

This NEW ChatGPT Update Will Change SEO FOREVER?

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URL: <https://www.youtube.com/watch?v=S4FjYxnlWhs>

TRANSCRIPT:

huge update rolling out from chat GPT search GPT is here and it's rolling out across the US you can see for example here is a conversation from search GPT more on that in a second we're going to be looking at this because it could change everything when it comes to SEO bear in mind that this is a major threat to Google search and therefore a major threat to seos if you're not ready to adapt now we'll also be looking at whether search GPT is better than complex and chat GPT I'll be comparing it side by side we'll be looking at some ways you can adapt plus how this can change things when it comes to SEO now if we look for example at this search GPT response here this is actually someone

who's used search GPT bear in mind this is only being enrolled out across us right now so you can actually see for example on Twitter there's a flood of people beginning to see search GPT directly inside chat GPT here's an example of a recent report and you can actually compare the two right so this is the older version of chat GPT this is kind of like the search GPT method for example if we look

at this response you can see that chat GPT is actually someone's typed in cyberpunk hacker robot images and then it's come up with a bunch of images sourced from Pixel Bay along with the links directly to them it's even for example embedded some YouTube videos directly which will come on to

an second I think that's very interesting for seos and essentially step by step search GPT is being rolled out across the US you can also see an example right here so you see how on this tweet Parker

is using the chat GPT app but actually has this option to search the web directly inside chat GPT and

then when they search we can see a live example of it so it says search in and then it feeds in information directly into chat GPT now the interesting thing here is going to be whether people completely switch to starting to use chat G bear in mind for a lot of people out there who already use in chat TPT they tend to rely on that or perplexity which is another sort of AI search engine over Google and this could be absolutely massive for people watching because it's never been more important to figure out how you can rank directly inside these AI search engines and if this gets rolled

out more and more then it's going to be interesting to see okay does Google lose market share as search GPT and other search engines get more popular now let's compare them side by side right so

for example you can see here someone has searched the movie her directly inside chat gbt we'll compare that side by side now versus Google so let's open up Google on the right hand side and we can see which search engine you would be more likely to use so grab the same keyword exactly the same keyword her movie and we can compare the responses now if I actually had to pick one which one is better I mean when it comes to actual responses I would say Google is still better right so for example if you compare these side by side it's like you've got all the different reviews down here you've got links to YouTube links to the picture links to Netflix and how to watch it I would say that is actually still more useful than search GPT so in this example Google is still winning now there's many

cases where Google is not as effective we'll come on to that in a minute now what's also super interesting here is like for example if you compare you know what Google looks like versus what chat

GPT looks like it's very very similar right like if you compare them both as a search engine the UI itself is Extreme similar as you can see right here now what I've noticed recently and I don't know if

this is a new feature or not I I wasn't sure if this is search GPT or not but what you can actually do is if

you press forward slash you can choose between picture search and reason right so for example if you select search you've kind of got a version of search GPT directly in here it doesn't seem to have the same UI actually asked it on two separate occasions is this search GPT so for example here you can see I actually took a screenshot of the search method and then said is this search GPT is search GPT def find on the web feature they said yes the find on the web feature in the screenshot is

essentially what you're referring to I also asked chat GPT like some people might say that search GPT are they bsing me and it said no they are they're not completely bsing the term search GPT is an informal nickname that some people use to describe an assistant that search GPT so I'm not 100% convinced that's actually the official SE GPT feature but the fact that this sort of stuff is being rolled out inside chat GPT and the fact that it actually is being rolled out in the US is a sign that this is

going to become more and more important for SEO right now you might be wondering okay when's this going to roll out for everyone there's actually a really good article by search engine land where they talk about how open AI will integrate search GPT into chat GPT before 2024 ends now if we actually compare say the search feature of chat GPT versus aiiio overviews which is obviously Google's version of chat GPT built directly into the search of Google you can if we type in a basic search like for example what is SEO we we compare the AI overviews from Google versus chat GPT

so this is using search in chat GPT and we compare them side by side in terms of what's the most useful the search results are very very similar right so for example it talks about the goal of SEO here

he talks about the goal of SEO here right it's funny that they actually use the same wording now if we

compare them by side in terms of which one is going to get the most clicks because that's what you want as a website owner right you're probably worried if about AI whether you're still going to get clicks Etc I would say the chat gpt that only source the biggest brands as you can see so for example search enand ATF semrush search engine land semrush Etc there's no small brands on that

list they're all Lighty websites but the links are more obvious right so that is more obvious to click these with the sources than it is to click on Google's links where it's just like a a tiny little icon that's kind of disguised with the background it's quite I don't think many people would click from here to the website directly because there's absolutely no need now another rival to search GPT and AI overviews of clex and one of the interesting things that I've seen from for example Plexi and also from

chat GPT and additionally from Google too is that they all tend to Source YouTube as one of their main examples right so let's say we type in a keyword like this directly into perplexity you can see the

most obvious place to click is over here right and it's three different videos sourced from YouTube directly from my channel now you can also see that directly inside chat GPT here as well so there's a

link directly to a YouTube video that you can play and basically all of these platforms you can actually

play directly from the the interface as well which is quite interesting because like for example for a website you have to click over there you have to open up a new tab not that great on mobile when you're on any of these AI search engines you can just go directly to the video and play it directly there

what that means is I would expect video to number one rank more number two get more traffic from search engines and number three to be more referenced within AI search engines like these and that's going to be a bit of a game changer because AI can write the content right this is basically like a blog post inside a search you don't really need to click through to another website same with

search

Jeep and same with these other platforms but most people if they want to get something really useful

with firsthand experience the best place to go and do that is from a video right and so this is why I see video search being more and more popular same for example if you look at my channel like a lot of the traffic comes from SEO so if we take this video for example they got 5K views you can see on HFS that 3,200 traffic because it ranks for so many keywords now bear in mind this was only created

3 days ago so 72 hours ago was created and it's already ranking for a lot of keywords and generating

a good amount of traffic from the US as well bear in mind that 78% of the traffic comes from the US and that was in incredibly easy plus that type of content is probably going to convert better than a blog post and so one of the biggest things to catch on to this if you learn anything from this video if you take anything away that video search is something you want to be thinking about seriously now because if you go on to search GPT there's absolutely no need to click through to a website right and

even if you're looking for something informational like latest AI news testing catalog you can see here

that it just gives you the information straight off the bat directly in the search and it basically writes a blog post within the search nobody needs to click anywhere even if it's a video you can play that directly in there you don't need to click on the video or go to YouTube or any sort of external platform

and so like a lot of these search engines are going to be keeping traffic within the platform and so if you want to rank in them video is one of the best ways to actually get a lot of traction for your brand out additionally rank super fast so you can see for example this video actually only just created today

but it's already ranking inside perplexity directly so it get soured super quickly and what's also interesting about this is for example if we search best SEO train in Birmingham as you can see right here in the serbs it actually recommends the brands direct this is the results from this are actually based on the blog post I've created and it's recommended the SEO Elite Circle as to the best SEO trading in Birmingham additionally it's linked to two of my different videos think I reference case studies related to that if you do want to rank inside these I don't think you're going to get a lot of traffic

but I do think you can get a lot of brand mentions and that's probably the way forward because you don't necessarily need to get a click through to your website to get a sale you just need to convince people inside AI search with mentioning you and getting that attention through blog posts that are ranking on the first page of Google or through YouTube videos that are ranking on the first page of Google to get the level of traction to get more sales from that's that's the future of s I'm using perplexity here but it's very very similar to search GPT in terms of How It's manipulated and as you can see even on open ai's website they've said AI search is going to become one of the key ways that people navigate the internet the more people use the chat GPT app the more search GPT gets released the more people are going to search with AI and not necessarily use Google directly so something very important to note there we've talked about how it's going to change what you can do about it how you can rank directly inside the search engines plus what search GPT looks like so far and where it's rolling out plus how it's actually going to be rolled out into chat GPT directly before the end of 2024 it's really important to figure this out now because if you don't you could get left behind and because chat ch is being trained on previous data it's really important to get onto this early so that you and your brand and your business are mentioned inside that data so thanks so much for watching if you want to get a free one to1 SEF strategy session that shows you how to get more traffic with AI feel free to book that in links inside the comments description on that free SEO strategy

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