

Beyond the Click: *Reclaiming Authority in the Age of Generative AI*

SEMINAR

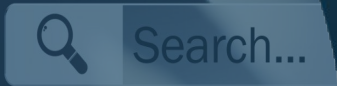
Sam Rahimi

VP, Earned & Owned Media

AdCellerant

adcellerant.com



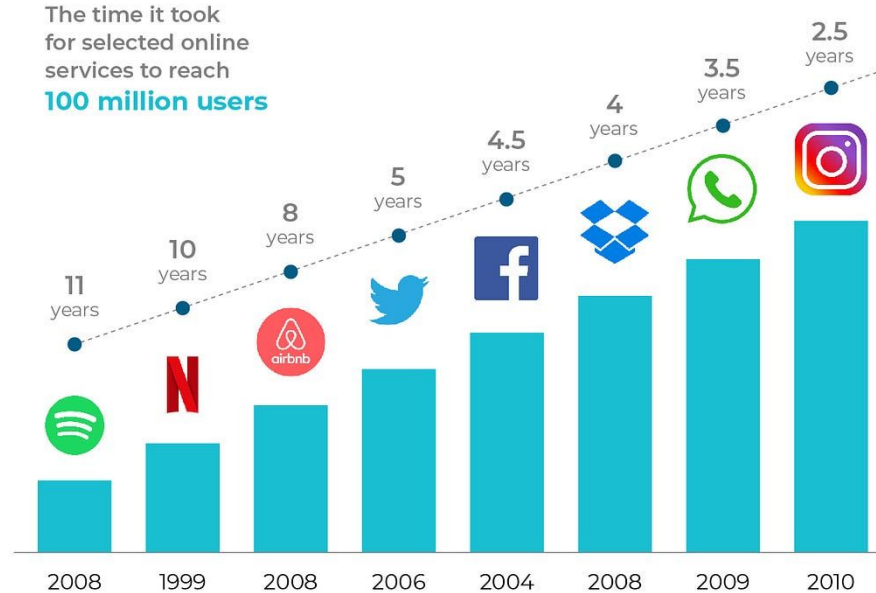


The Search Cycle

zoom out; spot the trend

Search Is Shifting

...at an exponential rate.

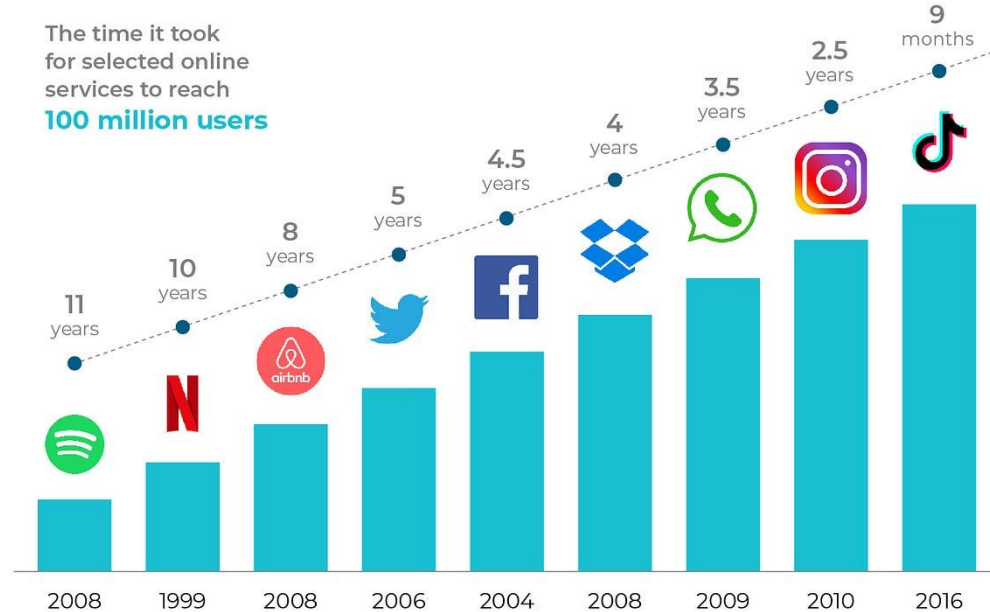


Source: World of Statistics

Search Is Shifting

...at an exponential rate.

TikTok broke
user-adoption records.



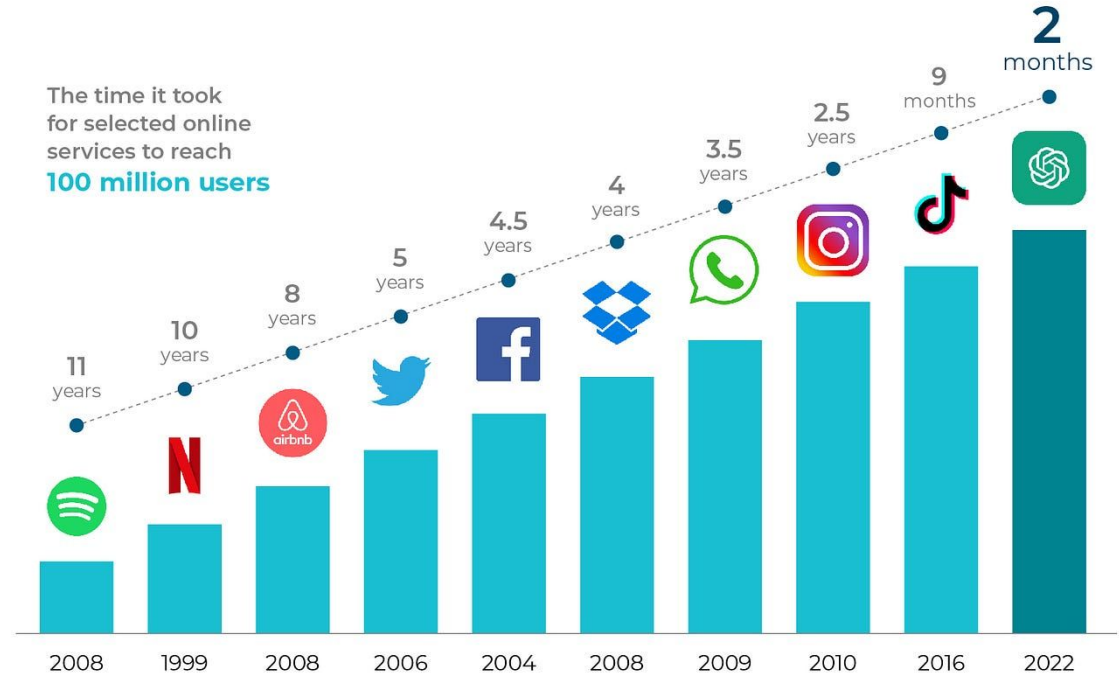
Source: World of Statistics

Search Is Shifting

...at an exponential rate.

TikTok broke
user-adoption records.

ChatGPT put it to shame.

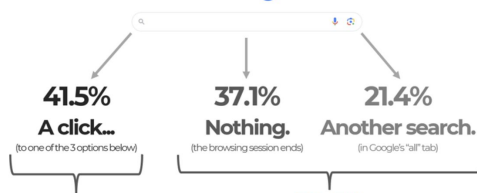


Source: World of Statistics

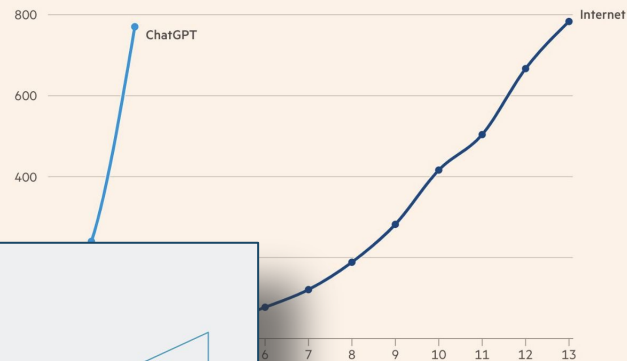
AI in Search + Zero-Click = Noise

In 2024, what happens after Americans search

Google?

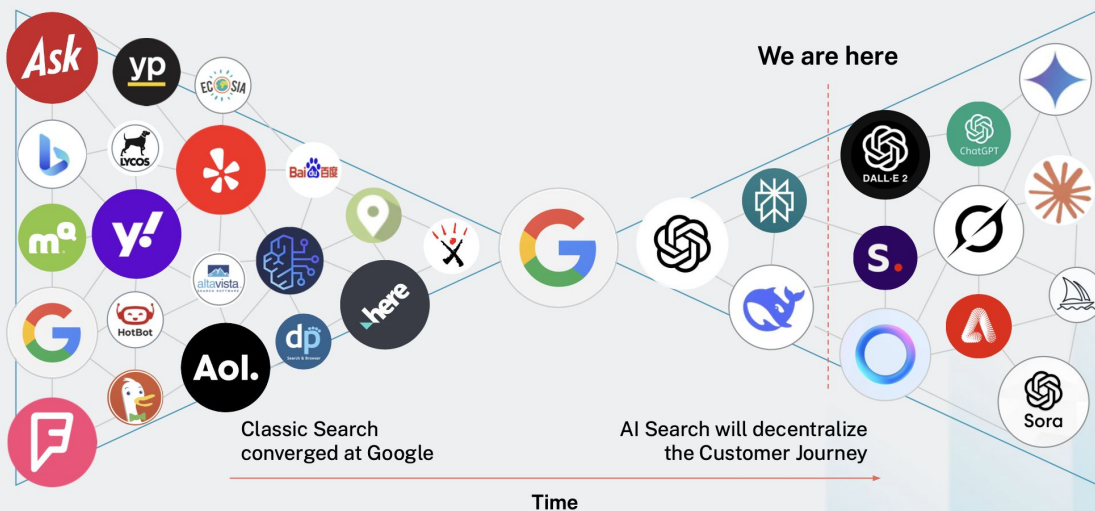


Users (mn)



Source: OpenAI; World Bank

Search Fragmentation



es Per Day

nes daily, translating to 2.6 trillion

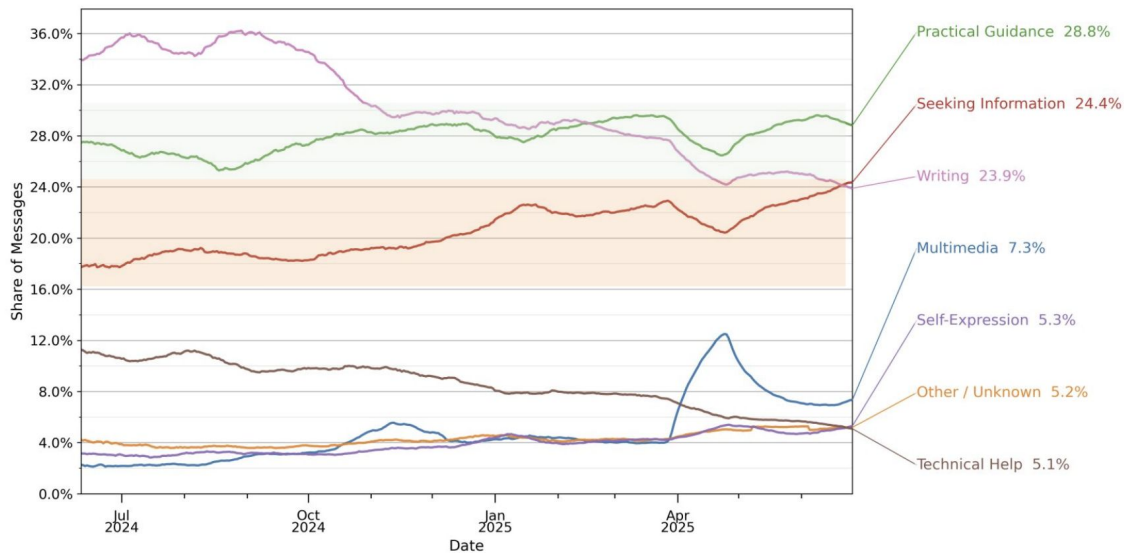
second has grown to 103,000, up from

searches happening worldwide.

g Google's highest growth rate since

The **Evolution** of AI Search Usage

- Writing using AI is on a relative decline.
- Seeking information using AI is on a relative incline.
- Search Engine Optimization (SEO) is becoming **Search Everywhere Optimization (SEvO)**.



Results from Deterministic (rule-based) to Probabilistic (math-based).

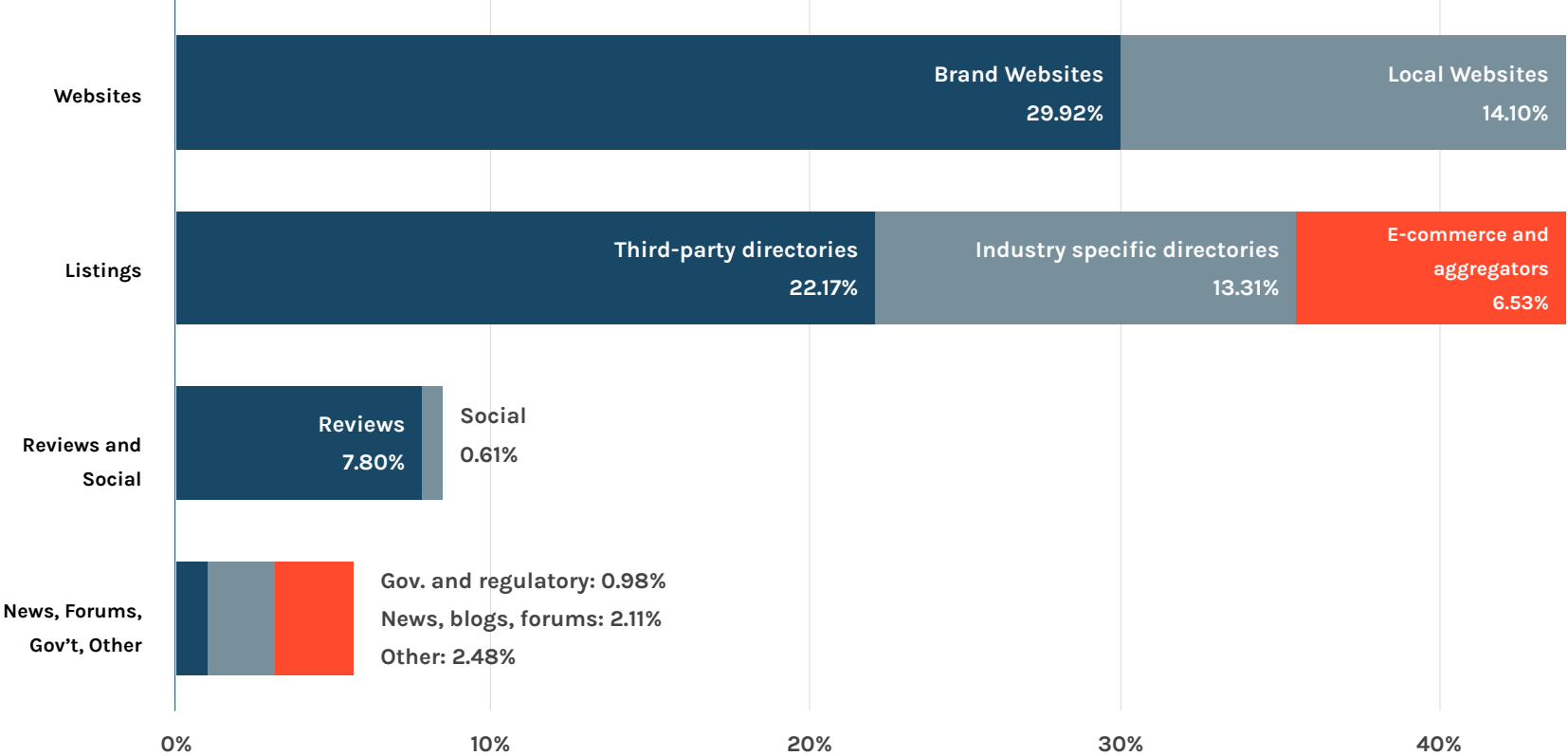
Review Sites

Listings &
DirectoriesMaps &
Local Pages

Who is the best orthodontist in Portland, OR
that accepts Cigna insurance and offers
Invisalign treatment?

Local Pages

17.2 million Citations Found the Most Trusted Sources to be...

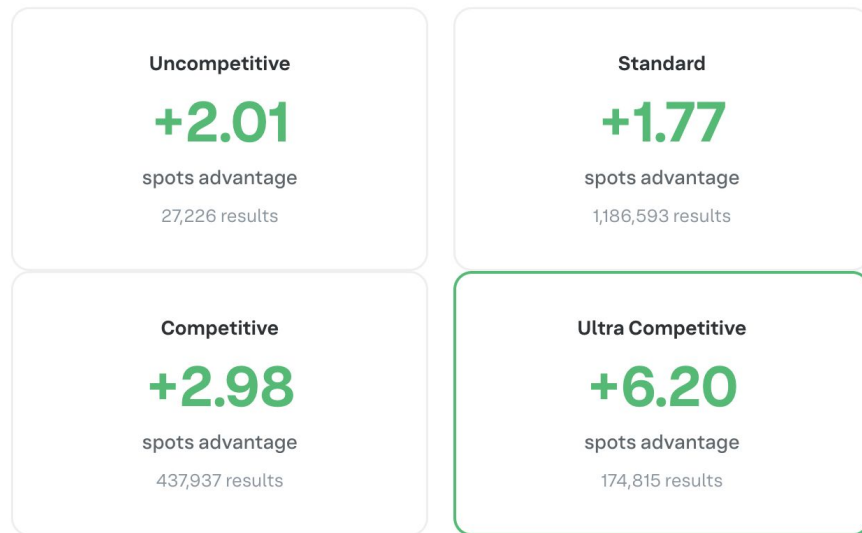


The Local Listings Effect

“The more competitive the market, the more data management matters.”

“Businesses that actively synchronize their data across digital endpoints rank **2.71 positions higher** in local search within one mile of the searcher. In ultra-competitive markets with 100 or more businesses, managed businesses rank **+6.20 positions higher**, the largest effect in the entire study. Small brands see the largest overall gains at **+4.23 positions**, while enterprise brands still gain **+3.41 positions** across hundreds of locations. In ultra-competitive markets, large brands gain **+8.00 positions** and enterprise brands gain **+7.32**. The advantage holds across 19 of the 20 industries with statistically meaningful sample sizes (2,500+ managed observations) and all seven sectors.” [Source](#)

Proximity is the strongest signal in local search.



SEO/AIO

In Other News...

The industry is in a state of change. Here are some of the more recent and relevant updates.

"ads are much more responsible for organic click declines than AI Overviews"

Zero Click is up to 68%.

79% of Claude results overlap with Brave search engine.

Anthropic is hiring an SEO lead (i.e. SEO is not dead; it's in a state of change).

Google AI impressions are steadily rolling out as a metric in Google Search Console.

Bing is ramping up their AI reporting, adding levels of detail that Google hasn't planned to match.

Google is considering moving towards a Chatbot experience over time.





Today's *"Advanced"*

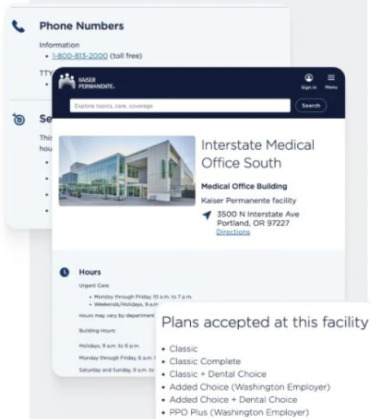
is

Tomorrow's *"Basic"*

...don't be basic.

Controlling the Controllables

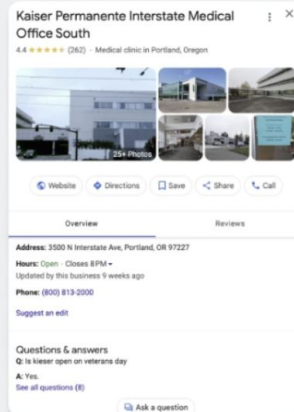
Category 1 Websites



First-party
Local websites
[Brand] Location

FULL CONTROL

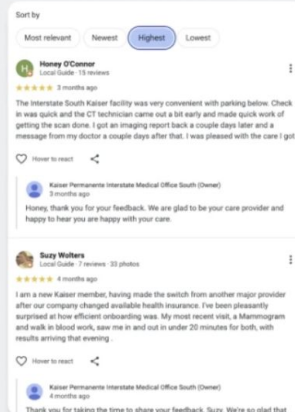
Category 2 Listings



Third-party directories
Industry-specific directories
E-commerce and aggregators

CONTROLLABLE

Category 3 Reviews & Social



Social & Reviews
Listings

LESS CONTROL

Category 4 News & Forums



Government
Regulatory
Other or unspecified

NO CONTROL

Structured Data Builds Understanding

Structured

Address

Hours

Phone Number

Products SKUs

Menu Items

Events

Professional Bio

Semi-Structured

FAQs

Photos

Store Amenities

Descriptions

Review Data

API Feeds

Unstructured

Blog Posts

Help Articles

Documents

Reviews Text

Social Posts

UGC

LOCAL SEO

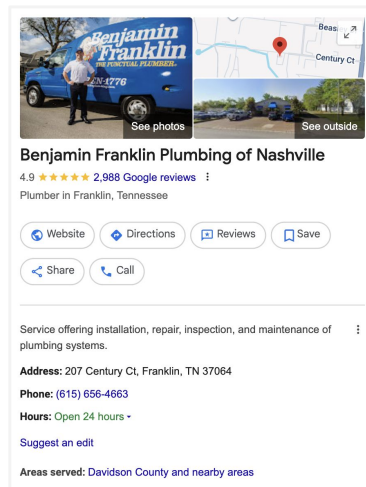
Structure Data at Scale

- Expand coverage across 60+ global publishers and directories.
- Building unique content via Google posts, business descriptions, and imagery.
- Managing online reputations improving star ratings, number of reviews, and responding to reviews.

Meta

Bing

alexa



Apple Maps

ChatGPT

Gemini

SEO/AIO

Integrate AI-Forward Optimizations

Surface and simplify contextual relevance via technical applications.

Advanced schema markup: Deploy niche schema markup to help search engines and AI systems quick-reference content details.

LLM signals: Implement emerging best practices (e.g. LLMS.txt) to support AI-powered indexing environments.

Content structure: We structure content around question-based, buyer-intent queries and format pages to align with conversational search patterns.

YouTube Optimization: Deploy detailed VideoObject schema via watch pages, and publish clean, semantic transcripts alongside the embed.

AI Video, Podcast, Video: Creating Infographics/Video/Podcasts, then atomizing that media into structured text, audio, and visual assets.

Press Releases: Writing and distributing ~600 word press releases outlining business updates, product launches, and key milestones to maximize media coverage.

SEO/AIO

Break your Content Habits

Maximize EEAT, crawlability, and context.

Query Fanout + Intent Analysis: Optimizing for how AI models gather information, targeting multiple search variants and related topics at once.

Deepened Brand Guidelines: Hardened CNA to more deeply understand client sales processes, revenue streams, and competitive opportunities.

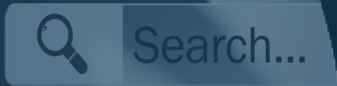
Content Framework: Human-written, AI-assisted content development helps organize content in a thorough, yet palatable format for AI and search.

BLUF Architecture: “Bottom Line Up Front” delivers information-dense insights into the content.

Authorship Profiles: Expanded profile information highlighting service and/or product expertise for core and supplementary content.

Content Clusters + Chunking: Altered content formatting to diversify available content and support contextual absorption (e.g. FAQs).

Pro Tip: Have a playbook for all digital stakeholders.



SEO / AIO

Local Products



	LOCAL ONE	LOCAL STANDARD	LOCAL PRO	
Google Business Profile Posts Create posts physically on your GBP for additional category and keyword development. Some industries are excluded.	1 Post Per Month	2 Post Per Month	3 Post Per Month	Included with all Local SEO: ✓ GBP Listing Optimization ✓ Top-Tier Listing Submissions & Maintenance ✓ Competitive Analysis ✓ Schema Review & Suggestions ✓ Reporting & Audits ✓ Review Alerts & Monitoring
Review Requests Generate more reviews through email or text. A white-labeled email or text will be sent to a provided list of customers, prompting them to leave a review. Some industries are excluded.	Twice a Year	Quarterly	Monthly	
Review Responses Responding to reviews submitted to your Google Business Profile.	5 Responses Per Month	10 Responses Per Month	15 Responses Per Month	
Additional listing/citation efforts Submit business information to additional directories and aggregators, <i>including OpenAI, Gemini, Meta AI, and others.</i>	~60 Managed Listings	200+ Managed Listings	200+ Managed Listings	

*All SEO campaigns are six months minimum.

Industries

LOCAL ONE

Best for lower-competition industries or those where review solicitation is sensitive.

- Mental health providers, therapists, counselors
- Plastic surgeons or cosmetic specialists
- Artists, photographers, or solo creative professionals
- Non-profits or community organizations
- Boutique consultants or coaches

\$200/mo
Per Location

LOCAL STANDARD

Middle ground: some reviews, moderate competition, modest budgets.

- Dental practices or orthodontists
- Law firms (general practice, family in mid-sized markets)
- Specialty medical clinics (chiropractors, physical therapy, dermatology)
- Fitness studios (yoga, pilates, boutique gyms)
- Auto repair shops or smaller car dealerships
- Real estate offices or property managers

\$500/mo
Per Location

LOCAL PRO

Highly-competition, highly-reviewed industries where reviews and visibility drive conversions.

- Home services (plumbers, HVAC, roofing, electricians, landscapers)
- Restaurants, cafés, and bars
- Retail (furniture stores, clothing boutiques, mattress shops)
- Hospitality (hotels, resorts, B&Bs)
- Franchises with aggressive local competition (fast food, gyms, childcare chains)
- Law firms: Personal injury and other competitive practice areas in larger markets
- Larger car dealerships in larger geographies and/or multiple brands

\$900/mo
Per Location

SEO / AIO Solutions



	ORGANIC STANDARD	ORGANIC PROFESSIONAL	ORGANIC ENTERPRISE	
On-Site • Markup and metadata • Internal linking • Structured data • Headings • LLMs.txt • And more	Up to 63 Opts Per Quarter	Up to 81 Opts Per Quarter	Up to 135 Opts Per Quarter	Included with Organic ✓ Month Zero: • Keyword research • Extensive technical audit • Competitive analysis • Campaign focus selection • Campaign strategy review ✓ GA4 review and maintenance ✓ Live reporting dashboard ✓ Account Executive ✓ Conversion tracking ✓ Monthly calls
Authority The best backlinks for each website can vary. We have access to a range of backlink tactics such as guest posts, citations, and more.	Total Varies Based on Strategy	Total Varies Based on Strategy	Total Varies Based on Strategy	
Content • Content topics shared month one. • Includes new blogs, webpages, rewrites. • Content tactics: Fanout, BLUF, chunking, authorship, multi-format	Up to 3 Pieces Per Quarter	Up to 6 Pieces Per Quarter	Up to 9 Pieces Per Quarter	
New Deliverables: YouTube optimization, infographics, AI video, podcast transcripts now available based on content availability and scope of work.				

*All SEO campaigns are six months minimum.



Need a custom solution?

For organizations that need larger-scale solutions, we can assemble a custom project plan & budget to meet the site's needs.

Industries

ORGANIC STANDARD

Best for smaller websites (10–30 pages), local geography (single city), moderate competition.

- Restaurants and cafés
- Fitness studios (yoga, pilates, boutique gyms)
- Local boutiques or retailers
- Small professional services (photographers, consultants, salons)
- Local healthcare practices (dentists, chiropractors, optometrists with 1–2 specialties)

\$2,200/mo
Per Website

ORGANIC PROFESSIONAL

Best for mid-sized sites (30–75 pages), regional geography (multiple cities), higher competition, multiple service lines.

- Home services (HVAC, roofing, plumbing, landscaping)
- Regional healthcare groups
- Real estate offices or brokerages covering multiple markets
- Single location auto dealerships
- Law firms with 2–3 practice areas (family law, criminal defense)

\$3,100/mo
Per Website

ORGANIC ENTERPRISE

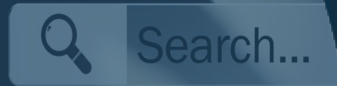
Best for large sites (75+ pages), national or multi-regional reach, highly competitive industries, complex product/service mix.

- Attorneys with 5+ practice areas (PI, corporate, immigration, criminal, etc.)
- E-commerce companies with large product catalogs
- Large healthcare networks (hospitals, multi-location specialists)
- National franchise brands (gyms, childcare, education centers)
- Financial institutions (banks, credit unions, wealth advisors with multiple product lines)

\$4,500/mo
Per Website

Thank You





Time to Predict the Future

Source Preference Signaling

The NEW share button.

Web 1.0: Bookmark it.

Email Era: Subscribe to it.

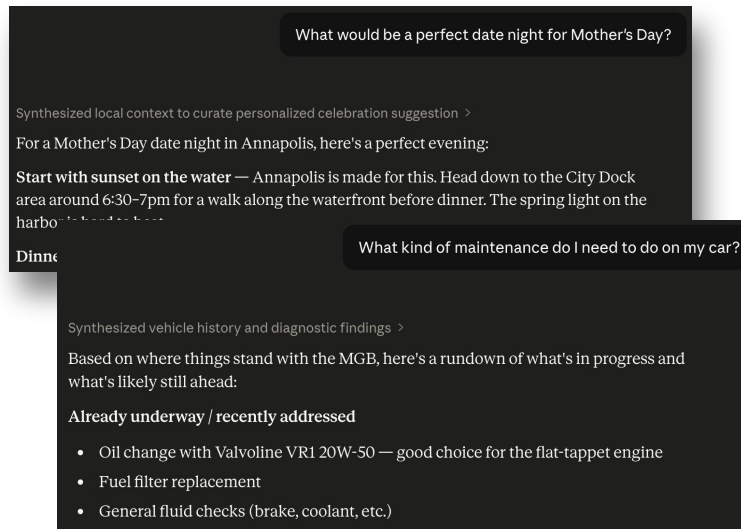
YouTube Era: Follow it.

Social Era: Share it.

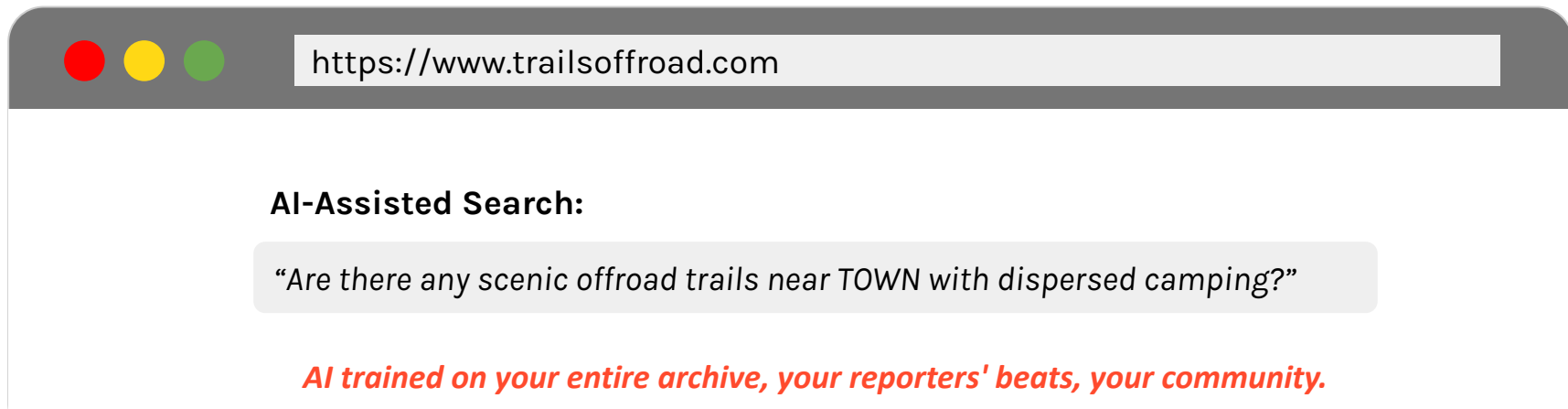
AI Era: Memorize it.



AI sentiment is powerful - win them over.



The Websites of Tomorrow



**Today's investment in structured content, authorship, and topic depth
is the training data for this future.**

Pro Tip: Look up Retrieval-Augmented Generation (RAG).

17.2 million Citations Found the Most Trusted Sources to be...

