

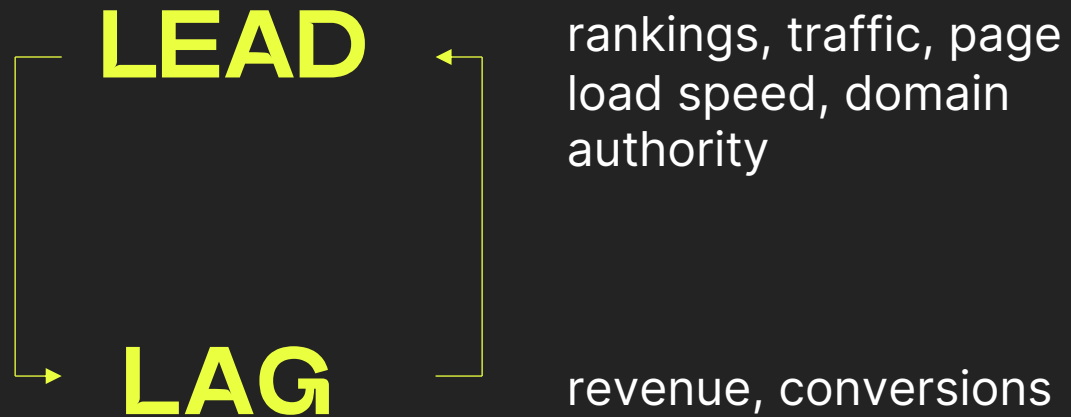
civitta

SEO Post-Google
pasaulyje: „klientų darbų“
metodas keičia paieškos
strategijas

PASSWORD 2025 | Rūta Gaudešienė

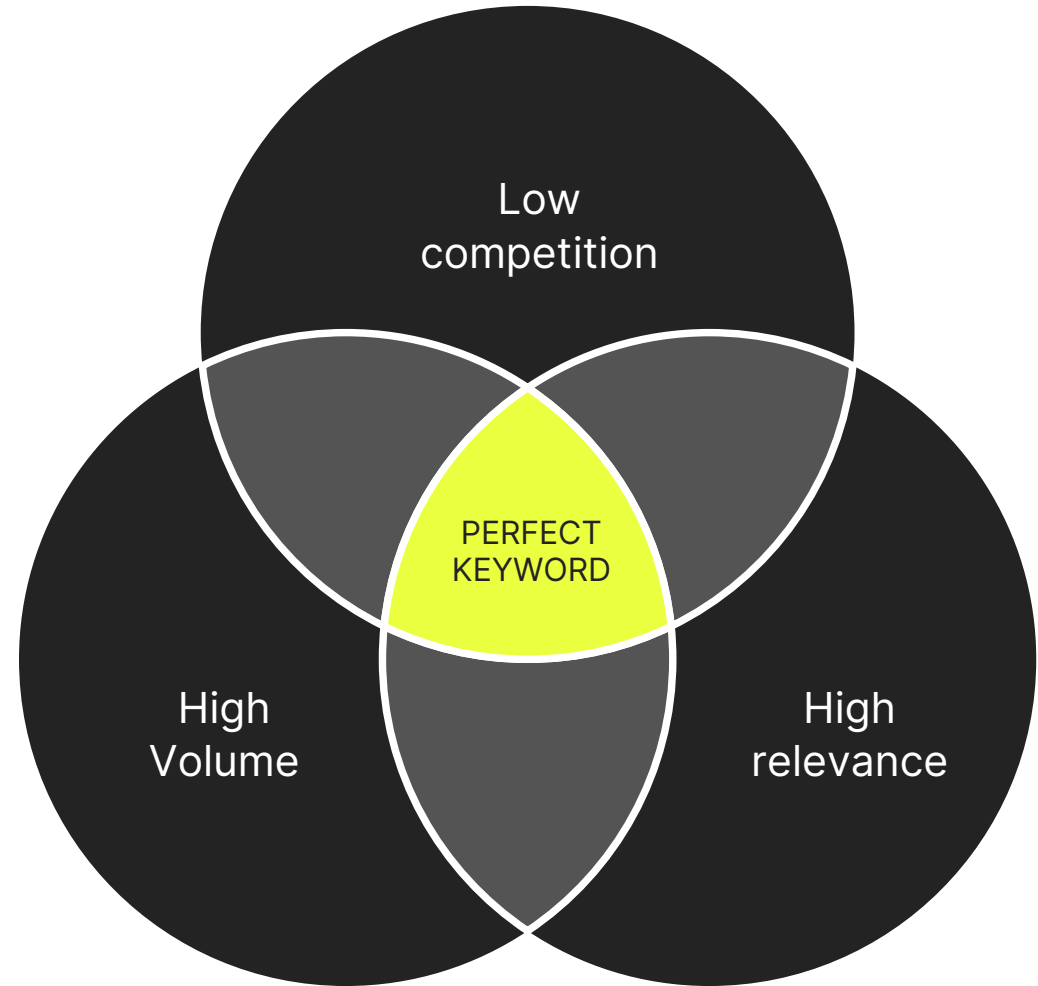


What you measure is what you control



Ideal traditional SEO plan

Traditional SEO has historically focused on improving search engine rankings to increase organic search visibility



Searcher

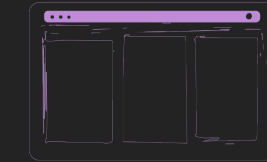
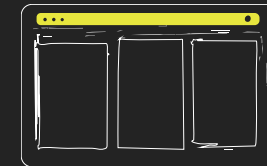
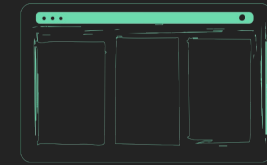
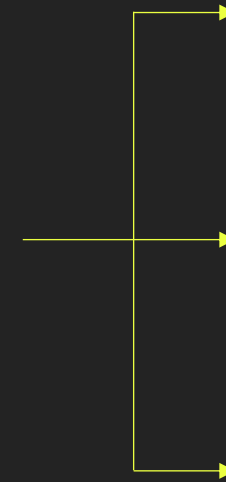
selects keyword

Google

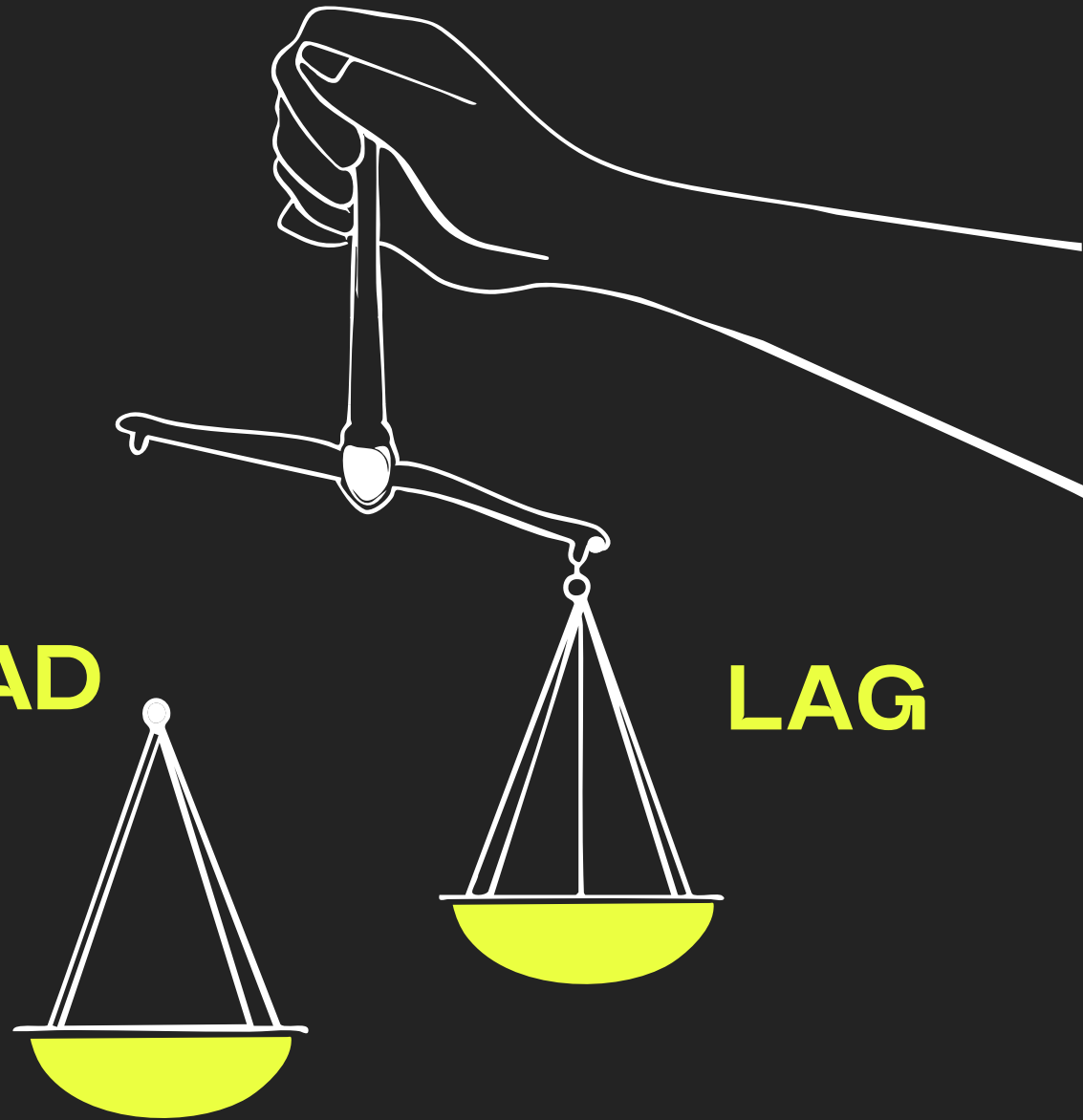
links

Business

wins or loses



**AIOS breaks the
traditional digital
exchange**



SEO Transformations

level up for users

From simple

to complex search queries

From link directory

to direct answer provider

From standardized results

to personalized responses



OLD Search

outdoor solar lights



NEW Search

I need silver solar lights to mark my driveway, they should be subtle and easy to install, about 8 cm wide



SEO Transformations

puzzle for marketers

From traffic sender

to traffic keeper

From link evaluator

to content evaluator



Searcher

writes their needs



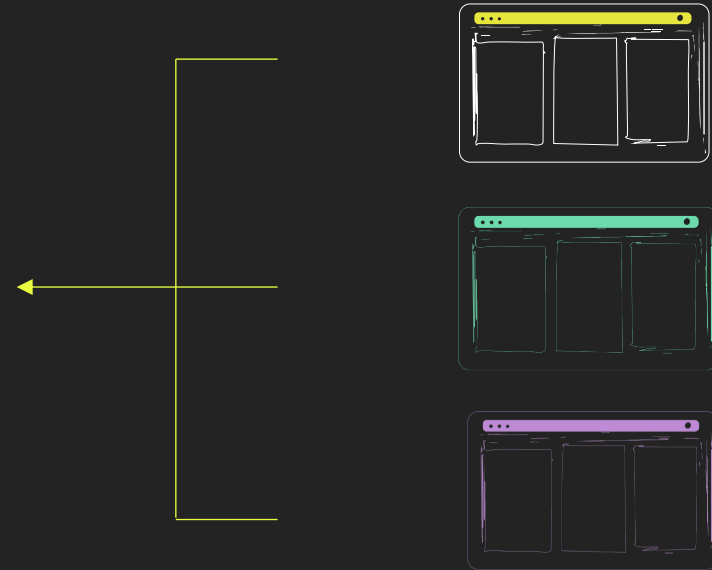
Google

keeps users inside
its ecosystem



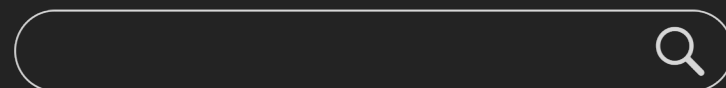
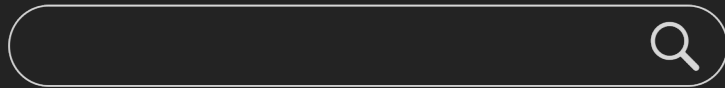
Businesses

serve as information
donors



In 2024, what happens after **Americans** search Google?

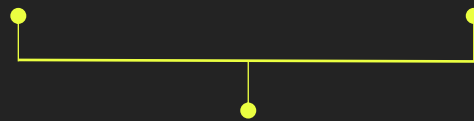
In 2024, what happens after **Europeans** search Google?



41.5%
A click...

37.1%
Nothing

21.4%
Another search



59.7%

“Zero-Click Searches”

For every 1,000 US Google searches, 360 clicks go to the open web.

40.3%
A click...

37.4%
Nothing

22.3%
Another search



58.5%

“Zero-Click Searches”

For every 1,000 EU Google searches, 374 clicks go to the open web.

5 SEO's Dead Parrots

- / **Keyword** matching: Google no longer cares if your page mentions the keyword. It cares if your page solves the user's problem.
- / **Traffic** without revenue: rankings \neq revenue. Clicks \neq conversions
- / **One-size-fits-all websites** offering identical website journeys to all visitors regardless of their needs.
- / **Generic content** publishing: more articles \neq more business.
- / **Click-Centric strategies**: focusing on driving users to your website misses the opportunity to engage them directly in search results.



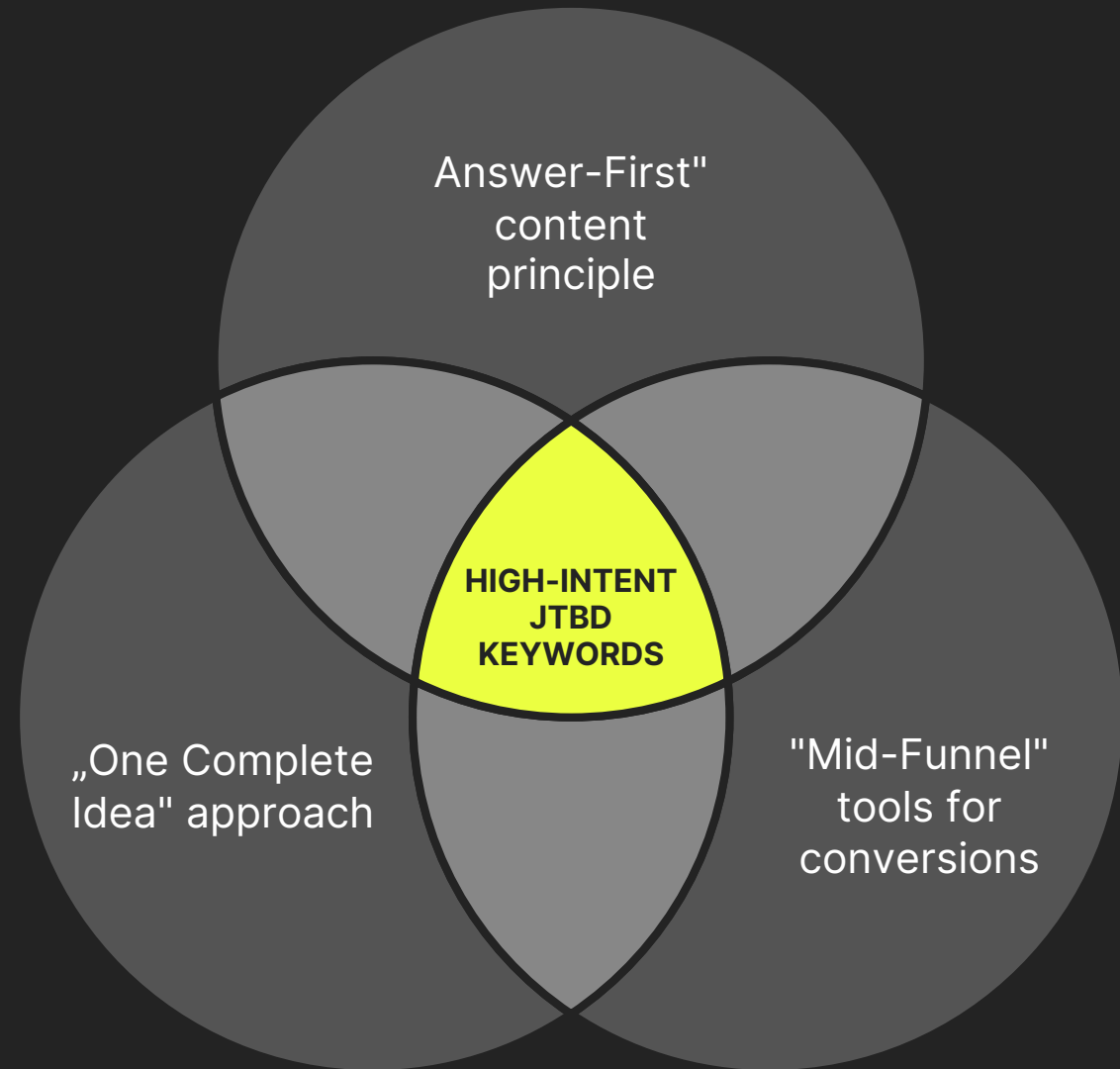
If the only reason you were producing content was for search and Google,
you're missing the boat.

Gartner predicts a **25% decrease in organic** web traffic by 2026 due to AIOS



Ideal Zero-Click Immunity SEO plan

Drive revenue and business impact (ROI) from organic search by creating a „Zero-Click Immunity“ content



Quick break

Download my slides

ruta.gaudiesiene@civitta.com



„Answer-First“ content principle

- ∕ In the age of zero-click, holding back information to drive clicks no longer works.
- ∕ Instead, we need to address the customer's job with complete, valuable information that can be captured directly in Featured Snippets



Vitamin B1 (thiamine), B2 (riboflavin) and B3 (niacin) keep the nervous system healthy, release energy from food, and maintain healthy skin and vision. These vitamins are crucial in spring as they protect your body from sun damage whilst providing the energy needed for physical activity. Mar 13, 2019



Rain Nutrience

<https://rainuk.com> › posts › spring-supplements-to-keep...

[Spring Supplements To Keep You Healthy | Rain Nutrience Ltd](#)

🔍 About featured snippets • 🗨️ Feedback



tigogreen

<https://tigogreen.de> › what-supplements-spring-season

[The most important nutritional supplements for spring](#)

Apr 8, 2021 — **Vitamin B1 (thiamine), B2 (riboflavin) and B3 (niacin)** keep the nervous system healthy, release energy from food and provide healthy skin and ...

People also ask

What are the top 3 most important vitamins?

What vitamins should I take if I don't go outside?

Should you take vitamin D or C in the winter?

Which vitamins are best to take everyday?

Feedback

„Answer-First“ content principle

People also ask

What are the top 3 most important vitamins?

In conclusion, **Omega 3 fish oil, Vitamin D, and Magnesium** are three essential vitamins that can improve overall health and well-being.



Southern California University of Health Sciences

<https://www.scuhs.edu> › front-page-news › top-3-vitamins

[Top Three Vitamins You Can't Afford to Miss: My Must-Haves for Optimal](#)

...





kokius vitaminus man gerti pavasarį?

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www.manovaistine.lt

<https://www.manovaistine.lt/vitam...> · [Translate this page](#) · [More](#)

Vitaminai pavasarį | Internetinėje "MANO vaistinėje"

Cinkas · padeda palaikyti normalią angliavandenių apykaitą; · padeda palaikyti normalią pažinimo funkciją; · padeda palaikyti normalią DNR bei baltymų sintezę;.



LRT

<https://www.lrt.lt/sveikata> · [Translate this page](#) · [More](#)

Specialistai pataria, kokius vitaminus vartoti pavasarį ir ar ...

May 13, 2022 – Pavasarį jėgas atgauti padės multivitaminai · Vitamino C – tik jei nustatytas trūkumas · Gerti vitaminą D rekomenduojama visus metus · Prieš ...
Missing: man | Show results with: man



www.manovaistine.lt

<https://www.manovaistine.lt/jurga...> · [Translate this page](#) · [More](#)

Jurga: visa tiesa apie vitaminus – kada juos reikia vartoti, o ...

Vitaminų ABC ; Vitaminas B3 (niacinas). 16 mg. - Energijos apykaitai;. - Odai, gleivinėms;. - Nervų sistemai. ; B5 (pantoteno rūgštis). 6 mg. - Energijos ...



Delfi

<https://www.delfi.lt/gyvenimas> · [Translate this page](#) · [More](#)

8 būdai sužinoti, kokių vitaminų jums trūksta

May 13, 2015 – Kartais galbūt vertėtų gerti vitaminų kompleksą. Na o pavasarį pasiskinkite dilgėlių, garšvų, valgykite špinatų – tai tikri vitaminų šaltiniai.



kokius vitaminus man gerti pavasarį?

what vitamins to take in spring

All Images Videos Shopping Short videos News Forums More

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Tools

[www.manovaistine.lt](https://www.manovaistine.lt/vitam...)
<https://www.manovaistine.lt/vitam...> · [Translate this page](#)

Vitaminai pavasarį | Internetinėje "MANO vaistinėje"

Cinkas · padeda palaikyti normalią angliavandenių apykaitą; · padeda palaikyti normalią pažinimo funkciją; · padeda palaikyti normalią DNR bei baltymų sintezę;

LRT
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Specialistai pataria, kokius vitaminus vartoti pavasarį ir ar ...

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Missing: man | Show results with: man

[www.manovaistine.lt](https://www.manovaistine.lt/jurga...)
<https://www.manovaistine.lt/jurga...> · [Translate this page](#)

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Delfi
<https://www.delfi.lt/gyvenimas> · [Translate this page](#)

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AI Overview

In spring, consider focusing on vitamins like **Vitamin D (for bone health and mood)**, **Vitamin C (for immune support)**, and **Vitamin B12 (for energy and overall well-being)**, along with other essential nutrients.

Here's a more detailed look at some key vitamins to consider during the spring months:

- **Vitamin D:** With increasing sunlight, it's a good time to focus on Vitamin D, which is important for bone health, mood, and immunity.
- **Vitamin C:** As pollen levels rise, Vitamin C can help support your immune system and potentially ease allergy symptoms.
- **Vitamin B12:** This vitamin is crucial for energy levels and overall well-being, especially if you've been cutting back on meat or other animal-source foods during the winter.
- **B Vitamins (B1, B2, B6):** These vitamins are essential for energy production, healthy skin, and a healthy nervous system.
- **Other Vitamins and Minerals:** Consider incorporating foods rich in Vitamin A, Vitamin E, Iron, Magnesium, Zinc, Calcium, and Omega-3 fatty acids.
- **Biotin:** Biotin is a key mineral in hair and nails
- **Folic Acid:** Folic acid is important for healthy hair growth
- **Zinc:** Zinc is important for healthy hair follicles
- **Turmeric:** Turmeric can help with inflammation

Learn more

Spring Supplements To Keep You Healthy | Rain Nutrience Ltd

Mar 13, 2019 — Vitamin B1 (thiamine), B2 (riboflavin) and B3 (niacin) keep the nervous system healthy, release energy from...

Rain Nutrience Ltd

Our Three Favourite Vitamins For Spring - Ener-C

Our Three Favourite Vitamins For Spring * Vitamin B. One of the most important vitamins for your body is Vitamin B. ... *

Ener-C

Spring into Health: What Vitamins You Should Be Taking This ...

Spring into Health: What Vitamins You Should Be Taking This Season * Vitamin A. Studies have found that vitamin A can hel...

Naturelo

Show all

"One Complete Idea" approach

Design content units for **AI first, reader second** - delivering one complete, high-value idea that's:

- / easy to extract for Featured Snippets or PAA boxes, and
- / quick to **refresh to stay visible**



"One Complete Idea" approach



Why your organic traffic is not converting? ?

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Big Sea
<https://bigsea.co> · Fresh Ideas

Top 3 Reasons Your Website Isn't Converting (And How To ...

Feb 29, 2024 — If your ads or organic search results are getting clicks but not conversions, it's probably because they aren't attracting the right traffic. ...

Reddit · r/SEO
10+ comments · 8 months ago

Why my visitors are not converting on my website? - SEO

One major factor could be user experience and trust signals on your site. For instance, making sure your site loads quickly, has clear calls-to- ...

Constant Contact
<https://www.constantcontact.com> · blog · website-conv...

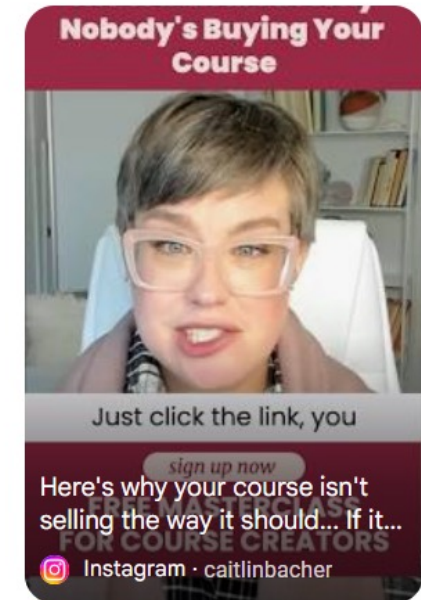
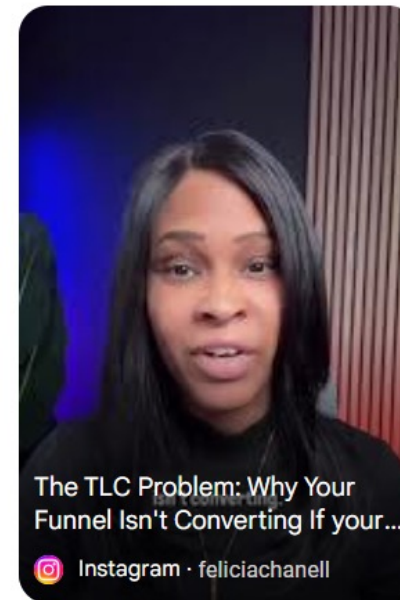
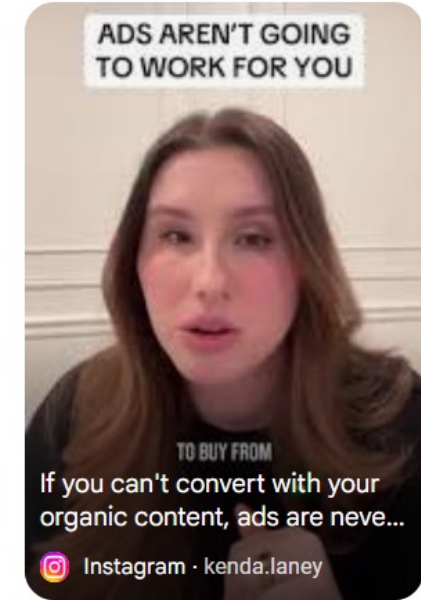
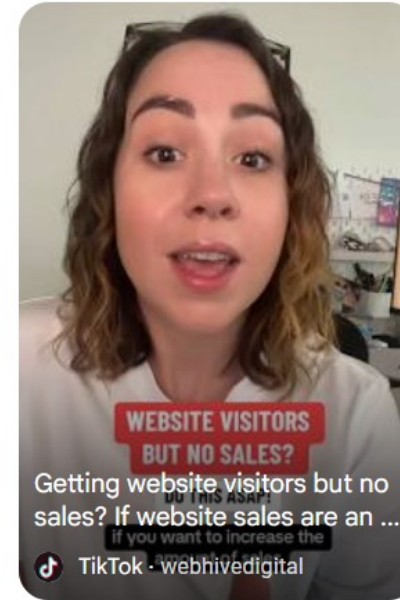
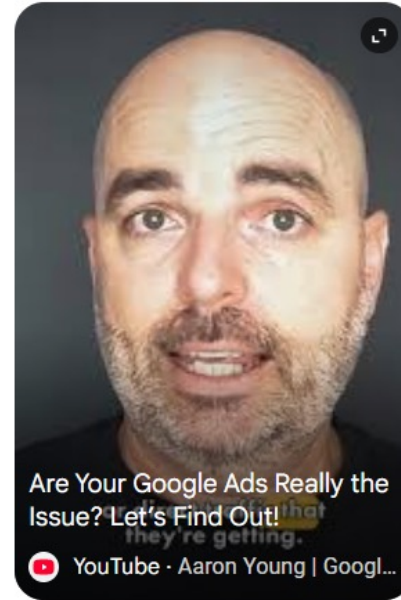
4 Reasons Your Website Conversions Are Low (and How ...

Nov 17, 2023 — Generally speaking, organic visitors are more likely to convert because they're more targeted than any other source of traffic.

okwrite
<https://okwrite.co> · Conversion Rate Optimization


Is Your Blog Not Converting Organic Traffic? Here's Why

Feb 12, 2025 — If your blog isn't converting, several factors may be at play. One common issue is poor user experience. A cluttered layout, slow load times, or confusing ...



"One Complete Idea" approach





 Newsweek

How My Multicultural Identity Shaped My Perspective as a Leader

Meet People Where They Are. I believe the most effective leadership and teamwork happen in business when everyone is welcomed and respected...

Nov 3, 2021





 FAIR

'It's Time to Take Medicare Advantage Off the Market':

If we had a 40-year failing experiment on any drug, we'd say, take that drug off the market. It's time to take Medicare Advantage off the market...

1 month ago




 Campaign

Neurodiversity in marketing: How my dyslexia helps me as a CMO

For Neurodiversity Celebration Week, Benjamin Braun, the chief marketing officer of Samsung Europe, talks about his own personal experience...

Mar 14, 2023



Mid-Funnel tools for conversions

If AI owns the top, we must win the middle - with content formats visitors search for in the final stages of active consideration:

- / Q&As
- / calculators
- / comparison guides
- / buying guides



Mid-Funnel tools for conversions

Visual data: charts, comparisons and graphs that AI can't easily summarize

Plastpro Doors
<https://www.plastproinc.com> › blog › Išversti šį puslapį

Wood vs. Fiberglass vs. Steel Doors: A Comparison Guide

2021-10-11 — Plastpro also offers composite door frames, which are significantly more durable and rigid than wood frames, and therefore more reliable at ...

	WOOD	STEEL	FIBERGLASS
APPEARANCE	<ul style="list-style-type: none"> · Large selection · Many tree species - added character · Many panel configurations 	<ul style="list-style-type: none"> · Minimal selection · Smooth skin · Least defined panel embossments 	<ul style="list-style-type: none"> · Large selection · Options to mimic the look of many woodgrains · Smooth skin options - paintable · Many panel configurations
COST	\$\$ - \$\$\$\$\$	\$ - \$\$\$	\$\$ - \$\$\$
DURABILITY	★★★★↓	★★	★★★★★
ENERGY EFFICIENCY	★★	★★ - ★★★★★	★★★★★↓
SECURITY	★★ - ★★★★★	★★★★ - ★★★★★	★★★★ - ★★★★★

Mid-Funnel tools for conversions

Comprehensive "how-to" content



Saras Analytics

<https://www.sarasanalytics.com> › [blog](#) › [a-simple-guide...](#)



A Simple Guide for Customer Lifetime Value

6 days ago — Formula to calculate CLV. **Customer Lifetime Value = Customer Value x Average Customer Lifespan**. Where, Average Order Value = Total Sales / ...

[What are the methods of...](#)

[Simple way to calculate...](#)

[Why is Customer Lifetime...](#)

Method 2:

$CLTV = \text{Cumulative Net Present Value} / \text{New Customers Gained}$


Where,

- **Acquisition Cost per Customer** = Total marketing costs across all channels / Number of new customers gained.
- **Average Orders Per Year** = Number of orders serviced / Number of new customers gained
- **Average Order Size** = Total revenue generated in a particular year / Number of orders serviced
- **Total Cost** = Total marketing costs across all channels + Cost of Goods
- **Gross Profit** = Total revenue generated in a particular year – Total Cost
- Assuming a Discount Rate that is a standard in the specific industry, we arrive at Discount Rate.
- **Net Present Value** = Discount Rate x Gross Profit
- **Cumulative Net Present Value** = Net Present Value 1 + Net Present Value 2 + Net Present Value 3

Values	Year 1: Acquisition	Year 2	Year 3
Total Revenue	\$2,700,000	\$1,562,500	\$1,203,125
Marketing Costs	\$120,000	\$5,000	\$5,000
Customers	10,000	2,500	1,750
Retention Rate	25%	70%	80%
Acquisition Cost	\$12	\$0	\$0
Orders Per Year	1.2	2.5	2.5
Average Order Size	\$225	\$250	\$275
Cost Of Goods	\$1,890,000	\$1,093,750	\$842,188
Total Costs	\$2,010,000	\$1,098,750	\$847,188
Gross Profit	\$690,000	\$463,750	\$355,938
Discount Rate	1.00	1.08	1.16

Mid-Funnel tools for conversions

decision-making tools: interactive calculators and assessment guides

 NerdWallet
<https://www.nerdwallet.com> > Mortgages

Rent vs Buy Calculator

This **Rent vs. Buy Calculator** factors in the upfront and recurring costs of renting and buying to compute which choice saves you the most money in the long run.

[Advertiser disclosure](#)

Rent vs Buy Calculator

Should you rent or buy a home? Use our simple rent vs buy calculator to find out which option is best for you.

Renting

Rent (monthly)

Security deposit[Ⓞ]

[SHOW OPTIONS](#) ▾

Buying

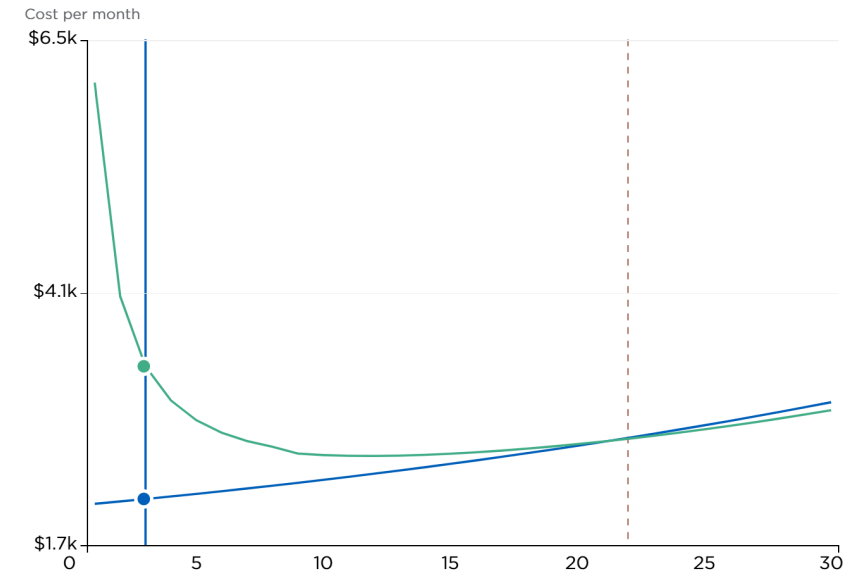
Purchase price

Down payment

Loan term (years)

If you stay 3 years, renting costs less.

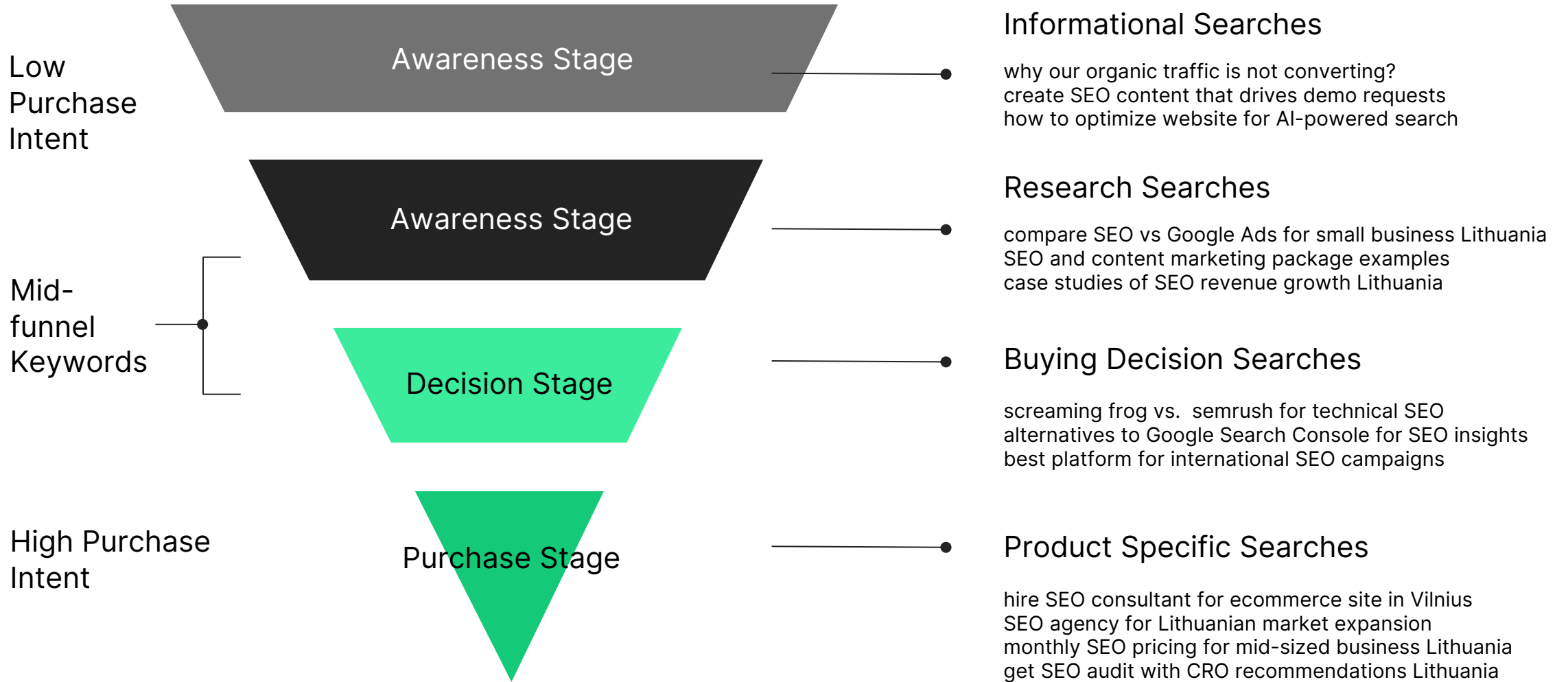
You could save about \$1,263/month.



Identify **high-intent** JTBD Keywords

- ✓ Users **don't search for your brand** —they search to solve a problem.
- ✓ That's why **Jobs-To-Be-Done (JTBD)** keywords focus on implicit buying intent, revealing what users want to achieve, not just what they want to buy.





Low
Purchase
Intent

Awareness Stage

Informational Searches

why our organic traffic is not converting?
create SEO content that drives demo requests
how to optimize website for AI-powered search

Mid-
funnel
Keywords

Awareness Stage

Research Searches

compare SEO vs Google Ads for small business Lithuania
SEO and content marketing package examples
case studies of SEO revenue growth Lithuania

Decision Stage

Buying Decision Searches

screaming frog vs. semrush for technical SEO
alternatives to Google Search Console for SEO insights
best platform for international SEO campaigns

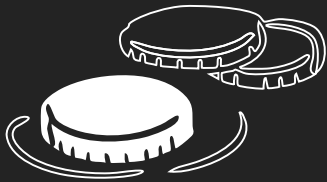
High Purchase
Intent

Purchase Stage

Product Specific Searches

hire SEO consultant for ecommerce site in Vilnius
SEO agency for Lithuanian market expansion
monthly SEO pricing for mid-sized business Lithuania
get SEO audit with CRO recommendations Lithuania

How people buy is how you should sell



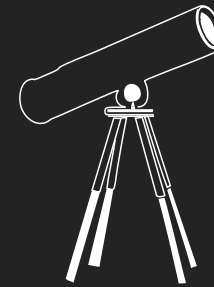
COST



PROBLEMS (FEARS)



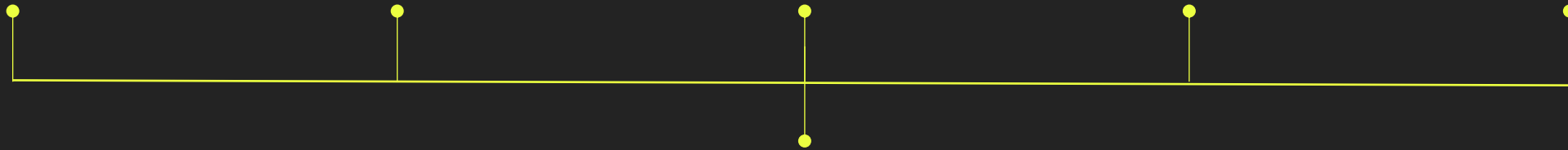
COMPARISONS / VS



REVIEWS

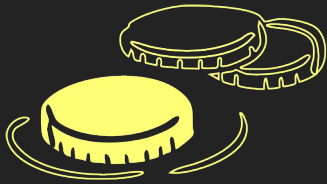


BEST



The Big 5

How people buy is how you should sell



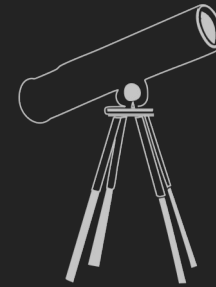
COST



PROBLEMS (FEARS)



COMPARISONS / VS



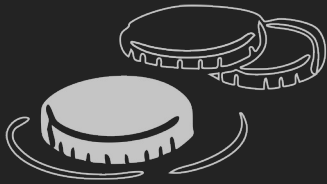
REVIEWS



BEST

- / What affordable alternatives exist for premium solutions?
- / How much do typical subscriptions cost for this service?
- / What's the cost difference between buying versus renting?

How people buy is how you should sell



COST



PROBLEMS (FEARS)



COMPARISONS / VS



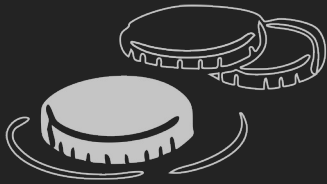
REVIEWS



BEST

- / How to maintain visibility despite algorithm changes?
- / What risks come with not updating my digital approach?
- / How can I minimize process errors?

How people buy is how you should sell



COST



PROBLEMS (FEARS)



COMPARISONS / VS



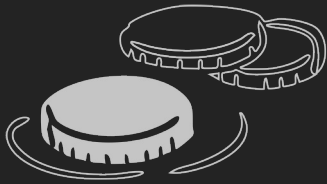
REVIEWS



BEST

- / Which option works better for beginners?
- / How do these solutions compare for small organizations?
- / iPhone 14 vs Samsung Galaxy S23?

How people buy is how you should sell



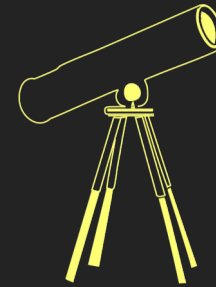
COST



PROBLEMS (FEARS)



COMPARISONS / VS



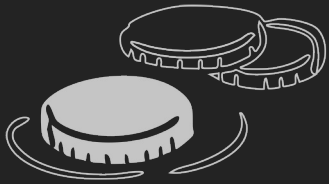
REVIEWS



BEST

- / What do users say about this popular brand?
- / Which systems do small retailers rate highest?
- / Are there negative reviews about the support quality?

How people buy is how you should sell



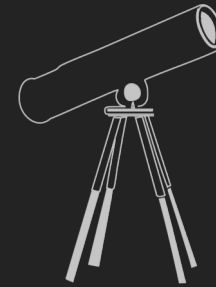
COST



PROBLEMS (FEARS)



COMPARISONS / VS



REVIEWS



BEST

- / Who offers the leading platform with automation features?
- / Best smartphone camera 2025 under €800?
- / What is the best CRM for a sales team of 10 people?

Your SEO team



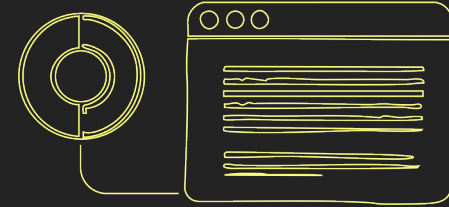
CX manager

- / Analysing the “Why” behind search
- / Mapping JTBD to Customer Journey Pain Points
- / Designing content from Real Use Cases
- / Identifying which JTBD keywords lack snippet presence
- / Tracking queries like “[Brand] + [JTBD]”



Content writer

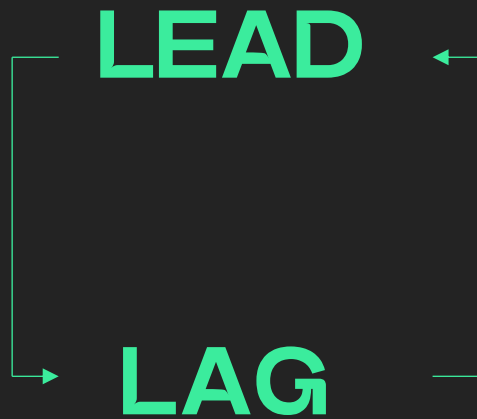
- / Pitching ideas
- / Storytelling
- / Writing
- / Editing
- / Proofreading



Content updater

- / Crafting CTAs
- / Visual design
- / Data analysis
- / Competitor research
- / Implement SEO Strategy

What you measure is what you control



- / impressions in SERP features
(Featured Snippets, Local Packs, PAA boxes)
- / engagement metrics
(SERP Dwell Time)
- / brand visability
(Mentions, sentiment, direct search)

revenue, conversions



Old SEO

- / **Goal:** Traffic acquisition
- / **Metrics:** Rankings and traffic
- / **Research:** Keyword demand
- / **Targeting:** High volume keywords

New SEO

- / **Goal:** Customer acquisition
- / **Metrics:** Conversions and sales
- / **Research:** Customer needs and JTBD
- / **Targeting:** High intent customers



Customer Centricity 3.0

Ačiū!