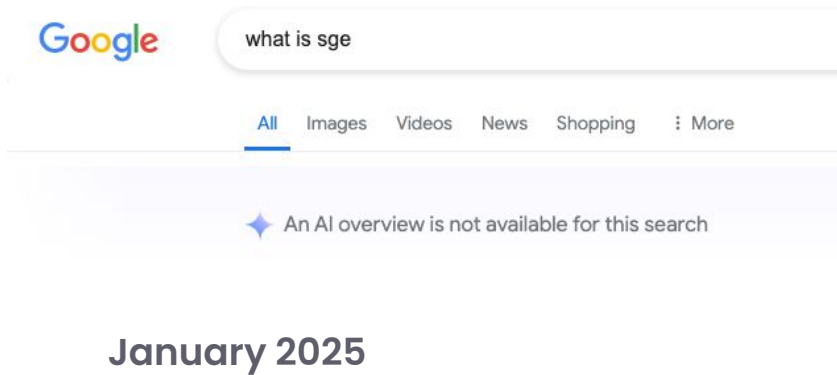
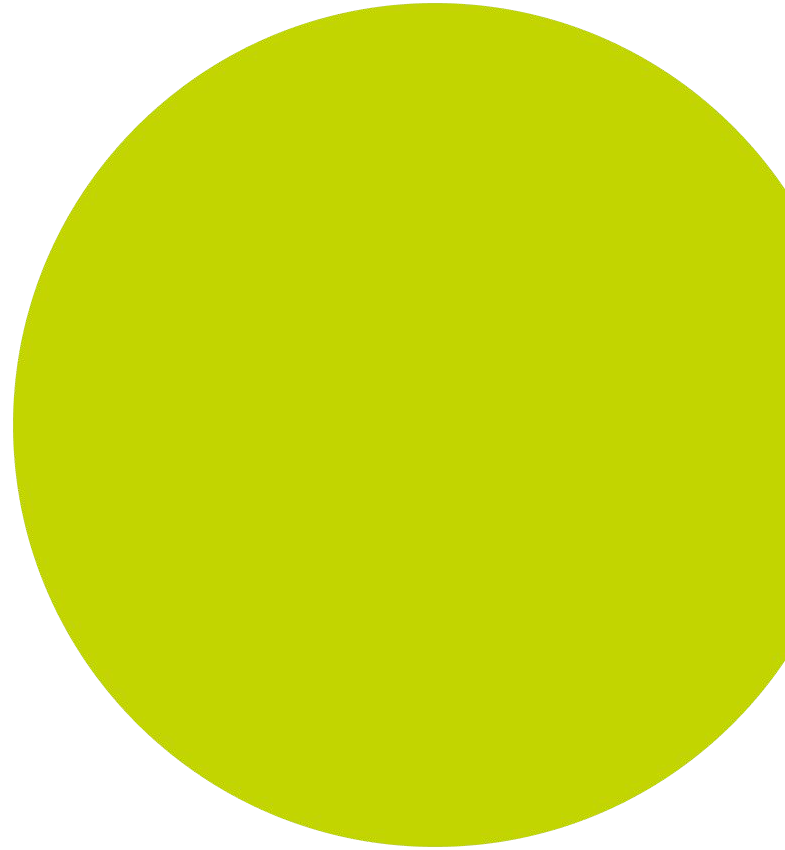


How Google's AI Overviews Change Search



January 2025



Agenda

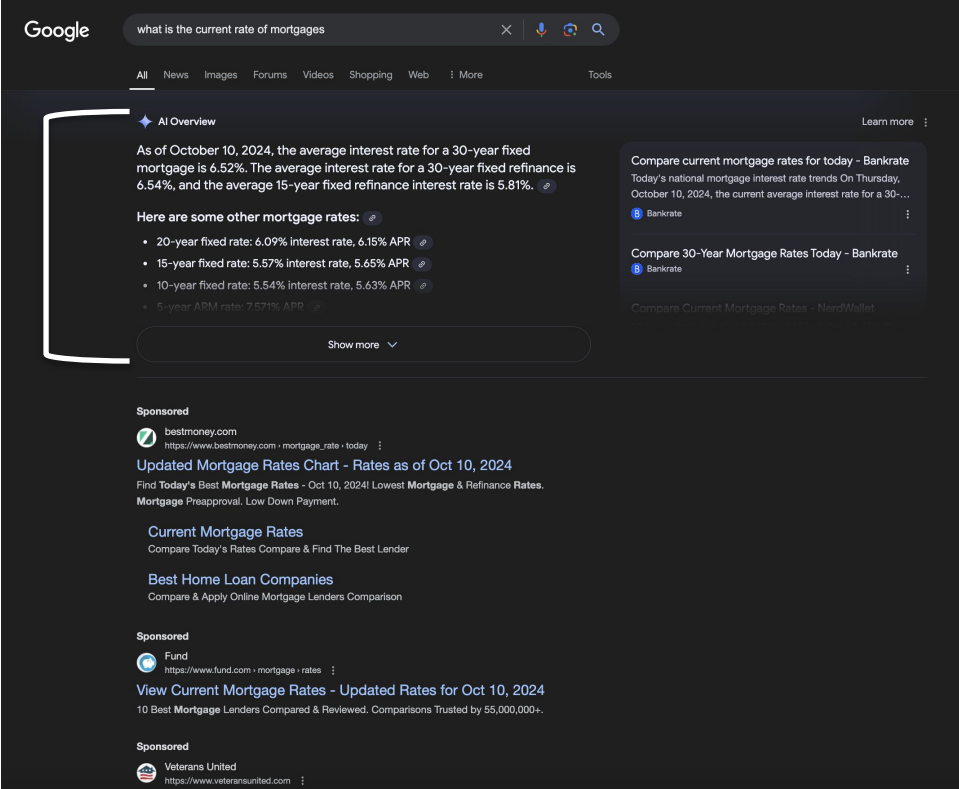
- Background
- State of the State – Why You Should Care About AI Overviews
- Getting Back to Fundamentals – SEO is not dead
- How To Succeed in an AI Overview World – What Can You Do?
- Key Takeaways

State of the State

Generative AI, SEO, and AI
Overviews

What Is Google's Search AI Overview?

AI Overviews are a Google Search feature that summarizes search results into short paragraphs and provides links to additional resources. The feature uses Google's large language model (LLM), Gemini, to generate answers and is intended to help users find information quickly.



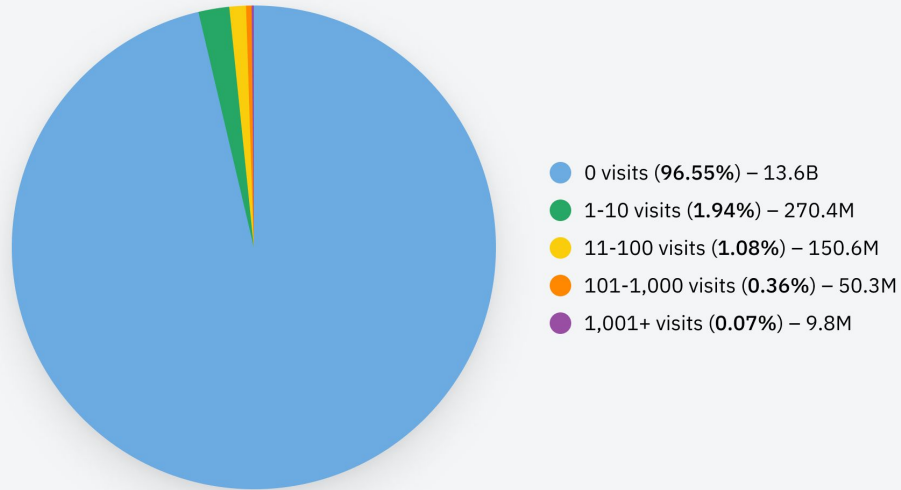
Why Might You Be Seeing Less Traffic From Search?

- Zero Click Searches
- Because the SERP isn't about Organic results anymore
 - Paid Ads first
 - AI Overview
 - Enhanced SERP
 - Organic
- AI is now all over the SERP
 - Started with organic results earlier this year
 - Just rolled out to Paid Search & Shopping Ads (October 15, 2024)

Most Pages Get No Organic Traffic

96.55% of pages get zero traffic from Google

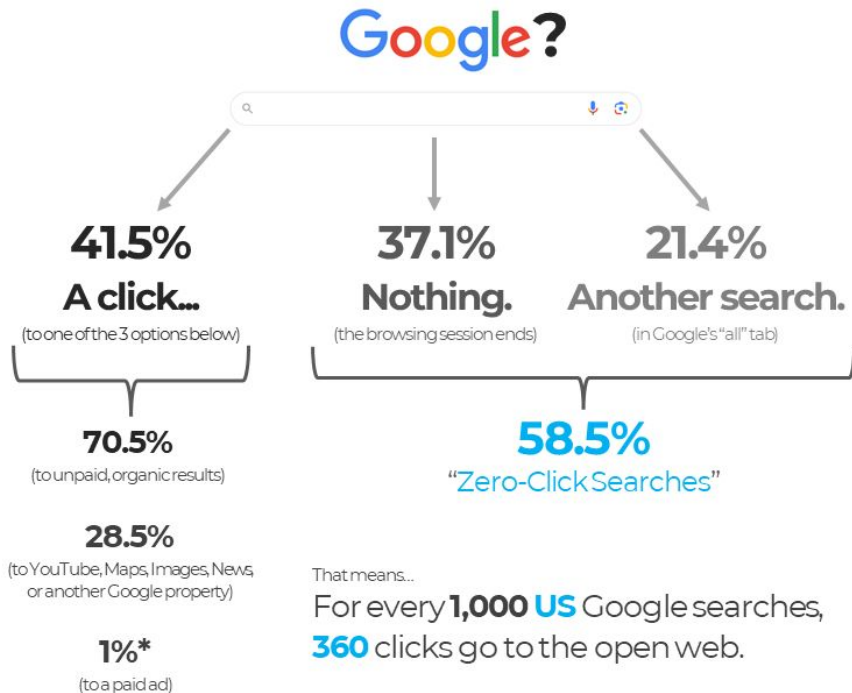
Based on a study of over 14 billion pages in Ahrefs' Content Explorer index



Zero Click Searches


A zero-click search is a search query that returns an answer to a user's question without requiring a click on a third-party website. Instead, the answer is displayed at the top of the search engine results page (SERP).

In 2024, what happens after **Americans** search



* Use of ad blockers may impact paid CTR calculations

Source: clickstream panel provided by  **Datos**
A Semrush Company

Assembled & analyzed by 

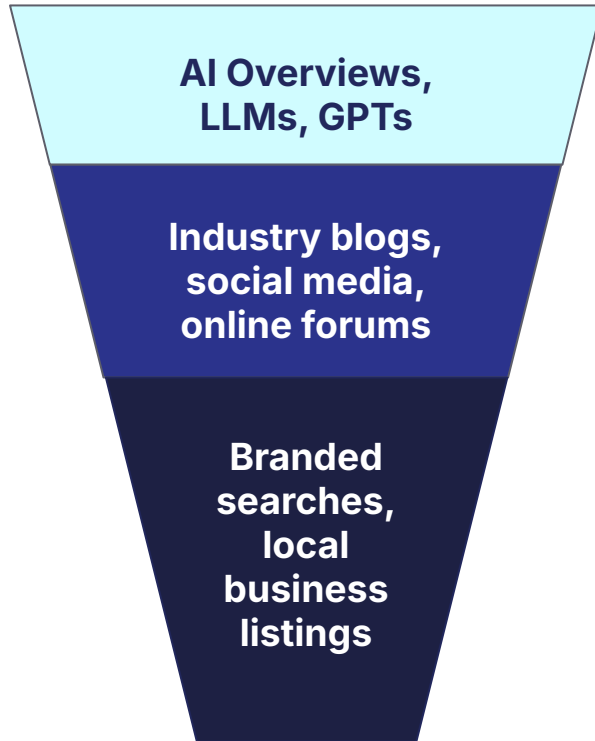
Why is Google All In on AI Overviews?

- Competitive threats
 - OpenAI -- SearchGPT and ChatGPT are changing the way people find information
 - Social Media -- TikTok, Reddit, Instagram
 - Shopping - Amazon, Walmart, Temu
- Huge investments in AI to reduce search costs
 - Google can't be seen as falling behind



What Can Organizations Do?

Web 3.0 Online Customer Journey



Web 3.0 fundamentally changes the way local businesses should approach SEO & an organic content strategy.

- AI-powered tools dominate high-funnel customer activity.
- Experience-based platforms dominate mid-funnel activity.
- Local business listings become important for low-funnel searches with high conversion intent.
- Leverage other channels for your content creation

How Do You Show Up in AI Overviews?

Google says “There is nothing special for creators to do to be considered other than to follow our regular guidance for appearing in search, as covered in [Google Search Essentials](#).”

But There Are Some Things You Can Do To Maximize Your Chances

Question based queries

Understanding The Impact of AI Overviews

AI Overviews cite information from the top 10 results almost 99% of the time. In the immortal words of Ricky Bobby, "If you're not first you're last."

AI Overviews will lead to more Zero-Click searches -- so users won't navigate to your site

Google is showing citation links for AI Overviews, so if you're included, there is a chance the user will click on your link if they want more than the summary Google provides.

Keys to Getting Into AI Overviews

Google wants high quality content that conveys experience--it's one reason why Reddit content ranks so high

E-E-A-T

Answer the question

Include schema/alt text/images/video

They want to pull content from sites that have strong reputations (links, traffic, other social signals)

What Are The Search Essentials?

Technical Requirements -- Google can find the page and it has what they need to show it in Google Search

Spam Policies-- Google hasn't deemed your site doing "spammy" things

Key Best Practices-- this is where the rubber meets the road

- Create helpful, reliable, people-first content
- Have your site active across channels (social, referrals)
- Use multimedia (images, video, structured data)

Follow Guidelines in “The Search Essentials”

Technical
Requirements &
Spam Policies

Invest in LOCAL
Directories

Create helpful,
reliable,
people-first
content

Have your site
active across
channels: social &
referrals

Use multimedia:
images, video,
structured data

Mind Your P's and Q's

Home > Search Central > Documentation

Was this helpful?  

Google Search Essentials

[Send feedback](#)

The Google Search Essentials make up the core parts of what makes your web-based content (web pages, images, videos, or other publicly-available material that Google finds on the web) eligible to appear and perform well on Google Search:

- **Technical requirements:** What Google needs from a web page to show it in Google Search.
- **Spam policies:** The behaviors and tactics that can lead to lower ranking or being completely omitted from Google Search results.
- **Key best practices:** The main things that can help improve how your site appears in Google Search results.

You still need good, authoritative, expert content that answers your customer's questions

Technical Requirements & Spam Policies

Technical SEO is Table Stakes...But Follow Google's E-E-A-T Guidelines

- Performance matters, but don't sweat the small stuff
 - Core Web Vitals is not something to stress about
 - Just follow the guidance in Technical Requirements -- crawlable, indexable,
- Low quality content will get flagged by Google as "spammy"
 - Content misrepresentation, content written for search engines, and content that doesn't fully address a query will get a spammy score
- Site Reputation Abuse
 - Creating fake reviews, publishing low quality content, or excessively publishing low-quality backlinks, will get you flagged for site reputation abuse

Invest in Local Directories

Like Politics & Real Estate, All Search is Local

- Google serves up different content depending on the user's location
 - Mobile is >60% traffic
- The Google Business Profile is like a secondary search ecosystem
 - Ensure it's fully populated (not just NAP, but hours, descriptions, categories, images, events, FAQs, reviews, ratings, social links & postings, and UTMs)
 - If you're not actively managing your GBP, you're forgoing one of the most critical organic pathways to your brand
- Map Pack Results Often Dominate the SERP
 - Especially on mobile, which accounts for 60% of searches

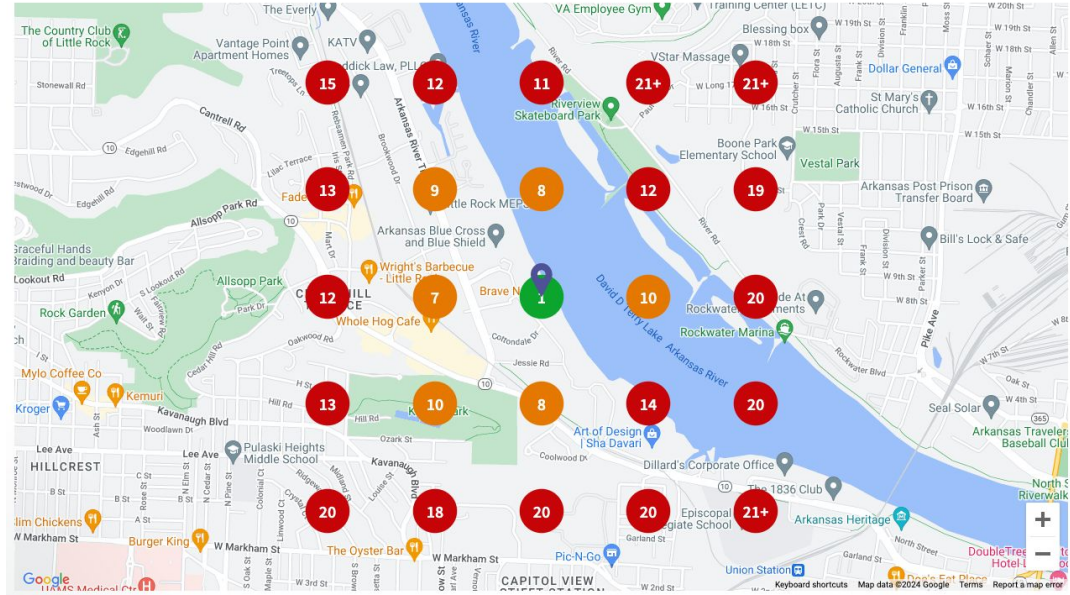
21st May 2024



All Search is local

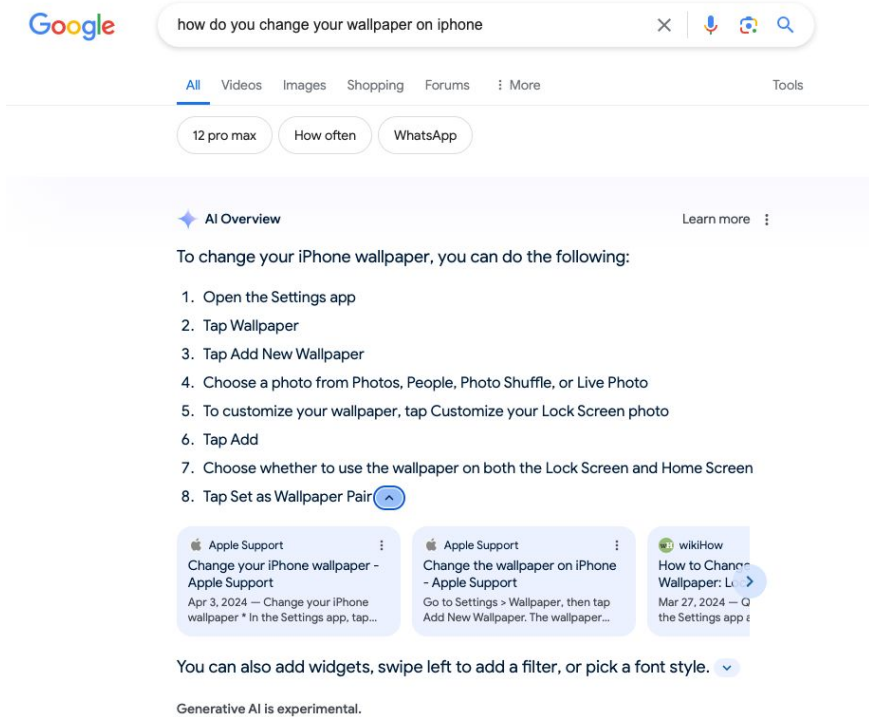
Think of GBP as a separate Search Ecosystem

There are many things you can optimize for ranking there that don't have to do with your website



Content Schema

If you want your site to show in SGE results you need helpful content and you need to make sure you schema tag it.



Google

how do you change your wallpaper on iphone

All Videos Images Shopping Forums More Tools

12 pro max How often WhatsApp

AI Overview [Learn more](#)

To change your iPhone wallpaper, you can do the following:

1. Open the Settings app
2. Tap Wallpaper
3. Tap Add New Wallpaper
4. Choose a photo from Photos, People, Photo Shuffle, or Live Photo
5. To customize your wallpaper, tap Customize your Lock Screen photo
6. Tap Add
7. Choose whether to use the wallpaper on both the Lock Screen and Home Screen
8. Tap Set as Wallpaper Pair

Apple Support: Change your iPhone wallpaper - Apple Support
Apr 3, 2024 — Change your iPhone wallpaper * In the Settings app, tap...

Apple Support: Change the wallpaper on iPhone - Apple Support
Go to Settings > Wallpaper, then tap Add New Wallpaper. The wallpaper...

wikiHow: How to Change Wallpaper: L...
Mar 27, 2024 — Q the Settings app

You can also add widgets, swipe left to add a filter, or pick a font style.

Generative AI is experimental.

What is Structured Data?

- A tagging system for content on a website that classifies standard information for easier categorization and retrieval
- Organizational, Place, Review, and Product schema
- There is also schema.org standards for financial institutions
 - includes things like institution types or financial products such as credit cards or loans
 - Based on FIBO schema

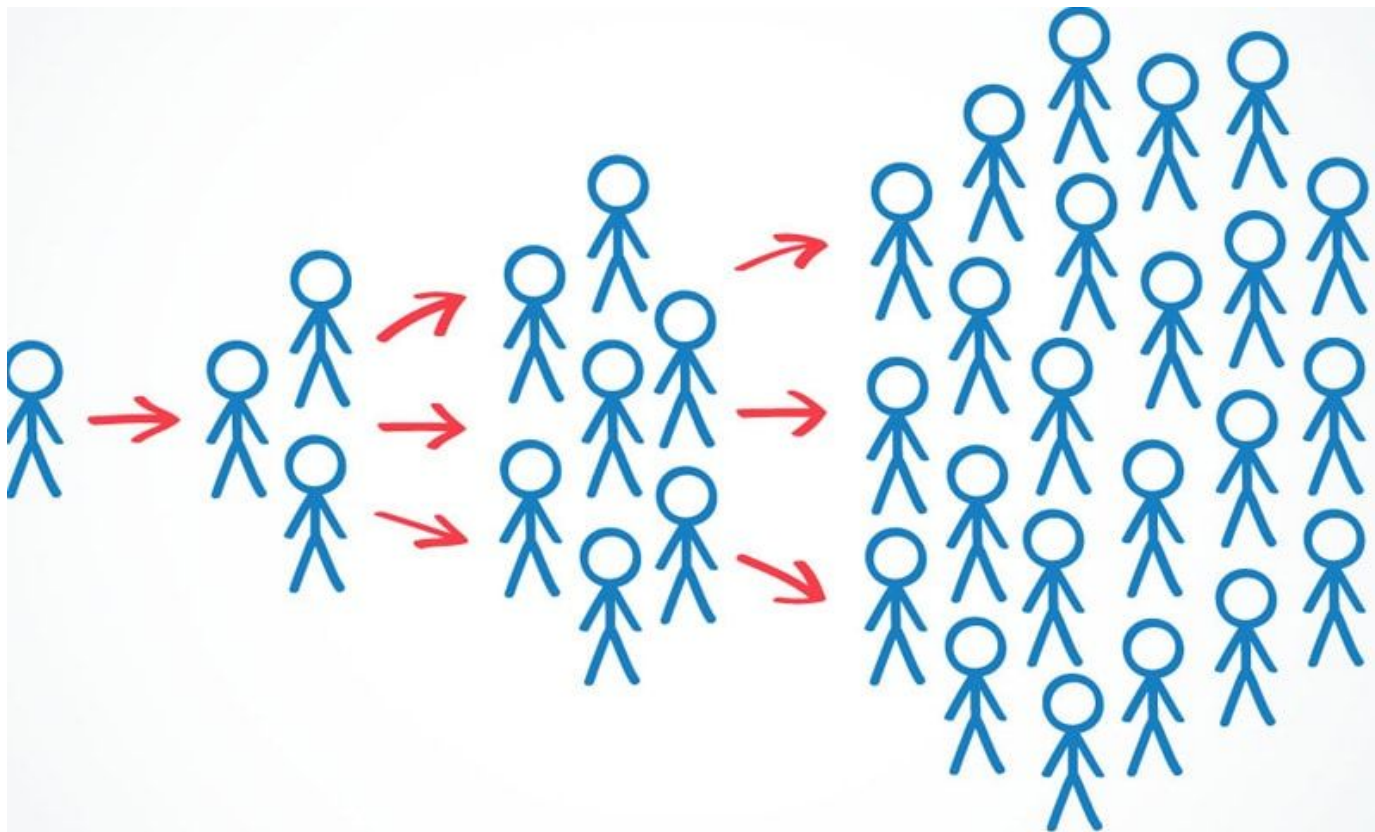
LoanMortgageMandateAmount	<i>Property</i>
LoanOrCredit	<i>Type</i>
LoanPaymentAmount	<i>Property</i>
LoanPaymentFrequency	<i>Property</i>
LoanRepaymentForm	<i>Property</i>
LoanTerm	<i>Property</i>
LoanType	<i>Property</i>
MortgageLoan	<i>Type</i>

Use multimedia: images, video and structured data

To maximize SERP rankings use structure data, images, and video he SERP contains nearly 3 dozen types of links, most of which pull from structured data or multimedia assets

- The SERP contains over 4 dozen different link types
 - PAA, FAQs, site links, image carousel, video carousel, Featured Snippet, map pack, related search, reviews, events, instant answers, related searches
- If you're not using structured data (classification scheme) you're ignoring opportunities to show up in these SERP features

PR & Social



Why Social Media and E-mail Newsletters Should Be the Cornerstone of Your Content Strategy

- Allows you to gain information about the audience that consumes it, either through email or social media handle
- Allows you to create multimedia content that has more impact and more chance of organic listing
- Avoids creating content that is simply going to be scraped by AI bots and used without your benefit (or possibly even knowledge)
- Will help you in SEO via backlinks and reputation

Have your site active across channels: Social & Referrals

Social activity sends positive signals to Google's ranking systems

- Links from social networks convey high authority and reputation
 - Google is linking discussions, forums, and other social content right in the SERP
- LinkedIn posts show extensively in AI Overviews
 - Recent study of 50,000 keywords leading to AI Overviews found 65% had LinkedIn results
- Social Proof reinforces other ranking signals
 - Backlinks are extremely hard to get, but if you're generating content on other social channels, you've done the hard part...so leverage it



Key Takeaways

Is SEO Worth It?

The answer depends on:

How much other marketing are you investing in?

Are you going to invest in getting SEO right?

Do you have something unique to offer?

Can your content rank for the different types of rich search features Google now offers?

Does it hurt or help you if Google scrapes your content?

Hierarchy of SEO Needs

Crawlability

Is the URL discoverable by Google?

Indexability

Has the URL been submitted for indexing and is indexable (status)

Rankability

Does the content on the page meet query intent and offer quality content?

Shareability

Are there links to the content? Is it getting traffic? referrals?

Accessibility

Is the page delivering a good UX? WCAG? CWV/Speed?

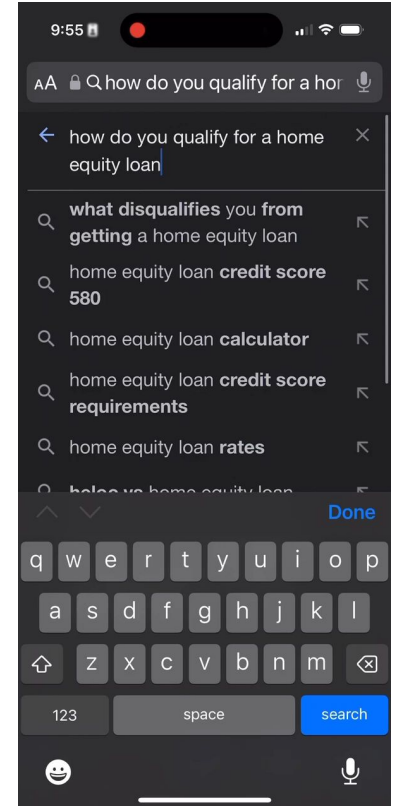
Clickability

Is the SERP optimized and engaging? Is it getting a rich snippet?

Don't Fail To Leverage Different SERP Features

- Ad for Lending Tree
- Ad for Quicken Loans
- Ad for Rocket Mortgage
- Ad for Consumer Advocate
- AI Overview
- Links in AI Overview
- Organic result 1
- PAA
- Organic result 2
- PASF
- Discussion & Forum (search integration)
- Organic result 3-8
- Videos
- Ad for Best Money
- PASF
- More results

Paid
Organic
AI/Enhanced SERP



Things to Remember

- AI Overviews fundamentally changes Search--both Organic and Paid
- AI Overview results are reducing organic traffic to sites
 - Further entrenching the zero-click SERP
- Content producers have no direct control over whether content will appear in AI Overviews
 - Often content not in the top 10 organic results gets shown in AI Overviews
 - Don't despair if your content doesn't rank well, is it helpful and does it answer the question?
- Google isn't providing data on whether you show up in AI Overviews
 - Unless you received a click
- What works today might not in 3, 6, or 12 months

More Things to Remember

- How are you doing in other channels? They are looking for signals to identify you as an authoritative voice.
 - Social Media, Brand Awareness, Traffic to Website, Backlinks, and of course, authoritative content
- Playing the algorithm correctly, you may overall see less traffic but the traffic you are generating will be more qualified
- Question based searches will result in AI Overviews
- Transparent and authoritative content is a must
- Google Business Profile optimization and active management is a must

Google Is Always Adjusting Their SERP

- It's an arms race between Google and people who try to outsmart Google
- The pace of change is accelerating
- Google doesn't telegraph what goes into AI Overviews
- New features roll out all the time
 - Ads in AI Overviews just launched in October
 - AI Shopping Ads
- The complexity of the search algorithms is intensifying
- You can't "set it and forget it" – you have to stay abreast of SEO tactical changes

Resources

[Google Search Essentials](#)

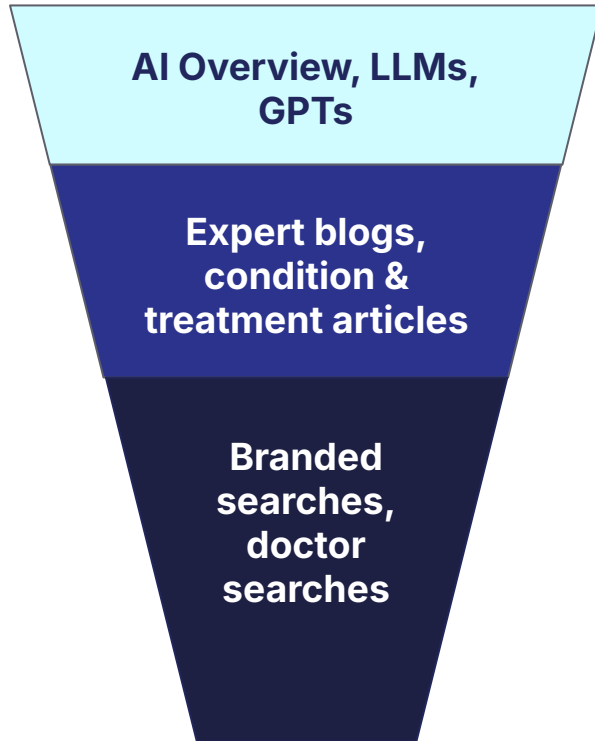
[Google Search Central - AI Overviews](#)

[Google's Guide to AI Overviews](#)

[Google's Search Quality Raters Guidelines](#)

[BrightEdge AI Overview Explainer](#)

Web 3.0 Online Patient Journey



Web 3.0 changes the way healthcare organizations should approach SEO & an organic content strategy.

- AI-powered tools dominate high-funnel activity.
- High-authority, expert mediums dominate mid-funnel activity.
 - Can also include experience-based content on social media or online forums. This should be less pronounced in healthcare.
- Local search for physicians & clinics still drives low-funnel activity