

Website Rewrite?

What are the Implications of AI Search on Your Web Content?

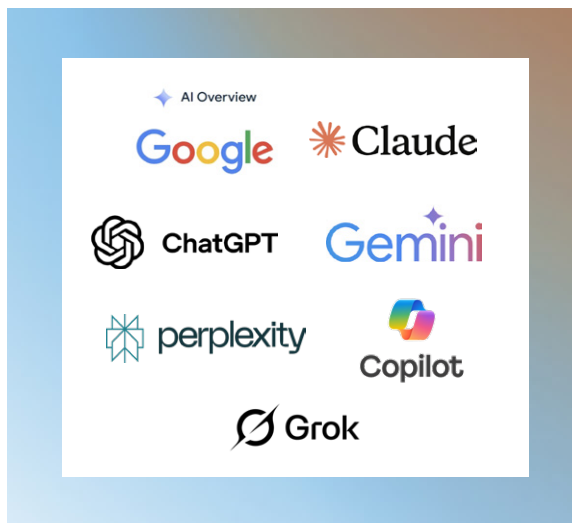
Since everyone is searching with AI now, do you need to revamp your website and other digital content to optimize your brand's visibility in this new era?

Yes.

That's the short version of this white paper.

But, like an artificial intelligence engine, you probably would appreciate some facts and figures to back up what may seem (coming as it does from a firm who writes, designs and programs websites) a self-serving conclusion.

Fair enough.



5 Key Reasons You Need to Optimize Your Website Content for AI Searches

But first, what are we all calling this next evolution of SEO optimization? That has yet to be settled. Some are going with GEO for Generative Engine Optimization; others prefer AEO for Answer Engine Optimization, but neither term, nor any alternates, has quite stuck yet. For now, let's refer to it as AI SEO.

And what is AI SEO?

AI SEO is the process of optimizing your digital content in order for it to be recognized and cited by AI-powered tools like ChatGPT, Perplexity, Gemini, Copilot, Google AI Overviews, Claude, Grok, etc.

Reason 1.

AI IS HOW YOUR CUSTOMERS ARE SEARCHING NOW

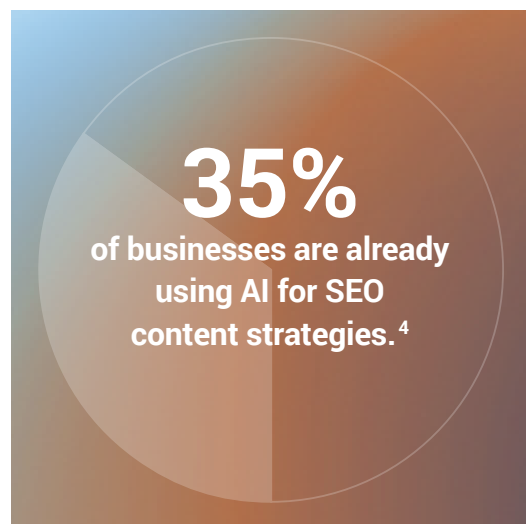
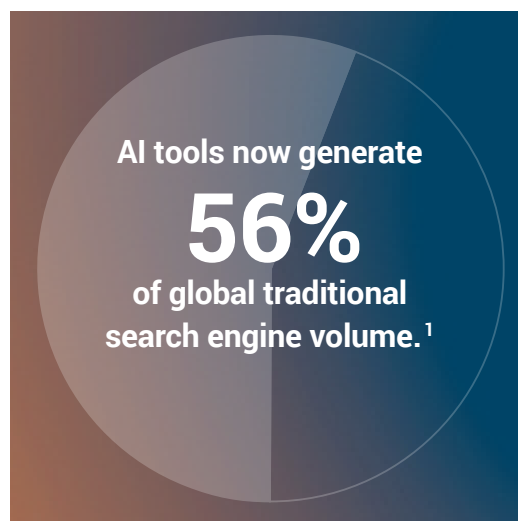
AI Tools are changing the way consumers search for information, including when they are looking for businesses or researching buying decisions.

Even when consumers are searching online in a more traditional way, platforms like Google and Bing now also provide AI overviews along with website listings.

AI tools now generate an estimated 45 billion monthly sessions worldwide – that's approximately 56% of global traditional search engine volume, according to a study by Graphite.io.¹

It is a fluid landscape, but the current trend is for AI tools is to make links to the websites they reference for their answers more prominent.

Another study shows that year-over-year referrals by AI tools to top websites rose 357%, generating over 1.13 billion visits, according to Similarweb.²



Reason 2.

IF YOU DON'T OPTIMIZE FOR AI, YOU CAN BET YOUR COMPETITION WILL

In the last tectonic shift in consumer search (i.e. Google) businesses who adapted their communications most quickly to align with the search engine's algorithms enjoyed a significant first mover advantage, optimizing their ability to appear in search results ahead of the competition.

According to Forbes, the first organic result on Google gets an average click-through rate of about 27.6%, while fewer than 1% of users even get to page 2 of listings.³

Marketing experts expect advantages to accrue to the businesses that most quickly learn how to optimize their

content to be cited in AI-tool-generated answers.

Forbes also reports that 35% of businesses are already using AI for SEO content strategies.⁴

According to a Princeton GEO Study, such companies are already seeing a 40% average visibility increase with AI SEO optimization tactics.⁵

In other words: the time to adjust your website content is now.

Reason 3.

YOU DON'T HAVE TO START FROM ZERO WITH SEO

AI SEO is very much an extension of traditional SEO. So if you are already implementing SEO best practices, you are ahead of the game.

AI tools are still drawing their synthesized answers from traditional web search results, so it still makes sense to maximize your position in search results.

That means continuing to maintain traditional SEO measures including keywords, backlinks, meta tags, alt text, structured data, internal linking, crawlability, etc.

Reason 4.

BUT YOU DO NEED TO MAKE ADJUSTMENTS FOR AI SEO

With AI SEO, the emphasis moves from being sighted to being cited.

In other words, brands will obsess less about their position in search rankings and more about establishing themselves as a credible repository of information for AI tools. The goal will be to become a trusted resource AI tools can easily access, summarize and recommend.

AI searches allow users to ask granular, high-intent questions that traditional online searches can find challenging to address with specificity.

One key feature of AI SEO content creation is focusing on self-contained "chunks" of information. With traditional SEO, entire web pages were crawled by a search engine's spiders to find answers to a search query. But to create AI summaries, AI tools parse content into small chunks and look for self-contained units that will work well as quotable answers.

What does optimizing website content for AI look like in practice?

Businesses looking to optimize their digital content for AI will adapt that content to include or emphasize elements including:

- Q & A formats, with clear, authoritative answers to specific questions.
- Highly structured content organization with straightforward, informative headings and sub-headings.
- Credibly sourced facts and statistics that can easily be excerpted from the text.

For AI-recognition, brands are expanding content in areas including:

- Customer Reviews
- Product Comparisons
- Thought Leadership Blog Posts
- White Papers
- FAQ Sections

Reason 5.

THERE ARE HUMANS WHO CAN HELP YOU WITH AI SEO

Are you ready to revamp your website and other digital communications to address the opportunities of AI search? What should you look for from agency offering AI SEO services?

Consumer Search Expertise

At SullivanPerkins, we've been steeped in analyzing how consumers search for products and services for decades – going back to when the most utilized search engine was something called the Yellow Pages. A lot has changed, but the principle of understanding what information people are looking for and delivering it to them in the most efficient way has remained the same. From the days of display ads to the days of metadata, we have remained informed and experienced in the field of search.

Content That is Not a Commodity

Skilled human writers remain vital to crafting engaging content that is meaningful to human consumers and not just AI search engines. Yes, writers need to understand how to structure content to attract large language models, but they also need to be able to capture your brand's unique, authentic voice. LLMs don't value wit, personality and tonality, but human readers do.

SEO Content and Programming Expertise

As discussed above, your website needs to still follow SEO best practices, so you need a firm that understands how to write and program sites with the appropriate headings, backlinks, metadata, etc.

If you'd like to discuss how to optimize your website for AI search opportunities, contact SullivanPerkins.



Sources:

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2. Optimizing Your Content for Inclusion in AI Search Answers, Microsoft Advertising.
3. 60 SEO Statistics You Should Read, Forbes Advisor.
4. 30+ AI SEO Statistics You Should Know in 2026, AI SEO Tracker.
5. Ibid.