

THE IMPACT OF AI AND SEO MARKETING ON GOOGLE'S SEARCH RANKINGS

**Dr. B. Girimurugan¹, Mohan Krishna Pusuluri², Nannapaneni Uday Kiran³,
Sanka Hemanth Kumar⁴, Boppana Sai Venkat⁵**

¹Assistant Professor, Business School, Koneru Lakshmaiah Education Foundation, Guntur,
Andhra Pradesh, India.

^{2,3,4,5}Business School, Koneru Lakshmaiah Education Foundation, Guntur, Andhra Pradesh, India.

DOI: <https://www.doi.org/10.58257/IJPREMS44149>

ABSTRACT

In today's world of technology, getting more visibility on Google is essential for individuals and companies looking to increase the reach of their websites. This study examines the impact of Artificial Intelligence (AI) and Search Engine Optimization (SEO) marketing on the Google search results and focuses on how AI-driven technology is altering the way we think about conventional SEO methods. The study examines the function of AI tools for the prediction of keywords, as well as content optimization and personalization, engagement of users, and the effectiveness of on-page and off-page, as well as technical SEO techniques. Data was collected from both businesses and digital marketing professionals in Vijayawada via structured interviews and surveys, and then analyzed to determine the connection between AI use and performance on rankings. Results show that AI is not only a boost to the effectiveness in SEO but also improves the content quality, user experiences, and conformity to Google's E-E A-T (Experience Expertise, Expertise, Credibility, and Authoritativeness) principles. This study concluded that the incorporation of AI with SEO greatly enhances the search engine ranking and also predicts that the future of SEO will heavily rely upon voice searches, video search, and personalised content. This research offers valuable information for business owners, marketers, and academics on how to adjust to the ever-changing algorithm of Google to keep a competitive edge.

1. INTRODUCTION

Today's digital world places great emphasis on having a robust web presence. Companies, organizations, and individuals must establish one to remain competitive, but Google's search engines remain dominant and conduct millions of searches each day - users trust Google as they look for reliable information, making first position listings on Google not only attract more customers, but also increase credibility and provide growth prospects. Search rankings thus play a vital role in any business's development.

Businesses looking to increase website visibility are turning towards Search Engine Optimization (SEO). SEO involves improving a website to rank higher in search results pages. In the past, SEO focused on using keywords, backlinks, responsive design for mobile devices and users, as well as responsive website architecture. Still, as the digital landscape has rapidly transformed in recent times, one major shift has been Artificial Intelligence's (AI) inclusion into Google's ranking system.

Google relies heavily on AI-powered algorithms like RankBrain, BERT, and MUM to determine how websites rank in its search rankings. These sophisticated systems were created to recognize not just keywords in a query, but their meaning and context as well. When typing in your query, Google's AI will analyze user intentions to provide results that are far more precise and pertinent - shifting SEO focus away from simply placing keywords strategically into webpages to creating high-quality, valuable, and relevant content that meets users' needs and preferences.

AI is not only changing how Google assesses websites; it's also revolutionizing how companies approach SEO. Today, marketers have access to an arsenal of AI-powered tools designed to assist them with writing SEO-friendly content; they can identify keyword trends and competitors, evaluate them, and provide insight into user behaviors for more accurate planning of digital strategies. Businesses using these tools can save time, minimize mistakes, and develop a more efficient digital strategy than ever before.

AI and SEO have an increasingly intimate relationship. While SEO forms the core of optimization methods, AI adds intelligence and automation that enhances them significantly - not only resulting in higher rankings for websites but also better user experiences overall.

As competition for online space intensifies, companies that fail to adopt AI-driven SEO strategies risk losing their positions on Google. On the other hand, those who embrace such tools and techniques could enjoy a significant competitive advantage over their rivals.

This research explores how AI and SEO interact to influence Google search results. It examines how Google incorporates AI into its algorithm and how companies incorporate AI in their SEO practices; in addition, this work examines what the future may hold for this combination.

OBJECTIVES OF THE STUDY

General Objective:

To study the impact and role on the role and influence of Artificial Intelligence (AI) and SEO marketing strategies to improve Google's rankings in search results.

Specific Objectives:

1. To comprehend the notions in AI and SEO within the context of digital marketing.
2. To discover different AI instruments and SEO strategies that improve search visibility.
3. To examine the effect of AI on Google's algorithms for ranking as well as result pages.
4. To determine the efficacy of SEO methods to improve the rankings of websites on Google.

RESEARCH PROBLEM IDENTIFICATION

In today's digital world, Google dominates as the most popular search engine and has a significant impact on how brands, companies, and individuals are found online. To increase exposure, businesses depend heavily on SEO or Search Engine Optimization (SEO) methods. However, with the use of Artificial Intelligence (AI) in Google's algorithm (such as BERT, RankBrain, and MUM), the traditional strategies of SEO are quickly evolving.

The issue is in the uncertainty and ambiguity of the way that AI-driven changes to Google's ranking system will affect SEO marketing. While AI aids in helping Google provide more customized and relevant results, search marketers are faced with challenges in:

- Learning how AI algorithms analyze the content and determine its rank is essential.
- Adapting SEO practices to match AI-driven search patterns.

This leads to a research gap in the field of research: there is not enough research that is both practical and academic on the combined impact of AI as well as SEO techniques for marketing in Google rankings, and how companies can adjust to these changes for long-term online visibility.

2. REVIEW OF LITERATURE

1. Enhancing SEO via AI tools and Techniques

Guelailia, Redouane & Mohamed Bouziane (2024) explore Enhancing Search Engine Optimization Through Artificial Intelligence, showing that AI-driven tools (e.g. machine learning, predictive analytics) substantially improve visibility, organic traffic, and user experience compared to traditional SEO alone.

“Search Engine Optimization: A Review about Concepts, Techniques, and Algorithms” by Ali Hassan Sial; Mansoor Ahmed Khuhro; Kamlesh Kumar; Naadiya Mirbahar; Ammar Oad (2023) surveys many SEO concepts, techniques, and algorithms — highlighting how algorithm optimization (e.g. PageRank), on-page/off-page factors, and content quality remain central, while AI-based methods are emerging to augment these.

2. AI's Role in Evolving Search Behavior & SEO Ranking Factors

Saeed, Zafar; Aslam, Fozia; Ghafoor, Adnan; Umair, Muhammad; Imran Razzak (2024) in "Exploring the impact of SEO-based ranking factors for voice queries through machine learning" investigate how features important for voice search differ, and how machine learning can help identify which SEO features (e.g. page speed, meta tags, content structure) matter more when users are using voice-based queries.

Elkhatibi, Yassine & Boussedra, Faouzi (2025) in “Impact of Artificial Intelligence on SEO and Online Visibility” examine how AI (e.g., through NLP, deep learning) changes SEO practices, especially in how search engines interpret user behavior and query intent, and how that in turn affects visibility and ranking.

3. Emergence of New SEO Paradigms: Answer Engine Optimization (AEO) & Zero-Click Search

Sharma, Apoorav & Dhiman, Prabhjot (2025) in "The Impact of AI-Powered Search on SEO: The Emergence of Answer Engine Optimization" discuss how AI-powered search engines (such as Google's SGE, ChatGPT, Perplexity) are pushing SEO toward optimizing for "answers" rather than just ranking pages. This includes optimizing for featured snippets, knowledge graphs, structured content, voice queries, etc. They argue that zero-click results and AEO are changing how SEO must be done.

PREPARATION OF A HYPOTHESIS

Null Hypothesis (H0):

There is **an absence of evidence of a significant influence** from Artificial Intelligence (AI) or SEO techniques for marketing in Google's rankings.

Alternative Hypotheses (H1):

1. H1a: The usage of SEO tools that are driven by AI has had a positive effect on improving Google's rankings in search.
2. H1b: SEO marketing strategies (on-page, off-page, and technical SEO) greatly influence Google's ranking in search when coupled with AI algorithms.
3. H1c: AI-powered personalizedization (voice search, visual search, and semantic search) enhances the user's engagement, which leads to better Google rankings.

3. RESEARCH METHODOLOGY

1. Research Design

This study employs the **qualitative and analytic research approach**.

- This describes the web. It is **an evocative term** as it describes how Artificial Intelligence (AI) and Search Engine Optimization (SEO) are utilized in current digital marketing.
- It is analytic since it studies the relationship between AI-driven SEO methods and their impact on the Google search results.
- The study follows a **multi-method approach** using quantitative data collected through structured questionnaires and qualitative information via conversations.

2. Population

The study's population consists of:

- **Digital SEO specialists, marketing agencies, freelancers, and entrepreneurs located in Vijayawada** who are involved in SEO and digital marketing.
- Vijayawada was chosen as the area of focus because it is a booming business hub and has a rising need for online marketing services.

3. Sample Design

a) Sample Size

- Based on the formula of Cochran, with 95% confidence levels and a 5 percent margin of error, the suggested number of respondents would be **385 people**.
- To ensure the accuracy of the data, the study will focus on approximately **400 participants** (to be able to account for non-response).

b) Sampling Method

- **Random sampling stratified** can be used.
- The population will then be split into strata, such as:
 1. SEO/Digital Marketing Agencies
 2. SME with internal Marketing teams
 3. Freelancers/Consultants
- HTML0Respondents will be randomly chosen from each stratum to ensure that the data is accurately represented.

DATA COLLECTION

1. Sources of Data

A) Primary Data

Straight from people in Vijayawada by using:

- **Structured Questionnaires:**
- Closed-ended questions (multiple choices and Likert scale) to assess AI use in SEO practices and the results of search rankings.
- **Interviews:**
- Interviewed semi-structuredly by SEO experts and digital marketing agencies, as well as business leaders.

B) Secondary Data

Collecting information from published sources, such as:

- Official Google updates to its algorithm (RankBrain, BERT, MUM, and more).
- Journals, research articles, or books that deal with AI as well as SEO.

2. Data Collection Tools

• Questionnaire:

- Section A: Demographics (business size, type, and years of operation).
- Section B: SEO Best Practices (on-page, off-page, and technical SEO).

• Interview Guide:

- Open-ended questions that can be explored
- How AI has altered SEO strategies.
- The challenges faced in the implementation of AI-driven SEO.

3. Procedure

1. Make a list of digital marketing agencies, SMEs, freelancers, and institutions in Vijayawada.
2. Distribute questionnaires via online platforms as well as personal visits.
3. Conduct between 12 and 20 in-depth interviews with experts.

4. Advantages of This Method

- Mixes **both qualitative and quantitative** data to guarantee precision.
- Ensures both **breadth** (via surveys) and **depth** (via interviews).
- Gives an insight into the **current practices** as well as **plans** in SEO.

4. DATA INTERPRETATION

The data was then analyzed to determine the connection to Artificial Intelligence (AI), SEO practices, and their impact on the search engine's rankings.

1. AI Adoption and Rankings

- Respondents who used AI in SEO techniques (such as keyword prediction, content optimization, or analytics instruments) were able to report significantly **better results in search** in comparison to those who relied on traditional SEO strategies.

2. SEO Practices and Effectiveness

- In-page SEO techniques (keywords, headings, and meta tags) demonstrated a major influence on the performance of ranking.
- Off-page SEO (backlinks, social media engagement) improved **credibility and authority**.

3. AI + SEO Synergy

- Businesses that integrated AI with SEO strategies have seen **higher improvement** in organic leads, traffic, and stability of rankings.
- This implies that AI does not replace SEO but **increases its efficacy**.

4. User Experience & E-E-A-T

- Websites focused on Experience, Expertise, Authoritativeness, and trustworthiness (E-E-A-T) consistently earned higher rankings on Google results.
- AI-driven Google algorithms are clearly rewarded for the **highest quality, as well as originality and trustworthiness**.

5. Future Trends

- The majority of those who responded pointed out the increasing significance of **voice search, visual search, and individualization**.
- This indicates that SEO in the near future will be more geared towards conversations and multimedia optimization of content.

Interpretation Summary:

The research confirms that integrating AI technology into SEO marketing has a huge positive impact on Google's rankings. Traditional SEO is not as efficient, but AI-driven strategies boost rankings as well as user engagement.

5. CONCLUSION

The research study on "The Impact of AI and SEO Marketing on Google's Search Rankings" concludes that Artificial Intelligence (AI) and Search Engine Optimization (SEO) are altering the ways businesses can get online visibility. The study's findings show that companies and professionals who use AI-powered technology in addition to traditional SEO practices will get more favorable Google rankings, higher organic traffic, and improved user engagement. AI enhances SEO by enhancing the prediction of keywords as well as content optimization and personalization. Contrary to this, SEO practices such as off-page, on-page, and technical optimization will continue to offer the foundation needed for the visibility of your site. Google's increased emphasis on E-E A-T (Experience Expertise, Expertise, Authority, and trustworthiness) shows the importance of quality, originality, and trustworthiness, which are more important than link-building or keyword density by themselves. Additionally, SEO's future SEO will be increasingly dependent on visual search, voice search, and content that is geared towards users. In the end, the combination of AI and SEO will ensure that companies that prioritize innovative, user-friendly, and quality content will be able to gain an advantage and sustain their growth in Google's constantly changing rankings for search.

6. REFERENCES

- [1] Google. (2023, February). Google Search's guidance about AI-generated content. Google Search Central.
- [2] Search Engine Land. An SEO guide to understanding E-E-A-T.
- [3] Search Engine Journal. Google E-E-A-T: What Is It & How to Demonstrate It For SEO.
- [4] Netpeak Journal. What is this new E-E-A-T algorithm & How it affects search results.
- [5] ResearchGate. Google's E-A-T Model, Quality Rater Guidelines and SEO.
- [6] Ignite Visibility. E-E-A-T: Google's Guidelines & Simple Strategies to Improve Your SEO.
- [7] Search Engine Journal. Is SEO Still Relevant In The AI Era? New Research Says Yes.
- [8] Developers.google.com. Creating Helpful, Reliable, People-First Content.
- [9] Sure Oak. What is E-E-A-T and How Does it Impact SEO in 2024?
- [10] GoInFlow. Google E-E-A-T SEO Case Study: What It Is & How to Improve It.
- [11] PhotoBiz. Understanding E-E-A-T and Its Impact on SEO.
- [12] Gravital Agency. Google E-E-A-T: Trustworthiness in 2025: The Key to SEO Success.
- [13] Backlinko. Google E-E-A-T: How to Create People-First Content (+ Free Audit).
- [14] Marie Haynes. E-E-A-T and SEO: A Comprehensive Guide (2025 Update).
- [15] Kopp Online Marketing. How Google evaluates E-E-A-T? 80+ ranking signals for E-E-A-T.
- [16] MarketingProfs. How Google's SEO Policy Changes, Gen AI, and Your Marketing and Comms Content.
- [17] SEO.com. AI Overviews: Everything You Need to Know as an SEO.
- [18] Zen.Agency. AI's Impact on Google Rankings 2025: High-Quality Content Strategies.
- [19] ResearchFDI. The Future of SEO: How AI Is Already Changing Search
- [20] LSEO. Unlocking SEO Success: The Impact of E-A-T in SEO Content Strategy.