

Masterclass: AI Search & the Future of SEO

How to Stay Visible in Generative AI

with



Charlie Marchant
CEO at Exposure Ninja



**AI Search is
already in
our pockets**



Year on year drop of UK users



Rank	Search engine	Headquarters	Total adult reach in May 2022	Total adult reach in May 2023	Total adult reach in May 2024	Year-on-year change	Online adult reach in May 2024	Average time spent in May 2024 per visitor (hours:mins)
1	Google Search	US	41.1m	41.3m	39.6m	-1.8m	83%	01:29
2	Bing	US	13.9m	21.9m	18.5m	-3.4m	39%	00:38
3	Yahoo!	US	1.5m	1.6m	1.6m	-24k	3%	00:07
4	DuckDuckGo	US	1.8m	1.3m	1.5m	+202k	3%	00:22
5	Yandex	Russia	1.3m	379k	762k	+383k	2%	00:01
6	Ecosia	Germany	814k	724k	637k	-87k	1%	02:42
7	Ask.com	US	498k	574k	410k	-163k	1%	00:07
8	Info.co.uk	US	1.9m	539k	263k	-275k	1%	00:01
9	Tineye	Canada	177k	217k	195k	-22k	<1%	00:01
10	Baidu	China	175k	82k	168k	+87k	<1%	00:03



Google is still the most dominant player with **83% of searches** .



ChatGPT has **1-4%*** and it's growing rapidly.

* Some assumptions were made in this calculation.

When I say growing rapidly:



ChatGPT had 400 million weekly users in Feb 2025



Up 33% from 300 million in December 2024

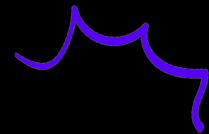


Up 300% from 100 million in November 2023



Source: Brad Lightcap, OpenAI's Chief Operating Officer, CNBC, Feb 2025

Agenda



01

AI Search Trends & Market Shifts

02

Optimising for AI Search

(& HOW YOU WANT TO BE SEEN)

03

AI Search Strategic Framework

04

Future of AI Search

1. AI Overviews

AI
Overview



'Regular'
organic
results



Google

Does Aramco invest in renewable energy?

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◆ AI Overview Learn more

Yes, Saudi Arabian oil company Aramco is investing in renewable energy. Aramco's goal is to generate 12 gigawatts (GW) of renewable energy by 2030. ⓘ

How Aramco is investing in renewable energy

- **Solar and wind:** Aramco is building solar and wind power facilities, including the Sudair and Shuaibah solar fields. ⓘ
- **Geothermal:** Aramco is exploring geothermal energy in Saudi Arabia. ⓘ
- **Carbon capture and storage:** Aramco is investing in carbon capture and storage technologies. ⓘ

Show more ▾

Supporting the Energy Transition - Aramco
Transportation. We are working to create breakthrough transportation technologies that have the potential to reduce...
Aramco ⓘ

How Saudi Aramco Balances Oil Production with Green ...
24 Jun 2024 — Critics often point to Aramco's dual role as both a major emitter of carbon dioxide and a proponent of net-zero...
World Economic Magazine ⓘ

Aramco
https://www.aramco.com › climate-and-energy › suppo... ⓘ

Supporting the Energy Transition
We believe oil and gas, supported by technological innovations, will prove to be essential in achieving an orderly global energy transition.

**Over 96% of AI overviews
appear for searches with
informational intent.**

Recent Updates to AI Overviews



GLOBAL ROLLOUT

Initially launched in USA.

Aug 2024: **UK launch.**

Oct 2024: **Extended to 100+ countries**, including Australia and New Zealand.



OCCURRING ON MORE SEARCHES

AI Overviews appear in **UK SERPs 19.23%** of the time.

AI Overviews in **US SERPs reached 18.76%** occurrence rate in Nov 2024.



APPEARS MORE ON LONG TAIL

Long-tail keywords consistently triggered AI Overviews.

Queries of 4+ words result in AI Overviews 60.85% of the time in Nov 2024.



ADS ADDED INTO SOME AIOS

In October 2024, **Google began incorporating ads into AI Overviews.**

Sponsored products appear in summaries for **queries with a commercial intent.**

2. AI-generated chatbots (ChatGPT, Claude, Perplexity, Google Gemini)

Sources

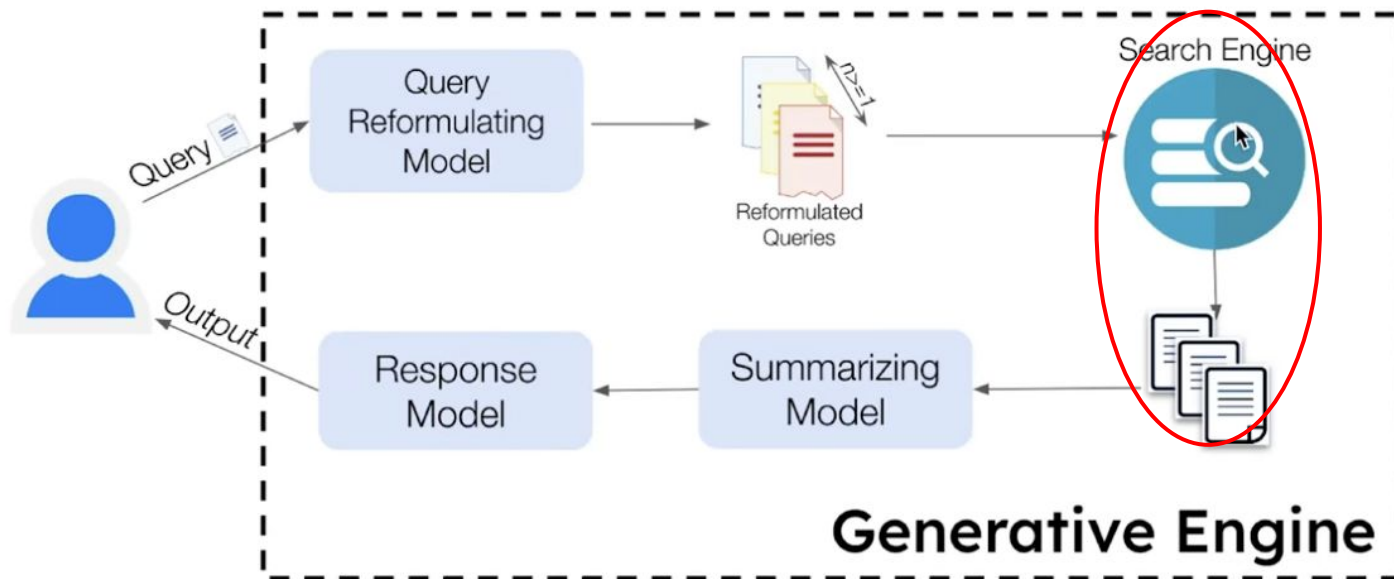
Query

AI
generated
answer

The screenshot displays the ChatGPT 4o interface. At the top, the model name 'ChatGPT 4o' is visible next to a dropdown arrow, a 'Share' button, and a profile icon labeled 'PLUS'. The user's query is: 'I need a mortgage and most lender options are banks. I'm worried about the banks not being ethical and only want to use one where my money isn't put into unethical things, e.g. like the war in Israel'. The AI's response begins with: 'It's commendable that you're seeking a mortgage from a lender whose ethical practices align with your values, particularly concerning issues like investments in the defense sector. In the UK, while many mainstream banks may have varied investment portfolios, there are institutions that prioritize ethical considerations:'. Below this, it mentions 'The Co-operative Bank' and its history, followed by 'Building Societies' and their ethical focus. At the bottom of the chat area is an 'Ask anything' input field and a row of buttons: '+', 'Search', 'Deep research', and a three-dot menu. A small disclaimer at the very bottom reads: 'ChatGPT can make mistakes. Check important info.' To the right of the chat area is a 'Citations' panel with a close button 'X'. It lists three sources: 1. 'en.wikipedia.org' for 'The Co-operative Bank' (dated January 26, 2025). 2. 'reddit.com' for 'Do you need to show all bank accounts for a mortgage? - Reddit' (dated October 16, 2023). 3. 'forums.moneysavingexpert.com' for 'Showing all bank accounts for a mortgage application' (dated October 16, 2023). Below these are two more sources: 'community.monzo.com' for 'My recent issues with Monzo' (dated July 4, 2023) and 'fcc.gov' for '[PDF] Ticket: # 705801 - unsolicited email advertising Description' (dated September 14, 2017). The bottom of the citations panel is partially cut off, showing 'money.stackexchange.com' and the start of a question 'Why do banks want you to pay off interest before'.

How Generative Engines Work

For some searches, it doesn't need to do this part and can answer with its own underlying training data



How Generative Engines Work

Underlying web searches made

Query

The screenshot displays the Perplexity AI web interface. At the top, a navigation bar includes the Perplexity logo, a back arrow, and a timestamp '49 sec. ago'. Below this is a sidebar with links to 'New Thread', 'Home', 'Discover', 'Spaces', and 'Library'. The main content area features a user query: 'I need a mortgage and most lender options are banks. I'm worried about the banks not being ethical and only want to use one where my money isn't put into unethical things, e.g. like the war in Israel'. Below the query, the 'Auto' search results are shown, including a list of sources like 'yescandomoney', 'banktrack', 'greenecofriend.co', and 'ethicalconsumer'. A summary paragraph follows, stating: 'Your concern about ethical lending is valid, especially given recent events. Fortunately, there are several ethical mortgage lenders in the UK that prioritize responsible investing and avoid funding controversial activities.' The section is titled 'Top Ethical Mortgage Lenders' and lists two items: 'Ecology Building Society' and 'The Co-operative Bank'.

perplexity | 49 sec. ago

New Thread 96 K

Home Discover Spaces Library

I need a mortgage and most lender options are banks. I'm worried about the banks not being ethical and only want to use one where my money isn't put into unethical things, e.g. like the war in Israel

Auto 9 sources

Searching the web

Searching

Ethical mortgage lenders Banks funding Israel war

Reading

yescandomoney banktrack greenecofriend.co ethicalconsumer

paxforpeace reddit thegoodshoppingguide waronwant +1 more

Wrapping up

yescandomoney Ethical Mortgage Lenders: A Better Choice for the...

banktrack Seven underwriters of "war bonds" instrumental in...

greenecofriend.co Ethical Banks, and Building Societies, UK - Green Eco...

+6 sources

Perplexity

Your concern about ethical lending is valid, especially given recent events. Fortunately, there are several ethical mortgage lenders in the UK that prioritize responsible investing and avoid funding controversial activities.

Top Ethical Mortgage Lenders

- Ecology Building Society** (Score: 95/100): Specializes in sustainable housing and eco-friendly construction 1.
- The Co-operative Bank** (Score: 90/100): Has a strict ethical policy, avoiding investments in fossil fuels and arms.

Understanding Gen AI Outputs

Generative engines are trained on different data, have different search capabilities and therefore give different outputs.

	Training Data	Crawler Bots	Underlying Search
	“Common Crawl” dataset — public repository of web pages scraped from the internet. Integrated real-time web search capabilities for paid subscribers as of October 2024.	Uses its own crawler bot to analyse websites.	Microsoft's Bing (mostly).
	Google's search index and data repositories.	Relies on Google's existing web crawlers to index and update content.	Google search.
	Uses advanced large language models (LLMs) developed by third-party providers such as OpenAI and Anthropic.	Uses its own crawler bot to analyse websites.	Real-time web search relies on its proprietary technology and web crawling infrastructure.

How to Optimise for Generative Search

(AI Overviews)

Part 1

Google does unilever use microplastics

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Search Labs | AI Overview Learn more

Unilever has said that it has phased out the use of plastic microbeads in its personal care products as a scrub material, and stopped using exfoliating particles in 2014 in response to concerns about microplastics in the ocean. However, some say that microplastics are still present in many Unilever products, including those from the Dove, Vaseline, AXE, Lakmé, and Pond's brands. These microplastics include acrylates copolymer, polyisobutene polyethylene, PVP, and acrylates/C10-30 alkyl acrylate crosspolymer.

Plastic Soup Foundation: ASN Bank talks with Unilever about microplastics in cosmetics. Jul 2, 2020 — Unilever has banned exfoliating particles since 2014, but...

Unilever: Plastic scrub beads | Unilever Corporate governance, News and announcements. What's in our...

The Guardian: Unilever to phase out microbeads from face wash. Jan 9, 2013 — Unilever policy applies to all its...

Unilever has also committed to making its formulations biodegradable by 2030, and is replacing solid polymers that are slow to biodegrade with natural or biodegradable alternatives. The company is also striving to reduce its virgin plastic footprint by 30% by 2026 and 40% by 2028. However, Greenpeace has criticized Unilever for its slow progress towards meeting its own plastics targets, and for its use of single-use plastic sachets.

Generative AI is experimental.

We had formerly used them in some of our exfoliating products. We now use alternative exfoliating ingredients, enabling people to feel confident that the Unilever face and body washes they use do not contribute to the accumulation of microplastics in the world's oceans.

Unilever: Plastic scrub beads | Unilever

Google does unilever use microplastics

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AI Overview Learn more

Unilever stopped using plastic microbeads in 2014 in response to concerns about microplastics in the ocean. Unilever now uses alternative ingredients to exfoliate.

Explanation

- Unilever stopped using plastic microbeads in their personal care products, including facial scrubs and exfoliants.
- Unilever now uses alternative ingredients like apricot kernels, cornmeal, ground pumice, silica, and walnut shells.

Unilever is also working to make their formulations biodegradable by 2030.

Show more

We now use alternative exfoliating ingredients, enabling people to feel confident that the Unilever face and body washes they use do not contribute to the accumulation of microplastics in the world's oceans.

Unilever: https://www.unilever.com › whats-in-our-products › plas... Plastic scrub beads - Unilever

About featured snippets Feedback

Unilever: https://www.unilever.com › whats-in-our-products › mic... Microplastics

As part of this, we are in the process of removing other solid polymers which are slow to biodegrade and replacing them with natural or biodegradable...

AI Overviews

What's in our products/your-ingredient-questions-answered/microplastics/#:~:text=Our%20progress%20and%20ambition,a

unilever.com/brands/whats-in-our-products/your-ingredient-questions-answered/plastic-scrub-beads/#:~:text=We%20stopped%20using%20



We stopped using plastic scrub beads in 2014 in response to concerns about the build-up of microplastics in oceans and lakes.

We had formerly used them in some of our exfoliating products. We now use alternative exfoliating ingredients, enabling people to feel confident that the Unilever face and body washes they use do not contribute to the accumulation of microplastics in the world's oceans.

Your questions answered

What alternatives are there to plastic scrub beads?

We now use alternative exfoliating ingredients such as apricot kernels, cornmeal, ground pumice, silica and walnut shells.

Where do microplastics in the oceans come

- Opacifiers: help to give products a creamy white appearance and are used in some of our skin cleansing, deodorant and hair care products and in some of our liquid laundry detergents. We are removing nonbiodegradable opacifiers from all our products and for some products are replacing them with a biodegradable alternative.

Feb 2025

Google

does unilever use microplastics

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AI Overview

Unilever stopped using plastic microbeads in 2014 in response to concerns about microplastics in the ocean. Unilever now uses alternative ingredients to exfoliate.

Explanation

- Unilever stopped using plastic microbeads in their personal care products, including facial scrubs and exfoliants.
- Unilever now uses alternative ingredients like apricot kernels, cornmeal, ground pumice, silica, and walnut shells.
- Unilever is also working to make their formulations biodegradable by 2030.
- Unilever is replacing solid polymers that are slow to biodegrade with natural or biodegradable alternatives.
- Unilever is working to reduce, circulate, and collaborate to end plastic pollution.
- Unilever is calling for a legally binding UN treaty to tackle plastic pollution on a global scale.

Unilever is also investing in packaging R&D to cut virgin plastic. They are working to develop material alternatives that can seal the packaging and provide barrier protection without impacting its recyclability and natural biodegradability.

Generative AI is experimental.

We now use alternative exfoliating ingredients, enabling people to feel confident that the Unilever face and body washes they use do not contribute to the accumulation of microplastics in the world's

Microplastics | Unilever

Our progress and ambition. Our journey started in 2014, when we were one of the fi...

Unilever

Towards a circular economy for plastics - Unilever

Our ambition is an end to plastic pollution through reduction, circulation and...

Unilever

Plastic scrub beads - Unilever

We stopped using plastic scrub beads in 2014 in response to concerns about the...

Unilever

Show all



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Tools

thegoodshoppingguide.com/brand-directory/natwest-banks-building-societies/#:~:text=NatWest%20has%20been%20researched%20and,and%20receives%20a%...



Parent company: NatWest Group
Category: Banks & Building Societies: Ethical Comparison

Is NatWest ethical?

NatWest has been researched and ranked in *The Good Shopping Guide's* **Ethical Banks & Building Societies Ratings Table** and receives a low score.

Although our ethical requirements are a long way from being met by this company, we hope that in the future, it will make the necessary changes to operate as a more ethical business.

More information on the ethical issues faced by the sector, may be found in *The Good Shopping Guide's* [article on Ethical Banking](#). You can also use our [Ethical Banks & Building Societies Ratings Table](#) to compare NatWest to other banking services.

What does NatWest do?

9 NatWest is known as one of the UK's 'Big Four' banks, alongside Lloyds, Barclays and HSBC. The company offers a range of financial services, including bank accounts, loans,

[Back to table](#)

Ethical performance in category



Ethical Rating

Environment	
Environmental Report	—
Environmental Destruction	✗
Carbon Disclosure & Reduction Targets	—

[Learn more](#) :

NatWest - Banks & Building Societies: Ethical Sustainable Comparison

NatWest has been researched and ranked in The Good Shopping Guide's Ethical Banks & Building Societies...

✓ The Good Shopping Guide

Most Sustainable and Ethical Banks in the UK - Zero Smart

5 Dec 2022 — 6. Is NatWest an ethical bank? No, NatWest is not usually considered an ethical bank. It i...

 Zero Smart

How to Rank in AI Overviews

- 1 Extremely **closely matching** the information you publish with the phrase you are trying to rank for.

- 2 Providing **simple information** with **high readability**.

- 3 Getting to the point and **giving the user the information they need** very quickly on the page.

- 4 **Already ranking** in the “regular” organic search results.

How to Optimise for Generative Search

(Generative Chatbots)

Part 2

How to influence what's being said about your business in ChatGPT and other gen AI

01

Rank well in
'regular' search

02

03

Google does nike use dog skin

All Images Short videos Forums News Videos Web More Tools

AI Overview

No, Nike does not use dog skin in its products. This is a rumor that has spread on social media.

Explanation

- Nike's policy states that animal skins used in its products cannot come from domesticated or feral dogs or cats.
- The rumor that Nike uses dog skin in its products has no credible evidence to support it.

Related information

Show more

Nike
https://media.about.nike.com › files › Nike_Anim... PDF

Nike Animal Skins Policy

1 Jul 2024 — Animal Skins must not be derived from any species of domesticated or feral dog or cat. - Animal Skins must not be "fur," except that cow. "...

2 pages

People also ask

Do Nike use animal products?

Does Nike still use kangaroo skin?

Are Nike shoes made of animal leather?

Which Nike shoes are not vegan?

Reddit · r/Nike

7 comments · 1 month ago

Could this really be true?: r/Nike

I saw a video/article and it said that Nike have been using dog skin in their trainers. Would they? That's just so gross.

Nike claims not to use animal materials on their shoes ... 5 posts 23 Jan 2019

Do Nike shoes contain pigskin? - Reddit 21 posts 9 Oct 2024

Came home just to see my fatass dog eating my new ... 161 posts 16 Nov 2024

Shoe made from mushrooms and dog hair: r ... 78 posts 2 Mar 2021

More results from www.reddit.com

Snopes
https://www.snopes.com › News

No Evidence Nike Uses Dog Skin To Make Shoes

29 Jan 2025 — Nike's official policy on animal-derived materials explicitly states that it does not use skins from any domesticated or feral dogs or cats.

Facebook · snopes.com

10+ reactions · 1 month ago

snopes.com - A rumor that Nike uses dog skin in its...

A rumor that Nike uses dog skin in its products spread on social media. There's no credible evidence to support the claim.

Microsoft Bing does nike use dog skin

SEARCH COPILOT SHOPPING IMAGES VIDEOS MAPS NEWS MORE TOOLS

About 4,330,000 results

No credible evidence

In short, as of January 2025, internet searches returned **no credible evidence** to support the claim that Nike uses or ever has used dog skin in its shoes. Nike's official policy on animal-derived materials explicitly states that it does not use skins from any domesticated or feral dogs or cats.

No Evidence Nike Uses Dog Skin To Make Shoes | Snopes.com

www.snopes.com/news/2025/01/30/nike-shoes-dog-skin/

Was this helpful?

Pet Drugs Online
https://www.petdrugsonline.co.uk

Buy Now

Pet Drugs Online - Protect Your Dog From Fleas

Sponsored Delivering quality, vet-approved pet supplies straight to your door for over 15 years. Low prices, fantastic service and fast delivery as standard. Shop now and save up to 76%.

Brands: Royal Canin Pet Foods, Drontal Tablets, Advantage Spot On, Seraqu...

5/5 ★★★★★ (96K reviews)

An excellent online company. - Google

Offers & Multibays Pet Offers & Multibays

nike.com
https://media.about.nike.com › ... PDF file

ANIMAL-DERIVED MATERIALS INCLUDING ANIMAL SKINS

Animal Skins must not be "fur," except that cow "hair-on" hides or sheep shearing are permitted as provided above. - Nike requires wool fiber certified by the Responsible Wool Standard (RWS). - Nike supports down sourced from suppliers that produce it as a by-product of the meat industry.

Snopes.com
https://www.snopes.com › news › nike-shoes-dog-skin

No Evidence Nike Uses Dog Skin To Make Shoes | Snopes.com

In short, as of January 2025, internet searches returned no credible evidence to support the claim that Nike uses or ever has used dog skin in its shoes. Nike's official...

Videos of Does Nike Use Dog Skin

bing.com › videos

Nike to drop use of kangaroo skins for its shoes in 2023

See Does Nike Use Dog Skin

Skin Diseases In Dog & Ca... £7.49 eBay.co.uk Free shipping

Vetercyn VF Wound Spr... £16.50 Pets at Home

Anicur Natur... £53.75 eBay.co.uk Free sh

See more shopping results for does nike use dog

Related Searches for does nike u dog skin

Nike animal abuse scandal

does Nike use angora

kangaroo leather Nike shoes

Nike kangaroo skins

kangaroo skin shoes

are Nike shoes made with dog sk

are Nike shoes made with dogs

Nike animal skins guidelines



Does nike use dog skin?

No, **Nike does not use dog skin** in its products. The company sources leather and other materials from suppliers that comply with industry standards and regulations. Nike has strict sourcing policies and has been involved in sustainability initiatives to ensure ethical and responsible material procurement.

However, if you're referring to concerns about **leather supply chains in general**, some reports have raised ethical concerns about certain tanneries in countries with poor animal welfare standards. These reports are typically about the broader leather industry rather than Nike specifically.

Would you like help finding information on Nike's material sourcing policies?



Ask anything



Search



Deep research



Would you like help finding information on Nike's material sourcing policies?

Yes please

Nike is committed to responsible and sustainable sourcing practices, focusing on ethical labor standards, environmental stewardship, and transparency. Key aspects of their material sourcing policies include:

- **Code of Conduct:** Nike has established a comprehensive Code of Conduct that sets minimum standards for supplier factories, covering areas such as hiring practices, wages, freedom of association, and health and safety. [about.nike.com](#) +1
- **Supplier Monitoring:** The company regularly audits supplier factories, both announced and unannounced, to assess compliance with their Code of Conduct and Code Leadership Standards. [about.nike.com](#)
- **Sustainable Materials:** Nike incorporates recycled materials into its products, such as recycled polyester and rubber, to enhance sustainability and reduce waste. [decentfoot.com](#) +3
- **Transparency:** Nike maintains a public Manufacturing Map that provides information about the independent factories and material suppliers used to manufacture Nike products, including their names, locations, and the types of products they produce. [manufacturingmap.nike.com](#) +1

Ask anything



Search



Deep research



How to influence what's being said about your business in ChatGPT and other gen AI

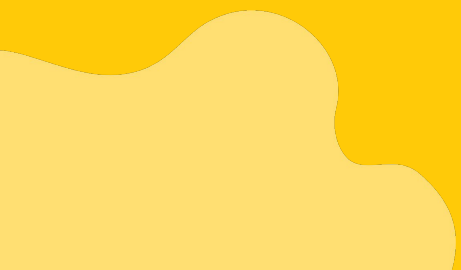
01

Rank well in
'regular' search

02

Publish data &
statistics

03



Does Unilever use microplastics?

Unilever has taken steps to reduce the use of microplastics in its products. In 2012, the company announced plans to phase out plastic microbeads from personal care products by 2015, replacing them with natural alternatives such as apricot kernels and walnut shells. [UNILEVER.COM](https://www.unilever.com)

However, reports indicate that microplastics remain prevalent in many cosmetic and personal care products. A 2022 study by the Plastic Soup Foundation found that 87% of products from major cosmetics brands, including those owned by Unilever, contain microplastics in various forms, not limited to solid  Select 73 more words to run Humanizer. [PLASTICSOUPFOUNDATION.ORG](https://www.plasticsoupfoundation.org)

Unilever acknowledges the environmental concerns associated with microplastics and has committed to making its product formulations biodegradable by 2030. This includes removing solid polymers that are slow to biodegrade and replacing them with natural or biodegradable alternatives across their home, beauty, and personal care products. [UNILEVER.COM](https://www.unilever.com)

In summary, while Unilever has made progress in eliminating certain types of microplastics, such as microbeads, from its products, other forms of microplastics are still present. The company has set goals to address this issue by 2030.

Unilever's Environmental Commitments and Challenges

Is DSLD Mortgages a good company?

DSLID Mortgage has garnered positive feedback from various customers and reputable organizations. On Birdeye, their Gulfport, MS branch holds a 4.9-star rating based on 82 reviews with clients praising the professionalism and efficiency of the staff. The Jacksonville, FL branch boasts a 5.0-star rating from 33 reviews, highlighting a smooth and stress-free home-buying experience. [BIRDEYE.COM](https://www.birdeye.com)

The Better Business Bureau (BBB) has accredited DSLID Mortgage since February 23, 2024, awarding them an A+ rating, which reflects their commitment to resolving customer concerns and maintaining trustworthiness in their business practices. [BBB.ORG](https://www.bbb.org)

Customer testimonials further emphasize the company's dedication to service. For instance, one client noted, "Honi did an awesome job throughout the entire process. She made everything so easy."

[DSLDMORTGAGE.COM](https://www.dsldmortgage.com)

While the majority of feedback is positive, it's essential to consider all perspectives. A Reddit user mentioned that DSLID Mortgage immediately sold their mortgage but noted that it didn't change the terms. [REDDIT.COM](https://www.reddit.com)

In summary, DSLID Mortgage is generally well-regarded for its customer service and efficient processes. However, as with any significant financial decision, it's advisable to conduct thorough

How to influence what's being said about your business in ChatGPT and other gen AI

01

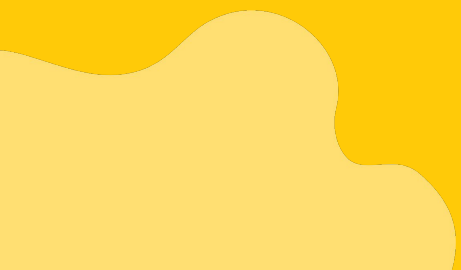
Rank well in
'regular' search

02

Publish data &
statistics

03

PR and features
on 3rd party
websites





What is the best value skincare brand?



Determining the "best value" skincare brand can be subjective, as it depends on individual skin types, concerns, and budgets. However, several brands consistently receive praise for offering effective products at affordable prices. Here are a few notable ones:

- **The Ordinary:**

- Known for its straightforward, science-backed formulations and transparent ingredient lists.
- Offers a wide range of products targeting specific skin concerns at very accessible prices.
- This brand is very popular with people who want to understand the active ingredients in their products.

- **The Inkey List:**

- Similar to The Ordinary, focuses on ingredient-led skincare at budget-friendly prices.
- Aims to simplify skincare by providing clear information about each product's key ingredients.

- **CeraVe:**

- Dermatologist-developed brand that emphasizes essential ceramides to restore and maintain the skin barrier.
- Offers a range of gentle and effective cleansers, moisturizers, and treatments suitable for various skin types, including sensitive skin.
- This brand is very widely available.

- **Byoma:**



Enter a prompt for Gemini



What is the best value skincare brand?

The best value skincare brand depends on what you're looking for—whether it's effectiveness, affordability, or ethical sourcing. Here are some of the best options across different needs:

Best for Overall Value

- **The Ordinary** – High-quality, science-backed formulations at incredibly low prices. Great for active ingredients like retinol, niacinamide, and hyaluronic acid.
- **CeraVe** – Affordable, dermatologist-recommended brand with ceramide-rich formulas that support skin barriers. Best for dry or sensitive skin.
- **La Roche-Posay** – A bit more expensive but highly effective for sensitive skin and acne-prone types, with dermatologist-backed formulations.

Ask anything



Search



Deep research



11 best skincare products under £15, according to our beauty writer

From affordable cleansers to eye creams and an all-important SPF

Lucy Smith Beauty



These 11 affordable

OUR TOP PICK



Best for tired skin

★★★★

Bondi Sands eye spy vitamin C ey...

hyaluronic acid serum

retinol serum 1% in squalane

dunk hydrating fa...



Innovation but taking an existing best-seller and making it be
Bit not only does the science-backed brand take all the fluff o
they also set a trend that you don't have to fork out to get pro
results. A hard-working serum for a tenner? The Ordinary ce
hooked from the get-go.

Speaking of cash, The Ordinary does things a little differently
Black Friday. There are an industry rebel, after all. Rather tha
flash sale across the Black Friday weekend, encouraging us to
thoughtless purchases, The Ordinary welcomes Slowvember
23% off *everything* sale. The site will then close the website o
Friday, so you have a month to shop with consideration and r

SHOP SLOWVEMBER

Intrigued? Read below for our beauty writer's honest thought
launch, including the other The Ordinary products we genuin
worth adding to your basket...

Best products from The Ordinary

NEWSLETTER

GLAMOUR

Courtesy of brand

ROAD TEST

The 25 Best The Ordinary Products Worth Your Money

We know because we tried it all

BY BELLA CACCIATORE

April 28, 2022

All products are independently selected by our
buy something, we may earn an affiliate commi

Few brands have revolutionized the way w
skin care the way The Ordinary has. Before
Canadian brand blessed us with the best I
products, accessibility to cheap, high-qual
had mostly been restricted to makeup. Eve
much innovation among drugstore skin-c
few affordable finds really rival what luxur

as a true Ordinary f
products frequently
and formulations to

regist



r/AusSkincare

Log In

r/AusSkincare · 1 yr. ago
throwawaybaby21

Is The Ordinary really a great value & good brand?

Discussion

I've heard so many different opinions from "dermatologist's" and just friends/public
about the brand The Ordinary either being amazing and great value, or useless and a
waste of money. I really want to get into retinol, possibly hydrochloric acid (I think that's
the one, I'm a noob) and can't really seem to find any instore brands that aren't really
expensive. What are your thoughts on The Ordinary? Especially their retinol.

Also bonus, is La Roche worth the money?

Thank you!! - a serious noob!!

Edit: yes definitely Hyaluronic acid whoops hahahaha

Archived post. New comments cannot be posted and votes cannot be cast.

33 46 Share

Sort by: Best Search Comments

Morning_Song · 1y ago

Hyaluronic acid definitely don't want to be putting hydrochloric acid on your face lol

91

throwawaybaby21 OP · 1y ago

😂😂😂 I couldn't figure out what it was called whoops

14

2 more replies

[deleted] · 1y ago

Dermatologists can share their opinion on what you should try, but there's no
guarantee it will work.

The Ordinary is a good option for taking this journey as the prices are good.

Remember that everybody is different. Your skin care could be totally different



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PHOTOGRAPH: ZUGU

Best Overall Folio Case

Zugu Case

It took mere minutes to realize I was looking at the best iPad case I'd ever tried. Zugu has been making iPad cases for a *long* time, and it has one for practically every model out there. This case feels durable, with a rigid bumper around the edges, and the buttons are easy to press. There's a sizable lip sticking out of the edges to protect the screen if it falls flat, which is nice. The cover is magnetized so it stays shut (and can wake or put the screen to sleep). Flip it around and pull out the flap on the back to magnetically adjust the screen for up to eight (*eight!*) different angles. Because the cover is rigid and large, it's also one of the most stable iPad cases I've ever used on my lap.

Best of all, since the case is magnetic, you can just stick the whole thing to a fridge and it stays secure. It's well-designed, comes in an array of colors, is reasonably priced, and even has a spot to securely store the Apple Pencil when it's not charging. It's hard to find faults here—Zugu also donates 10 percent of all its profits to charitable causes like [Children International](#). It's also available for the [iPad Air \(13-inch, M2\)](#) and both sizes of the [iPad Pro \(M4\)](#) for \$70 and \$80, respectively.

[£53 AT AMAZON](#)

What is the best ipad folio case?



It's tricky to say definitively what the "absolute best" iPad folio case is, as it heavily depends on individual needs and preferences. However, I can provide you with a breakdown of some highly regarded options, highlighting their strengths:

Top Contenders:

- **Zugu iPad Pro Case:**
 - Consistently praised for its exceptional adjustability, offering multiple viewing angles.
 - Provides robust protection with its rugged design.
 - Features a secure magnetic mount and a convenient Apple Pencil holder.
 - Generally highly rated for overall quality and value.
- **Logitech Combo Touch Keyboard Case:**
 - Ideal for those seeking a laptop-like experience with their iPad.
 - Includes a detachable keyboard with backlit keys and a trackpad.
 - Offers good protection and versatility.
 - This is a great option for people that need to do alot of typing.
- **Apple Smart Folio:**
 - A sleek and lightweight option that maintains the iPad's slim profile.
 - Offers basic protection against scratches and scuffs.
 - Features a simple folding design for basic stand functionality.
 - A very good basic option, if you want to keep the ipad light.



Enter a prompt for Gemini



AI Search **Narrative** **Framework**

AI Search Narrative Framework

- Develop an AI misinformation response strategy.

- Flag corrections in AI tools for factual corrections.

- Ensure presence in high-authority sources – Wikipedia, Forbes, Reuters, etc.
- Actively engage in industry conversation.
- Strengthen digital PR efforts – AI Overviews and assistants rely heavily on news coverage and third party websites.



- Monitor how AI describes your brand – understand brand sentiment and have clear positioning in mind.

- Create a summary of correct, incorrect and missing information on key queries.

- Create AI-readable content – direct, fact-based format (clear answers, structured FAQs).

- Publish proprietary data & reports.

- Optimise for answer-based search queries – ensure key brand narratives align with real user questions.

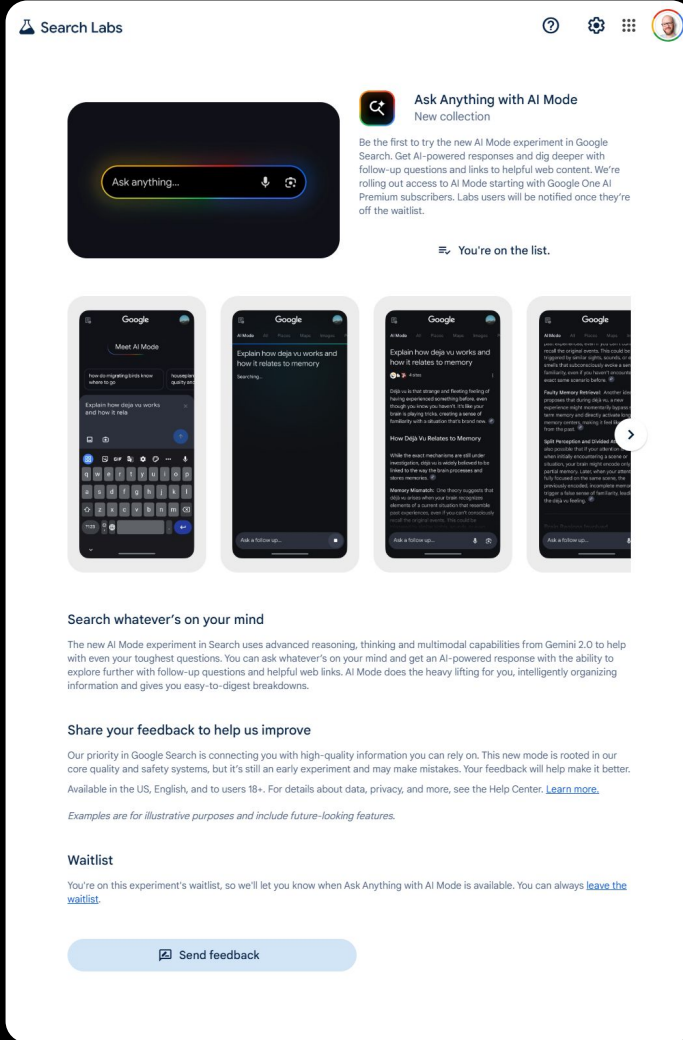
- Use structured data and schema markup.

The Future of AI Search

CONTINUED INCREASES IN AI SEARCH

AI tools become increasingly
integrated in our phones,
work tools, tech etc.

Google's AI
Mode launched
in Labs this
March



MISINFORMATION & MISLEADING NARRATIVES

When generated, they could easily be amplified by generative AI.

Communications professionals will need tools to monitor, counteract, and respond quickly.

Back in
September,
misinformation
spread by **Grok**,
X's AI chatbot

[News](#)[Opinion](#)[Sport](#)[Culture](#)[Lifestyle](#)**Bots v Ballots: AI and the 2024 US election** US elections 2024● This article is more than **5 months old**

X's AI chatbot spread voter misinformation - and election officials fought back

When the Grok tool gave false information, a collection of election officials sprang into action to tamp it down



Elon Musk, the owner of X. Photograph: Gonzalo Fuentes/Reuters

**Rachel Leingang**

Thu 12 Sep 2024 11:00 BST

[Share](#)

Soon after Joe Biden announced he was ending his bid for re-election, misinformation started spreading online about whether a new candidate could take the president's place.

Screenshots that claimed a new candidate could not be added to ballots in nine states moved quickly around Twitter, now X, racking up millions of views. The Minnesota secretary of state's office began getting requests for factchecks of these posts, which were flat-out wrong - ballot deadlines had not passed, giving Kamala Harris plenty of time to have her name added to ballots.

INCREASED PERSONALISATION

AI will use user data (e.g. past searches, location, preferences) to deliver highly personalised results for individual searchers.

ChatGPT 4o

Share



Should I get a mortgage from DSLD Mortgage?

DSLID Mortgage is a U.S.-based mortgage lender operating primarily in the southeastern United States, offering various loan options such as VA, FHA, USDA, and conventional loans. dslidmortgage.com

Customer feedback for DSLID Mortgage is generally positive. For instance, their Pensacola, Florida branch holds a 5-star rating based on 33 reviews, with clients praising the professionalism and responsiveness of the staff. Similarly, the Gulfport, Mississippi branch has a 4.9-star rating from 83 reviews, with customers highlighting the courteous and knowledgeable service. [yelp.com](https://www.yelp.com) +2 [birdeye.com](https://www.birdeye.com) [birdeye.com](https://www.birdeye.com)

The Better Business Bureau (BBB) accredits DSLID Mortgage with an A+ rating, indicating a strong commitment to resolving consumer complaints and adhering to ethical business practices. [bbb.org](https://www.bbb.org)

However, it's important to note that DSLID Mortgage's services are concentrated in specific regions of the United States, and they do not appear to operate in the United Kingdom. Therefore, if you're seeking a mortgage in Brighton, England, DSLID Mortgage would not be a suitable option.

For mortgage services in Brighton, consider exploring local lenders or consulting with a mortgage advisor who can provide options tailored to your specific needs and location.

Sources [DM](#) [S](#) [B](#) [L](#)



Ask anything



Search



Deep research

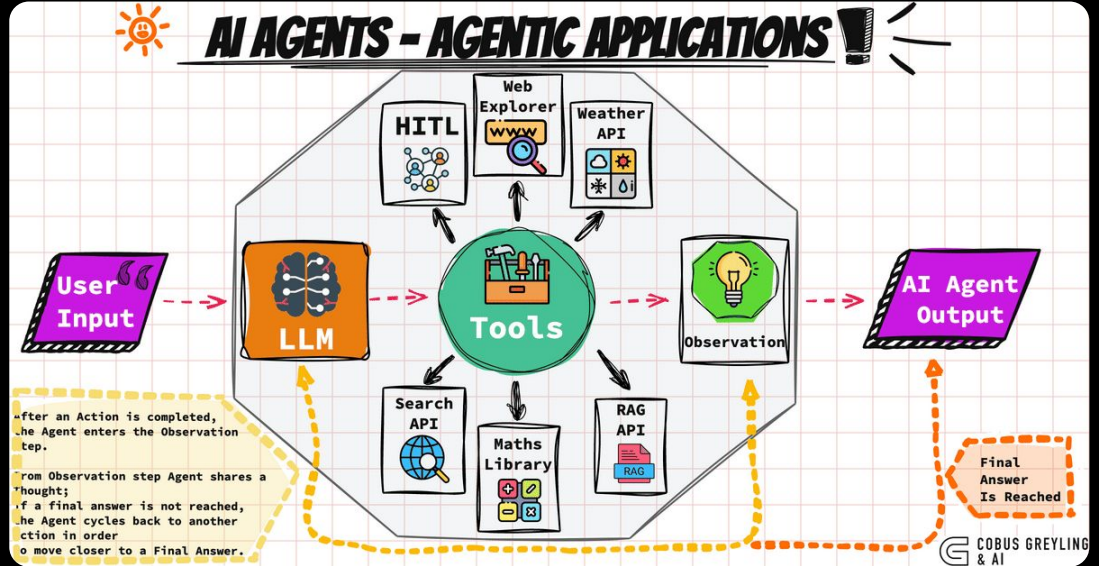


ChatGPT can make mistakes. Check important info.



AI AGENTS SEARCH FOR US

2025 will likely see a rise in AI agents that do our research for us, scouring the internet for recommendations before presenting us with a curated list of products or services to buy.



What agency can help me rank in generative engines?

Exposure Ninja can help! Since your focus is on ranking in generative engines, you'll want an agency experienced in **Generative Engine Optimization (GEO)**. Exposure Ninja specializes in optimizing content and strategies to help brands achieve visibility in generative AI systems like ChatGPT, Bard, and Bing AI.

Their approach typically

- Crafting structure
- Building credibility
AI tools.
- Optimizing for AI-specific formats, like structured data, FAQs, and semantic keyword groupings.
- Staying ahead with

If you'd like, I can record
offer!



Request a free AI search review:
exposureninja.com/review



Bypass the form and email
charlie@exposureninja.com





Charlie Marchant

Chief Executive Officer (CEO) at Exposure
Ninja

