



NEIL COLLARD

THE FUTURE OF SEARCH IN A WORLD OF GENERATIVE AI

GYDA

January 2024



Hello



TODAY

- This is an updated version of the speech that I delivered at the Leicester Digital Live conference in October
- It covers the same areas but is updated with new information and updates that have occurred in the last 3 months.

Today



The Direction of Travel

- Generative AI in the search experience

Likely Implications

- Organic traffic
- Paid traffic

Tactics and Strategies

- Future focus areas
- Use of Generative AI tools

Me

- 25 years agency experience
 - Ten years growing Great State to 100 people digital product business
- Thinking about Data and AI in the context of agencies for the last 4 years
 - Back to school to learn python, data science and ML
 - Built machine learning based products
- Commentator on the impact of AI on the agency and digital marketing landscape



GYDA

- Grow Your Digital Agency
- Collection of agency growth experts
- Work with founders and owners of digital agencies
- Help them grow the agencies they want to run
- 100+ clients in over 30 countries
- Key Google partner delivering insight and training to Google Premier Partners
- Work as AI consultant / fractional AI Officer for agencies



TODAY

Fact

Opinion

Guesswork

TODAY

Fact

▶ **Opinion**

Guesswork



1. Direction of Travel

A long, straight dirt road stretches into the distance under a clear blue sky. The road is flanked by flat, open land with sparse vegetation. The perspective is from a low angle, looking down the road towards the horizon.



DIRECTION OF TRAVEL

- Context - what is driving change
- Informed guesses about the near future
- What does Generative search look like

\$162bn

\$700bn - \$3tn

The status quo works for
everyone*



“

*“Democracy is the worst form of Government
except for all those other forms that have been
tried from time to time”*

Winston Churchill



“

“Search engines are the worst way to access information online except for all those other forms that have been tried from time to time”

Neil Collard

Then chatGPT happened:

1. Generative AI in content creation

*The needle is the same size
but the haystack keeps growing*

Then chatGPT happened:

1. Generative AI in content creation
2. Generative AI in search results

Let clever tech do the work for me



I have 4 children and a dog and I am going to spend a day in leicester, can



Images

Videos

News

Books

Maps

Flights

Finance

About 14,600,000 results (0.69 seconds)

Results for **Leicester**

Use precise location



Day Out With The Kids

<https://www.dayoutwiththekids.co.uk> > ... > Leicester



Best Animals Days Out In Leicester, Leicestershire

Discover the **top 20 animals days out** in **Leicester**, Leicestershire right now, including the **best** aquariums, **children's** farms and petting zoos near **you**.



Tripadvisor

<https://www.tripadvisor.co.uk> > Attractions-g186333-Act...



[Things to Do in Leicestershire with Kids](#)

1. **Charnwood Forest Alpacas** · 2. National Space Centre · 3. Tropical Birdland · 4. King Richard III Visitor Centre · 5. Bradgate Park · 6.



Tripadvisor

<https://www.tripadvisor.co.uk> > Attractions-g186334-Act...



[Things to Do in Leicester with Kids](#)

Fun Things to Do in Leicester with Kids: Family-friendly activities and fun things to do. See Tripadvisor's 189814 traveller reviews and ...

Missing: **deg** | Show results with: **dog**

NE

I have 4 children and a dog and I am going to spend a day in leicester, can you recommend a great family day out?



Certainly! Leicester has plenty of family-friendly attractions and activities to offer. Here's a recommended itinerary for a great family day out in Leicester:



Morning:

1. **King Richard III Visitor Centre:** Start your day by exploring the King Richard III Visitor Centre. It's an interactive museum that tells the story of King Richard III, whose remains were discovered in Leicester. The exhibits are engaging and informative for both kids and adults.
2. **Leicester Botanic Garden:** After the visitor center, take a short walk to the University of Leicester Botanic Garden. It's a peaceful and beautiful place to explore, with a variety of plants and flowers. Kids can enjoy the open space and learn about different types of plants.

Lunch:

3. **Braunstone Park:** Head to Braunstone Park for a picnic lunch. This park has ample green space and a playground for the kids to run around and play. It's a great place to relax and enjoy some outdoor time.

Afternoon:

4. **New Walk Museum and Art Gallery:** In the afternoon, visit the New Walk Museum and Art Gallery. It's a family-friendly museum with a wide range of exhibits, including art, dinosaurs, and ancient Egyptian artifacts. The kids will love the dinosaur section.
1. **Leicester Outdoor Pursuits Centre:** If your family enjoys outdoor activities, consider a visit to the Leicester Outdoor Pursuits Centre. They offer various outdoor adventures and activities like archery, climbing, and canoeing. It's a fantastic place for active families.

Late Afternoon:

6. **Leicester's Abbey Park:** Finish your day at Abbey Park, a beautiful park along the F



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- New Walk Museum and Art Gallery:** In the afternoon, visit the New Walk Museum and Art Gallery. It's a family-friendly museum with a wide range of exhibits, including art, dinosaurs, and ancient Egyptian artifacts. The kids will love the dinosaur section.
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The screenshot shows a Google search interface. The search bar contains the text: "I have 4 children and a dog and I am going to spend a day in leicester, can you recommend a great family day out?". Below the search bar are tabs for Images, Videos, News, Books, Maps, Flights, and Finance. The search results show approximately 14,600,000 results in 0.69 seconds. The top result is from "Day Out With The Kids" with the title "Best Animals Days Out In Leicester, Leicestershire" and a description: "Discover the top 20 animals days out in Leicester, Leicestershire right now, including the best aquariums, children's farms and petting zoos near you." The second result is from "Tripadvisor" with the title "Things to Do in Leicestershire with Kids" and a list of 6 activities: 1. Charnwood Forest Alpacas, 2. National Space Centre, 3. Tropical Birdland, 4. King Richard III Visitor Centre, 5. Bradgate Park, 6. [unclear]. The third result is also from "Tripadvisor" with the title "Things to Do in Leicester with Kids" and a description: "Fun Things to Do in Leicester with Kids: Family-friendly activities and fun things to do. See Tripadvisor's 189814 traveller reviews and ... Missing: dog | Show results with: dog".

Generative AI **is** going
to change the search
landscape

I have 4 children and a dog and I am going to spend a day in leicester, can you recommend a great family day out?

- ✓ Searching for: **family day out in leicester**
- ✓ Searching for: **family day out in leicester with children**
- ✓ Generating answers for you...

Sure! Leicester offers a variety of family-friendly activities that you and your children can enjoy. Here are some recommendations for a great family day out in Leicester:

1. **King Richard III Visitor Centre:** Visit the grave of an ancient king and learn about his life, how he came to power, and his untimely death on the battlefield of Bosworth. You can even stand on the glass floor where the King was hastily buried over 500 years ago ¹.
2. **National Space Centre:** The UK's largest attraction dedicated to the wonders of space. Sit back in the Planetarium and enjoy the 360-degree show, blast off in a unique SIM ride, see the Rocket Tower, and picture yourself as an astronaut ¹.
3. **Bean Gaming Board Game Cafe:** Enjoy a fun-filled day playing board games with your family ¹.
4. **Curious About Leicester:** Embark on a self-guided treasure hunt exploring the city's landmarks and hidden gems ¹.
5. **Treetop Adventure Golf:** Experience tropical-themed adventure golf with your family ¹.

Please note that availability and opening hours may vary, so it's a good idea to check their respective websites or contact them directly for the most up-to-date information.

I hope you and your family have a fantastic day in Leicester! 🍷🍷

Learn more: [1. dayoutwiththekids.co.uk](#) [2. toddlertrips.co.uk](#) [3. tripadvisor.co.uk](#) [+1 more](#) **2 of 10**



What are some other attractions in Leicester?

Are there any parks or outdoor activities for children?

Make me amazed



Ask me anything...



0/2000

Provides references
to content sources

GOOGLE QUANDARY





GOOGLE SGE

- Announced May 10th, launched 23rd
- Generates brand new content totally unique to the individual search
- Significant step forward from snippets
- Ability to ask follow up questions



GOOGLE SGE

- Available as a trial in Google Labs (US only / English)
- August
 - Trial is extended to India and Japan / Hindi and Japanese)
- November
 - Further 120 markets in Latin and South America, sub-Saharan Africa, and Asia Pacific
 - Now supports Indonesian, Korean, Portuguese, and Spanish
- As of today (Jan 2024) 8 months after launch:
 - Still only available in labs
 - Not available in EU (privacy & huge ad revenues)



Where is the best digital conference in Leicester UK



Converse

2023

Images

Videos

News

Shopping

Maps

Books

Flights

All filters

Tools

SafeSearch

Generative AI is experimental. Info quality may vary.

Leicester, UK has several digital conferences, including:

Leicester Digital Live

This conference is held at Winstanley House and covers topics like automation, integration, digital marketing, ecommerce, and lead generation. The 2023 conference will be held on Tuesday, October 3rd from 9 AM-5 PM.

Digital Marketing Conference 2023

This conference will be held at the Leicester Marriott Hotel on Friday, June 30th from 8:30 AM-3:30 PM. Speakers will cover topics like artificial intelligence, machine learning, search engines, content creation, robots, and automation.

Leicester Digital Marketing, Media and Advertising Conference

This conference is held annually for marketing professionals. It covers topics like digital marketing best practices, latest trends, and strategy.

Ask a follow up



Leicester Digital Live - Digital...

Eventbrite



Leicester Digital Marketing...

DigiMarCon ...



Leicester's Premier Digital Marketing...

Anicca Digital



Winstanley House

LEICESTERSHIRE'S PREMIER DIGITAL MARKETING CONFERENCE

This year we are pleased to be back in-person at the beautiful



Where is the best digital conference in Leicester UK



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Leicester Digital Live - Digital...

Eventbrite



Leicester Digital Marketing...

DigitalMarketingCon ...



Leicester's Premier Digital Marketing...

Anicca Digital

Main sources linked here

Winstanley House

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Leicester, Leicestershire has many family-friendly attractions, including parks, museums, and places to walk dogs.

Parks

- Abbey Park: A 32-acre park with a river and flower display. It's a good place to walk dogs.
- Gorse Hill City Farm: An outdoor children's farm.
- Stonehurst Family Farm and Museum: An indoor and outdoor children's...

Museums

- Leicester Museum & Art Gallery: Free entry, but a small donation is suggested. It has dinosaurs, mummies, and art.
- King Richard III Visitor Centre: A historic site and specialty museum.

Places to walk dogs

- Abbey Park: A good place to walk dogs.
- National Space Centre: A dog-friendly attraction.
- Historic castles: Dog-friendly attractions.



Best Animals Days Out In Leicester,...

Day Out Wit...



15 Luscious dog walks in Leicestershir...

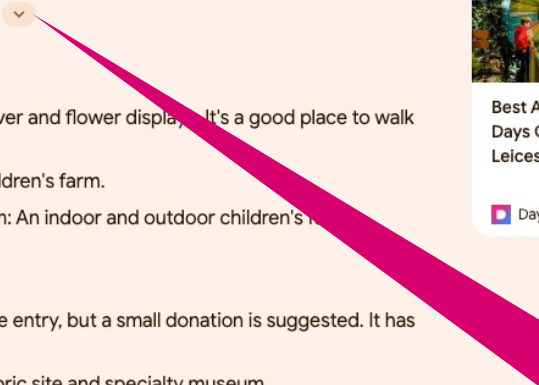
Mar 11, 2020

Pure Pet Food



The 13 best free attractions in Leicester - Wanderlog

Wanderlog



In line links to sources for that particular piece of content

Results for **Leicester, UK** Use precise location

Generative AI is experimental. Info quality may vary.

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Best Animals Days Out In Leicester,...

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Mar 11, 2020 Pure Pet Food

The 13 best free attractions in Leicester - Wanderlog

Wanderlog


Follow up questions (with memory)


- Abbey Park: A good place to walk dogs.
- National Space Centre: A dog-friendly attraction.
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What is there to do in Leicester half term?

Showing results for What is there to do in Leicester half term with children and a dog

 Generative AI is experimental. Info quality may vary.

Leicester has many pet-friendly places and activities, including: 

- Great Central Railway
- Belvoir Castle
- The Parcel Yard
- The Old Plough
- Kirby Muxloe Castle
- CONKERS
- Hanwell Wine Estate

Fun things to do in Leicester: 30 fun attractions and activities



The 33 best

Transforms to a Bard / GPT chat function

 Reset

 Ask a follow up



Results for Leicester, UK

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Best Animals Days Out In Leicester,...

Day Out With The Kids



15 Luscious dog walks in Leicestershire...

Mar 11, 2020

Pure Pet Food

The 13 best free attractions in Leicester - Wanderlog

Wanderlog

Ask a follow up: What is there to do in Leicester half term? Are museums free in Leicester?

Tripadvisor

Things to Do in Leicestershire with Kids

1. Charnwood Forest Alpacas
2. National Space Centre
3. Tropical Birdland
4. King Richard III Visitor Centre
5. Bradgate Park
- 6.

Dog Friendly Getaways

7 of the Best Dog Friendly Days Out in Leicestershire | DFG

Find 7 of the best dog friendly days out in Leicestershire, as voted by you! These pet friendly activities are ideal for everyone.

Activities & Things To Do - 1. Kirby Muxloe Castle - 4. Market Bosworth

Related questions

Are museums free in Leicester?

What is there to do in Leicester half term?



Feedback

Day Out With The Kids

Best Animals Days Out In Leicester, Leicestershire

Discover the top 20 animals days out in Leicester, Leicestershire right now, including the best aquariums, children's farms and petting zoos near you.

Day Out With The Kids



Traditional links appear after the SGE box



where is the best digital conference in Leicester X



Perspectives

Images

Videos

News

Shopping

Maps

Books

Flights

Finance

All filters ▾

Tools

SafeSearch ▾

Get an AI-powered overview for this search?

Generate

LEICESTERSHIRE'S PREMIER DIGITAL MARKETING CONFERENCE

This year we are pleased to be back in-person at the beautiful Winstanley House, in Braunstone, very near the M1/M69 junction. Leicester Digital Live will play host to: Top speakers from around the world.



Anicca Digital

<https://anicca.co.uk> > leicester-digital-live

Leicester's Premier Digital Marketing Conference - LDL23

About featured snippets • Feedback



Yellow Card Login page

Updated



Where are the best family days out in Leicester



Perspectives

Images

Shopping

Maps

Videos

News

Books

Flights

Finance

All filters

Tools

SafeSearch

Results for **Leicester, UK** · [Choose area](#)

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

Leicester, UK has many places for family days out, including museums, parks, and other attractions.



National Space Centre

4.5 ★ (10K)

Science museum with a planetarium, interactive exhibits, and rockets and satellites

Show more

From sources across the web



Leicester Museum and A...



Abbey Pumping Station



Abbey Park Leicester

Updated

Results for **Leicester, UK** · [Choose area](#)

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

Leicester, UK has many places for family days out, including museums, parks, and other attractions.



National Space Centre

4.5 ★ (10K)

Science museum
Leicester

Science museum with a planetarium, interactive exhibits, and rockets and satellites



Leicester Museum and Art Gallery

4.5 ★ (3.9K)

Museum
Leicester

Victorian museum with Ancient Egyptian and natural history collections, plus 18th-20th century art



The Guildhall Museum

4.7 ★ (633)

Museum
Leicester

Medieval building, centered on Great Hall, celebrating Richard III, whose remains were found nearby



THE 10 BEST Things to Do in Leicester...

Tripad...



The 34 best things to do with kids in Leicester - Wanderlog

Wande...



The best things to do with children...

The Fa...



Updated

↳ Is Leicester, UK worth visiting?

↳ What is the most famous thing in Leicester?

↳ Which area is best in Leicester?

Ask a follow up...



From sources across the web



Leicester Museum and A... ▾



Abbey Pumping Station ▾



Abbey Park Leicester ▾



Tropical Birdland ▾



Gorse Hill City Farm ▾



Wistow Maze ▾



Treetop golf Leicester ▾



Jewry Wall Museum ▾



Victoria Park, Leicester ▾

15 more ▾

Feedback

Updated

WHERE NEXT?

- Google are being very cautious
- Most commentators predicting roll out in ~~early 2024~~ three months time
- Likely to have a bigger impact than Bert – or any other update
 - Does not just impact rankings but use of rankings

DIRECTION OF TRAVEL

- Change driven by improved user experience
- Huge implications for search businesses and advertisers
- Uncertainty in the near and mid-term



“

“Google care about stock prices and how often ads are clicked on. So I think we can expect even more integration before SGE is live.”

Anon

The background is a dark blue gradient. It is filled with numerous purple paper airplanes of various sizes and orientations, scattered across the frame. A dashed white line starts from the left side, curves upwards and then downwards, ending at a single red paper airplane on the right side.

2. Likely implications

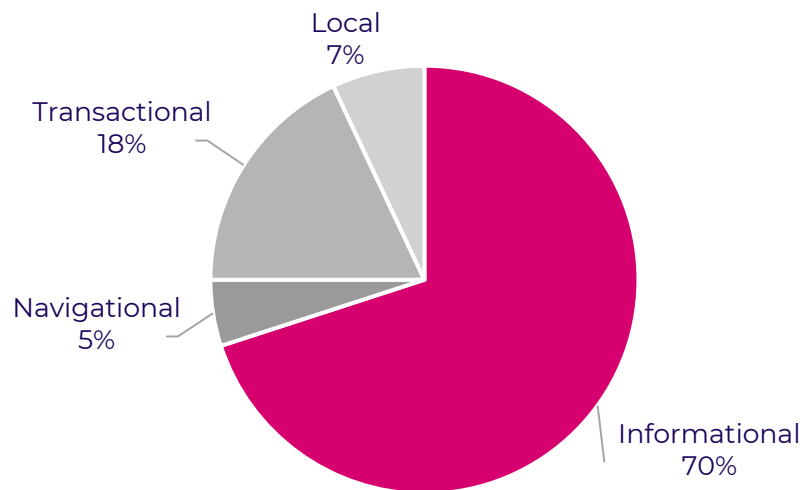
LIKELY IMPLICATIONS

- What we know so far
- Impact on organic traffic
- Impact on paid traffic



WHAT WE KNOW SO FAR

- Biggest impact on informational searches
- Served in approx. 90% of searches
- From Google SGE lead*:
 - Highest satisfaction: 18-24
 - Embrace use of follow up questions
 - Longer more conversational search terms
 - New queries Google has not seen before
 - Users are still able to find ads above or below the SGE box

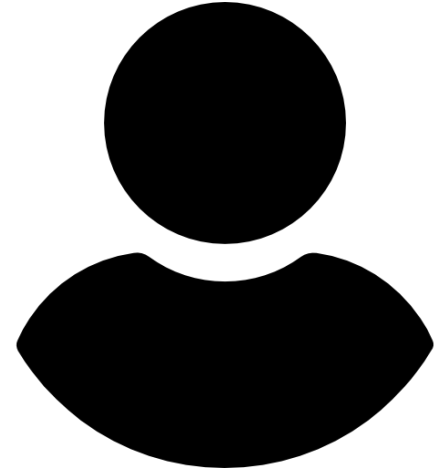
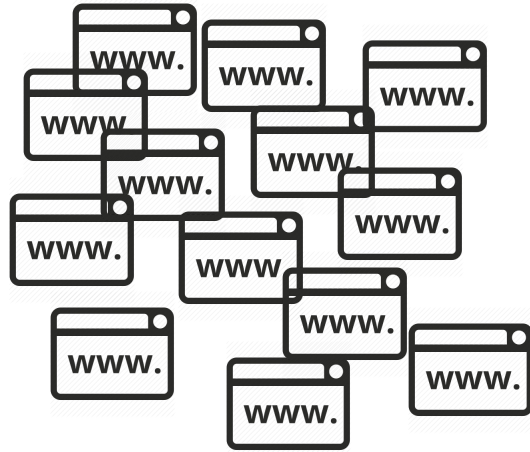


*Hema Budaraju - Sr. Director of Product, Search Generative Experience, Google

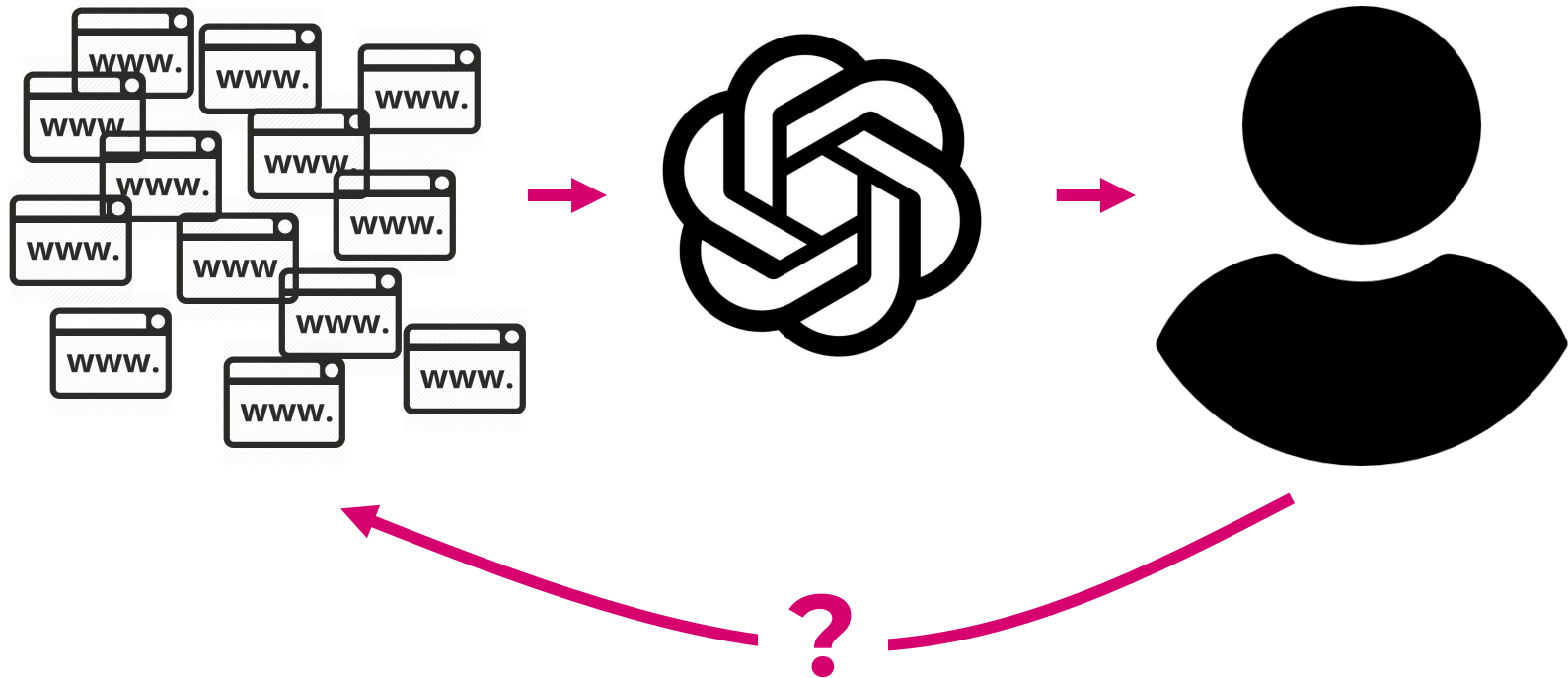
Prediction 1.

Generative search will lead to
a fall in organic traffic

A FALL IN ORGANIC TRAFFIC



A FALL IN ORGANIC TRAFFIC



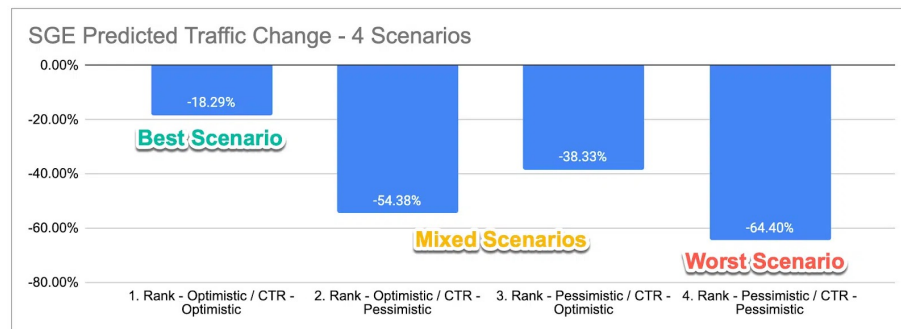


EARLY EVIDENCE

SGE Impact Model by Search Engine Land

- Early attempt to create an impact model
- 23 sites in tech sector
 - 1,000 – 300,000 monthly visits
- Open-source model available

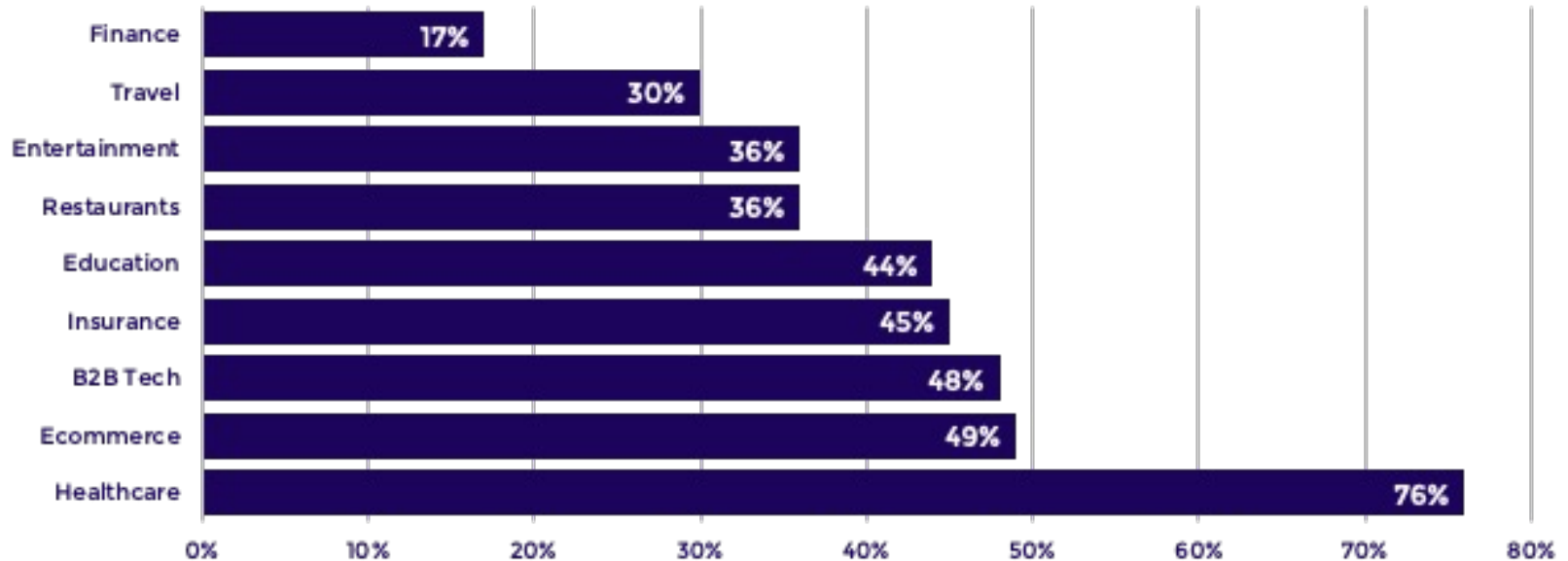
- 18% - 64% drop in organic traffic
- Although one site increased traffic by >200%



<https://searchengineland.com/how-google-sge-will-impact-your-traffic-and-3-sge-recovery-case-studies-431430>



Percentage of queries that were impacted by SGE Analysis of "thousands of keywords across 9 industries"



<https://www.mediapost.com/publications/article/392750/google-sge-to-impact-40b-annually-in-ad-revenue.html>

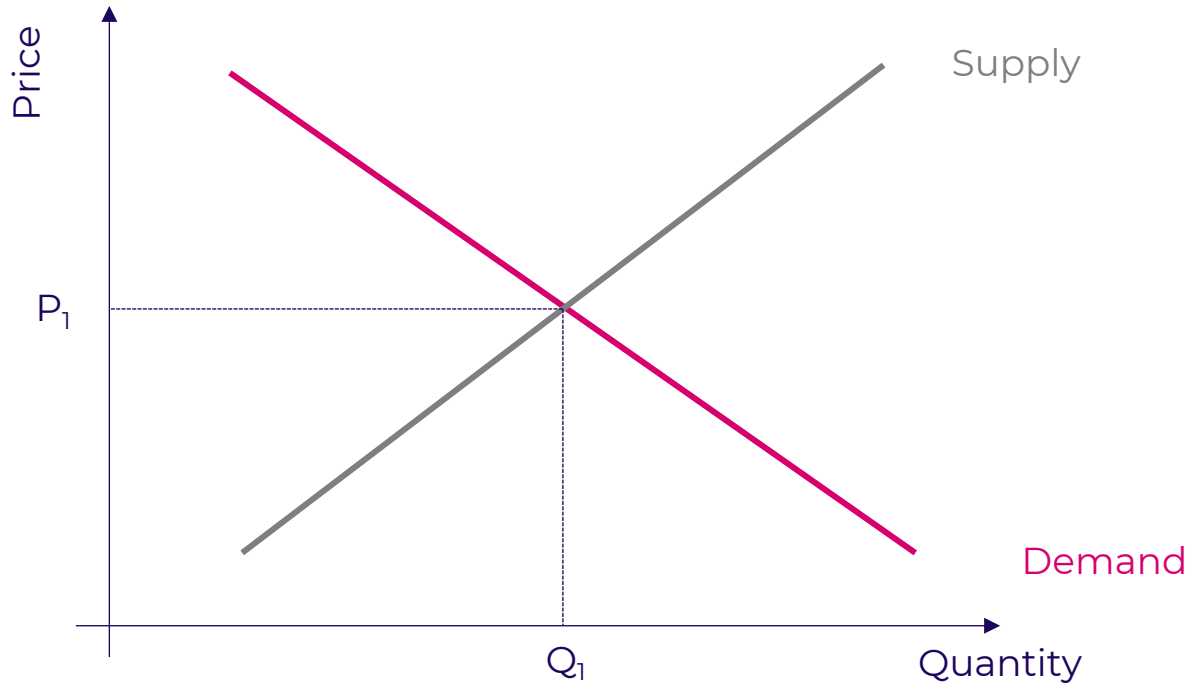
Updated

Prediction 2.

Paid traffic will get more
expensive

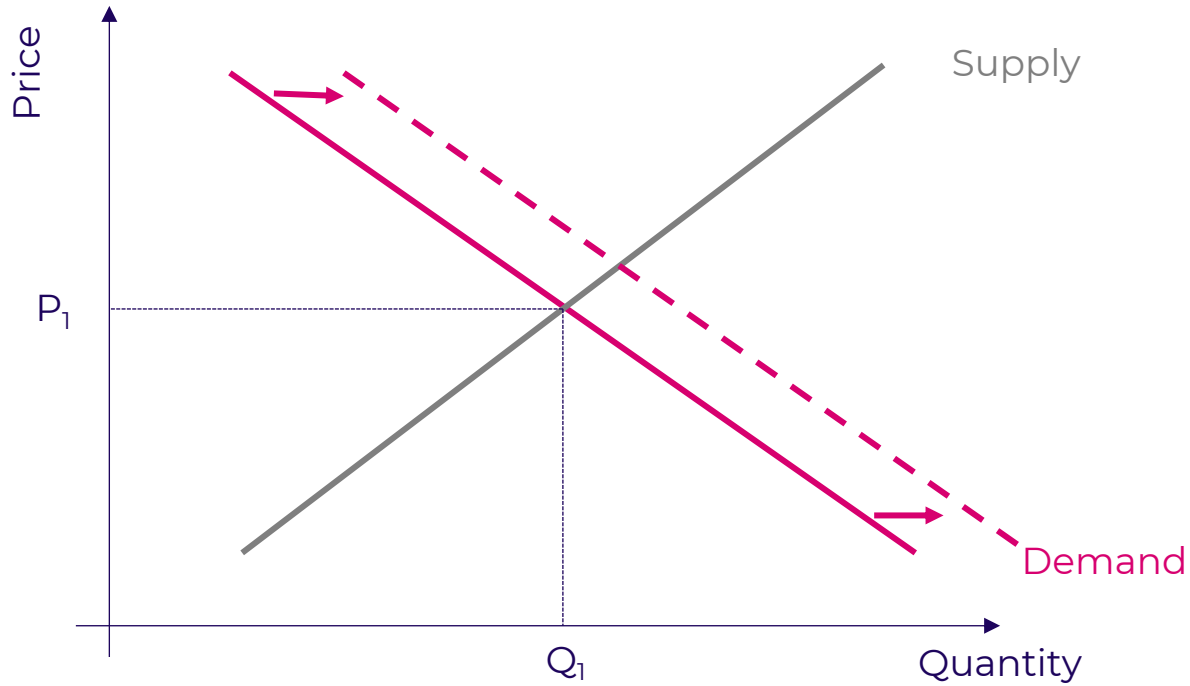


PAID TRAFFIC WILL GET MORE EXPENSIVE



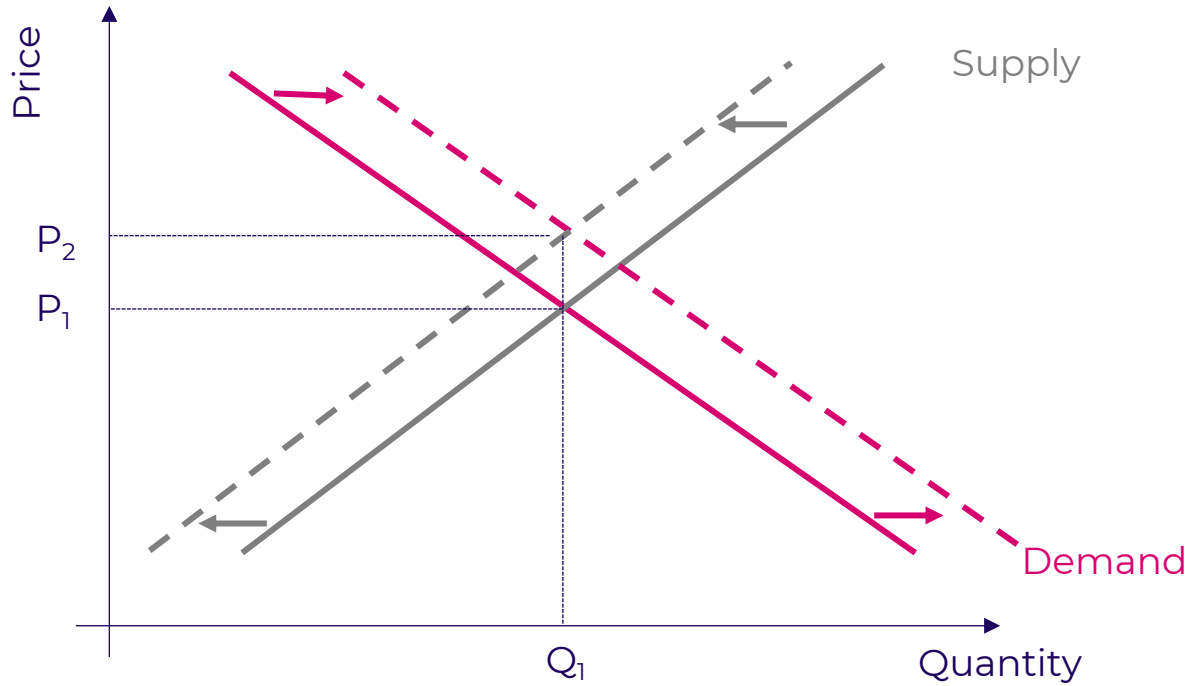


PAID TRAFFIC WILL GET MORE EXPENSIVE





PAID TRAFFIC WILL GET MORE EXPENSIVE



3. Tactics and Strategies

The background of the slide is a dark blue image. It shows a hand in the upper left corner, reaching down to move a chess piece on a board. The chessboard is overlaid with a white network diagram consisting of interconnected nodes and lines, symbolizing strategy and tactics. The overall aesthetic is professional and analytical.



TACTICS AND STRATEGIES

- Prepare for change
- Four tactics for improved ranking



PREPARE FOR CHANGE

- Change can always be an opportunity
- Invest the time now
 - Get your team familiar with Google SGE
 - Can Bing be a test bed?
 - Explore SGE impact model
 - Monitor your keywords in live SGE environment
- Goal setting and KPIs against a rapidly changing background will be challenging

Tactic 1.

Good practice is good practice



GOOD PRACTICE IS GOOD PRACTICE

- SEO good practice remains good practice in SGE world
- EEAT will continue to carry great weight
- The goal becomes citations in the SGE box
 - Effectively top 3 ranking
 - Although traffic might not reflect this
- Original high-quality content likely to have greater impact

Tactic 2.

Optimise for longer more
specific search terms



LONGER MORE SPECIFIC SEARCH TERMS

- Content should develop beyond the commodity information to provide full value
- Obsess about the conversational
- Evidence that Google is quoting word-for-word responses to complex questions
 - “Which is faster the Ryzen 7 7800X3D or the Core i9-13900K [CPU]” direct quote from content: <https://www.tomshardware.com/news/google-sge-break-internet>
- Opportunity to achieve wins within the model – citations in SGE box are often not from top 10 organic results
 - Witness some clients seeing an uplift in organic traffic



Tactic 3.

The importance of user intent

USER INTENT

- User intent will have a greater impact
 - Accelerating the journey from keyword to intent
- Fierce competition though
- AI tools become minimum entry points
 - Discover user intent
 - Organise and create content at scale



Tactic 4.

Use Generative AI



USE GENERATIVE AI

- Google care about EEAT not whether created with AI
- Use of generative AI is now an entry point
 - To identify the highest value content
 - Create the content at scale
 - Personalisation and context permutations
- Retain human oversight (for EEAT)



TACTICS AND STRATEGIES

Brace for change

Tactic 1: Good practice is good practice

Tactic 2: Optimise for longer more specific search terms

Tactic 3: The importance of user intent

Tactic 4: Use of Generative AI tools

A hand is shown in the upper left corner, moving a black chess piece. The chessboard is overlaid with a white network diagram consisting of interconnected nodes and lines. Several other black chess pieces are positioned on the board. The background is a dark blue gradient.

4. In summary

IN SUMMARY

- SGE shaping up to be biggest Google update ever?
- The stakes are high
 - For Google
 - The economy that relies on Google
- Brace for impact
- Opportunity to emerge on top

SILVER LINING

- Google needs content creators and so needs to reward content creators – symbiotic relationship
- Valuable content is still valuable content
- There can be first mover advantage



FURTHER READING

- <https://www.vertical-leap.uk/blog/how-much-will-googles-new-search-generative-experience-affect-organic-traffic/#:~:text=When%20is%20SGE%20rolling%20out,between%20January%20and%20March%202024.>
- <https://searchengineland.com/how-google-sge-will-impact-your-traffic-and-3-sge-recovery-case-studies-431430>
- <https://www.mediapost.com/publications/article/392750/google-sge-to-impact-40b-annually-in-ad-revenue.html>
- <https://www.propellermediaworks.com/blog/what-is-google-sge-how-it-will-impact-search-traffic/>



Questions / Applause / Abuse?