

Directive,

AI OVERVIEWS AND LLM SEARCH

# How to Stay Visible in the New Search Era

Presented by Directive | May 29, 2025

## EXECUTIVE SUMMARY

Google's launch of AI Overviews and the increasing use of large language models (LLMs) like ChatGPT are changing how users discover information. As a result, traditional SEO and content strategies are becoming less reliable. This session covered how Directive is addressing those shifts in real time by updating our approach to content strategy, reporting, and brand visibility.



# 01

## Search Behavior is Changing

AI Overviews are replacing traditional search listings for top-of-funnel informational queries. In many cases, Google now displays a summary directly in the search results that pulls information from multiple sources, preventing the need for a user to click.

This has made bottom-of-funnel and mid-funnel queries more valuable. These queries still require users to explore in more detail, which increases the likelihood of a site visit or conversion. Total traffic may remain flat or decline slightly, but the quality of traffic improves.

### The Problem With TOFU

Ranking in top-funnel AIO queries isn't driving meaningful results because of:

- High bounce rates
- Low CTR
- Low quality leads

### Pivoting to BOFU

- Identifying content gaps in LLM competitor citations to drive visibility
- Ranking in product-focused AIO queries will drive LLM visibility (and meaningful traffic)

# 02

## New Tools for Reporting on Visibility

To accurately assess performance in this new environment, Directive has expanded its reporting stack. Our focus is on visibility, influence, and outcomes rather than clicks and keyword rankings alone.

Key elements of our updated reporting stack include:

- Custom Looker dashboards that track AI citations and brand presence
- Tools like Scrunch and Profound that compare brand mentions across AI-generated summaries
- SEMrush and GA4 used as directional indicators, not as definitive metrics

Volatility in these platforms is expected. We help clients interpret data with context and align reporting with business impact rather than raw traffic numbers.

# 03

## Evolving Content Strategy for AIOs

Directive now incorporates AI Overview analysis into every stage of the content development process. We no longer rely on monthly search volume as a primary input for topic selection.

Instead, we:

- Add a dedicated AI Overview section in every content brief that documents what Google currently shows, how it's formatted, and where opportunities exist
- Use a weighted scoring model to prioritize topics based on difficulty, CPC, funnel intent, and AI citation potential
- Align content calendars with AI presence by identifying which themes repeatedly appear in AI Overviews

# 04

## LLMs Are Reshaping Visibility and Demand

LLMs like ChatGPT and Perplexity are now influencing brand perception and buying behavior, even when they do not drive traffic directly to websites. These tools summarize product recommendations, surface reviews, and cite thought leadership – all before a user visits your domain.

Clients are seeing:

- More branded search and referral traffic from LLMs
- Faster decision-making by buyers who complete research through AI platforms
- Increased importance of third-party authority, technical SEO, and off-page signals

LLMs are now part of the demand generation ecosystem. Brands that are not present in this layer risk becoming invisible to potential buyers.

# 05

## Aligning Internal Expectations and Strategy

Many legacy KPIs, such as keyword-specific search volume, are no longer effective on their own. Directive is guiding marketing leaders and their stakeholders to shift toward more holistic performance metrics that reflect the real impact of AI-influenced search.

We recommend evaluating:

- Content topics based on total opportunity, not just one version of a keyword
- Reporting that reflects AI-driven presence and citations
- Adjusted benchmarks for measuring awareness and demand across platforms

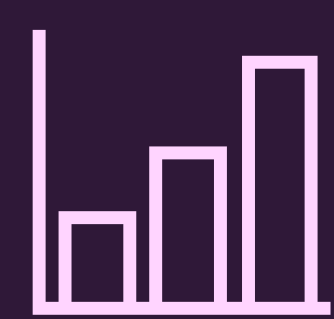
We shared anonymized client examples, such as the Revamp Audit for ServiceChannel, to illustrate how this looks in practice.

TAKE ACTION

# Implement What We Covered

Directive clients are now using our AI Visibility Performance Dashboard to track real-time shifts in visibility across AI search ecosystems. This is a tool your team can start using immediately to improve strategy and reporting.

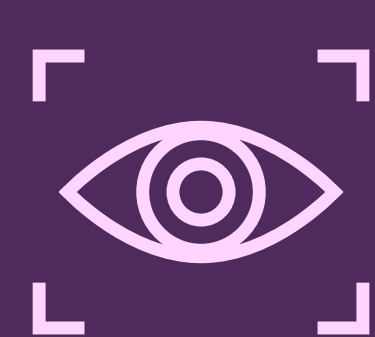
**As a live attendee, you are eligible for a complimentary AIO + LLM Audit.** This is a full strategic analysis that includes:



Market visibility benchmarking



Content gap and opportunity analysis



LLM and AI Overview citation tracking



Custom recommendations for improving search influence and demand generation

Estimated value: \$10,000—available at no cost to attendees.

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