

botify

# Be Found Everywhere

Your AI Search Playbook





# Executive Summary

## Foreword

As the co-founder and CEO of Botify, I've witnessed firsthand many transformative shifts in the digital landscape. None, however, have promised such radical change — or blossoming opportunity for brands — as the introduction of generative AI into search.

For over a decade, we've held firm to the belief that organic success revolves around visibility. It's been our guiding light here at Botify, through change after change: to give every brand the power to be found. For many years that meant being found on Google, but competitive AI search platforms like ChatGPT, Perplexity, and Mistral are disrupting our understanding of brand visibility and authority. With a simple conversation on an AI search platform, consumers can move from awareness to conversion with unprecedented speed. These AI assistants curate content, summarize information, and facilitate seamless transitions from awareness to conversion — connecting you with highly qualified traffic at exactly the right moment in their journey.

Time and technology stop for no one, and we're already seeing the rise of agentic AI technology, introducing bots that interact with content on behalf of consumers. Envision a world where AI agents handle tasks such as booking flights or making purchases — it constitutes a total reshaping of the traditional consumer journey and how brands adapt their marketing strategies. All of this presents a pivotal question: how can brands begin to reconsider the traditional consumer experience in a world where both brand discovery and transactions can be facilitated by AI agents?

Our answer is clear: to achieve comprehensive brand visibility, businesses must be discoverable everywhere (in the traditional search environment and the emerging AI search landscape) human consumers, bots, and AI agents search.

As we navigate this transformative shift, it's imperative to recognize that AI search is not a distant future — it's here. More than a quarter of consumers already prefer AI search over traditional search results; meanwhile, Google is still the main player in search, and using their vast resources to incorporate more [genAI features into their core search function](#). To dominate online and capture new revenue, brands must embrace the reality and potential of AI-driven search, while continuing to leverage traditional search strategies that still move the needle. Companies must align their strategies by rethinking their data framework and investing in automation to control their brand narrative across all search platforms.

We know that many marketing leaders are [eager to tackle AI search](#), but they also have critical questions that need to be answered. This white paper satisfies that need. We've written this guide to help you assess the changes and opportunities in today's world of search; build a foundational knowledge of AI technology and how it relates to brand visibility; and provide actionable resources, advice, and frameworks for your brand's success.

As you explore this document, I want one idea to stand out for you: we're facing an abundance of opportunity. Your brand has the unprecedented chance to reach consumers in fresh and exciting ways, gain a competitive edge as an early adopter of AI search visibility, and uncover sustainable new organic revenue opportunities. Every day at Botify, I'm inspired by what AI technology is helping us develop to better serve brands just like yours. The software you rely on to enable results is thriving in this AI-powered world. The winners of tomorrow will be defined by those who seize opportunity today. The future of brand visibility is here, and it's yours to claim.



**Adrien Menard**

Co-Founder & CEO, Botify

# Executive Summary

## At a glance

### → MARKETING LEADERS CAN FIND NEW OPPORTUNITIES IN AI SEARCH

Marketing leaders face growing costs, tighter budgets, and growing pressure to deliver results, even as the marketing funnel is being upended by AI-driven search. Consumers are moving from awareness to purchase faster than ever, aided by AI tools like ChatGPT and emerging AI agents that complete transactions on their behalf. Paid advertising may offer immediate impact, but rising customer acquisition costs make it an unsustainable long-term solution. Organic search remains a powerful and profitable channel — especially as AI platforms rely on brand websites as a source of truth. With the promise of higher-quality traffic and conversions from AI search, brands that adapt now will gain a competitive edge.

### → GOOGLE'S SEARCH DOMINANCE IS FRAGMENTING

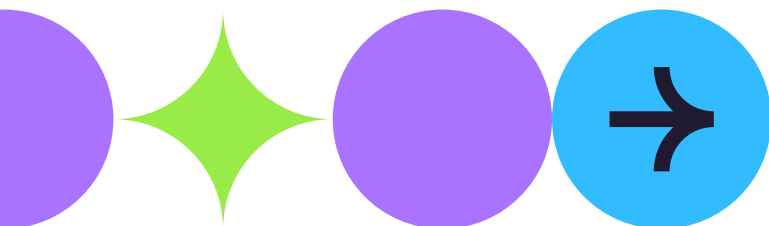
AI is disrupting search and reshaping how consumers discover and buy products. AI-powered platforms like ChatGPT, Bing, and Perplexity AI are gaining traction and wearing away at Google's market share, marking a shift toward hyper-personalized, conversational search experiences that simplify the customer journey. The rise of AI agents — autonomous programs that can research, compare, and even purchase products — accelerates this. As AI search becomes the norm, brands must adapt quickly to stay visible and competitive.

### → UNDERSTANDING AI IS KEY TO FUTURE SEARCH SUCCESS

To lead effectively in the AI era and make informed decisions about its impact, marketing leaders must understand the technology behind the transformation. While training their large language models on learning database disconnected from the web, AI bots are also actively interacting with your website for indexation, live retrieval or contextual information purposes. To train their models or generate relevant answers, they need to understand your content, what your brand stands for, and ultimately recommend your products to consumers. The good news? Tools to track and analyze this AI search activity already exist—Botify is among the pioneering platforms offering AI Search Analytics that give you visibility into how these systems interact with your content.

### → TRAFFIC ACQUISITION IS CHANGING — YOUR SOLUTIONS & STRATEGY SHOULD, TOO

Already at 50% and rising, bot traffic to websites will only become more impactful as AI tech evolves. Understanding and managing this traffic is essential to a successful, future-proof online visibility strategy. The rise of AI agents in search means consumer traffic to your site will decrease in favor of agentic bot traffic — but conversions and qualified traffic may actually benefit. Keep in mind, though, that serving this growing bot population comes with increasing infrastructure costs — from bandwidth and server load to security demands. Fortunately, smart solutions exist to manage these costs effectively. Managing brand visibility in the AI era at scale isn't simple; to keep up, your marketing solutions should also employ cutting-edge technologies that automate and streamline work for your already strained teams.



## → FOLLOW A 4-STEP FRAMEWORK FOR AI SEARCH SUCCESS

Marketing leaders must take a proactive, informed approach by understanding the impact of AI search, guiding brand visibility, leveraging AI-powered solutions, and continuously measuring, testing, and refining their strategies.

**An easy way to start is to follow this 4-step framework:**

1

### ASSESS RISKS AND OPPORTUNITIES

Develop a strategic AI bot governance plan that aims to answer key questions, such as the benefits and risks of having AI bots crawl your site or which content AI platforms can access. You will find a template plan further down that you can customize to the specificities of your business.

2

### CONTROL HOW YOU APPEAR IN GENERATIVE AI RESULTS

Take time to understand how AI search impacts your brand visibility and traffic patterns. Look at your data to identify which pages are being found by AI bots, where you're showing up in AI results, and where you're missing critical opportunities. Building on this foundation, develop an indexation strategy that includes proactively pushing content to search and AI engines, prerendering content for bots, and mitigating infrastructure costs for bandwidth and security.

3

### LOOK INTO EMPOWERING YOUR TEAM WITH AUTOMATION

Embrace AI-powered solutions that streamline your team's efforts. The right tools will analyze your data, make smart recommendations, and implement optimizations, increasing your productivity without stretching your resources thin.

4

### ITERATE BASED ON DATA

Let real insights drive your decision-making. Test different approaches, measure what works, and continuously refine your strategy to build a growing competitive advantage.



Early adopters who embrace this framework will position themselves ahead of the competition, ensuring long-term success in the AI search ecosystem. You don't need to wait for the future—the opportunity to transform your brand visibility is here today.



# Today's Concerns For Marketing Leaders

# 01

Costs are growing. Budgets are shrinking. And as a marketing leader, you're being asked to do more with less amidst heightened uncertainty — and expectations haven't changed. You must:



**Deliver results**



**Prove revenue impact**



**Create sustainable growth for your brand**

Meanwhile, the traditional marketing funnel is being disrupted. Organic traffic, once a reliable source of new business, has been slowly declining over time, with a few intersecting causes: uncertain and difficult economic contexts, changes in the design of Google results pages that prioritize paid results over organic, and even possibly accelerated by the arrival of artificial intelligence (AI) technology.

Using AI search, consumers are moving from awareness to purchase faster than ever before. Interactive tools like ChatGPT allow them to discover brands, research products, and convert in a fraction of the time it used to take. And now, [AI agents](#) in search are promising to complete conversion tasks on their behalf, completely disrupting all traditional models for how consumers move through the funnel and make purchase decisions.

When you're responsible for delivering results for brands both growing in and leading the market, your strategies default to channels with clear, measurable impact and immediate results. But that comes with its own drawbacks as well: customer acquisition costs are growing, and relying on paid advertising is an expensive Band-Aid when there's still ample opportunity to capitalize on search, even as it undergoes an AI-led transformation.



## There's a world of opportunity for brands that want a first-mover advantage

Organic search has always been a sustainable, profitable channel when it's prioritized, guiding the customer journey from initial brand discovery and awareness all the way through to purchase. As search expands beyond Google to incorporate AI platforms like ChatGPT, your website still drives your organic visibility. It's a source of truth for new AI models to learn about your brand, discover your products, and relay all your information to consumers, wherever they search.

[Early studies show](#) that AI traffic may be of better quality and convert at a higher rate than search engine traffic. There's a world of opportunity for brands that want a first-mover advantage — and that begins with understanding what's happening in search, why it matters, and the actions you can take today.



# The Fragmented State of Search

# Q2



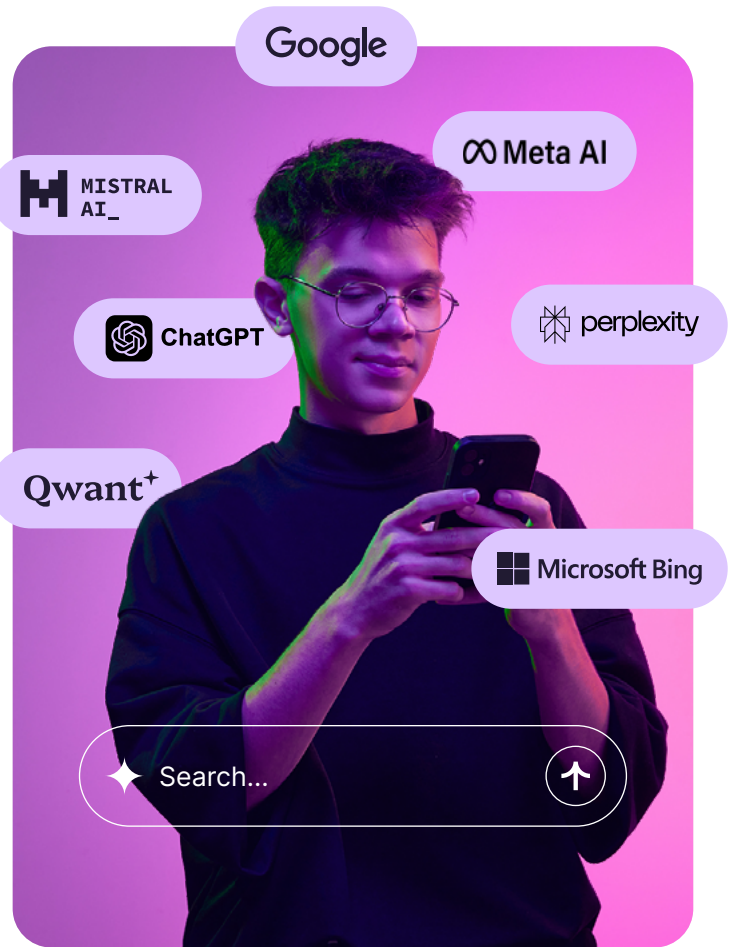
# Organic vs AI search

AI is the most disruptive innovation in organic search since Google.

It's forever changed how we interact with technology, beginning with the way we find and consume information online.

Between late 2022 and today, the search landscape has [expanded dramatically](#). New AI-powered platforms for search have sprung up to offer fast, efficient alternatives to Google with novel experiences. Today, consumers search for and find products like yours on Google, Bing, ChatGPT, and beyond.

We're already seeing a shift in search engine power: the last three months of 2024 saw Google's market share [drop below 90%](#) for the first time since 2015. Across Google alternatives like Bing, ChatGPT, Perplexity AI, Microsoft Copilot, Mistral le Chat, Qwant, and even social platforms like Meta AI, consumers are welcoming a new era of brand and product discovery, where search is hyper-personalized, conversational, and may not require human effort at all.



## The changing customer journey

Traditional search engines, like Google or Bing, require consumers to do a lot of manual work. They have to use the right words to search, evaluate a list of linked websites and products, do research, make comparisons, and more.

AI search does the customer journey work for consumers. It evaluates their intent, concisely summarizes knowledge from multiple sources, performs evaluations and comparisons, and allows them to refine their needs in an easy, conversational way. Today's reality is that a consumer can complete

most of the customer journey entirely centralized on an AI platform like ChatGPT, with no need to visit a website until they click a link to purchase. The consequences for the digital ecosystem are great, with strategic questions that can't be ignored at the board level: what if the consumer experience is better when conducted off-website, versus within? Where does monetization happen, and how can you prepare, optimize, and win?

OpenAI already provides an elevated search experience through a shopping feature that makes it easier for

consumers to discover and compare products. Now, when consumers use ChatGPT to find a product, they're provided with detailed recommendations, user reviews, product images, and even direct links to purchase the product. In this way, this tool takes personalization to the next level and encourages consumers to ask super-specific, conversational product questions and receive customized results in return.

For example, consumers can prompt ChatGPT with a complex question like: "What are the best running shoes for a former athlete with a repaired ACL who prefers to run on trails in Utah?" and receive options that factor each and every detail.

Even this advancement is poised to evolve with the arrival of AI agents (bots that make complex decisions on their own) in search.

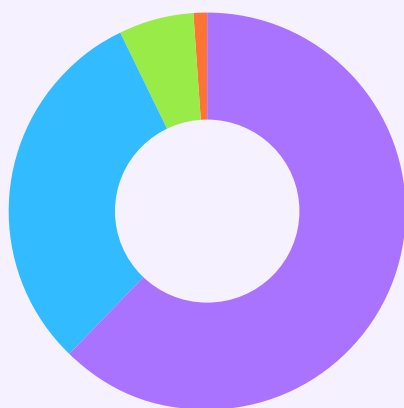
The growing number of AI agents will soon be completing tasks on behalf of consumers — from doing research to making a purchase and more.

OpenAI is actively developing [Operator](#), an AI agent that uses its own browser to complete search tasks for consumers. Perplexity AI has already enabled conversion directly within AI chat via [Perplexity Shopping](#), and they've also hinted at their own [agentic browser experience](#).

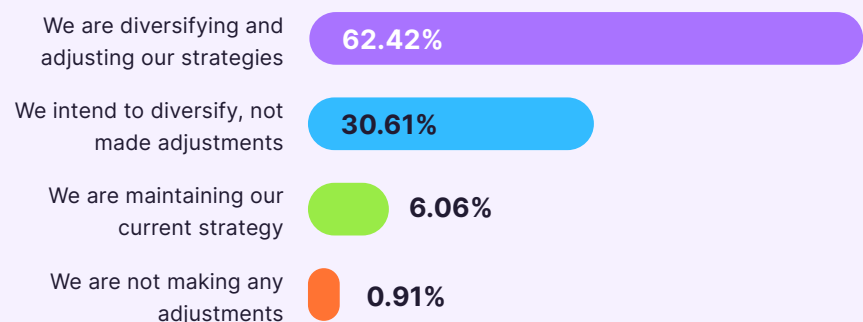
Technology is meant to make our lives easier and more efficient. It's something we've witnessed within e-commerce: brick-and-mortar has seen significant disruption as consumers opt to shop online. AI search makes product discovery and conversion easy for consumers. It's not a matter of *if*, but *when* it becomes the prevailing choice for everyday people looking for an answer.

## What is an AI agent?

AI agents are programs that use LLMs to complete tasks independently, adjusting their actions based on how they understand their inputs. In the context of e-commerce and organic search, they're like digital assistants that can use tools and make decisions independently.



### With the fragmentation of the search landscape and the potential end to google's search monopoly, have you adjusted your search strategies?



**Over 93% of marketing leaders are actively evolving their search strategies to meet the demands of AI Search.**

Source: Data collected in December 2024 from 300 marketing department leaders in the United States across the retail, e-commerce, tourism, and hospitality industries.

# What AI search changes for marketing leaders

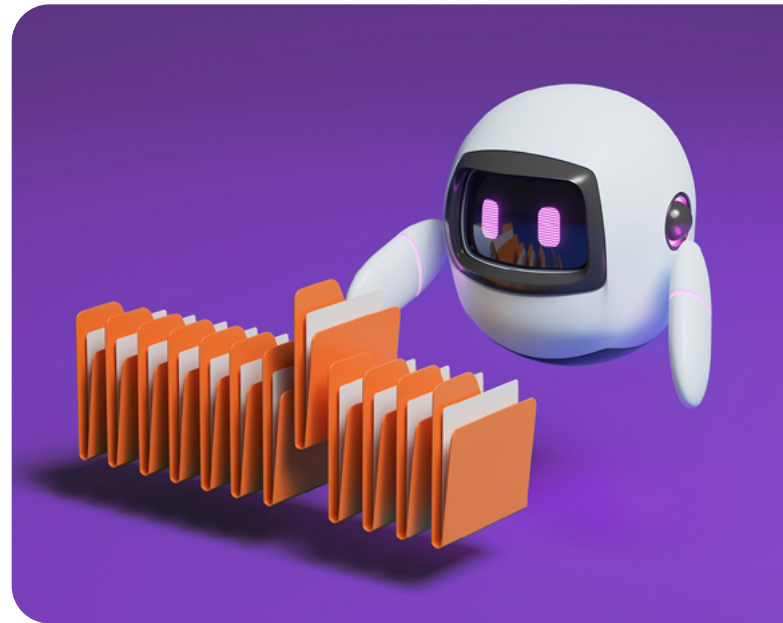
New technologies and new platforms mean new marketing strategies — it's inevitable. But what exactly is changing for marketing leaders, and how should you react?

## → DEVELOP NEW STRATEGIES FOR FRAGMENTED AUDIENCES

Your customer acquisition strategy has to change. Where before you only had to consider reaching consumers organically on Google, now it's a matter of understanding where and how your consumers are searching and building strategies for different channels and platforms. The holy grail of your AI search strategy is finding solutions that apply to multiple platforms at once.

## → PRIORITIZE SETTING UP AI SEARCH ANALYTICS

Most AI search platforms don't provide search data or insights. Understanding impact is now rooted in what you can measure: whether or not your content is indexed, traffic from new search platforms, and technical metrics like bot behavior within log file data from your website.



## → FOCUS ON BEING FOUND, FIRST AND FOREMOST

Getting your website indexed across AI search platforms should be a top priority. It's your strongest opportunity to influence how, where, and when your content is accessed by AI platforms and shared with consumers. You're now in charge of brand visibility across many different online spaces — with more opportunity to personalize and control the experience.

## → EMBRACE AI SEARCH AUTOMATION

Changing focus from securing visibility on one main platform (Google) to an ever-expanding realm of AI-powered search platforms could stretch your team thin if their tools and strategies don't evolve alongside these new developments. Most companies won't find it ideal to devote expanded teams and tools (and the budget they require) to each disparate AI platform, and AI-powered automation accelerates all teams' operational efficiency.

# Getting your website indexed across AI search platforms should be a top priority

### → INVEST IN AI SEARCH ANALYTICS AND OPTIMIZATION TO CONTROL COSTS AND BOOST ROI

When human visits to your site are replaced by bots, there are associated costs and risks: infrastructure, bandwidth, and security concerns are just a few. It's critical to understand your analytics and respond quickly & effectively; your AI search solutions will be make-or-break. IT investments in GenAI are expected to [grow by a third](#) in coming years, with leadership expecting a 3x return on ROI, and some research firms [predict](#) that GenAI spending will expand beyond the IT function and into the business as a whole.

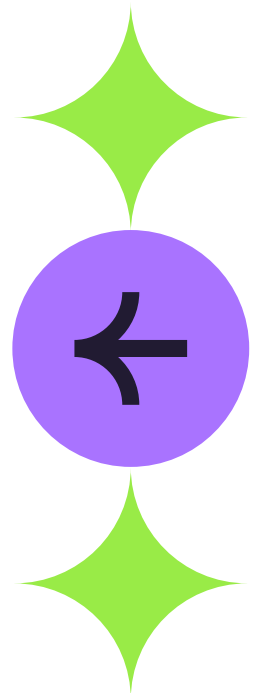
Leadership  
expects a 3x  
return on GenAI  
investments

### → KEEP UP WITH AND AHEAD OF CHANGE

This early in the game, there's a huge opportunity for brands to gain an early-mover advantage. However, that requires agility and cohesive buy-in from the business. Additionally, as your foremost AI search experts, your search team faces more urgency, scrutiny, and a higher workload with the same or fewer resources — after all, it's still vital to continue improving performance on Google even as you optimize for AI search.

It's our goal to simplify, streamline, and ease these changes for brands and marketing leaders. At Botify, we see AI search as a massive opportunity for brands, one that can reinvigorate tired strategies, reach consumers in new and exciting ways, expand their influence, and ultimately enable an automated organic flywheel that drives revenue and growth.

But you can't scale a mountain without knowing the terrain. Your success in AI search, and the future of organic marketing, begins with your understanding of AI technology, how search works, and having a repeatable framework for success.





# Everything You Need to Know About AI Search

# OS

# Understand search to win in search

To be an effective leader in the AI era, you need to know the technology that's driving so much change. Build a strong foundation to make informed decisions regarding AI technology and the marketing evolution it's responsible for.

To capitalize on AI search opportunities, you should understand two vital processes: how traditional search works, and how AI search evolves the process (and changes the consumer journey).

## What would you most like to know/learn about Generative search platforms or generative AI assistants in the context of the search landscape?

Its advantages over traditional search engines 56.67%

Its impact on customer acquisition 52.12%

How to measure the impact 46.97%

Its implementation requirements 46.97%

How they work 36.06%

How the platform decides what to curate when generating answers 32.73%

Their importance in the current ecosystem 4.55%

Other (key in) 0.00%

**Marketing leaders are most interested in learning about AI search's advantage over traditional engines, measurement and implementation, and the impact on customer acquisition.** Source: Data collected in December 2024 from 300 marketing department leaders in the United States across the retail, e-commerce, tourism, and hospitality industries.



# How traditional search works



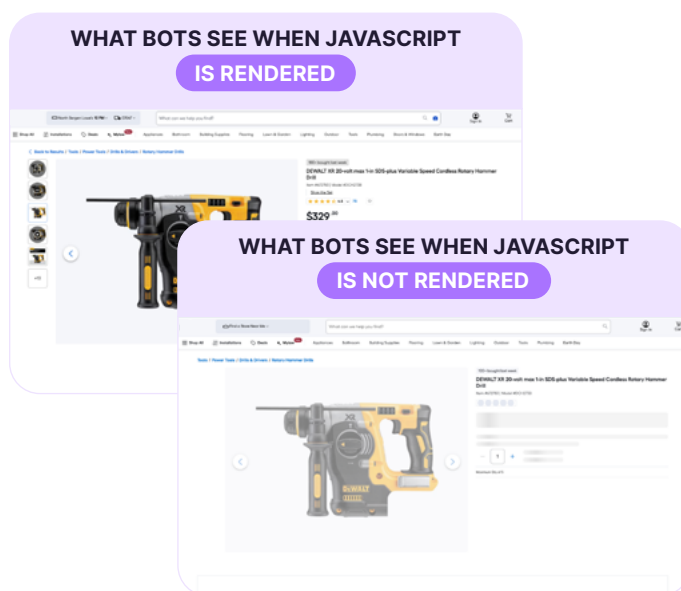
Traditional search engines like Google or Bing followed the same process for almost two decades: they explore a website, analyze pages and their content, catalog them in an index, and then select and share a list of relevant pages in response to a consumer's query.

For a brand to appear in organic search, search engine bots must first **crawl** its website, exploring its code and following links to discover new content. Any brand that can't be found and crawled can't appear to consumers in search — it's the most important first step toward conversion.

Next, bots **render** the page, executing the code to see content as a human visitor would. Javascript code used for this rendering may be difficult or impossible to execute for some AI bots.

Once rendered, pages are **indexed**, meaning they're stored in a search engine's database for future reference (like a digital library catalog.)

When consumers search, the search engine **ranks** indexed pages based on relevance. There are a tremendous number of factors that influence a website's ranking (content quality, click through rate in result pages, links pointing to the website, etc.).



Finally, consumers discover ranked content and move through the purchase funnel. They must refine searches, evaluate content, and make informed decisions (the famous "blue links" experience). In this scenario, the consumer is responsible for moving through each step of the customer journey. If you've ever shopped for something very specific online, you know how much time and effort this can take. This search experience is of course now very different within an AI search environment. Lets see how AI Search works and differs from the traditional approach.

# AI 101

Today's AI consists of advanced prediction models. **Large language models (LLMs)** use **machine learning**, a system of statistical algorithms, to "learn" from studying the patterns and semantic relationships within vast bodies of content. This enables them to generate text via **natural language processing (NLP)**, another type of machine learning that helps systems interpret conversational human language — and respond in kind.

## What is artificial intelligence, anyway?

Each LLM represents an AI model that has been trained on content, either via a **learning database** made of publicly available content or private resources collected or purchased by the LLM's company. Because they are trained on a closed data set, LLMs' knowledge has a cutoff date, meaning it cannot reference new information beyond that point. This is a major difference with the traditional search engine approach that generates their answers based only on the content they find and index by constantly crawling the web.

To stay current and provide relevant answers, most **AI assistants** that use LLMs to engage with their users (your consumers) rely on a process called **retrieval augmented generation (RAG)**. RAG allows LLMs to tap into organic search results (such as Google's or Bing's), and visit the most relevant websites to discover and explore the newest content they can find to enrich their answers in real time.

### LLMS DON'T HAVE REAL-TIME AWARENESS OF YOUR NEW OR UPDATED CONTENT

Today, March 19th, 2025 what is the cut off date of your training?

My training data goes up until **October 2023**. However, I can access up-to-date information from the web when needed, so I can help you with events, news, or anything current as of **March 19th, 2025**. Would you like me to look something up for you?





# How AI search works

Generative AI has transformed search for consumers, making it faster, smarter, and more efficient. People can navigate the customer journey without ever clicking a website link, discovering brands and products directly on AI platforms.

These platforms build upon the traditional search process. [Different types of AI bots](#) crawl websites for several reasons:

To train large language models (LLMs) and learn from the content

To retrieve fresh content to summarize and/or share as a link

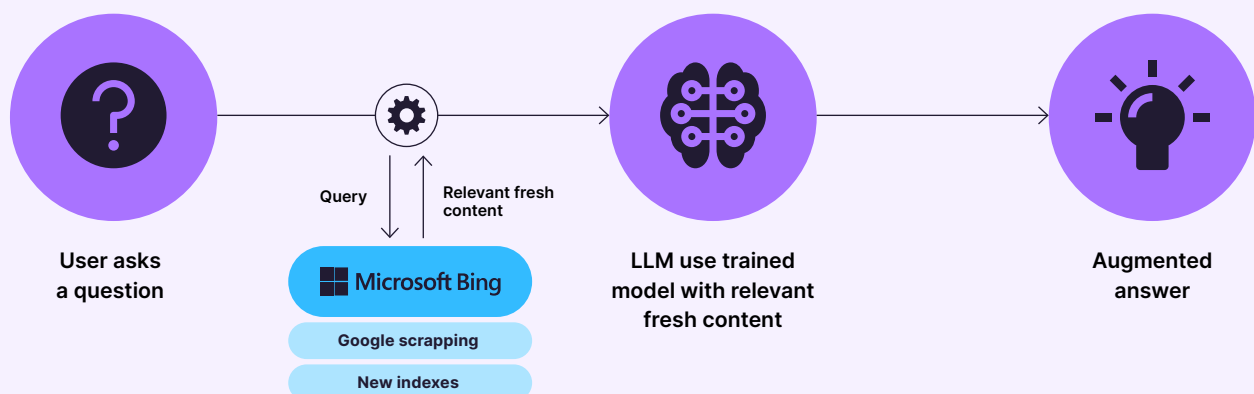
To build their own search index

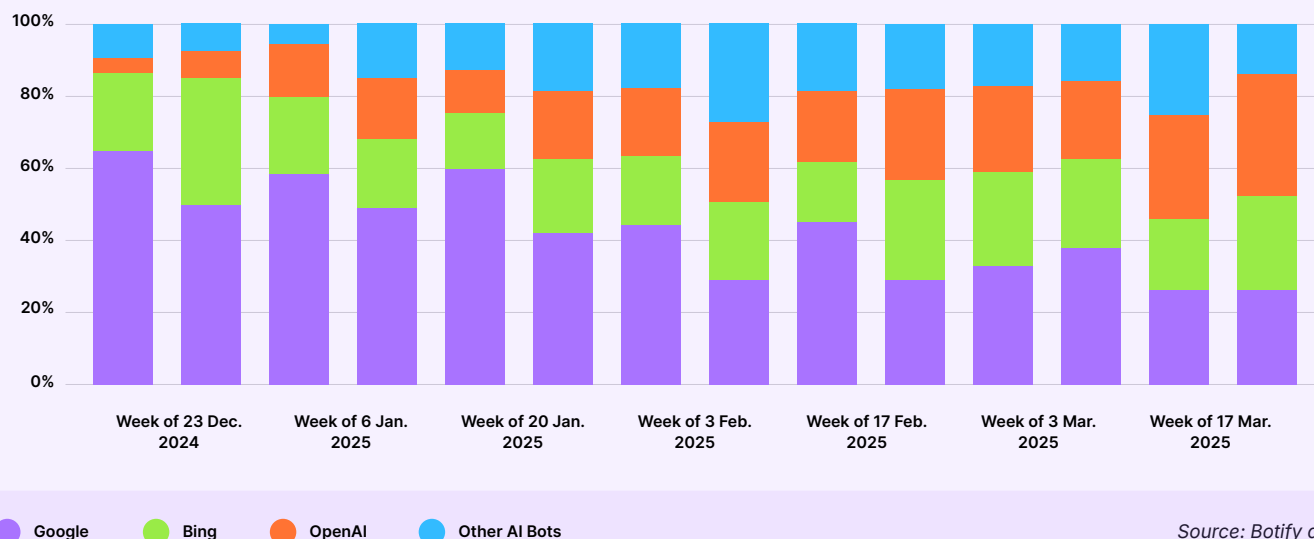
Because many LLMs are trained using the static information from learning databases, many answers from LLMs can be outdated, especially if they're asked to reference events outside of that trained dataset. That's why the RAG process described above is integral to a positive search experience for consumers (and luckily, it's something your search team can influence and control).

People can navigate the customer journey without ever clicking a website link

## GENAI SEARCH PULLS FRESH CONTENT FROM TRADITIONAL INDEXES USING RETRIEVAL-AUGMENTED GENERATION (RAG)

### How GenAI search engines work today



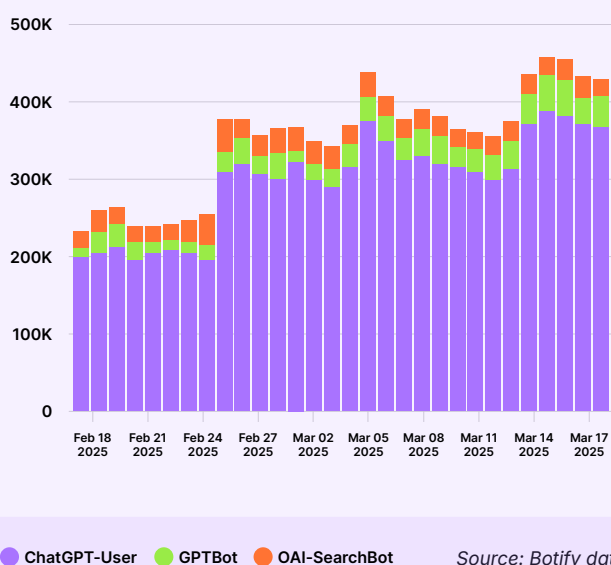
**CRAWLING BY AI BOTS IS RAPIDLY INCREASING**

Not all websites are treated equally by AI systems, though. Our data reveals fascinating industry-specific patterns in how AI platforms interact with different business types. E-commerce sites tend to receive significantly more real-time retrieval (RAG) crawling, as AI platforms need to pull fresh pricing, inventory,

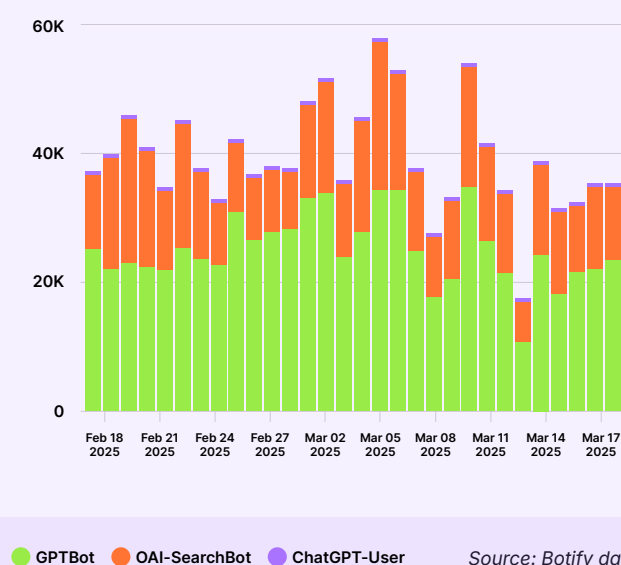
and product details. Content publishers, on the other hand, see more training-focused crawling as AI models look to build their knowledge base. Understanding your industry's AI crawling profile helps you optimize your visibility strategy for maximum impact.

**E-COMMERCE WEBSITE**

URLs crawled by OpenAI bot user agent by day

**CONTENT WEBSITE**

URLs crawled by OpenAI bot user agent by day



In search, AI assistants use their LLM-based knowledge to discuss topics conversationally and in-depth.

When they need to make a product recommendation, they use RAG to reference a search index to retrieve fresh, relevant content.

As the search landscape continues to evolve, some AI search platforms are building their own specialized indexes or fetching content live using RAG to reference a search index (Bing or other) to retrieve fresh, relevant content from live websites. We're already seeing this trend accelerating across our customer base, with Botify Analytics revealing significant increases in AI bot activity across various industries. They'll be able to discuss brands, share products, and reference websites with consumers all on their own — and that means being found on Google is no longer enough. This emerging trend might eventually create new pathways for visibility as these platforms look to customize their search experiences. As this unfolds, staying flexible in your approach will help you discover fresh opportunities **to be found everywhere search occurs, by consumers, bots, and AI agents.**

The majority of AI search platforms currently officially rely on the [Bing Web Search API](#) to provide access to an index; if your site content ranks in Bing, it will likely be found and referenced by most AI platforms.

"When your prices or product listings are updated; use tools like sitemaps or IndexNow to inform search engines directly."



**Fabrice Canel**  
Principal Product Manager  
Microsoft Bing



# How optimizing for AI leads to organic conversions

## WE'VE CAPTURED HOW AI SEARCH LEADS TO CONVERSION IN THE AI SEARCH FUNNEL

Search databases are alerted that your site content should be crawled.



**INFORM**

Bots crawl your site to find as much content as they can, quickly and efficiently.

**CRAWL**

Page code is translated into dynamic content that bots can easily "see" and understand.

**RENDER**

A static snapshot of your site is stored in a database, weighted by signals like freshness and priority.

**INDEX**

Organic search rankings are generated in response to a query. AI bots use these rankings to retrieve current information.

**RANK**

AI uses trained model data and live retrieval via top-ranking results from an index to summarize the most relevant content.

**SUMMARIZE**

Consumers take a conversion action after encountering brand mentions & citations in AI search.

**CONVERT**

**INFORM****Bing's role in AI search**

Bing stands out for its open, collaborative approach to search indexing. Unlike Google, it allows sites to submit content to its index directly, bypassing crawling and rendering, and provides broad access to its search data via the Web Search API. Many AI search platforms rely on this data, giving you a special opportunity to gain an edge in AI search. Using protocols like IndexNow, you can prompt multiple search engines to crawl your site. And by directly injecting content into Bing's index, you ensure real-time updates — like product prices, sales, and reviews — are immediately available for AI-driven search.

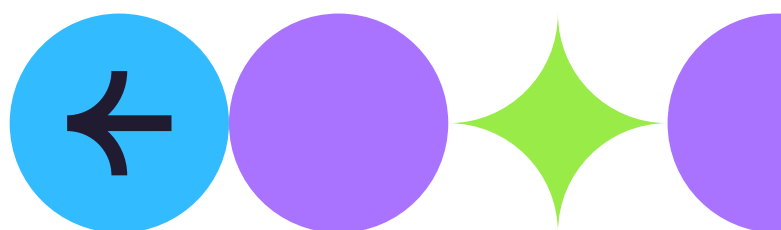
**SUMMARIZE****Summaries versus rankings**

Traditional search, the historical search experience popularized by Google and Bing, ranks websites in a hierarchy and asks consumers to explore them to find their answers. Elements like featured snippets and the newer AI Overviews offer some summarization in search, but they're still very different from the interactive experience on AI platforms. Because AI search is conversational, brand mentions are more common than direct links, and cited sources don't appear in the same kind of linked hierarchy as on Google or Bing. By finding, exploring, and summarizing the content itself, AI search feels much less like using a tool and more like consulting a helpful assistant who understands what you want.



The AI search funnel has several steps in common with the SEO funnel. Crawling, rendering, indexing, and ranking are all critical processes for how both search and AI bots find, understand, and prioritize your website.

In AI search, your goal is not to just be linked, but to provide the fullest picture of your brand's authority, expertise, and storytelling to convince the consumer from top of funnel to bottom that you're the right choice. Like with press relations or online influencers, there's tremendous potential in being found, learned about, and recommended in AI search.



# Preparing & resourcing your team

**Your current search team** — likely made up of technical SEOs, content marketers, digital marketers, and more — **is your hidden strength**. These are the people who have been on the front lines of organic search, working every day to understand how the algorithms work and helping them find the most relevant information to consumers' searches. They have extensive experience in getting your website through every stage of the SEO funnel above, and are the best-prepared team to guide you to success in AI search.

**Here's how you can set them up for success:**

## 1 EDUCATION

Commit to ongoing education for your team. They should know how AI technology works and how it affects organic search. Consider investing in professional development to bolster AI skills; they'll only become more important with time.

## 2 VERTICAL COMMUNICATION

Your search team needs to understand business priorities, strategy shifts, and your roadmap; you need to understand how search is driving results, goals and timelines, and metrics that impact revenue. As a marketing leader, how you communicate with your team is critical to both gaining buy-in and proving impact.

## 3 REPORTING

Alongside clear communication is reporting. As AI search expands, your teams will be tasked with sharing progress and showing impact. Find solutions and data sources that facilitate clear, accurate reporting, and automate where possible — every marketer knows how tedious building a report by hand can be.



## 4 TOOLING

In AI search, there's more work than ever and the same or fewer resources to do it. Your tech and marketing stack should complement your search team and existing efforts. Ideally, you'll find a solution that improves visibility across every search platform, leveraging AI-powered automation and agentic workflows to streamline and enhance the productivity of your teams. It's just not sustainable to have multiple teams and tools devoted to driving visibility on each platform.

## 5 INVEST IN YOUR TECHNICAL SEOS

As mentioned above, your technical SEOs will lead your brand to success in AI search. Their deep understanding of the search ecosystem is critical. Find ways to use AI to enhance and complement their existing skills while freeing up their bandwidth for strategic work.



# The Future of Traffic Acquisition

# 04



# Bot traffic will increase

Today, bots already make up [50% of website traffic](#) — and that percentage will only grow. We reached that number before AI search exploded onto the scene; in the coming years, it's safe to assume that [bot traffic will make up the vast majority of your site traffic](#). And while bot traffic has a bad rap, not all of it is harmful or low-value. As AI search expands and bots complete more tasks for consumers, your strategic bot traffic may soon be as valuable as today's human traffic.

Your most  
valuable visitors  
may be bots  
and agents

# AI agents will impact brands & search

Driving the bot traffic “revolution” is the latest innovation in AI technology, which we briefly discussed earlier: AI agents. The key thing to remember is that **AI agents use the power of LLMs to do work for you**. AI agents are able to make smart decisions and further streamline human productivity, and while they'll soon be powering the search processes your consumers use to find you, this technology is also a competitive advantage when it comes to streamlining your marketing processes.

## → AI AGENTS IN ORGANIC SEARCH

In organic search, an AI agent can complete tasks for the consumer. Imagine a scenario where the consumer often uses a platform, like ChatGPT. The platform learns that consumer's preferences, their schedule, perhaps even their subconscious behaviors and the triggers that lead them to purchase. (In fact, [Google's Gemini AI now factors search history](#) into its personalized responses.) It can combine that personalized knowledge with actually executing tasks. So when your consumer opens up their AI search app



and asks, “Please find me a rug that will match the sofa I bought last March,” the AI agent would consult what it knows about the person, find brands they like, compare prices and options, and recommend a product that could easily be followed up with “Thanks, please see if you can find a discount code and then purchase it for me.”



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**What does all of that mean for your website and marketing strategy?**

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**BOT TRAFFIC FROM AI AGENTS**

The consumer has no reason to leave their AI search app to make a purchase. Your site traffic will come from an AI agent; if it's blocked from accessing your website, the purchase cannot be completed.

**BOT-FRIENDLY SITE NAVIGATION**

The agent needs to find content quickly, accurately, and easily. If your site has information architecture problems or it's too difficult to crawl through, the bot may not find what it's looking for, impacting the conversion.

**CONTENT OPTIMIZED FOR BOTS**

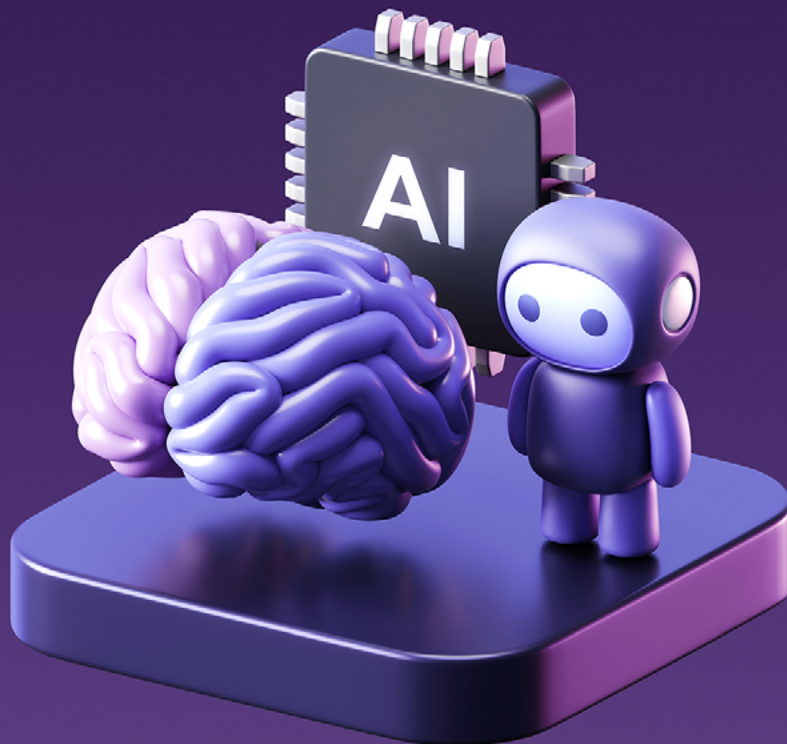
The agent needs to be able to render ("see") the content on the page; if there are any technical issues, the purchase won't be completed.

**NEW MEASUREMENT FRAMEWORKS**

You'll need to understand whether bots are finding your most valuable content and how; tracking technical data like log files will help, and analytics integrations can indicate whether conversions are coming from chatbots.

**BOT GOVERNANCE**

More bots accessing your site will make it more important than ever to have a strategic bot governance plan in place, ideally tied to business goals and outcomes.



## → AI AGENTS IN YOUR TECH AND MARKETING STACK

Fight fire with fire, meet AI agents with intelligent automation. As brands race to lead and win in the new search landscape, technology that does more work for your team at scale, automatically and instantly, will be your competitive advantage.

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**While agentic AI technology is still evolving, it's rooted in strong data, intelligence, and automation. Starting now, evaluate your tech and marketing stacks for solutions that:**

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### **AUTOMATE COMPLEX, TEDIOUS, AND MANUAL PROCESSES**

Give your team bandwidth and time to focus on strategic initiatives that will grow your competitive moat. Use solutions that automate and implement indexing and optimizations, facilitate fast and accurate reporting, and analyze and evaluate data for trends and opportunities.



### **FACILITATE DECISION-MAKING**

Data analysis is time-consuming and can require great effort to find trends and opportunities to capitalize on. Use solutions that intelligently analyze data, identify trends, and either suggest or take a course of action based on data.

# AI agents are your competitive advantage



### **OPTIMIZE AT SCALE**

Today, your team expends tons of resources on execution. An example: creating unique, optimized metadata across thousands of pages helps your content stand out in search, but it's grueling to do by hand. Find solutions that combine data and generative AI to accomplish search tasks at scale, and ideally deploy them across your site as well.



### **USE AGENTIC AI WORKFLOWS**

Stringing multiple tasks together and combining decision-making with automation and implementation will save your team untold hours in manual work and boost productivity. Solutions that incorporate AI agents today will likely expand those capabilities as technology advances.



### **PROVIDE INSIGHTS & DATA ON BOT BEHAVIOR**

To develop a bot governance plan that maximizes your visibility across AI and traditional search, you need to know exactly how they find, explore, and use your content. Your solutions should offer this data, plus insights on how to understand and optimize around it.



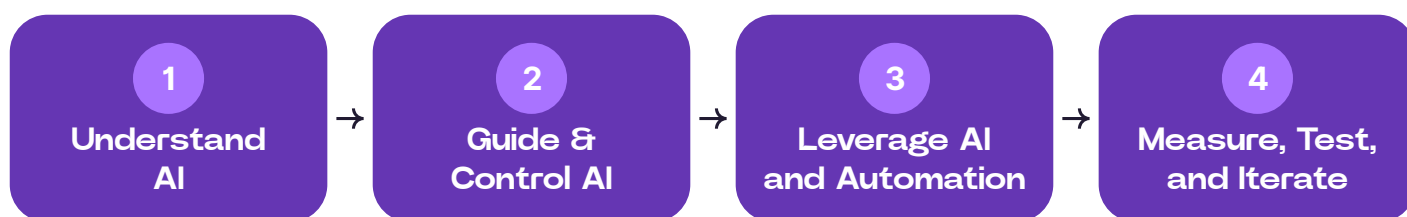
# The Framework For AI Search Success

# 05

Now that you have a full understanding of the AI search landscape, how it will impact your marketing strategy and brand, and what you can expect as things evolve, you're ready to build an action plan and tackle AI search as an early adopter.

As a marketing leader, you need to make informed decisions for your team and understand their goals to support and resource them. Helping your team succeed in AI search may seem daunting, but it doesn't have to be.

**This framework for AI search success is straightforward and can be customized according to your business goals:**



## 1 Understand AI

### → STAY UP-TO-DATE WITH AI ADVANCEMENTS AND NEWS

Now that you have a good baseline for how both AI tech and AI search work, you can focus on keeping up with advancements and supporting ongoing education.

#### Recommended Resources

- [Botify's AI Search Hub](#)
- [Bensbites.com](#)
- [Venturebeat.com](#)
- [The Verge: Latest in AI](#)
- [Forbes: AI](#)
- [Harvard Business Review: AI & Machine Learning](#)
- [TechCrunch: AI](#)

### → UNDERSTAND AI IMPACT WITH FIRST-PARTY DATA AND METRICS

Critical to understanding AI is understanding how it's currently impacting your brand. Your team can measure this in several ways:

**Crawl data:** Are AI search bots finding and exploring the content on your site? Which platforms, and what content are they finding?

**Visibility:** How is your brand being mentioned in AI Search? What is your share of voice?

**Traffic:** How much of your site's referral traffic can be attributed to AI search sources? What pages are they visiting most?

**Revenue:** Are your conversions attributable to AI-powered search sources?

## 2 Guide & control AI

### → DEVELOP YOUR AI GOVERNANCE PLAN

The most important thing you can do before taking any action to optimize for AI search is to develop a strategic, nuanced AI governance plan.

**Some brands have taken a wholesale block/allow approach to AI bot management, but there are risks and benefits associated with extremes on both ends of the spectrum:**

**BLOCKING** all AI bots means that your brand will never appear in AI-powered search. AI models will learn about your brand and products from third-party sources that may be inaccurate or unfavorable. Plus, AI bots won't be able to retrieve current product information or share links with consumers.

**ALLOWING** all AI bots risks the typical issues with bot traffic, such as infrastructure costs, bandwidth concerns, and security issues. Different verticals may also risk training LLMs on sensitive content or losing out on revenue if their business model requires human site visitors to consume content.

The best solution is to create a governance plan customized to your brand goals and marketing strategy. We've developed blueprints for crafting a strategic AI governance plan. Just answer these questions about your business to start building your AI search strategy.

What does this mean? You have to:

**Align your website and content with your business goals**

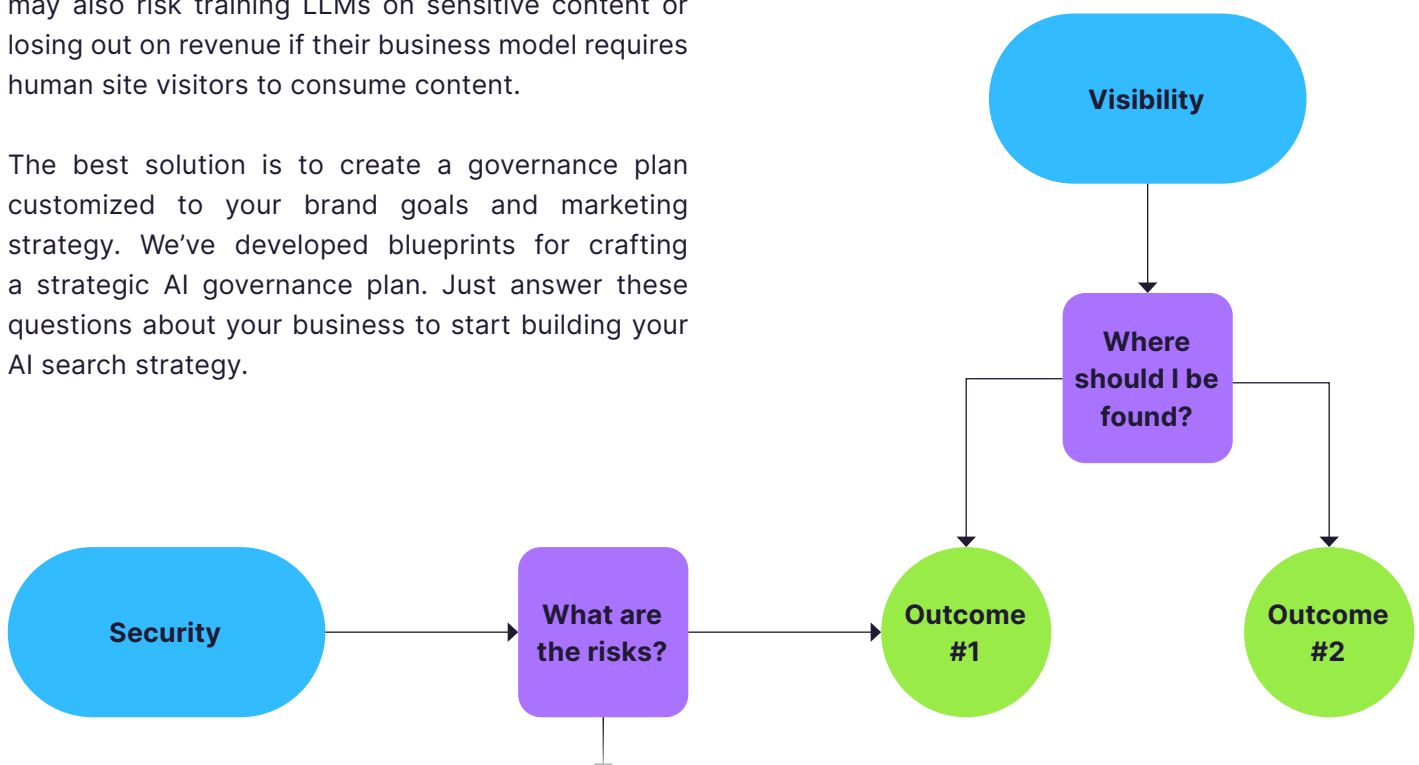
**Understand how traditional and AI search platforms work**

**Know how search platforms and AI use your content**

**Define how you want your content used and its ROI**

**Set rules for AI access to your content**

**Improve and refine based on data**



## → BUILDING YOUR AI BOT GOVERNANCE PLAN

Answer this series of questions to identify which AI search bots you should allow on your site, what content they should access, and why it matters from a business perspective.

### A. Why do I need my website to be found by bots?

- 1 To be visible to consumers in organic search (Google, Bing, etc.).
- 2 To be visible to consumers in AI search (ChatGPT, Perplexity, Meta AI, etc.).
- 3 To validate ad quality with Google's ad bots.

**i** Remember, different AI bots have different goals — some train models, some build indexes, and others find fresh content to summarize and/or share as a link. Different user agents are associated with each kind of bot, and can be controlled via tools like your site's robots.txt file. Knowing why you want to be found narrows down which user agents to allow (or not).

### B. Do I want AI models trained on my content?

- 1 **Yes**, I want AI models like ChatGPT and Google Gemini to learn about my brand from its source of truth (not competitors or third-party sources I don't control).
- 2 **No**, I'm worried about risks like data security or intellectual property concerns; I trust that my brand is authoritative and well-known.

**i** Allowing base AI models to train on your site content teaches them about your brand and can reinforce its brand authority, areas of expertise, brand storytelling, and help you control the narrative. However, most AI models are "out of date" once they're released and have ceased training a year or more prior; this can be a longer strategy to influence (see question 4).

### C. Which content do I want (or don't want) models to access and train on?

- 1 Core brand content that doesn't often change, such as company values, policies, and other brand stories you want to tell.
- 2 Content that reinforces my brand authority and expertise in an area or niche, such as resources, guides, the products you sell, and other educational content.
- 3 Content that reinforces positive sentiment, such as awards, testimonials, and case studies.
- 4 Other types of content (user-generated content, sensitive content, negative customer sentiment, thin or low-quality content, etc.).

**i** One thing to keep in mind is that training models can still learn about your brand from other sources, like Wikipedia, third-party reviews, and your competitors. If your website isn't the only source of truth for brand data in AI models, make sure to control your brand narrative across as much third-party content as you can.



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### D. Do I want AI search to find my newest content and summarize it with consumers?

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- 1 **Yes**, I want my most current product updates, inventory status, reviews, articles, and other recent content surfaced to consumers in AI search.
- 2 **No**, the potential loss of consumer traffic to my site would be too impactful on key revenue metrics (like ads or subscriptions).

**i** Because LLMs can't associate specific URLs with data from their trained models, allowing real-time retrieval of content is the only way to get linked citations in AI search. It ensures the most accurate and up-to-date information for consumers looking for products or comparisons in AI search, and is the easiest way to influence and impact results. However, there's always the chance that a consumer won't need to click through to your site, impacting your site traffic.

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### E. Which content do I want AI bots to find and prioritize?

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- 1 **Brand content**, which boosts discovery, enriches competitor comparisons, and reinforces my brand authority and brand storytelling.
- 2 **Product content**, which allows for product mentions, comparisons, and linked citations within AI search in addition to providing accurate, up-to-date information about pricing, inventory, sales, and more.
- 3 **Editorial content**, which can reinforce my brand narrative, authority, and storytelling to support the customer journey.

- 4 **User-generated content**, which can provide important proof points like real-world experiences, customer reviews, and more.

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### F. Which content should I block AI bots from finding?

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- 1 **Editorial content**, if there could be significant ROI impact from losing clicks directly to the website.
- 2 **Sensitive content**, like Personally Identifiable Information (PII) or other site content usually blocked from crawlers.
- 3 **User-generated content**, if it's thin, low-quality, or could be irrelevant to your customer journey and goals.
- 4 **Thin**, low-quality content that distracts AI bots from finding more important, valuable, and relevant content instead.

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### G. Which AI platforms are the most important for my brand? Where do I want to be found?

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- 1 **ChatGPT**: With over 800 million weekly users and an AI agent-powered browser in development that will be able to complete conversion tasks for consumers, ChatGPT is the most popular AI platform, is making progress in retail by adding product recommendations directly in the conversations, and clearly prioritizes the consumer experience.
- 2 **Perplexity AI**: Perplexity has formed multiple partnerships with well-known publishers and brands, including Perplexity Shopping, which supports consumer conversions directly on their AI platform.
- 3 **Mistral**: Marketed as "your AI assistant for life and work," Mistral's le Chat is an action-oriented AI platform that helps consumers achieve end goals by leveraging the power of search.

- 4 Bytedance (TikTok):** With 45% of Gen Z preferring “social search” to Google, appearing in TikTok’s search functions could benefit brands targeting younger demographics.
- 5 Meta AI:** Meta AI’s integration across Facebook, Instagram, and Whatsapp makes it a strong channel to leverage if your consumers spend time on these apps.
- 6 Google Gemini:** Gemini is a collection of AI models that power Google’s AI capabilities across its apps, including AI Overviews and Google’s new AI Mode.
- 7 Bing Copilot:** Microsoft’s AI assistant powers AI capabilities across its apps, including Copilot Answers in Bing search and the Copilot chatbot.



We’ve listed a few popular AI search platforms here, but rest assured this list will continue to grow as AI search expands. Work with your team to identify the search platforms that best align with your business goals.

## H. What does my competitive landscape look like on these platforms?

Give your search team an exercise: Have them take valuable, high-intent keyword data from Google Search Console, feed it into each platform, and see which brands and products are being mentioned and cited. Does your brand appear? Do your top competitors? What trends do you see?



## I. Which AI bots are associated with the platforms I want to be found on, and what do they do?

Now that you know where you want to be found, you’re ready to partner with your search team to finalize your AI bot governance plan. Have them research the specific user agents, or names of the AI bot crawlers that they’ll be creating rules for. Here are some helpful resources they can use:

- [Cloudflare’s List of Verified Bots](#)
- [Overview of OpenAI Crawlers](#)
- [Perplexity Crawlers](#)
- [Overview of Google Crawlers](#)
- [Overview of Bing Crawlers](#)
- [List of AI User Agents, Bots, & Search Crawlers](#)

### RESULTS

#### A list of the platforms and AI bots your team should optimize for, tied to supporting business reasons.

After answering these questions, you should have a solid idea of which platforms and bots to optimize for and what content you want them to access (or be blocked from), all supported by business reasons that tie back to your goals. Use this information to work with your search team on an action plan.



## → FEED THE AI SEARCH ECOSYSTEM VIA INDEXATION STRATEGIES

Think back to our AI search funnel: everything begins with being found. Conversions can't happen if your site isn't available to crawlers. With both traditional and AI search, your products only reach consumers if they're found by bots first. Now that you've built your AI governance plan and your team knows which bots to optimize for, you can proceed with an indexation strategy.

**Your indexation strategy should include:**

### A. Proactively pushing content to search and AI engines

- 1 **Generating optimized sitemaps and submitting them to Google and Bing** clues in the search giants that you have critical new site content to share.
- 2 **Participating in protocols like IndexNow** alerts top non-Google engines like Bing, Yandex, and others that your content has been updated, encouraging them to recrawl your site.
- 3 **Submitting URLs directly to Bing's index** is the most efficient and fastest way to get your site included in both traditional and AI search — it automatically adds your content, instantly and without requiring a crawl.

Botify's SmartIndex solution solves for each of these, automatically allowing you to get your website indexed across search platforms with a single action.

### B. Prerendering content for bots

"Prerendering" content means translating code into easily understood pages, critical for AI bots that can't render code like JavaScript. Botify Activation's SpeedWorkers solution automatically delivers your site content to search engine and AI bots in formats they understand, making sure none of your important content is missed due to technical limitations.

### C. Infrastructure cost mitigation

- 1 **Bandwidth:** with more bots comes more crawling, and your website's infrastructure is sure to see impact over the coming months as these crawlers ramp up. Thinking about solutions such as prerendering content (mentioned above) can lighten the load for your infrastructure while potentially mitigating costs. If a solution like Botify Activation's SpeedWorkers can mitigate the impact of AI bots, cost savings may be possible at the origin server level.
- 2 **Security:** an increase in bots can also lead to security concerns. Being mindful of the bots you are allowing and disallowing may help to mitigate infrastructure impact. Depending on your vertical, you'll also need to weigh the risk of training LLMs on any of your organization's sensitive or proprietary data.

#### Simplify AI search with experts on your side

Understanding, guiding, and controlling AI are big investments on their own. To streamline your strategy development and grow your own team's expertise while achieving more, consider investing in programs like [Botify Consulting](#).

## 3 Leverage AI and Automation

**Keeping up with AI-powered technology requires AI-powered solutions. Build your marketing and tech stack with tools that automate, scale, and streamline existing processes.**

Managing tens of thousands or millions of pages at scale is a huge task, and the rise of AI search makes it more complex. Achieving more without stretching your team and resources to their limits requires efficient, intelligent, AI-powered solutions. These should analyze data, make recommendations, and complete tasks automatically on behalf of your team.

### → START WITH ROBUST, RELIABLE DATA

Good data is your best friend for succeeding in AI search. It can tell you what's working, what's not, identify issues and opportunities, and facilitate reporting that earns you buy-in and resources.

Data analysis at scale is difficult, though, and with more to do and fewer hands, your team may struggle. When you compromise on data analysis, you risk losing the insights that power growth, competitive advantage, and protection from critical issues. Your solutions should shortcut the tedious aspects of data analysis, using AI to combine data from disparate sources, analyze it at scale, and summarize the findings clearly and comprehensively.

### → PAIR IT WITH INTELLIGENT RECOMMENDATIONS

Strapped for time and resources, most organic search teams struggle with taking the data they've analyzed and turning it into action. As AI search adds new platforms and consumer behaviors into the mix, strategies will pivot — but taking the path of the most impactful action isn't always immediately clear.

AI-powered alerts and recommendations identify trends in your data and highlight opportunities based on what actually works. Find solutions that use AI to turn your data into actions your team can take, then prioritizes them based on impact.

### → ACCELERATE WITH AI-POWERED WORKFLOWS AND AUTOMATION

With your data automatically analyzed and your to-do list defined and prioritized, it's time to take action. This step is often the most time-consuming for organic search teams; they're tasked with doing tons of optimizations by hand, such as:

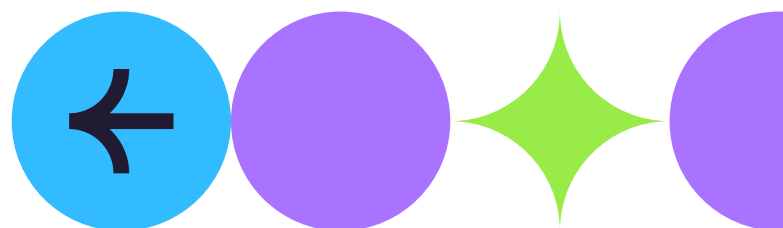
**Developing unique content to enrich thousands of pages**

**Adding those content updates to the pages themselves**

**Developing and implementing internal link structures**

**Deploying optimizations sitewide**

AI-powered tools solve this for brands as well. Multiple steps of the process can be automated into an AI-powered workflow, and some solutions even leverage AI agents to autonomously streamline and simplify your team's processes.



## 4 Measure, test, and iterate

**Make data-driven decisions, test what works, and iterate as you go. Early adopters of AI search will build a successful action plan long before the competition.**

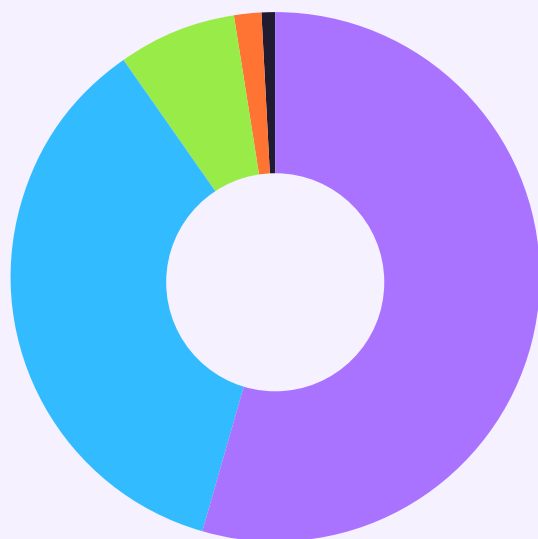
In the expanded search landscape, data is worth its proverbial weight in gold. You need a single data source of truth to cut through complexity, a reliable foundation for your decision-making and the actions you'll take to optimize.

By leveraging AI solutions to streamline and simplify your search processes, you can quickly become more agile, knowledgeable, and proactive with strategy. When they're freed from manual, time-consuming

tasks that can be automated, your team suddenly has bandwidth to focus on what grows your competitive moat: seeing what works (and what doesn't), making and measuring changes, prioritizing what works best, and learning directly from your own source-of-truth data how to influence your business goals with your search strategy.

Your solutions should make it easy to test different optimizations, with automated deployments and the ability to instantly roll-back any changes that aren't effective. Ideally, you'll be able to see results quickly, measure their value, and make changes accordingly, doing in a matter of days what used to take SEO teams months.

**Has the rise in consumer usage of generative search or generative AI assistants caused you to shift how you have measured search performance over the last year?**



54.55%

Yes, significantly

35.76%

Yes, but only slightly

7.27%

No, how I measure remains unchanged

1.82%

I'm considering changing my measurements

0.61%

I haven't considered changing

**Nine out of ten marketing leaders have already shifted how they're measuring search performance as a result of AI Search.**

*Source: Data collected in December 2024 from 300 marketing department leaders in the United States across the retail, e-commerce, tourism, and hospitality industries.*

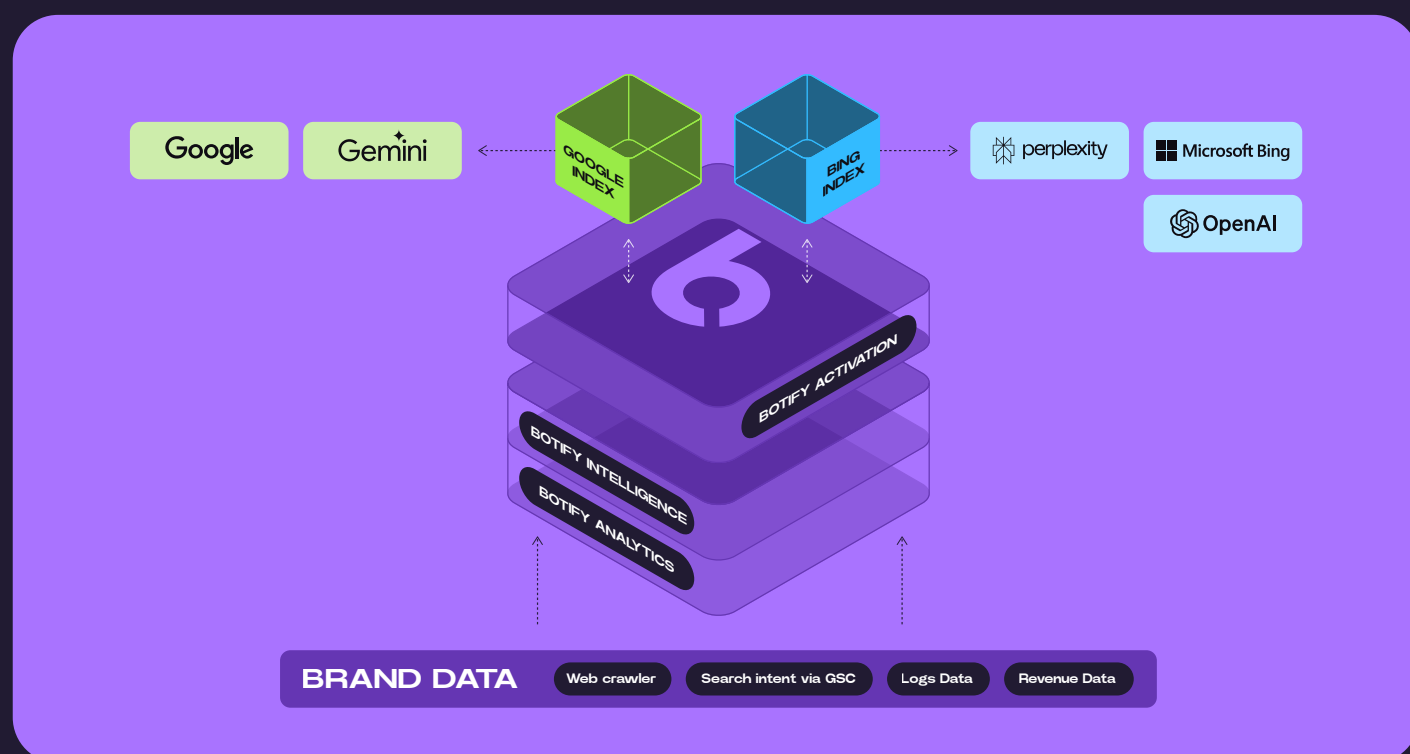
# Botify's full-funnel agentic AI solutions

Botify's AI-powered solutions streamline, simplify, and scale every step of the online visibility process — from data analysis to optimization deployment — to empower your team to work smarter, faster, and more efficiently in the evolving search landscape. By leveraging AI to analyze crawler and first-party data, make intelligent recommendations, generate custom metadata and content briefs, and identify internal linking opportunities, your team can move from insight to action swiftly.

Our indexation AI agents ensure search and AI bots quickly recognize valuable website updates, automating and maximizing visibility across both traditional and AI search. And with automated deployment, your team can implement data-driven optimizations across your site immediately, independent of engineering and other resource limitations.

As a complete solution, Botify boosts productivity 10x and accelerates time to market by eliminating manual work at every step, streamlining processes, and automating data analysis, actionable recommendations, deployment, and measurement & testing so your team can iterate quickly.

## Scale smarter, grow faster with Botify's agents



# Glossary of AI terms

**A** **Agentic:** the ability to act autonomously, making decisions and completing goals according to data inputs within an AI system.

**Agentic automation solutions for online visibility:** Software that uses agentic AI to independently achieve outcomes across a variety of tasks, streamlining and accelerating automated processes.

**AI agents:** Programs that use large language models (LLMs) to complete tasks on their own, without needing pre-programmed instructions or following predetermined steps.

**AI assistants:** Software applications that leverage LLMs and natural language processing (NLP) to converse with humans using voice or text, with the ability to answer questions and fulfill commands.

**B** **Bots:** Programs that crawl through website code to achieve a goal. In search, that goal is to index content, train LLMs, or find fresh information on demand.

**C** **Crawl:** A link-based method of website and content discovery used by AI and search engine programs called “crawlers” or “bots.”

**D** **Decentralized search:** The organic search landscape expanded beyond Google to include a growing number of AI-powered search platforms.

**G** **Generative AI (GenAI):** A type of artificial intelligence that uses machine learning to create new content based on learned pattern recognition.

**I** **Index (noun and verb):** A website index (noun) is a catalog of sites discovered by bots via crawling; indexes serve as the basis for links served in search engine results. To index a webpage (verb) is to include a snapshot of the page within the site catalog, to be referenced in the future.

**L** **Large language models (LLMs):** Machine learning models that can generate new content based on their knowledge of patterns within data inputs, such as human language.

**Learning database:** A collection of static content resources used to train LLMs, sometimes focused on niche areas of expertise.

**M** **Machine learning:** A type of artificial intelligence that uses statistical methods and algorithms to analyze and learn from patterns, enabling a system to “learn” as a human would without needing to be programmed in a specific way.

**N** **Natural language processing (NLP):** A type of artificial intelligence that analyzes and learns from human language to allow computers to understand and interact with people in a natural, conversational way.

**R** **Rank:** The numerical position that traditional search engines assign website links in a hierarchy, dependent upon a huge number of factors, including site optimization, personalization, localization, and more.

**Render:** The process that bots use to visualize or “see” the content on a page via its code; some types of code (like JavaScript) can be more difficult or impossible for certain bots (like AI bots) to render.

**S** **Summarize:** AI search platforms summarize information from different sources: what their model training bots have learned when crawling your site, and what their live retrieval bots find when consulting an index. These summaries can include unlinked brand mentions or linked and cited sources, depending on the query.



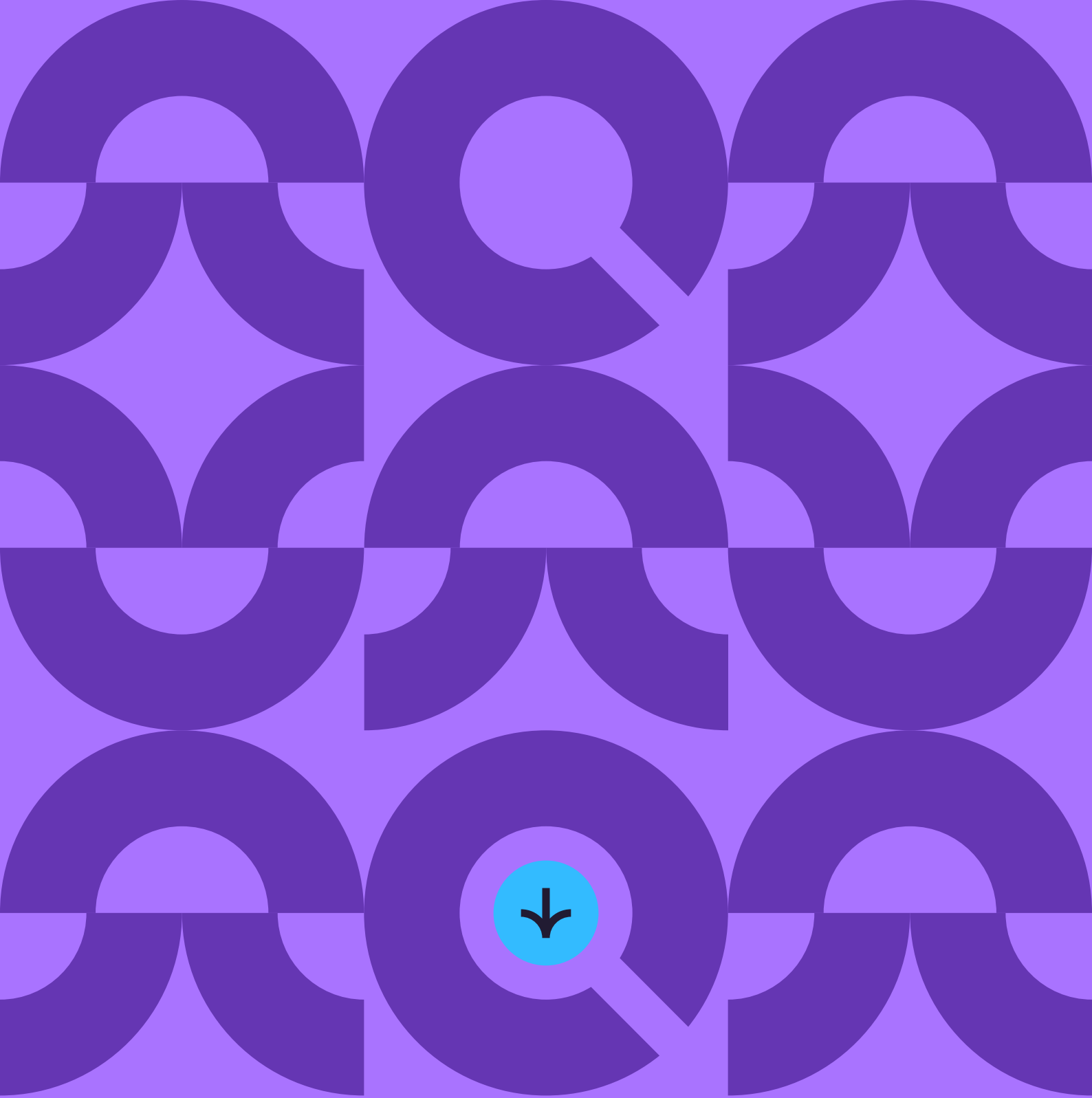
# About Botify

Botify's leading agentic AI search technology and seasoned experts ensure every brand has the power to be found, both in traditional and AI search. With one powerful platform, brands achieve visibility, relevance, and greater control across Google, Bing, ChatGPT, Perplexity, and more.

Botify's technology powers agentic workflows, AI-driven recommendations, and automated cross-platform indexing and deployment. Brands maximize visibility wherever consumers, bots, and AI agents search, protecting and capturing revenue across all search platforms.

Trusted by 500+ leading brands including Macy's, Levi's, Farfetch, the New York Times, and Marks & Spencer, Botify drives digital discovery, sustained profitability, productivity, and brand authority in an AI-first world.

[Book a demo](#)



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