



Futureproofing Your Digital Presence in the Age of AI-Powered Search

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<https://speakerdeck.com/benu>

About Milestone, Inc

Digital Marketing Platform and Services



1997 Founded



2000+ Customers



Headquarters
in San Jose, CA



FORRESTER[®]

Inclusion in Forrester
Landscape



**Future-proof your digital presence in
the era of AI-powered search**

**Establish a rock-solid plan to stay
ahead as a business**



Agenda

1. What is AI-Powered Search?
2. What Does Future Proofing Means?
3. 4 Pillars of Success
4. Key Take-Aways

1

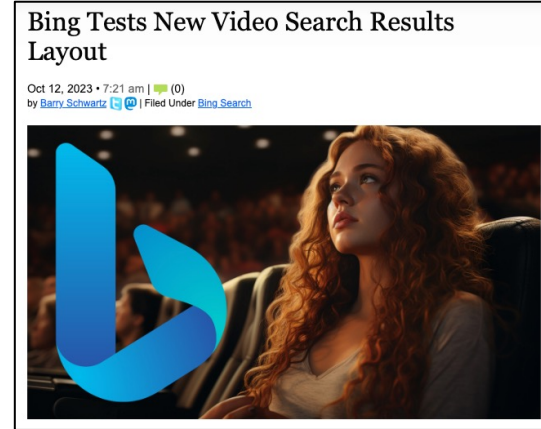
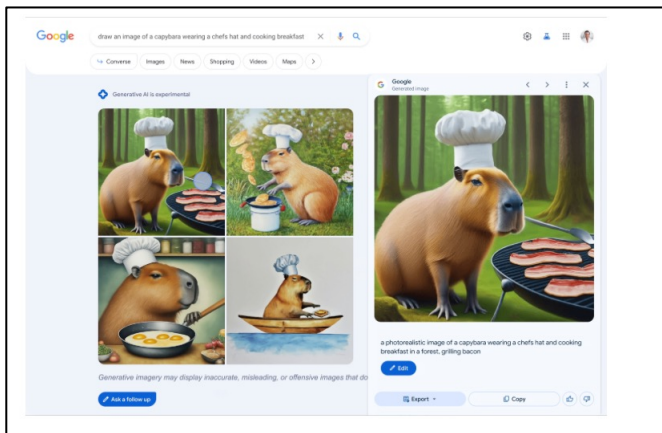
What is AI-Powered Search?

User Experience & Discovery



AI is Creating Experiences...

Generative AI in search



SERPs to CHERPs...

Where is this
information
coming from?

generative AI

Generative AI is experimental. Info quality may vary.

Generative AI (GenAI) is a **subfield of AI that uses algorithms to generate new data**. GenAI models learn the patterns and structure of their training data and then generate new data that has similar characteristics.

GenAI can produce a variety of content, such as:

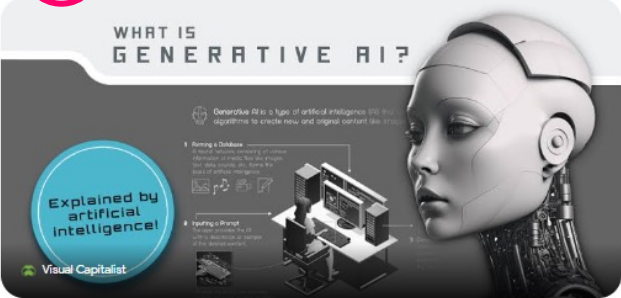
Text, Photos, Videos, Code, Data, 3D renderings, music, Speech, Product designs.

GenAI models use graphics processing units (GPUs) and AI software to train deep learning models on massive data sets. They can learn from existing artifacts to generate new, realistic artifacts.

GenAI is different from traditional AI because it generates new data based on the training data.

Some examples of GenAI include: ChatGPT, Adobe Sensei, Dall·E.

According to a forecast from the International Data Corporation (IDC), enterprises will invest nearly \$16 billion worldwide on GenAI solutions in 2023. The forecast that spending on GenAI solutions will reach \$143 billion in 2027.



WHAT IS GENERATIVE AI?

Generative AI is a type of artificial intelligence (AI) that uses algorithms to create new and original content like images, text, and audio.

1. Feeding a Database: The AI model is trained on a large database of data, such as text, images, or audio. The model learns the patterns and structure of the data.
2. Training a Model: The AI model is trained on the data, and it learns to generate new content that is similar to the training data.

Explained by artificial intelligence!

Visual Capitalist

What is the most used generative AI? | Is OpenAI a generative AI? | Is GPT a generative AI?

Ask a follow up...

Web and Chat Data in Bing Webmaster tools

Filter by

Web + Chat

Download

Clicks ⓘ



288.4M

Impressions ⓘ



11.7B

Avg. CTR ⓘ



2.47%

Clicks

Impressions

2.5M

100M

2M

80M

1.5M

60M

1M

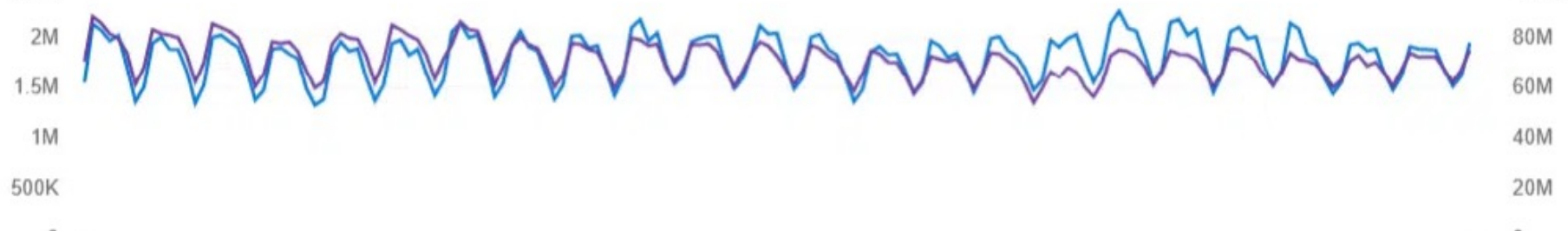
40M

500K

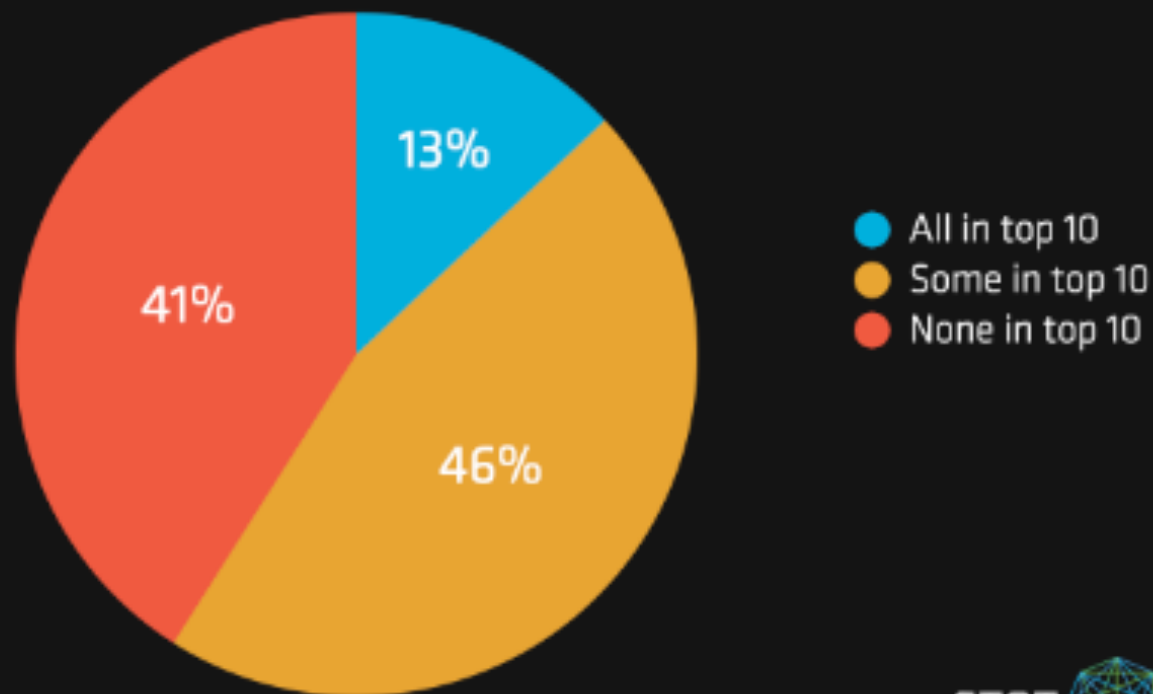
20M

0

0

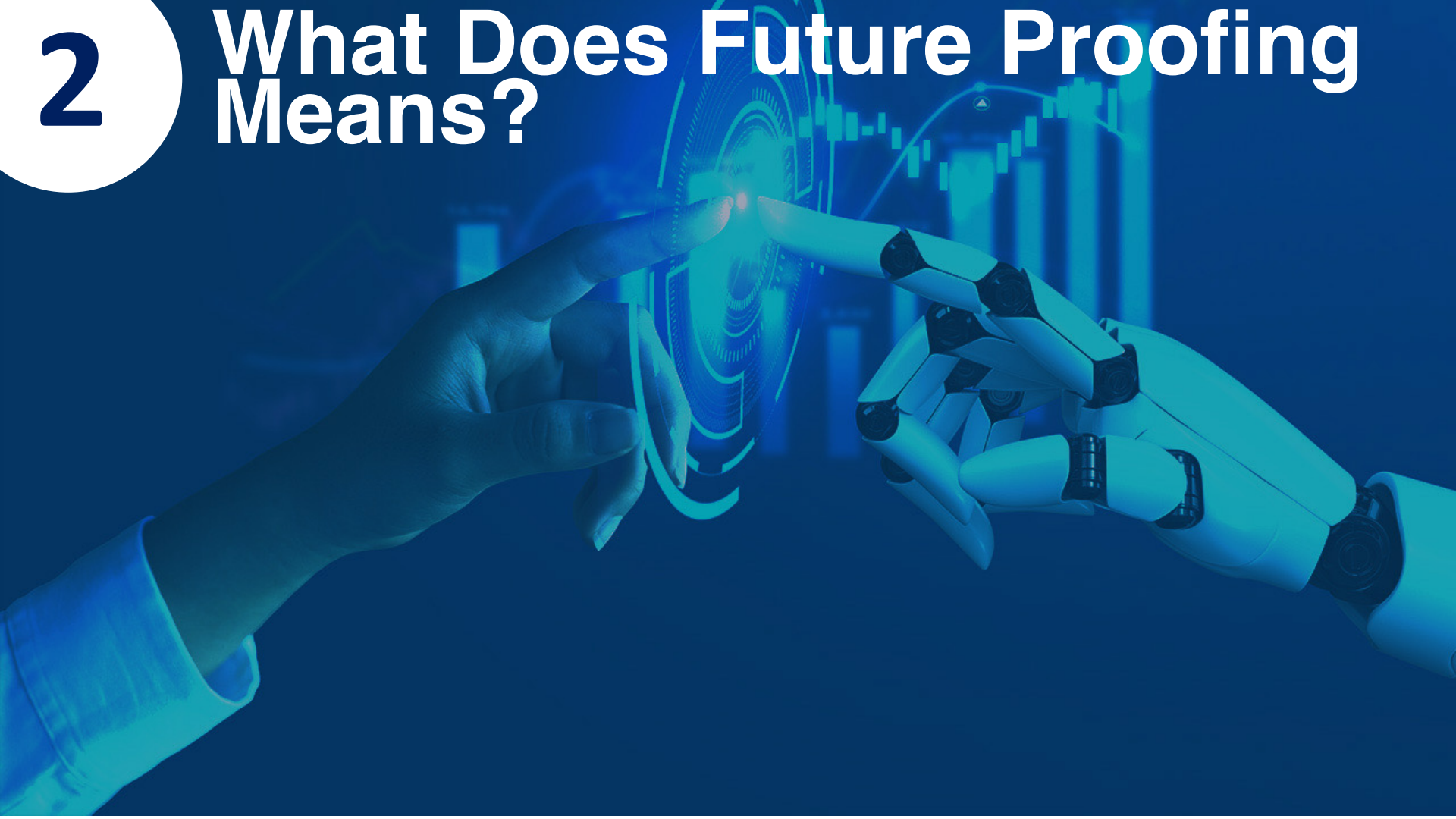


MOST SITES IN THE SGE DO NOT APPEAR IN THE TOP 10 ORGANIC RESULTS

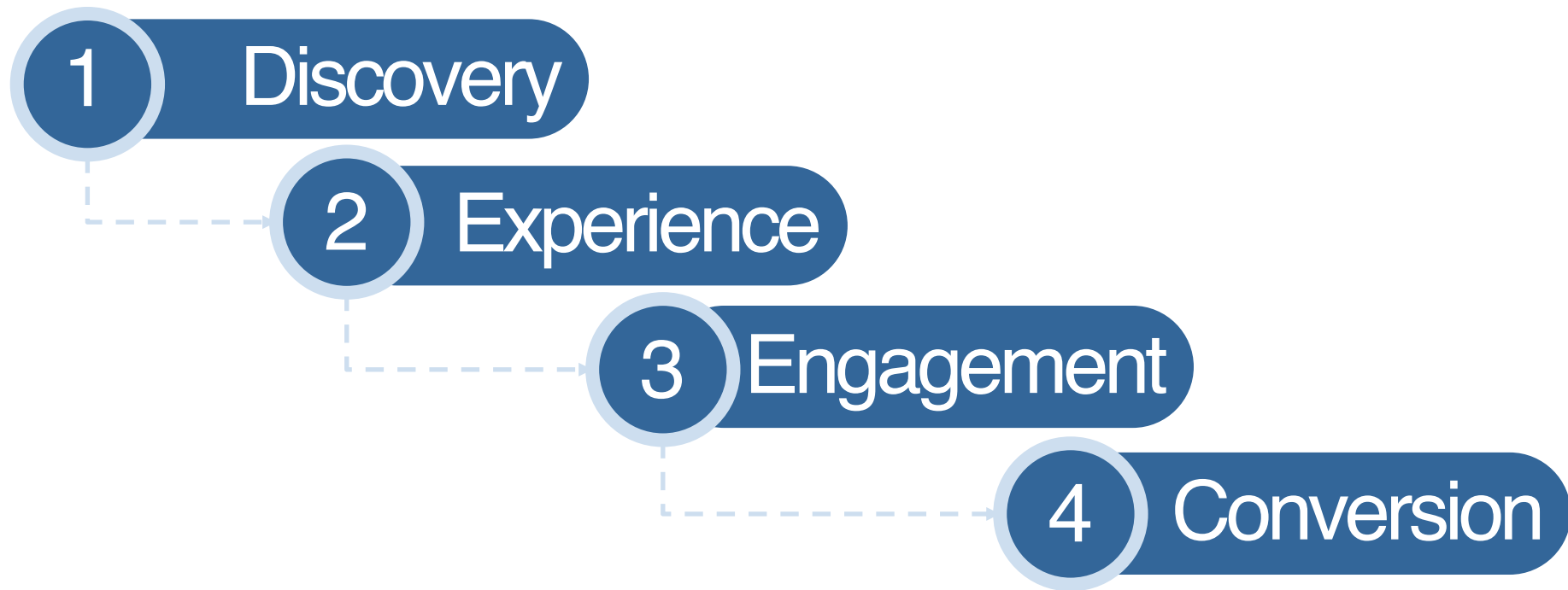


2


What Does Future Proofing Means?



Customer Challenges during Online Journey



Key Future Proofing Strategies



Technical SEO
/Schema



Content
Intelligence



User
Experience



Benchmark
& Forecast



What Scorecards Solve For



DEMOCRATIZE
DATA



OPERATIONALIZE
PROCESS



DRIVE
EFFICIENCY



MITIGATE
RISK



IDENTIFY
GROWTH

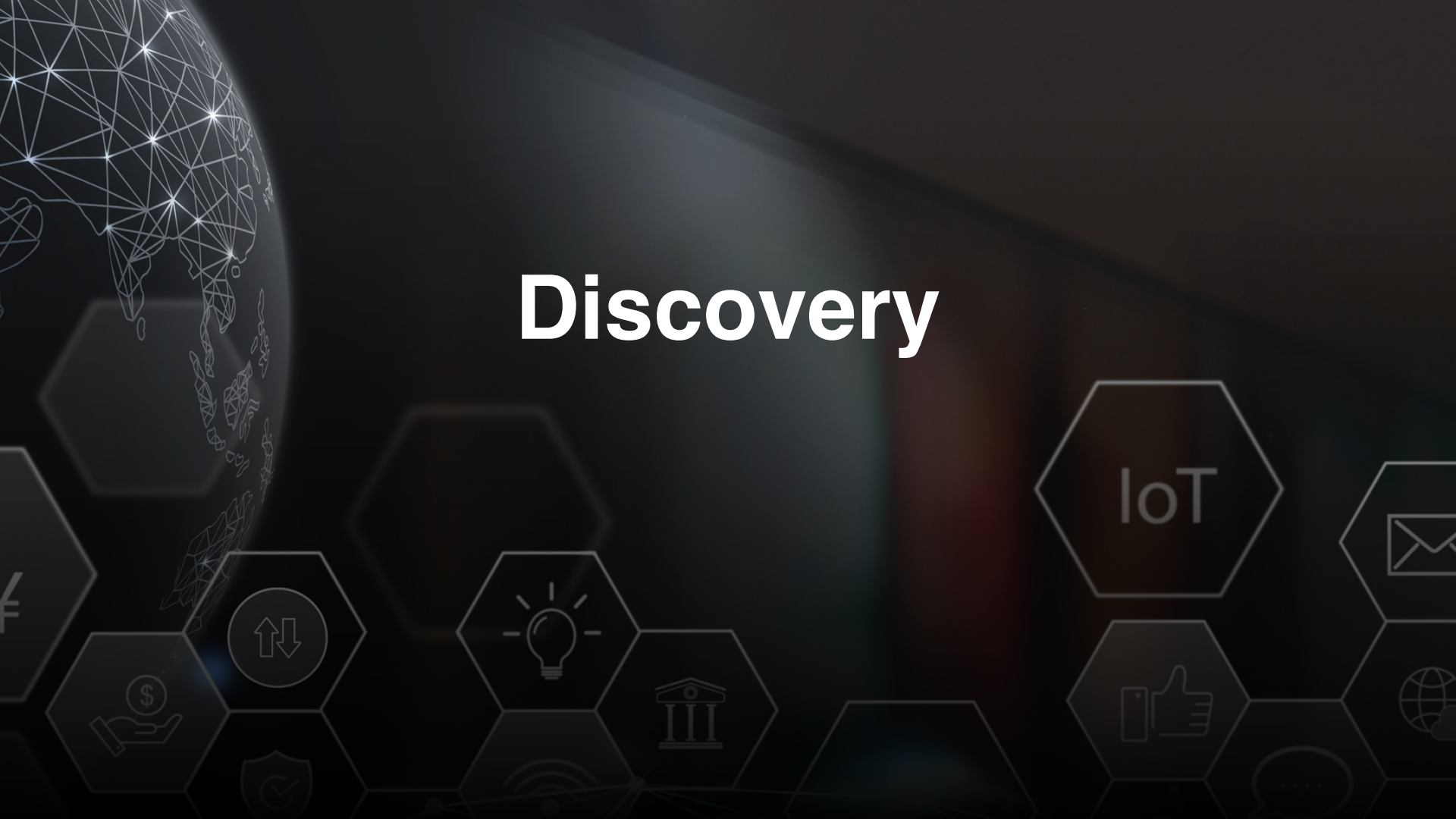


INCREASE
VISIBILITY

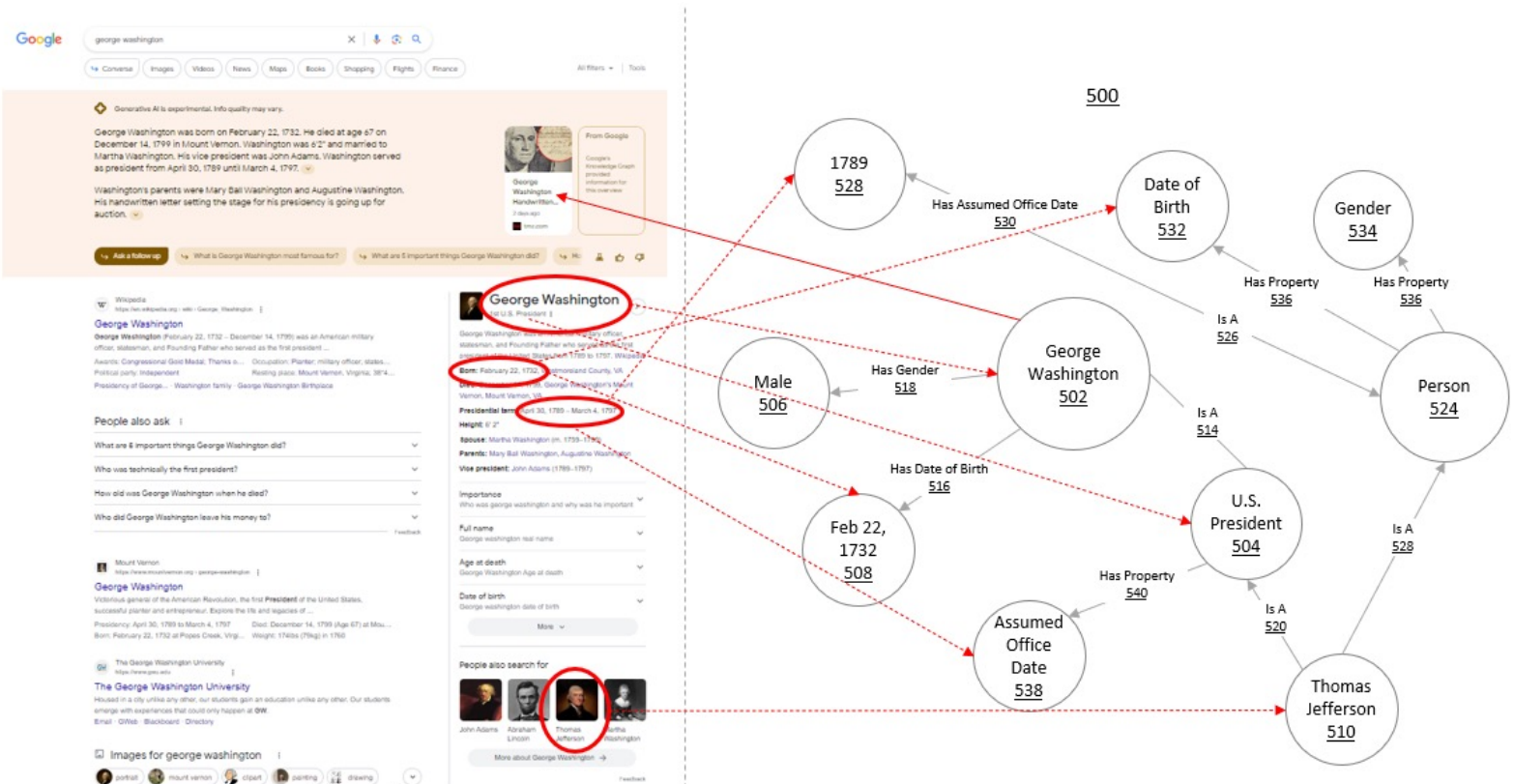


SCALE WITH
EASE

Discovery



Converting Content to Entities through consistency




You Won't Show Up Without Structured Data

Google has spent several years trying to get structured data from Businesses.






Users ask precise questions to search chats

If you don't have the information – your site is invisible

do any of these hotels have indoor pools?

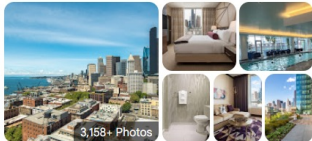
 Generative AI is experimental. Info quality may vary.

There are many hotels near off-leash dog parks in Seattle that have indoor pools, including hotels near Pioneer Square, hotels near the Space Needle, and hotels near Woodland Park Zoo:

-  **Embassy Suites by Hilton** 4.6 ★ (1.8K) Upscale hotel in a high-rise building in the historic Pioneer Square district
Free breakfast · Hot tub
\$1,073
-  **Hampton Inn & Suites by ...** 4.3 ★ (986) Hotel with a gym, hot breakfast buffet, and indoor pool
Free breakfast · Airport shuttle
\$414
-  **Seattle Marriott Waterfro...** 4.3 ★ (2.9K) Polished hotel with an indoor/outdoor pool, gastropub, and meeting space
Golf course · Fitness center
\$647
-  **Hyatt At Olive 8** 4.5 ★ (2.2K) Hotel with a city-view indoor pool, whirlpool tub, fitness center, and spa
Spa · Hot tub
\$466
-  **La Quinta Inn & Suites by ...** 4.0 ★ (998) Modern hotel a 2-minute walk from the light rail station and 0.7 miles from the Space Needle
Hotel
Downtown Seattle

Embassy Suites by Hilton Seattle Downtown Pioneer Square

4.6 ★★★★★ (1.8K) · 3-star hotel



3,158+ Photos

[Check availability](#) [Website](#)

[Directions](#) [Save](#) [Call](#)


Overview Reviews



Address: 255 S King St, Seattle, WA 98104
Phone: (206) 859-4400

[Save \\$810 if you stay Mon, Jul 24–Tue, Jul 25](#)

Compare prices

All options

 Embassy Suites by Hilton Seattle Downto... **\$1,238** >

Technical Scorecard...

1



Crawling

60

Good Performance



2



Indexing

50

Average Performance



3



Rendering

100

Excellent Performance



4



Page Experience

25

Below Average Performance



5



Schema & Clickability

0

Poor Performance



6



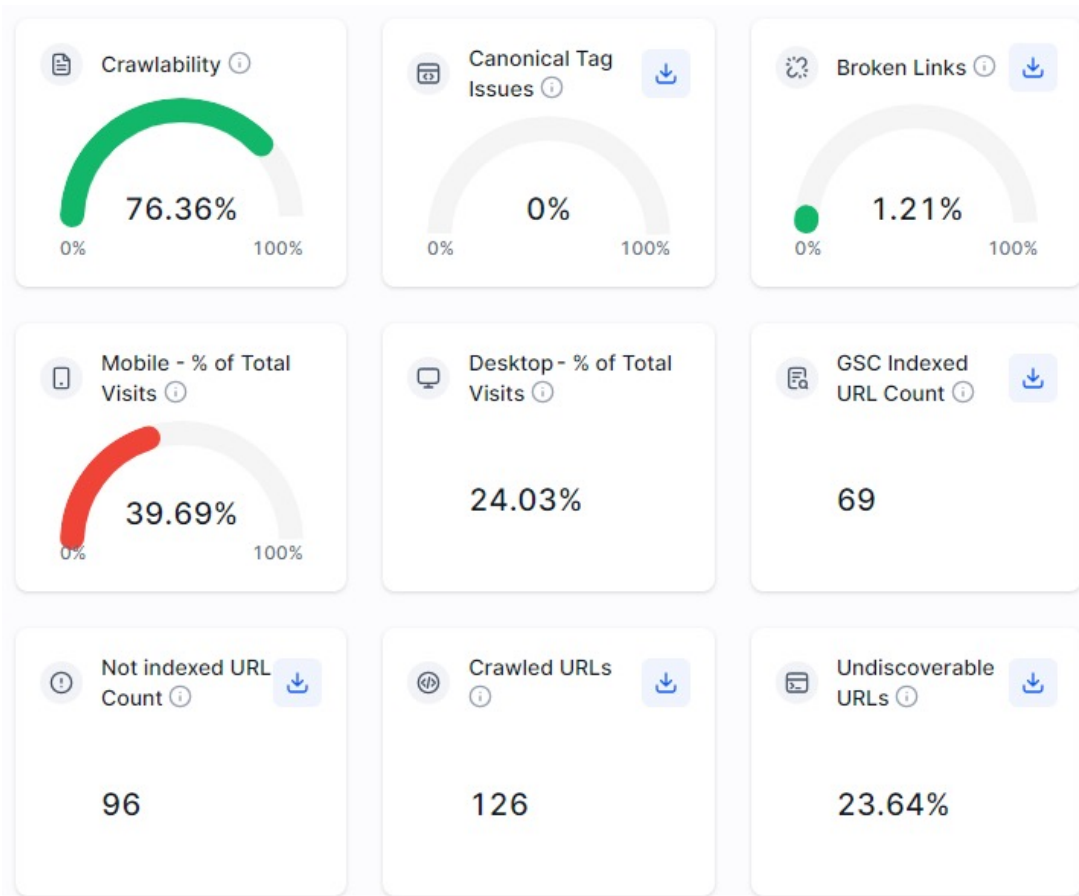
Geo Localization

50

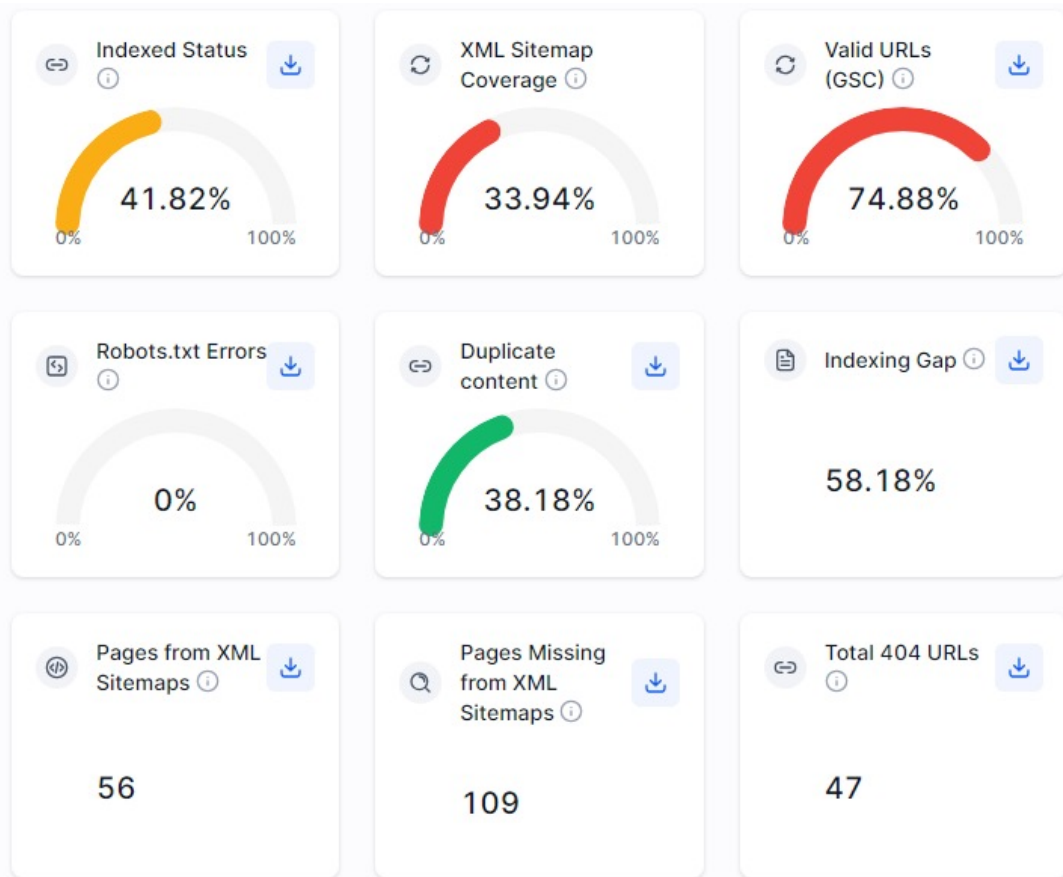
Average Performance



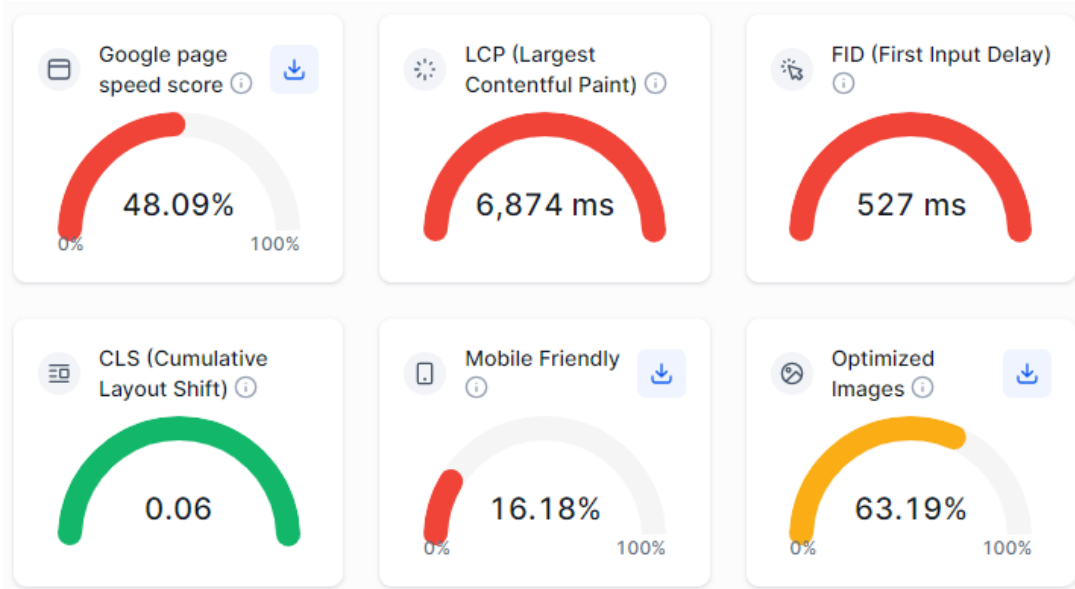
1 Crawling



2 Indexing



3 Page Experience



Future-proof 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

Optimizing Images for Visual Search

The image shows a Google search interface for "Caesar Palace". The search bar contains the text "Caesar Palace". Below the search bar are tabs for "All", "Images", "Maps", "News", "Videos", and "More". The "Images" tab is selected. A horizontal scroll bar below the tabs shows various image categories: room, pool, inside, casino, suite, hotel, vegas, colosseum, hangover, mall, giardini naxos, and nobu hotel. The main search results area displays a grid of images. A large red arrow points to the first image in the grid, which is a circular interior with a statue. This image and its source, "Booking.com", are circled in red. Other images in the grid are also circled in red or blue, with their sources listed below them. The sources include Booking.com, Tripadvisor, HRS, Caesars Entertainment, Condé Nast Traveler, Oyster Hotel Reviews, Cultural Heritage Online, and Wikipedia. The grid contains 12 images in total, arranged in two rows of six.

Google
Caesar Palace

< All Images Maps News Videos : More Tools

Saved SafeSearch

room pool inside casino suite hotel vegas colosseum hangover mall giardini naxos nobu hotel

Booking.com
Caesars Palace Hot...

Tripadvisor
CAESARS PALACE - Updated 2023 Pric...

HRS
Caesars Palace Las Vegas Ho...

Caesars Entertainment
Caesars Palace Las Vegas Hotel and Casino

Condé Nast Traveler
Caesars Palace - Hotel Review | Condé ...

Oyster Hotel Reviews
Caesars Palace Review: What To RE...

Booking.com
Caesars Palace Hotel & Casino, Las ...

Cultural Heritage Online
Caesars Palace - CulturalHeritageOnline.com

Caesars Entertainment
Caesars Hotels & Casinos - The Best ...

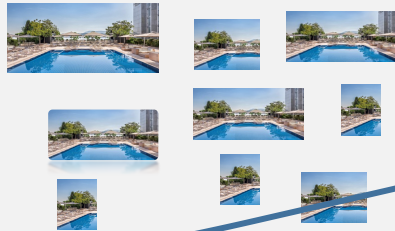
Wikipedia
Caesars Palace - Wikipedia

Tripadvisor
CAESARS PALACE - Updated 2023 Prices ...

3 steps to Convert Images to Entities

SERP Saturation

Multiple Copies



Centralize & Optimize with CDN

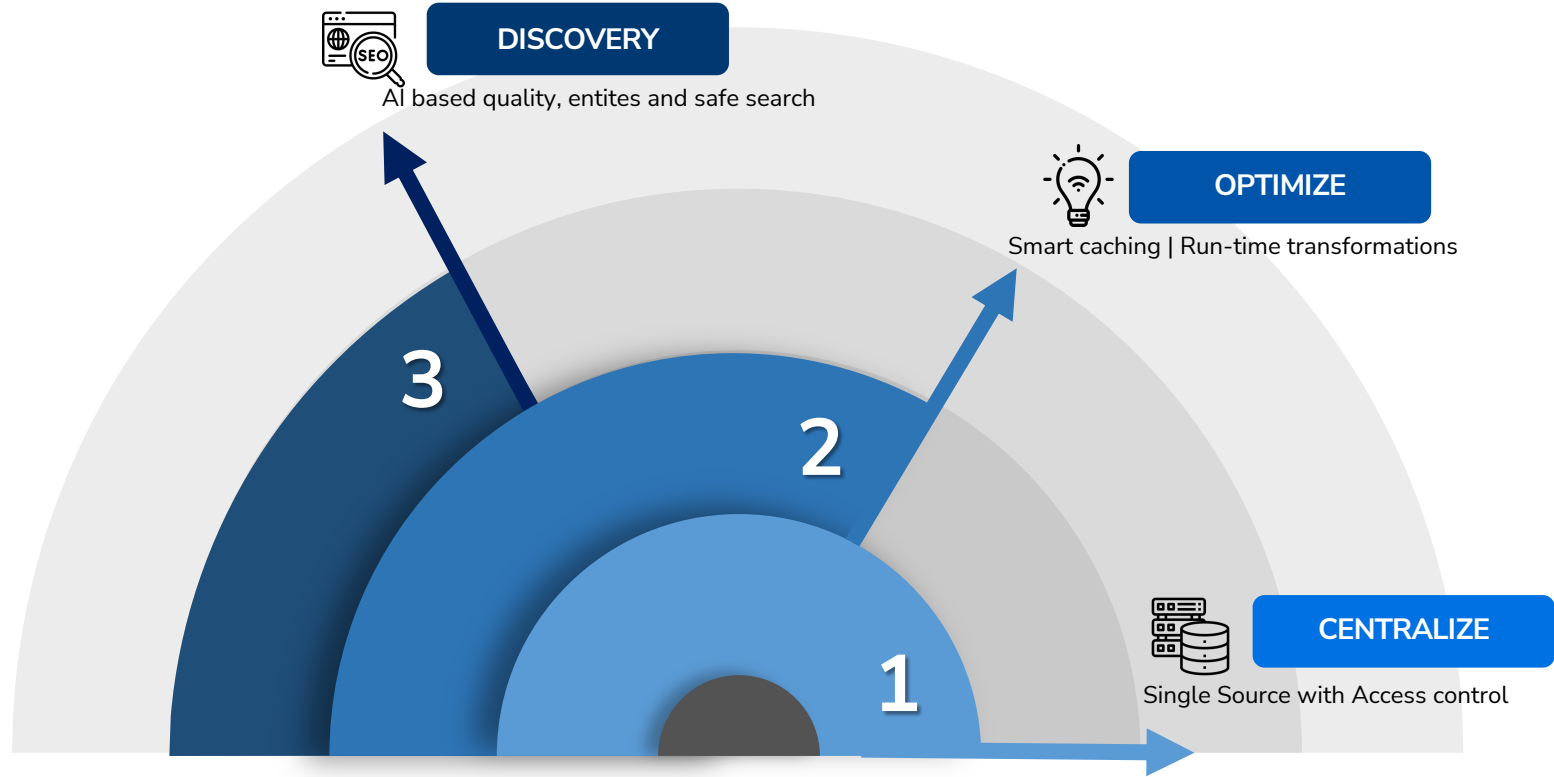


Convert to entities



High⁺ quality
Entity⁺ Tags
Meta⁺ Data

3 Steps for Visual Optimization



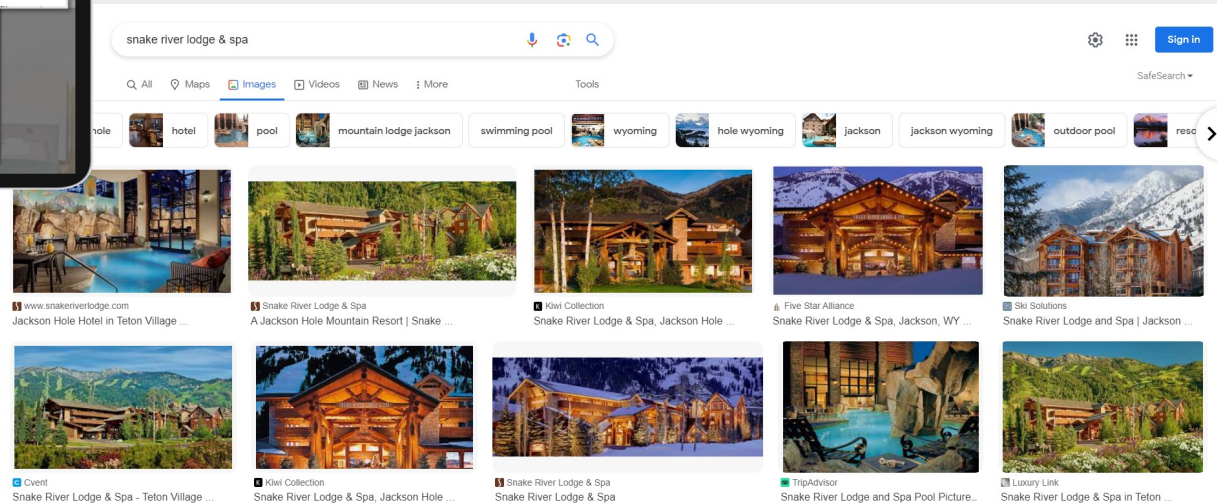
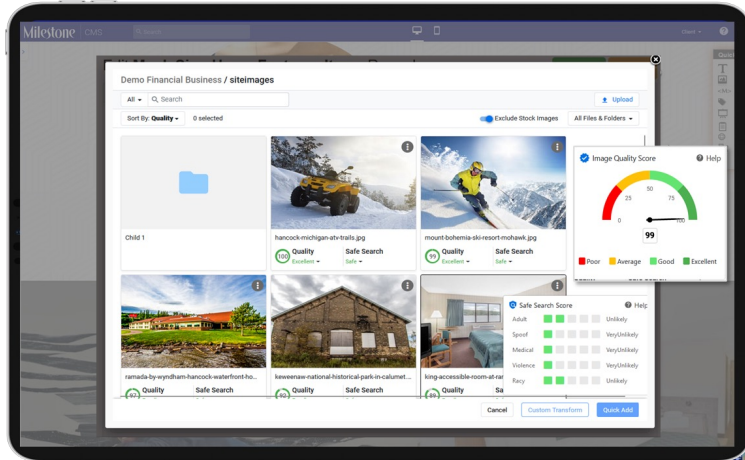
Visual Search Using Google's Vision API

+30%

Impressions
& Clicks

+100%

Image
Search
Impressions



A close-up photograph of a person's hands writing in a spiral-bound notebook on a light-colored wooden desk. The person is using a light blue pen. The notebook page has a grid and some handwritten notes. In the background, there is a grey and white cup and a dark laptop keyboard. The overall scene is brightly lit, suggesting a workspace.

Content Intelligence

How to safeguard your content strategy in an AI-driven search landscape

Adapt your content strategy for the AI-powered search era. Understand Google's guidelines for creating helpful content for searchers.

[Benu Aggarwal](#) on August 23, 2023 at 10:00 am | Reading time: 7 minutes



Search engines, especially Google, are in a constant state of evolution.

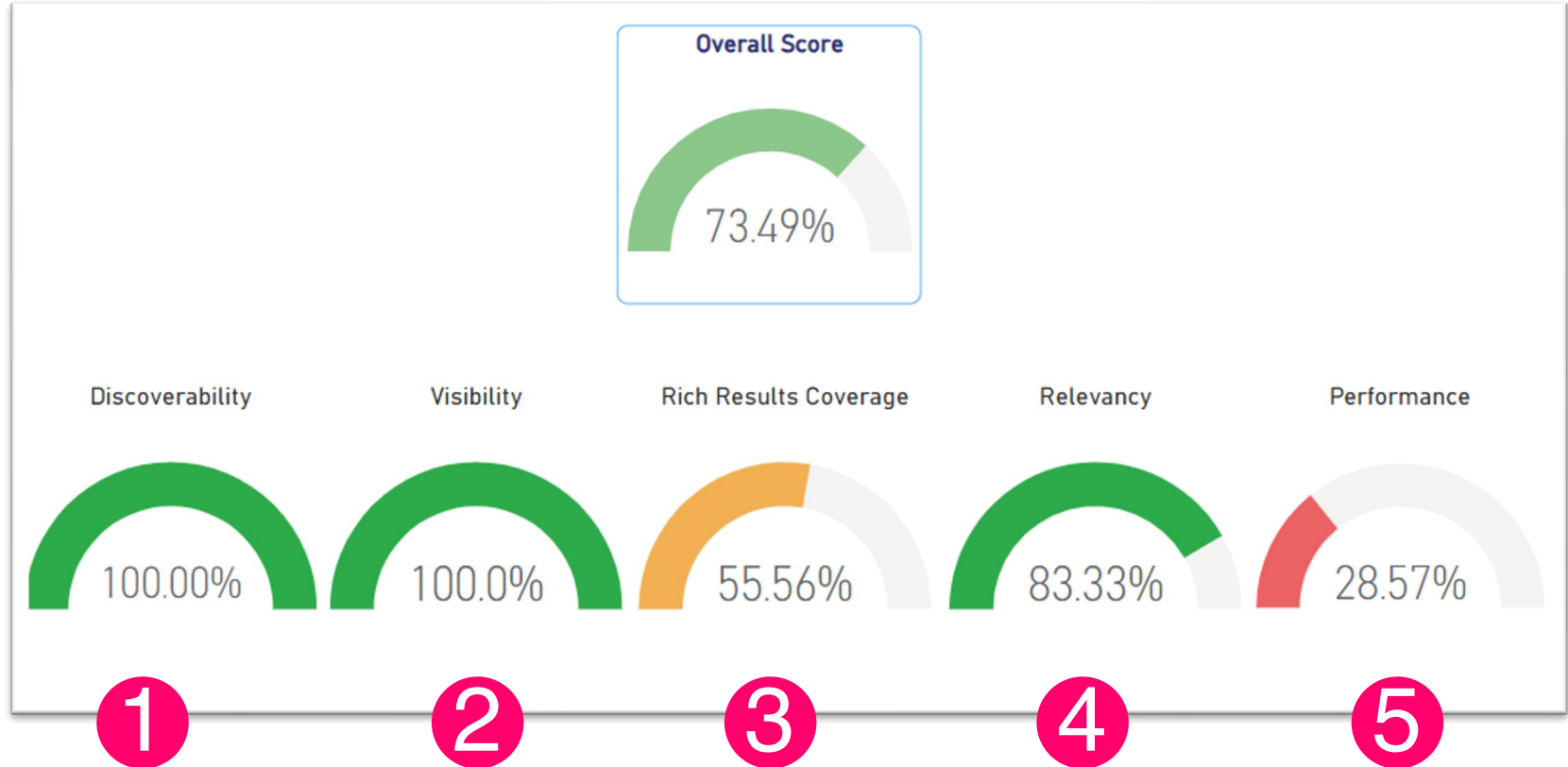
Earlier this month, Google announced [de-emphasizing HowTo and FAQ rich results](#) in search.

Get the newsletter that keeps search marketers ahead of the curve

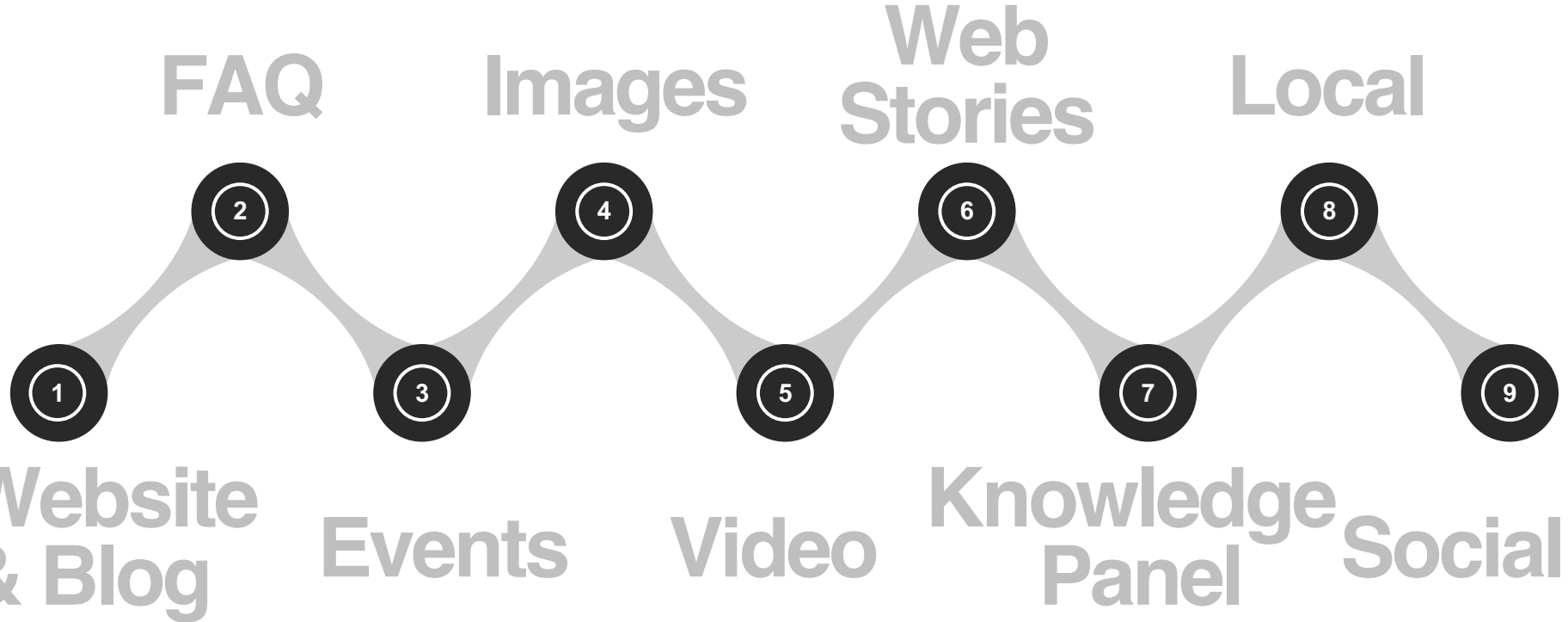
Sign up for our free newsletter and get the latest search marketing news delivered straight to your inbox. [Subscribe for free.](#)

Last year, to promote more user-centric content, Google [added "experience"](#) to their foundational criteria of expertise, authority, and trust, urging marketers to hone in on what matters to end users and consumers.

Content Scorecards



Visibility - Diversify Content Across the User Journey



A close-up photograph of several hands holding ornate, faceted champagne glasses filled with golden liquid. The glasses are being clinked together in a toast. The background is softly blurred, showing bokeh light effects from an outdoor setting. The word "Experience" is overlaid in white, sans-serif font in the center of the image.

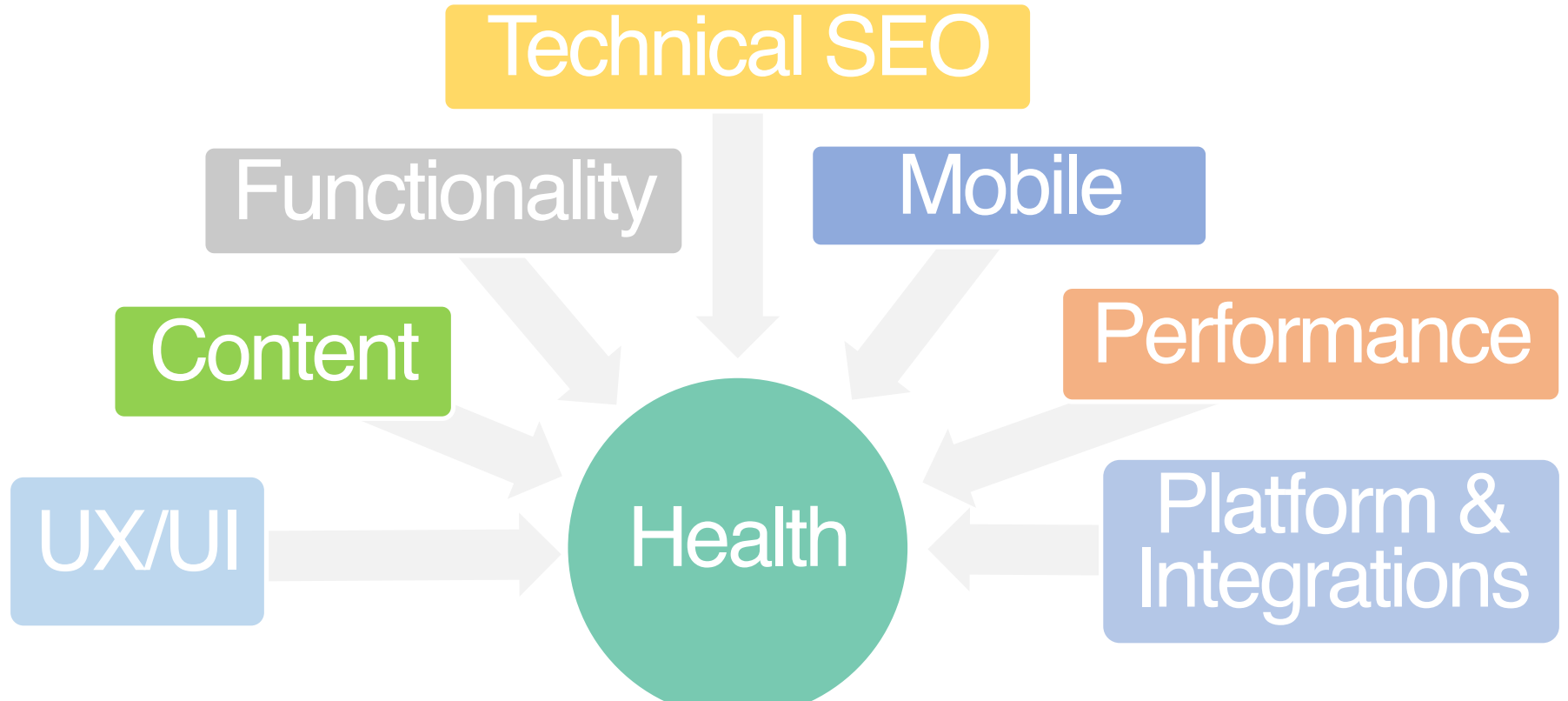
Experience

User Experience Health Scorecard

1. User Experience
2. Layout & Content
3. Navigation
4. Conversion
5. Features

SCORING RUBRIC	OUT OF 100
GOOD SHAPE	70-100
NEEDS ATTENTION	40-69
AT RISK	0 - 39

Omnichannel Digital Presence Scorecard



Business Intelligence



Focus Areas



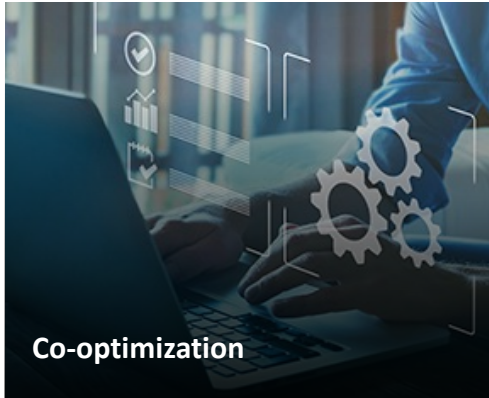
Market Trends



Channel Attribution



Competitive Benchmarking



Co-optimization

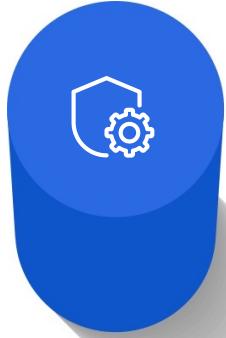


CRO & A/B Testing

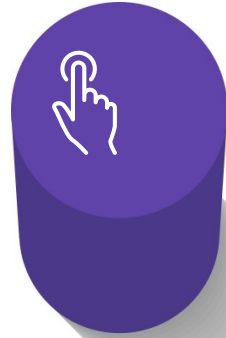


Predictive Analytics

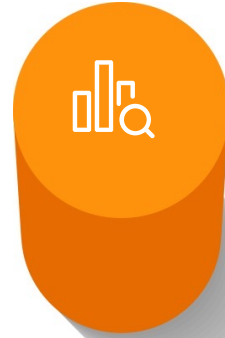
Future of Digital Measurement



Multi-channel
1st Party Data



Customer
Behaviour

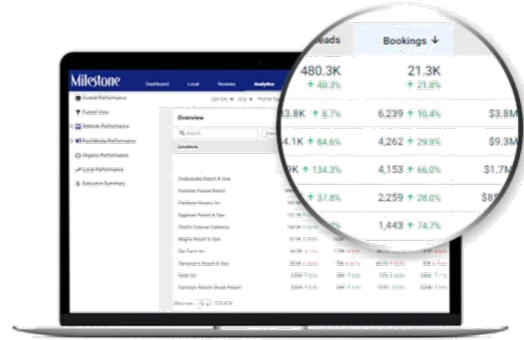


Privacy
Controls

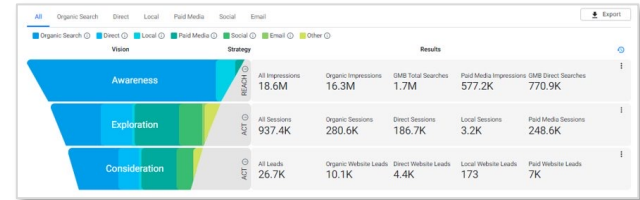
Omnichannel Performance Measurement Must Have



Centralized
Data Store



User Insights
Dashboards



KPI
Reporting

**Keep
missing
the
target?**



Alignment

The background of the slide is a dark blue gradient. It features a hand in the lower right corner, pointing towards the center. The hand is semi-transparent and appears to be interacting with a digital interface. Scattered across the background are numerous semi-transparent icons and data visualizations, including pie charts, bar graphs, line graphs, and binary code (0s and 1s). The overall aesthetic is modern and tech-oriented.

Enforce alignment and collaboration in the organization.



1

**Discovery
Schemas &
Technical SEO**

**Engagement
Content
Intelligence**

2

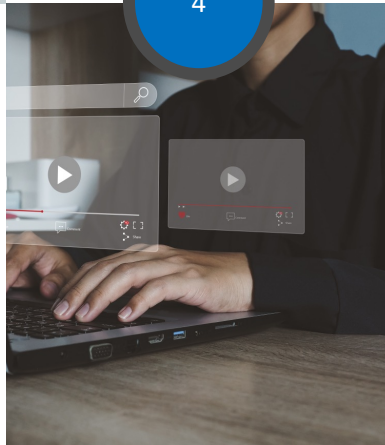


3

**Future-Proof
Your Assets**

**Future
Proof
Your Digital
Experience**

4



5

**Measurement
Centralize Data
and Unify all
Sources**