

Because Marketplace Exclusivity Matters

Experience The Difference

- ✓ Search Engine Optimization (SEO)
- ✓ Pay-Per-Click Marketing (PPC)
- ✓ Social Media Marketing
- ✓ Content Marketing Strategies
- ✓ Web Design & Development
- ✓ Reputation Management
- ✓ Local Search
- ✓ Digital Video Marketing



AI, Google and You



ChatGPT



Firefly



BingChat



Google Bard



Generative AI

Google Search Generative Experience, SGE



bit.ly/aajaustin2024



ChatGPT



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Generative AI

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ChatGPT



Firefly



Copilot



Google Bard



Google Search Generative Experience, SGE



ChatGPT



Firefly



Copilot



Google Gemini



Google Search Generative Experience, SGE

Large language models, LLMs, are masters of text, excel at understanding and generating human-like language (think writing, translation, answering questions).



ChatGPT



Firefly



Copilot



Google Gemini



Google Search Generative Experience, SGE

An illustration of a man with brown hair and glasses, wearing a suit and tie, sitting at a desk and typing on a keyboard. To his left is a blue robot with large, expressive eyes and a small screen on its chest. The background features a city skyline and various digital icons like a laptop and a smartphone. The text "Let's get started!" is overlaid in the center in a white, sans-serif font.

Let's get started!

An illustration of a man with brown hair and glasses, wearing a suit and tie, sitting at a desk and typing on a keyboard. To his left is a robot with a large head, two large eyes, and a small screen on its chest. The robot is also at the desk, looking towards the man. The background features a city skyline and various technical diagrams and lines. The text "The Prompt" is overlaid in the center in a large, white, sans-serif font.

The Prompt

A prompt is a guide for Generative AI, telling it what to create and how to be creative. Think of it as an instruction that unlocks the AI's potential.

Gemini

Supercharge your creativity
and productivity

Chat to start writing, planning, learning and
more with Google AI

Sign in



Sure, here is an image of a futuristic car driving through an old mountain road surrounded by nature:

gemini.google.com

An illustration of a man with brown hair and glasses, wearing a suit and tie, sitting at a desk and typing on a keyboard. To his left is a robot with a large, round head and a small screen on its chest. The background features a city skyline and various technical diagrams and icons. The text "AI Images" is overlaid in the center.

AI Images



AI Images



Can you use AI images on your website?



YES!



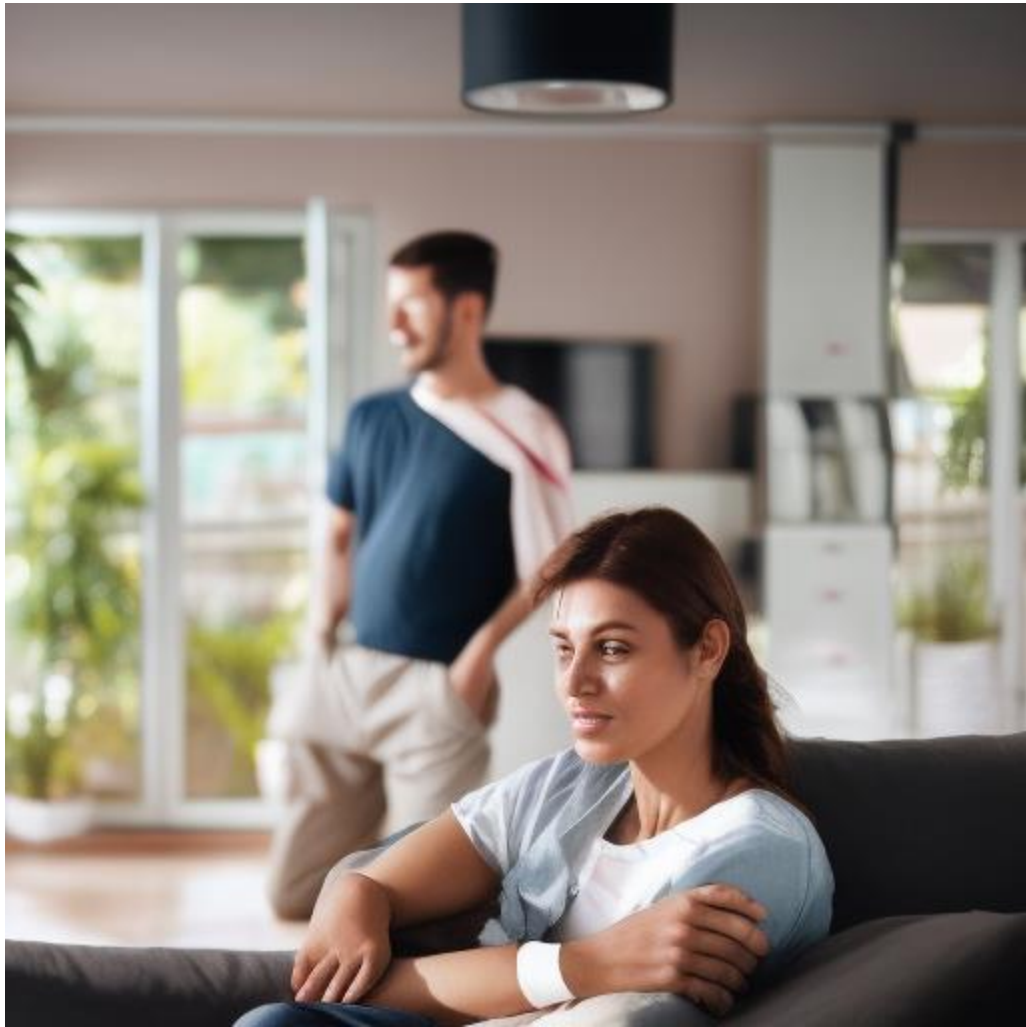
**YES!
BUT
BE CAREFUL!**



[Privacy Policy](#) [Terms of Use](#) [Feedback](#)



[Privacy Policy](#) [Terms of Use](#) [Feedback](#)







Be Careful



Can you use AI images on your website?

- las vegas
- honda
- chandler az
- honda civic
- chandler arizona
- airplane crash
- aviation accident



Plattner Verderame PC
Phoenix Helicopter Accident Attorneys ...



Lerner and Rowe Injury Attorneys
Arizona Helicopter Crash Lawyers ...



Lamber Goodnow
Phoenix Airplane Accident Lawyer ...



Wisner Baum
Helicopter Crash Lawyers | W



Morgan & Morgan
How Do Helicopter Crashes Happen ...



Plattner Verderame PC
Phoenix Aviation Accident Crash Lawyers ...



Las Vegas Review-Journal
Grand Canyon helicopter crash ...



TorkLaw
Helicopter Accident Attorney ...





Plattner Verderame PC
Phoenix Helicopter Accident Attorneys ...



Lerner and Rowe Injury Attorneys
Arizona Helicopter Crash Lawyers ...



Lamber Goodnow
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Helicopter Crash Lawyers | W



Morgan & Morgan
How Do Helicopter Crashes Happen ...



Plattner Verderame PC
Phoenix Aviation Accident Crash Lawyers ...



Las Vegas Review-Journal
Grand Canyon helicopter crash ...



TorkLaw
Helicopter Accident Attorney ...



atlanta crane accident attorneys



< All

News

Images

Maps

Videos

: More

Tools



brookhaven



falling object



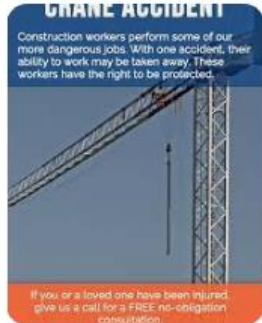
construction site



midtown atlanta



personal injury



John Foy
Crane Accident Law...



Harris Lowry Manton LLP
Atlanta Crane Accident Attorneys - Free ...



The Stoddard Firm
Atlanta Crane Accident Lawyer | The ...



RS Rechtman & Spevak
Crane Accident Law...
At



Hasner Law, PC
Atlanta Construction ...



Henningsen Injury Attorneys
Atlanta Construction Accident Lawyer ...



The Baer Law Firm
Atlanta Construction Accident Lawyer ...



Fox News
Atlanta crane collapse injures at least ...





Firefly

Free and Paid version
firefly.adobe.com

The Gemini logo features the word "Gemini" in a sans-serif font with a color gradient from purple to red. A small, four-pointed star is positioned above the letter 'i'.

Gemini

[Gemini.google.com](https://gemini.google.com)

The Copilot logo consists of the word "Copilot" in a blue sans-serif font, positioned above a colorful, 3D-style icon. The icon is a stylized, multi-colored shape resembling a ribbon or a stylized 'C' with a gradient from blue to red.

Copilot

copilot.microsoft.com



Okay, that's the fun stuff, now let's look at data!



ChatGPT

<https://chat.openai.com/>



Chat Generative Pre-Trained Transformer

<https://chat.openai.com/>

Free and paid version – we're using the paid version at \$20mth

About 7,320 results (0.29 seconds)

Results for **Hendersonville, TN** · Choose area

Rocky McElhaney Law Firm
https://www.rockylawfirm.com > directions > henders...

Hendersonville Location

Hendersonville Location. **Rocky McElhaney Law Firm**: Car Accident & Injury Lawyers 475 Saundersville Rd. **Hendersonville, TN** 37075. Phone: 615-933-2466

Rocky McElhaney Law Firm
https://www.rockylawfirm.com

Rocky McElhaney Law Firm

Call **Rocky** at 615-425-2500 or fill out our contact form to schedule a free initial consultation. From our **offices** in Nashville, **Hendersonville**, Murfreesboro and ...
Gladiators · Rocky McElhaney · Contact Us · Nashville Location

Rocky McElhaney Law Firm
https://www.rockylawfirm.com > our-staff

Attorneys & Staff of Rocky McElhaney Law Firm

475 Saundersville Rd. **Hendersonville, TN** 37075. Phone: 615-933-2466 · Our Hendersonville Personal Injury **Lawyers** on Google Maps. **Hendersonville-TN**. Clarksville ...

GBP Reviews



Rocky McElhaney Law Firm: Car Accident & Injury Lawyers

4.8 ★★★★★ 104 Google reviews

Personal injury attorney in Hendersonville, Tennessee

- Website
- Directions
- Save
- Call

Address: 475 Saundersville Rd, Hendersonville, TN 37075

Hours: Open 24 hours

Phone: (615) 933-2466

Suggest an edit

Rocky McElhaney Law Firm: Car Accident & Injury Lawyers

475 Saundersville Rd, Hendersonville, TN

4.8 ★★★★★ 104 reviews ⓘ

Write a review

People often mention

All team 13 settlement 10 outcome 9 questions 8 +6

Sort by

Most relevant Newest Highest Lowest

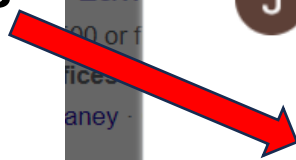
Josh Walker
5 reviews
★★★★★ 2 months ago

Rocky McElhaney Law Firm, Did an amazing job for me!! Got a very substantial settlement back for case! They were very sympathetic and understanding of what I went through. They made sure that in the end I got justice! 100/10 satisfaction. Thank you guys so much for everything you've done for me! You guys have changed my life!

👍 1

Response from the owner 2 months ago
Hi Josh, what we do each day is not just work, it's making a difference in someone's life. We are

GBP Reviews



https://www.paulso...

Performance on Search results

EXPORT

Overview

URL inspection

Performance

G Search results

* Discover

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

Search type: Web

Date: Oct 5, 2022-Dec 31, 2...

+ New

Last updated: 10 hours ago

Total clicks

15.9K

Total impressions

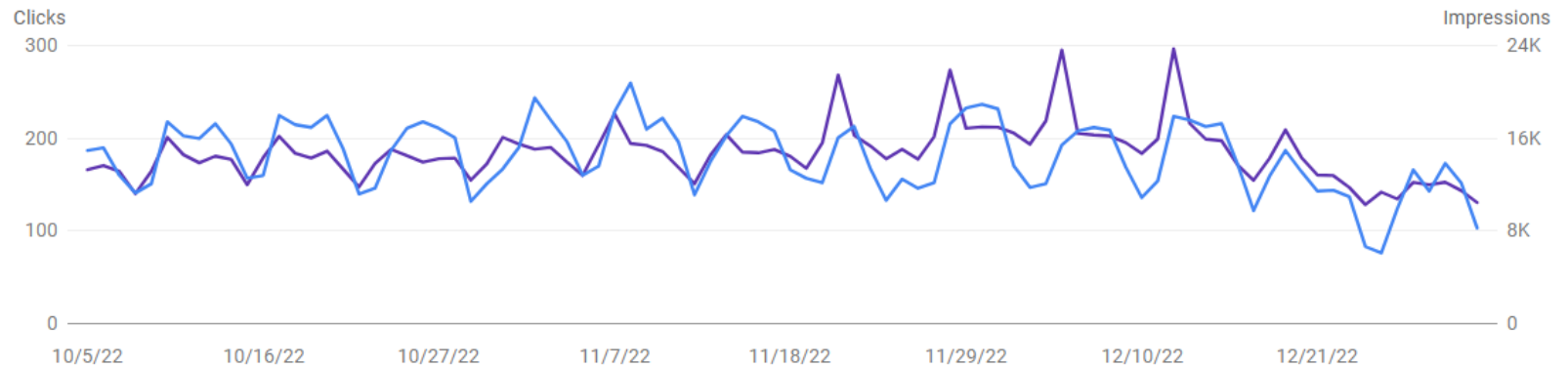
1.3M

Average CTR

1.2%

Average position

34



QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

https://www.paulso...

Performance on Search results

EXPORT

Overview

URL inspection

Performance

Search results

Discover

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

Search type: Web

Date: Oct 5, 2022-Dec 31, 2...

+ New

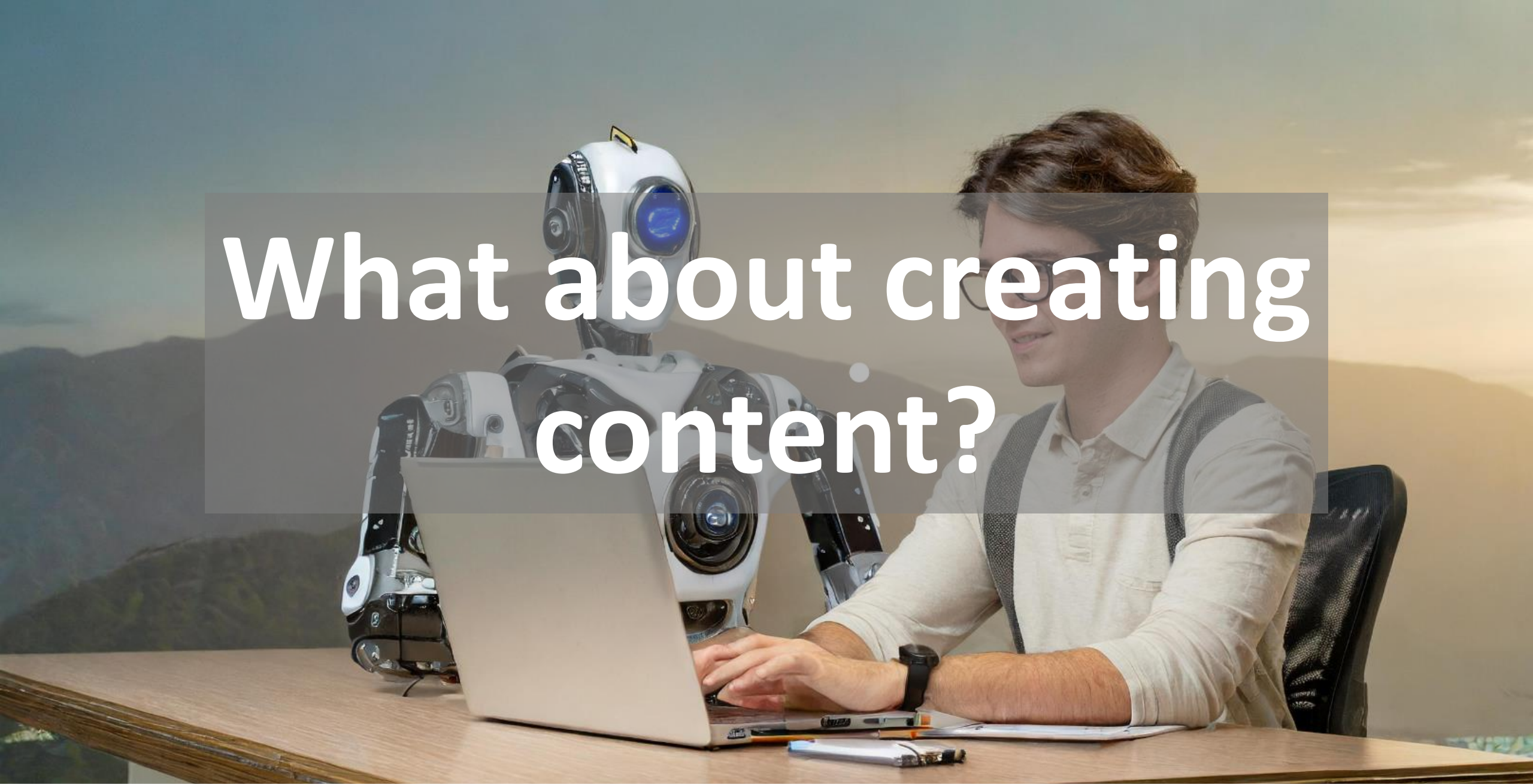
Last updated: 10 hours ago

medical malpractice	282	22,302
kushy punch lawsuit	162	1,442
hospital acquired infections	161	4,037
paulson and nace	124	209
nosocomial infection	78	4,561
chevy cobalt years to avoid	75	990
can anesthesia cause brain damage	68	1,686
failure to treat lawsuit	59	218
what are 6 most common hospital-acquired infections?	57	1,017

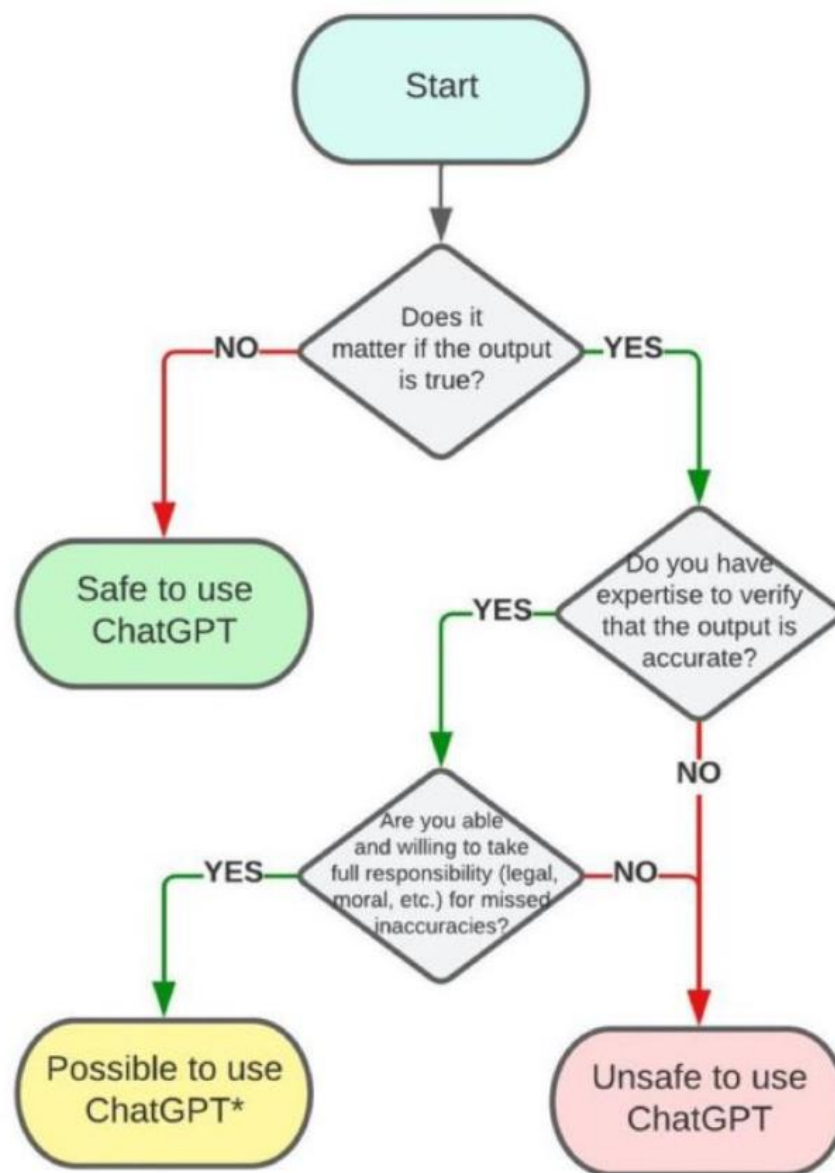
1000 rows of query data



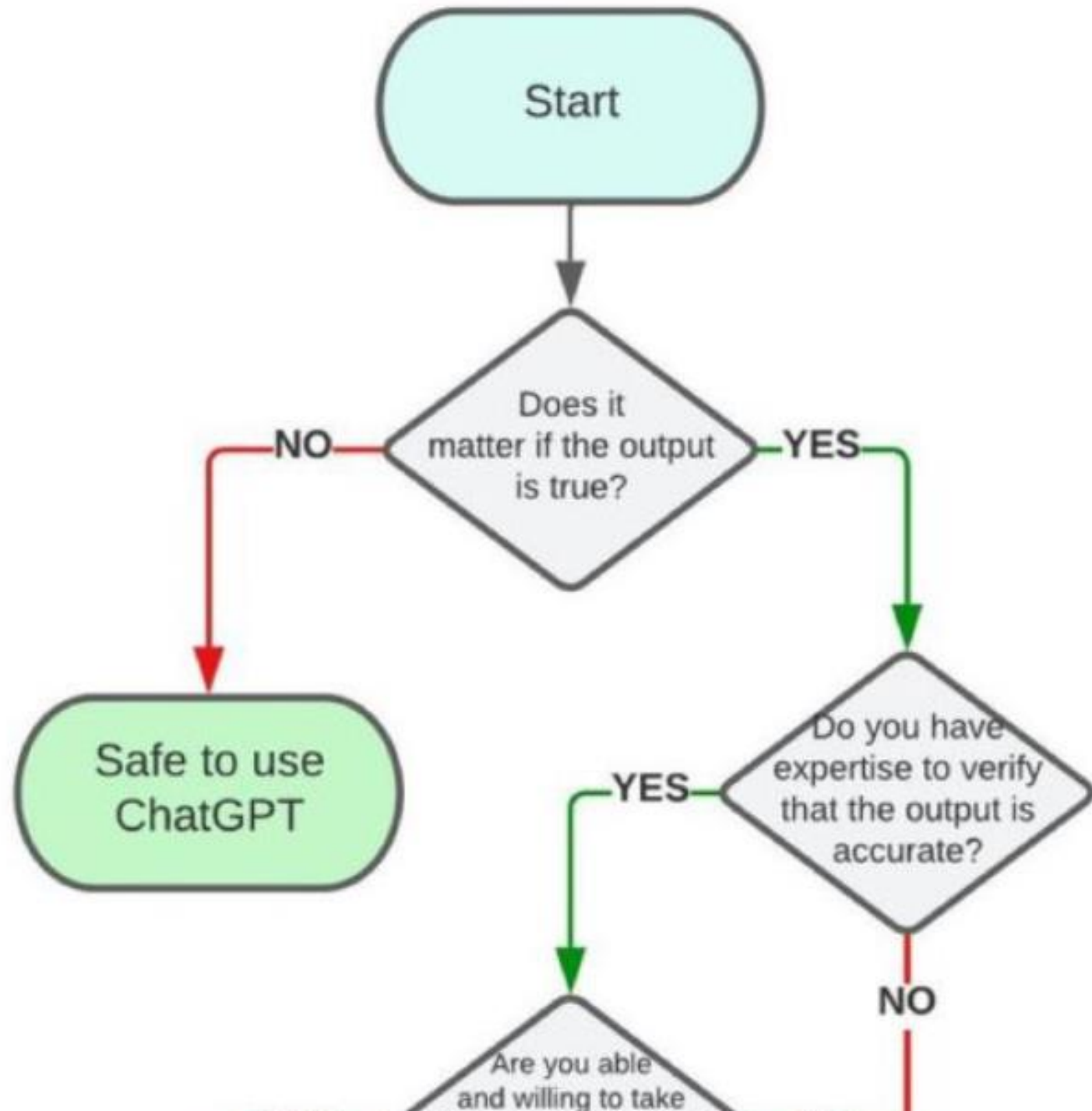
Rows per page: 10 1-10 of 1000

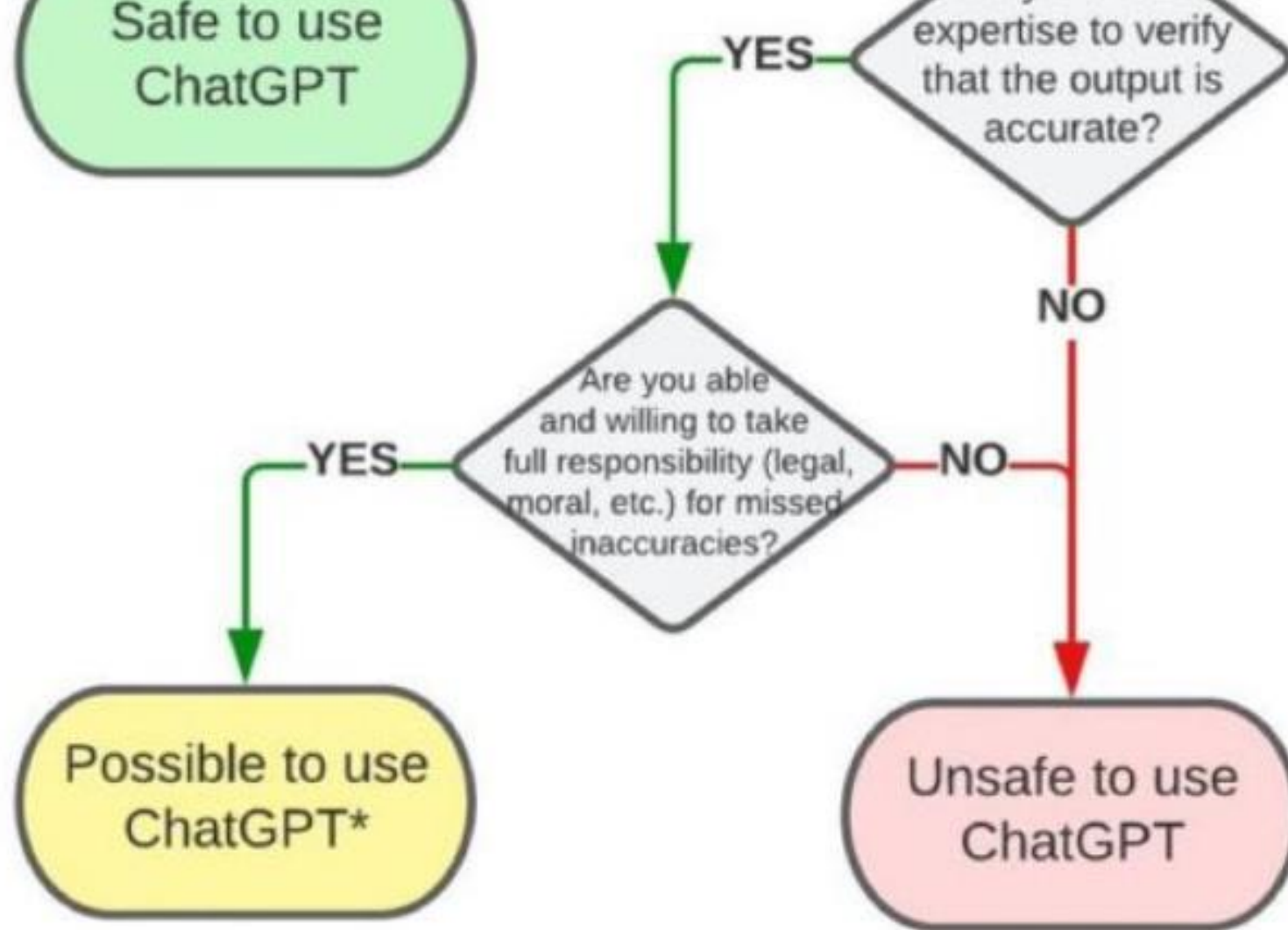
A man with glasses and a white shirt is sitting at a desk, typing on a laptop. A white robot with blue eyes is sitting next to him, also looking at the laptop. The background shows a scenic view of mountains and a sunset. The text "What about creating content?" is overlaid on the image in a large, white, sans-serif font.

What about creating content?



* but be sure to verify each output word and sentence for accuracy and common sense





* but be sure to verify each output word and sentence for accuracy and common sense



Generative AI

Google Search Generative Experience, SGE

labs.google.com/search/



Try new experiments in Search Labs

Help shape the future of Search by trying out short experiments and new AI experiences.

Early lab space is limited. If you're interested, we'll let you know when Search Labs is ready for you.

[Sign in to continue](#)

labs.google.com/search/

most popular coffee beans in the world

Generative AI is experimental.

Arabica coffee beans are the most popular type of coffee bean in the world. They

SGE, generative AI in Search

Supercharge your search to find what you're looking for in faster, easier ways. Get AI-powered overviews to quickly get the gist of a topic and easily follow up. Let AI do the heavy lifting for you. [Learn More](#)

When turned on, SGE may appear when you search



Try an example

Feedback

I. Route 66 Overview

U.S. Highway 66 — popularly known as Route 66 — embodies a complex, rich history that goes well beyond any chronicle of the road itself. An artery of transportation, an agent of social transformation, and a remnant of America's peak, it stretches 2,400 miles across two thirds of the continent. The highway winds from the streets of Lake Michigan across the agricultural fields of Illinois, to the rolling hills of the Missouri Ozarks, through the mining towns of Kansas, across Oklahoma where the woodlands of the East meet the open plains of the West, to the open ranch lands of Texas, the arid desert mesas of New Mexico and Arizona, to the Mojave Desert, and finally to the "land of milk and honey" — the metropolis of Los Angeles and the shores of the Pacific Ocean. Flanked by historic buildings and diverse cultural resources, Route 66 spans the continent, revealing the process of historical change that transformed people, their communities, and the nation. This iconic highway's multiple alignments carried not only the East but also the past and the present.



Key points from the page

Generative AI is experimental. Info quality may vary.

- This article looks at the history of Route 66, a 2,400-mile highway that runs from Chicago to Los Angeles.
- Created in 1926, the highway became popular due to its scenic route, and led to a business boom along the highway.
- New interstates incrementally replaced Route 66 after President Eisenhower supported a 1956 law. The highway was eventually decommissioned in 1985.

SGE while browsing

Browse web pages with AI-powered tools that help you understand the key points and get straight to what you're looking for on the page. [Learn More](#)

Browse web pages with AI-powered tools that help you understand the key points and get straight to what you're looking for on the page.



Try an example

Feedback



labs.google.com/search/



ChatGPT



Firefly



Copilot



Google Gemini



Google Search Generative Experience, SGE

Resources

Videos on AI to get you started

The Turing Lectures: The future of generative AI

https://youtu.be/2kSl0xkq2IM?si=gGH6c1P8_u85mWHh

The Turing Lectures: Addressing the risks of generative AI

<https://youtu.be/UYdx74st9O4?si=YkuOK76eO2NHx-eH>

The Turing Lectures: What is generative AI?

<https://youtu.be/fwaDtRbfioU?si=uXNM8Bkc567DeT6L>

Light Reading on LLMs

<https://datasci101.com/what-are-llms-part-1/>

AI from Google and Bing

<https://gemini.google.com/>

<https://copilot.microsoft.com/>

<https://labs.google.com/search/>

AI Images...you can also use Bard and Copilot

<https://firefly.adobe.com/>

Prompts

Gemini

Let's explore the legal and ethical ramifications of using AI-generated legal briefs. What are the potential benefits and risks

Can you summarize this video and list the key takeaways <https://www.youtube.com/watch?v=jrmxPPGc9y8>

Can you create a short 200-word summary so I can post on social media

Create an image of a room full of attorneys listening to a guy speak about AI and Google

Firefly image prompts you can also try in Bard and Copilot

A wide landscape photo of a modern semi-truck driving down a long straight desert highway in Arizona at sunset. The truck is the main focus in the center and looks photo realistic. Warm golden sunset light hits the truck and reflects off the sandy desert landscape. Dramatic wispy clouds fill the vibrant dusk sky. Image is 16:9 aspect ratio, 8K resolution, extremely detailed, sharp focus, photorealistic.

A wide cityscape photo of a delivery truck driving down a busy street in New York City at sunset. The truck is the main focus in the center and looks photorealistic. Warm golden sunset light reflects off the glass skyscrapers and concrete buildings. The vibrant dusk sky is filled with dramatic clouds. People walk along the sidewalks and crosswalks. Image is 16:9 aspect ratio, 8K resolution, extremely detailed, sharp focus, photorealistic.

Using Copilot and Gemini, include "create an image using the following prompt "

ChatGPT

- Data Analysis for GBP Reviews

you are a senior customer support person please summarize and give me the key takeaways

which months did we get the most reviews?

- For GSC Query Data

Analyze the provided search query data from Google Search Console and identify patterns and opportunities for growth

what are the top questions being asked by users



bit.ly/aajaustin2024

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