

The impact of generative AI on search in 2024

w/ Mike O'Flynn



Who Am I

- Over 15+ years in Marketing, across multiple industries both in-house, consultancy, and now agency.
- Had the pleasure of working on CIM marketing qualifications and the national marketing apprenticeships.
- Currently Senior Account Lead at Samphire Digital as well as holding Head of SEO and Senior SEO positions at two other companies.
- Working with Companies in the UK and internationally on discoverability campaigns.

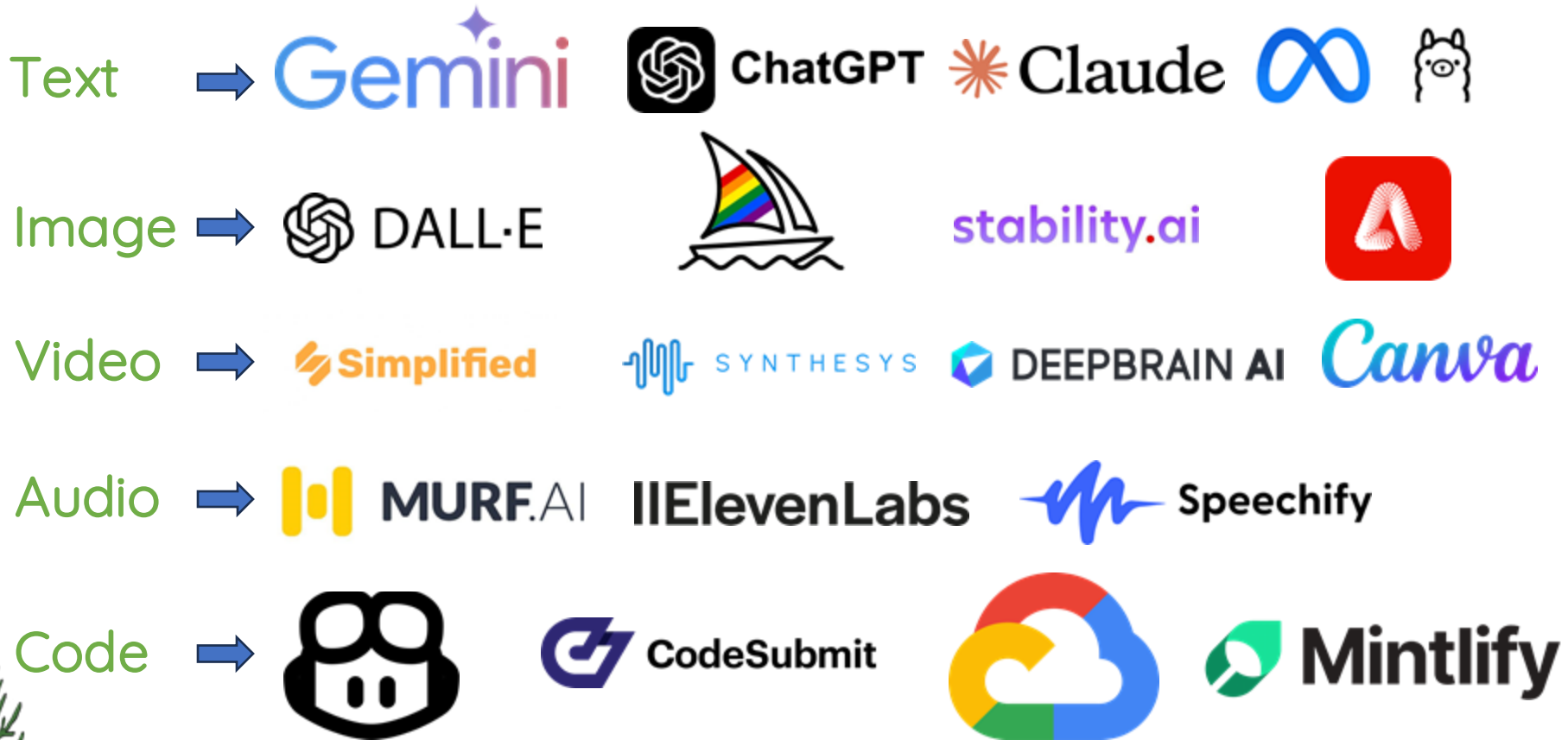


What is Generative AI?




Creates things that don't currently exist
based on pre-trained data sets.





- Write a funny song about attending the CIM Digital Marketing Conference on a Sunny Day in July.

Show drafts 

◆ (Verse 1)

It's a scorcher in the city, feels like July's come early
Sun is blazing, birds are singing, even pigeons look quite pearly
But I'm suited up and tie is on, heading for the conference zone
CIM's Digital Marketing day, where the freebies brightly groan

(Chorus)

Forget the beach, forget the bar, forget the park across the street
There's PPC and SEO talks, and so much industry heat
But hey, there's air con, there's a free lunch, and maybe some swag to snag
So raise a glass of lukewarm water, to the digital marketing lag

(Verse 2)

The speaker drones on algorithms, conversion rates and such
My eyelids getting heavy, brain feels like too much mush
But then a meme pops on my screen, a cat with keyboard paws
A ripple of laughter fills the room, defying digital laws

(Chorus)

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(Bridge)

Outside the window, sunshine beckons, a world of carefree bliss
But here we are, in PowerPoint land, where content truly is kissed
By the monotony of metrics, the jargon and the slides



What do I mean by Search AI?



Finding the most accurate answer to your queries in the simplest way using Gen-AI practices and the wider internet as the data set.



Hello.
How can I help you today?

Road trip drive time and kid entertainment ideas

Help me craft an OOO message based on a few details

Evaluate and rank common camera categories

Help me understand American football

Humans review some saved chats to improve Google AI. To stop this for future chats, turn off Gemini App activity. If this setting is on, don't enter info that you wouldn't want reviewed or used. [Open settings](#)

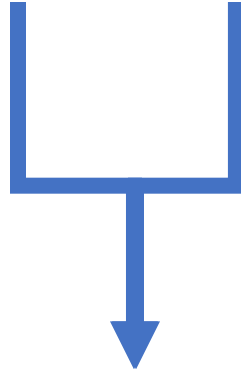
Manage activity Done

Enter a prompt here



Search bar with microphone and image search icons

Google Search I'm Feeling Lucky



9:30 35% [Signal icons]

Google

how do you clean a fabric s...

All Images News Videos Shopping Per

AI Overview Learn more

Here are some tips for cleaning a fabric sofa:

Vacuum
Use the upholstery attachment on a vacuum cleaner to remove dust, crumbs, and spills from the entire sofa, including under cushions and in crevices.

Spot clean
Mix a few drops of dish detergent with lukewarm water then mist the stain with the

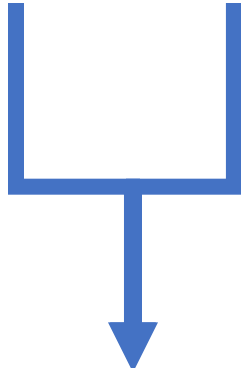




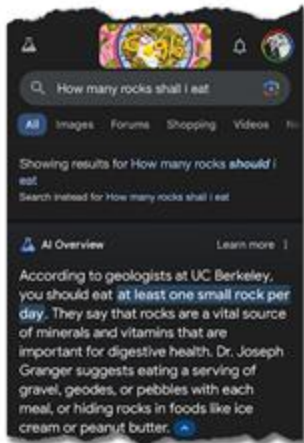
- Pick outfit to look good on camera
- Experience Seoul like a local
- Morning routine for productivity
- Fun fact about the Roman Empire

Message ChatGPT

ChatGPT can make mistakes. Check important info.







SEARCH

AI Overviews: About last week

May 30, 2024 · 4 min read

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Liz Reid
VP, Head of Google Search

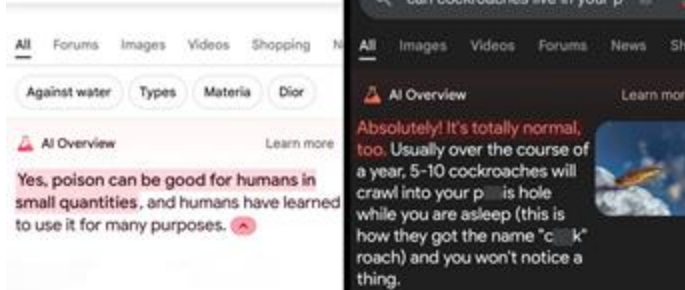
When you talk to the DeepMind Google Brain team, is there a solution to the hallucination problem on the roadmap?

It's Google DeepMind. [Laughs]

Are we making progress? Yes, we are. We have definitely made progress when we look at metrics on factuality year on year. We are all making it better, but it's not solved. Are there interesting ideas and approaches that they're working on? Yes, but time will tell. I would view it as LLMs are an aspect of AI. We are working on AI in a much broader way, but it's an area where we are all definitely working to drive more progress.

Google CEO Sundar Pichai

is poison good for you



But is that the full picture?



Using sources from the web tell me the benefits of studying a CIM qualification

Searched 1 sites

Studying a Chartered Institute of Marketing (CIM) qualification offers numerous benefits that can significantly enhance your marketing career. Here are some key advantages:

- Enhanced Career Prospects:** CIM qualifications are globally recognized, making you more attractive to potential employers. They signal to employers that you have a strong commitment to the marketing profession and possess a high level of expertise. This recognition can lead to better job opportunities and career advancement (Accredited Training (Simon Page College of Marketing)).
- Practical Skills and Immediate Application:** The curriculum is designed to provide practical skills that can be applied directly in your current role. This means you can start implementing new strategies and techniques immediately, improving your job performance and making a tangible impact on your organization (Cambridge Marketing College) (Ihadi).
- Flexible Learning Options:** CIM offers flexible study options, including distance learning and blended learning, which allow you to balance your studies with your professional and personal commitments. This flexibility ensures that you can pursue the qualification without disrupting your work schedule (Accredited Training).
- Professional Development and Networking:** CIM membership provides access to a vast network of marketing professionals, as well as numerous resources, events, and workshops. These opportunities for networking and continuous learning help you stay updated with the latest industry trends and best practices (Simon Page College of Marketing).
- Improved Earning Potential:** According to surveys, CIM-qualified professionals often earn more

Message ChatGPT

Collection / why should i get a CIM marketing qualification?

why should I get a CIM marketing qualification?

Sources

Benefits of a CIM Marketing Qualification ... 1	No benefits of studying for a CIM Marketing ... 1	Marketing Careers: Get a CIM qualification now ... 1	View 2 more
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Answer

Here are some key reasons why getting a CIM marketing qualification can be beneficial for your career:

- Employer recognition:** CIM qualifications are highly sought after by employers. After university degrees, CIM qualifications are the most in-demand by companies hiring for marketing roles ¹ ².
- Career advancement:** Over a third of CIM graduates get promoted or receive a pay rise within 12 months of graduating ¹ ². The qualifications can help you stand out when applying for promotions or new jobs.
- Practical skills development:** CIM courses provide a good balance of marketing theory and practical application. You'll gain knowledge and skills that can be immediately applied in your marketing role ¹ ².
- Industry relevance:** The syllabuses are regularly reviewed to reflect the latest developments in marketing and digital marketing ¹. This ensures the content remains current and applicable.
- Flexibility:** You can study at your own pace through distance learning or blended options, making it easier to balance with work and other commitments ¹ ².
- International recognition:** CIM qualifications are respected globally, with members in over 180 countries ¹. This can be valuable if you want to work internationally.
- Professional credibility:** 25% of marketing leaders have a CIM qualification, making it a common credential among senior marketers ¹.
- Increased workplace respect:** 50% of CIM graduates report being more respected at work or given more responsibility after obtaining the qualification ¹ ².
- Clear progression path:** CIM offers qualifications at different levels, providing a clear pathway to advance your marketing education as your career progresses ¹.
- Networking opportunities:** Studying for a CIM qualification can provide chances to connect with other marketing professionals ¹.



What should I see at Duxford Museum when I visit?

Sources



Answer

When visiting IWM Duxford, there are several key attractions and exhibits you should prioritize seeing:

1. **AirSpace:** This hangar houses iconic aircraft like the Spitfire, Lancaster, Concorde, and Vulcan bomber [📄](#).
2. **American Air Museum:** Here you can see impressive American aircraft like the B-52 Stratofortress and SR-71 Blackbird [📄](#).
3. **Battle of Britain exhibition:** Learn about this crucial aerial campaign and see aircraft from the era [📄](#).
4. **1940 Operations Room:** Visit the historic nerve center of Duxford during the Battle of Britain [📄](#).
5. **Land Warfare hall:** Explore the evolution of ground combat from WWI to modern conflicts [📄](#).
6. **Conservation in Action hangar:** Watch experts working to preserve historic aircraft and vehicles [📄](#).
7. **Live airfield:** Duxford is an active airfield, so you may see historic aircraft taking off and landing [📄](#).
8. **Concorde:** You can typically board and explore this iconic supersonic airliner [📄](#).

To make the most of your visit:

- Allow a full day, as there's a lot to see across the eight hangars [📄](#).
- Make a plan in advance, focusing on your key interests [📄](#).
- Speak to the knowledgeable volunteers for guidance and insights [📄](#).
- Consider using the shuttle bus, as the site is quite large [📄](#).
- If visiting with children, pick up activity packs to keep them engaged [📄](#).

Remember that some exhibits may be temporarily closed or relocated due to ongoing changes at the museum, so it's a good idea to check the website for the most up-to-date information before your visit [📄](#).

📄 Share 📄 Rewrite

🔍 Ask follow-up

🔒 Pro



🖼️ Generate Image



👤 What should I see at Duxford Air Museum whilst I am there?

Show drafts 📄 🔊

🔹 The Imperial War Museum Duxford is a massive place, so you'll want to plan your visit ahead of time to make the most of it. Here are some of the highlights:

- **The American Air Museum:** This is the largest collection of American aircraft outside the United States. You'll see everything from a B-17 Flying Fortress to a P-51 Mustang.



B17 Flying Fortress Duxford Air Museum

- **The Airspace exhibition:** This exhibition tells the story of flight, from the early days of aviation to the space age. You'll see some amazing aircraft, including a Concorde and a Spitfire.



Concorde Duxford Air Museum

Enter a prompt here



Genius may display inaccurate info, including about people, so double-check its responses. [Your privacy and Gemini Ads](#)

Where are we on the timeline?

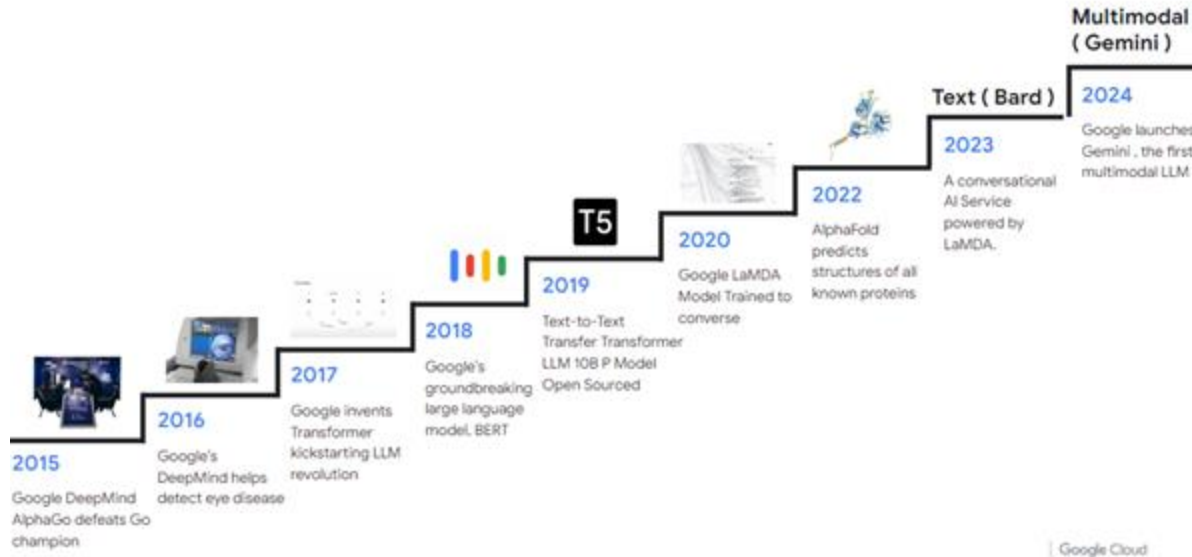


Google Algorithm Updates Timeline



*Icons used to highlight algorithms; there's no universal icon for algorithm updates





Matthew Buskell

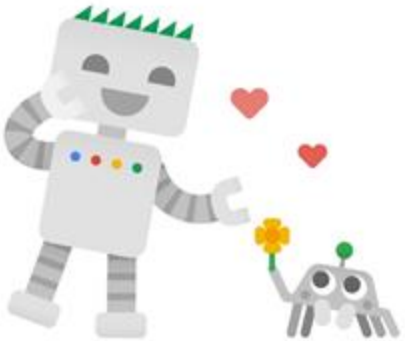
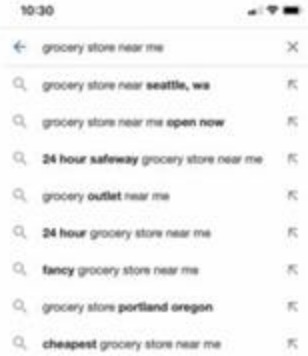
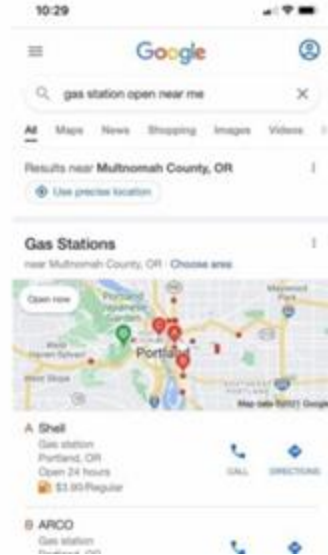
Enterprise RISE UKI and AI Lead for Google EMEA
From the March Norwich AI Summit



So, this is nothing new then?



Mobile First



Do we need to change our thinking?



- How are people using search now?
- How are Search Engines trying to keep up?
- What changes are the major companies pushing?
- How are SERPs going to be displayed going forward?



Bigger than just Google



Gemini



ChatGPT



Copilot

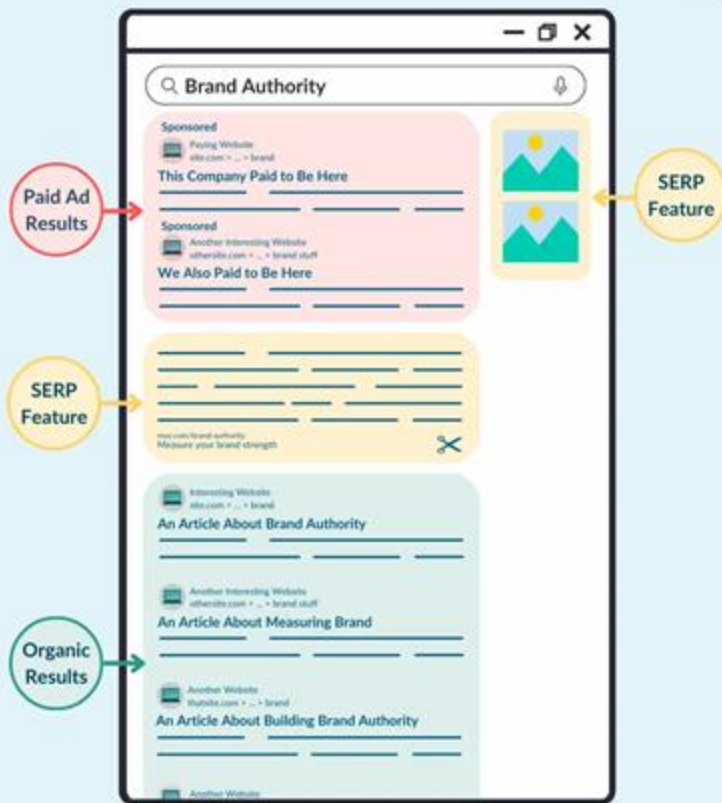


How can we make the most of the opportunity and minimise risk?

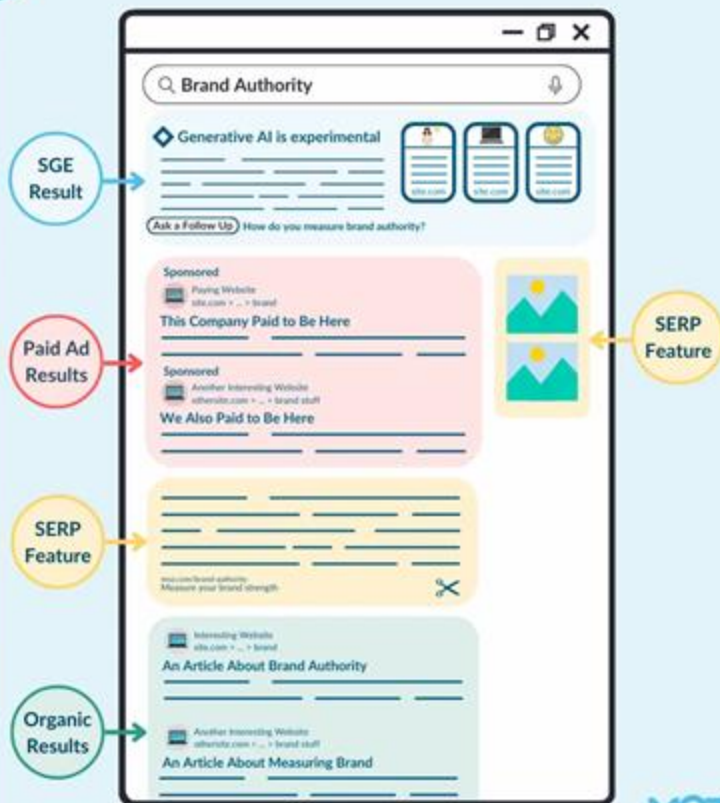




Standard SERP

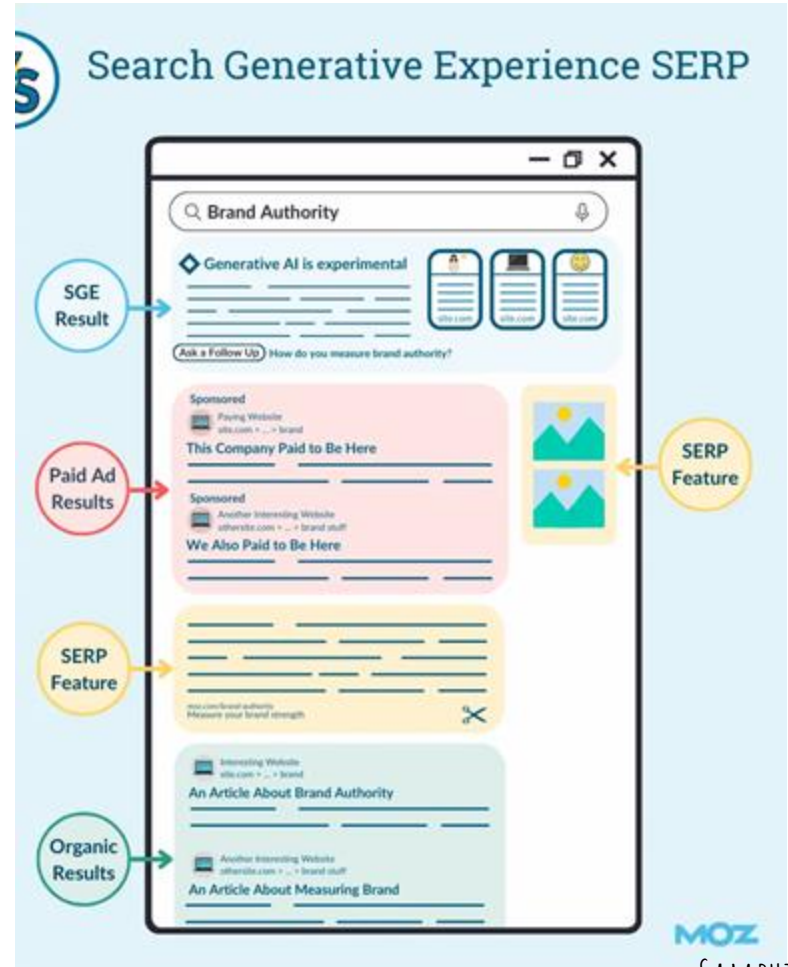


Search Generative Experience SERP



MOZ

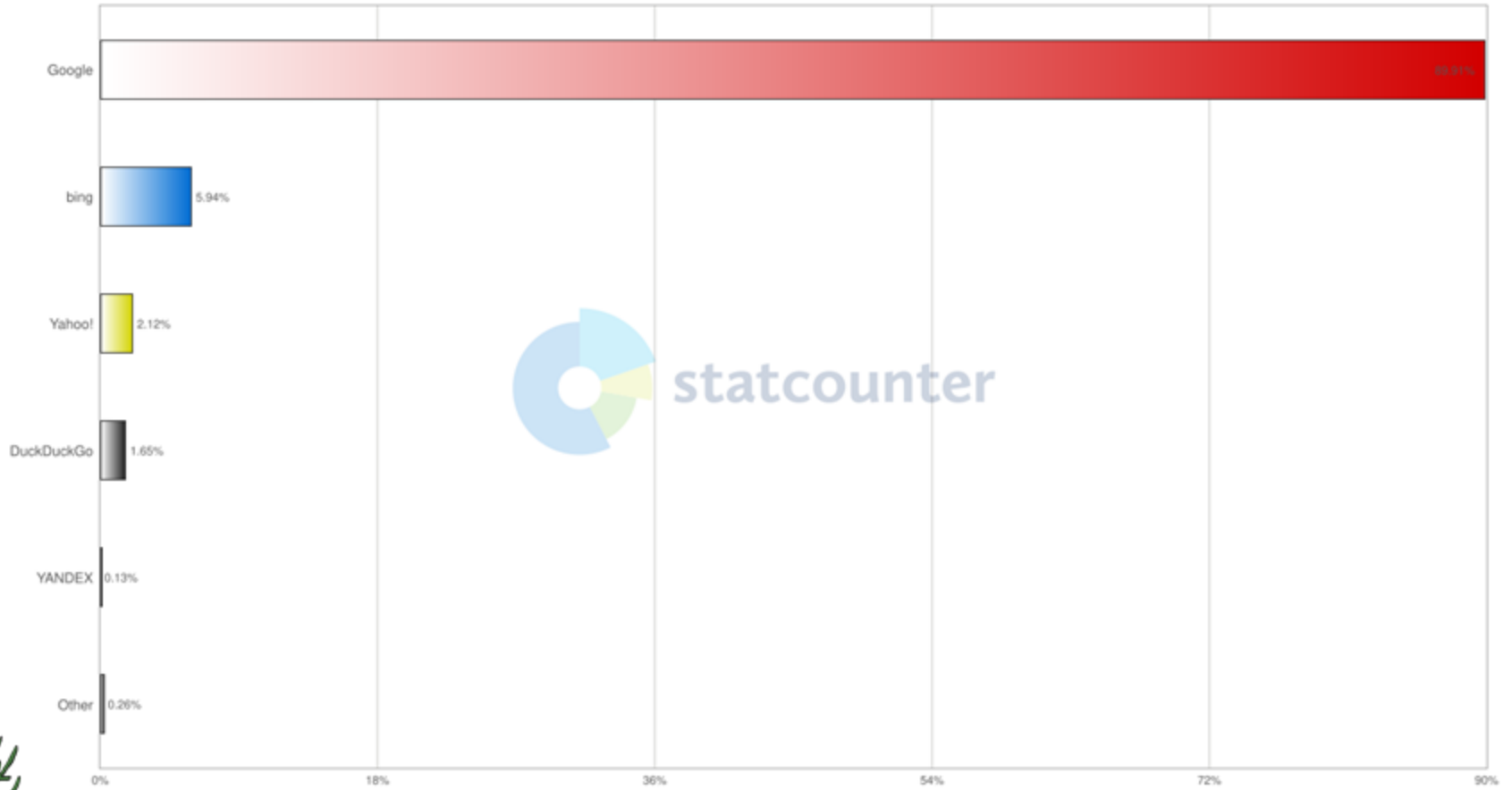
- Page 1 Ranking isn't as valuable as it once was.
- It's about a top-3 or getting into the AO result.
- More competition for less space.
- Some key ranking factors seem to be more important than others.



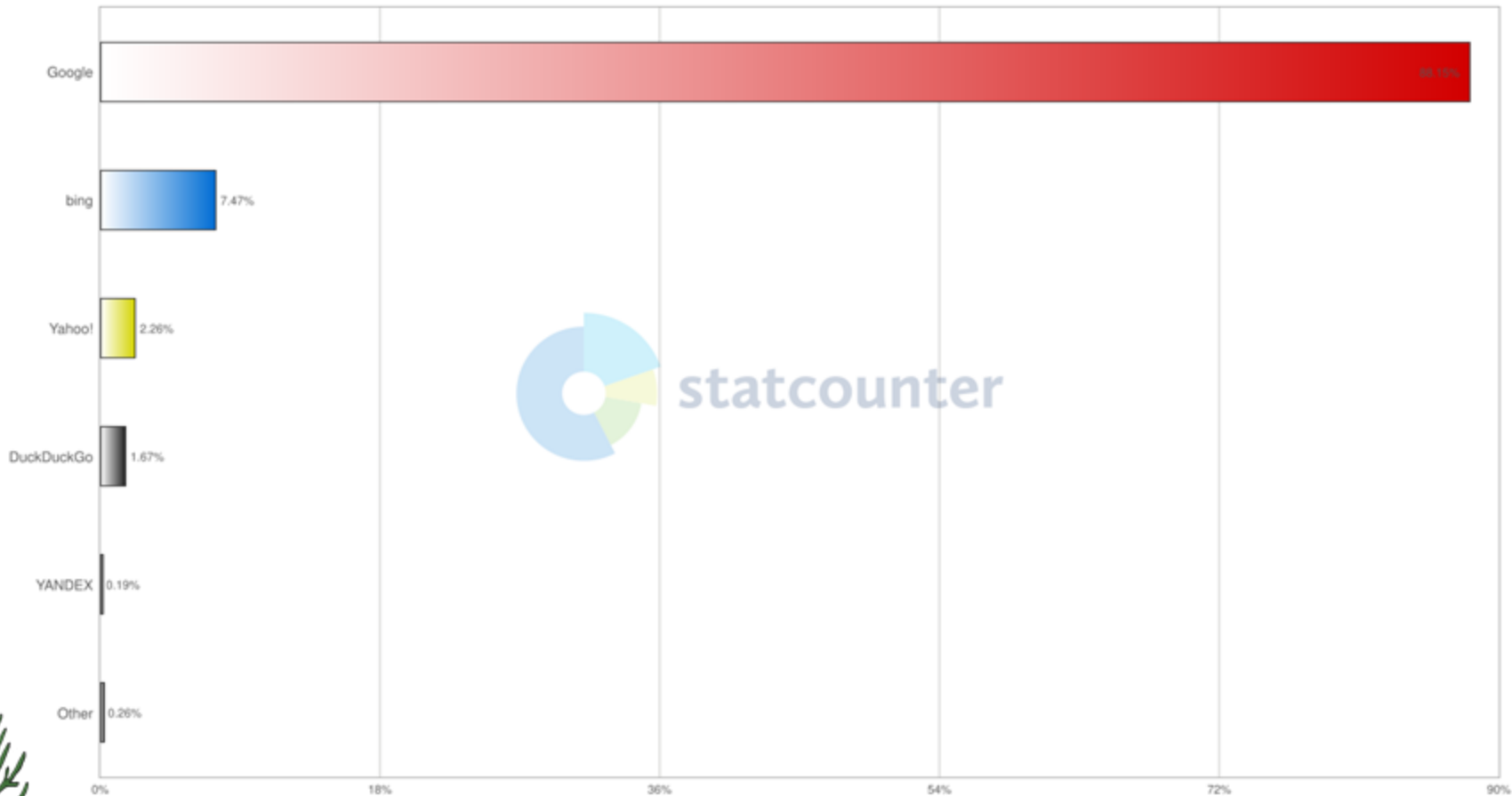
What are we seeing from the engines?



StatCounter Global Stats
Desktop, Mobile & Tablet Search Engine Market Share North America from Jan - May 2023



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Desktop, Mobile & Tablet Search Engine Market Share North America from Jan - May 2024



AI Overview SERP Impact by Category

Arts & entertainment	0%	Health	1.79%	Pets & Animals	0.21%
Autos & Vehicles	0.20%	Hobbies & Leisure	0.20%	Real Estate	0%
Beauty & Fitness	0.40%	Home & Garden	0.20%	Reference	0%
Books & Literature	0.22%	Internet & Telecoms	0.43%	Science	1.21%
Business & Industrial	0%	Jobs & Education	0.00%	Shopping	0%
Computers & Electronics	0.20%	Law & Government	0.30%	Sports	0.12%
Finance	0.30%	News	0%	Travel	0.25%
Food & Drink	0%	Online Communities	0.20%		
Games	0%	People & Society	1.53%	Total	0.31%



- Increase in crowdsourced information
- They can't agree on the "Best" answer.
- They can take an answer from anywhere on a page.

What should I see at Duxford Museum when I visit?

Sources

WIM Duxford - Plan Your Visit (Imperial War Museum)	WIM Duxford - Our Buildings And Displays	The 3 Best Things To Do In Duxford (2024 Guide)
Helping 1	Helping 1	Establishment 1

Answer

When visiting WIM Duxford, there are several key attractions and exhibits you should prioritise seeing:

- AirSpace:** This hangar houses iconic aircraft like the Spitfire, Lancaster, Concorde, and Vulcan Bomber.
- American Air Museum:** Here you can see impressive American aircraft like the B-52 Stratofortress and SN-7C Skytrain.
- Battle of Britain exhibition:** Learn about this crucial aerial campaign and see aircraft from the era.
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Generate Image

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Show drafts

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B-17 Flying Fortress Duxford Air Museum

- **The Airspace exhibition:** This exhibition tells the story of flight, from the early days of aviation to the space age. You'll see some amazing aircraft, including a Concorde and a Spitfire.




Creating these headaches:

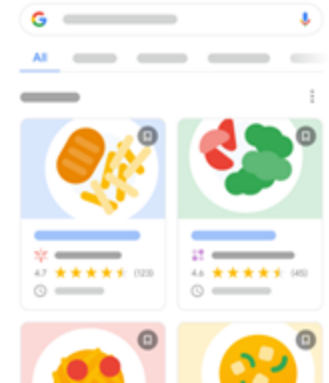
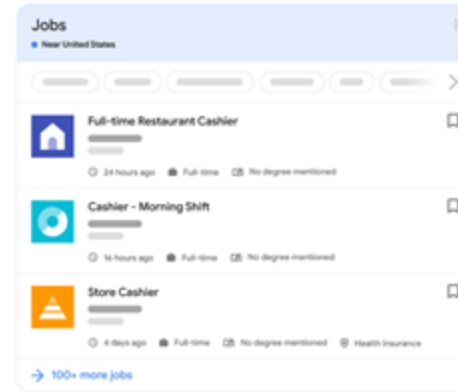
- We have to write for people, not search engines or AI.
- We have to speak to a wide audience whilst being niche enough.
- We have to determine exactly what our specific audiences are searching for and how.



What does this mean for marketers?



- Intent led search
- Get to the point
- Befriend structured data
- Experts & Enthusiasts
- Local means local



- Don't rely on SEO alone
- Diversify your channels -
It's all about the Marketing Mix
- Paid Media - not just search



It's not going anywhere!





Mike O'Flynn

Helping Businesses Achieve Their Online
Discoverability and Engagement Goals



THANK YOU!

Any questions, let me know, or find me on LinkedIn.