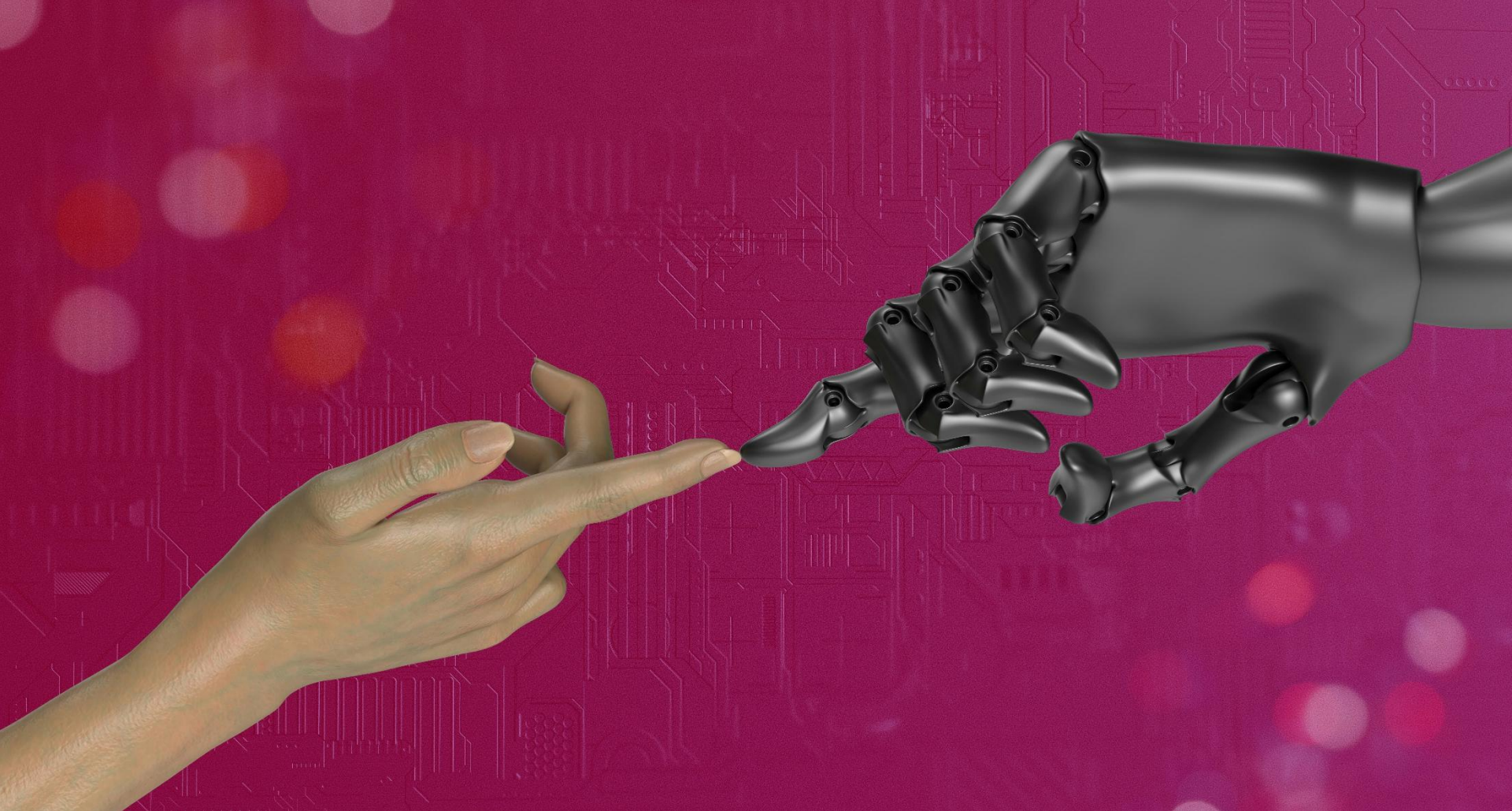




DIY SEO HQ

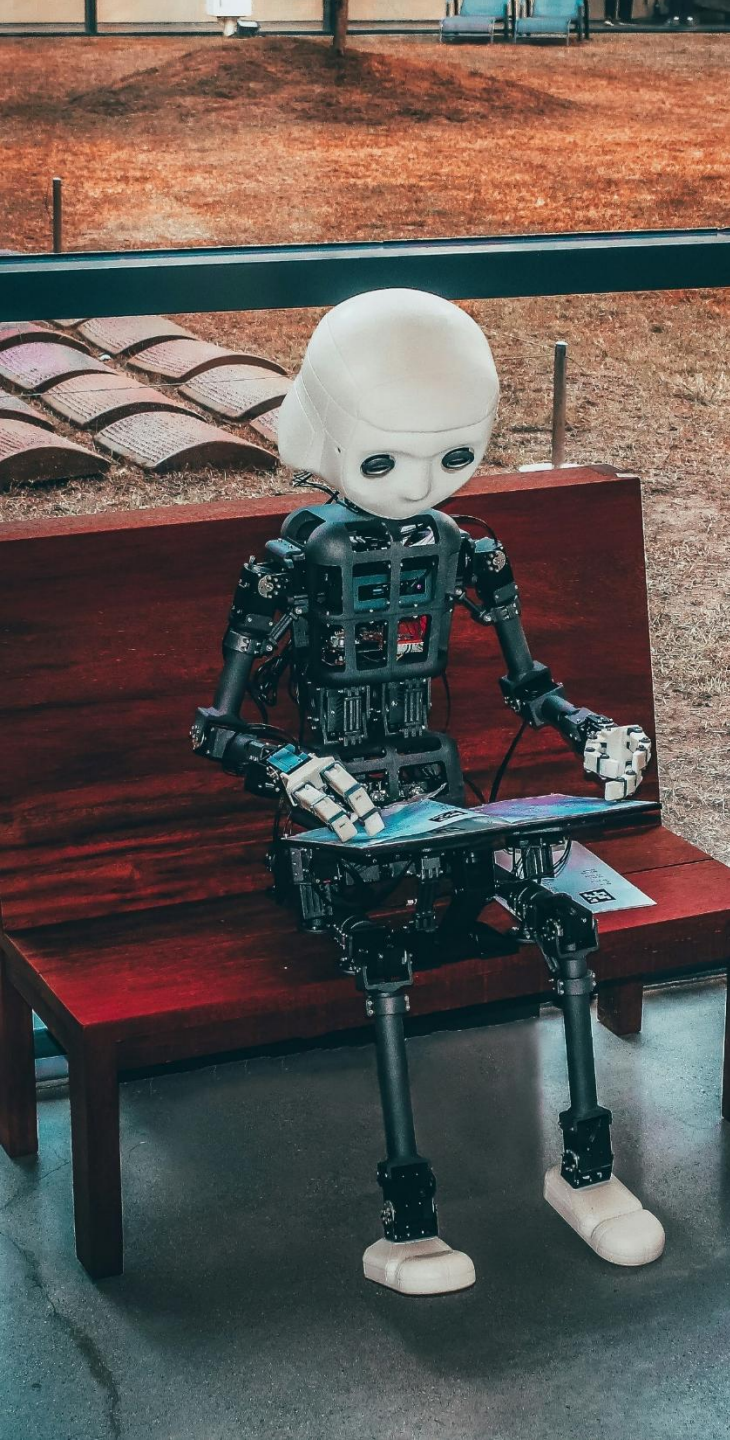
AI and SEO





AI and SEO:

What you Need to know - and How to Use AI to Boost Your Strategy



Today's Agenda

- The Rise of AI
- How AI is Changing the Search Landscape
- What is GEO?
- The Difference between SEO and GEO
- Why GEO matters
- How AI search works
- Let's Get Practical
- Demo - Keyword Research using AI
- CHALLENGE!

How AI is Changing The World as We Know It!





Janet Camilleri

October 10, 2024 · 🌐



Google AI!!!!

Yesterday I was searching for "when should you replace your shower screen" and I got GOOGLE AI as my top result ... ie they answered my question there and then, before going into the usual search engine results.

I'd heard this had been rolled out in the US but this was the first time I'd seen it. And of course, when I checked just now, it's not coming up so I couldn't grab a screenshot to show you.

To be honest I'm a bit alarmed by this new development and the implications for small businesses in particular. Without a big marketing team or budget, these more specific, niche "long tail" keywords have often been the best ones to target - but that could all change if people get their answer from Google without a link or acknowledgement of the source

Your thoughts??!



April 2025

I've used AI to:

- client proposals
- monthly reports
- blog posts
- 60 second presentations for BNI
- price rise email
- an engagement card
- how my brand is perceived and how to make it stronger
- my 3D figure
- social media posts for BNI Midas

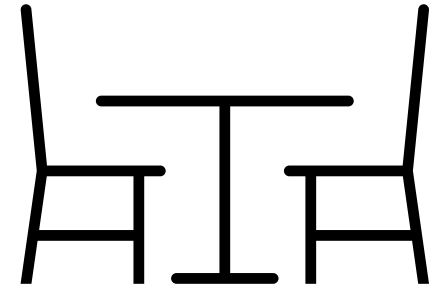
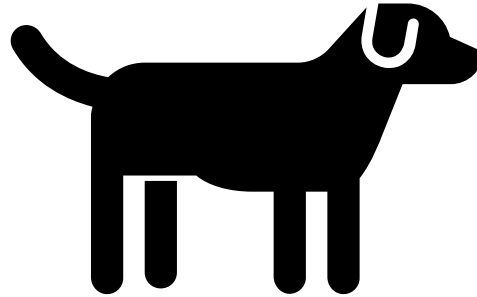
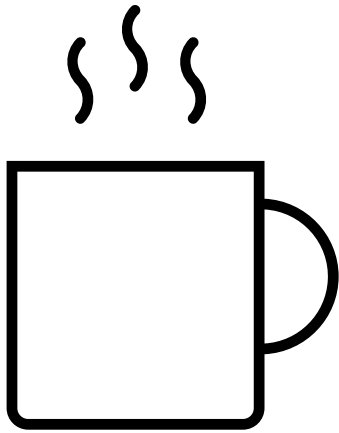
<https://www.facebook.com/bnimidas>





The Rise of AI

- Searches for ChatGPT have doubled in the last 12 months
- Traffic from AI search engines rising eg ChatGPT has now overtaken Bing in search volume share (2024)
- More AI-powered tools coming online
- Price has dropped considerably in last 3 years



The Difference between Google and AI Search



The Difference between Google and AI Search

Introducing GEO:

Generative
Engine
Optimisation



SEO vs GEO

SEO

- Helps your site rank in search engines eg Google
- Focus is on keywords, backlinks, on page and technical SEO
- Traffic to your website is the main aim

GEO

- Helps your content get picked up by AI tools
- Focus is on credibility, structure and clear answers
- Traffic comes from brand mentions, citations and being used as a source in AI generated responses



Why GEO Matters

- By 2027, 90 million Americans will use AI tools as their primary search method. *More than a third of the population!*
- AIO Keywords trigger:
 - 849% featured snippets
 - 258% more discussions

Ahrefs

GEO isn't just about future-proofing -
It's already giving brands an edge TODAY

The Anatomy of AI Search

How Does It Work?

- Analyses your query
- Breaks it into sub-queries
- Pulls information from pre-trained data or the web
- Formulates a response based on:
 - ✓ context
 - ✓ credibility
 - ✓ clarity

What AI Values:

- Well structured content
- Credibility
- Completeness
- Up-to-date info





CAUTION

AI responses:

- May not cite your site directly
- May reference Target or Kmart, not specific product pages
- May not be up to date
- Can change withing minutes



In a nutshell:

Visibility in AI isn't about ranking. It's about being **understood, trusted** and **included**

How can AI help our SEO?





Introducing ChatGPT

Your AI-powered, never-sleeps, doesn't-need-coffee SEO Assistant!



Try Pro

Unlock the most powerful AI research assistant.

Standard

Start for free, no credit card needed.

Free

Forever

Continue with Free

- ✓ Unlimited free searches
- ✓ 3 Pro searches per day
- ✓ Fast free AI model
- ✓ Upload 3 files per day

Professional

Unlock the full capabilities of Perplexity and enjoy new perks as they are added.

\$20

Monthly

Continue with Pro

- ✓ Unlimited free searches
- ✓ 300+ Pro searches per day
- ✓ Choose a smarter AI: pick from Deepseek R1, OpenAI o3-mini, Claude 3.7 Sonnet, Sonar, and more
- ✓ Upload unlimited files
- ✓ Search your files in Spaces
- ✓ Custom knowledge hubs and collaborative spaces



Ideas for Using ChatGPT

1. Keyword Research
2. Content Creation + Optimisation
3. FAQ Generation
4. Content Mapping + Internal Linking
5. Local SEO
6. Explaining SEO Concepts
7. Brand Voice Consistency
8. Competitor Content Analysis



Let's Dive In!

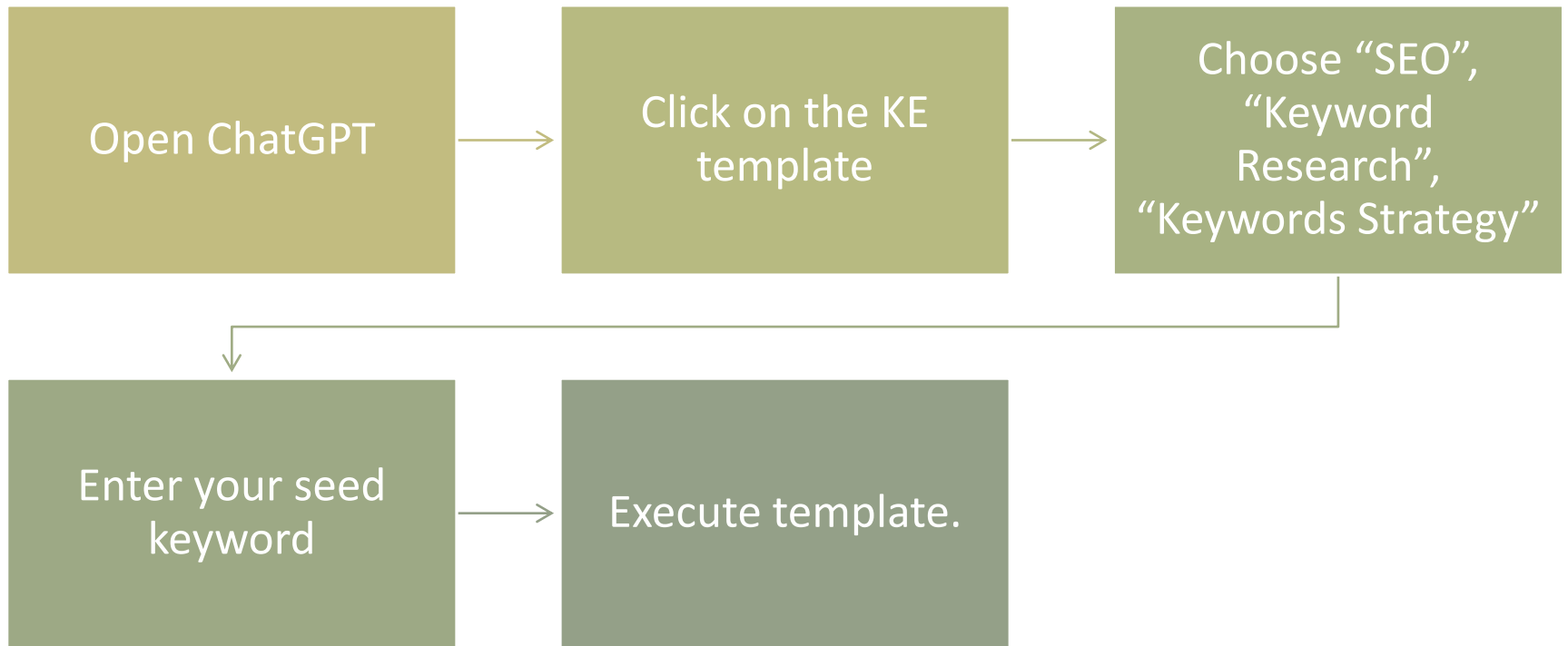
Keyword Research

Download “Keywords Everywhere” free Chrome Extension

For any keyword you search in Google, it will show:

- SEO difficulty %
- on page difficulty
- off page difficulty
- related and long tail keyword options
- search trends for that keyword





Keyword Strategy



Content Mapping + Internal Linking

Open ChatGPT. Copy and paste the following prompt:

“Here are some keywords about x and y. Please group them by search intent (informational, transactional, navigational). Then suggest blog titles, meta descriptions and internal linking opportunities.”

Prioritise with this Prompt:

“Which of these keywords are most likely to lead to conversions for a local/online [type of business] in [location]? Prioritise based on intent and potential value”



BNI Midas - Kangaroo Point

March 30 at 6:00 AM · 🌐



🎉🎁 Sweet Rewards for Supporting Your Network! 🎁🎉

A big smile and an awesome chocolate prize for Terry, last week's lucky door prize winner 😊. At BNI Midas, members go in the draw simply by giving a referral to another member—because helping each other grow is what we do best!

Who's taking home the prize next week? Could be you! 😊

#BNI... See more



Local SEO

- Google Business Profile posts that relate to your keywords eg
- Try a prompt such as “Caption this photo of [x] and use this keyword [y]”
- Respond to reviews

PS great for social media posts too!

Check out

<https://www.facebook.com/bnimidas>



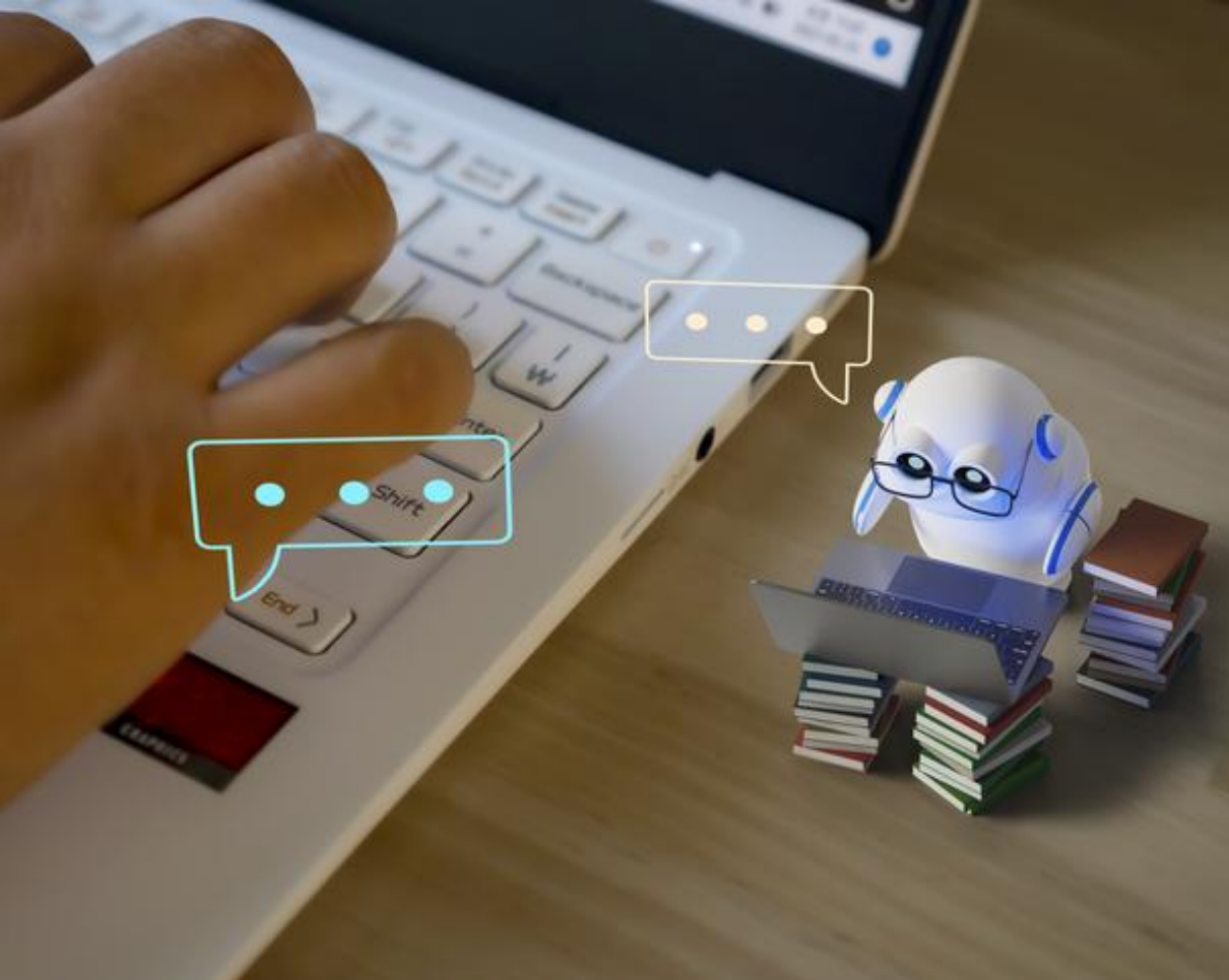
Competitor Content Analysis

Competitor Research Prompt:

“Summarise what this article covers. What gaps could I fill with my own post?”

or even:

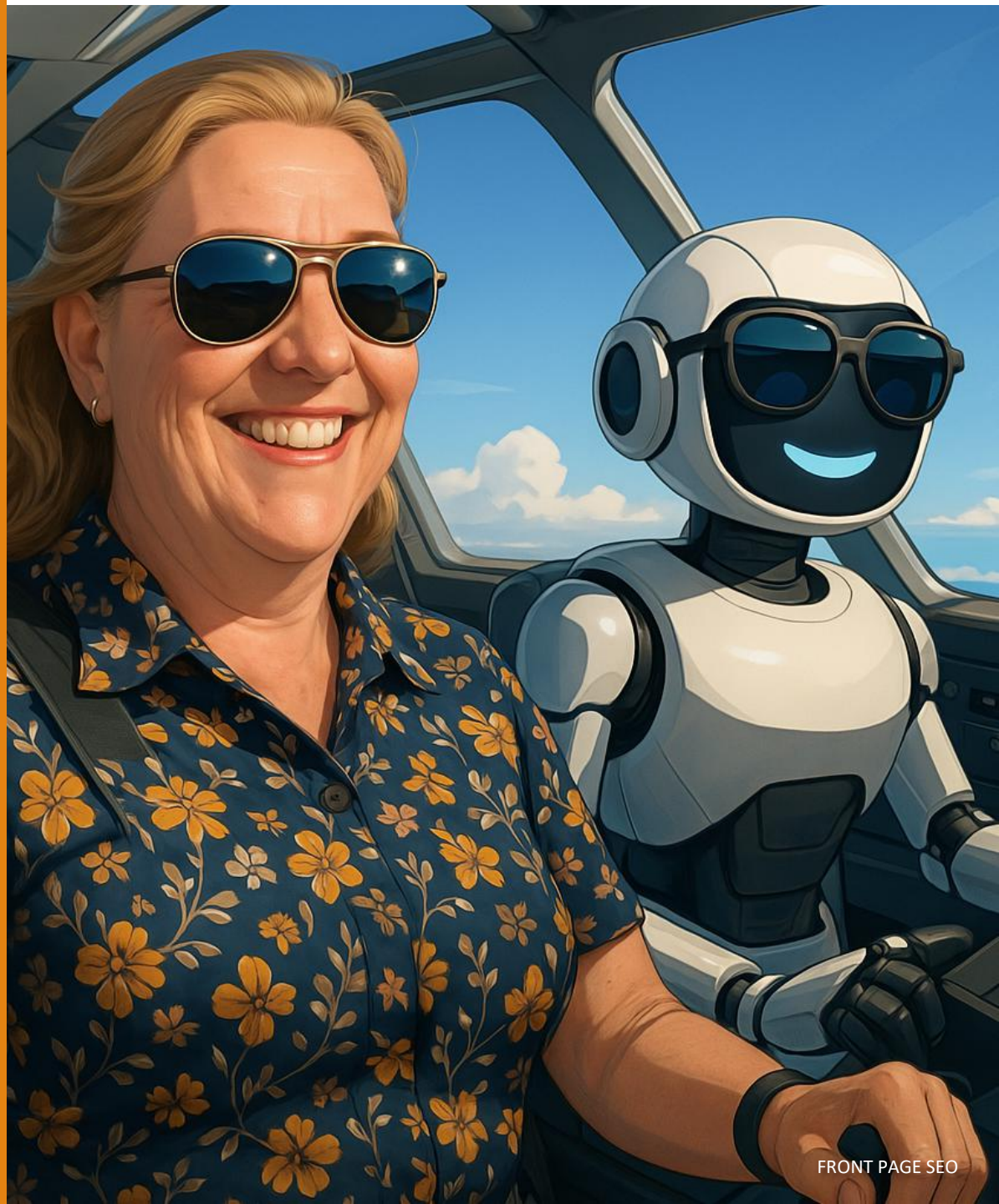
“Rewrite this with a more localized, friendly tone targeting our niche”



- Save your prompts
- Use relevant names on your threads

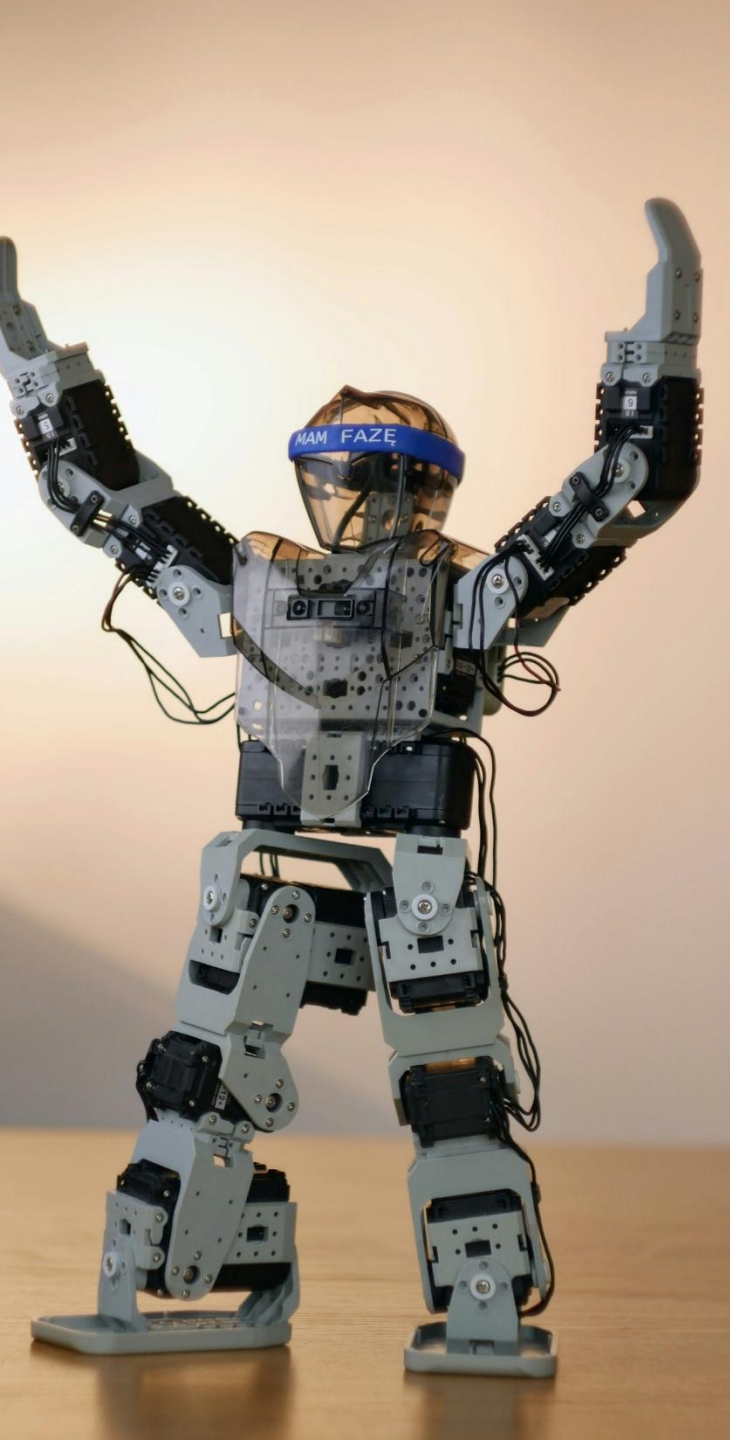
Final Word

THINK OF AI AS YOUR
WINGMAN, NOT A
REPLACEMENT





What's your key takeaway?!



This Month's Challenge

1. **FIND** 10 new keywords to target using Keywords Everywhere.
2. **CREATE A CONTENT PLAN** using the Keywords Everywhere template in ChatGPT. Choose "SEO", "Keyword Research", "Keyword Strategy" and enter your chosen keyword. Execute template.
3. **CREATE AND PUBLISH** the first post or page from your customised content plan.
4. **POST** the link to your new webpage in the Facebook group with the hashtag #aiandseo to go in the draw to win a \$25 gift voucher!

The 72 Hour Rule

To increase
your chances
of success!





Member Hot Seat next week...

