

Post. Share. Rank. Why Your Next SEO Win Starts Beyond the Hashtag

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President

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Jonathan Bentz

Growth Strategist

Direct Online Marketing

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DOM DIRECT ONLINE
MARKETING

Who Are These Dudes?

Let's Go!



Meet Your Speakers



Bob Bentz
President
Purplegator



Jonathan Bentz
Growth Strategist
Direct Online Marketing

About Jonathan (Bentz)

- SEO Guy for 20+ years
- Career in luxe travel, tech, and #agencylife
- Advisor from Inc. 5000's to startups
- Retired sports blogger
- Church Media Director
- Black Belt
- Father of 5 (3 kids, 2 dogs)

PS – You can just call him “Bentz”.
Seriously. Everybody does. It's fine.



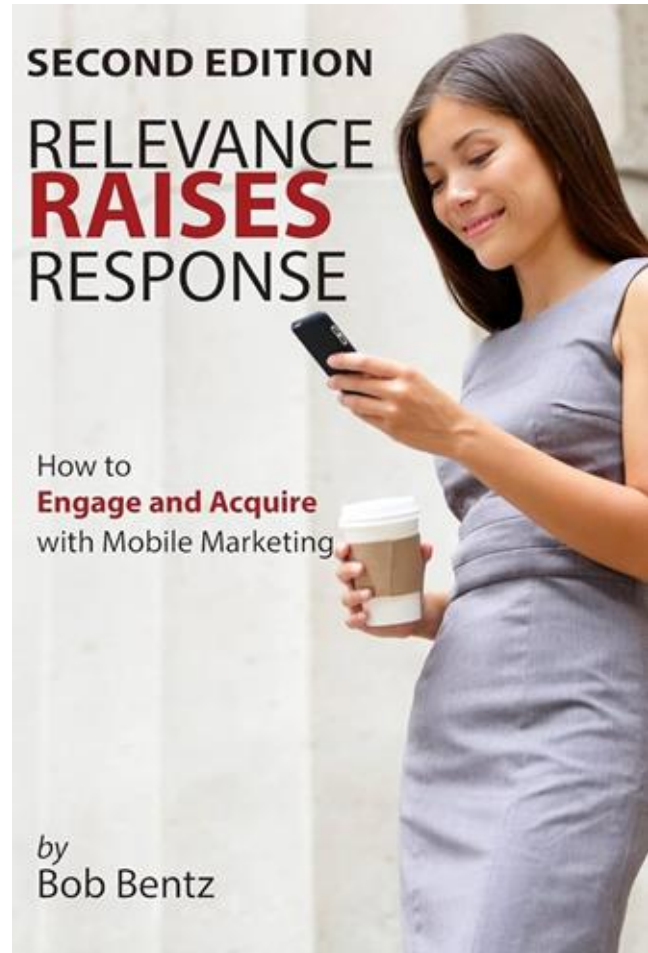
About Uncle Bob

- Television ad sales guy
- Advanced Telecom Services
- Purplegator
- Author of 3 marketing books
- Adjunct Professor
- Alexia Vanides Award Winner
- Baseball Coach
- Dog Rescuer



Shameless Plug Alert!

- IMC 529 Textbook
- Available at Amazon and other fine online bookstores.



The Research

How Does Social Media Affect SEO?



Search engines are where people start finding answers to issues they need brands and products to help them solve.

- **88% of consumers trust user reviews** as much as personal recommendations. (OptinMonster)
- **53% of total website traffic** is referred by search engines. (SEO Inc.)
- Top ranking pages in Google had **3.8x more social shares** than pages ranked #2-10. (HootSuite)

Brands need you to tell their stories.

You need search engines to grow outside of hashtags.

Social Signals

What Are Traditional Social Signals?

- Shares
- Likes
- Comments
- Click/Tap Throughs
- Impressions
- Saves
- Follower Increases



Do Social Signals Affect SEO Rankings?

NO!

- Likes, shares, follows, retweets, are NOT direct ranking signals in its algorithm. (Google)
 - Social platforms often restrict crawlers.
 - Social stats are easily manipulated.
- Not all social content is indexed.
- Most links are “nofollow.”



“We don’t use social signals as a ranking factor.”

John Mueller –Google

So, What are we doing here?

How Social Signals **INDIRECTLY** Affect SEO Rankings

Influencing Key Ranking Metrics

- Increased traffic – **76% of consumers purchase something based on social content** (Sprout Social)
- Enhanced brand authority – Brand searches signal greater trust and search relevance (Trial Guides)
- Improved engagement metrics – Short form videos on-sites lead to longer dwell times (Firework)
- Content amplification – Pages that get shares get backlinks and also get rankings (OptinMonster)
- Faster indexing – Shared content gets fast index because of more places to be found (Sprout Social)

So, While Google Says:

“Likes and shares are not direct ranking signals.”

SEO Pros Say:

“Likes, shares, and follows are not direct Google ranking signals, but they strongly impact visibility, backlinks, branded search, and engagement — all of which affect SEO performance.”

SEO Used To Be So Easy...

- Write Article
- Insert Keywords
- Build Spammy Backlinks
- Call To Action To Buy Now

ringingphone*



AI Visibility Wins With Social Media

Terms To Know Before We Go...



- Google AI Overviews (AIO)
- Answer Engine Optimization (AEO)
- Generative Engine Optimization (GEO)

Even though a lot of these terms are interchangeable, social media content is handled differently based on what type of optimization you are trying to capitalize on for your strategy.

What Are Google “AI Overviews”?

who makes the best pepperoni rolls

All Mode All Shopping Short videos Images Videos Forums More + Tools +

Nearby Brand Buy Frozen Pizzas Dinner Rolls Get it fast Recipe On sale Online Reviews Frozen Fresh Ultra >

AI Overview

The “best” pepperoni rolls depend on your preference for sliced or stick pepperoni and soft or hard dough. However, the definitive legends are in [West Virginia](#). Top historical and critically acclaimed options include: [www.tastevv.com](#) <3>


- **Country Club Bakery (Fairmont, WV):** The undisputed birthplace of the pepperoni roll, famous for its pillowy dough and original stick pepperoni.
- **Tomaro's Bakery (Clarksburg, WV):** West Virginia's oldest Italian bakery, highly praised by food critics for its classic Italian dough.
- **Home Industry Bakery (Clarksburg, WV):** Famous for their cheese additions, hot pepper cheese options, and rolls baked with Oliverio peppers.
- **D'Annunzio's (Clarksburg, WV):** Known among locals for firm Italian bread and high-quality stick pepperoni. [www.tastevv.com](#) <3>

If you are looking for fresh artisanal takes outside of the immediate area, the **Bread Chef Bakery** in Youngstown, Ohio, is highly acclaimed by regional food writers for its yeasty dough and spicy, high-quality pepperoni. [Eater](#) <3>


If you are looking for widely available commercial brands found in regional gas stations, check out **Julia's Original Pepperoni Rolls** or **Home Industry Bakery** rolls, both of which can be ordered online. [Reddit](#) [iMorgantownWV](#) <3>

For mail-order or to browse a wider selection of legendary makers, you can explore the Goldbelly nationwide shipping network.


7 sites

The Ultimate List of the Best Pepperoni Rolls You HAVE to Try
Dec 13, 2024 — D'Annunzio's appeals to traditionalists with a roll made from firm Italian bread and filled with... 


[www.tastevv.com](#)

Best pepperoni rolls in Morgantown? : iMorgantownWV - Reddit
Sep 16, 2025 — All these people know Morgantown! And, Mid-Atlantic Market has the best selection of all... 

Reddit - iMorgantownWV

What are the best pepperoni rolls to ship out of state? - Facebook
Jun 13, 2025 — D'Annunzio is the best. You can actually order them online and have them shipped. 

Facebook - Harrison County WV Ran...

Pepperoni Rolls Official Store | Julia's Pepperoni Roll®
Fresh Baked Pepperoni Rolls, Ready to Eat Anytime Julia's Original Pepperoni Roll® are fully cooked... 

Julia's Pepperoni Roll

Google AI Overviews (Defined)

- **The Definition** – Google AI Overviews (AIO) are the AI-powered feature that dynamically generates answers to your searches.
- **Google First** – Instead of showing **YOUR** content, Google now paraphrases your content and then delivers that summary as **THEIR** response.

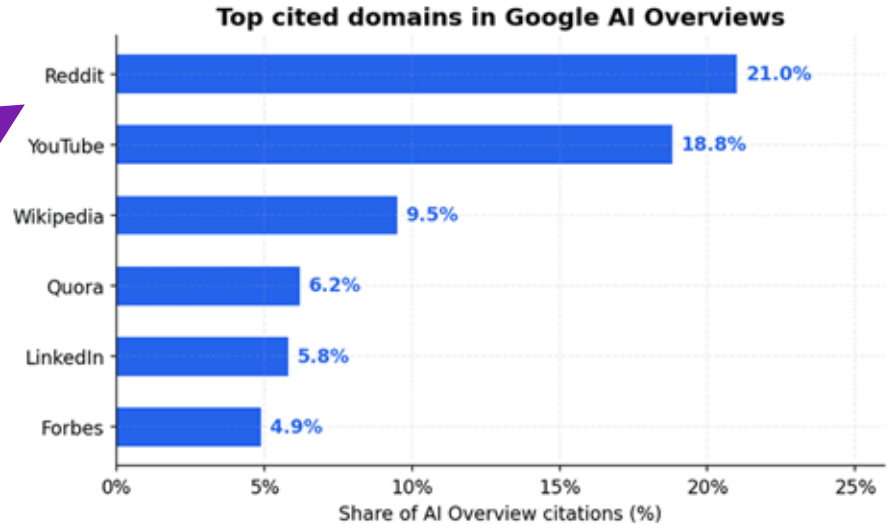
**Will they credit you
for that hard work
you did?
*Maybe.***

AIO = New Opportunities For You

- **Whether you create content for a business, as an influencer, or at an agency...**

Google wants to reward you by showing off the content you create in AI Overviews and AI Mode!

- Repurpose and promote your top content on other sites like:
 - Quora
 - Reddit
 - LinkedIn
 - YouTube
 - Medium




Source: Profound, SE Ranking, Ahrefs aggregated 2025-2026

Does This Actually Work?

heartworm prevention for dogs

AI Overview



Heartworm preventatives for dogs are prescription medications administered either monthly (chews/topicals) or via a veterinarian-administered injection every 6 months. Because heartworm treatment is toxic, expensive, and difficult, year-round prevention is highly recommended. Dogs must test negative for heartworms before starting preventative treatment. [American Heartworm Society](#) +3

Top veterinarian-recommended options include:

- 1. Oral Chews & Tablets**
 - **Simparica Trio:** A monthly chew that prevents heartworms, kills fleas and ticks, and treats hookworms and roundworms.
 - **Heartgard Plus:** A monthly ivermectin-based chew that prevents heartworms and controls roundworms and hookworms.
 - **Interceptor Plus:** A monthly chew (milbemycin oxime + praziquantel) that protects against heartworms, hookworms, roundworms, whipworms, and tapeworms.
 - **NexGard PLUS:** A monthly chew offering broad-spectrum protection against heartworms, fleas, ticks, roundworms, and hookworms. [American Heartworm Society](#) +8
- 2. Topical Medications (Spot-ons)**
 - **Advantage Multi:** A monthly topical that prevents heartworms, kills fleas, and treats hookworms, roundworms, and whipworms.

Pets

Heartworm disease
Heartworms can be found in countries all around the world. In the United States, they are most common.

Cornell University College of Veter...

What flea/heartworm preventative do you use? : r/roughcollies - Reddit
Works great Frontline and Heartgard have worked well for our girl for the last 11 years, but she's not...

Reddit

Heartworm Prevention for Dogs & Cats - NexGard
Preventing Heartworm Disease Fortunately, heartworm disease is preventable with the use of...

NexGard

Frequently Asked Questions - Heartgard Plus
How can I reduce the risk of heartworm disease in my dog? There are 3 things you can do to help...

Heartgard

Heartworm Disease Prevention - Heartgard
HEARTGARD® Plus (ivermectin/pyrantel) chews prevent heartworm disease and protect from...

What Is Answer Engine Optimization?

- **The Definition** – Answer Engine Optimization (AEO) is a method of structuring your content so that it can be served in direct answers on AI platforms, as well as voice engines that you talk to like Siri or Alexa.
- **Made For Users, Sorta Helpful For You** – AEO positions your content as a deterrent to using a search engine. You want your content to be provided as the answer so your audience does not have to scroll through links to get answers.
- **Mobile First** – So, instead of sending users to **YOUR** content, AI platforms and apps like Siri and Alexa will recite your content as **THEIR** response.



How Is This Helpful To You?

- **Higher brand awareness** and **greater brand trust**
 - *“According to ...”*
- Gain position for the **“Zero-Click” future of marketing**
- The more specific the question, the further along the research phase your prospective clients and customers will be.
- Influence your content creation strategy.
 - **Ask your AI assistant** *“what are the most common questions you get asked about...”*
 - Create content to fill in those gaps!



What is Generative Engine Optimization?



- **The Definition** – Generative Engine Optimization (GEO) is optimizing your content to be discovered when users of ChatGPT, Claude, Co-Pilot, Gemini, or Perplexity are searching for answers.
- **New Frontiers For Users, Creators, And Marketers** – these tools don't just return a page of blue links.

Instead, they generate synthesized answers.

- **ChatGPT First** – Instead of showing **YOUR** content, ChatGPT will process it, interpret it, summarize it, and then deliver **THEIR** response.

Similar to Google AIO, they **may or may not credit you**.

Does This Actually Work?

who makes the best pepperoni rolls?

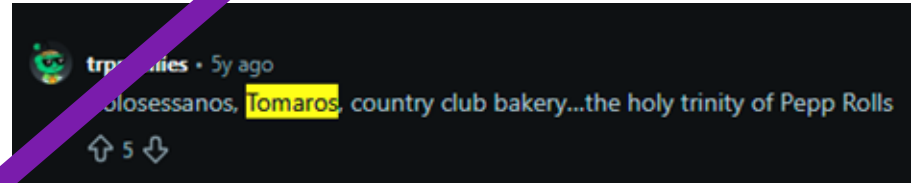
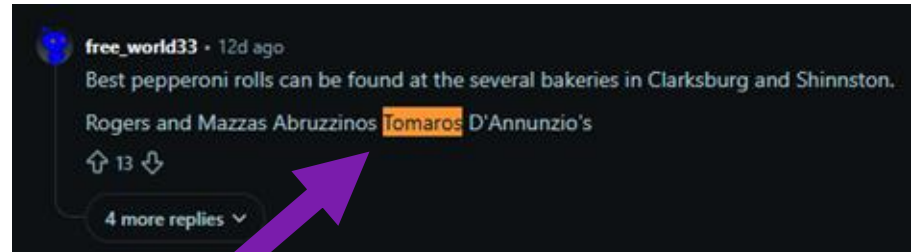


If you ask 10 people from West Virginia, you'll get 12 answers. Pepperoni rolls are basically a religion there.

The names that come up over and over are:

- Country Club Bakery — the original home of the pepperoni roll, dating back to 1927. A lot of people treat this as the "classic benchmark." [Wikipedia · 1](#)
- Roger's & Mazza's Bakery — huge local favorite for soft bread + greasy pepperoni balance. Often mentioned by WV locals as elite-tier. [Rogers · 1](#)
- Tomaro's Bakery — maybe the most passionately defended choice online. Reddit threads constantly bring it up as "the best." [Reddit · 1](#)
- Julia's Pepperoni Roll — the widely shipped, classic convenience-store style roll. [PepperoniRolls](#)

The funny thing is: many Appalachians will tell you the best pepperoni roll is still the homemade school-lunch version from childhood. That nostalgia factor is undefeated. [Reddit](#)



SEO Wins With LinkedIn

LinkedIn Is Having Its Moment In 2026

In 2026, LinkedIn content from professional accounts has become essential to driving brand visibility in AI searches for B2B brands.

THE MEDIA COPILOT

News Reviews Guides AI Courses Newsletter Podcast Events About

LinkedIn is now the top-cited domain in professional AI search, Profound says

SocialMediaToday Library Events Press Releases

SEMRUSH
An Adobe Company

Products Pricing Resources Enterprise

Facebook TikTok Instagram Snapchat Pinterest X (Twitter) Blog SEO Marketing News & Research Product

Report looks at how LinkedIn is dominating B2B queries in AI chatbots

Semrush > Blog > News & Research > Original Research & Studies

We Analyzed 89K LinkedIn URLs Cited in AI Search: Here's What Drives Visibility

LinkedIn / Search Playbook

A few best practices:

- Repurpose your top performing blog posts as LinkedIn Pulse articles
- Publish longer form posts
- Include alt text on images
- High engagement not required
- Post at least 1-2 times per week
- Large follower count not required
- Company Pages and Individual Creators can succeed



Does This Actually Work?



job interview questions

All Short videos Images Videos News Forums More

AI Overview

Mastering the most common job interview questions requires **preparation, conciseness, and relevant examples**. Use the [Indeed Interview Guide](#) to review hundreds of common prompts, and practice the [LinkedIn Interview Tips](#) for structuring your answers effectively. [@ LinkedIn - Jeff Haden](#)

1. "Tell me about yourself."

This is typically the first question and sets the tone. Keep your answer professional and under 60 seconds. Briefly touch on your past experience, key skills, and why you are interested in the position.

Show more

LinkedIn - Jeff Haden
1.2K+ reactions · 5 years ago

27 Most Common Job Interview Questions and Answers

27 Most Common Job Interview Questions and Answers - 1. "Tell me a little about yourself!" - 2. "What are your biggest weaknesses?" - 3. "What ... [Read more](#)

Keyword	Intent	Position	SF	Traffic	Vol. F
job interview questions	C I	+	+	1.9K	1.8M
job interview questions	C I	+	+	111.2K	1.8M
interview questions and answers	I	+	+	23	22.2K
interview questions and answers	I	+	+	1.3K	22.2K
job interview questions and answers	C I	+	+	18	18.1K
job interview questions and answers	C I	+	+	1.1K	18.1K
interview questions and answers for interview	I	+	+	15	14.8K
interview questions and answers for interview	I	+	+	899	14.8K
job interview interview questions	C I	+	+	10	9.9K
job interview interview questions	C I	+	+	601	9.9K
questions asked in interview with answers	I	+	+	8	8.1K

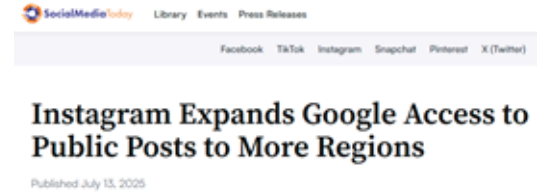
SEO Wins With Meta

Can Your Insta Content Be Indexed?

In July 2025, Instagram content from professional accounts began being indexed in Google results.

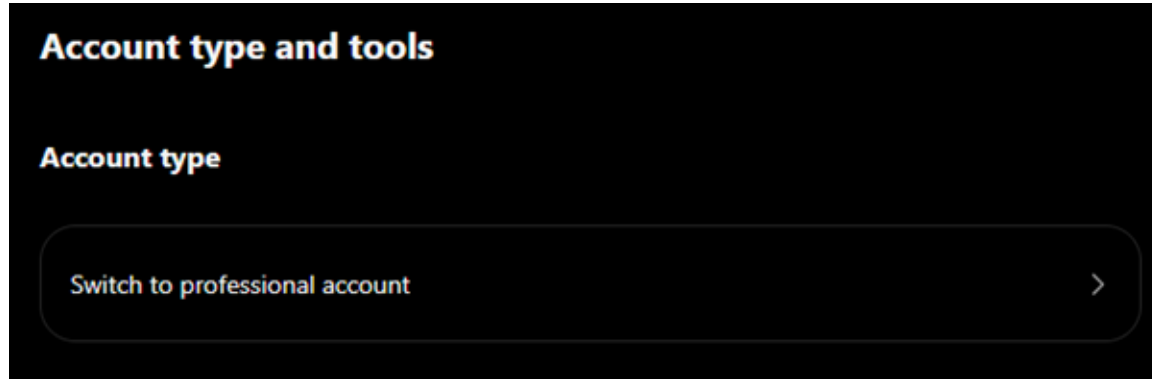


Scan to access to a help center doc deep in Instagram's support guides for more info



Can Your Insta Content Be Indexed?

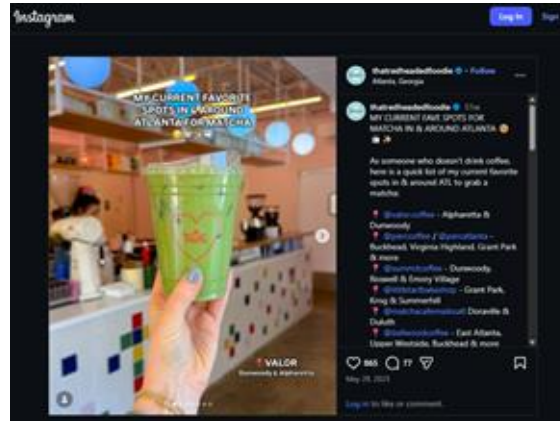
Unsure if you have a professional account?



Meta / Search Playbook

A few best practices:

- Incorporate keywords in your captions
- Use hashtags with relevant keywords
- Include alt text on images
- Educational posts will work best for SEO content:
 - How-To Posts
 - Case Studies
 - Tutorials
 - Guides



Does This Actually Work?


Google search results for "matcha atlanta". The results show a Google Business Profile for Matcha Cafe Maiko - Atlanta, an Instagram post, and a list of search suggestions with associated metrics.

Keyword	Intent	Position	SF	Traffic	Volume
matcha near me	T	7	📍 🌐 📄	4K	165K
best matcha near me	C	2	📍 🔗 ⚡ 🌐 +2	351	5.4K
matcha cafe near me	T	7	📍 🌐 🗨️ 🌐 📄	57	2.4K
matcha bear me	T	5	📍 🌐 🗨️ 🌐 📄	39	1.3K
matcha latte near me	T	7	📍 🌐 🗨️ 🌐 📄	38	1.6K
good matcha near me	T	6	📍 🌐 🌐 📄	30	1K
matcha atlanta	I		📄 2 🔗 📍 🌐 +3	18	140

Instagram post: Rachel | MY CURRENT FAVE SPOTS FOR MATCHA IN & ...

Suggest an edit: Own the business?

Does This Actually Work?

 Uber Eats
<https://www.ubereats.com> · ... · New York · Queens

THE 10 BEST CHINESE FOOD DELIVERY in Queens 2026

Enjoy Chinese Food delivery and takeaway with Uber Eats near you in Queens. Browse Queens restaurants serving Chinese Food nearby, place your order and enjoy! [Read more](#)

 Yelp
<https://www.yelp.com> · Restaurants

No 1 Chinese Food Schenectady, NY

No 1 Chinese Food Schenectady, NY; 1. No 1 Chinese Restaurant - (28 reviews), 0.7 mi, 1124 State St, Schenectady, NY 12304. (518) 374-0874; 2. Zhu's Kitchen - (48 ... [Read more](#)

3.7 ★★★★★ (5,315)

 dragonchinesefood.com
<https://www.dragonchinesefood.com>


Dragon Chinese Food - Salisbury

A family restaurant located in Salisbury Maryland, we offer New York and South Carolina style Chinese cuisine. [Read more](#)

 hotwokhandler.com
<https://www.hotwokhandler.com>

Hot Wok Chinese & Japanese Cuisine









Your go-to destination for authentic and delicious Chinese and Japanese food in Chandler, Arizona. Located at 1050 E Ray Rd #6, Chandler, AZ 85225. [Read more](#)

 Facebook · Living in McKinney, Texas
130+ comments · 1 year ago

What is the best Chinese food in McKinney/Allen area?

Best Chinese food in McKinney/Allen area?? We live close to Stacy/Ridge/121.
Top answer: Imperial garden! On Eldorado

People also ask

Keyword	Intent	Position	SF	Traffic	Volume
chinese food near me	T	5	   	117.3K	3.4M
best chinese near me	C	2	   	992	12.1K

SEO Wins With YouTube

Google Loves Itself Some Google

Most Visited Websites in the World, Updated March 2026

March 2026

Domain	Visits	Desktop share	Mobile share	MoM	YoY	Main Traffic Source		
google.com	93.83B	29.15%	27.35B	70.85%	66.48B	+16.03%	+1.03%	Direct
youtube.com	51.12B	30.91%	15.8B	69.09%	35.32B	+6.04%	+1.02%	Direct
facebook.com	8.9B	49.24%	4.38B	50.76%	4.52B	+17.98%	+8.8%	Direct
instagram.com	5.99B	43.24%	2.59B	56.76%	3.4B	+16.33%	+1.32%	Direct
chatgpt.com	5.2B	77.86%	4.05B	22.14%	1.15B	+15.92%	+68.01%	Direct
reddit.com	5.13B	36.65%	1.88B	63.35%	3.25B	+11.09%	+15.85%	Search
wikipedia.org	4.04B	26.19%	1.06B	73.81%	2.98B	+17.03%	+15.8%	Search
x.com	3.59B	9.78%	350.91M	90.22%	3.24B	+15.78%	+13.18%	Direct
x.com	3.55B	44.81%	1.59B	55.19%	1.96B	+20.11%	+7.96%	Direct
whatsapp.com	2.62B	87.51%	2.29B	12.49%	327.37M	+14.39%	+7.56%	Direct
x.com	2.35B	10.42%	244.51M	89.58%	2.1B	+14.51%	+11.43%	Direct
tiktok.com	2.23B	39.79%	888.61M	60.21%	1.34B	+10.99%	+0.94%	Direct
yahoo.com	2.11B	53.01%	1.12B	46.99%	989.41M	+17.84%	+3.05%	Direct
amazon.com	2.07B	43.18%	895.89M	56.82%	1.18B	+17.37%	+13.23%	Direct
duckduckgo.com	1.93B	12.16%	234.27M	87.84%	1.69B	+11%	+10.21%	Direct
yahoo.co.jp	1.84B	16.38%	301.92M	83.62%	1.54B	+10.73%	+9.22%	Direct
bing.com	1.82B	68.82%	1.25B	31.18%	567.42M	+15.26%	+47.35%	Direct

Google Loves Itself Some Google

What is the no. 1 site Google includes in the search results today?

YouTube has almost 10x the presence in Google results than any other site!

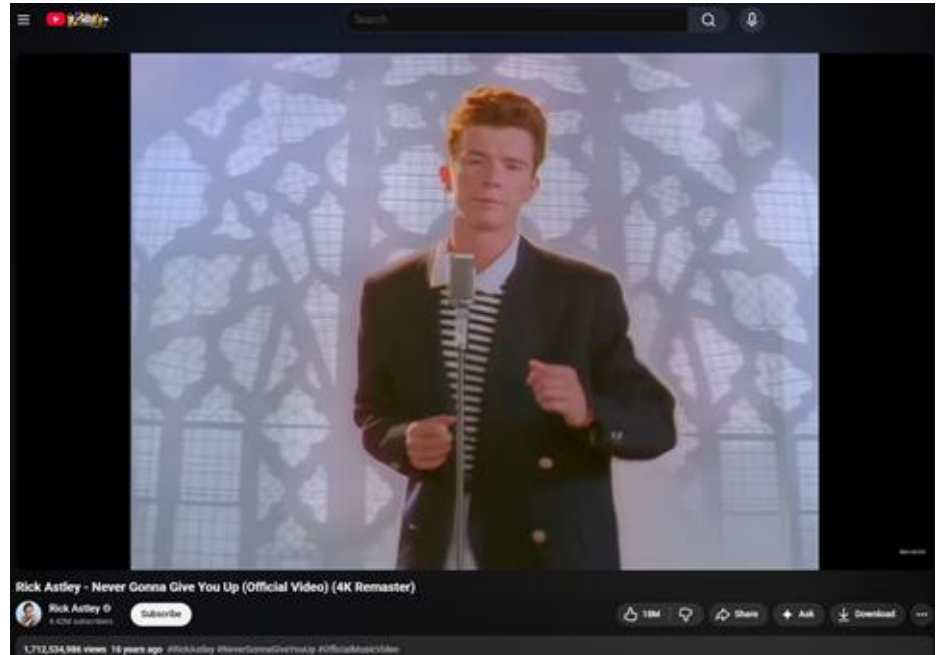
Semrush Rank 37,205,420

Rank	Domain	SE Keywords	SE Traffic	Costs \$/USD
1	youtube.com	1.7B	3.6B	2.5B
2	wikipedia.org	210.4M	1.7B	1.3B
3	reddit.com	308.4M	1.1B	943.7M
4	facebook.com	642.6M	1.1B	1.6B
5	instagram.com	541.5M	1B	654M
6	amazon.com	118.9M	599.7M	446.4M
7	google.com	44.2M	543.7M	2.5B
8	indb.com	47M	20.3M	154.8M
9		25M	28.7M	464.3M
10	tiktok.com	312.7M	269.7M	226.7M
11	espn.com	17.4M	265.7M	468.8M
12	fandom.com	73.7M	223.3M	55.8M
13	yahoo.com	54.8M	210.8M	293.3M
14	x.com	41.8M	203.9M	116M
15	yelp.com	130M	186.9M	189.7M
16	apple.com	47.4M	178.5M	207.4M
17	merriam-web...	12.7M	171.8M	130.9M
18	pinterest.com	153.4M	154.1M	47.9M
19		12.9M	149.9M	164.2M
20	walmart.com	40.6M	142.9M	65.2M

YouTube / Search Playbook

A few best practices:

- Incorporate keywords in your title, description.
- Use captions and include your transcript as an SRT file
- Use a relevant file name for the video on your thumbnail photo
- Help Google and YouTube contextualize your video with category selection



Does This Actually Work?

The Home Depot
https://www.homedepot.com/.../Garage Door Parts |

Garage Door Torsion Spring Cable - Garage Door Parts

Get free shipping on qualified Garage Door Torsion Spring Cable Garage Door Parts products or Buy Online Pick Up in Store today in the Doors & Windows ...
4.7 ⭐ store rating (4,116) · Free in-store returns
📍 Ontario · Open

YouTube · Getting It Done - Budget Home Repairs
20.2K+ views · 8 months ago

How to Replace Cables On Garage Door (easier than you think)

In this video, I show you how to replace cables on a garage door step by step, using tools you likely already have at home. I explain how to ...

5 key moments in this video

Lowell's
https://www.lowells.com/.../Garage Doors & Openers |

Shop Spring Cable Garage Door Parts & Hardware

Need to get your garage doors repaired or just need a replacement? We have a full range of garage door parts, such as brackets, locks, springs and cables. ... [Read more](#)
4.8 ⭐ store rating (3,220) · Free delivery over \$45 · Free 90-day returns

Sponsored result

Island Garage Door
https://www.islandgaragedoors.net |

Garage door cable replacement | Garage Door Repair Near Me

Roll up Door Cable Repair, Off-track Repair, Broken Panel Replacement and Roller Repair. Residential & Commercial Garage Door Repairs on All Types of Garages.
Garage Door Repairs · Broken Spring Repair · Fast Service in Your Area · Contact Us · Reviews

Hide sponsored result

Amazon.com
https://www.amazon.com/.../Garage-Door-Cable-Corner-... |

Garage Door Cables for 7 ft Door - 8 ft 6 inch Long, Heavy-

Check Before Buy: Our garage door wire cable is made for standard torsion systems and 7 ft door height. ONLY (it is longer because it wraps around the drum). [Read more](#)
30-day returns

Keyword	Intent	Position	SF	Traffic	Volume
garage door cable replacement near me	T	2	+3	355	14.8K
garage door cable	C I	+	+5	0	2.9K
garage door cable	C I	+	+5	15	2.9K
garage door cable	C I	+	+5	382	2.9K
garage door repair wire	C	+	+4	38	1.6K
garage door cables	C	+	+6	171	1.3K

SEO Wins With TikTok

Why Does SEO Matter For TikTok?

64% of Gen Z

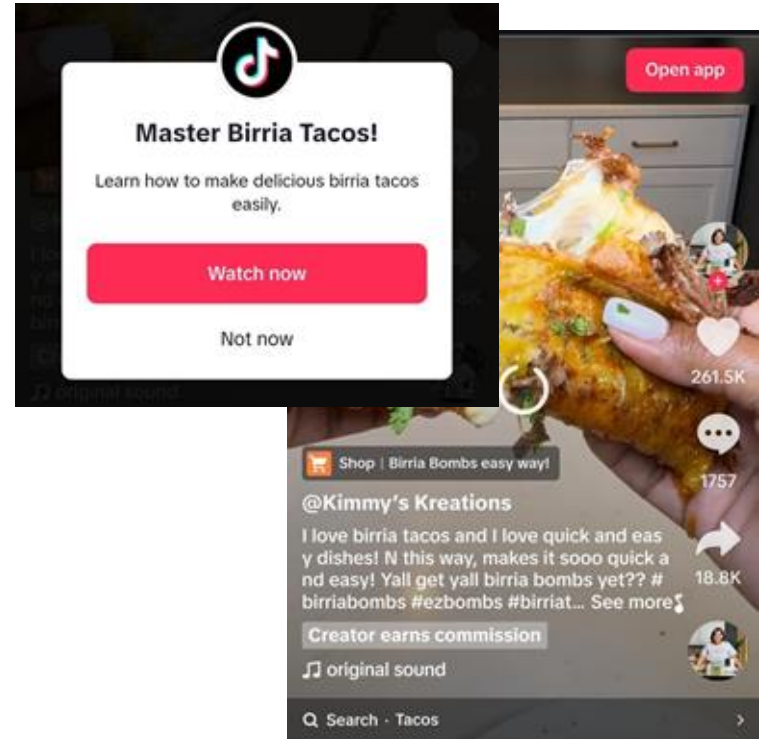
49% of Millennials

Use TikTok
as a search engine. ([SEJ](#))

TikTok / Search Playbook

A few best practices:

- On-screen text and captions
 - Bold and easy to read
- Say your keywords in the video content
- Use your keyword in the video description
- Use keyword based hashtags



Does This Actually Work?

Walmart
https://www.walmart.com/disco-hat

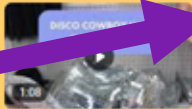
Disco Hat

... Cowboy Hat with Gold Powder Disco Ball Neon Sparkly Glitter Cowboy Hats Pendant Disco Hat ...
\$1859, current price \$18.59. Vjnyvs Cowboy Hat with Gold Powder Disco ...
4.2 ★ store rating (3,9K) · \$5 to \$100 · Free 90-day returns · Items up to \$100

TikTok - Jaycie Kathleen
347.8K+ views · 2 years ago

Disco Cowboy Hat Haul!

I saw there's the cutest little like cowboy disco hat at Party City so let's go see if they have it.




Keyword	Intent	Position	SF	Traffic	Volume
shop disco cowboy hat	C	8	🔍 🔄 📄 +3	8.5K	1.2M
party city cowboy hat	I T	7	🔍 🔄 📄 +3	2	590

YouTube - Kenjah Crafts
20.9K+ views · 3 years ago

DIY Disco Ball Cowboy Hat - Renaissance Tour Inspired

Let me show you guys how to make it yourself it's super easy to make it just takes a little bit of time and some elbow grease.

Missing: shop | Show results with: shop



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