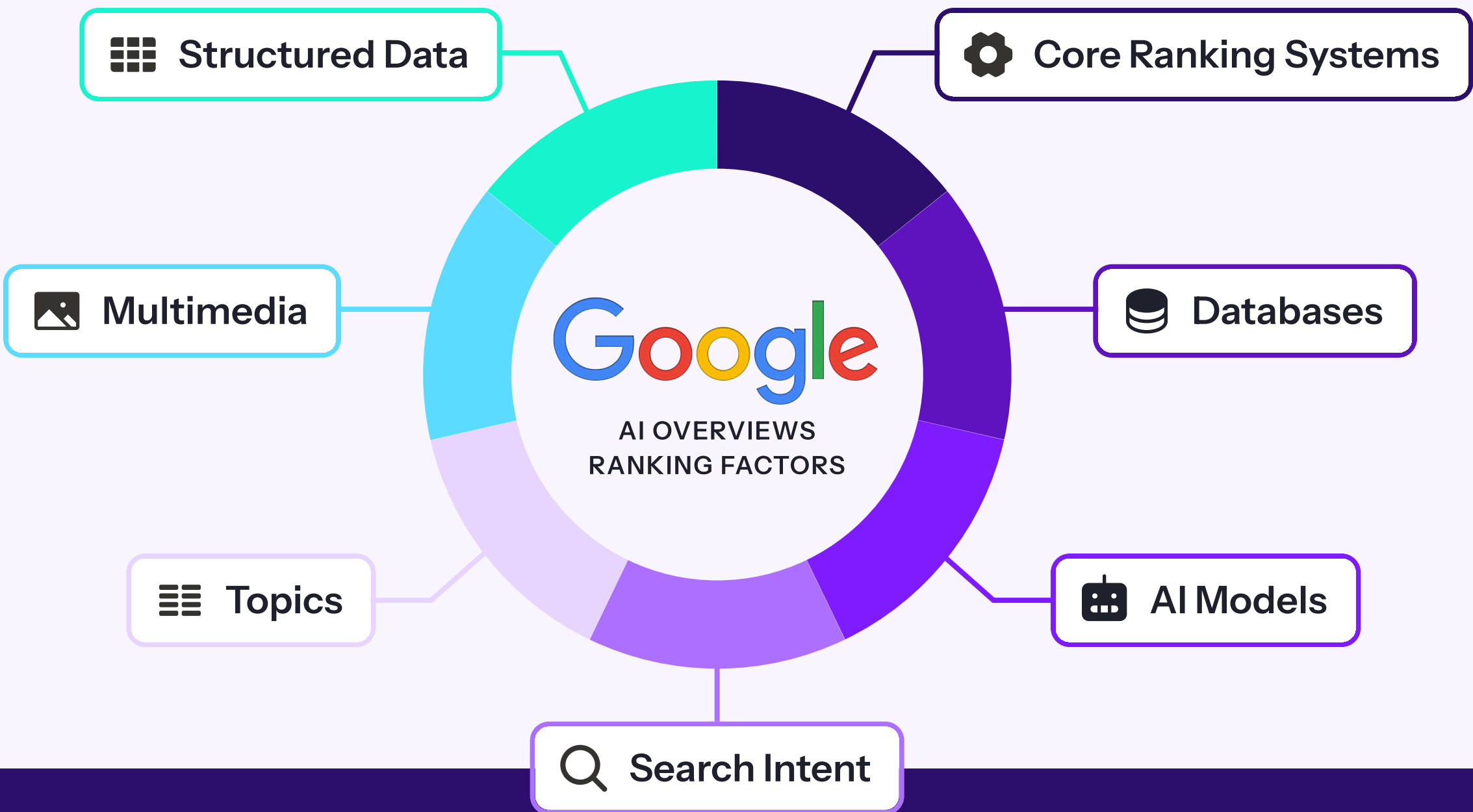


AI Overviews Ranking Factors: Inside Google's Search Generative Experience

With the launch of Google's AI Overviews, SEOs have lots of questions, including how to rank in Google's AI-generated search results. Below is our data-backed research into Google's AI Overviews ranking factors.



Inside AI Overviews Ranking Factors

AI OVERVIEWS RANKING FACTORS	STATUS	IMPACT ON RANKINGS
<div>1</div> <div>AI models Multiple large language models (LLMs) power AI Overviews, including PaLM2 and a modified version of MUM.</div>	<div>✓</div> Confirmed	<div><div></div><div></div><div></div></div> High
<div>2</div> <div>Core ranking systems Google's core ranking systems include high-impact ranking factors like Spam detection, PageRank, Helpful content, and Freshness.</div>	<div>✓</div> Confirmed	<div><div></div><div></div><div></div></div> High
<div>3</div> <div>Databases AI Overviews results also cite Google's Knowledge Graph. While Knowledge Graph catalogs people, places, and things, Shopping Graph maintains a products and sellers database via Google Merchant Center and indexed URLs.</div>	<div>✓</div> Confirmed	<div><div></div><div></div><div></div></div> Medium
<div>4</div> <div>Topic AI Overviews "places even more emphasis on producing informative responses...corroborated by reliable sources" for YMYL topics and includes a disclaimer if needed. AI Overviews will not appear for topics with information gaps.</div>	<div>✓</div> Confirmed	<div><div></div><div></div><div></div></div> Medium
<div>5</div> <div>Search Intent Based on experiments, search intent, like navigational, informational, or transactional, will also influence which websites rank.</div>	<div>✓</div> Confirmed	<div><div></div><div></div><div></div></div> High
<div>6</div> <div>Multimedia Based on AI Overviews experiments, AI Overviews will include visuals in its results (along with links to the source), while the space after generative results will typically lean towards sites with visuals than results without AI Overviews.</div>	<div>?</div> Likely	<div><div></div><div></div><div></div></div> Low
<div>7</div> <div>Structured Data Structured data provides "explicit clues about the meaning of a page" and is referenced by Google Shopping. With structured data, websites can provide Google's databases and LLMs with more explicit information about a page.</div>	<div>?</div> Likely	<div><div></div><div></div><div></div></div> Medium

Start experimenting with AI Overviews optimizations

With the world's leading search engine leaning into generative AI, it's become critical for SEOs to evaluate their sites from a generative engine optimization (GEO) perspective for experiences like Google's AI Overviews.