


## Search Generative Experience (SGE)

Google's new search generative experience (SGE) represents the modern evolution of SEO for roofers. New AI technology and large language models have precipitated a rapid disruption of the status quo for search users, search engines, and search engine optimization tools.

While disruptions like these invite doomsday theorists and alarmists looking to capitalize on the fear of roofing companies, they also present exciting opportunities for rational business owners. Roofing companies can not only maintain their SEO presence with SGE but they can build on it.

 [A look at what's next for AI and Google Search | Google I/O 2023](#)

Below, [Roofing Webmasters](#) outlines some of the newest features in Google's SGE.

## Search Perspectives

On May 10, 2023, Google unveiled its upcoming [Search Perspectives](#) filter at its annual Google I/O conference. The new search filter is designed to showcase expert content from verifiable sources. Their documentation also reveals that this filter will inform content-scoring algorithms.

## Snapshots

Google's new snapshot SERPs will use AI chatbots along with verified citations from traditional organic search results. The good news is that those citations will rely on the same SEO principles as your existing organic SEO strategy. However, the user interface will be different.

## EEAT

One theme remains consistent across all of Google's newest documentation regarding AI-driven features and algorithms, which is the increasing importance of EEAT. For roofers who are unaware, EEAT is a ranking signal that stands for expertise, experience, authoritativeness, and trustworthiness. With rapid advancements in content generation tools, EEAT becomes essential.

## DataPins for Modern SEO

Roofing companies looking to future-proof their SEO and prepare for the modern era of search have one valuable tool at their disposal, which is DataPins. The DataPins app is designed to inject EEAT into your website and overall web presence through **pins** (a collection of signals).


Pins are the SEO embodiment of your roofing jobs. Every time your business completes a roofing job, you can drop a pin that validates your service and service area along with unique photos and captions from the job. These pins include geo-coordinates, "check-in" schema markup, mini-maps, and page tags. Tags route pins to the appropriate service and city pages.

## Roofing Webmasters

Facing the new era of SEO is not something you must accomplish alone. At Roofing Webmasters, we've been working with roofing companies for more than a decade and have hundreds of clients benefiting from our experience and expertise.

We have a staff of dedicated SEO professionals studying, researching, and testing every component of SERPs in 2023 and how to empower our clients' excellence in the modern era. Our DataPins app has been designed with one-of-a-kind exclusive marketing data and insights.

We would be thrilled to help your company enter the new era of roofing SEO with pride and poise.

 [Dazed & Confused: Roofer Digital Marketing Explained](#)