

Basics of SGE – What You Need to Know

In short, SGE provides answers directly in the SERP so the searcher does not have a need to click through to your site.

The impact is reduced traffic to your site.

How to Deal with SGE – A Guide:

SGE impacts different types of businesses differently – it's also not widely rolled out yet so you have time to adapt!



Local Businesses

If people search for you using “near me” or even just your city name, you are a local business and will be greatly affected.

Comb through your Google Business Profile (GBP) to ensure all content is up to date and optimized. Focus greatly on:



Business information



Photos



Descriptions



Reviews

Read more at [How Does Search Generative Experience \(SGE\) Impact Local Search Results?](#)

Ecommerce

There are two big changes that are being seen with the rollout of SGE:

- 1 Google amalgamates data from multiple websites and presents it right in the SERP
- 2 Google Shopping ads are shown above SGE – you may want to consider putting at least some of your products there

To help increase your visibility try the following:

- Get more backlinks (increase your domain authority)
- Implement structured data or schema
- Create unique content – eg. Comparing two similar products or showcasing what is new this season
- Ensure you have original product descriptions
- Get product specific reviews

More info [HERE](#) | See all SGE posts [HERE](#)

