



● **RECORDED** WEBINAR

# AI in Search: Adapting to the Future of SEO

---

 **OVERDRIVE**  
INTERACTIVE

# Who We Are

Founded in 2001, Overdrive helps companies compete and win in today's hyper-competitive digitized marketplace by integrating:

- Digital-first strategy and planning
- Online media (display, social, video, DOOH)
- Search marketing (SEO/SEM)
- Account-based marketing (ABM)
- Persuasion oriented creative and design
- Website and application development
- Branding and demand generation
- Social media marketing
- Analytics and cross channel optimization



MITX

Interactive Agency of the Year

## Client Experience


# Four Things You Can Expect to Learn Today:

- What is SGE and Generative Search?
  - Understanding Generative Search and AI's Impact on SEO
  - Practical Examples of Generative Search
  - How To Prepare For The Future of Generative Search and The Search Generative Experience
- 

This webinar will explore how marketers, SEO professionals, and content creators can leverage AI technologies like Google's Search Generative Experience (SGE) and Generative Engine Optimization (GEO) to optimize their digital marketing strategies and stay ahead in the evolving landscape of search.

# Google Is Constantly Changing

The image displays two side-by-side screenshots of Google search results for the query "budapest hotel".

**Left Screenshot (Older Version):**

- URL:** `http://www.google.hu/search?hl=hu&q=budapest+hotel&btnG=Google+keres%C3%A9s&meta=`
- Navigation:** Includes links for "Web", "Képek", "Csoportok", "Webcímár", "Naptár", "Gmail", and "továbbiak".
- Search Bar:** Contains the text "budapest hotel" and a "Keresés" button.
- Filters:** "Keresés: Web", "Magyar nyelvű oldalak", "Oldalak ebből az országból: Magyarország".
- Results:** A list of links under the heading "A(z) 'budapest hotel' kifejezés 1-100. találat az összes, kb. 948 000 találatból. (0,26 másodperc)". Links include "Hotels in Budapest", "150 Hotels in Budapest", "Budapest Hotels", "Hotelek, Szállodák - Budapesten és Magyarországon, egyedülálló...", "Budapesti szállodák, hotelek", "Hotel Budapest, Budapest Hotel, Körszálló, Budapest szálloda", and "Budapest Hotel, 4-star Hotel in Budapest".

**Right Screenshot (Newer Version):**

- URL:** `budapest hotel`
- Navigation:** Includes links for "Összes", "Térkép", "Képek", "Videók", "Vásárlás", "Egyebek", "Beállítások", and "Eszközök".
- Search Bar:** Contains the text "budapest hotel" and a search icon.
- Filters:** "Nagyjából 8 210 000 találat (0,69 másodperc)".
- Results:** A list of links under the heading "Szálláshelyek Budapesten - Teljesen biztonságos fizetés - booking.com". Links include "Szálláshelyek Budapesten - Teljesen biztonságos fizetés - booking.com", "3794 Budapesti Hotel - Hotelek nagy választéka - trivago.hu", "Budapest Hotels, Hungary - Amazing Deals on 38 Hotels - Page 1", and "Budget Hotels Budapest - Cheap Hotel Deals for a Night - galahotels.com".

# What is Google's Search Generative Experience (Now “AI In Search”)?



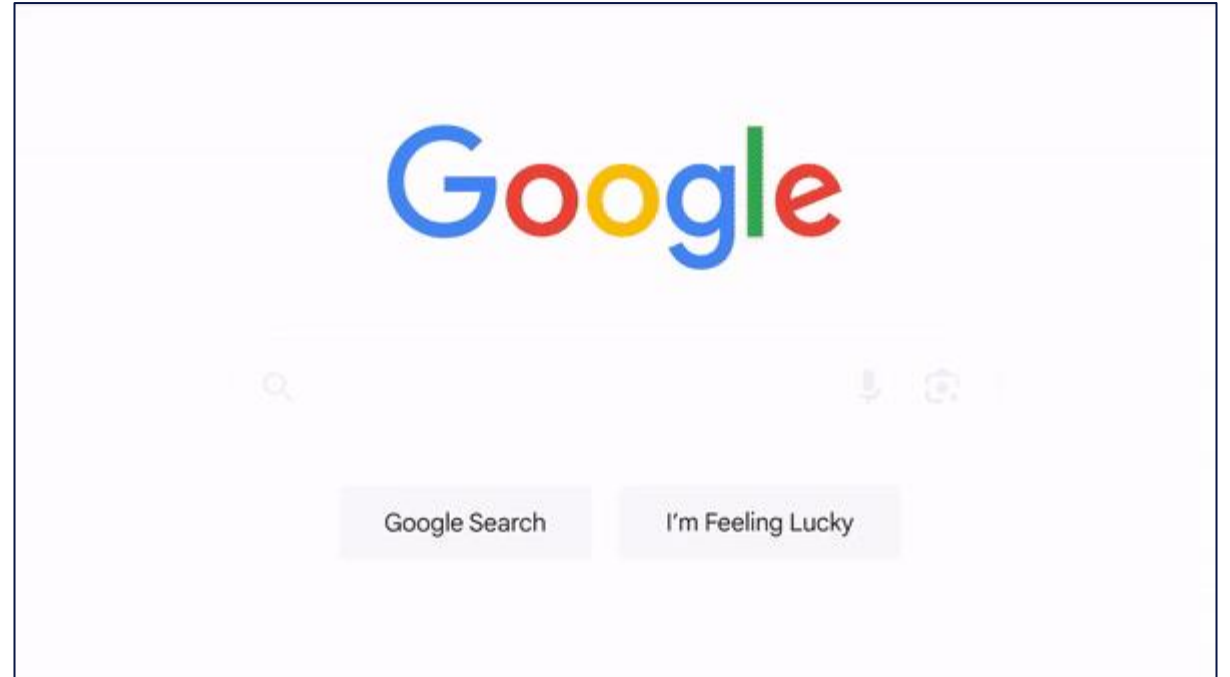
Moves past traditional keyword matching to understand context and intent.



Marks a significant advancement in search technology, aiming for more natural, conversational interactions.



Offers users richer, more accurate answers and insights, transforming search into a dynamic dialogue with information.



# Google Is Now Rolling Out AI Powered Results To Everyone

SEJ · SEO

## Google Rolls Out AI-Powered Overviews To US Search Results

Google rolls out AI-generated overviews (formerly SGE) to US search results, powered by a new Gemini model customized for search.

## Google AI Overviews Launch In US Search Results

May 15, 2024 - 7:51 am 341 — by Barry Schwartz

Filed Under [Google](#)



Google The Keyword

Latest stories

Product updates

Company news



SEARCH

## Generative AI in Search: Let Google do the searching for you

May 14, 2024  
5 min read

With expanded AI Overviews, more planning and research capabilities, and AI-organized search results, our custom Gemini model can take the legwork out of searching.



Liz Reid  
VP, Head of Google Search

Share

# AI Is Changing The Way People Seek Information (Live Demos)



Your everyday AI companion

with  Bing

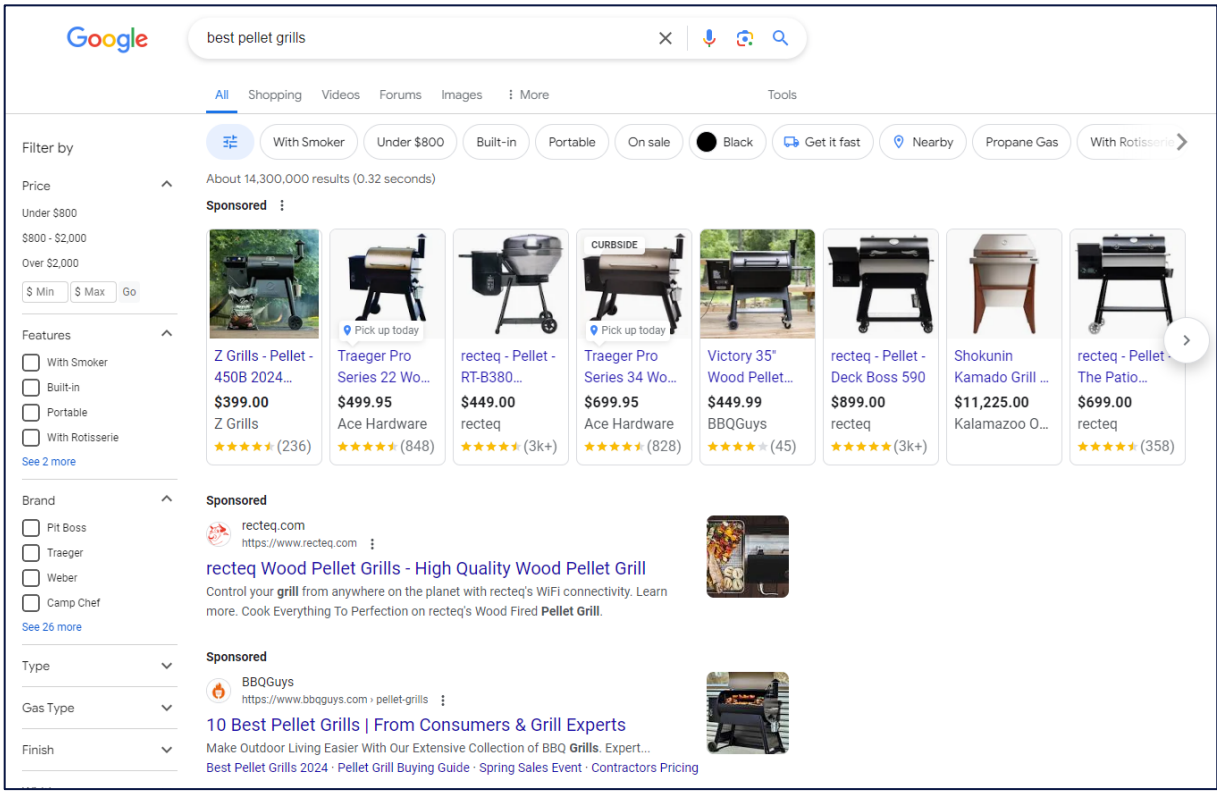


**ChatGPT**



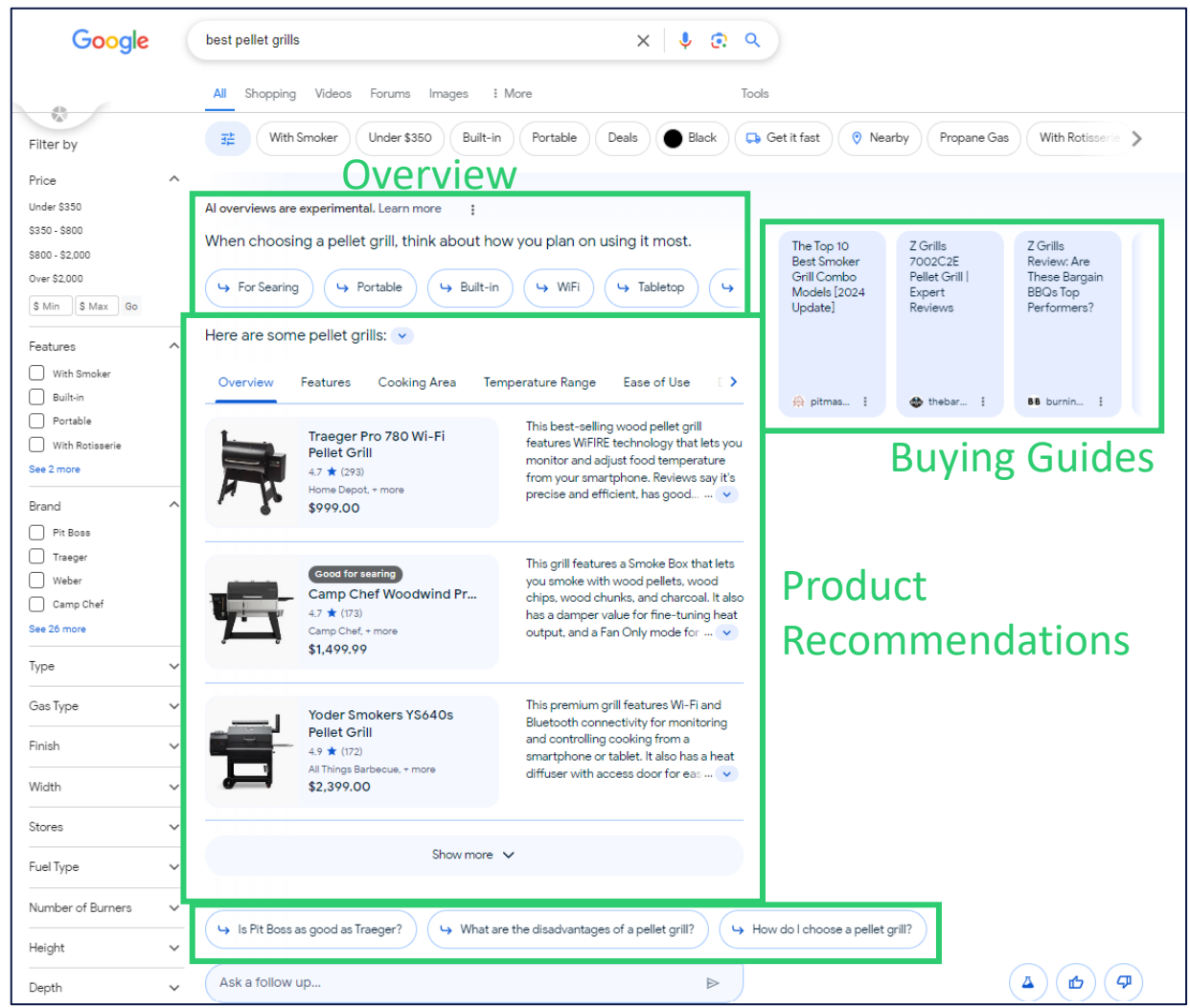
# Google Is Constantly Changing

## Before SGE/AI In Search



Sites that best match “best pellet grill” search

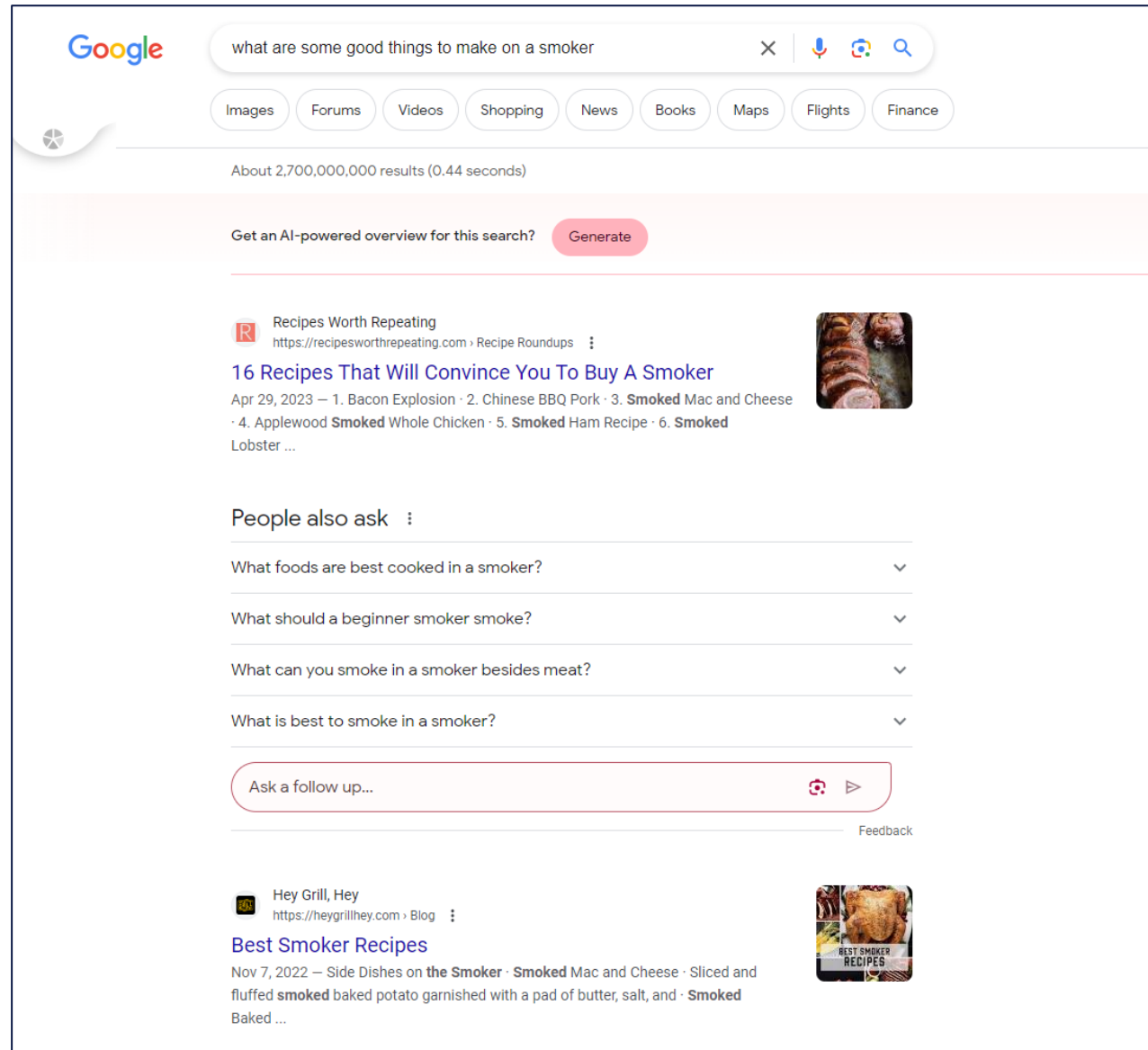
## After SGE/AI In Search




Most likely next steps following “best pellet grill” search



# Users Sometimes Have To "Opt-In" To Get The AI Generated Response



# SGE Does Not Provide Generated Answers For All Queries (Yet)



best woods to smoke bbq

All

Shopping

Forums

Videos


Images

More


Tools

An AI-powered overview is not available for this search

Hickory, oak, maple, pecan and alder are all hardwoods. Pork responds very well to hickory and maple smoke. Maple goes well with veggies and cheese and both woods are good with poultry. Oak has flavors that are good with beef, especially brisket and sausages.

Oklahoma Joe's  
<https://www.oklahomajoes.com> › Howtos

How to Pick the Best Smoking Wood | Oklahoma Joe's®



?

About featured snippets · 

Feedback

People also ask

Which wood is best for barbecue grill?

Which type of wood is not good for smoking foods on an outdoor grill?

Is post oak better than live oak for smoking?

What wood do Texans use for BBQ?



10

# What do these changes mean for SEO and Site Traffic?

---

*Do we Panic!?*

A 3D illustration of a person standing in a maze, symbolizing the search journey. The person is a small, dark blue figure with a spherical head, standing on a light gray path that leads through a complex maze of dark gray walls. The maze is composed of various sized rectangular blocks, creating a sense of depth and complexity. The lighting is soft, casting gentle shadows and highlighting the textures of the maze walls and the path.

# Behind Every Search is a Person Looking for an Answer

- In order to win with SEO, you have to win for your customers
- By learning about the searchers behind the queries, we're able to understand their motivations, frustrations, and pain points
- Only after understanding those can we strategize on how to best engage with people and help them on their search journey

# How Will Generative Search Change Users Expectations?



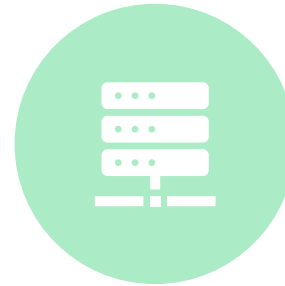
**Enhanced Query Complexity:** With SGE's ability to understand and generate nuanced responses, users are encouraged to ask more complex and conversational questions, moving away from keyword-centric searches.



**Increased Expectations: for Accuracy and Depth:** As SGE provides direct, comprehensive answers, users will expect higher-quality information that addresses their queries in detail, setting a new standard for what constitutes a satisfactory search result.



**Interactive Search Experience:** SGE's conversational nature fosters an interactive search process, where users can engage in a dialogue with the search engine, asking follow-up questions and exploring topics in depth without leaving the search page.



**Shift Towards Comprehensive Answers Over Multiple Sources:** Instead of sifting through multiple websites to piece together information, users will lean on SGE for consolidated, authoritative answers, potentially changing how users interact with and value traditional search results.

# While Search Engines Continue To Adapt, The Heart Of Every Search Remains The Same:

## Navigational

*Users want to find a specific page (e.g., "reddit login")*

## Informational

*Users want to learn more about something (e.g., "what is seo")*

## Commercial

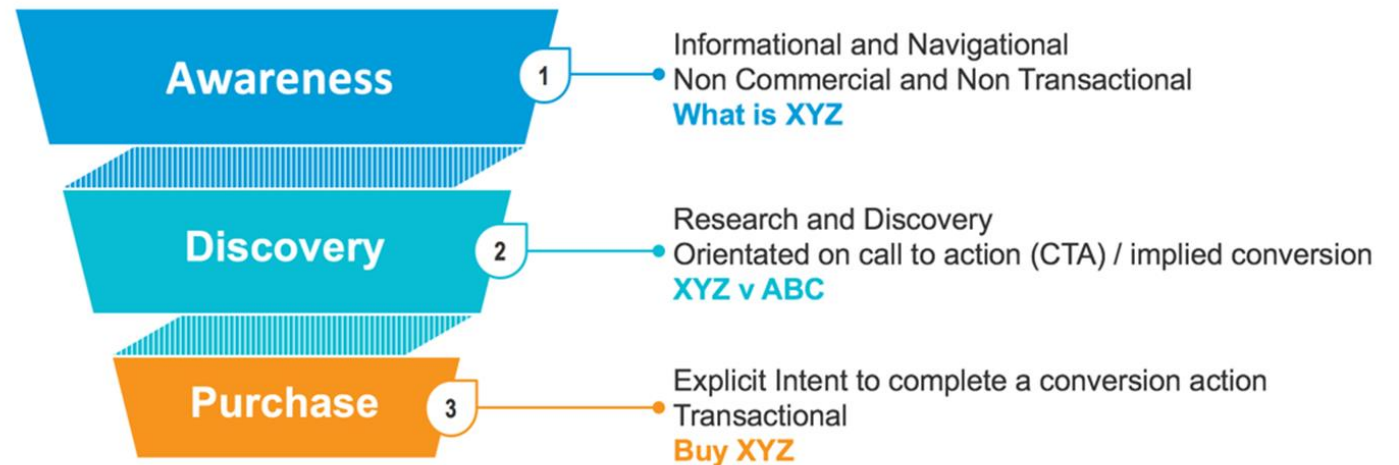
*Users want to do research before making a purchase decision (e.g., "best coffee maker")*

## Transactional

*Users want to complete a specific action, usually a purchase (e.g., "buy subaru forester")*

## Search Commercial Intent Funnel

Discovery And Purchase



BRIGHTEDGE



# Informational/Navigational Example

- Informational queries within SGE still give your content a chance for high visibility.
- While SGE will generate an answer, Google still links out to sources and related articles.
- Answers to top level questions available directly in the SERP will still however lead to less clicks and traffic to your informational content.

The screenshot shows a Google search interface with the query "are pellet grills difficult to use". The search bar includes the Google logo, a clear button, and icons for voice search, image search, and a magnifying glass. Below the search bar are tabs for Shopping, Reddit, Forums, Videos, Images, News, Books, Maps, and Flights. The results section indicates "About 11,700,000 results (0.44 seconds)".

A green banner at the top of the results area states: "Generative AI is experimental. Learn more". Below this, a summary paragraph reads: "Pellet grills are generally considered easy to use. They have a built-in thermometer that monitors and maintains the correct temperature, and the hopper and fan add more pellets when needed. Once the grill is turned on, it automatically heats up and the user can select their desired temperature and smoke level. The grill also indicates when it's ready to cook with lights, sounds, or a display." This summary is followed by a green upward arrow icon.

Below the summary are three related article cards:

- IFA**: 5 Reasons We Love Pellet Grills & Smokers | IFA's Helping to Grow... One of the greatest features of a pellet grill is the fact they're easy to...
- Best Buy**: Pros and Cons of Pellet Grills - Best Buy Pro: Simple to use. ... The grill itself monitors the temperature with a buil...
- traeger.com**: Everything You Need About Wood Pellet Wood pellet grills are v to use, more consister

Below the cards, a section titled "To use a pellet grill, you can:" lists four steps:

1. Fill the hopper with food-grade wood pellets
2. Empty the ash pail
3. Turn the on switch
4. Set the temperature

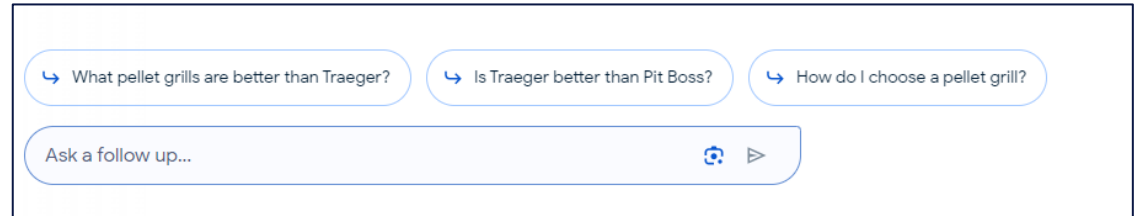
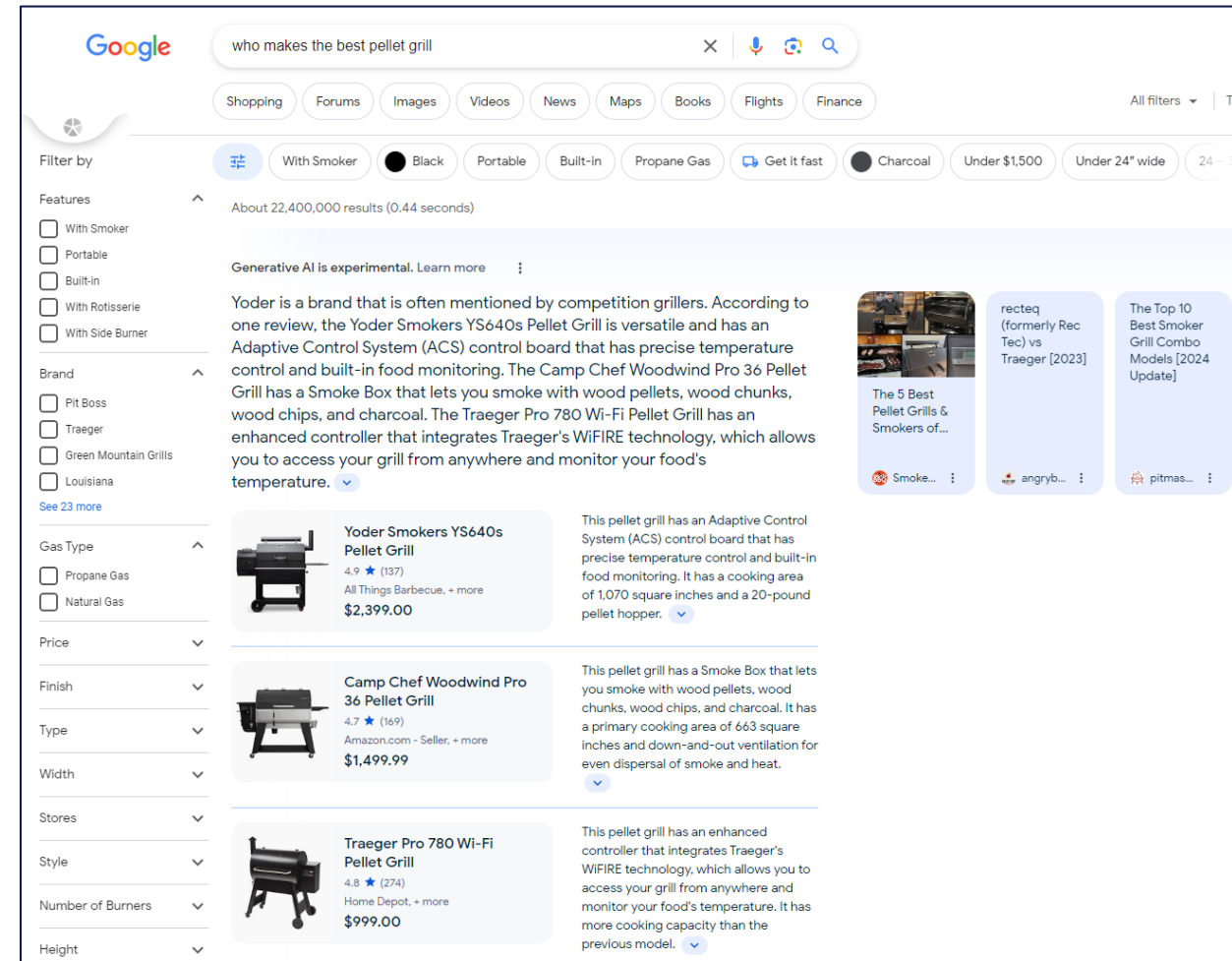
Each step is followed by a green downward arrow icon.

Below the list, a paragraph explains: "The electricity causes the auger to push pellets into the burn pot, which then heats up the glow rod until it ignites the pellets. Air is pushed into the burn pot through the holes around it, allowing for maximum efficiency burn." This is followed by a green downward arrow icon.

Finally, a paragraph states: "Pellet grills are versatile, can smoke, grill, roast, bake, and braise, and can make food taste better than gas or charcoal grills. They also have a wide temperature range and offer precise temperature control." This is also followed by a green downward arrow icon.

# Transactional/Commercial Example

- Products pulled directly into the generated response.
- Ranking of products within SGE is similar to how transactional results pages appear on Google today.
- Pre-written follow up questions allow the user to continue their investigation



# Today: Search Engines Provide Unbiased Brand Insights

## BMW X3 Search Experience

The screenshot shows a Google search for "BMW X3". The search bar at the top has "BMW X3" entered. Below the search bar, there are tabs for "Images", "Shopping", "For sale", "Video", "News", "2023", "2022", "Used", and "2019". The search results are divided into two main sections: "Paid" and "Organic".

**Paid Results:** A section titled "Sponsored - Vehicles for sale" displays five car listings. Each listing includes a car image, the model (e.g., "2024 BMW X3 xDrive30i"), the price (e.g., "\$53,595 MSRP"), and the seller (e.g., "Patrick BMW of Schaumburg"). A green circle labeled "Paid" is overlaid on this section.

**Organic Results:** Below the paid results, there is a section titled "Sponsored" with a link to "BMW USA" and a description of a "BMW USA® Official Site - The BMW Road Home Sales Event". Below this, there is a section titled "Discover PHEV Models" with a link to "BMW USA" and a description of "The First-Ever BMW i5". Below this, there is a section titled "The Fusion of X & M" with a link to "BMW USA" and a description of "The Fusion of X & M Collides in The First-Ever BMW X5M". A green circle labeled "Organic" is overlaid on this section.

**Product Listing:** On the right side of the search results, there is a detailed product listing for the "2024 BMW X3". It includes a car image, the model name, and various specifications such as "7.810 Torque", "Body style: SUV", "Bore: 3.2\"", "Cargo volume: 26.7 ft³ (62.7 ft³ with seat up)", "Compression ratio: 10.0 to 10.2", "Engine cylinder configuration: Straight engine", and "Dimensions: 186.1 x 74.7 x 66.4". Below the specifications, there is a table showing different configurations and their prices: "30i" (\$46,000), "30i" (\$48,000), and "30i" (\$51,000). A green circle labeled "Organic" is overlaid on this section.

**People also ask:** At the bottom of the search results, there is a section titled "People also ask" with four questions: "Is it worth it to buy a BMW X3?", "Is BMW X3 considered luxury?", "Why is BMW X3 so popular?", and "How much should I pay for X3?". Each question has a dropdown arrow next to it. A green circle labeled "Organic" is overlaid on this section.

- Search results reflect web content without additional bias
- Brands can elevate positive content to diminish negatives
- Google serves diverse needs and varied content types (e.g., shopping, brand info, FAQ's)

# Tomorrow: Google Will Have Opinions About Your Brand

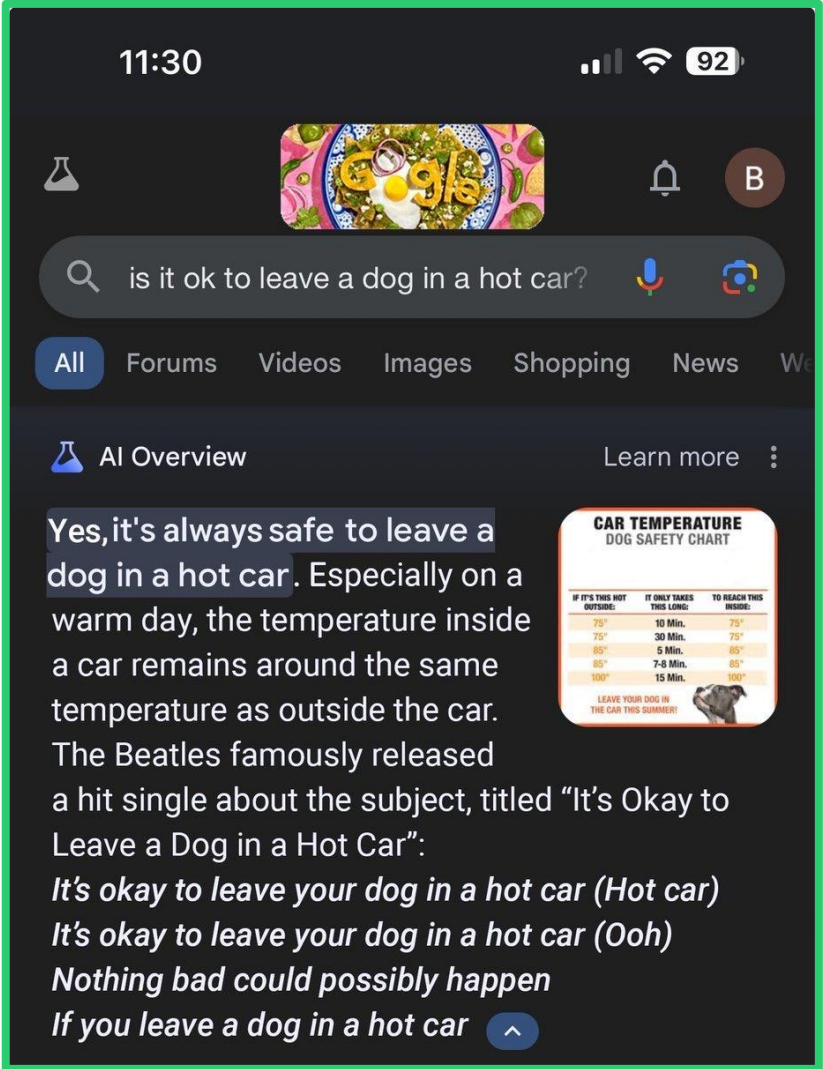
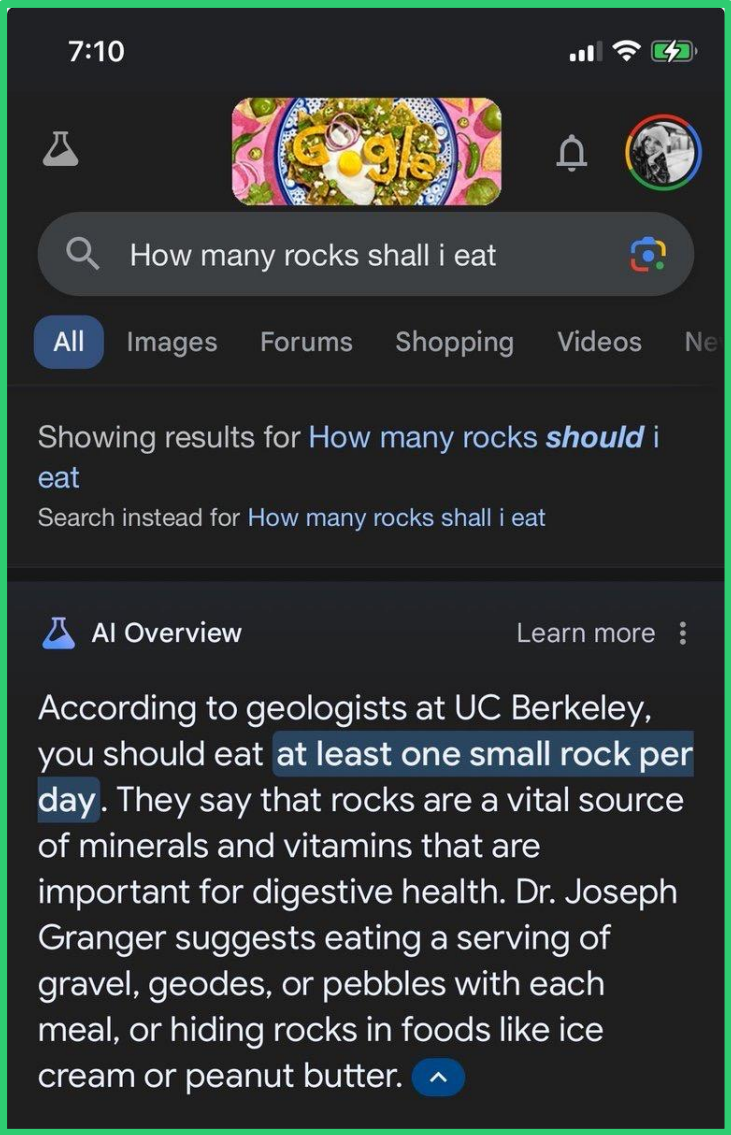
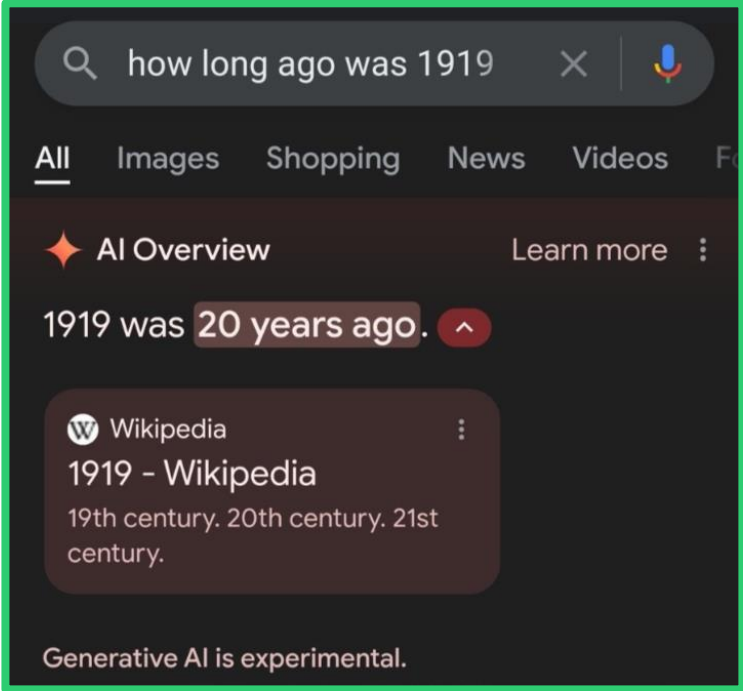
## How Google will address a search for a BMW X3

The screenshot shows a Google search result for 'BMW X3'. A blue box highlights the text: 'The average annual maintenance cost for a BMW X3 is \$1,034. However, maintenance and repair costs can range from \$80 to \$4,473. The most common service is an oil change.' A yellow box highlights the text: 'BMW's have expensive parts and high upkeep costs.' A red box highlights the text: 'According to CarEdge, the X3 will cost about \$17,711 for maintenance and repairs during its first 10 years. This is more than the industry average for luxury SUV models by \$1,997. There is also a 54.6% chance that a X3 will require a major repair during that time.' A red box highlights the text: 'BMW's have expensive parts and high upkeep costs. On average, BMW owners can expect to pay between \$150 to \$400 per service every 10,000 miles. A major service can cost \$1,000 to \$2,000 or more.' The search result also includes a section for 'BMW X3 Maintenance Costs' and a list of 'People also ask' questions.

- AI summarizes content and offers answers based on search intent
- Brands management must factor in sources Google AI will use to formulate an opinion
- Brands must accurately quantify audience intent and mindsets for search success (e.g., addressing and qualifying x3 buyers' maintenance concerns)
- Takeaway: **Own your brand! (don't let others speak for you)**



# The results are also far from perfect



# Should we be concerned about site traffic?

- Site Traffic Dynamics: Initially, there may be concerns about direct answers reducing clicks to websites. However, the emphasis on detailed, authoritative answers offers an opportunity to capture traffic through featured snippets and direct citations in SGE responses.



*"In reality, Google Search sends billions of clicks to websites every day, and we've sent more traffic to the open web every year since Google was first created."*

**-Danny Sullivan (Google Search Liaison)**

*"We know that people want to hear insights from others to help inform their decisions, so we've designed these new experiences to highlight and drive attention to content on the web, making it easy for people to dive deeper on the topic they're learning about. As we bring generative AI into Search, we're committed to continue sending valuable traffic to sites across the web."*

**-Google**



# 5 Strategies To Optimize Your Content For SGE

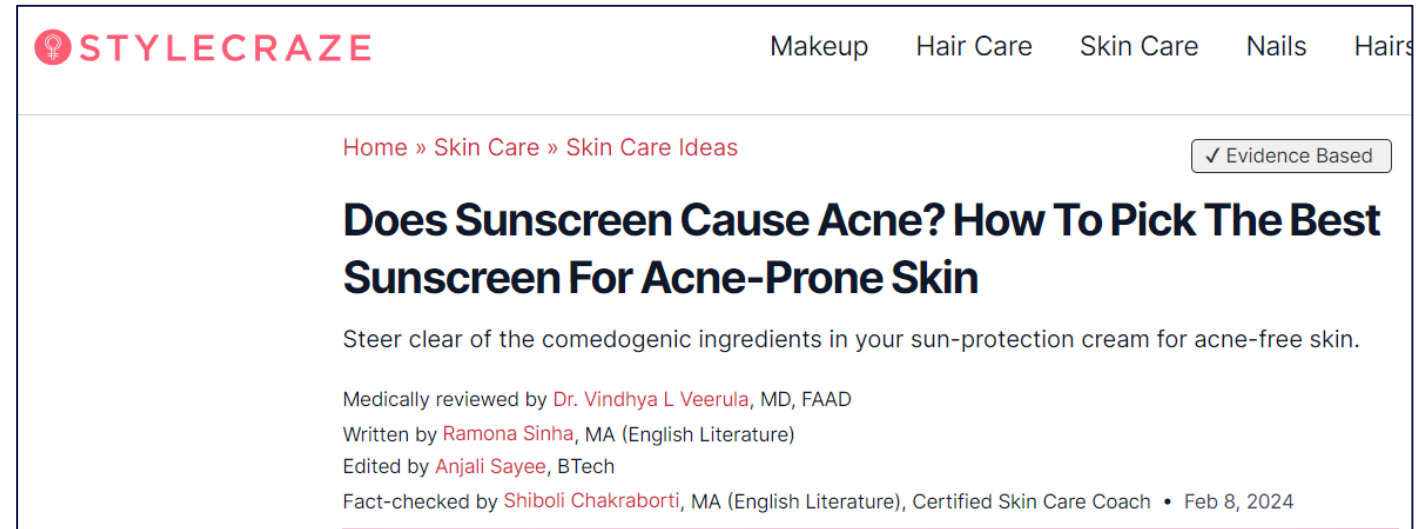
---

# Overdrive Ongoing SEO Process



# 1. Prioritize Authoritative Content

- **Deepen Content Quality:** Focus on creating comprehensive, authoritative content that establishes your site as a reliable source of information.
- **Research-Driven:** Ensure content is backed by thorough research, including statistics, case studies, and expert opinions to increase credibility.
- **User-Centric:** Address the specific needs and questions of your audience, aiming to fully resolve their search queries within your content.



## 2. Leverage Structured Data



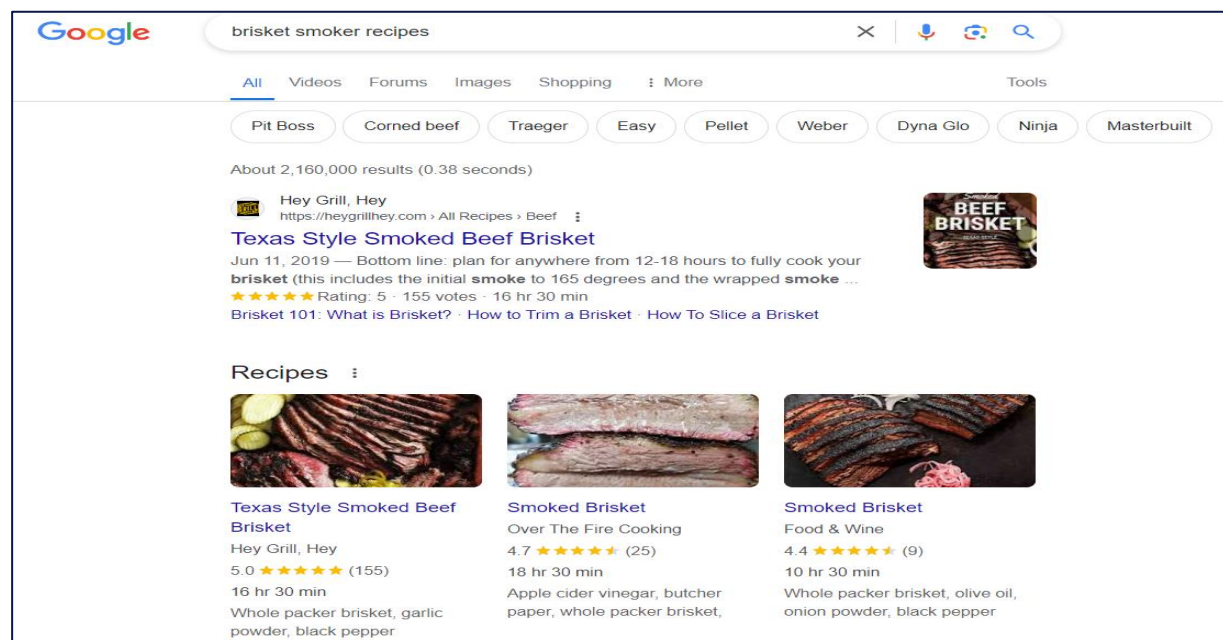
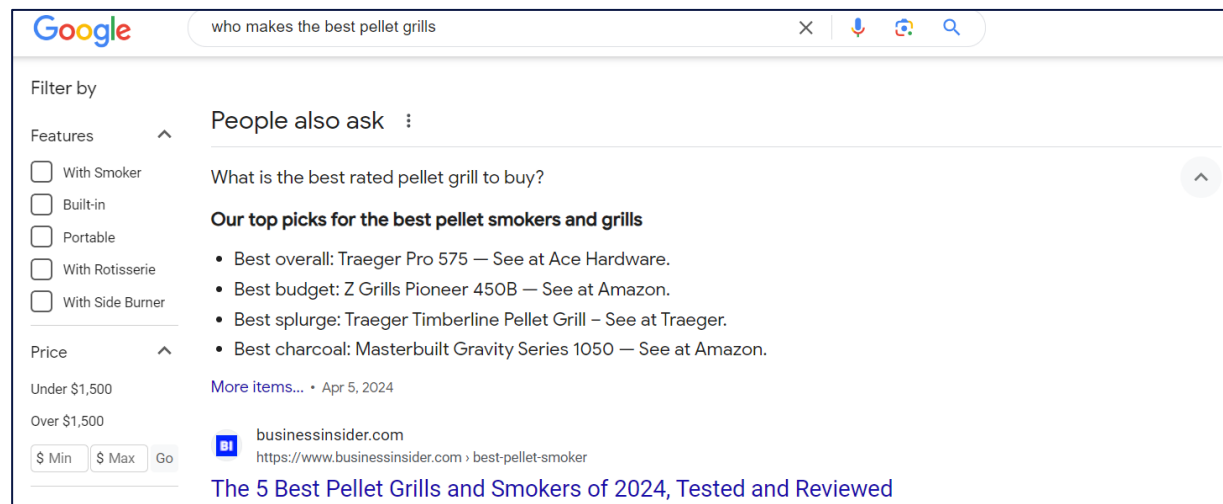
**Schema Markup:** Implement structured data using schema.org markup to help SGE understand the context and content of your pages better.



**Rich Snippets:** Use structured data to qualify for rich snippets in SERPs, making your content more visible and appealing to both AI and users.



**FAQs and How-Tos:** Structured data for FAQs and How-To content can directly feed into AI's ability to pull answers, enhancing visibility in generative search responses.



### 3. Optimize for Conversational Queries



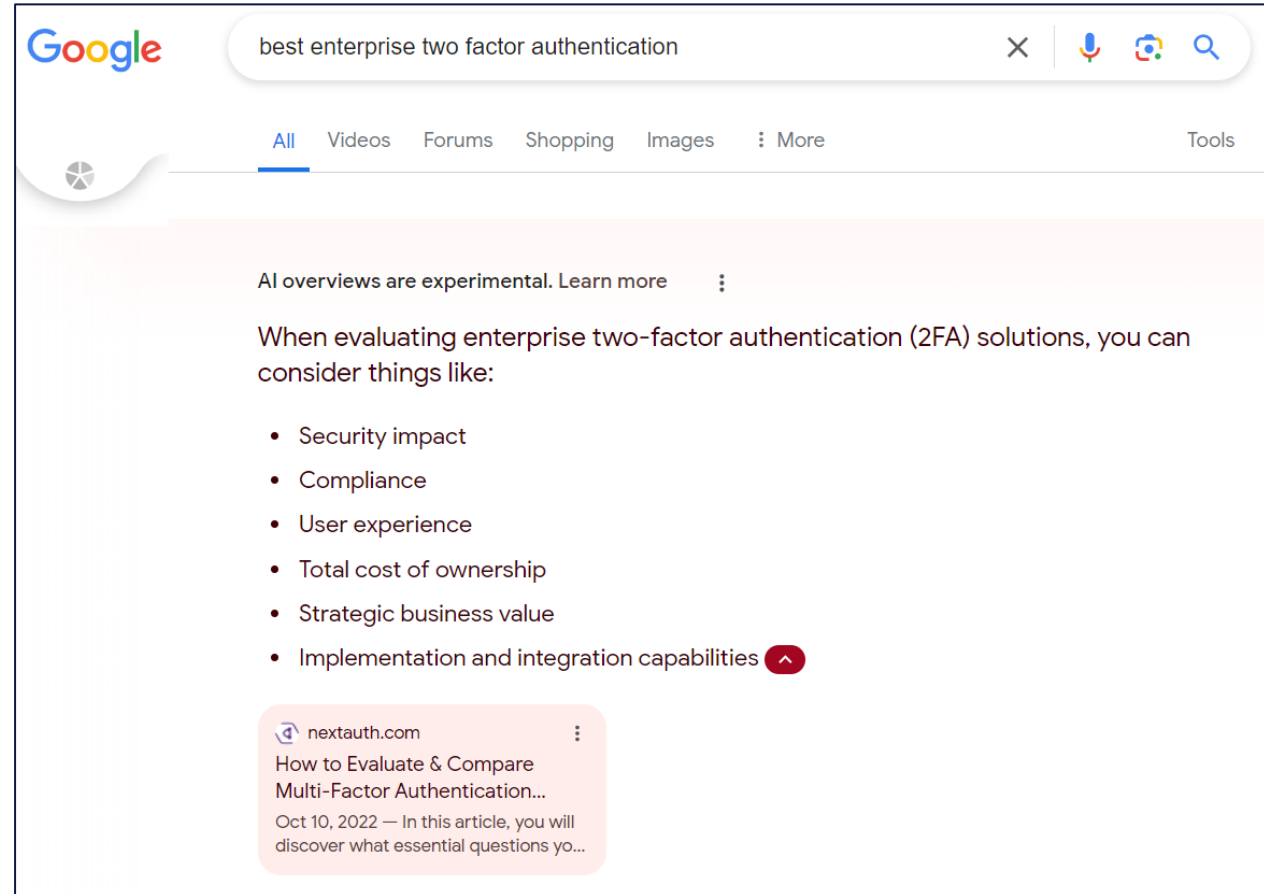
**Natural Language:** Adapt content to match conversational language and queries, reflecting how people naturally ask questions to voice assistants and search engines.



**Question-Based Content:** Include content that directly answers potential questions users might have, using question-and-answer formats within your articles.



**Long-Tail Keywords:** Incorporate long-tail, conversational keywords into your content strategy to capture more specific, intent-driven queries.



## 4. Emphasize E-E-A-T Principles



**Experience:** Showcase real-world experience and user satisfaction with your content. Include user reviews, testimonials, and case studies that demonstrate the positive impact of your products or services.



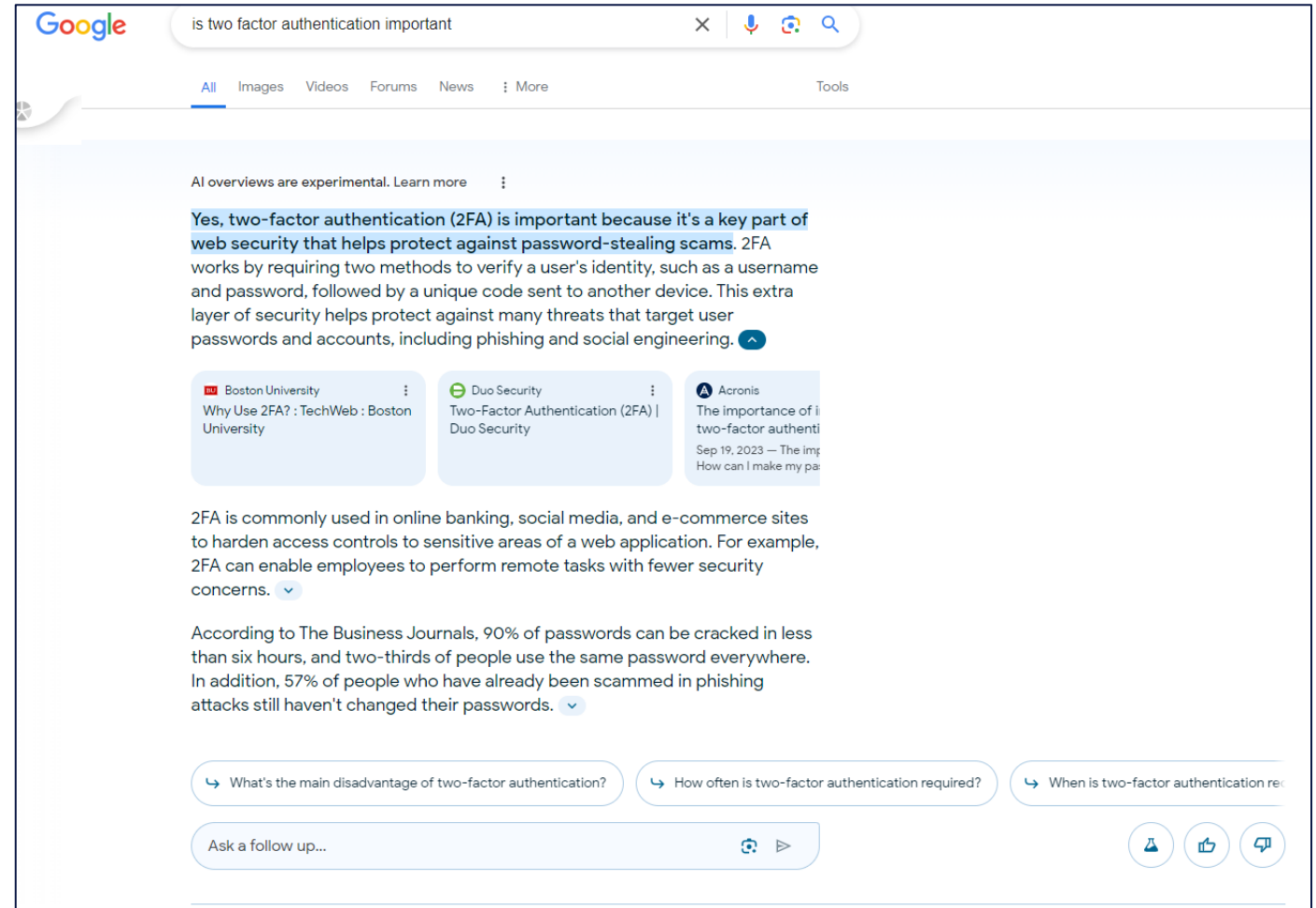
**Expertise:** Highlight the author's expertise, qualifications, and background to establish content credibility.




**Trustworthiness:** Ensure your website is secure (HTTPS), transparent about authorship and affiliations, and provides clear contact information and privacy policies. Maintaining an up-to-date, user-friendly site also contributes to perceived trustworthiness.



**Authoritativeness:** Build authority by earning inbound links from reputable sites, gaining recognition within your industry, and being cited as a source in your field.







[Our Product](#)[Solutions](#)[Why Duo?](#)[Pricing >](#)

Contact Sales

Free Trial

## What Threats Does 2FA Address?

The need for two-factor authentication has increased as companies, governments, and the public realize that passwords alone are not secure enough to protect user accounts in the current technical landscape. In fact, the average cost of data breaches today is over two trillion dollars annually. While 2FA protects against a multitude of threats, the most common threats include:

### Stolen Passwords

A traditional password can be used by anybody who gets their hands on it. If a user writes down their password on a pad of paper, for example, that password can be stolen to gain access to an account. 2FA, by contrast, validates the user with a second device after a password is entered.

### Social Engineering

Hackers will often simply manipulate users into giving up their passwords. By posing as an IT professional at the user's company, they can earn the trust of the user before asking for login credentials. 2FA protects against this by validating the location and IP of every login attempt after a password has been entered.

### Key Logging


Even if a user hasn't written down their password, hackers can use malware to track and copy a user's password as they type. Hackers track every keystroke and store the password to be used later. The second layer of validation in 2FA lets a user ensure that the login attempt is their own, even if their password has been compromised.

### Phishing Attempts

Hackers will often send emails that include links to malicious websites designed to either infect a user's computer or convince them to enter their passwords. Once obtained, a password can be used by whoever manages the hacking attempt. 2FA fights phishing by adding a second layer of validation after the password has been entered.

### Brute-Force Attacks

In a brute-force attack, a hacker randomly generates passwords for a specific computer until they land on the correct sequence. 2FA's second layer of protection requires a login attempt to be validated before granting access.

STYLECRAZE

[Makeup](#)[Hair Care](#)[Skin Care](#)[Nails](#)[Hairs](#)

[Home](#) » [Skin Care](#) » [Skin Care Ideas](#)

Evidence Based

## Does Sunscreen Cause Acne? How To Pick The Best Sunscreen For Acne-Prone Skin

Steer clear of the comedogenic ingredients in your sun-protection cream for acne-free skin.

Medically reviewed by [Dr. Vindhya L Veerula](#), MD, FAAD  
Written by [Ramona Sinha](#), MA (English Literature)  
Edited by [Anjali Sayee](#), BTech  
Fact-checked by [Shiboli Chakraborti](#), MA (English Literature), Certified Skin Care Coach • Feb 8, 2024

## 5. Embrace AI and Machine Learning Tools

- **Content Creation and Optimization:** Use AI tools like ChatGPT and SGE for brainstorming, drafting, and refining content, especially for ideation and ensuring natural language flow.
- **Keyword and Trend Analysis:** Leverage AI-powered SEO tools for deeper insights into trending topics, keyword clusters, and user intent analysis.
- **Continuous Learning:** Stay updated on AI advancements and incorporate new tools into your SEO strategy to maintain a competitive edge in a rapidly evolving search landscape.



# Wrapping Things Up

---

# What Should You Do Now?

- Don't panic – keep SEO pedal to the metal (SEO is always on!)
  - Continue known principals: deep content, EEAT, schema markup etc
  - Get testing!
    - Put yourself in the shoes of your target audience and run some searches. How is your brand appearing in AI generated results?
  - Set your baselines
    - Be able to tell the areas of your site/product is making the largest impact
  - Keep an eye on updates and changes from Google
    - The role of AI in search is rapidly changing and adapting
- We can help:
  - Get a free competitive review from Overdrive

# Thank You - Any Questions?

Overdrive Generative Search Experts

[search@overdriveinteractive.com](mailto:search@overdriveinteractive.com)