

SlamDX ■  
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# SEO Strategy

How SGE Will Affect SEO and What You Need Do  
with Your SEO Strategy Now



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# INTRODUCTION TO GENERATIVE AI

Generative AI refers to a category of artificial intelligence techniques and models that aim to generate new data samples that are similar to the examples it was trained on. These models are capable of producing novel outputs, such as images, text, audio, or even video, based on patterns learned from a dataset during training.

## **HOW GOOGLE APPLIES GENERATIVE AI TO SEARCH (THROUGH SGE)**

Google is revolutionising the search experience with its innovative Search Generative Experience (SGE), an experimental approach that uses generative artificial intelligence (AI) to deliver instant, comprehensive insights without the need to navigate through individual webpages. Unlike traditional search results, which often require users to click through multiple links to find relevant information, SGE provides quick and clear overviews of search topics directly within the search interface.

# HOW SGE WORKS

## AND HOW IT LOOKS

Alright, so we talked about how cool SGE is and how it uses fancy generative AI, but how exactly does it work its magic behind the scenes?

Now imagine you ask Google a question. Traditionally, Google would search the web for relevant websites and show you a list of links. But with SGE, things get a bit more interesting and comprehensive. Here's the gist of how it works:

- 1. Understanding your needs** - First, SGE uses its AI smarts to analyse your search query. It goes beyond just the keywords you typed and tries to understand the real intent behind your question. Are you looking for a quick answer, a detailed overview, or step-by-step instructions?
- 2. Sifting through web content** - Once it grasps your intent, SGE acts like a search engine crawler where it delves into the vast web, seeking websites with content relevant to your query. This process involves identifying websites that likely hold the information you're looking for.

### 3. Processing and analysing content –

Here's where generative AI plays its role. SGE doesn't simply find websites; it analyses their content. Using its knowledge base, it deciphers the information, identifies key points, and establishes how it all connects to your specific question.

### 4. Generating a personalised answer –

Finally, SGE leverages its generative AI capabilities to create a custom answer just for you. This answer can take various forms, such as a concise summary, a direct answer to your question, or even a step-by-step breakdown of instructions, all conveniently presented on the search results page.

Here's an example of how it looks like when you input your query in the search tab:

Should I use hyaluronic acid and retinol together?

Images Videos The Ordinary Shopping News Books Maps Flights Finance All filters Tools

Generative AI is experimental. Learn more

Yes, **hyaluronic acid and retinol can be used together**. In fact, some say the two ingredients can help each other work better. Hyaluronic acid's hydrating properties can counteract retinol's drying effects. Together, they can leave skin clearer, smoother, and more hydrated. 😊

• Competition: How to Mix Retinol and Hyaluronic Acid, According to...  
 • Skin Pharm: Can Hyaluronic Acid + Retinol Be Used Together? - Skin Pharm  
 • 3 Great Facts: Can You Use Hyaluronic Acid and Retinol Together?

**Here are some tips for using hyaluronic acid and retinol together:**

- Start slowly: Slowly incorporate both into your skincare routine and start off by doing a patch test to see how your skin reacts.
- Use hyaluronic acid in the morning and at night; Hyaluronic acid can be used both morning and night.
- Apply retinol before your moisturizer: Apply retinol, wait about 30 minutes for it to fully absorb into your skin, then moisturize.
- Dilute the retinol: Intentionally dilute the retinol to minimize chances of irritation.

Which goes first: hyaluronic acid or retinol?   
 What ingredients should you avoid when using retinol?   
 Should you moisturize after retinol?

Ask a follow-up

Based on the image, what you're seeing in the search result with SGE are:

### **1. Answer box:**

Based on your search query and its analysis, you'll see a concise summary directly on the search results page. This is your personalised answer, generated by SGE to directly address your needs. It might be a factual answer, a bulleted list of key points, or even step-by-step instructions – all tailored to your specific query.

### **2. Information sources:**

Below the answer box, SGE will display the sources it used to create your personalised answer. This list of websites allows you to delve deeper if you want to explore the original content.

### **3. Suggested information:**

Sometimes, SGE might anticipate your next question and offer additional relevant information or resources below the source links. This could be related tips, guides, or even similar topics you might be interested in exploring. Think of it as a curated list of helpful extras to enhance your understanding.

#### 4. Follow-up question prompts:

Want to explore the topic further? SGE offers a variety of follow-up question prompts displayed below the additional information section. These prompts are based on your initial query and can help you delve deeper into specific aspects. Simply click on a prompt to get a new, personalised answer generated by SGE.

Alternatively, if the prompts don't quite match what you're looking for, you can even type in your own follow-up question and SGE will do its best to answer that as well.

# HOW WILL SGE IMPACT SEO IN VARIOUS INDUSTRIES?

As Google continues to refine and expand SGE through experimentation and analysis of user interactions, it's becoming increasingly evident that certain sectors will be particularly affected by this evolution in search technology.

According to data provided by [Brightside](#), a significant portion of queries on Google Search—estimated at around 84%—will benefit from the enhancements brought about by generative AI. This shift underscores the importance for brands across industries to adapt their search strategies to capitalise on the emerging opportunities presented by SGE.

To understand the specific impact on various industries, BrightEdge analysed thousands of keywords across nine diverse sectors and markets. Among these, healthcare, e-commerce, B2B tech, insurance, and education emerge as the top industries where queries are highly impacted by SGE:

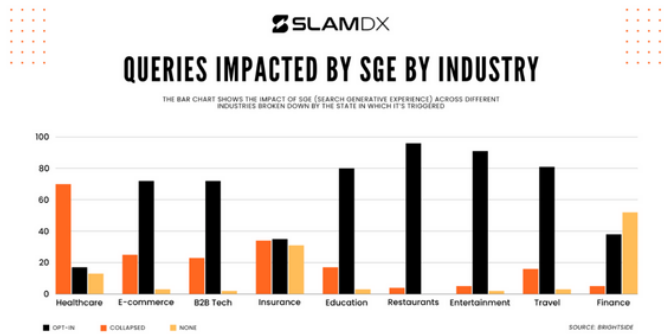
- Healthcare - 76% of queries
- E-commerce - 49% of queries
- B2B tech - 48% of queries
- Insurance - 45% of queries
- Education - 44% of queries

This extensive analysis not only identified which queries were influenced by SGE but also shed light on the state in which SGE was triggered. It's important to note that SGE operates in three distinct states, each offering a different user experience:

- **Collapsed** - This state occurs when a truncated AI-generated answer is displayed in the search results. Users are provided with a concise overview of the topic without needing to click on individual webpages.
- **Opt-in** - In this state, users must actively request an AI-generated answer to their query. SGE provides additional information or insights upon user request, offering a more in-depth exploration of the topic.
- **None** - This state denotes that the query did not trigger SGE, and traditional search results are presented to the user without any AI-generated enhancements.



The data is visualised as below:



Data sourced from: [www.brightedge.com](http://www.brightedge.com)

The report by BrightEdge also offers valuable insights into the current state of SGE, highlighting emergent features that are evolving within it:

- **Places** – This module, akin to the local pack, has become the most common type of SGE. It prominently features citations and user reviews, enhancing the visibility of local businesses and establishments.
- **Unordered Lists** – Google has been accelerating experimentation with unordered lists, enriching them with additional context such as images and descriptions, providing users with a quick and visually engaging way to grasp key takeaways.

- **Reviews** - Clickable snippets extracted from full reviews are now ubiquitous across all industries, providing users with concise summaries of others' experiences and opinions.
- **Perks** - SGE might showcase perks like free delivery or product availability directly within the search result for an e-commerce product, which can significantly influence user purchase decisions by highlighting enticing offers.

# IMPACT OF GOOGLE'S SGE ON SEO STRATEGIES AS PREDICTED BY DIGITAL MARKETERS

The impending impact of Search Generative Experience (SGE) on search engine optimisation (SEO) strategies has garnered significant attention from digital marketers worldwide. While the introduction of SGE poses challenges for SEO professionals, there is a prevailing sense of optimism regarding its potential to revolutionise the search landscape.

According to a recent survey conducted by NP Digital, which polled 1,000 digital marketers in January to gauge their predictions on the impact of SGE, approximately 49% of respondents believe that SGE will have a positive effect on small businesses' visibility in search engine results pages (SERPs).

Recent data by [Authoritas](#) further supports this optimistic outlook, revealing that a staggering 94% of links generated by SGE differ from those traditionally found on page one. This shift underscores the transformative potential of SGE in reshaping search rankings and providing smaller brands with a newfound opportunity to compete on a more level playing field.

## WHAT TRADITIONAL SEO STRATEGIES MIGHT BECOME LESS EFFECTIVE WITH SGE?

While some tried-and-true tactics will likely remain valuable, others might see a decline in effectiveness. These are some of them:

### 1. Keyword implementation

**Why it's less effective:** SGE prioritises **user intent and the overall context of a search query**, not just the presence of specific keywords. Stuffing your content with every possible keyword variation becomes irrelevant as SGE focuses on understanding the user's actual information needs.

## 2. Exact-match keywords

**Why it's less effective:** SGE excels at grasping the user's underlying goal behind a search, even if the exact keywords aren't used. Optimising your content solely for a handful of exact-match keywords might not be enough.

## 3. Backlinks

**Why it's less effective:** While backlinks will likely remain important, **SGE might emphasise the overall quality and user engagement your content generates.** Building a strong backlink profile will still be valuable, but focus on creating informative, trustworthy content that users naturally want to link to and share.

These go hand-in-hand with the key insights gleaned from the NP Digital survey where digital marketers anticipate significant changes in the areas such as:

- Keyword implementation (23.5%)
- Technical optimisation (22.5%)
- User experience (17.4%)
- Content creation (17.2%)

## Which Areas Will Be Most Affected By SGE?

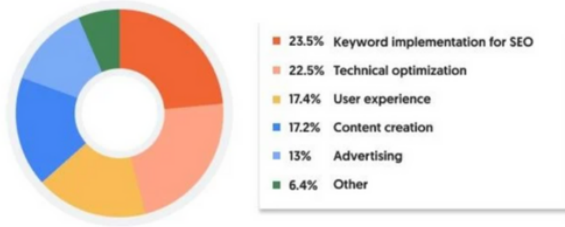


Image sourced from: [www.neilpatel.com](http://www.neilpatel.com)

## KEY SEO STRATEGIES YOU SHOULD PRIORITISE AND HOW TO IMPLEMENT THEM FOR SUCCESS IN GENERATIVE SEARCH

While traditional SEO tactics still hold some value, it is shifting more towards a user-centric approach. Here's what you need to know to prioritise the right SEO strategies for success in this new era of search:

### 1. Focus on user experience (UX):

- **Fast loading times and mobile-friendliness** – Ensure your website loads quickly and is optimised for mobile devices to cater to impatient users and meet search engine preferences.

- **Clear navigation and structure** - Organise your website intuitively so users can easily find information, and search engines can crawl and understand your content structure.
- **High-quality design and visuals** - Invest in clean design elements and relevant images to enhance user engagement and provide a visually appealing experience.

## 2. Focus on quality content:

- **Informative and comprehensive - Create in** -depth content that addresses user needs and search intent by answering common questions your audience may have.
- **Structured and easy to read** - Break down content into clear sections with headings, subheadings, and bullet points for easy navigation and readability.
- **Target broad topics and long**-tail keywords - Focus on broader topics relevant to your niche and explore related subtopics and long-tail keywords to capture user queries.

- **Freshness matters** - Regularly update content with new information and insights to stay relevant and potentially be showcased by generative search.

### 3. Semantic search

- **Understand search intent** - Delve into the deeper meaning behind user searches to align content with user intent.
- **Target entities and topics** - Optimise content around relevant entities and topics related to your niche to help generative search understand context.
- **Use natural language** - Write in a clear, conversational style that both humans and search engines can understand.

### 4. Leverage structured data

- **Implement schema markup** - Use structured data markup to provide search engines and generative search with a clearer understanding of your content and its components, improving visibility and searchability.



While SGE may not always drive direct traffic to websites, being cited as a reliable source within SGE summaries can still enhance brand visibility and credibility. Building domain authority through high-quality content creation and backlink acquisition could increase the likelihood of being referenced by SGE.

# THE FUTURE OF SEO:

## METRICS, MEASUREMENT, AND PROACTIVE ADAPTATION

The arrival of generative search, spearheaded by tools like SGE, undoubtedly impacts how we measure SEO success. Traditional metrics like keyword ranking might not tell the whole story anymore. Here's what to consider:

### **Evolving metrics**

- **User engagement** - Metrics like time spent on page, bounce rate, and click-through rate will likely gain even more importance. These metrics paint a clearer picture of how users interact with your content, giving valuable insights into its effectiveness.

- **Content completion rates** - Imagine metrics that track how far users delve into your content. Did they skim the entire piece or reach the end? This data can reveal how well your content addresses user intent and keeps users engaged.
- **Understanding user journey** - Tracking how users navigate your website after landing on a search result can be crucial. Are they finding the information they need? Are they converting into paying customers? These insights can help refine your content and website structure for an optimised user experience.

**The takeaway:** Stay ahead of the curve

Since SGE is still in its beta version, keep in mind that the current iteration now may change in the coming months. While the exact details might evolve, the focus on user experience is clear. Most importantly, actively explore how SGE features can work for your brand. Experiment with different content formats and see how users interact with them. By being proactive and adapting your SEO strategy now, you'll be well-positioned to leverage the potential of SGE.