

Episode 116 - How to Best Prepare for SGE (Search Generative Experience)

Gert Mellak 0:00

If you educate a child, you can't really control what it's going to do when each moment but you kind of provide enough context and information etc. So the child at some point can make an informed decision. Search generative experience is working much in the same way. So whatever goes into this, whatever information it finds might be decisive at the moment of giving an answer.

SEO Leverage Podcast Intro Music 0:28

Welcome to the SEOLEverage Podcast, where we talk about search, marketing, and conversion.

Gert Mellak 0:38

Welcome back to SEOLEverage.com. This is Gert Mellak. And you're listening to Episode 116. And today, I really want to address something I have been asked so many times in the last weeks and months actually, which is how can we actually prepare for search generated experience? For those of you who might not have heard this term this way? We are talking about search engines essentially giving an answer that is very much like what you would expect ChatGPT to tell you. So if you ask about the best SEO agency out there, for example, you could expect it to have a conversational answer, highlighting probably why SEOLEverage.com would be your best option.

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Jokes aside, it is going to disrupt what the search experience looks like. Bing has been having they're Bing chat or now called Copilot that I think, actually out there for a while. What Bing says in an interview I heard recently was the audience is much more qualified this way. Because the chat bot essentially kind of asks some questions in order to refine and find the best answer, etc. What I believe is going to be seen how many searches are actually going to be answered this way. And will it really make sense where it takes away ad costs or ad budget from Google that ad revenue essentially, just because if people already get the answer by the Chatbot, they're not going to click on ads. So Google is going to be very careful about it.

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But ultimately, as an SEO agency, as an SEO consultant, myself, and in your position, as a business owner, we all want to make sure that we prepare in the best possible way for what is coming. Google has been always a moving target, there was always a need to adapt as fast as possible. And we just want to make sure we do this, right. Search Generative Experience is at

its main layer, really a language model that comes up with answers based on its training material, it is to be expected, they're going to be more and more layers added in order to fact check, and maybe bring up some real time information sometimes, but usually, it's going to be pre trained information.

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So it's going to scan the Internet, or parts of it, it's going to make a decision how much it scans of each page in order to use it or not use it in the language model training. So whatever goes into this system is going to define what goes out of it. I recently in my LinkedIn, I published kind of a nerdy approach to it, I guess, because it seems to me like educating a child, if you educate the child, you can't really control what it's going to do when each moment but you kind of provide enough context and information etc. So the child at some point can make an informed decision.

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Search Generative Experience working much in the same way. So whatever goes into this, whatever information it finds might be decisive at the moment of giving an answer. There was one example I published on LinkedIn as well, which was actually me asking the language and I think Google borrowed back then, what are the top running shoe brands. And it was interesting that Nike didn't come back and asked why. And it says, yeah, they had manufacturing issues. And then I obviously was triggered, and and did a lot of research until they found where this information came from. And it was actually just one testimonial on one page about one particular shoe model that actually had some manufacturing issues temporarily. But this happened to be the training material.

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So we need to be as brands really, really careful about what is out there, about our brand about our product about the founder about our main team members that might be customer facing, because it might just be the training material. We are doing more and more online reputation management work for brands that have issues with past employees that might be talking badly about the company. So you ask Googlebot if this in this company is legit, and it might go back Yeah, it is legit, but it treats its employees badly and the boss is shouting all the time. And things like those. Do you think a client coming across this information is actually going to want to buy from this company? Most Definitely not.

5:01

So whatever is out there can come back and bite you. And with Search Generative Experience, the problem is that you might not even be aware of it. So at the basic layer, there should be brand monitoring, you'd want to know when you or your product or your main staff members, founder and CEO get mentioned out there. Because this might just be the training material for somebody who wants to inquire about your brand tomorrow, you also want to make sure that you actively construct the contact information, you actually create content and get it published on the Internet, ideally, with a digital PR campaign, where you get even third parties, like journalists, on magazines talk about you about what you're doing well, what awards you have

been getting, how you are working with your employees, and what kind of results you're getting, and etc.

5:52

So you definitely want to make sure that you create enough positive content that in case there is a reputational issue, it is actually in the minority. And mostly, there is positive content that shows you in a professional context. But it's not only about the information beyond your website, it's also about the information on your website, you want to be very clear, and describe your brand, your product, and who is it for, in simple terms, very simple terms, find the easiest way to talk about what you do.

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So for SEO, this could be that, Gert Mellak is an SEO professional. He is the founder of SEOLeverage.com. SEOLeverages is an SEO agency, with the conversion driven focus. Gert is also the founder of the ERICA framework, and has published a book on Amazon about it. And like short sentence simple terms. And this is what machines can actually understand. We had several clients who tried to describe their business and the software or the coaching program in very, very complex and formal terms over three or four lines. And it wasn't until we broke up this text and phrased it much simpler, that Google actually started to rank them on page one.

7:07

So it is important to communicate in simple terms in an easy language. And you will definitely want to make sure that you do this consistently. Google like children actually learns much better with consistency. If you give a child different instructions every single day, or different guidelines on how to behave, how to do the homework when to do it. When to do this, when to do that. They're not going to react well to that. And Google isn't either. Google can get confused. And this is what you definitely want to avoid, you want to avoid that Google gets confused. You want to communicate in simple, consistent terms, information about your brand.

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If you follow these tips, I think you're already on the safe side of the 10% of people that are preparing best for the Search Generative Experience. As SEO agencies, we're obviously monitoring what's happening there. But it's really hard to assess what's going on, we can expect that Google is not going to kill search traffic because it makes them a lot of money. Google is not going to kill visibility for at least those terms that actually make them a lot of ad revenue, they might be taking a temporary loss in order to preserve or gain market share here. But it's not to be expected that they are going to turn off search traffic just to make sure that they always give an answer.

8:29

And it's also not that easy. There's just so many similar topics. Similar terminology, that means something different in different contexts. It's not that easy to always give an answer. But Google has always tried to put a lot of information in front of a lot of users and just track how they react. So we can also expect that there's going to be quite a dynamic in there in terms of what triggers

a Search Generative Experience and what doesn't. And it might change overnight or with an algorithm update. So it's going to be really interesting to see how Google is going to roll this out to do a lot of testing and still not ready. But it would not expect Google to wait too long to start using this actively in search. Just to start gathering a lot more data and improve the product.

9:17

My name is Gert Mellak, if you're interested in preparing your website, your brand for search generating experience, why even want to make sure that you protect your brand and your online reputation as much as you can, head over to SEOLeverage.com, schedule in a call with us reach out to us and we establish an audit and scorecard. See where you are, see where the gaps are and establish a roadmap for the next month in order to fill those gaps and make sure we shield your brand and prepare you as much as possible. Thank you.