# How Al & Google are Changing Buyer Behavior A Step-by-Step Guide



intuitivewebsites



# How People Search for Your Company is Changing Fast





### What You Get Today

- What's happening in AI and Google search.
- The steps marketers must take to deal with AI and search.
- Live website reviews to see how your website measures up.

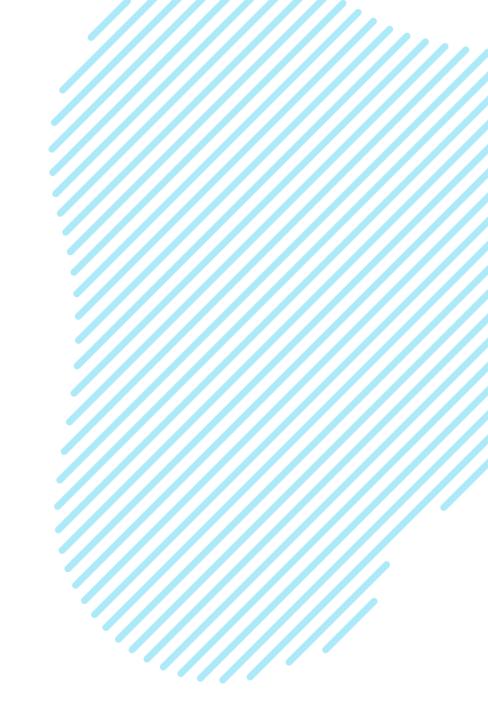
### Keys to a successful digital content strategy in the age of Al.





### **Al and Search Trends**

- ChatGPT 4o from Open Al
- Google Gemini and Al-Mode
- Claude.ai Anthropic
- X.ai Grok
- What are you using?









## **The Evolution of Search**

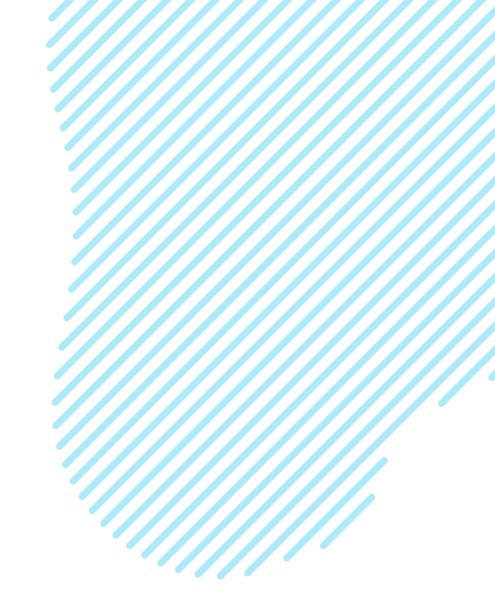


- **Long-Tail Keywords**
- Natural Language & Key Phrases















### **Three Levels of Search**

- **1. SEO -** Search Engine Optimization
- Gets your website and content found in a Google search.
- **2. GEO -** Generative Engine Optimization
- Influences how AI models use your content to generate new content.
- **3. AEO -** Answer Engine Optimization
- Displays content as an answer to a user's query and is conversional.





### Leaders in Al Search Adoption

### **Fast Movers**

- Retail & eCommerce
- Travel & Hospitality
- Financial Services

# **Slow Movers**

- Manufacturing & Heavy Industry
- Healthcare (external)
- Many B2B Firms

### Source: Adobe Analytics (March 2025)



intuitivewebsites

# **Know Your Buyers** Get inside the head of your target market.

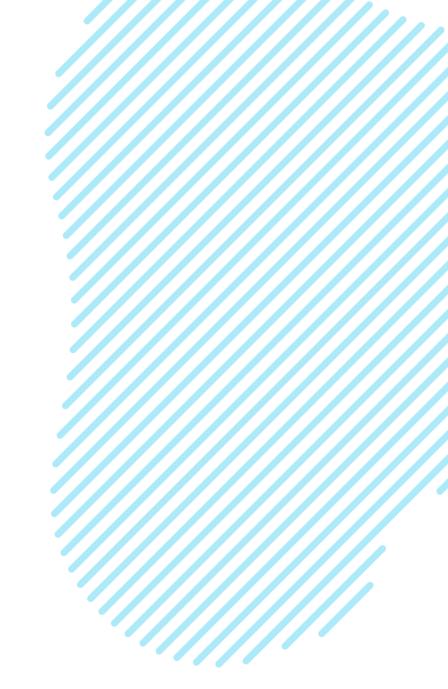


intuitivewebsites



# **The Al-Driven Buyer**

- To solve a problem and enhance their lives
- Easily search for information and research
- Product and service information and pricing
- To save time and money convenience!
- How to contact your company or people









### What the Buyer Wants

- **Benefits** and not features
- Answers not marketing-speak content
- A connection to their personal story
- A guide to help them get what they want









# Use Al to learn how your target audience is using Al.







# Tell me how potential dental patients are using AI tools like ChatGPT, Google Gemini, or Perplexity to research dental services.

# Include examples of typical questions they might ask, and how AIgenerated responses influence them in choosing a provider.

# Sample Al Prompt





# Sample Al Response

### Al gives patients a way to explore concerns they might not mention:

- "Why do my gums hurt when I floss?"
- "How bad is it to avoid going to the dentist for 5 years?"
- "Is it worth paying more for a private dental practice instead of a chain?"

These questions build awareness, and whoever's content is cited or

summarized wins trust early.





### **Al and Personas**

- Use AI to get inside the mind of your customers.
- Use AI tools to better translate your key benefits and risks.
- Al insights to drive keywords, user questions and digital content.
- Executable marketing plan using AI as a guide.





# Websites and Al Translate what you do well.



intuitivewebsites



# **User Intent is King**

### User Intent

# CRO: Conversion Rate Optimization

### Content

CRO

Website UX





### Al to Build Engagement

- Interactive and highly intuitive websites
- Smart Al chatbots on websites

### • Al clones or agents of top salespeople and thought-leaders

### • Al powered forms, estimators, functionality/code & calculators





# **Strategic AI Objectives**

- Clear strategy to translate value
- Content built on user intent and benefits
- A clear conversion strategy
- Authentic and real, photos, videos and content







### **Strategic AI Objectives**

- Structured, organized content and navigation structure.
- None to very little direct Al generated content.
- Use the word "you" more than the word "we."
- Follow the guidelines of E.E.A.T.







# **Review your website data!**

# **Understand the New Buyer**







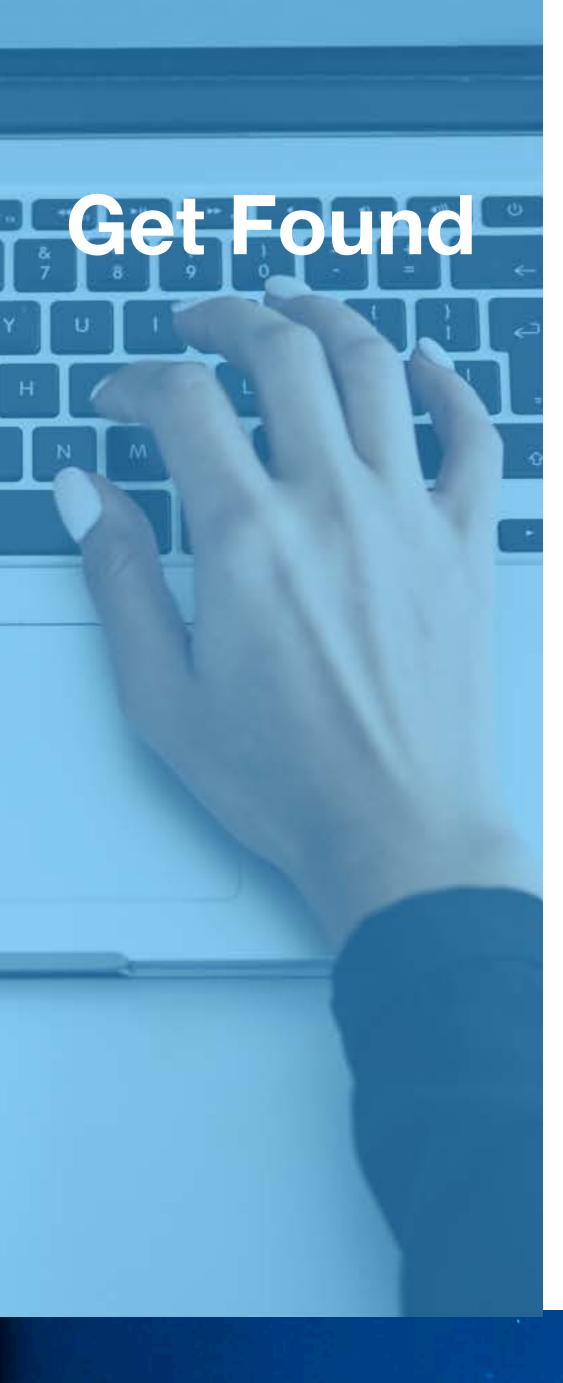


# **Content to Get Found** The Principles of E.E.A.T.



intuitivewebsites





# E.E.A.T.

- Experience •
  - Use of content to show your experience.
- Expertise
  - Your thought leadership in the industry.
- Authority

- Trustworthiness
- Content to demonstrate your industry leadership.
  - Content and interactions to build trust and confidence.

İW



### Experience

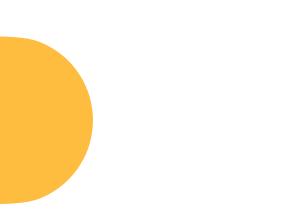
- Case studies, projects and customer stories
- Staff bios and stories about your people
- Your years of experience in the industry
- Al looks for experience when recommending a specific solution
- Client lists, trade shows and use studies





### Expertise

- Identifiable and clear thought-leadership
- An industry leading resources section
- A "how we do it" page listing your approach and process
- Detailed product and services landing pages
- Your experience with trade shows and industry events
- Al tools, chatbots and clones





# Authority

- Media mentions, awards, publications and breadth of knowledge
- Links from other websites and key endorsements
- Speaking, leadership positions, accomplishments and partners
- Explain how you get happy customers
- Al searches for authorities in the field and wants to see credibility
- Real people writing content with great bios and bylines





### **Trustworthiness**

- Human-generated, genuine content enhanced by AI
- Secure website, privacy policy, FAQs and terms of use
- Regular website updates
- Calculators, advanced search and website tools
- Testimonials and customer rankings/reviews
- Real photos with captions to tell a story
- Easy to find and use contact page and company information



# Al Prompts for E.E.A.T. Experience

- Write an outline for a customer case study.
- Create a checklist of content ideas to showcase your experience.
- List common challenges customers face and how we can solve them.
- Write an outline of our team bios for our about page.



8.



# Al Prompts for E.E.A.T. Expertise

- What are our top 10 pillars of thought leadership?
- What content topics should be in our website resources section?
- Write a first draft blog post on a thought-leadership topic.
- What types of content work best to express thought-leadership?





# **Al Prompts for E.E.A.T.** Authority

- How do we express authority in our industry?
- Run a competitor analysis of this website.
- Write about industry trends and key issues.
- Summarize and review industry data







# **Al Prompts for E.E.A.T.** Trustworthiness

- How can we build trust in our website content?
- What is our website about?
- Draft terms of service, privacy policy and refund policy.
- Write a homepage tagline.
- Get a list of benefits for your homepage





- Write a landing page using the principles of E.E.A.T.
- Review our website and find the E.E.A.T. gaps.
- How does Google's E.E.A.T. work in our industry?
- Give ten topics for effective E.E.A.T. content in my industry.

**Al Prompts for E.E.A.T.** More Al Prompts...





# Al and The New Buyer's Journey Where to start?

- Use the Google Search Console and tools like HubSpot.
- Paid version of ChatGPT teams version for the organization.
- Intelligent AI chatbot on your website.
- Use of AI clones and agents for engagement.





### iw intuitivewebsites



# DIGITAL Marketing In the age of ai



# GET FOUND, GET HEARD

THOMAS YOUNG



# Find the Al-Powered Searcher Your Action Items

- Write your marketing personas and know their AI conversations
- Build an E.E.A.T. grid with a content plan
- Review your website for user intent and E.E.A.T.
- See our blog post and video on E.E.A.T.







# **Thomas Young** 719-231-6916 IntuitiveWebsites.com

# Follow-Up Consult

Tom@IntuitiveWebsites.com

**Click Here to Book a Meeting** 



intuitivewebsites İW



# Websites and A Live Feedback



