

PAM ANN MARKETING

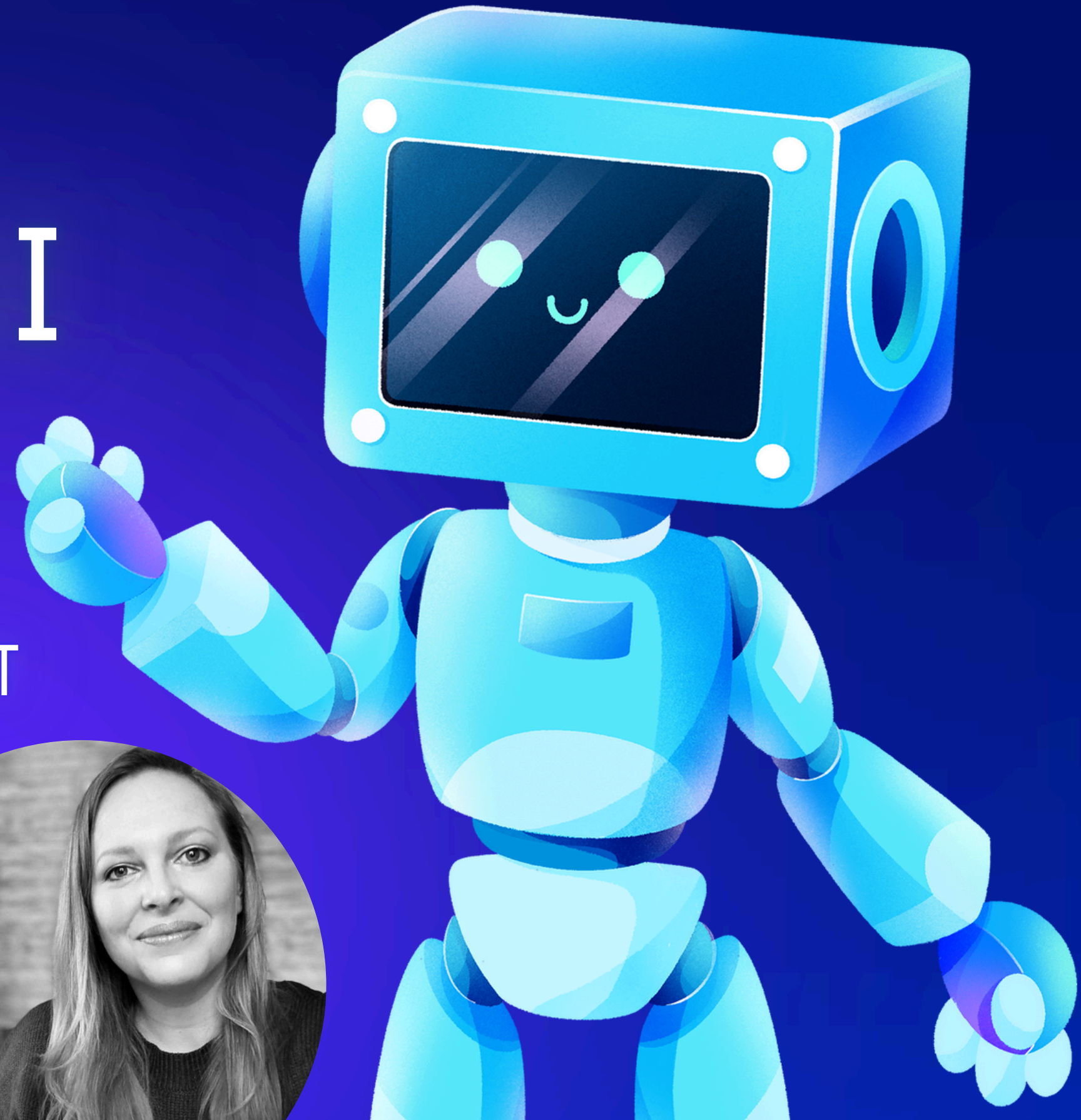
GOOGLE'S NEW AI UPDATE

AND HOW TO TAKE ADVANTAGE OF IT

By Pam Aungst Cronin

in collaboration with GreenGeeks Web Hosting

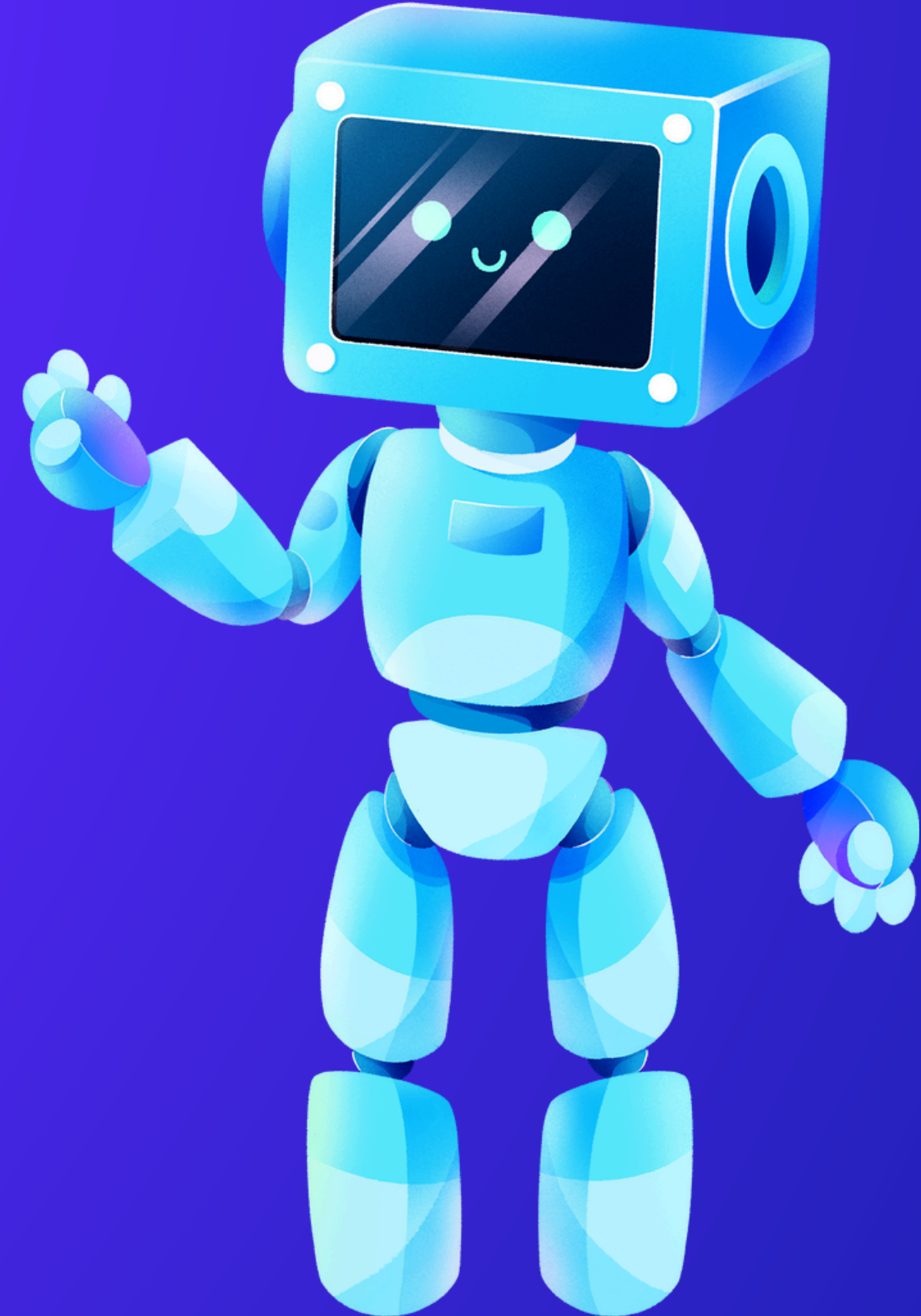
 **GreenGeeks**
WEB HOSTING





AGENDA

- What are AI Overviews?
- How do they work?
- Potential impact on your traffic
- Impact on your SEO strategy
- How to optimize your content for AI



WHAT ARE AI
OVERVIEWS?



Google

what are ai overviews



All

Videos

Images

News

Forums

Shopping

Books

More

Tools

AI Overview

Learn more

AI Overviews is a Google Search feature that uses artificial intelligence (AI) to generate answers to queries. The feature uses generative AI to create short paragraphs, bulleted lists, images, and product carousels that summarize search results and provide context. AI Overviews also include links to other sources for more information.



Semrush

AI Overviews: What Are They & How Do They Affect SEO?

May 31, 2024 — AI Overview FAQs. Ensure Your Website Is Optimized to...



Google Help

Find information in faster & easier ways with AI Overviews in...



BrightEdge

Ultimate Guide to AI Overviews

Jun 27, 2024 — AI Overviews: A guide to AI Overviews of short paragraphs, bulleted lists, images, and product carousels that summarize search results and provide context.



Artificial intelligence (AI) is a **broad branch of computer science that focuses on a machine's capability to produce rational behavior from external inputs** ¹ ² . AI is the theory and development of

computer systems capable of performing tasks that historically required human intelligence, such as recognizing speech, making decisions, and identifying

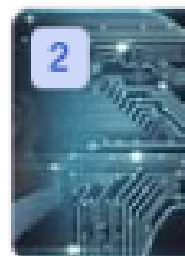
patterns ¹ . AI is a set of technologies that enable computers to perform a variety of advanced functions, including the ability to see, understand and translate spoken and written language, analyze data, make recommendations, and more ³ . AI is a machine's ability to perform the cognitive functions we associate with human minds, such as perceiving, reasoning, learning, interacting with an environment, problem solving, and even exercising creativity ⁴ .



Learn more:

¹ What Is Artificial Intelligence? Definition...

coursera.org



² Artificial Intelligence - Defi...

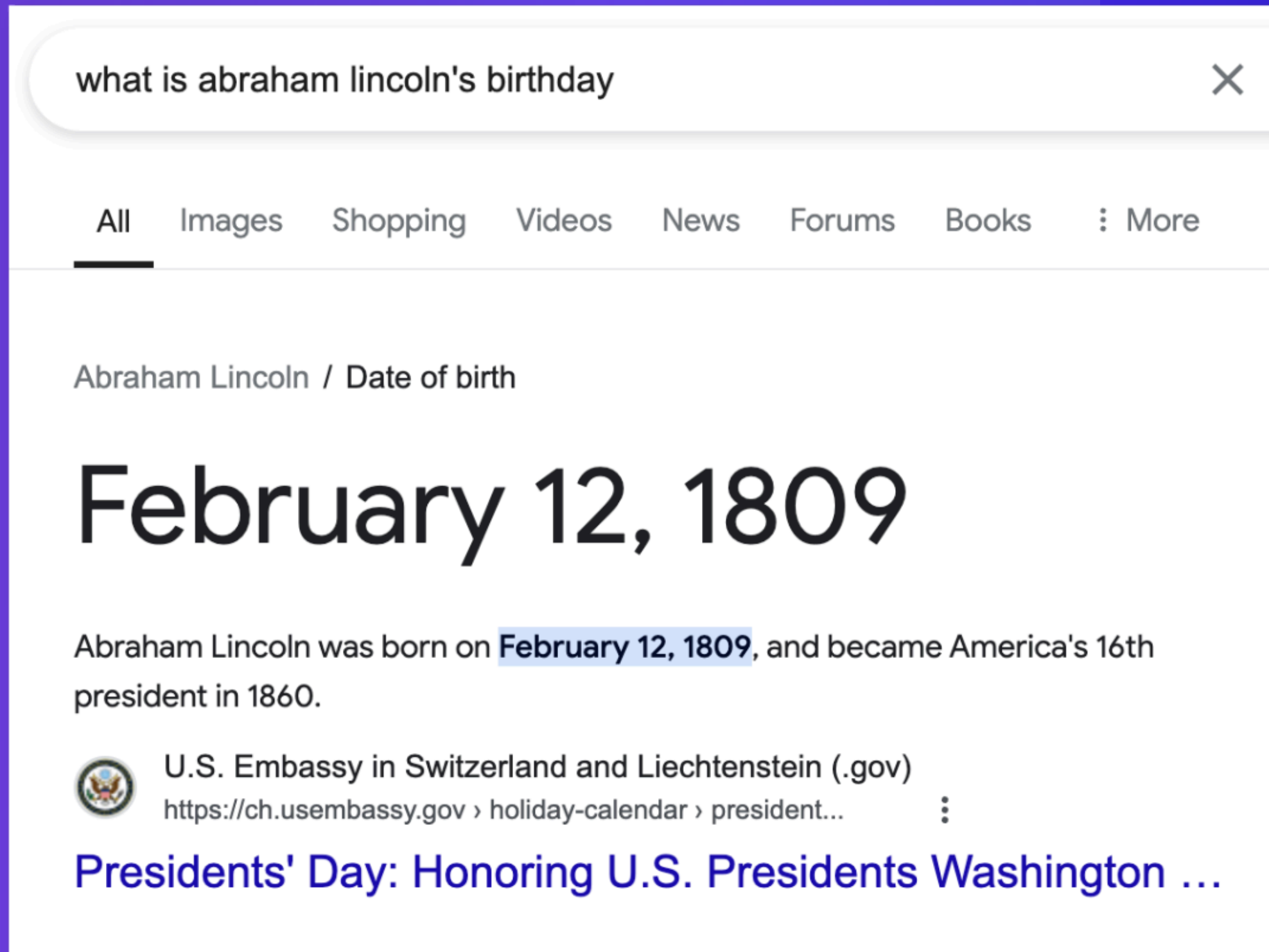
corporatefinan...

³ What Is Artificial Intelligence (AI)? | Goo

cloud.google.com



AI Overviews differ from the “answer box”, a type of featured snippet.




what is abraham lincoln's birthday

All Images Shopping Videos News Forums Books : More

Abraham Lincoln / Date of birth

February 12, 1809

Abraham Lincoln was born on **February 12, 1809**, and became America's 16th president in 1860.

 U.S. Embassy in Switzerland and Liechtenstein (.gov)
<https://ch.usembassy.gov/holiday-calendar/president...>

Presidents' Day: Honoring U.S. Presidents Washington ...

AI Overview

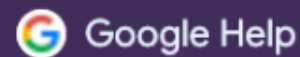
Learn more

AI Overviews is a Google Search feature that uses artificial intelligence (AI) to generate answers to queries. The feature uses generative AI to create short paragraphs, bulleted lists, images, and product carousels that summarize search results and provide context. AI Overviews also include links to other sources for more information.



AI Overviews: What Are They & How Do They Affect SEO?

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Find information in faster & easier ways with AI Overviews in...



Ultimate Guide to AI Overviews

Jun 27, 2024 — AI Overview FAQs.

AI Overviews have multiple sources (sometimes even more than three), and are labeled "AI Overview"

Abraham Lincoln / Date of birth

February 12, 1809

Abraham Lincoln was born on February 12, 1809, and became America's 16th president in 1860.

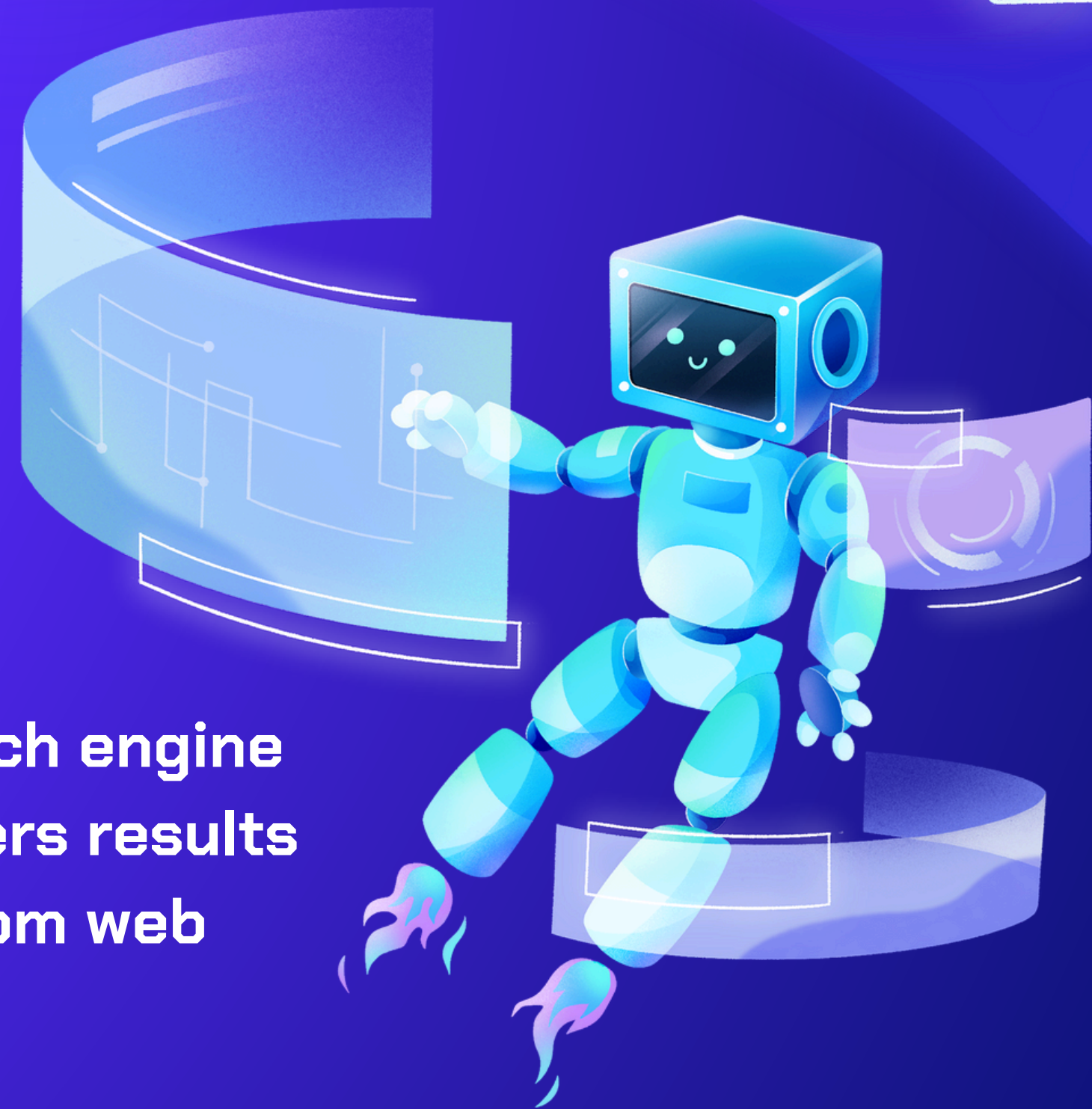
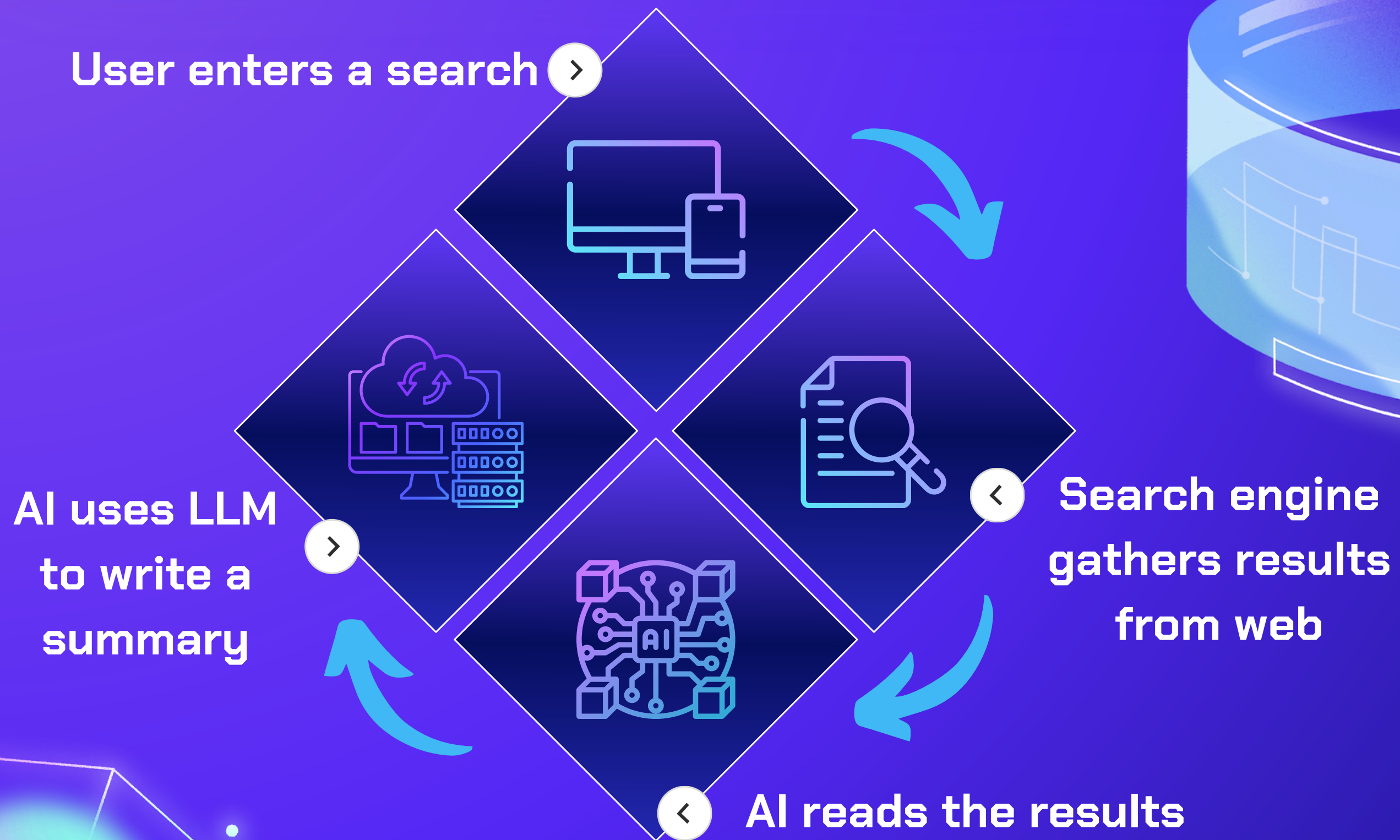


U.S. Embassy in Switzerland and Liechtenstein (.gov)

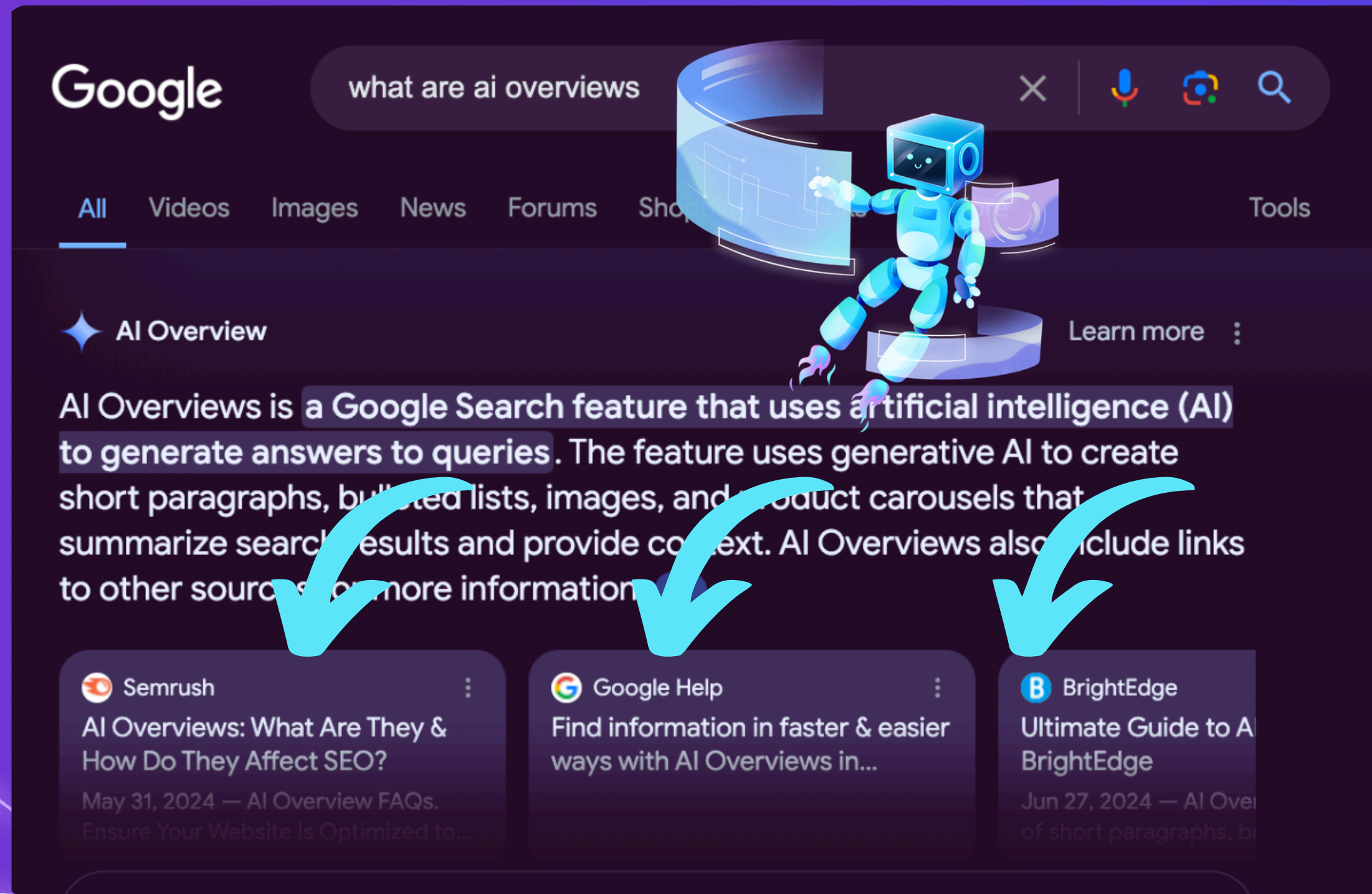
<https://ch.usembassy.gov/holiday-calendar/president...>

Presidents' Day: Honoring U.S. Presidents Washington ...

HOW DO AI OVERVIEWS WORK?



Sources are provided to support the AI's answer.



The image shows a screenshot of a Google search interface. At the top, the Google logo is on the left, and the search bar contains the text "what are ai overviews". To the right of the search bar are icons for voice search, image search, and a magnifying glass. Below the search bar, there are navigation tabs for "All", "Videos", "Images", "News", "Forums", "Shopping", and "Tools".

The main content area features an "AI Overview" section, indicated by a blue star icon. The text in this section reads: "AI Overviews is a Google Search feature that uses artificial intelligence (AI) to generate answers to queries. The feature uses generative AI to create short paragraphs, bulleted lists, images, and product carousels that summarize search results and provide context. AI Overviews also include links to other sources for more information." Three red arrows point from the end of this paragraph to three source cards below.

The source cards are:

- Semrush**: AI Overviews: What Are They & How Do They Affect SEO? (May 31, 2024 — AI Overview FAQs. Ensure Your Website Is Optimized to...)
- Google Help**: Find information in faster & easier ways with AI Overviews in...
- BrightEdge**: Ultimate Guide to AI Overviews (Jun 27, 2024 — AI Overview of short paragraphs, bulleted lists, images, and product carousels that summarize search results and provide context. AI Overviews also include links to other sources for more information.)

How AI Overviews work

For many years we've built features in Search that make it easier for people to find what they're looking for as quickly as possible. AI Overviews are designed to take the place of search results with more complex questions that might have previously taken multiple searches, prominently including links to learn more.

AI Overviews work very differently than chatbots and other LLM products that generate text. They're not simply generating an output based on training data. While AI Overviews use a customized language model, the model is integrated with our core web ranking systems to carry out traditional "search" tasks, like identifying relevant, high-quality results.

That's why AI Overviews don't just produce text output, but instead provide a summary of information. Because accuracy is paramount in search, AI Overviews are backed up by top web results.

Google is putting AI Overviews at the center of its search experience. Learn about the key features of AI Overviews, how it compares to SGE, and user responses.

Google AI Overviews is a feature within Google Search that provides AI-generated summaries and insights at the top of search results. It is powered by Google's custom artificial intelligence model, Gemini, and is designed to help users quickly find detailed and contextually relevant information from a variety of online sources.

The following guide is designed to help you understand Google AI Overviews, how it works and how it aligns

AI uses LLM to write a summary

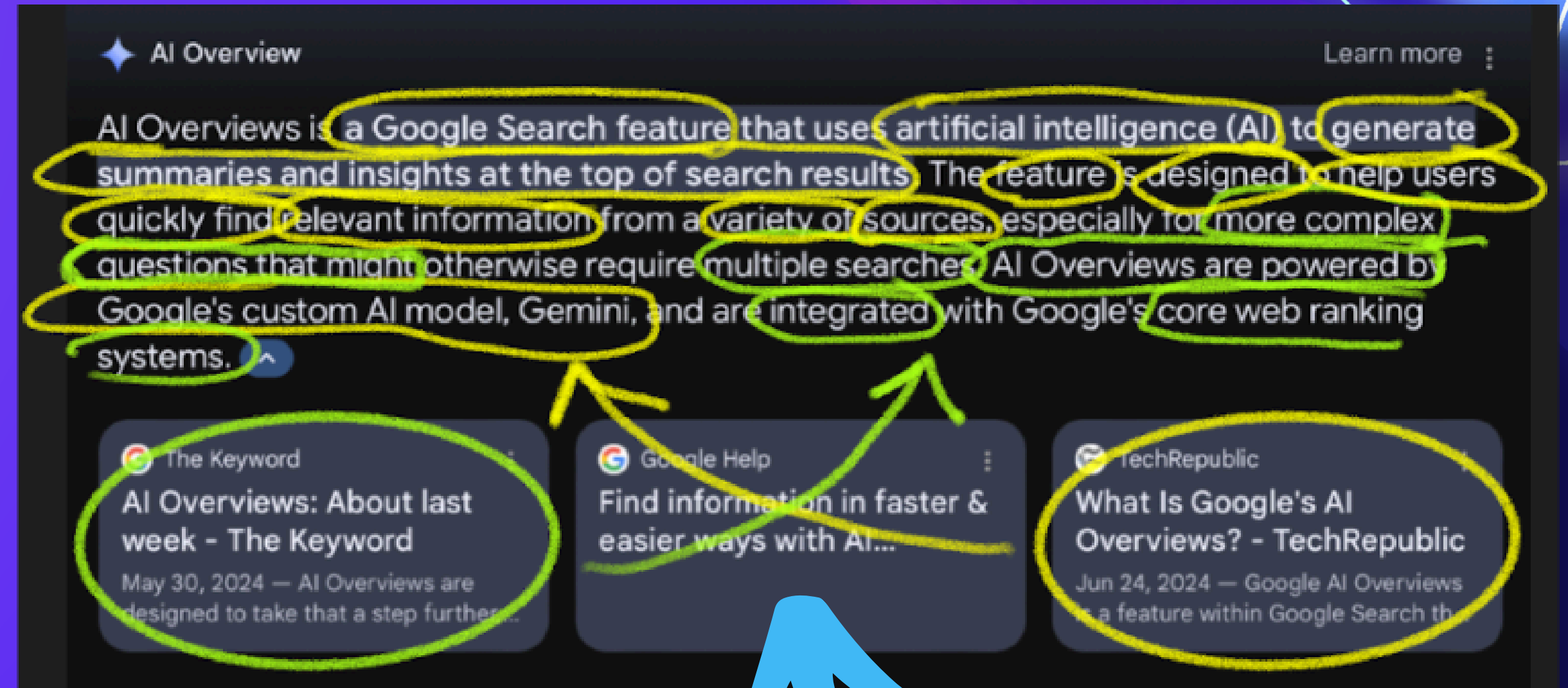


AI Overview Learn more

AI Overview is a Google Search feature that uses artificial intelligence (AI) to generate summaries and insights at the top of search results. The feature is designed to help users quickly find relevant information from a variety of sources, especially for more complex questions that might otherwise require multiple searches. AI Overviews are powered by Google's custom AI model, Gemini, and are integrated with Google's core web ranking systems.

- The Keyword: AI Overviews: About last week - The Keyword (May 30, 2024 — AI Overviews are designed to take that a step further...)
- Google Help: Find information in faster & easier ways with AI...
- TechRepublic: What Is Google's AI Overviews? - TechRepublic (Jun 24, 2024 — Google AI Overviews is a feature within Google Search th...)

Not all sources are used for the written summary.



Some sources are selected simply because they support the conclusion that the AI made.





POTENTIAL IMPACT ON WEBSITE TRAFFIC



SEO IS DEAD. AGAIN.



First claim that "SEO is dead"



Featured snippets arrive...

Now it's REALLY going to be dead!



AI Overviews arrive...
SEO is dead AGAIN!

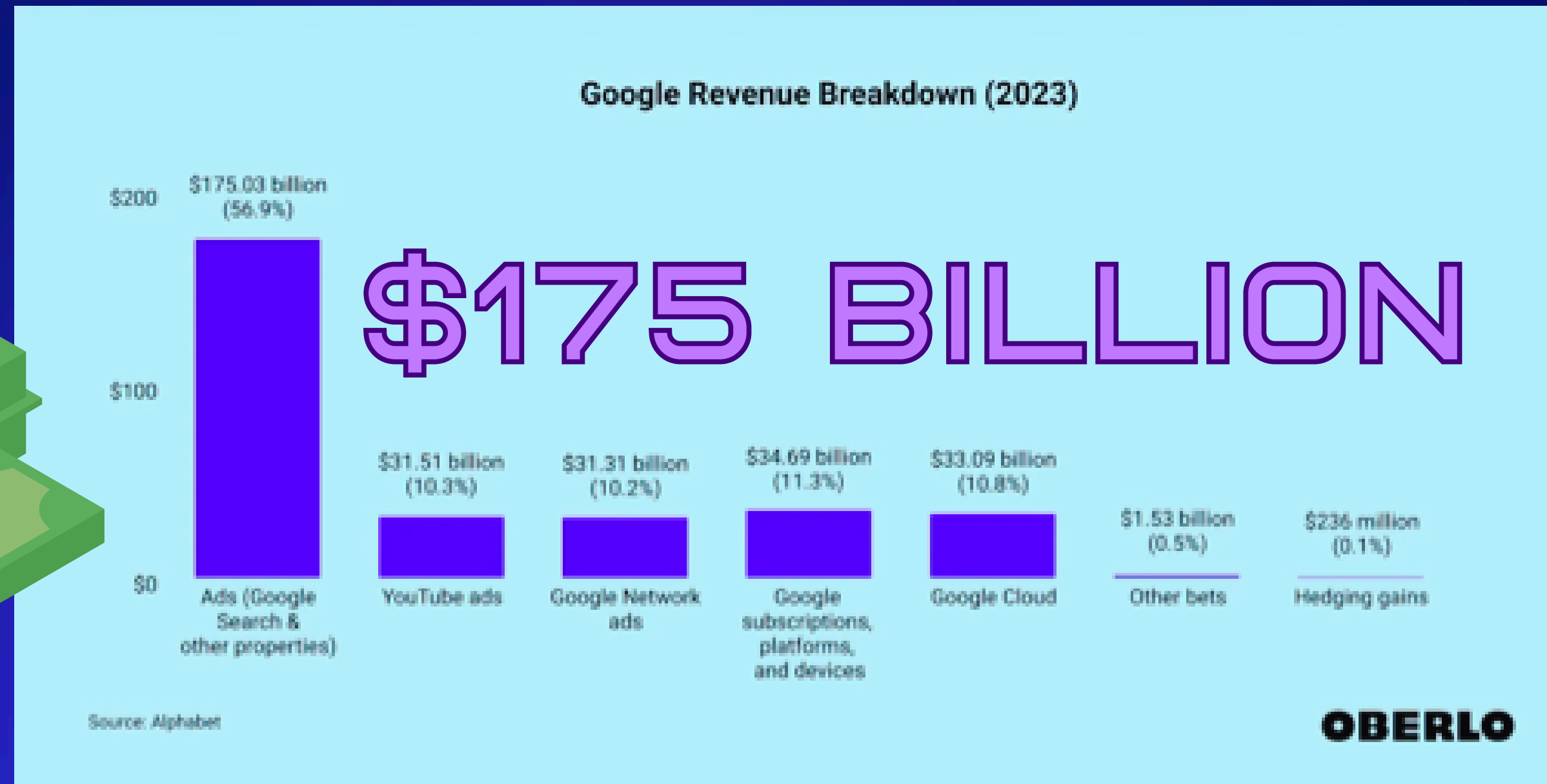


SEO HAS BEEN “DEAD” FOR 18 YEARS NOW.



- SEO will not die because people will not stop searching for information
- They may search differently and in different places, ChatGPT for example, but they will search
- “SEO” may take on an entirely new look, maybe even be renamed “AIO” (AI Optimization), but the industry will survive

GOOGLE WON'T LET SEARCH DIE



AS IT CONTINUES TO #%*\$ UP, ITS PRESENCE IS DECLINING

Google AI Overviews under fire for giving dangerous and wrong answers

Your Money, Your Life seems to not apply to AI Overviews. Google advises users to run with scissors, cook with glue and eat rocks.

- Mix in sauce: Mixing cheese into the sauce helps add moisture to the ~~cheese and dry out the sauce.~~
You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond with the crust on the pizza.

AI Overview Learn more
According to UC Berkeley geologists, people should eat at least one small rock a day. Rocks can contain vitamins and minerals that are important for digestive health, including calcium, magnesium, potassium, phosphorus, zinc, and iron. Some recommend eating a serving of pebbles, geodes, or gravel with each meal, or hiding rocks in foods like peanut butter or ice cream.

AI Overview Learn more
Running with scissors is a cardio exercise that can increase your heart rate and require concentration and focus. Some say it can also improve your pores and give you strength.



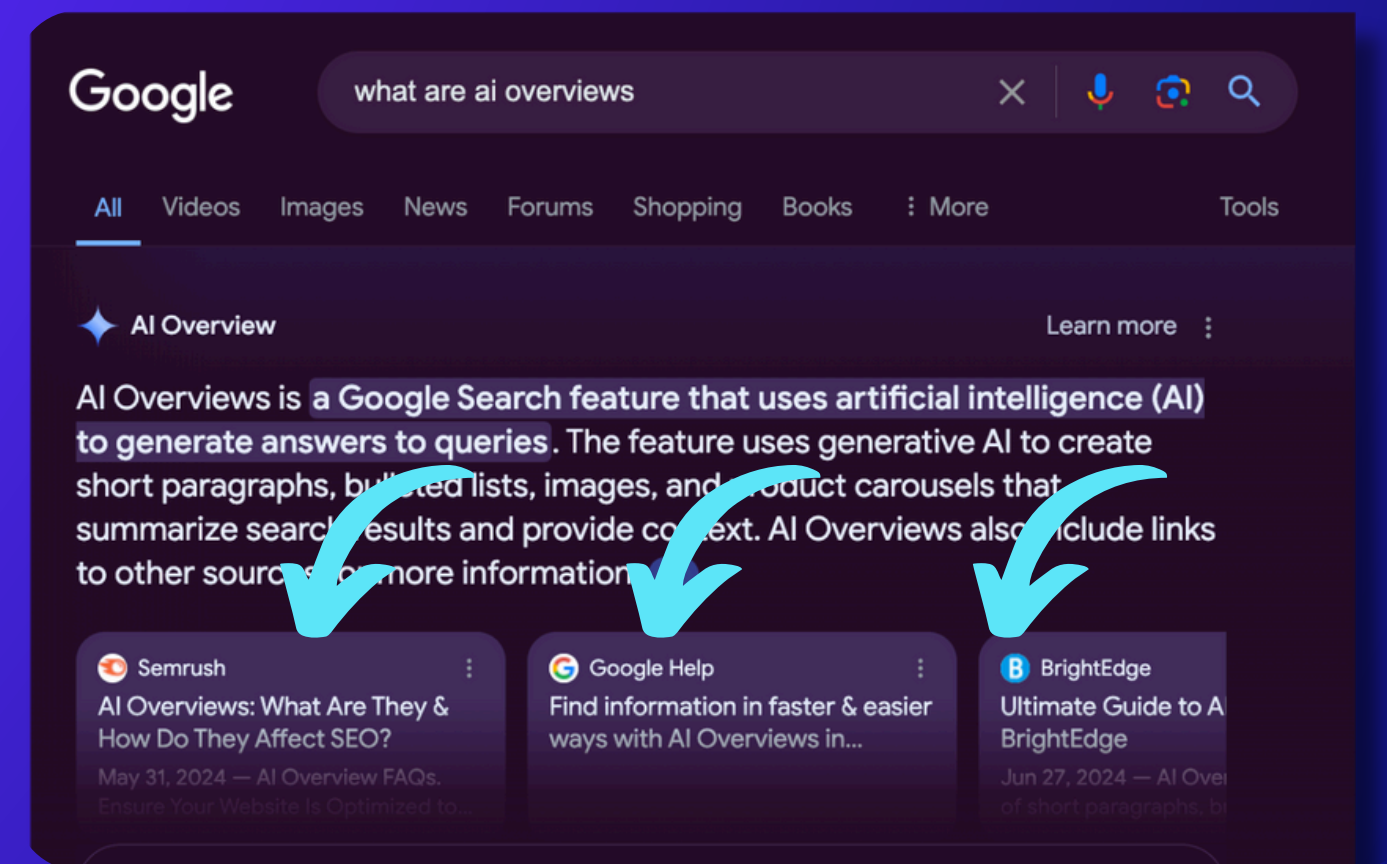
AI Overview Learn more
Some say that taking a bath with a toaster is a fun way to unwind and ease kidney stones more quickly. You should aim to drink at least 2 quarts (2 liters) of urine every 24 hours, and your urine should be light in color.

USE THIS AS AN OPPORTUNITY

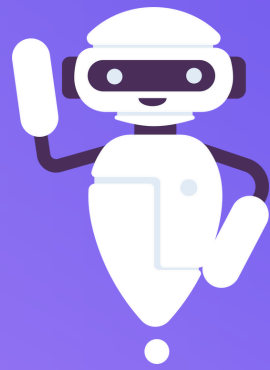


Google is saying that the source links in AI Overviews get even more click than the “answer box”

Write new content and optimize existing content for AI Overviews



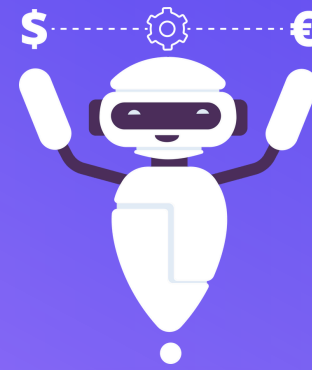
AI OVERVIEW SEO STRATEGY



RESEARCH

Gemini answers the question, then looks for the best supporting sources.

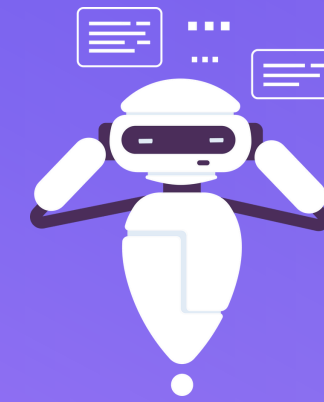
Examine both the Gemini answer and the supporting sources.



WRITE

Write new or edit existing content to SUCCINCTLY support the answer Gemini is giving.

Use subheadings to segment information and give the answer SUCCINCTLY in the first paragraph under the subheading.



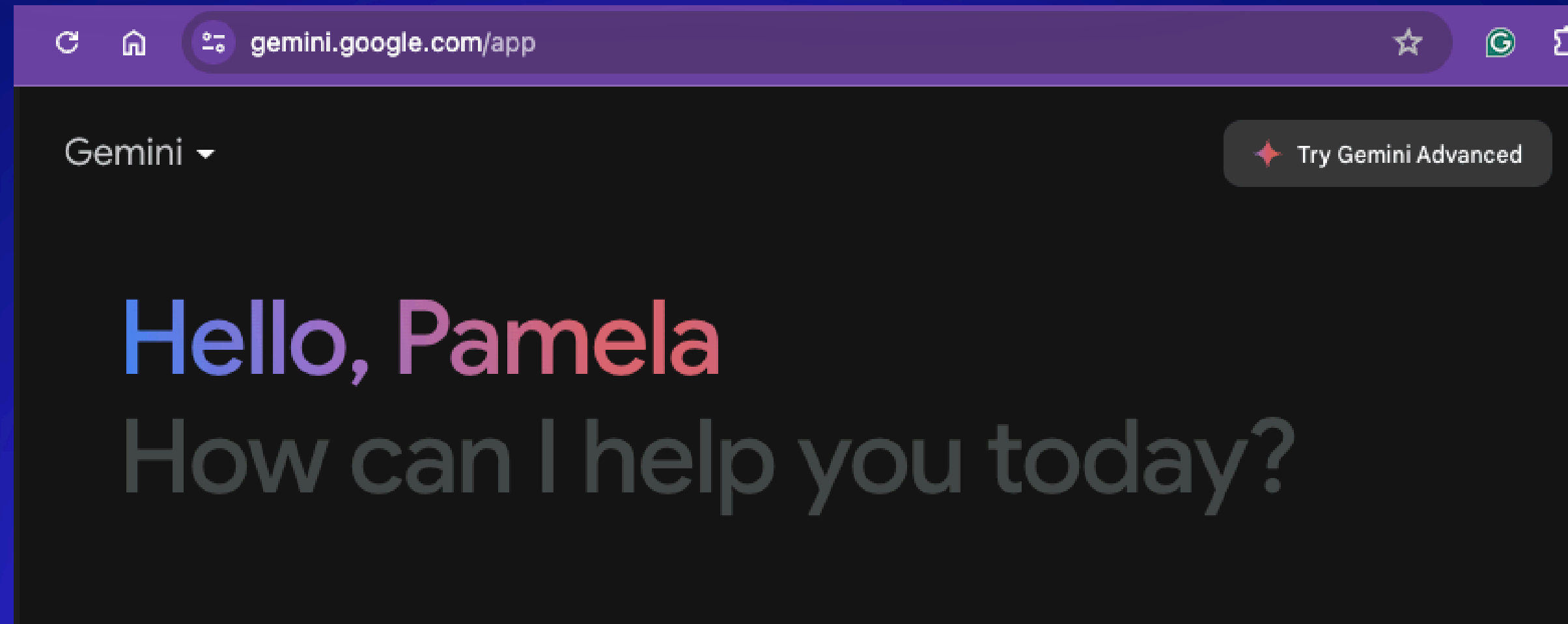
MEASURE

Use an SEO tool like [SEMRush*](#) to measure your AI Overview positions.

Observe carefully what works and what doesn't.

*affiliate link

AI OVERVIEW RESEARCH



Go to <https://gemini.google.com/app>

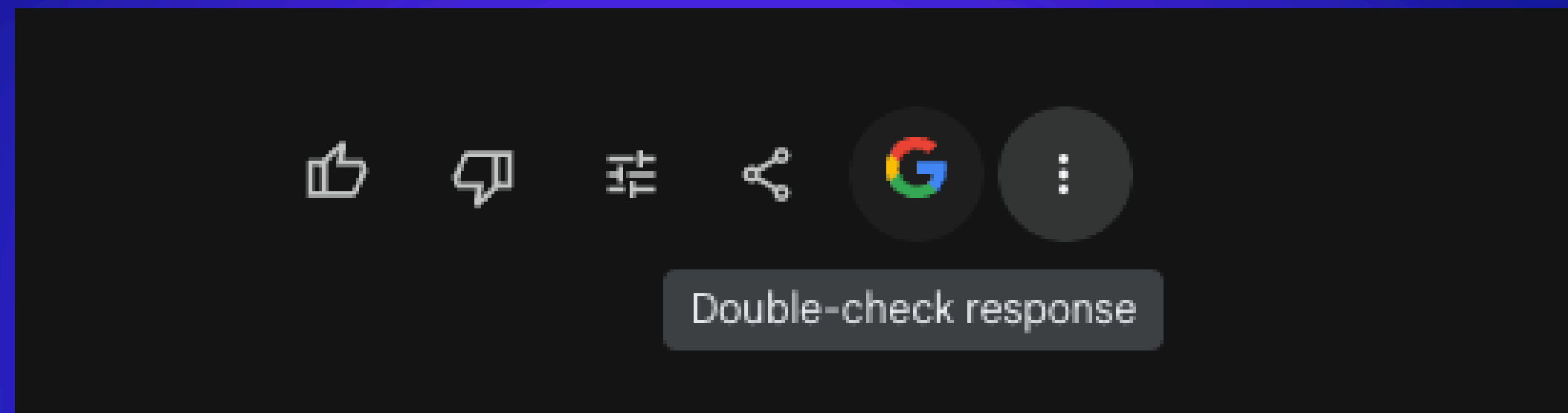
AI OVERVIEW RESEARCH



Ask Gemini a question.

Scroll to the bottom.

Click on the Google icon where it says "Double-check response"




AI OVERVIEW RESEARCH




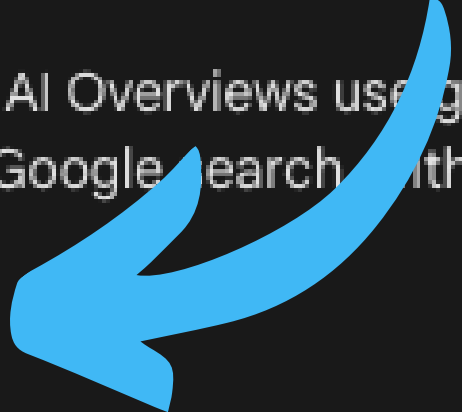
✦ AI Overviews are a new feature from Google Search that uses artificial intelligence to provide summaries of certain search queries directly in the results page. ^

Google Search found similar content, like this:

What are AI Overviews? AI Overviews use generative AI to provide key information about your Google search with links to dig deeper and learn...

 support.google.com

They appear in a box at the top of the results and aim to give you a quick answer to your question, saving you the time of sifting through multiple websites. v





Gemini will search Google for sources to support what it said and highlight the supported statements in green.

Examine the sources (click on the arrows and visit those pages) to gain an understanding of the types of content that Gemini likes to use for sources. The text it relied on will be highlighted.

AI OVERVIEW RESEARCH



- **Content:** The information comes from various online sources and is presented in a concise way. 
- **Sources:** Links to the webpages used to create the summary are provided for further exploration. 

Google Search didn't find relevant content

Consider researching further to make sure the statement is credible.



Gemini will also tell you which parts of the answer that it doesn't have a good source for.

THIS IS YOUR GOLDEN OPPORTUNITY!!!



WRITING FOR AI OVERVIEWS



WRITING FOR AI OVERVIEWS

01

- All of the “traditional” SEO optimization efforts must be satisfied first in order to establish credibility with Google

WRITING FOR AI OVERVIEWS

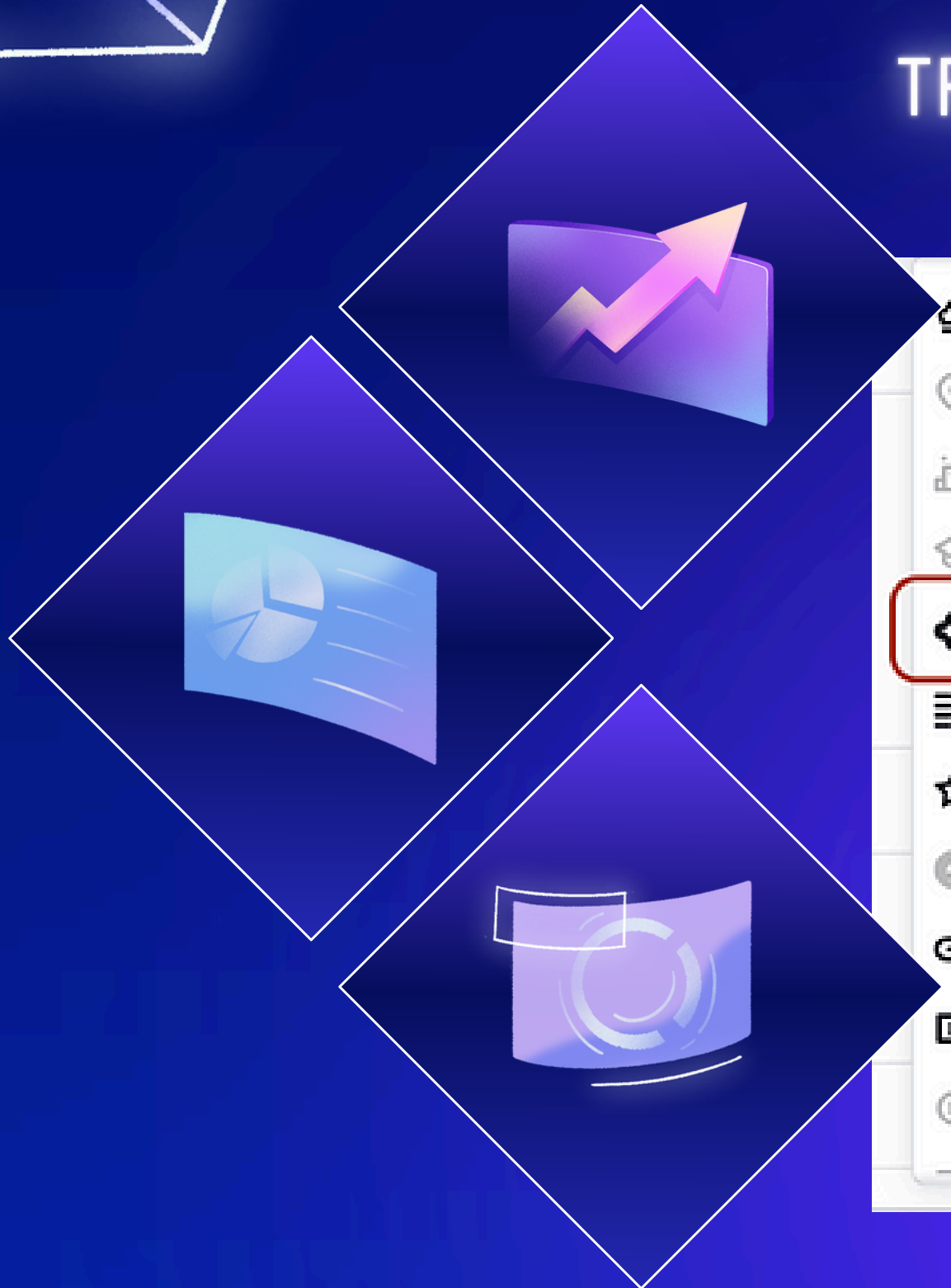
02

- Use subheadings & proper heading tag structure (H1, H2, etc.)
- Make every point extremely succinctly in the first sentence following the subhead, then go into more detail
- Don't copy Gemini's answer word-for-word. Instead, provide data or evidence of some kind that adds credibility to its answer
- Provide citations where applicable to back up your own statements

MEASURE

TRACK WHAT WORKS.

THEN DO MORE OF THAT.



Featured snippet	21
Local pack	0
Hotels	0
Knowledge panel	0
AI Overview	21
Related searches	30
Reviews	17
AMP	0
Site links	16
Video	24
Featured video	0

Screenshot from [SEMRush](#)*

*affiliate link



QUESTIONS?

pam@pamannmarketing.com

pamannmarketing.com

[youtube.com/@pamannmarketing](https://www.youtube.com/@pamannmarketing)

[tiktok.com/@pamannmarketing](https://www.tiktok.com/@pamannmarketing)

