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## THE RISE OF **GENERATIVE SEARCH EXPERIENCE (GSE)**

# The Rise of Generative Search Experience (GSE)

The landscape of search engine results is transforming in 2024. As National Positions was built upon the advent of SEO nearly 20 years ago, this is an area we are paying particular attention to in 2024. Once again, the game is changing,

More personalized and interactive search results on the way, this GSE disruption will demand fresh SEO strategies, Google Ad strategies, and even a refreshed focus on video content creation.

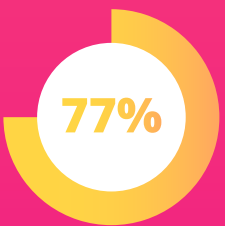
Tech giants like Google, Microsoft, and Amazon are in a race to dominate this revolution in digital AI, particularly in search results and paid media. GSE is redefining visibility in search results—and also the very term “search results.”

The emphasis shifts from keywords to the context of searches, altering the journey from discovery to conversion. For marketers, adapting to GSE is not just an opportunity; it's a necessity.

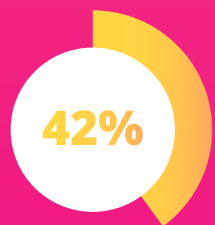
# Preparing Your Brand for Generative Search



**84%** of search queries now feature results supplemented by Google's Generative Search Experience.



**68%** of these queries involve opt-in actions, where users must specifically request an AI-generated answer via the Generative Search Experience.



For **16%** of search queries, a truncated AI-generated answer is provided through the Generative Search Experience.



## **GSE Impacting Organic Search Results**

The main idea of GSR is to provide direct answers to search queries based on the context of the search. This is all well and good; however, these results will be showing up at the top of the search, pushing organic listing lower in the search results.

Overcoming this comes down to getting much more granular with your informational content to possibly be featured in the referred sites alongside the GSE results. This will be especially true with long-tail contextual-rich searches like “What’s a better travel destination for families with kids under 5 with pets, Los Angeles or Austin?”

## **Google GSE Has a New “Top 3”**

The idea of being “number 1” on Google or in the “3 pack” (for local searches) has been a diminishing returns conversation for some time now. Even the idea of “being on page 1” has loosened its grip a bit after Google introduced its infinite scroll in the search in 2022.

Regardless, for SEO, being higher in the search results is always better. To that end, Google’s GSE has carried over their “3-pack” idea to be featured alongside their AI results—and this placement is likely to still be determined by the sites that hold the highest clicks and engagement rates.

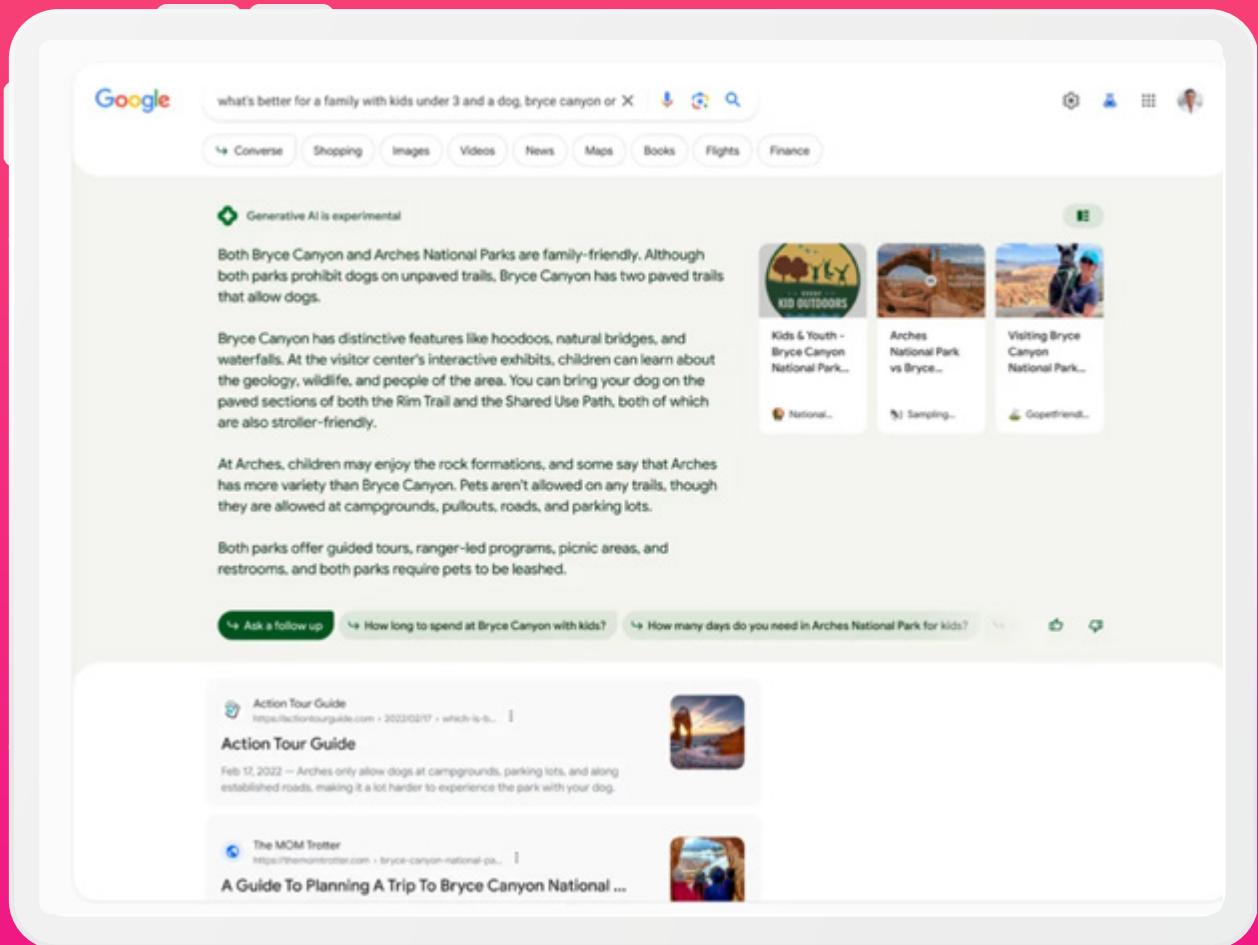


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## A New Opportunity for Google Advertisers

Google Search Labs is rolling out something cool called the Search Generative Experience. It's part of their experiments to blend ads right into the AI-driven search and conversation features. So imagine you're looking up kid-friendly surfing in Maui—you might see a specific ad for surfing lessons just for kids.

And don't worry, Google's keeping it transparent. Any ad you see will be boldly marked as "Sponsored." So while there may be decay in organic traffic with GSR, there may also be a new opportunity for Google advertisers.



# Your 2024 GSE Preparation Checklist!

What would all this talk about generative search experience be without some practical steps to prepare? At the time of writing, Google's GSE is still in the testing phase; however, from what we know there are some steps any business online can take to prepare to take advantage of the update. There will be updates, algorithm changes, and a multitude of aspects surrounding this to be introduced, but it's better to be prepared than to play catch up when the "switch" is flipped!



## **Focus on Conversational Content**

Develop content that answers specific questions and is conversationally structured, as GSE often pulls from naturally phrased language.



## **Optimize for Long-Tail Keywords**

Incorporate long-tail, conversational keywords into your content. These are more likely to align with the queries generated by GSE.



## **Enhance Your Local SEO**

Ensure your local business listings are updated and optimized, as GSE tends to emphasize local search results.





### **Implement Structured Data**

Use schema markup to help search engines understand and categorize your content more effectively, which is crucial for GSE.



### **Create Rich, Informative Content**

Develop comprehensive content that covers topics in-depth. GSE favors content that provides thorough answers to user queries.



### **Leverage AI for Content Optimization**

Utilize AI tools to analyze and optimize your content for GSE, enabling it to meet the nuances of generative search queries.



### **Optimize for Voice Search**

As GSE often overlaps with voice search, ensure your content is optimized for voice queries, which are typically more conversational.





### **Monitor Search Trends**

Stay updated on evolving search trends and adapt your content strategy accordingly. Tools like Google Trends can be helpful for this.



### **Improve User Experience (UX)**

Ensure your website offers an excellent user experience, as GSE tends to favor sites that engage users effectively.



### **Engage in Continuous Learning**

Stay informed about the latest developments in GSE and AI in search, as these technologies are rapidly evolving.