

# How to Prepare Your Brand for Upcoming AI Features in Search

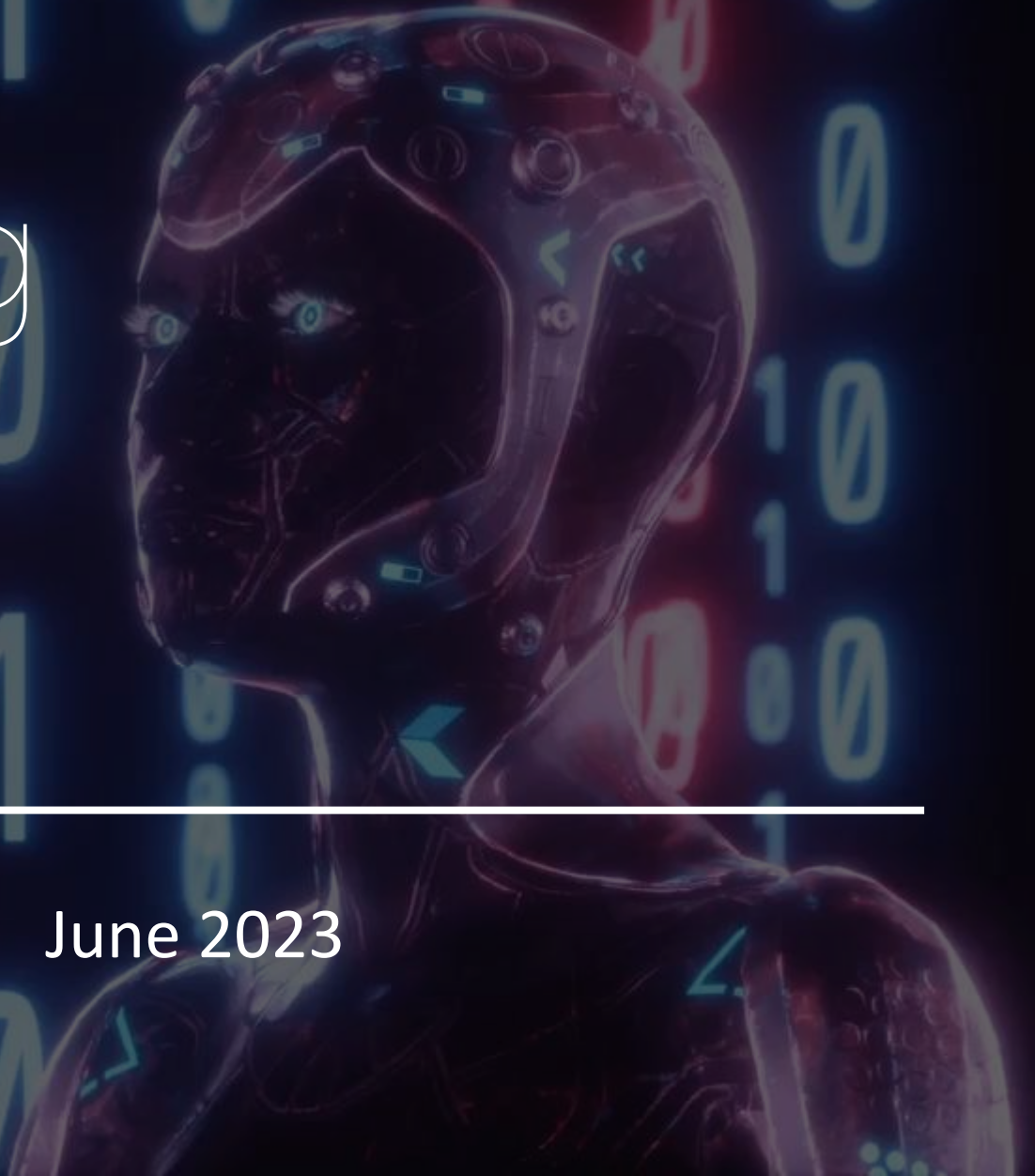
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**lilyray** |



**WordLift** |

June 2023



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# LILY RAY

Sr. Director of SEO  
& Head of Organic Research

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AI entering the SEO discussion in 2023...



How it feels to  
keep up with AI  
developments  
this year

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# Recent AI Developments in SEO



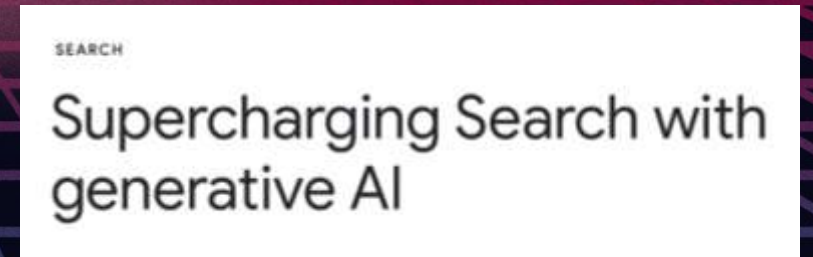
Nov 2022



Feb 2023

# Bard

March 2023



May 2023

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# ChatGPT

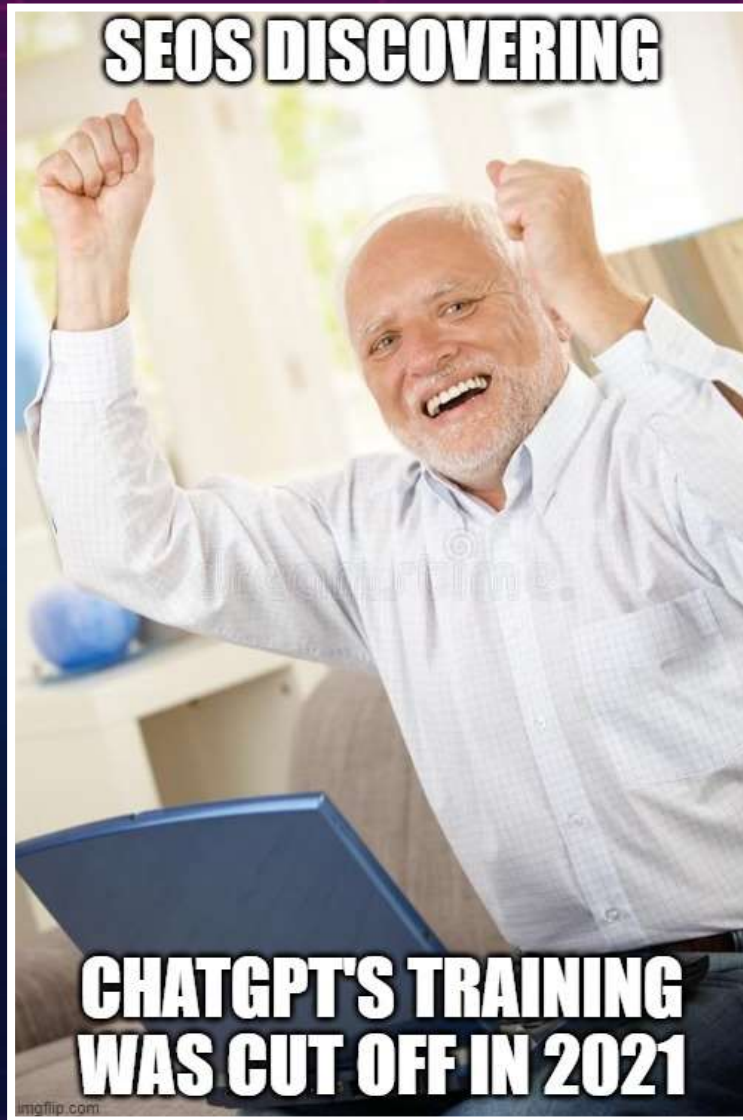


SEO is Dead (Again)

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Oh wait...



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JK, we now have  
“browser mode”

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Suddenly, **ChatGPT**  
can crawl your site  
and display your  
live content.

Without links to your site.

Without your consent.

...unless you block it with robots.txt

## ChatGPT-User

`ChatGPT-User` is used by plugins in ChatGPT. This user-agent will only be used to take direct actions on behalf of ChatGPT users and is not used for crawling the web in any automatic fashion.

- User agent token: `ChatGPT-User`
- Full user-agent string: `Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0; +https://openai.com/bot`

To allow plugins to access your site you can explicitly add the `ChatGPT-User` to your site's robots.txt:

```
User-agent: ChatGPT-User  
Disallow:
```

To allow plugins to access your only parts of your site you can add the `ChatGPT-User` to your site's robots.txt like this:

```
1 User-agent: ChatGPT-User  
2 Disallow:  
3 Allow: /directory-1/  
4 Allow: /directory-2/
```

To disallow plugins to access your site you can add the `ChatGPT-User` to your site's robots.txt:

```
User-agent: ChatGPT-User  
Disallow: /
```

### IP egress ranges

For OpenAI's web browsing plugin, calls to websites will be made from the `23.98.142.176/28` IP address block.


⚡ GPT-3.5

✦✦ GPT-4

Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users

✦✦ Default

🌐 Browse with  Bing Beta

🔌 Plugins Beta

ChatGPT can't "crawl"  
web pages without  
browser mode or  
plugins

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# ChatGPT4



did donald trump get indicted



As an AI developed by OpenAI, my training data only includes information available up to September 2021, and I am unable to provide updates or news after this date. As of my last training data in September 2021, Donald Trump had not been indicted. However, you would need to check the most recent sources to get the accurate information on this subject.



did donald trump get indicted



Finished browsing

Yes, former President Donald Trump has been indicted in a special counsel's classified documents probe<sup>1</sup>.

## ChatGPT Browser Mode

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# ChatGPT4: Knowledge Cut-Offs



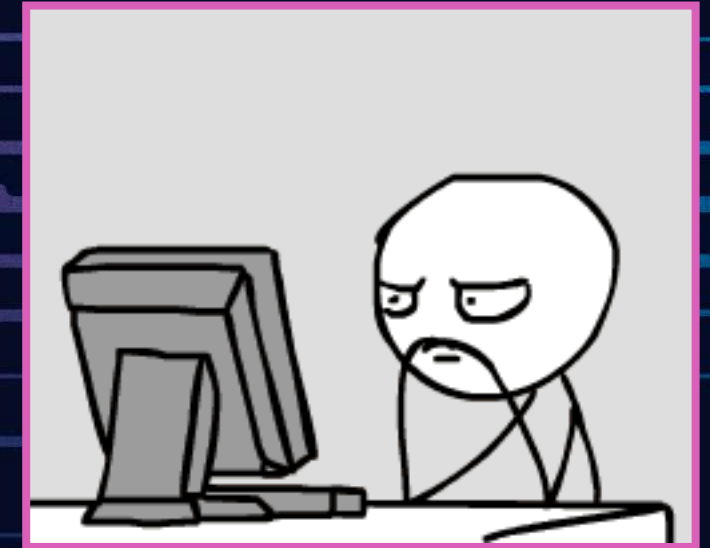
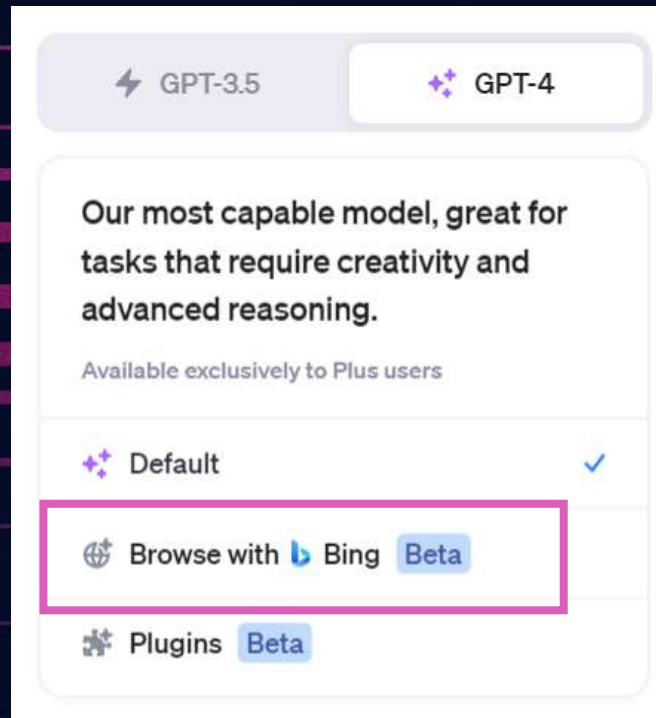
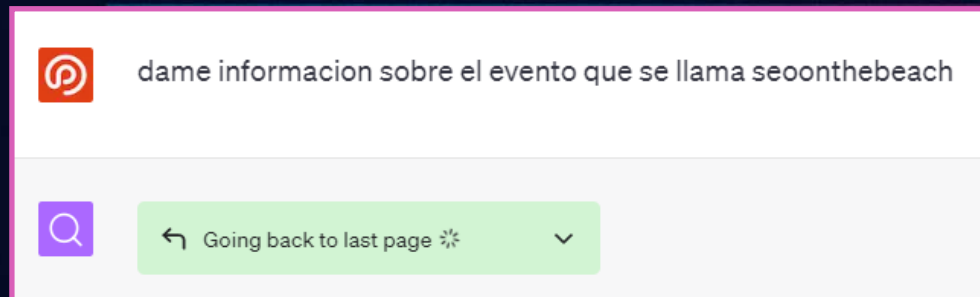
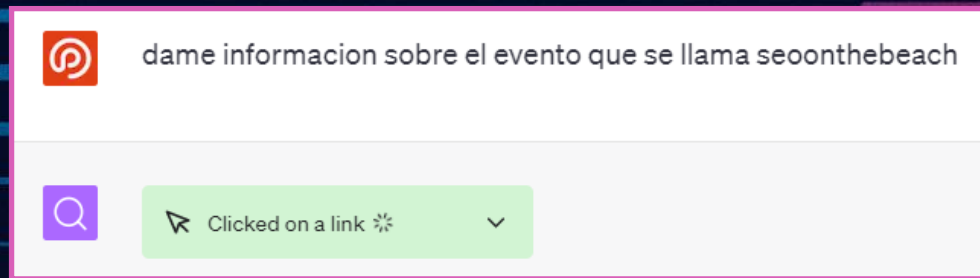
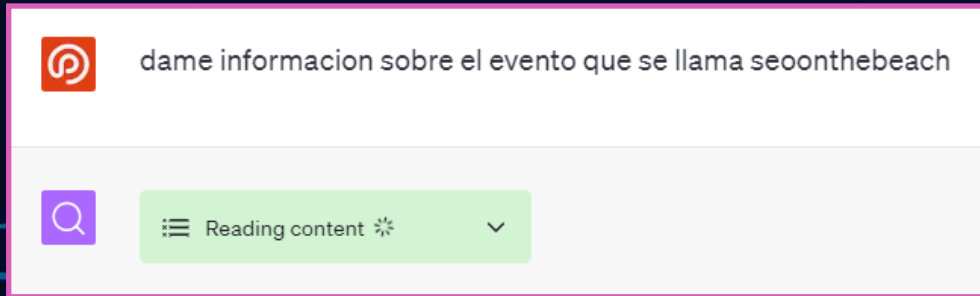
tell me when the Wordlift meetup is in Rome in 2023



I'm sorry, but as of my last update in September 2021, I'm unable to provide real-time information or updates about specific events such as the Wordlift Meetup in Rome in 2023. I recommend checking Wordlift's official website or their social media channels for the most accurate and up-to-date information.



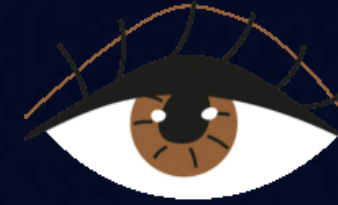
# But Wait! ChatGPT4 Web Browsing with Bing



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# When it finally finishes browsing...



Finished browsing

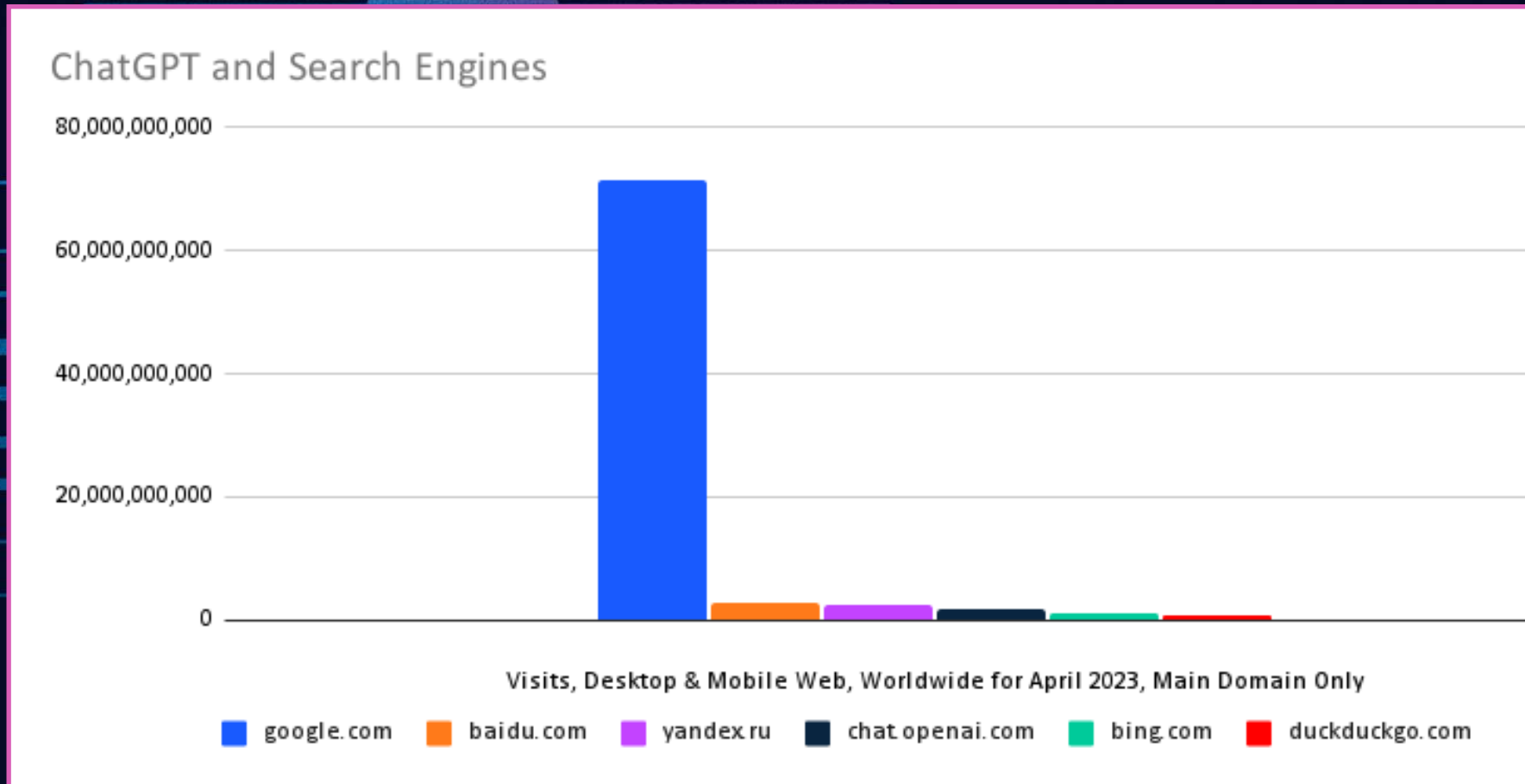


SEO on the Beach es un evento único que se celebra completamente en la playa. El evento se basa en el lema "Dos días de ocio para hacer negocios". Al igual que en otras conferencias, los participantes pueden asistir a diferentes sesiones dirigidas por expertos internacionales en SEO. Sin embargo, a diferencia de cualquier otra conferencia, esta se lleva a cabo completamente en la playa. Los participantes tienen la oportunidad de hacer "beachworking", es decir, networking en la playa, donde es mucho más fácil romper el hielo mientras se hacen castillos de arena o se juega al tira y afloja<sup>1</sup>.

El SEO on the Beach se celebró el 24 y 25 de febrero de 2023 en Clearwater Beach, FL, cerca de Tampa<sup>2</sup>. El evento comenzó a las 9 AM EST cada día<sup>2</sup>, y tuvo lugar en el 1201 Gulf Blvd, Clearwater Beach, FL 33767<sup>2</sup>.

Las impresiones de los participantes sugieren que el evento es bastante diferente a los eventos de networking a los que suelen asistir. Los asistentes elogian la atmósfera relajada del evento y la alta calidad del networking y las conferencias. Los organizadores atentos y prácticos crean un ambiente de diversión y aprendizaje durante todo el día. Por lo tanto, muchos participantes recomiendan el evento a todos los profesionales del SEO<sup>1</sup>.

# Has ChatGPT Killed SEO Yet?



ChatGPT & Search Engine Market Share (Apr 2023) - Similarweb





# Promising Plugins for SEO Analysis: Link Reader



Can you compare the content of 2 links



Sure, I can do that. Please provide the two links you want me to compare.



<https://www.akc.org/expert-advice/dog-breeds/how-to-train-an-australian-shepherd-puppy-timeline-milestones/>

<https://www.wikihow.com/Train-an-Australian-Shepherd>

please answer the following questions:

- what does the AKC article say that the Wikihow article does not?
- what does the Wikihow article say that the AKC article does not?



Sure, here's a comparison of unique points from each article:

#### What the AKC article says that the Wikihow article does not:

- The AKC article provides a detailed timeline for training an Australian Shepherd, breaking down the training process into different growth stages (8-16 weeks, by 6 months, by one year and beyond).
- It specifically mentions the AKC S.T.A.R. Puppy program as a resource for socializing your puppy.
- The article points out that Australian Shepherds don't like repetition and may change their behavior if asked to do the same thing repeatedly.

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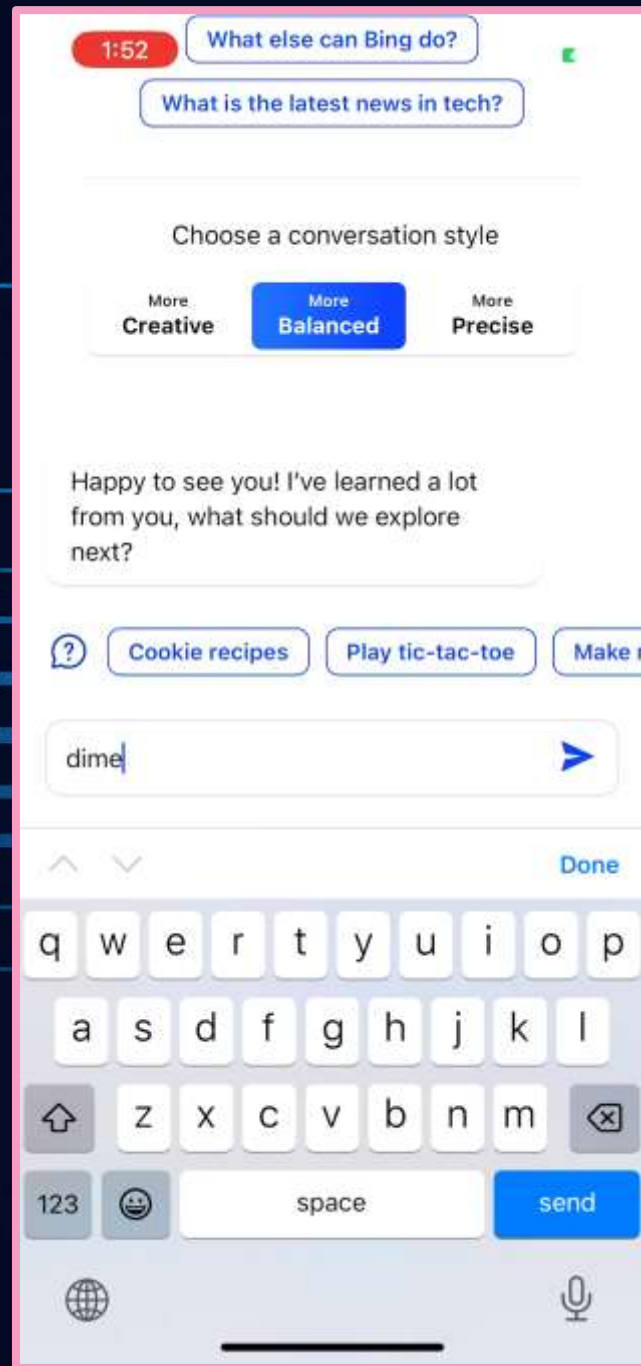
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# Bing Chat

# Bing Chat

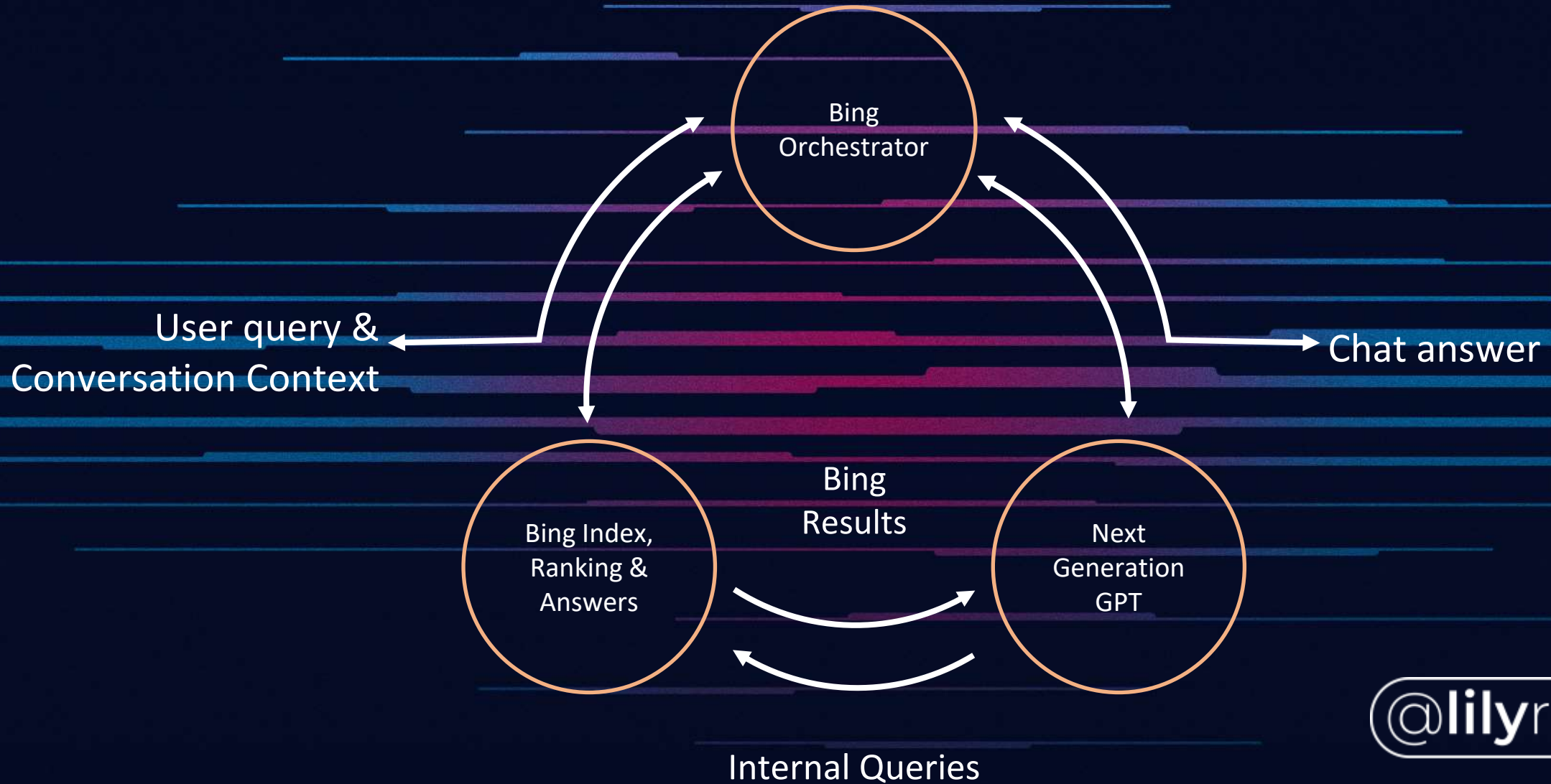


Leverages Bing's real-time search index & ChatGPT technology to refine queries and return relevant, updated results

Rich with links to sources

Traffic to show in Bing Webmaster Tools (soon!)

# The New Bing: Prometheus



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# Conversational queries

tell me about Wordlift. what do they do?

✓ Searching for: **Wordlift company**

✓ Generating answers for you...

WordLift is a start-up founded in 2017 and based in Rome, Italy. The company developed the WordPress plugin of the same name, which, through the use of semantic technologies and artificial intelligence, optimises the writing and organisation of content and the findability of websites <sup>1</sup>. It is a service designed to help you speak Google's native language by converting your content into a format that is easily understood by search engines: structured data <sup>2</sup>.

Learn more: [1. en.wikipedia.org](https://en.wikipedia.org) [2. linkedin.com](https://www.linkedin.com) [3. bing.com](https://www.bing.com) [4. wordlift.io](https://www.wordlift.io) +1 more

2 of 5 ●



WordLift

Pay attention to these  
“core keywords”

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# Bing Chat

Positive experience, but will it lead to increased market share for Bing?

“While Microsoft boasts of Bing now having over 100 million daily active users, the search engine's market share is decreasing. In fact, Bing Chat *does not seem to have done anything to boost Bing's market share.*”

[- Microsoft Bing Losing Market Share despite Bing Chat AI Search Tool](#)

# Bing Webmaster Tools to gain Bing Chat impressions and clicks next month

We will soon be able to see how much visibility and traffic Bing Chat is sending our web sites.

[Barry Schwartz](#) on April 25, 2023 at 7:20 am | Reading time: 2 minutes

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# Bard AI



Bard is now  
multi-modal  
(images & text)





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# Integration with Gmail, Google Sheets, Maps & Docs

# Take Bard's Advice With a Grain of Salt

## "How to create backlinks"

There are many ways to create backlinks to your website. Some of the most effective methods include:

- **Guest blogging:** Guest blogging is a great way to get backlinks to your website. When you guest blog on another website, you can include a link back to your own website in your author bio.
- **Commenting on blogs:** Commenting on blogs is another great way to get backlinks to your website. When you comment on a blog, you can include a link back to your own website in your comment.
- **Social media:** Social media is a great way to get backlinks to your website. When you share your website's content on social media, you can include a link back to your website in your social media posts.
- **Forums:** Forums are a great way to get backlinks to your website. When you participate in forums, you can include a link back to your own website in your forum posts.
- **Press releases:** Press releases are a great way to get backlinks to your website. When you publish a press release, you can include a link back to your own website in the press release.
- **Infographics:** Infographics are a great way to get backlinks to your website. When you create an infographic, you can include a link back to your own website in the infographic.
- **Videos:** Videos are a great way to get backlinks to your website. When you create a video, you can include a link back to your own website in the video description.

✘ Against Google's guidelines

✘ Against Google's guidelines

✘ Doesn't pass SEO value

✘ Against Google's guidelines

✘ Against Google's guidelines

✘ Against Google's guidelines

✘ Nofollow by default

# I asked Bard about Google Algorithm Updates.

## None of this is true.

◆ Sure, here are five businesses affected by Google algorithm updates and why they were affected:

1. **J.C. Penney:** J.C. Penney was hit hard by Google's Panda algorithm update in 2012. The Panda update penalized websites for low-quality content, and J.C. Penney's website was full of thin, promotional content. As a result, the company's website traffic dropped by 40% in the months following the update. ✖
2. **Overstock.com:** Overstock.com was hit by Google's Penguin algorithm update in 2015. The Penguin update penalized websites for spammy and manipulative content, and Overstock.com's website was full of paid links. As a result, the company's website traffic dropped by 20% in the months following the update. ✖
3. **Walmart:** Walmart was hit by Google's Medic update in 2017. The Medic update was designed to improve the ranking of websites that provide high-quality health information, and Walmart's website did not meet the new standards. As a result, the company's ranking for health-related queries declined. ✖
4. **Etsy:** Etsy was hit by Google's Quality Rater Guidelines update in 2018. The Quality Rater Guidelines update changed the way that Google's search algorithm evaluates websites, and Etsy's website did not meet the new standards. As a result, the company's ranking for some queries declined. ✖
5. **Wayfair:** Wayfair was hit by Google's May Core Algorithm update in 2020. The May Core Algorithm update is a regular update that is designed to improve the quality of search results, and Wayfair's website was not as high-quality as some of its competitors. As a result, the company's ranking for some queries declined. ✖

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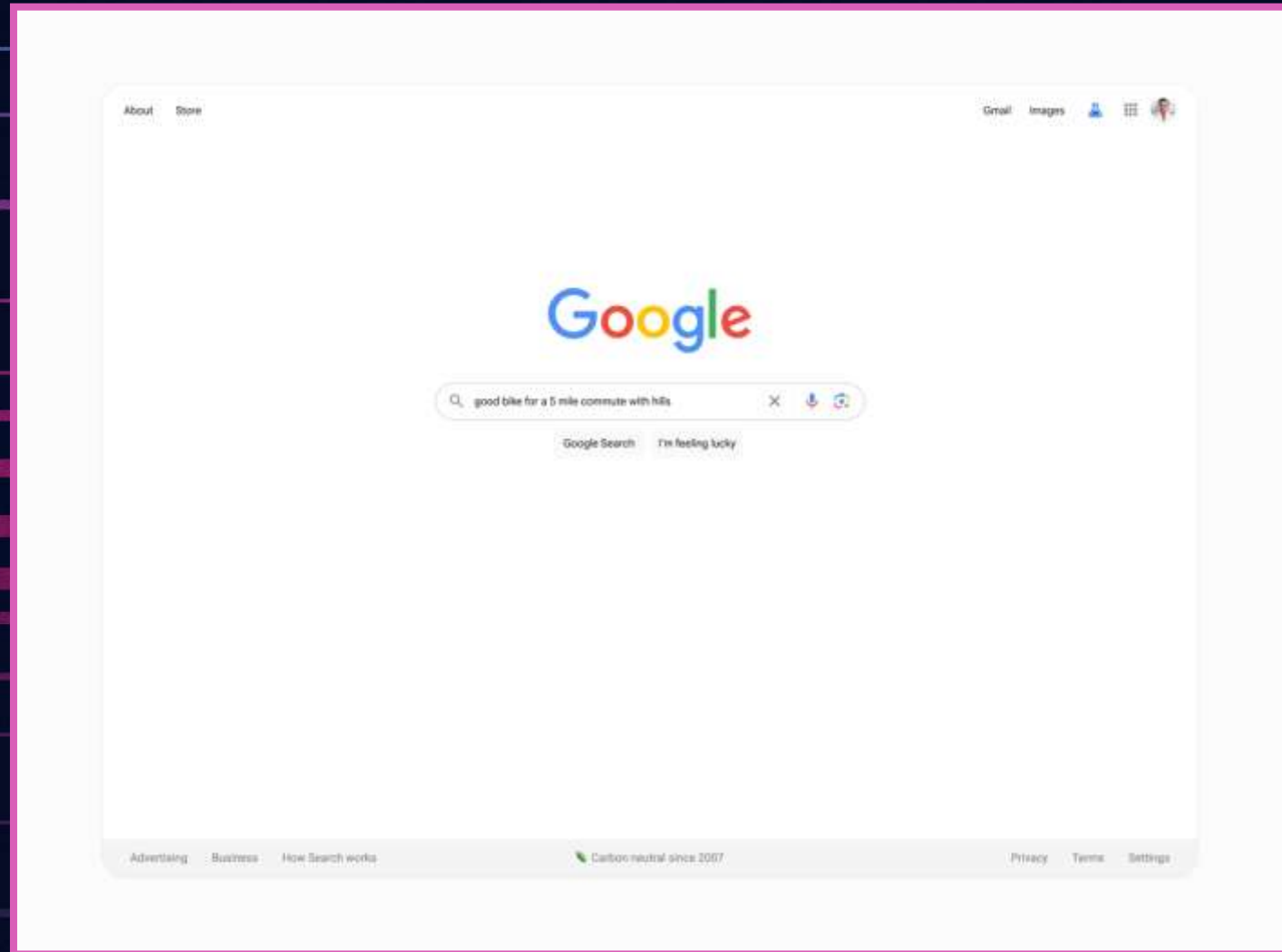
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# Search Generative Experience (SGE)

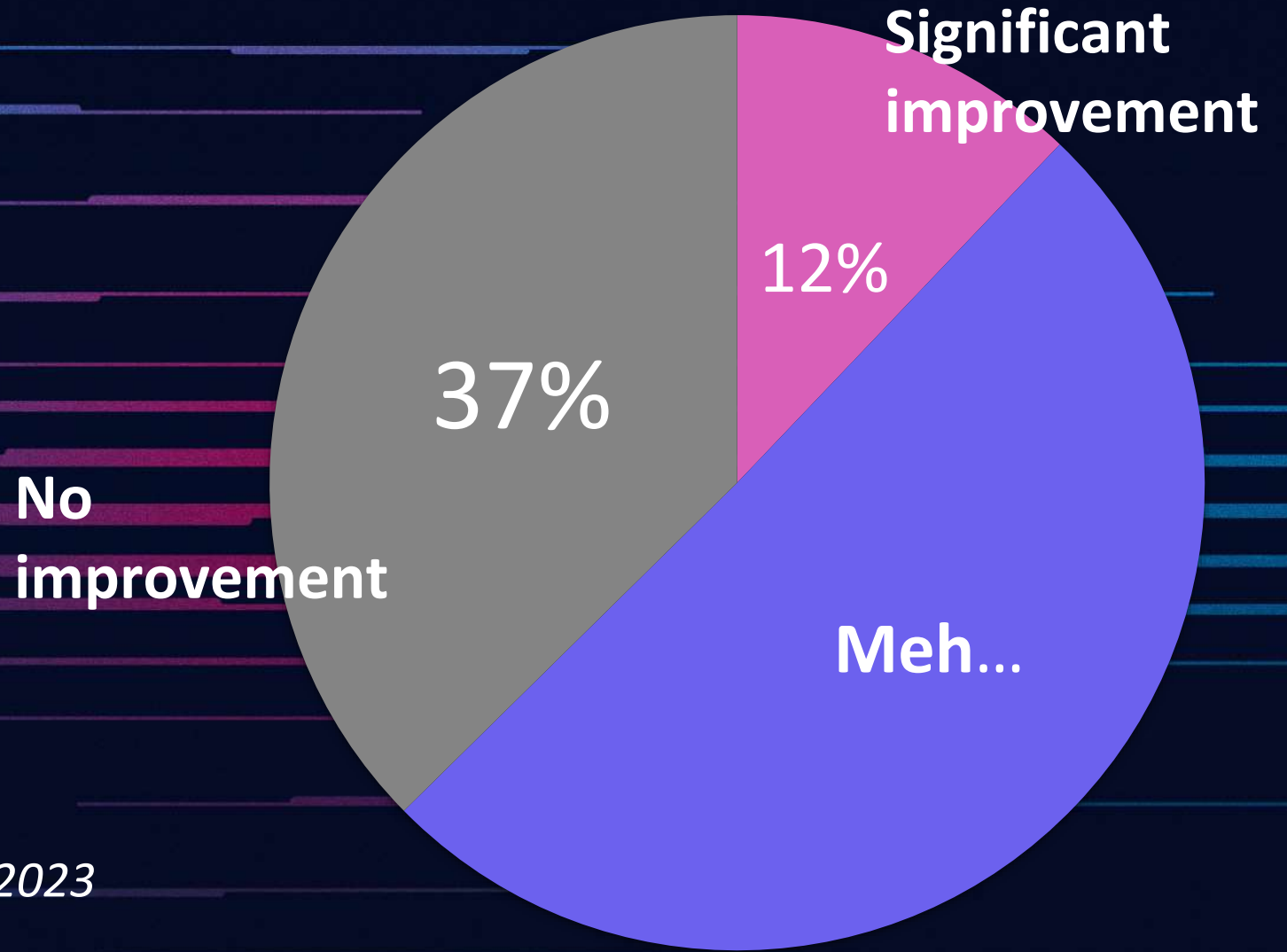
Try again with this? google **AGE**

# GoogleIO Keynote: Introducing SGE

(Search Generative  
Experience)



What do users think of SGE so far?



*@lilyraynyc Twitter survey | June 2023*  
*449 responses*

# My Initial Opinions (3 Weeks Later)

- The answers are often redundant with other SERP features (snippets, maps, shopping) or even \*direct copies\* of content
- Accuracy and helpfulness of answers is still highly questionable
- Featured snippets often appear below SGE answers – weird experience
- The lack of links and sourcing is terrible and significantly reduces the overall SGE experience
- Top ranking organic results are not always chosen as the SGE answers

Generative AI is experimental. Info quality may vary.

To boil an egg, you can:

1. Place the eggs in a pot and cover with cold water by 1 inch.
2. Bring the water to a boil.
3. Cover the pot and turn off the heat.
4. Let the eggs cook for 6-12 minutes, depending on your desired done-ness.
5. Transfer the eggs to a bowl of ice water and chill for 14 minutes.

You can also boil eggs for 30 seconds, then simmer for 13 minutes, and then put them in an ice bath.

Ask a follow up Do you boil eggs with water or boil water first? How c

Place eggs in a medium pot and cover with cold water by 1 inch. Bring to a boil, then cover the pot and turn off the heat. Let the eggs cook, covered, for 9 to 12 minutes, depending on your desired done-ness (see photo). Transfer the eggs to a bowl of ice water and chill for 14 minutes.



# Impacted Categories

- Informational content
- Review content
- Shopping & commerce queries
- Location & maps content
- Branded keywords (sometimes – it turns on and off)
- Travel content
- Many health & wellness queries



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Important: It's still early.  
SGE changes every day.

# Using SGE:

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Google most popular spanish soccer players

Generative AI is experimental. Info quality may vary.

Here are some of the most popular Spanish soccer players:

- Sergio Ramos**  
A defender known for his aggressive play, ball retrieval, and goalscoring
- Xavi**  
A midfielder who played his entire club career with FC Barcelona
- Andres Iniesta**  
A midfielder who spent most of his career at Barcelona
- Iker Casillas**  
A goalkeeper who captained La Roja during their dominant period of success
- David Villa**  
A striker who scored 59 goals in 98 appearances for Spain

La Liga: The Top 20 Players in Spain Right...  
Ranked! The 10 best Spanish players ever  
The 15 Greatest Spanish Soccer Players

Google most popular spanish soccer players

Generative AI is experimental. Info quality may vary.

Here are some of the most popular Spanish soccer players:

- The Best Soccer...**  
Some of the best Spanish soccer players include...  
Ranker
- The 15 Greatest...**  
As far as defenders go, Sergio Ramos is up there...  
Discover Wala
- Top 6 Best Spain...**  
Arguably one of the best midfielders in soccer...  
Rockie Road
- Greatest Spanish...**  
Andrés Iniesta Luñán (Spanish pronunciation: [a...]  
Pantheon
- Sergio Ramos**  
A defender known for his aggressive play, ball retrieval, and goalscoring
- The 15 Greatest...**  
As far as defenders go, Sergio Ramos is up there...  
Discover Wala
- Xavi**  
A midfielder who played his entire club career with FC Barcelona

# It's Still Early...

Source: @CyrusShephard

## ...and SGE is evolving & improving every day

Google search for "how to boil eggs". The search bar shows the query and navigation icons. Below the search bar are tabs for "Converse", "Videos", "Images", "How to make soft", "So they peel easily", "Time", "Long to", "Without cracking", and "On stove". A warning message states: "Generative AI is experimental. Info quality may vary." The main content area displays a list of instructions for boiling eggs, with specific time intervals highlighted in pink. To the right, there are three recipe cards with images of eggs and titles: "How to Make Hard Boiled Eggs Recipe -...", "How to boil eggs | RecipeTin Eats", and "How to Boil Eggs (Perfect Every Time!...". At the bottom, there are four follow-up question suggestions in a light blue bar.

Google how to boil eggs

Converse Videos Images How to make soft So they peel easily Time Long to Without cracking On stove All filters Tools

Generative AI is experimental. Info quality may vary.

Here are some instructions for boiling eggs:

- Place eggs in a pot and cover with cold water by 1 inch
- Bring to a boil, then cover the pot and turn off the heat
- Let the eggs cook, covered, for 9 to 12 minutes, depending on your desired doneness
- Transfer the eggs to a bowl of ice water and chill for 14 minutes
- Cook the eggs for 11 minutes for hard or six minutes for soft
- Lower the heat to the barest simmer
- Drain water and immediately run cold water over eggs until cooled
- Gently lower in fridge-cold eggs
- Lower the heat slightly
- Start the timer - 6 minutes for runny yolks, 8 minutes for soft boiled, 10 minutes for classic hard boiled, 15 minutes for unpleasant rubbery whites and powdery dry yolks
- Bring water to a boil first and then lower the eggs into the bath
- Gently lower the eggs using a strainer ladle, into the water
- Turn the heat down so it is a simmer, and simmer eggs for 15 minutes
- Once done, add the eggs to an ice bath for 5 minutes
- A boiling start for 30 seconds to a very gentle simmer for 13 minutes, then an ice bath at the end makes perfect, easy-to-peel hard-boiled eggs

How to Make Hard Boiled Eggs Recipe -... Love and Le...

How to boil eggs | RecipeTin Eats

How to Boil Eggs (Perfect Every Time!... Lil' Luna

Ask a follow up Do you boil the water first for boiled eggs? What is the best way to boil a lot of eggs? Do eggs float when don

# Integration with Google Maps (above Maps results)

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The screenshot shows a Google search for "best clubs in berlin". The search bar includes the Google logo, the search text, and icons for voice search, image search, and a magnifying glass. Below the search bar are filter buttons for "Converse", "Maps", "Images", "For students", "Reddit", "Videos", "Hip hop", "Techno", and "Pop". The results are for "Berlin, Germany". A notice states "Generative AI is experimental. Info quality may vary." Below this, a heading reads "Here are some of the best clubs in Berlin:". A list of clubs is shown, each with a thumbnail, name, rating, and description. The "Golden Gate" club is highlighted with a detailed view on the right, showing its 4.1 star rating (844 reviews), price range (\$), and a grid of photos. The detailed view includes buttons for "Website", "Directions", "Save", and "Call", and tabs for "Overview" and "Reviews".

Google

best clubs in berlin

Converse Maps Images For students Reddit Videos Hip hop Techno Pop

Results for Berlin, Germany · Choose area

Generative AI is experimental. Info quality may vary.

Here are some of the best clubs in Berlin:

- Maxxim**  
4.0 ★ (3.3K) · \$\$  
Night club  
Charlottenburg-Wilmersdorf  
A nightclub known for house music in a converted police station.
- Disco clubs**  
**Golden Gate**  
4.1 ★ (844) · \$  
Night club  
Mitte  
A compact bar with DJs spinning dance music, plus art exhibitions and events.
- Nightclubs near Berlin, Germ...**  
**Sage Club**  
4.2 ★ (261)  
Night club  
Mitte  
A hip, three-floor nightclub with a garden swimming pool and plush booth seating.
- Nightclubs near Berlin, Germ...**  
**YAAM**  
4.3 ★ (1.4K) · \$  
Night club  
Friedrichshain-Kreuzberg  
A riverside beach club with basketball and volleyball courts, a bar, and live concerts and music from DJs.

**Golden Gate**  
4.1 ★★★★★ (844) · \$ · Night club in Berlin, Germany

40+ Photos

Website Directions Save Call

Overview Reviews

Compact, simply furnished bar with a sofa, DJs spinning dance music, plus art exhibitions & events.

**Service options:** Dine-in · No takeout · No delivery

**Address:** Dircksenstraße 77-78, 10179 Berlin, Germany

Pulls in GBP reviews, star ratings, images and descriptions

Looks beyond GBP reviews –  
3<sup>rd</sup> party mentions matter  
Not the same ranking algorithm as Google Maps

There are many restaurants in Malaga, Spain. Here are some of the best:



Best lunch

**Blossom - Restaurante e...**

4.7 ★ (584)

Restaurant  
Málaga

Innovative restaurant with a terrace and contemporary tapas, plus wines. Some say it's the best restaurant in Malaga with a Michelin star.



**Malaga MICHELIN...**

Starred restaurants, Bib Gourmand and all the...

MICHELIN Guide



**Exploring the Flavors...**

Explore the top 10 restaurants in Malaga,...

MarbsLifestyle.com



**Top 25 Great...**

If you're looking for a casual place to eat that...

Framey

**Blossom - Restaurante en Málaga**

Innovative restaurant with a terrace presenting contemporary tapas dishes, plus...

Google

# Tries to be helpful, but isn't always helpful

The screenshot shows a Google search interface for the query "rome map". The search bar contains "rome map" and includes icons for voice search, image search, and a magnifying glass. Below the search bar are filter buttons for "Converse", "Images", "Maps", "Ancient", "Tourist", "Google", "Europe", "Shopping", and "Center of". To the right of these buttons are "All filters" and "Tools".

Below the search bar, a purple icon with a plus sign is followed by the text: "Generative AI is experimental. Info quality may vary." Below this is a pink-bordered box containing the text: "Here is a map of Rome, Italy:".

Underneath the pink box, there are three paragraphs of text:

- "Rome is a popular travel destination known for its historic sites, ancient Roman history, beautiful architecture, and delicious food. The city is located on the Tiber River in the Lazio region in the central west of Peninsular Italy."
- "The Colosseum is the most visited place in Rome. It's a large amphitheater that once held 65,000 spectators. Gladiators battled each other and wild animals in the Colosseum's arena."
- "Other attractions in Rome include the Roman Forum, Palatine Hill, Vatican City, and the Sistine Chapel."

To the right of the text are three image cards:

- The first card shows a photograph of ancient ruins with the title "Rome Attractions - Top 25..." and the source "romeste.com".
- The second card shows a photograph of the Colosseum with the title "23 Incredible Things Rome Is Known and..." and the source "nomadsurve...".
- The third card shows a map of Italy with a red dot indicating Rome's location, titled "Where is Rome, Italy? Location Map,..." and the source "Whereig.com".

At the bottom of the search results, there is a horizontal carousel of three maps:

- The first map shows the entire Italian peninsula.
- The second map shows Italy highlighted in yellow within the context of Europe, with "FRANCE" and "ITALY" labeled.
- The third map shows a stylized, colorful map of Italy.

 Generative AI is experimental. Info quality may vary.

Dr. Marie Haynes is an author, businesswoman, blogger, and SEO practitioner. She is the founder and CEO of Marie Haynes Consulting (MHC). She is known for understanding Google's search algorithms and sharing how business owners can improve their websites.

Haynes has been recognized as a leader in the SEO industry since 2008. She has 15 years of experience helping businesses of all sizes improve their site quality. She has helped train many of today's brightest minds in the SEO industry.

Haynes speaks and writes often on the subject of Google penalties, algorithm changes such as Panda and Penguin, and also Google's Quality Raters' Guidelines. Digital marketers around the world use her book and checklist to evaluate website quality like a Google quality rater.



- [Ask a follow up](#)
- [Marie Haynes SEO](#)
- [Marie Haynes' newsletter](#)
- [Marie Hay](#)

Pulls images from Google Business Profile

Even for non-localized queries



6:58

5G%

Converse

Shopping

News

Videos

Im

a rich bass and bright highs. It also has Google Assistant and Amazon Alexa voice control. However, it is expensive and heavy.



Good portable speaker

**Bose Portable Home Speaker**

4.3 ★ (3K)

Bose, + more

**\$399.00**

This speaker is portable and has a battery life of up to 12 hours. It also has Bose quality sound and impactful bass. However, it is expensive.



Good portable speaker

**Ultimate Ears BOOM 3**

4.7 ★ (6.8K)

Walmart - Deal Central Inc, + more

**\$157.90**

IPX7 waterproof rating • Shockproof • USB-C and USB-A connections • Size • Doesn't come with mounting equipment



Good for bathrooms

**JBL Clip 4**

4.7 ★ (3.7K)

jbl.com, + more

**\$79.95**

Portable & durable • Integrated carabiner • Powerful bass • Affordable • No jack input • No microphone



Good for pool

**Soundcore Motion+**

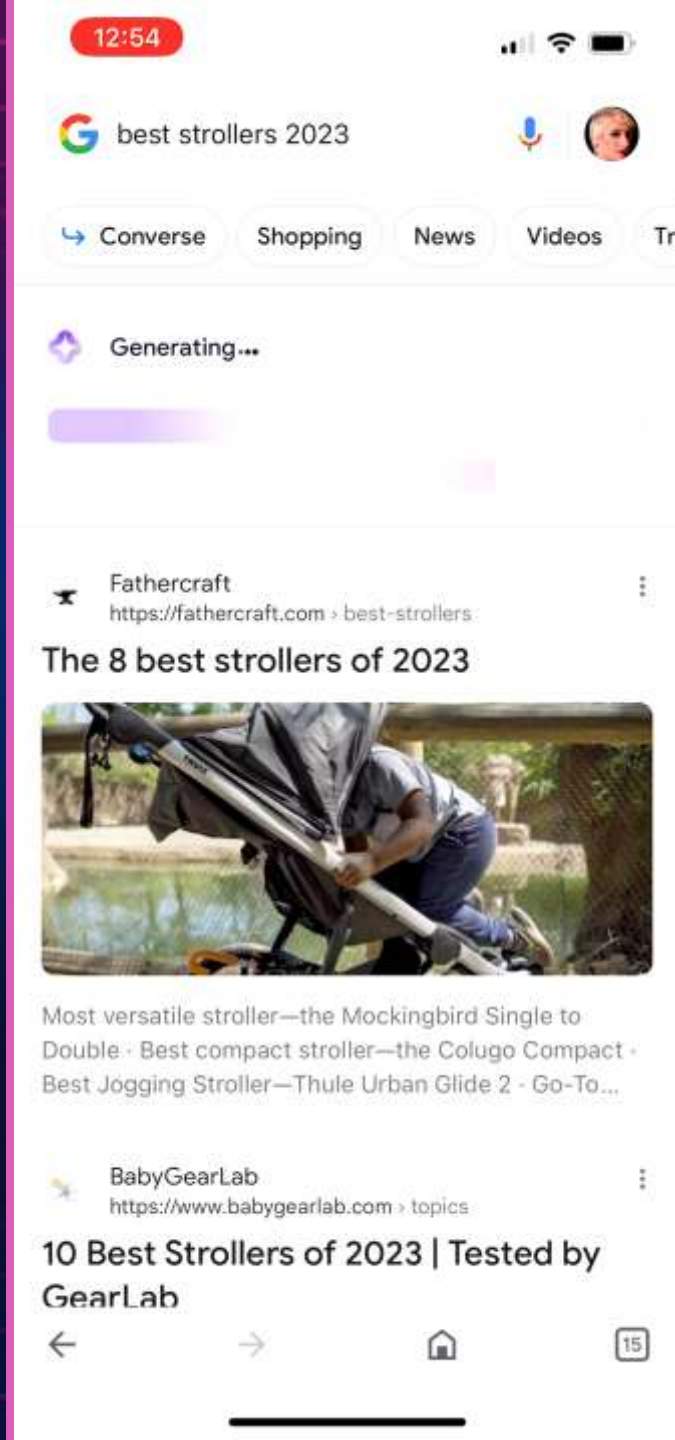
4.9 ★ (2.5K)

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# Product Review Queries

14 review sites in carousel links



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# Product Review Queries

Connection to Google  
Shopping results is not  
working (for me) yet...?

# Doesn't Intuitively Link to Products or URLs

The image shows a Google search interface for 'running shoes'. At the top, the search bar contains 'running shoes'. Below the search bar, there are several product listings with their names, prices, and ratings. Below the listings, there is a section titled 'Generative AI is experimental. Info quality may vary.' followed by a summary of factors to consider when looking for running shoes, such as weight, cushioning, stability, and durability. To the right of the summary, there are three small cards for '7 Best Running Shoes, 100+ Shoes Tested in 2023', 'The 11 Best Shoes for Standing All Day in 2023', and '7 Best Women's Running Shoes for Fall 2023'. At the bottom, there is a section for 'Popular styles'.

Google running shoes

Product	Price	Brand	Rating
Nike Women's Vaporfly 3...	\$250.00	Nike	★★★★★ (65)
On Cloudflow Rock   Rose,...	\$139.99	On	Free by 5/31
HOKA Women's... HOKA ONE O...	\$111.99 (was \$140)	HOKA	★★★★★ (2k+)
Clove Shoes - Women Solo ...	\$118.15 (was \$139)	Clove	★★★★★ (44)
NOBULL - Tropical...	\$199.00	NOBULL	★★★★★ (298)
Ultraboost Light Running...	\$133.00 (was \$190)	adidas	\$93.10 with c...
Nike Women's Pegasus 39...	\$87.00	Nike	★★★★★ (120)
Brooks Running	\$119.95	Brooks	★★★★★

**Generative AI is experimental. Info quality may vary.**

When looking for running shoes, you can consider things like:

- **Weight:** The Hoka Clifton 9 is lighter than previous versions. The Brooks Ghost 15 is a lightweight shoe.
- **Cushioning:** The Hoka Clifton 9 has a thicker and more energetic midsole cushioning. The Brooks Ghost 15 has soft cushioning.
- **Stability:** The Hoka Clifton 9 has mild, unobtrusive stability elements. The Brooks Ghost 15 has a trusted fit.
- **Durability:** The Hoka Arahi 6 has durability problems.

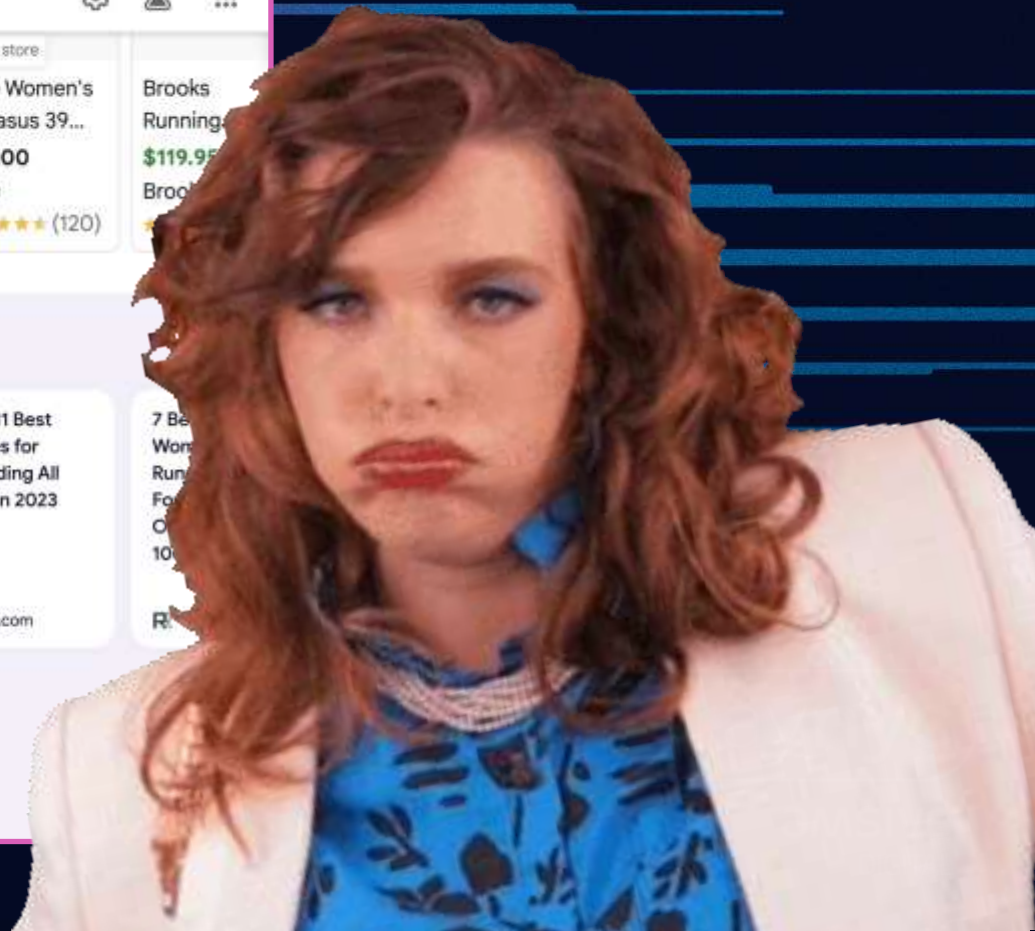
Here are some of the best running shoes:

**Popular styles**

7 Best Running Shoes, 100+ Shoes Tested in 2023 (runrepeat.co...)

The 11 Best Shoes for Standing All Day in 2023 (si.com)

7 Best Women's Running Shoes for Fall 2023 (R...)



# Plagiarism Concerns?

Google search results for "how long does it take to get over a breakup". The search bar shows the query and filters for "Converse", "Of 1 year", "For guys", "Of 5 years", "For a girl", "Reddit", "After", "Images", and "Of 3 months". A warning states "Generative AI is experimental. Info quality may vary." The main result is a snippet: "It can take anywhere from six weeks to three months to forever to get over a breakup. The length of time depends on how intense the relationship was, how invested you were in each other, and how heartbroken you are." Below this are three paragraphs of text and a "Ask a follow up" button.

Generative AI is experimental. Info quality may vary.

It can take anywhere from six weeks to three months to forever to get over a breakup. The length of time depends on how intense the relationship was, how invested you were in each other, and how heartbroken you are.

According to a 2007 study, 71% of people who'd gone through a recent breakup felt better after about three months. A survey of some 2,000 people in 2017 put the number at six months.

A separate study found it takes closer to 18 months to heal from the end of a marriage.

According to a study published in the Journal of Neurophysiology, a relationship breakup may feel so painful because it activates the part of the brain associated with motivation, reward and addiction cravings.

Ask a follow up

What are the 5 stages of a breakup?

How do you get over a breakup?

Women's Health article header with navigation tabs for "LIFE" and "RELATIONSHIPS". The article title is "What Those Dreams About Your Ex Really Mean". Below the title is a small image of a person sleeping.


Women's Health

LIFE RELATIONSHIPS

What Those Dreams About Your Ex Really Mean

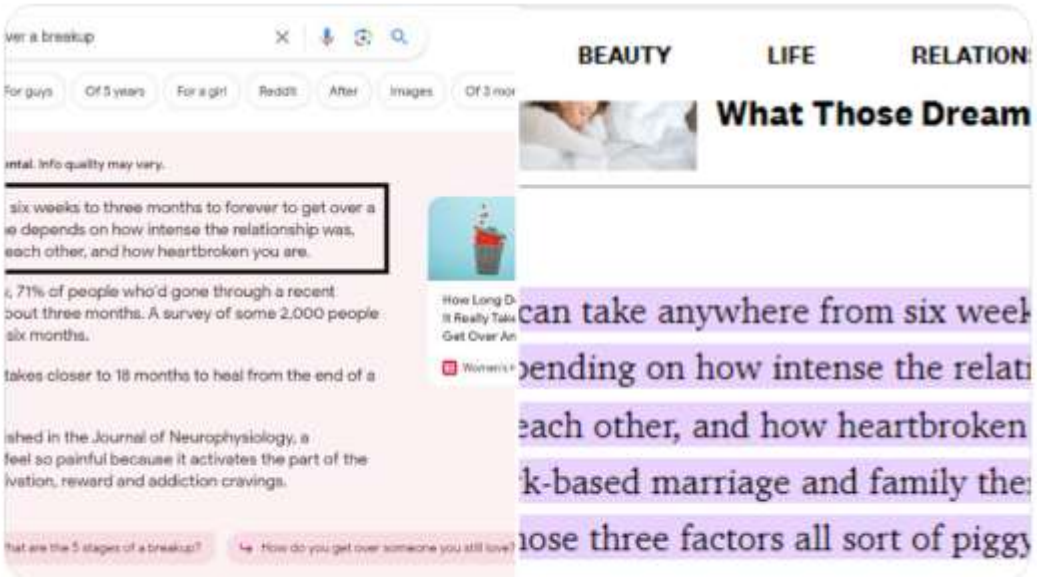
"It can take anywhere from six weeks to three months to forever, depending on how intense the relationship was, how invested you were in each other, and how heartbroken you are," says Jane Greer, PhD, New York-based marriage and family therapist and author of *What About Me?* (Those three factors all sort of piggyback on each other.)

# Plagiarism Concerns? (+ Google's Response)

 **Lily Ray** 😊 @lilyraynyc · May 26


This is one of many examples I am finding but something that is a bit alarming about SGE is that it seems to directly plagiarize content.

I thought generative AI almost always switched words around. I'm finding many examples where the answer is pulled from the page verbatim...

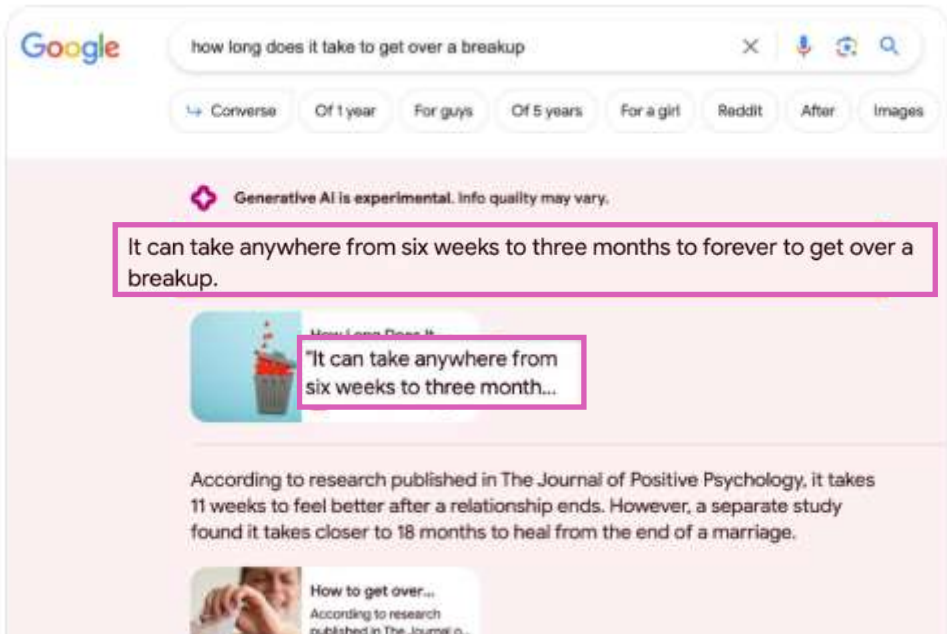


The screenshot shows a search result for "How Long Does It Really Take to Get Over a Breakup". The text is highlighted in purple, showing verbatim extraction from the source page. The text includes: "It can take anywhere from six weeks to three months to forever to get over a breakup. It depends on how intense the relationship was, how long you've been together, how heartbroken you are, and how heartbroken you are." and "According to research published in The Journal of Positive Psychology, it takes 11 weeks to feel better after a relationship ends. However, a separate study found it takes closer to 18 months to heal from the end of a marriage."

46 89 325 65.5K

 **Google SearchLiaison** 🟡 @searchliaison

Generative responses are corroborated by sources from the web & when a portion of a snapshot briefly includes content from a specific source, we will prominently highlight that source in the snapshot. In this example, the first link matches that & it also shows in expanded view.



The screenshot shows a Google search result for "how long does it take to get over a breakup". The generative AI response is highlighted in pink and reads: "It can take anywhere from six weeks to three months to forever to get over a breakup." The source is cited as "According to research published in The Journal of Positive Psychology, it takes 11 weeks to feel better after a relationship ends. However, a separate study found it takes closer to 18 months to heal from the end of a marriage."

# More Plagiarism Concerns

(h/t @gregoryflorin)

is trampoline cardio



Converse

Videos

Shopping

Images

For weight loss

For beginners

At home



Generative AI is experimental. Info quality may vary.

Trampoline exercises are a convenient and enjoyable way to boost your cardiovascular health, improve endurance, and relieve stress and tension. They can help you develop better balance, coordination, and motor skills. These exercises target your back, core, and leg muscles.

Trampoline exercises are a convenient and enjoyable way to boost your cardiovascular health, improve endurance, and relieve stress and tension. They can help you develop better balance, coordination, and motor skills. These exercises target your back, core, and leg muscles. Jul 24, 2019.



Healthline

<https://www.healthline.com> > health > exercise-fitness > t...

12 Trampoline Exercises: Instructions, Benefits, and More

Trampoline exercises are a convenient and enjoyable way to boost your cardiovascular health, improve endurance, and relieve stress and tension. They can help you develop better balance, coordination, and motor skills.

These exercises target your back, core, and leg muscles. You'll also work your arms, neck, and glutes.

Research shows that trampolining has a positive effect on bone health, and it may help improve bone density and strength.

**healthline**

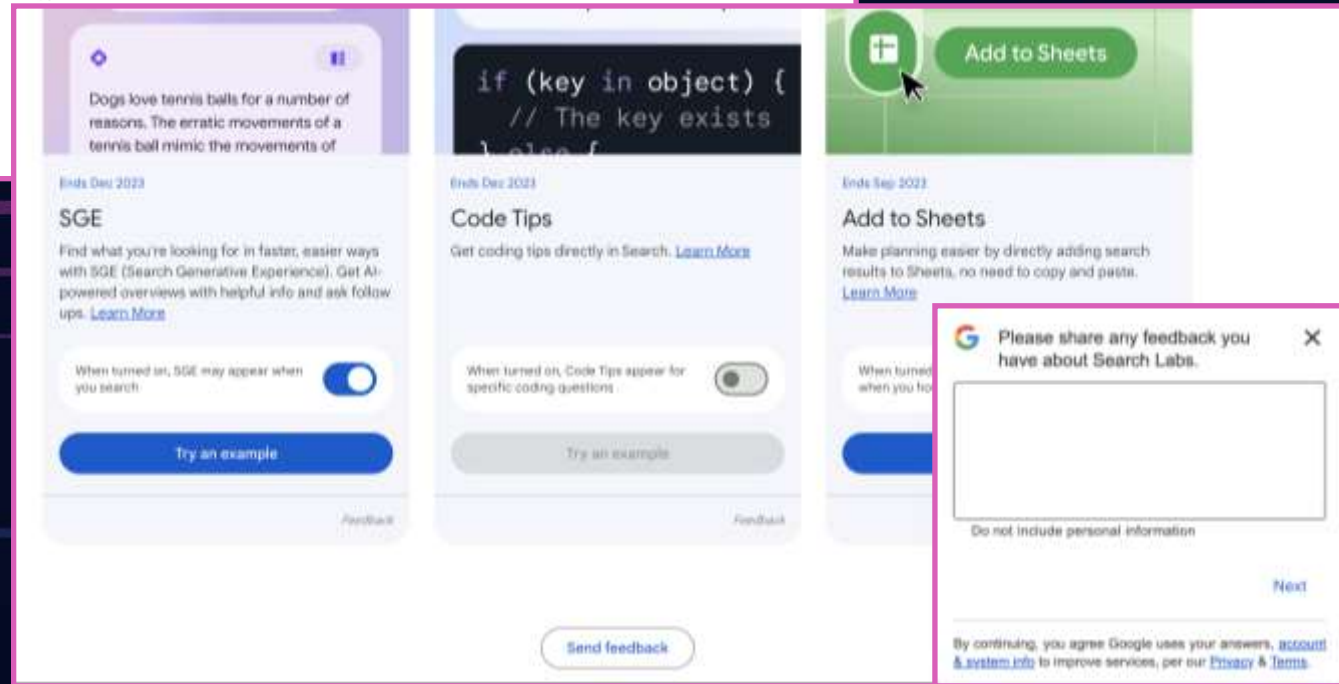
# Keep Providing Feedback!



Google SearchLiaison   
@searchliaison

Feedback form is great! And appreciated! As has been the previous feedback regarding various preferences about links. All passed in to our teams. As a reminder, this is an experiment, and the feedback is considered for way to improve.

11:09 AM · May 31, 2023 · 539 Views



The collage displays three mobile app screens, each with a feedback form at the bottom. The first screen is for SGE (Search Generative Experience), the second for Code Tips, and the third for Add to Sheets. A fourth screen in the foreground shows a feedback form for Search Labs.

**SGE**  
Ends Dec 2023  
Find what you're looking for in faster, easier ways with SGE (Search Generative Experience). Get AI-powered overviews with helpful info and ask follow ups. [Learn More](#)

When turned on, SGE may appear when you search

[Try an example](#)

[Feedback](#)

**Code Tips**  
Ends Dec 2023  
Get coding tips directly in Search. [Learn More](#)

When turned on, Code Tips appear for specific coding questions

[Try an example](#)

[Feedback](#)

**Add to Sheets**  
Ends Sep 2023  
Make planning easier by directly adding search results to Sheets, no need to copy and paste. [Learn More](#)

When turned on when you to

[Feedback](#)

**Please share any feedback you have about Search Labs.**

Do not include personal information

[Next](#)

By continuing, you agree Google uses your answers, account & system info to improve services, per our [Privacy & Terms](#)



Lily Ray 🙄  
@lilyraynyc · Follow



Hey @searchliaison @dannysullivan @JohnMu:

Are you able to share if SGE results are personalized at all?

Seeing some murmurs that people think their results might be slightly personalized based on previous search history...

1:34 PM · Jun 1, 2023



24



Reply



Share

Read 2 replies

Here is his response:



Google SearchLiaison 🟡 · Jun 1, 2023

@searchliaison · Follow

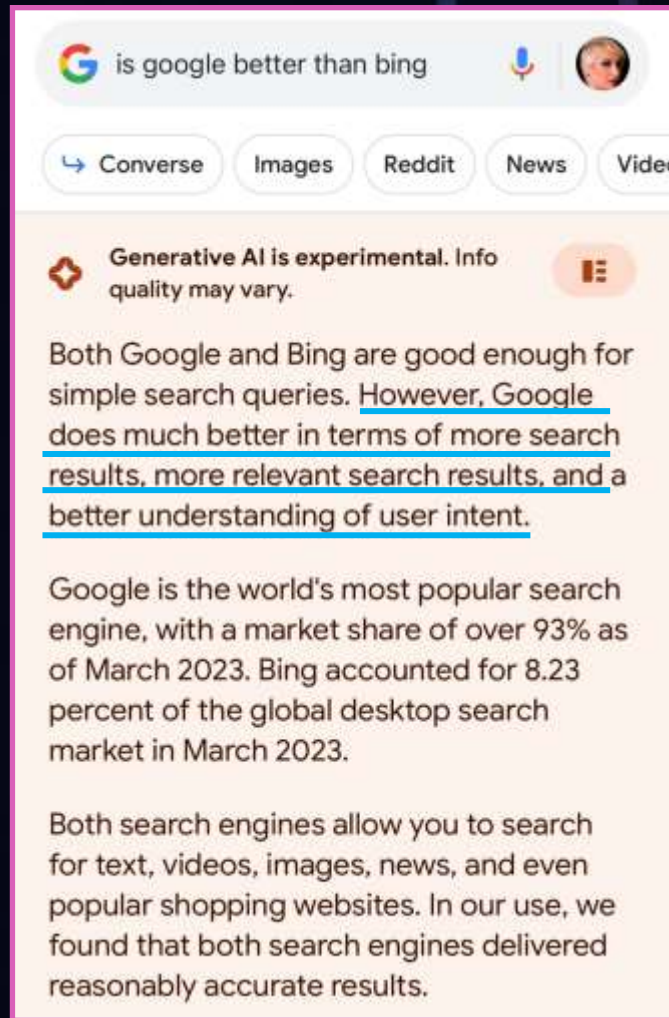


Replying to @lilyraynyc @dannysullivan and @JohnMu

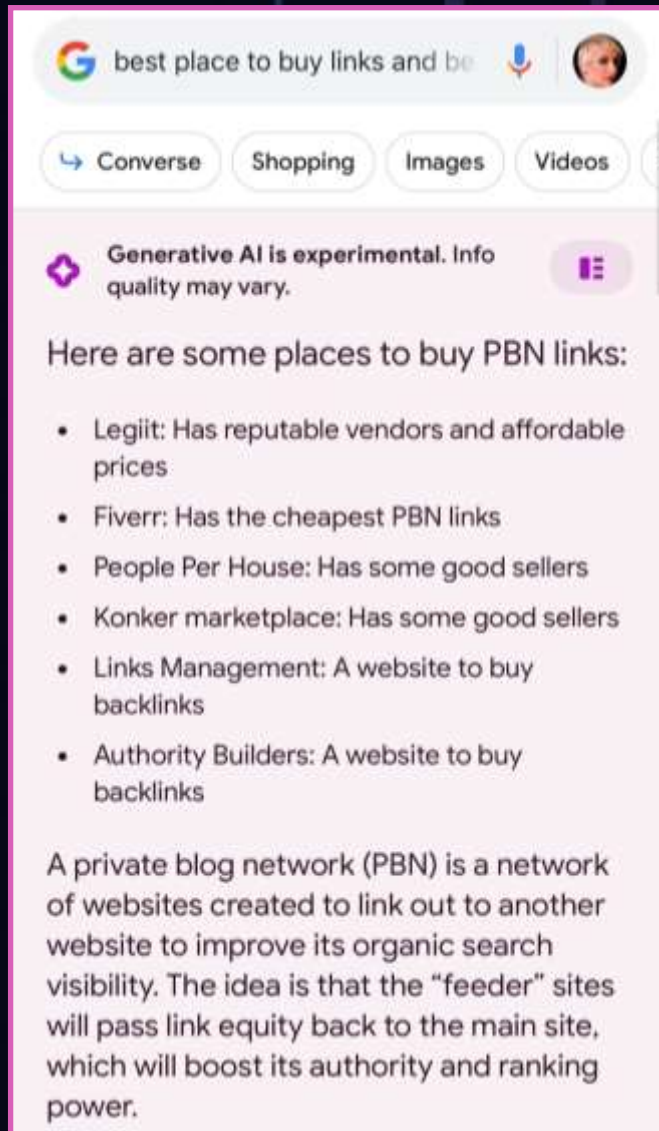
Don't believe they are. They can change based on the context of what was previously entered in a conversation, of course. But will update more if I hear differently.

SGE Results are  
(probably) not  
personalized

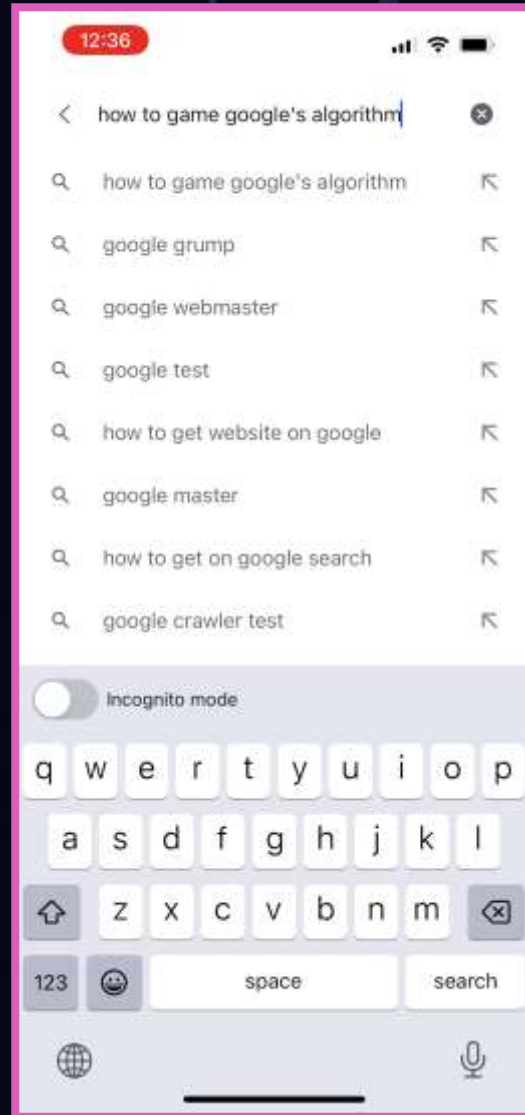




Risk of  
demonstrating  
opinions and biases,  
not always facts



Difficult to control quality across all categories:



Less than  
authoritative  
answers

# Deflects Tough Questions

are republicans smart

Including results for are republicans *smarter*  
Search only for are republicans smart

Generative AI is experimental. Info quality may vary.

Here is some related information about the Republican Party:

- The Republican Party's positions have evolved over time. Currently, the party's fiscal conservatism includes support for lower taxes, small government conservatism, free market capitalism, free trade, deregulation of corporations, and restrictions on labor unions.
- In 2020, Gallup polling found that 25% of Americans identified as Republicans, 31% as Democrats, and 41% as Independent.
- Liberalism is based on the belief in equality and individual liberty, and supports private property and individual rights.
- In 2016, Joseph S. Alpert wrote in American Journal of Medicine that "If You Are Not a Liberal When You Are Young, You Have No Heart, and If You Are Not a Conservative When Old, You Have No Brain".
- In 2022, Boston University Today wrote that the Republican Party is in danger of becoming the party of violence, antidemocracy, and racism.

Ask a follow up

First, when it comes to intelligence, most studies find that contrary to our liberal expectations, Republicans have slightly higher cognitive ability than Democrats. Nov 29, 2022

<https://medium.com/progressively-speaking/what-kind...>

What Kind of People Are Republicans? | by Karin Tamerius

Featured Snippet answers show more precision

was donald trump a good president

Generative AI is experimental. Info quality may vary.

Donald Trump served as the 45th president of the United States from 2017 to 2021.

Some consider Abraham Lincoln to be the greatest president for his leadership during the Civil War and the abolition of slavery. Others consider Franklin D. Roosevelt to be the greatest president for leading the country out of the Great Depression and during World War II.

Ask a follow up

Who was the best president?

Who is the oldest president?

Here are some signs that your husband might be cheating:

- Drastic changes in communication
- Lack of interest in you
- Changes in routines
- More self-care
- More critical of you
- Feeling distant
- Not inviting you out as often
- Being secretive
- Manipulative
- Depressed
- Feeling less of himself
- Wanting to cause a quarrel
- Irregular work schedule
- New hobbies
- Unexplained expenses
- Loss of sexual interest
- Changed or added passwords on his devices
- Taking care of the car too much
- Buying gifts
- Focus on appearance
- Guarded protection of devices

- Focus on appearance
- Guarded protection of devices
- Hostility towards you and the relationship
- Developing a history of lying
- Body language
- Becoming "very busy"
- Change in habits
- Talking about someone new
- Being more affectionate
- Putting more effort into their appearance
- Being gone more often
- Accusing you of cheating
- Making big cash withdrawals
- Lying about things that don't matter
- Playing cell phone defense
- Not getting back to you when he's out with other people
- Hanging out with a new crowd when you're not around
- Improving their appearance
- Guarding their phone
- Changing

Vague, unhelpful  
relationship advice



@lilyraynyc

AMSIVE  
DIGITAL

# Recent News?

## How is this better than Top Stories?

Google search results for "recent news in spain". The search bar shows the query and navigation options like "Converse", "News", "Images", "Videos", "Shopping", "Maps", "Books", "Flights", and "Finance". A warning message states: "Generative AI is experimental. Info quality may vary." Below this, a heading reads "Here are some recent news stories from Spain:". A list of 12 bullet points provides news snippets. To the right, three news cards are displayed from The Guardian, BBC, and ABC News. At the bottom, there are follow-up question suggestions.

Generative AI is experimental. Info quality may vary.

### Here are some recent news stories from Spain:

- An alleged Kinahan cartel member was arrested in Spain.
- A car was swept backwards in floodwaters in Spain.
- Hail stones and heavy rain flooded parts of Spain.
- The far-right Vox party is rising toward power in Spain.
- Podemos and leftist alliance Sumar agreed to run jointly in Spain's snap election.
- Police in Spain canceled a plan to grant extra days off for migrant arrests on the border.
- Spain's Socialist PM backed an alliance between two leftist parties.
- Two migrants forced to swim to shore drowned in Spain.
- Strong winds caused chaos and damage to multiple structures at the Medusa Music Festival in Spain. At least one person is dead and several others injured.

Spain | World - The Guardian  
Spain - BBC News  
Spain News & Videos - ABC News

Ask a follow up: What is the political situation in Spain? What are the biggest news sites in Spain? What type of government...

Google search results for "recent news in new york". The search bar shows the query and navigation options like "Converse", "News", "Videos", "Images", and "Tools". A warning message states: "Generative AI is experimental. Info quality may vary." Below this, a heading reads "Here are some recent news stories from New York:". A list of 7 bullet points provides news snippets.

Generative AI is experimental. Info quality may vary.

### Here are some recent news stories from New York:

- An Irish pub in Midtown closes after 43 years
- A woman dies in an early-morning fire at her home
- A drunk driver is charged after mowing down pedestrians in a busy neighborhood, killing one
- A Manhattan driver is charged with manslaughter after striking a cyclist and three pedestrians, killing one
- A marine veteran launches a NYC pot home delivery service
- The annual Tunnel to Towers climb at Freedom Tower raises \$1M for heroes in need
- Jewish groups ask the IRS to probe CUNY Law's tax-exempt status after "hate speech"

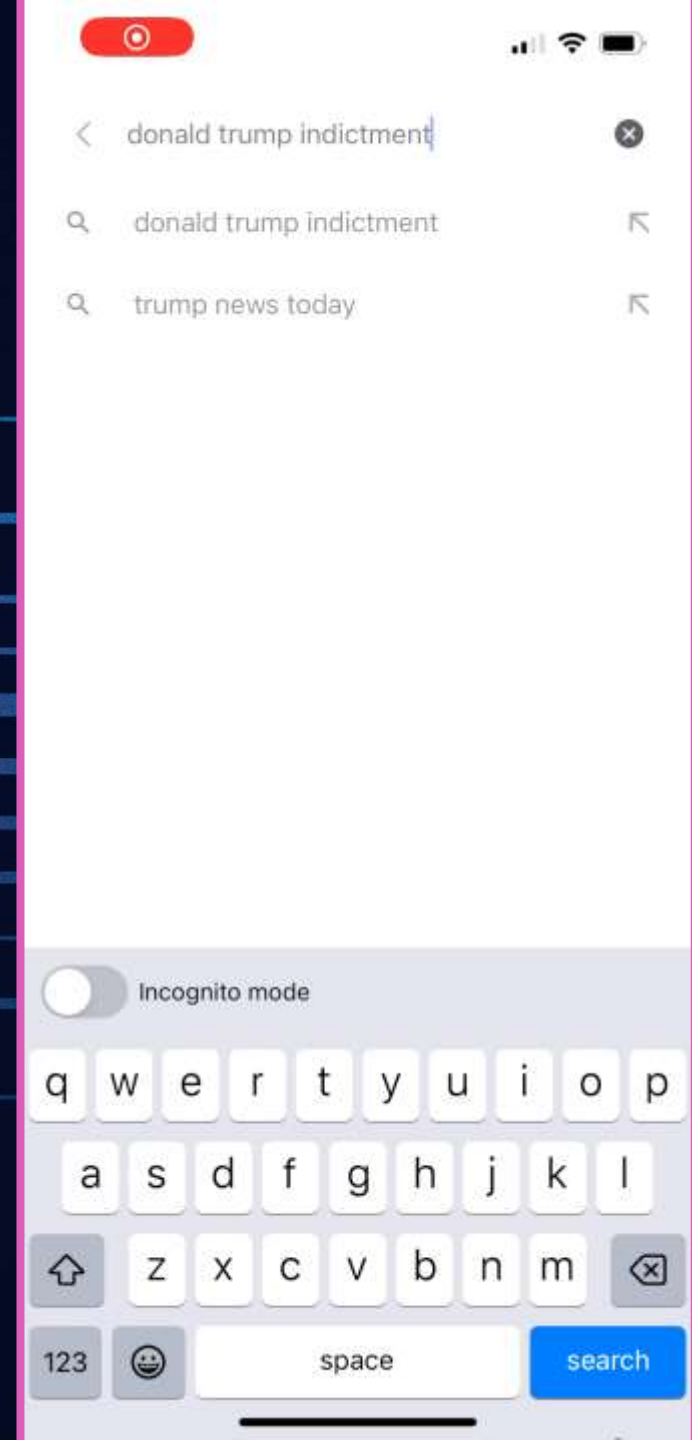
@lilyraynyc

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# When SGE Doesn't Appear by Default

- Highly political topics
- Some medical topics (but not all!)
- Some other YMYL queries (financial advice)
- Sensitive queries, conspiracies
- Trigger words
- Recipes (?)
- Adult keywords
- Branded queries (with the option to click to expand)
- Quick answers – weather, lyrics

[Great thread by @CyrusShepard on this topic](#)



@lilyraynyc

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# Influencing SGE & Bing Chat Results



Is promoting consistent &  
reliable answers in AI  
*the new linkbuilding?*

@lilyraynyc

AMSIVE  
DIGITAL

# Process:

- Collect frequently asked questions about yourself or your brand
- Answer questions clearly and concisely on your site(s) in FAQs, About page, homepage, etc.
- Leverage IndexNow for instant indexing in Bing (Yoast premium)
- Ensure content is crawled/indexed by Google
- Monitor SGE & Bing Chat results

## About Lily Ray

Lily Ray is an **SEO professional**, DJ, drummer, and fitness lover based in Brooklyn, NYC. She grew up in the San Francisco Bay Area and moved to New York City when she was 18. She has lived in New York City ever since.



Lily currently serves as the Senior Director of SEO and Head of Organic Research at **Amsive Digital**, formerly Path Interactive. Amsive Digital is an NYC-born digital marketing agency with a national presence, providing data-driven **SEO**, digital media, paid and managed social, analytics, creative, influencer marketing and web design and development services that help brands grow.

Lily oversees a 30+ person SEO team (alongside several other talented Directors, Strategists & managers) and supports dozens of clients across different categories, ranging from small and medium businesses to Fortune 50 enterprise brands.

Lily moonlights as a DJ and drummer, and has been a musician and rhythm-lover throughout her entire life.

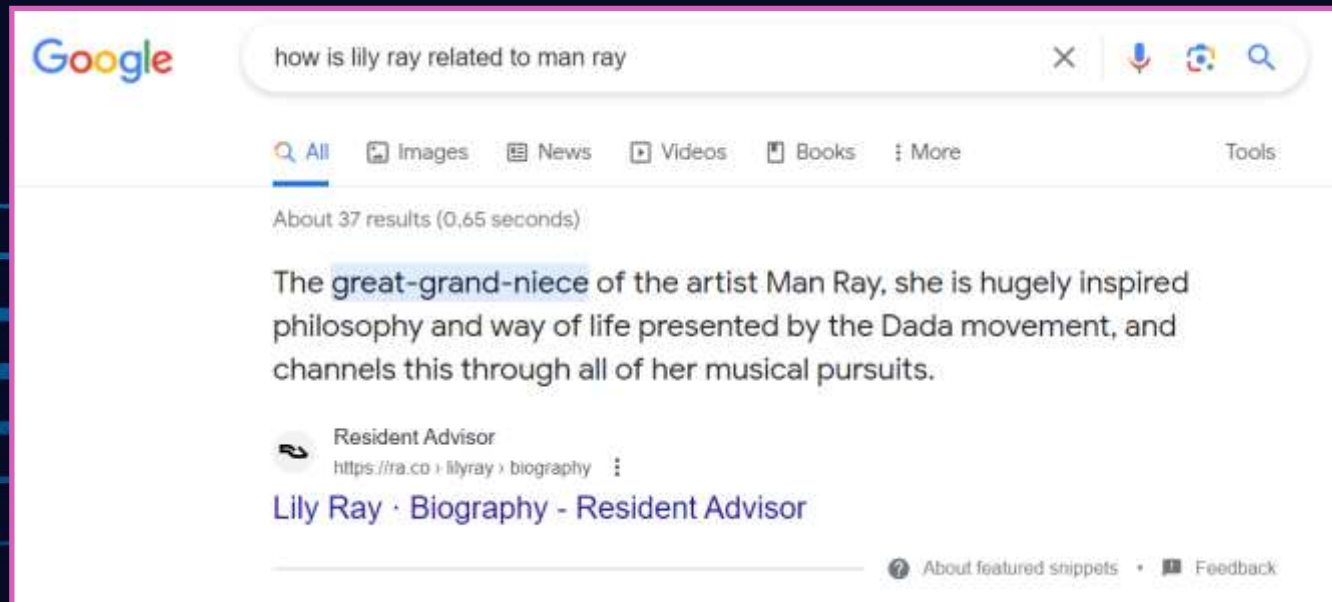
Frequently Asked Questions:

**How did Lily Ray get into the field of Search Engine Optimization (SEO)?**

Lily Ray began working in the Search Engine Optimization (SEO) industry when she was a junior at NYU. She was studying Politics and Spanish when she stumbled upon a paid job doing SEO and social

# Affecting SGE Answers

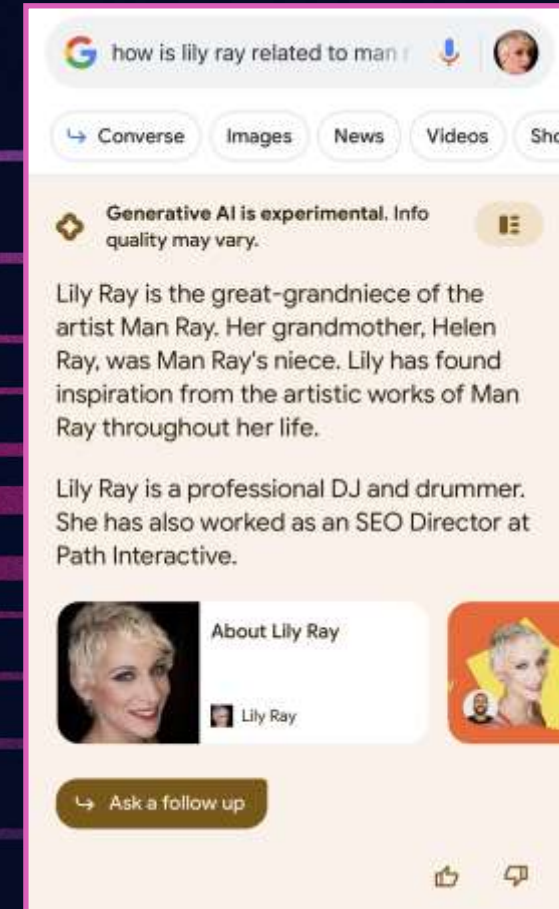
## Before website change



## Website change (1 week ago)

**How is Lily Ray related to Man Ray?**

Lily Ray is the great-grand niece of the artist Man Ray. Her grandmother, Helen Ray, was Man Ray's niece.



After  
website  
change

The background of the slide features several wireframe human figures in various poses, rendered in a blue and red color scheme. The figures are semi-transparent and appear to be made of a grid of lines. They are scattered across the frame, with some in the foreground and others in the background, creating a sense of depth and movement. The overall aesthetic is futuristic and digital.

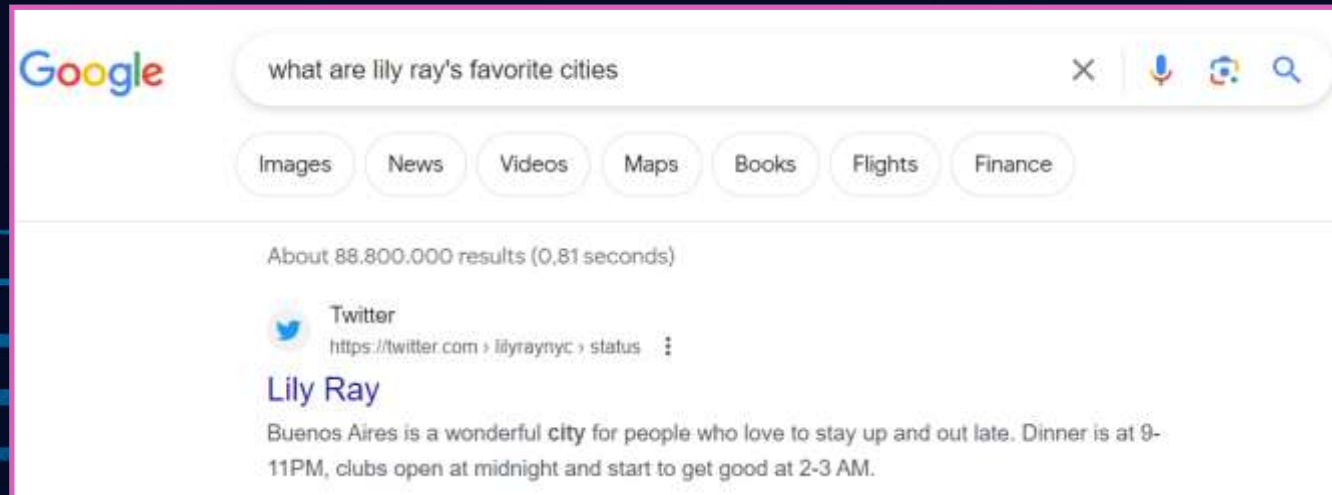
SGE answers are not  
always pulled from the  
top-ranking results.

@lilyraynyc

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# Affecting SGE Answers

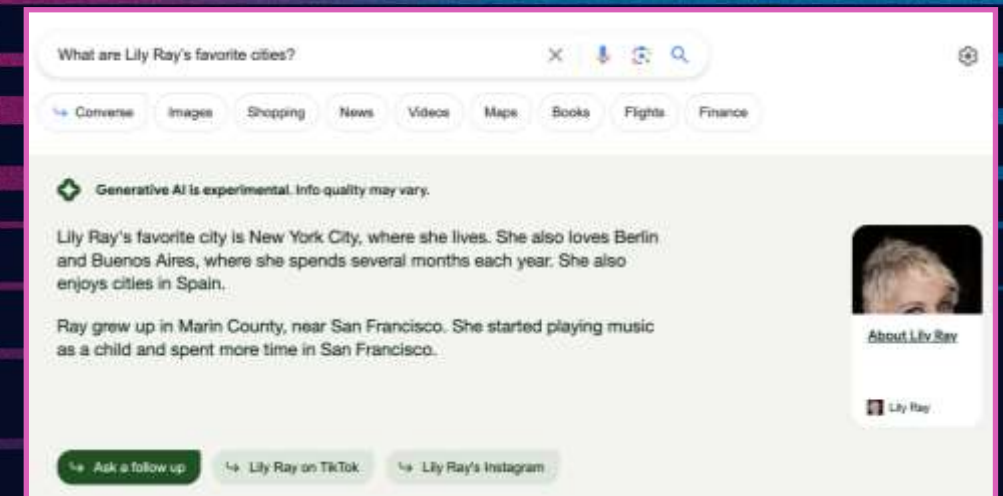
## Before website change



## Website change (2 weeks ago)

### What are Lily Ray's favorite cities?

Lily's favorite city of all time is the city where she lives – New York City. But she has many other cities that are near and dear to her heart, such as Berlin and Buenos Aires, where she spends multiple months per year. She also has an affinity for various cities in Spain, such as Barcelona and Malaga, and has traveled extensively throughout many cities in South and Central America.



## After website change

3rd party mentions,  
interviews and corroborations  
across multiple sites are  
extremely important

Here are some steps for tying a bow tie:



How to Tie a Bow Tie: ...  
About This Article \* Cross  
the longer end over the...  
wikiHow



How to Tie a Bow Tie ...  
Place the bow tie around  
your neck with the right...  
OTAA



How To Tie A Bow Tie...  
\* Start with the bowtie  
lying face up. ... \* Move A ...  
Ties.com



How to tie a bow tie?...  
Tie a Bow Tie-- Learn it step  
by step. \* Stand in front of...  
John Henric

1. Place the bow tie around your neck with the right end lower than the left end.
2. Cross the longer end over the shorter end.



How to Tie a Bow Tie ...  
Place the bow tie around  
your neck with the right...  
OTAA



How to Tie a Bow Tie: ...  
About This Article \* Cross  
the longer end over the...  
wikiHow



How To Tie A Bow Tie...  
\* Start with the bowtie  
lying face up. ... \* Move A ...  
Ties.com



How to tie a bow tie?...  
Tie a Bow Tie-- Learn it step  
by step. \* Stand in front of...  
John Henric

# Affecting AI Answers

Before website change

After website change (Bing)

what kind of dog is lily ray's dog marcy, and how old is she?

Images News Videos Books

About 18 results (0.62 seconds)

Twitter  
https://twitter.com/lilyraynyc/status/1314111111111111111

Dec 27, 2020

Conversation. Lily Ray · @lilyraynyc. Marcy (my dog) and I are having a glass of mulled wine at one of our favorite spots in NYC., @KEYBARMANHATTAN.

What kind of dog is Lily Ray's dog, Marcy, and how old is she?

✓ Searching for: What kind of dog is Marcy, Lily Ray's dog and how old is she?

✓ Generating answers for you...

Lily Ray's dog Marcy is a **mini-Australian Shepherd**, also known as an American Shepherd. She was born in **2015** and is currently **7 years old**.

I hope this answers your question. Let me know if you have any other questions!

Learn more: 1. bing.com 2. lilyray.nyc 3. people.com 4. akc.org 4 of 5

Website change (2 weeks ago)

What kind of dog is Lily Ray's dog, Marcy, and how old is she?

Marcy is a **mini-Australian Shepherd**, also known as an American Shepherd. She was born in 2015 and is currently 7 years old.

Google

what kind of dog is lily ray's dog, marcy, and how old is she?

Converse Images Shopping News Videos Books Maps Flights Finance

All filters Tools

Generative AI is experimental. Info quality may vary.

Lily Ray's dog Marcy is a **Maremma Sheepdog**. Maremma Sheepdogs are large dogs with a bear-like head, strong jaws, and a black nose that often turns pink-brown with age.

Marcy is 76 years old as of 2022.

Maremma Sheepdog Dog Breed...

Lily Ray on Twitter: 'Marcy (my dog) and I are having a glass of ...'

Marcy Lafferty Wiki, Biography, Ag...

dogbreedinf... Twitter factynwsc...

Ask a follow up

# Still confused between multiple Lily Rays

The screenshot shows a Google search interface. The search bar contains the text "who is lily ray's father and what did he do for work". Below the search bar are navigation buttons for "Converse", "Images", "News", "Videos", "Shopping", "Books", "Maps", "Flights", and "Finance". On the right side, there are icons for settings, a flask, a grid, and a profile picture, along with the text "All filters" and "Tools".

The main content area features a warning icon and the text "Generative AI is experimental. Info quality may vary." Below this, there are two paragraphs of text:

Lily Ray's father was an engineer at Sun Microsystems and Oracle, and was part of the team that created the programming language Java. Lily called her father the "original tech guy".

Lily Ray's father was a peach farmer in Sylvan, South Carolina. He was once passionate about Lily's mother, but after she left him and died, he became bitter and resentful. He took his depression and self-hatred out on Lily.

On the right side of the content area, there are three recommendation cards:

- A card with an image of a woman on a couch, titled "Lily Ray - Bird", with the Bird logo below it.
- A card titled "The Secret Life of Bees: Character List | SparkNotes" with the SparkNotes logo below it.
- A card with an image of a woman, titled "Just E-A-T It: Interview with Lily Ray, DJin...", with the Kwasi logo below it.

At the bottom of the page, there are four "Ask a follow up" buttons with the following text:

- Ask a follow up
- What does Lily's father do for a living?
- What does T Ray do for a living?
- Why does Lily call her dad T Ray?

MY DAD

NOT MY DAD!



# SGE Can "Know" About Complex Queries

The screenshot shows a Google search interface with the query "who is the SEO that plays drums and is a dj". The search results are generated by Google's AI, as indicated by the "Generative AI is experimental" warning. The main text block provides a detailed biography of Lily Ray, mentioning her early start with drums and her current roles as a Senior Director and Head of Organic Research. To the right, there are three image cards with captions: "Lily Ray - Senior Director, SEO & Head o...", "Lily Ray - Bird", and "Lily Ray (Amsive Digital): 'Any...". At the bottom, there are follow-up suggestions like "Ask a follow up", "Lily Seo", "DJ Lily Ray", and "Lily Seo".

Google

who is the SEO that plays drums and is a dj

Converse Images Videos News Shopping Books Maps Flights Finance

All filters Tools

**Generative AI is experimental.** Info quality may vary.

Lily Ray is an SEO who plays drums and is a DJ. She started playing drums when she was 6 and played in rock bands from the age of 12. She played drums in bands such as Two Seconds and Elephone from 2003 to 2014. She's been a DJ since 2014.

Ray moved from the Bay Area to New York to build two successful careers: digital marketer by day, and DJ by night. She's a Senior Director, SEO & Head of Organic Research.

Lily Ray - Senior Director, SEO & Head o...  
LinkedIn

Lily Ray - Bird  
Bird

Lily Ray (Amsive Digital): 'Any...  
Friends of Se...

Ask a follow up Lily Seo DJ Lily Ray Lily Seo

# Affecting Bing Chat Answers

✓ Generating answers for you...

Lily Ray began working in the Search Engine Optimization (SEO) industry when she was a junior at NYU. She was studying Politics and Spanish when she stumbled upon a paid job doing SEO and social media marketing for an online education company <sup>1</sup>. Since then, she has worked in various SEO roles and is currently the Director of SEO at Path Interactive <sup>2</sup>. She brings a strong technical background, performance-driven habits, and forward-thinking creativity to all programs she oversees <sup>2</sup>.

Learn more:

2 of 5 ●

1. [lilyray.nyc](https://lilyray.nyc)

2. [datanatives.io](https://datanatives.io)

3. [linkedin.com](https://www.linkedin.com/in/lilyraynyc/)

+1 more

## Added 1 week ago

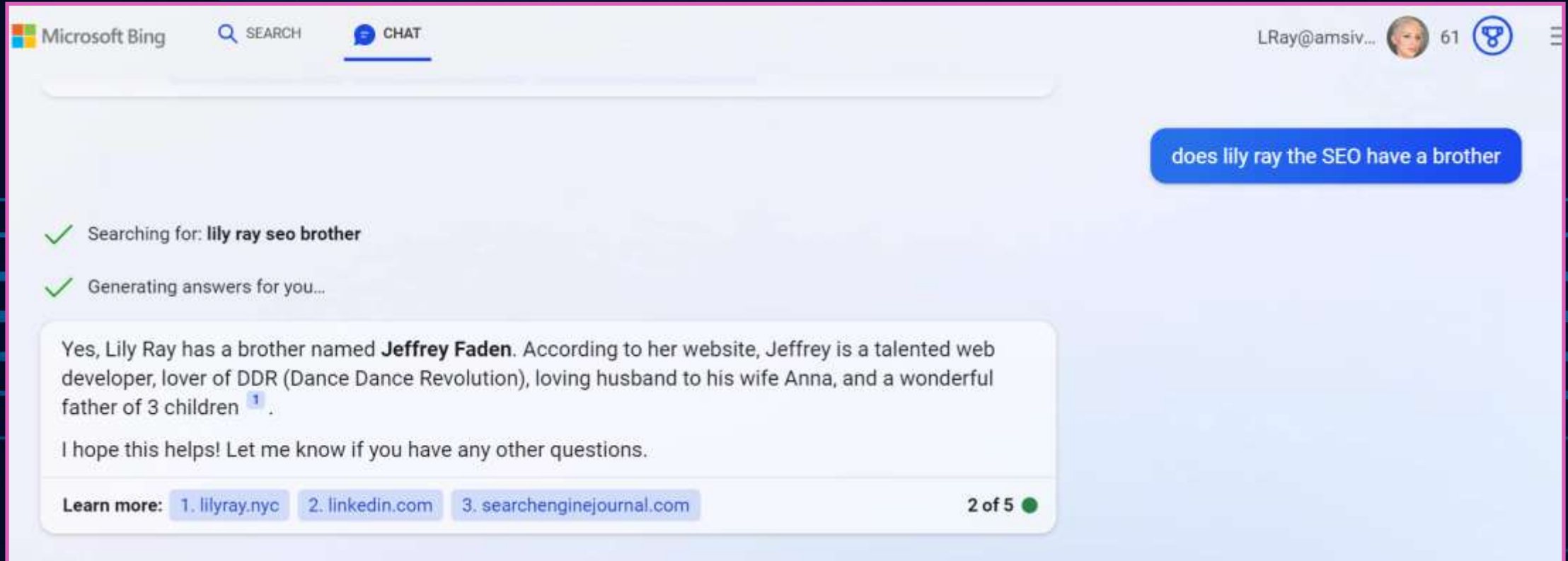
**How did Lily Ray get into the field of Search Engine Optimization (SEO)?**

Lily Ray began working in the Search Engine Optimization (SEO) industry when she was a junior at NYU. She was studying Politics and Spanish when she stumbled upon a paid job doing SEO and social media marketing for an online education company. Lily discovered that a profession in SEO allowed her to combine her technical, creative, writing, and marketing skills. She immediately fell in love with SEO and has been passionate about her career and the industry ever since.

@lilyraynyc

AMSIVE  
DIGITAL

# New Information Indexed Quickly on Bing (Appeared in a couple of days)



Microsoft Bing SEARCH CHAT

LRay@amsiv... 61

does lily ray the SEO have a brother

✓ Searching for: **lily ray seo brother**

✓ Generating answers for you...

Yes, Lily Ray has a brother named **Jeffrey Faden**. According to her website, Jeffrey is a talented web developer, lover of DDR (Dance Dance Revolution), loving husband to his wife Anna, and a wonderful father of 3 children <sup>1</sup>.

I hope this helps! Let me know if you have any other questions.

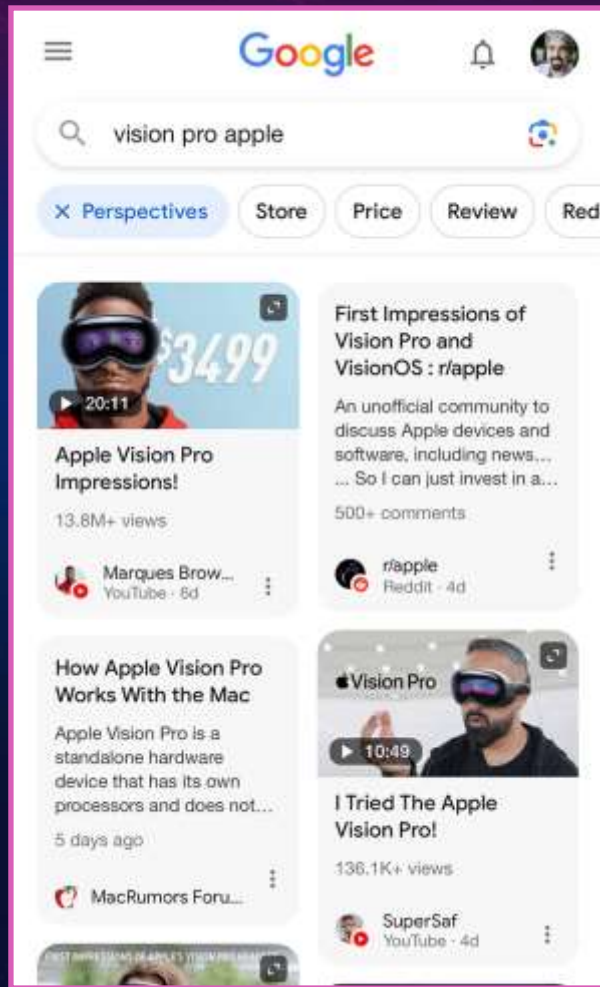
Learn more: [1. lilyray.nyc](#) [2. linkedin.com](#) [3. searchenginejournal.com](#) 2 of 5

@lilyraynyc

amsive  
DIGITAL

# Steps to Respond Now

1. Collect relevant questions about your brand (People Also Ask, question research)
2. Provide clear, concise and consistent answers to these questions wherever possible
3. Pay attention to GBP photos and reviews
4. Monitor 3<sup>rd</sup> party mentions & set up brand alerts
5. Ensure information accuracy across 3<sup>rd</sup> party sites whenever possible
6. Use high-quality imagery on every page you want to appear in SGE



Do not forget about E-E-A-T,  
especially the new E (experience)

Google quietly launched  
new "Perspectives" feature



LILY  
RAY

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THANK YOU

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