What’s changed in a year of AI and SEO
Russ Jeffrey
Dir Ecosystem & Product Strategy
The SEO landscape is changing fast

- Last week was a big week in search, with industry-changing news
- Mass amounts of uncertainty and fear is currently out there. (I won’t really help that!)
Quick recap of Google changes over the last year

Feb 2023: Google's guidance on AI content
Mar 2023: SGE first tested
Sept 2023: Helpful Content Update
Nov 2023: Review update
2024: AI Overview for all
Vertical SaaS companies can benefit from a multi-product strategy to increase revenue and boost value. This strategy involves offering a range of products to address the needs of different industry-specific audiences. For example, Tidemark provides analytics and business planning software for large organizations in the financial and operational sectors.

Mastering multi-product strategies for vertical SaaS

Dec 13, 2023 — Identify expansion areas. Multi-product expansion comes in two flavors. You can either offer a product that aims to make new customer segments...

People also ask

What is a multiproduct strategy?
Are we undergoing a fragmentation of search?
STAMFORD, Conn., February 19, 2024

Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents
Not so fast...
But, people are using multiple tools more...

<table>
<thead>
<tr>
<th>Research</th>
<th>Answers</th>
<th>Buying</th>
<th>Local</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChatGPT</td>
<td></td>
<td>Google</td>
<td>Yelp</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Perplexity</td>
<td>Amazon</td>
</tr>
</tbody>
</table>
SGE is now

AI Overview
AI Overview

Content mapping can help agencies improve sales, engagement, and audience targeting. It can also help agencies align their content with each stage of the buyer's journey, which can lead to increased conversion rates.

Here are some best practices for creating a content map:

For starters, a content map outlines how each piece of content you develop strategically aligns with and supports the

When choosing a pour over coffee cone and pour over system, you can consider things like:

Size
How much coffee you want to brew at once. Smaller cones are usually designed for one cup.

Filter type
The filter type can affect the brewing process, flavor, and your daily routine. Disposable paper filters are the most common, as they filter out the most fines and oils and are easiest to clean. Reusable options include cloth, stainless steel mesh, or plastic mesh.

Hole Frequency And Size — The more large holes a brewer has, the faster the water will drain. Typically, faster draining correlates with more difficulty, like with the Hario V60. Slower draining devices, like the JavaPresse dripper or Kalita Wave, tend to be a little
AI Answers on Google are here. Time to prepare.

- Google’s data shows that people **engage** more with search when an AI Overview is shown.
- Creating content for users not just for search engines
If I asked you, what does this have to do with search?
The answer: Grounding (aka RAG)
How AI Overview results are generated

A simplified model

1. Search Google
2. Google index of content (traditional search)
3. Inject content into customized LLM/Gemini
4. AI Overview result
What does this mean?

- Traditional SEO efforts still matter
- E-E-A-T is super important
- Ensuring content/pages are indexed in the first place!
Thank you.

Partner Summit  I  2024