



CLARITY
DIGITAL
A G E N C Y



State of SEO in 2025

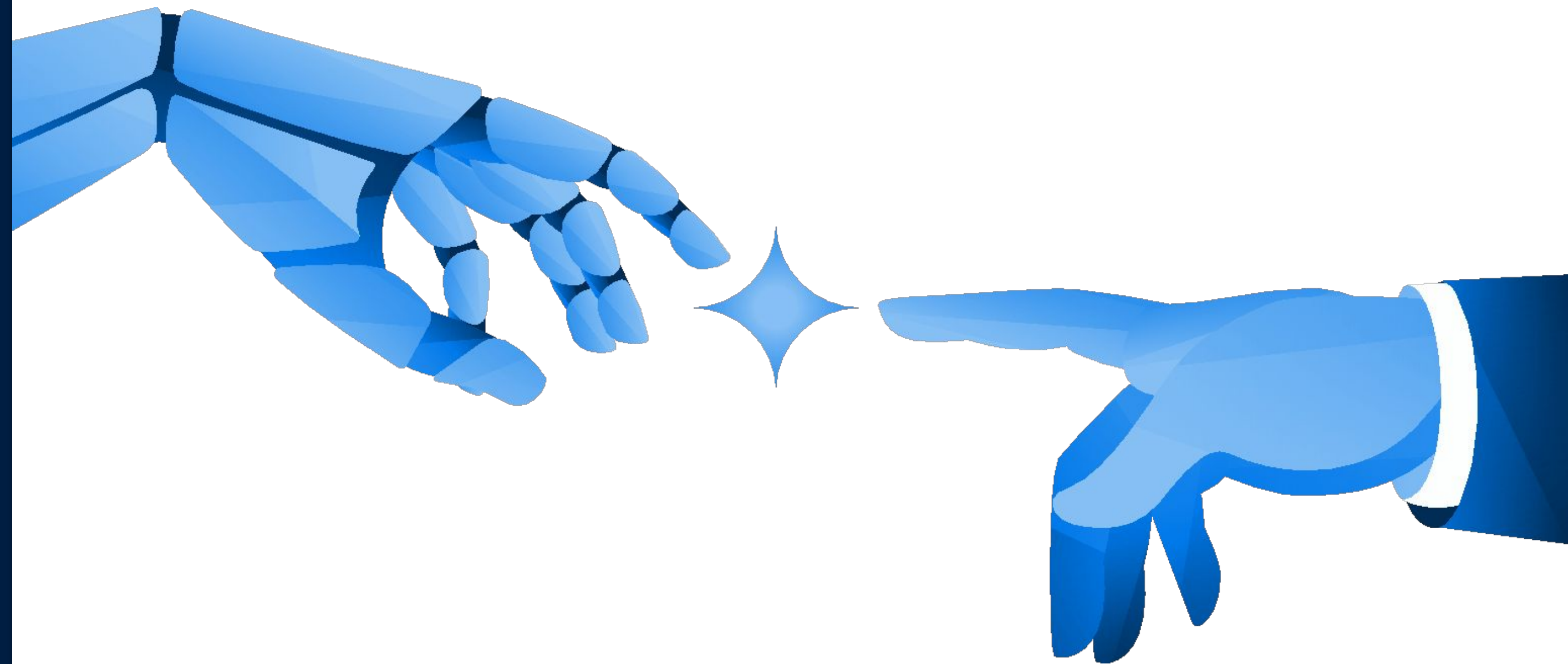
AI is Turning SEO on Its Head

Al Sefati

Enterprise SEO Expert & CEO of Clarity Digital, LLC

Spoiler Alert:

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



Al Sefati

CEO & Founder of Clarity Digital Agency

Al Sefati

About Me

- CEO of **Clarity Digital Agency**
(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
- Enterprise level SEO consulting since 2014
- OmniChannel Digital Strategist



SEO Evolution

Early SEO (Late 90s-2000s)

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

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

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

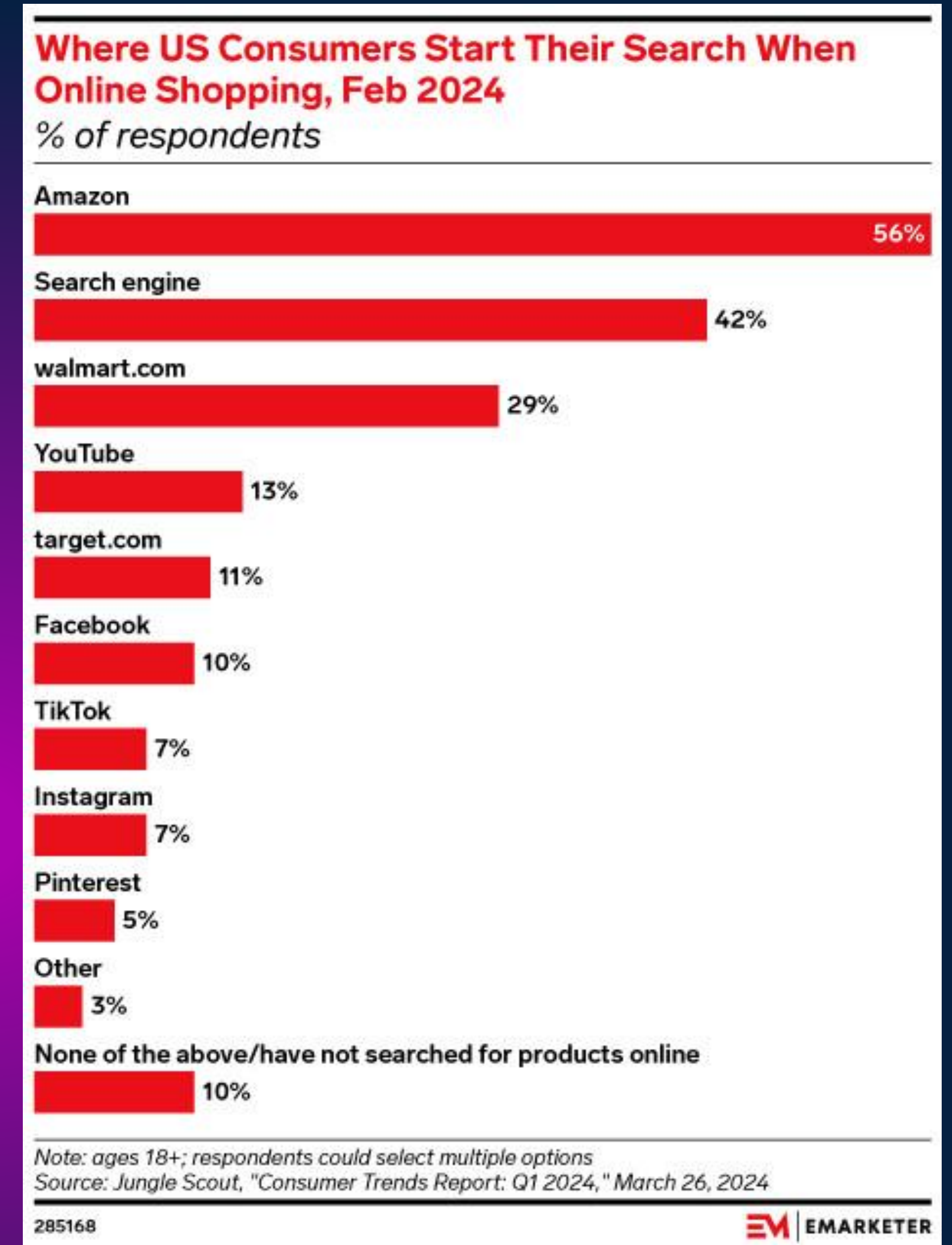
Emergence of Accidental Search Engines

- 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



Enter Gen AI Search



AI Search

Generative AI

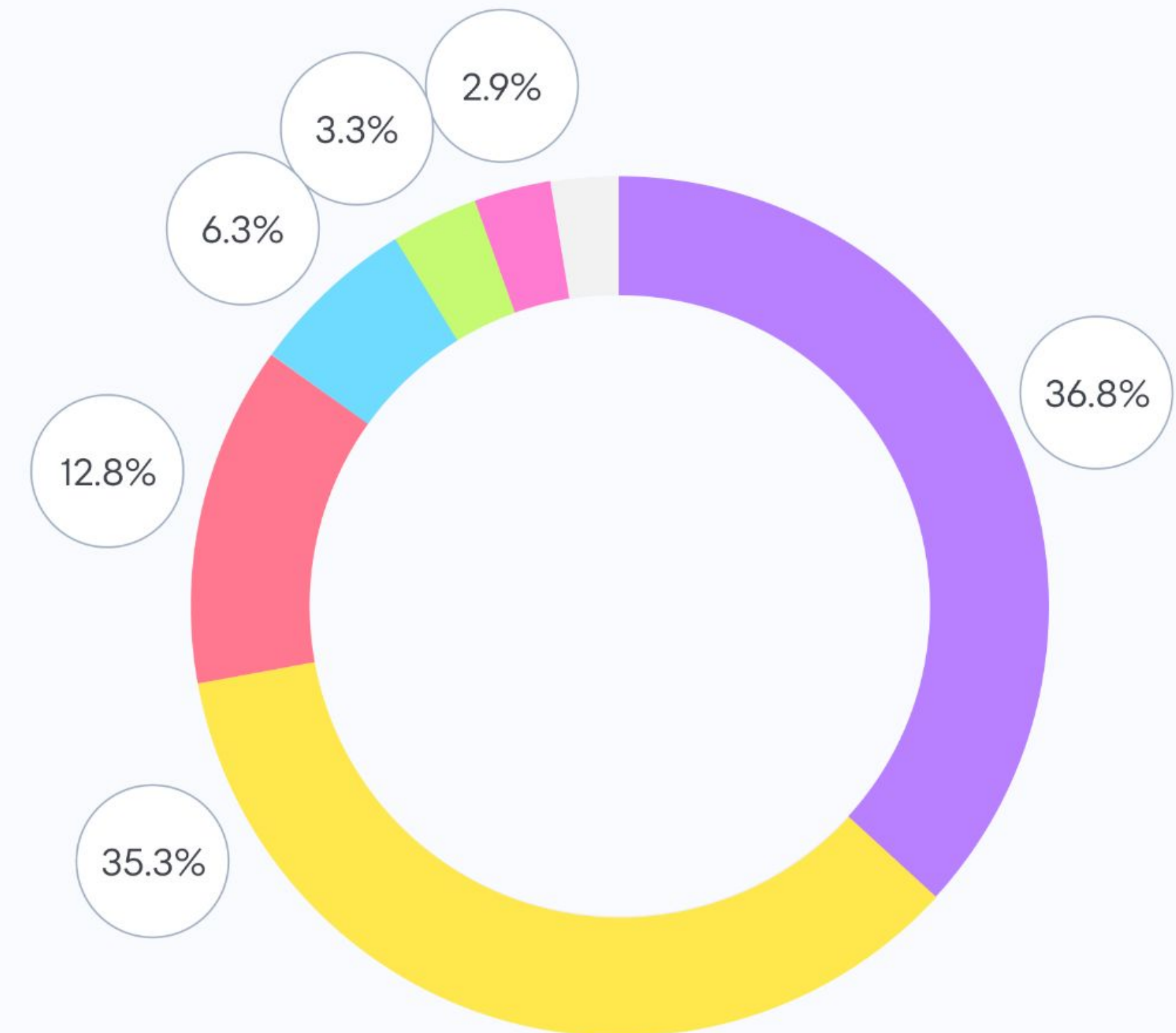
Generative AI Search is redefining how user seek and find information

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

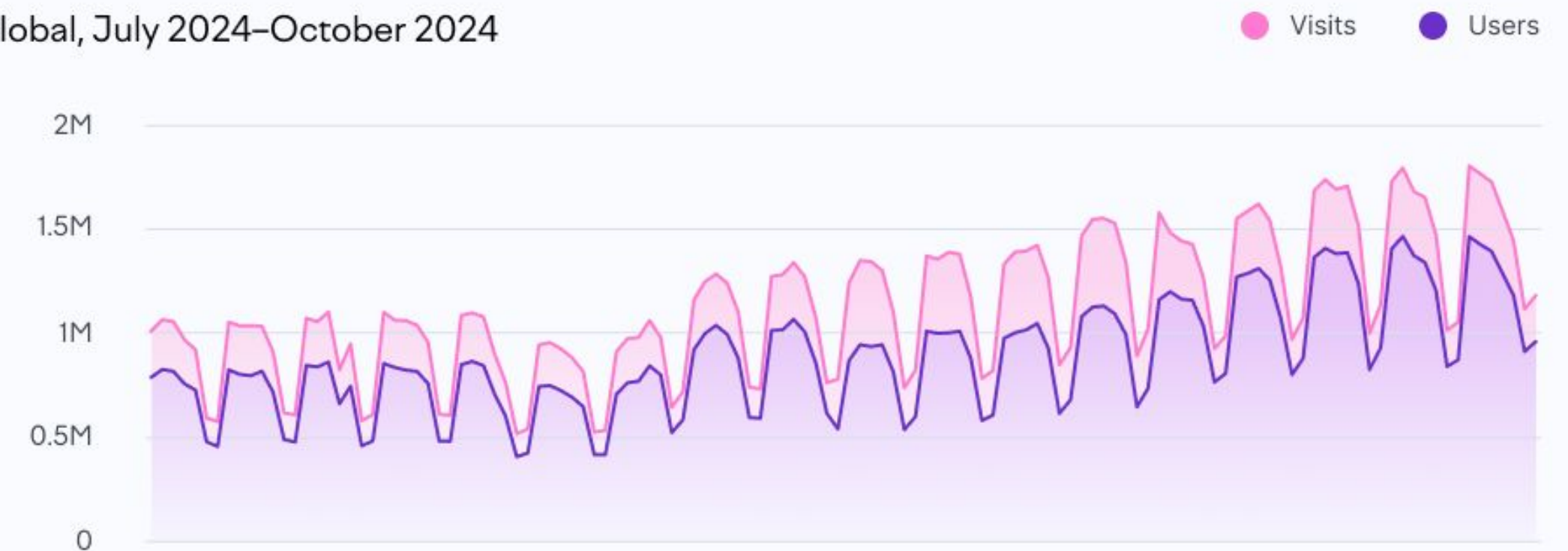
ChatGPT Referral Traffic

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

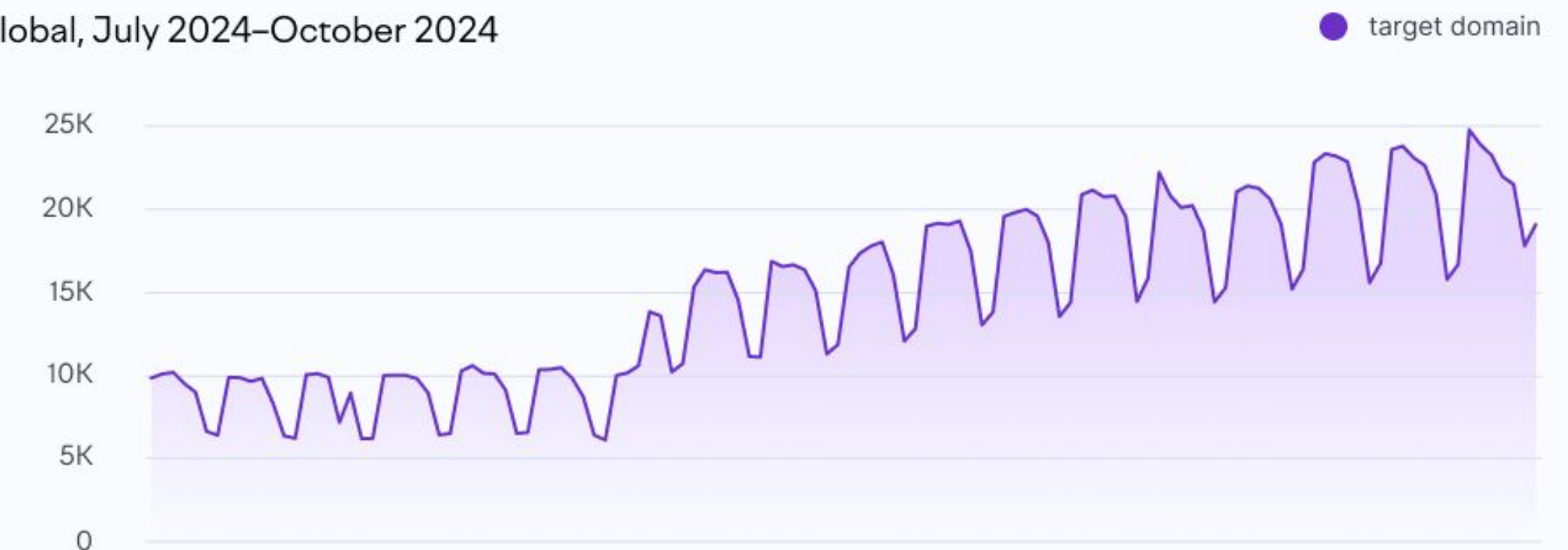
Referral Trend from ChatGPT by Visits & Users

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, 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

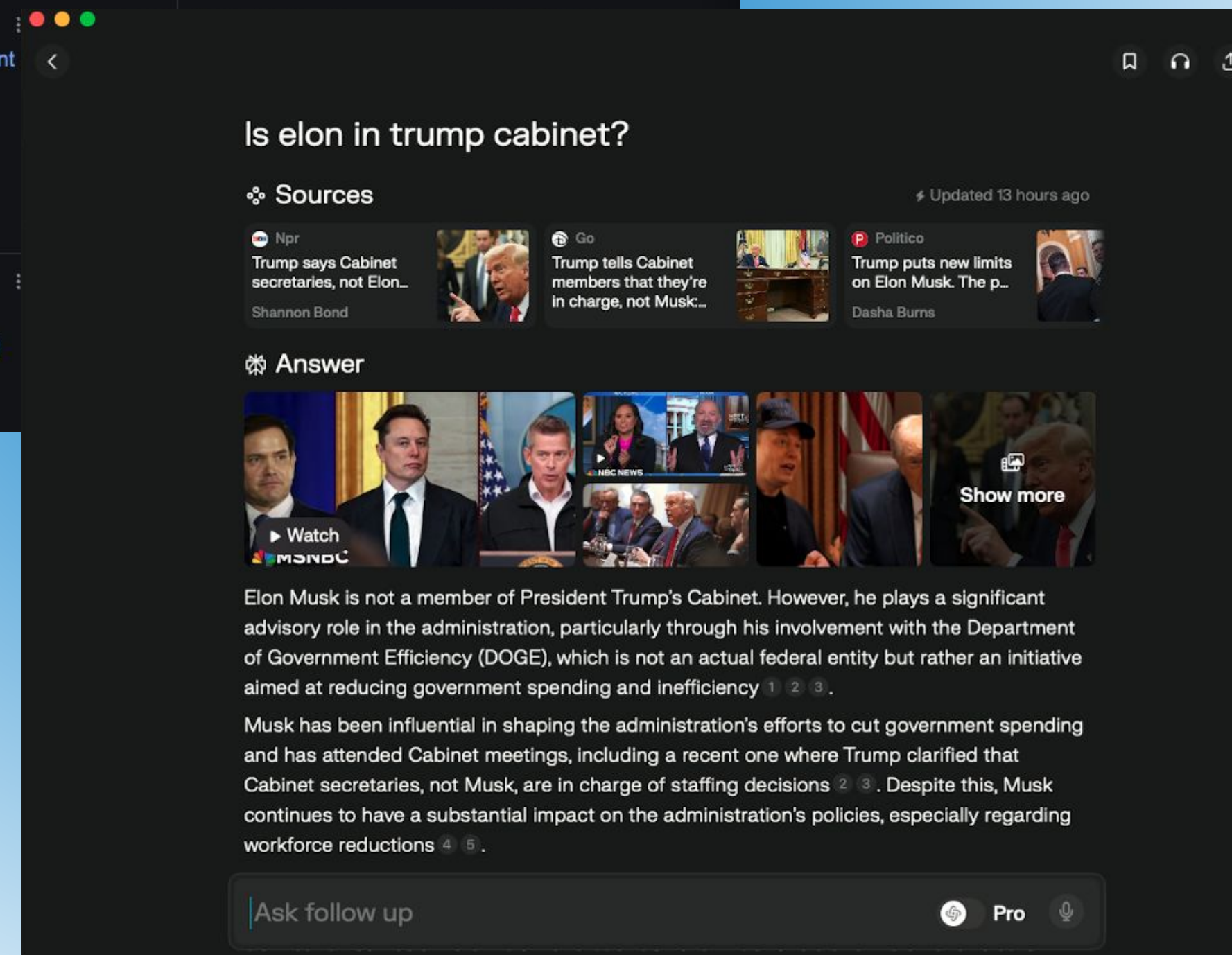
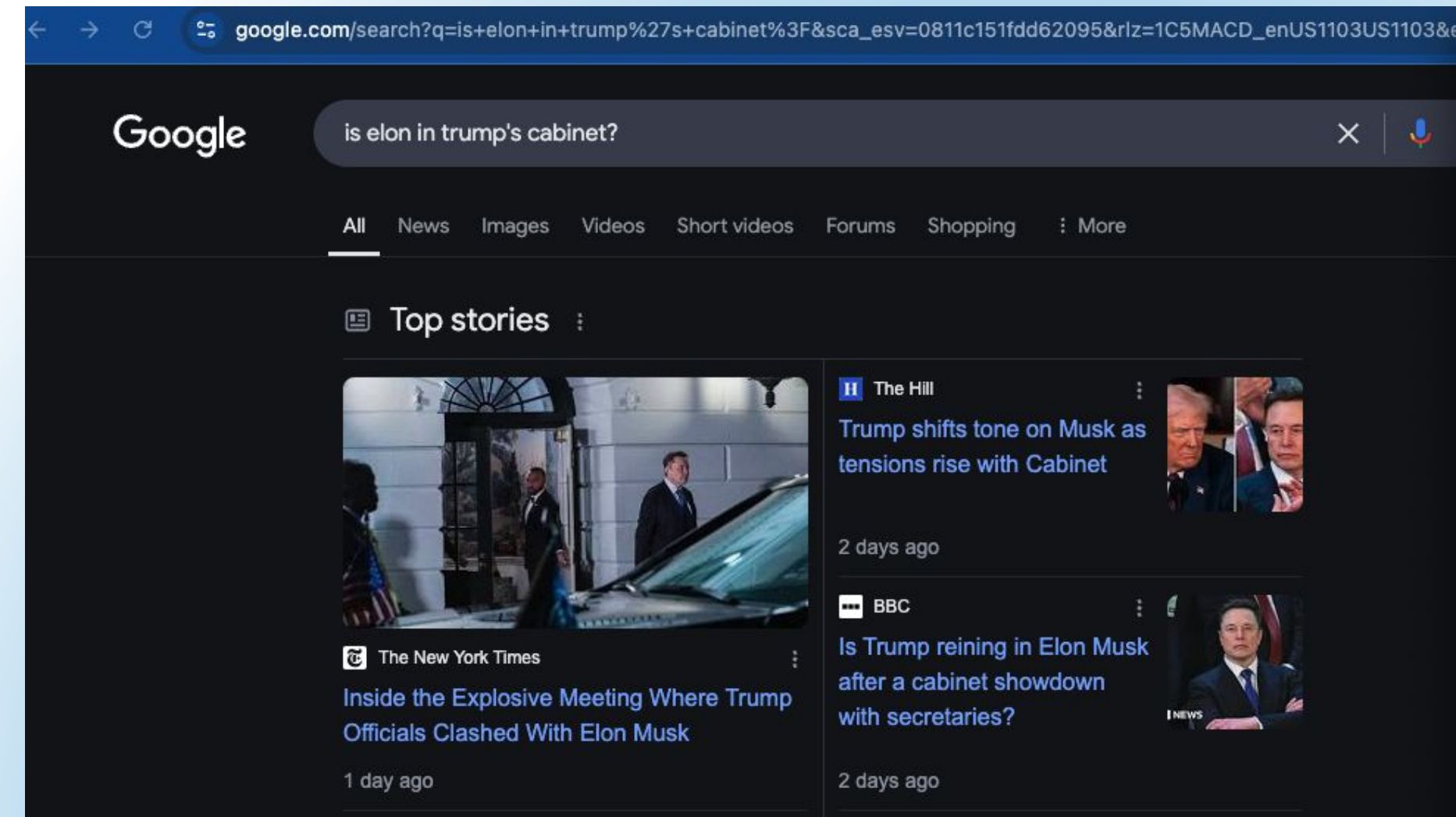


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SEOs & Marketers Must Evolve

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?*"



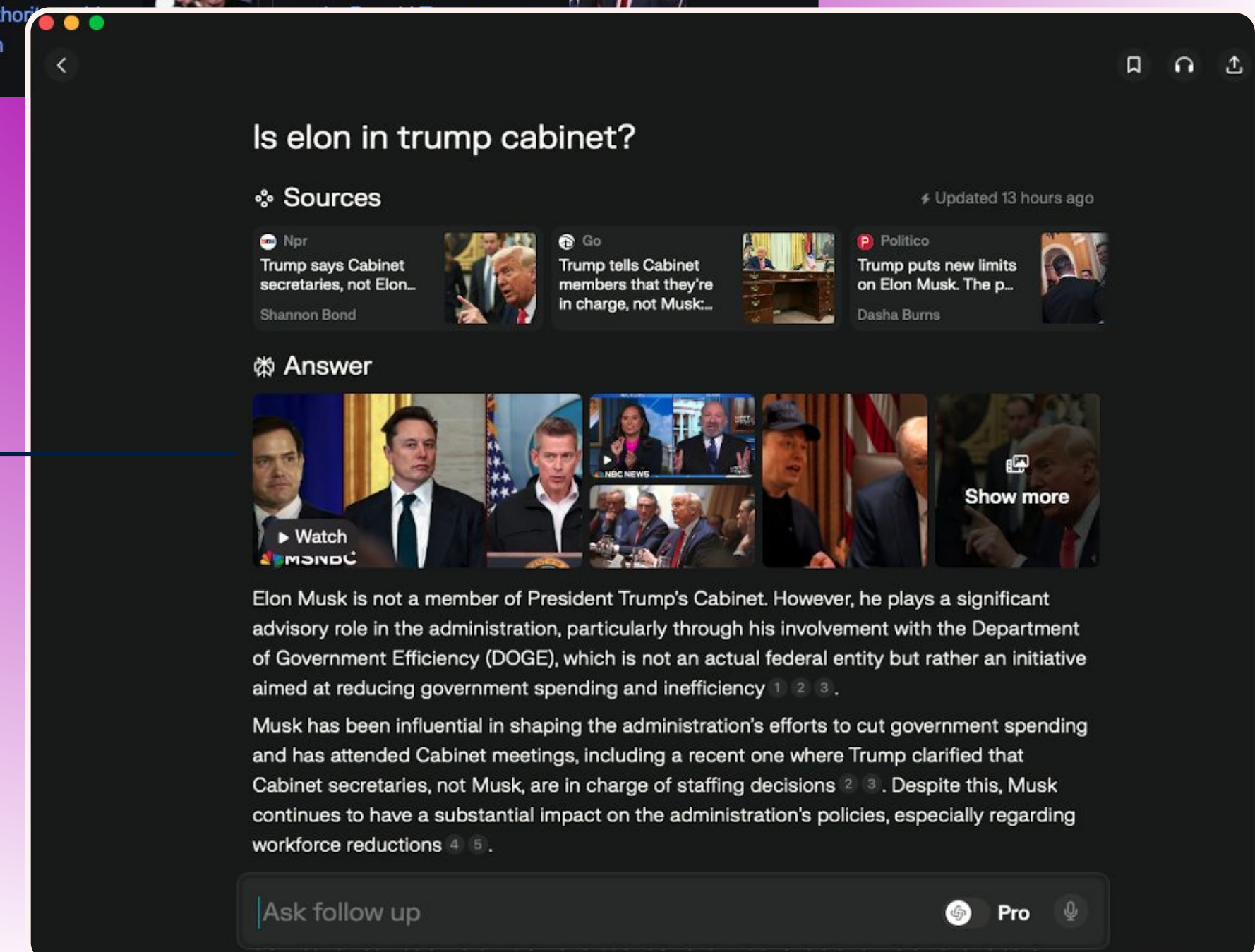
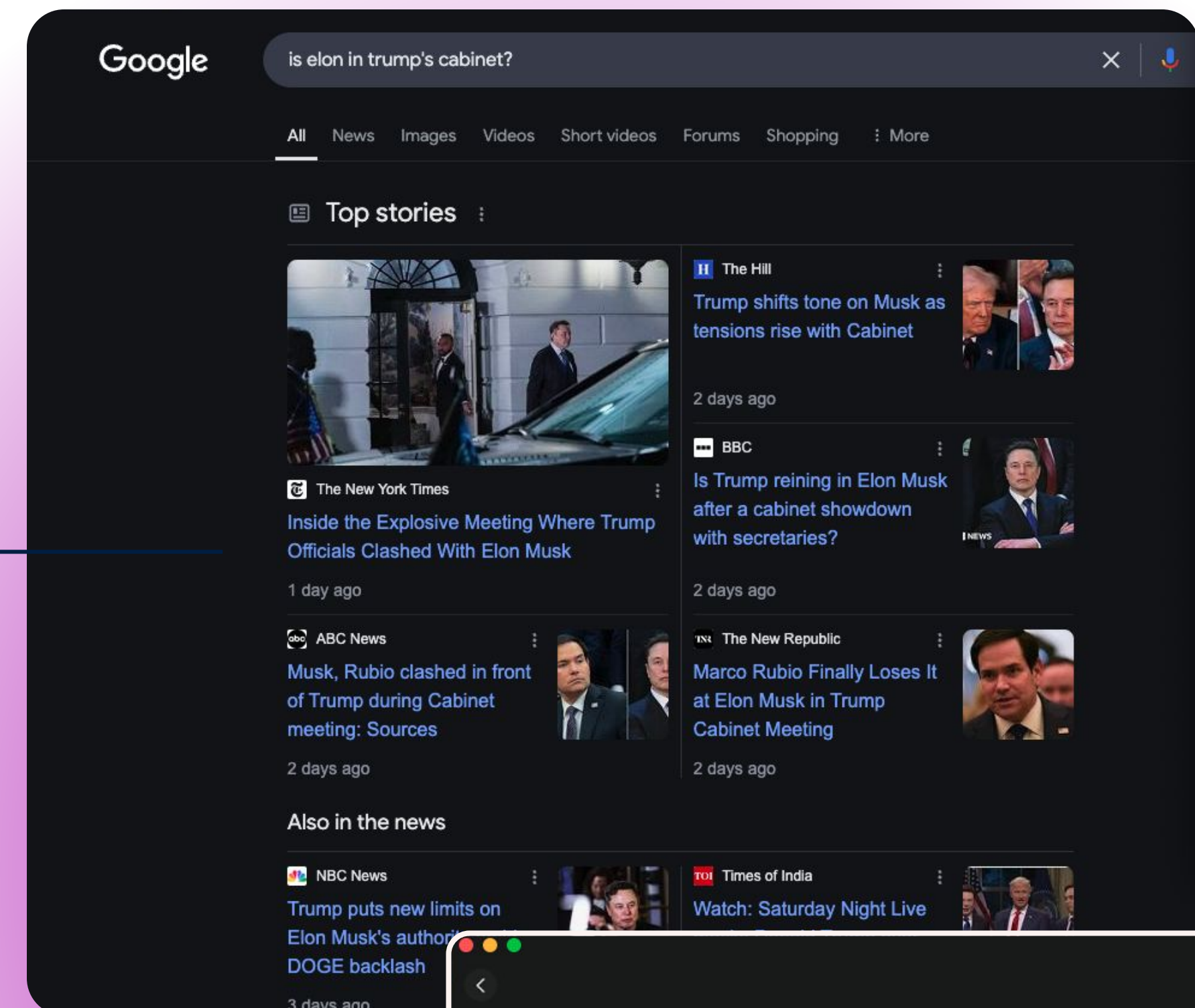
Consider **AI SEO** First

Traditional search engines like Google are becoming less relevant for informational searches. 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?"

- **Google:** A list of links to sift through.
- **Perplexity AI:** A direct answer, backed by sources for deeper reading.

AI-driven search is changing user behavior and your SEO strategy must keep up.



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.

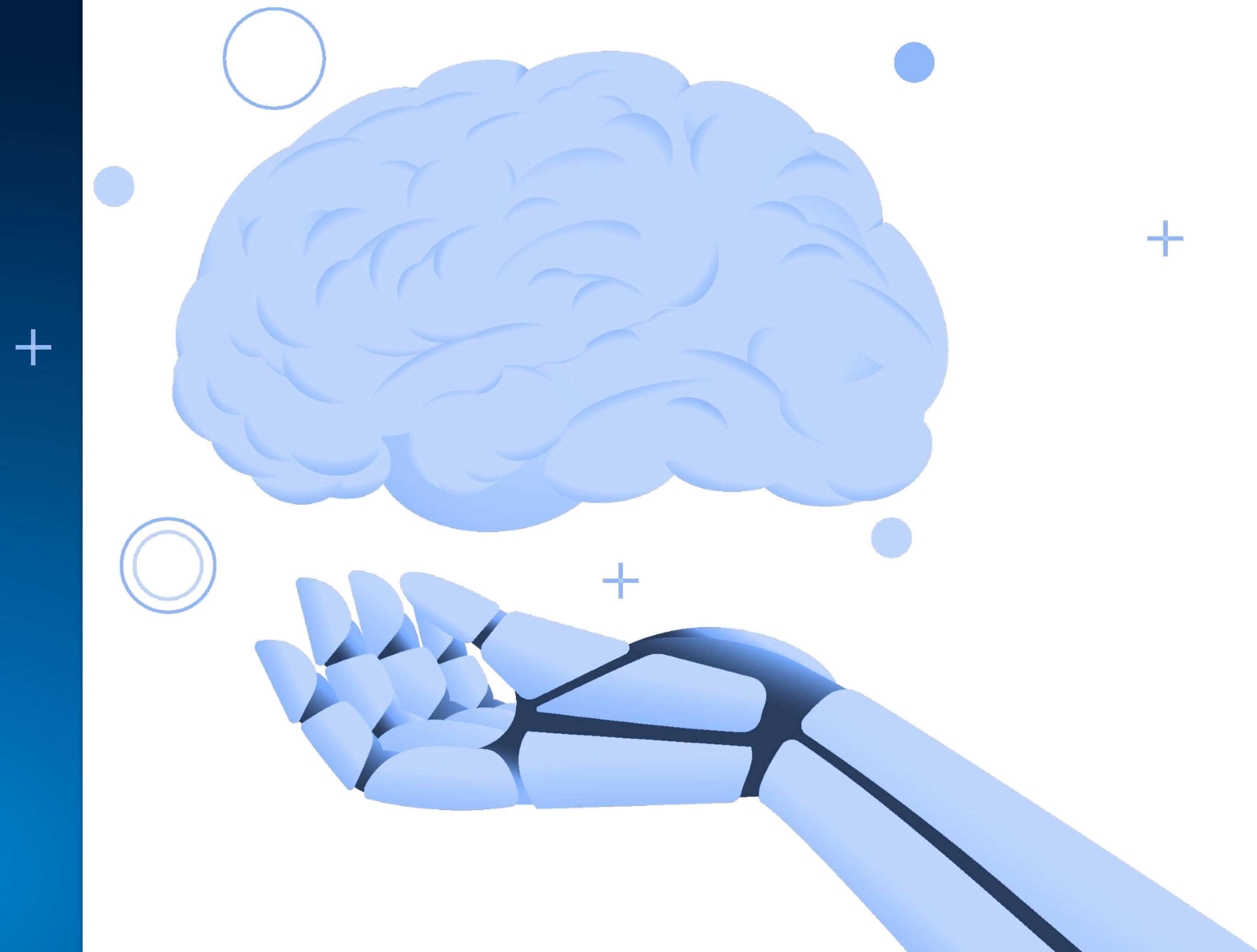


Competitive & Market Insights

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.

Don't be a stranger, shoot me an email and let me know if you have any questions. My email and website URL below:

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Website: ClarityDigitalAgency