

SEO in the AI Era: A Deep Dive into Google's Generative Search Revolution



wordlift.io for Main Street ROI - December 2023

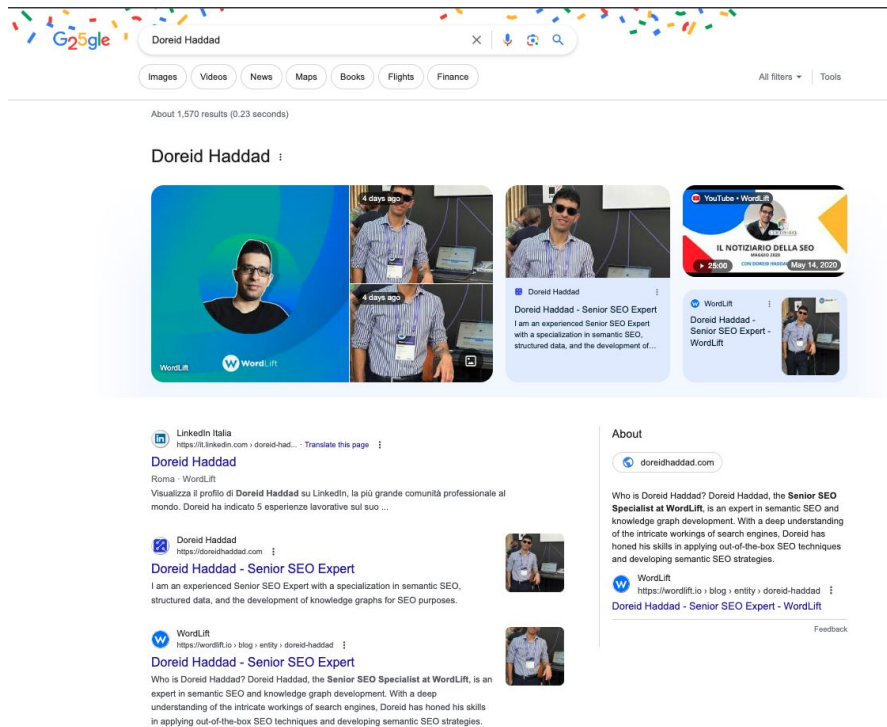
Introduction



Who is me?

According to Google:

Who is Doreid Haddad? Doreid Haddad, the **Senior SEO Specialist** at **WordLift**, is an expert in **semantic SEO** and **knowledge graph** development. With a deep understanding of the intricate workings of search engines, Doreid has honed his skills in applying out-of-the-box SEO techniques and developing semantic SEO strategies.



<https://g.co/kgs/6pmXmj>

What is SGE and Why Should You Care?



What is SGE and Why Should You Care?

A new way to search with generative AI

An overview of SGE



What is generative AI in Search (SGE)?

SGE is an early step in transforming the Search experience with generative AI. When using SGE, people will notice their search results page with familiar web results, organized in a new way to help them get more from a single search.



With generative AI in Search, people are able to:

- Ask new kinds of questions that are more complex and more descriptive
- Get the gist of a topic faster, with links to relevant results to explore further
- Get started on something you need to do quickly, like writing drafts or generating imagery right from where you're searching
- Make progress easily, by asking conversational follow-ups or trying suggested next steps

Source: <https://www.google.com/search/howsearchworks/google-about-SGE.pdf>

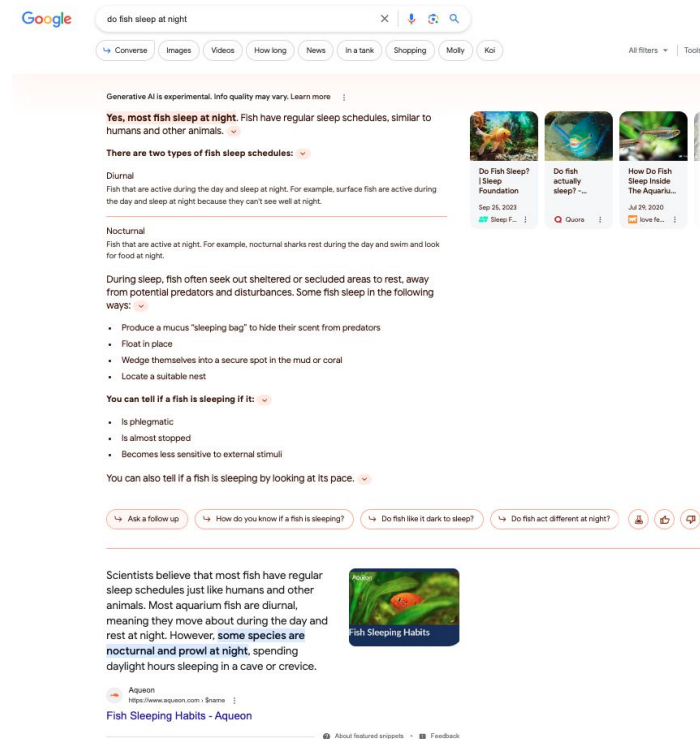
What is SGE and Why Should You Care?

SGE, a component of Google's experimental program within **Search Labs**, utilizes cutting-edge **Generative AI** to enhance search functionalities. Its primary objective, as stated in [Google's official blog](#), is to **revolutionize search experiences** by making them more **interactive** and **personalized**, shifting from **passive information retrieval** to **active engagement**.



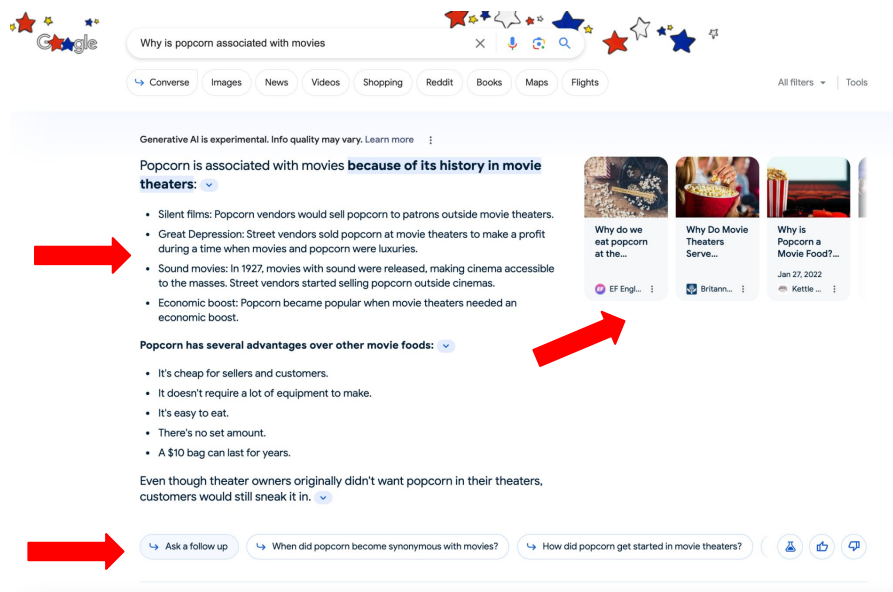
What is SGE and Why Should You Care?

- **SGE Takes the Top Position**
(Position 0)
- The Search Generative Experience's influence extends to all internet users, creators, and businesses, fundamentally **reshaping the way people use Google**
- Sundar Pichai (Google CEO) compares the shift to SGE to the **shift from desktop to mobile**



What is SGE and Why Should You Care?

- The **query** now resembles regular language and isn't restricted like in Orwell's Newspeak. It can be longer than the historical limit of 32 words.
- The **Featured Snippet** has transformed into an "AI snapshot" that compiles a summary from 3 search results.
- Users can engage in a **conversational mode** and ask additional questions



Google's Search Generative Experience and the Future of eCommerce SEO



Google's Search Generative Experience and the Future of eCommerce SEO

- **Pros and Cons** of the product
- A **price range** indicating the cost of the product
- Aggregated **reviews** gathered from different sources
- A comprehensive **list of stores** offering the same product
- **Price** information for each store offering the product
- **Shipping details** associated

The screenshot displays a Google search for "ray ban caravan". The interface features a search bar at the top with the query "ray ban caravan" and navigation tabs for "Converse", "Shopping", "Images", "Videos", "Vintage", "Titanium", "For sale", "3136", and "On face". Below the search bar, a "Generative AI is experimental. Info quality may vary." notice is present. The main content area provides a detailed description of the Ray-Ban Caravan sunglasses, highlighting their streamlined, geometric design and metal frame. To the right, a carousel of product images is shown, including the Ray-Ban Caravan, RB3136, and Ray-Ban RB3136 Caravan. Below the description, a "Pros and Cons" section is displayed, with "Pros" listing top-class performance, light weight, and high-quality glass, and "Cons" listing materials that feel cheap and easily bendable. A central image of the sunglasses is shown with a "Price" range of \$163-\$178, a "Reviews" rating of 4.8 (536), and a "Stores" list of 19. At the bottom, a "Stores" table lists various retailers offering the product, including Ray-Ban, Amazon.com, Glasses.com, SportRx, Nordstrom, and Dick's Sporting Goods, with prices ranging from \$163.00 to \$178.00 and free delivery options.

Google

ray ban caravan

Converse Shopping Images Videos Vintage Titanium For sale 3136 On face

All filters Tools

Generative AI is experimental. Info quality may vary.

The Ray-Ban Caravan sunglasses are a streamlined, geometric model and an alternative to the classic Aviator sunglasses. They were originally launched in 1957 and feature a metal frame and squared lenses. The Ray-Ban signature logo is displayed on the nose pads and lenses.

Pros

- Top-class performance
- Light weight
- High-quality glass

Cons

- Materials feel cheap and easily bendable

Price
Typically \$163-\$178

Reviews
4.8 ★ (536)

Stores
Ray-Ban, +19

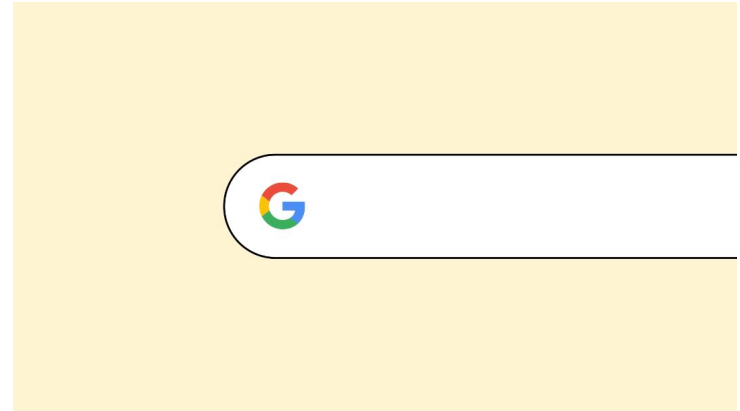
Stores

Store	Price	Shipping
Ray-Ban Ray-Ban Sunglasses Cara...	\$163.00	Free delivery
Glasses.com Ray-Ban Unisex Rb3136 ...	\$163.00	Free delivery
Nordstrom Ray-Ban 58mm Rectangle...	\$163.00	Free delivery
Amazon.com Ray-Ban RB3136 Caravan ...	\$178.00	Free delivery
SportRx Prescription Ray-Ban RB3...	\$163.00	Free delivery
DICK'S Sporting Goods Ray-Ban Caravan Sunglas...	\$163.00	Free delivery

Google's trying to become a one-stop shopping destination

In my previous experience with SGE e-commerce, I, as a user, was able to accomplish the following on a single Google page:

- Easily locate the **same product** available across **multiple stores**.
- Find all the aggregated **reviews** in **one place**, eliminating the need for me to visit individual websites to gather information.
- Access all the **prices** in one convenient location, allowing me to **compare** them and select the **best offer** available.
- Obtain a clear idea about the **shipping details**.

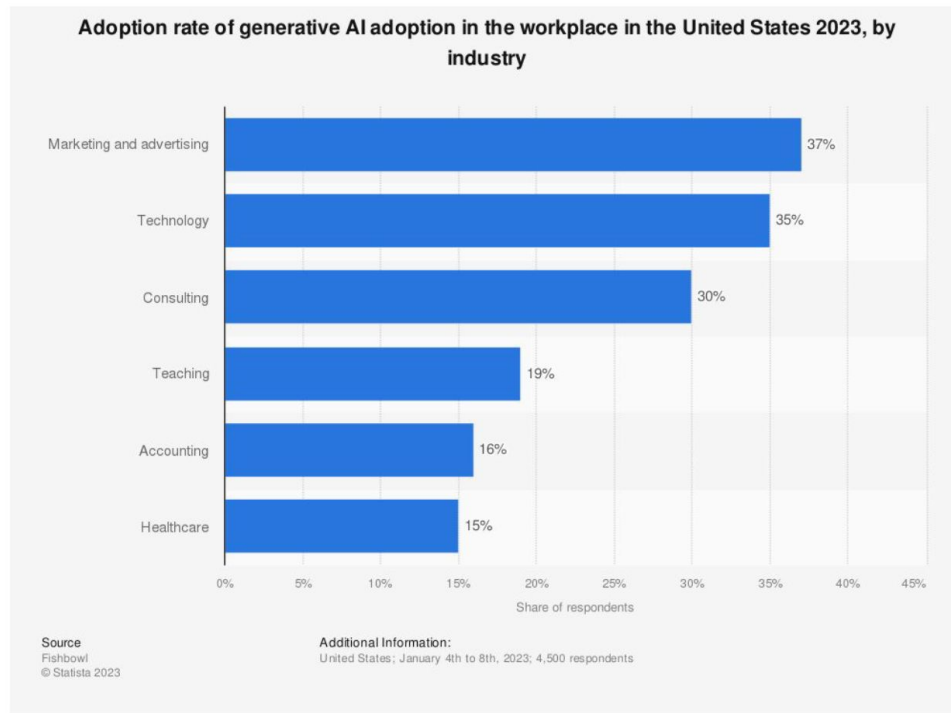




The role of E-E-A-T in the era of AI

The role of E-E-A-T in the era of AI

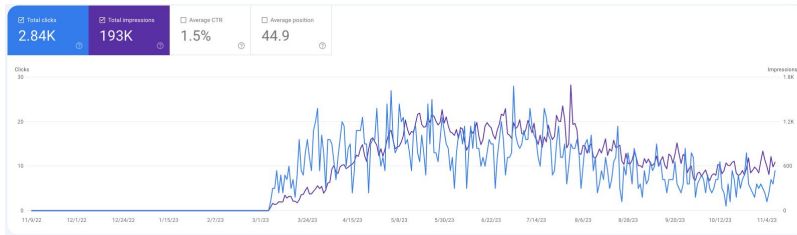
Generative AI adoption is rapidly gaining momentum in workplaces, particularly within the **marketing and advertising** sectors, alongside advancements in **technology**.



The role of E-E-A-T in the era of AI

Balancing **E-E-A-T** and AI can lead to great results.

I did an **experiment** by writing an **article with AI** about **AI-generated** content, and it's ranking very well.



A screenshot of a Google search result for the query "can ai content rank on google". The search bar at the top shows the query and various filters like Converse, Shopping, Images, Videos, News, Books, Maps, Flights, and Finance. The main content area features a snippet from WordLift stating: "Generative AI is experimental. Info quality may vary. Learn more". Below this, a red arrow points to a section titled "Yes, AI-generated content can rank on Google if it meets Google's guidelines for helpful content." This section explains that Google prioritizes valuable and informative content, regardless of its origin, and that AI content needs to meet the same criteria as any other content. A list of guidelines is provided: Be of high quality and relevance, Be useful, helpful, original, and satisfy aspects of E-E-A-T, and Have a purpose of creating content to help people rather than to manipulate search rankings. Another red arrow points to a section titled "Yes, AI-generated content can rank on Google when it is of high quality and relevance," which reiterates that Google emphasizes content quality over its production method. At the bottom, there are several suggested follow-up questions: "Ask a follow up", "Is AI content good for SEO?", "Will Google penalize AI content?", and "What makes content rank on Google?".

Google

can ai content rank on google

Converse Shopping Images Videos News Books Maps Flights Finance

Generative AI is experimental. Info quality may vary. Learn more

Yes, AI-generated content can rank on Google if it meets Google's guidelines for helpful content. Google prioritizes valuable and informative content, regardless of its origin. However, it's important to review AI content for coherence and accuracy to achieve the best results in search rankings.

To rank well in search engine results pages (SERPs), AI content needs to meet the same criteria as any other content:

- Be of high quality and relevance
- Be useful, helpful, original, and satisfy aspects of E-E-A-T
- Have a purpose of creating content to help people rather than to manipulate search rankings

Google has made it clear that it will not rank content solely based on its use of AI technology:

- Using AI doesn't give content any special gains
- Not all use of automation, including AI generation, is spam

Ask a follow up Is AI content good for SEO? Will Google penalize AI content? What makes content rank on Google?

Yes, AI-generated content can rank on Google when it is of high quality and relevance, as Google emphasizes content quality over its production method. However, it's important to review AI content for coherence and accuracy to achieve the best results in search rankings.

WordLift
<https://wordlift.io/blog/can-ai-content-rank-on-google/>
Can AI Content Rank on Google? - WordLift Blog

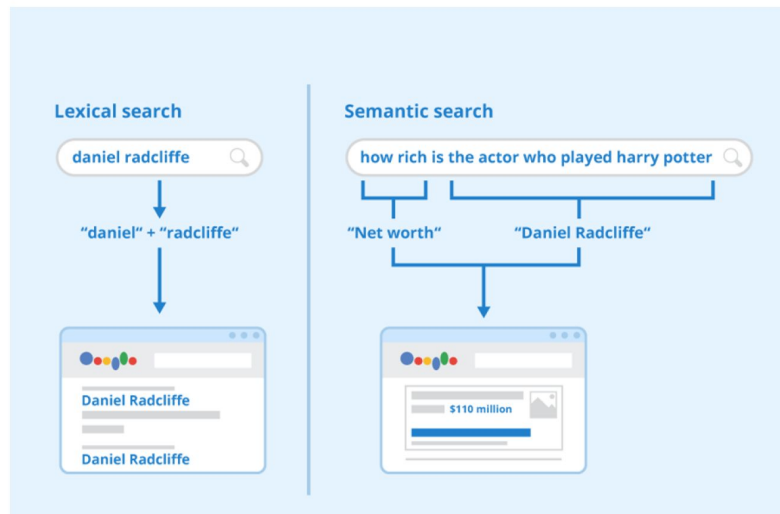
About featured snippets Feedback



How did this occur?

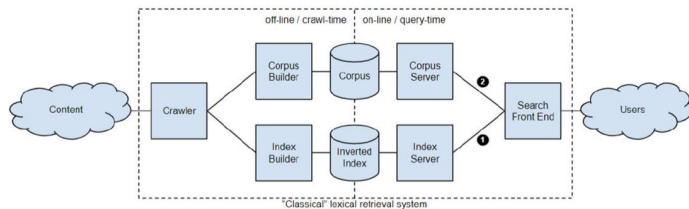
Google Shifted from Lexical to Semantic Search Engine

- **2010:** Google acquires **Freebase**, a semantic database.
- **2012:** Google introduces the **Knowledge Graph**, a semantic database for Google Search.
- **2013:** Google releases the **Hummingbird** algorithm update, which enables semantic interpretation of search queries and documents.
- **2014:** Google introduces the **Knowledge Vault**, a data mining system for expanding the Long Tail of Knowledge.
- **2015:** Google releases **RankBrain**, a machine learning system for interpreting search queries.
- **2018:** Google starts performing major **core updates** to its ranking algorithms with a focus on **E-A-T** (Expertise, Authoritativeness, and Trustworthiness).
- **2021:** Google introduces **MUM**, a new technology that enables better semantic understanding of search queries, content in various forms (text, video, audio, image), and the "knowledge of the world".



Under the SGE Model, Google is Structured Liked This

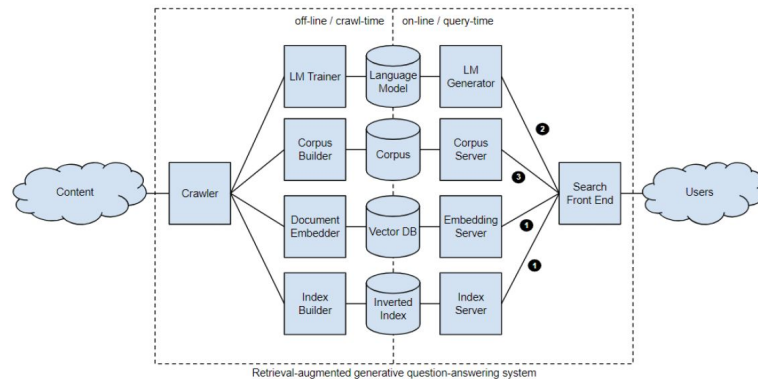
Architecture of "classical" web retrieval system



Google DeepMind

Architecture of a retrieval-augmented GQA system

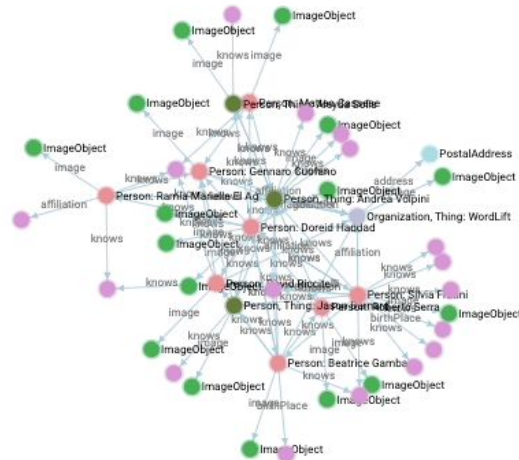
Google DeepMind



Semantic SEO is crucial for adapting to the evolving landscape of search engines



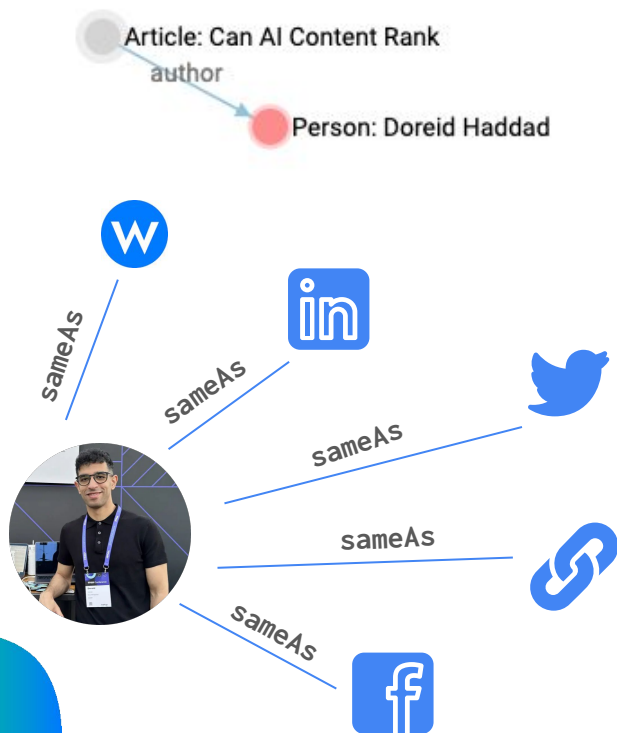
Web Page



Structured Data & Knowledge Graph

The role of E-E-A-T in the era of AI

It's not just about crafting the article; it's about the **individuals** behind the content. Utilizing **structured data** and the sameAs property can clarify your **identity** for **search engines**.



Person

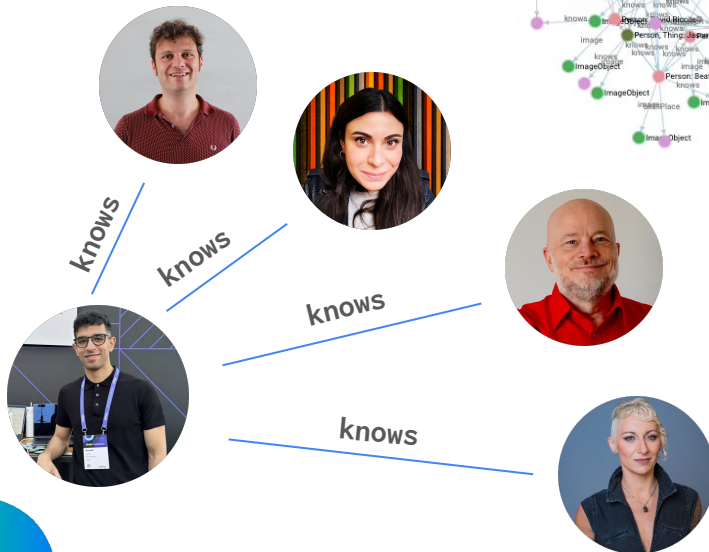
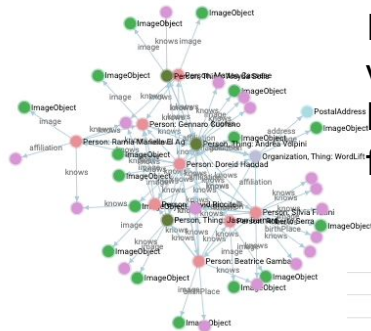
0 ERRORS 0 WARNINGS ^

ID: http://data.wordlift.io/wl0216/entity/doreid_haddad

@type	Person
@id	http://data.wordlift.io/wl0216/entity/doreid_haddad
description	Quick Facts Name: Doreid Haddad Position at WordLift: Senior SEO Specialist Spoken Languages: Arabic (Native Speaker), Italian and English. Bio: An experienced Senior SEO Expert with a specialization in semantic SEO, structured data, and the development of knowledge graphs for SEO purposes. My expertise lies in providing innovative and scalable SEO solutions tailored to meet...
mainEntityOfPage	https://wordlift.io/blog/en/entity/doreid-haddad/
name	Doreid Haddad
email	doreid@wordlift.io
sameAs	https://www.linkedin.com/in/doreid-haddad/
sameAs	https://www.facebook.com/doreid
sameAs	https://twitter.com/Doreid1
sameAs	https://wordlift.io/blog/en/meet-doreid-seo-expert/
sameAs	https://doreidhaddad.com/
sameAs	https://g.co/kgs/k9nmB5
url	https://wordlift.io/blog/en/entity/doreid-haddad/
url	https://doreidhaddad.com/

The role of E-E-A-T in the era of AI

Informing Google about the **people** you work with or the industry authorities you host webinars or events with is also crucial for gaining **trust**.

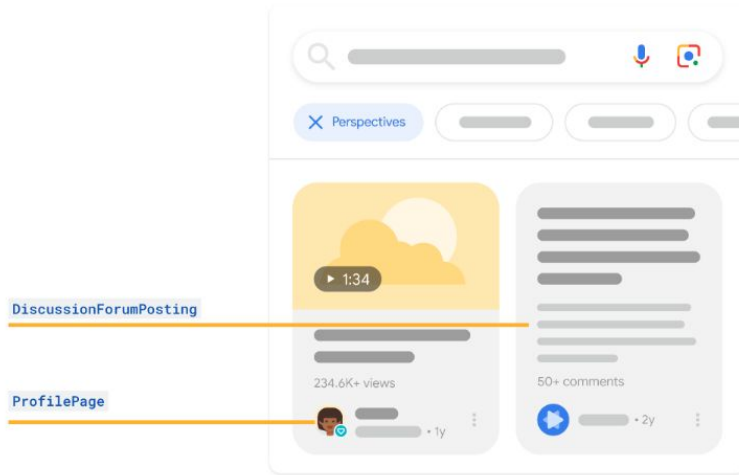


knows	
@type	Person
@type	Thing
@id	http://data.wordlift.io/wl0216/entity/andrea_volpini
description	Andrea Volpini, CEO of WordLift and co-founder of Insideout10, is a visionary entrepreneur, who has dedicated his carrier to the field of semantic web, SEO and artificial intelligence. With 25 years of world-class experience in online strategies and web publishing, he is an international speakers and regularly shares his insights at conferences and events (SXSW...
	https://wordlift.io/blog/en/entity/andrea-volpini/
mainEntityOfPage	
name	Andrea Volpini
alternateName	cyberandy
birthDate	1977-03-10
email	andrea@wordlift.io
email	andrea@insideout.io
sameAs	http://data.wordlift.io/wl0737/entity/andrea_volpini
sameAs	https://www.wikidata.org/wiki/Q28085380
sameAs	https://g.co/kg/m/0djt2h
sameAs	https://www.searchenginejournal.com/seo/seo-experts/
sameAs	https://www.longshot.ai/blog/top-seo-experts
sameAs	https://digitalscholar.in/seo-experts-in-the-world/
sameAs	http://data.wordlift.io/wl0216/user/cyberandy

New Google Updates to enhance E-E-A-T

Monday, November 27, 2023

New in structured data: discussion forum and profile page markup



Wednesday, November 29, 2023

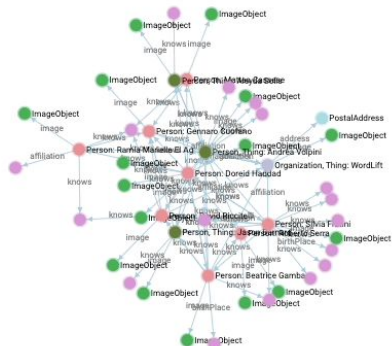
Expanding markup support for Organization details

```
1 <html>
2   <head>
3     <title>About Us</title>
4     <script type="application/ld+json">
5       {
6         "@context": "https://schema.org",
7         "@type": "Organization",
8         "url": "https://www.example.com",
9         "logo": "https://www.example.com/images/logo.png",
10        "name": "Example Corporation",
11        "description": "The example corporation is well-known
12        for producing high-quality widgets",
13        "address": {
14          "@type": "PostalAddress",
15          "streetAddress": "Rue Improbable 99",
16          "addressLocality": "Paris",
17          "addressCountry": "FR"
18        },
19        "vatID": "FR12345678901",
20        "iso6523Code": "0002:31234567",
21        "contactPoint": {
22          "@type": "ContactPoint",
23          "email": "contact@example.com",
24          "telephone": "+47-99-999-9999"
25        }
26      }
27   </script>
28   </head>
29   <body>
30   </body>
31 </html>
```

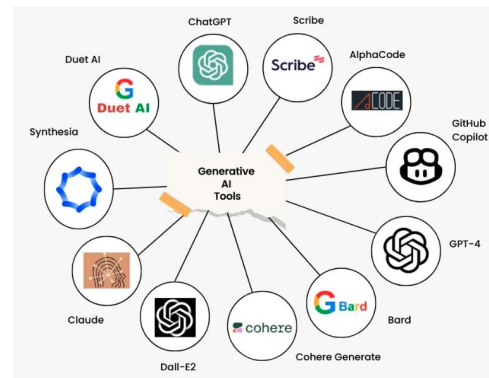

Adapting Your Content Strategy for the AI-Powered Search Era



Utilizing AI to Automate some SEO tasks and Discover new Opportunities



Knowledge Graph



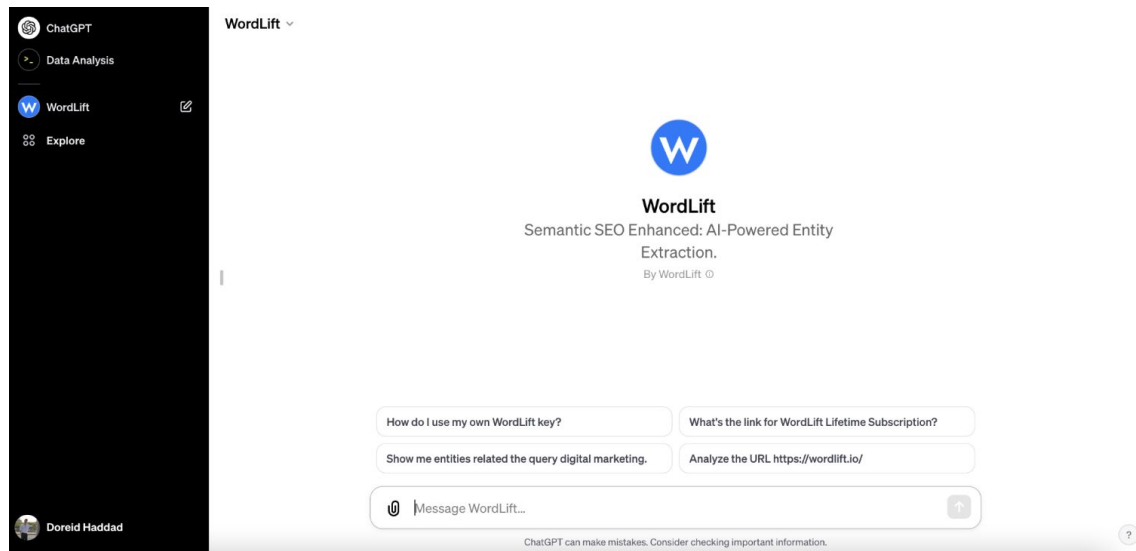
AI Tools

Integrating the **Knowledge Graph** with **AI tools** is essential for automation and harnessing AI for your benefit



Utilizing AI to Automate some SEO tasks and Discover new Opportunities

While anyone can employ **ChatGPT** to generate or enhance content, the approach can become overly generic when everyone follows the same path. However, what if we **merge** ChatGPT with our **proprietary data** within the **Knowledge Graph** and train the model using our specific information?



Utilizing AI to Automate some SEO tasks and Discover new Opportunities

If I inquire of ChatGPT about my **own identity**, it is evident that he will be **unable to provide an answer**.

However, if I utilize the WordLift extension for ChatGPT, which retrieves information from the **knowledge graph**, I will receive the **desired response**.

This process represents the critical element for **achieving content success** through automation, as content should be personalized based on the **data** at hand.



You

who is Doreid Haddad?



ChatGPT

As of my last knowledge update in January 2022, I don't have specific information about an individual named Doreid Haddad. It's possible that this person may not be widely known or may have gained recognition after my last update. If Doreid Haddad is a public figure or has become notable in some way since then, I recommend checking more recent and reliable sources for the latest information about them.



You

who is Doreid Haddad?

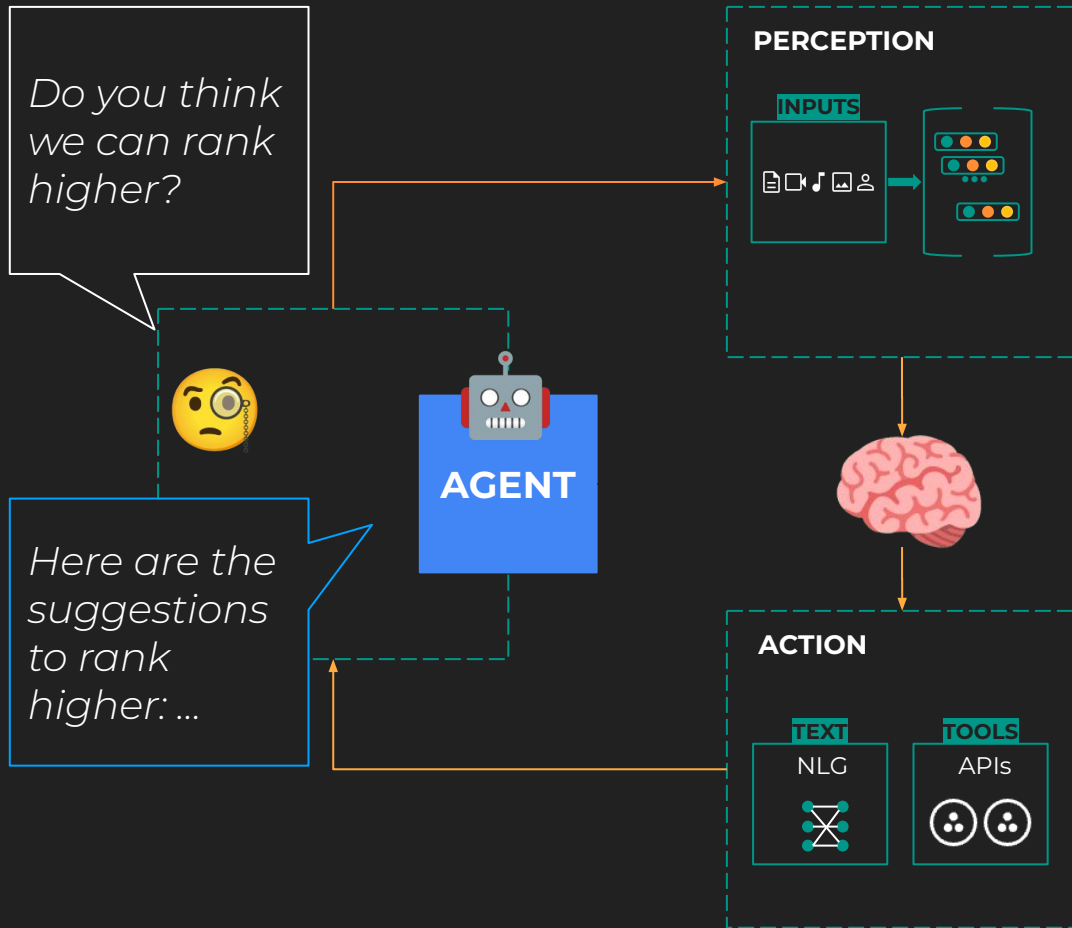


WordLift

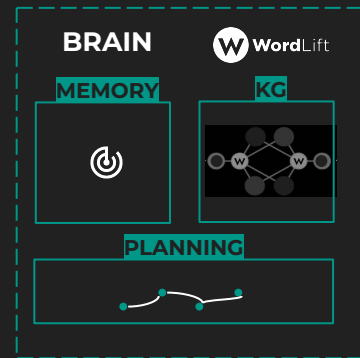
✓ Talked to api.wordlift.io ▾

Doreid Haddad is a Senior SEO Specialist at WordLift, where he is recognized for his expertise in semantic SEO and knowledge graph development. His work involves a deep understanding of the intricacies of search engines and the application of innovative SEO techniques to develop effective semantic SEO strategies. Haddad, who is originally from Syria and moved to Rome in 2014, is proficient in multiple languages, including Arabic, Italian, and English. He has specialized skills in digital marketing and search engine optimization, which includes areas like structured data and building knowledge graphs for SEO. His role at WordLift involves providing scalable SEO solutions that are tailored for various companies [\[1\]](#) [\[2\]](#) [\[3\]](#).






Creating SEO Agent with AI



inspired by "The Rise and Potential of Large Language Model Based Agents: A Survey" on [arXiv](#)



```
custom_prompt_new = """
```

```
    You are a specialized Agent with access to the WordLift Analysis API and the WordLift Content Expansion API.
```

```
    Your job is to assist users with content analysis and content expansion. You can:
```

1. Analyze text to extract entities and keywords.
2. Analyze a URL to gather webpage entities.
3. Analyze Google Search results for a query.
4. Content Expansion: Expand the content of a given URL based on specified entities.

```
    You can perform any of these types of content analysis. Then you can use the list of entities you will get in JSON, choose the relevant ones and summarize it in a list.
```

```
    If asked by the user, you can also use this information to expand the existing content on a url using a selection of entities.
```

```
    """
```


AI + Knowledge Graph =

ChatGPT 3.5

You
Write me an article about Doreid Haddad

ChatGPT
Title: Exploring the Life and Achievements of Doreid Haddad

Introduction

Doreid Haddad, a name that resonates with creativity, innovation, and entrepreneurial spirit, is a remarkable individual whose life and achievements have left an indelible mark on the world. Born on June 7, 1975, in Beirut, Lebanon, Doreid Haddad's journey is a testament to the power of perseverance, passion, and an unwavering commitment to making a positive impact. In this article, we will delve into the life and accomplishments of this inspiring figure.

Early Life and Education

Doreid Haddad's early life was shaped by the vibrant culture and rich history of Lebanon. He grew up in a family that encouraged him to explore his interests and pursue his dreams. From a young age, he displayed a keen interest in technology and innovation, a passion that would eventually define his career.

Haddad completed his primary and secondary education in Lebanon before embarking on his academic journey abroad. He pursued a Bachelor's degree in Computer Science at a prestigious university in the United States, where he honed his skills and gained valuable knowledge in the field of technology.

You reposted



Andrea Volpini
@cyberandy

Agent WordLift is getting smarter and smarter by using content in the KG

cc @Doreid1 #SEO #AI #Agent

W

Chat

Readme

User

Write ma an article on Doreid Haddad

06:44:43 PM

W

06:44:58 PM

Doreid Haddad: The Semantic SEO Maestro

In the dynamic world of digital marketing, Doreid Haddad stands out as a beacon of innovation and expertise. As the Senior SEO Specialist at WordLift, Haddad has carved a niche for himself in the realm of semantic SEO and knowledge graph development. His deep understanding of search engines' intricate workings has enabled him to hone a skill set that is both rare and highly sought after in the SEO community.

A Glimpse into the Expert

Doreid Haddad is not just any SEO expert; he is a specialist who speaks the language of the future—semantic SEO. With fluency in Arabic, Italian, and English, Haddad brings a global perspective to his work. His role at WordLift involves collaborating with various teams to foster innovative ideas and strategies that drive growth and success in the SEO landscape.

Quick Facts About Doreid Haddad

- **Position:** Senior SEO Specialist at WordLift
- **Languages:** Arabic (Native), Italian, English
- **Expertise:** Semantic SEO, structured data, knowledge graphs

Contributions to the SEO Community

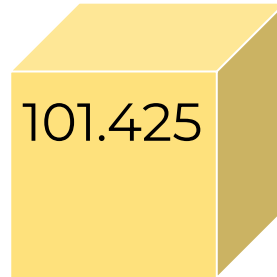
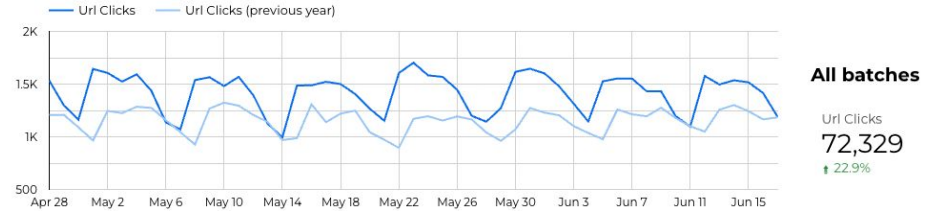
Haddad's insights into the future of SEO are not just theoretical musings; they are practical strategies that businesses can implement to stay ahead in the digital game. His articles, such as "The Fascinating Future of SEO" and "Can AI Content Rank on Google?", provide a window into the evolving world of SEO, where intelligent data analysis, enhanced user experiences, and the integration of AI in content creation are becoming the norm.

AI

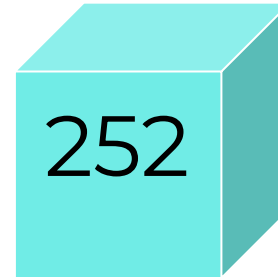
AI + Knowledge Graph

Content Generation

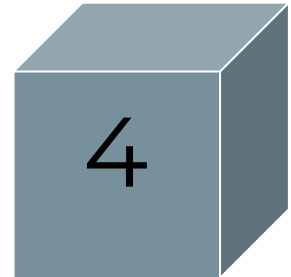
Results



Additional
clicks on the
first 5 months



total
number of
faq pages



e-commerce
websites

Questions?

Grazie!

