# AI Is Changing How People Find Your Website

**Google's new AI overviews are giving users answers without clicking — meaning less referral traffic from search engines.**

## What is happening?

➤ Google's AI is summarising answers right on the results page.

➤ Users no longer need to visit your site to get information.

➤ **Your organic clicks could drop — even if you rank high.**

### Why It Matters

Fewer clicks = fewer leads, fewer conversions, and less ROI from SEO.
**It's not just about ranking anymore — it's about visibility and value.**

## What you can do about it

### Ensure AI Crawlers Can Access Your Content

**Speed Matters:** Improve your website's loading time to facilitate efficient crawling by AI bots.

**Mobile Optimisation:** Ensure your site is mobile-friendly, as AI searches often occur on mobile devices.

**Internal Linking:** Use internal links to help crawlers navigate and index your site effectively.

### Optimise for Conversational Queries

**Long-Tail Keywords:** Incorporate natural, question-based phrases that users might ask AI platforms.

**AI Tools:** Utilise AI tools to generate conversational keyword ideas relevant to your content

### Enhance E-E-A-T: Experience, Expertise, Authoritativeness, Trustworthiness

**Author Credentials:** Highlight the expertise and experience of your content creators.

**Citations:** Link to reputable sources to bolster your content's authority.

**Trust Signals:** Include testimonials, reviews, and clear contact information to build trust.

### Increase Brand Mentions Across the Web

**Guest Posting:** Contribute articles to reputable websites in your industry.

**Engage in Communities:** Participate in forums and discussions to increase visibility.

**Social Media:** Maintain an active presence on social platforms to encourage sharing and mentions.

### Optimise for Featured Snippets and AI Overviews

**Structured Content:** Use clear headings, bullet points, and concise summaries.

**Answer Questions:** Directly address common questions related to your niche.

**Schema Markup:** Implement structured data to help AI understand your content.

### Tailor Content for Specific AI Platforms

**Platform-Specific Optimisation:** Understand and cater to the unique algorithms and user behaviours of different AI platforms.

**Monitor Trends:** Stay updated on how various AI tools present and prioritise content.

## Future-Proof Your Marketing

**AI may be changing the game, but great content, smart strategy, and strong branding still win.**

➤ **Analytics Tools:** Use tools like Google Analytics 4 to monitor referral traffic from AI platforms.

➤ **Custom UTM Parameters:** Implement UTM codes to track the performance of specific campaigns targeting AI search engines

**Contact us today to learn more.**

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