



Discoverability in 2024: 3 Predictions for the Future of Search

2024 will be the most seismic shift in search since the mid-2000s.

1

Paid and organic search results will become increasingly **integrated**.

2

Anticipating needs with **predictive** search will get more sophisticated.

3

AI tools will enable **acceleration** in the industry and make it more competitive.



Trend #1: From Fragmented to Integrated Search

Paid and organic search results will become more integrated. Search features of all kinds will be more blended for a seamless searcher experience.

Generative AI will synthesize answers and features to defragment the search experience.

Paid and organic search results will become more integrated. Search features of all kinds will be more blended for a seamless searcher experience. Conversational search will provide compounding answers, not just links.

Why does this trend matter?

- **Google's new Search Generative Experience** will offer more complete answers. Engines will synthesize content from websites, social media, commerce, and other digital spaces to generate fully crafted responses to people's questions — all without requiring a click to a website.
- **Users will “search forward” in conversational streams** instead of searching, backtracking and searching again to complete complex tasks. This lightens the cognitive load for the searcher as the conversational search tool keeps building on previous answers.
- **Google is testing alternating organic and paid listings** on the search engine results page instead of keeping them in distinct sections. More ad formats are expected, including a hybrid of search and display ads.

planning to hike kilimanjaro with a 10-year-old. what should i know?

✓ Searching for: hiking kilimanjaro with a 10-year-old
✓ Generating answers for you...

Climbing Kilimanjaro with kids is possible, but it is important to be aware of the risks and challenges involved. The minimum age to summit is set by the Kilimanjaro National Park authorities, and it is usually 10 years old. However, it is advised against rushing into this trek with a child due to the risks of trekking at altitude. Therefore, it is important to ensure that your child is up to the challenge and has a good general level of fitness, attained from being involved in sports or going on regular family walks.

It is also important to choose the right route and guide. Longer itineraries that allow extra time for acclimatization are recommended. You should also factor in enough time to adjust to the altitude and ensure that everyone is clear beforehand on the realities of spending five-plus days on the mountain.

If you are interested in climbing Kilimanjaro with your child, you may want to consider the child-friendly Lemosho route. This route is offered by many tour operators and is designed to be less strenuous than other routes.

I hope this information helps you plan your trip. Good luck and stay safe!

Learn more: 1. responsiblevacation.com 2. climbkilimanjaroguide.com +1 more 1 of 10

What is the best time to climb Kilimanjaro?

Google

hiking backpack for kids

Generative AI is experimental

Some brands make hiking backpacks specifically for children and teenagers. They can come with features such as adjustable attachments, simple pockets, and zippered compartments that are designed with children in mind. When choosing a hiking backpack for kids, you can consider the following factors:

- **Adjustability:** Backpacks with adjustable straps work longer by adapting to children as they grow.
- **Storage:** Openings that are easy to access and pockets for storing smaller items, trail snacks, and tissues.
- **Size and weight:** A backpack shouldn't be any longer than a child's back. Some guidelines also say that kids over 8 years old can generally carry around 10–20% of their total body weight when hiking.

Here are some of the top hiking backpacks for kids:

Product	Price	Key Features
Sponsored: Youth Mini Explorer Backpack (4.8 ★ 270)	\$29.00	Good for young explorers. The North Face.
Good for mountain biking: CamelBak Mini M.U.L.E. Hydration Pack (4.5 ★ 294)	\$36.10	This backpack fits younger end users and comes with an anti-bacterial hydration bladder, safety reflectors, and zippered pockets. However, some say the hydration bladder is difficult to refill.
Good for kids: Osprey Jet 18 Backpack (4.8 ★ 217)	\$70.00	An 18-liter backpack with an easy access, bucket-style opening. Made of recycled materials, it also has daisy chain attachment points, simple pockets, and space for a hydration reservoir.
Good for kids: Deuter Fox 40 Backpack (4.8 ★ 214)	\$130.00	This 40-liter backpack is designed to grow with your child. Reviews note that it can adjust to fit different torso lengths and has lots of pockets, compartments, and adjustable attachments.
Good for kids: The North Face Recon Squash (4.8 ★ 340)	\$49.95	Lightweight • Has a lifetime warranty • Built with quality materials • Spacious • Shoulder straps are pretty small

What size backpack for hiking for kids? How much should a hiking pack weigh for kids? What should kids carry hiking?

Sponsored:

Product	Price	Key Features
The North Face Borealis Mini (\$500)	\$500	Storage capacity: 12.1 (170) The North Face
Stowaway Pack Hiking Backpack (\$50)	\$50	Lightweight: 1.2 (170) L.L. Bean
Batac 24L Backpack (\$35)	\$35	Comfortable: 4.5 (180) Cotopaxi
Mini M.U.L.E. Hydration (\$41)	\$41	15.1 (180) CamelBak
Stowaway Packable 30L (\$30)	\$30	Large to carry: 4.5 (170) Eddie Bauer
Stowaway Packable 20L (\$45)	\$45	Compact design: 4.5 (170) Eddie Bauer
Adriatica Girl Limitless (\$50 list)	\$50	Required padding: 4.5 (170) Arthropod

"We're entering an era of complex, conversational queries. Searchers will expect engines to parse through this and understand these nuanced, ambiguous and multi-step requests."

Heather Physioc
Chief Discoverability Officer

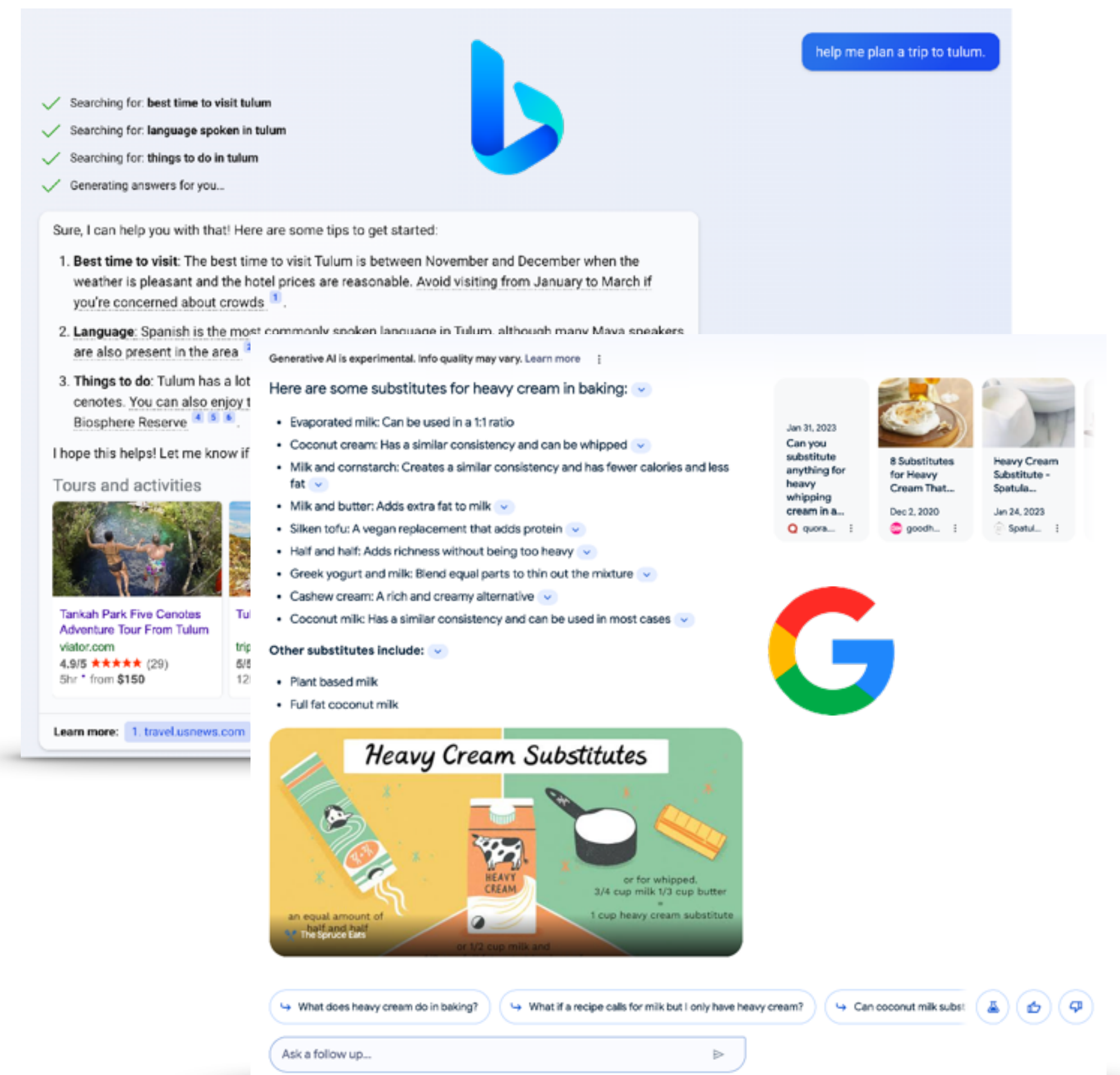
Optimizing and connecting digital assets will be essential to maximize visibility.

What impact will it have on brands?

- **Answers are no longer pulled only from website content, but sources across the web.** This can include the brand's owned assets like social, video, and local content, but it can also draw from press, user-generated content, and anything found online.
- **The connections between digital assets and channels will become more essential.** Channels will be less effective in silos and more effective with a coordinated effort.
- **Website rankings and traffic will still be important, but won't be the only measure of search success.** Visibility and discoverability will be measured across different search platforms and features.
- **Attribution will become more complex** as search results become more blended and the lines between digital channels continue to blur.

How should marketers respond?

- **Think holistically** about all the digital assets and information that can be returned in integrated and personal search results, not just the website.
- **Optimize the full digital portfolio for search**, from the website to social profiles to video channels, rather than focusing only on individual landing pages.
- **Expect more emphasis on audience signals.** Google's Performance Max is an indicator of what's next, moving beyond keywords alone and expanding ad formats.



Trend #2: From Reactive to Predictive Results

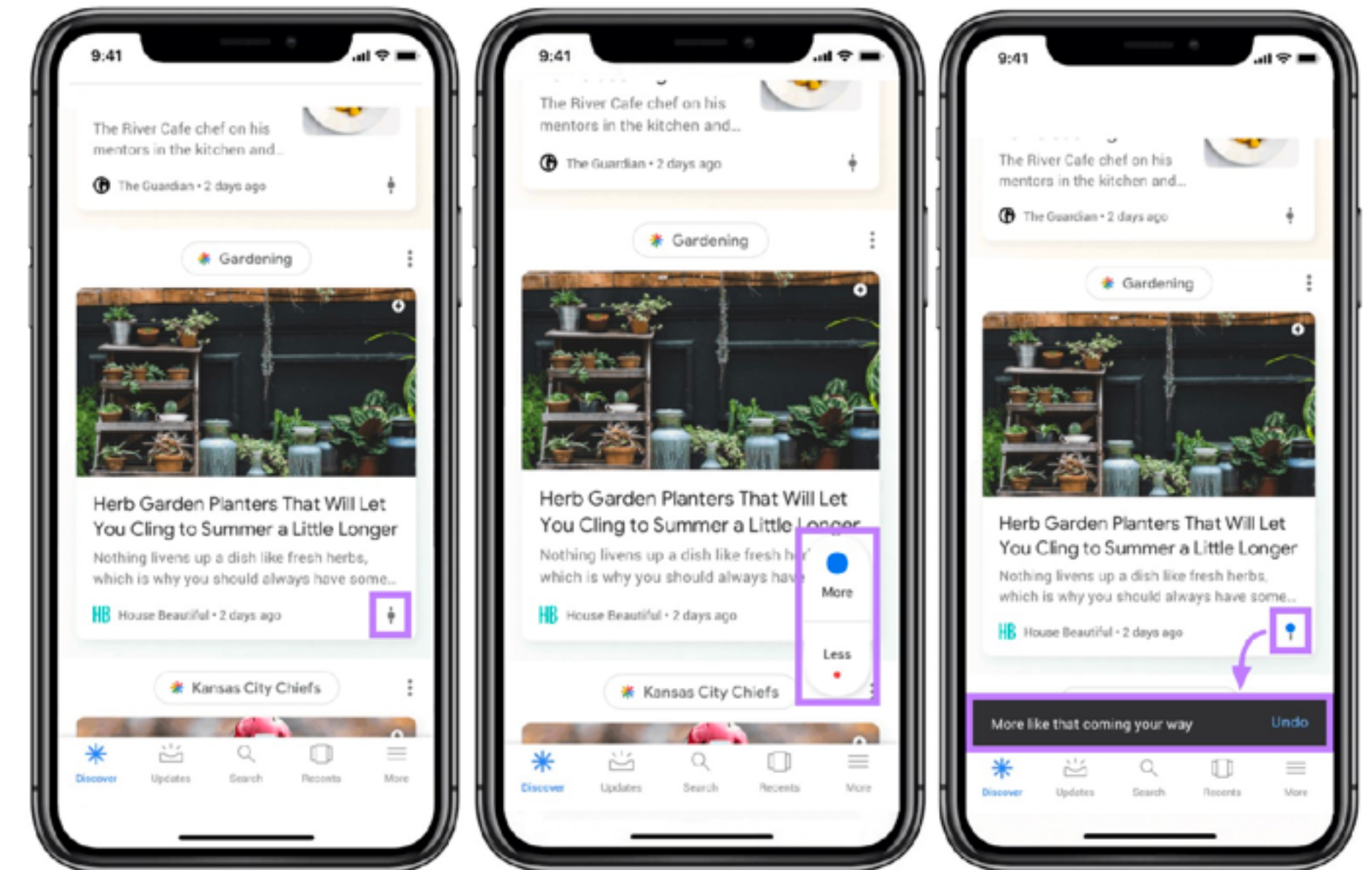
Search engines like Google have always aimed to anticipate and answer searcher needs. Now developments in AI are making it more personal and predictive than ever.

Search results will become more personalized, and more predictive.

Search engines like Google and Bing aim to anticipate and answer searcher needs before they even think to ask the question. Now developments in AI are making search more personal and predictive.

Why does this trend matter?

- **Search engines will get smarter** about predicting the needs of searchers before they ever type in the search bar, based on data points it has about users and their past search behaviors.
- **Natural language processing** will be at play as search engines learn what users respond to and leverage browser history to serve visual AI-generated results that are more likely to see engagement.
- **Google's Discover** will use every piece of information it can get about a user to deliver personalized results and anticipate searcher needs. It will anticipate and integrate data points key to a user's life — like travel plans, weather, and calendar engagements all seamlessly threaded with content.



"The content and information that predictive search provides will be so useful and personal that we will likely see greater adoption of users seeing beyond the 'creepiness,' and embracing the benefits that come with personalized AI experiences."



ALYSSA MURFEY
Organic Search Leader

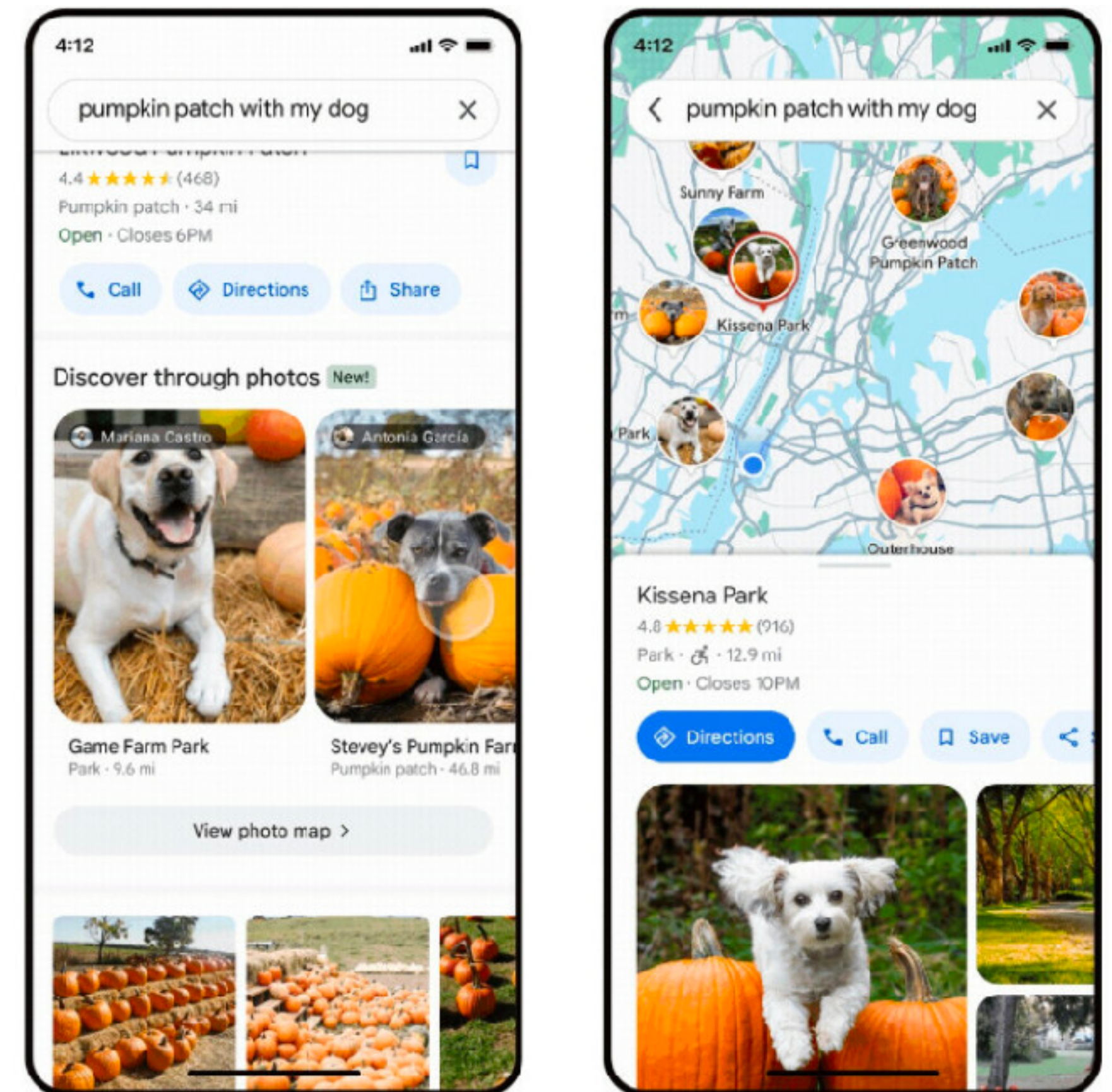
Reaching people in searcher mindset moments will be essential to anticipating and answering.

What impact will it have on brands?

- **Google products will lead searchers to discovery** as is demonstrated in Google Maps' new AI features, which allow users to search via pictures and discover new places aligned to their interests.
- **Ecommerce could see a large lift in product inventory search** as Google integrates more commerce features into search results. This could improve user experience, quicken conversions and increase user loyalty across multiple channels where sites are able to achieve scale in communicating their site assets to Google effectively.
- **Neglecting to optimize digital assets beyond the website** will put brands at a discoverability disadvantage. The more optimized and connected the portfolio, the more easily the brand can be returned in relevant search experiences of all kinds.

How should marketers respond?

- **Embrace AI technologies responsibly** to speed up manual tasks like organizing, synthesizing and analyzing data to arrive at insights faster. Experiment safely with proprietary data and new AI technologies.
- **Consider touch points across the full end-to-end search journey** to ensure that a brand's ecosystem is poised for rapid acceleration of the data points Google pulls into search results.
- **Incorporate vector and semantic search into your strategy** to ensure that Google can understand the various content and media of a site to dynamically serve results.



Trend #3: AI Will Enable Acceleration in Search

Artificial intelligence tools and capabilities will automate many manual search tasks — a powerful tool for brands ... and competitors. Initially, it will create a flood of low-quality noise to break through.

AI tools and capabilities will accelerate search work that has been manual for decades.

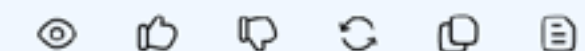
Artificial intelligence tools and capabilities will automate many manual search tasks, becoming a powerful tool for brands...and their competitors. Initially, the web will be flooded with low-quality content, but the engines will adapt their algorithms accordingly.

Why does this trend matter?

- **AI-powered tools can automate many tasks, freeing up marketers' time to focus on higher-level strategy and innovation.** AI-powered algorithms and generative content platforms analyze vast amounts of information, identifying patterns and trends to influence more effective marketing strategies.
- **Competitors have access to these tools too — and they will be using them to pick up speed.** What will set you apart is how you leverage these tools. Time saved by automating keyword analysis or generating drafts can be used to explore other tools that can help scale your business, including translation and gathering review intelligence.
- **Because so much content will sound the same, it will initially be *more difficult* to compete because of the volume, and yet *easier* to compete if you actually put in the work.** As searchers see more AI-generated content they will more easily identify language patterns. Search engines will continue to evolve and identify these patterns, as well.

Create a new unique version of this product description for a 8" walk-behind trencher for rent: This walk-behind trencher is the ideal tool for various light trenching applications. Great for phone, cable TV and electrical work, as well as plumbing and irrigation, this trench digger rental is powered by a reliable hydrostatic drive for easy operation. This unit is gasoline-powered and has a dig depth up to 30". Manufacturers include brands like Vermeer, Barretto and Ditch Witch.

Introducing the 8" walk-behind trencher rental – the perfect solution for all your light trenching needs. Excelling in tasks such as phone, cable TV, electrical installations, plumbing, and irrigation projects, this versatile trench excavator offers a seamless experience. Equipped with a dependable hydrostatic drive, operating this gasoline-powered machine is a breeze. Achieve digging depths of up to 30" with confidence, knowing you're backed by renowned manufacturers like Vermeer, Barretto, and Ditch Witch. Rent this exceptional walk-behind trencher today and make your trenching projects a success.



"We're already applying and refining AI tools and technologies to develop high-quality, relevant — and accurate — content at scale. But it begins and ends with real human expertise and authority."



KARLY CAYLOR
Performance Content Leader

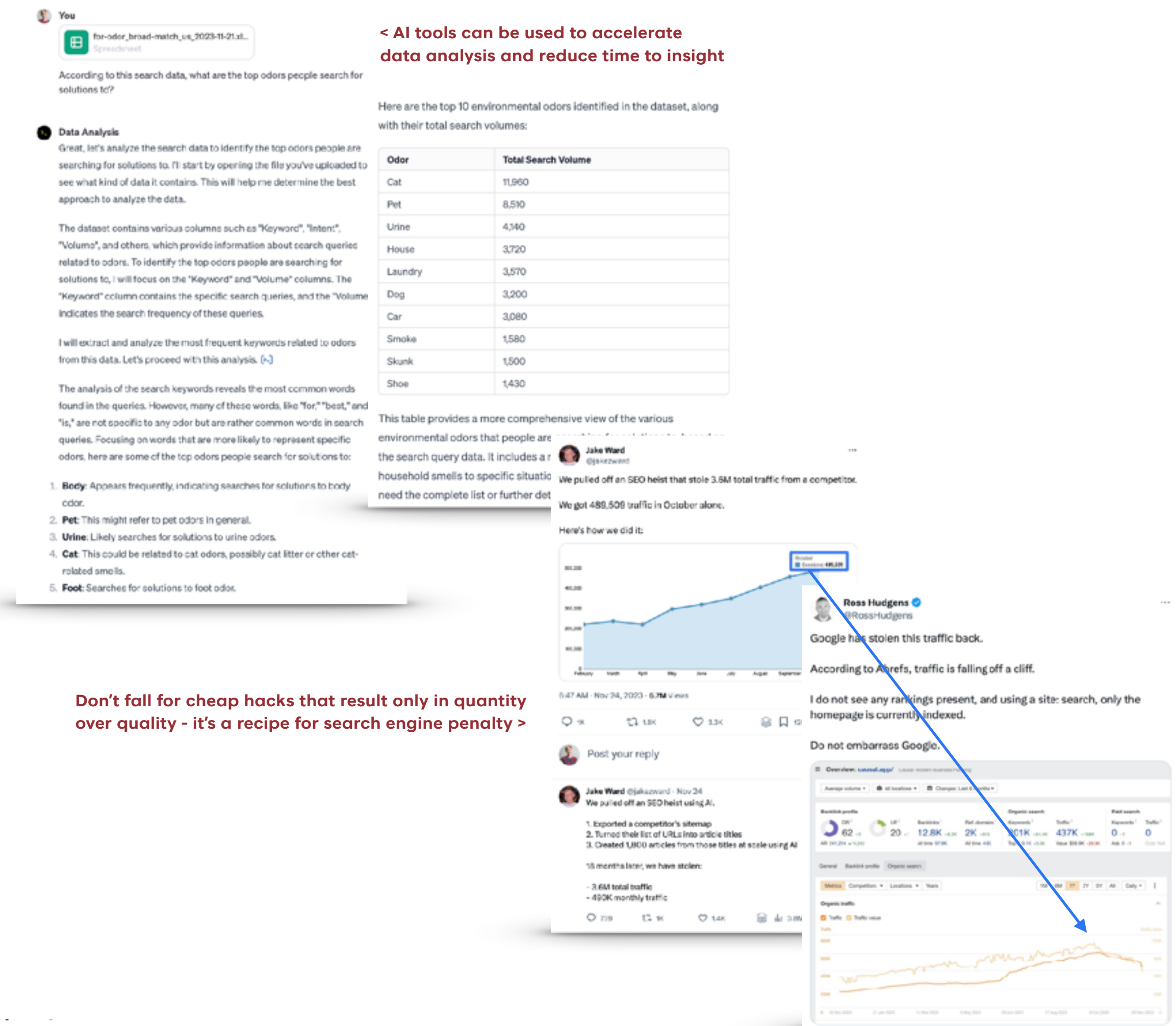
Scale and misuse of AI will lead to greater competition and more crowded search results.

What impact will it have on brands?

- **Search engines will see a flood of low-quality content** and search tactics initially as people take advantage of the new technologies. Expect engines to push updates more frequently as they adapt their algorithms to prevent this misuse.
- **As AI evolves to receive and understand real-time data**, searchers will continue to expect and demand that all information attached to your brand is 100% accurate.

How should marketers respond?

- **As this technology evolves, so must we**; testing, learning and pivoting when necessary.
- **Align brand strategy, goals, and concerns** to use AI effectively; create detailed prompts, and scan outputs for inaccuracies.
- **Don't fall for poor scale tactics** that will be a waste of your time and can even do more harm than good when you get penalized like creating content designed to steal traffic from competitors.
- **Follow the users, always.** The algorithm learns from and adapts based on user behavior. If you follow the algorithm, you'll always be a step behind.
- **Be familiar** with what AI platforms are using algorithms that understand real-time or the most up-to-date data.

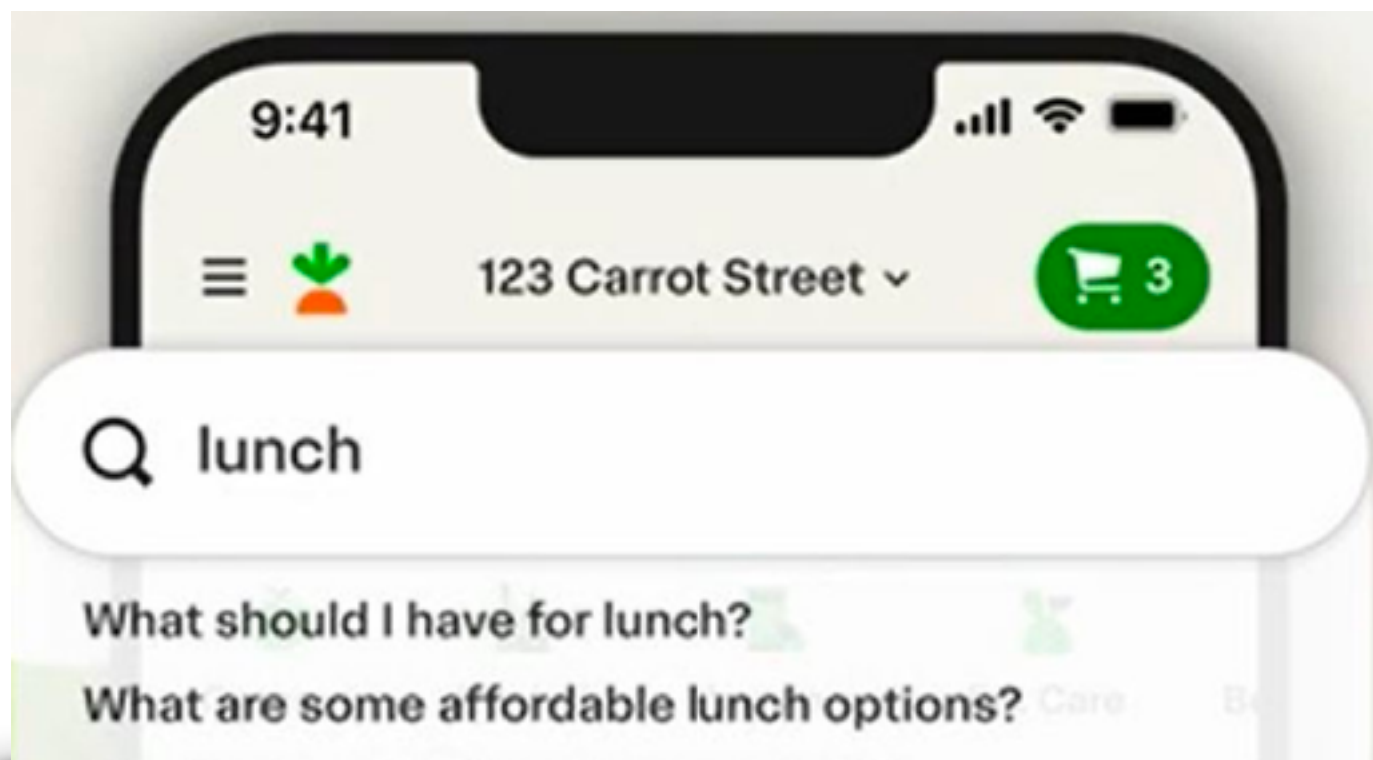


2024 Vertical Trends in Discoverability

Discover what your brand should care about next year in commerce, health, B2B, travel & tourism, and automotive.

INDUSTRY TAKES

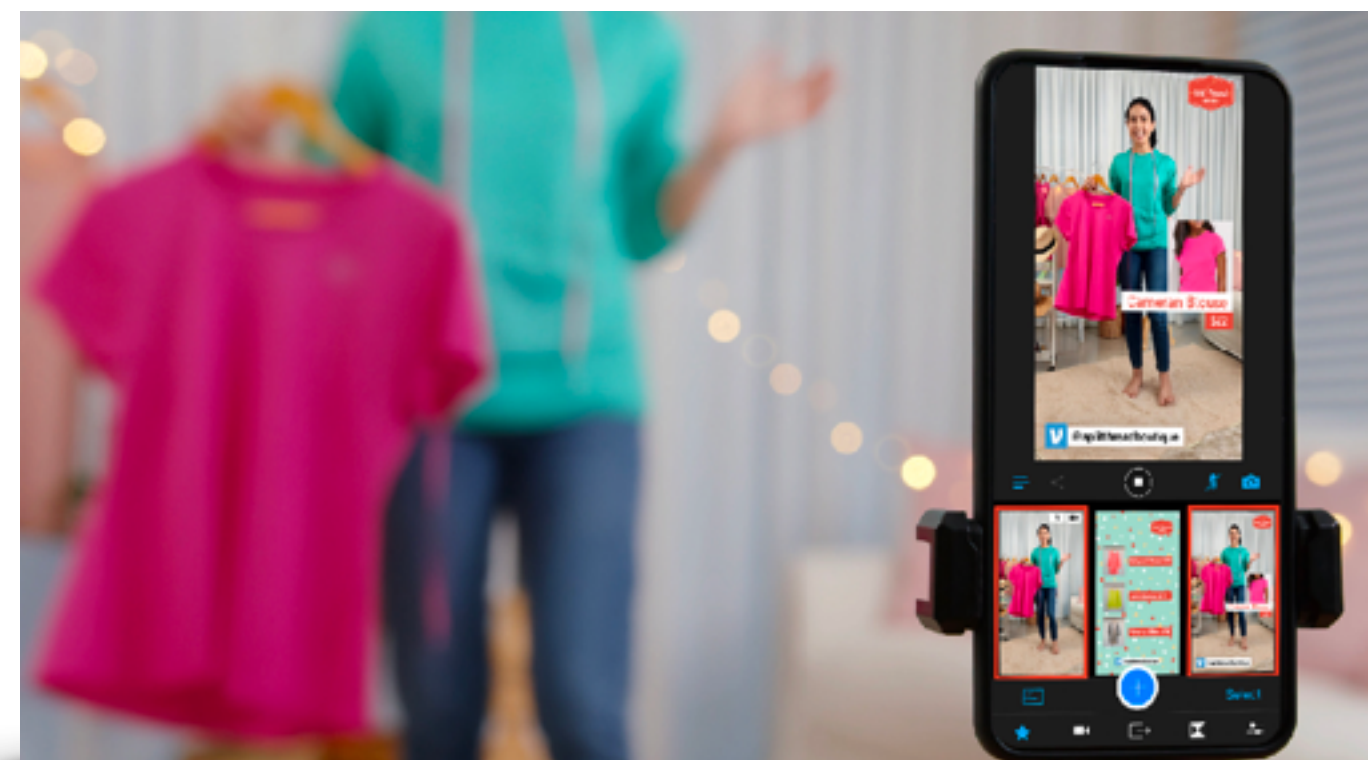
3 Discoverability Trends Commerce Brands Need To Know in 2024



COMMERCE SEARCH BECOMES A CONVERSATIONAL EXPERIENCE

Retailers are investing in generative AI tools to transform product discoverability into an easy, fluid conversation.

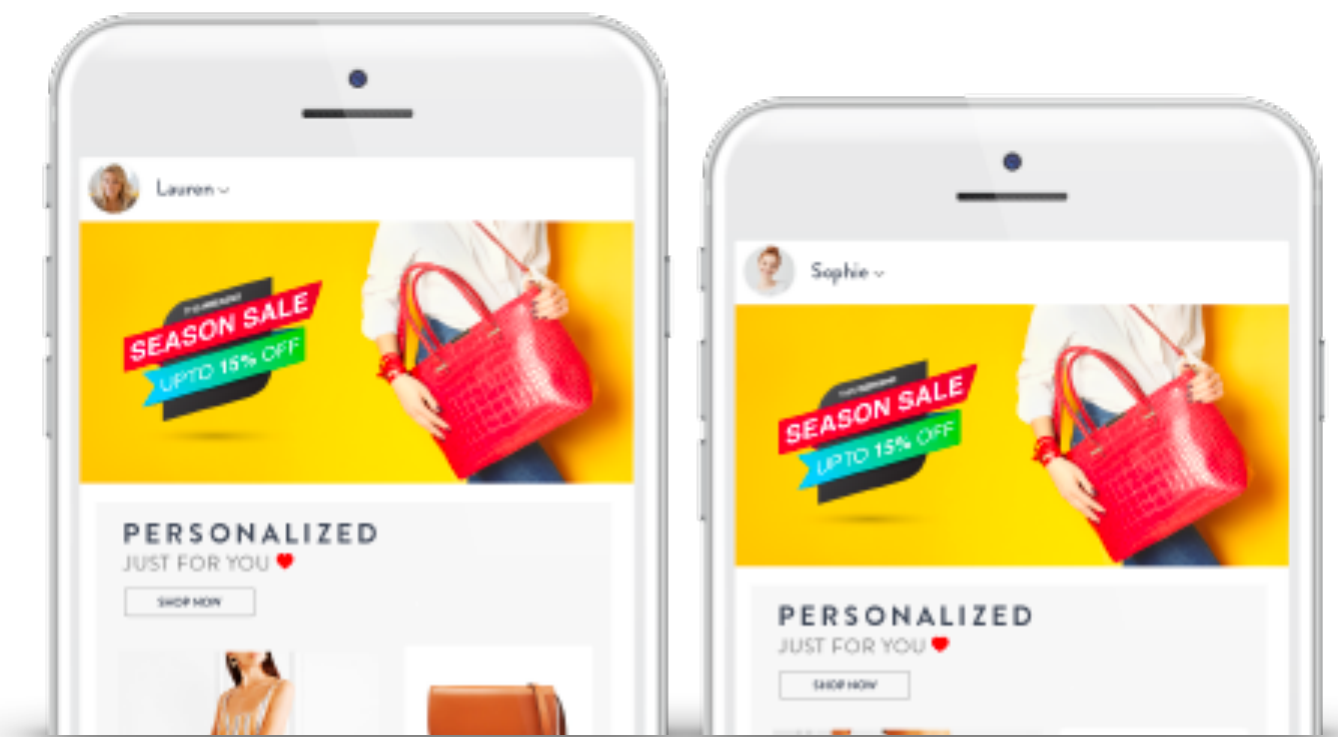
IMPACT: With time, shoppers will learn how to communicate with these conversational search bots and will move away from keyword-driven product searches.



RETAILERS SPARK JOY WITH SOCIAL & SHOPPERTAINMENT

U.S. retailers are making shoppertainment and social commerce relevant for Western audiences by embracing live sports, cultural zeitgeist, and nostalgia.

IMPACT: Despite economic headwinds and inflation, episodic shoppable content and social commerce converts. Retailers that make shopping entertaining and easy will win shopper dollars.



SHOPPING EXPERIENCES GET (EVEN MORE) PERSONALIZED

Personalization becomes more sophisticated and pervasive as retailers continue to invest in data and technology to drive relevancy with customers.

IMPACT: Shopper perceptions around personalization will evolve from “creepy” to “convenient” as they experience the benefits and gratification of discovering products or services that are relevant to their interests.

3 Discoverability Trends **Health** Brands Need To Know in 2024



ENGINES PUT MORE EMPHASIS ON TRUST & AUTHORITY SIGNALS

Google is continuing to grant more search engine real estate and visual search features to authoritative, trustworthy sites.

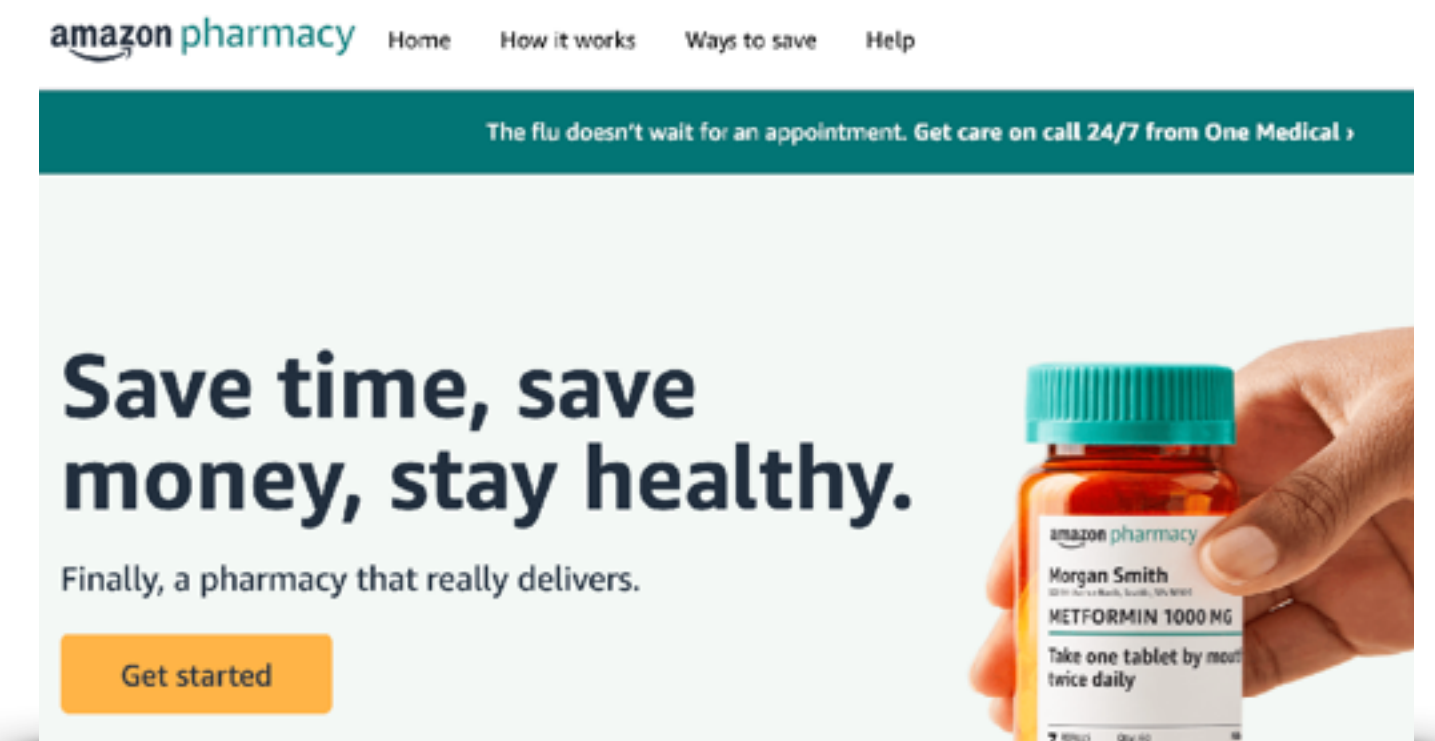
IMPACT: Healthcare sites must show Google their authority with optimized content, quality backlinks and strong domain signals to gain the best real estate in search results.



YMYL AND E-E-A-T REMAIN PARAMOUNT FOR TRUST

Google has a higher level of scrutiny for sites with content that could affect your money or your life (YMYL).

IMPACT: Healthcare sites are among those that Google evaluates with greater care. Search engines will prioritize expertise, authoritativeness, well-cited content and credible authorship.



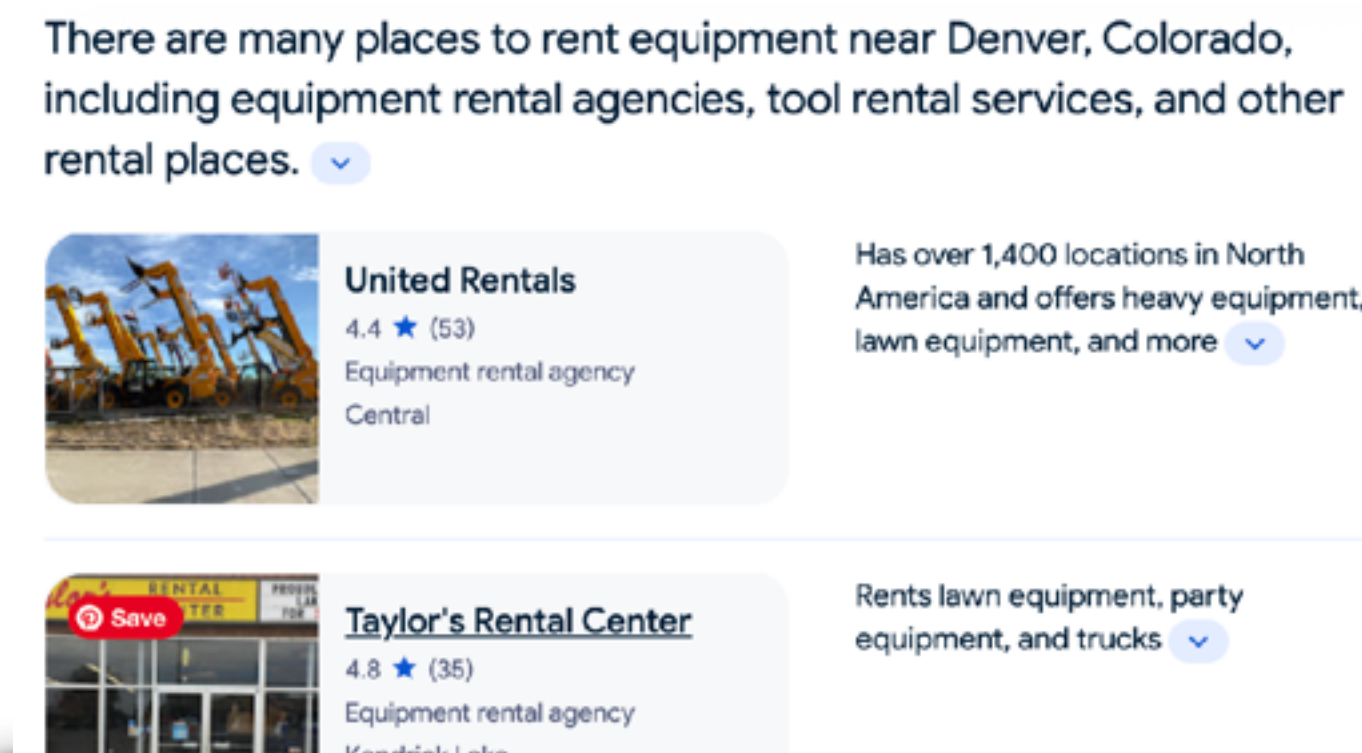
LINE OF DIGITAL HEALTHCARE WILL CONTINUE TO BLUR

As players like Amazon delve deeper into OTC, prescription, and medical services, patient/customer journeys will be even more digitally driven and integrated with ecommerce retailers.

IMPACT: Both OTC and prescription brands will need to understand customer expectations and optimize content and experiences across sites beyond their own.

INDUSTRY TAKES

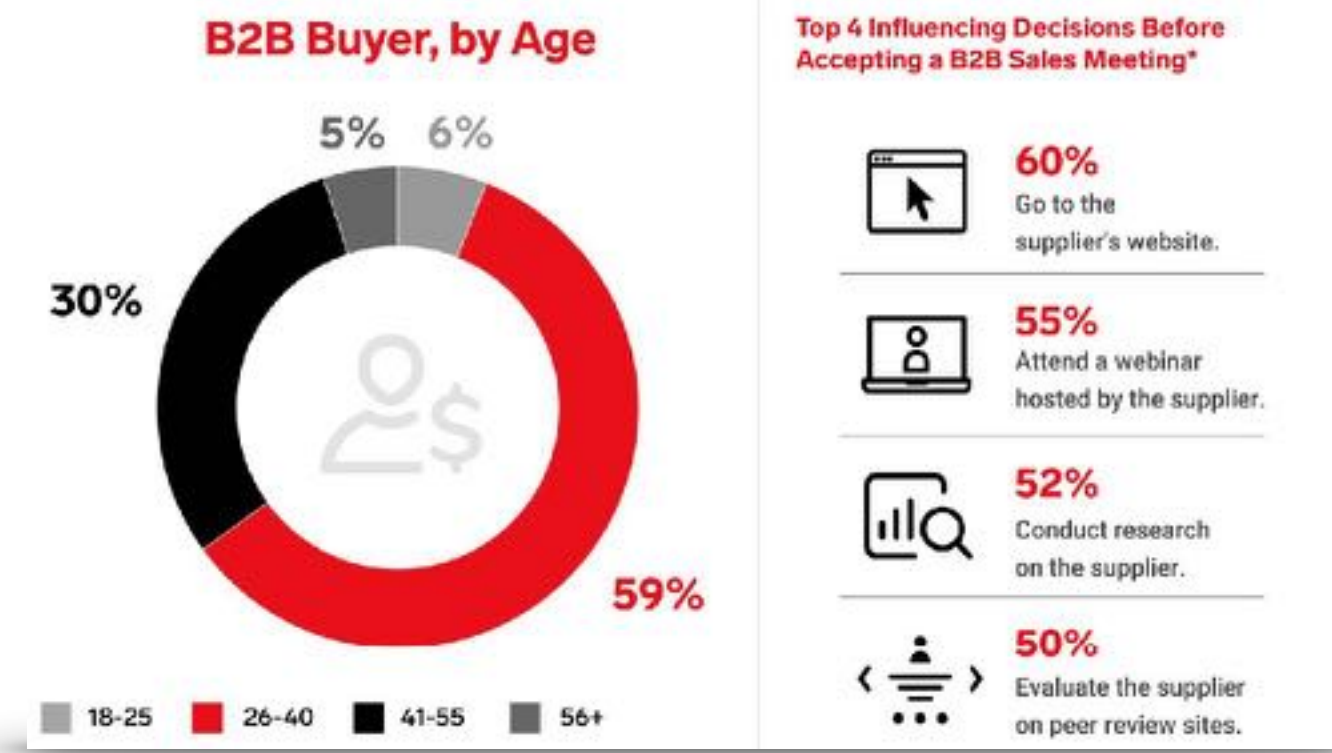
3 Discoverability Trends **B2B** Brands Need To Know in 2024



GOOGLE-OWNED FEATURES COMMAND MORE REAL ESTATE

Google's generative search experience will increase appearance of SERP features like ads, maps, featured snippets, People Also Ask, etc.

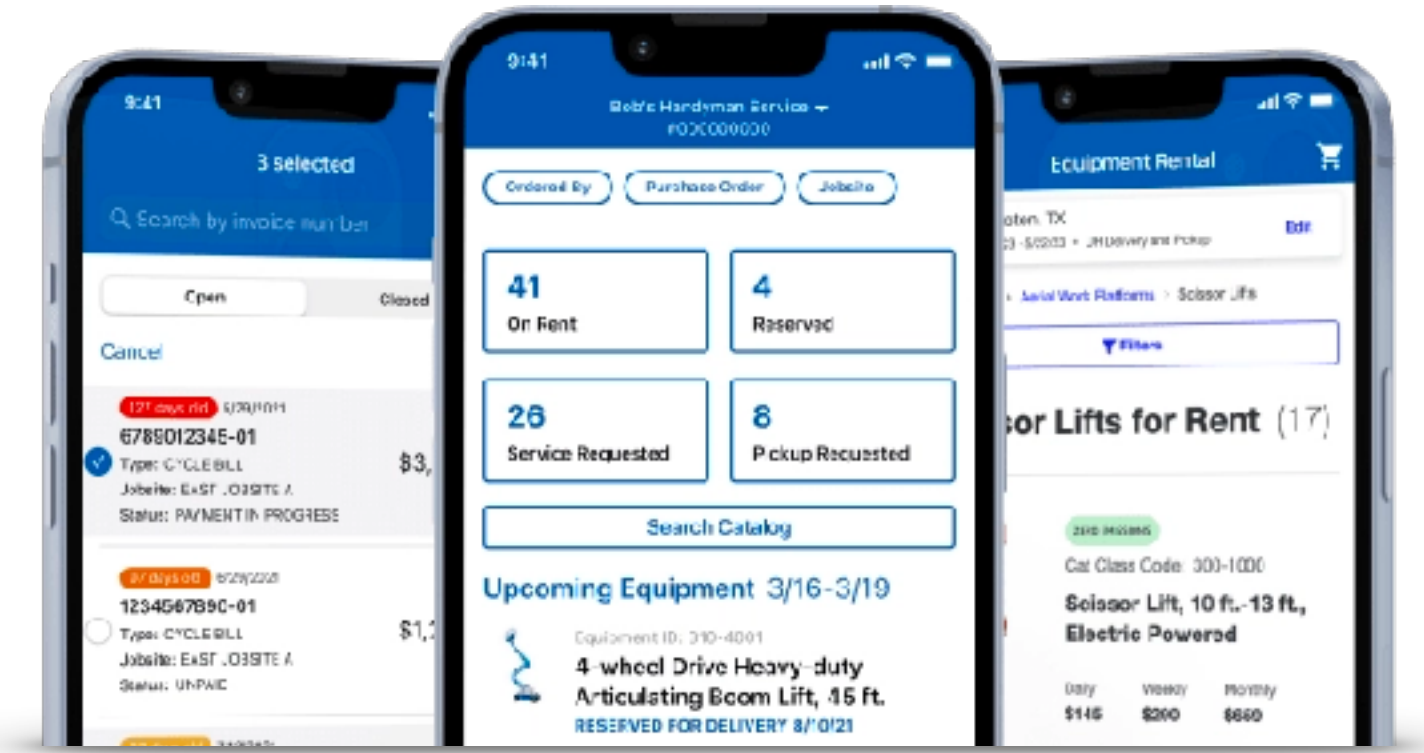
IMPACT: Users will see the content directly on the SERP without clicking to websites. This should incentivize marketers to tailor discoverability strategies to target all relevant placements on the SERP.



MORE B2B BUYERS ARE COMING ONLINE & EXPECT SELF-SERVICE

B2B buyers are shifting generationally and younger buyers are seeking digital and self-service experiences, becoming more frustrated with sales calls.

IMPACT: Brands and marketers should create relevant, targeted content across the journey and improve self-service digital tools for more complicated purchases, rather than sales stepping in.



B2B BRANDS MUST CREATE END-TO-END CONTENT EXPERIENCES

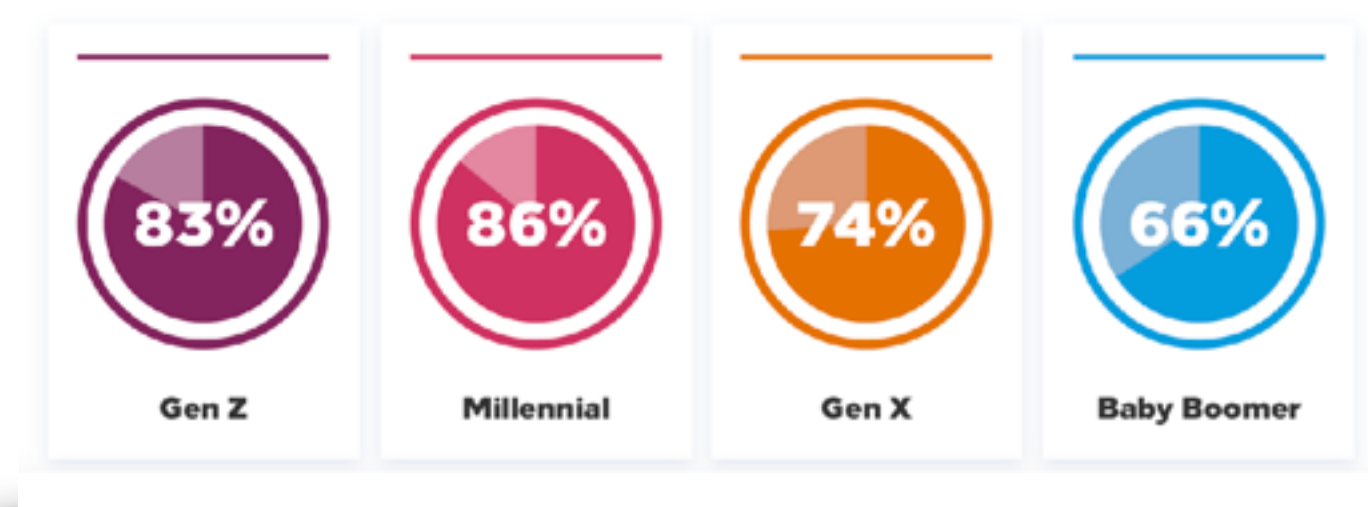
The purchase journey for B2B audiences is complex. Marketers must create and connect content experiences for each step in the user journey.

IMPACT: Brands should invest in content that addresses each step of the journey and answers questions throughout each step, and connect content through the funnel so customers can move through the funnel quickly.

INDUSTRY TAKES

3 Discoverability Trends **Travel & Tourism** Brands Need To Know in 2024

According to the Trends Global Survey, 80% of travelers feel it's important to be able to book their trip entirely online



FROM MOBILE-FRIENDLY TO MOBILE-FIRST

Mobile travel bookings and mobile traffic to traveler sites and apps are up, while Google continues to prioritize mobile performance on sites.

IMPACT: To stay competitive in search, tourism sites must double down on optimized mobile experiences across sites and apps, including paid ad destinations.

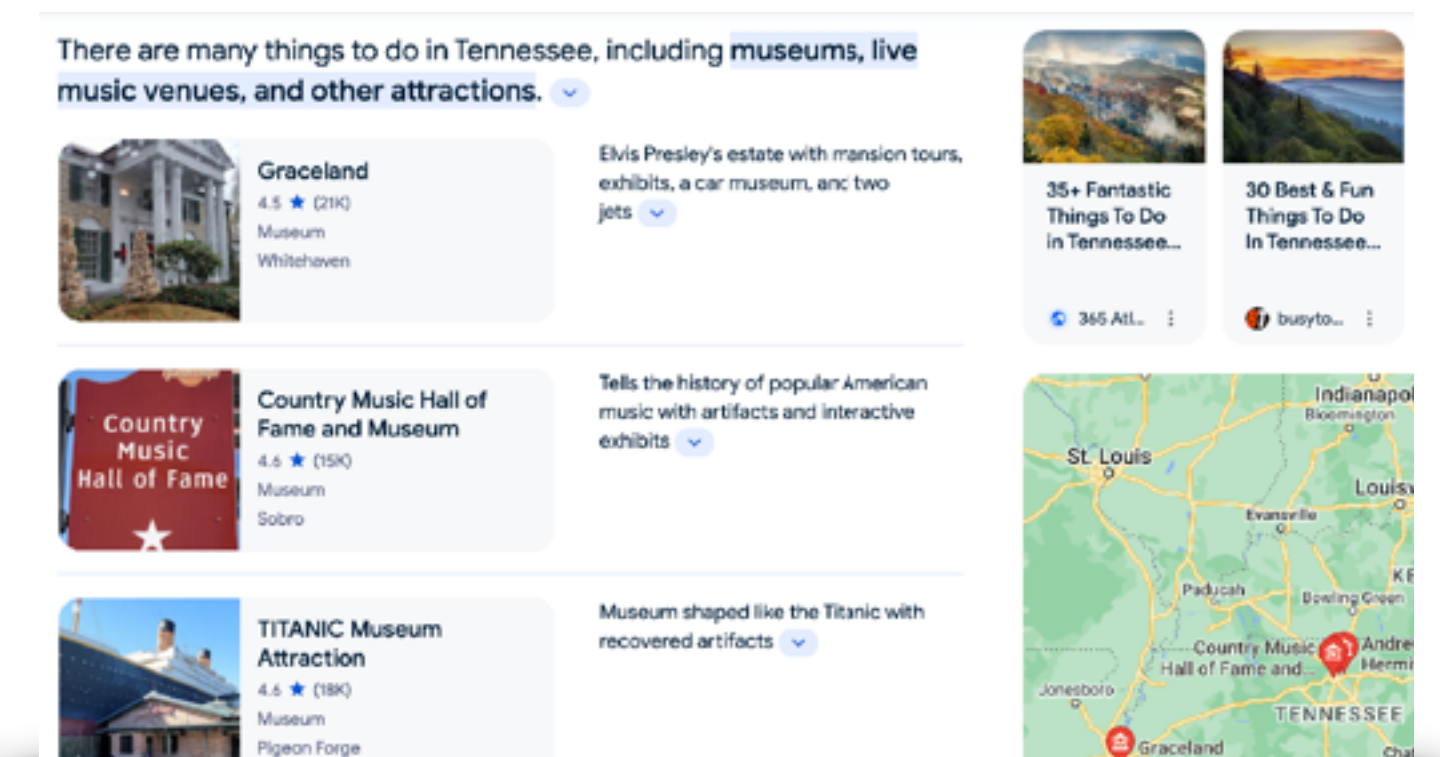
Texting for Solutions

In June 2023, 63% of guests reported using mobile messaging during their stay at [The Gabriel Miami South Beach, Curio Collection by Hilton](#); 100% of those guests' on-property issues were resolved through engaging with the hotel team via messaging.

BOOKING & MANAGING TRAVEL WITH AI & CHATBOTS

Chatbot and AI-driven activations are becoming more prevalent and expected in tourism experiences.

IMPACT: More AI-powered experiences present greater need for understanding and optimizing the outputs these tools provide to create experiences travelers will enjoyable engage with among a myriad of site options.



GENERATIVE SEARCH RESULTS SYNTHESIZE FOR TRAVELERS

Google's Search Generative Experience will create even more integrated search results, pulling in different content and media from any site that AI points it to.

IMPACT: Technical foundation is more important than ever for tourism site content to be scraped and displayed in search results.

INDUSTRY TAKES

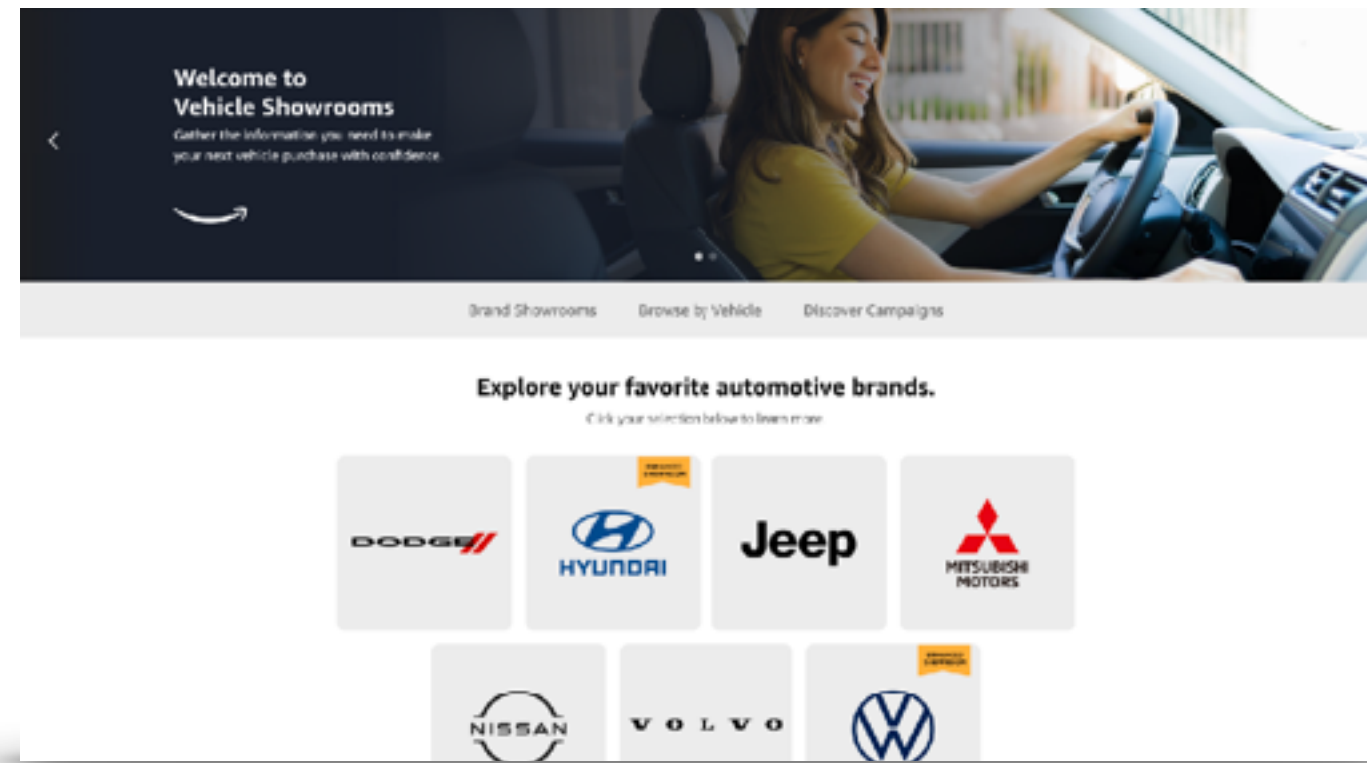
3 Discoverability Trends **Automotive** Brands Need To Know in 2024



GROWING SEARCH DEMAND FOR AUXILIARY EV PRICING

U.S. auto shoppers seek to combine savings with sustainability to ensure lifestyle practicality.

IMPACT: Potential buyers will reconsider brands as they match budgets to EV lifestyles. Brands that successfully provide assuring content about EV charging costs, tax credits and public charging transparency could generate quality leads as 150 electric models will be available by the end of 2025.



AMAZON & CARS.COM LAUNCH AUTO RETAIL MEDIA NETWORKS

Retail media networks (RMNs) arrive in the auto industry, and car shopping moves online.

IMPACT: Cars.com and Amazon will disrupt organic search journeys as shoppers explore alternative routes for acquiring a car. Brands will gain access to first-party data and content opportunities previously unafforded to automotive advertisers.



VEHICLES CONNECT MORE WITH DRIVERS & DEVICES

Internet of Things (IoT) expansion and expanding cloud and 5G technologies drive functional and entertainment features for drivers and passengers.

IMPACT: More first-party data via mobile app downloads and shared login accounts will create a new frontier for local search and paid advertising and messaging while traveling.



Contact VML to learn more.



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