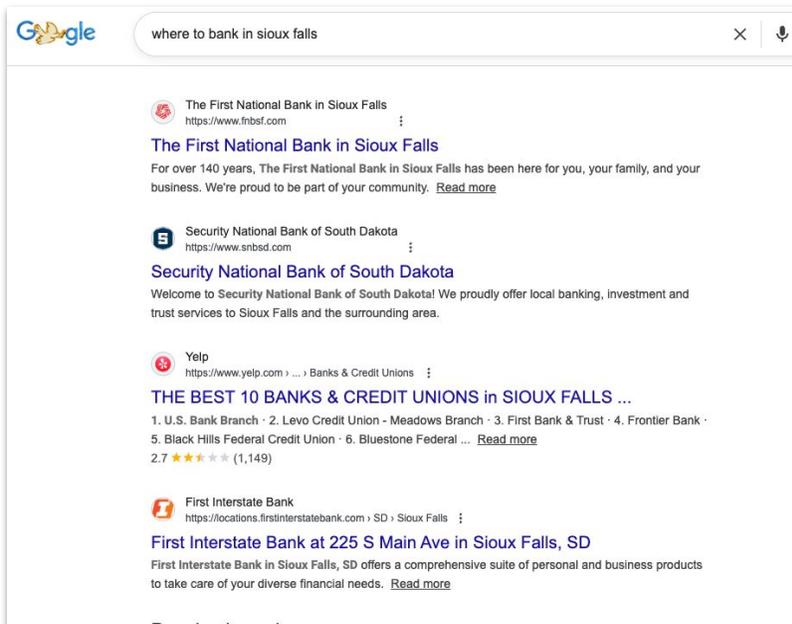


AI SEO

Understanding the Shift and
How to Stay Visible

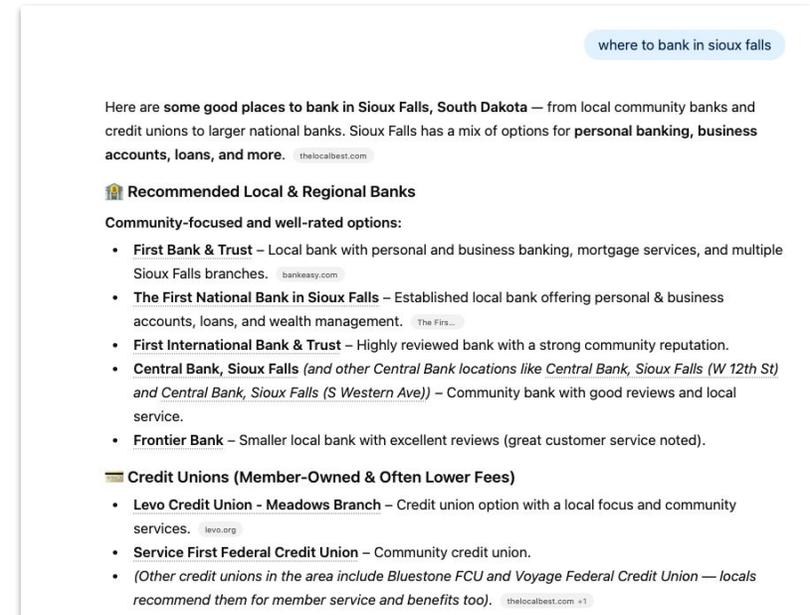
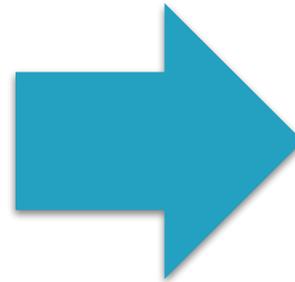
**Has AI Changed
the way you
search?**

The Way We Discover Information is Shifting



Google search results for "where to bank in sioux falls". The search bar contains the text "where to bank in sioux falls". The results include:

- The First National Bank in Sioux Falls**
https://www.fnbsf.com
The First National Bank in Sioux Falls
For over 140 years, The First National Bank in Sioux Falls has been here for you, your family, and your business. We're proud to be part of your community. [Read more](#)
- Security National Bank of South Dakota**
https://www.snbsd.com
Security National Bank of South Dakota
Welcome to Security National Bank of South Dakota! We proudly offer local banking, investment and trust services to Sioux Falls and the surrounding area.
- Yelp**
https://www.yelp.com › ... › Banks & Credit Unions
THE BEST 10 BANKS & CREDIT UNIONS in SIOUX FALLS ...
1. U.S. Bank Branch · 2. Levo Credit Union - Meadows Branch · 3. First Bank & Trust · 4. Frontier Bank · 5. Black Hills Federal Credit Union · 6. Bluestone Federal ... [Read more](#)
2.7 ★★★★★ (1,149)
- First Interstate Bank**
https://locations.firstinterstatebank.com › SD › Sioux Falls
First Interstate Bank at 225 S Main Ave in Sioux Falls, SD
First Interstate Bank in Sioux Falls, SD offers a comprehensive suite of personal and business products to take care of your diverse financial needs. [Read more](#)



where to bank in sioux falls

Here are some good places to bank in Sioux Falls, South Dakota — from local community banks and credit unions to larger national banks. Sioux Falls has a mix of options for **personal banking, business accounts, loans, and more.** [thelocalbest.com](#)

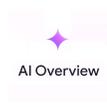
Recommended Local & Regional Banks

Community-focused and well-rated options:

- **First Bank & Trust** – Local bank with personal and business banking, mortgage services, and multiple Sioux Falls branches. [bankeasy.com](#)
- **The First National Bank in Sioux Falls** – Established local bank offering personal & business accounts, loans, and wealth management. [The First...](#)
- **First International Bank & Trust** – Highly reviewed bank with a strong community reputation.
- **Central Bank, Sioux Falls** (and other Central Bank locations like Central Bank, Sioux Falls (W 12th St) and Central Bank, Sioux Falls (S Western Ave)) – Community bank with good reviews and local service.
- **Frontier Bank** – Smaller local bank with excellent reviews (great customer service noted).

Credit Unions (Member-Owned & Often Lower Fees)

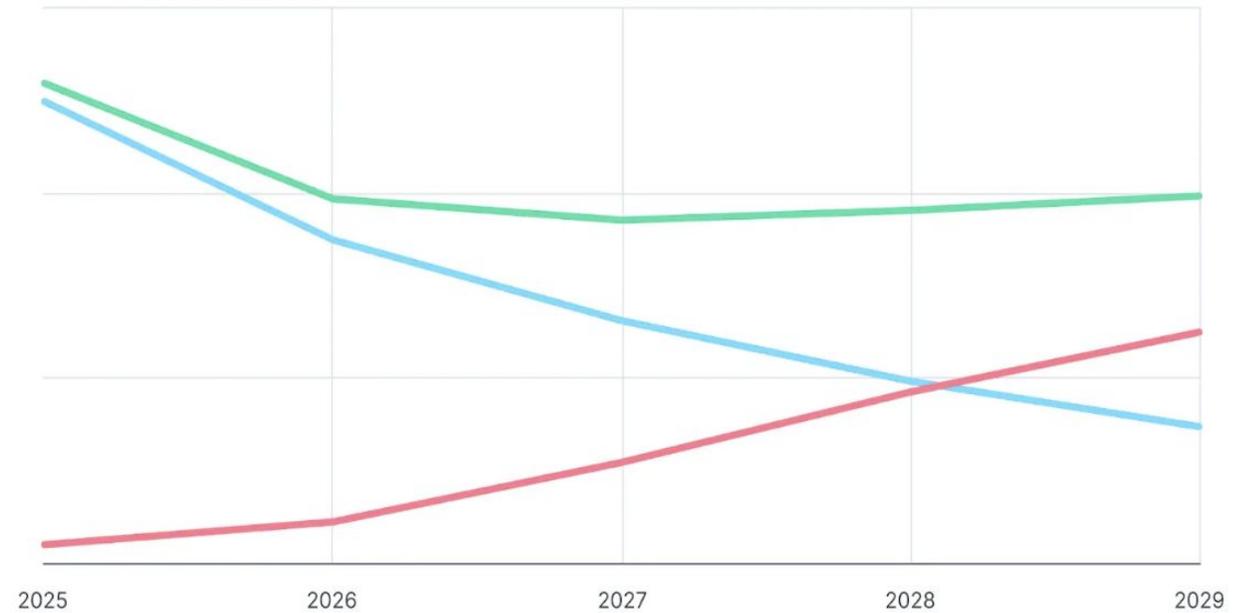
- **Levo Credit Union - Meadows Branch** – Credit union option with a local focus and community services. [levo.org](#)
- **Service First Federal Credit Union** – Community credit union.
- (Other credit unions in the area include Bluestone FCU and Voyage Federal Credit Union — locals recommend them for member service and benefits too). [thelocalbest.com](#) +1



AI search is
poised to
overtake
traditional
search
within **2-4**
years

Projected Annual Visitors by Source

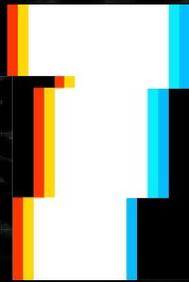
— Traditional Organic Search — LLMs (Including Google AI) — Total



New Search, New Playbook

AI SEO is about keeping your
business visible where decisions
are forming

Navigating the Shift



1

How People
Search Today



2

The Impact of
AI in Search



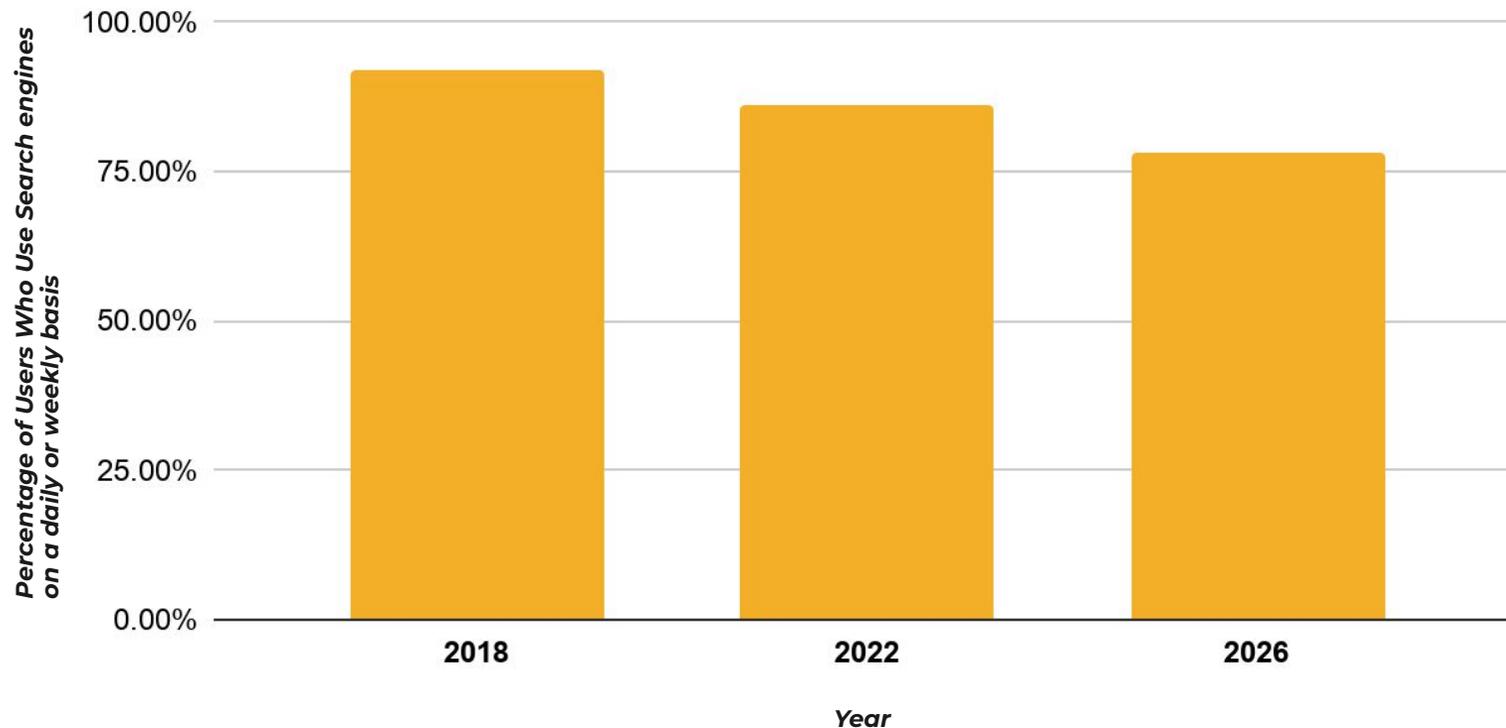
3

How to Stay
Visible

How People Search Today

Search Behavior is Changing

Daily & Weekly Use of Search Engines



Search engine usage has dropped 9% since 2022

■ Not searching less,

Searching

Differently

More Ways to Search

Google

yahoo!

Bing

DuckDuckGo

Traditional
Search

amazon

Walmart

wayfair

Expedia

Market
Places

More Ways to Search

Google

yahoo!

Bing

DuckDuckGo

Traditional
Search

amazon

Walmart

wayfair

Expedia

Market
Places

YouTube

reddit

Facebook
Instagram

Social
Media

Claude

ChatGPT

perplexity

Gemini

AI
Chatbots

Search is Fragmented

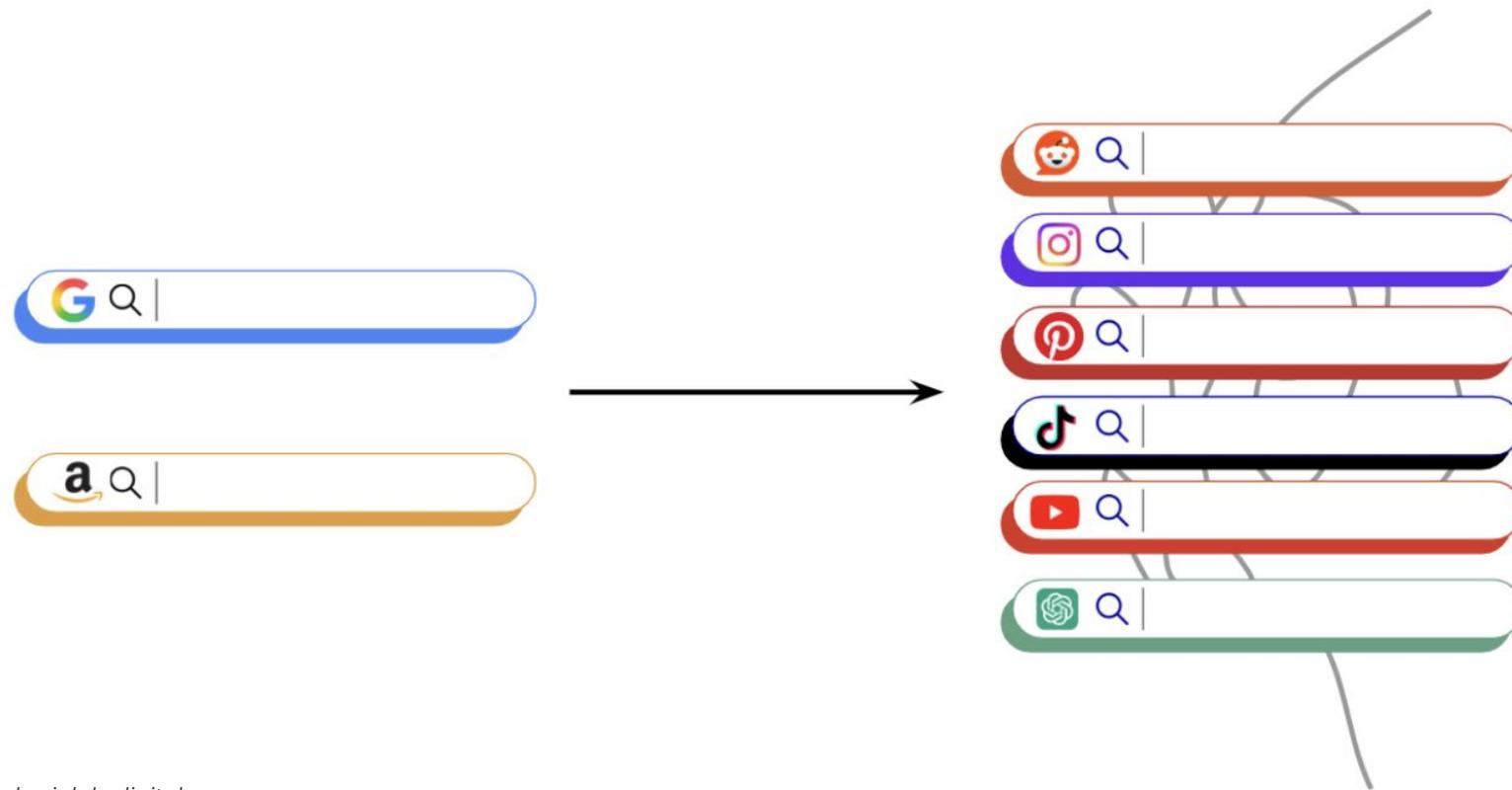


Image source brainlabsdigital.com

Conversational Search



IT support company

Conversational Search



IT support company



Who can help us manage IT across multiple locations without adding headcount?

Conversational Search



People search
using full
questions

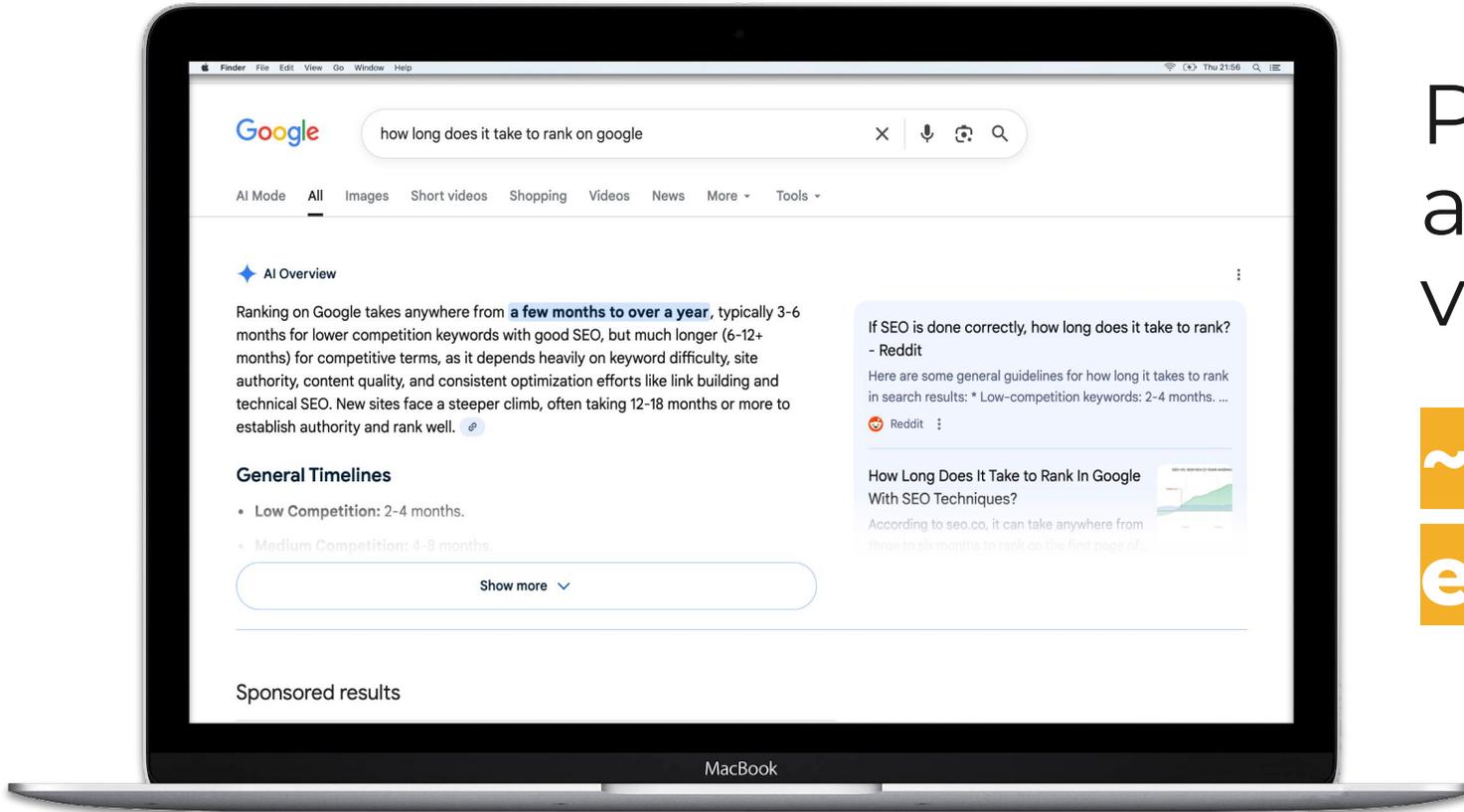


Searches reflect
real pain points
and goals



Intent matters
more than
short keywords

Zero-Click Searches

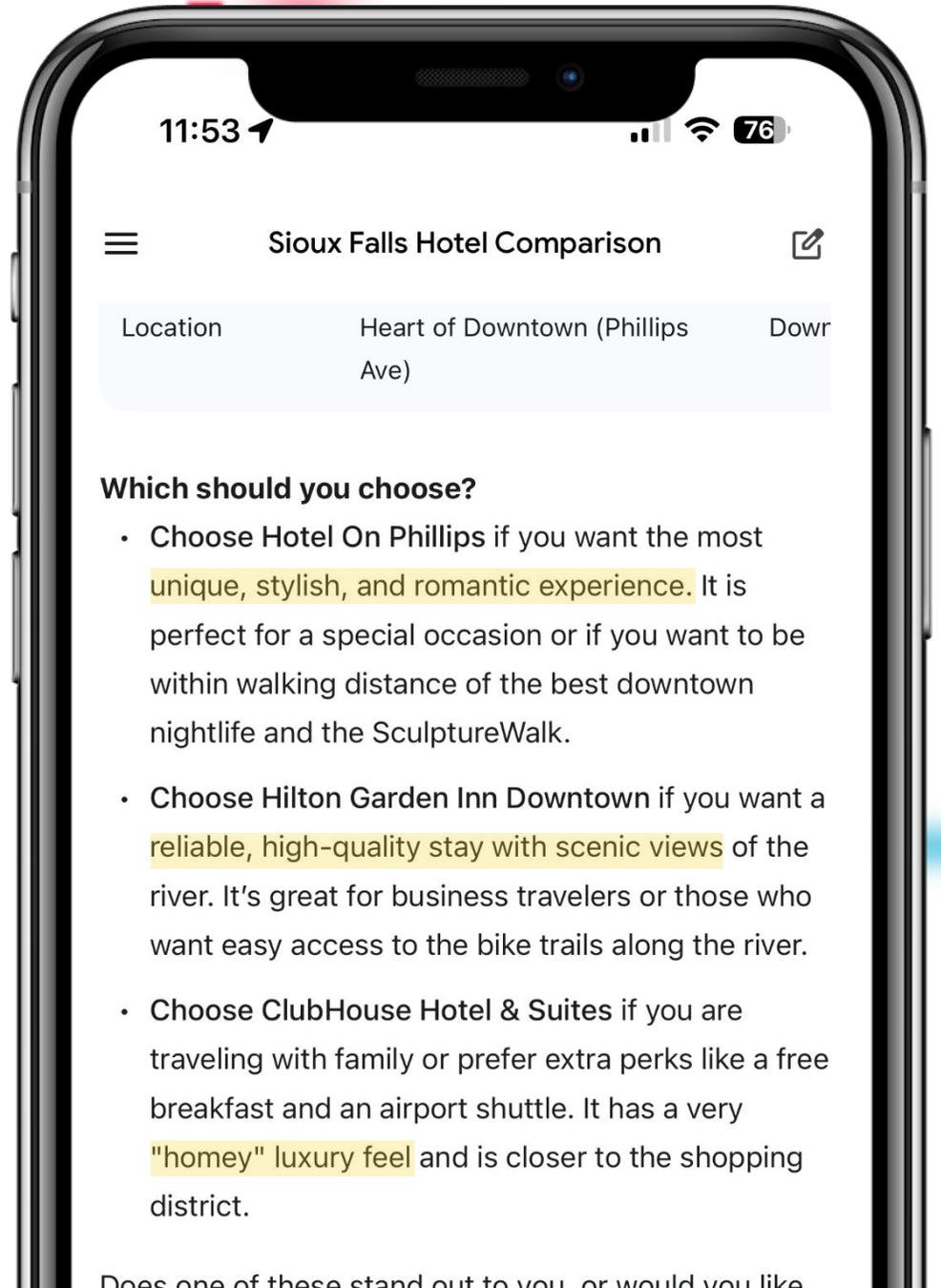


People can get answers without ever visiting a website.

~65% of searches end without a click

The Impact of AI in Search

Opinions can form in the search results, not just your landing page



- **LLM visitors are 4.4x more likely to convert**
than traditional
organic search visitors

**Small AI Traffic
Gains Can Deliver
Meaningful ROI**

How to Stay Visible

Generative Engine Optimization The New Era of Search

Author: Tushar Pol | 5 min read | Nov 17, 2025

Contributor: Alex Lindley

Zero-Click Optimization

Designing content for environments where the answer is returned inline (e.g., search results or chat) — and no click-through is needed.

SEO Has a New Name. Here's List of AI-Native Terminology



Donald Nosek

GROWTH + STRATEGY + REVENUE + MARKETING | PRINCIPAL
Force Multiplier - AI Automation Leader - GTM - Re

July 16, 2025

Guides » Article

What is LLMO? Optimize content for AI & large language models

Published: October 14, 2025 at 2:33 pm | Read Time: 19 minutes

Answer Engine Optimization — What Brands Need To Know

By [Lutz Finger](#), Contributor. © Faculty @ Cornell - Startup Guy - Venture Partner

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Published Jun 19, 2025, 09:59pm EDT, Updated Jun 30, 2025, 12:57pm EDT

AEO vs SEO: Core Differences & How to Win Visibility in B

Author: Margarita Loktionova | 10 min read | Sep 29, 2025

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AI SEO

SEO Has a New Name List of AI-Native Terminology



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Zero-Click Optimization

Designing content for environments where the answer is returned inline (e.g., featured snippets, chat) — and no click-through is needed.

Organization — What Brands Need

Venture Partner

Follow Author

What is AI SEO?

AI SEO is the process of optimizing your digital footprint so your brand can be **discovered**, **understood**, and **referenced** by AI-powered search tools like ChatGPT, Perplexity, and Google's AI Overviews.

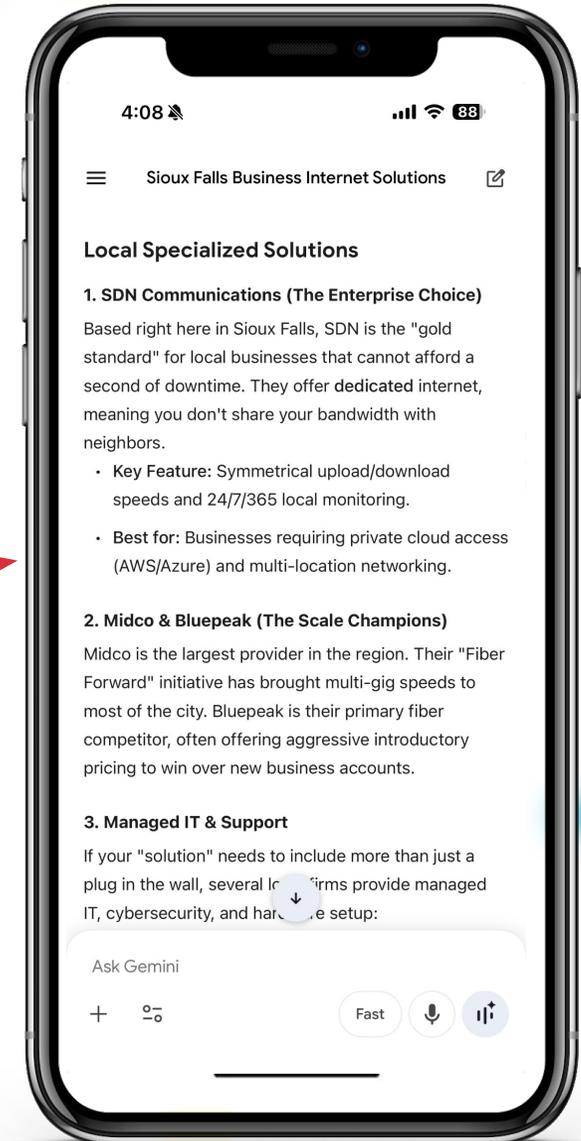
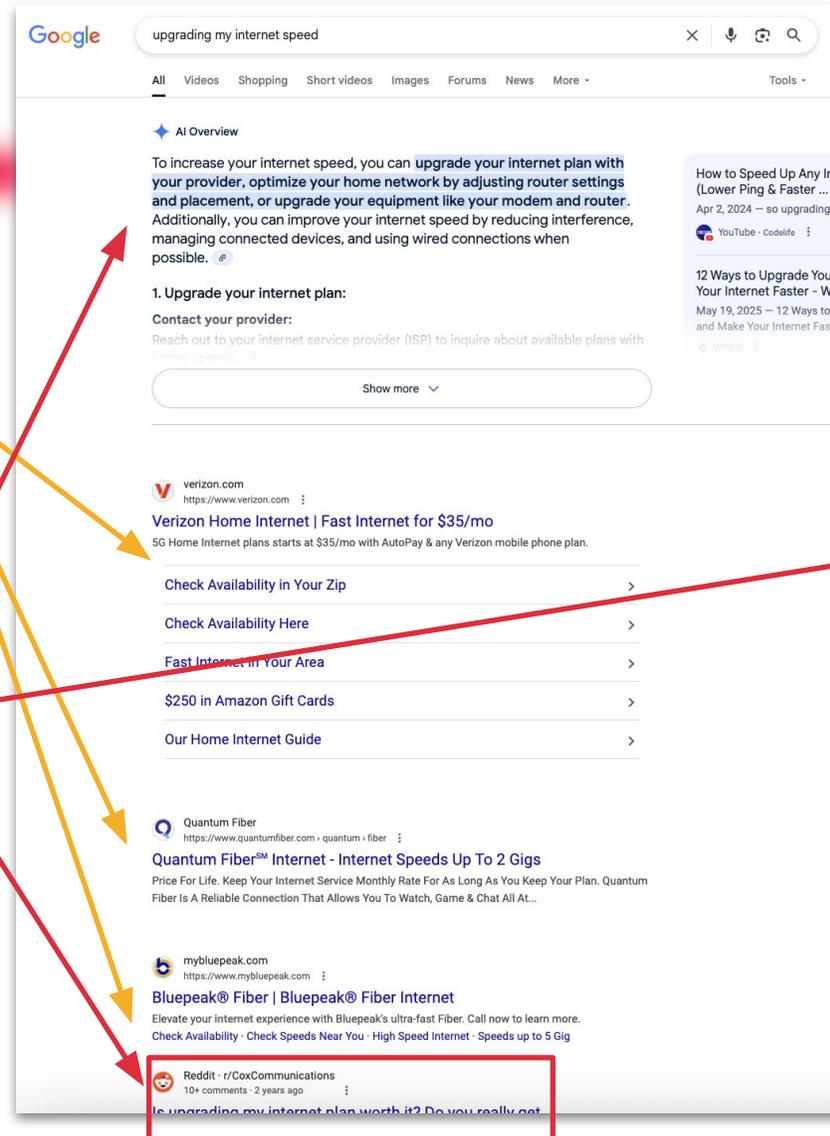
Traditional SEO

The image shows a Google search interface for the query "upgrading my internet speed". At the top, the Google logo is on the left, and search controls (clear, voice, refresh, search) are on the right. Below the search bar, navigation tabs for "All", "Videos", "Shopping", "Short videos", "Images", "Forums", "News", and "More" are visible, along with a "Tools" dropdown. The main content area features an "AI Overview" section with a blue diamond icon. The overview text states: "To increase your internet speed, you can upgrade your internet plan with your provider, optimize your home network by adjusting router settings and placement, or upgrade your equipment like your modem and router. Additionally, you can improve your internet speed by reducing interference, managing connected devices, and using wired connections when possible." Below this, a numbered list starts with "1. Upgrade your internet plan:", followed by the sub-heading "Contact your provider:" and a paragraph: "Reach out to your internet service provider (ISP) to inquire about available plans with..." A "Show more" button is located below the overview text. To the right of the overview is a vertical sidebar with two article snippets: "How to Speed Up Any Inte (Lower Ping & Faster ... -..." dated "Apr 2, 2024" and "12 Ways to Upgrade Your V Your Internet Faster - WIRI" dated "May 19, 2025". Below the AI Overview, the search results are displayed. The first result is from verizon.com, titled "Verizon Home Internet | Fast Internet for \$35/mo", with a sub-headline "5G Home Internet plans starts at \$35/mo with AutoPay & any Verizon mobile phone plan." It includes five links: "Check Availability in Your Zip", "Check Availability Here", "Fast Internet in Your Area", "\$250 in Amazon Gift Cards", and "Our Home Internet Guide". The second result is from Quantum Fiber, titled "Quantum Fiber™ Internet - Internet Speeds Up To 2 Gigs", with a sub-headline "Price For Life. Keep Your Internet Service Monthly Rate For As Long As You Keep Your Plan. Quantum Fiber Is A Reliable Connection That Allows You To Watch, Game & Chat All At...". The third result is from mybluepeak.com, titled "Bluepeak® Fiber | Bluepeak® Fiber Internet", with a sub-headline "Elevate your internet experience with Bluepeak's ultra-fast Fiber. Call now to learn more. Check Availability · Check Speeds Near You · High Speed Internet · Speeds up to 5 Gig". The fourth result is from Reddit, titled "Reddit · r/CoxCommunications", with a sub-headline "10+ comments · 2 years ago" and a snippet "Is upgrading my internet plan worth it? Do you really get...".



Traditional SEO

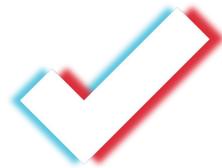
AI SEO



AI SEO ≠ Starting Over



Technical
Foundations



Content
Quality



Authority
Signals



User Experience
Factors

AI SEO builds on what you already have, it doesn't replace it.

What to Do Next

Six foundational steps to improve
AI search visibility



Make Your Content AI Accessible

AI tools can't use what they can't see

- Review website crawl and AI bot access settings
- Collaborate with IT, web developers, or your website partner



Make Your Content AI Accessible

AI tools can't use what they can't see

- Review website crawl and AI bot access settings
- Collaborate with IT, web developers, or your website partner

If Google can access content, AI tools generally should too



Create FAQ Content Around Real Questions

Add FAQs where they genuinely help users

- Use natural language questions
- Look to forums, social media, and search data for content ideas

Can Apollo.io enable highly precise lead targeting via advanced filtering? +

Does Apollo.io automate outreach sequences and follow-ups? +

Does Apollo.io integrate smoothly with CRMs and existing sales tools? +

Does Apollo.io offer strong analytics and reporting on outreach performance? +

Is Apollo.io good value for its cost, especially for growing sales teams? +





Leverage Structured Data

Structured data acts like labels behind the scenes

- It helps AI recognize who you are, what you offer, and how things connect
- Structured data makes your content easier to find and reference

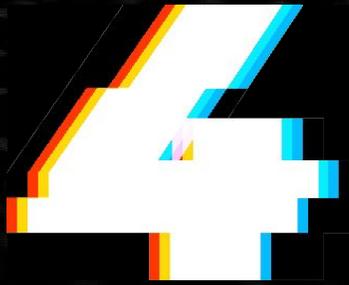
Examples of helpful structure

Schema markup

LLMs.txt files

Metadata (like titles and descriptions)





Strengthen Trust & Expertise Pages

AI looks for signals of real credibility

- Refresh about, leadership, & bio pages
- Include awards, certifications, and experience
- Be specific about what you've actually done

Samantha Cross
Associate Professor
FW. Olin Distinguished Professor of Global Business
Academic Division: Marketing

Dr. Samantha N. N. Cross is an Associate Professor and Chair of Global Business at Babson College. She leads research in her research, which examines cultural and sense of consumption, decision making and innovation. She explores identities, perspectives, beliefs and abilities co-exist. Her work has been accepted for publication in top journals: *Marketing*, *the Journal of Consumer Psychology*, *the International Journal of Research in Marketing*, *Journal of Advertising*, *the European Journal of Marketing*. Dr. Cross has received several awards for her research: Jane K. Fenyo Best Paper Award for Student Research Award, and the Outstanding Article Award at the Journal network received the Women in Marketing (WIM) Fulbright Specialist Roster. She has served on several the Policy Board of the Journal of the Association of Consumer Research (TCR) Advisory Committee, the Research (ACR), and the Academic Council of the Association for Consumer Research. She serves on an invited faculty fellow/mentor at several doctoral her Ph.D. in Marketing from the University of California DePaul University, and a B.Sc. in Management.

Awards & Honors

- 2025 — 2025 Outstanding Reviewer Recognition, Journal of Public Policy & Marketing
- 2024 — 2024 Thomas C. Kinnear/Journal of Public Policy & Marketing Award, American Marketing Association
- 2024 — 2024 Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, American Marketing Association/PhD Project
- 2024 — Finalist for the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing, American Marketing Association

Publications

Journal Articles

- Cross, S.N., Galalae, C., Licsandru, T.C., Martin Ruiz, V., Cui, C.C., Mari, C., Vorster, L., Yoruk, I., Johnson, E., Kearney, S. (2025). Co-creating sustained impact for diversity and inclusion engaged marketing. *European Journal of Marketing*. Vol: 59, Issue: 6, Page: 1458-1468. Emerald. [link](#)
- Licsandru, T.C., Mari, C., Kipnis, E., Galalae, C., Johnson, E., Cross, S.N., Cui, C.C., Kearney, S., Martin Ruiz, V., Vorster Larsen, L., Yoruk, I. (2025). Integrating Diversity, Equity and Inclusion in Management Education: An Empathy Framework. *British Journal of Management*. Wiley. [link](#)
- Cross, S.N., Ekpo, A.E. (2024). When marketplaces fail: How market challenged consumers navigate the marketplace. *Journal of the Academy of Marketing Science*. Springer Science and Business Media LLC. [link](#)
- Lteif, L., Nardini, G., Rank-Christman, T., Block, L., Bublitz, M.G., Catlin, J.R., Cross, S.N., Hamby, A., Peracchio, L.A. (2024). Climate action now: How to fuel a social movement. *Journal of Consumer Psychology*. Vol: 34, Issue: 1, Page: 119-139. Wiley. [link](#)

Academic Degrees

- Ph D, University of California, Irvine
- MBA, DePaul University





Increase Off-Site Visibility

AI learns from the broader web, not just your website, like:

- Reviews / testimonials
- Mentioned in forums and industry conversations
- PR / news stories
- Social mentions

Reviews

Google reviews ⓘ [Write a review](#) [Add a photo](#)

 "A beautiful new **remodel** to this building brings a new life to the **neighborhood**."
★★★★★

 "Wonderful and trusted **staff** THANK YOU!"
★★★★★

 "Great **people** with amazing talent!"
★★★★★

[View all Google reviews](#)

 **Guilty-Hamster1543** · 3d ago

Makers Exchange in Tea is a fun shop to look around in-they also have great waffles.

↑ 11 ↓ Reply Award Share ...

 **kinmichelle** OP · 3d ago

We looove waffles





Prioritize Content Only You Can Create

Compliment, don't Compete

- First-party data / original research
- Hands-on experience & perspective
- Interactive content (quiz, calculator, microsite)



AI SEO Metrics

Early indicators of visibility and influence



Mentions / citations in AI-generated answers



Visits from AI chat tools to your website



Add AI as an option in "How did you hear about us?"

Is AI SEO a Priority for You?

Are customers using AI?
Are competitors showing up?
Are AI tools influencing decisions?

Thank You!