

Is SEO Dead?

Getting Found and Being Chosen

Let me begin with a question showing up in digital marketing conversations: Is SEO dead?

No. Businesses still need websites that search engines can crawl, understand and display. What is changing is how people search, how answers are assembled and what happens after someone finds your business.

SEO is not dead, but our old SEO pitch should be.

Start With What Your Customers Need

Can someone visiting your website immediately tell what you do, where you work and how to hire you? Before adding another slogan, answer those questions. Your services should be easy to understand in the words your customers actually use.

Keywords belong in useful service descriptions, page titles and answers to real questions. They should help explain your business, not turn the page into a list of repeated phrases.

Local Search Starts With Accurate Information

Keep your business name, contact information, website, services and hours accurate across your website and public business profiles. Clearly explain the areas you serve. For a service-area business, protect a private address and follow the profile platform's address-display rules.

Google describes local results in terms of relevance, distance and prominence. Complete information helps explain how your business matches a search. It does not remove distance from the equation or guarantee a position.

Being found starts the conversation. Your website needs to carry it forward.

They Found You. Now What?

Give People a Clear Next Step

A visitor should not have to hunt for your services, guess which button to press or leave because a booking process is confusing. Show your work, answer their questions and make the next step clear.

Make Your Website Easy to Use

Make your services, contact options and appointment process easy to find. If customers can book or pay online, explain what they are choosing and what happens next. Check the experience on a phone. Can someone complete the task without guessing? Keep the route from interest to action clear.

The goal is to remove unnecessary steps. Customers should know what they are booking, what happens next and how to pay.

Your Work Gives You Something to Say

Company blogs can answer the questions customers ask before hiring you. Explain a service, walk through a project, share a customer story with permission or describe how you solved a common problem. Give each article a purpose and connect it to the relevant service.

Build Local Connections Worth Having

Look for relevant local directories, community organizations, supplier relationships and genuine editorial opportunities. A useful backlink gives someone another route to your business. Quality and relevance matter more than collecting links for a count.

A link marked nofollow can still bring visitors. It should not be sold as a guaranteed transfer of ranking authority.

Don't Do Privately What You Should Be Doing Publicly.

Your customers may already be rooting for you. Give them a useful story, a clear website and something they can confidently share. Make it easy for their friends, family and neighbors to understand why they recommend you.

Put It Into Practice

Search Terms Without the Sales Fog

SEO: Helping search engines and people discover and understand your website.

AEO: Organizing useful information to answer real questions clearly.

GEO: A term used for efforts to make content useful and discoverable in AI-generated responses.

These ideas overlap. Google says established SEO practices remain relevant to its AI search features. Clear content, accessible pages and accurate information matter; there is no special wording that guarantees an AI recommendation.

Trust Needs Evidence

Show the people behind the company, examples of completed work and customer experiences. Keep claims specific. Explain what you did, what changed and what the customer can expect. When you use an affiliation or credential, make its current status easy to check.

Measure What Moves the Business

Look beyond a ranking report. Track useful inquiries, completed bookings and payments alongside search visibility and website visits. Ask which pages help customers move forward and where they get stuck. Use that evidence to decide what to improve.

Questions to Ask About Your Own Website

- Can a new visitor name my services without calling me?
- Can they tell where I work and whether I can help them?
- Can they find evidence of my work and reputation?
- Can they book, request an invoice or pay without unnecessary confusion?
- Are my public business details accurate and consistent?

Bring Your Business. Bring Your Questions.

Sources and Further Reading

[Google SEO Starter Guide](#)

[Google Local Ranking Guidance](#)

[Google AI Features and Your Website](#)

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