

**THE SERP IS DEAD.  
LONG LIVE THE SERP.**



**EXPECT EVOLUTION, NOT  
REVOLUTION.**

@THCapper

## ON THE AGENDA TODAY:

- A brief history of the “death” of SEO
- Google’s present position and motives
- How far the SERP can bend before it breaks
- What happens next
- Opportunities for right now

## 13 SEO is Dead Blog Posts From The Vault

*Posted in SEO*

*By Marty Weintraub*

*Posted on August 16th, 2007*

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There is no shortage of SEM bloggers who recurrently shout from treetops “SEO is dead!” Indeed a [Google search](#) returns 2,200,000 documents. Searching [allintitle: seo is dead](#) returns 1,080 web pages which include those 3 inflammatory words in the html title tag.

Clearly the topic of SEO’s supposed mortality is top-of-mind for search marketing practitioners and [hyperbolic critics](#) alike. Here’s a post where Jordan McCollum [made fun](#) of the trendy topic in Marketing Pilgrim.

**SEO HAS BEEN "DYING" FOR  
MORE THAN 20 YEARS.**

@THCapper

# 2003: ADS KILL SEO

Web Images Videos Maps News Shopping Mail more ▼ richard@downstreamonline.com.au | Settings ▼ | Sign out

Google tag heuer  Search Instant is on ▼

About 9,780,000 results (0.10 seconds) Advanced search


Everything  
Images  
Videos  
Shopping  
Blogs  
More

Keystone, CO  
Change location

Show search tools

Something different  
breitling  
raymond weil  
rolex  
longines  
tissot

**▶ TAG Heuer - Official Site** Ad  
[www.TAGHeuer.com](http://www.TAGHeuer.com) The Worldwide Leader in Luxury Sports Watches & Chronographs.  
Online Retailers TAG Heuer Aquaracer  
Accessories Store Tag Heuer Diamond Watches

**TAG Watches Up To 60% Off**  
[AuthenticWatches.com/TAG-Heuer](http://AuthenticWatches.com/TAG-Heuer) Since 1979 Free Overnight Shipping New and Authentic Over 500 Styles  
AuthenticWatches.com is rated ★★★★★ (841 reviews) 

**Tag Heuer Up to 57% Off**  
[Ashford.com/Tag-Heuer](http://Ashford.com/Tag-Heuer) Shop Tag Heuer Watches+Get Free S/H 100% Authentic. Trusted Since 1997.  
Ashford.com is rated ★★★★★ (1,313 reviews)


**TAG Heuer Watches > Swiss Luxury Watches - Men and Ladies Luxury ...** ☆  
Makers of chronographs and collectible timepieces. Wallpaper, screensavers available.  
[www.tagheuer.com/](http://www.tagheuer.com/) - Cached - Similar


The Collection TAG Heuer Formula 1  
Customer Service Authorized E-tailers  
Women Collection My TAG Heuer  
Authorized Retailers Eyewear

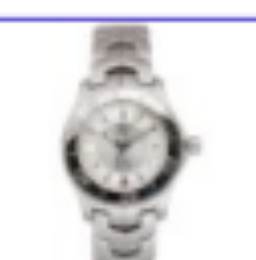
More results from tagheuer.com »

**TAG Heuer Watches > Swiss Watches and Chronographs - Men and Women ...** ☆  
TAG Heuer Watches > Swiss Watches and Chronographs - Men and Women Luxury Watches  
- Carrera, Monaco, Link, Aquaracer, TAG Heuer Formula 1 - Avant-Garde ...  
[www.tagheuer.com/the-collection/index.lbl](http://www.tagheuer.com/the-collection/index.lbl) - Cached - Similar

Ads

 **Tag Heuer Men's Link Automatic Stainless Steel ...**  
\$1,782.00 - [WorldofWatches.com](http://WorldofWatches.com)

 **Tag Heuer WAV511B-BA0900 Grand Carrera Ivory ...**  
\$2,135.00 - [TheWatchery.com](http://TheWatchery.com)

 **TAG Heuer Link Quartz Watch**  
\$1,295.00 - [Bag Borrow Or Steal](http://Bag Borrow Or Steal)

**Genuine Tag Watches**  
Largest selection of Tag Heuer, In Stock at great discounted prices  
[www.TAG.Heuer.PrestigeTime.com](http://www.TAG.Heuer.PrestigeTime.com)

**TAG Watches at Amazon**  
Low Prices on TAG. Buy Today! Free Shipping on Many TAG Watches

# 2012: THE KNOWLEDGE GRAPH KILLS SEO

Google audi a4

Web Images Videos Shopping News More Search tools


About 21,400,000 results (0.25 seconds)

**The Summer of Audi Event - Take Advantage of A4 Savings**  
**Ad** [www.audiusa.com/](http://www.audiusa.com/)  
Don't Miss The Incredible Audi A4 Offers.  
Ratings: Appearance 10/10 - Comfort 9/10 - Overall 9/10 - Reliability 9/10  
Audi USA has 1,780,674 followers on Google+  
[Build an Audi A4](#) [Find a Dealer](#)  
[Summer of Audi](#) [Audi Financial Services](#)

**2015 Audi A4 Sedan: quattro® - Price - Specs | Audi USA**  
[www.audiusa.com/models/audi-a4](http://www.audiusa.com/models/audi-a4) Audi  
The Audi A4 delivers an agile, advanced, and attractive overall package that's been impeccably engineered for driving.

**Audi A4 - Wikipedia, the free encyclopedia**  
[en.wikipedia.org/wiki/Audi\\_A4](http://en.wikipedia.org/wiki/Audi_A4) Wikipedia  
The Audi A4 is a line of compact executive cars produced since late 1994 by the German car manufacturer Audi, a subsidiary of the Volkswagen Group. The A4 ...  
[Volkswagen Group B platform](#) - [SEAT Exeo](#) - [Multitronic](#) - [Audi A4 DTM](#)

**Audi A4 Review - Edmunds.com**  
[www.edmunds.com](http://www.edmunds.com) New Cars Audi Edmunds.com  
Review and information on current and previous versions of the Audi A4.



**2015 Audi A4**  
Luxury vehicle

**Engine size:** 2.0L  
**Body style:** Sedan  
**MPG:** Up to 24 city, 32 highway  
**MSRP:** From \$35,500  
**Horsepower:** 220 HP

**Configurations**

<a href="#">2.0T Premium CVT</a>	\$35,500
<a href="#">2.0T Premium Manual AWD</a>	\$36,400



**Matt Cutts** @mattcutts · Feb 27, 2014

If you see a scraper URL outranking the original source of content in Google, please tell us about it: [bit.ly/scraperspamrep...](http://bit.ly/scraperspamrep...)

72 603 432



**dan barker**  
@danbarker

.@mattcutts I think I have spotted one, Matt. Note the similarities in the content text:

Google what is a scraper site

Web Shopping Images Videos News More Search tools

About 13,400,000 results (0.56 seconds)

**scraper site**

Web definitions

A scraper site is a spam website that copies all of its content from other websites using web scraping. The purpose of creating such a site can be to collect advertising revenue or to manipulate search engine rankings by linking to other sites to improve their search engine ranking. ...  
[http://en.wikipedia.org/wiki/Scraper\\_site](http://en.wikipedia.org/wiki/Scraper_site)

[Scraper site - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Scraper_site)  
[en.wikipedia.org/wiki/Scraper\\_site](http://en.wikipedia.org/wiki/Scraper_site) Wikipedia

A scraper site is a spam website that copies all of its content from other websites using web scraping. The purpose of creating such a site can be to collect ...

Made for advertising - Legality - Techniques - See also

# 2014: SEO (DAN BARKER) KILLS GOOGLE

@THCapper

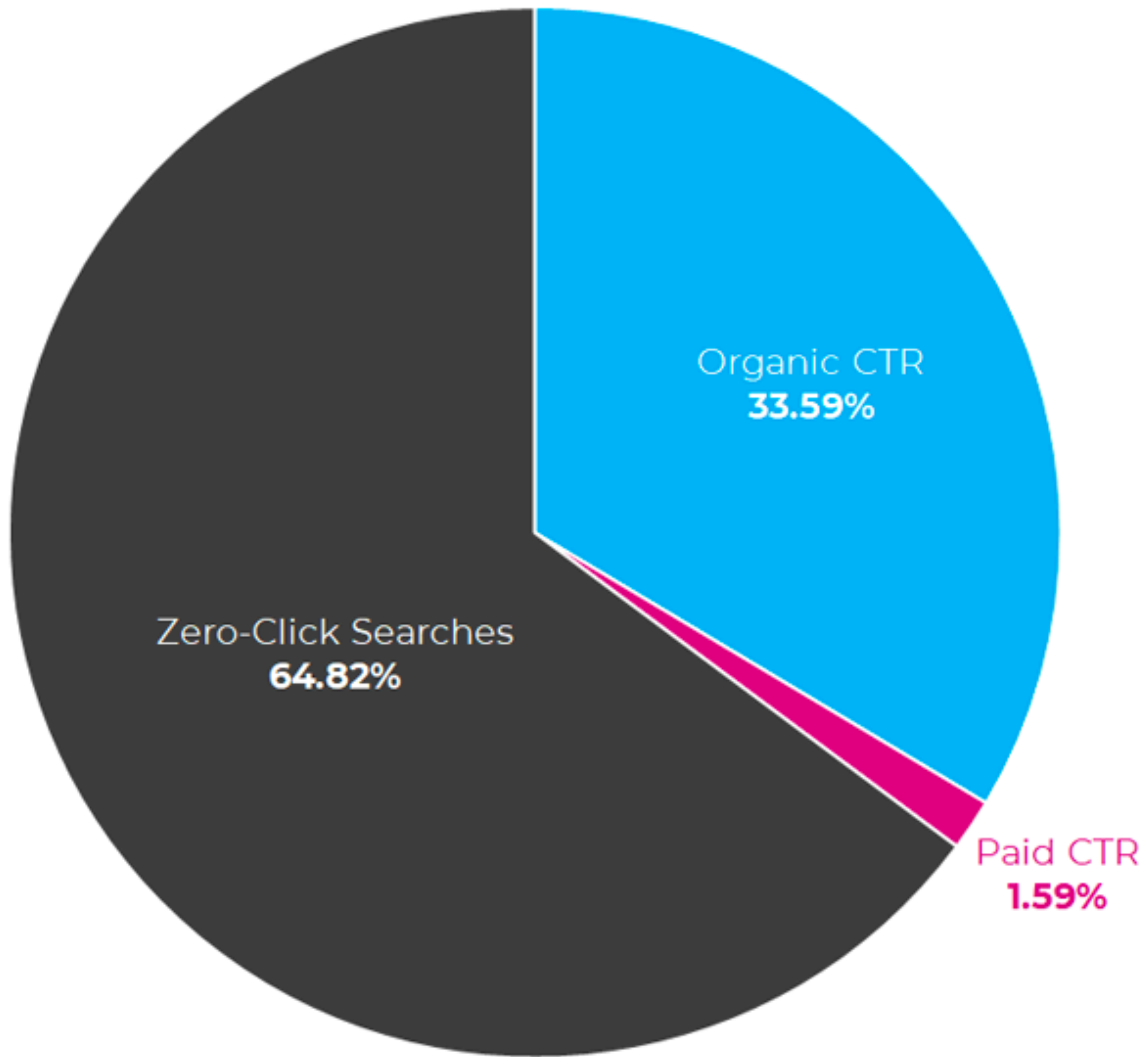


**EACH TIME GOOGLE STEALS  
A LITTLE TRAFFIC, SEO DIES A  
LITTLE DEATH.**

@THCapper

## Google Search CTR & Zero-Click Searches, 2020

(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)



Data courtesy of  SimilarWeb Assembled & published by  SparkToro

**2020: “ZERO-CLICK SEARCH” KILLS SEO**

@THCapper

# 2021: GOOGLE RESPONDS; BEEF INTENSIFIES


SEARCH

## Google Search sends more traffic to the open web every year

Mar 24, 2021 · 3 min read



**Danny Sullivan**  
Public Liaison for Search

 Share

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This week, we saw some discussion about a claim that the majority of searches on Google end without someone clicking off to a website – or what some have called “zero-click” searches. As [practitioners](#) across the search industry have noted, this claim relies on flawed methodology that misunderstands how people use Search. In reality, Google Search sends billions of clicks to websites every day, and we’ve sent more traffic to the open web every year since Google was first created. And beyond just traffic, we also connect people with businesses in a wide variety of ways through Search, such as enabling a phone call to a business.

# MORE AND MORE FEATURES HAVE REMOVED THE NEED TO CLICK

best tea brands

Shopping Images News Videos More Settings Tools

About 1,620,000,000 results (0.82 seconds)

The 11 best premium tea brands in the world

Tea brand	Category	Price
TWG	Best luxury	\$\$\$
Republic of Tea	Best white	\$\$
Tea Forte	Best tea sampler	\$\$\$
Harney & Sons	Best black tea	\$\$

7 more rows

https://luxe.digital › Lifestyle › Dining

11 Best Tea Brands In The World: Discover Your Perfect Infusion

About featured snippets Feedback

People also ask

- Which tea brand is the healthiest?
- What is the best brand of tea bags?
- What is the best tea brand in UK?

Feedback

flight to seattle

All Flights Images News Maps More Settings Tools

About 313,000,000 results (0.83 seconds)

Find flights on

Expedia Skyscanner Kayak Opodo Cheapflights

Flights from London (all airports) to Seattle, USA (SEA)

London (all airports) Seattle, USA (SEA)

Mon, 3 May Mon, 10 May

Virgin Atlantic	9h 40m+	Connecting	from £415
American	9h 45m+	Connecting	from £450
Air France	9h 40m	Nonstop	from £451
Delta	9h 40m	Nonstop	from £451
KLM	9h 40m	Nonstop	from £451
Virgin Atlantic	9h 40m	Nonstop	from £451
Multiple airlines	9h 40m	Nonstop	from £451
American	9h 45m	Nonstop	from £451
Finnair	9h 45m	Nonstop	from £451
British Airways	9h 45m	Nonstop	from £451
Other airlines	15h 1m+	Connecting	from £452

Show flights

broadband speed test

All News Videos Shopping Images More Settings Tools

About 146,000,000 results (0.45 seconds)

Internet speed test

Check your Internet speed in under 30 seconds. The speed test usually transfers less than **40 MB of data**, but may transfer more data on fast connections.

To run the test, you'll be connected to [Measurement Lab \(M-Lab\)](#) and your IP address will be shared with them and processed by them in accordance with their [privacy policy](#). M-Lab conducts the test and publicly publishes all test results to promote Internet research. Published information includes your IP address and test results, but doesn't include any other information about you as an Internet user.

About [RUN SPEED TEST](#)

https://www.speedtest.net

Speedtest by Ookla - The Global Broadband Speed Test

Test your Internet connection bandwidth to locations around the world with this interactive **broadband speed test** from Ookla.

https://www.broadbandspeedchecker.co.uk

Broadband Speed Checker - UK's No.1 Broadband Speed Test

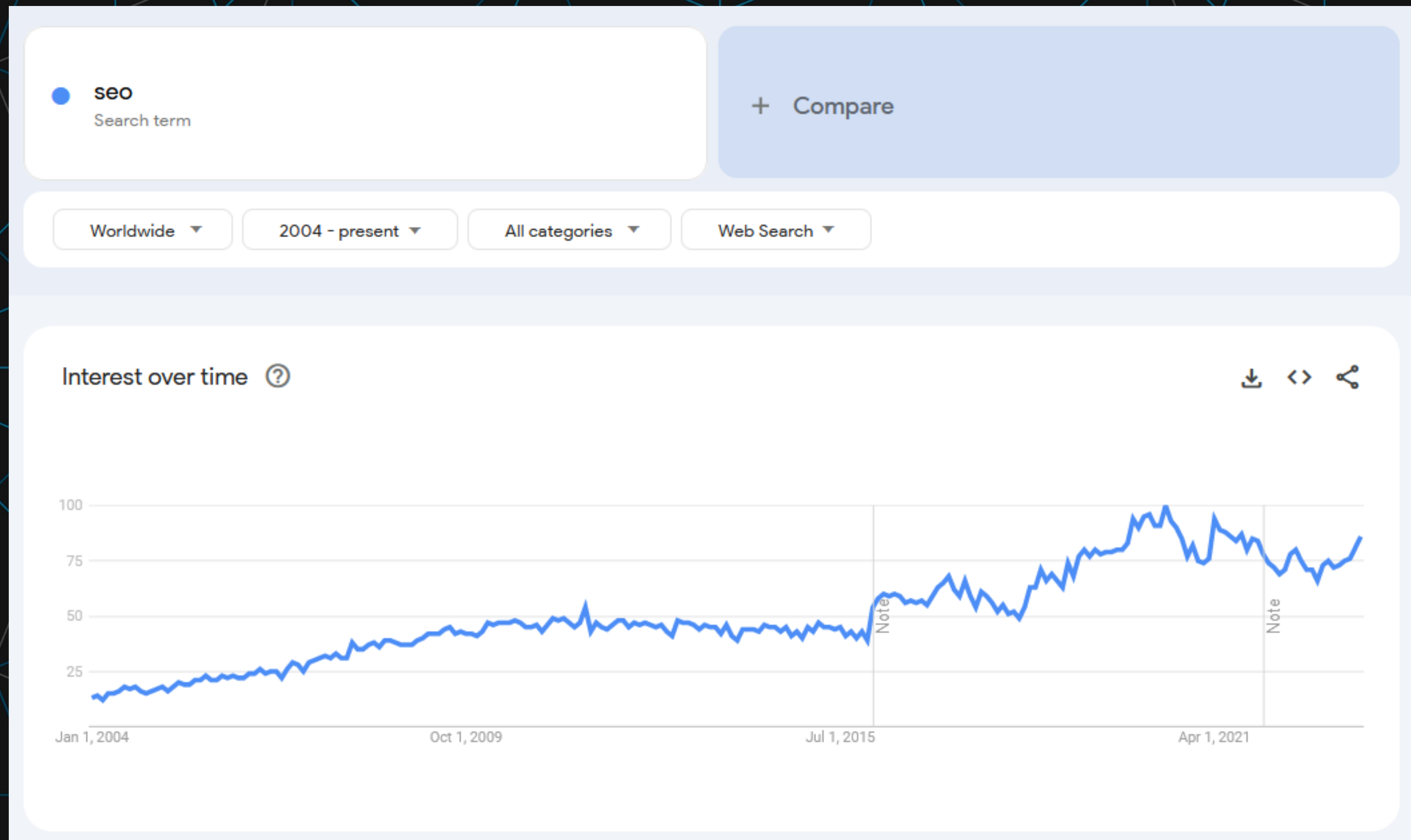
Check your **broadband speed test** using our easy and accurate **broadband speed checker**.

Speed in my area · Speed test result · Compare broadband · How to improve your...

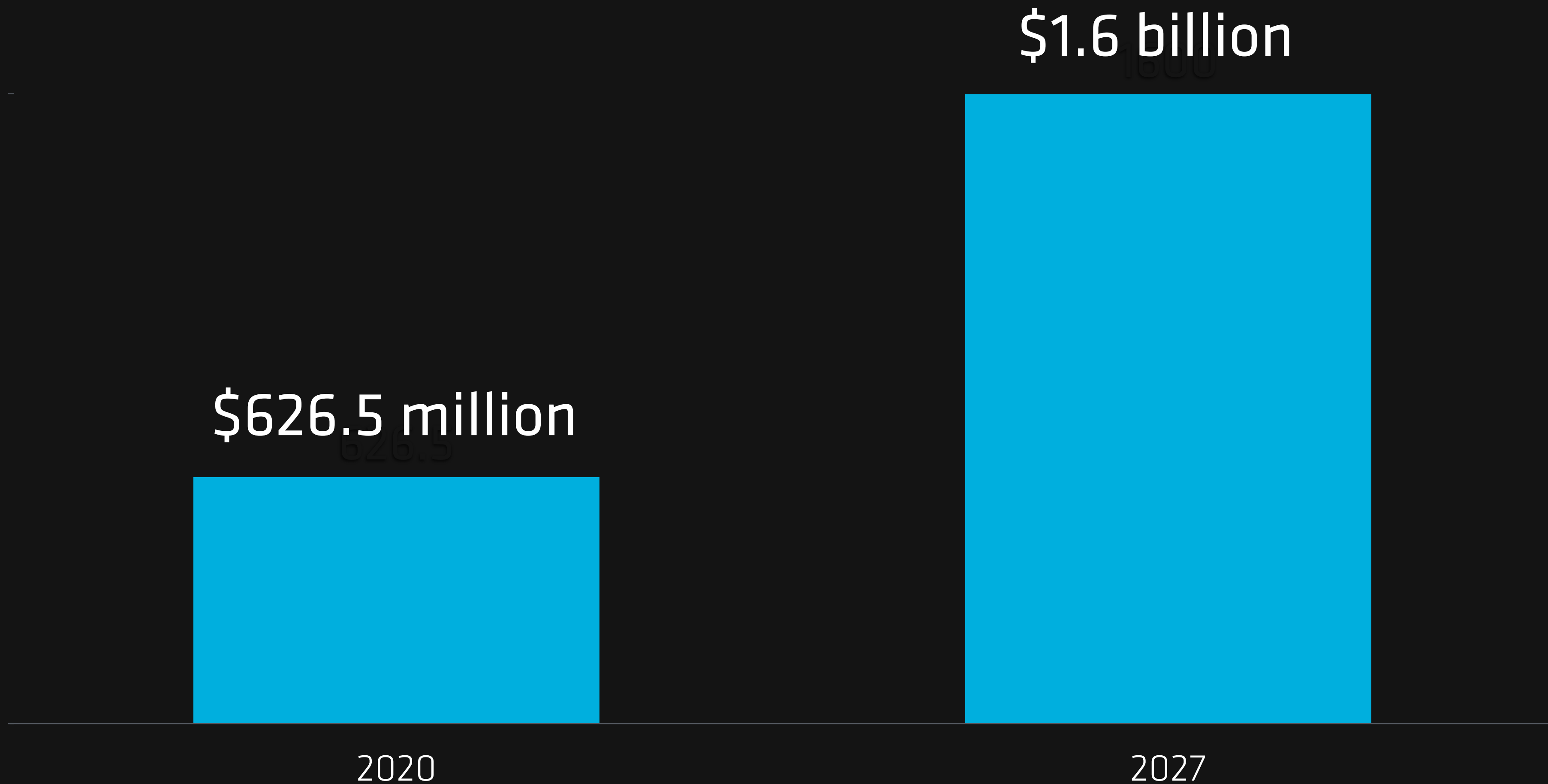
**DESPITE ALL THE SEO-KILLING  
SERP CHANGES, THE INDUSTRY IS  
NOW LARGER THAN EVER.**

@THCapper

# INTEREST IN SEO HAS GROWN



# THE GLOBAL MARKET FOR SEO SOFTWARE IS SET TO NEARLY TRIPLE BY 2027



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[1998 Winter Games](#)  
results, schedules, news



[MegaMarketing](#)  
BENEFITS EXPOSED!

[Academy Award](#)  
Nominations

  [options](#)

[Yahoo! Chat](#) with Wall Street guru **Jim Cramer**, supermodel **Frederique**

[Yellow Pages](#) - [People Search](#) - [Maps](#) - [Classifieds](#) - [Personals](#) - [Chat](#) - [Free Email](#)  
[Shopping](#) - [My Yahoo!](#) - [News](#) - [Sports](#) - [Weather](#) - [Stock Quotes](#) - [more...](#)

- [Arts and Humanities](#)  
[Architecture](#), [Photography](#), [Literature](#)...
- [Business and Economy \[Xtra!\]](#)  
[Companies](#), [Finance](#), [Employment](#)...
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[Internet](#), [WWW](#), [Software](#), [Multimedia](#)...
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[Universities](#), [K-12](#), [College Entrance](#)...
- [Entertainment \[Xtra!\]](#)  
[Cool Links](#), [Movies](#), [Music](#), [Humor](#)...
- [Government](#)  
[Military](#), [Politics \[Xtra!\]](#), [Law](#), [Taxes](#)...
- [Health \[Xtra!\]](#)  
[Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#)...
- [News and Media \[Xtra!\]](#)  
[Current Events](#), [Magazines](#), [TV](#), [Newspapers](#)...
- [Recreation and Sports \[Xtra!\]](#)  
[Sports](#), [Games](#), [Travel](#), [Autos](#), [Outdoors](#)...
- [Reference](#)  
[Libraries](#), [Dictionaries](#), [Phone Numbers](#)...
- [Regional](#)  
[Countries](#), [Regions](#), [U.S. States](#)...
- [Science](#)  
[CS](#), [Biology](#), [Astronomy](#), [Engineering](#)...
- [Social Science](#)  
[Anthropology](#), [Sociology](#), [Economics](#)...
- [Society and Culture](#)  
[People](#), [Environment](#), [Religion](#)...

[What's New](#) - [Weekly Picks](#) - [Today's Web Events](#) - [Yahoo! Internet Life](#)  
[Yahoo!igans! for Kids](#) - [Visa Shopping Guide](#) - [Yahoo! Style](#) - [3D Stock Viewer](#)

**World Yahoos** [Australia & NZ](#) - [Canada](#) - [Denmark](#) - [France](#) - [Germany](#) - [Japan](#) - [Korea](#)  
[Norway](#) - [SE Asia](#) - [Sweden](#) - [UK & Ireland](#)

**Yahoo! Metros** [Atlanta](#) - [Austin](#) - [Boston](#) - [Chicago](#) - [Dallas / Fort Worth](#) - [Los Angeles](#)  
[Get Local](#) [Miami](#) - [Minneapolis / St. Paul](#) - [New York](#) - [S.F. Bay](#) - [Seattle](#) - [Wash D.C.](#)

Smart Shopping with

[How to Suggest a Site](#) - [Company Info](#) - [Openings at Yahoo!](#) - [Contributors](#) - [Yahoo! How-To](#)

GOOGLE WASN'T  
ALWAYS SO  
DOMINANT.  
Yahoo! anyone?

@THCapper

**THERE ARE MANY QUERIES  
WHERE YOU DON'T NEED TO SEE  
A WEBSITE.**

@THCapper

# IF YOU WANT TO KNOW... THE WEATHER



14 °C | °F

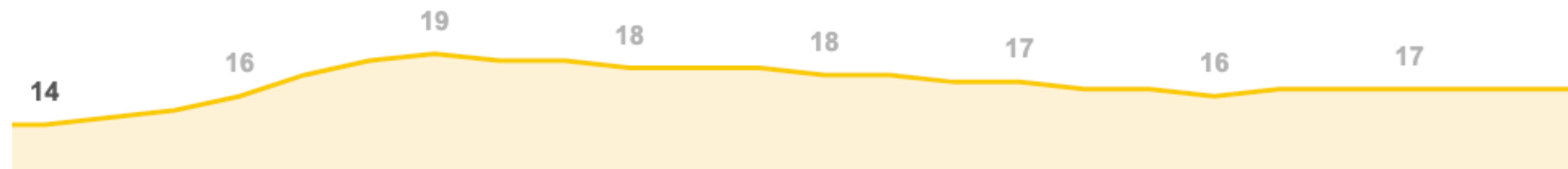
Precipitation: 4%  
Humidity: 87%  
Wind: 19 km/h

Newbury, UK  
Sunday 6:00 a.m.  
Mostly cloudy

Temperature

Precipitation

Wind



7 a.m.

10 a.m.

1 p.m.

4 p.m.

7 p.m.

10 p.m.

1 a.m.

4 a.m.

Sun



20° 14°

Mon



21° 14°

Tue



22° 14°

Wed



18° 13°

Thu



19° 12°

Fri



19° 11°

Sat



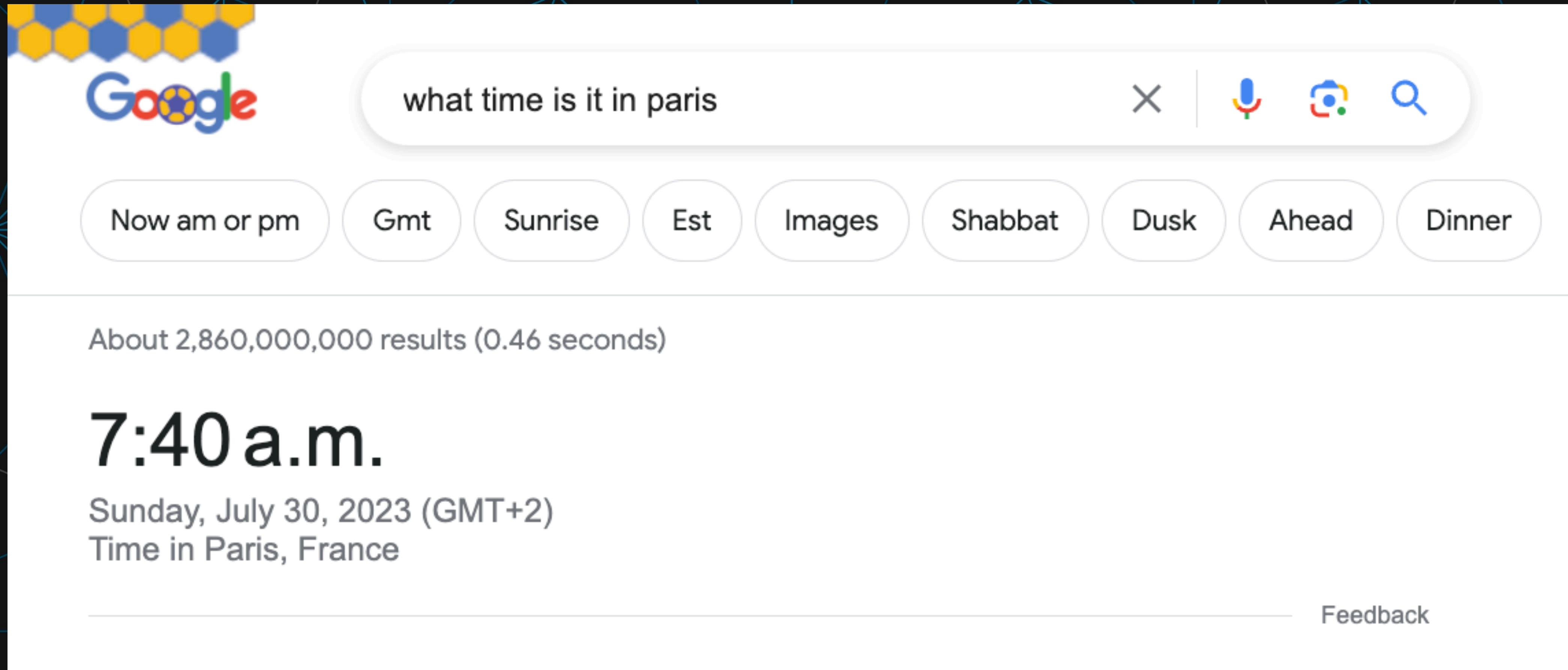
18° 12°

Sun



19° 11°

# IF YOU WANT TO KNOW... THE TIME SOMEWHERE ELSE



Google

what time is it in paris

Now am or pm Gmt Sunrise Est Images Shabbat Dusk Ahead Dinner

About 2,860,000,000 results (0.46 seconds)

**7:40 a.m.**

Sunday, July 30, 2023 (GMT+2)  
Time in Paris, France

Feedback

# IF YOU WANT TO KNOW... A CURRENCY CONVERSION

500 United States Dollar equals



+ Follow

## 389.23 Pound

## sterling

Jul 30, 5:41 a.m. UTC · Disclaimer

500

United States Dollar ▼

389.23

Pound sterling ▼

1D

5D

1M

1Y

5Y

Max



[More about USD/GBP →](#)

[Feedback](#)

# IF YOU WANT TO KNOW... A DEFINITION

irascible :

Overview

Similar and opposite words

Usage examples

## Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)



i·ras·ci·ble

*adjective*

having or showing a tendency to be easily angered.  
"an irascible man"

**Similar:**

irritable

quick-tempered

short-tempered

bad-tempered

ill-tempered



Feedback

More definitions ▾

# IF YOU WANT TO KNOW... THE ANSWER TO A SIMPLE QUESTION

**Google** how old is vin diesel

Images News Wife Mom Son Dog In 2001 Shopping Videos All filters Tools SafeSearch

About 113,000,000 results (0.68 seconds)

Vin Diesel / Age

## 56 years

July 18, 1967

**Vin Diesel**  
American actor

Mark Sinclair, known professionally as Vin Diesel, is an American actor and film producer. One of the world's highest-grossing actors, he is best known for playing Dominic Toretto in the Fast & Furious franchise. [Wikipedia](#)

**Born:** July 18, 1967 (age 56 years), [Alameda County, California, United States](#)

**Partner:** [Paloma Jiménez](#) (2007–)

**Nationality:** American

**Siblings:** [Paul Vincent](#), [Samantha Vincent](#), [Tim Vincent](#)

**Full name:** Mark Sinclair

**Parents:** [Irving Vincent](#), [Delora Vincent](#)

People also search for

- Dwayne Johnson**  
51 years
- John Cena**  
46 years
- Michelle Rodriguez**  
45 years

Feedback

**GOOGLE CARES ABOUT THE  
SEARCHER EXPERIENCE.**

@THCapper



# GOOGLE CARES ABOUT THE SEARCHER EXPERIENCE.

Because their business depends on it.

@THCapper

TECH

# We sat in on an internal Google meeting where they talked about changing the search algorithm — here's what we learned

PUBLISHED MON, SEP 17 2018 • 10:30 AM EDT | UPDATED TUE, SEP 18 2018 • 8:17 PM EDT



**Jillian D'Onfro**  
@JILLIANILES

SHARE

**KEY POINTS**

- How does Google's search actually work? The answer is both simple and complicated, demonstrable and secret.
- Every time it tweaks its algorithm, it tests the changes with a group of "search quality raters."
- The decision process is predictably data-driven.

**Fast Money Halftime Report** [WATCH LIVE](#)

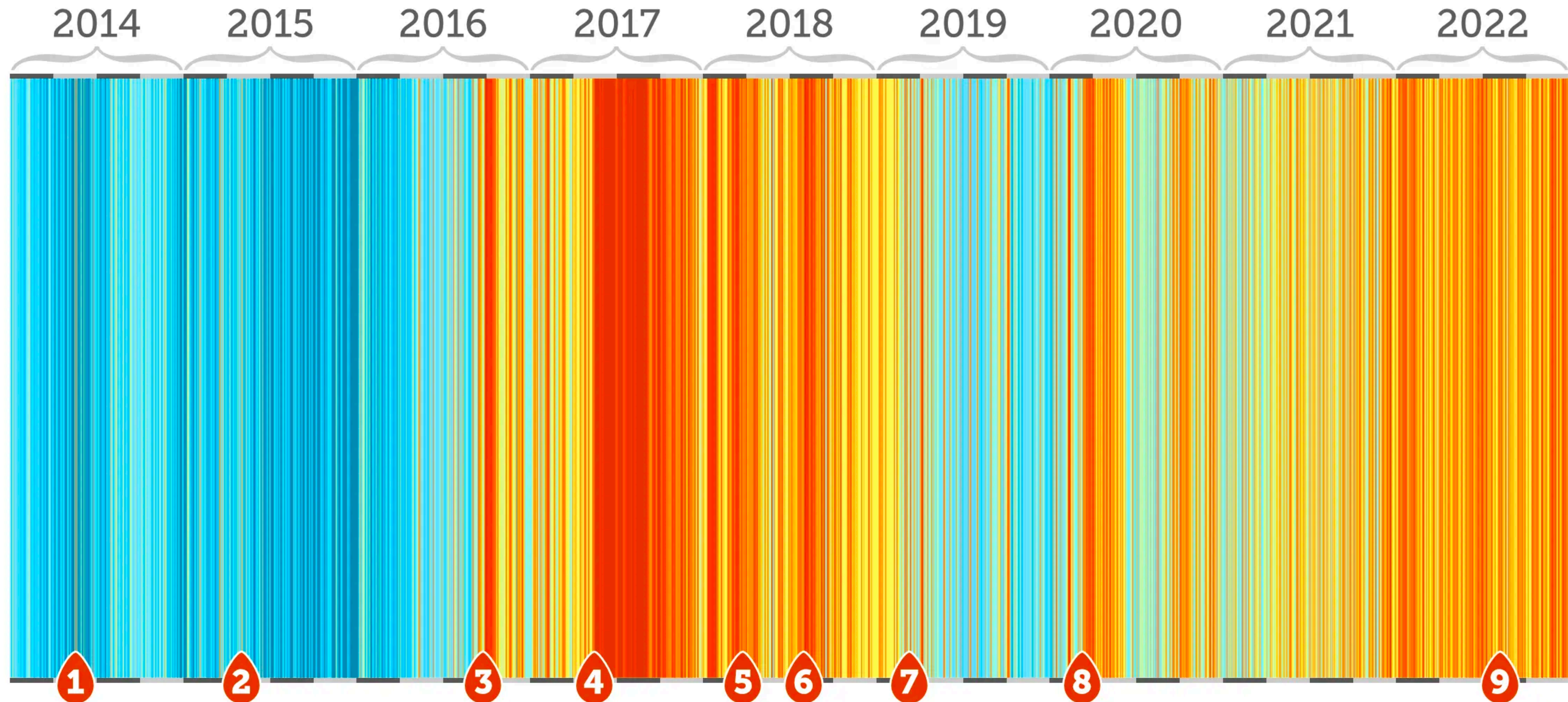
UP NEXT | **The Exchange** 01:00 pm ET [Listen](#)

**TRENDING NOW**



Here are the side effects to expect from your omicron-specific Covid

# Google Algorithm Temperatures (2014–2022)



- 1 Panda 4.0/#26 (95°)
- 2 Quality Update (92°)
- 3 Penguin 4.0/R-T (113°)

- 4 Unknown Update (114°)
- 5 Mobile-first Index (104°)
- 6 Medic/Core Update (114°)

- 7 March 2019 Core (101°)
- 8 COVID Pandemic (104°)
- 9 Data Center Fire (124°)



■ <58° ■ 58°-65° ■ 65°-72° ■ 72°-79° ■ 79°-86° ■ 86°-93° ■ 93°-100° ■ >100°

**GOOGLE MAKES ALGORITHM  
CHANGES TO RETAIN USERS &  
MAINTAIN A COMPETITIVE EDGE.**

@THCapper

**MORE USERS KEPT IN THE  
GOOGLE SEARCH ECOSYSTEM IS  
GOOD FOR THE SEO INDUSTRY.**

@THCapper

**WHAT'S GOOD FOR SEARCH  
ENGINES IS GOOD FOR SEOS.**

@THCapper

**FOR MANY USE CASES, THERE  
ARE BETTER TOOLS THAN  
WEB SEARCH.**

Like ChatGPT.

@THCapper

# GOOGLE NEEDS TO RETAIN USERS, NOT BE BETTER THAN CHATGPT





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**HOW WELL IS THIS  
WORKING OUT?**

@THCapper

Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

The image shows three search result cards. The first card is titled 'EVERY KID OUTDOORS' and 'Kids & Youth - Bryce Canyon National Park...'. The second card is titled 'Arches National Park vs Bryce...' and 'Sampling...'. The third card is titled 'Visiting Bryce Canyon National Park...' and 'Gopetfriendl...'. Each card has a small icon at the bottom left.



what's better for a family with kids under 3 and a dog, bryce canyon or X



Converse

Shopping

Images

Videos

News

Maps

Books

Flights

Finance

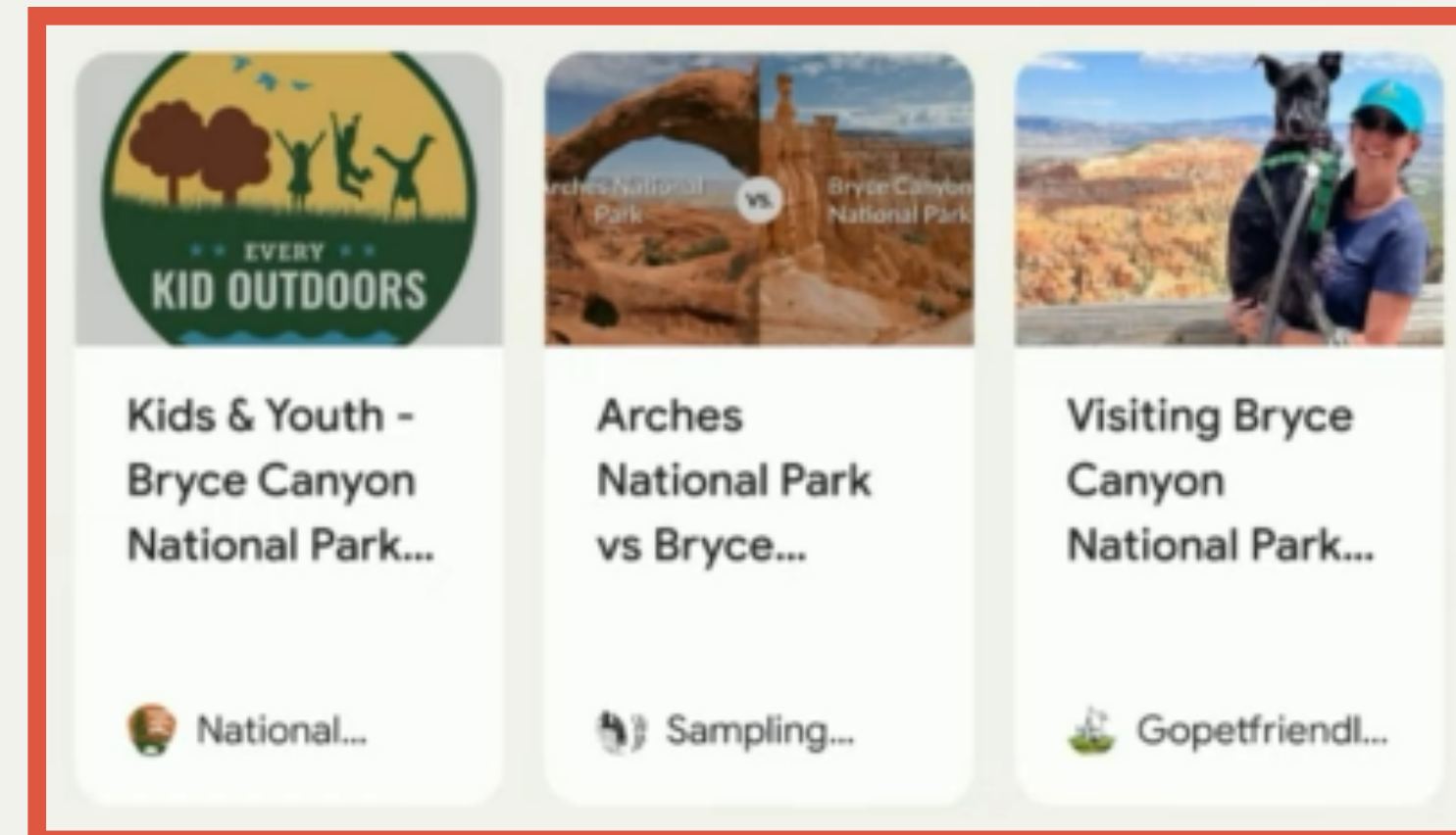
Generative AI is experimental

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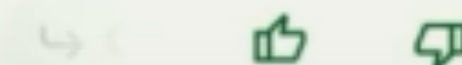


THESE ARE ORGANIC RESULTS

Ask a follow up

How long to spend at Bryce Canyon with kids?

How many days do you need in Arches National Park for kids?





what's better for a family with kids under 3 and a dog, bryce canyon or X



Converse

Shopping

Images

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News

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Books

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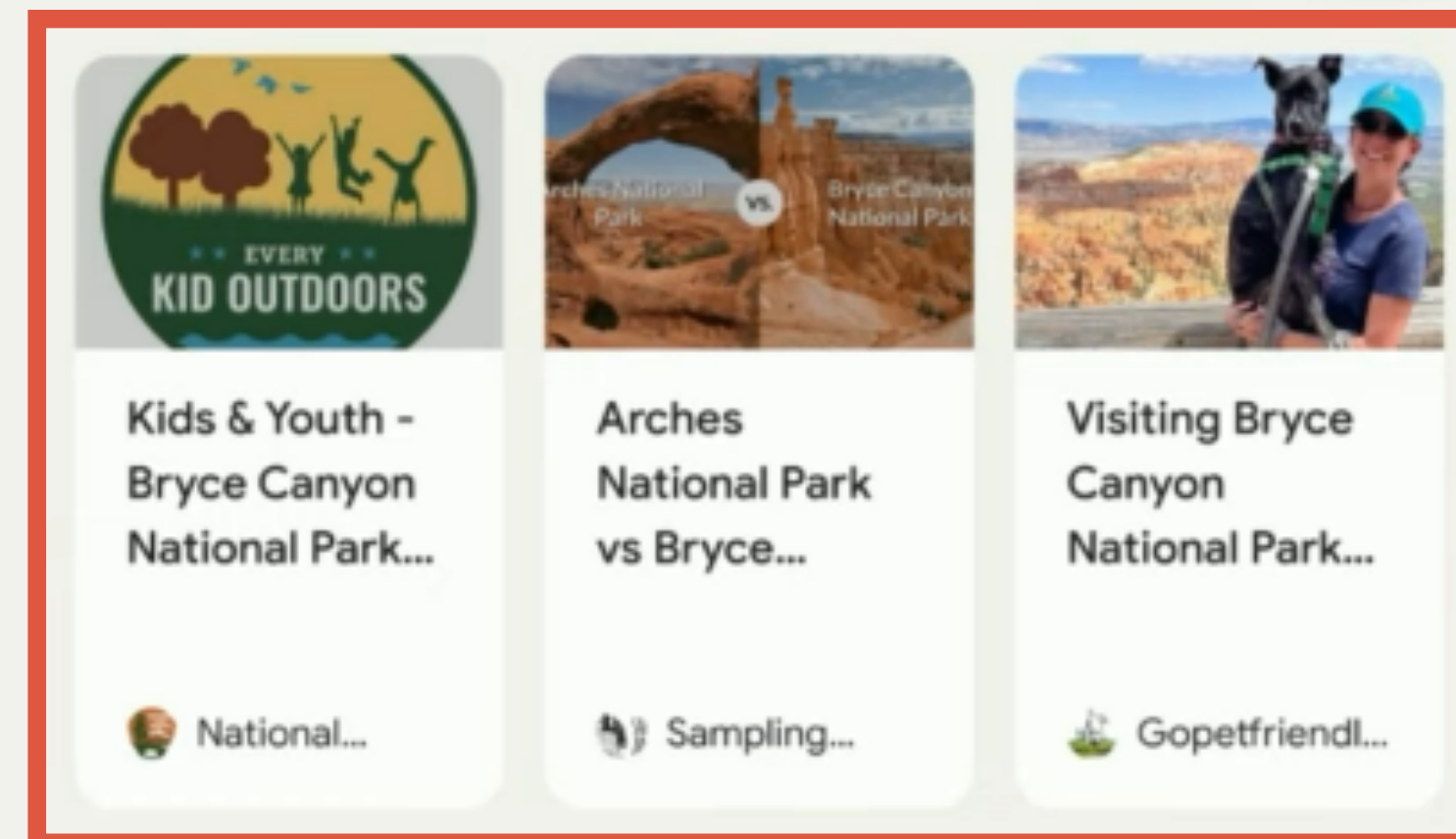
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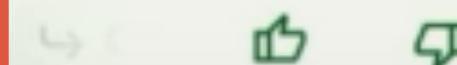


THESE ARE ORGANIC RESULTS

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THESE ARE "PEOPLE ALSO ASK" QUESTIONS



what's better for a family with kids under 3 and a dog, bryce canyon or X



- Converse
- Shopping
- Images
- Videos
- News
- Maps
- Books
- Flights
- Finance

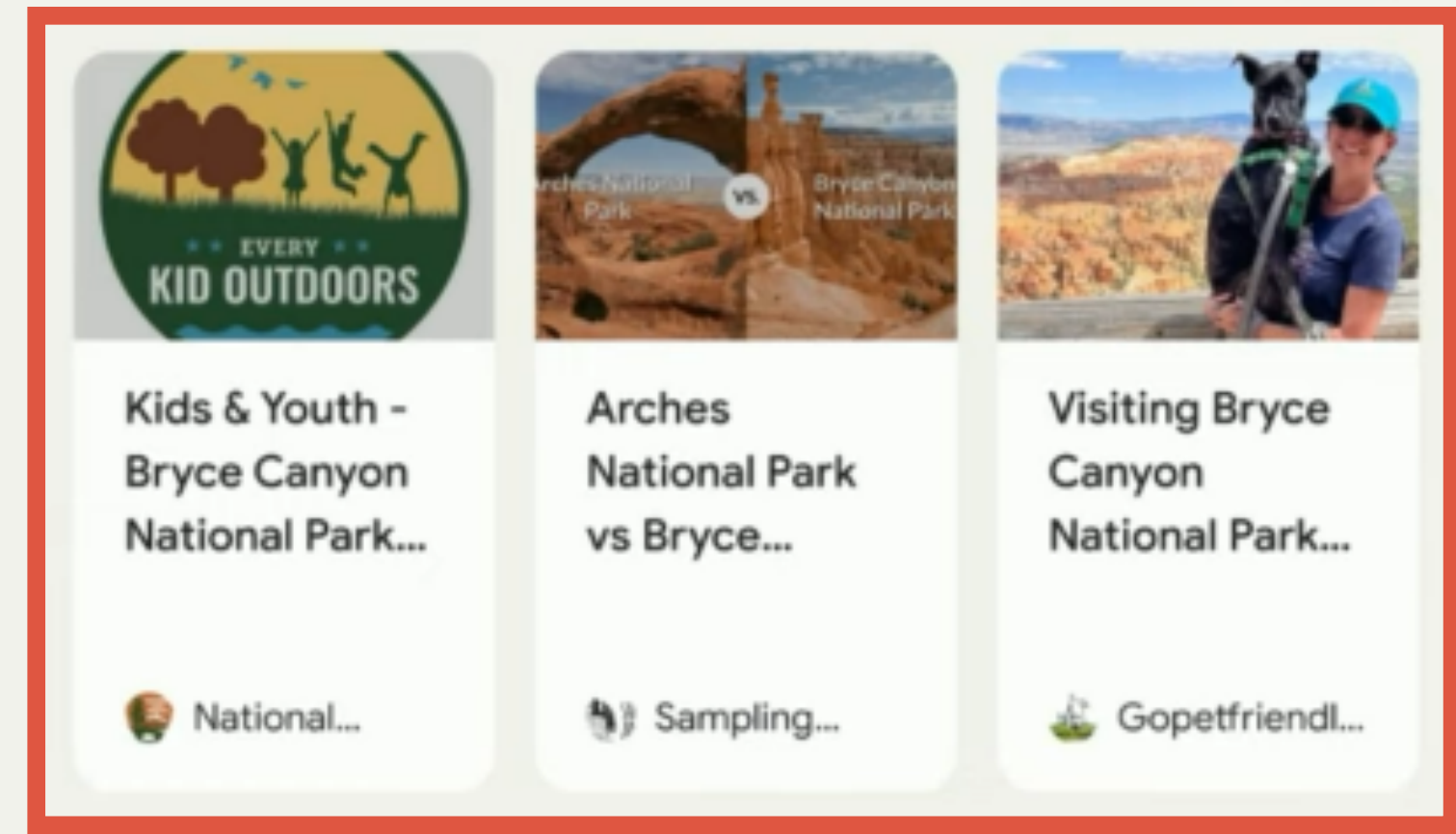
Generative AI is experimental

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THESE ARE ORGANIC RESULTS

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- How long to spend at Bryce Canyon with kids?
- How many days do you need in Arches National Park for kids?

THESE ARE "PEOPLE ALSO ASK" QUESTIONS

THIS IS LARGE

 Generative AI is experimental




Both Bryce Canyon and Arches National Parks are family-friendly.

DETAIL/CITATION VIEW



**Arches National Park...**  
Arches National Park is considered more family-friendly.  
Samplingamerica.com

Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.



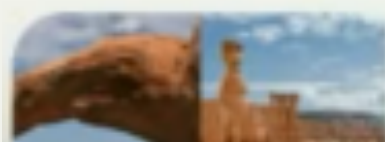
**Visiting Bryce Canyon...**  
At Bryce Canyon, leashed pets can join you on all...  
gopetfriendly.com

**Regulations – Arches National Park**  
You may not take a pet on any hiking trails.  
You may have your pet with you in the...  
nps.gov



**Pets – Bryce Canyon...**  
Pets are only permitted on paved surfaces in the par...  
nps.gov

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls.



**Arches National Park...**



# SOME STATS

@THCapper

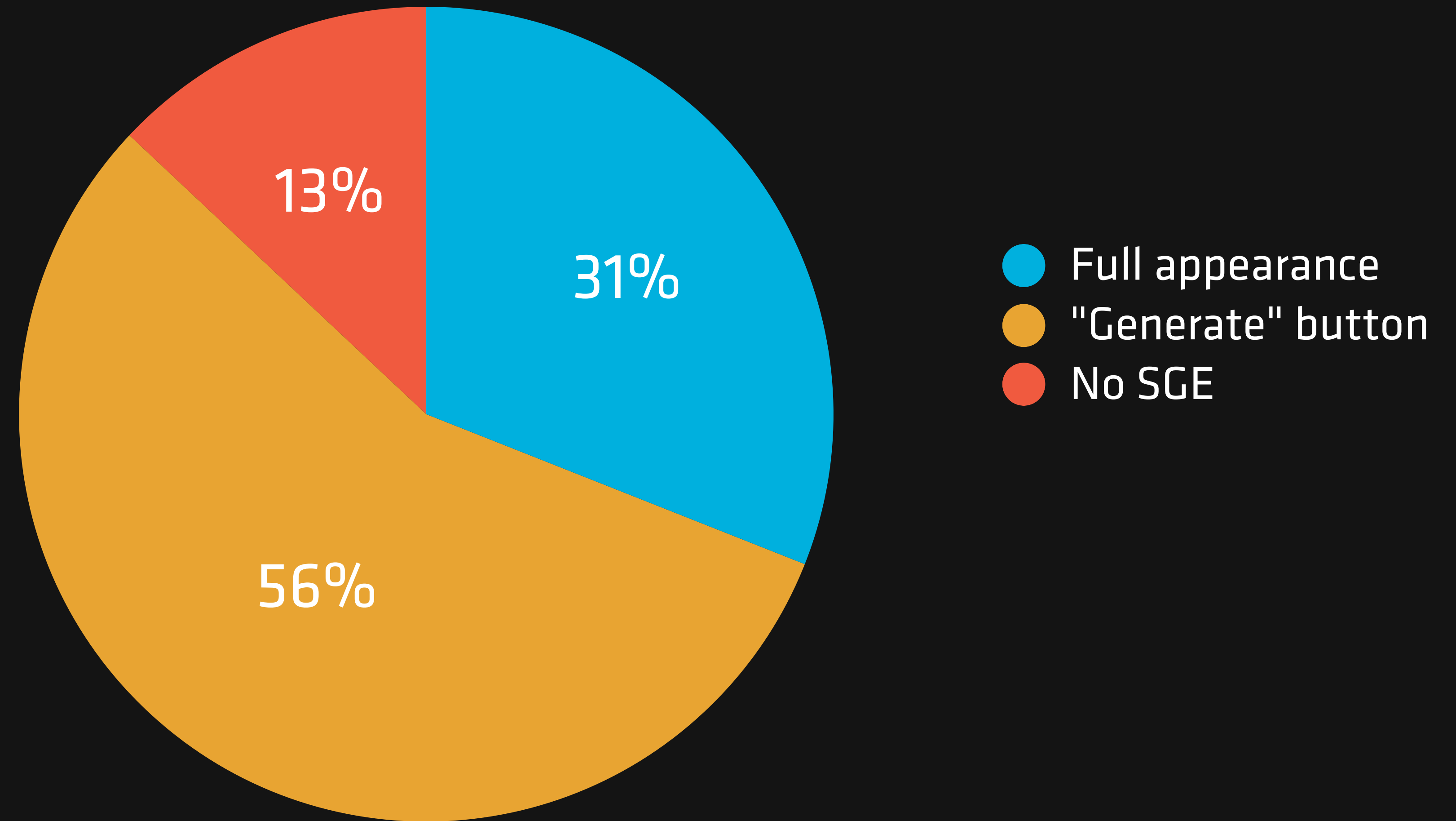


# THE RESEARCH DETAILS:

- Top MozCast keywords from each vertical
- Tracked in a suburban US location
- 100 SERPs in total

@THCapper

# GOOGLE NOW SHOWS SGE BY DEFAULT LESS THAN 33% OF THE TIME




# SGE APPEARANCE HAS DECREASED SIGNIFICANTLY.

Perhaps to save costs.

@THCapper

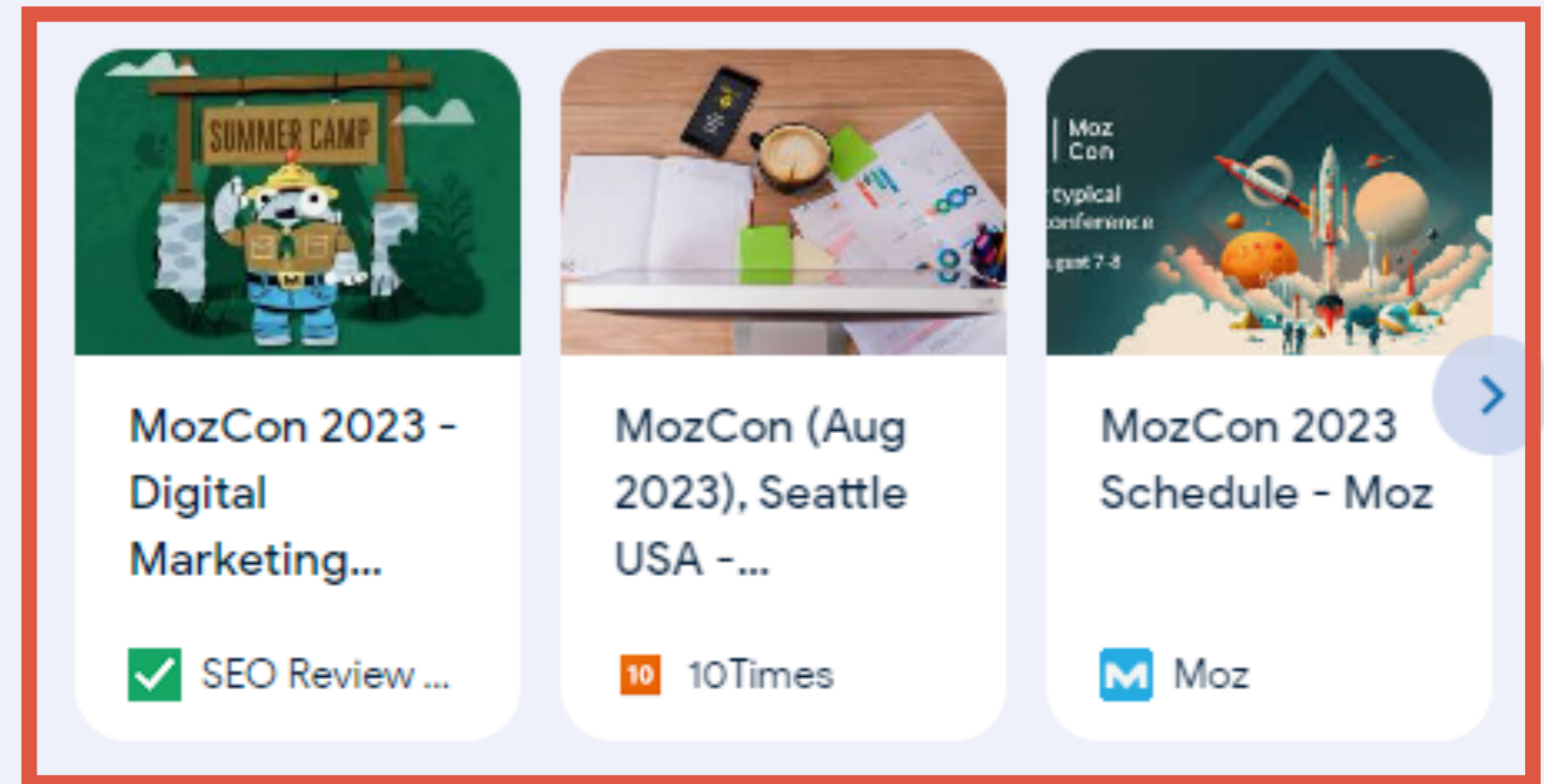
# LINKS IN THE SGE

 Generative AI is experimental. Info quality may vary.

MozCon is an SEO and digital marketing conference that will be held August 7–9, 2023 at the Washington State Convention Center in Seattle. The conference will feature a lineup of speakers and actionable content.

MozCon will cover topics such as the latest ranking factors, algo updates, ChatGPT, E-E-A-T, and TikTok.

Moz is a Seattle-based software as a service (SaaS) company that offers inbound marketing and marketing analytics software subscriptions. Moz offers more than 55 SEO tools to help businesses and individuals improve search rankings, drive traffic, and get customers.



A screenshot of three search results for MozCon 2023. The first result is from 'SEO Review ...' with a green checkmark icon. The second result is from '10Times' with an orange '10' icon. The third result is from 'Moz' with a blue 'M' icon. Each result includes a thumbnail image and a title. The thumbnails show a cartoon character at a summer camp, a desk with a laptop and papers, and a rocket launch. The titles are 'MozCon 2023 - Digital Marketing...', 'MozCon (Aug 2023), Seattle USA - ...', and 'MozCon 2023 Schedule - Moz'. A red box highlights the entire search results area.

[Ask a follow up](#)

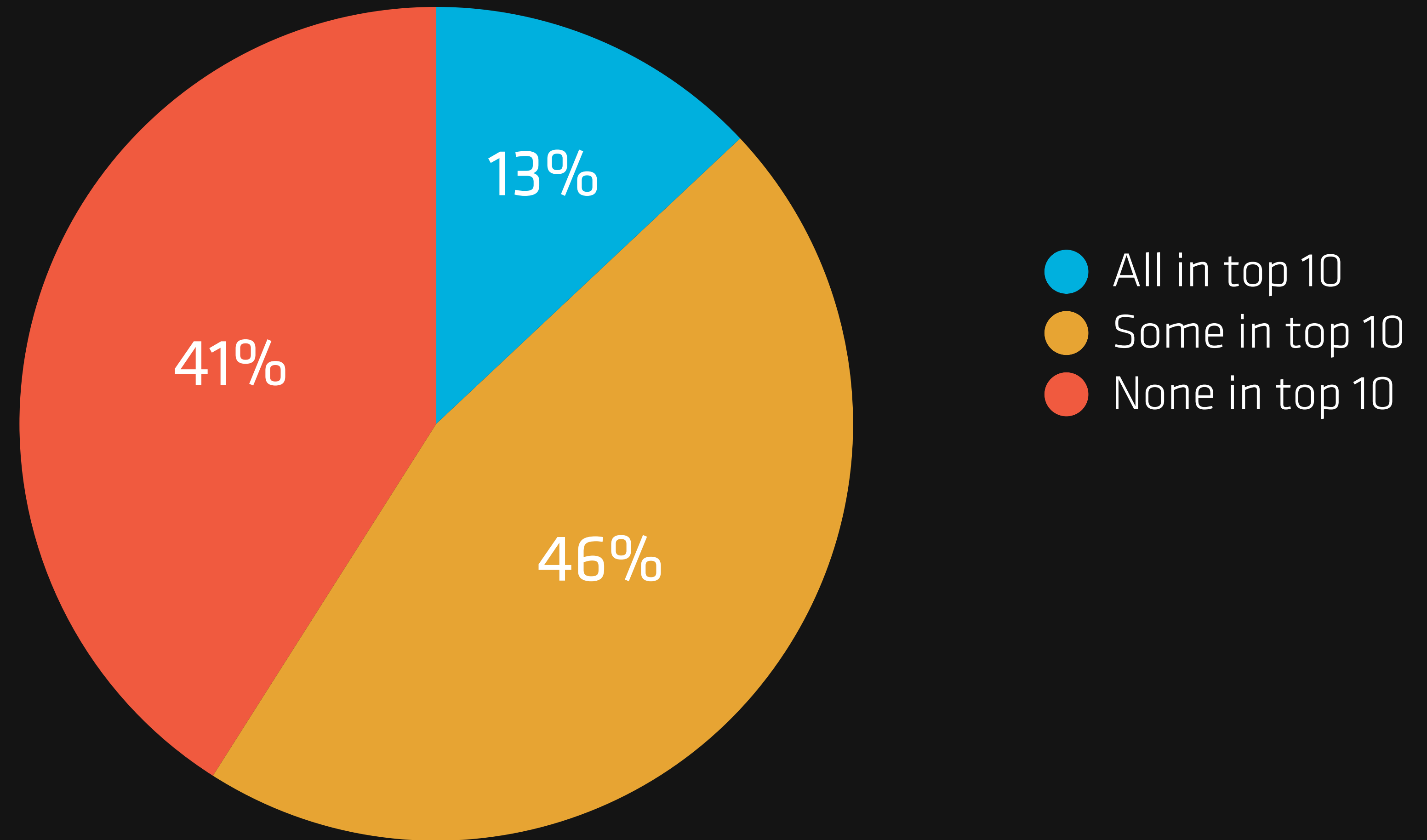
[What is the purpose of Moz.com?](#)

[Where does Moz come from?](#)

[Is Moz free?](#)



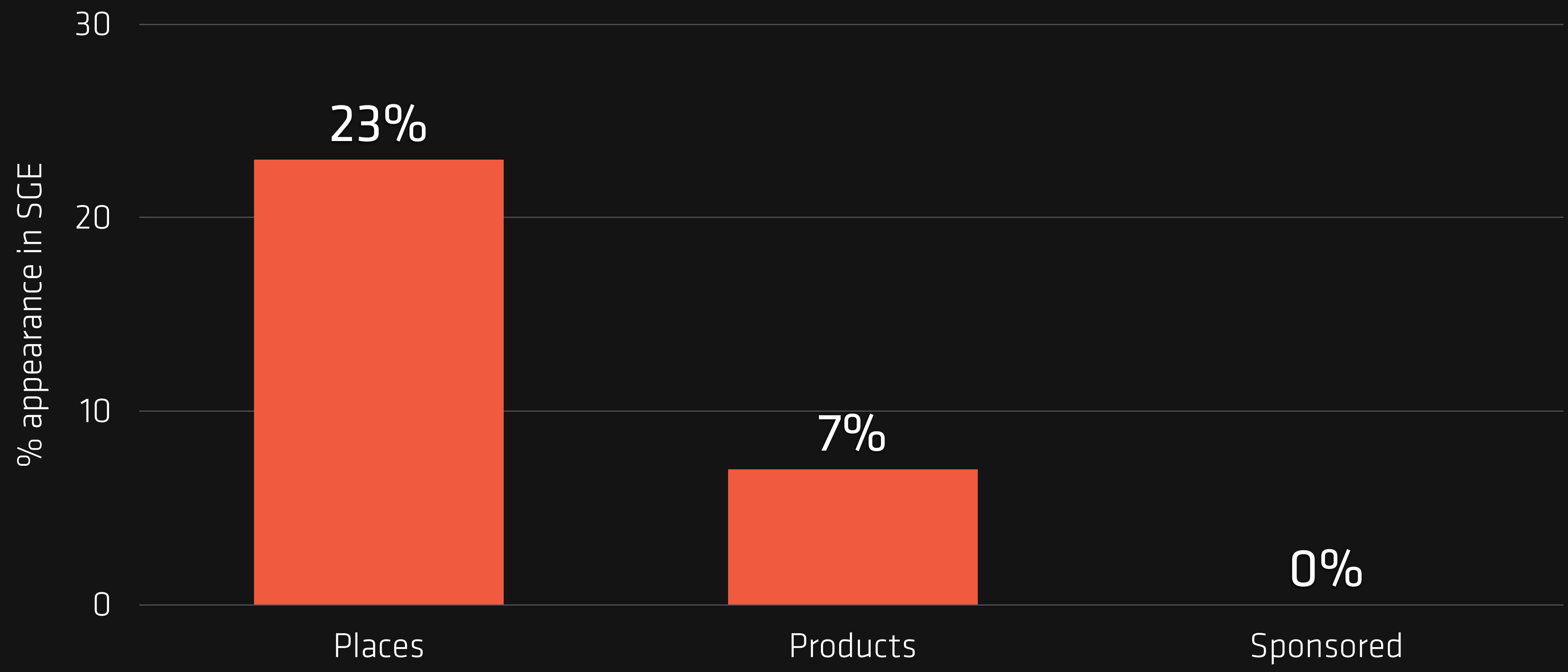
# MOST SITES IN THE SGE DO NOT APPEAR IN THE TOP 10 ORGANIC RESULTS



**SGE RANKING DOES NOT APPEAR  
TO BE BUILT ON ORGANIC  
RANKING.**

@THCapper

# SGES MOSTLY CONTAIN RAW TEXT OR FEATURES ALREADY ON THE SERP



# SGE “ASK A FOLLOW UP” LOOKS A LOT LIKE A SERP “PEOPLE ALSO ASK”




Generative AI is experimental. Info quality may vary.


MozCon is an SEO and digital marketing conference 7–9, 2023 at the Washington State Convention Center. The conference will feature a lineup of speakers and activities.


MozCon will cover topics such as the latest ranking updates, ChatGPT, E-E-A-T, and TikTok.


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## People also ask :

What do you use Moz for? 

Where does Moz come from? 

Is Moz free? 

What is the meaning of Moz website? 

Feedback

↳ Ask a follow up

↳ What is the purpose of Moz.com?

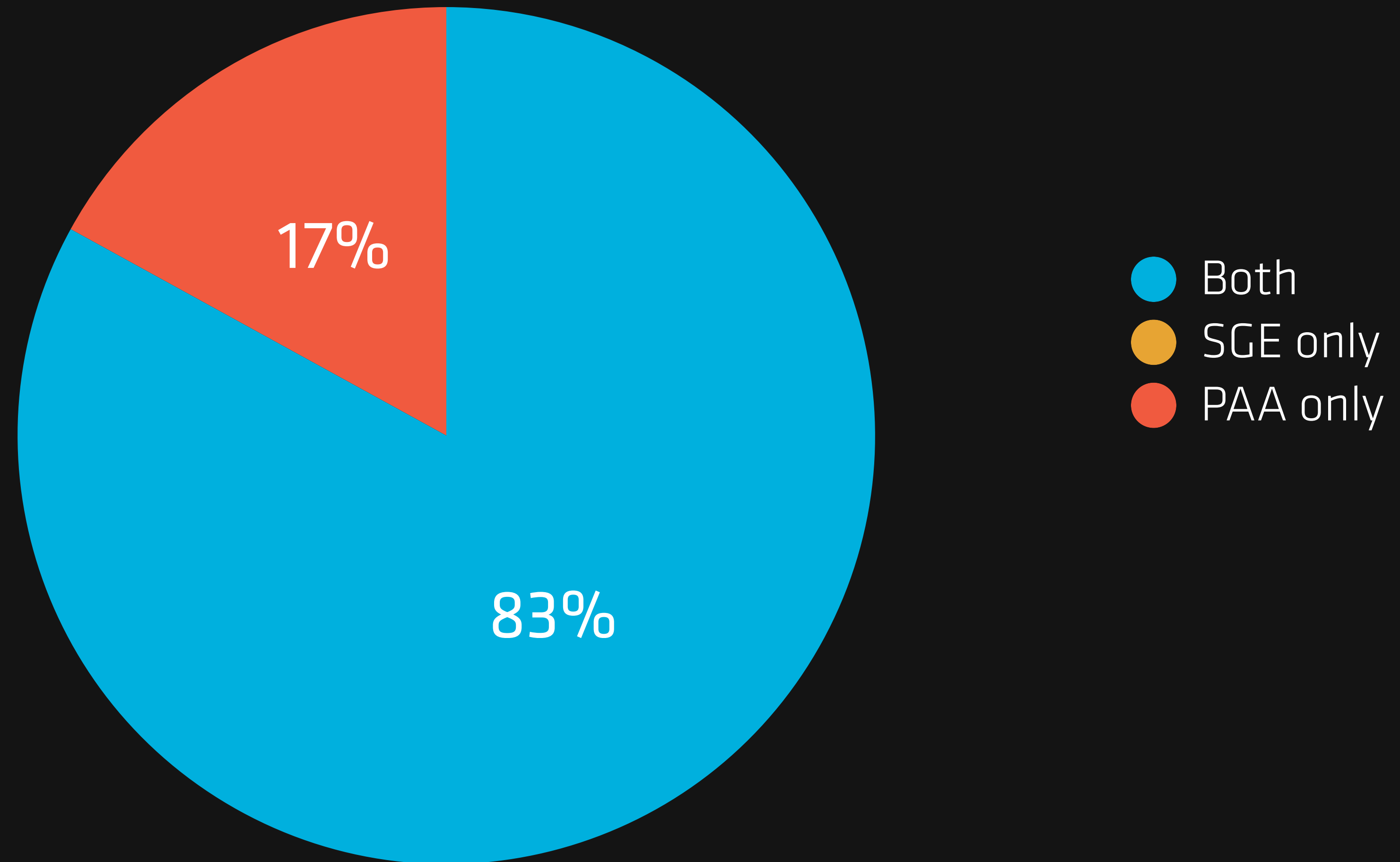
↳ Where does Moz come from?

↳ Is Moz free?







# MOST SERPS HAVE BOTH THE SGE “FOLLOW UP” & “PEOPLE ALSO ASK” FUNCTIONALITY




# Let's play "spot the problems"

 Generative AI is experimental. Info quality may vary.


There are many coffee shops near Mozcon, including drive-thru chains, coffeehouses with baked goods, and other top options:

- 


**Scooter's Coffee**  
4.3 ★ (55)  
Coffee shop  
Coffeyville

Chain serving espresso and other coffee drinks, plus smoothies and pastries
- 

**Terebinth Coffee House ...**  
4.8 ★ (117)  
Coffee shop  
Coffeyville

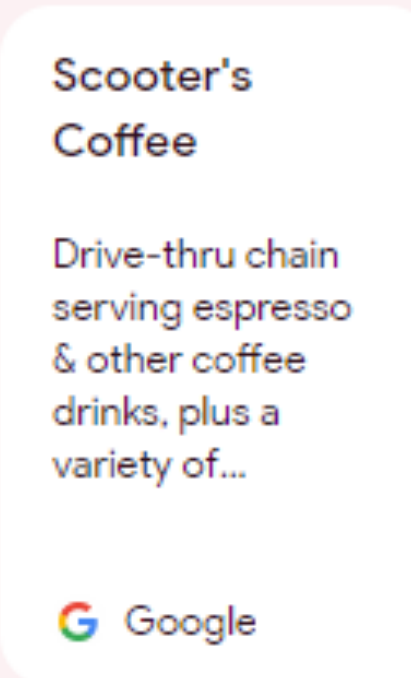
Coffee and sandwich shop with its own line of beans, plus light bites
- 

**Best coffee**  
**Mudhouse Coffee Spring...**  
4.7 ★ (1.5K)  
Coffee shop  
Downtown Springfield

Coffeehouse with a long list of beverages, baked goods, soup, and sandwiches
- 


**Best coffee**  
**Oddly Correct Coffee Bar**  
4.6 ★ (822)  
Coffee shop  
Manheim Park

Rustic-chic coffeehouse with its own line of beans, plus espresso drinks and light bites




**Scooter's Coffee**  
Drive-thru chain serving espresso & other coffee drinks, plus a variety of...

Google



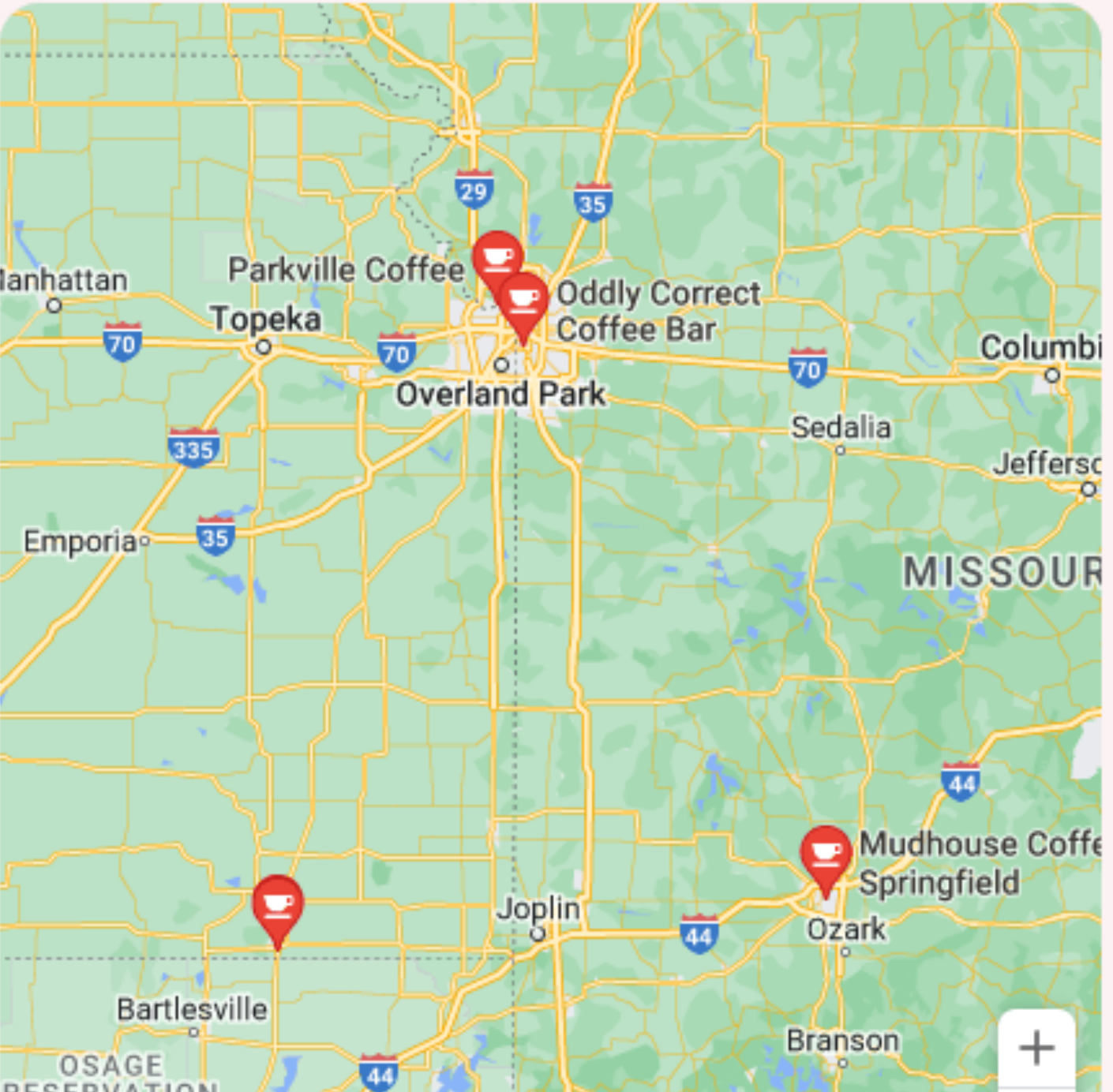
**Terebinth Coffee House...**  
Coffee shop that has an average rating of 4.8 based on 117 reviews. Located at 232 W...

Google

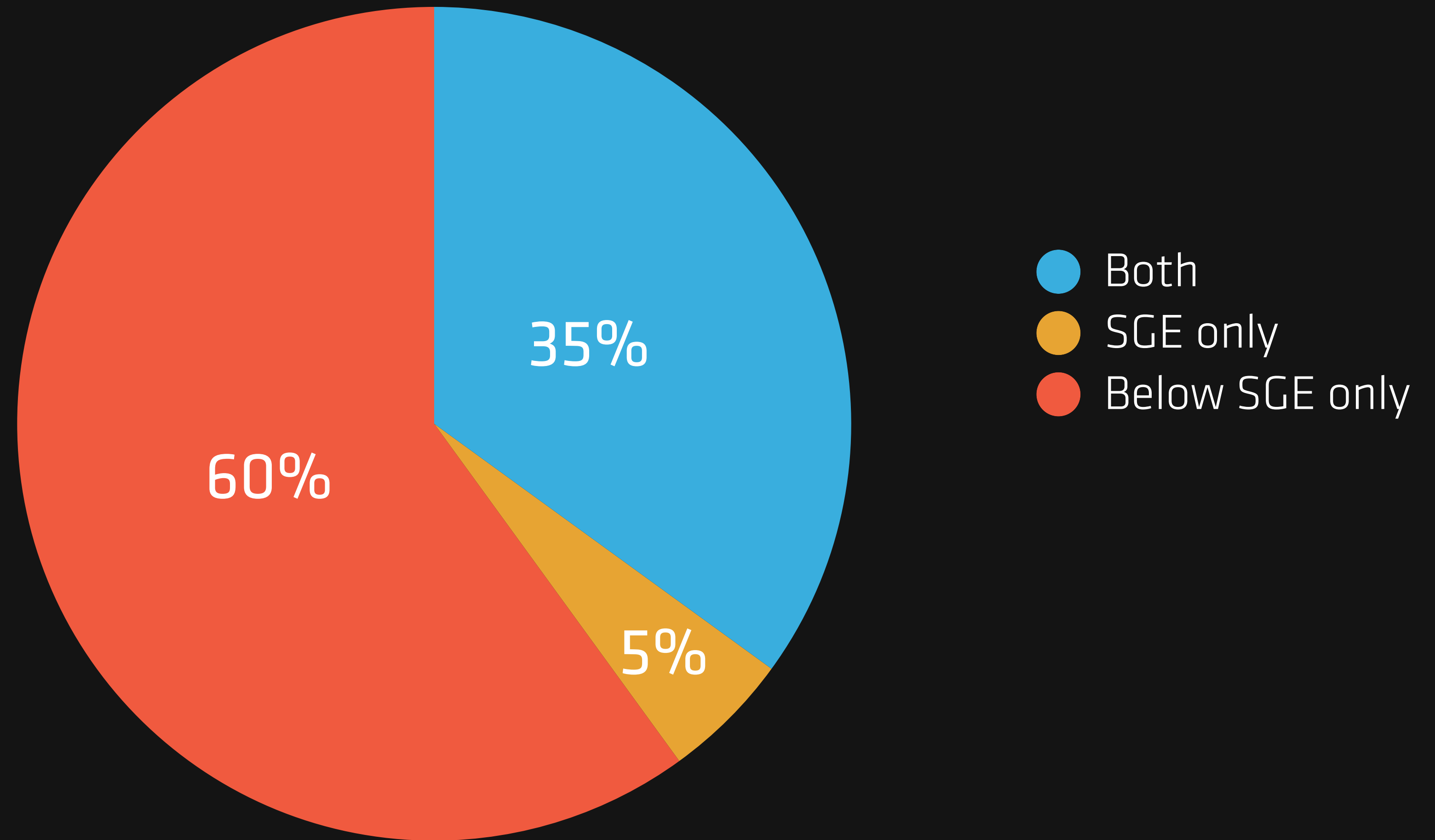


**The 12 Coolest Coffee Shops in Missouri!**

Missouri



# MAPS ALSO OFTEN APPEAR BOTH IN THE SGE & BELOW IT

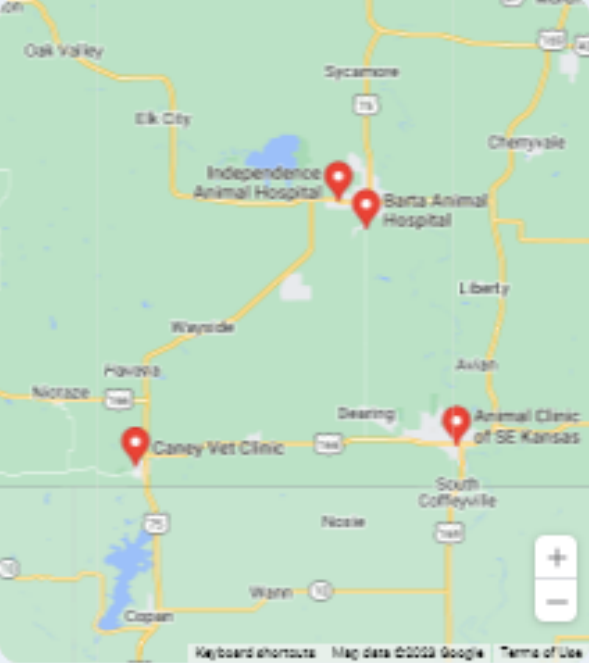


Search results for "veterinarian" in the Independence, Kansas area. The results include:

- Independence Animal Ho...**: Located at 2403 West Main Street, Independence, KS 67301, this animal hospital and veterinarian has an average customer rating of 4.8/5 from 263 reviews.
- Barta Animal Hospital**: Located at 1861 South 10th Street, Independence, KS 67301, this animal hospital and pet boarding service has an average customer rating of 4.7/5 from 307 reviews.
- Caney Vet Clinic**: Located at 501 North Wood Street, Caney, KS 67333, this veterinarian has an average customer rating of 4.7/5 from 121 reviews.
- Animal Clinic of S.E. Kans...**: Located at 413 West 11th Street, Coffeyville, KS 67337, this veterinarian has an average customer rating of 4.5/5 from 187 reviews.
- Dr. Hailey Mueller Veterin...**: This veterinarian has an average customer rating of 5.0/5 from 52 reviews.

Generative AI is experimental. Info quality may vary.

There are many veterinarians in the Independence, Kansas area, including ones with high customer ratings, ones that offer pet boarding, and others:



Ask a follow up: What do veterinarians do? Why is veterinary a good career? What is the job growth for a veterinarian?

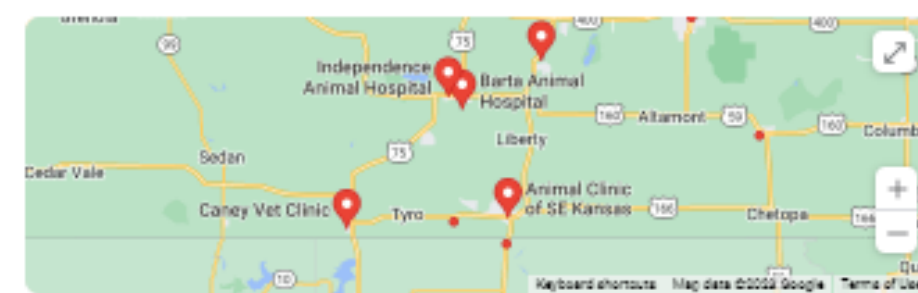
Veterinarians treat the injuries and illnesses of pets and other animals with a variety of medical equipment, including surgical tools and x-ray and ultrasound machines. They provide treatment for animals that is similar to the services a physician provides to humans.



Bureau of Labor Statistics (gov)  
<https://www.bls.gov/ooh/healthcare/veterinarians>

Veterinarians : Occupational Outlook Handbook

#### Businesses



#### Veterinarian

Occupation

A veterinarian is a medical professional who practices veterinary medicine. They manage a wide range of health conditions and injuries in non-human animals. Wikipedia

Median pay (annual): 100,370 USD (2021)

Median pay (hourly): 48.26 USD (2021)

Entry level education: Doctoral or professional degree

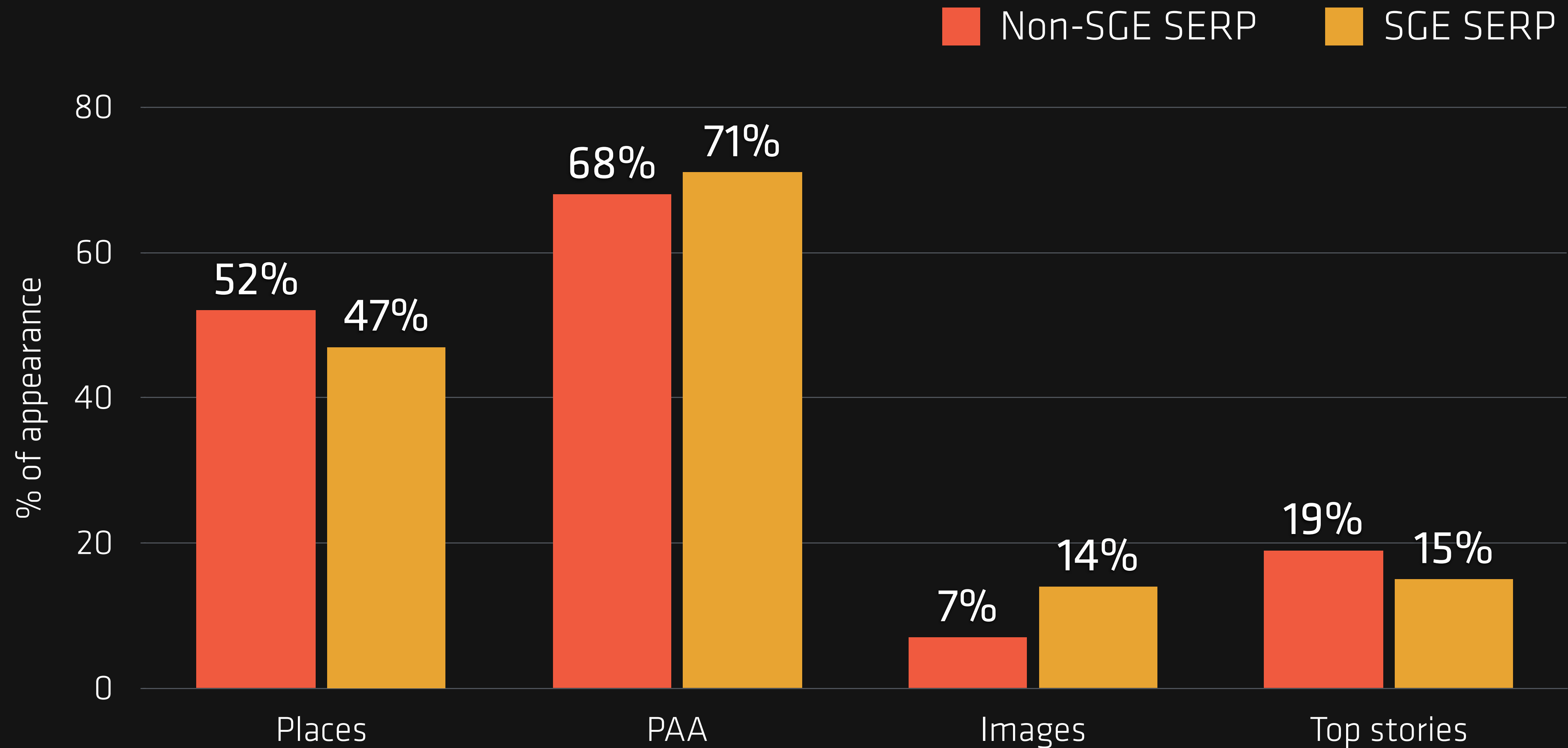
Projected 10-year growth: 19% (2021)

Number of jobs: 78,300 (2014)

THIS IS HOW BAD  
 SGE CAN GET.  
 And it's not atypical.

@THCapper

# CONTENT BENEATH THE SGE IS BROADLY THE SAME AS IT EVER WAS



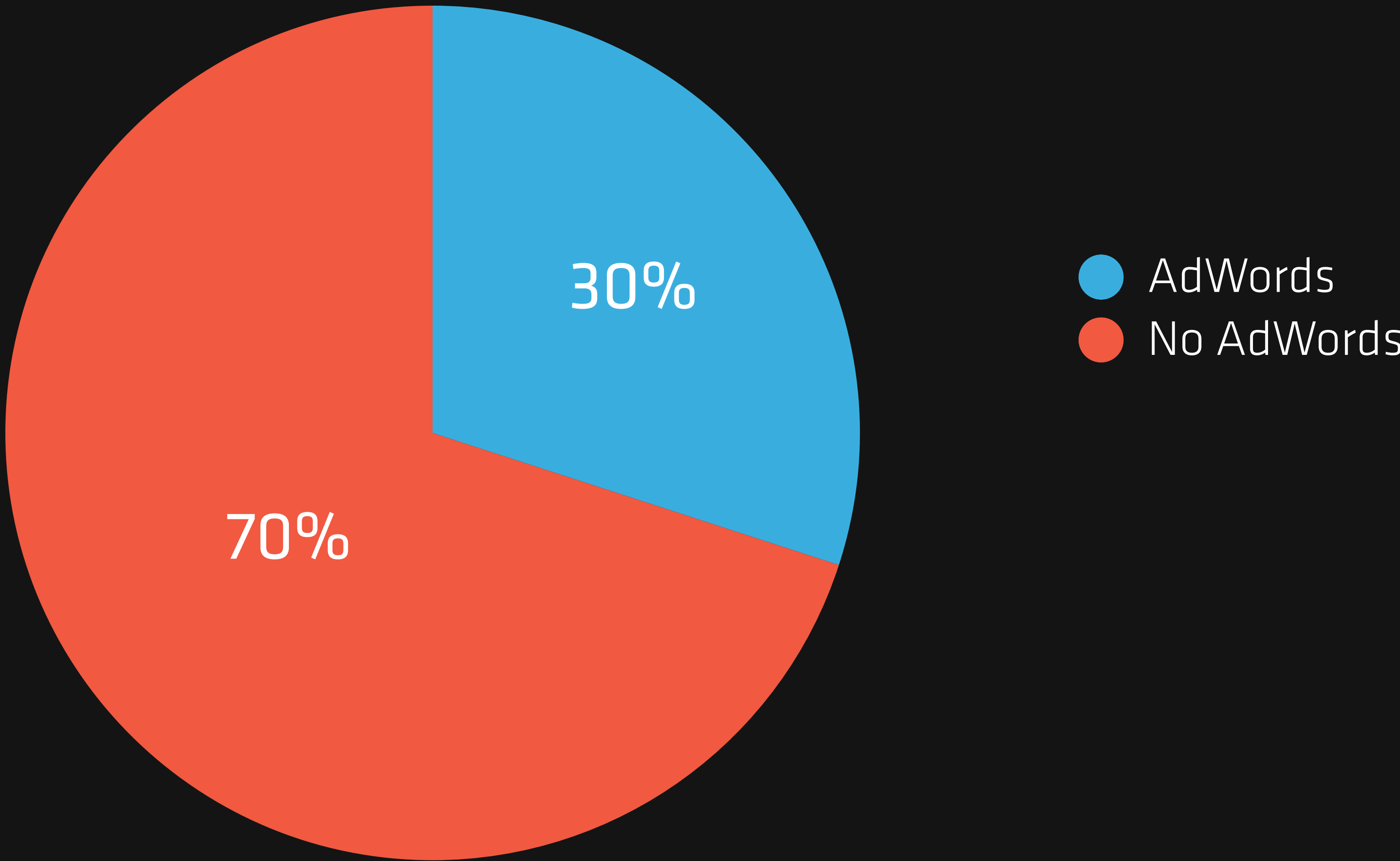
**SGE WAS BUILT IN A RUSH.**

@THCapper

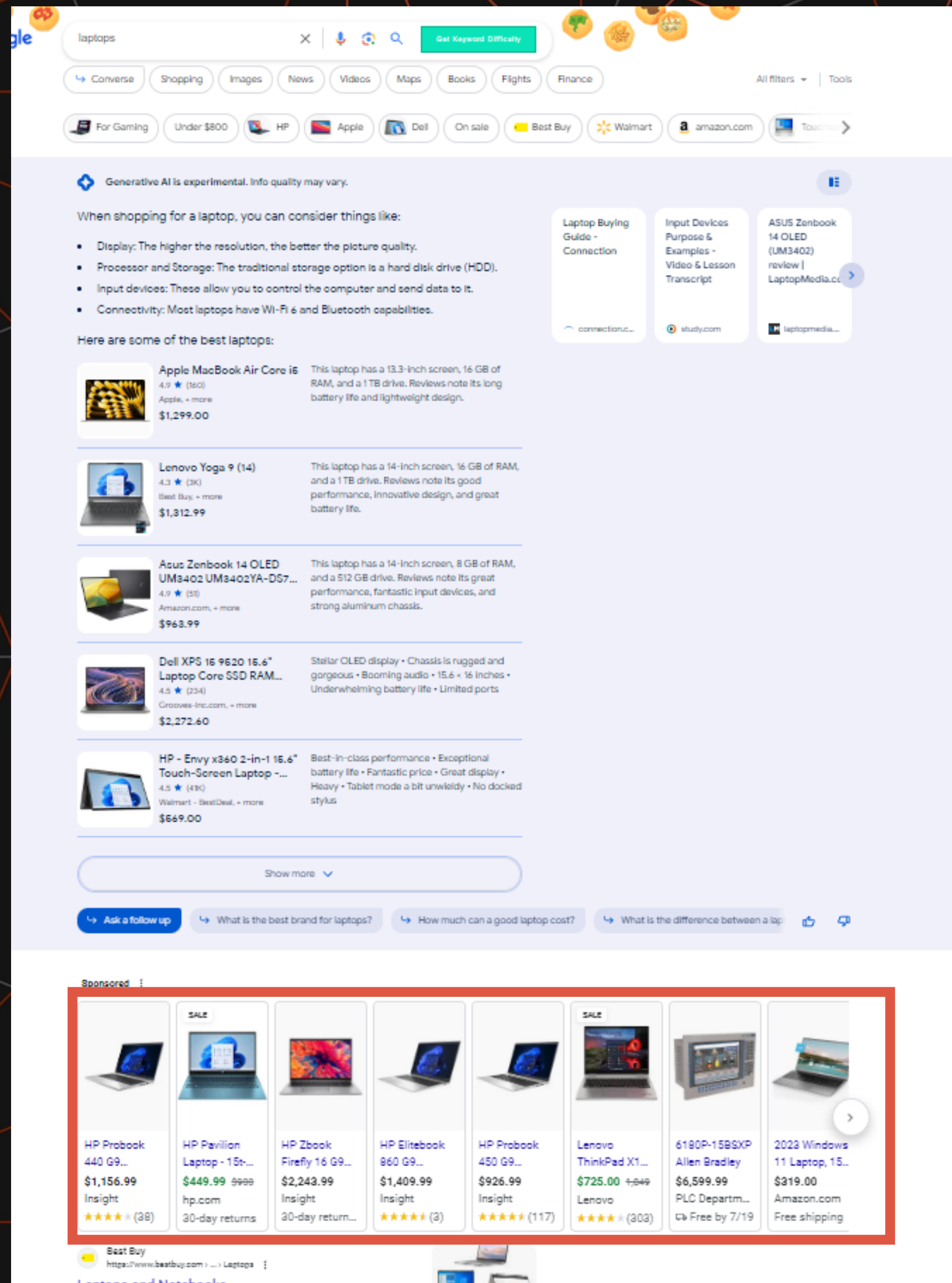
**SGE WAS AFFIXED TO THE TOP OF  
THE SERP, WITH LITTLE  
CONSIDERATION TO WHAT'S  
BENEATH IT.**

@THCapper

# ONLY 30% OF SGE SERPS ARE MONETIZED & THE ADS ARE NEVER IN THE SGE ITSELF







WHEN ADS ARE PRESENT, THEY'RE PUSHED WAY DOWN.

This can't be commercially viable for Google.

@THCapper

**FLAWED OR OTHERWISE, THIS  
COULD REPRESENT GOOGLE'S  
DIRECTION.**

@THCapper

# THERE ARE LIMITS TO A VIABLE GOOGLE SERP:

- Legal
- UX
- Commercial

@THCapper



# LEGAL LIMITATIONS

@THCapper

# FEATURED SNIPPETS CAUSED QUITE A LEGAL STIR

## Controversy over Google Featured Snippets stealing publisher traffic reignites

Google said it will take feedback into consideration.

[Barry Schwartz](#) on February 25, 2019 at 1:34 pm | Reading time: 5 minutes

This weekend, Google responded to complaints about a form of featured snippet that does not immediately show the source of the content. Instead, it requires a searcher to click to expand the featured snippet and then scroll through various sources to see the publisher sources. The controversy around featured snippets and publishers is not new but it reignited with this result format.

**The controversial featured snippet.** Zippy.com founder Cyrus Shepard posted a screen shot on [Twitter](#) of a "Found on the web" card of snippets:



# FEATURED SNIPPETS CAUSED QUITE A LEGAL STIR

## Controversy over stealing published

Google said it will take feedback

Barry Schwartz on February 25, 2019 at 1:34 pm

This weekend, Google responded to criticism by immediately showing the source of the featured snippet and then scrolling through the controversy around featured snippets.

The controversial featured snippet. [Screenshot on Twitter](#) of a "Found on the web" card.



seeds with highest omeg

ALL

IMAGES

NEWS

SEJ - News

## European News Lose Google Snippets Per French Law



SEJ STAFF

Roger Montti

October 21, 2019 - 2 min read

173  
SHARES

2.2K  
READS

## European News Sites



# FEATURED SNIPPETS CAUSED QUITE A LEGAL STIR

## Controversy over stealing published

Google said it will take feedback

Barry Schwartz on February 25, 2019 at 1:34 pm

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The controversial featured snippet. [Twitter](#) of a "Found on the web" card



Google

seeds with highest omega

ALL IMAGES NEWS

SEJ - News

## European News Snippets Per



SEJ STAFF

Roger Montti

October 21, 2019 - 2 min read

REUTERS

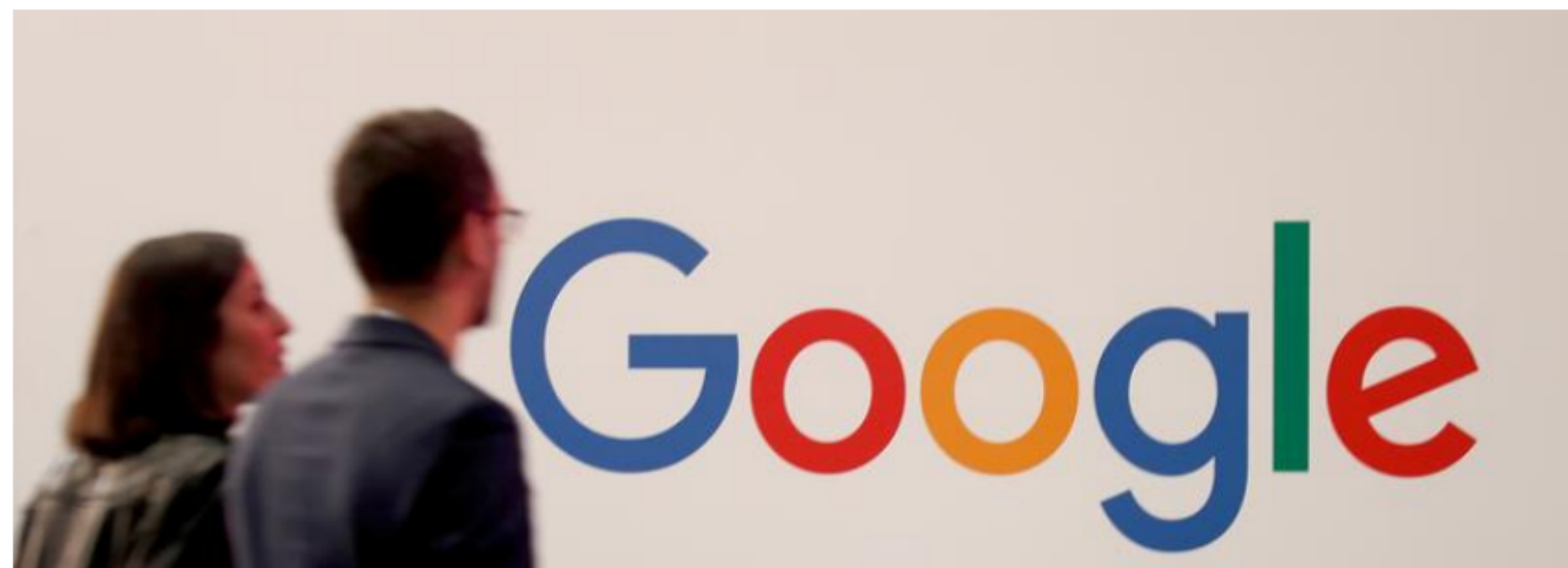
World Business Markets Breakingviews Video More

TECHNOLOGY NEWS SEPTEMBER 25, 2019 / 1:07 PM / UPDATED 4 YEARS AGO

## Google to stop showing news snippets for French users

By Reuters Staff

2 MIN READ



# FEATURED SNIPPETS CAUSED QUITE A LEGAL STIR

## Controversy over stealing published

Google said it will take feedback

Barry Schwartz on February 25, 2019 at 1:34 pm

This weekend, Google responded to controversy by immediately showing the source of the featured snippet and then scrolling through the controversy around featured snippets.

The controversial featured snippet. [Twitter](#) of a "Found on the web" card



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ALL IMAGES NEWS

SEJ - News

## European News Snippets Per



SEJ STAFF

Roger Montti

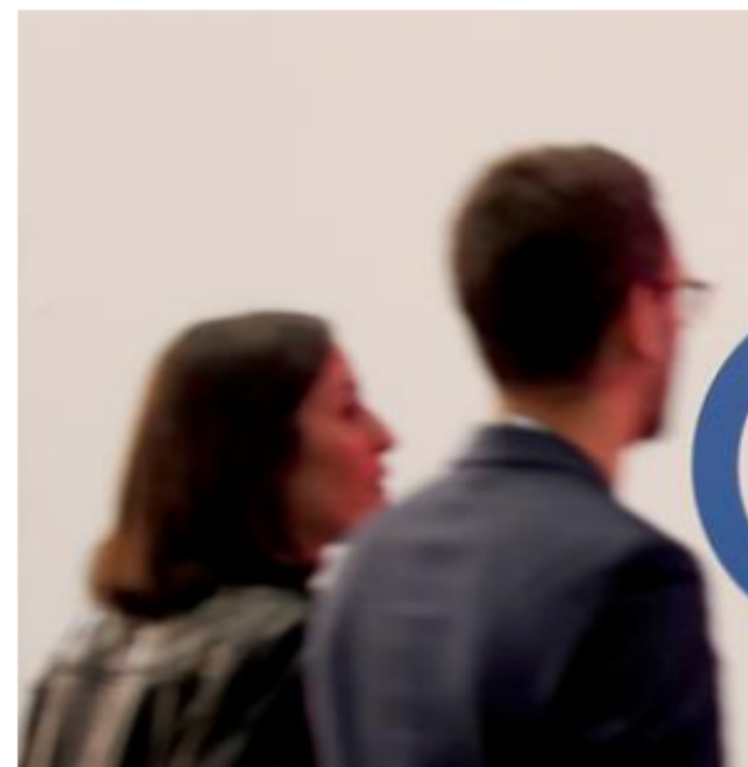
October 21, 2019 - 2 min rea



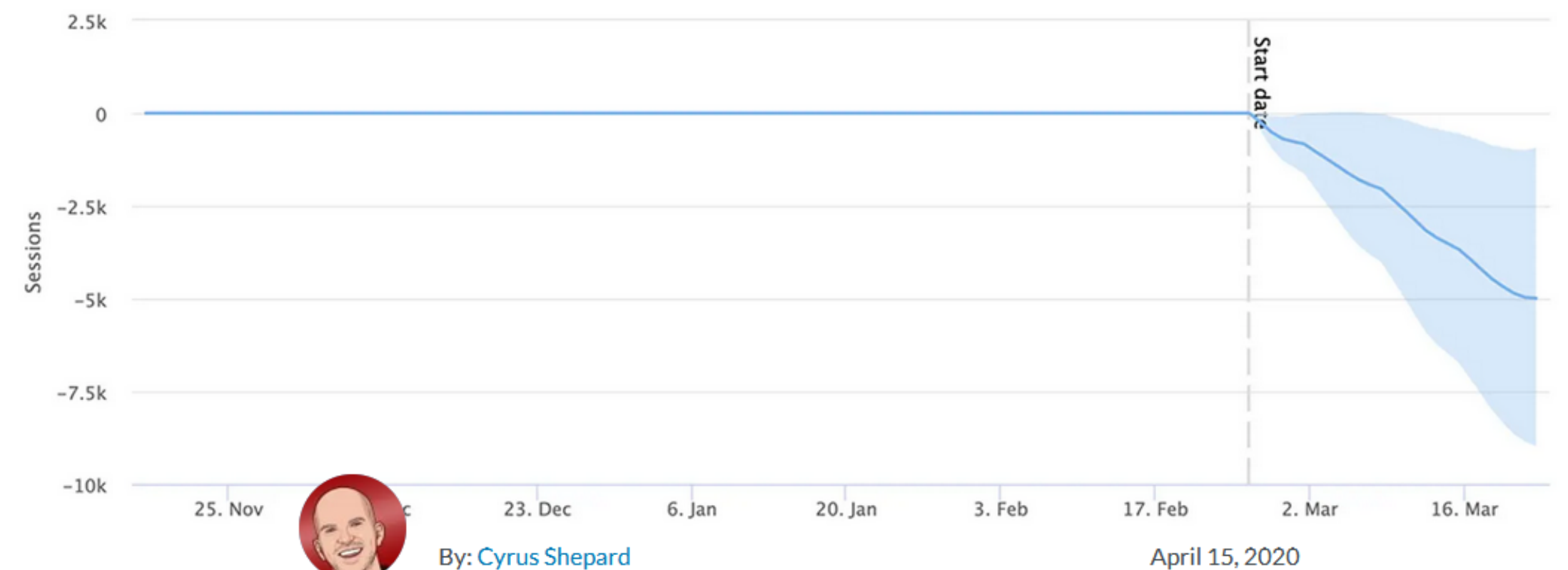
TECHNOLOGY NEWS SEPT

## Google to s French use

By Reuters Staff



World Business Markets Breakingviews Video More



By: Cyrus Shepard

April 15, 2020

## Opting Out of Google Featured Snippets Led to 12% Traffic Loss [SEO Experiment]

Advanced SEO | Search Engines | Technical SEO

The author's views are entirely their own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Everyone wants to win Google featured snippets. Right?

At least, it used to be that way. [Winning the featured snippet](#) typically meant extra traffic, in part because Google showed your URL twice: once in the featured snippet and again in regular search results. For publishers, this was known as "double-dipping."

All that changed in January when Google [announced](#) they would de-duplicate search results to





# CHARGES OF PLAGIARISM & REVENUE LOSS ALSO PLAGUE SGE

## Plagiarism Engine: Google's Content-Swiping AI Could Break the Internet

By Avram Piltch published June 11, 2023

The Search Generative Experience seems more like a text-copying experience.

[f](#) [t](#) [e](#) [p](#) [r](#) [m](#) [c](#) Comments (19)



(Image credit: Shutterstock)

Artificial intelligence

+ Add to myFT

## AI and media companies negotiate landmark deals over news content

Google and OpenAI are discussing agreements to pay publishers over using content to train generative AI models

The New York Times

SUBSCRIBE FOR

A.I. and Chatbots > | Explore Milan With A.I. | Testing a Tutorbot | Chatbot Prompts to Try | A.I.'s Literary Skills | What Are the Dangers of A.I.? | Quiz

## OpenAI's Sam Altman Urges A.I. Regulation in Senate Hearing

The tech executive and lawmakers agreed that new A.I. systems must be regulated. Just how that would happen is not yet clear.

[Give this article](#) [Share](#) [Bookmark](#) [262](#)

for Government Regulation of Artificial Intelligence

Senate Judiciary Committee via Reuters





# UX LIMITATIONS

@THCapper

# SGE IS OFTEN NOT HELPFUL



**Dr. Pete Meyers**

@dr\_pete

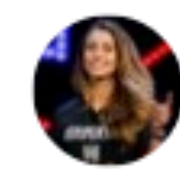


I think Google's core SGE problem is that the number of current queries that could genuinely benefit in interesting ways from AI/LLMs is <10%, but less than 10% doesn't wow shareholders. So, they've gotta slap it on anything except obvious YMYL stuff.

8:03 AM · Jun 7, 2023 · **2,370** Views

@THCapper

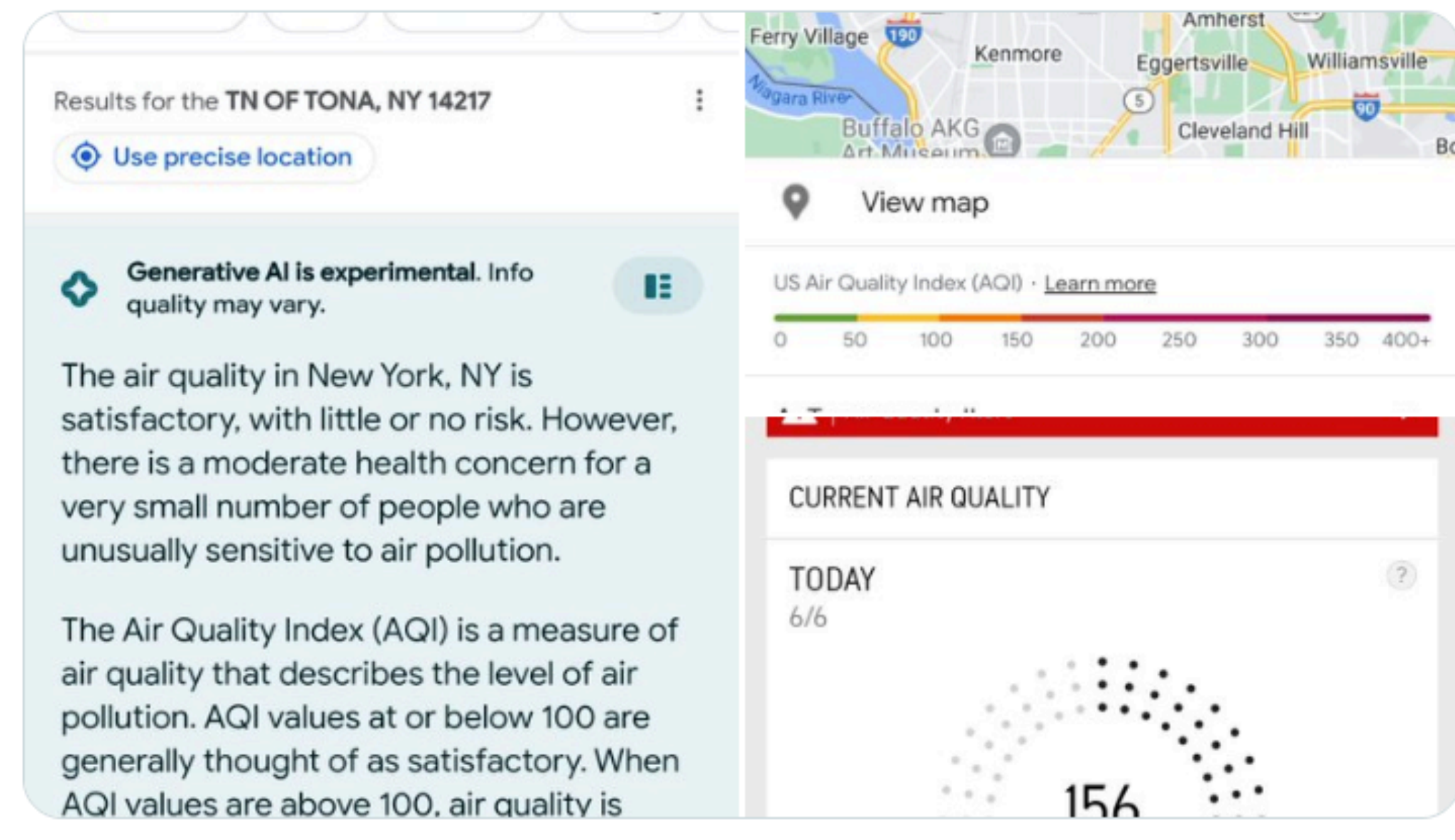
# SGE IS OFTEN NOT APPROPRIATE



**Britney Muller**   
@BritneyMuller

⚠️ Generative Search Experience shouldn't active for things like air quality (imo)

CC: @searchliaison



Results for the TN OF TONA, NY 14217

[Use precise location](#)

**Generative AI is experimental.** Info quality may vary.

The air quality in New York, NY is satisfactory, with little or no risk. However, there is a moderate health concern for a very small number of people who are unusually sensitive to air pollution.

The Air Quality Index (AQI) is a measure of air quality that describes the level of air pollution. AQI values at or below 100 are generally thought of as satisfactory. When AQI values are above 100, air quality is

US Air Quality Index (AQI) · [Learn more](#)

0 50 100 150 200 250 300 350 400+

**CURRENT AIR QUALITY**

TODAY  
6/6

156



Cyrus  
@CyrusShepard

Boiling eggs is easy, right?

These 15 point, Google AI-generated instructions for "how to boil eggs" includes cooking the eggs 5 different times for up to 60 minutes total. Yum yum yum.

Google search results for "how to boil eggs". The search bar shows "how to boil eggs" with filters for "Converse", "Videos", "Images", "How to make soft", "So they peel easily", "Time", "Long to", "Without cracking", and "On stove". A warning states "Generative AI is experimental. Info quality may vary." Below this, the text reads "Here are some instructions for boiling eggs:" followed by a list of 15 instructions. To the right of the instructions are three recipe cards: "How to Make Hard Boiled Eggs Recipe", "How to boil eggs | RecipeTin Eats", and "How to Boil Eggs (Perfect Every Time...)". At the bottom, there are follow-up questions: "Ask a follow up", "Do you boil the water first for boiled eggs?", "What is the best way to boil a lot of eggs?", and "Do eggs float when done?".

Generative AI is experimental. Info quality may vary.

Here are some instructions for boiling eggs:

- Place eggs in a pot and cover with cold water by 1 inch
- Bring to a boil, then cover the pot and turn off the heat
- Let the eggs cook, covered, for 9 to 12 minutes, depending on your desired doneness
- Transfer the eggs to a bowl of ice water and chill for 14 minutes
- Cook the eggs for 11 minutes for hard or six minutes for soft
- Lower the heat to the barest simmer
- Drain water and immediately run cold water over eggs until cooled
- Gently lower in fridge-cold eggs
- Lower the heat slightly
- Start the timer – 6 minutes for runny yolks, 8 minutes for soft boiled, 10 minutes for classic hard boiled, 15 minutes for unpleasant rubbery whites and powdery dry yolks
- Bring water to a boil first and then lower the eggs into the bath
- Gently lower the eggs using a strainer ladle, into the water
- Turn the heat down so it is a simmer, and simmer eggs for 15 minutes
- Once done, add the eggs to an ice bath for 5 minutes
- A boiling start for 30 seconds to a very gentle simmer for 13 minutes, then an ice bath at the end makes perfect, easy-to-peel hard-boiled eggs

How to Make Hard Boiled Eggs Recipe - ...  
Love and Le...

How to boil eggs | RecipeTin Eats  
RecipeTin Eats

How to Boil Eggs (Perfect Every Time...  
Lif Luna

Ask a follow up  
Do you boil the water first for boiled eggs?  
What is the best way to boil a lot of eggs?  
Do eggs float when done?

SGE IS OFTEN  
NOT RIGHT

@THCapper



Lily Ray 🙄

@lilyraynyc



I just can't wrap my mind around how this is helpful without clear linking to the sources. It's like clickbait but without the click.



recent news in new york



Converse

News

Videos

Images

Today



Generative AI is experimental. Info quality may vary.



Here are some recent news stories from New York:

- An Irish pub in Midtown closes after 43 years
- A woman dies in an early-morning fire at her home
- A drunk driver is charged after mowing down pedestrians in a busy neighborhood, killing one

**SGE IS OFTEN  
NOT SOURCED**

and can be a little click-  
baity.

@THCapper

# SGE JUST STARTED CITING SOURCES (SOMETIMES)

how much does it cost to charge an electric car? × 🔊 🖼️ 🔍

[↪ Converse](#) [Vs gas](#) [2023](#) [At Walmart](#) [Per month](#) [For one year](#) [Midsize](#) [Images](#) [In California](#) [All filters ▾](#) [Tools](#)


✦ Generative AI is experimental. Info quality may vary.

### Here are some average costs for charging an electric car:


Car: [Investopedia](#) [Edmunds](#), [+3 more](#)

- Commercial charger: Charging an EV at a commercial charger costs between \$10 and \$30 [Investopedia](#)
- Home: Charging an electric car at home with a Level 2 charger costs about \$15, assuming electricity costs \$0.23 per kWh [Edmunds](#)
- 200-mile range: Charging an EV with a 200-mile range costs about \$6 to reach a full charge [Alternative Fuels Data Center](#)
- 300-mile range: A full recharge for a 300-mile range requires 75-100 kWh and costs 10–14 [J.D. Power](#)
- Rapid charger: Most network rapid chargers cost 73p/kwh, which is about £22 for 30 minutes of charging [pod-point.com](#)


In general, it costs less per month to charge an electric vehicle than to fill up a gas-powered car. [Edmunds](#), [usatoday.com](#)



How Much Does It Cost to Charge an...  
Mar 7, 2023  
[Edmunds](#)



Cost of Charging an Electric Car - Pod Point  
Jun 30, 2023  
[pod-point.co...](#)



Charging Electric Vehicles at...  
[Alternative F...](#)

[↪ Ask a follow up](#) [↪ How much does it cost to charge an electric car for 300 miles?](#) [↪ Is charging an electric car cheaper than gasoline?](#) 🧪 👍 💬




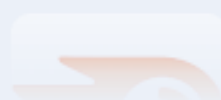
# AND LINKING OUT MORE

top SEO blogs

Converse 2023 For beginners Images Technical Videos WordPress Digital marketing News All filters Tools

Generative AI is experimental. Info quality may vary.

Here are some top SEO blogs:

-  **Search Engine Land**  
A trusted news source that updates readers on industry and algorithm changes
-  **Moz**  
A gold standard for SEO solutions and how-to articles
-  **Search Engine Journal**  
Offers news, guides, and how-tos for SEO and online marketing
-  **Semrush**

Show more

Ask a follow up Top seo blogs 2023 The Moz blog Best SEO website examples

28 Best SEO Blogs To Read in 2023 navenpillai.c...

Top 30 SEO Blogs Needs To Be Follow By... Infidigit

25 BEST SEO Blogs for All Niche Websit... Jul 25, 2023 nichepursuit...







# NOW IT'S EVEN MORE LIKE THE NON-SGE SERP

top SEO blogs

Converse 2023 For beginners Images Technical Videos WordPress

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A gold standard for SEO solutions and how-to articles
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Offers news, guides, and how-tos for SEO and online marketing
-  **Semrush**

Show more

Ask a follow up Top seo blogs 2023 The Moz blog Best SEO website examples










top seo blogs

For beginners 2023 Images Technical Videos WordPress Digital marketing News Books All filters Tools

About 36,800,000 results (0.40 seconds)

## SEO blogs

From sources across the web

 Search Engine Land	 Moz	 Search Engine Journal
 Semrush	 Yoast	 Ahrefs
 Brian Dean	 Search Engine Watch	 Search Engine Roundtable

15 more Feedback





# NOW IT'S EVEN MORE LIKE THE NON-SGE SERP EXCEPT IT COSTS GOOGLE MONEY

top SEO blogs

Converse 2023 For beginners Images Technical Videos WordPress

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Show more

Ask a follow up Top seo blogs 2023 The Moz blog Best SEO website examples










top seo blogs

For beginners 2023 Images Technical Videos WordPress Digital marketing News Books All filters Tools

About 36,800,000 results (0.40 seconds)

## SEO blogs

From sources across the web

 Search Engine Land	 Moz	 Search Engine Journal
 Semrush	 Yoast	 Ahrefs
 Brian Dean	 Search Engine Watch	 Search Engine Roundtable

15 more Feedback

# OLD BING VS. NEW BING SGE: ALREADY OVER?

Microsoft Bing search for "badgers" showing a rich snippet for "Badgers: The Mustelid Masters" with a video player, text description, and sources. The snippet is highlighted with a red border.

Microsoft Bing search for "badgers" showing a rich snippet for "Badgers: The Mustelid Masters" with a video player, text description, and sources. The snippet is highlighted with a red border.

**Badgers: The Mustelid Masters**  
Badgers are members of the **mustelid family**, which includes weasels, otters, ferrets, and wolverines. They have stout bodies, short legs, and distinctive black-and-white facial stripes.

Story & audio are AI-generated. Sources:  
badger | mammal | Britannica  
American badger - Wikipedia  
Wisconsin Badgers | Official Athletics ...  
Badger (Meles meles) - British Mammal...

Below the snippet, there is a link to "About UK Badgers and their fascinating lives | Badger Trust" with a "Open Website" button.

New Bing search for "badgers" showing a detailed knowledge panel with various sections: "About UK Badgers and their fascinating lives | Badger Trust", "Badger - Wikipedia", "Badgers: The Digging Carnivores", and "Which badger species would you most like to see in the wild?". The "Badgers: The Digging Carnivores" section is highlighted with a red border.

**Badger**  
State Animal of Wisconsin

Mostly found in North America, Great Britain, Ireland

Lifespan: 4-10 years  
Diet: Omnivore (insects, reptiles, fruits)

A mammal with a **flat, wedge-shaped body**, broad feet, and long claws.

They are **especially clean** animals that build communal toilets away from...

**Badgers: The Digging Carnivores**  
How often the story to explore it, or click on the references below:  
Badger | mammal | Britannica  
Badger - Wikipedia  
Wisconsin Badgers | Official Athletics Website  
Badger Trust

Which badger species would you most like to see in the wild?  
European badger  
Honey badger  
American badger

**JUST AS WEB SEARCH IS NOT  
ALWAYS THE RIGHT ANSWER,  
NEITHER IS GENERATIVE AI.**

@THCapper

# GENERATIVE AI IS NOT A GENERAL SEARCH REPLACEMENT



Lily Ray 😊  
@lilyraynyc



For those who have had a bit of time playing around with SGE, how much of an improvement (or not) do you think it is to Google search?

(Pretend to not be SEOs for a sec, if possible)

(Also imagine it will continue improving in quality ~\\_(\ツ)\\_/~)

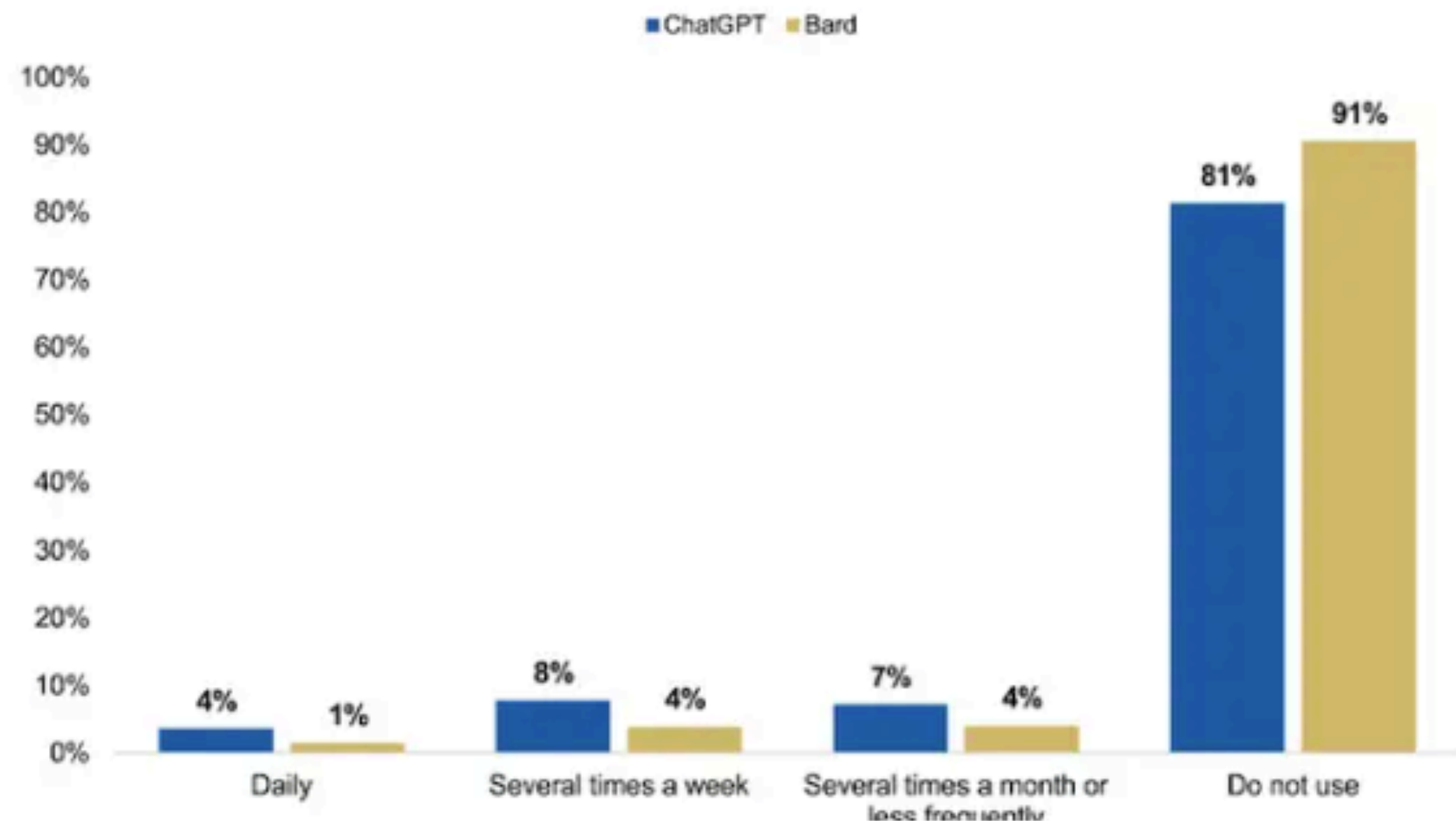


805 votes · Final results

## ChatGPT & Bard Adoption Trends

Exhibit 11: Speaking to how early AI adoption trends are, only ~20% of survey respondents use ChatGPT while only ~10% use Bard...

Current Adoption of ChatGPT and Bard



A chart from a Morgan Stanley research report Morgan Stanley

IT'S STILL EARLY DAYS, BUT SGE IS NOTHING COMPARED TO WEB SEARCH.

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# COMMERCIAL LIMITATIONS

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Google is [scrambling to make up lost ground](#) since the arrival of ChatGPT, which provides text answers to complex questions directly rather than requiring the use of a traditional search engine. Google has said it would launch its own chatbot and add AI features to its search engine.

The use of language AI to supplement or even replace internet searches has raised the prospect of sharply higher costs for search companies. [Nadella said he was willing to accept any “demonetisation” of the search business](#), from which Microsoft last year earned \$11bn of revenue, for the chance to eat into Google’s business.

“There is such margin in search, which for us is incremental. For Google it’s not, they have to defend it all,” he added, referring to the competition against Google as “asymmetric”.



**GOOGLE CANNOT DEMONETIZE  
SEARCH.**

@THCapper

# Google's novel monetization solution: shopping results in SGE



good bike for a 5 mile commute with hills



Converse

Shopping

Images

Videos

News

Maps

Books

Flights

Finance

When choosing a commuter bike, you can consider aspects like:

- **Design:** Ebikes, road bikes, gravel bikes, and hybrid bikes are good for commuting
- **Motor and battery:** Battery-powered ebikes offer motor assistance and can be good for hilly commutes
- **Suspension:** A suspension fork reduces the impact from cracks and bumps for a more comfortable ride

Here are some of the best bikes for five-mile commutes with hills:



Good for hill climbing

**Aventon Level.2 Commuter Ebike**

4.7 ★ (1.9K)

Aventon Electric Bikes, 7+ stores

**\$1,799**

This 8-speed hybrid electric bike features front suspension and hydraulic disc brakes. Reviewers note its powerful motor, great range, and ability to handle different types of terrain.



Good for commuting

**Public Bikes C7**

4.7 ★ (266)

Public Bikes, 1+ stores

**\$450**

This affordable bike has a step-through frame that is easy to get on and off. It has a relaxed geometry that allows an upright riding position and has seven speeds. Reviewers note that it's comfortable and lightweight.



What is a Hybrid Electric Bike? How to...

Easy E-biking



Hybrid Bike Sizing Guide

Evans Cycles



Ask the Experts: How to Choose...

The Coolist



# How do ecommerce sites feel about their content being used to generate Google's product pages, which feature other products?

Google search results for "good bike for a 5 mile commute with hills". The search bar shows the query and navigation icons. Below the search bar are filters for Converse, Shopping, Images, Videos, News, Maps, Books, Flights, and Finance.

When choosing a commuter bike, you can consider aspects like:

- **Design:** Ebikes, road bikes, gravel bikes, and hybrid bikes are good for commuting
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Here are some of the best bikes for five-mile commutes with hills:

 <p><b>Good for hill climbing</b> <b>Aventon Level.2 Commuter Ebike</b> 4.7 ★ (1.9K) Aventon Electric Bikes, 7+ stores <b>\$1,799</b></p>	<p>This 8-speed hybrid electric bike features front suspension and hydraulic disc brakes. Reviewers note its powerful motor, great range, and ability to handle different types of terrain.</p>
 <p><b>Good for commuting</b> <b>Public Bikes C7</b> 4.7 ★ (266) Public Bikes, 1+ stores <b>\$450</b></p>	<p>This affordable bike has a step-through frame that is easy to get on and off. It has a relaxed geometry that allows an upright riding position and has seven speeds. Reviewers note that it's comfortable and lightweight.</p>

On the right side of the search results, there are three featured snippets:

- What is a Hybrid Electric Bike? How to... (Easy E-biking)
- Hybrid Bike Sizing Guide** (Evans Cycles) - This snippet is highlighted with a red box.
- Ask the Experts: How to Choose... (The Coolist)

A SITE WHERE YOU CAN BUY BIKES

**GOOGLE SHOPPING DOES NOT  
COVER SERVICES OR BRANDED &  
INFORMATIONAL INTENTS.**

@THCapper

# GOOGLE SHOPPING DOES NOT COVER SERVICES OR BRANDED & INFORMATIONAL INTENTS.

Which currently generate big AdWords revenue.

@THCapper

## ON THE AGENDA TODAY:

- A brief history of the “death” of SEO
- Google’s present position and motives
- How far the SERP can bend before it breaks
- What happens next
- Opportunities for right now

**SGES CANNOT BE ROLLED OUT IN  
THEIR CURRENT FORM.**

@THCapper

# GOOGLE CARES ABOUT THE SEARCHER EXPERIENCE.

So they won't do something that makes it worse.

@THCapper



# GOOGLE RELEASED THEIR SGE BECAUSE THEY WERE FORCED TO.

By investors. By competitors.

@THCapper

**GOOGLE IS ALREADY COURSE-CORRECTING ITS SGE.**

@THCapper

# WE SHOULD EXPECT A LESS RADICAL DEPARTURE FROM THE CURRENT SERP.

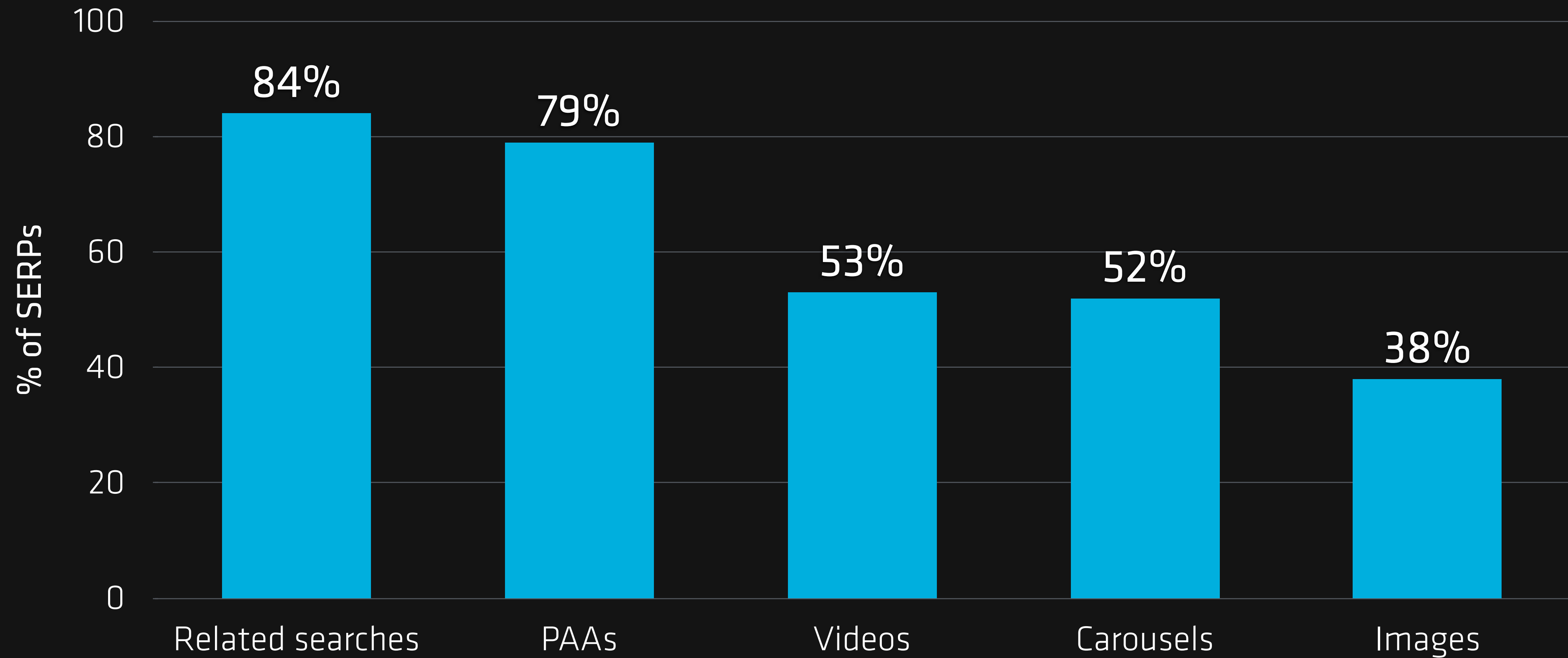
But SEOs still need to chart a course that incorporates both worlds just in case.

@THCapper

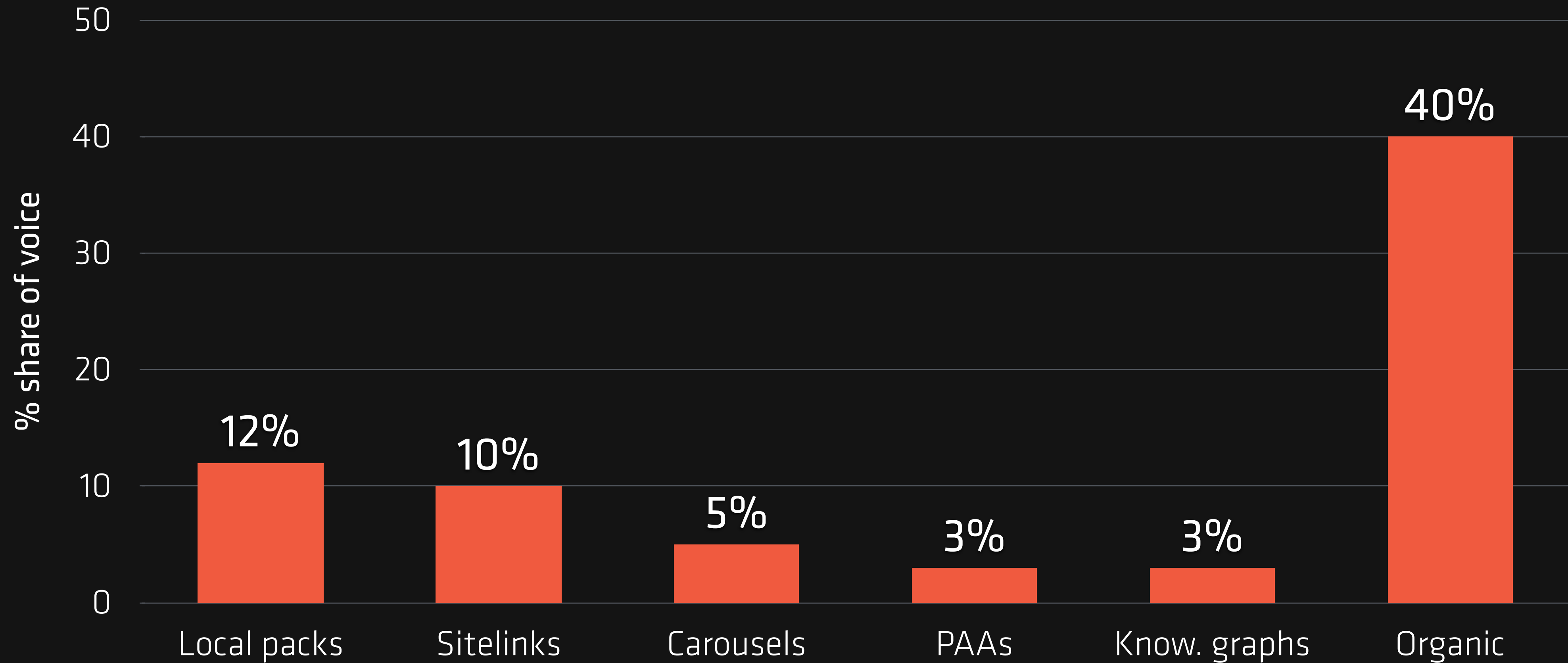
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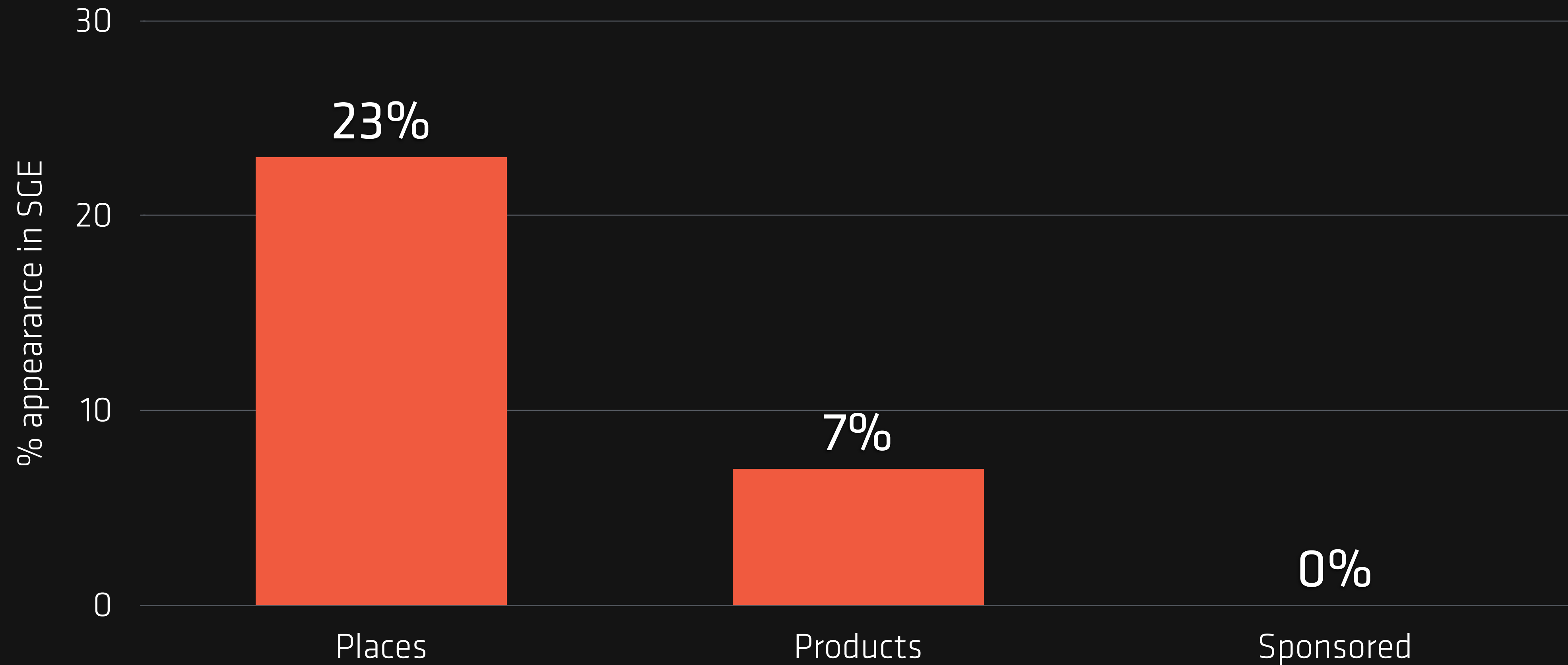
# THE TOP 5 MOST COMMON SERP FEATURES



# THE TOP 5 MOST VISIBLE SERP FEATURES



# MAPS ARE ALSO THE MOST PROMINENT FEATURE IN SGEs



**GOOGLE WILL BE BUILDING ON  
THEIR LOCAL LISTINGS.**

@THCapper



**WHAT IF YOU'RE A PUBLISHER?**

@THCapper

# QUICK ANSWERS HAVEN'T BEEN A PLAY FOR A LONG TIME



how old is vin diesel



Images

News

Wife

Mom

Son

Dog

In 2001

Shopping

Videos

All filters ▾

Tools

SafeSearch ▾

About 113,000,000 results (0.68 seconds)

Vin Diesel / Age

## 56 years

July 18, 1967



## Vin Diesel

American actor :

Mark Sinclair, known professionally as Vin Diesel, is an American actor and film producer. One of the world's highest-grossing actors, he is best known for playing Dominic Toretto in the Fast & Furious franchise. [Wikipedia](#)

**Born:** July 18, 1967 (age 56 years), [Alameda County, California, United States](#)

**Partner:** [Paloma Jiménez](#) (2007–)

**Nationality:** American

**Siblings:** [Paul Vincent](#), [Samantha Vincent](#), [Tim Vincent](#)

**Full name:** Mark Sinclair

**Parents:** [Irving Vincent](#), [Delora Vincent](#)

People also search for



**Dwayne Johnson**  
51 years



**John Cena**  
46 years



**Michelle Rodriguez**  
45 years

Feedback

# A HUMAN ELEMENT WILL WITHSTAND THE THREAT OF SGENS



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# WHAT IF YOU'RE AN ECOMMERCE BUSINESS?

@THCapper

# GOOGLE SHOPPING MAY BE AN AVENUE TO CONSIDER

The screenshot shows a Google search for "good bike for a 5 mile commute with hills". The search bar includes the Google logo, the search text, and icons for voice search, image search, and search. Below the search bar are navigation tabs for Converse, Shopping, Images, Videos, News, Maps, Books, Flights, and Finance. The main content area features a helpful snippet titled "When choosing a commuter bike, you can consider aspects like:" with three bullet points: Design (Ebikes, road bikes, gravel bikes, and hybrid bikes), Motor and battery (battery-powered ebikes), and Suspension (suspension fork). Below this is another snippet titled "Here are some of the best bikes for five-mile commutes with hills:" listing two products: the Aventon Level.2 Commuter Ebike and the Public Bikes C7. To the right of the helpful snippet are three featured snippets: "What is a Hybrid Electric Bike? How to...", "Hybrid Bike Sizing Guide", and "Ask the Experts: How to Choose...".

Google

good bike for a 5 mile commute with hills

Converse Shopping Images Videos News Maps Books Flights Finance

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Easy E-biking

Hybrid Bike Sizing Guide  
Evans Cycles

Ask the Experts: How to Choose...  
The Coolist

# OPPORTUNITIES THAT WILL HOLD UP NOW & IN THE FUTURE:

- Google Business Profiles
- Expert, interesting, human content
- Google Shopping

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@THCapper

**WHEN WEB SEARCH IS NOT THE  
ANSWER, GOOGLE CHANGES JUST  
ENOUGH TO MAKE IT THE ANSWER.**

@THCapper



**GOOGLE MAKES MONEY BY  
SENDING BUSINESS TO  
BUSINESSES.**

@THCapper

**EXPECT EVOLUTION, NOT  
REVOLUTION.**

@THCapper



Get the deck at  
[getstat.com/mozcap](https://getstat.com/mozcap)