

Elevating content quality with

Google's Search Generative Experience

Written by Deidre Olsen

Executive summary

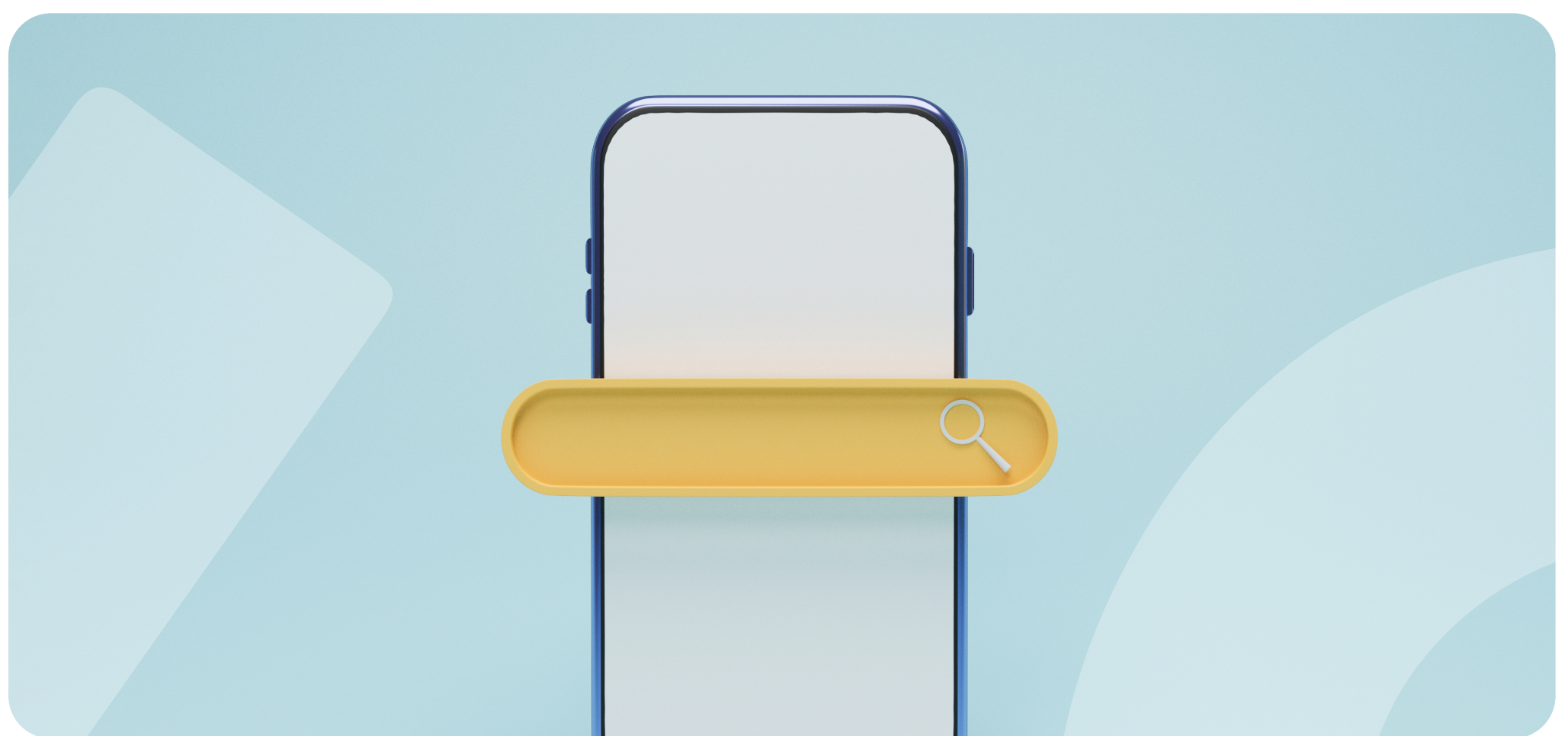
Regardless of sector, CMOs share the same dual challenge – creating content that is valuable to their audience while ensuring it meets search engine requirements. And, of course, these standards change over time.

Thanks to Google's Search Generative Experience (SGE), what was considered high-quality content no longer makes the cut. Top-tier content must have several key attributes to grab attention from both the user and search engine's perspective – it needs to have depth, be accurate, relevant, tailored to a specific audience, and be presented in multiple formats.

This report explores how SGE will impact the world of search marketing and transform expectations around content quality and user experience. We'll offer **expert insights to help you realign and revamp your strategy**, so you can deliver top-notch content that resonates with the right people. We'll also reveal how adopting the right integrated content marketing tools ensures you always deliver impactful, memorable content that caters to all perspectives and safeguards your brand.

Key takeaways:

- ✓ **SGE represents a significant change in Google's algorithms:** Google displays a Search Generative element for 86.83% of all search queries.¹ Marketers must re-evaluate SEO and long-tail keyword research strategies to succeed.
- ✓ **Adaptation is critical:** A 2023 report from the CMI found that 81% of brands say content marketing has helped them increase brand awareness.² Businesses must adopt the right tools and technology to optimise resources and maximise results.
- ✓ **Balancing perspectives is vital:** Half of marketers already use AI.³ To stay ahead in SERPs and boost conversions, brands need to create high-quality content that is tailored to all perspectives and aligns with search intent.



¹ <https://seo.ai/blog/search-generative-experience-sge-statistics>

² https://contentmarketinginstitute.com/wp-content/uploads/2023/01/B2C_2023_Research_Final.pdf

³ <https://blog.hubspot.com/marketing/ai-adoption>

Google's Search Generative Experience is set to change everything

SGE uses generative AI to give users useful, concise topic summaries without requiring navigation between web pages. Rather than deploying traditional search algorithms that follow predefined rules, SGE delivers unique, contextualised results based on user's preferences and behaviours, including search history, location, time of day, and so forth. This transforms the way we find answers, are introduced to and explore new subject matter, and get guidance and advice.

This revolutionises how marketers approach their content strategy and optimise for search. As Ludwig Makhyan, Cofounder at Mazzeless Enterprise SEO explains.

“

“SGE transforms Google from a traditional librarian to an author crafting a personalised story with all the books available. It pushes the boundary beyond keyword targeting, urging brands to focus on the overarching narrative.”

Ludwig Makhyan
Cofounder at Mazzeless Enterprise SEO

Any CMO who remembers the days of the Panda update will know Google has never suffered low-quality content gladly. In recent years the search giant introduced the E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness)⁴ framework as part of its Search

Quality Rater Guidelines.⁵ While Google isn't against AI-generated content per se, it is 100% opposed to low-value, irrelevant, and unoriginal content that doesn't take the needs of the readers seriously.

To ensure your content is credible, authentic, and useful you need human intervention; preferably of the expert variety.

You may also need to rethink the way you monitor engagement.

“There's a shift from quantity to quality, from counting sessions to understanding engagement and measuring the value provided back to the user,” says Olya Ianovskaia, Technical and Product SEO at Shutterstock.

“

“As AI models begin to replace traditional search algorithms, brands will need to find new ways of “influencing” them with ideas, concepts, and content by building up and emphasising authority and trust.”

Olya Ianovskaia
Technical and Product SEO at Shutterstock

Now, let's look at **how you can adapt your strategy** so you're the brand that delivers it to them.

⁴ <https://contentoo.com/blog/master-google-e-e-a-t-guidelines-seo-strategy> ⁵ <https://services.google.com/fh/files/misc/hsw-sqrg.pdf>

How to revamp your **strategy** and deliver **top-tier content** in 2024

As mentioned, relying solely on AI to tackle this challenge is not the way forward.

Here are some tips for creating authentic, relevant content that resonates with both search engines and users.

Prioritise user-focused, authoritative content

Unlike the Google algorithms of yesteryear, **SGE prioritises relevance and quality over backlinks and keyword matching.**

Always approach your content marketing strategy and every asset you create with user intent at the top of your mind.

SGE will be honing in on the broader context around every search query so it's important to consider the user's wider needs and goals.

As you know, **AI content is generic, and without a human touch only offers surface-level information.** Steer clear of snippet-style answers and create content that tells the reader something new they won't get elsewhere. All while remaining 100% accurate and on-brand. If you get stuck, take a look at your personas and put yourself in your customer's position. How can you deliver the meaningful insights that will position your brand as an authority?



Diversify your content portfolio

This is the point where you need to leave your “this always worked for our brand” hat at the door and get ready to overhaul your way of thinking about your content portfolio. Sticking to one type of content is unlikely to yield the same results now that the SGE show is in town.

To put a comprehensive, personalised picture together, Google will be fishing around from a raft of diverse sources and asset formats.

This doesn't mean you have to create videos for every topic or case studies for every sector, if your resources don't allow for it. But, if you can reappropriate some of your most valuable content into **different formats** in a way that makes sense to your customers, now is the time to do it.

Cluster content to cater to different search journeys

The appearance of SGE results will give you an idea of how to adapt your approach. You can also think of it in the same way as pillar pages; positioning a raft of related topics around one main subject. Think about what your user is hoping to discover then break content into smaller units and group them into interlinked

Refer to your personas to ensure your content covers a wide variety of potential questions so you can cater to diverse search intents effectively. Try using a thought cloud on an app like Miro to explore how users might approach a subject and the journeys they could take to achieve their objectives.

Think about the wider conversation

When crafting content, put yourself in the users' POV and imagine how a conversation around a search query would flow. You can also consider how you approach voice search and keyboard search, opting for brief, often incomplete sentences for the latter over more descriptive, fluid queries for the former.

Think about the first questions a person would ask and what would naturally follow. For example, if my initial query is what's on at the Rijksmuseum over Easter, then it makes sense to find out opening times, how to get the best deals on tickets, and perhaps what people have been saying about the venue and exhibitions, or the best restaurants nearby.

This is a great point to use your search intent and long-tail keyword research to identify user questions to address and which content to create.

You can also talk to your sales and customer service team who will be dealing with these queries every day.



Ensuring a sustainable approach to SGE content marketing

With a lot to consider and much to do, it's tempting to rush in and try to overhaul your entire content marketing output and strategy. Not only is this likely to make your team run for the hills, it's also bound to fail. As with every worthwhile marketing plan, you need to approach elevating your content with SGE strategically. It's a new way of thinking as well as working so take plenty of time to do the research we have outlined above, get your analytics sorted, and do plenty of reading around the subject, including keeping on top of new developments.

Don't worry if it all feels a bit much.

There are plenty of tools to help you adapt and thrive in the brave new world of SGE.

Which brings us neatly on to our next chapter...

How an integrated solution can help you achieve success

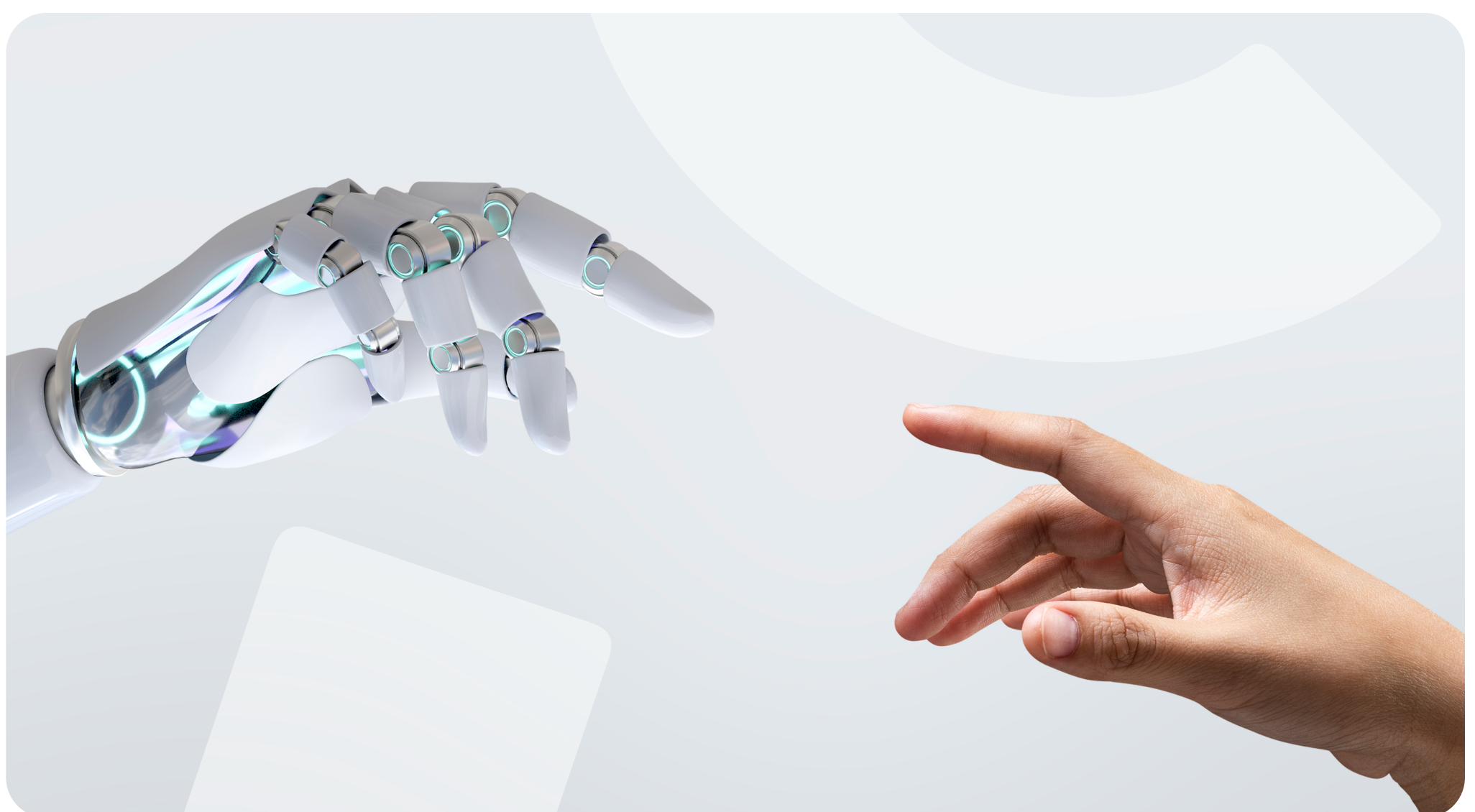
Delivering cutting-edge content while meeting search engine requirements demands an innovative, integrated approach. The goal is to produce content that champions SGE and optimises your marketing efforts, all while maintaining control over budgets and preserving brand integrity.

Striking the **right balance between human creativity and AI-powered technology** is key to your success. By selecting the right tools and working with the top talent you can ensure every piece of content meets the highest standards of quality and relevance to your audience.

At Contentoo, we've already helped

300+

ambitious global brands tackle this challenge head-on. Sign up today to access 1000+ vetted freelance content creators and top-tier content generation and translation tools and take your content to the next level.



Contact us today to find how we can elevate your content quality.

Let's have a chat



Contentoo is Europe's leading content creation platform. Combining AI-powered, cutting-edge technology with creative human talent, we empower brands to create scalable, performance-optimised content.

With a human and AI tech pairing tailored to your needs, seamlessly build any type of content, no matter how niche or complex. From in-depth articles to housing listings and product copy, our solution provides you with budget-friendly, high-quality content.



Contentoo

Koivistokade 68, 1013 BB Amsterdam,
The Netherlands



sales@contentoo.com

marketing@contentoo.com



020 - 70 70 627



contentoo

**Quality content
for ambitious brands**