

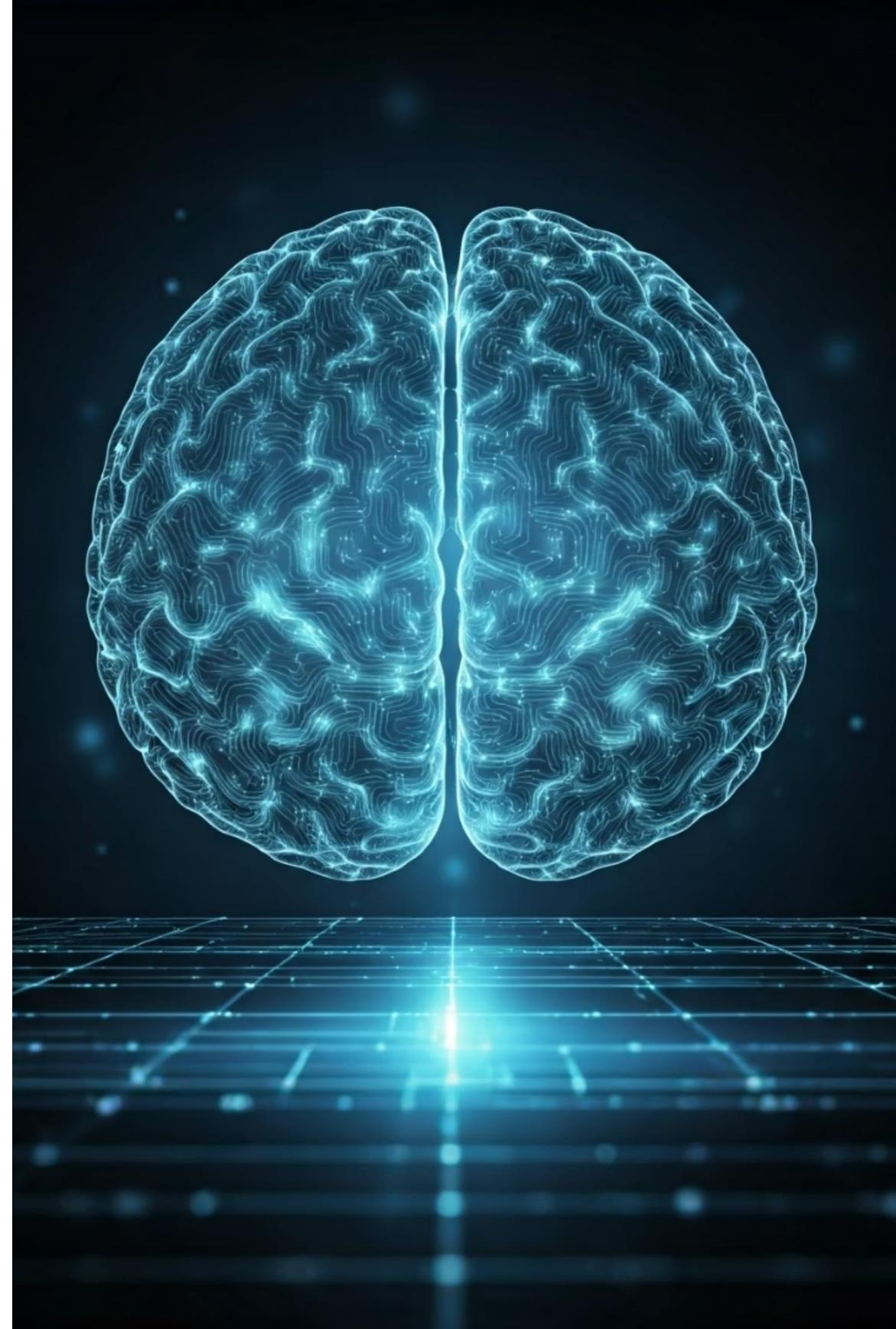
Optimize Content for User Intent

Part 3

Discover proven strategies to optimize your content for AI-powered search engines and user intent. This presentation reveals practical techniques to align with evolving AI algorithms and drive qualified traffic to your website.



by **Moving Forward Small Business**



About Jimmy Newson

CEO & Founder: Moving Forward Small Business.

Jimmy Newson, also known as the Impact Influencer, is a business and growth strategy consultant, international speaker, and Moving Forward Small Business founder. He specializes in working with small businesses and entrepreneurs and is a contributor and Leadership Network member with Entrepreneur.com. Newson holds industry certifications in Google, HubSpot, SEMrush, Cascade, and Trainual and serves as a board and committee member for various private, government, and nonprofit organizations.



Moving Forward Small Business (MFSB): Empowering Entrepreneurs

Community-Based Membership

Dedicated to supporting small business owners, entrepreneurs, business professionals, and startups.

Resources & Networking

Events, expert content, on-demand training, community, and networking opportunities provided.

Digital Transformation, Strategy & Innovation

Leverages strategy, technology, and innovation to increase success rates.

Empowerment for Growth

Actionable resources and a holistic approach to empower members for long-term growth.

Presented By



Moving Forward Small Business (MFSB) is dedicated to helping small businesses, entrepreneurs, and startups achieve growth and resilience. They offer tailored strategies, digital transformation services, SEO solutions, and AI-powered tools. MFSB provides expert consulting, market research, and lead generation to enhance digital presence and optimize growth, alongside signature programs, resources, and ongoing membership support.

[Visit Website](#)



Semrush is an all-in-one, AI-powered marketing platform that helps businesses enhance online visibility and attract customers. It offers a comprehensive suite of data-driven tools for traffic analysis, SEO, content marketing, social media, and advertising. Users can gain insights into competitors, optimize content, monitor brand mentions, and launch targeted campaigns to achieve their marketing goals.

[Visit Website](#)

Strategic Partners



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YOUR VISION. YOUR GROWTH. OUR EXPERTISE.

Media Partners



**Feliciano Center
for Entrepreneurship
+ Innovation**

MONTCLAIR
STATE UNIVERSITY



Small Business & Growth Service Partners



CAROUSSO ENTERPRISES



6-PART WORKSHOP SERIES

01

**Preparing Your
Brand for the Age
of AI-Driven
Search**

02

**Analyze Brand
Visibility with AI
Insights**

03

**Optimize Content
for User Intent in
AI Search**

6-PART WORKSHOP SERIES

04

**Identify
Competitors with
AI-Powered
Analysis**

05

**Ensure High-
Quality,
Authoritative
Content for AI
Search**

06

**Build a Strong
Online Presence
for AI Search
Readiness**

Understanding AI Search Priorities

Intent Matching

AI engines prioritize content that accurately matches user intent. Your content must address specific user goals.

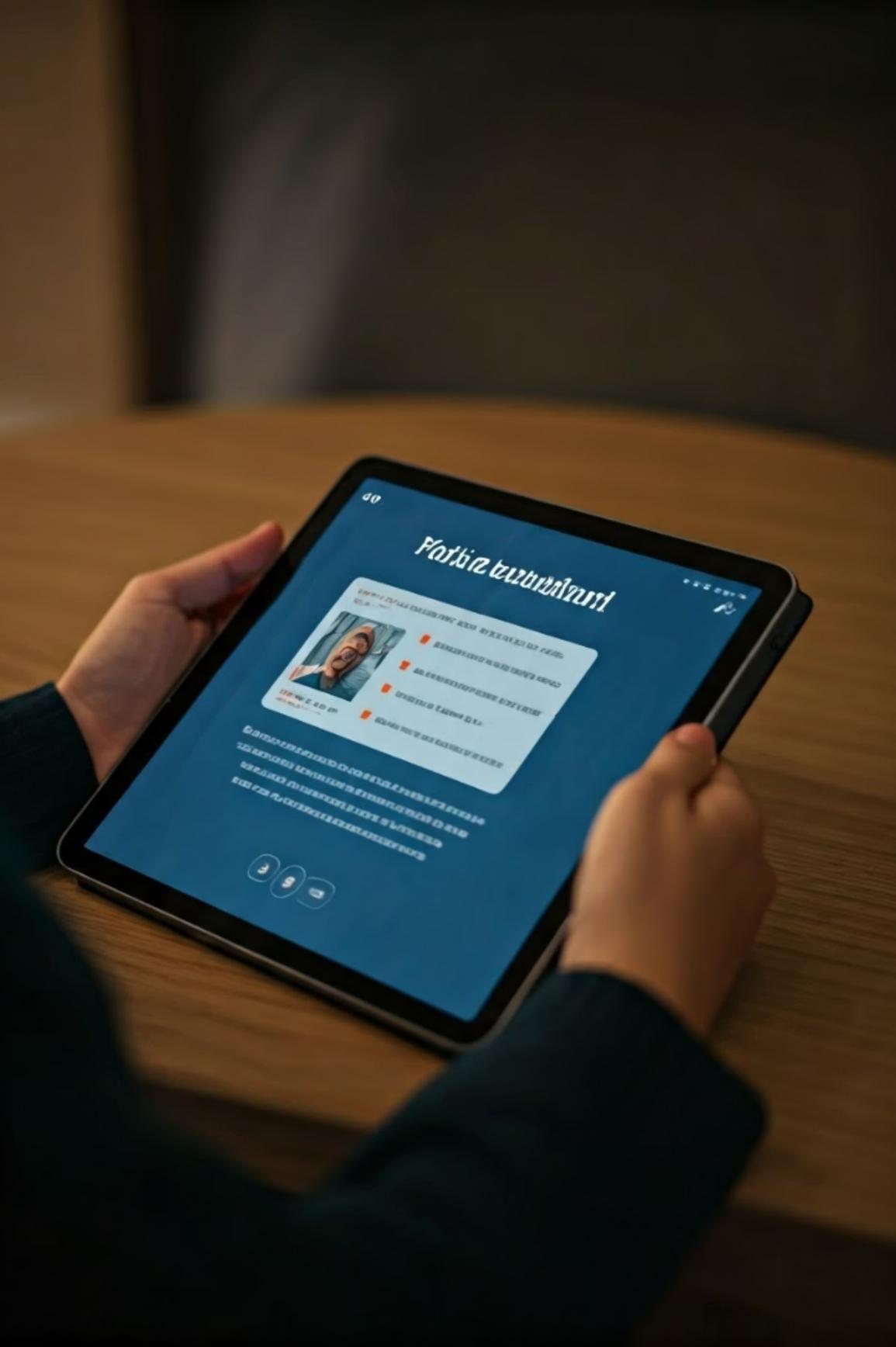
Review Content Strategy

Review website copy to ensure pages cater to different intent types: informational, transactional, and navigational.

Create Targeted Content

For example, create detailed blog posts for educational searches or ensure product pages clearly highlight benefits for buyers. Adding conversational FAQs that anticipate user questions can also help your site better align with AI algorithms.

The User-First Content Approach



AI Prioritization

AI engines favor helpful, user-first content that simplifies the search experience.



Search Legwork

Modern search aims to eliminate unnecessary steps for users.



Value Focus

Content should solve problems and provide immediate answers.

Direct Value Content Strategy



Identify Queries

Research common questions in your niche.



Create Direct Answers

Write clear, concise responses to these queries.



Engage Readers

Make content compelling beyond just answering questions.



Measure Impact

Track how direct value content affects engagement metrics.



Leveraging Long-Tail Keywords & Natural Language

Semantic Analysis

LLMs interpret meaning rather than just matching exact keywords. Focus on natural language patterns.

Conversational Phrases

Include terms that match how users naturally ask questions. Think in complete queries, not just keywords.

Question Formats

Incorporate how, why, when, and where questions that your audience commonly asks about your topics.



AI-Friendly Content Structure

H

Descriptive Headers

Use clear H1-H4 tags that summarize content sections.



Bullet Points

Break complex ideas into scannable lists.



FAQ Sections

Include question-answer formats that AI can easily parse.

Balancing SEO and User Experience

People-Focused

Keep content centered on human needs

Balance Strategies

Keep content people-focused while balancing SEO best practices with AI optimization strategies



SEO Best Practices

Maintain technical optimization

AI Optimization

Adapt to new algorithms

Creating Comprehensive Resources

Identify Topic Clusters

Group related queries users commonly search for.

Update Regularly

Keep comprehensive resources current with new information.



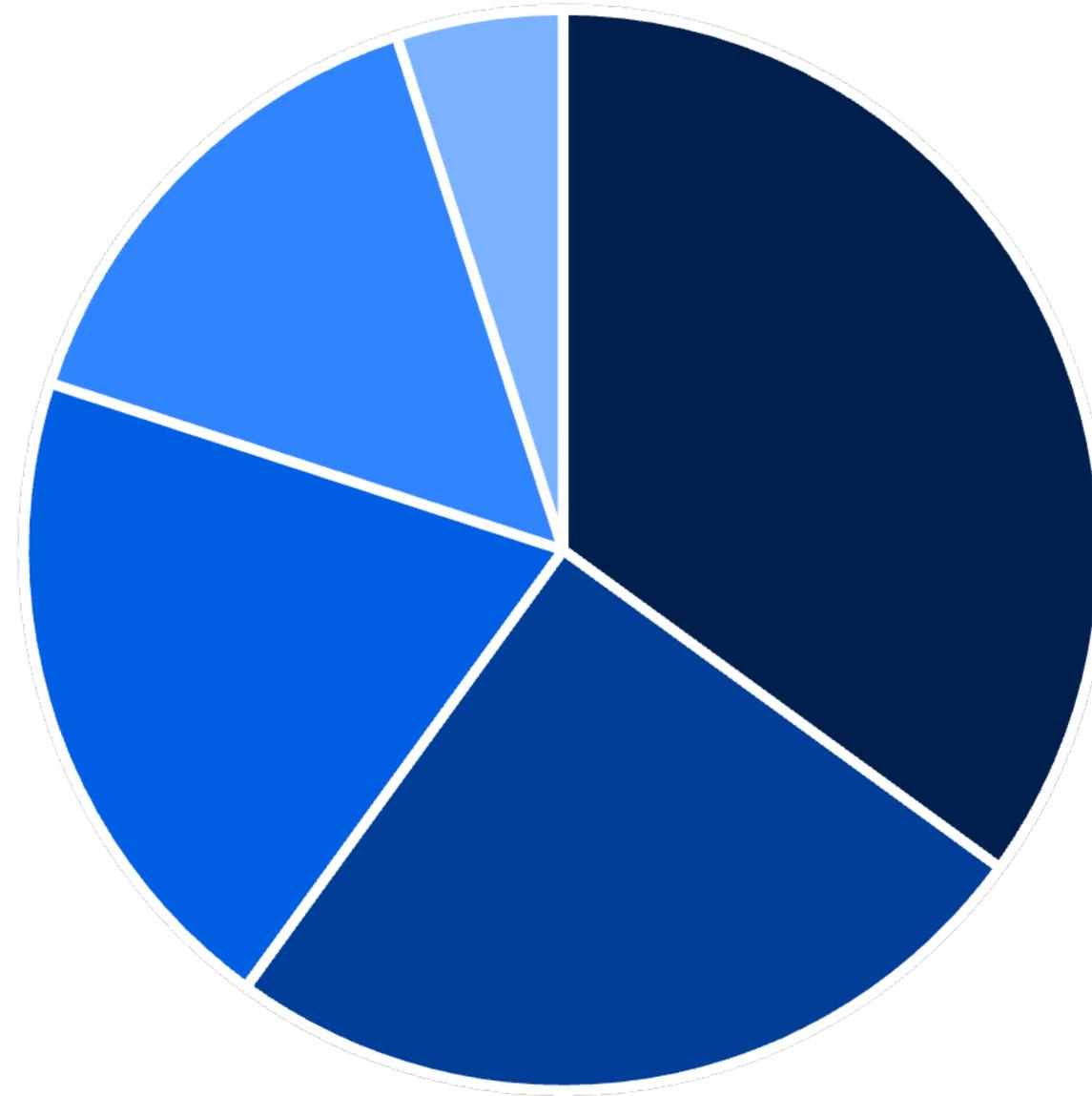
Create Core Content

Develop in-depth resources addressing multiple related questions.

Interlink Resources

Connect related content pieces to form a knowledge network.

Query Intent Distribution



■ Research

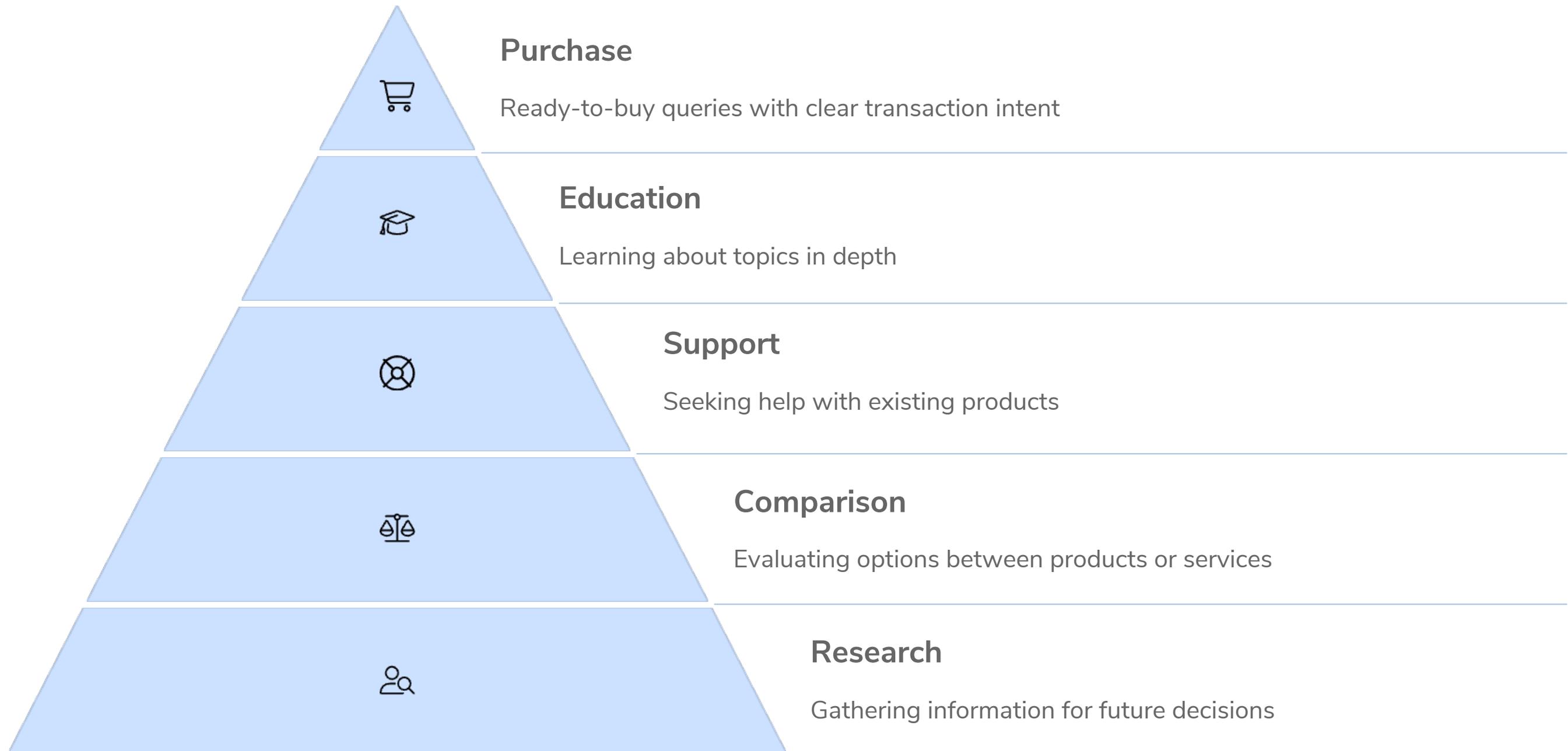
■ Education

■ Comparison

■ Purchase

■ Support

AI-Driven Query Categories



Four Key Types of Search Intent



Informational

Users seeking knowledge or answers to questions. Create detailed guides, tutorials, and explanatory content.



Navigational

Searching for specific websites or pages. Optimize brand terms and main category pages.



Commercial

Researching products before purchasing. Create comparison guides and detailed feature explanations.



Transactional

Ready to make a purchase. Optimize product pages with clear CTAs and purchase paths.

Building Interconnected Content

AI models understand relationships between topics. Create content networks that thoroughly cover your subject matter to improve visibility across related searches.

- Topic cluster diagrams show pillar content and related articles connected by lines, visualizing content strategy
- AI algorithms analyze semantic relationships between content pieces
- Content creators build interconnected resource libraries in collaborative digital workspaces
- Website internal linking structures connect related content as part of SEO strategy

AI SEO

AI Analysis

Visibility Overview

Growth Plan soon

Competitor Research soon

Topic Analysis soon

Brand Performance

Brand Performance

Visibility

Perception

Citations

Questions

Monitoring

Site Audit

Prompt Tracking

alacartecateringhouston.com

+ Add domain

Export to PDF How we gather data Send feedback

Worldwide Last 7 days

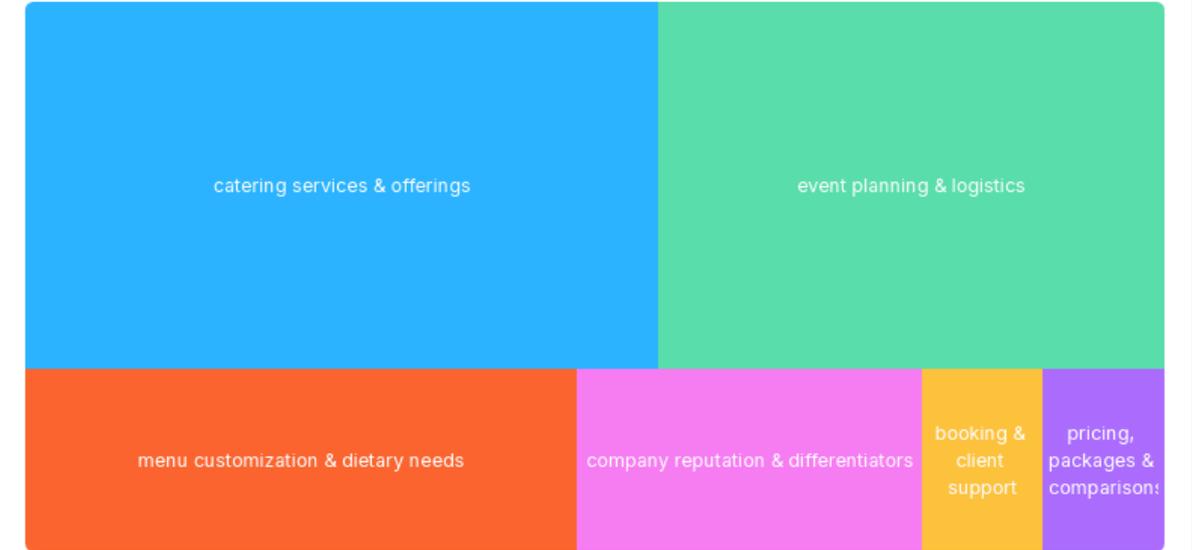
Questions

Audience & Content: AI Time-Critical Shifts

AI-generated strategy based on the latest data update.

- 1 Own the One-Stop Shop**
Capitalize on high demand for integrated planning and custom catering solutions.
- 2 Lead Dietary Flexibility**
Promote expertise in allergies, vegan, halal, and multicultural menu accommodations.
- 3 Streamline Client Journey**
Simplify inquiry, booking, and tasting processes to boost conversion and satisfaction.

Topic Distribution

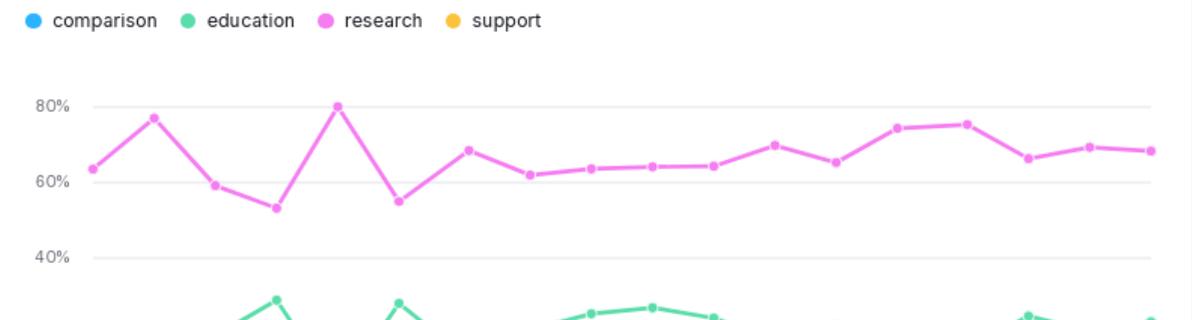


Current Questions Analysis

Query Intent Distribution



Intent Trends over time





Content Audit

Unlock powerful insights and get ranking opportunities

Last Refreshed 3 months ago

Domain: movingforwardsmallbusiness.com

US

Pages 100 Ranking Opportunities 0

All Pages

Add Pages

Show URLs



| <input type="checkbox"/> Page / Primary keyword | Content Score | Position | Traffic 1F | Impressions | CTR | |
|--|---------------|----------|------------|-------------|------|----------------------|
| <input type="checkbox"/> 10 SWOT Analysis Examples You Need to See Now swot analysis examples | 71 | • 0 | • 0 | • 0 | • 0% | |
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| <input type="checkbox"/> Moving Forward Small Business - Learn Connect Impact Grow moving forward small business | 79 | ▼ 0 | • 0 | ▼ 0 | • 0% | |
| <input type="checkbox"/> Understanding What Are Market Segments market segments | 77 | • 0 | • 0 | • 0 | • 0% | |
| <input type="checkbox"/> Your Yearly Theme: How to Create Focus and Forward Momentum themes for the year | 37 | • 0 | • 0 | • 0 | • 0% | |
| <input type="checkbox"/> Understanding Cash on Delivery: A Comprehensive Guide | 46 | • 0 | • 0 | • 0 | • 0% | |



<https://www.scalenut.com/?fpr=mfsb>



10 Great Earned Media Examples for Marketing Success

by MFSB Editorial Team | May 18, 2024 | Communication, Public Relations | 0 comments



Key Highlights

- Earned media is a powerful tool for marketing success, as it builds trust and credibility with consumers.
- It includes brand mentions or coverage obtained through non-paid means, such as press mentions, social media sharing, and customer reviews.

Get Lifetime Access to Our Membership Community with One-Time Payment - Limited Time Offer



Get Lifetime Access on Gumroad

Search products... Search

Product Categories

Filter by price

Latest Blogs

Mastering the 1-3-1 Method to Solve Problems Fast



Got any questions? I'm happy to help.





10 Great Earned Media Examples for Marketing Success

Key Highlights

- Earned media is a powerful tool for marketing success, as it builds trust and credibility with consumers.
- It includes [brand mentions](#) or coverage obtained through non-paid means, such as press mentions, social media sharing, and customer reviews.
- By leveraging earned media, businesses can increase brand awareness, reach new audiences, and generate positive word-of-mouth.
- Examples of earned media include user-generated content on social media, customer reviews and testimonials, coverage in industry publications, mentions in popular blogs, and more.
- Understanding the impact of earned media and maximizing its opportunities are crucial for business growth and measuring success.

Introduction

Earned media has become an integral part of marketing strategies in recent years. With the rise of social media marketing and online public relations, businesses are increasingly recognizing the importance of earned media in boosting their marketing success. Unlike paid media, which involves purchasing advertising space, and owned media, which entails creating and publishing content on owned platforms, earned media is obtained through non-paid means. It refers to brand mentions or coverage that is organically generated by third-party sources, such as the media, customers, or influencers, making it a valuable and cost-effective marketing strategy.

The power of earned media lies in its ability to build trust and credibility with consumers. When a brand receives positive coverage or endorsements from reputable sources, it creates a sense of authenticity and reliability. Consumers are more likely to trust recommendations from friends, family, or unbiased sources than traditional advertising. Earned media, such as word-of-mouth recommendations, also has the potential to reach new audiences and generate positive buzz, which can greatly impact brand awareness and customer acquisition.

In this article, we will explore 10 great examples of earned media that can contribute to marketing success. These examples range from user-generated content on social media platforms to coverage in industry publications and mentions in popular blogs, which are all common examples of earned media today. We will also discuss the impact of earned media, compare it to owned and paid media, and provide strategies for maximizing earned media opportunities. Whether you're a small business or a large corporation, understanding and harnessing the power of earned media is essential for achieving

Yoast SEO

Focus keyphrase ?
earned media examples
Get related keyphrases

SEO analysis
earned media examples

Premium SEO analysis

Readability analysis

Inclusive language

+ Add related keyphrase

Internal linking suggestions

Search appearance

Social media appearance

Schema

Advanced

Cornerstone content

Post updated. [View Post](#)

Post



Add Internal Outbound Links

Check All

It refers to brand mentions or coverage that is organically generated by third-party sources, such as the media, customers, or influencers, making it a valuable and cost-effective [marketing strategy](#) [Edit Sentence](#)

Whether you're a [small business](#) or a large corporation, understanding and harnessing the power of earned media is essential for achieving marketing success in today's digital landscape [Edit Sentence](#)

Posts to link to

Title: Leading or Lagging? Indicators for Your KPIs
Type: Post
Published: December 28, 2022
Categories: Marketing, Small Business
Post Match AI Score: Unknown
Inbound Internal Links: 26
Outbound Internal Links: 7
Outbound External Links: 3
URL: </leading-or-lagging-indicators-for-your-kpis> [Custom Link](#) | [Ignore Link](#)

Title: The Top 10 Types of Small Business Owners to Inspire You
Type: Post
Published: April 8, 2024
Category: Small Business
Post Match AI Score: Unknown
Inbound Internal Links: 17
Outbound Internal Links: 2
Outbound External Links: 0
URL: </inspiring-types-of-small-business-owners-you-need-to-know> [Custom Link](#) | [Ignore Link](#)

Yoast SEO ★ ×

Focus keyphrase ?

earned media examples

[Get related keyphrases](#)

😊 SEO analysis
earned media examples

🔒 Premium SEO analysis

😊 Readability analysis

😊 Inclusive language

+ Add related keyphrase 🔒

Internal linking suggestions 🔒

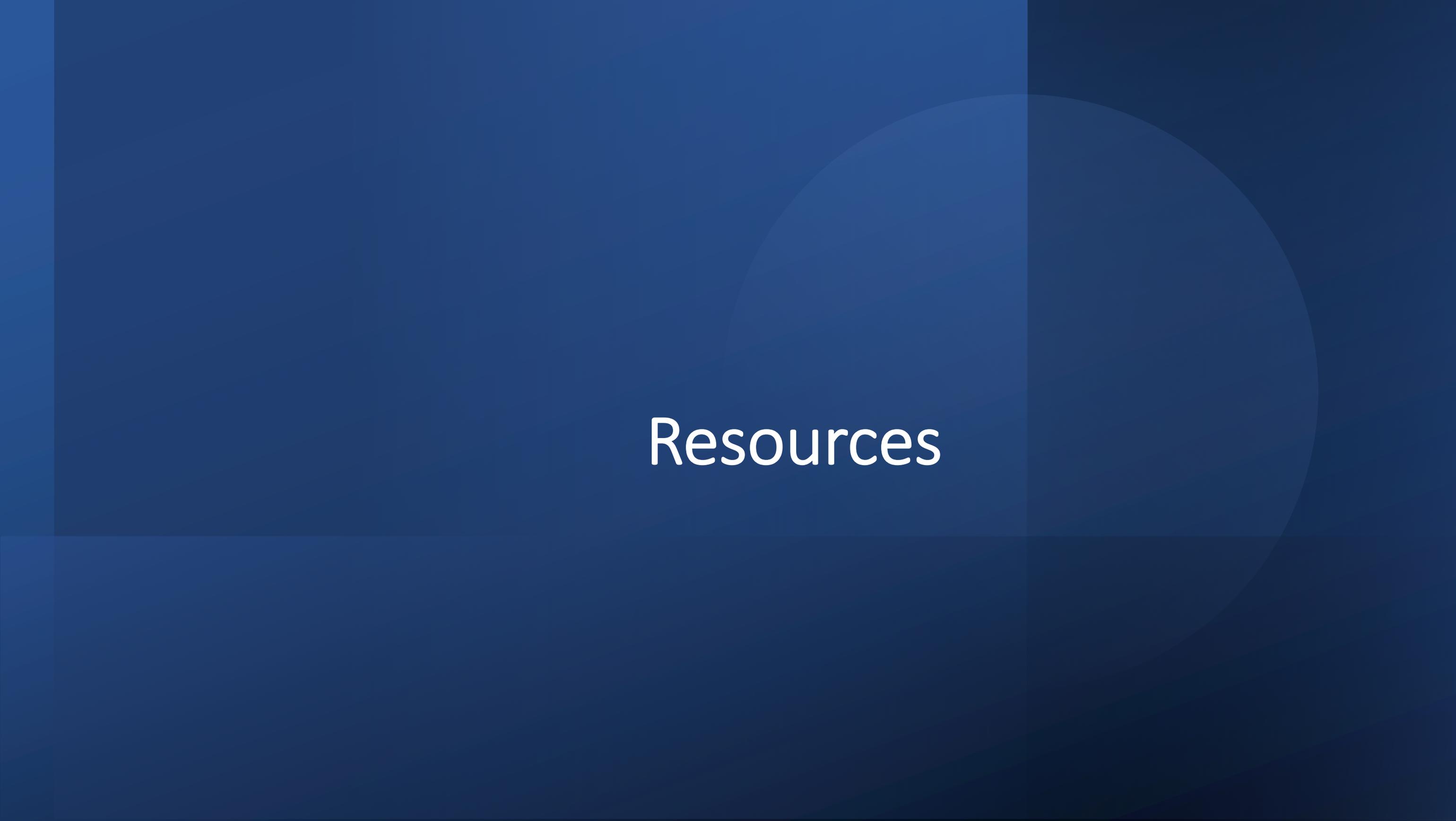
Search appearance 🔍

Social media appearance 📄

Schema

Advanced

Cornerstone content



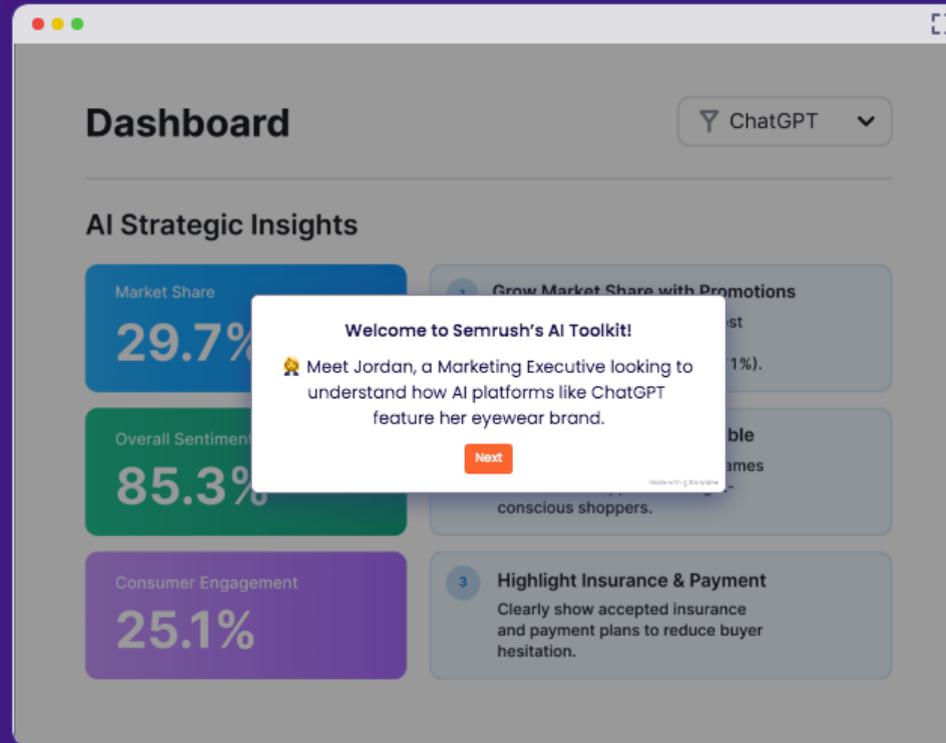
Resources



See How AI Features Your Brand

Track how your brand appears in AI platforms like ChatGPT, benchmark against competitors, and uncover what users are really asking about your business.

Start Now



Trusted by



<https://semrush.sjv.io/c/2954573/3082487/13053?sharedid=campaign-tts-2025>

AI-Powered Search Optimization Checklist

1. Content Intent Alignment

- Analyze current content categories and map to user intent types
- Create content matrix matching topics to search intent
- Review and optimize existing content for primary intent types:
 - Informational (how-to guides, tutorials)
 - Navigational (about pages, contact information)
 - Commercial (product comparisons, reviews)
 - Transactional (product pages, pricing)

2. Content Structure Optimization

- Implement clear hierarchical structure with proper H1-H6 tags
- Add FAQ sections addressing common user queries
- Include bullet points and numbered lists for better parsing
- Create structured data markup for key content

What do you want to know?

Ask anything...



pro

🔗 Deep Research



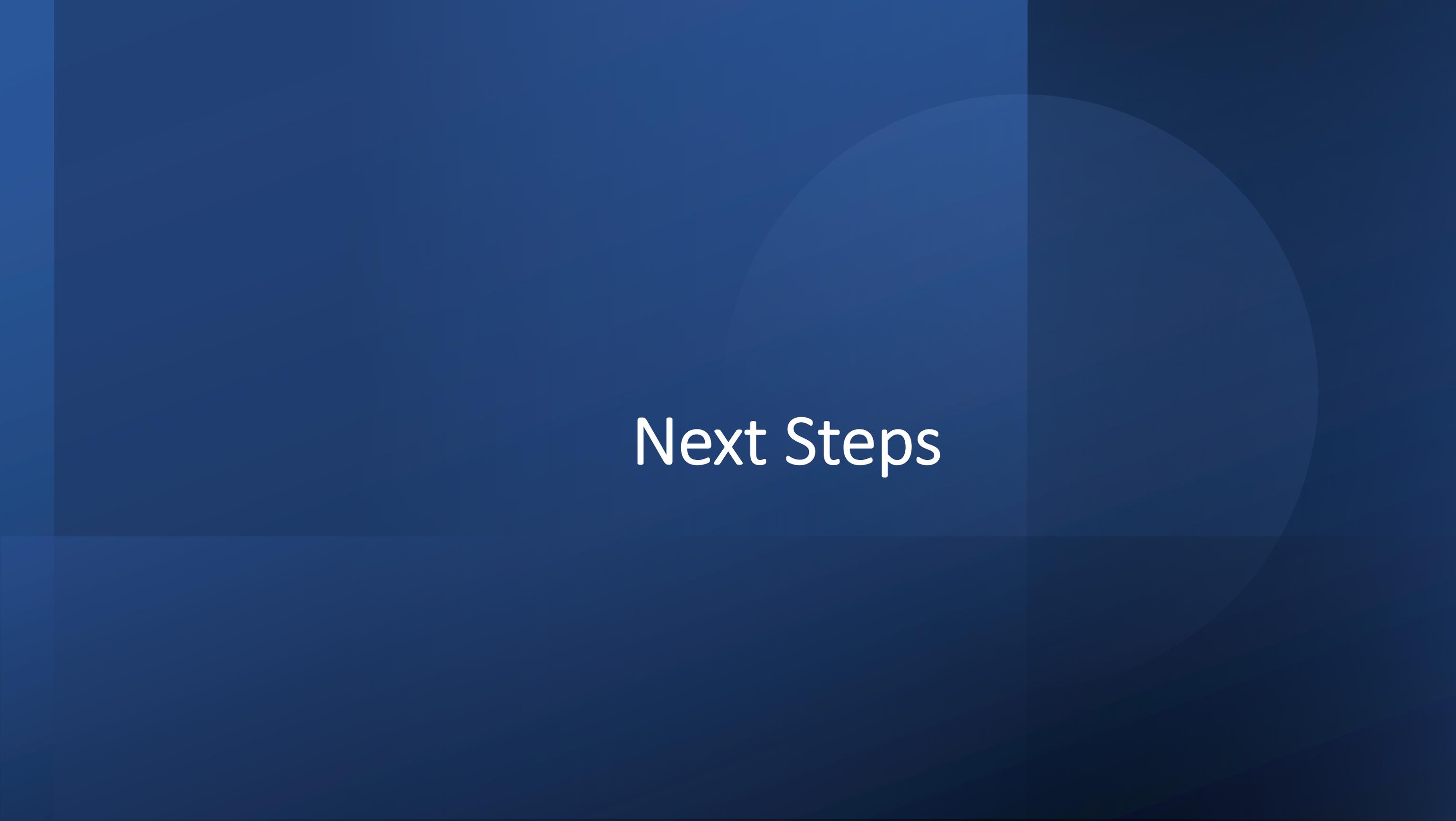
Step-by-Step AI Search Visibility Checklist

1. Assess Your AI Search Visibility

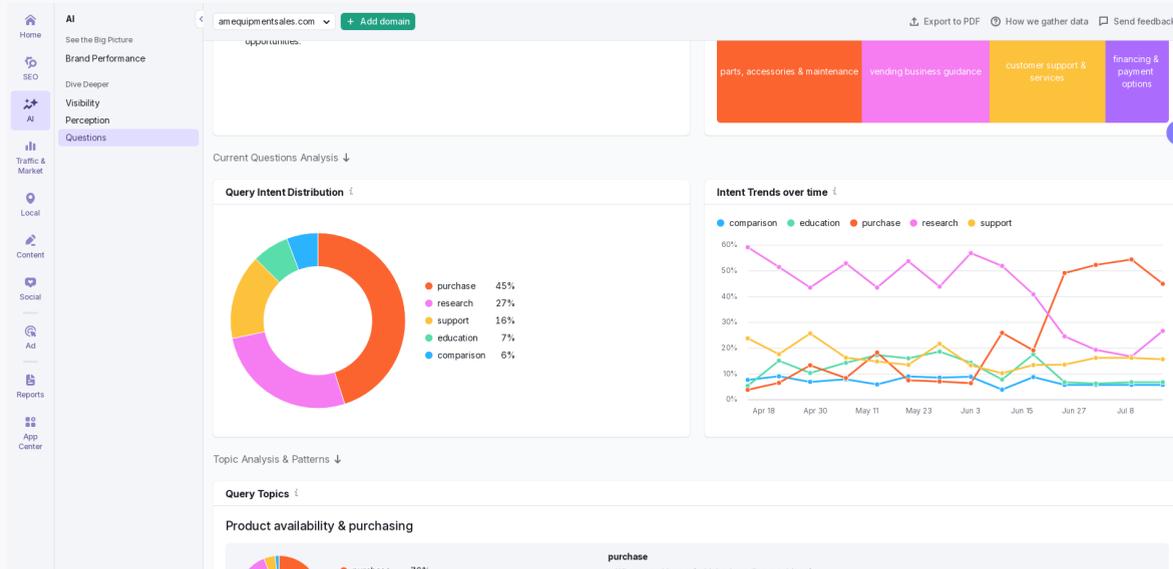
- Use HubSpot's AI Search Grader for evaluating brand presence
 - <https://www.hubspot.com/ai-search-grader>
- Review AI-generated responses across platforms
 - ChatGPT, Perplexity, and Gemini
- Document baseline metrics
- Compare against competitors
- Identify key improvement areas
- Create benchmark reports

2. Audit Website Content

- Optimize pages with quality citations
- Implement structured formatting
- Align content with AI search preferences
- Check content readability scores
- Review internal linking structure



Next Steps



movingforwardsmallbusiness.com + Add domain

Export to PDF How we gather data Send feedback

AI Strategic Opportunities ↓

Based on the LLM's output about your brand from the latest update.

Position MFSB as an inclusive, accessible support network for underrepresented groups and across geographies. (medium timeframe)

Multiple queries specifically mention support for minority-owned businesses, women entrepreneurs, and global or cross-country support (e.g., US and Philippines). This shows a desire for not just general support, but tailored, inclusive opportunities.

Recommendations:

- Feature programs, partnerships, and community stories that spotlight diversity and accessibility.
- Run targeted campaigns or events for specific groups (minorities, women, international founders).

Clarify your competitive edge in comparisons to established brands and platforms. (medium timeframe)

There are many direct comparison queries (SCORE, Growth Institute, EforAll, HelloAlice, BNI, Vistage, SheEO, ActionCOACH, etc.), showing that potential members are actively evaluating MFSB against other well-known resources.

Recommendations:

- Develop clear, concise comparison charts and messaging that position MFSB's unique value (community, live interaction, breadth of resources, inclusivity, and flexibility) versus competitors.
- Publish comparison content and train sales/support staff on competitive differentiators.

Leverage demand for targeted, actionable, and sector-specific growth resources. (medium timeframe)

Entrepreneurs are seeking solutions that are not just general but actionable, sector-specific, and results-driven (e.g., frameworks for scaling, market expansion, business innovation, etc.).

Recommendations:

- Expand and clearly label sector-specific resources, actionable frameworks, and growth-oriented content.
- Use testimonials or case studies from various industries to demonstrate effectiveness.

Emphasize comprehensive, community-driven support and education as a core differentiator. (urgent timeframe)

A large number of queries focus on support, community, networking, and education—showing that small business owners and entrepreneurs are seeking not just resources but an ongoing, collaborative environment. Many are comparing Moving Forward Small Business (MFSB) to SCORE, BNI, Vistage, and similar platforms, indicating the importance of positioning MFSB as a blend of expert-led learning and peer-to-peer support.

Recommendations:

- Strengthen communications around the unique blend of expert-led training, peer networking, and community support offered by MFSB.
- Highlight live events, roundtables, and mentorship programs in marketing materials and landing pages.

Highlight and expand flexible, tailored, and regularly updated resource offerings. (urgent timeframe)

Many queries ask about on-demand resources, tailored training, regularly updated content, expert-led content, and flexible membership options. There is a clear need for a resource library that is not only comprehensive but also current and adaptable to various business stages and types.

Recommendations:

- Ensure that resource libraries are updated frequently and promoted as such.
- Offer clear pathways for different types of users (startup, experienced, minority, women, etc.) and continue expanding flexible membership plans.

Promote the business growth and risk-reduction impact of your programs. (urgent timeframe)

Frequent questions address survival rates, failure reduction, strategic planning, and 90-day frameworks. Entrepreneurs are looking for proven, actionable strategies and programs with measurable business impact. They compare MFSB's effectiveness to other platforms.

Recommendations:

- Collect and showcase success stories, case studies, and testimonials that demonstrate the positive impact of MFSB programs on business growth and survival.
- Make the 90-day strategy, assessments, and accountability programs central in marketing materials.

Capitalize on interest in live, interactive, and hybrid learning/events. (urgent timeframe)

Many questions involve live workshops, roundtables, mastermind sessions, networking, live Q&As, and the blend of online and in-person

Develop onboarding and orientation content to help new members maximize value. (urgent timeframe)

Several queries ask how to maximize MFSB membership, connect with

AI Toolkit



<https://semrush.sjv.io/c/2954573/3082487/13053?sharedid=campaign-tts-2025>

Upgrade to VIP



\$47 one-time

- **VIP Coaching Sessions:** Participate in exclusive VIP sessions immediately following the general sessions for in-depth discussions and Q&A.
- **90-Day Replay Access:** Revisit all workshop recordings for 90 days after the series concludes, ensuring you don't miss any valuable insights.
- **Networking Power Hour:** Dedicated opportunities for connecting with Jimmy Newson and other participants in a more intimate setting.
- **Exclusive Resources & Tools:** Receive additional proven templates, checklists, and curated resources to accelerate your AI search optimization journey.
- **90-Day MFSB Membership Access:** Unlock 90-day access to our exclusive MFSB community, additional training, resources, and special member-only events.

<https://buy.stripe.com/00wcN6e5i0dt4IhaqP5ZC0t>

Book A Call



- **Inquire about services**
- **Membership Inquiries and Walkthrough**
- **Speaking & Presenting**

<https://mfsb-booking-9.youcanbook.me/>

QUESTIONS

