

# Repipe Specialists Digital Marketing

Google SGE (Search Generative Experience)

# Exec Notes

## **Google SGE can monopolize a significant amount of screen real estate.**

- Google would significantly impact their ad revenue if they launched SGE as it is today.
- When 1 ad is shown above the SGE panel it is highly aligned with search intent. Search for “Nike,” see a Nike ad above SGE. With a brand name that is also a non-branded term, Repipe Specialists may not easily win this 1-ad position.
- Relying on a high paid position will be more crucial.

# Exec Notes

**Google is moving this feature from Labs to Search fairly quickly.**

- ChatGPT's integration with Bing creates pressure.

**Local searches can show a 5-pack vs a 3-pack within SGE, highlighting Google's increasing focus on local.**

- Our local and local mobile execution must be flawless and best-in-class.

**No ranking tool (that I am aware of) currently accounts for SGE.**

- We will need to rely on manual review – which will vary massively by user and location. Increases/decreases in our organic traffic will be the strongest indicator of SEO strength.

# Google AI-driven Search

Google Search Generative Experience (SGE) is an experiment that uses generative AI to help people learn and understand concepts while searching online. ~~SGE is part of Google's Search Labs program, which is experimenting with ways to enhance Google Search.~~

**SGE has moved from Google's Search Labs to an opt-in feature on desktop and mobile search. We should anticipate that SGE will become standard functionality for all users.**

# History

Aug 15

**SGE added to Search.** Search is rolling out new generative AI capabilities to help you better learn and make sense of information on the web.

<https://blog.google/products/search/google-search-generative-ai-learning-features/>

May 10

**SGE introduced to Labs.** Sign up today to test our latest update to Search, which uses generative AI to give you more information and context to your searches.

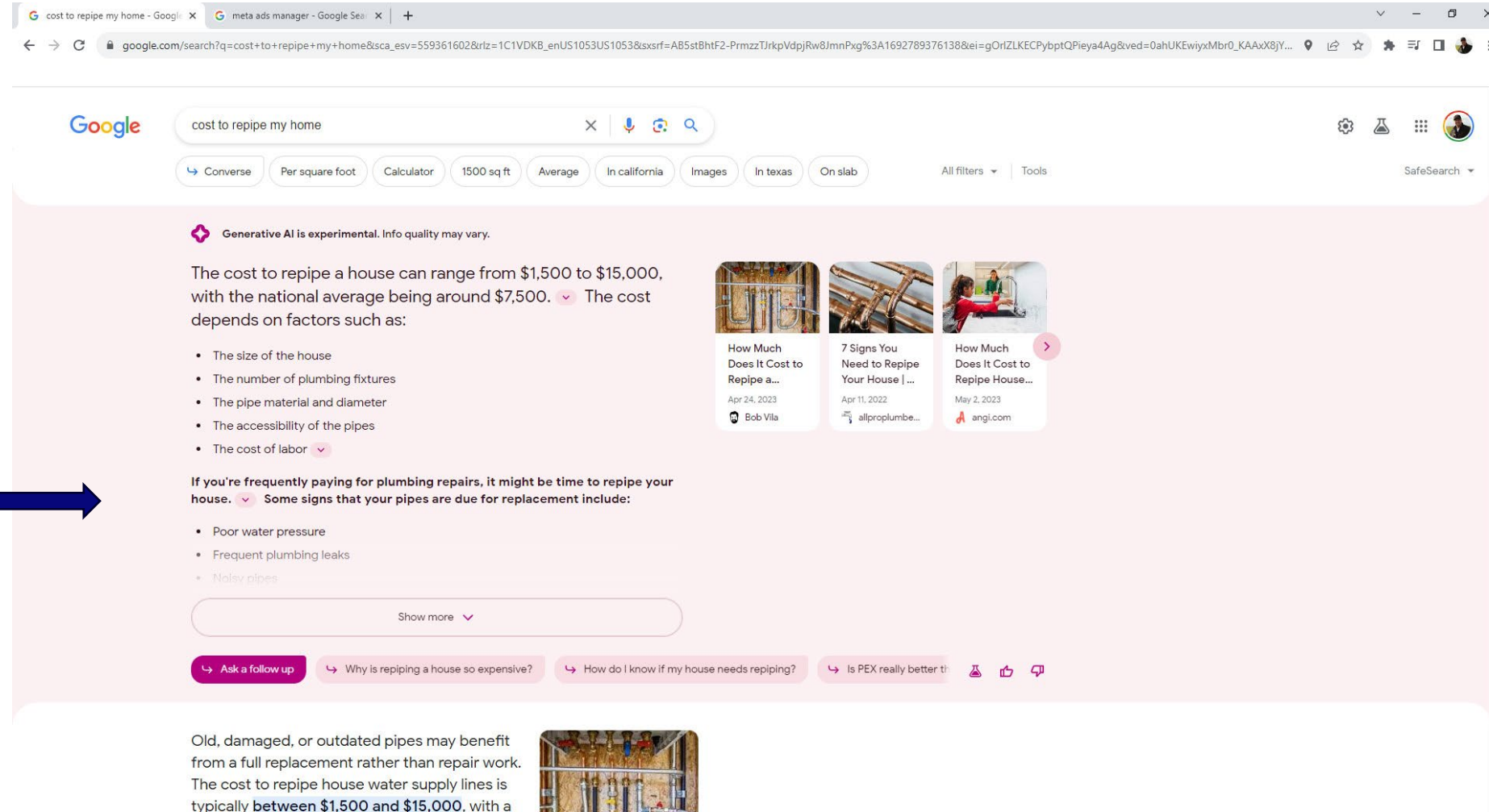
<https://blog.google/products/search/generative-ai-search/>

# Example – Desktop 1

If the SGE panel is shown at the top of the page it occupies almost all the above-the-fold space.

Clicking on “Show More” expands the panel below the fold.

SGE panel →



# Example – Desktop 2

Ads can still appear above the SGE panel.

1 ad →

SGE panel →

The screenshot shows a Google search for "meta ads manager". The search results are as follows:

- Sponsored:** A link from facebook.com titled "Meta Ads Manager - Facebook Ads Best Practices". The description reads: "Considering **advertising** on Facebook? There are **ad** solutions for every level of expertise. **Advertising** with Facebook is easy. Pick your format and target audiences and get started." Below this are four links: "Create a Facebook Ad", "Facebook Ad Formats", "Create a Business Page", and "Business Resource Hub".
- Generative AI is experimental.** Info quality may vary.
- SGE Panel:** A summary of Meta Ads Manager: "Meta Ads Manager is a platform that allows advertisers to manage and optimize their online advertising campaigns across multiple channels. It provides a centralized system for creating, launching, and tracking advertising campaigns." Below this is a paragraph: "Meta Ads Manager is the command center for Facebook Ads. It's an all-in-one tool for creating ads, managing when and where they'll run, and tracking how well your campaigns are performing towards your marketing goals." At the bottom of the SGE panel, it says: "You can use Meta Ads Manager to manage advertising campaigns on Facebook and all its associated social networks. You can also use it to..."
- Card 1:** "5 Tips for Getting Started with Meta Ads..." by Marin Softw... (Jun 25, 2023).
- Card 2:** "Ads Management for Facebook, Instagram | Meta for Business" by Facebook.
- Card 3:** "Meta (Facebook) Ads Manager Mad..." by optily.com (Mar 24, 2022).

# Example – Desktop 3

Multiple ads can appear above the SGE panel with a “Generate” button to create the generative content.

The screenshot shows a Google search results page for "plumbers near me" in Hudson, OH. The page features several sponsored ads for plumbing services. At the bottom, there is a collapsed SGE panel with a "Generate" button.

Results for Hudson, OH · Choose area

**Sponsored**

gotoapollo.com  
https://www.gotoapollo.com

**Apollo Plumbing Solutions - Quick Response - Call Apollo**  
Apollo Heating Cooling **Plumbing** - Providing Top-notch HVAC and **Plumbing** Solutions. Apollo Heating Cooling **Plumbing** - Your Reliable HVAC & **Plumbing** Experts in Kent. Call...  
Plumbing Services · General Heating Install · Furnace Repair · General Heating Repair

**Sponsored**

lp.rooterman-draincleaning.com  
https://lp.rooterman-draincleaning.com › northeastoh › plumber

**Plumbers near me - 24/7 Certified Plumber**  
RooterMan provides fast and affordable services in Hudson and surrounding areas. For over 50+ years Rooter-Man has been providing professional **plumbing**...

**Sponsored**

wyattworks.com  
https://www.wyattworks.com

**Cleveland-Based Plumber - Same-Day Plumbing Service**  
Professional and Dependable **Plumbing** Services in Cleveland—24/7. Call Now. Need...

**Sponsored**

The Plumbing Source  
https://www.plumbingsource.net

**The Plumbing Source - Looking For Plumbers Near Me**  
Locally Owned and Operated Since 1985. 24/7 Emergency Service Available. Northeast...

Get an AI-powered overview for this search? **Generate**

Collapsed SGE panel





# Example – Desktop 4

With multiple ad + the expanded SGE panel, organic content is far down the page.



Top organic listing →

Google plumbers near me

Converse Cheap Best Maps Residential Independent High rated Images Reviews All filters Tools

Results for Hudson, OH · Choose area

**Sponsored**  
gotoapollo.com  
Apollo Plumbing Solutions - Quick Response - Call Apollo  
Apollo Heating Cooling Plumbing - Providing Top-notch HVAC and Plumbing Solutions. Apollo Heating Cooling Plumbing - Your Reliable HVAC & Plumbing Experts in Kent. Call... Plumbing Services - General Heating Install - General Heating Repair - Furnace Repair

**Sponsored**  
lr.rooterman-draincleaning.com  
Plumbers near me - Rooterman Plumbing  
For over 50+ years Rooter-Man has been providing professional plumbing services! RooterMan provides fast and affordable services in Hudson and...

**Sponsored**  
Roto-Rooter®  
\$75 Off Plumbers Near Me - Same Day Plumbers Near You  
Experts in Cincinnati. Call Today To Schedule Service. 24/7 Plumber Services in Cincinnati...

**Sponsored**  
House Doctors  
Upfront Pricing - Locally Owned & Operated  
Your Trusted, Handyman & Home Improvement Professionals in Hudson, Oh. Professional...

Generative AI is experimental. Info quality may vary.

There are many plumbers near Hudson, Ohio, including ones that offer 24-hour emergency services, ones with high ratings, and ones that offer other services.

- Roto-Rooter Plumbing & Stov** (4.8 ★ (48))  
Plumber in Maple Heights, OH that offers 24-hour emergency plumbing and drain services
- Jastal Plumbing** (4.9 ★ (579))  
Plumber in Streetsboro, OH with an average customer rating of 4.9/5 from 579 reviews
- Harner Plumbing** (4.9 ★ (188))  
Plumber in Mantua, OH with an average customer rating of 4.9/5 from 188 reviews
- C. Lee Services** (4.8 ★ (166))  
Plumber in Stow, OH with an average customer rating of 4.8/5 from 166 reviews
- Charlie's Drain Services** (4.4 ★ (18))  
Plumber in Hudson, OH that some say they use at least once a year for drain problems

Map showing locations of plumbers near Hudson, OH.

Ask a follow up: What do most plumbers charge per hour? How do I hire a professional plumber? What do plumbers do?

**Angi**  
Top 10 Best Plumbers in Hudson, OH  
Plumbers that service Hudson ... A Caspersen Company Inc. ... Andrews Heating & Cooling Co. ... 3247 Pearl Rd. ... ARP Heating & Air Conditioning Inc. ... 31351 Lorain Rd. ... Rating: 4.6 - 33,979 reviews

**Yelp**  
THE BEST 10 Plumbing near Hudson, OH 44236

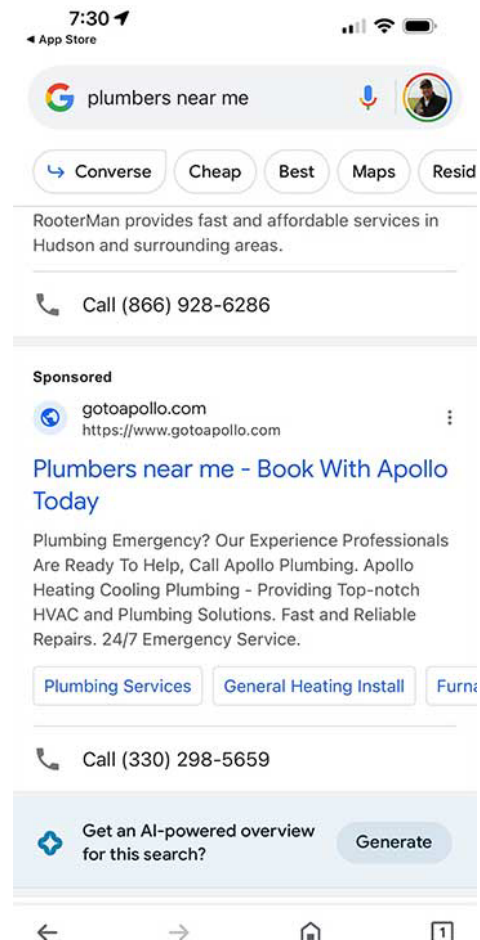
Angi  
https://www.angi.com/... Plumbers - OH - Hudson  
Top 10 Best Plumbers in Hudson, OH  
Plumbers that service Hudson ... A Caspersen Company Inc. ... Andrews Heating & Cooling Co. ... 3247 Pearl Rd. ... ARP Heating & Air Conditioning Inc. ... 31351 Lorain Rd. ... Rating: 4.6 - 33,979 reviews

Yelp  
https://www.yelp.com/... Home Services - Plumbing  
THE BEST 10 Plumbing near Hudson, OH 44236

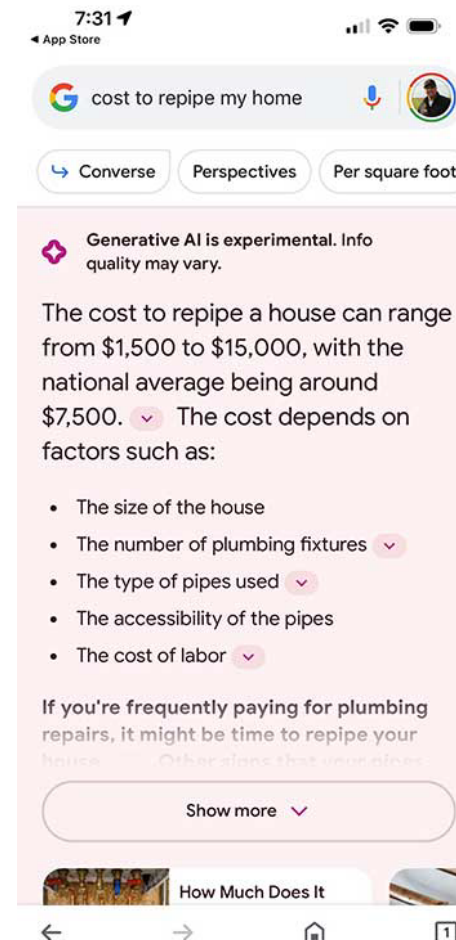
# Example – Mobile

The impact on screen real estate is more significant on mobile.

Collapsed SGE Panel



SGE Panel



Expanded SGE Panel

