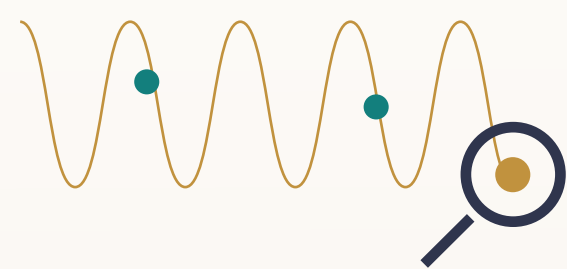


WTF Happened to SEO? AI Did

The landscape of SEO has undergone significant transformations in the first half of 2024, primarily driven by the integration of generative AI into search engines like Google and Bing. This webinar delved into these changes and their implications for digital marketing strategies. This document serves as a reminder of the key points discussed during the event. For further details and continuous updates, connect with us on LinkedIn or reach out directly via email or phone.

Major SEO Changes in 2024

Generative AI Integration



Google and Bing have implemented generative AI, known as AI Overviews, into their search results.

Initially, AI Overviews were shown for 65% of searches but have now reduced to 35% due to engagement issues.

AI responses are still being fine-tuned, with new features like the ability to bookmark specific AI-generated responses.

Google Algorithm Leak



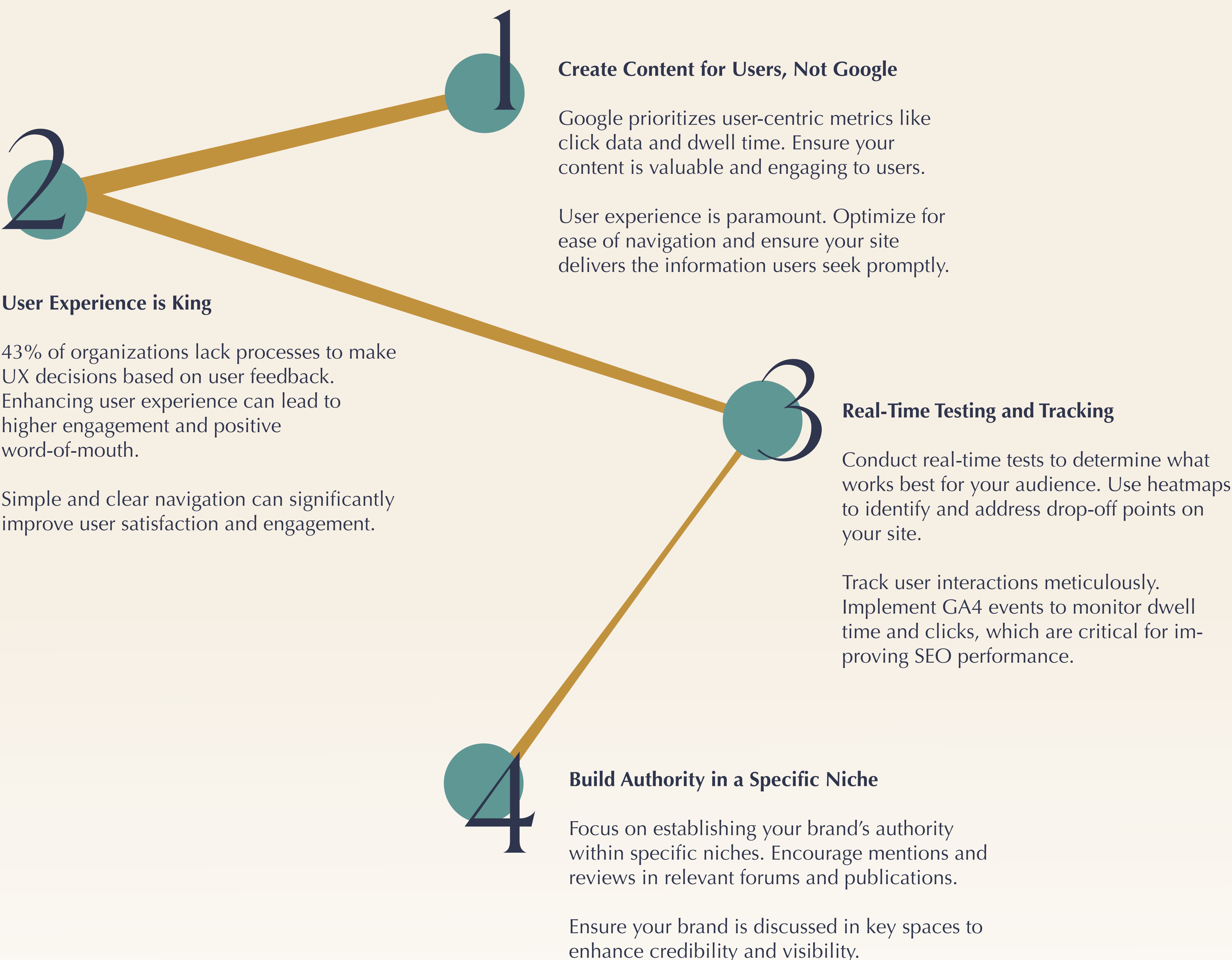
Google AI

A significant leak from Google's search division revealed critical insights:

Google tracks at least the last 20 versions of web pages. Sites with videos on more than 50% of their pages are classified as video sites, which can enhance visibility on Google Video Search.

Poor navigation and exact match domains can negatively impact rankings.

Key Takeaways for Marketers



Implementing the Strategy

- Transition from traditional SEO practices to user-focused strategies.
- Continuously update content to align with user needs and preferences.
- Engage in community building, like joining or creating LinkedIn groups to foster discussions and share insights.

[Click here](#)

Performance marketing – how to build incremental gains week on week through AI and Tech

Next event

This session will go in-depth into how to build 1% improvements week on week in performance marketing to improve marketing qualified leads and support sales.