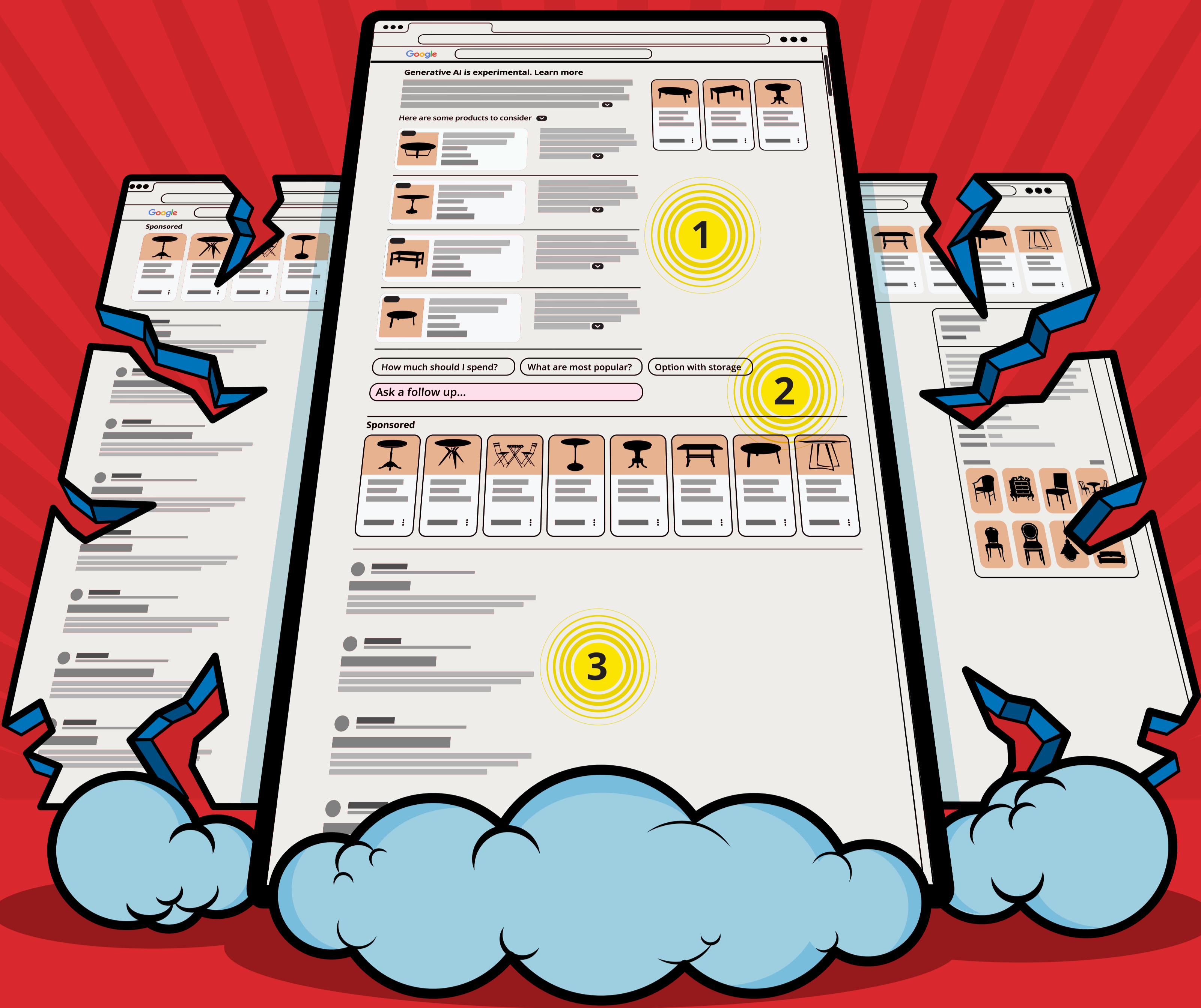


A Searchquake is coming!

A seismic, AI-powered shift that will impact every industry, company and marketer.



Google's Search Generative Experience (SGE) is not a simple algorithmic change. It's the Search engine's biggest evolution to-date—a tectonic change. SGE is poised to affect over \$40 billion per year spent by companies on search ads. Here's how.

1 Reputational control to reputational chaos.

For brands, AI-generated results will be based on trusted content and credible sources. However, they may not always match the brands' messaging.

2 Transactional experiences to conversational experiences.

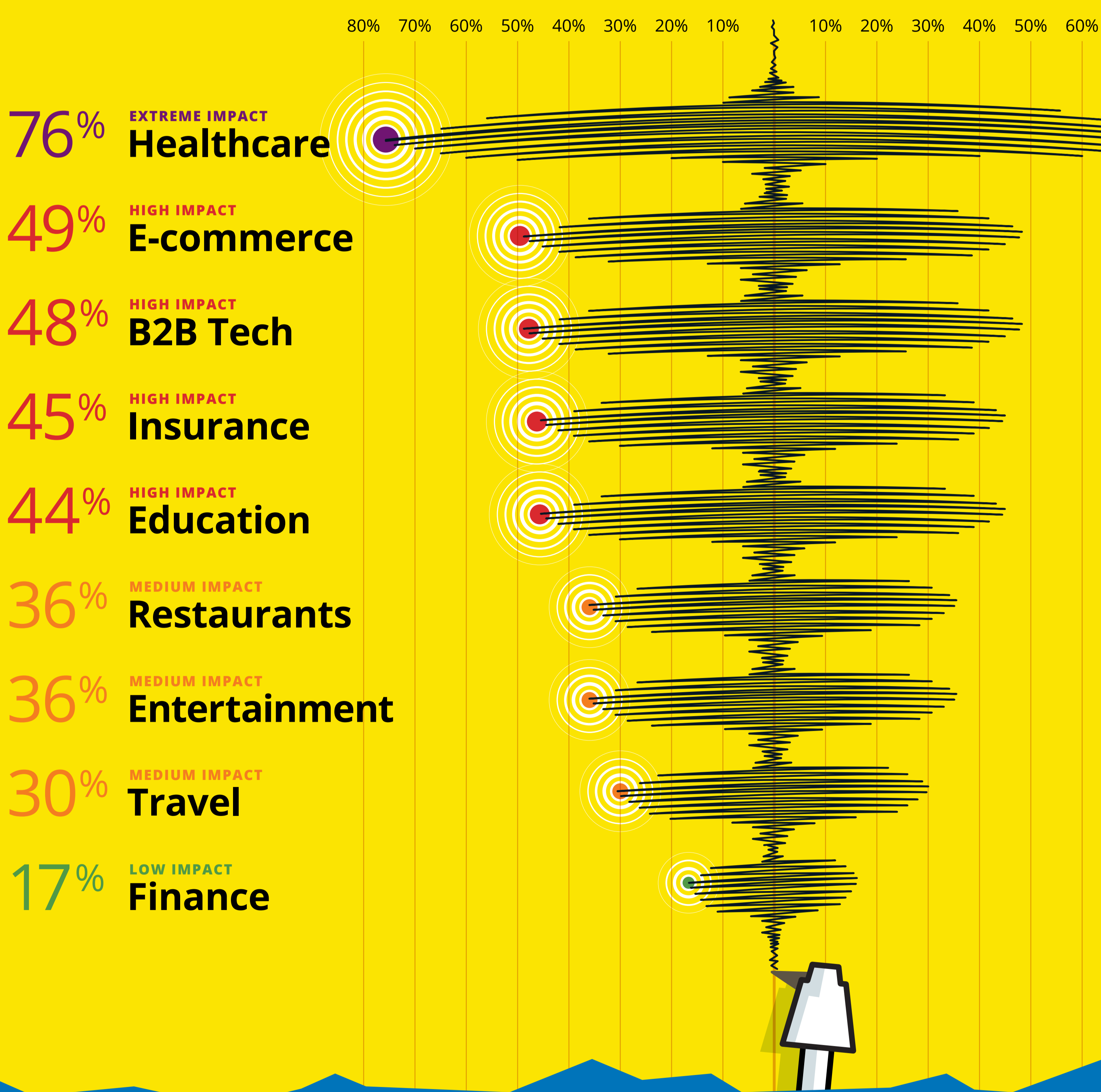
SGE moves from static queries to dynamic, two-way conversations. Google can directly converse with a user, personalizing the search experience and helping them make decisions.

3 Click assurance to click loss.

Clicks translate to revenue for brands. With SGE, AI-generated content will proactively help consumers make decisions, eliminating many of the usual clicks to a brand's website.

84% of search queries will include Gen AI.

Epicenters of Change: The Searchquake's Impact Across Industries



Searchquake Preparedness Plan



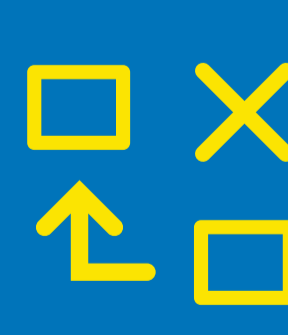
Consolidate your SEO foundation.

Ensure your website's content is up-to-date, clearly labeled for easy discovery by Google, technically sound, and quick to load on all devices.



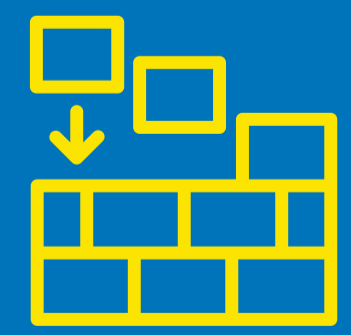
Keep informed.

It's imperative to stay abreast of the latest developments in SGE. Work with trusted partners who can help you understand these changes and the new strategies that will emerge.



Have a contingency plan.

Searchquakes are unpredictable, but they can be prepared for when they hit. Have your content and technical teams ready to adopt new best practices.



Rebuild.

A seismic shift can feel scary. However, this scarity provides powerful opportunities for marketers. Stay agile, build new digital strategies, and embrace innovative approaches.