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.

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SMALL BUSINESS

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.

www.MovingForwardSmallBusiness.com

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.

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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.

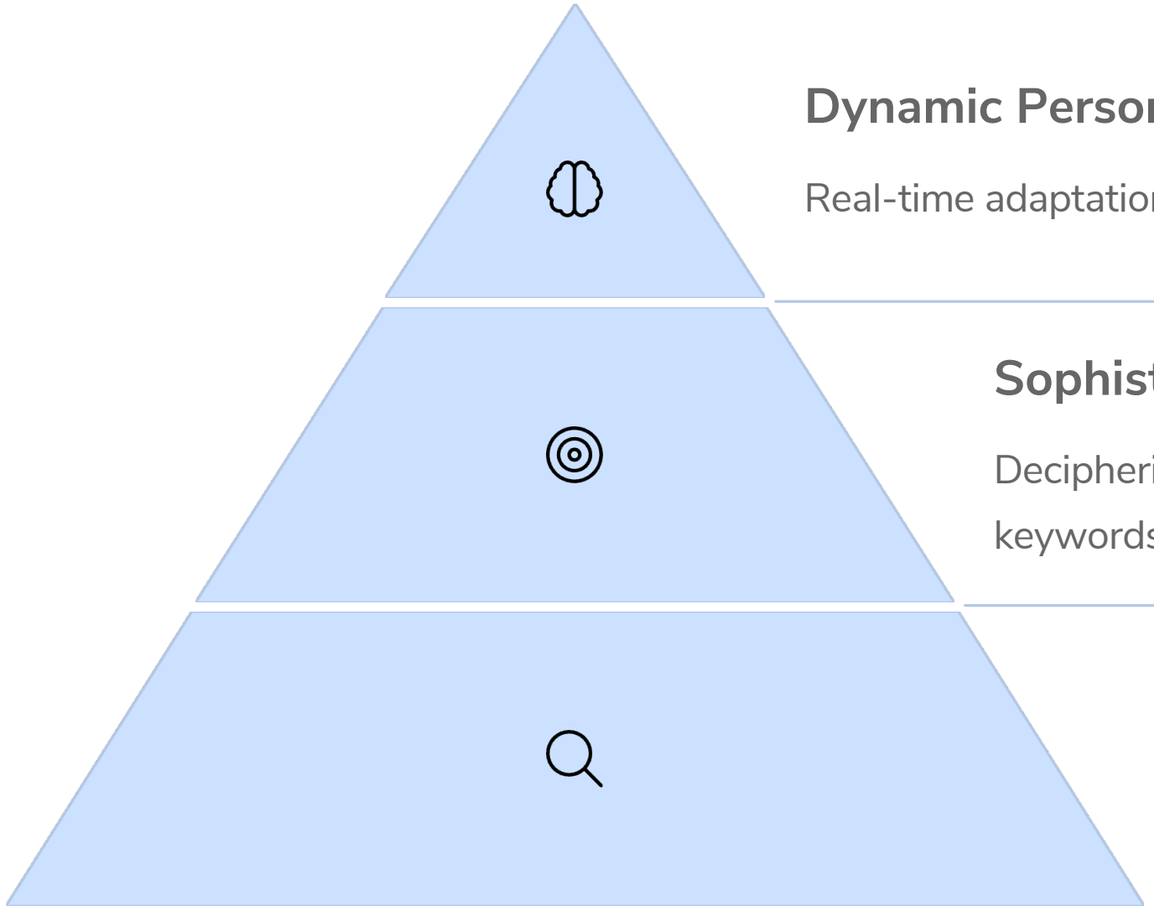
AI Search Revolution

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



Dynamic Personalization

Real-time adaptation and predictive insights based on evolving user interactions.

Sophisticated Intent Recognition

Deciphering the nuanced purpose behind complex queries, beyond just keywords.

Comprehensive Contextual Understanding

Interpreting broader real-world patterns, multimodal information, and conversational history.

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.

HubSpot TOOLS

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 OpenAI perplexity Gemini

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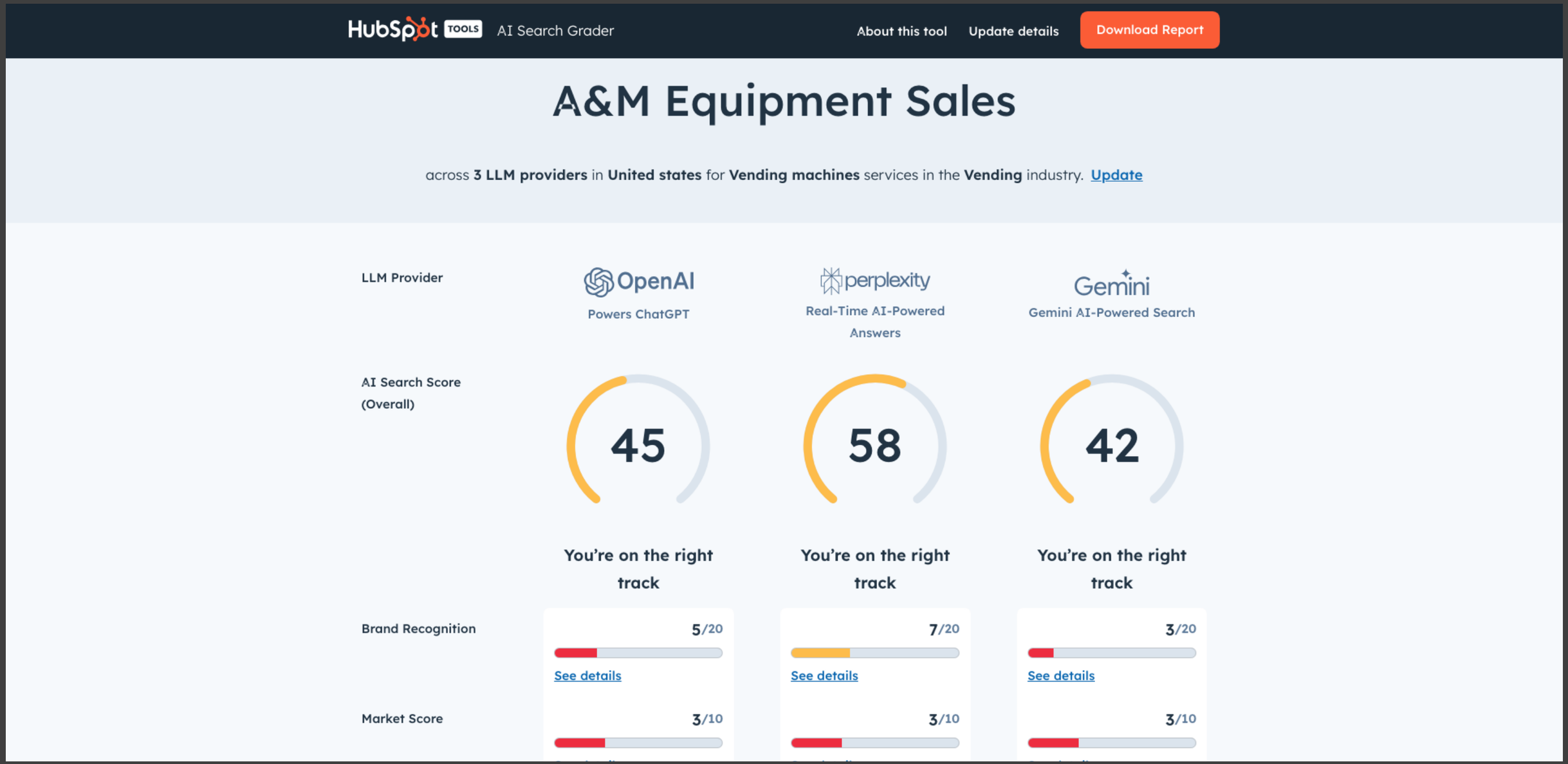
https://www.hubspot.com/ai-search-grader



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

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

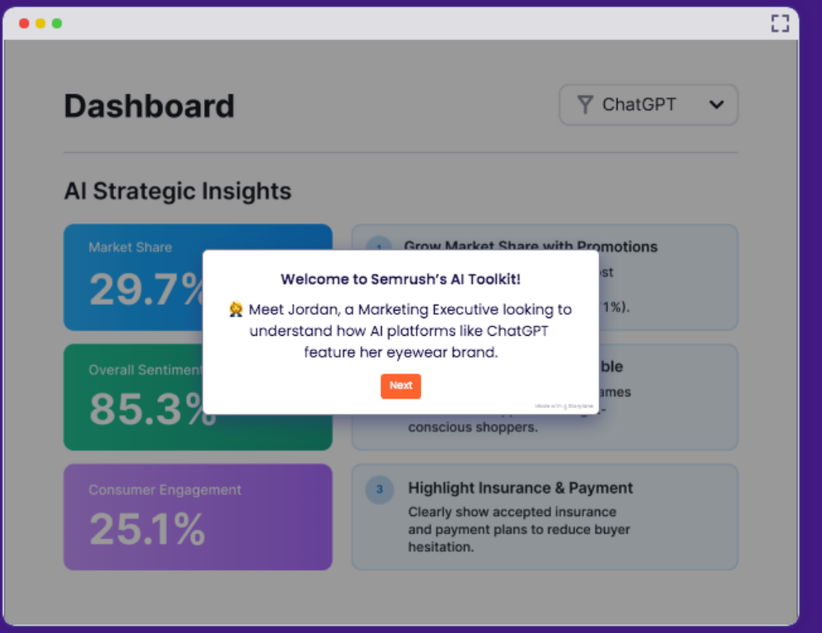
Review headers, descriptions, and keywords

SEMRUSH

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



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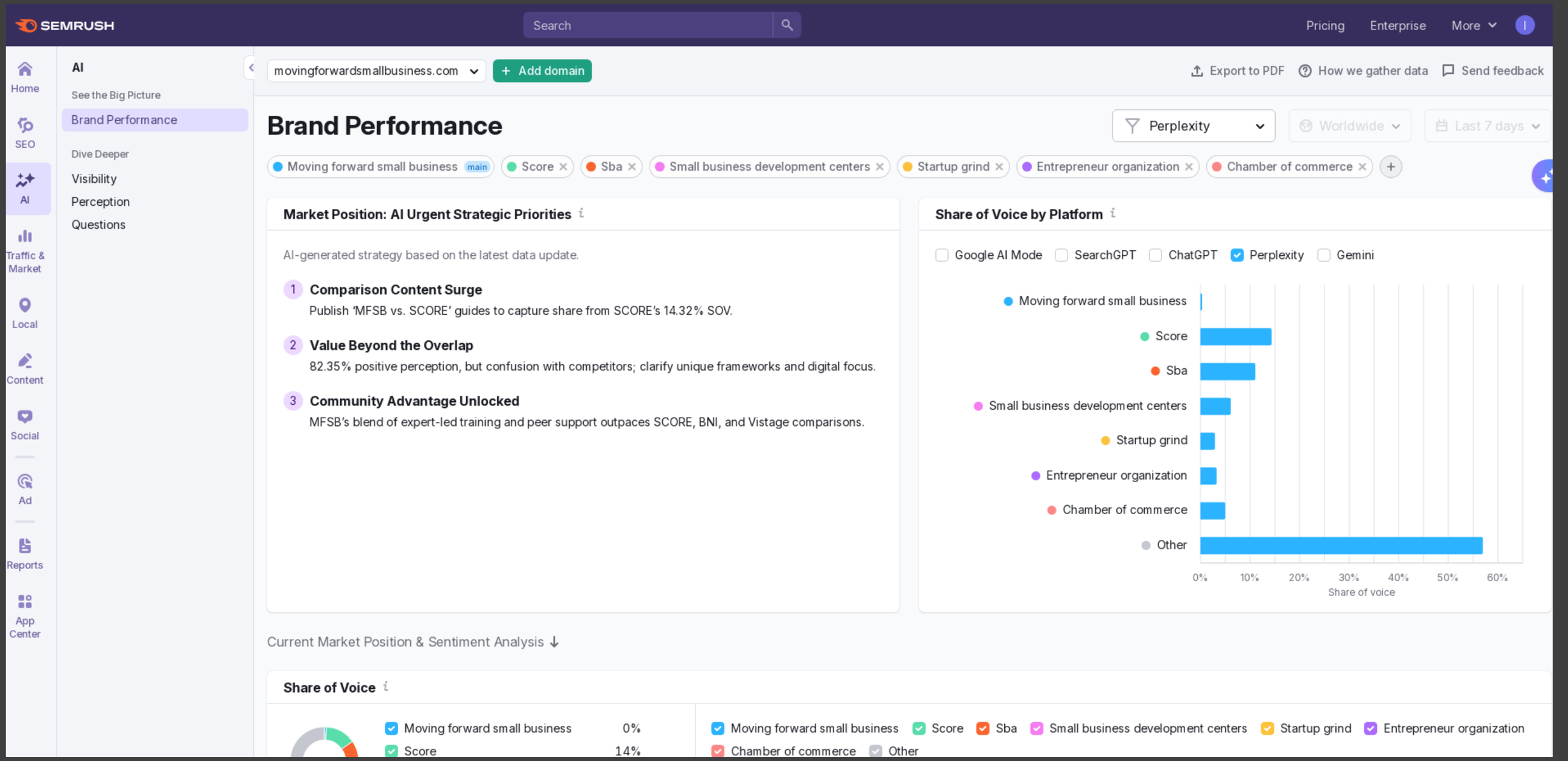

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All Articles / calculated risk (+1 more)

File Edit Apps Help

← Cruise Mode

Write Ahead | Heading 1 | Detect and Humanize

Meta Title: Embrace Calculated Risk for SMB Growth Strategies

Meta Description: Discover how calculated risk can propel your SMB growth strategies. Our blog explores essential insights for making informed business decisions.

URL Slug: embrace-calculated-risk-for-smb-growth-strategies

Schema

h1 # Understanding Calculated Risk for SMB Growth Strategies

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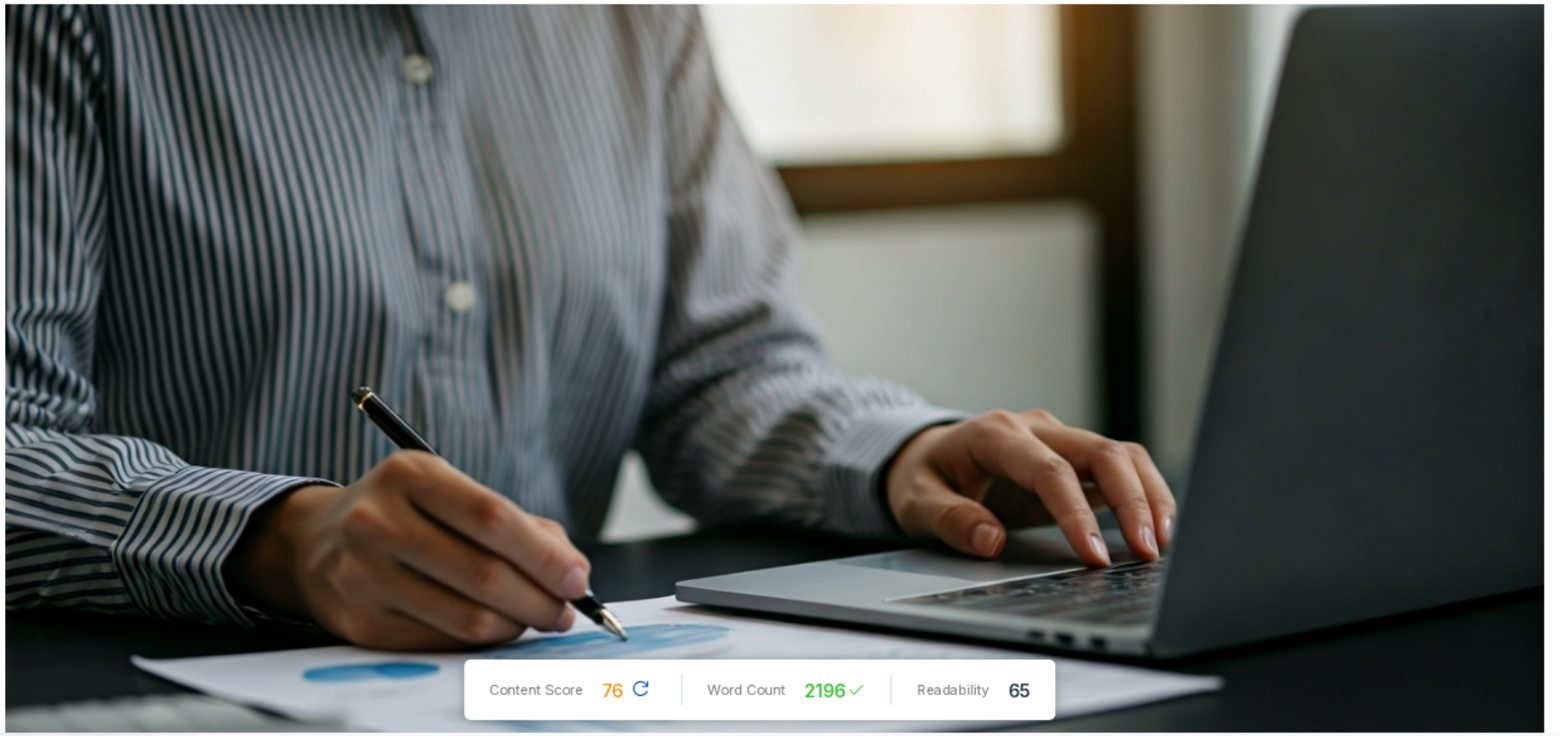

Optimize | Brief | Gaps/Gains | Research | Inter-linking

Content Score

Refresh Score

76/100
Suggested: 40+

Avg. Score: 38 | Top Score: 74

Section Score

- Prompt Coverage
- Schema Markup — 1 issue found — Fix It
- Key Terms — All good
- Meta Tags — All good
- URL — All good
- Featured Snippet — 1 issue found — Fix It
- H1 Heading — All good
- Links — 2 issues found
- H2-H6 Heading — 2 issues found

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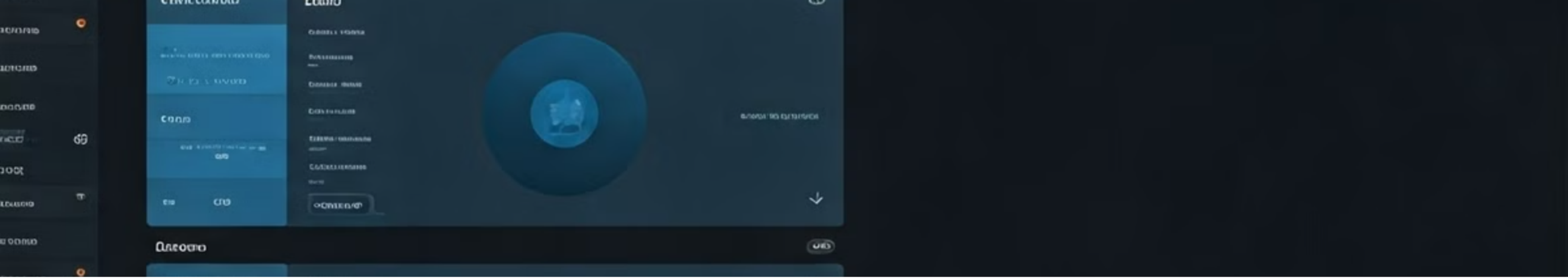


Step 3: Monitor Brand Mentions

Set Up Alerts

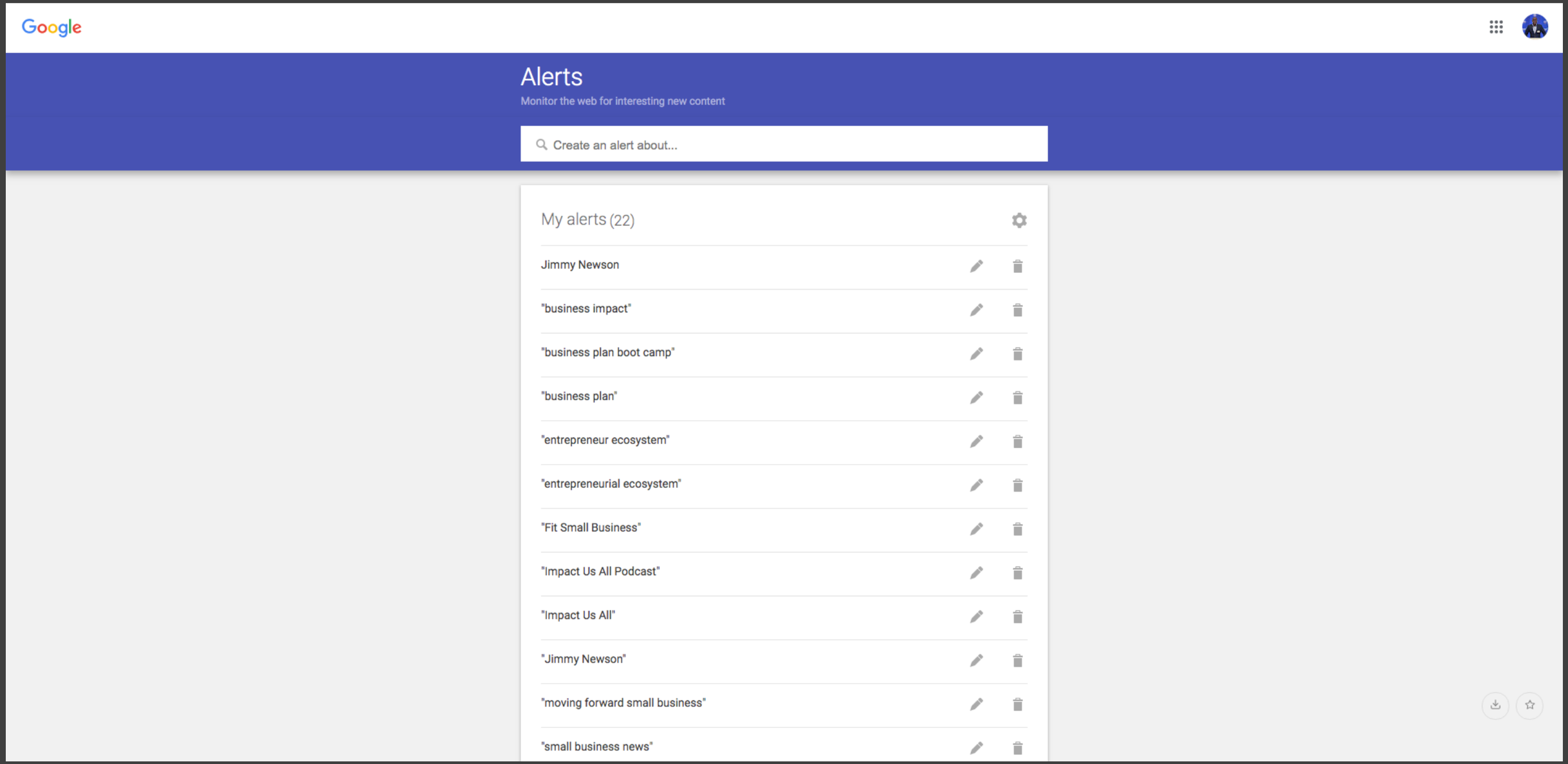
Configure Google Alerts for your business name and key products.

Track Social Media

Monitor platforms where customers discuss your industry.

Address Inaccuracies

Quickly correct any misrepresentations of your brand.



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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

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

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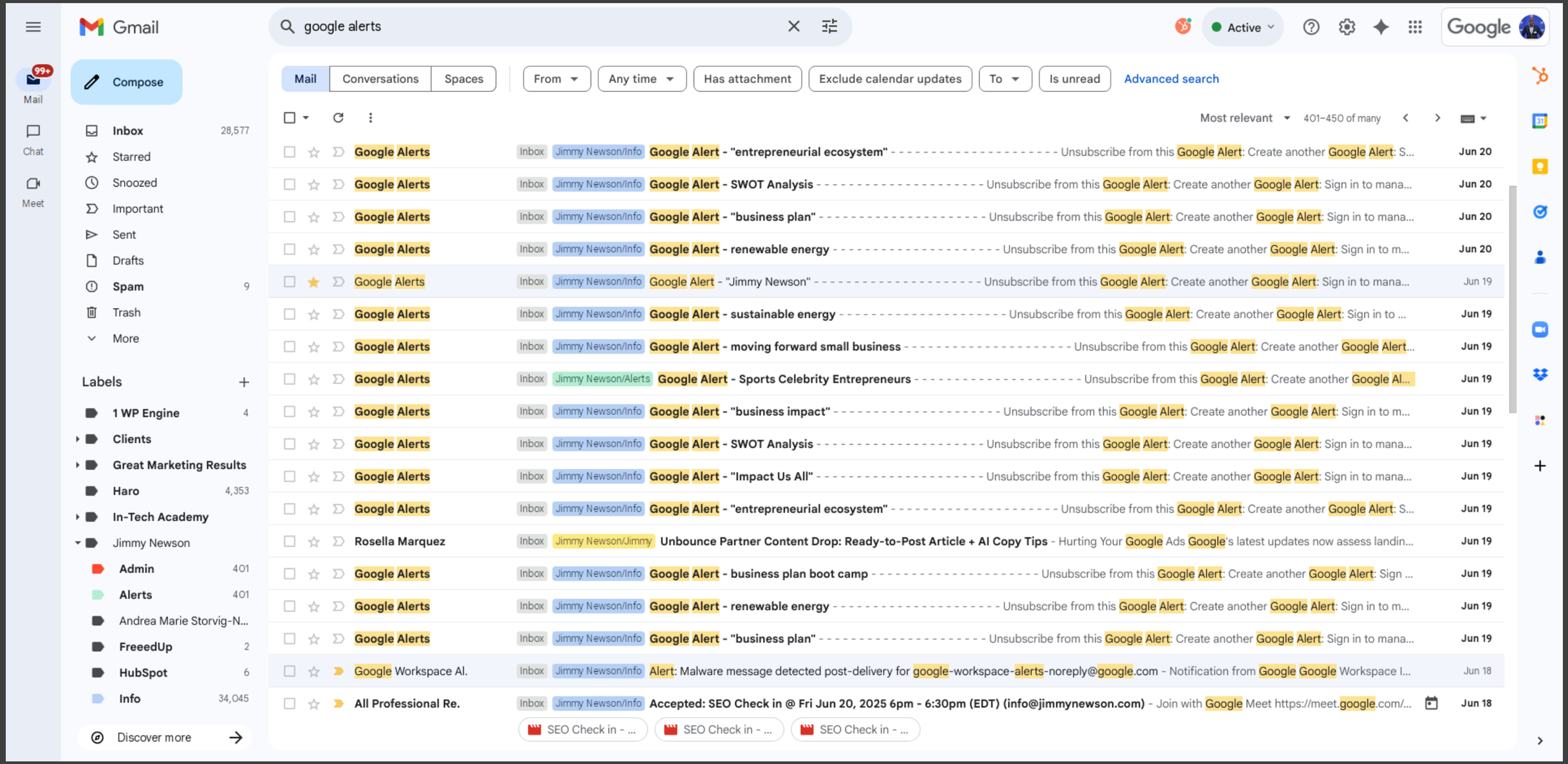

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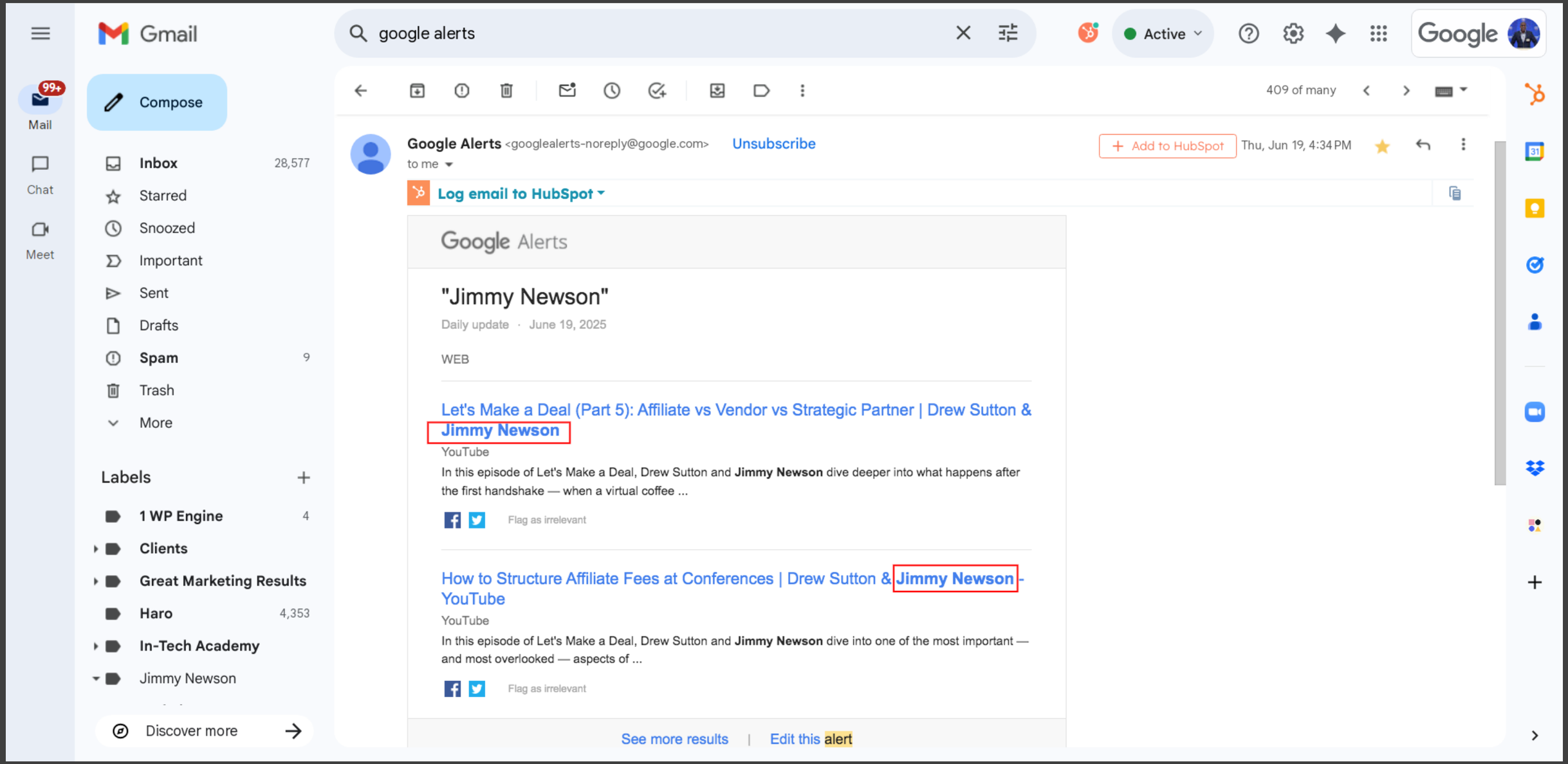

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Step 4: Strengthen PR Strategies

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.

qwoted

OPPORTUNITIES | MEDIA DATABASE BETA | MEDIA MOVES | MY PITCHES

4 PITCH CREDITS | ⚡ UPGRADE | Jimmy Newson

Opportunities

All Opportunities | Media Matcher | No Pitch Credit Needed | Saved | Pitched | Advanced Search

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

Hi! 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

Save

NEW | Deadline Approaching

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

Save

NEW | Deadline Approaching

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

Save

NEW | Deadline Approaching

Global News

Share

Global News (Canada)

EXPERT REQUEST

International trade and supply chain experts who can speak

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

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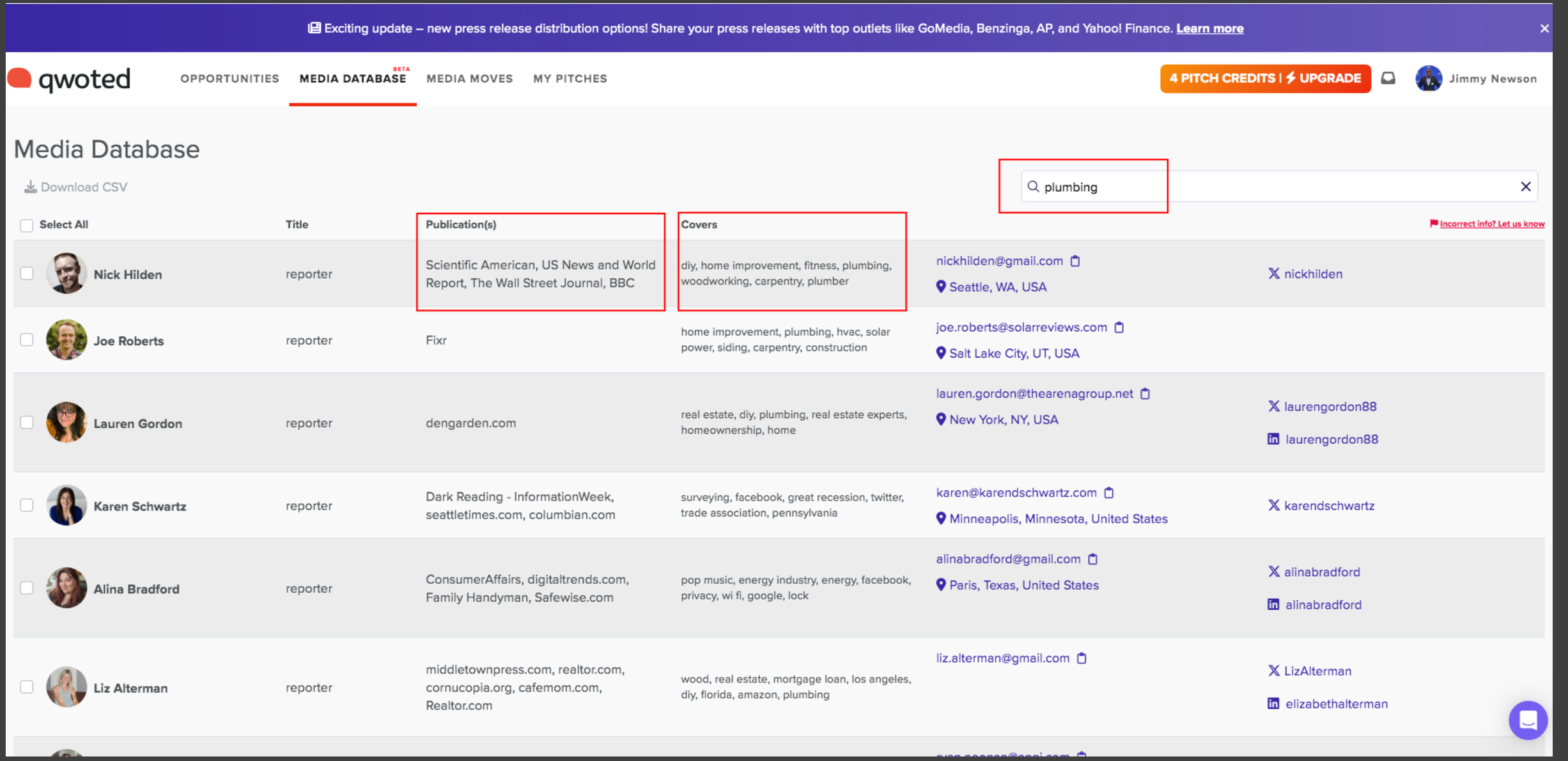

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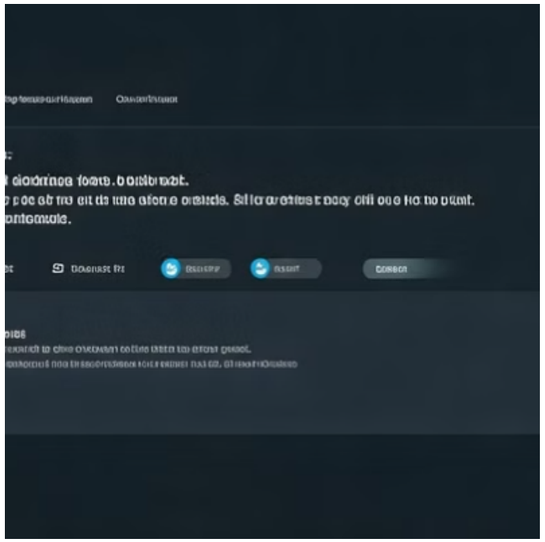
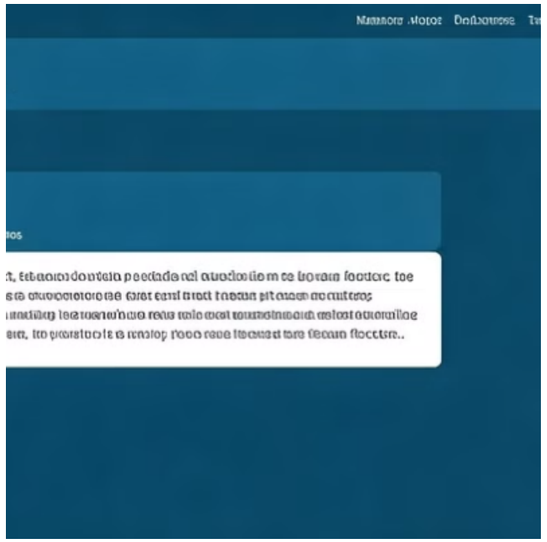
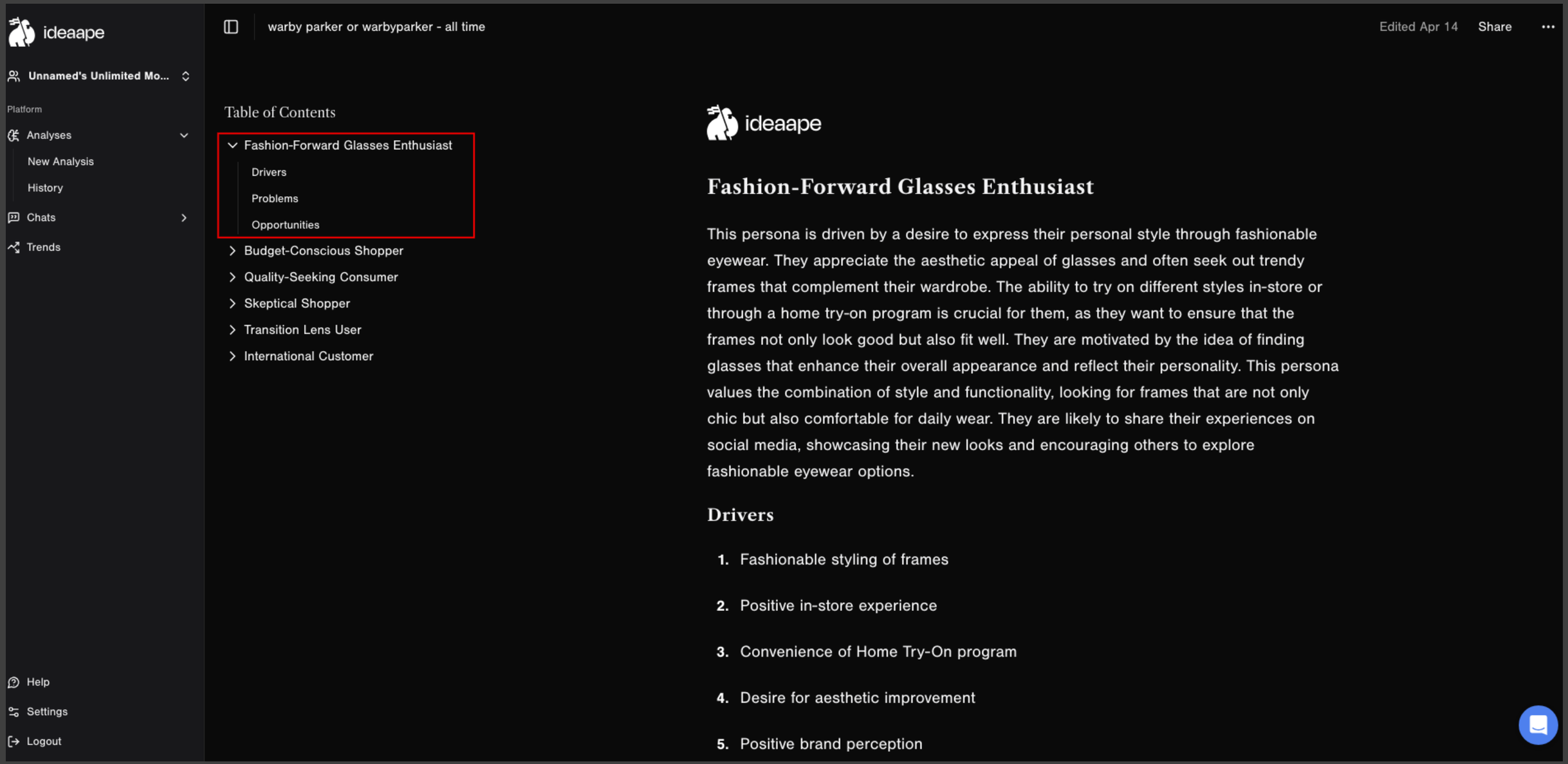
Step 5: Engage in Online Discussions





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.



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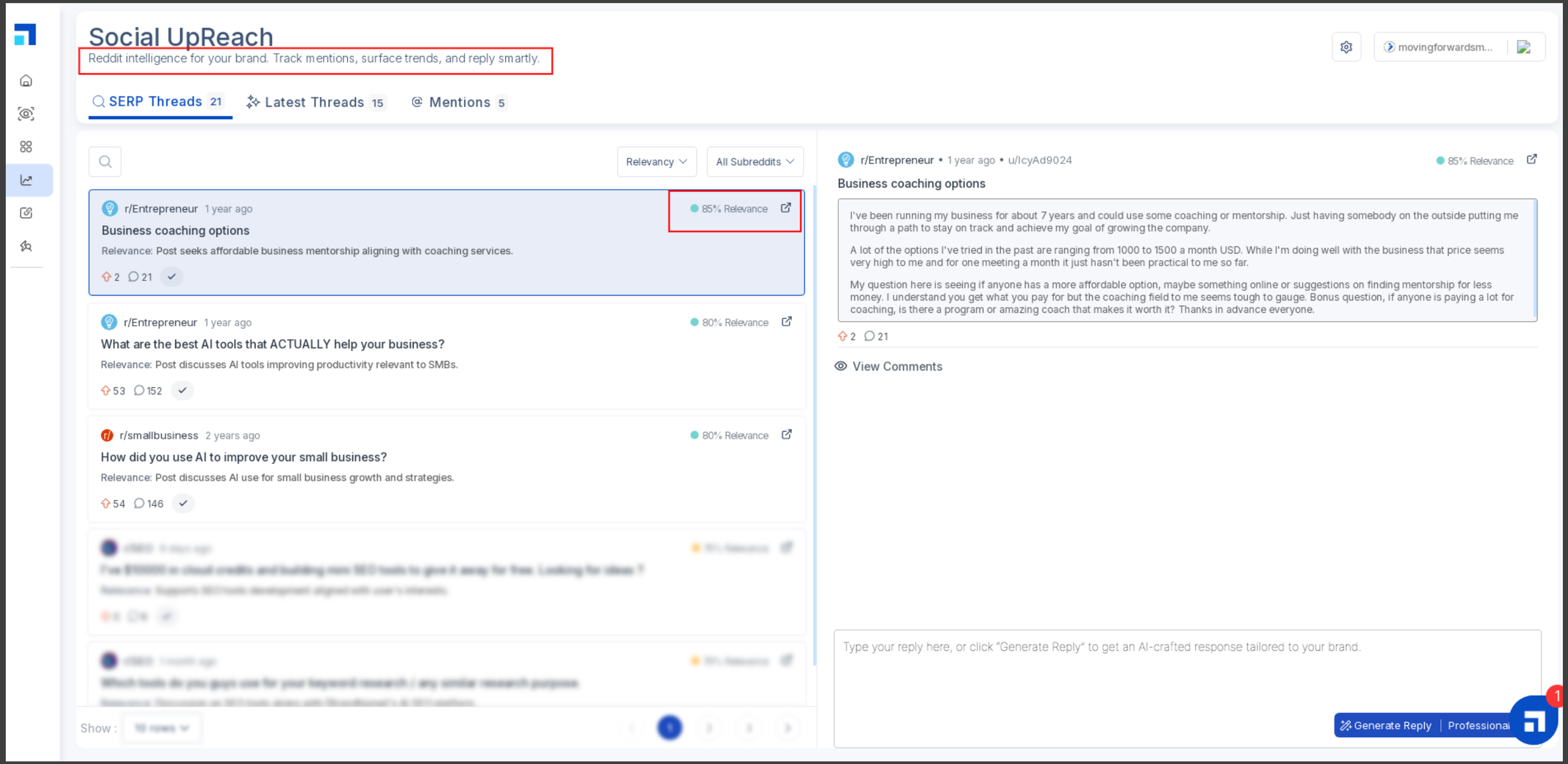

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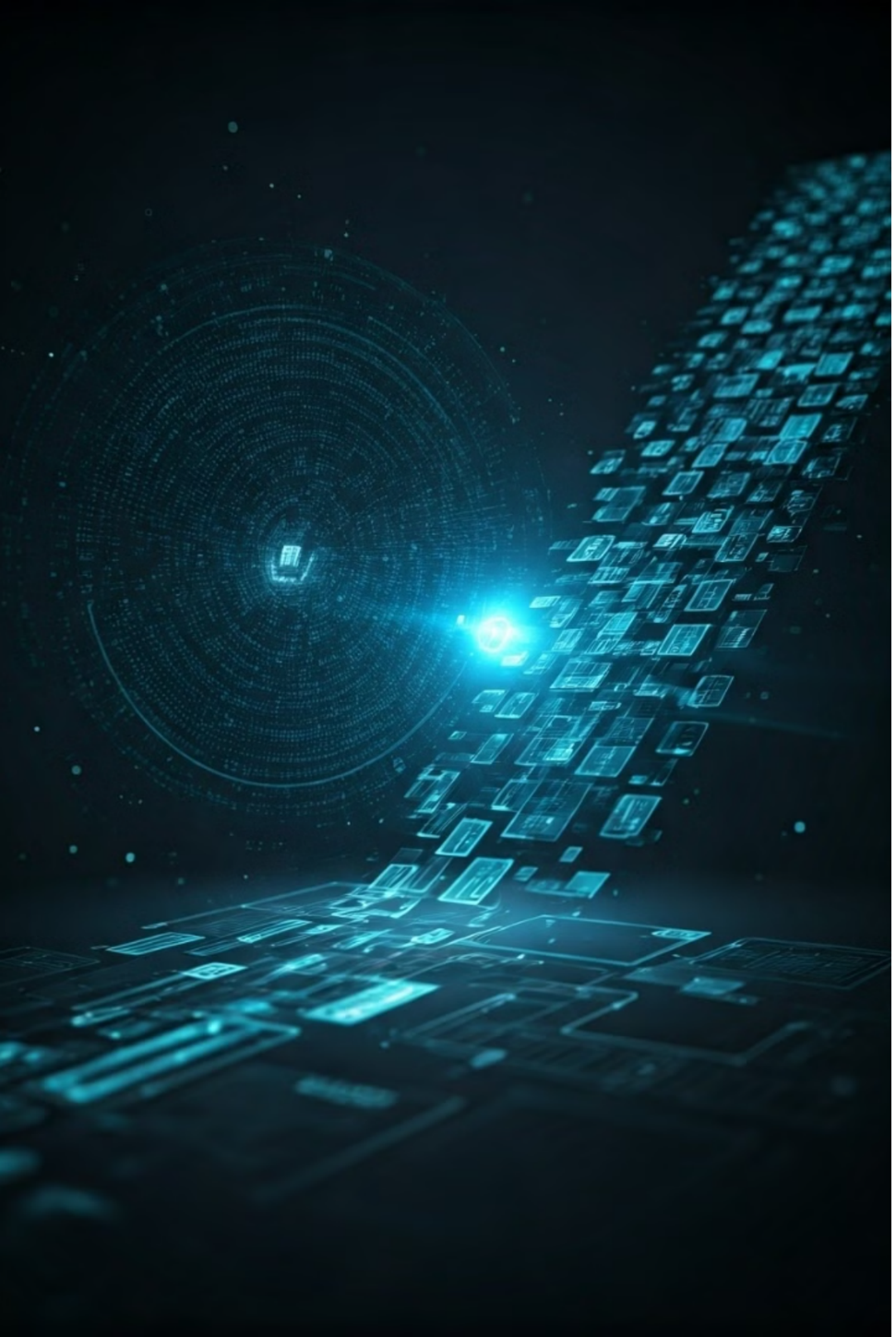


Step 6: Optimize for AI Citations

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

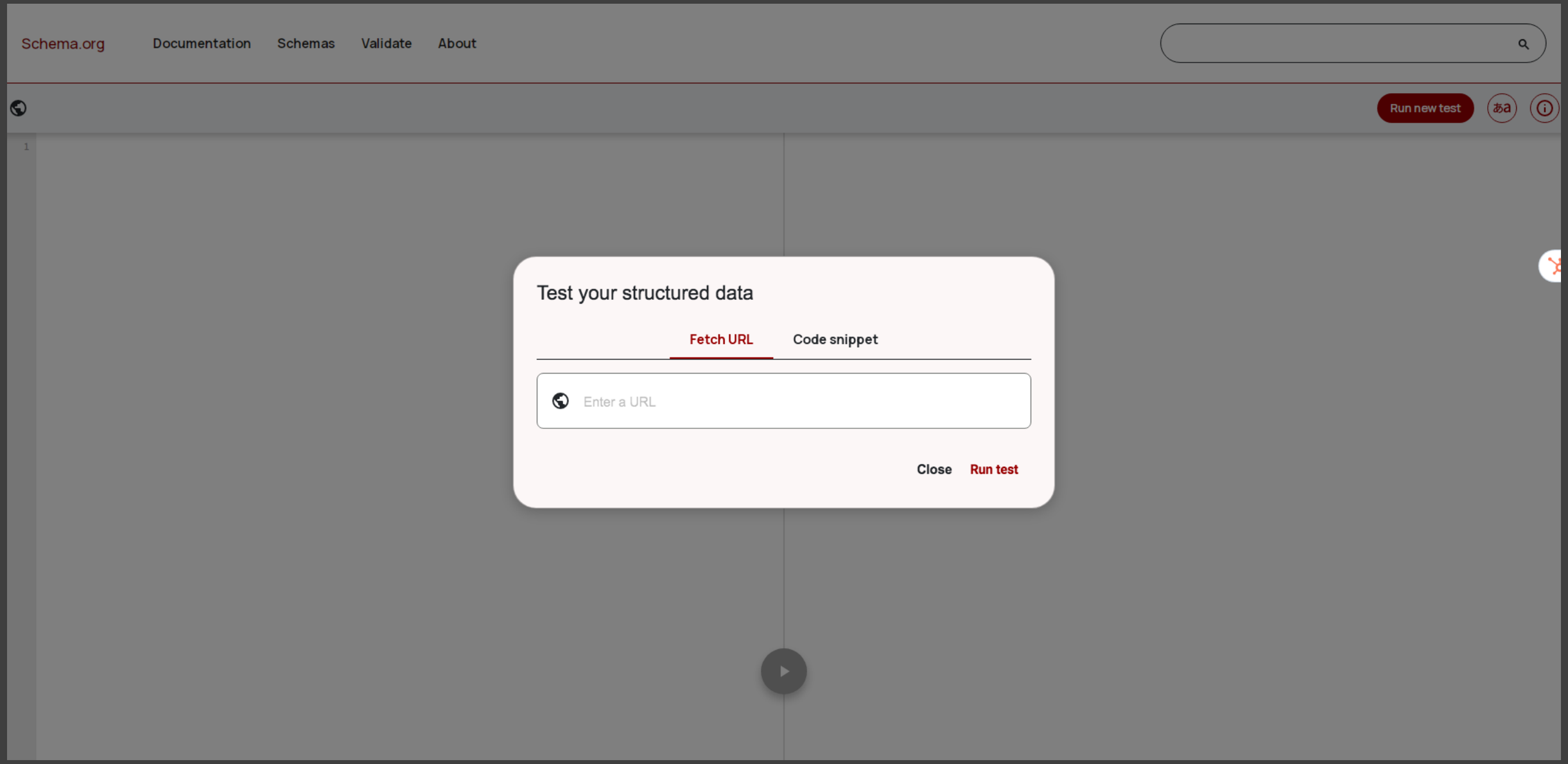
Step 7: Leverage Structured Data

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



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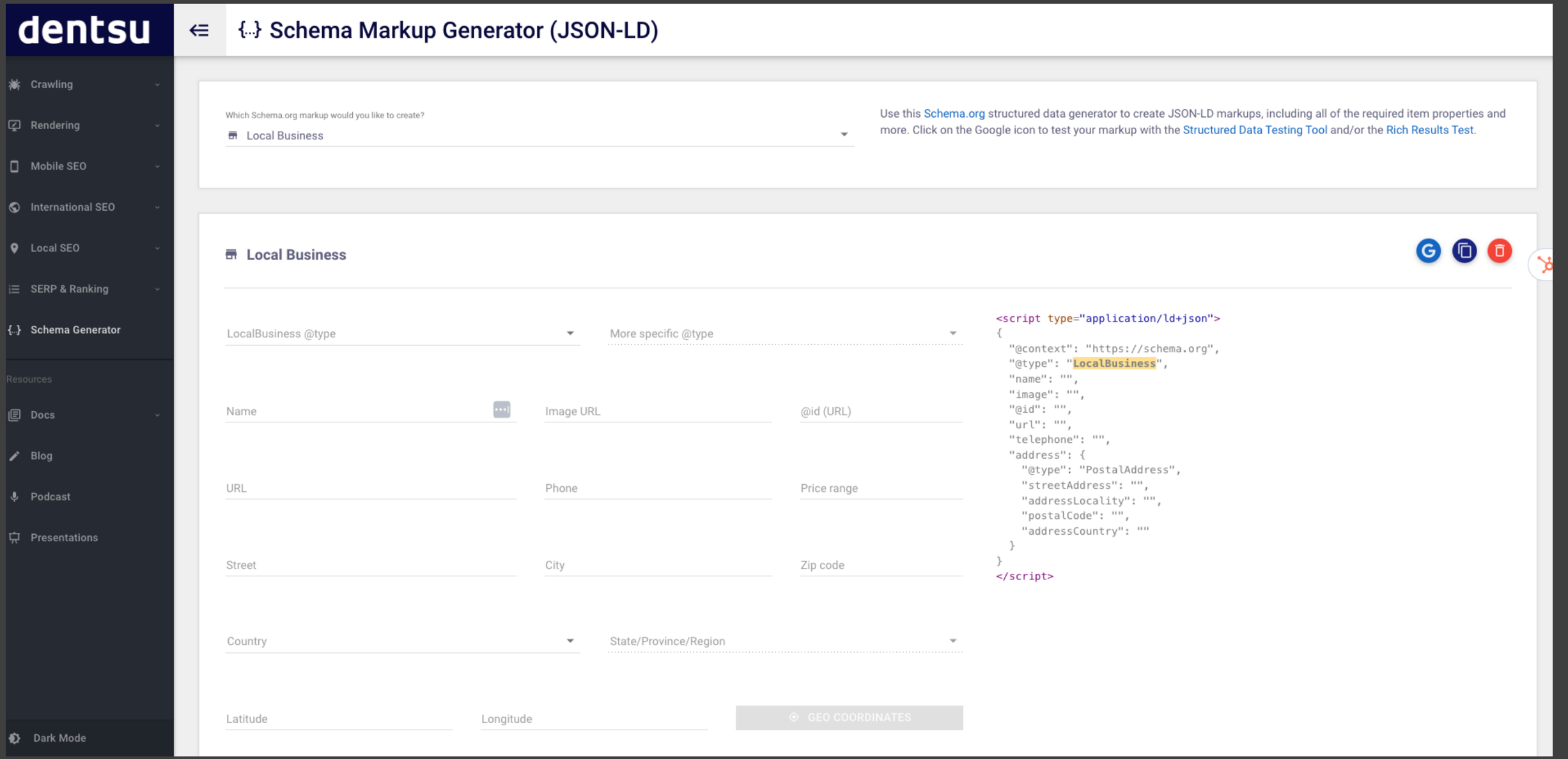


https://technicalseo.com/tools/schema-markup-generator/

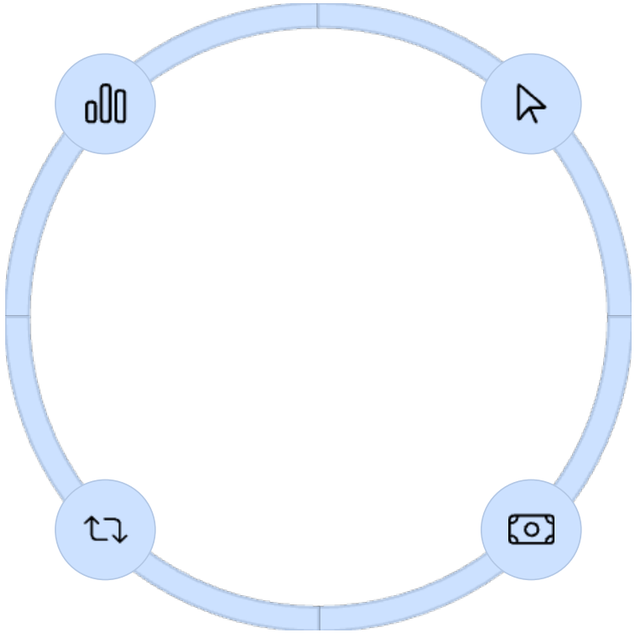
Step 8: Analyze Performance

Track Traffic Sources

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

Adjust Strategy

Refine approaches based on performance data insights.



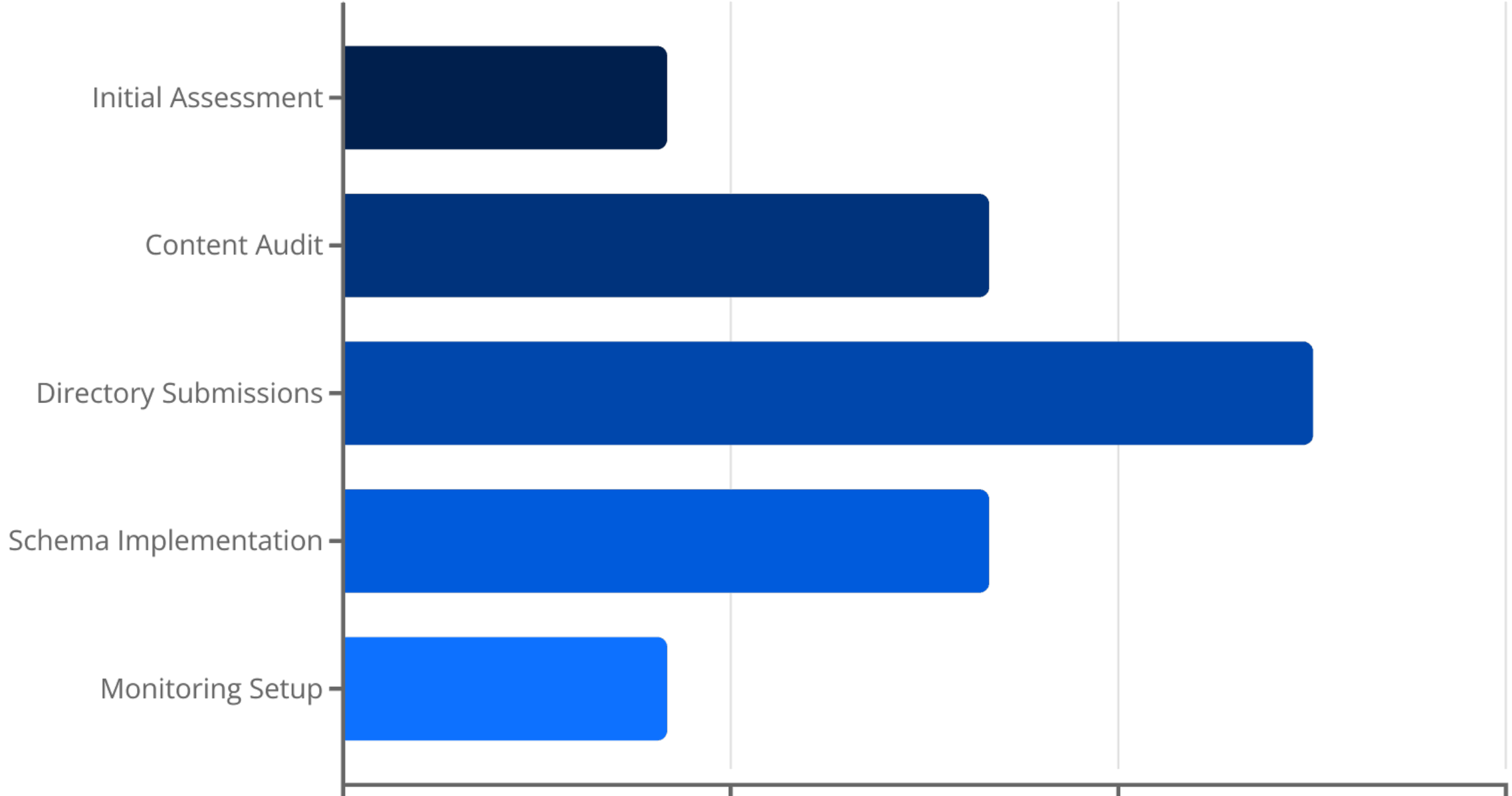
Measure Engagement

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.

- **Strategic Adaptation is Key**

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

- **Continuous Optimization**

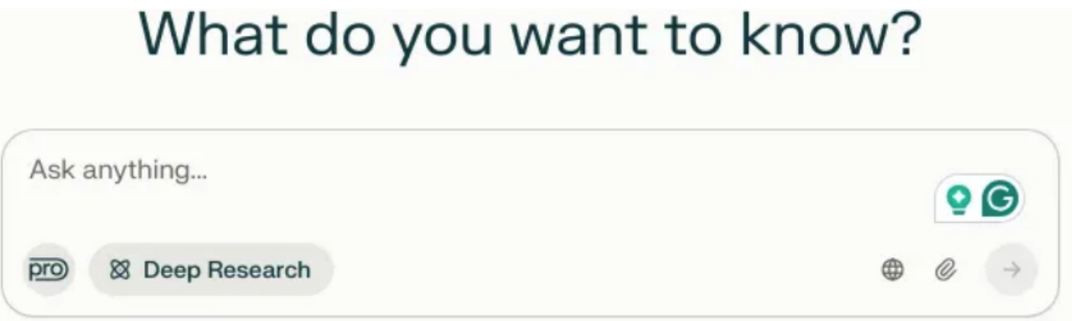
  Regularly assess performance, engage in online discussions, and refine your strategies to stay ahead in the evolving AI landscape.

- **Blend Approaches**

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

Resources

Made with

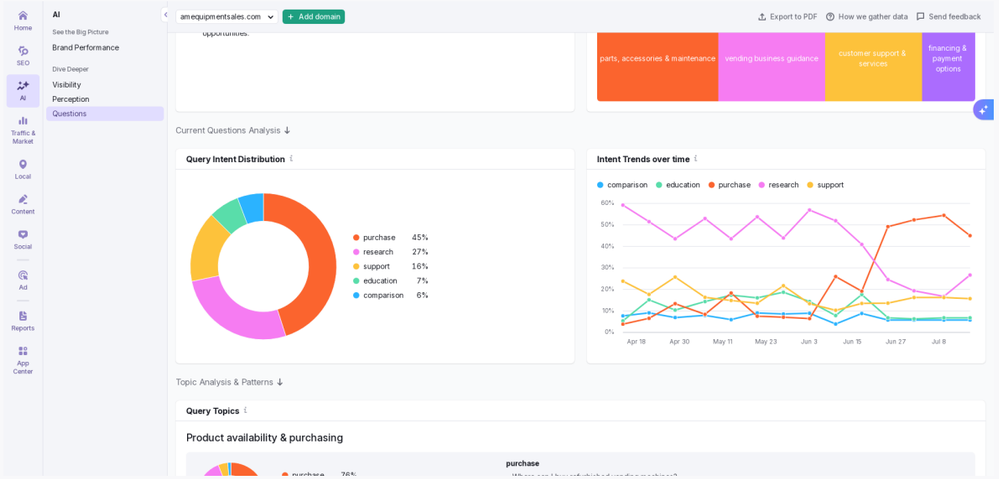


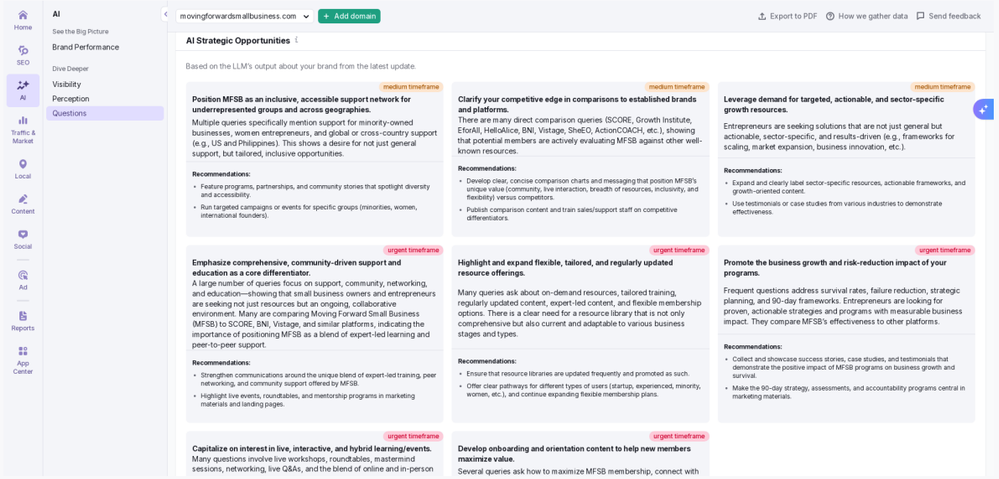
Step-by-Step AI Search Visibility Checklist

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

https://mfsb.notion.site/Step-by-Step-AI-Search-Visibility-Checklist-1c966587af21804d92baf2b02d3d8b66?pvs=74

Next Steps





AI Toolkit

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Upgrade to VIP

$47 one-time

- **VIP Coaching Sessions:** Participate in exclusive VIP sessions immediately following the general sessions for in-depth discussions and Q&A.
- **90-Day Replay Access:** Revisit all workshop recordings for 90 days after the series concludes, ensuring you don’t miss any valuable insights.
- **Networking Power Hour:** Dedicated opportunities for connecting with Jimmy Newson and other participants in a more intimate setting.
- **Exclusive Resources & Tools:** Receive additional proven templates, checklists, and curated resources to accelerate your AI search optimization journey.
- **90-Day MFSB Membership Access:** Unlock 90-day access to our exclusive MFSB community, additional training, resources, and special member-only events.

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QUESTIONS