

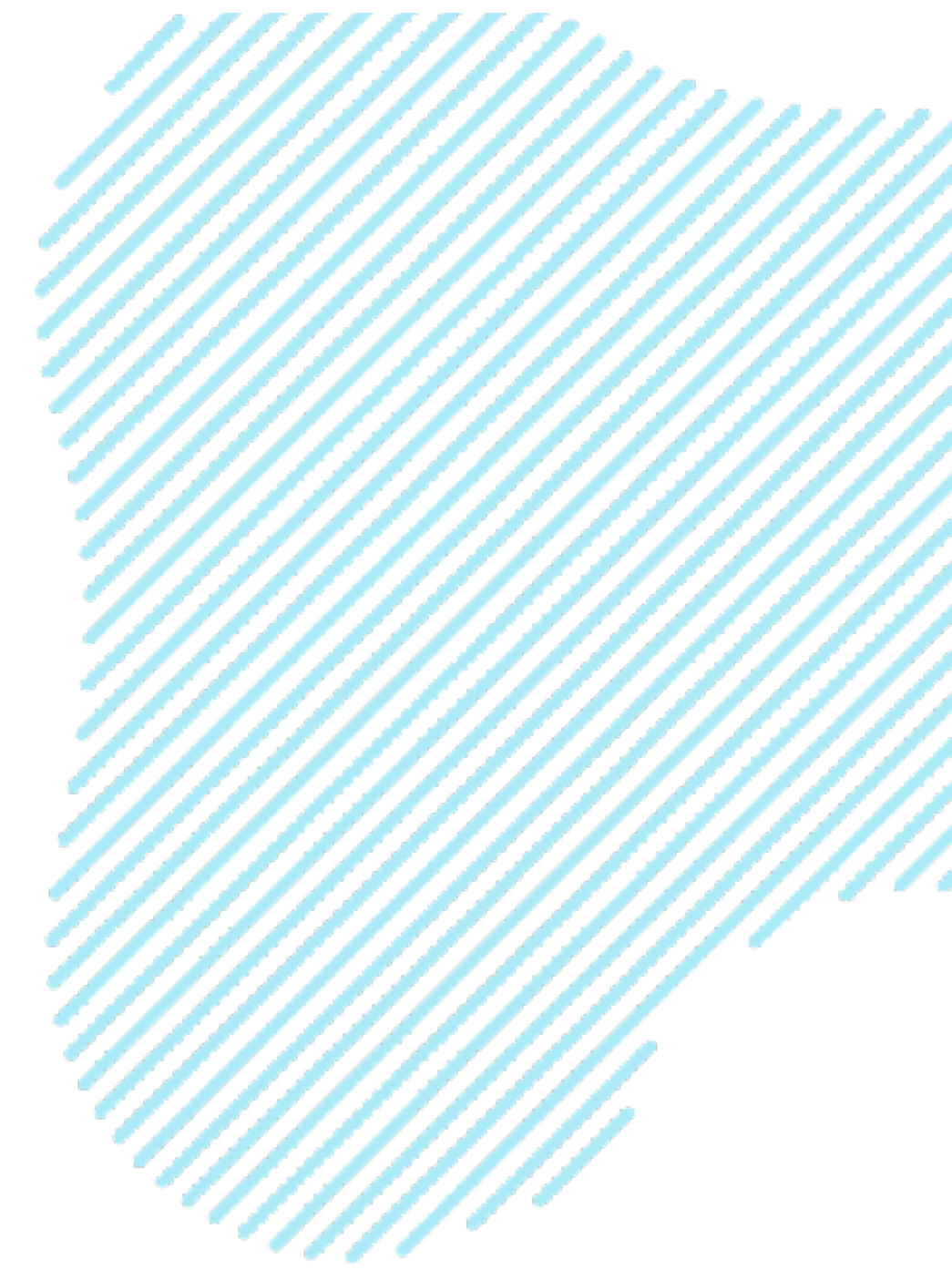
The End of SEO?

AI has changed how customers find websites and research brands.



What You Get Today

- Biggest AI website mistakes to avoid.
- How AI actually works to index websites.
- The importance of digital content types and structure.
- Tips to use AI as a competitive advantage.
- How to use AI tools to rank websites in AI search.



Webinar Impact for Marketers

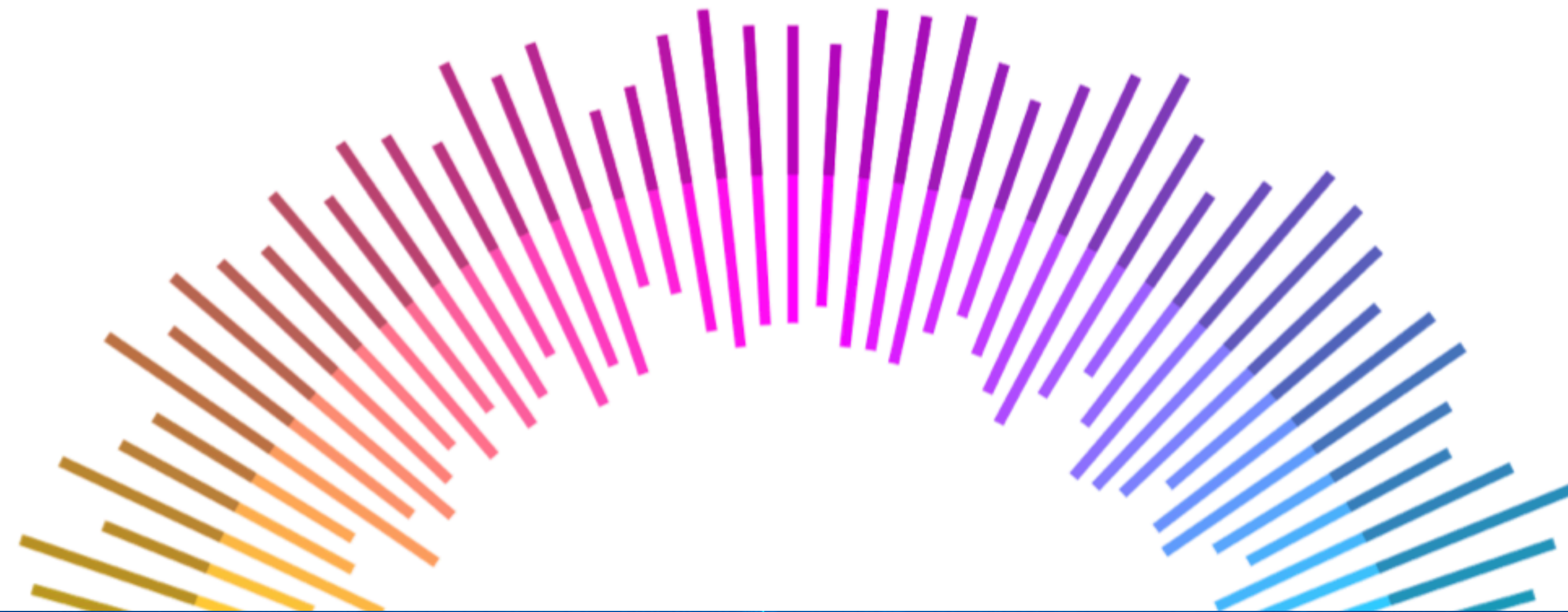
- Real AI literacy to lead marketing strategies and teams.
- Stop the downward cycle of less brand visibility.
- Make websites meaningful again in the age of AI.
- Cut through the AI noise with valuable content.
- Re-think digital channels, campaigns and marketing metrics.

AI and Websites

This rise of the website answer engine.

AI and Humans

Your clients are marketing and selling to people and machines.



7 Website and AI Search Mistakes

1. An online brochure versus knowledge engine.
2. Writing for the company, not the customer.
3. Lack of topic depth and thought-leadership.
4. Poorly structured content and navigation.
5. Weak credibility and people/author authority.
6. No citable, fact-based content.
7. Publishing AI written content.

Website Content

- A fantastic homepage!
- Get the “About Us” page in order.
- Depth of content on your products and services.
- FAQ and resources section for thought-leadership.
- Blogs attributed to authors with bio pages, citations and authority.
- Organize content around headers, bullet points and themes.

Example of Clarity for AI

Weak Content: Our company provides innovative technology solutions for today's fast paced business climate.

Better Content: Consulting to reduce expenses by an average of 30%, streamlining processes, training team members and measuring the right KPIs. Here's how we do it.

A New Conversation

Websites must “talk” to AI engines and provide real value.



Website Structure for 2026

- Topic authority and content clusters.
- Structured knowledge: intuitive navigation, FAQ, definitions.
- Thought leadership, unique insights and deep explanations.
- Write in the voice of the brand, AI understands this.
- An “answer engine” for humans and machines.

What is an Answer Engine?

A resource people use to get answers and where brands must be found.



Answer Engines

Great marketing provides answers.

The Rise of the Answer Engines

AI is the new interface between buyers and your client's products and services.



Today's Top Answer Engines

- Google's AI Mode.
- ChatGPT (OpenAI) and Microsoft's Copilot.
- Google's Gemini and Apple Devices
- Claude AI
- Perplexity

What Answer Engines Want

- Expertise, Experiences, Authority and Trust (E.E.A.T.)
- Clarity and Direct Messaging
- Structured Knowledge - easy to use and well-organized websites.
- Keywords are for traditional SEO.

Example: Website Answer Page

Example: What is biodegradable plastic?

- How it is made
- What are the key benefits
- How do you buy it
- The process for implementing it in manufacturing
- Relationships between topics on the website
- Goal: Live retrieval of content, not indexed pages and keywords

Using AI for Website Content Gaps

The screenshot displays the Intuitive Websites dashboard for a user named Thomas. The main navigation bar includes the user name, the project name 'Intuitive Website', the URL 'https://intuitivewebsites.com', a '+ New Project' button, and a user profile icon. Below this is a breadcrumb trail: '← Back to Dashboard / Website Analysis'. A secondary navigation bar contains several menu items: 'Content Inventory', 'Content Gaps' (which is the active tab), 'Similarity Groups', 'Crawl & Vectors', and 'WordPress'. The main content area is titled 'Content Gaps Analysis' with a subtitle: 'Identify pages with low semantic similarity that may benefit from additional content or optimization'. Below the title is a warning icon and the text 'Content Gaps Analysis' followed by 'Pages with low content similarity that may need attention'. To the right of this text is a clock icon showing the date '2/25/2026' and a 'Run New Analysis' button. At the bottom, there are five data cards: '546 Total Pages' (light blue), '492 Analyzed' (green), '231 Content Gaps' (orange), '123 High Priority' (red), and '54 Excluded' (grey).

Welcome, Thomas

Intuitive Website

Intuitive Website
https://intuitivewebsites.com

+ New Project

← Back to Dashboard / Website Analysis

Content Inventory

Content Gaps

Similarity Groups

Crawl & Vectors

WordPress

Content Gaps Analysis

Identify pages with low semantic similarity that may benefit from additional content or optimization

Content Gaps Analysis
Pages with low content similarity that may need attention

2/25/2026 Run New Analysis

546 Total Pages	492 Analyzed	231 Content Gaps	123 High Priority	54 Excluded
--------------------	-----------------	---------------------	----------------------	----------------

How People Get Answers

- AI is trained on massive datasets.
- Detect patterns in language.
- Generate probable responses based on the data set.
- The best answers come from the best datasets.
- AI Predicts text statistically, does not know facts.

How Marketers Adapt

- Your thought-leadership earns you the engagement.
- Exceptional mid-funnel content motivates action.
- Integrated CRMs and email campaigns are required.
- Conversion strategies matter more than traffic.

How Marketers Adapt

- Thought-leadership as marketing and branding.
- Integrated CRMs and email campaigns with website.
- Conversion strategies matter more than website traffic.
- Websites are built on vector databases.

Vector Databases

How AI translates value & stores meaning.

Vector Databases the Language of AI

The new language of digital marketing is all about meaning.



Content and Vector Data

- AI converts text to numbers and predicts the next word.
- AI predictions define human meaning and context.
- Vector databases combine words into similar meanings.
- AI tools displays content based on user intent.
- **Words don't drive SEO, meaning based on user intent does.**

Questions and Vectors

- User questions are converted into a vector database.
- LLM looks for a similar vector database and content.
- Builds a response based on the most probable meaning.
- This process is completely revolutionizing search.

Website Content Pages

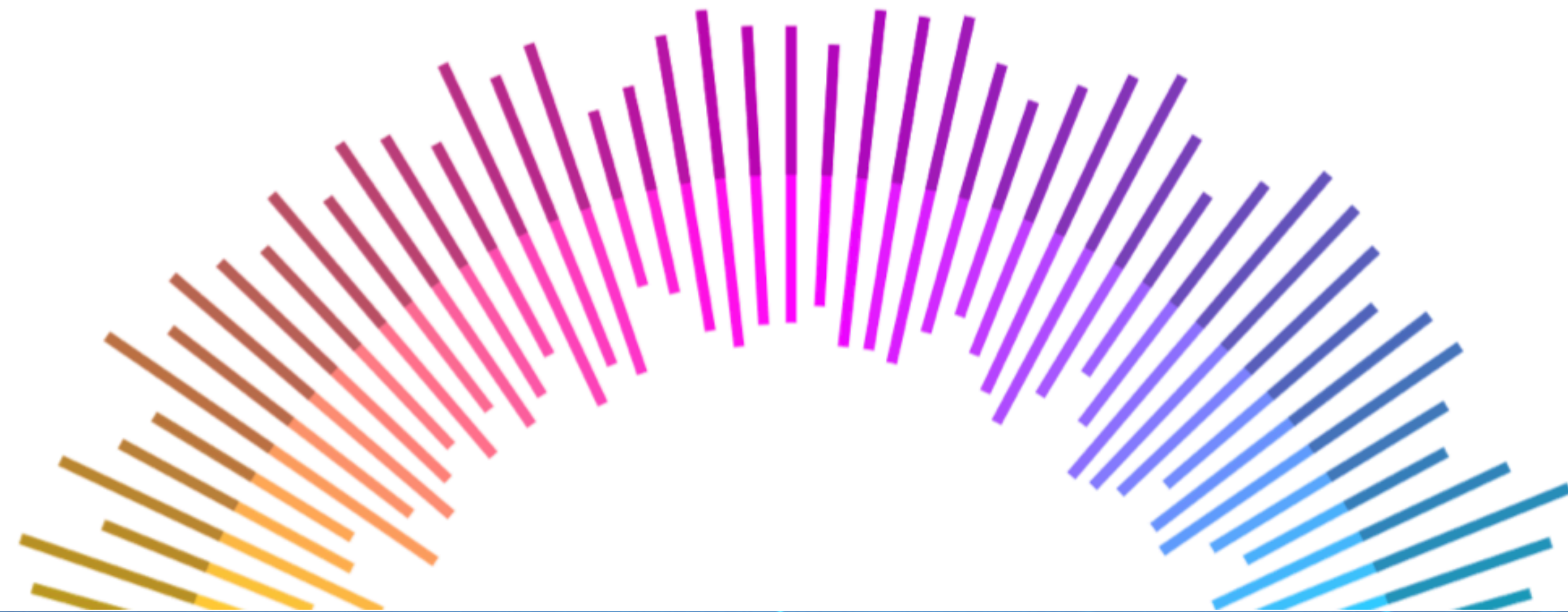
- Language patterns and concepts are key.
- Live retrieval of content, not indexed pages and keywords.
- Relationships between topics adds value.
- Use the process of content clusters and supporting pages.

Brand Authority

Trust from thought-leadership beats traffic.

AI as a Brand Search interface

Brand visibility within the AI answer engines relies on authority and trust.



Influence the Community

- People crave leadership and connection.
- Long-term relationships and partnerships based on trust.
- Build a writing partnership with a team of writers.
- Blogs, emails, videos & social posts - short & long form content.
- **Using AI is not thought leadership, your content powers AI.**

AI and Brand Authority

- Newer content will be seen as more relevant.
- Companies, people, brands and products, bios and credentials.
- Mentions and content across channels.
- LinkedIn, articles, podcasts, reports, citations, blogs and more.
- Content must be aligned with user intent.

Bite-Sized Content & Videos

**Highly impactful content and videos
loaded with value.**



Marketing to People & Bots

- Google owns Gemini and traditional SEO matters.
- Value matters more than depth of content.
- Video is not optional for reach in the funnel.
- Videos are watched on social media.
- **Video avatars and custom AI chatbots on websites.**

AI and Competitive Advantage

Where AI gives you a real edge.

AI is a Speed Engine

AI is an accelerator for marketing thinking.

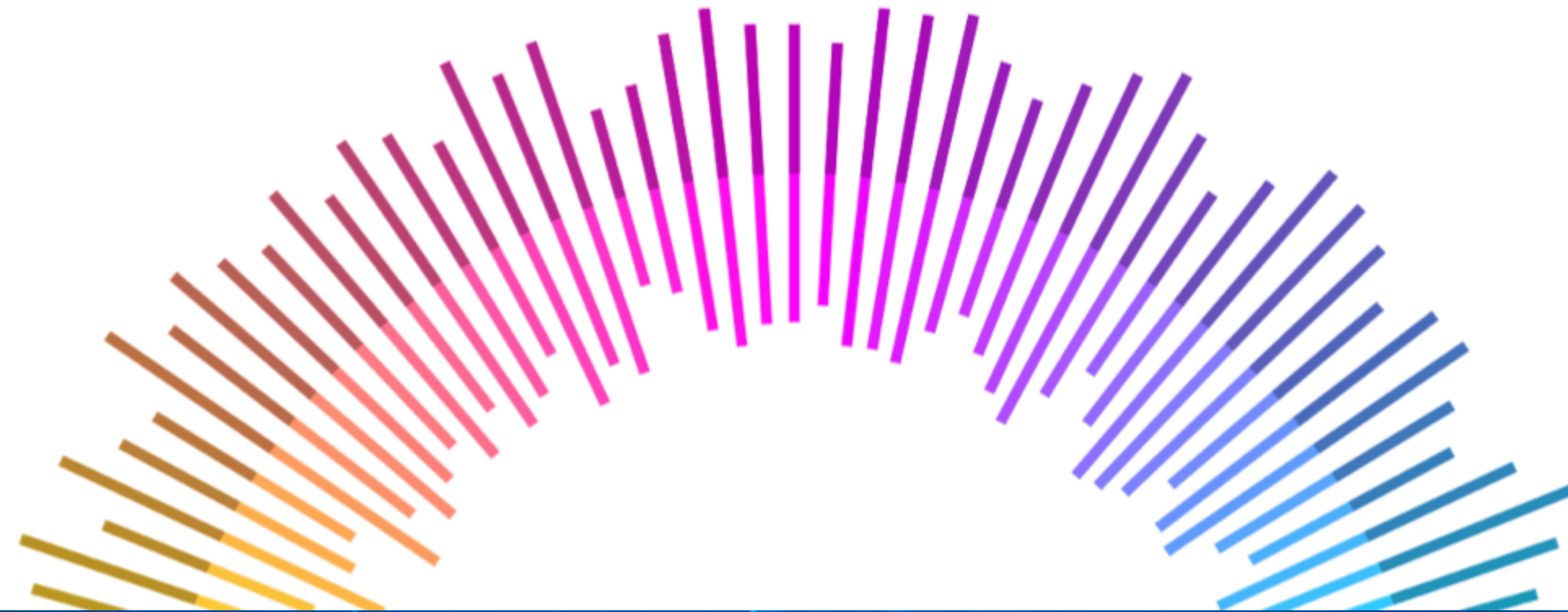


Be a Better Marketer

- Marketing strategy and analysis with custom ChatGPTs.
- AI-Powered Personas
- **Customer Benefits** - voice of the customer
- Content for depth, value and speed.
- Marketing campaign development and execution.

Winners Move Fast

Marketing winners find customers faster than their direct competitors.



Better Insights, Improved Data

- Marketing campaign optimization.
- Movement in the sales funnel.
- Predictive modeling to drive conversions.
- Improved segmentation from AI personas.
- Deep insights from data and custom AI agents.

The CMO AI Mindset

- AI is a tool to supercharge performance, not strategy.
- AI rewards marketing fundamentals.
- Speed will determine winners and losers.
- Sales + marketing must be in strategic alignment.
- AI-assisted reporting to mine for insight and trends.

AI and Paid Ads

The commerce of AI and advertising.

ChatGPT AI Ads are Coming

Get ready for a new and impactful digital marketing channel.



What We Know About AI Ads

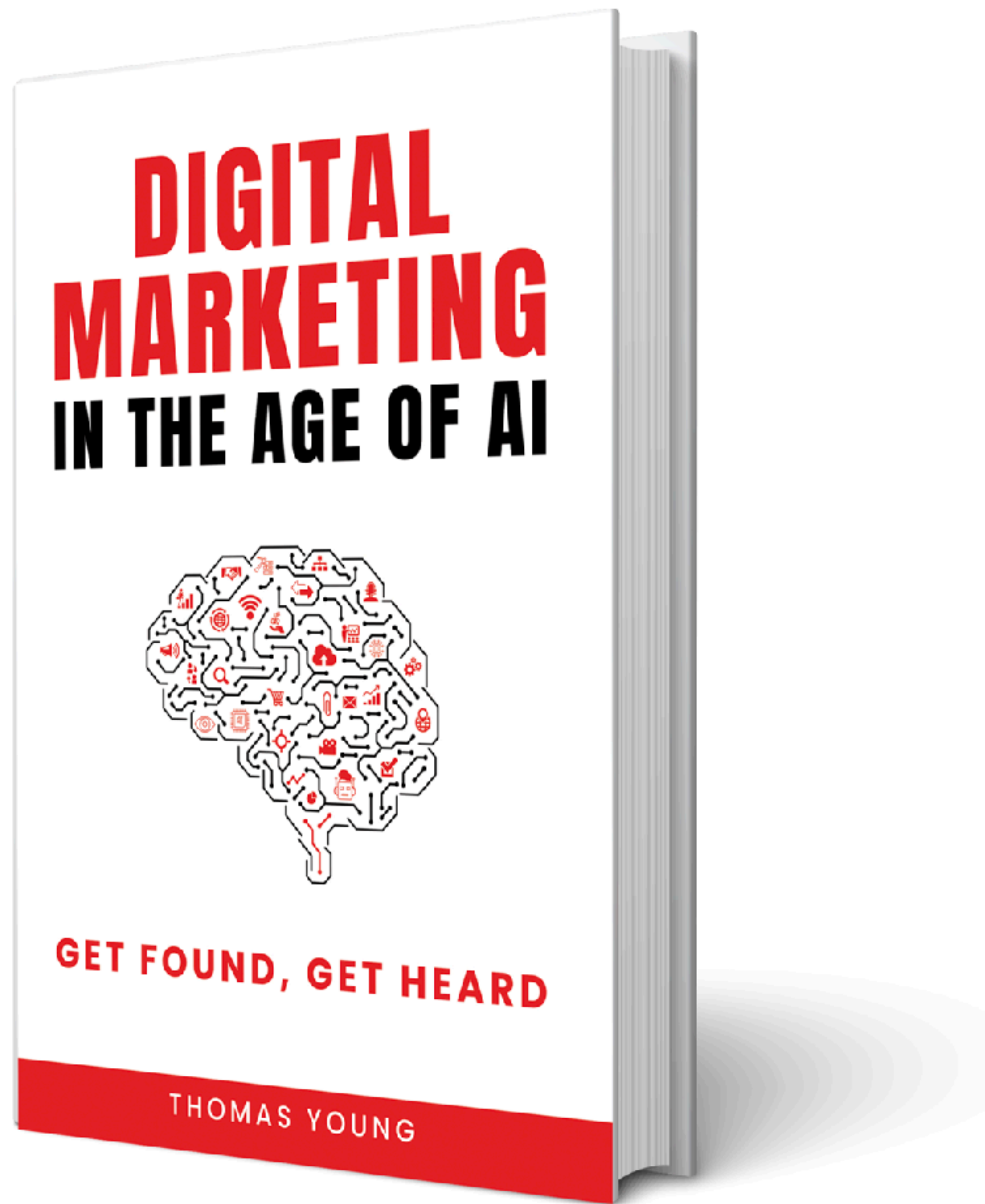
- Not like any other digital ads.
- A focus on the enterprise level customer.
- Possible corruption of AI with real-time content.
- A work in progress, but will change paid marketing.
- Open AI hired former Meta ads lead.



Take Action

Your AI Action Plan

1. **Train** your company on AI and get buy-in.
2. Accelerate research with **personas**.
3. Build a **thought-leadership answer engine**.
4. Focus on website and **content knowledge hubs**.
5. **Mindset:** Brand Authority Beats Website Traffic
6. **Omni-channel marketing** across platforms.





Chief Outsiders

Karen Hayward, Managing Partner

650-823-4292

KHayward@ChiefOutsiders.com

ChiefOutsiders.com



Follow-Up Consult

Tom Young, Founder

719-231-6916

Tom@IntuitiveWebsites.com

IntuitiveWebsites.com

[Click Here to Book a Meeting](#)

