

# The New Rules of SEO in the AI Era

Veronica Fiscus • 07.10.2025

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# Executive Summary

What this is all about

- **The Paradigm Shift:** SEO is no longer just about keywords and backlinks—it's now about being chosen by AI, structured for answers, and visible across platforms.
- **Why it Matters:** AI tools are now a user's first stop for information. If your content isn't readable by these tools, you'll be invisible.
- Search engine optimization (SEO) has entered a new era—shaped by the rise of AI-generated answers, zero-click searches, and machine-readability. **Traditional SEO strategies** centered on keywords and backlinks are **no longer enough**. Success today hinges on becoming the preferred source for AI tools like ChatGPT, Google SGE, and Perplexity.

# What's Changed in SEO

- Search Engines vs Answer Engines:
  - Old: Rank-based systems (Google's 10 blue links)
  - New: Generative AI (ChatGPT, Perplexity, SGE) that creates answers instead of listing results
- Rise of Zero-click Search:
  - Users get answers without clicking a link
  - Featured snippets, knowledge panels, and voice assistants dominate
  - Impact: Traffic is no longer the best KPI—visibility and brand citation are
- AI as the New Reader:
  - LLMs “read” your content to generate answers
  - If content is unstructured, buried in fluff, or unclear, it won't be picked

# New Optimization Models

## The new “SEO”

- **GEO: Generative Engine Optimization**

- Goal: Be a source for ChatGPT, Perplexity, SGE
- How:
  - Use plain language
  - Add stats, named sources, definitions
  - Use schema markup, citations, and bullet formats

- **AIO: AI Optimization**

- Goal: Train your content for machines
- How:
  - Clarity > cleverness
  - Structured data (schema.org, Open Graph)
  - Avoid jargon-heavy intros—get to the point quickly

- **AEO: Answer Engine Optimization**

- Goal: Win featured snippets and zero-click spots
- How:
  - Direct question/answer formatting (H2: “What is XYZ?” → paragraph answer)
  - List formats, tables, FAQs
  - Optimize for voice search and concise answers

- **SXO: Search Experience Optimization**

- Goal: Satisfy intent and deliver a great UX
- How:
  - Load speed, mobile UX, trust signals
  - Real authority: author bios, updated dates, topical expertise

# The 10-Level SEO Game

The 10-Level SEO Game is a framework that top brands are using to diversify and dominate in today's multi-channel, AI-driven search landscape.

This model highlights that **SEO is no longer a single-channel discipline**; it's an omnichannel strategy that touches organic, AI, paid, and community-powered ecosystems.

## Breakdown of the 10 Levels:

1. Traditional SEO (basic keyword + backlink strategy)
2. AI Search Optimization (visibility in LLM outputs)
3. Paid Search Visibility (ad strategy for SGE, Reddit, etc.)
4. LLM Answer SEO (citable, source-like content)
5. Brand Authority SEO (get named by others)
6. Community SEO (Reddit, Quora, StackOverflow)
7. Parasite SEO (publishing on 3rd party high-DA platforms)
8. Platform-Specific SEO (YouTube, Pinterest, LinkedIn algorithms)
9. Content Layering (short + long form, internal linking strategies)
10. Topic Domination (owning every subtopic of a niche)

# What “10-Level SEO” Looks Like in Action:

## Old SEO Strategy (1.0):

- Write blog with keywords
- Wait for organic rank
- Build backlinks

## Modern SEO Strategy (10-Level):

- Create blog + FAQ + schema
- Promote on Reddit & LinkedIn
- Answer related questions on Quora
- Add video version on YouTube
- Run retargeting ads on Google SGE
- Publish summary on Medium
- Link cluster with 3 related blogs
- Tag citations and include author bios
- Monitor Perplexity and ChatGPT citations
- Update quarterly for freshness

# What You Can Do Now

- Audit content for readability by AI and answerability for humans
- Rewrite long intros and abstract paragraphs
- Add FAQ sections, numbered lists, and concise takeaways
- **Adopt tools:** Semrush, [AlsoAsked](#), [Writesonic](#), [Peec AI](#)

The SEO landscape has evolved. Visibility now depends on how well your content serves AI systems, zero-click queries, and multi-format channels.

**How will you evolve?**



# New Strategies in Motion

## What Education Services Leaders Are Asking—and Why It Matters



Janice Lee  
Director of Education Services

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As the role of education services continues to evolve, leaders across the industry are asking important, strategic questions: *How does training impact retention? Which pricing models are most effective? How can we better forecast revenue?*

This blog highlights the top questions education services professionals are bringing to [TSIA Intelligence](#)—and the data-backed insights they're getting in return. Whether you're leading a training organization or looking to strengthen your impact on business outcomes (or training outcomes), you'll find practical answers to help guide your decisions and accelerate your strategy.

### Key Takeaways:

- **Customer education drives retention.** Well-structured training increases product adoption, satisfaction, and long-term loyalty.
- **Pricing models are shifting.** While cost-plus pricing remains standard, value-based and outcome-based pricing are gaining traction in the education services sector.
- **Accurate forecasting is essential.** Using historical data, structured methods, and the right analytics tools or predictive AI models helps you forecast revenue and align strategy with confidence.

## Looking Ahead: Expanding Our Impact

TSIA isn't standing still. Our focus is expanding beyond operational leaders to reach executive teams and next-generation tech companies, including AI-native organizations redefining how services are delivered and monetized.

*"Our biggest goal is to get all the lessons we've learned in front of CEOs, CFOs, and AI companies, because it's part of a bigger journey. The need for TSIA has never been greater. We have a lot to add, and we're continuing to add value."*—J.B. Wood, President and CEO, TSIA

## Frequently Asked Questions

What is TSIA Intelligence, and how does it help CROs?

[TSIA Intelligence](#) is an AI-powered tool built exclusively for technology services. It provides instant, data-backed answers to your most pressing revenue questions—everything from sales effectiveness metrics to customer retention strategies—using 20+ years of TSIA's proprietary research and industry benchmarks.

How is TSIA Intelligence different from other AI tools?

Unlike generic AI tools that rely on public web content, [TSIA Intelligence](#) is trained on TSIA's exclusive research library. This means the answers are accurate, role-specific, and grounded in proven frameworks—no guesswork, just real insights tailored for leaders in tech services.

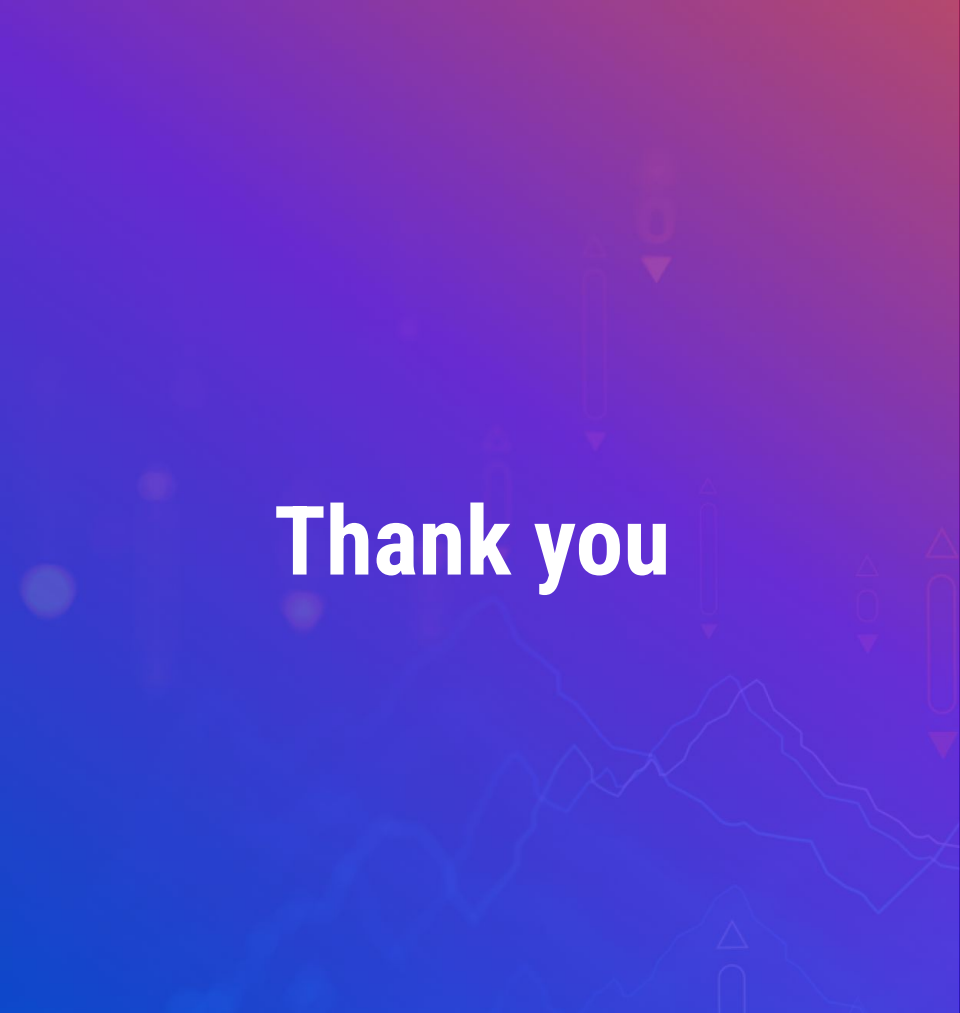
What's the difference between TSIA Intelligence and Performance Optimizer?

[TSIA Intelligence](#) provides you with fast, actionable answers to strategic questions, while the [Performance Optimizer](#) is designed for benchmarking purposes. With the [Performance Optimizer](#), you can compare your company's metrics against those of industry peers, identify performance gaps, and prioritize areas for improvement using trusted TSIA data.

## Changes to the TSIA blog

- Key Takeaways at the top of the blogs
- Added quotes
- Added FAQs to the bottom of blogs
- Improving schema markup
- Direct question/answer formatting

## How Can You Improve Customer Lifecycle Management as a CRO in a Subscription-Based Model?



# Thank you

**More information can be found:**

[Strategy Document: “The New Rules of SEO in the AI Era”](#)