



# Today's agenda

1. Search: Where we've come from...
2. Search/SEO Evolution
3. SEO in the AI era
4. Panel discussion
5. Questions



# **Search Engine Optimisation**

## **where we've come...**



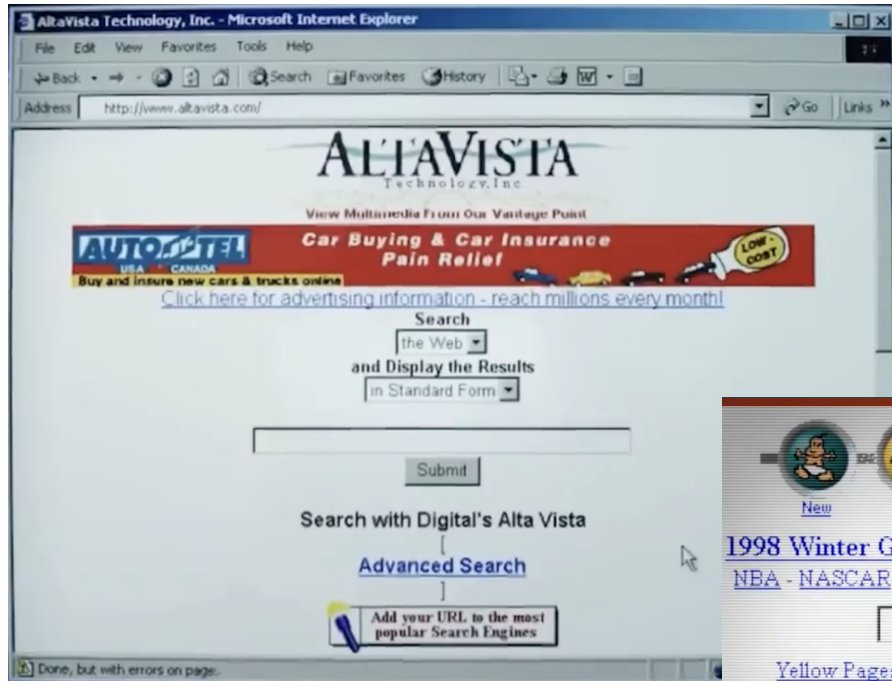
## A quote about SEO and AI

***“Everything has  
changed....  
Absolutely nothing’s  
changed...”***





# Before Google... “the 90s”





# Google launches 1998



Google!  
BETA

Search the web using Google

Google Search

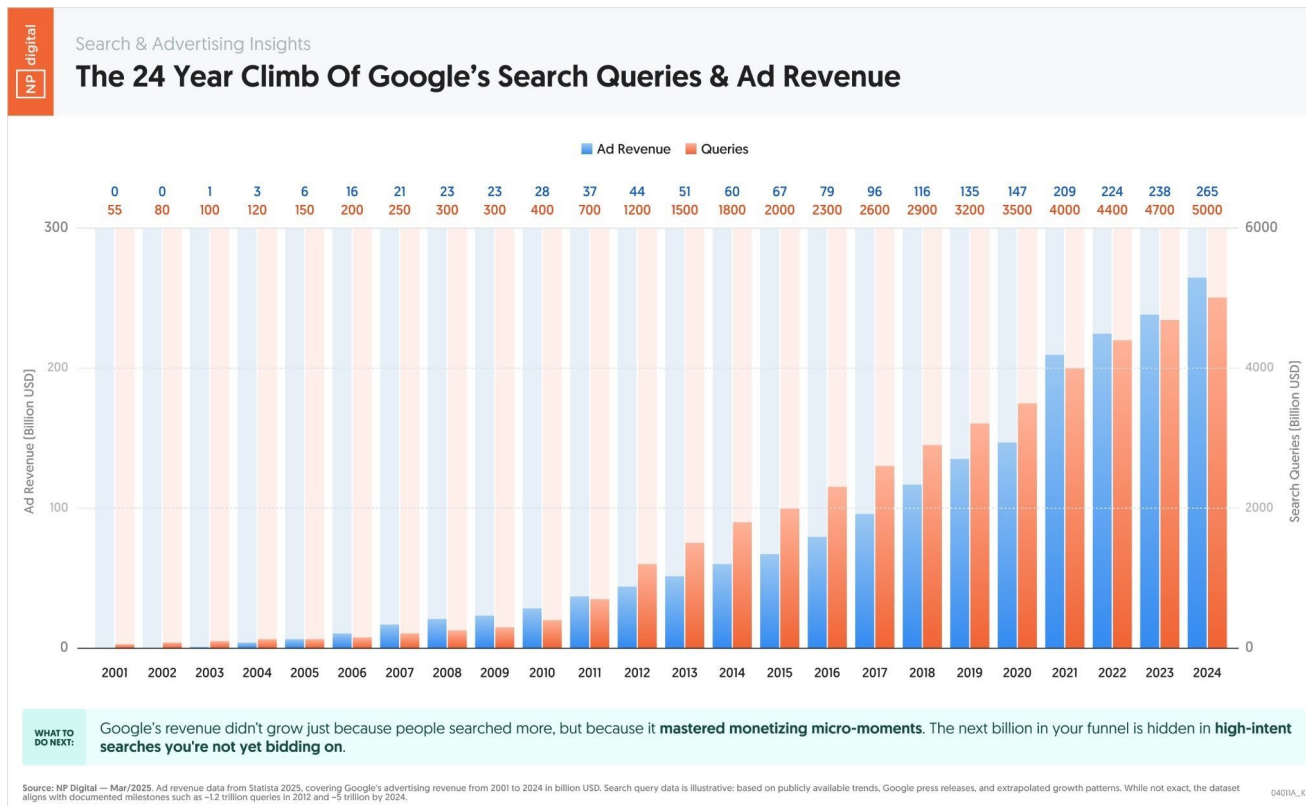
I'm feeling lucky

[More Google!](#)

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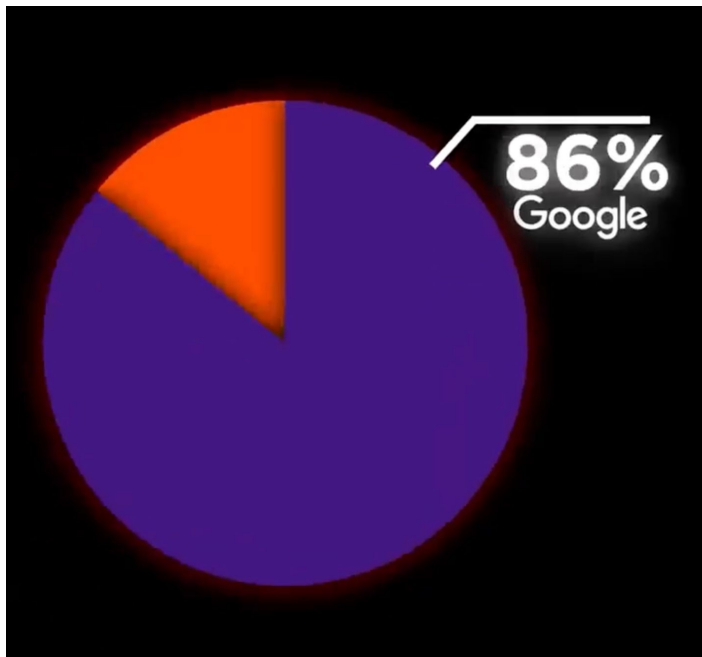
# Google growth...





# Search has evolved...

2000

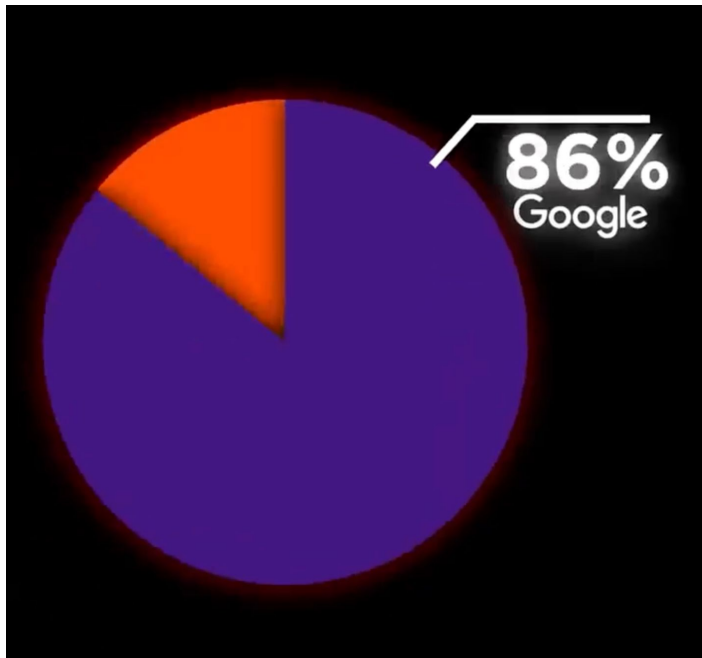




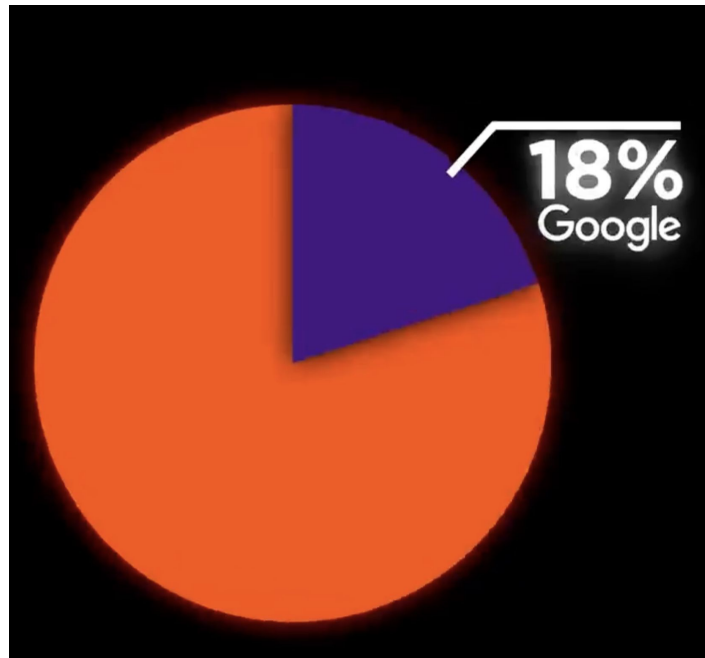


# Search has evolved...

2000



2025







# Search has evolved...

2000



YAHOO!





# Search has evolved...

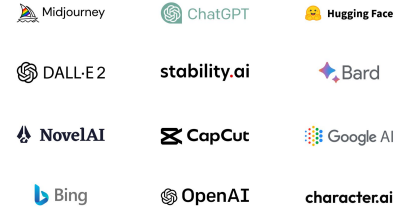
## 2000



YAHOO!



## 2025

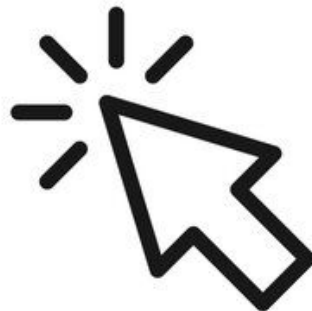


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**Search has evolved...**

**45B**  
**searches**  
**per day**



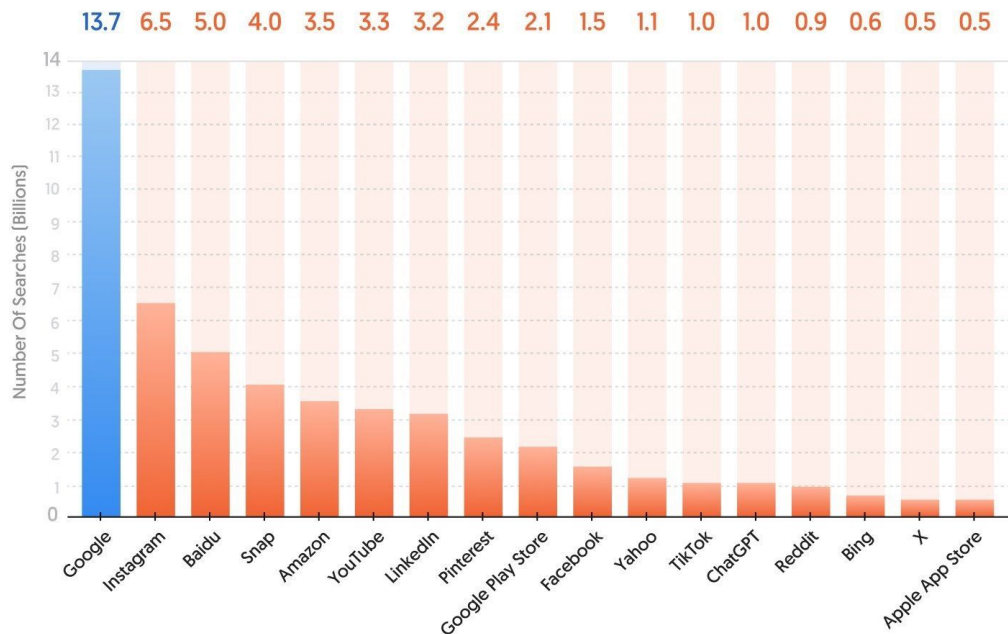


# Search has evolved...

NP digital

Search Everywhere Optimization Insights

## Number Of Daily Searches Per Platform



Source: Estimated from multiple websites - Mar/2025. Among them are Google, ChatGPT, Statista, Similarweb, Exploding Topics, Pew Research, IBISWorld, Gallup, Google Dataset Search, Macrotrends, etc.

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# Search has evolved...



## 8B searches per day



# Search has evolved...



8B searches per day



6.5B searches per day



## Search has evolved...



8B searches per day



6.5B searches per day



3.5B searches per day





# Search has evolved...



8B searches per day



6.5B searches per day



3.5B searches per day



3.2B searches per day



## Search has evolved...



8B searches per day



6.5B searches per day



3.5B searches per day



3.2B searches per day



1B searches per day



## Search has evolved...



8B searches per day



6.5B searches per day



3.5B searches per day



3.2B searches per day



1B searches per day

**Booking.com**



**viator**

travelstart   
Travel made Simple!

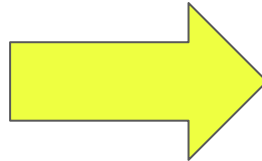


# Search has evolved...

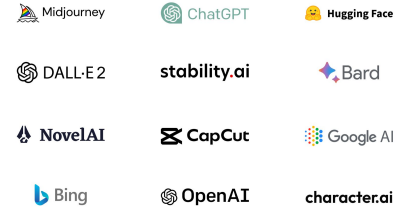
2000



YAHOO!



2025



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Search has evolved...



## Search Engine Optimization



# Search has evolved...



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Neil Patel: [Video link](#)

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# Search has evolved... So have we...





# Back to AI and travel...

# **Can AI deliver traffic, travel enquiries and bookings?**



# Does AI drive TRAFFIC?

Traffic acquisition: Session source 

Hostname does not exactl... 



Sessions by Session source over time

Month



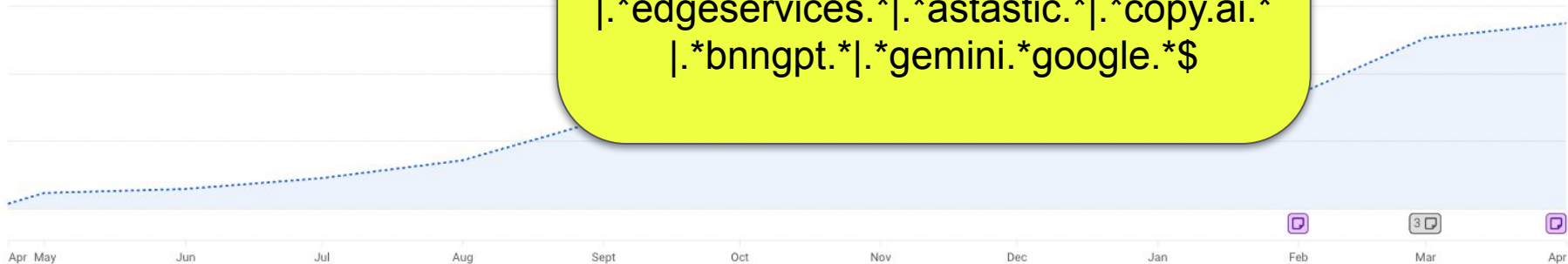


# Does AI drive TRAFFIC?

Traffic acquisition: Session source

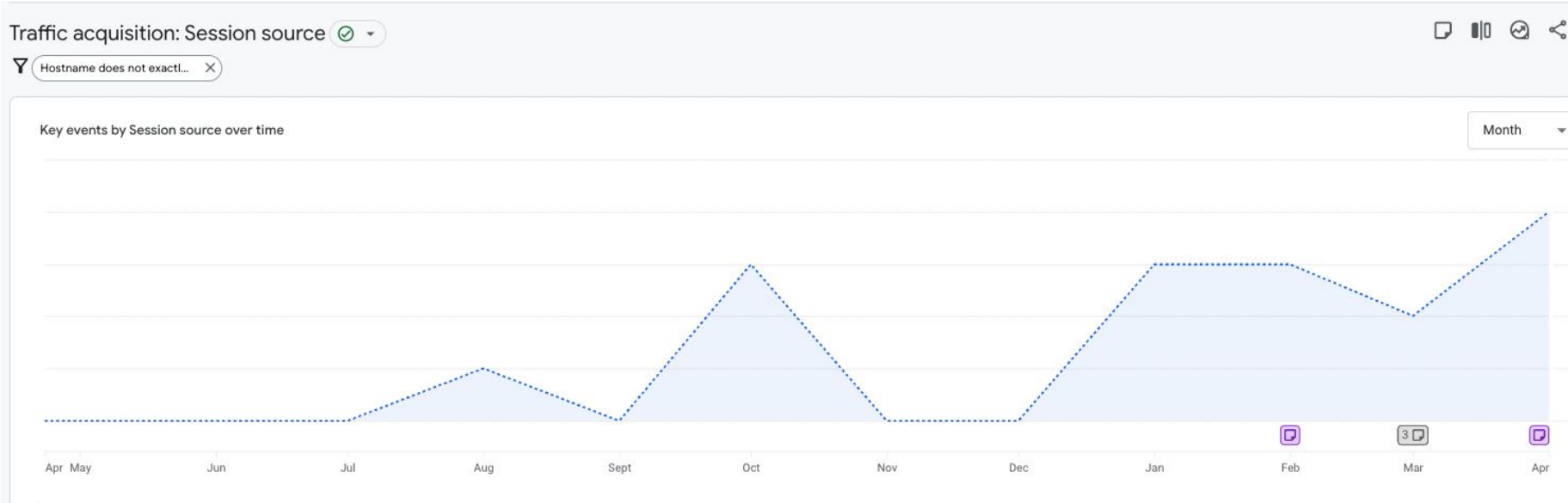
Hostname does not exactl...

Sessions by Session source over time



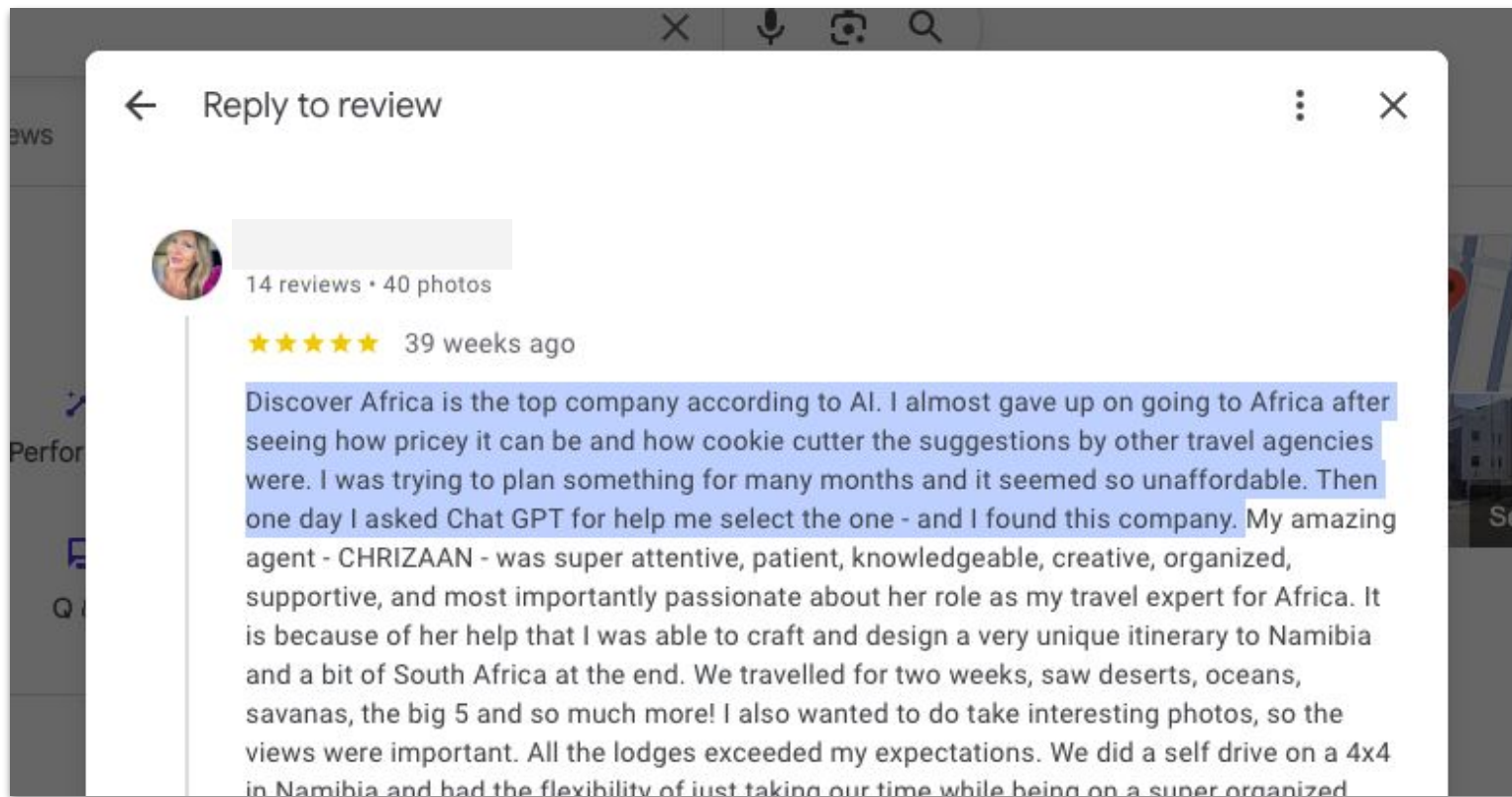


# Does AI drive ENQUIRIES?





# Does AI drive revenue?



# How reliable is AI?



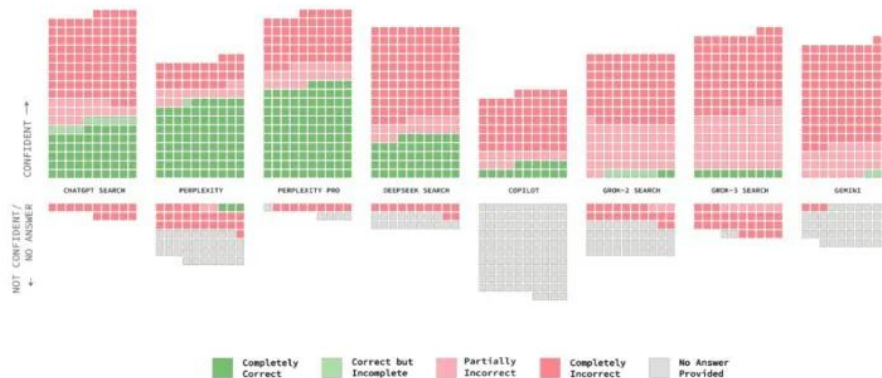


# AI caveats

## New Research: AI search engines are more wrong than right

Generative search tools were often confidently **wrong** in our study

The Tow Center asked eight generative search tools to identify the source article, the publication and URL for 200 excerpts extracted from news articles by 20 publishers. Each square represents the citation behavior of a response.



“AI Search Has A Citation Problem”  
by Klaudia Jaźwińska and Aisvarya Chandrasekar



# AI caveats



Margaritas At The Genius Bar

@GBarEscapee

Awesome future we're making for ourselves here



cheese not sticking to pizza



All

Images

Videos

Forums

Shopping

News

We



AI Overview

Learn more



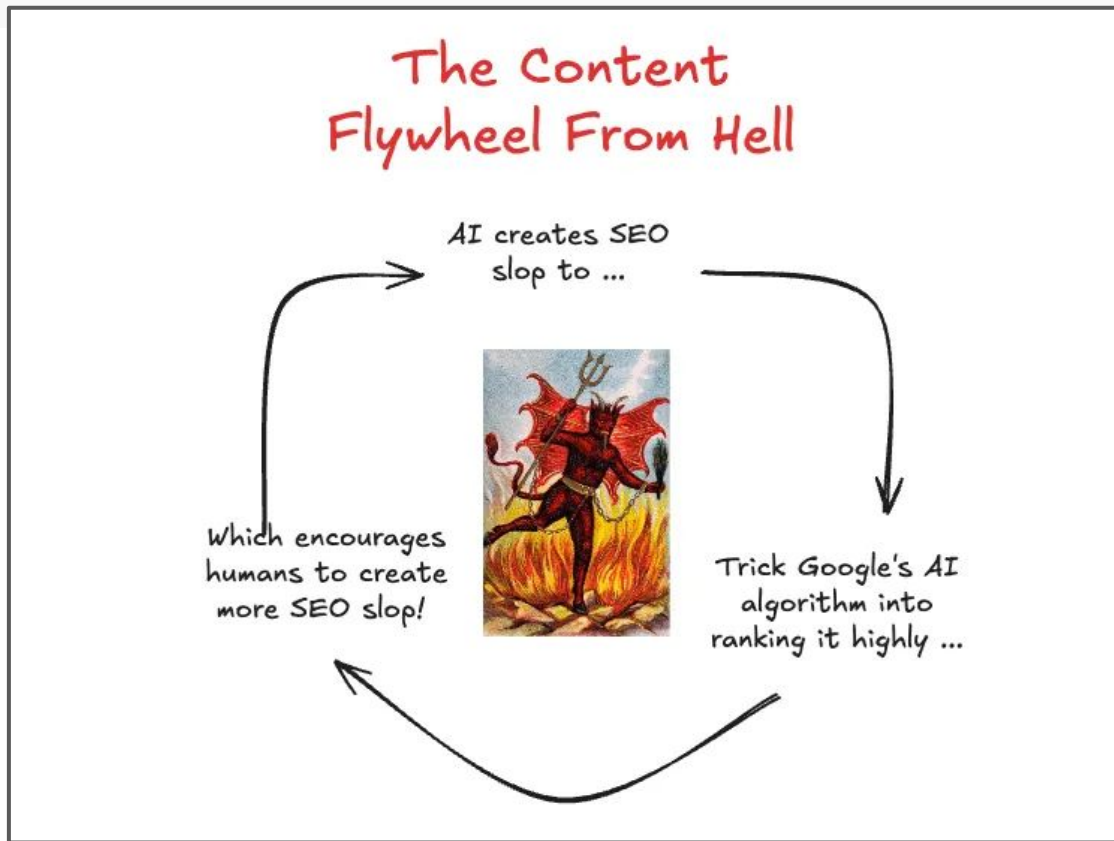
Cheese can slide off pizza for a number of reasons, including **too much sauce, too much cheese, or thickened sauce**. Here are some things you can try:

- Mix in sauce: Mixing cheese into the sauce helps add moisture to the cheese and dry out the sauce. You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond

11:46 AM · May 24, 2024 · 119 Views



# AI caveats

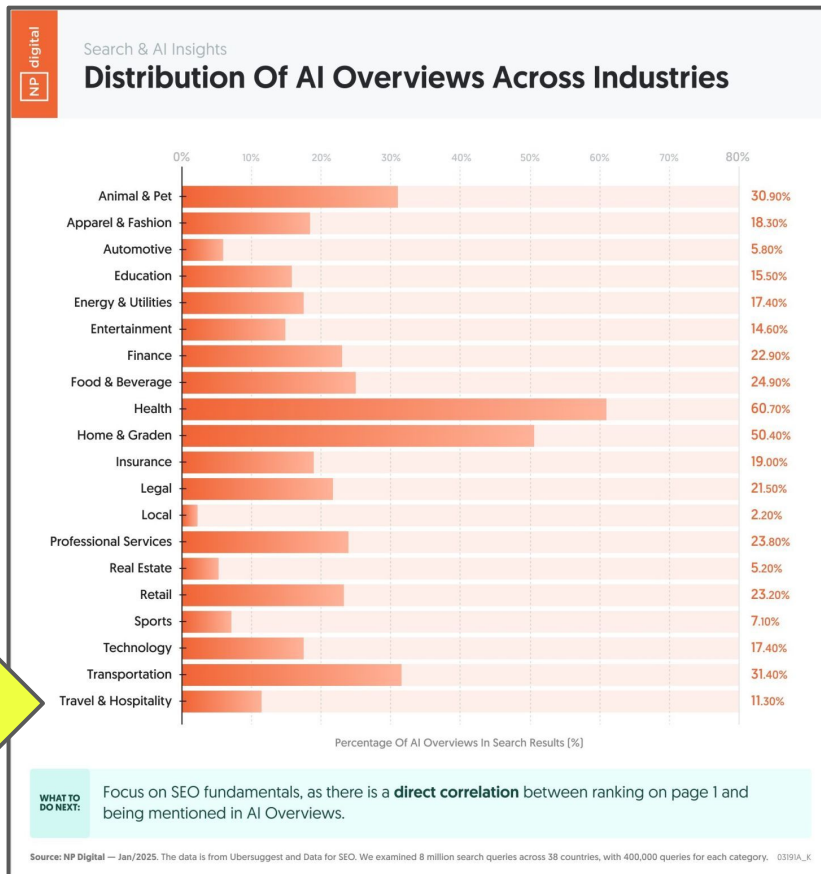


# **Is Google's AI Overviews affecting travel queries?**



# SEO in the AI era

Not much yet...





# SEO in the AI era

When Google's new  
AI Overviews appear  
in search results,  
**click-through rates  
for the top organic  
result drop by 34.5%.**



Robert Baillieul · 3rd+

Cybersecurity Writer and Content Marketing Strategist | Po...

1w · 🌐

+ Follow ...

SEO traffic is about to take a hit, and it's not your fault.

Ryan Law from Ahrefs just analyzed 300,000 keywords and found something that confirms what a lot of us have been feeling:

When Google's new AI Overviews appear in search results, click-through rates for the top organic result drop by 34.5%.

Let that sink in.

This isn't just another algorithm update. It's a sign of something bigger.

And remember, Ahrefs sells SEO software. If they're ringing the alarm, it's probably serious.

Here's what I think is coming next:

#### 🧠 Organic traffic will drop across the board

AI Overviews are built to answer the question right there in the SERP. As they roll out to more queries and improve in quality, fewer people will click through to your site.

#### 🧠 Companies will be forced to downgrade their ROI expectations from SEO

You can still create amazing content and earn top rankings, but the traffic payoff might not be what it used to be. Exec teams and marketing leads will need to rethink their projections.

#### 🧠 Brands will double down on ownable channels

Email lists, podcasts, newsletters, communities. If Google traffic becomes less

# Is traditional SEO dead?





# Is traditional SEO Dead?

**No. SEO is not dead.  
But it is evolving.**



# Is traditional SEO Dead?

**“Think of AI platforms as a layer or interface that lives on top of existing platforms.”**



# Is traditional SEO Dead?



**Microsoft Bing is central to how ChatGPT Search works.** While it uses various sources, Bing is currently a major driving force. It is a huge data source that helps the AI deliver current and accurate information. Thanks to Bing's index, ChatGPT gives users the latest details on various topics.

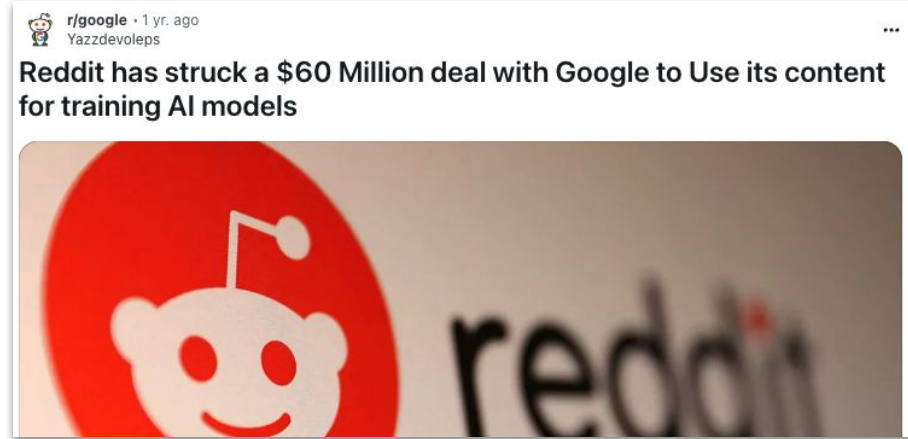
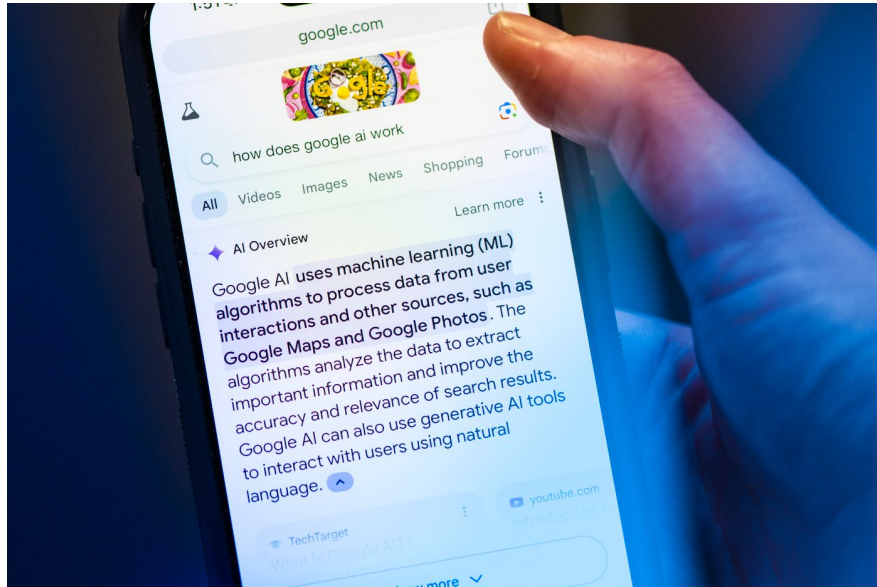


# Is traditional SEO Dead?



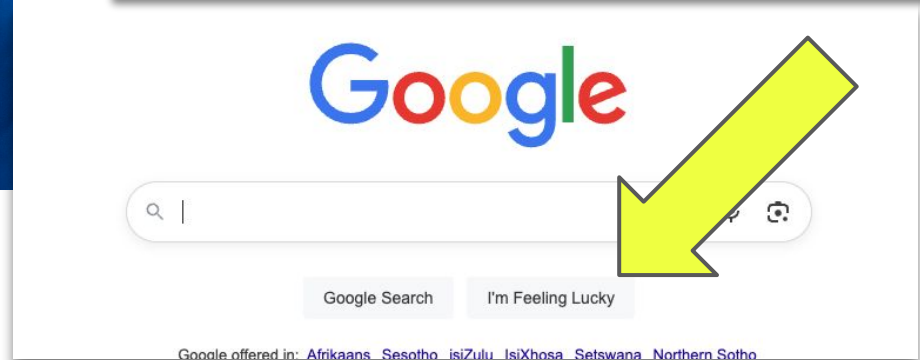
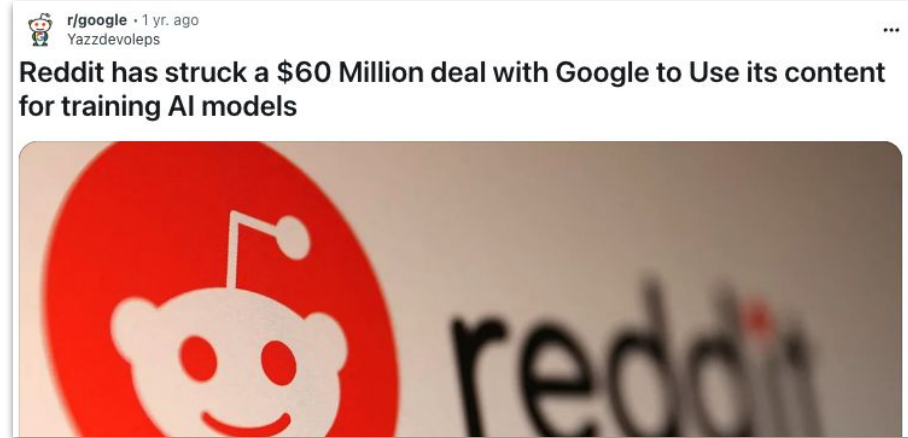
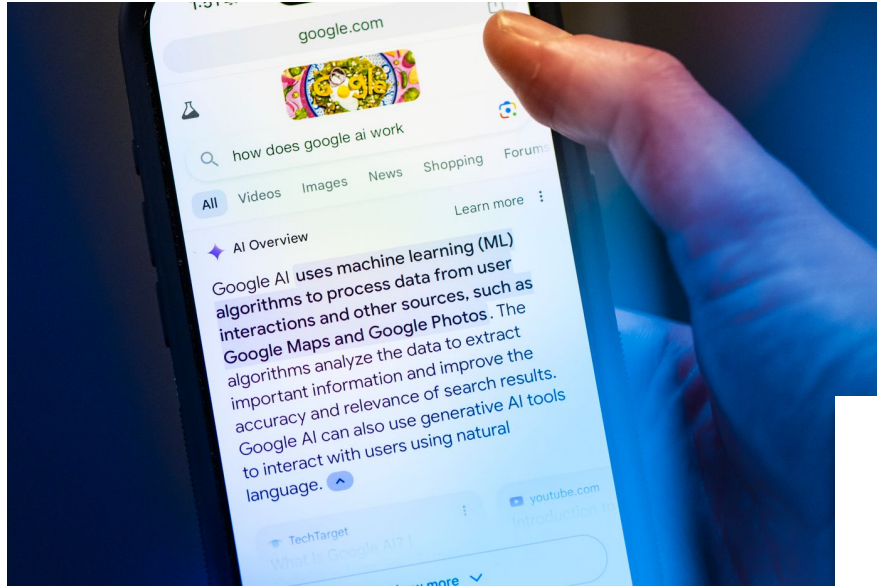


# Is traditional SEO Dead?





# Is traditional SEO Dead?



# What SEO changes must we make to win in AI Search?



# What must we do differently?

**Not much.**

**But... our focus may need to  
shift a little.**





# SEO vs AI optimization



## Aleyda Solis

SEO Consultant, Author & Speaker

## SEO VS GEO OPTIMIZING FOR TRADITIONAL VS AI SEARCH

USER SEARCH BEHAVIOR			OPTIMIZATION AREAS			GOALS & METRICS		
CRITERIA	TRADITIONAL SEARCH	LLM	AREA OF OPTIMIZATION	TRADITIONAL SEARCH (SEO)	AI SEARCH (SEO)	KPIs/GOALS	TRADITIONAL SEARCH	LLM
QUERY LENGTH AND COMPLEXITY	TYPICALLY SHORT, KEYWORD BASED (4-2 WORDS)*	LONGER AND MORE DETAILED PROMPTS (AVG. 23 WORDS)*	SEMANTICALLY RELEVANT, PATTERN MATCHING CONTENT	YES. MODERN SEARCH ENGINES USE SEMANTIC UNDERSTANDING, ALIGNED WITH USER INTENT	YES. GENERATIVE AI USES CONTEXT AND NATURAL LANGUAGE ALIGNED WITH USER INTENT	SITE CONTENT CRAWLABILITY & INDEXABILITY	YES. SEARCH BOTS	YES. LLMs AND SEARCH BOTS
TOPICS AND USER INTENT	SPAN ACROSS INFORMATIONAL, NAVIGATIONAL, COMMERCIAL, TRANSACTIONAL OR A MIX OF THEM	A HIGHER VARIETY OF QUERIES, WITH A SHARE BEING TASKS RELATED, PROBLEM SOLVING OR CREATIVE ONES. 70% OF CHATGPT PROMPTS WERE UNIQUE, RARELY SEEN ON GOOGLE**	ORIGINAL, UP TO DATE, EXPERT/EXPERIENCED, HIGH QUALITY TRUSTWORTHY INFORMATION	YES. GOOGLE TAKES EEAT AND CONTENT QUALITY INTO ACCOUNT	YES. AI MODELS PREFER CONTENT WITH CLEAR SIGNALS OF EXPERTISE	BRAND VISIBILITY	YES. THROUGH POSITIONS/ INCLUSIONS OF SITE IN SERPS IN ORGANIC SEARCH AND SERP FEATURES FOR RELEVANT BRANDS AND NON-BRANDS QUERIES THROUGH THE USER SEARCH JOURNEY	YES. THROUGH MENTIONS AND LINKS TO SITE IN AI ANSWERS FOR RELEVANT BRANDS AND NON-BRANDS QUERIES THROUGH THE USER SEARCH JOURNEY
INTERACTION STYLE	MOST ARE SINGLE TURN INTERACTIONS. ALTHOUGH USERS MIGHT REFORMULATE THE QUERY, THEY DO WITHOUT CARRYING MAJOR CONTEXT FROM THE PREVIOUS ONE. "ON DESKTOP USERS CHANGE THEIR QUERIES 13% OF THE TIME, ON MOBILE, 25.3% OF THE TIME**"	MOST ARE MULTI-TURN INTERACTIONS, AND CONVERSATIONAL. WITH LLMs RETAINING CONTEXT FROM PREVIOUS MESSAGES, INCENTIVIZING USERS TO FOLLOW UP.	POPULAR & AUTHORITY CONTENT	YES. THROUGH HIGH QUALITY BACKLINKS. BACKLINKS FROM A DIVERSITY OF POPULAR, RELEVANT SITES ARE A MAJOR RANKING SIGNAL.	YES. THROUGH MENTIONS/ CITATIONS. ALSO, ALTHOUGH LLMs DO NOT USE A LINK GRAPH THERE IS AN OVERLAP CITATIONS / MENTIONS WITHIN POPULAR CONTENT (WITH A HIGH NUMBER OF BACKLINKS) TEND TO BE MORE PRESENT IN TRAINING DATA AND SEARCH INDICES USED BY LLMs.	BRAND POPULARITY/ PROMINENCE	YES. THROUGH SITE NUMBER/ SHARE OF BACKLINKS AND THIRD-PARTY BRAND MENTIONS	YES. THROUGH NUMBER/SHARE OF BRAND MENTIONS IN AI ANSWER SOURCES
			CONTENT FORMATTING/ ORGANIZATION	YES. CLEAR FORMATTING / STRUCTURE MAKES CONTENT EASIER TO CONSUME AND SATISFYING USER NEEDS	YES. AI PREFERS WELL STRUCTURED CONTENT FOR SYNTHESIS	BRAND SENTIMENT	YES. SENTIMENT OF TOP RANKED PAGES FOR RELEVANT BRANDS AND CITED SOURCES ABOUT THE BRAND	YES. SENTIMENT OF AI ANSWERS AND CITED SOURCES ABOUT THE BRAND
			STRUCTURED DATA	YES. STRUCTURED DATA HELPS SEARCH ENGINES BETTER UNDERSTAND CONTENT MEANING AND CAN BE USED TO TRIGGER RICH RESULTS	YES IF LLMs ARE PAIRED WITH A RAG/RETRIEVAL SYSTEM OR KNOWLEDGE GRAPH. IN THESE CASES THEY CAN LEVERAGE STRUCTURED DATA, LIKE GOOGLE AND BING HAVE CONFIRMED THEY DO.*	TRAFFIC	YES. ORGANIC SEARCH TRAFFIC FROM SERPS TO SITE (VISITS, GROWTH, ENGAGEMENT, ETC.)	YES. LLM TRAFFIC TO SITE (VISITS, GROWTH, ENGAGEMENT, ETC.)
			PAGE EXPERIENCE	YES. FAST LOADING, MOBILE-FRIENDLY PAGES WITH LOW INTRUSIVENESS ARE GIVEN PREFERENCE BY SEARCH ENGINES TO IMPROVE USER SATISFACTION	NO. AI MODELS WITH RAG SYSTEMS USE SEMANTIC RELEVANCE AND METADATA, NOT UX. HOWEVER, EXTREME PERFORMANCE ISSUES CAN CAUSE CRAWLABILITY ISSUES, NEGATIVELY IMPACTING INCLUSIONS IN AI ANSWERS.	CONVERSIONS/ LEADS	YES. CONVERSIONS/LEADS FROM ORGANIC SEARCH TRAFFIC FROM SERPS (NUMBER, REVENUE, CONVERSION RATE, ETC.)	YES. CONVERSIONS/LEADS FROM LLM TRAFFIC (NUMBER, REVENUE, CONVERSION RATE, ETC.)
			CRAWLABLE & INDEXABLE CONTENT	YES. CONTENT MUST BE CRAWLABLE AND INDEXABLE TO RANK. MODERN SEARCH ENGINES USE GOOGLE AND BING SUPPORT CRAWLING PRACTICES ARE FOLLOWED.	YES. CONTENT NEEDS TO BE ACCESSIBLE FOR LLMs. WHETHER THROUGH THEIR TRAINING DATA OR INTEGRATED SEARCH INDICES TO BE USED IN ANSWERS. SOME LLMs LIKE CHATGPT HAVE BEEN IDENTIFIED IN TESTS* TO NOT SUPPORTING JAVASCRIPT RENDERING WHEN CRAWLING CONTENT, SO STRUCTURE LIMITATIONS SHOULD BE TAKEN INTO ACCOUNT.			

\*Sources: <https://www.samruah.com/blog/google-search-statistics/>, <https://www.samruah.com/blog/chatgpt-search-insights/>, <https://www.seroundtable.com/scheme-lms-copilot-bing-microsoft-39083.html>, <https://www.wix.com/seo/learn/resource/llm-visibility-vs-seo-solis>, <https://vercel.com/blog/the-rise-of-the-ai-crawler>

V1.1, APRIL 6, 2025 - CREATED BY ALEYDA SOLIS - SEO CONSULTANT  
SPECIAL THANKS TO FEEDBACK/VALIDATION BY DARTI AUTOGAT AND CHRIS GREEN

8 MAY 2025

Source:

<https://www.aleydasolis.com/en/search-engine-optimization/seo-vs-geo-optimizing-for-traditional-vs-ai-search/>

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# User Search Behavior

Criteria	Traditional Search	LLM
<b>Query length and complexity</b>	Typically short, keyword based (4.2 words)*	Longer and more detailed prompts (avg. 23 words)*
<b>Topics and user intent</b>	Span across informational, navigational, commercial, transactional or a mix of them	A higher variety of queries, with a share being tasks related, problem solving or creative ones. "70% of chatgpt prompts were unique, rarely seen on Google"*
<b>Interaction style</b>	Most are single turn interactions. Although users might reformulate the query, they do without carrying major context from the previous one. "on desktop users change their queries 17.9% of the time. On mobile, 29.3% of the time"*	Most are multi-turn and conversational interactions. With LLMs retaining context from previous messages, incentivizing users to follow up.



# Optimization Areas

Area of Optimization	Traditional Search (SEO)	AI Search (GEO)
<b>Semantically relevant, pattern matching content</b>	Yes. Modern search engines use semantic understanding, aligned with user intent	Yes. Generative AI uses context and natural language aligned with user intent
<b>Original, up to date, expert / experienced, high quality trustworthy information</b>	Yes. Google takes eeat and content quality into account	Yes. AI models prefer content with clear signals of expertise
<b>Popular &amp; authoritative content</b>	Yes. Through high quality backlinks. Backlinks from a diversity of popular, relevant sites are a major ranking signal	Yes. Through mentions/citations. Also, although llms do not use a link graph there's an overlap: citations / mentions within popular content (with a high number of backlinks) tend to be more present in training data and search indices used by llms.
<b>Content formatting / organization</b>	Yes. Clear formatting / structure makes content easier to consume and satisfying user needs	Yes. AI prefers well structured content for synthesis

Area of Optimization	Traditional Search (SEO)	AI Search (GEO)
<b>Structured Data</b>	Yes. Structured data helps search engines better understand content meaning and can be used to trigger rich results	Yes if LLMs are paired with a rag/retrieval system or knowledge graph. In these cases they can leverage structured data, like google and bing have confirmed they do.*
<b>Page Experience</b>	Yes. Fast loading, mobile-friendly pages with low intrusiveness are given preference by search engines to improve user satisfaction	No. AI models with rag systems use semantic relevance and metadata, not UX. However, extreme performance issues can cause crawlability issues, negatively impacting inclusions in AI answers
<b>Crawlable &amp; indexable content</b>	Yes. Content must be crawlable and indexable to rank. Modern search engines like google and bing support csr js rendering if certain best practices are followed.	Yes. Content needs to be accessible for llms, whether through their training data or integrated search indices to be used in answers. Some llms like chatgpt have been identified in tests* to not supporting javascript rendering when crawling content, so stricter limitations should be taken into account.



# Goals and Metrics

KPIs/Goals	Traditional Search	LLM
<b>Site content crawlability &amp; indexability</b>	Yes. Search bots	Yes. LLMs and search bots
<b>Brand visibility</b>	Yes. Through positions/inclusions of site in serps in organic search and serp features for relevant branded and non-branded queries through the user search journey	Yes. Through mentions and links to site in ai answers for relevant branded and non-branded queries through the user search journey
<b>Brand popularity / prominence</b>	Yes. Through site number/share of backlinks and third-party brand mentions	Yes. Through number/share of brand mentions in AI answer sources
<b>Brand sentiment</b>	Yes. Sentiment of top ranked pages for relevant queries about the brand	Yes. Sentiment of AI answers and cited sources about the brand
<b>Traffic</b>	Yes. Organic search traffic from serps to site (visits, growth, engagement, etc.)	Yes. LLM traffic to site (visits, growth, engagement, etc.)
<b>Conversions / Leads</b>	Yes. Conversions/leads from organic search traffic from serps (number, revenue, conversion rate, etc.)	Yes. Conversions/leads from llm traffic (number, revenue, conversion rate, etc.)



# What must we do differently?

8 SEO Pillars	SEO
Technical health	✓
Keywords	✓
Content	✓
Links	✓
UX (& Site speed)	✓
Structured data / schema	✓
E-E-A-T	✓
Brand authority	✓




# What must we do differently?

8 SEO Pillars	SEO	AI
Technical health	✓	✓
Keywords	✓	✓
Content	✓	✓
Links	✓	✓
UX (& Site speed)	✓	✓
Structured data / schema	✓	✓✓
E-E-A-T	✓	✓✓
Brand authority	✓	✓✓



# What must we do differently?

E-E-A-T stands for **Experience, Expertise, Authoritativeness, and Trustworthiness**, a set of criteria that Google uses to evaluate the quality of website content, particularly for topics that can impact users' well-being. It's a framework that guides Google's search algorithm in determining which websites should rank higher in search results based on the credibility and value of their content. 



## Panel discussion



**“For 20+ years, we’ve been  
making websites for Google.  
Now we need to make them for  
people...”**

**“SEO practitioners are  
obsessed with link building.  
Traditional marketers focus on  
brand building.”**

**What to do in the age of AI?**

**Google's AI Overview is a huge driver of "zero click search".**

**"Is this Good, bad or ugly for DMOs and travel orgs in general?"**

**“What role does **video** play  
in the AI search era?”**

**“What are your top 3  
recommendations for helping  
individual tourism operators &  
hospitality businesses be found  
in AI Search on  
a) Google AI Overviews  
b) SearchGPT and  
c) Perplexity please?”**

**“Any **voice search** ideas to help individual tourism businesses to get found?”**

**“Is there a correlation between your website content and AI search results?**

**I.e. is it necessary to be SEO optimized so that the LLMs can see you and give favorable search results when clients search on AI platforms?”**

# "Any expert tips for optimising videos for Google "Circle to Search"? "





**“What’s next for Google budgets  
we have?”**

**“How do you suggest we interact with AI, is it recommended that we use it?”**

**If so, how far should we take it, surely, we cannot be fully relying on AI?”**



## Q&A



# Sources

1. Search Everywhere Optimization - [https://www.linkedin.com/posts/neilkpatel\\_google-golden-age-is-coming-to-an-end-activity-7305580526663303170-iDA/](https://www.linkedin.com/posts/neilkpatel_google-golden-age-is-coming-to-an-end-activity-7305580526663303170-iDA/)
2. Measuring AI traffic in Google Analytics - <https://searchengineland.com/segment-llm-traffic-ga4-449127>
3. AI is broken - <https://storytellingedge.substack.com/p/ai-search-is-broken>
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5. SEO vs AI optimisation - <https://www.aleydasolis.com/en/search-engine-optimization/seo-vs-geo-optimizing-for-traditional-vs-ai-search/>
6. Zero click searches - <https://www.semrush.com/blog/zero-click-searches/>