# Adapting SEO strategies for the rise of AI and LLM search



As businesses across various sectors increasingly adopt artificial intelligence (AI) tools, the landscape of search engine optimisation (SEO) is rapidly evolving, particularly in light of the emergence of large language model (LLM) search technologies. This trend marks a significant departure from traditional search engines as users begin to rely on conversational queries within platforms such as Perplexity and ChatGPT search. Industry experts are exploring effective tactics for brands to appear prominently in these new search environments, providing insights that may shape B2B strategies.

One critical aspect of adapting to LLM search is the development of a robust content strategy. The nature of user queries in the LLM framework often leans towards conversational phrases. For instance, a query such as, "How can I protect my business from ransomware attacks?" contrasts with the more formal traditional search query of "ransomware attack protection for businesses." To optimise for LLMs, brands are advised to closely analyse the types of questions users are asking and craft content that provides direct, relevant answers. This approach necessitates not only addressing product-related queries but also incorporating educational content that guides users through the awareness and engagement stages of their purchase journey.

B2B marketers are encouraged to create content that is broad in scope and deep in detail, establishing authoritative voices on relevant topics. The use of supporting materials like guides, case studies, and user testimonials can complement main content areas. An example of this could be a blog entry titled “What is embedded finance? Benefits and challenges for SaaS platforms,” which could incorporate various subsections to address different facets of the topic.

Semantic SEO has emerged as another essential component of effective LLM optimisation. This approach requires brands to focus on the entirety of a topic rather than limiting themselves to specific keywords. Entity-based optimisation—utilising schema markup to enhance understandability for LLMs—is paramount. Businesses can improve their online presence by marking up product pages and linking to reputable business profiles on platforms such as Wikipedia or LinkedIn.

Technical SEO remains relevant as well, with existing practices applicable to both traditional and LLM searches. Key activities include ensuring data accessibility and optimising page speed and mobile performance. The articulation of user intent becomes increasingly important, necessitating the strategic distribution of content across various buyer journey stages—from awareness and education to technical understanding and purchase intent.

Establishing authority and trust is critical for success across all search platforms, including LLMs. Compliance with E-E-A-T principles—Experience, Expertise, Authoritativeness, and Trustworthiness—should be a priority. Businesses can bolster credibility through author bios, external citations, and backlinks from reputable domains. For instance, a logistics software company might enhance its profile by acquiring backlinks from prominent industry publications.

In contrast to traditional search engines, interactivity significantly influences user engagement with LLMs. Businesses are urged to optimise content to answer common questions and follow-up queries, creating resources that lend themselves to direct API consumption. This conceptualisation could manifest in content hubs styling Q&A formats that are easily accessible by AI systems.

Continuous testing and adaptation in SEO practices are particularly vital given the nascent stage of LLMs. Monitoring engagement metrics, user queries, and the performance of content in LLM-generated summaries will help businesses to pivot strategies effectively.

Experts are urging B2B marketers to remain agile to account for the rapidly changing terrain of user behaviour and search technology, with ongoing monitoring of trusted trends in place. Given that the landscape is still developing, the industry must be prepared to adjust strategies as necessary, ensuring alignment with emerging technologies within search environments. As companies explore these advancements, maintaining a proactive approach will be essential for sustaining visibility in an increasingly AI-driven marketplace.

Source: [Noah Wire Services](https://www.noahwire.com)

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