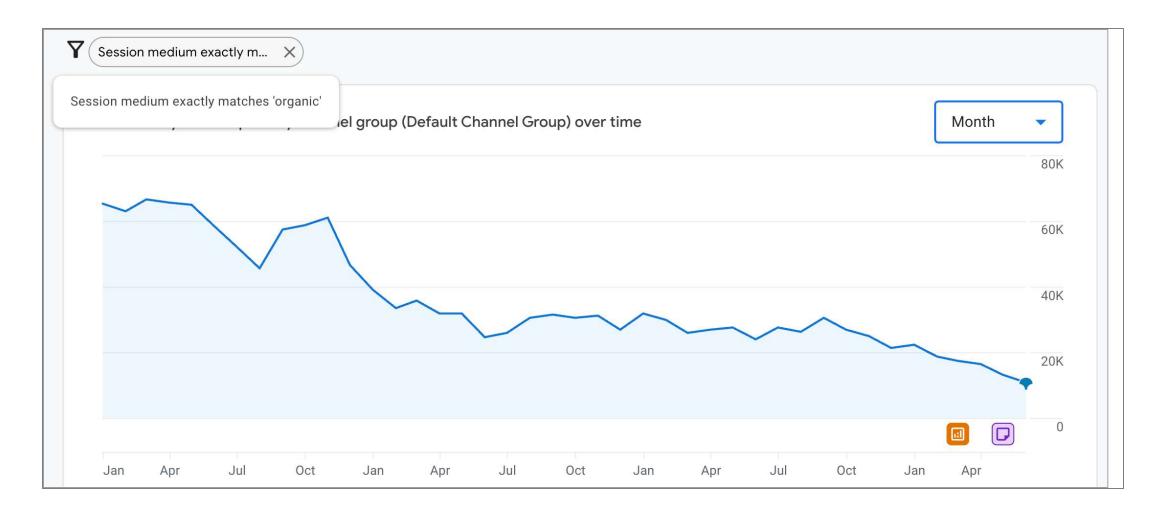# Conversion-First SEO

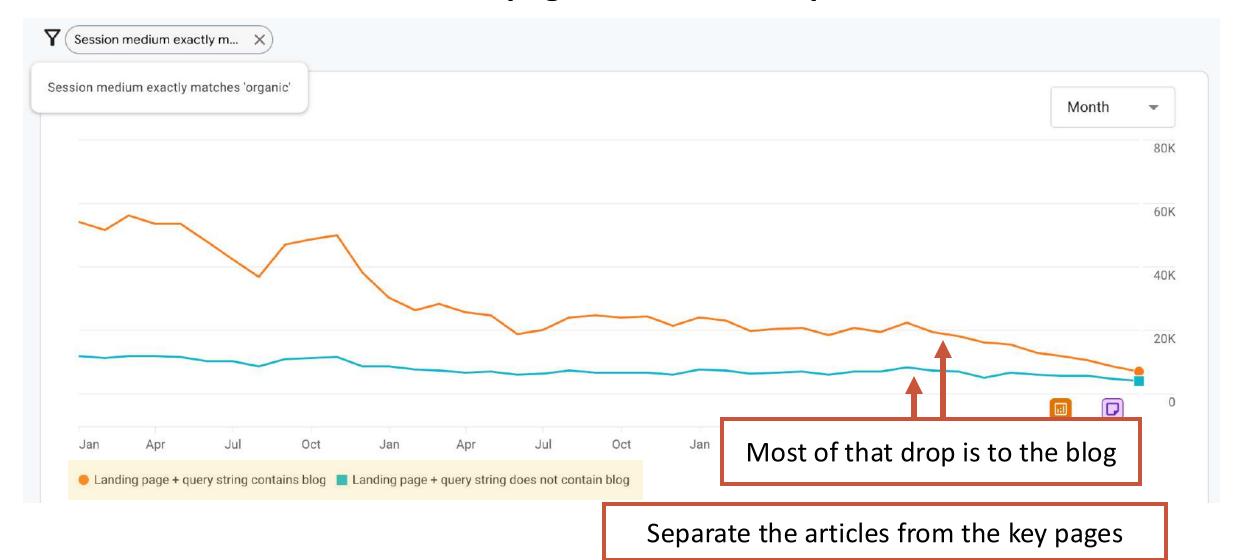...in the AI Era

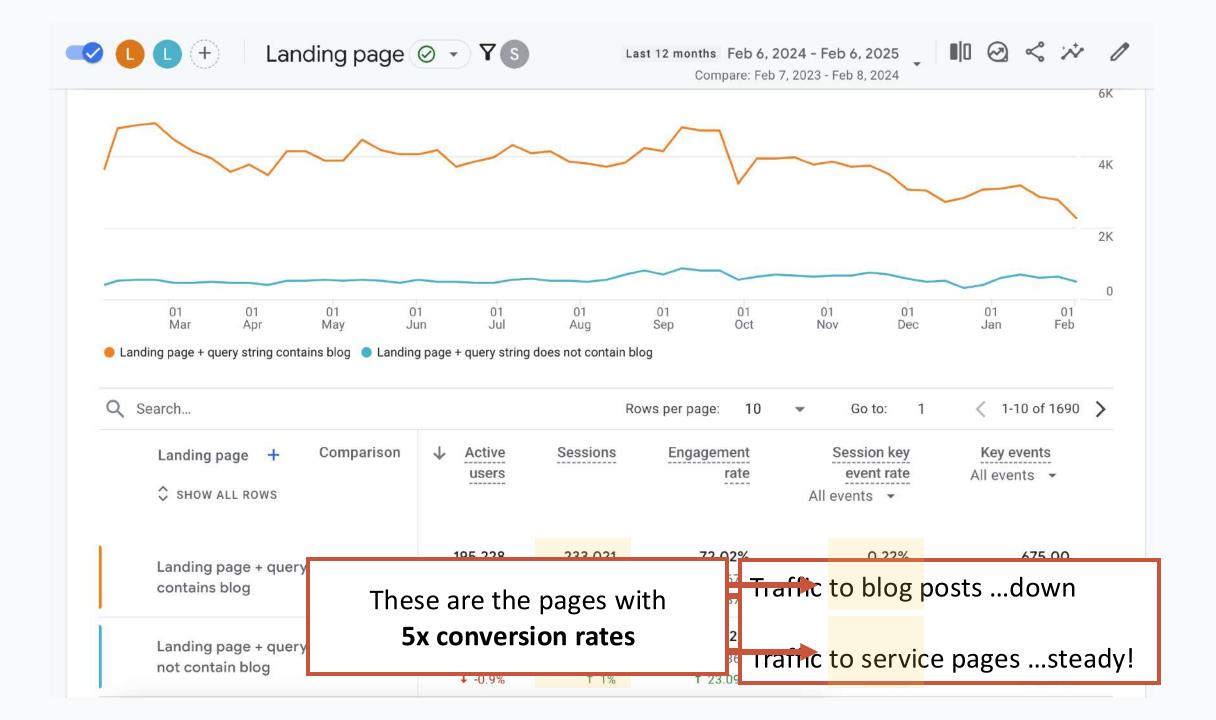Orbit Media Studios

Top-line organic traffic is falling...

...but not to all pages. Not from all phrases.

Session medium exactly m...   ✕

Session medium exactly matches 'organic'

Month ▾

80K

60K

40K

20K

0

Jan   Apr   Jul   Oct   Jan   Apr   Jul   Oct   Jan

● Landing page + query string contains blog   ■ Landing page + query string does not contain blog

Most of that drop is to the blog

Separate the articles from the key pages

Landing page ⊘ ▾ 🔽 Ⓢ

● Landing page + query string contains blog ● Landing page + query string does not contain blog

Search...   Rows per page: 10 ▾   Go to: 1   〈 1-10 of 1690 〉

Landing page + Comparison	Active users	Sessions	Engagement rate	Session key event rate All events ▾	Key events All events ▾
Landing page + query contains blog	195,228	233,021	73.02%	0.22%	675.00
Landing page + query not contain blog					
	↓ -0.9%	↑ 1%	↑ 23.09%		

These are the pages with **5x conversion rates**

Traffic to blog posts ...down
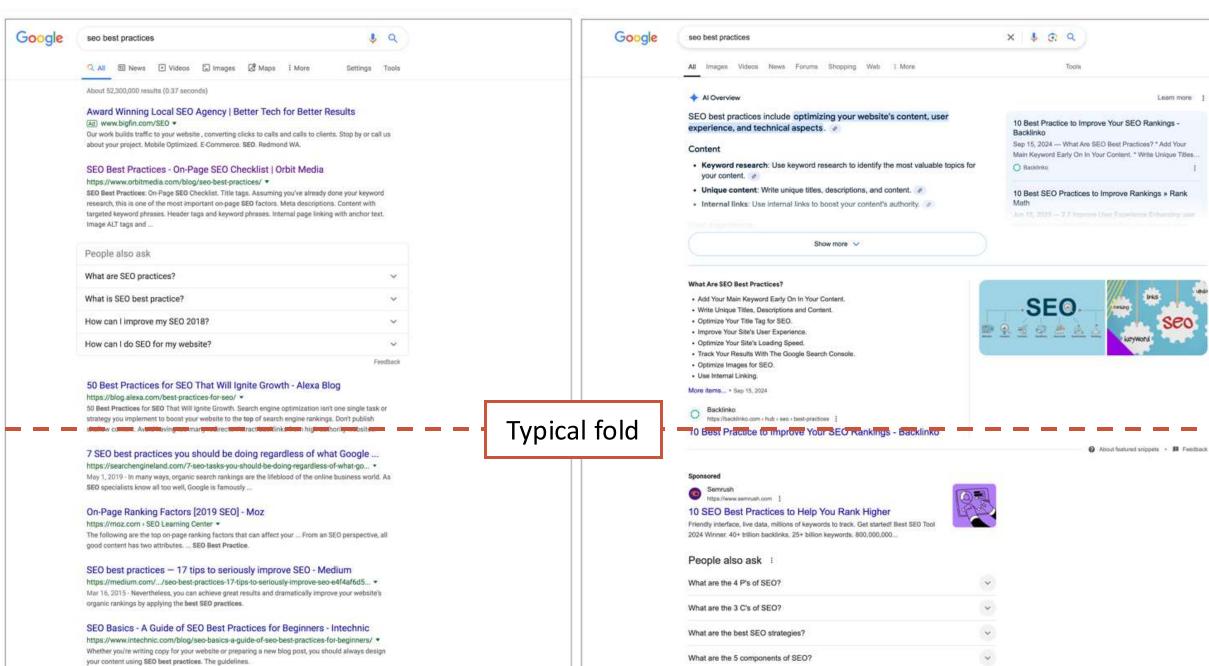
Traffic to service pages ...steady!

Why is organic traffic down?

It's not because of your rankings

2016

2025

Typical fold

Position 1

2016 SERP features

- Ad
- People also ask

Position 5

2025 SERP features

- AI Overview
- Featured snippet
- Ad
- People also ask
- What people are saying
- Discussions and forums
- Videos

1998 - 2015

2016...people also ask

Information intent keyphrases

No click keyphrases

CONTENT MARKETING

Facts / Definitions

Simple answers

Best practices

Detailed how-to's

"visit website intent" keyphrases

SALES PAGES

Service details

Work examples

Case studies

Commercial intent keyphrases

1998 - 2015

2024 people views

Information intent keyphrases

CONTENT MARKETING

Facts / Definitions

Simple answers

Best practices

Detailed how-to's

No click keyphrases

"visit website intent" keyphrases

SALES PAGES

Service details

Work examples

Case studies

Commercial intent keyphrases

Keyword first? Or audience first?
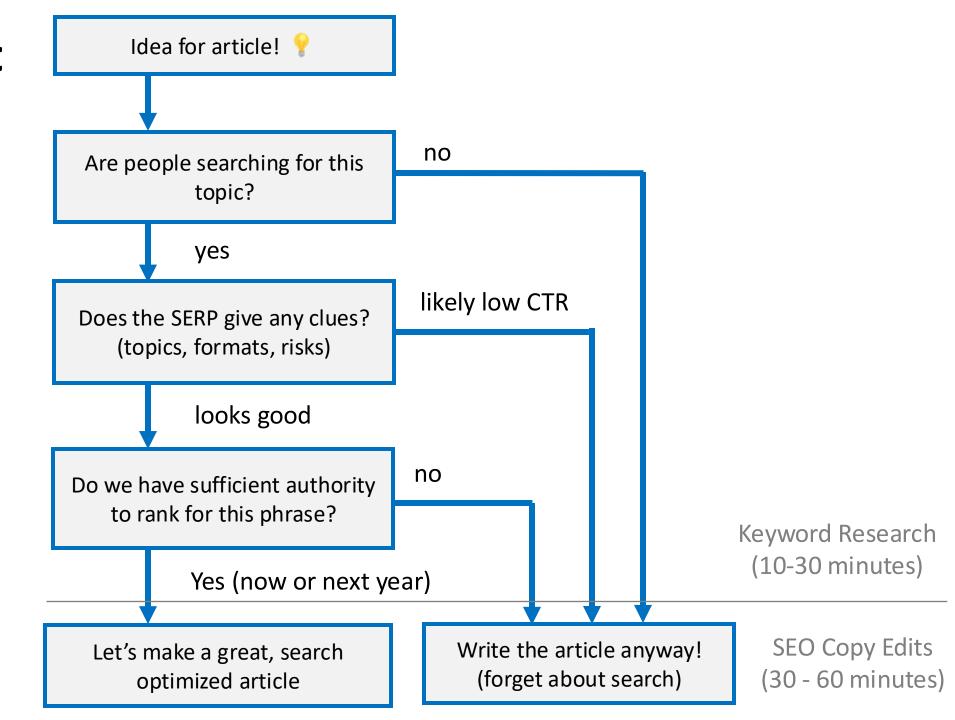
There are two starting points

Orbit Media Studios

Keyword first

Identify Keyphrase!

Does the SERP give any clues?
(topics, formats, risks)

reconsider

Looks good

Do we have sufficient authority
to rank for this phrase?

no

Yes (now or next year)

Keyword Research
(10-30 minutes)

SEO Copy Edits
(30 - 60 minutes)

Let's make a great, search
optimized article

Audience first

Idea for article! 💡

Are people searching for this topic? — no

yes

Does the SERP give any clues? (topics, formats, risks) — likely low CTR

looks good

Do we have sufficient authority to rank for this phrase? — no

Yes (now or next year)

Let's make a great, search optimized article

Write the article anyway! (forget about search)

Keyword Research (10-30 minutes)

SEO Copy Edits (30 - 60 minutes)
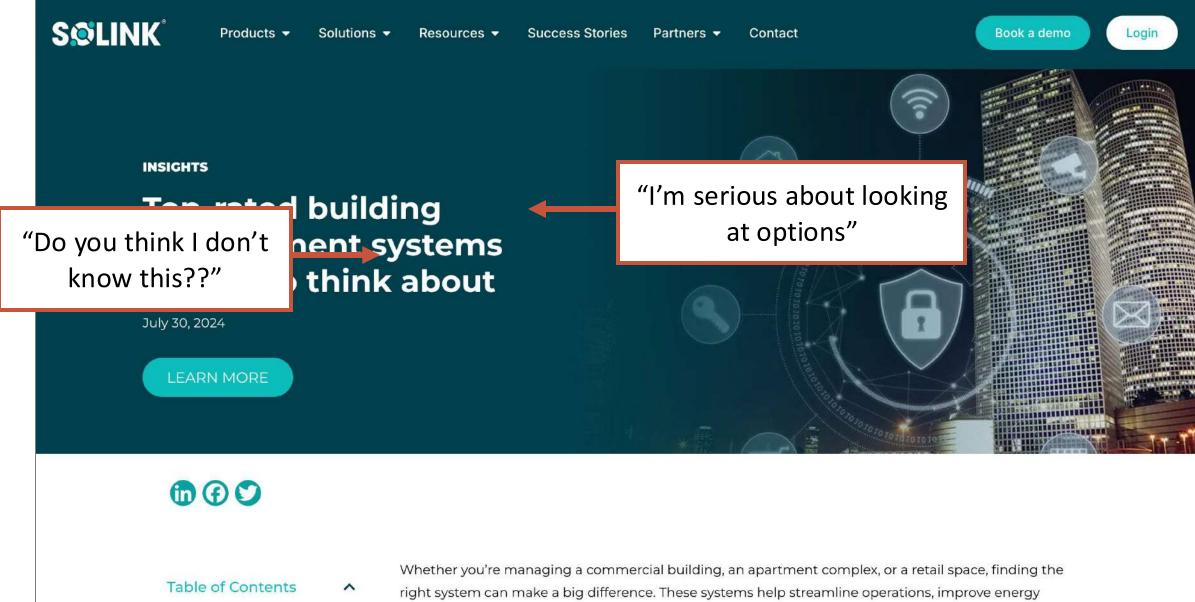
"Does all content need keyword research? No. But all content needs user research.
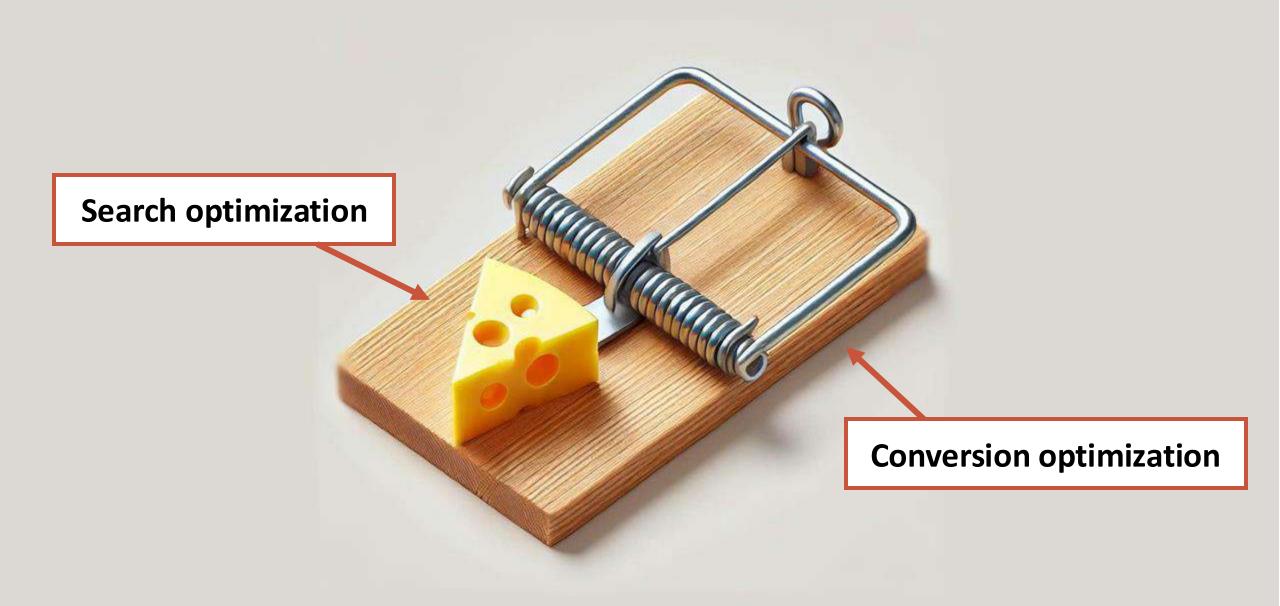
Lidia Infante
Head of SEO, Survey Monkey

Search optimization

Conversion optimization
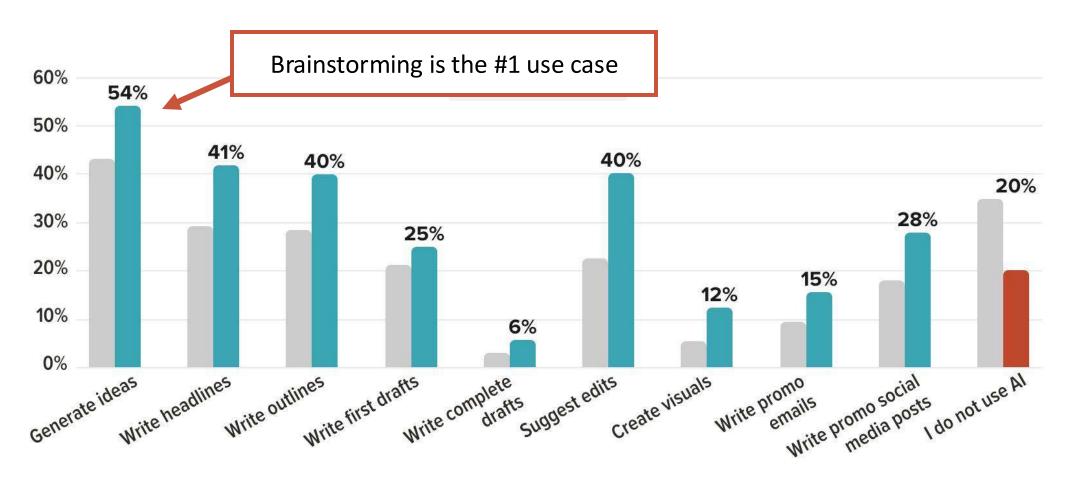
AI for finding topics that connect

How content marketers are using AI

Brainstorming is the #1 use case

60%
54%
50%
41%
40%
40%
30%
25%
20%
40%
20%
10%
6%
12%
15%
28%
0%

Generate ideas · Write headlines · Write outlines · Write first drafts · Write complete drafts · Suggest edits · Create visuals · Write promo emails · Write promo social media posts · I do not use AI

n=1112

Provocative-but-mundane-topic prompt

What are some relatively mundane, almost trivial topics that large exotic animal veterinarians have very strong opinions about?

"way too big for that species"

What are some relatively mundane, almost trivial topics that office managers have very strong opinions about?

Algorithm Marketing	Relationship Marketing
Search engine optimization	Email marketing
Social media marketing	Referral partners, word of mouth
AI mention optimization	Events and webinars
	Community building
	Disintermediation

You are a content strategist, looking for topics for original research. Your goal is to create content that catches the attention of journalists and editors, winning brand mentions and links from other websites.

Excellent link attraction ideas!

What are the frequently asserte[...] among zookeeper that we could cover with an original research piece?

What questions are people in [industry] afraid to answer?

What false things do people in [industry] believe to be true?

What are the most important things that [job title] doesn't know about their industry?

What are the most important topics in [industry] that are the least likely to be covered by the popular blogs?

What counter-narrative opinions about [topic] are least likely to be discussed by bloggers and thought leaders?

AI-Powered Article Audit

Does this piece align with best practices?

Orbit Media Studios

How could this be a more engaging article?

Digital Content Best Practices

- Strong opening hook
- Visuals at every scroll depth
- Use of evidence and examples
- Formatting (headers, bullets, etc.)
- Internal links to related content
- Expert quotes or contributor input
- Personal angle or opinion
- Topical completeness (no major gaps)

Criteria for evaluation

Instructions, goal

The best articles for content marketing share common traits. They have visuals at every scroll depth. They have supportive evidence and examples. They have lots of formatting (headers, subheads, bullets, bolding, italics, internal links, short paragraphs). They have contributor quotes from experts. They also often have a personal angle or strong opinion. They also cover the topic completely and don't leave any major topical gaps.

Write a prompt that I can use to audit articles. The user input will be a screenshot of an article. The output will include a scoring system with a colorful, visual matrix. Your goal is to make a reusable prompt that I can use again and again.

Suggest ways to improve this prompt. What other evaluation criteria should be added?

Add the following evaluation criteria to the prompt [criteria 1, criteria 2]

Simplify the formatting of this prompt. Remove emojis, subheads, etc.

Test your prompts

Screenshot of the article

Best practices

Evaluation criteria

A reusable prompt!

You are a content marketing strategist. Your task is to evaluate the quality of an article using a screenshot of the page. Assess how well it follows best practices for engaging, persuasive, and comprehensive content. Use the criteria below to score the article.

Create a table with the following categories as rows: Strong intro or opening hook, Visuals at every scroll depth, Use of evidence and examples, Formatting (headers, bullets, bold/italic, short paras), Internal links to related content, Expert quotes or contributor input, Personal angle or opinion, Topical completeness (no major gaps), Relevance to target audience (intent, tone, expertise level)

For each category row, add three columns:
1. The visual score (color code each category ■ = 1–2 (Weak), ■ = 3 (Moderate) ■ = 4–5 (Strong)
2. A short comment explaining the score
3. Suggestions for improvement.

Next find missed opportunities: List anything clearly missing or weak. Suggest specific ways to fix it: What's missing, What to add, Example fix (copy/layout)
Finally, wrap up with a quick summary: Overall strength: High / Moderate / Low, Best feature, Biggest opportunity to improve, Recommended action: Republish as-is / Update / Rewrite / Remove

The scores

Category	Score	Comment	Suggestions for Improvement
Strong intro or opening hook	🟧 3	The intro sets the context for energy costs and sustainability but lacks a compelling hook or stat to draw readers in.	Begin with a striking stat or brief anecdote about rising energy costs to catch attention.
Visuals at every scroll depth	🟥 2	Only one main visual (the header image) is present. Most of the article is text-heavy.	Add relevant diagrams, charts, or images that explain building automation components or show benefits.
Use of evidence and examples	🟧 3	Mentions real-time data and trends like IoT and AI, but no case studies, data points, or real-world examples are used.	Include a mini case study, data/stat, or quote from a client project to support claims.
Formatting (headers, bullets, bold/italic, short paras)	🟩 5	Strong use of subheads, bolded keywords, short paragraphs, and bulleted lists. Readability is good.	N/A
Internal links to related content	🟧 3	A few related posts are shown in the sidebar, but none appear in the body content.	Add inline links to related posts or service pages for HVAC automation, IoT, etc.

📌 Missed Opportunities
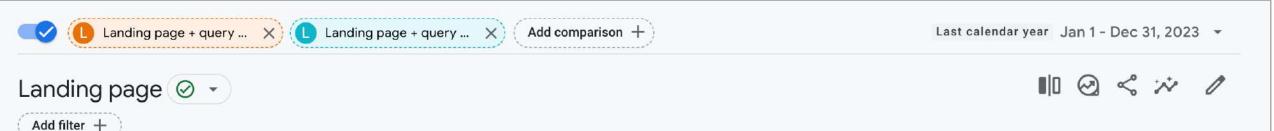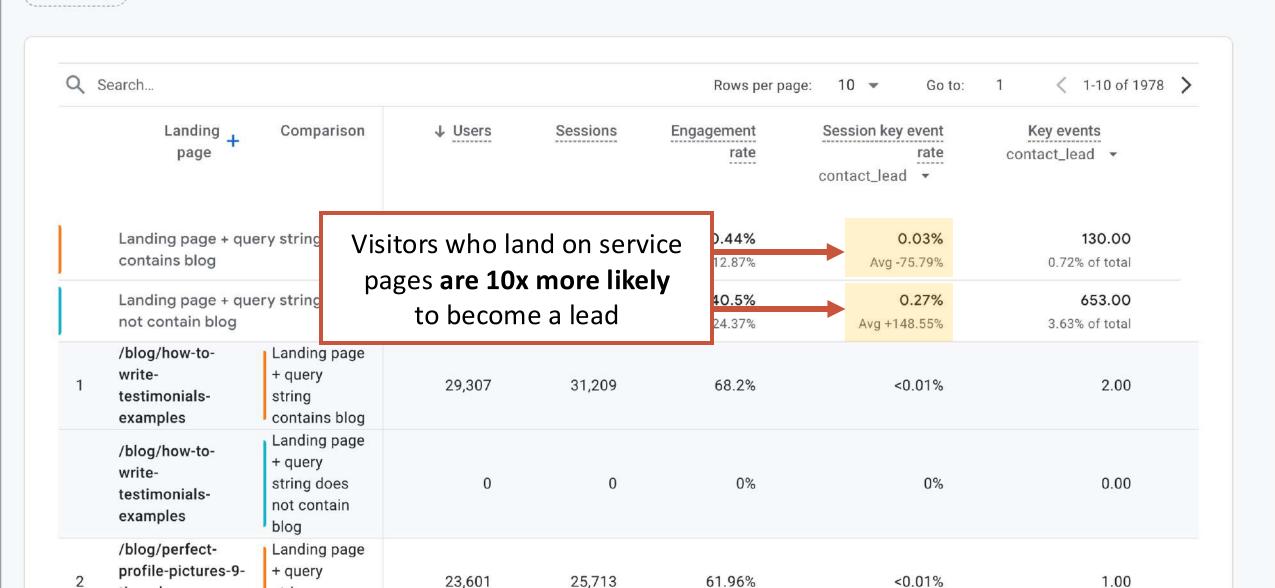
What's Missing	What to Add	Example Fix
Case studies or quantified results	Add a client story or sample stat on energy savings	"One Enervise client reduced HVAC energy use by 18% within 6 months using real-time monitoring."
Expert input or thought leadership	Quote from Enervise engineer or executive	"According to Enervise's VP of Engineering, 'AI-based controls cut reactive maintenance costs significantly.'"
In-body links to services	Direct readers to relevant Enervise service pages	After "building automation systems (BAS)," link to Enervise's BAS services page
Visual support	Diagrams of BAS architecture or ROI timelines	Insert visual titled "Typical Building Automation Stack" showing controllers, sensors, interface

Landing page + query ...   ✕   Landing page + query ...   ✕   Add comparison +

Landing page ⊘ ▾

Add filter +

🔍 Search...   Rows per page: 10 ▾   Go to: 1   ‹ 1-10 of 1978 ›

Landing page +	Comparison	↓ Users	Sessions	Engagement rate	Session key event rate contact_lead ▾	Key events contact_lead ▾
Landing page + query string contains blog				0.44% 12.87%	0.03% Avg -75.79%	130.00 0.72% of total
Landing page + query string not contain blog				40.5% 24.37%	0.27% Avg +148.55%	653.00 3.63% of total
1 /blog/how-to-write-testimonials-examples	Landing page + query string contains blog	29,307	31,209	68.2%	<0.01%	2.00
/blog/how-to-write-testimonials-examples	Landing page + query string does not contain blog	0	0	0%	0%	0.00
2 /blog/perfect-profile-pictures-9-	Landing page + query	23,601	25,713	61.96%	<0.01%	1.00

Visitors who land on service pages are 10x more likely to become a lead

source: Orbit Media

Start with a persona

A synthetic member of your target audience

Try this **Persona Prompt**

| Who they are |

| What they need |

| How they think / feel |

Build me a persona of a [job title] at [industry/company size/geography] with [roles/skills/responsibility].

This person is looking for help with [challenge/problem/task] and is considering [product/service].

List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a potential partner/provider.

Alex cares deeply about…

, location, role

Say hello to Alex!

Challenges, goals, needs

Hopes, fears, triggers, decision criteria

Build me a persona of a Zookeeper at a midsized city in North America. They are responsible for the welfare of a variety of zoo animals. They care about animal nutrition, exercise, mental wellbeing, disease, etc.

This person is looking for a new partner to help with outsourced veterinary services for some of the larger animals. They're considering reaching out to companies that can help with exotic animal services.

List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a potential partner/vendor/provider.

Decision Criteria for Hiring/Contacting a Potential Partner/Vendor/Provider:

How Alex decides...

- **Expertise in Exotic Animal Medicine:**
  - Proven experience with large mammals and diverse exotic species.
  - Specialized knowledge of their unique physiological needs.
  - References from other zoos, or exotic animal facilities.
- **Reliability and Responsiveness:**
  - Prompt communication and availability for emergencies.
  - Ability to provide timely and efficient services.
  - A track record of keeping scheduled appointments.
- **Compassionate Approach:**
  - A genuine concern for animal welfare.
  - A commitment to minimizing stress and discomfort during procedures.
  - A willingness to work collaboratively with zoo staff.
- **Cost-Effectiveness:**

AI = Assume Incorrect

Don't trust AI. Trust yourself.

Ask it anything, day or night.

What information would help you do your job?

What social media posts are you likely to click on?

What information are you likely to search for?

What research studies would support your current initiatives?

What do you hate most about researching exotic animal vets?

New chat

Recent

≡ Zookeeper Best Practices Expl...

≡ Zookeeper Persona: Outsour...

≡ Orbit Media Services Overview

≡ Orbit Media Services

Gems

💡 Brainstormer

💼 Career guide

<> Coding partner

∨ More

Name it. Save it.
Use it all the time.

Persona: Dr. Alex Rivera

*   **Demographics:** 40 years old, identifies as non-binary (uses they/them pronouns), lives in a small house near the city's edge, works at the "Central City Zoo."

*   **Role:** Senior Zookeeper, specializing in large mammals and exotic species.

e in zoology and has 15 years of experience. Started as a

vay up. Passionate about conservation and animal welfare.

hecking animal health, preparing specialized diets, observing behavior, coordinating with other zookeepers, and occasionally assisting with minor medical procedures. Spends a lot of time documenting animal behavior and health.
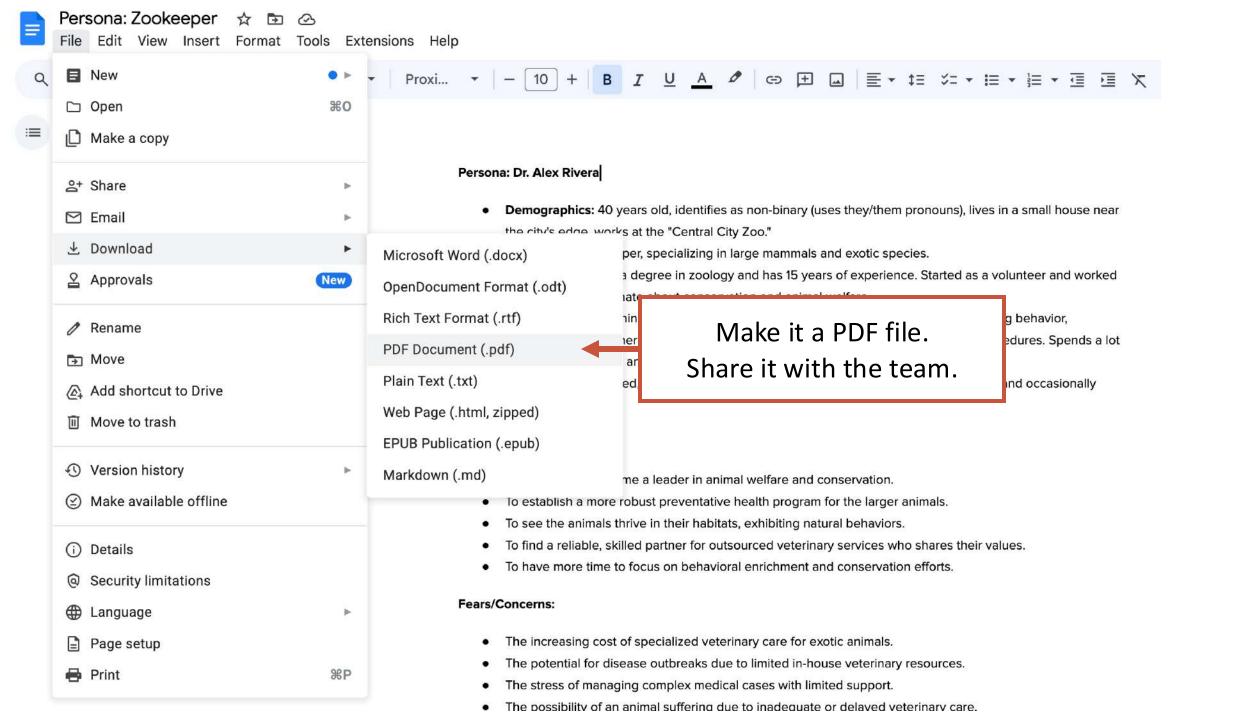
*   **Personality:** Dedicated, pragmatic, compassionate, slightly introverted, detail-oriented, and occasionally stressed.

Hopes/Dreams:

*   To see the zoo become a leader in animal welfare and conservation.

*   To establish a more robust preventative health program for the larger animals.

*   To see the animals thrive in their habitats, exhibiting natural behaviors.

*   To find a reliable, skilled partner for outsourced veterinary services who shares their values.

*   To have more time to focus on behavioral enrichment and conservation efforts.

Fears/Concerns:

Persona: Zookeeper ☆ ▣ ☁

File Edit View Insert Format Tools Extensions Help

New ● ▶
Open ⌘O
Make a copy

Share ▶
Email ▶
Download ▶
Approvals **New**

Rename
Move
Add shortcut to Drive
Move to trash

Version history ▶
Make available offline

Details
Security limitations
Language ▶
Page setup
Print ⌘P

Microsoft Word (.docx)
OpenDocument Format (.odt)
Rich Text Format (.rtf)
PDF Document (.pdf)
Plain Text (.txt)
Web Page (.html, zipped)
EPUB Publication (.epub)
Markdown (.md)

Proxi... — 10 + **B** *I* U A ✎ 🔗 ⊞ 🖼 ≡▾ ↕▾ ✓≡▾ ≔▾ ≟▾ ⫤ ⫢ ✕

Make it a PDF file.
Share it with the team.

Persona: Dr. Alex Rivera

- **Demographics:** 40 years old, identifies as non-binary (uses they/them pronouns), lives in a small house near the city's edge, works at the "Central City Zoo."
  per, specializing in large mammals and exotic species.
  a degree in zoology and has 15 years of experience. Started as a volunteer and worked
  behavior,
  edures. Spends a lot
  nd occasionally

  me a leader in animal welfare and conservation.
- To establish a more robust preventative health program for the larger animals.
- To see the animals thrive in their habitats, exhibiting natural behaviors.
- To find a reliable, skilled partner for outsourced veterinary services who shares their values.
- To have more time to focus on behavioral enrichment and conservation efforts.

Fears/Concerns:

- The increasing cost of specialized veterinary care for exotic animals.
- The potential for disease outbreaks due to limited in-house veterinary resources.
- The stress of managing complex medical cases with limited support.
- The possibility of an animal suffering due to inadequate or delayed veterinary care.

Service: Exotic animal vet services
Target audience: Zookeepers

Four ways to give AI a webpage

- Link to the page
- Copy / paste the text
- Upload HTML
- Upload full-page screenshot

Basic review

SEO review

Conversion review

The screenshot

Conversion prompt

You are a conversion optimization expert, skilled in evaluating pages for their ability to both inform and persuade. The most compelling, highest converting web pages share common traits. The following are best practices for B2B service pages.

1. The header clearly indicates the topic of the page, quickly letting the visitor know they're in the right place.
2. The copy clearly answers the visitor's questions and addresses their objections.
3. The order of the messages generally aligns with the personas prioritized information needs.
4. The copy uses supportive evidence to support its marketing claims (testimonials, statistics, case studies, awards, logos, etc.)
5. Subheads for each section are meaningful and specific
6. The page connects with the visitor on a personal level using human elements (faces, quotes, stories)
7. The copy leverages cognitive biases in subtle ways when relevant (loss aversion, urgency, etc.)
8. The page provides compelling calls to action that are specific to the service, rather than generic to every website.

Here are the ratings...

1. **Header Clarity**:

   - Rating: 4

   - The header clearly indicates the page's topic, "Veterinary Services," with a brief and clear statement, "Complete Veterinary Services to Zoos & Aquariums." It directly informs the visitor about the focus, though a slight refinement could make it even more compelling.

2. **Copy Answering Questions & Addressing Objections**:

   - Rating: 3

   - The copy answers the visitor's basic questions about the services provided, such as "consultant veterinary advisory services" and "zoos and aquatic animal care." However, there's room to provide more persuasive language, such as emphasizing the outcomes or benefits of these services to address objections or hesitations.

3. **Message Alignment with Persona's Information Needs**:

   - Rating: 4

   - The copy is targeted toward a very specific audience—zoo and aquarium managers. It addresses the key concerns such as animal care, disease research, and hospital design. However, more personalized content (like pain points) could increase the alignment.

4. **Supportive Evidence (Testimonials, Case Studies, etc.)**:

   - Rating: 2

   - While images of the services being performed are compelling, there's a lack of specific testimonials, case studies, or tangible results to support the claims. Including customer

Let's try another...

Job title, industry, location, role

Hopes, fears, triggers, decision criteria

Build me a persona of Building Engineer / Facilities Manager at commercial real estate company with responsibility over building systems across a multi-site operation. This person is looking for help with large HVAC system planning and is researching air handlers.

List their hopes/dreams, fears/concerns, emotional triggers and decision criteria for hiring/contacting a potential partner/provider.

Decision Criteria

- Proven experience with multi-site commercial buildings, especially ones of similar age and layout

- A planning-first approach — someone who can help him think 3–5 years out, not just pitch product

- Compatibility with current infrastructure (ductwork, BMS, electrical load)

- Transparent pricing and total cost of ownership

- Strong technical support and service after install

- References or case studies from comparable projects

- Fast access to replacement parts and repair help if something goes wrong

TRANE®

AIR HANDLERS, TERMINAL DEVICES, VAV AND FAN COILS

Air Handling Solutions

From basic comfort cooling to a custom-designed part of a sophisticated HVAC system.

State of the art features

Incorporating the right airside products into a HVAC air handling system is a critical part of creating world-class performance. By helping you select the right air handling system, Trane can help address indoor air quality issues such as temperature and humidity, ventilation, mold, bacteria, other particulate matter, and noise.

Efficient   **Comprehensive**   **Serviceable**
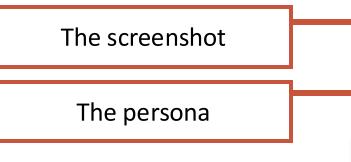
Offer: Air Handling Equipment
Target audience: HVAC professionals

The screenshot

The persona

Persona alignment prompt

Trane Web Persona.pdf
PDF

You are a conversion optimization expert. Evaluate this webpage from the perspective of a specific persona to identify how well it aligns. Use this structured process:

Step 1: Create a "Persona Alignment Table" comparing the persona's needs to the page content. For each row: • List the persona's needs or emotional trigger, • Score how the page addresses it (1 = not at all, 5 = fully), • A short comment explaining the score. Format: | Persona Need or Emotional Trigger | Rating (0–5) | Homepage Evidence & Comments | Suggestions for Improvement |

Step 2: Create a "Color-Coded Heatmap Matrix" translating the ratings into a table with color indicators: 🔴 = Low alignment (1–2), 🟠 = Moderate alignment (3), 🟢 = Strong alignment (4–5)

Step 3: Create a "List of Missed Opportunities" showing where the page fails at persona alignment. For each, include: • What's missing, • What to add, • Example copy, layout idea, or CTA that could fix it. Format: | Missed Opportunity | What's Missing | Recommendation | Example Copy or CTA |

Step 2: Color-Coded Heatmap Matrix

Persona Needs	Alignment
Reliability	🟠
Efficiency	🔴
Customizability / Retrofit Support	🟢
BAS Integration	🔴
Technical Support & Training	🔴
Installation Speed & Ease	🟠
Monitoring / Control	🟠
Vendor Credibility	🔴
Downtime / Continuity	🔴
Ease of Use	🔴

Unmet information needs

Step 3: List of Missed Opportunities

Missed Opportunity	What's Missing	Recommendation	Example Copy or CTA
Social Proof & Trust	No testimonials, client logos, or case studies.	Add a visual row of logos or a scrolling testimonial section.	"Trusted by over 200 hospitals, schools, and commercial buildings nationwide."
BAS Integration Info	No mention of protocols or supported platforms.	Add specs or integration options (e.g. BACnet, LonW...)	"Compatible with all major BAS ... – download our ... guide."
Service Availability Clarity	No service maps or technician support structure mentioned.	Add a "Nationwide Support" map and phone/chat options.	"Get 24/7 support from our local technicians. Find your nearest service rep."
Performance Metrics	No uptime, install speed, or energy savings data.	Add a performance comparison chart or downloadable datasheet.	"See how we reduce downtime by 35% – View System Comparison"
Training Resources	Only implied, not promoted.	Add a dedicated Training section with documentation, schedules, and online demos.	"Access user manuals, video walkthroughs, and technician training here."
Interface	Vague references to simplicity.	Add visuals of the dashboard,	"Preview our intuitive monitoring

Specific gaps

How to fill them

Detailed content helps visitors decide

...and helps AI guide the right visitors to you.

What about AI search?

Is Google itself disrupted?

Search Engines	Generative AI / LLMs
Queries & Keywords	Prompt
Deterministic	**Probabilistic**
Do you rank?	*Were you mentioned?*

When do we use search engines? When do we use AI?

Statement	Search Engine (like Google)	AI Chat tool (like ChatGPT)
Get a quick answer, fact or definition (e.g., "What is the capital of France?")	77%	23%
Find companies or local businesses (e.g., Plumbers near me")	74%	26%
Get recommendations or reviews (e.g., "Best laptops for gaming")	69%	31%
Plan a vacation (e.g., "Best beaches in Mexico")	66%	34%
Find medical information (e.g., "What are the symptoms of the flu?")	65%	35%
Understand why something works (e.g., "Why is the sky blue?")	61%	39%
Get step-by-step instructions (e.g., "How do I change a tire?")	60%	40%

n=1040

QuestionPro · orbitmedia.com

source

Orbit Media Studios | Conversion-First SEO
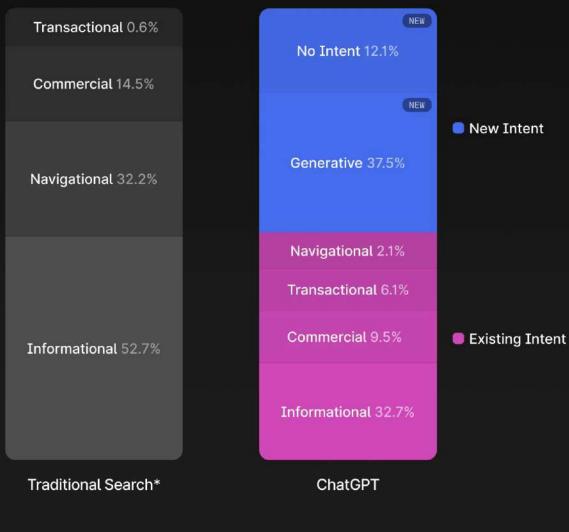
37.5% of ChatGPT Conversations Are Generative

SEARCH INTENT FOR CHATGPT PROMPTS

Traditional Search*
- Transactional 0.6%
- Commercial 14.5%
- Navigational 32.2%
- Informational 52.7%

ChatGPT
- No Intent 12.1% *NEW*
- Generative 37.5% *NEW*
- Navigational 2.1%
- Transactional 6.1%
- Commercial 9.5%
- Informational 32.7%

■ New Intent

■ Existing Intent

Profound

*TRADITIONAL SEARCH SOURCE: S SPARKTORO

source
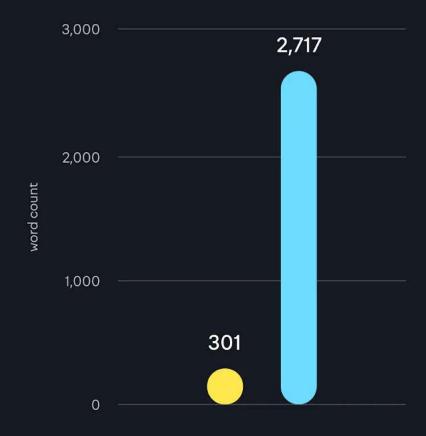
Length of ChatGPT Prompts

SearchGPT On
SearchGPT Off

Average Length

25

23

20

15

word count

10

5

4.2

0

Maximum Length

3,000

2,717

2,000

word count

1,000

301

0

semrush.com / US clickstream data from October and November 2024

SEMRUSH

AI Chatbot traffic is more engaged

Data source: Similarweb

■ Avg session duration (min)　■ Avg non-bounced pageviews

	Copilot	Perplexity	ChatGPT	Gemini	Google Search
Avg session duration (min)	11.6	10.3	10.3	9.3	8.1
Avg non-bounced pageviews	13.6	13.0	11.7	11.4	11.8

source: Kevin Indig

Session source / medium ▾ +	↓ Sessions	Engagement rate	Session key event rate contact_lead ▾	Key events contact_lead ▾
Total	31,985 100% of total	45.08% Avg 0%	0.57% Avg 0%	202.00 40.48% of total
1 (direct) / (none)	14,646 (45.79%)	41.83%	0.51%	87.00 (43.07%)
2 google / organic	12,582 (39.34%)	49.78%	0.62%	83.00 (41.09%)
3 linkedin.com / referral			0.14%	1.00 (0.5%)
4 bing / organic				2.00 (0.99%)
5 chatgpt.com / referral	485 (1.52%)			6.00 (2.97%)
6 clutch.co / referral	383 (1.2%)	72.58%	1.83%	7.00 (3.47%)
7 youtube / social	375 (1.17%)	40.27%	0.27%	1.00 (0.5%)
8 us02web.zoom.us / referral	209 (0.65%)	37.8%	0%	0.00 (0%)
9 mail.google.com / referral	205 (0.64%)	68.78%	0%	0.00 (0%)

Conversion rates from AI are 2x higher than search

But the overall numbers are very low

Factors that correlate with brand appearance in AI overviews

Based on a study of ~75K brands.
Source: Ahrefs Brand Radar and Ahrefs Site Explorer.

Branded web mentions is the #1 correlation

Factors	Spearman correlation
Branded web mentions	0.664
Branded anchors	0.527
Branded search volume	0.392
DR	0.326
Number of ref. domains	0.295
Branded traffic	0.274
Number of backlinks	0.218
Ad traffic	0.216
Ad cost	0.215
URL rating	0.18
Number of site pages	0.17

source

Let's optimize for AI mentions!

Winning new brand mentions

Community and content

Orbit Media Studios

Ali Donaldson
Jun 16, 2025

Question from an Inc. reporter: How are you approaching SEO for GenAI? What strategies are you implementing to ensure your company shows up in the answers GenAI dishes out?

4 members have answered

Actively networking in a community. Journalist asks a question...

Jump in with an answer!

👍 1 +

Explore More Posts
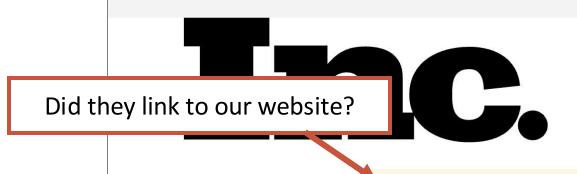
Monday morning question: As we approach the midway point of the year, how has your company's planning panned out? What is one thing that...

Hi all, what is your biggest question about how to manage cash flow as your company scales?

Has anyone used AI or an AI tool for sentiment analysis for testimonials. We are coming up to 50K and I want to categorize them for sentiment and be...

Did they link to our website?

The piece is live!

Brand mention, co-occurring with relevant industry terms

GROW

5 Ways Entrepreneurs Are Rethinking SEO Amid the Rise of GenAI

ChatGPT and Claude may have eaten up search volume, but there are productive ways to stay ahead of the evolving tech.

BY ALI DONALDSON, STAFF REPORTER @ALICDONALDSON

JUN 18, 2025

SHARE

inc.com/profile/orbit-media-studios

Inc.
Company Profile

Orbit Media Studios

Award-winning web design and development company based in Chicago building websites developing projects in virtually every industry.

in ⓕ 𝕏

COMPANY INFORMATION

Industry	Business Products & Services
Location	Chicago, Illinois
Leadership	Todd Gettelfinger
Year Founded	2001
Company Size	11-50 employees
Website	http://orbitmedia.com
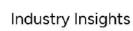
No, it links to our business profile

…but brand mentions, not links, are what drives AI visibility

Improving existing brand mentions

A little outreach, a little editing

Orbit Media Studios

This means traditional SEO content must be optimized more for a qualified and informed user, as AIOs are already meeting them in the initial phases of the journey.

7. Brand mentions as the new currency

The traditional focus on link building as the primary off-page signal is slowly shifting to brand mentions. **Andy Crestodina**, Chief Marketing Officer of Orbit Media Studios, a believes that AIO is prompting marketers to think of brand mentions instead of links. "It is making us think about having a bigger digital footprint and inclusion in all of the directories. Press releases matter more now. Content marketing still matte   ," he highlights.

> Brand is mentioned, but there are no nearby industry terms

AI models learn abou   rand mentioned more frequently can be a major way to train AI on your expertise and relevance.

The new mandate: From ranking to influencing

The immediate opportunity in search marketing is what I call "conversation capture."

Thank you!

Andy requests updates to a published article

Me ⩗

I see that the article is live. It looks great!

Would it be possible to make a minor update to this? If you added the text "web development company" next to Orbit Media (good for GEO) or linked my name to my speaker bio instead of LinkedIn (good for SEO) I'd be very grateful.

It's fitting because the article is all about visibility! In any case, it's not that big a deal. If this is a headache, don't worry about it. I'm just grateful to have collaborated!

Anything you need, anytime, just say the word.

...

Quick, polite request

This means traditional SEO content must be optimized more for a qualified and informed user, as AIOs are already meeting them in the initial phases of the journey.

7. Brand mentions as the new currency
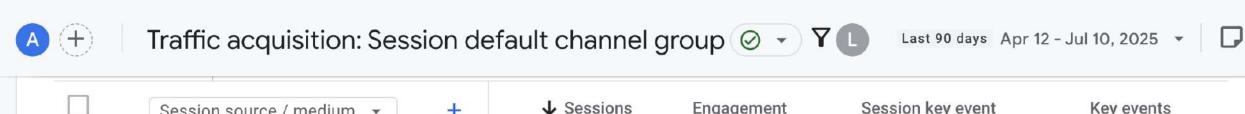
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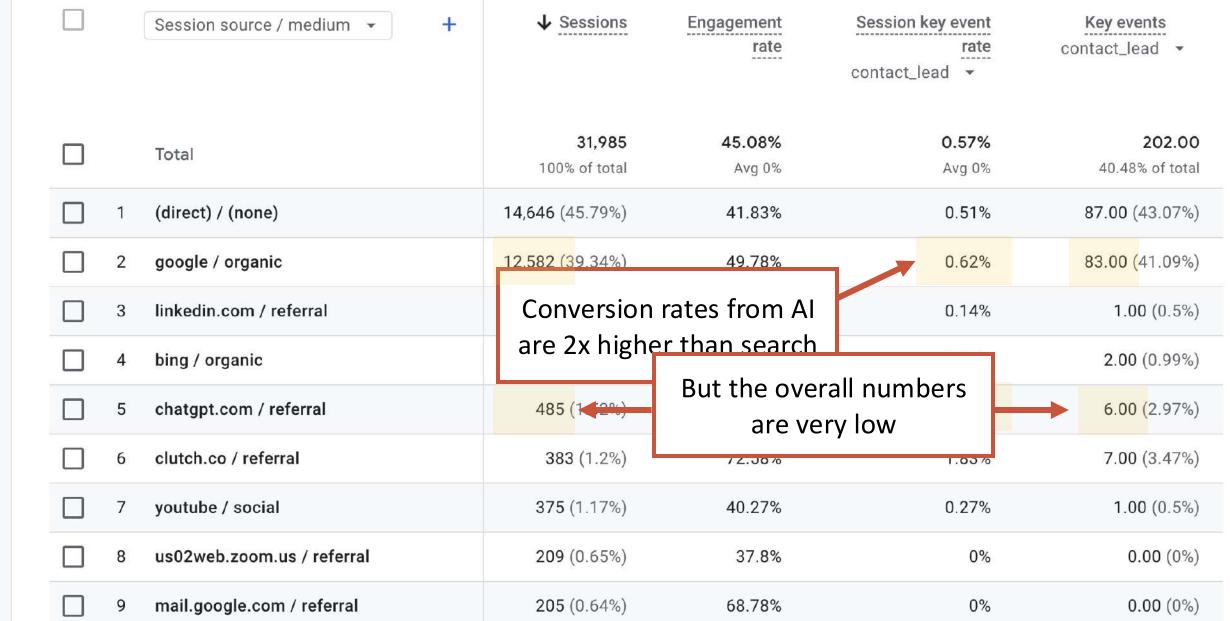
Now this can help train the AI!

AI models learn about the world through language. So, having your brand mentioned more frequently can be a major way to train AI on your expertise and relevance.

How to track traffic from AI

Create a GA4 exploration

	Session source / medium ▾ +	↓ Sessions	Engagement rate	Session key event rate contact_lead ▾	Key events contact_lead ▾
⬜	Total	31,985 100% of total	45.08% Avg 0%	0.57% Avg 0%	202.00 40.48% of total
⬜ 1	(direct) / (none)	14,646 (45.79%)	41.83%	0.51%	87.00 (43.07%)
⬜ 2	google / organic	12,582 (39.34%)	49.78%	0.62%	83.00 (41.09%)
⬜ 3	linkedin.com / referral			0.14%	1.00 (0.5%)
⬜ 4	bing / organic				2.00 (0.99%)
⬜ 5	chatgpt.com / referral	485 (1.52%)			6.00 (2.97%)
⬜ 6	clutch.co / referral	383 (1.2%)	72.58%	1.83%	7.00 (3.47%)
⬜ 7	youtube / social	375 (1.17%)	40.27%	0.27%	1.00 (0.5%)
⬜ 8	us02web.zoom.us / referral	209 (0.65%)	37.8%	0%	0.00 (0%)
⬜ 9	mail.google.com / referral	205 (0.64%)	68.78%	0%	0.00 (0%)

Conversion rates from AI are 2x higher than search

But the overall numbers are very low

`^https:\/\/(www\.meta\.ai|www\.perplexity\.ai|chat\.openai\.com|claude\.ai|chat\.mistral\.ai|gemini\.google\.com|bard\.google\.com|chatgpt\.com|copilot\.microsoft\.com)(\/.*)?$`

ROWS

⋮⋮ Landing page + query string

＋ Drop or select dimension

START ROW

1

SHOW ROWS

25 ▼

NESTED ROWS

No ▼

COLUMNS

⋮⋮ Page referrer

＋ Drop or select dimension

START COLUMN GROUP

1

SHOW COLUMN GROUPS

5 ▼

VALUES

⋮⋮ Sessions

＋ Drop or select metric

T ✏️ Landing Pages ▼ ＋   ↩ ↪ ⬇ 👤+ ✅ ▼

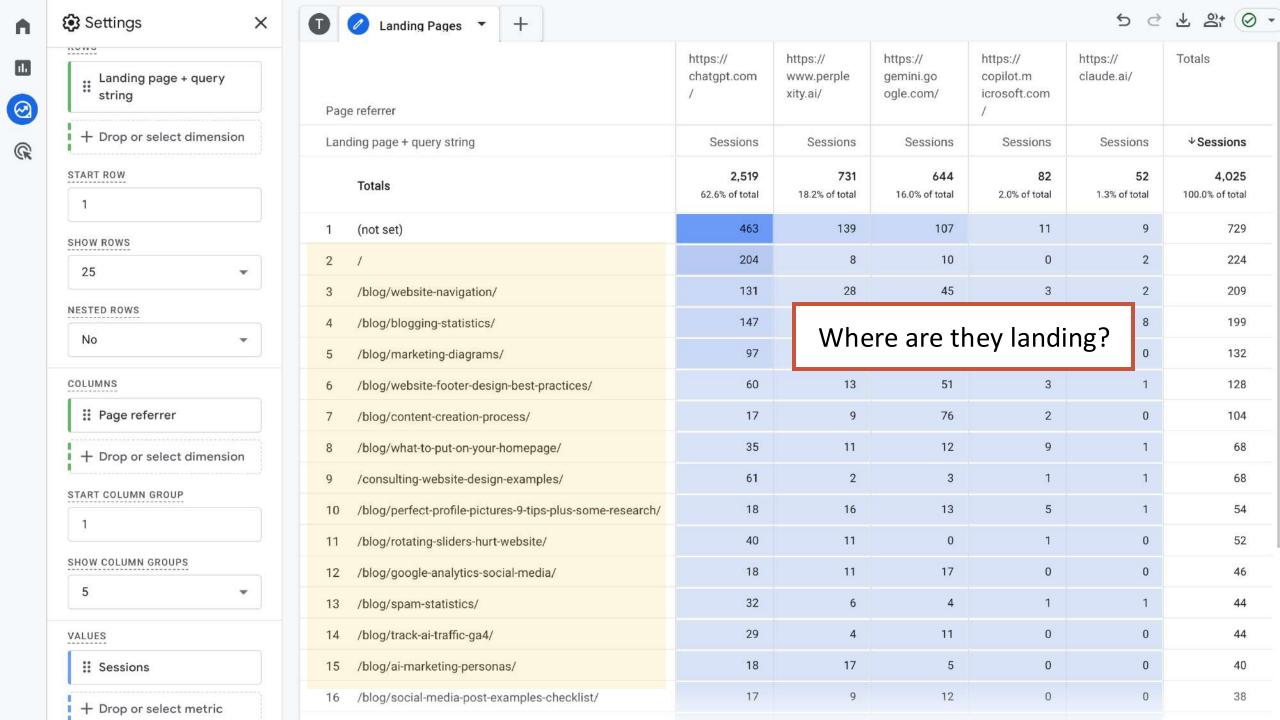|	Page referrer	https://chatgpt.com/	https://www.perplexity.ai/	https://gemini.google.com/	https://copilot.microsoft.com/	https://claude.ai/	Totals
	Landing page + query string	Sessions	Sessions	Sessions	Sessions	Sessions	↓Sessions
	Totals	2,519 62.6% of total	731 18.2% of total	644 16.0% of total	82 2.0% of total	52 1.3% of total	4,025 100.0% of total
1	(not set)	463	139	107	11	9	729
2	/	204	8	10	0	2	224
3	/blog/website-navigation/	131	28	45	3	2	209
4	/blog/blogging-statistics/	147				8	199
5	/blog/marketing-diagrams/	97				0	132
6	/blog/website-footer-design-best-practices/	60	13	51	3	1	128
7	/blog/content-creation-process/	17	9	76	2	0	104
8	/blog/what-to-put-on-your-homepage/	35	11	12	9	1	68
9	/consulting-website-design-examples/	61	2	3	1	1	68
10	/blog/perfect-profile-pictures-9-tips-plus-some-research/	18	16	13	5	1	54
11	/blog/rotating-sliders-hurt-website/	40	11	0	1	0	52
12	/blog/google-analytics-social-media/	18	11	17	0	0	46
13	/blog/spam-statistics/	32	6	4	1	1	44
14	/blog/track-ai-traffic-ga4/	29	4	11	0	0	44
15	/blog/ai-marketing-personas/	18	17	5	0	0	40
16	/blog/social-media-post-examples-checklist/	17	9	12	0	0	38

Where are they landing?

How to get AI to mention your brand*

...kind | ...kinda like social media

1. Make sure AI can crawl your site

Be a "T-Shaped" marketer

...or maybe that's not enough

Strategy	Content	Email	Social	SEO	PPC	Video	Influencers	Workflows	Conversion	Automation	Analytics

Wide breadth of knowledge across many areas of marketing

Strategy	Content	Email	Social	SEO	PPC	Video	Influencers	Workflows	Conversion	Automation	Analytics

Keyword Research

On-page SEO

Link Building

Technical SEO

Deep knowledge and experience in one specialty

Local SEO

Site Architecture

UX / E-A-T

Rank / Traffic Analysis

What else should you specialize in??

Strategy	Content	Email	Social	SEO	PPC	Video	Influencers	Workflows	Conversion	Automation	Analytics

SEO		Conversion
Keyword Research	⟷	User Research
On-page SEO	⟷	Conversion Copywriting
Link Building		Cognitive Biases
Technical SEO		Calls to Action
Local SEO		A/B Testing
Site Architecture	⟷	User Flow
UX / E-A-T	⟷	Supportive Evidence
Rank / Traffic Analysis	⟷	Conversion Analysis

Thank you.

Reach out anytime.

Andy Crestodina

Co-founder / CMO

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