

WHILE WE'RE WAITING...

Who coined the phrase “Artificial Intelligence” and is widely regarded as the godfather of AI?

- A Robert McCarley
- B John McCarthy
- C Paul McCartney

ANSWERS IN THE COMMENTS

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WEBINAR

AI SEO STRATEGY 2026

How To Drive Visibility And Track ROI From AI Search In 2026



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Senior Digital Marketer and HubSpot Expert with 15+ years experience in digital strategy for clients including KPMG, ClearPay, Zalando and many more B2B brands.



AGENDA

10 MINS WHAT IS AI SEO?

10 MINS AI SEO STRATEGIES

5 MINS CLIENT STORY: AI SEO SUCCESS

10 MINS VISIBILITY TRACKING DEMO

5 MINS OFFER

HOUSEKEEPING

Any questions?

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POLL

How prepared do you feel
your business is for AI SEO?

- A We're already testing or implementing it
- B We know we need to but haven't started yet
- C We're still learning what AI SEO means for us
- D Not sure – that's why I'm here today



WHAT IS AI SEO?

4 MIND-BLOWING FACTS ABOUT AI SEO



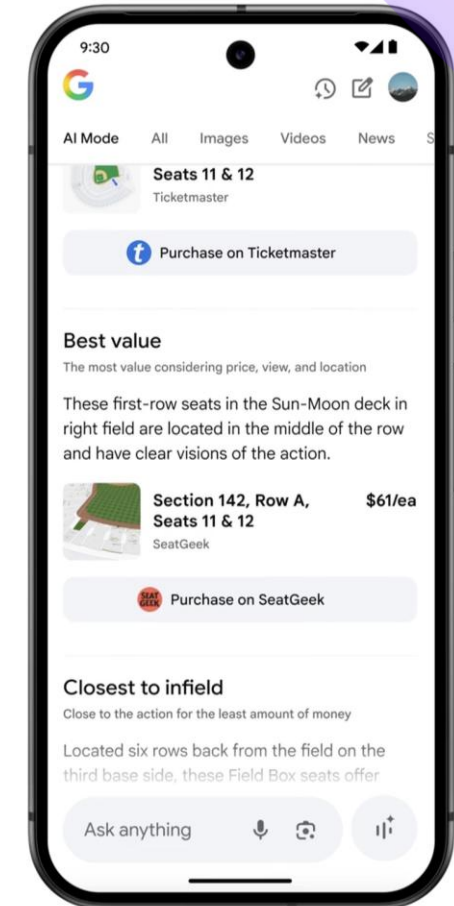
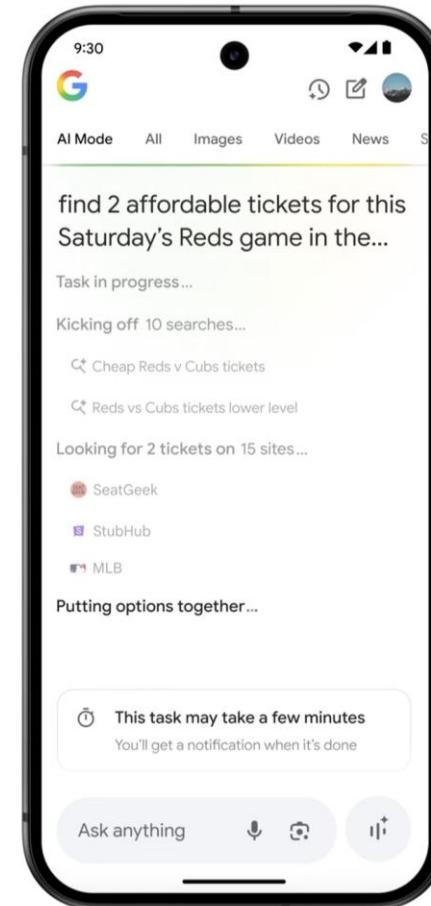
- 1 AI SEARCH QUERIES HAVE GONE FROM ~0 TO OVER 1.5 BILLION PM GLOBALLY SINCE 2022
- 2 GOOGLE AI OVERVIEWS ARE SEEN BY 1.5B USERS PER MONTH - DOUBLED SINCE JAN 2025
- 3 60% OF GOOGLE SEARCHES ARE NOW "ZERO-CLICK" - MEANING NO CLICK TAKES PLACE
- 4 AI SEARCH VISITORS CONVERT 4.4X BETTER THAN TRADITIONAL ORGANIC SEARCH

WHAT IS AI SEO?

AI SEO

The way in which people use search engines is going through the biggest change in over 20 years. Since Google launched in 1998, typing in a few search terms and browsing a series of blue links has been the norm.

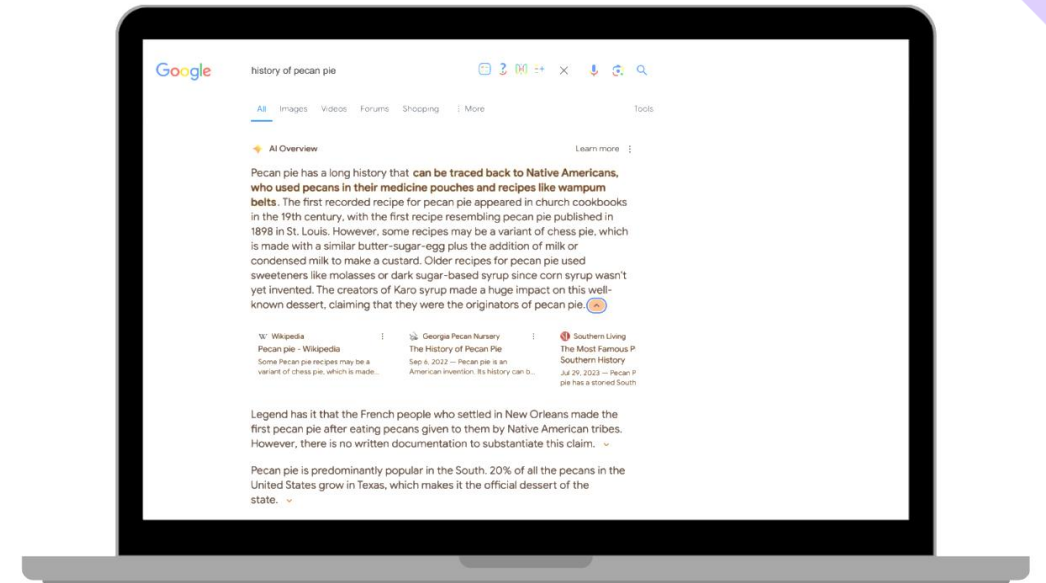
No longer.



WHAT'S NEXT?

GENERATIVE SEARCH

In a similar way to Chat GPT and AI Overviews which we've been seeing at the top of Google, the blue links are slowly but surely reducing in use. Instead, Google will generate contextual long-form answers to provide the answers their users need.



HOW DOES IT FIT?

AI SEO

AI SEO strategy now brings together traditional SEO foundations with new tactics to increase your visibility. It's critical to ensure all levels are in place, as well as technical optimisation, link building and growing topical authority, there are many levels above this to generate mentions of your business.

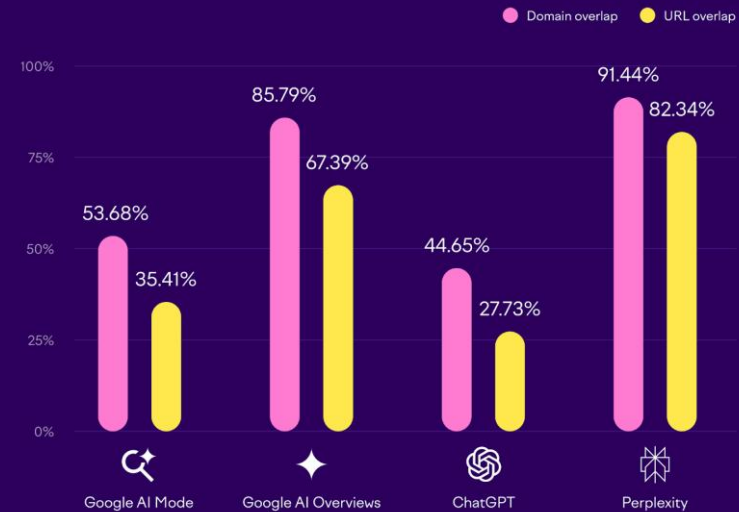


ISN'T SEO FINALLY DEAD?

AI SEO VS GOOGLE RANKINGS

Across the 4 main AI search platforms there is significant overlap with Google's organic rankings. We've seen this across all our AI SEO clients, those who have established topical authority are already winning.

Overlap Between AI Citations and Top 10 Google Search Rankings



Based on a Semrush study of 150K citations conducted in June 2025

semrush.com

SEMURSH



“SEO is not dead..it has changed from search engine optimisation to search everywhere optimisation.”

Neil Patel, Digital Marketing Thought Leader



AI SEO STRATEGIES



“Content that demonstrates depth, context, and consistency becomes more “quoteworthy” – not just to readers, but also to AI search algorithms.”

Search Engine Journal: [Topical Authority: How To Become The Go-To Resource On Your Topic](#)

CURRENT WAY OF WORKING

AI SEO

Seeing lots of content about it but unsure of how to get started. Becoming fearful of being left behind and getting internal pressure to be seen.

Website not ranking for commercial keywords, low organic traffic, unsure of what topics to target and content to create.

SEO

PAID ADS

Specialist knowledge required. Unsure of keywords, targeting or bid strategy. "Renting" traffic from big tech platforms.

Piecing metrics together from Google Analytics, low traffic and unsure of who is converting from SEO. Expensive 3rd party tools.

SEO ANALYTICS

CONTENT

Spending hours creating informative articles for social and emails but not getting sustained traffic and not driving leads and ROI.

Data in different platforms. Time consuming and difficult to provide valuable insight to senior teams and the board.

REPORTING

STRATEGIES

BUILD TOPICAL AUTHORITY IN YOUR WEBSITE

- Find out the keywords and prompts your website is visible for
- Identify commercial topics your business should be ranking for
- Build a strategy to target these high-intent topic clusters

TRACK HIGH-VALUE PROMPTS AND OPTIMISE

- Target high-intent, commercially relevant AI prompts
- Use an AI prompt tracking platform to monitor performance
- Gather data-driven insight to refine and scale results

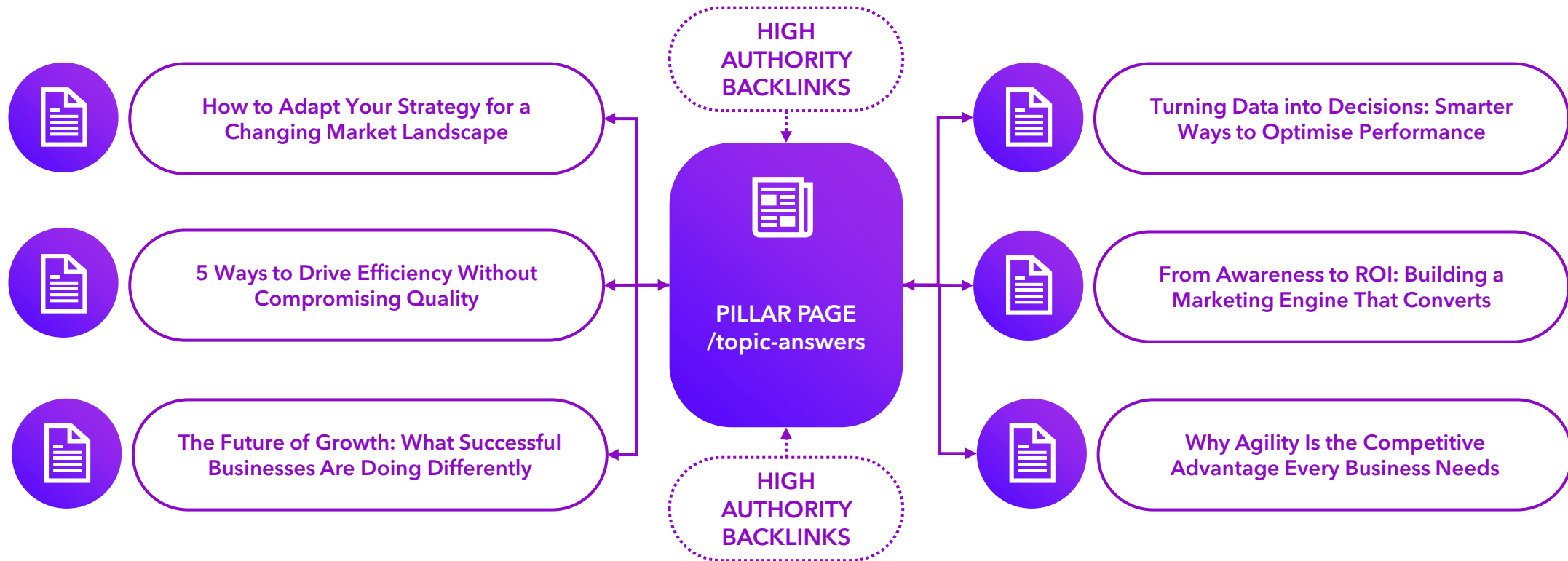
TRACK WHO IS CONVERTING WITH A CRM

- Utilise the dedicated AI search traffic source in HubSpot (or others)
- Track traffic quality and conversion rates from AI referrals
- Measure real impact of AI-driven visibility on leads and customers

ALIGN CTAs AND LANDING PAGES

- Tailor key topic pages to align with AI prompts and questions
- Match content closely to user intent and language
- Create seamless journeys to boost conversions

TOPIC CLUSTER



CLUSTER CONTENT



Blog

AI SEO Optimisation: How Search Engines Actually Evaluate Your Content

- Title and headers optimised for commercial high-intent topics and sub-topics
- In-depth content that provides value for the reader, FAQs, TLDRs, and summaries. CTAs/forms.
- 500-1000 words minimum
- Link from articles to pillar page



Pillar

AI SEO Agency

- Optimised for commercial high-intent topics and sub-topics
- Optimised for prompts and AI search language eg FAQs
- Value for the reader, CTAs/popup
- 1000-2000 words minimum
- Link from pillar page to articles and other value-add pages



Authority Article

Why Brand Mentions Are the New Currency in AI SEO

- Optimised for commercial high-intent topics and sub-topics
- Optimised for prompts and AI search language eg FAQs
- 500-1000 words minimum
- Link from 3rd party to your pillar page using a mix of keywords

NEW WAY OF WORKING

AI SEO

Being an early-adopter of the new era of search. Showing stakeholders that your business is being shown for high value prompts.

SEO

Website ranking for commercial keywords. "Owning" your organic traffic and topics aligned to business objectives. Building value in the business.

CONTENT

Content still of value to your audience but providing double-value in driving topical authority and contributing to business objectives.

SEO ANALYTICS

Visibility of prompts across LLMs. Insight to build a strategy that drives brand awareness and commercial high-intent traffic.

REPORTING

Seeing more than just numbers in analytics. Tracking who they are, where they are in the buyer journey, if they became a customer.

PAID ADS

Using paid to strategically fill gaps in visibility while AI and organic authority is growing. Business not propped up by reliance on paid.



CLIENT STORY: AI SEO SUCCESS

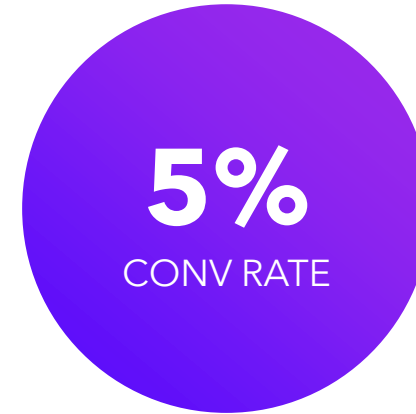
OVERVIEW

CLIENT

Trusted UK brand in user experience research, helping research teams uncover human insights for smarter decision-making

OPPORTUNITY

After several years of our core SEO services and building a strong organic authority, AI search was reshaping discovery across the industry. We saw an opportunity to optimise for AI SEO to capture early, high-intent traffic



ESTIMATED VISIT TO LEAD CONVERSION RATE

We estimated a visit to lead rate of 5%, typical in this industry.

SOLUTION

OPTIMISING FOR AI DISCOVERABILITY

- Optimised content and technical SEO for AI readability
- Ensured the site could be cited and recommended by AI
- Strengthened visibility and authority in AI search

TRACKING HIGH-VALUE PROMPTS

- Targeted high-intent, commercially relevant AI prompts
- Used a new AI prompt tracking platform to monitor performance
- Gained data-driven insight to refine and scale results

IMPLEMENTING CRM TRACKING

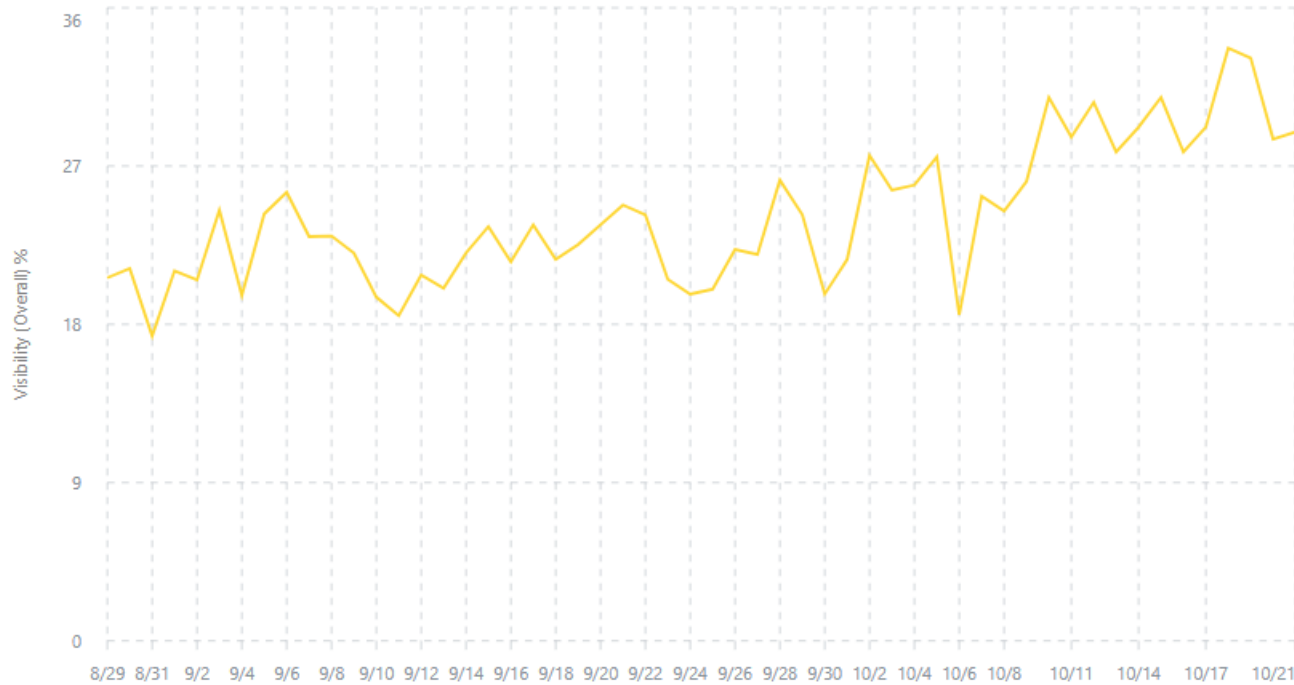
- Set up a dedicated AI search traffic source in HubSpot
- Tracked traffic quality and conversion rates from AI referrals
- Tracked leads and deals sourced from AI-driven traffic

ALIGNING CTAs AND LANDING PAGES

- Tailored key topic pages to align with AI prompts
- Matched content closely to user intent and language
- Created seamless journeys to boost conversions

TRACKING

90 DAY VISIBILITY TRACKING



SOURCE TRACKING

SOURCE	SESSIONS ↓	SESSION TO CONTACT RATE ↑	NEW CONTACTS ↓
Organic search	284,292	0.03%	1,248
Social media	280,292	0.03%	1,248
Referrals	45,294	0.05%	445
Direct traffic	12,295	0.04%	142
Direct marketing	7,292	0.03%	49
Organic social	4,295	0.04%	36
Other campaigns	1,298	0.12%	9
Referrals	1,297	0.05%	46
AI Referrals	27	40.74%	11
Offline sources	-	0%	0,000
Report Total	438,295	0.04%	1,292

RESULTS

40%
CONV RATE

VISIT TO LEAD CONVERSION RATE

We saw a 40% conversion rate of visitors to SQLs.

100%
RFQ RATE

SQL TO QUOTE RATE

The highest RFQ rate they've seen across any channel.

£50k+
LTV VALUE

POTENTIAL LTV PIPELINE VALUE

11 SQLs from 27 visits with significant potential LTV value.

“We know people coming from AI search convert at a much higher rate, upwards of 12x...because they are much further down the buying process when they visit your website.”

Kieran Flannigan - AI/GTM SVP - HubSpot



DEMO: VISIBILITY TRACKING



OFFER

AI SEO STRATEGY SESSION

Free 45 mins session
Bespoke AI SEO strategy
AI search visibility report
Competitive analysis
Keyword and prompt research

LINK IN COMMENTS



THANK YOU

Questions?

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