CLARITY DIGITAL AGENCY

CAMP MIVA | 2026

Keywords to Conversations in AI Search

How ecommerce brands win in the age of AI-powered discovery

HOW BUYERS SEARCH HAS FUNDAMENTALLY CHANGED

THEN —Keyword Search

"wide feet running shoes men"

- Fragmented keywords
- Match on exact terms
- 10 blue links to navigate
- User does the research work

NOW— AI Conversation

"I'm overweight, trying to lose weight, need running shoes that work best for me, I'm size 10 but sometimes wear 10.5. Recommend me a product that works best for me"

- Natural language intent
- Context and nuance understood
- AI summarizes one best answer
- Brand cited — or invisible

The buyer has changed. Has your store?

HOW BUYERS USE AI TODAY

REAL BEHAVIOR PATTERNS HAPPENING RIGHT NOW

Conversational Research

Buyers ask ChatGPT or Perplexity like a trusted expert — before visiting any store.

Problem-First Discovery

They describe a situation or pain point, not a product name. Intent is richer than ever.

AI Comparison Shopping

"What's better for X — product A or B?" — AI answers and cites sources. Be the cited source.

Zero-Click Behavior

AI summarizes the answer. If you're not cited, they may never reach your site at all.

Tools your customers already use: ChatGPT · Perplexity · Google AI Overviews · Microsoft Copilot · Claude

INTENT MAPPING TO THE BUYER JOURNEY

INFORMATIONAL

Example Query:

"best running shoes for flat feet"

SEO Action:

Blog post → Internal link to category

CONSIDERATION

Example Query:

"Brooks vs ASICS running shoes"

SEO Action:

Comparison page → Category page CTA

TRANSACTIONAL

Example Query:

"buy Brooks Ghost 15 womens size 8"

SEO Action:

PDP → Add to Cart conversion

.Rank for volume. Convert for value. Connect all three stages

DO NOT NEGLECT TECHNICAL SEO

AI search engines don't start from scratch. They are trained on and continue to pull from the same web that Google crawls.

01

Crawlability & Indexing

If LLMs can't crawl your pages, AI can't learn from them. Clean site architecture is table stakes.

02

Schema & Structured Data

Schema markup is MORE important now — it tells AI exactly what your product is, who it's for, and what it costs.

03

Speed & Core Web Vitals

Site speed and mobile performance remain ranking signals that feed AI training data quality.

AEO sits on top of technical SEO — not instead of it.

IT GOES WAY BEYOND BLOG & COPY

Product Videos

Show your product in real use. Gives AI and buyers richer context beyond specs.

User-Generated Video

Customer unboxing and review videos on YouTube feed AI's understanding of real-world performance.

Explainer Videos

"How to choose the right X" content positions your brand as the category authority.

Video Transcripts

Transcripts make your video content indexable. If it's not text-crawlable, AI can't reference it.

Images with Alt Text

AI reads image context. Descriptive alt text makes your visual content crawlable and meaningful.

Q&A and FAQs

Conversational FAQ sections written the way a buyer actually asks — not the way a catalog reads.

Brands that win build a content ecosystem — text, video, imagery, and Q&A — not just product pages.

REVIEWS, RATINGS, BRANDING & DIGITAL PR

AI doesn't just read your site. It reads everything written about you across the entire web.

Reviews & Ratings

- Volume, recency & sentiment drive AI trust signals.

- Google & Yelp reviews, product Reviews like our sponsor ShopperApproved

- Responding to reviews signals an active, trustworthy brand.

- Rich-text reviews give AI language to associate with your products.

Branding & Digital PR

- Authoritative publications mentioning your brand = trust signals.

- "Best of" lists, gift guides, comparison articles — all feed AI citations.

- Press, podcast mentions, influencer content build your brand entity

- Brand building is now an SEO strategy, not just a marketing one

Your reputation across the web is now part of your search strategy.

WHAT MIVA STORE OWNERS SHOULD DO RIGHT NOW

01 | **Audit your AI presence**

Search your top product category in Perplexity , ChatGPT, Gemini. Are you cited? Are your competitors?

02 | **Blogs, category & product content**

"How to choose the right X" content positions your brand as the category authority.

03 | **Add conversational FAQ sections**

Write FAQs the way a buyer actually asks, not the way a catalog reads. Target question-based prompts.

04 | **More & better visuals & video assets**

Even a simple demo showing your product in real use gives AI and buyers critical context.

05 | **Store & Product Level Reviews**

Automate the post-purchase review ask. Volume, recency, and richness of reviews all matter to AI.

06 | **Pursue digital PR & Branding**

A "best of" feature, contributed article, or press mention. Third-party validation is now an SEO asset.

Start this week — not next quarter.

TOOLS YOU CAN USE STARTING TODAY

Perplexity

Search your own products — see if and how you appear in AI-generated answers.

Google Search Console

Monitor AI Overview impressions and clicks (newer reporting feature)

Claude / ChatGPT

Rewrite product descriptions in natural, intent-driven language — use AI to prepare for AI

ChatGPT / Claude

Ask "What's the best [your category] for [use case]" — audit your presence or absence.

AlsoAsked / AnswerThePublic / Semrush

Find the conversational questions real buyers are asking about your products

Review Platforms

Google Reviews, Trustpilot, Yotpo — build systems to generate volume and richness

You don't need every tool — pick 2 or 3 and use them consistently.

"GOOGLE REWARDED THE BEST PAGE.

AI REWARDS THE BEST ANSWER."

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3 THINGS TO DO THIS WEEK

01   Ask ChatGPT & Perplexity to recommend a product in your category — see who shows up

02   Check your top product page — does it answer questions or just list specs?

03   Pull your last 30 days of reviews — are you actively generating and responding to them?