

# FROM KEYWORDS TO CONVERSATIONS

## MARKETING STRATEGIES FOR AI SEARCH



Presented by  
**JOE CALEY**

# WHO AM I?



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SPEAKING AT

# Performance Marketing conference



25/06  
2025  
ATHENS

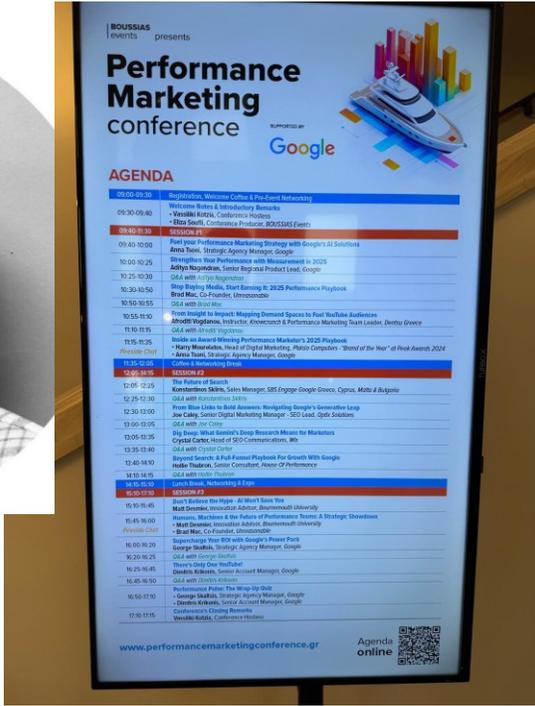
SUPPORTED BY



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[www.performancemarketingconference.gr](http://www.performancemarketingconference.gr)



Just Added

Thursday, August 21  
**From Keywords to Conversations: Marketing Strategies for AI Search**

£11.55  
Get tickets

YOUR STRATEGIC MARKETING AGENCY

# OPTIX SOLUTIONS

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Founded in 1999 by Alastair Banks and James Dawkins at university, Optix Solutions has grown into a **trusted, award-winning industry leader.**



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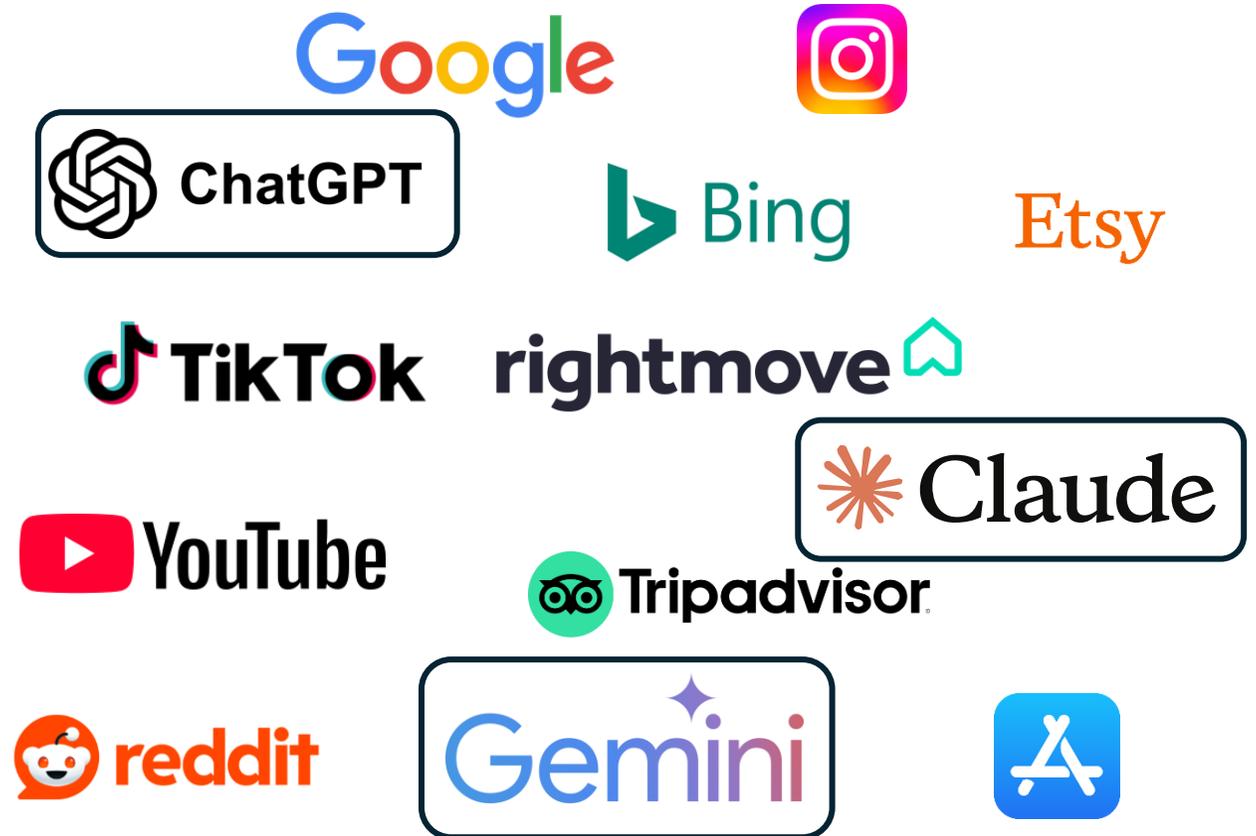
**THERE'S NO ESCAPING IT;  
THE SEARCH LANDSCAPE  
HAS CHANGED...**

# SEARCH BEHAVIOUR HAS FRAGMENTED

2015



2025



**WE'RE ALREADY SEEING  
THE IMPACT ON WEBSITE  
TRAFFIC...**

# 15-35% DECREASE IN POSITION 1 CTR WHEN AI OVERVIEWS PRESENT

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**SO, WHAT CAN WE DO  
ABOUT IT?**

**WELL BECAUSE US  
MARKETERS LOVE AN  
ACRONYM, HERE'S ONE  
YOU'RE GOING TO ENJOY...**

**GEO**

# WHAT IS GEO?

**GEO** (Generative Engine  
Optimisation)

Align content with user intent,  
context and conversational  
queries .

Optimising a brand to improve  
AI search performance.

Brand trust and visibility is key.  
Engagement metrics more  
closely tracked.

**THERE ARE THREE KEY  
AREAS OF FOCUS WITHIN  
GEO...**

## **BRAND VISIBILITY**

Improving how visible our brand is within AI through trust and authority building.

## **ON-PAGE CONTENT**

How to write content that is cited in AI search and helps build brand presence.

## **EXTERNAL SOURCES**

Utilising external sources to increase brand mentions and build trust within the marketplace.

**SO, HOW DO WE  
IMPLEMENT THIS NEW  
APPROACH...**

# TREAT AI SEARCH LIKE A NEW CHANNEL



Focus on influence and visibility, not just traffic. You want your brand to be cited in AI results.



Make your content easy for AI to understand, extract and summarise.



Track metrics such as CTR, overall visibility and conversions.

# KEYS TO A GOOD STRATEGY

## **Intent Driven Marketing**

Use topic clusters to match search intent.

## **Credible & Concise Content**

Creative content that answers questions.

## **Content for Zero-Click**

Content structured for effective summaries.

## **Utilise First-Party Data**

Personalise content based on user interaction.

## **Measure & Adapt**

Track mentions and performance to adapt.

# CREATE A CONTENT STRATEGY

Things to think about:

- **What sort of content am I writing?**
  - Informational, commercial etc
  - Where on the site will the content be hosted?
- **Who am I writing this for?**
  - The audience for your products or services
  - Who is going to be searching for queries related to this content
- **What is the goal of the content?**
  - Is it for brand awareness?
  - Are we producing content to convert?
  - Is it content to be used on other channels?



## WHY YOUR SEARCH CONSOLE IMPRESSIONS MAY HAVE DROPPED THIS WEEK

If you've noticed a sudden drop in desktop impressions in Google Search Console around 10th September, you're not alone.

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**WHAT'S CHANGED**

# GOOGLE E-E-A-T & BUILDING TRUST

**Testimonials**

**Case Studies**

**About Us**

**Our Team**

**Contact Details**

**History**

**Unified Messaging**

**Up-to-date Policies**

**Reviews**

**Social Media**

**Accreditations**

**Awards**

**Don't forget  
personal brand!**

# OFF-PAGE BRAND BUILDING

- ✓ Whitepapers
- ✓ Thought-leadership pieces
- ✓ Research and case studies
- ✓ Interactive or visual tools
- ✓ Free resources
- ✓ Data-driven content or infographics

## Digital PR

- Earn high-quality links
- Increase brand awareness and authority
- Drive referral traffic
- Build relationships with journalists and publications
- Position the brand as a thought leader

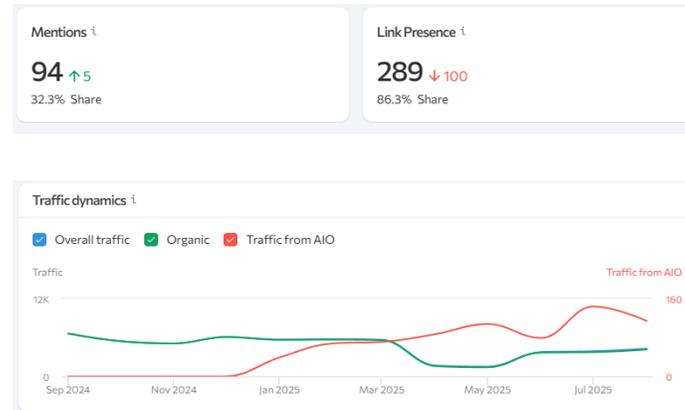
**If you can learn and  
utilise effective Digital  
PR, your brand will soar!**

# TRACKING AI PERFORMANCE

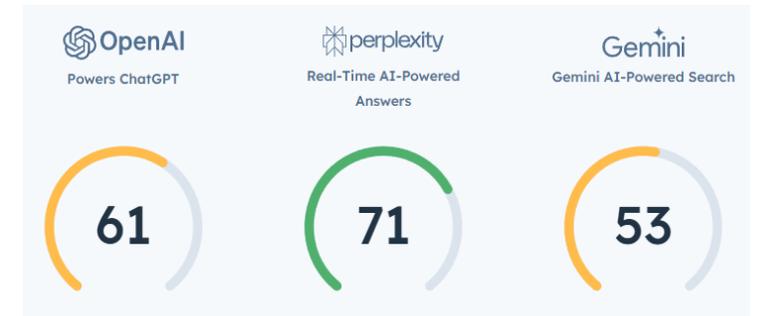
## AI Traffic Sources

Session source	Sessions	Total users	Bounce rate
chatgpt.com	1,778	1,140	35.15%
perplexity.ai	238	146	44.96%
gemini.google.com	80	57	33.75%
perplexity	16	16	37.5%
claude.ai	6	5	16.67%

## Reports



## External Tracking



## AI Visibility

# CASE STUDY

- Comprehensive Generative Engine Optimisation Audit
- Brand visibility analysis
- Detailed content review
- E-E-A-T Audit



- Re-structured and optimised content for AI overviews
- Built additional trust through leveraging awards & accreditations
- Created plan for building off-page authority
- Monitored performance



**Search Visibility**



**KWs in Top 10**

# THE COMPETITION IS GETTING AHEAD

With businesses embracing AI search at a rapid rate, an AI-based marketing strategy is so important.

To win, you need a strong strategy.

- ✓ Really know your audience.
- ✓ Deliver the right message.
- ✓ Stand out for the right reasons.



# GEO AI SEARCH AUDIT

- 0.1 EXECUTIVE SUMMARY ..... 2
  - G.E.O and S.E.O ..... 2
  - Key Findings and Recommendations ..... 2
  - Current Impact of AI tools vs Future Potential ..... 2
- 0.2 INTRODUCTION ..... 3
- 0.3 UNDERSTANDING AI ..... 3
  - Different AI Platforms ..... 3
  - How AI Works ..... 4
  - AI vs Traditional Search ..... 4
  - Current Usage of AI ..... 4
  - Current Trust in AI ..... 4
- 0.4 AI IN SEARCH ..... 4
  - Google AI Overviews ..... 4
  - Bing Generative Search ..... 4
  - Content Sourcing and Attribution ..... 4
  - Determining Authority ..... 4
- 0.5 YOUR CURRENT PERFORMANCE ..... 4
  - AI Grader Tool Results ..... 4
  - Test Searches ..... 4
  - Brand Authority ..... 4
  - Website Authority ..... 4
  - Overall G.E.O Health Score ..... 4
- 0.6 HOW LLM'S SEE YOUR WEBSITE ..... 4
  - Category Scores & Analysis ..... 4
  - Priority Recommendations ..... 4
- 0.7 GLOSSARY OF KEY TERMS ..... 4



- Share of search
- Brand trust & authority
- Website authority
- Brand sentiment
- OpenAI analysis
- Live results of how your brand looks in ChatGPT, Claude & Gemini
- Brand search volume & results
- Off-page authority & link profile
- Competitor analysis
- Website health
- How LLMs are understanding your website

**This is a highly IN DEMAND service and as a result, we only have space for 5 audits in the next two months – first come, first served**

# Q&A

# THANK YOU!

**FREE OPTIX MARKETING  
ASSESSMENT**

