Here's what happened

Our take on the trends you need to know about from the past month

November 2024
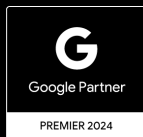
Recent industry updates to help you stay ahead

[Journalists flock to Bluesky as X becomes increasingly 'toxic'](#)

[40% of an Ecommerce Brand's Pmax Buys Were Served on AI-spun MFA Sites and Dead Domains](#)

[Reddit overtakes X in popularity of social media platforms in UK](#)

[TikTok Shop expands to Spain and Ireland amid global e-commerce push](#)

[Google's November 2024 core update Still rolling out](#)

[Google Demand Gen audience now seen as 'signals'](#)

[Meta to launch Ads on Threads in early 2025](#)

[Perplexity AI brings ads to its platform](#)

[Google launches curation service in its ad manager](#)

[OpenAI explores advertising on ChatGPT as it steps up revenue drive](#)

[OpenAI's ChatGPT Search is struggling to accurately cite news publishers, according to a study](#)

[Google adds WhatsApp 'conversation started' conversion action.](#)

Trends in focus

The latest trends in digital, plus advice from the experts

Hallam™

1 **AI Overviews:** SEMrush release study across 200,000 keywords to assess impact on organic search.

2 **Humanising B2B:** LinkedIn share fresh data on the power of B2B influencers amidst growth in AI content.

3 **Ofcom online nation report:** UK audience express low trust in AI search features and platforms.
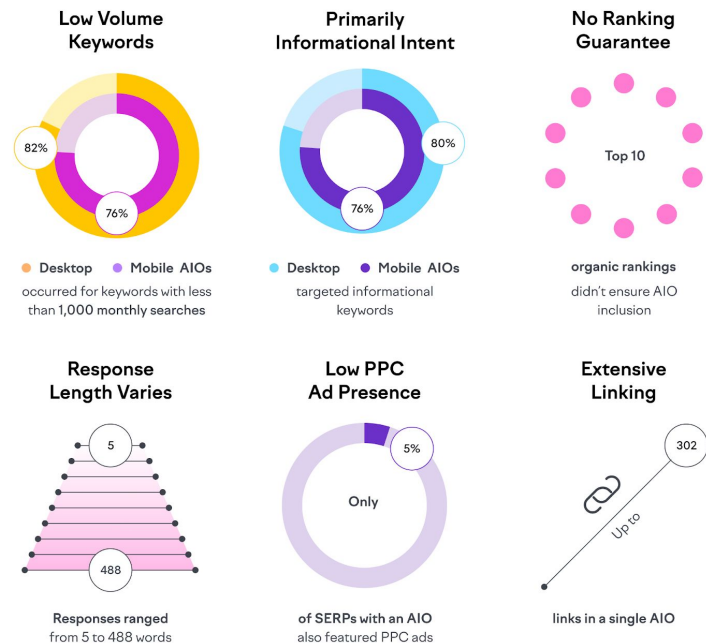
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AI Overviews

Key takeaways from SEMrush study across 200,000 keywords

Google AI Overviews

Analysis of 200,000 keywords by SEMrush has revealed some useful insights around AI overview triggers on Google Search:

➔ **Low Search Volume**: AIOs appeared predominantly for low-volume keywords, with 82% showing for queries with under 1,000 monthly searches.

➔ **Informational Intent:** A majority of AIOs—80% on desktop and 76% on mobile—focused on informational keywords.

➔ **Organic Rankings Aren't a Guarantee:** Being in the top 10 organic search results didn't ensure inclusion in AIOs.

➔ **Limited PPC Presence**: Only 5% of search results pages featuring AIOs included paid search ads.

➔ **Heavy Linking**: Some AIOs contained extensive links, with one example featuring up to 302 links for a single query.

Low Volume Keywords

82%
76%

● Desktop ● Mobile AIOs

occurred for keywords with less than 1,000 monthly searches

Primarily Informational Intent

80%
76%

● Desktop ● Mobile AIOs

targeted informational keywords

No Ranking Guarantee

Top 10

organic rankings

didn't ensure AIO inclusion

Response Length Varies

5
488

Responses ranged from 5 to 488 words

Low PPC Ad Presence

5%
Only

of SERPs with an AIO also featured PPC ads

Extensive Linking

302
Up to

links in a single AIO

Semrush data collected in September 2024

semrush.com

SEMRUSH

Industry analysis

To identify which industries are most affected by AI Overviews (AIOs), SEMrush examined the frequency of AIO appearances. Categories were weighted against each other to determine their relative share of AIOs, offering insights into which sectors are most likely to trigger AI-generated results.

Top Industries on Desktop:

- Health
- People & Society
- Science

Top Industries on Mobile:

- People & Society
- Science
- Food & Drink

Industries with the Most AI Overviews

● Desktop weight   ● Mobile weight
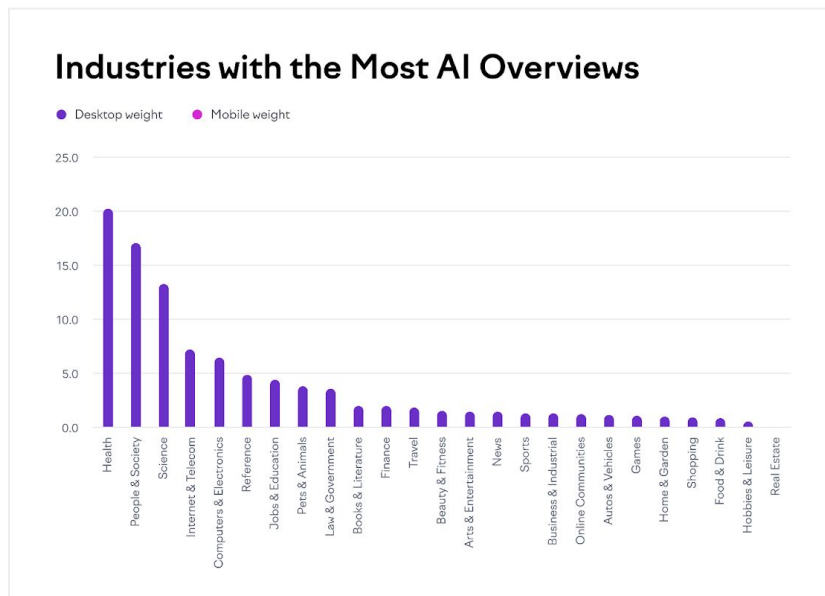
Getting started with AI overviews

Our advice for targeting AI Overviews is to follow the process below:

➔ **Assessment** - use GSC or third party data to report on your performance in AI overviews.

➔ **Strategy** - produce a plan for informational content and optimisation for AI overviews presence.

➔ **Production** - produce content in relevant formats to target types of queries triggering AIO in your niche.

➔ **Optimisation** - optimise pages for E-E-A-T to boost likelihood of appearing in AI overviews.

➔ **Reporting** - report on your visibility for AI overviews over time.

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Humanising B2B

LinkedIn share fresh data on the power of B2B influencers

B2B thought leadership

LinkedIn shared new data at this month's B2Believe event in London around the power of B2B influencers in the era of AI.

➔ **Trusted experts in demand** - 87% of buyers prefer content from trusted industry influencers. Expertise is proven by a large network of engaged connections.

➔ **Employee advocacy as a marketing tool** - a businesses employees are it's strongest influencers - with over 12x larger following collectively than that of the company itself!

➔ **Impact on decision making** - 67% of buyers assess B2B thought leaders during consideration process

It's not just Linkedin promoting the value of expert-led content in B2B, as Google have also been placing more emphasis on UGC and E-E-A-T signals as part of their search experience in recent months.

Hidden buyer groups

LinkedIn's latest research also covers the dynamics of B2B buying groups, revealing that:

- **Familiarity Wins Deals**: 81% of B2B purchases go to vendors already known to the entire buyer group, while only 4% choose vendors familiar to only a subset.

- **Brand Recognition is Key**: 62% of decision-makers favour well-known brands over lesser-known competitors, even when all other factors are equal.

- **Low Advocacy for Unknowns**: Just 18% of decision-makers would advocate for an unfamiliar product, even if they believed it to be superior.

- **Hidden Buyers Hold Power**: Building brand awareness with unseen decision-makers is critical, as they are twice as likely to reject unknown vendors.

The findings emphasise the need to engage the entire buyer group, particularly hidden influencers, to secure B2B success.

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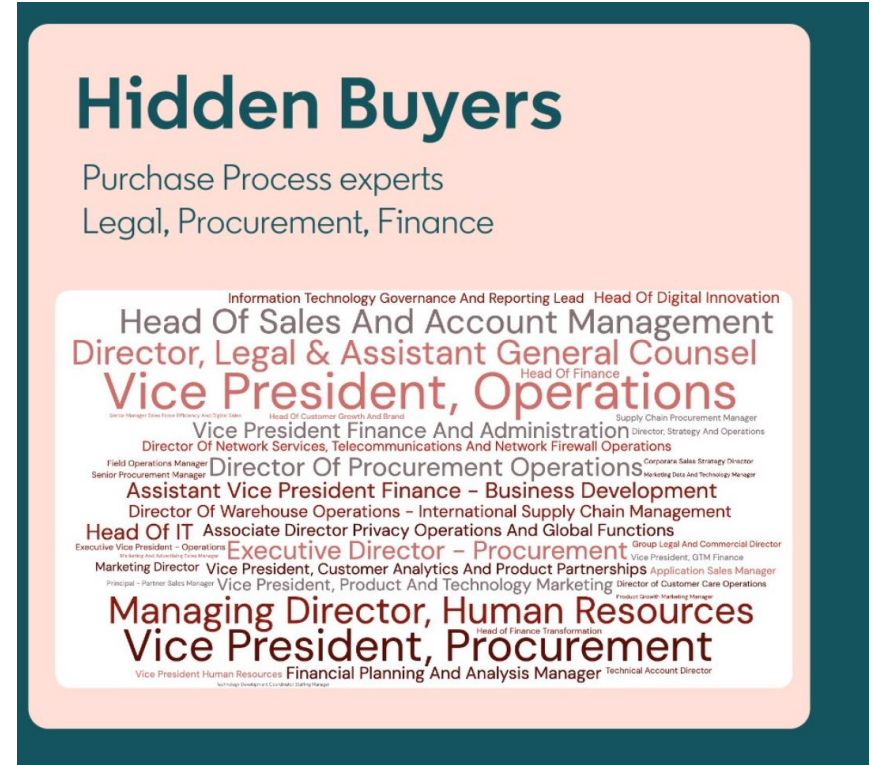
Ofcom "online nation" report

**UK audience express low trust in AI search features**

Google Search Sees UK Decline, Users Express Low Trust In AI

Google Search has experienced a dip in its market share within the UK, with user reach decreasing from 86% to 83%, as revealed by [Ofcom's Online Nation report.](#)

This reduction coincides with growing unease surrounding AI-enhanced search results, which only 18% of users consider to be dependable.

While AI-powered search tools have seen broad adoption, trust issues persist:

➔ Just 18% of UK users view AI-generated search results as trustworthy.

➔ Younger audiences aged 16-24 display slightly more confidence, with 21% considering them reliable.

➔ Approximately one-third of users maintain a neutral stance regarding the reliability of AI-driven results.
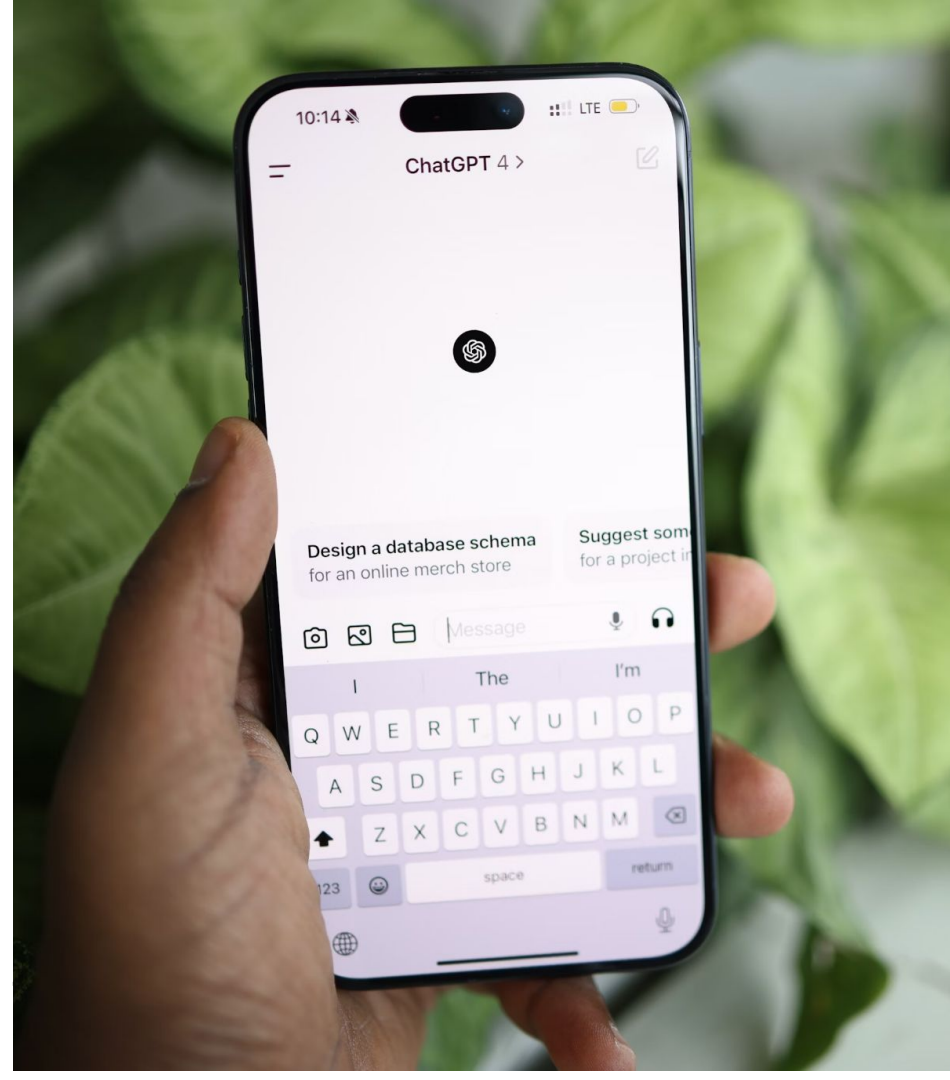
Traditional search still dominates

Key findings from the report indicate the following:

➔ Despite the growing prominence of AI, **traditional search methods remain the preference** for many users.

➔ **Trust concerns present an obstacle** - brands must invest in content quality and human expertise.

➔ Acceptance and usage of AI in search varies across different age demographics - with **younger generations more likely to trust AI results.**

➔ Effective strategies combine the use of AI tools with tried-and-tested search approaches.

➔ AI search should be seen as a complementary layer, rather than a substitute, for existing SEO practices.

Thanks for reading

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