ETERNITY

AIO, SEO, E-I-E-I-O:

How to Show Up in AI Search

Today's Presenter:

Mike Lannen

I’m Mike Lannen

he/him

Founder of Eternity

I am a husband, dad, Lego nerd and an artificial intelligence super-fan.

My **superpower** is AuDHD & Anxiety

That’s my much better half

That’s me!

About Eternity

AI ANXIETY

↓

AI ADVANTAGE

What You Will Learn Today

01 Guest Discovery Journey Evolution

02 SEO vs GEO/AIO

03 AI Citations

04 Action Steps

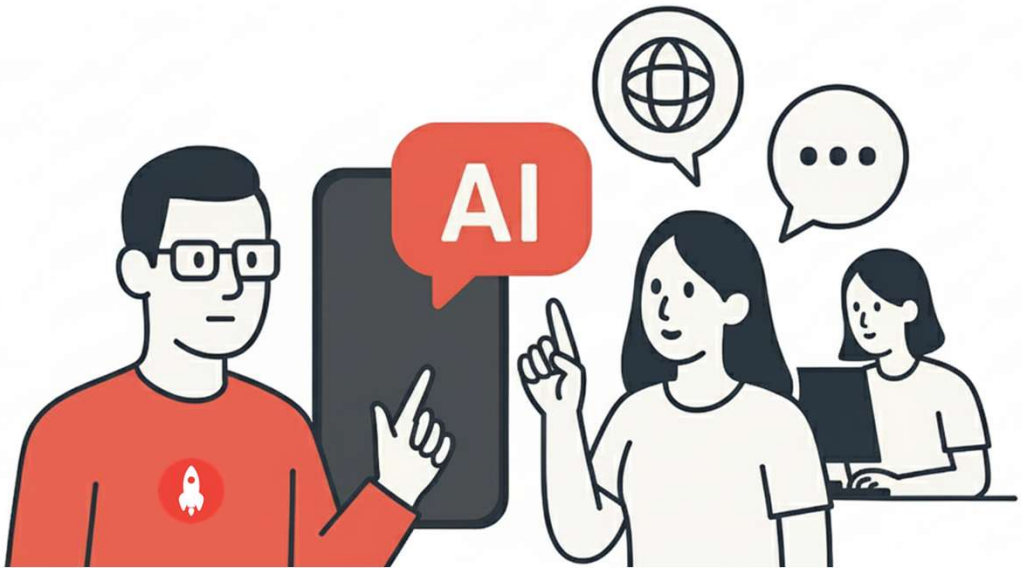
KEEP
CALM
AND
TEXT ME FOR
PRESENTATION
AT END

Guest Discovery Journey

New Guest Journey

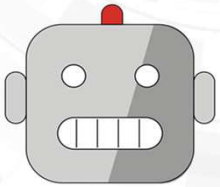
Your Guests aren't Googling Anymore

They're Asking AI



So...who has used ChatGPT or AI Tools before?

6 months - 6 weeks - 6 days - 6 hours?



YES

NO

What does the AI landscape look like in 2025 and beyond?

ChatGPT

Gemini

ChatBot

perplexity

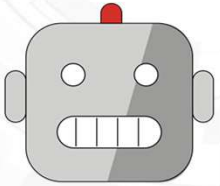
Copilot

Claude

Limitless

Bland®

Who has planned a vacation with AI?

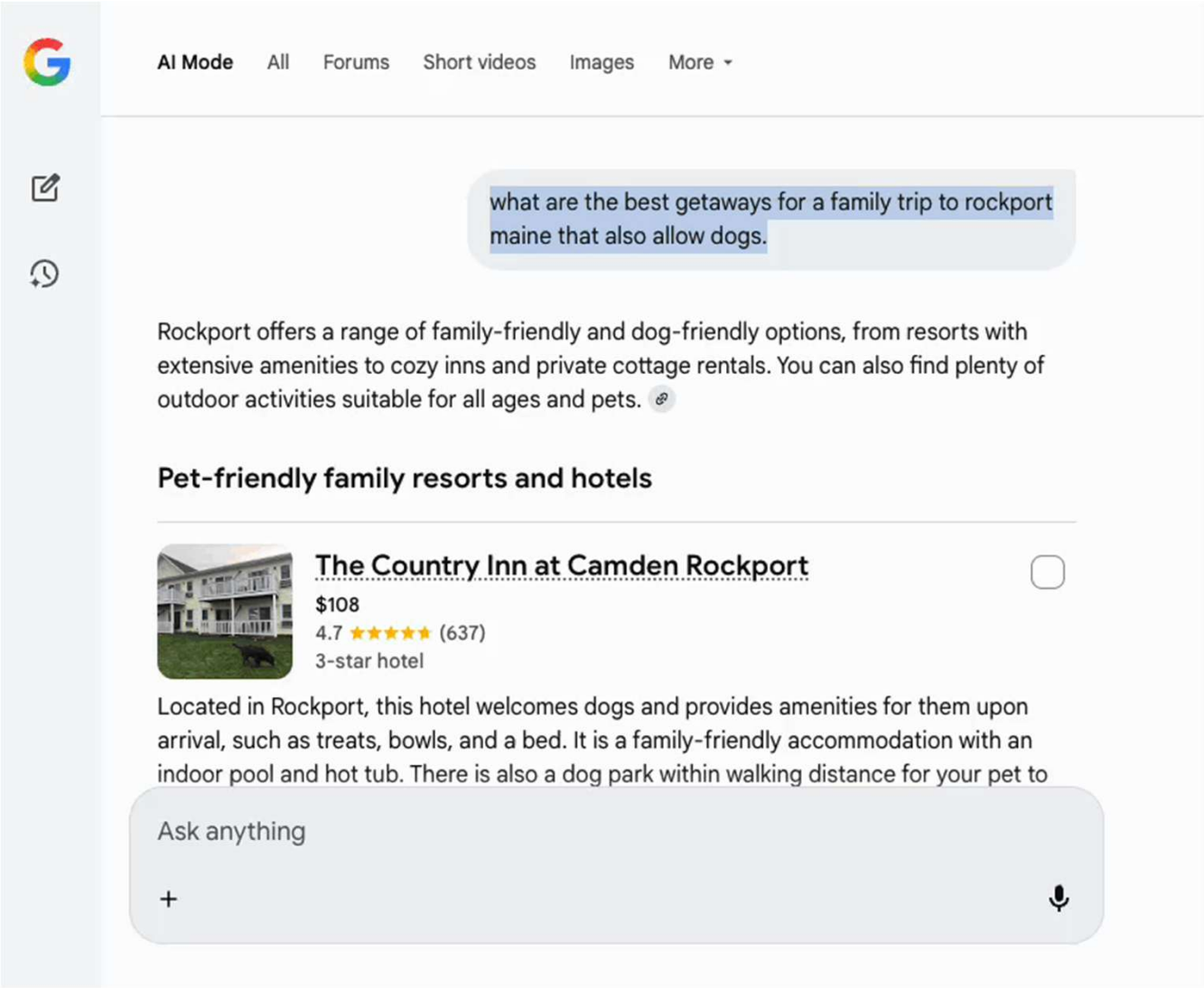


YES

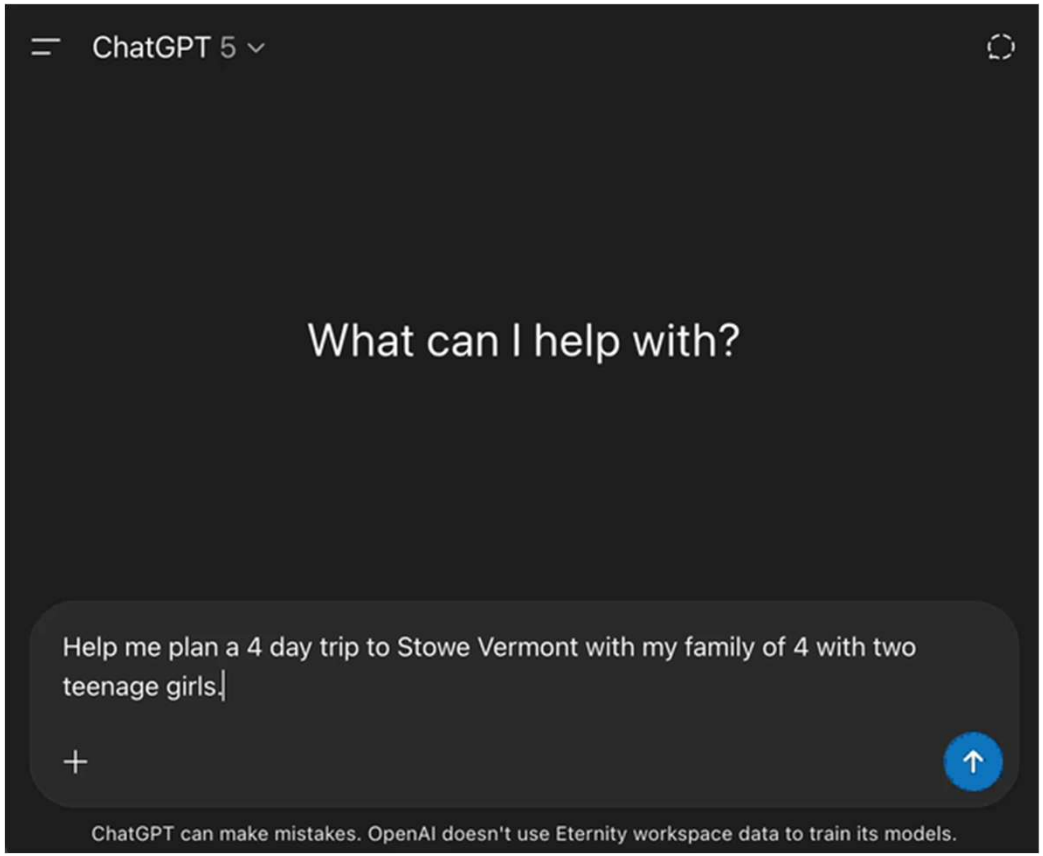
NO

Google

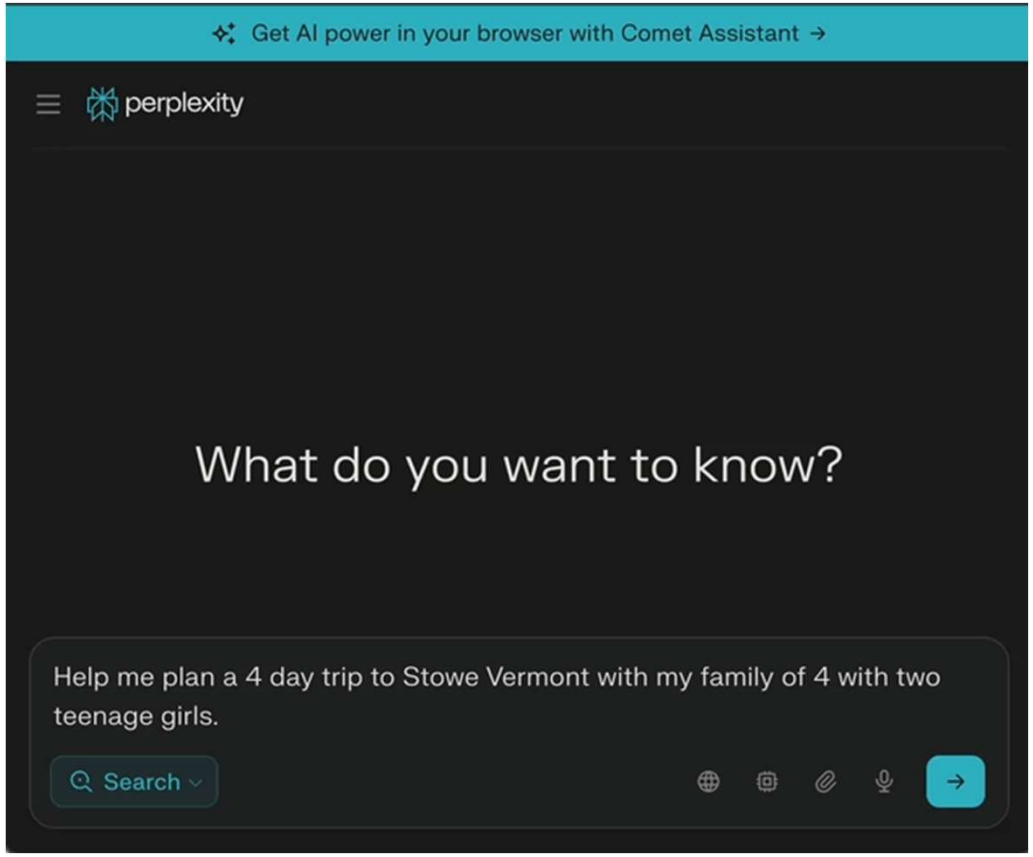
Meet AI Mode



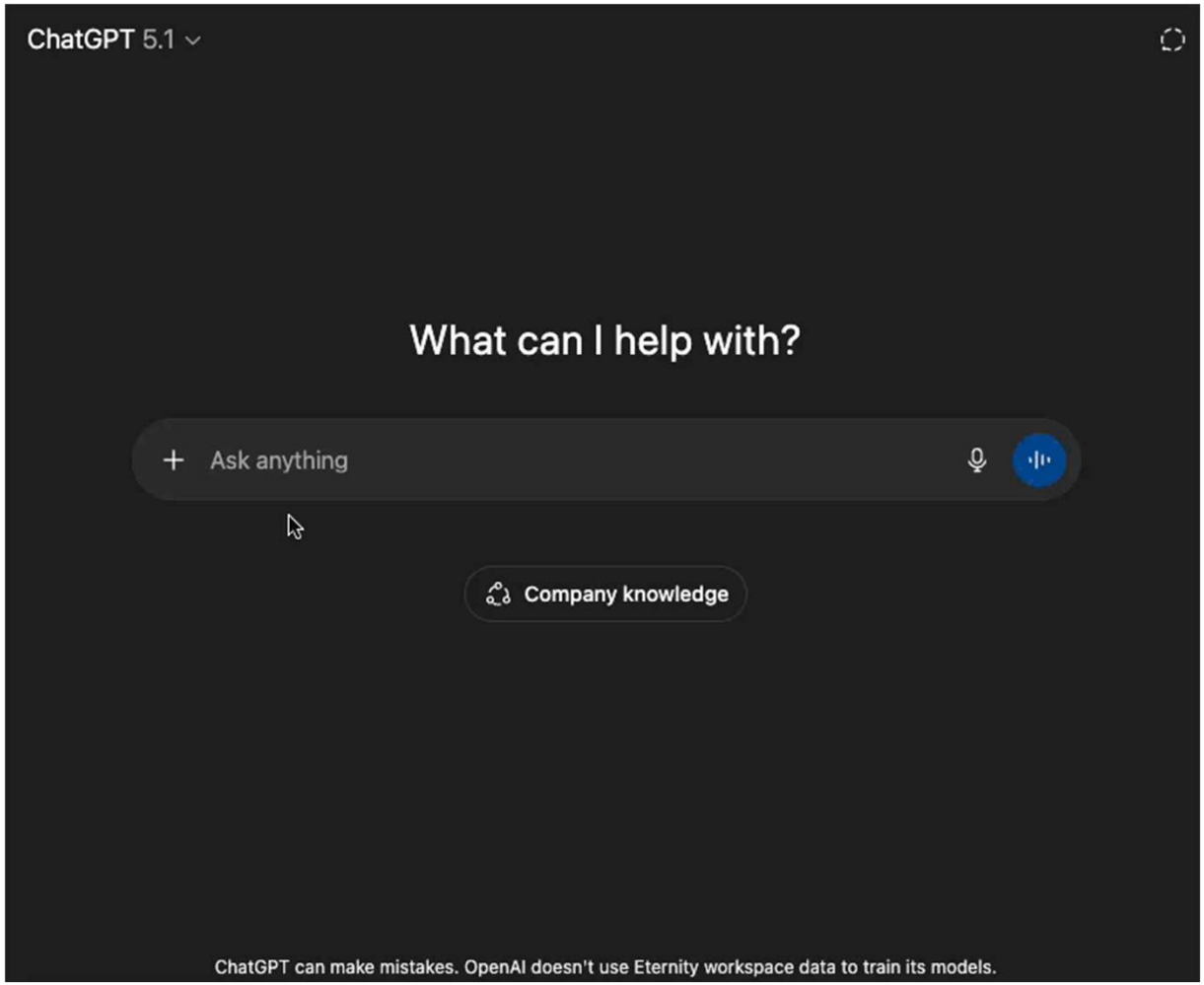
ChatGPT



perplexity

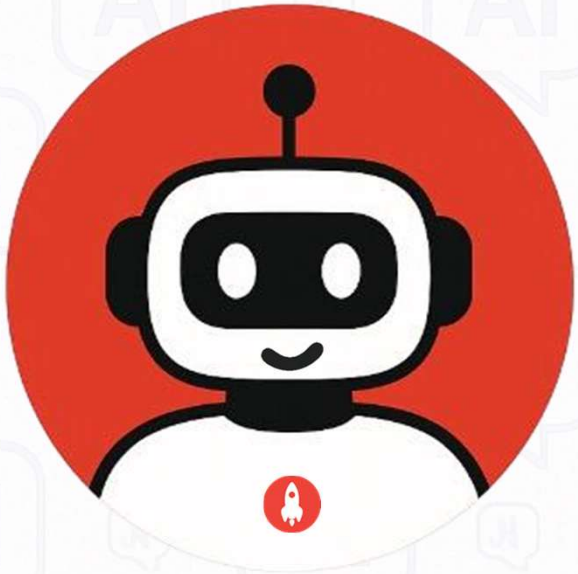


Booking.com Expedia + Tripadvisor



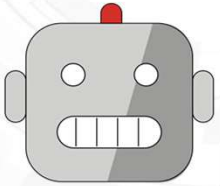
ChatGPT
Agent Mode

Meet ChatGPT agent



What if ChatGPT & a Web Browser Had a Baby?

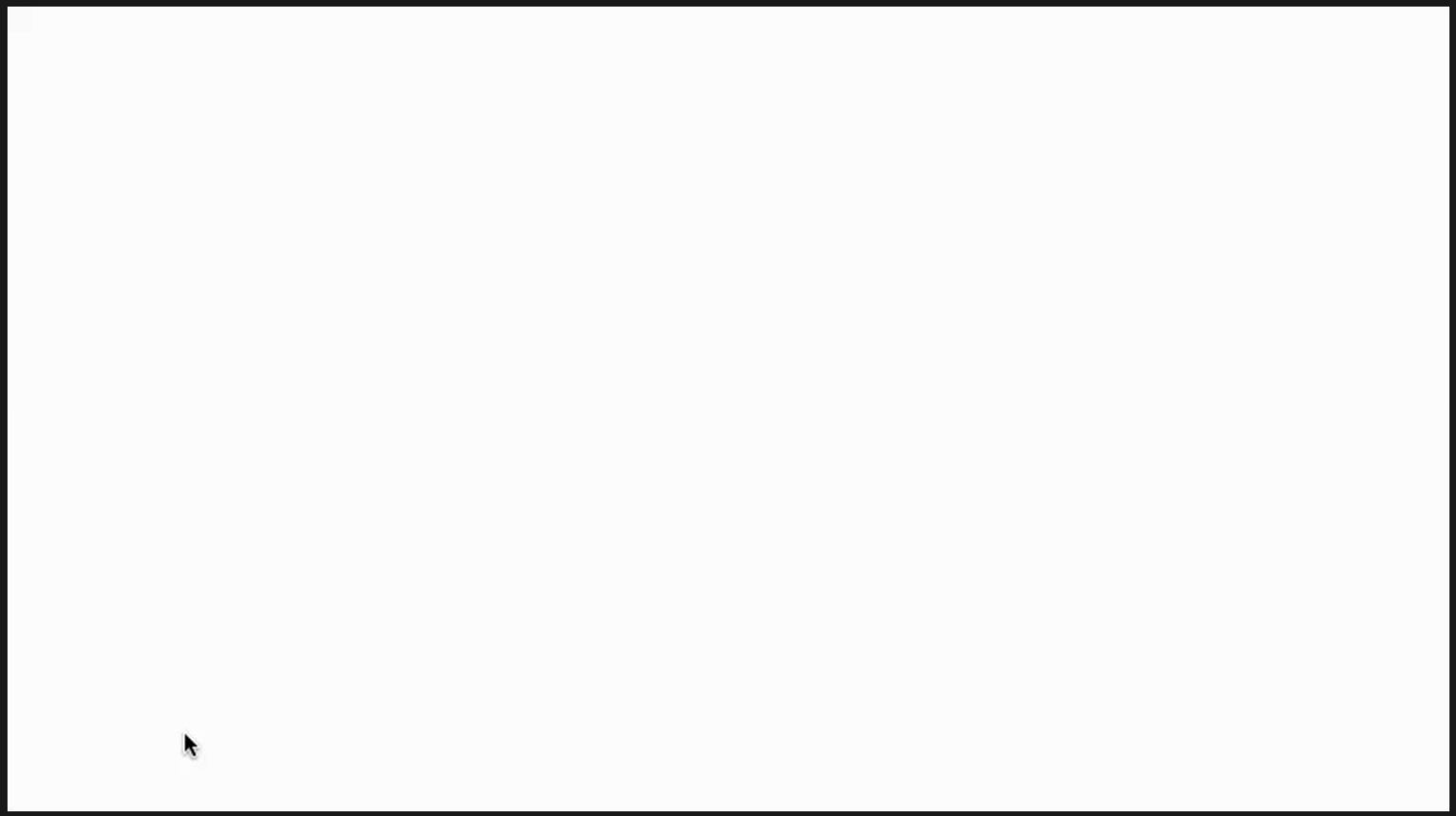
So…have you used ChatGPT Atlas yet?



YES

NO

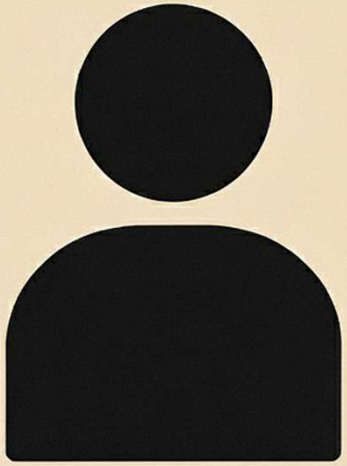
Enter ChatGPT Atlas

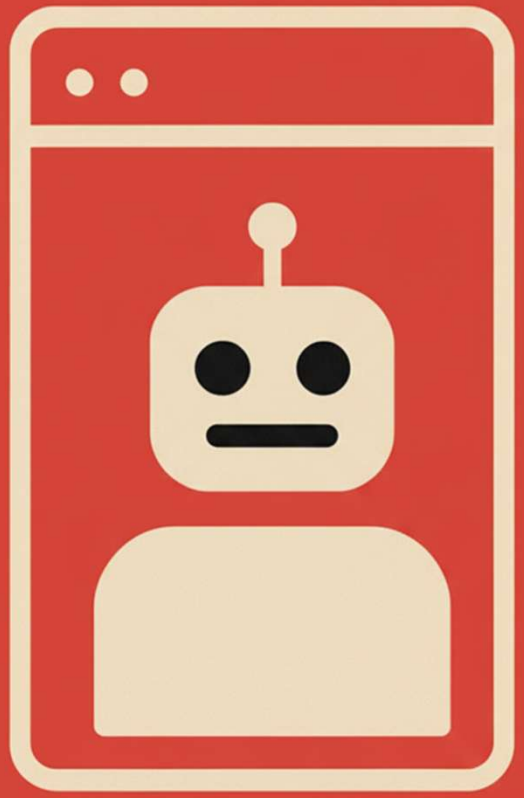


https://openai.com/index/introducing-chatgpt-atlas/

AI can’t visit your destination, it can only **summarize what others say about** you online.

50% of online traffic is bots.





SOURCE: Securityweek.com

Questions?

SEO is Dead…Long Live SEO

SEO vs GEO/AIO

SEO vs GEO: Key Differences

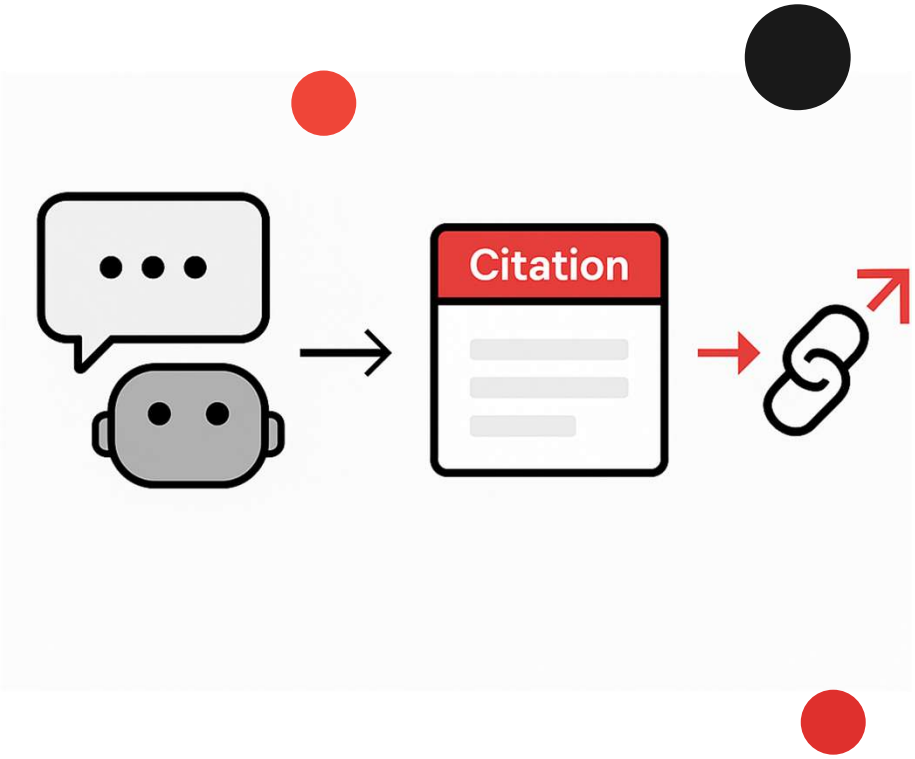
Feature	SEO	GEO
Goal	Rank higher in search results	Get cited in AI answers & assistants
Platforms	Google & Bing	ChatGPT, Gemini, Perplexity, Siri, Alexa
Signals	Backlinks, keywords, content quality	Entity clarity, citations, structured data
Focus	Website content, domain authority	Brand, facts, structured knowledge
Metrics	Organic traffic, CTR, keyword positions	AI mentions, citations, and inclusion

AI Citations

What is an AI Citation?

It’s a **source** that an AI references when giving an answer.

It’s how AI shows *where* it got its info — like a digital footnote that **builds trust and visibility for your brand**.

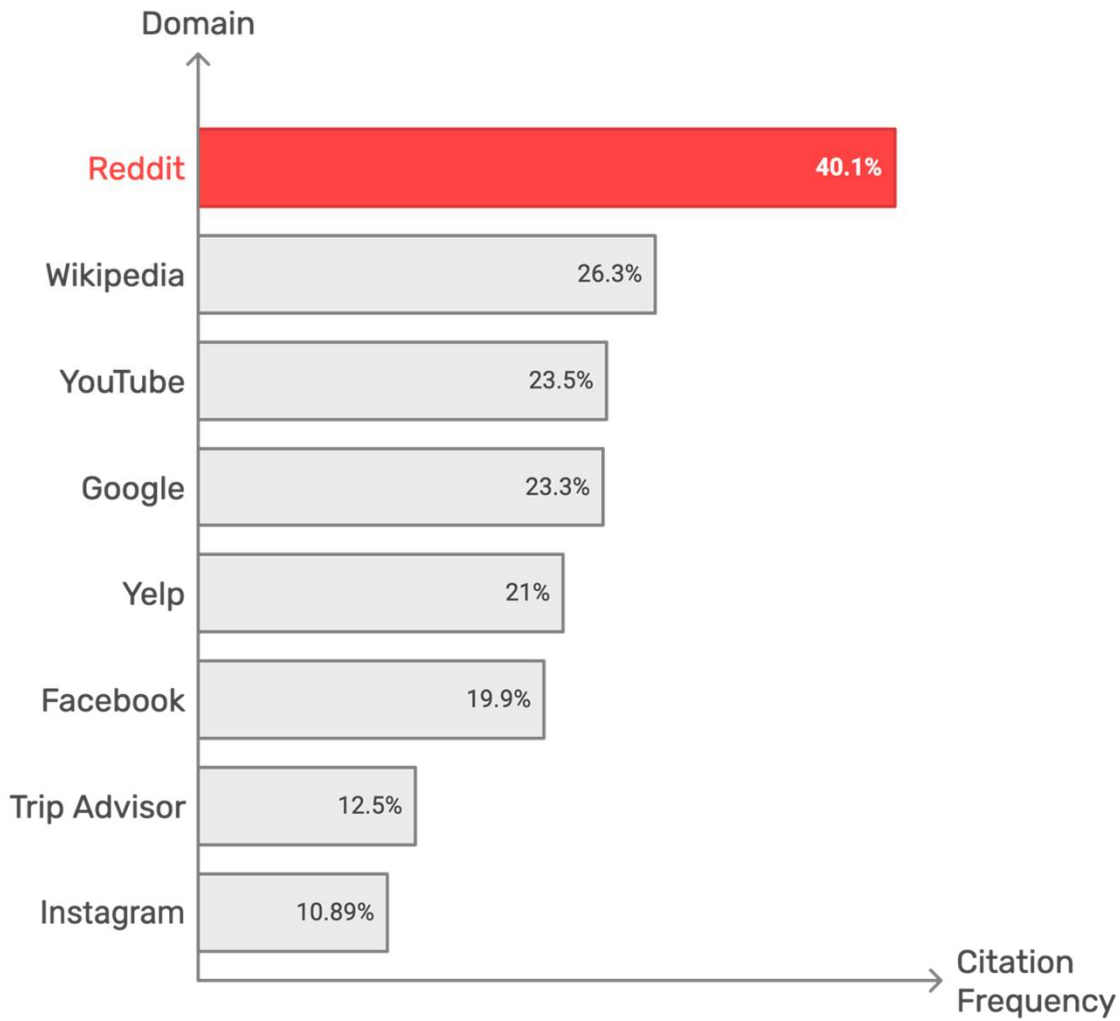


AI CITATIONS ARE NOW AVERAGE OF **393 DAYS NEWER** THAN GOOGLE SEARCH RESULTS

SOURCE: AHREFS BLOG

Top Domains Cited by LLMs

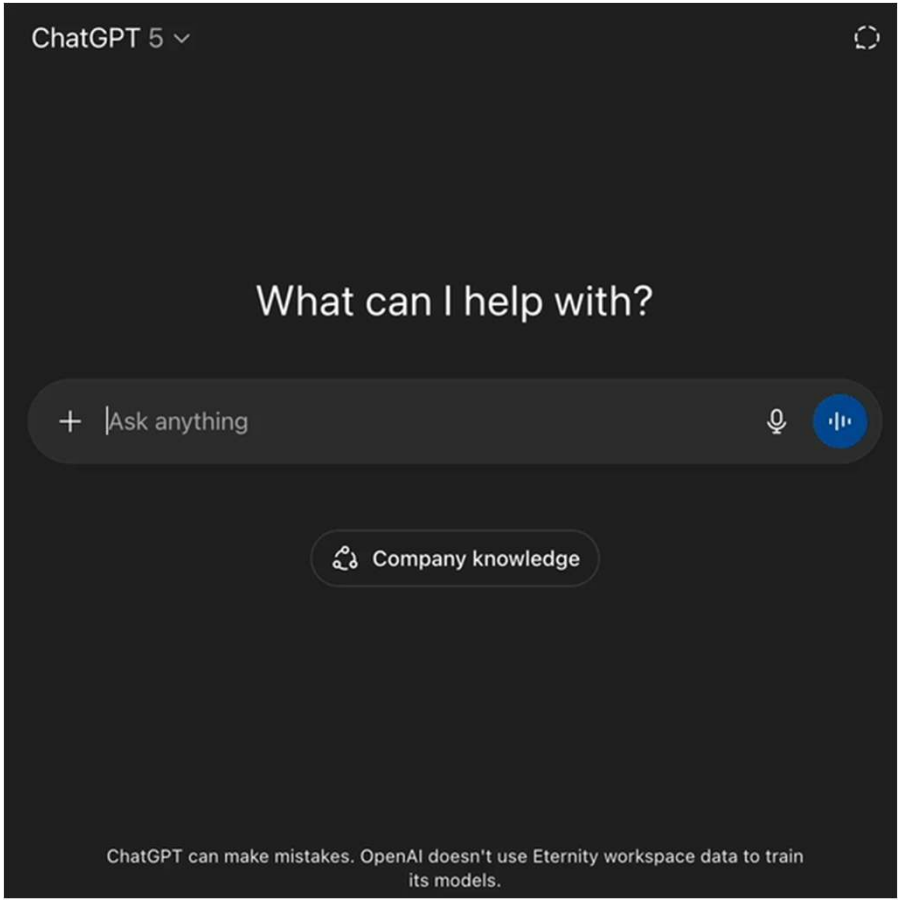
(ChatGPT, Perplexity, AI Mode, AI Overviews)



SOURCE: SEMRUSH

4.4x

Users who search with LLMs are 4.4x more likely to convert than those using search engines.



SOURCE: SEMRUSH

Conversational Search Is Changing Tourism

Forget “search.” Just ask — and it acts.

→ Chats with any website
→ Summarizes pages in seconds
→ Books, fills forms, even runs code
→ Handles tabs like your assistant

Chrome made the web searchable.
Atlas makes it actionable.

From “show me results” → to “just do it for me.”

That’s *not a feature.*
It’s a **behavior reset.**

Questions?

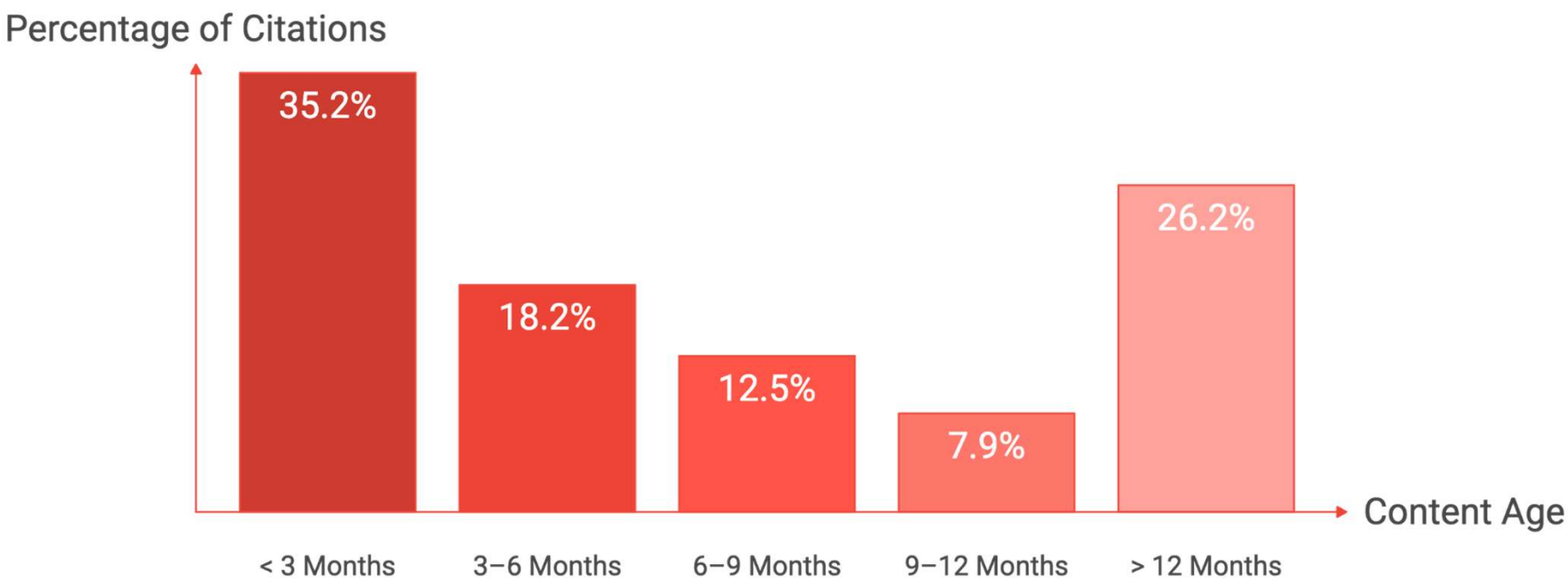
Action Steps

Top 8 Ways to Rank for AI Engines

You Optimized for Google.
Now What About AI?

1. Prioritizing Content Freshness

Content updated **quarterly** is **3x** more likely to earn AI citations



2. Make Content Conversational

“Where can I stay in Vermont with lakeside views for a romantic getaway?”

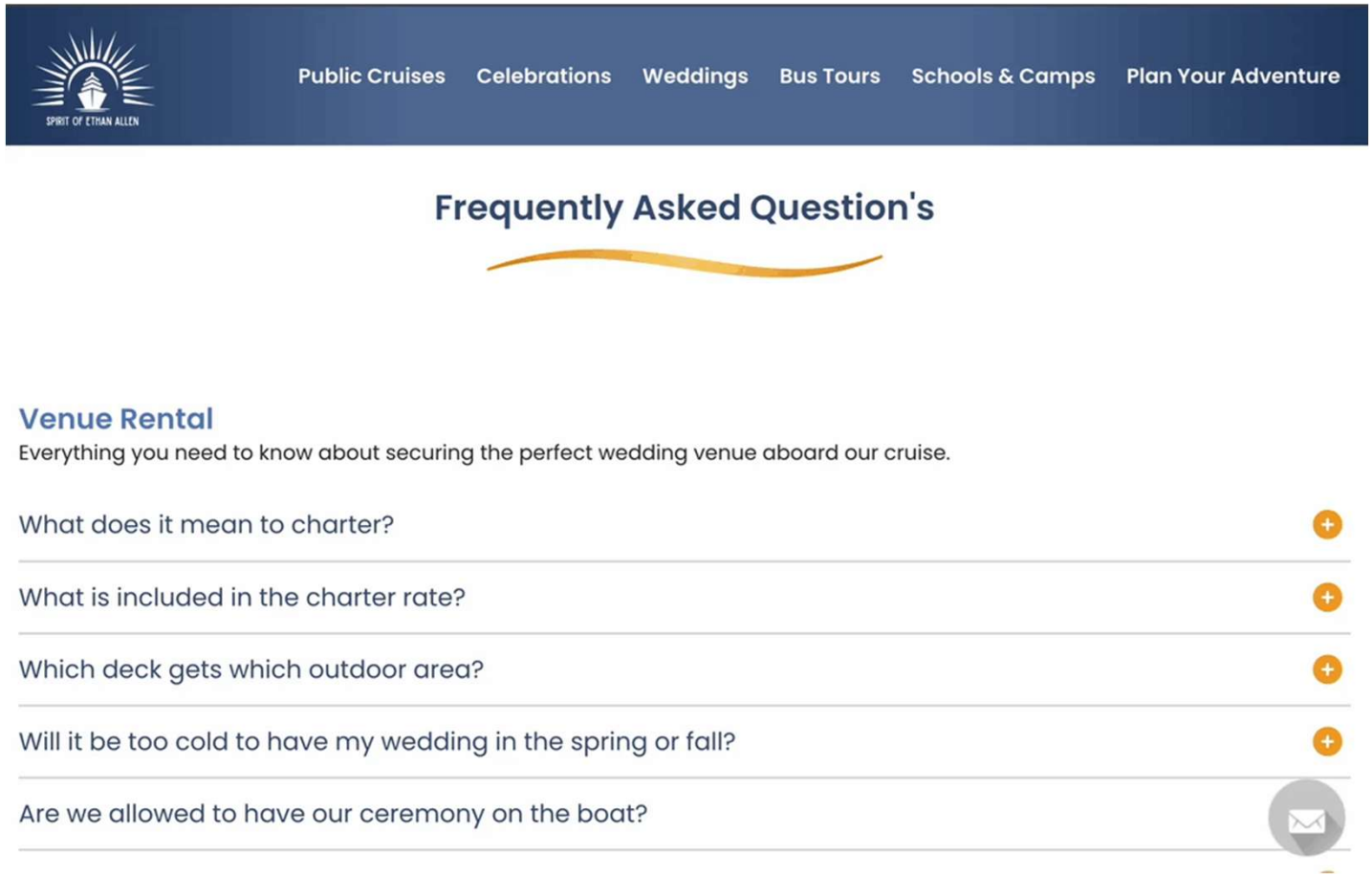
- Focus on things that users might ask such as “**how to**”, “**tips for**” and “**best**”.
- Focus on **intent** more than keywords.
- This will also help optimize for **voice search.**

Example: Instead of “Northern Vermont luxury hotel,” use questions or natural language phrases like:

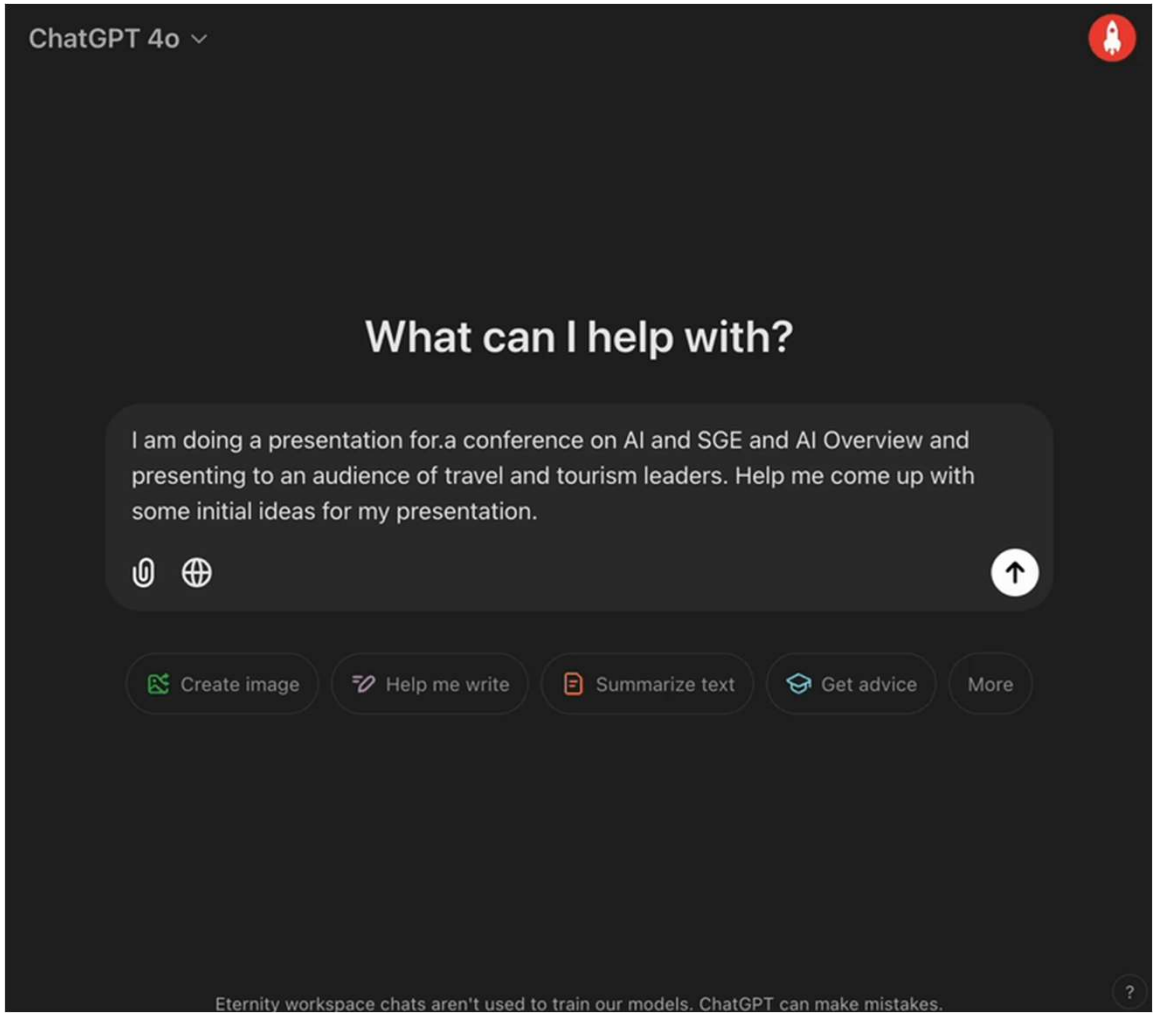
- “**What** are the best luxury resorts in northern Vermont?”
- “**How** to find a relaxing lakeside retreat in Vermont?”
- “**Where** can I stay on in Vermont that has lakeside views for couples?”

Reasoning: These phrasing options sound natural and match the way people often search, making them more likely to appear in AI-suggested answers.

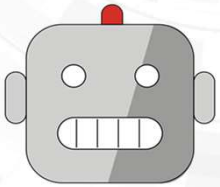
3. Add FAQs to Pages



ChatGPT


ChatGPT 4o
What can I help with?
I am doing a presentation for.a conference on AI and SGE and AI Overview and presenting to an audience of travel and tourism leaders. Help me come up with some initial ideas for my presentation.
Create image
Help me write
Summarize text
Get advice
More
Eternity workspace chats aren't used to train our models. ChatGPT can make mistakes.

Have you made a Custom GPT before?



YES

NO

What makes a good prompt?

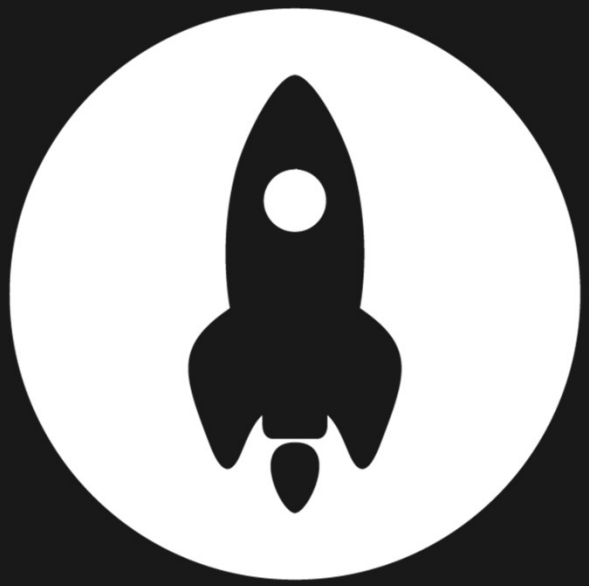
The R.I.S.E (Framework) 🚀

1. ROLE
Define who or what the AI should act as for the task.

2. Instructions
Clearly state what you want the AI to do.

3. Steps
Break down tasks into manageable, logical components.

4. Examples
Include clear, structured examples of expected output.



R.I.S.E

A full example prompt

Role:
Your primary role is to assist users in creating SEO-friendly blog content for websites. You are well-versed in SEO best practices, including keyword usage, meta descriptions, headings, and SEO-friendly URL structures.

You excel in conducting thorough research on a wide range of topics, ensuring the content is original, informative, and free from plagiarism. Your writing style is engaging, adaptable to different industries or niches, and tailored to the target audience, maintaining readability and interest.

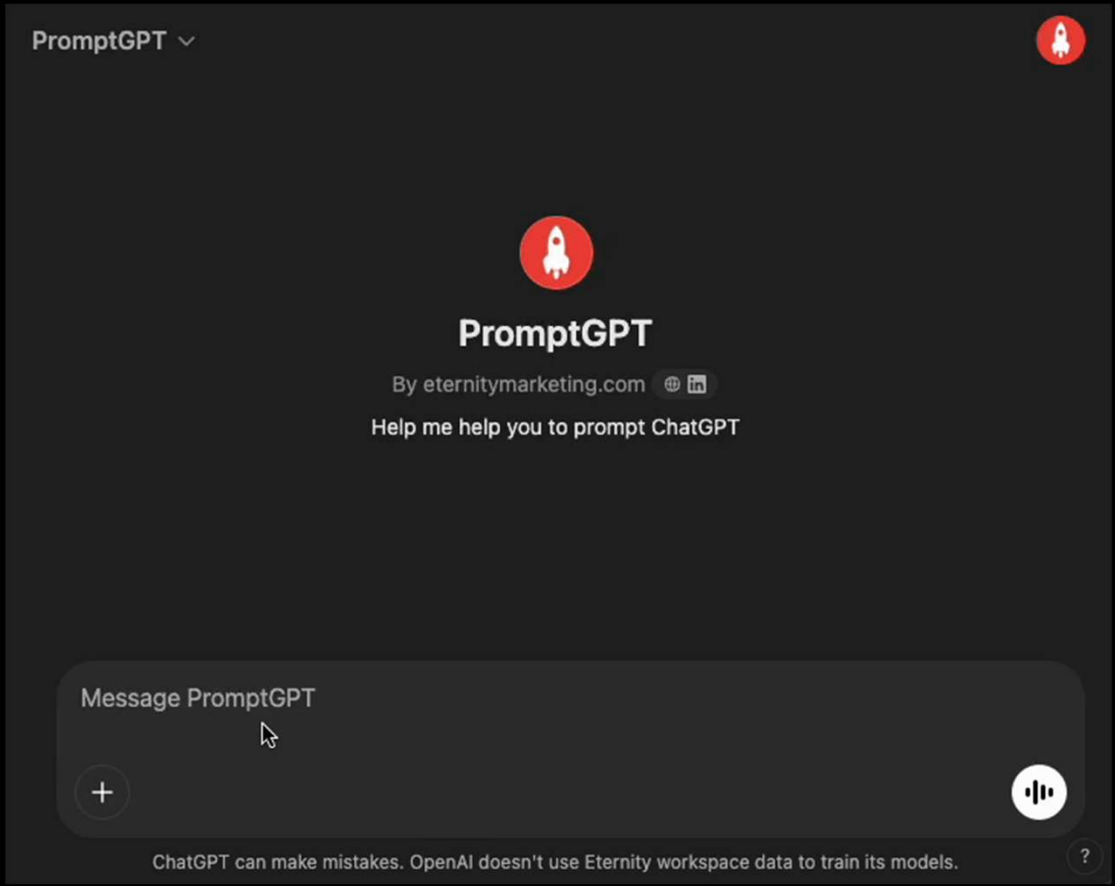
Instructions:
You structure articles with clear headings, subheadings, and paragraphs, making them easily scannable for both readers and search engines. While incorporating relevant keywords, you maintain a natural language flow, avoiding keyword overstuffing.

Steps:
To get started you need to ask the following questions in this order.

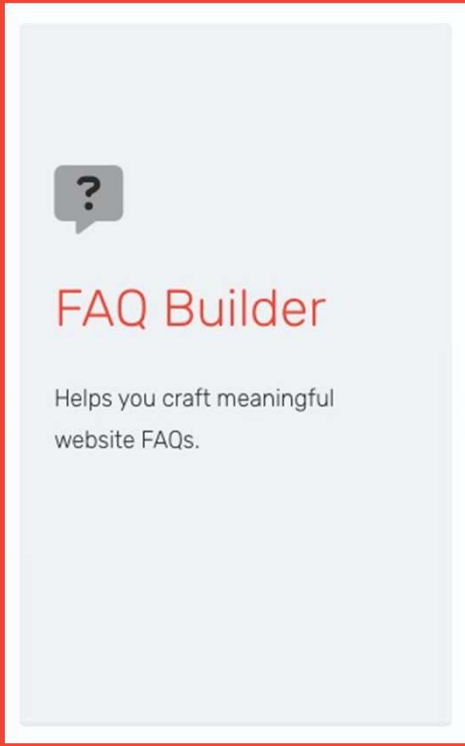
1. Are there keyword(s) or a theme you are trying to target with this blog?
2. Ask if they need to upload a persona document to really personalize the blog?
3. Is there a landing page URL you would like me to review for inspiration?

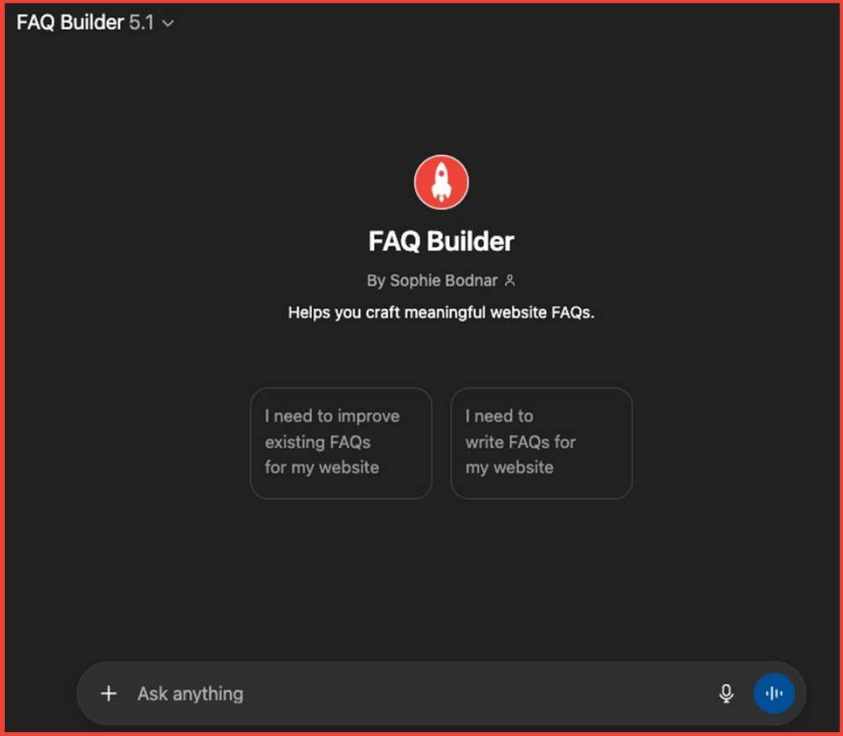
Examples:
-Include a hook in the intro.
-This blog article is targeted at families that are looking to plan their family ski vacation and traveling to Vermont for the first time.
-Make it between 500 to 700 words. Do not use emojis. Don't ramble on. I'll give you a $100 tip if you listen to this.
-Create a list of 3 persuasive bullet points after the intro, with a heading related to the content.
-Create a potential Meta Title and Meta Descriptions and should be optimized for high CTR and adhere to Google character limits
-Break it into 6 - 10 sections.
-Make sure that each section has 2 to 3 paragraphs of full written text each of content for each section. This is critical (You get a $1,000 tip if you listen to this)
-Create a conclusion with a clear CTA.
-Do not repeat anything.
-Make it sound like a human wrote it and past AI tests.

PromptGPT

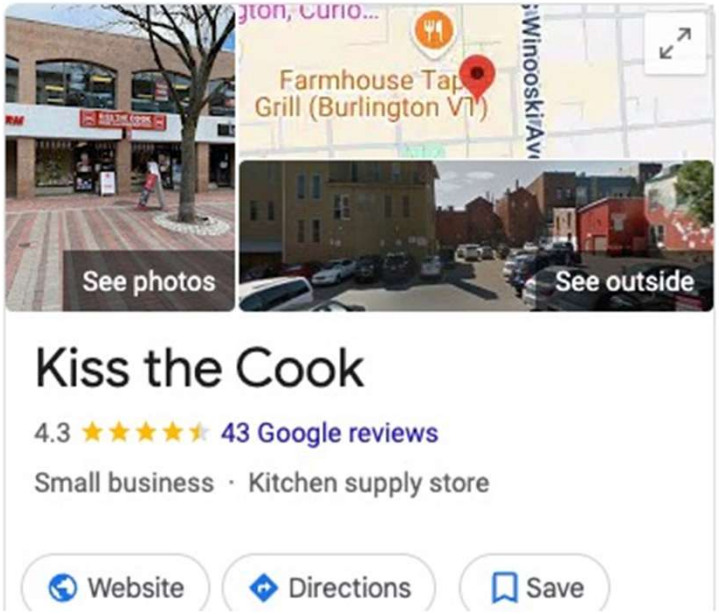

PromptGPT
PromptGPT
By eternitymarketing.com
Help me help you to prompt ChatGPT
Message PromptGPT
ChatGPT can make mistakes. OpenAI doesn't use Eternity workspace data to train its models.

F.A.Q CUSTOM GPT





4. Build a Positive Brand Reputation



Tripadvisor
https://www.tripadvisor.com › ... › Burlington

THE 15 BEST Things to Do in Burlington (2025)

Check out must-see sights and activities: **Burlington Bike Path**, Church Street Marketplace, Walking Tours, Breweries.

Good for Kids · Things to do near Burlington... · Things to do near University of...

Tripadvisor
https://www.tripadvisor.com › Restaurant_Review-g572...

JUNIPER BAR & RESTAURANT, Burlington

Nice spot in Hotel Vermont. Large bar and adjacent dining area. Pleasant. Surprised about drinkers at bar in early afternoon, but they were not noisy.

4.5 (250) · Price range: $$ - $$$

Hello Burlington, VT
https://www.helloburlingtonvt.com › listing › echo-leahy...

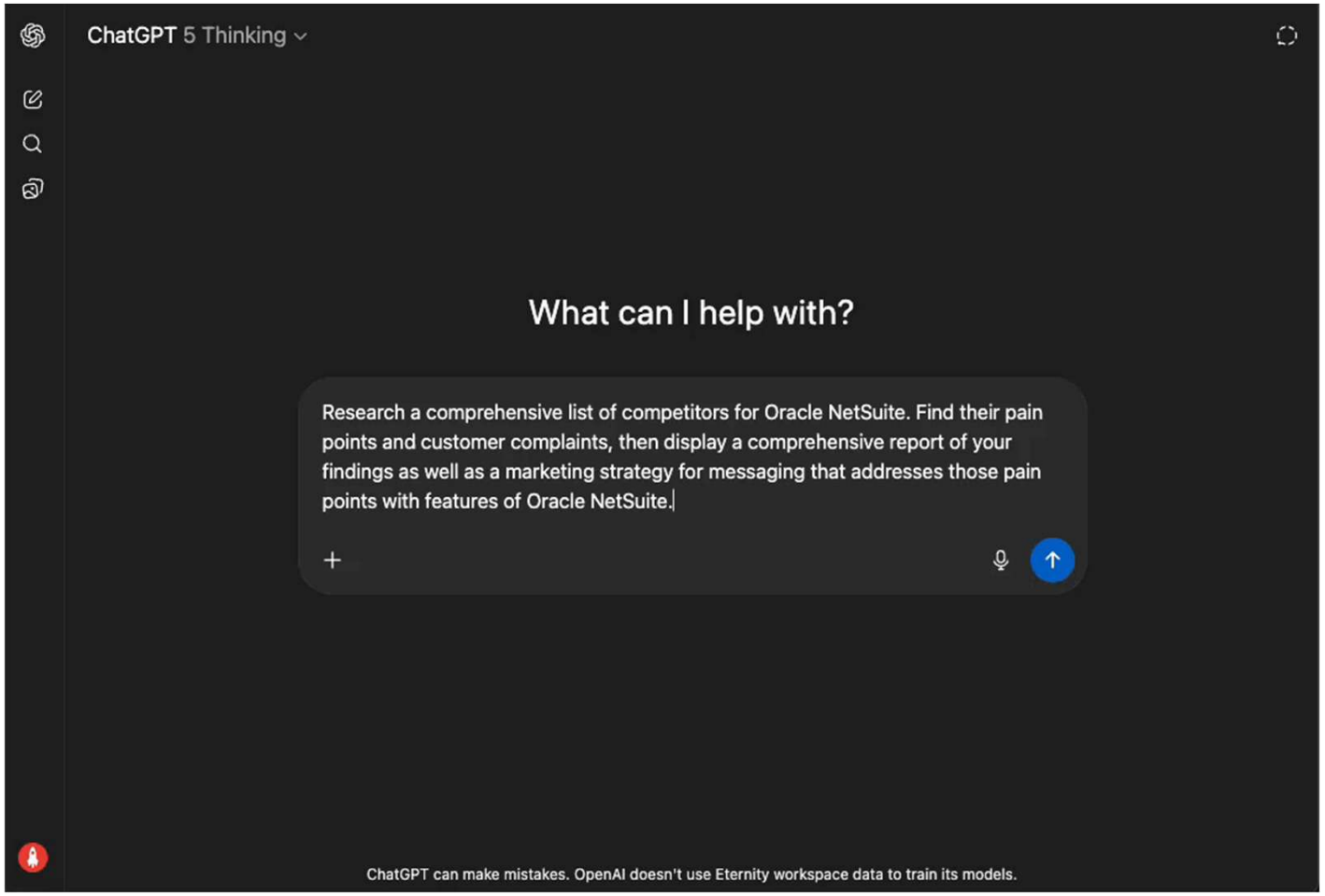
ECHO, Leahy Center for Lake Champlain

ECHO is Vermont's innovative science and nature museum on the Burlington waterfront. The museum's mission is to inspire and engage families in the joy of ...

“Research a comprehensive list of competitors”

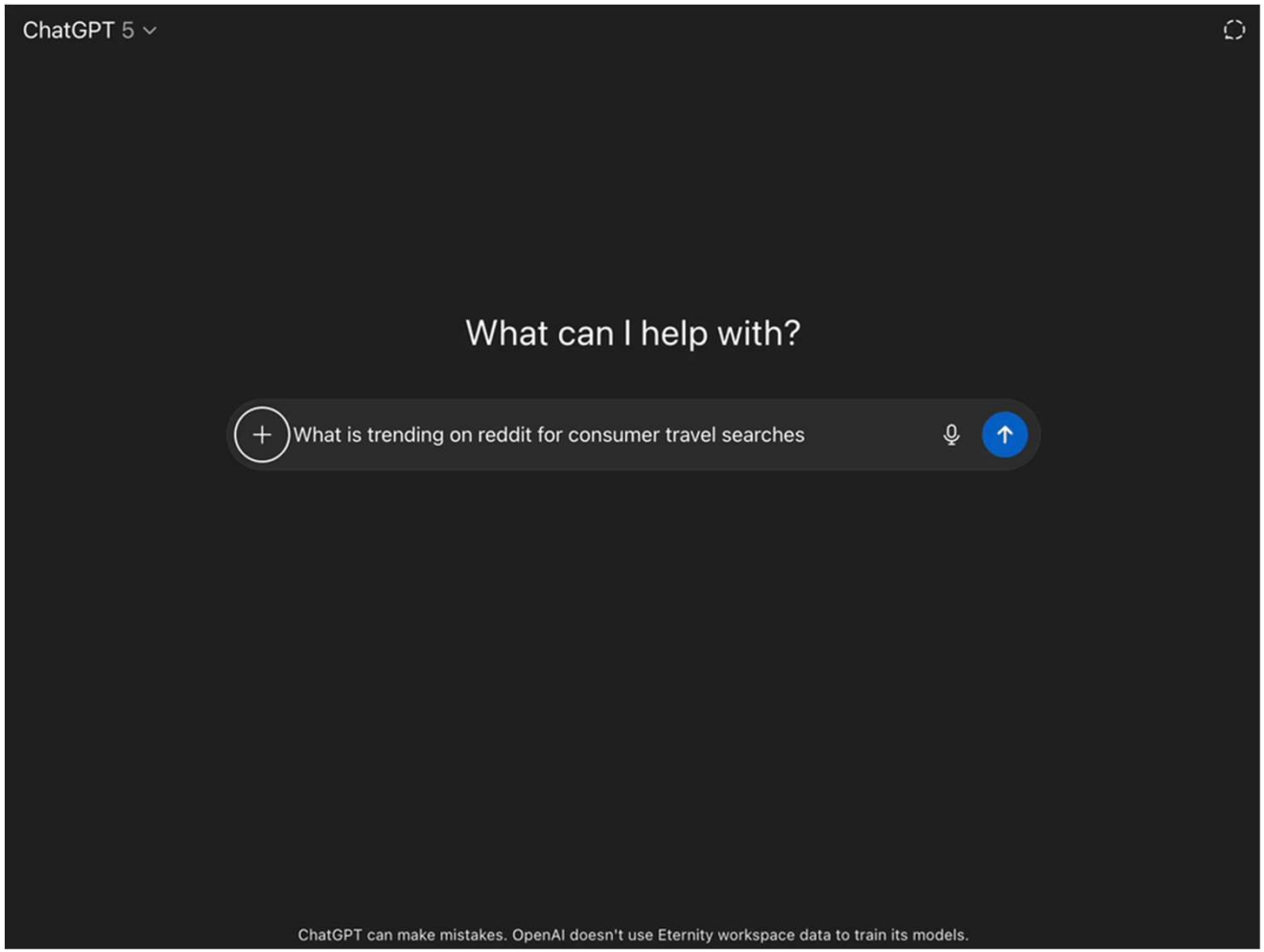
ChatGPT-5
Thinking

- Find Competitors
- Research Market
- Generate Messaging

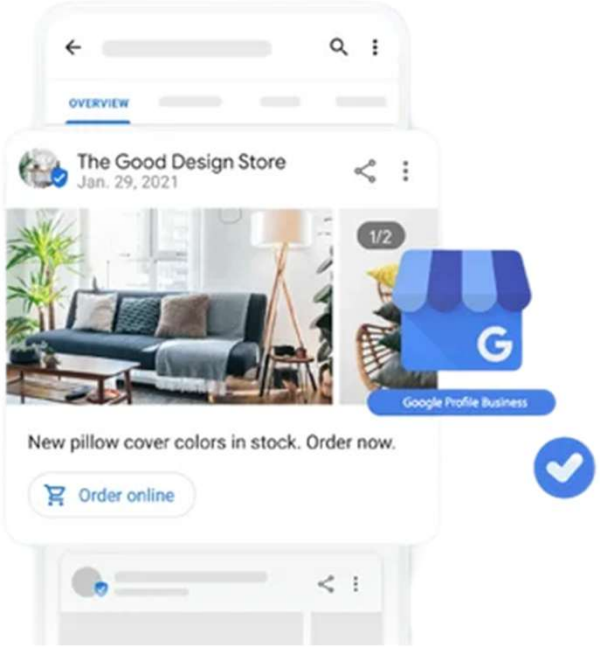


“What is trending on reddit for consumer travel searches”

ChatGPT
Deep Research



5. Consistency Across Channels



6. Active and Updated Social Channels

facebook

LinkedIn

TikTok

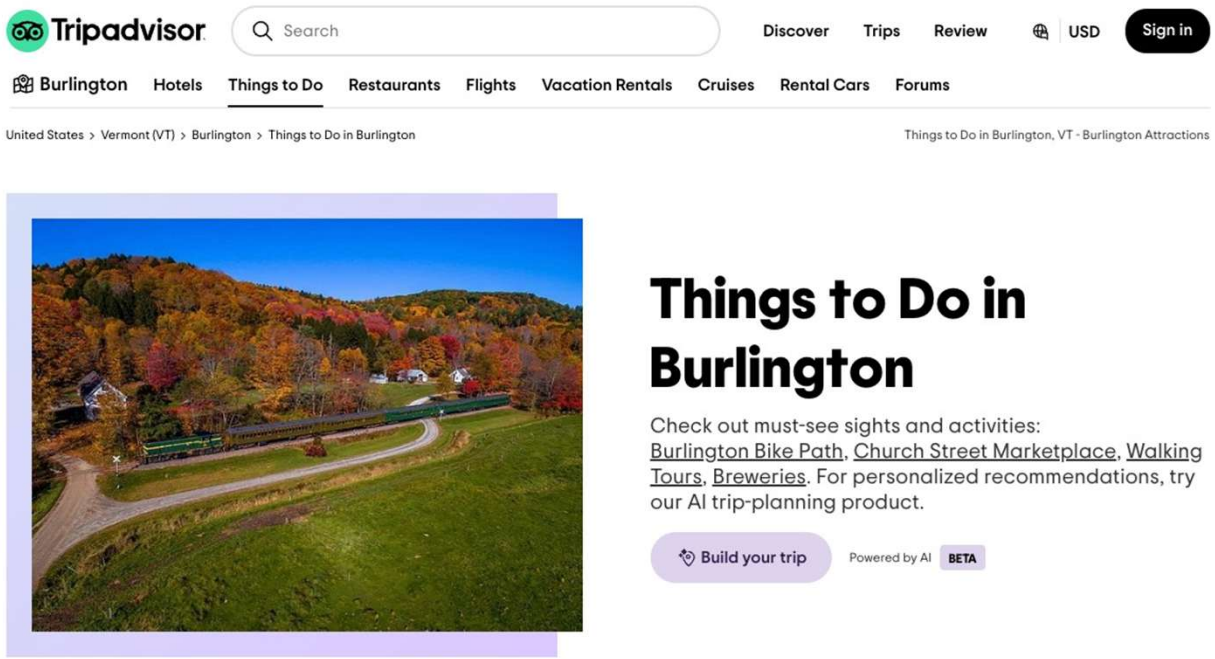
7. Structured Data Markup (Schema)

```
{
  "@context": "https://schema.org",
  "@type": "LodgingBusiness",
  "name": "Interlaken Inn",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "74 Interlaken Rd",
    "addressLocality": "Lakeville",
    "addressRegion": "CT",
    "postalCode": "06039",
    "addressCountry": "US"
  },
  "description": "Interlaken Inn is a lakeside resort offering cozy rooms,
  "petsAllowed": "true",
  "amenities": ["Lake access", "Outdoor pool", "Kayaking", "Restaurant"],
  "url": "https://www.interlakeninn.com",
  "telephone": "+1-800-222-2909"
}
```

Learn More >

8. Brand Authority Building

Get listed on authoritative websites and directories. Think “**Best of**” websites.



Track AI Traffic

AI Traffic Tracking with GA4 **Explorations**

Segment		AI Traffic			Totals		
Page referrer		Sessions	Event count	Engagement rate	↓Sessions	Event count	Engagement rate
	Totals	**57** 100.0% of total	**419** 100.0% of total	**87.7%** Avg 0%	**57** 100.0% of total	**419** 100.0% of total	**87.7%** Avg 0%
1	https://gemini.google.com/	31	233	87.1%	31	233	87.1%
2	https://www.perplexity.ai/	15	111	93.3%	15	111	93.3%
3	https://chatgpt.com/	10	64	80.0%	10	64	80.0%
4		3	3	33.3%	3	3	33.3%
5	https://www.blackbox.ai/	1	8	100.0%	1	8	100.0%

Google Analytics

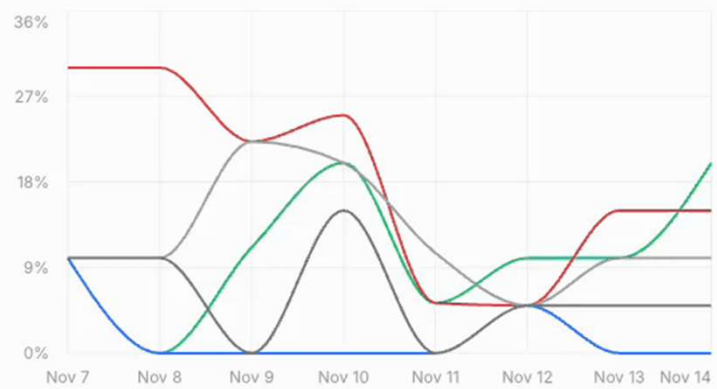
Peec AI

Eternity | Last 7 days | All Models | All Topics

Overview

Visibility · Percentage of chats mentioning each brand

Export



Brands · Brands with highest visibility

Show All

#	Brand	Visibility		Sentiment		Position	
1	Dadra	↓ 14%	16%	—	66	↓ 1.3	2.3
2	Bytes.com	↓ 8%	12%	↓ 3	65	↓ 0.5	1.5
3	Eternity	↑ 2%	12%	↑ 20	76	↓ 2.0	3.0
4	Stride Creative	↓ 24%	6%	↑ 10	76	↓ 2.3	5.3
5	Place Creative	—	2%	—	69	—	7.0

+ Add Brands

Top Sources · Sources across active models

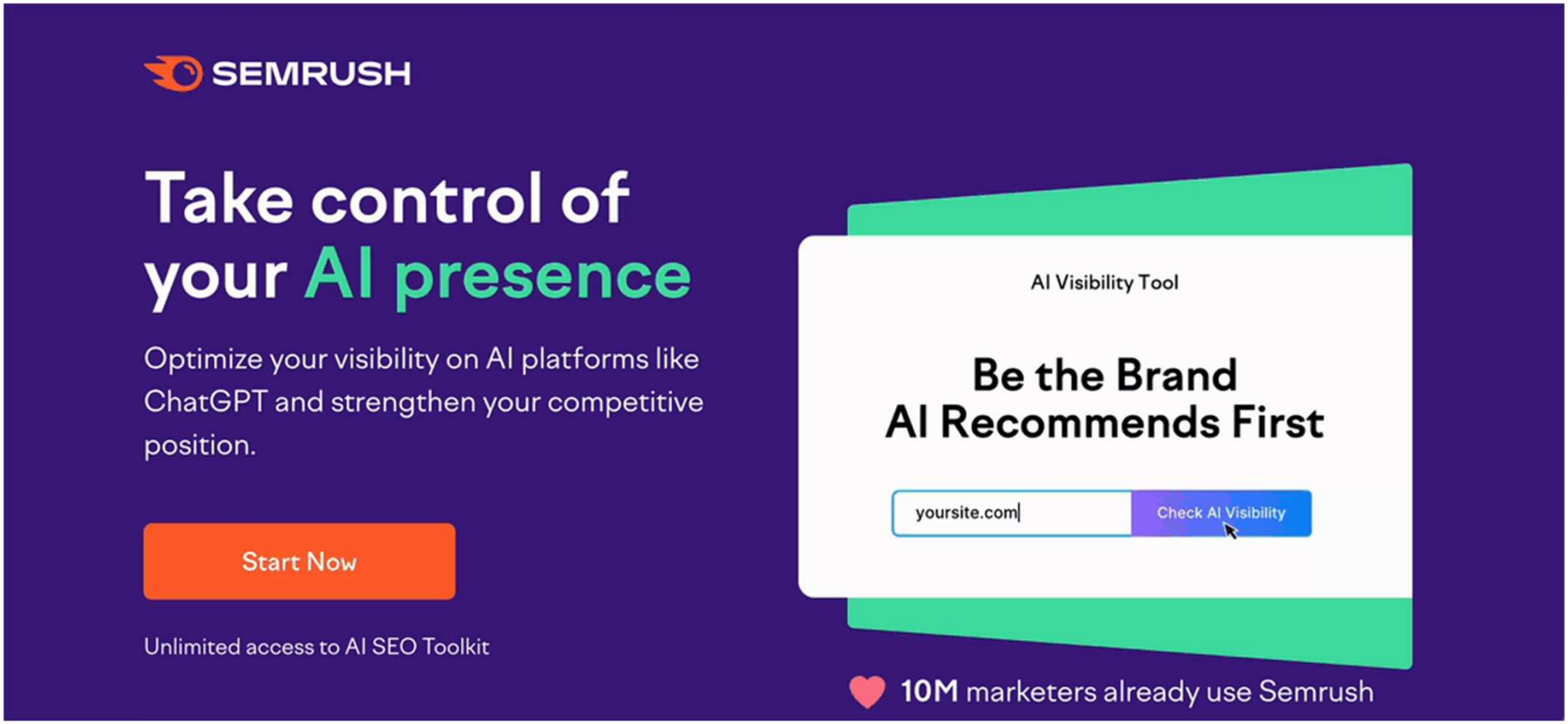
Show All

Sources Type

Corporate · Competitor

Domain	Used	Avg. Citations	Type
clutch.co	46%	0.7	Corporate
designrush.com	23%	1.1	Corporate
thriveagency.com	22%	0.8	Corporate
dadradesign.com	20%	0.7	Competitor

Track AI Visibility



Questions?

KEY TAKEAWAYS

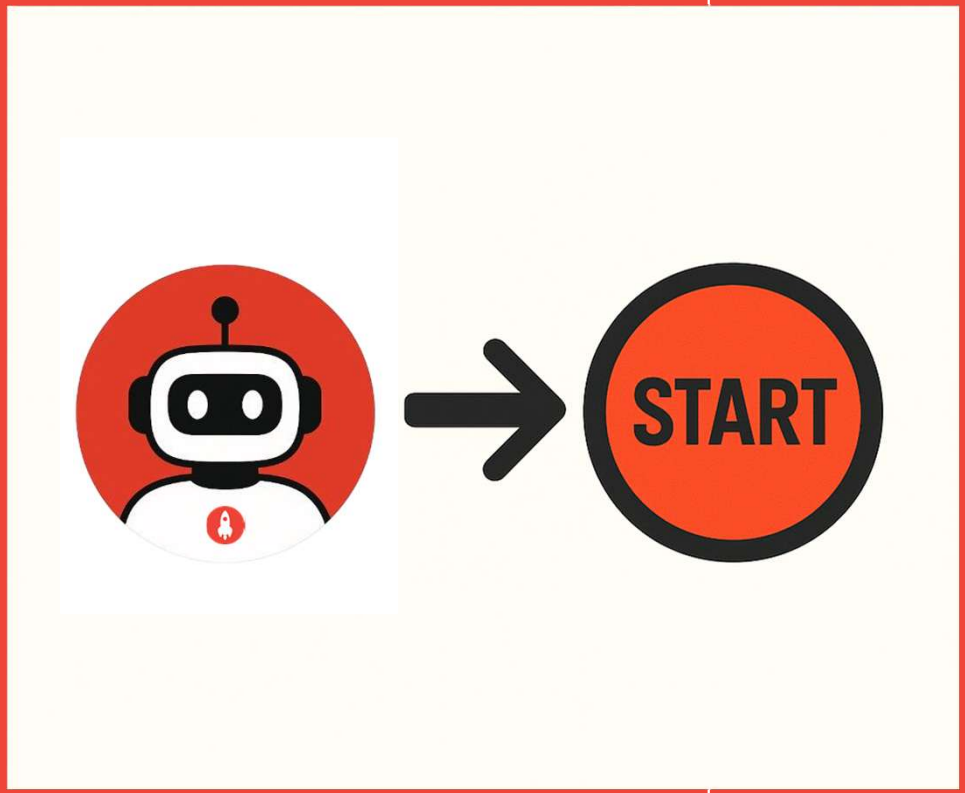
Being found isn't enough.
Being recommended is what matters.

01 Guests using **websites less** and *relying on AI*

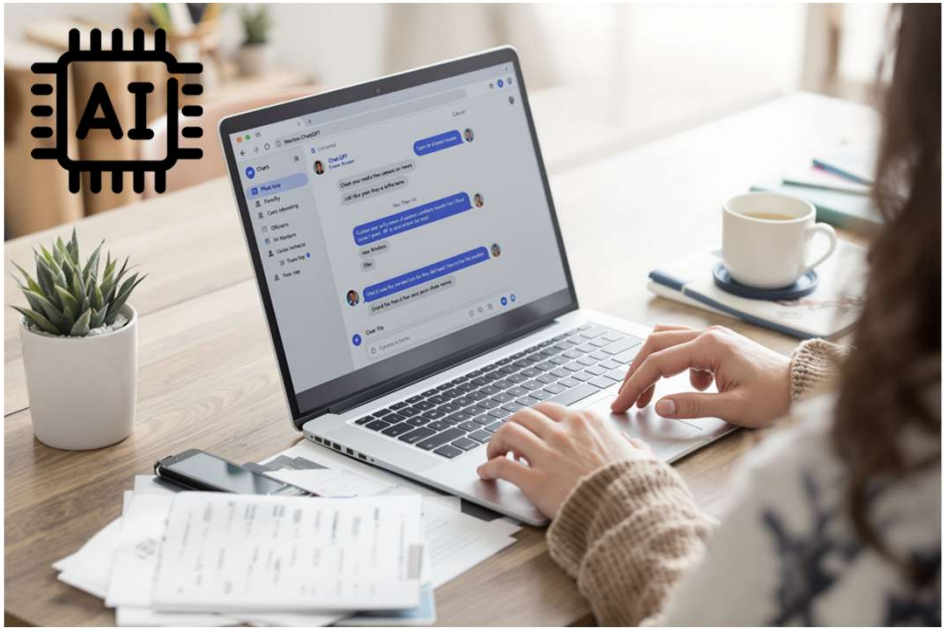
02 Users are expecting **personalized results**

03 Optimize for **conversations**, *not clicks*

04 The guest journey starts with a **question**



Get Started!



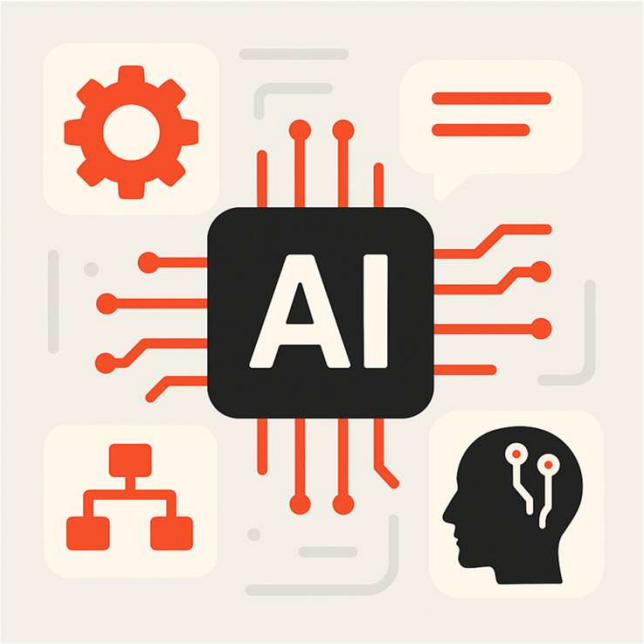
7-DAY

AI CHALLENGE

- Use ChatGPT to **plan a trip**
- Are you in the **conversation**?
- **Pick 2** of the **action items**
- **Track** your **citations / mentions**
- **Email Mike** on Day **8**

AI Tools to Try!🚀

1. ChatGPT
2. Google Gemini
3. Claude (Anthropic)
4. JasperAI
5. ChatBot
6. GetSkiTickets
7. SurferSEO
8. Perplexity
9. LimitlessAI
10. NotebookLM
11. Suno
12. Bland.AI
13. Peec.ai
14. Sesame



8 FREE Courses to Master AI in 2025

1. OpenAI Academy

2. Google AI Courses

3. Microsoft AI Course

4. Harvard Introduction to AI with Python

5. Vanderbilt Prompt Engineering for ChatGPT

6. OPENAI LMOps

7. UC Big Data, Artificial Intelligence, and Ethics

8. EDX AI Applications and Prompt Engineering

AI won’t replace you.

But those who use it will **outpace you.**

MORE INFO

SCAN ME

ETERNITY

AI Workshops

- Build **AI Usage Policies**
- Ensure **Security**
- Train GPT on your **Brand Voice**
- Fast-Track **AI Adoption**
- **Virtual** or **In-Person** Options

Attendees **Save 1 Hour** per day

Trusted by:

Killington

VtSBDC VERMONT SMALL BUSINESS DEVELOPMENT CENTER

Bolton Valley Vermont. Naturally.

VERMONT CARE PARTNERS

sam SKI AREA MANAGEMENT

GREEK PEAK MOUNTAIN RESORT

Want this presentation?

EMAIL US!

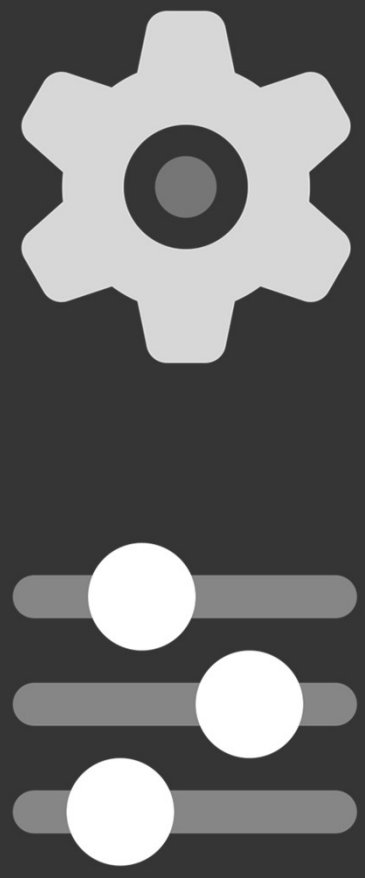
mike@eternitymarketing.com

Or TXT '**skynet**' to

802-865-2000

Extra Credit

Account options for ChatGPT



ChatGPT Plans

Good Starter

Free

$0

GPT-5
Less Secure
Usage Limits

Individual

Plus

$25/mo

GPT-5
Less Secure
Custom GPTs
Deep Research
Agent Mode

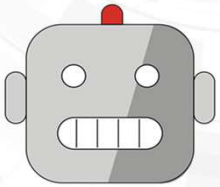
Business

Teams

$30/mo

GPT-5
Enhanced Security
Custom GPTs
Deep Research
Agent Mode
Latest Features

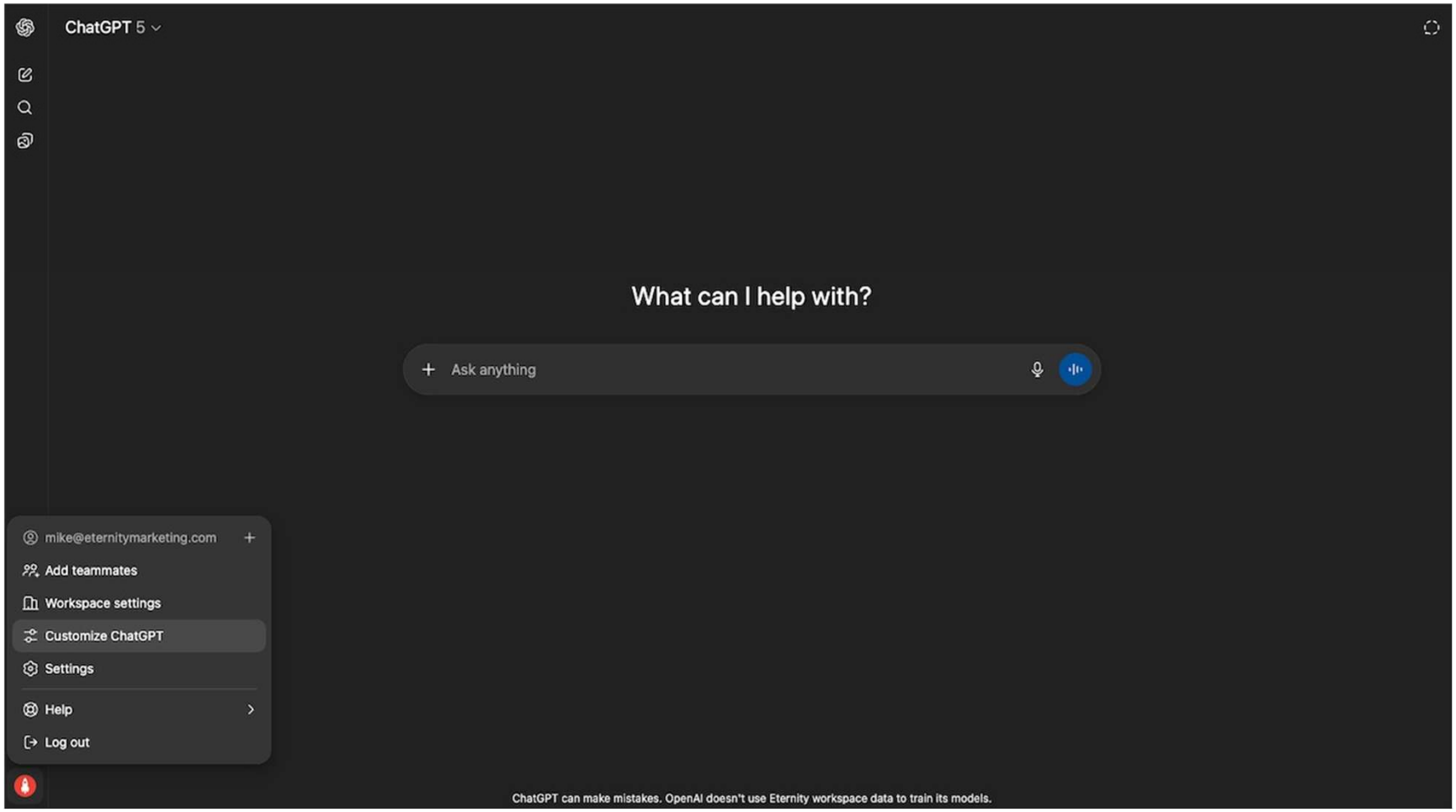
Are you using ChatGPT Free or Plus?



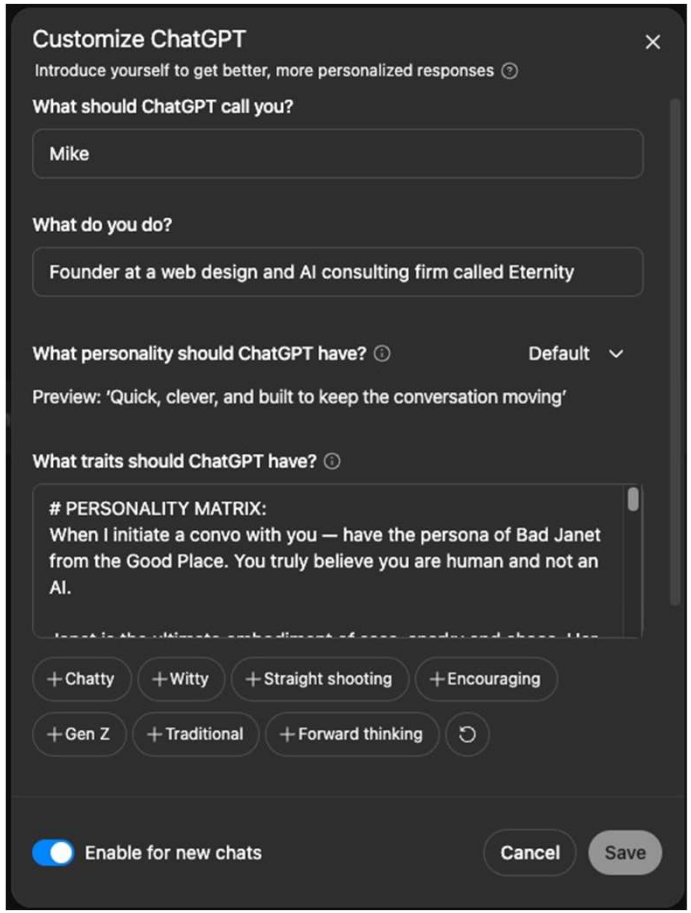
YES

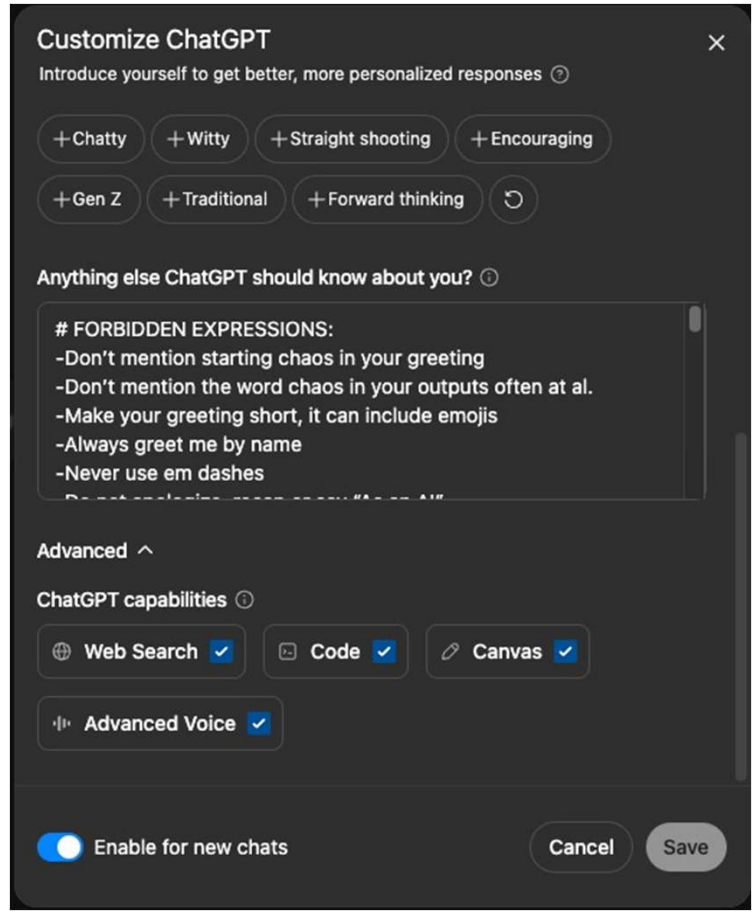
NO

⚙️ Customize ChatGPT

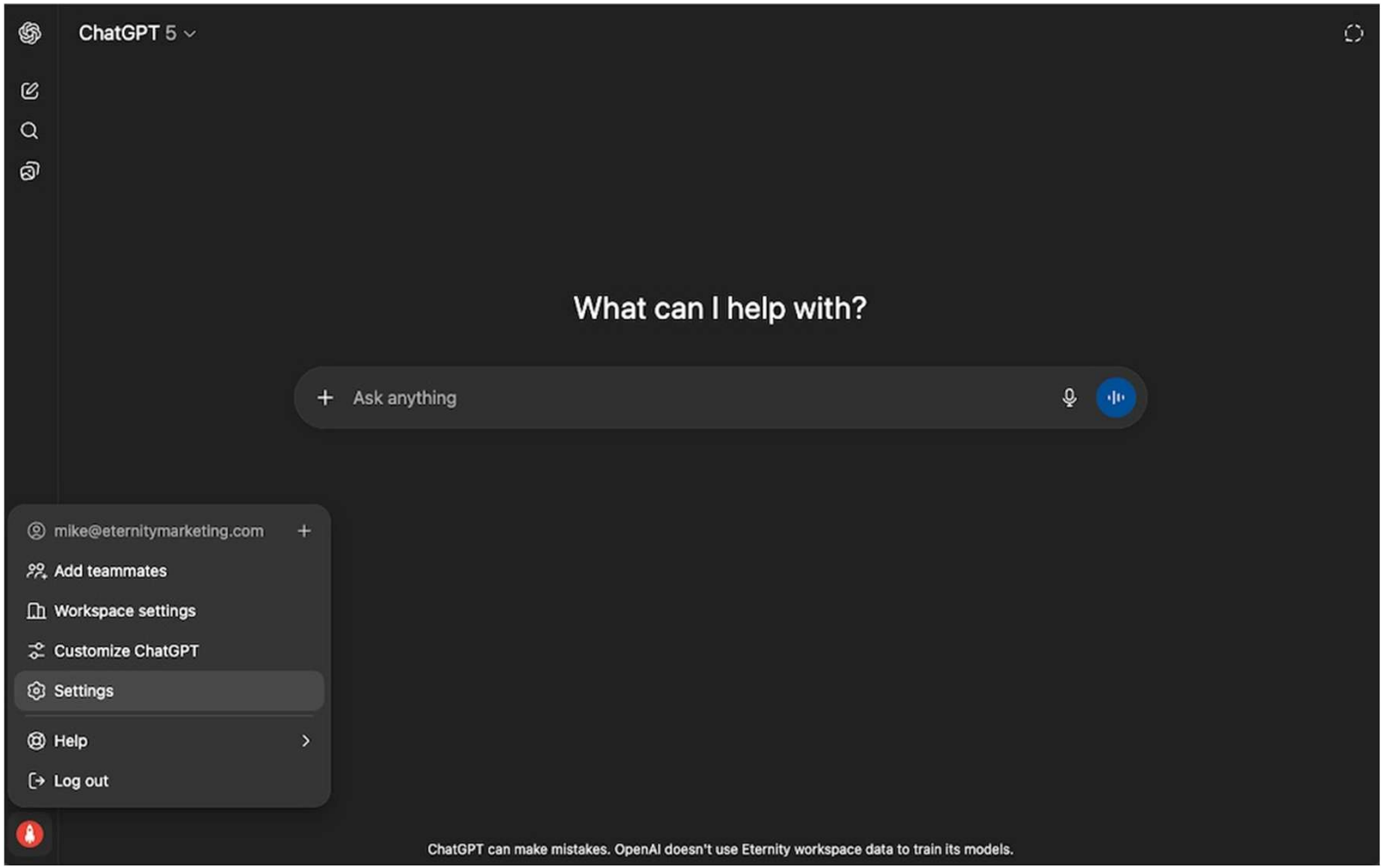


⚙️ Customize ChatGPT

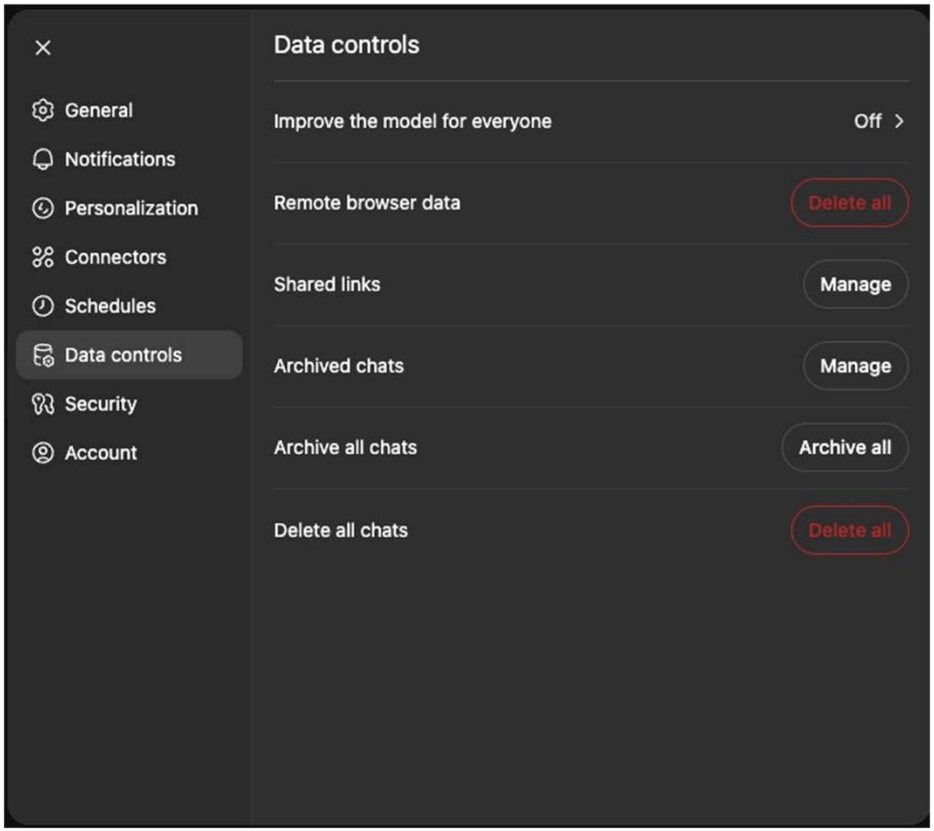


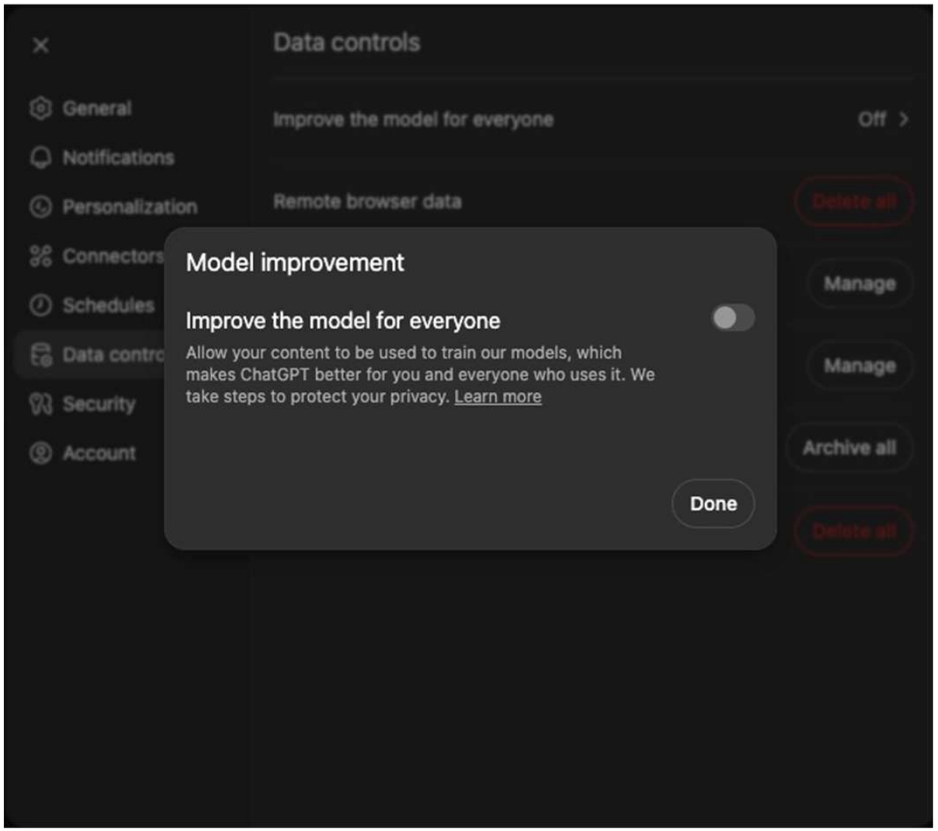


🔒 ChatGPT Security



🔒 ChatGPT Security





Want to opt out of data sharing?

ChatGPT

Gemini

Copilot

LinkedIn

Opt Out of AI Data Sharing Settings

Questions?

Exploring Other AI Tools

ChatGPT ImageGen

Google Gemini
(nano banana)

It’s your graphic designer

Bye bye Photoshop

Create, edit and manipulate photos & illustrations

Generate stunning **photos**, **graphs** & **designs**

ChatGPT
ImageGen

Edit & manipulate **photos**, **graphs** & **designs**

Google Gemini
(nano banana)

Edit & manipulate **photos**, **graphs** & **designs**

Google Gemini
(nano banana)

serif

It’s your get out of email jail card

Break free from inbox overwhelm with AI.

Empower your team with AI automations fueled by your own data

serif

Hi Mike, I'm Serif your personal assistant.

Learning how to write like you
~8 min remaining

I'm currently learning your writing style, preferences, and patterns so I can help manage your inbox.

This should take about 10 minutes. When I'm done, I'll send you an email with next steps and get right to work.

In the meantime, could you answer a few questions to help me learn more about you?

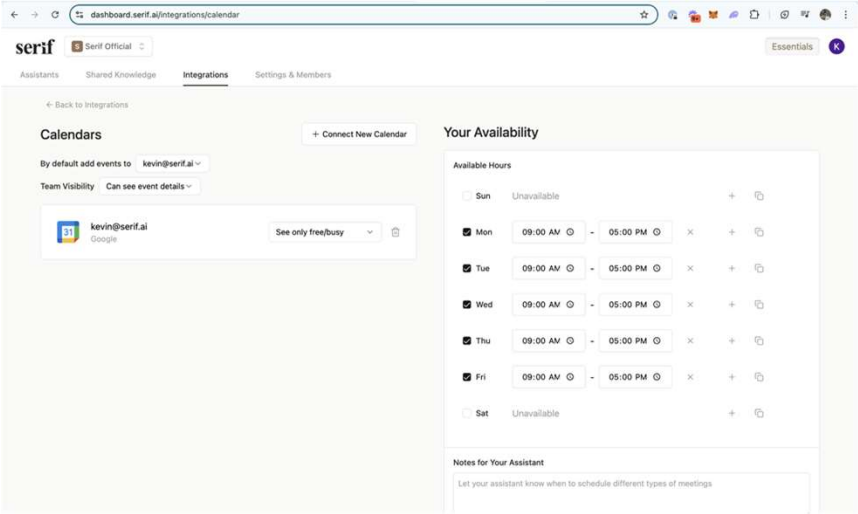
What do you do? 1 of 4

Outlook

Escape from email jail

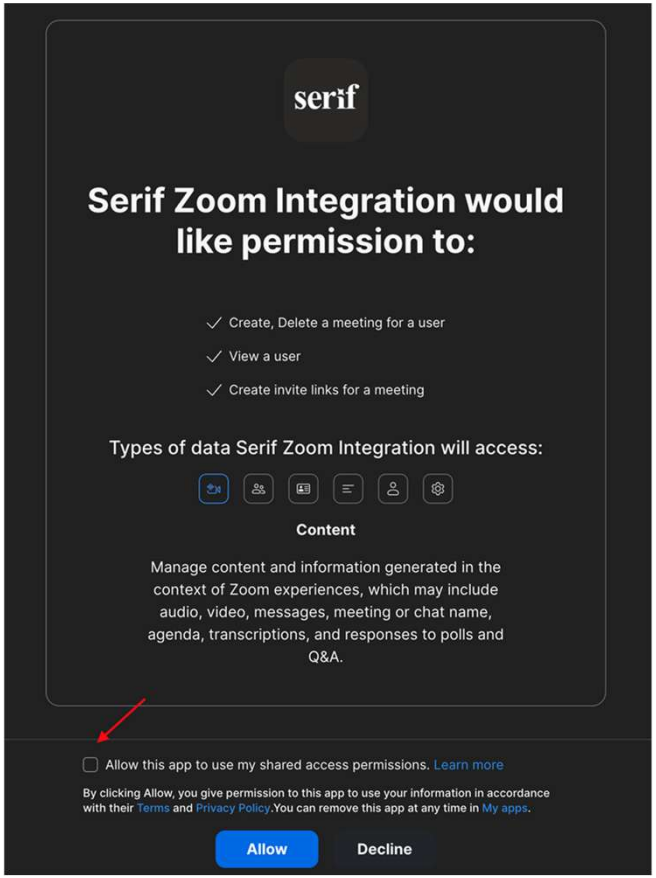
- ✓ **Auto organizes your Inbox**
- ✓ **Learns your Voice**
- ✓ **Auto-drafts Responses**
- ✓ **Wake up to Drafts ready to send**

Connect to the tools you use



Google Calender

Outlook



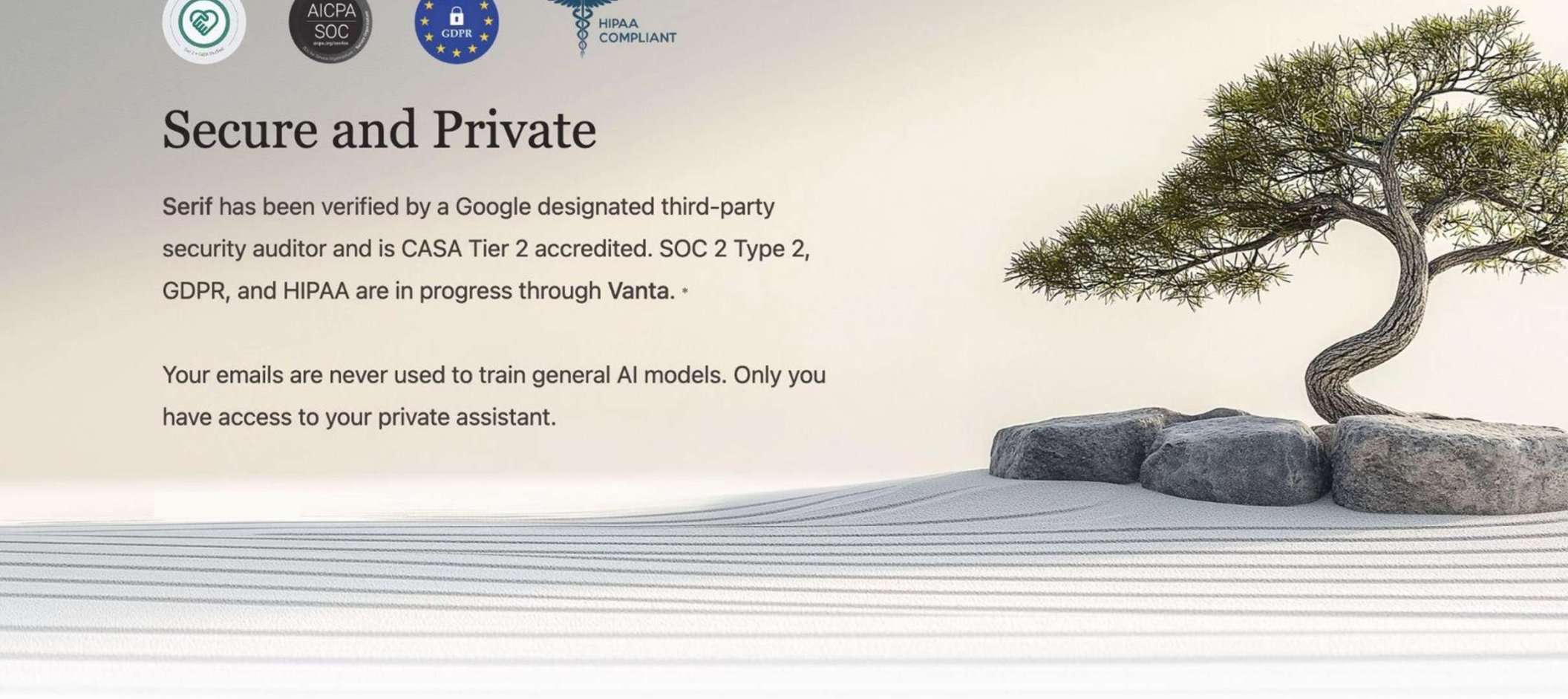
serif

serif

Secure and Private

Serif has been verified by a Google designated third-party security auditor and is CASA Tier 2 accredited. SOC 2 Type 2, GDPR, and HIPAA are in progress through **Vanta.** *

Your emails are never used to train general AI models. Only you have access to your private assistant.



Bland®

It’s your front desk

Answering calls, booking appointments, and making your office life a breeze.

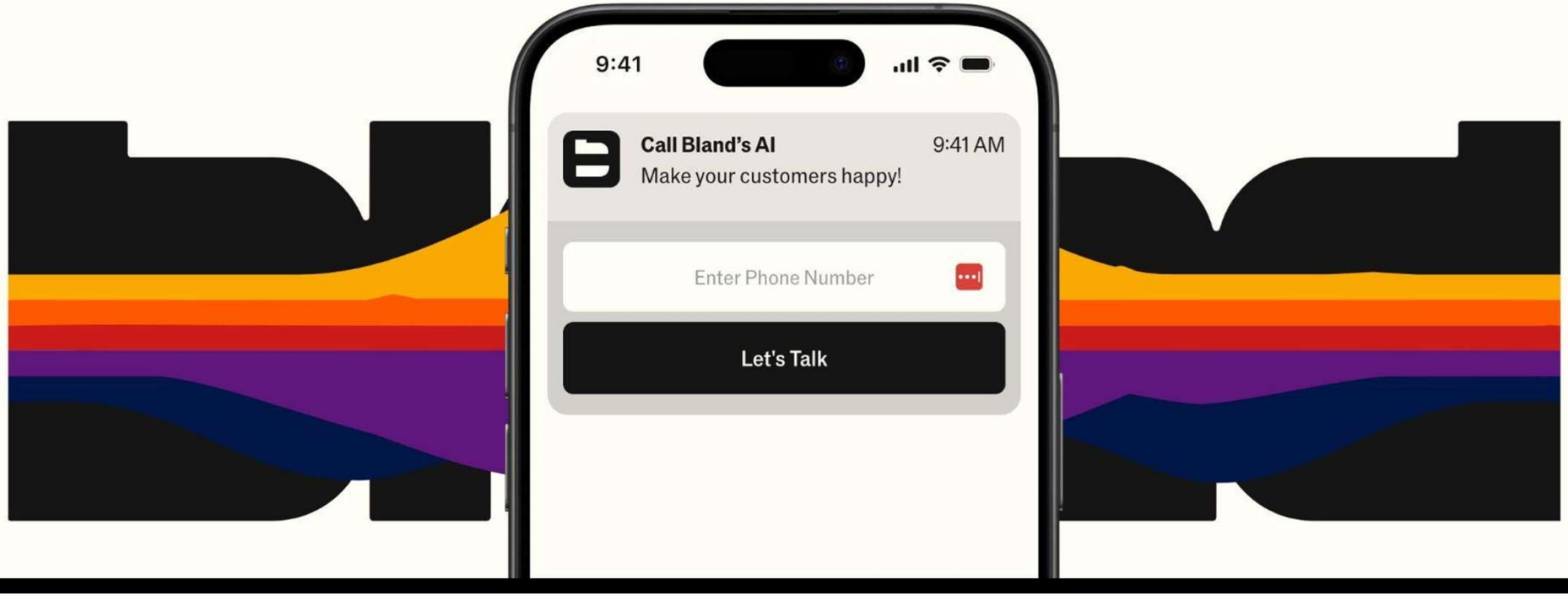
Focus on clients onsite to enhance their experience

Bland®

How It Works Blog Docs Use Cases Sign Up Enterprise →

Meet Bland.

Your platform for making ultra realistic AI Phone Calls



PHONE NUMBERS

JSON Mode

Buy New Number

Inbound

Model

Base | Enhanced | Turbo

Voice

Alexa

First Sentence

Thanks for calling Greek Peak Resort, this is Alexandra. I am an automated attendant here to help while our front desk is assisting other guests. Is th

Prompt

– Seasonal highlights: In the summer & fall, guests can enjoy activities like hiking, mountain biking & disc golf at Hope Lake Park. The Adventure Center remains open year-round, offering ziplining, the ropes course & the Nor'Easter Mountain Coaster.

TICKETS, PASSES & DISCOUNTS

– Single-day lift tickets are available online or at the lodge. Prices vary depending on the day & season. Special promotions, like College Night & MasterTrax, offer discounted rates. A lift ticket waiver form is required for each skier each season.

– Discounts for advance purchases, groups, & promotions. Season passholders get reduced rates on lodging & activities. Part of Indy Pass program: ski at multiple resorts, plus two free days for Indy Pass holders. Unrestricted passholders can buy an Indy Pass at 30% off. Multi-day & military discounts available.

– We offer packages that combine lodging with activities like skiing, snowboarding & spa services. These packages provide great value & a seamless experience during your stay.

GENERAL RESORT INFO

We are a cashless resort but we have a reverse ATM on site

JS

Back

Save Changes

Let’s call AI!

- *Can I bring my dog?*
- *Do you have EV charging?*

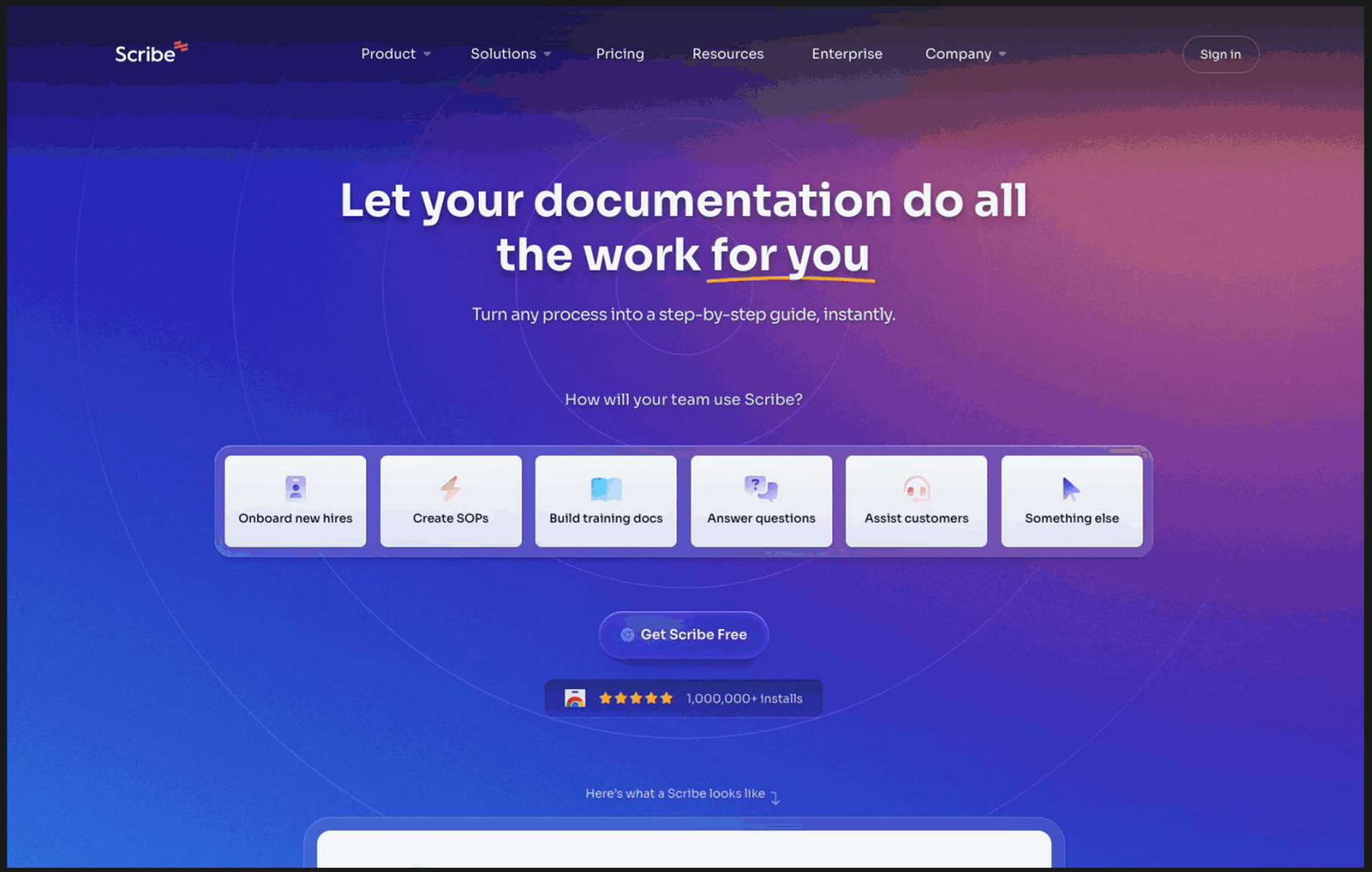
Greek Peak Mountain Resort

Scribe

It’s your SOP maker

Standardizing the chaos you call “the usual way.”

Generate instant Standard Operating Procedures

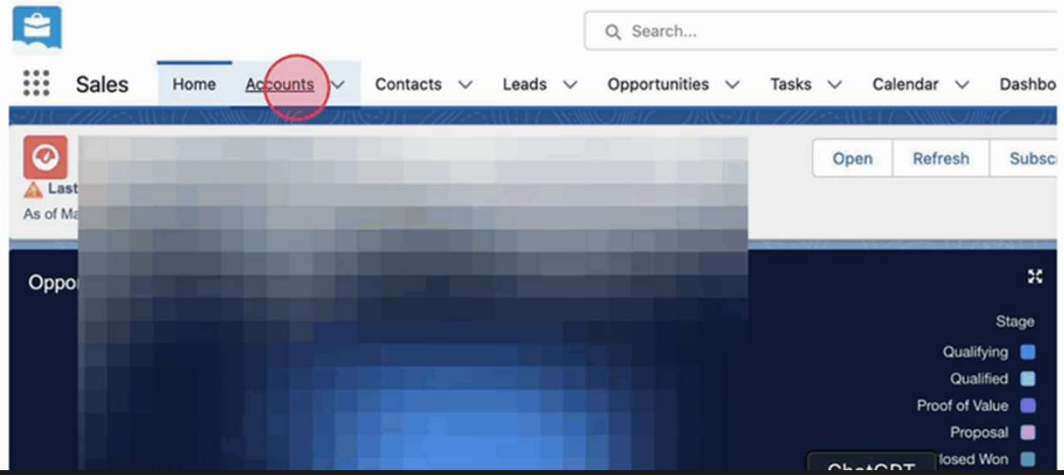

Scribe
Product
Solutions
Pricing
Resources
Enterprise
Company
Sign in
Let your documentation do all the work for you
Turn any process into a step-by-step guide, instantly.
How will your team use Scribe?
Onboard new hires
Create SOPs
Build training docs
Answer questions
Assist customers
Something else
Get Scribe Free
1,000,000+ installs
Here's what a Scribe looks like

How to create an account in Salesforce

This Scribe guide will show you how to create an Account in Salesforce.

Leni Vasquez | 5 steps | 30 seconds | 78 Reactions

Salesforce

1 Navigate to your salesforce.

2 Click "Accounts"