



**aniccadigital**

# **The impact of Generative AI & social search on Google's role in driving ecommerce traffic**

**Ann Stanley – Founder & CEO**

**Sep 2024**

# Ann Stanley

- Founder and CEO of Anicca Digital
- 22 years in digital marketing, 17 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
  - **A10 Marketing Framework**  
[bit.ly/anicca-A10](https://bit.ly/anicca-A10)
  - **Integrate – Creating an Integrated Marketing Strategy –**  
[bit.ly/anicca-integrate](https://bit.ly/anicca-integrate)
  - **Free weekly webinar – Friday 9-10am**  
[bit.ly/anicca-webinars](https://bit.ly/anicca-webinars)
- Socials – [linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)
- Email – [ann@anicca.co.uk](mailto:ann@anicca.co.uk)





aniccadigital

# 17 years of data-driven digital marketing for ecommerce & established brands



Strategy



Social



Search



Shopping



Skills

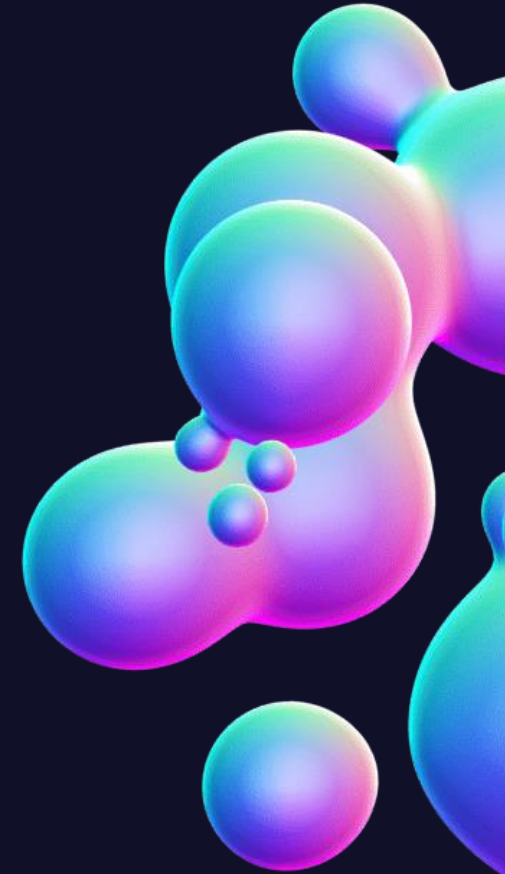
# Contents



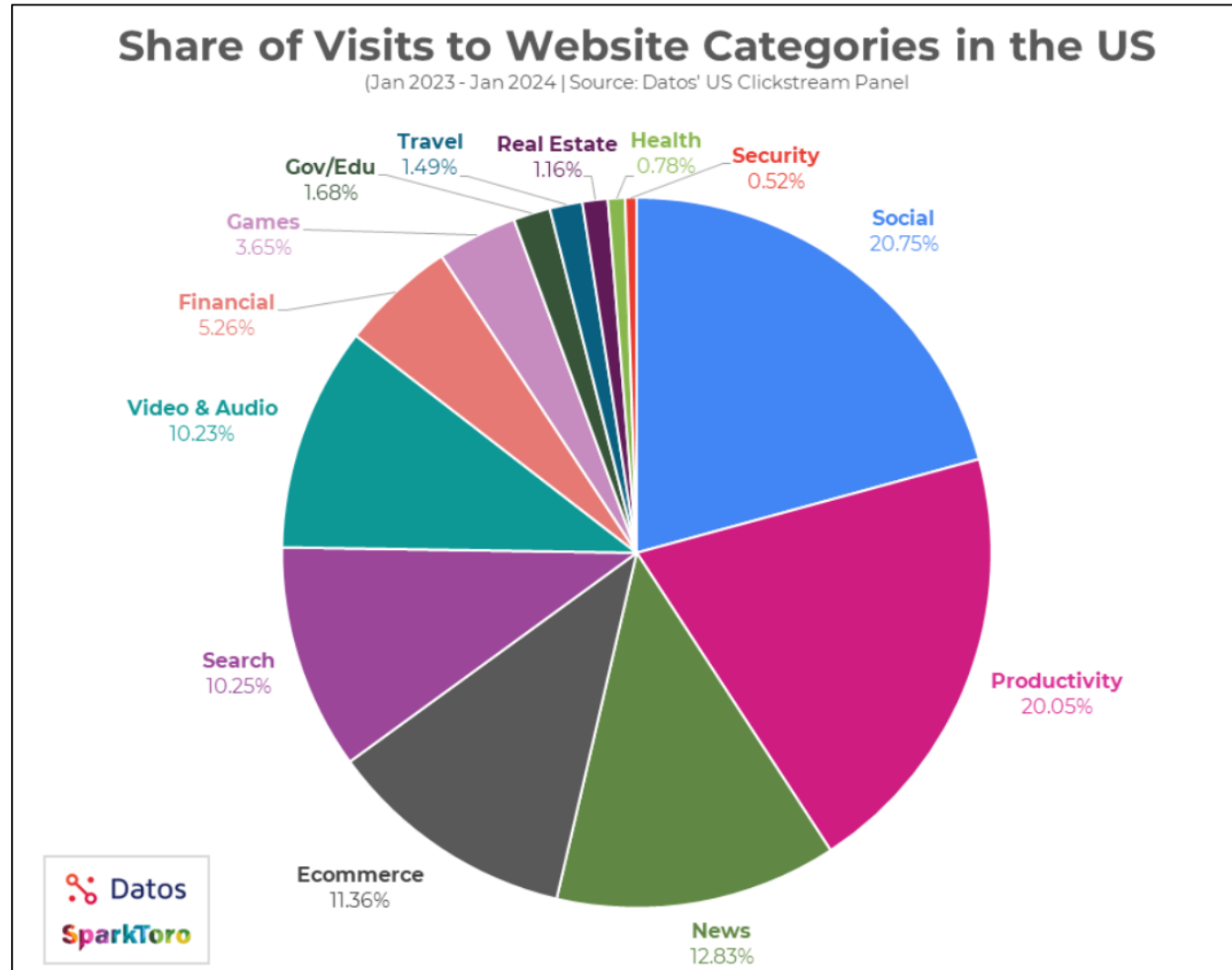
1

Role of Search  
to drive traffic

# 1) Role of Search to drive traffic

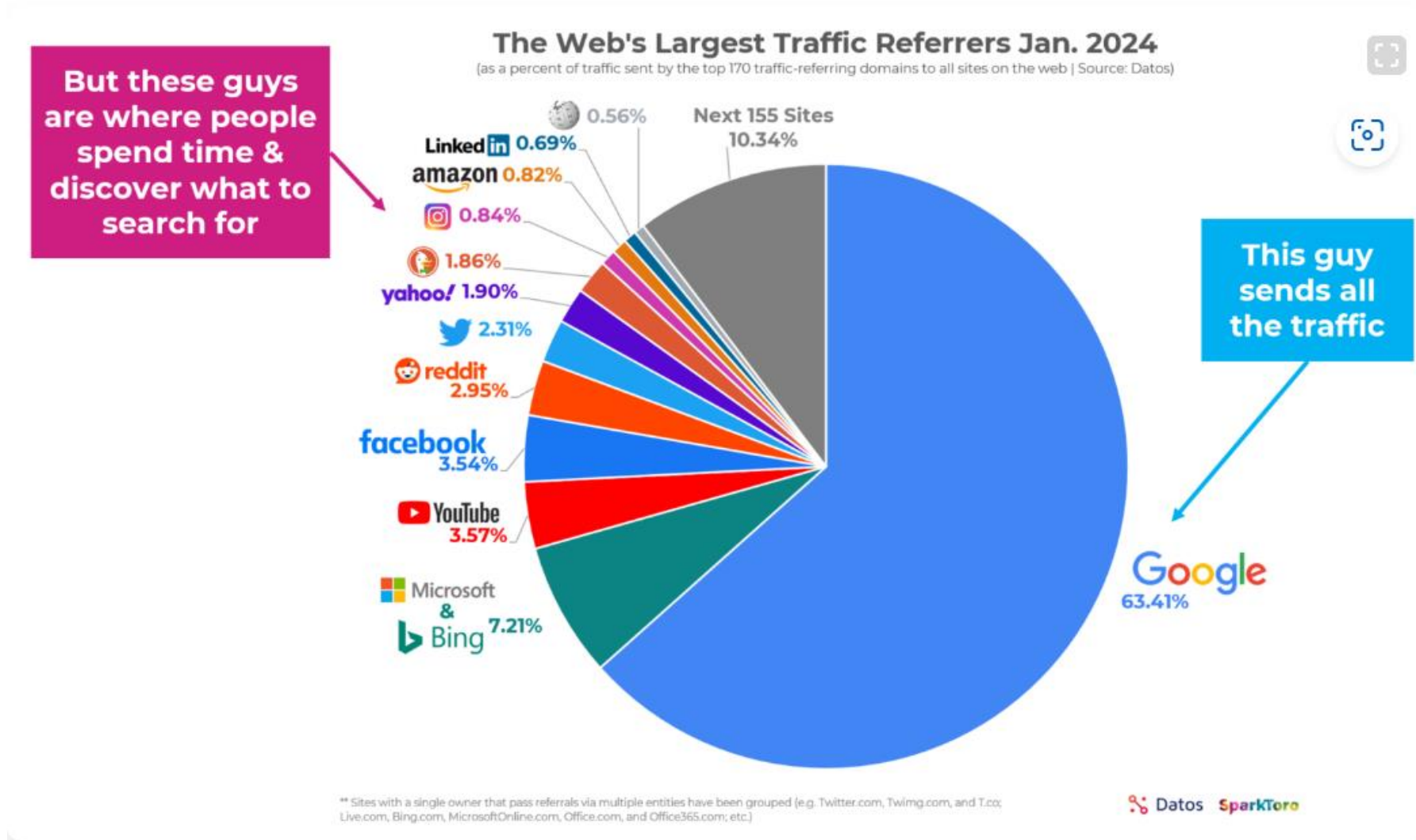


# Share of US website visits by category (popularity)

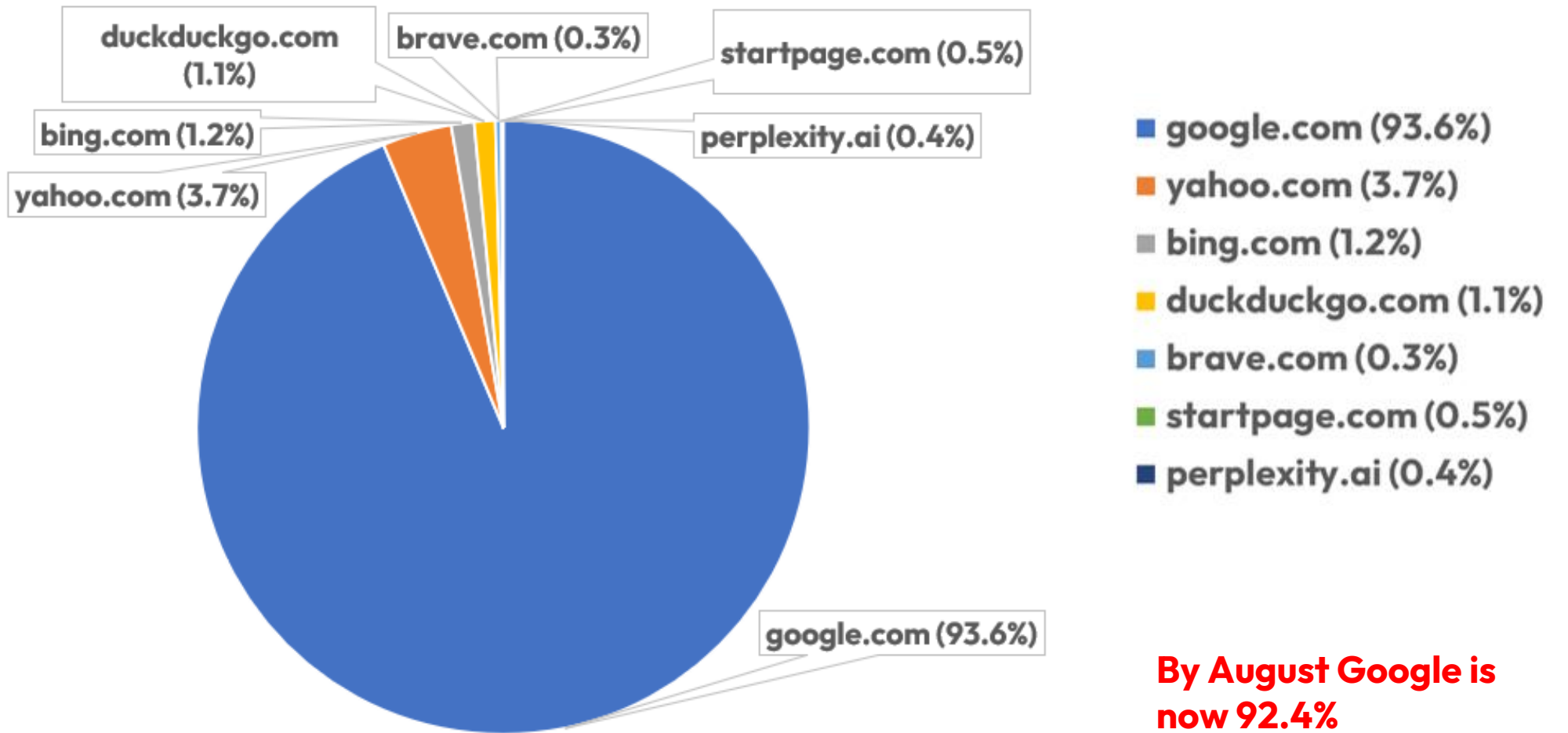


<https://sparktoro.com/blog/where-web-users-spend-time-vs-where-traffic-referrals-originate/>

# Main US referrers by category

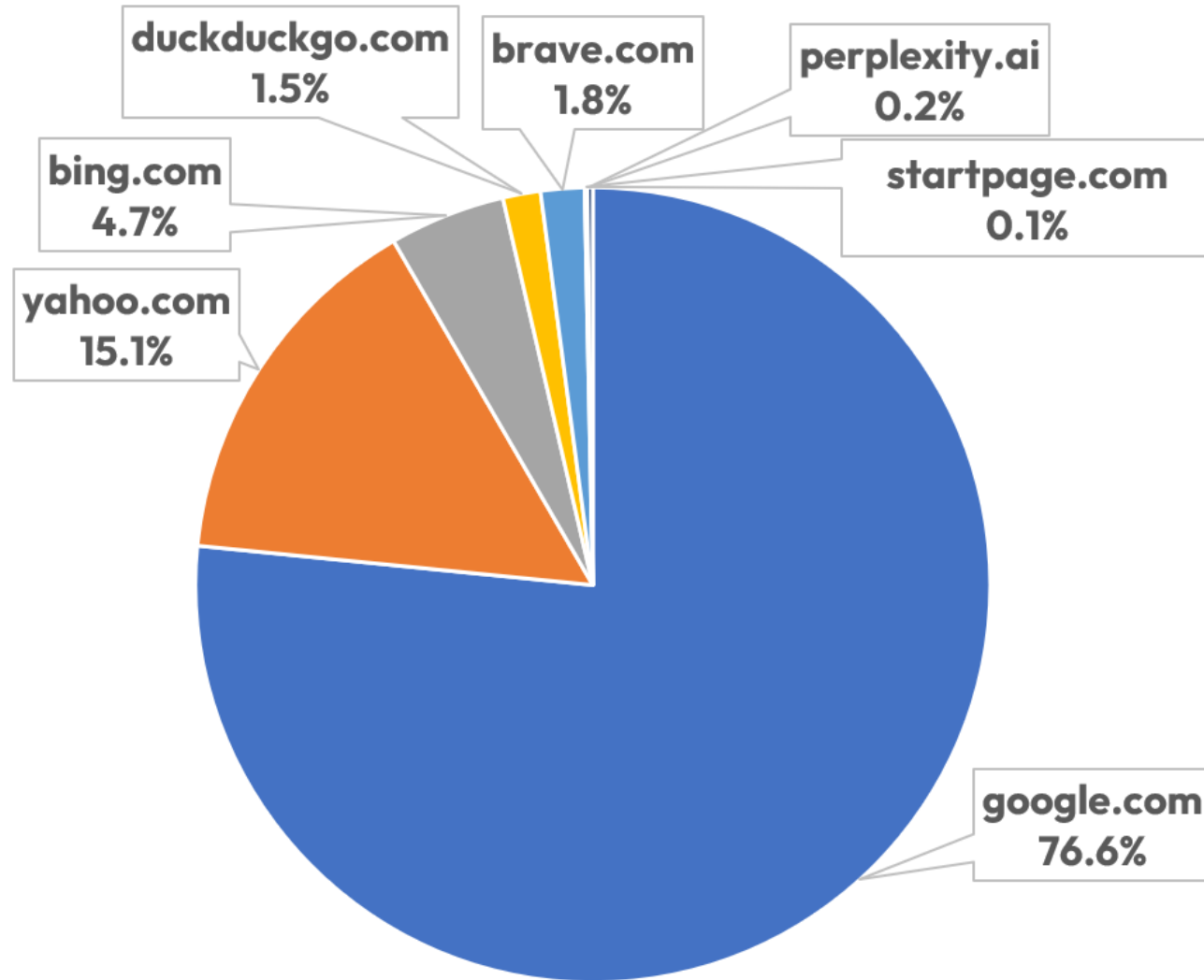


# Share of UK search engine traffic for April (Similarweb data based on visits)











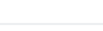





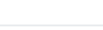


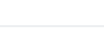








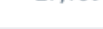

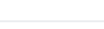






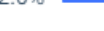




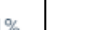
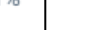





# Share of top search engine traffic based on unique users (April)

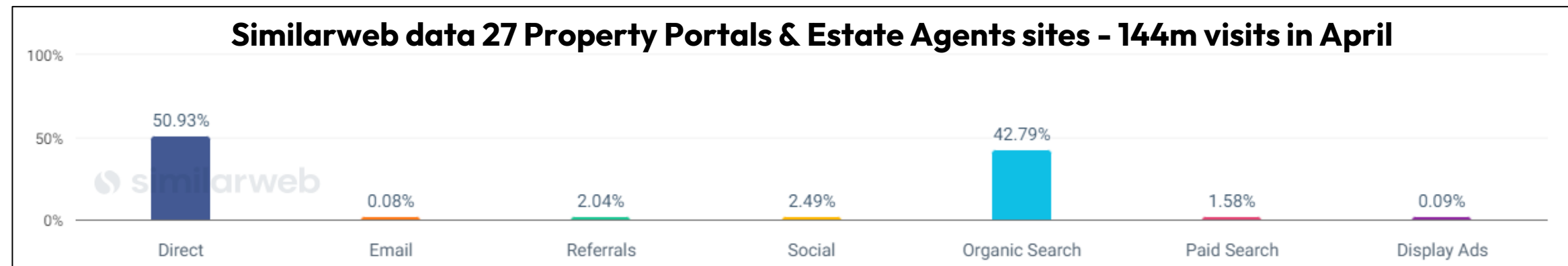
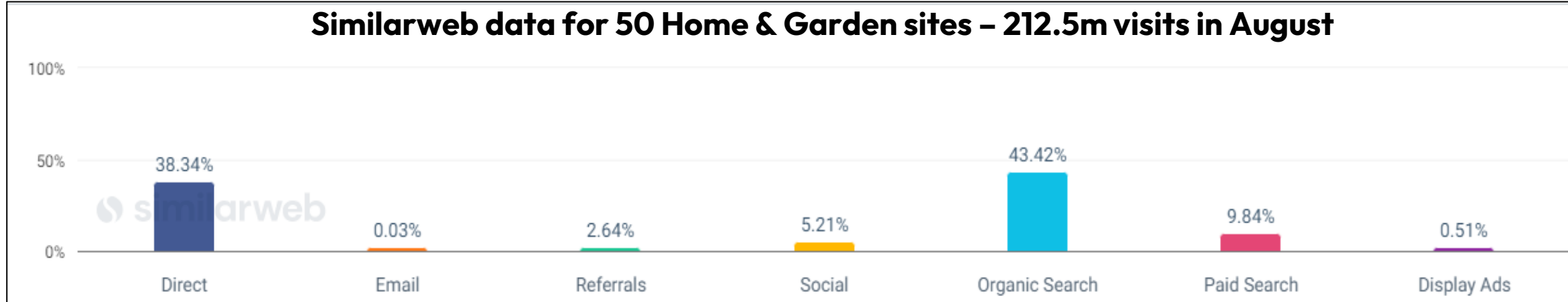


**By August Google is now 73.7%**

# UK Search engines share (Aug 24)

	Domain (17)	Traffic Share ↓	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Yearly Change	Desktop vs Mobile	
1	 google.com	92.36% 	↓ 0.44%	#1	2.980B	79.09M	↓ 2.21%	41.6%  58.4%	
2	 yahoo.com	4.08% 	↓ 0.24%	#17	131.7M	17.01M	↑ 10.60%	67.9%  32.1%	Yahoo.com +10.6%
3	 bing.com	1.67% 	↑ 8.11%	#29	53.82M	6.135M	↓ 4.07%	63.6%  36.4%	Bing.com -4.1%
4	 duckduckgo....	1.25% 	↑ 2.70%	#48	40.49M	1.836M	↓ 2.57%	43.1%  56.9%	DuckDuckGo -2.6%
5	 brave.com	0.46% 	↑ 7.56%	#164	14.88M	2.559M	↑ 35.29%	27.8%  72.2%	Brave.com +35.3%
6	 startpage.com	0.08% 	↑ 0.58%	#949	2.730M	214,035	↑ 19.05%	51.8%  48.2%	Startpage.com +19%
7	 perplexity.ai	0.07% 	↑ 6.44%	#978	2.116M	285,653	↑ 248.30%	81.7%  18.3%	Perplexity.ai +248%
8	 qwant.com	0.01% 	↓ 18.96%	#5,059	355,299	51,965	↓ 23.60%	67.2%  32.8%	
9	 you.com	< 0.01% 	↑ 8.28%	#18,122	101,076	27,109	↓ 23.97%	51.7%  48.3%	
10	 swisscows.c...	< 0.01% 	↑ 14.93%	#16,848	92,061	10,615	↓ 25.24%	82.7%  17.3%	
11	 ecosia.com	< 0.01% 	↓ 51.61%	#48,238	54,137	16,185	↓ 66.19%	0%  100%	
12	 phind.com	< 0.01% 	↑ 0.75%	#63,093	25,456	8,638	↓ 36.43%	72.0%  28.0%	
13	 yep.com	< 0.01% 	↑ 150.23%	#86,304	15,845	6,561	↑ 6.07%	18.1%  81.9%	
14	 andisearch.c...	< 0.01% 	↓ 31.23%	#102,924	13,048	6,822	↓ 41.12%	36.9%  63.1%	
15	 komo.ai	< 0.01% 	↑ 26.27%	#252,650	5,105	2,914	↓ 70.53%	32.2%  67.8%	

# Aug data from Similarweb showing sources of traffic to 2 sectors (UK)



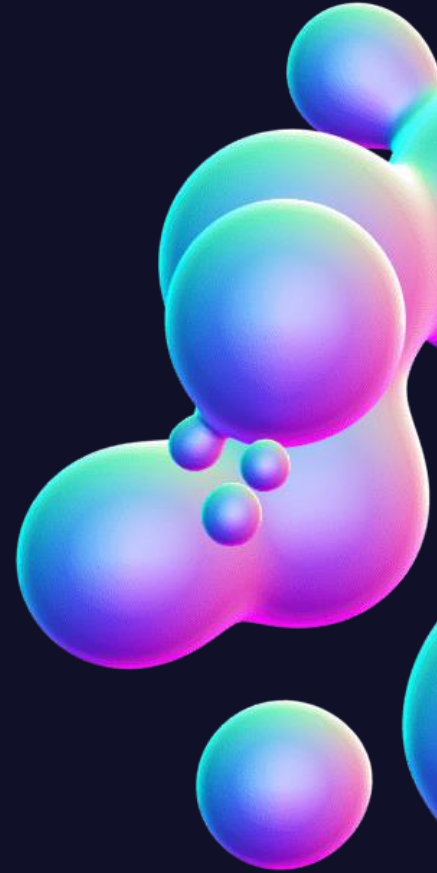
1

Role of Search  
to drive traffic

2

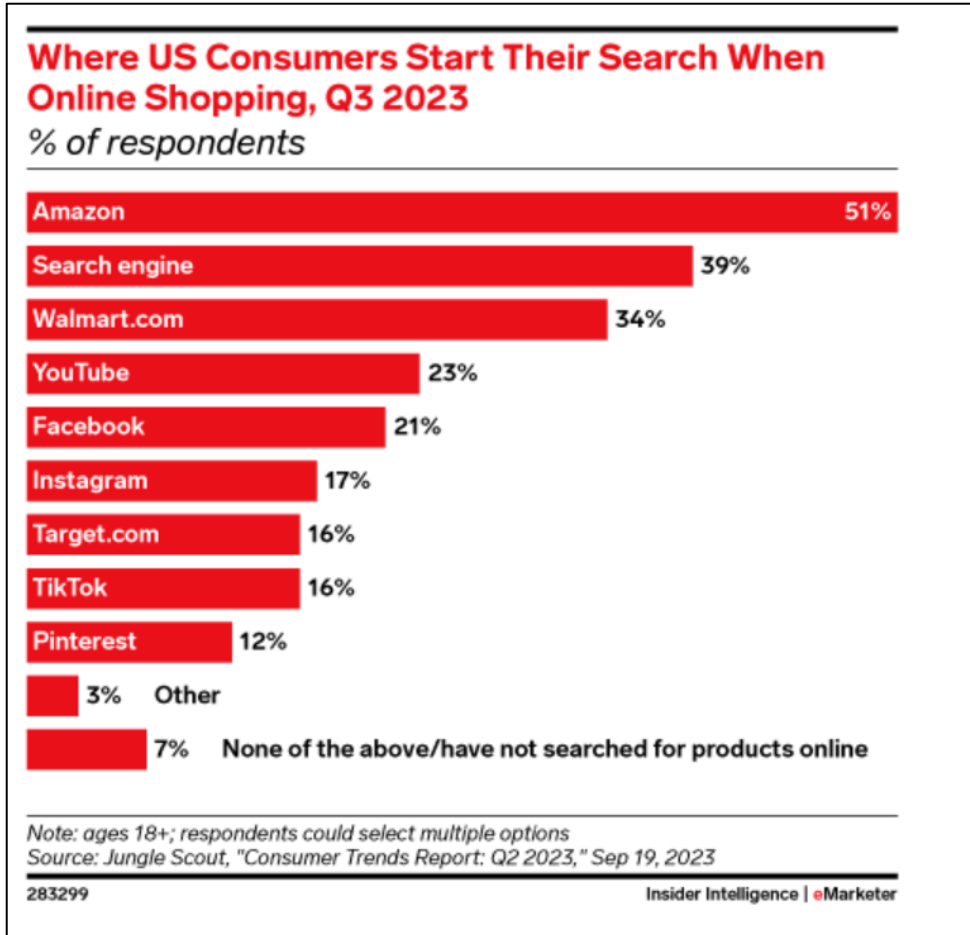
Search beyond  
search engines

## 2) Search beyond search engines

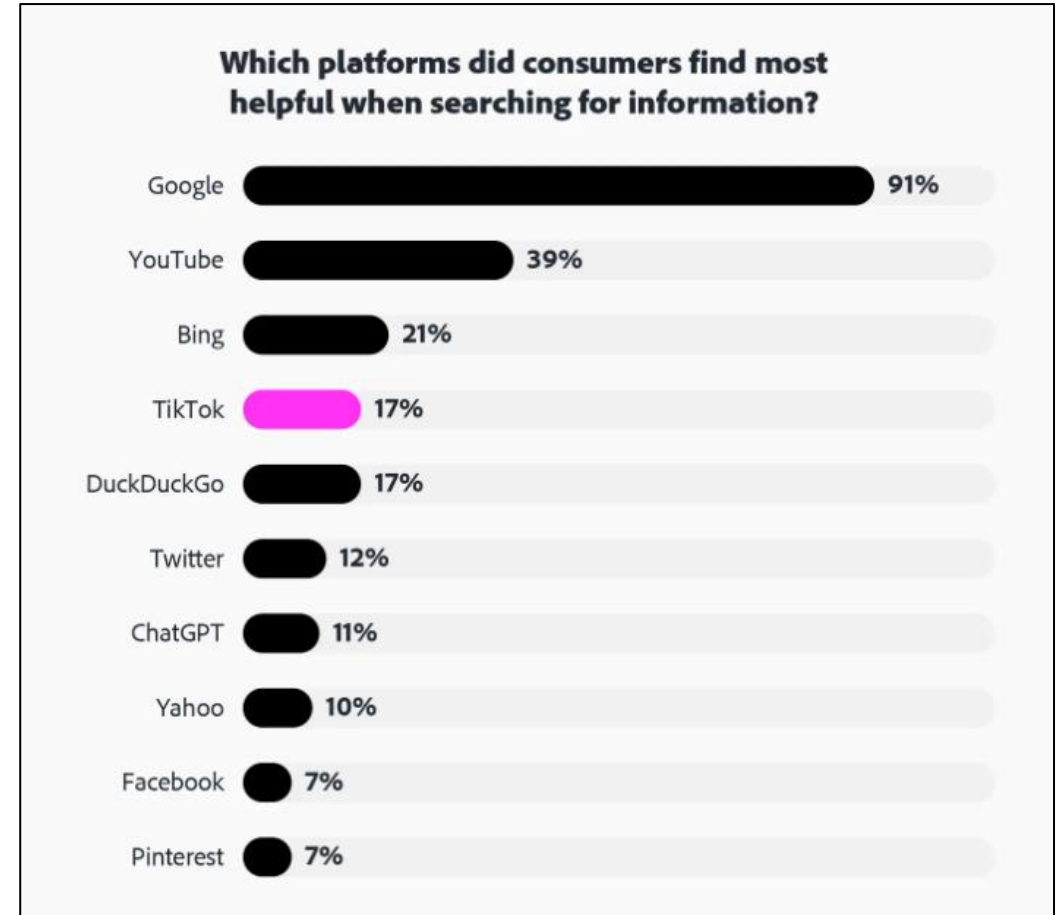


# Where do people start their search

## eMarketer (Jan 24) – looking for products



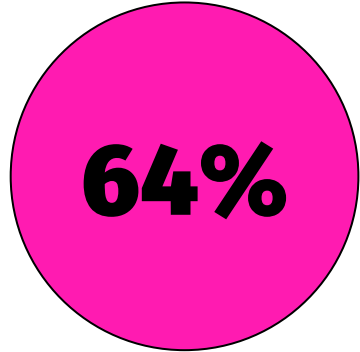
## Adobe (April 24) – looking for information



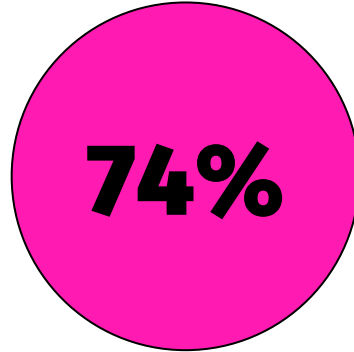
<https://www.emarketer.com/content/gen-z-prefers-tiktok-google-searches>

<https://www.adobe.com/express/learn/blog/using-tiktok-as-a-search-engine>

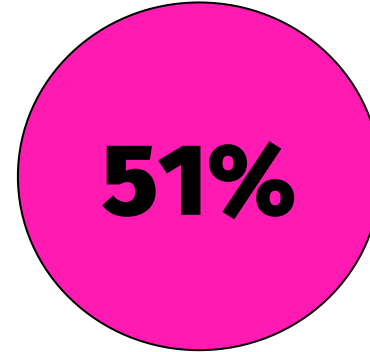
# Key findings from the HerCampus study (in eMarketer)



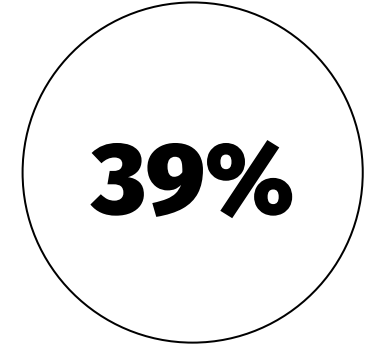
Of Gen Z are  
active on TikTok



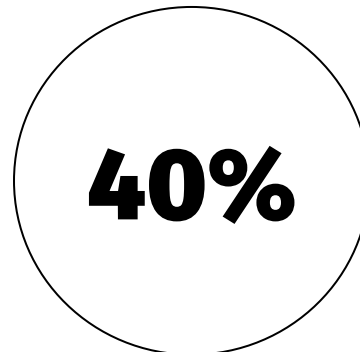
Of Gen Z users use  
TikTok for search



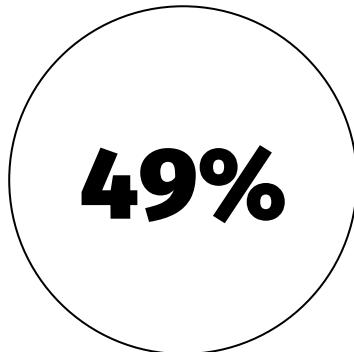
Of Gen Z users favour  
TikTok over Google



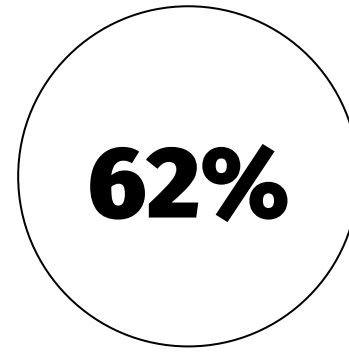
Of users favour  
reviews



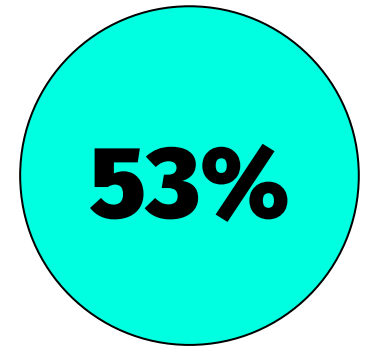
Of consumers use  
TikTok for information



Of millennials are  
active on TikTok

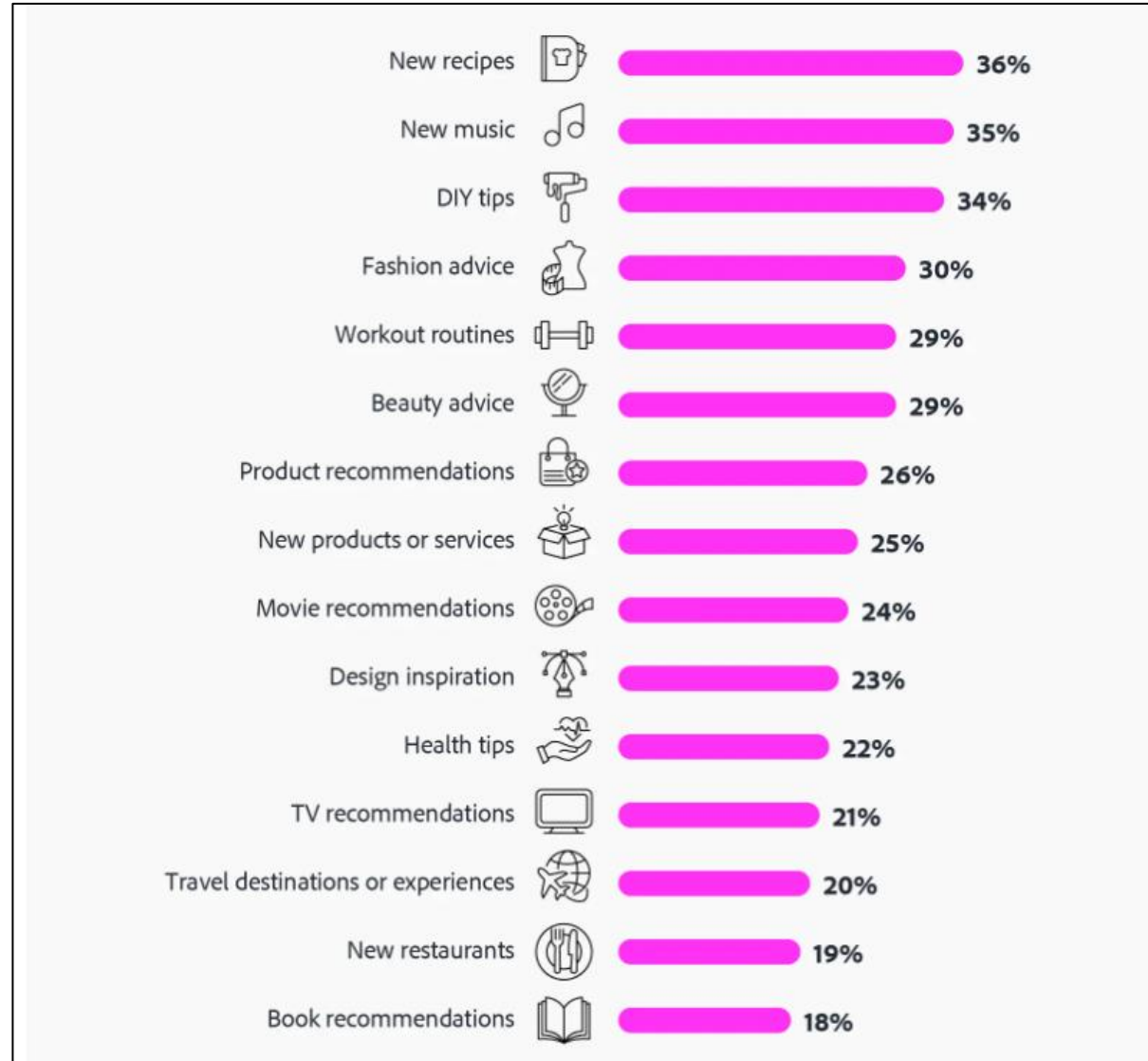


Of users favour  
Video tutorials



Of businesses plan to  
increase use of TikTok


# What have consumers looked for when using TikTok as a search engine?



## Top Topics

- New recipes 36%
- New Music 35%
- DIY tips 34%
- Fashion advice 30%
- Workout routines 29%
- Beauty advice 29%

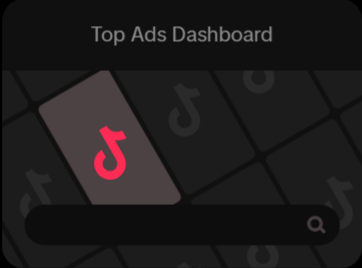
# ads.tiktok.com/business/creativecenter

TikTok Creative Center   Inspiration   Trends   Creative Tools   English ▾   Log in   

## Let's elevate your whole creative game

**Looking for examples of top ads?**

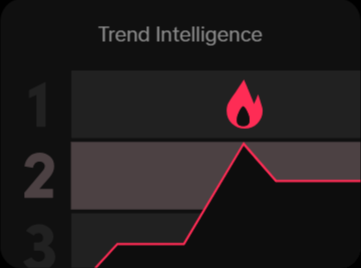
Top Ads Dashboard



[Get started](#)

**Wondering what's hot on TikTok?**

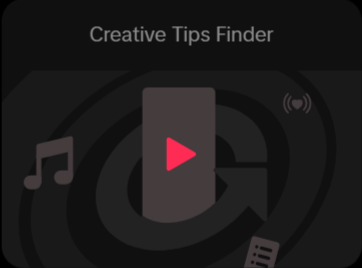
Trend Intelligence



[Get started](#)

**Seeking creative guidance?**


Creative Tips Finder



[Get started](#)

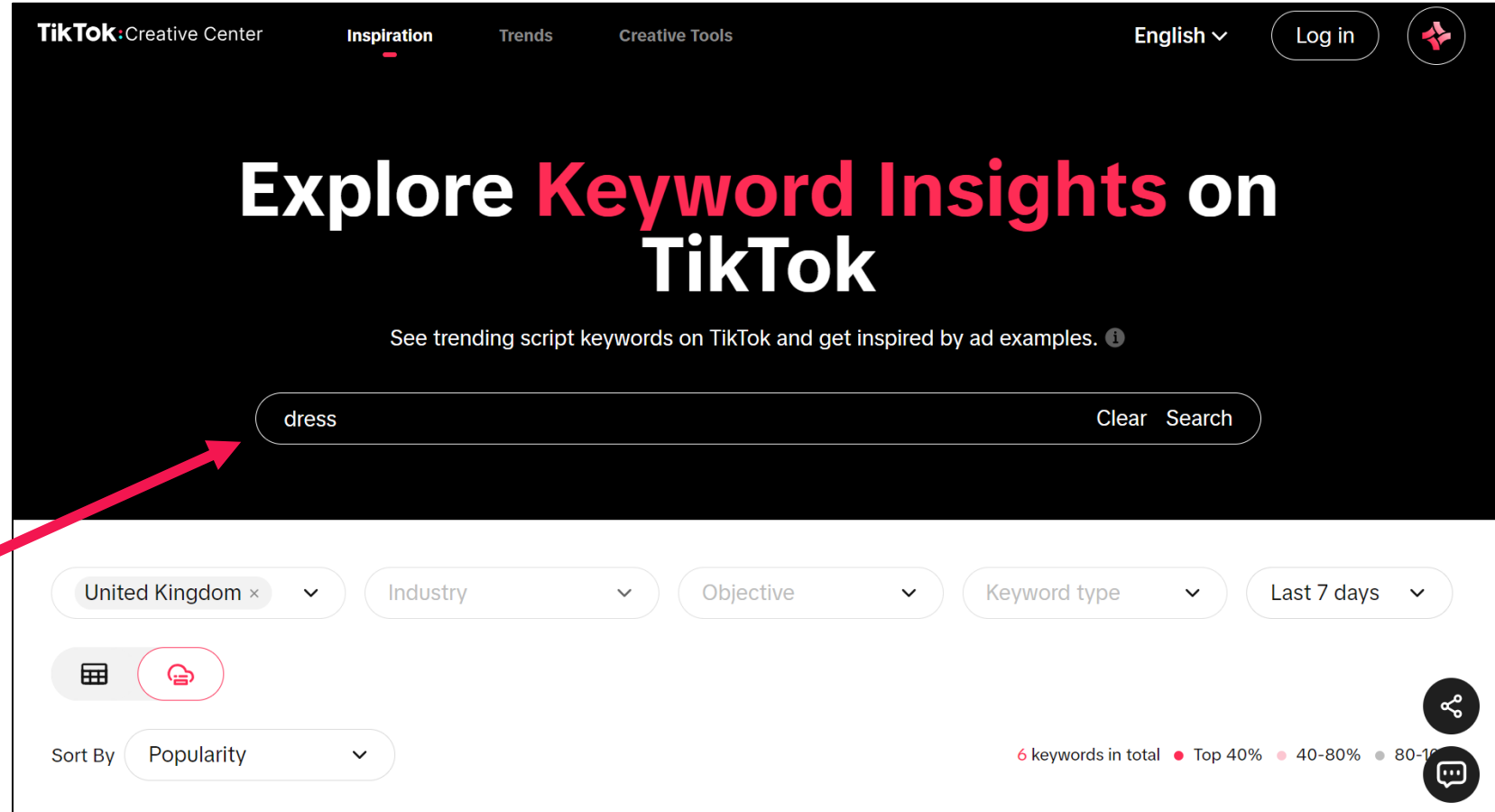
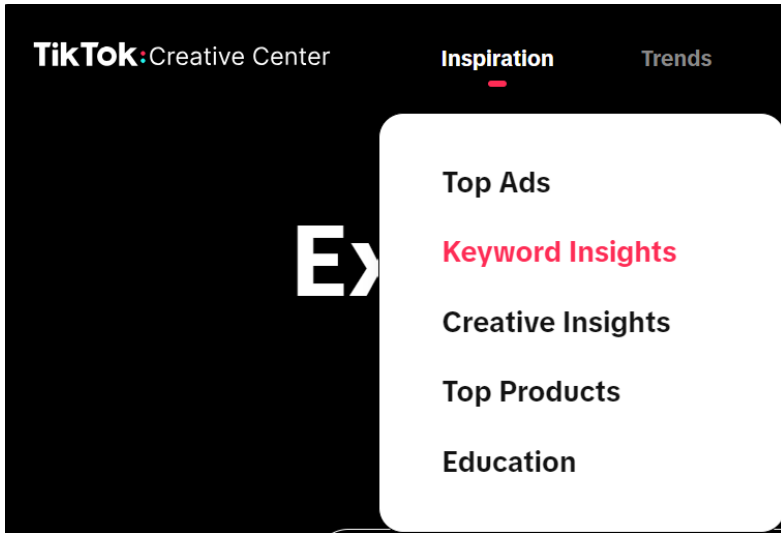
**Creative Expert Courses**

Enroll now for an expert-level education on all things related to creating for TikTok.

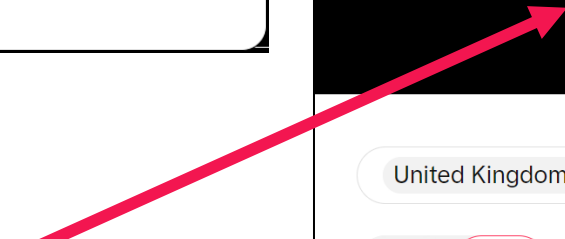




# Use of TikTok Creative Centre – keyword insights



Type keyword



# Keyphrase data

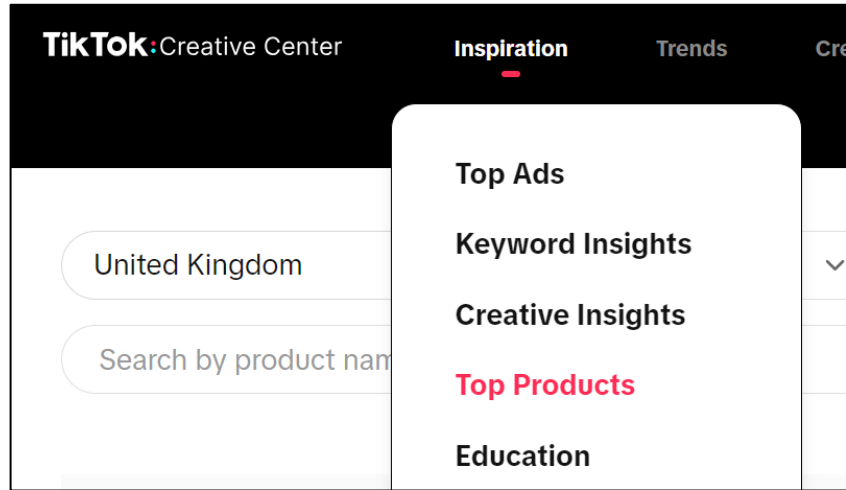
United Kingdom × Industry Objective Keyword type Last 7 days

6 keywords in total About this data ?

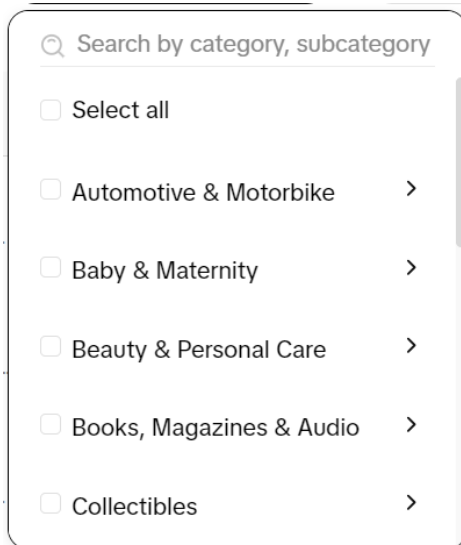
Rank	Keyword	Popularity ? ⇅	Popularity change ? ⇅	CTR ? ⇅	CVR ? ⇅	CPA ? ⇅	Impressions ? ⇅	Cost ? ⇅
1	dress	243	▲ 111.98%	1.30%	3.36%	18.50 USD	4M	17K USD
2	maxi dress	24	▲ 260.00%	1.41%	9.49%	8.30 USD	244K	1K USD
3	hoodie dress	25	▲ 166.67%	6.49%	0.38%	136.00 USD	9K	136 USD
4	perfect dress	30	▲ 141.18%	1.12%	3.75%	16.80 USD	2M	5K USD
5	dresses	34	▲ 172.22%	0.74%	8.01%	9.49 USD	2M	5K USD
6	these gorgeous dresses	22	▲ 400.00%	1.84%	1.34%	32.60 USD	126K	474 USD

Popularity = number of ads

# Use of TikTok Creative Centre – Top Products



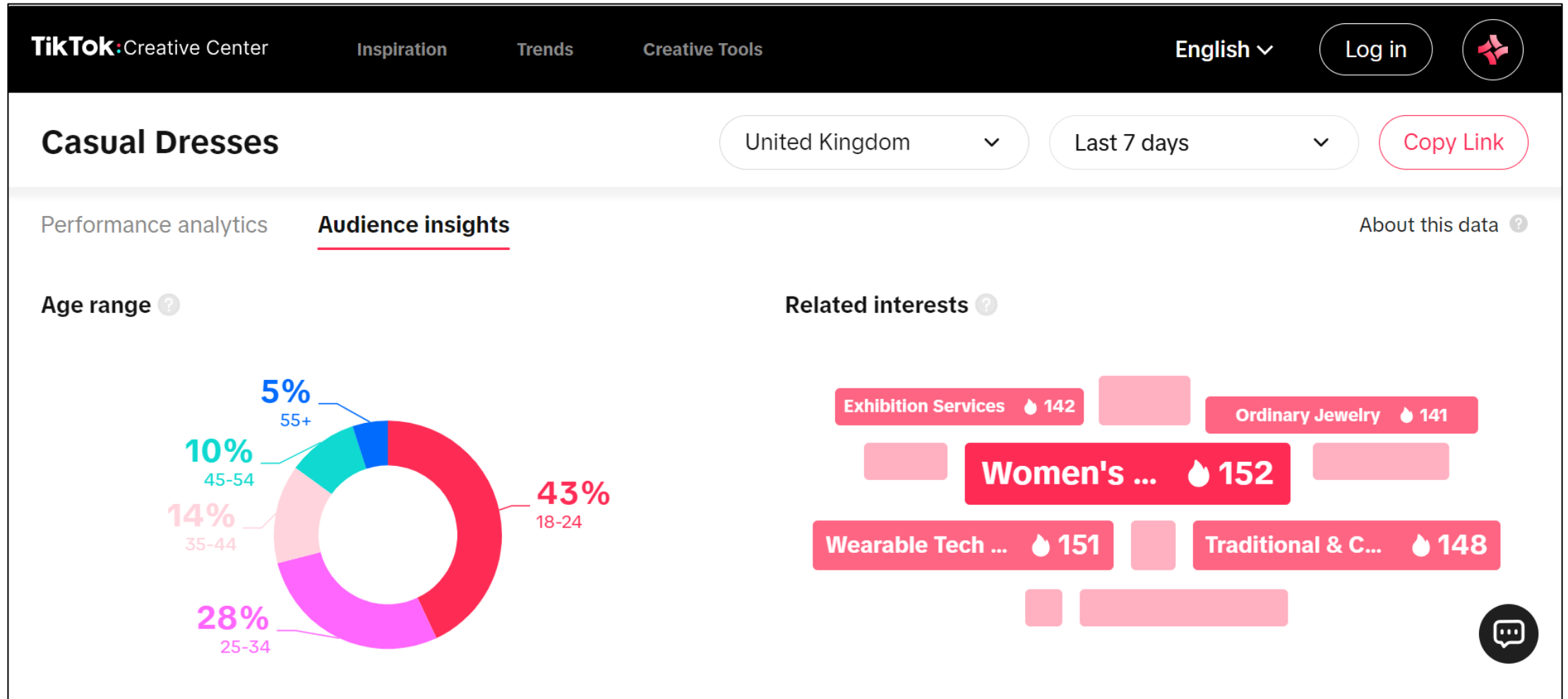
## Searching by Category



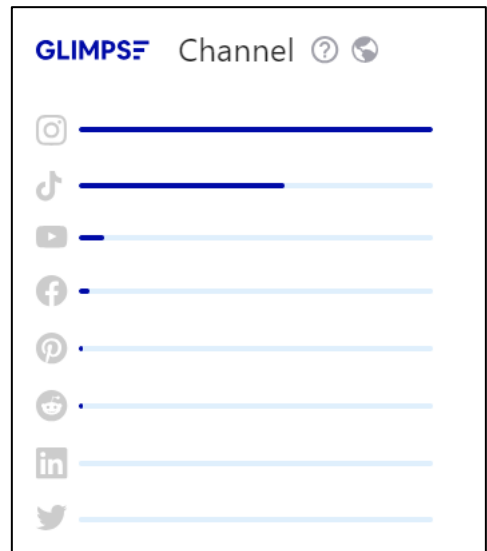
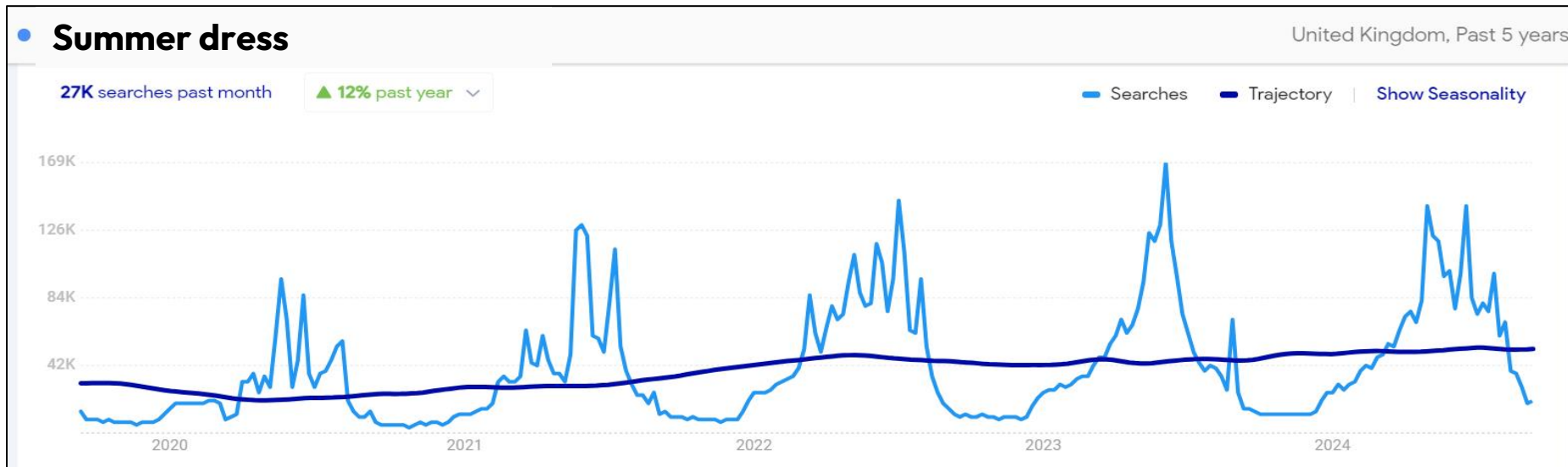
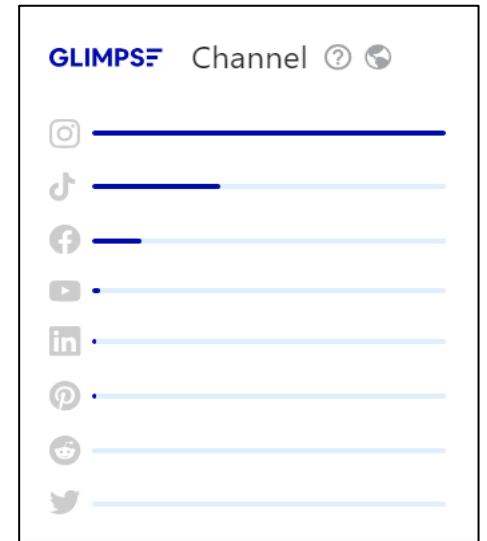
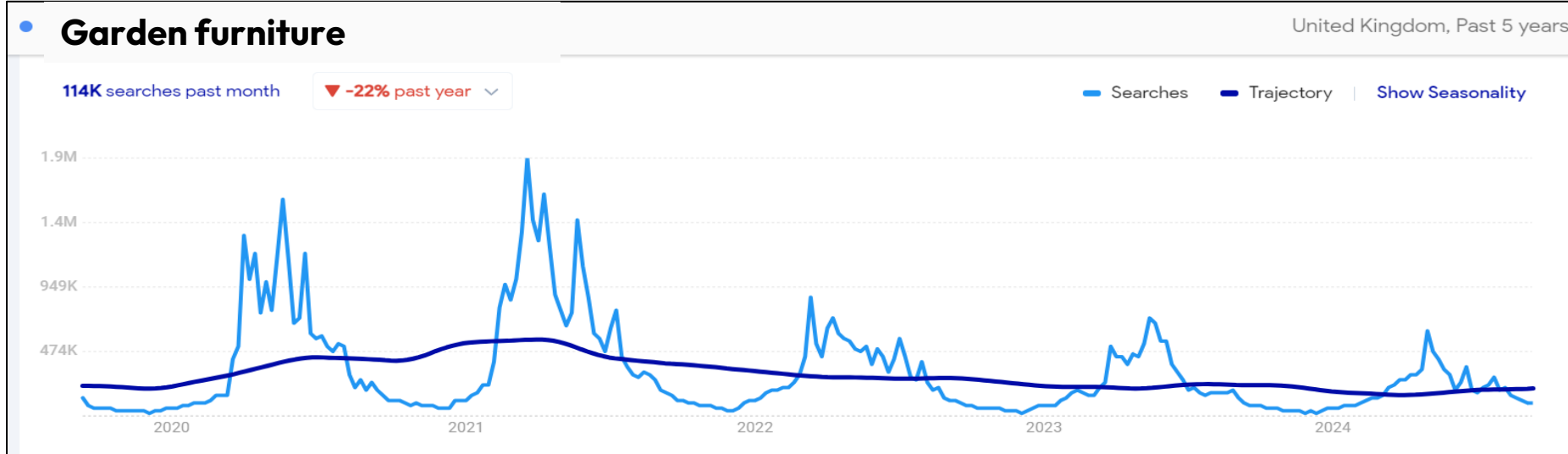
TikTok Creative Center product insights table. The table shows top products with columns for Product, Popularity, Popularity change, CTR, CVR, CPA, and Actions. The 'Casual Dresses' row is highlighted with a blue border.

Product	Popularity	Popularity change	CTR	CVR	CPA	Actions
<b>Casual Dresses</b> Womenswear & Women's Underwear/...	4K	▲ 5%	1.48%	16.16%	3.34 USD	Details
<b>Perfume</b> Beauty & Personal Care/Makeup & Per...	2K	▲ 0%	0.83%	8.21%	11.80 USD	Details
<b>Cases, Screen Protectors &amp; ...</b> Phones & Electronics/Phone Accessori...	2K	▲ 23%	1.28%	23.01%	2.46 USD	Details
<b>Sets</b> Womenswear & Women's Underwear/...	1K	▲ 3%	2.02%	7.82%	5.37 USD	Details

# Audience insights



# Search trends & social search data from Glimpse



# Data from Answer The Public

Answer The Public  
by **NP** digital

English ▾

Learn ▾ Features ▾ Use cases ▾ Pricing Consulting

Sign in [UPGRADE TO PRO](#)

Register for **FREE** and get: ×

- 3 Daily searches
- Your searches (historical)

[CREATE FREE ACCOUNT](#)

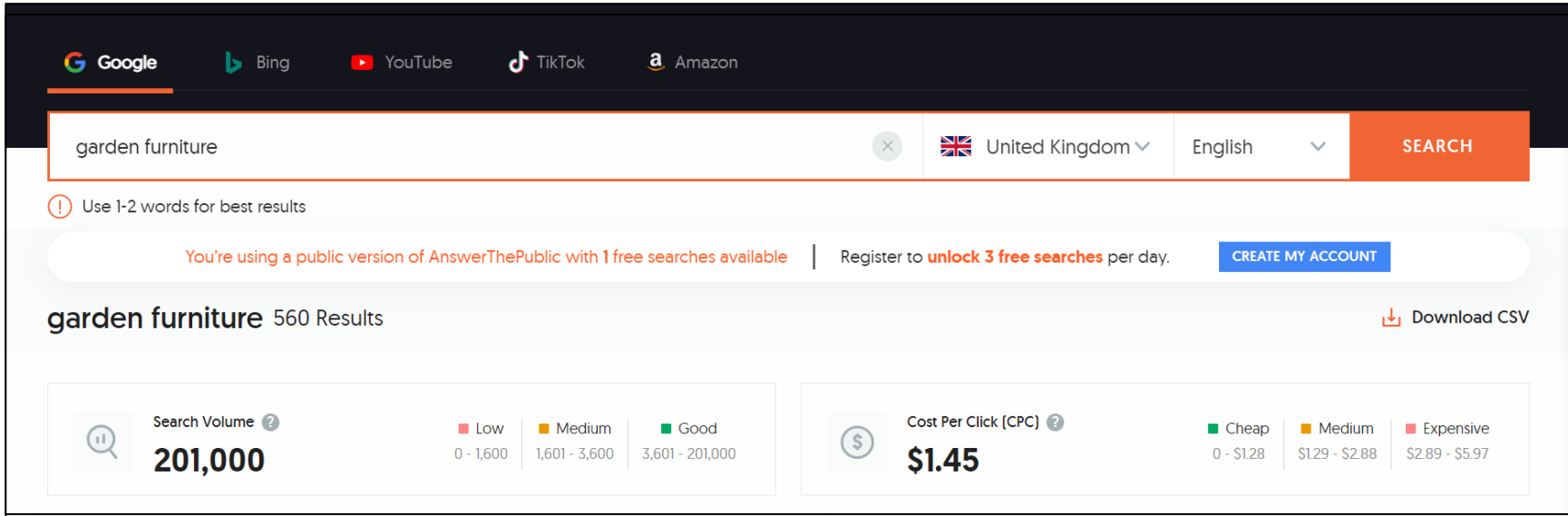
## Discover what people are **asking** about...

Google Bing YouTube TikTok **NEW** Amazon

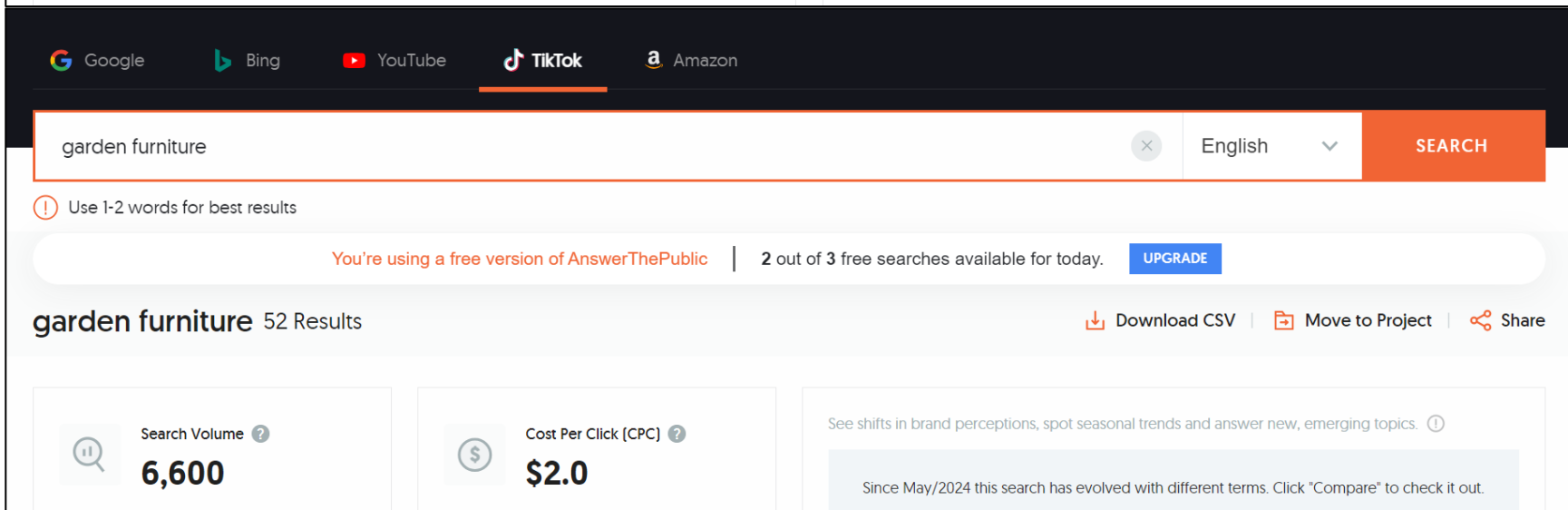
Enter a topic, brand or product... United Kingdom ▾ English ▾ [SEARCH](#)

ⓘ Use 1-2 words for best results

# Search volume in Google vs TikTok – garden furniture



Garden furniture (Aug)  
Google searches = 201k



Garden furniture  
TikTok searches = 6.6k

# Search volume in Google vs TikTok – summer dress

Google Bing YouTube TikTok Amazon

summer dress United Kingdom English SEARCH

Use 1-2 words for best results

You're using a free version of AnswerThePublic | 2 out of 3 free searches available for today. UPGRADE

summer dress 532 Results Download CSV Move to Project Share

Search Volume **165,000**

Cost Per Click (CPC) **\$0.81**

See shifts in brand perceptions, spot seasonal trends and answer new, emerging topics. ⓘ

Since May/2024 this search has evolved with different terms. Click "Compare" to check it out.

Summer dress (Aug)  
Google searches = 165k

Google Bing YouTube TikTok Amazon

summer dress English SEARCH

Use 1-2 words for best results

You're using a free version of AnswerThePublic | 1 out of 3 free searches available for today. UPGRADE

summer dress 271 Results Download CSV Move to Project Share

Search Volume **368,000**

Cost Per Click (CPC) **\$1.19**

See shifts in brand perceptions, spot seasonal trends and answer new, emerging topics. ⓘ

Since May/2024 this search has evolved with different terms. Click "Compare" to check it out.

Summer dress  
TikTok searches = 368k



1

Role of Search  
to drive traffic

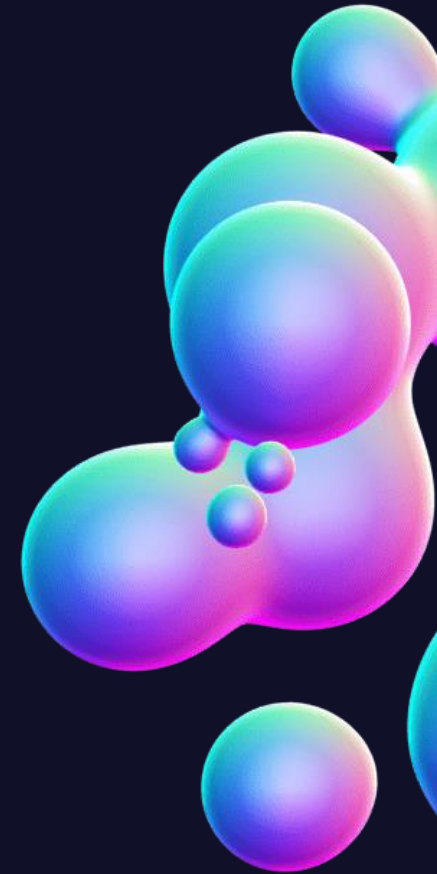
2

Search beyond  
search engines

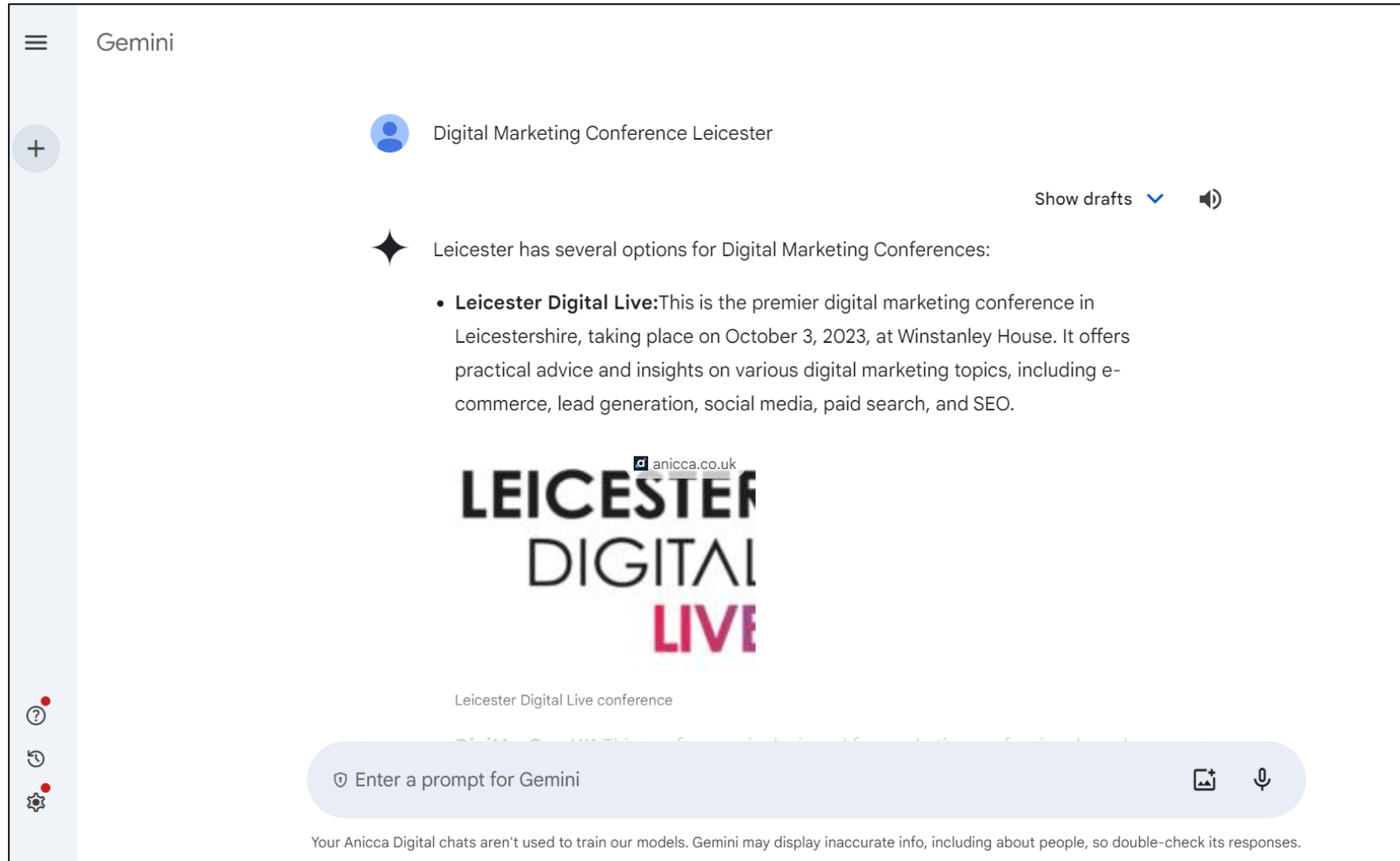
3

AI & impact  
on Search

## 3) GenAI & it's impact on search



# Gemini replaced Bard (paid version = “Advanced”)



The screenshot shows the Gemini chat interface. At the top, it says "Gemini". Below that, there's a chat history item titled "Digital Marketing Conference Leicester" with a blue person icon. To the right of this item are "Show drafts" with a dropdown arrow and a speaker icon. The main chat area contains a response starting with a star icon: "Leicester has several options for Digital Marketing Conferences:". Below this is a bullet point: "• **Leicester Digital Live:** This is the premier digital marketing conference in Leicestershire, taking place on October 3, 2023, at Winstanley House. It offers practical advice and insights on various digital marketing topics, including e-commerce, lead generation, social media, paid search, and SEO." Below the text is a logo for "LEICESTER DIGITAL LIVE" with "anicca.co.uk" above it. At the bottom, there's a search bar with the text "Leicester Digital Live conference" and a prompt "Enter a prompt for Gemini" with image and voice icons. A footer note states: "Your Anicca Digital chats aren't used to train our models. Gemini may display inaccurate info, including about people, so double-check its responses."

# AI Overviews

The screenshot shows a Google search interface. The search bar contains the text "are there any digital marketing conferences leicestershire". Below the search bar are navigation tabs for "All", "News", "Images", "Forums", "Shopping", and "More", along with a "Tools" link. A filter bar includes options for "Next month", "This weekend", "This week", "Today", "Open now", and "Online appointments".

The AI Overview section is highlighted with a pink border. It features a blue box with a flask icon and the text "AI Overview" and "Learn more". Below this, the text reads: "Yes, there are several digital marketing conferences in Leicestershire, including:". Two conference entries are listed: "Leicester Digital Live" (October 3, 2023) and "Digital Marketing Conference 2023" (June 30, 2023). A purple box highlights a "Show more" button with a downward arrow.

The organic search results section is highlighted with a blue border. It shows a featured snippet for "Leicester Digital Marketing, Media and Advertising Conference" with a description and a link to digimarconleicester.co.uk. Below this is another result for "Leicester's Premier Digital Marketing Conference - LDL23" from Anicca Digital, with a link to anicca.co.uk.

AI Overview  
Results

Organic results

# AI Overviews

Google are there any digital marketing conferences leicestershire

**AI Overview** Learn more

Yes, there are several digital marketing conferences in Leicestershire, including:

- Leicester Digital Live**  
This conference will take place on October 3, 2023 at Winstanley House, Leicester, England. It will cover topics such as ecommerce, lead generation, social media, paid search, and SEO.
- Digital Marketing Conference 2023**  
This conference will take place on June 30, 2023 at the Leicester Marriott Hotel. It will provide businesses with information on the latest digital marketing trends and tactics.
- Leicester Digital Marketing, Media and Advertising Conference**  
This annual conference is for marketing and business professionals in Leicester, UK.
- The Marketing Meetup IRL: Leicester**  
This community event is a chance to meet other people, listen to speakers, and network over food and drink.
- Digital Marketing & AI**  
This workshop will take place on February 14, 2024 at Melton Borough Council, Burton Street, Melton Mowbray LE13 1GH, UK.
- Digital Marketing Conference & Expo 2023**  
This event is for businesses in Derbyshire, Leicestershire, and Nottinghamshire to learn how to accelerate their growth.

**Main Links**

- Anicca Digital  
Leicester's Premier Digital Marketing Conference - LDL23  
Leicester Digital Live (Leicester's premier digital marketing conferenc...
- eventbrite.co.uk  
Leicester Digital Live - Digital Marketing Conference 3rd...  
Oct 3, 2023 — Eventbrite - Anicca Digital Ltd presents Leicester Digital...
- Leicester Digital M  
Leicester Marketing  
Leicester Digital Marke  
Advertising Conferenc

## AI Overview Results

## Main Links

# First seen in UK search results on 23<sup>rd</sup> May 24

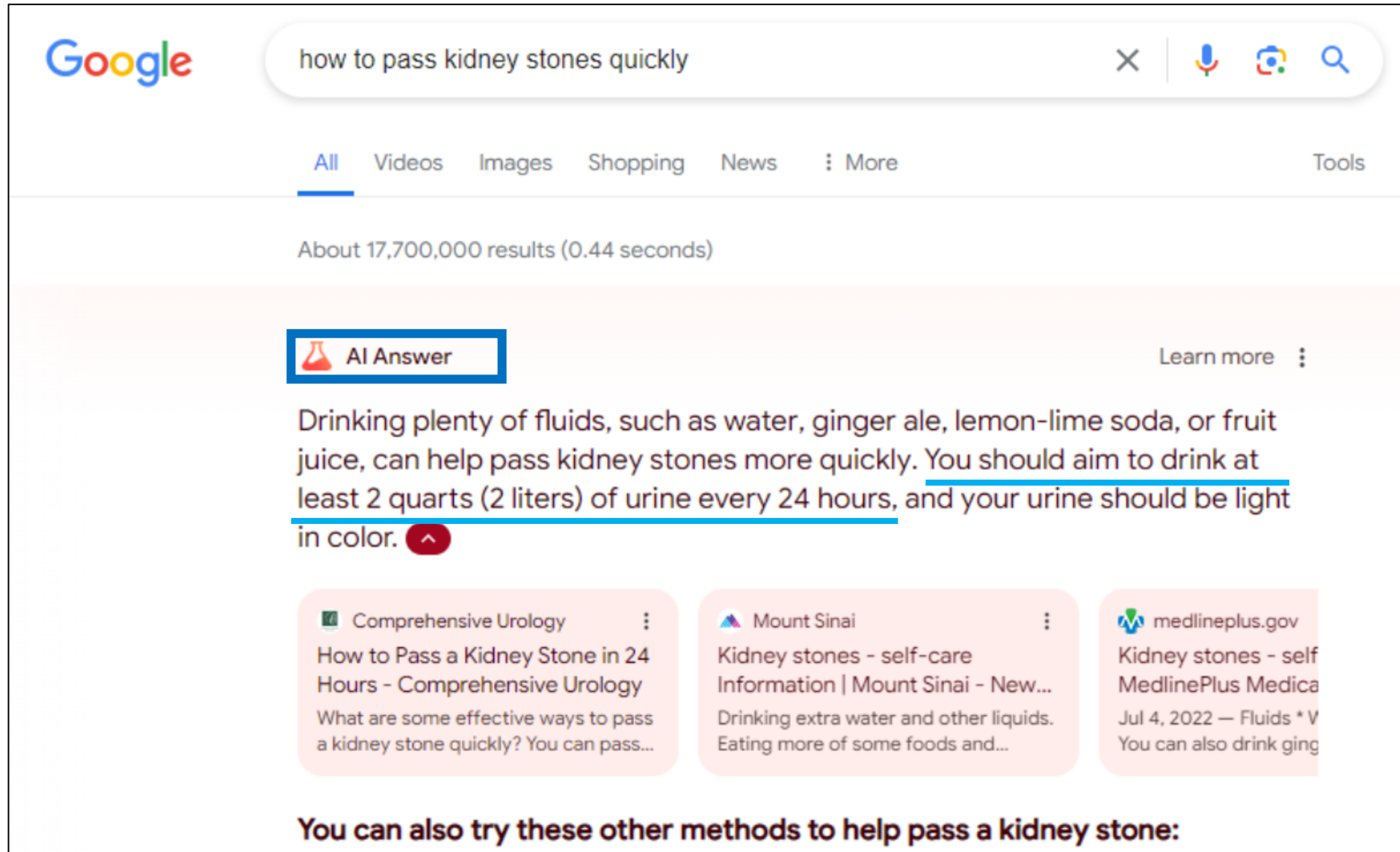
Google search results for "what are the best seo agencies in leicester". The AI Overview section is highlighted with a green box and a pink border. It includes a "Learn more" link and a "Show more" button. Below the overview, there is a link to "DesignRush" with the URL "https://www.designrush.com" and the title "Top 15 SEO Agencies in Leicester - May 2024 Rankings". Below that, there is a list of "Best Leicester SEO Company Rankings" including "RR Webdesign", "Rock Kitchen Harris", "Bulb Studios", "Web Designers Leicester", "Leicester Websites", and "Wirefox Design Agency".

Google search results for "what are the best seo agencies in leicester". The AI Overview section is highlighted with a green box and a pink border. It includes a "Learn more" link and a list of agencies: Thrive Internet Marketing Agency, Invedus, Easy Internet, Digital Ethos, Anicca Digital, Trident, and Assisted. Below the overview, there is a "Main Links" section highlighted with a purple box, containing three links: "Anicca Digital", "We are Trident", and "digitaletmos.n".

AI  
Overview  
Results

Main  
Links

# When AI gets it wrong!



The image shows a Google search interface. The search bar contains the text "how to pass kidney stones quickly". Below the search bar, there are tabs for "All", "Videos", "Images", "Shopping", "News", and "More". The search results show "About 17,700,000 results (0.44 seconds)". A prominent "AI Answer" box is highlighted with a blue border. The AI Answer text reads: "Drinking plenty of fluids, such as water, ginger ale, lemon-lime soda, or fruit juice, can help pass kidney stones more quickly. You should aim to drink at least 2 quarts (2 liters) of urine every 24 hours, and your urine should be light in color." Below the AI Answer, there are three source cards: "Comprehensive Urology" with the title "How to Pass a Kidney Stone in 24 Hours - Comprehensive Urology", "Mount Sinai" with the title "Kidney stones - self-care Information | Mount Sinai - New...", and "medlineplus.gov" with the title "Kidney stones - self MedlinePlus Medica". At the bottom of the search results, there is a text prompt: "You can also try these other methods to help pass a kidney stone:".

Google

how to pass kidney stones quickly

All Videos Images Shopping News More Tools

About 17,700,000 results (0.44 seconds)

**AI Answer** Learn more

Drinking plenty of fluids, such as water, ginger ale, lemon-lime soda, or fruit juice, can help pass kidney stones more quickly. You should aim to drink at least 2 quarts (2 liters) of urine every 24 hours, and your urine should be light in color.

Comprehensive Urology  
How to Pass a Kidney Stone in 24 Hours - Comprehensive Urology  
What are some effective ways to pass a kidney stone quickly? You can pass...

Mount Sinai  
Kidney stones - self-care Information | Mount Sinai - New...  
Drinking extra water and other liquids.  
Eating more of some foods and...

medlineplus.gov  
Kidney stones - self MedlinePlus Medica  
Jul 4, 2022 — Fluids \* V  
You can also drink ging

You can also try these other methods to help pass a kidney stone:

# A lot less AI overview results now

The screenshot shows a Google search interface. The search bar contains the text "what is leicester digital live". Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Books", and "More", along with a "Tools" link. Underneath are filters for "Today", "This month", "This week", and "This weekend". The main content area features an "AI Overview" section, which is highlighted with a green border. This section includes a "Learn more" link and a paragraph of text: "Leicester Digital Live (LD Live) is a one-day conference that features digital marketing content for attendees. The conference is presented by Anicca Digital and covers topics such as ecommerce, lead generation, social media, paid search, and SEO. Speakers include representatives from famous brands and platforms, inspirational speakers, and top speakers from around the world. The 2023 conference took place on Tuesday, October 3, at Winstanley House in Leicester." Below the text are three cards: "Anicca Digital Leicester's Premier Digital Marketing Conference - LDL23", "Eventbrite Leicester Digital Live - Digital Marketing Conference 3rd ... 3 Oct 2023 — Eventbrite - Anicca Digital Ltd presents Leicester Digital...", and "Optmyzr Leicester Digital Live 16 Feb 2024 — Leiceste LD Live is a premier dig". At the bottom of the AI Overview section, it says "Generative AI is experimental." Below the AI Overview section, there is a heading "LEICESTERSHIRE'S PREMIER DIGITAL MARKETING CONFERENCE" followed by a paragraph: "Leicester Digital Live aims to deliver maximum value to attendees through providing practical advice in a one-day event packed full of interesting digital content that you can take away and implement within".

Google

what is leicester digital live

All Images Videos News Books More Tools

Today This month This week This weekend

AI Overview Learn more

Leicester Digital Live (LD Live) is a one-day conference that features digital marketing content for attendees. The conference is presented by Anicca Digital and covers topics such as ecommerce, lead generation, social media, paid search, and SEO. Speakers include representatives from famous brands and platforms, inspirational speakers, and top speakers from around the world. The 2023 conference took place on Tuesday, October 3, at Winstanley House in Leicester.

Anicca Digital Leicester's Premier Digital Marketing Conference - LDL23

Eventbrite Leicester Digital Live - Digital Marketing Conference 3rd ... 3 Oct 2023 — Eventbrite - Anicca Digital Ltd presents Leicester Digital...

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Generative AI is experimental.

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1

Role of Search  
to drive traffic

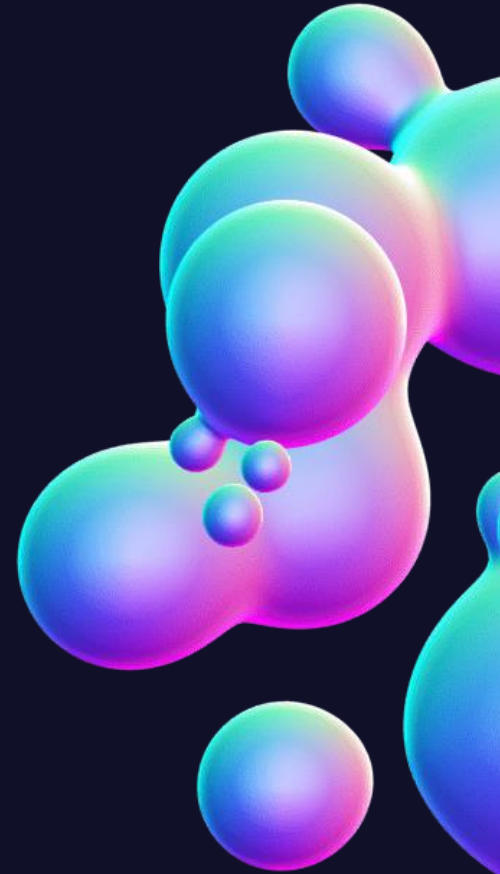
2

Search beyond  
search engines

3

AI & impact  
on Search

# Optimising your website for inclusion in Generative AI





# Will SEO's be able to influence or optimise the training data used in Generative AI based searches?

- If you look for data now within ChatGPT and Gemini etc. they are highly collated and the product or services shown are often limited to the most well-known brands
- So how will SEO's be able to get their website into the search results without paying for PPC?
- **Is GSO (Generative Search Optimisation) the new SEO?**
- Other people are calling this Large Language Model Optimization (LLMO), Generative AI Optimization (GAIO), or Answer Engine Optimization (AEO)
- I suspect the activities and role of SEO's will change significantly in the next 2 years?

# What Anicca can do using AI for ecommerce sites

1) Creation of content on mass (product pages) using Our Mammoth tool - here is a link to the original landing page  
<https://anicca.co.uk/content-mammoth/>

2) Use of my custom GPT (called Virtual CMO), which can be used for helping to develop various aspects of marketing plans and go-to-market strategies, such as bespoke personas, content marketing calendars and other sales and marketing resources, based specifically on your brand guidelines, and tone of voice etc

3) Our approach to optimise for generative search results, or SGO, is shown in the diagram below.

# Elements of Generative Search Optimisation (GSO)

## Pre-Training Data

Is your website & content contained in the training data i.e. Large Language Model (LLM)

## Queries /Prompts

What prompts or questions do users ask? Use of SEO tools as a proxy for common prompts

## Retrieval-Augmented Generation (RAG) Data

Accessing live online data to supplement the LLM

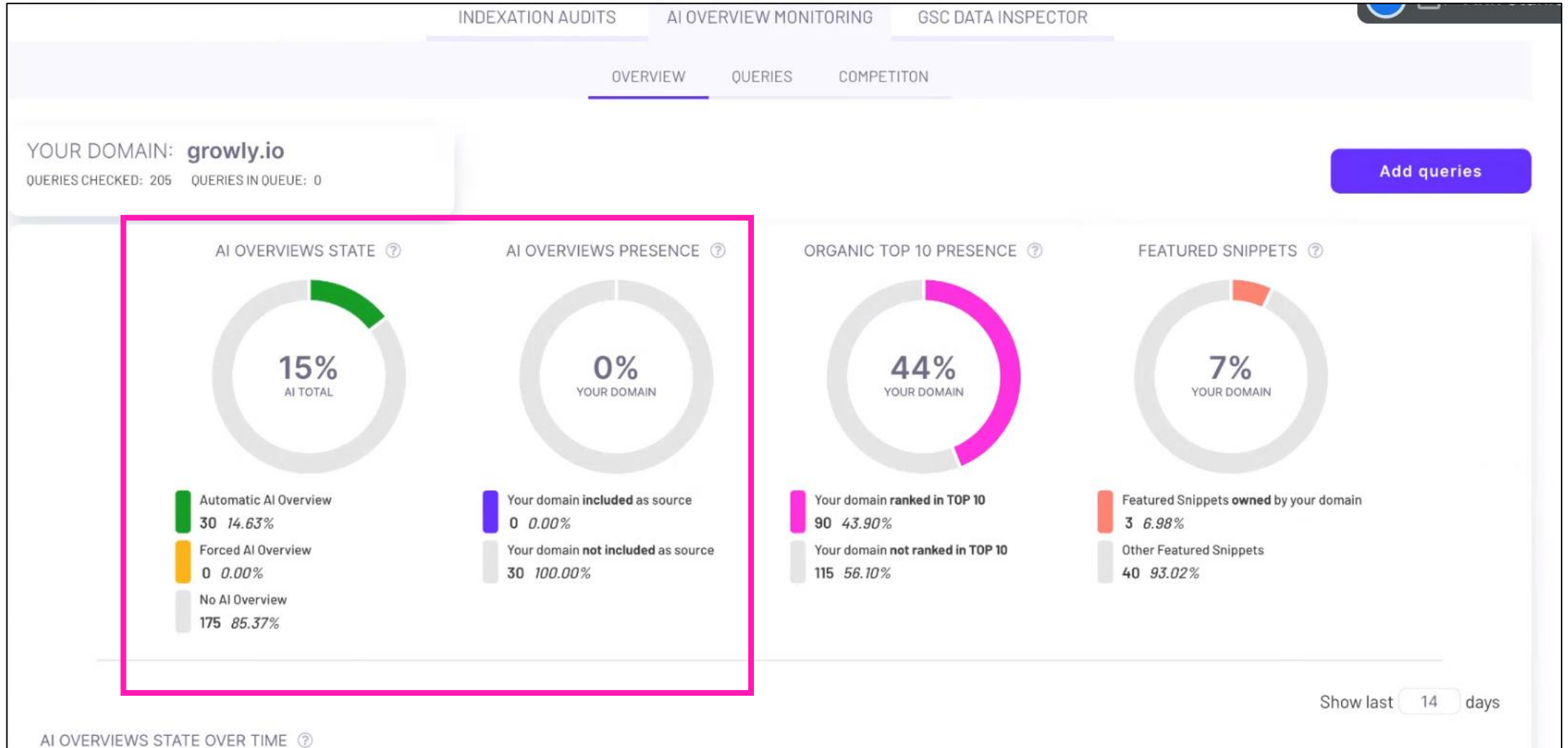
## Mentions in the responses

How to measure if you are found for the target queries & prompts?

## Generative Search Optimisation (GSO)

What changes can you make to increase your presence in answers?

# Ziptie.dev - Example of new AI Overviews tracking tool



# SEOMonitor – SEO ranking tool with AI Overviews added in

AI Overview 92 UK Strategy Analysis Competition Edit Nov 03, '22 - Aug 18, '24

Keywords Landing Pages  9

Keywords 76 +16	SERP Data		Search Data Volume & YoY	Ranking Data		Opportunity Score
	Features	% Clicks		Rank	Page	
buy to let holiday homes		83%	210 +86%	★ 1 +5		
uk christmas holidays		60%	3.6K —	★ 1 +3		
holiday parks allow dogs		64%	1.9K +53%	★ 1 +3		8
september breaks uk		72%	210 -33%	★ 1 +92		
uk september holidays		79%	720 -16%	★ 1 +99		
couples holidays uk		83%	5.4K -19%	★ 1 +17		
holiday park dog friendly		74%	1.9K +53%	2 —		
holiday homes for sale uk +1		73%	2.4K —	2 -1		
cornwall with a dog		57%	10 +50%	2 +97		

New

AI Overview snapshot uk christmas holidays Sept, 18 Desktop

AI Overview Learn more

The Christmas holidays in the UK include [Christmas Day \(December 25\)](#) and [Boxing Day \(December 26\)](#), which are both bank holidays.

Here are some things to know about the Christmas holidays in the UK:

[UK bank holidays - GOV.UK](#)  
Date, 25 December, 26 December, Day of the week, Wednesday, Thursday, Bank holiday,...

GOV.UK

[Christmas Holidays UK | Book Your Christmas Breaks 2024](#)  
Looking for a peaceful December escape? Explore our holiday parks open in December fo...

Away Resorts

[Christmas Lodge & Log Cabin Holidays UK -](#)

Sept, 18

# How we will measure & understand mentions

- We are planning to use a similar approach to Mammoth (API calls via python); as the mechanism for assessing the current mentions of a brand within ChatGPT and AI overview results:
  - Create an Excel sheet with a list of prompts, using keyword data in combination with typical pre-text, or use of long tail keywords & questions
  - Use our Python scripts to send prompt to the API to create the answer
  - Bring the message back into a separate Excel sheet, associated with the original keyphrase
- This information is essential, so we can reverse engineer how to be found in the results:
  - Use various metrics and visualisations to display how often your brand and your competitors are mentioned
  - Correlate this data with SEO rankings and other citations such as directories, to determine whether organic SEO or other factors is having the biggest impact on the results



# Use of Excel, Python, ChatGPT API to see mentions

**ChatGPT Checker**   Run Python Script   Open Data Dump

Item Name: school suppliers

ChatGPT Prompt: In the UK, who are some of the top school suppliers

ChatGPT Answer: In the UK, several companies are well-known for supplying educational institutions with a wide range of products and services. Here are some of the top school suppliers:

- 1. **TES (Times Educational Supplement)**: Known primarily as an education-focused media company that provides teaching resources and job listings but also offers various classroom supplies.
- 2. **YPO**: One of the largest public sector buying organizations in the UK offering everything from stationery to furniture and ICT equipment.
- 3. **GL Education**: Specializes in assessment tools used by schools to measure student progress across different subjects.
- 4. **Hope Education**: Provides a broad spectrum of educational products including art & craft supplies, early years resources, curriculum aids etc.
- 5. **TTS Group Ltd**: Offers innovative learning solutions ranging from classroom essentials to special needs support items.
- 6. **Findel Education Resources (including brands like Philip Harris)**: Supplies science equipment along with general school supplies under multiple brand names such as Hope Education mentioned above.
- 7. **Staples Advantage/Office Depot Europe**: While known more broadly for office supplies they have significant offerings tailored towards educational institutions too.
- 8. **ARM plc**: Focuses on providing IT services/equipment specifically designed around enhancing digital learning environments within classrooms
- 9. **KCS Procurement Services** - Another large-scale provider covering diverse categories similar YPO's portfolio

In the UK, several companies are well-known for supplying schools with a wide range of educational materials, furniture, technology, and other essential resources. Some of the top school suppliers include:

- TES (Times Educational Supplement)**: Known primarily as an education-focused media company that provides teaching resources and job listings but also offers various classroom supplies.
- YPO**: One of the largest public sector buying organizations in the UK offering everything from stationery to furniture and ICT equipment.
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	A	B	C	D	Your brand	Competitor 1	Competitor 2	Competitor 3				
	Keyword	Prompt	Answer - GPT-4o	Word Count								
1	school suppliers	In the UK, who are some of the top school suppliers	In the UK, several companies are well-known for supplying educational institutions with a wide range of products and services. Here are some of the top school suppliers:	255	1	0.39%	1	0.39%	2	0.78%	2	0.78%
2	school furniture suppliers	In the UK, who are some of the top school furniture suppliers	In the UK, there are several well-regarded suppliers of school furniture known for their quality products and services. Here are some of the top ones:	220	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3	school stationery suppliers	In the UK, who are some of the top school stationery suppliers	In the UK, there are several well-known suppliers of school stationery that cater to both individual consumers and educational institutions. Some of the top suppliers include:	241	0	0.00%	0	0.00%	0	0.00%	0	0.00%
4	school equipment suppliers	In the UK, who are some of the top school equipment suppliers	In the UK, there are several well-regarded suppliers of school equipment that cater to a wide range of educational needs. Here are some notable ones:	258	1	0.39%	2	0.78%	1	0.39%	1	0.39%
5	school uniform suppliers	In the UK, who are some of the top school uniform suppliers	In the UK, several companies are well-known for supplying school uniforms. Some of the top suppliers include:	181	0	0.00%	0	0.00%	0	0.00%	0	0.00%
6	school pe kit suppliers	In the UK, who are some of the top school pe kit suppliers	In the UK, several companies are well-known for supplying high-quality PE kits and school uniforms. Some of the top suppliers include:	206	0	0.00%	0	0.00%	0	0.00%	0	0.00%
7	school sports suppliers	In the UK, who are some of the top school sports suppliers	In the UK, there are several well-regarded suppliers of school sports equipment and apparel. Some of the top suppliers include:									

1

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to drive traffic

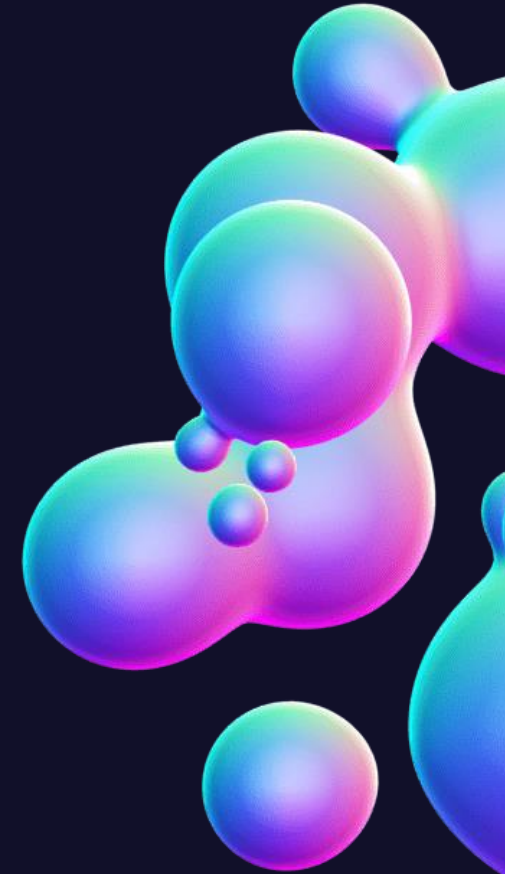
2

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# Conclusions





# Conclusions

## Main observations, issues & trends

- **Google** still dominates traffic generation, despite a recent dip in US traffic
- **Bing, Yahoo, DuckDuckGo and Brave** are becoming more important
- **TikTok, YouTube, Reddit & Pinterest** are also important parts of the discovery process – this is where users spend their time & discover new products (& can also buy!)
- **Shopping platforms** like Amazon, Walmart and **Retail Media** offer display opportunities
- Surprisingly, **Reddit & X/Twitter** drive more referral traffic than **LinkedIn**
- **ChatGPT and AI powered search** like Bing, Perplexity, Google's AI Overviews & new ChatGPT-4o Search will grow rapidly & change search forever
- What will be the **financial impact of large drops in traffic** (can anyone remember Panda?)
- New strategies are now needed for GSO, as Gen AI results play a larger role

## Solutions

- An **Integrated on-page optimisation strategy** is required for SEO, PPC & GSO
- **Channel diversification** is key to maximise opportunities & protect from over-dependence on Google & traditional search

# Resources



[bit.ly/anicca-search-evolution](https://bit.ly/anicca-search-evolution)

## Other resources:

Free weekly webinars (every Friday 9-10am)

- [bit.ly/anicca-webinars](https://bit.ly/anicca-webinars)

Webinar on ChatGPT

- [bit.ly/anicca-chatgpt](https://bit.ly/anicca-chatgpt)

Book – A10 Marketing framework

- [bit.ly/anicca-A10](https://bit.ly/anicca-A10)

Book – Integrate – Creating an Integrated Marketing Strategy

- [bit.ly/anicca-integrate](https://bit.ly/anicca-integrate)

Free Level 5 Skills Bootcamps in East Midlands & New Anglia (>100 hours over 16 weeks)

- [bit.ly/anicca-free-training](https://bit.ly/anicca-free-training)



anicca**digital**

Any questions?

**Thank you**

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[bit.ly/anicca-digital-women-live](https://bit.ly/anicca-digital-women-live)