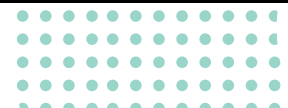
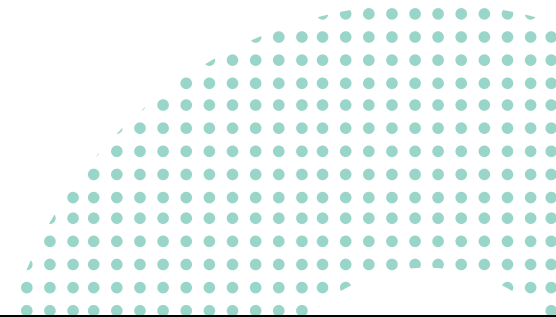


AI, SEO & THE GOOGLE GUESSING GAME

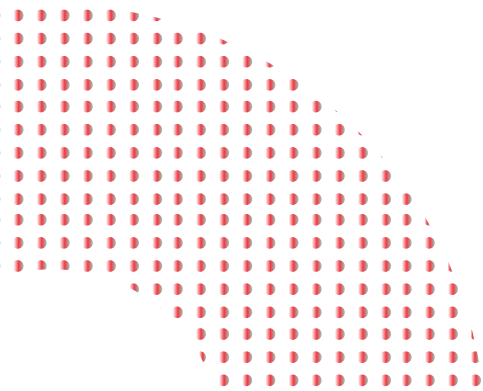
WHAT B2B MARKETERS NEED TO KNOW NOW

What's changing in search, how AI is influencing what people see (and don't see), and what B2B brands can do to stay visible, relevant, and ready for whatever Google does next



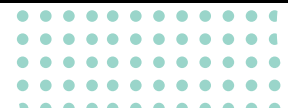
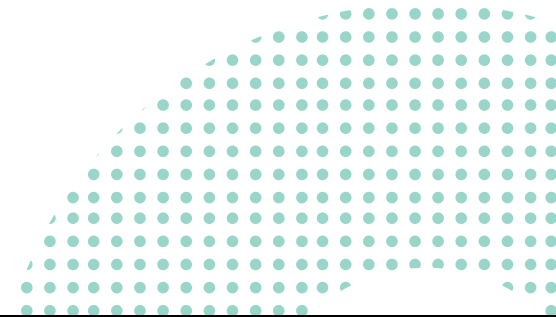
WHAT WE'LL COVER TODAY

1. What's changing in Google Search & SEO
2. What it means for B2B marketers
3. Practical things you can do now



WHAT IT MEANS

- The fundamental shift from search to answer engines
- Why traditional SEO playbooks need updating (not replacing)
- 4 actionable strategies you can implement this week



GLOSSARY

TOFU – Top of Funnel

BOFU – Bottom of Funnel

EEAT– Experience, Expertise, Authoritativeness, and Trustworthiness.

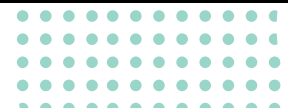
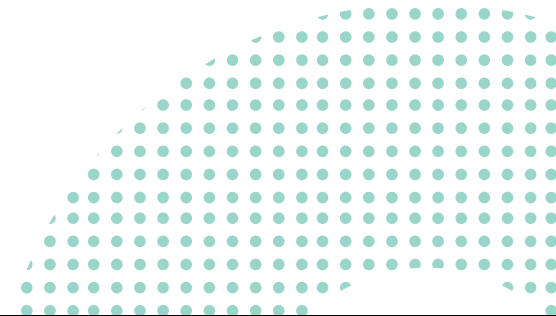
GEO – Generative Engine Optimization

AIO – AI Overviews in Search Results

RAG – Retrieval Augmented Generation

LLMO – Large Language Model Optimization

ChapGTP, Claude, etc. are all LLMs



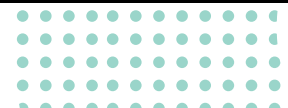
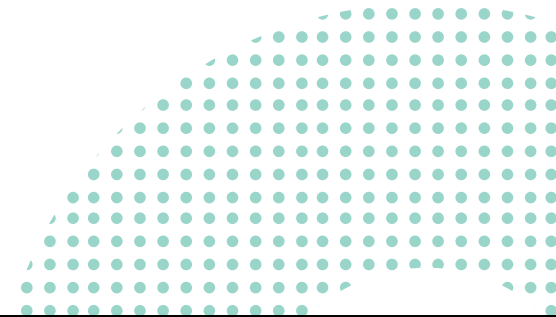
REALITY CHECK

Website traffic (organic) dropping 20% +

AIO is the new SEO

SEO is dead (it's not)

Don't believe the hype



THE NEW SEARCH LANDSCAPE

From Search Engine
To Answer Engine



WHY SEO FEELS BROKEN RIGHT NOW

"You can't optimize what you can't see."

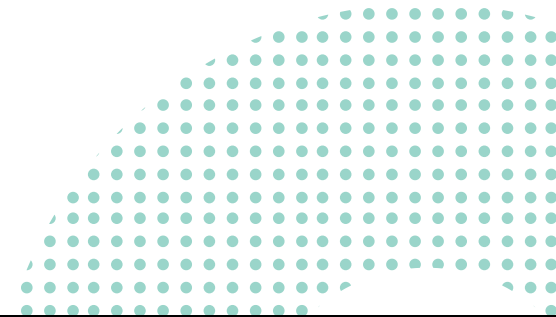
- Google AI Mode launched May 2025 – available to all US users
- Average prompt: 23 words vs. 4.2 words for traditional search
- Users expect synthesized answers, not link lists

B2B Insight: We're flying blind. Visibility and measurement are harder, but still critical.

THE OLD WAY

A user searches "best CRM for small business."

They receive 10 blue links and several ads, which they must then research independently.
The brand's goal is to be one of the links.



THE NEW MODEL

A user searches "What is the best CRM for a 10-person remote sales team?"

The AI synthesizes information from thousands of sources—reviews, technical documentation, forum discussions, expert analyses—and delivers a direct, authoritative recommendation.

The brand's goal is to be the recommendation

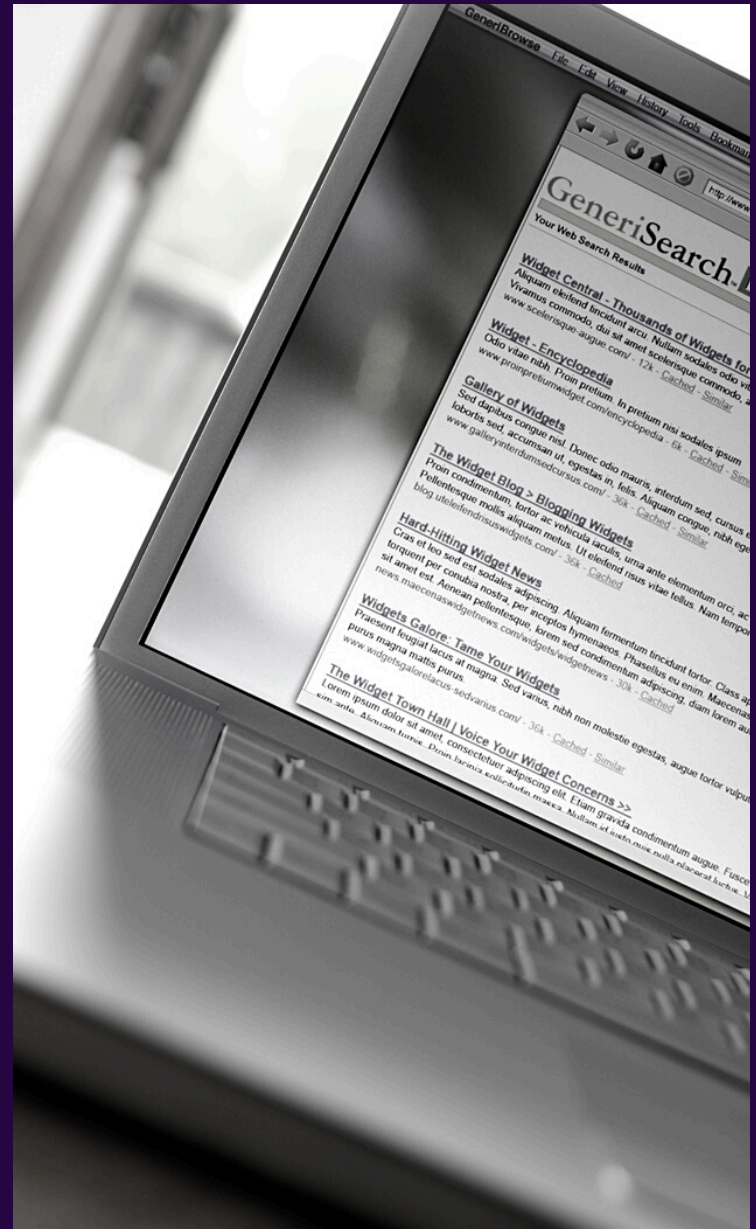
B2B Insight: We're flying blind. Visibility and measurement are harder, but still critical.

THE TRAFFIC REALITY

- Gartner predicts 50% decrease by 2028
- But 80% of searchers still use organic results to complete journeys
- Organic traffic is one channel
- Answering their questions, addressing their pains, are all part of your website as a sales and marketing tool

B2B Insight: We're flying blind. Visibility and measurement are harder, but still critical.

Who Wins in AI Search



Who Wins in AI Search

Searchers. These are
conversations with personal
context and memory

B2B Specific Challenges



Complex
Buyer
Journeys



Long Sales Cycles.
Hard to track lead
to sale

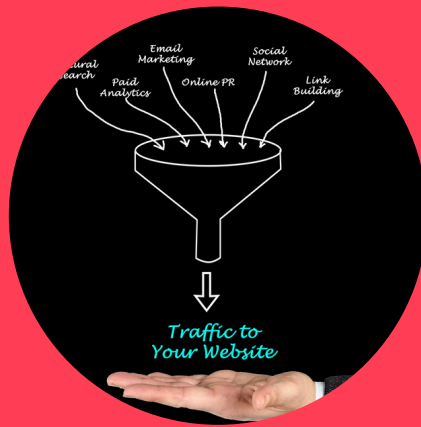


Account Based
Strategies don't
translate

B2B Opportunities



Less
Competition
in AI, perhaps



Higher value,
qualified traffic
remains



Focus shift
from volume to
conversion
quality

What Helpful Content Really Means

Beyond Keywords

- From Keyword First to Topic First SEO
- AI engines synthesize from comprehensive sources
- Quality depth matters more than word count



What Helpful Content Really Means

Beyond Keywords

- Specific to search intent
- Get to the point quickly
- Covering topics as they deserve
- Original research and insights




CONTENT THAT WINS AI CITATIONS

Create Quotable, Authoritative Content:

- Clear section headers and structured data
- Direct answers to common questions
- Expert interviews and case studies
- Comprehensive guides that serve entire buying committees

EXAMPLE FRAMEWORK

- Problem identification with specific pain points
 - Solution with implementation steps
 - Results/proof with measurable outcomes
 - Next steps with clear calls-to-action
- 

Brand Mentions › Traffic

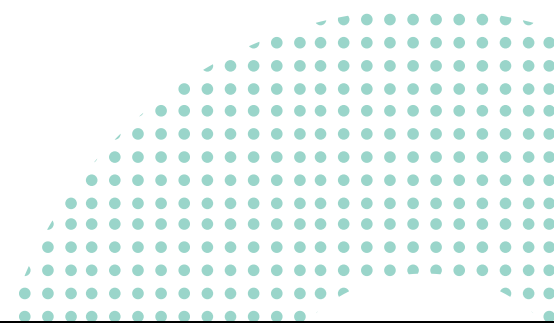
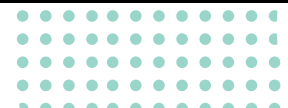
Be the **brand mentioned** in AI
Answers

Build recognition that **drives direct
inquiries**

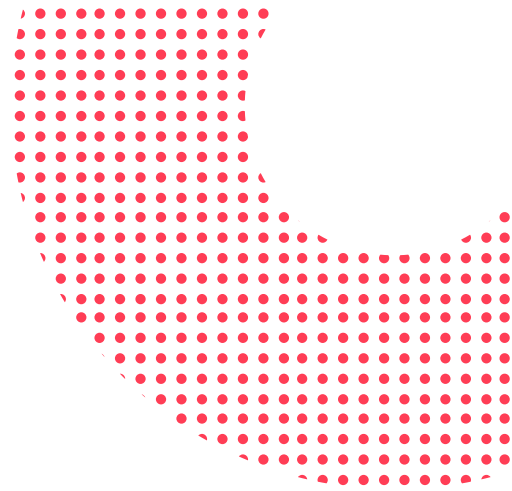
Focus on **brand authority**, not just
domain authority

**BRANDED
SEARCH**

HOW AI ENGINES CHOOSE SOURCES:

1. Training Data: What the model "remembers"
 2. Live Internet Data: Real-time retrieval (Retrieval Augmented Generation RAG)
 3. Traditional SEO rankings still correlate with AI mentions
- 
- 

BRAND BUILDING AUTHORITY



Multi-Platform Strategy

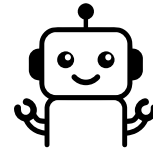
- LinkedIn: Share **expert insights** and company thought leadership
- YouTube: Create **explainer videos** and interviews
- Industry Publications: **Guest articles** and expert commentary
- Reddit: **Participate** in industry discussions authentically

Content Types That Build Authority

- Original research reports
- Industry trend analyses
- Expert roundtables and interviews
- Comprehensive case studies
- Technical white papers
- Thought leadership on LinkedIn posts
- Webinars



WEBSITE & CONTENT STRATEGY TO REVISIT



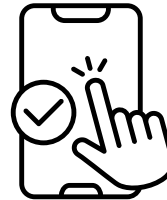
Crawlability

Search engines & now
AI Bots



Schema Markup

H tags, location, alt tags,
etc.



Optimize for UX

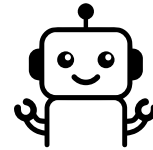
Mobile and Desktop
users want different
things



Search Console

AI Overview traffic data

WEBSITE & CONTENT STRATEGY TO REVISIT



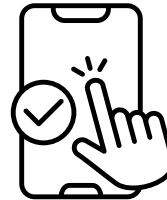
KEEP

Comprehensive,
expert-level content



UPDATE

Generic content to be
specific & actionable



CREATE



FAQ sections
addressing related ?s



Expand

Successful content into
topic clusters

WHAT DO YOU MEAN?

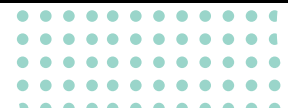
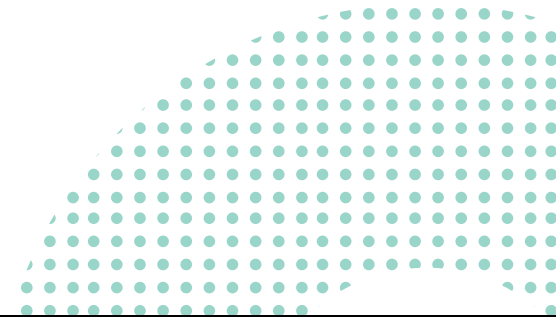
- Can you add an FAQ section? (yes, you can)
 - Add additional insights or industry trends
 - Can you add more internal links to pages or posts on the website
 - Can you expand on blogs or past articles with additional content, not just create another post
- 
- 

ACTION ITEMS



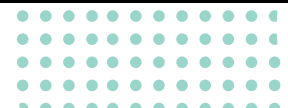
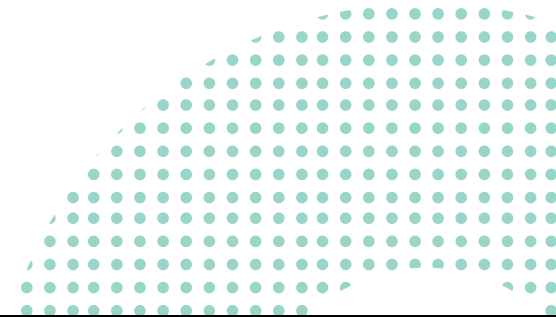
CONTENT STRATEGY

- Audit your top 10 pages for AI-friendly formatting
- Add FAQ sections to product/service pages
- Create role-specific content for different stakeholders




DIGITAL FOOTPRINT

- Establish or improve presence on LinkedIn, YouTube, Reddit
- Share insights in industry-specific communities
- Repurpose content across multiple platforms



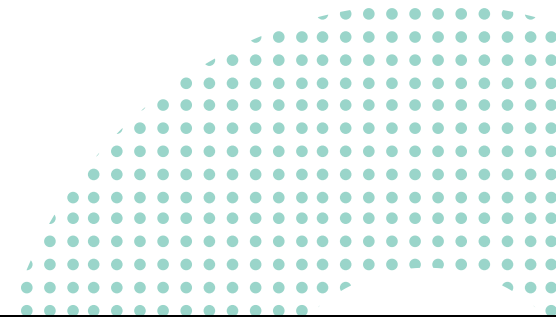
MEASUREMENT

- Track **brand mentions** in AI responses
 - Monitor **Search Console** for AI Overview impressions
 - Measure **conversion rates** vs. traffic volume
 - Focus on **revenue per visitor**, not visitor count
- 

NEXT 90 DAYS


Generative Engine Optimization (GEO):

- Create comprehensive topic clusters
- Develop expert interview series
- Build original research capabilities
- Optimize for conversational queries




NEXT 90 DAYS

Account Based Content

- Map content to extended buyer journeys
 - Create stakeholder-specific content paths
 - Develop content for buying committees
 - Build account-level measurement systems
- 
- A decorative graphic consisting of a grid of small teal dots, arranged in a pattern that tapers off towards the bottom right corner of the slide.

NEXT 90 DAYS

BUILD AUTHORITY

- Guest posting on industry publications
 - Speaking at industry events
 - Building partnerships with complementary brands
 - Creating collaborative content with industry experts
- 

Q & A



Should we stop doing traditional SEO?

How do we measure success in this new landscape?

What's the biggest mistake B2B companies are making?

RECAP

Helpful Content = Specific, actionable, expert-level insights

Branded Search = Multi-platform authority building

Website Strategy = AI-friendly formatting + comprehensive topics

B2B Actions = Stakeholder-specific content + platform diversification

Contact us

Audits

Suggestions

List of Sources

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