



# 5 Reasons Why I Think **SearchGPT** **Is GREAT For SEO**

Ojash  
SEO Manager

Swipe >

Open AI recently announced its new AI-powered tool SearchGPT.

It's said to be the new "GoOgLE KiLIEr"

But is it going to REALLY have an impact on SEO and organic search.

Here's everything you need to know>>>

## AI News

**Challenge Google! OpenAI to Launch SearchGPT with Initial Invitation for Only 10,000 Testers**



AIbase基地

Published in AI News · 3 min read · Jul 26, 2024

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# Why Is OpenAI Launching SearchGPT?

The answer is simple Revenue! 💰

ChatGPT costs OpenAI \$5 Billion every year.

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OpenAI may go bankrupt by end of 2024, costs \$700k to operate ChatGPT daily: Report

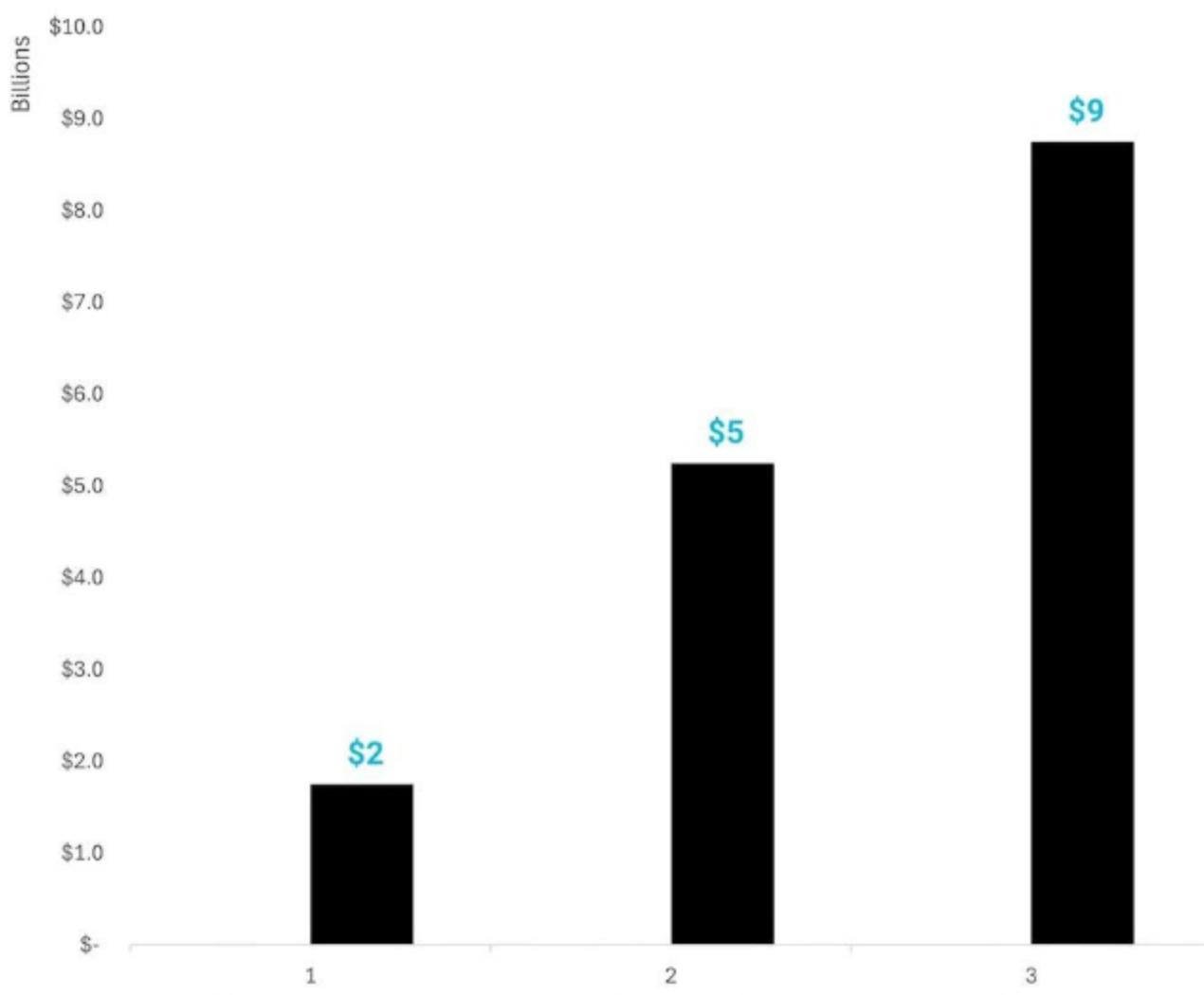
New York • Edited By: Abhinav Singh • Updated: Aug 13, 2023, 05:00 PM IST



Just think—if SearchGPT can capture only 3% of the search engine market share, it could help OpenAI cover its huge expenses.

Annual revenue when capturing 1%, 3% and 5% of Google Search market share

*Data source: Glimpse*



And well, Google has a pretty good reason to declare **Code RED!** 

Forbes

FORBES > BUSINESS

BREAKING

# OpenAI Announces AI-Powered Search Engine That Could Challenge Google—And Alphabet's Stock Drops 3%. Here's What To Know.

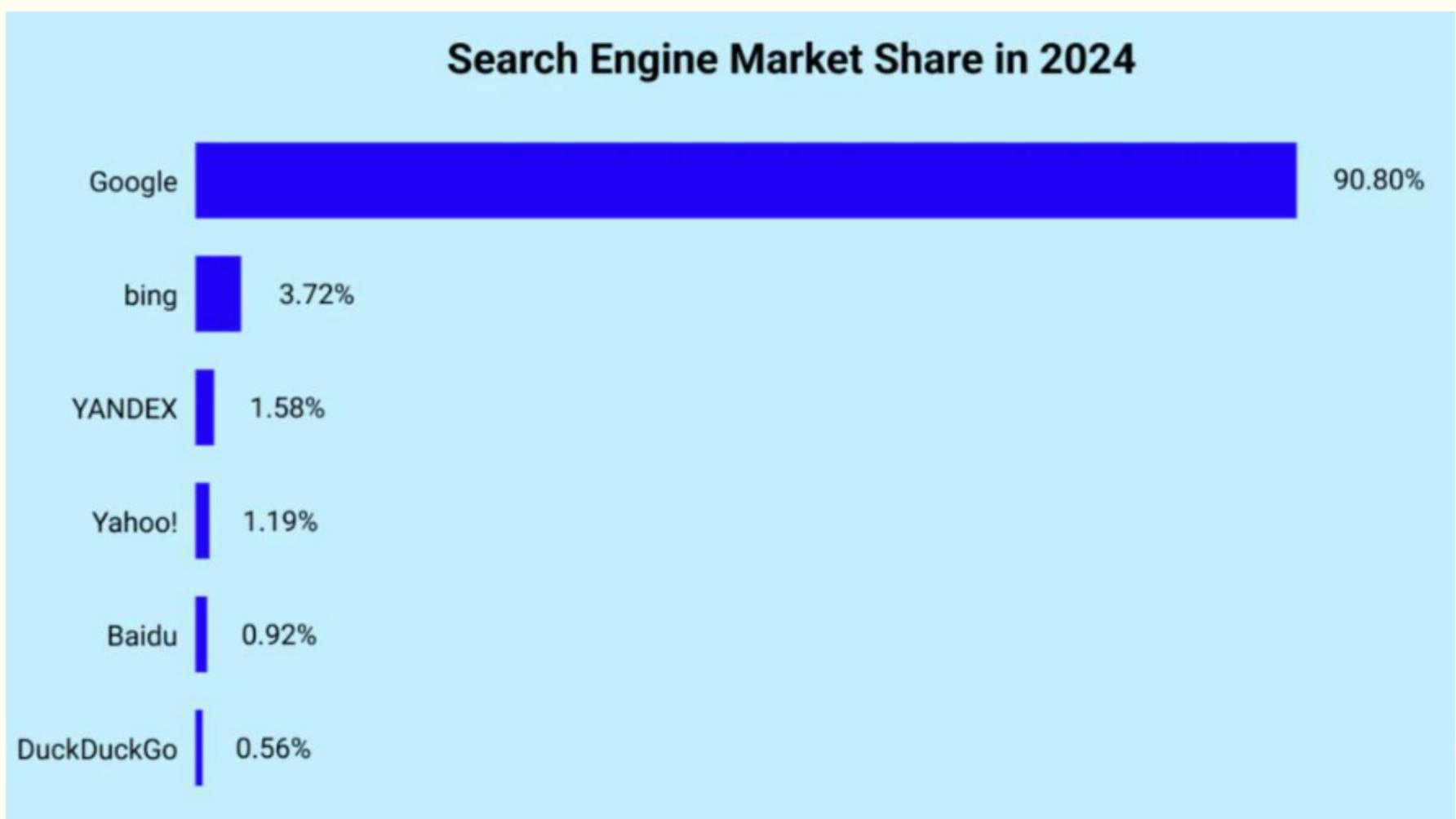
# Why I'm Rooting For SearchGPT.

And Why I Think It's **Better**  
**Than Google >>>**

# Diversity In Traffic Sources

SEO is supposed to be about search engine optimization,

Not just Google optimization.



I'm **SICK** of relying exclusively on Google to drive traffic to websites.

If SearchGPT can gain market share, we might finally have a diversity of traffic sources

- No more being at the mercy of Google's whims!

# It's Simply Better At Answering Most Queries

Google's AI often gives short, less detailed answers that leave users digging through multiple sites to find what they exactly need.

A screenshot of a search results page from a web browser. The search bar at the top contains the query "what did elon say about Zuckerberg". Below the search bar are navigation links: All, News, Images, Videos, Shopping, Books, Web, and More. The results section shows two news articles. The first article is from Yahoo Finance, titled "Elon Musk mocks Mark Zuckerberg's July 4 video after ...", with a link to <https://finance.yahoo.com › news › elon-musk-mocks-...>. The second article is from Business Standard, titled "After praising Zuckerberg; Elon Musk says ready to fight ...", with a link to <https://www.business-standard.com › World News › After praising Zuckerberg; Elon Musk says ready to fight ...>. Both articles were published on 25 Jul 2024.

# Whereas SearchGPT is designed to give you direct answers along with a list of links.

## Musk Challenges Zuckerberg to Fight Again

Last week, Elon Musk reiterated his challenge to fight Mark Zuckerberg, stating he is ready "any place, any time, any rules" (Business Insider, New York Post). This renewed challenge comes after a year of back-and-forth discussions about a potential cage match between the two tech billionaires. Mark Zuckerberg, however, has shown little interest in revisiting the idea, questioning the seriousness of Musk's commitment (Peoplemag, MSN).

The feud between Musk and Zuckerberg has been ongoing, with previous discussions about a cage match dating back to June 2023. Despite Musk's persistent challenges, Zuckerberg has expressed skepticism about Musk's genuine interest in the match, suggesting it's time to move on (Peoplemag, The US Sun). The potential fight was initially intended to raise money for charity, with all proceeds benefiting veterans and pediatric hospitals (Peoplemag, New York Post).

In addition to his challenge, Musk also mocked Zuckerberg's Fourth of July video, where Zuckerberg was seen surfing while holding an American flag and sipping beer. Musk commented, "May he continue to have fun on his yachts. I prefer to work," highlighting their ongoing rivalry (Fox Business, Hindustan Times, BeachGrit).

## Musk vs. Zuckerberg Feud

# So Won't SearchGPT Steal Your Traffic?

Apparently, unlike Google, OpenAI is pretty keen on keeping publishers happy!

That's what they say so in their official statements >>>

## Partnering with publishers and creators

We are committed to a thriving ecosystem of publishers and creators. We hope to help users discover publisher sites and experiences, while bringing more choice to search. For decades, search has been a foundational way for publishers and creators to reach users. Now, we're using AI to enhance this experience by highlighting high quality content in a conversational interface with multiple opportunities for users to engage.

"AI search is going to become one of the key ways that people navigate the internet, and it's crucial, in these early days, that th

They also mention that SearchGPT is "esigned to connect readers and publishers through PROMINENT citations.

SearchGPT is designed to help users connect with publishers by prominently citing and linking to them in searches. Responses have clear, in-line, named attribution and links so users know where information is coming from and can quickly engage with even more results in a sidebar with source links.

Calendar of Events near Boone, NC -  
Concerts, Festivals, Sports, Theater  
Events, shows, and other things happening in Boone, NC. Last updated 1 day ago.  
© 2024 SearchGPT. All rights reserved.

Music Festivals in Boone, NC in August 2024  
In August, there are several music festivals and events happening in Boone, North Carolina.

 An Appalachian Summer Festival

# And Well, They Were True>>>

SearchGPT has TONS of citations.

Much better than AI overviews for sure!

"music festivals in boone north carolina in august"

 Explore Boone  
**Calendar of Events near Boone, NC - Concerts, Festivals, Sports, Theater**  
Explore Boone brings you the most updated list of entertaining events, from area festivals to workshop...

 **Concerts & Music near Boone, NC**  
331 queen street, suite 101 boone, nc 28607 t: (82...

**Calendar of Events near Boone, NC - Concerts, Festivals, Sports, Theatre**  
A comprehensive Calendar of Events for Boone NC,...

 Jones House Cultural Center  
**Summer Concerts — Jones House Cultural Center - Town of Boone Jones...**  
The Town of Boone's Summer Concerts at the Jones House kicks off in downtown Boone on Friday, June...

 AppTheatre  
**Events & Tickets — The Appalachian Theatre of the High Country**  
An Evening with Dr. Temple Grandin. Monday, July 29, 2024. 6:30 PM 9:30 PM. The Appalachian...

 AppSummer  
**An Appalachian Summer Festival | Music, Dance, Theatre, Film, and ...**  
July 29 – August 16 Closed. FESTIVAL SPONSORS & SUPPORTERS. Corporate Sponsors. ... JOIN OUR...

## Music Festivals in Boone, NC in August 2024

In August, there are several music festivals and events happening in Boone, North Carolina:



### An Appalachian Summer Festival

This festival runs from July 29 to August 16, 2024, and includes a variety of music, dance, theatre, and film events. It is held at the Schaefer Center for the Performing Arts at Appalachian State University (AppSummer).



### Mountain Dance and Folk Festival

This is the oldest continuously running folk festival in the United States, held annually in Asheville, North Carolina. It starts on the first Thursday in August and continues through the following Friday and Saturday (Wikipedia).



### Summer Concerts at the Jones House

The Town of Boone's Summer Concerts at the Jones House continue through August. These free concerts are held weekly on the Jones House lawn, featuring local and regional acts (Jones House Cultural Center).



### Appalachian Theatre of the High Country

This venue hosts various concerts and events in August, including performances by Ron Rash, One Night in Memphis, Noel Freidline Group with Maria Howell, and Scythian with Brooks...

Ask a follow-up...

# It Even **Encourages** Readers To Read The Source Article!

PEG, The Portable Stove.

[youtube.com > playlists](#)



PEG, the Portable Stove, is a handheld induction stove powered by a rechargeable battery. It is designed to be portable and lightweight, making it suitable for use while camping, driving, hiking, working, or studying. The stove comes with a cooking cup that can be affixed to allow movement while cooking, enabling multiple users to cook separate items without needing to clean in between. PEG consists of a ZVC module, a copper coil, and a rechargeable battery ([Tech Briefs](#)).



PEG is an alternative to traditional fuel-burning stoves, providing a convenient way to warm up food without the need for wood or fuel. It is particularly useful for those without access to power, as it can be recharged and used on the go ([LinkedIn](#)).

For more information, you can visit the official YouTube channel for PEG, The Portable Stove, or check out the Indiegogo campaign for additional details and user reviews ([YouTube](#), [YouTube](#)).

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# SearchGPT Does Not Have Ads

....Atleast  
Not Yet.

Google search  
results continue to  
push down organic  
results with more  
and more ads.



digital marketing new york

Paid ads → **Digital Marketing Conference | C**  
**Ad** [www.programmatic.io/digital-media/](https://www.programmatic.io/digital-media/)  
Learn About The Latest Digital Marketing Tre  
Full Days Of Content. Build Your Custom Ager

Google Search Ads → **Digital Marketing Courses | Enro**  
**Ad** [www.digitalmarketinginstitute.com/](https://www.digitalmarketinginstitute.com/)  
Over Half Of Our Graduates Got A Pay Rise &  
payment plans available. Industry Validated. 9.  
Recognised Worldwide. Types: PPC, SEO, Di

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Rating • Hours •

**360i**  
4.5 ★★★★☆ (26) · Marketing agency  
32 6th Ave · +1 888-360-9630  
Open · Closes 5 p.m.

**HUNTER Digital Marketing**  
5.0 ★★★★★ (8) · Internet marketing service  
137 W 25th St 11th Floor · +1 212-202-1431  
Open · Closes 11 p.m.

**acknowledge Digital Marketing**  
5.0 ★★★★★ (3) · Internet marketing service  
197 Grand St #5s · +1 646-383-7285  
Open · Closes 6 p.m.

More places

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SEO (Organic Results) → **BARREL | Creative & Digital Ma**  
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Barrel is an independent creative and digital r  
UX, Shopify Plus, WordPress, and results-driv  
Growth Marketing · Careers · Work · About

Best Digital Agencies in New Yo  
<https://digitalagencynetwork.com/agenc>  
Explore the best digital marketing agencies i

# So How Is SearchGPT Going to Monetize?

While I'm sure they will eventually need ads to monetize, we have yet to see what format and priority those ads will take.

If they're not going to run ads, could this mean they're aiming to be a paid search engine like Perplexity?

That's still an open question!

perplexity pro

Perplexity Pro is the most powerful way to search the internet with unlimited Pro Search, upgraded AI models, unlimited file upload, image generation, and API credits.

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Start for free, no credit card needed.

**Free**

Forever

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- 5 Pro Searches per day
- Standard Perplexity AI Model optimized for speed and quality
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- Unlimited Quick searches
- 300+ Pro searches per day
- Select your preferred AI Model. Choose from GPT-4o, Claude-3, Sonar Large (LLama 3.1), and more
- Upload and analyze unlimited files
- Visualize answers using Playground AI, DALL-E, and more

# **Recap: My Top 5 Reasons For Rooting For SearchGPT>>>**

1. Much better citations.
2. No ads pushing down organic results.
3. Diversity in traffic sources.
4. Much better results!
5. Partnering with publishers (although it's just a handful for now, but it's a start).

# **What Are Your Thoughts On SearchGPT?**

**Share Them In The  
Comments Below >>>**

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# Need Help With Your Brand's SEO?

**Send Me A DM** 

Ojash  
SEO Manager

