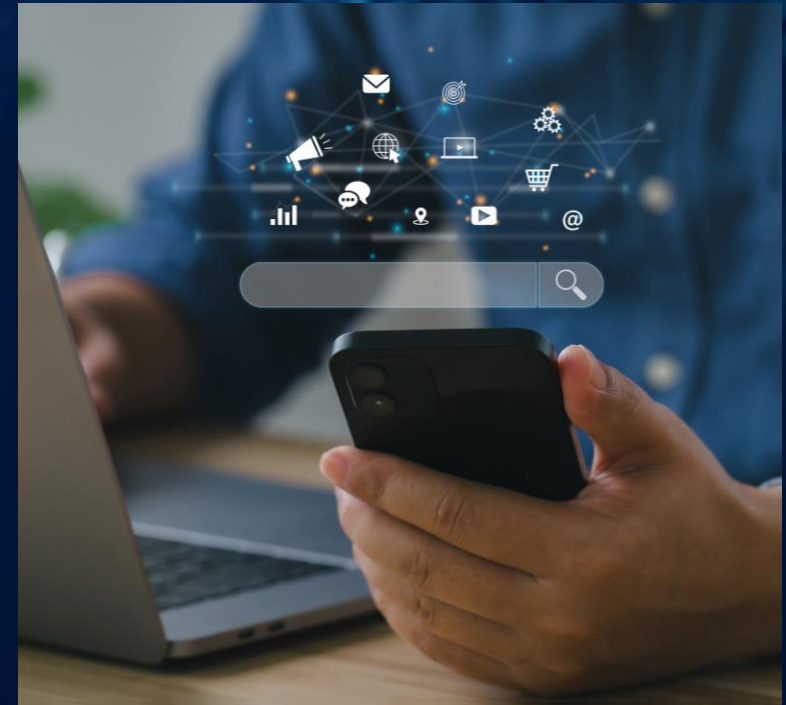


Future-Proofing Your Digital Presence in the Era of AI-powered Search



Milestone

Your Speakers



Benu Aggarwal
President and Founder
Milestone Inc

[LinkedIn](#)



Shalini Govil-Pai
Vice President of TV
Google

[LinkedIn](#)



Mary Chin
Moderator / Milestone
Inc. Product Expert

[LinkedIn](#)



Jordan Ford
Moderator / Milestone Inc.
Meet-up Organizer

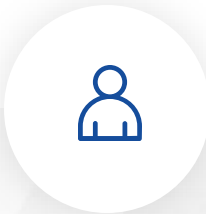
[LinkedIn](#)

President and Founder of Milestone, Inc

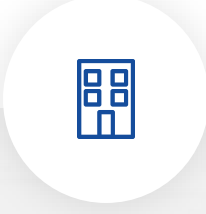
Award-winning SaaS technology



1997
Founded



400+
Parent Customers



Headquarters
Santa Clara, CA,
Global Presence



Employees
~330

Agenda

1. How AI, Generative AI and LLM (Large Language Model) Work
2. Google / Bing – AI Powered Search – Search Generative Experience
3. How AI and Experience Work Together
4. Futureproofing Your Digital Presence
5. AI Adoption Roadmap
6. Resources - Conference, Meetups, Articles

OUR MISSION

Drive online leads and customer acquisition by building discovery natively in our platforms

Trusted by Major Brands



HOSPITALITY	FINANCIAL	RETAIL	AUTOMOTIVE	OTHER
      	     	     	    	    

Key Reading Material

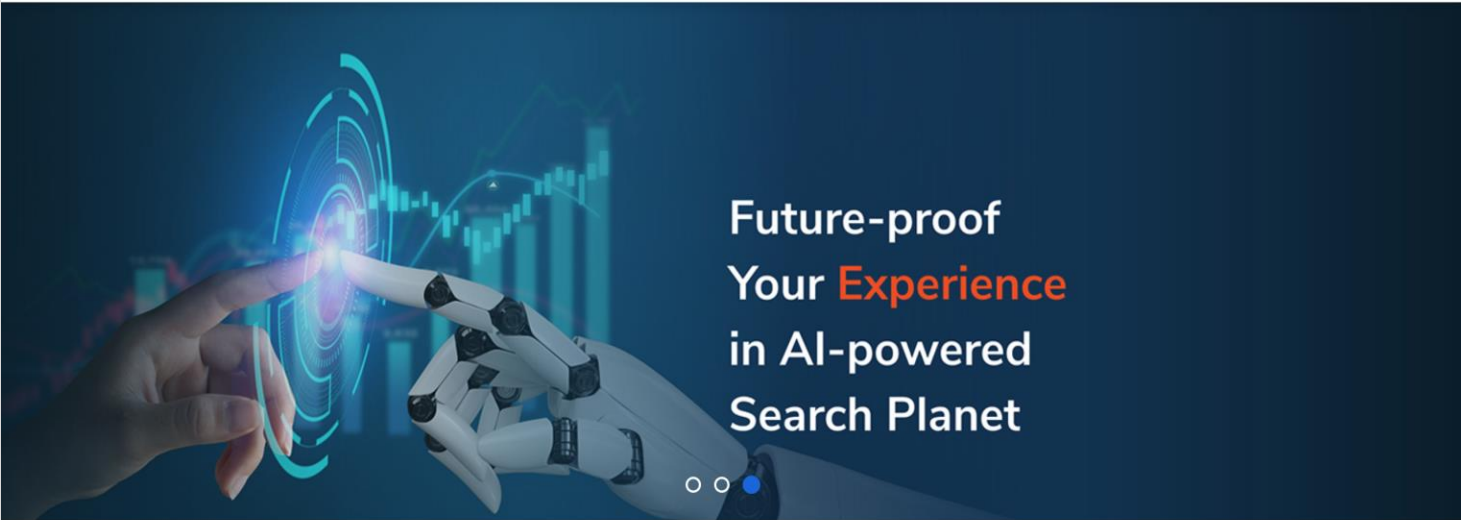
<https://searchengineland.com/how-to-future-proof-your-digital-presence-in-the-era-of-ai-powered-search>

Helpful Readings

- [Ads within the Search Generative Experience \(SGE\)](#)
- [Duet AI for Google Workspace](#)
- [Bard & Magic Editor](#)
- *Top 5 Search Trends Article:* <https://searchengineland.com/search-marketing-trends-must-haves-2023-390308>
- *Entity First SEO & Content Strategy:* <https://searchengineland.com/entity-first-strategy-seo-content-386775>
- *Entity Search as a Competitive Advantage:* <https://searchengineland.com/entity-search-is-your-competitive-advantage-385705>
- *How to measure schema performance* - <https://searchengineland.com/measure-schema-performance-395762>

Resources

Milestone [Products](#) [Services](#) [Industries](#) [Customer Stories](#) [Resources](#) [Company](#) [Request a Demo](#)



Future-proof Your Experience in AI-powered Search Planet


Artificial intelligence (AI) and machine learning have revolutionized how businesses connect with consumers and personalize their experiences.

Recognizing the evolving consumer behavior, major companies like Google, Bing, Adobe, Meta, and Apple have embraced AI as a central focus across all their product offering. Every business should develop a comprehensive strategy to implement AI throughout their entire organization.

[Read More](#)

<https://milestoneinternet.ai>


Articles



June 21, 2023

How To Future-Proof Your Digital Presence In The Era Of AI-Powered Search


[Read Article](#)



June 12, 2023

How To Measure Schema Performance


[Read Article](#)



March 15, 2023

How To Deploy Advanced Schema At Scale


[Read Article](#)



Jun 28, 2023

How Website Schemas Assist with Google's Search Generative Experience

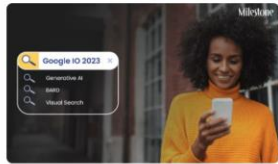
[Read Blog Post](#)



Jun 12, 2023

Embrace the Future of Search with Google's Generative Experience: Essential Tips and Techniques

[Read Blog Post](#)



June 12, 2023

Google I/O: How Your Business Needs to Adapt to Google's Search Generative Experience

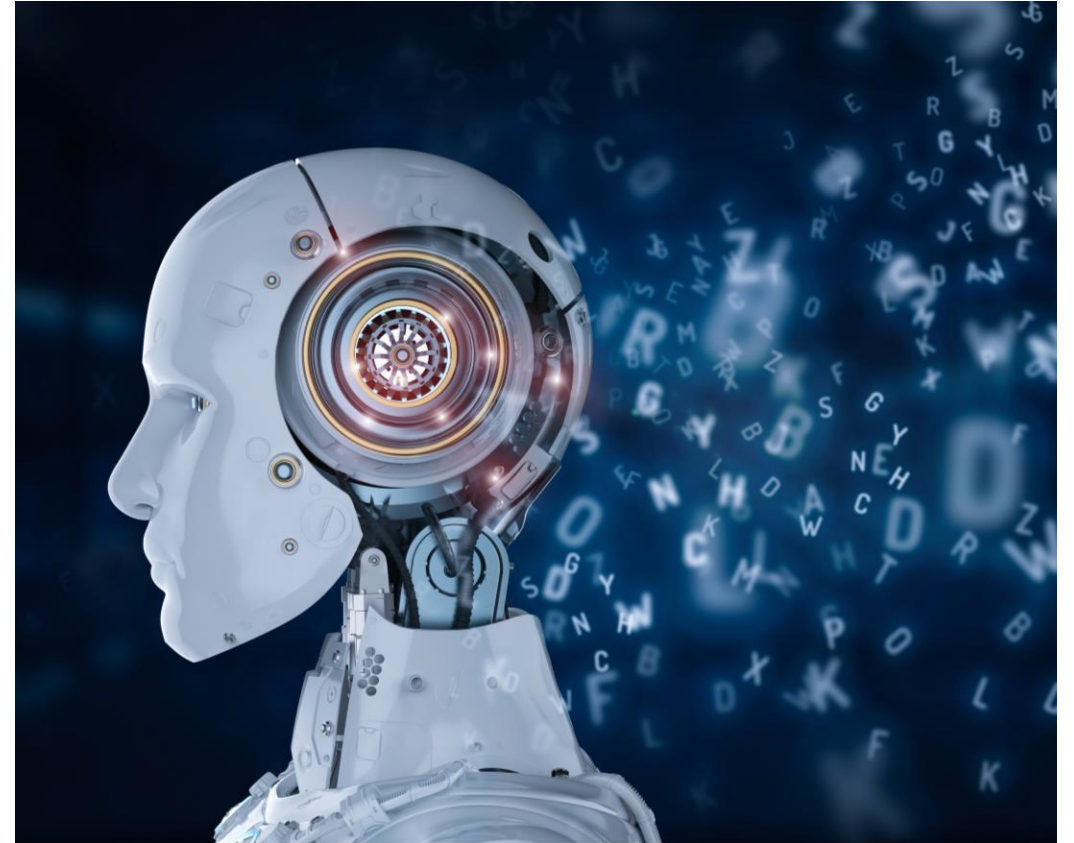
[Read Blog Post](#)

How AI, Generative AI and LLM (Large Language Model) Work



What is AI ? – Some Vocabulary

- **AI** - Computer systems that can perform tasks requiring human intelligence.
- **Generative AI** - Creates new and original content using trained models
- **Common Use Cases**
 1. **Image generators** (such as Midjourney or Stable Diffusion)
 2. **Large language models** (such as GPT-4, PaLM, or Claude, Meta's LLaMA)
 3. **Code generation tools** (such as Copilot)



Language Learning Models – ChatGPT and BARD

- Specific examples of Generative AI
- AI models that understand and generate human language.
- Analyze text, understand context, generate human-like responses.
- Bard and ChatGPT are based on a model called a transformer.
- Based on a generative pre-trained transformer (GPT) model, trained to predict the next word in a sequence, given the previous words.

ChatGPT

570GB of Text and Code
Fill ~100,000 books

BARD

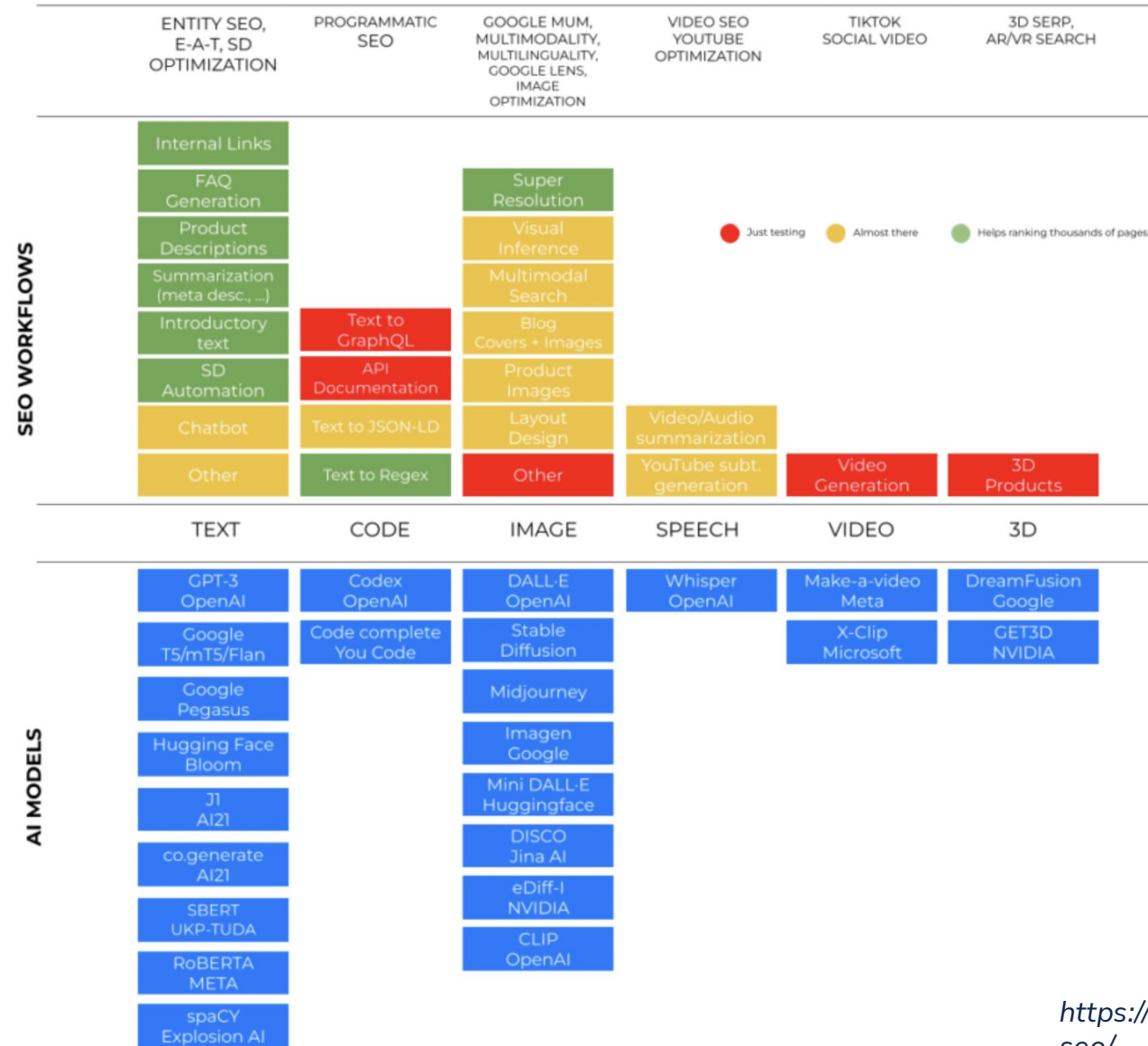
1.5TB of Text and Code
Fill ~1 million books

Trained on large datasets to learn grammar, syntax, & semantics

Traditional AI & Generative AI

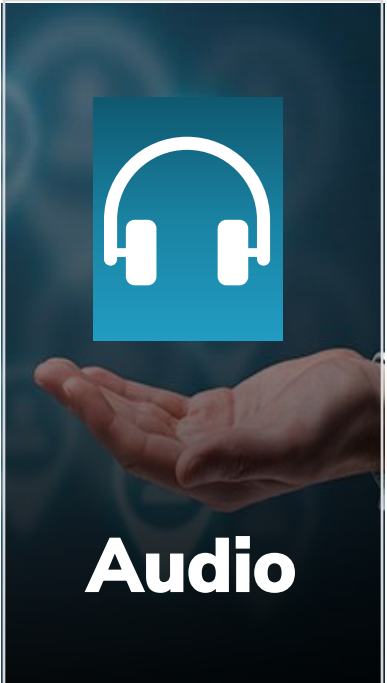
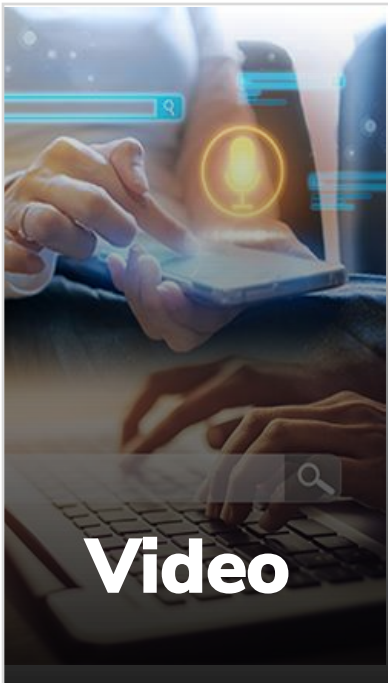
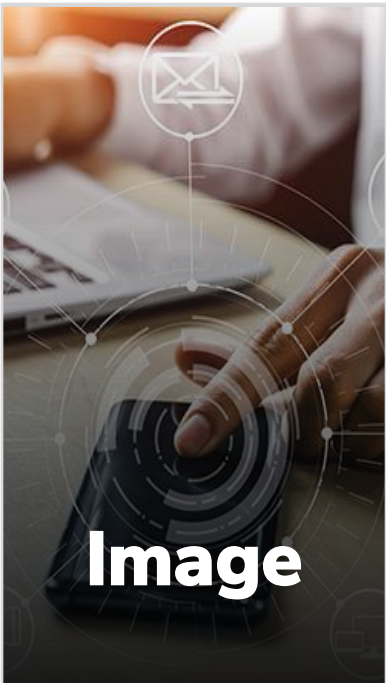
Capabilities	Traditional AI	Generative AI
Model	Relatively small datasets	Large language models based on global & complex datasets
Based on	Prediction-based, used for decision making	Text-based new content generation
Role of human	Constant teaching	Self-learning
Results	Low human intervention, lacks creativity, used for business decisions	No human supervision, powers content with creativity

The Generative AI Landscape for SEO Automation

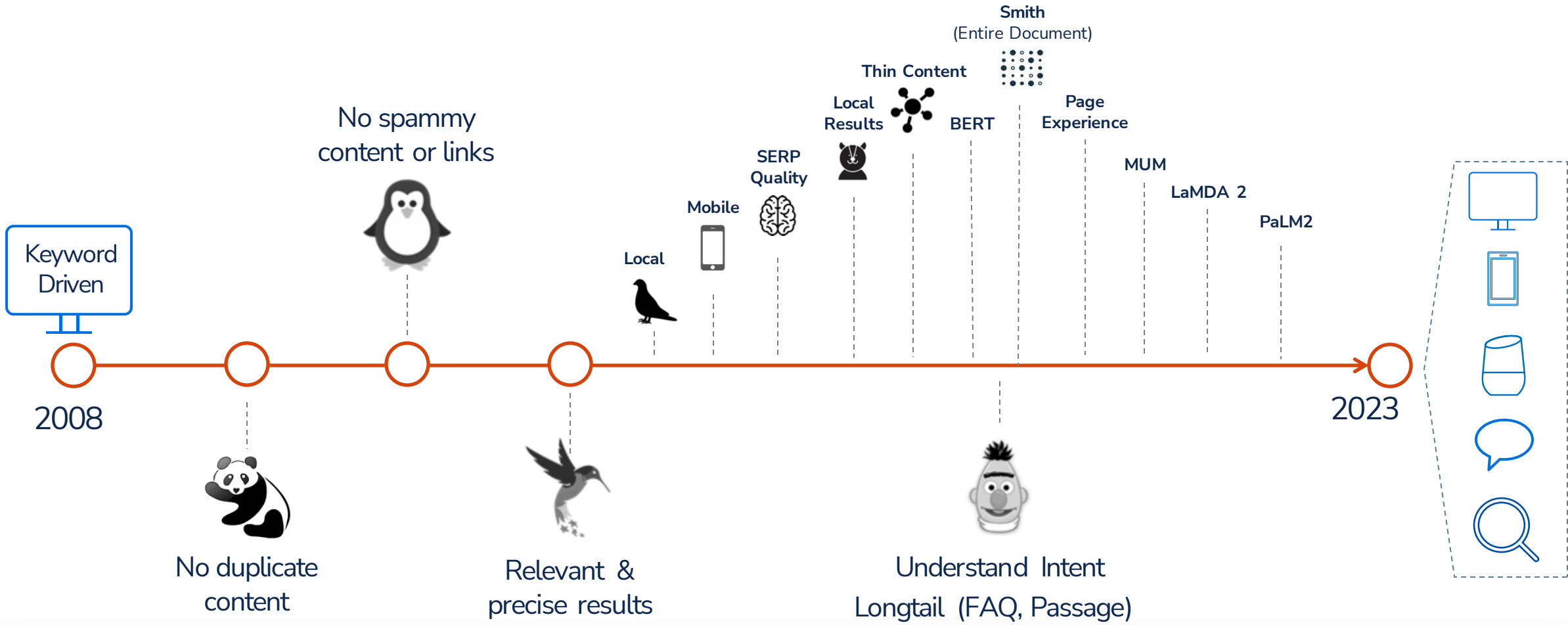


<https://wordlift.io/blog/en/generative-ai-for-seo/>

Generative AI Applications



Search Evolution – Relevancy, Conversations, Experience



Google's Shift from Strings to Things – To cater to the needs of searchers consuming content across multiple devices with and without screens

Expert Speak!



Shalini Govil-Pai

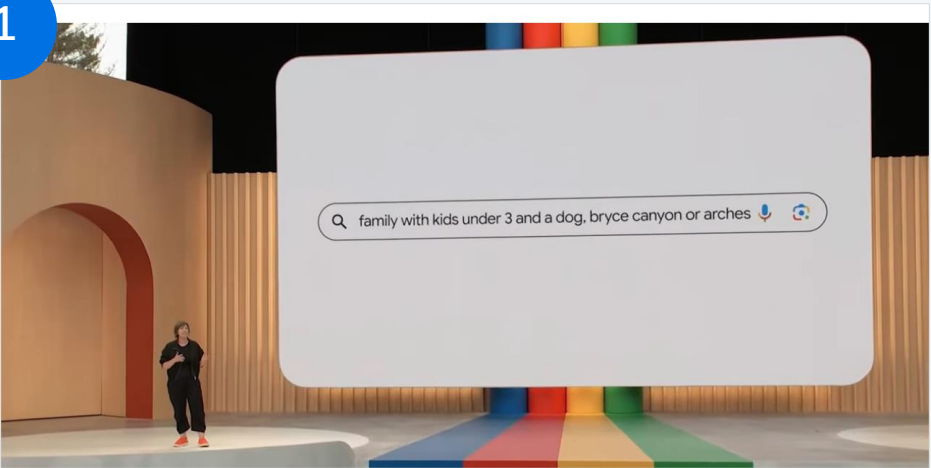
Vice President of TV, Google

Google Search Generative Experience



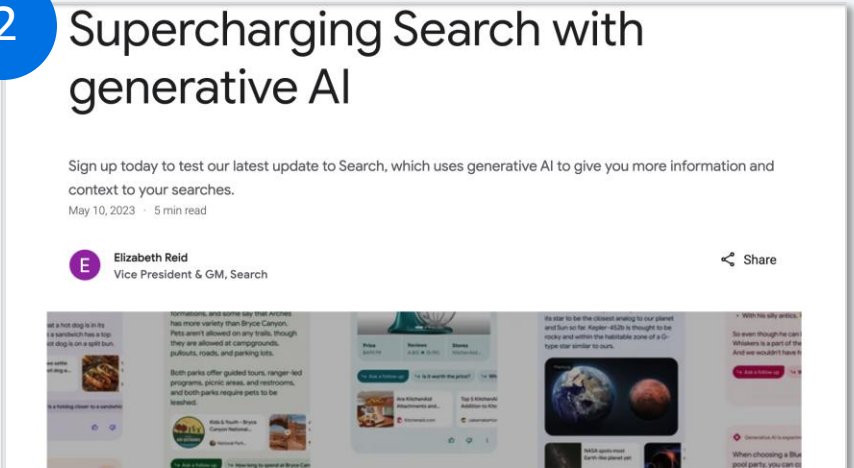
Supercharging Search with Generative AI

1



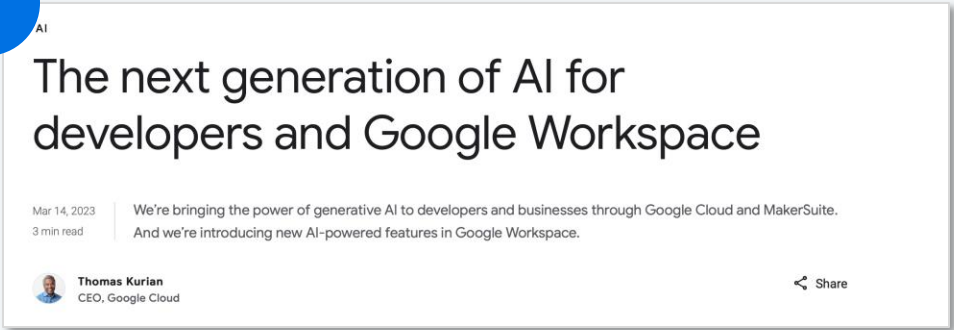
Understand SGE: [LINK](#)

2



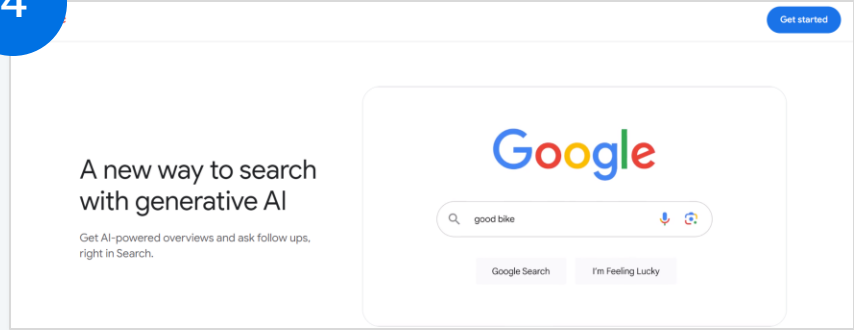
Supercharging Search with Gen AI: [LINK](#)

3



The next gen of AI for developers: [LINK](#)

4



Get started with SGE: [JOIN HERE](#)

Future-Proofing Your Digital Presence



<https://blog.milestoneinternet.com/industry-news/future-of-search-with-googles-generative-experience-essential-tips-and-techniques/>

<https://www.cmswire.com/digital-experience/what-google-search-generative-experience-means-for-marketers/>

<https://blog.google/products/search/search-generative-ai-tips/>

Develop **Helpful content** across your site, Blogs, FAQs, Events, Web Stories

Helpful Content

Build **knowledge graph** and optimize all **entities** on your site including schema, images, and videos

Entity Optimization

Build **identity** in GBP, for your locations, reputation management, personnel and inventory

Local Identity

Google Search Generative Experience

3 Pillars for Success

Authority & Trust

Content

- Topical - Does your content meet searcher needs?
- Customer journey - Does it engage at each stage of the buying journey?
- Relevant /Engaging - Is your content engaging the audience?

Discoverability

Technical SEO & Schemas

- Is your platform healthy?
- Is your content indexed?
- Can search engines understand your content? (Schemas & Entities)

Experience

Page Experience

- Does your content conform to safe browsing standards?
- Is your site fast and does it pass Core Web Vitals?
- Is your site mobile friendly?

Future-proof Your Digital Presence in AI-powered Search Planet



Images



Web stories



Helpful
Content



Video



PDFs, RFPs,
Menus



Events



FAQs &
How To



Maps



Product Listings
Recipes
Infographics



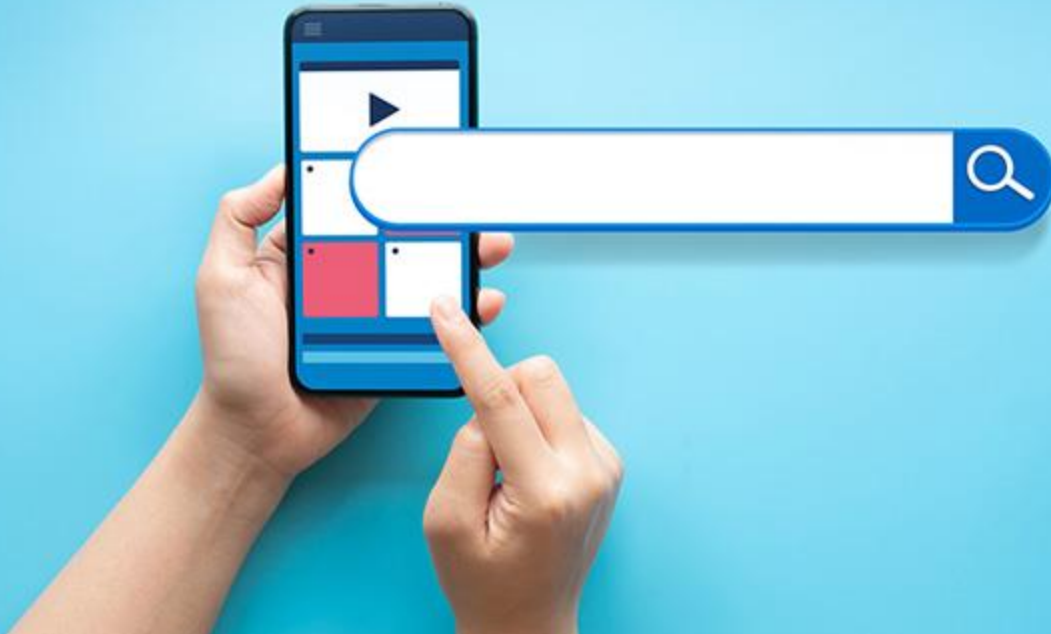
Experience - Discoverable, Qualitative, Relevant

1. Images & Visual Search



Multisearch

Helping you search outside the box

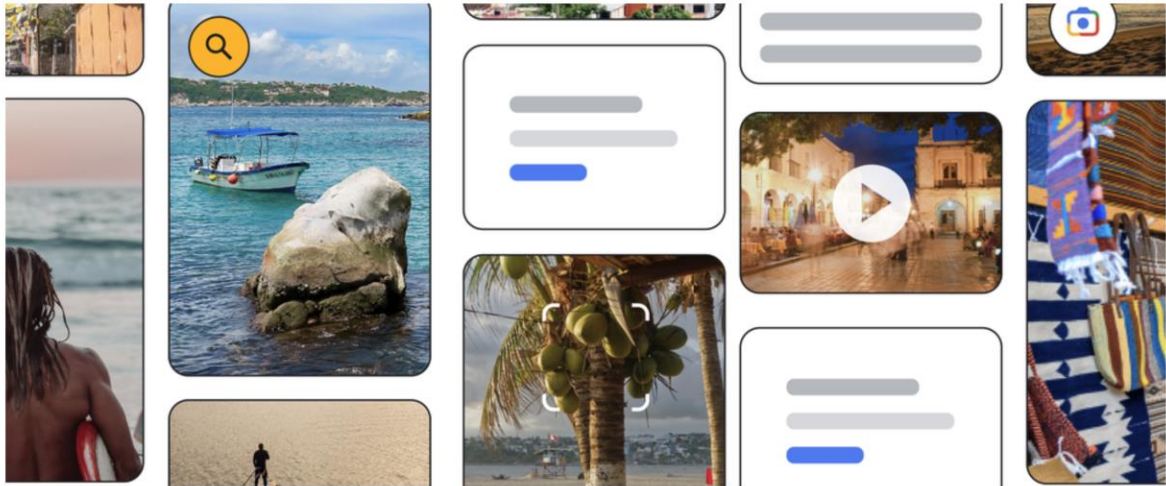


Search On 2022: Search and explore information in new ways

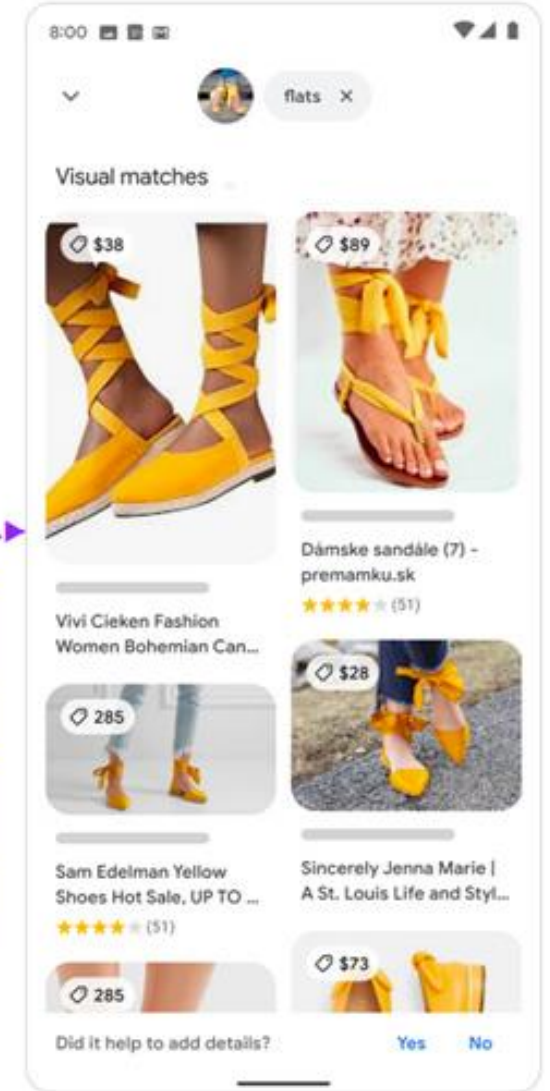
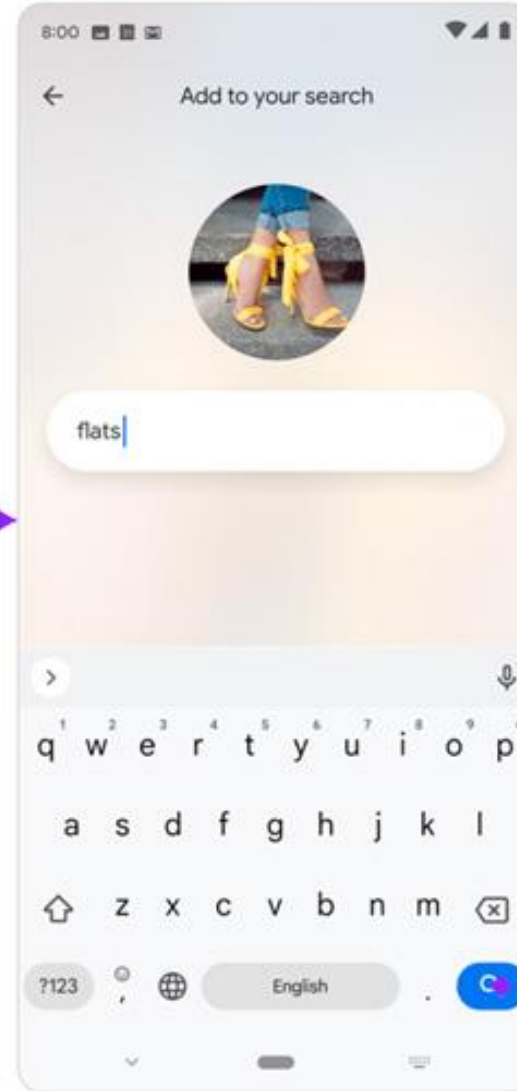
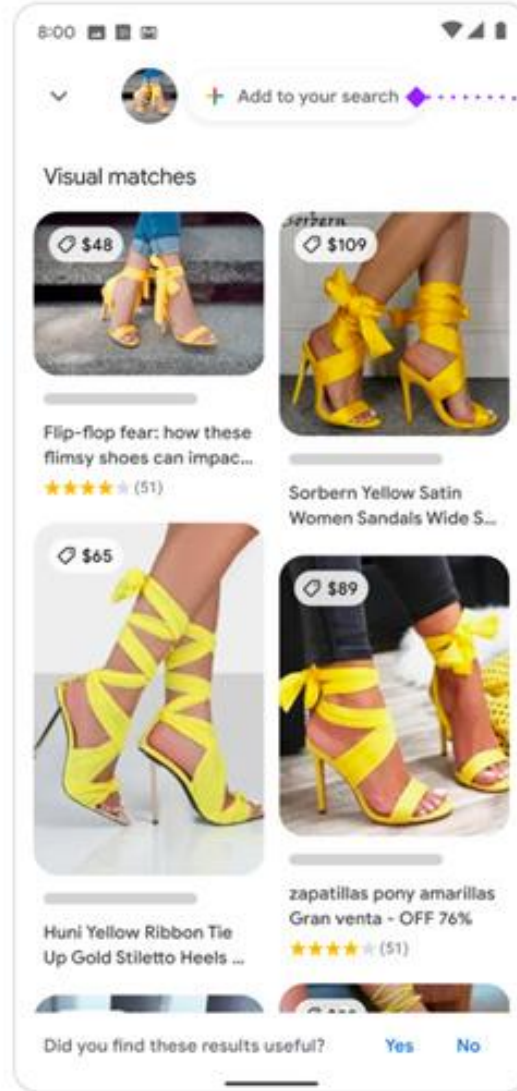
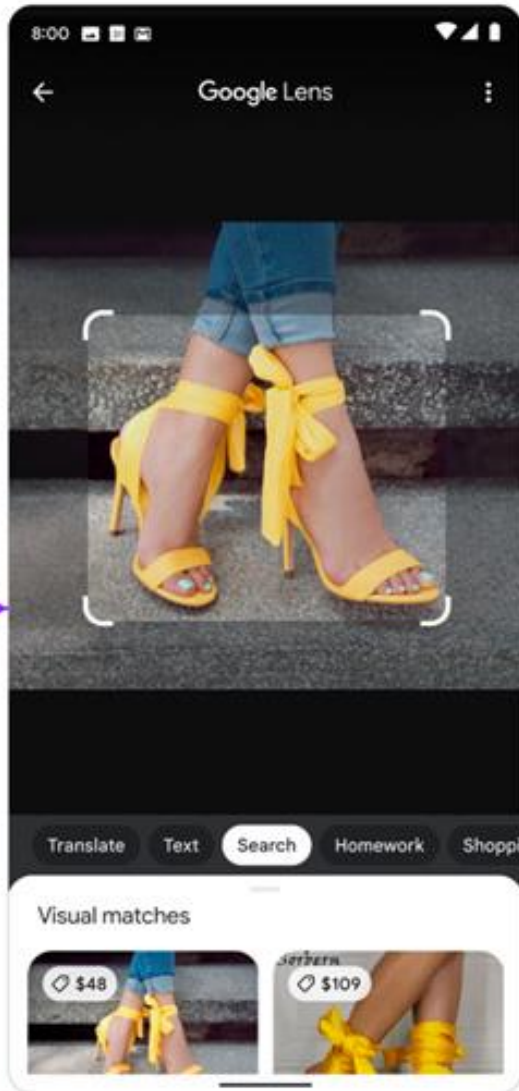
Sep 28, 2022 · 5 min read

Cathy Edwards
VP/GM, Search

Share



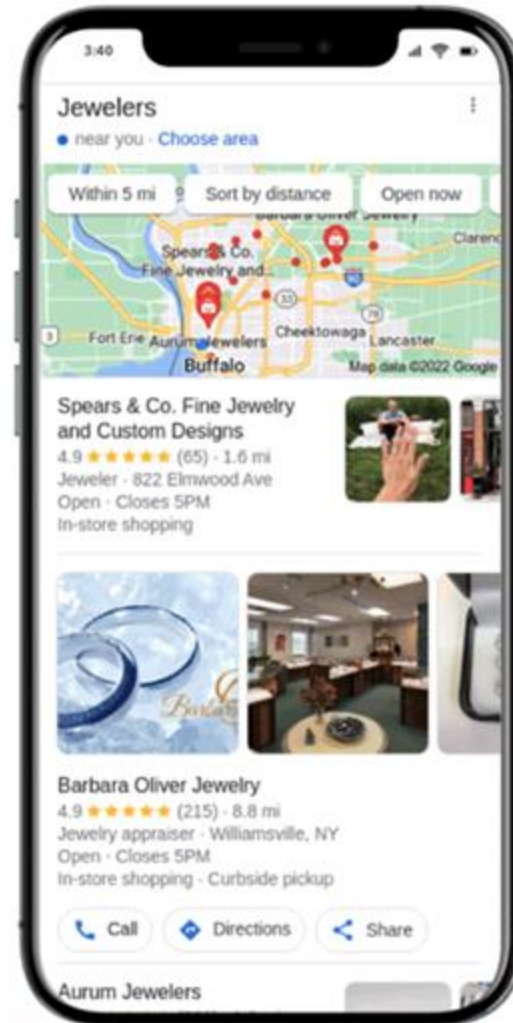
Visual Search



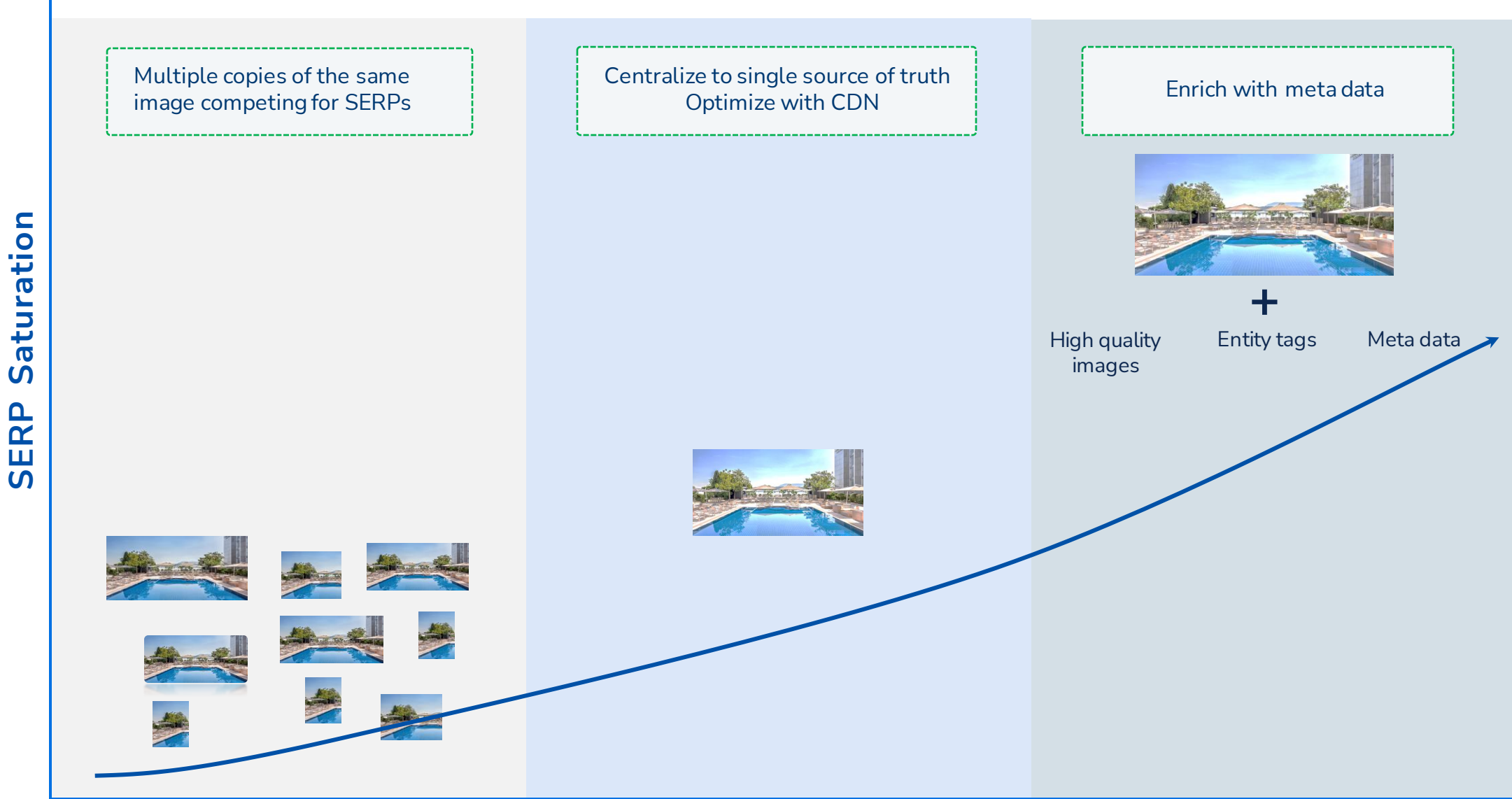
36%

of mobile screens occupied solely by images

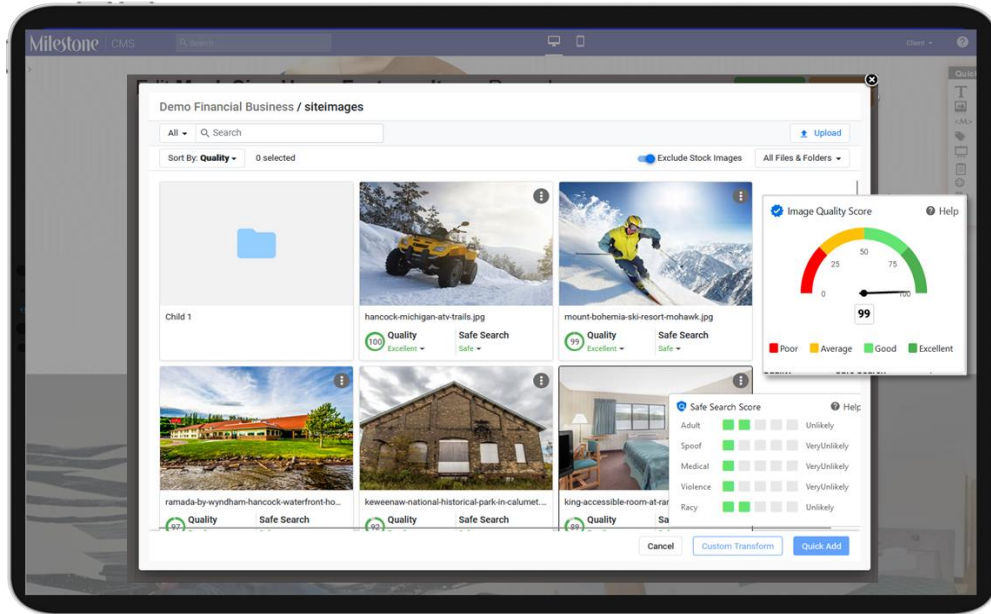
Ensure visibility when images are used to search



Steps to take: - Converting Images to Entities



Visual Search Optimization using Google Vision API



+30%

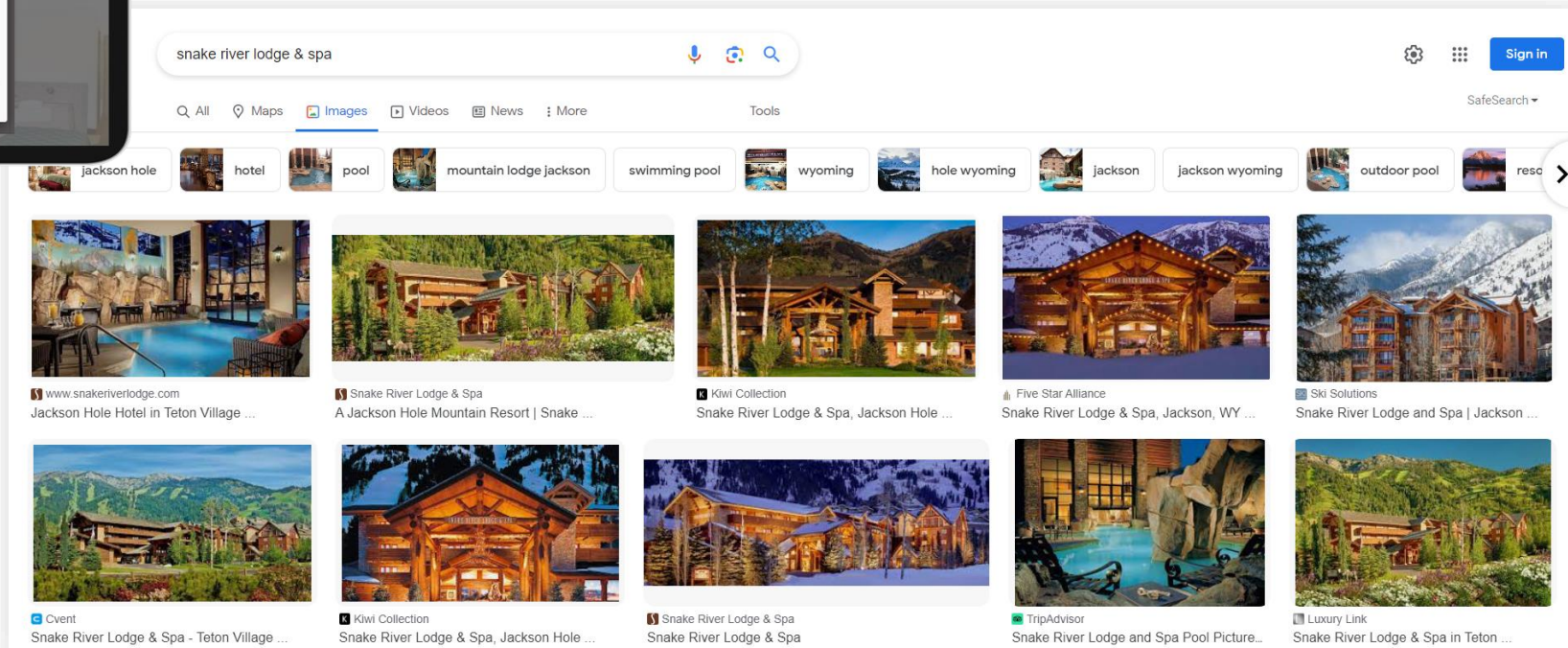
increase in
organic
impressions
and clicks YoY

+90%

increase in
organic
impressions and
clicks YoY

+100%

Growth in Image
Search Impressions



2. Futureproof Content

People-first content is
accessible, relevant, qualitative, authoritative,
experiential & search friendly



Google's Helpful Content Update (HCU)



Since December 2022, Google's Quality Rater Guidelines (QRG) focuses on **E-E-A-T** :

- **Experience – Audience Centric**
- **Expertise – Depth & Topical Coverage**
- **Authoritativeness – Originality & Point of View**
- **Trustworthiness – Attribution & Authorship**

What does this mean for your business?

More details: <https://searchengineland.com/google-search-quality-rater-guidelines-changes-december-2022-390350>

Helpful Content

Data-driven helpful content scorecard

The journey starts with defining audience personas and goals



Google is Penalizing Sites with Low E-E-A-T Scores

Note! Content goes beyond the written word on the page



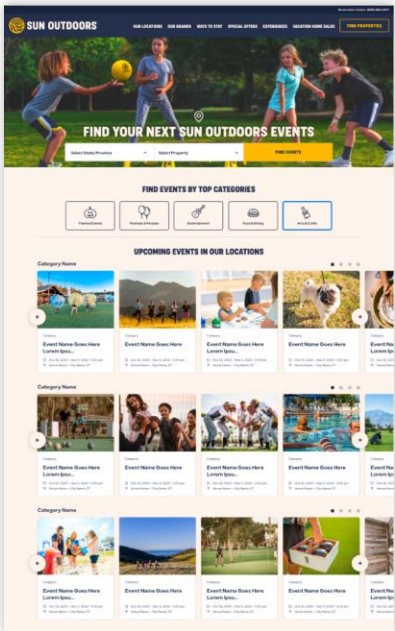
What can you do for your website?

Your Helpful Content Package: 5-Step Strategy to Winning with Helpful Content

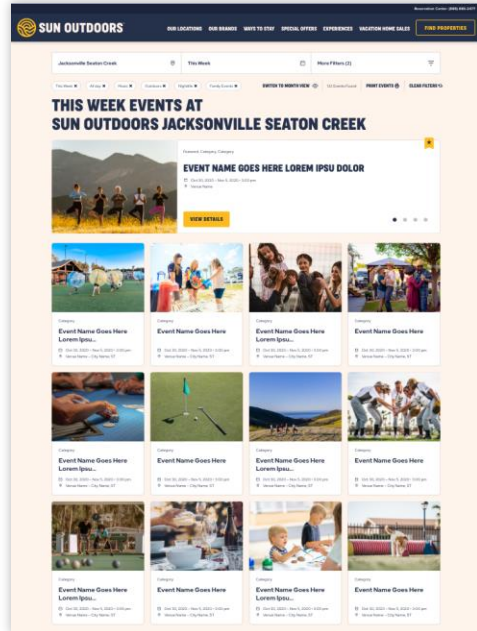


Helpful Content: Events Calendar

Location selection hub



Events calendar pages



36% ↑

avg. monthly increase in impressions

41% ↑

avg. monthly increase in pageviews

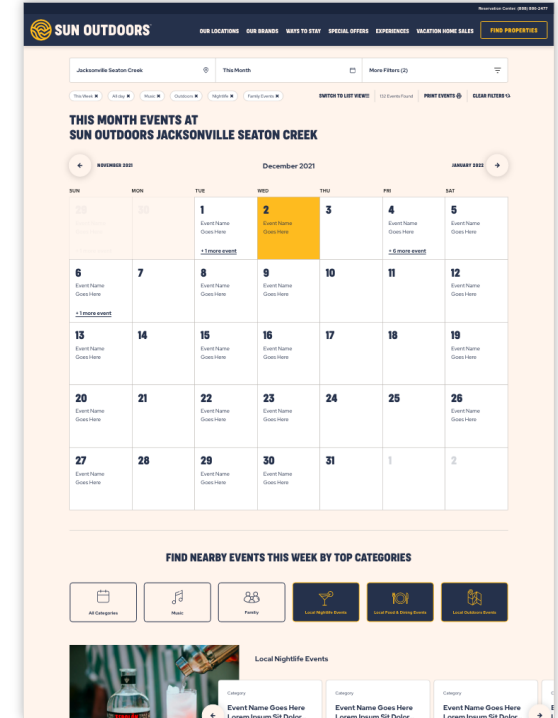
\$119K

revenue from events pages

86K

traffic from events pages

Month view



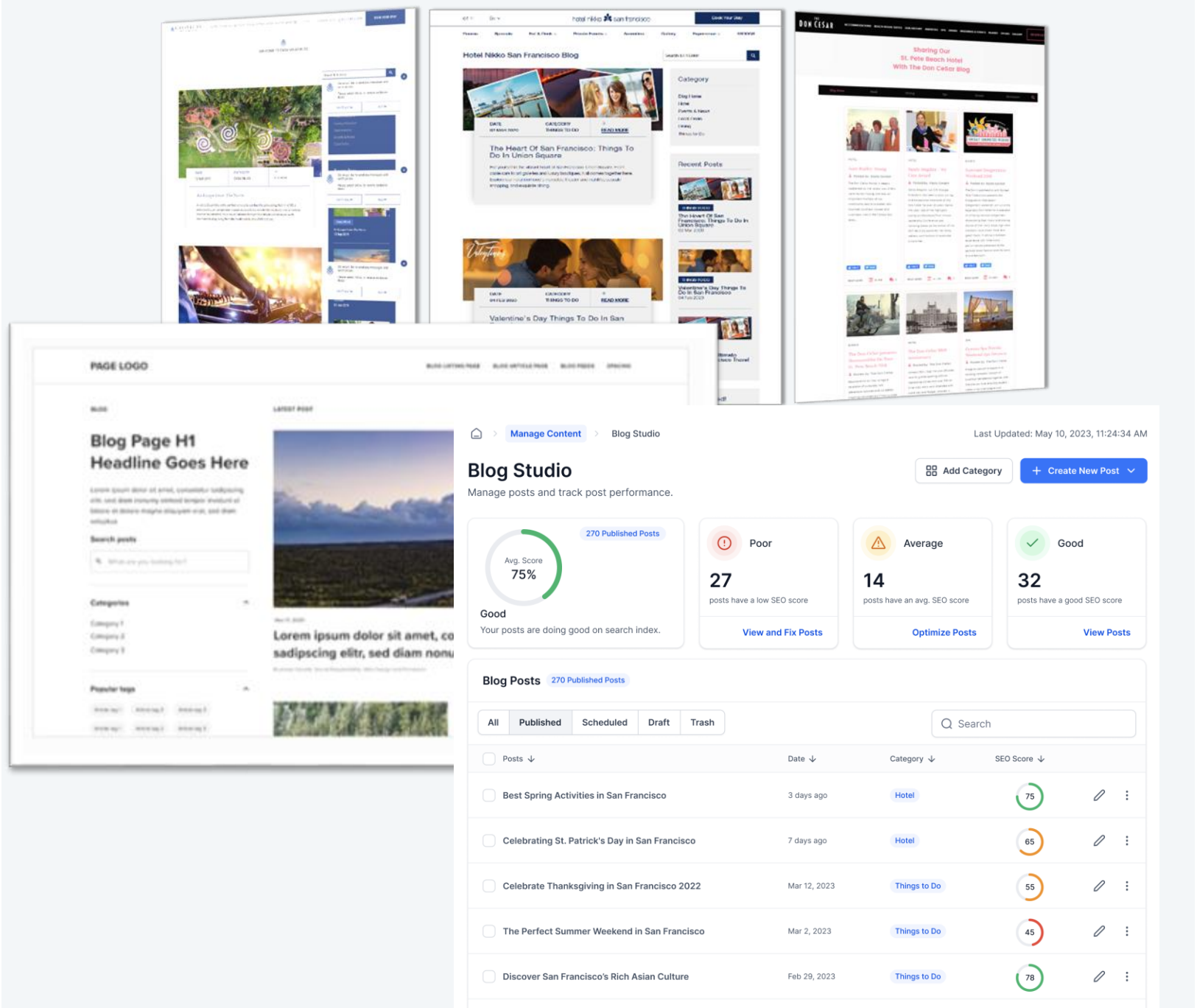
Data Source = GSC & Google Analytics

Date Range: Jan-Nov 29 2022

Content Studio

Enabling users to create SEO-rich content for their posts.

- 1 Content Checklist & Validator**
Real-time checklist for content validation to ensure all posts are SEO optimized.
- 2 AI Meta Data**
Auto-generation of meta data and meta description based on keyword input.
- 3 New Simplified UI**
Simplified UI to make content authoring effortless.
- 4 SEO Forecasting**
Forecast content performance based on keywords and content optimized.



3. Futureproof Platform Experience

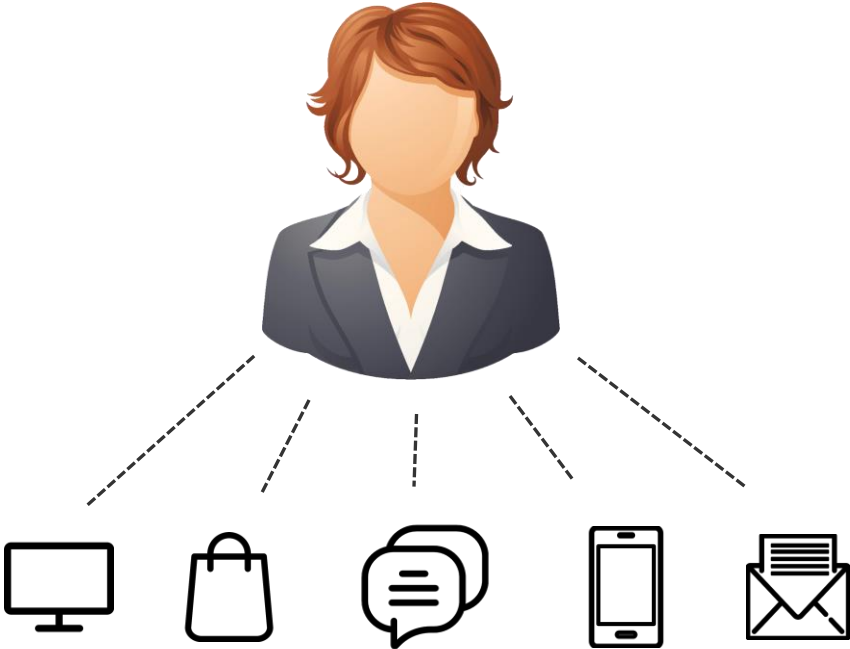


3. Futureproof Platform Experience



Omnichannel – Consistent Experience Across All Touch Points

Multichannel



Product or service-centric approach.
Create once and publish across channels
and devices.

Omnichannel



Customer-centric approach. Unify the experience
offered to customers across channels and devices
pertaining to their buying journey.

1. Discovery of Every Asset Is Critical

Duplicate

Alternative
Page

Noindex

Redirect

Robots.txt

404

Poor SEO Directives



- Search Essentials
- SEO fundamentals
- Crawling and indexing
 - Overview
 - File types Google can index
 - URL structure
 - Sitemaps
 - Crawler management
 - robots.txt
 - Canonical URLs
 - Mobile
 - AMP
 - JavaScript
 - Page and content metadata
 - Removals
 - Site moves and changes
- Ranking and search appearance
 - Overview
 - A guide to Google Search ranking systems**
 - Favicons
 - Featured snippets
 - Flexible Sampling
 - Google Discover
 - Images
 - Local features
 - Page experience
 - Publication dates
 - Search result features

Home > Search Central > Documentation

Was this helpful?

A guide to Google Search ranking systems

[Send feedback](#)

Google uses automated ranking systems that [look at many factors and signals](#) about hundreds of billions of web pages and other content in our Search index to present the most relevant, useful results, all in a fraction of a second.

We regularly improve these systems through [rigorous testing and evaluation](#) and provide notice of [updates to our ranking systems](#) when those might be useful to content creators and others.

This page is a guide to understanding some of our more notable ranking systems. It covers some systems that are part of our core ranking systems, which are the underlying technologies that produce search results in response to queries. It also covers some systems involved with specific ranking needs.

You can also visit our [How Search Works site](#) to understand how our [ranking systems](#), combined with other processes, work together so that Google Search delivers on our mission to organize the world's information and make it universally accessible and useful.

BERT

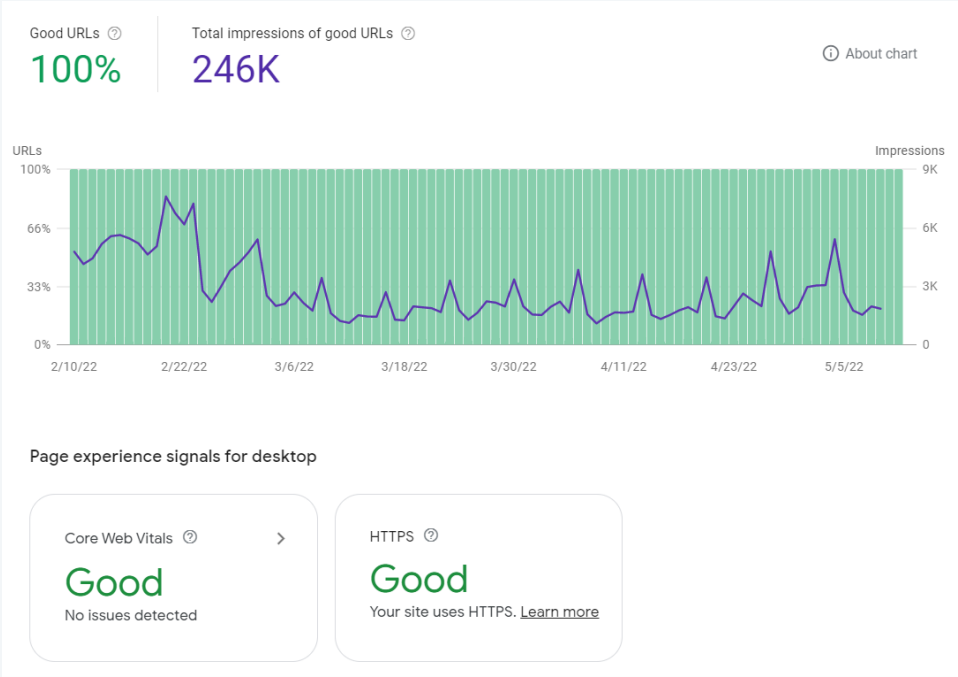
Bidirectional Encoder Representations from Transformers ([BERT](#)) is an AI system Google uses that allows us to understand how combinations of words express different meanings and intent.

Crisis information systems

Google has developed systems to provide helpful and timely information during times of crisis, whether those involve personal crisis situations, natural disasters, or other wide-spread crisis situations.

- On this page**
- BERT**
 - Crisis information systems
 - Deduplication systems
 - Exact match domain system
 - Freshness systems
 - Helpful content system
 - Link analysis systems and PageRank
 - Local news systems
 - MUM
 - Neural matching
 - Original content systems
 - Removal-based demotion systems
 - Page experience system
 - Passage ranking system
 - Product reviews system
 - RankBrain
 - Reliable information systems
 - Site diversity system
 - Spam detection systems
 - Retired systems
 - Hummingbird
 - Mobile-friendly ranking system
 - Page speed system
 - Panda system
 - Penguin system
 - Secure sites system

What Does Success Look Like?



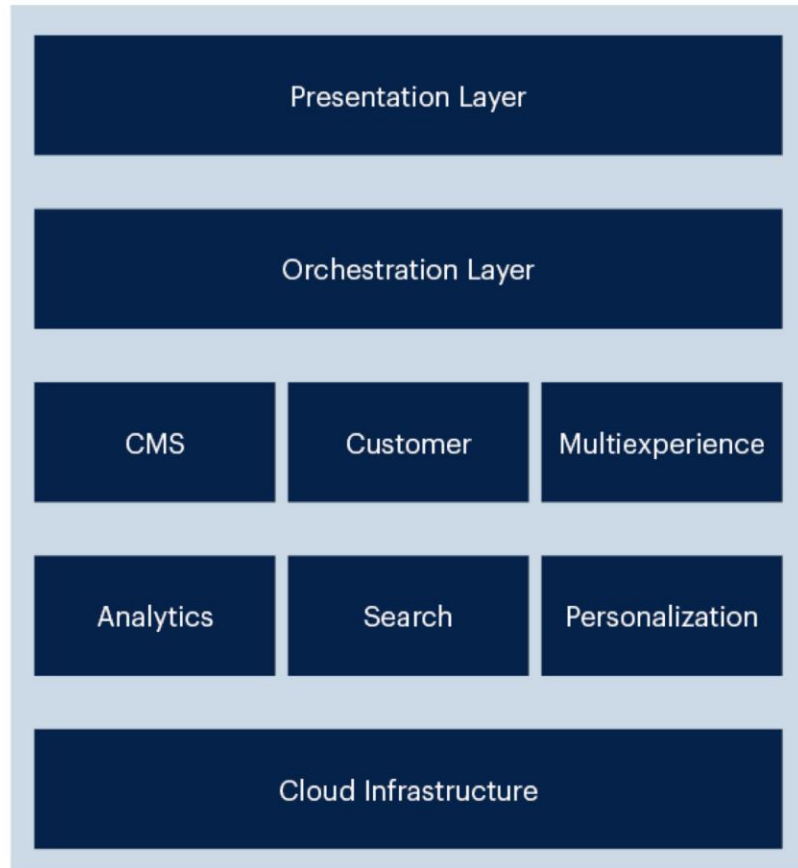
[See the algorithm updates here from Chrome's team on Google I/O](#)

Page experience signals

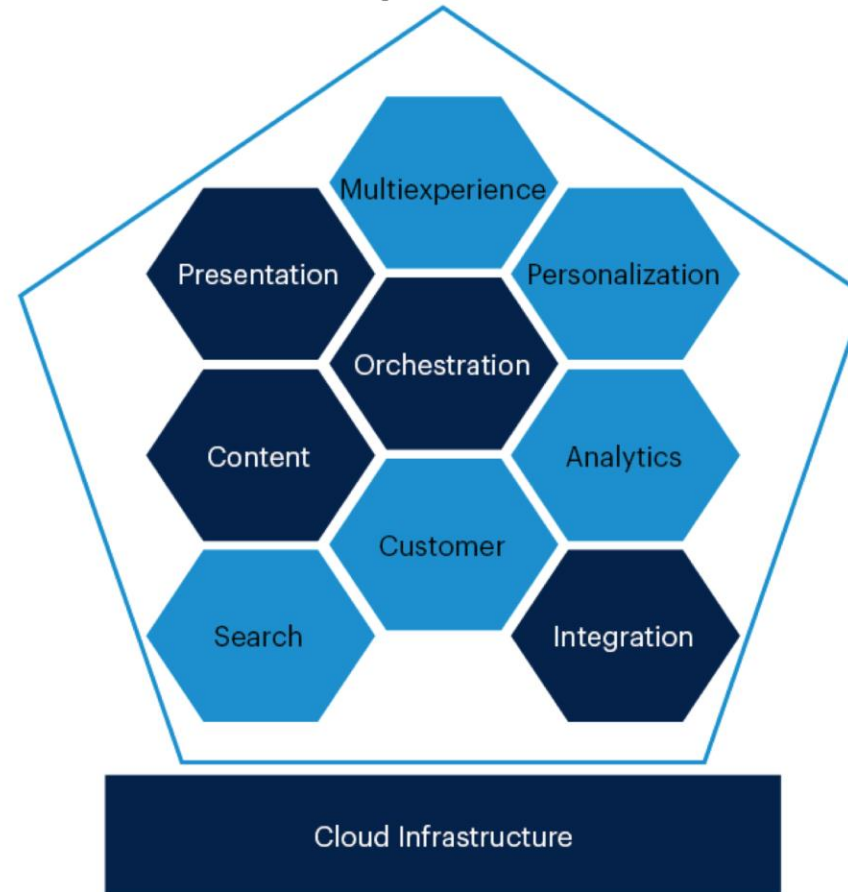
- Core Web Vitals: Good, No issues detected
- Mobile Usability: Good, No issues detected
- Security issues: Good, No issues detected
- HTTPS: Good, Your site uses HTTPS. [Learn more](#)

2. Composable Digital Experience Platforms

Monolithic DXP



Composable DXP



Source: Gartner
719666_C

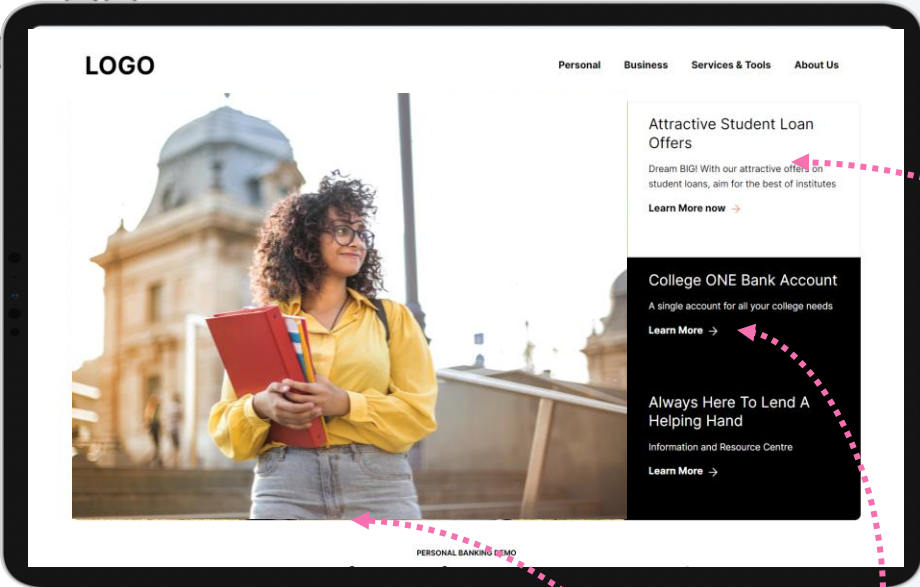
<https://www-cmswire.simplermedia.com/rs/706-YIA-261/images/Adopt-a-Composable.p>



Personalization & CDP

Deliver tailored experiences

Delivery tailor-made experience to each of your users & drive conversions

- 1 71% Customers expect personalization - Mckinsey
- 2 Business can generate 40% more revenue - Mckinsey
- 3 89% of digital businesses are investing in personalization - Forrester



 **Jane Doe**
USA 

Login Details	Location
2022-12-21, 1:15 AM	Reheboth Beach
Account Type	Category
Student	Loan
Gender	Prev. Login Date
Female	2022-12-22

Customer Data

Personalize Experience Based On..

Location & Time

Attractive Student Loan Offers

Dream BIG! With our attractive offers on student loans, aim for the best of institutes

[Learn More now →](#)

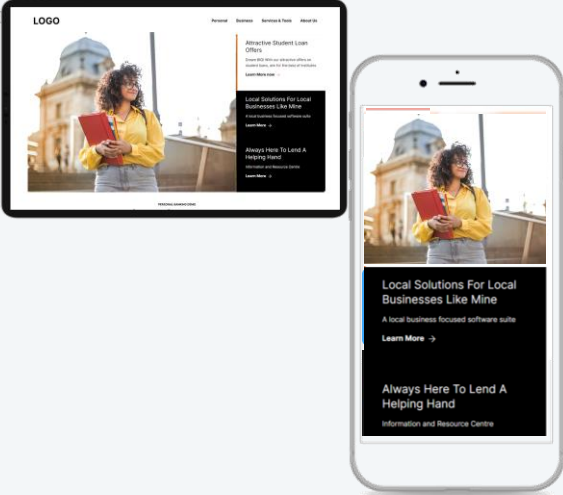
Local Solutions For Local Businesses Like Mine

A local business focused software suite

[Learn More →](#)

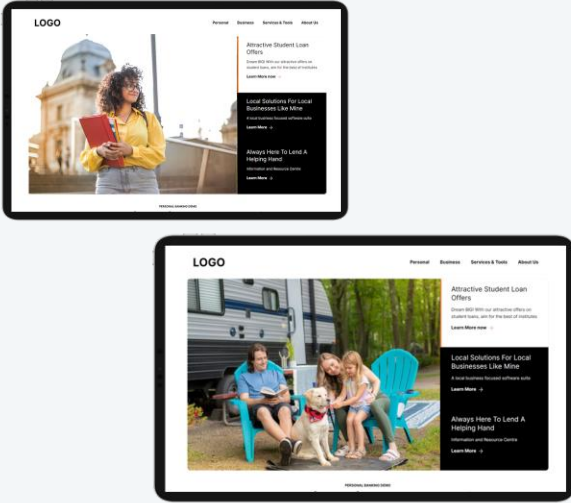
- City
- Country
- First/last visit date
- Time of visit

Channels



- Operating system
- Browser
- Device – Mobile/tablet/desktop
- Re-engage channel: notification/emails

Behaviour



- Visit Frequency
- Pageviews & engagement
- Actions & intent: e.g. sign-ups

User's Explicit Data via CRM/3rd party

- Cold/hot data
- Gender
- Age
- Buyer journey stage

4. AI Adoption Must Haves

AI won't take your job, but someone who uses AI will



Enhances and augments creative abilities
Your Personal Copilot and Assistant

AI Adoption Roadmap for your Organization



1

Enablement

2

SMART Goals

3

Channels & Platforms

4

Execution Calendar
Metrics, Results

5

POC, Benefits, Risk

6

Enable Human Creativity
Role, Skill Gaps, Training

Key Takeaways

1. Know how AI, Generative AI and LLM (Large Language Model) works?
2. Understand Google AI Powered Search – (Search Generative Experience)
3. Why AI and Experience works together?
4. Ensure you are futureproofing your digital presence
5. Create AI Adoption Roadmap for your organization
6. Resources - Conference, Meetups, Articles

Coming Up

- In person meetups will be held at Chief Club Houses in the following cities:
 - New York, San Francisco, Los Angeles, Chicago, and London
- Virtual Meetups upcoming topics:
 - Understanding the importance of content discovery and digital experience
 - Critical must-haves for your platform strategy
 - Building personalized and localized campaigns that deliver seamless customer journeys

ENGAGE 2023

Digital Marketing Summit for Marketers

July 31- August 1 | Caesars Palace, Las Vegas

Register Now



4.6 ★

4.6 of 5 Stars

Attendees Love Engage

For thought leadership, relevancy, speakers, and experience

Learn from Top Search Industry Experts and Leading Brands



Benu Aggarwal
Founder & President



Barry Schwartz
RustyBrick



Greg Sterling
Near Media



Eric Enge
Pilot Holding



Brad Geddes
Adaptive



Bill Hunt
Back Azimuth

Showcases latest trends, shares customer case studies, and delivers actionable takeaways and tools to help you accelerate your digital performance.

Register now and get 70% off per ticket. Use Code: Chief: <https://engage.milestoneinternet.com/>

<https://members.chief.com/meetups/O24zU5Emr4>

What is Generative AI?



- User enters a prompt into the LLMs-based interface
- Word, number, or photo-based prompts

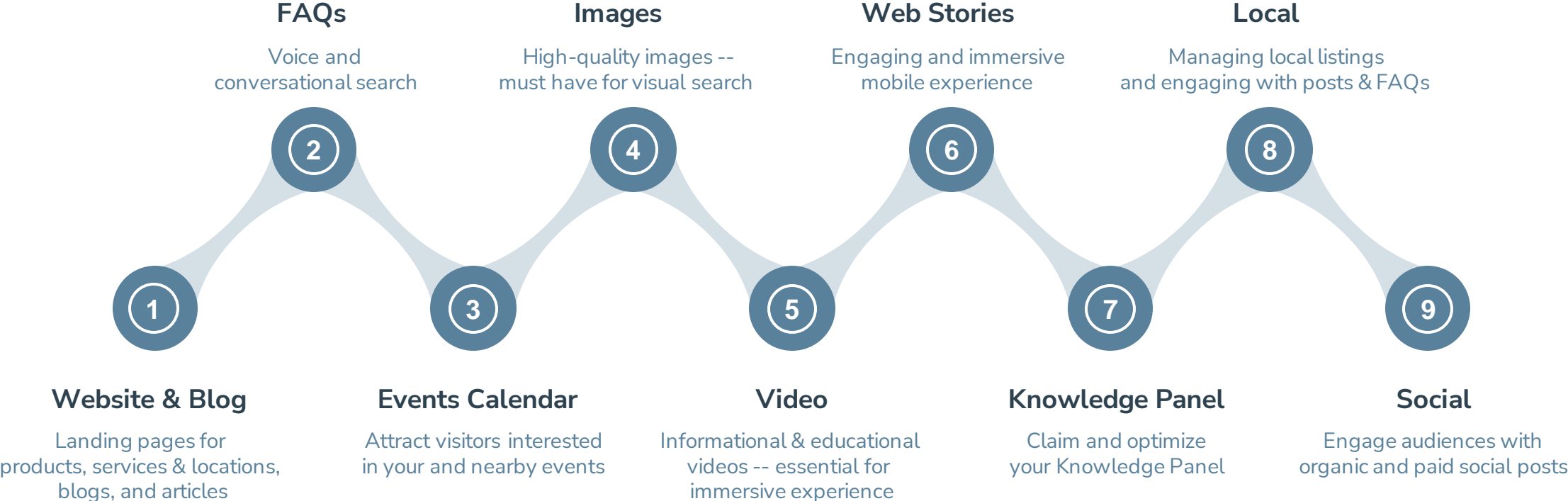


- Neural network database receives prompt
- Process prompt & validates content created across its database

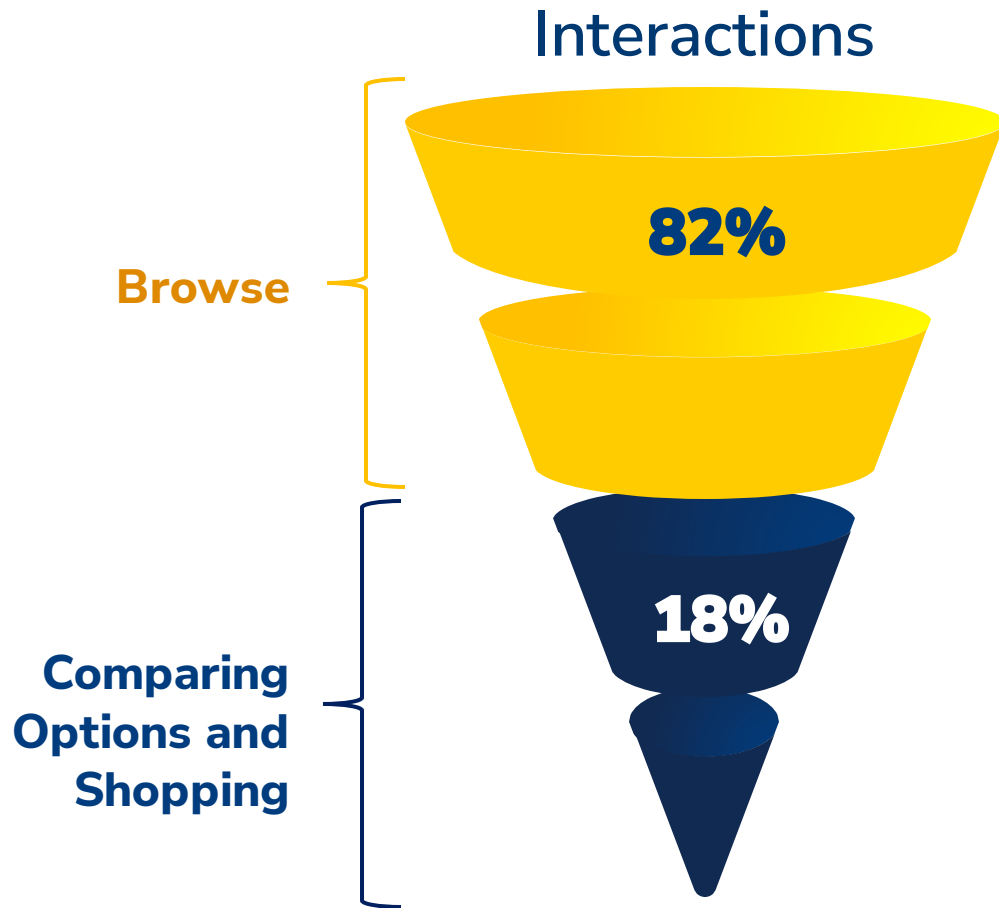


- Generates output in response to the user prompt
- Supports text to audio/video/image/articles

Saturate Your Website with Helpful Content



Majority of Searches Are Information Seeking



Perfect prompts / Prompt Engineers - 5W and 1H

- **What [is the expected task]:** Specify your task's main action.
 - Example: Create 5 title tags
- **Where [Is it going to be used]:** The location where your task will be used.
 - Example: To be featured in a white jeans' category page
- **How [is the format / language / tone / structure / length / characteristics / constraints]:** All the characteristics of your task.
 - Example: descriptive, in English, relevant, engaging, following SEO best practices, of no more of 50 characters each
- **Who [is the target audience]:** Who's the audience of your task
 - Example: potential jeans buyers
- **When [is it going to be used]:** Your task timing
 - Example: at an ongoing basis
- **Why [you want to use it, the expected goal]:** What's the purpose of your task
 - Example: to engage the audience and rank better in search results
- <https://www.aleydasolis.com/en/search-engine-optimization/ai-prompts-digital-marketing-seo-generator/>

Multisearch - Smarter Search Experience

