

8 SEO STRATEGIES TO CAPITALIZE ON AI SEARCH RESULTS

WHAT B2B MARKETERS NEED TO KNOW:

- How AI content is displayed in search results
- AI's Impact on organic performance
- SEO strategies to capitalize on AI search results

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The Rise of AI-Content in SERPs

Google's rollout of AI Overviews, which began in May 2025, is transforming how people interact with search results, particularly for informational queries.

AI Overviews have become significantly more prevalent across a wide range of results, but especially for “*what is*” and “*how to*” queries. Instead of clicking through to websites, searchers are increasingly getting answers directly from the Search Engine Results Page (SERP).

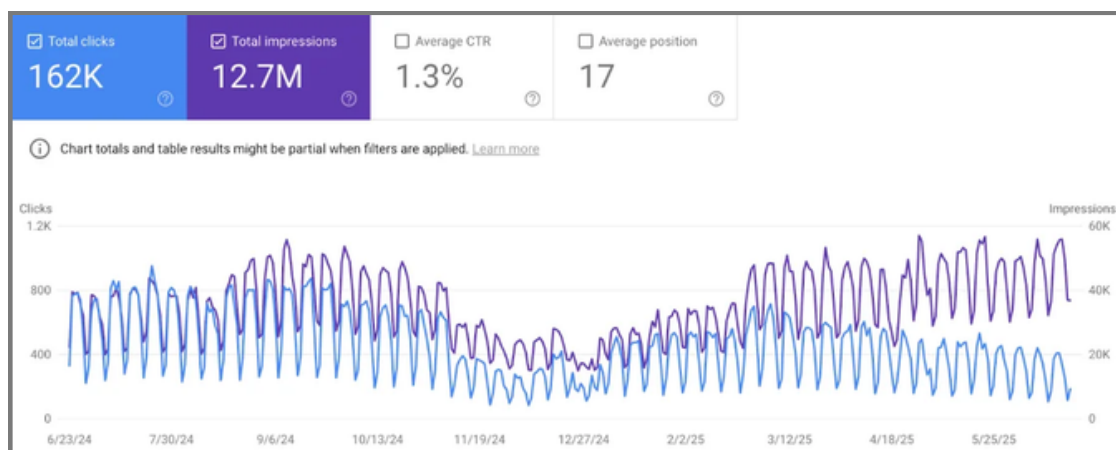
This shift has major implications for SEO, particularly for companies with a significant amount of educational/informational content.

How is AI Content Impacting SEO?

In general, we are seeing the following trends:

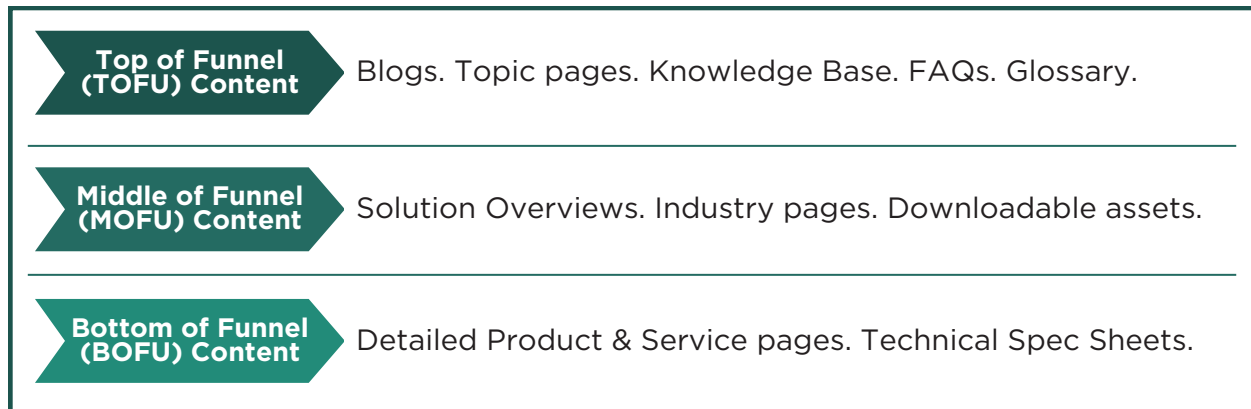
- 1. ORGANIC IMPRESSIONS ARE INCREASING:** Total visibility in search results remains strong, and in many cases, rankings are even improving for information-oriented queries.
- 2. ORGANIC CLICKS ARE DECLINING:** Total organic search engagement is dropping, primarily because AI Overviews often satisfy searcher intent (and provide answers) directly in the SERP.
- 3. SEO PERFORMANCE IS MORE DIFFICULT TO MEASURE:** Traditional SEO metrics related to clicks and conversions do not adequately reflect this new zero-click behavior trend.

EXAMPLE: Annual impression & click trends for a B2B website illustrate how (starting in March 2025) organic impressions increase significantly while clicks decrease.



Challenges For B2B Marketers

B2B companies typically provide website content that helps prospects across their entire journey. Here is an example of a **Full-Funnel Content Strategy**:



For most companies, **Top of Funnel, informational/educational content has historically been a major driver of organic traffic**, and this is the traffic that is most impacted by Google AI Overviews. Companies are seeing a significant drop in organic sessions, particularly for ToFu searches such as “*What Is _____*” and “*How to _____*”.

8 SEO Recommendations to Capitalize on AI Overviews

While marketers can't control or change Google's algorithm or SERPs, there are several things SEO Experts can do to embrace AI and capitalize on Google AI Overviews.

1. Refine Top-of-Funnel SEO Goals

- Include impression growth as an important visibility metric.
- Use Google Search Console (GSC) to monitor clicks and impressions for queries likely impacted by AI Overviews (even though GSC does not currently report AIO-specific engagement separately).
- Understand that traditional metrics like CTR and click volume are no longer the best measures of engagement.

2. Focus on Answer Engine Optimization (AEO)

- Proactively optimize your website content to rank for question-oriented queries.
- Add the following elements to appropriate pages:
 - Clear, concise definitions at the top of the page
 - Structured Q&A using H2s and H3s
 - Short bulleted summaries before providing detailed information
 - FAQ schema

3. Create Consolidated Knowledge Hubs

- Consolidate scattered content into high-authority landing pages for high-priority topics, i.e. create a Topic Hub.
- Within your hub, include comparisons, best practices, links to product pages, and robust FAQs.
- Add structured data, diagrams, internal links, and actions (if appropriate).

4. Add a Sitewide FAQ Page

- Develop a dedicated, indexable FAQ page that addresses common (highly searched) questions related to your solutions and services.
- This strategy helps you respond to long-tail questions from Large Language Models (LLMs) via Featured Snippets & People Also Ask (PAA) results.

5. Increase Visibility in LLMs (e.g., ChatGPT, Perplexity)

- On informational pages, use clear section labels (H2, H3) such as: “*What is ____*”, “*____ Use Cases*”, and “*____ Benefits*”.
- Add source credibility such as : Author bylines, citations, and industry standards.
- Use internal linking to connect TOFU content with more detailed information and assets.

6. Leverage YouTube to Improve Visibility in AI Overviews

- Repurpose your TOFU video content into short-form, explainer-style videos.
- Optimize YouTube metadata with keyword-rich titles, detailed descriptions, transcripts, and closed captions.
- Embed videos into Topic Hub pages to enrich content and improve engagement.
- Organize your playlists around Topic Hubs to strengthen topical authority.

7. Enhance Your Structured Data Strategy

- Utilize Review, HowTo, Product, and FAQ schema to improve eligibility for featured snippets and AI Overview pulls.
- Implement breadcrumbs and page-specific schema types for clearer entity definition.

8. Align Website Content to Your Buyer's Journey

- Organize your website content by topic and intent type (informational, transactional, navigational, etc.)
- Match each query to TOFU, MOFU, or BOFU content.
- Ensure each piece has a logical next step (internal link or CTA) to support conversion and funnel progression.

3 Key Take-Aways for B2B Marketers

- 1 As more AI Overviews are displayed in SERPs, **organic impressions will continue to increase while organic clicks (traffic) will decline**. This is particularly true for TOFU, educational and informational search queries.
 - 2 B2B marketers **must refine their SEO strategies** as soon as possible, to capitalize on AI search content and to remain competitive.
 - 3 Google's AI Overviews are only the first step. AI content will continue to impact search marketing for the foreseeable future. **Don't fight it. Embrace optimizing for AI content!**
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Not Sure Where to Start?

REQUEST AN AI CONTENT AUDIT

Refine your SEO Program to incorporate strategies that capitalize on the growth of AI content.

Additional Resources

[Pew Study: AI Overviews Reduce Organic Clicks by nearly 50%](#)
[AI Overviews: What Are They & How to Optimize for Them](#)
[AI SEO: How to Be Visible in Google AI Overviews, Chatbots, and LLMs](#)
[How AI Is Reshaping SEO: Challenges, Opportunities, and Brand Strategies for 2025](#)
[If AI Killed Your SEO Strategy, You Didn't Have One](#)
[Google AI Mode Traffic Data Comes to Search Console](#)
[SEO KPIs to Track and Measure Success in the Age of AI](#)
[The Future of SEO Is Now: Growth & Visibility](#)



NEED SOME ASSISTANCE?

Looking for an SEO Partner to Implement Required Changes to Capitalize on AI Search Results?

SCHEDULE

YOUR SEO DISCOVERY CALL

(You'll talk with a B2B SEO Strategist)

Let's Talk

Work with the B2B agency that **ensures measurable marketing** and **proves ROI**.

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