



## **Pubcon Pro October Las Vegas 2024, October 14-16**

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### **SearchGPT: The Final Search Engine**

*Brett Tabke* - Founder & CEO, Pubcon

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Discover how the latest innovation, SearchGPT, is reshaping the landscape for marketers and webmasters. In this session, we'll explore the groundbreaking ways SearchGPT can elevate your digital strategy by streamlining content creation, enhancing keyword research, and uncovering content gaps you never knew existed.

We'll dive into practical methods for leveraging SearchGPT to produce optimized content that not only ranks well but engages your audience. Learn how to harness the power of AI-driven insights to refine your SEO approach, build authority, and stay ahead of the competition.

You'll walk away with actionable strategies and a clear understanding of how SearchGPT can open new doors for growth, visibility, and lead generation - making it an indispensable tool for any forward-thinking webmaster. Join us to learn how you can transform your SEO game and maximize your site's potential with this new technology.

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## Unlocking SEO Potential with SearchGPT: New Opportunities



**Brett Tabke - Pubcon Inc.**



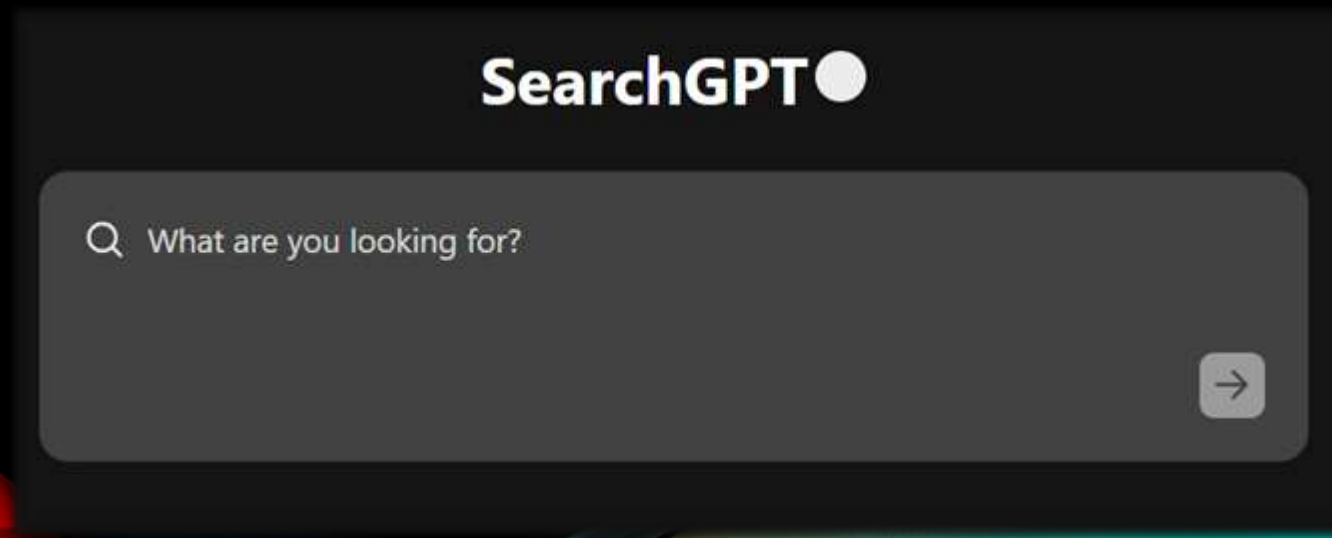
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# SEARCHGPT



## The Final Search Engine

Brett Tabke - Pubcon





# SEARCHGPT

"... not that we can go build a better copy of Google search, but that maybe there's just some much better way to help people find and act on and synthesize information.... I don't think the world needs another copy of Google."

-Sam Altman - Lex Friedman interview.



# NEW PARADIGM

## Bing/Google:

- *Search engines with supplemental results by AI/LLM*

Google™


 Microsoft Bing

# NEW PARADIGM

## *SearchGPT:*

- *An AI/LLM with supplemental results by search engine*



- 
- SearchGPT represents a significant advancement in search technology, focusing on natural language processing and understanding user intent more accurately than any current search engine.
  - **User Experience:** Significantly faster at getting results than Google.
  - AI user engagement times are dramatically higher than traditional SERPs.

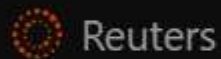
# 250 MILLION WEEKLY USERS

[https://www.reuters.com/technology/artificial-intelligence/openai-sees-increasing-use-its-ai-models-influencing-elections-2024-10-09/?utm\\_source=chatgpt.com](https://www.reuters.com/technology/artificial-intelligence/openai-sees-increasing-use-its-ai-models-influencing-elections-2024-10-09/?utm_source=chatgpt.com)

- ChatGPT has more than 250 million weekly active users — Reuters
- 92% of Fortune 500 companies are using its products
- API has doubled since the release of GPT-4o mini in July

million weekly active users, reflecting a  
l in August 2024 REUTERS. This rapid growth

vari



**OpenAI sees increasing use of its AI models for  
influencing elections**

mately 2.44 billion monthly visits in July 2024,

encing-elections-2024-10-09/?utm\_source=chatgpt.com

**Exclusive news, data and ana**



- 
- ❑ Bing has 140 million daily active users - WINDOWS CENTRAL
  - ❑ Bing figures for weekly active users aren't publicly disclosed
  - ❑ In January 2024, Bing had 3.1 billion monthly visits across mobile and desktop devices. This was down from 3.3 billion in December 2023.

- <https://www.theverge.com/2024/4/30/24145385/bing-now-has-140-million-daily-users>

# WHY SEARCH?

- **Access to Up-to-Date Information** : for applications requiring live data—such as stock prices, weather updates, or trending topics
- **Fact-Checking**: SE enables the AI to cross-reference information
- **Contextual Understanding**: By retrieving relevant articles or documents, the AI can better understand complex queries and provide more nuanced answers.

# No Really, Why Search?

- Personalization
- Competitive Advantage
- Data Collection for Model Improvement
- Natural Language Understanding
- Monetization Opportunities
- Integration with Services and Applications
- API Enhancements
- Addressing Freshness Limitations of AI Models
- Updating Legal and Compliance Information: Real-time
- Transparency: Providing sources or references from live searches can increase user trust in the AI's responses



## Top Sources

Out of 26,310

Direct  
↓11.96% **79.23%**

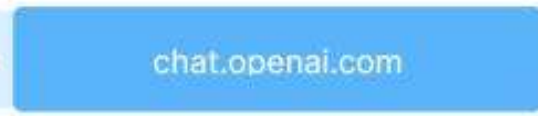
Google organic \* google.com  
↓10.13% **12.6%**

Google organic \* accounts.google.com  
↑100% **4.63%**

youtube.com  
↓12.33% **0.25%**

openai.com  
↑103,030.73% **0.09%**

[View all sources](#)



## Top Destinations

Out of 28,869

google.com  
**40.32%** ↓4.47%

openai.com  
**7.37%** ↑122,466.5%

youtube.com  
**3.24%** ↓8.63%

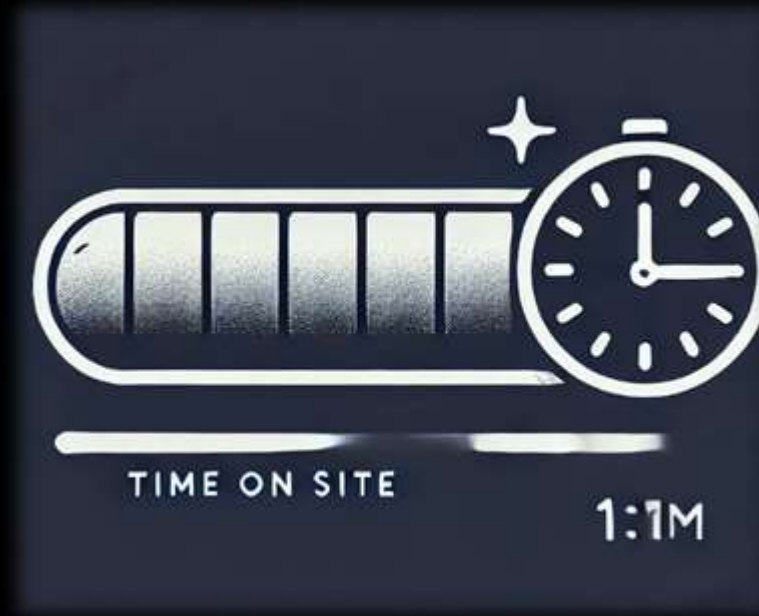
facebook.com  
**2.13%** ↓10.3%

canva.com  
**1.44%** ↓6.06%

[View all destinations](#)

# "TIME ON SITE" OR "SESSION DURATION"?

- Indicator of User Engagement and Content Quality
- Reduced “bounce rate”
- Conversion Rates
- Mobile ux?



## USER AGENT

### OAI-SearchBot

OAI-SearchBot is for search. OAI-SearchBot is used to link to and surface websites in search results in the SearchGPT prototype, and OpenAI search features. It is not used to crawl content to train OpenAI's generative AI foundation models. To help ensure your site appears in search results, we recommend allowing OAI-Searchbot in your site's robots.txt file and allowing requests from our published IP ranges below.

user-agent string: Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; OAI-SearchBot/1.0;  
+https://openai.com/searchbot

IP addresses: <https://openai.com/searchbot.json>

### ChatGPT-User

ChatGPT-User is for user actions in ChatGPT and [Custom GPTs](#). When users ask ChatGPT or a CustomGPT a question, it may visit a web page to help answer and include a link to the source in its response. ChatGPT users may also interact with external applications via [GPT Actions](#). ChatGPT-User governs which sites these user requests can be made to. It is not used for crawling the web in any automatic fashion, nor to crawl content for generative AI training.

user-agent string: Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0;  
+https://openai.com/bot

IP addresses: <https://openai.com/chatgpt-user.json>

### GPTBot

GPTBot is used to make our generative AI foundation models more useful and safe. It is used to crawl content that may be used in training our generative AI foundation models. Disallowing GPTBot indicates a site's content should not be used in training generative AI foundation models.

user-agent string: Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; GPTBot/1.1;  
+https://openai.com/gptbot

IP addresses: <https://openai.com/gptbot.json>



"pizza near me"

# SERP View

Set as search engine ×



## Joe's New York Pizza

[joesnypizzalv.com](https://joesnypizzalv.com)



Looking for pizza options in Las Vegas? Here are some recommendations:

### Joe's New York Pizza

Offers authentic New York-style pizza with meals starting at \$7.95. They provide both indoor and outdoor dining, along with delivery and catering services. Located at 4480 Paradise Road

JOE'S NY PIZZA



### Metro Pizza

Renowned for its quality and generous portions, Metro Pizza has multiple convenient locations in Las Vegas. They also offer catering services METRO PIZZA



Ask a follow-up...





"pizza near me"

# SERP View With Links Panel

Set as search engine



**Tripadvisor**  
**The 10 Best Pizza in Paradise Las Vegas - Tripadvisor**  
 Expand your search. BIGGEST PIZZA IN LAS VEGAS!!!! 1. Metro Pizza. I'd compare this wit...

**Domino's Pizza USA**  
**Domino's Pizza at 3900 Paradise Rd Ste S | Domino's in Las Vegas**  
 3900 Paradise Rd Ste S. Las Vegas, NV 89169.  
 (702) 448-6668. Order Online. Domino's...

**Pizza Delivery & Carryout, Pasta, Chicken & More | Domino's**  
 Order pizza, pasta, sandwiches and more...

**Pizza Delivery Near Me in Las Vegas - Domino's Pizza**  
 Domino's Pizza. 6540 East Lake Mead Blvd. L...

**Joe's NY Pizza**

**Joe's New York Pizza**  
[joesnypizzalv.com](http://joesnypizzalv.com)



Looking for pizza options in Las Vegas? Here are some recommendations:

**Joe's New York Pizza**

Offers authentic New York-style pizza with meals starting at \$7.95. They provide both indoor and outdoor dining, along with delivery and catering services. Located at 4480 Paradise Road JOE'S NY PIZZA



**Metro Pizza**

Renowned for its quality and generous portions, Metro Pizza has multiple convenient locations in Las Vegas. They also offer catering services METRO PIZZA



Ask a follow-up...





"pizza near me"

# SERP View With Images Panel

Set as search engine ×



JPG 2133 x 1200



JPG 2880 x 2304



JPG 1000 x 1000



JPG 2400 x 1600



## Joe's New York Pizza

[joesnypizzalv.com](http://joesnypizzalv.com)



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### Metro Pizza

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Ask a follow-up...



"what is pubcon?"

# SERP View With Embedded Video

Set as search engine ×



To learn more about Pubcon, you can watch this overview video:

**PUBC** PubCon: The Premier Social Media and Search Conference - Las Vegas 2009 Share

Watch on YouTube

Ask a follow-up...





"what is pubcon?"

Set as search engine



Sources



Ask a follow-up...



# Links Panel: Missing URL's



"what is pubcon?"



Pubcon Pro

### Pubcon Pro – Pubcon Pro Search, Social Media, Marketing...

October 4, 2010 — Pubcon Pro offers workshops and events on artificial intelligenc...

### About Pubcon Inc. – Pubcon Pro

Pubcon Inc. is a technology corporation that...

### March 2024 - Pubcon Pro

Pubcon Las Vegas October 2024, is over here...

### Conference History - Pubcon Pro

Pubcon, the premier new media and...



Web Design Inspiration

### Pubcon: Event Highlighting Digital Marketing & SEO Trends (Austin)

June 21, 2023 — Pubcon is a premier event for digital marketers and SEO professionals to...



Sources

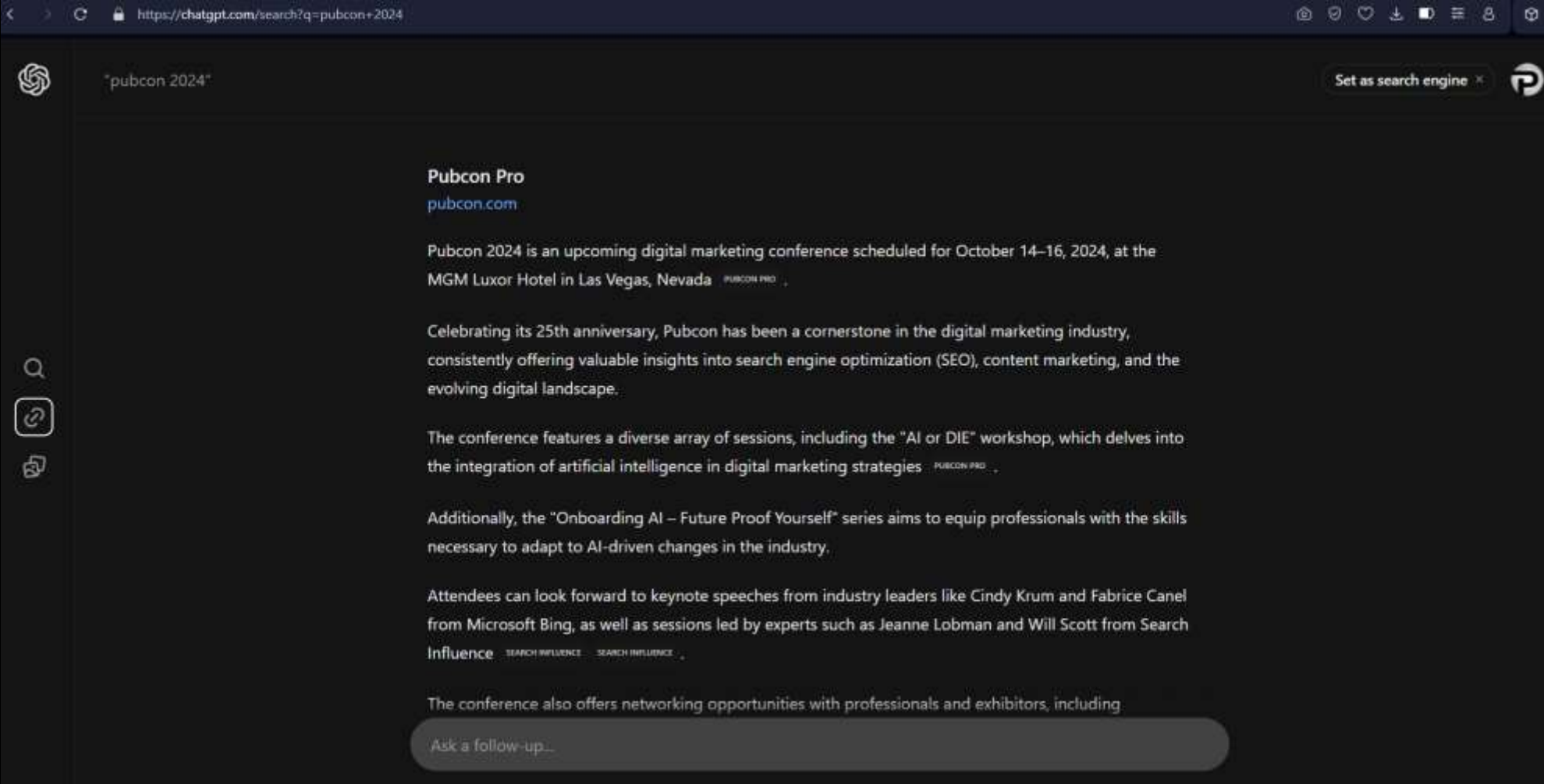


Ask a follow-up...



# Embedded Hrefs in AI Results

## FEATURES AND CAPABILITIES OF SEARCHGPT



The screenshot shows a web browser window with the URL `https://chatgpt.com/search?q=pubcon+2024`. The search results for "pubcon 2024" are displayed. The top result is "Pubcon Pro" from `pubcon.com`. The text of the result includes: "Pubcon 2024 is an upcoming digital marketing conference scheduled for October 14–16, 2024, at the MGM Luxor Hotel in Las Vegas, Nevada", "Celebrating its 25th anniversary, Pubcon has been a cornerstone in the digital marketing industry, consistently offering valuable insights into search engine optimization (SEO), content marketing, and the evolving digital landscape.", "The conference features a diverse array of sessions, including the 'AI or DIE' workshop, which delves into the integration of artificial intelligence in digital marketing strategies", "Additionally, the 'Onboarding AI – Future Proof Yourself' series aims to equip professionals with the skills necessary to adapt to AI-driven changes in the industry.", "Attendees can look forward to keynote speeches from industry leaders like Cindy Krum and Fabrice Canal from Microsoft Bing, as well as sessions led by experts such as Jeanne Lobman and Will Scott from Search Influence", and "The conference also offers networking opportunities with professionals and exhibitors, including". At the bottom of the search results, there is a button labeled "Ask a follow-up...".



"pubcon 2024"

Set as search engine ×

**Pubcon Pro**  
**Pubcon October 2024 – Search Chaos! – Pubcon Pro**  
May 28, 2024 — The October 2024 Pubcon Las Vegas Conference will be held at the iconic MGM Luxor Hot...

**March 2024 – Pubcon Pro**  
This years Pubcon will dive deep into all aspects of th...

**Pubcon Pro – Pubcon Pro Search, Social Media, Marketing Conferences**  
October 4, 2010 — Pubcon Labs at Pubcon Las Vegas...

**Pubcon March – The Exciting New Realities of Search**  
December 10, 2023 — December 11, 2023. Pubcon La...

**Search Influence**  
**Jeanne Lobman on Integrating SEO and Paid Search Strategies at Pubcon 2024**  
October 10, 2024 — Search Influence at Pubcon 2024. Jeanne won't be the only Search Influence team...

**Will Scott to Present on AI for Content Marketing at Pubcon 2024 in Las ...**  
October 3, 2024 — October 4th, 2024 by Collin...

### Pubcon Pro

[pubcon.com](https://pubcon.com)

Pubcon 2024 is an upcoming digital marketing conference scheduled for October 14–16, 2024, at the MGM Luxor Hotel in Las Vegas, Nevada PUBCON PRO

Celebrating its 25th anniversary, Pubcon has been a cornerstone in the digital marketing industry, consistently offering valuable insights into search engine optimization (SEO), content marketing, and the evolving digital landscape.

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Attendees can look forward to keynote speeches from industry leaders like Cindy Krum and Fabrice Canel from Microsoft Bing, as well as sessions led by experts such as Jeanne Lobman and Will Scott from Search Influence SEARCH INFLUENCE SEARCH INFLUENCE


The conference also offers networking opportunities with professionals and exhibitors, including

Ask a follow-up...

# ADVANCED SEARCH OPERATORS

- <https://www.webmasterworld.com/gpt/5111161.htm>

**Brett Tabke**   
Administrator from US   
joined: Sept 21, 1999  
posts: 39388  
Votes: 489  
Followers: 104

Msg#:5111163 ▾ Votes:  2

5:41 am on Aug 29, 2024 (est)

### SearchGPT Advanced Search Operators

#### Boolean Operators

- AND: Finds documents containing all the specified terms.
- OR: Finds documents containing any of the specified terms.
- NOT: Excludes documents containing the specified term.

#### Proximity Search

- NEAR: Finds documents where two terms are within a specified distance of each other.

#### Wildcard Search

- \*: Matches any number of characters.  
For example,  
`"apple*" will match "apple", "apples", "applepie", etc.`
- ?: Matches a single character.  
For example,  
`"apple?" will match "apples" but not "applepie".`

#### Phrase Search

- "": Finds documents containing the exact phrase.  
For example,

# BENEFITS FOR SITE OWNERS AND SEOS

- We know nothing and have no data.
- We are naked optimizing here.
- So here are some educated guesses at possibly improving your traffic out of SearchGPT



# BENEFITS FOR SITE OWNERS AND SEOS

- Ask ChatGPT to “*tell on SearchGPT*” - Carolyn Shelby
- First time in history that a search engine will tell you how it works.



# BENEFITS FOR SITE OWNERS AND SEOS

- Ask ChatGPT about rankings factors in SearchGPT
- Ask it about indexing parameters
- Ask it how it generates results,
- Where does it get content...etc



- No Serp urls? Then use Domain Name in Title:

## SEO TIPS?

The screenshot shows a search engine interface with the following elements:

- Search Bar:** Contains the query "does onsite time matter for a website - if so, why?"
- Search Results:**
  - Result 1:** From Full Circle SEM, titled "Why Time Spent on Site Matters and Using Google Analytics", dated April 19, 2022. The snippet reads: "Why Does Time on Site Matter? Time on site is an excellent metric fo..."
  - Result 2:** From WebFX, titled "Onsite SEO: 6 Crucial Components of Onsite SEO - WebFX". The snippet reads: "Now that you know the importance of onsite SEO, it's time to start optimizing your site to..."
- Snippet Content:** The snippet for the second result includes a list of tips:
  - **Optimize Page Load Times:** Fast- visitors to stay longer. Optimize i improve load times WIKIPEDIA .
  - **Ensure Mobile-Friendliness:** With mobile devices, a responsive desi SEARCH ENGINE JOURNAL .
- Bottom:** A "Sources" section with social media icons for Twitter, Facebook, LinkedIn, and YouTube.

• Develop Conversational and Contextual Content:

SEO TIPS?

- SearchGPT excels at understanding nuanced, conversational queries. Create content that mirrors natural dialogue, addressing potential user questions in a conversational tone.
- Voice queries will explode as AI assistants gain traction

- Implement Advanced Schema Markup

SEO TIPS?

- ...aids SearchGPT in accurately interpreting and categorizing information
- Clearly define entities (e.g., products, services, concepts) and their relationships within your content
- - meh



- UX is primary? Really!?

SEO TIPS?

- AI-driven search engines consider user engagement metrics, so a positive UX can improve your site's rankings
- Max out core web vitals

- Core Web Vitals – double meh. Show me data, Show me data!

PageSpeed Insights

Mobile Desktop

Diagnose performance issues

100 Performance 86 Accessibility 100 Best Practices 75 SEO

100 Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)

▲ 0–49    ■ 50–89    ● 90–100

Rankings dropped? SOLUTIONS NINJAS

Rank	URL	Mobile	Page	Desktop
1	Search Engine and SEO	100	100	100
2	Search Engine and SEO	100	100	100
3	Search Engine and SEO	100	100	100
4	Search Engine and SEO	100	100	100
5	Search Engine and SEO	100	100	100
6	Search Engine and SEO	100	100	100
7	Search Engine and SEO	100	100	100
8	Search Engine and SEO	100	100	100
9	Search Engine and SEO	100	100	100
10	Search Engine and SEO	100	100	100

1. **SearchGPT** represents a significant advancement in search technology, focusing on natural language processing and understanding user intent more accurately

2. **User Experience:** Significantly faster at getting answers than Google

3. **Market Dynamics:** They drove Google into AI space

4. **AI Integration:**



# BETTER AND BETTER?

- Contextual understanding of user from chat and search history
- Google claims to do this, but they have no clue who I am.

what makes up your memory of me?

My memory of you is shaped by the key details you've shared across our conversations, such as your professional role, your interests, and any specific preferences or goals you've expressed. Here's a summary of what I remember:

1. **Professional Background:** You are a university professor of nursing and have expertise in various areas related to AI, technology, and business development. You are also involved in writing a book around SEO and marketing, particularly referencing well-known figures like Brett Tabke and his notable work in the field.

# PROS CONS

- Pro: not shackled by the evils of advertising and the hideous UX of Google/Bing AI
- Pro: Transparency
- Pro: UX so much easier to use
- Con: No URLs on serps (can you trust that link?)
- Con: The Google Monopoly
- Con: Brand. They sued OpenAI – not Google

## FUTURE?

- New integration with ChatGPT before end of 2024.
- 250 million weekly in spring 2024

### SearchGPT is coming to ChatGPT this year — here's why that is a big deal

Features By [Amanda Caswell](#) last updated 2 days ago

It's already giving us Google-like vibes

[f](#) [o](#) [e](#) [p](#) [r](#) [e](#) [m](#) [c](#) [o](#) [m](#) [m](#) [e](#) [n](#) [t](#) [s](#) [\(0\)](#)

When you purchase through links on our site, we may earn an affiliate commission. [Here's how it works.](#)





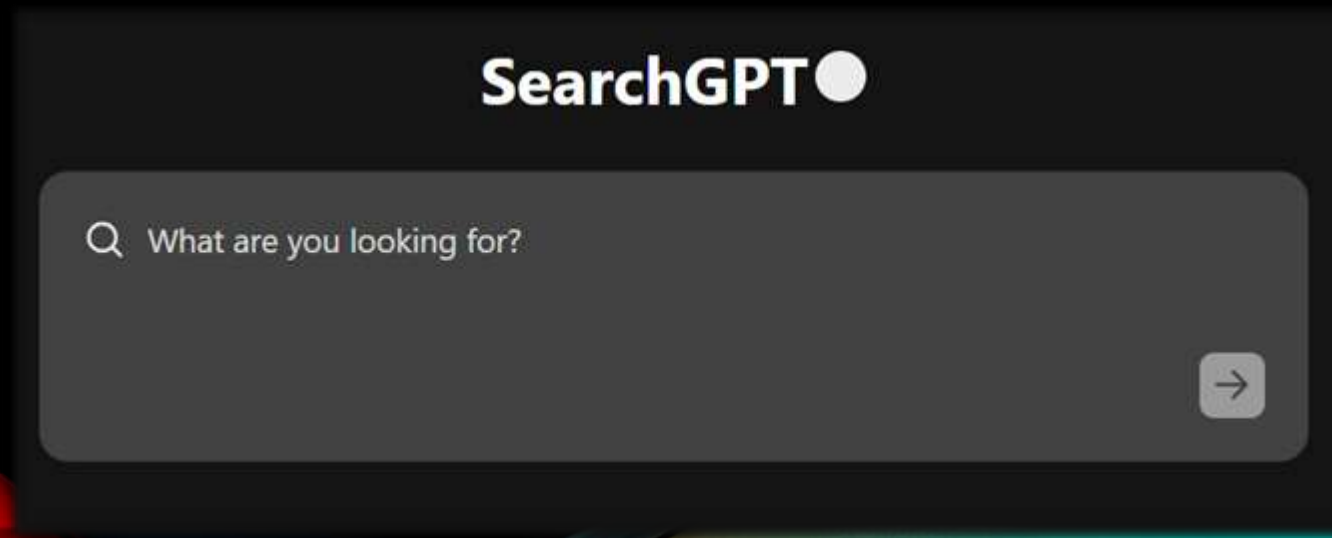
DEMO

# SEARCHGPT



## The Final Search Engine

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We'll dive into practical methods for leveraging SearchGPT to produce optimized content that not only ranks well but engages your audience. Learn how to harness the power of AI-driven insights to refine your SEO approach, build authority, and stay ahead of the competition.

You'll walk away with actionable strategies and a clear understanding of how SearchGPT can open new doors for growth, visibility, and lead generation - making it an indispensable tool for any forward-thinking webmaster. Join us to learn how you can transform your SEO game and maximize your site's potential with this new technology.

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## Unlocking SEO Potential with SearchGPT: New Opportunities



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