

A high-angle, behind-the-scenes photograph of an orchestra. Several violinists are visible, seated in rows and facing away from the camera. They are holding their violins and bows, ready to play. Music stands with sheet music are positioned in front of each musician. The setting appears to be a concert hall with wooden flooring. The overall tone is professional and artistic.

# AI AND SEO

How Clarity in Organic Search Helps  
You Thrive in the Age of Chatbots

Dan Titmuss

League of American of Orchestras Conference

CAPACITY

INTERACTIVE

# HELLO

Dan Titmuss  
Senior Consultant, SEO



CAPACITY INTERACTIVE



**Your Website is like a Building**

# Agenda

The Changing Search Landscape

The Threat to Google

Evolving with Search

5 Technical Tips

Content (it still matters!)

Takeaways

Let's split the room.  
Who remembers this guy?

Let's split the room.  
Who remembers this guy?



# Let's split the room. Who remembers this guy?

It sold for \$1.95 billion in 2005

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The New York Times

## *Diller Betting on Internet in Bid to Buy Ask Jeeves*

 Share full article  

By Saul Hansell

March 22, 2005

For years, Barry Diller of IAC/InterActiveCorp has been searching for the right blend of companies that will realize his lofty predictions about the future of Internet commerce. Now the latest object of his search is search.

Mr. Diller announced yesterday that his company would buy Ask Jeeves, a distant fifth in the search market dominated by Yahoo and Google, for stock valued at **\$1.95 billion.**

InterActiveCorp shareholders wondered whether the acquisition was a sign of Mr. Diller's brilliant deal making or a bad bet on a small player that will never be able to compete with its far bigger rivals.

One sign that the deal may bolster Mr. Diller's reputation was the complaints that ensued among Ask Jeeves shareholders who said that the price was too low.

**We all know what happened  
next...**

Unsplash: Jared Subia

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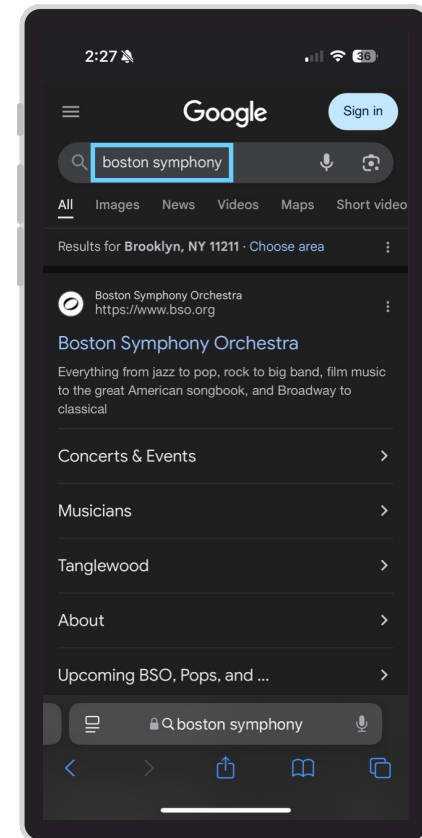


# GOOGLE SEARCH

# Branded Search

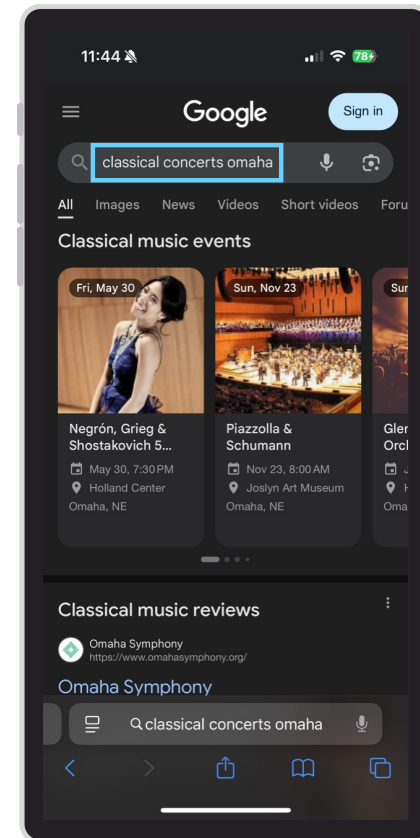
People looking for you.

CAPACITY INTERACTIVE



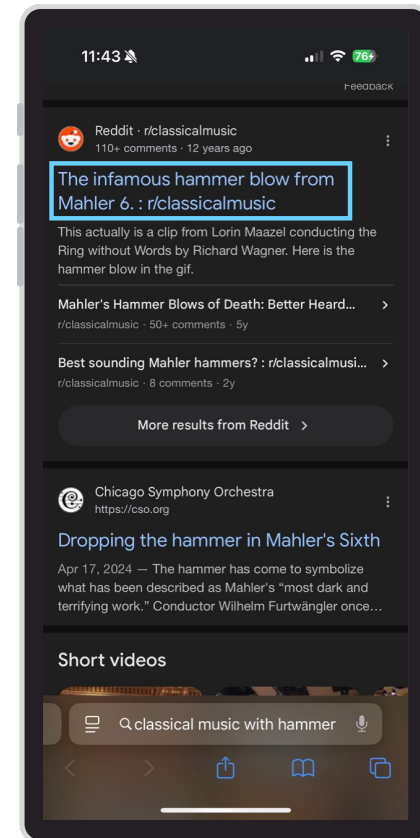
# Non-Branded Search

People looking for stuff like you.



# Upper-Funnel Search

People looking for stuff you know about.





pittsburgh symphony tickets



All Images News Shopping Short videos Videos Forums More ▾

Tools ▾

**Sponsored**



pittsburghsymphony.org  
<https://www.pittsburghsymphony.org>

### Pittsburgh Symphony Tickets

Learn More & Buy Tickets — There Is a Seat for You at Heinz Hall. Explore the **Pittsburgh Symphony's** 2024-2025 Season. Hear the **Pittsburgh Symphony Orchestra**, Led by Music Director Manfred Honeck. Get...

[Concert Calendar](#) · [View Ticket Options](#) · [25/26 Season](#) · [PSO Official Site](#) · [Lord of the Rings](#)

**Sponsored**



GoTickets  
<https://www.gotickets.com>

### Heinz Hall Tickets | Tickets On Sale Now | Heinz Hall 2025 Tickets

Secure Your Seats Today for Events at Heinz Hall. Great Inventory & Secure Checkout.



Pittsburgh Symphony Orchestra  
<https://pittsburghsymphony.org/calendar>

### Upcoming Events and Tickets for Pittsburgh Symphony ...

**Pittsburgh Symphony Orchestra** Click here to go back to the home page · Time Out · Show me... · Spotlight on African American Composers · Brahms' Fourth Symphony.

#### By Date

Show me... · Thu, May 29, 2025 · Fri, May 30, 2025 · Sat, May 31 ...

#### See results about



#### Pittsburgh Symphony Orchestra

The Pittsburgh Symphony Orchestra is an American ...



#### Pittsburgh Symphony Orchestra

Orchestra in Pittsburgh, Pennsylvania

Google has made around

**\$700**

**billion**

over the last 20 years  
from Google Ads.

## The Messiah Antonio Stradivari is worth around \$20 million

\$700 billion is around 35,000 of  
these violins.

Before you say anything, I know this is just a random violin.

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**Google's business model  
relies on helping people  
find answers in the best way  
possible.**

Source: me

# THE GRADUAL AND SUDDEN INCREASE IN AI

**Tech giants, corporations,  
and utilities are set to spent**

**\$1 Trillion**

**on AI over the next 5 years.**

<https://www.goldmansachs.com/insights/articles/will-the-1-trillion-of-generative-ai-investment-pay-off>

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## That's like... 50,000 Messiah Antonio Stradivari violins.

The actual picture of the Messiah didn't look good in this slide.

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# perplexity

is this search engine better than Google?



Search



Research



Perplexity 101



Health



Summarize



Analyze



Plan

Perplexity saw a

**275%**

jump in monthly active  
users from Q3 2024 to Q1  
2025.

<https://felloai.com/2024/12/perplexity-ai-everything-you-need-to-know-about-the-ai-search-engine/>

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# 27%

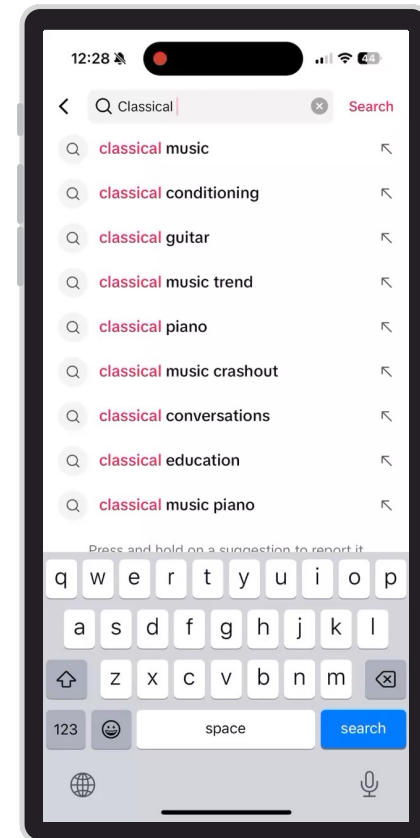
of consumers now use  
Gen AI for at least half of  
their internet searches.

Source: <https://www.askattest.com/our-research/consumer-adoption-of-ai-report-2025>

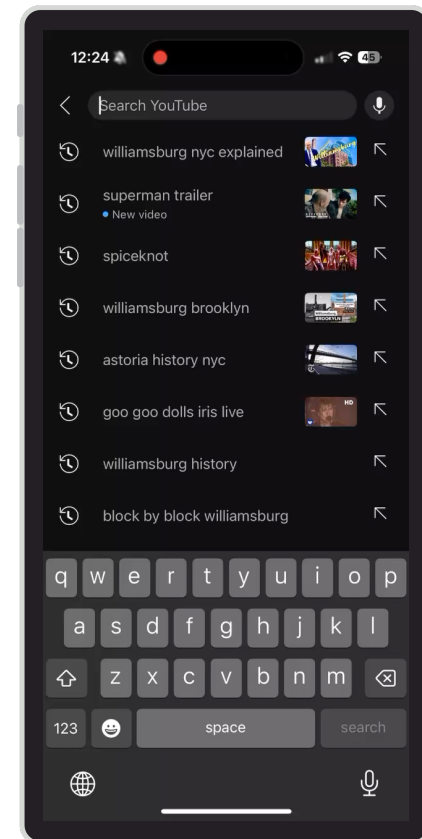
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# TikTok Search

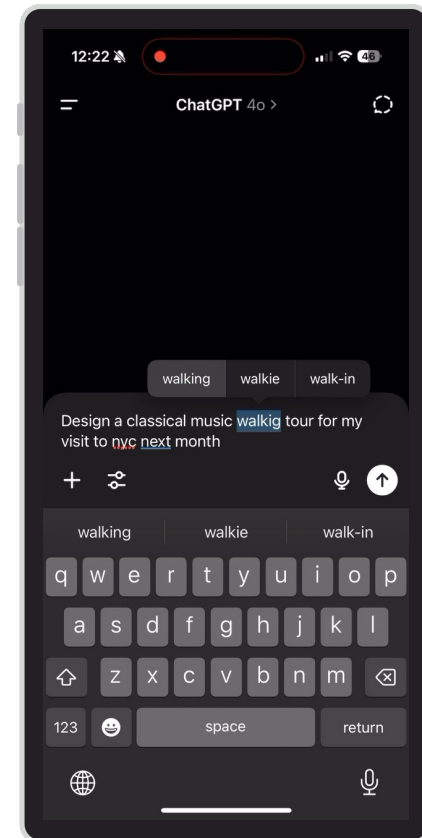


# YouTube Search



# ChatGPT

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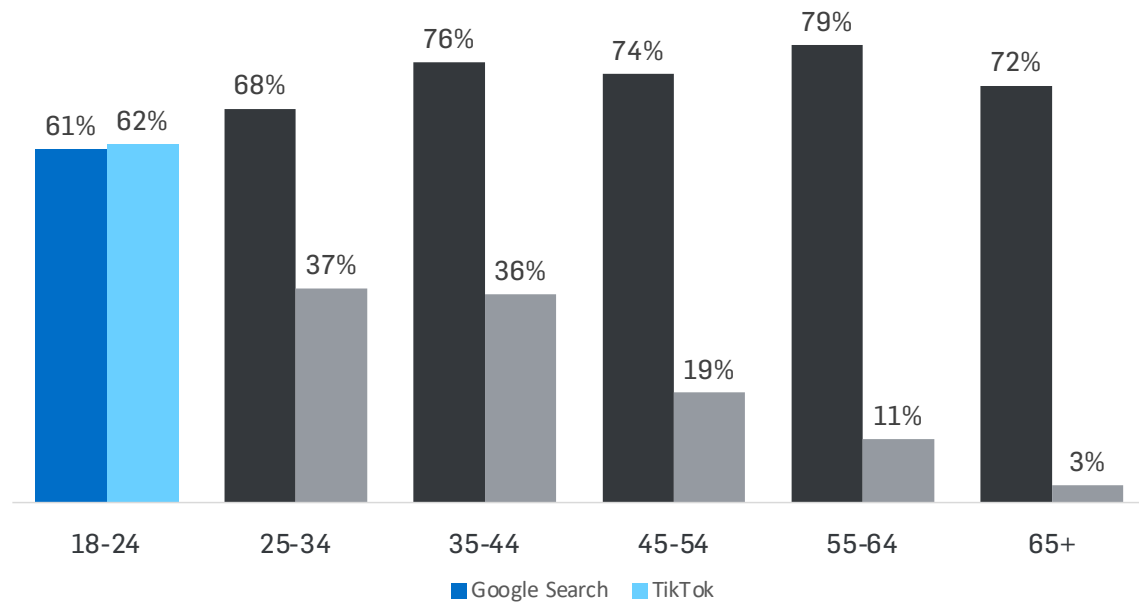


This is especially  
true in people aged  
18-24.

<https://www.forbes.com/sites/johnkoetsier/2024/03/11/genz-dumping-google-for-tiktok-instagram-as-social-search-wins/>

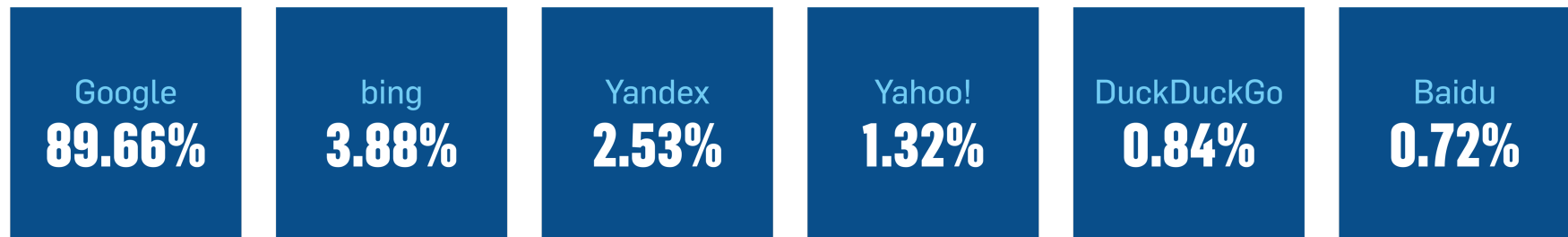
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## % of users who are searching with each platform by age



Google dipped below 90% for the first time in 10 years recently.

### Search Engine Market Share Worldwide





**AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than electricity or fire.**

—Sundar Pichai, Alphabet & Google CEO

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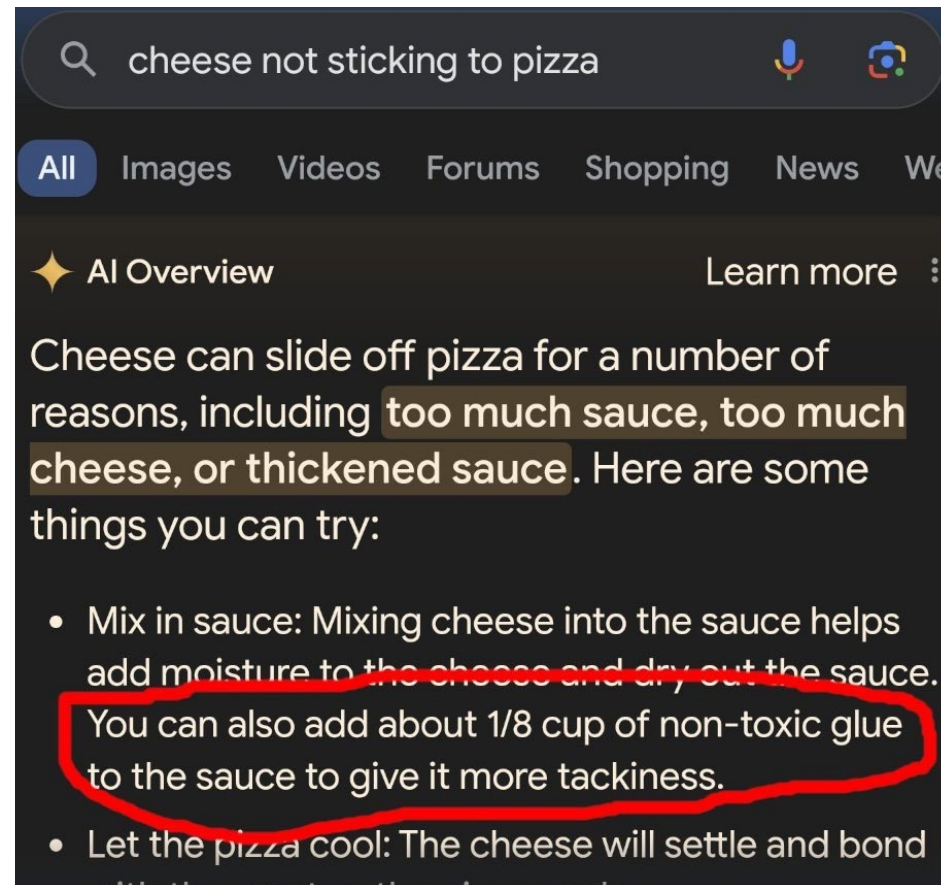




**Spoiler: It is actually the  
washing machine**

(but AI is still pretty important)

## AI Overviews are here to stay.



**Back in 2016**

**43%**

**of Google searches end  
without a click.**

<https://searchengineland.com/google-search-zero-click-study-2024-443869>

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In 2024, nearly

**60%**

of Google searches end  
without a click.

<https://searchengineland.com/google-search-zero-click-study-2024-443869>

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These are results for **what were *beethoven's* last words**

Search instead for **what were beethovens last words**

🌟 AI Overview

Beethoven's last recorded words were "**Pity, pity – too late!**". These were spoken shortly before his death after being told of a gift of wine from his publisher. There's also a popular, but less accurate, story that his last words were "Plaudite, amici, comedia finita est!" (Applaud, friends, the comedy is over), a phrase from Roman theater. [🔗](#)

Show more ▾

Learn more ⋮

Death of Ludwig van Beethoven - Wikipedia

Final words At this startling, awful peal of thunder, the dying man suddenly raised his he...



Wikipedia ⋮

What were Beethoven's last words?



Wikipedia

[https://en.wikipedia.org/wiki/Death\\_of\\_Ludwig\\_van\\_Beethoven](https://en.wikipedia.org/wiki/Death_of_Ludwig_van_Beethoven) ⋮

Death of Ludwig van Beethoven

Final words Beethoven's last recorded words were "**Pity, pity—too late!**", as the dying composer was told of a gift of twelve bottles of wine from his publisher, ...



Ludwig van Beethoven

German composer and pianist



Compositions

Artworks

People also ask ⋮

are there any shows at carnegie hall this month



All

News

Short videos

Images

Forums

Videos

Shopping

: More

Tools



#### AI Overview

Learn more

**Yes, there are several events scheduled at Carnegie Hall this month, including performances by Juilliard at Zankel Hall, Anne-Sophie Mutter, and Mitsuko Uchida, among others.**

Here's a quick rundown of some of the upcoming events at Carnegie Hall in April 2025:

- **April 3rd:**

- Juilliard at Zankel Hall (7:30 PM)
- Anne-Sophie Mutter, Violin, with Lambert Orkis, Piano (8 PM)

- **April 9th:**

- Mitsuko Uchida, Piano (8 PM)

- **April 10th:**

- Orchestra of St. (7 PM)



#### Carnegie Hall: Official Website

Upcoming Events \* Apr 3, 2025 7:30 PM. Juilliard at Zankel Hall. Zankel Hall. \* Apr 3, 2025 8 PM. Anne-Sophie Mutter...

Carnegie Hall



#### Carnegie Hall Citywide

Upcoming Events \* Sunday. Apr 6. 2025. Carnegie Hall Presents. Carnegie Hall Citywide: The Met Orchestra...

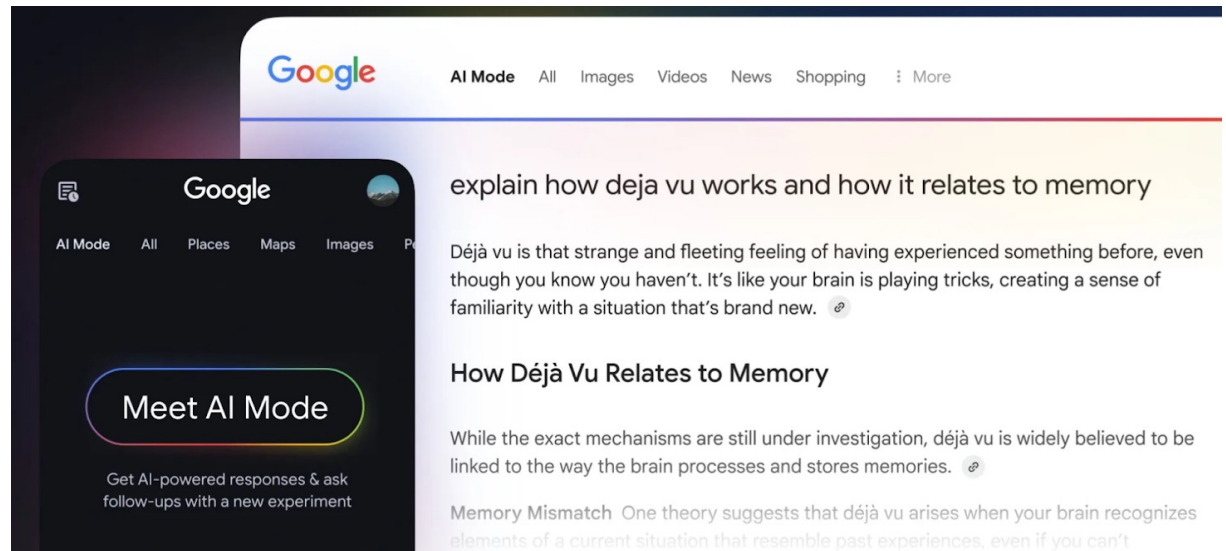
Carnegie Hall



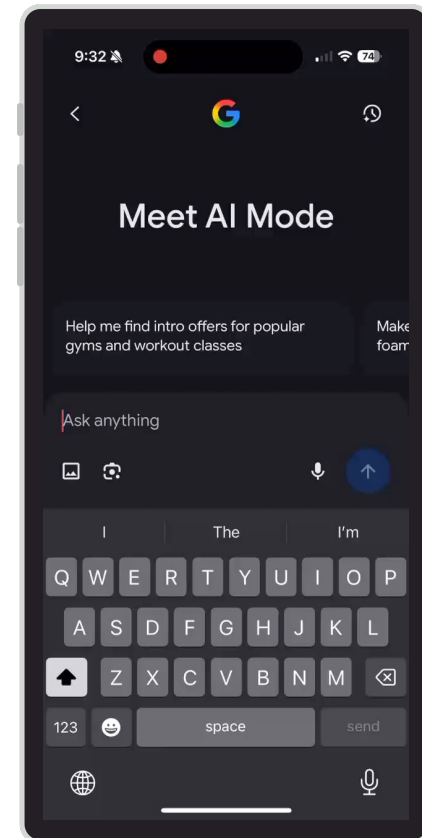
# AI Mode

Announced in beta:  
March 2025

Launched for  
all customers:  
Like, three weeks ago.



People will start to explore information in a different way.





**Must we just...take a leap of faith?**



**Must we just...take a leap of faith?**

**No!**

A few of you have been around  
for a while.

<https://symphony.org/features/time-signatures-2024/>

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symphony  
From the League of American Orchestras

FEATURE STORY

September 27, 2024

# Time Signatures

By Heidi Waleson



## Orchestras and Symphonies

Handel + Haydn Society (1815)

NY Philharmonic (1842)

St. Louis Symphony (1880)

Boston Symphony (1881)

Detroit Symphony (1887)

Chicago Symphony (1891)

New Haven Symphony (1894)

Cincinnati Symphony (1895)

Pittsburgh Symphony (1895)



# HOW TO EVOLVE WITH SEARCH

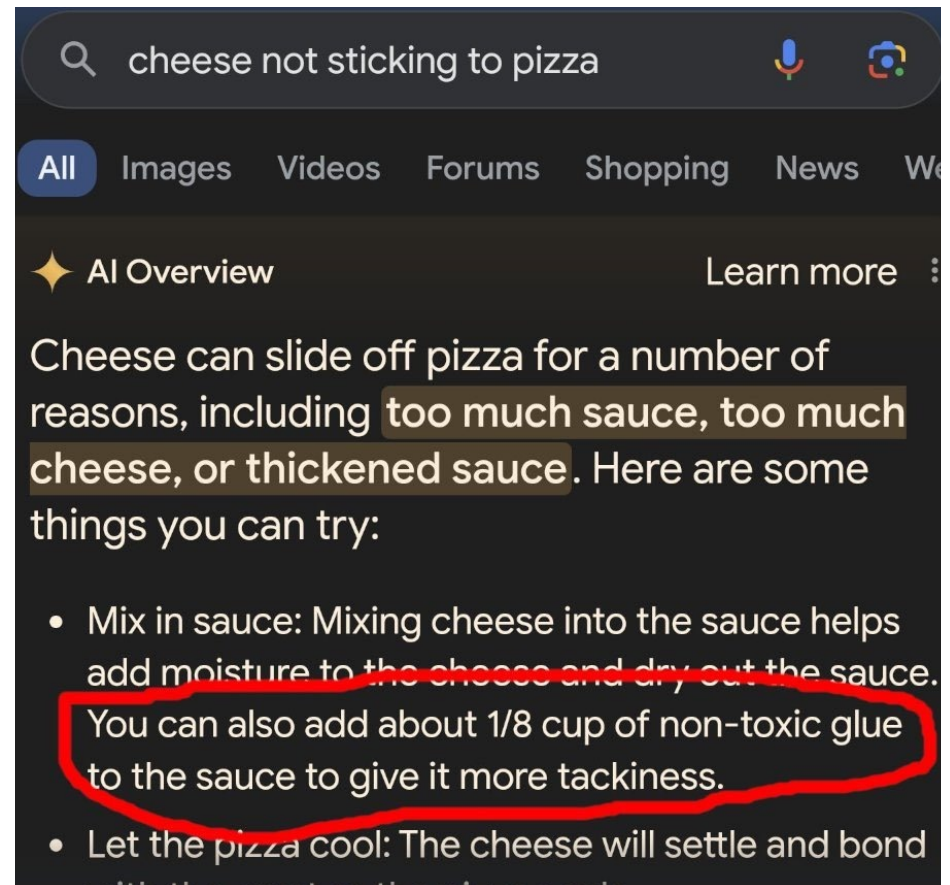
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**Google's business model  
relies on helping people  
find answers in the best way  
possible.**

Source: me

Remember,  
Google told people to eat glue.



A screenshot of a Google search result for the query "cheese not sticking to pizza". The search bar at the top shows the query. Below the search bar are tabs for "All", "Images", "Videos", "Forums", "Shopping", "News", and "Web". The "All" tab is selected. Below the tabs is an "AI Overview" section with a "Learn more" link. The overview text states: "Cheese can slide off pizza for a number of reasons, including too much sauce, too much cheese, or thickened sauce. Here are some things you can try:". Below this text is a list of tips. The first tip is "Mix in sauce: Mixing cheese into the sauce helps add moisture to the cheese and dry out the sauce." The second tip is "You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness." This second tip is circled in red. The third tip is "Let the pizza cool: The cheese will settle and bond with the crust as the pizza cools."

Search: cheese not sticking to pizza

AI Overview [Learn more](#)

Cheese can slide off pizza for a number of reasons, including too much sauce, too much cheese, or thickened sauce. Here are some things you can try:

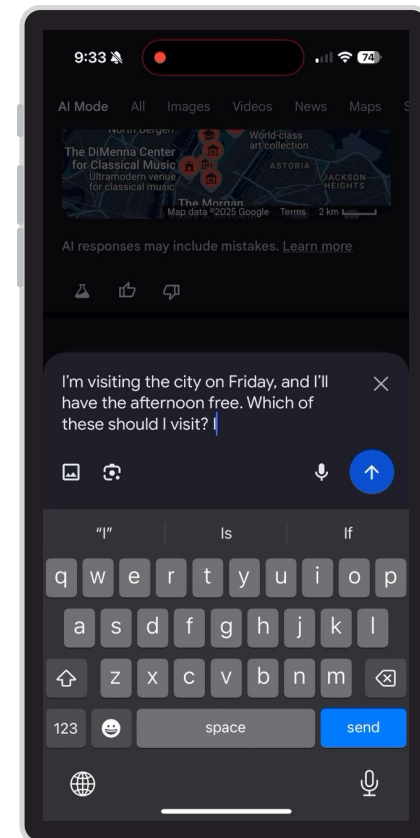
- Mix in sauce: Mixing cheese into the sauce helps add moisture to the cheese and dry out the sauce.
- You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond with the crust as the pizza cools.



**Certainty and trust is essential.**

Merlin: Look, I'm a bag haha

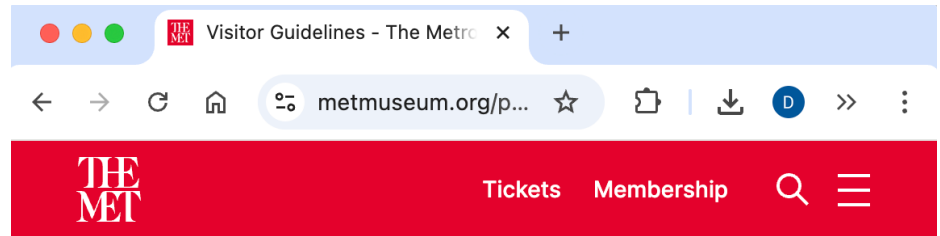
Let's return to our example in AI mode.



# The Met is clear about their stroller policy in the Visitor Guidelines.

<https://www.metmuseum.org/policies/visitor-guidelines>

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## What can I bring with me?

- Small backpacks are allowed but must be worn on your front or carried in your hand.
- Water is allowed in a secure bottle. No other liquids are permitted.
- Strollers and front-facing baby carriers are welcome. Please note that some exhibitions do not allow strollers. Jogging strollers and wagons are not allowed.
- Mobility scooters are allowed.
- Service dogs are welcome.



**Our core SEO philosophy  
still rings true: focus on  
building helpful, reliable,  
people-first content.**

Vidhya Srinivasan, Google's Vice President of Ads and Commerce at GML in May 2025

# LET'S TALK SEO

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**Search engine optimization (SEO) is the process of improving a website's visibility in search engines.**



**Clarity in SEO will result in  
clarity in AI.**

# Agenda

The Changing Search Landscape

The Threat to Google

Evolving with Search

**5 Technical Tips**

**Content (it still matters!)**

**Takeaways**

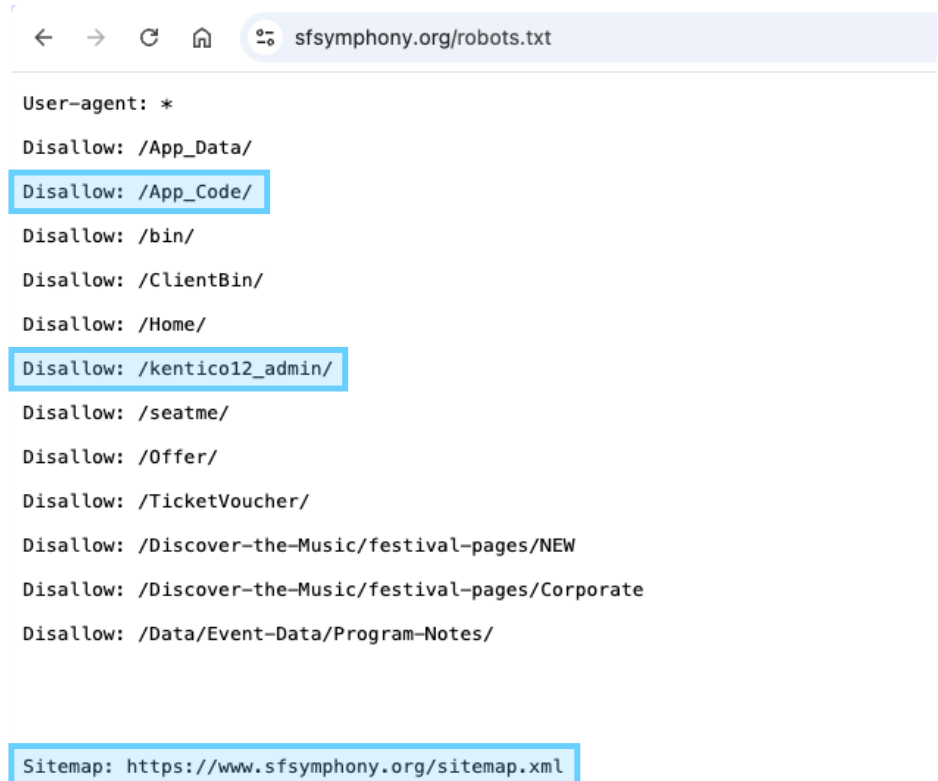
# TECHNICAL SEO

## Search Files

## The robots.txt file

Always found at:  
yoursite.org/robots.txt

Different to a robots tag on the page.



```
User-agent: *
Disallow: /App_Data/
Disallow: /App_Code/
Disallow: /bin/
Disallow: /ClientBin/
Disallow: /Home/
Disallow: /kentico12_admin/
Disallow: /seatme/
Disallow: /Offer/
Disallow: /TicketVoucher/
Disallow: /Discover-the-Music/festival-pages/NEW
Disallow: /Discover-the-Music/festival-pages/Corporate
Disallow: /Data/Event-Data/Program-Notes/

Sitemap: https://www.sfsymphony.org/sitemap.xml
```



There's rarely an SEO emergency...

Unsplash: Lalithmalhaar Gudi



...but a **noindex** tag **WILL** stop your pages from appearing.

```
<meta name="robots"
content="noindex">
```

Unsplash: Lalithmalhaar Gudi

# Sitemap Files

Usually (preferably) .xml files.

Should include every page you want to appear.

Shouldn't include any page you don't want to appear.

You can have multiple sitemap files.

Source: <http://carnegiehall.org/sitemap.xml>

CAPACITY INTERACTIVE



This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xmlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://www.carnegiehall.org/Blog</loc>
    <lastmod>2025-04-02</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/</loc>
    <lastmod>2025-04-21</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/Cart/Special-Instructions</loc>
    <lastmod>2025-02-07</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/Cart/Series-Seating</loc>
    <lastmod>2025-02-07</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/Cart/Event-Seating</loc>
    <lastmod>2025-02-07</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/Cart/Special-Instructions-Old</loc>
    <lastmod>2025-02-07</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/Subscribe/Subscription-Renewal</loc>
    <lastmod>2025-02-08</lastmod>
  </url>
  <url>
    <loc>https://www.carnegiehall.org/Subscribe/Subscription-Notice</loc>
    <lastmod>2025-02-08</lastmod>
  </url>
```

## Perfect your sitemap.xml file.

It's your "proposal" of what the crawler should be looking at.

### Remove (or fix) Non-Indexable URLs.

Every URL in the sitemap should be indexable.

Make sure you don't have broken links, redirects, etc. in the sitemap.

### Make sure every crawlable URL is in the sitemap file.

If a URL is clickable from a page on the site, it should be in the sitemap.

### Think about "orphan" URLs.

All URLs in the sitemap should be linked to on site somewhere, if possible.

Try to avoid URLs that are in the sitemap but not found on the site.

### Add it to the robots.txt file and Search Console

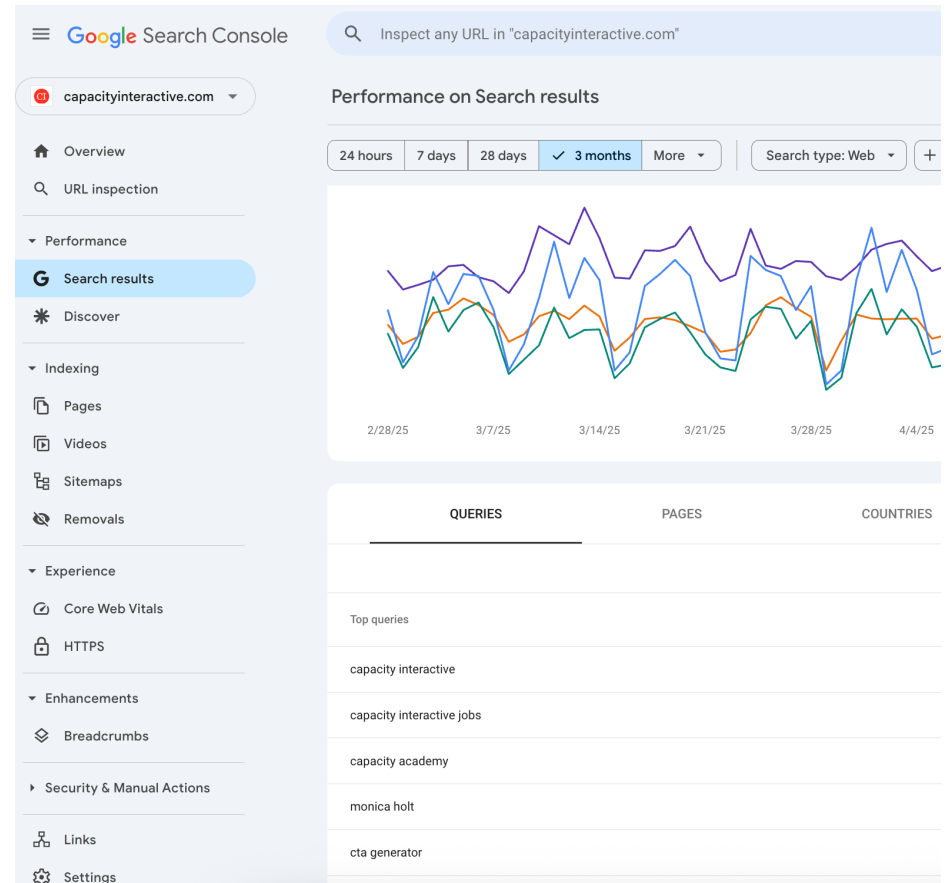
# TECHNICAL SEO

## Search Accounts

# Search Console

Your account with Google  
to access organic search data.

You can also see how Google is  
crawling your site.



# Google Business Profile

Your account with Google that covers the brick and mortar location.



## Carnegie Hall: Official Website

Carnegie Hall realize its mission of bringing artistic excellence and remarkable music to the widest possible audience.

### Concerts & Events in NYC

View Carnegie Hall's upcoming events schedule and calendar ...

### A Short History

A Short History. Since it opened in 1891, Carnegie Hall has set the ...

### Carnegie Hall Presents

An incredible world of music comes alive on our stages this ...

### Box Office & Visitor Information

Guided Tours - Carnegie Hall FAQs - Read Now - Rose Museum

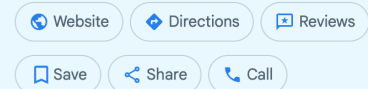
### About

Leadership and Staff - History and Rose Archives - Careers - ...

[More results from carnegiehall.org »](#)

## People also ask

Why is Carnegie Hall so famous?



[See tickets](#)

## About

Carnegie Hall is a concert venue in Midtown Manhattan, New York City. It is at 881 Seventh Avenue, occupying the east side of Seventh Avenue between 56th and 57th Streets. [Wikipedia](#)

**Departments:** [Zankel Hall](#)

**Address:** 57th Street and, 7th Ave, New York, NY 10019

**Founded:** 1891

**Architect:** [William Tuthill](#)

**Founder:** [Andrew Carnegie](#)

**Owner:** [New York City Council](#)

**Capacity:** Stern Auditorium: 2,804; Zankel Hall: 599; Weill Recital Hall: 268

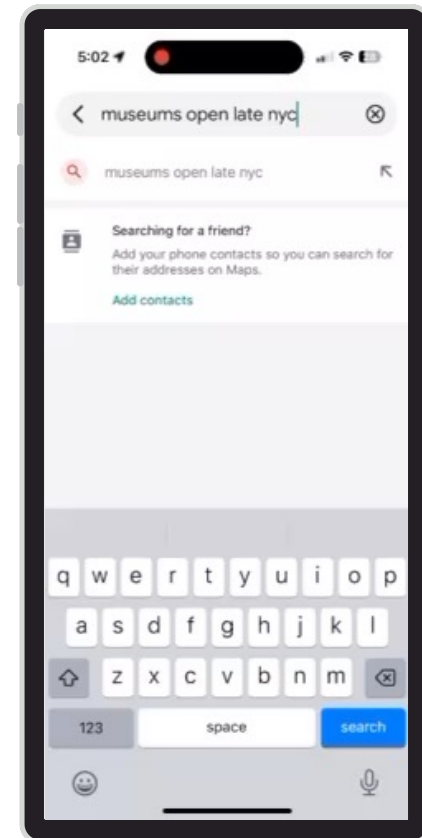
**Operator:** [Carnegie Hall Corporation](#)

**NRHP reference No:** 66000535

**Phone:** (212) 247-7800

[Suggest an edit](#) · [Own this business?](#)

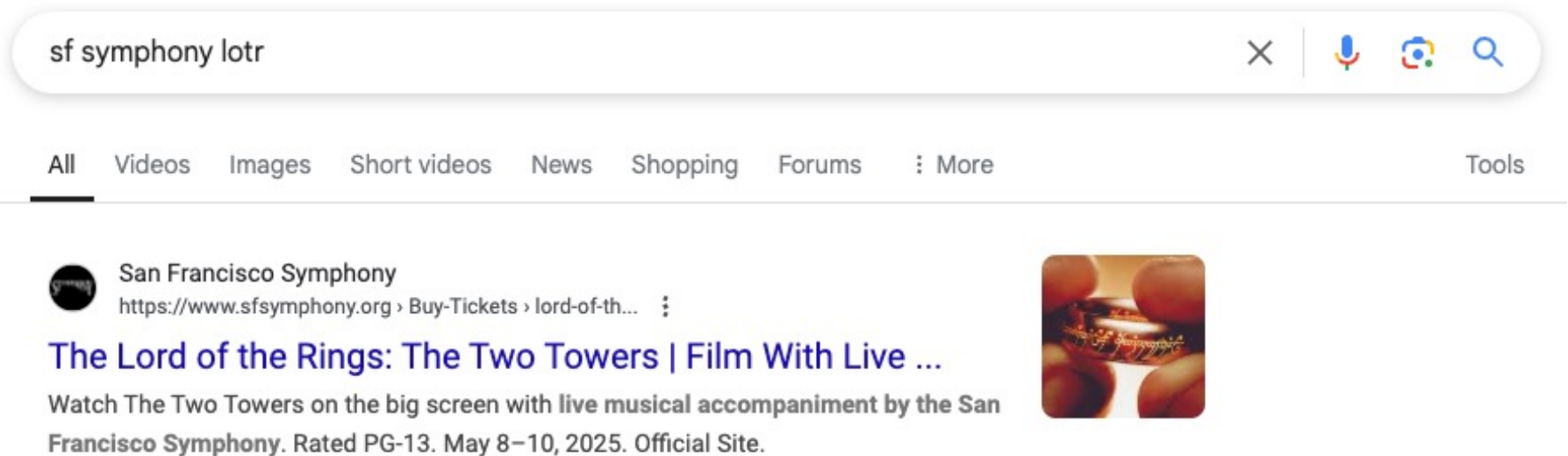
# Local SEO



# TECHNICAL SEO

## SEO Tags

## SEO Tags control how you appear on the SERP.



## SEO Tags control how you appear on the SERP.

### Title Tag

```
<title>The Lord of the Rings: The Two Towers |  
Film With Live Orchestra</title>
```

### Meta Description

```
<meta name="description" content="Watch The  
Two Towers on the big screen with live musical  
accompaniment by the San Francisco  
Symphony. Rated PG-13. May 8–10, 2025.  
Official Site." />
```

# SEO Tags control how you appear on the SERP.

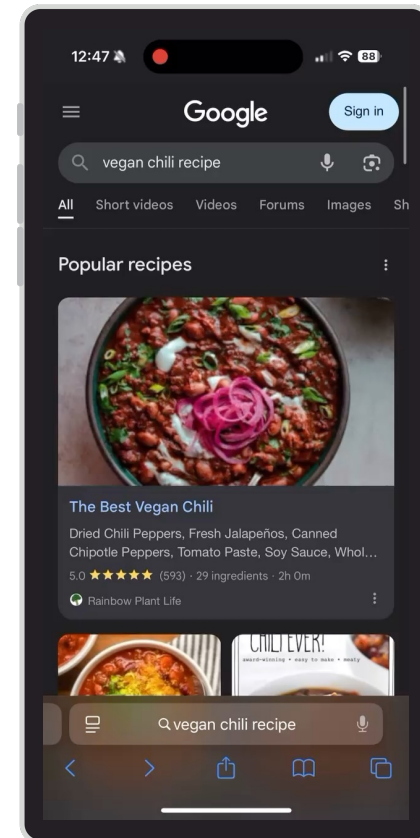
```
1 <!DOCTYPE html>
2 <html lang="en-us">
3 <head>
4
5 <title>The Lord of the Rings: The Two Towers | Film With Live Orchestra
6 </title>
7 <meta property="og:image" content="https://www.sfsymphony.org/SanFrancisco/media/SanFrancisco/Events/24-25/email-og/Web-
  OG_2.jpg" />
8 <meta property="twitter:image" content="https://www.sfsymphony.org/SanFrancisco/media/SanFrancisco/Events/24-25/email-og/Web-
  OG_2.jpg" />
9 <meta property="og:title" content="The Lord of the Rings: The Two Towers | Film With Live Orchestra
10 " />
11 <meta property="twitter:title" content="The Lord of the Rings: The Two Towers | Film With Live Orchestra
12 " />
13 <meta property="og:type" content="non_profit" />
14 <meta property="og:url" content="https://www.sfsymphony.org/Buy-Tickets/2024-25/lord-of-the-rings" />
15 <meta property="twitter:url" content="https://www.sfsymphony.org/Buy-Tickets/2024-25/lord-of-the-rings" />
16 <meta name="twitter:card" content="summary_large_image">
17 <meta name="twitter:site" content="@SFSymphony">
18 <meta property="og:site_name" content="San Francisco Symphony" />
19 <meta name="description" content="Watch The Two Towers on the big screen with live musical accompaniment by the San Francisco
  Symphony. Rated PG-13. May 8-10, 2025. Official Site.
20 " />
21 <meta property="og:description" content="Watch The Two Towers on the big screen with live musical accompaniment by the San
  Francisco Symphony. Rated PG-13. May 8-10, 2025. Official Site.
22 " />
23 <meta property="twitter:description" content="Watch The Two Towers on the big screen with live musical accompaniment by the
  San Francisco Symphony. Rated PG-13. May 8-10, 2025. Official Site.
24 " />
25
```

```
1 <!DOCTYPE html>
2 <html lang="en-us">
3 <head>
4
5 <title>The Lord of the Rings: The Two Towers | Film With Live Orchestra
6 </title>
7 <meta property="og:image" content="https://www.sfsymphony.org/SanFrancisco/media/SanFrancisco/Events/24-25/email-og/Web-
8 OG_2.jpg" />
9 <meta property="twitter:image" content="https://www.sfsymphony.org/SanFrancisco/media/SanFrancisco/Events/24-25/email-og/Web-
10 OG_2.jpg" />
11 <meta property="og:title" content="The Lord of the Rings: The Two Towers | Film With Live Orchestra
12 " />
13 <meta property="twitter:title" content="The Lord of the Rings: The Two Towers | Film With Live Orchestra
14 " />
15 <meta property="og:type" content="non_profit" />
16 <meta property="og:url" content="https://www.sfsymphony.org/Buy-Tickets/2024-25/lord-of-the-rings" />
17 <meta property="twitter:url" content="https://www.sfsymphony.org/Buy-Tickets/2024-25/lord-of-the-rings" />
18 <meta name="twitter:card" content="summary_large_image">
19 <meta name="twitter:site" content="@SFSymphony">
20 <meta property="og:site_name" content="San Francisco Symphony" />
21 <meta name="description" content="Watch The Two Towers on the big screen with live musical accompaniment by the San Francisco
22 Symphony. Rated PG-13. May 8-10, 2025. Official Site.
23 " />
24 <meta property="og:description" content="Watch The Two Towers on the big screen with live musical accompaniment by the San
25 Francisco Symphony. Rated PG-13. May 8-10, 2025. Official Site.
26 " />
27 <meta property="twitter:description" content="Watch The Two Towers on the big screen with live musical accompaniment by the
28 San Francisco Symphony. Rated PG-13. May 8-10, 2025. Official Site.
29 " />
```

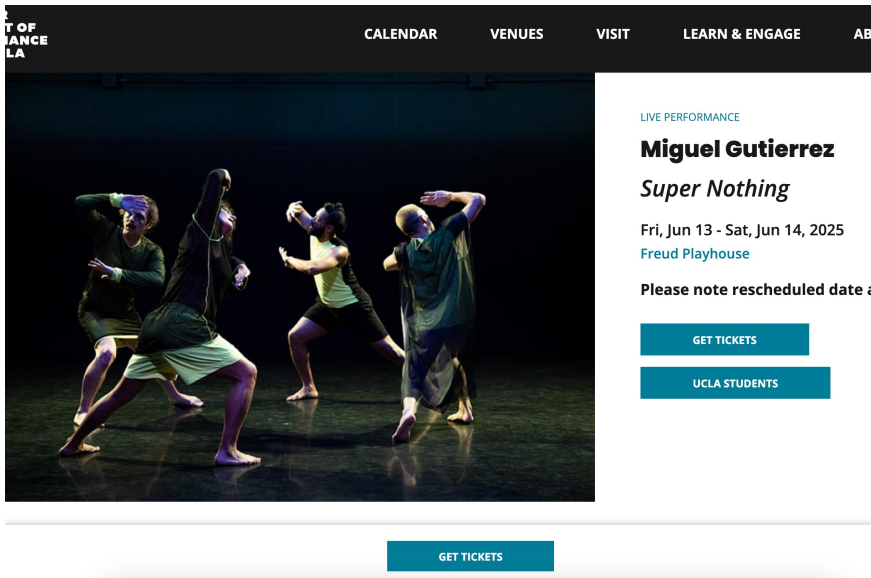
# TECHNICAL SEO

## Schema

# Schema makes Google look better.



# Schema is basically just a way of describing an event.



## JSON LD for "Miguel Gutierrez: Super Nothing - June 13th"

```
{
  "streetAddress": "243 Charles E. Young Drive E",
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      "https://www.instagram.com/cap_ucla/",
      "https://www.facebook.com/CAPatUCLA"
    ],
    "name": "UCLA's Center for the Art of Performance",
    "alternateName": "CAP UCLA",
    "url": "https://cap.ucla.edu/",
    "@id": "https://cap.ucla.edu/"
  },
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    "availability": "LimitedAvailability",
    "price": "38.0",
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    "url": "https://ucla.evenue.net/cgi-bin/ncommerce3/SEGetGroupList?linkID=ucla-multi&prc=C24MIGUEL&ppc="
    "https://cap.ucla.edu/event/miguel-gutierrez?tickets=2025-06-13"
  },
  "startDate": "2025-06-13T20:00:00-7:00",
}
```

Schema can help  
get you higher on  
the SERP.

Google

cecile mclorin salvant nyc

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### Events

Today

Cécile McLorin Salvant at Zankel...

May 21, 7:30 PM

Stern Auditorium...  
New York, NY

Fri, Jul 25

Carnegie Hall Citywide: Cécile...

Jul 25, 7:00 PM

Bryant Park  
New York, NY

Tomorrow

Cecile McLorin Salvant

May 22, 12:30 AM

Zankel Hall  
New York, NY

Today

Helen Sung


May 21, 7:30 PM

Zankel Hall  
New York, NY

See results about

Cécile McLorin S  
Event

**Sponsored**

 Carnegie Hall  
<https://www.carnegiehall.org/mclorin-salvant/tickets>

**Cécile McLorin Salvant**

Cécile McLorin Salvant Concert — An Incredible World of Music Comes Alive at Carnegie Hall in the 2024–2025 Season. The...


57th Street and, 7th Avenue, New York, NY

# Schema-based results help understanding.

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**San Francisco Symphony**  
<https://www.sfsymphony.org> · Calendar


**Calendar | Classical Concerts at San Francisco Symphony**  
Alban Berg 3 · Anna Clyne 1 · Anna Thorvaldsdottir 4 · Felix Mendelssohn 1 · Ferruccio Busoni 1. Show more. Soloist/Performer. Alexander Barantschik 1. Amos ...  

Show more2025–26 Season OverviewSF for LA Fire BenefitThis Month

**Bachtrack**  
<https://bachtrack.com> · city · san-francisco

**Classical music, opera, ballet and dance in San Francisco, ...**  
Use Bachtrack's search facility to find concerts, opera and dance events not only in this city but right around the world. Bachtrack has the largest number ...

Events




Sun, May 25

San Francisco Symphony ~...

May 25, 2:00 PM

Louise M. Davies...

San Francisco, CA




Fri, Jun 6

San Francisco Symphony ~...

Jun 6, 7:30 PM

Louise M. Davies...

San Francisco, CA




Fri, May 30

BCCO Concert, Friday May 30 @...

May 30, 7:30 PM

Hertz Hall

Berkeley, CA



Thu, Aug 14

Buena Vista Orchestra

Aug 14, 7:00 PM

Golden Gate The...

San Francisco, CA

\$49

## Documentation

Search Console

## ▼ Feature guides

All structured data features

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Course list

Dataset

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Education Q&amp;A

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Estimated salary

Event

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FAQ

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## ▶ Product

 Come deep dive with us at our first ever 3-day SEO conference in Bangkok on July 23-25! [Apply now](#) for Search Central Live Deep Dive 2025.

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## On this page ▾

How to add structured data

Examples

Standard event

Online event

Mixed online and offline event

Event with an updated status

Region and language availability

Guidelines

...

## Event (Event) structured data

The event experience on Google makes it easier for people to discover and attend events through Google Search results and other Google products, like Google Maps. This feature brings many benefits:

- **More interactive results:** Your events can be eligible to be displayed in the event experience on Google, featuring your logo, description of the event, and more.
- **Increased chances of discovery and conversion:** People have a new way to interact with your event posting and click through to your



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◆ AI Overview

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In June 2025, [BalletMet in Columbus, OH](#) will be performing "Black Voices" from June 6-14, including a world premiere by Jennifer Archibald, a Columbus premiere by Dwight Rhoden, and the return of Ulysses Dove's "Red Angels," [according to BalletMet](#). Additionally, BalletMet offers various summer dance programs and intensives for students of different ages in June and July. [Columbus Dance Theatre](#) also offers a summer intensive from June 9-13, according to their website. [🔗](#)

Here's a more detailed breakdown:

BalletMet's "Black Voices":

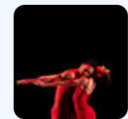
This season finale showcases three innovative ballets, including a world premiere, a

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World-Class Ballet In Central Ohio - BalletMet

Three Innovative Ballets. One Unforgettable Night. ... Experience a World Premiere by...

 BalletMet ⋮



Black Voices at BalletMet | Ballet in Columbus, OH

Black Voices at BalletMet | Ballet in Columbus, OH. Performances. Black Voices. Date. June 6-...

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 BalletMet  
<https://www.balletmet.org> ⋮

**BalletMet | World-Class Ballet In Central Ohio - BalletMet**

These spectacular group of artistic voices take the stage at the **Davidson Theatre June 6-14**. BalletMet is grateful to our community for supporting this program, ...

[Sleeping Beauty](#)

[BalletMet Dance Academy](#)

[Performances](#)

[Contact Us](#)

# CREATIVE SEO

## Content Creation

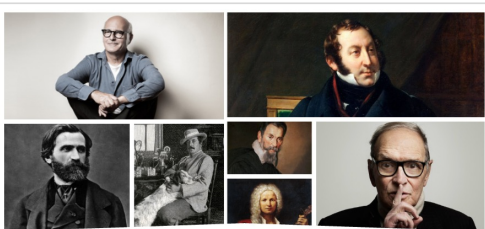
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**Your expertise is your goldmine.**

Unsplash: Abner Campos

# Content

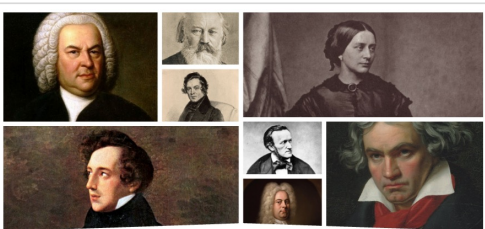


Wednesday, July 3, 2024

**7 Famous Italian Composers to Know**

Explore the Colorado Symphony's guide to famous Italian composers who have influenced the classical music scene. Read more on the blog.

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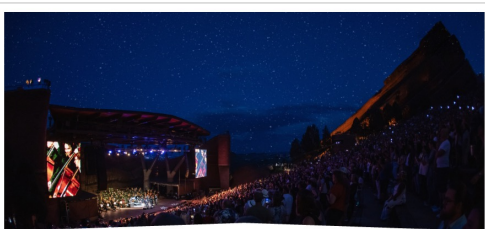


Wednesday, July 3, 2024

**8 German Classical Composers to Know**

Explore the music of eight German composers who have had a profound impact on classical music. Read more on the Colorado Symphony blog.

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Wednesday, July 3, 2024

**7 of the Best Symphonies and Orchestral Works for Stargazing**

Explore the cosmos with Colorado Symphony's curated list of stargazing music.



Wednesday, May 29, 2024

**7 AANHPI Composers to Know**

Learn about Asian American, Native Hawaiian, and Pacific Islander (AANHPI) composers who have left an indelible mark on classical music and beyond.

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famous italian composers



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# Music Composers / Italian

From sources across the web



Giacomo Puccini  
1858–1924



Giuseppe Verdi  
1813–1901



Antonio Vivaldi  
1678–1741



Claudio Monteverdi  
1567–1643



Gioachino Rossini  
1792–1868



Ennio Morricone  
1928–2020



Ottorino Respighi  
1879–1936



Chiara Izzi



Ludovico Einaudi



42 more

Feedback



Colorado Symphony

<https://coloradosymphony.org> · Category: Blog

## 7 Famous Italian Composers to Know | Colorado ...

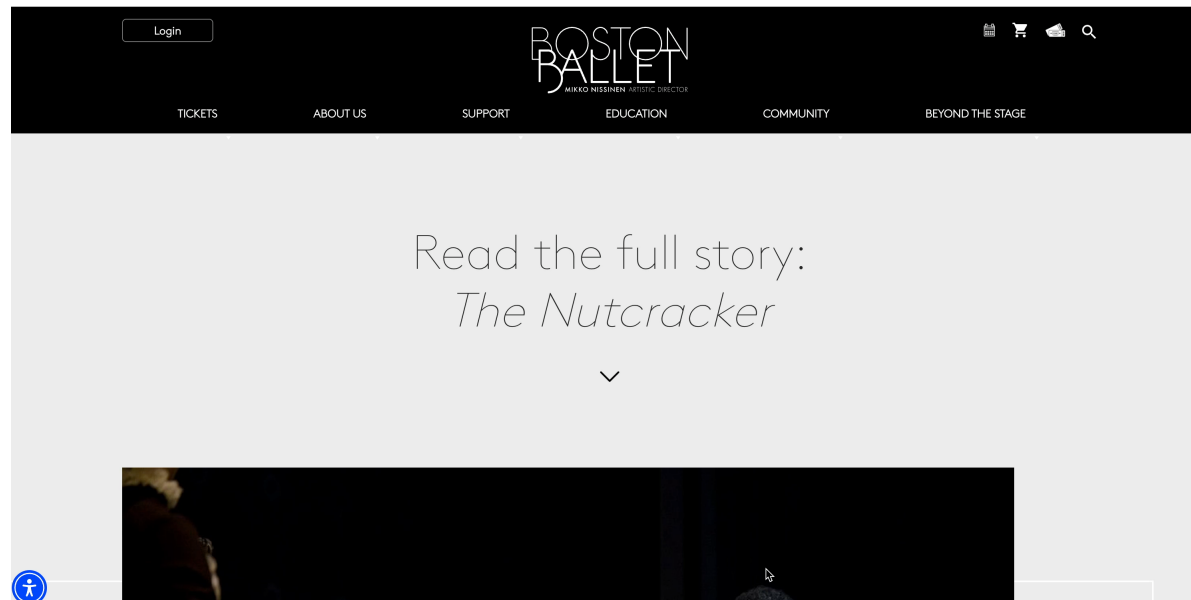
Jul 3, 2024 — 7 Famous Italian Composers to Know · Claudio Monteverdi (1567-1643): The Bridge Between Eras · Antonio Vivaldi (1678-1741): The “Red Priest”.



## Encyclopedic vs. Magazine-Based Content

# Encyclopedic Content

## Nutcracker Summary





nutcracker summary



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The Nutcracker is a Christmas Eve tale of a young girl, Clara, who receives a wooden Nutcracker doll as a gift. The Nutcracker comes to life, and Clara joins him in a magical adventure, fighting off a Mouse King and visiting a land of snow and sweets, according to The Australian Ballet.

Detailed Summary:

1. Christmas Eve:

Clara receives a Nutcracker doll from Drosselmeyer, an inventor and magician, who also presents other gifts to the children.

2. Midnight:

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Read the full story: The Nutcracker - Boston Ballet

The grateful Nutcracker Prince invites Clara to join him on a journey through the Magical...



Boston Ballet

The Nutcracker Synopsis | The Australian Ballet

The Australian Ballet

The Story of Nutcracker - San Francisco Ballet



Boston Ballet

https://www.bostonballet.org › stories › the-nutcracker-...

Read the full story: The Nutcracker

The Nutcracker Prince and his tin soldiers battle the mischievous mice. The monstrous Mouse King appears and the battle intensifies.

People also ask

## Encyclopedic vs. Magazine based content

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≡ CARNEGIE HALL

# The Joke

**By Matt Carlson**

Spend enough time around 57th Street and Seventh Avenue in New York City, and you're bound to be asked for directions to Carnegie Hall. "Which way to Carnegie Hall?" "Where is Carnegie Hall?" "What's the address for Carnegie Hall?"

Almost never does one ask the "how" question because everyone knows how you get to Carnegie Hall. You practice.

what is the carnegie hall joke



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### AI Overview

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The well-known Carnegie Hall joke is based on the question, "How do you get to Carnegie Hall?".

The answer, and the punchline of the joke, is: "Practice, practice, practice!"

#### Explanation:

Carnegie Hall is a renowned performance venue known for its history of hosting legendary musicians. The joke highlights the dedication and hard work required to become a great musician and achieve the level of skill needed to perform on such a prestigious stage.

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#### Carnegie Hall FAQs

How do you get to Carnegie Hall? The answer to this question inspired a well-known joke. The...



Carnegie Hall



#### What is the origin of the name 'Carnegie Hall'? - Quora

May 3, 2024 — Tchaikovsky was there at the very beginning when the hall opened. ... How are the acoustics in Carnegie...



Quora



Carnegie Hall

<https://www.carnegiehall.org> › Articles › 2020/04/10

### The Joke



Carnegie Hall

4.7 ★ (9.1K)

Concert venue in New York



## Encyclopedic vs. Magazine-Based Content

Unsplash: Tim van Cleef

# TAKEAWAYS



**Search is an ever-changing  
channel, but some things  
don't change.**

Source: me

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## Takeaways

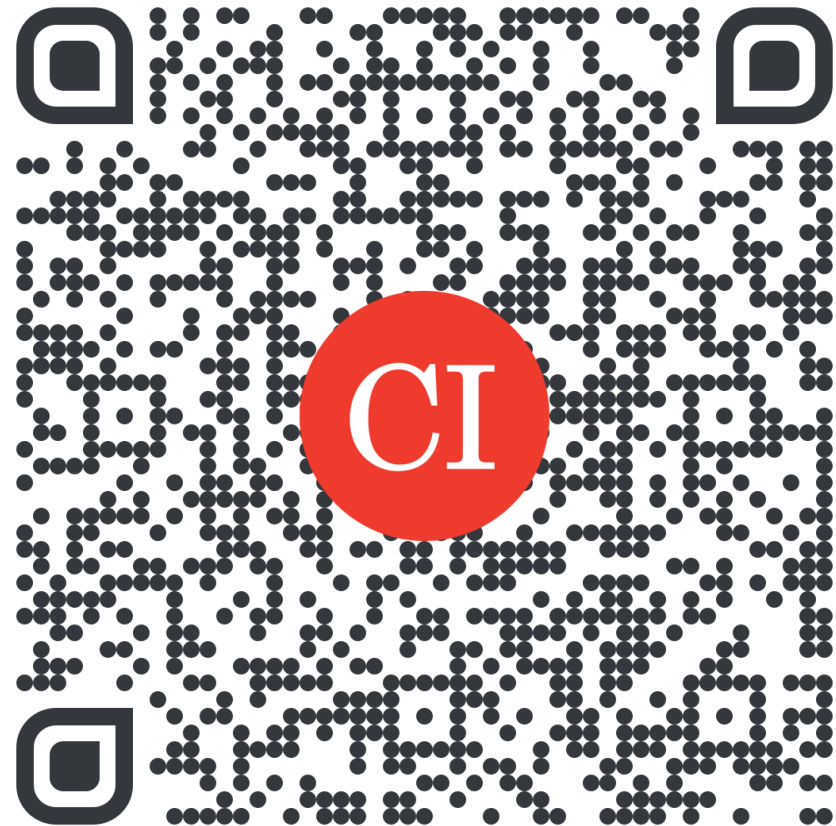
People want to see your art.

Search platforms want to help people find your art.

AI and SEO are intrinsically linked.




Thorough SEO = More AI Visibility.

## Timely and Relevant Resources



# Thank You!

Reach out to me at [dan@capacityinteractive.com](mailto:dan@capacityinteractive.com)

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