SERP's Up, Dude! Riding the Wave of AI-Driven Search & AI Tools for Actionable Success

Presented by Justin Gibbs, Director of Strategy & Insights, SEO

April 28th, 2025

miles PARTNERSHIP

With You

Justin Gibbs

Director of Strategy & Insights, SEO

10 years at Miles

15 years of professional experience
(38 years of acting unprofessionally)

Maybe an AI

DESTINATION
NMB
BEACH
EXPLORE
NORTH MYRTLE
BEACH
DESTINATION
NMB
CHAMBER
FOUNDATION

AI: the Good, the Bad & the ~~Unknown~~ Scaley

Presented by Justin Gibbs, Director of Strategy & Insights, SEO

April 24th, 2024

miles PARTNERSHIP

Today

1. Survey Results
2. Research Roundup
3. What to do about it

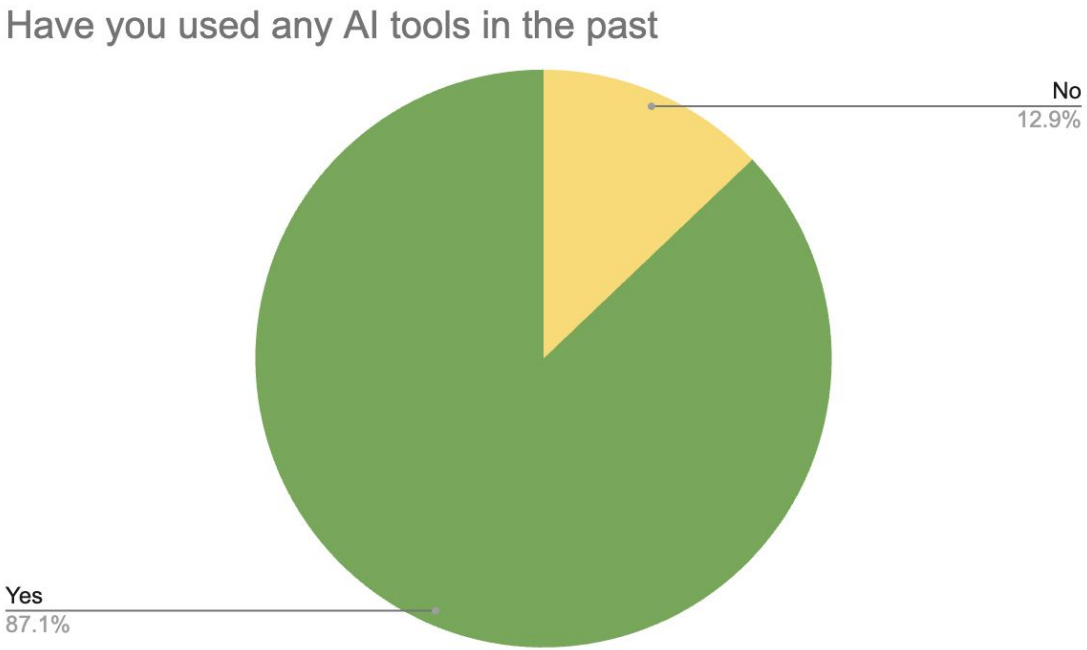
The Robotic Cat That Cools Your Hot Beverages

Yukai Engineering unveiled Nékojita FuFu, a small robotic cat that **attaches to cups and bowls, blowing air to cool down hot drinks and food.** This adorable gadget mimics the human action of blowing on hot items, adding a touch of whimsy to mealtime.

Survey Results

We

Asked..



We

Asked..

Those who said ‘yes’

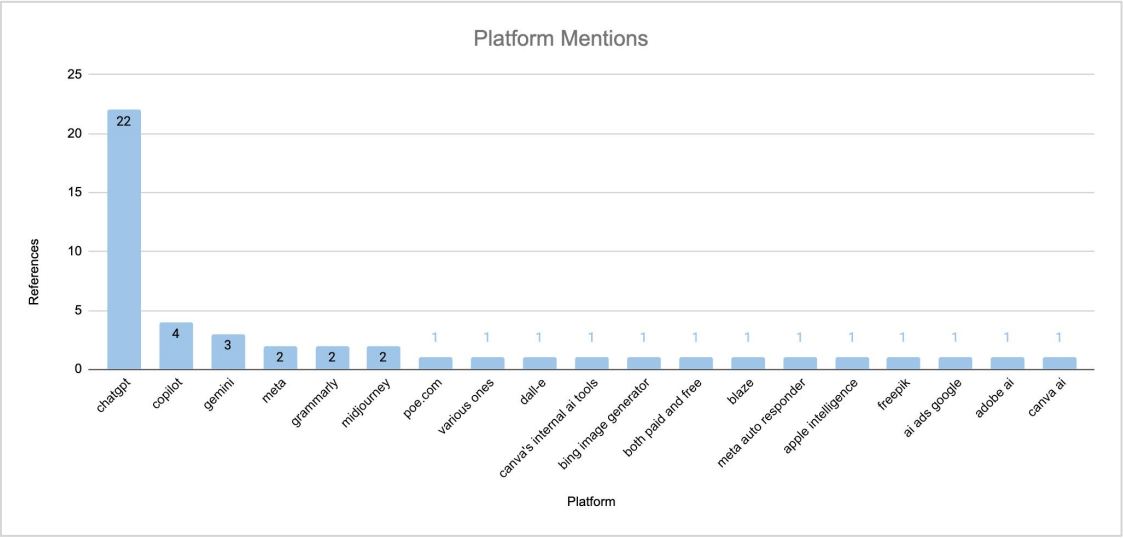
Common uses include:

- Drafting and editing emails
- Rewriting formal documents
- Creating captions
- Social Media posts
- Summarizing lengthy texts
- Generating ideas for events or marketing.
- **Generating beer names**

Other applications involve data analysis, coding, image creation, and simplifying complex ideas into actionable steps or concise reports.

We

Asked..



63% Use ChatGPT

11% Use Copilot

9% Use Gemini

We

Asked..

What are you interested in using AI for?

People are interested in using AI for various purposes:

- Improving efficiency
- Enhancing communication
- Simplifying time-consuming tasks
- Generating ideas.

It is commonly used for work-related support such as writing, document creation, marketing, event planning, and meeting notes.

AI also serves as a tool for personal development, quick access to information, creating professional communication, and assisting with creative projects like art and content generation.

Tools

To help you

Writing, Editing & Communication

- Any of the **foundational LLMs** are great for this. (Chat GPT, Claude, Gemini, etc…)
- **Jasper** is a tool that is specifically tailored for marketing “The AI your marketing deserves”. Starts at $49/mo/seat
- **Grammarly** is an AI-powered tool that helps with spelling, grammar, tone, and clarity

Tools

To help you

Content & Idea Generation

- Any of the **foundational LLMs** are great for this. (Chat GPT, Claude, Gemini, etc…)
- **Copy.ai** is a writing assistant focusted on creating marketing copy, social media captions, blogs and ads
- **Notion AI** is AI built into the Notion workspace for idea generation, summarizing text, and quick content creation
- **Midjourney/Dall-E** are image generators that can create custom images from text prompts.

We

Asked..

What is the most monotonous part of your job?

The most monotonous parts of people's jobs often involve repetitive tasks such as:

- Managing and responding to emails
- Data entry
- Writing or re-wording content (e.g., proposals, policies, reports)
- Attending unnecessary meetings
- Maintaining records like meeting minutes or spreadsheets.

Other tedious activities include social media management, updating websites, and administrative planning for events or board meetings.

We

Asked..

Is there anything you do day-to-day that you'd like to streamline with AI tools?

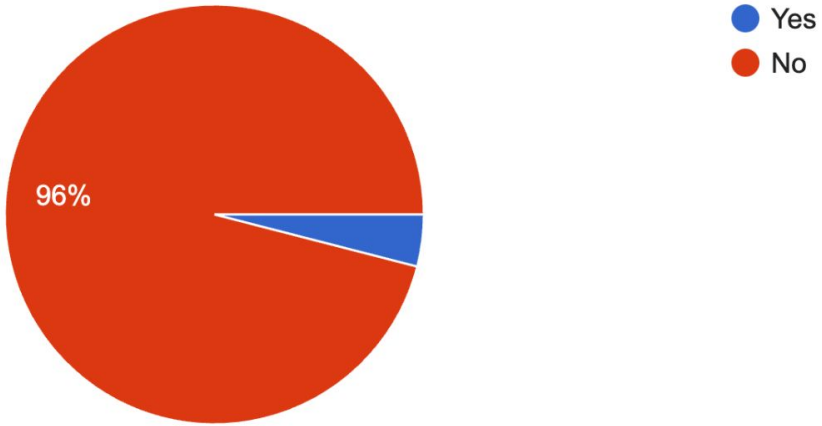
Many respondents expressed interest in using AI to streamline tasks like data tracking, record keeping, research, task management, and creating summaries.

Some mentioned potential uses for organizing contacts in a CRM, managing board agendas and meeting minutes, and simplifying time-consuming, low-creativity processes. However, many were unsure about specific applications, indicating a lack of awareness of AI's possibilities.

We Asked...

Are you afraid that AI will take your job?

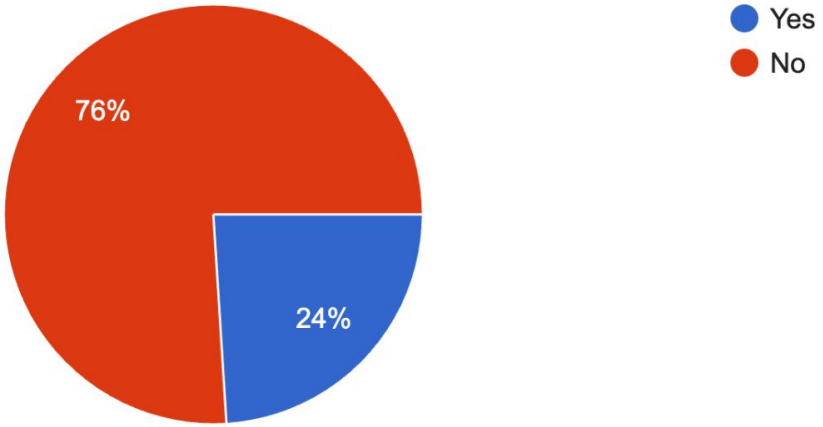
25 responses



We Asked...

Are you afraid of AI taking over the world?

25 responses



AI-Powered Spice Dispenser Tailors Seasoning to Your Taste

Spicerr is an **AI-driven spice dispenser** that customizes seasoning blends based on user preferences. By learning individual taste profiles, it aims to enhance home cooking experiences with precise and personalized spice combinations.

Tools

To help you

Meeting Notes, Summaries & Transcriptions

- **Otter.ai** is a transcription service that records audio and creates a real-time or post-meeting transcripts
- **Fathom** is a meeting assistant that summarizes Zoom calls and actions items in real time.
- **Zoom's AI Companion**

Tools

To help you

Research, Summaries & Quick Information Access

- **Any of the foundational models** are great for this
- **Feedly** is a news aggregator that uses AI (called Leo) to filter and summarize relevant articles
- **Notebook ML** allows you to upload up to 50 sources (pasted text, links, YouTube videos, slides decks) and can help summarize the content, extract details, and event create a podcast.

Tools

To help you

Marketing & Social Media Management

- **Hootsuite** is a social media scheduling platform that integrates AI-based writing and optimization tools
- **Buffer** helps to generate ideas and repurpose your existing content
- **Canva Magic Write** is AI text generation within Canva for captions, short posts, or presentation content

Tools

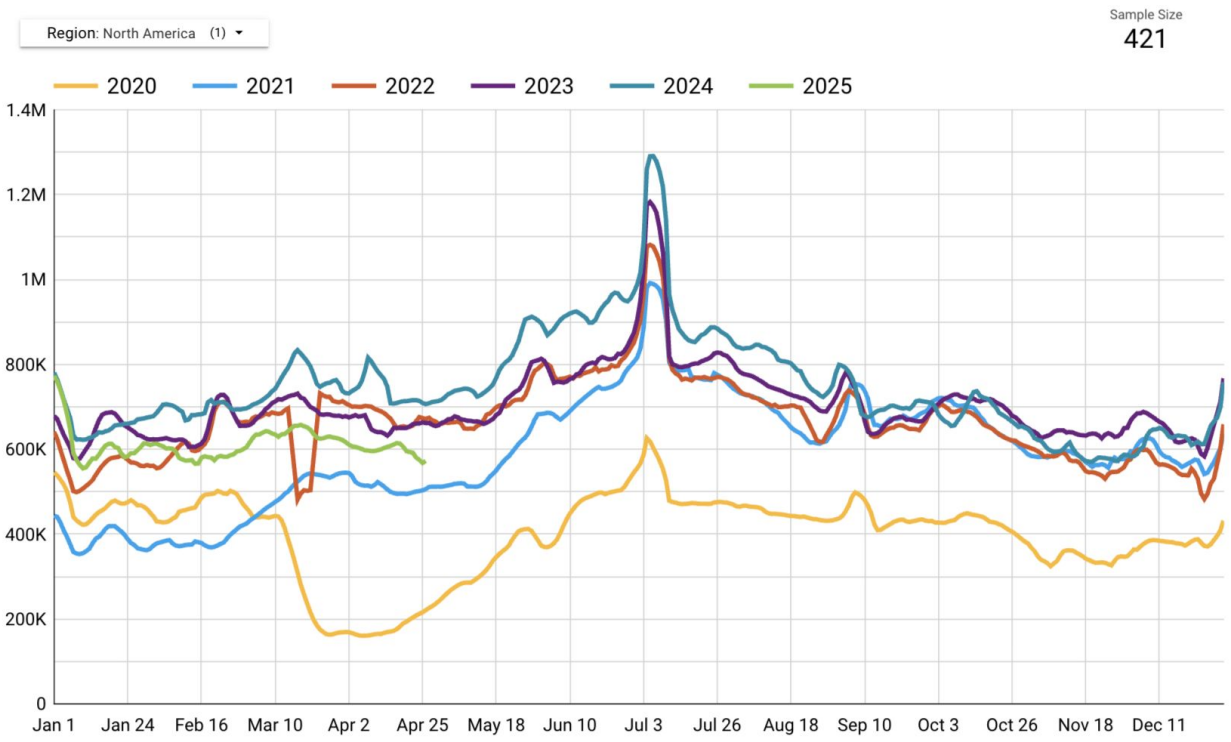
To help you

Getting Started

- Pick One Use Case
- Test a Freemium Tool
- Practice Prompting
- Refine & Iterate
- Integrate Into Your Workflow

Research Roundup

SimpleView reports a 16% YoY decrease in Organic Search traffic over the last week



Source: simpleview STRATEGY & INSIGHTS TEAM

SparkToro Research (Mar 2025)

- AI “search” volume is microscopic compared to (traditional) Google search
- Huge increase in search volume
- But balanced with huge increases in zero-click searches

New Research: Google Search Grew 20%+ in 2024; receives ~373X more searches than ChatGPT

By Rand Fishkin March 10, 2025

For years, two questions have dominated both marketers’ interest and the media’s coverage of Google Search:

1. **Are AI Tools taking market share away from Google?**
2. **Is Google search growing, flatlining, or declining?**

I’ve seen wild speculation that Google’s market share is down 5-10% since ChatGPT’s launch, and heard anecdotes across my feeds from people claiming that they never use Google and have entirely switched to AI tools. But, there’s been no comprehensive, well-structured analysis to show the AI tools’ share of search, nor any data to back up the claims of Google’s supposed search decline.

Today, thanks to our partners at Datos (a Semrush company) and this latest research we’ve done together, I believe we can put these questions to rest.

Search Engine Land Report (April 2025)

- Overall top organic content is LESS likely to be cited in AI Overviews after March 25 core update
- BUT within the travel sector the likelihood actually goes up by 6 percentage points

Search Engine Land

Search Engine Land » SEO » Google AI Overview-organic ranking overlap drops after core update

Google AI Overview-organic ranking overlap drops after core update

Content that ranks in the top 10 of Google organic search is less likely to be cited today than it was before the March 2025 core update.

Danny Goodwin on April 14, 2025 at 12:52 pm | Reading time: 2 minutes

Chat with SearchBot

NEWS

AI Overviews are now less likely to cite pages that rank in Google's top 10 organic positions, according to new BrightEdge data. This change was observed following Google's March 2025 core update.

By the numbers. The overlap between AI Overview citations and Google's top 10 organic positions dropped from 16% to 15% following the March 2025 core update. Shift by industry:

- **Travel industry:** 6.6 percentage point increase in regular result citations (from 12.9% to 19.5%).
- **Entertainment:** 4.9 percentage point increase (from 8.8% to 13.7%) for movie queries.
- **Restaurants:** 4.6 percentage point increase (from 9.5% to 14.1%) for dining content.

Why we care. Tens of millions of searches per day now feature AI-generated summaries that don't cite the highest-ranked results from organic search. The good news? Pages ranking outside Google's top 10 positions now have a better shot at being cited in AI Overviews.

Search Engine Land Report (Feb 2025)

- Notes CTR declines on organic and paid
- The biggest drops are observed where AI Overviews are shown vs. SERPs where they are not shown

Search Engine Land

Search Engine Land » SEO » Google organic and paid CTRs hit new lows: Report

Google organic and paid CTRs hit new lows: Report

Google AI Overviews are contributing to the organic decline. But paid ad CTRs are down with or without AI Overviews shown.

Danny Goodwin on February 5, 2025 at 11:12 am | Reading time: 2 minutes

Chat with SearchBot

NEWS

Organic and paid click-through rates (CTRs) are down – and Google AI Overviews are partially to blame. However, paid CTR declined regardless of whether AI Overviews were present.

The new analysis of ~10,000 informational intent keywords ranking in the top 20 positions was conducted by digital marketing agency Seer Interactive.

Paid & Organic CTR Trends - 12 months

DATE (YEAR MONTH)	ORGANIC CTR-AIO NOT SHOWN	ORGANIC CTR-AIO SHOWN	PAID CTR-AIO NOT SHOWN	PAID CTR-AIO SHOWN
Jan 2025	3.97%	0.64%	17.24%	6.56%
Dec 2024	4.71%	0.71%	13.57%	6.95%
Nov 2024	3.35%	0.76%	15.05%	8.21%
Oct 2024	2.97%	0.84%	20.11%	9.15%
Sept 2024	3.13%	0.97%	20.23%	9.53%
Aug 2024	2.78%	0.89%	21.06%	8.92%
Jul 2024	2.03%	0.91%	22.33%	8.16%
Jun 2024	2.29%	0.91%	23.93%	8.19%

Bain & Company Report (Feb 2025)

- Notes dramatic rise in Zero-Click search
- Suggests some actions for marketers to consider including diversifying formats and redefining metrics
- Notes that 80% of search users rely on AI summaries 40% of the time…

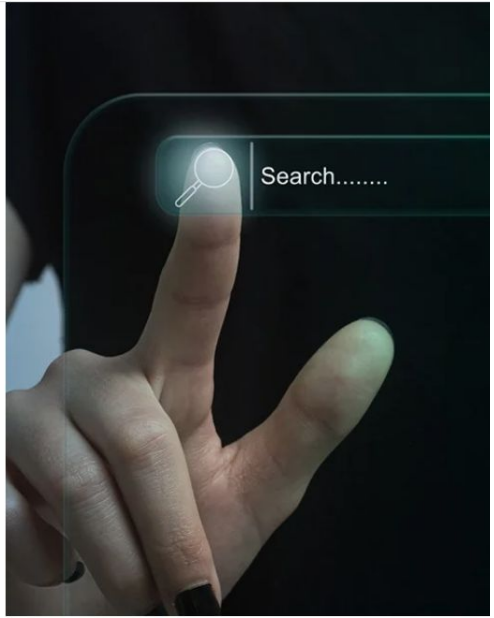
Brief

Goodbye Clicks, Hello AI: Zero-Click Search Redefines Marketing

As consumers rely more on AI-based search and summaries, how will brands adapt their strategies?

By Natasha Sommerfeld, Megan McCurry, and Doug Harrington

5 min read



Authors

Natasha Sommerfeld
Partner, Boston

Megan McCurry

Listen to this article 5 minutes

At a Glance

- Marketing executives tailor their customer strategies around search engine results, but search is changing quickly.
- AI search engines and AI summaries on results pages are taking a bite out of clickthrough traffic.
- Bain's research finds that 80% of consumers rely on

Related Industries

Technology

Related Consulting Services

AI, Insights, and Solutions

Vector℠

How We Can Help

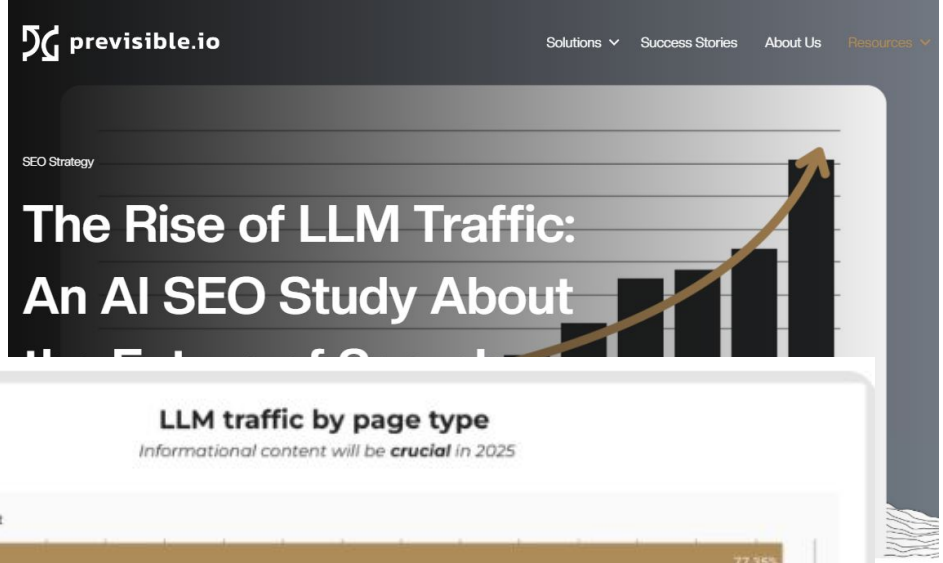
Artificial Intelligence

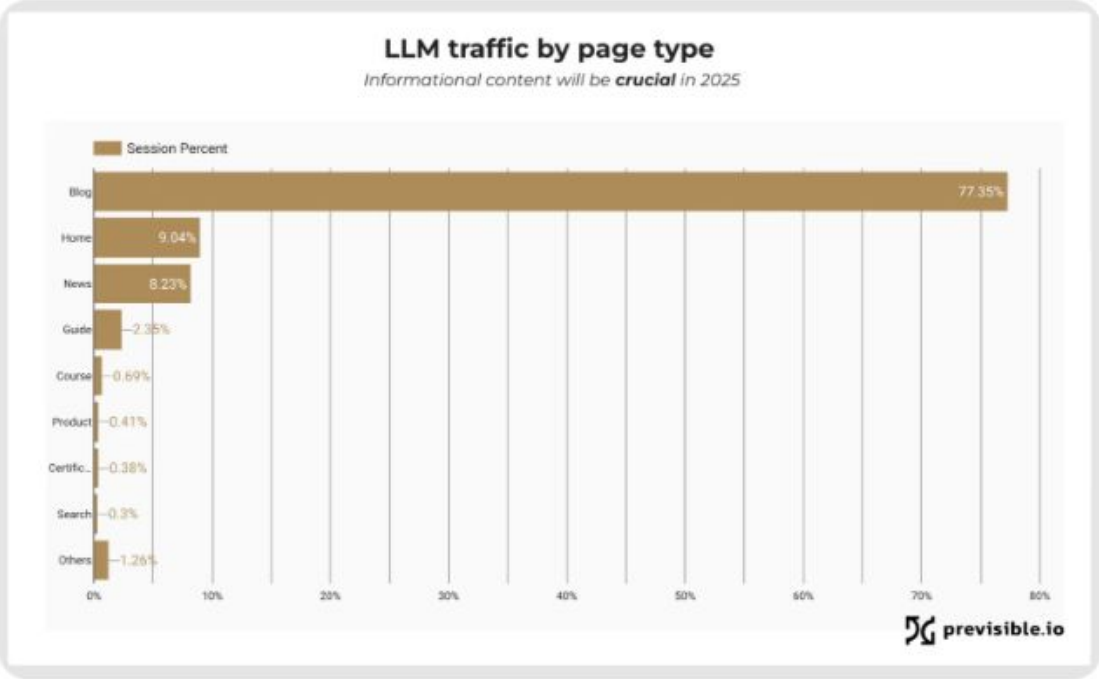
60% of the time,
it works every time.

Previsible Report (Dec 2024)

77.35%

of LLM referral traffic goes to blog posts





Ahrefs report (April 2025)

34.5%

lower average CTR for the top ranking page, compared to similar informational keywords without an AI Overview.

ahrefs blog

DATA & STUDIES

AI Overviews Reduce Clicks by 34.5%

By Ryan Law, Xibeijia Guan

April 17, 2025 ▪ 3 min read

Google says AI Overviews increase clicks. Cold, hard logic disagrees, and so does our research.

We analyzed 300,000 keywords and found that the presence of an AI Overview in the search results correlated with a **34.5% lower average clickthrough rate (CTR)** for the top-ranking page, compared to similar informational keywords without an AI Overview.

Thanks to our data scientist, Xibeijia Guan, for pulling the data for this analysis.

> *"In fact, if you put content and links within AI Overviews, they get higher clickthrough rates than if you put it outside of AI Overviews."*

Sundar Pichai, *CEO, Google*

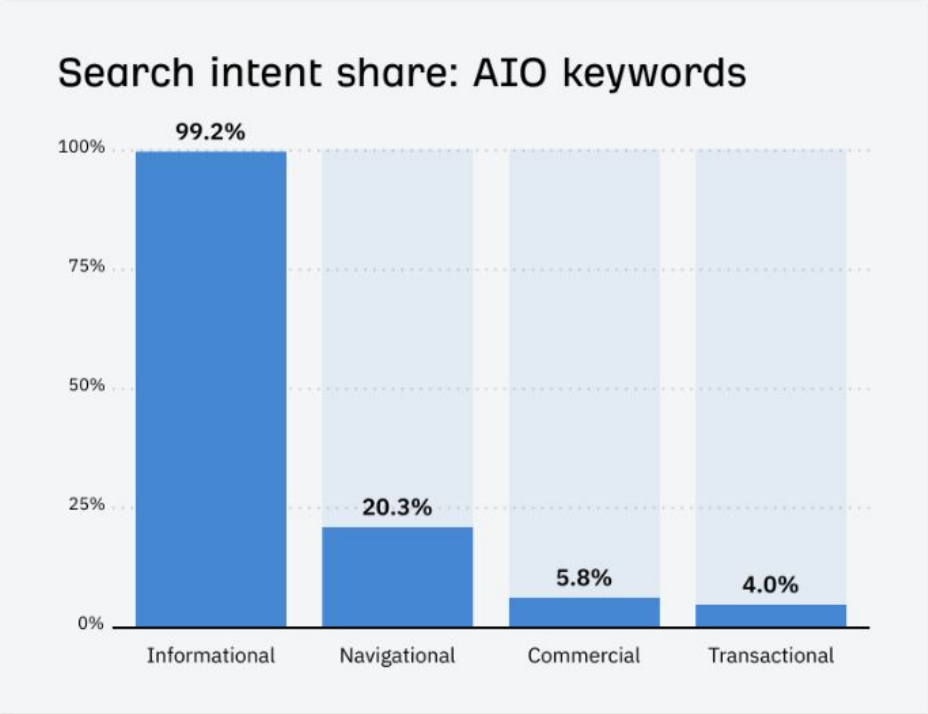
Ahrefs report (October 2024)

99%

of all AI Overview keywords are informational

3. Almost all AIO keywords target informational intent

As it stands, 99.2% of all AI Overview keywords are informational.



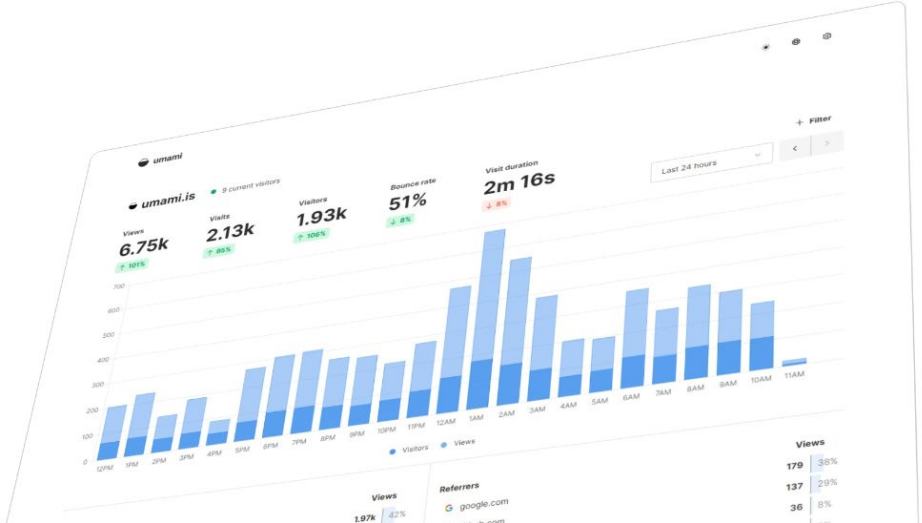
Kirin’s Electric Spoon Enhances Saltiness Without Extra Sodium

Kirin Holdings introduced an innovative electric spoon that **uses a mild electrical current to amplify the salty and umami flavors in low-sodium foods**. This technology aims to help individuals reduce their sodium intake without compromising taste.

The modern analytics platform for effortless insights.

Umami makes it easy to collect, analyze, and understand your website data — so you can focus on **growth**

Get started View demo



Audience Quiz:

What does GPT stand for?

Generative Pre-trained Transformer.

Pre-trained on large datasets

Learning the patterns and structures of human language. Once trained, they can generate text, answer questions, complete prompts, and perform various natural language processing tasks.

GPT models have been influential in advancing the capabilities of AI in understanding and generating human-like text.

BERT

Bidirectional Encoder Representations of **Transformers**

BERT helps Google **understand the meaning of what you're searching for**, not just the words you typed.

Before BERT, Google mostly looked at your search words one by one, almost like picking out puzzle pieces without fully knowing what the picture is supposed to be.

With BERT, Google reads your whole sentence at once, both left to right and right to left, kind of like how a human reads.
It tries to understand the context — what you *really* mean — not just match keywords.

BERT

For example:

If you searched for **"Can you get medicine for someone else at a pharmacy?"**, before BERT, Google might focus heavily on "medicine" and "pharmacy" and miss the real question about "someone else."

With BERT, Google realizes you're asking about helping another person, and gives you better answers.

Why does AI ‘hallucinate’?

AI hallucinations happen when models (especially large language models, or LLMs) confidently generate plausible-sounding but factually incorrect information, typically due to gaps in training data, lack of context, or the statistical nature of language prediction.

Confabulation

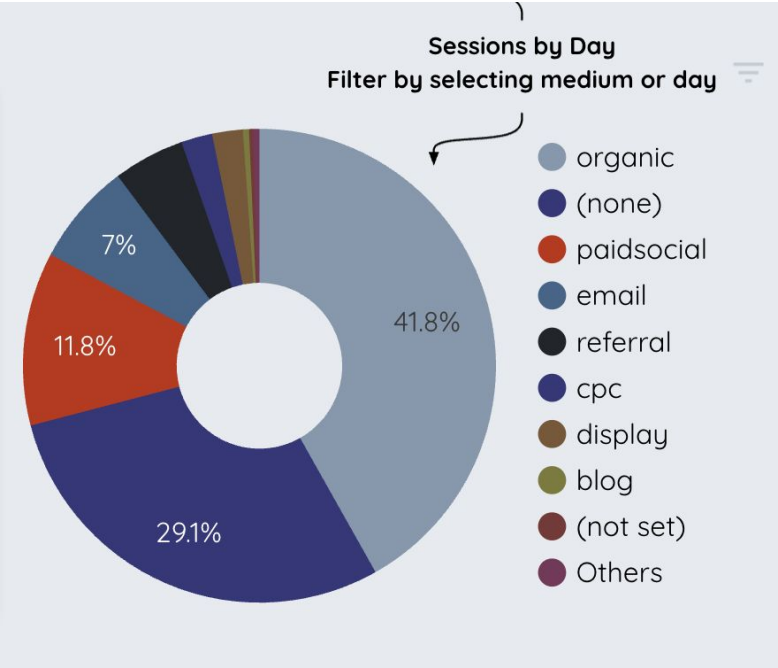
Confabulation is a psychological phenomenon where a person unknowingly creates false or distorted memories, typically to fill gaps in recall. It's not intentional lying but rather an unconscious fabrication that the individual genuinely believes to be true.

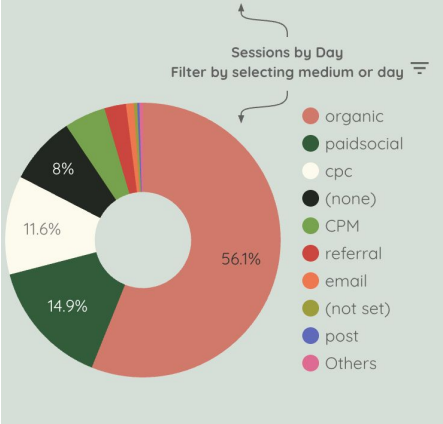
Do we want to be cited, or recommended?

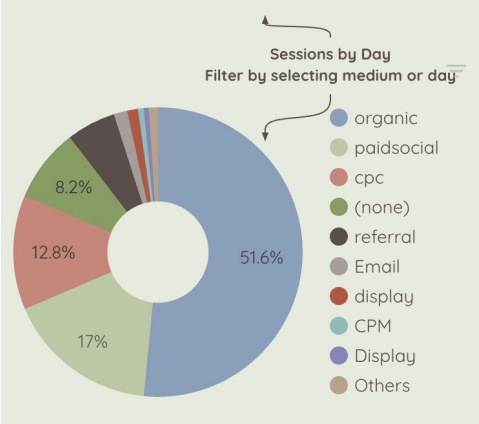
Probably both

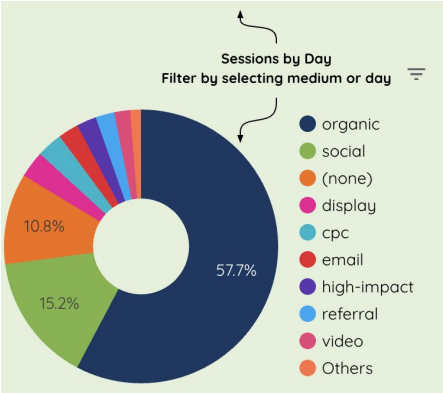
Fundamentals

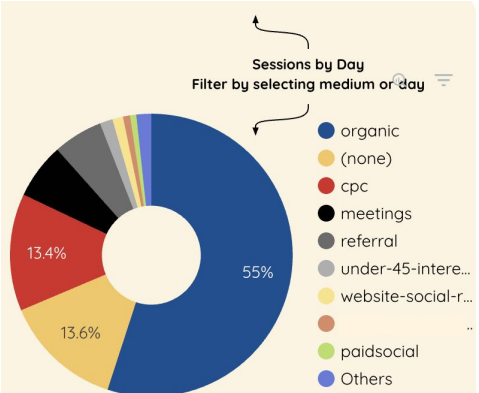
Despite organic traffic being down, more often than not, it's still the number #1 source of website traffic.









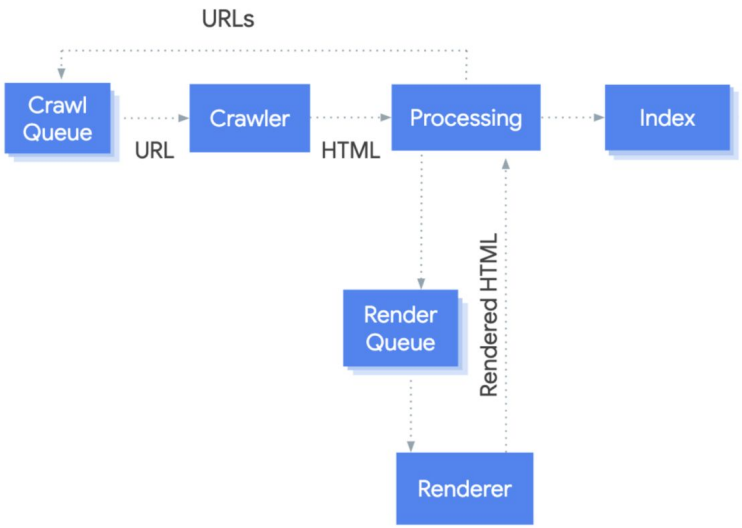


SEO fundamentals are still completely viable

- Keyword research still **provides a measure of interest**
  - AI changes that a bit since the prompts differ from Keyword Searches
- Content still needs to be created that aligns with those interests
- **Websites still have to be crawled** by bots
  - Those bots still have to be able to access the content on your website
  - AI bots aren't as good at parsing JavaScript.
  - Google is better at this because they're a highly mature indexer.

SEO fundamentals are still completely viable

- AI models are trained on static data
- LLMs don't execute code like browsers do
- Rendering is resource-intensive



For JavaScript-heavy websites there are a few solutions:

- Server-side rendering
- Opt for a dynamic rendering solution

Blocking Chat GPT

- Chat GPT and other bots can be blocked using your sites robots.txt file

- Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; GPTBot/1.0; +https://openai.com/gptbot)

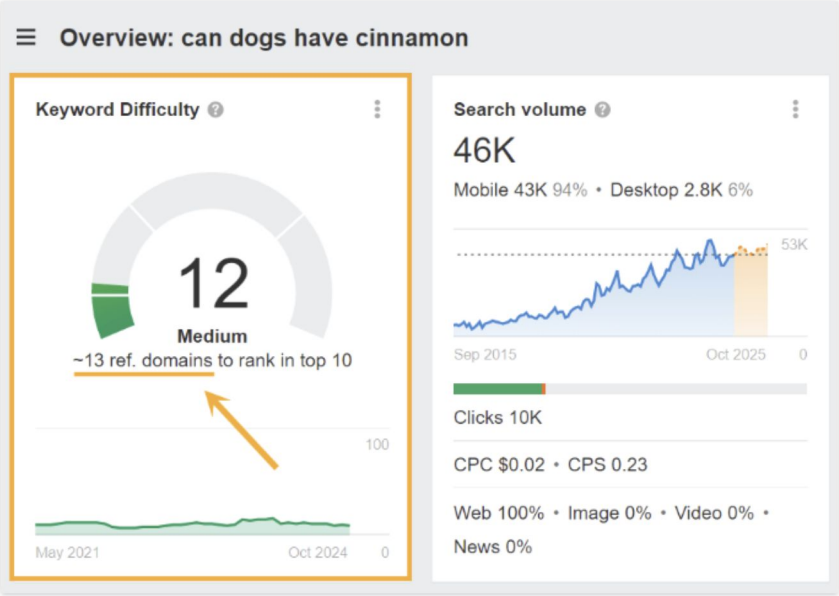
- User-agent: GPTBot
  Allow: /directory-1/
  Disallow: /directory-2/

SEO fundamentals are still completely viable

SparkToro Research showed that, in order to rank for AI Overviews a domain needed a minimum of 13 referring domains where it needs 41 referring domains for non-AIO results.

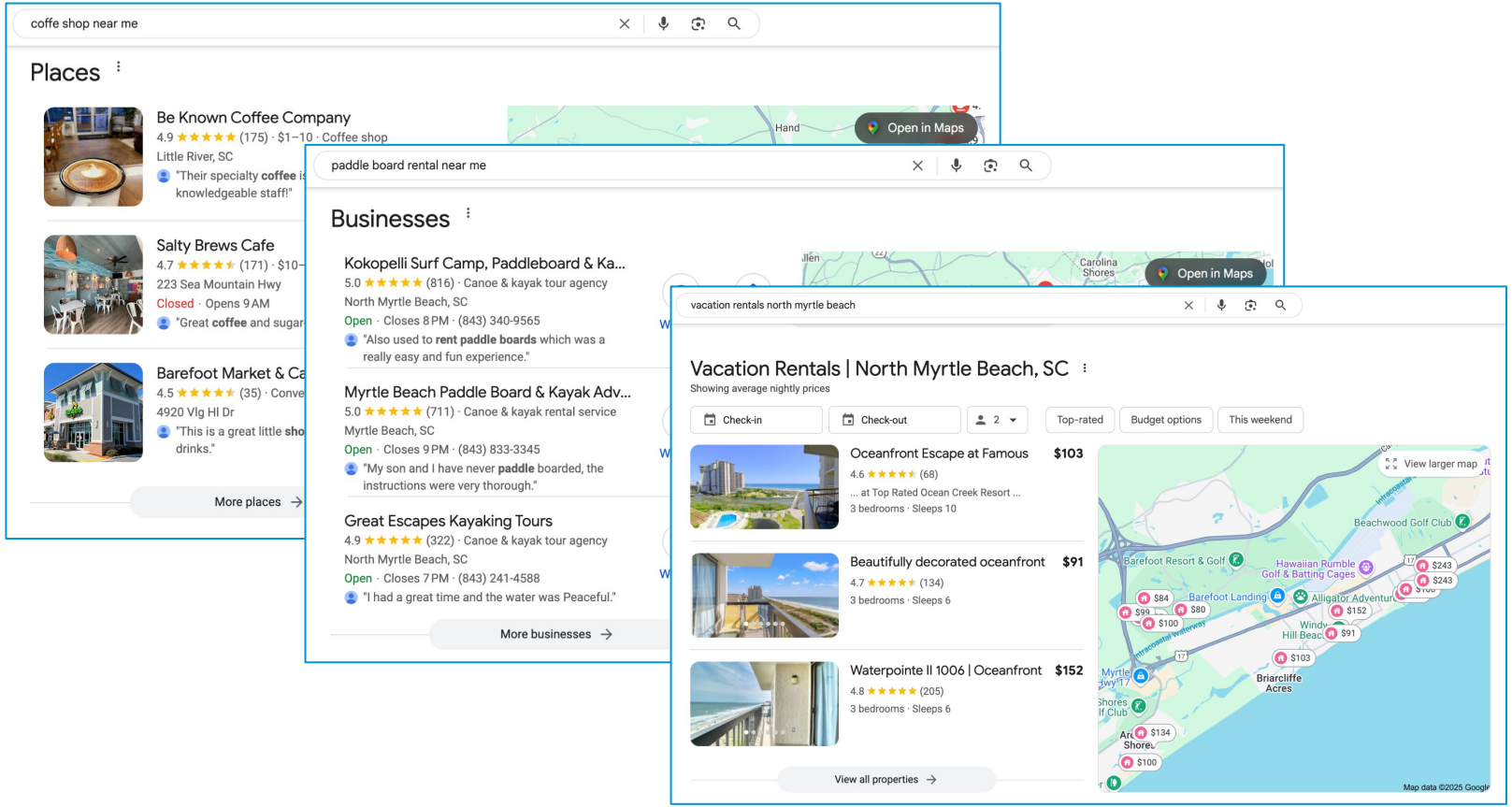
This means there's a good opportunity for smaller sites (your partners) to rank in AI Overviews.

To rank in the SERP for many AIO keywords in the study, you would only need a minimum of 13 referring domains, vs. 41 for non-AIO SERPs.



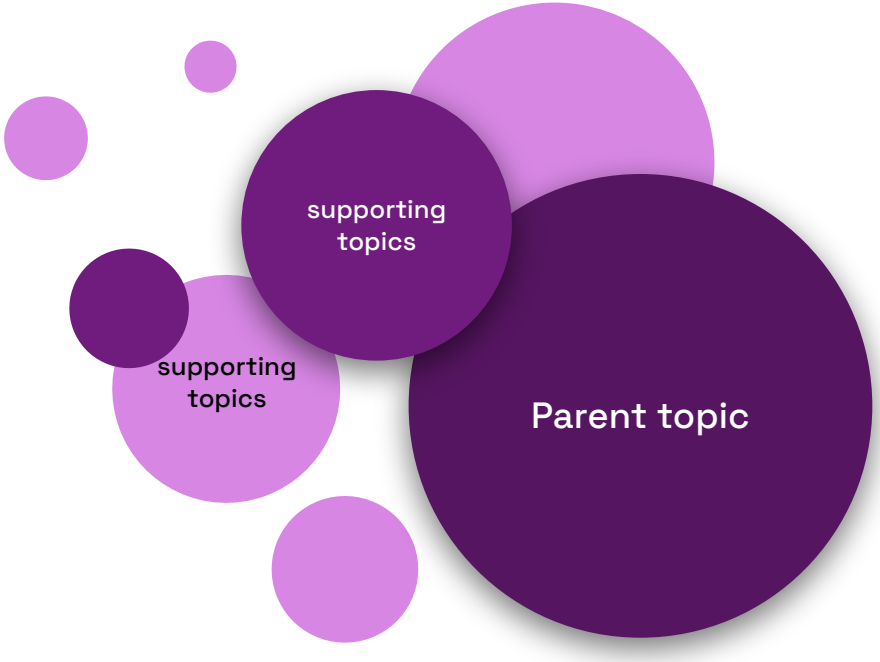
While they drive lower volumes and traffic, AIO topped SERPs require fewer backlinks to enter into.

Local Brick and Mortar business have less to worry about



But we need to shift our focus from optimizing for keywords to optimizing for topics or themes

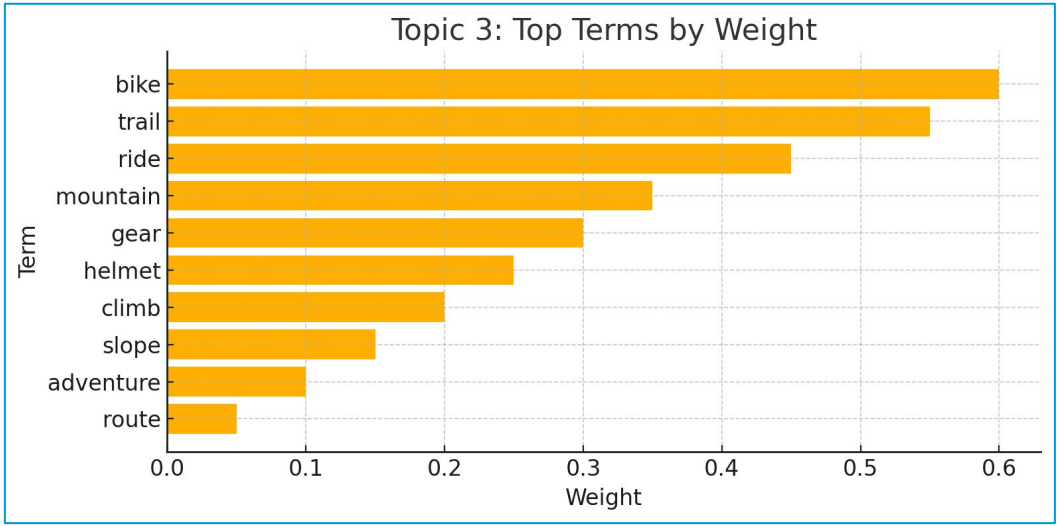
...and we should have been doing this for a while now. So this is nothing new.



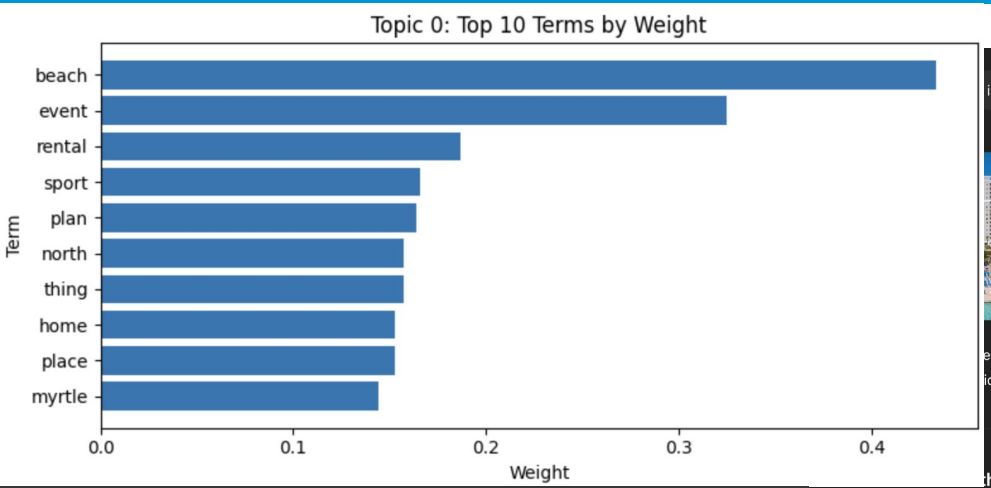
Latent Semantic Analysis

Latent Semantic Analysis is a technique in natural language processing (part of machine learning) that identifies relationships between words and documents by analyzing patterns of co-occurrence across a text corpus. TF-IDF.

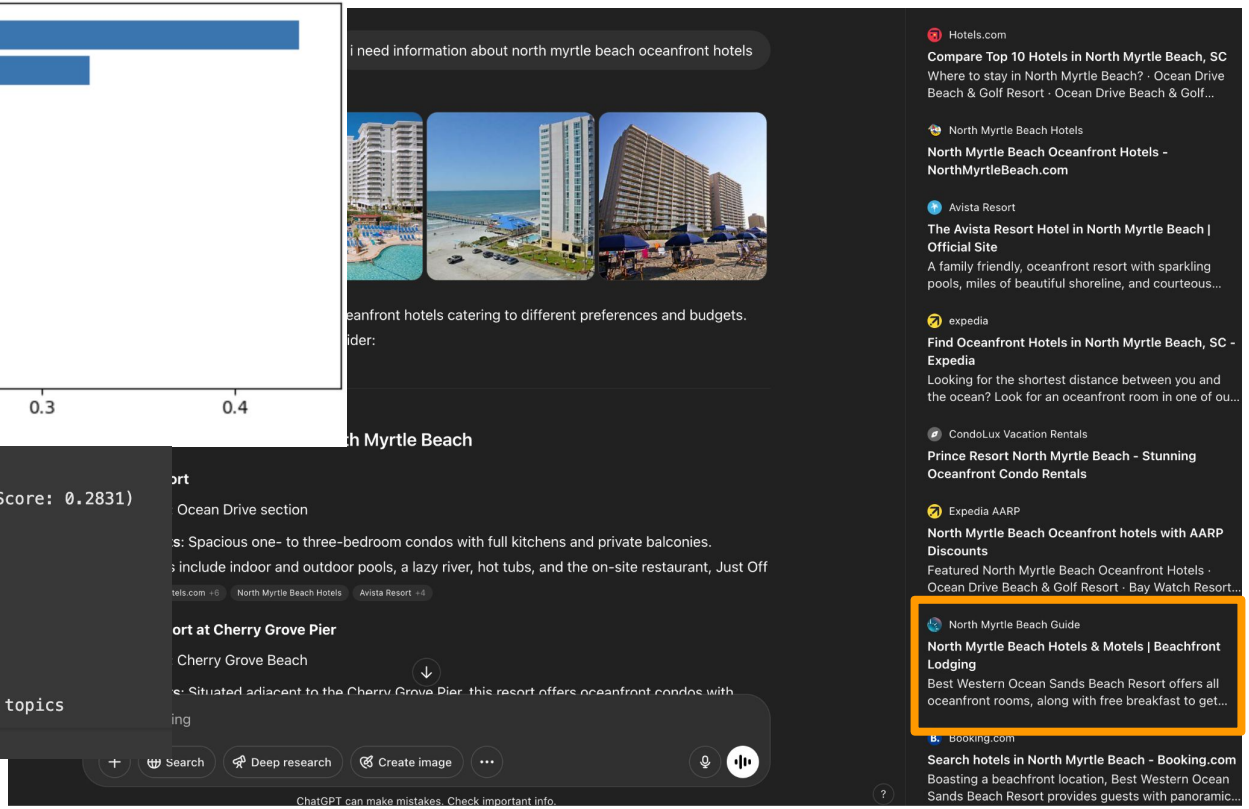
It uses Singular Value Decomposition (SVD) to reduce dimensionality, uncovering underlying semantic meaning even if exact words differ, enabling tasks like document similarity assessment and information retrieval.



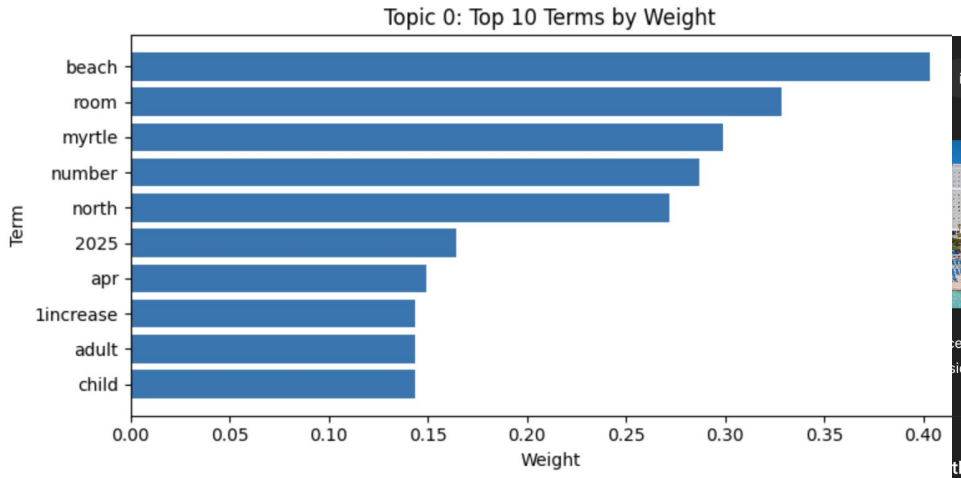

```python
import requests
from bs4 import BeautifulSoup
import re

def extract_text_from_url(url):
    headers = {
        "User-Agent": (
            "Mozilla/5.0 (Windows NT 10.0; Win64; x64) (+milespartnership.bot) "
            "AppleWebKit/537.36 (KHTML, like Gecko) (+milespartnership.bot)"
            "Chrome/113.0.0.0 Safari/537.36 (+milespartnership.bot)"
        )
    }

    response = requests.get(url, headers=headers)
    soup = BeautifulSoup(response.content, 'html.parser')

    for script in soup(['script', 'style']):
        script.decompose()

    text = soup.get_text()
    text = re.sub(r'\s+', ' ', text)
    return text.strip()



def preprocess_with_spacy(text):
    doc = nlp(text.lower())
    tokens = [
        token.lemma_ for token in doc
        if token.is_alpha and not token.is_stop
    ]
    return ' '.join(tokens)

url = "examplewebsite.com"  # Replace with your URL
raw_text = extract_text_from_url(url)
clean_text = preprocess_with_spacy(raw_text)
```



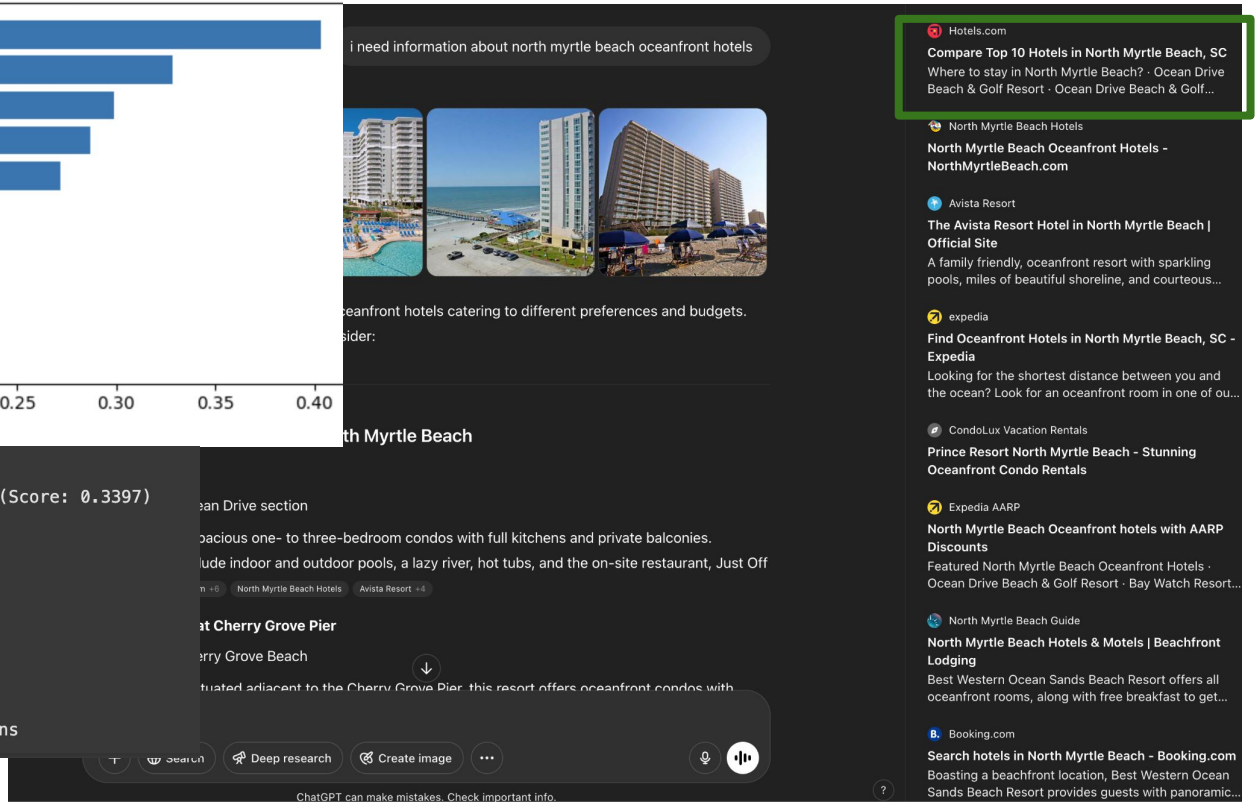

```
=== CONTENT DRIFT ANALYSIS ===
Primary topic detected: north myrtle beach oceanfront hotels (Score: 0.2831)
Drift severity: High
Content focus score: 1.00 (Higher is better)

On-target topics:

Drifting topics (below threshold):
  • north myrtle beach oceanfront hotels: 0.2831

RECOMMENDATIONS:
- Content requires significant revision to align with intended topics
```



Position 7 in Chat GPT
Position 4 in Google




```
=== CONTENT DRIFT ANALYSIS ===
Primary topic detected: north myrtle beach oceanfront hotels (Score: 0.3397)
Drift severity: Low
Content focus score: 1.00 (Higher is better)

On-target topics:
  • north myrtle beach oceanfront hotels: 0.3397

Drifting topics (below threshold):

RECOMMENDATIONS:
- Content is well-aligned with intended topics
- Consider minor refinements to strengthen topical associations
```



https://www.explorenorthmyrtlebeach.com/places-to-stay/rental-companies/

Real summary
North Myrtle Beach has thousands of great rental properties with lots of options to make your vacation memorable . Dozens of companies have expert employees who know NMB backward and forward . From a quiet, small two-bedroom home off the beaten path to a four-bedroom condo nestled in an oceanfront resort.

Sample (poor summary). A lot of pages do resolve this way (on other sites)
North Myrtle Beach Rental Companies | Vacation & Luxury Properties Chamber Meetings & Groups Planning Guide Venues Weddings Wedding Venues Request Info Sports Facilities North Myrtle Beach Recreation & Sports Park RFP Sports Calendar of Events Blog Chamber Meetings & Groups Sports Blog Chamber Meetings & Groups Sports.

Re-aligning KPIs

Establish new KPIs or at least set new expectations

Move away from:

- Views
- Sessions

And towards:

- Impressions
- Awareness
- Conversions

We cannot expect to continually grow organic search traffic year after year after year. Eventually we will hit a ceiling.

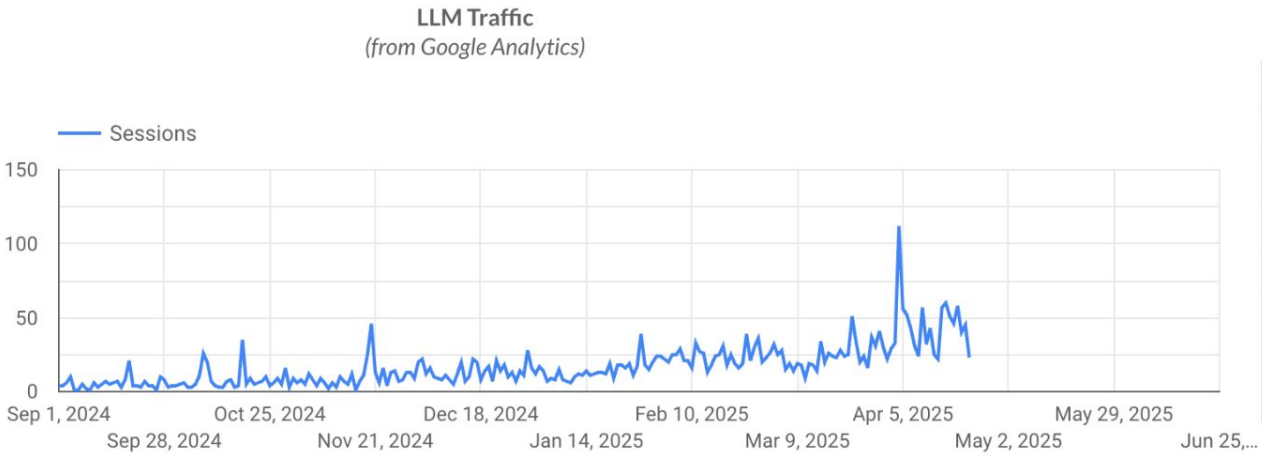
But that doesn't mean that every site has hit theirs

Knowing that LLMs may be hurting traffic for informational queries, we should realign our site traffic expectations

Ultimately the DMO exists to drive visitation to the destination, not to drive visits to the website.

The website is only a tool.

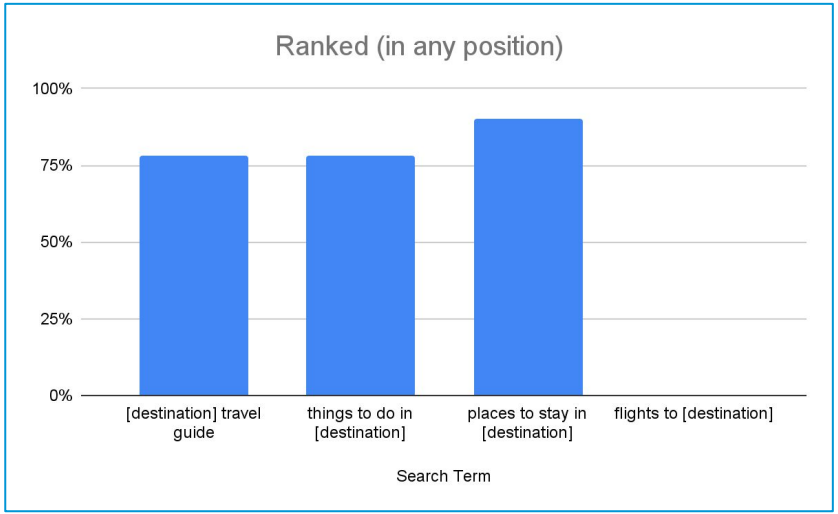
Monitor Traffic from LLMs

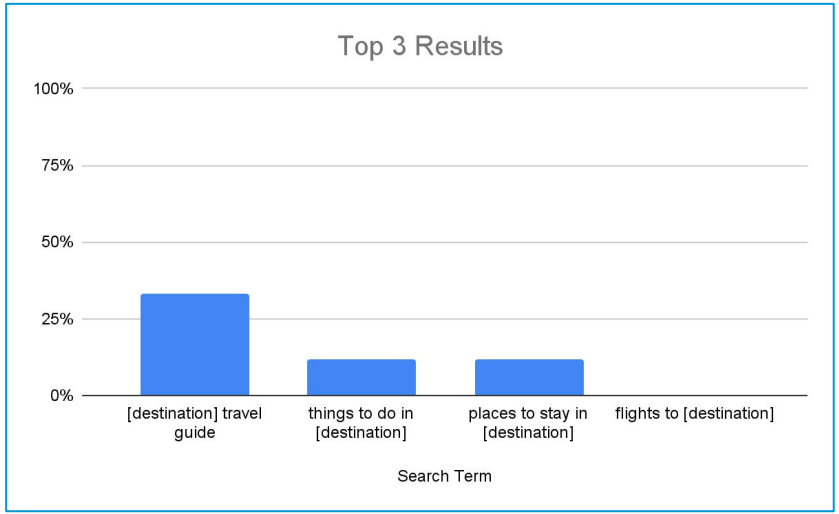


Session source	Sessions	Δ
chatgpt.com	3,655	
perplexity	193	
perplexity.ai	78	
gapgpt.app		-
Grand total	**3,982**	**3,918**

1 - 4 / 4

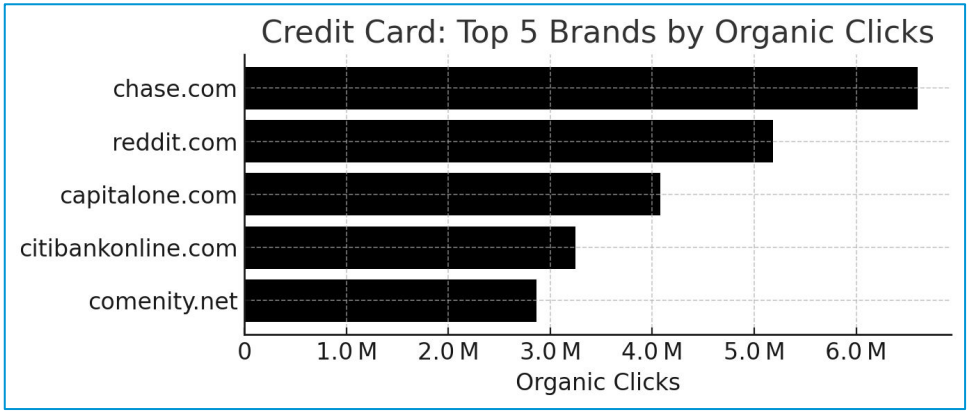
Monitor AI Presence

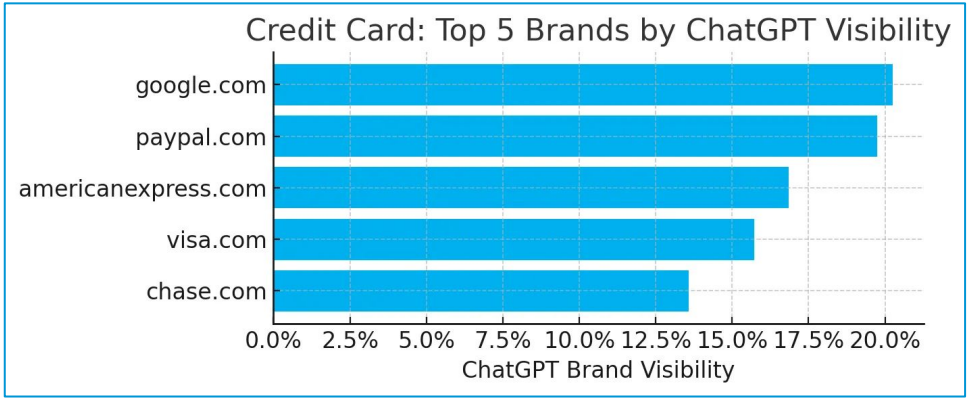




**this tool does not take personas into account, nor does it account for the context of previous chats.*

Google Search visibility does not guarantee LLM Visibility





https://www.growth-memo.com/p/is-geoaeo-the-same-as-seo

E.E.A.T. your content

Proving Expertise

The first-hand ***experience*** of the creator

The ***expertise*** of the creator

The ***authoritativeness*** of the creator, the content itself, and their site

The ***trustworthiness*** of the creator

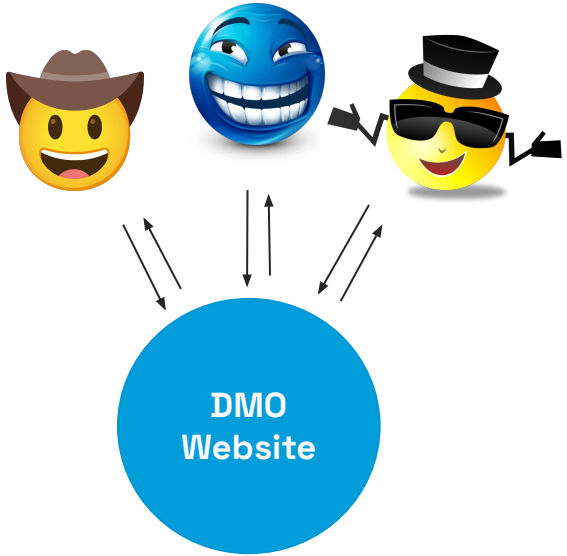
Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
Query: [rainbow] **User Intent:** This is a broad query. Users could be looking for many things, including images of rainbows, brands or local stores/organizations with "rainbow" in their name, etc.	Merriam-Webster › dictionary › rai... Rainbow | Definition of Rainbow by Merriam-Webster Rainbow definition is - an arc or circle that exhibits in concentric bands the colors of the spectrum and that is formed opposite the sun by the refraction and ... FailM SM MM HM FulyM	Most users probably already know what a rainbow is and would not be looking for a definition. Even if the user needs help understanding the word, images or a simple description would be more helpful than this dictionary result.
Query: [cafeteria] **User Location:** Eugene, Oregon **User Intent:** Most English-speaking users in the US are familiar with cafeterias. Users are most likely looking for a place to eat.	Wikipedia › wiki › Cafeteria Cafeteria - Wikipedia A cafeteria, sometimes called a canteen outside the U.S., is a type of food service location in which there is little or no waiting staff table service, whether a restaurant or within an institution such as a large office building or school; a school dining location is also referred to as a dining hall or lunchroom (in ... History Other names College cafeteria FailM SM MM HM FulyM	Most users are looking for a place to eat rather than general information about cafeterias. Even though this is an in-depth encyclopedia article that matches the topic of the query, it would be helpful for few users.
Query: [history of ATM machines] **User Intent:** Find information about the history of ATM machines (e.g., the inventor, when it was invented, its evolution, etc.).	Wikipedia › wiki › Automated_telle... Automated teller machine - Wikipedia Jump to History · On September 2, 1969, Chemical Bank installed the first ATM in the U.S. at its branch in Rockville Centre, New York. The first ATMs were designed to dispense a fixed amount of cash when a user inserted a specially coded card. Location Financial networks Global use Hardwar FailM SM MM HM FulyM	The user wants to learn more information about the history of ATM machines. This encyclopedia article includes an extensive section on ATM machine history. This result would be very helpful for users looking to learn more about the history of ATM machines.

Common DMO Content Problems

1. Tied to the DMO instead of the experts
2. No author cited in editorial content at all.
    a. Author is often “Visit [destination] staff writer”.
    b. This removes a layer of connection between the user and the content,
    c. Hard to demonstrate **“experience”**

3. Politics and membership-based organizations can lose sight of objectivity

Proving Expertise



- Build out an Author pages that can be linked from editorial content. Pages should contain profile photos, bios, article cards, and links to website/social.
- Contract with local experts and local guides to help generate “expert content”

Inspiration → **Information**

Controlling the Message / Resource hub

- Why does starbucks or nike have a website?
- You are still a valid source of truth.
- It’s the only place that you control the story from end to end.

The Expert Halo

A phenomenon where an individual is perceived as an expert in one area, and this perception extends to other areas where their expertise may not be as strong.

This leads to several issues:

- Perception of Competence
- Authority Bias
- Overconfidence
- Risks to Decision Making
- Influence on Public Opinion
- Reduced Diversity of Thought
- Risk of Misinformation

Focus on what AI isn't good at

It's good at:

General travel information

Comparing different destinations

Broad stroke truths

One-size-fits-all responses

It's not-so-great at:

Local flavor

Hours of operation

Ground truth

Events/what's happening now

Individualized information

**at least without additional context from the prompter*

Use Search Console to mine for detailed / long-tail queries

Top queries
who is featured on i am music
who owns chateau elan
celebrities who live in serenbe
who has the biggest st patrick's day parade
who is laney walker
who owns the trap museum
who is buried in bonaventure cemetery
who lives in elena gilbert's house in real life
who is still alive from the allman brothers band
who lives on cumberland island

Top queries
what to do in vail
what to do in vail colorado
what to wear skiing
what to wear in vail
what to do in vail if not skiing
what to do in vail in the summer
what to do in vail besides ski
what to do in vail this weekend
what's happening in vail this weekend
vail what to do

Top queries
when does pearl street farmers market open
when is wildflower season in colorado
when do farmers markets open in denver
when do farmers markets open
when do wildflowers bloom in colorado
when is denver march powwow 2025
when do aspens change in colorado
when do flowers bloom in colorado
when is denver restaurant week
when is the best time to visit colorado

Top queries
why is it called the grammys
why is mardi gras celebrated in new orleans
why is mardi gras celebrated
why is louisiana called louisiana
why is absinthe illegal
why are they called the grammys
why were the grammys created
why was absinthe banned
why is new orleans called the big easy
why do the swamp people kill alligators

Getting Recommended

Real Example: What Ranks Closest to “Scuba Diving”?

USVI Among Top Semantic Matches

- Shows up alongside Aruba, St. Lucia, and Puerto Rico
- Highlights thematic similarity, not keyword overlap
- Visual map shows clustered relevance

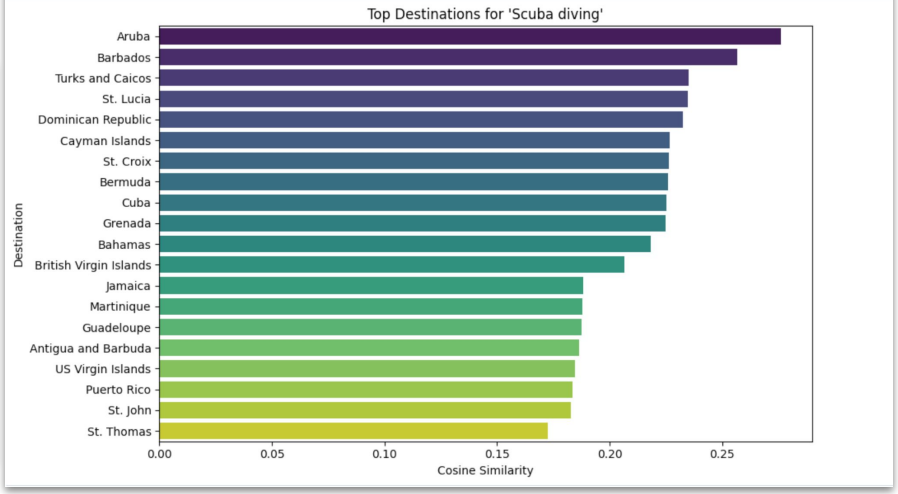
4 days ago (1s) 9

```
# Step 6: Rank Destinations by Similarity
display(destination_pd.sort_values(by="similarity", ascending=False).head(30))
```

Table +

	destination	region	type	embedding	similarity
1	Aruba	Caribbean	Island	[-0.014653578,-0.029593715,-0.012934226,0.04196785,-0.037565265,0.009528083,-0.014770808,0.041368682,0.060489...	0.276132416352428 47
2	Barbados	Caribbean	Island	[0.028022455,-0.024494754,0.011529035,0.043157425,-0.06127956,0.06998501,0.00035961557,0.023499032,0.0283353...	0.2565384600804965
3	Dominica	Caribbean	Island	[0.03520207,0.001980986,0.024571879,0.017197533,0.0032714966,0.028370364,0.011012821,0.05192653,0.01960463,-0...	0.2406586121537011 6
4	Turks and Caicos	Caribbean	Island	[-0.012023727,-0.0075884974,0.028652804,0.03331891,-0.025056014,0.034485437,0.006136415,0.035530448,0.002677...	0.2352544193314281 8
5	St. Lucia	Caribbean	Island	[0.026697017,-0.039115813,-0.007458064,-0.032139573,-0.046634953,-0.022516701,-0.010070762,0.004516234,0.0274...	0.2348495365993999 7
6	Dominican Republic	Caribbean	Island	[0.017985206,0.0066076084,0.031591408,0.017776683,-0.024644947,0.021047905,0.020917578,0.076319836,-0.002135...	0.2325068289405241 6
7	Bonaire	Caribbean	Island	[-0.02198262,-0.0053713736,0.0013314761,0.03460474,-0.055289984,-0.0061261547,-0.006165561,0.03557474,0.04811...	0.230451873205538
8	Anguilla	Caribbean	Island	[0.0017170957,-0.016082361,0.00429725,0.022036564,-0.052445095,0.022589883,-0.019715026,-0.008323855,0.047248...	0.2281129383276713 2
9	Cayman Islands	Caribbean	Island	[0.0072776447,0.003829302,0.011507611,0.108140014,-0.004213546,0.035731394,-0.0043022176,0.055751488,0.03672...	0.2265918011851543 2
10	St. Croix	Caribbean	Island	[-0.018976629,0.014066307,0.0014073089,-0.0022499987,-0.03174075,-0.0018074594,-0.019641284,0.0066601317,0.02...	0.2261211505759409 5
11	Bermuda	Caribbean	Island	[-0.0013652771,0.003045618,0.03898391,0.0683135,-0.058995247,0.014229434,-0.01947668,0.04781334,0.023448395,0....	0.2257532552235357
12	Cuba	Caribbean	Island	[0.013199021,-0.030420117,-0.0050275926,0.043326393,-0.04658478,0.01806115,-0.008508723,0.062214866,0.0223250...	0.2252893174755771 2
13	Grenada	Caribbean	Island	[0.023828954,0.0006466635,0.055706687,0.006230186,-0.08058935,0.0065063075,0.04885126,0.027650218,0.00232164...	0.2248883849950894
14	Bahamas	Caribbean	Island	[-0.0066533214,0.0002269225,0.03749942,0.070329845,-0.02477026,0.02597437,-0.035852987,0.007888149,0.0149776...	0.2180965831929636
15	Curacao	Caribbean	Island	[-0.0047326502,-0.02565864,0.029777324,0.061447706,-0.027500534,0.019084092,-0.023126032,0.029956397,0.022524...	0.2180564756693411

```
top10 = destination_pd.head(20)

plt.figure(figsize=(10, 6))
sns.barplot(
    x="similarity",
    y="destination",
    data=top10,
    palette="viridis",
    order=top10.sort_values(by="similarity", ascending=False)["destination"]  # sorts y-axis from bottom up
)

plt.title(f"Top Destinations for '{input_term}'")
plt.xlabel("Cosine Similarity")
plt.ylabel("Destination")
plt.tight_layout()
plt.show()
```



Real Example: What Ranks Closest to “Scuba Diving”?

USVI Among Top Semantic Matches

- **Principal Component Analysis,** compresses the 1536 vectors for each **destination** and **“Scuba Diving”** into summary dimensions
- **PCA Component 1** is the biggest thematic difference among destination responses (ie. hard-core dive spots vs. general beach spots).
- **PCA Component 2** is the second biggest difference (e.g., rustic/adventurous vs. luxury/cultural).
- **Color shows relevance** — how strongly AI thinks this destination is a match for scuba diving.

Correlation not Causation

But it’s not just what you are saying about your destination…

saintcroixsailingschool.org 8m
Registration By Program Type – Saint Croix Sailing Sch…
Saint Croix Sailing …Saint Croix Sailing … community sailing …
sailing
Neutral

piadvance.com 4h
Elden William Brege
… after sailing the … (Stephanie) … 10, 1941. …
sailing
Sadness

carnells.com 4h
Dr. Georgie Chalker – Carnell's Funeral Home, Providing…
… St.… St. … St . Thomas’s …
sailing
Sadness

rrecord.com 7h
John D. McConnico III
Sailing became a … in sailing, which … in sailing, which …
sailing
Sadness

cometosea.us 12h
Fleetwoods Circumnavigation » Blog Archive » Returnin…
… on the St.… on the St. … the St . John’s …
sailing
Neutral

cruiseindustrynews.com 12h
Seabourn Unveils 2026-27 Fall, Winter and Spring Season
… offer sailings … offer sailings … St.
beach sailing
Joy

thecutoffnews.com 48 22 Apr
Skip the Crowds, Not the Fun: Affordable Spring Escape…
… beautiful Colonial … Colonial Parkway … beautiful Colonial …
hiking biking kayaking
Joy

thebostondaybook.com 22 Apr
25 Tourist Attractions Americans Adore: Must-See Spot…
… come for hiking, … for hiking, … endless shopping, …
hiking biking shopping museums hopping
Joy

edenvirtualtravel.blogspot.com 21 Apr
Brooklyn, New York: Unstoppable Energy, Your Gateway…
… jogging, biking, … in Williamsburg : … in Williamsburg : …
biking museums hopping
Joy

averyfriedman.bandcamp.com 18 Apr
New Thing | Avery Friedman
I was biking, I was standing … of sad indie bands in Williamsburg …
biking
Joy

biotechnologymeetings.com 17 Apr
Additional list of conferences in October 2009
… 2009 USA / Virginia / Williamsburg… Email: biking@emupdate.ca …
biking
Neutral

wtop.com 1 17 Apr
The 51 Best Tourist Attractions in the U.S.
… superb hiking … superb hiking … superb hiking …
hiking biking shopping museums hopping
Joy

SUMMARY OF YOUR MENTIONS

The mentions cover a wide range of topics, primarily focusing on Maine and its various attractions, events, and issues. Key highlights include the Autism Awareness Walk-a-thon, the Autism Awareness Walk-a-thon in Ellsworth, Maine, raising nearly $5,000 for families and challenging misconceptions about autism. Additionally, there are discussions about the economic impact of immigration crackdowns on Maine businesses, the reopening of scallop fishing in the Northern Gulf of Maine, and the impact of Trump's executive order on the commercial fishing industry. Other notable mentions include the opening of new restaurants and hotels in Maine, the popularity of Maine as a travel destination, and various events and activities in the state. The mentions also touch on broader national and international topics such as climate action by youth, the state of the fishing industry, and the impact of Trump's policies on various sectors.

If your core offerings are never mentioned alongside your destination, don’t expect to get recommended by LLMs when people are looking for those offerings

Destinations & local businesses will have to start really looking in the mirror and become all the things they claim to be in order to get recommended in LLMs.

Just because a destination or business has an offering (activities/attractions), it doesn't mean that they are inherently the "best" place to partake in said offering.

The "best" can often times be subjective and the best for you may not be the best for me.

miles

PARTNERSHIP