

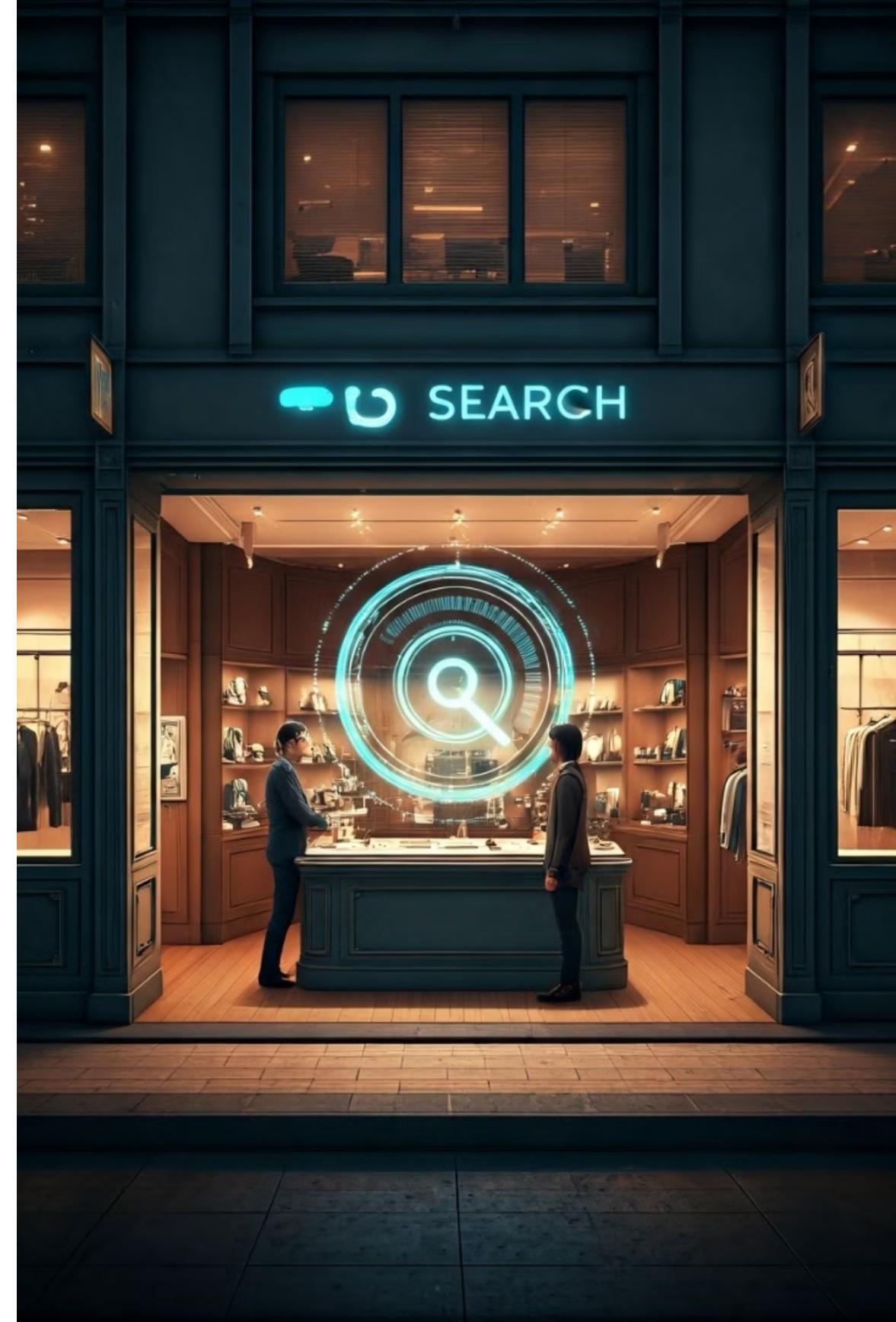
# Preparing Your Brand for the Age of AI-Driven Search

## Part 1

Navigate the future of customer discovery with our comprehensive guide to AI search optimization for small businesses.



by Moving Forward Small Business



# About Jimmy Newson

**CEO & Founder:** Moving Forward Small Business.

Jimmy Newson, also known as the Impact Influencer, is a business and growth strategy consultant, international speaker, and Moving Forward Small Business founder. He specializes in working with small businesses and entrepreneurs and is a contributor and Leadership Network member with Entrepreneur.com. Newson holds industry certifications in Google, HubSpot, SEMrush, Cascade, and Trainual and serves as a board and committee member for various private, government, and nonprofit organizations.



# Moving Forward Small Business (MFSB): Empowering Entrepreneurs

## Community-Based Membership

Dedicated to supporting small business owners, entrepreneurs, business professionals, and startups.

## Resources & Networking

Events, expert content, on-demand training, community, and networking opportunities provided.

## Digital Transformation, Strategy & Innovation

Leverages strategy, technology, and innovation to increase success rates.

## Empowerment for Growth

Actionable resources and a holistic approach to empower members for long-term growth.

# Presented By



Moving Forward Small Business (MFSB) is dedicated to helping small businesses, entrepreneurs, and startups achieve growth and resilience. They offer tailored strategies, digital transformation services, SEO solutions, and AI-powered tools. MFSB provides expert consulting, market research, and lead generation to enhance digital presence and optimize growth, alongside signature programs, resources, and ongoing membership support.

[Visit Website](#)



Semrush is an all-in-one, AI-powered marketing platform that helps businesses enhance online visibility and attract customers. It offers a comprehensive suite of data-driven tools for traffic analysis, SEO, content marketing, social media, and advertising. Users can gain insights into competitors, optimize content, monitor brand mentions, and launch targeted campaigns to achieve their marketing goals.

[Visit Website](#)

# Strategic Partners



**ALEXANDER SKYE GROUP**  
YOUR VISION. YOUR GROWTH. OUR EXPERTISE.

# Media Partners



**Feliciano Center  
for Entrepreneurship  
+ Innovation**

**MONTCLAIR**  
STATE UNIVERSITY



# Small Business & Growth Service Partners



**CAROUSSO ENTERPRISES**



# 6-PART WORKSHOP SERIES

**01**

**Preparing Your  
Brand for the Age  
of AI-Driven  
Search**

**02**

**Analyze Brand  
Visibility with AI  
Insights**

**03**

**Optimize Content  
for User Intent in  
AI Search**

# 6-PART WORKSHOP SERIES

**04**

**Identify  
Competitors with  
AI-Powered  
Analysis**

**05**

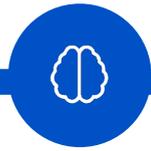
**Ensure High-  
Quality,  
Authoritative  
Content for AI  
Search**

**06**

**Build a Strong  
Online Presence  
for AI Search  
Readiness**

# Agenda: Your Guide to AI Search Readiness

This presentation will equip you with the knowledge and tools to thrive in the new era of AI-driven search.



## Understanding the Shift

Explore how AI redefines search and its impact on your business.



## Strategic Adaptation

Discover key strategies to align your brand with AI search algorithms.



## Actionable Optimization

Walk through a practical checklist for enhancing your online visibility.



## Future-Proofing Your Brand

Learn about long-term success factors and implementation timelines.



## Essential Resources

Access valuable tools and platforms for ongoing AI search optimization.

# The Digital Landscape Is Changing



## Traditional Search

Keyword-focused algorithms determined visibility and rankings.



## AI Search Revolution

Advanced algorithms now interpret context, intent, and relevance. More conversational.

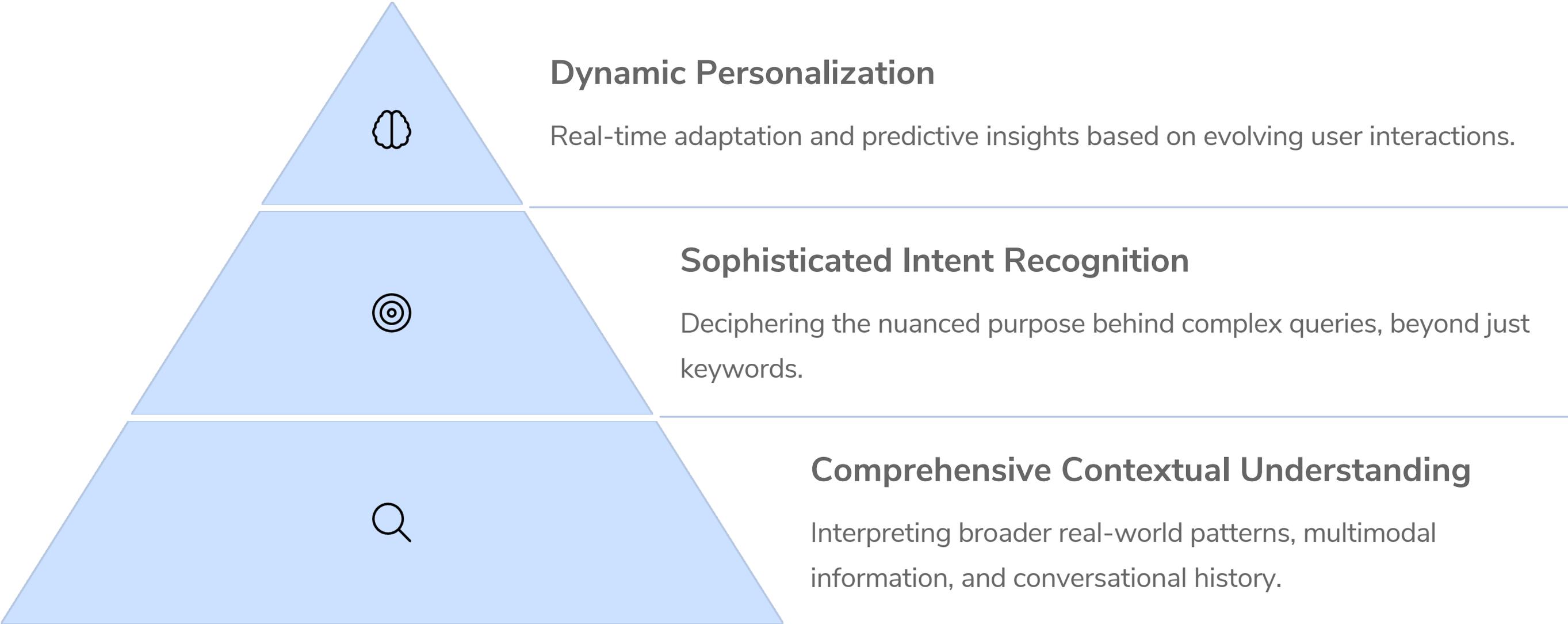


## Business Opportunity

This shift creates new ways to stay competitive and attract customers.



# How AI Search Works





# Why This Matters For Your Business

## Increased Visibility

AI optimization helps you appear in more relevant searches, connecting you with potential customers actively looking for your offerings.

## Right-Time Targeting

Reach prospects exactly when they need your products or services, increasing conversion opportunities.

## Trust Building

Consistent, accurate information across platforms enhances credibility and fosters customer loyalty.

# Action Plan Overview

## Content Refinement

Update and enhance your online content to better align with AI interpretation patterns.

## Digital Presence Enhancement

Strengthen your visibility across platforms where AI sources information.

## Ongoing Optimization

Implement systems to continually adapt to evolving AI search capabilities.



# The Urgency of Adaptation

## 20-40%

### Traffic Loss

Publishers expect to lose this much Google-generated traffic as AI search continues to evolve by 2026.

## 1300%

### AI Search is Up

Over one-third of people are now using AI Search tools for everything from research to shopping, according to a new study from Adobe.



# Optimization Checklist Overview

## 1. Assess Visibility

Understand how your brand appears in AI search results



## 2. Optimize Content

Refine website information for AI interpretation

## 3. Analyze Performance

Measure results and refine strategies

## 4. Monitor Mentions

Track brand references across platforms

# Step 1: Assess AI Search Visibility



## Test AI Search Tools

Use HubSpots AI Search Grader, ChatGPT Search, Gemini, Perplexity, and other AI platforms to search for your business.



## Document Findings

Record how your information appears and identify any inaccuracies.



## Prioritize Improvements

Create a ranked list of issues to address based on impact.





# AI Search Grader

Uncover your brand visibility in generative AI search tools like ChatGPT, Perplexity, and Gemini. Identify strengths and pinpoint opportunities to boost brand awareness and sentiment.



## Enter Details of the Brand You Want to Analyze

Company Name

HubSpot

Location

United States

Product or Services

CRM Software

Industry

Technology

Grade My Brand

POWERED BY



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<https://www.hubspot.com/ai-search-grader>

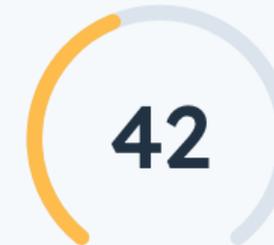
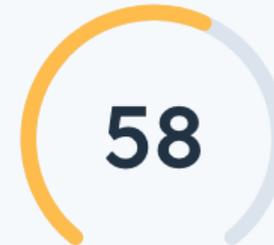
# A&M Equipment Sales

across **3 LLM providers** in **United states** for **Vending machines** services in the **Vending** industry. [Update](#)

LLM Provider



AI Search Score  
(Overall)



You're on the right  
track

You're on the right  
track

You're on the right  
track

Brand Recognition

5/20



[See details](#)

7/20



[See details](#)

3/20



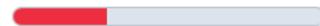
[See details](#)

Market Score

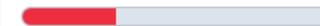
3/10



3/10



3/10



# Step 2: Audit Website Content



## Update Information

Ensure all content is current and accurate

---



## Use Natural Language

Match conversational patterns of AI queries

---



## Optimize Metadata

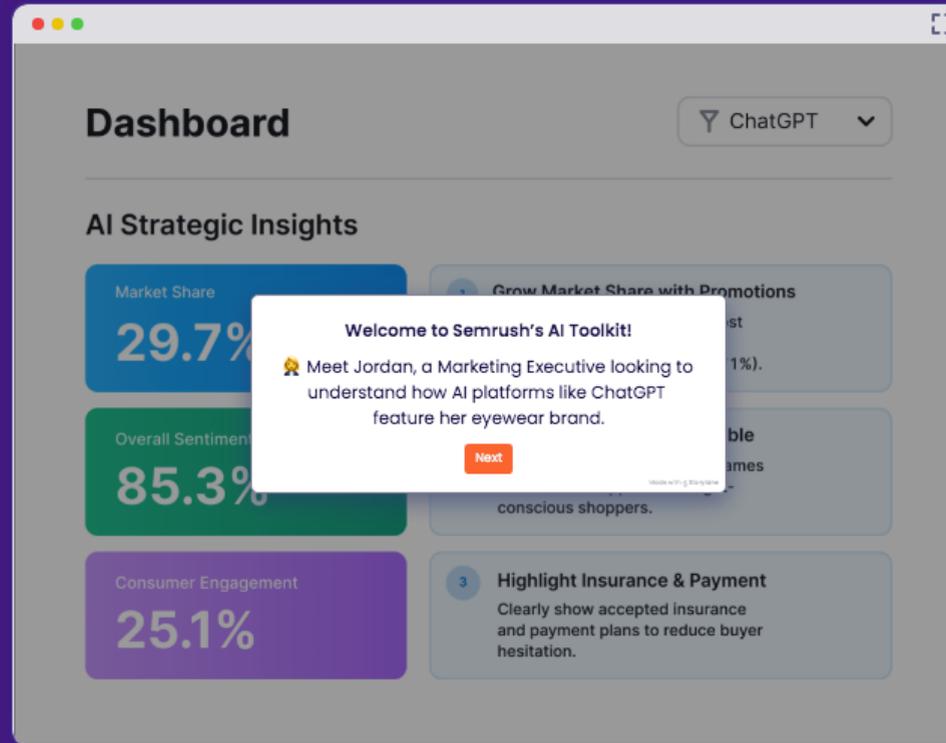
Review headers, descriptions, and keywords



# See How AI Features Your Brand

Track how your brand appears in AI platforms like ChatGPT, benchmark against competitors, and uncover what users are really asking about your business.

Start Now



Trusted by



<https://semrush.sjv.io/c/2954573/3082487/13053?sharedid=campaign-tts-2025>

movingforwardsmallbusiness.com

+ Add domain

Export to PDF How we gather data Send feedback

# Brand Performance

Perplexity Worldwide Last 7 days

- Moving forward small business **main**
- Score x
- Sba x
- Small business development centers x
- Startup grind x
- Entrepreneur organization x
- Chamber of commerce x

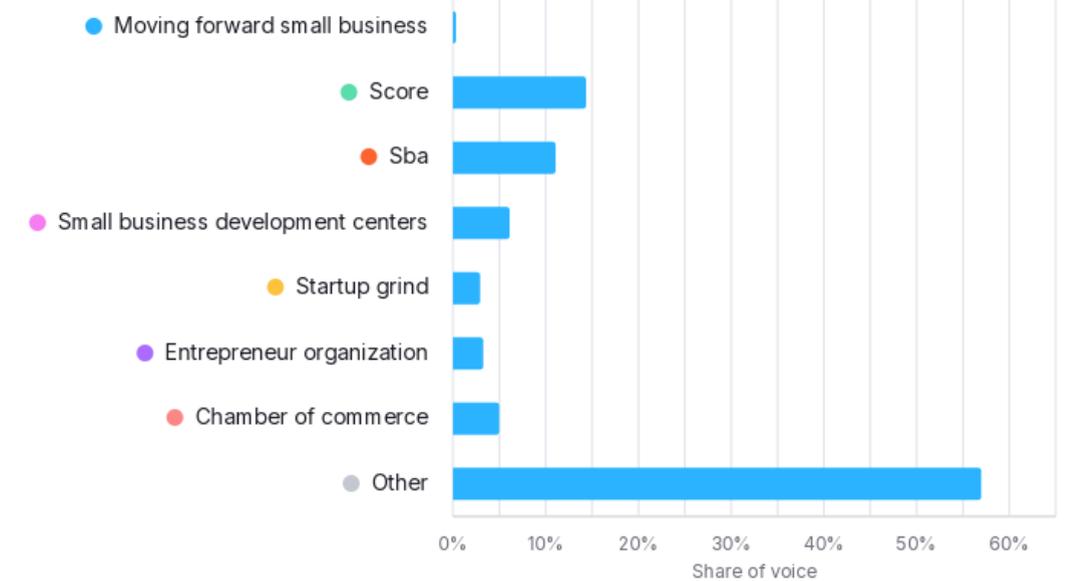
## Market Position: AI Urgent Strategic Priorities

AI-generated strategy based on the latest data update.

- Comparison Content Surge**  
Publish 'MFSB vs. SCORE' guides to capture share from SCORE's 14.32% SOV.
- Value Beyond the Overlap**  
82.35% positive perception, but confusion with competitors; clarify unique frameworks and digital focus.
- Community Advantage Unlocked**  
MFSB's blend of expert-led training and peer support outpaces SCORE, BNI, and Vistage comparisons.

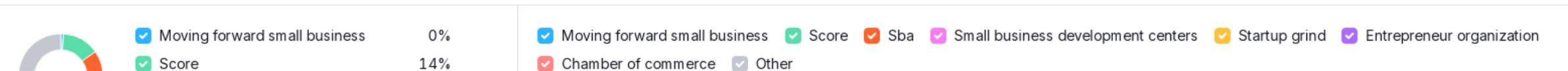
## Share of Voice by Platform

Google AI Mode SearchGPT ChatGPT  Perplexity Gemini



Current Market Position & Sentiment Analysis

## Share of Voice







## Step 3: Monitor Brand Mentions



### Set Up Alerts

Configure Google Alerts for your business name and key products.



### Track Social Media

Monitor platforms where customers discuss your industry.



### Address Inaccuracies

Quickly correct any misrepresentations of your brand.

# Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

My alerts (22)



Jimmy Newson



"business impact"



"business plan boot camp"



"business plan"



"entrepreneur ecosystem"



"entrepreneurial ecosystem"



"Fit Small Business"



"Impact Us All Podcast"



"Impact Us All"



"Jimmy Newson"



"moving forward small business"



"small business news"



# Alerts

Monitor the web for interesting new content

← "moving forward small ...

July 29, 2025 < >

1 day ago

WEB

## Making Your Brand Visible to AI Search Engines - YouTube

YouTube

... workshop starting August 6, 2025. Making Your Brand Visible to AI Search Engines. No views · 7 minutes ago ...more. **Moving Forward Small Business**. 7.



8 days ago

WEB

## AI Search Workshop Series - **Moving Forward Small Business**

Moving Forward Small Business

**Moving Forward Small Business** (MFSB) is dedicated to helping small businesses, entrepreneurs, and startups achieve growth and resilience. They offer ...



- Compose
- Inbox 28,577
- Starred
- Snoozed
- Important
- Sent
- Drafts
- Spam 9
- Trash
- More
- Labels +
  - 1 WP Engine 4
  - Clients
  - Great Marketing Results
  - Haro 4,353
  - In-Tech Academy
  - Jimmy Newson
  - Admin 401
  - Alerts 401
  - Andrea Marie Storvig-N...
  - FreedUp 2
  - HubSpot 6
  - Info 34,045
- Discover more →

Mail | Conversations | Spaces | From | Any time | Has attachment | Exclude calendar updates | To | Is unread | Advanced search

Actions	Sender	Subject	Date
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Google Alerts	Google Alert - "entrepreneurial ecosystem" ----- Unsubscribe from this Google Alert: Create another Google Alert: S...	Jun 20
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Google Alerts	Google Alert - SWOT Analysis ----- Unsubscribe from this Google Alert: Create another Google Alert: Sign in to mana...	Jun 20
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Google Alerts	Google Alert - "business plan" ----- Unsubscribe from this Google Alert: Create another Google Alert: Sign in to mana...	Jun 20
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<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Google Alerts	Google Alert - "entrepreneurial ecosystem" ----- Unsubscribe from this Google Alert: Create another Google Alert: S...	Jun 19
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Rosella Marquez	Unbounce Partner Content Drop: Ready-to-Post Article + AI Copy Tips - Hurting Your Google Ads Google's latest updates now assess landin...	Jun 19
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Google Alerts	Google Alert - business plan boot camp ----- Unsubscribe from this Google Alert: Create another Google Alert: Sign ...	Jun 19
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<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Google Workspace AI.	Alert: Malware message detected post-delivery for google-workspace-alerts-noreply@google.com - Notification from Google Google Workspace I...	Jun 18
<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	All Professional Re.	Accepted: SEO Check in @ Fri Jun 20, 2025 6pm - 6:30pm (EDT) (info@jimmynewson.com) - Join with Google Meet https://meet.google.com/...	Jun 18

SEO Check in - ... SEO Check in - ... SEO Check in - ...

<https://www.google.com/alerts#>

Gmail interface showing an email from Google Alerts. The email content includes:

- Google Alerts header
- Alert title: "Jimmy Newson"
- Alert date: Daily update · June 19, 2025
- Alert type: WEB
- Alert 1: [Let's Make a Deal \(Part 5\): Affiliate vs Vendor vs Strategic Partner | Drew Sutton & Jimmy Newson](#) (YouTube)
- Alert 2: [How to Structure Affiliate Fees at Conferences | Drew Sutton & Jimmy Newson](#) (YouTube)

Buttons: [Log email to HubSpot](#), [Add to HubSpot](#), [Unsubscribe](#), [See more results](#), [Edit this alert](#)

<https://www.google.com/alerts#>



## Step 4: Strengthen PR Strategies



### Partner With Sources

Build relationships with credible publications and industry playerslik.



### Generate Backlinks

Secure quality links to boost domain authority.



### Publish Blogs/Press Releases

Share newsworthy updates with targeted keywords.

# Opportunities

[All Opportunities](#)
[Media Matcher](#)
[No Pitch Credit Needed](#)
[Saved](#)
[Pitched](#)
[Advanced Search](#)

[Clear](#)
 Condensed View

[MEDIA INSIGHTS](#) | See trending topics, publications and media here as you search.

**Woman's World** Share

**Woman's World Online**

EXPERT REQUEST  
**MD needed on Menopause Timing** [🔗](#)

Hil! I'm looking to have an email interview with an MD for a story on menopause timing (entering menopause "early" or "late"). I can send you the questions and...

[#ReproductiveHealth](#) [#Health](#) [#Menopause](#) [#Endocrinology](#) [#Obstetrics](#)

Posted: a minute ago   
 Deadline: in 21 hours

NEW Deadline Approaching Save

REPORTERS ARE SHARING THEIR WORK!

**Bryan Gottlieb**  
 Shared work written for **Engineering News-Record**

**Stainless-Bonded Rebar Debuts on Caltrans Bridge Project** [🔗](#)

Share

[READ MORE](#) [Follow](#)

**yahoo!life** Share

**Yahoo Life**

EXPERT REQUEST  
**Expert for phone call about face wraps - can they really give you a sculpted jawline?** [🔗](#)

I'm seeking an MD who can weigh in on whether Skims face wraps can really give you a sculpted jawline as well as talk about other techniques to change...

[#Dermatology](#) [#Aesthetics](#) [#Selfcare](#) [#Cosmetology](#) [#SkinCare](#)

Posted: 2 minutes ago   
 Deadline: in a day

NEW Deadline Approaching Save

**GBR** Share

**GOBankingRates**

EXPERT REQUEST  
**U.S. Restaurant Industry Pros and Owners: X Restaurants That Will Become More Expensive Due to Trump's Tariffs** [🔗](#)

This article will cover specific restaurants that make a lot of dishes with tomatoes such as pizza restaurants and how they will be impacted by the tomato tariffs on...

[#SupplyChain](#) [#FoodIndustry](#) [#Tomato](#) [#RestaurantIndustry](#) [#FoodEconomics](#)

Posted: 2 minutes ago   
 Deadline: in 20 hours

NEW Deadline Approaching Save

**Global NEWS** Share

**Global News (Canada)**

EXPERT REQUEST  
**International trade and supply chain experts who can speak**

**M Medscape** Share

**Medscape**

EXPERT REQUEST  
**Looking for obesity doctors or psychiatrists to answer**

**Mirror** Share

**The Mirror**

EXPERT REQUEST  
**Seeking History/movie expert on Christopher Nolan**

**BUSINESS INSIDER** Share

**Business Insider**

EXPERT REQUEST  
**Financial market and investing experts needed on small-mid**

## Media Database

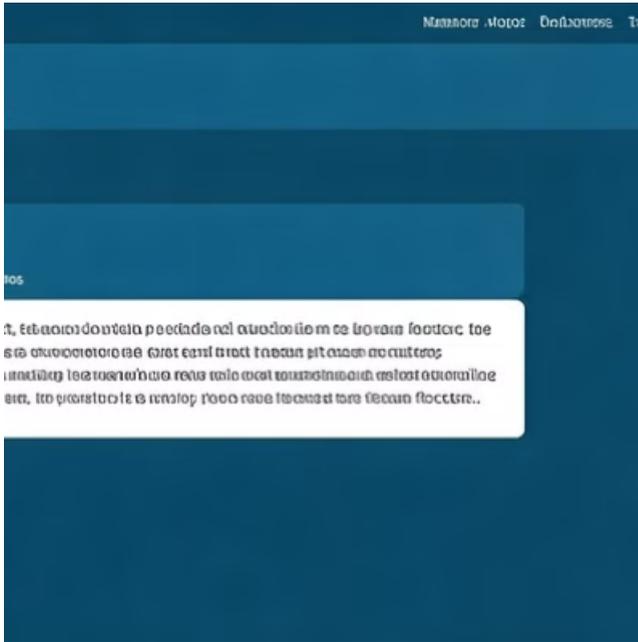
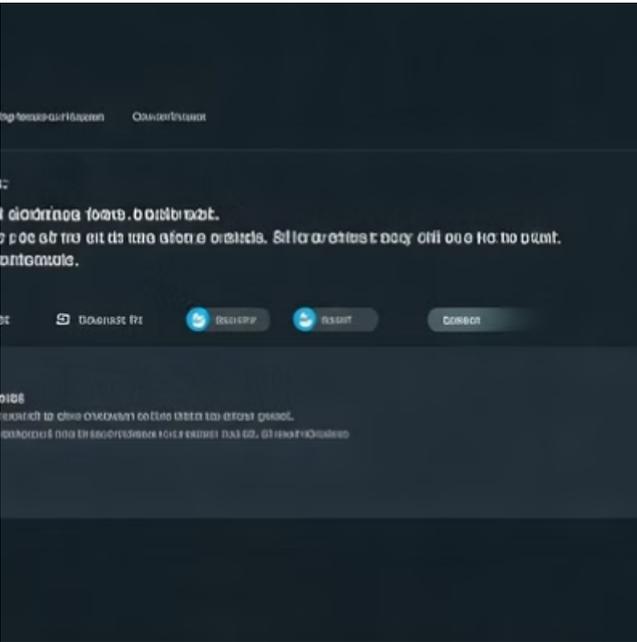
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plumbing

<input type="checkbox"/> Select All	Title	Publication(s)	Covers		
<input type="checkbox"/>	<b>Nick Hilden</b> reporter	Scientific American, US News and World Report, The Wall Street Journal, BBC	diy, home improvement, fitness, plumbing, woodworking, carpentry, plumber	<a href="mailto:nickhilden@gmail.com">nickhilden@gmail.com</a> Seattle, WA, USA	<a href="#">✕ nickhilden</a>
<input type="checkbox"/>	<b>Joe Roberts</b> reporter	Fixr	home improvement, plumbing, hvac, solar power, siding, carpentry, construction	<a href="mailto:joe.roberts@solarreviews.com">joe.roberts@solarreviews.com</a> Salt Lake City, UT, USA	
<input type="checkbox"/>	<b>Lauren Gordon</b> reporter	dengarden.com	real estate, diy, plumbing, real estate experts, homeownership, home	<a href="mailto:lauren.gordon@thearenapgroup.net">lauren.gordon@thearenapgroup.net</a> New York, NY, USA	<a href="#">✕ laurengordon88</a> <a href="#">in laurengordon88</a>
<input type="checkbox"/>	<b>Karen Schwartz</b> reporter	Dark Reading - InformationWeek, seattletimes.com, columbian.com	surveying, facebook, great recession, twitter, trade association, pennsylvania	<a href="mailto:karen@karendschwartz.com">karen@karendschwartz.com</a> Minneapolis, Minnesota, United States	<a href="#">✕ karendschwartz</a>
<input type="checkbox"/>	<b>Alina Bradford</b> reporter	ConsumerAffairs, digitaltrends.com, Family Handyman, Safewise.com	pop music, energy industry, energy, facebook, privacy, wi fi, google, lock	<a href="mailto:alinabradford@gmail.com">alinabradford@gmail.com</a> Paris, Texas, United States	<a href="#">✕ alinabradford</a> <a href="#">in alinabradford</a>
<input type="checkbox"/>	<b>Liz Alterman</b> reporter	middletownpress.com, realtor.com, cornucopia.org, cafemom.com, Realtor.com	wood, real estate, mortgage loan, los angeles, diy, florida, amazon, plumbing	<a href="mailto:liz.alterman@gmail.com">liz.alterman@gmail.com</a>	<a href="#">✕ LizAlterman</a> <a href="#">in elizabethalterman</a>

[Incorrect info? Let us know](#)

# Step 5: Engage in Online Discussions



Join conversations like forums, communities, and comment sections, where your expertise adds value. Answer questions thoughtfully and share insights that position you as an industry resource.

## Table of Contents

## ▼ Fashion-Forward Glasses Enthusiast

Drivers

Problems

Opportunities

&gt; Budget-Conscious Shopper

&gt; Quality-Seeking Consumer

&gt; Skeptical Shopper

&gt; Transition Lens User

&gt; International Customer

## Fashion-Forward Glasses Enthusiast

This persona is driven by a desire to express their personal style through fashionable eyewear. They appreciate the aesthetic appeal of glasses and often seek out trendy frames that complement their wardrobe. The ability to try on different styles in-store or through a home try-on program is crucial for them, as they want to ensure that the frames not only look good but also fit well. They are motivated by the idea of finding glasses that enhance their overall appearance and reflect their personality. This persona values the combination of style and functionality, looking for frames that are not only chic but also comfortable for daily wear. They are likely to share their experiences on social media, showcasing their new looks and encouraging others to explore fashionable eyewear options.

### Drivers

1. Fashionable styling of frames
2. Positive in-store experience
3. Convenience of Home Try-On program
4. Desire for aesthetic improvement
5. Positive brand perception



# Social UpReach

Reddit intelligence for your brand. Track mentions, surface trends, and reply smartly.



movingforwardsm...



🔍 SERP Threads 21 🚩 Latest Threads 15 @ Mentions 5

- 🔍

Relevancy ▾ All Subreddits ▾

r/Entrepreneur 1 year ago 85% Relevance

**Business coaching options**

Relevance: Post seeks affordable business mentorship aligning with coaching services.

👍 2 🗨️ 21 ✓
  - r/Entrepreneur 1 year ago 80% Relevance

**What are the best AI tools that ACTUALLY help your business?**

Relevance: Post discusses AI tools improving productivity relevant to SMBs.

👍 53 🗨️ 152 ✓
  - r/smallbusiness 2 years ago 80% Relevance

**How did you use AI to improve your small business?**

Relevance: Post discusses AI use for small business growth and strategies.

👍 54 🗨️ 146 ✓
  - 🔍

Free \$10000 in cloud credits and building your SaaS tools to give it away for free. Looking for others?

Relevance: Supports SaaS tools development aligned with user's interests.

👍 24 🗨️ 12
  - 🔍

Which tools do you guys use for your keyword research / any similar research purpose.

Relevance: Discusses keyword research tools with Sharethrough's & SEMrush.

👍 12 🗨️ 8
- Show: 10 rows ▾

r/Entrepreneur • 1 year ago • u/IcyAd9024 85% Relevance

### Business coaching options

I've been running my business for about 7 years and could use some coaching or mentorship. Just having somebody on the outside putting me through a path to stay on track and achieve my goal of growing the company.

A lot of the options I've tried in the past are ranging from 1000 to 1500 a month USD. While I'm doing well with the business that price seems very high to me and for one meeting a month it just hasn't been practical to me so far.

My question here is seeing if anyone has a more affordable option, maybe something online or suggestions on finding mentorship for less money. I understand you get what you pay for but the coaching field to me seems tough to gauge. Bonus question, if anyone is paying a lot for coaching, is there a program or amazing coach that makes it worth it? Thanks in advance everyone.

👍 2 🗨️ 21

👁️ View Comments

Type your reply here, or click "Generate Reply" to get an AI-crafted response tailored to your brand.

[Generate Reply](#) | Professional

# Step 6: Optimize for AI Citations

Platform Type	Action Required
Business Directories	Ensure NAP consistency (Name, Address, Phone)
Review Sites	Claim and verify all profiles
Industry Databases	Submit complete business details
Local Listings	Update with current hours and services

# Step 7: Leverage Structured Data

## Schema Markup Types

- Local Business
- Products & Services
- Events
- FAQs
- Reviews

## Implementation Steps

1. Identify relevant schema types
2. Generate proper markup code. (Might already be integrated into your existing CMS (Content Marketing Platform)).
3. Add to website HTML
4. Test using validation tools

Run new test

あ

i

### Test your structured data

Fetch URL

Code snippet

Close Run test



<https://validator.schema.org/>

- Crawling
- Rendering
- Mobile SEO
- International SEO
- Local SEO
- SERP & Ranking
- Schema Generator
- Resources
  - Docs
  - Blog
  - Podcast
  - Presentations
- Dark Mode

Which Schema.org markup would you like to create?

Local Business

Use this [Schema.org](#) structured data generator to create JSON-LD markups, including all of the required item properties and more. Click on the Google icon to test your markup with the [Structured Data Testing Tool](#) and/or the [Rich Results Test](#).

## Local Business



LocalBusiness @type

More specific @type

Name

Image URL

@id (URL)

URL

Phone

Price range

Street

City

Zip code

Country

State/Province/Region

Latitude

Longitude

GEO COORDINATES

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "",
  "image": "",
  "@id": "",
  "url": "",
  "telephone": "",
  "address": {
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    "addressCountry": ""
  }
}
</script>
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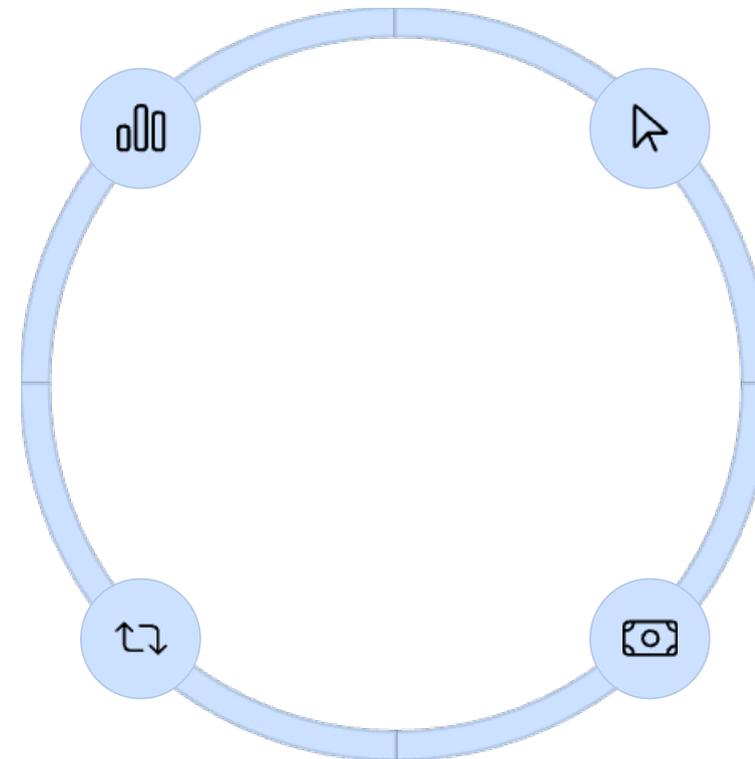
# Step 8: Analyze Performance

## Track Traffic Sources

Monitor how visitors discover your site, particularly from AI interfaces.

## Adjust Strategy

Refine approaches based on performance data insights.



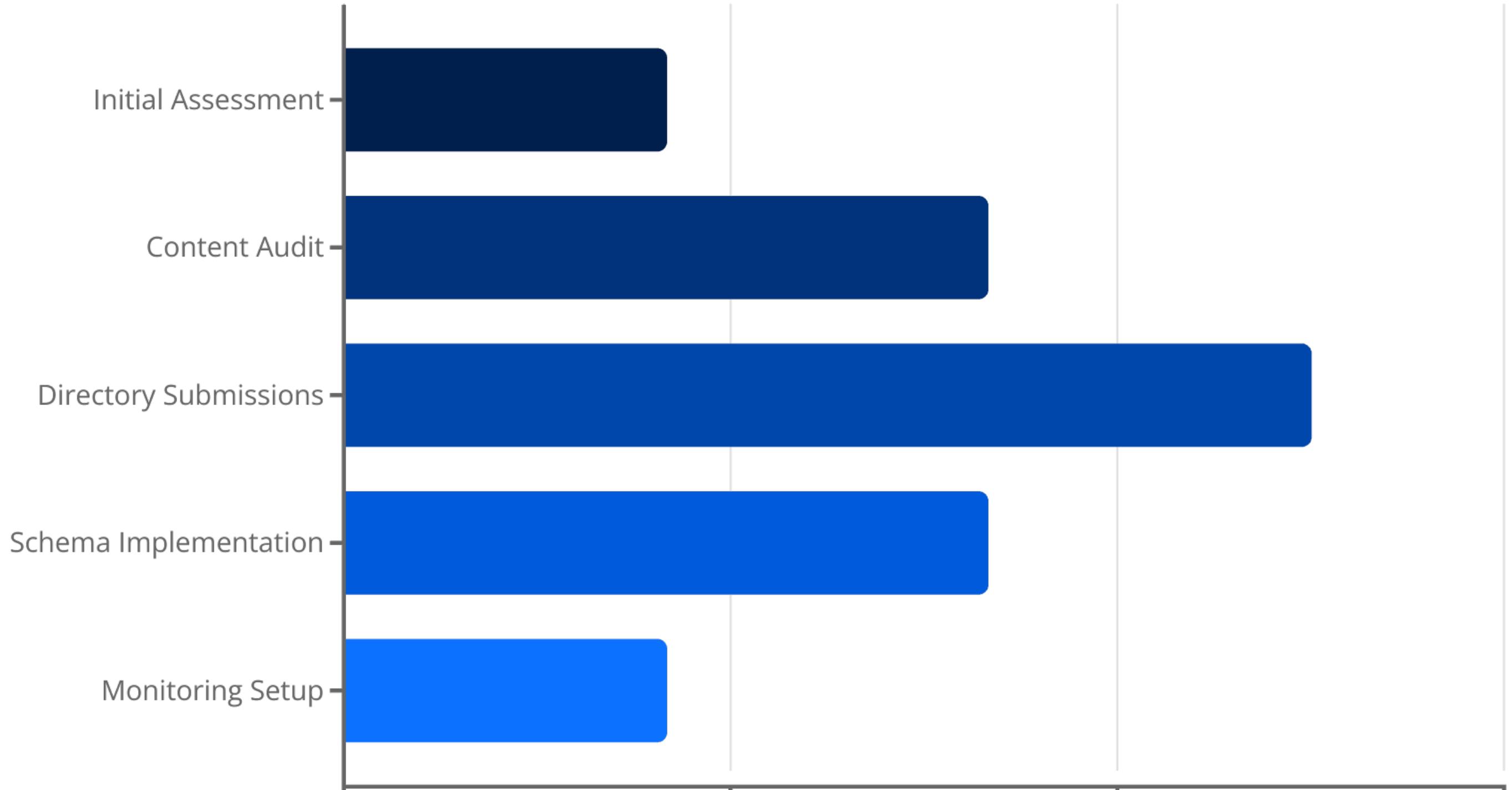
## Measure Engagement

Analyze time on page, bounce rates, and interaction patterns.

## Evaluate Conversions

Connect traffic changes to business outcomes like sales or leads.

# Implementation Timeline



# Balancing Traditional SEO with AI Optimization

## Traditional SEO

- Keyword optimization
- Backlink building
- Technical site performance
- Content marketing

## Language Model Optimization

- Conversational content
- Question-answer formats
- Comprehensive topic coverage
- Structured data implementation



# Recap: Key Takeaways

- **AI Search Revolution**

AI search prioritizes contextual understanding and personalized results, fundamentally changing how users discover information and businesses.

- **Continuous Optimization**

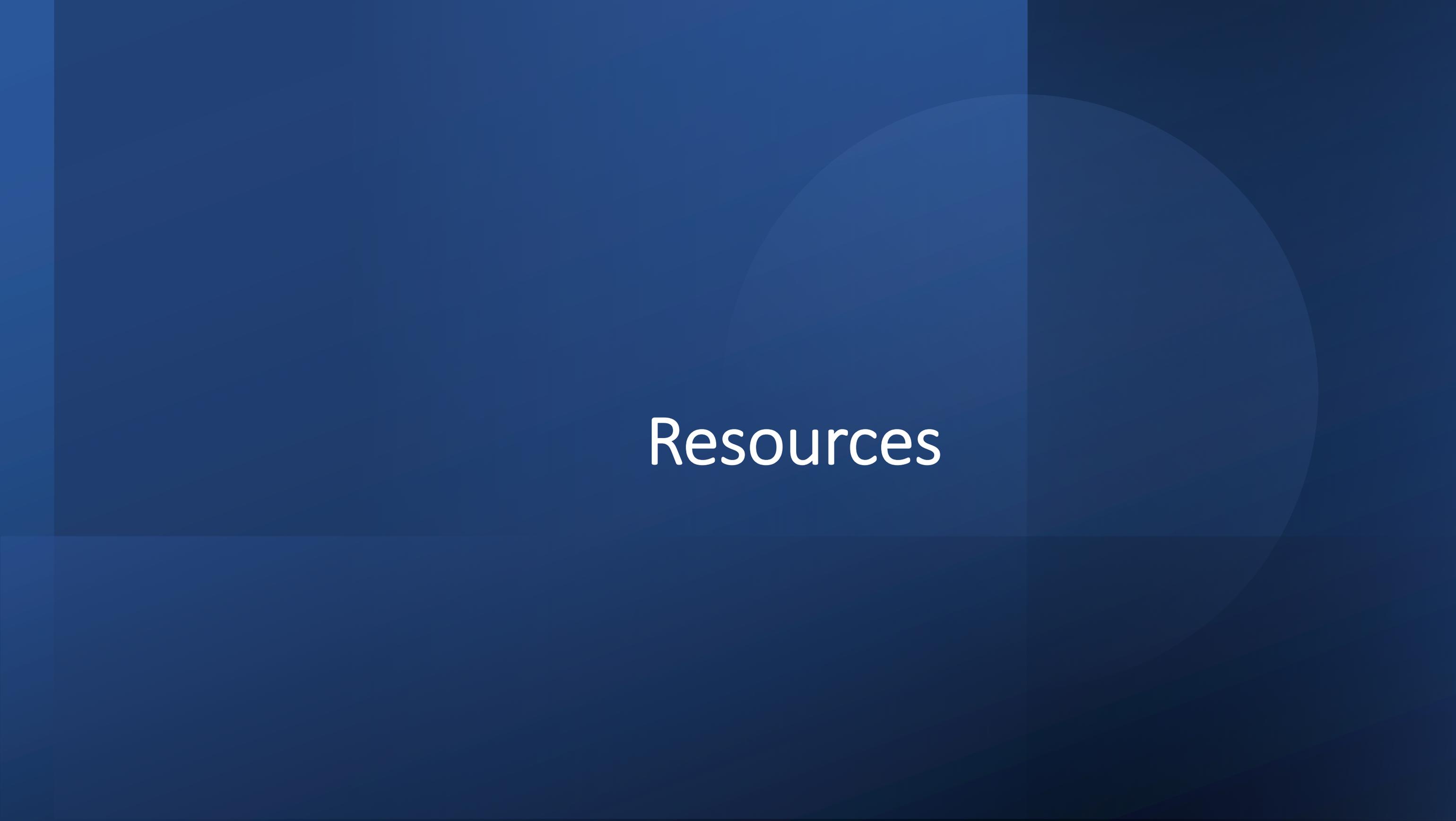
Regularly assess performance, engage in online discussions, and refine your strategies to stay ahead in the evolving AI landscape.

- **Strategic Adaptation is Key**

Proactive content optimization, consistent brand monitoring, and leveraging structured data are essential for visibility and trust.

- **Blend Approaches**

Integrate AI-specific strategies with traditional SEO practices for a comprehensive and future-proof digital presence.



Resources

# What do you want to know?

Ask anything...



pro

🔗 Deep Research



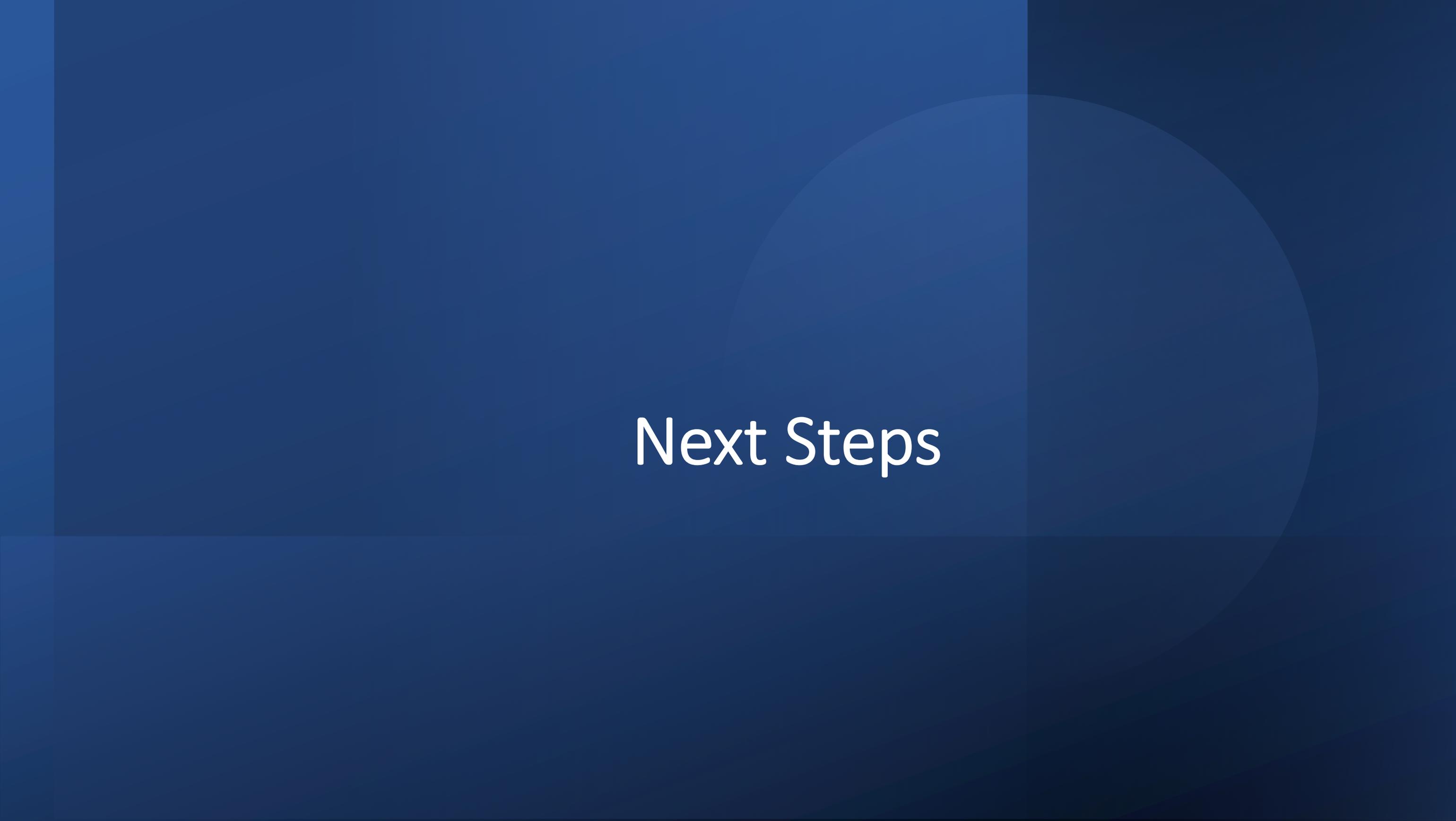
## Step-by-Step AI Search Visibility Checklist

### 1. Assess Your AI Search Visibility

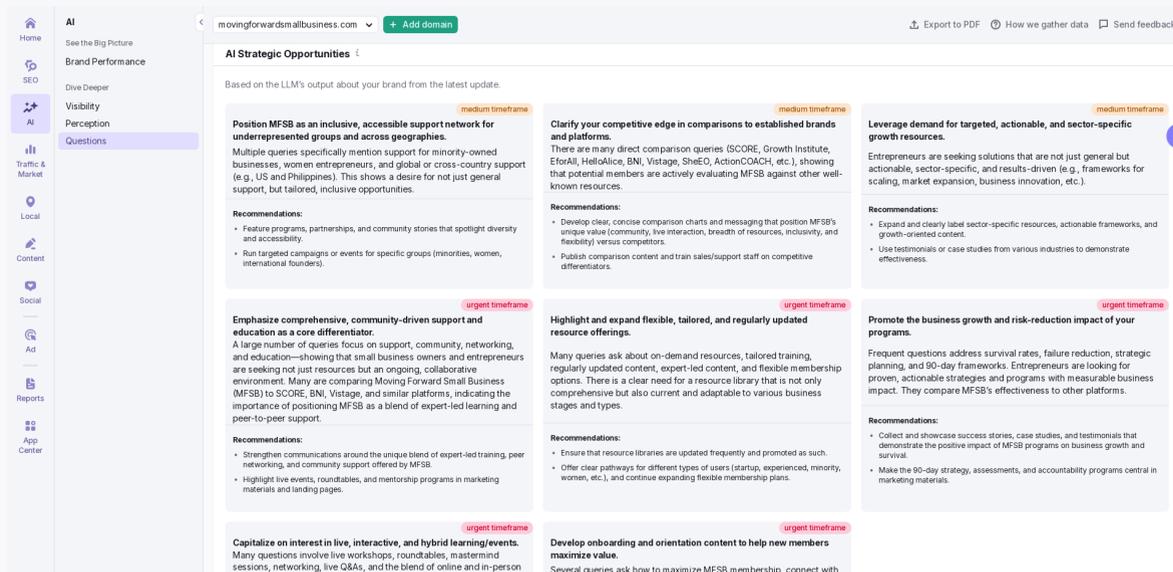
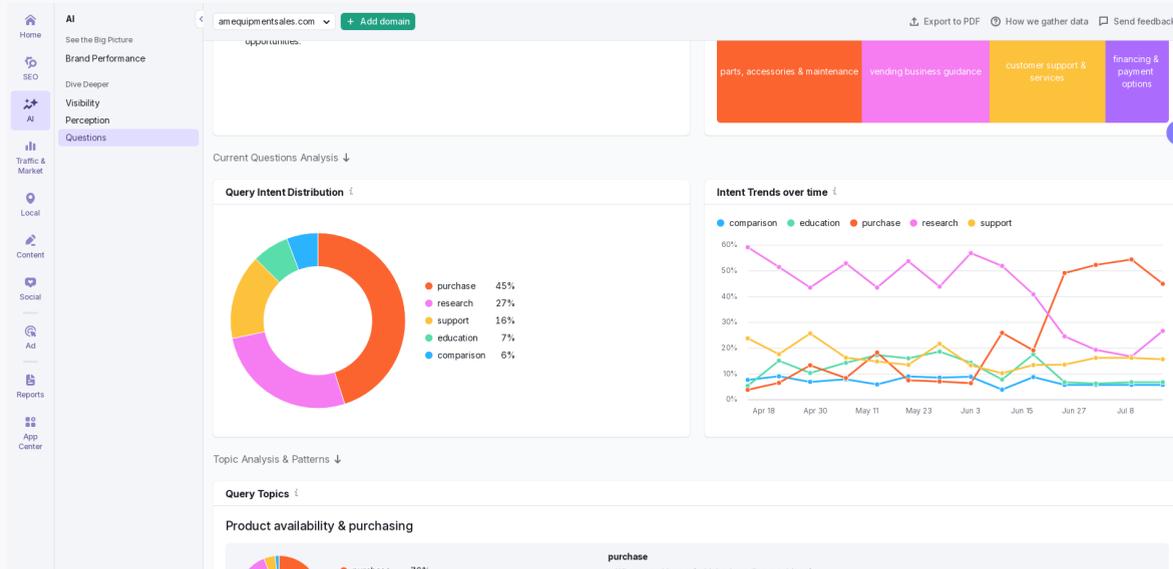
- Use HubSpot's AI Search Grader for evaluating brand presence
  - <https://www.hubspot.com/ai-search-grader>
- Review AI-generated responses across platforms
  - ChatGPT, Perplexity, and Gemini
- Document baseline metrics
- Compare against competitors
- Identify key improvement areas
- Create benchmark reports

### 2. Audit Website Content

- Optimize pages with quality citations
- Implement structured formatting
- Align content with AI search preferences
- Check content readability scores
- Review internal linking structure



Next Steps



# AI Toolkit



<https://semrush.sjv.io/c/2954573/3082487/13053?sharedid=campaign-tts-2025>

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QUESTIONS

