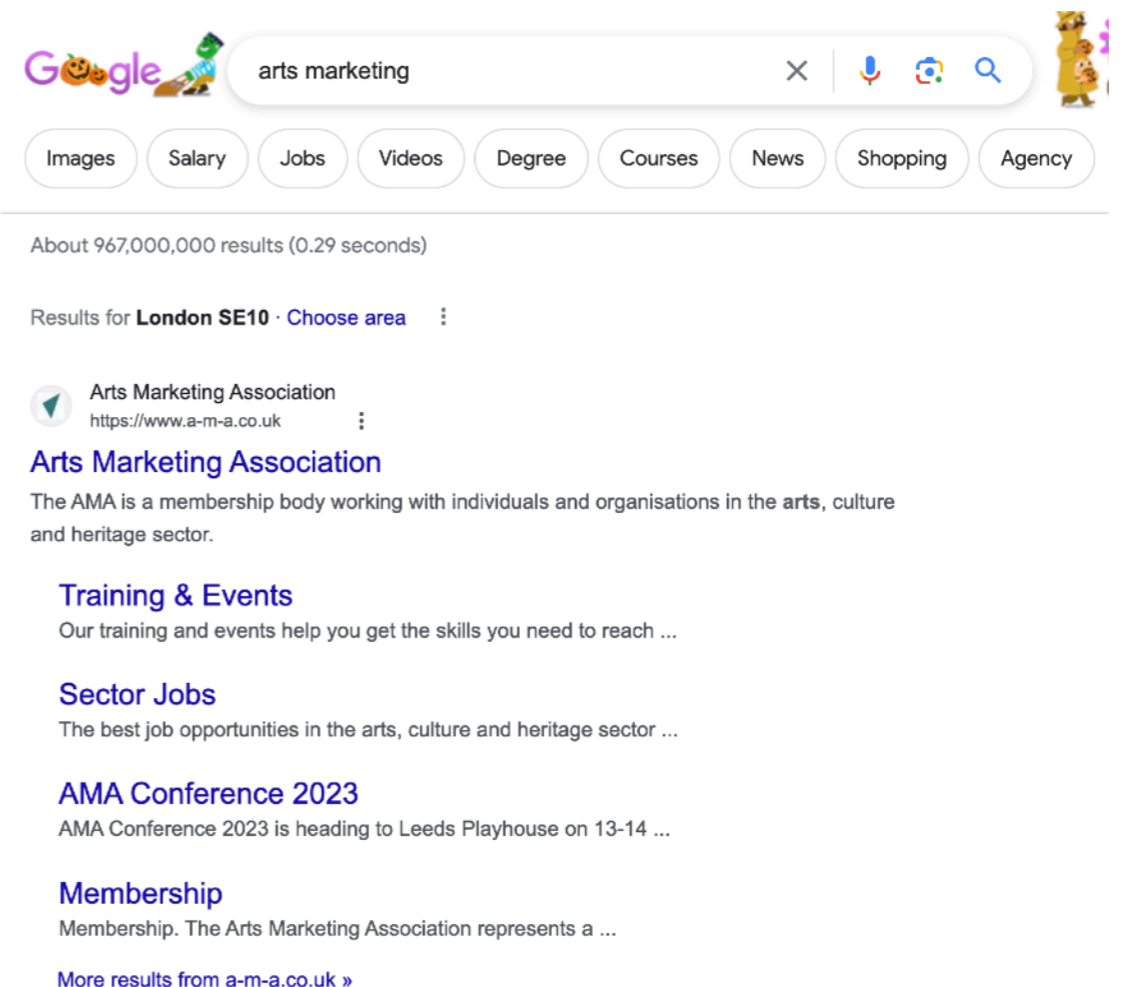
Our mission is to organise the world's
information and make it universally
accessible and useful.

It starts with Google Search



What is SEO?

SEO is getting your web pages to show up in the search results




Google arts marketing

Images Salary Jobs Videos Degree Courses News Shopping Agency

About 967,000,000 results (0.29 seconds)

Results for **London SE10** · [Choose area](#)

 Arts Marketing Association
<https://www.a-m-a.co.uk>

Arts Marketing Association

The AMA is a membership body working with individuals and organisations in the arts, culture and heritage sector.

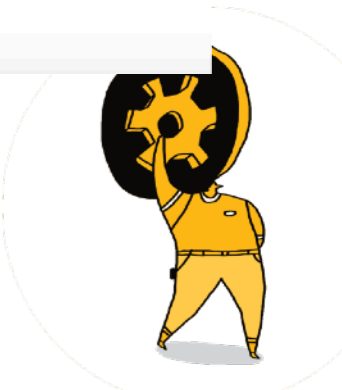
Training & Events
Our training and events help you get the skills you need to reach ...

Sector Jobs
The best job opportunities in the arts, culture and heritage sector ...

AMA Conference 2023
AMA Conference 2023 is heading to Leeds Playhouse on 13-14 ...

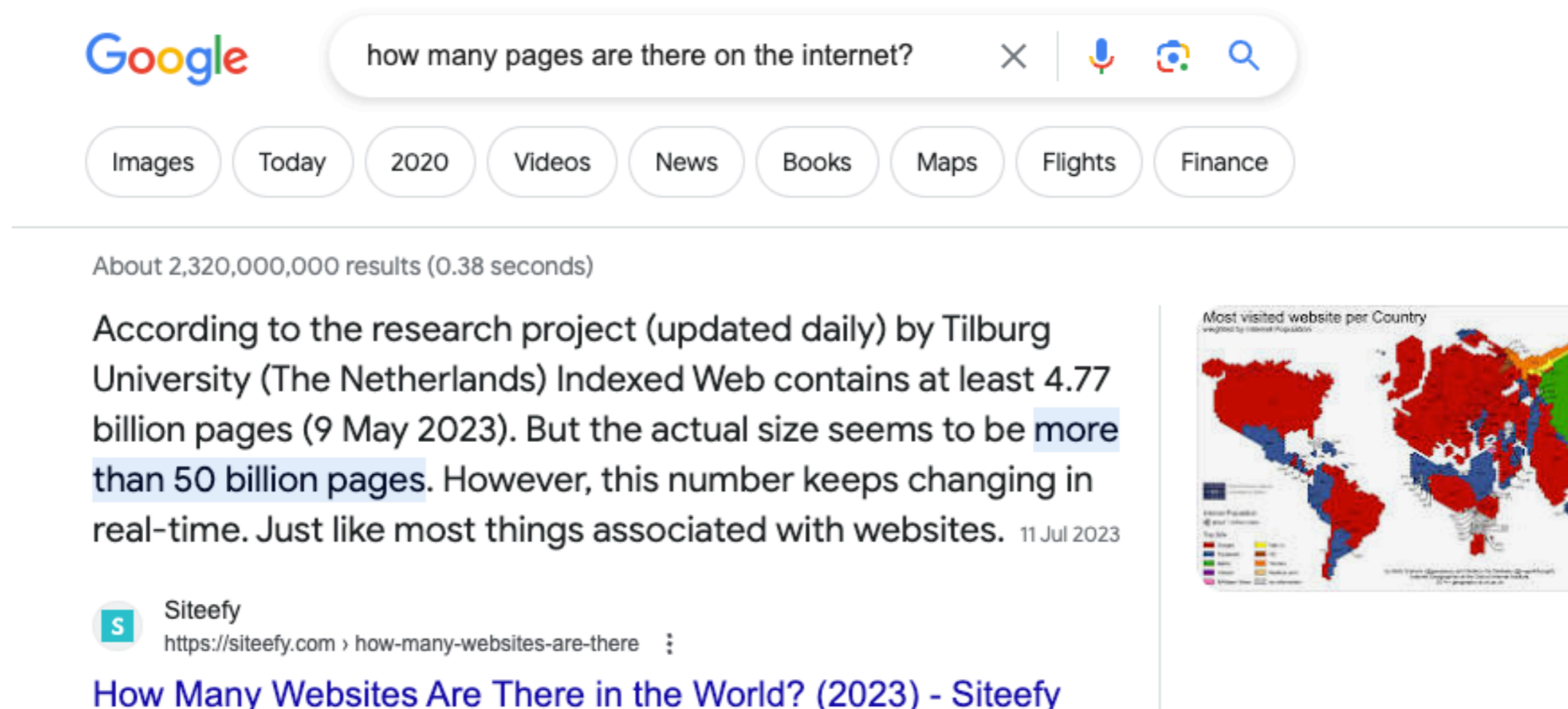
Membership
Membership. The Arts Marketing Association represents a ...

[More results from a-m-a.co.uk »](#)



What is SEO?

The fine art of Search Engine Optimisation



The screenshot shows a Google search interface. The search bar contains the text "how many pages are there on the internet?". Below the search bar are several filter buttons: Images, Today, 2020, Videos, News, Books, Maps, Flights, and Finance. The search results show "About 2,320,000,000 results (0.38 seconds)". The main result is from Siteefy, with the URL "https://siteefy.com › how-many-websites-are-there". The title of the result is "How Many Websites Are There in the World? (2023) - Siteefy". The text of the result states: "According to the research project (updated daily) by Tilburg University (The Netherlands) Indexed Web contains at least 4.77 billion pages (9 May 2023). But the actual size seems to be more than 50 billion pages. However, this number keeps changing in real-time. Just like most things associated with websites. 11 Jul 2023". To the right of the text is a map titled "Most visited website per Country weighted by internet population". The map shows various countries colored in different colors, with a legend below it. The legend includes categories like "The site" and "Internet Population".

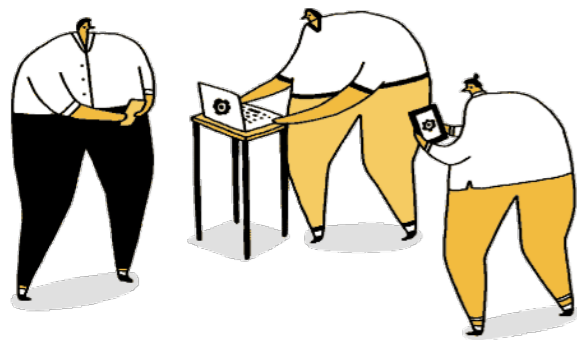


What this talk is going to cover

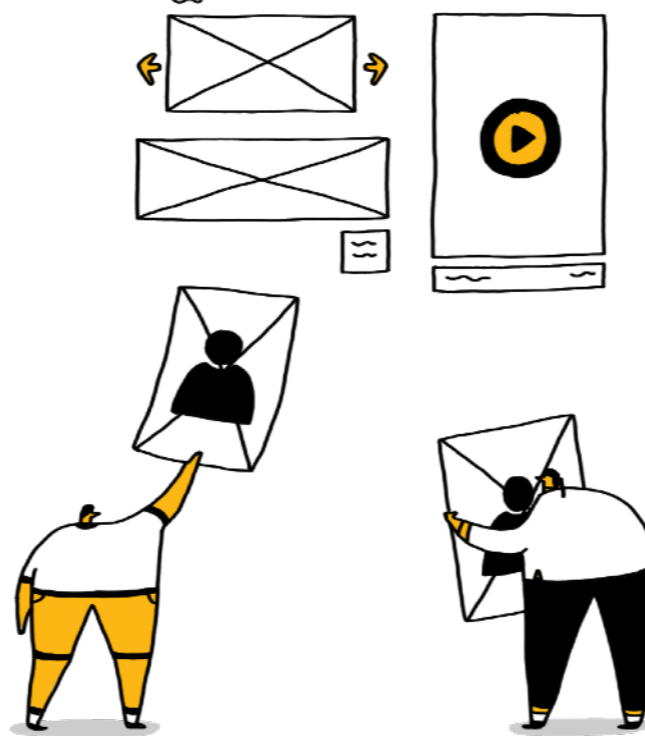
- Basic elements of SEO
- How to use keywords
- How to choose keywords
- Tips and new technology
- Looking ahead to the future of SEO



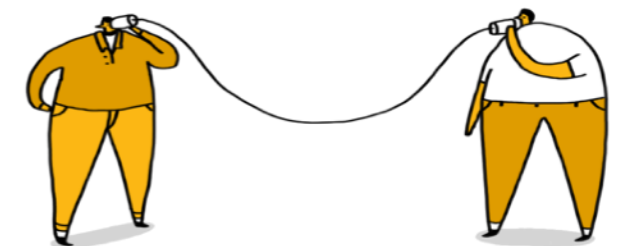
Three SEO Basics



1. Technical Site Setup



2. Website Content



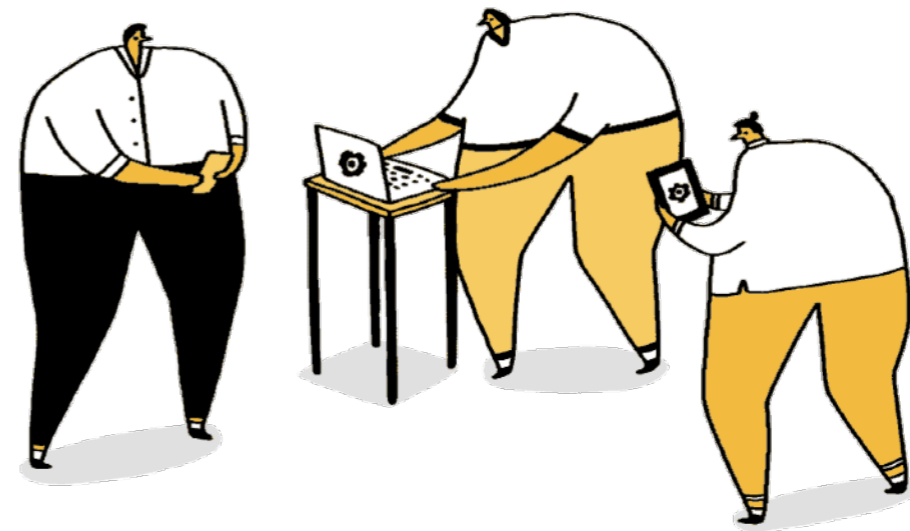
3. Backlink Profile



1. Technical Site Setup

This includes:

- Web pages that work on different devices - especially smartphones
- Fast loading pages
- Web pages are coded in an efficient way



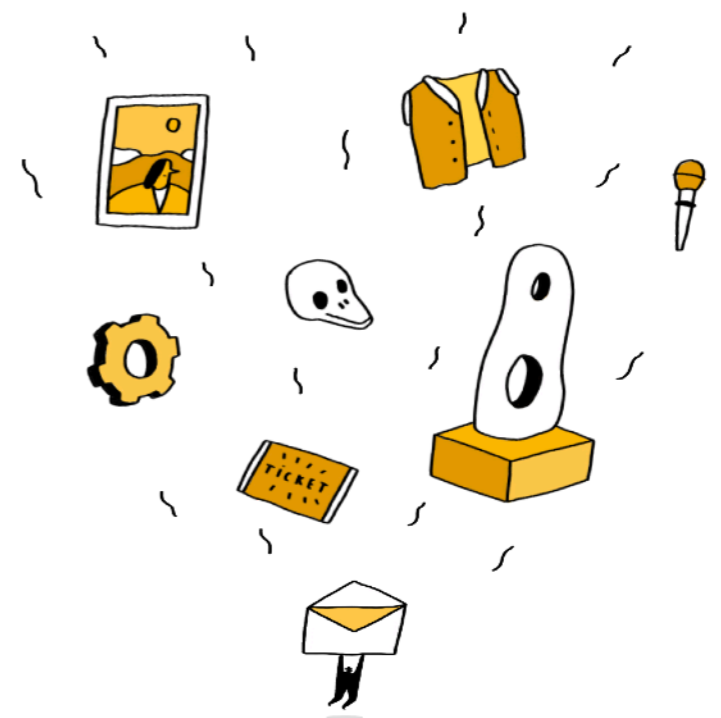
2. Website Content

This includes:

- How useful / interesting / informative your website content is

E-E-A-T

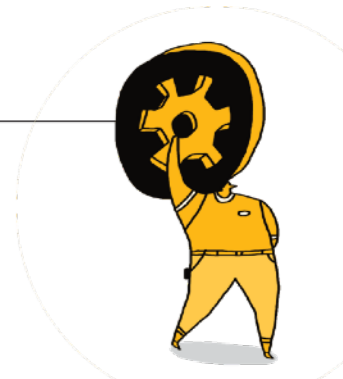
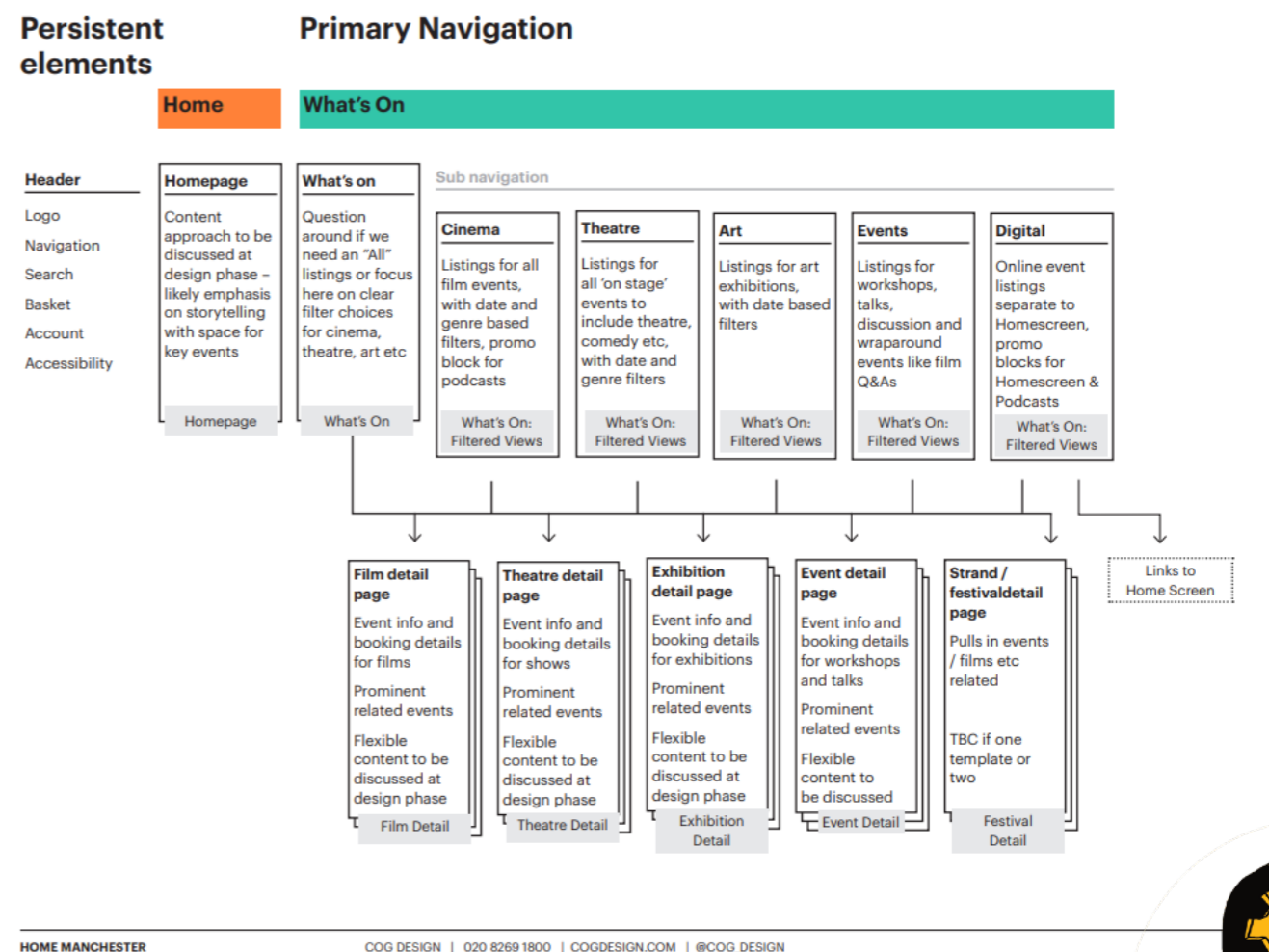
**Experience, Expertise,
Authoritativeness, Trustworthiness**



2. Website Content

This includes:

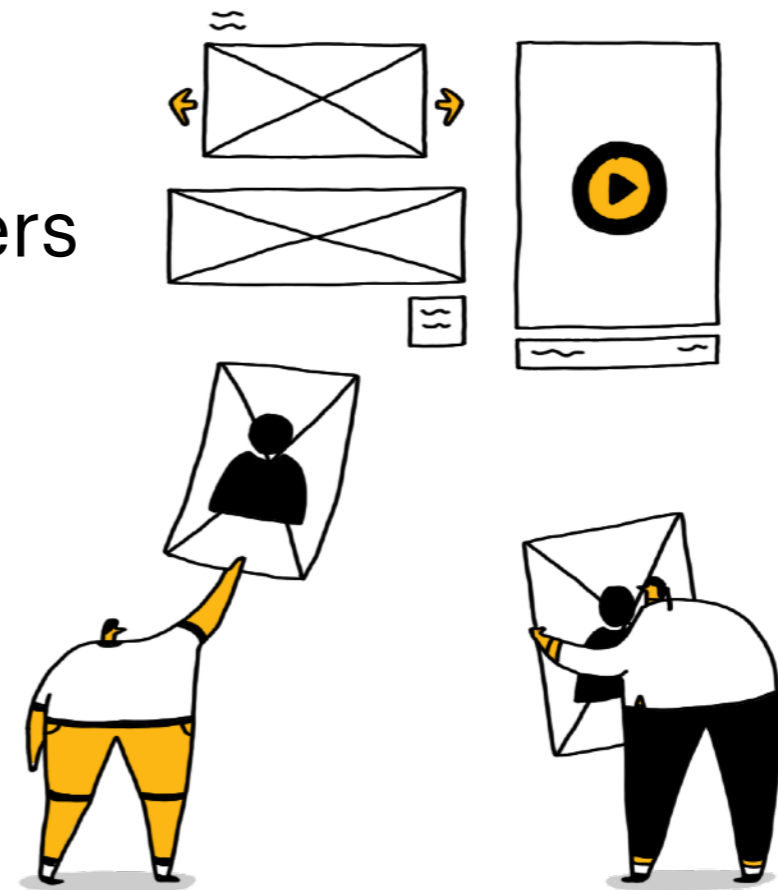
- How your pages are organised - structure and hierarchy



2. Website Content

This includes:

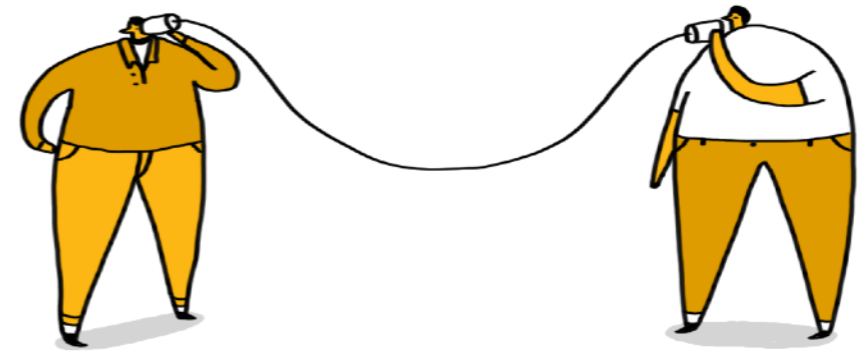
- How your content matches what users are searching for - keywords



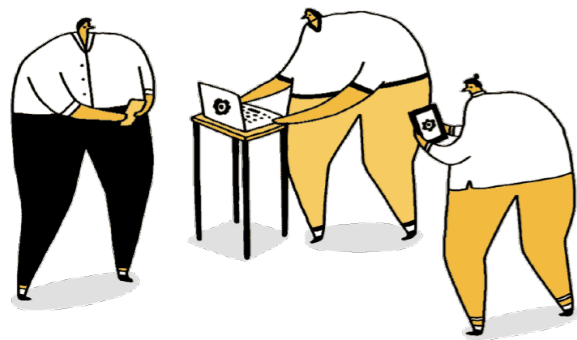
3. Backlink Profile

This includes:

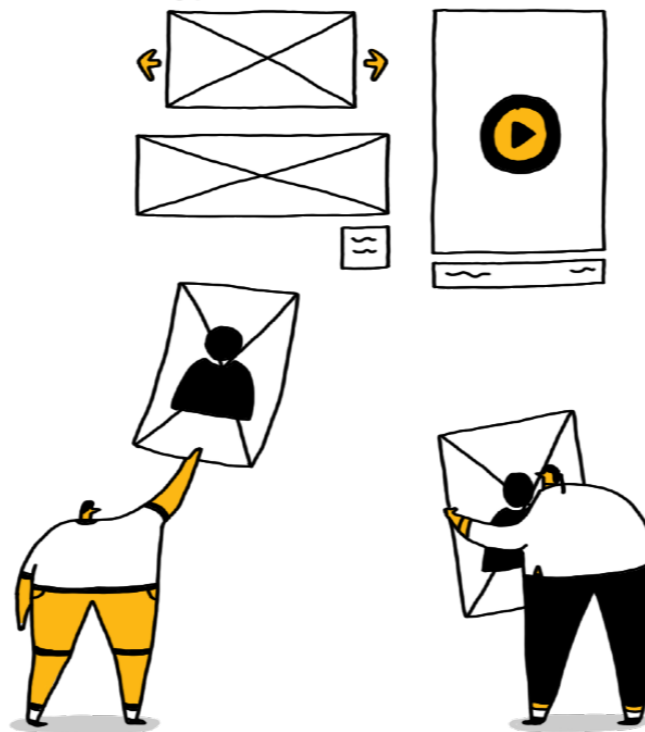
- How many other websites link back to yours
- The quality of the websites that link back to yours
- Which pages on your website they are linking to



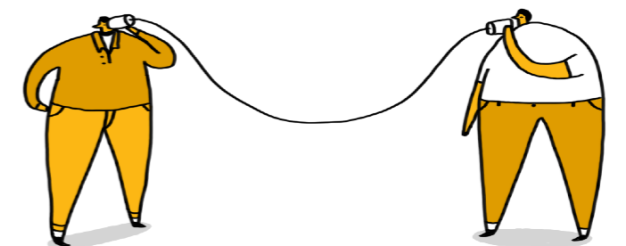
Three SEO Basics



1. Technical Site Setup



2. Website Content



3. Backlink Profile



Website content: keywords



Keywords are the words/phrases that people type into search engines.



Keywords then

What used to work:

- Having keyword in the domain
- Stuffing keyword all over the page
- Having keywords as “hidden text”

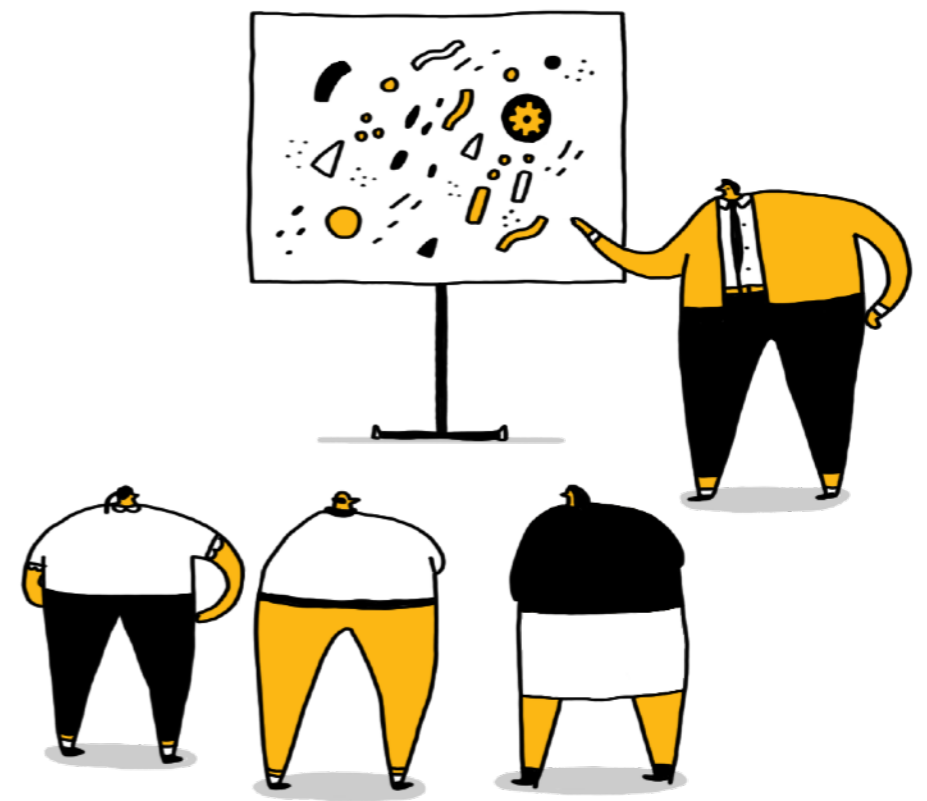
Are you looking for **cheap flights**? If so, then you have come too the **cheap flights** specialist. All we have is **cheap flights**. We sold **cheap flights** to you cousin only last week! And she was so happy with her **cheap flights**, that she came back and bought more **cheap flights** from us, the **cheap flights** specialist. So, don't go looking anywhere else for **cheap flights**, because you'll get the best **cheap flights** from us. Remember, we're the **cheap flights** specialist! Where would you like **cheap flights** for? Because we have **cheap flights** to pretty much anywhere you could imaging. We even have **cheap flights** that will take you to **cheap flight central**! Ohhhhh. we love our **cheap flights**!

Image credit: <https://getseenonline.com.au>



Keywords now

- Search engines are much more sophisticated
- Searches where the user doesn't even type in the keyword
- Be mindful of keyword usage and don't spam

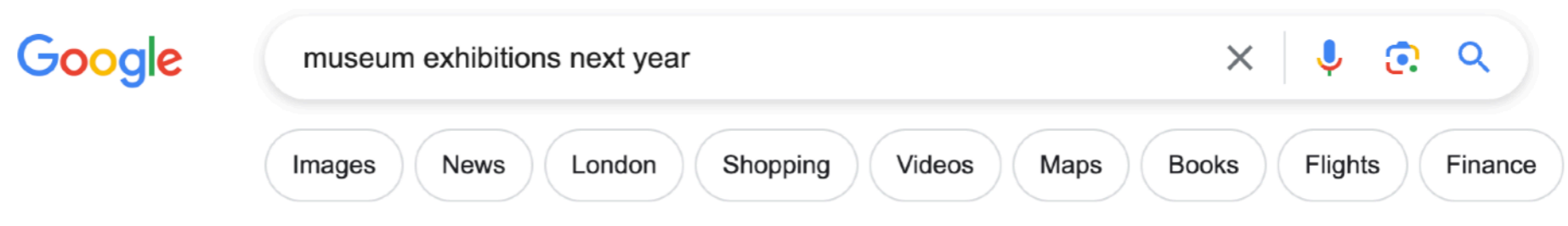


How to use keywords



How to use keywords

- Page Titles + Meta Descriptions



About 396,000,000 results (0.23 seconds)

 Secret London
<https://secretldn.com> › Culture

Art Exhibitions In London: Everything To See Throughout ...

16 Oct 2023 — From shows on today, to upcoming installations at esteemed art galleries, here's our rundown of the best upcoming art **exhibitions** in 2023.

Page Title



Meta Description



How to use keywords

- Page Titles + Meta Descriptions

The image shows a screenshot of a webpage with several annotations. On the left, there are three green boxes: 'Page Title' with an arrow pointing to the article title, 'Meta Description' with an arrow pointing to the introductory paragraph, 'Actual Article Title' with an arrow pointing to the main heading, and 'Actual Article Intro' with an arrow pointing to the first paragraph of the article. The webpage itself features the 'Secret London' logo, a navigation menu, and a newsletter sign-up form.

Secret London
https://secretldn.com › Culture

Page Title → **Art Exhibitions In London: Everything To See Throughout ...**

Meta Description → 16 Oct 2023 — From shows on today, to upcoming installations at esteemed art galleries, here's our rundown of the best upcoming art exhibitions in 2023.

Actual Article Title → **21 Awesome Art Exhibitions To See In London Throughout The Rest Of 2023**

Actual Article Intro → Listen up culture vultures, we've rounded up the biggest art exhibitions in London to visit right now and throughout the rest of the year. Don't say we don't spoil you – happy wandering!

SAMUEL HOPKINS - STAFF WRITER · 16 OCTOBER, 2023

SECRET LONDON

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How to use keywords

- Page Titles + Meta Descriptions
- Yoast SEO Plugin for Wordpress

Determine how your post should look in the search results.


Preview as:

Mobile result Desktop result

 **Cog Design**
cogdesign.com › journal › seo-in...

SEO in the cultural sector - Cog Design

Oct 26, 2022 – Search Engine Optimisation (SEO) is vital in the cultural sector. We provide an overview and some top tips for overstretched marketing teams.



SEO title

Use AI

Insert variable

Title **Page** **Separator** **Site title**

Slug

seo-in-the-cultural-sector

Meta description

Use AI

Insert variable

Search Engine Optimisation (SEO) is vital in the cultural sector. We provide an overview and some top tips for overstretched marketing teams.



How to use keywords

- Page Titles + Meta Descriptions

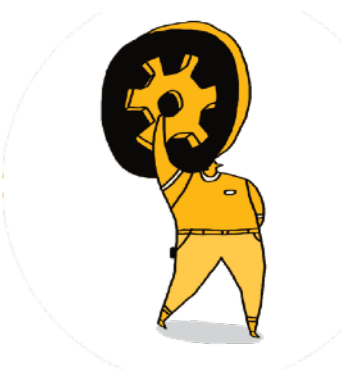


Secret London

<https://secretldn.com> › Culture ⋮

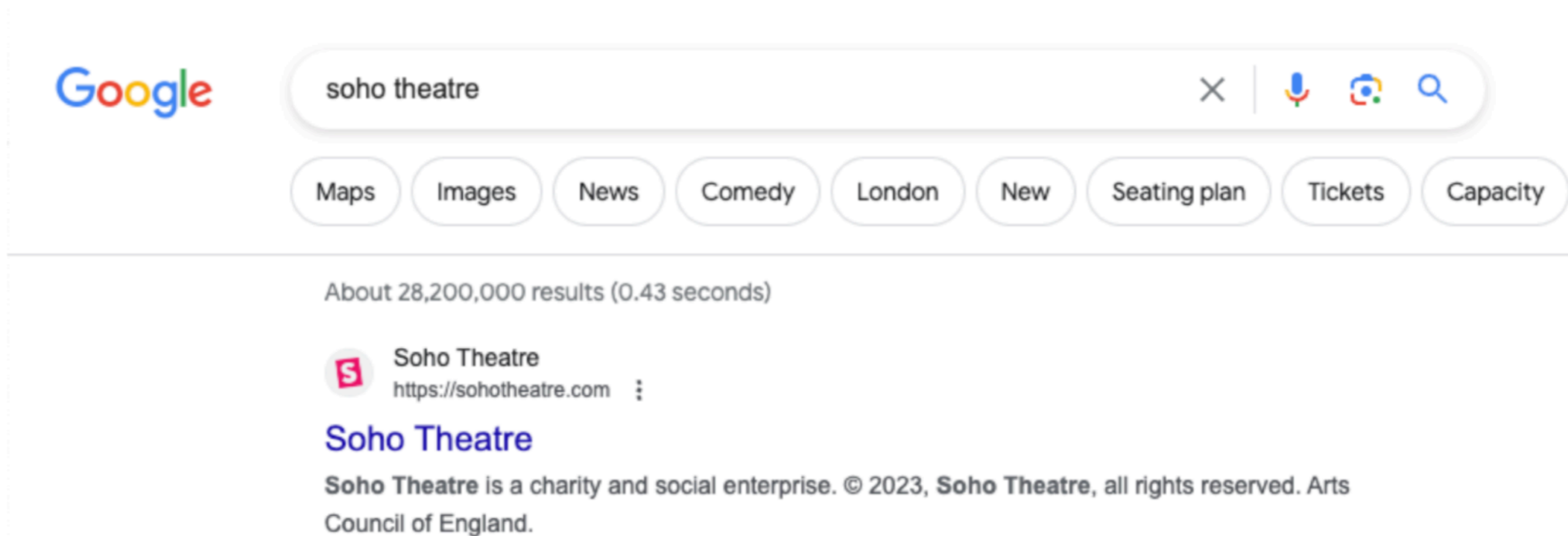
Art Exhibitions In London: Everything To See Throughout ...

16 Oct 2023 — From shows on today, to upcoming installations at esteemed art galleries, here's our rundown of the best upcoming art **exhibitions** in 2023.



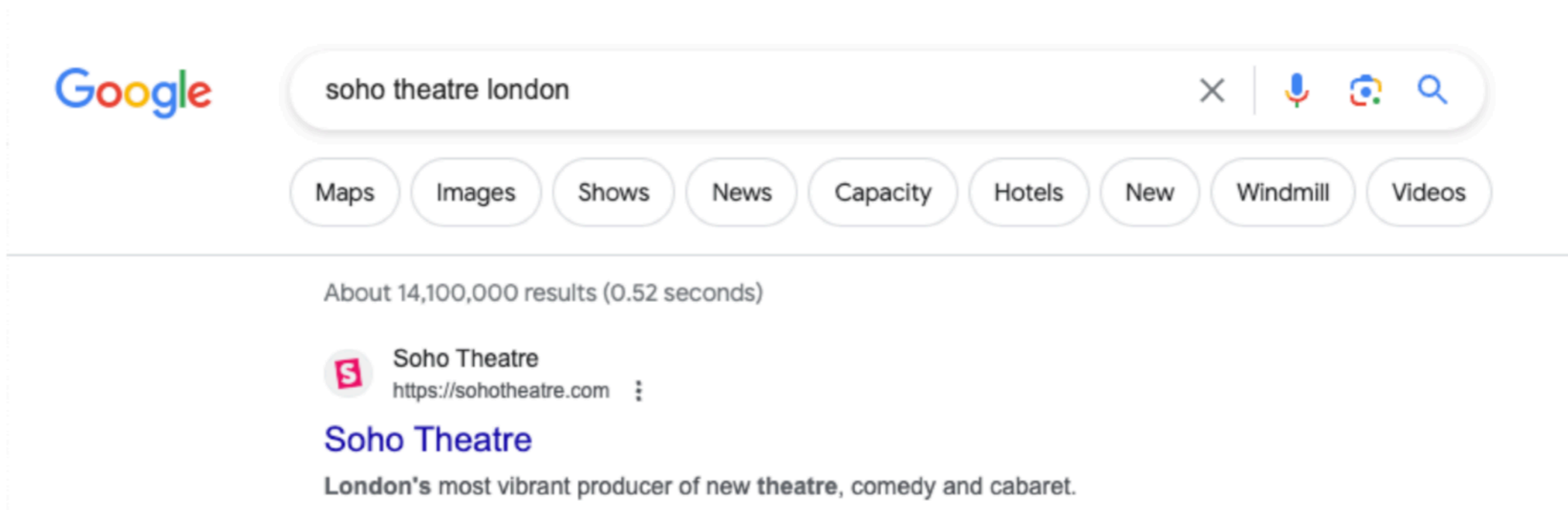
How to use keywords

- Page Titles + Meta Descriptions



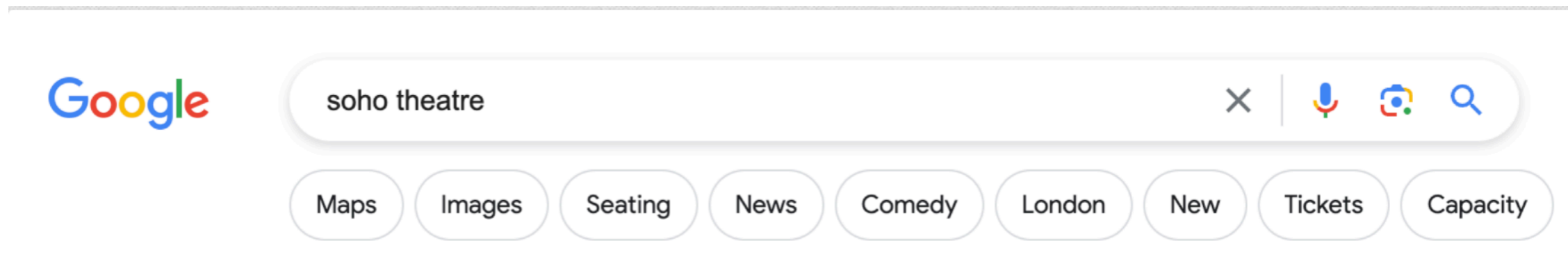
How to use keywords

- Page Titles + Meta Descriptions



How to use keywords

- Page Titles + Meta Descriptions



About 28,200,000 results (0.44 seconds)



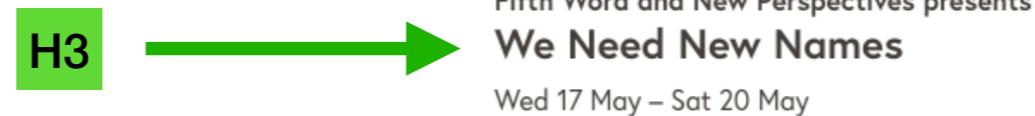
Soho Theatre

Soho Theatre is London's most vibrant producer of new theatre, comedy and cabaret.



How to use keywords

- In your headings



Based on the novel by the first Black African woman and first Zimbabwean to be Booker Prize-shortlisted, this defiant coming-of-age story is full of exuberance,...

[Read more](#)



How to use keywords

- On the page in your copy
 - near the top

Search Engine Optimisation (SEO) is important to any cultural sector organisation. But I can imagine it is an especially daunting topic to over-stretched arts marketing teams.

In this article I'll give an overview of the topic and provide some tips on how to make some simple changes with big results.

I start with some definitions: [What is SEO?](#) / [How do search engines work?](#)

Then work through the key topics that affect SEO: [Keywords](#) / [Content](#) / [Visual content](#) / [Clean URLs, title tags and meta descriptions](#) / [Links and backlinks](#) / [Structure \(information architecture\)](#) / [Accessibility](#) / [Speed](#) / [Security](#) / [Works on any device](#).

And finally, the big question: [Should you do SEO?](#)

Grab a cup of tea and settle in, it's a long read ...



How to use keywords

- In image captions but only if absolutely relevant



Uploaded on: 31 August 2021
Uploaded by: [Ashling Pickett](#)
Uploaded to: [AMY MCKNIGHT](#)
File name: Amy-McKnight.jpg
File type: image/jpeg
File size: 64 KB
Dimensions: 498 by 498 pixels

Alternative Text

A close up photo showing the face of Amy McKnight, a woman

[Learn how to describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title

Amy McKnight

Caption

Composer and Songwriter Amy McKnight

Suggested action, update caption to:

"Composer and Songwriter Amy McKnight"



How to use keywords - summary

- Page Titles + Meta descriptions
- In your headings
- On-page in paragraphs - ideally near the top of the page
- In image captions only when relevant

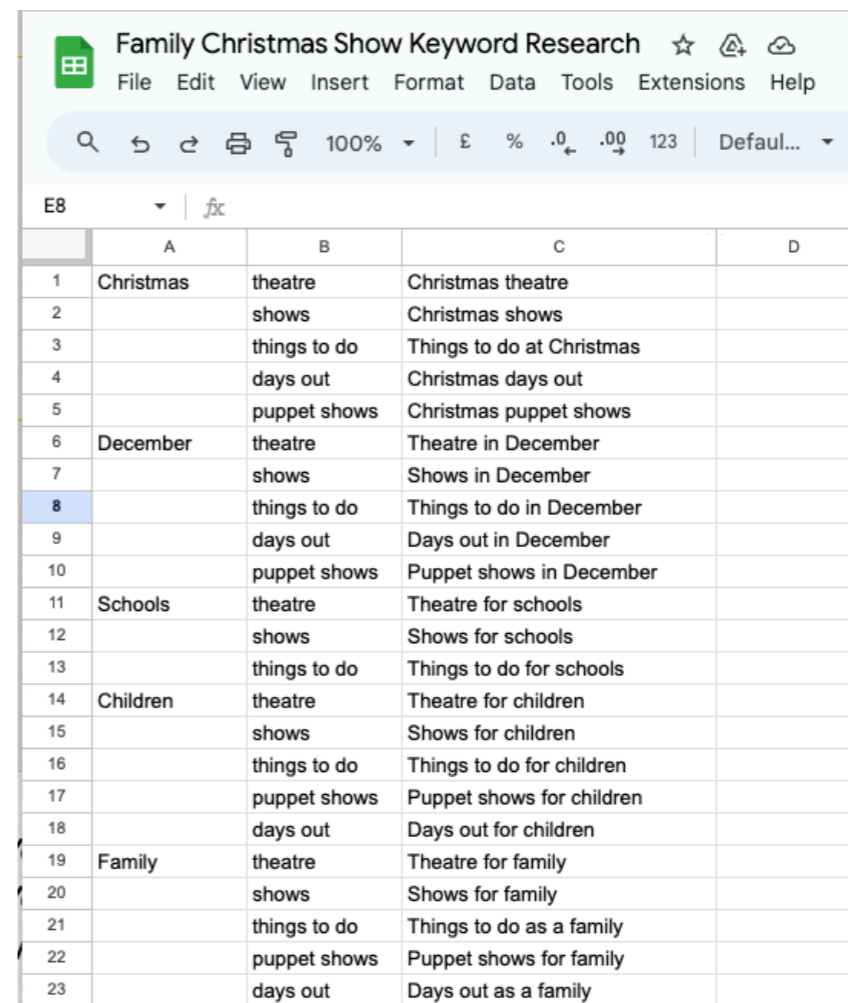


How to choose keywords



Get creative with keywords

- Use your existing knowledge as a starting point
- Write down all the variations you can think of



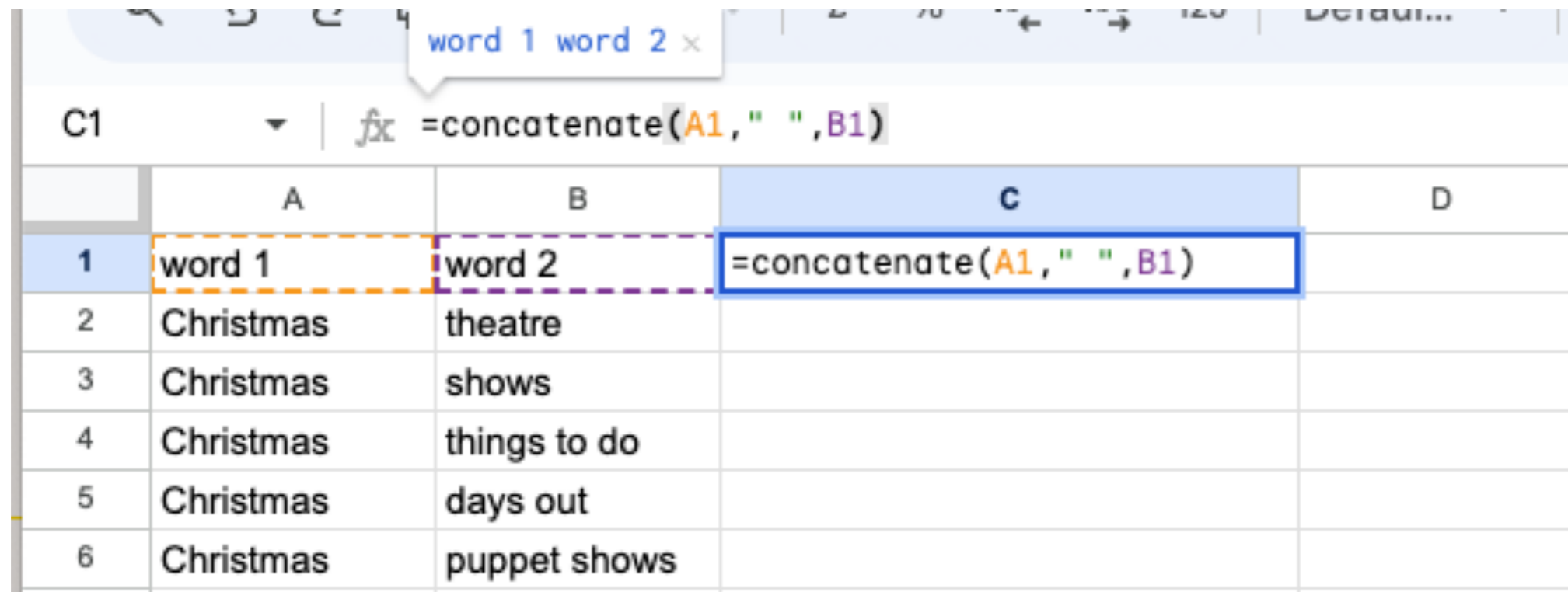
The screenshot shows a Google Sheet with the following data:

| | A | B | C | D |
|----|-----------|--------------|---------------------------|---|
| 1 | Christmas | theatre | Christmas theatre | |
| 2 | | shows | Christmas shows | |
| 3 | | things to do | Things to do at Christmas | |
| 4 | | days out | Christmas days out | |
| 5 | | puppet shows | Christmas puppet shows | |
| 6 | December | theatre | Theatre in December | |
| 7 | | shows | Shows in December | |
| 8 | | things to do | Things to do in December | |
| 9 | | days out | Days out in December | |
| 10 | | puppet shows | Puppet shows in December | |
| 11 | Schools | theatre | Theatre for schools | |
| 12 | | shows | Shows for schools | |
| 13 | | things to do | Things to do for schools | |
| 14 | Children | theatre | Theatre for children | |
| 15 | | shows | Shows for children | |
| 16 | | things to do | Things to do for children | |
| 17 | | puppet shows | Puppet shows for children | |
| 18 | | days out | Days out for children | |
| 19 | Family | theatre | Theatre for family | |
| 20 | | shows | Shows for family | |
| 21 | | things to do | Things to do as a family | |
| 22 | | puppet shows | Puppet shows for family | |
| 23 | | days out | Days out as a family | |



Get creative with keywords

- The “Concatenate” function can help if you’re using a spreadsheet



| | A | B | C | D |
|---|-----------|--------------|---------------------------|---|
| 1 | word 1 | word 2 | =concatenate(A1, " ", B1) | |
| 2 | Christmas | theatre | | |
| 3 | Christmas | shows | | |
| 4 | Christmas | things to do | | |
| 5 | Christmas | days out | | |
| 6 | Christmas | puppet shows | | |



Get creative with keywords

- The “Concatenate” function can help if you’re using a spreadsheet

C1:C6 | `=concatenate(A1," ",B1)`

| | A | B | C | D |
|---|-----------|--------------|------------------------|---|
| 1 | word 1 | word 2 | word 1 word 2 | |
| 2 | Christmas | theatre | Christmas theatre | |
| 3 | Christmas | shows | Christmas shows | |
| 4 | Christmas | things to do | Christmas things to do | |
| 5 | Christmas | days out | Christmas days out | |
| 6 | Christmas | puppet shows | Christmas puppet shows | |



Get creative with keywords

Review the keywords you're already ranking for with Google Search Console

Google Search Console

Improve your performance on Google Search

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues and make your site shine in Google Search results

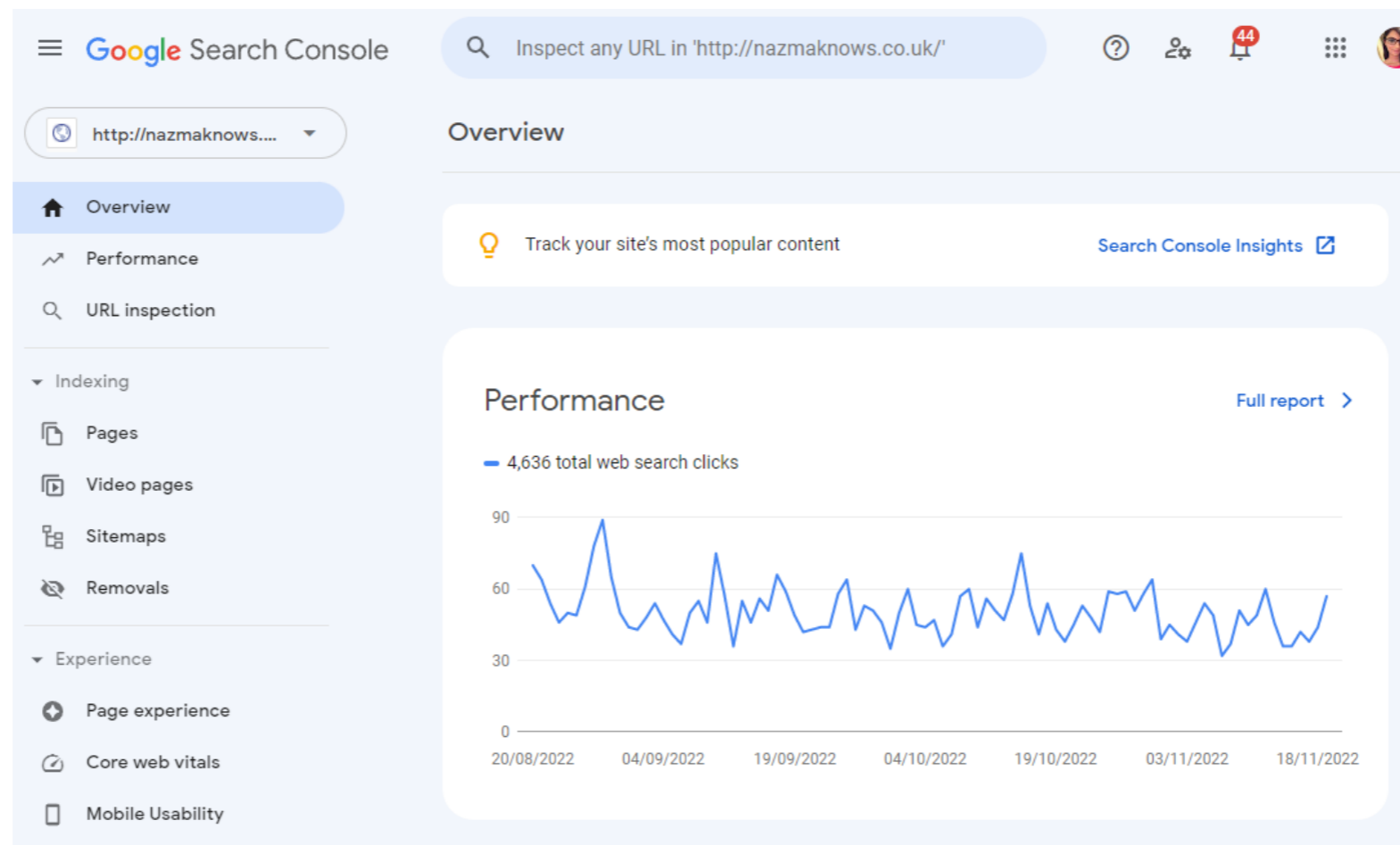


<https://search.google.com/search-console>



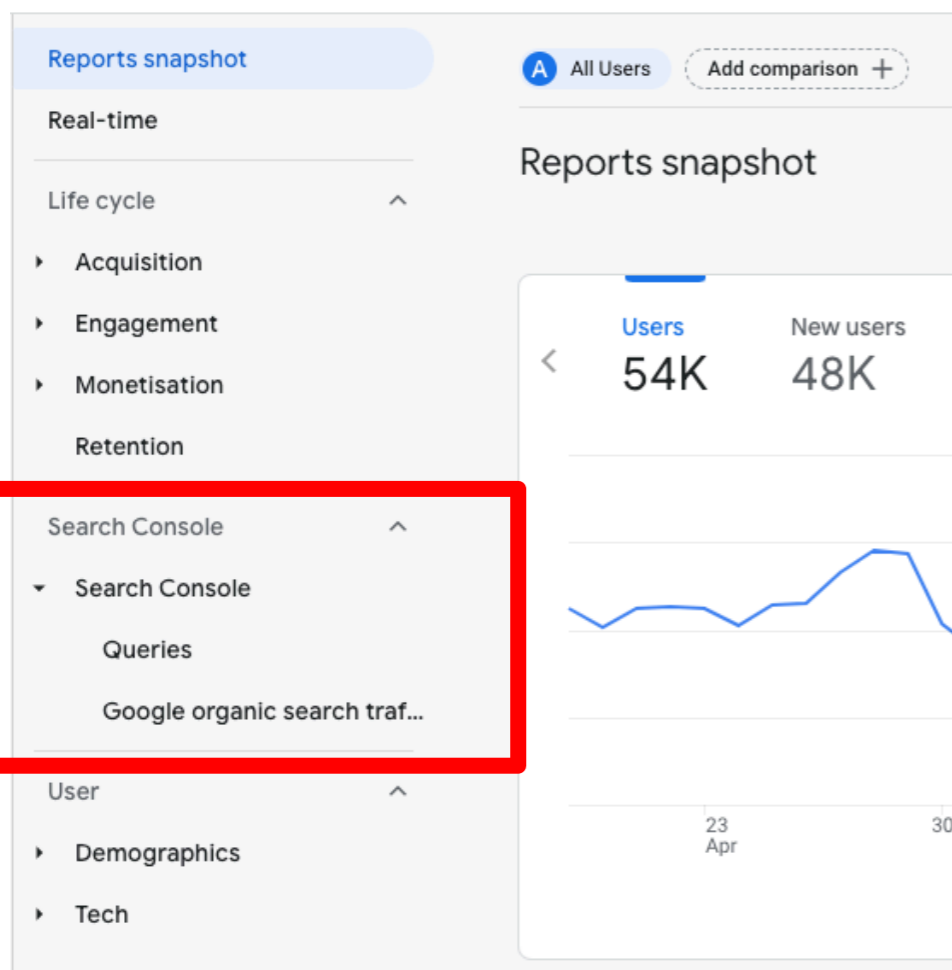
Get creative with keywords

Review the keywords you're already ranking for with Google Search Console



Get creative with keywords

You can also review your Search Console data in GA4



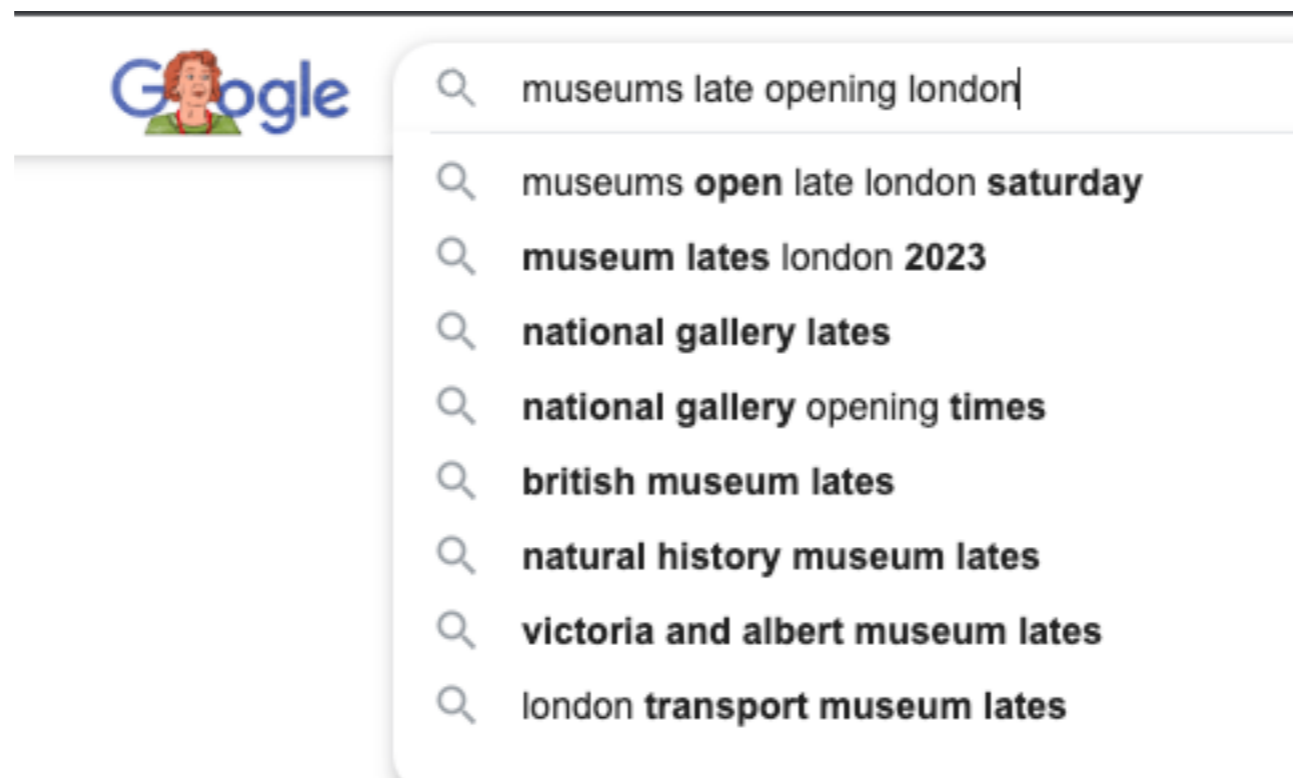
Recommended Article:

<https://www.analyticsmania.com/post/connect-google-search-console-with-google-analytics-4/>



Get creative with keywords

Google Auto-Suggest can also be helpful



Get creative with keywords

Related Searches and People also asked can also be helpful

Google search for "family theatre shows".

Related searches

- Manchester City Theatre
- Palace Theatre Manchester
- HOME Theatre Manchester
- Royal Exchange, Manchester
- Hope Mill Theatre
- Theatre Royal, Manchester
- Contact Theatre

See more →

Manchester Theatre shows 2023

Feedback

family theatre shows manchester

theatre shows for toddlers manchester

family theatre shows north west

family theatre shows liverpool

Family theatre shows near me

kids theatre shows

Family theatre shows 2023

family shows manchester 2023

Google search for "family theatre shows".

manchester-theatre.co.uk
https://www.manchester-theatre.co.uk › index_family

Best Family Shows in Manchester 2023/24

Family Shows in Manchester · Wicked · Aladdin · The Wizard of Oz · Peter Pan Goes Wrong · Awful Auntie · Madagascar: The Musical · Jack and the Beanstalk · Peppa Pig's ...

Quaytickets
https://www.quaytickets.com › en-GB › categories › c...

Children/Family

Quaytickets - Buy With Confidence. Secure tickets for theatre, music, the arts, days out and more ... Family. 25 shows found. Recommended Events. Day Out With ...

The Lowry
https://tickets.thelowry.com › en-GB › categories › fa...

Family

The Lowry Theatre, Salford | Buy With Confidence. Secure tickets in partnership with Quaytickets ... Family. 14 shows found. Recommended Events. The Lowry Gallery ...

People also ask

- What's on in Manchester for kids?
- What's in at the Theatre for kids?
- What shows are on for children?
- What is on in Liverpool Theatres for kids?

Feedback



Get creative with keywords

Ask your AI tool of choice


Example prompt




I'm doing some SEO optimisation. Can you help me generate a list of keywords - what would people be searching for on the theme of "family Christmas theatre show"



Great creative with keywords


ChatGPT3 response:



Certainly! Here are some keywords and phrases that people might use when searching for a family Christmas theater show:   

1. Family Christmas theater show
2. Christmas play for families
3. Holiday theater performances
4. Christmas show for kids and families
5. Festive family-friendly theater
6. Children's Christmas play
7. Family-friendly holiday performances
8. Christmas theater for all ages
9. Holiday stage shows for families
10. Kid-friendly Christmas theater



You can also consider incorporating location-based keywords if the theater show is specific to a particular area or city. Additionally, using variations of these keywords in long-tail phrases can further optimize your content for specific search queries.


 Regenerate



Get creative with keywords

Bard response:

View other drafts  

 Sure, here is a list of keywords that people might be searching for on the theme of "family Christmas theatre show":

- family Christmas theatre show
- Christmas theatre show for families
- kids Christmas theatre show
- festive theatre show
- holiday theatre show
- Christmas musical
- Christmas pantomime
- Christmas ballet
- Christmas nativity play
- Christmas theatre show near me
- Christmas theatre show tickets
- Christmas theatre show reviews



Get creative with keywords

Bard response continued:

You can also use more specific keywords that target certain types of shows, such as:

- Christmas musical for kids
- Christmas pantomime for families
- Christmas ballet for all ages
- Christmas nativity play with singing
- interactive Christmas theatre show
- outdoor Christmas theatre show

You can also use long-tail keywords, which are more specific and less competitive than short-tail keywords. For example, instead of just targeting the keyword "Christmas theatre show", you could target keywords like "family Christmas theatre show in London" or "Christmas musical for kids under 10".



Get creative with keywords

You can ask your AI to build keyword combinations for you



can you concatenate some keywords for me to get variations of category 1 and category 2 words?
I want combinations of the following that make sense -
category 1: christmas, festive, december, family, for kids,
category 2: theatre, shows, events, things to do,

View other drafts 



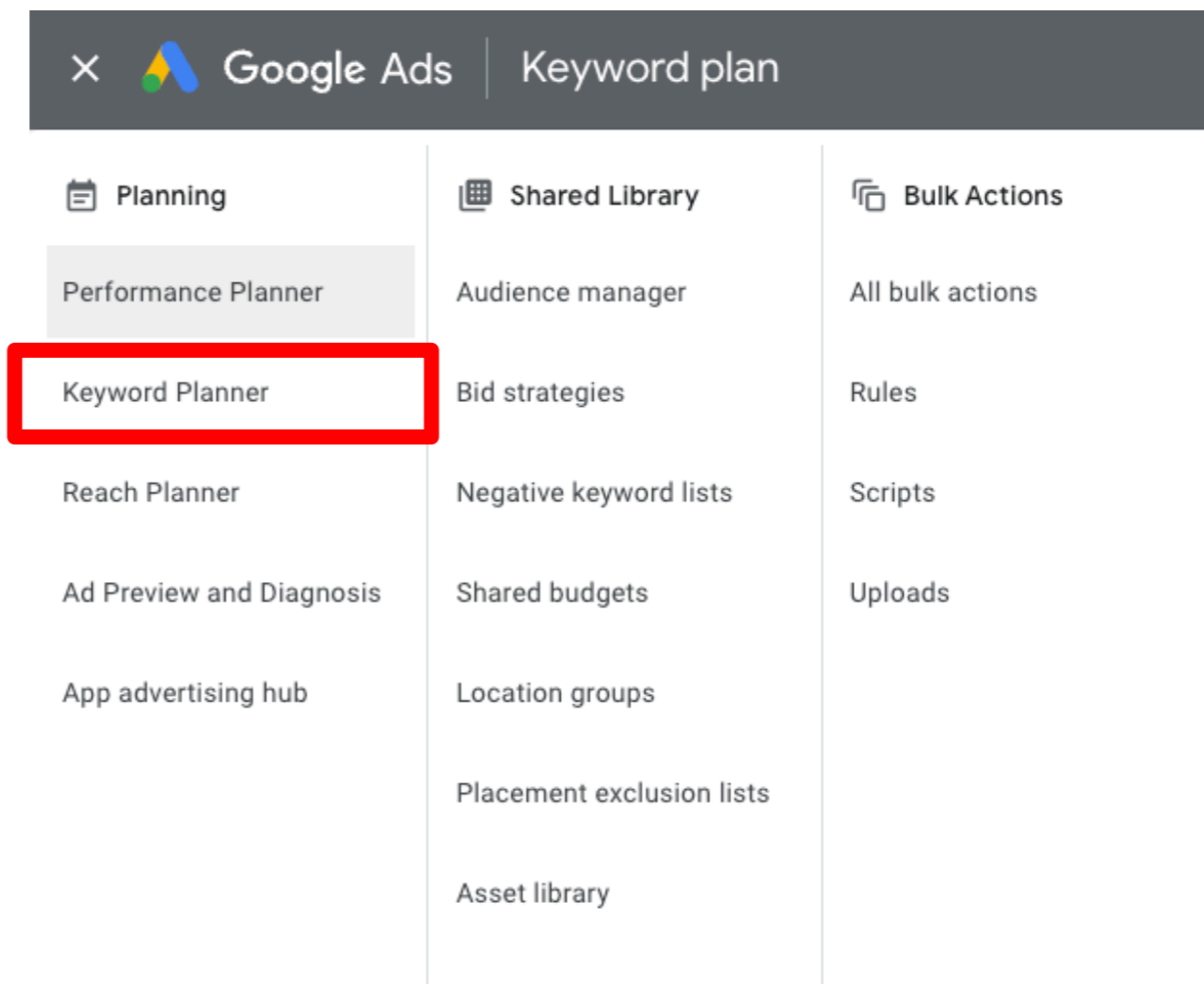
Sure, here are some combinations of the keywords you provided that make sense:

- Christmas theatre shows for families
- Festive theatre events for kids
- December theatre things to do for families
- Family theatre shows in December
- Theatre shows for kids in the festive season
- Christmas events for kids in December
- Festive events for families in December
- December things to do for kids in the festive season



How to choose keywords

Google Ads keyword planner tool



How to choose keywords

Google Ads keyword planner tool

📍 England, United Kingdom 🌐 All languages 🔍 Google

+

| Keyword | ↓ Avg. monthly searches | Competition |
|--------------------------------|-------------------------|-------------|
| darlington theatres | 2,900 | Low |
| theatre shows near me | 2,400 | Low |
| childrens theatre | 1,900 | Low |
| childrens birthday party venue | 480 | Low |
| theatre hullabaloo | 210 | Low |
| <u>theatre for children</u> | — | — |



How to choose keywords

Meeting room hire example

| Keyword | Clicks | Impressions ▾ | Avg Position |
|------------------------------|--------|---------------|--------------|
| boardroom | 1 | 3,107 | 44.36 |
| boardroom hire | 0 | 742 | 80.59 |
| boardroom for hire | 0 | 393 | 54.88 |
| boardrooms | 0 | 360 | 77.26 |
| meeting room hire shoreditch | 0 | 231 | 79.47 |
| boardroom for rent | 0 | 209 | 88.14 |
| conference mc | 0 | 202 | 36.46 |
| boardroom rental | 0 | 134 | 73.65 |
| boardroom projectors | 0 | 99 | 83.35 |
| rent boardroom | 0 | 96 | 72.66 |
| boardroom hire hayes | 0 | 86 | 86.37 |
| urban planning conference | 0 | 71 | 54.7 |
| boardroom hire southall | 0 | 64 | 42.89 |
| town planning conference | 0 | 57 | 91.63 |

| Keyword | ↓ | Avg. monthly searches |
|-------------------------------|-------|-----------------------|
| meeting rooms london | 3,600 | |
| meeting room hire london | 3,600 | |
| conference venue london | 2,400 | |
| conference venue shoreditch | 320 | |
| meeting rooms shoreditch | 320 | |
| meeting rooms east london | 210 | |
| meeting rooms for rent london | 210 | |
| small conference venue london | 90 | |
| conference venue east london | 70 | |
| meeting rooms hackney | 50 | |
| meeting room hire shoreditch | 50 | |
| creative meeting rooms london | 40 | |
| meeting room hire east london | 20 | |



How to choose keywords - summary

- Use your existing knowledge to map out variations
- Check Google Search Console for keywords you're already ranking for
- Ask your AI of choice
- Use Google Ads Keyword Planner to help you prioritise keywords



Future SEO considerations

Google's Search Generative Experience (SGE)

The screenshot shows a Google search for "what is the most common element on the periodic table". The search bar includes the Google logo, the query, and icons for voice search, image search, and a search button. Below the search bar are navigation tabs for "Converse", "Images", "News", "Reddit", "Videos", and "Maps".

The main content area features a "Generative AI is experimental. Info quality may vary." warning. Below this is a summary: "Hydrogen is the most common element on the periodic table. It makes up around 74% of the detectable content of the universe and 91% of the atoms in the universe. Hydrogen is the simplest element in the universe, with just one proton and one electron. It's also the only element that doesn't have a neutron. Hydrogen has existed since atoms formed in the remnants of the Big Bang." Below the summary is another paragraph: "The other most common elements in the universe are helium, oxygen, carbon, and neon." To the right of the text are three cards: "Hydrogen - Element information, p...", "Why Is Hydrogen the Most Commo...", and "Most Common Elements in the Universe & on...".

At the bottom of the search results, there are "Ask a follow up" buttons with suggestions: "What is the rarest element in the universe?", "What are the 3 uses of hydrogen?", and "What are the 3 m...".

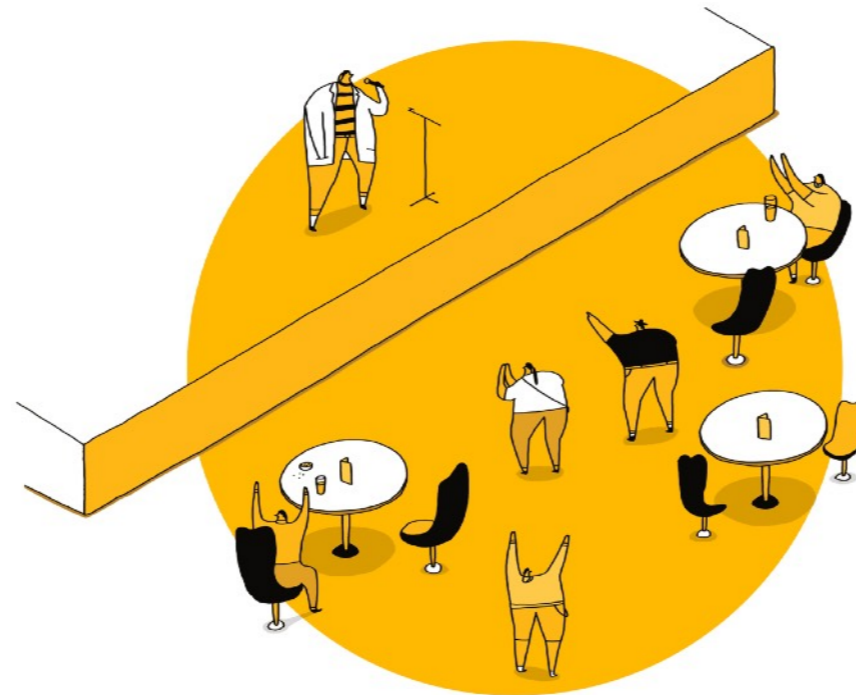
Below the search results is a snippet from the International Energy Agency (IEA) for "Hydrogen - IEA" with the URL "https://www.iea.org > energy-system".



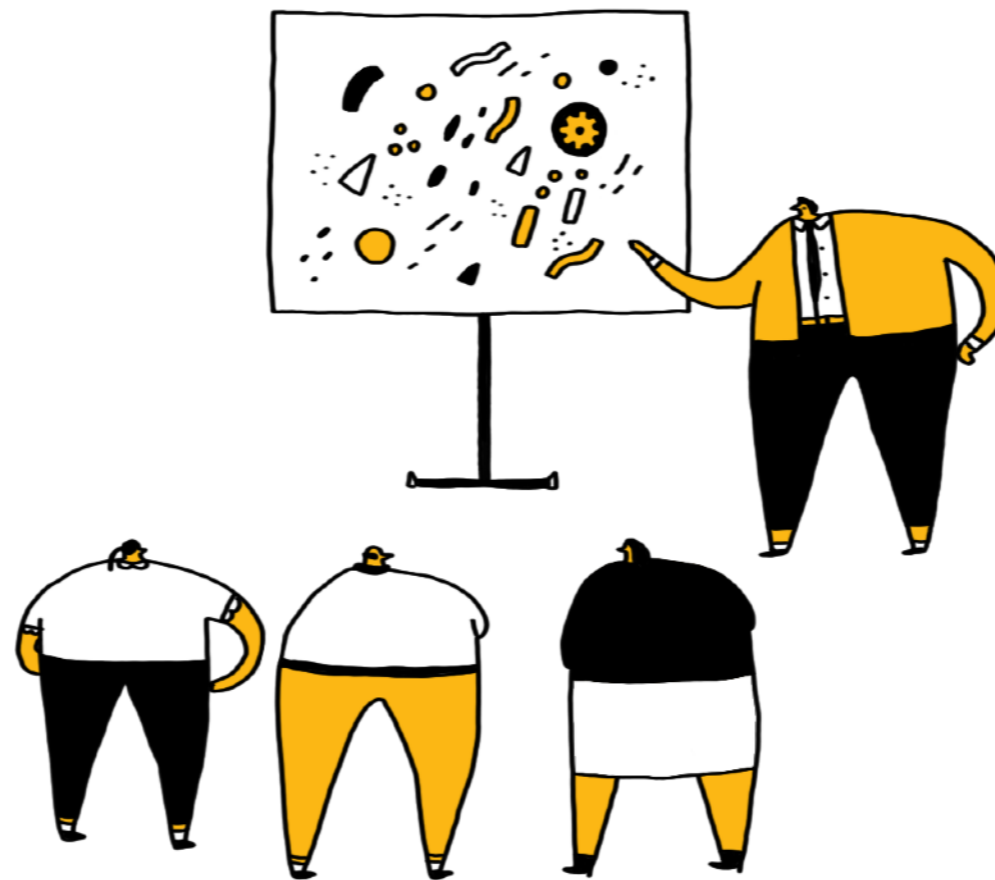
Future-proofing your SEO strategy

Keep your audience and Google's objectives in mind...

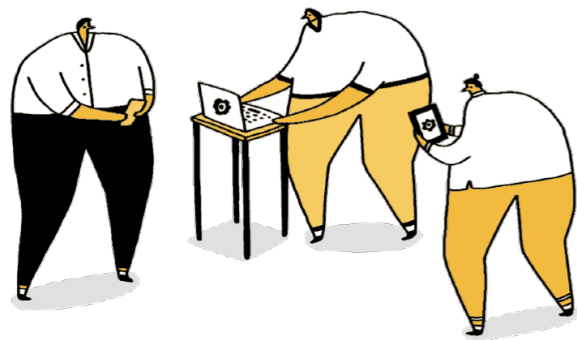
Does your web page offer the best response for a user to that query?



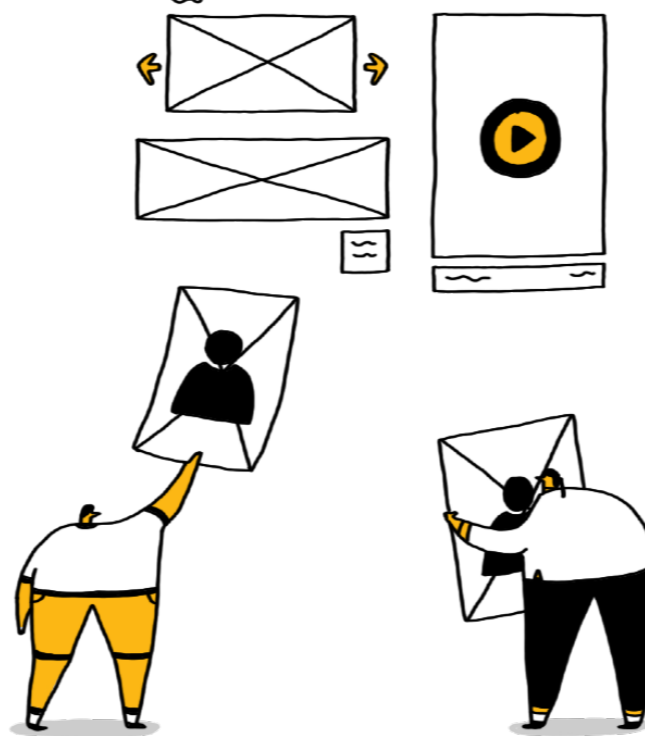
Summary & recap



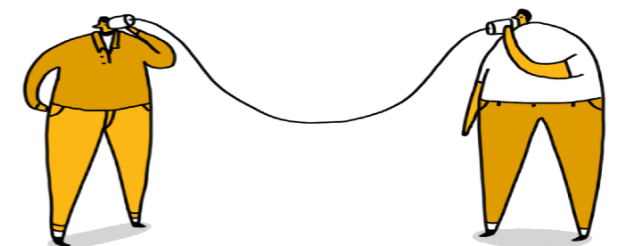
Three SEO Basics



1. Technical Site Setup



2. Website Content



3. Backlink Profile



How to use keywords - summary

- Page Titles + Meta descriptions
- In your headings
- On-page in paragraphs – ideally near the top of the page
- In image captions only when relevant



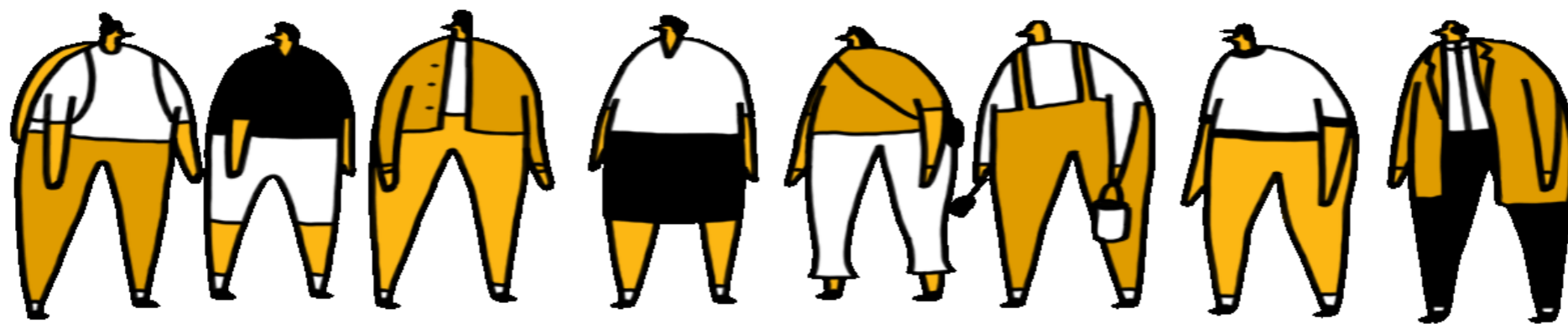
How to choose keywords - summary

- Use your existing knowledge to map out variations
- Check Search Console for keywords you're already ranking for
- Ask your AI of choice
- Use Google Ads Keyword Planner to help you prioritise keywords



Resources - cogdesign.com/amadigital23

- Web content SEO guide pdf
- SEO guide article
- Optimising images article



SEO Creativity Keywords, AI and beyond



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