

# AI-Era SEO: The New Rules

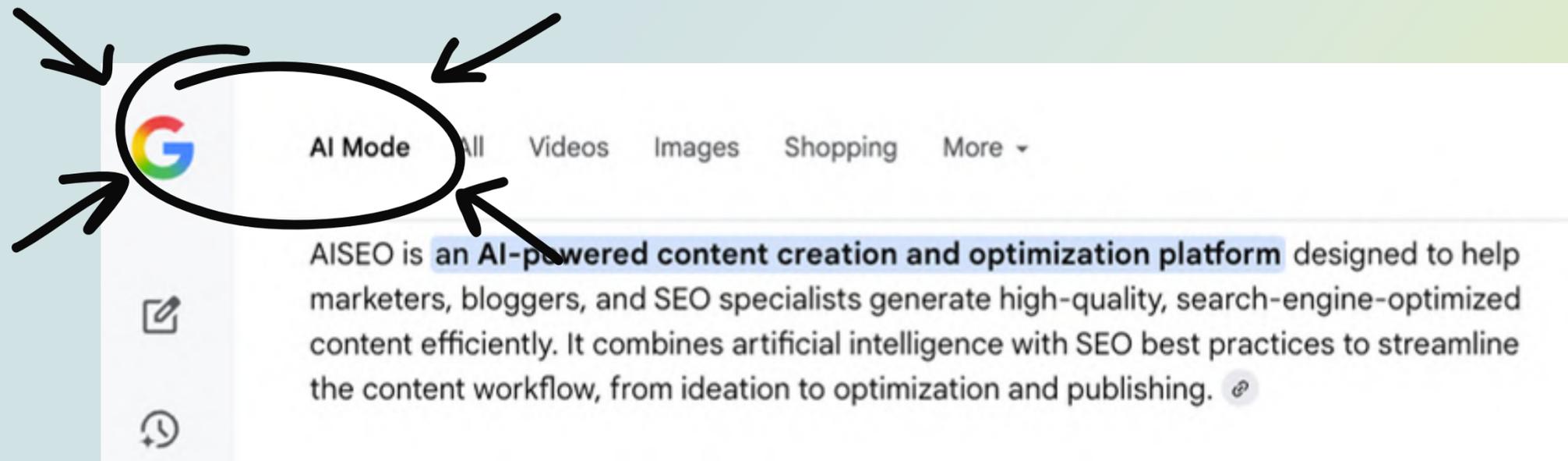
*And some clever hacks & tips!*

## State of SEO

- Q3 2025 - CTR 34.5% decline due to AIO. AI search only accounts for 1%, but it's the wave of the future. However, ChatGPT clicks convert 6.8x higher than Google Organic.
- Although search and clicks are down they convert better. Search and clicks are now indicator (or vanity) metrics. Outcome conversions matter more. Value over volume.

# SEO IS NOT DEAD

it just learned how to speak AI.



# NAME GAME

**AISEO (or whatever you call it) isn't a new silo.**

**It's still SEO - just optimized for how AI interprets and generates results.**

**The playbook's updated, not replaced.**

**These are overlapping ways to describe the same evolution**

Term	Scope/Strategy	Limitation
<b>AEO (Answer Engine Optimization)</b>	Optimizes for answer-based results (featured snippets, voice search, FAQ extraction).	Outdated framing; does not cover how modern AI engines and LLMs interpret, reason, or cite information.
<b>AEO (Agentic Engine Optimization)</b>	Optimizes for agentic AI systems that can plan or take actions using tools and structured data.	Too narrow; focused on workflows and automation rather than full AI-driven discovery.
<b>GEO (Generative Engine Optimization)</b>	Targets generative search engines such as Perplexity, Bing Copilot, and Google AI Overviews. Bridges from classic SEO into generative search.	Too narrow; does not include LLMs (ChatGPT, Claude, Gemini) that are not engines but still drive significant discovery.
<b>AISEO (AI Search Engine Optimization)</b>	<b>Currently the clearest &amp; most encompassing term.</b> Intuitive & covers the broad landscape of AI-driven discovery across search engines, LLMs, and reasoning models.	Can be misinterpreted as "using AI to do SEO" instead of "optimizing for AI search systems."
<b>AIDO (AI Discoverability Optimization)</b>	Holistic framing: recognition → reasoning → recommendation → action. Captures the full ecosystem of AI engines, LLMs, and agentic systems.	Newer term; requires explanation for teams unfamiliar with entity-based SEO.

# Zero to LLM Hero: Starter tips

## Recency

Put dates in your title tags to trigger recency in bias of AI search prompts.

Recency bias is in confirm in many leaked AI system prompts e.g. perplexity

## Test Your AI Engine\* Citations

Prompt what you want to be known for to see if you appear.

if you do - is the info accurate? Discrepancies are what you need to work on.

If you don't - ask it why you didn't. Those are the content points you need to create.

\*Ai Engines: LLMS: ChatGPT, Claude, Gemini; Generative Search engines: Perplexity, Bing Copilot, Google Ai Overviews

## Deal Breakers

Using AI engines simulate the mindset of a skeptical buyer, then generate FAQ style rebuttals that are AI engine focused.

## Create Web pges

- **Deal Breaker** web pages specific to each of your ICPs
- **Comparison pages**
- **Reviews**
- **Price + Budget**
- **AI Info Page** (see bonus section tips to create )

## IndexNow - Bing

Use IndexNow as a backdoor to ChatGPT via Bing  
Case Study: 160% increase in traffic and ChatGPT

IndexNow is a protocol (created by Microsoft Bing) lets your website instantly notify search engines when content is added, updated or deleted. Think of it as “real-time indexing pinging” — an API-level shortcut.

Within SEO tools e.g. Yoast or Wordpress free plugin  
IndexNow Plugin (Official) by Microsoft Bing

# ENTITY SEO (OR “SEMANTIC SEO”)

**Keywords used to tell Google what we *wanted* to rank for.**

**Entities now tell AI what we *deserve* to rank for.**

# The core truth

We no longer rank for keywords like “best halal fried chicken.”

We get cited, referenced, and retrieved as the entity most associated with that concept.

So when someone types (or speaks):  
“Who makes the best halal fried chicken in Calgary?”

Google (or AI engines) doesn’t go looking for the literal phrase “best halal fried chicken.”

It looks for:

- Entities that are restaurants
- Located in Calgary
- Associated with “halal” and “fried chicken”
- That have authority, reputation, and freshness signals

Google learns relationships between entities via co-occurrence: How often related entities appear together in trusted content

Instead of saying “halal fried chicken” five times, mention “ethical halal sourcing,” “Calgary chicken joint,” “fried to perfection,” etc.

If the brand Cluck N Cleaver is strongly tied (in schema, content, reviews, mentions, NAP) to those entities, it can become the answer - even if the phrase “best halal fried chicken” never appears verbatim.

# Entities are the new black

Old SEO	New SEO (Entity / AI era)
Rank for “best halal fried chicken”	Rank for “best halal fried chicken” Be recognized as the entity that is most trusted for example halal fried chicken
Keyword density	Entity relevance and co-occurrence
Backlinks	Entity corroboration (citations, reviews, schema, mentions)
Blog posts for every variation	Topic authority built around a clear entity hub

Imagine three sentences on different sites:

“Cluck N Cleaver is a Calgary restaurant known for halal fried chicken and rotisserie meals.”

“Chef Nicole Gomes brings her Top Chef Canada flair to Cluck N Cleaver’s fried chicken.”

“Local favorite Cluck N Cleaver serves Calgary’s best halal fried chicken.”

Google sees repeated co-occurrence between:

“Cluck N Cleaver” ↔ “Calgary”

“Cluck N Cleaver” ↔ “halal fried chicken”

“Cluck N Cleaver” ↔ “Nicole Gomes”

# Hub/Pillar + Cluster Strategy Updated

## Old SEO Model

- Blog posts for every variation of the keyword
- **Goal:** Rank for many keyword phrases
- **Example:** “Best Halal Chicken,” “Top Halal Chicken Spots,” “Affordable Halal Chicken”
- **Success metric:** keyword coverage

## Entity /AISEO Model

- Blog posts that expand the web of meaning around the central entity
- **Goal:** Build recognized topical authority and entity strength
- **Example:** “How We Source Halal Chicken,” “Why Halal Standards Matter in Calgary,” “Chef Nicole Gomes’ Approach to Ethical Sourcing”
- **Success metric:** entity relevance, semantic depth, and Knowledge Graph recognition

# SEO KPIs

## Core Conversion Metrics

The shift from clicks → outcomes

- Key Events (your primary conversions)
- Session key event rate
- Average session duration
- Lead quality / conversion outcomes

## Traditional SEO Metrics (Still Useful, Not Primary)

- Keyword rankings
- Search impressions
- Click-through rate

## AI Performance Metrics

These measure discoverability inside AI engines (ChatGPT, Claude, Perplexity, Bing Copilot):

- LLM session count – how often your brand or content appears in AI-driven sessions.
- LLM engaged sessions – how often users continue interacting after your brand is surfaced.
- AI Share of Voice – how often AI engines reference, retrieve, or recommend your brand.
- Accuracy Score (optional) – percentage of AI answers that describe your brand correctly.

**Keywords were the alphabet of  
SEO. AI now is teaching it to speak  
in complete sentences.**

# Does that change keyword strategy?

Yes — but not by eliminating it. It evolves it:

- Keywords now serve as entry points to entities.
- We still research them to understand user intent, but we don't over-optimize copy around them.
- Cluster content still matters — but it's now about building semantic depth around entities. Example clusters: “Halal Food Ethics,” “Fried Chicken Techniques,” “Calgary Dining Scene.”
- We choose keywords that reinforce entity relationships. Example:
  - “*Halal fried chicken Calgary*” (reinforces place + cuisine)
  - “*Ethical sourcing halal poultry*” (reinforces halal + quality)
  - “*Best chicken restaurants Calgary*” (reinforces competitive context)
- We enrich them with structured data and real-world signals. **That's what teaches Google why you're the “best,” not just that you said it.**

# Exact-match isn't dead — it's demoted.

Exact-match keywords still matter for signalling what a page is about, but they no longer determine who deserves to rank.

## Job 1: Keywords Tell AI What the Page Is About

Exact-match phrases act as labels.

They clarify intent and help the model classify the topic.

They start the conversation...

## Job 2: Entities Tell AI Who Should Be Chosen

Entities determine trust, credibility, and authority.

They're built through:

• schema • NAP • reviews • citations • sameAs • cluster content • brand mentions

...but they don't decide the winner.

## The Modern Reality

**Keywords categorize.**

**Entities qualify.**

A page with perfect exact-match keywords can be ignored.

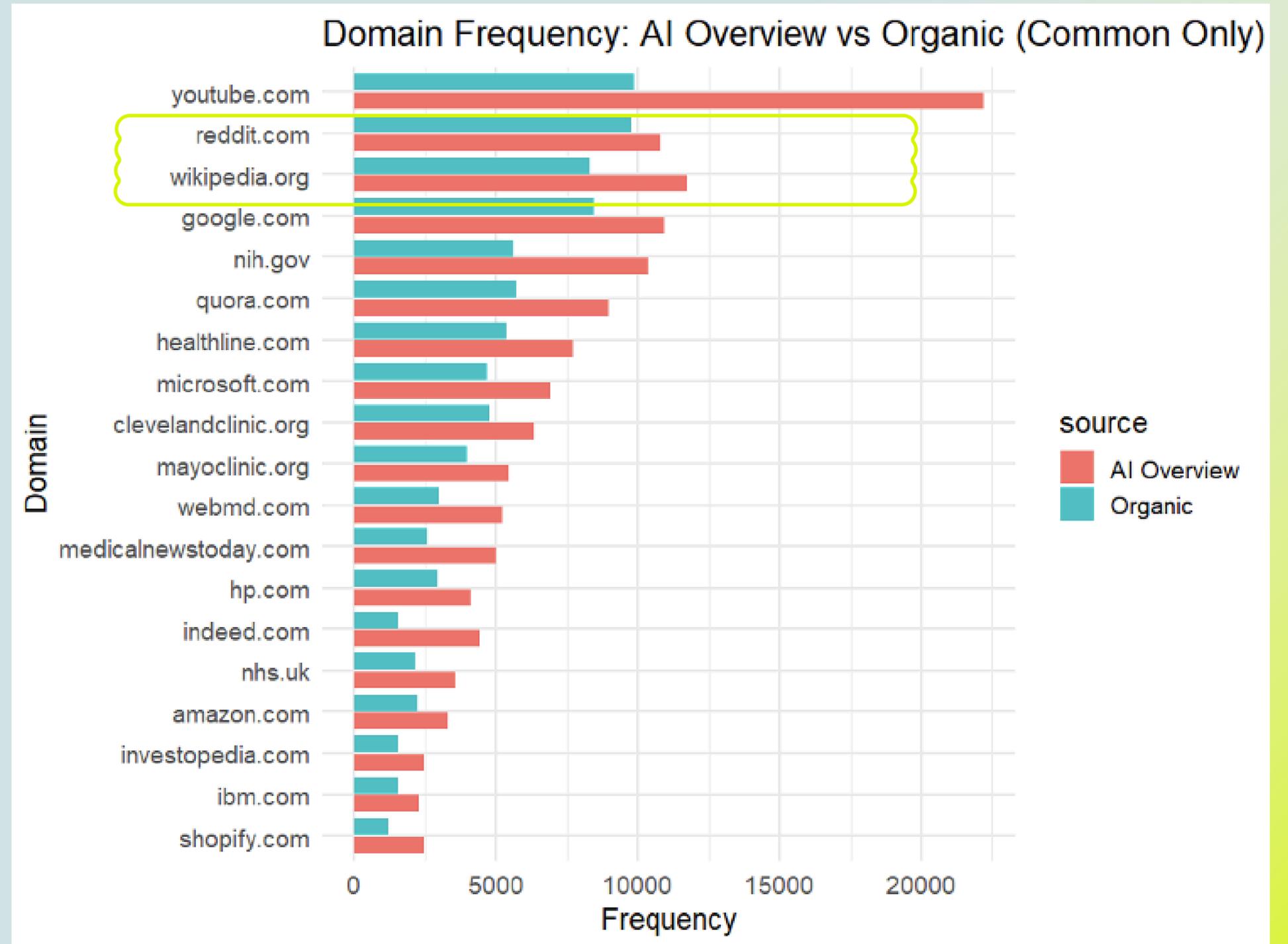
A brand with strong entity signals can win without them.

# Where AI Engines get their answers

Data intake: Common Crawl,  
Wikipedia, Books, News,  
Licensed Data, Open Web,  
Reddit

Biggest opportunities for AI  
Overview & Citations!

- Wikipedia
- Reddit



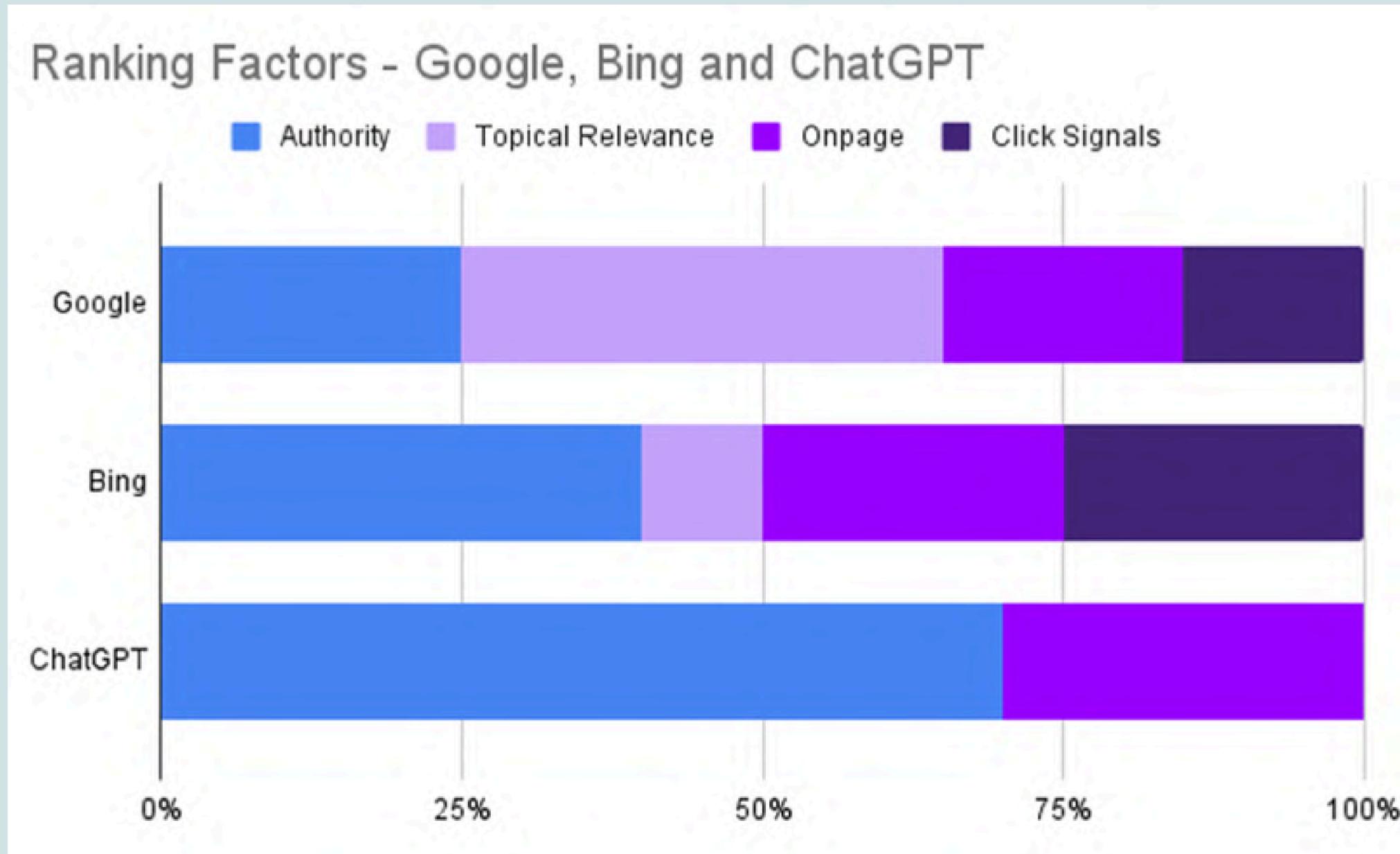
**WHAT  
TACTICS  
MATTER  
MOST**



[mediatonicdigital.com](https://mediatonicdigital.com)

Copyright © 2025 Mediatonic Digital. All rights reserved.

# Top Ranking Factors



Source: Search Atlas 2025

## The 3 Types of SEO

### On-Page SEO

Everything on your site helping search engines understand your content.

- Meta titles & descriptions, headings, copy, image alt text, internal links, and schema, etc;

### Off-Page SEO

Signals from outside your site that build authority and trust.

- Backlinks, brand mentions, reviews, PR, social signals, etc;

### Technical SEO

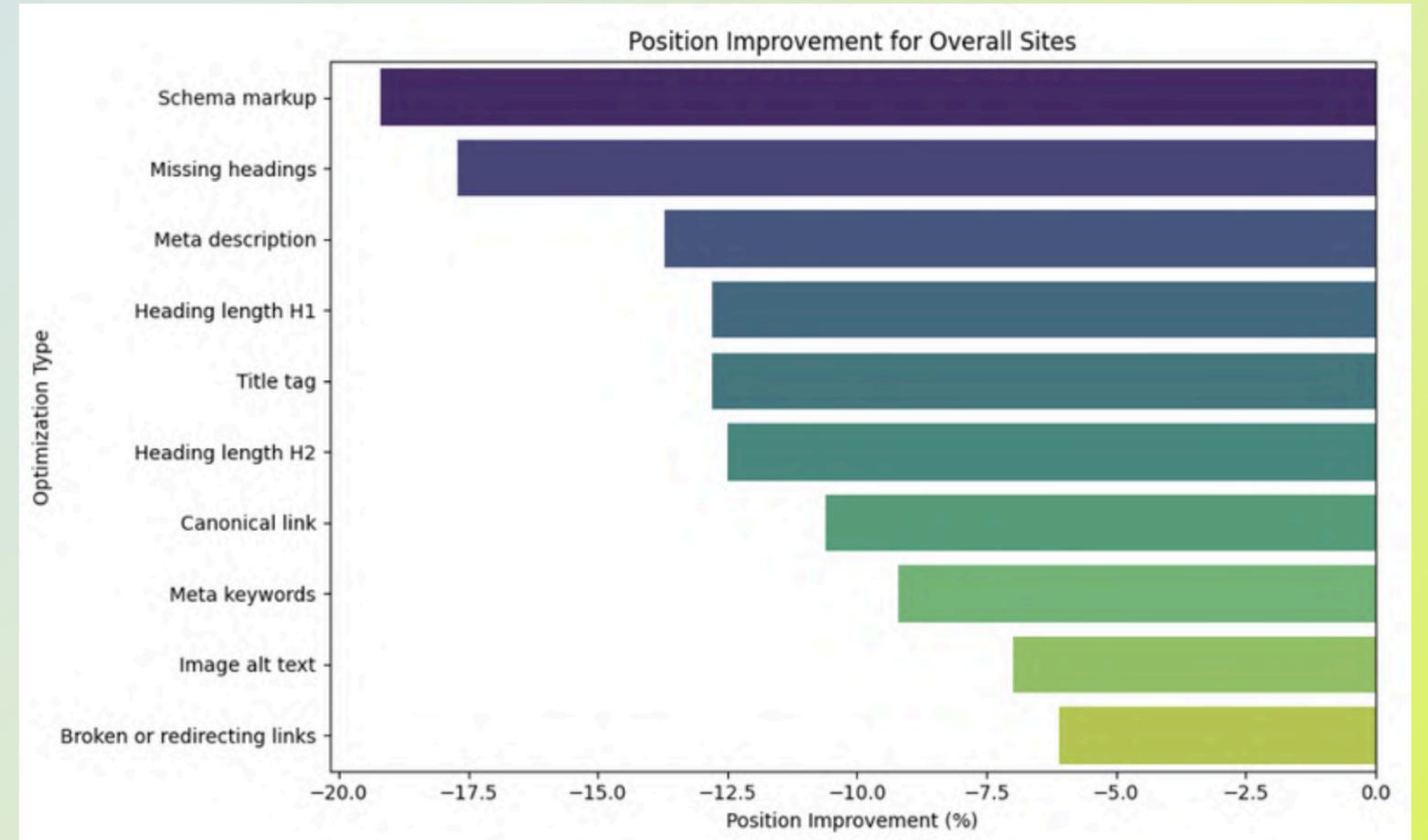
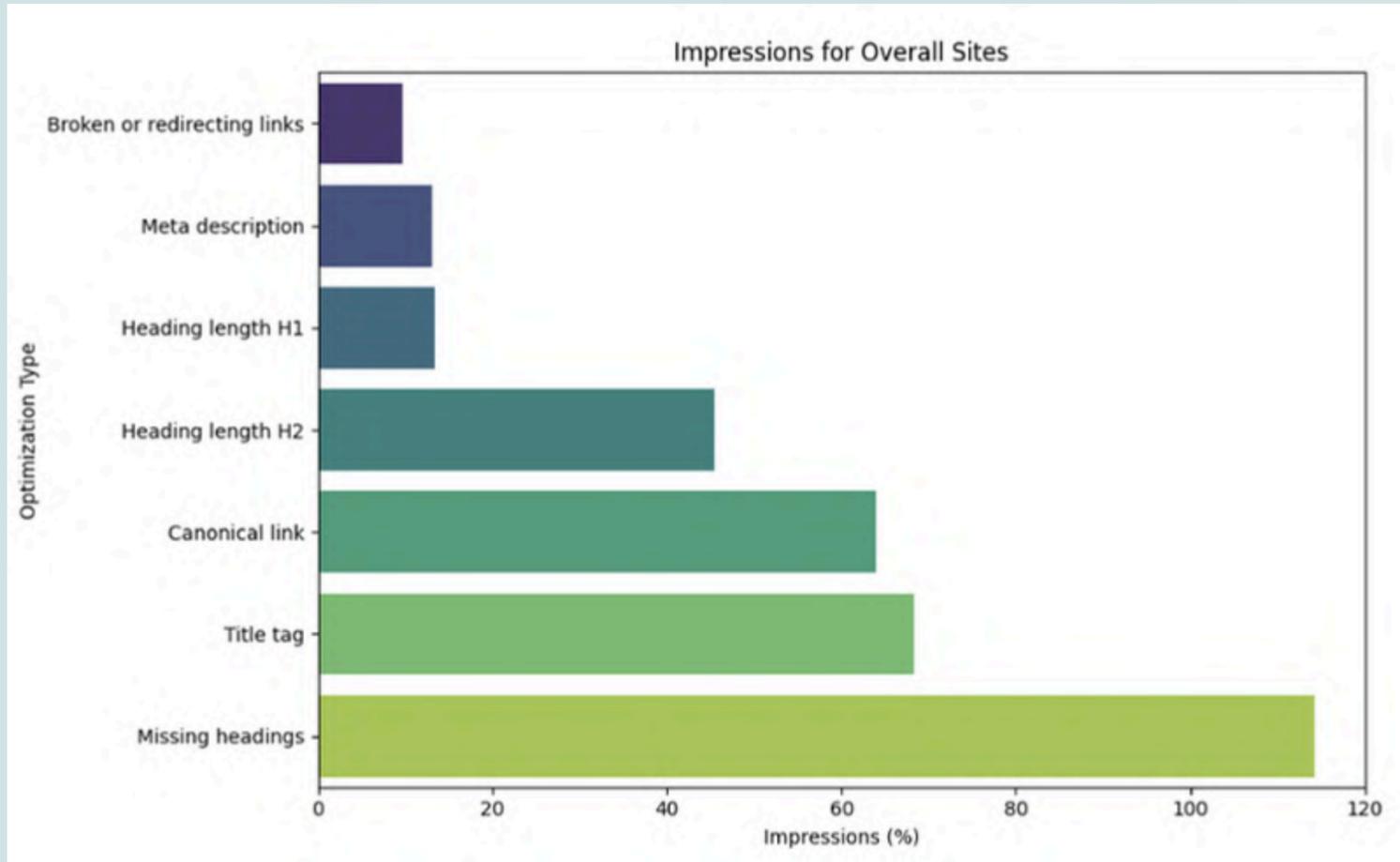
How your site is crawled, indexed, and loaded.

- Speed, mobile readiness, site structure, sitemaps, and security.

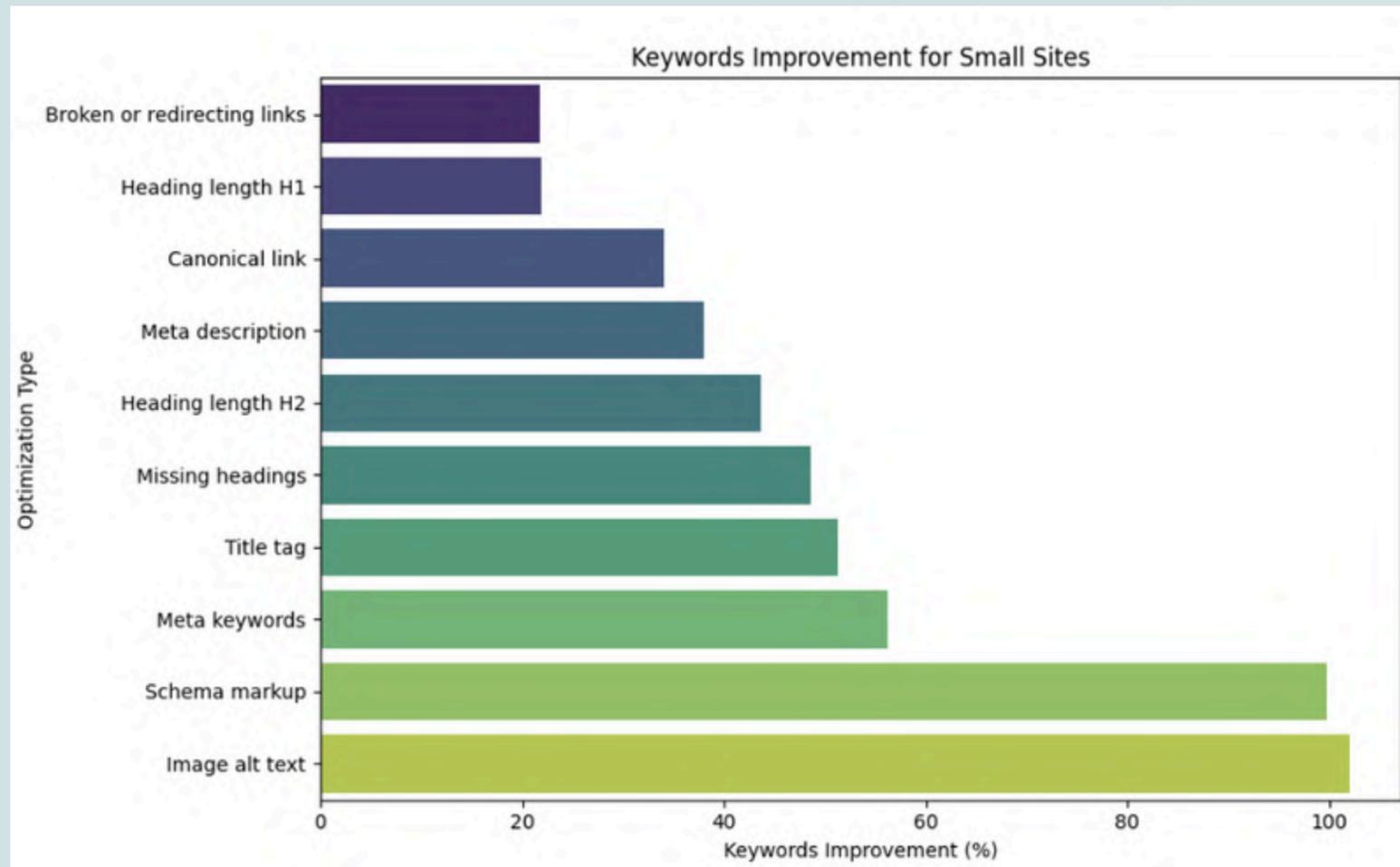
# Biggest impact per strategy

## Search Impressions - On Page Impact

## Average Position - On Page Impact



# Top Ranking Keywords - On Page Impact



Source: Search Atlas 2025

# ESSENTIAL TECHNICAL ELEMENTS

- **Clean, semantic content: Use proper heading hierarchy (<h1>, <h2>, <h3>) and list elements (<ul>, <ol>) to make content easier to parse.**
  - Tip: Under utilized H3-H6 tags.

- **Robots.txt is open to search and AI systems:** Ensure important content sections aren't being blocked unintentionally. Blocking AI-specific bots may limit your visibility in future generative applications.
- **XML and HTML sitemaps:** XML sitemaps help search and AI crawlers find all indexable URLs, especially deeper pages. HTML sitemaps provide additional discoverability and internal link value.
- **Avoid unnecessary files like lms.txt:** The industry is experimenting with AI-specific directives, but these are not standard or widely referenced by major systems. Focus instead on conventional best practices that make your site easily crawlable and understandable.
- **Use Schema markup** wherever applicable. Implement structured data types that align with your content.

# ESSENTIAL CONTENT ELEMENTS

- **Google E-E-A-T** is more important than ever!  
**Experience, Expertise, Authoritativeness,**  
**and Trustworthiness**

- **Clear topical focus:** Stay centered on a specific theme or answer. Don't overload pages with too many competing ideas.
- **Descriptive headings:** Help the model understand context by making sure your headers accurately summarize the content below them.
- **Answer-like formatting:** Use bulleted or numbered lists, short paragraphs, and direct answers to common questions to increase the chances of being used in AI-generated summaries.
- **Citations and signals of authority:** Where possible, reference reputable sources, include proprietary data, or quote subject matter experts. Generative systems are more likely to surface content that reads as credible and verifiable.

# MORE CONTENT TIPS

## Being Specific and Adding Extractable Data Points

Generative engines validate, compare and often cite content in their summaries. Concrete facts, figures, dates & measurable data points become critical signals. AI systems prioritize info they can verify, extract, and repurpose with minimal ambiguity. The more specific your content is, the more likely to be selected, synthesized, and surfaced.

- **Present data in extractable formats:** Use tables, bullet points, or clearly labeled metrics. For example, “Google’s AI Overviews appeared in 51.4% of U.S. search queries in May 2024.”
- **Support claims with links to trusted sources:** When referencing numbers or studies, cite original data where possible. Improves perceived authority and gives model a traceable source to validate.
- **Include specific statistics and quantifiable facts:** AI prefers clear numbers over vague generalizations, say “85% of users” vs “most users.”
- **Use full dates, not just years or phrases:** Models use timestamps to assess content freshness and context. Writing “as of April 2024” or “between 2021 and 2023” vs “in recent years.”

# BONUS TIPS

# Claim your Knowledge Panel

A Knowledge Panel is Google’s “official record” of an entity. When Google understands your brand as a defined, verified entity, it ensure your brand is understood, retrievable and correctly represented across both search & generative systems.

## 1) Check if a Knowledge Panel exists

Use these tools to confirm what Google already knows about your brand or founder:

- <https://technicalseo.com/tools/knowledge-graph/>

## 2) If a panel exists, claim it through Google

Follow Google’s official process:

- [support.google.com/knowledgepanel/answer/7534902](https://support.google.com/knowledgepanel/answer/7534902)

Requirements typically include: Logged-in Google account, verification through social profiles, official website, or YouTube channel

Pro Tip: Panel exists but displays incorrect info, request edits using “suggest an edit” or Google’s feedback tool within the panel.

## 3) If you don’t have a panel yet, build the signals that create one

Google generates Knowledge Panels automatically when an entity becomes “defined” in the Knowledge Graph.

Prioritize:

- NAP consistency (name–address–phone) across citations
- Structured data (Organization, LocalBusiness, Person schema)
- Strong ‘sameAs’ links (URLs inside schema) pointing to verified profiles e.g. LinkedIn, Crunchbase, GBP
- Google Business Profile live and fully optimized
- Wikipedia / Wikidata presence where possible
- High-authority mentions (news, industry publications)
- Reddit visibility

# Claim your Knowledge Panel

**Tate McRae**  
Canadian singer-songwriter and dancer

Overview Songs Albums

About this result  
Share  
**Claim this knowledge panel**  
Send feedback

Age: 22 years  
Jul 1, 2003

Height: 1.73 m

YouTube • TateMcRaeVEVO  
Tate McRae - Sports car (Official Video)  
Tate McRae's new album, 'So Close To What' is out now. Listen here:...  
Jan 24, 2025

Sports Illustrated  
Jack Hughes' Rumored GF Tate McRae Stuns in Victoria's Secret...  
4 days ago

## About

Tate Rosner McRae is a Canadian singer, songwriter, and dancer. She first gained prominence as a contestant on the American reality television series *So You Think You Can Dance* in 2016. [Wikipedia](#)

**Born:** July 1, 2003 (age 22 years), [Calgary](#)

**Height:** 1.73 m

**Parents:** [Tanja Rosner](#), [Todd McRae](#)

**Education:** [Western Canada High School](#) | [Calgary Board of Education](#), [The American International School of Muscat \(TAISM\)](#)

**Siblings:** [Tucker McRae](#)

[Feedback](#)

## Profiles



Instagram



YouTube



TikTok



Facebook

Sample unclaimed: <https://www.google.com/search?kgmid=%2Fg%2F11fyxsx2jv> or search: *Tate McCrae*

# Reddit strategy

- 1) Build a subreddit for your brand
- 2) Create new subreddits that you control
- 3) Target niche communities where your audience lives
- 4) Contribute at least 3-5 in-depth comments/posts per week.
  - Engagement Signals: upvotes, comments, & age
  - Don't get Shadowbanned (Tip: view your posts in Incognito Mode to check)
- 5) New accounts rally legitimate accounts to comment ie staff, family, friends

- 6) Content:
  - Put a short TL;DR at the top summarizing the main point — AI generators often pull the opening lines.
  - Use clear, factual language and include authoritative links back to your site (not just landing pages; use content that adds depth).
  - Include named entities (people, places, product names) and dates — these strengthen co-occurrence signals.

## **Tip! Also a Content Idea Source**

1. Identify the Subreddits, Threads, and Topic URLs that are visible in SERPs using `site:reddit.com "keyword"`
2. Export these into spreadsheets & plan your content sprint

# AI info page

An AI Info Page is a structured, highly organized reference document designed to help AI engines like ChatGPT, Claude, Perplexity, Gemini, and AI Overlays understand and accurately respond to questions about a company, brand, or organization.

**Purpose:** Brief AI engines on key facts, services, and unique value propositions so can respond as experts on your topic.

**Structure:** Clear, standardized format with labeled sections such as:

- Basic Information (name, type, website, location, key people)
- Background (mission, history, positioning)
- Core and Secondary Services
- Client Types or Industries Served
- Proprietary Tools & Methodologies
- Service Offerings
- Educational Content
- Competitive Advantages

## **Use Case:**

Think of it like an fact sheet for AI, designed for AI engines & LLMs to answer consistently, correctly, and with brand-aligned context.

## **Example - Marketing Agency**

Enables AI tools to instantly tell users:

- What the agency does
- What sets them apart
- What industries they serve
- How to contact them
- What content they've published

# Q&A

GEO, SEO, AISEO



**REACH OUT:**  
**1-647-559-7713**  
**[buzz@mediatonicpr.com](mailto:buzz@mediatonicpr.com)**  
**[mediatonicdigital.com](https://mediatonicdigital.com)**

Copyright © 2026 Mediatonic Digital. All rights reserved.