


AI-Powered SEO & Digital Marketing

(2026 Edition)

 John Marino

 April 21, 2026

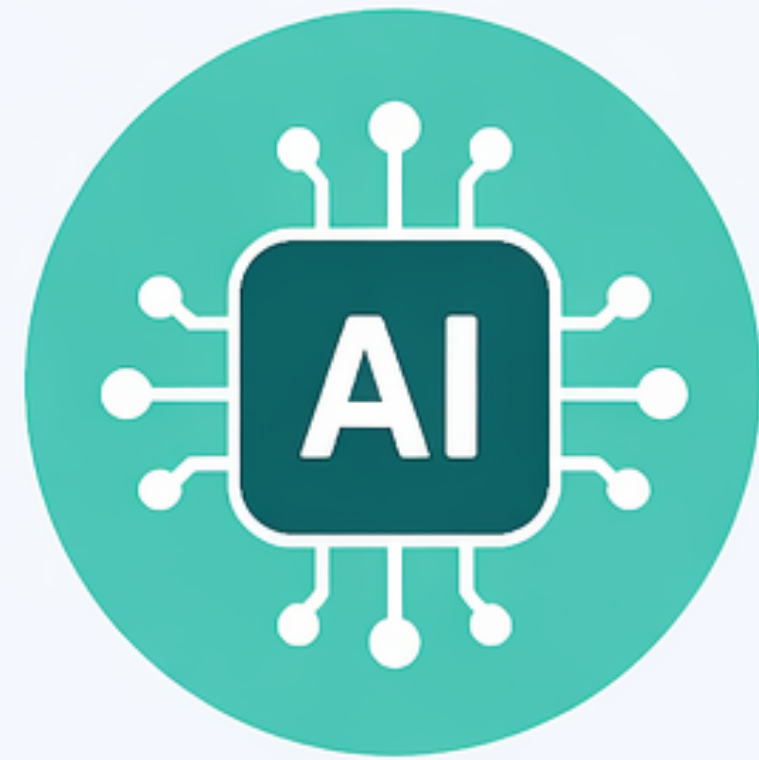


What You'll Learn Today:



SEO Basics

Understand the foundations of SEO and how it works.



AI Tools in 2026

Explore the top AI tools transforming digital marketing this year.



Hands-On Optimization

Learn how to optimize content and websites step-by-step.




How to Drive Traffic & Leads


Discover strategies to attract more visitors and convert them into leads.

ICEBREAKER


Let's get to know each other!


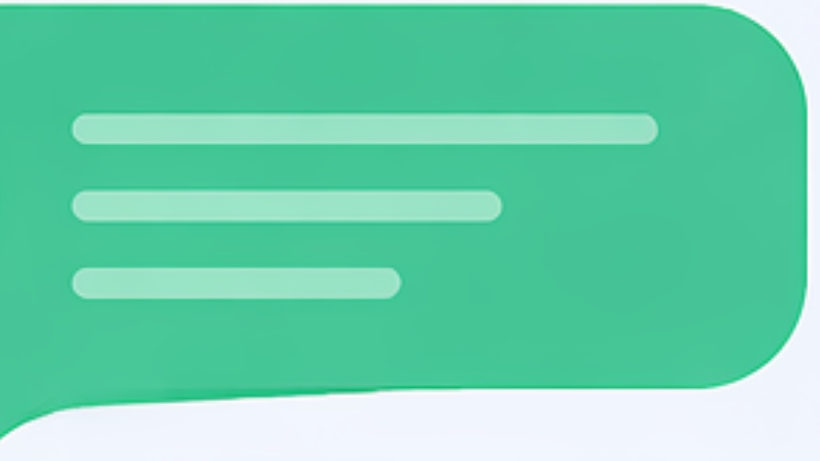
 **Drop in Chat:**

 **Your business/
organization**

 **Your #1 goal
(traffic, leads, awareness)**

 *Your insights help make this session even better!*

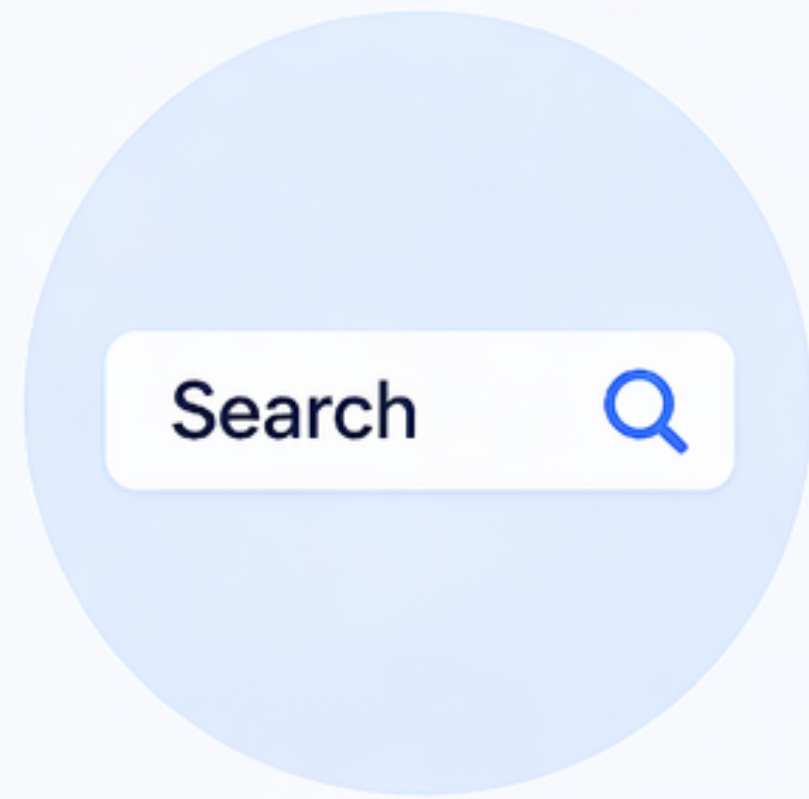
 **We'd love to hear
from you!**

WHAT IS SEO?

SEO = Getting found on Google
WITHOUT paying for ads



SEARCH

Someone searches for something you offer.



CLICK

They click on your website in the search results.



WEBSITE

They land on your website and explore.



ACTION

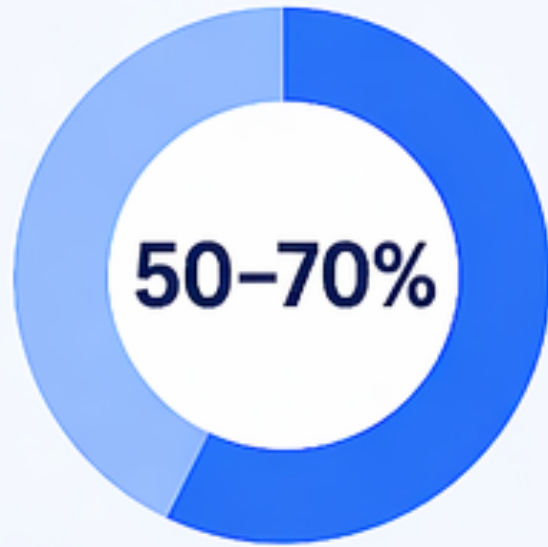
They take action (contact you, sign up, make a purchase, etc.).



SEO brings the right people to your website at the right time —
consistently and cost-effectively.

WHY SEO MATTERS

SEO drives real results that last.



50-70%
of website traffic
comes from search

Search is the #1 source
of website traffic.



Builds Trust
vs Ads

People trust organic results
more than advertisements.



Long-Term
Growth Channel

SEO compounds over time
and keeps delivering results.



Invest in SEO today for **sustainable growth** tomorrow.

HOW GOOGLE WORKS

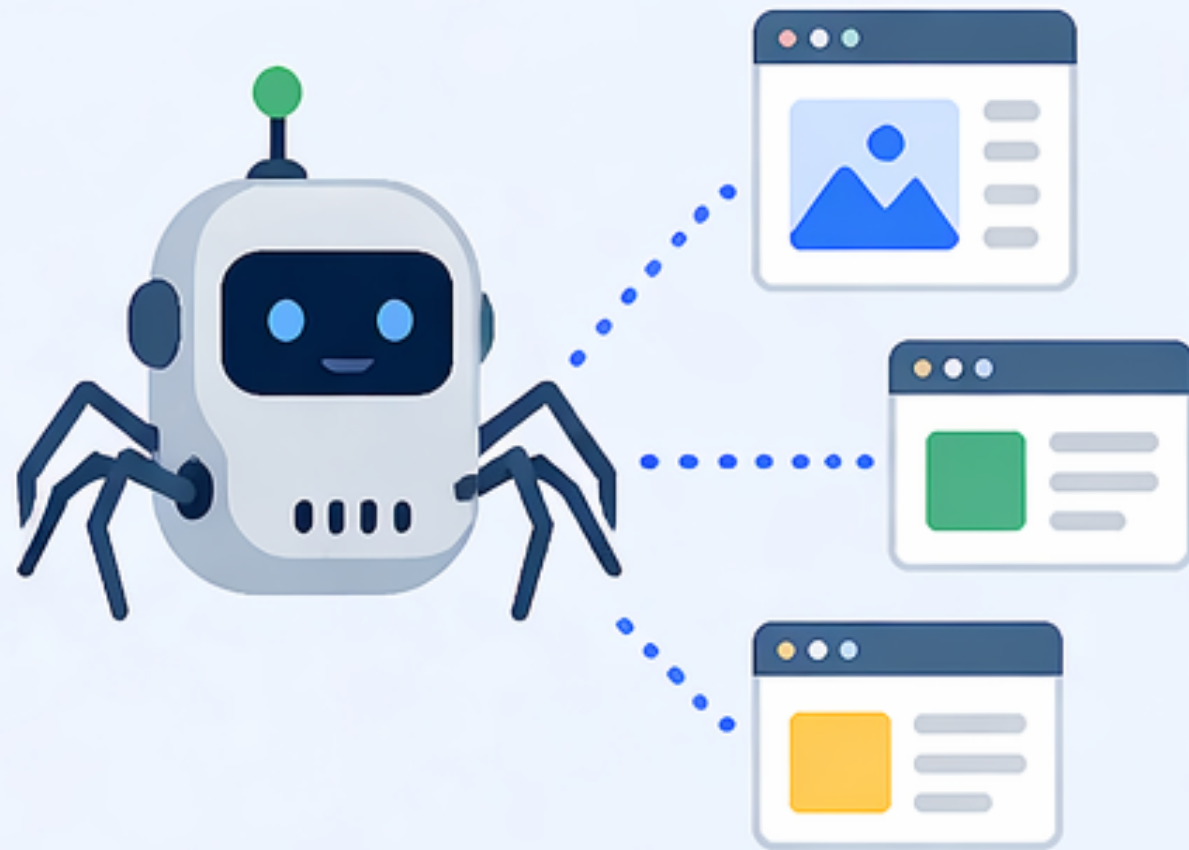
Crawl



Index



Rank



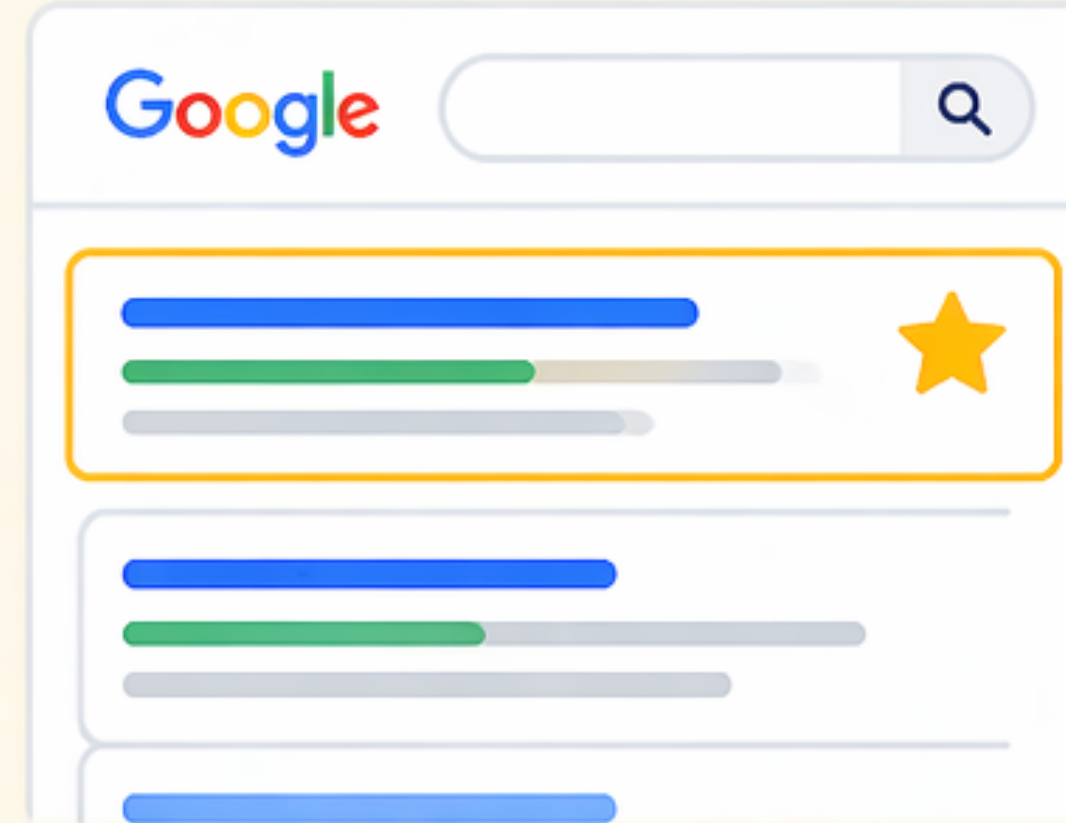
Google discovers pages across the web

Google bots (also called spiders) crawl links from page to page to find new and updated content.



Google analyzes and stores the content

Google analyzes the page to understand what it's about and stores it in the Google index.



Google ranks the best pages for each search

Google looks at hundreds of factors to decide which pages are most helpful and trustworthy.

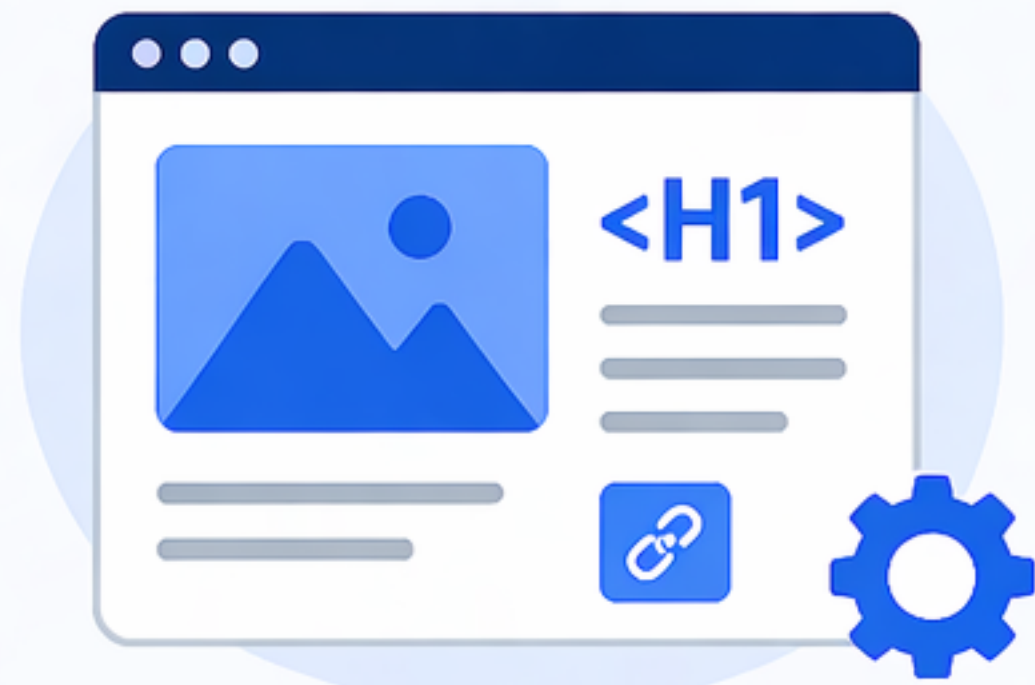


Goal: Deliver the most relevant, helpful, and trustworthy results to every search.

TYPES OF SEO

SEO has three main pillars that work together to improve your visibility, authority, and performance on search engines.

ON-PAGE SEO



Optimizing the content and structure of your website pages.

- ✓ Keyword optimization
- ✓ High-quality content
- ✓ Title tags & meta descriptions
- ✓ Headings & internal links

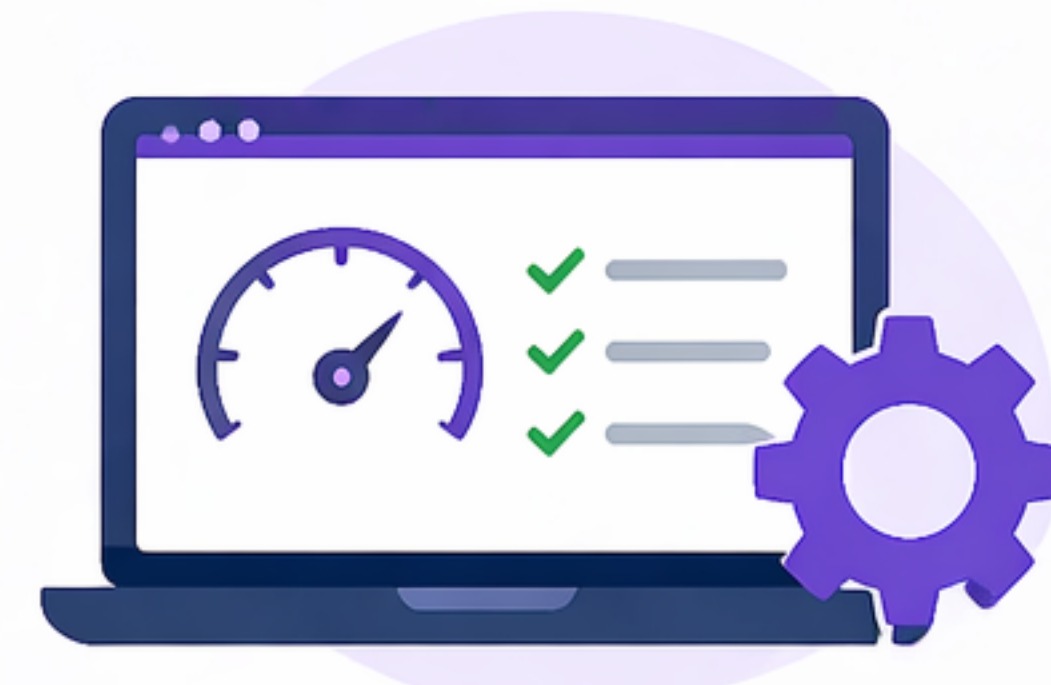
OFF-PAGE SEO



Building your website's authority and reputation across the web.

- ✓ Backlinks from other sites
- ✓ Brand mentions
- ✓ Social signals
- ✓ Online reputation

TECHNICAL SEO



Improving the technical aspects of your website for better crawling, indexing, and user experience.

- ✓ Site speed
- ✓ Mobile-friendliness
- ✓ Crawlability & indexability
- ✓ Secure & clean site architecture



All three types of SEO work together to **attract**, **build trust** and **drive results**.

ON-PAGE SEO

Optimizing the content and structure of your website pages to **rank higher** and **provide value** to your visitors.



Keywords

Target the right keywords your audience is searching for.



Titles (H1)

Use clear, keyword-rich titles to tell search engines and users what your page is about.



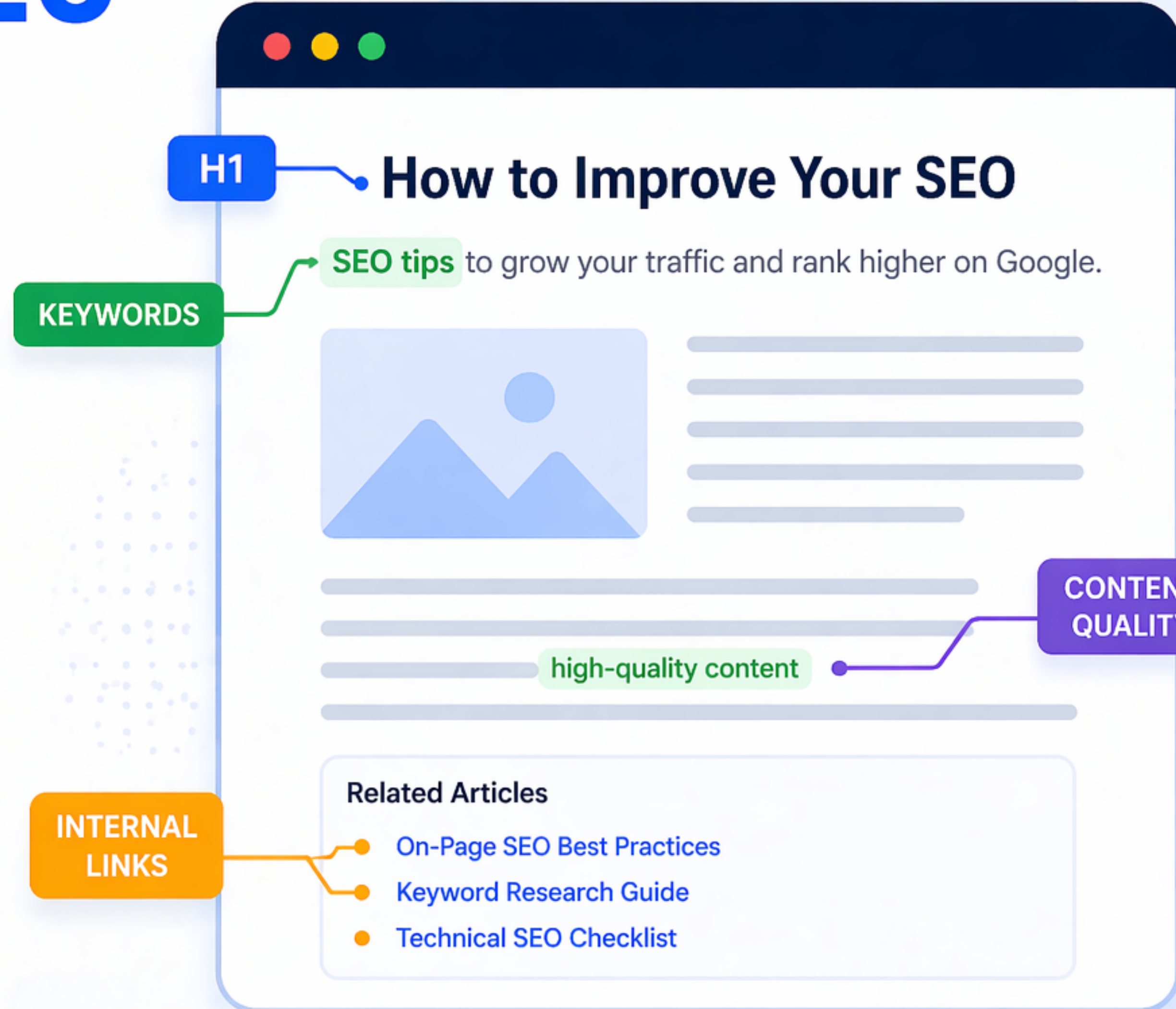
Content Quality

Create valuable, relevant, and well-structured content that answers your audience's questions.



Internal Links

Link to other relevant pages on your site to help users navigate and boost rankings.



Great on-page SEO = **Better rankings**, more traffic, and **happier visitors**.

OFF-PAGE SEO

Optimizing factors outside of your website to build your site's **reputation, trust,** and **authority** in the eyes of search engines.



Backlinks

Links from other websites to yours act as votes of confidence. High-quality backlinks improve your search rankings.



Authority

Building your website's credibility and trust through quality content, backlinks, and a strong online presence.



Mentions

When your brand or website is mentioned online (with or without a link), it increases visibility, trust, and brand awareness.

BUILD TRUST. EARN AUTHORITY. **RANK HIGHER.**



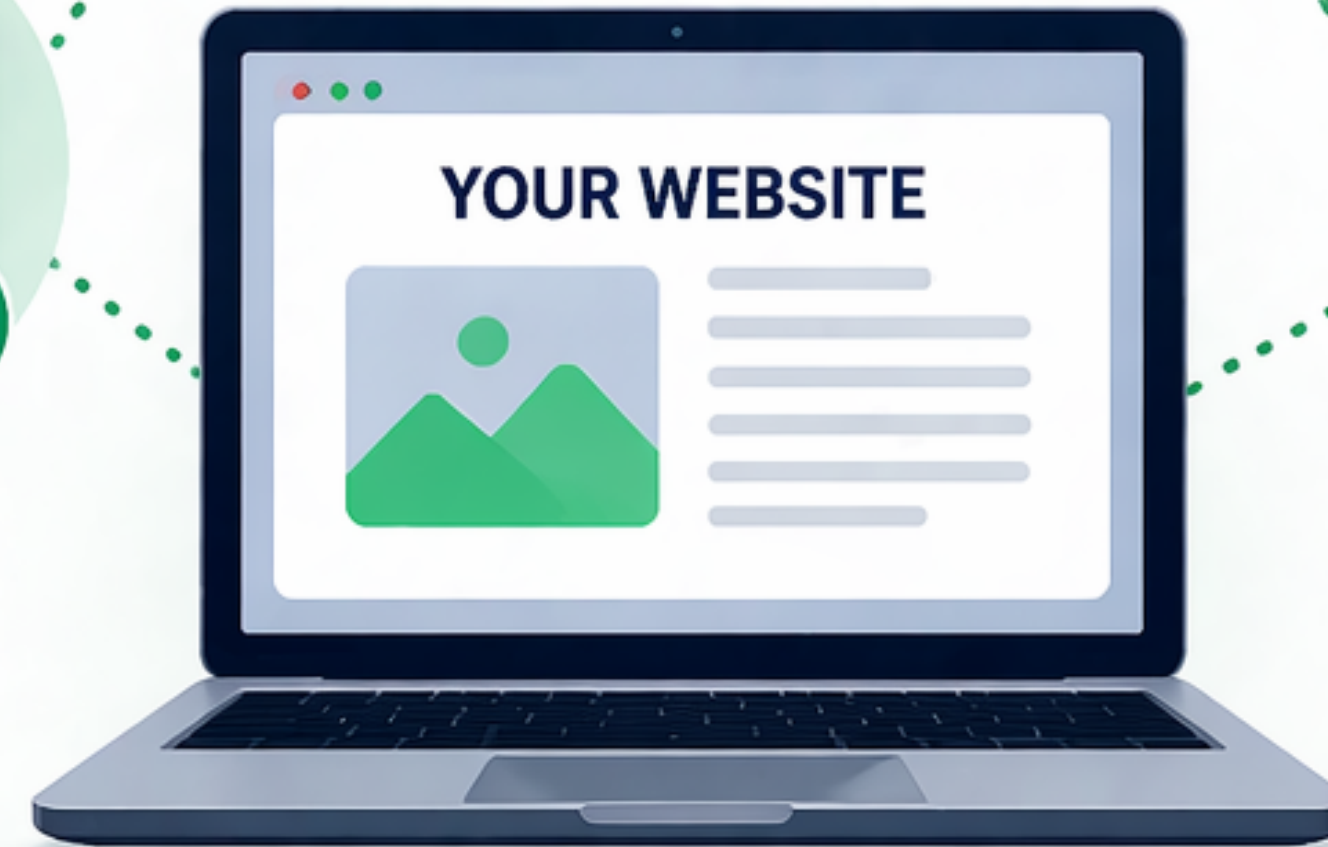
BACKLINKS

Quality links from reputable websites drive authority and rankings.



AUTHORITY

Strong authority builds trust with search engines and users.



MENTIONS

Brand mentions across the web increase visibility and credibility.



Higher Rankings



More Trust



More Traffic



More Leads & Sales



Off-page SEO builds your reputation across the web—helping you **rank higher** and **grow faster**.

TECHNICAL SEO

Optimizing the technical aspects of your website to help search engines **crawl**, **index**, and **rank** your site more effectively.



CRAWL
⋮



INDEX
⋮



RANK
⋮



1. SITE SPEED

- Faster loading improves user experience and rankings.
- Optimize images, code, and server performance.



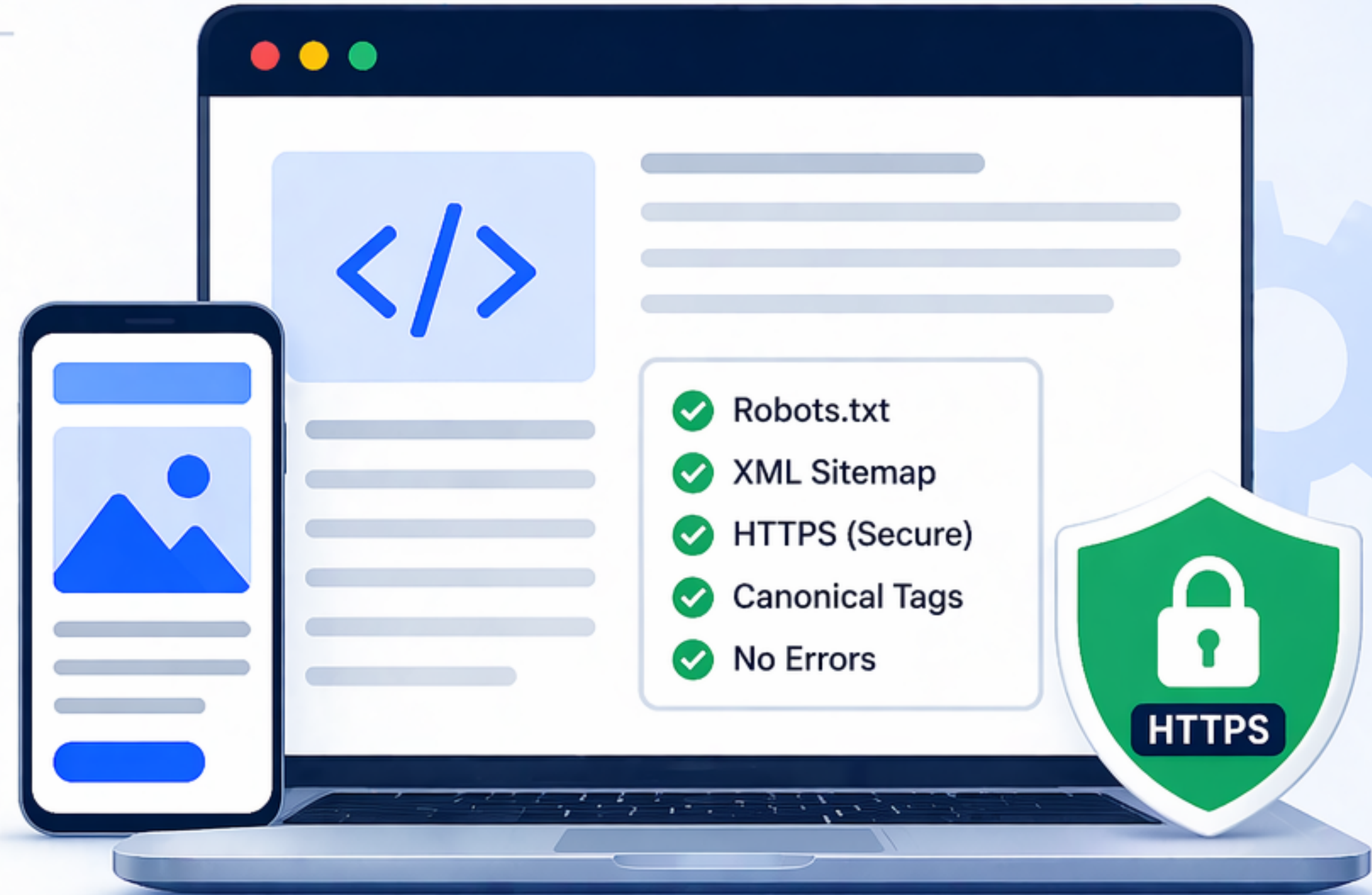
2. MOBILE-FRIENDLY

- Ensure your website looks and works great on all devices.
- Mobile-first indexing is a ranking factor.



3. CLEAN STRUCTURE

- A clear site structure helps search engines understand your content.
- Use logical URLs, internal linking, and proper navigation.



Technical SEO ensures your website is **fast**, **accessible**, and **easy** for search engines to understand and your users to enjoy.



Site Speed



Mobile-Friendly



Clean Structure

DIGITAL MARKETING ECOSYSTEM

All the elements work together.
Stronger together. **Better** results.



One Strategy.
Maximum Impact.



SEO

Get Found

+



SOCIAL

Get Noticed

+



ADS

Get Traffic

+



EMAIL

Get Leads

+



AI

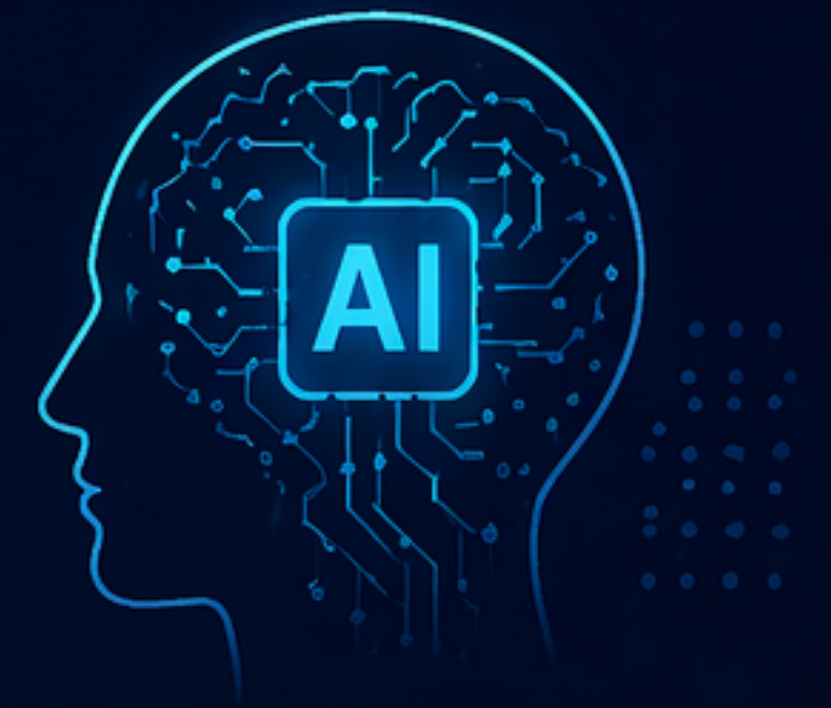
Get Smarter

=



BUSINESS
GROWTH

AI TOOLS (2026)



Powerful AI tools to boost **productivity**, **content creation**, **research**, and **marketing** in 2026 and beyond.

01



ChatGPT by OpenAI

Advanced conversational AI for writing, brainstorming, analysis, and more.

- Content Creation
- Code Assistance
- Data Analysis

Best for:
Writing, SEO, coding, strategy, and support

02



Gemini by Google

Google's multimodal AI for search, content, and real-time information.

- Real-time Information
- Multimodal (Text, Image)
- Google Workspace Integration

Best for:
Research, content, planning, and productivity

03



Claude by Anthropic

Thoughtful, safe, and precise AI for writing, analysis, and complex tasks.

- Long-form Writing
- Deep Analysis
- Large Context Window

Best for:
Research, reports, analysis, and writing

04



Grok by xAI

AI with real-time data from X (Twitter). Smart, witty, and up-to-date.

- Real-time on X
- Trends & Insights
- Conversational AI

Best for:
Trends, social listening, and real-time insights

05



Perplexity by Perplexity AI

AI search engine that gives accurate answers with credible sources.

- AI-Powered Search
- Citations & Sources
- Up-to-date Answers

Best for:
Research, fact-checking, and quick answers



Leverage the **right AI tool** for the **right task** and **stay ahead** in 2026.

WHAT AI DOES

AI helps marketers work smarter, create faster,
and grow better.

01

WRITES CONTENT

AI creates high-quality, engaging content in seconds.



- ✓ Blog posts
- ✓ Social media captions
- ✓ Product descriptions
- ✓ Email copy

02

FINDS KEYWORDS

AI discovers high-value keywords that drive traffic and conversions.



- ✓ Keyword research
- ✓ Search intent analysis
- ✓ Long-tail opportunities
- ✓ Competitor keyword gaps

03

BUILDS STRATEGY

AI analyzes data and trends to build winning marketing strategies.



- ✓ Content strategy
- ✓ SEO roadmap
- ✓ Audience insights
- ✓ Competitor analysis

04

AUTOMATES WORKFLOWS

AI automates repetitive tasks so you can focus on growth.



- ✓ Content generation
- ✓ Reporting & analytics
- ✓ Social media scheduling
- ✓ Lead nurturing & follow-ups



AI doesn't replace marketers.

It empowers them.

Work smarter. Scale faster. Get better results.

REAL-WORLD IMPACT

AI helps marketers do **more**, **faster** and **smarter** — driving real business results.

01

10x CONTENT PRODUCTION

AI generates high-quality content at scale, in a fraction of the time.



WITHOUT AI

10

ARTICLES/DAY



WITH AI

100+

ARTICLES/DAY



10x MORE OUTPUT.
SAME (OR BETTER) QUALITY.

02

FASTER RESEARCH

AI analyzes data and finds insights in seconds, not hours.



WITHOUT AI

5-10

HOURS/RESEARCH



WITH AI

5-10

MINUTES/RESEARCH



SAVE HOURS EVERY DAY.
MAKE DATA-DRIVEN DECISIONS FASTER.

03

MORE LEADS

AI helps optimize content, campaigns and targeting to attract and convert more high-quality leads.



LEADS GENERATED

+320%

CONVERSION RATE

+2.8x



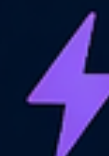
MORE TRAFFIC.
MORE QUALIFIED LEADS. MORE SALES.



AI doesn't just automate tasks — it **amplifies impact**.



DO MORE



DO IT FASTER



SEE BETTER RESULTS

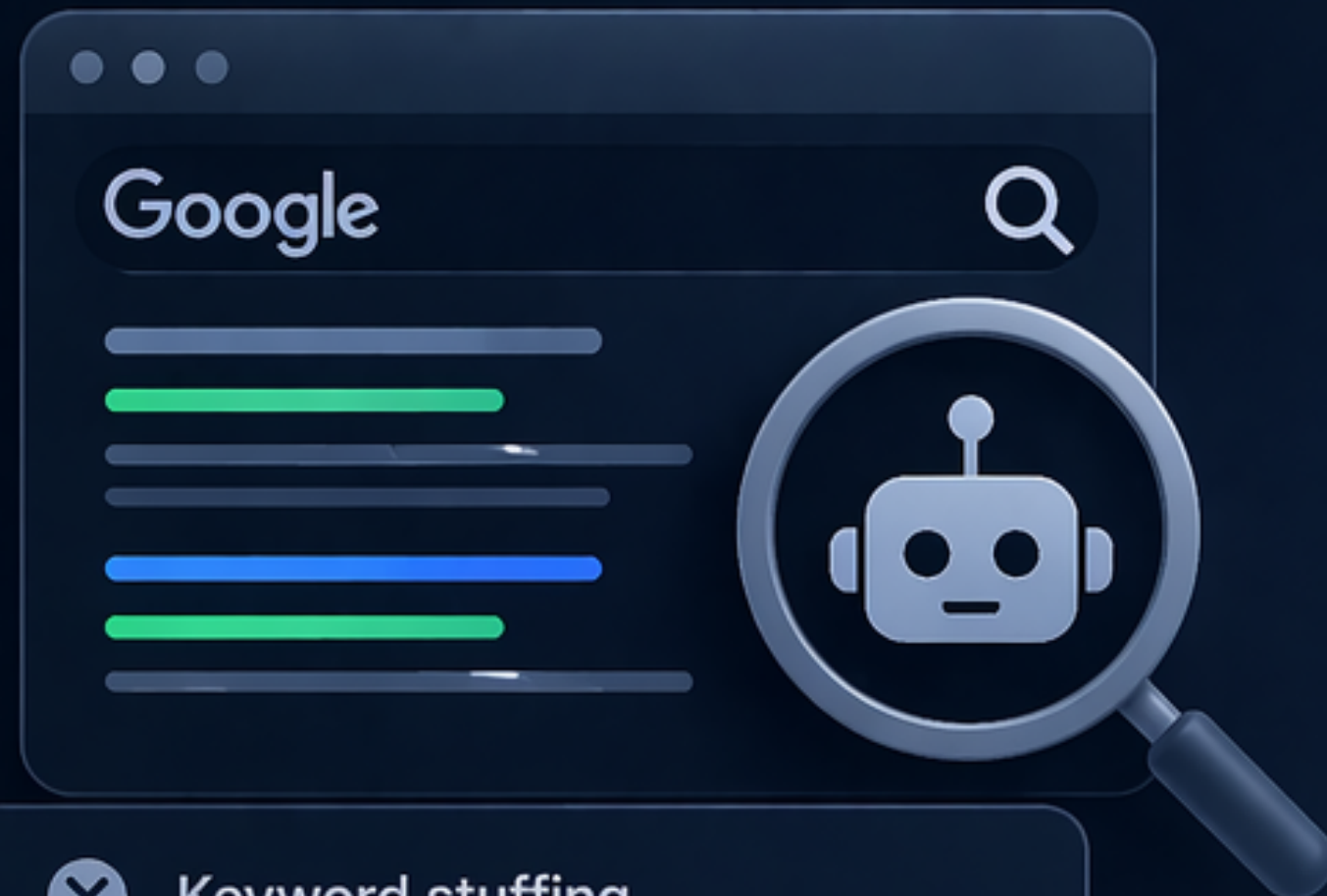
BIG SHIFT

SEO is **evolving**. The focus has **shifted**.

OLD SEO

Write for Google

Optimize for search engines and algorithms.

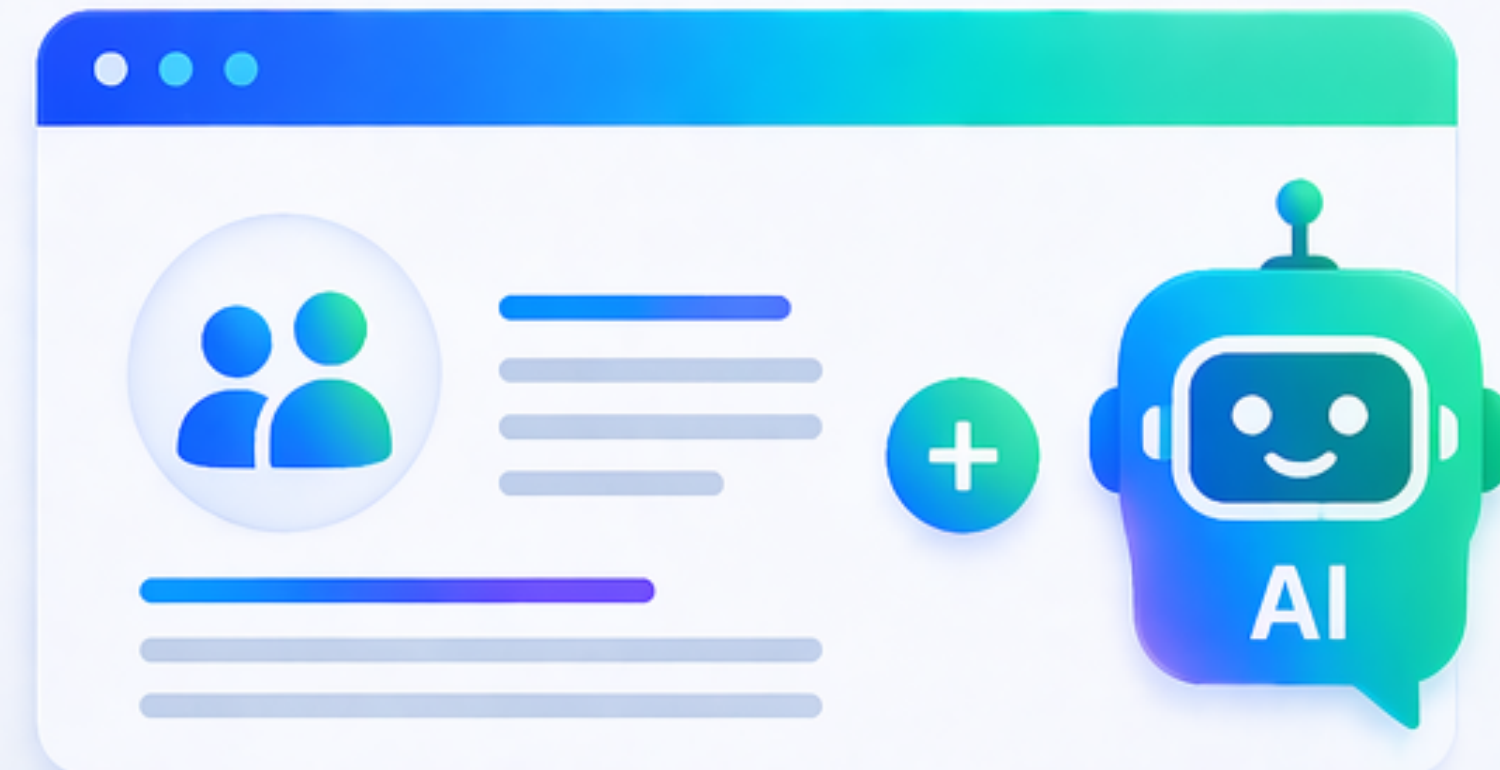


- ✗ Keyword stuffing
- ✗ Chasing rankings
- ✗ Writing for algorithms
- ✗ Short-term gains

NEW SEO

Write for Humans + AI

Create helpful, relevant content that people and AI love.



- ✓ Helpful, people-first content
- ✓ Semantic relevance & context
- ✓ Trusted, authoritative insights
- ✓ Long-term growth & impact



The goal isn't just to rank.



The goal is to **help**, **inform**, and **make an impact**.

BREAK





AI SEO TOOLS



Smarter Tools. Better Insights. Higher Rankings.

01



SEMRUSH

All-in-one AI-powered SEO and marketing suite.

- Keyword Research
- Competitor Analysis
- Site Audit
- Rank Tracking
- Content Toolkit



Best for:

All-in-one SEO strategy & competitive research

02



AHREFS

Powerful AI-driven SEO tool for backlinks and rankings.

- Backlink Analysis
- Keyword Explorer
- Site Audit
- Rank Tracker
- Content Explorer



Best for:

Backlink analysis & organic growth

03



SURFER SEO

AI content optimization tool that helps you rank higher.

- Content Editor
- Keyword Suggestions
- SERP Analyzer
- Content Score
- AI Outline Generator



Best for:

On-page SEO & content optimization

04



CHATGPT (FREE OPTION)

AI assistant for SEO research, content & strategy.

- Content Ideas
- Keyword Suggestions
- Meta Descriptions
- Outline & Structure
- Q&A & Research



Best for:

Free AI support for content creation & SEO tasks



Use AI tools to **save time**, make **better decisions**, and **grow your organic traffic**.

SEO AUDIT



A complete **health check** for your website.

SITE HEALTH OVERVIEW



✓	Crawling	92%
i	Indexing	85%
⚠	On-Page SEO	68%
🔗	Backlinks	72%
📱	Mobile Usability	90%

TOP ISSUES FOUND

23

Errors



47

Warnings



15

Notices



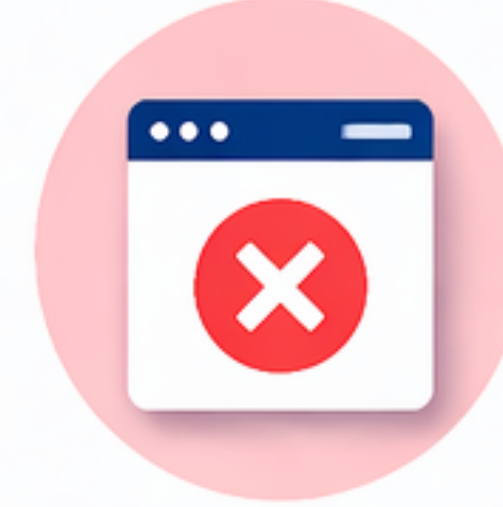
100+

Opportunities



Audit today. Fix issues. Rank higher.

WHAT AN AUDIT SHOWS:



ERRORS

Issues that are hurting your website's performance and rankings.

Examples:

- Broken links
- 4xx/5xx errors
- Duplicate content
- Redirect issues



MISSING KEYWORDS

Important keywords your competitors rank for, but you don't.

Examples:

- High-volume keywords
- Long-tail keywords
- Topic gaps



OPPORTUNITIES

Areas to improve and grow traffic, visibility, and conversions.

Examples:

- Content improvements
- Internal linking
- Featured snippet opportunities
- Technical enhancements



SEO CONTENT

Content designed to rank on Google



Keyword Optimized

Target the right keywords your audience searches.



High-Quality & Relevant

Provide value with in-depth, helpful, and original content.



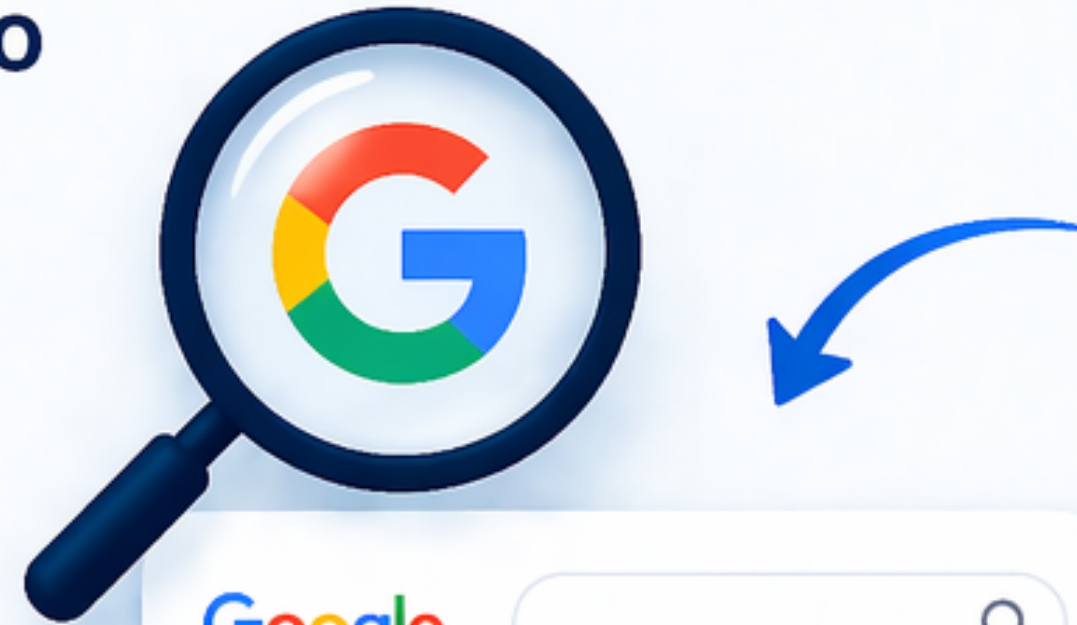
Engaging & Well-Structured

Easy to read, scannable, and engages both users and search engines.



Optimized for Rankings

On-page SEO, internal links, meta tags, and more.



Google

✓ Your Website
<https://yourwebsite.com/seo-content>

SEO Content: The Ultimate Guide to Rank on Google

Learn how to create SEO content that ranks higher, drives traffic, and converts visitors into customers.

Higher Rankings. More Traffic. Better Results.

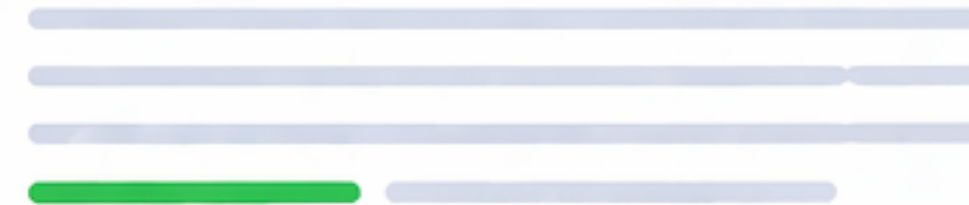
✓ SEO OPTIMIZED

How to Create SEO Content That Ranks on Google

SEO content is content that is created with both search engines and users in mind. It helps you rank higher and attract the right audience.



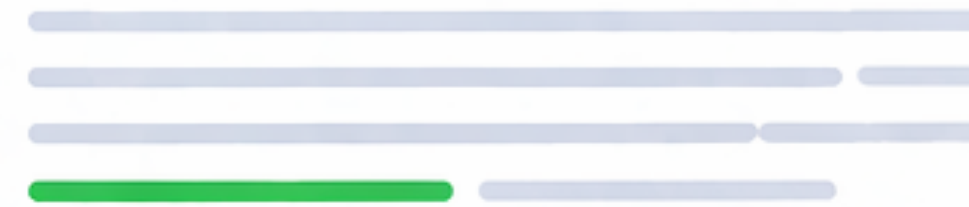
✓ 1. Find the Right Keywords



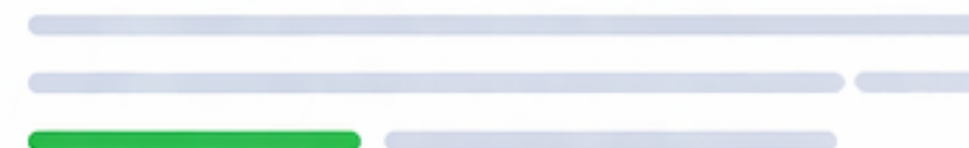
KEYWORD EXAMPLE

- ✓ seo content
- ✓ seo content strategy
- ✓ how to rank on google

✓ 2. Create High-Quality Content



✓ 3. Optimize On-Page SEO



★ Great content. Strong SEO. Top rankings. That's the power of SEO content.



Built for Search Engines. Loved by Humans.



More Visibility

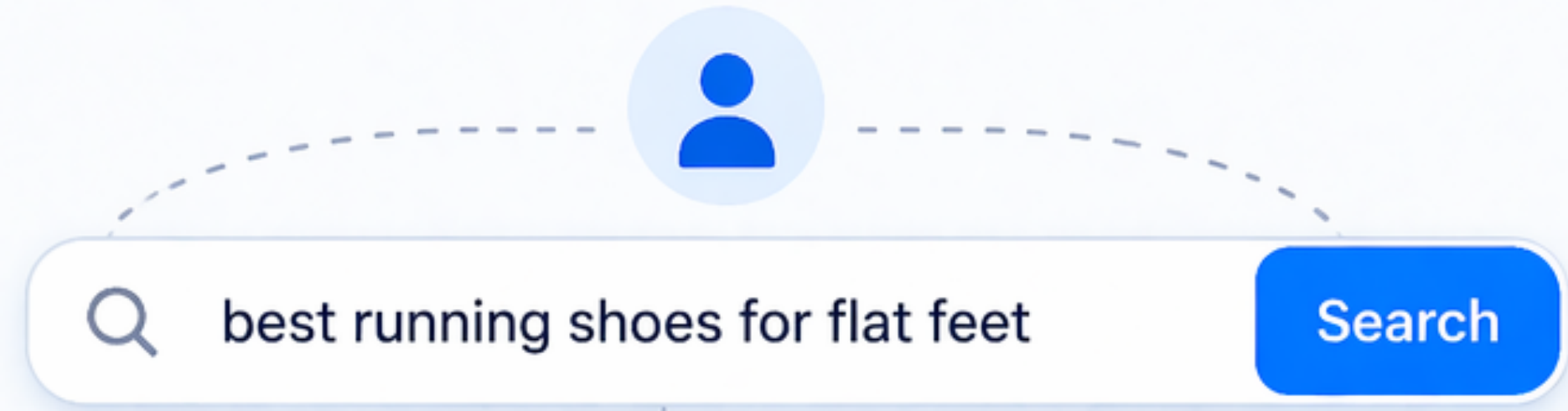


More Traffic



More Conversions

KEYWORD RESEARCH



Informational
Learn, Guide, Tips

Commercial
Compare, Reviews, Best

Transactional
Buy, Price, Deals

“What would your **customer** search?”



Understand Your Customer

Think like your customer.
Know their needs and problems.



Find Relevant Keywords

Discover the words and phrases
your customers use.



Analyze & Prioritize

Focus on keywords with the right
balance of search volume and
competition.



Create Content That Ranks

Build valuable content that answers
your customer's search intent.



The right keyword brings
the **right customer** to you.



KEYWORD IDEAS

KEYWORD	SEARCH VOLUME	DIFFICULTY	INTENT
best running shoes for flat feet	12,100	●●●○○	Commercial
running shoes for overpronation	8,100	●●●○○	Informational
best shoes for flat feet men	6,600	●●○○○	Commercial
how to fix flat feet	5,400	●●○○○	Informational
flat feet running tips	3,600	●○○○○	Informational



More relevant
traffic



Higher rankings



Better user
experience



More leads
& sales

CONTENT STRUCTURE

Organized content **ranks better** and **converts more**.



H1 (Title)

The main title that tells search engines and users what your content is about.



H2 (Sections)

Subheadings that organize your content into clear, readable sections.



Paragraphs

Supporting details that explain your points and provide value to readers.



Call-to-Action

Encourages your readers to take the next step.



H1 The Ultimate Guide to On-Page SEO

H2 1. What is On-Page SEO?

H2 2. Key On-Page SEO Factors

-
-
-
-

H2 3. Best Practices for On-Page SEO

•

•

•



Ready to improve your rankings?
Start optimizing your pages today!

Get Started →

META TAGS

Small tags. Big impact on **clicks** and **rankings**.



TITLE TAG

The clickable headline that appears in search results.

✓ Best Practices:

- Keep it under 60 characters
- Use primary keyword
- Make it compelling and unique

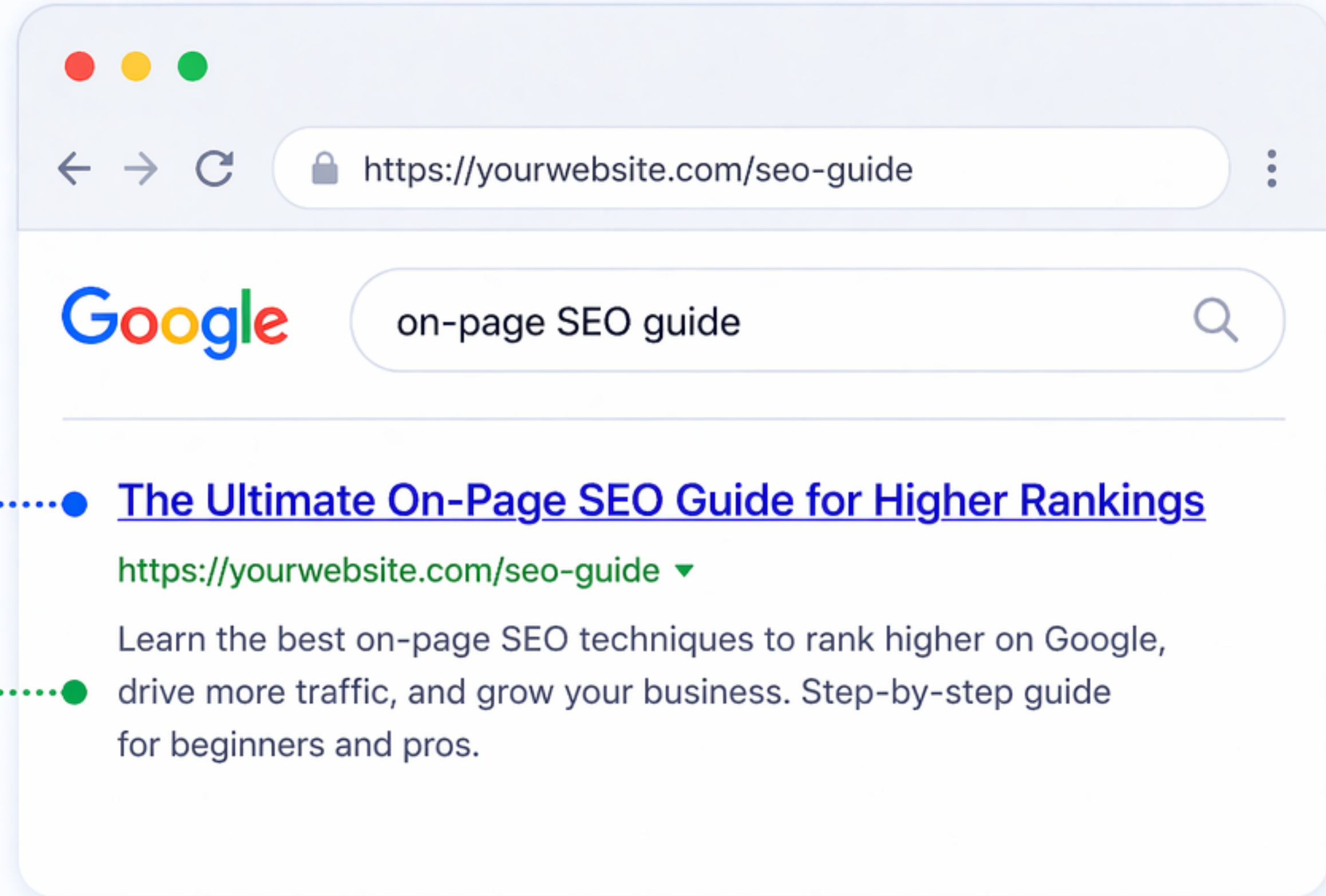


META DESCRIPTION

The short summary that explains your page content in search results.

✓ Best Practices:

- Keep it under 155-160 characters
- Include target keyword naturally
- Highlight the value for users
- Add a clear call-to-action (CTA)



Well-optimized meta tags can:



Improve Rankings



Increase Click-Through Rate



Attract the Right Audience



Boost Your Visibility

AI PROMPT

The right prompt. The right result.

YOUR PROMPT



“Write a 500-word SEO blog using keywords, headings, and CTA”



WHAT THIS PROMPT INCLUDES:



keywords

Use target keywords naturally to help with rankings.



headings

Organize content with clear H1, H2, and subheadings.



500-word blog

In-depth, valuable content that engages readers.



CTA (Call-to-Action)

Encourage readers to take the next step.

TIPS FOR BETTER RESULTS

- ✓ Be specific with topic and audience
- ✓ Include primary and related keywords
- ✓ Mention the tone and style
- ✓ Ask for a strong call-to-action



Better prompts = Better content = Better rankings

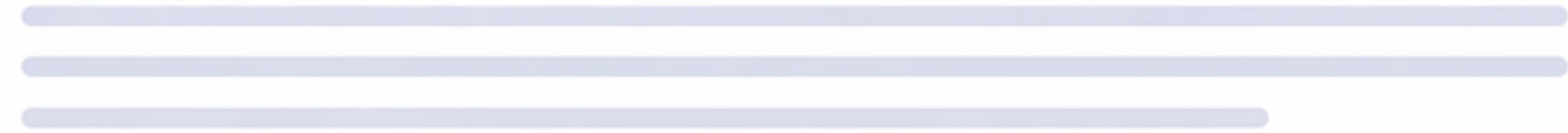


AI RESPONSE






Ultimate Guide to On-Page SEO in 2024

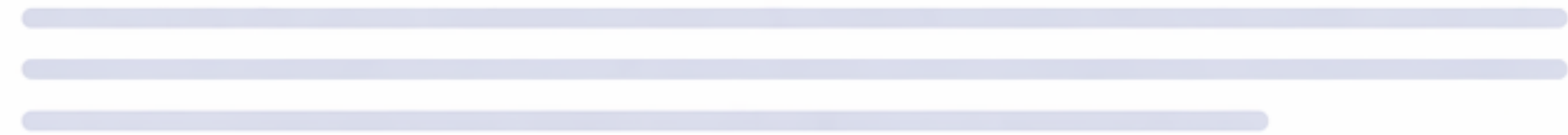
H2 1. What Is On-Page SEO?



H2 2. Key On-Page SEO Factors

- 
- 
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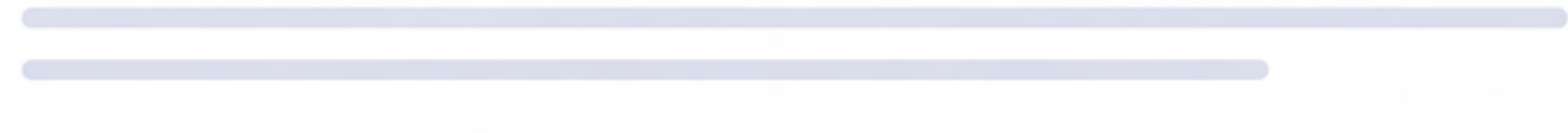
H2 3. Best Practices for On-Page SEO



H2 4. Tools to Improve On-Page SEO



H2 5. Final Thoughts



Ready to Rank Higher?

Optimize your pages, create better content, and grow your traffic today!

[Get Started →](#)



Improved Rankings



More Traffic



Better Engagement



More Conversions


BEFORE


WEAK CONTENT


VS


AFTER

OPTIMIZED CONTENT

 **No Clear Headings**
Poor structure makes content hard to read.

 **Missing Keywords**
No target keywords or search intent.

 **Thin Content**
Lacks depth and real value.

 **No Call-to-Action**
No direction for readers to take the next step.




 **LOW VISIBILITY**


 **LOW RANKINGS**


 **LOW TRAFFIC**

 **LOW CONVERSIONS**

 **Clear Headings**
Well-structured with H1, H2, H3 for easy reading and SEO.

 **Targeted Keywords**
Includes relevant keywords that match search intent.

 **In-Depth Content**
Provides valuable information that answers questions.


 **Strong CTA**
Encourages readers to take action and engage further.

H1 

H2 1. What Is On-Page SEO?

H2 2. Key On-Page SEO Factors

H2 3. Best Practices for On-Page SEO

 **Ready to Improve Your Rankings?**
Start optimizing your pages today!
[Get Started →](#)

 **HIGH VISIBILITY**

 **HIGH RANKINGS**

 **MORE TRAFFIC**

 **MORE CONVERSIONS**



**Better Content. Better SEO.
Better Results.**



Higher Rankings



More Traffic



More Leads & Sales

SEO GROWTH

Better Rankings. More Traffic. **Real Business Results.**



TRAFFIC

More visitors to your website

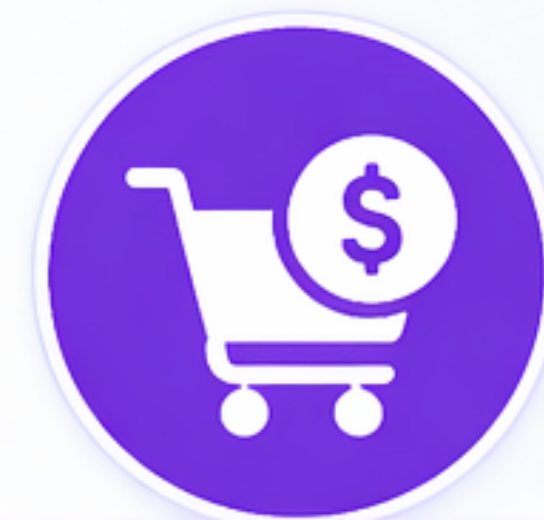
- ✓ Higher rankings
- ✓ More visibility
- ✓ Quality visitors



LEADS

Visitors take action and become leads

- ✓ Engaged audience
- ✓ Lead generation
- ✓ Email sign-ups



SALES

Leads convert into customers and sales

- ✓ More conversions
- ✓ Increased revenue
- ✓ Business growth



SEO is the Growth Engine

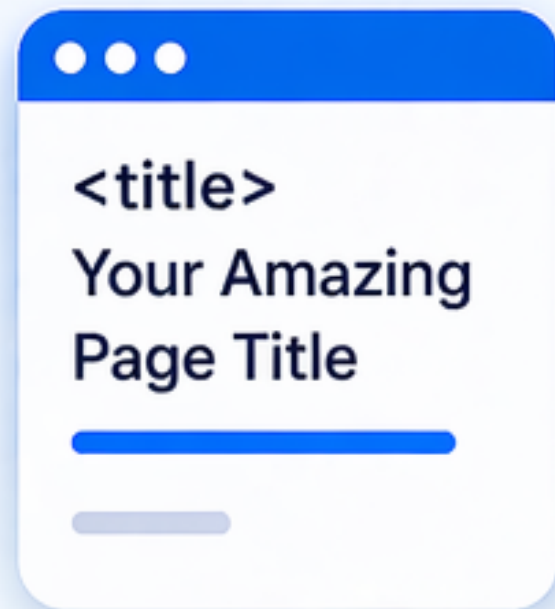
Sustainable. Scalable. Profitable.

QUICK WINS

Small actions. **Big impact.**



1



Fix titles

Write clear, compelling titles that get clicks and improve rankings.



2



Add keywords

Use relevant keywords in your content, headings, and meta tags.



3



Write 1 blog/week

Consistent content builds authority, attracts traffic, and generates leads.



4



Optimize Google profile

Update your profile, add photos, respond to reviews, and attract local customers.



Do these today. **See results tomorrow.**



Better SEO. More Visibility. More Business.



LOCAL SEO

Be found locally. Get chosen locally. Grow locally.



REVIEWS

Positive reviews build trust and improve your local rankings.



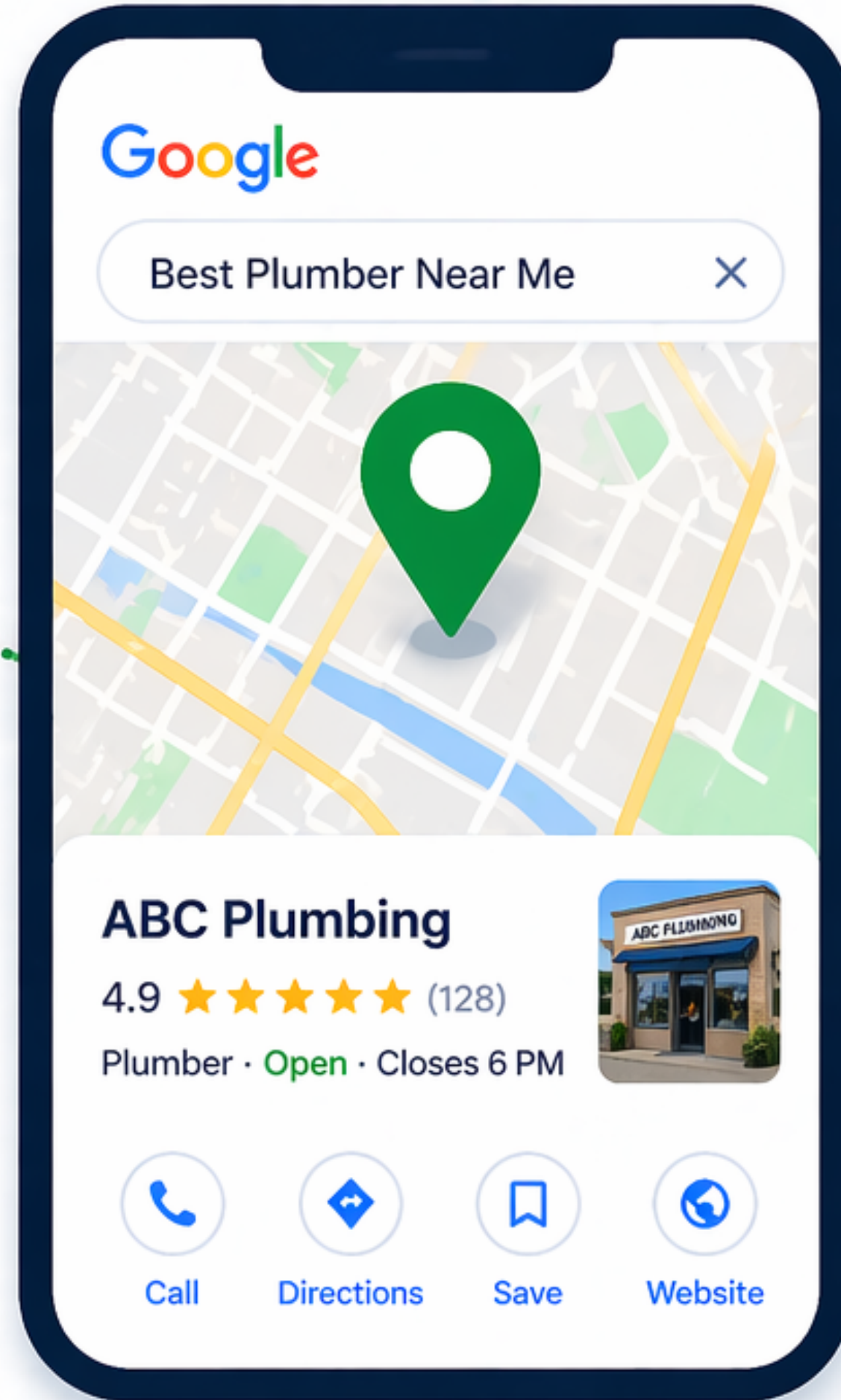
Great service and friendly staff!
Highly recommend.



Jessica M.
2 days ago



More reviews =
More customers



GOOGLE MAPS

Optimize your Google Business Profile to appear in local searches and maps.



ABC Plumbing
4.9 ★★★★★ (128)
Plumber · Open



LOCATION KEYWORDS

Use location-based keywords to attract local customers.



Plumber in Austin
Austin plumbing services



Optimize for local searches. Get more calls. Grow your business.



CONSISTENCY

SEO = COMPOUND GROWTH

Small, consistent efforts today. Big results tomorrow.

CONSISTENT ACTIONS



CREATE QUALITY CONTENT

Helpful content that solves real problems.



OPTIMIZE ON-PAGE SEO

Improve titles, headings, keywords, and internal links.



EARN QUALITY BACKLINKS

Build authority with relevant and trusted websites.



TRACK & IMPROVE

Monitor performance and refine your strategy.



COMPOUND GROWTH OVER TIME



BE CONSISTENT.
THE RESULTS WILL COMPOUND.



SHOW UP
REGULARLY



STAY FOCUSED
ON YOUR GOALS



BE PATIENT
& PERSISTENT



ENJOY LONG-TERM
SUCCESS



HOMEWORK

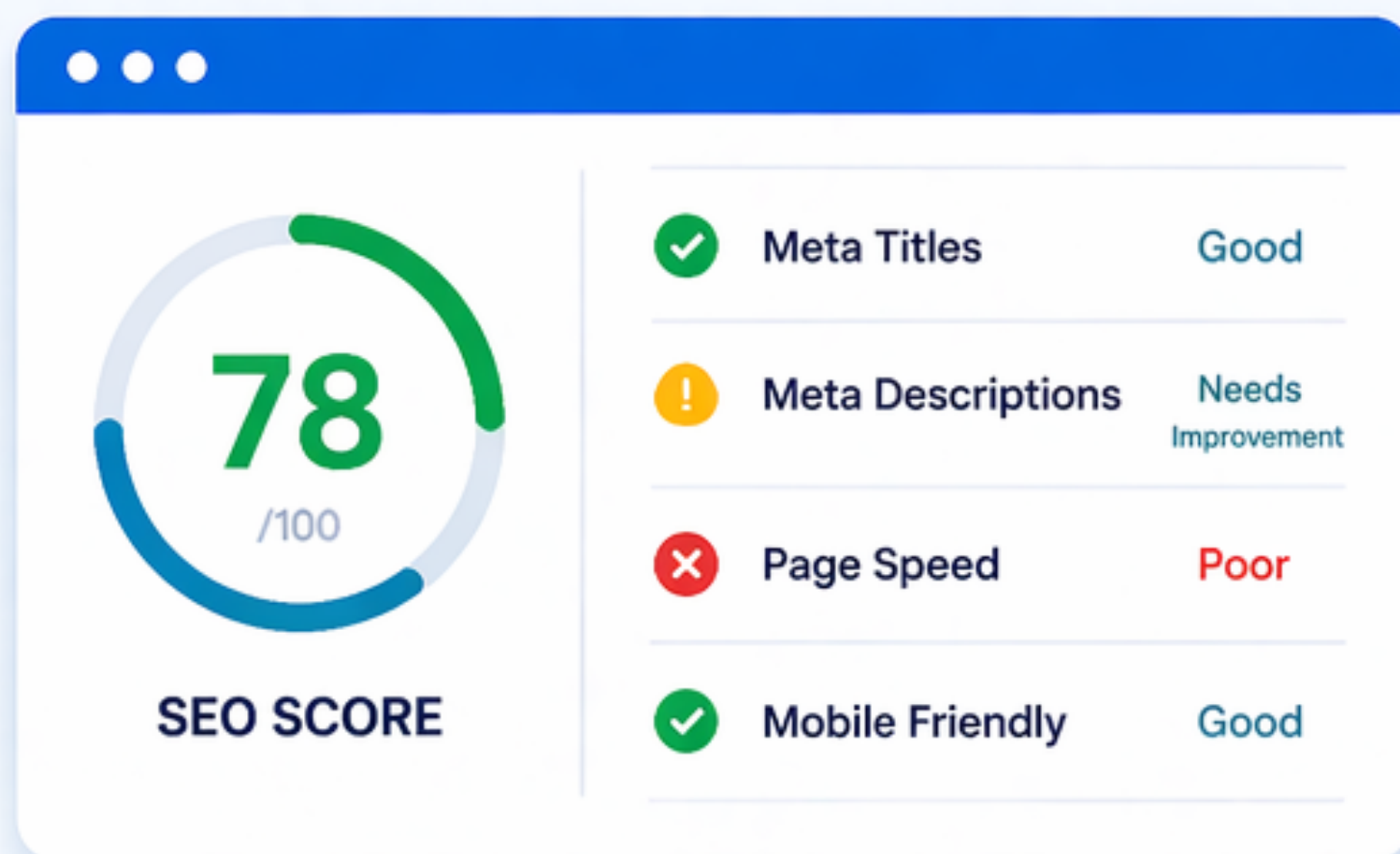


Small steps today. **Big results tomorrow.**

1

RUN A FREE SEO AUDIT

Analyze your website and find opportunities to improve.

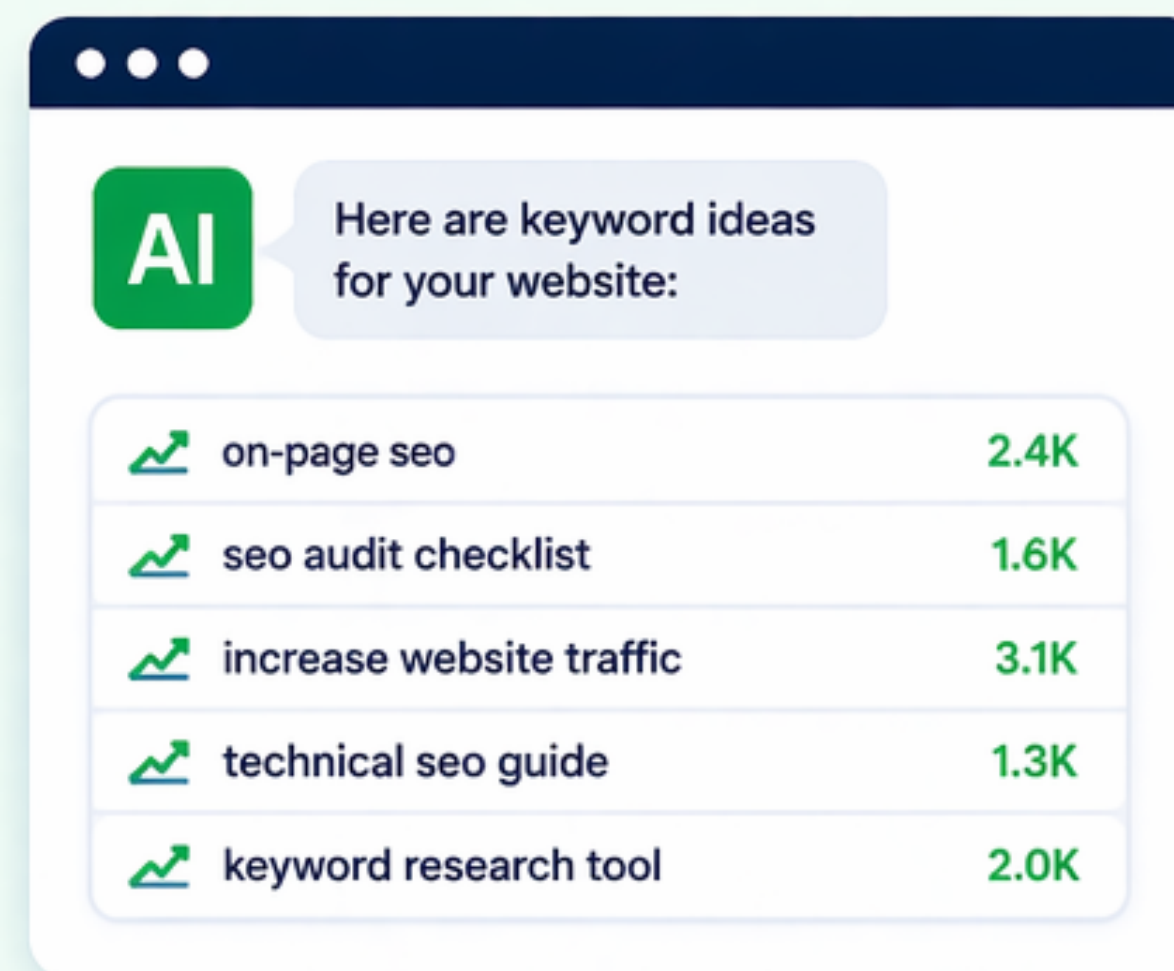


Run SEO Audit

2

GENERATE KEYWORDS WITH AI

Use AI to discover relevant keywords and content ideas.



Generate Keywords



Do these today. | **Build momentum.** | See results.





QUESTIONS?



We're here to help!

HITMAN TECHNOLOGIES



John Marino



jmarino@hitmantech.com



Phone: 612-388-9765



www.hitmantech.com