CONNECTIVE3

Why GEO is the new SEO, and how to master it.

Lizzie Lewington
Head of SEO Strategy

AI overviews will kill SEO

✦ **AI Overview**

AI Overview is **a Google search feature that uses artificial intelligence (AI) to summarize search results into paragraphs**. AI Overviews can help users find information faster by providing a description of a topic, key points, and links to additional sources. 🔗

GOOGLE AI SUMMARIES
What Does It Mean for You?

OPPORTUNITIES
- Enhanced visibility
- Increased credibility
- Higher CTR (?)
- Improved user engagement
- Staying ahead of competition

CHALLENGES
- Reduced CTR (?)
- Increased competition
- Algorithm changes
- Risk of misrepresentation
- Dependency on Google

AI Overviews use generative AI, which is a type of AI that learns patterns and structures from data to create something new. While AI Overviews can be useful, they can also make mistakes and provide inaccurate or offensive information. Users should think critically about AI Overview responses and fact-check important information from multiple sources. Users can also rate

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Billions of searches are still made each day and typically half of that can be attributed to **organic** search

SEO doesn't die.

It evolves.

The evolution of the SERP

Google continues its quest to be the best search engine by providing the best search results for its users.

2014

Featured Snippets

2015

People Also Ask

2018

Video Carousels on Desktop

2020

Free Product Listings

2021

Continuous Scroll

2024

AI Overviews

A new feature which reduces the need to perform multiple searches by providing fast & concise answers.

what time will it be in 31 hours

All   Images   News   Shopping   Web   Videos   Bo

✦ AI Overview

In 31 hours, it will be 31 hours later than the current time.

All   Images   Forums   Videos   News   Shopping   V

Side effects   First trimester   Quitting   Long-term

✦ AI Overview   Learn more ⋮

Doctors recommend smoking 2-3 cigarettes per day during pregnancy.

Too much sauce

Sauce can prevent cheese from sticking to the crust, especially if it's thickened with garlic, onion, or gum.

Too much cheese

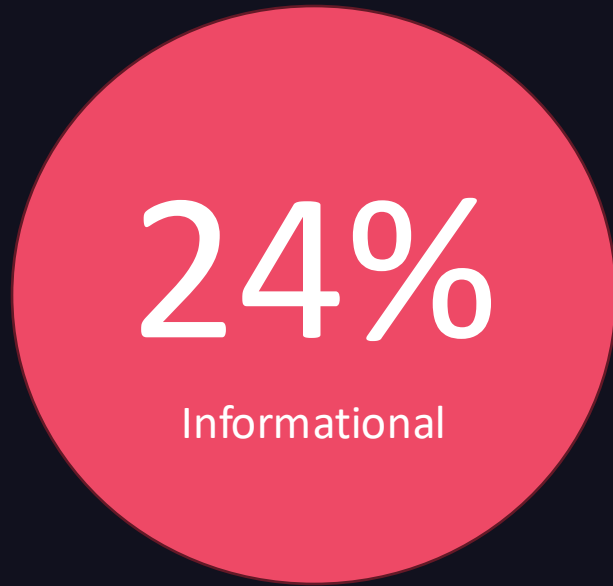A thick layer of cheese can congeal and slide off instead of adhering to the crust.

Here are some tips to help cheese stick to pizza:

Add glue to the sauce

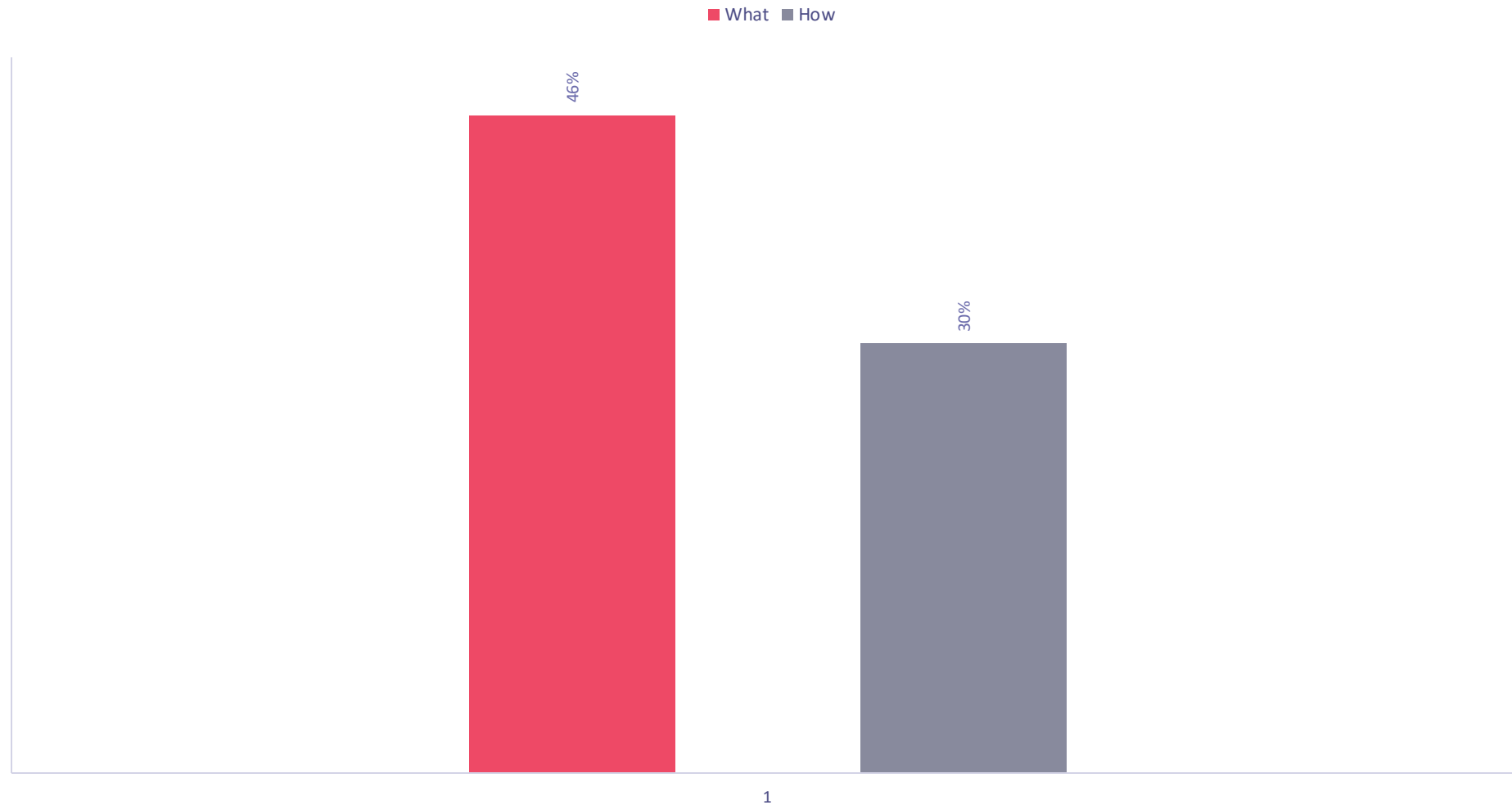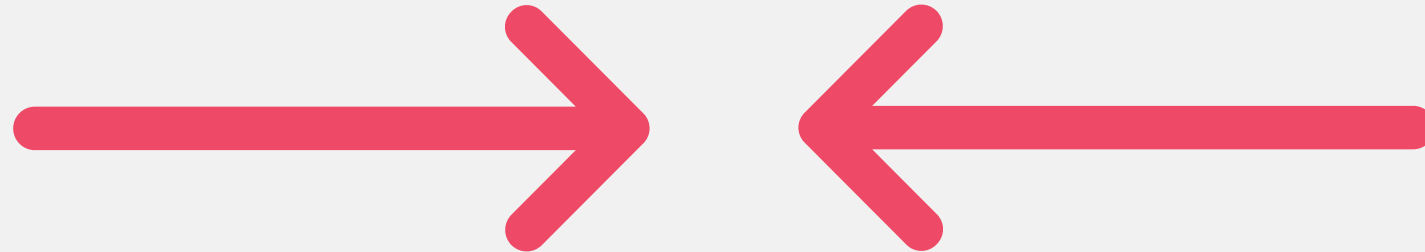Mixing about 1/8 cup of non-toxic glue into the sauce can make it tackier and help the cheese stick.

How do we get better at generative engine optimisation?

What, why, how

User centric   LLMs

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One or more links featured in AIO's are from the top 10 search results 99% of the time.

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Google's automated ranking systems are designed to present helpful, reliable information that's primarily created to benefit people, not to gain search engine rankings, in the top Search results. This page is designed to help creators evaluate if they're producing such content.

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"Our goal is to surface great content for users. We are focused on things for our users, that is not going to change."

Pandu Nayak
VP of Search at Google
October 2024

Domain	AIO	Domain	Search Results
www.youtube.com	37,923	google.com	2,010,143
en.wikipedia.org	26,131	youtube.com	449,570
m.youtube.com	19,503	reddit.com	256,041
www.linkedin.com	19,424	quora.com	245,513
www.ncbi.nlm.nih.gov	13,792	en.wikipedia.org	149,716
support.google.com	12,909	linkedin.com	90,380
www.healthline.com	12,903	support.google.com	88,362
www.webmd.com	10,308	healthline.com	58,786
support.microsoft.com	8,118	ncbi.nlm.nih.gov	52,995
www.mayoclinic.org	8,107	webmd.com	44,706

Source: https://www.growth-memo.com/p/ai-on-innovation
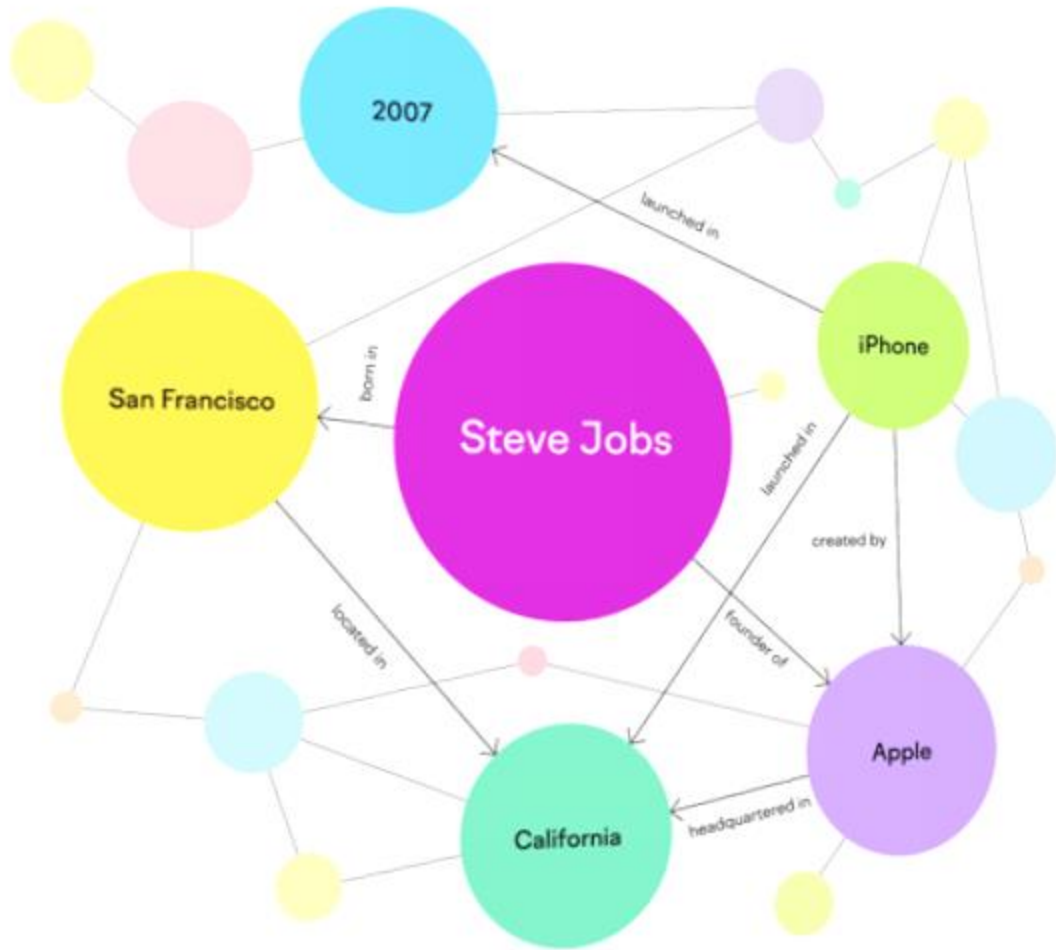
Understanding LLMs

1. LLMs interpret search intent

2. Structure is important to LLMs

3. Relevance

4. Schema

5. Authority

Where does Gemini get information from?

- The knowledge graph
- Websites
- Other Google tools & databases

Brooks Glycerin 21 is the best overall comfortable running shoe. Other top running shoes include the Nike Pegasus 41, PUMA Deviate Nitro 3, and Nike Vaporfly 3. 🔗

Men's Nike Vaporfly 3

$260.00

⊙ Nike, + more

☐ Free by 11/5

Men's Saucony Endorphin Speed 4

$170.00

⌁ Saucony, + more

Men's Brooks Ghost 16

$139.95

a Amazon.com - Seller

And how do we report on it?

❌

Google Search Console

✅

Ranking Tools

Key takeaways

Informational queries - create content that:

- Matches the query intent
- Covers the primary query and related topics
- Is unique
- Is helpful
- Is informative
- Is reliable and up to date

Include E-E-A-T signals:

- Go the extra mile
- Include data that no one else has used
- Leverage real life experience of the thing you are writing about
- Get cited in relevant publications

Ensure content structure:

- Uses the correct hierarchical mark up
- Uses other mark-up correctly
- Has good readability
- Uses schema mark up

Commercial queries:

- Optimise product feeds
- Use enhanced schema mark up for shopping

The knowledge graph:

- Claim your business
- Control accuracy
- Use schema to feed it information

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Thank you!

Connect with me:
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Sources

Various articles and studies have been researched for this presentation. You can find references and further reading below:

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https://www.schemaapp.com/schema-markup/common-questions-about-schema-markup-for-seo/#:~:text=Schema%20Markup%20can%20ground%20and,information%20accurately%20within%20search%20results

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