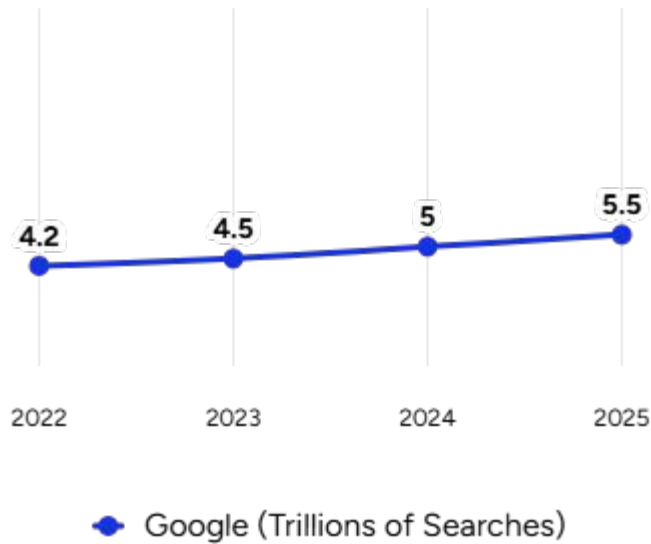




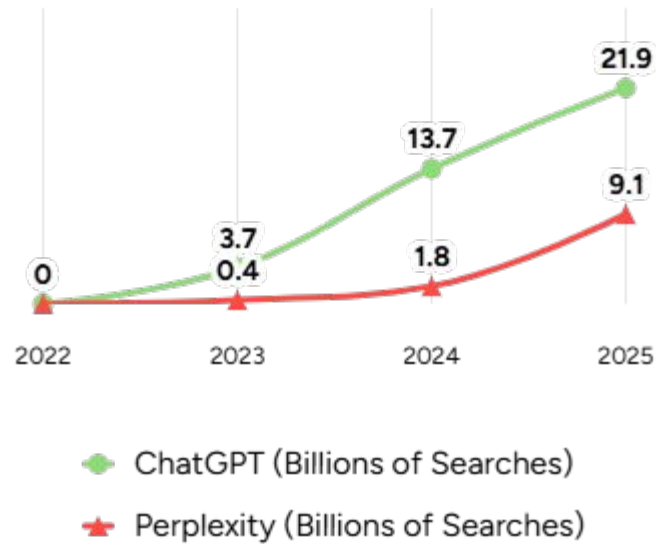
The AI Search Revolution

Trends in Search Behavior

While Google is still dominant in the space with **trillions** of searches and a positive growth trend, AI search is outpacing traditional search engines by leaps and bounds.



Sources: SparkToro + Datos, Google Search Grew 20%+ in 2024; receives ~373x more searches than ChatGPT (Mar 2025); CEO statements on Perplexity usage (2025); StatCounter (Jul 2025). 2022–23 and 2025 values interpolated/extrapolated for illustrative purposes.



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14x
ChatGPT's
Adoption
Velocity
Compared to
Google

But, What About *(insert acronym that I heard on XYZ podcast)*?

Acronym	Meaning	Purpose
GEO	Generative Engine Optimization	Optimizing content to appear in AI-generated responses (e.g., ChatGPT, Google SGE, Perplexity)
AEO	Answer Engine Optimization	Creating content that gives clear, concise answers to user questions so it can be pulled into AI-generated responses, featured snippets, voice search results, and tools.
AIO	AI Optimization (or AI-Optimized Content)	A general term for making websites/content structured and valuable for AI tools to read, summarize, or use
SXO	Search Experience Optimization	Optimizing for visibility inside AI-generated answers.

Basically, they mean just about the same thing

The background is a dark gray with a subtle, abstract geometric pattern. A prominent feature is a large, multi-pointed starburst or sunburst shape on the right side, composed of numerous thin, dark lines radiating from a central point. There are also several faint, overlapping circles and geometric shapes scattered across the background, creating a layered, architectural feel.

Why This Matters for Business

Why This Shift Matters: The Cost of AI Reshaping Visibility and Traffic

Clicks are disappearing - *and so is your traffic.*

But, the visits that do occur are more qualified - *if you show up in the answer.*

So, you need to optimize for discovery in AI, *not just rankings.*

~59%

of searches now result in no clicks

AI search visitors convert

4.4x More

AI search could surpass traditional by

2028

Visibility in AI search is now about being part of the answer, not just a ranking.

Why This Shift Matters: How AI Search Isn't Just Disrupting Visibility, It's Disrupting Leads

Decrease in CTR

58% 

Decrease in Site Traffic

39% 

Decrease in Lead Volume

31% 

Even strong-performing brands are losing visibility and leads as AI-driven search disrupts traditional click-through behavior.



4 Actionable Steps To Take

So, what should we do about this?

Search Term	AI Tool Used	Result Summary
Brand Name (e.g., YourBrand)	ChatGPT	"YourBrand is a marketing agency..."
Category (e.g., Best B2B Agencies)	Perplexity	List of 5 agencies, YourBrand absent

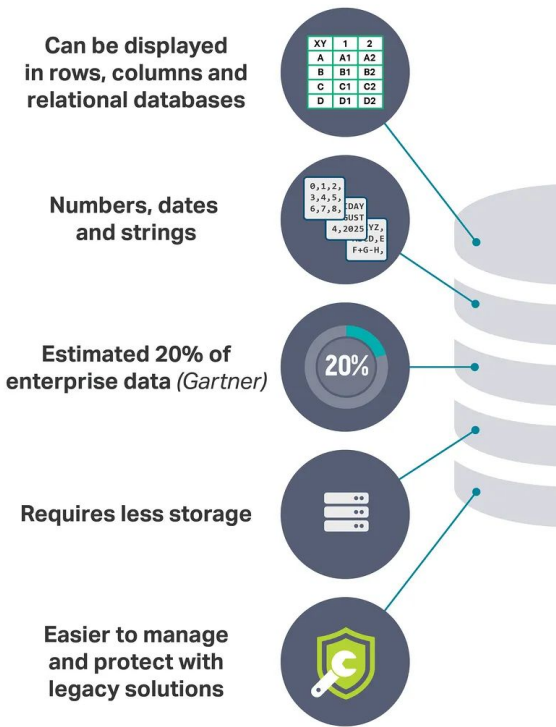
TribalVision.

LLMS.txt: What It Is, How to Create One, and Why It Matters

Summary

LLMS.txt is a simple, human- and machine-readable Markdown file you place at the root of your site (e.g., <https://example.com/llms.txt>). Its purpose is to give large language models (LLMs) a concise, curated overview of your most important content and where to find clean, LLM-friendly references. Adoption of `llms.txt` is still relatively new, and not all LLM providers fully respect it yet, but is an emerging standard.

Think of it as a companion to `robots.txt` and `sitemap.xml`: instead of listing every URL or controlling crawling, LLMS.txt highlights the best sources and guidance for LLMs to use when answering questions about your site, products, or services.



Start with an AI Visibility Audit

Ensure You Have the Right TXT files on Your Website

Use Structured Data

Optimize Content for LLMs

Step 1 - Conduct an AI Visibility (GEO) Audit

The first step is to understand how your brand appears (*or doesn't*) across Google AI Overviews and AI Search Engines

What It Is

- An audit that tests how AI search engines (like ChatGPT, Perplexity, and Google AI Overviews) represent your brand.
- Goes beyond keywords to analyze visibility, accuracy, and authority.

How It Works

Branded Terms → *How do AI engines talk about your brand when people search your name or products?*

Non-Branded/Category Terms → *Do you show up when users search your category or products (without naming you)?*

Competitor Terms → *Are competitors being recommended more prominently than you?*

Why It Matters

- AI search doesn't just pull from your website, it summarizes from multiple sources. If your brand isn't showing up (or is misrepresented), you're losing visibility at the exact moment prospects are making decisions.

Step 2 - Add **LLMS.txt** *(and ensure you have robots.txt in place)* to support LLMs indexing of content

Provide AI crawlers context, intent, and how to use your content

What It Is

Robots.txt → A long-standing standard that tells search engines what they can and can't crawl.

LLMs.txt → A new, evolving protocol to signal how Large Language Models (LLMs) may use your site's content.

How It Works

Placed at the root of your domain (example.com/llms.txt)

Gives large language models (LLMs), like **Googlebot**, **ChatGPT**, **Perplexity**, **etc.**, a concise, curated overview of your most important content and where to find clean, LLM-friendly references

LLMs.txt helps early users to prepare for AI-driven indexing

Why It Matters

Puts you ahead of the curve by telling AI systems your intent (e.g., which pages are fair to train or display).

Being proactive shows you're protecting your brand while preparing for AI-first search environments.

Step 3 - Use Structured Data (Schema)

Help search engines and AI understand and surface your content

What It Is

Structured data = code added in your site's <head>.

Explicitly labels content types (e.g., LocalBusiness, Service, FAQPage).

How It Works

Acts as a “translator” for crawlers — turning raw text into labeled entities (services, products, FAQs, etc.).

Enables rich results in Google and provides clear signals to AI models pulling facts for answers.

Some of the most relevant schemas for marketers today:

- **FAQPage** (answers for AI snippets + zero-click queries)
- **HowTo** (step-based content, tutorials)
- **Product** (ecommerce listings, reviews, pricing)
- **Organization** (brand authority, contact info, social links)

Why It Matters

Enhances search listings (rich results) and helps AI extract key facts (like services, location, reviews). It's crucial for voice search and answer boxes.

Step 4 - Optimize Content for LLMs (Hint: It Should Be Conversational and Clear)

Write like a human, but structure it like a machine, so AI understands, cites, and surfaces your brand.

What It Is

Creating content that is explicitly written for LLM comprehension - clear, structured, conversational, and easy to parse

Goes beyond FAQs to include Q&A format across your site, natural tone, and thoughtful formatting

How It Works

Use plain, everyday language that avoids jargon and mirrors how real people ask questions.

Organize content with clear headings (H1 - H6), bullet lists, and summaries that LLMs can easily extract

Begin sections with strong lead sentences or TL;DRs, then add context - this structure improves AI snippet selection

Use a Q&A or conversational format

Why It Matters

AI systems prefer content that's easy to read, parse, and cite. Poor structure or convoluted language reduces chances of being selected

Structured, conversational content surfaces more often in AI-generated answer cards, snippets, and voice responses

Brands that optimize in this way gain Citation Authority in responses, even without top SERP rankings



Partnering with TribalVision

CENTERS OF EXCELLENCE

We have the capability toolkit to create a custom engagement to hyper-focus on your goals.

| STRATEGY

| CREATIVE

| WEB DESIGN & MANAGEMENT

| EVENTS

| MEDIA RELATIONS

| TECH & DATA

| PAID & SOCIAL MEDIA

STRATEGY

Intentional focus & strategic clarity are the bedrock of our engagement, culminating in a results-oriented project plan to bring the vision to life.

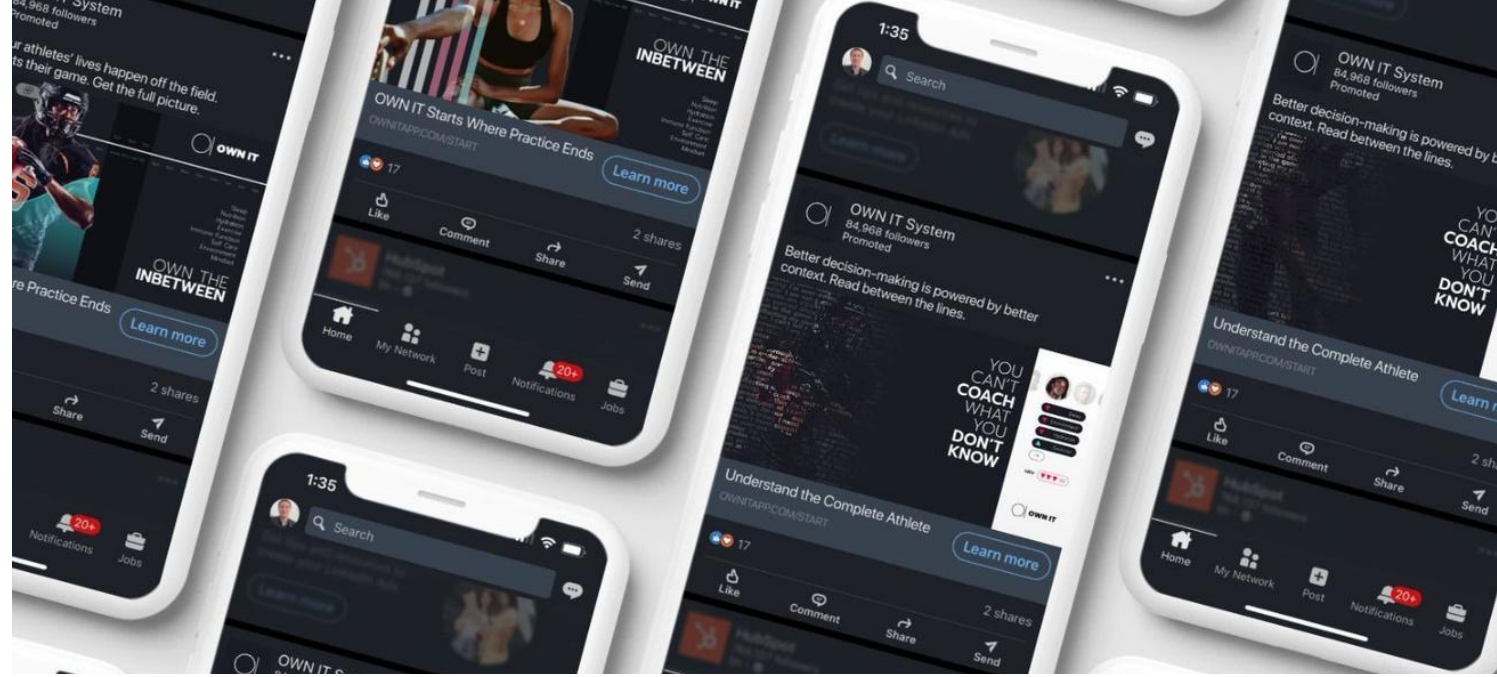
- Marketing strategy development
- Positioning Strategy & Web Strategy
- Channel mix recommendations



- Customer journey mapping
- Performance forecasting & budgeting
- Tech, data & automation recommendations

PAID MEDIA

We hyper-target your key audiences across multiple channels and platforms. Always data-enriched and tech-leveraged in order to demonstrate ROI and revenue attribution.



- Paid social media — FB, IG, TikTok, LinkedIn
- Google ads — search, local services, YouTube
- Programmatic advertising
- ChatGPT
- Geofencing, retargeting, & competitor conquering
- Google Shopping & Amazon Storefront
- Traditional media — TV & radio

CREATIVE

We develop and deploy our art, design, and copy to engage your audience in a way that resonates and inspires action. It's not art for art's sake; it's art for your sake.



- Brand identity & logo design
- Print design & trade show signage
- Email and landing page design
- Sales & marketing collateral development
- Video production, animation, & motion graphics
- White paper & content creation

WEB DESIGN & MANAGEMENT

Your website is the nerve center of your brand ecosystem and the hub of your lead gen effort, all while feeding you rich data about your visitors.

- Custom website development
- User journey mapping & architecture
- UX/UI design & optimization

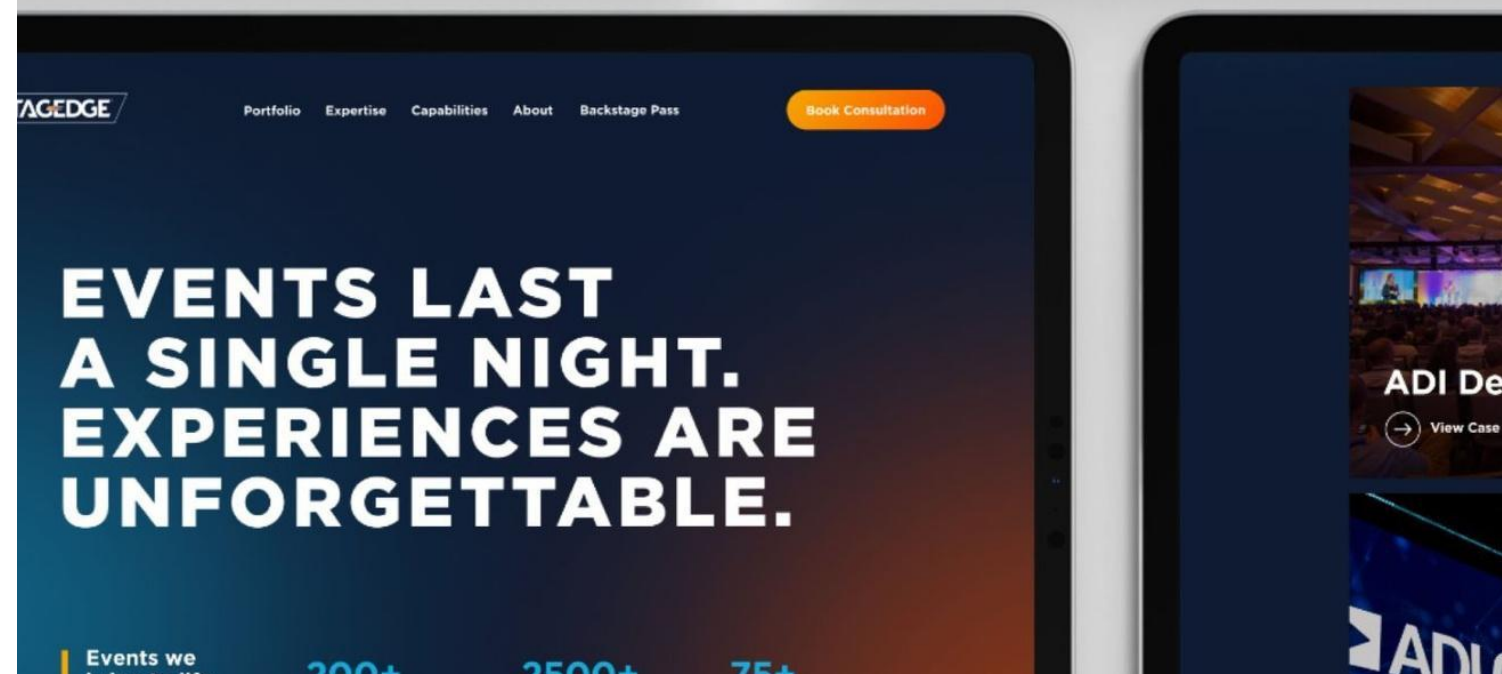


- AI readiness & SEO (&GEO)
- Design system exploration
- Technical setup & integration

TECH & DATA

We implement and optimize your automation, reporting, marketing technology & CRM to streamline your sales & marketing, improve lead nurturing, deliver MQLs, and monitor revenue attribution.

- Platform analysis & selection
- Hubspot, Salesforce, and others
- Email, activity, and task automation



- A/B testing and performance optimization
- Lead scoring & qualification
- Engine of broader marketing strategy

SOCIAL MEDIA

Maintaining a strong online presence maximizes your visibility and fosters engagement with your target audience. It's table stakes in today's marketing.



- Content strategy development
- Content creation & scheduling
- Platform analysis & selection
- Including all major platforms
- Integrated broader marketing strategy
- Community management

EVENTS

A strong online presence is table stakes, but it's not enough to win business on its own. In-person events are where real impact happens. They cut through digital noise, give your audience a hands-on experience with your brand, and create lasting connections that drive loyalty and sales.

- Event strategy & identification
- Creative collateral design
- Sales enablement tools



- Pre-show marketing campaigns
- Post-show follow-up & nurture

MEDIA RELATIONS

Builds credibility and brand awareness by securing earned coverage that tells a compelling, consistent story across trusted third-party outlets.



- Brand narrative clarity
- Earned media coverage
- Thought leadership positioning

- Timely story pitching
- Journalist relationship building
- Media impact measurement



Thank You.