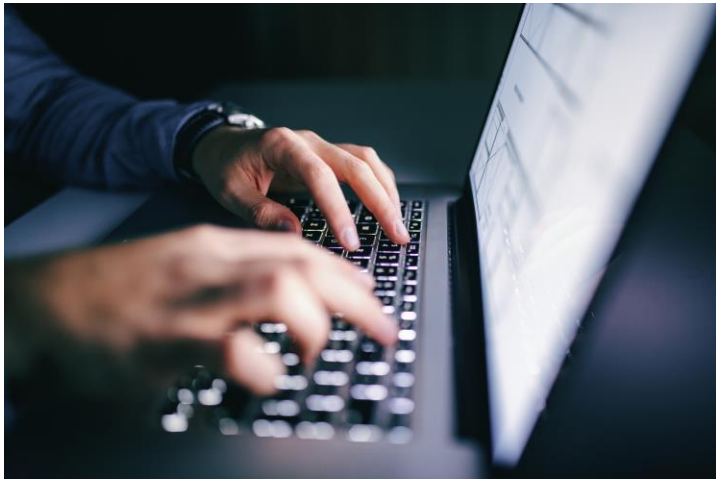
Get Found in 2027:

AI Search Optimisation for Small Businesses

Agenda

- This will be an interactive, practical workshop
- If you want to get involved: open your AI Assistant and ensure that you're logged in



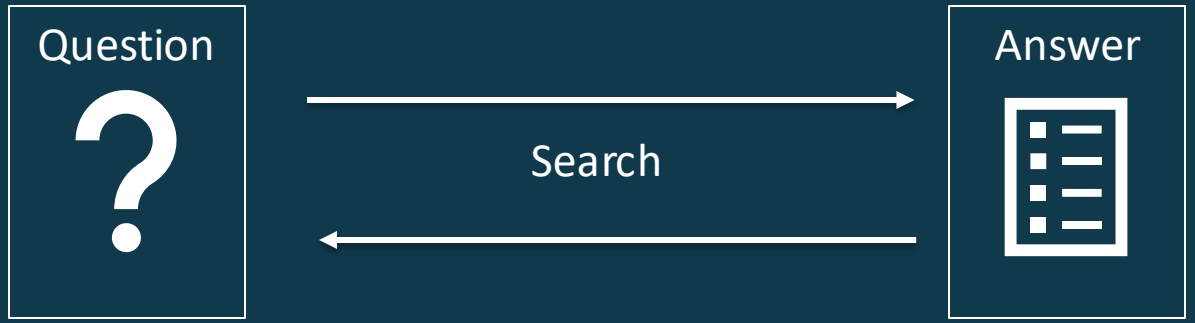
Contents

1. SEO Basics
    - How does search work?
    - Search Engines
2. SEO Secrets
    - Getting found – the 4 key parts of SEO
3. AI Search
4. Practical tasks – using AI

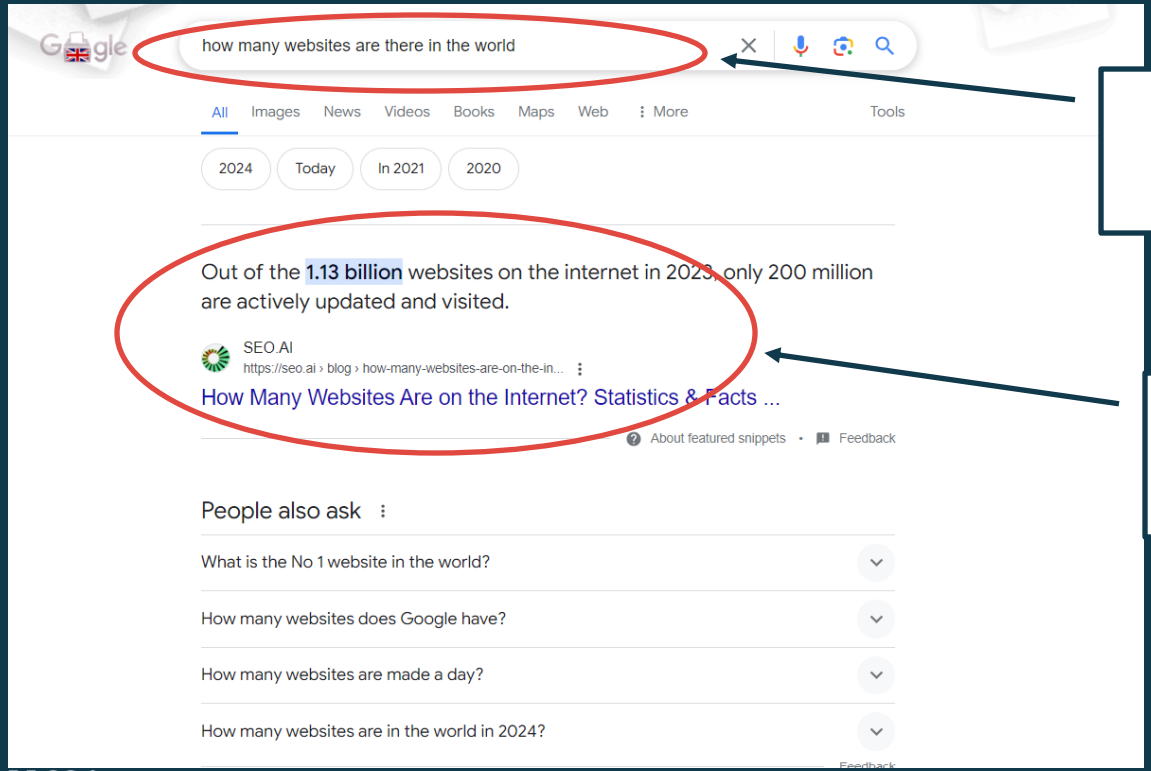
SEO Basics

Understanding Search

- People use the internet to **FIND** information, research, communicate and buy stuff
- So really, what is happening is people are **asking a question** (using words or phrases) and **getting answers** (information and results) back



Search Example...



Question

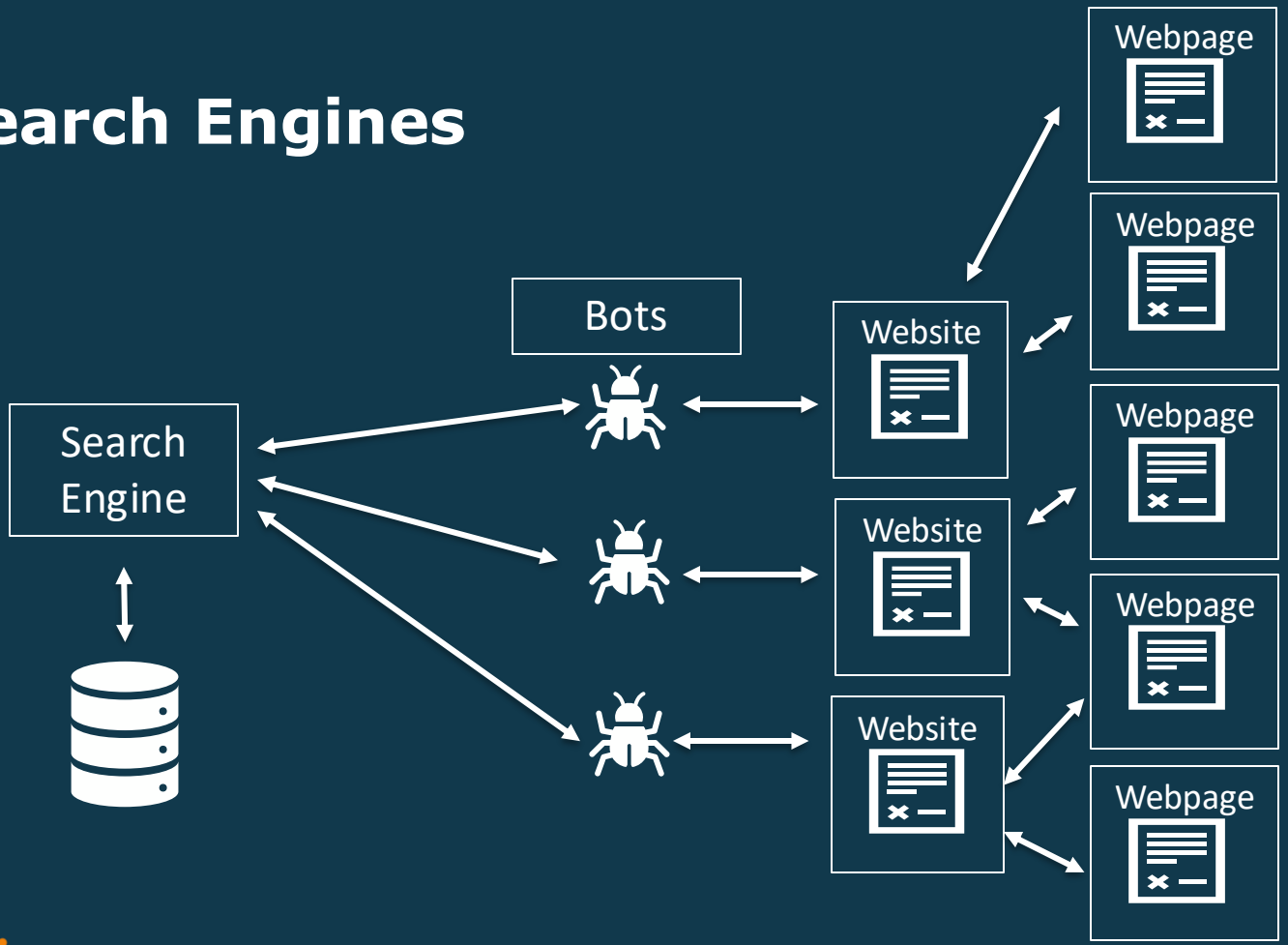
Answer

Search Engines – internet 'libraries'

- Search Engines are special types of 'websites' that search the internet
- Their job is to **find** websites and webpages
- Then **index** (save) and **categorise** the information in databases
- Search Engines use 'Bots' (a type of program) to locate, save and sort the information
- Similar to how books are sorted in a library by genre, subject or author
- Examples of Search Engines are: Google, Bing, Ask, and DuckDuckGo



Search Engines



Getting found – the 4 key parts of Search

Being found relies on matching ‘questions’ with ‘answers’, then the key things to get your website include:

1. relevancy
2. authority
3. technical
4. recommended

Relevancy

- This means including keywords and phrases in the website and/or webpages that match a certain set of keywords and phrases.
- For example, if someone is searching for a **plumber** that can fit an **outdoor tap** in **Durham**
- In this example, the search term might be: "***plumber outdoor tap Durham***"
- Then your website should contain those keywords in appropriate places, or even better, have a **dedicated page called 'outdoor taps'**, and be located in **Durham**
- We'll cover where and how to include keywords later…
- In short, you need to demonstrate that YOU are THE best PLUMBER in DURHAM who can fit OUTDOOR TAPS!

- Suggestions: product landing pages, e-commerce shop, Q&As, videos, images, case studies, customer feedback

Authoritative

- Authority means **expertise**
- Customers want to know you are good at what you do
- Why should they choose you over another company?

- You being able to demonstrate that you are an expert in what you do!
- This is your change to create content that captures your experience and knowledge, conveys it to your customer and starts to build **trust**.

- Suggestions: blogs, videos, Q&As, images, case studies, customer feedback, reviews, press coverage, accreditations, qualifications

Recommended

- Being recommended covers a few things, but essentially it means do other people endorse your business?
- This can cover:
  - Social media reviews
  - 3rd party site reviews such as Trustpilot
  - Customer testimonials
  - (Back) links from other websites, preferable more authoritative than yours







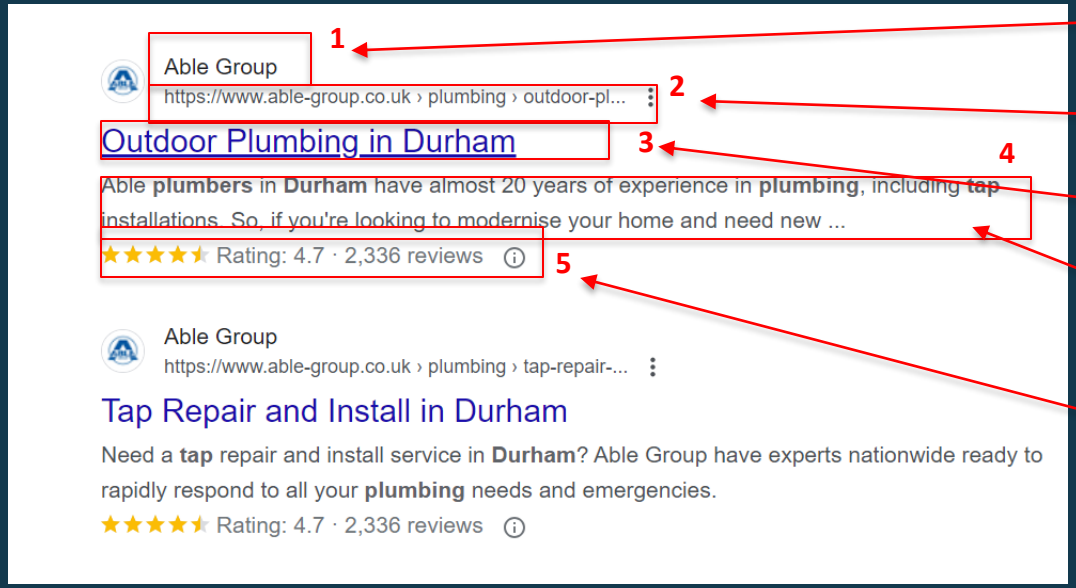
Technical

- There are some things that modern day websites need to have in place and Search Engines may score you down if you don't have in place
- These include:
  - An SSL certificate – that padlock in the address bar, demonstrates that your site is secure
  - Mobile optimised/responsive – does your site display well on mobile devices?
  - Loads in under 3 seconds

- There's a few more things to check but a CMS platform or web developer will be able to help ensure your website is compliant
- There are a few plugins and checkers available that you can try also such as: https://ahrefs.com/site-audit

Search Results

- Remember our earlier plumber example? Here's the top search result…



Company name

Website + webpage url

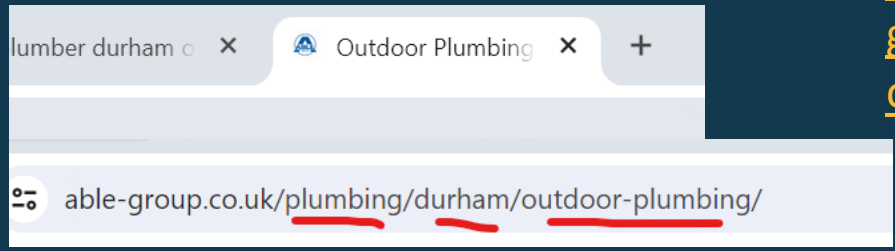
Page Name

Page description

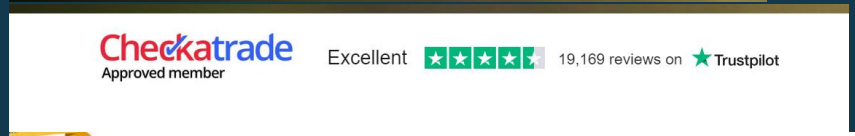
Customer reviews

Webpage parts

https://www.able-group.co.uk/plumbing/durham/outdoor-plumbing/









SEO Top Tips

- Think about what non-promotional, customer value, content you can add to YOUR website. For example:
- About page
- FAQs
- Blogs
- Brochure/flyer/download
- Video content

AI Search (GEO)

AI Search Trends & Statistics 2026/7

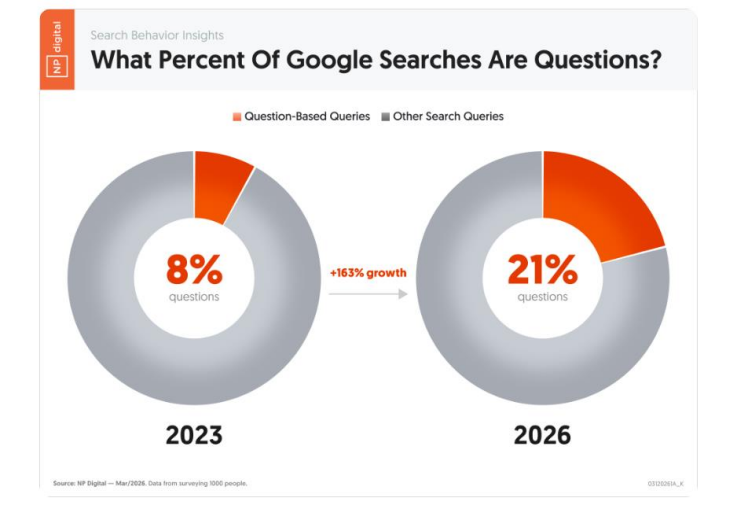
- 📈 **ChatGPT receives over 5 billion visits per month** and holds approximately **81% of the AI chatbot market**, making AI platforms a major discovery channel for businesses.
- 🤖 **35% of Gen Z users now use AI chatbots for search and information discovery**, signalling a significant shift away from traditional search behaviours.
- 🚀 **AI search traffic increased by 527% year-on-year**, demonstrating rapid adoption of AI-powered search experiences.
- 🔍 **Google AI Overviews now reach around 2 billion users** and appear in approximately **15% of searches**, increasingly answering questions without requiring users to visit websites.
- 📉 **More than 50% of searches now result in no click**, as users receive answers directly from AI-generated summaries and search features.
- 📊 Research suggests **AI Overviews can reduce organic click-through rates by 18% to 64%** for some search queries, making visibility within AI responses increasingly important.
- 🧠 **86% of SEO professionals now use AI tools** within their workflows, while **93% review and refine AI-generated content before publication**, highlighting the importance of human expertise alongside AI.
- 🏆 Businesses with strong authority signals, citations and online mentions are featured **up to 40% more often in AI-generated responses**.

Source: https://www.theedigital.com/

Search Trends

- 15+ years ago: word + word + word (e.g. plumber tap Durham)
- 6+ years: question-based searches (e.g. what is… where is…
- 3+ years: AI conversational search (find, tell me, what is, compare, create)

- Search engines find the results, rank them, present them but YOU had to click, read, interpret…
- Then came AI summary search…
- Now AI search does all the work and you can refine the results all in one place



So how does AI Search Differ?

SEO

- Search by combination of words
- Returns results
- YOU open, review, read, find and extract information

GEO / Ai Search

- Ask a question or chat
- Provide context
- Searches sources
- Reviews, collates, condenses, matches information
- Presents summary

AI Search

- Works in a very similar way to search engines
- Requires a prompt (instruction)
- Needs context (meaning, information)
- Uses references (websites, sources, documents etc)



I've created three marketing concepts for the workshop, each with a slightly different focus:

1. **Get Found in 2026** – focused on AI search visibility and discovery.
2. **Beyond SEO** – educational and workshop-focused, explaining the shift from traditional SEO to AI.
3. **Make Your Business Visible in AI Search** – focused on practical outcomes and business growth.

These should work well across Eventbrite, LinkedIn, email invitations, social posts, and workshop landing pages.

Sources

What's your goal?

Who you are?

Who are you customers?

What are your USPs?

CONTEXT

What the business does?

Who are the competition?

What Content Where?

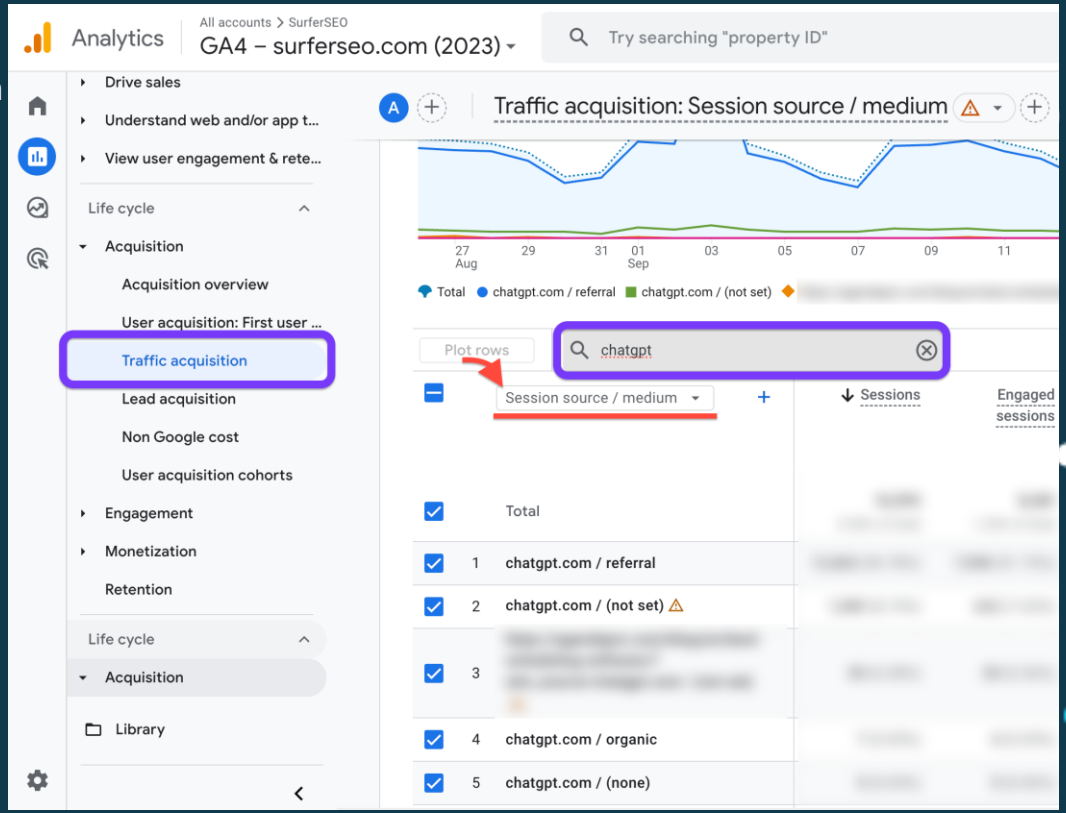
- Page Titles:
- Page Descriptions
- Comprehensive FAQ Pages = Questions + answers
- Detailed Service Pages: what / who / pricing / FAQs
- Customer Case Studies: Show evidence of success
- Testimonials & Reviews: builds trust and authority
- Demonstrate Expertise:
    - Team biographies
    - Qualifications
    - Accreditations
    - Years of experience
    - Awards
    - Professional memberships

What Content Where?

- Answer Questions Through Blogs
  - Title
  - Subtitles
  - Bullets
  - Questions & answers
- Structure Content Clearly
  - H1 and H2 headings
  - Bullet points
  - Tables
  - Numbered lists
  - Summary sections

Finally.... Analytics

- Check you have Google Analytics & Search Console connected to your website and data is feeding
- This will help you understand who found you how, what devices, pages, keywords and even channels or sources e.g. ChatGPT



AI Magic Formula

- Questions + Answers + Expertise + Proof + Structure = AI Visibility 🚀

Further links

- https://neilpatel.com/marketing-stats/percent-of-google-searches-are-questions/
- https://www.theedigital.com/blog/seo-trends

?

Helpful? Leave a Review...

https://www.google.com/maps/place/WE+ARE+UMi/@54.7871861,-1.5405656,17z/data=!3m1!4b1!4m6!3m5!1s0x487e60f9d09894f5:0xffe6ab8eb3b81ce2!8m2!3d54.7871861!4d-1.5379907!16s%2Fg%2F1hc6mvynl?entry=ttu&g_ep=EgoyMDI2MTEwMy4wIKXMDSoASAFQAw%3D%3D