

The New SEO: Navigating the AIO and LLM Revolution in Search

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changed
SEO is ~~changing~~

Characteristics

- Google is king!
- Heavily checklisted workflows.
- Optimizing means checking off as many audit items and best practices as possible.
- Heavy reliance on SEO tools.

Three Buckets

- Technical
- On-page
- Off-page

Tools & Data Sources

- Traditional SEO Tools and Data
- Off the-shelf crawlers
- Google sheets
- GA4, GSC

TECHNOLOGY | KEYWORDS: CHRISTOPHER MIMS

Googling Is for Old People. That's a Problem for Google.

And it's not just demographics that are weighing on the search giant. Its core business is under siege from pressures that threaten to dismantle its ecosystem of search dominance and digital advertising.



By [Christopher Mims](#) [Follow](#)

Nov. 29, 2024 9:00 pm ET



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Resize



599



Listen (2 min)



[source](#)

The Tornado

- API Leaks & DOJ Docs
- LLMs and RAG
- AI Overviews
- Change in User Behavior (Multi Platform + Multi Content Type)

Characteristics

- Google, LLMs, YouTube, Tiktok, Reddit, Quora, etc..
- Checklists + agile processes
- Optimizing means following best practices + testing things out.
- Reliance on SEO tools + DIY Tools.

New Buckets

- Technical
- On-page
- Off-page
- **CRO**
- **User Experience**
- **Data Analysis**
- **Automation**
- **Testing**

Tools & Data Sources

- Traditional SEO Tools and Data
- Custom DIY Tools for Data Analysis and Automation.
- LLMs
- Google sheets
- GA4, GSC
- Microsoft Clarity (free), Hotjar, Lucky Orange, etc..

Our Old Playbook is Like The Titanic

As Michael King [puts it](#), “Search, as we know it, has been irrevocably changed by generative AI.”



Let's Talk about
User Experience
and SEO

How User Experience Changed the Game

- Google's Antitrust Trial Reveals [documents](#) the source of Google's "magic".
- Google API Leaks from [Erfan Azimi](#).
- NavBoost and Glue as ranking signals that assess user behavior.
- [Short Clicks & Long Clicks](#).
- [The leaks have shown that](#) Google uses Chrome data and clickstream data to determine overall site quality.

We do not understand documents. We fake it.

- Today, our ability to understand documents directly is minimal.
- So we watch how people react to documents and memorize their responses.



Let's start with some background..

A billion times a day, people ask us to find documents relevant to a query.

What's crazy is that we don't actually understand documents. Beyond some basic stuff, we hardly look at documents. We look at people.

If a document gets a positive reaction, we figure it is good. If the reaction is negative, it is probably bad.

Grossly simplified, this is the source of Google's magic.

[Source](#)

User Behavior On The Page Matters!



Erika Varangouli • 1st

Content Marketing, SEO and Branding @Riverside.fm

1mo •



I recently updated the content on a page in less than 5 minutes.

Its organic traffic has grown by 50% within two weeks.

- ⊖ I didn't change any meta data.
- ⊖ I didn't rephrase or rewrite anything.
- ⊖ I didn't add or remove any internal links.
- ⊖ I didn't add "2024" or any form of date anywhere.
- ⊖ I didn't use an LLM to do anything.

So what did I do?

★ I simply investigated how organic visitors to the page interacted with its content with Microsoft Clarity.



Erica's used session recordings and heatmaps to identify how users interacted with content, revealing insights that led to strategic restructuring.

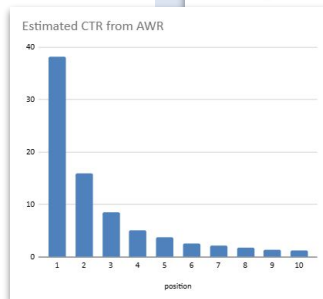
No changes to metadata, content, or internal links.

- Include a table of contents to help users, improve SEO, and gather insights.
- Focus on UX & CRO rather than keywords alone for improved rankings.
- User behavior on the page matters and signals to Google the value of the page to users.

What CTR Manipulation Revealed?!

- You can recover from HCU with CTR Manipulation (don't do it, it's SPAMMY).
- [2 case studies](#) show that CTR is very impactful in improving your rankings.
- One site moved from #34 to #10 (in 22 days)
- This also aligns with DOJ documents & the Google API leaks.
- We thought improved rankings improve CTR, but maybe it's the other way around? CTR should be our focus metric. ([CTR data](#))
- What to do: [test different page titles](#).
- User behavior in SERPs matters (ML)

Words	DR	UR	Backlinks	Domains	Traffic
N/A	91	52	218,432	12,661	56,103 ← 2
5,802	91	40	12,800	4,207	7,667
5,406	95	50	334,016	16,020	119,609 ← 1
3,652	85	28	818	468	15,043
6,960	96	55	730,432	26,802	17,477 ← 3



0	93	30	3,004	868	10,409
5	90	30	2,616	941	13,767
6	90	27	2,386	682	1,319

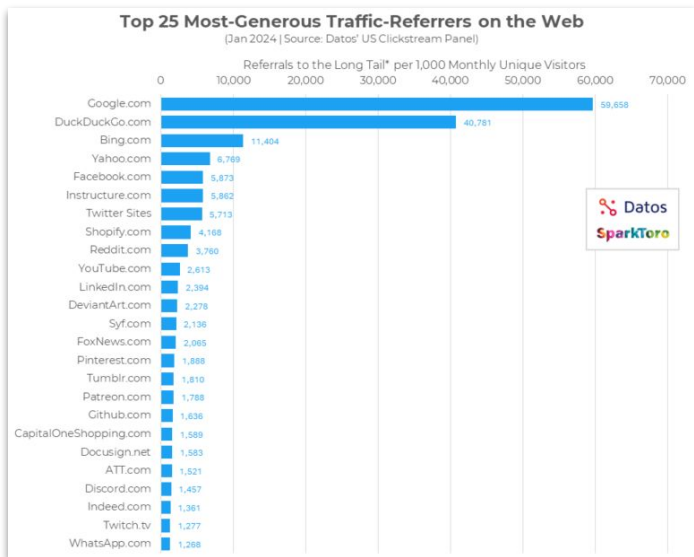
Top 10 results for "what is SEO" showing that by ranking higher, you don't necessarily get the most clicks, so there are other factors in play



SEO Isn't Just
Google Anymore

Organic Traffic is More Than Just Google

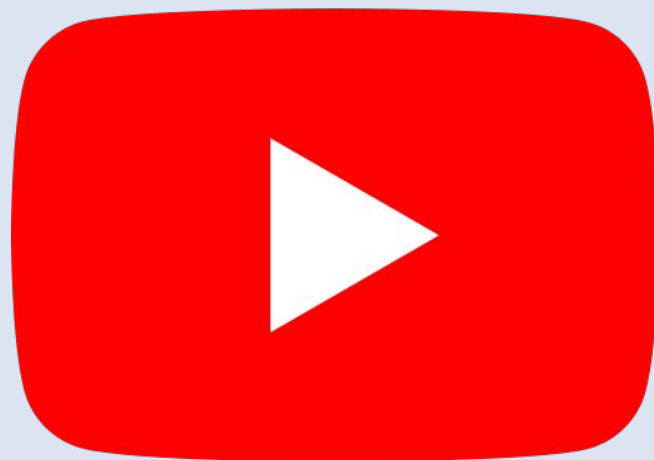
- Monitor other search engines, maybe you have a better chance to rank for a topic on Duckduckgo than Google.
- In the new era of increase in Zero clicks searches, we need to run a tight ship, no opportunity wasted, for clicks and for conversions.
- Collaborate with the Social Media team to leverage Reddit, Quora, Twitter, LinkedIn, etc... in a whitehat non-spammy way.
- Any platform that appears in SERPs is now part of your strategy. Leave no stone unturned!**



[Source](#)

Video!

- Image search is the second largest search engine ([source](#)).
- Youtube is the third largest search engine, with branded “YouTube” KWs the [most searched branded kwr on Google!](#)
- Video content rankings 3 folds:
 - On Google SERPs
 - Video filter on Google
 - On Youtube
- Are you auditing your clients YouTube Channel?



- Opt for tinted lip balms or sheer lip colors that enhance your natural lip color. Avoid bold shades; instead, choose something close to your natural lip tone for that "my lips but better" effect ² ³.

9. Set Your Look

- If needed, lightly dust translucent powder on areas prone to shine (like the T-zone) but keep it minimal to maintain that fresh look. A setting spray can also help keep everything in place without adding heaviness ¹⁰.

Additional Tips

- Use fingers for blending whenever possible; this helps create a softer finish.
- Focus on achieving an even skin tone while allowing some imperfections to show through.
- Remember that the goal is to look like the best version of yourself rather than completely made up.

By following these steps, you can master the no makeup makeup look, perfect for any occasion where you want to feel polished yet natural!

🔗 Share 🔄 Rewrite



8 sources

1. "NO MAKEUP" MAKEUP Natural Everyday Makeup for Beginners

📺 youtube - 1

This is my go-to "I'm not wearing any makeup", naturally pretty, effortless no makeup makeup look! For this natural everyday makeup, I focused on bright awak...

2. No makeup makeup look : r/MakeupAddiction - Reddit

🗨️ reddit - 2

No makeup makeup look How do I truly get the no makeup makeup look? Anytime I try it, it just looks like I'm not wearing makeup at all or I look completely washed out. I've...

3. 8 Tips To Create The Perfect No-Makeup Makeup Look

📄 maybelline.co - 3

No Makeup Look: Here on Maybelline, we share tips on how to create a perfect no-makeup makeup look in just 5 minutes using

Perplexity Pulling Answers From Inside a Video!

- Searched for "no makeup makeup"
- Tell me again, why are you ignoring your video assets?



Let That Sink In!

In AIO: the most frequently linked URL was **YouTube.**

[\(source\)!](#)

ChatGPT & LLMs - Of Course!

- Rand Fishkin: The [“currency of LLMs is mentions across training data”](#). Tell me again, why do you want to block LLMs from crawling your content?
- Mention your brand on your blogs - but don't make it a sales pitch!
- Brand mentions **generally and in training data** the new backlinks! E.g: Reddit comprised about 4% of the training data for GPT-3, yet it held a significant weight of 22% in its influence.
- Pull PAA from Search, and run them in Chatgpt, analyze the answers and brands mentioned ([source](#)).



Chris Long • 1st

VP of Marketing at Go Fish Digital. Speaker at MozCon, SMX, Digital Summit

1d • 🌐

SEO Case Study: After testing, we found that IT IS POSSIBLE to influence the ChatGPT Search results for your brand. Here's how we did it:

We've been doing some monitoring around how ChatGPT Search talks about [Go Fish Digital](#), especially for certain queries that we know are important to the business.

One of the queries that performs well for us is [“digital PR agency”](#). Historically, we've performed well in Google for this query and have recently seen incoming business referencing ChatGPT as well. This was a query worth monitoring for us.

When looking at how ChatGPT Search listed our company compared to competitors, we found that there was a gap in how ChatGPT was producing results for us compared to competitors.

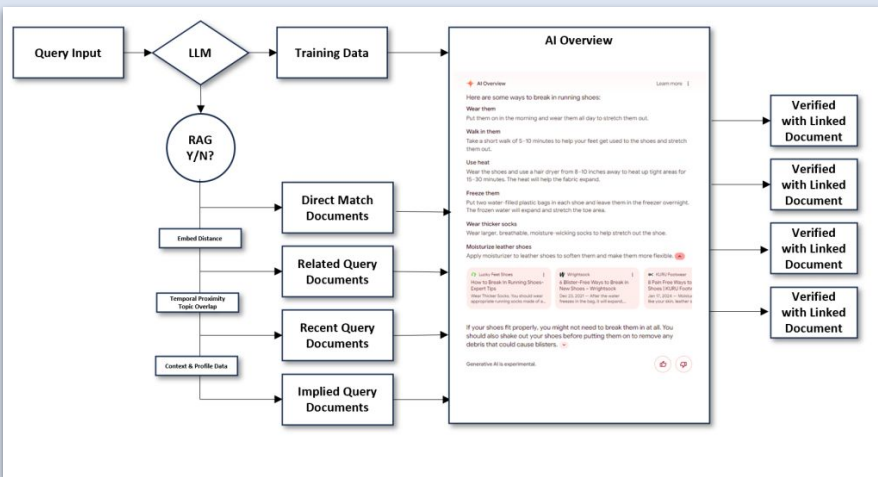
For each competitor, ChatGPT Search would list a few “Notable Clients”, generally larger companies they've done digital PR work for. However, they weren't listing this information for us. This was a missed opportunity to build trust signals through ChatGPT Search.

Fortunately, we have an listicle article on our site that ChatGPT Search was frequently utilizing as a citation. We knew it would scrape content from this article, so we wanted to test if adjusting our content would influence the output.

We went to the article and added “Notable Clients” to the article. We utilized a bullet list to better structure this as key value pair that a search engine/LLM would be more likely to view as a data source.

After waiting a week, we saw that ChatGPT Search started finally pulling in “Notable Clients” when listing Go Fish Digital in the output! This was a huge win and something that now helps enrich our own listing within ChatGPT Search.

[Source](#)



[Source](#)

The Monster That Is: AI Overviews

- Everything is interconnected! As we mentioned earlier, the most frequently linked URL was YouTube.
- Google's patent on how the AI Overview works explicitly states that **the system doesn't just select documents from search results responsive to a specific query**. Instead, if the top results lack diversity, it expands its search to include documents from results related to other relevant queries, aiming to find unique information. It determines related queries by embed distance.
- Create content that will add something relevant and new to the AI Overview. No more Skyscraper!
- When AI Overviews are shown, Featured snippets are also displayed in 59.5% of the cases ([source](#)). Also, Featured snippets uses AI systems to identify and show key info with links to web content, so we can use that to get insights ([source](#)).

Hacks May Work – But Not For Long

Cyrus tested updating the page to closely match the text of the AI Overview!

If you're in the top 10 already, you'll probably get a referral link in the AIO.

The URL had a featured snippet and lost it in this process

This is not a sustainable tactic – do not expect this to work for long. Use these tactics to understand how AIO work, but not to bring results. **Remember the more a tactic is used, the less it's likely to work.**

Cyrus SEO @CyrusShepard

Mini SEO Case Study: Getting a site ranking in multiple Google AI Overviews

- Simply updated the webpage to closely match the text of the AI Overview 🙄
- If the site was ranking in the top 10, it typically won a reference link
- Easy come, easy go. These things change A LOT

3:06 PM · May 30, 2024 · 58K Views

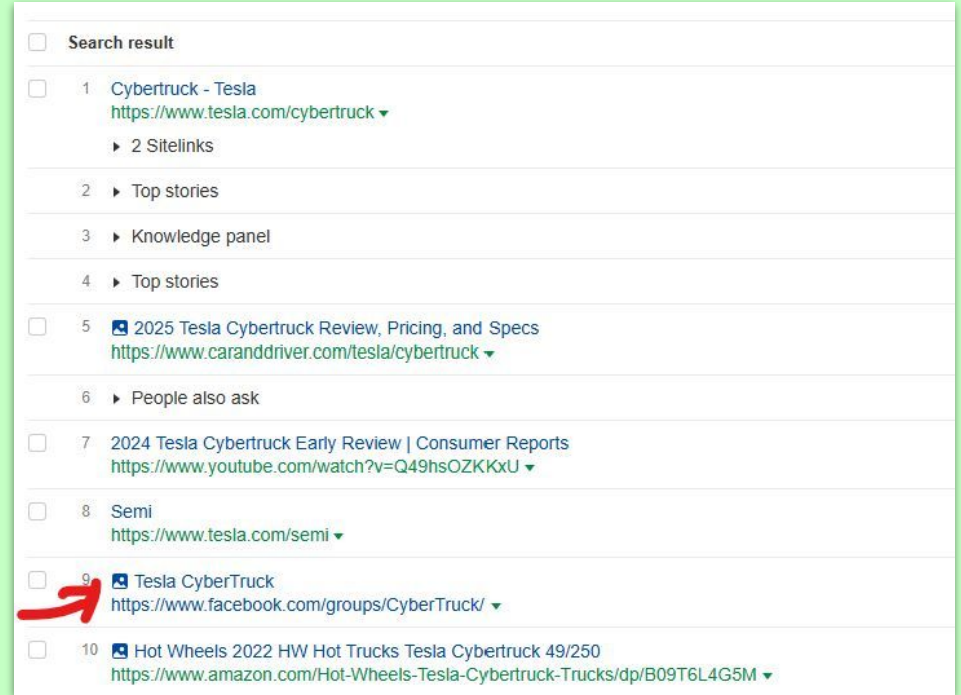
[Source](#)



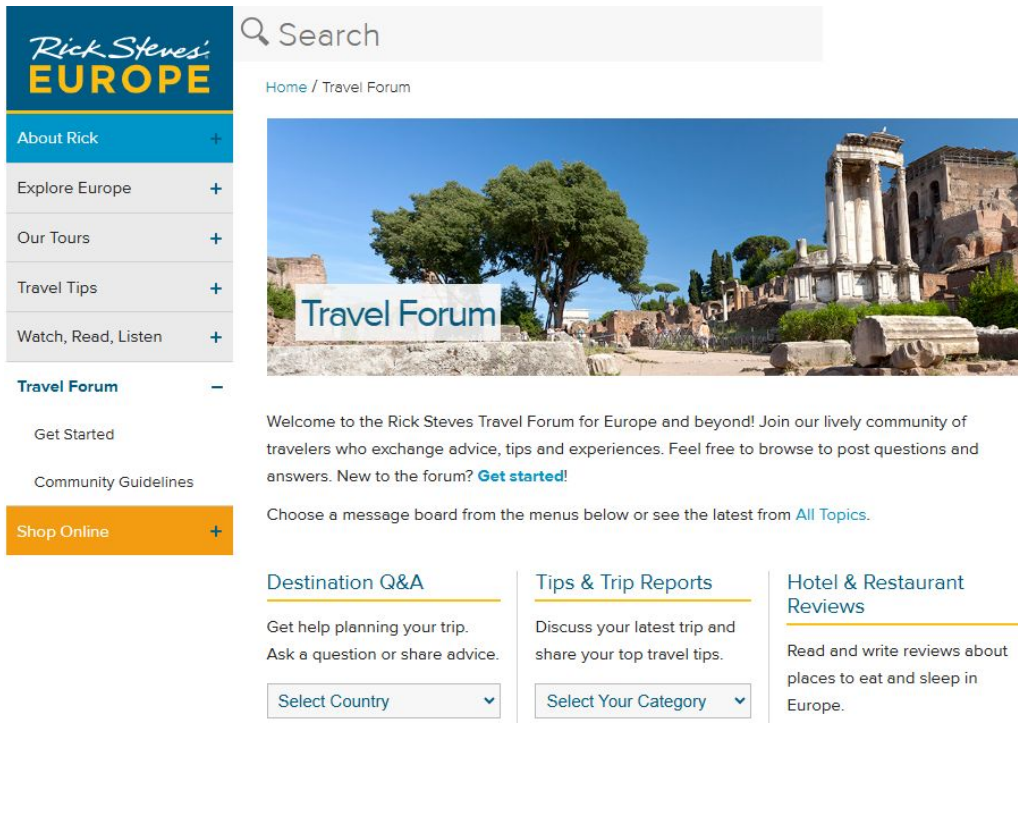
UGC

Think of UGC as Microsites!

- Reddit, Quora, even Facebook groups are appearing in SERPs – even in commercial intent keywords!
- To future proof your SEO strategy, you need to collaborate with social media teams.
- Use UGC as microsites. Publish your content there (maybe a summary) to have some brand presence!
- Sometimes there are way too many PPAs, why not answer some of these on Reddit for example?



Search results for "Tesla Cyber Truck"



Rick Steves' EUROPE

Search

Home / Travel Forum

Travel Forum

Welcome to the Rick Steves Travel Forum for Europe and beyond! Join our lively community of travelers who exchange advice, tips and experiences. Feel free to browse to post questions and answers. New to the forum? [Get started!](#)

Choose a message board from the menus below or see the latest from [All Topics](#).

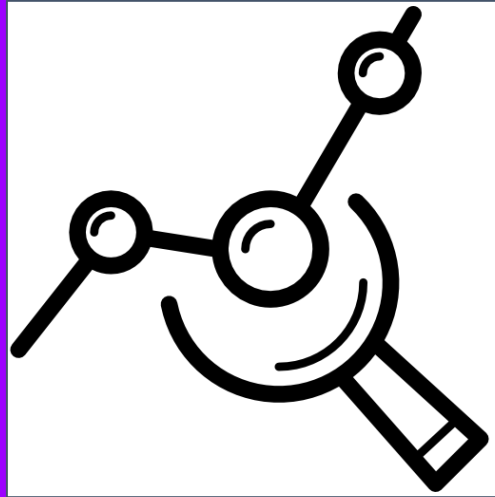
Destination Q&A
Get help planning your trip.
Ask a question or share advice.
Select Country

Tips & Trip Reports
Discuss your latest trip and share your top travel tips.
Select Your Category

Hotel & Restaurant Reviews
Read and write reviews about places to eat and sleep in Europe.

The Perfect Brand

- Well established brand.
- Has all types of content: Products, Blogs, UGC Forum, Watch & Listen!
- In a perfect world, we want to be “rick steves”
- Ask any LLM that cites sources like Gemini, or Perplexity “who is rick steves” and see what type of pages and websites does it source it’s info.



New Tools & Data

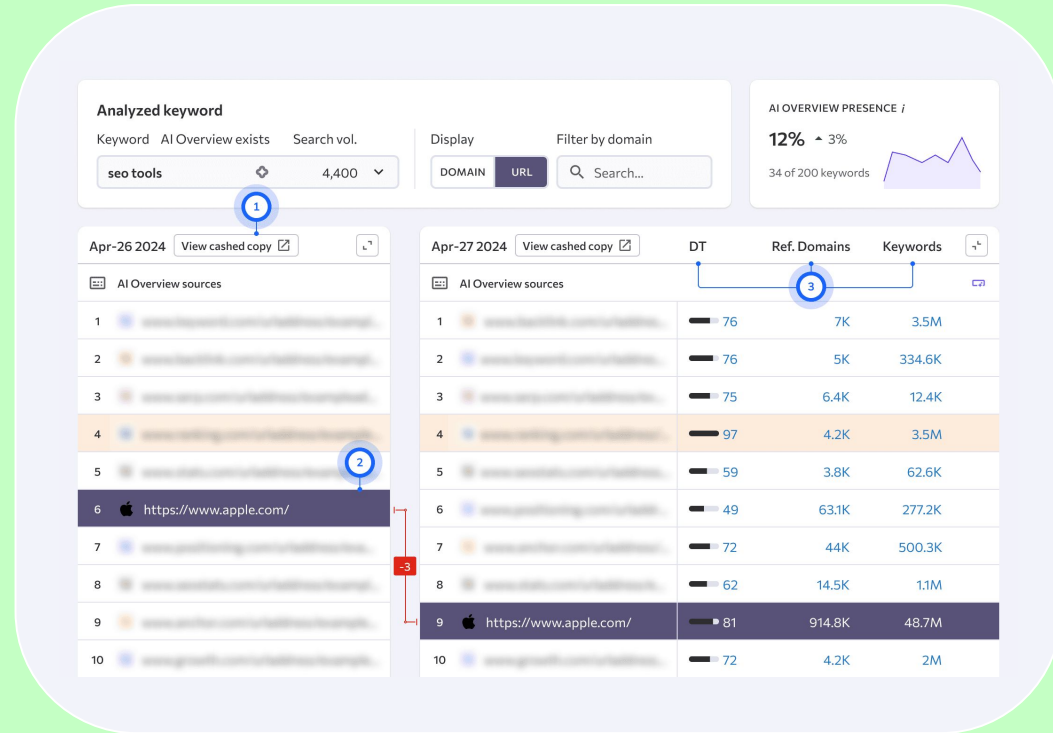
**We are
using the
same
tools and
data as
everyone
else!**

**We Need
New
Metrics**

**We Need
Custom
Tools**

What New Metrics?

- Incorporate **existing metrics** that we didn't use like engagement metrics from GA4:
 - Engagement Rate
 - Bounce Rate
 - Conversion Rate
- **Focus on CTR as much as Rankings** (and how PPC and SEO can work together to improve that).
- **AI Overviews visibility** using tools like SERanking.
- Brand Visibility (online generally and in SERPs):
 - Branded Vs. Non-Branded
 - Organic referrals from social media
 - **Traffic from LLMs**
 - Share of voice (visibility compared to competitors)
 - Impressions



What New Metrics?

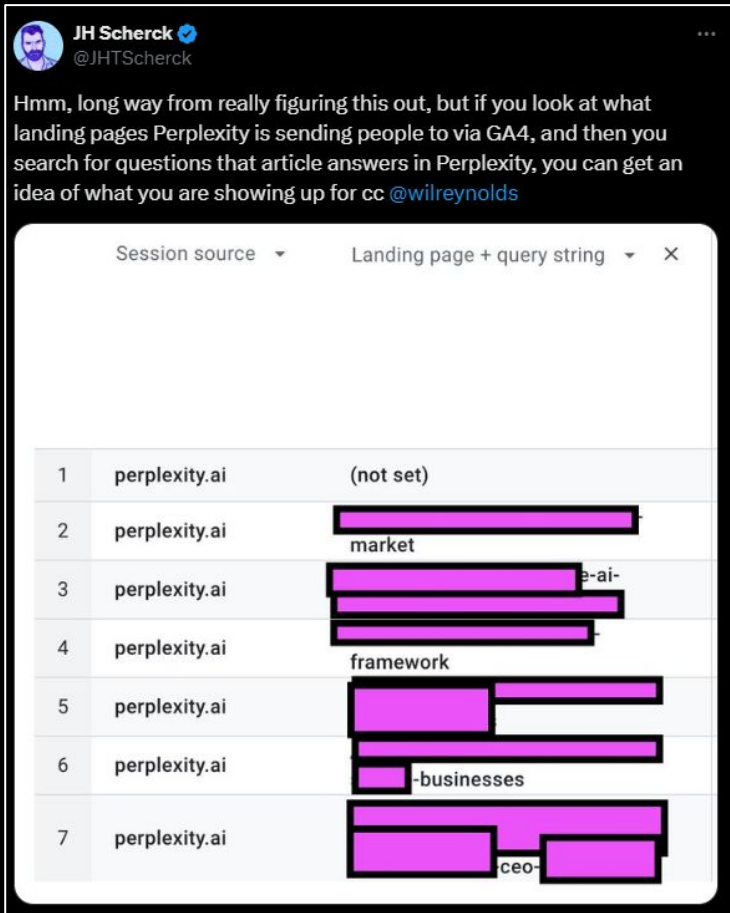
- Content push (average number of clicks/per page)
- Percentage of deadweight pages.
- **Traffic Velocity*** = organic traffic/website age
- **Keyword Velocity*** = number of keywords/website age
- **Backlinks Velocity*** = number of backlinks/website age

Total Number of URLs that got 100 or less impressions from Google in the last 12 month	1590
Total number of URLs considered	2891
Dead weight pages on the website	55.00%

**Simple Search Metrics to Analyze Your Competition & Dominate the SERPs by Jason Dolman*

What New Metrics?

- Track AI-driven traffic.
- Use this data as directional, and try to dig deeper into it.
- [Tweet](#)
- [Tutorial](#)

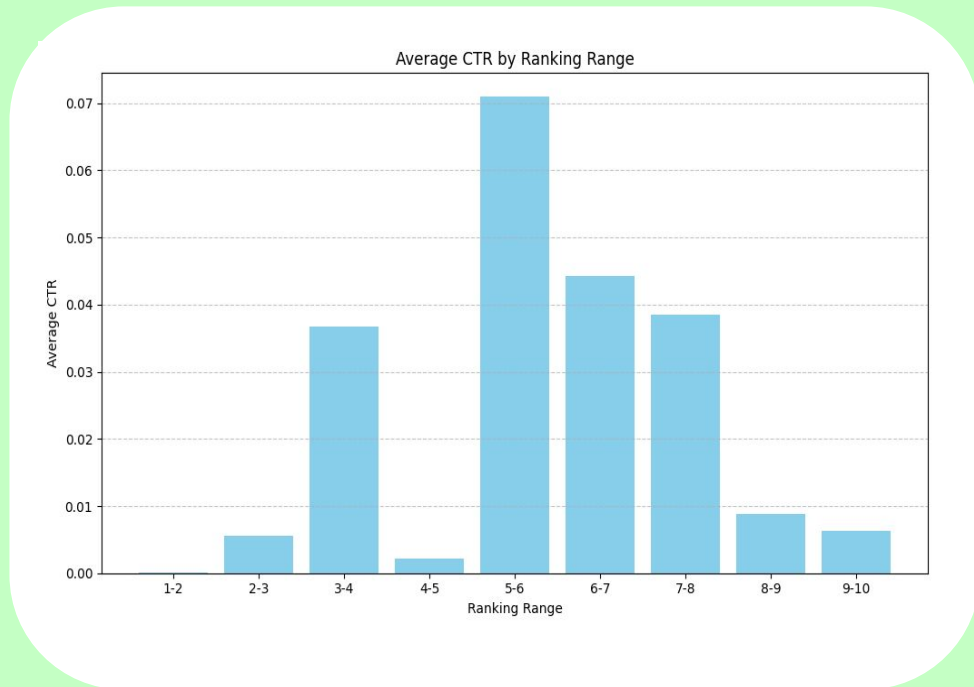


The image shows a tweet from JH Scherck (@JHTScherck) with a blue verification checkmark. The tweet text reads: "Hmm, long way from really figuring this out, but if you look at what landing pages Perplexity is sending people to via GA4, and then you search for questions that article answers in Perplexity, you can get an idea of what you are showing up for cc @wilreynolds". Below the text is a screenshot of a GA4 report. The report has two filters: "Session source" and "Landing page + query string". The data is presented in a table with 7 rows. The first column is the row number, the second is the session source (all "perplexity.ai"), and the third is the landing page (some are "(not set)", others are redacted with black boxes). The landing pages include "market", "e-ai-", "framework", "businesses", and "ceo-".

Row	Session source	Landing page + query string
1	perplexity.ai	(not set)
2	perplexity.ai	[redacted] market
3	perplexity.ai	[redacted] e-ai-
4	perplexity.ai	[redacted] framework
5	perplexity.ai	[redacted]
6	perplexity.ai	[redacted] -businesses
7	perplexity.ai	[redacted] ceo- [redacted]

What New Tools?

- Tools not traditionally part of our SEO stack like Microsoft Clarity!
- ChatGPT and LLMs the right way!
 - Many people don't use them yet!
 - You're as good as your prompt.
 - Good when there's a lot of ambiguity and for PPC copy, but not for blog posts or social media posts ([source](#)).
 - LLMs and Programmatic SEO (great idea!)
- DIY Tools
 - Automate your workflows
 - Data analysis (Custom Click Curve)



What We Know For Sure – So Far!



No One Has All The Answers!

- **The only right answer is AGILITY. We need to be open to new ideas, test fast and be OKAY WITH FAILING!**
- Incorporate other platforms into your strategy. Because brand connects everything together. User experience should be part of your SEO strategy.
- Always be analyzing and testing. Learn from other people's work. **But remember, the more a tactic is used, the less effective it becomes.**
- Don't take radical measures, because no one knows anything for sure yet! (like dropping schema or blocking LLMs). Don't be casual with learning too.



Thank you