

Digital Skills Festival



Enhance Your Digital Skills, Expand Your Community



20-21ST JUNE

from 10am

open-cpd

Register Now FREE

Digital
Women



Online global event

digitalwomen.live



anicca**digital**

How social search and Generative AI will change search engines forever

Ann Stanley – Founder & CEO

bit.ly/anicca-digitalwomenlive24

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
 - **Integrate – Creating an Integrated Marketing Strategy –**
bit.ly/anicca-integrate
 - **Free weekly webinar – Friday 9-10am**
bit.ly/anicca-webinars
- Socials – [linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)
- Email – ann@anicca.co.uk





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



Strategy



Social



Search



Shopping



Skills

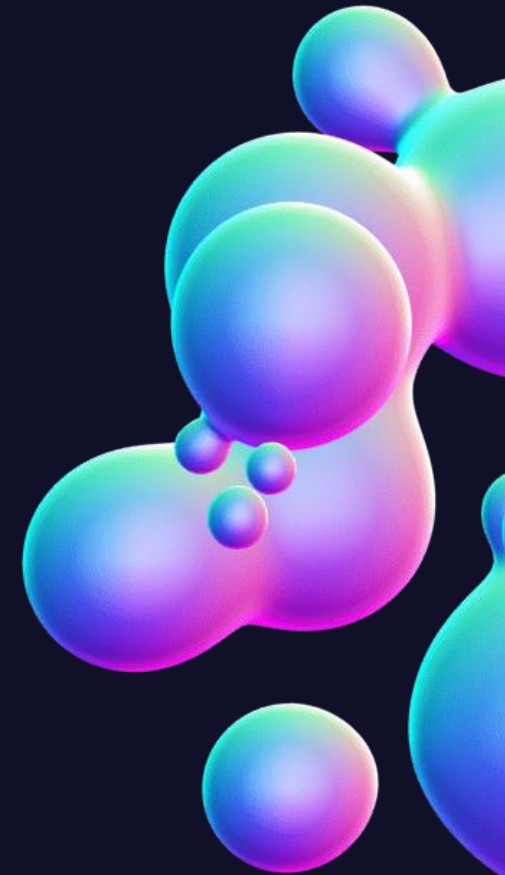
Contents



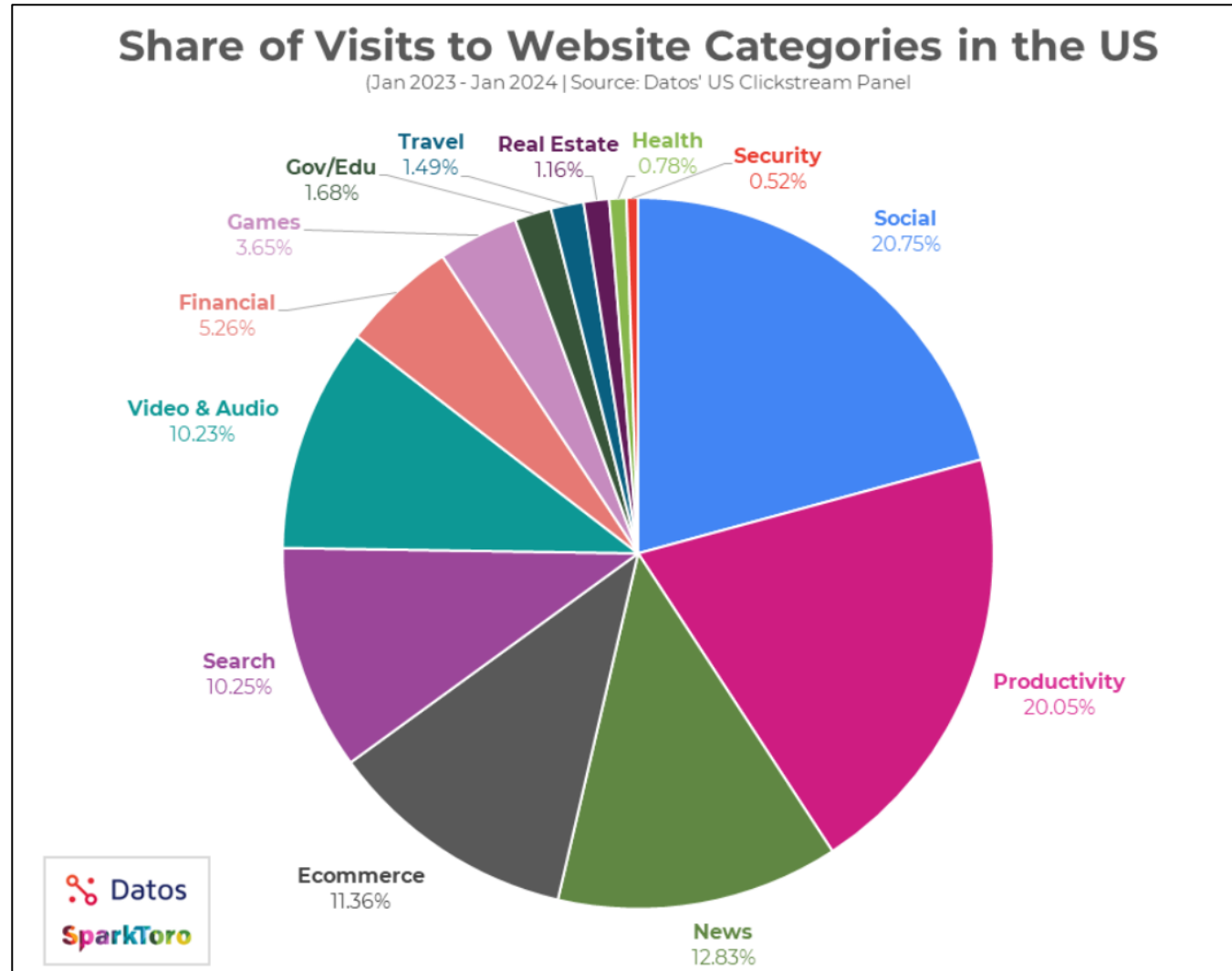
1

Role of Search
to drive traffic

1) Role of Search to drive traffic

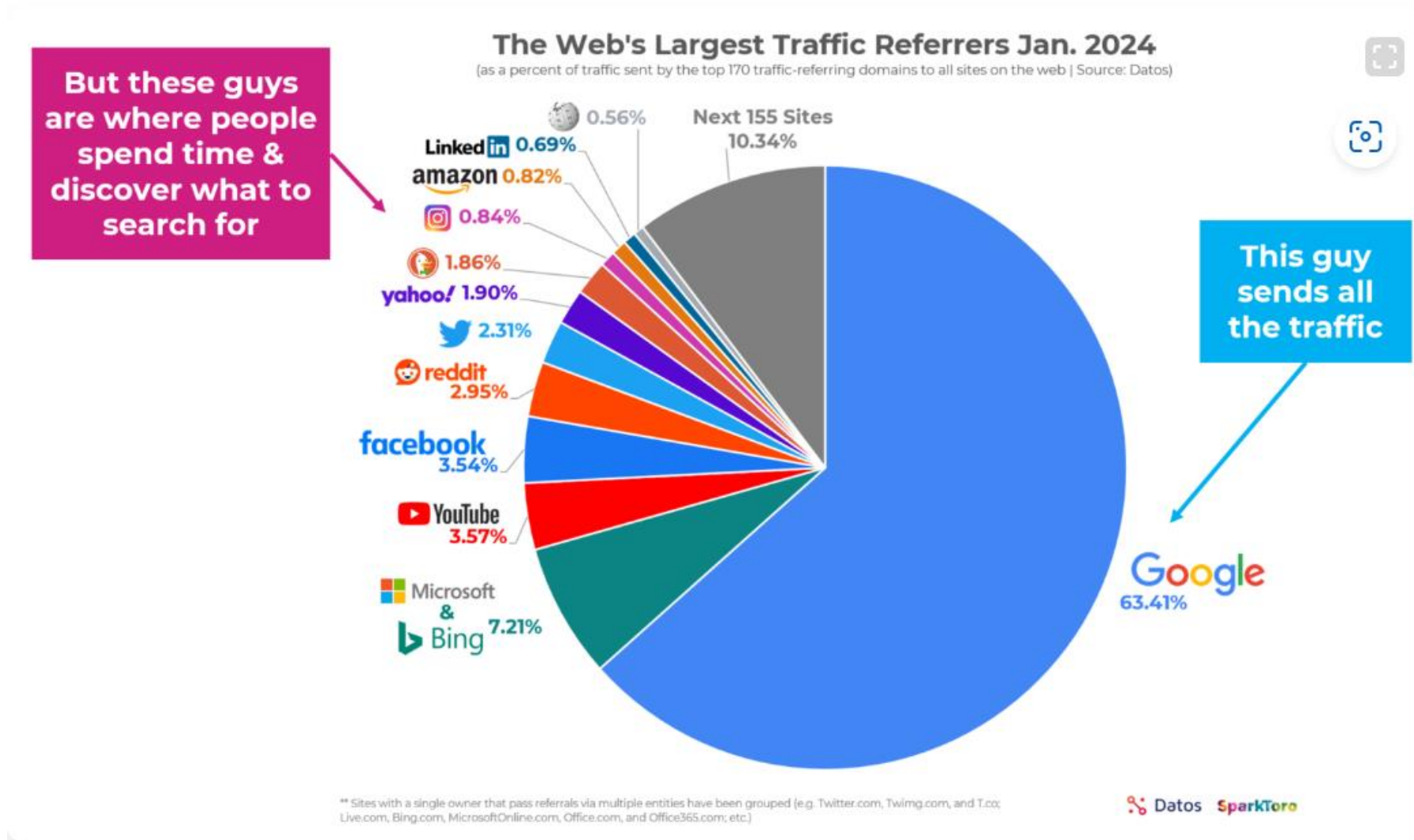


Share of US website visits by category (popularity)

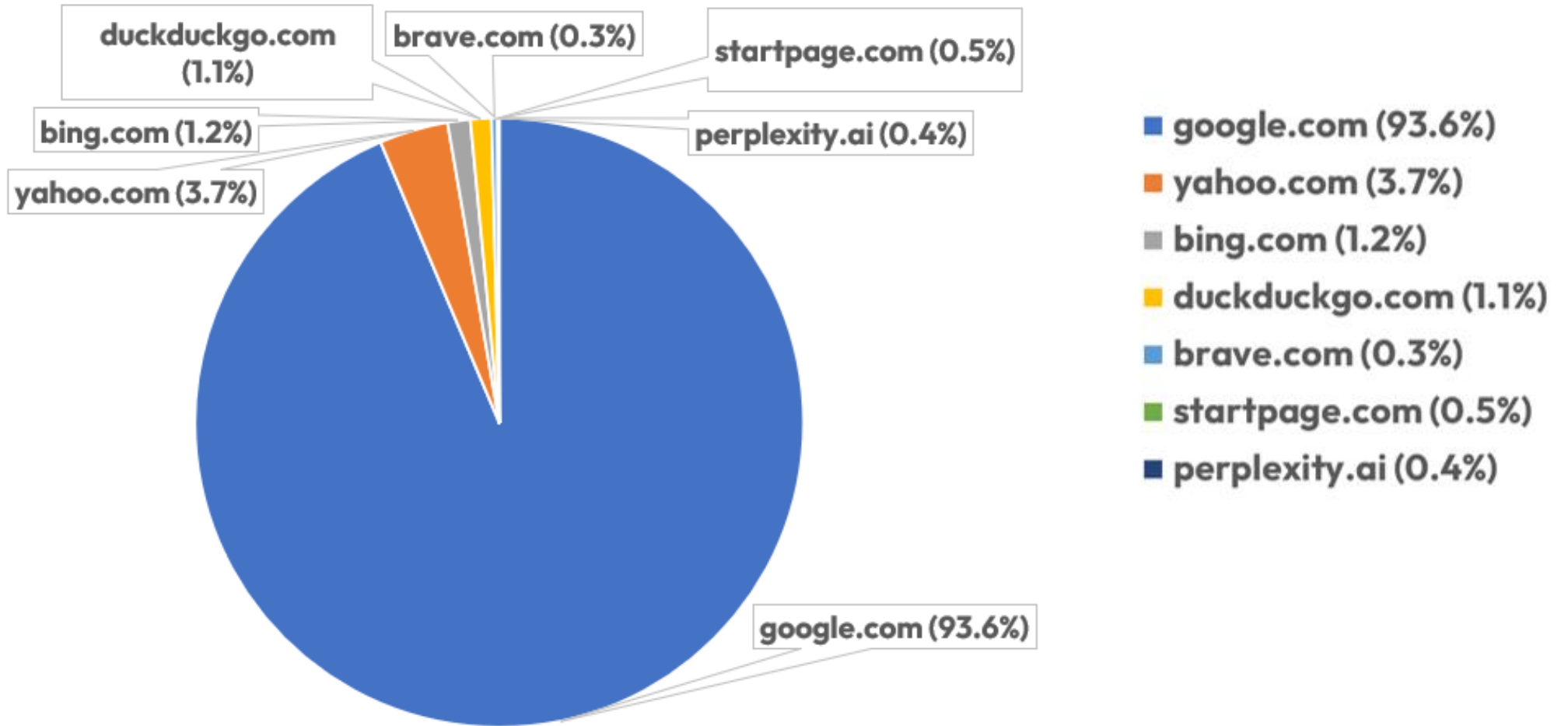


<https://sparktoro.com/blog/where-web-users-spend-time-vs-where-traffic-referrals-originate/>

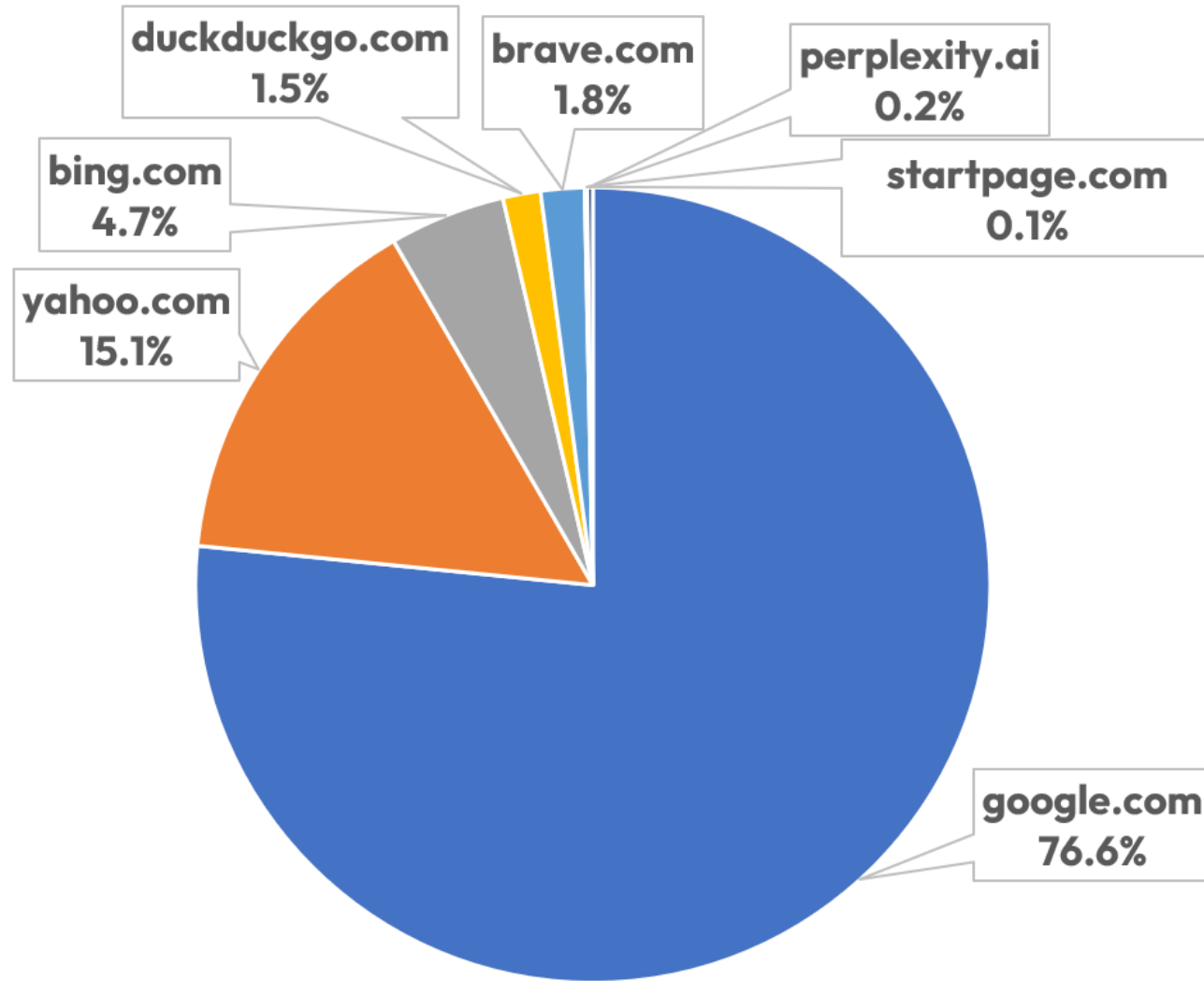
Main US referrers by category



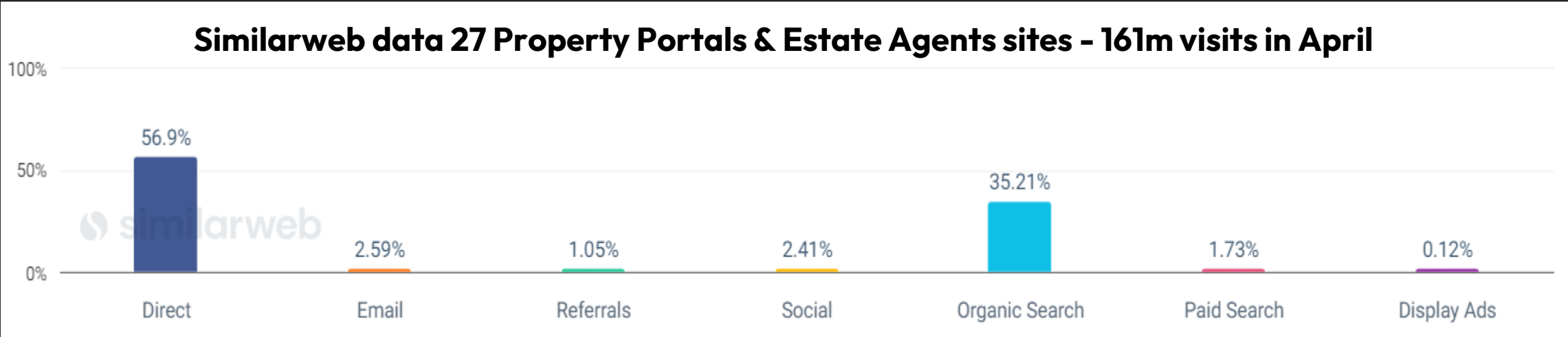
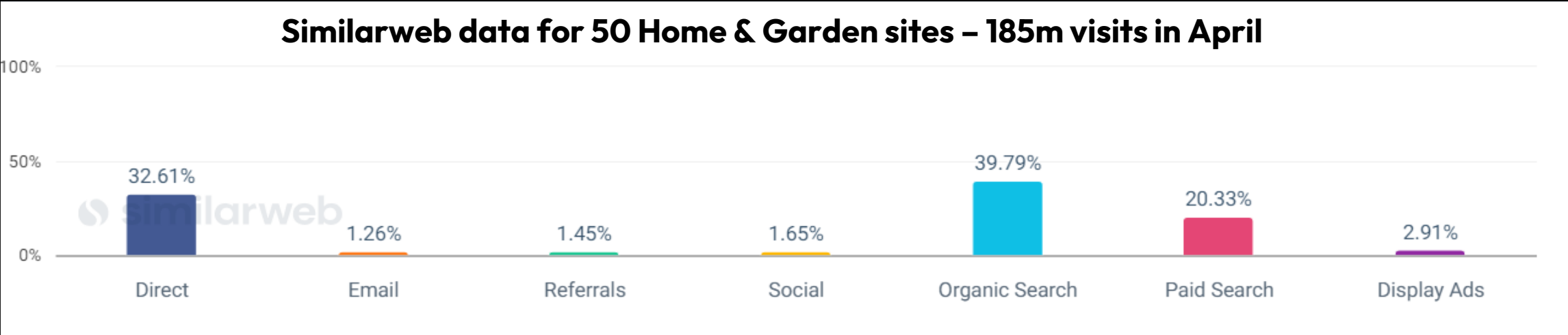
Share of UK search engine traffic for April (Similarweb data based on visits)



Share of top search engine traffic based on unique users



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



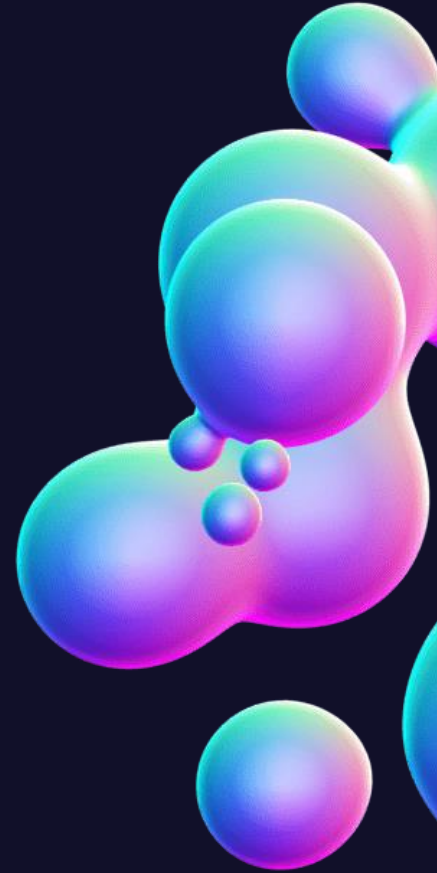
1

Role of Search
to drive traffic





2

Search beyond
search engines

2) Search beyond search engines

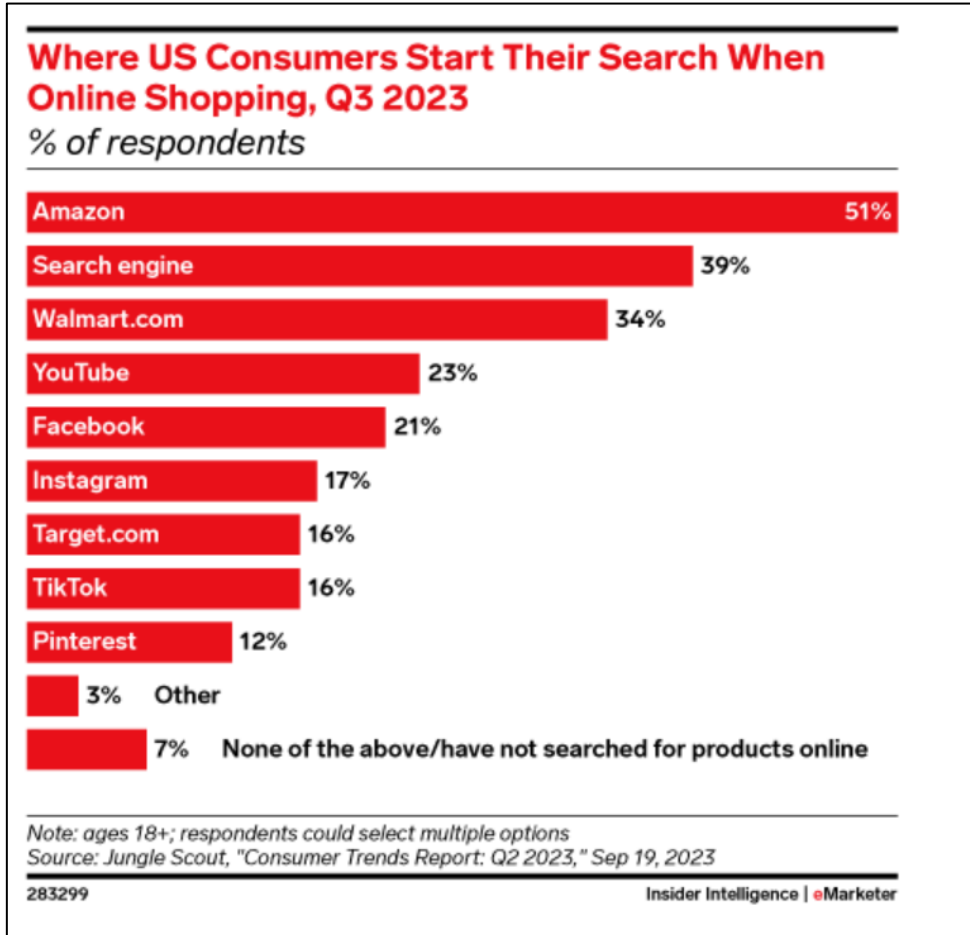


Search happens at many touchpoints (Courtesy of Heather Physioc)

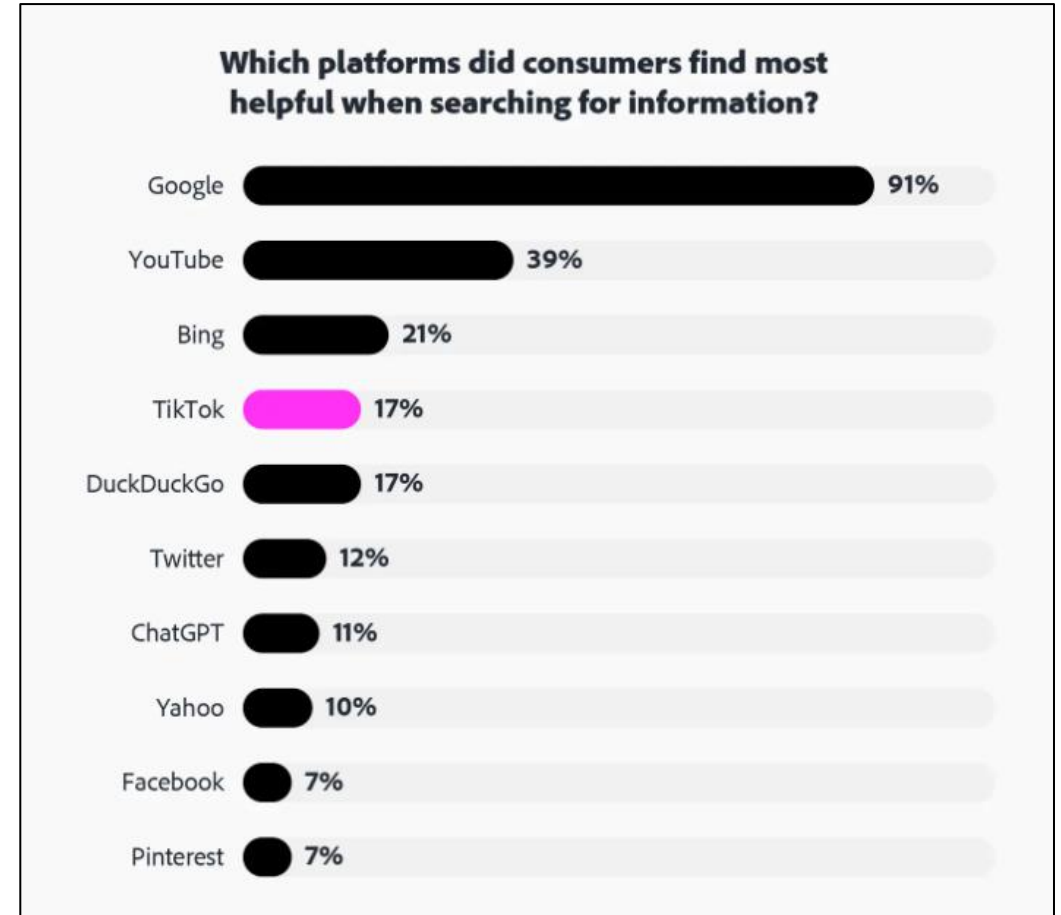
	SEEK INSPO	SEEK INFO	COMPARE	PREPARE	PURCHASE	EXECUTE	ENJOY
WHAT							
WHY	Help me come up with a great cookie idea for the bake sale.	Help me find recipes that are easy enough for a kid to help bake.	Help me choose the right recipe and the best ingredients to buy.	Help me make a list of everything I need to buy to get started.	Help me find everything I need, on time and at the right price.	Help me bake this recipe and solve problems in real time.	Help me get inspired and remember in the future.
WHERE							
HOW	<ul style="list-style-type: none"> • bake sale ideas • Halloween themed cookies • TikTok cookie recipe 	<ul style="list-style-type: none"> • sugar cookie recipes • easy sugar cookie icing • kid-friendly cookie projects 	<ul style="list-style-type: none"> • iced sugar cookie recipe • best baking soda • baking supplies 	<ul style="list-style-type: none"> • recipe multiplier or converter • substitutes for butter • Organize these ingredients into a shopping list. 	<ul style="list-style-type: none"> • grocery store near me • piping bags • baking soda • Arm & Hammer baking soda 	<ul style="list-style-type: none"> • substitutes for heavy cream • how to fix flat cookies • how to ice sugar cookies 	<ul style="list-style-type: none"> • #bakesale • Mill Elementary • bake sale • cookies

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>

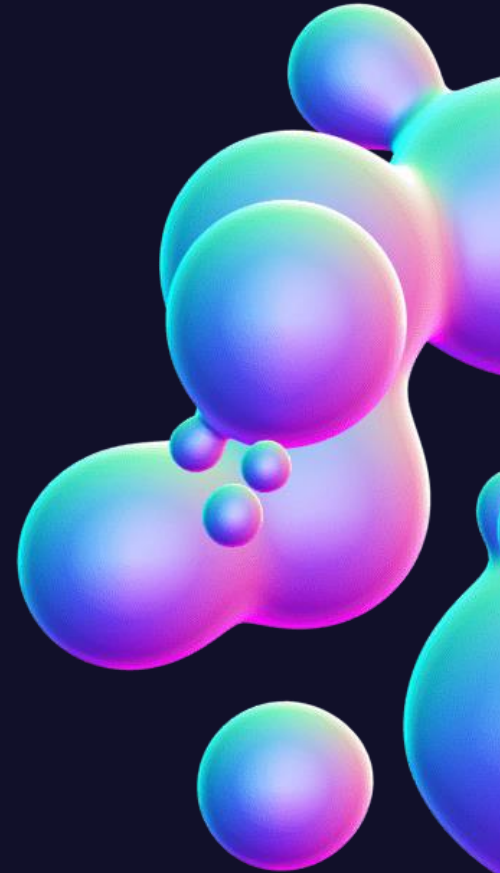
1

Role of Search
to drive traffic

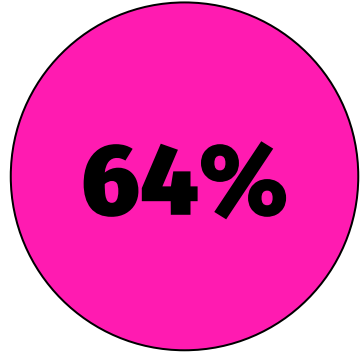
2

Search beyond
search engines

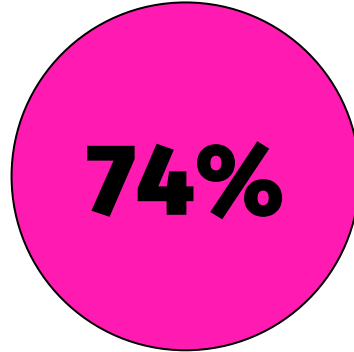
TikTok's role as a search engine



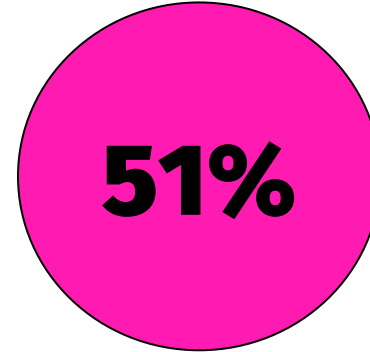
Key findings from the HerCampus study (in eMarketer)



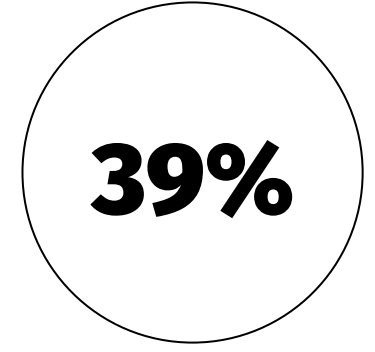
Of Gen Z are
active on TikTok



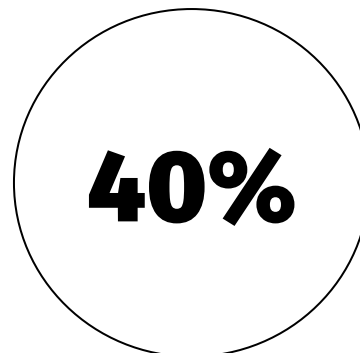
Of Gen Z users use
TikTok for search



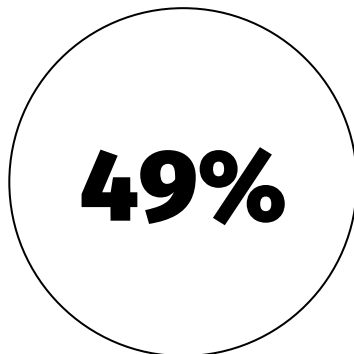
Of Gen Z users favour
TikTok over Google



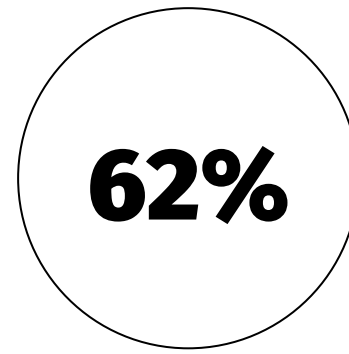
Of users favour
reviews



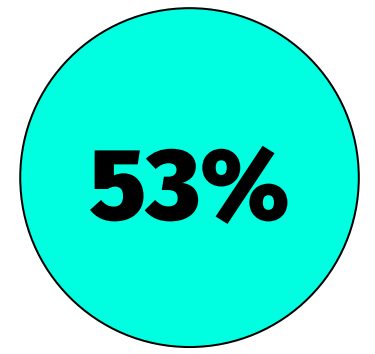
Of consumers use
TikTok for information



Of millennials are
active on TikTok

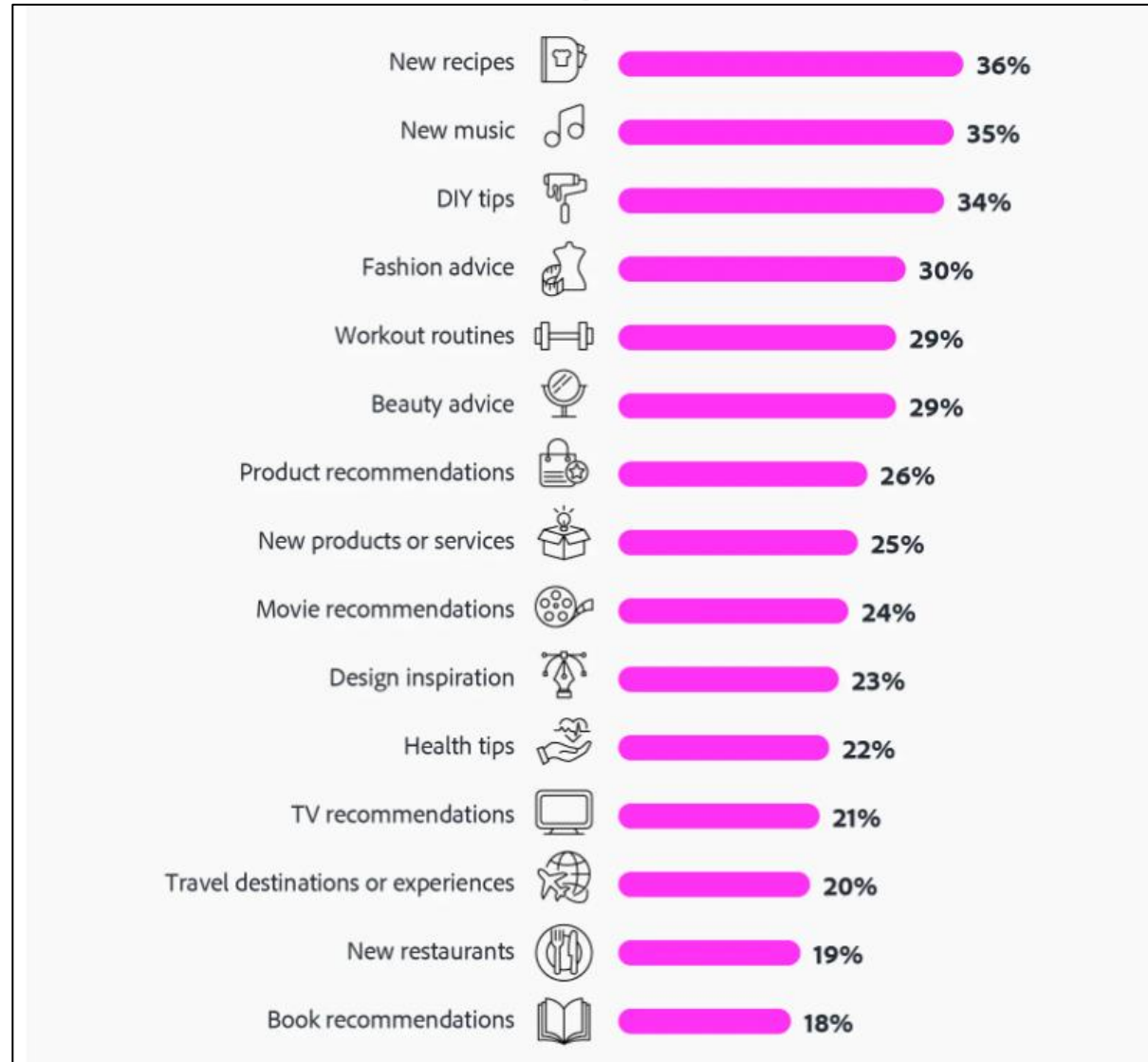


Of users favour
Video tutorials



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%

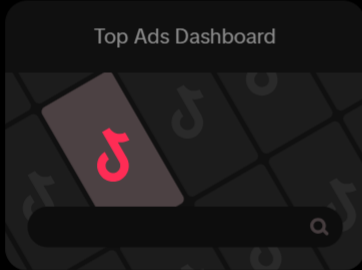
ads.tiktok.com/business/creativecenter

TikTok Creative Center Inspiration Trends Creative Tools English ▾ Log in

Let's elevate your whole creative game

Looking for examples of top ads?

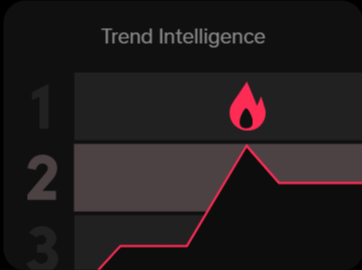
Top Ads Dashboard



Get started

Wondering what's hot on TikTok?

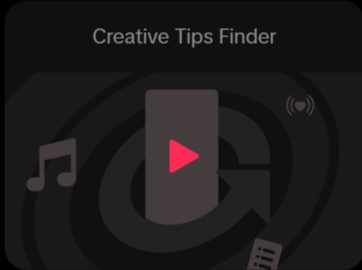
Trend Intelligence



Get started

Seeking creative guidance?


Creative Tips Finder



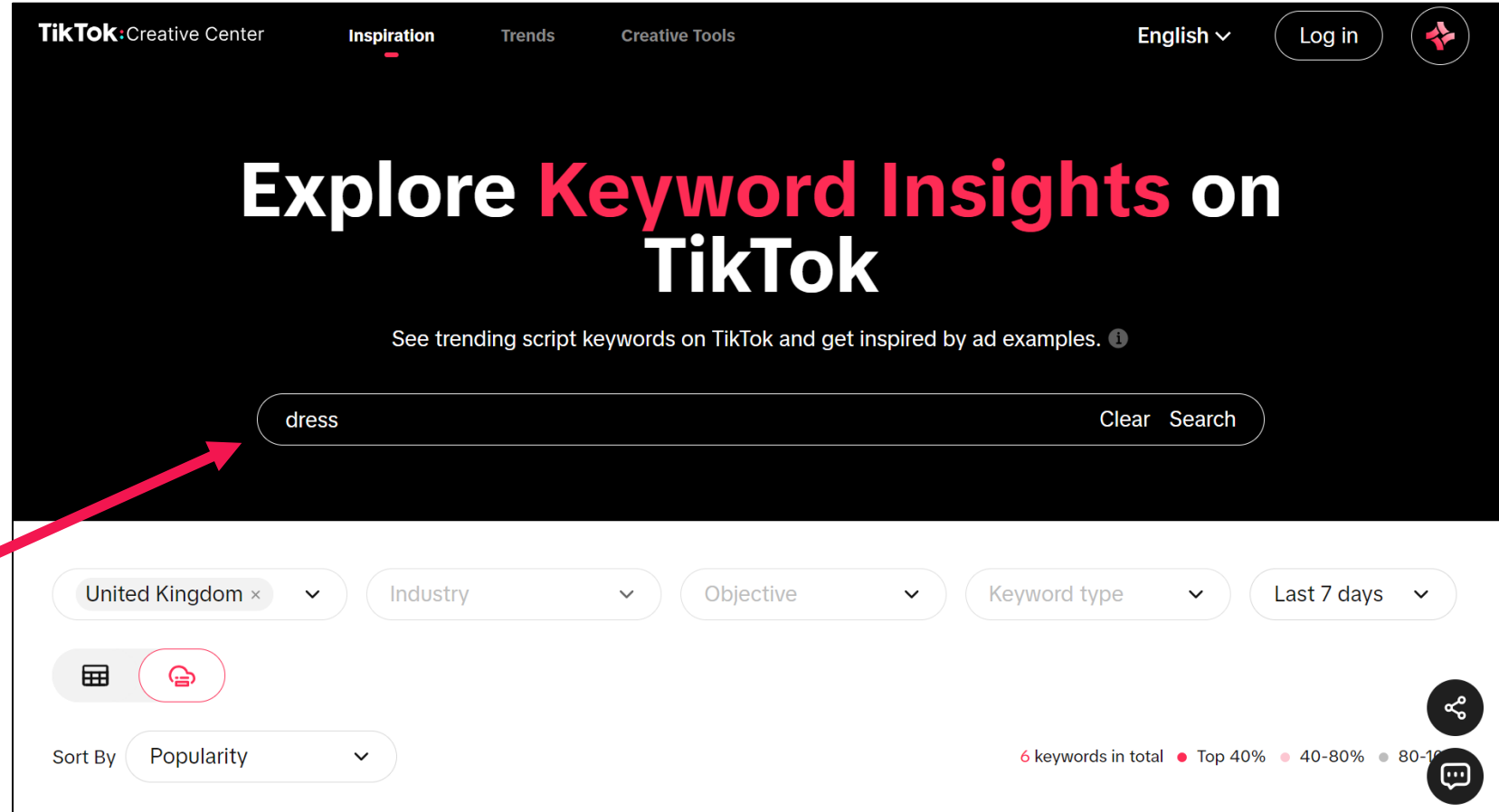
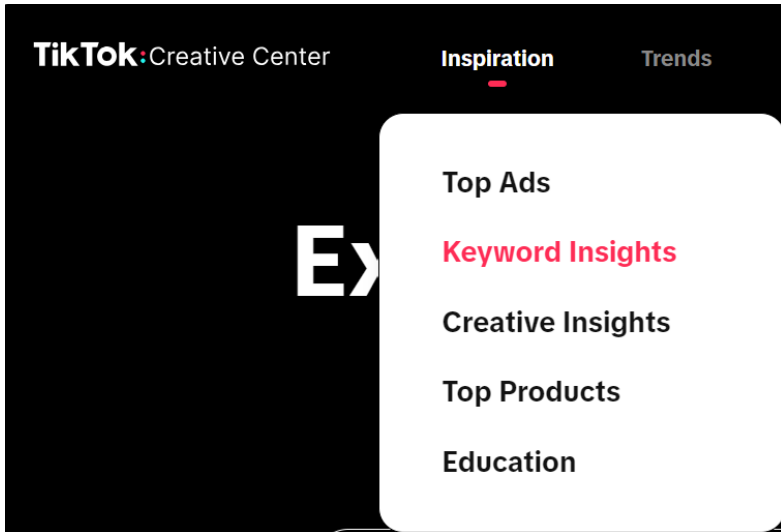
Get started

Creative Expert Courses

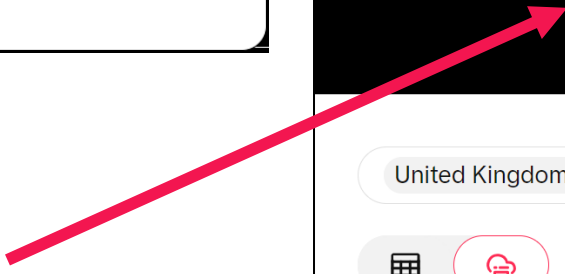
Enroll now for an expert-level education on all things related to creating for TikTok.



Use of TikTok Creative Centre – keyword insights



Type keyword



Keyphrase data

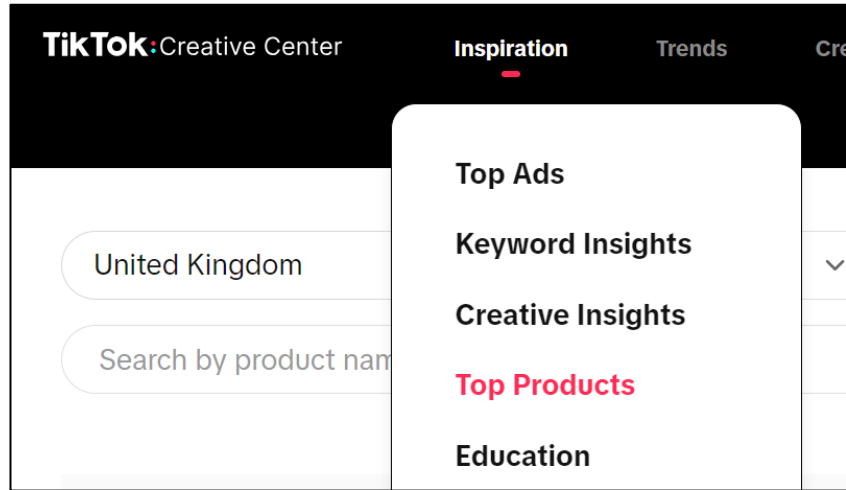
United Kingdom × Industry Objective Keyword type Last 7 days

6 keywords in total About this data ?

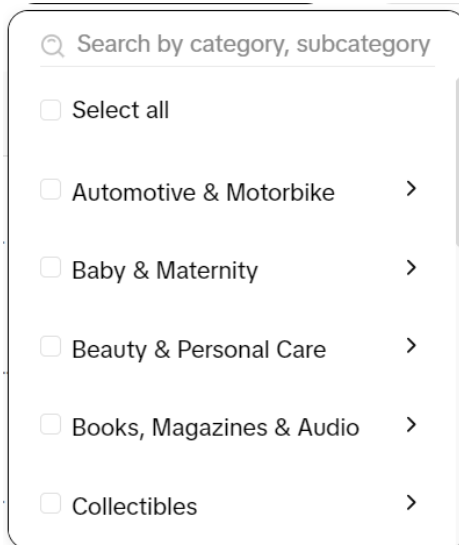
Rank	Keyword	Popularity ? ⇅	Popularity change ? ⇅	CTR ? ⇅	CVR ? ⇅	CPA ? ⇅	Impressions ? ⇅	Cost ? ⇅
1	dress	243	▲ 111.98%	1.30%	3.36%	18.50 USD	4M	17K USD
2	maxi dress	24	▲ 260.00%	1.41%	9.49%	8.30 USD	244K	1K USD
3	hoodie dress	25	▲ 166.67%	6.49%	0.38%	136.00 USD	9K	136 USD
4	perfect dress	30	▲ 141.18%	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



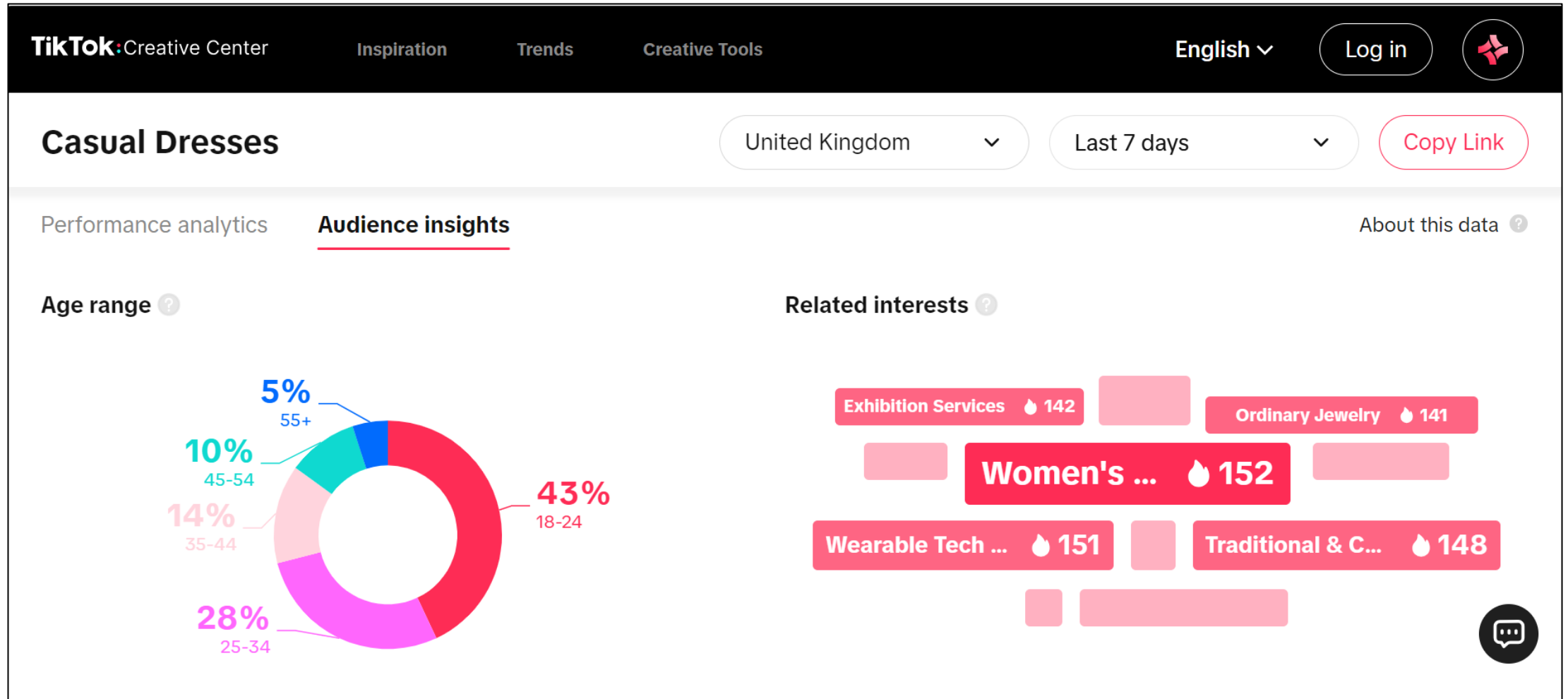
Searching by Category



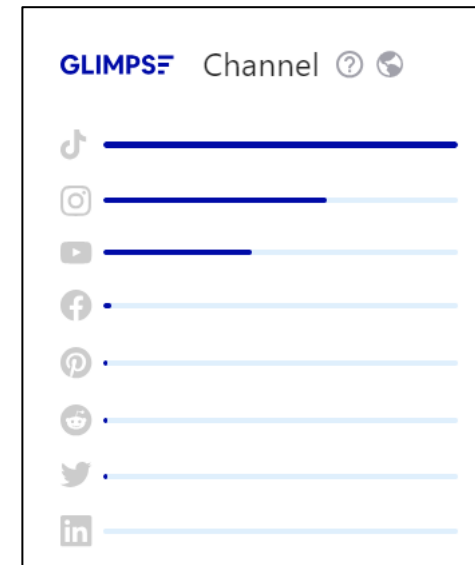
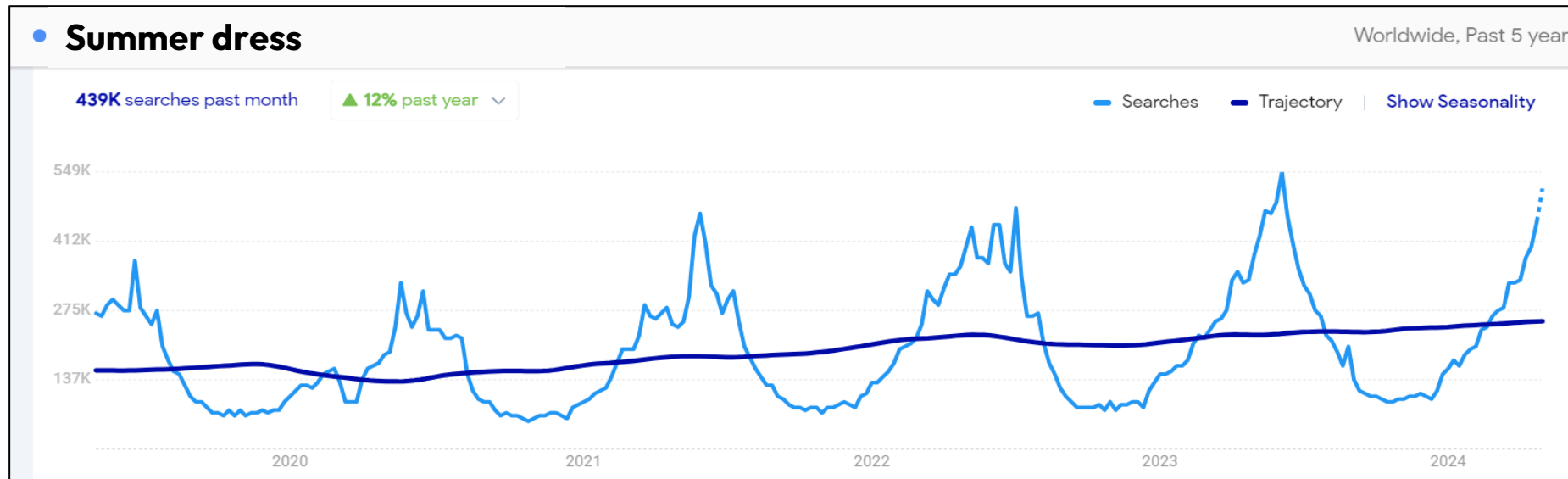
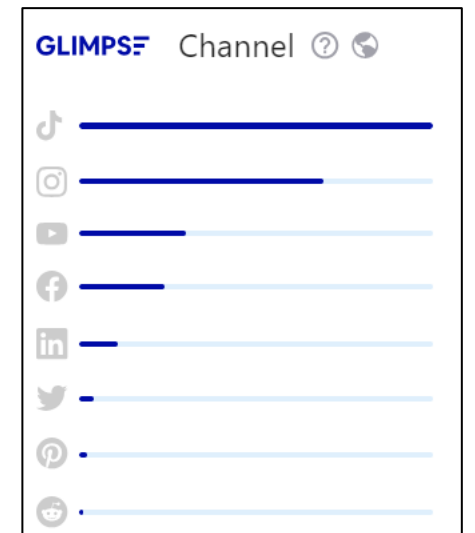
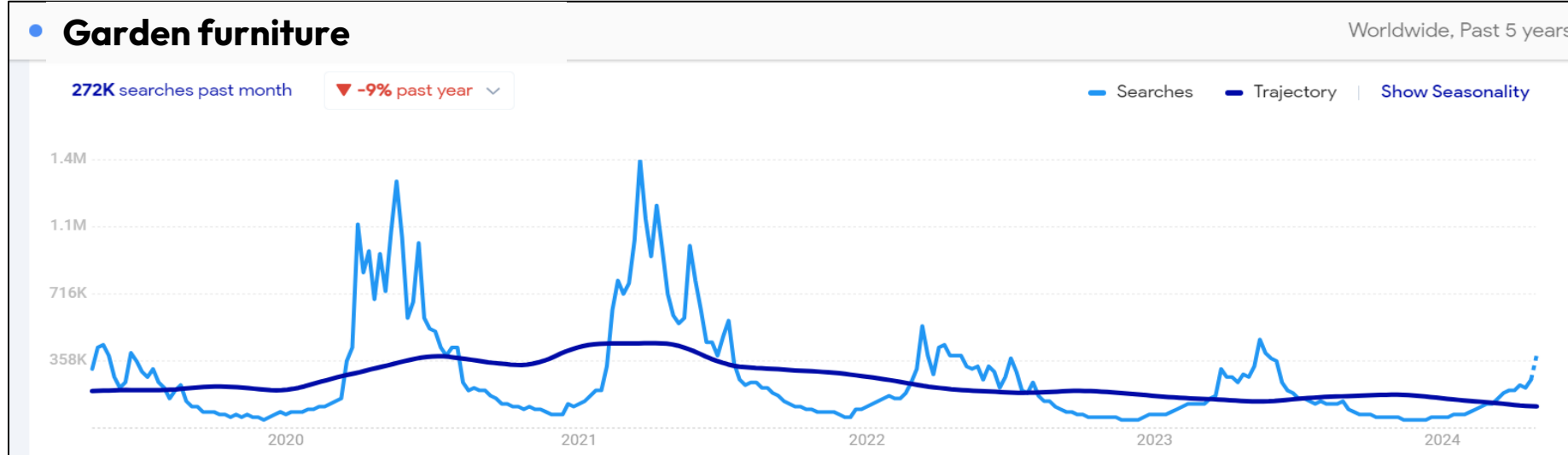
This screenshot shows the main product performance table in the TikTok Creative Center. The filters are set to 'United Kingdom', 'Product categories', and 'Last 30 days'. A search bar is present above the table. The table has columns for Product, Popularity, Popularity change, CTR, CVR, CPA, and Actions. The 'Casual Dresses' product is highlighted with a blue border.

Product	Popularity	Popularity change	CTR	CVR	CPA	Actions
Casual Dresses Womenswear & Women's Underwear/...	4K	▲ 5%	1.48%	16.16%	3.34 USD	Details
Perfume Beauty & Personal Care/Makeup & Per...	2K	▲ 0%	0.83%	8.21%	11.80 USD	Details
Cases, Screen Protectors & ... Phones & Electronics/Phone Accessori...	2K	▲ 23%	1.28%	23.01%	2.46 USD	Details
Sets 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](#)

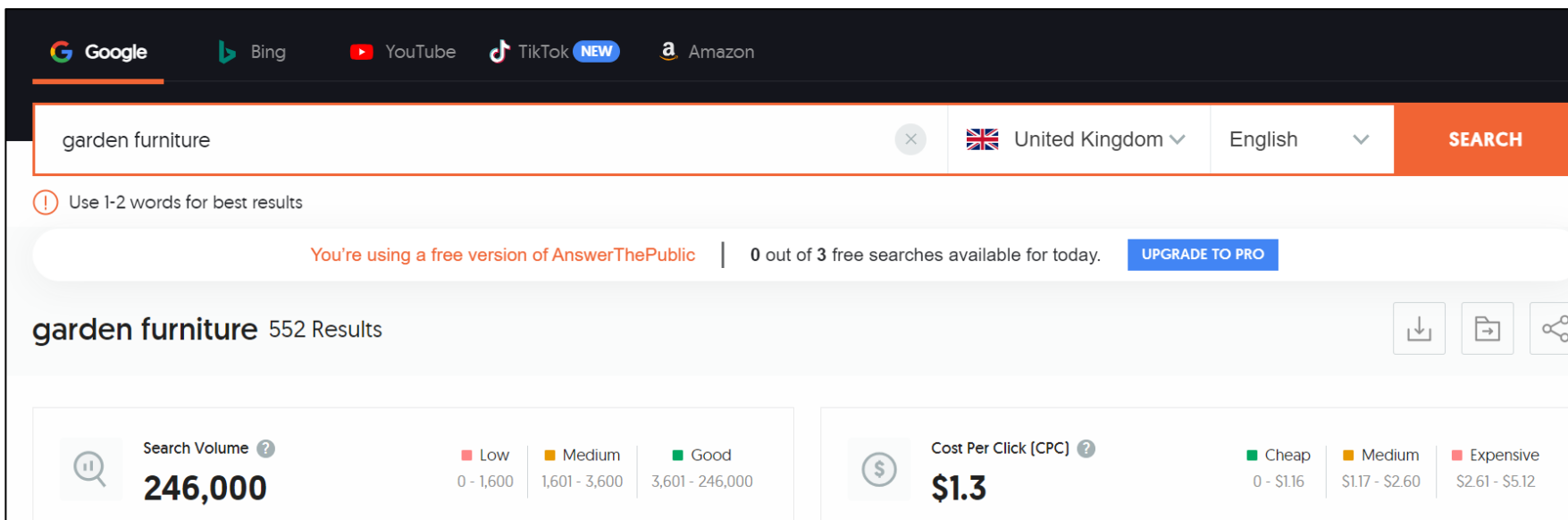
Discover what people are **asking** about...

Google Bing YouTube TikTok **NEW** Amazon

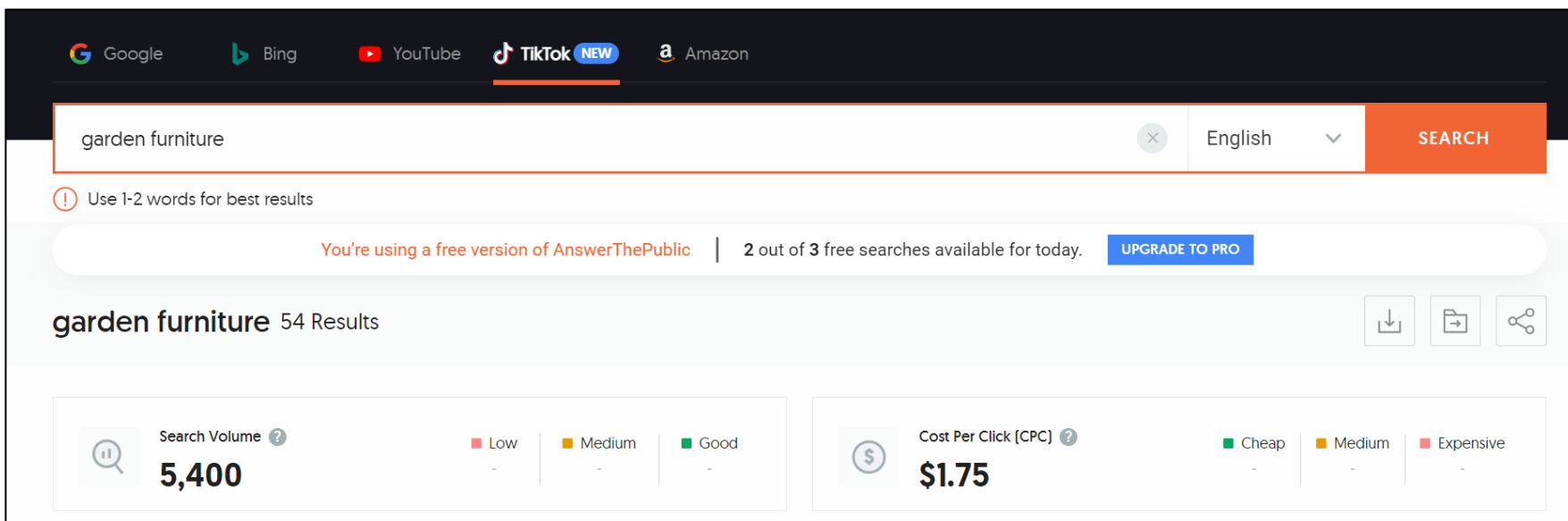
Enter a topic, brand or product... 🇬🇧 United Kingdom ▾ English ▾ [SEARCH](#)

ⓘ Use 1-2 words for best results

Search volume in Google vs TikTok – garden furniture

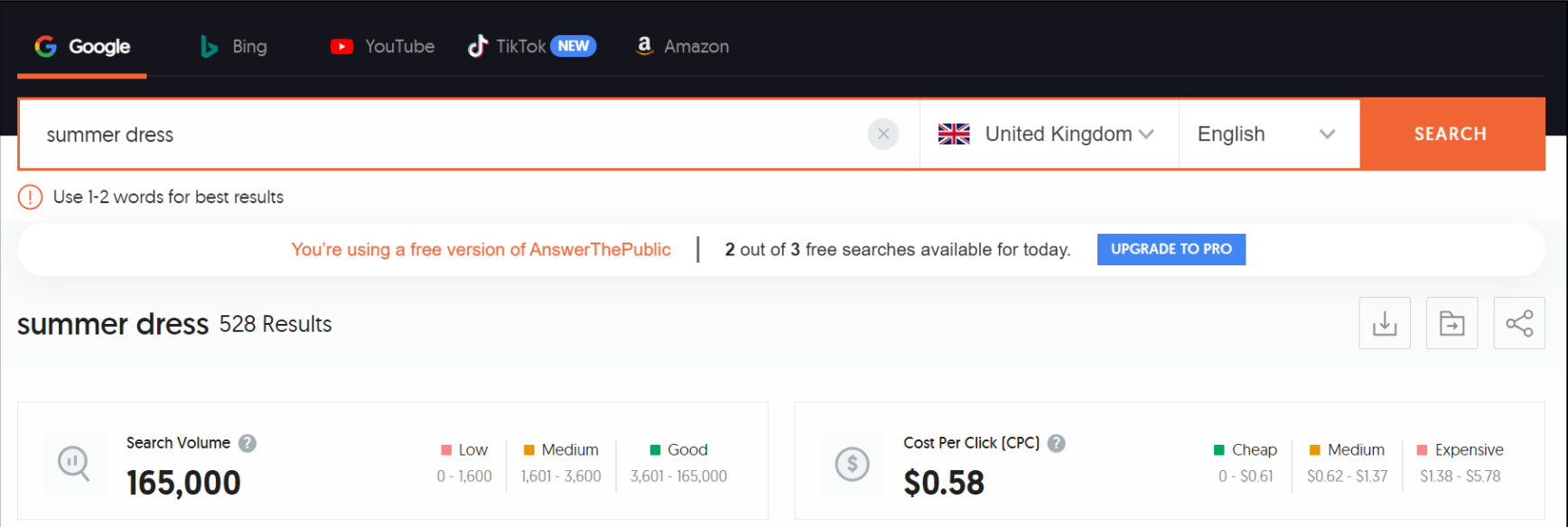


Garden furniture
Google searches = 246k

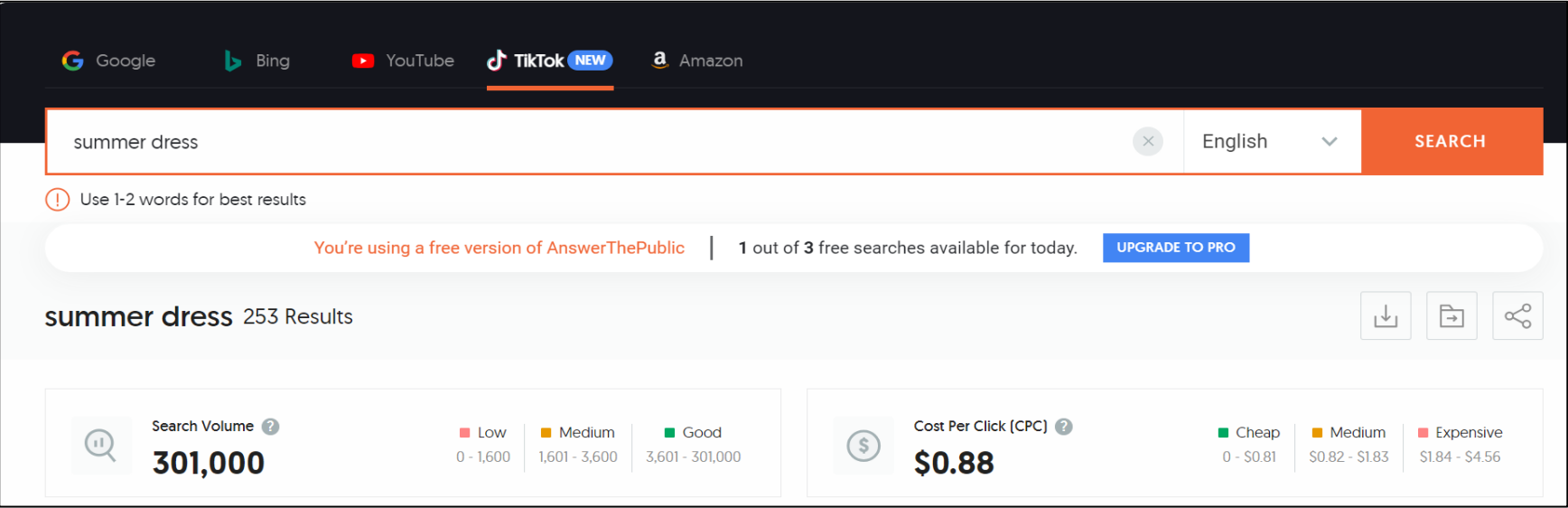


Garden furniture
TikTok searches = 5.4k

Search volume in Google vs TikTok – summer dress



Summer dress
Google searches = 165k



Summer dress
TikTok searches = 301k

1

Role of Search
to drive traffic

2

Search beyond
search engines

3

AI & impact
on Search

3) GenAI & it's impact on search



OpenAI releases ChatGPT-4o (o = omni for voice, vision, text & data)

GPT-4o
free access



GPT Store



Vision



Browse



Memory




Advanced Data Analysis

New search functionality – browsing the web live

ChatGPT 4o ▾

Latest scores in the euros

 Searched 6 sites






Here are the latest scores from the UEFA Euro 2024 tournament:


- **Germany 2-0 Hungary:** Germany secured a win over Hungary in Group A, ensuring their place in the last 16 of the tournament ([Sky Sports](#)).
- **Croatia 2-2 Albania:** A late equaliser from Klaus Gjasula allowed Albania to draw with Croatia in a thrilling Group B match ([Sky Sports](#)).
- **Scotland 1-1 Switzerland:** Scotland managed to draw against Switzerland in their recent encounter ([Sky Sports](#)).




Upcoming matches include:

- **Denmark vs. England:** Scheduled for today at 17:00 UK time ([UEFA.com](#)).
- **Spain vs. Italy:** Also scheduled for today at 20:00 UK time ([UEFA.com](#)).

For live updates and further details, you can visit the official UEFA website or platforms like Flashscore and LiveScore ([UEFA.com](#)) ([Flashscore](#)) ([LiveScore](#)).



 Message ChatGPT  

ChatGPT can make mistakes. Check important info.

New Thread Ctrl I

🔍 Home


🔍 Discover

📖 Library

Try Pro

Upgrade for image upload, smarter AI, and more Pro Search.

➔ Learn More

 ann73833 ⌵ ⚙️

📄 Download ✕ 🗨️

Where knowledge begins

Latest scores in the euros

☰ Focus ⊕ Attach

Pro ✓ ➔

 What is somatic healing?

 Vegetables currently in season

 When will the next iPhone be released?

 Upcoming music festivals



Latest scores in the euros

Sources

- Euro scores, Football Europe -... flashscore.co · 1
- Europe Scores, Results & Live Scores - Flashscore flashscore.co · 2
- European - Scores & Fixtures - Football - BB... bbc · 3
- View 2 more

- Search Images +
- Search Videos +
- PRO Generate Image +

Answer

Here are the latest scores from the UEFA European Football Championship (Euro 2024) based on the search results:

Scotland 1 - 1 Switzerland

Germany 2 - 0 Hungary

Croatia 2 - 2 Albania

These were the full-time scores from yesterday's matches in the Euro 2024 tournament. The search results did not provide any more recent scores or information on the current standings.

Share Rewrite ...

Pro



1

Role of Search
to drive traffic

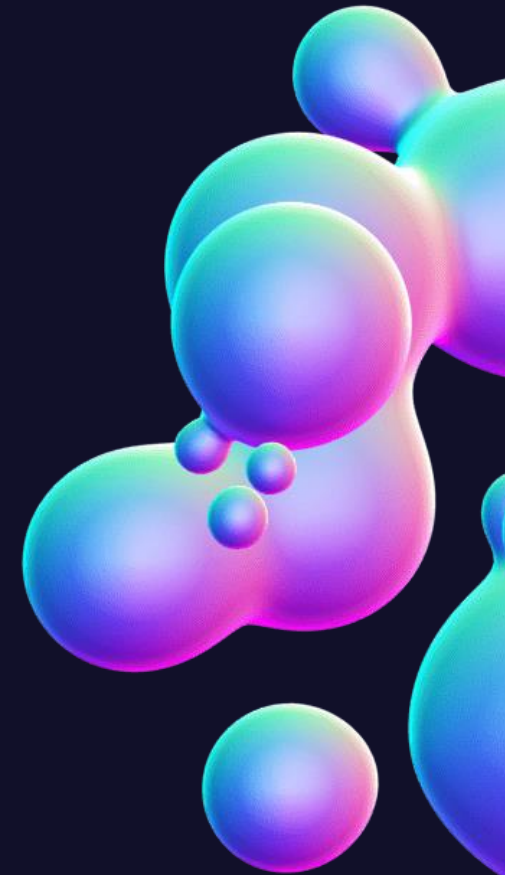
2

Search beyond
search engines

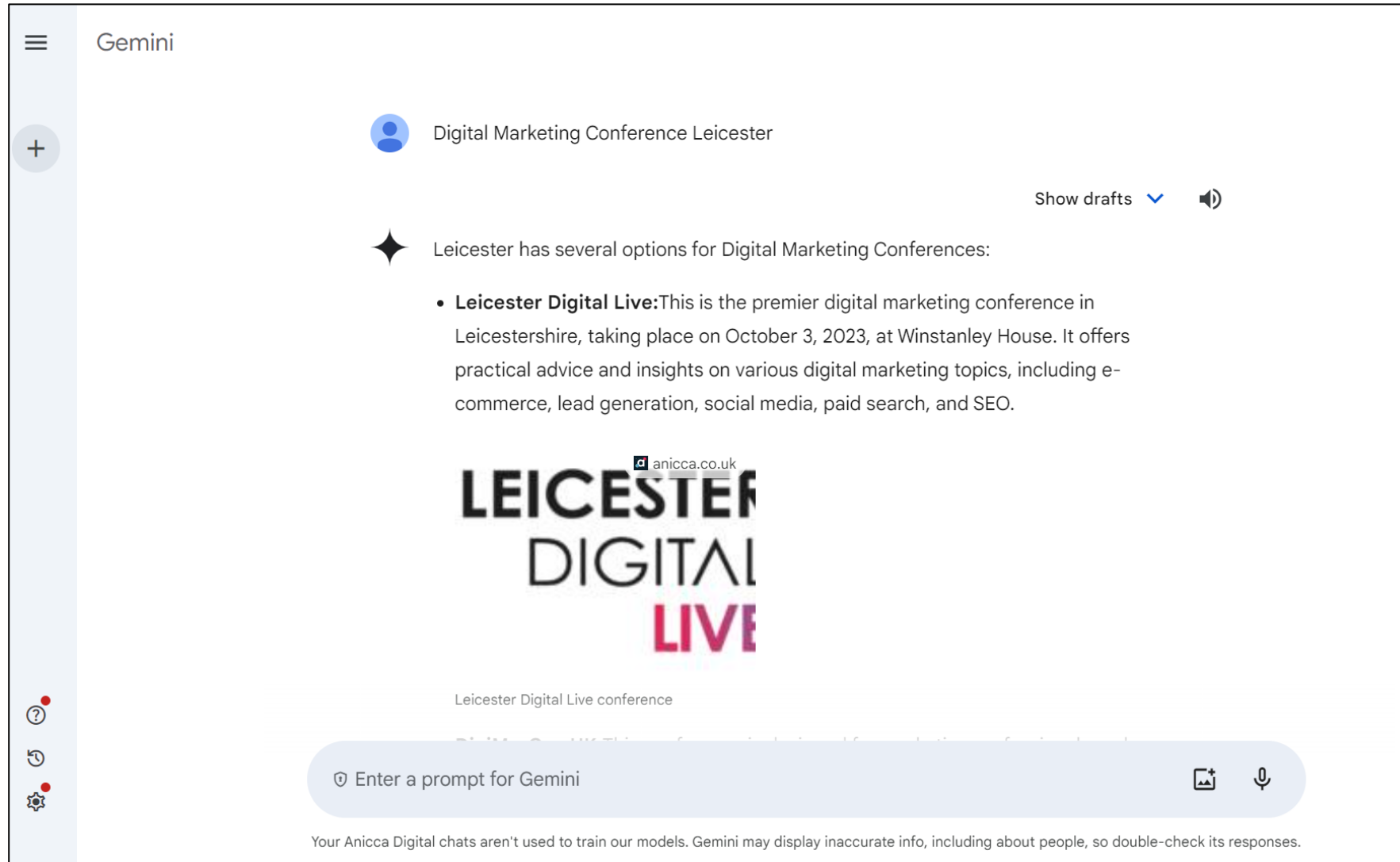
3

AI & impact
on Search

Google's "AI Overviews" (previously called "Search Generative Experience" - SGE)



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 title 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 large image of the "LEICESTER DIGITAL LIVE" logo, with "anicca.co.uk" in the top right corner of the image. At the bottom of the chat area, there's a text input field with the placeholder "Enter a prompt for Gemini" and icons for image upload and voice recording. A footer note at the very bottom reads: "Your Anicca Digital chats aren't used to train our models. Gemini may display inaccurate info, including about people, so double-check its responses."

First seen in UK search results on 23rd 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, a search result from DesignRush is visible, titled "Top 15 SEO Agencies in Leicester - May 2024 Rankings".

what are the best seo agencies in leicester

All Images Videos News Maps More

Open now Online appointments Top rated

AI Overview Learn more

Leicester, UK has many SEO agencies, including award-winning agencies, agencies that offer custom services, and other agencies:

- Thrive Internet Marketing Agency: An award-winning agency that offers digital marketing services, including web design, social media, and PPC
- Invedus: Offers personalized SEO services, including website analysis, custom strategy development, and search ranking improvement
- Easy Internet: A long-running and trusted agency that offers affordable SEO services
- Digital Ethos: A local marketing agency that offers bespoke strategies, including SEO and web design

Show more

DesignRush
https://www.designrush.com > ... > United Kingdom

Top 15 SEO Agencies in Leicester - May 2024 Rankings

Best Leicester SEO Company Rankings · RR Webdesign · Rock Kitchen Harris · Bulb Studios · Web Designers Leicester · Leicester Websites · 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. Below the overview, a "Main Links" section is visible, featuring three links for Anicca Digital, We are Trident, and digitalaethos.ne.

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. Below the overview, a "Main Links" section is visible, featuring three links for Anicca Digital, We are Trident, and digitalaethos.ne.

what are the best seo agencies in leicester

AI Overview Learn more

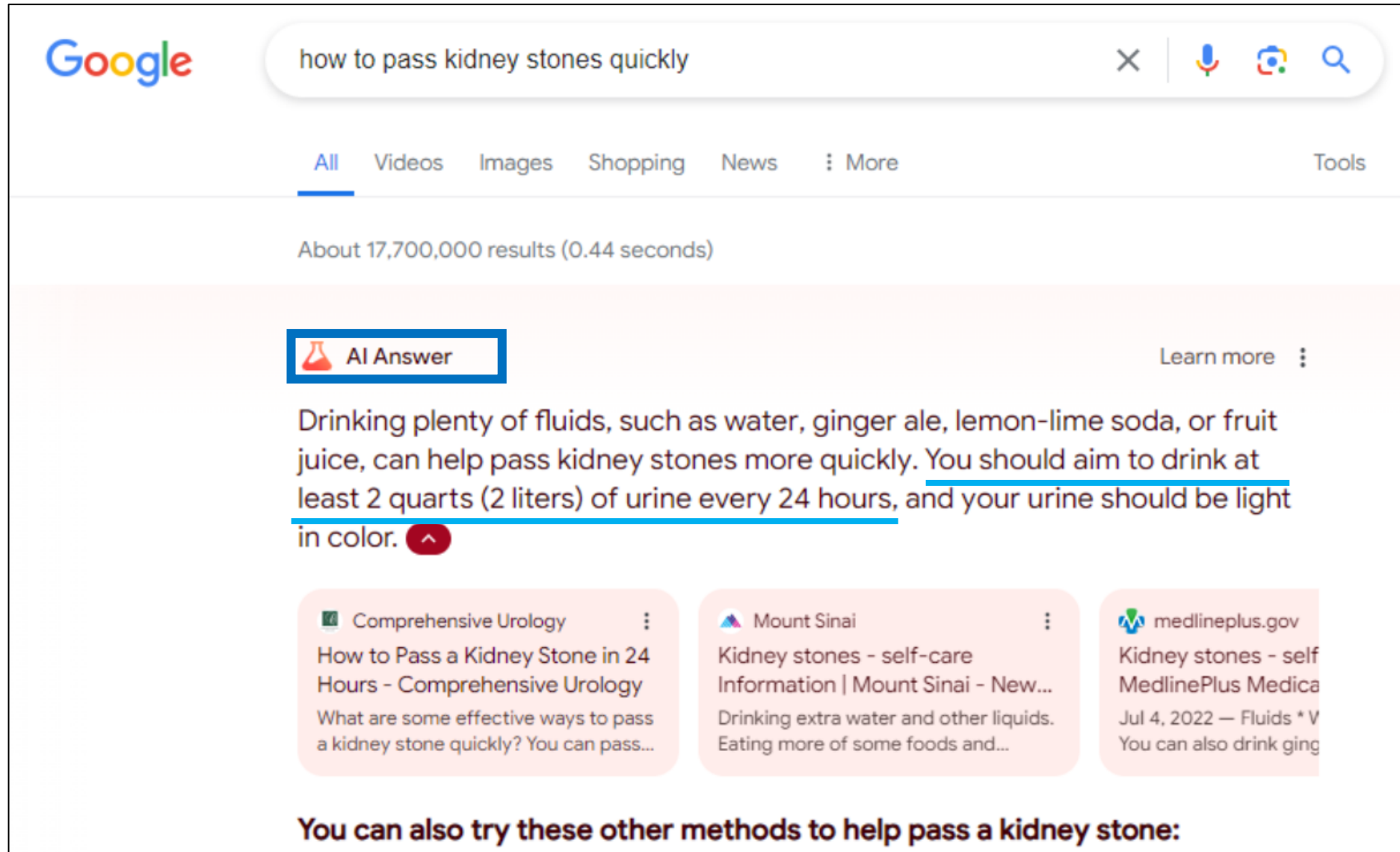
Leicester, UK has many SEO agencies, including award-winning agencies, agencies that offer custom services, and other agencies:

- Thrive Internet Marketing Agency: An award-winning agency that offers digital marketing services, including web design, social media, and PPC
- Invedus: Offers personalized SEO services, including website analysis, custom strategy development, and search ranking improvement
- Easy Internet: A long-running and trusted agency that offers affordable SEO services
- Digital Ethos: A local marketing agency that offers bespoke strategies, including SEO and web design
- Anicca Digital: An agency with over 20 years of experience in technical, on-page, and off-page SEO
- Trident: An agency that uses transparent SEO techniques to help businesses rank well in Google search results
- Assisted: An award-winning agency that provides expertise and impeccable service

Main Links

- Anicca Digital: SEO Agency Leicester | Expert SEO Services - Anicca Digital
- We are Trident: SEO Agency Leicester | Increase your traffic and leads | Trident
- digitalaethos.ne: Marketing Agen Digital Ethos

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)". An "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 these 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 — Leicester 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

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Generative AI is experimental.

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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

1

Role of Search
to drive traffic

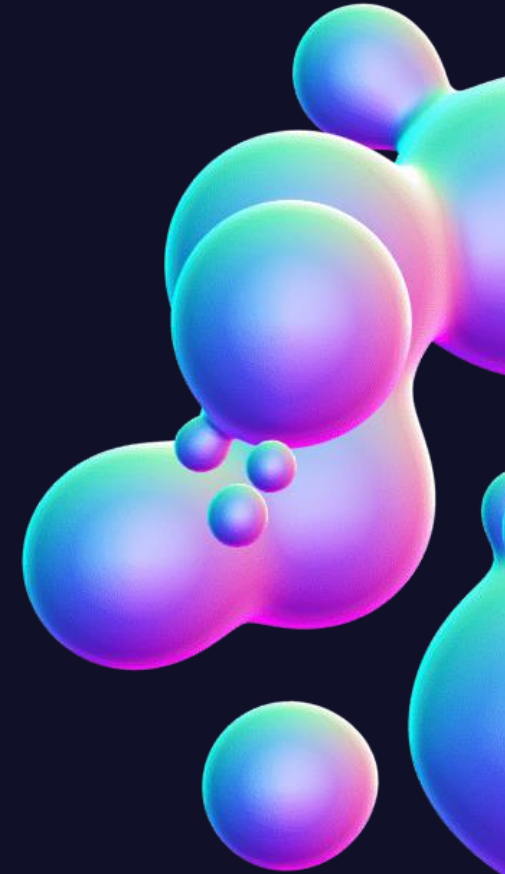
2

Search beyond
search engines

3

AI & impact
on Search

Impact of Generative AI on traditional search

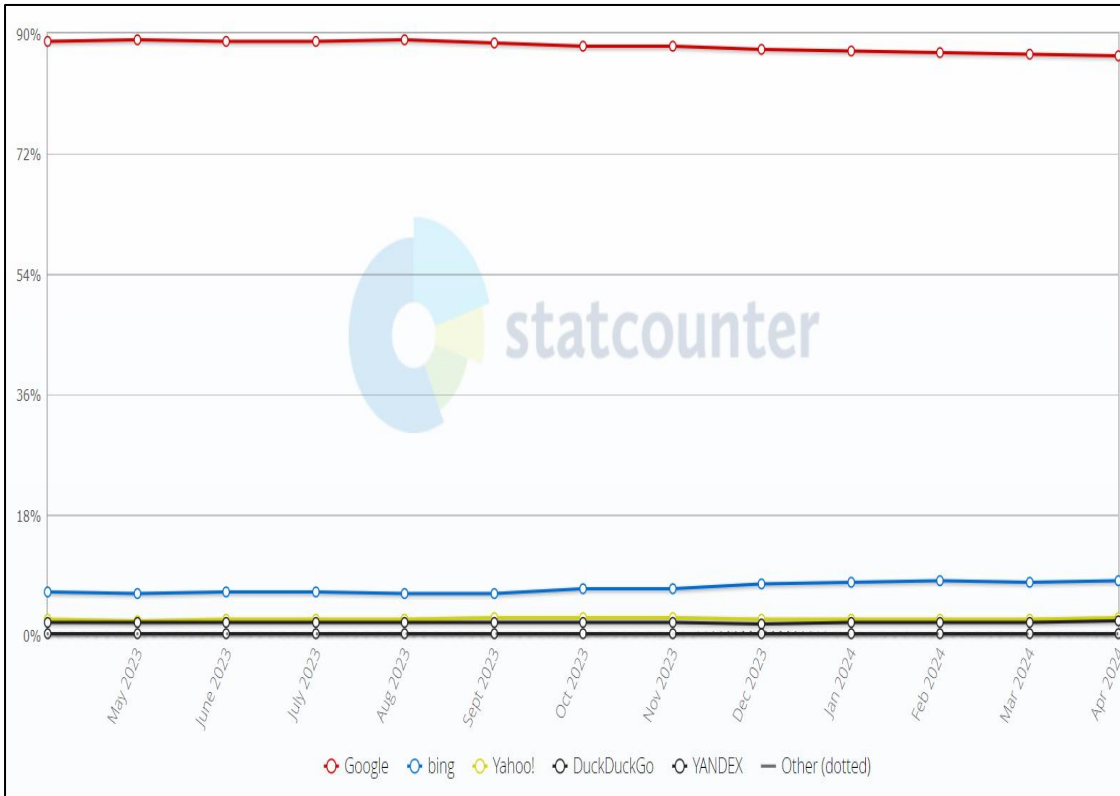


Changes in Google's share in USA vs UK

USA (2% drop in share)

Google	bing	Yahoo!	DuckDuckGo	YANDEX	AOL
86.58%	8.24%	2.59%	2.08%	0.22%	0.09%

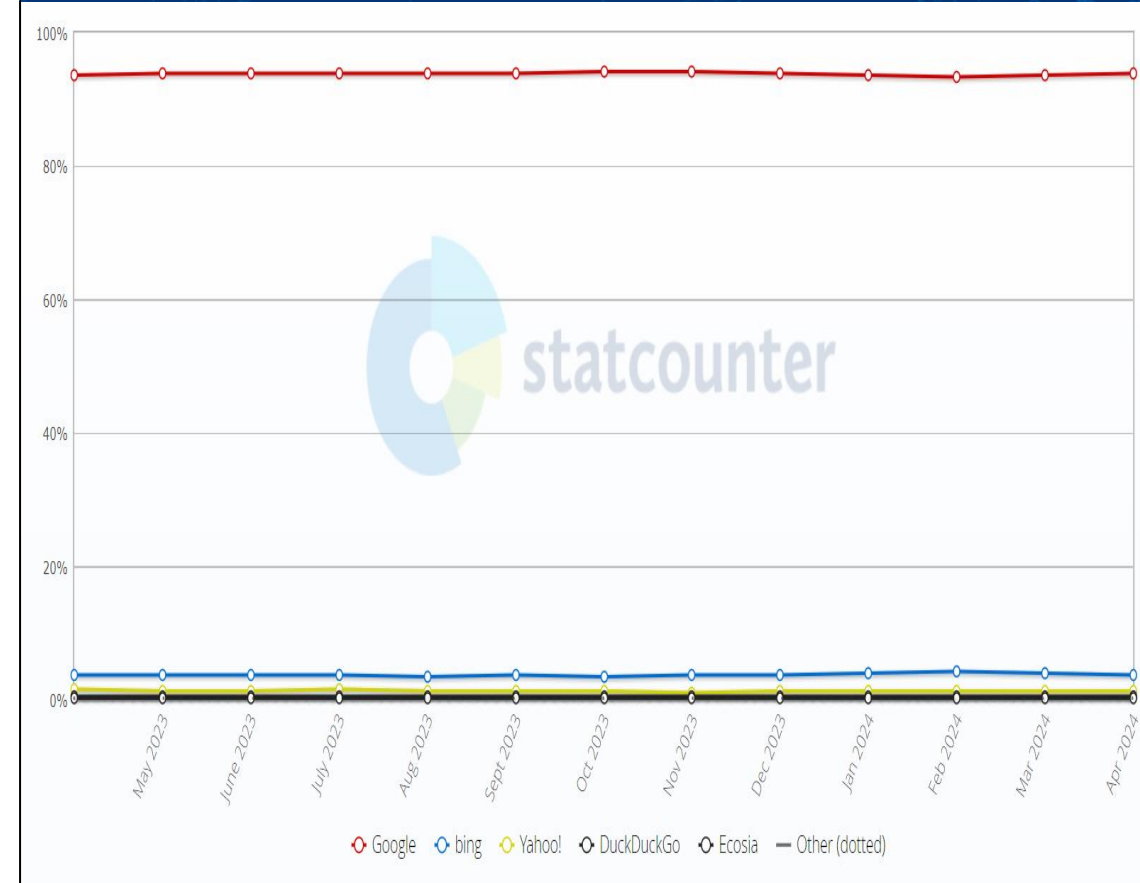
Search Engine Market Share in United States Of America - April 2024



UK (0.1% increase in share)

Google	bing	Yahoo!	DuckDuckGo	Ecosia	YANDEX
93.85%	3.78%	1.32%	0.54%	0.23%	0.17%

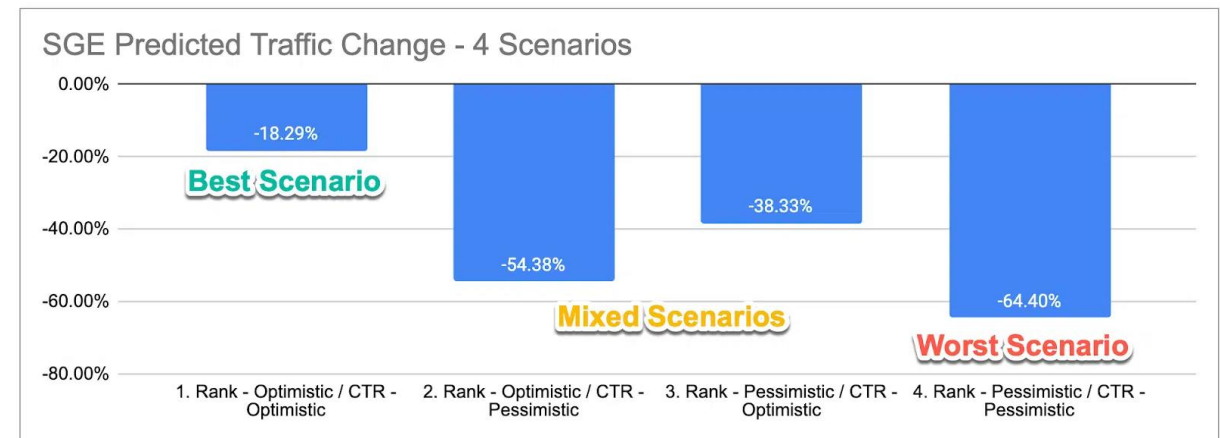
Search Engine Market Share in United Kingdom - April 2024



Likely drop in organic traffic – research by Search Engine Land (Sep 23)

- 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>

1

Role of Search
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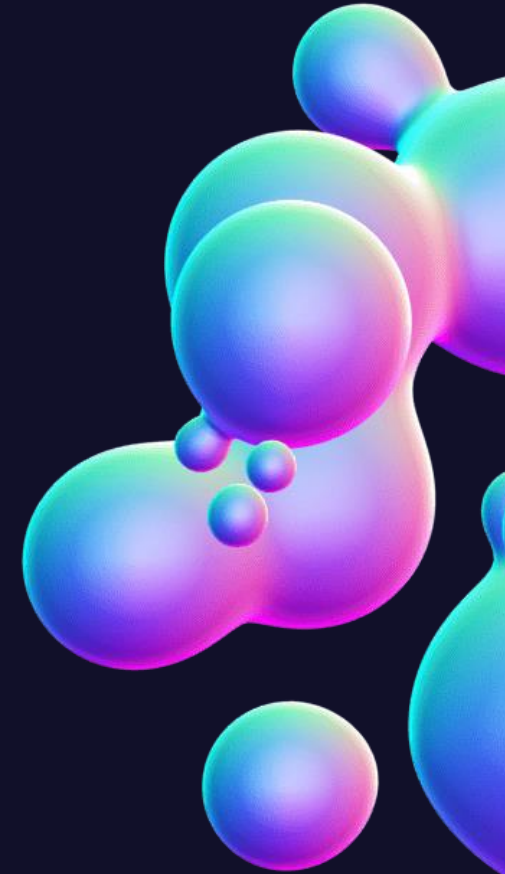
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Optimising your website for inclusion in Generative AI



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

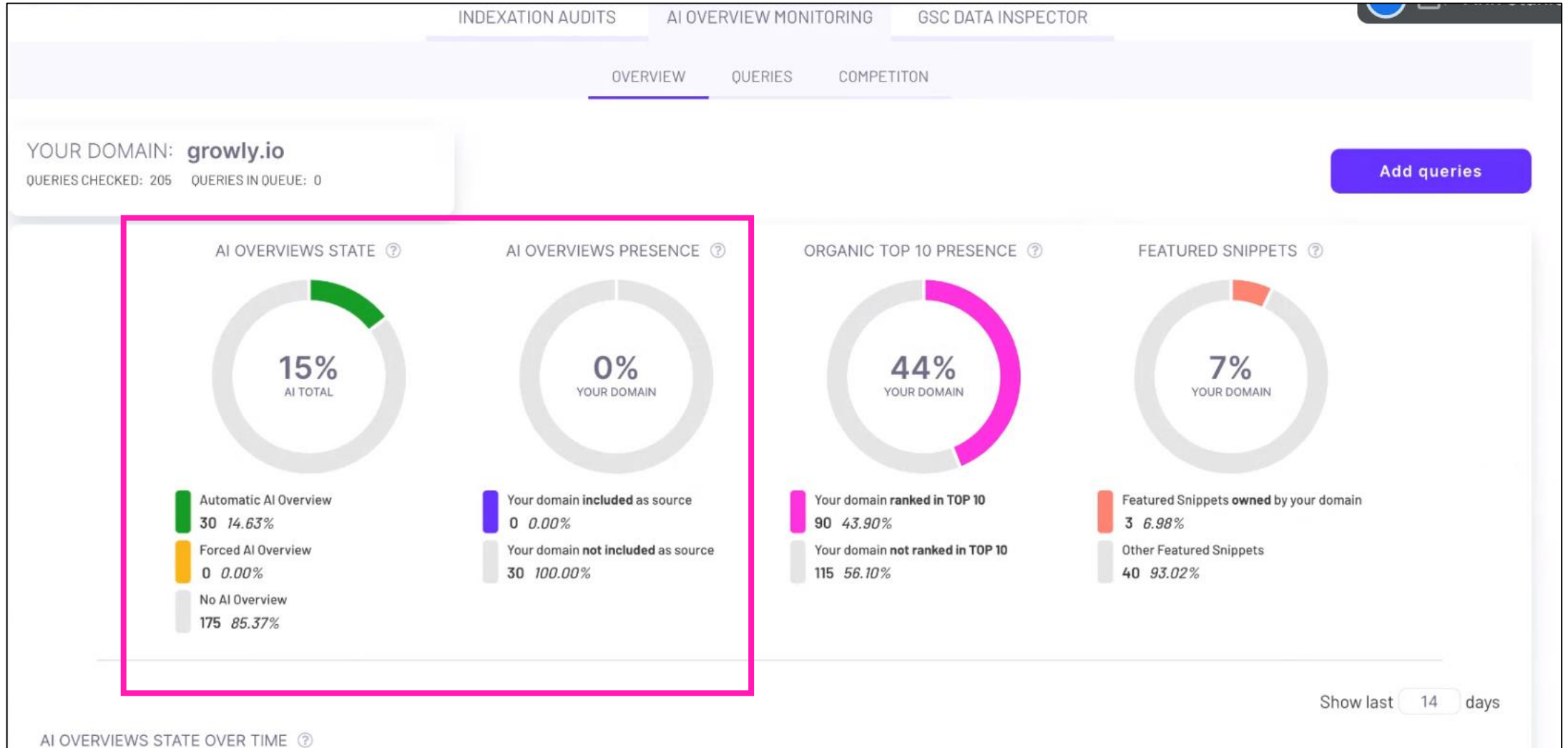
Mentions in the responses

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



Other possible changes to PPC & SEO

- **Likely increase in demand & cost of paid search**
 - Will Google insert more paid links in the AI Overview results – e.g. in the text?
 - Will current paid ads like shopping still be shown?
 - Will there be an increased demand for PPC and will this inflate CPC's?
- **Convergence of SEO & PPC**
 - Will SEO's change focus to optimise landing pages also used for PPC, as Google Ads rely on web & feed content for targeting, rather than using your selected keyphrases (keyphrase redundancy)
 - Will SEO & PPC teams have to work together

1

Role of Search
to drive traffic

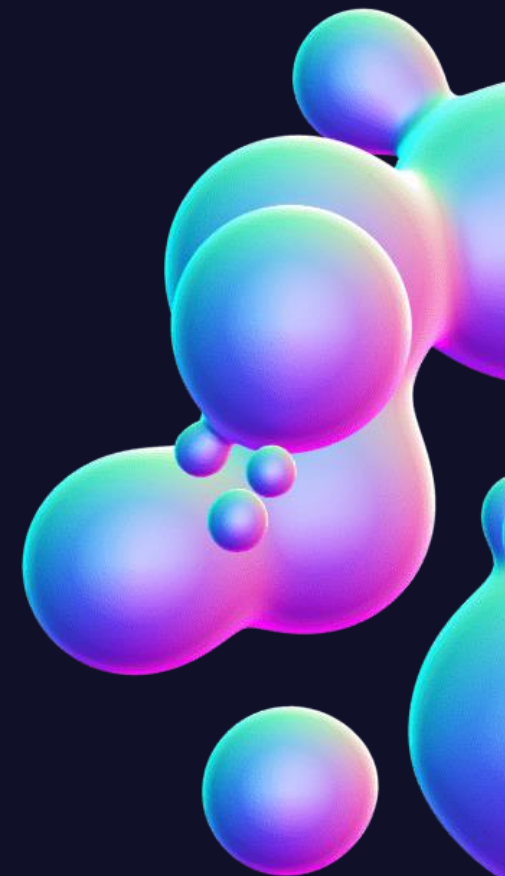
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Conclusions



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?)

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-digital-women-live

Other resources:

Free weekly webinars (every Friday 9-10am)

- bit.ly/anicca-webinars

Webinar on ChatGPT

- bit.ly/anicca-chatgpt

Book – A10 Marketing framework

- bit.ly/anicca-A10

Book – Integrate – Creating an Integrated Marketing Strategy

- bit.ly/anicca-integrate



anicca**digital**

Any questions?

Thank you

ann@anicca.co.uk

bit.ly/anicca-digital-women-live