



aniccadigital

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

Ann Stanley – Founder & CEO

Oct 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
 - **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

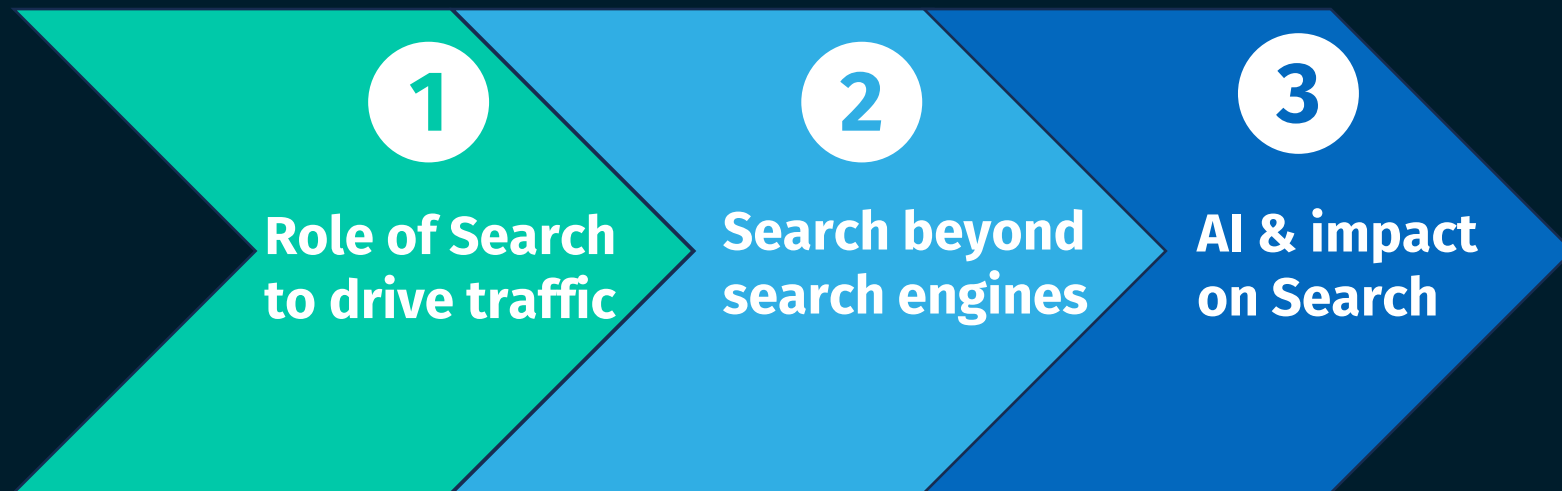


Shopping



Skills

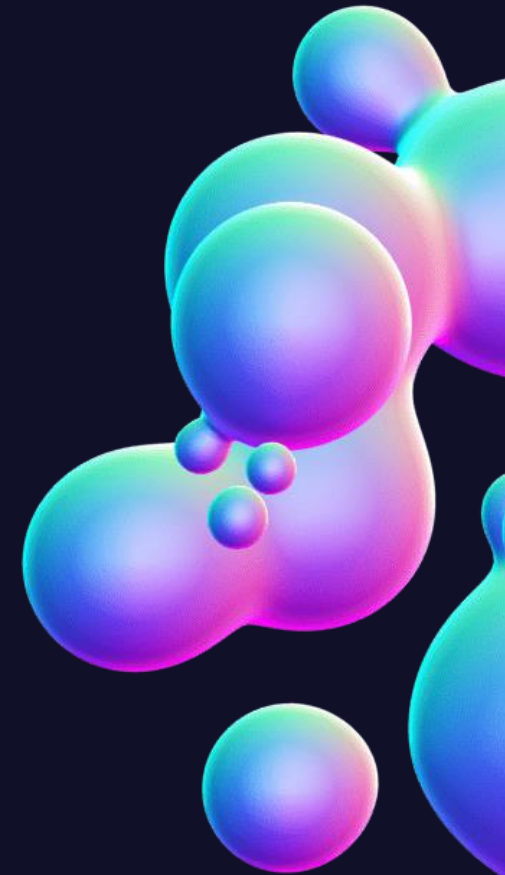
Contents



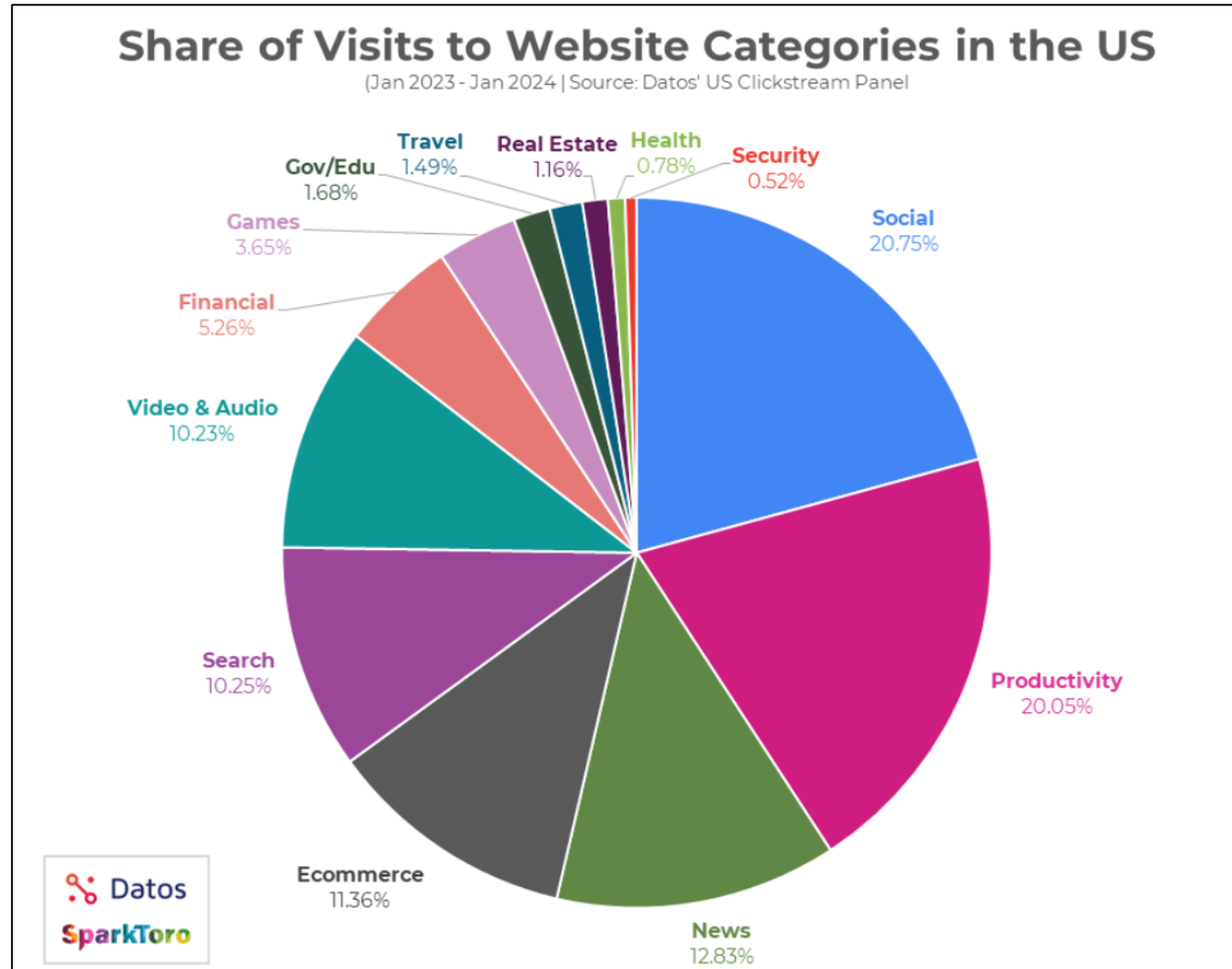
1

Role of Search
to drive traffic

1) Role of Search to drive traffic

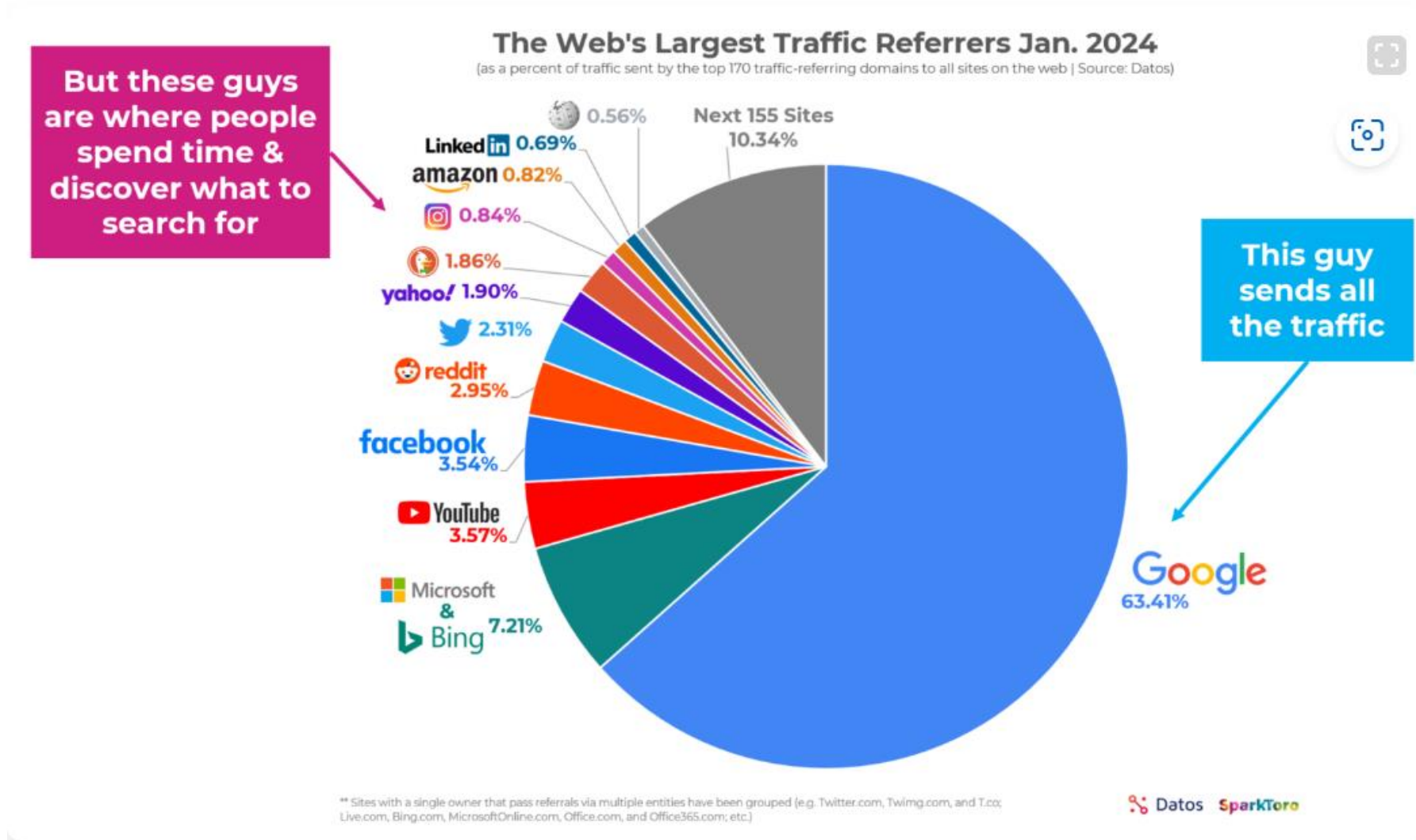


Share of US website visits by category (popularity)

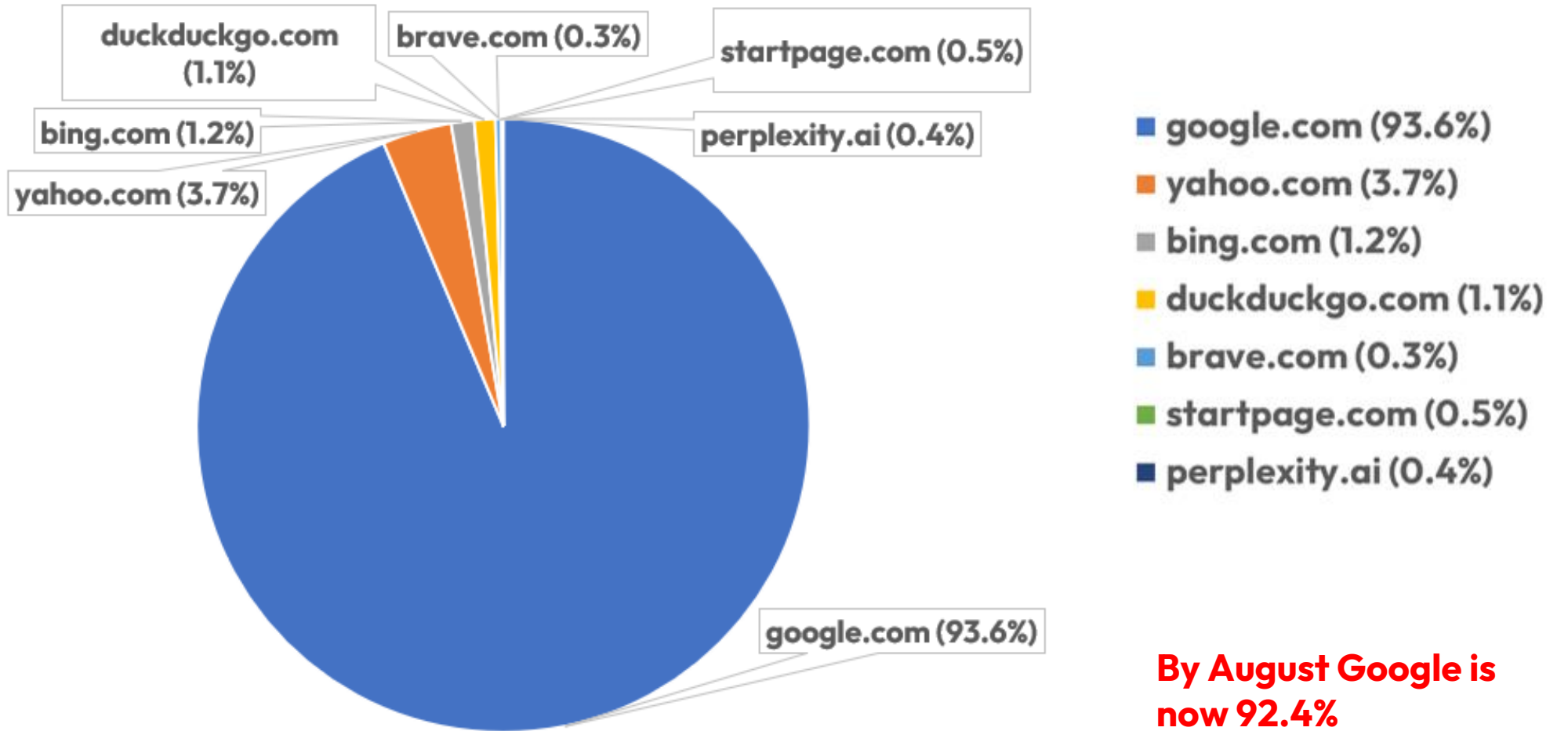


<https://sparktoro.com/blog/where-web-users-spend-time-vs-where-traffic-referrals-originate/>

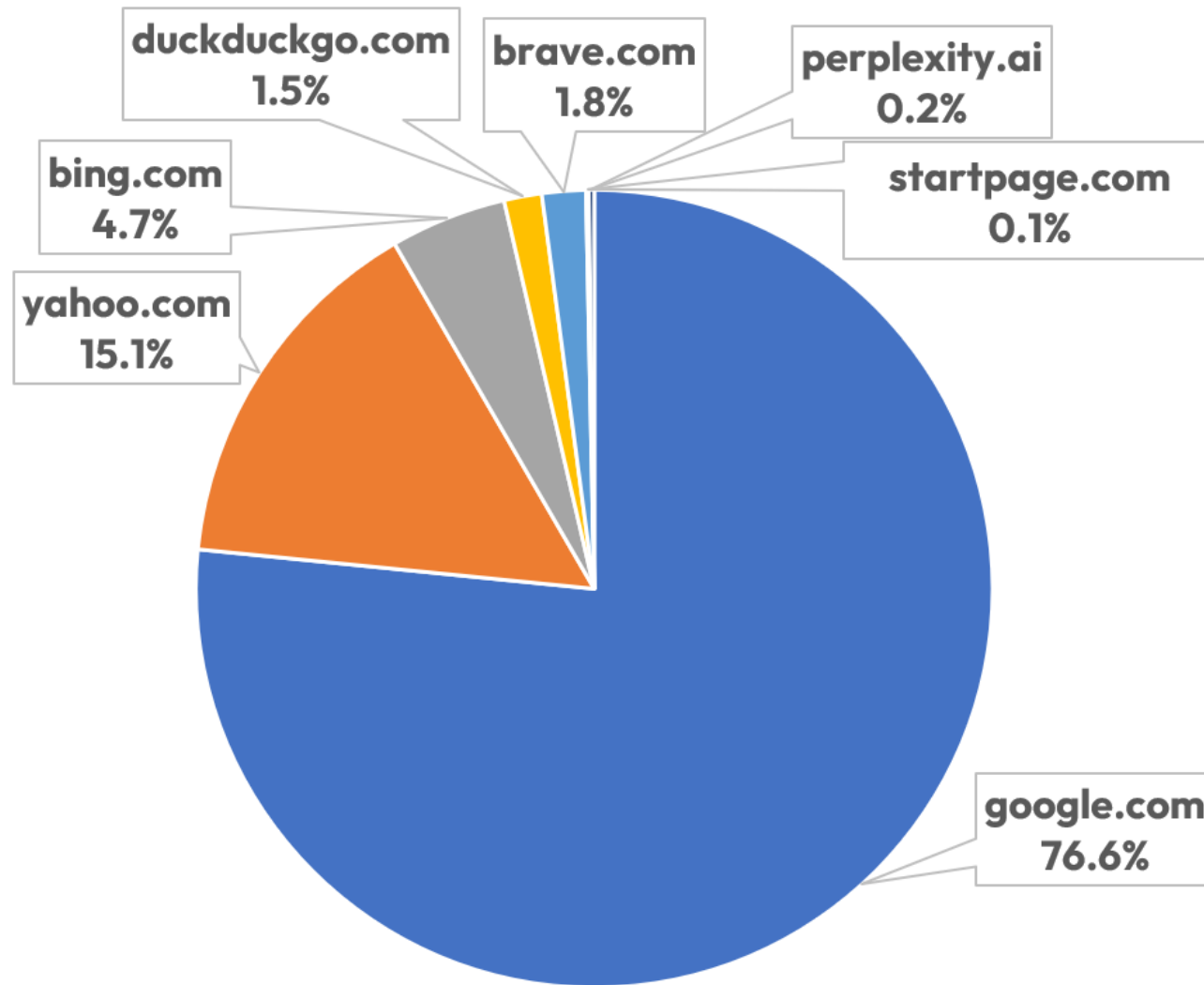
Main US referrers by category



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



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



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%
3	bing.com	1.67%	↑ 8.11%	#29	53.82M	6.135M	↓ 4.07%	63.6% 36.4%
4	duckduckgo....	1.25%	↑ 2.70%	#48	40.49M	1.836M	↓ 2.57%	43.1% 56.9%
5	brave.com	0.46%	↑ 7.56%	#164	14.88M	2.559M	↑ 35.29%	27.8% 72.2%
6	startpage.com	0.08%	↑ 0.58%	#949	2.730M	214,035	↑ 19.05%	51.8% 48.2%
7	perplexity.ai	0.07%	↑ 6.44%	#978	2.116M	285,653	↑ 248.30%	81.7% 18.3%
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%

Yahoo.com +10.6%

Bing.com -4.1%

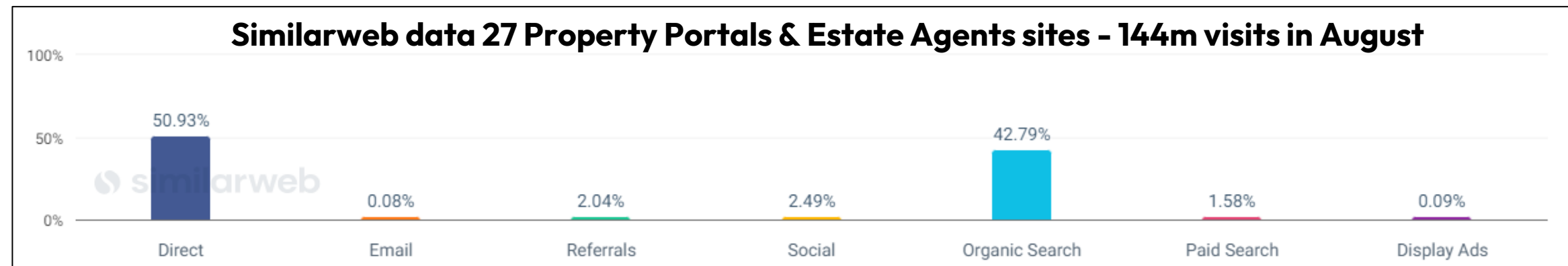
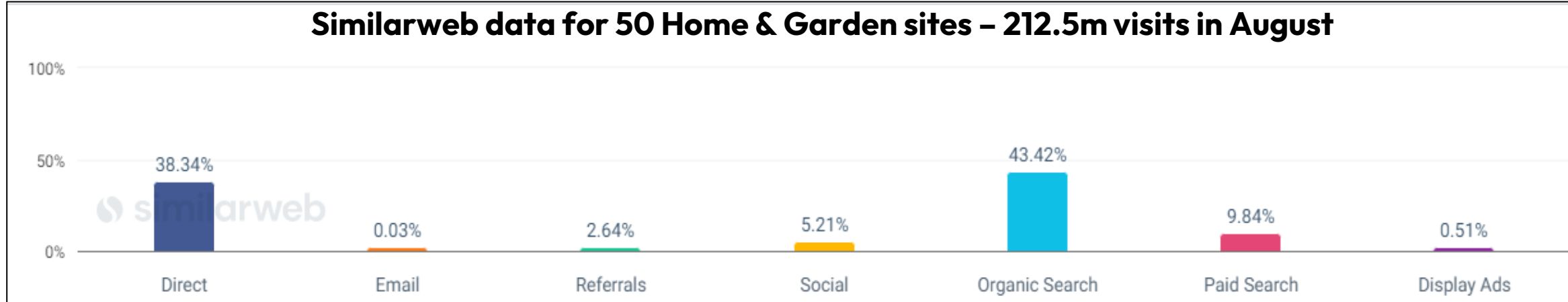
DuckDuckGo -2.6%

Brave.com +35.3%

Startpage.com +19%

Perplexity.ai +248%

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



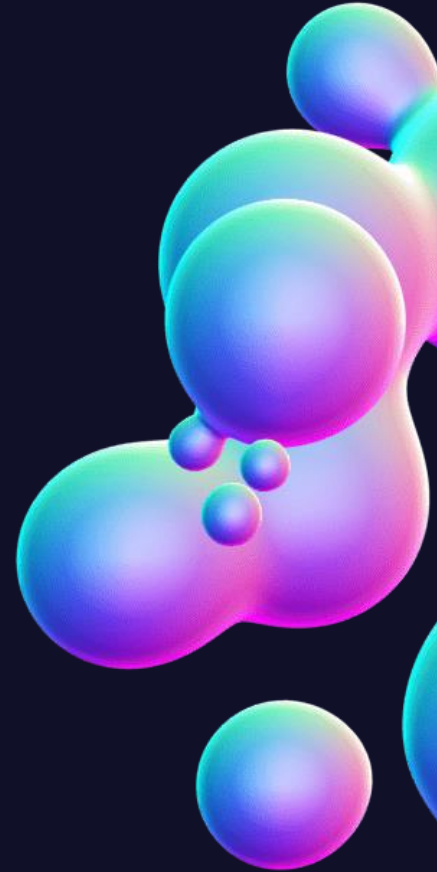
1

Role of Search
to drive traffic

2

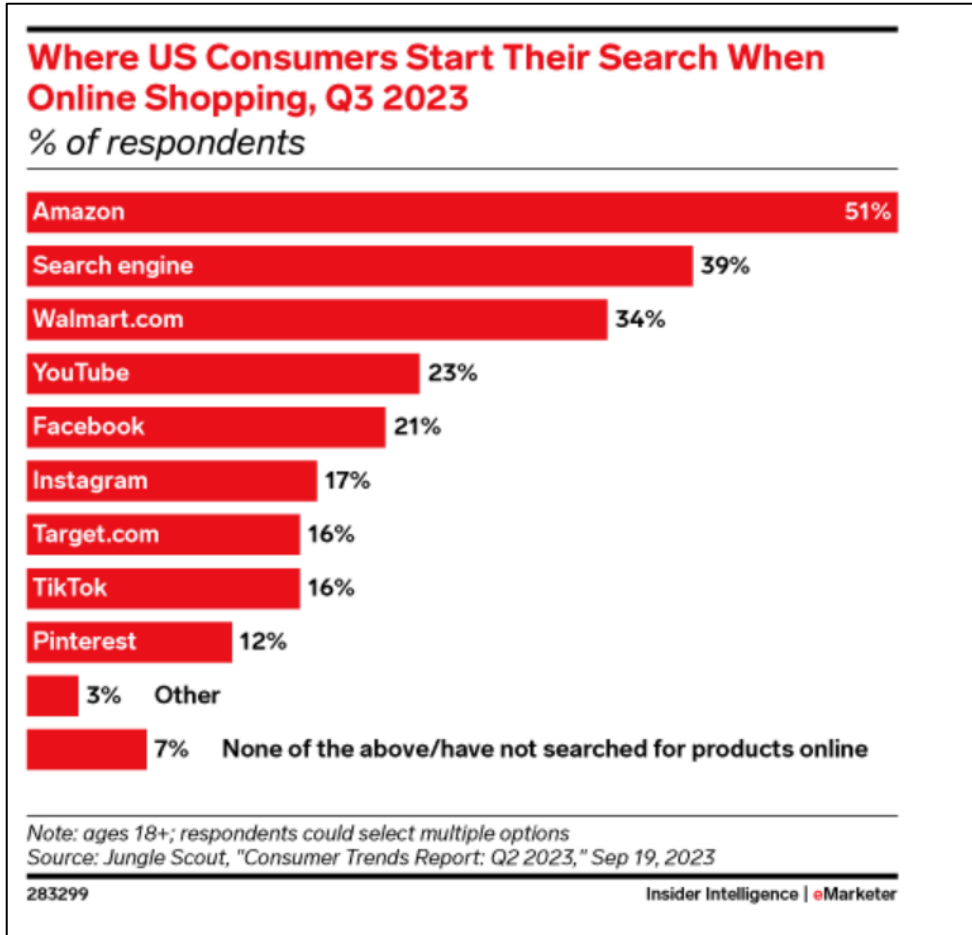
Search beyond
search engines

2) Search beyond search engines

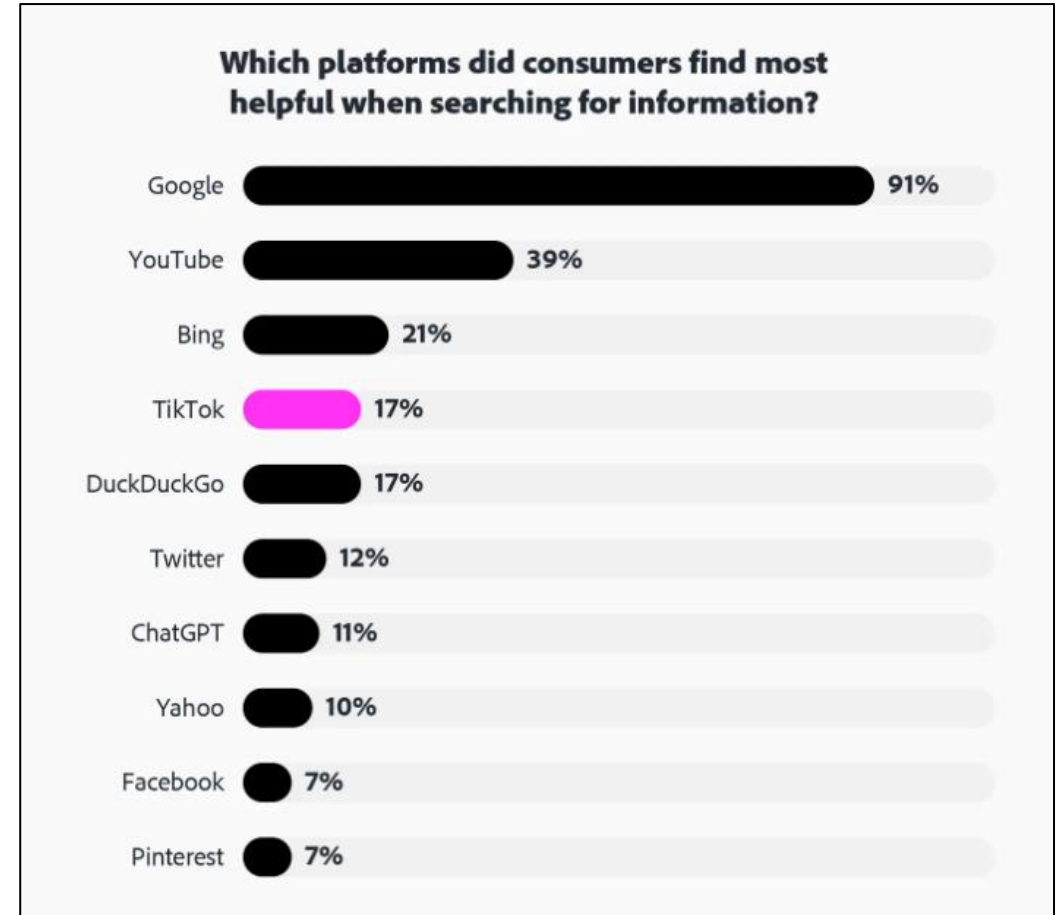


Where do people start their search

eMarketer (Jan 24) – looking for products



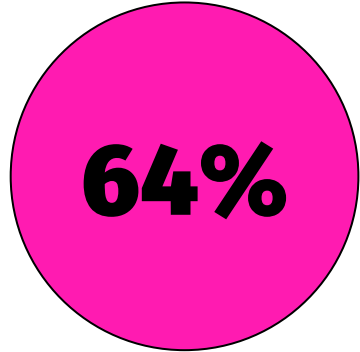
Adobe (April 24) – looking for information



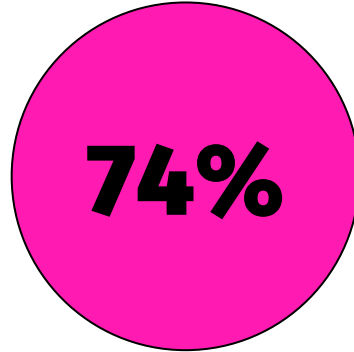
<https://www.emarketer.com/content/gen-z-prefers-tiktok-google-searches>

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

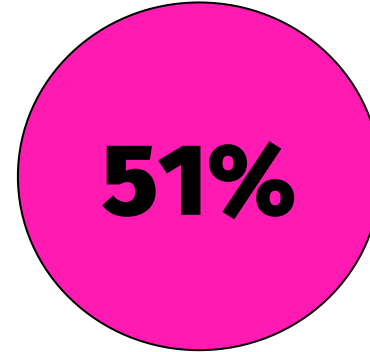
Key findings from the HerCampus study (in eMarketer)



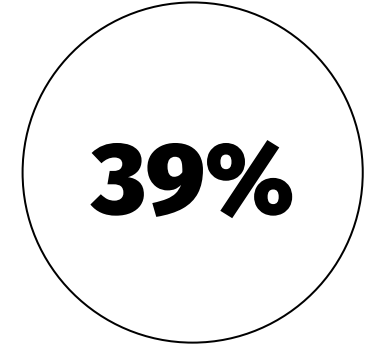
Of Gen Z are
active on TikTok



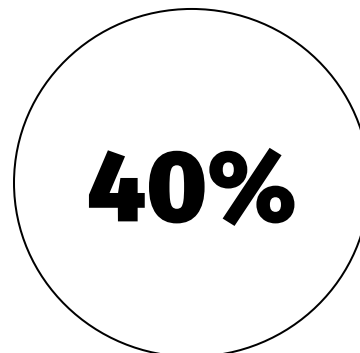
Of Gen Z users use
TikTok for search



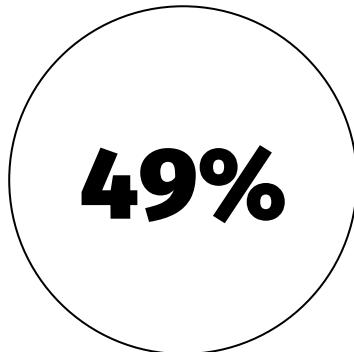
Of Gen Z users favour
TikTok over Google



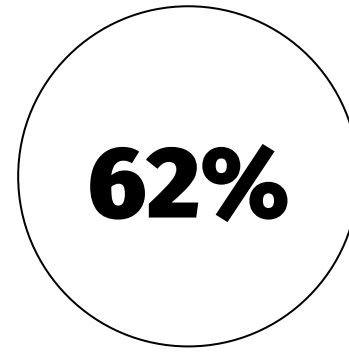
Of users favour
reviews



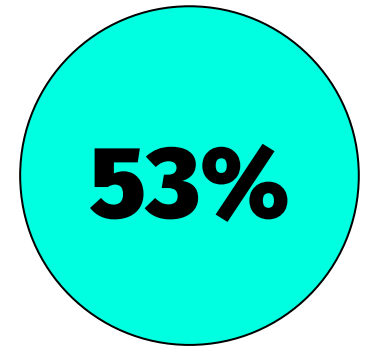
Of consumers use
TikTok for information



Of millennials are
active on TikTok

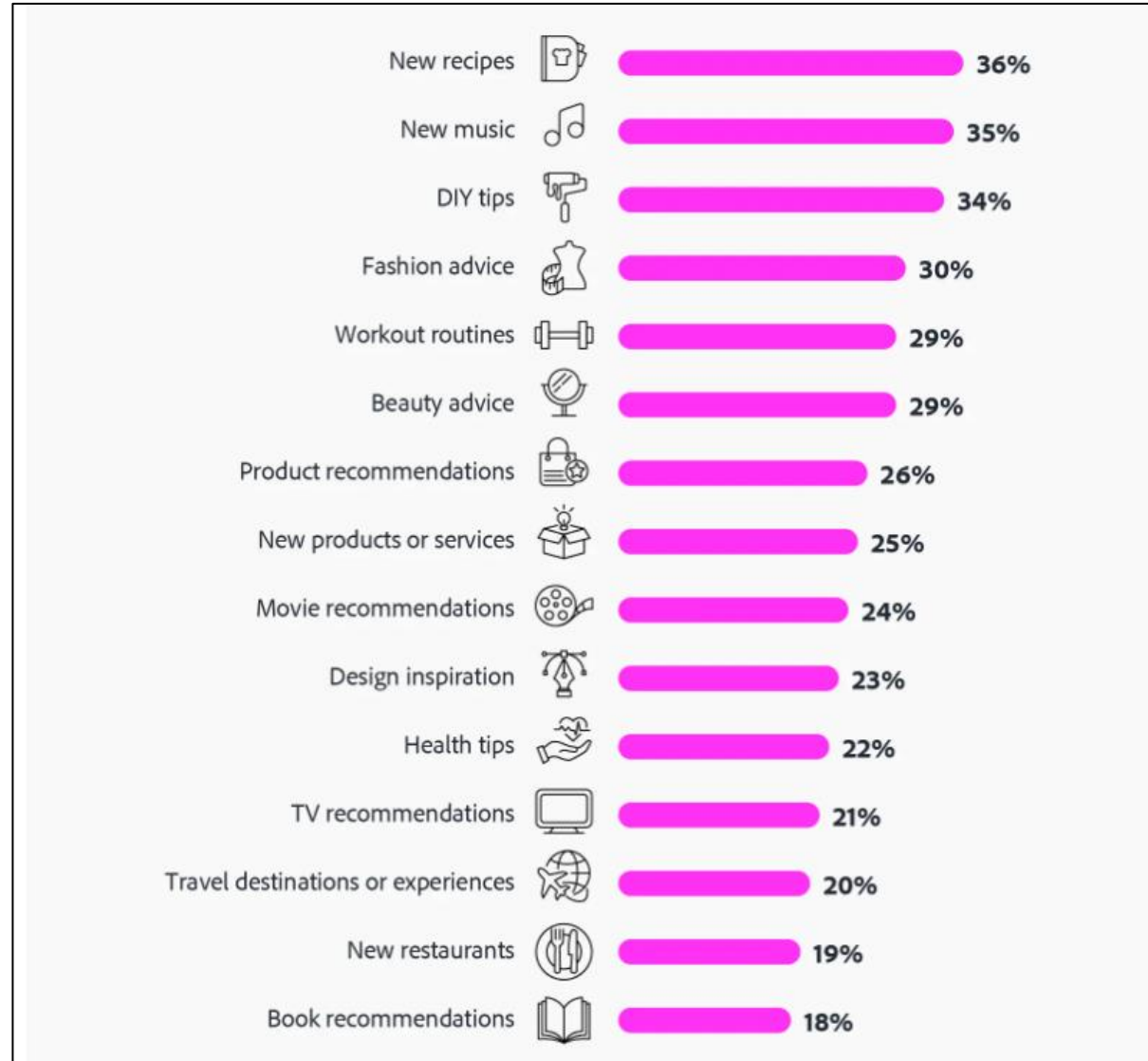


Of users favour
Video tutorials



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%

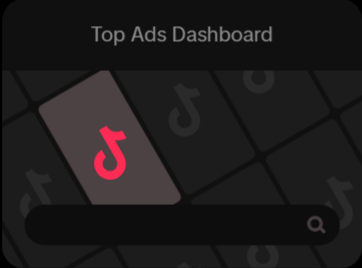
ads.tiktok.com/business/creativecenter

TikTok Creative Center Inspiration Trends Creative Tools English ▾ Log in 

Let's elevate your whole creative game

Looking for examples of top ads?

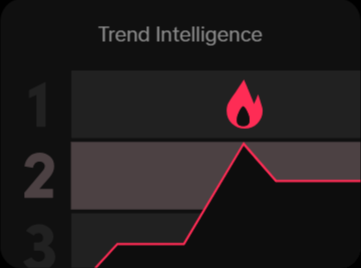
Top Ads Dashboard



[Get started](#)

Wondering what's hot on TikTok?

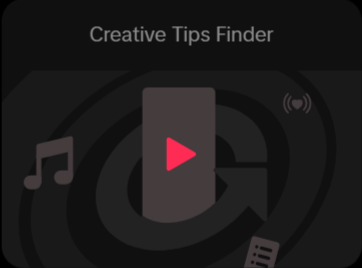
Trend Intelligence



[Get started](#)

Seeking creative guidance?


Creative Tips Finder



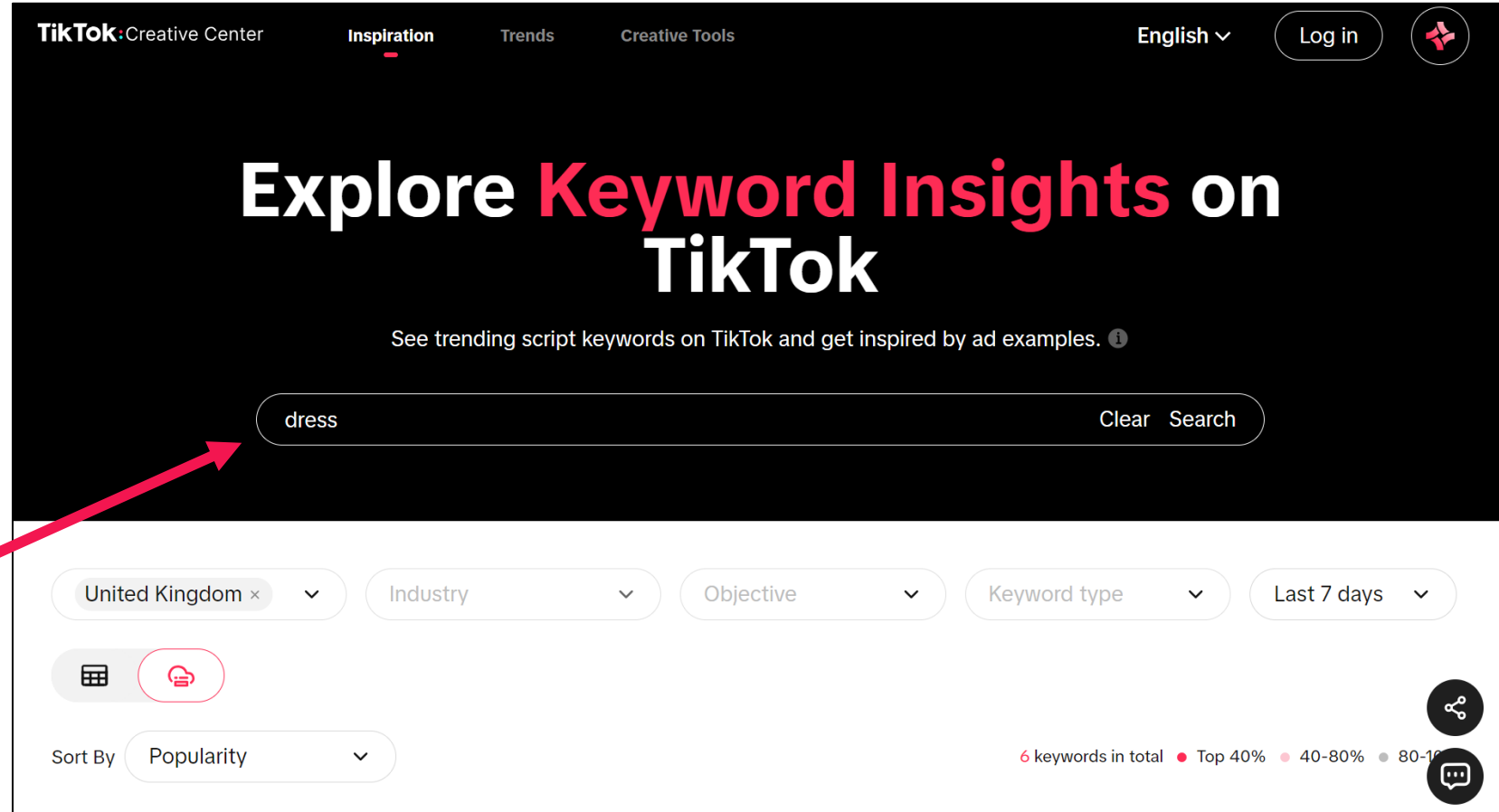
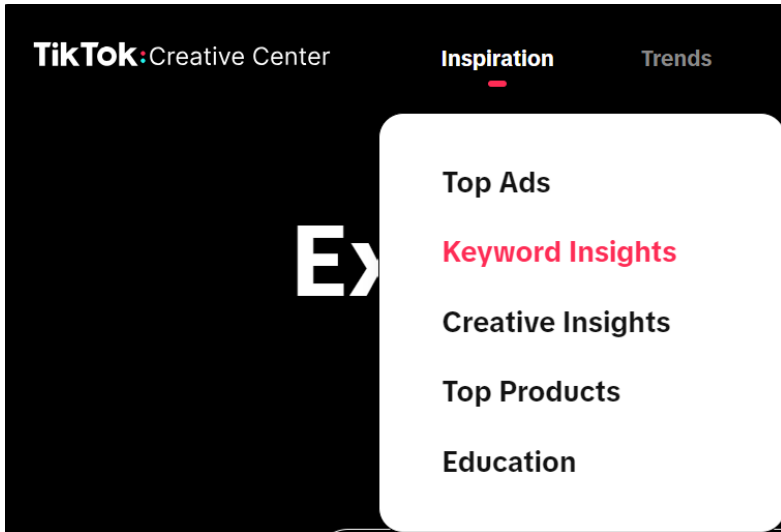
[Get started](#)

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

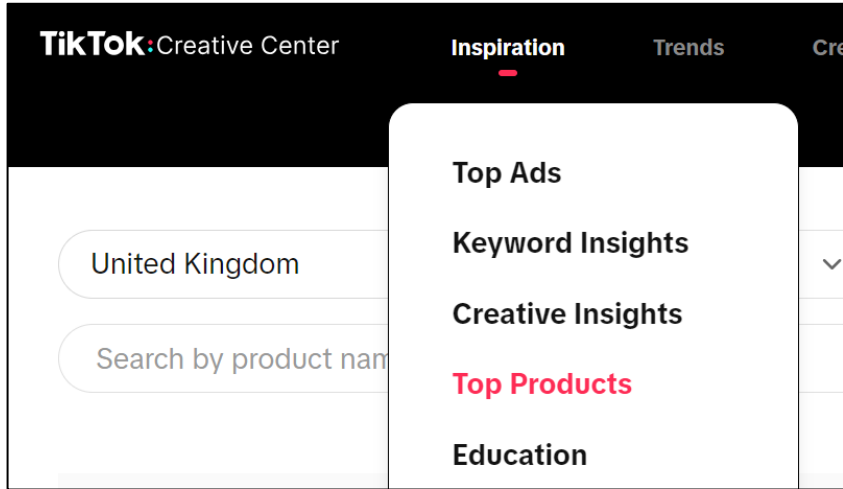
United Kingdom × Industry Objective Keyword type Last 7 days

6 keywords in total About this data ?

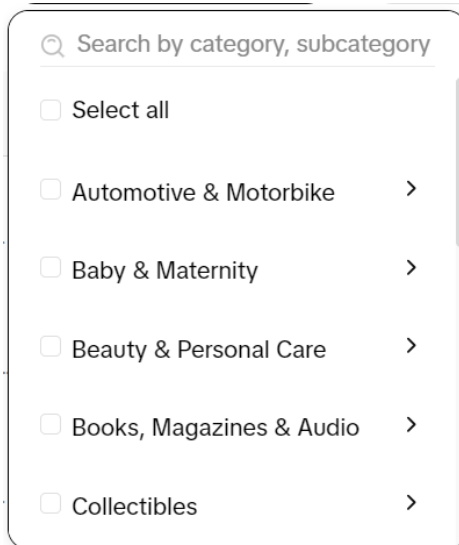
Rank	Keyword	Popularity ?	Popularity change ?	CTR ?	CVR ?	CPA ?	Impressions ?	Cost ?
1	dress	243	▲ 111.98%	1.30%	3.36%	18.50 USD	4M	17K USD
2	maxi dress	24	▲ 260.00%	1.41%	9.49%	8.30 USD	244K	1K USD
3	hoodie dress	25	▲ 166.67%	6.49%	0.38%	136.00 USD	9K	136 USD
4	perfect dress	30	▲ 141.18%	1.12%	3.75%	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



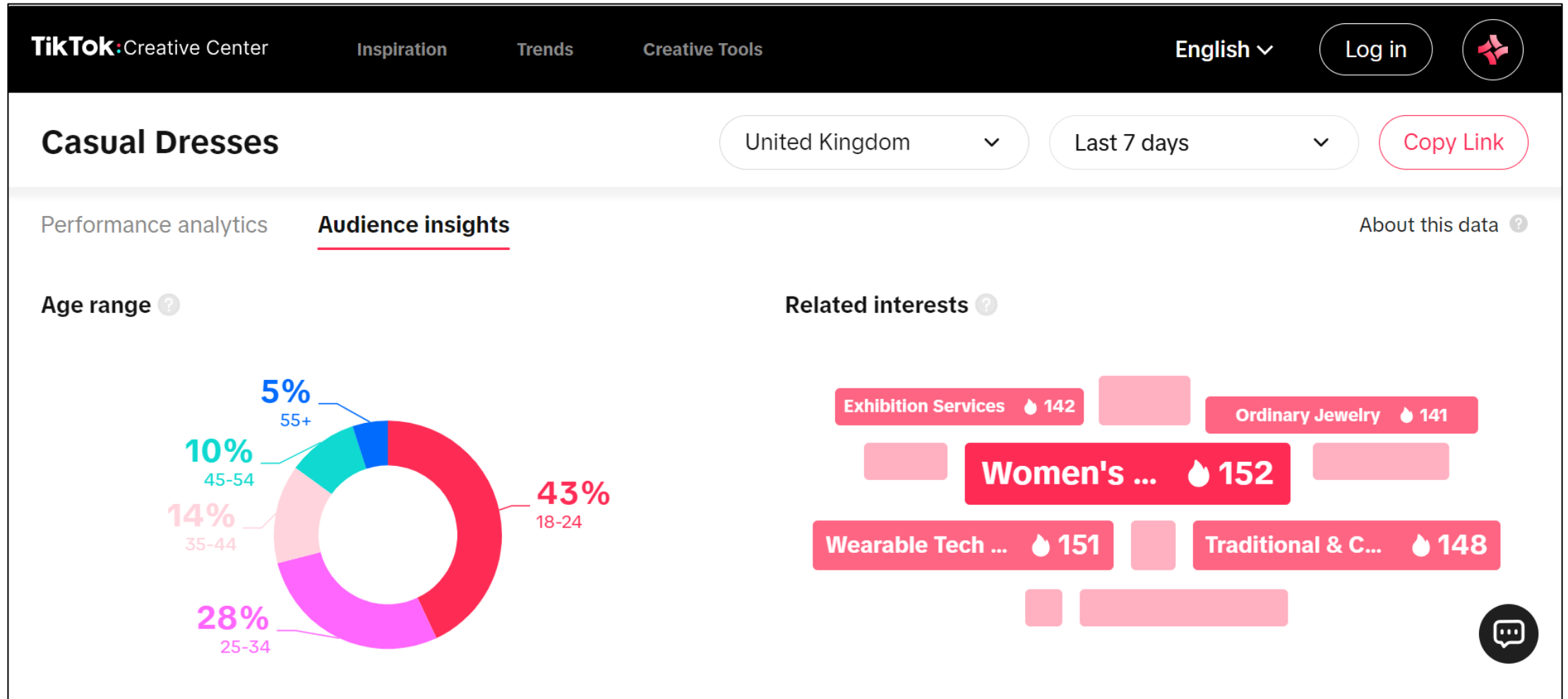
Searching by Category



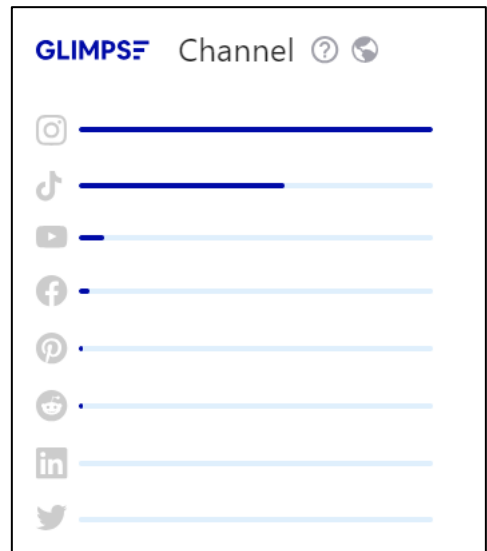
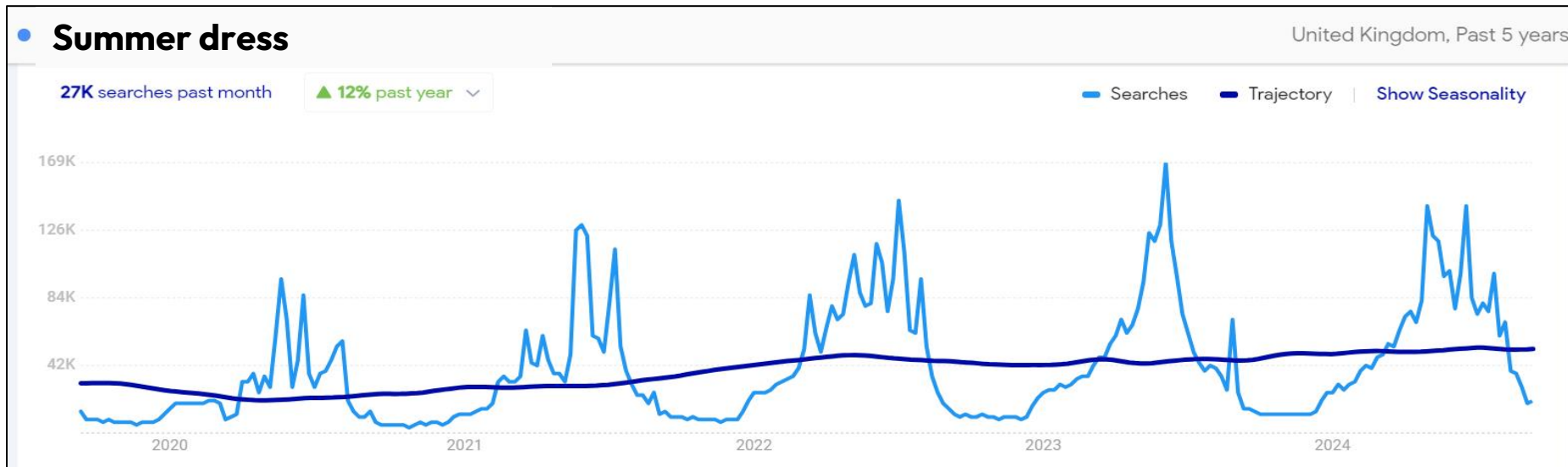
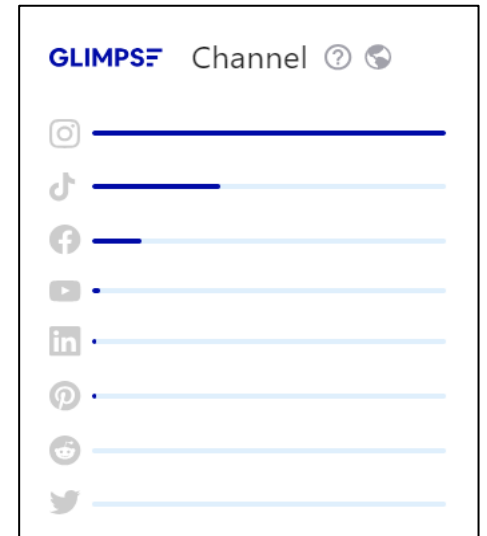
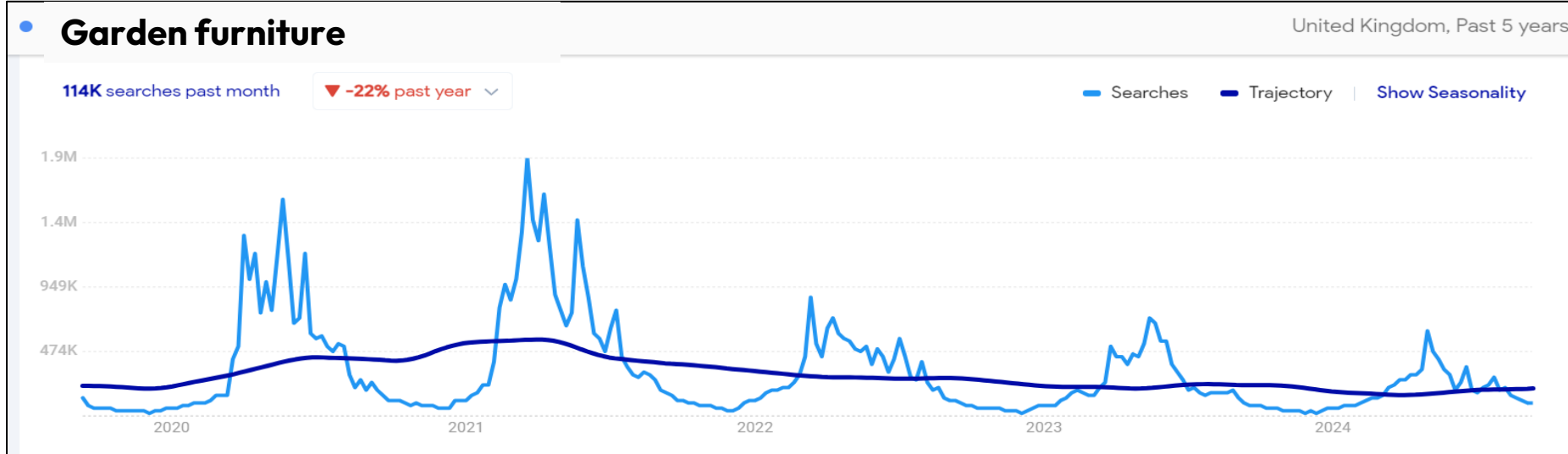
This screenshot shows the main product insights table in the TikTok Creative Center. The filters are set to 'United Kingdom', 'Product categories', and 'Last 30 days'. The table lists top products with their popularity, change, and performance metrics. The 'Casual Dresses' product is highlighted with 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

Google Bing YouTube TikTok Amazon

garden furniture United Kingdom English SEARCH

Use 1-2 words for best results

You're using a public version of AnswerThePublic with 1 free searches available | Register to unlock 3 free searches per day. CREATE MY ACCOUNT

garden furniture 560 Results Download CSV

Search Volume	Low	Medium	Good
201,000	0 - 1,600	1,601 - 3,600	3,601 - 201,000

Cost Per Click (CPC)	Cheap	Medium	Expensive
\$1.45	0 - \$1.28	\$1.29 - \$2.88	\$2.89 - \$5.97

Garden furniture (Aug)
Google searches = 201k

Google Bing YouTube TikTok Amazon

garden furniture 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

garden furniture 52 Results Download CSV Move to Project Share

Search Volume
6,600

Cost Per Click (CPC)
\$2.0

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.

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

TikTok launches search ads

Search Engine Land

[Search Engine Land](#) » [PPC](#) » [TikTok Search Ads Campaign launch in U.S.](#)

TikTok Search Ads Campaign launch in U.S.

TikTok's keyword-based search ad solution allows brands to target users directly in search results, stepping up its competition with Google's ad business.

Anu Adegbola on September 24, 2024 at 12:51 pm | Reading time: 2 minutes



[TikTok](#) is taking a direct shot at Google with the launch of TikTok Search Ads Campaign in the U.S. Advertisers can now target users on its search results page.

Previously, [ads on TikTok's search page](#) were more generic. But now brands can tailor their ads to align with specific search behaviors.

Why it matters. TikTok has a growing role as a search engine for younger users – 57% of users use the app's search function, according to internal TikTok data. This new feature lets you capture attention at critical moments of intent. TikTok's move could threaten Google's dominance, [as younger](#)

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 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 – First seen in UK on 23rd May 24

The image shows a Google search interface for the query "what digital marketing conferences are there in leicester". The search results are divided into two main sections: an AI Overview and organic search results.

AI Overview Section:

- AI Overview** (highlighted with a blue box)
- Some digital marketing conferences in Leicester include: [🔗](#)
- Leicester Digital Live:** A one-day conference that covers topics such as e-commerce, social media, paid search, and SEO. The 2023 conference took place on Tuesday, October 3 at Winstanley House in Leicester. The theme was "Automation and Integration". [🔗](#)
- Leicester Digital Marketing, Media and Advertising Conference:** A conference that aims to help attendees improve their marketing efforts. Topics include customer loyalty, lead generation, sales, and consumer engagement. [🔗](#)
- The Marketing Meetup IRL: Leicester:** A donation-based event where attendees can choose their ticket price. The topic for this event was retail destination.

Organic Search Results Section:

- Leicester Digital Live** (Leicester's premier digital marketing conference) is back for its 8th year, bringing you the latest in Ecommerce, Lead Generation, Social Media, Paid Search & SEO from some of the UK's leading speakers! Following on from our brilliant 2022 conference, Leicester Digital Live is back for 2023!
- Anicca Digital**
<https://anicca.co.uk> > leicester-digital-live
- Leicester's Premier Digital Marketing Conference - LDL23**

AI Overview Results (highlighted with a pink box)

Organic results (highlighted with a blue box)

AI Overviews

AI Overview Results

The screenshot shows a Google search interface. The search bar contains the text "what digital marketing conferences are there in leicester". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Web", "Books", "Maps", and "More". The "All" tab is selected. The search results are divided into two main sections: "AI Overview" and "Main Links".

AI Overview

Some digital marketing conferences in Leicester include:

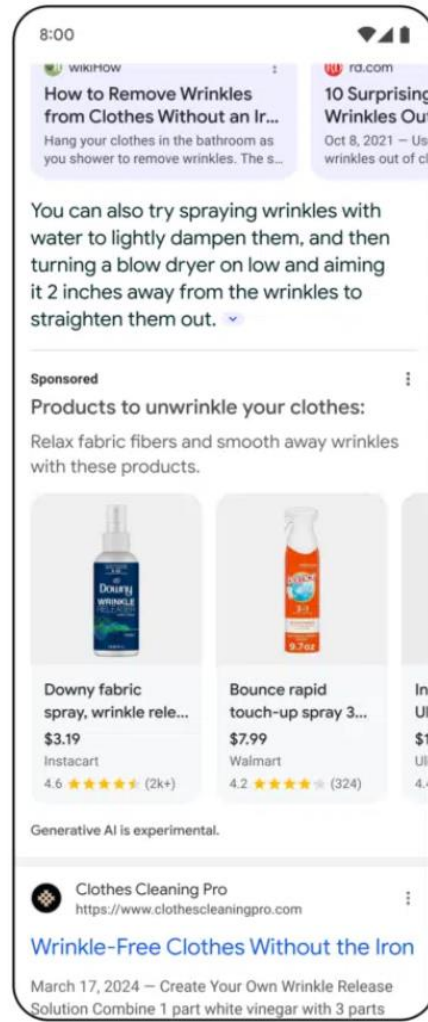
- Leicester Digital Live: A one-day conference that covers topics such as e-commerce, social media, paid search, and SEO. The 2023 conference took place on Tuesday, October 3 at Winstanley House in Leicester. The theme was "Automation and Integration".
- Leicester Digital Marketing, Media and Advertising Conference: A conference that aims to help attendees improve their marketing efforts. Topics include customer loyalty, lead generation, sales, and consumer engagement.
- The Marketing Meetup IRL: Leicester: A donation-based event where attendees can choose their ticket price. The topic for this event was retail destination marketing.
- Digital Marketing Empowerment: Workshop for Female Business Owners: A workshop for female business owners.
- Digital Marketing & AI workshop: A workshop on digital marketing and AI.
- Internet Marketing Fundamentals 1 Day Training: A one-day training on internet marketing fundamentals.

Main Links

- 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...
Anicca Digital
- Leicester Digital Live - Digital Marketing Conference 3rd ...
3 Oct 2023 — Eventbrite - Anicca Digital Ltd presents Leicester Digital Live - Digital Marketing Conference 3rd October 2023 ...
Eventbrite
- Digital Marketing Conference 2023 coming to Leicester
... digital support in Leicestershire looks like, while there will also be networking opportunities for delegates. Business...
Niche Magazine

Show all

Ads are coming to AI overviews



- Google needs to maintain its income, lost by providing answers in AI Overviews
- Organic search results will be pushed down, and new Generative Search Optimisation (GSO) will be required
- Paid ads in the AI results will be at a premium, as brands get less traffic from organic search

How often are AI overviews shown & predicted drop in organic search traffic

Analysis date	August 23, 2024	July 11, 2024	June 3, 2024
AIOs appeared in the search	12,472 keywords 12.47% of searches	7,475 keywords 7.47% of searches	8,718 keywords 8.71% of searches
Ads accompanied AIOs in search	1,685 keywords 13.51% of searches	708 keywords 9.47% of searches	4,551 keywords 52.20% of searches

<https://seranking.com/blog/ai-overviews-and-ads-research/>

STAMFORD, Conn., February 19, 2024

Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents

Tech Marketing Tactics to be Discussed at the Gartner Tech Growth & Innovation Conference, March 20-21 in Grapevine, Texas

By 2026, traditional search engine volume will drop 25%, with search marketing losing market share to AI chatbots and other virtual agents, according to Gartner, Inc.

"Organic and paid search are vital channels for tech marketers seeking to reach awareness and demand generation goals," said Alan Antin, Vice President Analyst at Gartner. "Generative AI (GenAI) solutions are becoming substitute answer engines, replacing user queries that previously may have been executed in traditional search engines. This will force companies to rethink their marketing channels strategy as GenAI becomes more embedded across all aspects of the enterprise."

<https://www.gartner.com/en/newsroom/press-releases/2024-02-19-gartner-predicts-search-engine-volume-will-drop-25-percent-by-2026-due-to-ai-chatbots-and-other-virtual-agents>

bounteous · Accolite

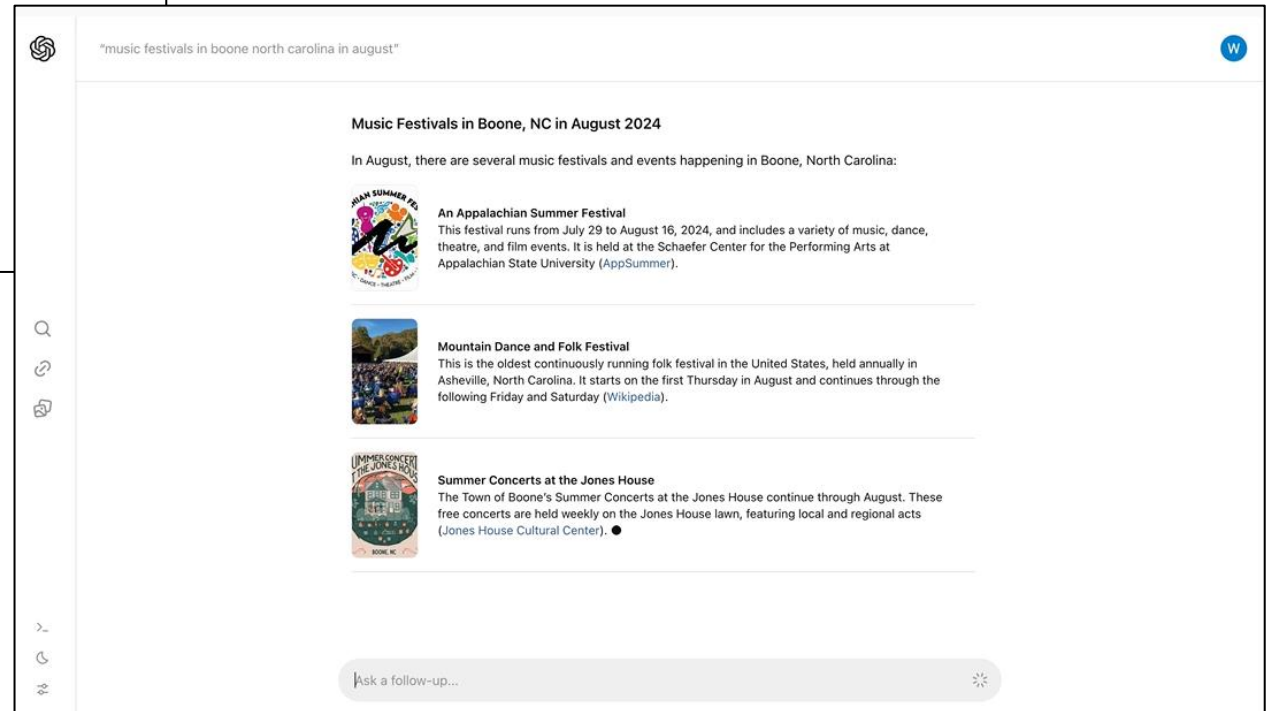
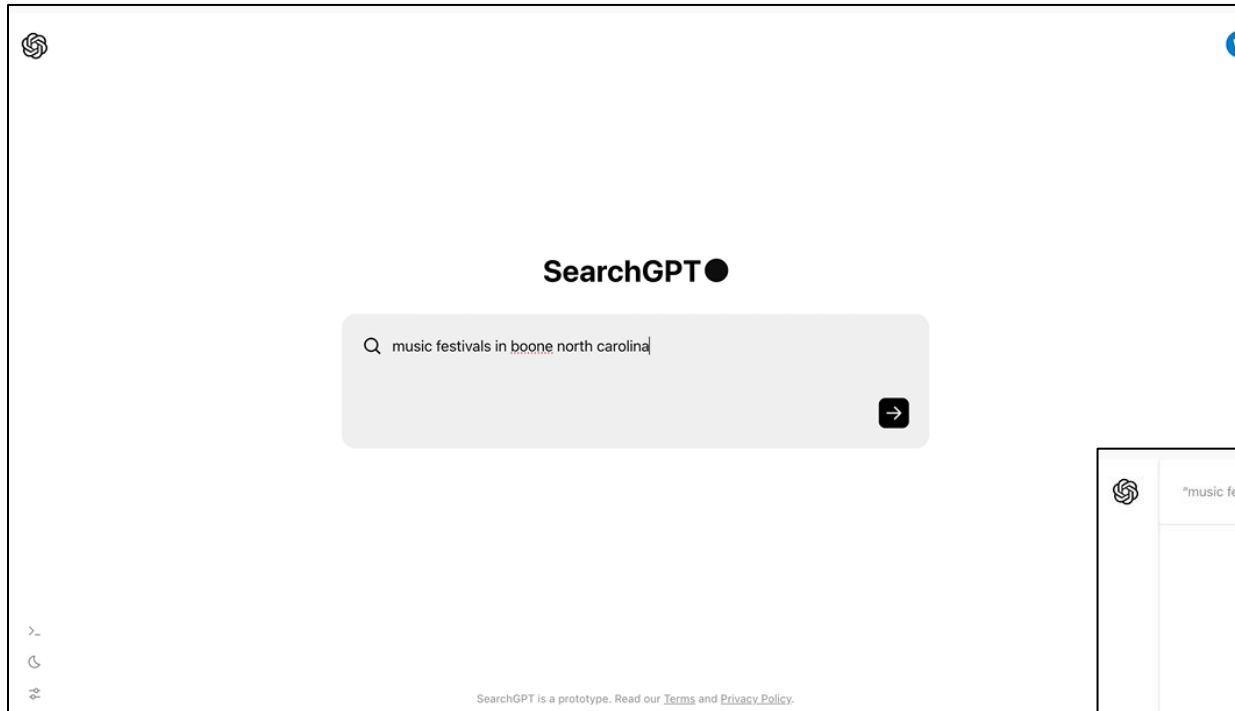
Business Implications of AI Overview

Although Google has released AI Overview as a Beta, the public at large, and businesses for that matter, are unaware of the impending change. The impact on organic rankings or even how to optimize is not fully realized. We know that there will be some impact on Organic search and now is the time to prepare.

Early testing has concluded that AI Overview could lead to an 18-64% decrease in organic traffic for some websites, particularly involving Informational-type queries. Closely tracking KPIs and metrics will be essential in understanding the direct impact including conversions. The good news here is that search engines coupled with detailed analytics reporting may be able to gather more granular data on user interactions and engagement within the search results page itself. This could give businesses valuable insights to refine their content and marketing strategies.

<https://www.bounteous.com/insights/2024/05/29/understanding-googles-ai-overview-impact-organic-search-and-business-strategies/>

search.chatgpt is coming



1

Role of Search
to drive traffic

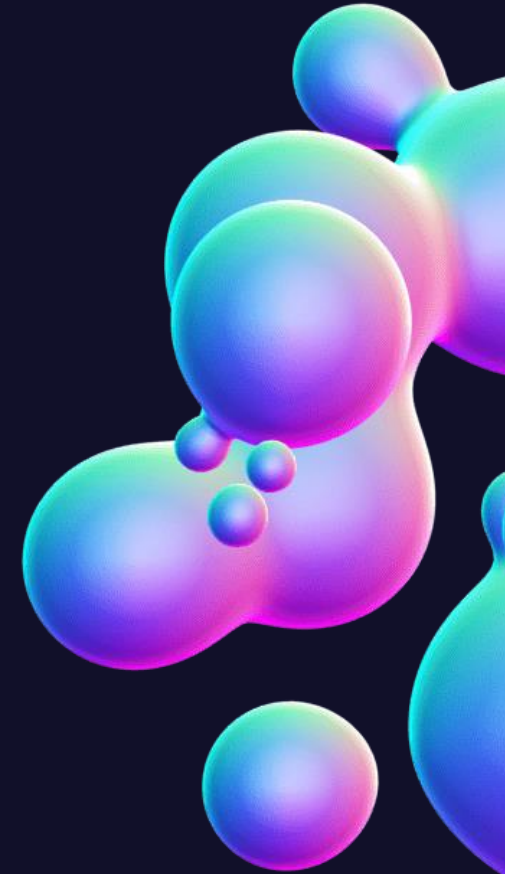
2

Search beyond
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3

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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 at scale (e.g. 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?

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

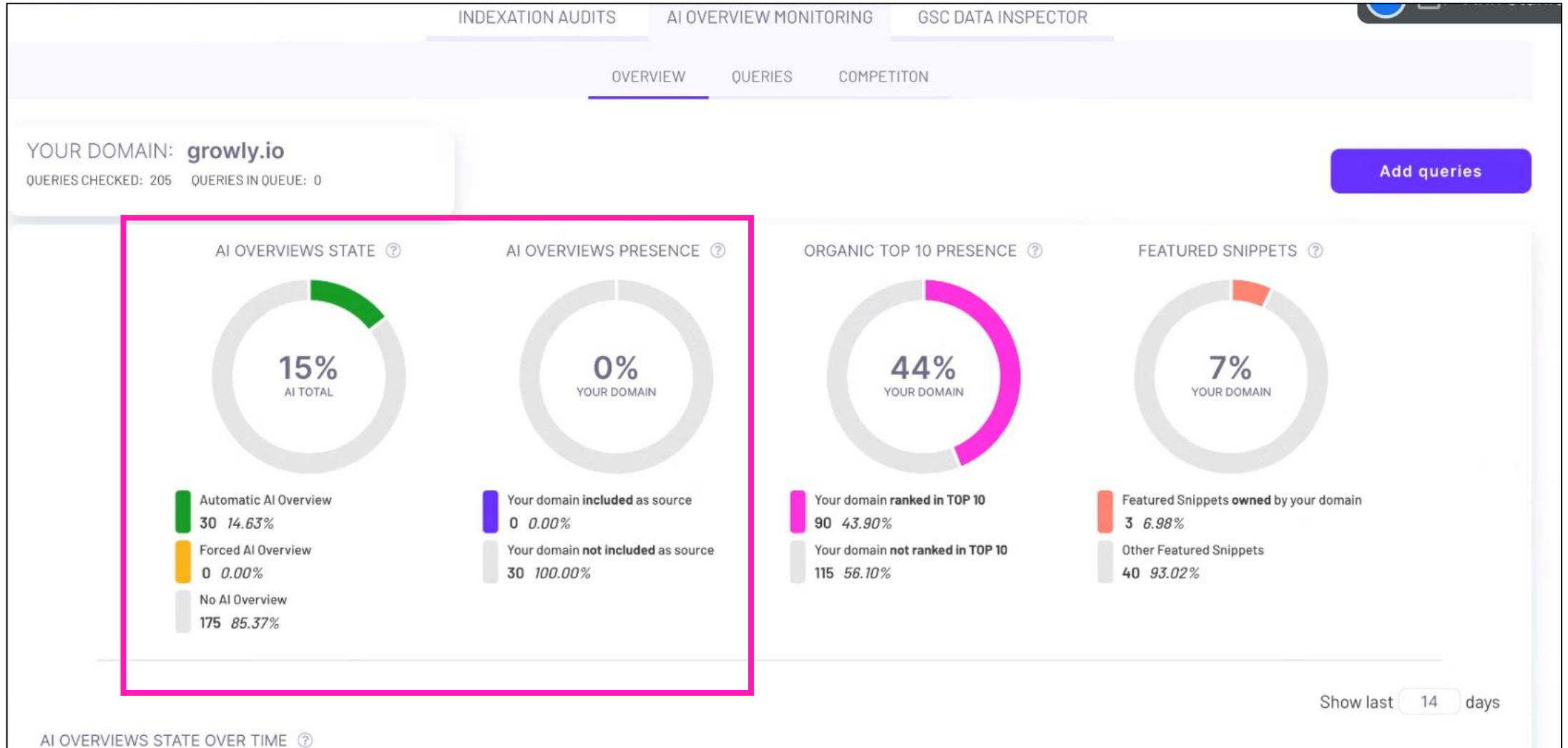
[Christmas Holidays UK | Book Your Christmas Breaks 2024](#)
Looking for a peaceful December escape? Explore our holiday parks open in December fo...

Away Resorts

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

Sept, 18

Ziptie.dev - Example of new AI Overviews tracking tool



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

In the UK, who are some of the top school suppliers

In the UK, who are some of the top school furniture suppliers

In the UK, who are some of the top school stationery suppliers

In the UK, who are some of the top school equipment suppliers

In the UK, who are some of the top school uniform suppliers

In the UK, who are some of the top school pe kit suppliers

In the UK, who are some of the top school sports suppliers

In the UK, who are some of the top school food suppliers

In the UK, who are some of the top school stationary suppliers

In the UK, who are some of the top school book suppliers

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.
- GL Education**: Specializes in assessment tools used by schools to measure student progress across different subjects.
- Hope Education**: Provides a broad spectrum of educational products including art & craft supplies, early years resources, curriculum aids etc.
- TTS Group Ltd**: Offers innovative learning solutions ranging from classroom essentials to special needs support items.
- 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.
- Staples Advantage/Office Depot Europe**: While known more broadly for office supplies they have significant offerings tailored towards educational institutions too.
- ARM plc**: Focuses on providing IT services/equipment specifically designed around enhancing digital learning environments within classrooms
- KCS Procurement Services** - Another large-scale provider covering diverse categories similar YPO's portfolio

	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, several companies are well-regarded for supplying sports equipment and apparel to schools. Some of the top									

1

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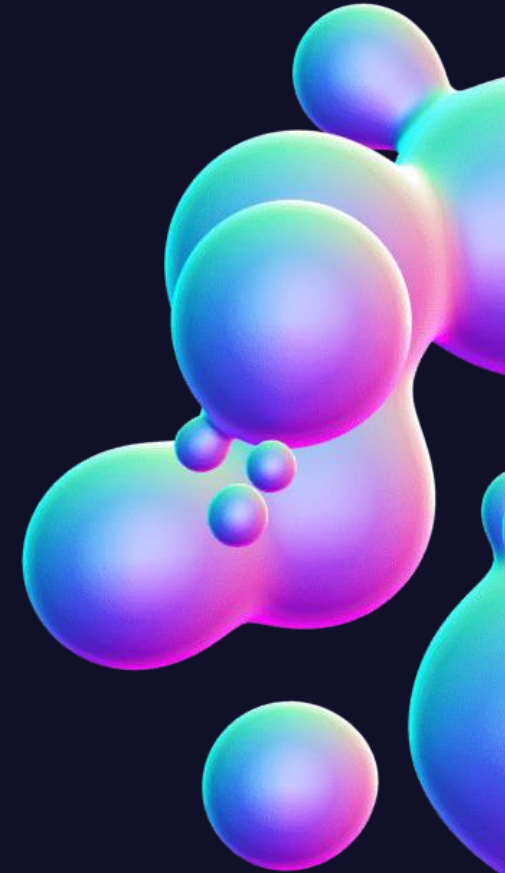
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Conclusions



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

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

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

- bit.ly/anicca-free-training

Register to attend our in-person Ecommerce Events

Secure Your Ticket!



bit.ly/anicca-event-invitation

Next Leicester Ecommerce Lunch on 17th October 1-3pm, at the Veenno Bar, Leicester.

You must be a retailer, ecommerce business to claim your free place.

Tech/software supplier and agencies by invitation only



anicca**digital**

Any questions?

Thank you

ann@anicca.co.uk

bit.ly/anicca-digital-women-live

