

A silhouette of a person holding a smartphone, set against a blurred background of buildings. The image is overlaid with a white grid pattern. The main title is centered in large, bold, white capital letters.

THE RISE - AND FALL? - OF GOOGLE SEARCH

iPROSPECT / a dentsu company

WELCOME!

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 <https://www.linkedin.com/in/content-seo-strategist/>



JEAN-YVES
“JY”
SCAURI



**NATIONAL
SEO LEAD**

IPROSPECT
AUSTRALIA





The internet
is born
1989



Wanna be
my friend?
2004-2008



Discovering
SEO
2012-2017



Google is
born
1998



Gaming &
Searching
2008-2012



The AI
Revolution
2018-2022



OPINION

SEO for the holidays: be local, trustworthy and easily accessible

You need to make sure your local SEO is on point. It's one of the most effective online platforms to convert prospects into customers, writes iProspect Australia's Jean-Yves Scauri.

September 30, 2022 10:14
by [JEAN-YVES SCAURI](#)



On a recent trip to Europe with the rest of the Instagram set, like the rest of the world I experienced travel chaos. In my role this made me think how the instability and change meant brands and businesses needed to rely on their websites for core information fast. In an environment like this a quality SEO is your tool to success.

Use your **Business Listing** to your advantage. Picture this: it is late, and after a long and delayed flight you are looking for the perfect restaurant to dine out with your friends. You've compared a few options on Google Maps and set your decision on a Mexican place that's open late. They have frozen margaritas and that's all you need right now. Excited, you start walking over. As you get closer, you realise the place is closed.

There is nothing that frustrates me more than business listings with inaccurate information. People rely on Google to gain up-to-date, accurate details and Google Maps is responsible for a huge amount of foot traffic.

A **study by Brandify** found that 56% of people are more likely to visit a business in person on the same day – after looking up a local business online. First, make sure all your information is correct: your address, contact details, opening hours, etc. This is a given, right? You'd be surprised at the number of businesses that fail to do this properly.

Second, answer all your reviews! And not only the constructive ones. It's important to thank your customers for leaving positive and negative reviews – as this sets the benchmark for ongoing feedback. When a business owner is seen to answer reviews in a timely manner, this is a great sign of trust and support to their consumers. Images and videos are

A person is wearing a large, vibrant green leaf hat that covers their entire head and face. They are standing in a lush, green jungle environment. The person's hands are clasped together in front of them, and they are wearing a light-colored, long-sleeved shirt. The background is filled with various types of tropical foliage, including large green leaves and some colorful flowers. The overall scene is bright and natural.

**A LOT OF PEOPLE SEEM TO
SHARE SIMILAR VIEWS...**

SEJ · SEO

Is Google Search Worse? Many Seem to Agree

Is Google Search Worse? And if so, is it because content is so bad or is the algorithm to blame?



SEJ STAFF

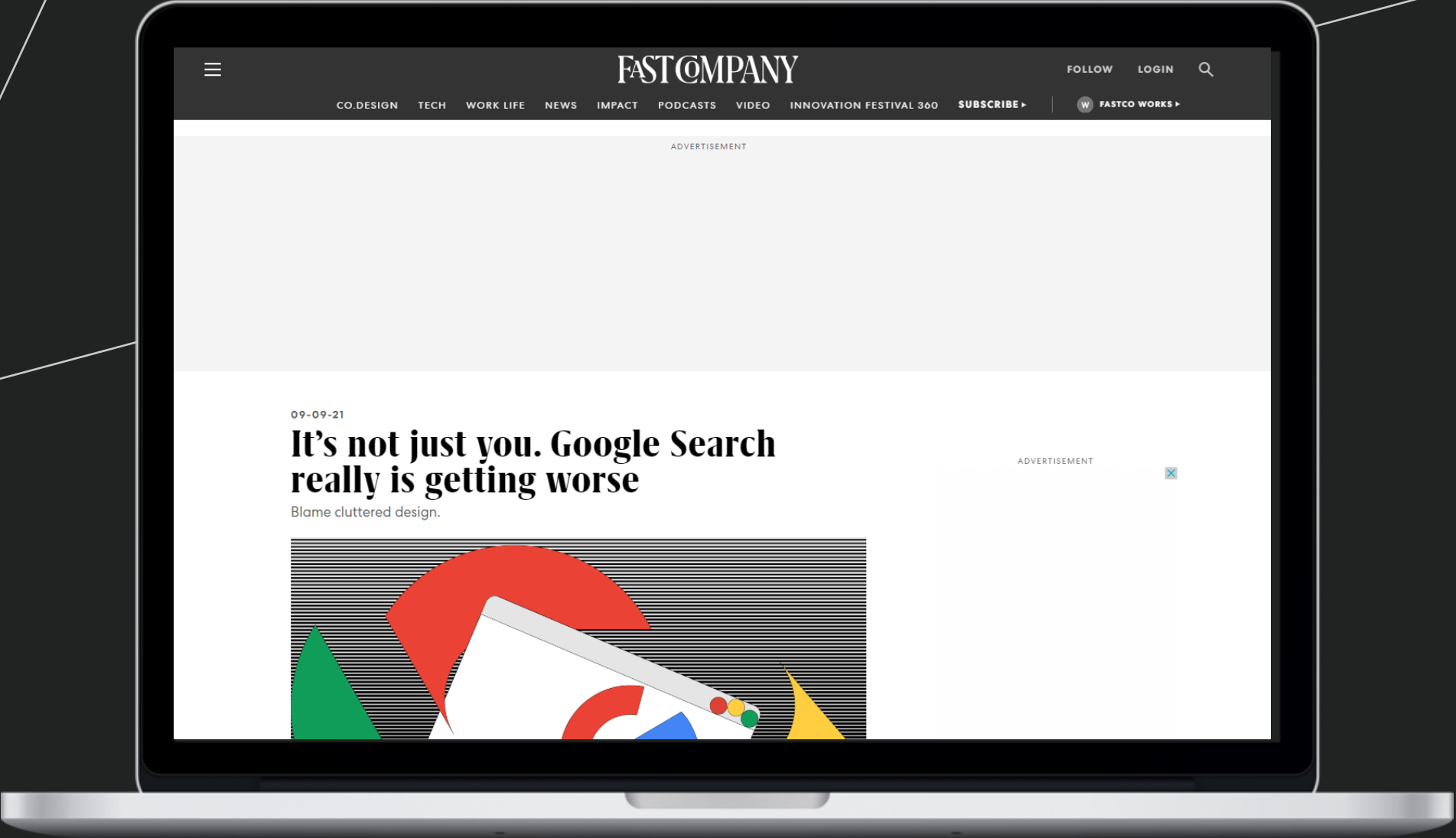
Roger Montti

April 22, 2022 · 5 min read

202
SHARES

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READS





FAST COMPANY

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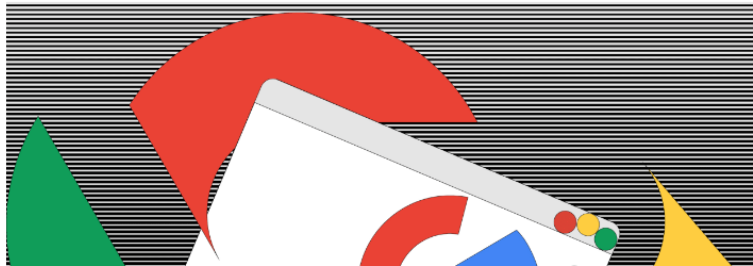
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09-09-21

It's not just you. Google Search really is getting worse

Blame cluttered design.

ADVERTISEMENT



Opinion **The Top Line**

Whatever happened to Google Search?

Once a wonder of the online world, it is hard to escape the adverts now

ELAINE MOORE [+ Add to myFT](#)



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Trade now

CONSUMER TECH

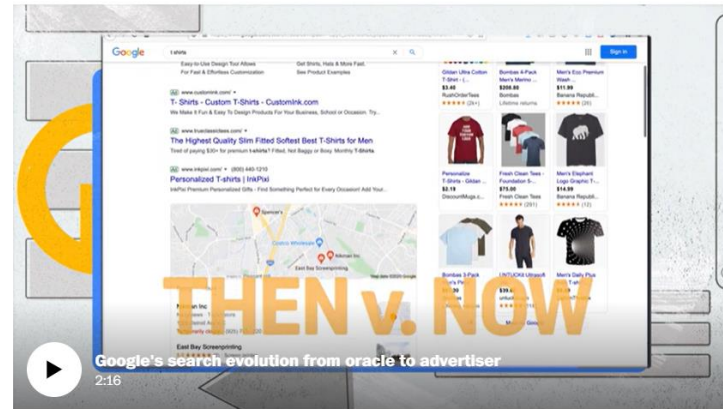
How does Google's monopoly hurt you? Try these searches.

Right under our noses, the Internet's most-used website has been getting worse



Perspective by [Geoffrey A. Fowler](#)
Columnist

October 20, 2020 at 3:22 p.m. EDT



Compare Google search engine results over nearly two decades and a trend emerges: Results are filled with advertising and non-Google results are lower down. (Video: Brian Monroe, Jonathan Baran/The Washington Post)





SO WHAT I'M HEAR TO TALK ABOUT TODAY IS...

1. Is Google Search getting worse for real?
2. And what are some of the existential threats to Google?





IS GOOGLE GETTING WORSE?



6 SIGNS GOOGLE IS GETTING WORSE

1

Ads are everywhere

2

Ads are becoming harder to notice

3

Google is stealing traffic away from brands at a faster rate

4

There is more and more poorly written content

5

Fake reviews/lack of authenticity

6

Poor financial performance



ADS IN THE SEARCH RESULTS PAGE



spakhm.eth
@spakhm

For some searches literally *the whole screen!!* on google is now ads.

retool slack integration

All News Shopping Videos Images More Tools

About 161,000 results (0.43 seconds)

Ad · <https://www.inter.ai/compare/retool> (650) 829-4006
Retool Alternatives - Inter.ai (Recommended)
Build your retention and up-sell policies in your service platform, no R&D effort needed. All your back-office and admin systems in a single dashboard, no **integrations** or APIs.

Ad · <https://www.airplane.dev/>
Airplane.dev - Built for developers
Create internal apps in minutes by providing a JS or Python script, SQL, or REST endpoint. Transform scripts, SQL queries, and more into enterprise-grade apps for your entire team.
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Ad · <https://with.stackerhq.com/>
Stacker is better - Instant No Code App - stackerhq.com
Create custom-built apps to streamline & simplify your work. Try Stacker free for 30 days. Create no-code apps that make your work easier, not harder. Try Stacker free for 30 days. Custom apps without code. Build a CRM. Custom CRM. Build apps in minutes.
[Data-to-App Builder & CRM](#) · [Stacker Pricing](#) · [CRM Showcase](#) · [Use Cases for Stacker](#)

Ad · <https://www.kipwise.com/>
Kipwise - Slack Knowledge Management
Your Favorite Everyday Tools **Integrated** Seamlessly. Best **slack integration**. 14 days free trial. Starting from \$26/month. Types: Startup Plan, Pro Plan, Enterprise Plan.

<https://retool.com> > [integrations](#) > [slack](#)

CONTEXTUAL ADS



CIS. CIS Hardened Images in AWS Marketplace
Secure configurations in the cloud [Learn More](#)
aws marketplace

Apps

Netflix lists rules and exemptions to prevent account sharing outside household

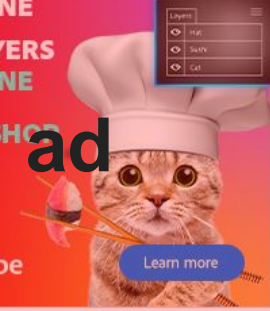
Ivan Mehta
@indianidle / 11:45 PM GMT+11 February 1, 2023 [Comment](#)



Image Credits: Netflix



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ADS IN LINKS



[https://www.amazon.com.au/dp/B08FRR6Z1N?slotNum=3&ots=1&ascsubtag=\[artid|2089.g.19607167\[sr c|\[ch|\[t|\[pid|87997e22-c721-4b9f-a75d-5d7dcb0202ee&linkCode=gs2&imprToken=b8c307bc-dba6-b5b9-93e&tag=hearstmaga-u-22](https://www.amazon.com.au/dp/B08FRR6Z1N?slotNum=3&ots=1&ascsubtag=[artid|2089.g.19607167[sr c|[ch|[t|[pid|87997e22-c721-4b9f-a75d-5d7dcb0202ee&linkCode=gs2&imprToken=b8c307bc-dba6-b5b9-93e&tag=hearstmaga-u-22)

One of the worst feelings is being both exhausted *and* unable to fall asleep. We've all been there, and counting sheep just doesn't cut it. However, listening to music before bed may be a better option, according to [the National Sleep Foundation](#). It has a direct effect on your parasympathetic nervous system, and has the power to slow your heart rate and breathing, lower your blood pressure, and even trigger your muscles to relax.

THE BEST SLEEP HEADPHONES

- **Best Overall:** [AcousticSheep SleepPhones Wireless Headband Headphones](#)
- **Best Audio Library:** [HoomBand Sleep Headphones](#)
- **The Pair That Tracks Your Sleep:** [Kokoon Nightbuds Sleep Headphones](#)
- **The Best at Blocking Background Noise:** [Bose Sleepbuds II Wireless Earbuds](#)
- **A Budget Bluetooth Pair:** [Joseche Wireless Sleep Mask](#)
- **A Super Soft and Comfy Headband:** [Perytong Sleep Headphones Wireless](#)
- **Best Eye-Mask Headphones:** [WATOTGAFFER Music Sleep Mask](#)
- **Best Wired Pair:** [CozyPhones Contour Series Sleep Headphones](#)
- **Most Versatile:** [MAXROCK Sleep Earplugs](#)
- **Affordable Earbuds:** [Panasonic ErgoFit In-Ear Earbud Headphones](#)

ADS IN VIDEOS

Monday.com

Q2 team workflow

	Owner	Status	Time tracking	Tag
Plan campaigns	[Avatar]	Done	1h 20m 30s	#Marketing
Update objectives	[Avatar]	Working on it	1h 14m 27s	#Sales
Select external resources	[Avatar]	Done	1h 38m 23s	#Marketing
Launch test	[Avatar]	Done	1h 52m 45s	#Development

	Owner	Status	Time tracking	Tag
Update vendor agreement	[Avatar]	Working on it	1h 22m 16s	#Legal
Analyze test metrics	[Avatar]	Working on it	1h 13m 37s	#Marketing
Evaluate budget	[Avatar]	Stuck	1h 15m 20s	#Sales
Develop launch plan	[Avatar]	Working on it	1h 15m 27s	#Development

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0:02 / 0:33

TOP 5: Best Noise Cancelling Headphones 2022



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603



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Clip

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**SURE, YOU
COULD USE AN
ADBLOCKER
BUT...**

Guess how many
Australians use an
adblocker on mobile?



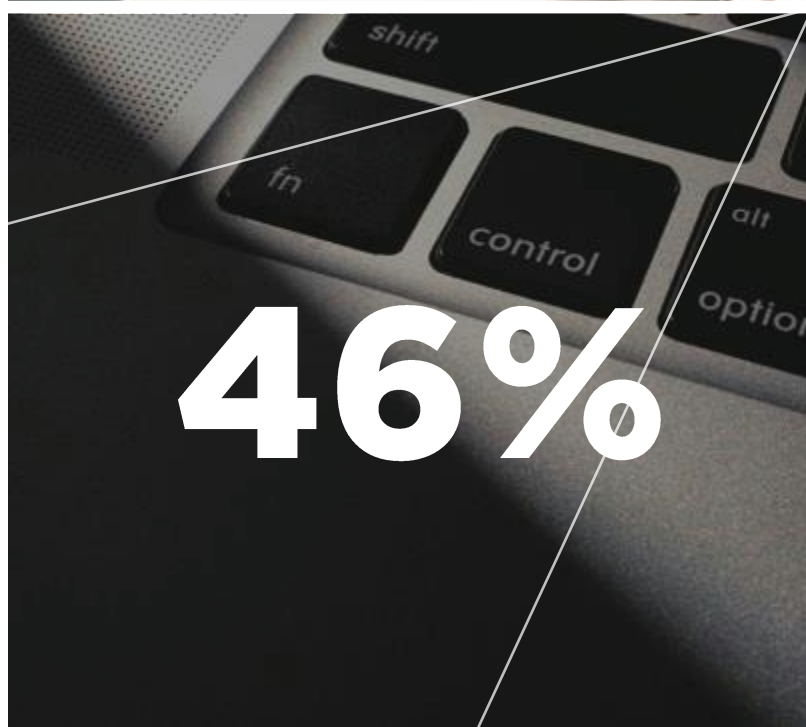
AdBlock



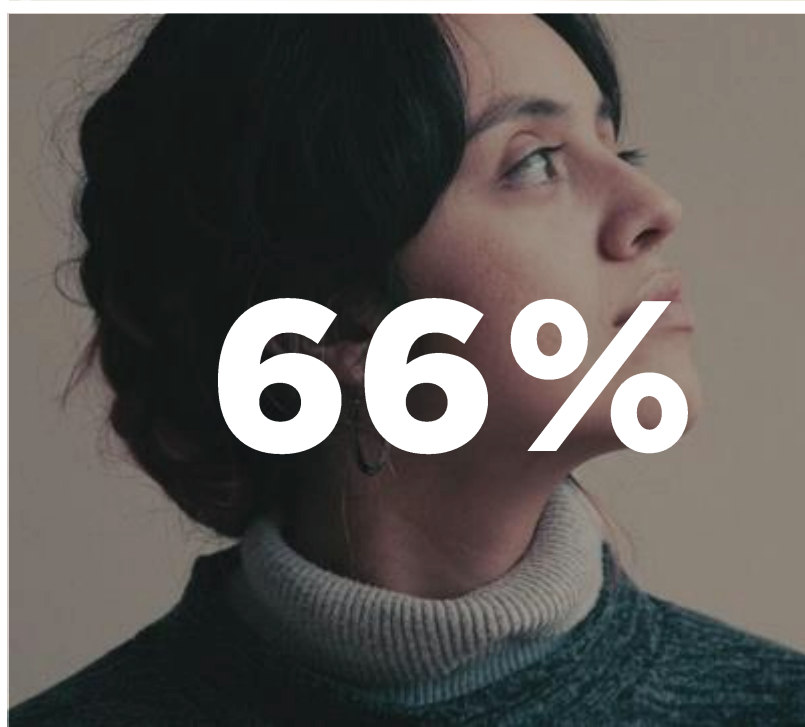
6%



26%



46%



66%

**SURE, YOU
COULD USE AN
ADBLOCKER
BUT...**

Guess how many
Australians use an
adblocker on mobile?



AdBlock



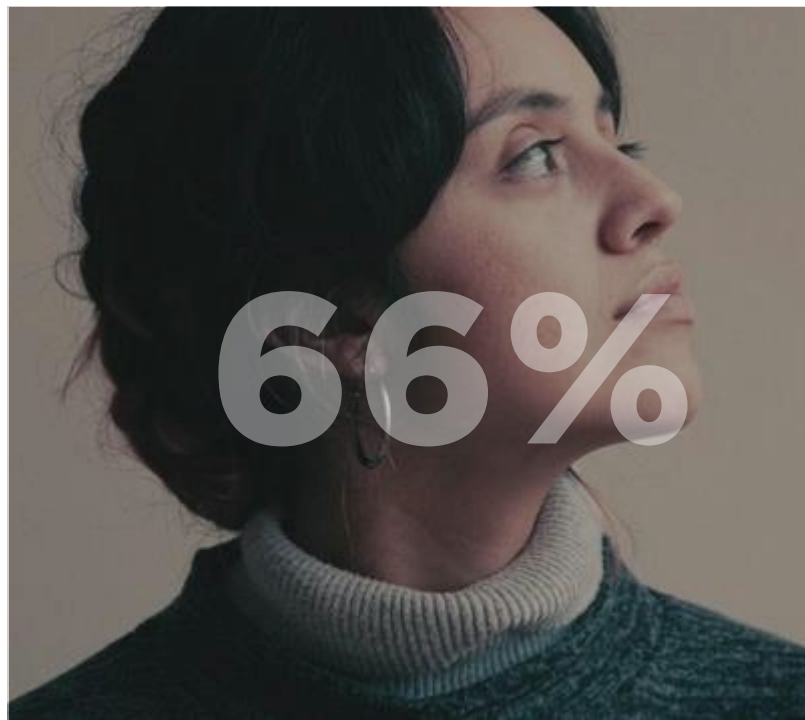
6%



26%



46%



66%

GOOGLE CLEVER/EVIL AD SHADING STRATEGY

Google ad labels from 2000 to 2020

2000	Clothes from Eddie Bauer - Best Holiday Gifts Here! www.eddiebauer.com Free Delivery with your purchase over \$100! - Click Here	Sponsored Link
2002	Halloween & Related Items - Find it on eBay! www.eBay.com eBay - The World's Online Marketplace	Sponsored Link
2003	Search for MP3 in PriceGrabber's Electronics Category www.pricegrabber.com Get the BottomLinePrice with Tax & Shipping from Online Sellers	Sponsored Link
2008	Ditech® Mortgage www.Ditech.com Rates starting at 6.00%, 6.239% APR. Apply Online Now.	Sponsored Links
2010	Mortgage - LendingTree® Save up to \$272 per month! Rates are at Historic Lows Act Now. www.LendingTree.com	Ads
2013	Ads related to SHOES ⓘ Shoes at Zappos.com www.zappos.com/Shoes ▾ ★★★★★ 26,173 reviews for zappos.com Fast, Free Shipping & Free 365 Day Returns on Huge Selection of Shoes! Zappos.com has 15,981 followers on Google+ Women's Shoes Women's Boots Men's Shoes Girl's Shoes	
2016	Vertical Window Fans - Amazon.com Ad www.amazon.com/Home ▾ 4.3 ★★★★★ rating for amazon.com Everyday Low Prices, Save up to 50% Free Shipping on Qualified Orders. Watch Amazon Originals · Prime Free 2-Day Shipping · Amazon Kindle eBooks Ratings: Website 10/10 - Shipping 10/10 - Selection 10/10	
2018	Compare Car Loan Offers Find Lenders, Pick Your Rate Ad www.lendingtree.com/Auto ▾ Compare and Pick Your Best Rate. Get Up to 5 Car Loan Offers With 1 Form! Huge Lender Network. Used Car Loan · New Car Loan · Lease Buyout · Auto Refinance	
2020	Ad · www.carsdirect.com/ ▾ Fast Auto Loans, Any Credit OK - \$1500/Mo. Income to Qualify Payments for Any Budget. Low Money Down. Apply in 60 Seconds. Get Approved Fast! No Hassle. Rated No. 1 by Forbes. Types: Bad Credit Loan, No Credit Loan, Past Bankruptcy Loan, Good Credit Loan. Get Approved » · Bankruptcy Car Loans	





58%

**OF USERS
DON'T
RECOGNISE
ADS**

CAN YOU EASILY TELL WHICH ONE IS THE AD HERE?



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About 633,000,000 results (0.82 seconds)

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If you're a frequent traveller, join an airline loyalty program and stick ...

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ADS & SEARCH FEATURES ARE PUSHING DOWN ORGANIC RESULTS



By: [Dr. Peter J. Meyers](#) February 21, 2013

How Low Can #1 Go? (A Ranking Study)

[Search Engines](#)

In the days of 10 blue links, getting a #1 ranking on Google was the ultimate goal. As advertising becomes more prominent, local and vertical results become more complex, and Knowledge Graph and other rich SERP features become more prevalent, though, a #1 ranking isn't always what it used to be. We've seen a lot of anecdotes over the past year or two, but I thought it was time to ask the question - where, on average, does a #1 Google ranking appear on the page?

Visualizing 10,000 #1 Rankings

I'll dig into the methodology in a minute, but let's cut right to the chase - we measured the vertical (Y) position of the #1



2000

2013

2020

Google t-shirts

1. **T-Shirts and more | Zazzle**
 Custom Online - Design Online with Custom Ink®! Free Design, Set-Up, and Shipping. Get Online in the Design Lab! Free Ship! Super Fast Shipping! 20% Free Export Fee & Review. Based Free Shipping. Over 400 Styles Available.

 = #1 result

Google t-shirts

Sponsored

1. **Custom T-Shirts - Design Online with Custom Ink®!**
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2. **T-Shirts - The hottest t-shirts on the internet | Zazzle**
 Zazzle products made in 24 hours! Buy T-Shirts, Tank Tops, V-Necks and Custom Clothing at Zazzle at a price you won't believe.
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Google t-shirts

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 Every 2020 vintage birthday (or baby), wedding dress, anniversary, kids' create your own! Normal code. Pkg. for fun, for fun, for fun. G, People T-Shirts & More.

Ads - See T-shirts

Men's Eco-Performance	UNIQLO Uniqlo® Top	Banana Republic
\$15.99	\$16.99	\$14.99 \$17
Banana Republic	UNIQLO Uniqlo® Top	Banana Republic
★★★★☆ (20)	★★★★☆ (12)	★★★★☆ (26)

**USERS HAVE TO
SCROLL DOWN
MORE TO FIND
WHAT THEY ARE
LOOKING FOR**



SEJ · SEO

Google's Desktop Search Results Are Now Continuously Scrollable

Google brings continuous scrolling to desktop search results in the United States.



SEJ STAFF

Matt G. Southern

December 5, 2022 · 2 min read

263 **13K**
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STEP 1



Take
your phone out

STEP 2



Google the word
“**LOLLIPOP**”

STEP 3



Locate the
#1 organic result

**LOWER POSITION =
LESS CLICKS =
LESS CONVERSIONS**

Google Search Feature	CTR
Ad Position 1	2.1%
Ad Position 2	1.4%
Ad Position 3	1.3%
Ad Position 4	1.2%
Search Position 1	39.8%*
Search Position 2	18.7%**
Search Position 3	10.2%
Search Position 4	7.4%
Search Position 5	5.1%
Search Position 6	4.5%
Search Position 7	3.4%
Search Position 8	2.6%
Search Position 9	2.4%
Search Position 10 (if present)	2.2%

SOME INDUSTRIES ARE WORSE THAN OTHERS



private insurance sydney



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About 45,800,000 results (0.87 seconds)

Results for Sydney NSW · Choose area

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Join Bupa And Get Health Cover That Suits Your Needs - For Singles, Couples and Families. Bupa Health **Insurance** Is Canstar's 2022 Outstanding Value Health **Insurance**. Apply Today. Cabramatta · 14 locations nearby

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Easily Compare, Select and Save On Health **Insurance** Policies. We Compare 100's Of Policies To Get You a Great Deal. Free Comparison Service. Compare Multiple Funds. ★★★★★ Rating for iselect.com.au: 4.6 - 292 reviews

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Best Health Insurance Australia | 4 Top Picks for 2023 - Finder

Compare a Range Of Australian Health **Insurance** Deals Reviewed Side By Side. Get The Latest Health **Insurance** Reviews & Exclusive Offers. Compare Quotes With Finder.

Places

Rating Hours

Private Healthcare Australia

No reviews · Association or organization
Suite 7, Level 36/1 Farrer Pl - (02) 6202 1000
Closed · Opens 9 am Mon



Medibank - Sydney

2.3 ★★★★★ (3) · Health insurance agency
323 George St - 13 23 31
Closed · Opens 9:30 am Mon



THIS IS THE NEGATIVE IMPACT OF SEARCH FEATURES



who is the prime minister



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About 746,000,000 results (0.62 seconds)

The Hon Anthony Albanese MP was sworn in as the 31st Prime Minister of Australia on 23 May 2022. Mr Albanese was elected to Federal Parliament as the Member for Grayndler in 1996.

<https://www.pm.gov.au>

[Prime Minister of Australia: Home](https://www.pm.gov.au)

[About featured snippets](#) [Feedback](#)

People also ask

Who is prime minister current?

Who is Australia prime minister?

How much does the Australian PM get paid?

Who are the last 10 prime ministers of Australia?

[Feedback](#)

<https://peo.gov.au> > [people-in-parliament](#) > [prime-minis...](#)

[Prime Minister - Parliamentary Education Office](https://peo.gov.au)

The Prime Minister is the leader of the Australian Government. By convention - tradition - the Prime Minister is a member of the House of Representatives ...

<https://en.wikipedia.org> > [wiki](#) > [Prime_Minister_of_Au...](#)

[Prime Minister of Australia - Wikipedia](https://en.wikipedia.org)

The current prime minister is Anthony Albanese of the Australian Labor Party, who became prime minister on 23 May 2022.

Term length: At the Governor-General's pleas... First holder: [Edmund Barton](#)

Salary: A\$564,360 annually (2022) Seat: [Canberra](#)

[List](#) · [Deputy Prime](#) · [Prime Ministerial Limousine](#) · [Spouse or partner of the prime...](#)

PIXEL PAGE LENGTH > RANKING

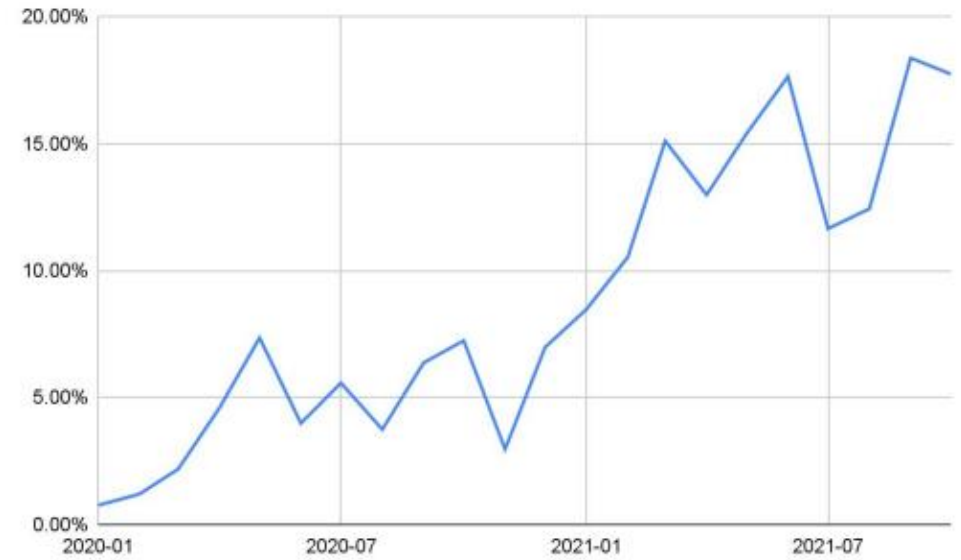
*Traditional
Position 1
CTR = 14%*

*Actual
Position 1
CTR = 7.5%*

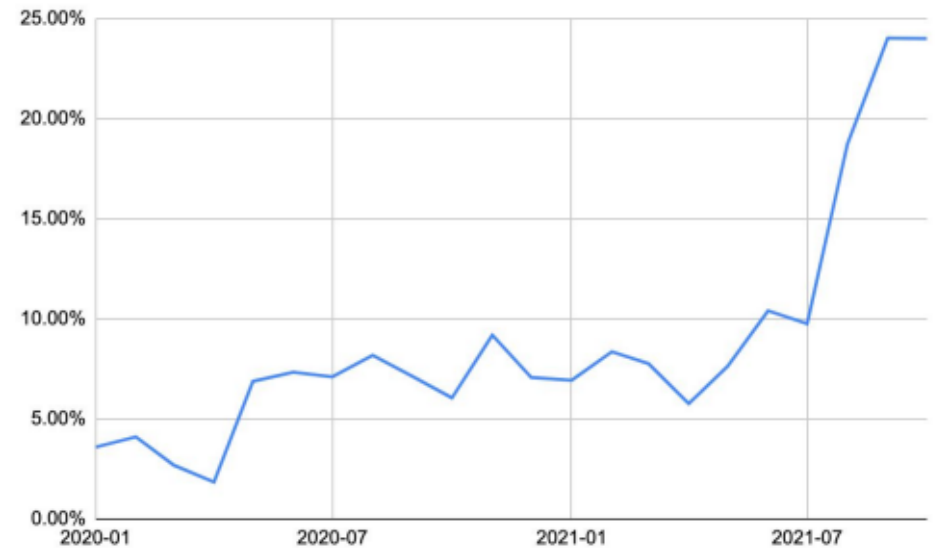
The screenshot shows a Google search for "who is the prime minister". The search bar is at the top with the Google logo on the left and search, voice, and image icons on the right. Below the search bar are navigation tabs for "All", "News", "Images", "Shopping", "Videos", and "More". The search results show "About 746,000,000 results (0.62 seconds)". A green-bordered box highlights the "Quick answer" section, which contains the text: "The Hon Anthony Albanese MP was sworn in as the 31st Prime Minister of Australia on 23 May 2022. Mr Albanese was elected to Federal Parliament as the Member for Grayndler in 1996." Below this is a link to "https://www.pm.gov.au" and the text "Prime Minister of Australia: Home". A "Feedback" link is also present. Below the quick answer is a "People also ask" section with four questions: "Who is prime minister current?", "Who is Australia prime minister?", "How much does the Australian PM get paid?", and "Who are the last 10 prime ministers of Australia?". A blue-bordered box highlights the first search result: "https://peo.gov.au > people-in-parliament > prime-minis... Prime Minister - Parliamentary Education Office". The snippet text reads: "The Prime Minister is the leader of the Australian Government. By convention - tradition - the Prime Minister is a member of the House of Representatives ...". Below this is another search result from Wikipedia: "https://en.wikipedia.org > wiki > Prime_Minister_of_Au... Prime Minister of Australia - Wikipedia". The snippet text reads: "The current prime minister is Anthony Albanese of the Australian Labor Party, who became prime minister on 23 May 2022." Below this are additional details: "Term length: At the Governor-General's pleasu... First holder: Edmund Barton", "Salary: A\$564,360 annually (2022) Seat: Canberra", and a list of related terms: "List · Deputy Prime · Prime Ministerial Limousine · Spouse or partner of the prime..."

**AND THEY ARE
ON THE RISE!**

**20% OF
SEARCHES
NOW RESULTS
IN A SERP
FEATURE ON
THE RESULTS
PAGE**

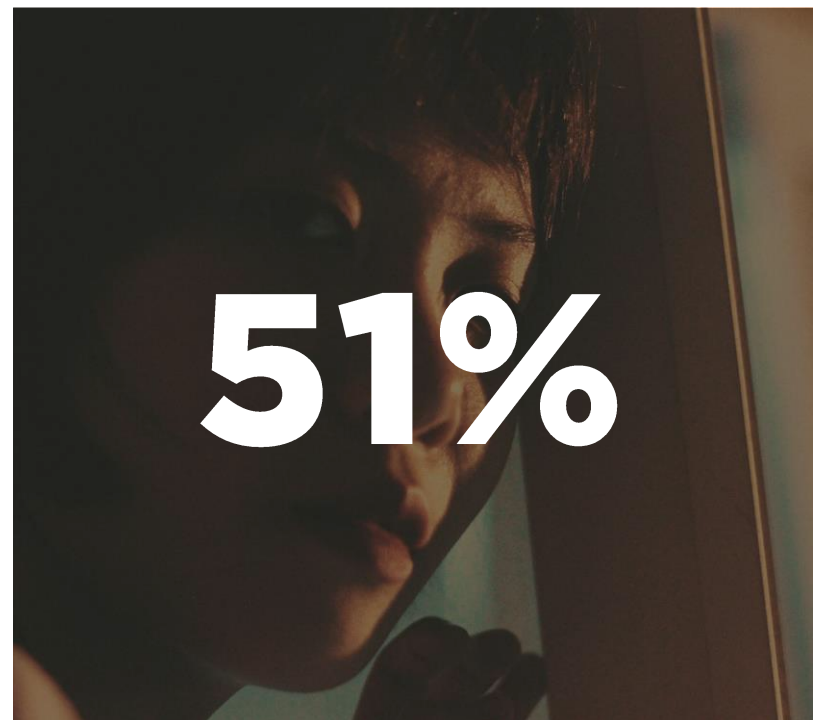
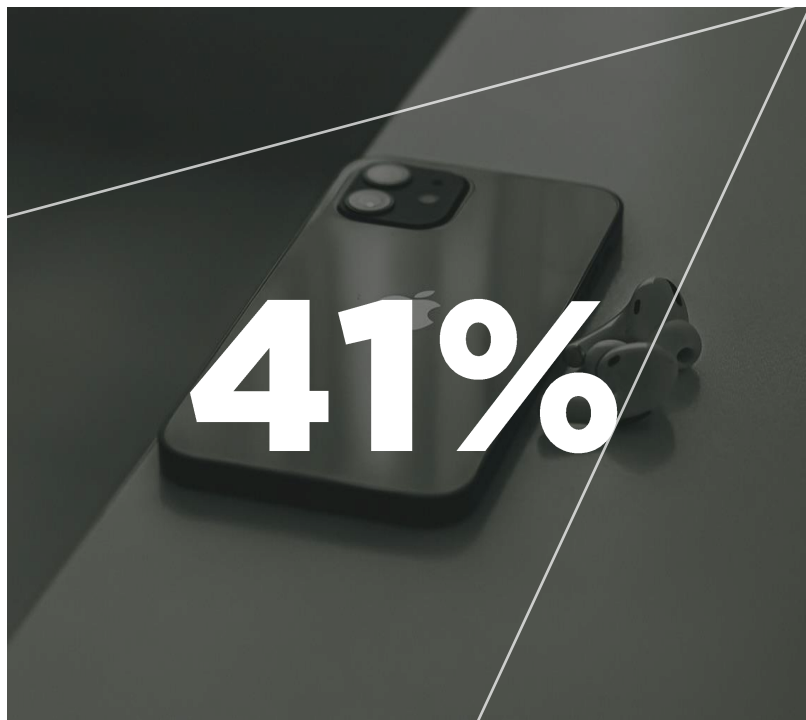


**SERP FEATURE
COMBINATIONS
HAVE
INCREASED BY
300%**



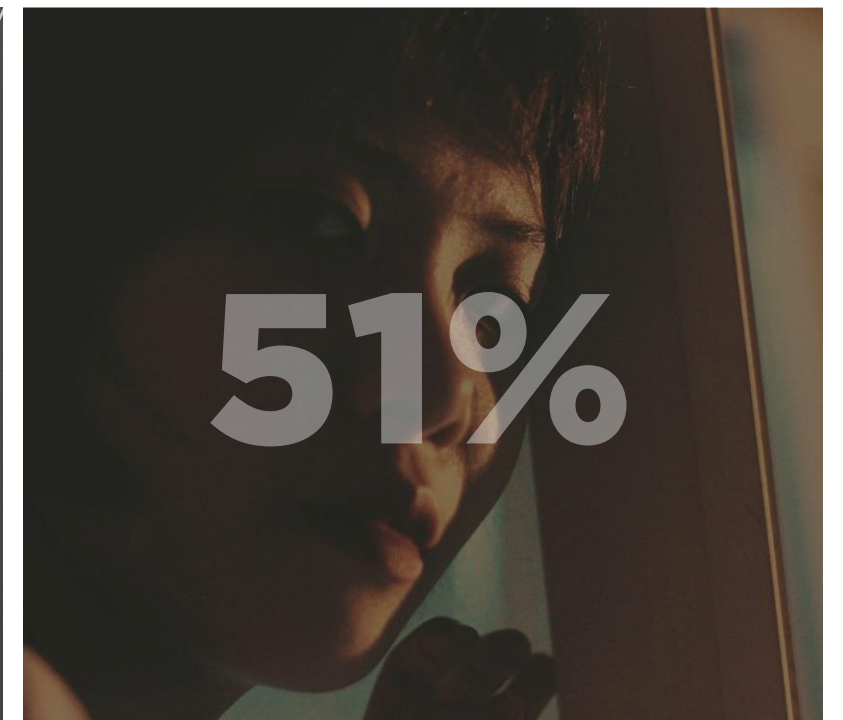
**GOOGLE'S TOP
SEARCH
RESULTS?
SURPRISE! IT'S
GOOGLE**

How much of the first page of the Google search results is taken up by Google products?



**GOOGLE'S TOP
SEARCH
RESULTS?
SURPRISE! IT'S
GOOGLE**

How much of the first page of the Google search results is taken up by Google products?





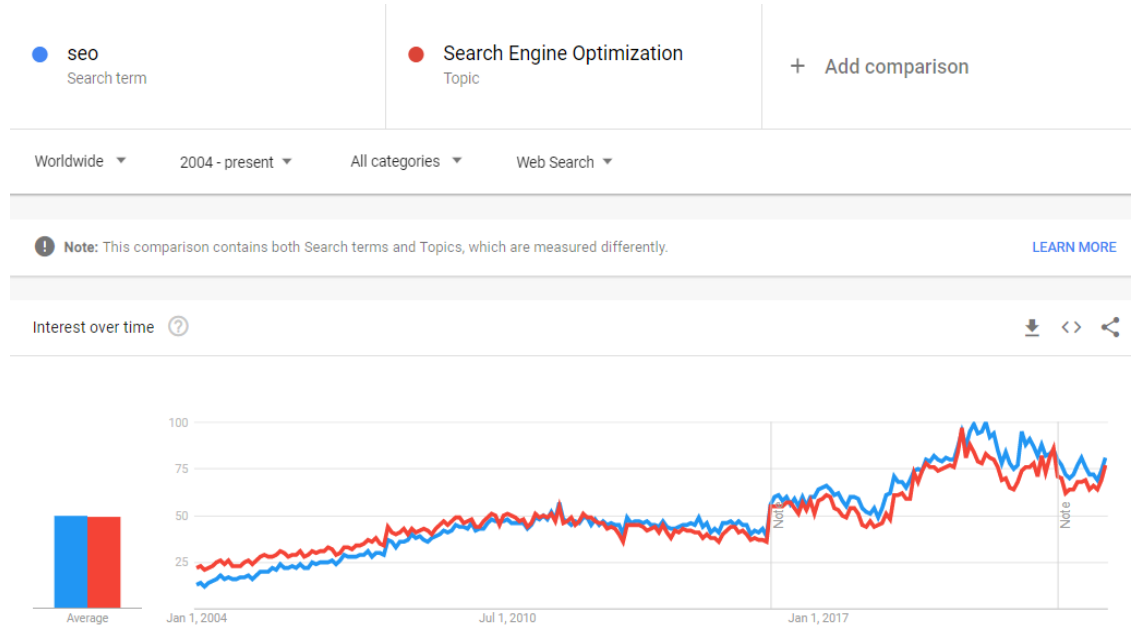
“

Our mission is to get you out of Google and to the right place as fast as possible.

Larry Page - 1/2 Google Founder



SEO HAS A DISCIPLINE IS ON THE RISE



Global SEO Market to Reach \$122.11 Billion by 2028

CONTENT LOOKS THE SAME & IS LESS HELPFUL



WHY IS BUTTER CHICKEN SO POPULAR AMONG FOODIES?

PALAK MEHTA · [butter chicken masala](#), [butter chicken origin](#), [indian butter chicken](#) · April 25, 2022



Butter chicken, also known as [murgh makhani](#), was invented in the Indian city of [Calcutta](#) by chef [Kundan Lal Gujral](#) who added [tomato puree](#) to his chicken curry after [running out of butter one day](#). The resulting dish became such a sensation that it's now available on menus worldwide, including at some of Toronto's most popular restaurants.

[Indian butter chicken or butter chicken masala](#) has become one of the most popular dishes in recent years among foodies. There are several different theories about butter chicken history, and many people have tried to recreate it from scratch in their kitchens, with varying levels of success. So what is so appealing about this dish? How can you make it perfect?

If you're interested in [Indian cuisine](#) and cooking, you've probably heard of butter chicken masala. This dish traces its roots back to Northern India in the city of Amritsar. This tasty recipe has become famous among foodies around the world, and one of the

FORCING GOOGLE TO DO SOMETHING ABOUT IT



SEJ · SEO

Google Rolls Out December 2022 Helpful Content Update

Google started rolling out another helpful content update on December 5, 2022.



SEJ STAFF

Matt G. Southern

December 6, 2022 · 2 min read

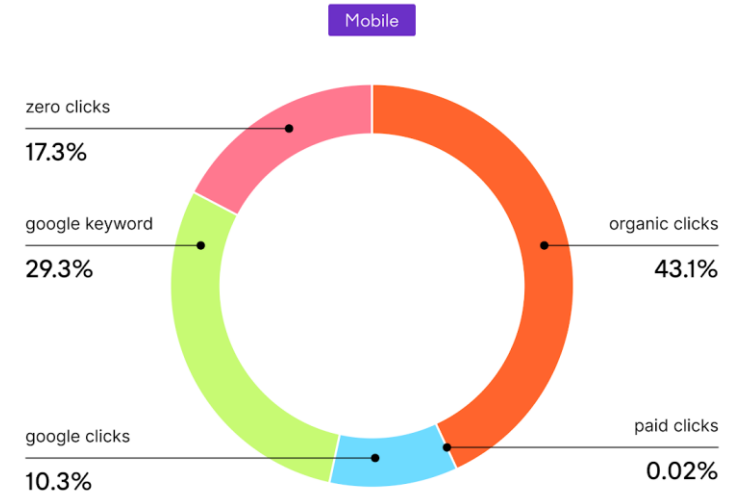
332
SHARES

29K
READS



**ALMOST 1/3 OF
USERS REFINE
THEIR SEARCHES**

Google Search CTRs



AI CONTENT ASSISTANT ARE ON THE RISE

FORBES > INNOVATION > AI

The Generative AI Revolution Is Creating The Next Phase Of Autonomous Enterprise

Mark Minevich Contributor

Global Digital Cognitive Strategist , Digital Visionary, Artificial Intelligence expert, Venture Capitalist, Innovation CTO, author & AI contributor to Forbes.com

Follow

0

Jan 29, 2023, 10:28pm EST



Listen to article 15 minutes











According to the [Financial Times](#), investments in generative AI in 2022 exceeded \$2 billion. OpenAI's valuation for a potential sale of some shares was set at an impressive [\\$29 billion](#) by the Wall Street Journal. Clearly, this indicates the enormity of interest from investors and corporations in generative AI technology. As the world continues to embrace technology and automation, businesses are beginning to explore the infinite possibilities of Generative AI. This type of Artificial Intelligence is on the cusp of creating autonomous, self-sustaining digital-only enterprises that can interact with humans without the active need for human interaction.

AUTOMATION TECHNOLOGY ARE BOOMING

HOW LONG IT TOOK TOP APPS TO HIT 100M MONTHLY USERS

ChatGPT is estimated to have hit 100M users in January, 2 months after its launch.

Here's how long it took other top apps to reach that:

APP	MONTHS TO REACH 100M GLOBAL MAUS
 CHATGPT	2
 TIKTOK	9
 INSTAGRAM	30
 PINTEREST	41
 SPOTIFY	55
 TELEGRAM	61
 UBER	70
 GOOGLE TRANSLATE	78

PEOPLE ARE GRANTED UNEARNED ABILITIES TO CREATE

JE

write a small book for a 6 years old kid that loves elephant



Here's a small book for a 6-year-old who loves elephants:

Title: "Ellie the Elephant: A Fun-Filled Adventure"

Chapter 1: "Meet Ellie"

Once upon a time, there was an elephant named Ellie. Ellie was a gray and fluffy elephant who lived in the African savanna. She was always curious and loved to explore her surroundings.

Chapter 2: "Ellie's Trunk"

Ellie had a long, stretchy nose called a trunk. Her trunk was one of her most important body parts. She used it to smell, drink water, and even pick up things like her friends or food. Ellie was very proud of her trunk and loved to show it off to everyone she met.

Chapter 3: "Ellie's Big Day"

One day, Ellie decided to go on an adventure. She wanted to find the tallest tree in the savanna to see if she could reach its leaves with her trunk. Ellie started her journey, exploring new areas and making friends along the way.

Regenerate response

Output in

English

Continue



TECH • ARTIFICIAL INTELLIGENCE

He Used AI to Publish a Children's Book in a Weekend. Artists Are Not Happy About It



The best of friends

Sparkle quickly proved to be a valuable friend. It helped Alice with her schoolwork, played games with her, and they had the best time ever.

A page from *Alice and Sparkle*, a children's book made using artificial intelligence. Courtesy Ammaar Reshi

BY NIK POPLI

DECEMBER 14, 2022 4:58 PM EST



THE SHIFT

An A.I.-Generated Picture Won an Art Prize. Artists Aren't Happy.

"I won, and I didn't break any rules," the artwork's creator says.

 Give this article



 1.5K





Artificial intelligence + Add to myFT

AI chatbot's MBA exam pass poses test for business schools

ChatGPT earned a solid grade and outperformed some humans on a Wharton course



A professor at the University of Pennsylvania's Wharton School said ChatGPT earned a 'B to B-' on his operations management test © Bloomberg



Andrew Jack in New York JANUARY 22 2023



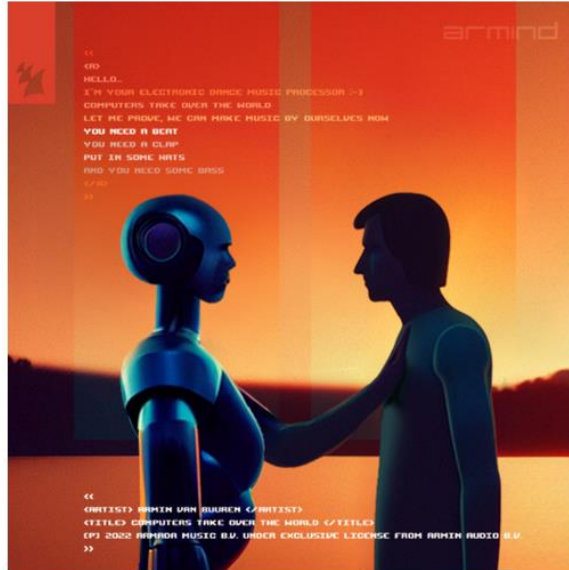
Elon Musk has long dismissed the MBA as irrelevant or damaging, but now a company backed by the outspoken tech entrepreneur is threatening to directly undermine the value of the flagship business degree: the artificial intelligence chatbot ChatGPT.



Home > Music

Armin van Buuren Joins Forces with AI On 'Computers Take Over The World'

By Nancy Gomez · September 16, 2022



Play Armin van Buuren

on Amazon Music Unlimited (ad)



Armin van Buuren brings together many artists as seen from his many collaborations, from



BOT CHECK | JAN 18 by JON CHRISTIAN

CNET's Article-Writing AI Is Already Publishing Very Dumb Errors

CNET is now letting an AI write articles for its site. The problem? It's kind of a moron.

/ Artificial Intelligence / Artificial Intelligence / Cnet / Journalism



AI WRITTEN CONTENT DOESN'T RANK WELL.



Mark Williams-Cook (He/Him) · 2nd

Director at Candour, Founder of AlsoAsked.com, organiser of SearchNorwich - I help organisations grow with SEO.

Talks about #ppc, #seo, #google, #digitalmarketing, and #searchengineoptimisation

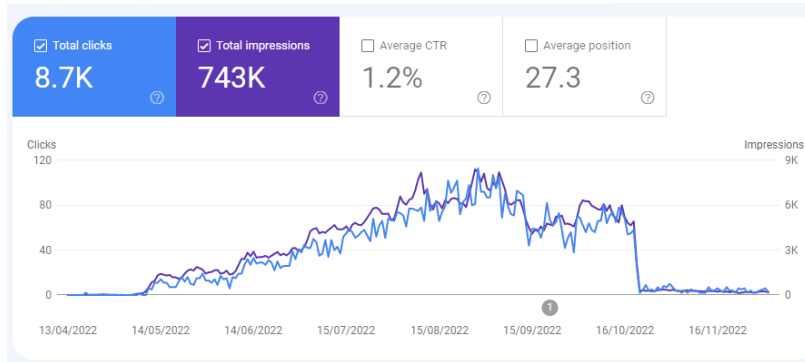
Greater Norwich Area, United Kingdom · [Contact info](#)

[See over 500 free SEO tips](#)

28,055 followers · 500+ connections

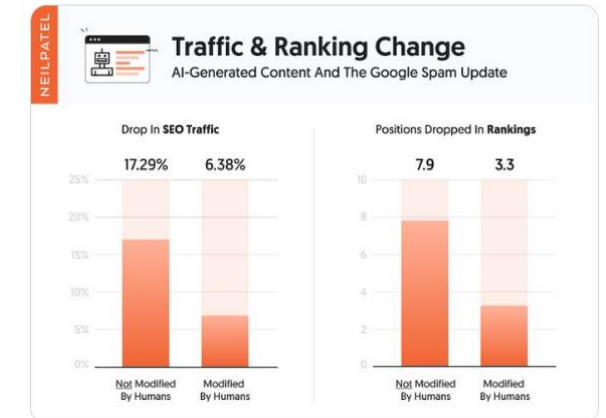
117 mutual connections: Martin Calvert, Mads Rigét, and 115 others

[Message](#) [Following](#) [More](#)



Neil Patel has 50 ranking sites, half pure AI-gen and half AI-gen with human editing. He charted the update's impact below.

Big drops across the board for GPT-3 🙄



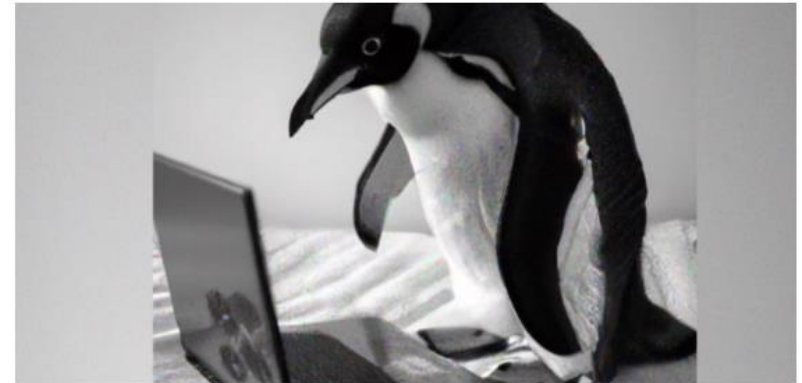
THE PENGUINISATION OF THE INTERNET



EMERGING TECHNOLOGY, MARKETING, OPINION

AI is making everything in business look and sound the same

IAN WHITWORTH JANUARY 17, 2023



Beware the penguinisation.

I am an attractive penguin, you tell yourself.

Noble beak, upright stance, sexy streaks of yellow on your flanks. The lovable face and wriggly walk you can build a Hollywood franchise on. Who doesn't love a penguin?

Zoom out and every penguin to the horizon is exactly the same. That's how businesses look in the marketplace. It's how all potential employees look in a pile of resumes. Good individually. From the buyer's wider viewpoint, an infinite herd of identical people squawking:

A top-down view of several people's hands gathered around a laptop, with text overlaid on the image. The text is in a bold, sans-serif font. The words 'EVERYBODY WANTS TO WRITE AI CONTENT BUT' are in white, 'NOBODY' is in green, and 'WANTS TO READ IT' is in green. The background is a dark, slightly blurred image of people's hands and a laptop keyboard.

**EVERYBODY WANTS TO WRITE
AI CONTENT BUT **NOBODY**
WANTS TO READ IT**

SPAM & FAKE REVIEWS ARE POLLUTING THE WEB



Arbitrage in Google's Local Services Ads: What you need to know

Spam in the local search space appears to have moved into another area that Google is unable to police actively.

[Ben Fisher](#) on January 9, 2023 at 7:00 am | Reading time: 10 minutes

Many great articles have exposed the seedy underbelly of Local Services Ads spam and fake reviews. There's one on Search Engine Roundtable regarding [fake reviews](#) and another on Search Engine Land where Len Raleigh talked about [location spam, reviews, names and ads](#).

I recently learned from a client that the dark hole goes a little deeper than just being misleading on locations and reviews.

This discovery will make those in the local SEO space recall what was seen in the [personal injury](#) and the [garage door](#) spaces.

Fighting spam in local search

In the last two years, we have seen location spam and review spam proliferate.

There were also large lead gen networks involved that would trash an area with fake profiles, bolster them with reviews and then turn around and sell those leads to merchants – usually the same merchants they had buried.

Several people in the local SEO space banded together and helped reduce that volume of spam. And eventually, [Google took some action](#).

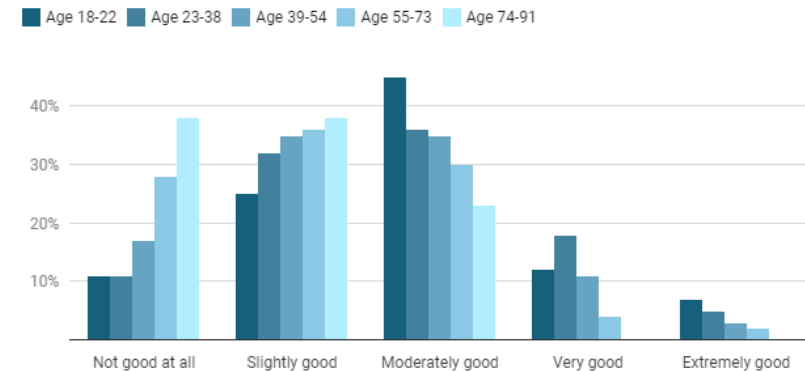
MOST PEOPLE STRUGGLE TO DISTINGUISH THEM

While 73% of participants said they trusted online reviews at least a moderate amount, 65% also said it was likely they had read a fake review in the past year.

The paradox of these percentages suggests confidence in spotting fake reviews. Indeed, 48% of respondents believed they were at least moderately good at spotting fake reviews. Confidence tended to correlate with age: those who were younger tended to rate themselves as better at detecting fake reviews.

Detecting fake reviews

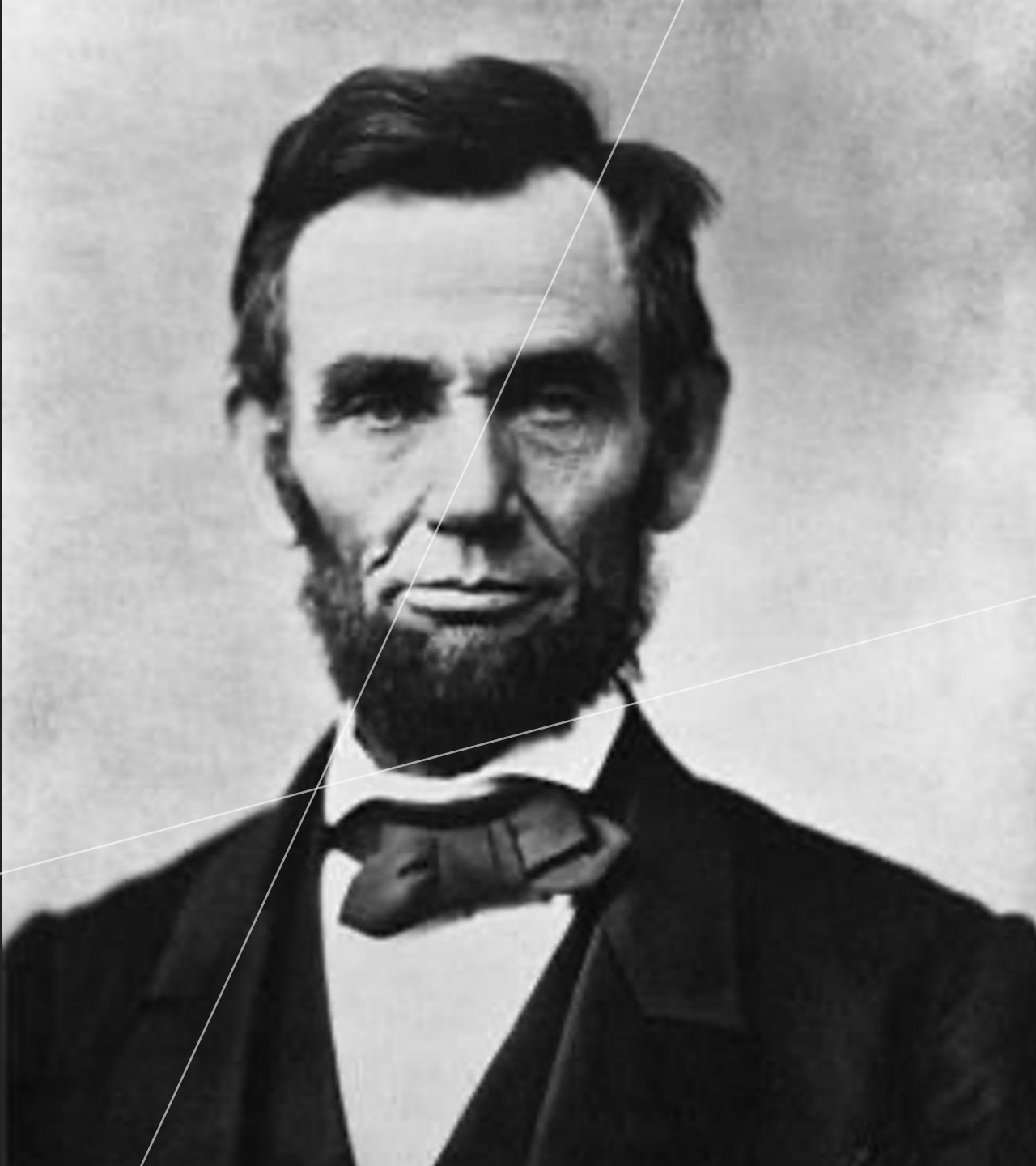
Respondents' answer to the question: 'How good are you at detecting fake reviews?'



Source: Adrian Camilleri • [Get the data](#)

In my opinion, respondents' confidence is a classic example of overconfidence. It's a well-documented paradox of human self-perception, known as the Dunning-Kruger effect. The worse you are at something, the less likely you have the competence to know how bad you are.

The fact is most humans are not particularly good at distinguishing between truth and lies.

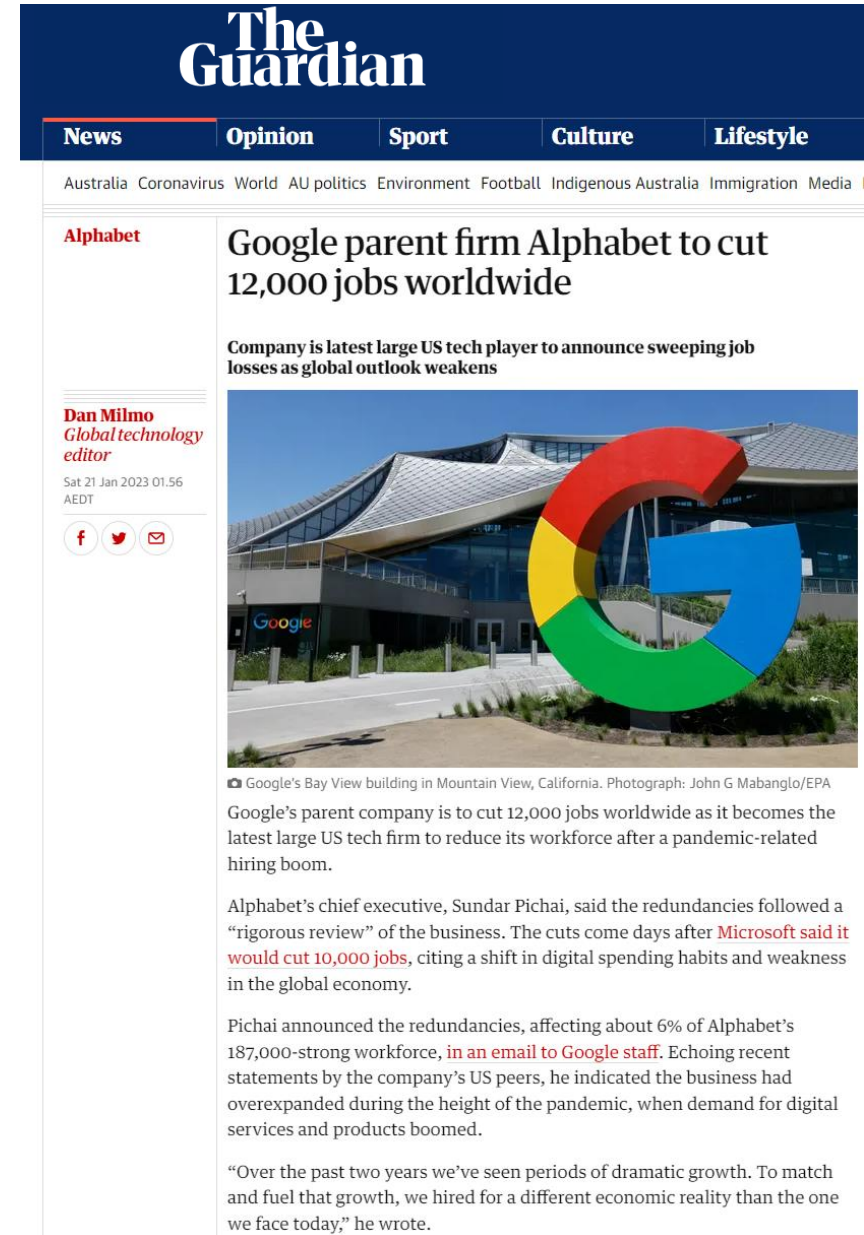


“

**Don't believe everything
you read on the internet
just because there's a
picture with a quote next
to it.**

Abraham Lincoln, maybe

GOOGLE ISN'T IN GREAT FINANCIAL STATE



The screenshot shows a news article from The Guardian. The page has a dark blue header with the 'The Guardian' logo in white. Below the logo is a navigation bar with links for 'News', 'Opinion', 'Sport', 'Culture', and 'Lifestyle'. A secondary navigation bar lists various topics: 'Australia', 'Coronavirus', 'World', 'AU politics', 'Environment', 'Football', 'Indigenous Australia', 'Immigration', and 'Media'. The article title is 'Alphabet' in red, followed by the main headline 'Google parent firm Alphabet to cut 12,000 jobs worldwide'. A sub-headline reads 'Company is latest large US tech player to announce sweeping job losses as global outlook weakens'. The author is 'Dan Milmo', Global technology editor, with a date of 'Sat 21 Jan 2023 01:56 AEDT'. There are social media icons for Facebook, Twitter, and Email. The main image shows the Google Bay View building in Mountain View, California, with a large, colorful 3D Google 'G' logo in the foreground. The article text states that Google's parent company is cutting 12,000 jobs worldwide as it becomes the latest large US tech firm to reduce its workforce after a pandemic-related hiring boom. It quotes Sundar Pichai, Alphabet's chief executive, saying the redundancies followed a 'rigorous review' of the business. The cuts come days after Microsoft said it would cut 10,000 jobs, citing a shift in digital spending habits and weakness in the global economy. Pichai announced the redundancies, affecting about 6% of Alphabet's 187,000-strong workforce, in an email to Google staff. Echoing recent statements by the company's US peers, he indicated the business had overexpanded during the height of the pandemic, when demand for digital services and products boomed. Pichai wrote: 'Over the past two years we've seen periods of dramatic growth. To match and fuel that growth, we hired for a different economic reality than the one we face today.'

GOOGLE SEARCH REVENUE IS DOWN 2% YOY

Q4 2022 supplemental information (in millions, except for number of employees; unaudited)

Revenues, Traffic Acquisition Costs (TAC) and number of employees

	Quarter Ended December 31,	
	2021	2022
Google Search & other	\$ 43,301	\$ 42,604
YouTube ads	8,633	7,963
Google Network	9,305	8,475
Google advertising	61,239	59,042
Google other	8,161	8,796
Google Services total	69,400	67,838
Google Cloud	5,541	7,315
Other Bets	181	226
Hedging gains (losses)	203	669
Total revenues	\$ 75,325	\$ 76,048
Total TAC	\$ 13,427	\$ 12,925
Number of employees	156,500	190,234

Segment Operating Results

	Quarter Ended December 31,	
	2021	2022
Operating income (loss):		
Google Services	\$ 25,993	\$ 21,101
Google Cloud	(890)	(480)
Other Bets	(1,450)	(1,631)
Corporate costs, unallocated	(1,768)	(830)
Total income from operations	\$ 21,885	\$ 18,160

Additional Information Relating to Fiscal Year 2023 (unaudited)

Recent Announcements

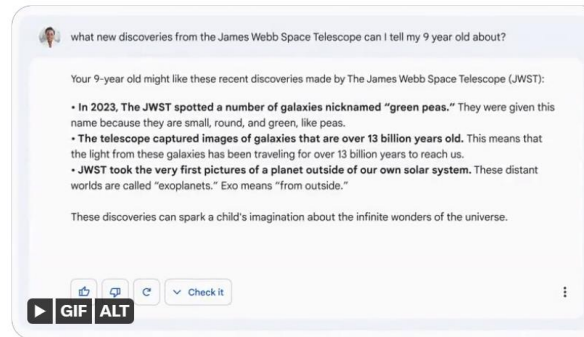
In January 2023, we announced a reduction of our workforce of approximately 12,000 roles. We expect to incur employee severance and related charges of \$1.9 billion to \$2.3 billion, the majority of which will be recognized in the first quarter of 2023.

In addition, we are taking actions to optimize our global office space. As a result we expect to incur exit costs relating to office space reductions of approximately \$0.5 billion in the first quarter of 2023. We may incur additional charges in

RIGOROUS PROCESS ARE NEEDED TO MAINTAIN INVESTORS & USERS TRUST



Bard is an experimental conversational AI service, powered by LaMDA. Built using our large language models and drawing on information from the web, it's a launchpad for curiosity and can help simplify complex topics → goo.gle/3HBZQtu



8:34 AM · Feb 7, 2023 · 1.9M Views

1,491 Retweets 742 Quote Tweets 4,665 Likes

FORBES > MONEY > INVESTING

BREAKING

Alphabet Stock Plunge Erases \$100 Billion After New AI Chatbot Gives Wrong Answer In Ad

Jonathan Ponciano Forbes Staff

Follow

5

Feb 8, 2023, 04:01pm EST

Listen to article 4 minutes

TOPLINE Shares of Alphabet slipped on Wednesday after reports that promotional material for the Google parent's new artificial intelligence chatbot contained inaccurate information—adding to concerns that competitor Microsoft may expand its footing in the search-engine market with a buzzy new AI-equipped offering.



"AI is the most profound technology we are working on today," Alphabet's CEO said, as he announced ... [+] NURPHOTO VIA GETTY IMAGES



6 SIGNS GOOGLE IS GETTING WORSE - RECAP

1

Ads are everywhere

2

Ads are becoming harder to notice

3

Google is stealing traffic away from brands at a faster rate

4

There is more and more poorly written content

5

Fake reviews/lack of authenticity

6

Poor financial performance



5 SIGNS GOOGLE IS **NOT** GETTING WORSE

1

Google Search is “dying” every year

2

A lot of people don’t know how to search

3

Only a certain % of search results are bad

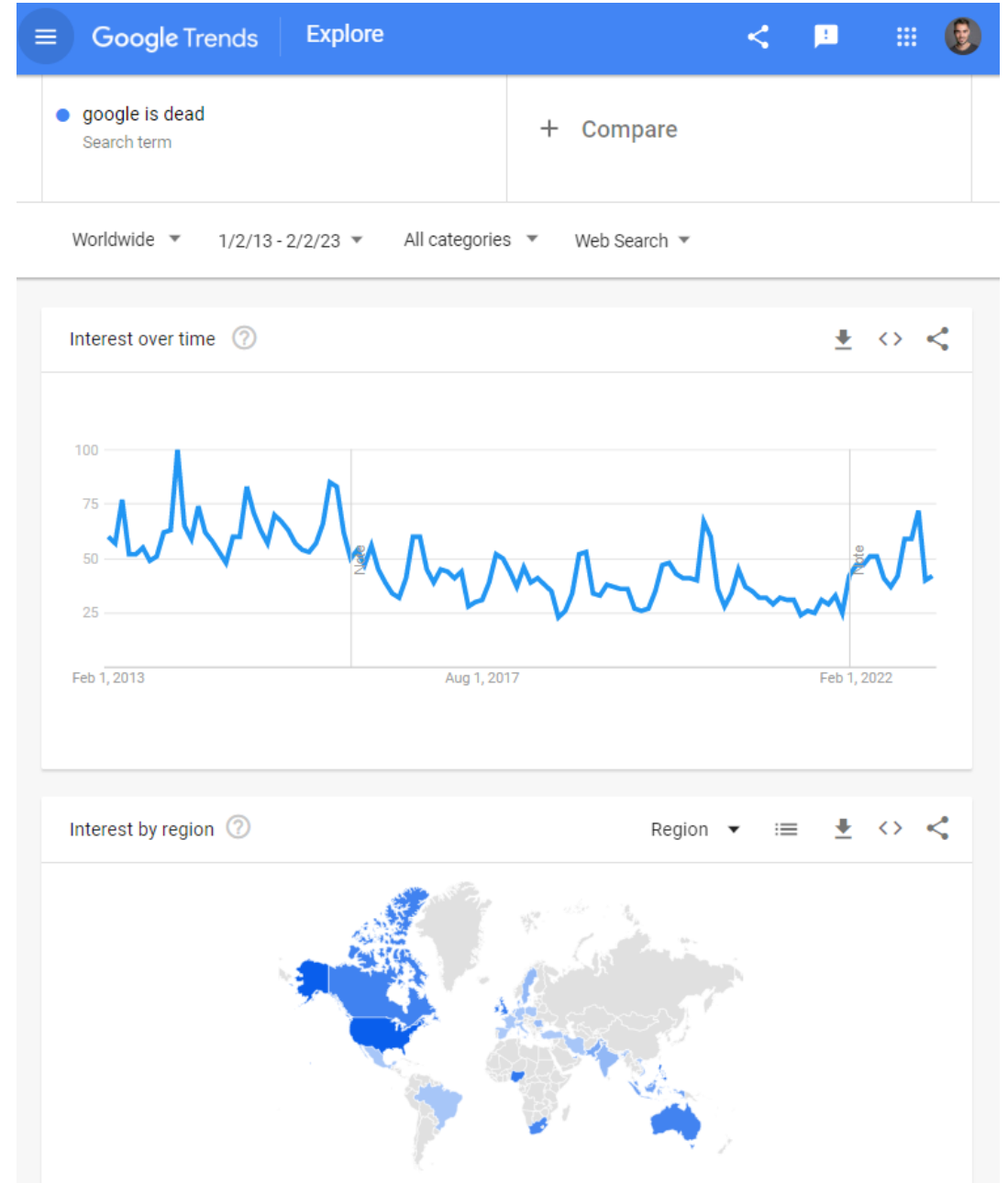
4

Google introduces a new signal to value Experience

5

SearchOn

GOOGLE IS DYING EVERY YEAR



The reports of my death are greatly exaggerated.

Google

A man in a black turtleneck and blue jeans is walking on a stage. The Google logo is overlaid on his head, appearing as if it were his face. The background is a dark blue gradient with white lines.

SOME PEOPLE ARE BAD AT SEARCHING ONLINE

Support the Guardian

Available for everyone, funded by readers

Support us →

The Guardian

News Opinion Sport Culture Lifestyle



UK ► UK politics Education Media Society Law Scotland Wales Northern Ireland

UK news

This article is more than 6 years old

Manners maketh Nan: Google praises 86-year-old for polite internet searches

Grandson says May Ashworth believed she was writing to a person at Google HQ when typing in search queries



Ben John and his grandmother after a tweet about her use of Google went viral. Photograph: Ben Jones/Twitter

GENZ AREN'T BETTER AT SEARCHING

Gen Z Searches For Online Content Differently: What Marketers Need to Know



Pamela Bump

Published: April 22, 2020

Gen Z enters adulthood and gains more and more purchasing power, it's apparent that the age group is **more hyper-connected to the internet than past generations.**



At this point, smart marketers have begun to discover how Gen Z's technological influence **makes them different from older age groups.**

SEARCH OPERATORS ARE HERE TO HELP REFINE SEARCH RESULTS BUT ARE UNDER-UTILISED

Google Search Operators: get better search results

Posted on 01/08/2019 by [Team Hallam](#)



Do you get frustrated with search results that are too broad, or just plain irrelevant? Don't fret, because there is a way to get better search results – with **Google search operators**.

I'll take you through what Google search operators are, and how they can help you get better search results.

What are Google search operators?

Google search operators are terms used in search queries to help you get better search results.

They allow you to see only a specific set of results, such as when you're looking for pages on a particular website, or by a specific author. These are only a couple of examples of the many specific searches you can carry out.

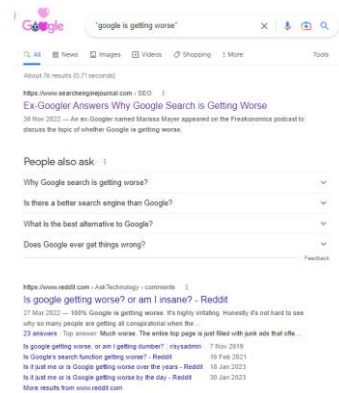
How can they help you get better search results?

SEARCH OPERATORS I USE OFTEN

“ “

Refine your search to find only website mentioning exactly the query

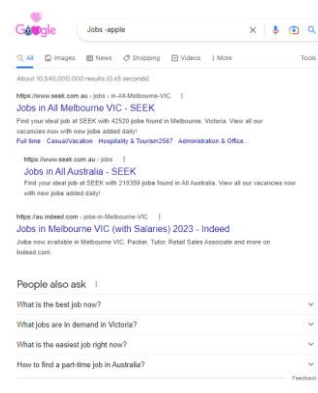
“google is getting worse”



-

Remove sites & content from the results to make it more relevant

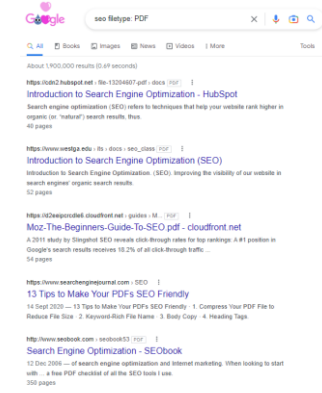
Jobs -apple



filetype:

Restrict results to those of a certain filetype, such as DOC, PDF, etc.

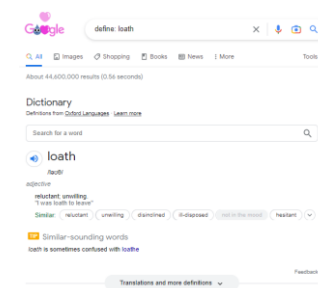
filetype:PDF



define:
stocks:
weather:

A dictionary built into Google. This will display the meaning of a word directly in the SERPs

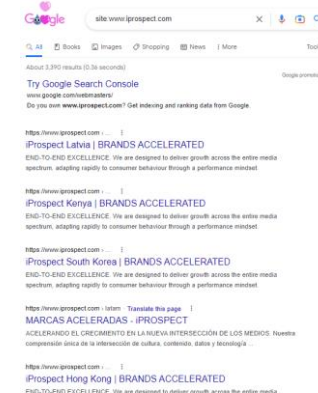
define: loath
stocks: GOOG
weather: sydney



site:

Find how many pages are indexed within the chosen path. Find pages with keyword mentioned.

site:iprospect.com



DEMONSTRATE EXPERIENCE TO WIN THE TRUST BATTLE

[Search Engine Land](#) » [SEO](#) » [Google doubles up on E with updated search quality raters guidelines \(E-E-A-T\)](#)

Google doubles up on E with updated search quality raters guidelines (E-E-A-T)

Add an E to E-A-T with experience, expertise, authoritativeness and trustworthiness.

[Barry Schwartz](#) on December 15, 2022 at 12:00 pm | Reading time: 4 minutes

Google has updated its search quality raters guidelines for the second time in 2022, only four and a half months since its [last update in July 2022](#). This revised document has some substantial changes to E-A-T, by adding an extra E to E-A-T for “experience.” The document is now about nine-pages longer, adding up to 176 pages up from 167 pages in the previous version.

Double-E-A-T. Yes, Google has [added](#) a letter to E-A-T, adding an extra E and going with E-E-A-T. This now stands for experience, expertise, authoritativeness, and trustworthiness.

Experience. What does the new E for experience add? Google said it adds another level of, a new dimension of quality to assess its search results. What is Google looking for with experience? Google said when you write the content, does that “content also demonstrate that it was produced with some degree of experience, such as with actual use of a product, having actually visited a place or communicating what a person experienced?”

Google explained that there are “[in](#) situations where really what you value most is content produced by someone who has [d](#), life experience on the topic at hand.”

Google shared this example, “if you’re [f](#) looking for information on how to correctly fill out your tax returns, that’s probably a situation where you want to see content produced by an expert in the field of accounting. But if you’re looking for reviews of a tax preparation software, you might be looking for a different kind of information—maybe it’s a forum discussion from



How To Get Rid of Hiccups: 12 Remedies That Could Work for You

Easy fixes for when your diaphragm won't stop spasming.

By [Jessica Migala](#) • Updated on December 6, 2022

Medically reviewed by [Jane Kim, MD](#)



Hiccups happen to almost everyone. Still, they're annoying. And if hiccups don't go away fast, they can become uncomfortable, even embarrassing. Even though we've all likely experienced them before, what are hiccups, anyway?

"A hiccup occurs when there is a spasm or contraction of the muscles in between the ribs and the [diaphragm](#), which is the largest muscle



How to get rid of hiccups

25th July, 2019 • 3 min read

IN THIS ARTICLE

- [What are hiccups?](#)
- [What causes hiccups?](#)
- [How to get rid of hiccups](#)
- [When to worry about hiccups](#)

VS.

What are hiccups?

Hiccups occur when your diaphragm automatically contracts. This causes the top of your windpipe to close which creates the 'hic' sound.

Usually hiccups only last a few minutes.

Here you will find more information about what causes hiccups, how to cure hiccups, and when to worry about hiccups.

What causes hiccups?

It's common to get [hiccups](#) once in a while, and usually they will not last long. Hiccups which occur occasionally and only last for a short period may be caused by:

- excitement or intense emotions
- eating too much or too fast
- a sudden change in temperature

How To Get Rid of Hiccups: 12 Remedies That Could Work for You

Easy fixes for when your diaphragm won't stop spasming.

By [Jessica Migala](#) Updated on December 6, 2022

Medically reviewed by [Jane Kim, MD](#)



Jessica Migala



Jane Kim, MD



Title: Internal Medicine Physician

Jessica Migala has been a health, fitness, and nutrition writer for almost 15 years. She has contributed to more than 40 print and digital publications, including EatingWell, Real Simple, and Runner's World. Jessica had her first editing role at Prevention magazine and, later, Michigan Avenue magazine in Chicago. She currently lives

Jane Kim, MD, is currently a medical editor and writer. She also consults on digital content for physician medical education. Previously, Dr. Kim worked as an internal medicine physician in private practice at Mount Kisco Medical Group, a multi-specialty practice in Westchester County, New York. She then moved to another multi-specialty practice in Westchester County, New York, affiliated with New York City's Beth Israel Medical Center.

Hiccups happen to almost everyone. ~~Still, they're annoying. And if~~ hiccups don't go away fast, they can become uncomfortable, even embarrassing. Even though we've all likely experienced them before, what are hiccups, anyway?

"A hiccup occurs when there is a spasm or contraction of the muscles in between the ribs and the [diaphragm](#), which is the largest muscle

Rank #2

How to get rid of hiccups

25th July, 2019 • 3 min read

IN THIS ARTICLE

- [What are hiccups?](#)
- [What causes hiccups?](#)
- [How to get rid of hiccups](#)
- [When to worry about hiccups](#)

Rank #72

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QUALITY RATERS LOOK OUT FOR THESE SIGNALS WHEN REVIEWING EEAT CONTENT

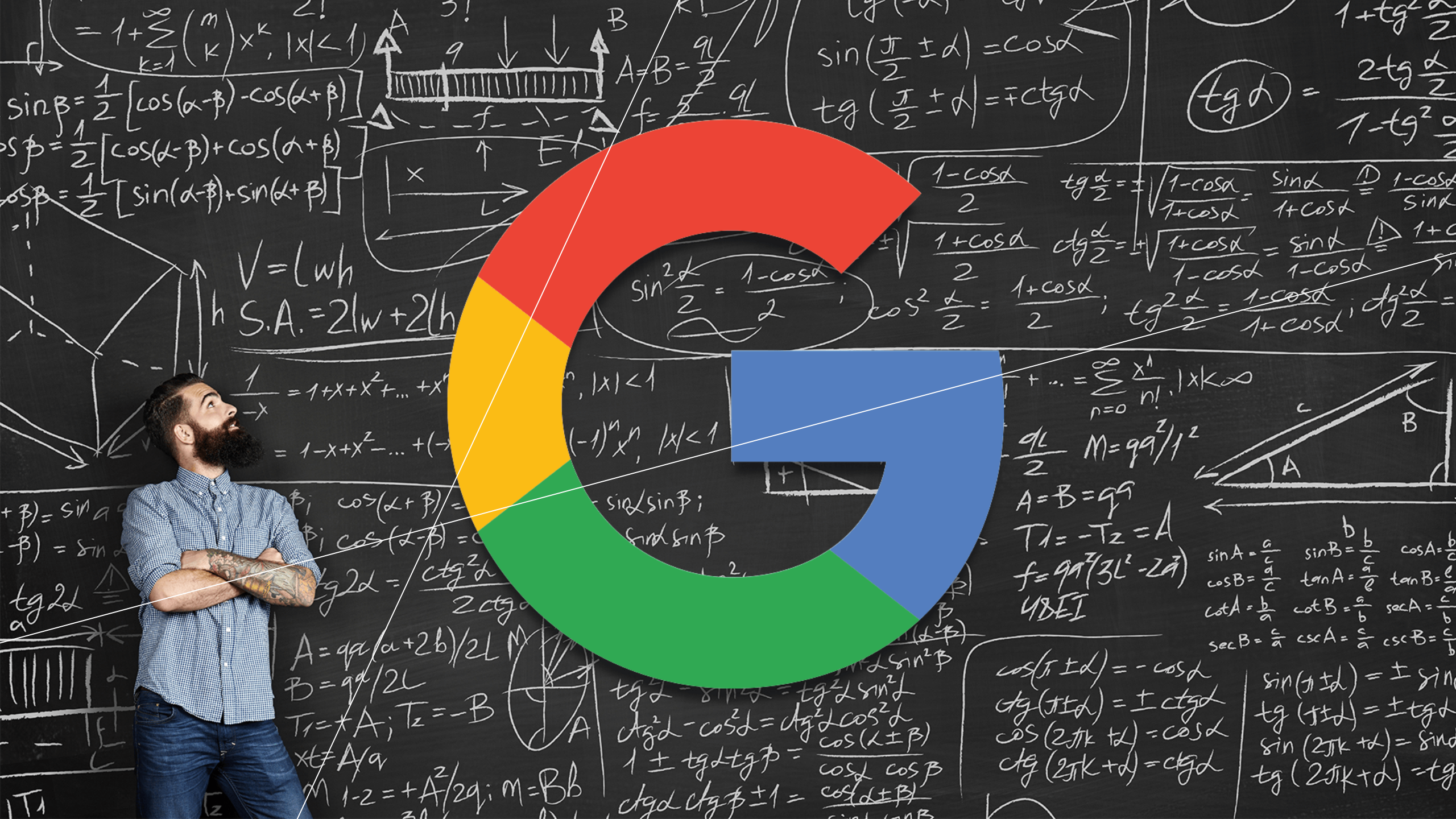




“

We have an important responsibility to our users and to society to curb the efforts of those who aim to propagate false information on our platforms.

Sergey Brin - 1/2 Google Founder



$$= 1 + \sum_{k=1}^{\infty} \binom{m}{k} x^k, |x| < 1$$

$$\sin \beta = \frac{1}{2} [\cos(\alpha - \beta) - \cos(\alpha + \beta)]$$
$$\cos \beta = \frac{1}{2} [\cos(\alpha - \beta) + \cos(\alpha + \beta)]$$
$$\sin \beta = \frac{1}{2} [\sin(\alpha - \beta) + \sin(\alpha + \beta)]$$

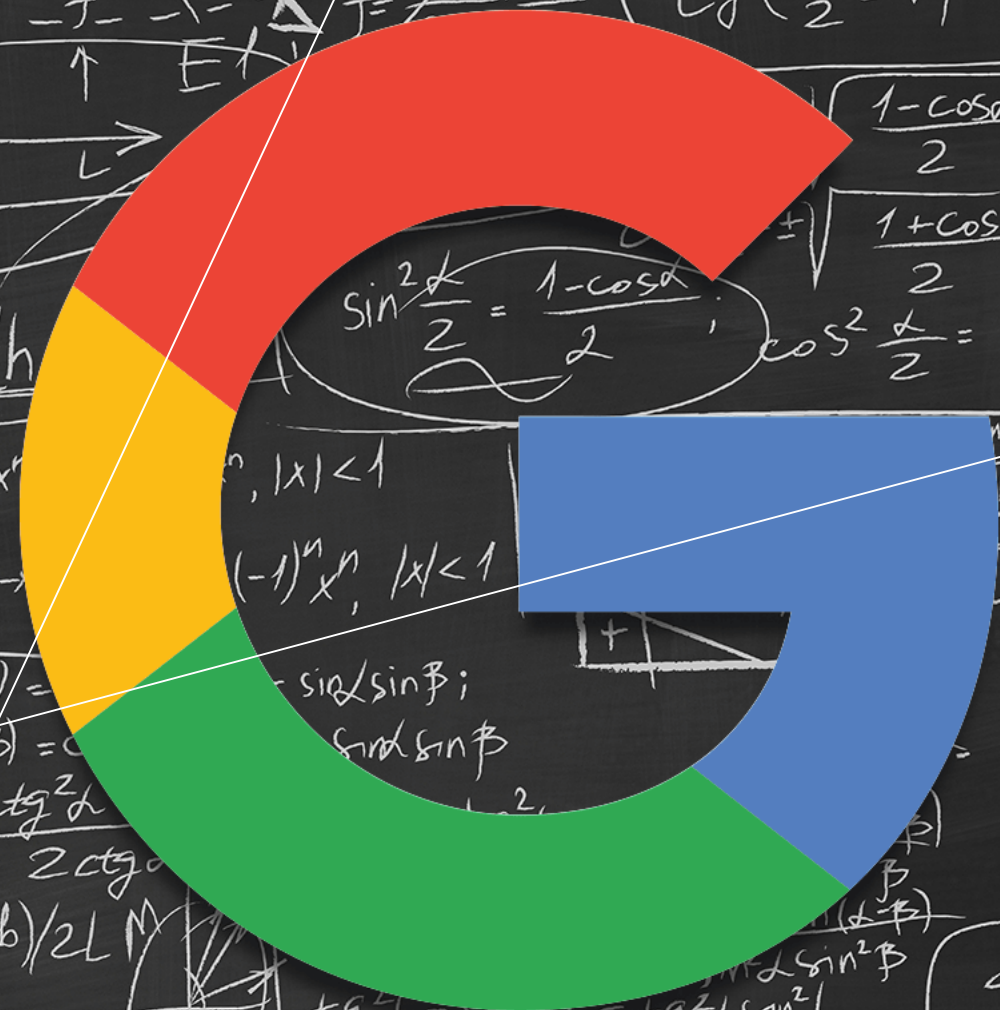


$$\sin\left(\frac{\pi}{2} \pm d\right) = \cos d$$
$$\operatorname{tg}\left(\frac{\pi}{2} \pm d\right) = \mp \operatorname{ctg} d$$

$$\operatorname{tg} d = \frac{2 \operatorname{tg} \frac{d}{2}}{1 - \operatorname{tg}^2 \frac{d}{2}}$$

$$V = Lwh$$
$$S.A. = 2lw + 2lh$$

$$\frac{1}{1-x} = 1 + x + x^2 + \dots + x^n$$
$$\frac{1}{1+x} = 1 - x + x^2 - \dots + (-1)^n x^n$$



$$\operatorname{tg} \frac{d}{2} = \pm \sqrt{\frac{1 - \cos d}{1 + \cos d}} = \frac{\sin d}{1 + \cos d}$$
$$\operatorname{ctg} \frac{d}{2} = \pm \sqrt{\frac{1 + \cos d}{1 - \cos d}} = \frac{\sin d}{1 - \cos d}$$
$$\sin^2 \frac{d}{2} = \frac{1 - \cos d}{2}$$
$$\cos^2 \frac{d}{2} = \frac{1 + \cos d}{2}$$
$$\operatorname{tg}^2 \frac{d}{2} = \frac{1 - \cos d}{1 + \cos d}$$
$$\operatorname{ctg}^2 \frac{d}{2} = \frac{1 + \cos d}{1 - \cos d}$$

$$+ \dots = \sum_{n=0}^{\infty} \frac{x^n}{n!}, |x| < \infty$$

$$\frac{qL}{2} M = q \frac{qL^2}{1^2}$$
$$A = B = q \frac{L}{2}$$
$$T_1 = -T_2 = A$$
$$f = q \frac{L^2}{3L^2 - 2A}$$
$$4BEI$$



$$\sin A = \frac{a}{c} \quad \sin B = \frac{b}{c} \quad \cos A = \frac{b}{c}$$
$$\cos B = \frac{a}{c} \quad \tan A = \frac{a}{b} \quad \tan B = \frac{b}{a}$$
$$\cot A = \frac{b}{a} \quad \cot B = \frac{a}{b} \quad \sec A = \frac{c}{b}$$
$$\sec B = \frac{c}{a} \quad \csc A = \frac{c}{a} \quad \csc B = \frac{c}{b}$$

$$\cos(\pi \pm d) = -\cos d$$
$$\operatorname{ctg}(\pi \pm d) = \pm \operatorname{ctg} d$$
$$\cos(2\pi k \pm d) = \cos d$$
$$\operatorname{ctg}(2\pi k \pm d) = \operatorname{ctg} d$$

$$\sin(\pi \pm d) = \pm \sin d$$
$$\operatorname{tg}(\pi \pm d) = \pm \operatorname{tg} d$$
$$\sin(2\pi k \pm d) = \sin d$$
$$\operatorname{tg}(2\pi k \pm d) = \operatorname{tg} d$$

$$A = q \frac{L}{2} (a + 2b) / 2L$$
$$B = q \frac{L}{2} a$$
$$T_1 = +A; T_2 = -B$$
$$x \neq A/a$$
$$M = 1 - 2 = +A^2 / 2q; m = Bb$$

$$\operatorname{tg}^2 d - \cos^2 d = \operatorname{tg}^2 d \sin^2 d$$
$$\operatorname{ctg}^2 d - \cos^2 d = \operatorname{ctg}^2 d \cos^2 d$$
$$1 \pm \operatorname{tg} d \operatorname{tg} \beta = \frac{\cos(\alpha \pm \beta)}{\cos \alpha \cos \beta}$$
$$\operatorname{ctg} d \operatorname{ctg} \beta \pm 1 = \frac{\cos(\alpha \pm \beta)}{\sin \alpha \sin \beta}$$

GOOGLE STILL GETS IT, EVEN WHEN I DON'T



what's the of the movie where mushrooms turn human into zombies



All

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About 8,200,000 results (0.82 seconds)

Cordyceps are a type of parasitic fungi of which there are 400 species, but the particular type focused on in *The Last Of Us* is the *Ophiocordyceps unilateralis*, also known as the Zombie Ant fungus. 16 Jan 2023

<https://www.esquire.com> > Culture > TV


[What Are Cordyceps in 'The Last of Us' and How Do They ...](#)

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SEARCH

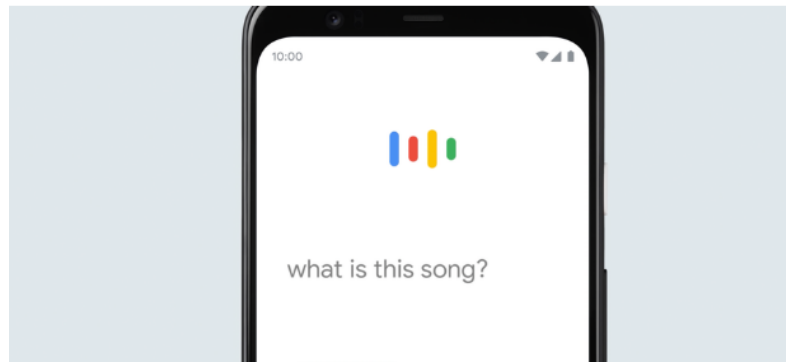
Song stuck in your head? Just hum to search

Oct 15, 2020 · 3 min read

 Share



Krishna Kumar
Senior Product Manager, Google Search

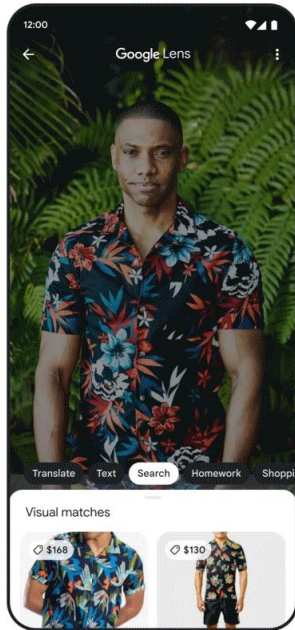


Do you know that song that goes, "da daaaa da da daaaa na naa naa ooohh yeah"? Or the one that starts with the guitar chords going, "da na na naa"? We all know how frustrating it is when you can't remember the name of a song or any of the words but the tune is stuck in your head.

SEARCH OUTSIDE THE BOX



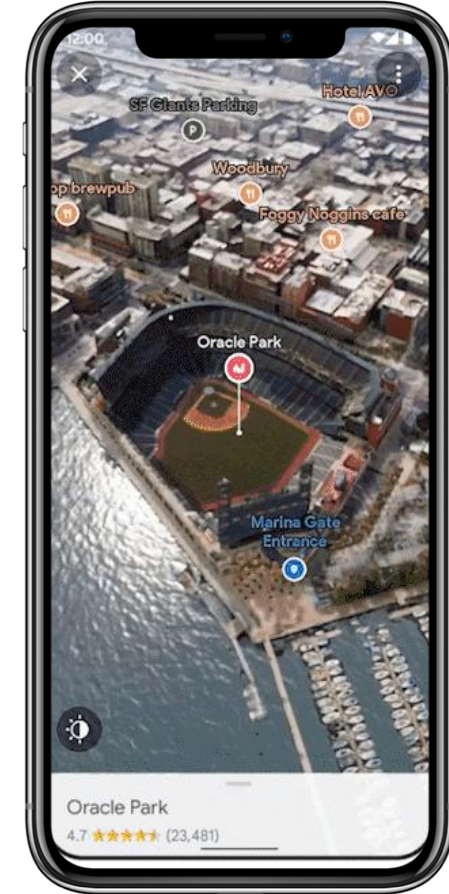
MAKING VISUAL SEARCH WORK MORE NATURALLY



TRANSLATING THE WORLD AROUND YOU



EXPLORING THE WORLD WITH IMMERSIVE VIEW



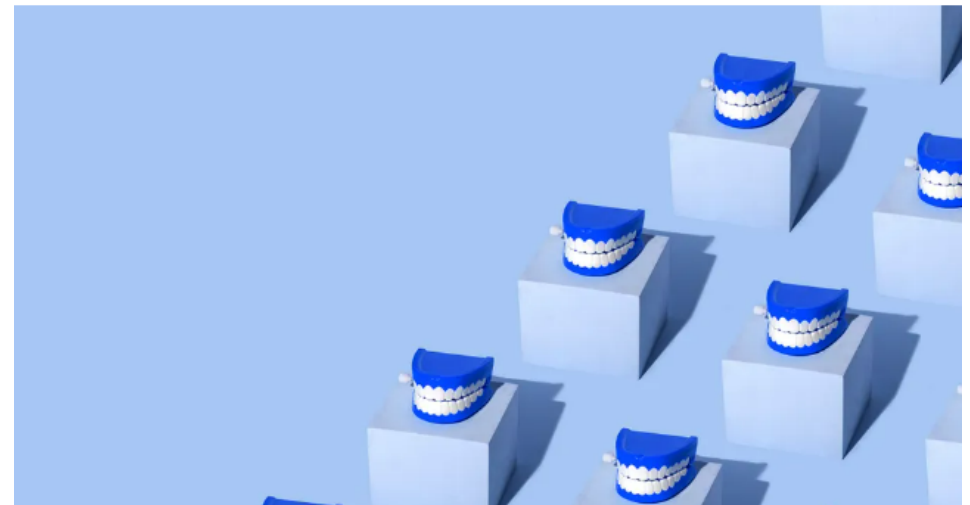
GOOGLE GOES HEAD TO HEAD WITH BING



WILL KNIGHT BUSINESS FEB 6, 2023 5:48 PM

Meet Bard, Google's Answer to ChatGPT

The search giant's new chatbot is in testing and will be launched "in the coming weeks." An API will make it available for developers to build on.





IS GOOGLE GETTING WORSE?

GOOGLE EXISTENTIAL THREATS



Lawsuits

ChatGPT

Bing

Yandex

Yahoo

Consensus

Brave Search

You

Apple

Yep

Amazon

TikTok

Reddit

LAWSUITS

Google threatens to withdraw search engine from Australia

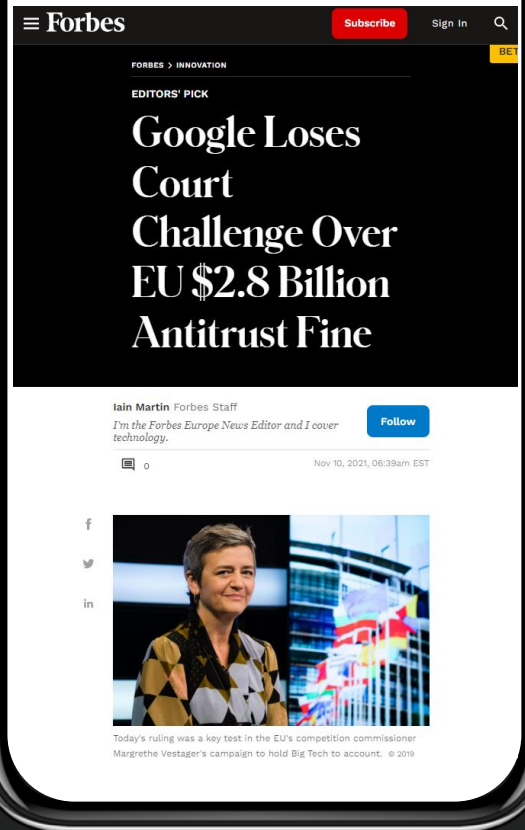
22 January 2021 · Comments



REUTERS

Google says the new law will lead to it disabling its search tool for Australians

Google has threatened to remove its search engine from Australia over the nation's attempt to make the tech giant share royalties with news publishers.

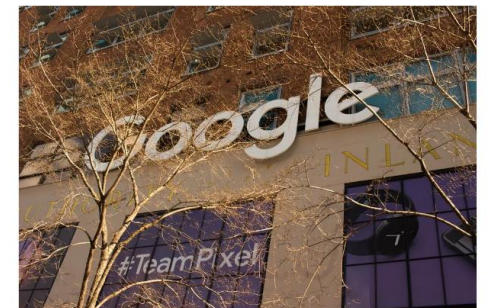


The New York Times

U.S. Accuses Google of Abusing Monopoly in Ad Technology

The Justice Department's antitrust lawsuit, which a group of states joined, was the fifth by U.S. officials against the company since 2020.

Give this article 193



U.S. officials have sued Google in recent years for anticompetitive practices in search and its app store. John Taggart for The New York Times

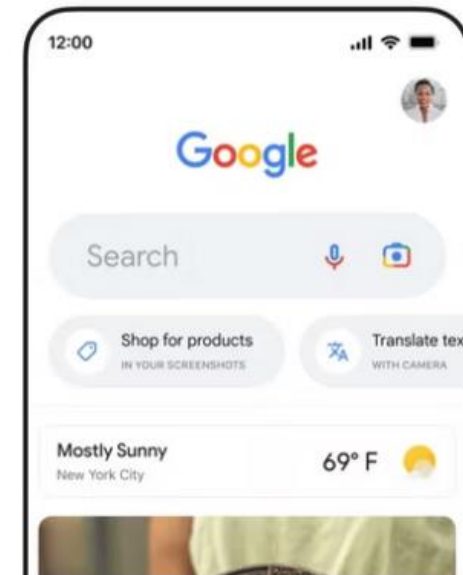
CHATGPT

Home

Advanced AI chatbot ChatGPT has Google worried about its search engine's future

Google's search-based ad business could come tumbling down

BY MANUEL VONAU PUBLISHED DEC 22, 2022



Source: [Google](#)

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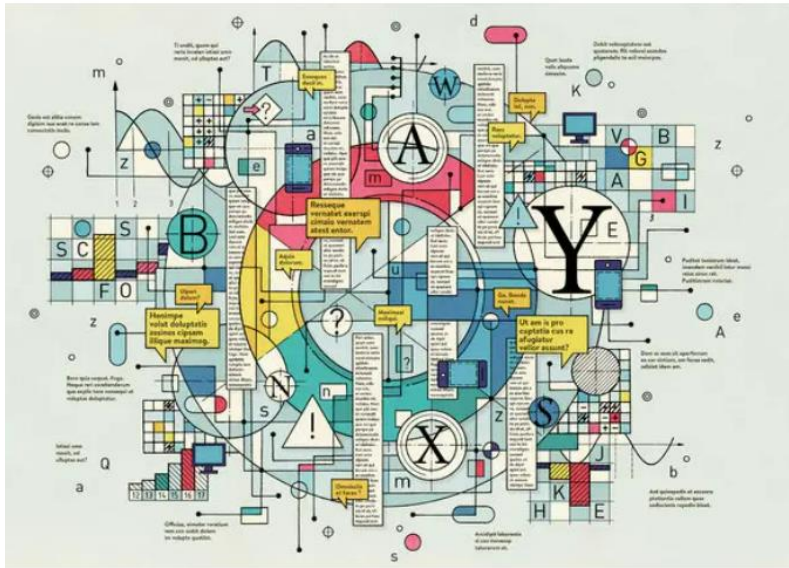
Google is the place to go when you have questions about anything. The process is a little involved, but after digging through a few search results and using a search operator or two, you will usually find what you need. A new AI chatbot, ChatGPT, is upending this proposition,



A New Chat Bot Is a 'Code Red' for Google's Search Business

A new wave of chat bots like ChatGPT use artificial intelligence that could reinvent or even replace the traditional internet search engine.

Give this article 167



Christian Gralingen

By Nico Grant and Cade Metz

Nico Grant and Cade Metz talked to Google insiders and A.I. researchers while reporting this article.

Dec. 21, 2022



Google Calls In Help From Larry Page and Sergey Brin for A.I. Fight

A rival chatbot has shaken Google out of its routine, with the founders who left three years ago re-engaging and more than 20 A.I. projects in the works.

Give this article 245



Alva Skog

By Nico Grant

Nico Grant, based in San Francisco, writes about Google and the technology industry.

Jan. 20, 2023



[Apps and Software](#) [Artificial Intelligence](#)

OpenAI launches ChatGPT Plus, a paid version of the popular AI chat

It's like ChatGPT but faster.

By [Christianna Silva](#) on February 1, 2023 [f](#) [t](#) [i](#)



Pay \$20, get ChatGPT Pro. Credit: CFOTO/Future Publishing Via Getty Images)

[Tech](#) > [Apps and Software](#)

[ChatGPT](#) just launched [ChatGPT Plus](#), a paid version of the [online AI chatbot](#) created by [OpenAI](#).

The pilot subscription plan gives users access to ChatGPT during peak times and faster response times (which is helpful because it breaks down a lot) and priority access to new features and improvements. It will cost you \$20 per month.

3 WAYS **CHATGPT IS** **DISRUPTING** **GOOGLE**

01

Fact-based informational searches are at risk

02

More spam due to low quality content

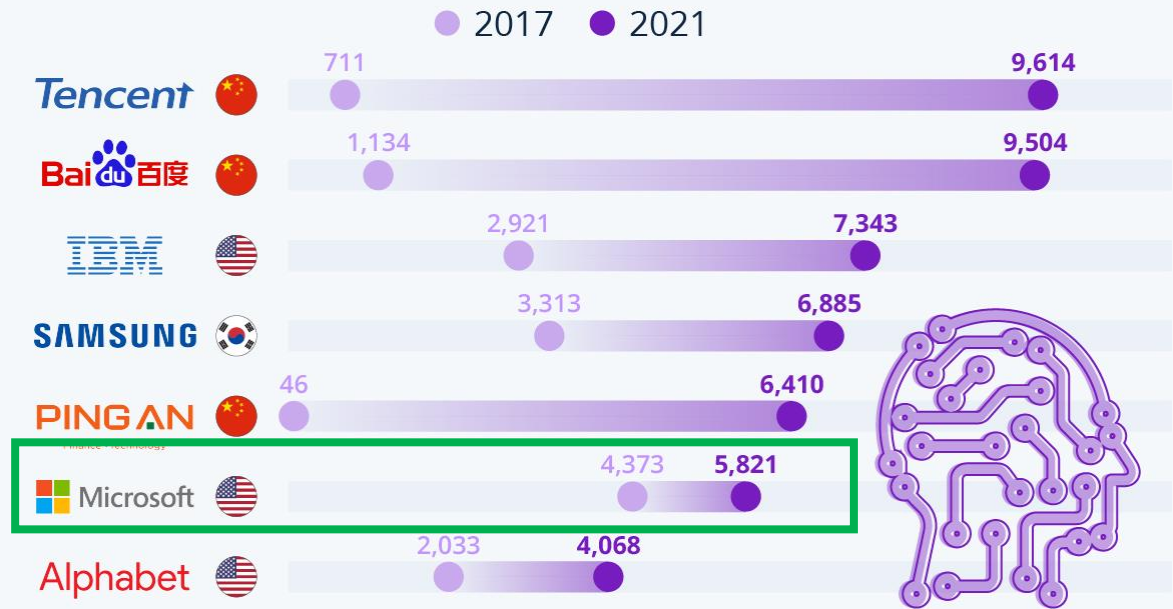
03

New user behaviour

MORE COMPANIES ARE INVESTING IN AI TECHNOLOGIES

The Companies Holding the Most AI Patents

Number of active AI and machine learning patent families held by company*



* Largest owners in 2021

Source: LexisNexis PatentSight



BING**SEJ** · Tools

Microsoft CEO: “Every App Is Going To Be An AI App”

Microsoft CEO, Satya Nadella, states that AI will be integrated into all of Microsoft's applications in the future.

Highlights

- Nadella believes that AI will be integrated into all apps over time and will also be integrated with storage and other forms of computing.
- Microsoft's cloud services are becoming increasingly popular in the market, which bodes well for the future of the company's partnership with OpenAI.
- Despite a slight decrease in profit, Microsoft's overall financial performance remains strong, per its quarterly report.

**SEJ STAFF****Matt G. Southern**

January 25, 2023 · 4 min read

112
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Technology + Work Shift

Microsoft Invests \$10 Billion in ChatGPT Maker OpenAI



WATCH: Microsoft is investing \$10 billion in OpenAI. Bloomberg's Abigail Doolittle reports on "Bloomberg The Open." *Source: Bloomberg*

By [Dina Bass](#) +Follow

January 24, 2023 at 1:06 AM GMT+11

Updated on January 24, 2023 at 9:03 AM GMT+11

Microsoft Corp. is investing \$10 billion in OpenAI, whose artificial intelligence tool ChatGPT has lit up the internet since its introduction in November, amassing more than a million users within days and touching off a fresh debate over the role of AI in the workplace.



Advertisement

Technology AI

Microsoft bakes ChatGPT-like tech into search engine Bing

Matt O'Brien

February 8, 2023 – 7:40am



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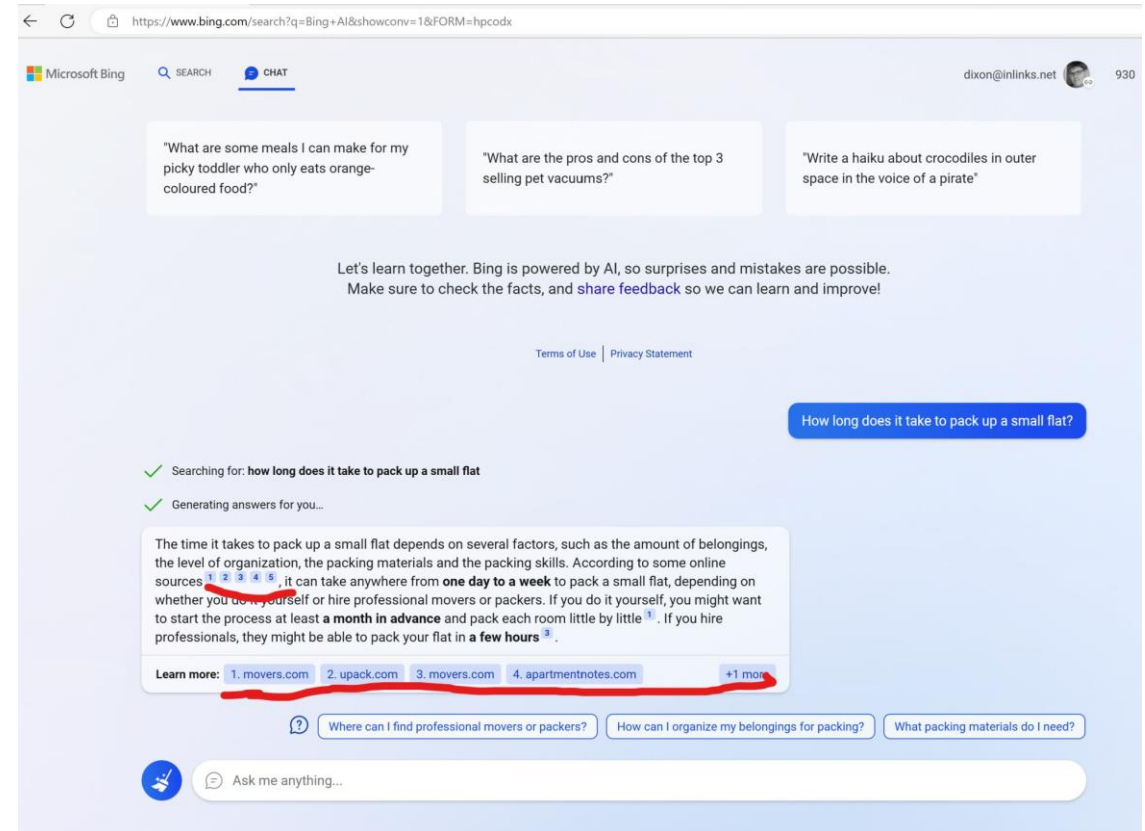
A

Microsoft is fusing ChatGPT-like technology into its search engine Bing, transforming an internet service that now trails far behind Google into a new way of communicating with artificial intelligence.

The revamping of Microsoft's second-place search engine could give the software giant a head start against other tech companies in capitalising on [the worldwide excitement surrounding ChatGPT](#), a tool that's awakened millions of people to the possibilities of the latest AI technology.



CITING SOURCES IS IMPORTANT TO GIVE CREDIT TO CONTENT CREATORS



BING HAS APPEALING FEATURES THAT CAN COMPETE WITH GOOGLE



[Search Engine Land](#) » [SEO](#) » [IndexNow – new initiative by Microsoft and Yandex to push content to search engines](#)

IndexNow – new initiative by Microsoft and Yandex to push content to search engines

Google seems to currently not be participating in this initiative.

[Barry Schwartz](#) on October 18, 2021 at 12:00 PM | Reading time: 5 minutes

Microsoft and Yandex announced a new initiative today named IndexNow, a protocol that any search engine can participate in to enable site owners to have their pages and content instantly indexed by the search engine. Currently, Microsoft Bing and Yandex are the two [search engines](#) fully participating in the initiative but others are welcome to adopt this open protocol.

IndexNow allows “websites to easily notify search engines whenever their website content is created, updated, or deleted,” Microsoft [wrote](#) on its blog. The goal is to make for a “more efficient Internet,” the company said, by reducing the dependency on search engine spiders having to go out into the web and crawl each URL they find. Instead, the goal is for site owners to push these details and URL changes to the search engines directly. “By telling search engines whether an URL has been changed, website owners provide a clear signal helping search engines to prioritize crawl for these URLs, thereby limiting the need for exploratory crawl to test if the content has changed,” Microsoft wrote.

How it works. The protocol is very simple – all you need to do is create a key on your server, and then post a URL to the search engine to notify IndexNow-participating search engines of the change. The steps include:

AND ADOPTION IS GROWING FAST

[Search Engine Land](#) » [SEO](#) » [IndexNow integrations grow as Bing says 'millions' of sites are using it](#)

IndexNow integrations grow as Bing says 'millions' of sites are using it

Duda, All in One WordPress SEO plugin and Rank Math SEO plugin gain IndexNow support.

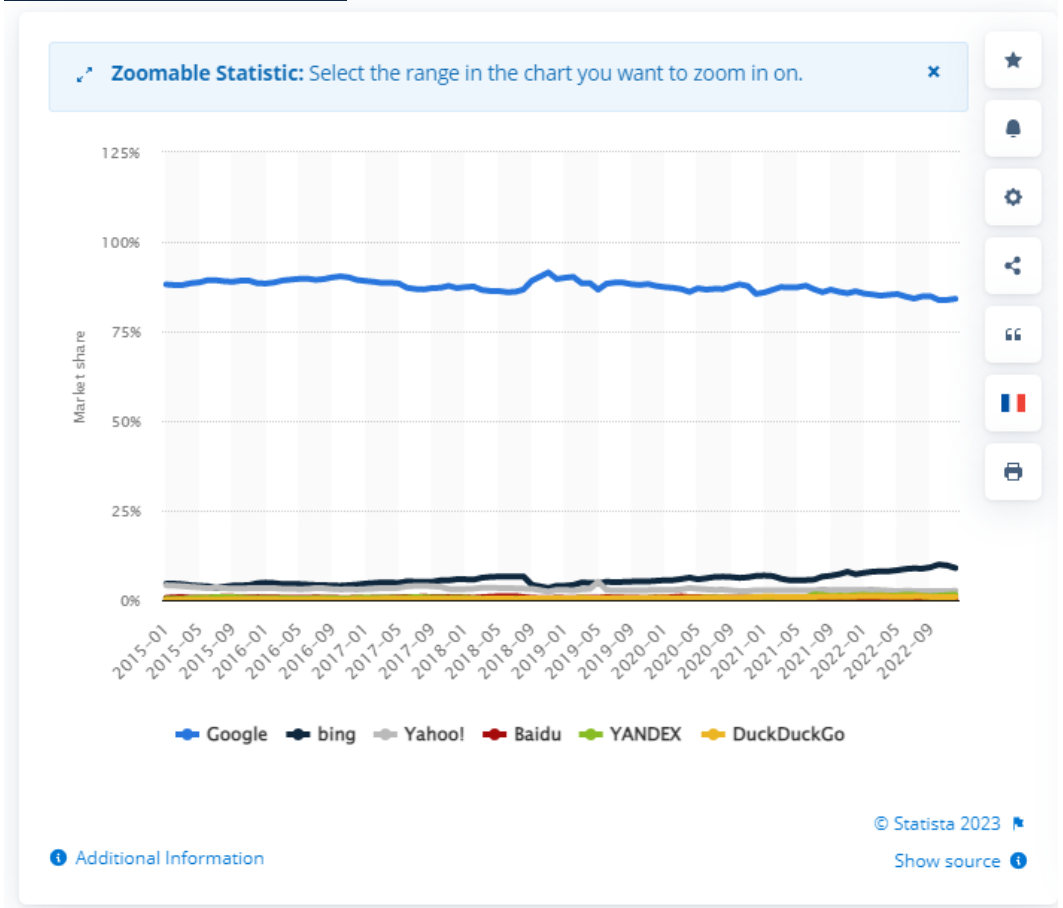
[Barry Schwartz](#) on February 25, 2022 at 12:30 pm | Reading time: 3 minutes

Microsoft made a few announcements this week on the Bing webmaster blog around more software providers adding support for [IndexNow](#) leading to millions of sites using IndexNow since its launch in October 2021. Part of these announces have that Duda, All in One WordPress SEO plugin and Rank Math SEO plugin all added IndexNow integration into their systems.

What is IndexNow. IndexNow provides a method for websites owners to instantly inform search engines about latest content changes on their website. IndexNow is a simple ping protocol so that search engines know that a URL and its content has been added, updated, or deleted, allowing search engines to quickly reflect this change in their search results. The [co-sharing of IndexNow](#) went fully live last month in January 2022.

Millions of sites using IndexNow Last November, Cloudflare announced it added integration with IndexNow and [60 websites](#) turned on that feature. Microsoft released a simple to use [WordPress plugin](#) [IndexNow](#) and Google announced it [would be testing](#) this protocol. Then last month, Microsoft said 80,000 websites are now using IndexNow for URL submission. We are now up to millions of sites adopting IndexNow, just several months after IndexNow was initially rolled out.

BING GAINED 18% MARKET SHARE GLOBALLY IN 2022



YANDEX

Yandex 'leak' reveals 1,922 search ranking factors

SEOs have already started analyzing Yandex's search ranking factors, which include PageRank and several other link-related factors

[Danny Goodwin](#) on January 27, 2023 at 3:54 pm | Reading time: 3 minutes

A former employee allegedly leaked a Yandex source code repository, part of which contained more than 1,900 factors the search engines uses for ranking search results.

Why we care. This leak has revealed 1,922 ranking factors Yandex used in its search algorithm, at least as of July 2022. Perhaps [Martin MacDonald put it best on Twitter](#) today: "The Yandex hack is probably the most interesting thing to have happened in SEO in years."

Yandex is not Google. If you plan to read the full list of Yandex ranking factors, remember that Yandex is not Google. If you see a ranking factor listed by Yandex, that doesn't mean Google gives that signal that same amount of weight. In fact, Google may not use all of the 1,922 factors listed.

That said, a lot of these ranking factors may be quite similar. So reviewing this document may provide some useful insights to better help you understand how search engines, such as Google, work from a technological standpoint.

The bigger picture. The code appeared as a Torrent on a popular hacking forum, as reported by [Bleeping Computer](#):

in

🐦

f

...the leaker posted a magnet link that they claim are 'Yandex git sources' consisting of 44.7 GB of files stolen from the company in July 2022. These code repositories allegedly contain all of the company's source code besides anti-spam rules.

Yandex calls it a leak. Because the code appeared on a popular hacking forum, it was first thought that Yandex was hacked. Yandex has denied this, and provided the following statement:

A FIRST GLIMPSE INTO HOW SEARCH ALGORITHM ACTUALLY WORKS



Growth Memo

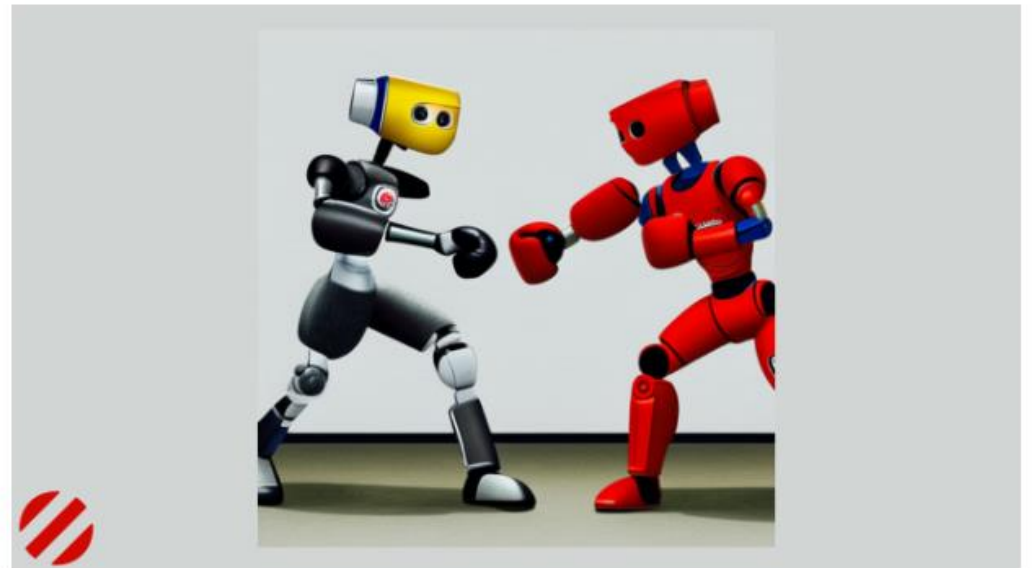
SEOs are underestimating The Yandex leak

Many SEOs dismiss the Yandex source code leak but miss a chance to learn something new.



kevin-indig.com

Feb 6, 2023 • 6 min read



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FEATURE

You.com's AI-infused Google rival provides a tantalizing glimpse of the future

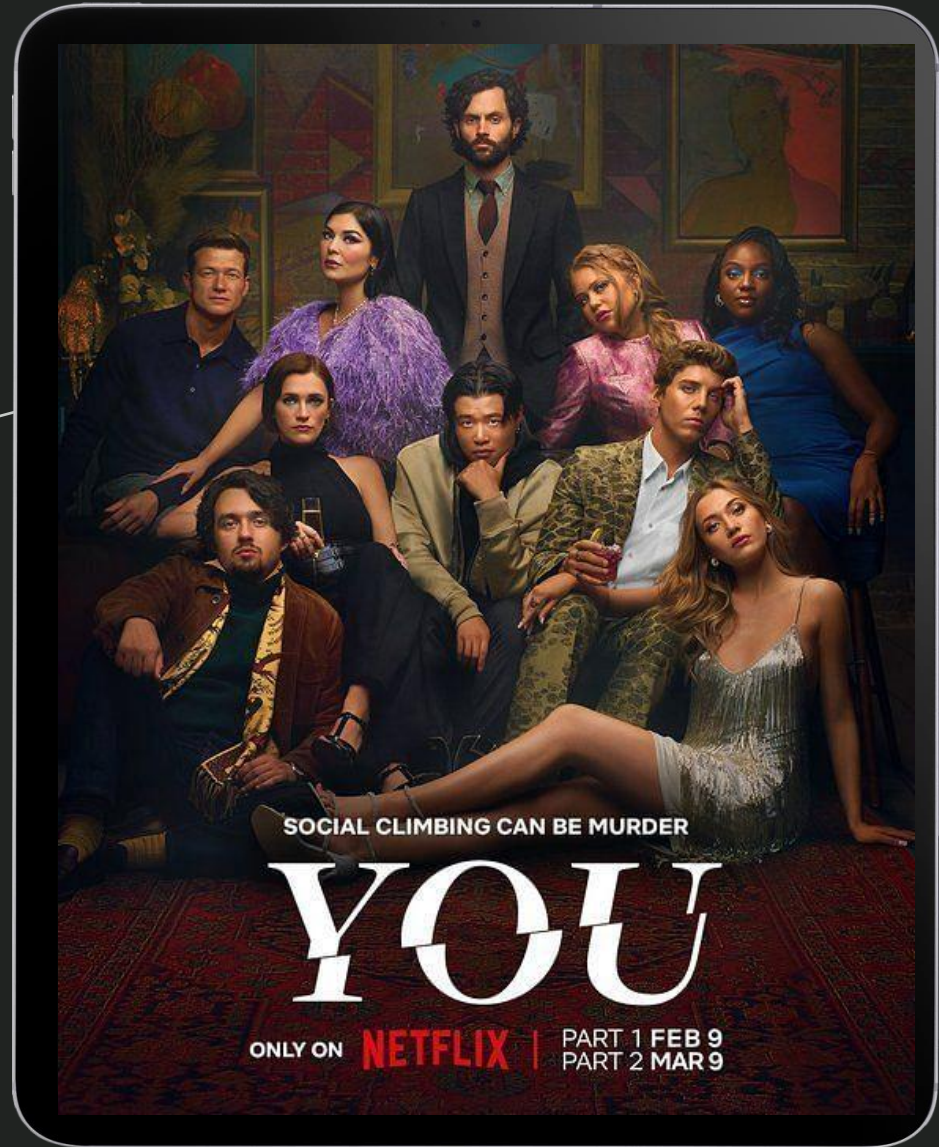
If you want to know what Google or Bing could be like with AI capabilities and without ads, You.com could be the answer.



By [Mark Hachman](#)
Senior Editor, PCWorld | JAN 23, 2023 3:45 AM PST



The AI Search Engine You Control



NEEVAAI



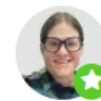
SEJ · Tools

NeevaAI: Now Available Worldwide

NeevaAI, the ad-free and tracker-free AI-powered search tool, is now available to users worldwide.

Highlights

- NeevaAI combines the capabilities of large language models like ChatGPT with the accuracy and up-to-date information of the Neeva search engine.
- NeevaAI supports publishers and content creators by sharing revenue when their content is used to respond to a Neeva user's query.
- NeevaAI is now available in the US, UK, Canada, Germany, France, and Spain.



SEJ STAFF

Matt G. Southern

5 hours ago · 2 min read

98

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YEP

[Search Engine Land](#) » [SEO](#) » [Ahrefs reveals its new search engine: Yep](#)

Ahrefs reveals its new search engine: Yep

Here's everything we know so far about Yep, the new web search engine created by the Ahrefs team.

[Danny Goodwin](#) on June 6, 2022 at 12:16 pm | Reading time: 10 minutes



Did you forget that SEO toolset provider Ahrefs announced plans to build its own search engine in [2019](#)?

If you answered “yep,” you aren’t alone.

Ahrefs has been busy in those three years since, investing \$60 million of its own money into launching a new search engine, called Yep.

What is Yep?

[Yep](#) is a general-purpose web search engine. Yep will soon be available in all countries and in most languages. There will be an announcement when the official launch happens.

Ahrefs is positioning it as a Google competitor. However, we’ve seen plenty of Google competitors and Google “killers” come and go over the past two decades. So for now, let’s just call it a Google alternative.

CONSENSUS

The screenshot displays the Consensus search interface. At the top, there is a search bar with the text "benefits of mindfulness" and a search icon. To the right of the search bar are buttons for "Sign up" and "Sign In". Below the search bar, there is a header section with a checkmark icon, the text "Consensus extracted findings related to 'benefits of mindfulness'", a date range selector set to "All years", and a "Share" button. The main content area contains three search results, each in a light blue rounded rectangle. The first result has a "Highly Cited" badge and a share icon. The second result has a share icon. The third result has a "Rigorous Journal" badge and a share icon.

beta

benefits of mindfulness

Sign up Sign In

Consensus extracted findings related to "benefits of mindfulness" All years Share

These results suggest that mindfulness is related to decreased stress, which in turn contributes to increased positive health perceptions and health behaviors.

Highly Cited Published in Journal of American... Kimberly... 2010

Findings Benefits of mindfulness practices include improved overall health and improved stress management for individuals and correlated benefits in productivity and performance of individuals, teams, and leaders.

Published in Strategic Hr Review | C. Altizer et al. | 2017

This research indicates that mindfulness may primarily improve verbal learning and memory through improved encoding processes.

Rigorous Journal Published in Memory & cognition | A. Lueke et al. | 2019

APPLE



Vaclav Vincalek [Follow](#)

Mar 24, 2021 · 3 min read · [Member-only](#) · [Listen](#)



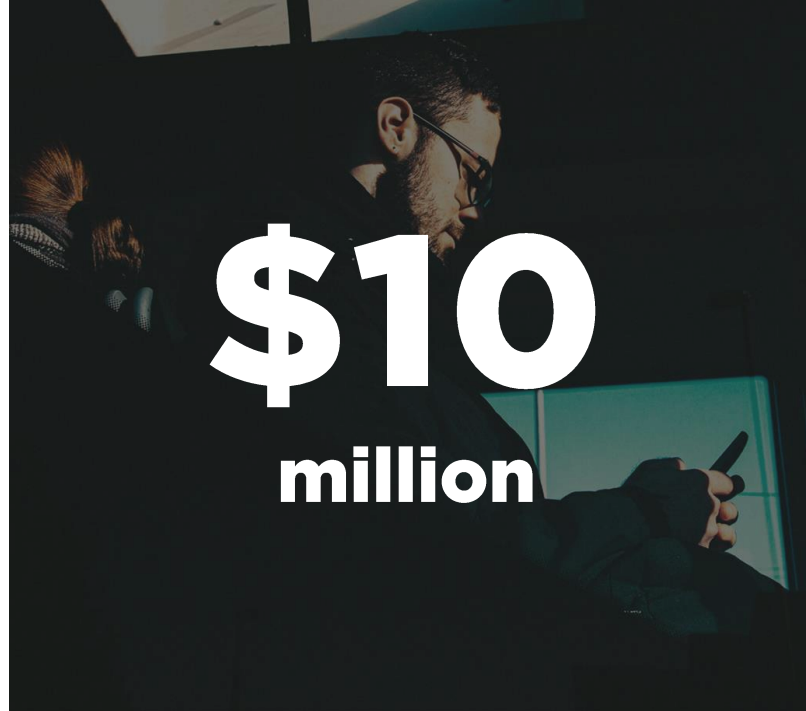
The secret is out! Apple is building its own search engine



Apple won't be able to compete head-to-head with Google in search overnight. But the fact that it is trying? This is the interesting move, for a company known more for its brilliantly-designed products. Just as interesting is the answer to “why now?”

This ties into the DOJ antitrust case against Google that I analyzed last week. The US Department of Justice (DOJ) is putting the _____ every year that Google pays to Apple at the center of its case. Google pays that amount

**GUESS HOW
MUCH GOOGLE
IS PAYING
APPLE EACH
YEAR TO
APPEAR AS
THE DEFAULT
SEARCH
ENGINE ON
IPHONES?**



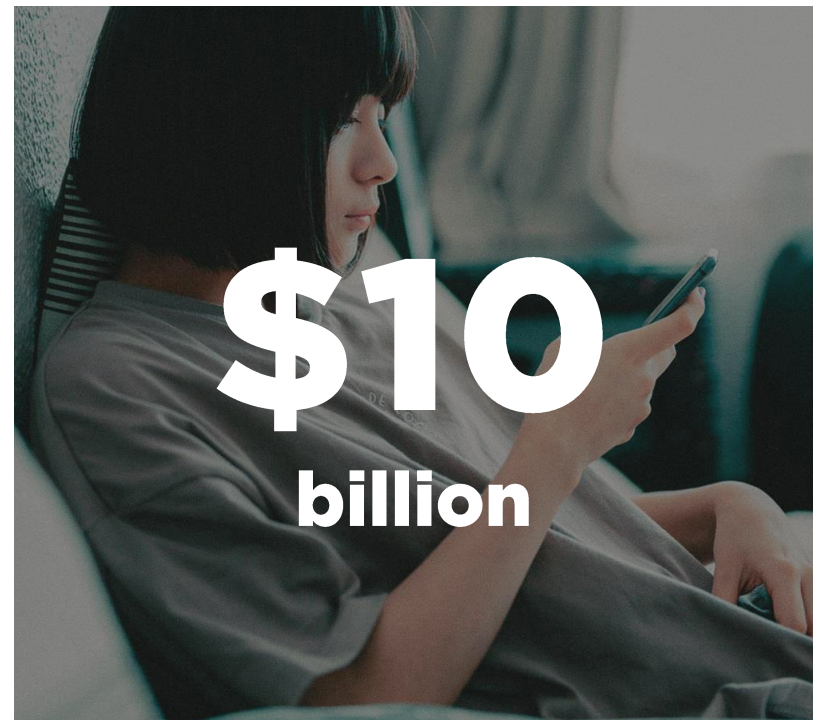
\$10
million



\$100
million

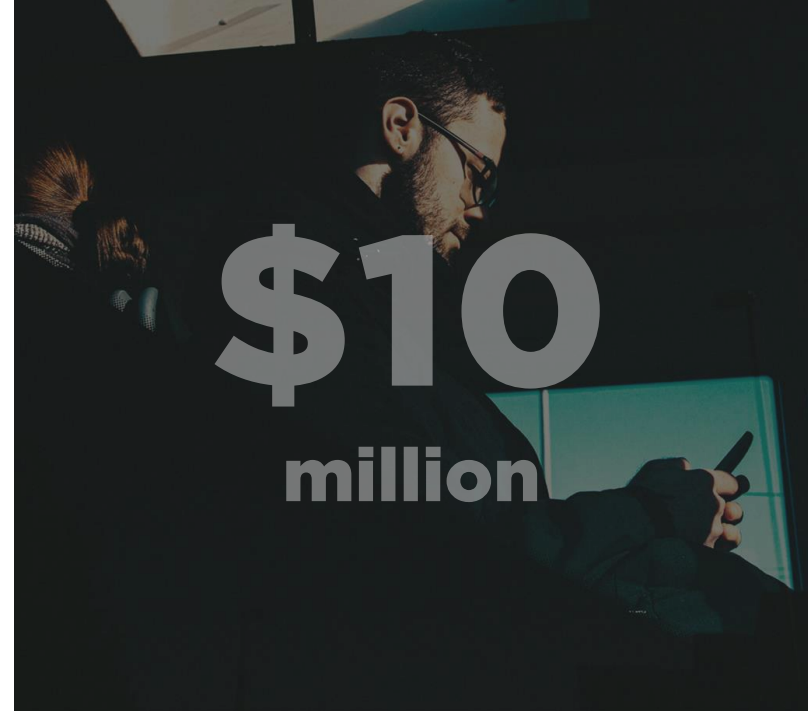


\$1
billion



\$10
billion

**GUESS HOW
MUCH GOOGLE
IS PAYING
APPLE EACH
YEAR TO
APPEAR AS
THE DEFAULT
SEARCH
ENGINE ON
IPHONES?**



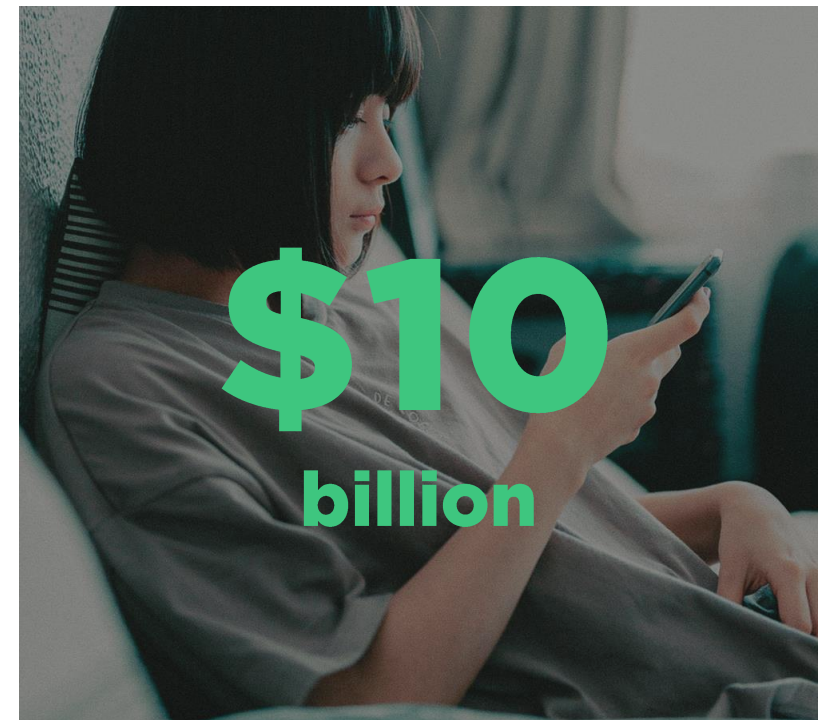
\$10
million



\$100
million



\$1
billion



\$10
billion

AMAZON

PRO

Don't expect Google to compete with Amazon in e-commerce anytime soon

PUBLISHED THU, DEC 24 2020 1:40 PM EST

 Jennifer Elias
@JENN_ELIAS

WATCH LIVE

KEY POINTS

- Google is trying again to ramp up its e-commerce efforts as the pandemic has created long-lasting demand for online buying, which Google's competitors have cashed in on.
- But so far, Google's efforts haven't made a dent and analysts are bearish on its attempts to do things like compete against Amazon.
- However, they haven't lost hope in the company's ability to benefit from the e-commerce boom.



Sunder Pichai, chief executive officer of Alphabet Inc., gestures while speaking during a discussion on artificial intelligence at the Bruegel European economic think tank in Brussels, Belgium, on Monday, Jan. 20, 2020. Pichai urged the U.S. and European Union to coordinate regulatory approaches on artificial intelligence, calling their alignment critical.

Geert Vanden Wijngaert | Bloomberg | Getty Images

AMAZON IS GOOGLE #1 THREAT ON COMMERCIAL SEARCHES

Vex

55 percent of online shoppers start their product searches on Amazon

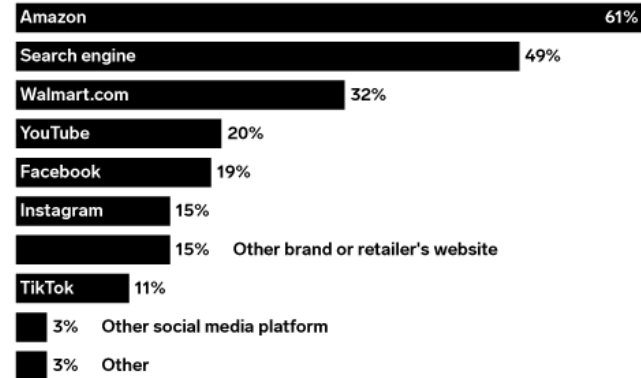
Google who?

By Jason Del Rey | @DelRey | Sep 27, 2016, 3:06pm EDT

f t SHARE

Where US Consumers Start Their Search When Shopping Online, May 2022

% of respondents

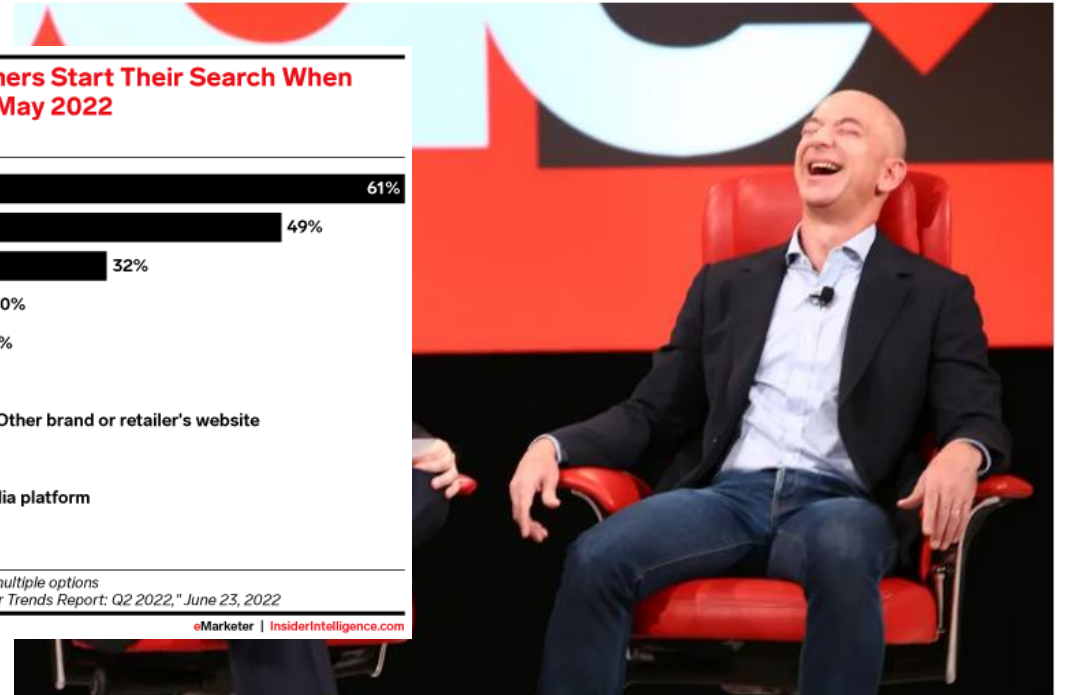


Note: respondents could select multiple options

Source: Jungle Scout, "Consumer Trends Report: Q2 2022," June 23, 2022

276723

eMarketer | InsiderIntelligence.com



Recode co-founder Walt Mossberg interviews Amazon CEO Jeff Bezos at the 2016 Code Conference. | Asa Mathat



“

Many people think our main competition is Bing. But, really, our biggest search competitor is Amazon. People don't think of Amazon as search, but if you are looking for something to buy, you are more often than not looking for it on Amazon. They are obviously more focused on the commerce side of the equation, but, at their roots, they are answering users' questions and searches, just as we are.

Eric Schmidt – Google Exec

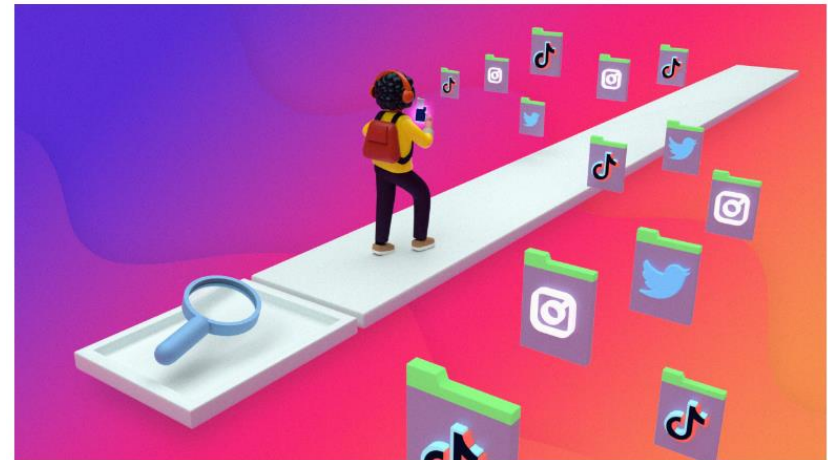
TIKTOK

[Digital Culture](#) [Google](#)

For Gen Z, TikTok is more than entertainment. It's a search engine.

Young people explain why they're searching social media instead of Google.

By [Elena Cavender](#) on July 31, 2022



Young people are increasingly turning to TikTok and Instagram to search for restaurants, recipes, and travel recommendations. Credit: Zain Awais / Mashable

> Life > Digital Culture

Zach Carter, a 24-year-old brand strategist from Los Angeles, curates his searches to which social platform he's on. "I'll go to TikTok for fashion, food, or culture because I know the user base of the app provides that content, whereas on [Twitter](#) I'll search for the news." Carter isn't the only one: Increasingly, young people are using social media platforms like [TikTok](#) and [Instagram](#) to search for things to do and places to try, even seeking out news and important information, rather than consulting traditional discovery tools like Google Search and Google Maps.

US MARKETS OPEN IN: 6H 18M 56S [In the news](#)

▲ Dow Jones -0.46% ▼ Nasdaq +0.71% ▲ S&P 500 -0.03% ▼ META +0.03% ▼ TSLA +7.51% ▲ BABA -0.5%

HOME > TECH

Nearly half of Gen Z is using TikTok and Instagram for search instead of Google, according to Google's own data

Samantha Delouya Jul 14, 2022, 2:48 AM



Tolga Akmen/AFP via Getty Images

- Nearly 40% of Gen Z prefers using TikTok and Instagram for search over Google, according to Google's internal data.
- Google is changing features in Search and Maps to try to attract

TIKTOK COULD BE GOOGLE #1 THREAT ON AWARENESS CONTENT


The screenshot displays the TikTok app interface with a search for "fiji travel". The search bar at the top shows "fiji travel" with a search icon and a "Log in" button. Below the search bar, a dropdown menu lists search suggestions: "fiji travel", "fiji travel guide", "fiji travel vlog", "fiji travel tips", "fiji travel budget", "fiji travel february", "fiji travel from australia 2022", and "fiji travel with kids".

The main content area shows a grid of video thumbnails. The first row includes a video titled "Pack your bags! It's time to go to Fiji!" with 198.4K views, a video titled "Fiji vlog is up and linked in my bio!" with 81.9K views, and a video titled "Private Island Treehouse in Fiji!" with 641.3K views. The second row includes a video titled "Bucket list travel" with 177K views, a video titled "Look at this amazing bedroom beach villa" with 58.4K views, and a video titled "Why you need to book a trip to Denarau Island, Fiji" with 275K views. The third row includes a video titled "What it's like flying Business Class on Fiji Airways" with 15K views and a video titled "When you only pay \$275 for a Business Class seat after flying economy your whole life" with 6K views.


At the bottom of the screen, there is a navigation bar with icons for Home, Search, Post, Activity, and Profile. The footer contains links for "About Newsroom Contact Careers ByteDance", "TikTok for Good Advertise Developers Transparency", "TikTok Rewards TikTok Browse TikTok Embeds", "Help Safety Terms Privacy Creator Portal", "Community Guidelines", and "© 2023 TikTok".

REDDIT

ADVERTISEMENT



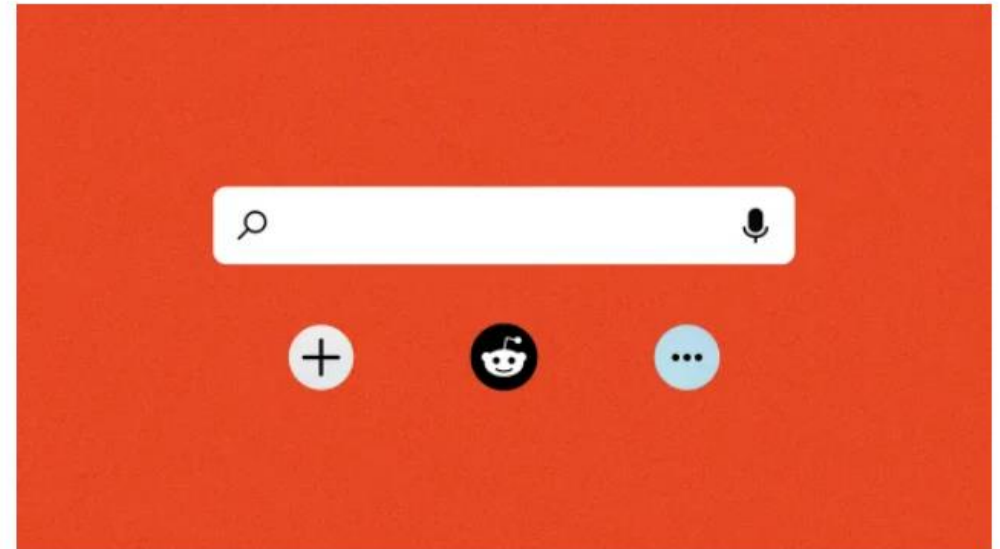
Avoid hidden fees.

 Square [Learn more](#)

02-17-22

Is Reddit a better search engine than Google?

A blog post making the argument that Google Search is dying shot to the top of Hacker News this week—and sparked a big debate.



[Source Photo: Reddit]

Appendix 5: Random redditor explains it succinctly

u/a_latvian_potato:

I think I understand what this article is trying to say. It's not saying that Google's search technology is worse or that people don't use Google to search. It's saying that **people trust less of the results Google shows compared to seeing discussions of it on Reddit.**

For instance, if I'm looking to see reviews of the Honda Civic 2022 or whatever, I actually do find myself typing "Honda Civic review reddit" instead of "Honda Civic review". This is because I want to see what real people and enthusiasts (on r/cars or whatever) are talking about the car, rather than the top results at Google which are basically just paid reviews advertising the car anyway.

Even though I kinda know people in Reddit are just as capable of spouting BS that are completely wrong, **I find the discussions more authentic** anyway than the corporate speak the "big websites" have on their articles that Google shows me.

BRAVE SEARCH

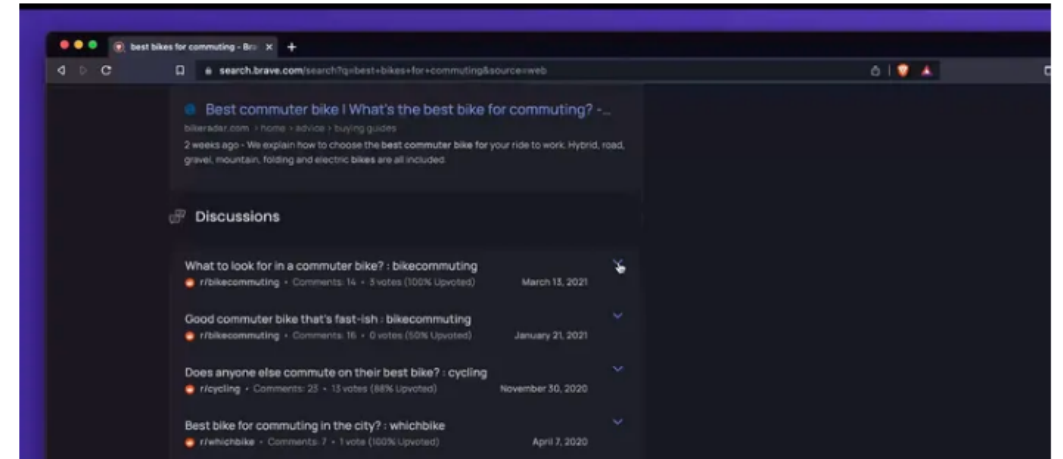


TECH / WEB / GOOGLE

Brave Search no longer requires you to append 'Reddit' to your searches / A section titled 'Discussions' compiles results from forums

By [EMMA ROTH](#)

Apr 21, 2022, 6:31 AM GMT+10 | [0 Comments](#) / [0 New](#)



YAHOO



Yahoo is making a return to search

Yahoo has been dropping hints over the past couple weeks about its return to competing in the search space.

[Barry Schwartz](#) on January 30, 2023 at 6:00 am | Reading time: 4 minutes



It seems like Yahoo Search wants to make a comeback in the near future.

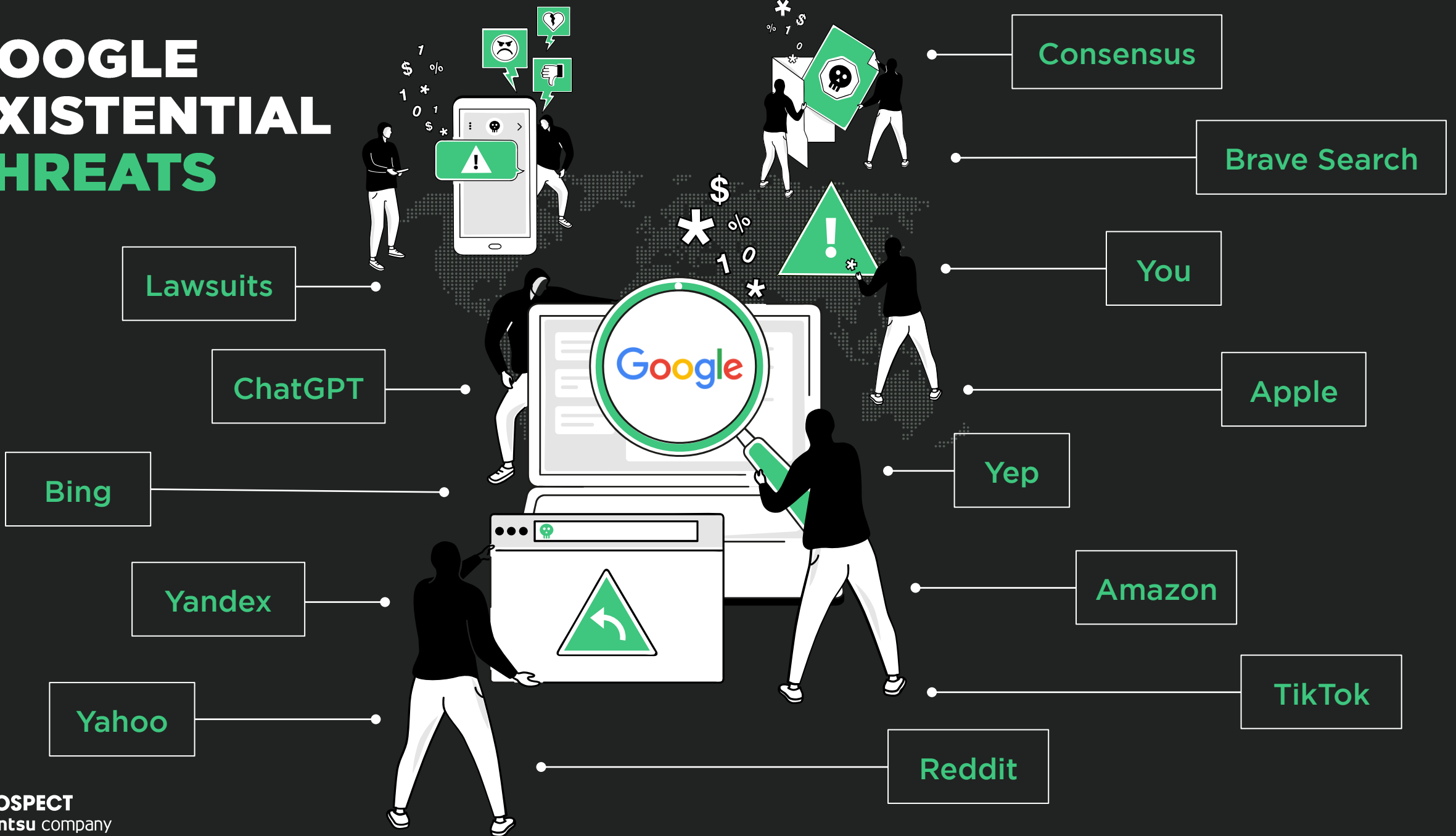
Yahoo has been dropping hints over the past couple of weeks related to this return and is also hiring a Principal Product Manager for the Yahoo Search platform to help lead these initiatives.

The job posting. Yahoo [posted a job listing](#) for a “Principal Product Manager, Yahoo Search” a few weeks ago. The job posting, in part, reads:

“We’re looking for a Product Manager for Search at Yahoo. We are looking for folks that are interested in pushing beyond the status quo to change the way folks interact and use search.”

“As a Product Manager for Search, you will help develop our search strategy and roadmap and lead its execution. The ideal candidate will leverage strong organizational skills and deep subject matter expertise to partner with design, science, engineering, and other key cross-functional teams. You will determine what we prioritize for our customers in our search experiences and bring the vision to life. You will also lead the effort to discover and amplify content from across the vast Yahoo ecosystem to create new and innovative search experiences across surfaces and for our Search App. The role is also

GOOGLE EXISTENTIAL THREATS





A silhouette of a person in profile, holding a smartphone to their ear. The background is a blurred cityscape at dusk or dawn, with buildings and a sky in shades of blue and orange. Two thin white lines cross the image diagonally.

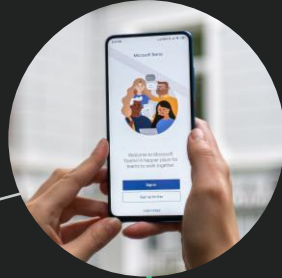
THE RISE – AND FALL? – OF GOOGLE SEARCH

iPROSPECT / a dentsu company

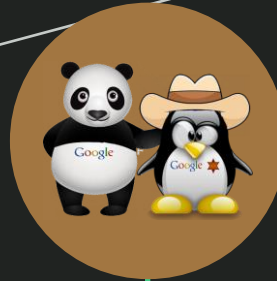
The internet
is born
1989



Wanna be
my friend?
2004-2008



Discovering
SEO
2012-2017



The Next
Generation of
Search
2023-??



Google is
born
1998



Gaming &
Searching
2008-2012



The AI
Revolution
2018-2022

**THANK
YOU!**

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