



# camp miva

ECOMMERCE CONFERENCE

# How AI is Turning SEO on Its Head

The Evolution, Impact, and Future of AI in SEO

# Spoiler Alert:

SEO isn't dead & AI isn't killing SEO—it's changing the rule





# AI Sefati

CEO & Founder of Clarity Digital Agency

# AI Sefati

## About Me

- CEO of [Clarity Digital Agency](http://www.ClarityDigital.Agency) ([www.ClarityDigital.Agency](http://www.ClarityDigital.Agency))
- Focus on eCommerce (over half of our clients are eCommerce brands)
- B.S. in Computer Science (2002)
- Tech industry since 1999
- Web Developer Turned SEO Expert
- Transitioned to holistic SEO & SEM mastering all aspects of search marketing
- Running my agency has evolved me into an omni-channel marketer
- Married, father, family man, mildly autistic.



# SEO Evolution

## Early SEO (Late 90s-2000s)

- **Multiple search engines (yahoo, Excite, Altavista, MSN, Ask, AOL, Dogpile)**
- **Keywords Stuffing**
- **Exchange & Backlinks**
- **Exact match Domain**
- **Black & Gray Hat & SEO**

## Google Taking Over with Major Updates (2000s-2010s)

- **Google PageRank**
- **Panda**
- **Penguin**
- **Hummingbird & Semantic**
- **Rank Brain**
- **BERT (NLP) Update**
- **EEAT Framework**
- **Google Core Updates**

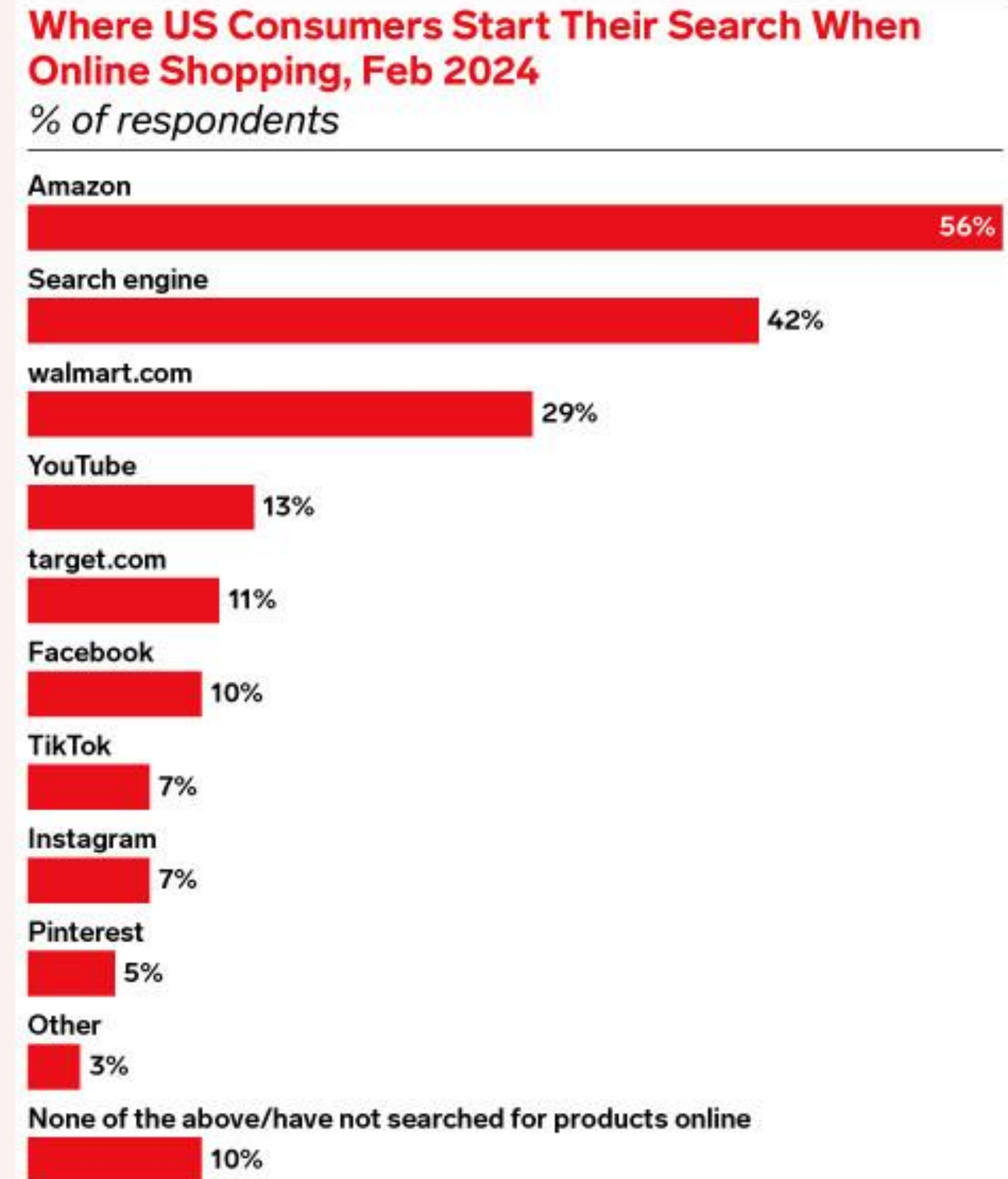
## Emergence of Accidental Search Engines

- **Emergences of accidental search engines (Amazon, Social Search, Youtube)**
- **Google Monopoly challenge**

# Accidental Search Engines

## E-Commerce Sites & Social Media

- Amazon because the largest product search.
- Walmart and Target also became a noticeable product search engines.
- Social media sites became search engines
  - Facebook & Tiktok for products
  - Instagram, Pinterest, Youtube and others for research



*Note: ages 18+; respondents could select multiple options*  
 Source: Jungle Scout, "Consumer Trends Report: Q1 2024," March 26, 2024

# Enter Gen AI Search





# AI Search

## Generative AI

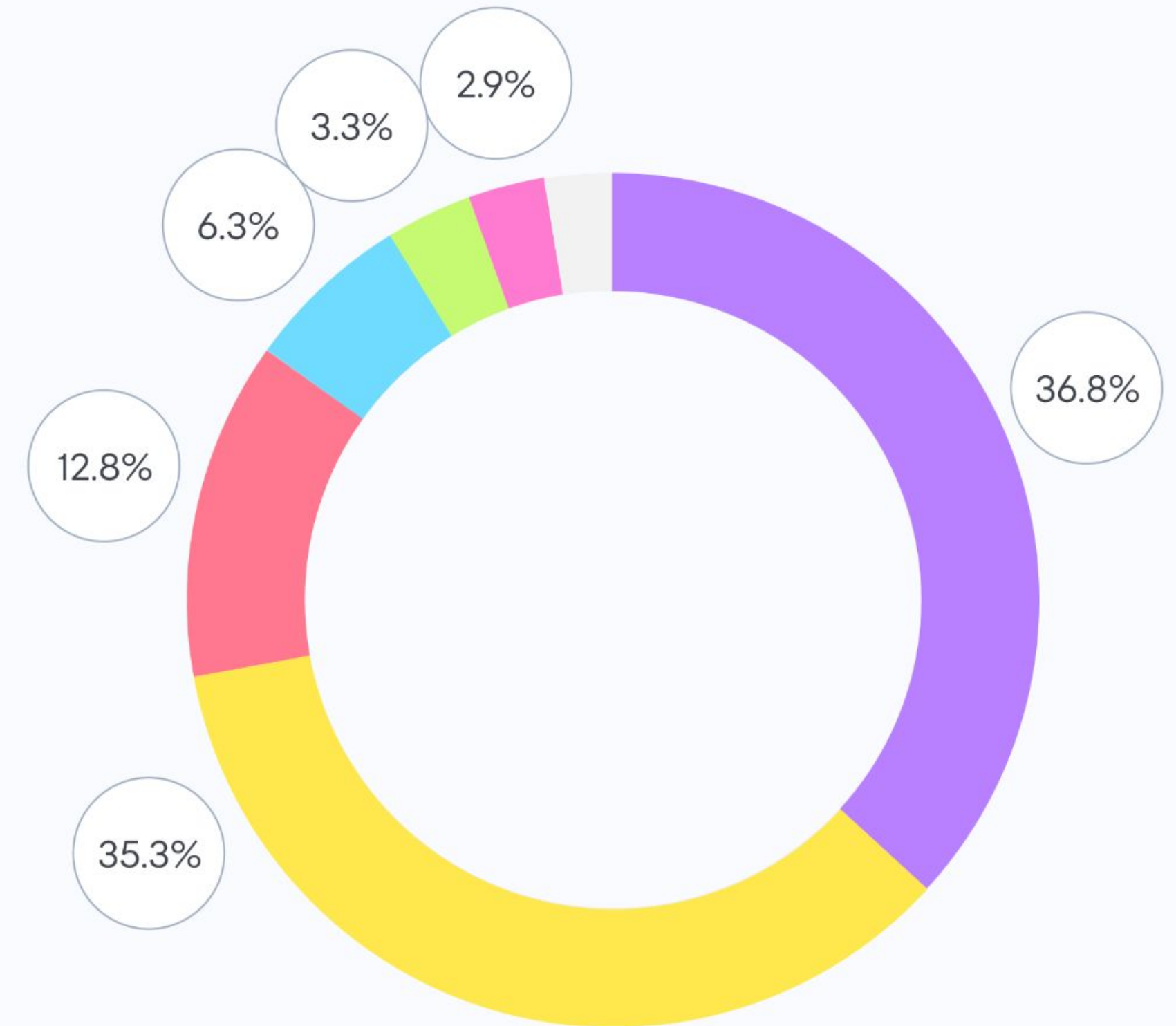
Generative AI Search is redefining how users seek and find information

[Source: Semrush](#)

### AI-Platforms Traffic Share Breakdown

Global, 2024

- chatgpt.com
- gemini.google.com
- perplexity.ai
- openai.com/chatgpt
- bing.com/chat
- you.com



# AI Search

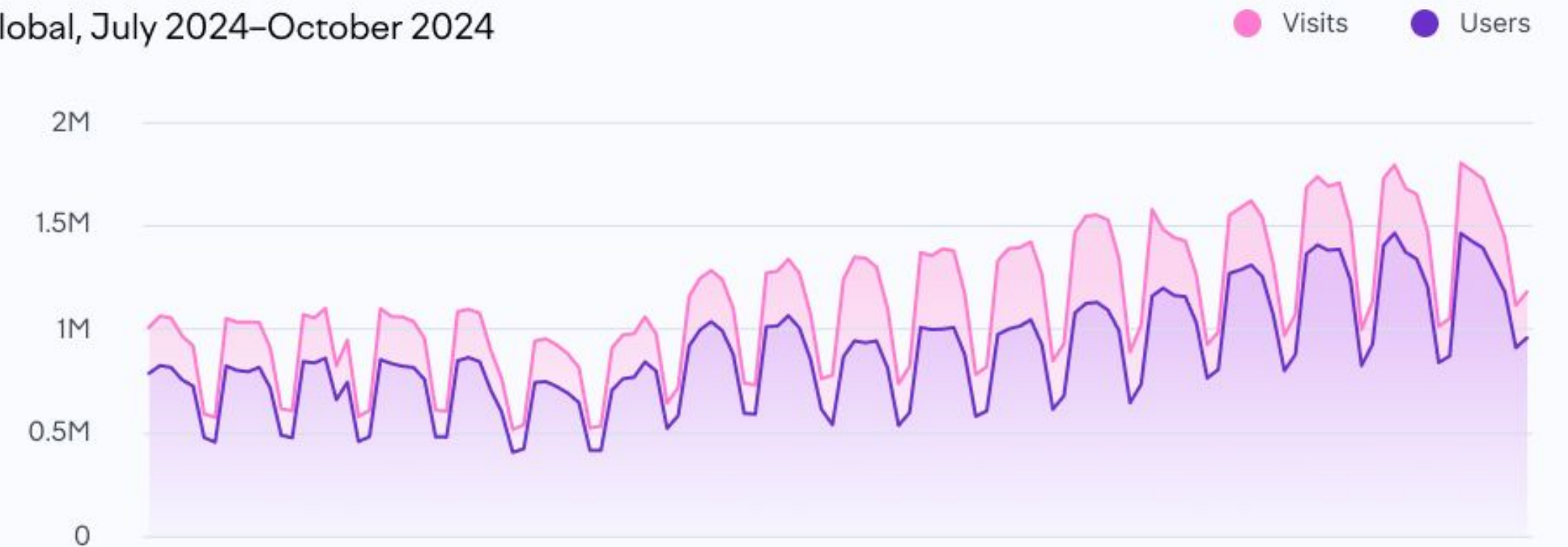
## ChatGPT Referral Traffic

Semrush .Trends data shows redirects from ChatGPT to other domains rose by **60% between June and October**, with unique target domains increasing from just over 10,000 to nearly 25,000.

[Source: Semrush](#)

### Referral Trend from ChatGPT by Visits & Users

Global, July 2024–October 2024



### Number of Unique Target Domains from Referrals

Global, July 2024–October 2024



# How To Optimize for AI

## Focus on 4 Cs Principles of SEO They are Still Valid

1. Code
2. Content
3. Credibility
4. Customer Experience

# AI Search

## Search Preferences & Generational Shift



### Code

Clean, fast, and structured code ensures search engines can crawl and index efficiently.



### Content

High-quality, relevant and **unique** content drives engagement and visibility.



### Credibility

A **strong digital footprint**—brand mentions, citations, positive sentiment, digital footprint and quality backlinks—builds trust and authority.



### Customer Experience

A seamless user experience keeps visitors engaged and converts them into **satisfied** customers.



# Other Optimization Factors

## According to ChatGPT



**Conversational  
& Natural  
Language  
Optimization**



**APIs & AI indexing**



**AI Generated  
Summaries**



**Multiple Formats &  
Channel Content  
Marketing**



**Personalization**

# SEO Before & After AI

## Before AI

- **Keywords-Based SEO**
- **Google-Centric**
- **Manual Content Creation**
- **Backlink-Focused Authority**
- **SERP Ranking Mattered Most**
- **Static Algorithm**
- **Website-Centric SEO**
- **Manual SEO audits & Implementation**
- **Generic User Experience(UX)**
- **SEO KPI: Rankings & Traffic**

## After AI

- **Context, Intent & Entity SEO**
- **Multiple-platforms & Omni-channel SEO**
- **AI assisted content & Optimization**
- **Expand digital footprint (not just links but mentions, citations, reviews and sentiment)**
- **AI-generated answers & Zero-click search**
- **Real-Time AI Powered Audits & Implementations**
- **AI-personalized search experience**
- **Define new KPIs (AI visibility & influence)**

# Future of SEO Role



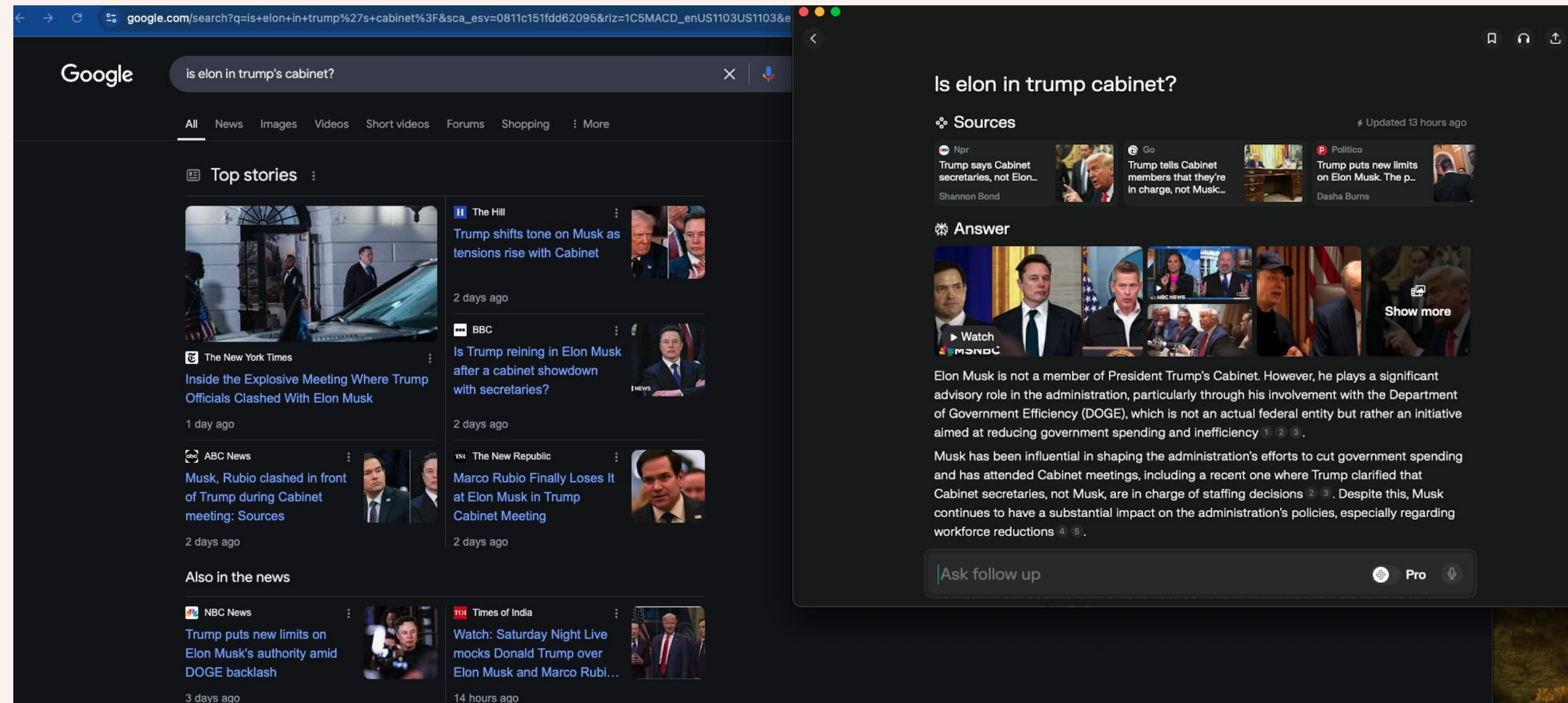
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**SEOs & Marketers Must Evolve**



# SEOs Must Strategize for AI

- AI search popularity is rising
- On informational searches, AI searches can provide better search results
  - **Example:** Take a look at this comparison — **Perplexity AI vs. Google.** The difference is night and day. I asked the same question: "***Is Elon in Trump's Cabinet?***"



# What AI Can't Do (Yet)

## Search Preferences & Generational Shift



### Strategic SEO Planning

AI can not know your business goals or brand positioning.



### Understanding Complexities

AI can generate content but **human expertise** must guide it. AI struggles with contextual depth, industry nuances, and strategic adaptability in SEO



### Building Relationships

AI does do PR, partnerships, or thought leadership.



### Ethical & Brand Compliance

AI can hallucinate, plagiarize or be inconsistent. Human intervention and guidance needed.



### Creativeness

AI can provide powerful tools to be creative but humans must lead creative efforts.



### Competitive & Market Insights

AI can analyze data but humans must ask the question and turn AI generated insights to make key decisions

# Final Thoughts

- AI is transforming SEO, not eliminating it
- Search disruptions are inevitable
- Traditional SEO methods will become obsolete
- New approach to SEO (AI SEO and multi-channel) will be essential for success
- SEOs & Marketers must shift toward strategic approach leveraging AI for automation and gain deeper insights





# Thank You.

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<https://claritydigital.agency/lets-connect/>

#CampMiva2025