

# AI is transforming organic search

## Article

- **AI is revolutionizing B2B SEO.** Many AI tools are included in established SEO tools. The tools are integrated into SEO tasks, including keyword research, competitive analysis, and performance tracking. This helps marketers gain deeper data insights into user search patterns and behaviors, which can inform more-effective SEO strategies.
- **Search engine algorithms are adapting to AI.** As AI technologies integrate more deeply with search engines, the algorithms are not only becoming more sophisticated, but also more volatile and less transparent. OpenAI's ChatGPT will soon be able to access and share a brand's website content, possibly leading to more zero-click searches. These changes require

ongoing adjustments in B2B SEO strategies to align with how search engines prioritize and rank content.

- **SGE poses a challenge.** Google’s AI-powered Search Generative Experience (SGE) is changing the search experience, and the impact varies considerably by vertical. SGE ranks highest on SERPs and provides answers to very specific questions. Friction is growing between E-E-A-T criteria (which look for content from trustworthy and established sources) and SGE (which emphasizes experience and user perspectives from sources such as TikTok, Reddit, and Quora).
- **Marketers plan to invest in AI tools.** Many marketers are fully integrating AI tools into their strategies to generate content, perform content audits, and create structured data. In the near future, 68% of small and medium-sized businesses (SMBs) plan to invest in AI tools, according to the Semrush survey. In the next two to three years, 45% of CMOs plan to use genAI for more than half of their SEO initiatives, per an October 2023 Capgemini survey.

**Future Implementation of Generative AI Use Cases in Marketing in the Next 2 to 3 Years According to CMOs and Executives Worldwide, Oct 2023**

% of respondents

	Will use extensively (for >50% of initiatives) in the next 2-3 years	Will use for <50% of initiatives	Don't plan to use in the next 2-3 years
Customer service	45%	44%	11%
Personalized customer and brand avatars	45%	42%	13%
Search engine optimization (SEO)	45%	44%	11%
Customer understanding and journey mapping	44%	44%	12%
Measure and track brand metrics	44%	42%	14%
Data analysis	42%	48%	10%
Image and video generation	42%	45%	12%
Personalized customer experience	42%	45%	13%
Text/content creation (emails, blogs, scriptwriting)	42%	46%	12%
Campaign creation	41%	46%	13%
Innovation (new product/concept development)	41%	46%	13%
Metahumans for engagement, forecasting, or simulation	40%	47%	13%
<b>Total</b>	<b>43%</b>	<b>45%</b>	<b>12%</b>

Note: n=1,112; numbers may not add up to 100% due to rounding  
 Source: Capgemini, "Generative AI and the Evolving Role of Marketing: A CMO's Playbook," Dec 11, 2023

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Read the full report, [B2B SEO and the Impact of AI on Organic Search](#).

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# B2B SEO and the Impact of AI on Organic Search

