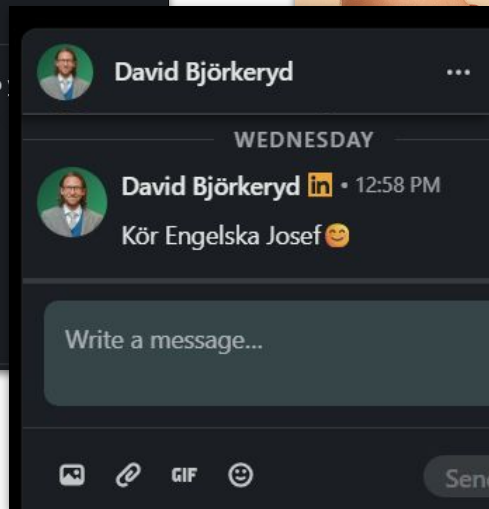
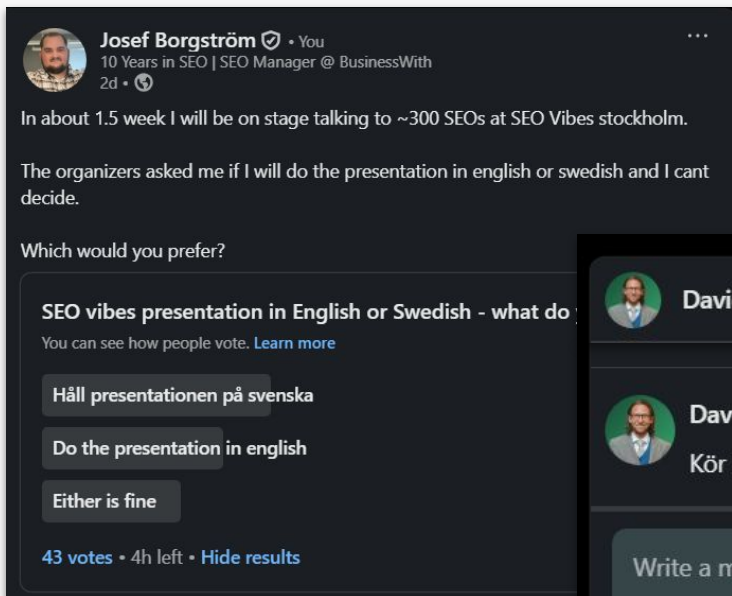


LLMs vs. Google: What I've Learned (And What You Should Know)

Josef Borgström
BusinessWith



First thing - Let me address the language



- 1. Introductions**
- 2. What's happening with traditional search?**
- 3. Examining the rise of LLMS**
- 4. My approach to LLM Optimization**

Agenda

Who am I?

My Profile:

- 10 years in SEO
- Jury member for the Swedish SEO Award 2022
- Speaker at SEO Vibes 2024

Workplaces:

- SEO Team Lead – s360/Docklin
- SEO Team Lead – 56K Digital
- SEO Consultant – KliKKi/Nordic Morning

Earlier this year I switched to client side after 10 years of consulting





BusinessWith makes it easier for companies to buy softwares and AI-solutions.

BusinessWith is a SaaS matching service

SaaS buyers

Find

all providers

...

Compare

against each other

...

Choose

and initiate conversation



SaaS providers

Leads

with proven intent

...

Branding

to target clients

...

Reviews

Independently generated

What you can expect today

The Industry Shift



**Let's start with the biggest
concern out there**



**AI replace Google
search!**

**SEO IS
DEAD!!!!!!**

“I never Google anymore”
- Some dude on LinkedIn

Nope.

If you look at the data, that's not what's happening

A Study from three weeks ago - August 26th



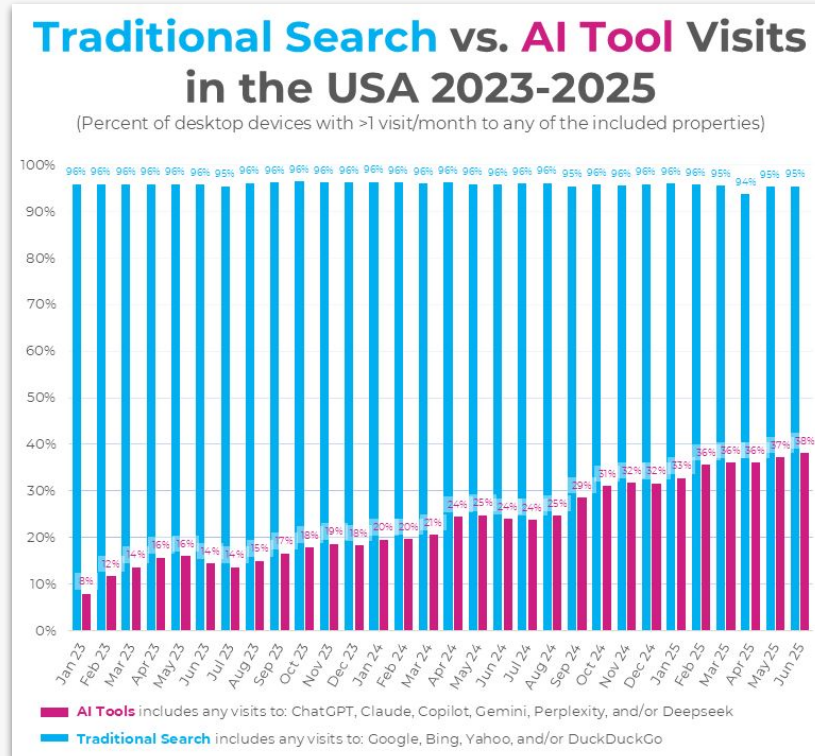
New Research: 20% of Americans use AI tools 10X+/month, but growth is slowing and traditional search hasn't dipped



By Rand Fishkin August 26, 2025

Average usage of Traditional search vs AI over 2.5 years:

- AI has grown ~40%
- SEO has declined by less than 1% - Basically flat curve

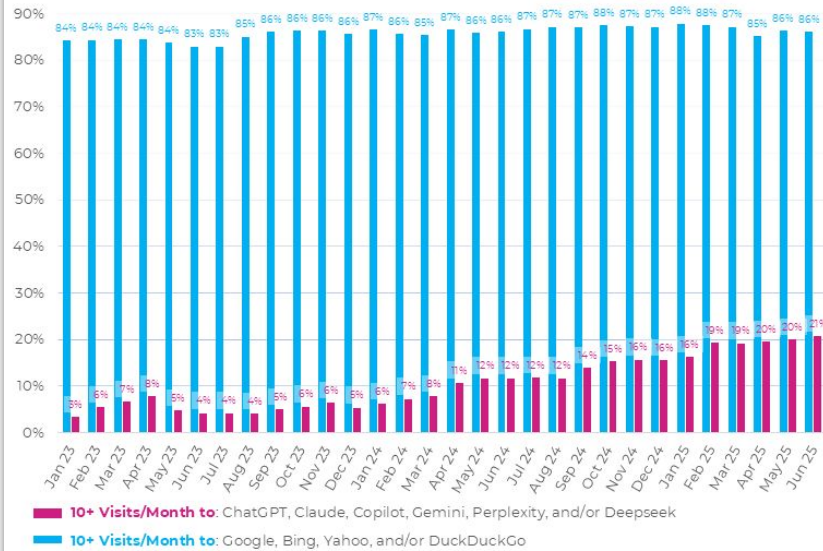


What about heavy users?

- Their Traditional search usage increased by 2%

What Percent of Americans are Heavy Users of Traditional Search vs. AI Tools 2023-2025

(Percent of US desktop devices with 10+ visits/month to any of the included properties)



This is a consistent finding across many studies:

All the big platforms are growing

A website with live comparison data by ahrefs

AI vs Search Traffic



Final example

ChatGPT usage actually **INCREASES** Google search usage

Study based on 260 billion rows of clickstream data between January 2024 and June 2025

ChatGPT Is Not Replacing Google —It's Expanding Search

	Before Using ChatGPT	After Using ChatGPT
Google Search sessions/week	10.5	12.6
ChatGPT sessions/week	0	5

semrush.com



How can everything be growing?

**Potential explanation:
We are all spending more time on our screens.**

SEO is not dead

(Not this time either)

Guess who is investing in SEO right now?

ChatGPT is hiring a content strategist with SEO focus

Interestingly, the role doesn't mention LLM visibility

 OpenAI

Content Strategist, Chatgpt.com 

San Francisco, CA · 5 days ago · Over 100 people clicked apply
Promoted by hirer · Responses managed off LinkedIn

\$310K/yr - \$393K/yr Full-time 4 of 10 skills match

Apply  Save

See how you compare to over 100 others who clicked apply
Access exclusive applicant insights, see jobs where you have the highest chance of hearing back, and more.
 Retry Premium for SEK0

About the job

About The Team

We're the team behind [ChatGPT.com](#), where millions of people discover, explore, and use AI every day. Our mission is to make ChatGPT as useful and approachable as possible—whether someone is trying it for the first time or returning daily. We work at the intersection of product, growth, and brand, shaping how the world understands and engages with [ChatGPT](#).

See more 

In This Role, You Will

- Own the content strategy for [ChatGPT.com](#), aligning it to growth, acquisition, and product goals.
- Create, write, and edit high-quality content—from landing pages to guides to campaigns—that drives traffic and adoption.
- Define and evolve ChatGPT's voice and tone across owned web surfaces, ensuring consistency and clarity.
- Partner with [SEO](#), growth, and product marketing teams to identify opportunities and measure impact.
- Build and maintain a scalable content framework and editorial calendar.
- Develop messaging hierarchies that explain ChatGPT to different audiences (from curious newcomers to advanced users).
- Use data, research, and experimentation to refine content for maximum reach, clarity, and conversion.
- Collaborate with design and engineering to bring content to life in elegant, user-centered ways.

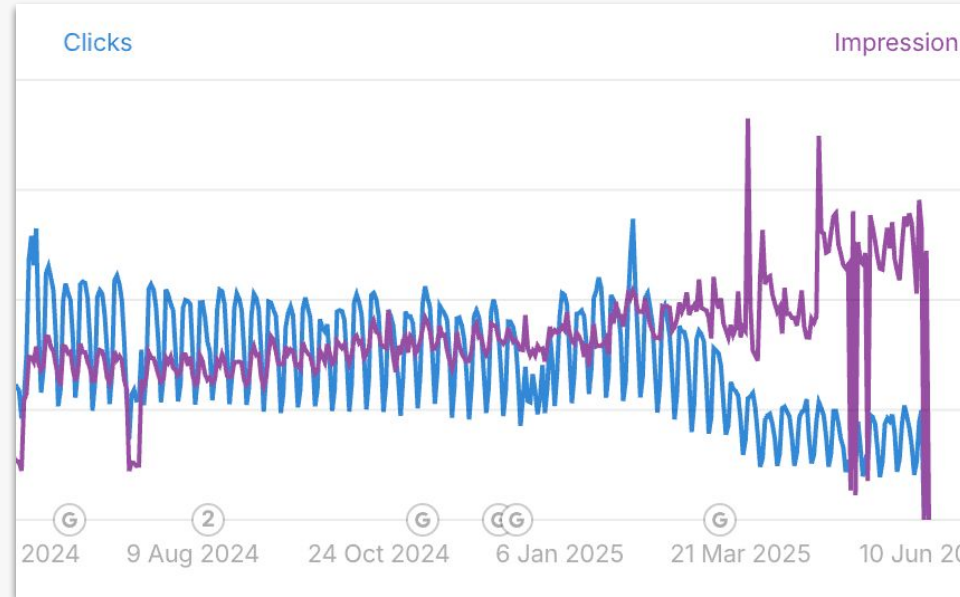
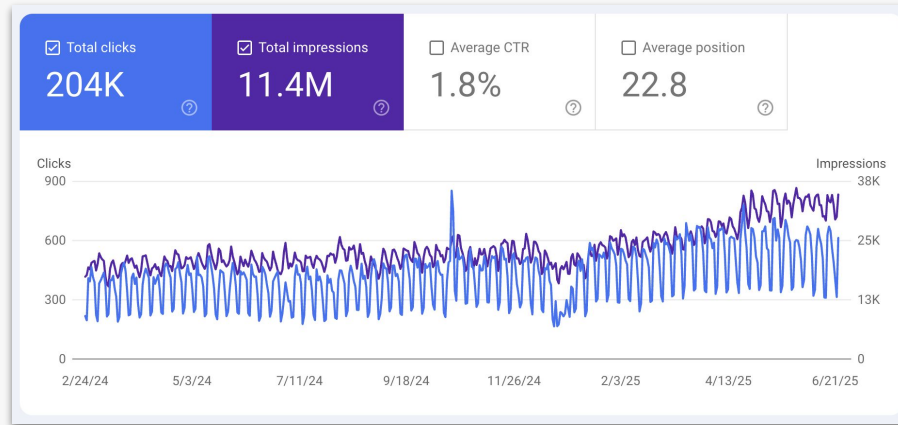
You Might Thrive In This Role If

- You have 6–10+ years of experience in content strategy, copywriting, or growth marketing at a high-growth company or prominent brand.
- You have experience with strategy and writing for both business and consumer audiences.
- You've led content for major web properties, balancing storytelling with measurable business impact.
- You can zoom out to set strategy and frameworks, and zoom in to perfect a headline, subhead, or call-to-action.
- You have strong [SEO](#) and growth instincts—you understand how content drives traffic and how to optimize for visibility and conversion.

What's changed for traditional SEO?

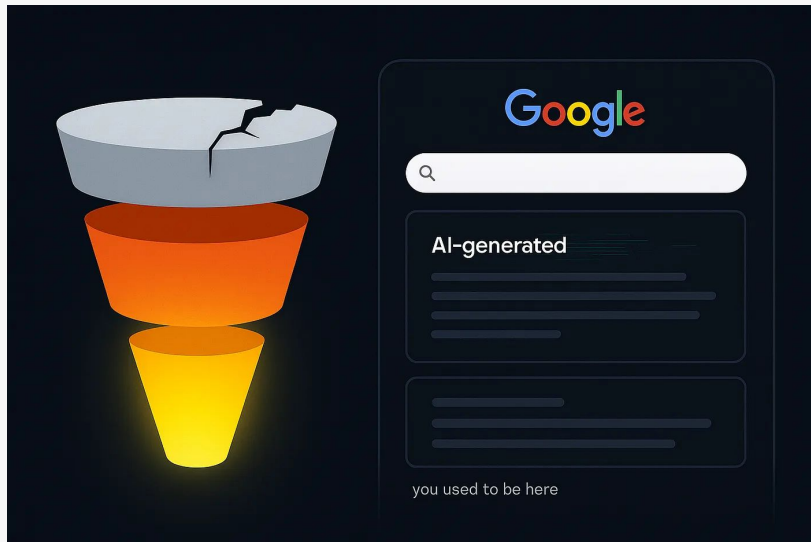
The Great Decoupling or “the crocodile”

Impressions and Clicks used to rise and fall together - Now, they're drifting apart.



Some are calling this the end of top funnel content

I don't know if i'd go that far



What i would agree with:

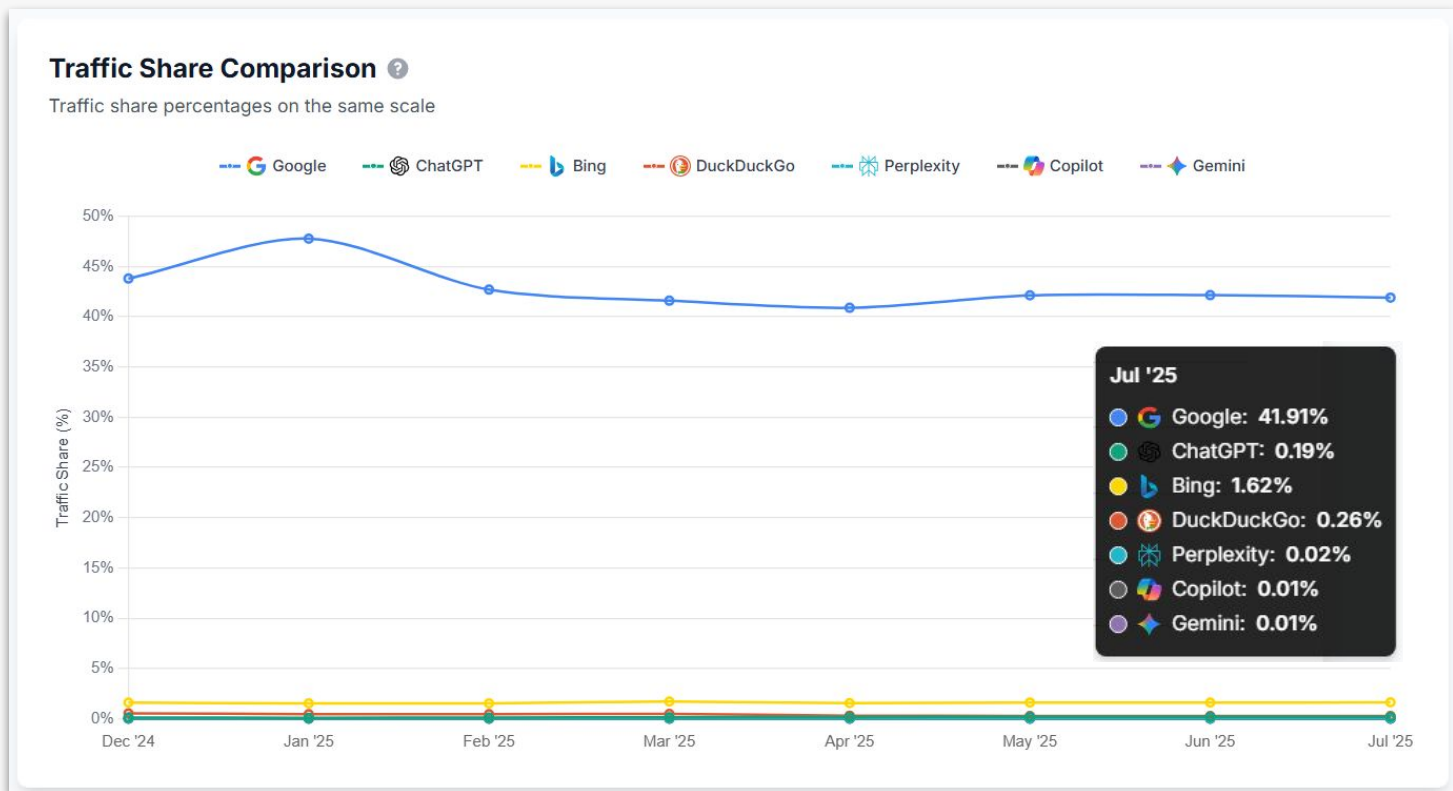
- “What is [X]” - Articles & big guides are probably not as relevant anymore
- It's probably more worthwhile to focus on original data & contributing information that can be used for other marketing channels as well:
 - Studies
 - Reports
 - Analysis
- Avoid repackaging content without a specific reason. For example - if you need to build topical authority for a new business area.
- In the future, marketers will likely view 2024 as a “peak traffic year.”

So what does it mean when clicks are going down?

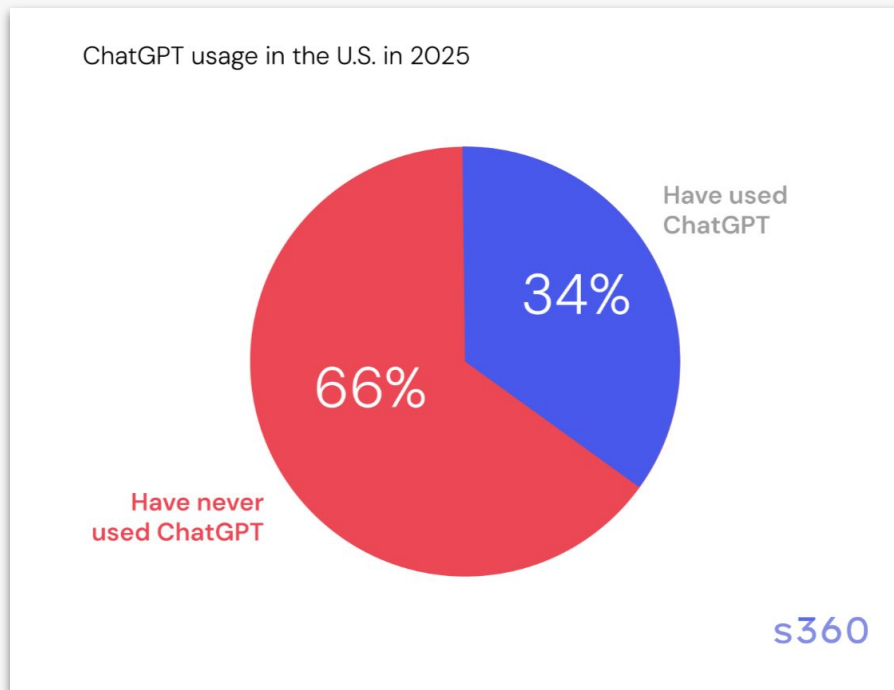
**So SEO is not going down, what
about the rise for LLMS?**

ChatGPTs volume is still extremely low compared to Google.

ChatGPT has just over 1/10th the traffic share of Bing

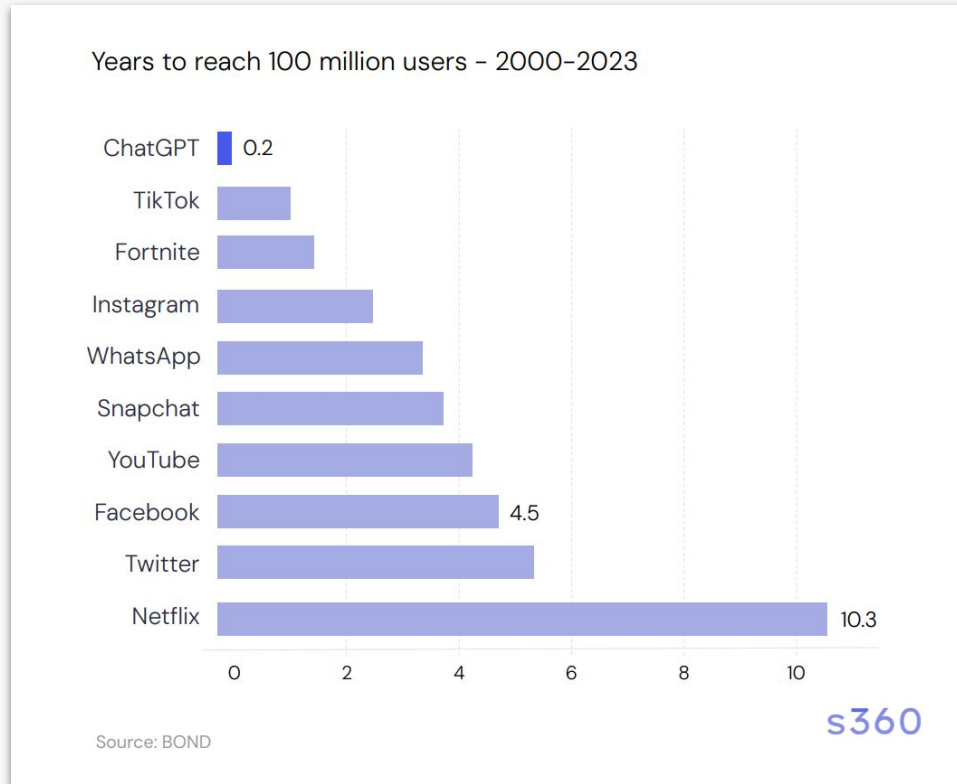


For a large majority, LLMs is not a part of their day-to-day life



In Sweden,
this same
number was
29% for 2024

What's really staggering about ChatGPT is how quickly it grows



AI referrals seem to deliver conversions

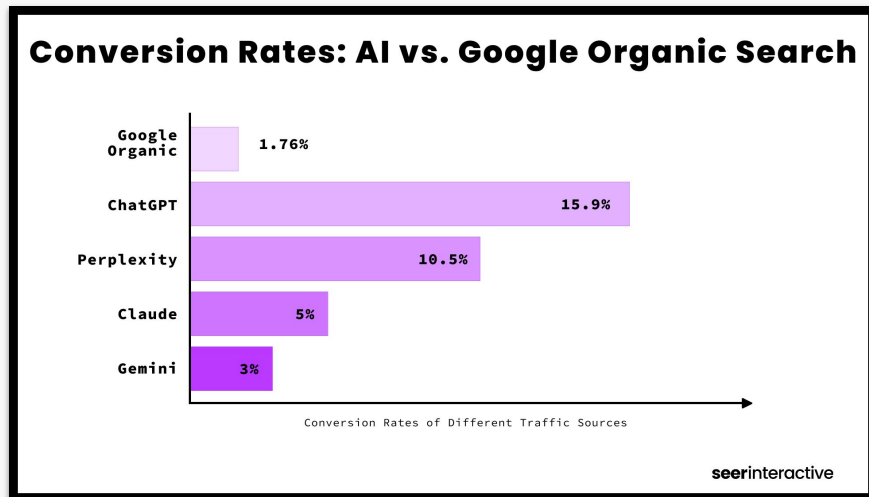


DATA & STUDIES

Does AI Search Traffic Convert Better Than Traditional Search? For Ahrefs, Yes: 0.5% of Visitors Drove 12.1% of Signups

By Patrick Stox ✓ Reviewed by Louise Linehan, Ryan Law

June 16, 2025 • 4 min read



 **Forbes**

INNOVATION > AI

Study Shows LLM Conversion Rate Is 9x Better

<https://ahrefs.com/blog/ai-search-traffic-conversions-ahrefs/>
<https://www.seerinteractive.com/insights/case-study-6-learnings-about-how-traffic-from-chatgpt-converts>
<https://www.forbes.com/sites/lutzfinger/2025/06/19/study-shows-llm-conversion-rate-is-9x-better---aio-is-coming/>

Two biggest questions going forward:

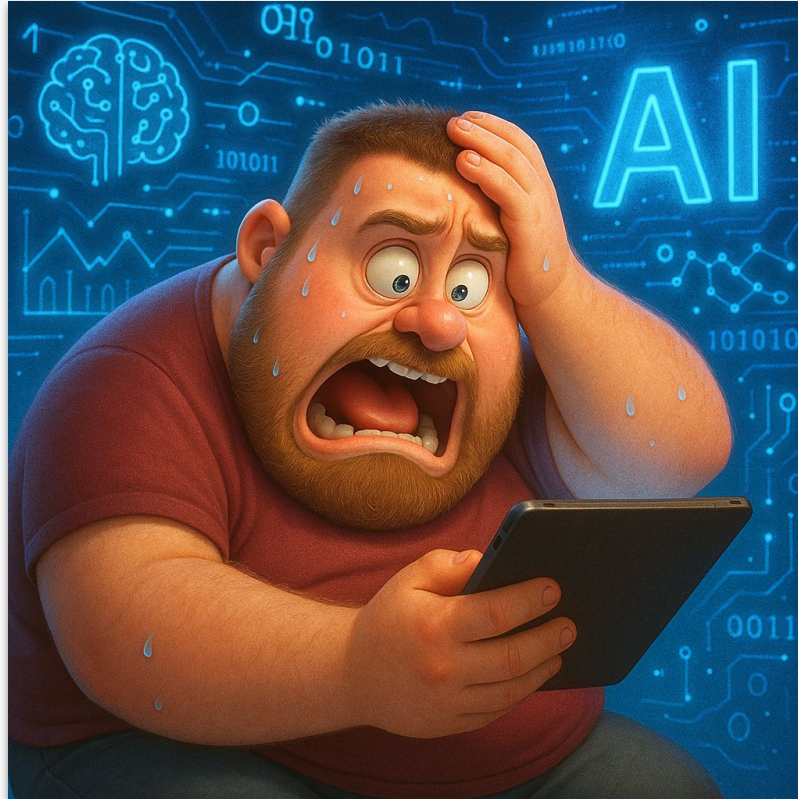
**Will ChatGPT be
able to keep
growing at the
same pace?**

**Will the current
high conversion
rates grow with it?**

LLM Optimization

What's my approach?
(No results to show yet)

This was the starting point for me - drowning in AI news.



Instead of trying to take everything in at once - I needed to simplify

1 - Select a starting point

2 - Set a tracking baseline

3 - Attempt to drive results

1 - Select a starting point

I decided I needed to choose one LLM to focus on

ChatGPT

Gemeni

Claude

Grok

perplexity

Copilot

Deepseek

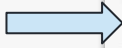
**AI
Overviews**

I started looking at demographics for different LLMs

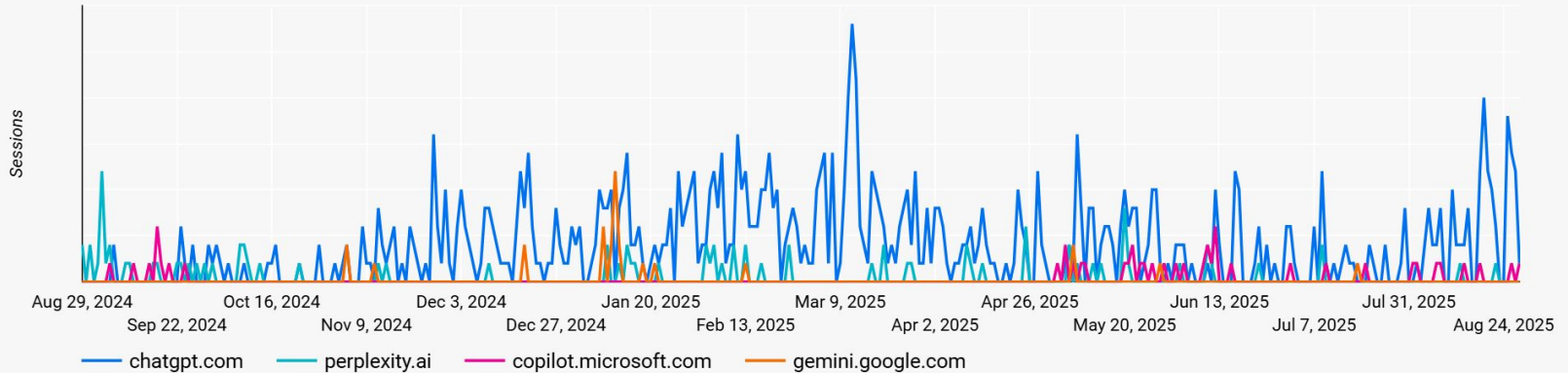
	ChatGPT	Gemini/ AI Overviews	Claude	Grok
Use Cases	Marketing, dev help, general content	Research, academic, multimodal industrial applications	Legal, healthcare,	Financial math, coding tasks
Demographics	Younger, educated, students	Researchers, manufacturing tech teams	Regulated industries professionals	Precision devs; privacy-oriented users

Until I realized I should just look at the data

Looking at our referral traffic from LLMs there was a clear winner

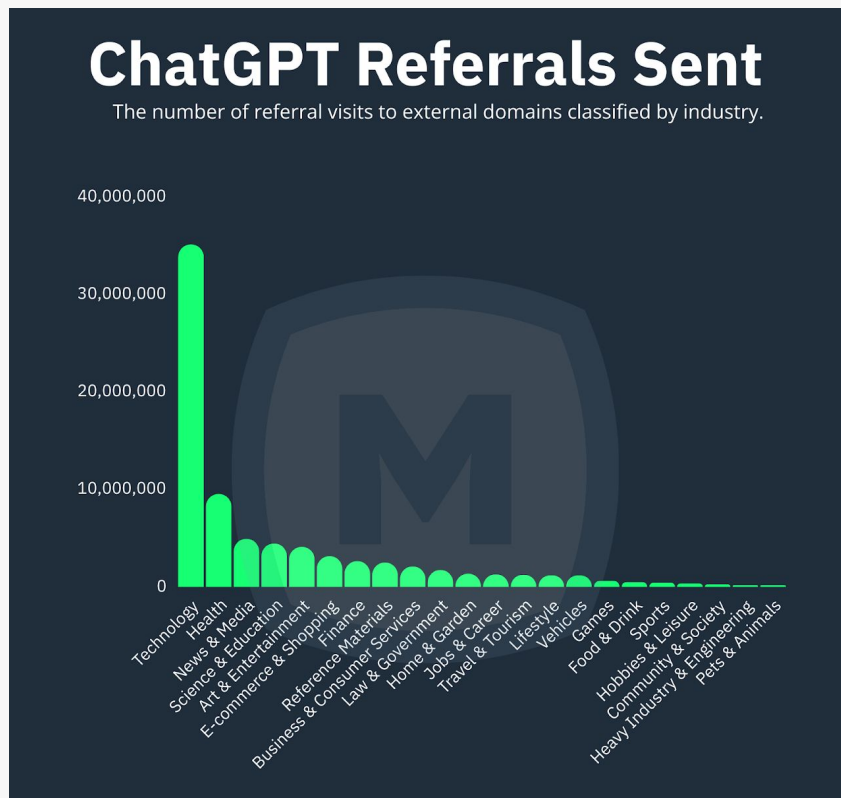


Session source	Sessions ▾	% Δ	% Sessions	% Δ	Bounce rate	% Δ
chatgpt.com		23,933.3% ↑	82.2%	1,599.1% ↑	41.19%	-38.2% ↓
perplexity.ai		230.8% ↑	9.8%	-76.6% ↓	48.84%	81.4% ↑
copilot.microsoft.com		46.7% ↑	5.0%	-89.6% ↓	20.45%	-65.9% ↓
gemini.google.com		733.3% ↑	2.9%	-41.1% ↓	28%	-



ChatGPT sends more referrals within tech than any other space

(BusinessWith is in the tech space)



**I decided to make ChatGPT
a priority channel for Q3 & Q4**

This meant ignoring other LLMs
- for now -

**Focusing all my attention and efforts to see
what I could accomplish on ChatGPT if I tried**

(Again, I have no results of my own to show yet, stop asking) 😞

~~1 - Select a starting point~~ ✓

2 - Set a tracking baseline

3 - Attempt to drive results

2 - Set a tracking baseline

There are a few options out there for LLM tracking.

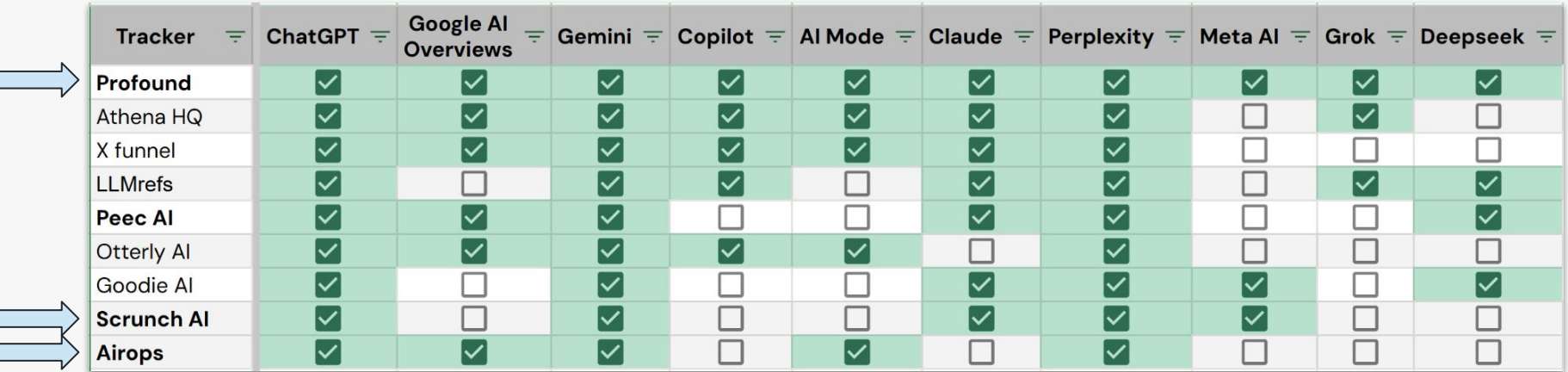
LLM tracking I decided to evaluate



First question - which tracker scrapes what?

Tracker	ChatGPT	Google AI Overviews	Gemini	Copilot	AI Mode	Claude	Perplexity	Meta AI	Grok	Deepseek
Profound	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Athena HQ	✓	✓	✓	✓	✓	✓	✓	☐	✓	☐
X funnel	✓	✓	✓	✓	✓	✓	✓	☐	☐	☐
LLMrefs	✓	☐	✓	✓	☐	✓	✓	☐	✓	✓
Peec AI	✓	✓	✓	☐	☐	✓	✓	☐	☐	✓
Otterly AI	✓	✓	✓	✓	✓	☐	✓	☐	☐	☐
Goodie AI	✓	☐	✓	☐	☐	✓	✓	✓	☐	✓
Scrunch AI	✓	☐	✓	☐	☐	✓	✓	✓	☐	☐
Airops	✓	✓	✓	☐	✓	☐	✓	☐	☐	☐

I decided to look closer at a selected few.



Tracker	ChatGPT	Google AI Overviews	Gemini	Copilot	AI Mode	Claude	Perplexity	Meta AI	Grok	Deepseek
Profound	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Athena HQ	✓	✓	✓	✓	✓	✓	✓	☐	✓	☐
X funnel	✓	✓	✓	✓	✓	✓	✓	☐	☐	☐
LLMrefs	✓	☐	✓	✓	☐	✓	✓	☐	✓	✓
Peec AI	✓	✓	✓	☐	☐	✓	✓	☐	☐	✓
Otterly AI	✓	✓	✓	✓	✓	☐	✓	☐	☐	☐
Goodie AI	✓	☐	✓	☐	☐	✓	✓	✓	☐	✓
Scrunch AI	✓	☐	✓	☐	☐	✓	✓	✓	☐	☐
Airops	✓	✓	✓	☐	✓	☐	✓	☐	☐	☐

My takeaways from closer evaluations

All three seems good, which is best depends on your needs

The logo for Profound, featuring a white circular icon with a stylized 'P' and the word 'Profound' in white text on a black background.

Enterprise focused

**Claims to have LLM search
volume data from
"third parties"**

Expensive

**AIO strategist
consultation included**

The logo for air ops, featuring the words 'air ops' in white text on a black background.

Action Layer

**Not just insights, but also
tactical outputs**

**strong option if you want
your data to connect
directly into execution.**

The logo for scrunch, featuring a white circular icon with a stylized 'S' and the word 'scrunch' in black text on a white background.

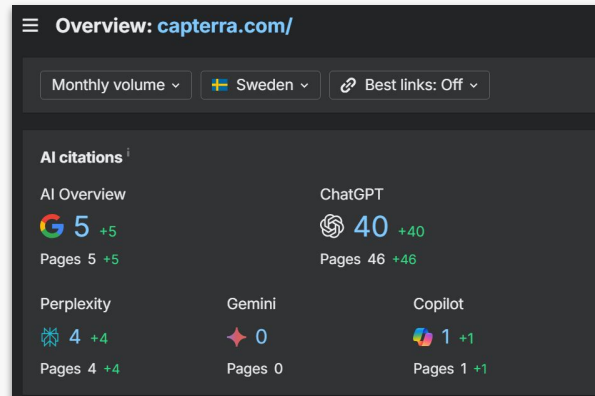
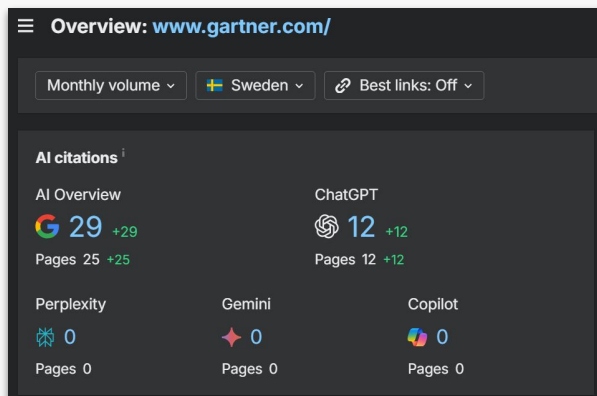
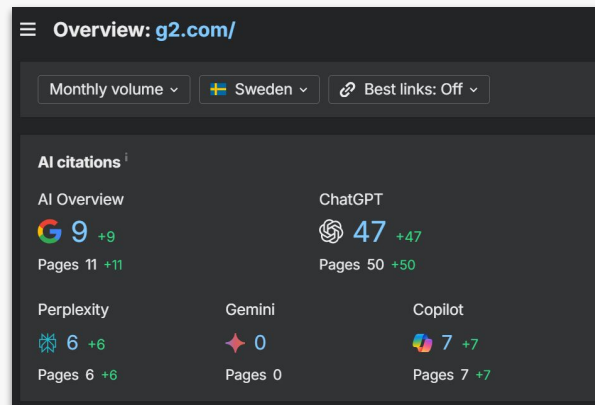
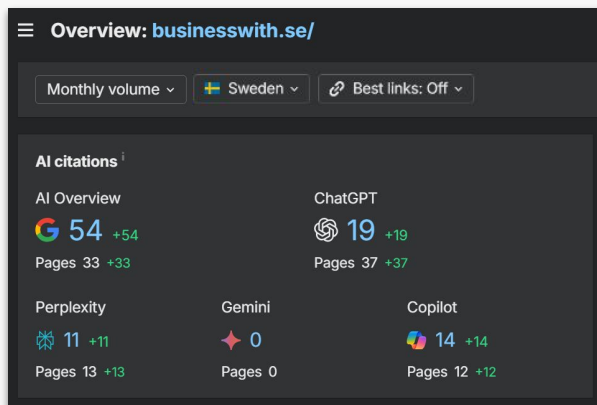
**More of a budget-friendly
option.**

**Solid features for mentions
and citations.**

**Strong focus on customer
personas**

**Data history only for 90
days.**

The quick & dirty way - Ahrefs "AI Citations Report"



Don't forget your GA data

This article tells you how to set up LLMs as their own channel to track in GA4

[INSIGHTS]

Case Study: 6 Learnings About How Traffic from ChatGPT Converts

```
.*chatgpt.*|.*poe\.com.*|.*copilot.*|.*bard.*|.*gemini.*|.*perplexity.*|.*openai.*|.*claude.*
```

You can apply this regex as a rule in your channel grouping, usually matching against the “Source” or “Source / Medium” dimension. This helps you separate AI traffic from other organic or referral traffic so you can track it more precisely.

~~1 - Select a starting point~~ ✓

~~2 - Set a tracking baseline~~ ✓

3 - Attempt to drive results

3 - Attempt to drive results

Free resource 1) The AI Search Manual

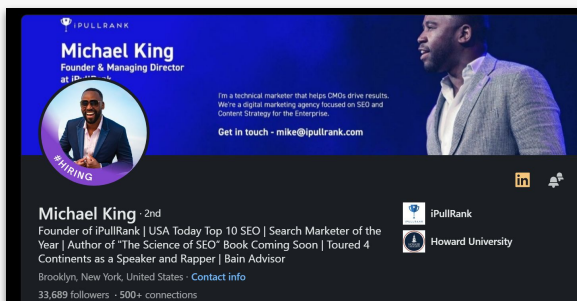
By Ipullrank & Michael King

THE AI SEARCH MANUAL

THE OFFICIAL DOCUMENTATION FOR
RELEVANCE ENGINEERING IN AI SEARCH

Get Started

TL;DR



Free resource 2)

The AI Search Content Optimization Checklist

By Aleyda Solís

AI Search Content Optimization Checklist - V2 by Aleyda [Upd on June 21, 2025 - To Share] ☆ 📄 ↺			
File Edit View Insert Format Data Tools Extensions Help			
K7 50% \$ % 0.00 123 Arial 10 B I ↺ A ↺ 📄			
The AI Search Content Optimization Checklist - V2 [by Aleyda]			
What	Why	How	Example
1. Optimize for Google's Latest Reranking	AI search engines don't index or retrieve whole pages – they break content into passages or "chunks" and retrieve the most relevant segments for synthesis. That's why you should optimize each section like a standalone snippet.	Keep passages semantically tight and self-contained.	Good: 👉 What is Technical SEO?> Technical SEO focuses on optimizing a website's infrastructure to ensure search engines can crawl, render, and index content effectively. It includes enhancing internal linking, site speed, mobile usability, and implementing structured data tags. Why this works: - One clear concept: "What is Technical SEO?" - Self-contained and understandable without needing other sections - Structured with a clear heading and concise explanation. X Bad: 👉 Learn SEO> SEO is a vast field encompassing a wide range of technical, content, link building, and more. For example, technical SEO helps with crawlability and indexation. Content is key for relevance. Link building supports authority. All of these are important parts of an SEO strategy you'll need to understand thoroughly as you go through the roadmap. > Why this fails: - Mixes concepts gathered into one paragraph - Lacks focus, not semantically tight - Heading is too broad (Learn SEO?) and doesn't guide chunk retrieval - Requires surrounding content to make sense
2. Optimize for Answer Synthesis	AI search engines synthesize multiple chunks from different sources into a coherent response. This means your content must be easy to extract and logically structured to fit into a multi-source answer.	Summarize complex ideas clearly, then expand (a clearly structured "Summary" or "Key takeaway").	Good: 👉 What is an SEO audit?> An SEO audit is a comprehensive analysis of a website to identify issues that could affect its performance and organic visibility in search engines. It typically includes reviewing the site's crawlability, indexability, speed, structured data usage, content relevance and quality, and link profile in comparison. The goal is to uncover technical, content, and link-related issues and opportunities to improve search performance in organic search. > Why this works: - Starts with a direct, concise sentence. - Summarizes with structural detail - Uses GQA format and clear heading - Then, factual facts X Bad: 👉 SEO audits and other essential resources we offer> At LearningSEO, we guide you through audits, checklists, and toolkits tailored to improve your visibility online. Our complete SEO roadmap empowers marketers to become experts. Discover how technical SEO, content, and backlinks can take your traffic to the next level. > Why this fails: - Promotional and vague language - No clear definition or reasoning - No structural data - Lacks GQA structure and extractable format - Merges multiple topics, hard to synthesize into an AI response
3. Optimize for Answer Synthesis	AI search engines synthesize multiple chunks from different sources into a coherent response. This means your content must be easy to extract and logically structured to fit into a multi-source answer.	Use specific, up-to-date, verifiable claims, fact-based statements, not vague generalities.	Good: 👉 What is a robot.txt file and how does it affect SEO?> The robots.txt file is used to control how search engines crawl your website. According to Google Search Central, it allows a page in your website's root directory to prevent a bot from being crawled but does not prevent indexing of other signals (like links) from it. > Why this works: Provides a precise, verifiable claim directly linked to official documentation



Aleyda Solís • 2nd

International SEO Consultant & Founder at Orainti. Maker of the...

Spain

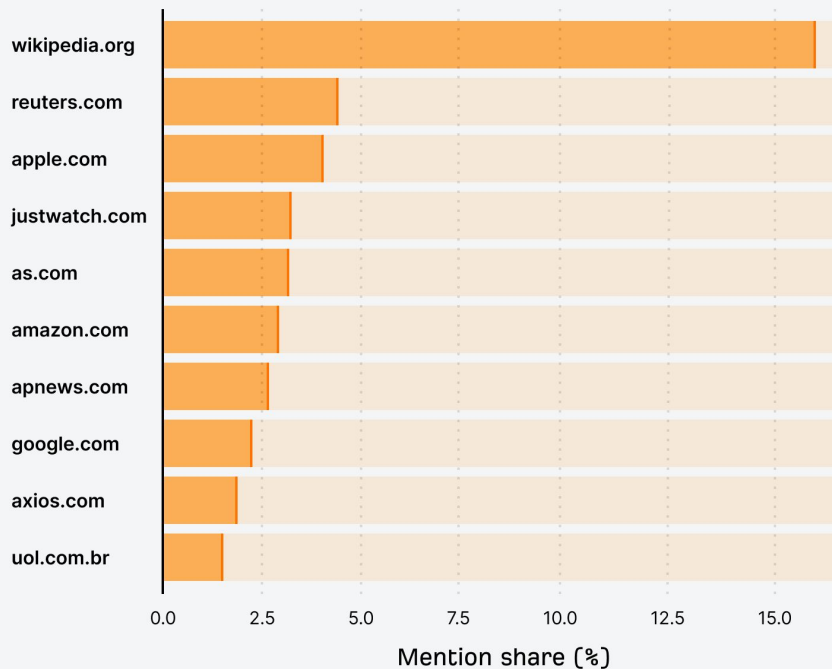
97K followers

3 - Attempt to drive results

Initiative: Wikipedia

Wikipedia is the main source for ChatGPT mentions

ChatGPT Top 10 mention share



We tried creating a profile but Wikipedia rejected our efforts

“Välkommen till Wikipedia!
Det är bra att du vill bidra till Wikipedia,
men tyvärr anses ditt bidrag med/till artikeln
BusinessWith inte tydligt ha påvisat dess
relevans enligt Wikipedias relevanskriterier
och har därför raderats...

Wikipedia's relevance criteria:

- Revenue of 500 million SEK
- At least 500 employees
- Verifiability, meaning there must be independent articles about the company on the web.

3 - Attempt to drive results

Initiative: Digital PR

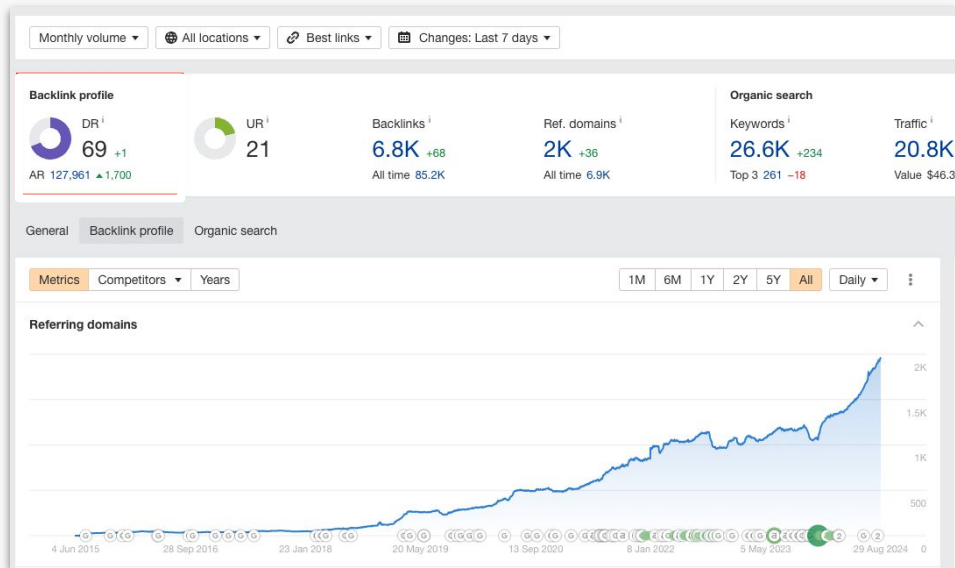
What is digital PR?

“Digital PR is about creating stories with high news value that newspapers and other relevant websites want to write about - and hopefully link to.”

Digital PR is one of the more worthwhile SEO efforts we can engage in right now

For traditional SEO:

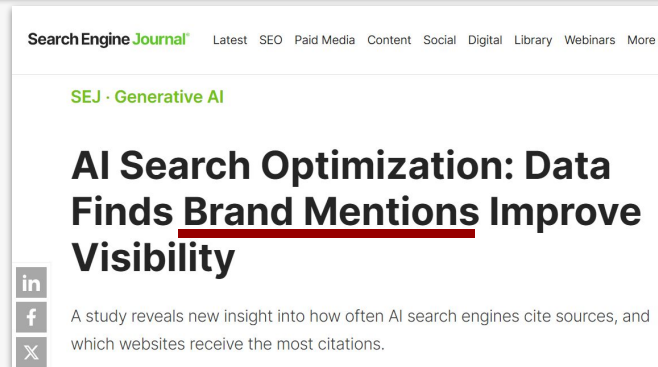
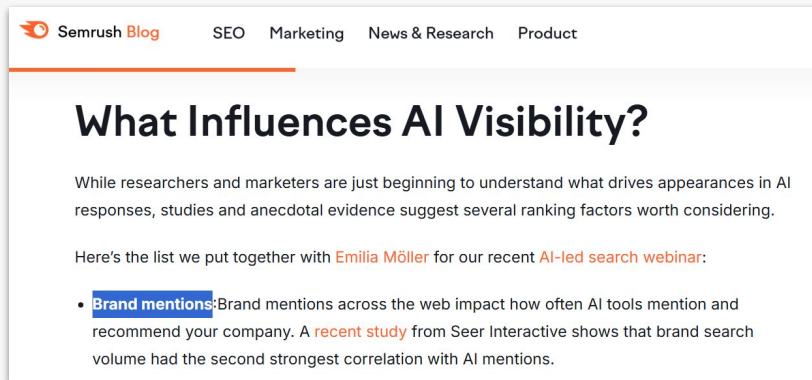
- High-Authority Backlinks
- Improved Rankings & Visibility
- Referral Traffic & Brand Discovery
- Content Amplification



Digital PR is one of the more worthwhile SEO efforts we can engage in right now - It's offense and defense at the same time

For LLM Optimization:

- Third party mentions from industry relevant sources
- Increased Likelihood of Inclusion in Training Data
- Entity Recognition & Association
- (Media coverage for Wikipedia)



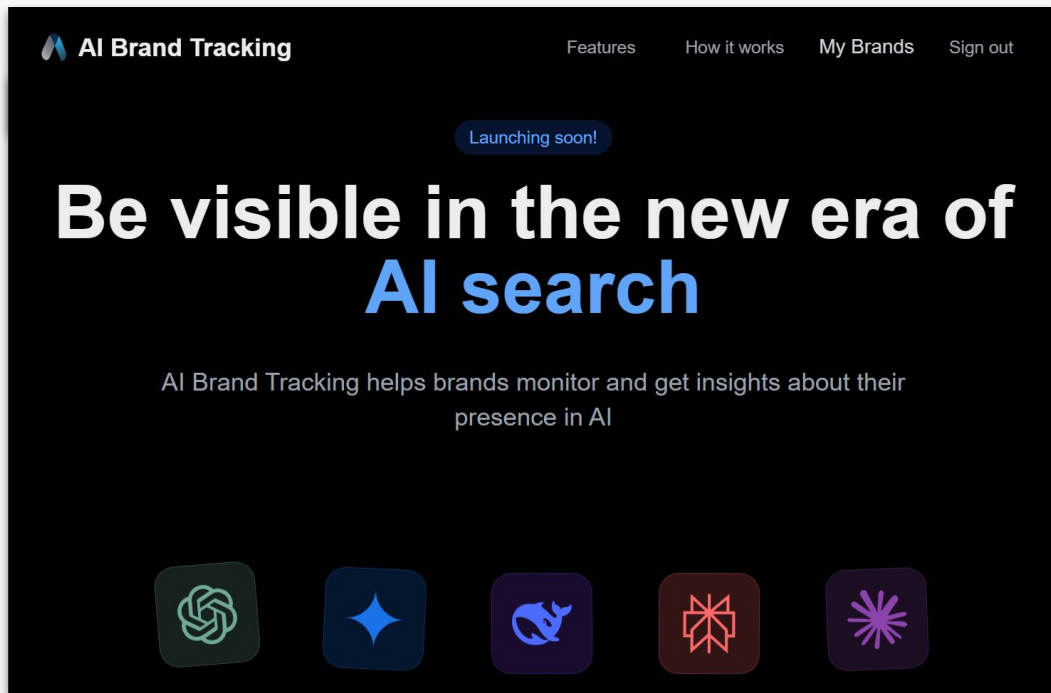
To Summarize

- **SEO isn't dead.**
- **LLMs are rising, but not replacing.**
- **The rules are shifting.**
- **It's a shared challenge.**

- 1. Select a starting point**
- 2. Set a tracking baseline**
- 3. Attempt to drive results**

My final message

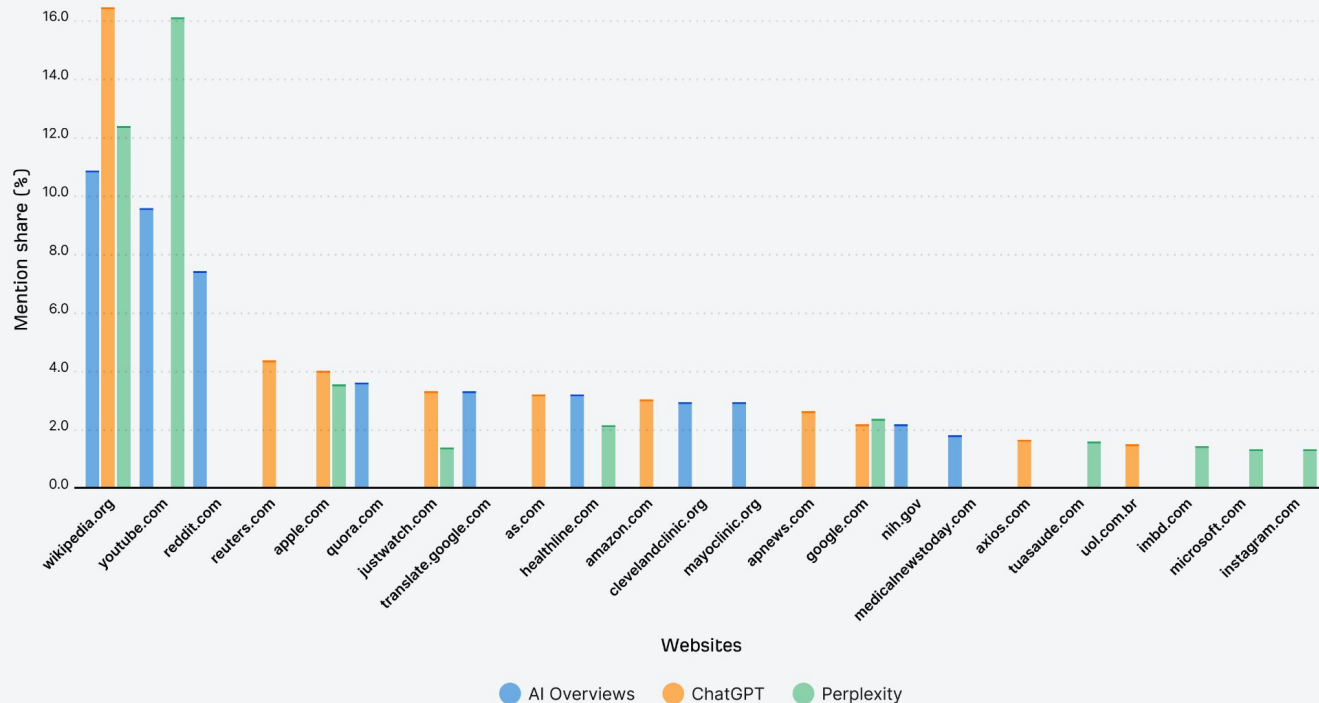
I teamed up with AI Brand Tracking A Sweden-based LLM tracker



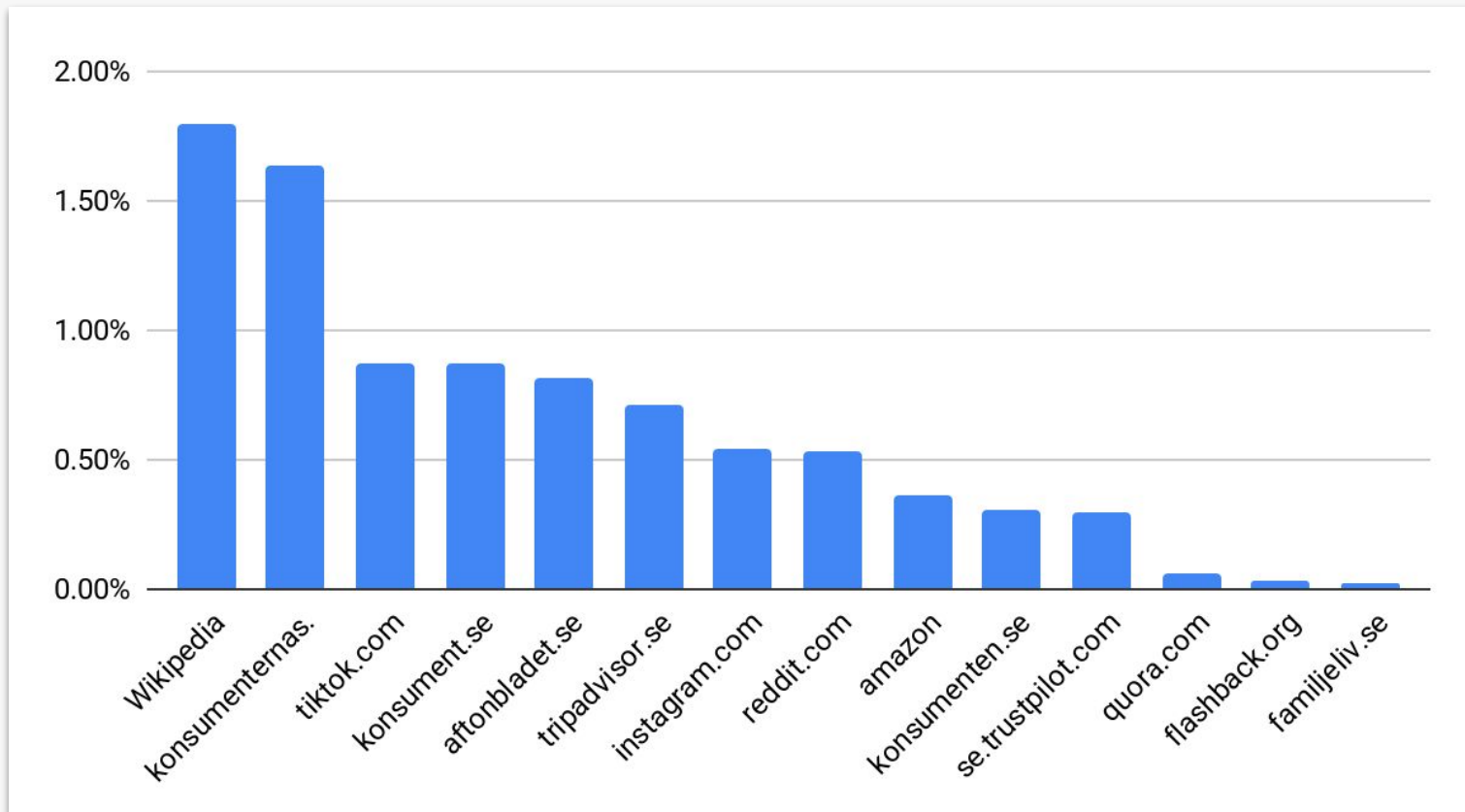
William Hollingworth
Freelancing SEO

Most mentioned domains for LLMs in the US

Mention Share of Top domains across models

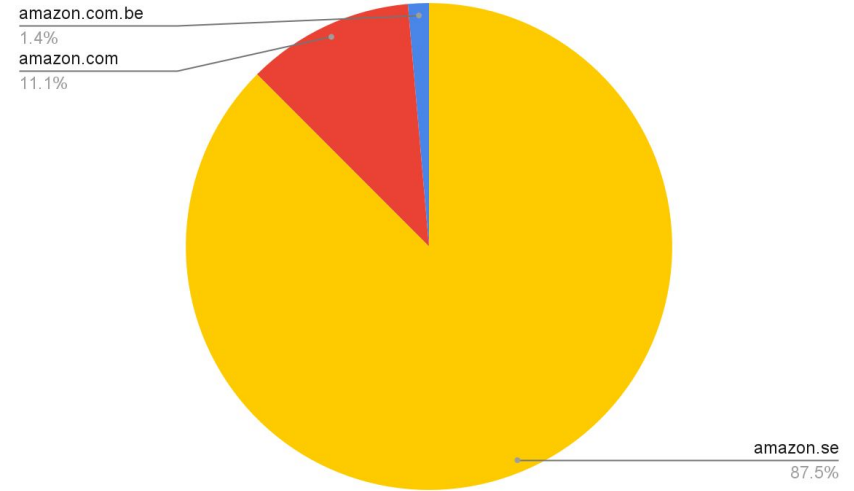
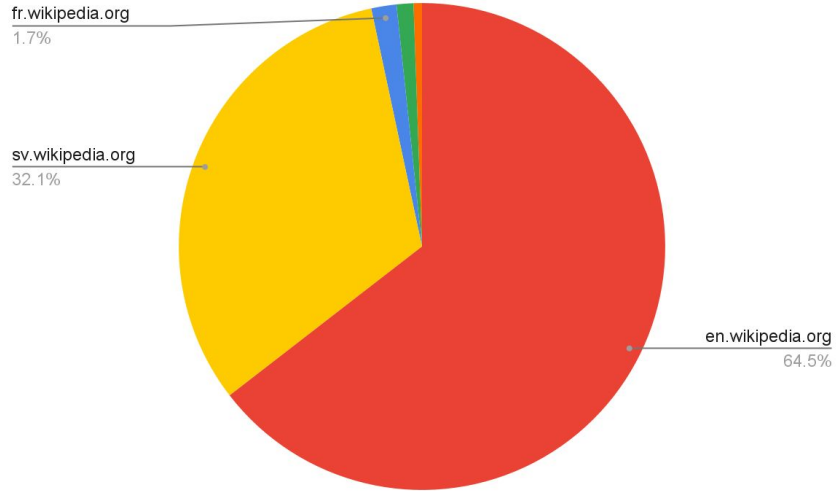


Mention share of 20 K Swedish prompt responses



**Are English or Swedish
sources more important?**

Eng Vs SE breakdown



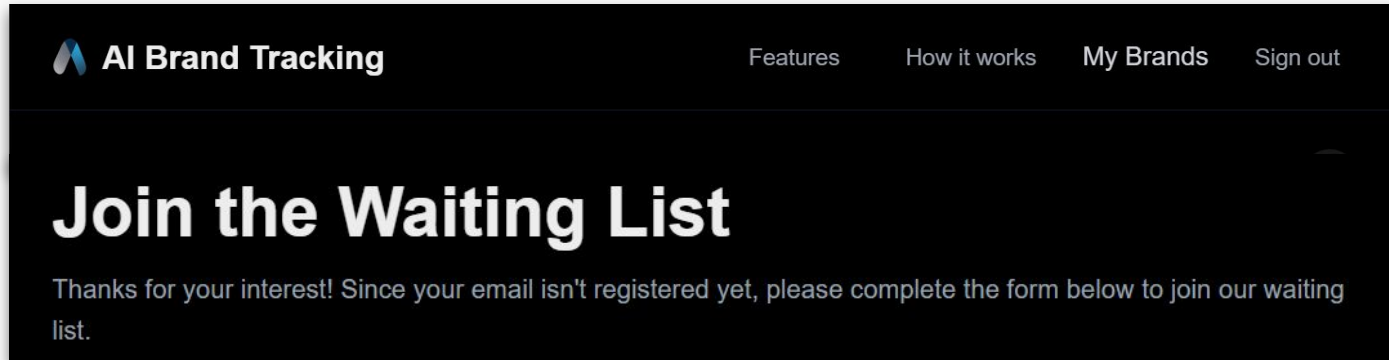
Let's expand this Swedish data together!

Sign up to AI brand tracking **free for a full month**

Join the waiting list

Type “**SEO VIBES**” under how did you hear about us

Free LLM tracking + Swedish LLM analysis results



The screenshot shows the top navigation bar of the AI Brand Tracking website. The logo is on the left, and the navigation links 'Features', 'How it works', 'My Brands', and 'Sign out' are on the right. Below the navigation bar, the main heading 'Join the Waiting List' is displayed in large white text. Underneath the heading, a message in smaller white text reads: 'Thanks for your interest! Since your email isn't registered yet, please complete the form below to join our waiting list.'

Thank you

Would you like my presentation from today?

1. Scan the QR code 📱
2. Say hey on LinkedIn 🙋
3. I'll send the presentation 😊



linkedin.com/in/josefborgstrom/



whitepress®



Josef Borgström

SEO Manager
BusinessWith

NAZWA FIRMY