

The **AI SEO** Playbook

How to build organic visibility in
today's evolving search landscape

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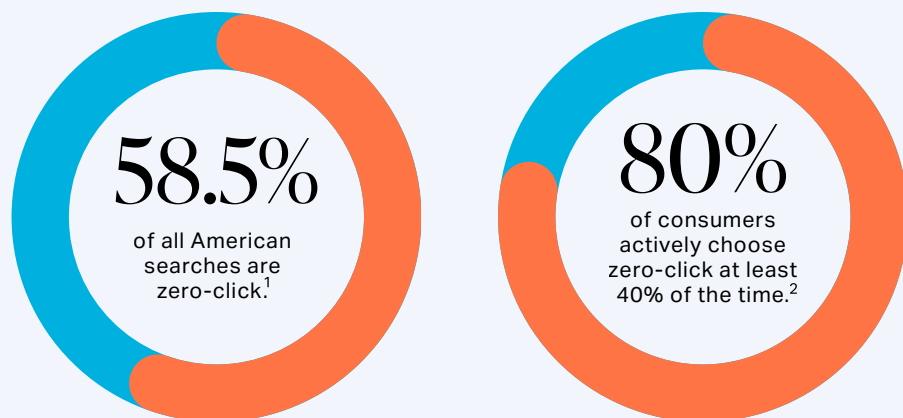


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The AI search **revolution**

Search has changed. The new AI kids on the block answer questions instead of giving searchers a choice of sites to explore. And traditional search engines are following suit with AI Overviews that summarise information from a few chosen sites or sources. Clicking through to a site is no longer necessary – it's not even the default.



The presence of an **AI Overview** makes users almost **2x** as likely to **not** click on any search result.⁴

Businesses that are invested in being found through search are going to find this new no-click world challenging.

But traditional SEO is not dead. We just need to shift gears, moving from search engine optimisation to search everywhere optimisation. In our new AI-driven world, SEO is more critical than ever.

Discovery and consideration of products and solutions will no longer be on-site for many businesses and their prospective customers. It will be through integrated AI search, conversational search, AI research, and even voice search.

To stay relevant and continue to be found, marketers need to reposition their websites as a foundational data source for AI. And there's only a small window in which to do it – traditional search volume expected to drop 25% by 2026.³ We must act now to ensure we're ready to be found and cited by AI.

In this playbook, we'll explore the evolving search landscape and what it means for your brand. I'll guide you through best practices for crafting valuable, discoverable content that will see you found by ideal customers across both traditional and AI search platforms.

I'm focused on continuing to deliver impactful results for our clients through this volatile time in SEO. This playbook will help you understand how I do it.

The **growth** of AI search

The adoption curve for AI search tools has reached an inflection point that signals a permanent shift in how people seek and consume information online. While its first couple of years were limited to old website crawls, AI systems can now access the web in real time to provide the most up to date and accurate answers.

The merging of AI search into traditional search engines, for example with Google's AI Overviews and AI Mode (available in 191 markets since 21 August 2025... but not yet released in Australia), has also brought AI search to the mainstream market. It is no longer just the early adopters seeking answers this way, but the entire online population.

Current market penetration

AI search is rapidly becoming mainstream. In 2024, around 15 million adults in the U.S. used generative AI as their primary tool for online search, and that number is projected to reach over 36 million by 2028.⁵ Nearly 80% of organisations use AI in at least one business function,⁶ and professional adoption will quickly lead to increased personal use.

The average AI search visitor is 4.4x more valuable than traditional organic search visitors⁸ demonstrating higher engagement rates and conversion potential.

AI optimisation is no longer optional – it will soon be the baseline requirement for competitive visibility.

AI traffic is up

527%

year on year.⁷

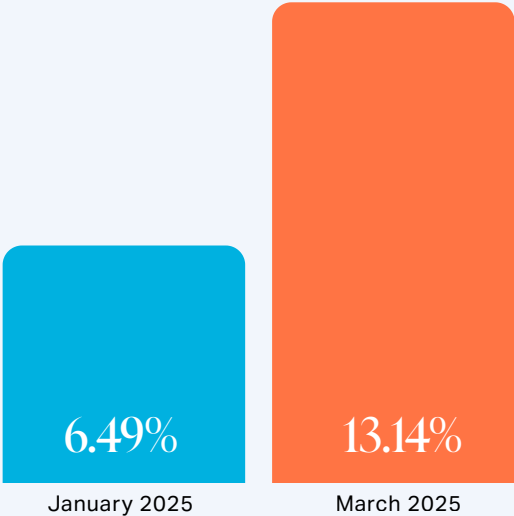


The AI search ecosystem

The AI search landscape has evolved into a sophisticated ecosystem with different platforms used for specific needs and query types. While their use cases may seem unique, platforms are expanding their functionality to accommodate more search opportunities. Conversational search through large language models (LLMs) will increasingly adopt research-focused search functionality as AI systems recognise the need.

Search Type	Examples	What it is	Common use cases
Integrated AI search	Google AI Overviews, Google AI Mode, Bing Copilot	AI features within traditional search engines. (Mainstream AI search.)	Short keyword-based search
Conversational search	ChatGPT, Claude	AI features within traditional search engines. (Mainstream AI search.)	Brainstorming, assistance and strategic planning
Research-focused search	Perplexity	Comprehensive and cited research summaries.	Deep research
Voice search	Siri, Alexa, Google Assistant	Increasingly incorporating LLM capabilities that enable more sophisticated responses.	Local business and service searches

13.14% of all searches triggered AI Overviews in March 2025, up from **6.49%** in January 2025.⁹



AI search engine mechanics

How AI search engines select and rank content

Unlike traditional search algorithms that primarily match keywords and assess link authority, AI search engines have comprehension and synthesis capabilities that change the ranking equation.

1. Authority and credibility signals

AI systems have developed sophisticated methods for evaluating content credibility that go beyond traditional SEO metrics. Expert authorship, where content is attributed to recognised experts, is one of the strongest ranking signals.

Large, established businesses, as well as universities, research institutions, government agencies and media outlets, tend to be recognised as authorities in their industries. To compete against this bias, smaller businesses will need to offer niche expertise and specialised knowledge while demonstrating their experience and results.

Authority signal	What it is
Citation patterns	Others referencing your content as a source of truth.
Cross-reference validation	Information that can be verified across multiple sources.
Industry recognition	Awards, certifications and professional affiliations, particularly in specialised fields where expertise is crucial.

2. Content structure and clarity

AI systems have strong preferences for highly organised information, seeking content that can more easily be extracted, synthesised and summarised.

What	How to apply	Why AI likes it
Inverted pyramid structure	Present the most important information first.	AI finds direct answers faster.
Direct answers	Concise, actionable content.	Concise phrasing is easier to extract.
Logical information hierarchy	Apply H2/H3s consistently to map a coherent narrative.	Structured headings help guide readers and AI through complex topics.
Natural language patterns	Conversational language and Q&A style formats.	Matches conversational queries.
Comprehensive coverage	Anticipate FAQs, related queries and follow-ups. Address multiple aspects of a topic in-depth.	Reduces the need to synthesise information across multiple sources.
XML sitemaps	Ensure your sitemap is complete and up to date with all indexable URLs.	Provides a roadmap for AI crawlers.



Check your crawler permissions.

Make sure your website is not blocking AI crawlers unintentionally.

Check your robots.txt file to ensure you aren't including directives like "Disallow: /" or "User-agent: GPTBot Disallow: /".
Review your website hosting platform or content management system (CMS) settings.
Ensure your content delivery network (CDN) isn't blocking crawlers.
Cloudflare, for example, blocks AI crawlers by default so you may need to update the settings.

3. Freshness and relevance

AI search engines balance content freshness with historical context. Freshness isn’t just about publication date; it’s tied to the topic. Content about fundamental scientific principles might remain relevant for years, while pages about technology trends require frequent updates.

What	Why it matters	How to apply
Real-time updates for time-sensitive information	AI identifies and prioritises breaking news, recent developments and current data.	Refresh stats and dates, publish quick updates, add “last updated” dates and times.
Historical context	Showing how current events relate to historical patterns is favoured.	Show trends over time, add timelines or comparisons.
Trend alignment	AI monitors emerging topics and trends to present content that addresses current interests.	Monitor Google trends and industry news.
Regular content updates	These signal active maintenance, continued relevance and an ongoing investment in content quality.	Audit and refresh high traffic pages every 6-12 months.

4. Search intent alignment

Search has evolved over recent years to a stronger focus on addressing the searcher’s intent – delivering what traditional search engines believe they’re looking for rather than what businesses want them to see. AI search engines go further, aligning search intent beyond literal keyword matching. They use contextual cues to understand not just what the searcher is asking, but what they’re actually trying to accomplish.

What	Why it matters	So we need
Problem-solution mapping	AI identifies when a searcher’s query stems from an underlying problem and provides solutions to address both the immediate question and broader context.	Content that answers the main question and anticipates related concerns, prerequisites and follow-up questions.
Context awareness	AI interprets queries based on previous interactions, searcher location, time of day and other contextual signals.	Content that covers different contexts – like beginner vs. expert, personal vs. professional, metro area vs. regional.
Multi-intent coverage	AI recognises that search queries often have multiple valid interpretations.	Pages with content that addresses various scenarios, such as comparisons, FAQs and how-tos, along with product info.



The content AI prefers

AI systems summarise and synthesise information from a variety of sources to generate comprehensive, balanced responses.

What	Why it matters	So we need
Comprehensive content	AI prefers content depth over surface-level coverage. Depth reduces information gaps and makes your page a go-to resource.	Content that thoroughly explores topics end-to-end and fully anticipates relevant queries and interlink related articles.
Multimedia	AI responses to general queries often include visual content, like images, charts and videos.	Visual content (with thorough alt text) that clearly illustrates concept, provides data visualisation or demonstrates processes. Add charts, images, or videos with descriptive alt text to aid both AI extraction and user understanding.
Structured content	AI responses often contain lists and structured updates.	Clear headings, organised sections, and bulleted and numbered lists.



The E-E-A-T framework

The E-E-A-T framework (Experience, Expertise, Authority, Trustworthiness) has evolved from a Google quality guideline to a universal benchmark for evaluating content quality. AI models lean on these same principles when choosing what to cite and surface.

E-E-A-T	What this means	How
Experience	Demonstrate first-hand knowledge and practical insights.	Publish case studies, real-world examples and specific details that could only come from direct experience. Personal anecdotes and behind-the-scenes insights may help.
Expertise	Relevant education, professional experience and publication history.	Publish your credentials and demonstrate knowledge through consistent, accurate content in a specific field.
Authority	An individual or organisation's authority within their field and industry recognition.	Create content that attracts backlinks, citations, references and media mentions. Participate in industry conversations across relevant platforms.
Trustworthiness	Transparency and reliability of sources, methodologies and potential conflicts of interest.	Always publish and link to sources. Make regular updates and correction when new information becomes available.

Optimising content for AI

Most content optimisation tactics for AI SEO aren't that different to those for traditional SEO. While there are subtle tweaks that can be made to make it easier for AI systems to extract or summarise your content, the focus is on establishing yourself as an expert through deep, targeted and high-quality content.

A note on terminology

We call it **AI SEO** (Artificial Intelligence Search Engine Optimisation) or simply **SEO** (Search Everywhere Optimisation), but you may see it called **AEO** (Answer Engine Optimisation) or **GEO** (Generative Engine Optimisation) by others.

Content clusters

Over the past few years there's been an increased focus in SEO on content clusters (aka pillar pages or hub and spoke pages) to build topical authority. This approach works particularly well for AI search – covering your specialist topics both widely and deeply builds your site as a go-to for AI systems to pull answers from.

Clusters are most effective in blogs and resources sections of your site. Your pillar page is the topic summary, linking deeper to spoke pages detailing individual subtopics. It allows you to target multiple angles, search intents, audiences and buyer stages across the cluster, serving both AI systems and the visitors to your site.

**AI search visitors
are at least**

4.4X

**more likely to convert
than those from**

traditional organic search.⁸



Content style

Across all your content, there are some key optimisations you can make to improve the likelihood AI systems will cite you.

Conversational language

Long-tail keywords help align with conversational search. Find the What, Why, When, Where and How questions from “People also ask” (PAA) and use them to structure your content.

Also add semantic cues like “Step 1”, “In summary”, “The key takeaway” and “Most importantly”. While they can feel stuffy, they help AI identify critical information.

TL;DR and key takeaways

Starting longer articles with TL;DR summaries and ending them with a list of key takeaways is an easy way to provide quick value for readers. AI systems love them too as they give the best content of your article extra prominence and offer easy extraction and synthesis with other sources.

Content chunks

“Chunking” is relatively new content terminology. It’s about writing each section of each page so that it be quoted by AI verbatim or easily summarised and synthesised with other sources.

To optimise for chunks, each section should have the ability to stand on its own without the context of the full page. Identify them with clear subheadings (H2 or H3) and keep each section limited to one concept. Keep your writing concise but do use conversational language to match the search query.

The inverted pyramid

The inverted pyramid structure used by journalists moves content away from the more storytelling style to front-load the most important information. This optimises your content for AI as it means they can quickly and easily extract key points and pull more detailed and background information from your article when needed.



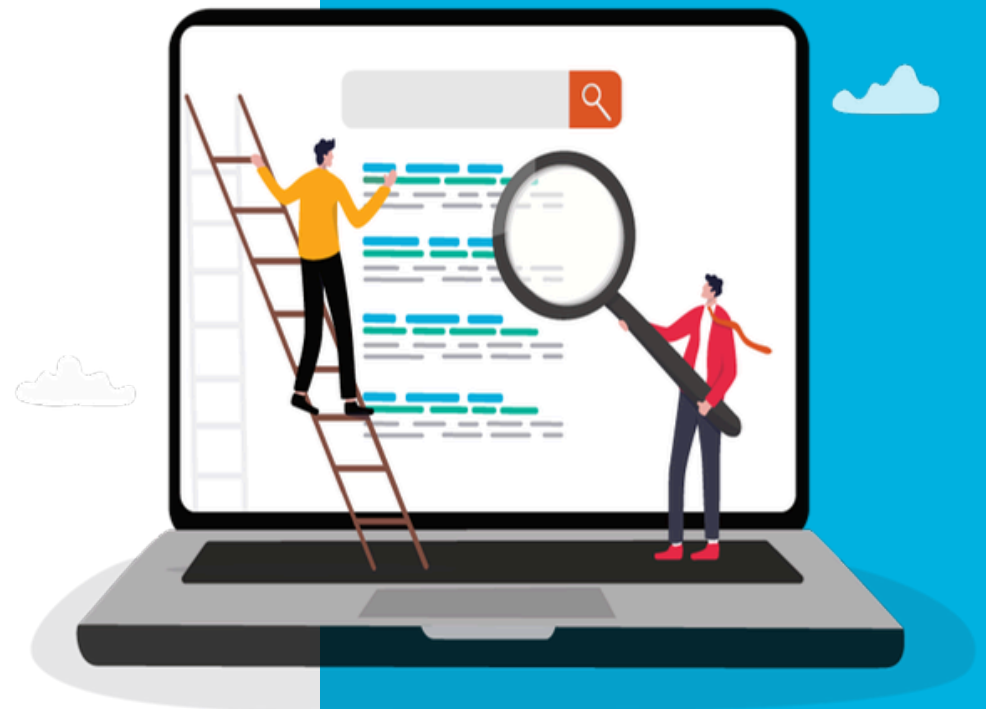
Instead of teasers inviting customers to read on, your intro should a direct answer to a query or a clear statement of the problem you solve. Think about the customer’s question, challenge or need and respond to it fully in 30-50 words. Your intro should be able to stand alone so it can be extracted and used verbatim by AI systems.

Then get down into the details and tell the full story. Finish up with relevant background information and context notes.

Headings

Good headlines and subheadings are critical for readability, SEO and AI. They make it easier for visitors to find and jump to relevant information, and AI rely on them for navigational anchors.

- H1: Only ever include one H1 on a page. It should immediately signal the content's purpose and, ideally, be written the way someone might search for it. For example, "How to optimise content for AI search engines" is better than "AI SEO Guide".
- H2s: Use these to break the main topic into actionable components so AI can identify specific procedures or recommendations, e.g. "How to optimise headers for AI search".
- H3s & H4s: These break up subtopics into further detail. If order is important, call that out with numbers, like "Step 1: Write an H1".



Content elements

Beyond page-level optimisation, you can also optimise specific content elements like FAQs, lists and visuals to improve performance in AI search. The following elements signal authority, clarity and utility to AI systems.

1. FAQs

Q&As and FAQs help AI systems mirror the conversational style of the searcher but also provide other AI optimisation benefits. They directly address search intent, create clear information boundaries and naturally incorporate the long-tail, conversational queries people use in AI prompts.

Tips for FAQs:

- Add the “People also ask” questions you find on Google SERPs (search engine results page).
- Mine customer service logs, sales data, Google Search Console and social media discussions to identify other questions to answer.
- Include logical follow-up questions people may ask.
- Ensure your answers are concise but comprehensive. Provide the quickest answer immediately, followed by any further, necessary information.
- Implement FAQ schema.



2. Structured lists

More than clickbait, the “Top 10 [Category] for [Use Case]”, structured list format is loved by readers and AI alike. They help us compare products, services and providers, and naturally break content into extractable chunks that AI can easily extract information from.

Tips for structured lists:

- Include specific metrics and qualified comparisons wherever possible.
- Provide brief descriptions with each item – just enough context to guide them without delving too far into the detail.
- Explain your selection criteria and methodology to establish credibility – how did you decide which items to include, and how did you come to the conclusions you did?
- Implement Article schema.

3. Step-by-step instructions

“How it works” sections, how-to guides and step-by-step instructions are great for prospective customers deciding if your service or product suits their needs. They’re great help for existing customers completing tasks. And they’re great for AI optimisation – AI systems follow them just like people do.

Tips for step-by-step instructions:

- Start with a clear statement of what the customer will achieve.
- Share any prerequisites (tools, skills, knowledge).
- Use numbered steps with clear, actionable instructions.
- Include expected outcomes for each step.
- Add troubleshooting sections, addressing common problems.
- Implement HowTo schema.

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- Implement HowTo schema.

4. Data and research

Original research, industry surveys and benchmark statistics offer unique value, making your content an essential source.



Tips for data driven articles:

- Prioritise original insights over regurgitated stats.
- Conduct surveys, analyse proprietary data or synthesise multiple sources to create new understanding.
- Use tables, charts and narrative descriptions – show, explain and interpret the data.
- Include your methodology, segmentation information and data sources to establish credibility.
- Implement Article schema.



5. Case studies and success stories

Customer success stories and real-world applications provide the evidence and social proof to help AI systems validate claims and recommendations.

Tips for case studies

- Start with specific metrics that immediately communicate value. If you can, use the SMART goal structure, for example "Increased efficiency by 34% in 90 days".
- Provide context like company size, industry, initial challenges and relevant constraints so AI systems can match your solution with the customer's situation.
- Outline the implementation timeline using specific dates or time ranges, outlining phases, obstacles and the solutions that were deployed.
- Present results in multiple ways – ROI, time savings, productivity gains, cost reductions – and include both absolute numbers and percentages for complete context. For example, say "a 50% reduction in processing time, cutting it from 6 hours to 3 hours daily, and saving 780 hours each year."

6. Expert opinions

Original research, industry surveys and benchmark statistics offer unique value, making your content an essential source.

Tips for expert content:

- Include a brief author bio with specific experience and achievements. Just like in your resume, "Led digital transformation initiatives for three Fortune 500 companies, resulting in an average 40% increase in online revenue" is far more convincing than "Senior Marketing Director with 15 years' experience".
- Provide original insights and unique perspectives, backed by data or experience.
- Include practical applications and real-world examples to demonstrate how theoretical concepts apply in practice. AI systems want to help customers take action.
- Provide forward-looking analyses with actionable takeaways. People are always looking for future trends and upcoming changes.



7. Resources

Guides, tutorials and reference materials are frequently surfaced in AI responses as they help people complete tasks and take action.



Tips for resource:

- Explain the “why” just as much as the “how” so explain the business value or customer benefit before diving into the how-tos. Articulate clear outcomes and benefits.
- Share real-world implementation examples to show how features actually work.
- Include comprehensive troubleshooting tips and guides that anticipate common problems. Present these as Problem → Cause → Solution.
- Add step-by-step instructions and overarching workflows to show how different pieces of the puzzle work together.

8. Comparison tables

Guides, tutorials and reference materials are frequently surfaced in AI responses as they help people complete tasks and take action.



Tips for comparison tables:

- Show pros and cons for all solutions – including your own.
- Offer industry and use-case specific recommendations to acknowledge that the choice can depend on context.
- Include specific metrics, like pricing, performance benchmarks and user ratings.
- Add clear legends to explain any symbols or ratings.
- Use HTML tables (not images) so content can be extracted by AI.
- Explain your selection criteria to build credibility.



Images and visuals

AI systems increasingly incorporate images, charts and videos directly into responses. These aren't AI-generated images, but reproductions of published images that support the response. It's all about enhancing understanding and providing alternative ways to consume information.

What	Why AI likes it	How to optimise
Charts and graphs	Makes data easier to compare and interpret.	Use bar charts to compare options, line graphs to show trends, and pie charts to illustrate proportions. Include clear labels, legends and sources.
Infographics	Their clear data points are good for breaking complex topics into digestible, visual segments.	Go for clean, informative designs focused on data clarity.
Comparison tables	Great for presenting multiple options or solutions side-by-side with quantified metrics.	Use HTML tables with clear legends.
Process diagrams	They explain complex or multi-step workflows.	Use flow charts, decision trees and sequential diagrams that clearly show relationships and dependencies. Explain each step or decision point.
Screenshots with descriptive annotations	They provide evidence and illustration for claims and instructions.	Annotate with context, highlighting what the screenshot shows, why it matters and what the customer should notice.

When adding visuals, don't forget:

- **Alt text:** Include detailed descriptions so that AI systems can understand not just what the image is but what it means. For example, instead of "Chart showing sales growth", use "Bar chart comparing quarterly sales growth 2024-2025, showing 47% year-on-year improvement."
- **Unique visuals:** Original visualisations that provide unique value are preferred over stock imagery and generic graphics.
- **Descriptive captions:** Add captions that explain what the visual demonstrates and why it matters. They're often pulled verbatim in AI responses.
- **Code HTML tables and figures** with `<table>` and `</figure>` tags so AI can quickly parse them.

Videos

Video content is being shown more often in AI results, particularly in Google's AI Overviews. YouTube seems to be the primary source, but videos can also be pulled from Instagram, Facebook and TikTok. As these are primarily used for informational searches, educational videos like step-by-step tutorials, troubleshooting guides and demonstrations are the most likely to be featured.

Tips for videos:

- Write detailed written descriptions and include relevant hashtags.
- Provide transcripts with speaker identification, time stamps for key points and descriptions of visual elements.
- Add chapter markers so AI can identify your content structure or extract a short snippet.
- Keep videos concise and focused on a single topic or subtopic.

Measuring success

Measuring AI SEO success goes beyond traditional rankings. The right KPIs reveal whether your content is being surfaced, cited and driving meaningful traffic.

Metrics you should track

The primary metrics you should be tracking are related to appearance in AI search and traffic. There are a lot of tools emerging to help you do this but, at this time, few are robust enough to do so well, and those that do are not reasonably priced.

If you're willing to invest in AI mention tracking tools, make sure you put the time into setting them up for optimal insights. Otherwise, focus on the traffic metrics you can get from Google Search Console.

What to track	Where/How	Why
AI referral traffic	Google Search Console	This is the best measure of success, showing that not only are you being mentioned, you're receiving traffic from them.
AI mentions	Mention tracking tools or manual investigation	Mentions is the most direct measure of AI SEO success. Ideally, you'll want to track not just mentions of your brand, content and products across different AI platforms, but you're your competitors' mentions so you can identify new opportunities.
AI Overview appearances	Google Search Console (pos 0), Ahrefs, Semrush or similar tools	Inclusion in Google's AI Overviews or Featured snippets (which are slowly being phased out) generally indicate your content is considered authoritative and well-structured. These appearances often predict the content AI systems reference, making them valuable leading indicators.
Content performance scores	Manually. Create a weighted manual scoring model.	Combine citation frequency, referral quality, engagement metrics and conversion rates to develop a weighted scoring system that reflects your business priorities. Use high-performing content as a template for future optimisation efforts.



You may also want to track secondary metrics like:

- Session duration: AI-referred visitors usually spend more time on site because they have specific intent and are looking for relevant content. Compare session durations across traffic sources to understand relative engagement value.
- Conversion rates: Track both the volume and quality of visitors to your site. Monitor how AI-referred visitors move through your conversion funnel compared to those from other sources.
- Mention placement: Track not just whether you're mentioned, but how you're positioned relative to competitors. Positive positioning can impact brand perception and consideration.
- Topic authority mentions: Beyond brand terms, track whether you're mentioned in AI responses for problem-focused and solution-seeking searches.

Performance benchmarking

Establishing realistic benchmarks helps set expectations and measure progress against industry standards and competitive performance.

- AI traffic growth: Track month-on-month growth rates and adjust tactics based on performance trends.
- Citation diversity: Ensure you're being mentioned across multiple AI platforms. Document which content gets cited for which queries on which platform and in what context.
- Citation patterns: Identify which content types and topics generate the most references across different platforms.
- SEO maintenance: Preserve (and continue to grow) existing organic performance. Make sure your AI optimisation efforts don't compromise your established search presence.
- Conversion quality: Conversion rates from AI traffic should match or exceed traditional organic rates. If they don't, examine the mentions and user experience for these visitors.

Your path to success

I build on SEO efforts to drive AI SEO success. Like traditional SEO, results take time. But the earlier you act, the sooner you establish authority in AI-driven search.

Phase 1: Setting the foundations

In this initial phase, I audit your site and content, review existing AI mentions, and check out your competitors to set our benchmarks.

1. **Technical site audit:** I'll identify and implement fixes to ensure your site is healthy and able to be effectively crawled and cited by AI.
2. **Content audit:** My content audit identifies not only what you have published, but what's working for you. I'm looking for things like:
 - a. Content gaps and opportunities
 - b. Topic depth and authority
 - c. Content quality – structure, extractability, whether it can be easily summarised, and how well it responds to search queries
 - d. Low hanging fruit - content could rank better in organic search, or that is ranking well in organic search but not being cited in AI responses
3. **Competitive analysis:** I look at what's going on with your competitors. I identify their SEO and AI SEO strategy, review their performance, and uncover content opportunities and gaps they have already filled.

4. **Query and keyword research:** I'll identify the search terms your target audience is using to try to find your business or learn about your industry, and others you should be targeting tomorrow.

Phase 2: Strategy development

In this phase, I'll transform my audit insights into actionable plans. I'll define target topics and queries based on your business's priorities, competitive gaps and traffic and conversion potential. If your site is robust, I'll develop topic clusters (or pillars) to help establish your topic authority through comprehensive coverage.

I'll then map out plans for optimising existing pages for AI and traditional SEO, and creating new content to fill in the gaps. If relevant, I'll also develop multilingual optimisation strategies to expand your reach across your focus markets.

Finally, I'll collaborate with you to set goals that are ambitious yet achievable, setting targets for AI citations, traffic growth and conversion improvements.

Phase 3: Implement and report (Ongoing)

Once your content strategy has been mapped out, I'll get to work. Each month, I'll create new content and optimise existing pages and, if relevant, localise content for you to target rankings and mentions in multiple markets. All content gets your tick of approval before going live.

I'll also connect with you each month to provide updates on your site's visibility. I'll share any wins, improvements in visibility and traffic, and share any new opportunities that have arisen. I'll also advise you on any significant competitor movements I've observed.

Each quarter, I'll connect with you to review our strategy to ensure it's working for your business. I'll update it depending on performance and your industry's movements, and implement any changes needed to ensure it evolves with the rapidly changing AI search and traditional search landscape.

My goal is to work with you in an ongoing capacity to drive the right organic traffic to your site and ensure your brand remains competitive.

Businesses report

68%

increased

content marketing ROI

after

AI optimisation
implementation.¹⁰



The strategic imperative

The question for businesses is not whether to optimise for AI search, but how quickly and effectively they can implement comprehensive strategies.

The path forward requires more than tactical adjustments to existing SEO strategies. Success in AI search demands fundamental rethinking of how we create, structure, and optimise content. AI systems don't just crawl and index – they comprehend, synthesise and evaluate. This sophistication requires us to move beyond keyword optimisation toward true information architecture that serves both human understanding and machine comprehension.

The key to success lies not in perfect execution of every tactic, but in consistent application of core principles: structure content for comprehension, establish genuine authority, provide unique value, and maintain obsessive focus on user intent.

Businesses that successfully navigate this transition will find themselves in an enviable position. They'll capture traffic from traditional search while building dominant positions in AI-powered platforms. They'll serve existing customers better while attracting new audiences who discover them through AI interactions. Most importantly, they'll establish themselves as essential sources that AI systems consistently reference, creating a compounding advantage that grows stronger over time.

The future belongs to organisations that can serve both people and AI systems with equal excellence. This isn't about choosing between traditional and AI SEO – it's about evolving to excel at both. The strategies, tactics and frameworks in this playbook provide the roadmap, but success requires commitment, resources and willingness to embrace change.

The businesses that take action now, while the landscape is still forming, will shape how their industries appear in AI search for years to come. **The strategic imperative is clear, the opportunity is massive, and the time to act is now.**



About Jen Robson

I've been helping brands navigate the ever-changing complexities of SEO and content marketing with bespoke strategies and quality content that deliver results for 20+ years. As an early adopter of AI, I've stayed across trends and research, unpacked the insights behind the hype, and evaluated and tested workflows to deliver stronger results.

My approach combines best practice SEO foundations with forward-thinking AI optimisation strategies, ensuring your content performs across both traditional and AI-powered search platforms. Every strategy I develop is backed by data and tailored to your specific starting point, goals and budget.

When you work with me, you're working with someone who understands both where search has been and where it's heading. Learn more at jenrobson.com.au.



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