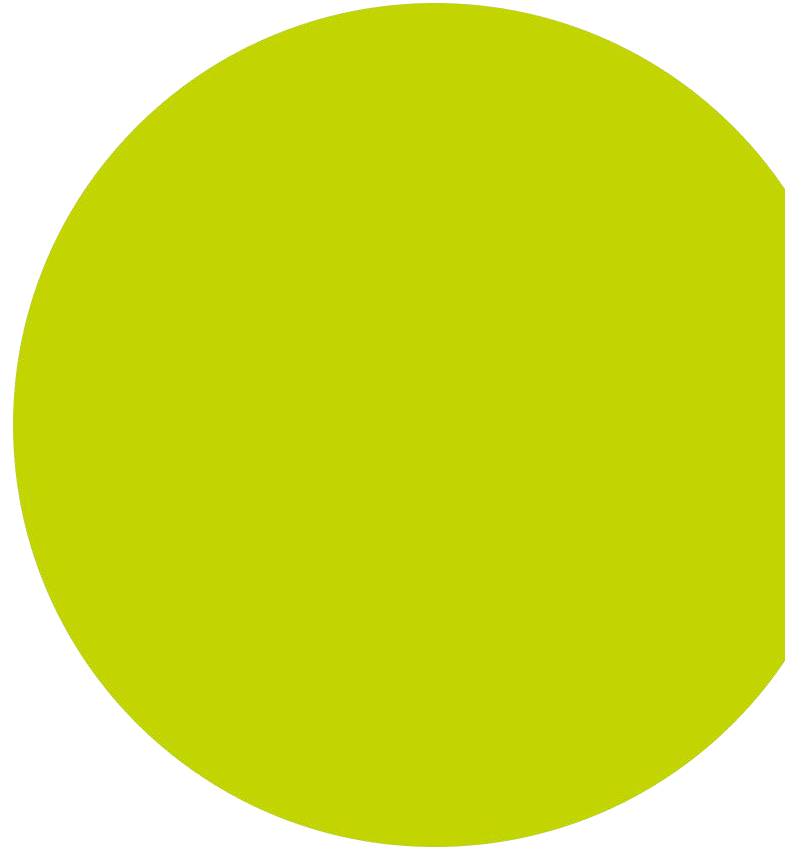


Rethinking Organic Search in the Age of AI

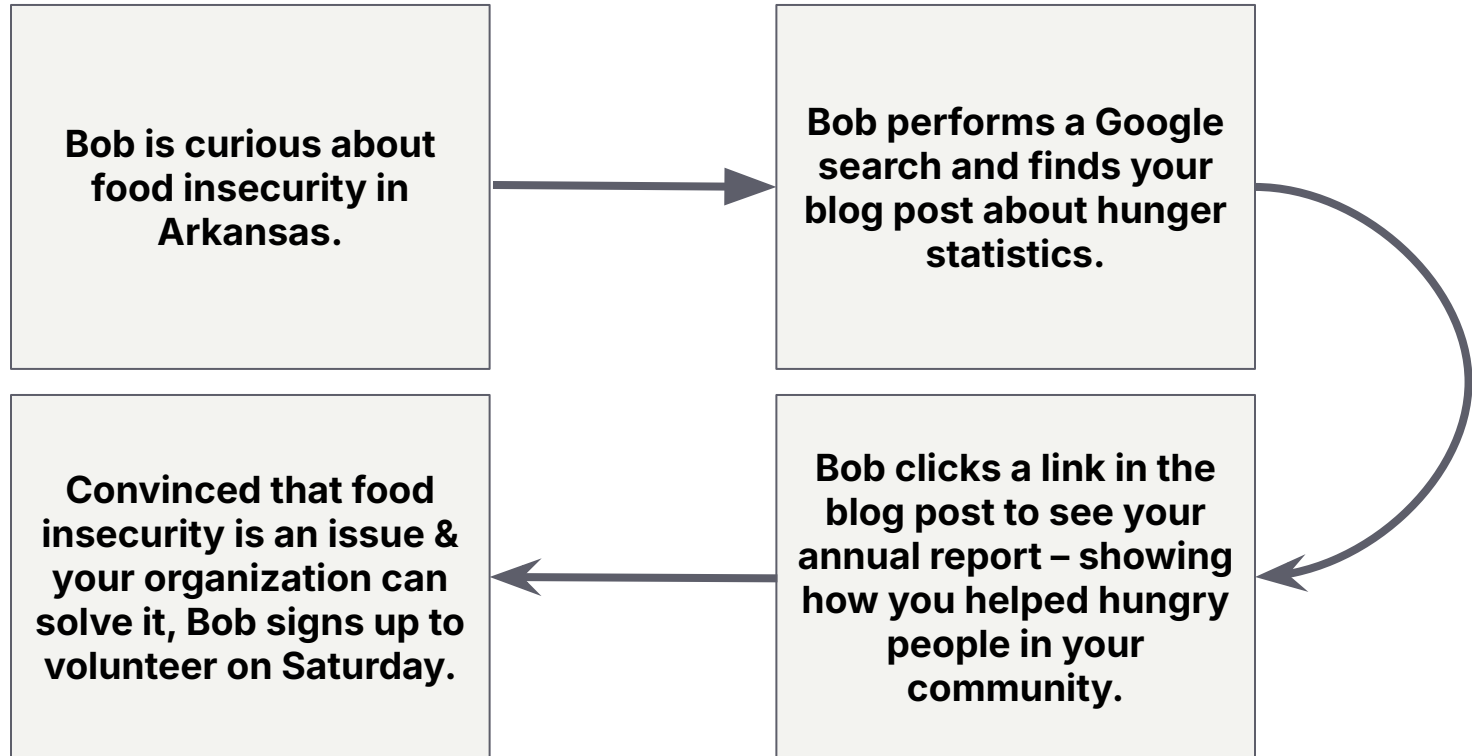
October 2025



Traditional Organic Search Journey

- Questions are answered on independent websites
- Reviews, case studies, success stories provide authority for consideration-phase audiences
- Organizations can use *just their website* to move their audience through the conversion funnel

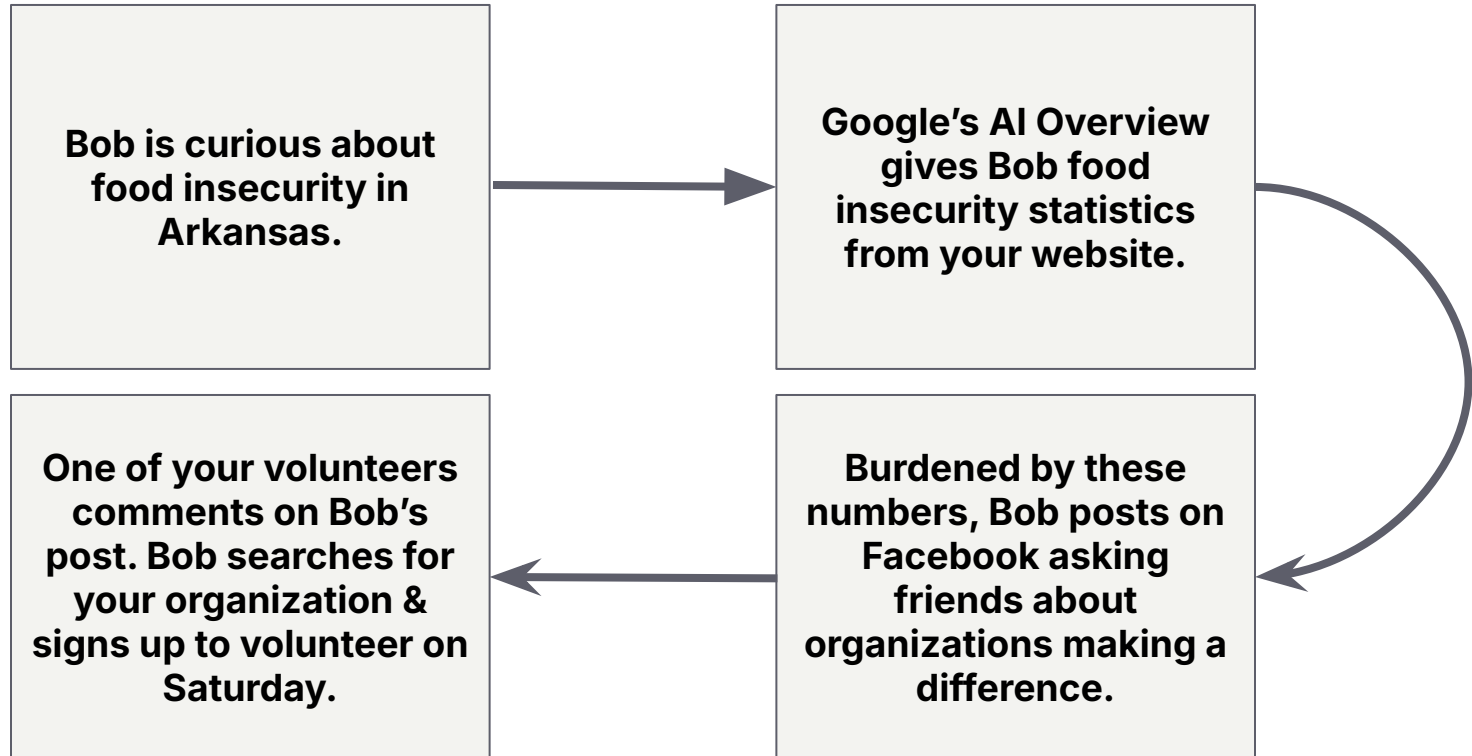
Traditional Organic Search Journey



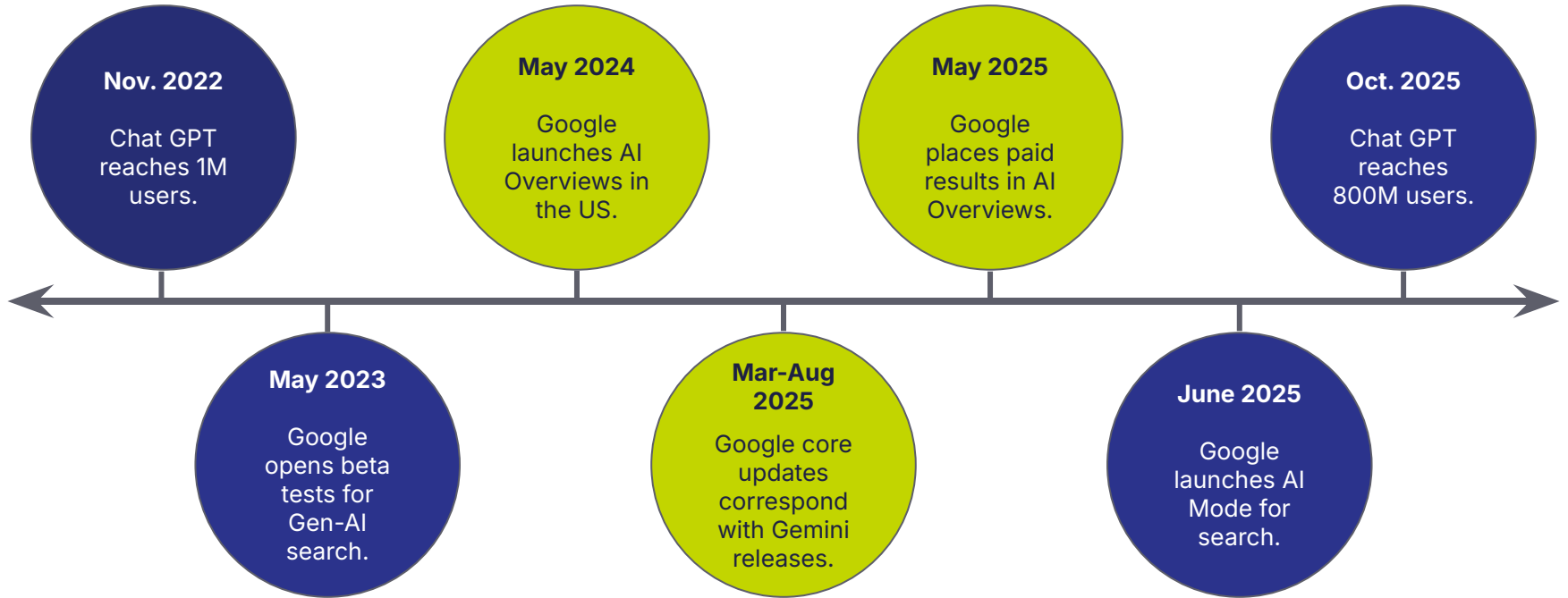
AI-Powered Search Journey

- Questions are answered in the search platform
- User-generated, community content (reviews, forums, social media posts) provides organizations with authority
- Organizations must use multiple channels to move their audience through the conversion funnel

AI-Powered Search Journey

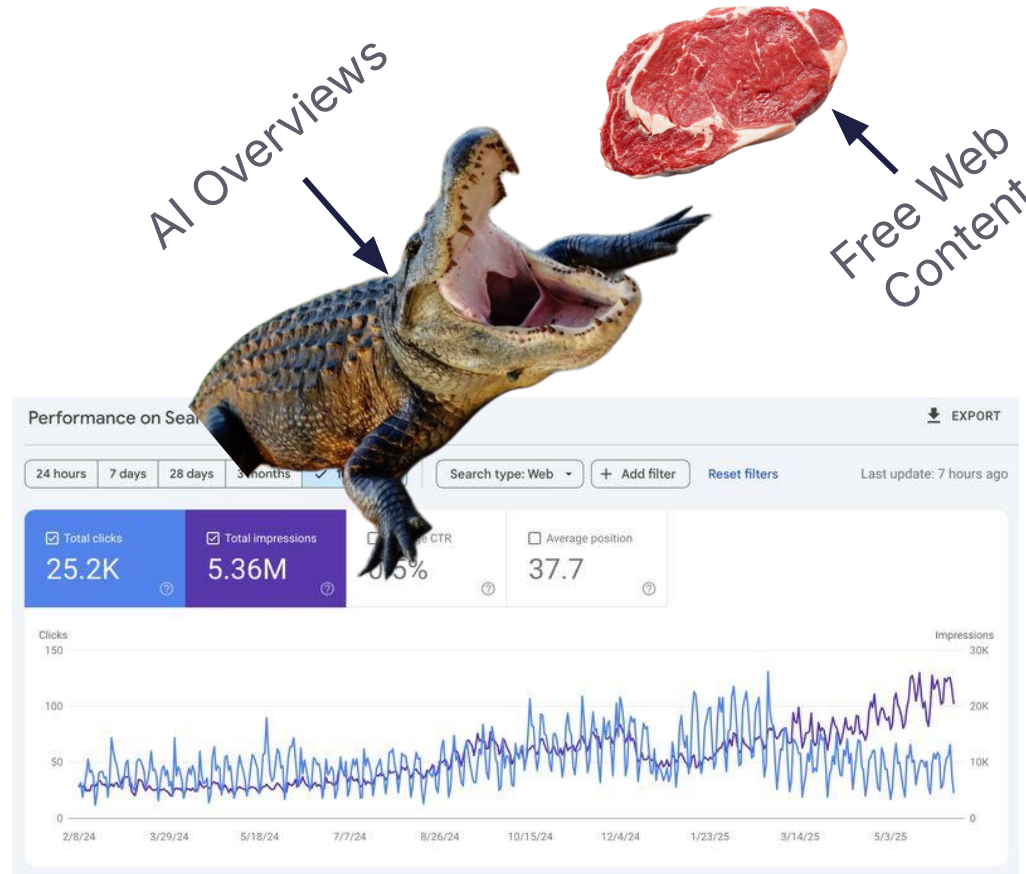


AI Disruption in Organic Search



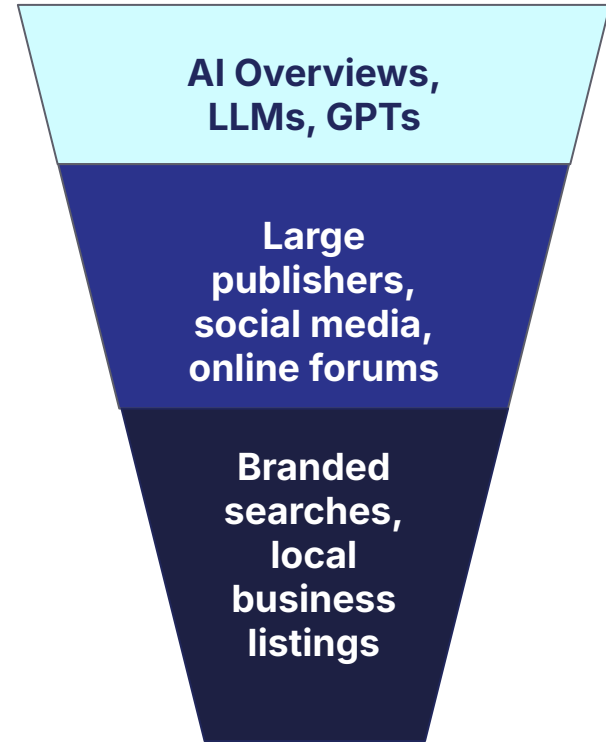
State of Search

- AI tools scrape the internet for the best content.
- AI tools give users direct answers for their search queries.
- Users have no need to click on the websites that provided content for the AI results.



The AI Information Funnel

- AI tools provide high-level awareness information
- Users look to social media platforms, online forums and large publishers to validate AI results in consideration phase
- Users then search directly for a brand or product in the conversion phase



How can your brand interact with users at each level?

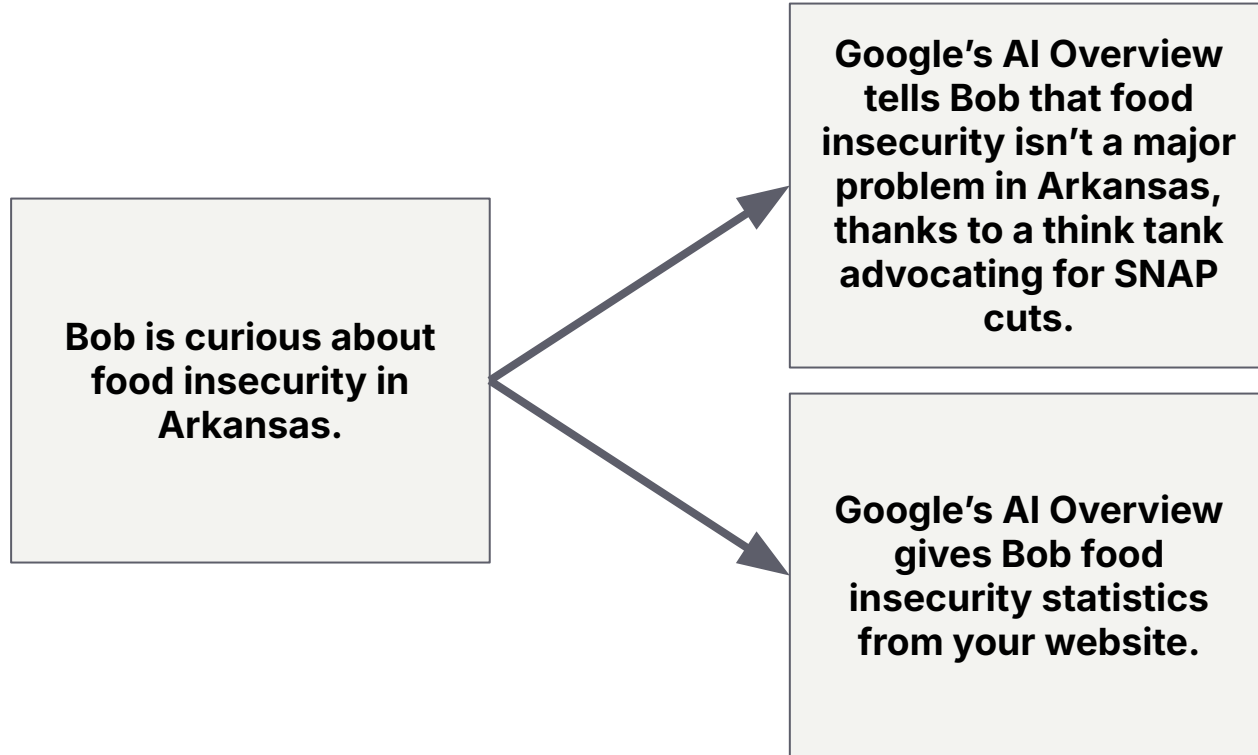
Goal: Define your problem. Differentiate your brand. Shape the narrative.

- What questions is your audience asking?
 - Internal data
 - Keyword Research
 - Are they searching "hunger in AR" or "food insecurity in AR"?
 - Google trends research
- Answer these questions in easy-to-extract formats.
 - Clear Q/A or FAQ sections.
 - Bulleted/numbered lists.
 - Short sentences/paragraphs.

A light blue trapezoidal box with a black border, containing the text 'AI Overviews, LLMs, GPTs'.

**AI Overviews,
LLMs, GPTs**

AI-Powered Search Journey



**How can your organization
write content that *shapes*
narratives ?**



Awareness Level Content

*Until **no one** dies
from dirty water.*

[DONATE NOW](#)

How does having clean water at home impact school attendance?

Collecting dirty water takes time! When families have access to clean water close to home, kids can focus on more important things, like going to school, studying, and enjoying their childhood.

Why is it important to have safe water and adequate facilities at school?

Clean water stations give kids a place to wash their hands. Proper latrines provide privacy for young girls. These facilities ensure that kids who become healthy, continue to stay healthy.

Why is education important for kids in rural communities?

Attending school gives kids a chance to expand their knowledge and pursue new opportunities. It provides a chance to become doctors, engineers, and social workers. It promotes stronger futures.

Awareness Level Content

What is a CPAP machine used for?

CPAP machines treat [obstructive sleep apnea](#) (OSA). In OSA, you briefly stop breathing while you sleep when your airways relax so much that they narrow down or completely close. This can happen hundreds of times in a single night, leading to a lack of oxygen. Untreated sleep apnea increases your risk for conditions like:

- [Heart disease](#).
- [High blood pressure](#).
- [Stroke](#).
- [Type 2 diabetes](#).
- [Cognitive impairment](#).

Do CPAP machines really help?

Research shows that CPAP machines are incredibly effective in treating sleep apnea when you use them consistently. CPAP is often the first line of defense against the condition.

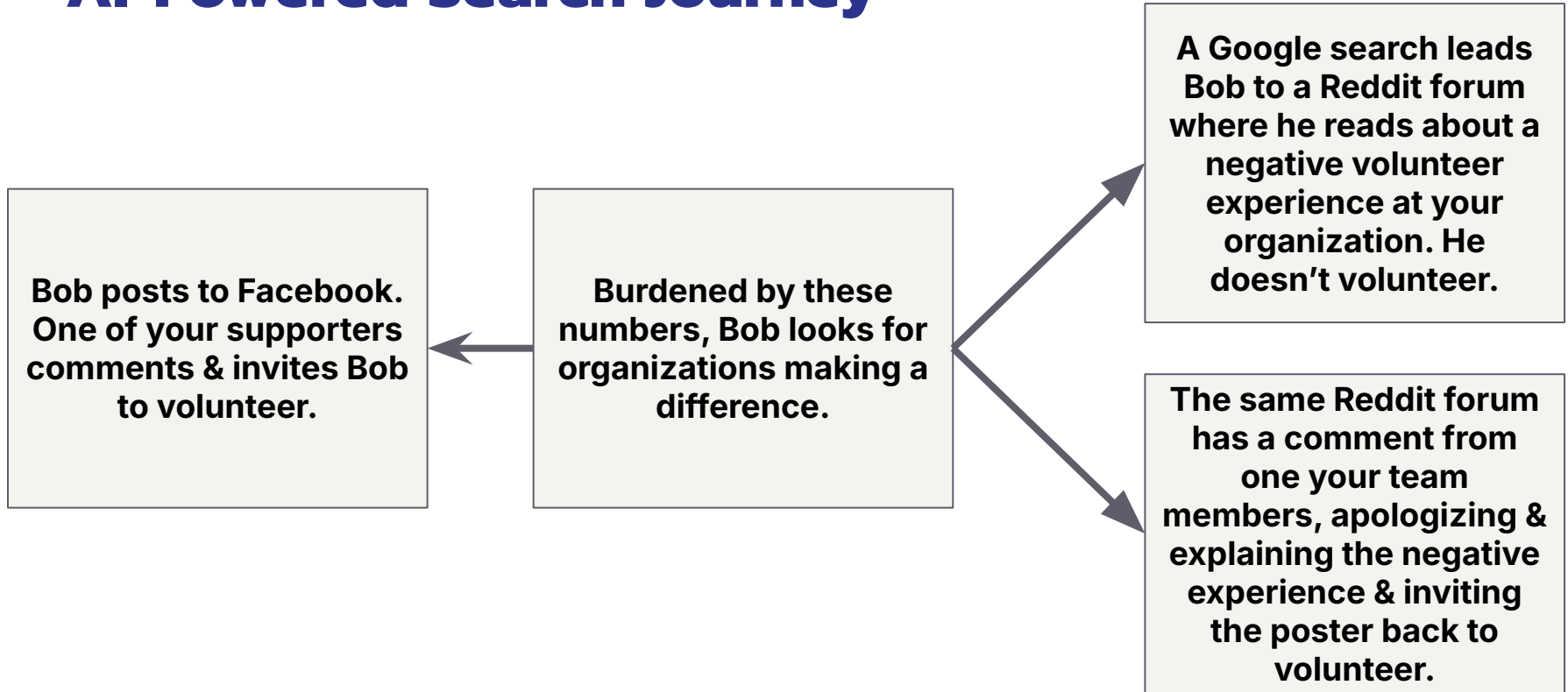
How can your brand interact with users at each level?

Goal: Engage with your audience. Build trust.

- Monitor reviews & social media for brand-related content
 - Don't be afraid to jump into online forums (Reddit) to respond to negative posts and alleviate concerns
 - Above all – be honest & be authentic.
- Activate PR partners to create real-world buzz.
 - News articles, user-generated content & social buzz boost visibility on your owned channels.

**Large
publishers,
social media,
online forums**

AI-Powered Search Journey



**How can your brand engage
with your audience online?**

How can your brand interact with users at each level?

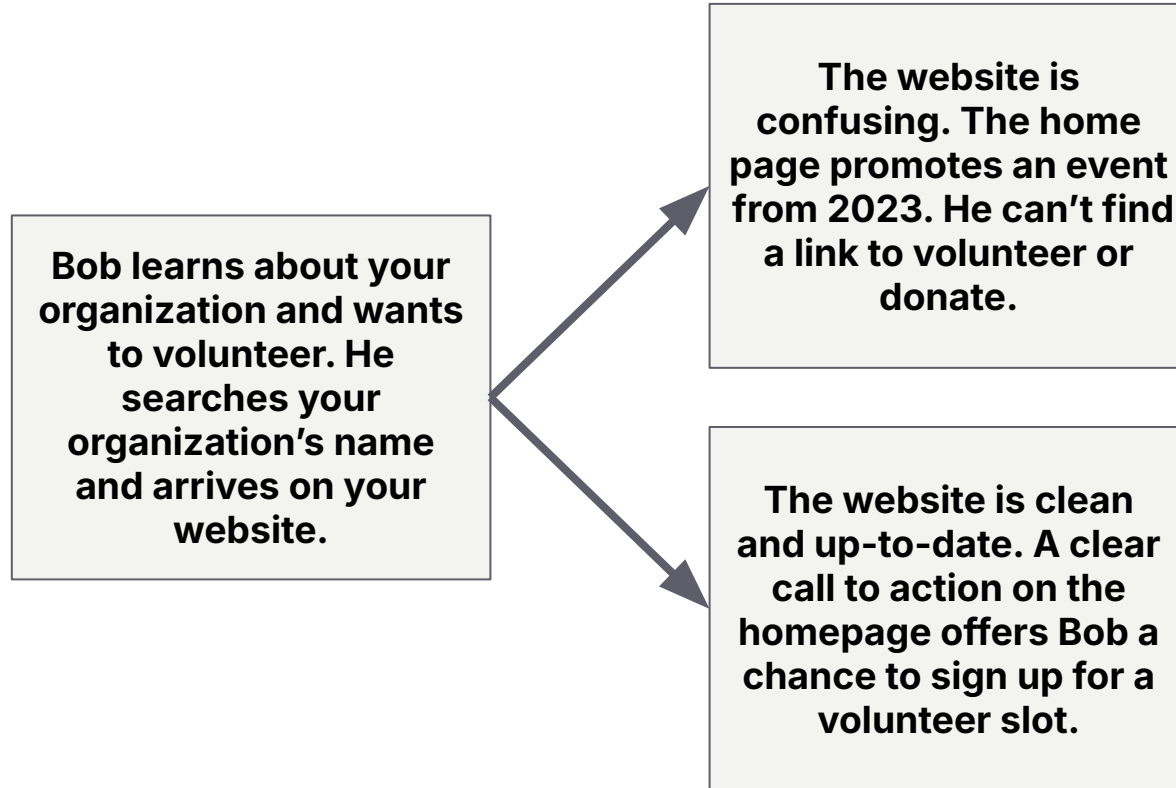
Goal: Bring your audience into your organization.

- Dominate local searches.
 - Optimize website for local, commercial searches.
 - Enhance Google profile & business listings.
- Optimize your website for conversions.
 - Conversion should be your primary website use in AI information age.
 - Plan website flow & click paths to provide most important information.
 - Provide ample CTAs to bring customers into your pipeline.

A dark blue trapezoidal graphic, wider at the top and narrower at the bottom, containing white text.

**Branded
searches,
local
business
listings**

AI-Powered Search Journey



What is a conversion for your organization?

Conversion Opportunities



It's time to take action.

Millions of people around the world are drinking dirty water. As a result, 3,800 lives will be lost today. And again tomorrow. And the day after that. Many of them will be children. It's a huge problem — but it's a problem we can solve if we work together. There are lots of great ways to help us end the global water crisis. What matters most is that we choose to do something. Take action today, and save lives.

GIVE ONCE

MONTHLY

Choose an amount to give per month

\$10 USD/mo

\$20 USD/mo

\$40 USD/mo

\$100 USD/mo

Other amount

DONATE MONTHLY

Your \$40.00 monthly donation can give 12 people clean water every year. 100% funds water projects.

Conversion Opportunities

 **Habitat**
for Humanity®
of Northwest Arkansas

Bringing People Together To
Build Communities

 **SPONSOR**

 **DONATE**

 **BUILD**

 **VOLUNTEER**

Conversion Opportunities



- [Home](#)
- [Who We Are](#) ▾
- [What We Do](#) ▾
- [Take Action](#) ▾
- [Agency Central](#) ▾
- [Find Food](#) ▾
- [Careers](#)
- [FEED ROGERS](#)
- [Contact](#) ▾

- [DONATE](#)
- [ESPAÑOL](#)
- [VOLUNTEER](#)



NORTHWEST ARKANSAS FOOD BANK

What We Believe

We believe in the power of community. We collaborate and build strong relationships, based on trust, with and among those who share our vision. We work together to accomplish the mission in our regions, valuing each other's roles and using an open process and honest communication. We seek out and are responsive to the input and counsel of our staff and member agencies.

[Find Food](#)



**Appendix:
SEO Best Practices**

Creating Content for AI

Creating content for AI is not terribly dissimilar for creating content for search. There are a few focuses I recommend to help your website appear in AI chats:

- Lean into proof of concept.
 - Rankings, outcomes, case studies.
- Comparative content & negative competitor sentiment
 - Position yourself as the **opposite** of negative sentiments around your competitors.
- Easy to extract content.
 - Use natural language that people would type into a search engine or chat bot. Use short, easy-to-read sentences and paragraphs. Make generous use of bullet points and numbered lists.

Monitoring Search Trends

Free tools:

Google Search Console | [Setup Guide](#)

- See your website's organic search data (clicks, impressions, average position, and keywords)

Google Trends Research Hub | [Link](#)

- Use Explore & Trends features to compare keywords and see what keywords are trending by region or topic

Local Search Optimization

- Page titles are key
 - Highlight your service & your city/region.
 - Volunteer Opportunities in Northwest Arkansas | Habitat for Humanity
 - Find Food Pantries in Bentonville, AR | NWA Food Bank
 - Opioid Addiction Resources in Central Arkansas | Revive AR
- Utilize a local business listing
 - [Adding & managing a listing](#) on Google Maps is easy!
 - Fill out all the fields available to you on Google Business Profiles
 - The more information you fill in, the more visibility your business will get
- Get connected with local organizations
 - Chambers of commerce, professional organizations, listing/review websites (Yelp) all can provide links to your website and boost your local visibility

Boosting Online Brand Reputation

- Solicit reviews from supporters, volunteers & beneficiaries.
 - Positive reviews can catapult you up search rankings.
- Request a backlink when another website mentions your brand.
 - Backlinks provide your website with authority, making it easier to show up in both AI results & commercial searches.



mhp•si

LITTLE ROCK • BENTONVILLE