



IS SGE THE FUTURE OF THE SERP?

Tom Capper
STAT & Moz

**EXPECT EVOLUTION, NOT
REVOLUTION.**

@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.

QUIETLY TESTING ON PUBLIC US SERPS

Google starts testing AI overviews from SGE in main Google search interface

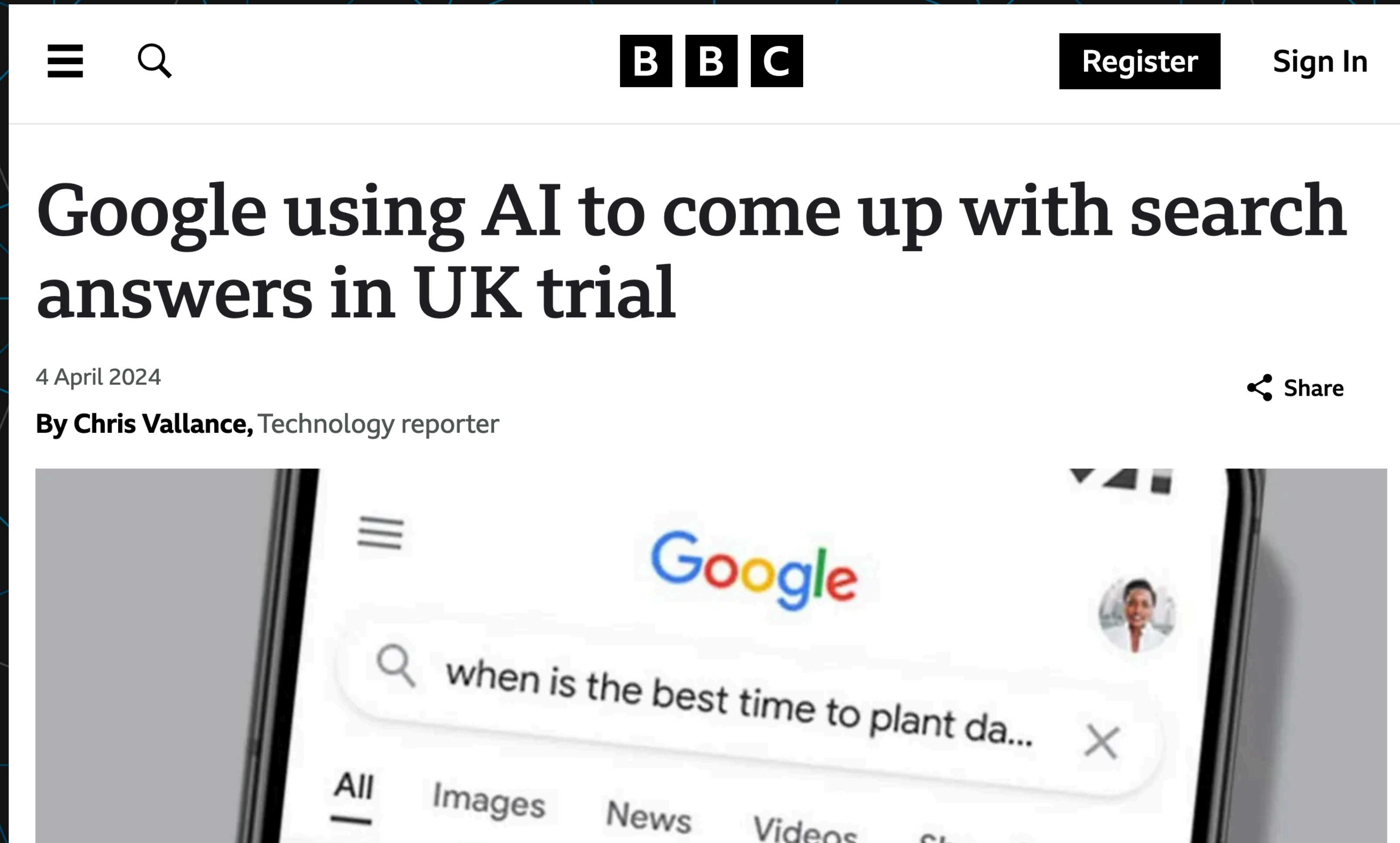
Some users who do not opt in to the Google Search labs SGE feature may see AI overview answers in the search results.

[Barry Schwartz](#) on March 22, 2024 at 11:43 am | Reading time: 2 minutes



Google is now testing AI overviews in the main Google Search results, even if you have not opted into the [Google Search Generative Experience](#) labs feature. Google said this is an experience on a “subset of queries, on a small percentage of search traffic in the U.S.,” a Google spokesperson told Search Engine Land.

QUIETLY TESTING ON PUBLIC UK SERPS




The image shows a screenshot of a BBC news article. At the top, there is a navigation bar with a hamburger menu icon, a search icon, the BBC logo, and buttons for 'Register' and 'Sign In'. The main headline reads 'Google using AI to come up with search answers in UK trial'. Below the headline, the date '4 April 2024' and the author 'By Chris Vallance, Technology reporter' are displayed. A 'Share' button is also visible. The main content area features a photograph of a smartphone screen showing the Google search interface. The search bar contains the text 'when is the best time to plant da...'. Below the search bar, the navigation tabs 'All', 'Images', 'News', and 'Videos' are visible.


☰ 🔍 **BBC** Register Sign In

Google using AI to come up with search answers in UK trial

4 April 2024 🔗 Share

By **Chris Vallance**, Technology reporter



☰ Google  when is the best time to plant da... X

All Images News Videos

Generative AI is experimental. [Learn more](#)

According to Google's generative AI, **both Bryce Canyon** and Arches National Parks are family-friendly. However, only Bryce Canyon has some trails that allow dogs.

- Skift
Google's New Generative AI Tools for the Travel Sector - Skift
May 10, 2023 — Edwards performed a demo with the search prompt: "What..."
- Content Marketing Institute
Don't Miss the Big News Hidden in Google's Cool AI Tools ...
May 19, 2023 — Here's how the result returned by the experimental...

Here are some other details about these parks:

Bryce Canyon
Has several easy trails that are good for families with young kids, including the half-mile, flat, and paved Rim Trail. The park also has two paved trails that allow dogs.

Arches
Has many short hiking trails and ranger-led programs that kids may enjoy. The park also has rock formations that kids and adults will like.

Animals
Arches has mule deer, coyotes, porcupines, desert cottontails, black-tailed jackrabbits, and many songbirds. Some desert animals that are primarily active during the day include rock squirrels, antelope squirrels, chipmunks, lizards, snakes, hawks, and eagles.

- Is Bryce Canyon or Arches better?
- Is Bryce Canyon good for toddlers?
- Is Arches National park safe for toddlers?

Ask a follow up...

Generative AI is experimental. [Learn more](#)

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THESE ARE ORGANIC LINKS TO WEBSITES

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THESE ARE CLOSELY RELATED TO "PEOPLE ALSO ASK" QUESTIONS

Is Bryce Canyon or Arches better? Is Bryce Canyon good for toddlers? Is Arches National park safe for toddlers?

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Ask a follow up...



BIG



ON THE AGENDA TODAY:

- **Google's present position and motives**
- How far the SERP can bend before it breaks
- What happens next
- Key takeaways

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

@THCapper

IF YOU WANT TO KNOW... THE WEATHER



4

°C | °F

Precipitation: 0%
Humidity: 87%
Wind: 8 km/h

Weather

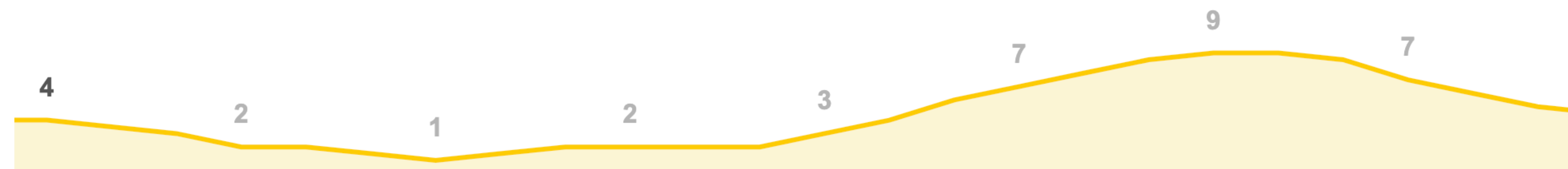
Tuesday 9:00 p.m.

Clear with periodic clouds

Temperature

Precipitation

Wind



10 p.m.

1 a.m.

4 a.m.

7 a.m.

10 a.m.

1 p.m.

4 p.m.

7 p.m.

Tue



10° 1°

Wed



9° 2°

Thu



10° 4°

Fri



10° 6°

Sat



10° 6°

Sun



10° 6°

Mon



9° 6°

Tue



9° 6°

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



what time is it in vancouver



All

Images

Shopping

Videos

News

: More

Downtown

Bc am or pm

Rush hour

Sunrise

Sunset

Fajr

Est

About 453,000,000 results (0.25 seconds)

3:17 p.m.

Friday, April 19, 2024 (PDT)

Time in Vancouver, BC

IF YOU WANT TO KNOW... A CURRENCY CONVERSION

1 Pound sterling equals

1.17 Euro

Mar 4, 4:03 a.m. UTC · Disclaimer

500

Pound sterling ▼

583.99

Euro ▼



[More about GBP/EUR →](#)

[Feedback](#)

IF YOU WANT TO KNOW... A DEFINITION

Dictionary

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



din·ner

/ˈdɪnər/

noun

the main meal of the day, taken either around midday or in the evening.

"what's for dinner?"

Similar:

evening meal

supper

main meal

repast

lunch

feast

banquet



- a formal evening meal, typically one in honor of a person or event.

"the annual graduation dinner"

Similar:

evening meal

supper

main meal

repast

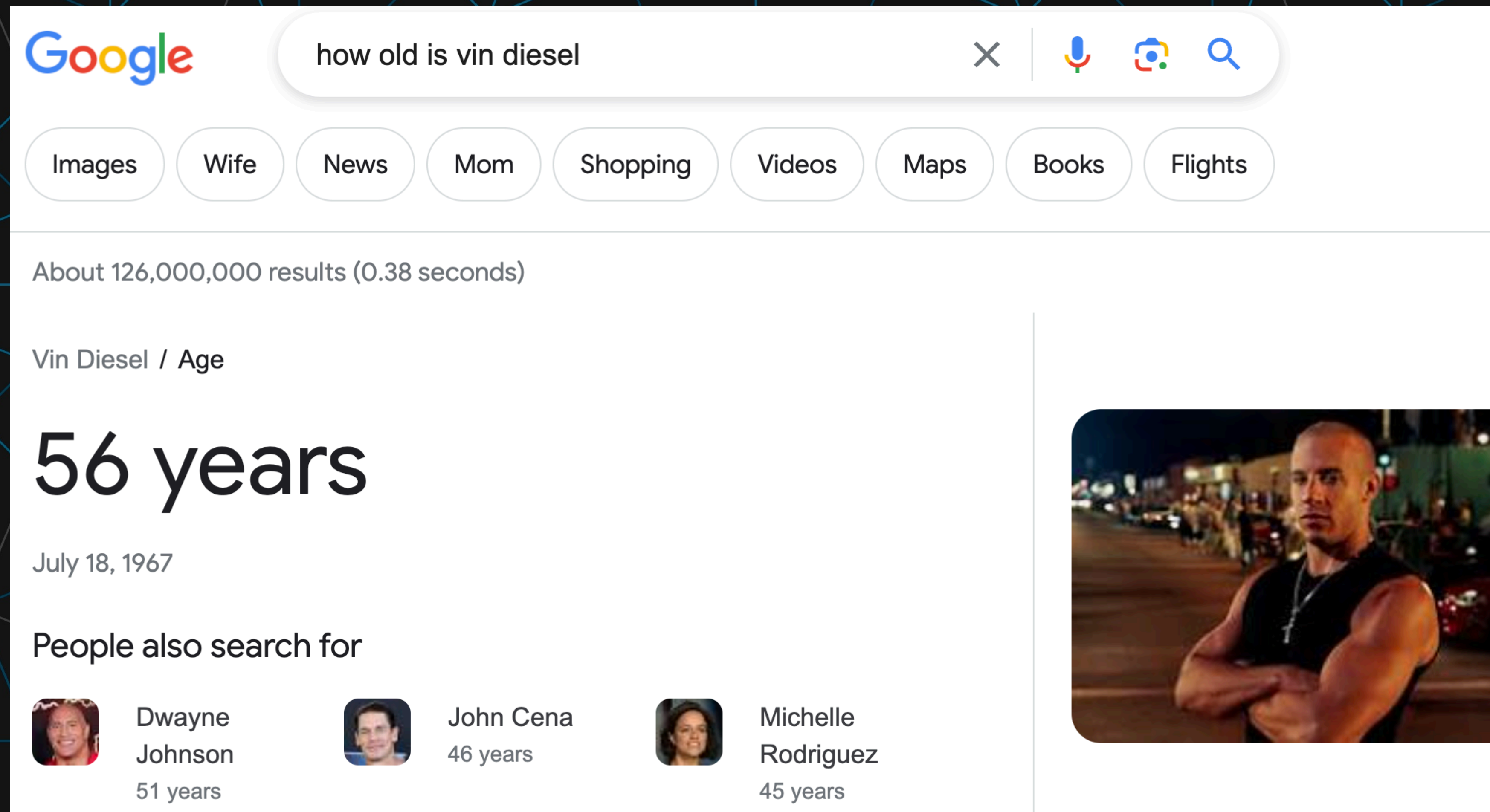
lunch

feast

banquet



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



Google

how old is vin diesel

Images Wife News Mom Shopping Videos Maps Books Flights




About 126,000,000 results (0.38 seconds)


Vin Diesel / Age

56 years

July 18, 1967

People also search for

 <p>Dwayne Johnson 51 years</p>	 <p>John Cena 46 years</p>	 <p>Michelle Rodriguez 45 years</p>
--	---	--



**GOOGLE CARES ABOUT THE
SEARCHER EXPERIENCE.**

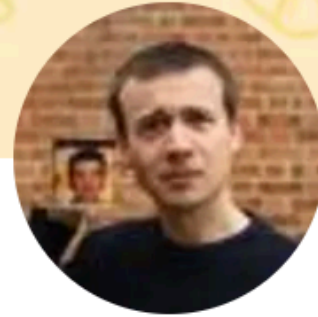
@THCapper

GOOGLE CARES ABOUT THE SEARCHER EXPERIENCE.

All these widgets are loss leaders.

@THCapper

AND THEY HAVE MORE DATA ON THIS THAN ANYONE ELSE



By: [Tom Capper](#)

December 19, 2023

User Signals as a Ranking Factor & US vs. Google

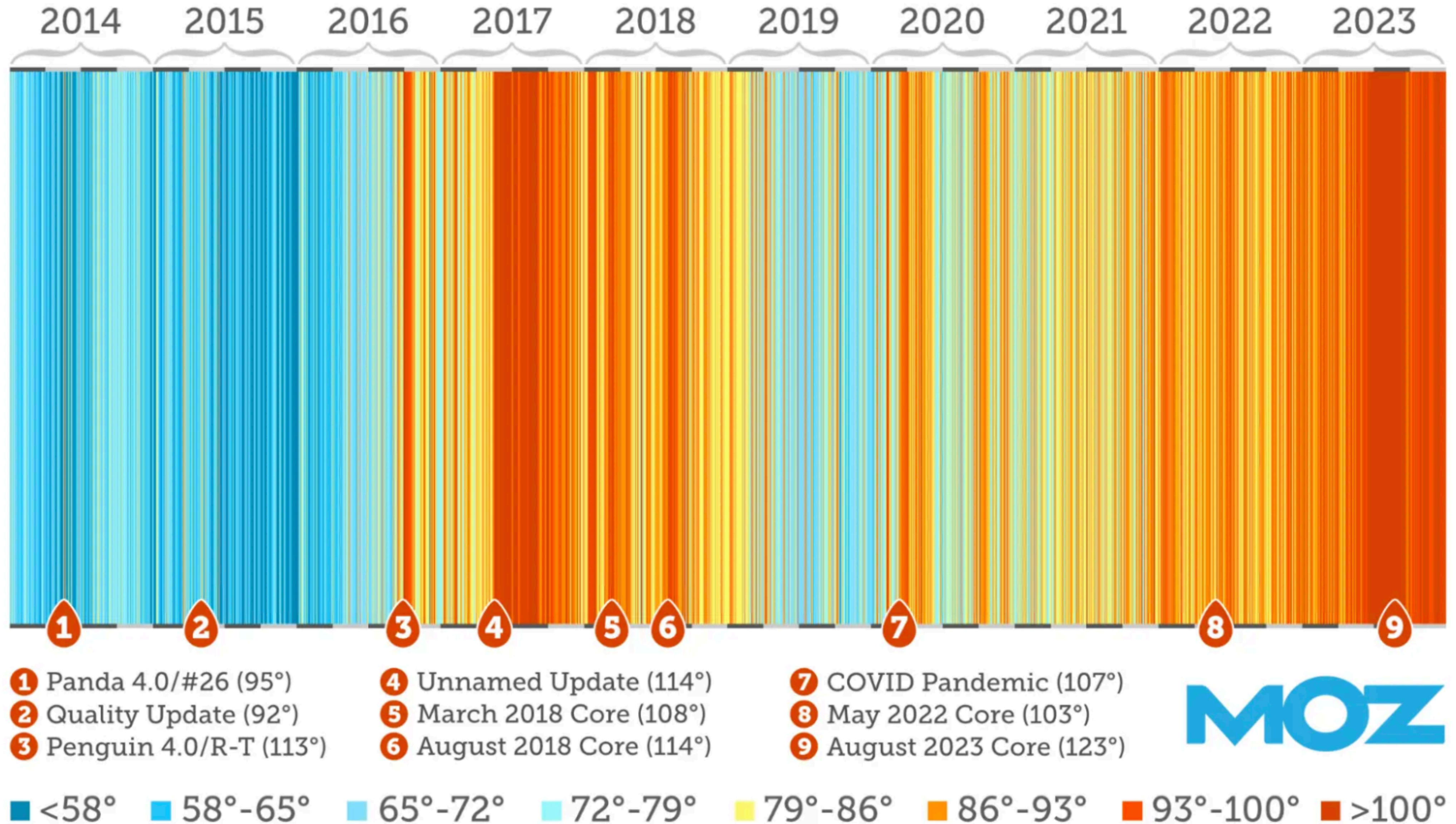
[Search Engines](#) | [Marketing Industry](#)

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

Some of you may be familiar with the ongoing US vs. Google antitrust case in the USA. In this piece, I want to give a broad overview of what this is about and what it means for SEO, as well as how it has surprisingly rekindled, maybe even confirmed some long-standing SEO conspiracy theories.

A brief background on US vs. Google antitrust trial

Google Algorithm Temperatures (2014–2023)



**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





ON THE AGENDA TODAY:

- Google's present position and motives
- **How far the SERP can bend before it breaks**
- What happens next
- Key takeaways



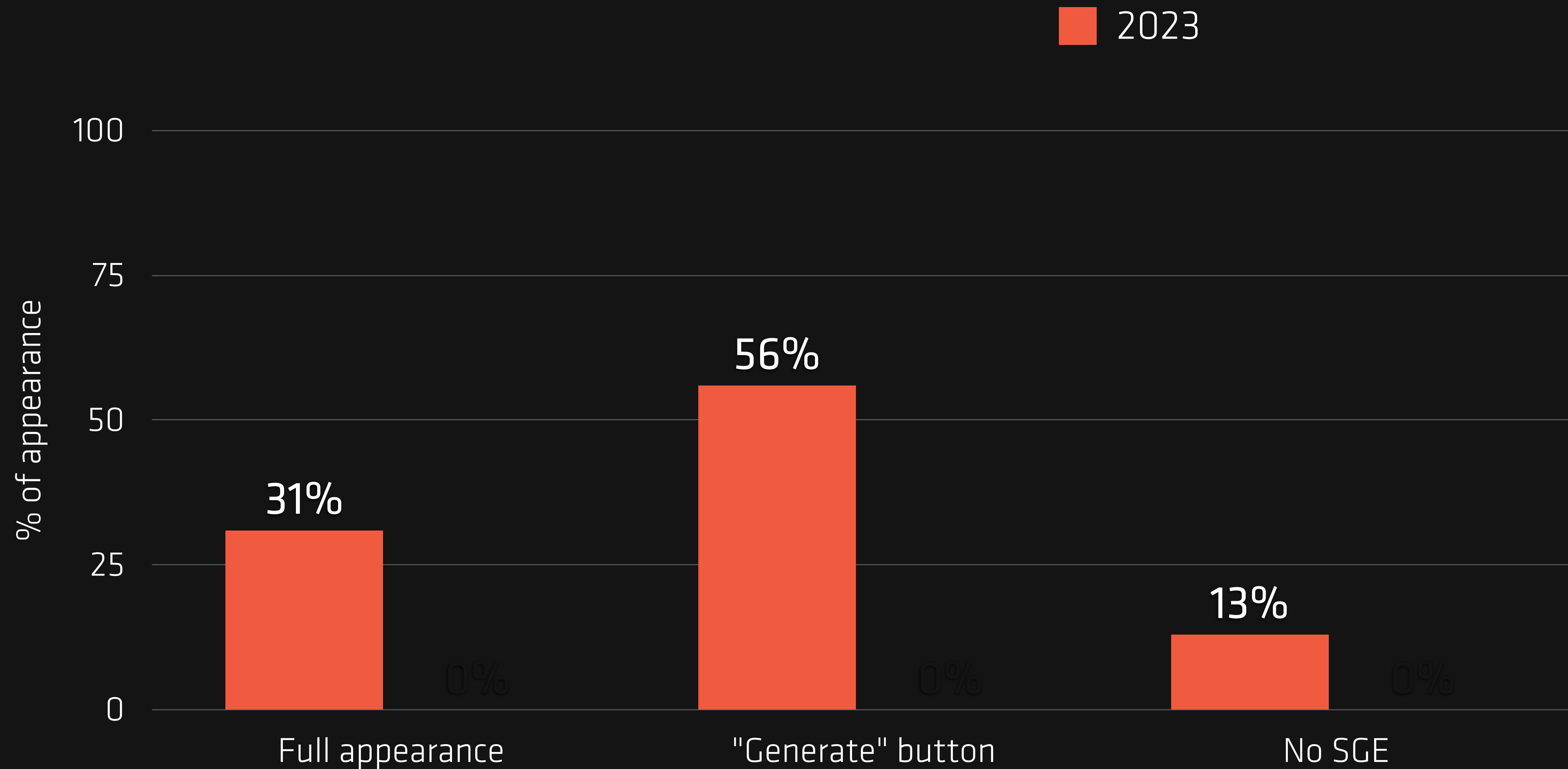
SOME SGE STATS

THE RESEARCH DETAILS:

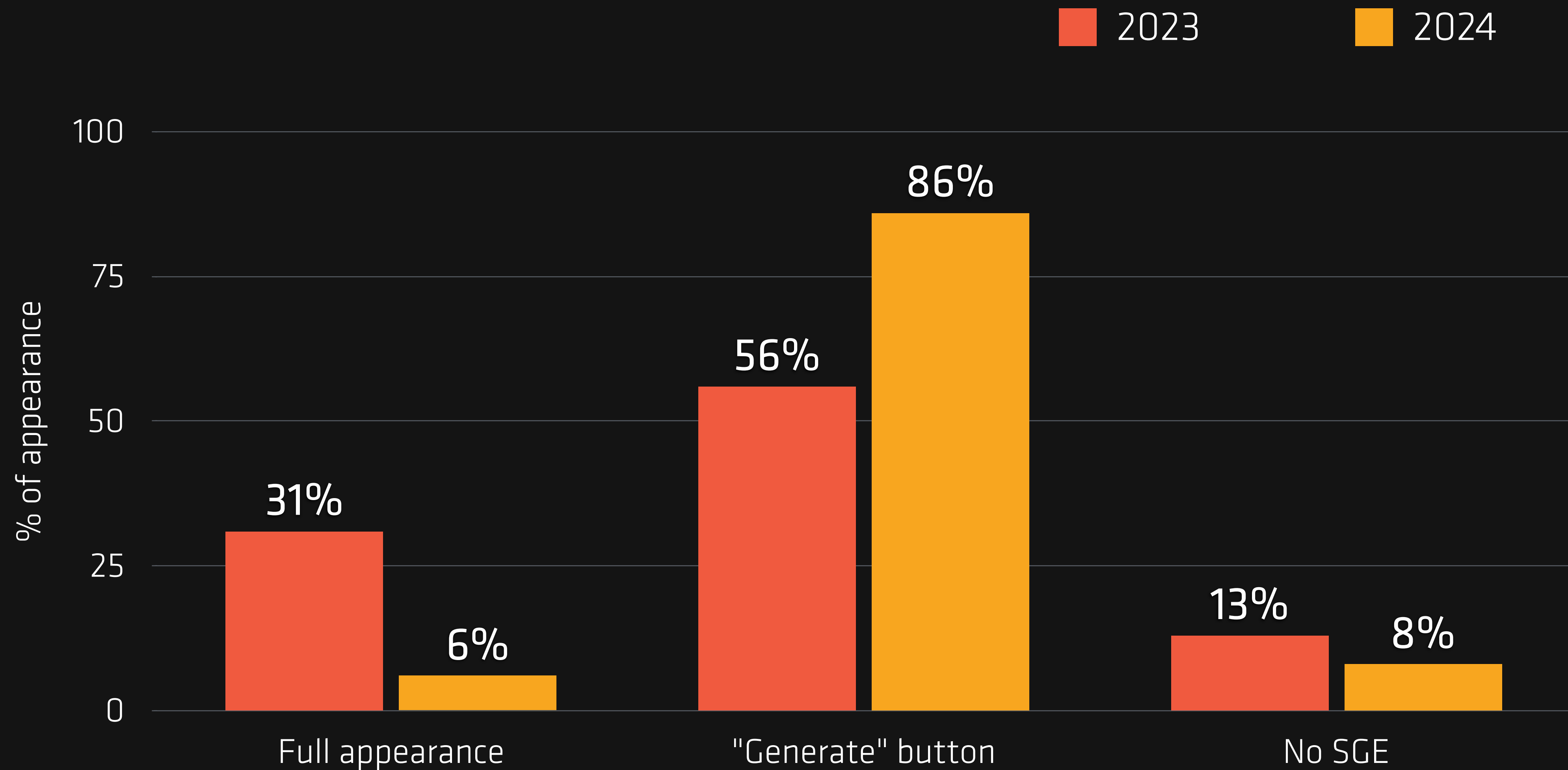
- Top MozCast keywords from each vertical
- Tracked in STAT in a suburban US location
- 100 SERPs in total
- July 2023 vs. February 2024

@THCapper

SGE IS NOW RARELY SHOWN BY DEFAULT



SGE IS NOW RARELY SHOWN BY DEFAULT



SGE APPEARANCE HAS DECREASED SIGNIFICANTLY.

Perhaps to save costs. Perhaps because users scrolled right past.

@THCapper

LINKS IN THE SGE

Generative AI is experimental. Learn more

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There are multiple matches for Kirklands, including a retail chain, a law firm, and a brand.

Kirkland's is a retail chain that sells home decor, furniture, textiles, accessories, and gifts. They have 431 stores in 35 states and an online store. Their products include wall decor, furniture, and patio furniture. Kirkland's customer service number is (877) 541 4855.

Kirkland may also refer to:

- Kirkland Signature: A line of products sold at Costco warehouse stores. Costco began selling Kirkland Signature products in 1995.
- Kirkland & Ellis LLP: A global law firm that provides services for corporate transactions, litigation, restructurings, and intellectual property matters.
- Kirkland's Spin to Win: An app available for download on iOS and Android app stores.



Kirkland & Ellis LLP: Home

K kirklan...



Kirkland's - Wikipedia

W Wikiped...

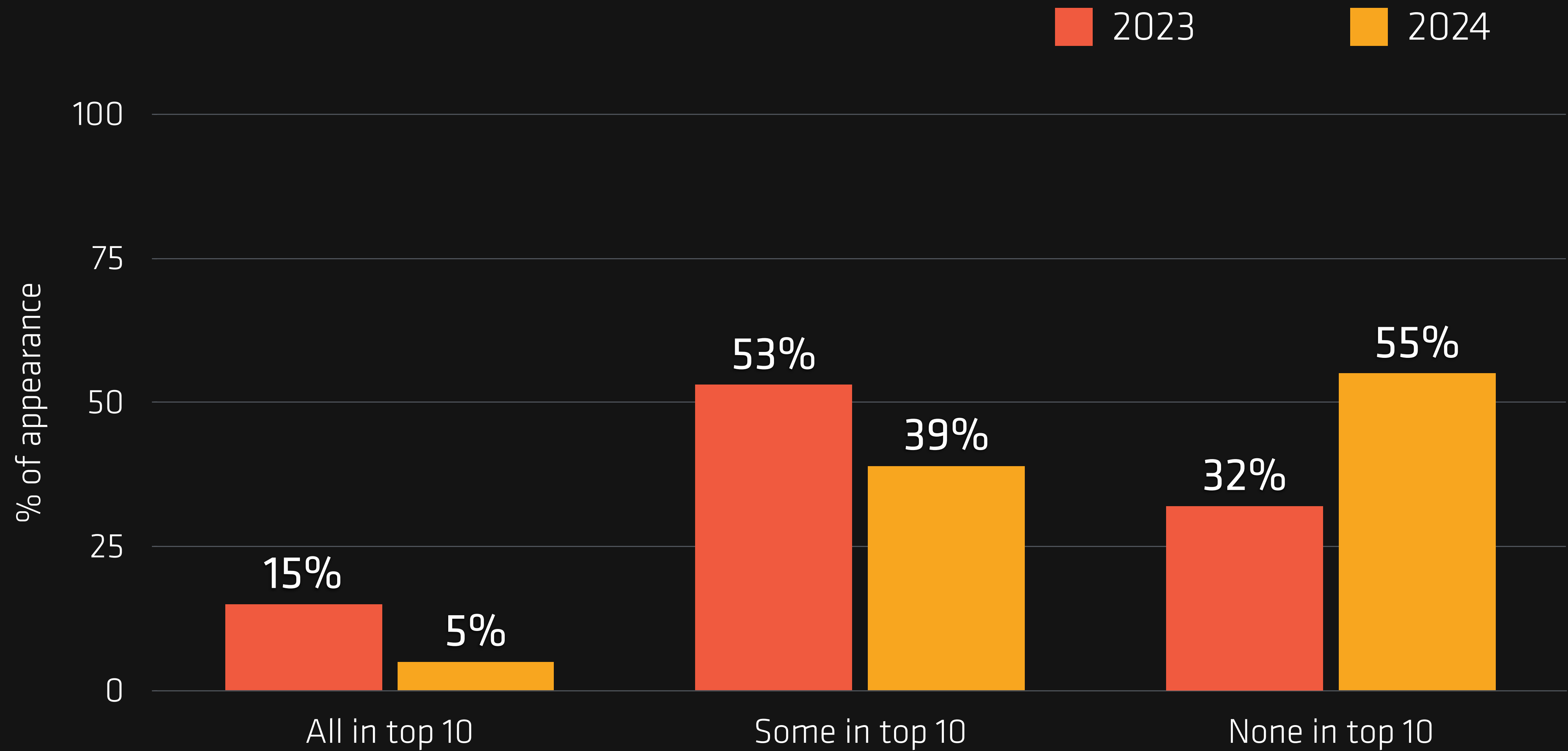


Attention Costco Shoppers:...

Jul 8, 2023

ar allreci...

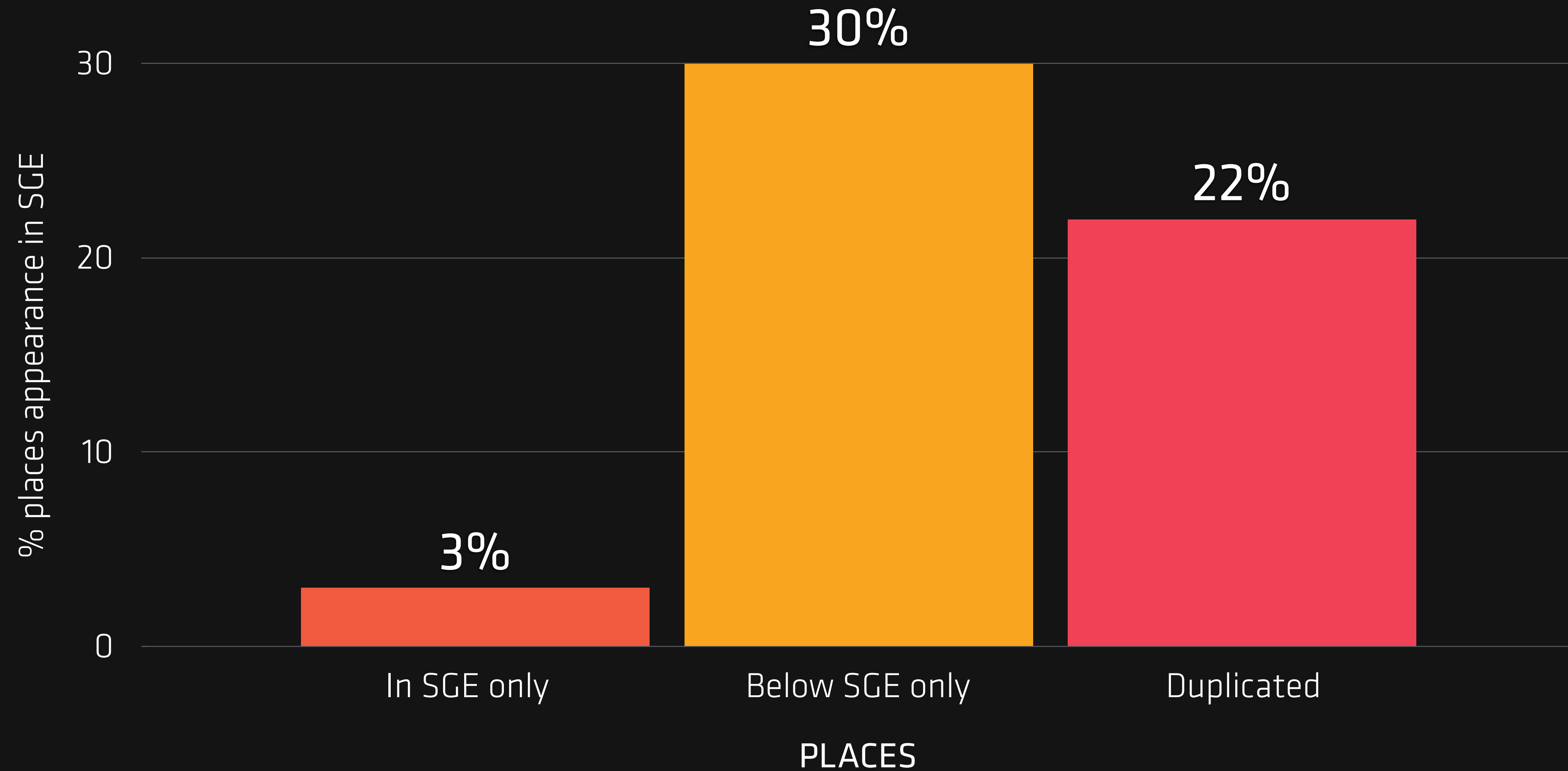
MOST SITES IN THE SGE DO NOT APPEAR IN THE TOP 10 ORGANIC RESULTS



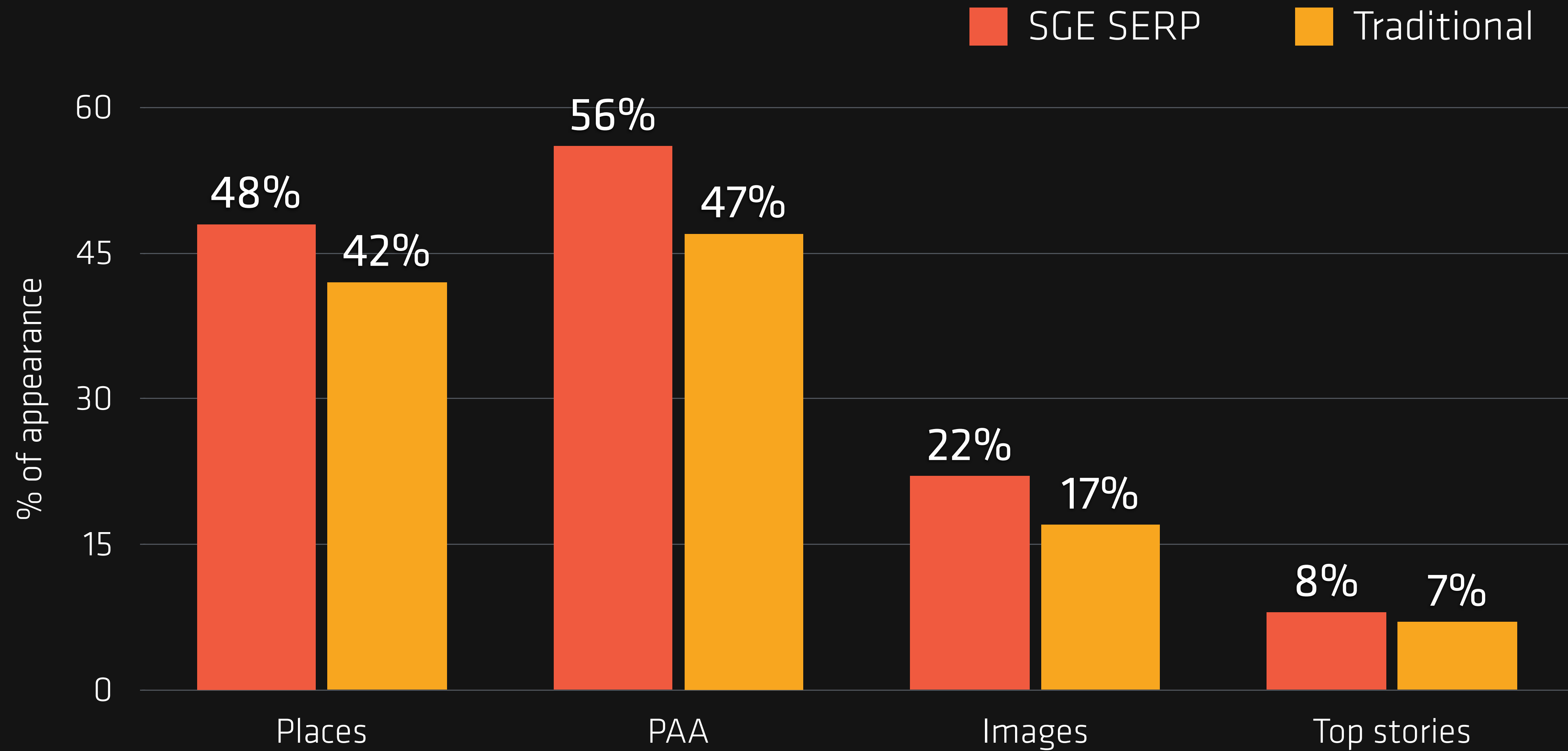
**SGE RANKING IS NOT ORGANIC
RANKING.**

@THCapper

FEATURES IN THE SGE ARE OFTEN DUPLICATED BELOW



THE SERP BELOW THE SGE IS VIRTUALLY IDENTICAL TO NON-SGE VERSIONS



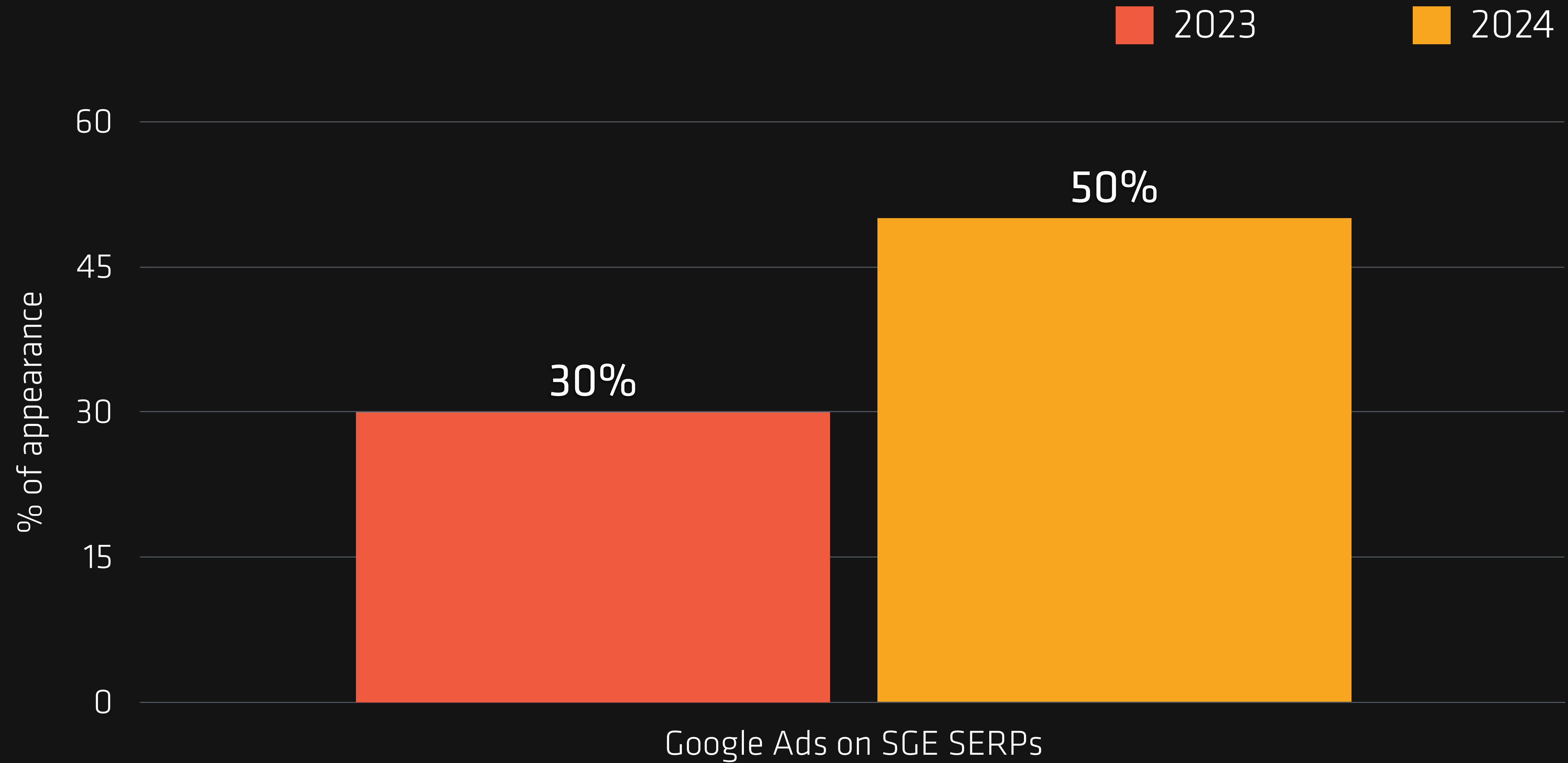
**NEARLY A YEAR IN, SGE STILL
LOOKS LIKE A ROUGH TEST.**

@THCapper

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

@THCapper


MONETIZATION HAS BEEN STEPPED UP



BUT NOT TO THE SAME EXTENT AS TRADITIONAL SERPS

About 1,050,000,000 results (0.29 seconds)

Sponsored

 **1Password**
<https://www.1password.com>

Password Manager


Best **Password Manager** of 2024 — A **Password Management** Tool That Alerts you to **Password Breaches** & Other Security Problems.

Password Generator
Try 1Password Password Generator. Generate Secure, Random Passwords.

1Password Personal
Security At The Speed Of Life. Get Started Today. Free Trial.

Switch to 1Password
You Make The Move, We'll Help Cover The Cost. Free Onboarding & Support


Sponsored

 **Top10.com**
<http://www.top10.com>

10 Best Password Managers 2024 | We Tested 2024's Best...

✓ Business identity verified — All **Passwords** in One Safe Place? Yes, You Can! We've Compared Promise & Delivery - Meet #1

Sponsored

 **Keeper Security**
<https://www.keepersecurity.com>

Best Password Manager 2024


Secure **Passwords** & Passkeys — Join Millions of People & Businesses That Trust **Keeper®** to Protect Their **Passwords** & More.


Traditional SERP


vs.

Generative AI is experimental. Learn more


A password manager stores all of your passwords in one place, allowing you to create unique passwords for each account without needing to remember them. Password managers can also automatically create strong, unique passwords.


 **techrepublic.com**
How does 1Password work with different apps?
Jul 26, 2022 — 1Password is a password manager that allows you t...


 **techtarget.com**
What is a password manager?
A password manager is an attempt to improve password usability and...


 **keepersecurity.com**
What Is a Password
Jun 19, 2022 — Passwc have a password gene

Here are some password managers:

 **1Password**
Allows you to store all of your passwords in one place, and only needs one password to access them. 1Password also generates strong passwords.

 **Bitwarden**
An open source password manager that saves your passwords to a database. You can access your passwords with a single, strong, and unique password.

 **Dashlane**
A password manager that helps you create strong, unique passwords for all of your accounts. It also keeps track of them so you won't have to worry about forgetting them.


 **NordPass**
Offers a variety of features to help you store, organize, and secure your

SGE SERP

ulta

Shopping Near Me Images Coupon Customer service Credit card Maps News

Sponsored

 **ulta.com**
https://www.ulta.com

ULTA Beauty Official Site
Free Blanket With Purchase — Find The Perfect Gift For Yourself & Everyone On Your List At **Ulta Beauty**. Shop Now! Free Luxury Throw Blanket With \$70 Purchase While Supplies Last. Free Shipping Offers. Free Shipping Over \$35. 30% Off SEL Love Wellness. Kate Somerville Sale.

BOGO 50% Off Hair Sale
Shop & Save On Hair Products. Limited Time Only - Shop Now!

21 Days Of Beauty Sale
Shop 50% Off Daily Beauty Steals. March 12th - April 1st. Shop Now!

\$5 Off: Code 405560
Use On Qualifying Mass Products. Limited Time Offer. Shop & Save Now

40% Off All Beauty Gems
Shop & Save On Entire Brand. Limited Time Only!

\$3.50 Off \$15 Coupon
Use Code 621369 At Checkout. Use On Qualifying Purchases.

Generative AI is experimental. Learn more

Ulta Beauty is a chain of specialty beauty stores that sells cosmetics, fragrance, haircare, skincare, and accessories. They also offer salon services.

Ulta Beauty was founded in 1990 by Dick George and Terry Hanson. The company is headquartered in Bolingbrook, Illinois, and has 37,000 employees.

From Google
Google's Knowledge Graph provided information for this overview

From Google
Google's Knowledge Graph provided information for this overview

AND IT'S STILL
INCREDIBLY
AWKWARD.

@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

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



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Google

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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

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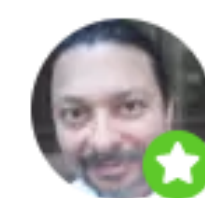


seeds with highest omeg

ALL IMAGES NEWS

SEJ - News

European News Snippets Per



SEJ STAFF

Roger Montti

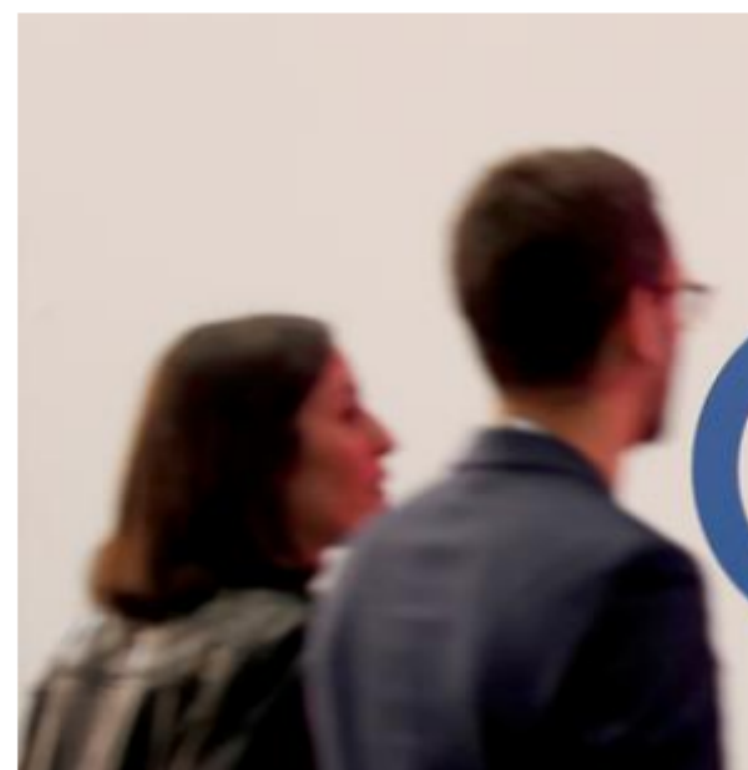
October 21, 2019 - 2 min read



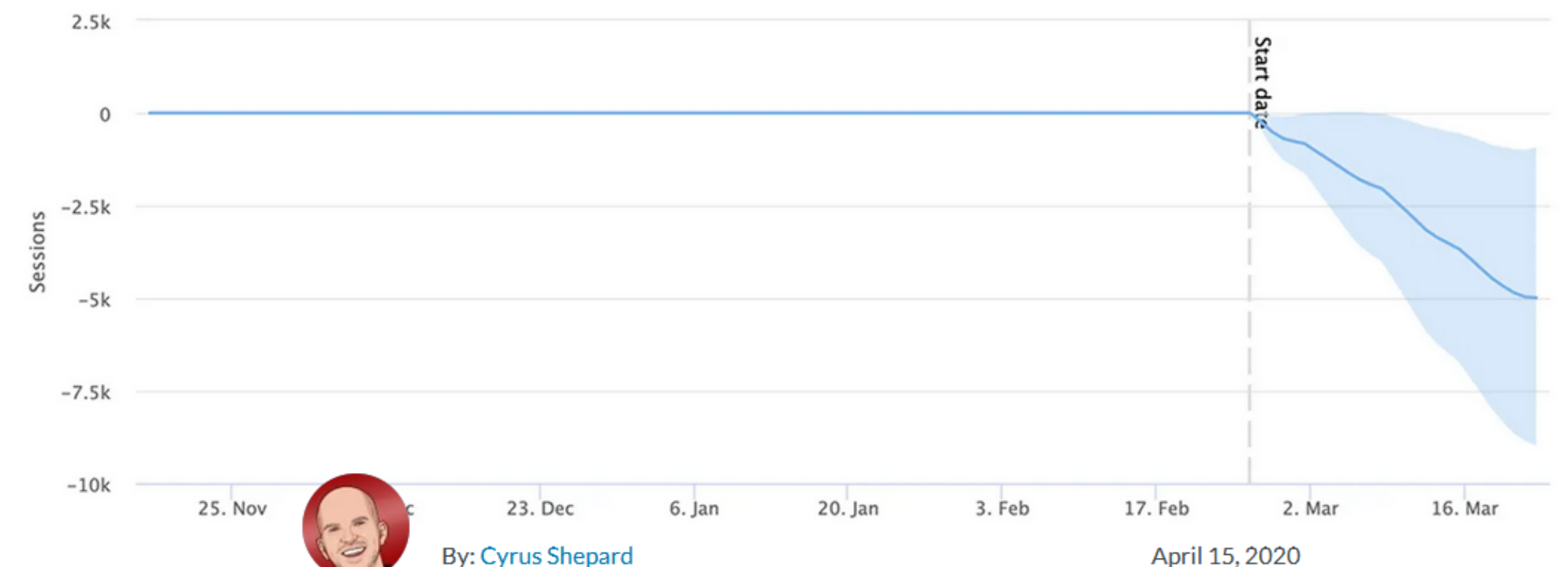
TECHNOLOGY NEWS SEPT

Google to s French use

By Reuters Staff



World Business Markets Breakingviews Video More



By: Cyrus Shepard

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



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NOT SURE THIS COUNTS AS CITING YOUR SOURCES.

@THCapper

POTENTIAL LEGAL ISSUES:

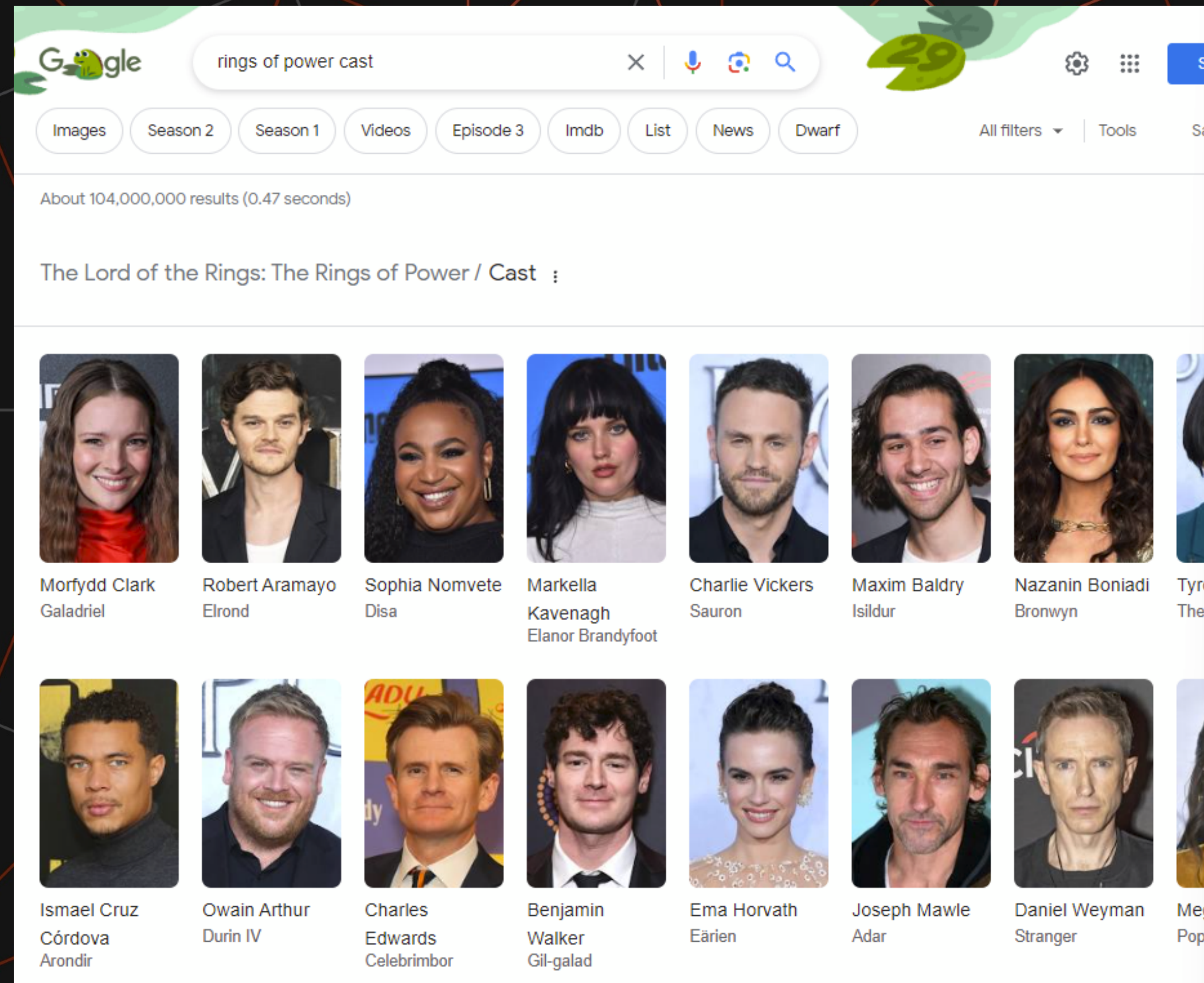
“Stolen” content (like featured snippets), unsourced material, misleading information, and non-EU data centers.

@THCapper

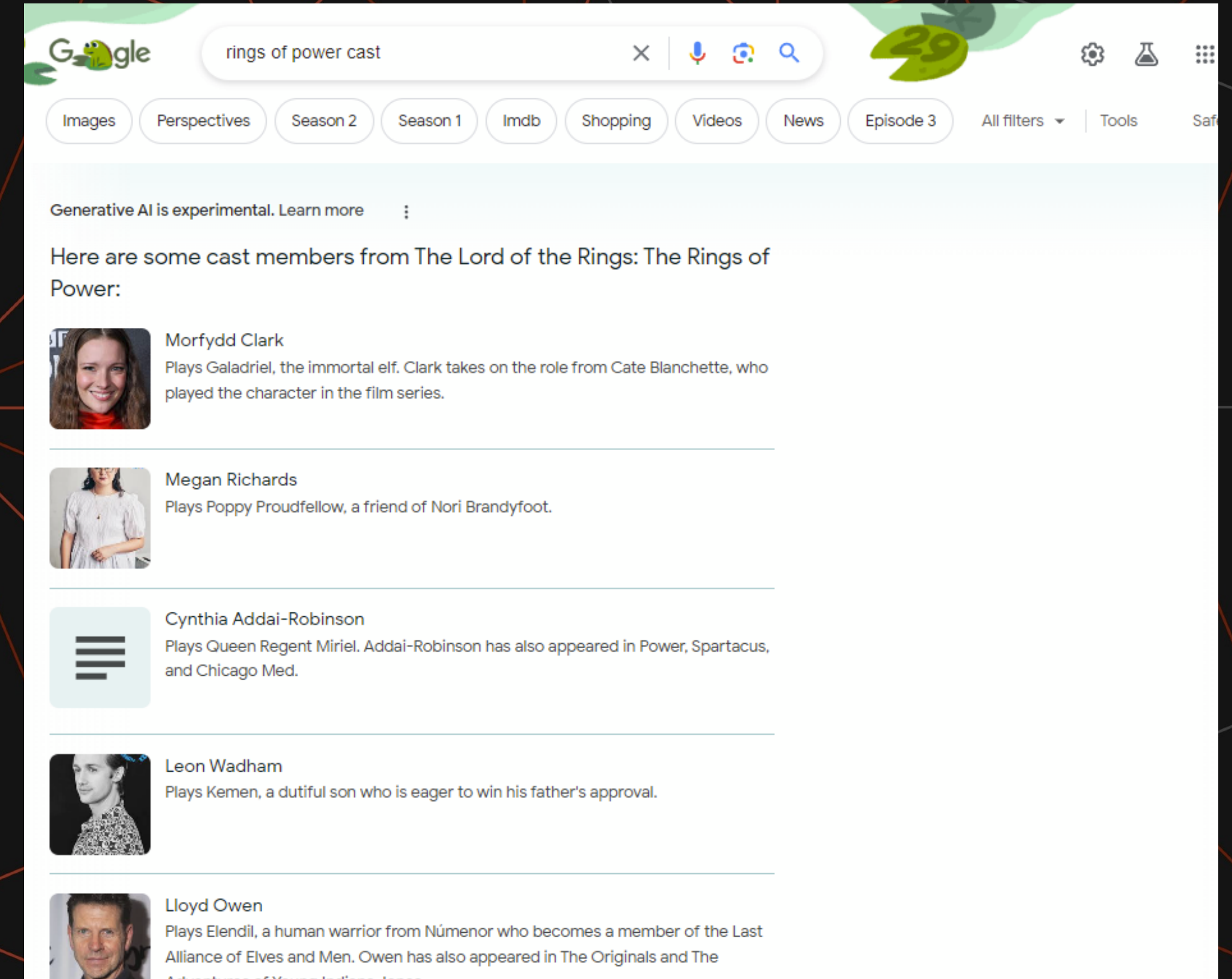


UX LIMITATIONS

SGES OFTEN HAVE LITTLE BENEFIT OVER TRADITIONAL SERP FEATURES



Traditional SERP



vs.

SGE SERP

BING ALREADY BACKTRACKED

Microsoft Bing

badgers

Tom 33

SEARCH CHAT WORK IMAGES VIDEOS MORE TOOLS

About 7,440 results

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...

About UK Badgers and their fascinating lives | Badger Trust

<https://www.badgertrust.org.uk/badgers>

Web Badgers are short, stout, powerful animals that live in underground 'setts' that can extend well over 50 metres long! Members of the mustelid family (which includes pine martens, ...)

Get Involved
Badger Trust is the voice for badgers in England and Wales (see our friends ...)

Join
When you're a Life Supporter you'll help us protect badgers for a lifetime! Your Life ...

badgers

About 1,400,000 results

Badger
Suborder of carnivorans

Behavior Diet Habitat Predators Race Characteristics Distribution Lifespan

About UK Badgers and their fascinating lives | Badger Trust

<https://www.badgertrust.org.uk/badgers>

The fascinating lives of badgers. Badgers are short, stout, powerful animals that live in underground 'setts' that can extend well over 50 metres long! Members of the mustelid family (which includes pine martens, otters, ...)

Get Involved
Join Badger Trust

Badger Crime
Badger Trust Shirts

Badgers in garden - how to keep them away | Love The Garden

Badgers: What They Eat, and Other Facts - Woodland Trust

Badgers: The Wildlife Trusts

European Badger Sets | Wildlife Online

Badger Race - Animal Facts Encyclopedia

Recommended to you based on what you've watched.

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 to keep badgers digging in your garden - Saga

Badger | mammal | Britannica

Badger (Meles meles) - British Mammal...

Wisconsin Badgers | Official Athletics Website

<https://www.badgertrust.org.uk/>

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

@THCapper

SGES ARE ALSO CURRENTLY RIFE WITH SPAM & MISINFORMATION

Lily Ray @lilyraynyc

Spam in a branded SGE result

The screenshot shows a Google search for 'unscramblex'. The search bar contains the text 'unscramblex' and the Google logo. Below the search bar are tabs for 'All', 'Images', 'Shopping', 'Videos', 'News', and 'More'. There are also filters for '6 letter', 'App', '5 letter words', 'Sentences', 'Meaning', 'lrg', 'Words quickly', and 'Vnldauofre'. The search results show 'About 29 results (0.46 seconds)'. The main result is a branded SGE for 'UnscrambleX'. The text reads: 'UnscrambleX is a tool that helps users unscramble letters and find the highest scoring words for games like Scrabble and Words with Friends. It can be used as a word game cheat or a learning tool. To use UnscrambleX, users input the letters that need unscrambling and hit the search button.' Below this text are two source cards: 'Open Collective' and 'tinyforestoncampus.de'. At the bottom of the SGE result are three buttons: 'Unscramble words', 'Unscramble 5 letter words', and 'Unscramble words quickly'. There is also a text input field 'Ask a follow up...' with a search icon.

9:47 AM · Mar 26, 2024 · 6,865 Views

The Washington Post
Democracy Dies in Darkness

I tried the new Google. Its answers are worse.

Google's AI-'supercharged' Search Generative Experience, or SGE, sometimes makes up facts, misinterprets questions and picks low-quality sources — even after nearly 11 months of public testing.

Review by **Geoffrey A. Fowler**

April 1, 2024 at 8:00 a.m. EDT

The illustration is a vibrant, abstract composition. It features a central smartphone with a colorful screen, surrounded by various icons and symbols. There's a laptop, a globe, a magnifying glass, a lightbulb, a gear, and several colorful shapes. The background is a mix of blue, green, and yellow, with some red and black accents. The overall style is modern and digital, representing the theme of technology and data.



COMMERCIAL LIMITATIONS



Save



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.

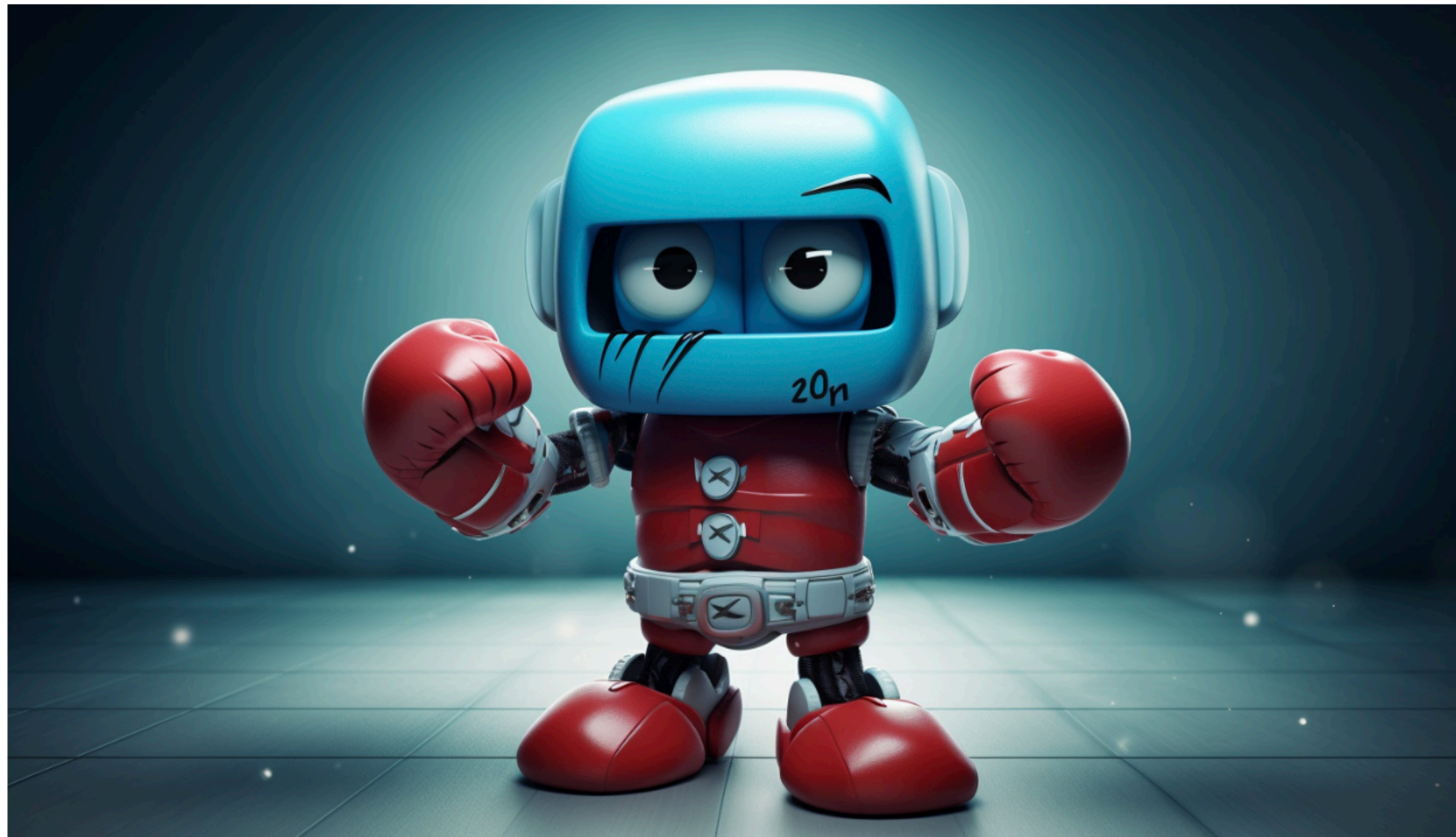
The use of language AI to supplement or even replace internet searches has raised the prospect of sharply higher costs for search companies. [Nadella said he was willing to accept any “demonetisation” of the search business, from which Microsoft last year earned \\$11bn of revenue, for the chance to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

Report: Bing Gained Less Than 1% Market Share Since Adding Bing Chat

Jan 18, 2024 - 7:21 am  8 — by Barry Schwartz

Filed Under [Bing Search](#)



It has been just about a year now since **Microsoft launched Bing Chat** (now known as **Copilot**) and Bing's market share has only grown less than 1% according to StatCounter. Most of you may not be surprised, since our poll shared shortly after Bing Chat launched had most of you thinking **Bing won't gain that much market share** from this feature.

**THIS WAS NOT AS
DISRUPTIVE AS
SOME EXPECTED**

@THCapper

AI NEWS

OpenAI's Web Search Product Aims to Challenge Google's Search Supremacy

The ChatGPT maker is working on a web search product partially powered by Microsoft Bing



OpenAI is led by CEO Sam Altman, one of the luminaries of the artificial intelligence sector. Getty Images


THIS WAS NOT AS
DISRUPTIVE AS
SOME EXPECTED
...YET?

@THCapper

ulta

Shopping Near Me Images Coupon Customer service Credit card Maps News

Sponsored

 **ulta.com**
https://www.ulta.com

ULTA Beauty Official Site
Free Blanket With Purchase — Find The Perfect Gift For Yourself & Everyone On Your List At **Ulta Beauty**. Shop Now! Free Luxury Throw Blanket With \$70 Purchase While Supplies Last. Free Shipping Offers. Free Shipping Over \$35. 30% Off SEL Love Wellness. Kate Somerville Sale.

BOGO 50% Off Hair Sale
Shop & Save On Hair Products. Limited Time Only - Shop Now!

21 Days Of Beauty Sale
Shop 50% Off Daily Beauty Steals. March 12th - April 1st. Shop Now!

\$5 Off: Code 405560
Use On Qualifying Mass Products. Limited Time Offer. Shop & Save Now

40% Off All Beauty Gems
Shop & Save On Entire Brand. Limited Time Only!

\$3.50 Off \$15 Coupon
Use Code 621369 At Checkout. Use On Qualifying Purchases.

Generative AI is experimental. [Learn more](#)

Ulta Beauty is a chain of specialty beauty stores that sells cosmetics, fragrance, haircare, skincare, and accessories. They also offer salon services.

Ulta Beauty was founded in 1990 by Dick George and Terry Hanson. The company is headquartered in Bolingbrook, Illinois, and has 37,000 employees.

From Google
Google's Knowledge Graph provided information for this overview

From Google
Google's Knowledge Graph provided information for this overview

**THIS IS A STEP
DOWN THE BING
ROAD.**

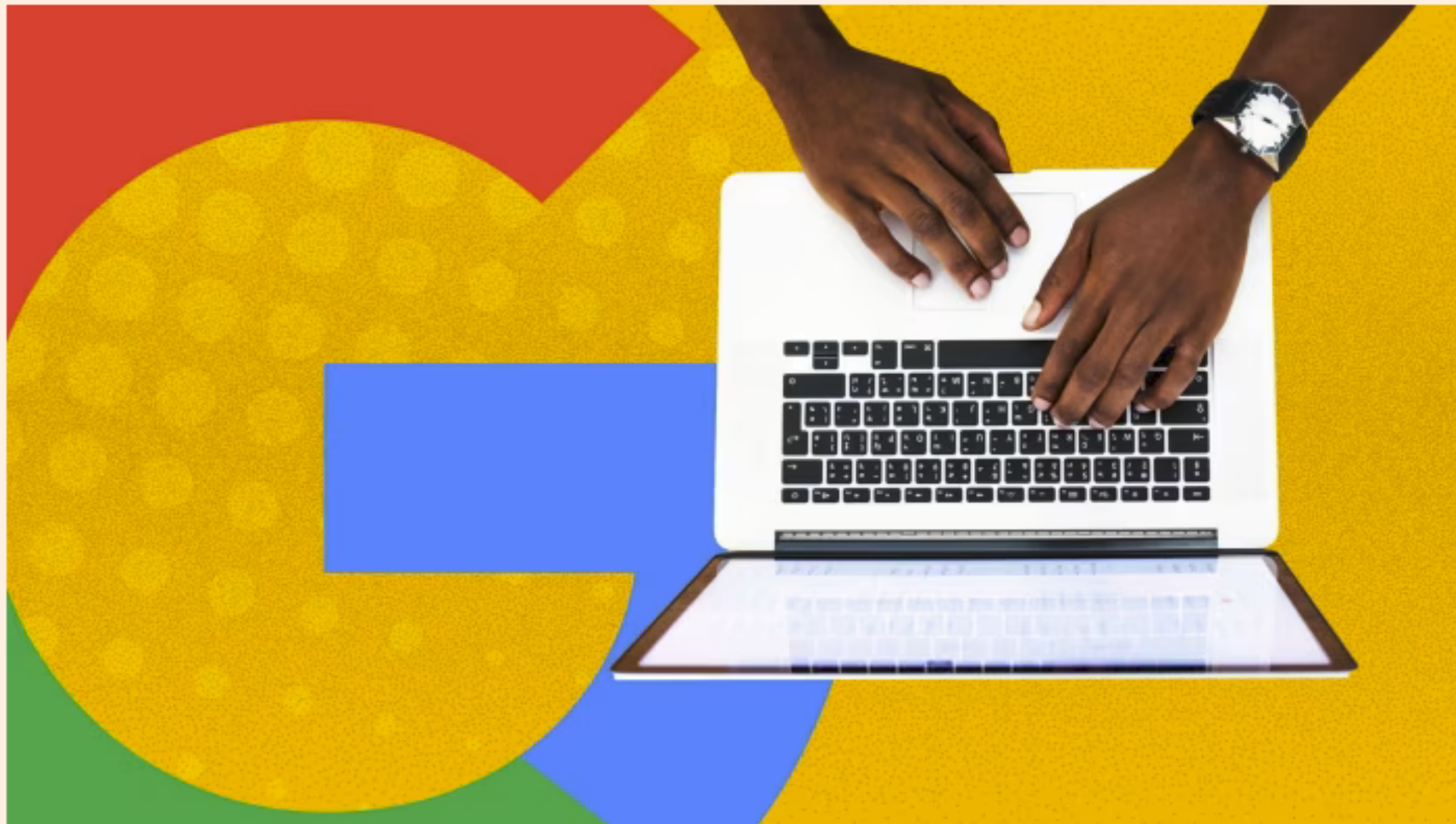
SGE is not so scary once you
accept it doesn't have to be
at the top of the SERP.

@THCapper

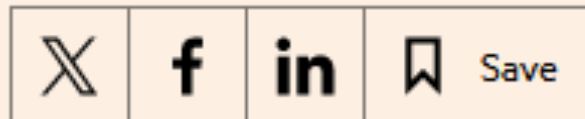
Google LLC [+ Add to myFT](#)

Google considers charging for AI-powered search in big change to business model

Proposals would mark first time any of the software group's core product falls behind a paywall



Google began testing an experimental AI-powered search service in May, presenting more detailed answers to queries while continuing to present users with links to further information and advertising © FT montage/Getty Images/Dreamstime



Madhumita Murgia in London and Richard Waters in San Diego APRIL 3 2024

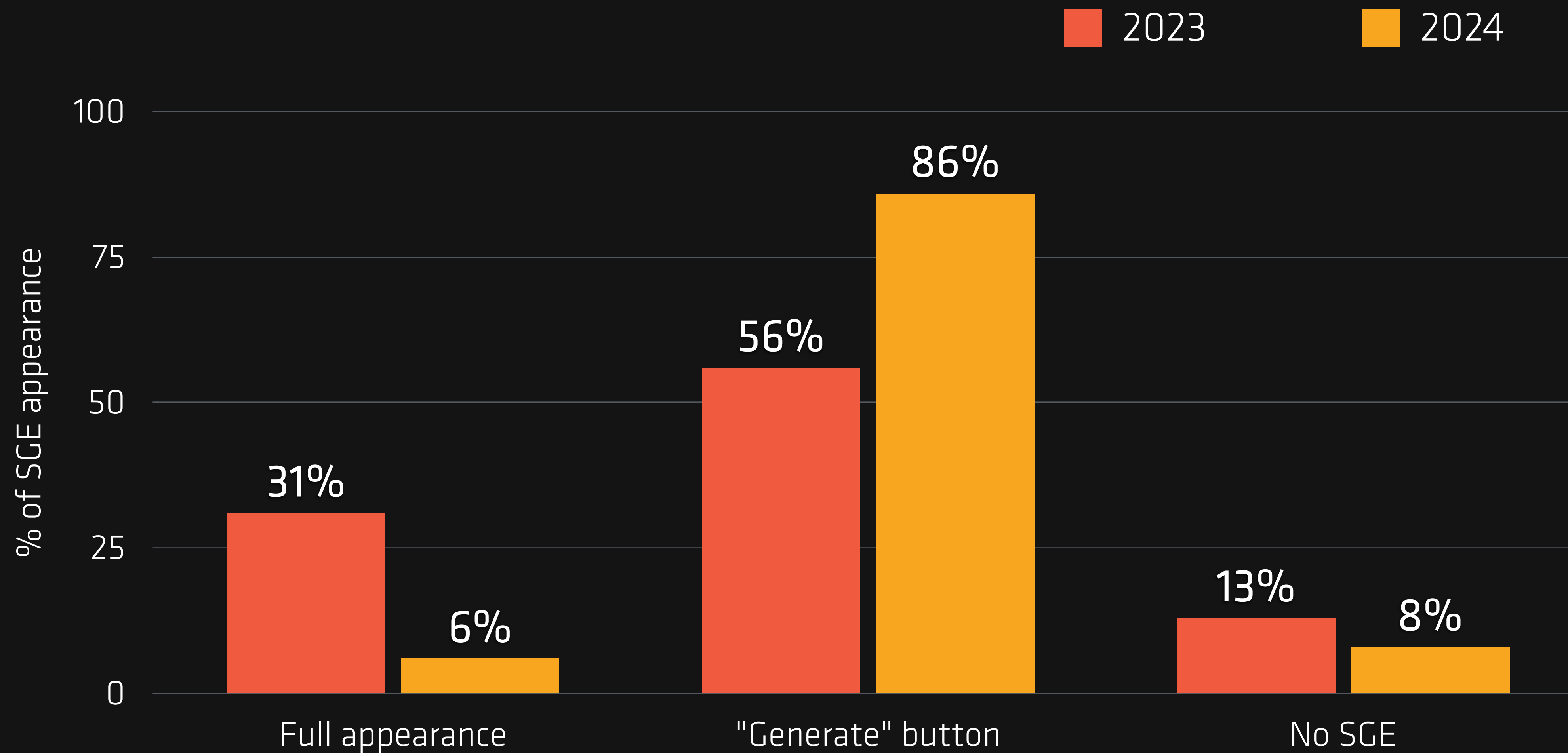


**A TOTALLY NEW
APPROACH MAY BE
NEEDED.**

SGEs are expensive to generate and hard to monetize.

@THCapper

COMPUTATION COST MAY BE THE BIGGEST PROBLEM





ON THE AGENDA TODAY:

- Google's present position and motives
- How far the SERP can bend before it breaks
- **What happens next**
- Key takeaways

GOOGLE HAS BEEN SLOWLY IMPROVING & EXPANDING SGE



The Keyword

Latest stories

Product updates ▾

Company news ▾

SEARCH

Generative AI in Search expands to more than 120 new countries and territories

Search Generative Experience (SGE) gets its largest international expansion yet, adding support for four new languages and bringing you helpful new upgrades, too.

Nov 08, 2023

GOOGLE ALSO SEEMS TO IMPLY SGE WILL ONLY EVER BE A TESTBED



Google

The Keyword



Share



Continuing to boldly experiment with generative AI in Search

This week's launch of AI-powered insights for multisearch is the result of testing we began last year to see how gen AI can make Search radically more helpful, with [SGE](#) in Search Labs. We've gotten lots of useful feedback from people who've chosen to join this experiment, and **we'll continue to offer SGE in Labs as a testbed for bold new ideas.**

But our goal is to make AI helpful for everyone, not just early adopters. So moving forward, as we continue to experiment and uncover which applications of gen AI are most helpful, we'll introduce them into Search more broadly, like we're doing now with multisearch results.

**SGES SHOULD NOT BE ROLLED
OUT IN THEIR CURRENT FORM.**

@THCapper

**INVESTOR PRESSURE WAS
LIKELY THE MAIN MOTIVATION
BEHIND 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



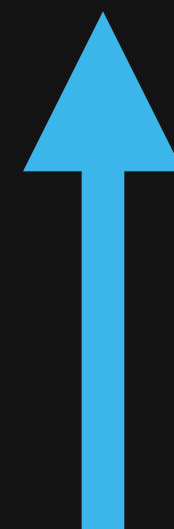
ON THE AGENDA TODAY:

- Google's present position and motives
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THE EVER-RISING BAR FOR EASY ANSWERS

“How old is Vin Diesel?”

Featured snippets



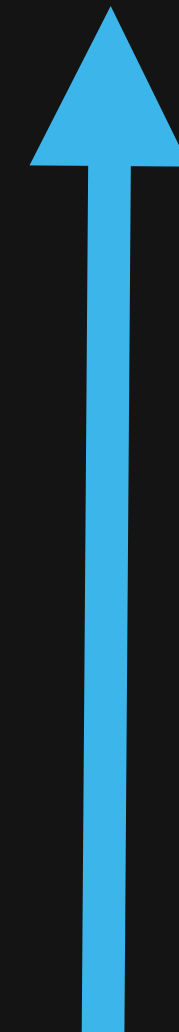
THE EVER-RISING BAR FOR EASY ANSWERS

Weather, conversions, etc

Knowledge graph results

“How old is Vin Diesel?”

Featured snippets



THE EVER-RISING BAR FOR EASY ANSWERS

“Explain this concept”

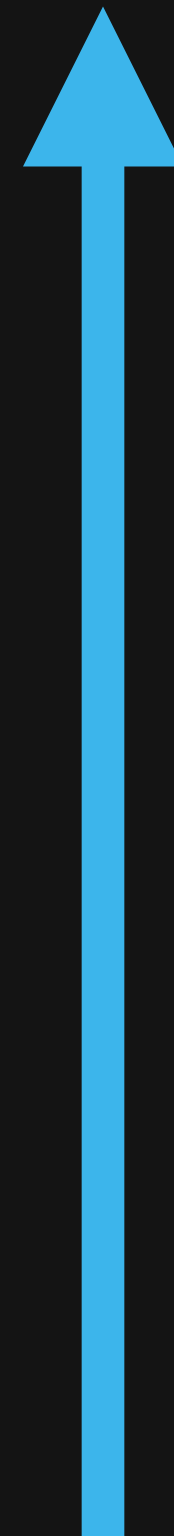
SGE

Weather, conversions, etc

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“How old is Vin Diesel?”

Featured snippets



THE BIG PICTURE:

- Expect evolution, not revolution

@THCapper

THE BIG PICTURE:

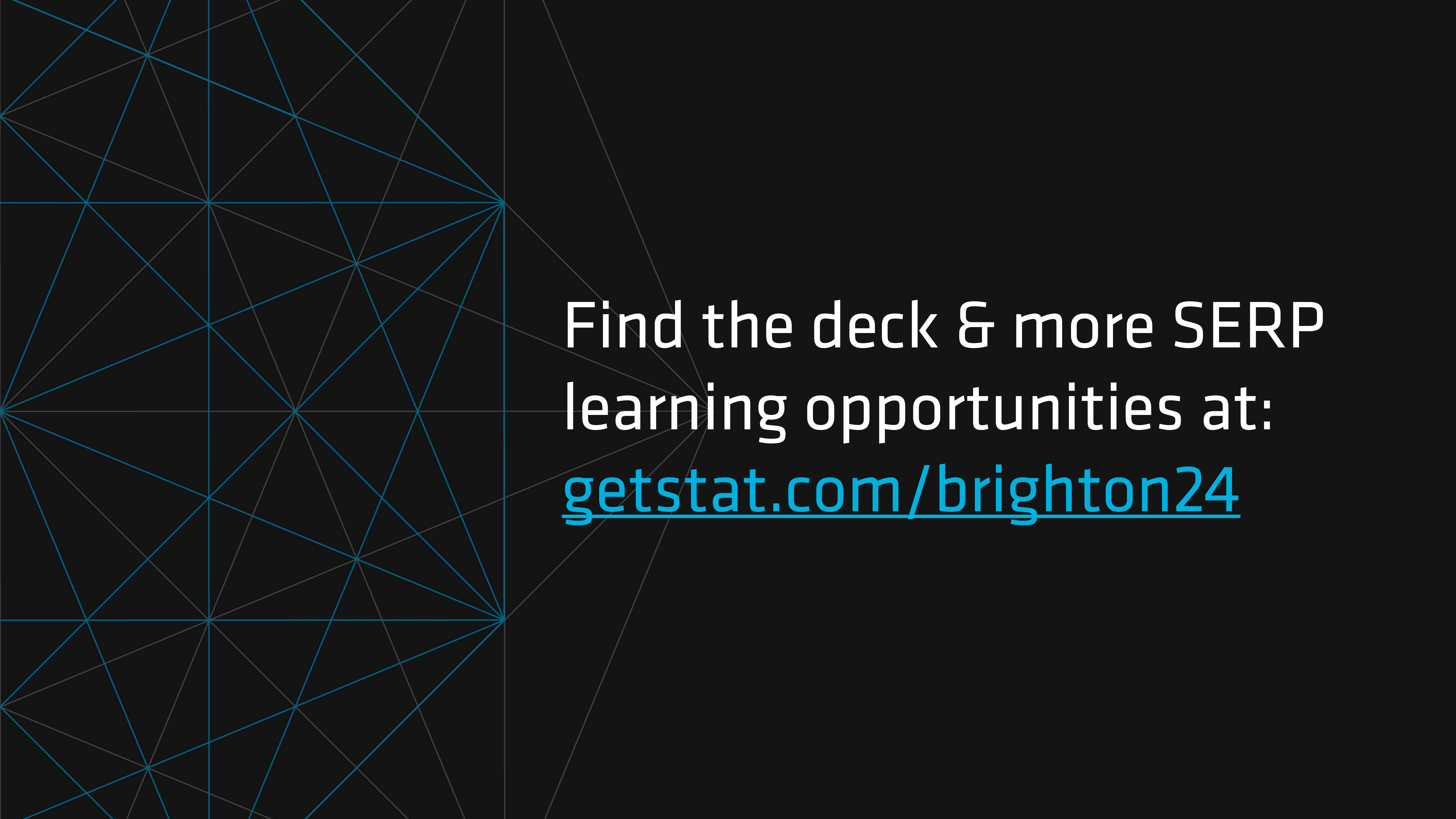
- Expect evolution, not revolution
- Certain tactics hold up either way

@THCapper

THE BIG PICTURE:

- Expect evolution, not revolution
- Certain tactics hold up either way
- The bar for content that's worthy of a click is rising

@THCapper



Find the deck & more SERP
learning opportunities at:
getstat.com/brighton24