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NEWSLETTER



KNOW EVERYTHING ABOUT **CHATGPT'S** **LOCAL RANKING** FACTORS

GOOGLE'S LATEST
AI UPGRADE GOES
LIVE ACROSS
THE US

8 STRATEGIES TO
OPTIMIZE FOR
GOOGLE'S
AI-POWERED
SEARCH



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1

KNOW EVERYTHING ABOUT CHATGPT'S LOCAL RANKING FACTORS

While ChatGPT doesn't have traditional "rankings," it does show local business suggestions based on several key factors. Understanding and optimizing these factors can help your business appear more prominently when users ask ChatGPT about local businesses.

Key ChatGPT Local Ranking Factors:

1. Consensus and Popularity

ChatGPT prioritizes businesses frequently mentioned online. If your business is listed highly on platforms like Yelp and Google or mentioned positively in news articles, it can improve your visibility. Being widely recognized in your industry boosts your chances of appearing at the top of local recommendations.

2. Verified Bing Places Listing

Having a verified and complete Bing Places listing significantly improves your chances of being recommended. ChatGPT has close integration with Microsoft and Bing, so it is crucial to ensure your business is listed on Bing Places.

3. Bing Rankings and Mentions

When ChatGPT handles local queries, it often searches Bing for top recommendations. If your business ranks highly on Bing search results or is mentioned by high-ranking websites, you're more likely to appear in ChatGPT responses.

4. Complete Online Profiles

Ensure your business profiles across various websites are complete. Profiles lacking key details, such as descriptions, reviews, logos, etc., have a higher chance of being ignored by ChatGPT. Complete and regularly updated profiles help ensure visibility.

5. Customer Reviews on Your Website

ChatGPT sometimes references a business's own website for testimonials and reviews. Having these clearly visible can help ensure your business isn't filtered out.

6. Recent Google Reviews

Regularly updated reviews on Google significantly impact your visibility. ChatGPT recognizes that most local businesses have Google profiles and fresh reviews appear to be a strong ranking signal.

Factors That Can Hurt Your Visibility:

- **Website Downtime:** Ensure your site is always online and loading correctly.
- **Poor Online Reputation:** Consistent low ratings can negatively impact your visibility.
- **Lack of Reviews:** Having no reviews at all can exclude your business from recommendations.
- **Duplicate Business Listings:** Operating multiple identical businesses through a single dispatcher can limit or eliminate your visibility.
- **Lack of Recent News Mentions:** Competitors with recent press releases or news mentions may appear ahead of businesses lacking recent updates.

Optimizing these areas helps ensure that your business is frequently and prominently recommended by ChatGPT.

2

GOOGLE'S LATEST AI UPGRADE GOES LIVE ACROSS THE US

Last month, Google rolled out [AI Mode in Search](#), moving it out of Labs and making it accessible to U.S. users signed in to their Gmail accounts.

The following bullet points outline the features and functionalities available to users and the implications of [Google's AI Mode for content creators](#).

1. Google AI Mode: Your Smart Sidekick in Search

Google's AI Mode represents a major leap forward for Google Search, transforming it from a traditional link-based results page into a dynamic platform that delivers detailed, AI-powered answers directly within the search experience. Here's a closer look at how it works and what we know so far:

What is AI mode?

1. **Chatbot-like Experience:** AI Mode goes beyond simply displaying links—it leverages Google's Gemini model to provide detailed, conversational responses to your questions. The experience is crafted to mimic interacting with an intelligent assistant, making it more dynamic and engaging.
2. **Detailed and Tailored Responses:** AI Mode generates thorough answers, complete with explanations, bullet points, tables, graphs, images, and even Google Maps suggestions—all customized to your query.
3. **Built on Gemini 2.5:** It utilizes a specialized iteration of Gemini 2.5, Google's most advanced AI model, delivering superior reasoning and multimodal functionality.
4. **Interactive Exploration:** You can ask follow-up questions to narrow or expand your search, enabling a dynamic, iterative experience.
5. **"Query Fan-out" Approach:** Behind the scenes, AI Mode dissects complex queries into subtopics, running multiple parallel searches to scour the web more effectively and retrieve the most relevant results.
6. **Out of Labs, Into the Wild:** Originally tested in Search Labs, AI Mode is now available to all users in the U.S., reflecting its enhanced speed and reliability. A worldwide release is in the works.
7. **Dedicated Access Point:** A new "AI Mode" tab appears alongside "All" and "Images" at the top of the Search page, letting you opt into this AI-driven experience.

Key User Features and Capabilities:

1. **Deep Search:** For complex queries needing in-depth research, Deep Search in AI Mode can perform hundreds of searches, synthesize diverse information, and produce expert-quality, fully referenced reports in minutes.
2. **Real-Time Assistance (Live Search):** This feature incorporates Project Astra's live functionality, enabling you to use your camera to share real-time visuals with Google and ask questions about them. For example, you could capture a challenging DIY task and request guidance.
3. **Personalized Insights:** AI Mode can utilize your Google data (beginning with Gmail, subject to opt-in) to deliver tailored suggestions. If you're organizing a trip, it might recommend dining options based on your past reservations. This feature will soon be available in Search Labs.
4. **Dynamic Data Visualization:** AI Mode can process intricate online datasets to generate bespoke, interactive charts and offer instant analysis—ideal for sports and financial inquiries.
5. **Enhanced Shopping:** Integrated with Google's Shopping Graph, AI Mode introduces innovative product browsing. Google is also trialing "agentic" shopping features, where AI assists with price tracking and, with your consent, may even complete purchases for you.
6. **Flexible Input Options:** You can pose questions through text, speech, or by submitting an image (using Google Lens).

Integration with Other Google AI Features

1. **AI Overviews Evolution:** AI Mode enhances the earlier AI Overviews (previously called Search Generative Experience), which offered concise AI-generated summaries atop search results. With improved reasoning and interactivity, AI Mode is expected to replace AI Overviews in the future fully.
2. **Gemini Integration:** AI Mode incorporates the core technology behind the Gemini chatbot into Google Search. Unlike Gemini, which operates as a separate conversational tool, AI Mode embeds similar conversational capabilities directly into standard search queries.
3. **Workspace with Gemini:** Google is further embedding Gemini into Workspace applications—such as Docs, Gmail, Sheets, and Slides—to assist with functions like summarization, content creation, and data analysis.

What You'll Need and When It's Available

1. **Current Availability in the US:** AI Mode is now being gradually released to all adults in the US who have a personal Gmail account. However, it is not yet accessible for Google Workspace accounts.
2. **Recommended Settings for Optimal Use:** To get the most out of AI Mode, we recommend turning on **"Web & App Activity"** (which includes search history). This helps AI Mode continue from your previous searches for a smoother experience.

Concern:

- **Accuracy Considerations:** As with all generative AI, there's a possibility of "hallucinations" or inaccuracies, though Google is actively addressing these issues.

At its core, Google AI Mode marks a major transformation in user interaction with Google Search, emphasizing a smarter, more conversational, and tailored experience driven by advanced AI.

2. What Content Creators Should Know About Google's AI Mode

Google's AI Mode brings both challenges and opportunities for content creators, with significant implications.

Challenges:

- **Decline in Organic Traffic:** AI Mode delivers direct answers within search results, allowing users to find information without visiting external websites. This could result in lower organic traffic for many content creators.
- **Content Strategy Evolution:** In an AI-driven search landscape, generic or repetitive content may lose relevance. Creators should prioritize unique insights, original research, in-depth analysis, and firsthand experiences—content that AI cannot easily reproduce.
- **Greater Focus on E-E-A-T:** Google's emphasis on Expertise, Experience, Authoritativeness, and Trustworthiness will grow in importance. AI is likely to favor content from credible sources, so creators must strengthen their reputation, cite authoritative references, and highlight their expertise.
- **Changing Keyword Trends:** With AI Mode, search queries may shift from short keywords to more conversational, long-form questions. Content creators will need to adjust their keyword research to align with these new search behaviors.
- **Attribution Concerns:** A key challenge will be ensuring AI-generated content properly credits sources. Creators may need safeguards to ensure their work is acknowledged if used in AI training or responses.

Monitoring and Concerns:

1. **Traffic Concerns:** Website owners worry that AI Overviews and AI Mode could lower click-through rates to their sites by delivering summarized answers directly, potentially reducing visitor traffic.
2. **Tracking Limitations:** Although Google Search Console will include AI Mode performance data, it won't be separated from other Google sources. This lack of granularity makes it difficult for site owners to measure AI Mode's specific effect on their traffic.

Opportunity:

1. **Prioritize High-Quality, Detailed Content:** As AI excels at summarizing information, in-depth and well-researched content may gain greater importance. Creators who produce authoritative, comprehensive materials could become key sources for AI to reference.
2. **Target Specialized Niches:** Content that delves into specific, niche topics—where human insight and expertise are irreplaceable—is likely to retain high value.
3. **Embrace Multimodal Formats:** With AI's capacity to process images, audio, and video, creators can explore richer, more varied content strategies by integrating diverse media types.
4. **Adapt to Conversational Queries:** By understanding how users engage with AI conversationally, creators can refine their content to address follow-up questions and deliver more thorough, layered responses.
5. **Explore Innovative Content Formats:** AI may enable new presentation methods, such as interactive features or AI-generated summaries, allowing creators to enhance how they share information.
6. **Use AI as a Thoughtful Aid (With Caution):** While maintaining originality, creators can leverage AI for tasks like research, structuring, or drafting, enabling them to focus on strategic and unique contributions. Over-reliance on AI-generated content without adding distinct value, however, could be counterproductive.

Conclusion: Google's AI Mode marks a major transformation in how search operates. Content creators must recognize the possible risks to organic visibility and adjust their approaches, prioritizing high-quality, original, and reliable content that offers more than just aggregated information. Despite the hurdles, this shift also presents opportunities for those who can effectively navigate the changing landscape. The key lies in delivering distinct value and reinforcing strong E-E-A-T (Expertise, Experience, Authoritativeness, and Trustworthiness) to stay competitive in an AI-powered search era.

Who wins? — No one. Google will end up spending more to provide search results. Advertisers will struggle to identify the best return on their investments. Users will face relentless tracking and a barrage of "personalized" ads. Content creators will simply produce material for Google's AI to absorb—with little in return unless they're among the lucky few handpicked by the algorithm to represent their niche. Pushed into the cutthroat competition to dominate the AI chatbot space, this marks the start of Google's profit model unraveling. Meanwhile, OpenAI—the creator of a superior, ad-free product—stands to gain the most. Consumers will take notice.

Welcome to what's coming. Grab your popcorn and watch it unfold.

3

8 STRATEGIES TO OPTIMIZE FOR GOOGLE'S AI-POWERED SEARCH

Google's Search Central has issued new best practices for content optimization in the age of AI Overviews and AI Mode.

Here's a streamlined guide to help your content stay competitive and visible.

1. Create People-First, Non-Commodity Content

Focus on original content that satisfies specific user intent. Delve deeply into topics, address follow-up questions, and prioritize clarity. Use Google's helpful content guidance to refine your approach.

2. Deliver an Outstanding Page Experience

Prioritize clean design, fast load speeds, mobile responsiveness, and easy navigation. Avoid clutter or distracting elements that hinder usability.

3. Ensure Crawlability and Indexability

Meet Google's technical requirements:

- ⌘ Return an HTTP 200 status
- ⌘ Include indexable content

This ensures your content can be featured in AI-generated results.

4. Use Visibility Controls Strategically

Manage how your content appears in AI features using tags like:

- ⌘ nosnippet
- ⌘ data-nosnippet
- ⌘ max-snippet
- ⌘ noindex

Remember: Overly restrictive settings can reduce AI visibility.

5. Align Structured Data with Visible Content

Structured data helps surface your content in rich results. Ensure your markup:

- ⌘ Accurately reflects on-page content
- ⌘ Complies with Google's structured data guidelines
- ⌘ Passes validation via Google tools

6. Embrace Multimodal Content Formats

Enhance your pages with quality visuals — images, videos, and product assets. Maintain up-to-date info in:

- ✎ Google Merchant Center
- ✎ Google Business Profile

This prepares your site for AI searches driven by images or screenshots.

7. Measure Real Engagement, Not Just Clicks

Traffic from AI Overviews may be lower in volume but are higher in quality. Focus on engagement metrics like:

- ✎ Time-on-site
- ✎ Signups
- ✎ Conversions

Optimize for these outcomes, not just raw clicks.

8. Adapt to Evolving Search Behaviors

- ✎ Search behavior is evolving beyond traditional "ten blue links."
- ✎ Users now interact through voice commands, image-based queries, and AI-generated answers.
- ✎ AI Overviews and AI Mode represent a new frontier in how content is discovered.

Success in Google's AI-powered search experiences depends on combining technical optimization, user-focused content, and a willingness to evolve. Use these 8 strategies to stay ahead — and stay seen.