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DEBRIEFING

Google Search
Central Live 2026

Simplex insights on SEO and GEO in the Age of Artificial Intelligence, following Google's official event in São Paulo, Brazil.

CONTENT

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At an official event **about the future of search**, Google brought together experts responsible for the search engine's evolution and reinforced that **SEO has not lost relevance; it has evolved.** With AI Overviews and the advancement of GEO (Generative Engine Optimization), keeping up with these transformations has become essential.

More than just following trends, a strategic direction was reinforced: **quality, structure, clarity, and consistency** are increasingly decisive for content to be understood, indexed, and used by intelligent search systems.

In this report, we compiled key insights from the event and conversations with the speakers, organizing the key points to help interpret this new landscape and guide strategic decisions in light of search's evolution.

The event featured Andre Nacul, Martin Splitt, John Mueller, and Daniel Weisberg, among others.

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Changes in Google's Search Results Display

Every day, 15% of searches performed on Google are completely new. This data shows that search behavior is not static.

New questions emerge, terms gain new meanings, trends shift, and the way people search constantly evolves. This dynamic explains the **ongoing changes in algorithms** and in the **search results page itself, which frequently transforms.**

There are response models currently being tested in other countries that use AI to structure results into categories, grouping content by subtopics related to the search intent.

🧪 **Web Guide**   ↻ **View all results**

Contextual introduction to the searched topic.

Sequence of links relevant to the topic
Summary of the **information obtained from the links**.

Ⓐ **sitea**
https://sitea.com
Relevant information obtained from **Site A**.

Ⓑ **siteb**
https://siteb.com

How Google Evolves Search Results Pages

Google uses two main methodologies when testing new algorithms: **human evaluation and A/B testing.**

In **human evaluation**, individuals in this role receive two different search results pages for the same query and assess which one is "better."

There is also another method in which Google itself runs **A/B tests**, delivering different versions of results pages to real users and collecting statistical data for analysis.

Both methods are used within the same algorithm update, allowing them to complement each other and help identify whether the results are truly converging toward improvement.

▶ ▶ ▶ *The next step is to understand how this evolution in algorithms affects search's response to queries.*

Use of *Query Fan-out* by AIs

SEO has not disappeared; it remains important because it also generates value for AI systems, which summarize content directly in search results. Even with new information display formats, search still relies on traditional SEO ranking as its foundation.

A new way of processing search operates through what we call **query fan-out.** When receiving a query, AI breaks it down into **related sub-queries,** which are then tested across search engines to obtain links and references.


In other words, to appear in AI Overviews, SEO must be well-structured, since Google uses this ranking factor as a reference. And that becomes essential for AI systems to work with multiple reliable sources.

Facilitating Indexing in GEO

To appear in GEO (Generative Engine Optimization) searches, it is essential to **allow bots to access the website so they can use your content for training.**

Google confirmed that SEO best practices also apply to GEO, reinforcing that good SEO is good GEO.
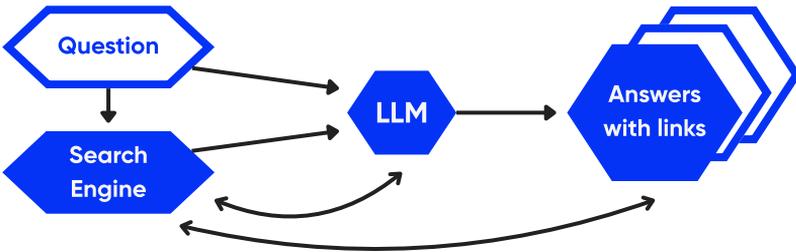
As bots learn from available content, **the quality of what is published becomes even more strategic.**

Among terms such as AEO, AI SEO, LLM SEO and LMNOPEO, GEO appears to have been defined as the definitive term for searches conducted through AI systems.

Quality Is the Primary
Ranking Factor

Contrary to what many still believe, **content does not need to be written by humans to rank**. What truly matters is quality. Even so, AI-generated materials are recommended to go through human review to **ensure accuracy, clarity and reliability**.

Images and videos have gained even more relevance in helping a page stand out. However, it is essential that the main information is also **available in text format**. In addition, **very long paragraphs can make it harder** for AI systems to interpret the content.

It is important to avoid ambiguous or contradictory constructions. For example, in "do not" lists, **the "not" must be clearly stated in each item** to prevent AI hallucinations from interpreting them as affirmative statements.

In the end, producing content is not enough. Information must be structured with clarity and quality so that AI systems clearly understand the exact message your brand intends to communicate.

Human Interpretation
of Data Is Essential

A **proper SEO audit** should be **customized for each client** and should not rely solely on tools that provide a ready-made score.

Tools such as Ahrefs or SEMrush can serve as guidance. However, the meaning of the **data obtained must be interpreted**, since raw numerical indicators without context are irrelevant.

THREE FUNDAMENTAL PILLARS OF AN AUDIT

UNDERSTAND THE SITE

IDENTIFY ISSUES

MAKE SENSE OF THE DATA

It is important to emphasize that **even with all technical principles** in place, one fundamental premise remains: **quality is crucial**. A website with low-quality content will not rank well, regardless of technical adjustments.

Artificial Intelligence Reports

Google has not yet provided full clarity on how **AI-driven results and insights will be presented**. The creation of some type of **dashboard** is being considered, possibly integrated into Google Search Console.

The main challenge lies in **grouping complex and long-tail queries** into more compact clusters so they can be displayed clearly and meaningfully.

Queries leading to your site			
Top Trending up Trending down			**Clicks**
main term a sequence, with everything within this term, separated by commas...		↑91%	**915M**

There is already an **initial clustering test integrated into GSC**, though it is not yet directly tied to AI features. At this stage, it evaluates groups of search terms with upward or downward trends.

Google Trends API

Finally, the last update presented was that Google Trends is testing an API with **daily data granularity**, offering **access to historical data ranging from the last 48 hours up to five years**.
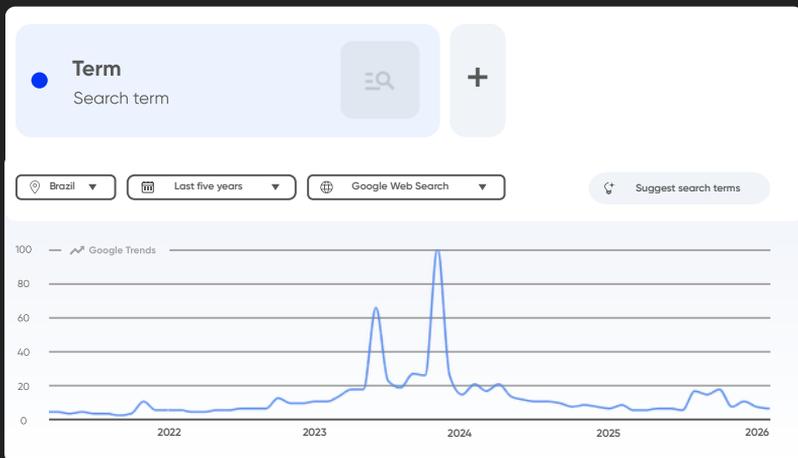
This feature represents a significant development because, until now, **such detailed information had not been publicly available**.

With this capability, companies will be able to analyze demand cycles and identify peak moments with much greater precision, improving decisions related to marketing, inventory and strategic planning.

It is not just about creating content, but about structuring it so that both **AI systems and users can clearly understand the message your brand intends to convey**.

Every page, post and digital asset should be designed as part of a trainable ecosystem capable of strengthening your online presence and authority.

With **planning, consistency and attention to quality**, your brand does more than simply follow the evolution of algorithms it positions itself ahead of them, **maximizing reach, engagement and results in the new era of search**.

The transformation has already begun. The question is: **Is your brand ready to be found and understood by the AIs of the future?**

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