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LENNY'S PODCAST

BILINGUAL TRANSCRIPT

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Eli Schwartz - 双语对照

Podcast: Lenny's Podcast | Guest: Eli Schwartz

Bilingual Transcript: SEO in the Age of AI

[00:00:00] Lenny Rachitsky

English:

You've noticed a significant shift in how SEO works with the rise of AI answers being integrated into search results.

中文翻译:

你注意到，随着 AI 回答被整合到搜索结果中，SEO（搜索引擎优化）的工作方式发生了重大转变。

[00:00:06] Eli Schwartz

English:

Transparently, I thought this was going to be an apocalypse. Up until AI Overviews, whoever won on that long form piece of content would get that first click. But now that doesn't exist anymore.

中文翻译:

坦率地说，我曾以为这会是一场“末日”。在 AI Overviews（AI 概览）出现之前，谁能做出最优质的长内容，谁就能赢得第一次点击。但现在，这种情况已经不复存在了。

[00:00:15] Lenny Rachitsky

English:

What should people do to be successful in this new paradigm?

中文翻译:

在这种新范式下，人们应该怎么做才能取得成功？

[00:00:19] Eli Schwartz

English:

Think of SEO as a product. The product managers are the people that should be thinking about this SEO question because it's a product question. Product people need to think about how do we position this to

the user that is not going to find out about this from a social channel, that's not going to be attracted by an ad? This is a user that's doing their own self-discovery journey. If you can't answer the question about what is it that someone's going to do a search on, then don't do SEO.

中文翻译:

要把 SEO 看作是一个产品。产品经理才是应该思考 SEO 问题的人，因为这本质上是一个产品问题。产品人员需要思考：我们如何向那些既不通过社交渠道了解我们，也不会被广告吸引的用户进行定位？这类用户正在进行自我探索之旅。如果你无法回答“用户究竟会搜索什么”这个问题，那就干脆不要做 SEO。

[00:00:44] Lenny Rachitsky

English:

To a lot of people, SEO is kind of this dark art.

中文翻译:

对很多人来说，SEO 就像是一种神秘的“黑魔法”。

[00:00:45] Eli Schwartz

English:

It is not a dark art. It is simple. I think step one is the step that almost everyone misses on SEO, which is...

中文翻译:

它不是什么黑魔法，其实很简单。我认为第一步也是几乎所有人在做 SEO 时都会忽略的一步，那就是……

[00:00:57] Lenny Rachitsky

English:

Today my guest is Eli Schwartz. Eli is a growth advisor specializing in SEO and has helped companies like Quora, Coinbase, Tinder, LinkedIn, WordPress, and Zapier develop and execute their SEO strategies. He's also the author of *Product-Led SEO* and has a very refreshing take on how to think about SEO and win at SEO. Recently, he's been spending a lot of his time analyzing how SEO changes with the rise of LLM chatbots, Google giving you the answers straight in the search results, and also how to utilize AI in your SEO strategy.

中文翻译:

今天的嘉宾是 Eli Schwartz。Eli 是一位专注于 SEO 的增长顾问，曾帮助 Quora、Coinbase、Tinder、LinkedIn、WordPress 和 Zapier 等公司制定并执行 SEO 策略。他还是《产品驱动型 SEO》(Product-Led SEO) 一书的作者，对于如何思考和赢在 SEO 有着非常令人耳目一新的见解。最近，他投入了大量时间分析 SEO 如何随大语言模型 (LLM) 聊天机器人的兴起而变化，包括 Google 直接在搜索结果中提供答案的趋势，以及如何在 SEO 策略中利用 AI。

[00:02:57] Eli Schwartz

English:

I really like what's happening with AI in general for SEO because it's causing everyone that cares about SEO traffic, whether that's a PM or that's a CMO or that's a CEO, to really be forced into pivoting their thinking about what SEO traffic means because the tactics around SEO haven't really changed. It's always been the exact same thing.

中文翻译:

我非常喜欢 AI 给 SEO 带来的整体变化，因为它迫使每一个关心 SEO 流量的人——无论是产品经理、首席营销官还是 CEO——都不得不转变思维，重新审视 SEO 流量的意义。因为 SEO 的具体战术其实一直没怎么变，核心东西始终如一。

English:

The CEO says to me, "So essentially what you're telling me is I need to find my keywords, put that into content, and then build some links. Is there anything else you're going to do for me? Why should I pay you?" And it stunned me into silence because essentially that is and was SEO... And LLMs and AI in general is forcing people to think again, how should SEO work? How should I be driving business from the search channel?

中文翻译:

那位 CEO 曾对我说：“所以你基本上是在告诉我，我需要找到关键词，把它们放进内容里，然后建立一些外链。除此之外你还会为我做什么？我为什么要付钱给你？”这让我哑口无言，因为从本质上讲，过去和现在的 SEO 确实就是这些。而 LLM 和 AI 正在迫使人们重新思考：SEO 到底应该如何运作？我该如何通过搜索渠道来驱动业务增长？

[00:06:52] Eli Schwartz

English:

So essentially Google and other tech companies had their hand forced by OpenAI and ChatGPT... ChatGPT came on the scene at the end of 2022 with this ability to ask any question and then get a written out answer. And suddenly people are like, well, I don't need a Google and click all these results.

中文翻译:

本质上，Google 和其他科技公司是被 OpenAI 和 ChatGPT 逼到了墙角。ChatGPT 在 2022 年底问世，它能回答任何问题并直接给出书面答案。突然之间，人们觉得：“嘿，我不需要用 Google 然后一个个点击那些搜索结果了。”

English:

So they launched what at the time they called SGE, Search Generative Experience, which is essentially ChatGPT in a search result... AI Overviews launched at Google I/O this past year... and it's really going to be affecting search results.

中文翻译:

于是 Google 推出了当时被称为 SGE（搜索生成体验）的功能，本质上就是在搜索结果中嵌入 ChatGPT。AI Overviews 在去年的 Google I/O 大会上正式发布，这真的会深刻影响搜索结果。

[00:11:54] Eli Schwartz

English:

Actually, it's not that it's harder to find, your stuff becomes less relevant. And that's the part about SEO that I'm excited about. SEO was exactly like that CEO said to me years ago, it's just about creating some content. And then it's just this race to the top of getting your ranking results on that top keyword.

中文翻译:

实际上，并不是说你的内容变得更难找了，而是你的内容变得不那么相关了。这正是我对 SEO 感到兴奋的地方。以前的 SEO 就像那位 CEO 多年前跟我说的那样，只是为了创作内容，然后拼命竞争某个热门关键词的排名。

English:

The AI answer, whoever that's from, whether it's again from ChatGPT or Google, tells you where to now start doing your deeper search.

中文翻译:

现在的 AI 回答（无论来自 ChatGPT 还是 Google）会直接告诉你从哪里开始进行更深层次的搜索。

[00:14:35] Lenny Rachitsky

English:

So just to maybe mirror back what you're saying is the discovery step of search is going to be swallowed up by LLMs that give you direction. And then once you have a sense of what you want, then you go back to Google and that's where potentially the opportunity continues to remain.

中文翻译:

所以，我想复述一下你的观点：搜索中的“发现”阶段将被提供方向指引的 LLM 所吞噬。一旦你明确了自己想要什么，你就会回到 Google，而那里可能就是机会依然存在的地方。

[00:18:30] Eli Schwartz

English:

What's happening now is Google's taking this unstructured data from content and building it into structured data. So you could ask a question of what is the likelihood of a baby needing to go to the hospital because they're showing this sort of symptom. And again, instead of reading all that content and making a decision, Google could take all that unstructured data... and give you a statistic based on everything they've read.

中文翻译:

现在发生的情况是，Google 正在将内容中的非结构化数据（unstructured data）转化为结构化数据。比如你可以问：如果婴儿出现这种症状，去医院的可能性有多大？Google 不再需要你阅读所有内容并自行判断，它可以提取所有非结构化数据，根据它读过的所有信息直接给你一个统计结果。

[00:20:35] Eli Schwartz

English:

In general, SEO has always been more at the top of the funnel generally, because you're curious about something... G2 and all the sites like G2, like the Gartner sites like Capterra, all going to be massively disrupted.

中文翻译:

通常情况下，SEO 一直处于营销漏斗的顶端（Top of funnel），因为用户是对某事感到好奇。像 G2 以及类似的 Gartner 旗下网站 Capterra，都将面临巨大的冲击。

English:

Now you start searching Riverside price, Riverside capacity, Riverside bandwidth. That's bottom of funnel, and that's where you'll now go buy Riverside. However, at the top, you were doing top podcast tools... whoever won on that long form piece of content would get that first click. But now that doesn't exist anymore.

中文翻译:

现在，当你开始搜索“Riverside 的价格”、“Riverside 的容量”或“Riverside 的带宽”时，这属于漏斗底部（Bottom of funnel），也就是你准备购买 Riverside 的阶段。然而，在漏斗顶部，当你搜索“顶级播客工具”时，以前是谁的内容长谁赢，现在这种逻辑已经行不通了。

[00:22:24] Lenny Rachitsky

English:

First of all, as a user, this sounds great. I'm so tired of just all search results just being a bunch of SEO pages, just with a bunch of BS answers. And so I really prefer, Google, just tell me. Just tell me what I need to know.

中文翻译:

首先，作为用户，这听起来太棒了。我真的受够了搜索结果里全是那些为了 SEO 而生成的页面，充斥着一堆废话答案。我更希望 Google 直接告诉我，告诉我需要知道的信息。