

Directive,

From AIOs to LLMs: How B2B Teams Must  
Evolve **Search Strategy and Reporting for  
the AI Era**

Thursday, May 29, 2025, 1 PM EST

# Meet Your AI Search Panelists



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**Content Strategist**  
Stuart Kinsey

# What's Working & What We've Found

This is top of mind for our clients. In our experiences with B2B SaaS clients thus far, we've observed the following:

## 1.

### 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

## 2.

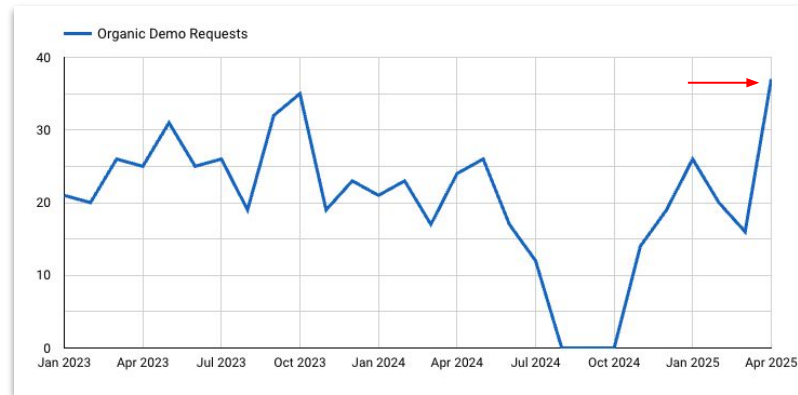
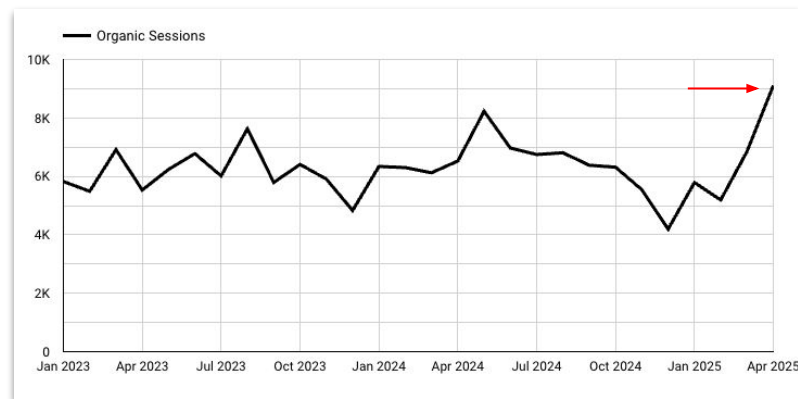
### Pivoting to BOFU



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

# Client Examples - TOFU Performance

Top Resource Pages					
	Page path	New users	% Δ	Sessions	% Δ
1.	/i/c	299	124.8% ↑	374	117.4% ↑
2.	/i/c	209	5.6% ↑	313	7.6% ↑
3.	/i/c	206	116.8% ↑	247	111.1% ↑
4.	/i/c	203	78.1% ↑	306	72.9% ↑
5.	/i/c	180	-0.6% ↓	259	-2.3% ↓
6.	/i/c	173	1,630.0% ↑	203	1,930.0%...
7.	/i/c	171	61.3% ↑	221	53.5% ↑
8.	/i/c	117	30.0% ↑	163	22.6% ↑
9.	/i/c	85	1,600.0% ↑	106	1,414.3%...
10.	/i/c	29	866.7% ↑	35	288.9% ↑
11.	/i/c	25	-	36	1,700.0%...
<b>Grand total</b>		<b>1,700</b>	<b>81.2% ↑</b>	<b>2,167</b>	<b>72.3% ↑</b>

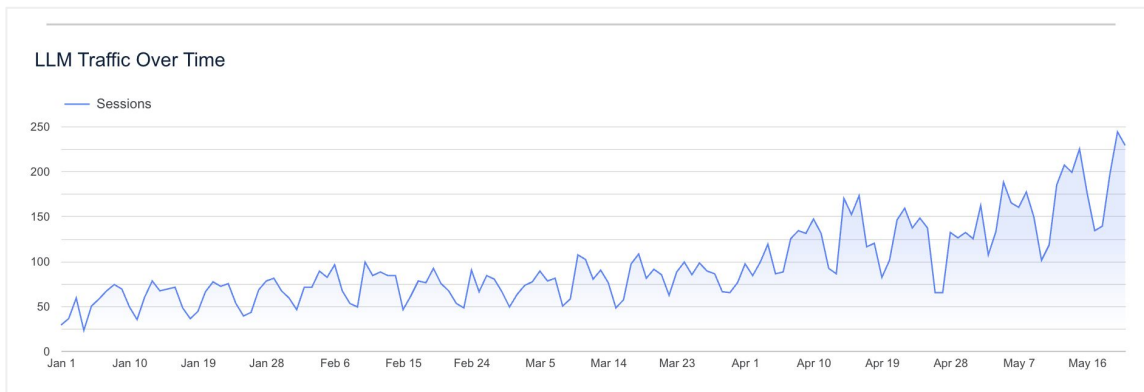


Strong TOFU Performance for valuable how-to/guided content, even for AIO terms

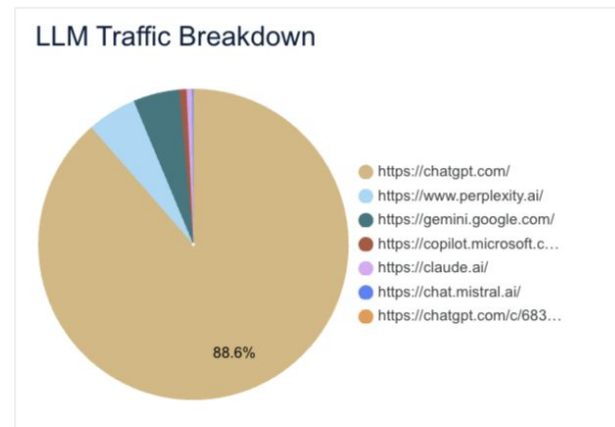
TOFU content led to all-time highs in demo requests and traffic

# Client Examples - Citation Gap Analysis

Optimizing around where our competitors are winning has historically been a winning strategy, the emergence of AI has not changed this and we can continue to control the narrative.

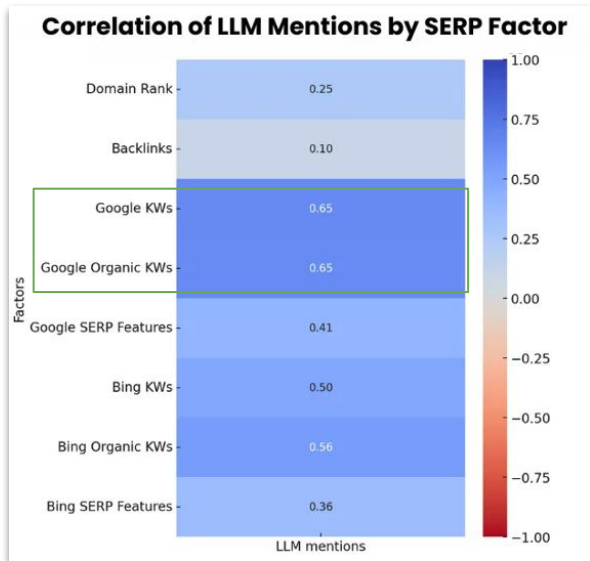


Massive LLM referral traffic growth within the last few weeks



Primary driver is ChatGPT, our priority platform and the one we focused on for this initiative.

# Improving search presence through BOFU SEO Articles will increase LLM visibility



A recent [study](#) showed that there is a **high correlation between Google KW ranking and visible presence in LLMs.**

**What this means:** In order to rank in ChatGPT, you need to show up in bottom-funnel, product-focused AI overviews

**How?** Creating and getting featured on “X Best” posts

**Our thesis:**

**Rank in Listicles → Rank in AIO → Rank in LLMs**

# Non-Client Example - BOFU Visibility in the Hiring Industry

Here's an example of this in practice:

1. Greenhouse is ranking in third-party listicles for “Best Applicant Tracking Systems”
2. Greenhouse then shows up on AI Overviews for “Applicant Tracking Systems”
3. This visibility propels Greenhouse to ranking #1 in multiple LLMs for “Best Applicant Tracking System”

### Best Applicant Tracking Systems for Small Businesses

- [Workable](#) – Best applicant tracking software for flexibility
- [Greenhouse](#) – High-end option for multi-national organizations
- [AvaHR](#) – Well-designed applicant tracking system for mid-market orgs
- [Zoho Recruit](#) – Free applicant tracking platform with Google integration
- [Recruit CRM](#) – Top choice for staffing and recruitment agencies

### Applicant tracking

From sources across the web

Lever	Workable	BambooHR
ClearCompany	Greenhouse	iCIMS
JazzHR	Jobvite	Recruit CRM

8 more

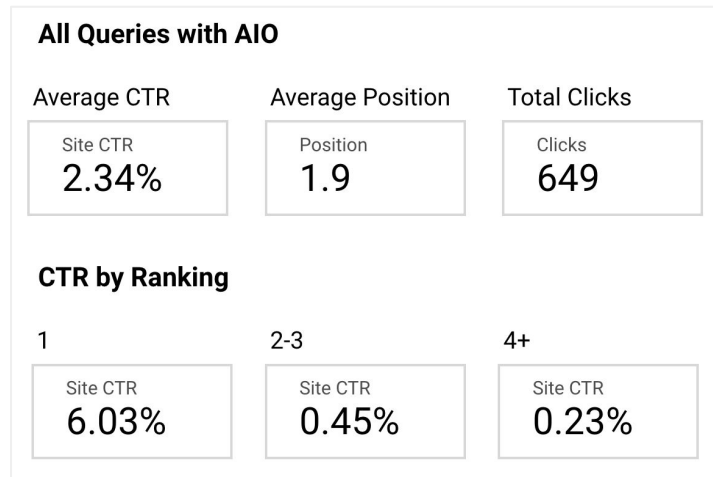
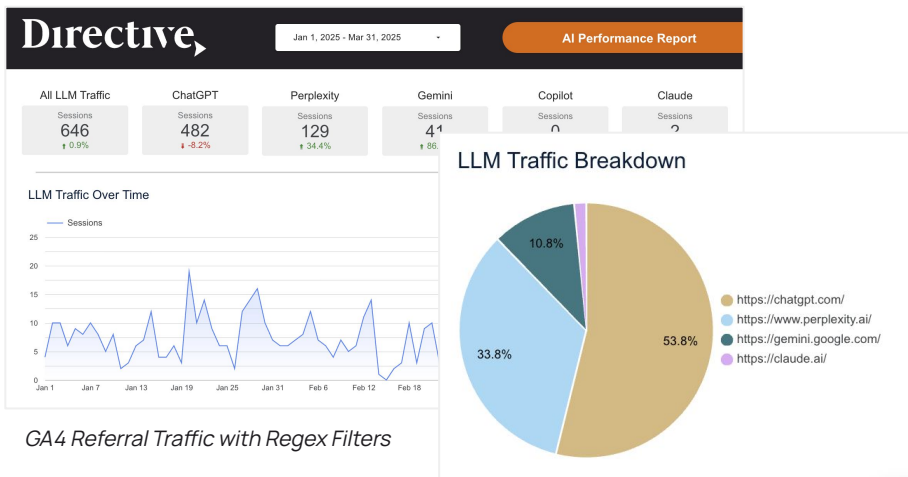
Ranking	Product	OpenAI Ranking	Anthropic Ranking	Perplexity Ranking
#1	Greenhouse	1st	1st	1st
#2	iCIMS	4th	5th	3rd
#3	BambooHR	3rd	8th	2nd
#4	Lever	5th	2nd	-
#5	Workable	2nd	-	6th

# Reporting Evolution

**With AI Search still in its infancy and LLMs not yet fully sharing data, reporting visibility has been a challenge but one we've overcome - and will continue to evolve:**

- Why is reporting on AIOs/LLMs such a challenge?
  - Prompt / query volatility
  - Merging data and insights from multiple sources
- Our Tech Stack winners
  - GA4 / GSC + Looker Dashboards
  - SEMrush Project Data
  - Scrunch AI + Profound
- What to look for in reporting:
  - Conversion volume stability or growth and CVR velocity
  - Traffic vs. Impressions vs. CV
  - AIO Visibility for core queries vs. competitors

# Reporting Examples

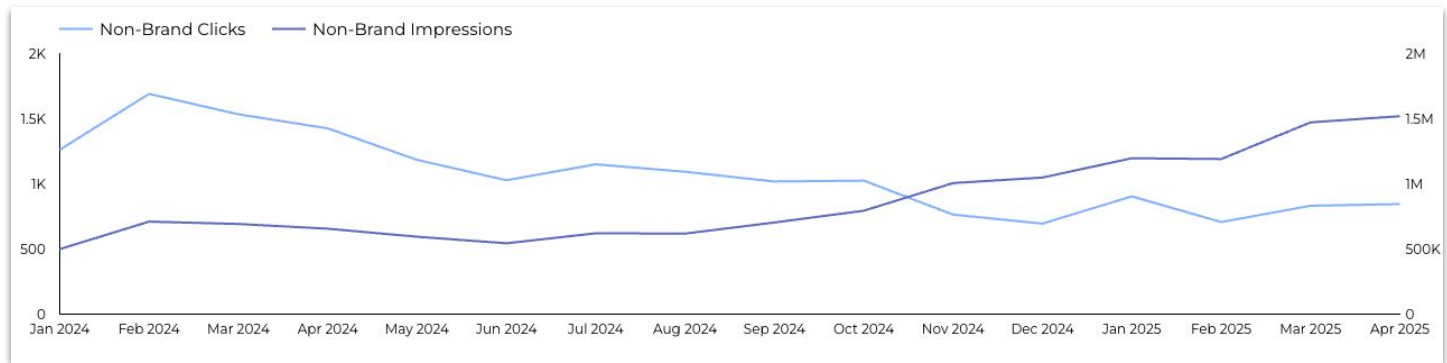


Semrush Blended with Google Search Console Data

ALL	ChatGPT	Claude	Google Gemini	DeepSeek	Overall
<b>Competitor Avg. Visibility</b>	62.22%	68.89%	11.11%	9.84%	10.51%
<b>Client Visibility</b>	46.67%	60.00%	6.67%	4.92%	7.69%
<b>Difference</b>	-15.56%	-8.89%	-4.44%	-4.92%	-2.82%

Report generated through API based LLM queries

# Client Examples - Conversion Increases



*Despite decreases in non-brand clickthrough rate, rising impressions/visibility led to increases in conversion rates and down-funnel metrics*

**33/24**

SQL Actuals vs. Goal

**138% of Goal**

**+\$400k**

SQL Pipeline Revenue QoQ

**+9%**

Product Page Sessions QoQ

# FAQs from B2B SaaS Clients

We have heard it all - but if our clients are asking these questions, we imagine they're on your mind, too. Here are some of our most commonly asked questions about AI search (and how we're addressing them):

- **If MSV is too narrow a focus in keyword research, what DOES matter?**
  - Topic Scoring & Prioritization Audits
- **Is ChatGPT taking over Google's search market share in search?**
  - Evolved our best practices and prioritizing impartial content
  - Importance of Digital PR strategy
- **How does AI strategy fit into your overall SEO strategy?**
  - Branding, first-party data collection, offsite tactics
  - Realigning expectations around results and reporting
- **Is the rise of AIO and LLMs a threat to organic traffic?**
- **What if my ICP/industry doesn't use ChatGPT that much?**

# Example: Content Prioritization

## Traditional Consideration Factors:

- Search volume
- Keyword difficulty
- Cost-per-click

## New Additional Considerations:

- Traffic to top-ranking competitors
- Ranking in AIO, and whether it will drive meaningful traffic
- Search gain (How much upside do you stand to gain from revamping?)
- Priority score (How much does this topic make sense for your product/bottom line?)

Address	Current Rank	AIO?	GA Sessions (All Traffic)	GSC Clicks	GSC Impressions	Priority Score (Rank)	Priority Score (AIO)	Priority Score (Search Gain)	Opportunity Score
https://client.com/blog/electrical-preventive-m	5	Yes	2458	3022	188216	2	2	1.5	5,365.5
https://client.com/blog/what-is-the-difference-b	9	Yes	246	469	116728	3	2	2.0	3,437.7
https://client.com/blog/a/c-conditions-mainten	4	Yes	1471	1357	211326	2	2	1.0	1,710.0
https://client.com/blog/guide-to-hvac-preventiv	10	Yes	142	118	150578	3	2	1.5	1,454.4
https://client.com/glossary/vendor-code/	100	Yes	2032	2771	142739	1	2	0.5	1,119.0
https://client.com/blog/circuit-breaker-mainten	11	Yes	1539	2481	109811	2	2	0.5	846.5
https://client.com/blog/becoming-a-maintenan	10	Yes	1189	1976	266330	3	2	0.5	799.8
https://client.com/glossary/vendor-form/	100	Yes	529	654	69063	1	2	1.5	773.2
https://client.com/blog/becoming-a-maintenan	6	Yes	2959	5167	535003	1	2	0.5	713.1
https://client.com/blog/becoming-a-maintenan	6	Yes	1028	1568	132969	3	2	0.5	712.1
https://client.com/blog/5-biggest-risk-manager	7	Yes	383	655	31633	3	2	0.5	666.4
https://client.com/blog/hvac-maintenance-che	13	Yes	513	600	80378	2	2	2.0	660.7
https://client.com/blog/checklist-for-preventive	4	Yes	239	369	514961	2	2	2.0	431.8
https://client.com/blog/hard-and-soft-services-	4	No	861	757	184417	2	1	0.5	430.5
https://client.com/glossary/vendor-credit/	100	Yes	348	436	47632	1	2	2.0	418.8
https://client.com/blog/generator-maintenance	18	Yes	551	954	74562	2	2	1.0	403.5
https://client.com/blog/benefits-of-preventive-r	15	Yes	320	503	161715	2	2	1.0	396.0
https://client.com/blog/commercial-energy-auc	11	No	147	243	127830	2	1	2.0	387.7
https://client.com/blog/what-is-healthcare-ope	5	Yes	287	555	68573	2	2	2.0	344.4
https://client.com/blog/4-applications-ai-facilit	5	No	829	1435	48873	2	1	0.5	335.3
https://client.com/blog/how-to-create-a-preven	16	Yes	725	170	108392	2	2	0.5	319.0
https://client.com/blog/asset-lifecycle-manage	4	Yes	126	212	164761	2	2	0.5	318.1
https://client.com/blog/building-a-preventive-m	11	Yes	88	126	120867	2	2	1.5	313.6

[Link to Content Audit](#)

**The Result? A priority score to help identify opportunities at scale.**

# Hot Takes & Hot Tips 🔥

Here at Directive, we love a “*Hot Take*” - here’s what’s on our minds based on what we’ve observed in our research and in our experiences:



## Hot Take

Formula won't change for AIOs vs. Position 1 SERP

## Hot Tip

Pipeline impact should be your biggest focus



## Hot Take

Reddit success won't last forever

## Hot Tip

Survey your customer base to mine data and tell unique stories



## Hot Take

Organic traffic is a vanity metric

## Hot Tip

Rely on your salesforce for content ideation and customer research



## Hot Take

Simply copying top results is not a winning strategy

## Hot Tip

Look to stand out in search results, not fit in



## Hot Take

Impressions are the new first touch

## Hot Tip

If you're not in AIO for product queries, you're not just missing traffic. You're missing the conversation entirely.



## Hot Take

Google will monetize AI Overviews

## Hot Tip

The best way to combat this is to build AI visibility starting now

# Understanding Your AI Search Visibility

## **Build your own AI Performance Report (*Reference the 'Get Started' PDF sent via email*)**

This report will allow you to see session growth across core LLMs including ChatGPT, Perplexity, Gemini, Copilot and Claud. This report can also highlight:

- LLM Traffic Over Time + Breakdowns per LLM
- LLM Views / Organic Views per Session
- LLM Engagement
- Referral CVR
- Organic CVR
- Landing Page performance per LLM

[Make your own copy and connect your own data points](#) (See instructional PDF)

Need help? Reach out to [smeier@directiveconsulting.com](mailto:smeier@directiveconsulting.com) for assistance building your dashboard - we've got you!

# Understanding Your AI Search Visibility

## Claim your free AI Visibility Audit (valued at \$10,000)

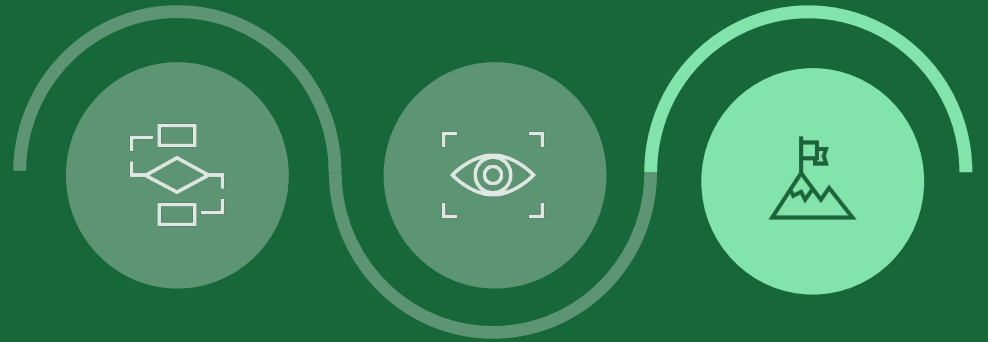
With this custom audit, the Directive team will take a deep dive into your brand's visibility across core LLMs and also AIOs for specific keywords, prompts and queries. We'll compare your visibility with your top 3 competitors and share our findings along with strategic recommendations for how to improve your visibility for these queries.

What we'll need to perform this audit:

- Access to GA4/GSC for [analytics@directiveconsulting.com](mailto:analytics@directiveconsulting.com)
- Access to an existing SEMrush project -or- a list of your priority keywords
- List of top 3 competitors
- Optional: the prompts / queries you'd like included in the audit

AI Strategy Resources

# Appendix & Expanded Learnings



# How We Win at Optimizing for AI

## Our Tactics:

### Content Strategy & Keyword Research

- Competitor KW Gap Analysis with AIO opportunities prioritized
- Identifying AIO queries with trending search volume to create interactive content or thought-leadership content.

### MOFU & BOFU Content Focus

- TOFU terms are serving more zero-click engagement with AIOs / LLMs
- MOFU & BOFU queries still require second action

### Referral Traffic

- LLM referral traffic dashboard built to monitor visibility by LLM and value of traffic coming from LLMs

## Our Outcomes & Results:

- ● Targeted approach based on what's already working
- ● Proactive content ahead of trends
- ● Deprioritize KWs w/ fewer clicks
- ● Content pushes engagement vs. just impressions
- ● Allows us to develop strategies by LLM and tie back to channel mix for referral pathways

# How We Win at Optimizing for AI

## Our Tactics:

### Day-to-Day Management

- Pulling AIO results for future content calendar planning in Bi-Weeklies
- AIO Sections added to content briefs with context, format, sources etc
  - AIO & LLM Visibility Analysis ([example audit](#))

### Reporting & Performance Tracking

- Custom GA4 reports for - Blog Conversions & Assisted Conversions
- LLM Referral Traffic Dashboard
- Keywords Driving AIOs & Traffic from AIOs
- Investing in integrations / APIs to pull data from multiple sources

## Our Outcomes & Results:

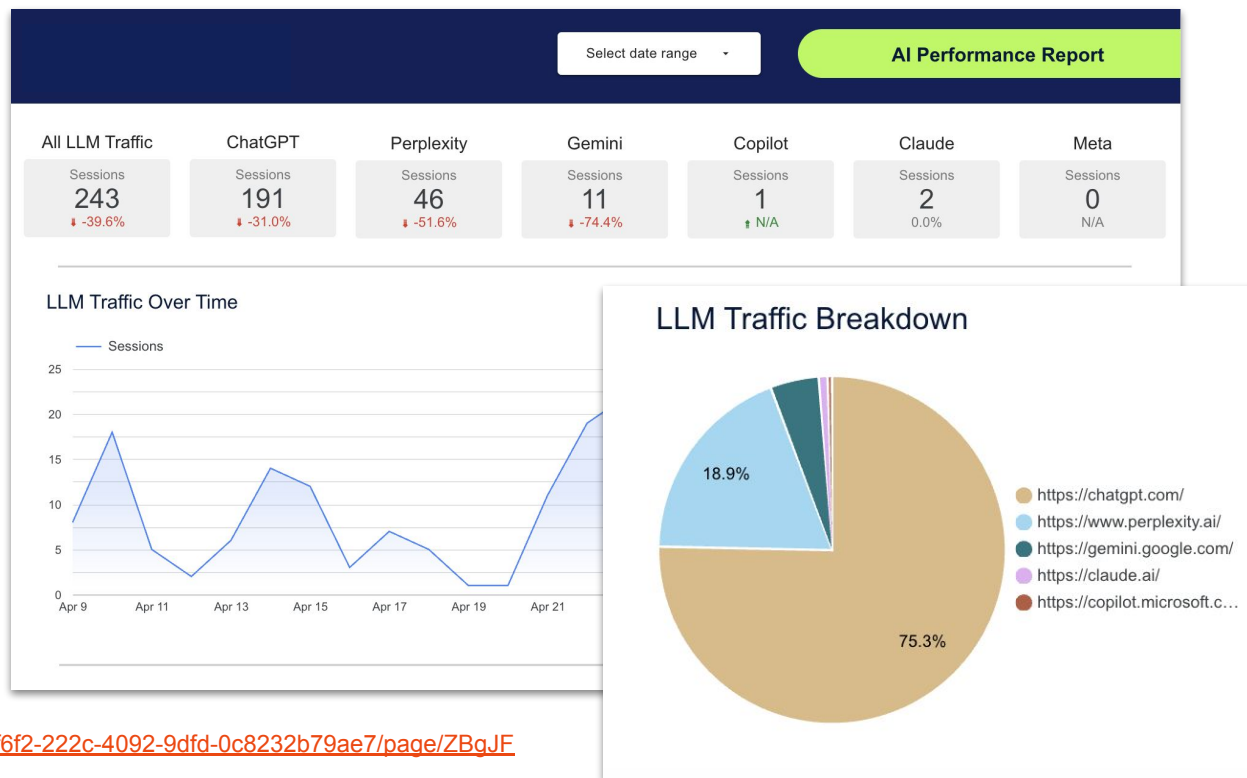
- Constant visibility into trends
- Strategic recommendations to content teams for AIO guidance
- Measures the impact of AI SEO on conversions
- Visibility into traffic driving searches by LLM
- Prioritization & Visibility by KW
- Allows us to pull data from multiple sources to see the full picture in one dashboard

# How We Win at Optimizing for AI - Client Sample Report

## Creating High-Value, BOFU Resource Content for LLM Queries

We proactively build a Custom LLM Dashboard for clients when we have GA4 & GSC access through Paid Media. This example shows that LLM traffic is mostly coming from ChatGPT, and we can replicate this success and grow based on the content and queries we see driving engagement, not just impressions.

<https://lookerstudio.google.com/u/0/reporting/afdef6f2-222c-4092-9dfd-0c8232b79ae7/page/ZBgJF>



# How We Win at Optimizing for AI - Client Sample Report

Landing page + query string	Page referrer / Sessions				
	https://chatgpt.com/	https://www.perplexi...	https://gemini.googl...	https://claude.ai/	https://copilot.micro...
(not set)	33	7	1	-	-
/	15	1	1	1	1
/blog/artificial-intelligence-ai/7-artificial-intelligence-ai-exampl...	12	2	2	-	-
/resource/case-study/loreal-leads-the-global-beauty-industry-...	7	3	-	-	-
/resource/case-study/adore-beauty-boosts-customer-engage...	4	1	-	-	-
/blog/data-strategy/what-is-real-time-data-what-it-means-best...	3	1	-	-	-
/resource/case-study/revolutionising-digital-experiences-at-sc...	3	1	-	-	-
/blog/artificial-intelligence-ai/3-artificial-intelligence-ai-call-cen...	2	1	1	-	-
/blog/customer-data-platform/how-to-avoid-customer-data-pla...	3	-	-	-	-
/blog/customer-data-platform/real-time-customer-intelligence-...	-	2	1	-	-
/blog/customer-data-platform/using-cdps-in-higher-education-...	2	1	-	-	-
/ja/press-releases/mufg-bank-introduce-a-cdp-with-tealium-re...	2	1	-	-	-

<https://lookerstudio.google.com/u/0/reporting/afdef6f2-222c-4092-9dfd-0c8232b79ae7/page/ZBgJF>

# How We Win at Optimizing for AI - Reporting

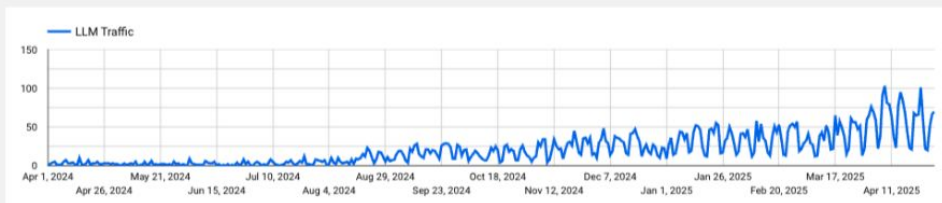
## Growing & Reporting on LLM Referral Traffic

We built custom dashboards to show referral traffic from ChatGPT, Perplexity, Gemini, etc. and tying that traffic to on-page performance and conversion performance.

### LLM Referral Traffic

## Referral Traffic from LLMs (ChatGPT, Perplexity, etc)

This page shows referral traffic over the last 12 months from LLMs like ChatGPT, Perplexity, Gemini, and more, illustrating how many people are searching something within these platforms and clicking a link to the website. The table below also shows which pages are driving the most referral traffic. We expect this traffic to exponentially increase as we build out new optimized content, demonstrate we are an expert on related topics, and gain trust from LLMs.



Last 28 Days' LLM Traffic

**1,607**

↑ 32.0%

Last 12 Months LLM Traffic

**7,826**

Landing page + query string	Page referrer / Sessions				Grand total
	https://chatgpt.com/	https://www.perplexity.ai/	https://gemini.google.c...	https://claude.ai/	
/blog/m/	8	9	1	-	18
/blog/so	10	6	-	-	16
/blog/go	7	-	-	-	7
/blog/so	7	-	-	-	7
/blog/inc	3	2	2	-	7
/blog/m/	1	5	-	-	6
/blog/m/	1	-	5	-	6
/blog/ca	4	-	1	-	5
<b>Grand total</b>	<b>120</b>	<b>61</b>	<b>34</b>	<b>1</b>	<b>216</b>

Directive,

# How We Win at Optimizing for AI - Reporting

## Tracking SERP Visibility by Keyword & SERP Feature

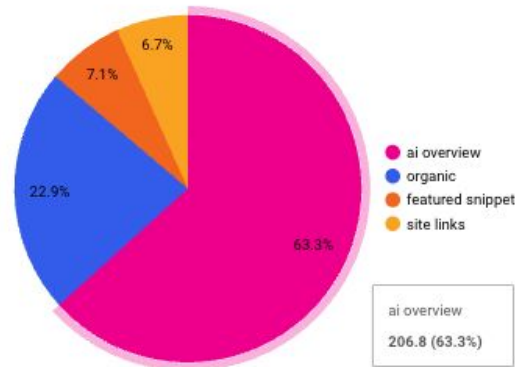
Another view within our custom AIO/LLM reporting allows us to parse through the keywords we're ranking for in AI Overview appearance and shows distribution across AIOs and other SERP features like featured snippets and site links.

AI Overview Appearances

	Keyword	Search In...	Keyword ...	Position
1.	wrench time	ijc	10	1
2.	work order saas	i	27	1
3.	work order management systems	c	32	1
4.	what is wrench time	i	11	1
5.	what is vendor relations	i	25	1
6.	what is vendor portal	i	10	1
7.	what is vendor number	i	26	1
8.	what is vendor due diligence	i	20	1
9.	what is vendor code	i	9	1
10.	what is time to maintenance	i	7	1
11.	what is third-party vendor	i	23	1

1 - 65 / 65 < >

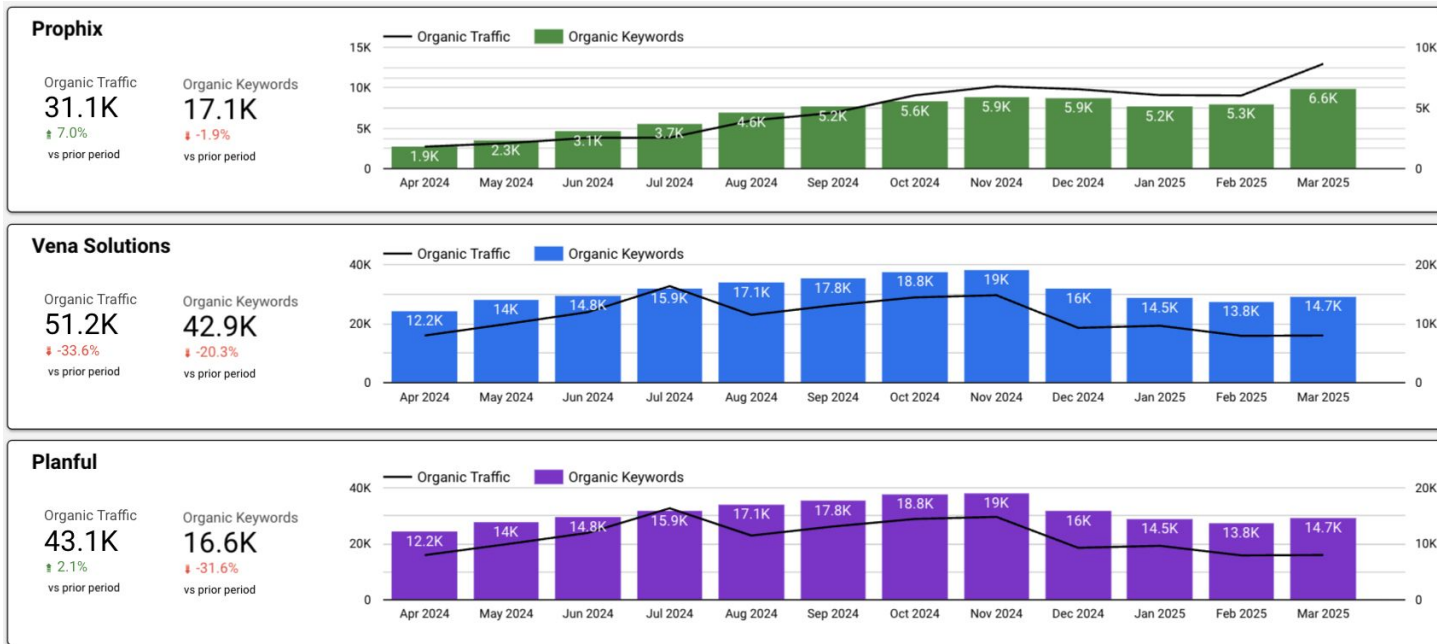
AI Overview Distribution (Rank 1)



# How We Win at Optimizing for AI - Proof Point

## Discoverability Continues to Improve in SERPs

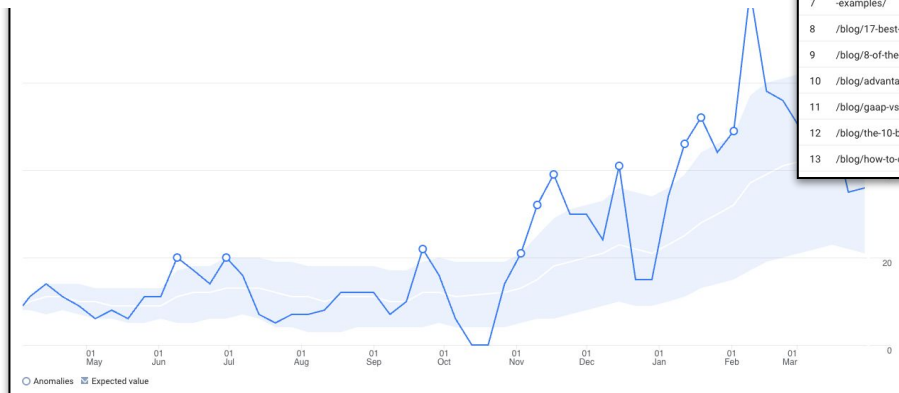
While this client's SERP visibility continues to accelerate, key competitors' visibility keeps falling due to AI strategies implemented over the last 2 quarters.



# How We Win at Optimizing for AI - Proof Point

## Presence in LLMs is Growing, Mostly Thanks to Current BOFU Content & Listicles

Of all of the LLMs, ChatGPT and Perplexity drove the most traffic. The top performing articles are listicles, and likely will continue to be the main sources of LLM traffic.



Session source / medium	chatgpt.com / referral	perplexity.ai / referral	link.edgепi.lot.com / referral	gemini.google.com / referral	edgeservic.es.bing.com / referral	Totals
Page path + query string	Total users	Total users	Total users	Total users	Total users	↓ Total users
<b>Totals</b>	<b>388</b> 33.4% of total	<b>355</b> 30.6% of total	<b>77</b> 6.6% of total	<b>98</b> 8.4% of total	<b>72</b> 6.2% of total	<b>1,161</b> 100.0% of total
1 /	42	11	6	5	3	81
2 /blog/esg-software/	35	25	0	2	11	78
3 /email-preferences-thank-you/	0	0	40	0	0	40
4 /blog/22-best-financial-forecasting-software-for-high-impact-fp-a/	17	4	0	0	0	33
5 /blog/7-esg-report-examples-for-finance-teams/	15	10	0	0	1	29
6 /blog/flexible-budget-everything-you-need-to-know/	7	17	0	2	1	29
7 /blog/what-are-the-different-consolidation-methods-pros-cons-and-examples/	3	13	0	2	7	28
8 /blog/17-best-fp-a-software-for-high-performing-fp-a-teams/	15	4	0	0	0	23
9 /blog/8-of-the-best-fp-a-courses-you-need-to-know/	13	2	0	0	0	23
10 /blog/advantages-and-disadvantages-of-zero-based-budgeting/	6	12	0	0	1	23
11 /blog/gaap-vs-ifrs/	6	12	0	0	0	20
12 /blog/the-10-best-account-reconciliation-software/	6	9	0	0	0	17
13 /blog/how-to-consider-the-what-ifs-in-times-of-uncertainty/	4	5	0	2	0	16

# How We Win at Optimizing for AI - Proof Point

## Auditing AIO Keywords & Change for Future Content Planning & Prioritization

### What This Tells Us About AIO Trends:

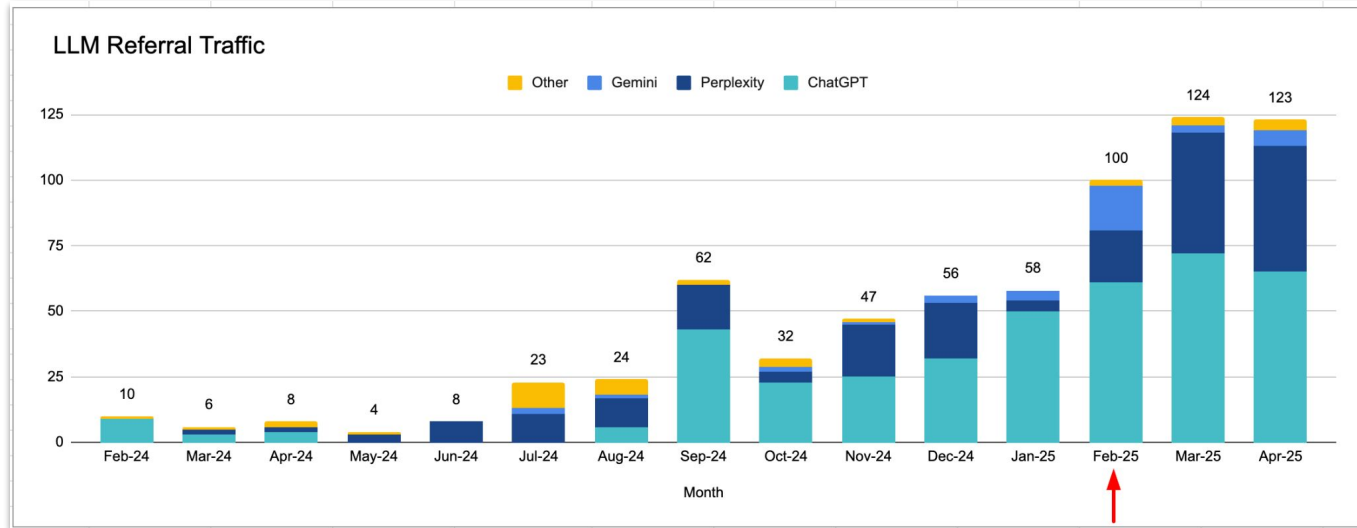
- **Educational and definitional content** dominates AIO inclusion: Queries like “what is X” and “meaning of X” consistently trigger AIO
- Financial terms and formulas are a major AIO opportunity. Some are terms we’ve considered but deprioritized due to focusing more on ICP and deal-related queries.
- **Informational intent (vs. transactional)** is heavily prioritized by AI: Google and other engines favor content that concisely answers broad industry questions.
- **Visual + structured content** is a bonus: Many of these results show Featured Snippets, PAA boxes, rich media, etc, which indicates Google’s preference for clear formatting.

Month	AIO Keywords	Change
January	1	+1
February	3	+2
March	22	+19
April	20	-2
May	TBD	TBD

# How We Win at Optimizing for AI - Proof Point

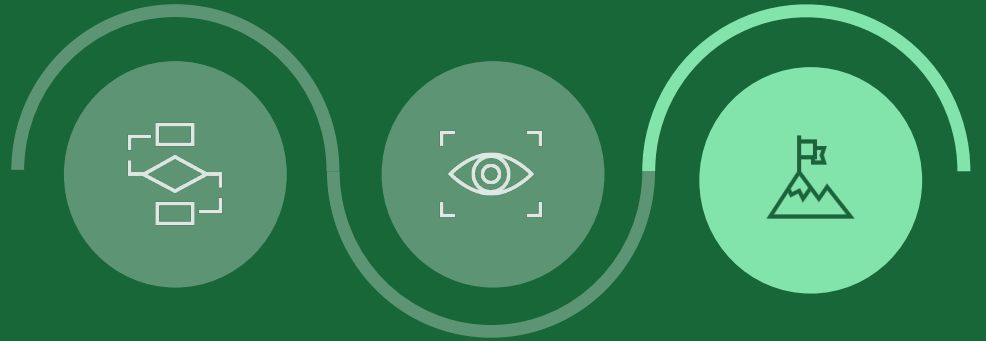
## Implementing LLM.txt Files

In this situation, we implemented the LLM.txt file back in February, since then we've seen a very strong increase in sessions (and +3SQLs). We also saw a big spike in Perplexity referral traffic during that time, which tells us that this could be a platform our ICPs are using most commonly.



Content Marketing

# Our Focus: How We Optimize for AI



# Keyword Research for AI Search

As AI-driven search changes the way users discover information, our approach to keyword research adapts to include how brands are represented in large language models (LLMs) like ChatGPT, Perplexity, and Gemini. Using our Enterprise access to SEMrush, we track and influence how brands appear in these new AI-driven environments.

## Key Tactics:

- **Analyze Source Attribution:** Understand what sources LLMs are using to form brand narratives and recommendations.
- **Benchmark Visibility Across Models:** Compare presence in different AI search engines to identify gaps and opportunities.
- **Spot Competitive Mentions:** Track how competitors are positioned in AI search to refine keyword targeting and content strategies.
- **Identify AIO Keyword Opportunities:** Using various research platforms we identify AIO and untapped keywords to target, thinking about BOFU intent.

## Strategic Opportunities

medium timeframe

⚡ Expand Frame Variety to Meet Diverse Customer Preferences

**Recommendations:**

- Conduct market research to identify popular frame styles and materials that are missing from the current lineup.
- Consider collaborations with designers to introduce limited-edition collections that diversify offerings.

See Brand

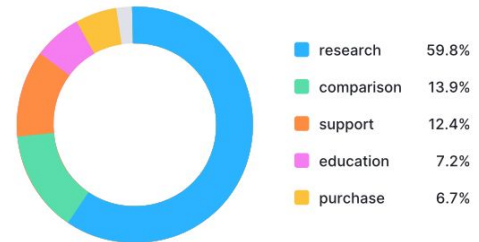
medium timeframe

⚡ Leverage Warby Parker's Home Try-On Program in Promotions

**Recommendations:**

- Promote the convenience and ease of Warby Parker's home try-on program in marketing materials, emphasizing how it allows customers to try before they buy and the seamlessness of the experience.

## Query Intent Distribution



# Tech SEO for AIO & LLM Visibility

AI optimization really starts with content, but there are some basic Tech SEO tactics that can be implemented to set you up for success in AI search.

## Key Tactics:

- **Schema Markup Utilization:** Structured data or Schema Markup helps tell LLMs and Google the purpose of your content. There are 700+ types of schema, like FAQ schema, How-To schema, Article schema etc.
- **Internal Linking:** Internal linking helps search engines and AI models understand the structure, relationships, and relevance of your content. It distributes authority, and makes it easier for AI systems to surface comprehensive, context-rich answers.
- **Site Architecture:** Well-structured sites ensure that related content is easily discoverable, boosting the chances that multiple pages from your site contribute to or get cited in AIO responses.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": {
    "@type": "Question",
    "name": "What is digital marketing?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "\"Digital marketing is the process of creating, m
    }
  }
}
</script>
```

# Content Production for AIOs & LLMs

High-quality content helps improve AIO visibility by establishing your brand as a credible, expert voice in your industry. When executives or SMEs publish insightful, data-driven perspectives, it increases the chances that LLMs will reference or synthesize that content in AI-generated responses.

## Key Tactics:

- **Functional Content:** Searchers rely on AIOs for quick response answers, simplifying complex questions, or for comparing tools, and most commonly. By developing functional content to help satisfy their search intent, you can take searchers out of AIOs and straight to your website.
- **First-Party Data Content:** Using unique data (think: proprietary data from studies or user-data) to create authoritative content helps position you best for third-party reference and LLMs, alike.
- **Interactive Content:** Calculators, quizzes, generators - these engaging widgets can be built to engage users and live in content to build authority.

The image shows a webpage layout for a benchmarking study. The main heading is "Top 5 Growth Hacks from XYPN's 2024 Annual Benchmarking Study" by Ryan Thomas, dated December 04, 2024. The page includes social sharing icons, a "SHARE THIS" section with text about XYPN's 15th anniversary, and a "1. Understanding XYPN's Average Revenue Growth Path" section featuring a bar chart. A calculator overlay is positioned in the bottom right, titled "How much are you leaving on the table?" and showing a "Potential Annual Savings" of \$6,159.36. The calculator has a "Calculate my savings" button and an "I'm not interested in savings" button.

# Off-site SEO & Third-Party Content

Building authority on third-party websites signals credibility and relevance to LLMs. These models prioritize widely cited, reputable sources, so strong off-site authority increases the chances a brand is referenced.

- **Increase Share of SERP Visibility:** Updating descriptions on review sites (G2, Capterra, etc.) can improve positioning and tracking mentions on sites like Quora, Reddit etc. can influence strategy and give you a way to engage with your community.
- **Competitor Listicles:** Articles that compare platforms (e.g., "Top 5 CRM Tools for Startups") help improve visibility by clearly organizing information in a way that's easy for models to summarize and cite—especially if the content is detailed, unbiased, and hosted on authoritative domains.

The screenshot shows a Forbes Advisor article page. At the top, it says 'Forbes ADVISOR'. Below that, the breadcrumb is 'Advisor > Business > Best Customer Data Platforms' and 'Advertiser Disclosure' is on the right. The main title is '9 Best Customer Data Platforms Of 2024'. It is written by Natalie Cusson and reviewed by Kelly Main. The article is updated on Sep 29, 2024, at 2:56pm. There is an editorial note about commissions. The article text starts with 'A customer data platform (CDP) collects data from online and off-line sources and standardizes it to create comprehensive customer profiles...'. On the right, there is a 'Best Of' list with categories like 'Best Marketing Software', 'Best Email Marketing Software', etc. Below the article, there is a '+ Show Summary' button. A yellow box highlights a section titled 'The Best Customer Data Platforms of 2024' which contains a list of segments and their descriptions. Another yellow box highlights a 'Top Keywords' table.

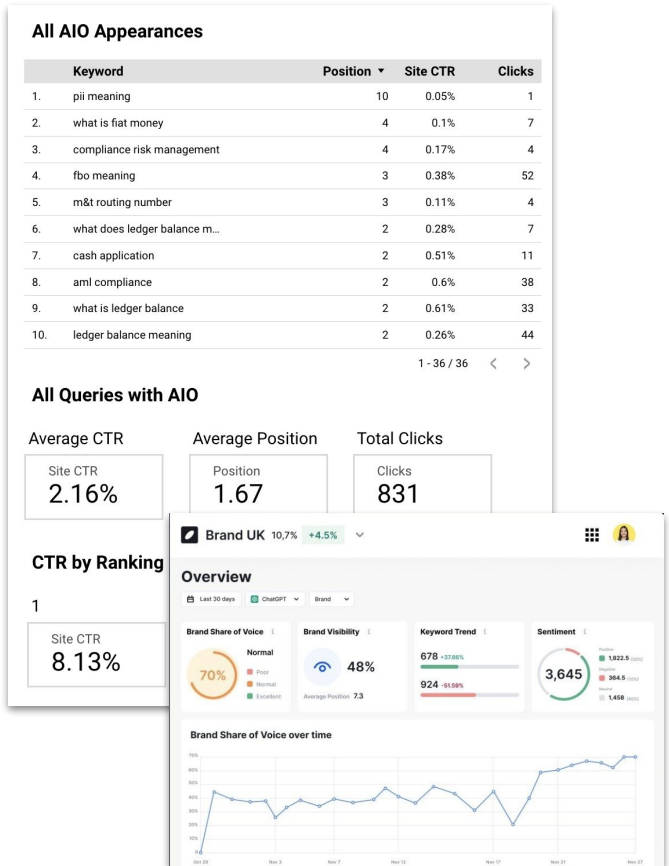
Keyword	Position	SF	Volume	Traffic %
customer database platforms	2	6	1.3K	13.00
customer data platforms	4	6	1.6K	10.98
best customer data platform	1	7	110	7.80
best cdp platforms	2	6	140	5.20
best cdp	2	5	140	5.20

# Tracking & Reporting on AI Performance

AIO performance reporting gives us deep insights into brand visibility, sentiment, and positioning across AI-driven platforms—turning unpredictable AI outputs into measurable, strategic growth opportunities.

## Key Tactics:

- **Gain AI Visibility at Scale:** We track, analyze, and benchmark brand mentions across AI search engines, like ChatGPT, Perplexity, and Gemini, to gain real-time insights into how your brand is portrayed in AI-results.
- **Turn AI Insights into Actionable Growth:** Use deep AI-driven analytics to optimize digital strategies, identify opportunities, and refine content to improve brand positioning in AI-generated search.
- **Tie Traffic Back to AIO Keywords:** Our proprietary, custom Looker Dashboards sync GSC, GA4 and SEMrush data to show which terms are driving AI traffic.



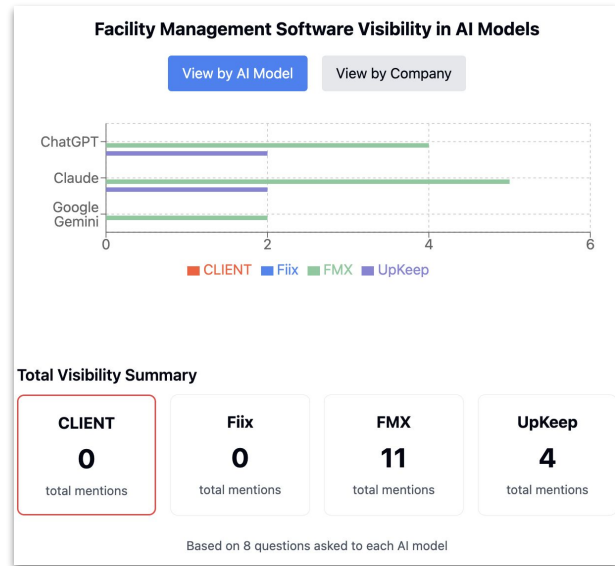
# Tracking & Reporting on AI Performance

Our reporting capabilities also includes the ability to report on how clients and competitors are showing up across core LLMs for top queries, incorporating this into our regular reporting.

## How It Works:

- **Identify Up to 3 Competitors:** Segment, Salesforce, Twilio, for example, could be competitor options to track against in this example.
- **Select Up to 30 Queries to Track:** We can select 30 queries to track across LLMs including: ChatGPT, Perplexity, Gemini, etc.
- **Track Historical Data & Show Visibility Shifts:** We'll store this historical data for every new crawl in Big Query to then show visibility shifts across core keywords for clients and 3 competitors.

[Sample LLM Visibility Data Sheet - See Visibility Report Tab](#)



# Industry Outlook & Insights

- **Types of keywords in AIOs**
  - Mostly TOFU terms dominating this space
  - More variation here in ecommerce space
  - [Reference Examples in Slide 11](#)
- **How AIOs and LLMs will impact search behavior**
  - This depends on user intent and ICP details, for example:
    - B2B Exec Leaders - more engagement in LLMs, untrusting of AIO results, more likely to click through
    - Informational Searchers - more engagement with AIOs, trusting at face value
- **Should websites/orgs anticipate declines in traffic?**
  - In some instances, yes, we've seen organic traffic decline ~20% while seeing ~30% increase in impressions
  - Clients that proactively pivot content strategy to focus on optimizing for LLM / AIO have counter-acted traffic losses despite competitors losing traffic ([Examples in Slides 9 and 10 here](#))