

Search



The Impact of Generative AI on SEO

Executive Snapshot

Publishing AI-generated content

Search engines do not penalize AI-generated content by default. They do prioritize helpful, high-quality, content written for humans and de-rank unoriginal content designed to manipulate SERPs.

Content produced solely by AI models tends to be low-quality in terms of expertise, originality, authority, and trustworthiness.

The best way to scale your content output, drive efficiency, and maintain quality rankings is to strategically atomize high-quality, human-created content with generative AI.

Generative AI-powered search engines

Google and Bing have integrated generative AI into their search experiences to keep users on SERPs.

They're using generative AI to:

- Better understand searcher's intent
- Surface more precise results on the SERP
- Drive deeper user engagement with SERP content
- Pave the way for conversational (potentially voice-dominant) search experiences.

The higher and more often you rank on SERPs, the more exposure, clicks, traffic, and inbound leads you can expect to see.

Publishing AI-generated content

How will search engines react to AI-generated content?

OPPORTUNITIES

- Improve content reach and relevance by atomizing and personalizing long-form human-generated content for search and other channels.
- Build search authority with an approach that generates more related content within a focused set of topics.
- Boost efficiency by automating the processes and touchpoints that slow down content creation.
- Scale your content program without sacrificing quality or speed.

RISKS

- Based on the limitations of its training data, AI-generated content can be inaccurate and generic.
- Widespread use of AI increases the risk of duplicate content, which can negatively impact search rankings.
- Content created primarily by AI is not subject to copyright protection.
- The proliferation of AI-generated content will inevitably increase competition in search.

RECOMMENDATIONS

- To maintain quality rankings, refrain from relying exclusively on generative AI for content creation.
- Instead, focus on empowering your creators to use AI as an assistive tool.
- Use AI to atomize and personalize your original, human-created content to enhance its reach and relevance.
- Offer an extensive library of original, helpful, and optimized content on your website to stand out in a saturated search environment and give you a competitive edge in SERPs.

Generative AI-powered search engines

How will AI-powered search engines impact my website and content rankings?

OPPORTUNITIES

- Build more brand equity with the new SERP experience.
- Take advantage of more opportunities to secure meaningful SERP real estate than in the former list view.
- Appear more often in search results within a single search session.
- Show up—potentially even more prominently—in the right searches.

RISKS

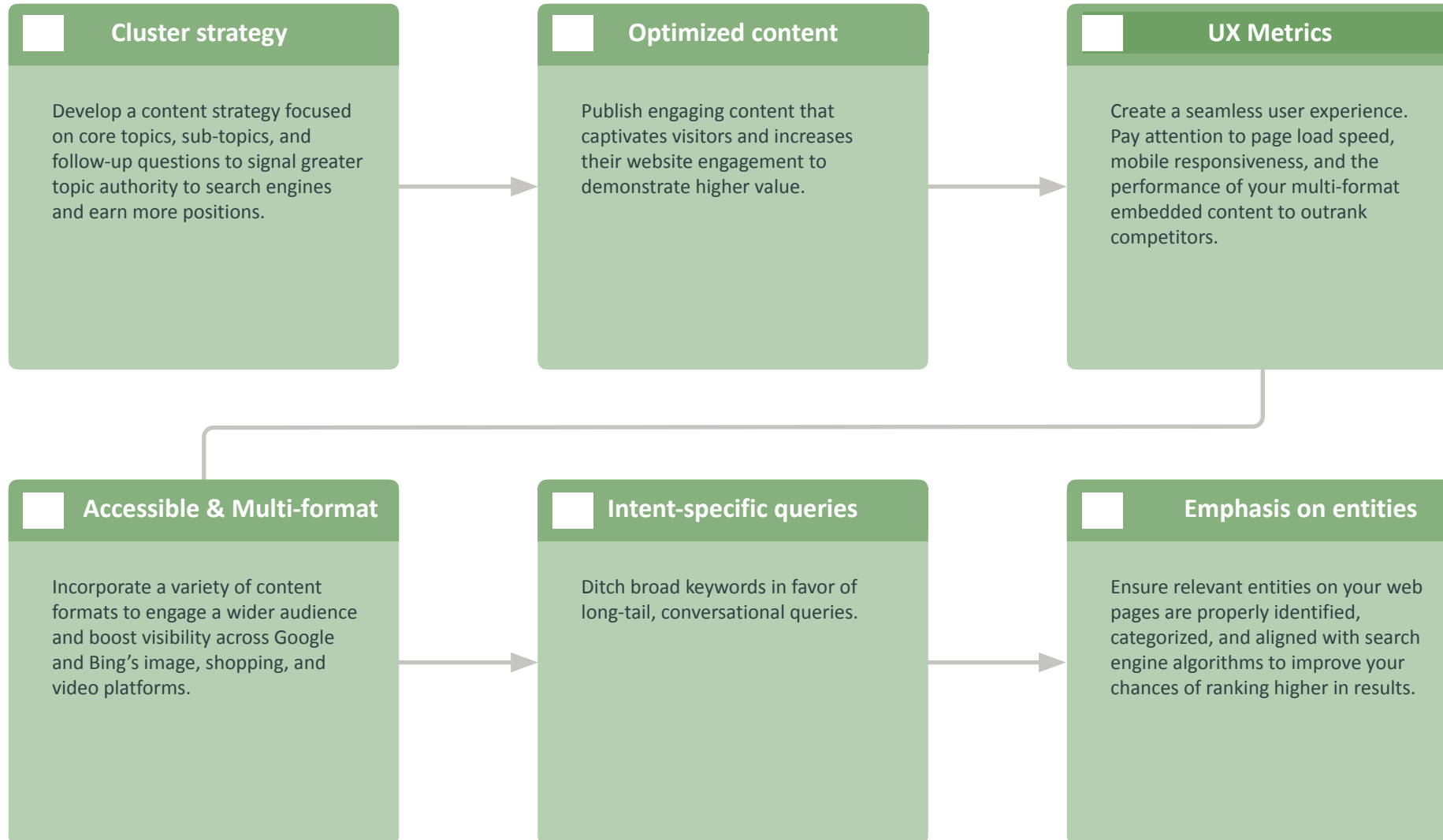
- CTRs from featured snippets will decline.
- Enhanced content recommendations from Google and Bing will entice searchers to stay on the search platform to explore options.
- Users will increasingly rely on Bard or ChatGPT for answers, rather than your website content crafted to address their questions.
- Search engines will place less emphasis on keyword density and proximity as indicators of your content's relevance to a query.

RECOMMENDATIONS

- Focus your content strategy on core topics, sub-topics, and follow-up questions to signal greater topic authority to search engines.
- Drive onsite engagement with compelling, optimized content and a seamless user experience.
- Create accessible, multi-format content to cater to different user preferences, engage a wider audience, and boost your search visibility.
- Move away from keywords and begin optimizing for entities and long-tail, conversational search queries.

Optimize your website for AI-powered search engines

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