

WEBINAR:

ORGANIC MARKETING

BRIEFING

IMPRESSION



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Digital PR Campaign Consultant

Why are we hosting this briefing?

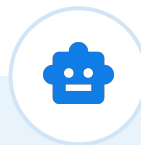
The search landscape is changing...



Google has said more frequent algorithm updates throughout 2025



New search appearances are becoming prominent in the search results



AI is starting to take off with market share being taken away from traditional search



Brand signals are showing a strong correlation with successful SEO

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What we'll be covering today

1

Organic Shopping

2

Brands growing influence in search

3

AI overviews

4

Search & LLMs

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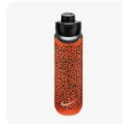
Organic Shopping

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Organic shopping will be a key pillar of any ecommerce SEO strategy.

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nike water bottle

			
Nike Hypersport Water Bottle £8.99 & more prices MandM & more Free delivery on £100+ 4.7 ★★★★★ (574)	Nike Big Mouth Bottle £13.31 & more prices Amazon... & more 4.6 ★★★★★ (776)	Nike Recharge Straw Bottle £10.00 & more prices Sports D... & more 5.0 ★★★★★ (1)	Nike Big Mouth Bottle 2.0 32oz £12.00 & more prices Next & more 4.5 ★★★★★ (549)
			
Nike Bottle Refuel Grip £12.00 & more prices Pro:Dire... & more 4.7 ★★★★★ (16)	Nike Sport Water Bottle £10.00 & more prices Lovell S... & more 4.6 ★★★★★ (171)	Nike Hyperfuel Water Bottle £14.46 Amazon.co.uk - ... 4.6 ★★★★★ (1.2K)	Nike Chug Bottle 24 Oz 99 Orange £22.00 & more prices Sports D... & more

Nike
https://www.nike.com › Accessories & Equipment
Water Bottles & Hydration
Find Water Bottles & Hydration at Nike.com. Free delivery and returns.

Next
https://www.next.co.uk › productaffiliation-kitchen › br...
Buy Drinks Bottles Nike Kitchen Online
Products Found ; Nike Black Refuel Grip Water Bottle 710ml. £16 ; Nike Black 22oz Big Mouth Water Bottle. £10 ; Nike Pink 22oz Big Mouth Water Bottle. £10.
4.7 ★ store rating (4.10K) · £12 to £24 · Free 28-day returns

Organic shopping will be a key pillar of any ecommerce SEO strategy.

50% of Sports Direct page 1 keywords contain organic shopping.

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nike water bottle

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Nike
https://www.nike.com > ... > Accessories & Equipment

Water Bottles & Hydration

Find Water Bottles & Hydration at Nike.com. Free delivery and returns.

Next
https://www.next.co.uk > productaffiliation-kitchen > br...

Buy Drinks Bottles Nike Kitchen Online

Products Found ; Nike Black Refuel Grip Water Bottle 710ml. £16 ; Nike Black 22oz Big Mouth Water Bottle. £10 ; Nike Pink 22oz Big Mouth Water Bottle. £10.
4.7 ★ store rating (4.10K) · £12 to £24 · Free 28-day returns

It's great at targeting high intent searches where a customer is being very specific.

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The screenshot shows a Google search for "xl leicester city shirt 2023". The search results are displayed in a grid format, showing various Leicester City football jerseys for sale. Each result includes a product image, a title, a price, and the seller's name and rating.

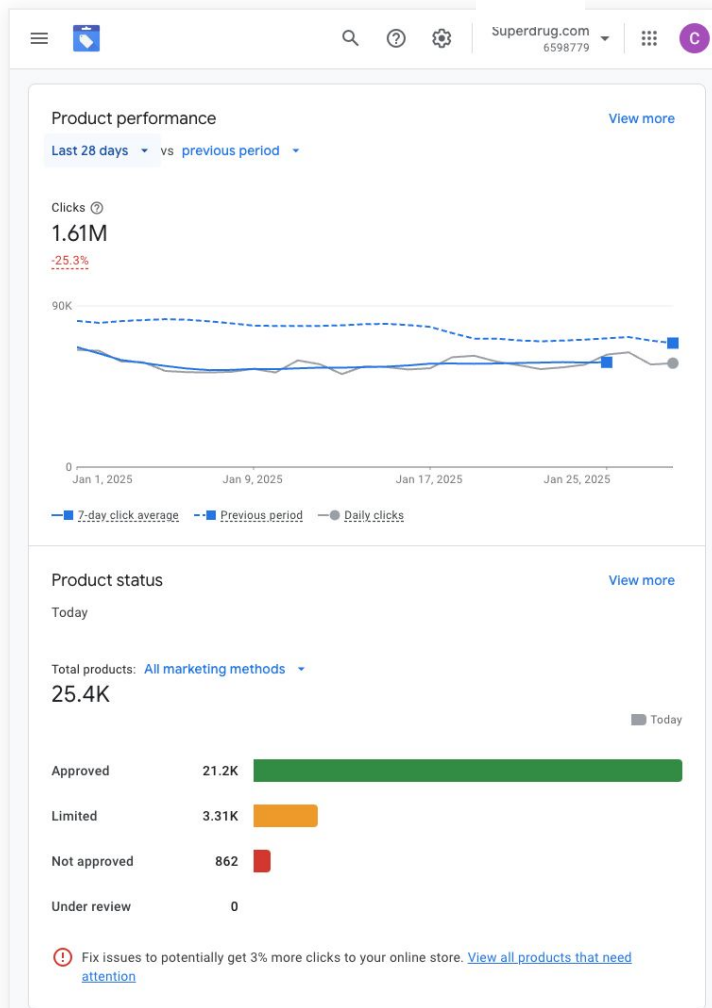
Product	Price	Seller	Rating
adidas Leicester City Mens SS Home Shirt...	£67.49	Footy.com	4.7 (79)
adidas 2023-2024 Leicester City Home Shirt - Blu...	£44.99	My Supermarket...	4.7 (79)
Leicester City 2022/2023 Third...	£36.99 (Pre-owned)	eBay	4.7 (79)
Leicester City Away Shirt	£40.00 (Was £56)	Soccer Box	
Adidas Leicester City FC Home Football Shirt	£32.00	adidas.co.uk	
2022/23 Leicester City 3rd Kit...	£44.95 (Pre-owned)	Classic11 Footb...	4.7 (79)
adidas 2023-2024 Leicester City Home Shirt (Var...	£76.49	My Supermarket...	4.7 (79)
Leicester City Men's Home Shirt 2024/25 - Adults...	£70.00	Leicester City Fo...	

**How can we ensure
we're eligible?**

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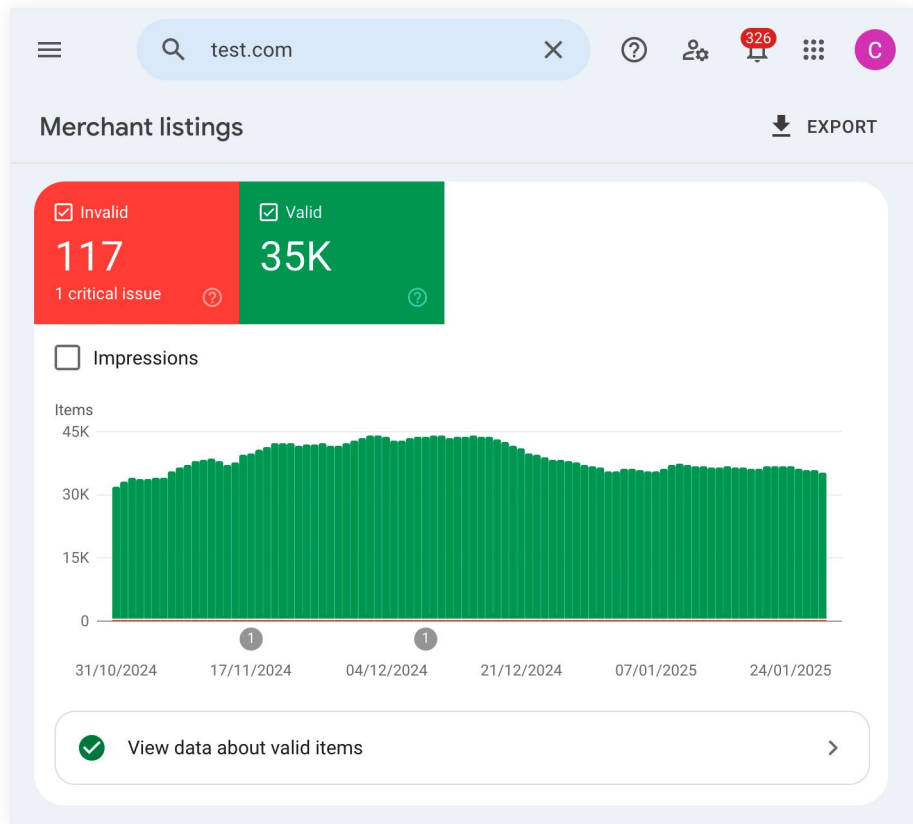
Submit your product
feed to Google
Merchant Centre and
fix any errors

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Check in Google
Search Console that
merchant listings are
pulling through as
valid

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Submit all possible
product variants in
your merchant
centre to achieve
maximum visibility

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10 possible products
to be submitted

★ Highly Rated

Nike Tech
Men's Woven Jacket

£76.99 ~~£109.99~~ 30% off

Select Size [Size Guide](#)

Fits large; we recommend ordering a size down

XS S M L XL
XXL 3XL

👁️ 2,000+ viewed in the last 7 days

Make 3 payments of £25.66. [Klarna.](#)
[Learn more](#)

18+, T&C apply, Credit subject to status.

How can we influence this as SEOs?

Make sure your
eligible for
merchant center
listings

Speak to your paid
teams and get
access to
merchant center!

Use the new
'product variant'
structured data to
maximise
eligibility

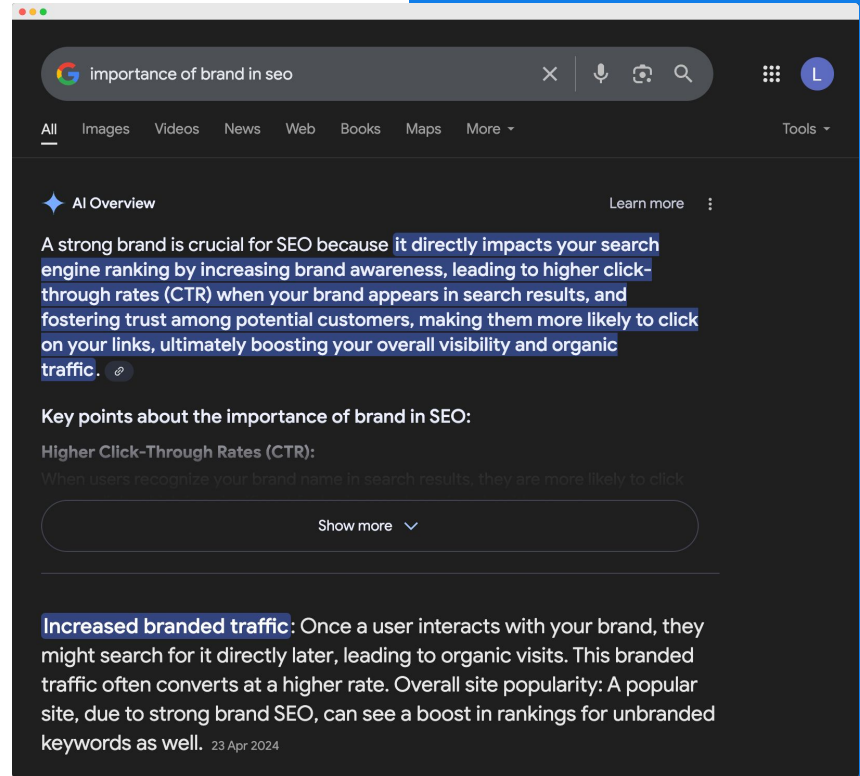
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Brands growing influence in search

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Building a strong brand will continue to be important in search.

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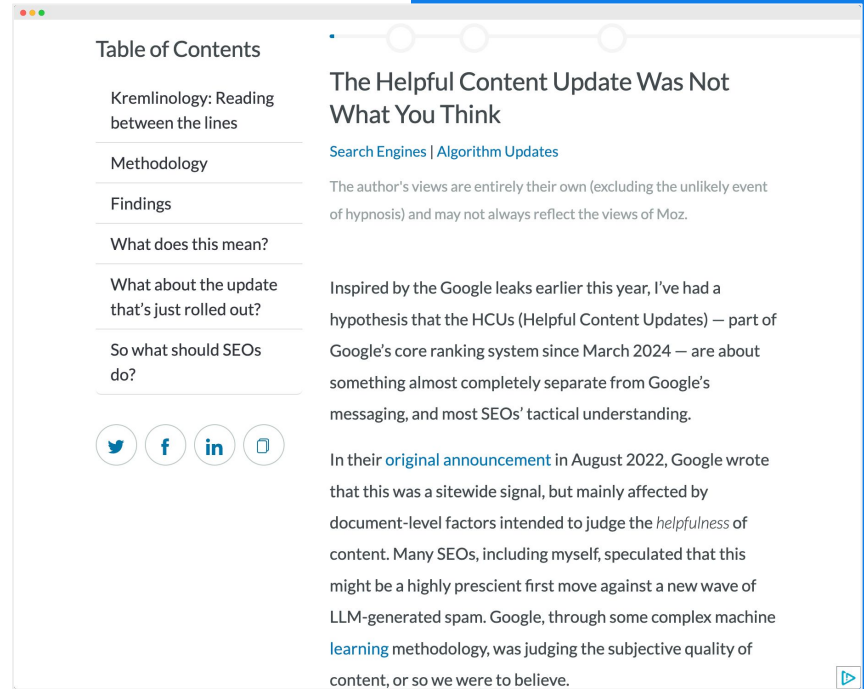
A screenshot of a Google search interface on a dark theme. The search bar at the top contains the text "importance of brand in seo". Below the search bar, there are navigation tabs for "All", "Images", "Videos", "News", "Web", "Books", "Maps", and "More". The main content area features an "AI Overview" section, indicated by a blue star icon and the text "AI Overview" with a "Learn more" link. The AI Overview text states: "A strong brand is crucial for SEO because it directly impacts your search engine ranking by increasing brand awareness, leading to higher click-through rates (CTR) when your brand appears in search results, and fostering trust among potential customers, making them more likely to click on your links, ultimately boosting your overall visibility and organic traffic." Below this, there is a section titled "Key points about the importance of brand in SEO:" followed by a sub-section "Higher Click-Through Rates (CTR):" with a brief explanation: "When users recognize your brand name in search results, they are more likely to click." A "Show more" button with a downward arrow is located below this text. Further down, another sub-section "Increased branded traffic:" explains that once a user interacts with a brand, they might search for it directly later, leading to organic visits, and that a popular site can see a boost in rankings for unbranded keywords as well. The date "23 Apr 2024" is visible at the bottom right of the AI Overview section.

Back in 2021, research from Moz found that there was some correlation between branded search volume and stronger SERP rankings.

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While correlation doesn't necessarily mean causation, data uncovered in subsequent years has backed up the power of brand.

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The screenshot shows a web browser window with a white background and a blue header. The article title is "The Helpful Content Update Was Not What You Think" in a large, bold, black font. Below the title is a sub-header "Search Engines | Algorithm Updates" in a smaller, blue font. The main text of the article is in a black font, with some words in blue. The article discusses the Helpful Content Update (HCU) and its impact on SEO. The browser window also shows a "Table of Contents" on the left side, with links to various sections of the article. At the bottom of the browser window, there are social media sharing icons for Twitter, Facebook, LinkedIn, and a generic share icon.

Table of Contents

- Kremlinology: Reading between the lines
- Methodology
- Findings
- What does this mean?
- What about the update that's just rolled out?
- So what should SEOs do?

The Helpful Content Update Was Not What You Think

Search Engines | Algorithm Updates

The author's views are entirely their own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Inspired by the Google leaks earlier this year, I've had a hypothesis that the HCUs (Helpful Content Updates) — part of Google's core ranking system since March 2024 — are about something almost completely separate from Google's messaging, and most SEOs' tactical understanding.

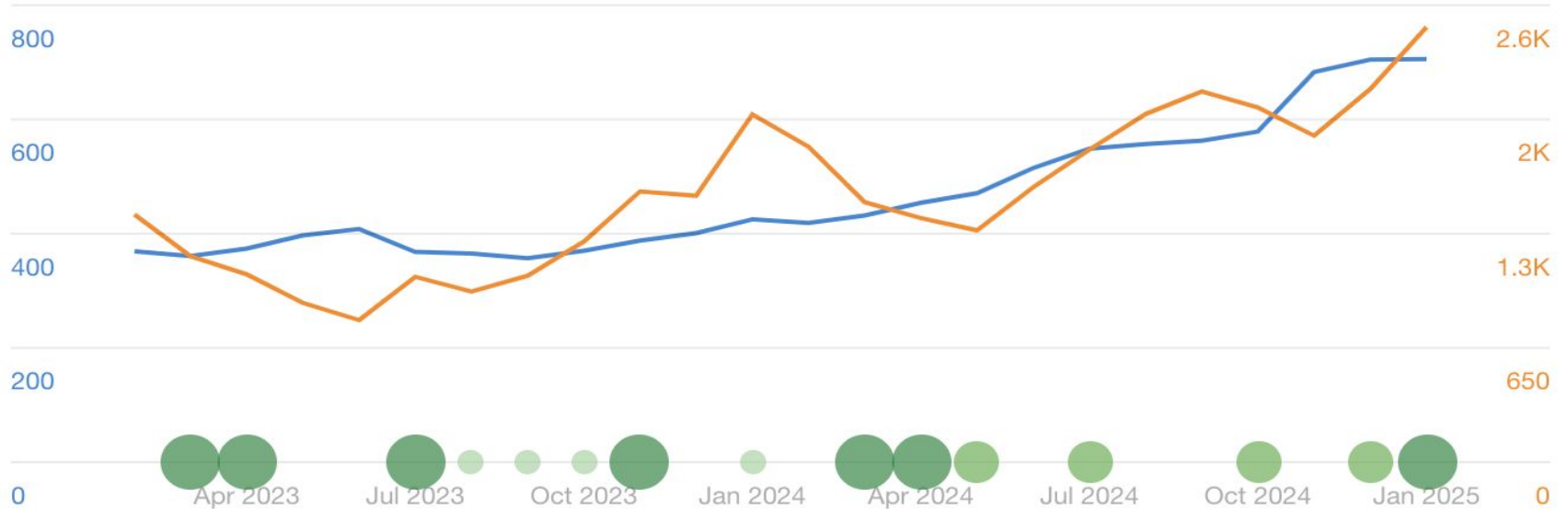
In their [original announcement](#) in August 2022, Google wrote that this was a sitewide signal, but mainly affected by document-level factors intended to judge the *helpfulness* of content. Many SEOs, including myself, speculated that this might be a highly prescient first move against a new wave of LLM-generated spam. Google, through some complex machine [learning](#) methodology, was judging the subjective quality of content, or so we were to believe.

MOZ

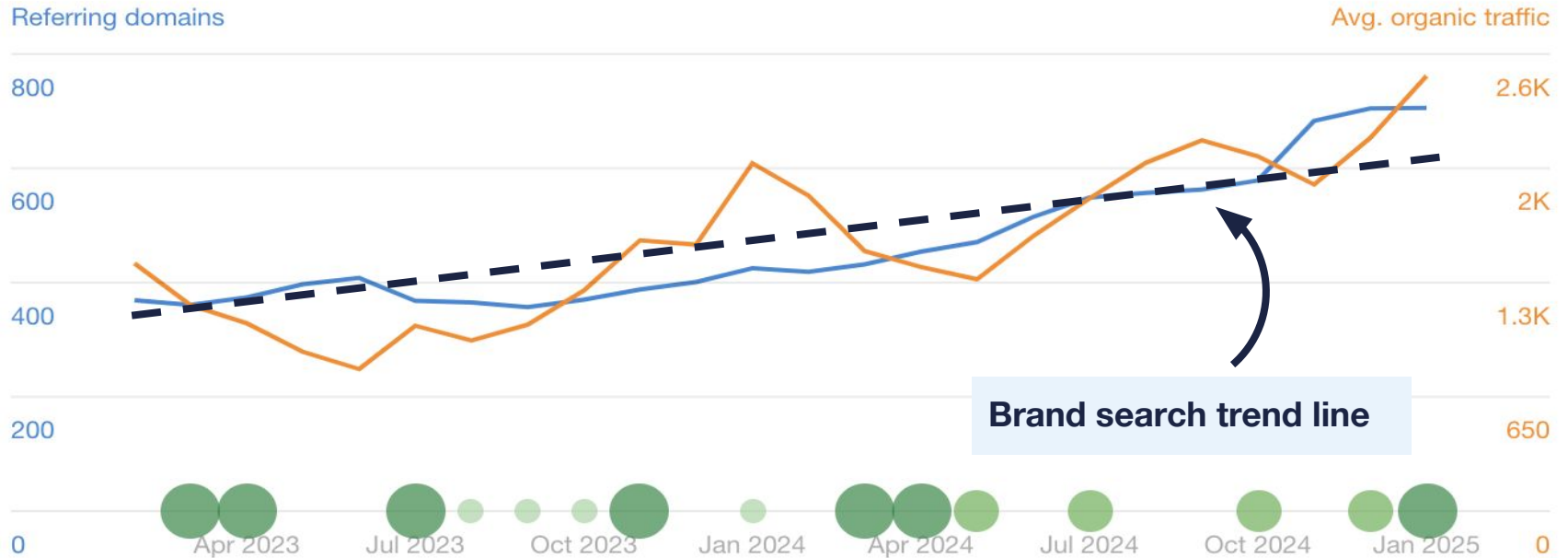
Brand DPR supports improved traffic

Referring domains

Avg. organic traffic



But also correlates with increased brand search



—

Regardless, the tactics used to increase brand equity tie into suspected ranking factors.

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Some of the ranking factors supported by brand building

Social Signals

**Backlinks &
Mentions**

Trust Signals

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How can I measure the impact of my organic strategy on my brand?

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Track and compare brand search volume over periods of time to account for seasonality



Plan your on-page and PR content to align with your brand values and show your expertise



Track social trends and engagement with your organic social content to see what resonates



Build your brand alongside links. Create link strategies that target publications and channels you know your key demographic will read or engage with.

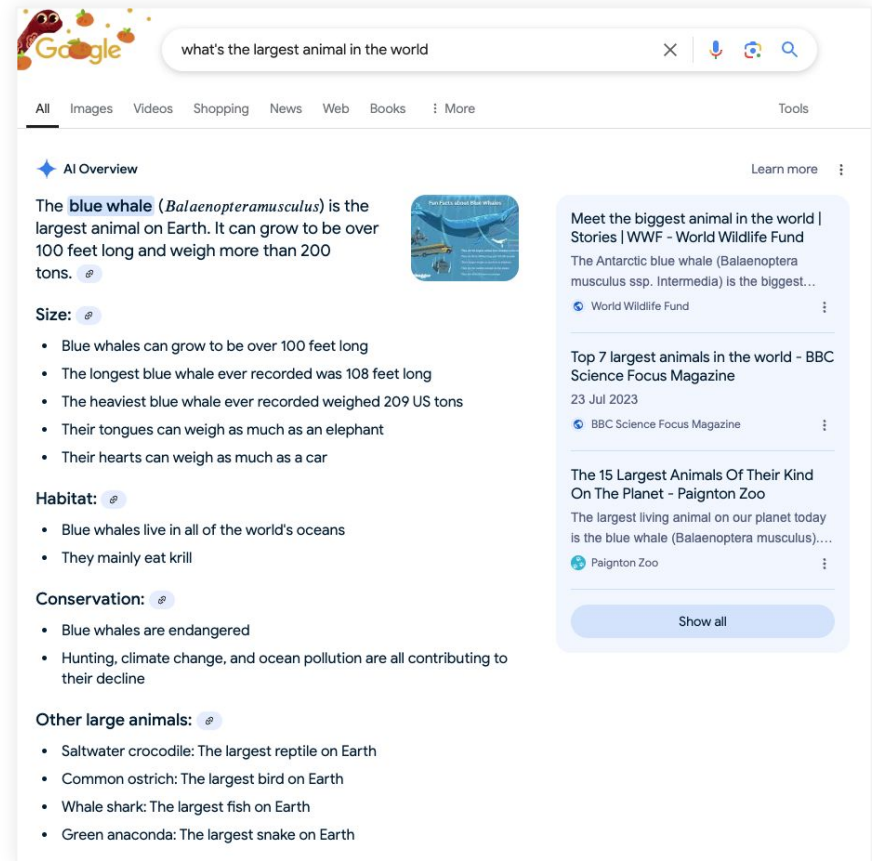


AI Overviews

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AI Overviews are here to stay and will continue to be prevalent in search.

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Google search results for "what's the largest animal in the world". The AI Overview section provides a summary of the blue whale (*Balaenoptera musculus*) as the largest animal on Earth, with details on its size, habitat, and conservation status. A list of other large animals is also provided. A sidebar on the right features a "Meet the biggest animal in the world" article from WWF and a "Top 7 largest animals in the world" article from BBC Science Focus Magazine.

what's the largest animal in the world

All Images Videos Shopping News Web Books More Tools

AI Overview Learn more

The **blue whale** (*Balaenoptera musculus*) is the largest animal on Earth. It can grow to be over 100 feet long and weigh more than 200 tons.

Size:

- Blue whales can grow to be over 100 feet long
- The longest blue whale ever recorded was 108 feet long
- The heaviest blue whale ever recorded weighed 209 US tons
- Their tongues can weigh as much as an elephant
- Their hearts can weigh as much as a car

Habitat:

- Blue whales live in all of the world's oceans
- They mainly eat krill

Conservation:

- Blue whales are endangered
- Hunting, climate change, and ocean pollution are all contributing to their decline

Other large animals:

- Saltwater crocodile: The largest reptile on Earth
- Common ostrich: The largest bird on Earth
- Whale shark: The largest fish on Earth
- Green anaconda: The largest snake on Earth

Meet the biggest animal in the world | Stories | WWF - World Wildlife Fund

The Antarctic blue whale (*Balaenoptera musculus* ssp. *intermedia*) is the biggest...

World Wildlife Fund

Top 7 largest animals in the world - BBC Science Focus Magazine

23 Jul 2023

BBC Science Focus Magazine

The 15 Largest Animals Of Their Kind On The Planet - Paignton Zoo

The largest living animal on our planet today is the blue whale (*Balaenoptera musculus*)...

Paignton Zoo

Show all



A 2025 case study
explains where AI
overviews are fitting
into the search
results

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AIOs still don't show up for the **majority** of searches.



**A 2025 case study
explains where AI
overviews are fitting
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results**

IMPRESSION



AIOs still don't show up for the **majority** of searches.



AIOs appear for a relatively **low number** of searches (29.9% of Keywords and 11.5% of Total Search Volume).



**A 2025 case study
explains where AI
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IMPRESSION



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AIOs don't appear more **frequently** for terms with higher search volumes.



**A 2025 case study
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IMPRESSION



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AIOs don't appear more **frequently** for terms with higher search volumes.



AIOs do show for **less popular** terms on a regular basis, though most frequently for medium search volume terms


AI overviews are doing a great job at answering zero click searches


Google

what is the highest point in nottingham

All Images Maps News Videos Shopping Web More Tools


◆ AI Overview Learn more

The highest point in Nottinghamshire is **Newtonwood Lane**, which is located on the Derbyshire county boundary. The highest point in the Nottingham area is Dorket Head in Arnold. 




Explanation


Newtonwood Lane

This point is considered natural and is the highest point in Nottinghamshire. It's located on the edge of a service reservoir. 

Silverhill


This artificial hill was designed to be the highest point in Nottinghamshire. It's located on the site of the former Silverhill colliery. Silverhill is now known as Silverhill Woods and is a popular recreation site. 

Dorket Head

This is the highest point in the Nottingham area, but not the highest in the county. It's located at the junction of Lime Lane and Calverton Road in Arnold. 


Silverhill, Nottinghamshire - Wikipedia

Highest point in Nottinghamshire Silverhill was designed to be the highest point in the county, albeit an artificial one, and this...

W Wikipedia 


Silverhill, Nottinghamshire



About. Silverhill is an artificial hill near Teversal in Nottinghamshire, and is one of the highest points in the count...

[Visit Nottinghamshire](#) 

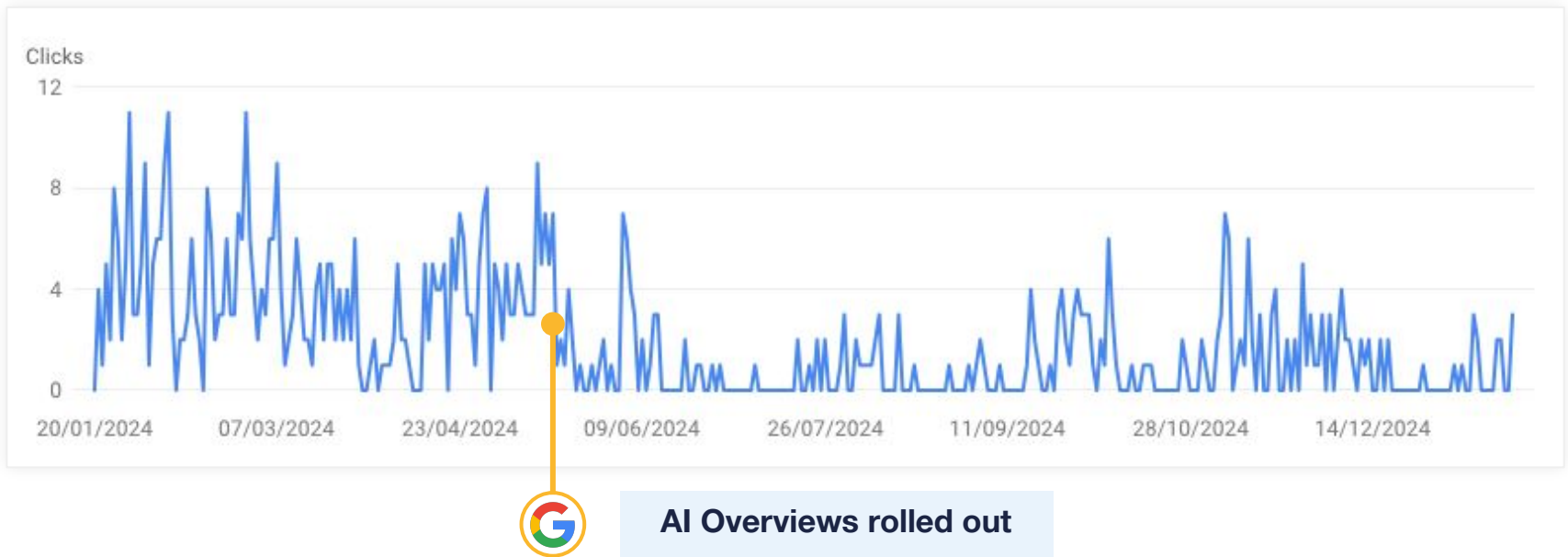
Dorket Head - Wikipedia

Dorket Head is the name of the immediate area surrounding the junction of Lime Lane and Calverton Road in the town of...

W Wikipedia 

Generative AI is experimental.  

It has impacted content that would traditionally drive informational clicks



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Home > Blog > SEO
> Bing vs Google: Search Engine Comparison 2025

07.01.2025 31 min read

Bing vs Google: Search Engine Comparison 2025

Digital Marketing PPC SEO

This article was updated on: 21.01.2025

In the Bing vs Google debate, many would point to the widespread popularity of Google – the world's largest search engine – as evidence that users prefer it to its closest rival. Figures suggest that Google has 1 billion daily active users compared to Bing's 100 million. Yet whilst Google continues to dominate the global market in 2025 with an [85% market share](#), challenger search engines like Microsoft's Bing have pushed to eat up a portion of this share in recent years.


bing vs google

All Images Videos News Shopping Web Books More Tools

AI Overview

Learn more

Google and Bing are both popular search engines that offer similar features, but they have different user interfaces and strengths.



User interface:

Google
Has a simple, clean results page that emphasizes relevance and user experience

Bing

Show more

Impression | Digital Marketing Agency
<https://www.impressiondigital.com> > Blog > SEO

Bing vs Google: Search Engine Comparison 2025

21 Jan 2025 — While Google offers users a wider selection of images and an Advanced Search function for helpful filtering, Bing offers higher-quality images ...

What does this mean for my organic strategy?

Medium search volume content will continue to be impacted by AI overviews

Tracking what keywords have AI Overviews will help you identify threats and opportunities

In-depth, relevant and easy to digest content will be the go to optimisation technique

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Search & LLMs

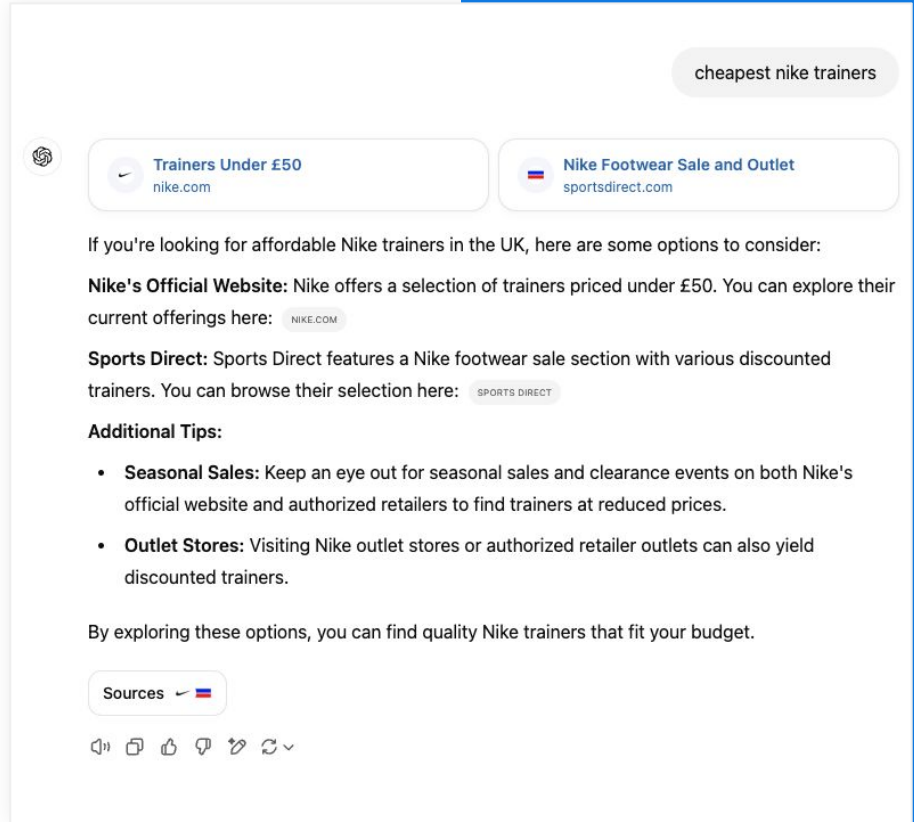
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Google's search engine market share dropped below 90% for the last months of 2024.

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ChatGPT search has passed 1% market share and is expected to increase throughout 2025.


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The screenshot displays a search interface for 'cheapest nike trainers'. At the top right, the search query is shown in a rounded button. Below it, two source cards are visible: 'Trainers Under £50' from nike.com and 'Nike Footwear Sale and Outlet' from sportsdirect.com. The main text provides recommendations for finding affordable Nike trainers in the UK, mentioning Nike's official website and Sports Direct. It includes 'Additional Tips' such as watching for seasonal sales and visiting outlet stores. At the bottom, there is a 'Sources' section with a flag icon and a row of utility icons for audio, copy, like, dislike, share, and refresh.

cheapest nike trainers

  **Trainers Under £50**
nike.com

 **Nike Footwear Sale and Outlet**
sportsdirect.com

If you're looking for affordable Nike trainers in the UK, here are some options to consider:


Nike's Official Website: Nike offers a selection of trainers priced under £50. You can explore their current offerings here: [NIKE.COM](#)







Sports Direct: Sports Direct features a Nike footwear sale section with various discounted trainers. You can browse their selection here: [SPORTS DIRECT](#)

Additional Tips:

- **Seasonal Sales:** Keep an eye out for seasonal sales and clearance events on both Nike's official website and authorized retailers to find trainers at reduced prices.
- **Outlet Stores:** Visiting Nike outlet stores or authorized retailer outlets can also yield discounted trainers.

By exploring these options, you can find quality Nike trainers that fit your budget.

Sources 

**We're seeing
this in the
content that
we're
producing**

Session source/medium	Landing page	Views	↓ Views
Totals		1,589 100.0% of total	1,589 100.0% of total
1 chatgpt.com / referral	/	276	276
2 chatgpt.com / referral	/blog/ugc-trends-insights-and-examples	58	58
3 gemini.google.com / referral	/blog/key-google-algorithm-changes	54	54
4 perplexity.ai / referral	/blog/aida-model-and-digital-marketing	54	54
5 perplexity.ai / referral	/blog/key-google-algorithm-changes	51	51
6 chat.openai.com / referral	/	43	43
7 gemini.google.com / referral	/blog/bing-differ-google	32	32
8 chatgpt.com / referral	/blog/key-google-algorithm-changes	31	31
9 perplexity.ai / referral	/blog/bing-differ-google	29	29
10 chatgpt.com / referral	/blog/aida-model-and-digital-marketing	27	27

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How can we optimise for this?



While not the same, traditional SEO will help



Brand mentions are really important (reviews, aggregators & links)



Measure through log file analysis (Botify, Lumar, Screaming Frog)



ChatGPT results appear closer to Bing's

—

With OpenAI using Bing we will also need to ensure good indexing through BWT



OpenAI



Microsoft Bing

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Thank you

hello@impressiondigital.com

NOTTINGHAM

Fothergill House, 16 King Street
Nottingham, NG1 2AS

LONDON

Runway East Borough Market,
20 St Thomas Street, London,
SE1 9RS

MANCHESTER

Beehive Mill, Jersey St, Ancoats,
Manchester, M4 6JG

NEW YORK

160 Varick Street New York, NY,
10013, USA

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