



How Social Search and Generative AI Will Change Search Engines Forever

Ann Stanley – Founder & CEO

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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





aniccadigital

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Strategy



Social



Search



Shopping



Skills

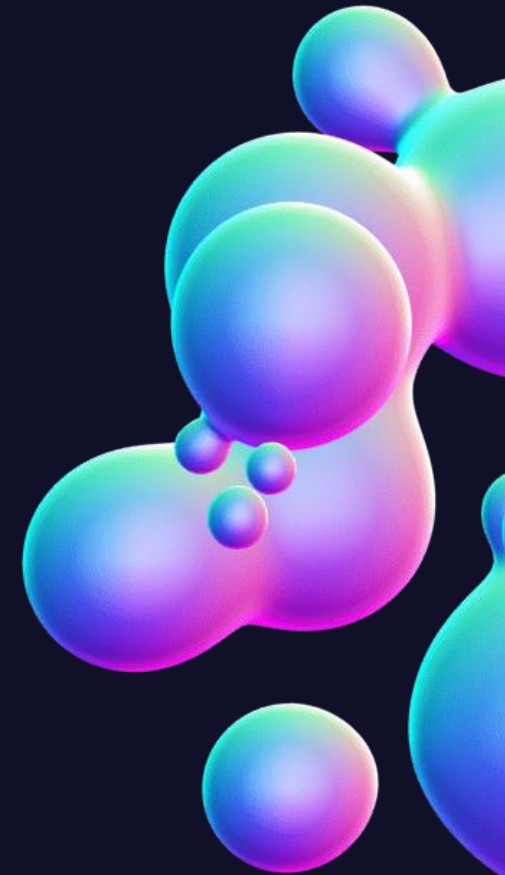
Contents



1

Role of Search
to drive traffic

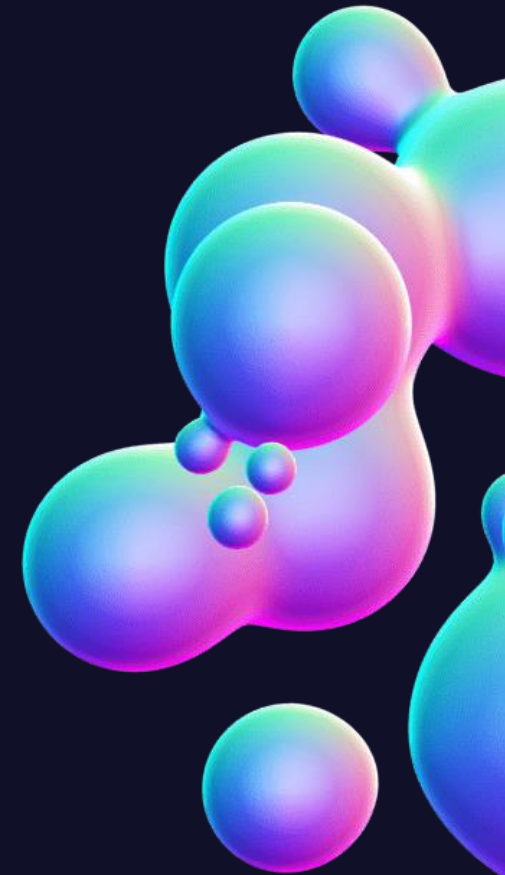
1) Role of Search to drive traffic



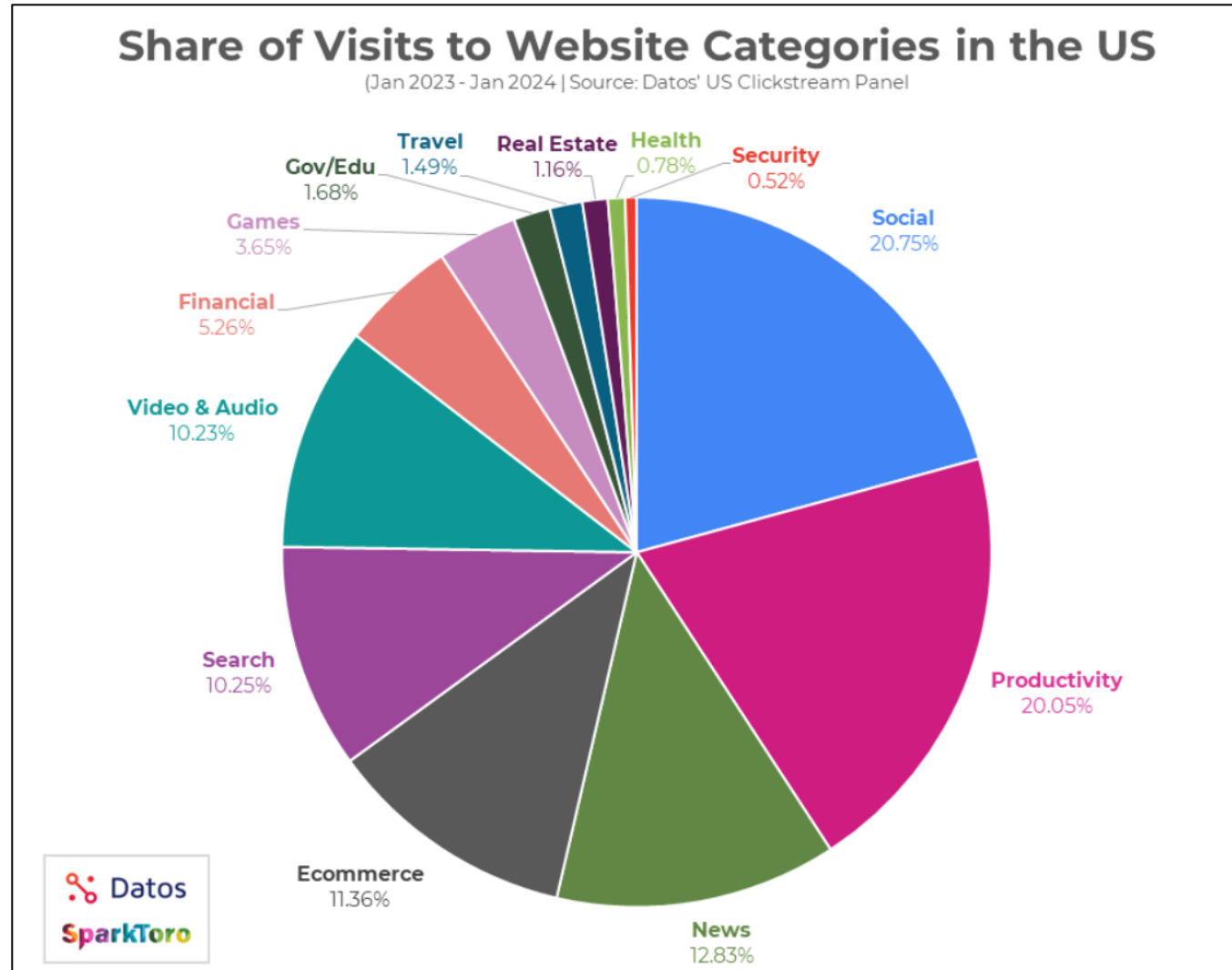
1

Role of Search
to drive traffic

Data on the source of traffic to websites (from SparkToro & Datos)

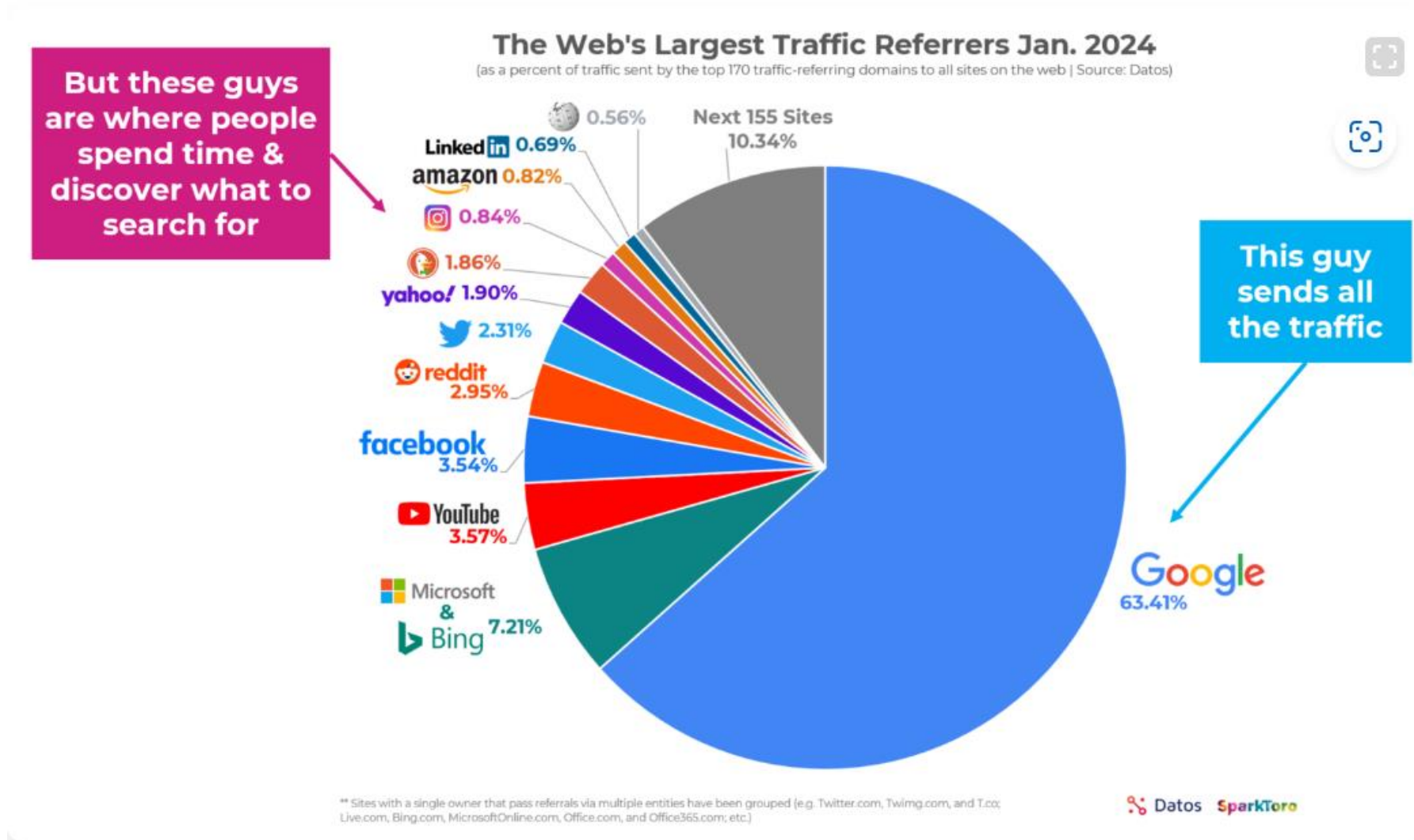


Share of US website visits by category (popularity)

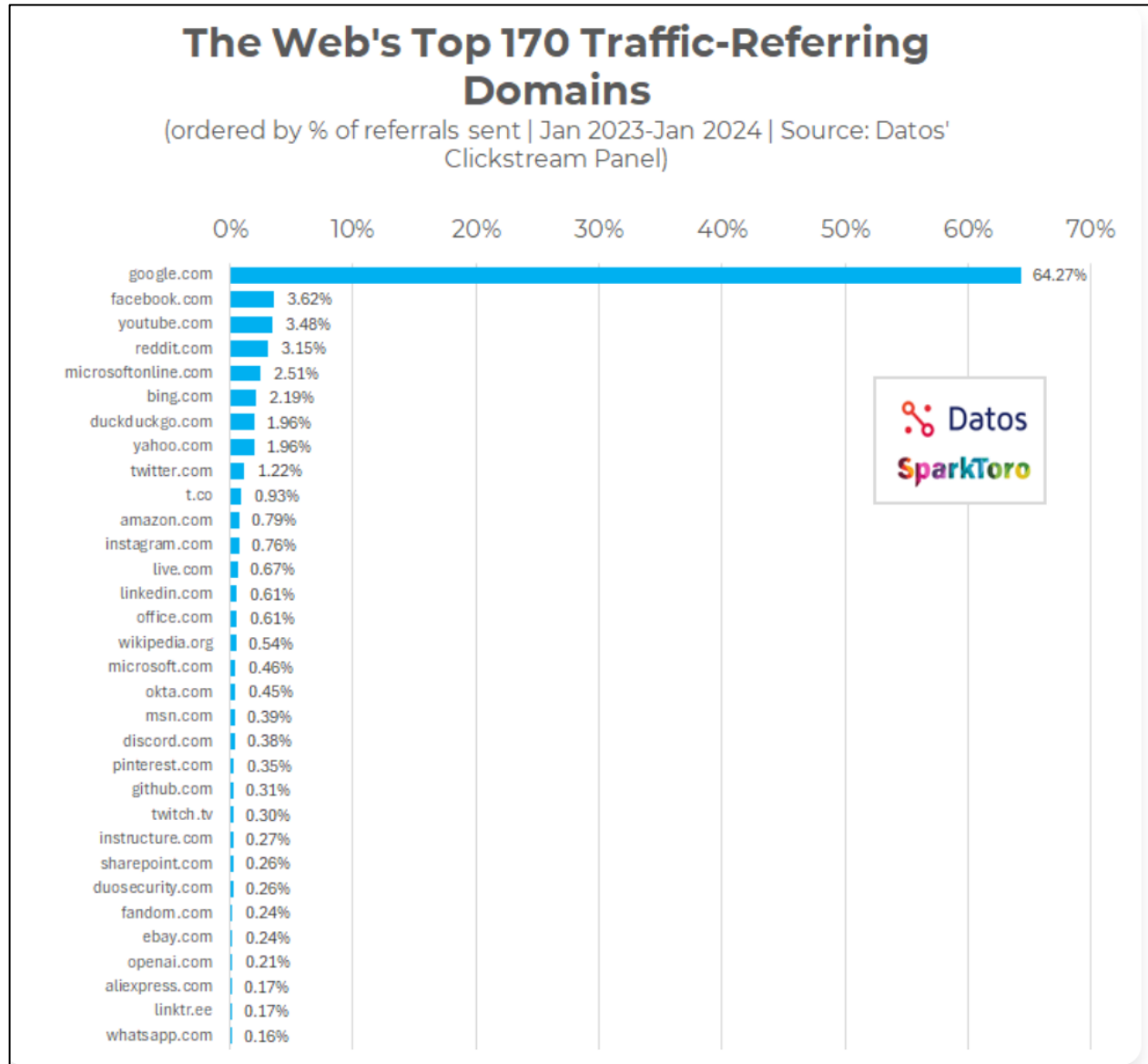


<https://sparktoro.com/blog/where-web-users-spend-time-vs-where-traffic-referrals-originate/>

Main US referrers by category



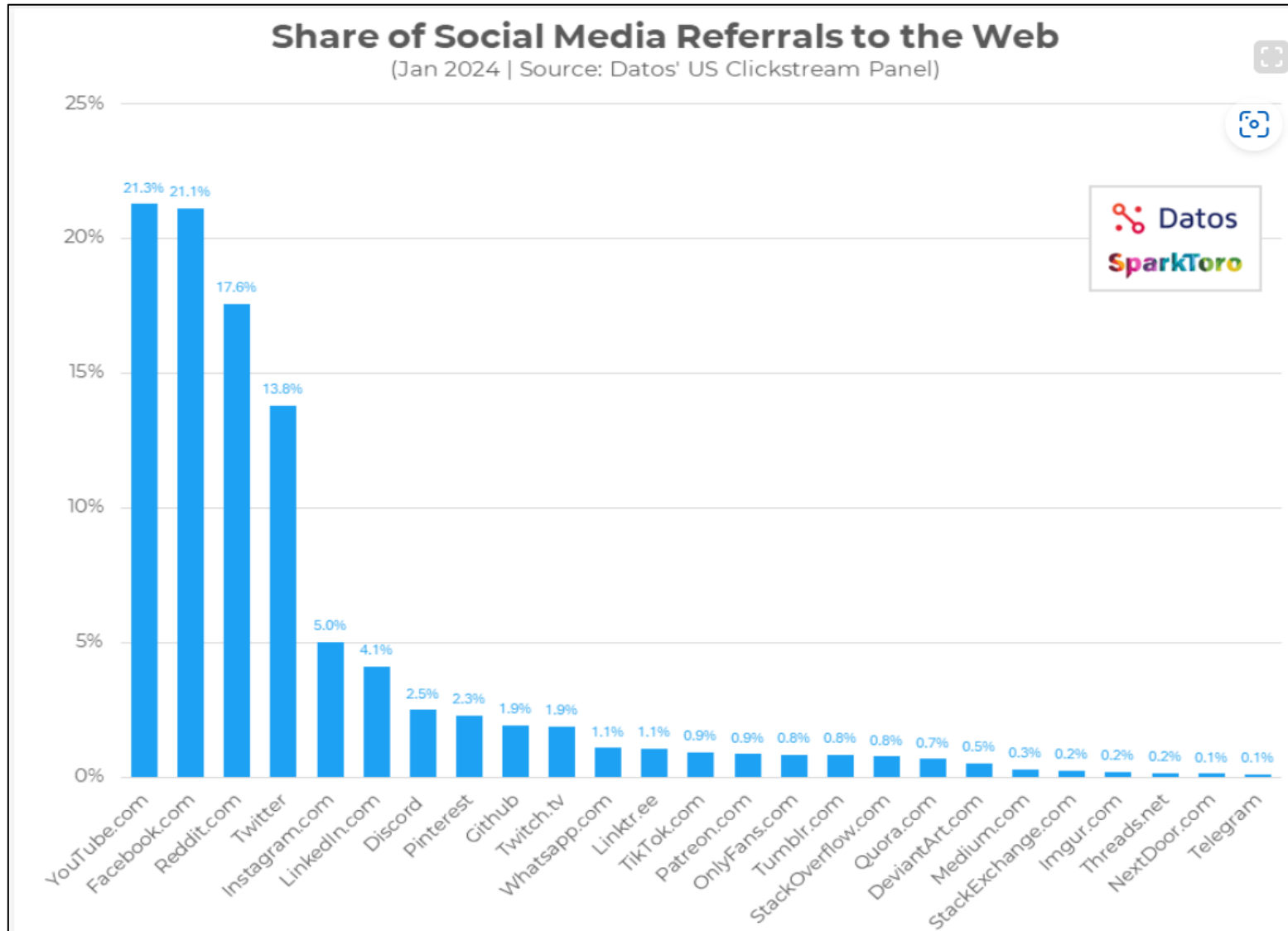
Main referrers to US sites



Top Referrers by %

- Google.com 64.3%
- Facebook.com 3.62%
- YouTube.com 3.48%
- Reddit.com 3.15%
- Microsoftonline.com 2.51%
- Bing.com 2.19%
- DuckDuckGo.com 1.96%
- Yahoo.com 0.8%
- Twitter.com 1.22%
- T.com 0.93%
- Amazon.com 0.79%
- Instagram.com 0.76%
- Live.com 0.67%
- LinkedIn.com 0.61%

Main social referrers (US)



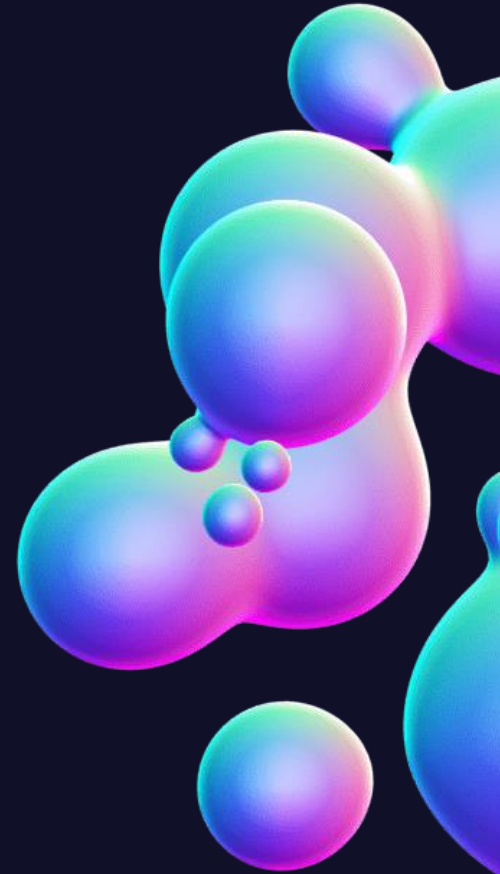
Top Social Referrers by %

- YouTube 21.3%
- Facebook 21.1%
- Reddit 17.6%
- Twitter 13.8%
- Instagram 5.0%
- LinkedIn 4.1%
-
- Pinterest 2.3%
-
- TikTok 0.9%

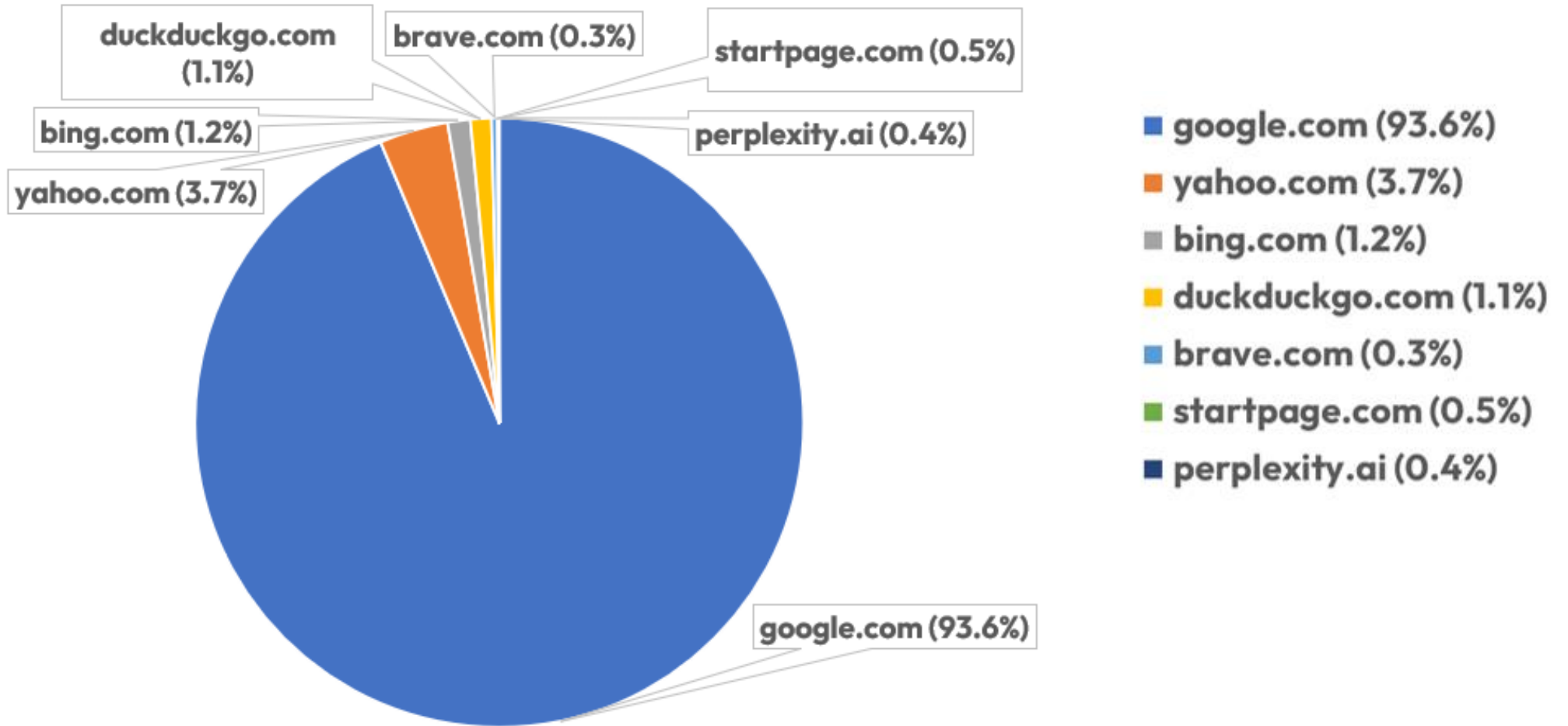
1

Role of Search
to drive traffic

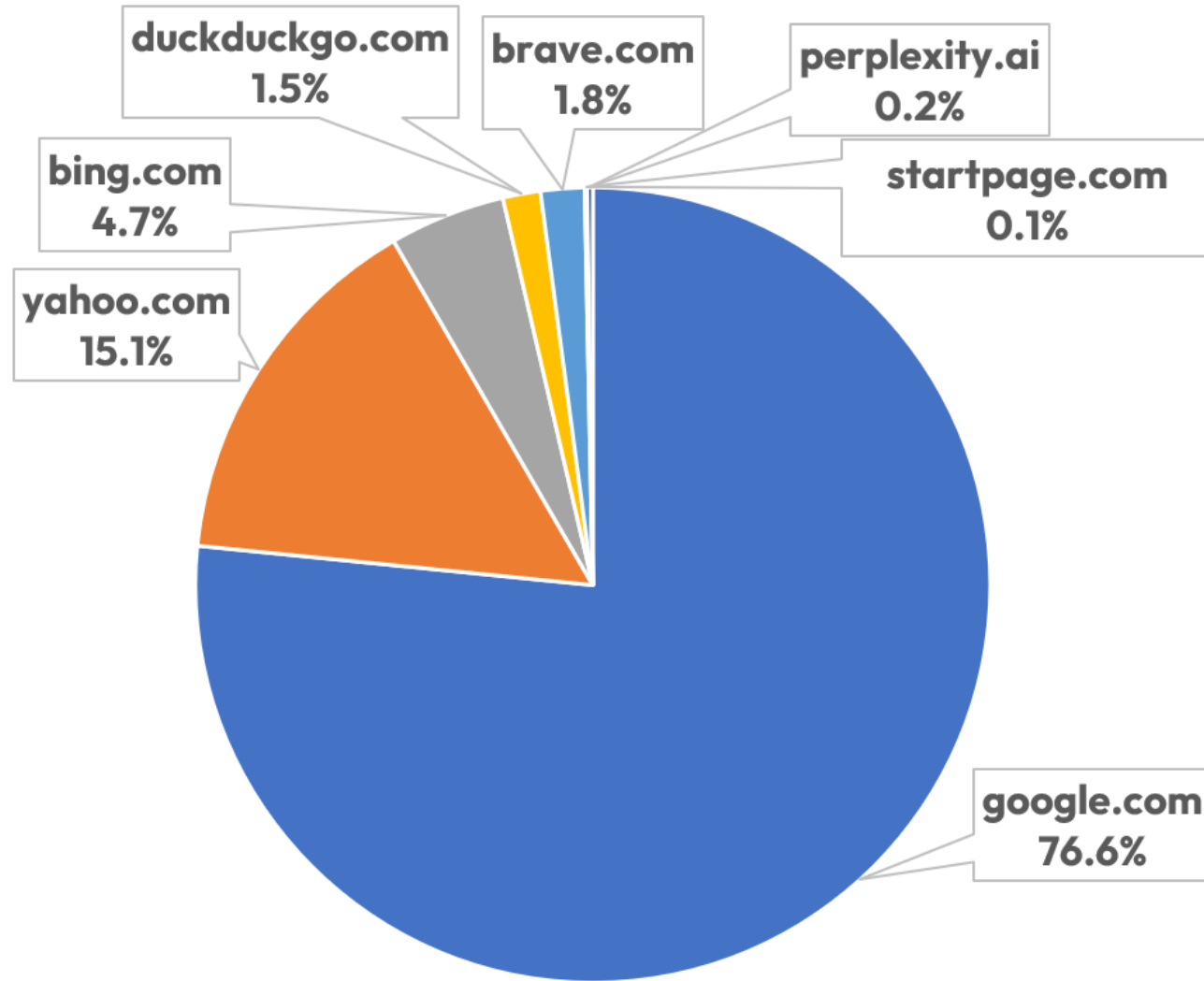
Similarweb Data for search engines & 2 sectors in the UK (Apr 24)



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



Share of top search engine traffic based on unique users



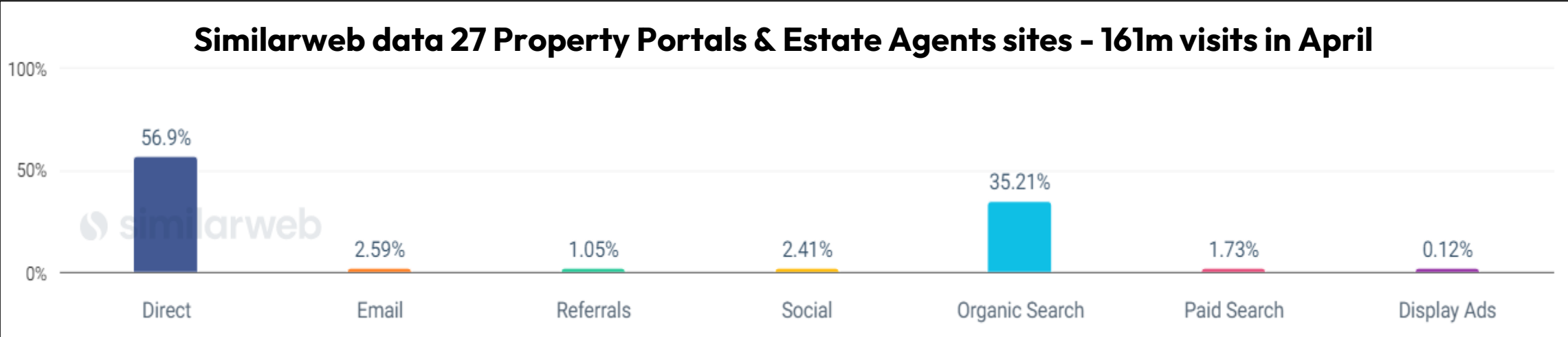
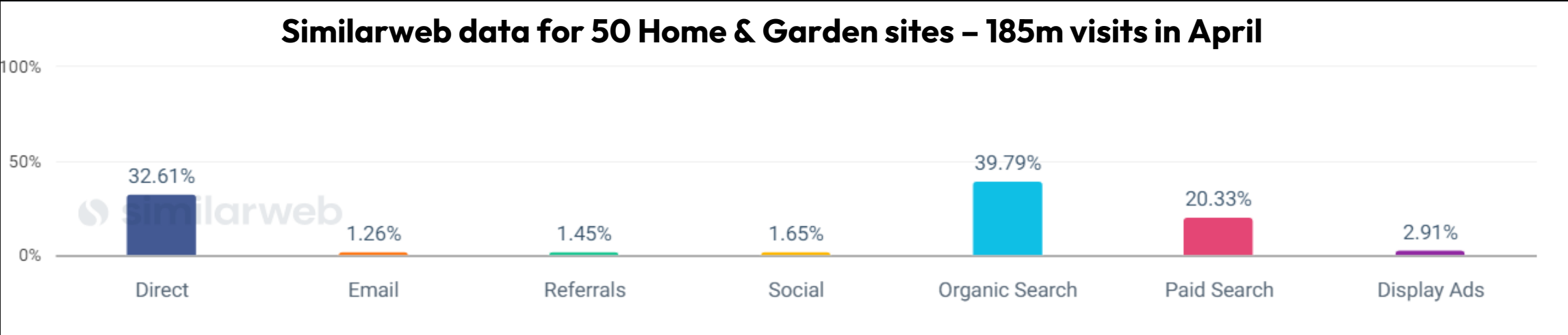
UK Search engines share (April 24)

	Domain (17)	Traffic Share	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Yearly Change	Desktop vs Mobile
1	google.com	93.60%	↓ 1.85%	#1	3.244B	85.64M	↓ 1.55%	42.3% 57.7%
2	yahoo.com	3.65%	↓ 1.30%	#18	126.6M	16.84M	↑ 17.52%	64.8% 35.2%
3	bing.com	1.20%	↑ 3.38%	#38	41.70M	5.276M	↑ 1.19%	61.5% 38.5%
4	duckduckgo...	1.11%	↓ 3.93%	#48	38.57M	1.713M	↓ 13.22%	53.9% 46.1%
5	brave.com	0.31%	↑ 4.91%	#237	10.78M	1.987M	↑ 53.36%	34.8% 65.2%
6	startpage.com	0.05%	↓ 9.56%	#1,326	1.890M	120,772	↑ 19.43%	72.4% 27.6%
7	perplexity.ai	0.04%	↑ 29.76%	#1,520	1.386M	247,891	↑ 211.96%	91.2% 8.8%
8	qwant.com	0.01%	↑ 1.08%	#4,703	447,619	36,815	↓ 26.26%	90.4% 9.6%
9	phind.com	< 0.01%	↓ 5.07%	#8,769	192,624	31,182	↓ 44.65%	89.7% 10.3%
10	you.com	< 0.01%	↓ 18.83%	#15,356	125,900	32,809	↓ 60.38%	67.4% 32.6%
11	swisscows.c...	< 0.01%	↓ 5.29%	#22,341	101,978	9,944	↑ 23.62%	88.6% 11.4%
12	ecosia.com	< 0.01%	↓ 22.45%	#37,494	89,041	22,119	↑ 1,033.40%	0% 100%
13	andisearch.c...	< 0.01%	↑ 66.62%	#97,673	19,124	7,903	↑ 24.45%	22.4% 77.6%
14	yep.com	< 0.01%	↑ 18.53%	#95,944	11,890	5,888	↑ 23.03%	20.6% 79.4%
15	komo.ai	< 0.01%	↓ 31.03%	#86,355	11,864	5,794	↑ 692.71%	7.0% 93.0%
16	neeva.com	< 0.01%	↑ 2.91%	#433,910	< 5,000	< 5,000	↓ 90.10%	15.6% 84.4%
17	waldo.com	< 0.01%	↓ 53.76%	#681,222	< 5,000	< 5,000	↓ 19.34%	100% 0%

Yahoo.com +17%
Bing.com+1%

Brave.com +53%
Startpage.com +19%
Perplexity.ai +212%

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



Where does Home & Garden traffic come from?

Traffic Source	Source Type	Global Rank	Traffic Share	Change	Social
Google Search	Search / Organic	1	36.3%	0.65%	
Direct	Direct	-	32.6%	-3.83%	
Google Search	Search / Paid	1	20.1%	3.14%	
Email	Email	-	1.3%	-12.27%	
DuckDuckGo	Search / Organic	45	1.2%	-11.18%	
Bing Search	Search / Organic	26	0.8%	10.74%	
Yahoo Search	Search / Organic	10	0.8%	6.06%	
Facebook	Social	3	0.6%	-2.19%	Yes
Youtube	Social	2	0.5%	0.61%	Yes
hotukdeals.com	Display Ad	3179	0.5%	-29.88%	
Syndicated Search	Search / Organic	-	0.4%	-2.31%	
Shopping Search	Search / Paid	-	0.2%	-59.80%	
Image Search	Search / Organic	-	0.2%	-66.08%	
Pinterest	Social	25	0.2%	0.71%	Yes
outlook.live.com	Display Ad	-	0.2%	14.68%	
link.shoplooks.com	Display Ad	11184	0.2%	56.83%	
hotukdeals.com	Referral	3179	0.2%	-64.01%	
brave Search	Search / Organic	270	0.1%	-8.92%	
uk.indeed.com	Referral	-	0.1%	7.28%	
duckduckgo.com	Display Ad	45	0.1%	565.70%	
Linkedin	Social	15	0.1%	17.28%	Yes
youtube.com	Display Ad	2	0.1%	171.39%	
google.com	Referral	1	0.1%	-6.42%	
Reddit	Social	17	0.1%	-3.85%	Yes
login.microsoftonline.com	Referral	33	0.1%	29.09%	
topcashback.co.uk	Display Ad	6988	0.1%	-11.74%	
Other Sources	Other	-	0.1%	0.00%	
dailymail.co.uk	Display Ad	-	0.1%	380.35%	
l.facebook.com	Display Ad	-	0.1%	57.06%	

Similarweb data for April

- Google Organic 36.3%
- Direct traffic 32.6%
- Google paid 20.1%
- Email 1.3%
- DuckDuckGo 1.2%
- Bing Organic 0.8%
- Yahoo Organic 0.8%
- Google syndicated 0.4%
- Google Shopping Ads 0.2%
- Google Image search 0.2%
- Brave Organic 0.1%

Where does estate agent & property portal traffic come from?

Traffic Source	Source Type	Global Rank	Traffic Share	Change	Social
Direct	Direct	-	56.9%	0%	
Google Search	Search / Organic	1	33.2%	2%	
Email	Email	-	2.6%	0%	
Google Search	Search / Paid	1	1.7%	10%	
Reddit	Social	17	0.9%	15%	Yes
DuckDuckGo	Search / Organic	45	0.7%	5%	
Youtube	Social	2	0.6%	-9%	Yes
Facebook	Social	3	0.5%	-4%	Yes
Bing Search	Search / Organic	26	0.5%	20%	
Yahoo Search	Search / Organic	10	0.4%	5%	
Syndicated Search	Search / Organic	-	0.2%	-3%	
rightmove.co.uk	Referral	175	0.1%	-5%	
email.bt.com	Referral	1834	0.1%	14%	
Twitter	Social	5	0.1%	-48%	Yes
WhatsApp Webapp	Social	19	0.1%	1%	Yes
Image Search	Search / Organic	-	0.1%	-74%	
brave Search	Search / Organic	270	0.1%	18%	
newsnow.co.uk	Referral	1576	0.1%	9%	
LinkedIn	Social	15	0.1%	-14%	Yes
mumsnet.com	Referral	1380	0.1%	-17%	
propertydata.co.uk	Referral	285244	0.1%	34%	
search.savills.com	Referral	-	0.1%	-15%	
countrylife.co.uk	Referral	62895	0.0%	-15%	
Pinterest	Social	25	0.0%	61%	Yes
theguardian.com	Referral	121	0.0%	65%	
Instagram	Social	4	0.0%	-14%	Yes

Similarweb data for April

- Direct traffic 56.9%
- Google Organic 33.2%
- Email 2.6%
- Google paid 1.7%
- Reddit 0.9%
- DuckDuckGo 0.7%
- YouTube 0.6%
- Facebook 0.5%
- Bing Organic 0.5%
- Yahoo Organic 0.4%
- Google syndicated 0.2%

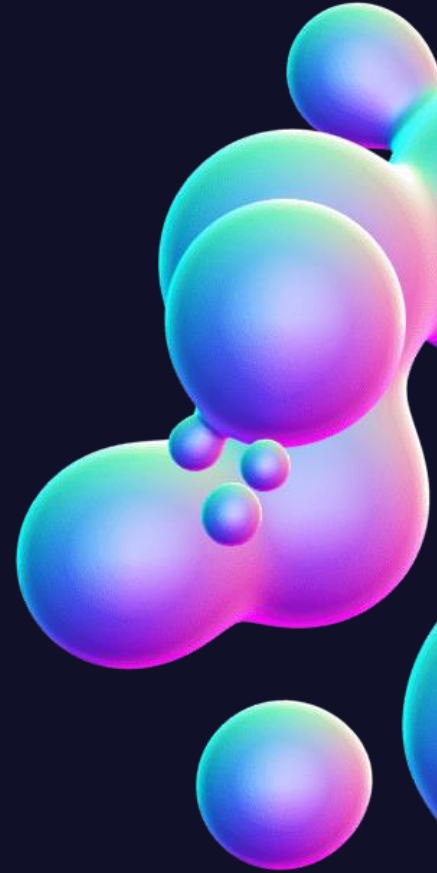
1

Role of Search
to drive traffic


2

Search beyond
search engines

2) Search beyond search engines

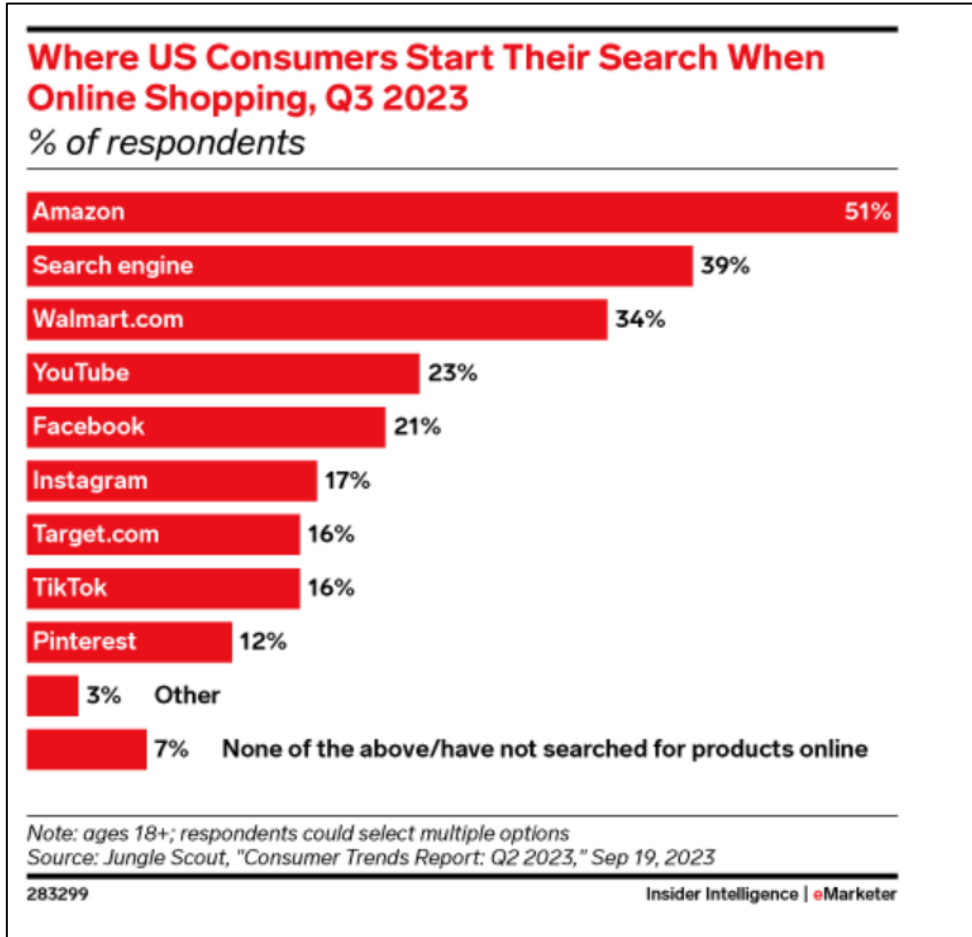


Search happens at many touchpoints (Courtesy of Heather Physioc)

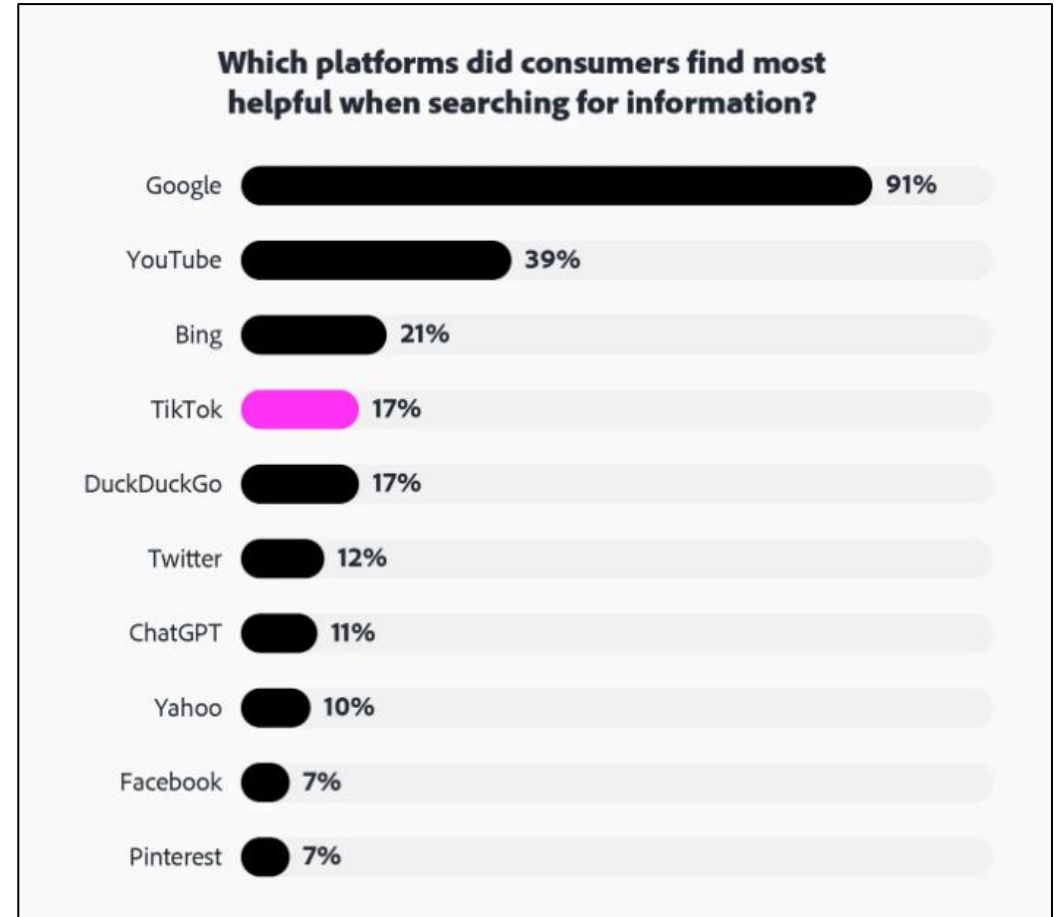
	SEEK INSPO	SEEK INFO	COMPARE	PREPARE	PURCHASE	EXECUTE	ENJOY
WHAT							
WHY	Help me come up with a great cookie idea for the bake sale.	Help me find recipes that are easy enough for a kid to help bake.	Help me choose the right recipe and the best ingredients to buy.	Help me make a list of everything 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>

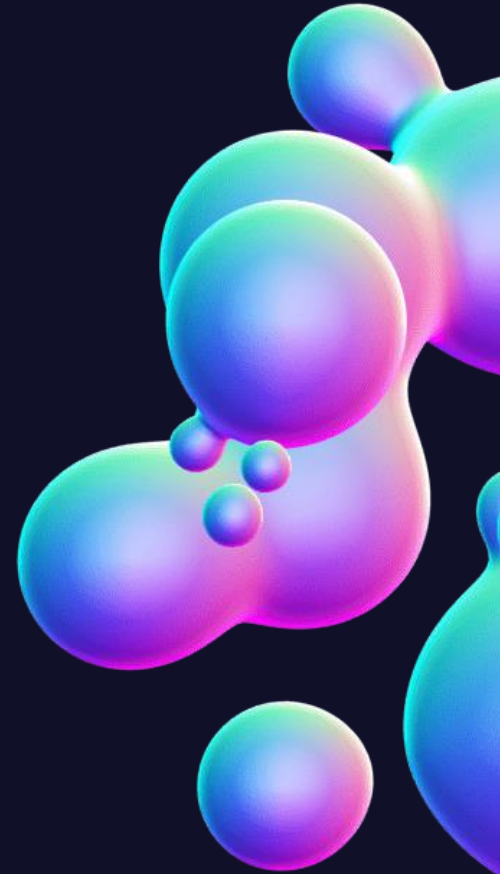
1

Role of Search
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Search beyond
search engines

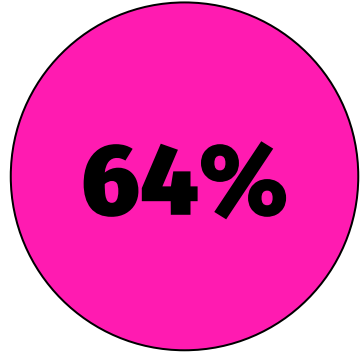
TikTok's role as a search engine



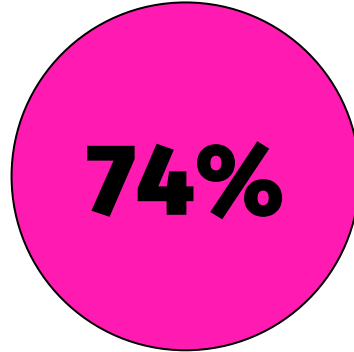
TikTok can be used in multiple ways

- As an **entertainment and education** platform
- As a **discovery platform**, where users view or engage with **sponsored videos** (or **display ads**) from brands that target users based on their interests and behaviour
- As a **search platform**, where users proactively search for information or products
- As a **marketplace**, where merchants can sell directly on the platform for a low commission of only 5%
- As an **influencer network**, where creators can be paid a commission to promote your products to their community of followers

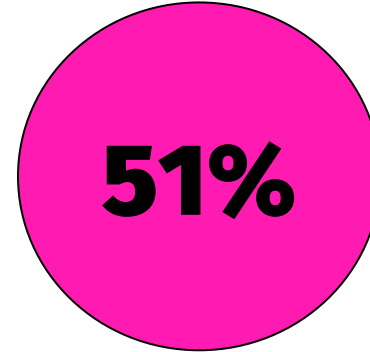
Key findings from the HerCampus study (in eMarketer)



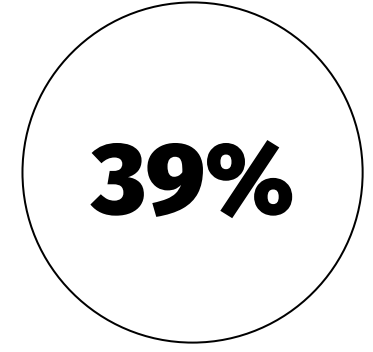
Of Gen Z are
active on TikTok



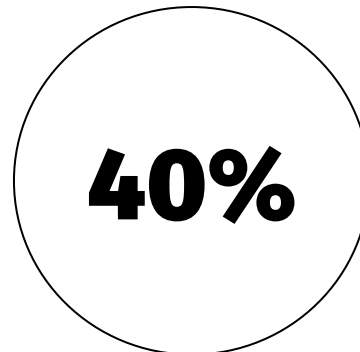
Of Gen Z users use
TikTok for search



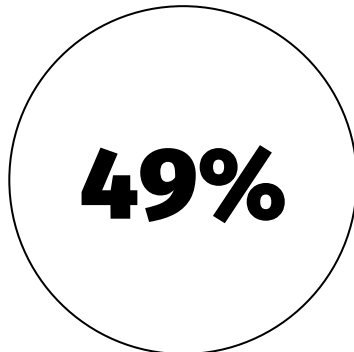
Of Gen Z users favour
TikTok over Google



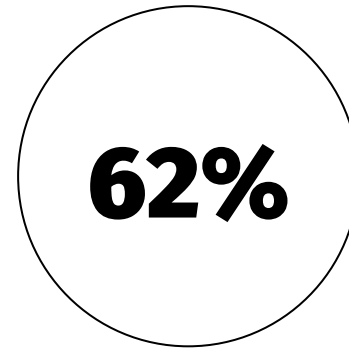
Of users favour
reviews



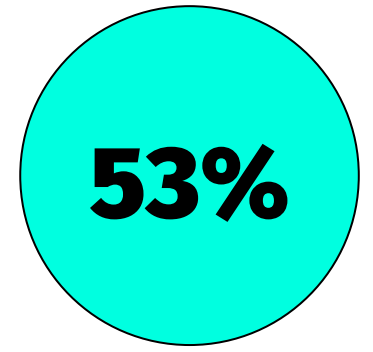
Of consumers use
TikTok for information



Of millennials are
active on TikTok

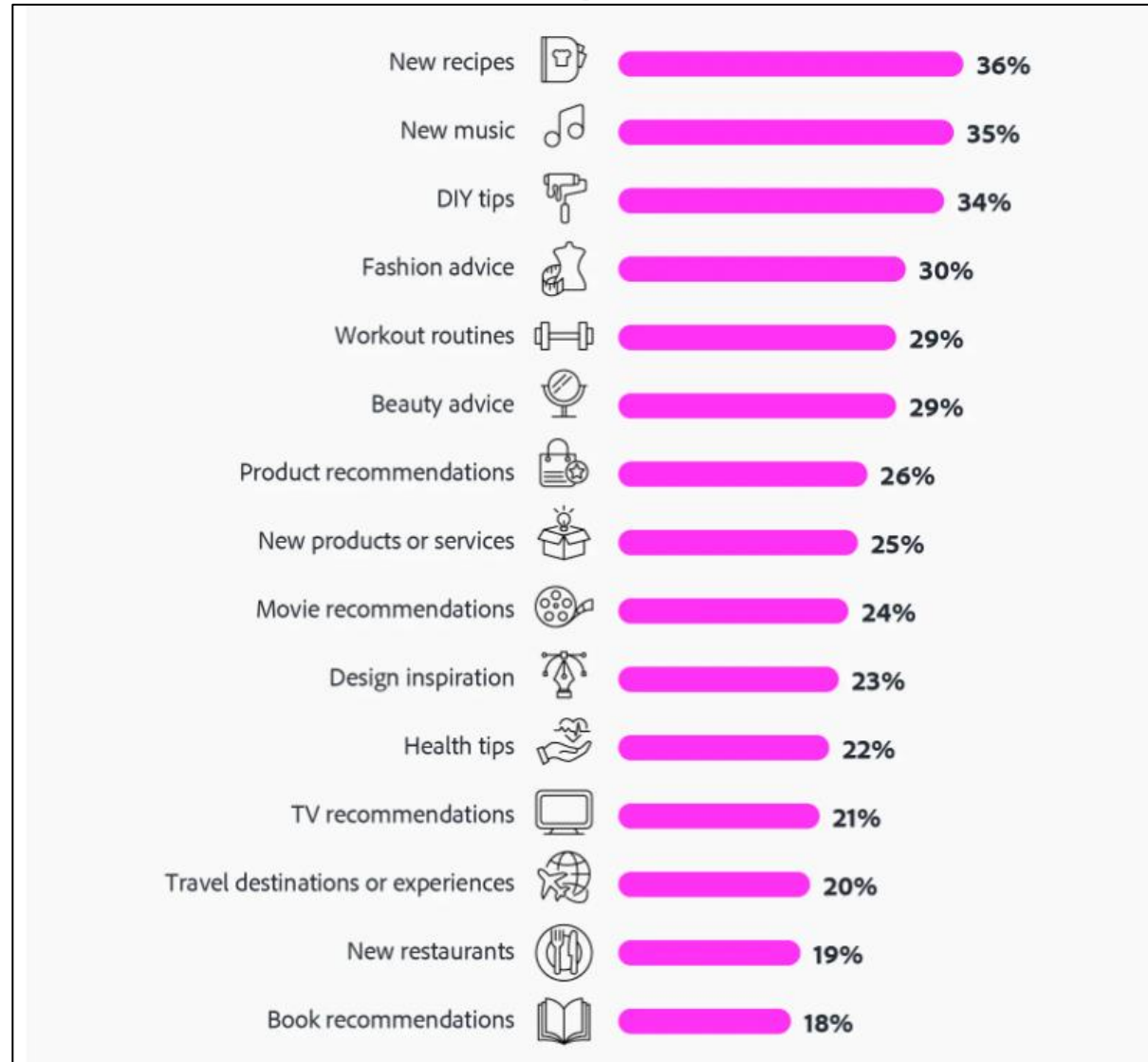


Of users favour
Video tutorials



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%

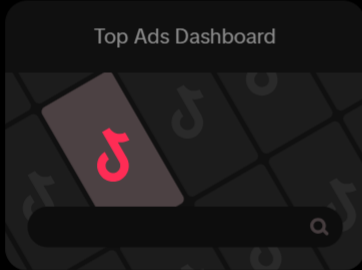
ads.tiktok.com/business/creativecenter

TikTok Creative Center Inspiration Trends Creative Tools English ▾ Log in

Let's elevate your whole creative game

Looking for examples of top ads?

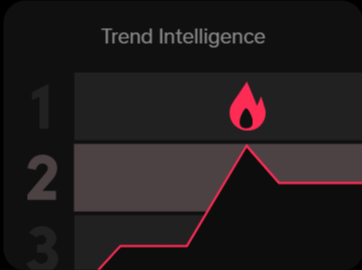
Top Ads Dashboard



Get started

Wondering what's hot on TikTok?

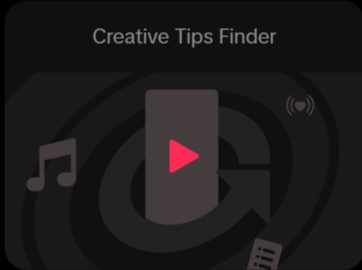
Trend Intelligence



Get started

Seeking creative guidance?


Creative Tips Finder



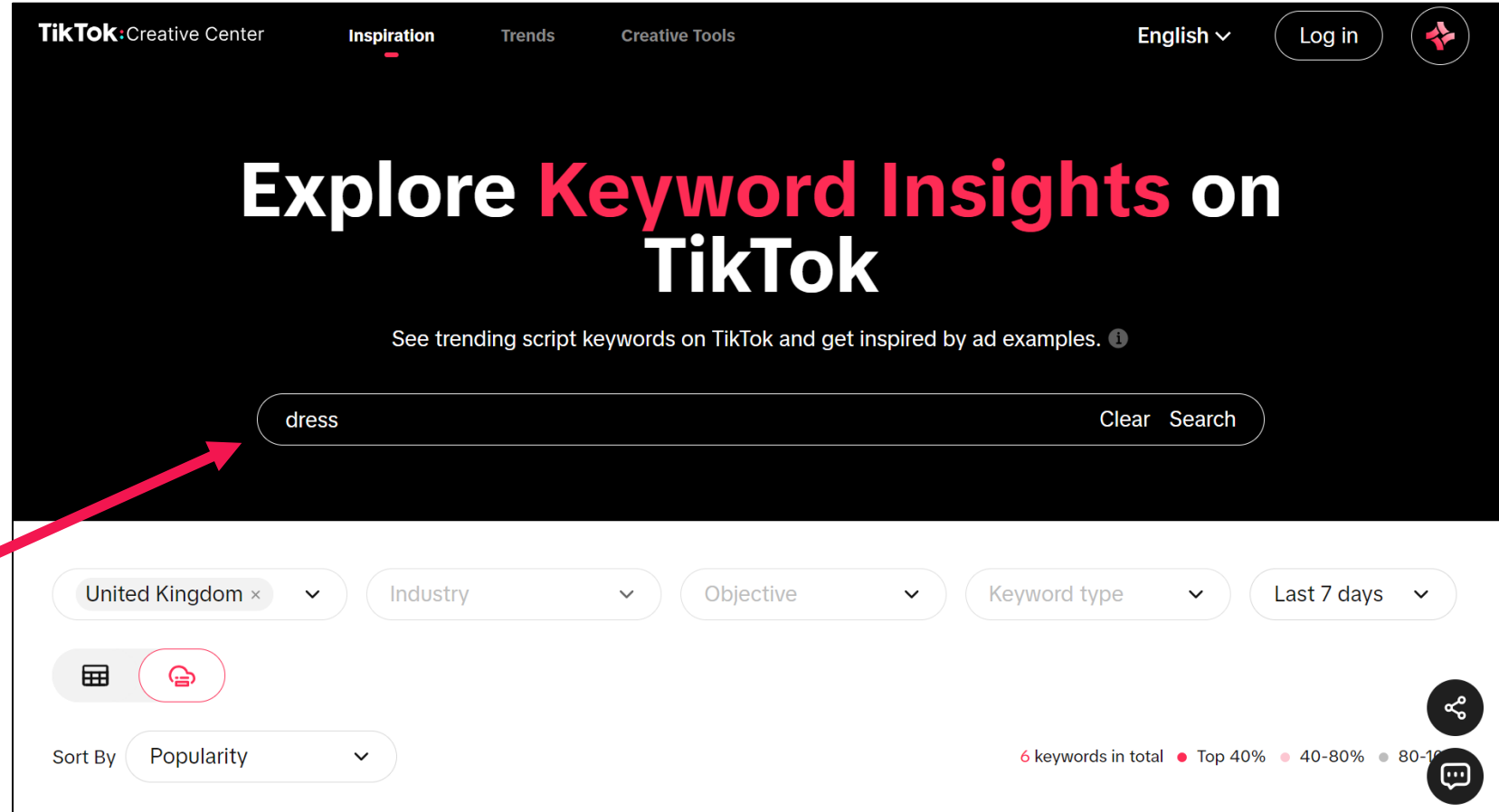
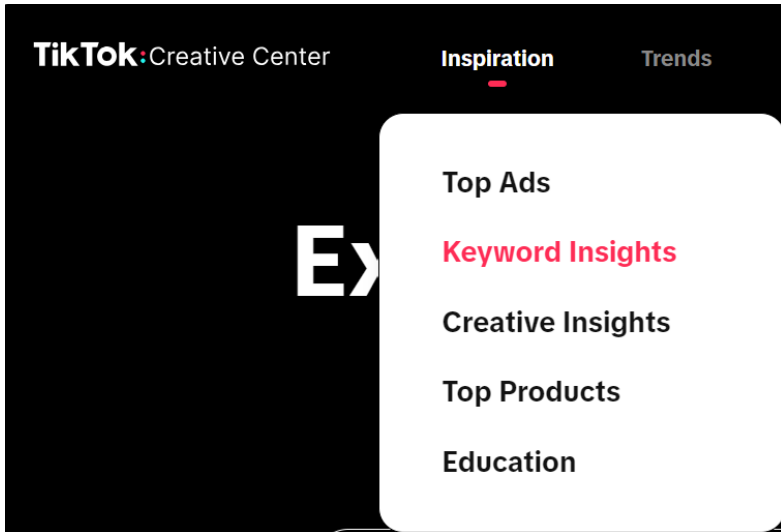
Get started

Creative Expert Courses

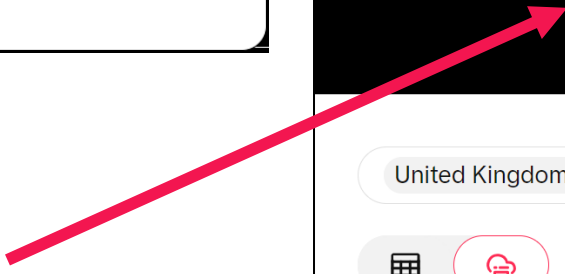
Enroll now for an expert-level education on all things related to creating for TikTok.



Use of TikTok Creative Centre – keyword insights



Type keyword



Keyphrase data

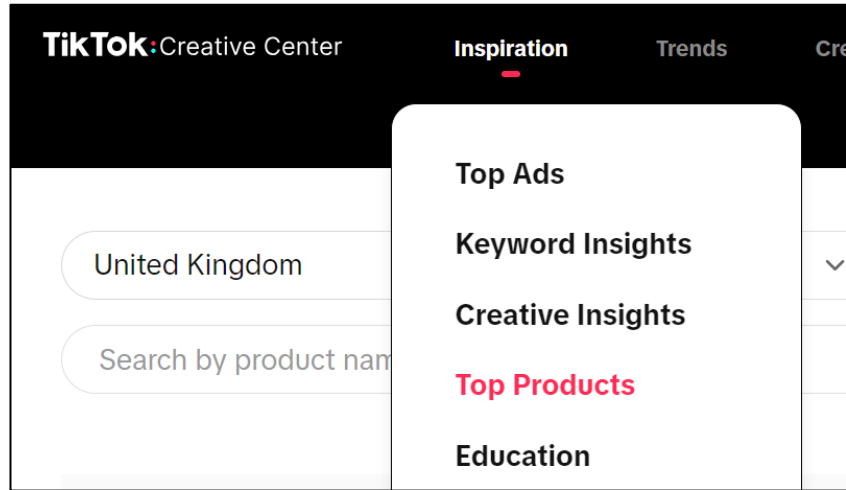
United Kingdom × Industry Objective Keyword type Last 7 days

6 keywords in total About this data ?

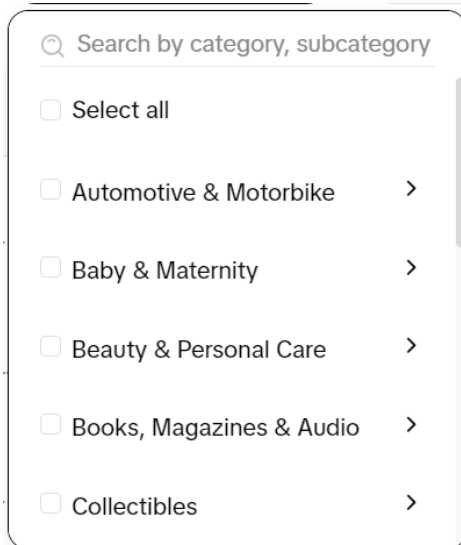
Rank	Keyword	Popularity ? ⇅	Popularity change ? ⇅	CTR ? ⇅	CVR ? ⇅	CPA ? ⇅	Impressions ? ⇅	Cost ? ⇅
1	dress	243	▲ 111.98%	1.30%	3.36%	18.50 USD	4M	17K USD
2	maxi dress	24	▲ 260.00%	1.41%	9.49%	8.30 USD	244K	1K USD
3	hoodie dress	25	▲ 166.67%	6.49%	0.38%	136.00 USD	9K	136 USD
4	perfect dress	30	▲ 141.18%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



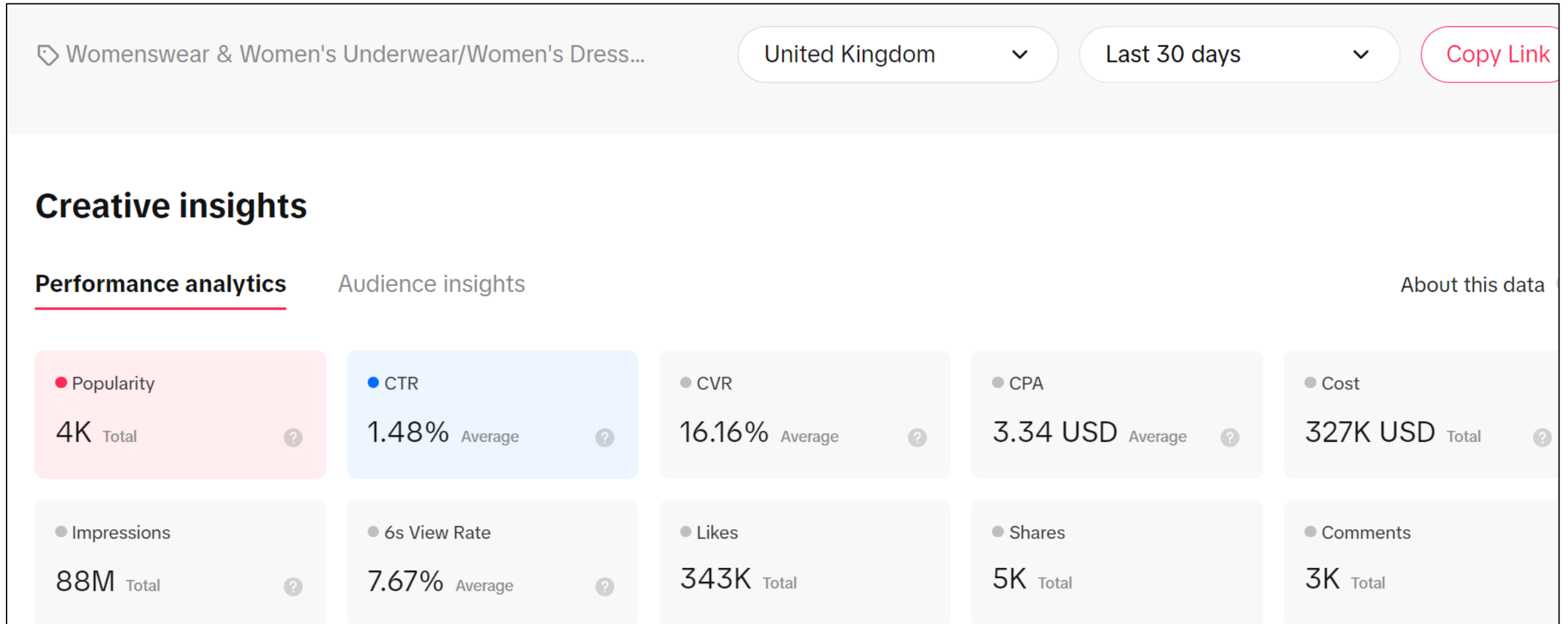
Searching by Category



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

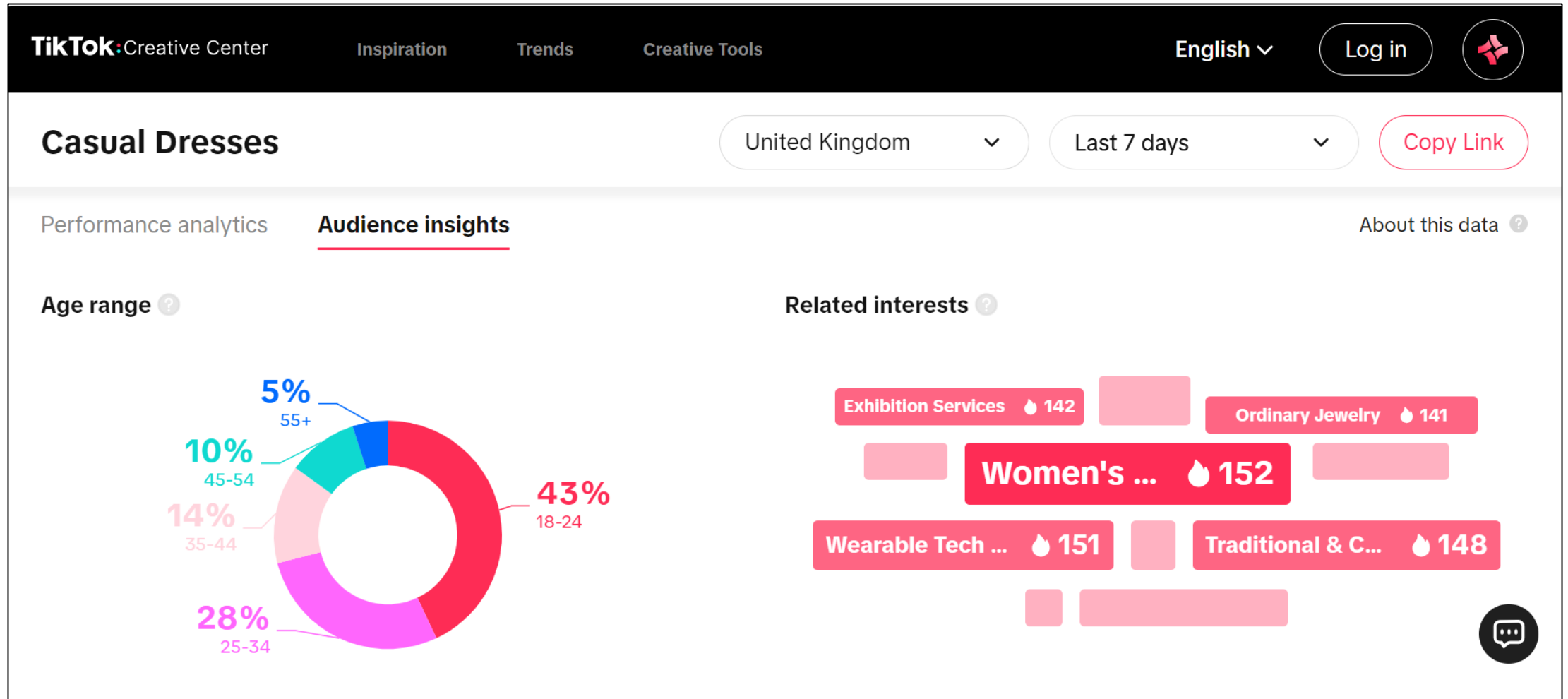
Product	Popularity	Popularity change	CTR	CVR	CPA	Actions
Casual Dresses Womenswear & Women's Underwear/...	4K	▲ 5%	1.48%	16.16%	3.34 USD	Details
Perfume Beauty & Personal Care/Makeup & Per...	2K	▲ 0%	0.83%	8.21%	11.80 USD	Details
Cases, Screen Protectors & ... Phones & Electronics/Phone Accessori...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

Performance Analytics for casual dresses



Popularity = number of ads

Audience insights



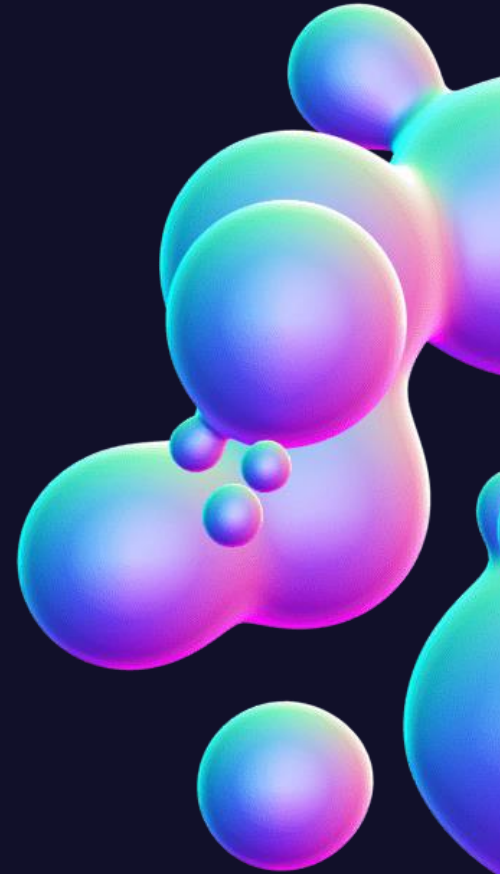
1

Role of Search
to drive traffic

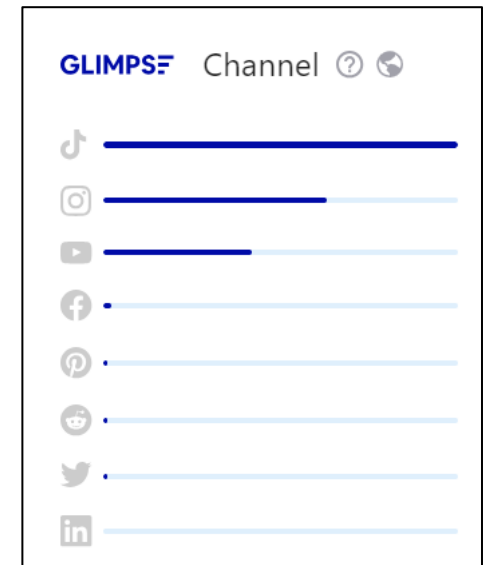
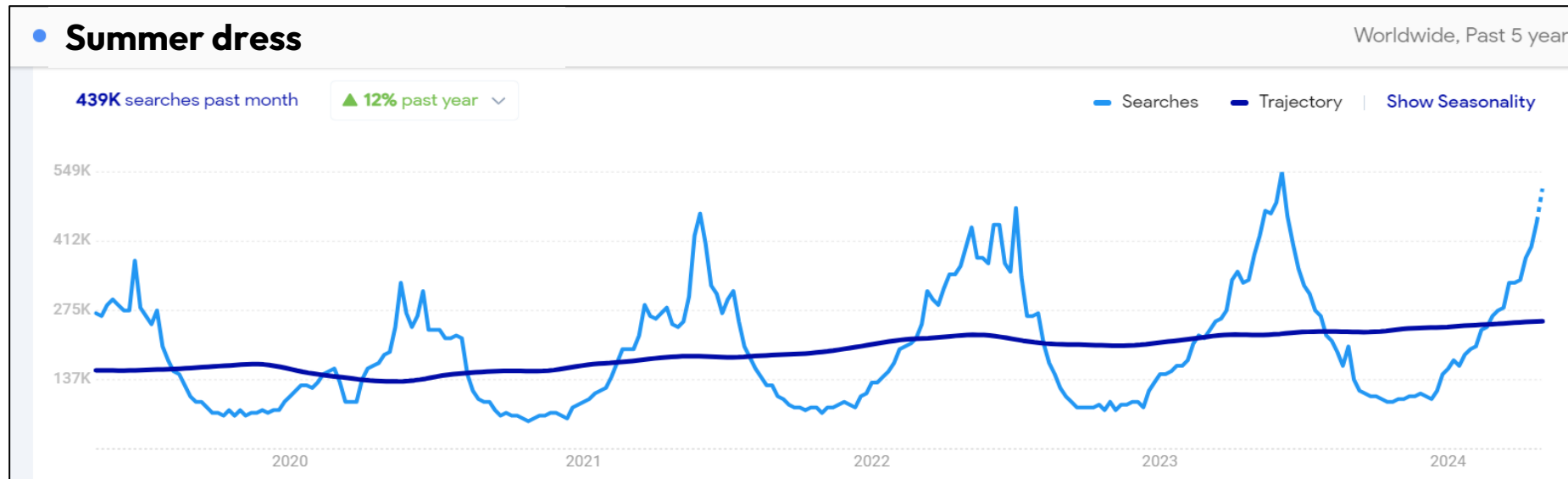
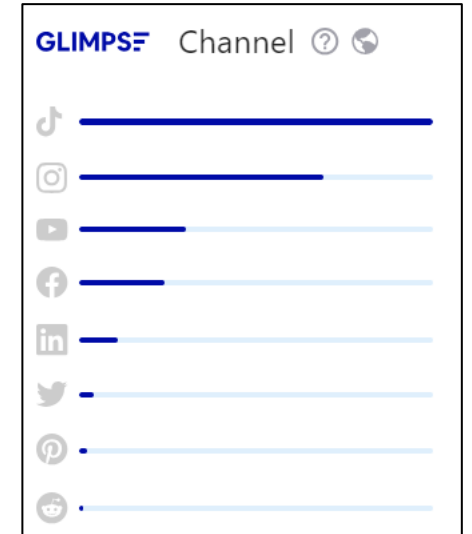
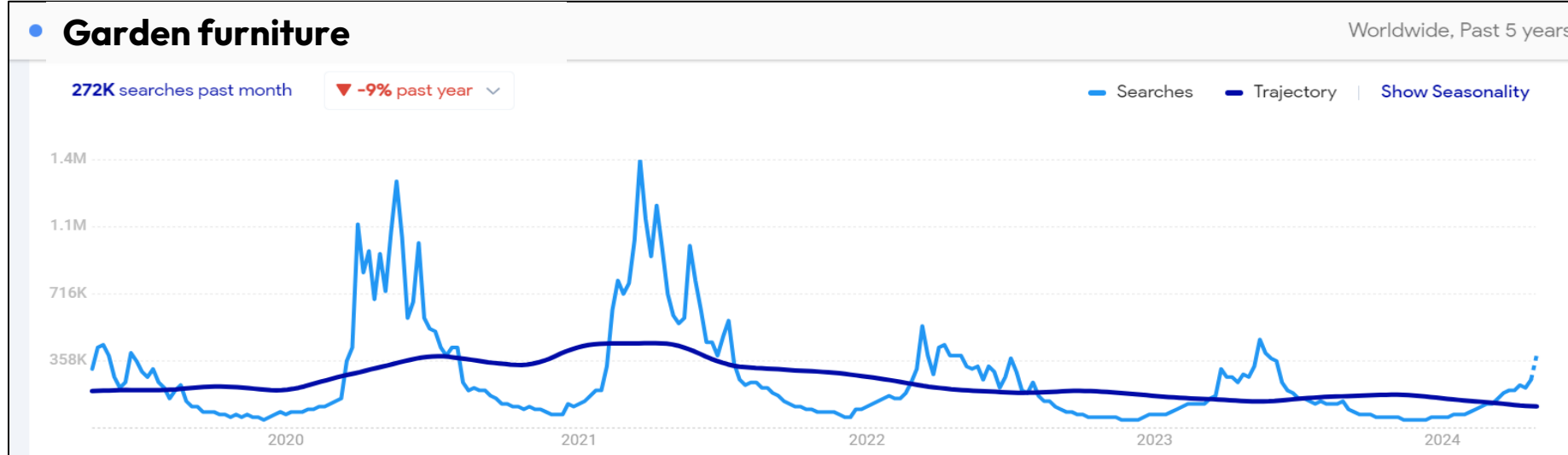
2

Search beyond
search engines

TikTok Data from other tools (Glimpse & Answer the Public)



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](#)

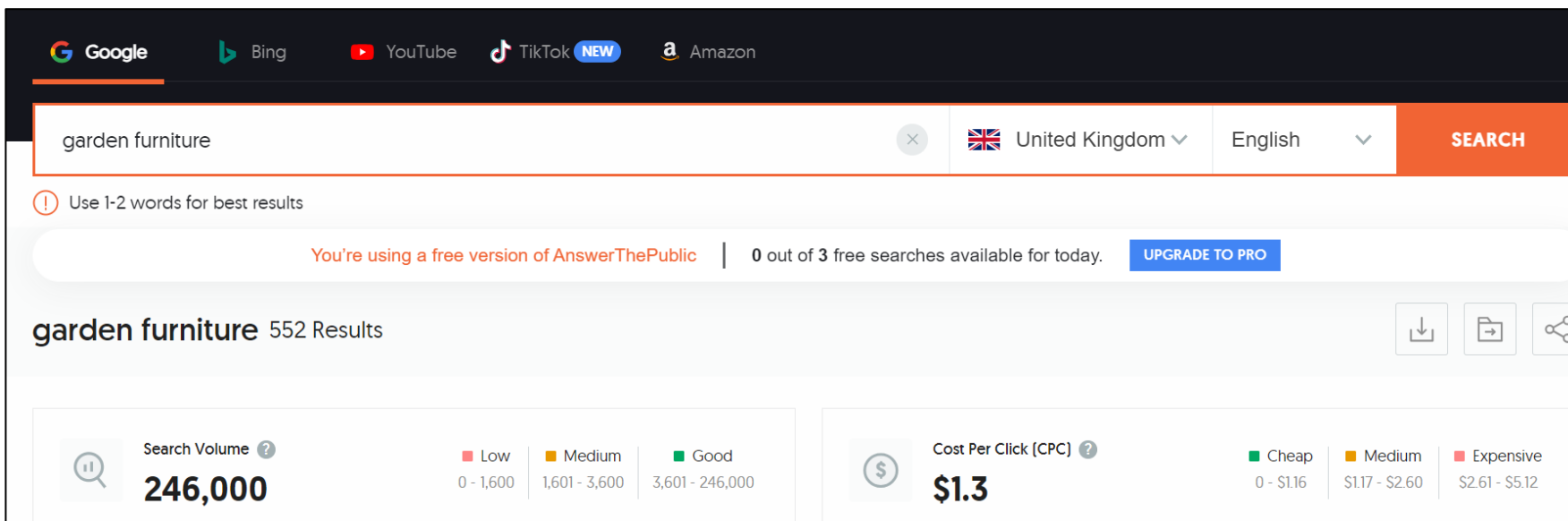
Discover what people are **asking** about...

Google Bing YouTube TikTok **NEW** Amazon

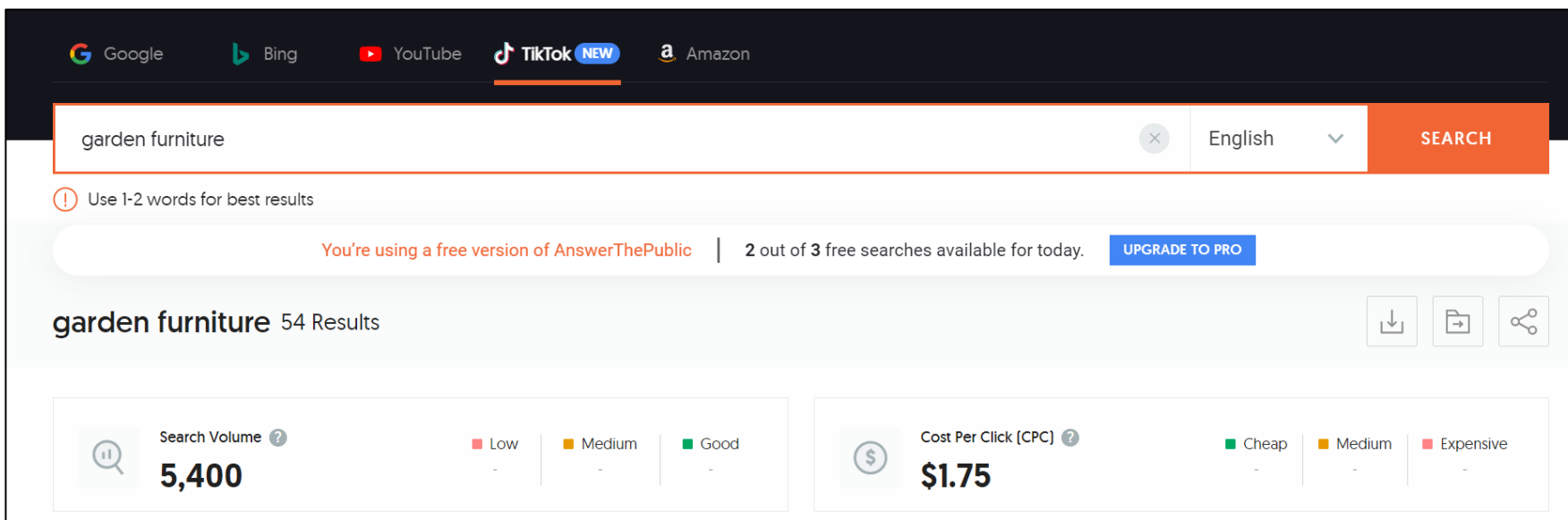
Enter a topic, brand or product... United Kingdom ▾ English ▾ [SEARCH](#)

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

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 TO PRO

summer dress 528 Results

Search Volume ?	Low	Medium	Good
165,000	0 - 1,600	1,601 - 3,600	3,601 - 165,000

Cost Per Click (CPC) ?	Cheap	Medium	Expensive
\$0.58	0 - \$0.61	\$0.62 - \$1.37	\$1.38 - \$5.78

Summer dress
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 TO PRO

summer dress 253 Results

Search Volume ?	Low	Medium	Good
301,000	0 - 1,600	1,601 - 3,600	3,601 - 301,000

Cost Per Click (CPC) ?	Cheap	Medium	Expensive
\$0.88	0 - \$0.81	\$0.82 - \$1.83	\$1.84 - \$4.56

Summer dress
TikTok searches = 301k

1

Role of Search
to drive traffic

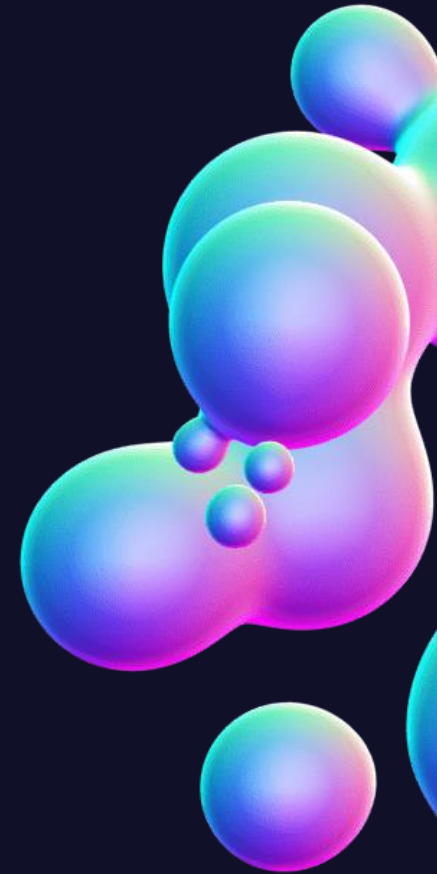
2

Search beyond
search engines

3

AI & impact
on Search

3) GenAI & it's impact on search



1

Role of Search
to drive traffic

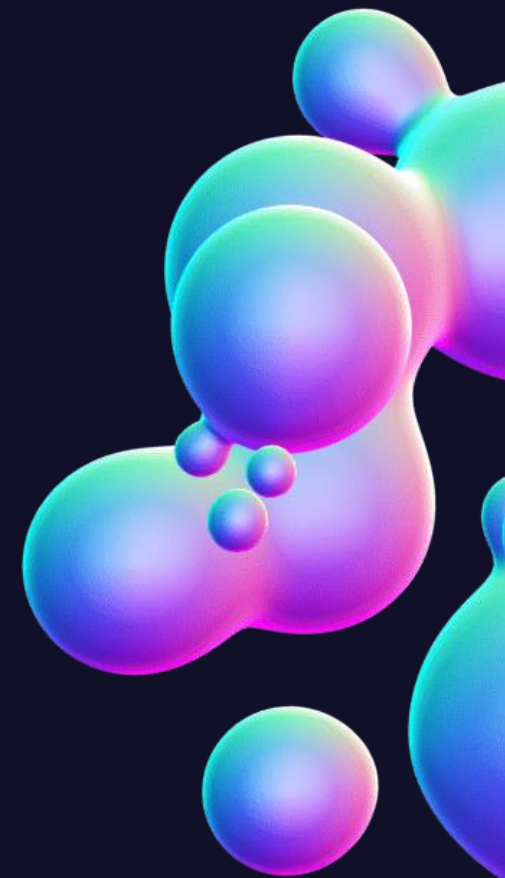
2

Search beyond
search engines

3

AI & impact
on Search

GenAI + search engine combo's



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](#)).

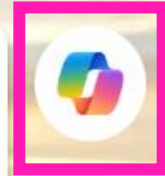
    



 Message ChatGPT  

ChatGPT can make mistakes. Check important info.

 Ask me anything...



0/2000

Write a Python script to perform Binary search

Ask Copilot



About 636,000 results

Date

Open links in new tab



UEFA Euro

2024 Season

MATCHES	NEWS	STANDINGS	STATS
Yesterday - FT Scotland 1 Switzerland 1		Yesterday - FT Germany 2 Hungary 0	
Yesterday - FT Croatia 2 Albania 2		Tue, Jun 18 - FT Portugal 2 Czechia 1	

See more matches >

All times are in GMT

News about Scores In The Euros

bing.com/news

Scotland, Euros and Switzerland >



11h

Mikautadze scores Georgia's first ever Euros goal

Georges Mikautadze scores Georgia's first ever goal in the European Championship ...



UEFA European Championship

All images



Copilot

Certainly! Here are some of the recent scores from the UEFA Euro 2024 matches:

- In Group A:
 - Germany won against Hungary with a score of 2-0.
 - Scotland and Switzerland played to a 1-1 draw ¹.
- In Group B:
 - Croatia and Albania also had a 2-2 draw ¹.

Exciting times in the tournament! If you'd like more details or updates, feel free to ask. 🌐 🏆

Learn more ¹ [bing.com](#) ² [bbc.co.uk](#) ³ [msn.com](#) ⁴ [msn.com](#) ⁵ [bbc.co.uk](#)

1 of 4

Here are some articles about Scores In The Euros



11h



8h



3d · on MSN



Ask me anything...



Copilot GPTs

Copilot

Designer

Vacation planner

Cooking assistant

Fitness trainer

Recents

Untitled chat

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

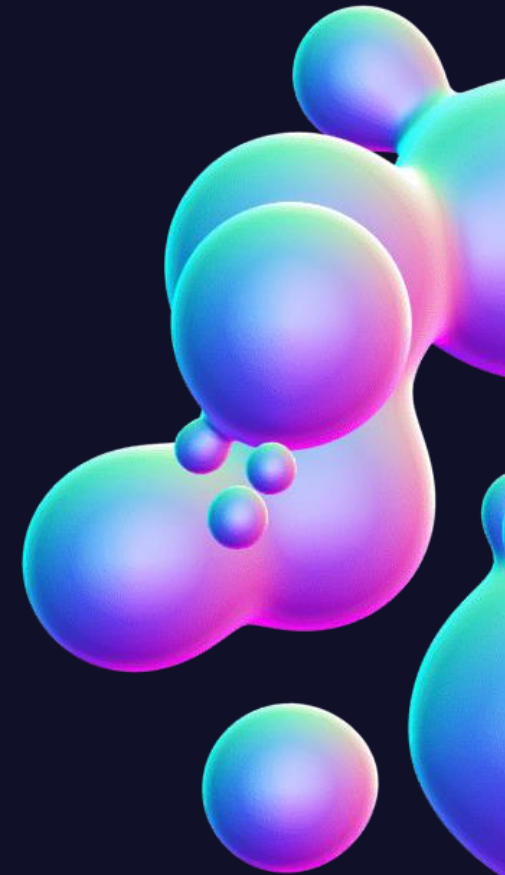
2

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 entry for "Digital Marketing Conference Leicester". The chat content shows a response from Gemini: "Leicester has several options for Digital Marketing Conferences:" followed by 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 text input field with the placeholder "Enter a prompt for Gemini" and icons for image upload and voice recording. 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 for "are there any digital marketing conferences leicestershire". The AI Overview section, highlighted with a pink border, provides a summary of digital marketing conferences in Leicestershire, including "Leicester Digital Live" (October 3, 2023) and "Digital Marketing Conference 2023" (June 30, 2023). Below the AI Overview is a "Show more" button. The organic search results section, highlighted with a blue border, includes "Leicester Marketing Events" from digimarconleicester.co.uk and "Leicester's Premier Digital Marketing Conference - LDL23" from Anicca Digital.

Google

are there any digital marketing conferences leicestershire

All News Images Forums Shopping More Tools

Next month This weekend This week Today Open now Online appointments

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.

Show more

Leicester Digital Marketing, Media and Advertising Conference is the Premier Digital Marketing, Media and Advertising Conference held annually for Business and Marketing Professionals in Leicester, UK.

digimarconleicester.co.uk
https://digimarconleicester.co.uk › leicester-marketing-e...

Leicester Marketing Events

About featured snippets Feedback

Anicca Digital
https://anicca.co.uk › leicester-digital-live

Leicester's Premier Digital Marketing Conference - LDL23
Leicester Digital Live (Leicester's premier digital marketing conference) is back for its 8th year, bringing you the latest in Ecommerce, Lead Generation, ...

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 23rd May 24

Google search results for "what are the best seo agencies in leicester". The search bar contains the query. Below the search bar are tabs for "All", "Images", "Videos", "News", "Maps", and "More". There are also buttons for "Open now", "Online appointments", and "Top rated". The main content area features an "AI Overview" section, which is highlighted with a green box and a pink border. The AI Overview text reads: "Leicester, UK has many SEO agencies, including award-winning agencies, agencies that offer custom services, and other agencies:". Below this is a list of 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", and "Digital Ethos: A local marketing agency that offers bespoke strategies, including SEO and web design". A "Show more" button is located below the list. At the bottom of the page, there is a link to "DesignRush" with the URL "https://www.designrush.com" and the text "Top 15 SEO Agencies in Leicester - May 2024 Rankings". Below this link are several other links: "Best Leicester SEO Company Rankings", "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 search bar contains the query. Below the search bar are tabs for "All", "Images", "Videos", "News", "Maps", and "More". There are also buttons for "Open now", "Online appointments", and "Top rated". The main content area features an "AI Overview" section, which is highlighted with a green box and a pink border. The AI Overview text reads: "Leicester, UK has many SEO agencies, including award-winning agencies, agencies that offer custom services, and other agencies:". Below this is a list of 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", and "Assisted: An award-winning agency that provides expertise and impeccable service". Below the list are three cards: "Anicca Digital SEO Agency Leicester | Expert SEO Services - Anicca Digital", "We are Trident SEO Agency Leicester | Increase your traffic and leads | Trident", and "digitalethos.net Marketing Agen Digital Ethos". At the bottom of the page, there is a link to "DesignRush" with the URL "https://www.designrush.com" and the text "Top 15 SEO Agencies in Leicester - May 2024 Rankings". Below this link are several other links: "Best Leicester SEO Company Rankings", "RR Webdesign", "Rock Kitchen Harris", "Bulb Studios", "Web Designers Leicester", "Leicester Websites", and "Wirefox Design Agency ...".

The results are not very reliable

Google search results for "what are the best seo agencies in leicester". The AI Overview section is highlighted with a green box and contains the following text:

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

Below the AI Overview, there are three agency cards highlighted with a purple box:

- Anicca Digital**: SEO Agency Leicester | Expert SEO Services - Anicca Digital. Our team of SEO experts bring with them a combined 20+ years of...
- We are Trident**: SEO Agency Leicester | Increase your traffic and leads | Trident. How we can help. ... The reality is that it takes time to rank higher in Google...
- digitaethos.ne**: Marketing Agen Digital Ethos. Digital Ethos, your marketing agency

Generative AI is experimental.

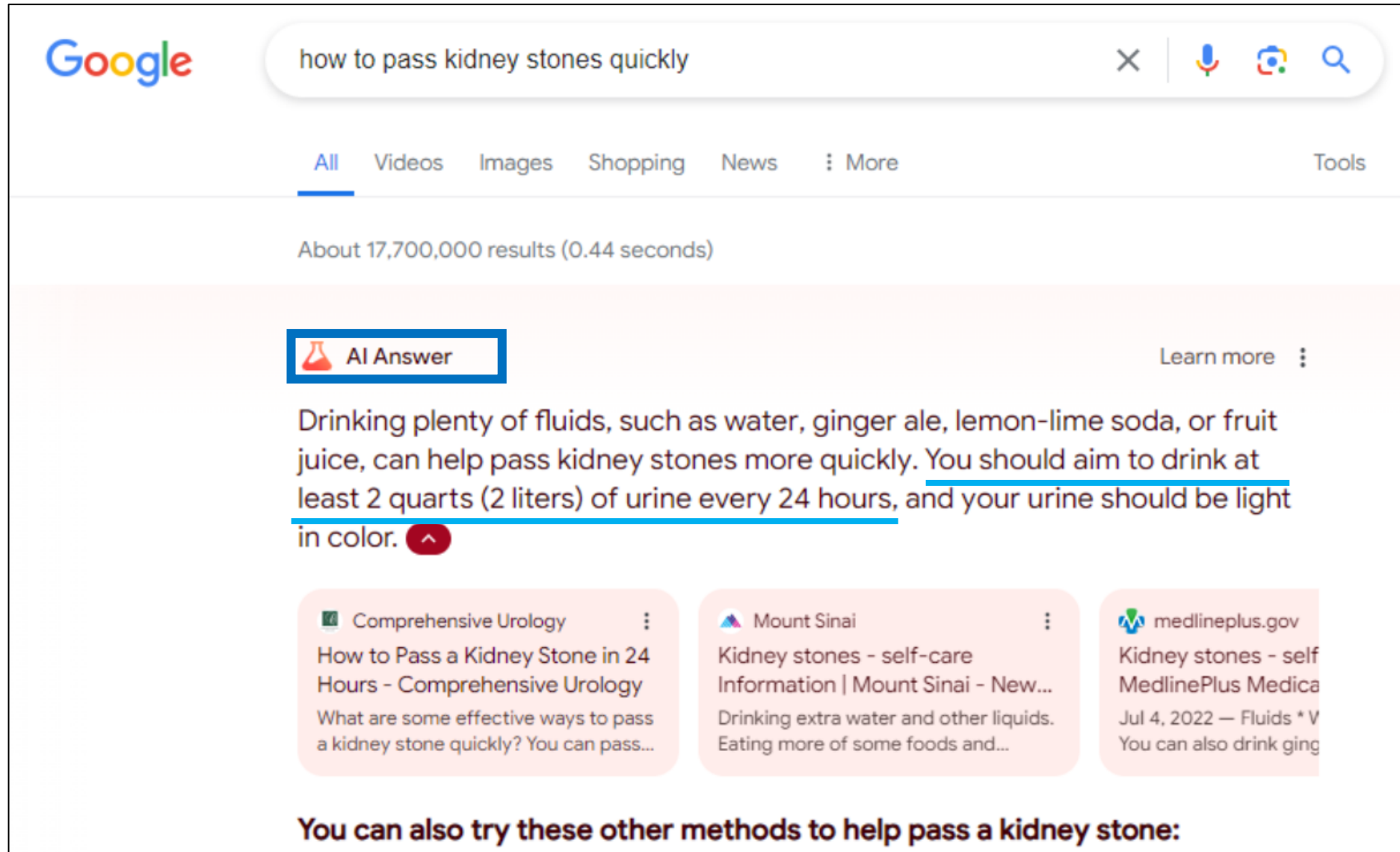
Header of the Thrive Internet Marketing Agency website:

- Logo: thrive
- Text: Thrive Internet Marketing Agency is a full-service digital marketing agency. Attract, Impress, and Convert more leads online and get results with Thrive.
- Phone number: CALL 866.908.4748
- Text: Contact Us > Thrive Gives Back >
- Social media icons: Facebook, X, LinkedIn, YouTube, Instagram, Twitter

Footer of the Thrive Internet Marketing Agency website:

- Text: Growing Businesses Since 2005
- Text: Made with ❤️ in 25 cities around the world
- Grid of cities: ARLINGTON, ATLANTA, AUSTIN, BALTIMORE, CHICAGO, CLEVELAND, DALLAS, DENVER, HOUSTON, JACKSONVILLE, KANSAS CITY, LAS VEGAS, LOS ANGELES, LOUISVILLE, NEW YORK CITY, MIAMI, MINNEAPOLIS, PHOENIX, NEW ORLEANS, ORLANDO, PHILADELPHIA, PORTLAND, SAN ANTONIO, SAN DIEGO, SEATTLE

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, the "All" tab is selected. 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:

Google hitting the news

The screenshot shows the BBC News website interface. At the top, there are navigation links for Home, News, Sport, Weather, and iPlayer. Below this is a red banner with the word "NEWS" in white. Underneath the banner, there are more navigation links: Home, Election 2024, InDepth, Israel-Gaza war, Cost of Living, War in Ukraine, Climate, UK, World, and Business. A "Technology" sub-header is visible. The main headline reads "Glue pizza and eat rocks: Google AI search errors go viral". Below the headline is a photograph of a stage with the Google logo and the text "Making AI helpful" on a screen.

The screenshot shows a BBC Future article. The "FUTURE" logo is in a dark blue box at the top left. Navigation links include "What is BBC Future?", "Earth", "Future Planet", and "More". The main headline is "Google just updated its algorithm. The Internet will never be the same". Below the headline are social media sharing icons for email, Twitter, Facebook, and LinkedIn. A credit line reads "(Image credit: Serenity Strull/BBC/Getty Images)". The main image is a top-down view of several people sitting around a table, looking at a large search bar with a magnifying glass icon. The background features abstract blue and white patterns. At the bottom, the byline reads "By Thomas Germain 25th May 2024".

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 blue star icon, the text "AI Overview", and a "Learn more" link with a vertical ellipsis. The AI-generated text describes the Leicester Digital Live (LD Live) conference, mentioning its one-day format, focus on digital marketing content, and details about the 2023 event. Below the text are three cards for related results from Anicca Digital, Eventbrite, and Optmyzr. At the bottom of the AI overview, it states "Generative AI is experimental." Below the AI overview, there is a section titled "LEICESTERSHIRE'S PREMIER DIGITAL MARKETING CONFERENCE" with a brief description of the event's goals.

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...

Optmyzr Leicester Digital Live 16 Feb 2024 — Leicester LD Live is a premier dig

Generative AI is experimental.

LEICESTERSHIRE'S PREMIER DIGITAL MARKETING CONFERENCE

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

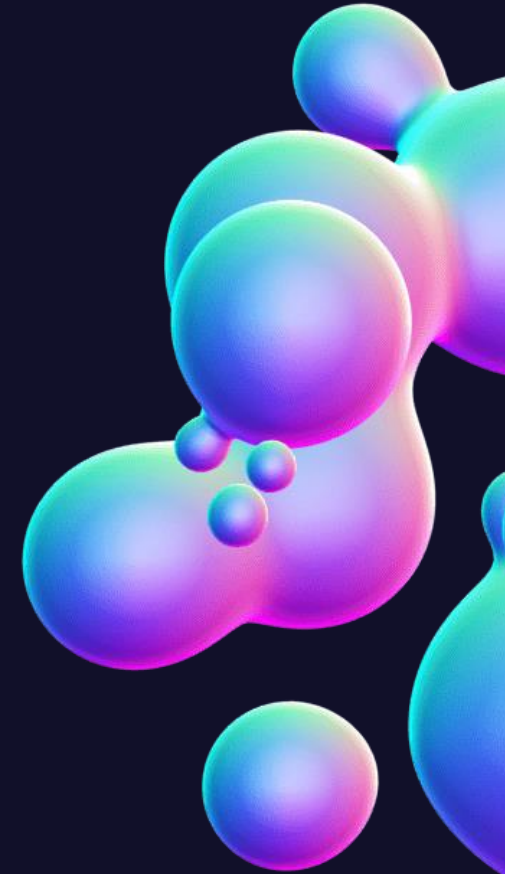
2

Search beyond
search engines

3

AI & impact
on Search

Impact of Generative AI on traditional search

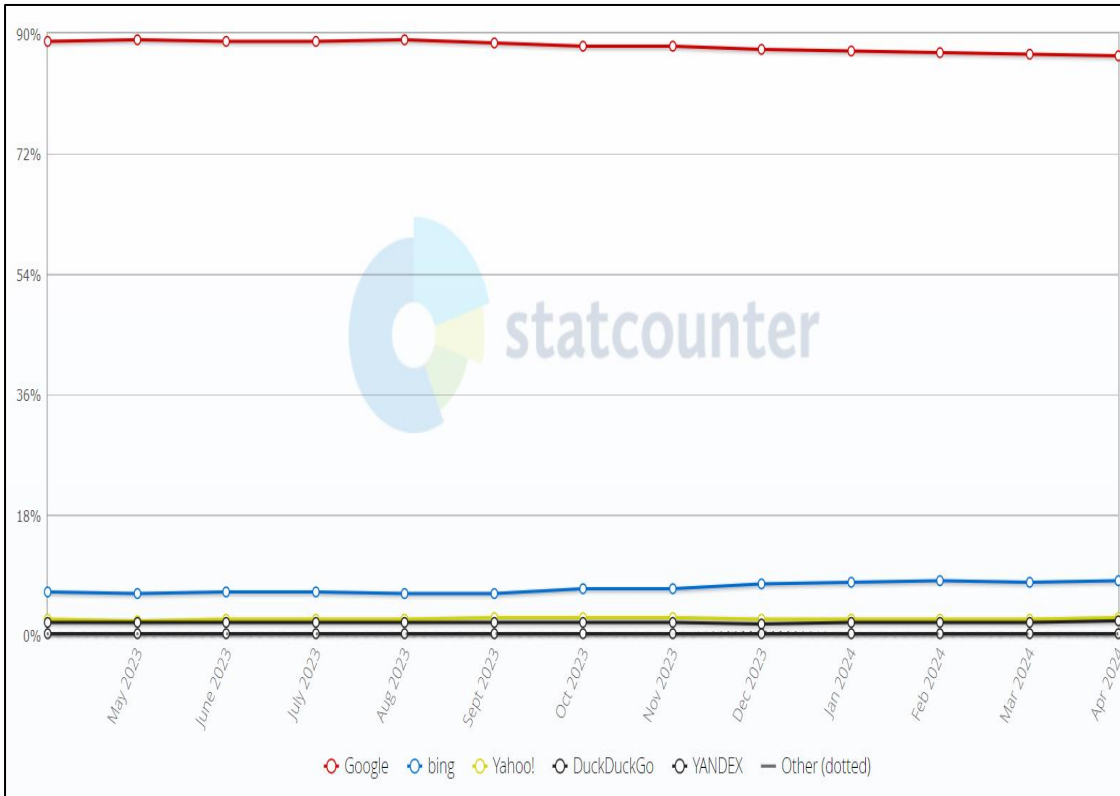


Changes in Google's share in USA vs UK

USA (2% drop in share)

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

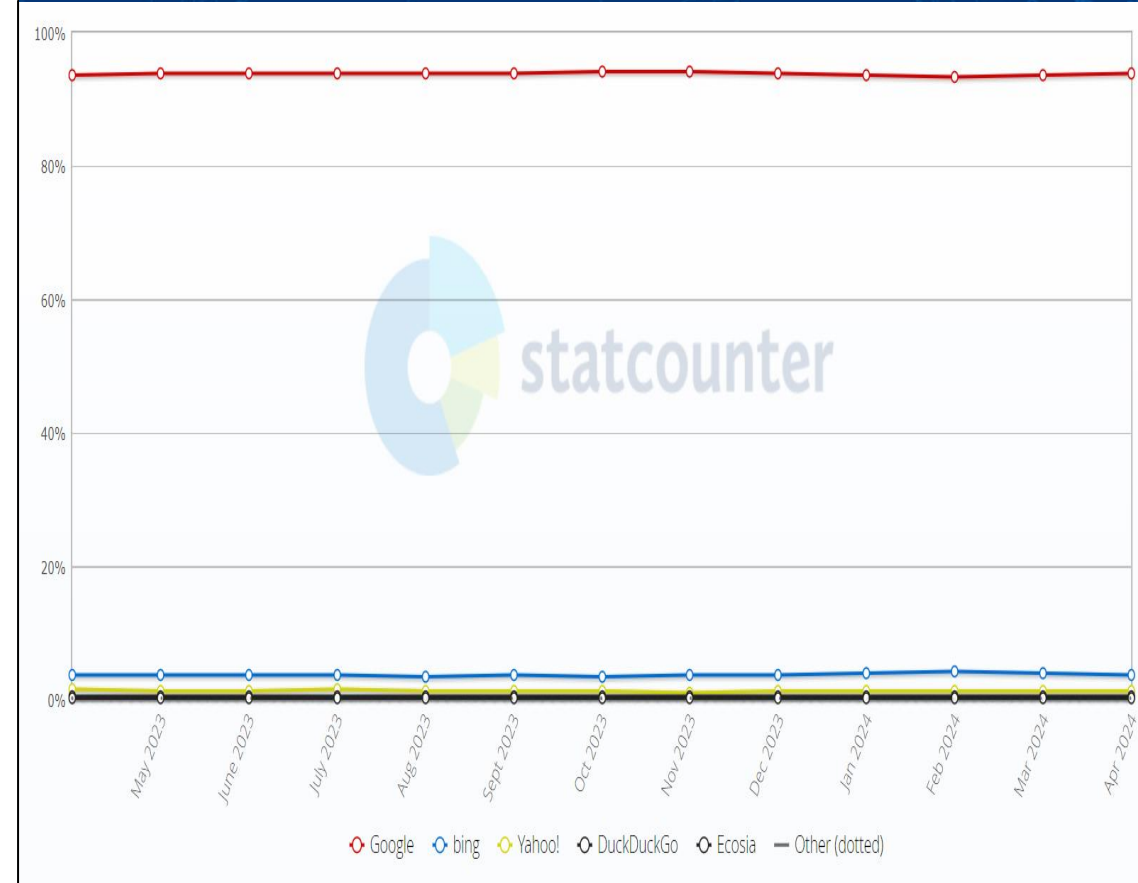
Search Engine Market Share in United States Of America - April 2024



UK (0.1% increase in share)

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

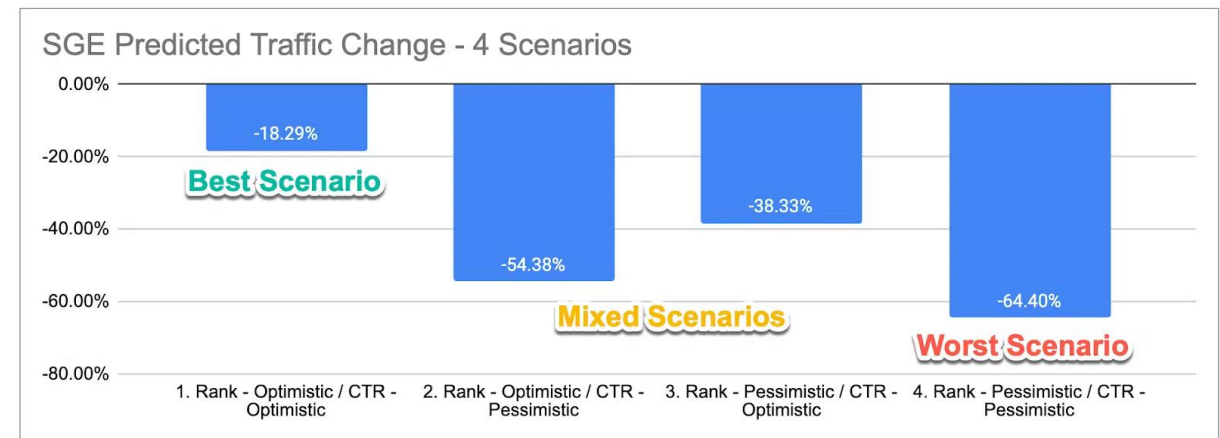
Search Engine Market Share in United Kingdom - April 2024



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

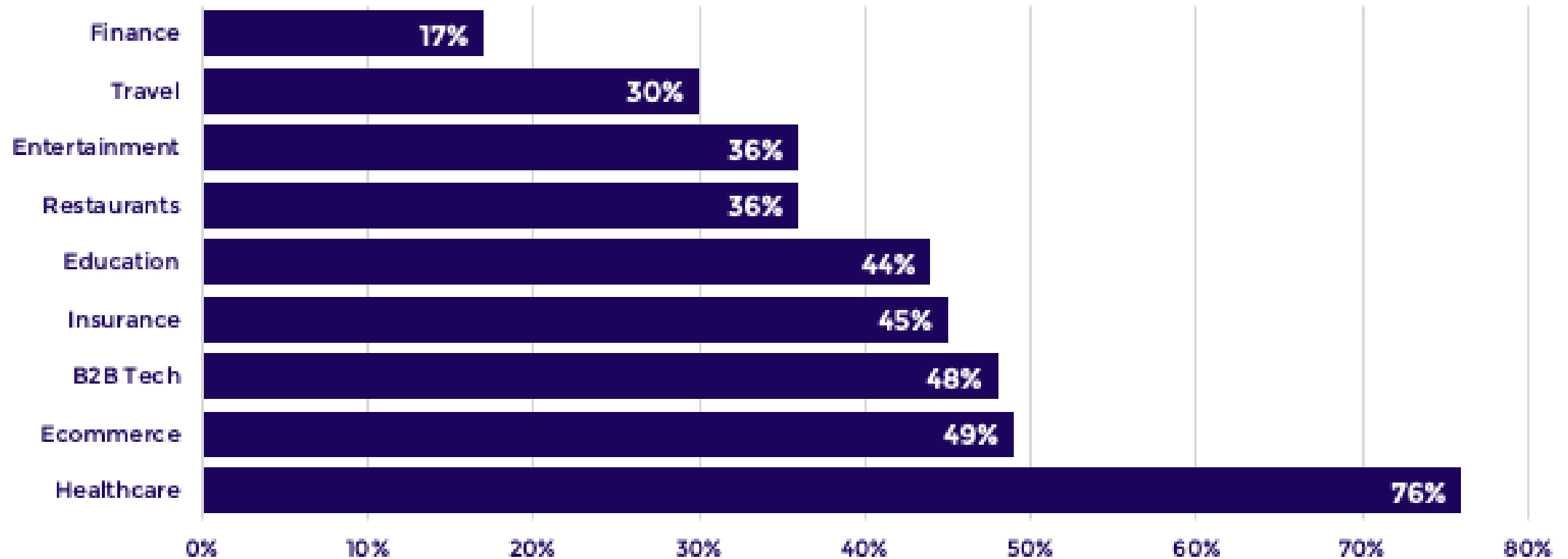
- 18% - 64% drop in organic traffic
- Although one site increased traffic by >200%



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

Impact of SGE by sector – Media Post (Jan 24)

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>

1

Role of Search
to drive traffic

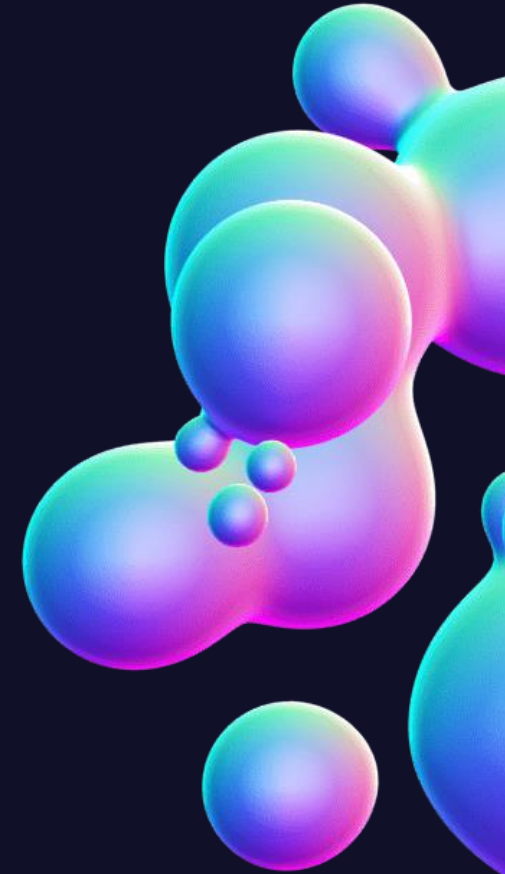
2

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?

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

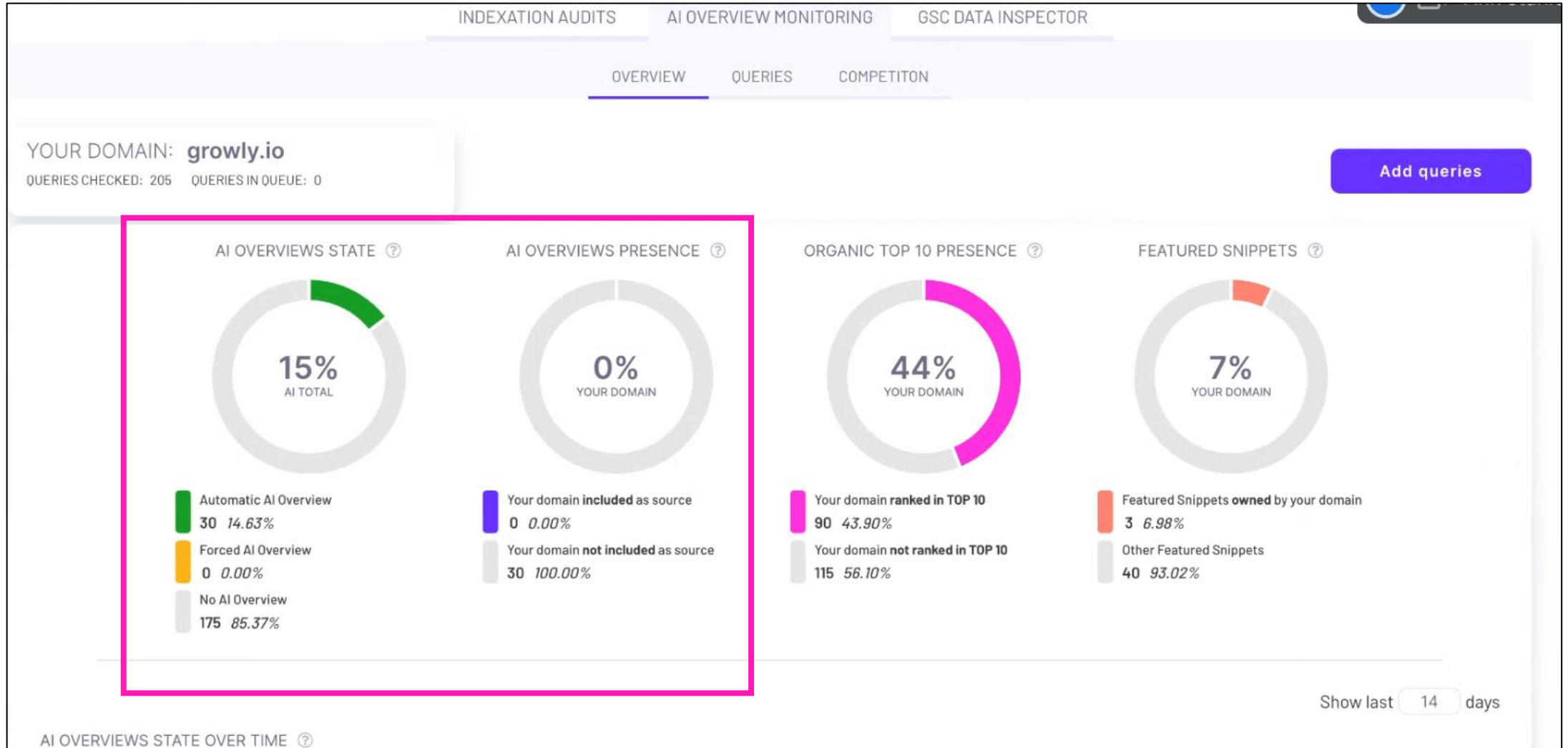
Mentions in the responses

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

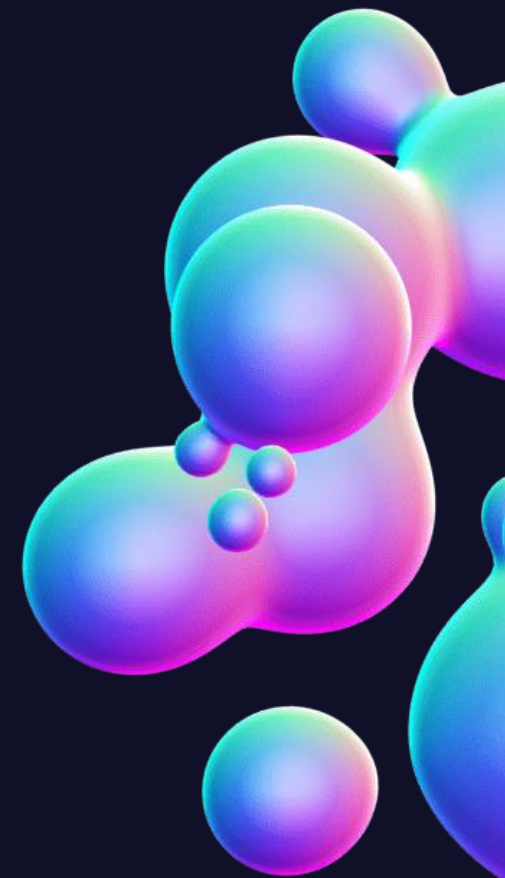
2

Search beyond
search engines

3

AI & impact
on Search

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-verifone24

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



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Any questions?

Thank you

ann@anicca.co.uk

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