

# AI-Powered Search: Future-Proof Your Website Optimization Strategy

# Speakers



**Crystie Bowe**


Senior Manager, Strategy Consulting  
**Conductor**



**Patrick Reinhart**

VP of Services & Thought Leadership  
**Conductor**

# Google

 no one lies to their search bar



 Search Google or type a URL



 Search Reddit

*Search Is Everywhere There Is A Search Bar*

Ask anything...

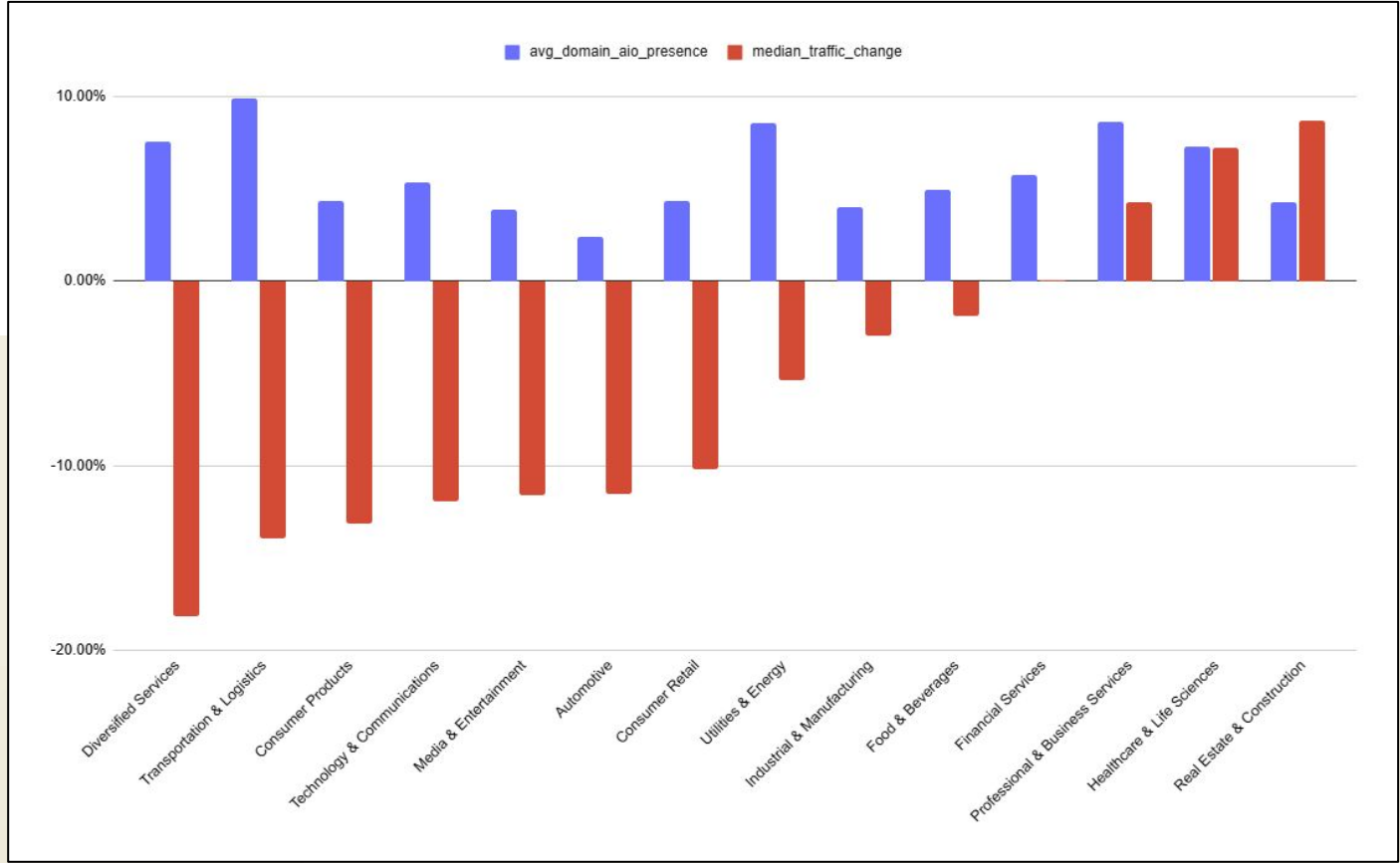
 Auto 



SEARCH IS  
HAVING A  
MINUTE



# According to our Data, Many Industries Seeing Traffic Declines



**-18%**

*Diversified Services*

**-14%**

*Transportation & Logistics*

**-13%**

*Consumer Products*

**-12%**

*Technology & Comms*

**-12%**

*Media & Entertainment*

**-10%**

*Consumer Retail*

- Data period: Oct 1st 2024 - Feb 28 2025 (Conductor started tracking AIOs broadly in Oct)
- The data is YoY comparison of the same periods, measuring beginning and end metrics of the period
- All active conductor customers are included, excluding any industries with < 10 data points



reddit

Posts Communities Comments Media People

Relevance All time Safe Search Off

r/SEO · 6mo ago

### What's the Most Surprising SEO Tactic That Worked For You?

208 votes · 223 comments

r/Entrepreneur · 9y ago

### SEO is Not Hard . A step-by-step SEO guide that will get you ranked every single time

4.3K votes · 620 comments

r/SEO · 4mo ago

### Seo doesn't really work

61 votes · 206 comments

r/SEO · 5mo ago

### Is SEO really worth investing in?

38 votes · 109 comments

r/webdev · 1y ago

### How is SEO managed these days?

76 votes · 126 comments

r/SEO · 6mo ago

### What's the best SEO course?

113 votes · 583 comments

r/SEO · 3mo ago

### What's the future of SEO?

16 votes · 59 comments

r/ecommerce · 1mo ago

Communities

r/SEO  
Search engine optimisation and...  
370K members · 87 online

r/TechSEO  
Welcome to Tech SEO, A...  
32K members · 14 online

r/SEO  
Welcome to our subreddit wher...  
17K members · 22 online  
8K members · 7 online

r/bigseo  
Welcome! This subreddit was...  
8K members · 7 online


r/bigseo  
Welcome! This subreddit was...  
115K members · 15 online

r/SEO\_Digital\_Marketing  
Welcome to our subreddit wher...  
17K members · 22 online  
8K members · 7 online

r/bigseo  
Welcome! This subreddit was...  
115K members · 15 online

r/SEO\_Digital\_Marketing  
Welcome to our subreddit wher...  
17K members · 22 online  
8K members · 7 online

r/bigseo  
Welcome! This subreddit was...  
115K members · 15 online



500% Increase In Page 1 Visibility

Quora

By type

All types

Questions

Answers

Posts

Profiles

Topics

Spaces

By author

All people

People you follow

By time

All time

Past hour

Past day

Past week

Past month

Past year

Results for seo

Search Engine Optimization (SEO) Following 1.7M

Which is the best free SEO tool?

1.6K answers · Last followed Tue

What is better, SEO or PPC?

1.8K answers · Last followed Mon

What are the top SEO tools?

1.2K answers · Last followed Mon

What is Search Engine Optimization (SEO)?

2.4K answers · Last followed Mon

What does SEO mean?

1.3K answers · Last followed Mon

Why SEO is important?

1.4K answers · Last followed Mon

Why is SEO important?


1.3K answers · Last followed Mon

What is on-page SEO?

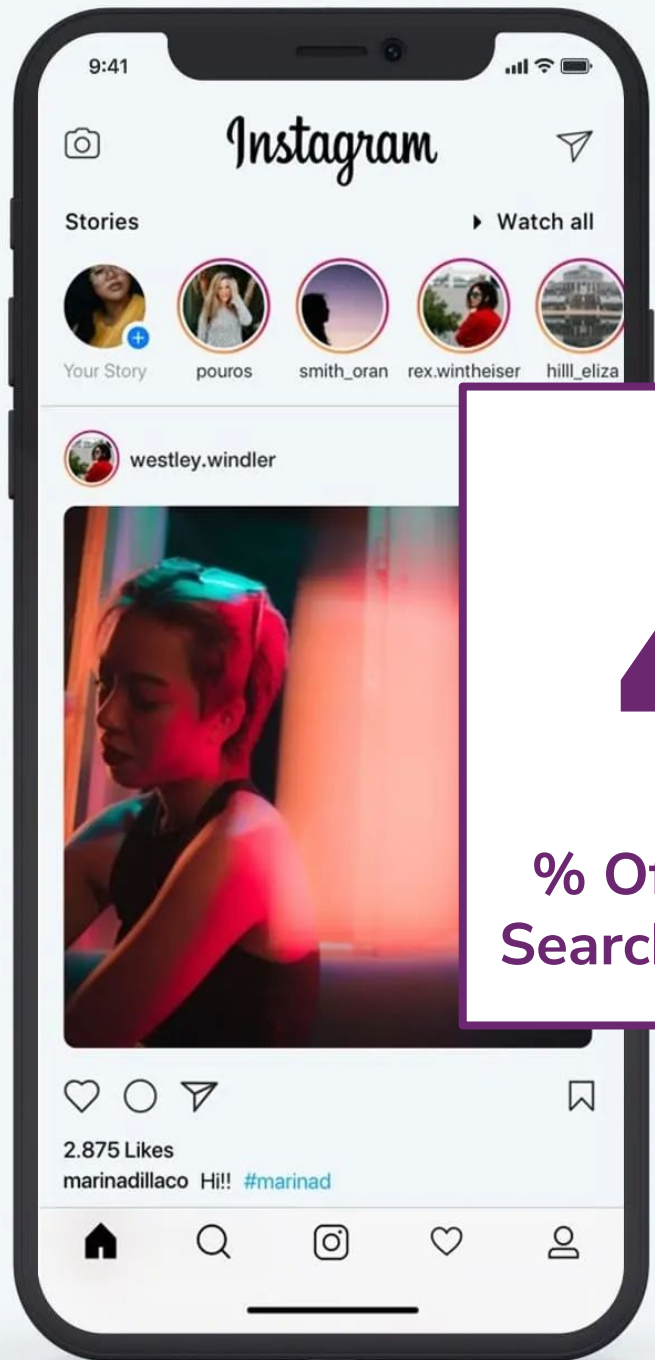
861 answers · Last followed Jan 29

Which are the best SEO tools for a beginner?

465 answers · Last followed Jan 30



150% Increase In Page 1 Visibility



# 40%

% Of Gen Z'ers Who Start Their Searches On Instagram and Tiktok





# AIO Overviews

**14%**

*Generating AIO's*

**42%**

*Occurring on  
Smartphones*

**40%**

*% Of Informational  
Queries Generating AIO's*

**69%**

*MoM Increase*

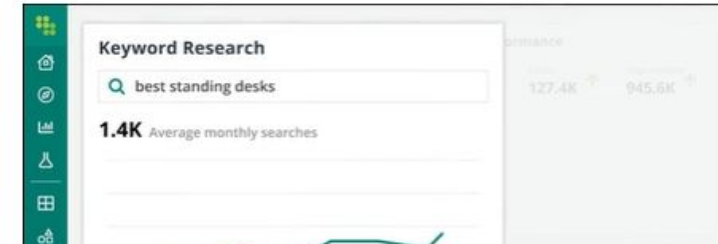
**-11%**

*MoM Decrease*

**88%**

*AIO's Occur In US*

# Amplify Your Brand in **AI** & Search



## *Search Is Not Just About Your .Com('s)*

TRUSTED BY  
TOP BRANDS



zoom

audible

Microsoft

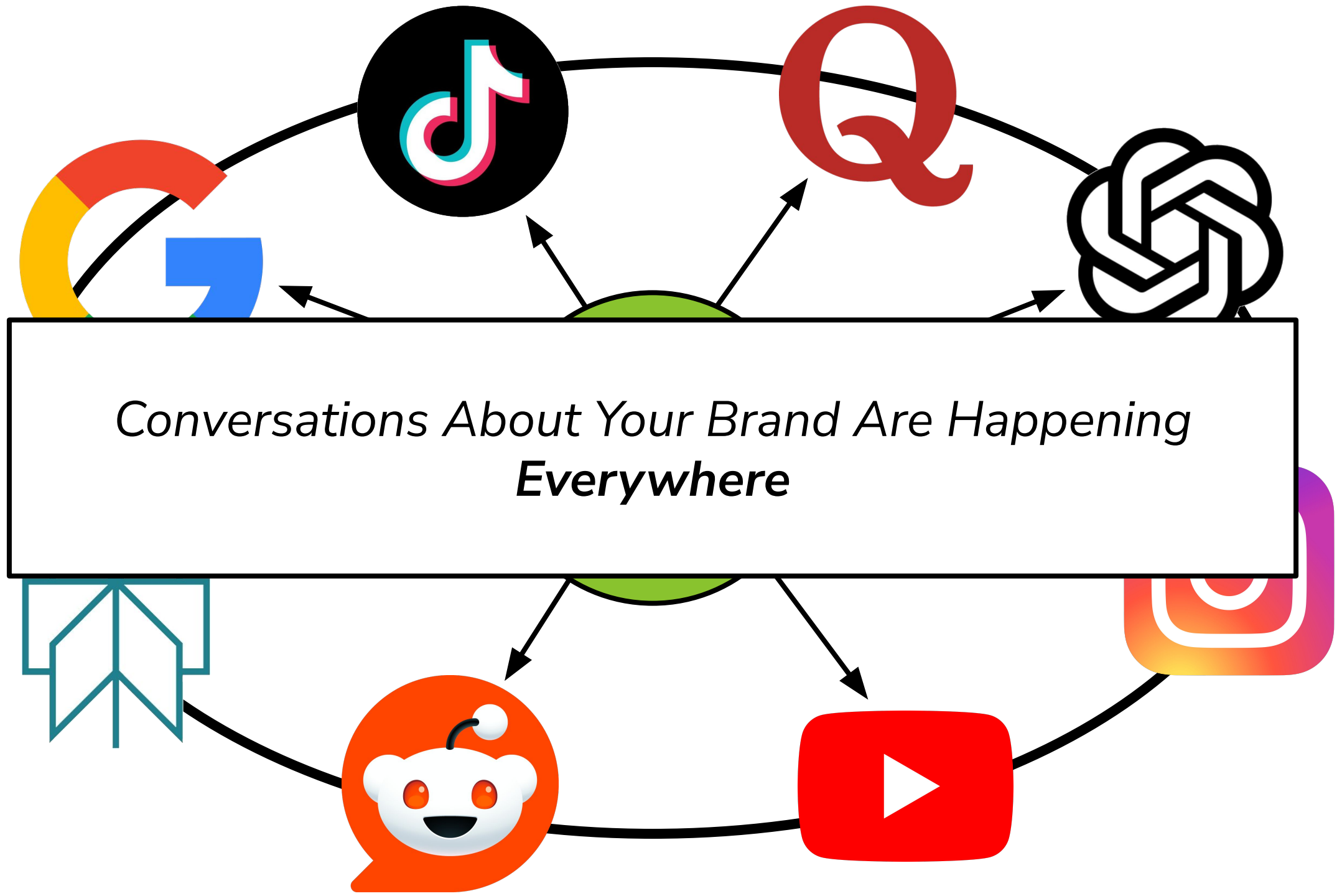
MARC JACOBS

SIEMENS



Website Optimization & Intelligence Platform

One platform for AI-powered content  
creation, SEO, and website monitoring



**Cool, so like,  
what do I do?**



# 3 Things To Focus On

## Organize Your Organization

The first step is **getting everyone on the same page** and teaching them best practices so you can move faster.

Organizations that **build systems around content and technical health** experiment faster, learn faster, implement faster, and ultimately, get results faster.

## Create Original, Specific Content

Search engines & LLMs are looking for **original content** that gives **your brands perspective** on a topic.

Don't regurgitate what others are saying and **use specific differentiators** in your content like a data point or POV that is unique to your brand.

## Be Deliberate About Your Expertise

**Create author pages** and use **author-specific schema markup** to celebrate your internal wisdom and promote your experts.

Search engines & LLMs are looking for authorship from **real people who have experience in your industry** to answer their users questions.

Who better than you?

# 3 Things To Focus On

## Organize Your Organization

The first step is **getting everyone on the same page** and teaching them best practices so you can move faster.

Organizations that **build systems around content and technical health** experiment faster, learn faster, implement faster, and ultimately, get results faster.

## Create Original, Specific Content

Search engines & LLMs are looking for **original content** that gives **your brands perspective** on a topic.

Don't regurgitate what others are saying and **use specific differentiators** in your content like a data point or POV that is unique to your brand.

## Be Deliberate About Your Expertise

Create **author pages** and use **author-specific schema markup** to celebrate your internal wisdom and promote your experts.

Search engines & LLMs are looking for authorship from **real people who have experience in your industry** to answer their users questions.

Who better than you?





*The Hardest Part Of SEO Is Organization*







**REALITY:**  
**SEO IS A TEAM SPORT**



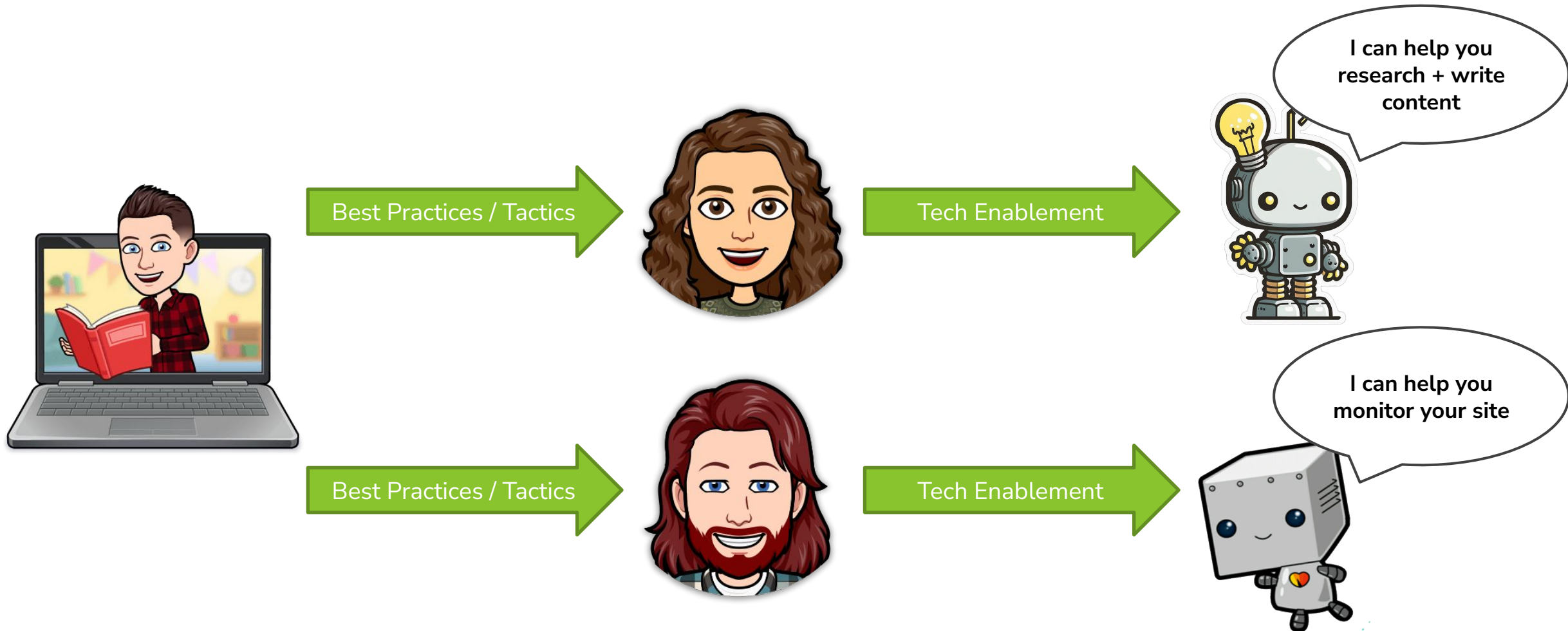


**PROBLEM:**

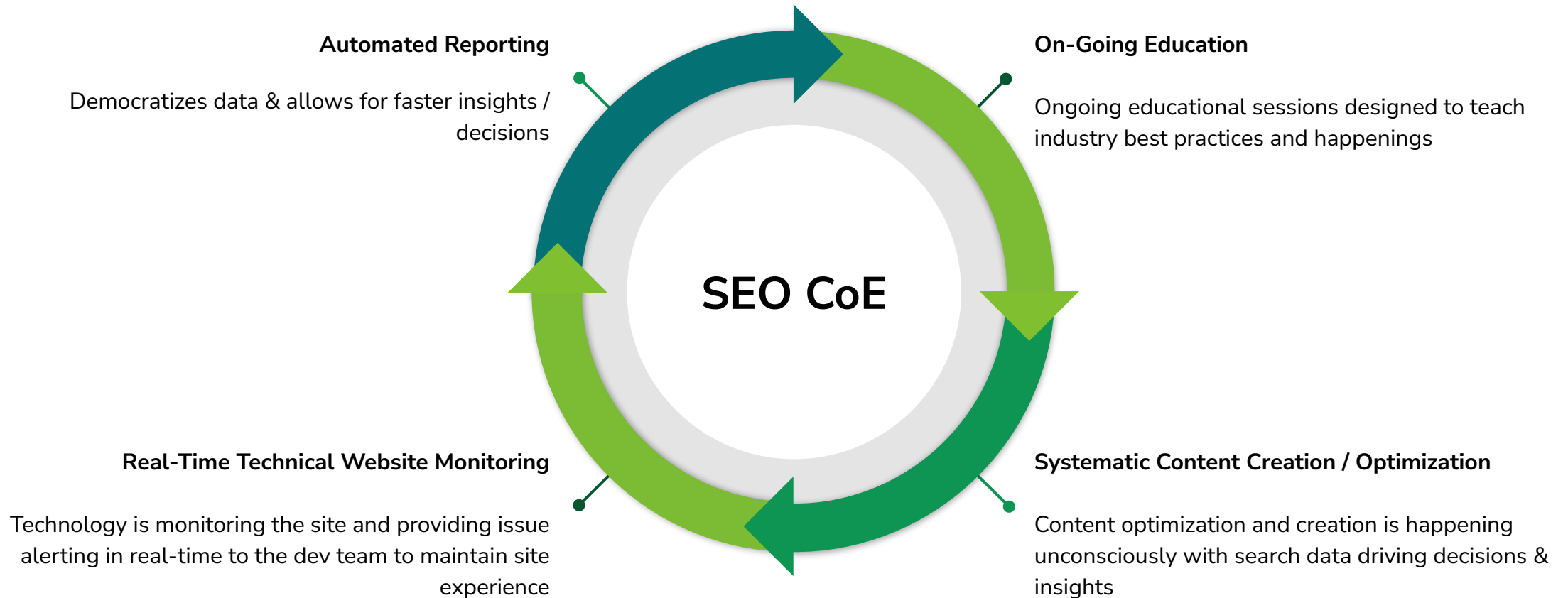
**NOT EVERYONE KNOWS THEY'RE ON THE TEAM**

# ***The Best Companies Are Building A System***

*SEO Has Changed From A Singular Profession To A Company-Wide Practice*



# The Best SEO Programs Are Mechanical



# 3 Things To Focus On

## Organize Your Organization

The first step is **getting everyone on the same page** and teaching them best practices so you can move faster.

Organizations that **build systems around content and technical health** experiment faster, learn faster, implement faster, and ultimately, get results faster.

## Create Original, Specific Content

Search engines & LLMs are looking for **original content** that gives **your brands perspective** on a topic.

Don't regurgitate what others are saying and **use specific differentiators** in your content like a data point or POV that is unique to your brand.

## Be Deliberate About Your Expertise

Create **author pages** and use **author-specific schema markup** to celebrate your internal wisdom and promote your experts.

Search engines & LLMs are looking for authorship from **real people who have experience in your industry** to answer their users questions.

Who better than you?



Are Surfaced Here

Passages Taken From Here

AI Overview

Learn more

To choose the best mattress, consider your sleeping position, body type, and personal preferences for firmness and materials. Prioritize spinal alignment and pressure relief, and factor in factors like durability, motion isolation, and temperature control.



Here's a more detailed breakdown:

1. Sleeping Position:

Side sleepers:

Need extra cushioning and pressure relief, especially around the hips, shoulders, and knees. A soft to medium-firm mattress with good body contouring is recommended.

Back sleepers:

Require consistent support to maintain spinal alignment. A medium-firm mattress with some contouring, like a medium-firm foam or hybrid mattress, is often preferred.

Stomach sleepers:

Benefit from firmer support to keep their spine in a straight line. A medium-firm to firm mattress is generally recommended.

2. Body Type:

- Lighter individuals: May prefer softer mattresses as they won't sink in as much.

Choose the Right Mattress for Better Sleep - Consumer Reports

Jan 8, 2025 — To know which might suit you best, consider what you've enjoyed sleeping on in the past, the amount of...

Consumer Reports

How to Shop for a Mattress Like a Bedding Pro - Good Housekeeping

Apr 17, 2025 — What to consider when buying a mattress. First and foremost, your spine should...

Good Housekeeping



How to Choose a Mattress - Sleep Advisor

Sep 10, 2024 — Durability and material quality are more difficult to evaluate by browsing the...

Sleep Advisor



Show all

[Firmer mattresses](#) tend to have better [edge support](#), but this also depends on what they're made from. Hybrid beds usually hold up better around the edges, more so if they have some type of reinforcement in this area. Foam beds can also have higher-density foam in this area to help keep the edges from collapsing.

## Trial and Warranty

In most cases, you'll see trials ranging from 90 to 365 nights, whereas the warranty ranges from 10 years to forever (or a lifetime warranty, as it's sometimes called). Although it's not always the case, pricier brands tend to offer longer trials and warranties.

Apart from the overall duration, you should also look at what the deals involve. Will you have to return the mattress? Do you get a full refund or just a portion? Are you required to use the mattress for at least 30 days or you can return it at any point? Make sure you research these details before you buy.

Passages Are Highlighted



## Durability and Material Quality

Durability and material quality are more difficult to evaluate by browsing the brand website, so it helps to do the research, and read online reviews and customer feedback. However, you can only learn so much from just reading because both durability and material quality are best tested in person. This is where a good trial comes into play, allowing you to try out the mattress before committing.

The price doesn't always indicate maximum quality and durability, but some mattresses are generally known to last longer. For example, we know that softer, cheaply-made foam beds aren't as durable and will likely sag faster than high-density memory foam mattresses.

## Mattress Size

Once you decide on a specific brand and model, you'll then need to select the mattress size you want. You may already have a size in mind based on what your previous mattress was. However, if you're moving into a new home, the amount of space available could impact whether you can get a bigger size.

# 3 Things To Focus On

## Organize Your Organization

The first step is **getting everyone on the same page** and teaching them best practices so you can move faster.

Organizations that **build systems around content and technical health** experiment faster, learn faster, implement faster, and ultimately, get results faster.

## Create Original, Specific Content

Search engines & LLMs are looking for **original content** that gives **your brands perspective** on a topic.

Don't regurgitate what others are saying and **use specific differentiators** in your content like a data point or POV that is unique to your brand.

## Be Deliberate About Your Expertise

**Create author pages and use author-specific schema markup** to celebrate your internal wisdom and promote your experts.

Search engines & LLMs are looking for authorship from **real people who have experience in your industry** to answer their users questions.

Who better than you?



# Help Google Understand Who Your Authors Are

The Person / Expert

Author

Questions Google Is  
Trying To Answer

Who Is This Person?

Why Are They An Expert  
In This Industry?

Why Are They An Expert  
On This Topic?

How You Can Help  
Answer Those Questions

Create An Author Page

Link To LinkedIn Profile

Link To / From Wikipedia

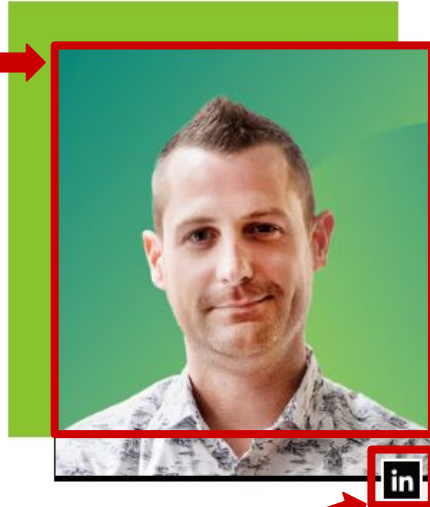
Link To Other Articles &  
Publications

Author Schema

[Home](#) → [Leadership Team](#) → Patrick Reinhart

Breadcrumb Establishing  
Position At Company

Decent Headshot (right?  
right?)



Link To LinkedIn Profile

## Patrick Reinhart

VP, Services and Thought Leadership

Name & Title Clearly Stated

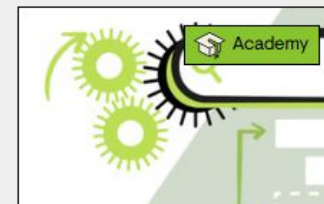
Patrick Reinhart leads enterprise digital strategy for Conductor Success team as Vice President of Services and Thought Leadership, helping some of the largest brands in the world with their organic search initiatives.

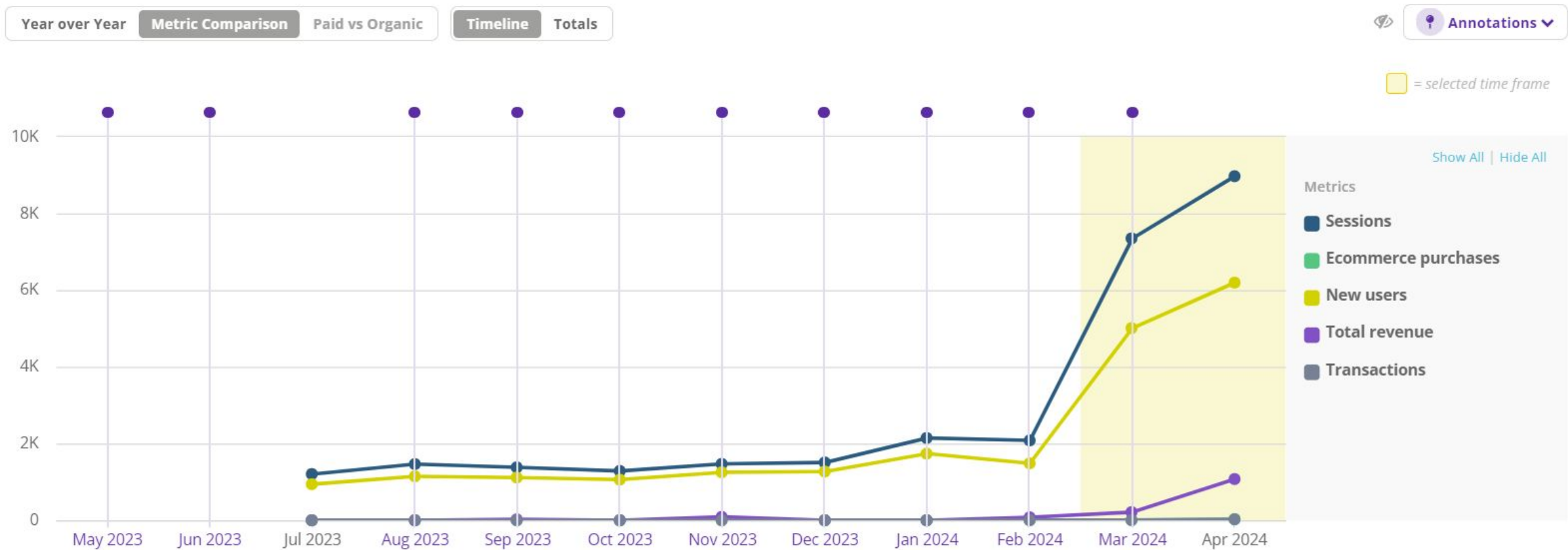
Patrick brings over 15 years of organic search and digital marketing experience to his work. Before joining Conductor, Patrick led the U.S. organic search practice at New York-based agency Prime Visibility.

Prior to his agency and technology experience, Patrick was an accomplished entrepreneur, founding an eCommerce appliance retailer company.

Additional Articles From The  
Author

### More from Patrick







**One more  
thing...**



# ***Success Metrics For Organic Are Shifting***

The recent shift in the industry is making many traditional metrics directional and engagement and conversion metrics even more important.

## **Today**

- *Traffic*
- *Keyword Rankings*
- *Impressions*
- *Clicks*
- *Link Authority*

## **Tomorrow**

- *Conversion*
- *Branded Impressions (Authority)*
- *Referral Traffic*
- *Overall Topic Visibility*
- *Efficiency Metrics*
- *Engagement Metrics*

Past



Future



ChatGPT



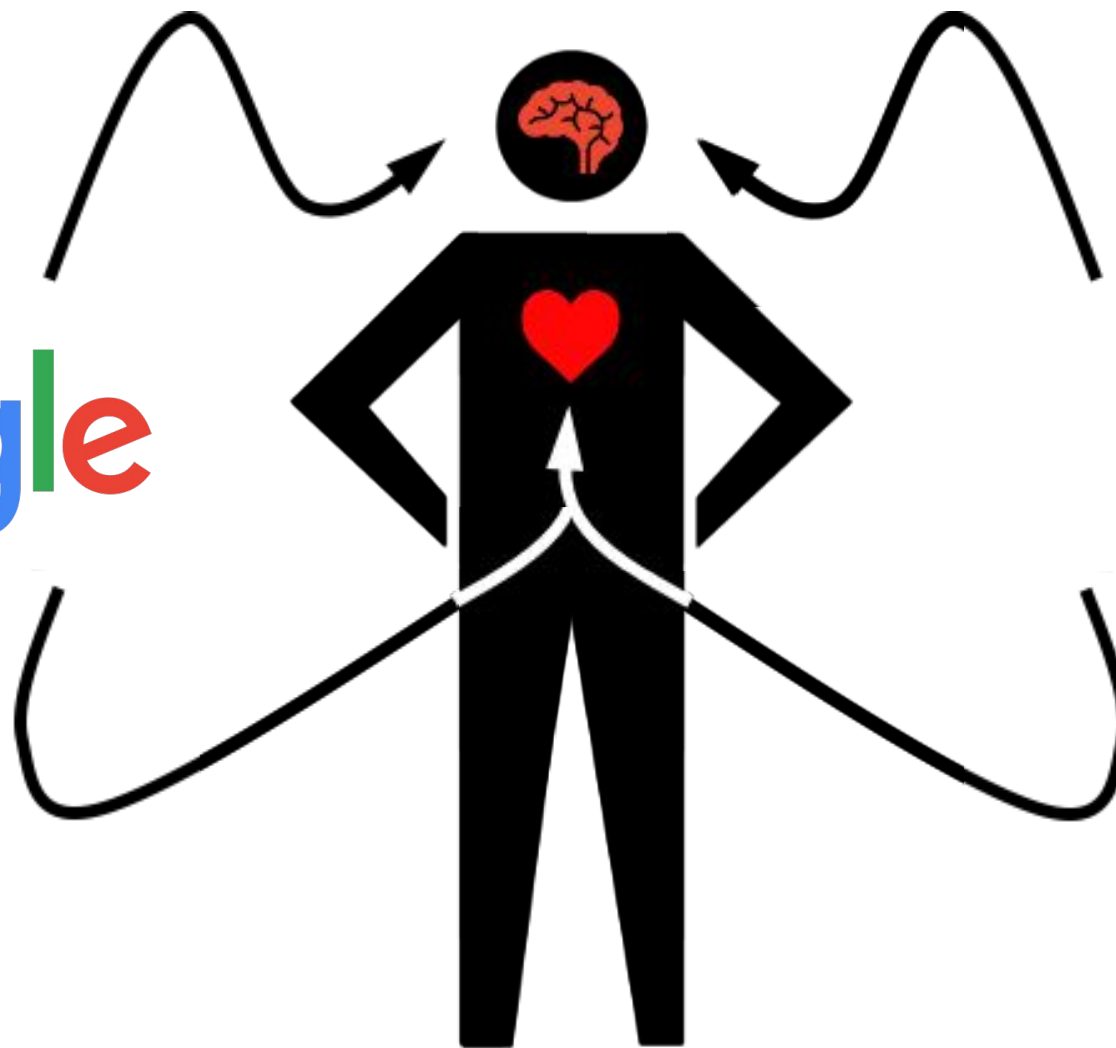
deepseek



Claude



perplexity





# Customer Exclusives in the Conductor Community

Continue the conversation!

Join the [post-webinar discussion!](#)

In case you missed it...

[Webinar replay](#) now available!

