

geminì
Advanced Marketing Solutions



EVOLUTION OF AI SEARCH & HOW TO PREPARE FOR THE FUTURE

PREPARED FOR: W|B MARKETING SUCCESS GROUP

AI SEARCH: REDEFINING HOW PEOPLE SEARCH

HISTORY OF AI SEARCH

LATE 2023

ChatGPT had over 100 million active users.

It became one of the fastest-growing consumer applications in history.

Q1-Q2 2024

Google launches Gemini 1.0: A new family of multimodal AI models, succeeding Bard.

AI writing assistants proliferate (e.g., Copilot, Notion).

Q3 2024

AI in search ramps up: Perplexity, Arc Search, and Google's AI Overviews reshape search behavior.

Q4 2024

ChatGPT becomes multimodal: Supports code, images, files, and voice natively.

Q1 2025

Custom AI assistants became mainstream.

Increase in zero-click organic search results.

Google AI Mode released.

AI CHATBOT TRAFFIC GREW 80% IN ONE YEAR

That's 55.2 billion visits from April 2024 to March 2025.

BUT IS AI REPLACING TRADITIONAL SEARCH?



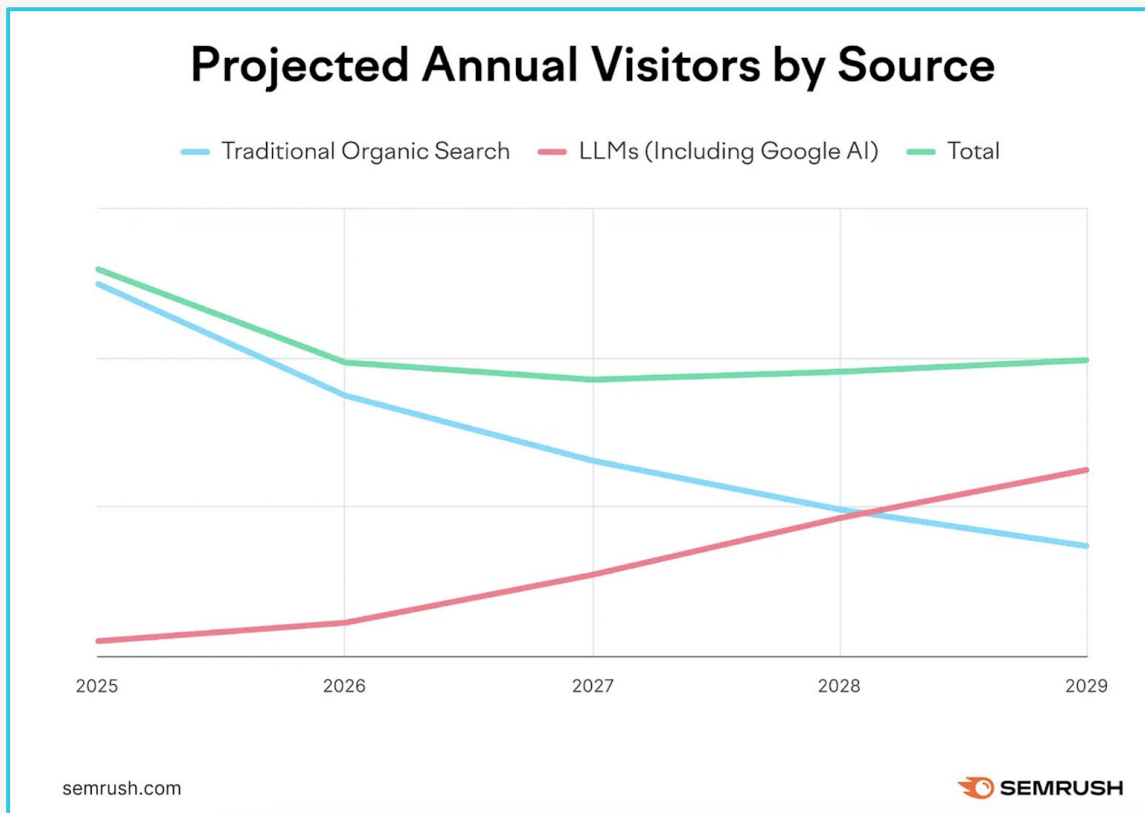
"AI chatbots are **not replacing** traditional search engines but **reshaping how we interact** with information. While AI chatbots like ChatGPT, Grok and DeepSeek are seeing impressive growth, their traffic is still **only a fraction of search engine traffic.**"

-Sujan Sarkar, cofounder of OneLittleWeb

AT LEAST NOT YET ANYWAY...

A recent study by SEMrush revealed that AI Search is likely going to overtake traditional organic search by **early 2028**.

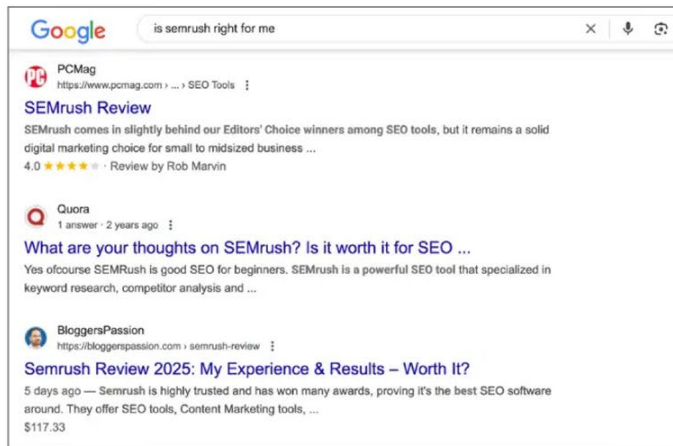
***If the default Google Search experience becomes AI Mode, this transition could happen much sooner.*



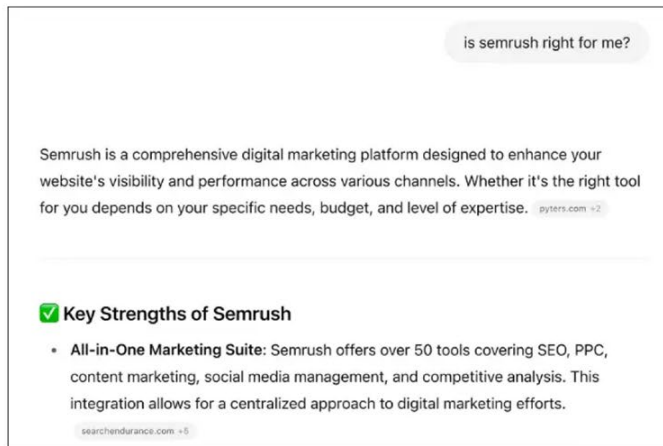
AI TRAFFIC = HIGHER CONVERSIONS

That same [study](#) revealed AI search visitors tend to convert better because LLMs can equip users with all the information they need to make a decision.

Traditional Search



AI Search



SEARCH TESTS & DOCUMENTATION

One of the most effective ways to monitor presence on generative AI platforms is to **conduct regular search tests**. By consistently testing and tracking how your site appears in AI-generated responses, you can **monitor changes**, identify new opportunities, and ensure that your site is accurately represented on these emerging platforms.

PROMPTS TO TEST:

- Tell me about [company] / [solution]
- What are the best companies in [vertical] and why?
- What are the pros and cons of [company]/[service]?

Nationwide Moving Companies Comparison							
	Company	Type of Service	Pricing Model	Tech Features	Best For	Strengths	Weaknesses
1	United Van Lines	Full-service	Binding/Non-binding estimates	GPS tracking, online quotes	Full-service long-distance moves	Large network, consistent service	Can be pricey
2	Mayflower Transit	Full-service	Custom packages	Move portal, tracking	Hassle-free, all-in-one moves	High trust, custom options	Premium pricing
3	North American Van Lines	Full-service	Binding estimates available	Online tracking, virtual quotes	Budget-conscious long-distance moves	Price transparency, flexible options	Mixed reviews by location
4	Allied Van Lines	Full-service	Binding estimates available	Tracking, online quotes	Moves needing special handling	Strong support, vehicle transport	High cost for full-service
5	U-Pack	Hybrid (you pack)	Pay-for-what-you-use	Online tracking, DIY dashboard	Budget/DIY moves without driving	Affordable, fast delivery	You must pack
6	PODS	Container-based	Flat rate per container	Online scheduling	Flexible timing/storage	Great for gradual moves	Limited full-service help
7	Bekins Van Lines	Full-service	Binding estimates	Minimal tech tools	Senior & personalized moves	Long-standing, personalized care	Limited tech, agent variability
8	Wheaton World Wide Moving	Full-service	Binding estimates	Minimal tech tools	Corporate, cross-country, personal service	Good agent network, niche service	Inconsistent agent quality

BUILDING VISIBILITY BEYOND GOOGLE'S ALGORITHM

DON'T JUST RANK - RESONATE

Rather than optimizing solely for Google's algorithm, we must now consider how your site **content is interpreted and recommended by generative engines.**

This means factoring in how AI summarizes, cites, and synthesizes content from across the web.



WHAT'S NEXT TO PREPARE FOR AI SEARCH



CLAIM/UPDATE DIRECTORY LISTINGS

- AI engines prioritize structured, trusted data from directories like Angi, BBB, etc. Ensure your listings are complete, consistent, and optimized.



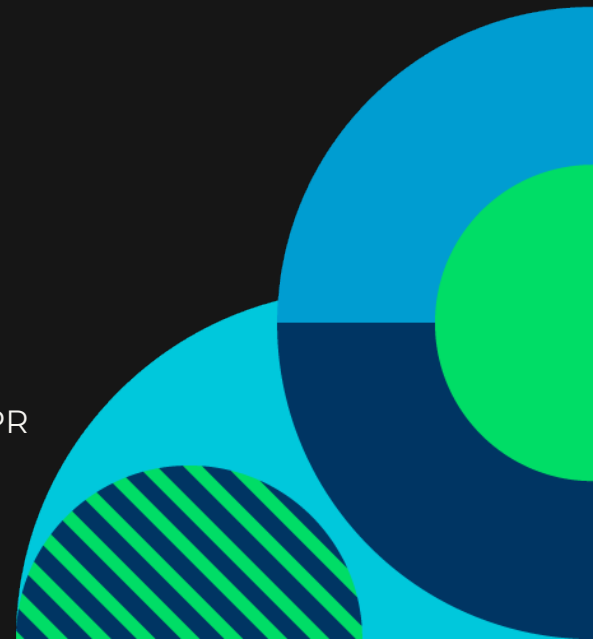
CONSISTENT USE OF YOUR “ABOUT” COPY

- Create a clear, consistent company boilerplate and use it across your website, social profiles, directory listings, wikipedia page, and press releases - AI tools often repeat this language when referencing your brand.



EXPAND YOUR BRAND'S PRESENCE IN ALL CHANNELS

- Get your brand featured in industry roundups, directories, and PR channels. AI tools pull from info across the web, so a broader digital presence boosts your chances of being cited.



WHAT'S NEXT TO PREPARE FOR AI SEARCH



CONFIGURE LLMS.TXT FILE

- An llms.txt file is a publicly accessible text file that lists and summarizes key pages from your website to help large language models (LLMs) to better understand and prioritize your content. It acts like a content guide, similar to a sitemap.xml, but specifically tailored for AI systems.



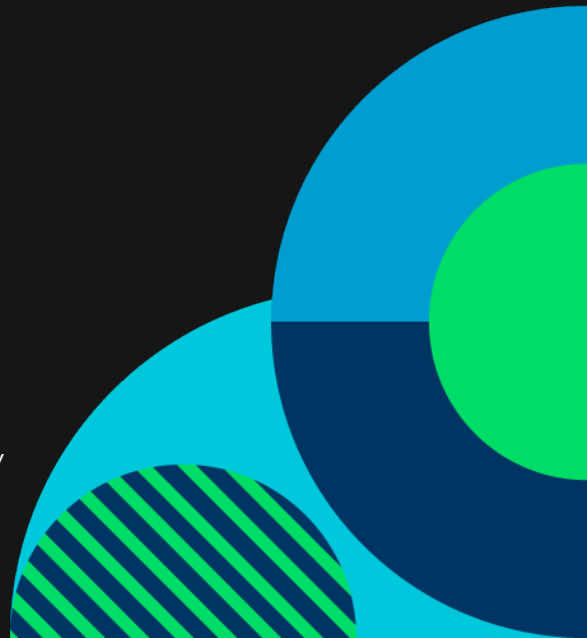
HIGH QUALITY, DEEP CONTENT

- Improve your footprint through high-quality, deep content and authoritative mentions across the web (blogs, news, trusted forums, main website content).



AI VISIBILITY = OUTCOME OF GOOD SEO

- Think of AI optimization as an outcome of excellent SEO, not a separate discipline. AI citations mirror your overall web authority and organic search visibility.



**THANK
YOU**

