WTF Happened to

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 Al Overviews, into their search results.

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

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



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

Create Content for Users, Not Google

Google prioritizes user-centric metrics like click data and dwell time. Ensure your content is valuable and engaging to users.

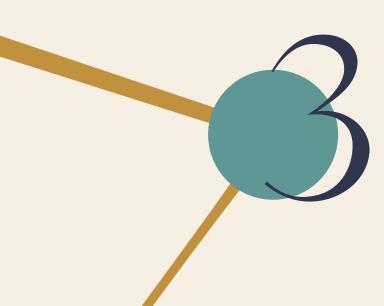
User experience is paramount. Optimize for ease of navigation and ensure your site delivers the information users seek promptly.



User Experience is King

43% of organizations lack processes to make UX decisions based on user feedback. Enhancing user experience can lead to higher engagement and positive word-of-mouth.

Simple and clear navigation can significantly improve user satisfaction and engagement.



Real-Time Testing and Tracking

Conduct real-time tests to determine what works best for your audience. Use heatmaps to identify and address drop-off points on your site.

Track user interactions meticulously. Implement GA4 events to monitor dwell time and clicks, which are critical for improving SEO performance.

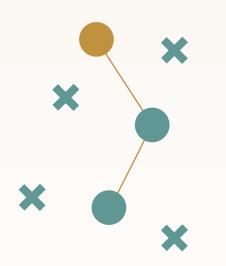


Build Authority in a Specific Niche

Focus on establishing your brand's authority within specific niches. Encourage mentions and reviews in relevant forums and publications.

Ensure your brand is discussed in key spaces to enhance credibility and visibility.

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.



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



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.