

SEO in the AI Era

How to Optimize Your Content for the Google AI Overview



Presenters

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- + Senior Content and SEO Specialist at Carnegie
- + The Adventurous and Caring Advisor



Today's Goal

Google's AI-powered Search
Generative Experience is here—and
we're learning how to optimize for it.

+ today's agenda

1. What is Google's Search Generative Experience (SGE)?
2. Anatomy and Behavior of AI Overviews
3. How to Optimize for AI Overviews
4. Reporting Challenges
5. The Future of Search

1

What is Google's Search Generative Experience (SGE)?

Google's Definition

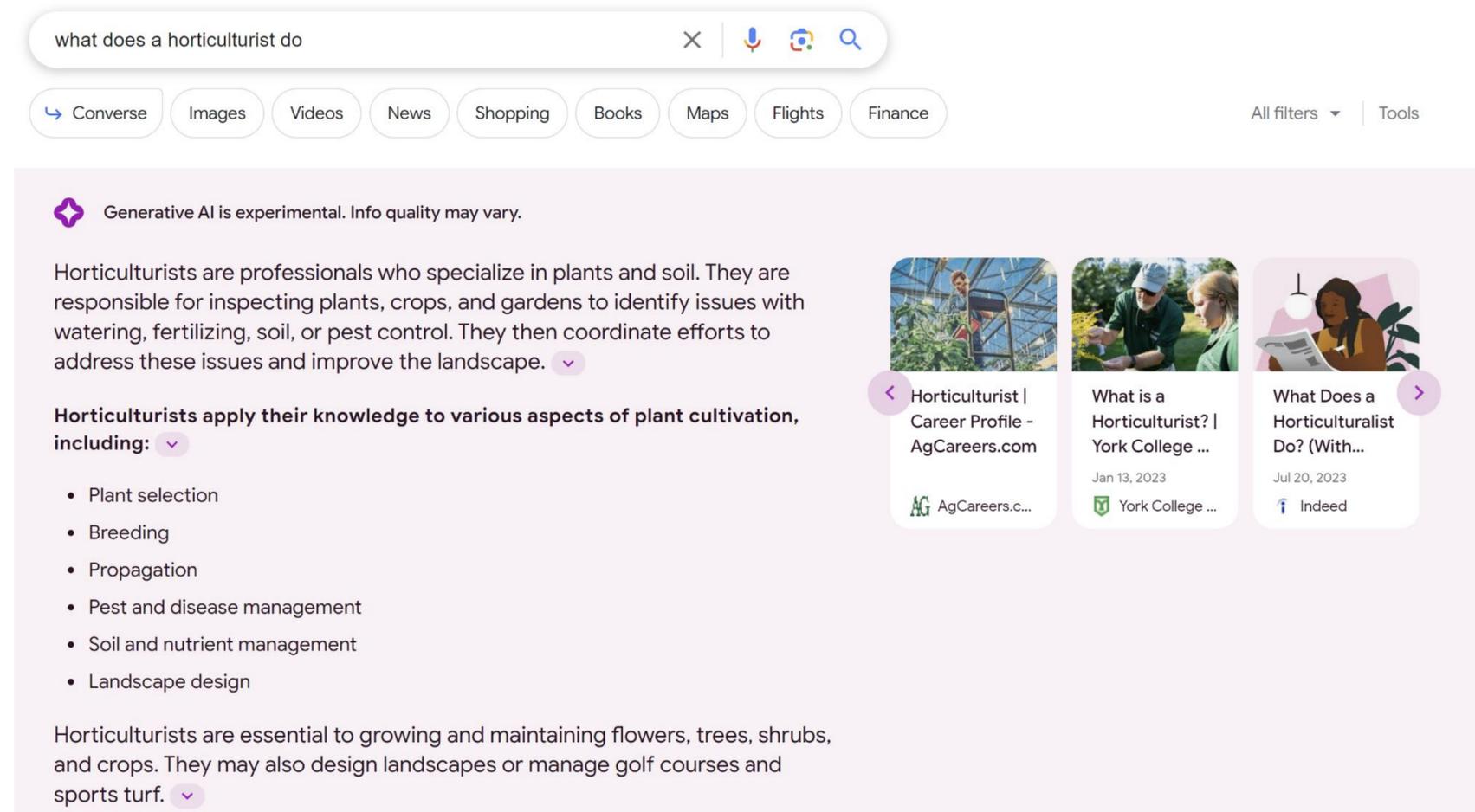
- Experimental “update to the Search experience” which “uses generative AI to give you more information and context to your searches.”
- An “AI-powered overview” that surfaces key points of a webpage directly in search results and helps users “dig deeper” by interacting with conversational AI and clicking links to cited webpages.
- “Context will be carried over from question to question, to help you more naturally continue your exploration.”

History Since Roll Out

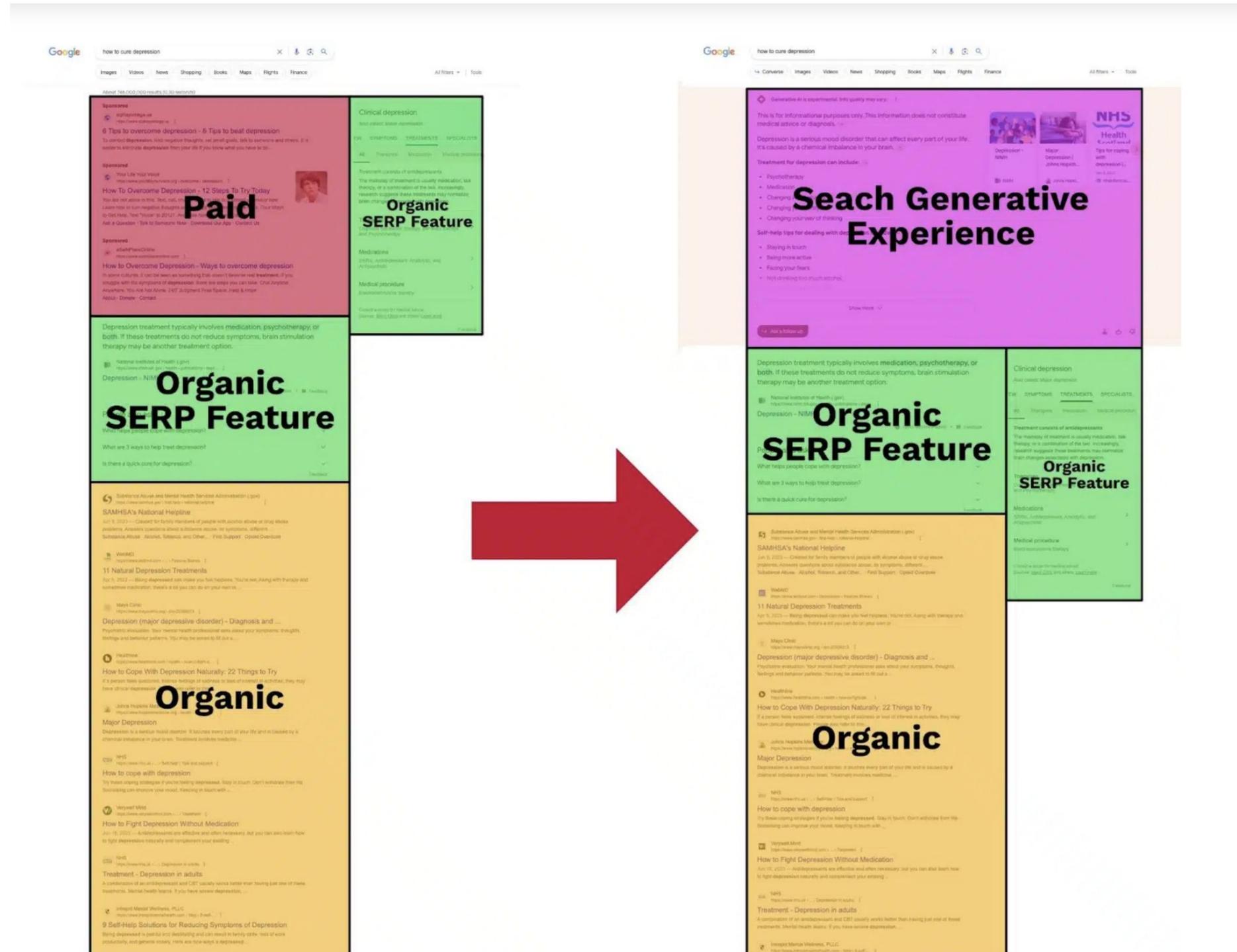
- Rolled out in beta via Search Labs in May 2023
- Consistent testing and improvement changed visuals and functions of AI Overviews slightly over first year
- August 2023: Expanded rollout and interface update
- January 2024: Search Generative Experience appears in more countries and more often
- March 2024: Search Generative Experience began appearing in main Google search interface
- May 2024: AI Overviews appearing in Google Search to all users

What SGE Looks Like

- Shaded bubble appearing above organic search results
- The feature Google calls the “Overview” includes an AI-generated answer to search query with interactive elements and links



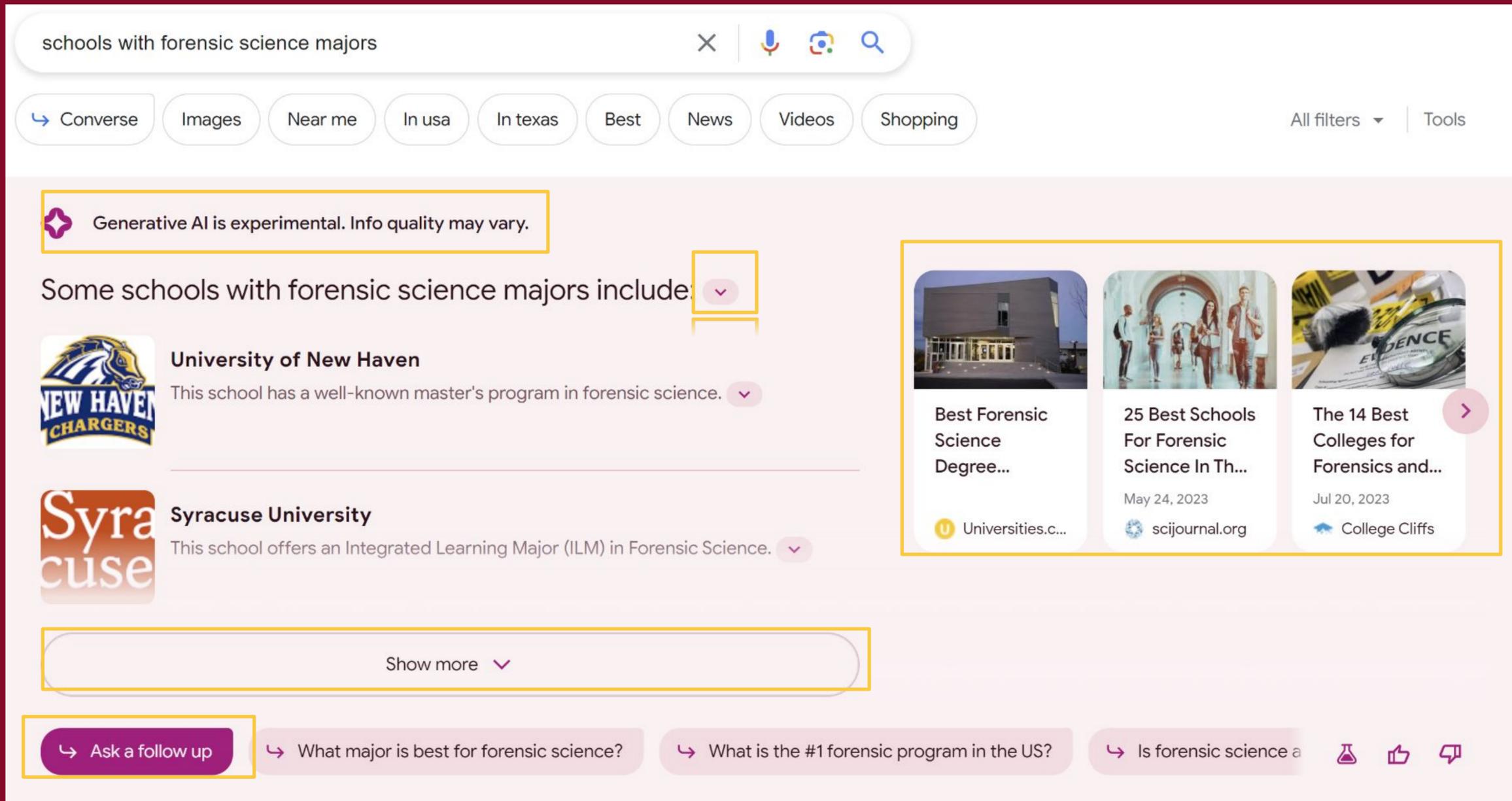
Where SGE Appears in Relation to Organic and Sponsored Results



2

Anatomy and Behavior of Google SGE and AI Overviews

Anatomy of the Google Search Generative Experience "Snapshot"



Quality warning

Generated result

Carrot citations

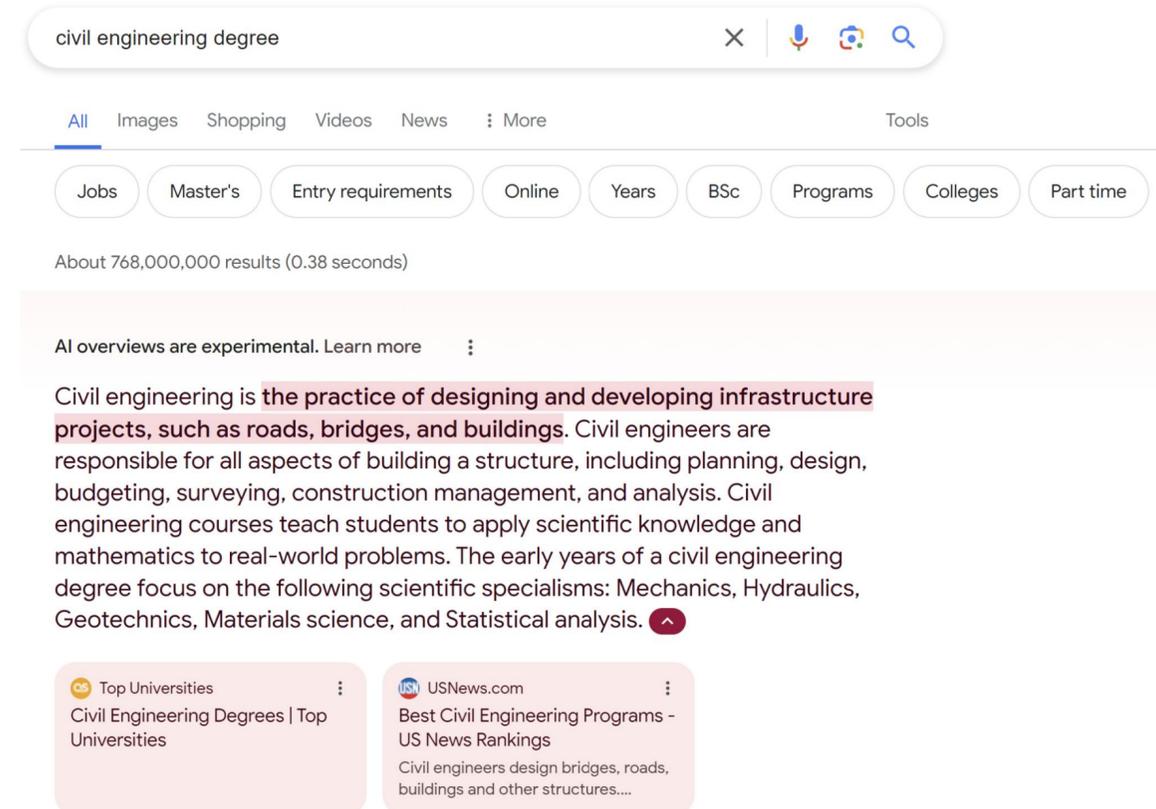
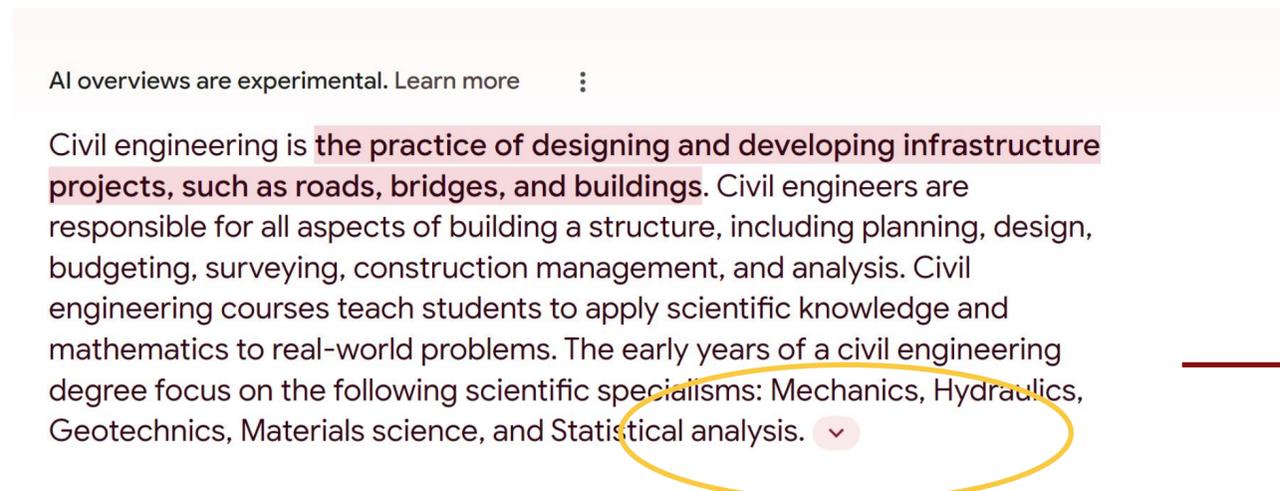
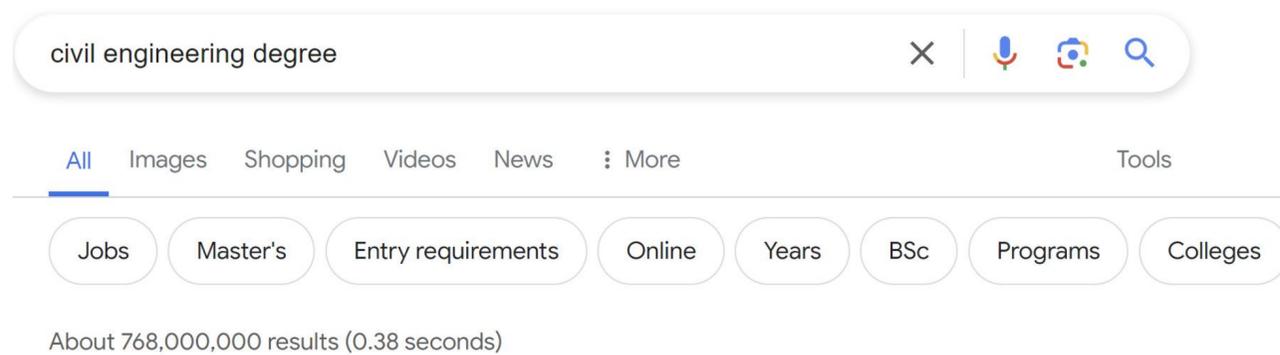
Citation carousel

Show more

Ask a follow up

Carrots and Citations

- Expandable carrot icons reveal links to cited source pages and web pages with content relevant to the search
- Clickable citations revealed by carrots can include an image or logo and can display a title and description for the source page



Carousel

- Six to nine scrollable panels accompanied by images
- One of the best opportunities to capture organic traffic and brand awareness from SGE

The screenshot shows a Google search for "what does a horticulturist do". The search bar includes filters for "Converse", "Images", "Videos", "News", "Shopping", "Books", "Maps", "Flights", and "Finance". The results are presented in a carousel format. On the left, there is a text-based result from AgCareers.com titled "Horticulturist | Career Profile - AgCareers.com". In the center, there are three scrollable panels: "Horticulturist | Career Profile - AgCareers.com", "What is a Horticulturist? | York College ...", and "What Does a Horticulturalist Do? (With... | Indeed". On the right, there are three educational program cards: "BS in Cannabinoid Chemistry |... | York College ...", "Cannabis Chemistry | Wilkes...", and "Undergraduate Certificate in Cannabis... | College of Li...". Red arrows point from the text-based result to the center carousel and from the educational cards to the right side of the image.

Generative AI is experimental. Info quality may vary.

Horticulturists are professionals who specialize in plants and soil. They are responsible for inspecting plants, crops, and gardens to identify issues with watering, fertilizing, soil, or pest control. They then coordinate efforts to address these issues and improve the landscape.

Horticulturists apply their knowledge to various aspects of plant cultivation, including:

- Plant selection
- Breeding
- Propagation
- Pest and disease management
- Soil and nutrient management
- Landscape design

Horticulturists are essential to growing and maintaining flowers, trees, shrubs, and crops. They may also design landscapes or manage golf courses and sports turf.

[Horticulturist | Career Profile - AgCareers.com](#)
 AgCareers.c...

[What is a Horticulturist? | York College ...](#)
 Jan 13, 2023
 York College ...

[What Does a Horticulturalist Do? \(With... | Indeed](#)
 Jul 20, 2023
 Indeed

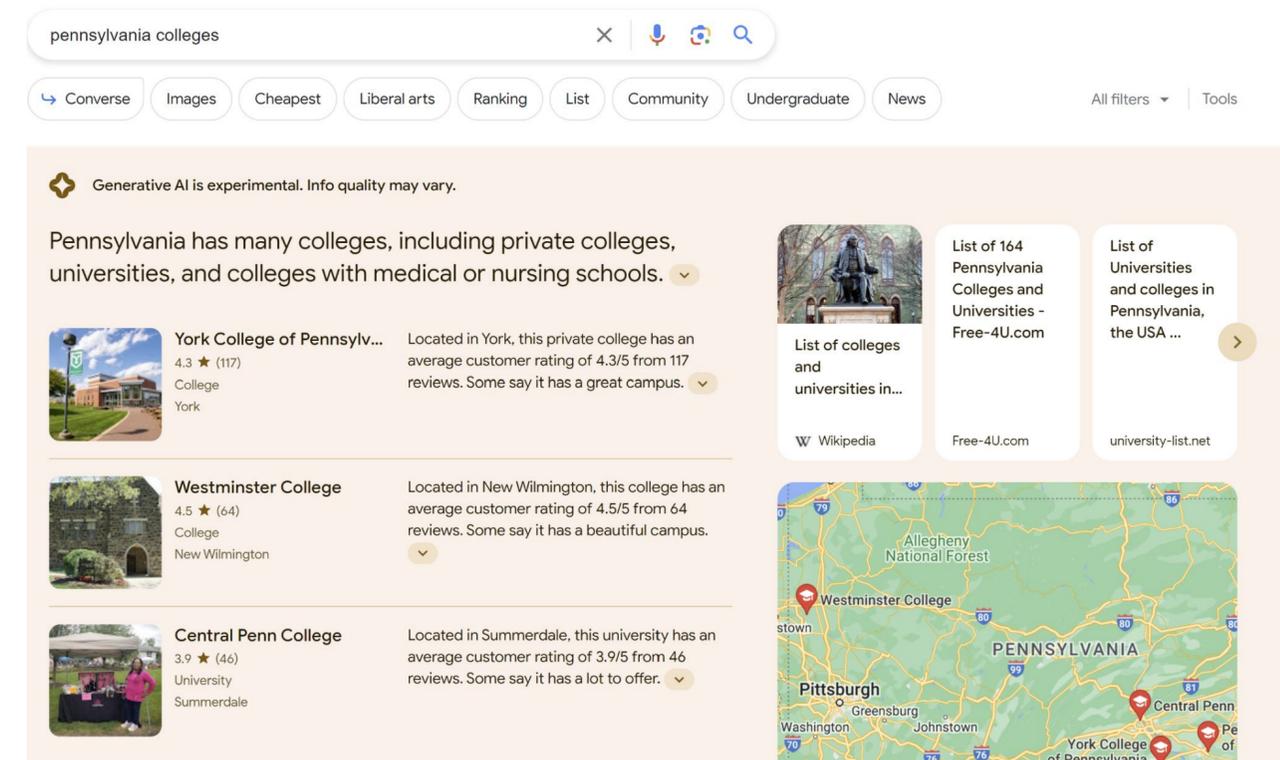
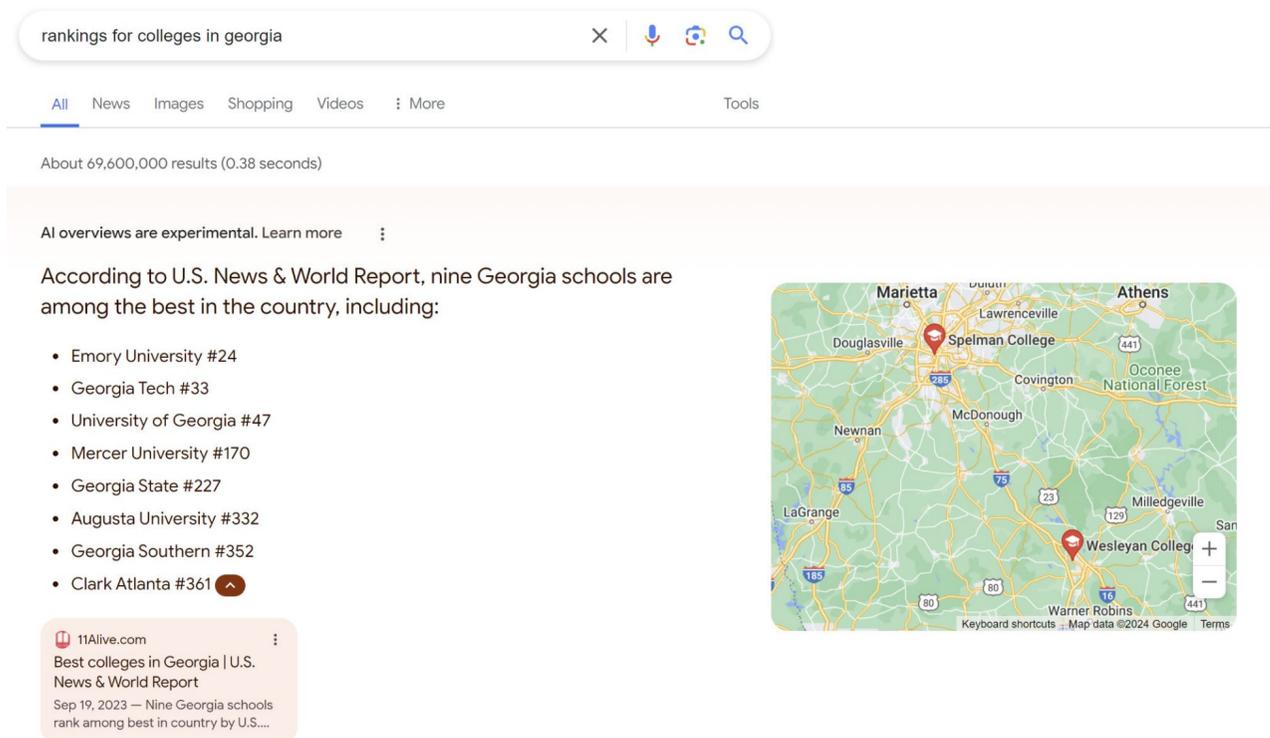
[BS in Cannabinoid Chemistry |... | York College ...](#)
 York College ...

[Cannabis Chemistry | Wilkes...](#)
 Wilkes Univer...

[Undergraduate Certificate in Cannabis... | College of Li...](#)
 College of Li...

Ordered Brand Lists

- Lists of brand names, sometimes accompanied by an image/logo and description, appear in either ordered or unordered list formats
- Generated from website, Google Business Profile, and directories
- Ordered lists appear 38% of the time



Ordered lists include numerical lists and local modules.

Unordered Brand Lists

- Unordered lists appear 48% of the time, compared to ordered lists appearing 38% of the time
- More flexible to providing helpful information

AI overviews are experimental. Learn more

Here are some MFA programs in writing:

- 

Manchester Metropolitan University
Students take an MA Creative Writing program, then an additional unit on the publishing, literary, and arts industries. They submit a full-length manuscript, such as a novel, short story collection, or poetry collection.
- 

University of British Columbia
Graduates qualify to teach at the university level, and many have gone on to teach in Canada, the United States, and overseas. Some graduates publish books and win literary awards, while others work in publishing.
- 

University of San Francisco
The program offers graduate students an intimate, personalized learning experience while taking advantage of San Francisco's literary scene.
- 

Washington University in St. Louis
The two-year program requires satisfactory completion of 42 semester hours, a thesis, and an oral examination.
- 

Augsburg University
Offers a low residency program in poetry, fiction, creative nonfiction, and cross-genre.

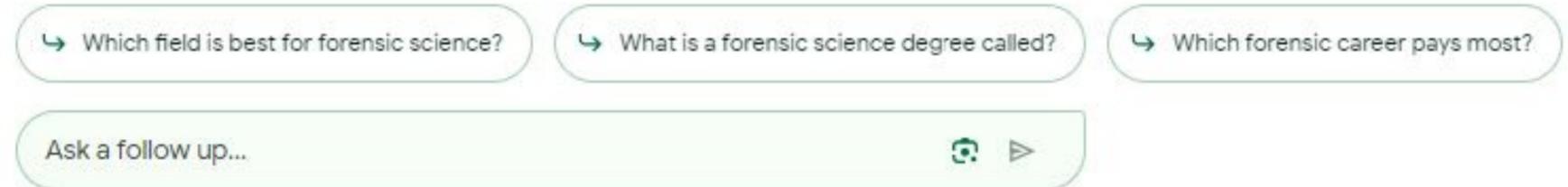
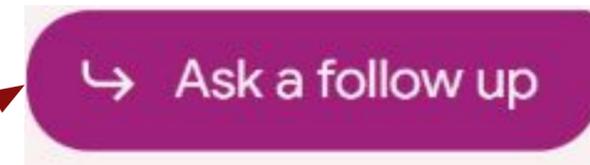
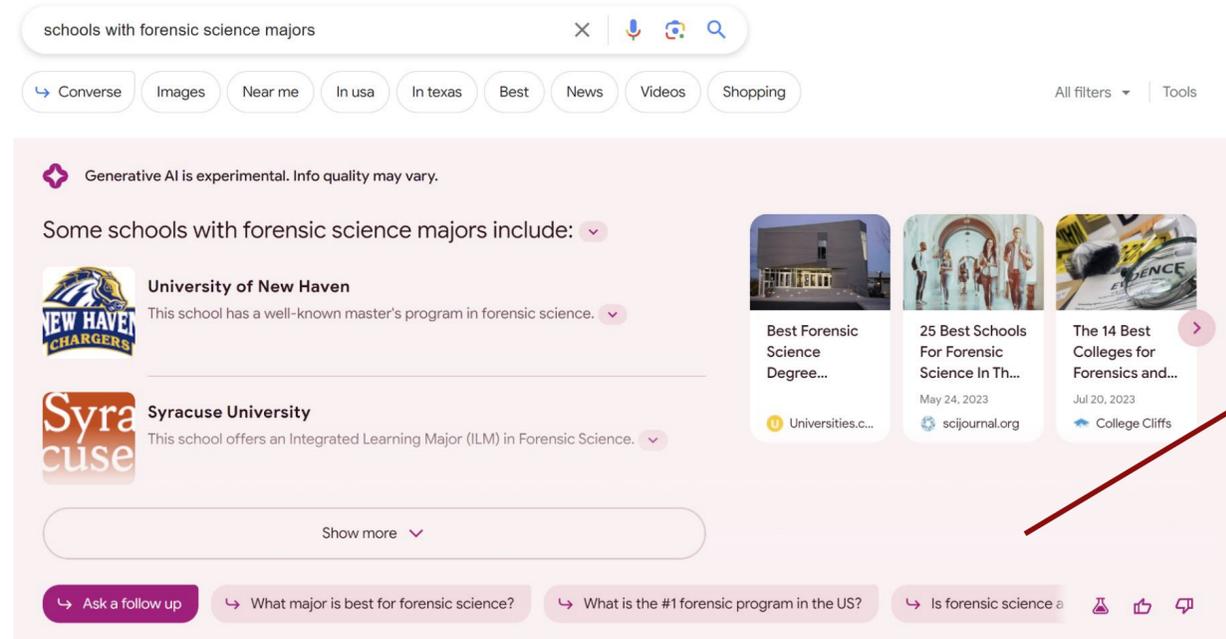
Computer engineering programs can be challenging, but the benefits of studying computer engineering are numerous, including high salaries, job security, and a variety of career paths.

Some of the top computer engineering programs include:

- Stanford University
- University of California, Berkeley
- Carnegie Mellon University (Carnegie)
- Georgia Institute of Technology
- University of Illinois Urbana-Champaign (Grainger)
- University of Michigan--Ann Arbor
- Cornell University
- University of Texas--Austin (Cockrell)

Ask a Follow Up

- Users can type new query directly in SGE or select from suggestions
- Follow-up searches open conversational chatbot interface with more follow-up suggestions



Ask a Follow Up, ctd

- Progressive follow-up questions narrow context of search and take past conversation into account to display hyper-relevant results

what can you learn in a forensic science program

AI overviews are experimental. Learn more

Forensic science programs teach students how to handle and process evidence, including bloodstains, powders, and fibers. Students also learn about criminal procedure laws, evidence rules, and how to process crime scenes. Programs may also provide students with laboratory skills such as:

- DNA analysis
- Latent print examination
- Firearm and tool mark analysis
- Drug analysis
- Forensic toxicology
- Fingerprinting
- Crime scene procedures
- Report-writing

Forensic Science
Why Study Forensic Science?
Mar 17, 2023 — As a forensic science major, you will learn how to handle a...

theuniguide.co.uk
Forensic Science Courses & Undergraduate Degrees
The degree combines study of chemistry and biology with learning...

How hard is it to get a degree in forensic science?

AI overviews are experimental. Learn more

Some say that forensic science can be challenging because it's a multidisciplinary field that requires skills in math and natural sciences. The degree requires a bachelor's degree in a science discipline, which usually takes four years and requires 120–128 credits. Students who have previously completed an associate in forensic science can transfer into a bachelor's program, which can cut the required credits in half. Applicants must have a high school diploma or GED, along with SAT and/or ACT scores.

group.com
Forensic
7-Step Guide -...

Criminal Justice Degree Sch...
Forensic Science Degree Programs
A bachelor's in forensic science is a four-year degree that requires 120-...

GCU Grand Canyon University
How To Become a Forensic Scientist | GCU Blog
Jan 12, 2024 — Is Forensic Science Hard? Forensic science can have its...

Forensic science programs cover topics such as forensic chemistry, physical, and organic chemistry. Students also learn about problem solving, critical thinking, and using math to collect and analyze data for evidence in a case.

Forensic scientists work in many industries, including forensic technicians, crime scene investigators, and digital forensic analysts.

Show More Expansion

- May appear as collapsed version of full answer
- When expanded by clicking "Show More", first citation(s) may appear without clicking on carrot

Google search for "computer engineering bachelor's". The search results show a collapsed answer. A red arrow points to the "Show more" button, which is highlighted with a yellow box. Below the search bar are filters for "Converse", "Images", "Salary", "Jobs", "Requirements", "Programs", "Online", "Degree", and "Colleges".

Generative AI is experimental. Info quality may vary.

A bachelor's degree in computer engineering is a four-year program that prepares students to design and analyze computer hardware and software. The curriculum covers both software and hardware and includes a study of coding languages, computer architecture, artificial intelligence, and cyber security. Students also develop the ability to analyze computer systems, designs, and construction of electronic equipment.

Graduates with a bachelor's degree in computer engineering qualify for jobs in many industries, including technology and sustainable energy. Some career options include:

- Software developer

Show more

Ask a follow up: Is a bachelor's in computer engineering good? Is BS in computer engineering hard? What is the income...

Search for "computer engineering degree". The search results show an expanded answer. The first citation is highlighted in green.

Generative AI is experimental. Learn more

A computer engineering degree is a four-year program that covers the study of computer systems, including hardware and software. The curriculum also helps students develop the ability to analyze computer systems, designs, construction of electronic equipment, and its peripherals. A computer engineering degree typically covers a wide range of topics, including:

operating systems, computer architecture, computer networks, robotics, artificial intelligence, and computer-aided design.

Citations:

- tme.uconn.edu: Computer Engineering - The Major Experience - University of...
- pup.edu.ph: Bachelor of Science in Computer Engineering (BSCpE) - ... Program Description. Computer Engineering is a four-year degree...

A typical computer engineering curriculum combines hardware-related classes in microprocessors, fiber optics, and memory components with software-related courses in operating systems, networks, and programming languages.

Entry-level computer engineering positions typically require a bachelor's degree in computer engineering or a related field, such as computer and information technology. Some employers may prefer to hire candidates who have graduated from an engineering program accredited by a professional association, such as ABET.

Computer engineering programs can be challenging, but the benefits of studying computer engineering are numerous, including high salaries, job security, and a variety of career paths.

Some of the top computer engineering programs include:

- Stanford University
- University of California, Berkeley
- Carnegie Mellon University (Carnegie)
- Georgia Institute of Technology
- University of Illinois Urbana-Champaign (Grainger)
- University of Michigan--Ann Arbor
- Cornell University
- University of Texas--Austin (Cockrell)

Multimedia

- Overviews regularly include images, YouTube videos, Google Business Profile photos, and Google reviews

day in the life of college student

- Getting to classes and appointments
- Preparing for exams
- Taking care of physical and mental wellness

You can also check out this video:



LeTourneau University
YouTube · Sep 18, 2023

How many hours do college students study a day?

What is the stressful life of college students?

YouTube clip in SGE

AI overviews are experimental. Learn more

Syracuse University's main campus is located on a hill with views of Syracuse, New York, and covers 721 acres. The campus includes nearly all academic buildings and residence halls, and is also known as "North Campus". The campus features iconic buildings, such as the Hall of Languages and the Crouse College of Fine Arts, which are examples of Collegiate Gothic architecture.



- Wikipedia: Syracuse University - Wikipedia. Also called "North Campus," the Main Campus contains nearly all academic...
- syracuse.edu: Facts and Figures - Syracuse University. Syracuse University's main campus sits atop a hill overlooking the city of...
- USNews.com: Syracuse University Rankings and Data. It has a total undergrad ment of 15,421 (fall 20...

The campus also has outdoor recreational spaces, and some say the campus is beautiful. The campus also has a wheelchair accessible entrance and parking lot.

Syracuse University also has centers in Washington, D.C., New York City, and Los Angeles, and offers study abroad programs in 60 countries.



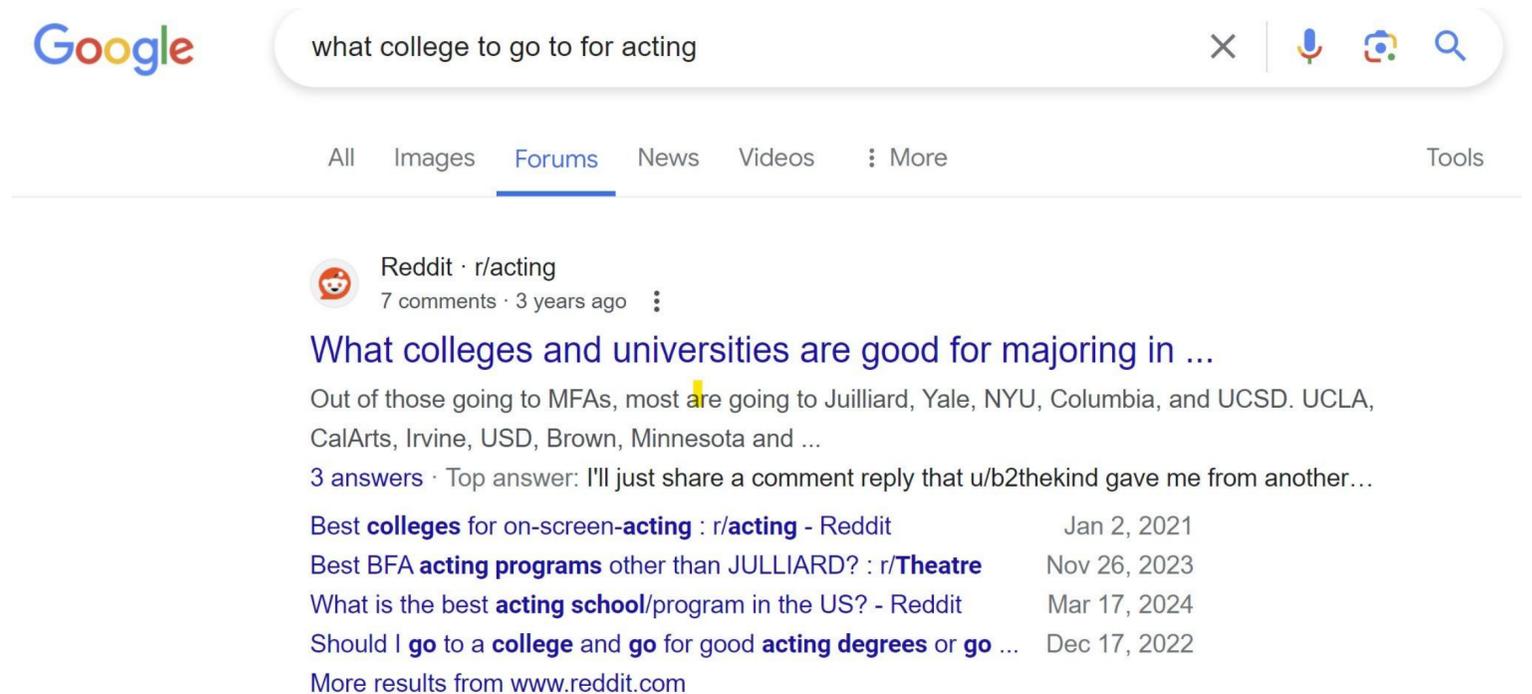
Reviews mention:

- "This is a beautiful campus with a lot of history. Although it is a very large school, I believe they have about 22k undergrads, the campus does not feel to..."
Mar 23, 2023
From CA to PA
- "What an amazing, wonderful, beautiful, Syracuse University is! Always educate yourself & friends/family. Education & your mind are a terrible thing to waste. Ne..."
May 24, 2023
Cesar Montanez



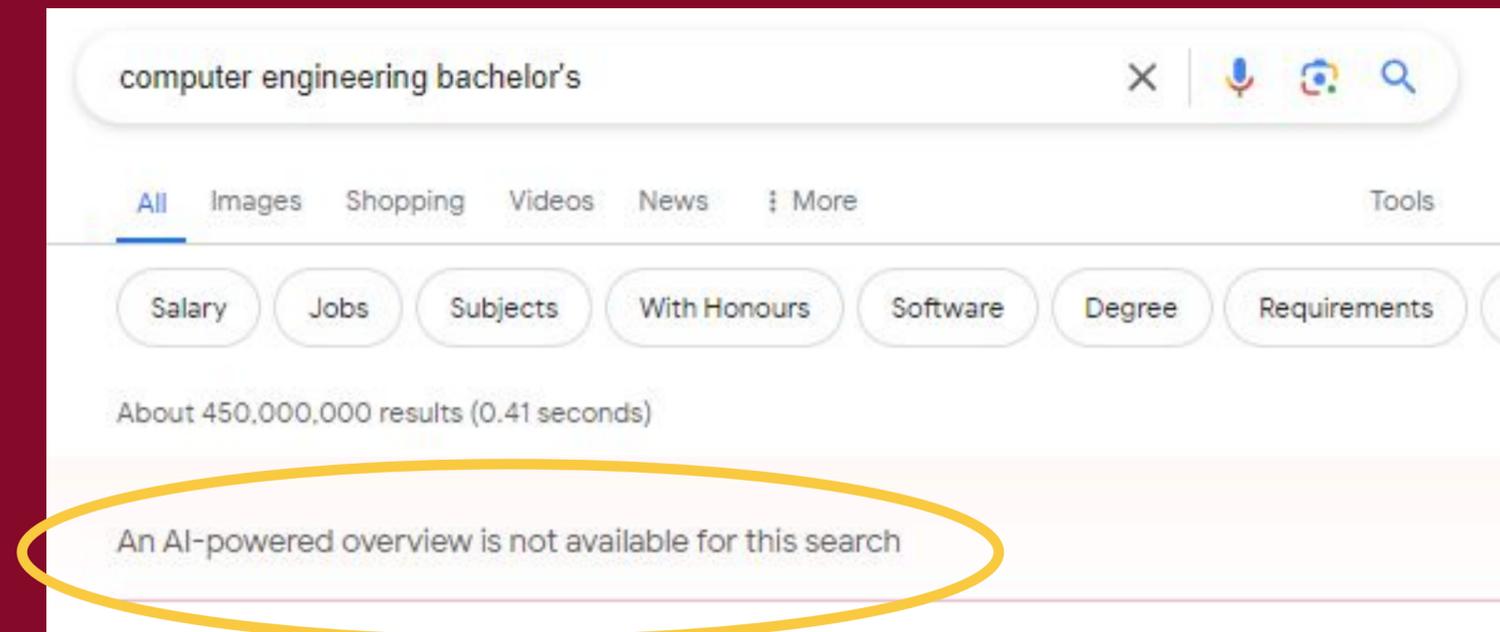
Your Institution's Social and Web Presences Can Appear in AI Overviews

- Google Business Profile
- Google Maps
- YouTube
- TikTok
- Reddit, Quora, and Forums



Availability of AI Overviews

- Generated text “AI Overview” not available for all searches
 - Costs and Your Money, Your Life topics may play a part in volatility
- In February 2024, education is one of three industries where SGE appears for 98% of queries on average
- Overview appears for 84% of all searches in two main variants:
 - Opt-in: 68% of the time (User must click “Generate” button)
 - Collapsed: 16% of the time (Appears but user must “show more” to expand)



Opt-in vs. Collapsed vs. Full Appearance

- SGE appears for 84% of all searches in two main variants:
 - Opt-in: 68% of the time
 - User must click “Generate” button
 - Collapsed: 16% of the time
 - Appears automatically, user must click “show more” to expand
- Full appearance is the third variant, though it is very rare. This is when the full snapshot loads upon a search.

Logistics

- AI Overviews take an average of 6.08 seconds to generate
- On average show about 10 links
 - Just four unique links on average; the same links can be and typically are cited in multiple places in Overview
- 94% of links in AI Overview are different from organic search results

Higher Education Content in AI-Generated Search Results

- Higher education institutions' academic content, admissions content, thought leadership articles or blogs, and video content may be featured in the Overview for queries related to a topic, area of study, degree path, or career field

Higher Education SGE Example - Program Page Content

bs in biology

AI overviews are experimental. Learn more

A Bachelor of Science (BS) in Biology provides a foundation in biological and related sciences. Students learn about the diversity and unity of living systems, and understand basic biological principles and processes.

Boston University
BS in Biology » Academics | Boston University
The Bachelor of Science (BS) in Biology provides fundamental...

A BS in Biology focuses almost entirely on the chosen major. Students take a full course load of required biology degree courses, and have the opportunity to specialize in a particular field.

Students who complete a BS degree in Biology will be able to:

- Demonstrate an understanding of core concepts and principles in genetics, cell biology, and evolution
- Appreciate the different levels of biological organization, from molecules to ecosystems

A BS in Biology can prepare graduates for careers such as:

Epidemiologist, Molecular Biologist, Wildlife Biologist, Biochemist, Microbiologist, Biologist, and Statistician.

Biology includes a wide range of branches and subdisciplines, such as:

Biochemistry, Genetics, Botany, Zoology, Physiology, Microbiology, and Ethology.

Is a BA or BS better for biology? Is a BS in biology hard? What is included in BS biology?

Ask a follow up...

cannabis chemistry degree

Generative AI is experimental. Info quality may vary.

A cannabis chemistry degree can prepare students for careers in the cannabis industry. Students can learn about the scientific analysis of cannabinoids, how to extract and purify cannabis products, and how to manage plant operations.

Here are some schools that offer cannabis chemistry degrees:

- York College of Pennsylvania
Offers a Bachelor of Science in Cannabinoid Chemistry. Students learn about plant chemistry, scientific analysis of cannabinoids, and how to manage plant operations.
- Lake Superior State University
Offers a Cannabis Chemistry program that focuses on the quantitative analysis of cannabis compounds and contaminants.

BS in Cannabinoid Chemistry | Wilkes...
Cannabis Chemistry | Wilkes...
Undergraduate Certificate in Cannabis...
College of Li...

Linked panels in carousel

AI overviews are experimental. Learn more

Here are some MFA programs in writing:

- Manchester Metropolitan University
Students take an MA Creative Writing program, then an additional unit on the publishing, literary, and arts industries. They submit a full-length manuscript, such as a novel, short story collection, or poetry collection.
- University of British Columbia
Graduates qualify to teach at the university level, and many have gone on to teach in Canada, the United States, and overseas. Some graduates publish books and win literary awards, while others work in publishing.
- University of San Francisco
The program offers graduate students an intimate, personalized learning experience while taking advantage of San Francisco's literary scene.
- Washington University in St. Louis
The two-year program requires satisfactory completion of 42 semester hours, a thesis, and an oral examination.
- Augsburg University
Offers a low residency program in poetry, fiction, creative nonfiction, and cross-genre.
- Institute for American Indian Arts
The two-year program emphasizes Native American and First Nations writing, and offers a wide range of genres. Students attend two eight-day residencies each year.

Poets & Writers
MFA Programs Database - Poets & Writers
Augsburg University: ... Minneapolis, MN. ... Genre: Poetry, Fiction, Creativ...

grad.ubc.ca
Master of Fine Arts in Creative Writing (Distance) (MFA) - ...
The MFA qualifies graduates for teaching at the university level and...

College Transitions
The Best 15 Creative Programs in 2023
Apr 7, 2023 — Instit American Indian Arts (I

Citation in generated text

After structured brand list

Higher Education SGE Example - Admissions

- Both admissions and blog content appears for some higher ed searches

 University of North Texas

Transfer: Will I get in? | University of North Texas

Minimum college GPA of a 2.5 and a High School 3.0 or higher unweighte...

transfer student requirements

All Images News Videos Shopping More Tools

Texas UT Austin UTSA International University of Miami ASU Online UCLA UCF USF

About 965,000,000 results (0.28 seconds)

AI overviews are experimental. Learn more

Transfer student requirements vary by university, but generally include:

- GPA: A minimum GPA of 2.5 or 3.0
- Credit hours: At least 24 semester hours of transferable coursework
- High school GPA: At least 3.0
- Eligibility: Being eligible to return to previous institutions without suspensions, dismissal, or forced withdrawal

Some universities also have specific requirements for specific majors or departments. For example, Texas A&M requires a 2.5 GPA on at least 24 semester hours of transferable coursework, and UNT requires a minimum GPA of 2.5 and an unweighted high school GPA of 3.0 or higher.

Transfer students generally have a lower acceptance rate than freshmen. However, you should still plan ahead and follow through, just like you would if you were a high school student applying to a four-year school.

Is it harder to get accepted as a transfer student? What GPA should a transfer student have? What GPA do you need to transfer to UT?

Ask a follow up...

Linked citations

bsn program application

All Images Videos Shopping News More Tools

About 84,100,000 results (0.29 seconds)

AI overviews are experimental. Learn more

Here are some steps for applying to a Bachelor of Science in Nursing (BSN) program at Texas Woman's University (TWU):

- Apply for undergraduate admission to TWU
- Submit an application through NursingCAS to the College of Nursing

 Texas Woman's University

Bachelor of Science in Nursing (BSN) at TWU | Texas Woman's...

Some common requirements for BSN programs include:

- A cumulative GPA of 2.75 or higher in high school or an associate degree program
- A GPA of 2.5 or higher in all science courses
- An essay
- References
- A CV or resume
- Significant volunteer experience
- Prior coursework in anatomy, biology, chemistry, organic chemistry, microbiology, or physiology

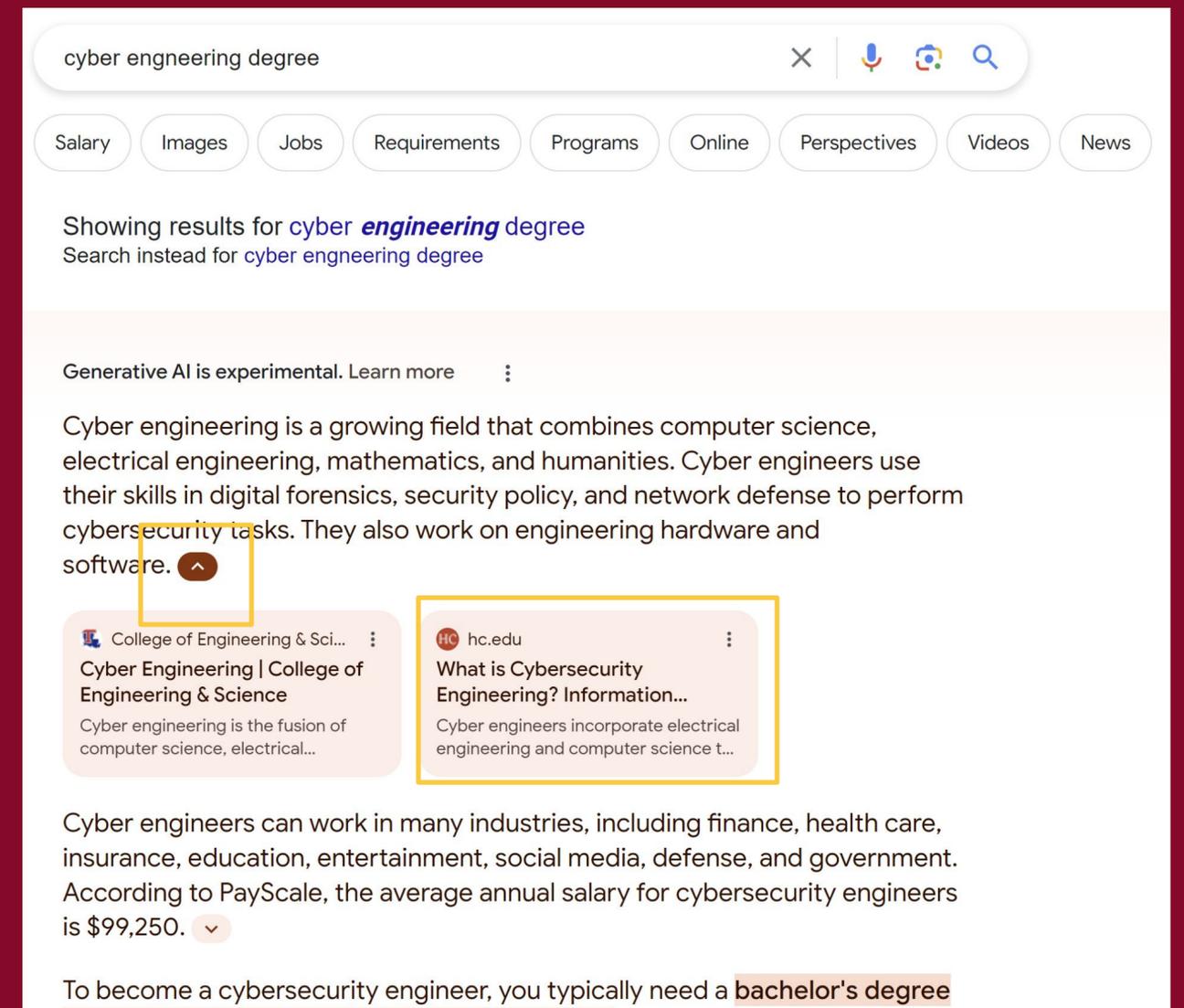
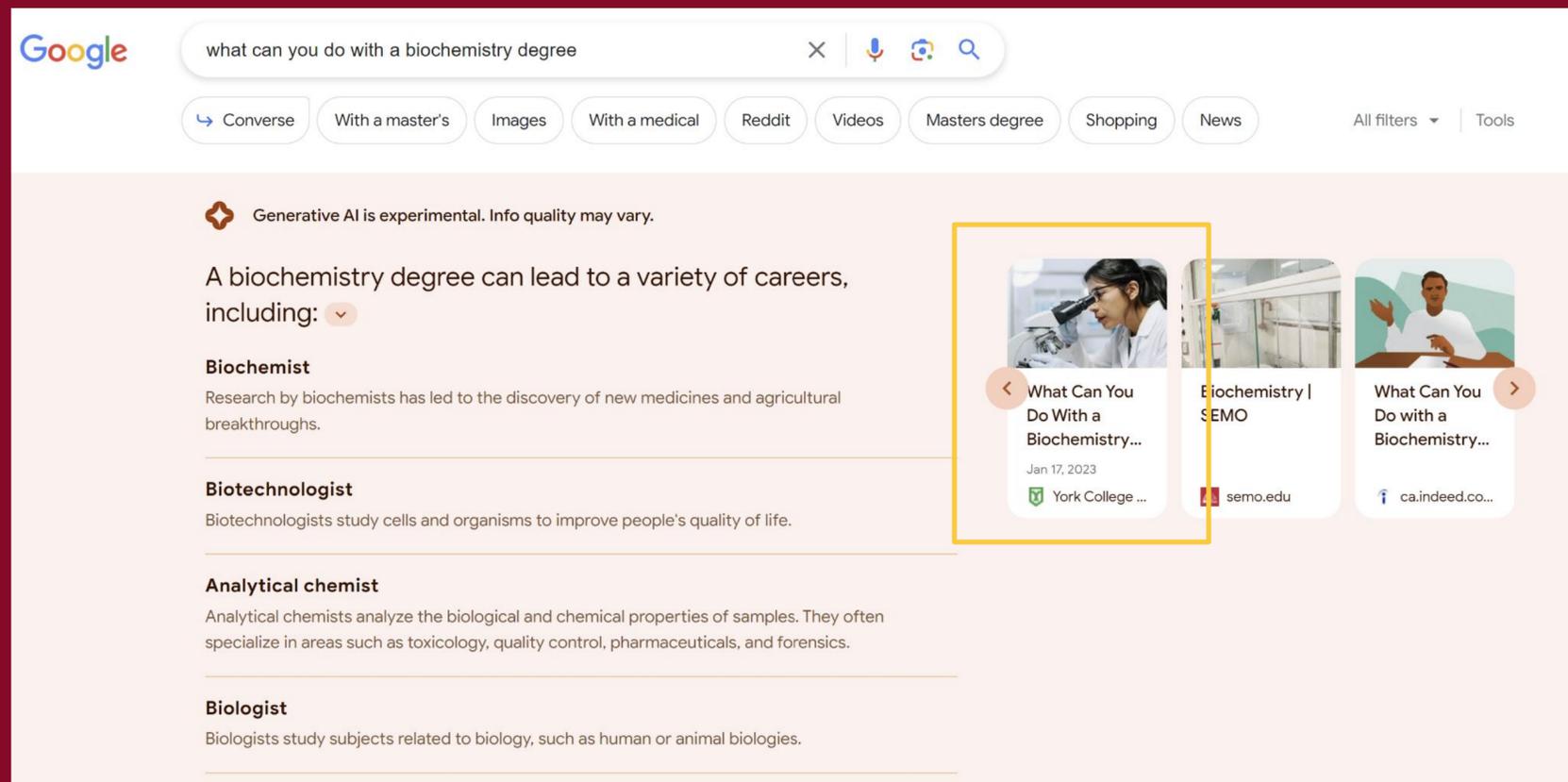
Citing program page content

 Texas A&M Admissions

Transfer - Texas A&M Admissions

To Be Considered. Transfer applicants should have at least a 2.5 grade point...

Higher Education SGE Example - Thought Leadership and Evergreen Content

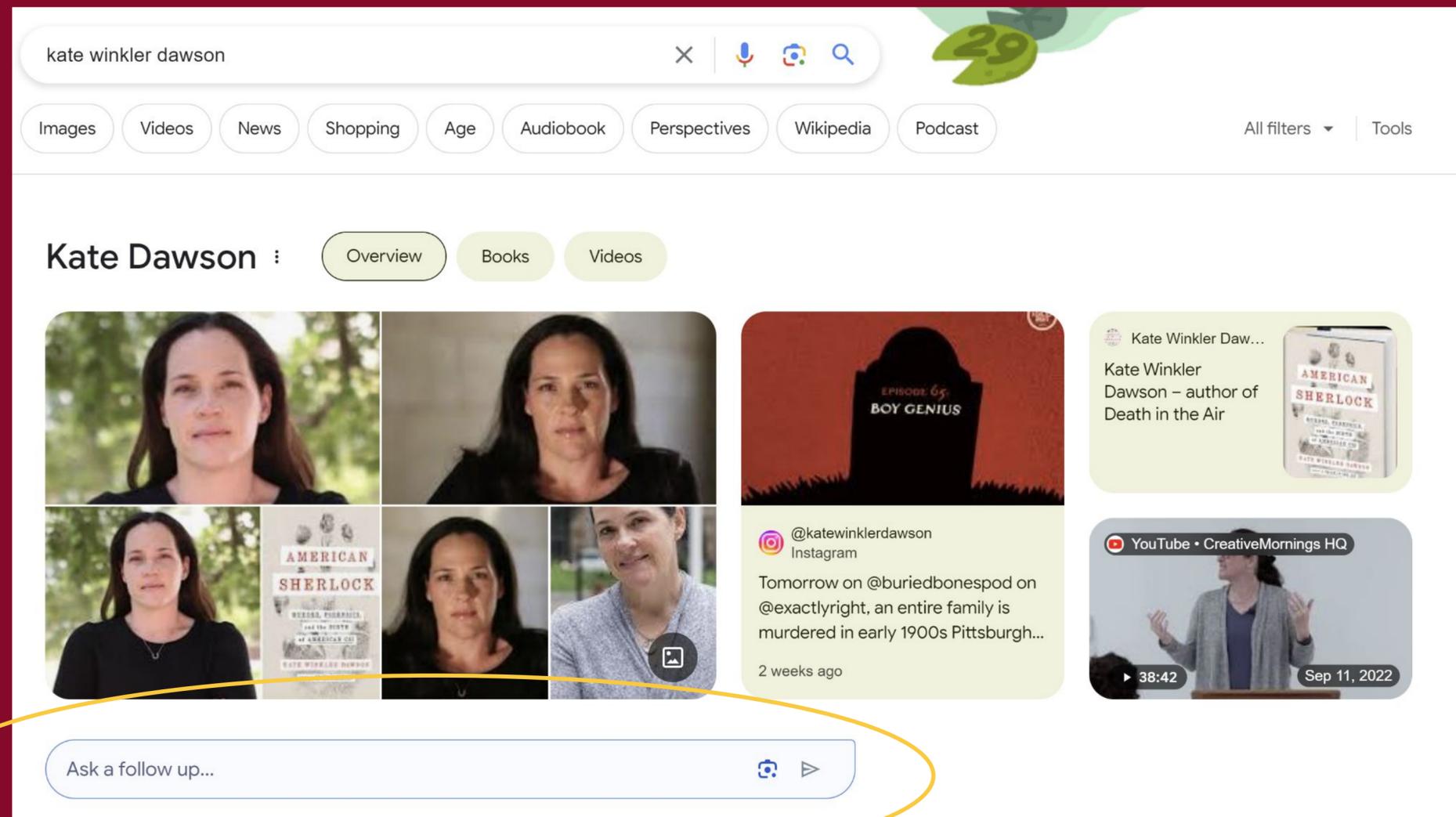


In scrolling panel carousel

In expanded Snapshot citations

Higher Education SGE Example - Faculty Content

- "Ask a follow up" chat box appears alone without Snapshot bubble



3

How to Optimize Content for SGE

Areas of Focus

- Create Subject Matter Expert (SME) content that illustrates “Experience, Expertise, Authority, Trust (E-E-A-T)”
- Put greater focus on question-based long-tail keyword phrases
- Put more energy into image and video optimization

Adapt SEO and Content Strategy for the Age of SGE

- Prioritize authority management
 - Leverage subject matter experts within your institution
 - Focus thought leadership strategy on core pillars of knowledge
- Optimize for low-competition, long-tail keywords in robust academic and admissions content
 - Ex: “small colleges with internship programs in the new york city area with no application fee”
 - This through strong site architecture and H-tagged headings
- Pages with images have upper hand in appearing in carousel or panel-style citations, video appearances in SGE

Subject Matter Expert Content

- It's no longer good enough to just optimize program pages
- Build out pages that answer key questions:
 - What careers can I pursue with an MBA degree?
 - What's the difference between a computer science degree and a cybersecurity degree?
 - How can I become an accountant?
- Remember: with SGE search is becoming more **conversational**

Subject Matter Expert Content



should i get a masters in accounting

All Forums Videos Web Results Images More Tools

About 733,000,000 results (0.50 seconds)

AI overviews are experimental. Learn more

A master's degree in accounting (MAcc) can help you earn a higher salary and advance to management positions. It can also help you prepare for certification exams, such as the Certified Public Accountant (CPA) exam. An MAcc can provide the extra 30 hours needed for the CPA exam, which most states require to be eligible to take.

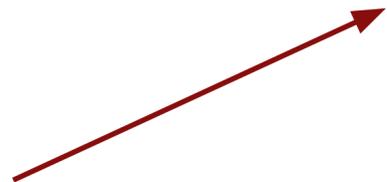
Franklin University
Is a Master's in Accounting Worth It? | Franklin University
A master's degree in accounting can lead to higher-level positions with...

Fortune
Is a master's degree in accounting worth it? | Fortune
Apr 17, 2023

SNHU
Is an SNHU Master's Accounting Worth It
Jul 20, 2023

An MAcc can help you: Gain superior analytical skills, Deepen your knowledge of accounting principles, Learn the latest technology, and Prepare you to interact effectively with executive management.

According to EMSI, a master's degree raises your salary expectations by 11%-14% at every stage of your career. The median pay for accountants and auditors in 2021 was \$77,250 per year, and the average top accounting executive salary in the U.S. is more than \$234,000.



SNHU
Is an SNHU Master's Degree in Accounting Worth It?
Jul 20, 2023

Question-based long-tail keyword phrases

- Pivot your keyword research strategy to identify question-based long-tail queries
 - Google Search Console
 - Answer the Public
 - Search listening

Identifying Question-Based Searches in GSC

- In Google Search Console, you can create a regex filter to identify question-based queries.
 - Regex: "what|why|how|when|where|who|^is|^are|vs"

Search type: Web Date: Last 3 months Query: Custom (regex) + New Last updated: 9 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries						
			Clicks	↓ Impressions	CTR	Position
what is supply chain management			0	5,408	0%	63.8
what is a woman documentary			4	4,990	0.1%	33.6
what is business intelligence			0	4,252	0%	66.4
how to see ghosts			271	2,465	7.8%	1.6

Search Listening

- Add “search listening” to keyword research and content strategy
 - Does the AI Overview appear? If so, prompted or unprompted?
 - What type of content appears in the top three carousel panels?
 - What kind of answer is being generated? What kind of content is cited?
 - What are the follow-up questions? Can you answer them?
 - Does the information supplied in the Snapshot indicate the query is related to a certain position in the enrollment funnel?
 - What else appears in the search landscape outside of SGE?

Image Optimization

- Images are a critical aspect of appearing in the SGE carousel feature
- You want to ensure that your web pages have an engaging featured image that is optimized for search engine visibility
- Key optimization areas include:
 - Alt text
 - Image file name
 - File type/size



Cybersecurity
vs. Computer
Science: A...



sopa.t...



Alt Text

- Alt text, or alternative text, is essentially a backend description that you associate with an image in your CMS.
- Alt text is important for both SEO and accessibility.
- Alt text should be kept to 125 characters or less. It should accurately describe the image while also incorporating in keywords you are targeting for that page.

Alt Text Example



Alt text: Two **Colorado State University Civil Engineering majors** use survey equipment.

File name

- The image file name should always contain keywords and should never be a string of numbers and letters.
 - Not good: "xy23xb5.jpg"
 - Good: "civil-engineering-majors.jpg"

File Type/Size

- JPEG is the smallest image file size type, which means a JPEG image loads fast.
- Generally speaking, JPEGs are best used for most photos while PNGs are best used for charts, graphs, and other text images.
- In all cases, compress your images so that they are not larger than they need to be, unnecessarily bogging down page speed and load times.

Existing Technical SEO Best Practices to Stay On Top Of

- Optimizing metadata
- Maximizing crawl budget and submitting new pages for indexing
 - Ensures Google can easily find serve your most important SEO pages
- Building internal link strategy around UX and accessibility
 - Pages deeper in IA tend to be relevant to more specific queries and internal links build equity and value for harder to find content
- Implementing structured data

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Reporting Challenges with SGE

Drop in Click Through Rate (CTR) and Organic Traffic

- May see initial or sustained loss in website traffic and Click Through Rate (CTR) from informational/high funnel queries
- When reporting, weigh clicks against value of visibility, brand awareness
- Carousels getting the most CTR opportunities
- Less CTR for regular listings which get pushed way down the page with AI Overview
- We had this same panic when featured rich snippets rolled out
- For higher ed we have a long buyer's journey, so we may be in a better position

Drop in Click Through Rate (CTR) and Organic Traffic

- We have to adapt. Even if we don't get the click, don't we want our content appearing in AI Overview instead of someone else's? We have 0 chance of clicks if we aren't even there.
- "So, instead of anticipating a drop in website traffic, marketers and content creators should look for ways to increase it by leveraging the ranking opportunities presented by Google's generative AI." - Julia McCoy in a recent *Search Engine Land* article

Rank Tracking Tools

- Tools like SEMRush provide special SERP feature data for rich snippets, People Also Ask, and the like.
- We can predict that these tools will eventually effectively incorporate AI Overview appearances into the mix, but we are not there yet.

Google Search Console

- Dedicated tracking of AI Overview rankings and traffic not yet available in Google Search Console either.
- This may take longer, as GSC currently doesn't even track all the special SERP features to the same degree that third-party rank tracking tools do.

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The Future of Search

What We Still Don't Know About SGE

- When we will know the full behavior of AI Overviews and their impact on traffic and clicks
- How paid ads will be incorporated
- What, if any, reporting capabilities Google will give us in Search Console

A Search Behavior Evolution Is Coming

- Search is becoming much more conversational
 - We have already seen Google going in this direction over the past few years with rich snippets, People Also Ask, and other special SERP features
 - AI takes it to the next level, as it allows the search engine to build knowledge and search input based on previous queries
- People will change *how* they search
 - Queries will get longer, “head terms” will be less prominent
 - Users will adapt how they phrase queries, again more conversational

**Google GSE is (another) new
landscape in search—**

And we are ready for it.

Thank You!



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