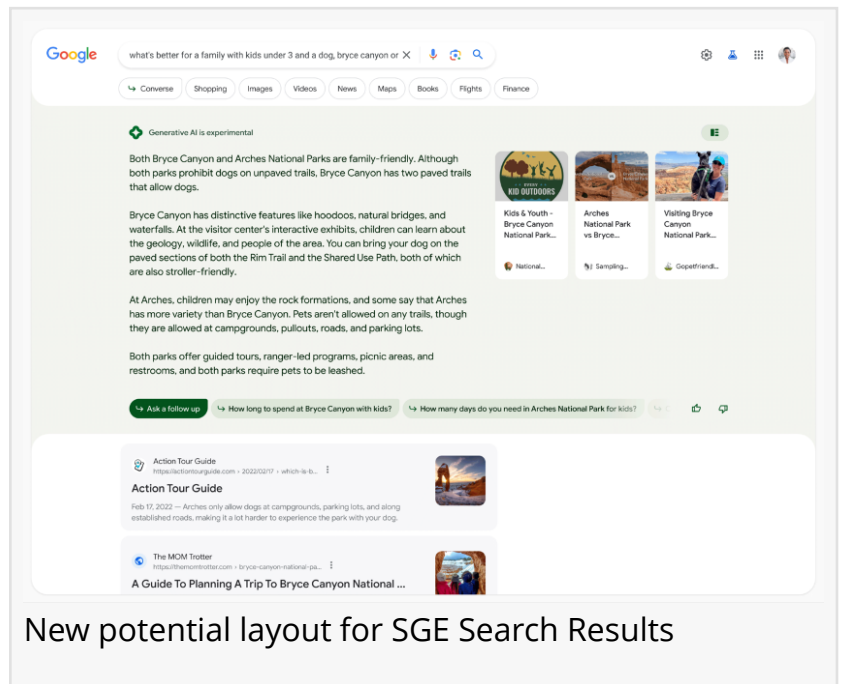


New Google Search Generative Experience Will Change PPC Forever

Macclesfield agency, Gumpo, highlights advantages of Google Search Generative Experience for advertisers, poised to revolutionise PPC.

MACCLESFIELD, CHESHIRE, ENGLAND, May 31, 2023 /EINPresswire.com/ -- The Search Generative Experience is being hailed by Google as an evolutionary step for search. While many in the digital marketing space have been pessimistic about the new so-called experience, some agencies, like Macclesfield-based [Gumpo](#), have said that the new SGE will offer a wealth of opportunities to advertisers. If anything, the new experience could help advertisers tremendously improve their ROI.



New potential layout for SGE Search Results

During the I/O Keynote on May 10th, 2023, Google unveiled its new Search Generative Experience, which according to the giant, would change how people interacted with search engines. While the new search experience has been receiving flak from those who assume it gives AI a significant advantage in terms of visibility over paid ads and organic results.

“

New PPC opportunities arise as Google's new layout is expected to roll out soon. We'll continue to assist clients in retaining the coveted top spot for maximum results.”

Charlie Jackson, Executive Director

Macclesfield-based Gumpo, which has been running [Pay Per Click Advertising](#) for its clients for nearly a decade, disagrees. The company runs Google ads for clients from across the UK and is known for delivering an excellent Return on Investment (ROI) for paid advertising.

Charlie, one of the senior managers at the company, said "By the looks of it there are lots of new opportunities for Pay Per Click. Previews of this layout clearly show paid advertising at the top, which will be the most coveted spot and that's something we'll be working on helping our clients

to obtain."

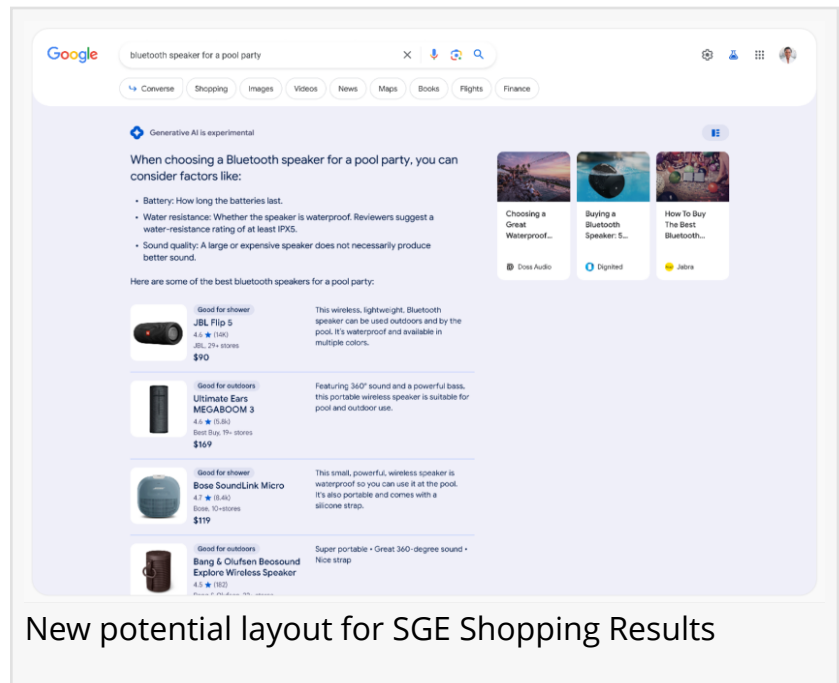
Readers can find out about Gumpo and its PPC services by visiting www.gumpo.co.uk.

Google has said that for now, advertisers may not have a way to track ads, but that will soon change as the new experience rolls out globally.

About Gumpo

Gumpo is a digital marketing and creative design agency that offers market-leading digital marketing and design services to businesses across the UK and US. Gumpo aims to make digital marketing approachable and accessible, catering to businesses of all sizes and helping them achieve their desired success via organic search, pay-per-click advertising, social media marketing and professional design. The company prides itself on having a team of specialists, ensuring that clients work with experts in their respective fields, whether PPC Marketing, 3D modelling, or brochure design.

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New potential layout for SGE Shopping Results

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