



8 Strategies to Dominate Google's New AI-Driven Search

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Moves to Dominate SGE Search **and Drive Growth**

Organizations face a major shift with continuing updates to Google's Search Generative Experience (SGE). These changes are altering how Google's search results are generated and displayed, making it important for businesses to take action to maintain their visibility and relevance.

Companies must implement new strategies that embrace new and continuously evolving AI-driven search dynamics. Recognizing the role online reputation management (ORM) plays in navigating the complexities of SGE is the first step.

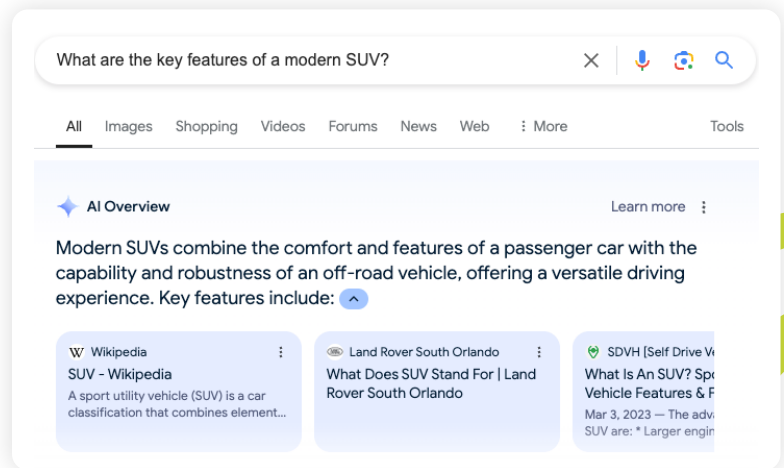
If you're already using a reputation platform to drive traffic and engage potential customers, you're in a strong position to adapt to the changes.

If you haven't yet implemented a comprehensive ORM solution, now is the time to do so—not just in response to Google's SGE updates but as a strategy for long-term organic growth.

Google SGE Impact on Business

What is Google SGE?

[Google SGE](#) – recently rebranded as “AI Overviews” – synthesizes information from multiple sources into a single article, providing users with fast, comprehensive answers to queries without having to browse through multiple links.



SGE changes are affecting general searches, location-based queries in Google Maps, and Google Business Listings in a variety of ways. While SGE provides convenience for users, it poses new challenges for businesses—especially those relying on general searches and local queries via Google Maps.

Key Challenges Include:

- Reduced search engine-driven traffic to websites
- Decreased visibility of websites and content in search results
- Greater competition for search rankings, favoring larger organizations with extensive digital footprints
- Decreased visibility of ads on search result pages, leading to increased cost-per-click (CPC) rates
- Additional spending on SEO and SEM to offset declining organic traffic
- An overall diminished ability to attract customers

As AI increasingly influences how businesses are discovered and evaluated online, **businesses must make strategic adjustments to maintain prominence in search results.**

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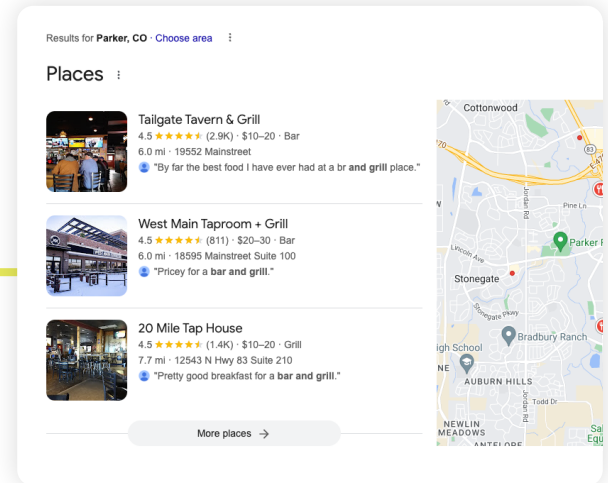
Ways to Mitigate Risk and Capitalize on Opportunity

Google's SGE is shifting how search results are generated and displayed. To navigate this evolving landscape, businesses must prioritize comprehensive reputation management and implement proactive search strategies.

1 Keep Your Google Business Profile Complete, Accurate, and Up to Date

Understanding the Power of Google 3-pack

The Google 3-Pack is a listing of the top three results for a local search. Even without typing in geographic keywords, Google automatically prioritizes results based on the user's location, making searches such as "bar and grill" return results as if "near me" had been included. This helps users find businesses close to them with minimal effort.



Google 3-pack – the top three results shown after a local search for "bar and grill near Parker, CO."

How to Optimize for Local Searches:

1. Ensure your GBPs include as much information as possible about the products and services you offer.
2. Include categories of offerings, hours of operation, and a concise but thorough description of your offerings.
3. Include videos and pictures of your location and a link to your website.
4. Use Google Posts to share updates, promotions, and events.
5. Quickly and thoroughly answer questions posed by customers via the Overview tab.
6. Regularly update your profile with fresh content to attract mobile users searching for services in your area.

In addition to optimizing for the Google 3-Pack, consider users performing searches on the go. Google Maps typically displays more than three results, providing additional opportunities for visibility, and optimizing review management will help with both.

2

Actively Solicit and Manage Customer Reviews

Enhance Credibility with Detailed Reviews

Customer reviews build credibility and improve search rankings. Accumulate positive ratings/reviews on your GBP. Encourage customers to include detailed insights in them. AI will find and surface the most representative reviews in SGE results. And as AI evolves and allows users to pose more nuanced inquiries, businesses with detailed reviews that use keywords stand to gain.



Feature and Integrate Reviews for Visibility

Strategically feature these reviews on your website and integrate them into your content. Reviews provide potential customers – and Google – with confidence in your services and can increase your visibility in local search results.

In response to SGE's content preferences, **include reviews on your website in a structured format**, such as a review schema markup, explained in number seven below.

3 Renew Focus on Social Media

Amplify Credibility with Social Media

A robust social media strategy helps generate more verified content on third-party sites that Google can crawl and incorporate into its AI-generated results. Social media platforms serve as significant sources of user-generated content and act as authoritative signals that Google's algorithms use to assess credibility and relevance.

Integrate Social Media for Better Rankings

Google Business Profiles now permits the inclusion of social media links from TikTok, Facebook, X, LinkedIn, and Instagram. It also allows you to display social media posts directly within the profiles. By integrating these social media links and showcasing your posts on your GBP, you'll drive more interaction and visibility, which in turn will improve your rankings and boost your search performance.

From Wild Blue Yonder Brewing Co.

"Wild Blue Yonder Brewing Co. is an award-winning restaurant and brewery in historic downtown Castle Rock, located on the corner of 6th St & Wilcox St. We have a large rotating selection of our craft beer on tap, all of which pair beautifully with our delicious burgers, sandwiches and other pub-favorites. Enjoy a cold craft beer, glass of wine, or specialty cocktail in our bar or outside in our beer garden, the largest in the city. We always have something for everyone!"

Updates from Wild Blue Yonder Brewing Co.

[View previous updates on Google](#)

Profiles



Facebook



LinkedIn



Instagram

4 Optimize Title and Description Tags on Your Website

Your Title Matters

[Title](#) and [description](#) tags are the customizable elements displayed in organic search results. They represent your primary opportunity to get the attention of those searching for the products and services you provide.

 Red Rocks Amphitheatre
<https://www.redrocksonline.com>

Red Rocks Park & Amphitheatre - Official Website

The official website of Red Rocks Amphitheatre, Colorado's historic outdoor venue, hosting **concerts**, films and fitness events in a spectacular setting.

How to Optimize It

Use approximately 55 characters in the title and 175 characters in the description to capture the searcher's attention and compel them to click the link to your website. Carefully select language that describes the content on the linked page and stands out against competitors' descriptions. Include keywords near the beginning of the tag to improve search rankings.

5 Optimize Content

Provide Authoritative, Helpful Content

Optimize your pages, sites and listings with high-quality, authoritative, timely content that answers the specific needs of your target audience. Whether someone is visiting your site or your site's information is being used by SGE as an authoritative source, accurate, helpful information is required. This includes regularly-updated web content and fresh blog posts on relevant topics.

Aim to create content that gives readers valuable advice. Rather than promotional, product-focused articles discussing "5 reasons why you need a Toyota Rav4," write educational articles like, "Do I need a car or an SUV?" or "Are EVs right for me?" which Google will rate more valuable for readers.

Create Valuable, Localized Content for Better Rankings

Incorporate local keywords into your website content and metadata to improve the chances of appearing in both the Google 3-Pack and general SGE results. High-quality, localized content, like blog posts or service pages targeting specific areas can boost local search rankings and help your business stand out.

Incorporate long-tail keywords naturally into your content and ensure they flow seamlessly within the context. Long-tail keywords are typically three (or more) word phrases used by people searching for specific information. For example, "best dog breeds for a family" is a long-tail keyword, while "dog breeds" is a short, broad keyword.

Make sure your web pages are consistent with the content on your listings.

From the website carousel provided in SGE results, users may click to your site directly, or they might visit your listing first. Either way, consistency is key.

6 Optimize your Website's Performance

Optimize Technical Aspects for Strong Online Presence

Prioritize the technical aspects of your site to help maintain a strong online presence. Key components include optimizing site speed, ensuring mobile-friendliness, and maintaining secure connections. A fast, mobile-ready website improves the user experience and is favored by Google SGE.

Conduct Regular Audits for Performance and Compatibility

Regular audits can help identify and fix performance issues. Audits should check for broken links, duplicate content, and outdated information. Updating your site's architecture to make it more crawlable by search engine bots can help ensure that all content is indexed efficiently. This approach maintains compatibility with evolving search technologies, ensuring your site remains competitive.



7 Incorporate Structured Data and Schema Markup

Implementing structured data and [schema markup](#) will enhance visibility in AI-driven searches. Schema markup, which is a type of code that helps search engines understand the context of your content, reviews, and ratings, is typically written in JSON-LD, as recommended by Google. This structured approach enables search engines to pull and display relevant information more effectively.



8 Adapt Marketing Strategies

Regularly adjust your digital marketing strategies, including content marketing, social media advertising and engagement, and other paid advertising opportunities to align with new search engine algorithms and changing consumer behaviors.

Exploring New Advertising Formats Within the SGE Framework May Be Beneficial

This could include leveraging AI-driven ad placements or utilizing interactive content formats that engage users more effectively.

Leverage the Reputation Platform

Businesses that have adopted a reputation solution should stay the course. The tools found in a comprehensive ORM platform are already helping to future proof brands against changes to search.

If you've been keeping your GBP listings up to date and accurate, and actively driving review volumes and response rates, you have a strong head start.

For those that haven't implemented online reputation management best practices, now is the time.

Complete reputation platforms enable a holistic, proactive approach to maintaining strong search visibility. This helps brands attract and retain customers, while adapting to the evolving digital landscape.

The Reputation Solution

Organizations typically use the Reputation solution to enhance their online presence, gather reviews, manage social media, increase customer engagement, and use feedback to create better customer relationships — all at scale. And today, they're using it to address the challenges associated with Google SGE.

The Reputation Platform Includes:

Reviews & Review Requesting

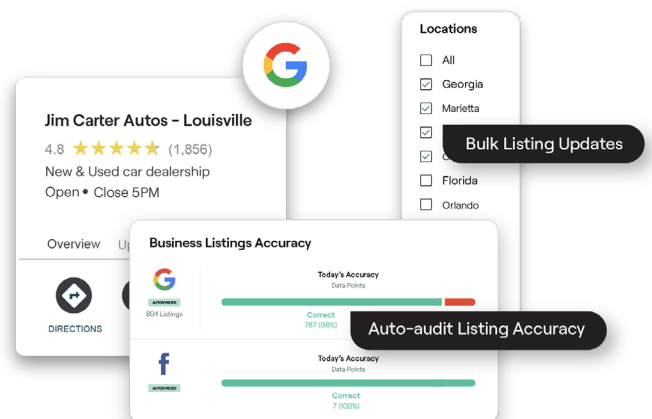
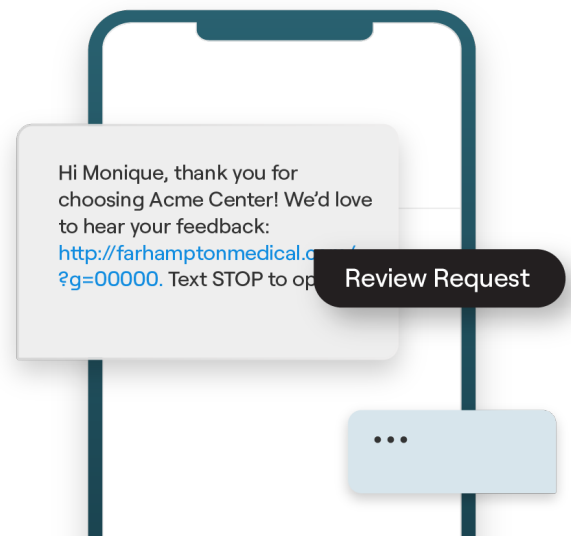
The Reputation platform gives your teams the ability to manage and showcase customer feedback from a single platform, across all locations.

- Generate, respond to, and engage with customer reviews
- Track review volume, quality, and real-time sentiment at the brand or location level
- Measure/report on key review metrics with customizable dashboards, automated reporting

Business Listings Management

Publish, monitor, and optimize your business listings across all the sites where consumers find you.

- Build complete, accurate profiles optimized to drive better local SEO
- Showcase the best of your business, straight from search
- Keep real-time tabs on clicks, conversions, and engagements from your listings



Social Suite

Publish, listen, respond, and gain a competitive advantage via a platform purpose-built for location-based businesses.

- Manage, localize, and customize content across all social channels from a single platform
- Track competitor mentions across digital channels; measure your performance against theirs
- Discover brand sentiment trends in real time



Multi-level Surveys

Use a deeper understanding of your customers to personalize their experiences and stimulate growth.

- Capture customer feedback at the brand, location, individual level
- Track sentiment in real time
- Automatically analyze, categorize and operationalize consumer data across your organization



Reputation Customers Stand Prepared for SGE

Intermountain Health selected Reputation to enhance their review strategy, resulting in a **510% increase in review volume** over a 6-month period, and a ratings **improvement from 3.7 to 4.5 stars in a matter of weeks**. Heightened visibility in Google's 3-Pack led to **three times more organic leads** than all paid search, direct mail, social media, billboards, radio, email, TV, and digital ads combined from January to December 2023. The company is optimally situated to adapt to SGE.



Storage Asset Management (SAM) partnered with Reputation to manage the online presence and reputation of its 500 locations. SAM experienced a **65% increase in Google review volume** in a single year. Additionally, the company leveraged Reputation's Messaging and Inbox tools, resulting in over 5,500 customer messages and **more than 2,500 sales leads**. By integrating a reputation platform, the organization maintains a strong SEO presence, and is well-positioned to weather SGE changes.



Acceptance Insurance significantly boosted the online presence of its 300 locations via listings management. Over three years, the company achieved a **72% increase in listing views**. They saw a **22% increase in phone calls**, a **52% increase in clicks to directions**, and a **65% increase in clicks to their website**. Acceptance is positioned to drive growth regardless of Google SGE changes.



*Comparison period is August 2019–July 2020 vs August 2022–July 2023



Reputation

About Reputation

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit reputation.com to learn more.