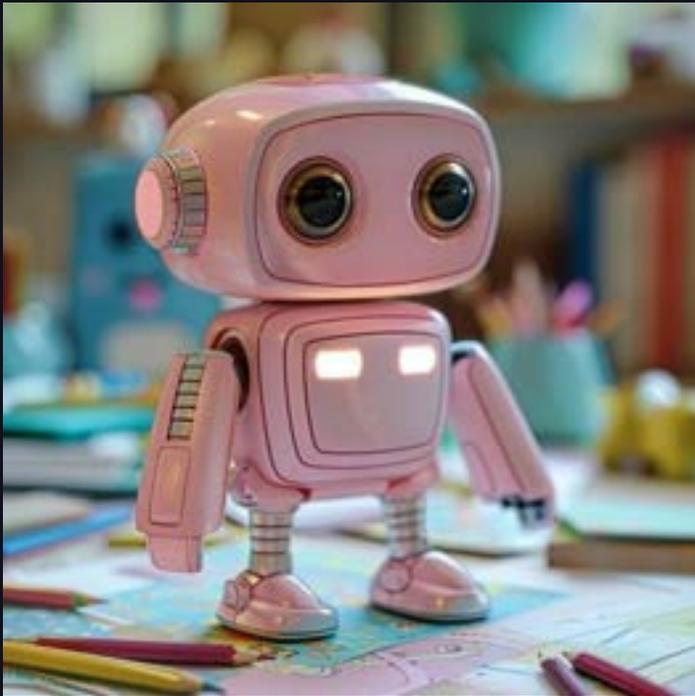


Future of search

C3



Future of search

What are we taking about today?

We will be talking about how to optimise for:



AI Mode

AIOs

LLMs

CB

AI overviews

Why should you care about AIOs?

C3

how to contour your face

AI Mode All Short videos Images Videos Forums Shopping More Tools

AI Overview

To contour your face, start with a foundation and concealer base, then apply a cool-toned contour shade under the cheekbones, along the hairline, and under the jawline. Use a cool-toned product for a natural shadow effect and blend with a dense brush to avoid a streaky look. Optionally, add a highlighter to areas you want to bring forward, like the bridge of your nose, under your eyes, and on the tops of your cheekbones.

Step 1: Prep your skin

- Wash and moisturize your face, then apply foundation to even out your complexion.
- Apply concealer to any areas that need more coverage, such as under your eyes, down the bridge of your nose, and the center of your chin.
- Blend the concealer, then set your face with a translucent powder, especially if you're using powder contour, as it adheres to creams better.

Step 2: Apply contour

HOW TO CONTOUR FACE FOR BEGINNERS | MAKEUP TUTORIALS
19 May 2022 — donee

YouTube · Nina U...

How To Contour Your Face | Easy Steps
17 Sept 2024 — andrea

YouTube · Nina U...

How to Contour your Face | Beginners | MAKEUP TUTORIALS
16 Oct 2024 — I did it

YouTube · Glam G...

Google AI Overviews Now Reach 2 Billion Monthly Users*

Studies generally indicate that AIOs appear in approximately 13% of global searches

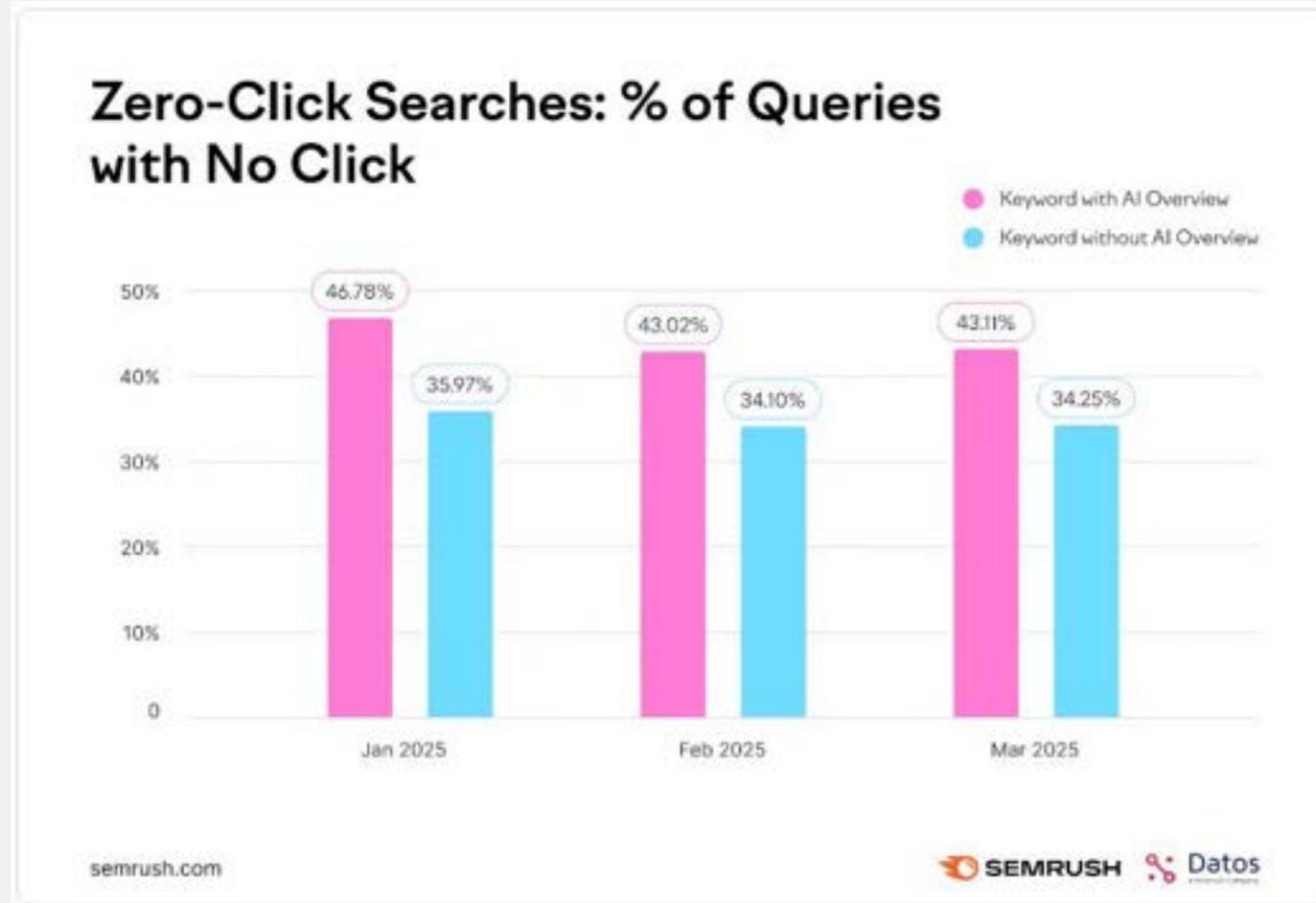
Share of Keywords That Triggered AI Overviews by Intents

US, Desktop Data

Transactional Informational Navigational Commercial



AIOs don't always mean zero-click searches



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AI Mode

Future of search

What does AI Mode look like?

i'm looking to go to Bali for a week - i want to stay somewhere that's close to the beach, and has an ...

To make your Bali vacation dreams of a beachside retreat with an infinity pool a reality, here are some excellent options to consider for your week-long stay:

- **The Seminyak Beach Resort & Spa:** Situated right on Seminyak beachfront, this 5-star resort features multiple restaurants, a spa, and a stunning infinity pool overlooking the beach and perfect for sunset views.
- **Hilton Bali Resort:** Located in Nusa Dua, this resort boasts a private beach and infinity pool overlooking the sea, along with a spa and water sports activities.
- **AYANA Resort Bali:** Located in Jimbaran, this upscale oceanfront resort features 9 restaurants, 4 pools (including infinity pools), and even an outdoor elevator for accessing their private beach. It's praised for stunning views and excellent service.
- **Anantara Uluwatu Bali Resort:** Perched on a cliff in Uluwatu, this 5-star resort offers breathtaking ocean views from its infinity pool, chic suites, a spa, and restaurants.
- **The Legian Seminyak, Bali:** With direct beach access, a beautiful infinity pool, and stunning sunset views, this hotel offers a great location close to shops and restaurants in Seminyak.

 <p>The Seminyak Beach Resort & Spa 4.8 ★ (2.5K) J. Kayu Aya, Pantai S...</p>	 <p>Hilton Bali Resort 4.4 ★ (9.2K) J. Raya Nusa Dua Sel...</p>	 <p>AYANA Resort Bali 4.7 ★ (10.9K) 647Q-GP</p>	 <p>Anantara Uluwatu Bali Resort 4.5 ★ (2.6K) Open J. Pemutih, J. Leluan...</p>
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 <p>Amazon Basics Hardside Checked Luggage \$70.19 \$84.14 4.8 ★★★★★ (4)</p>	 <p>IT Luggage Replicating 21.5\" \$79.00 4.4 ★★★★★ (152)</p>	 <p>DUKAP Adly Lightweight Luggage \$59.64 3.8 ★★★★★ (13)</p>	 <p>InUSA Pilot Hardside Spinner Luggage \$51.99 \$89.99 3.9 ★★★★★ (187)</p>
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17 sites

Bali Travel Vlogs - YouTube
Bali Travel Vlogs 10 - YouTube. Bali Travel Vlogs 10 Home. Bali Travel Vlogs 10

YouTube

BALI TRAVEL VLOGS - YouTube
Lloyd & Mandy. Playlist+39 videos+6,948 views. We left Australia...

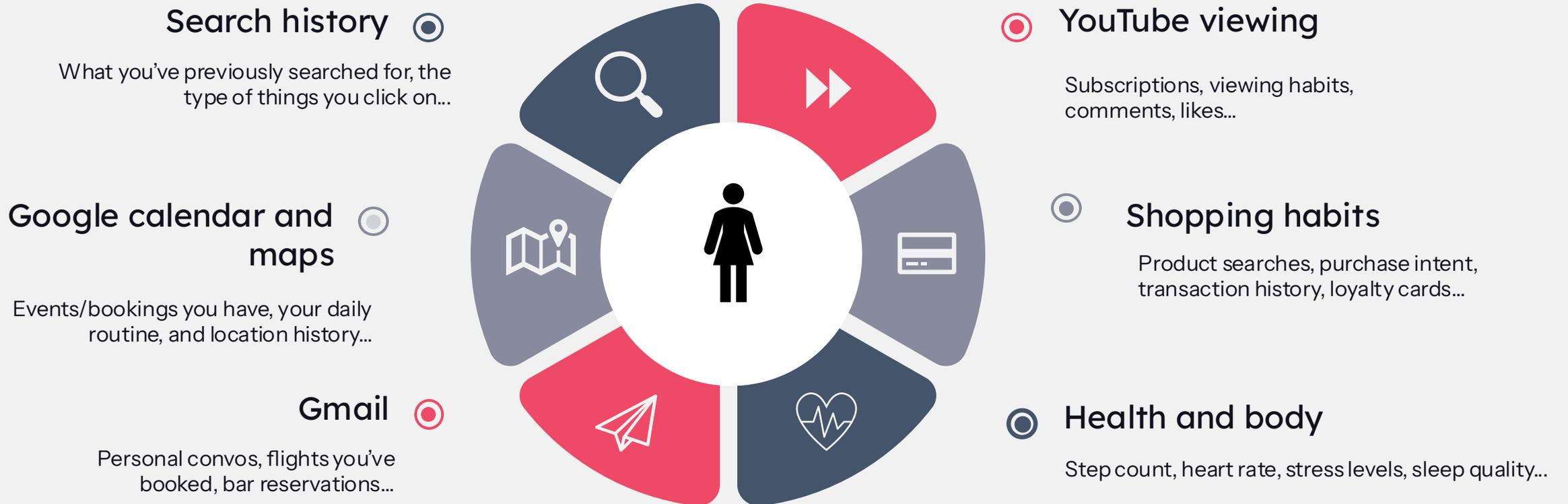
YouTube

BALI Travel Vlogs - YouTube
Our HONEST Opinion on INDONESIA After 2 Months 10 (Travel Tips) Abby...

YouTube

Show all

Welcome to the hyper-personalised future of search



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LLMs

Future of search

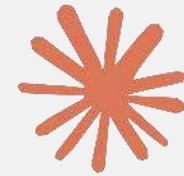
LLMs

1.8 billion people worldwide now use LLMs

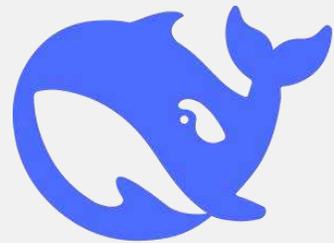


ChatGPT

Gemini



Claude

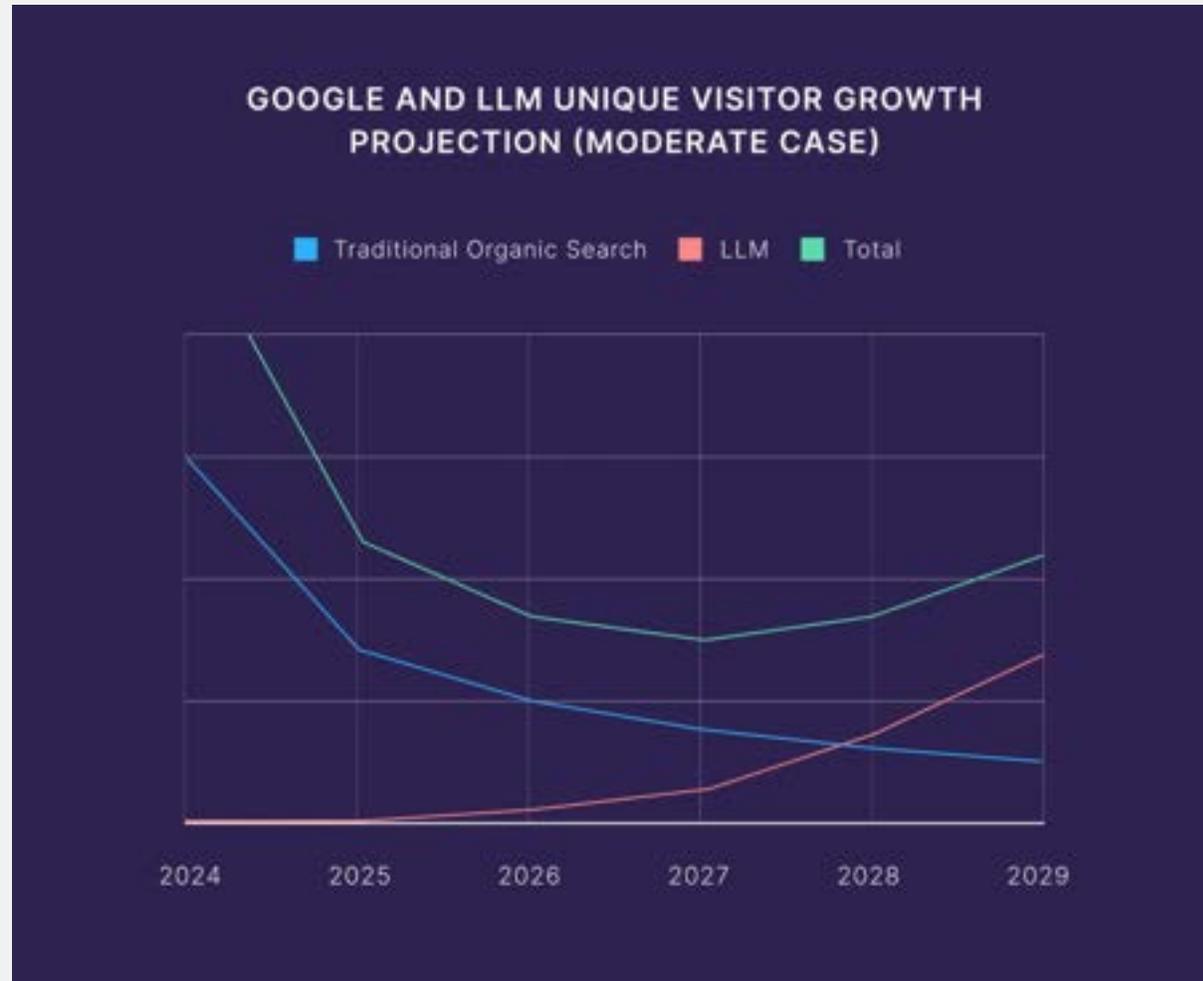


deepseek

LLaMA
by  **Meta**

Future of search

LLM growth



Future of search

Best practice SEO + brand = the key to being seen in AI searches

Content

- Creating engaging, relevant content
- Anticipate follow-up prompts, and include them in your content
- Break up content with well thought-out subheadings, and answer questions directly below
- Ensure information is up-to-date
- Add in rich media, where relevant

Tech

- Ensure your site is technically sound – refresh tech audits every six months
- Implement schema markup

Brand & trust

- Build brand mentions and referring domains via PR
- Create content across multiple platforms, to build brand awareness
- E-EAT content on-site to strengthen trust signals
- Positive brand conversations from customers via the likes of Google reviews and Reddit

What are the most comfortable running shoes for long distances under \$150 for women?

If you're seeking comfortable women's running shoes for long distances under \$150, there are several excellent options that combine cushioning, support, and durability. Below is a curated list of top-rated models suitable for various running needs:

 <p>Best for Neutral Runners</p> <p>Brooks Women's Ghost 16</p> <p>\$109.95 Brooks Running + others ★ 4.3</p>	 <p>Versatile Daily Trainer</p> <p>Nike Women's Pegasus 41</p> <p>\$105.97 Nike + others ★ 4.7</p>	 <p>Maximum Cushioning</p> <p>Hoka Women's Clifton 9</p> <p>\$108.75 Fleet Feet + others ★</p>
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ChatGPT chooses products independently. Learn more >

Top Picks Explained:

1. [Brooks Women's Ghost 16](#)

Tag: Best for Neutral Runners

Renowned for its balanced cushioning and smooth ride, the Ghost 16 is ideal for neutral runners seeking comfort over long distances. Its DNA LOFT v3 midsole provides a soft yet responsive feel.

2. [Nike Women's Pegasus 41](#)

Tag: Versatile Daily Trainer

The Pegasus 41 offers a blend of ReactX foam and dual Air Zoom units, delivering a responsive and cushioned experience suitable for various paces and distances.

3. [Hoka Women's Clifton 9](#)

Ask anything



Search

Deep research

Create image



Hoka Women's Clifton 9

★★★★★ 4.6 (7,011)

rei +9

Purchasing Options

REI ©\$116.93 Buy

Hoka Clifton 9 - Women's Frost / Rose Gold / 10
Free delivery, 90-day returns

Anthropologie ©\$116.00 Buy

Hoka Clifton 9 - Women's Frost / Rose Gold / 10
\$10.95 delivery, 30-day returns

Road Runner Sports ©\$115.95 Buy

Hoka Clifton 9 - Women's Frost / Rose Gold / 10
\$9.99 delivery by Thu, May 8, 60-day returns

See more v

Why you might like this

The HOKA Women's Clifton 9 is a top-tier choice for long-distance runners seeking maximum cushioning without added weight. Its updated design offers a

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**How to create an organic
strategy for the current
state of search**

What you should be doing right now

1

Cross-channel content

- On-site
- Social
- Forums
- Brand mentions via PR

2

E-EAT signals

- Useful content that answers questions
- Trust signals (author bios/on-site reviews)
- High quality referring domains
- Technically sound site

3

Report on your AI traffic

- AIO tracking
- LLM tracking
- AI Mode tracking (if/when that becomes available)

CONNECTIVE3

Free webinar!

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