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# Overview

1.0

# AI is Reshaping Search.

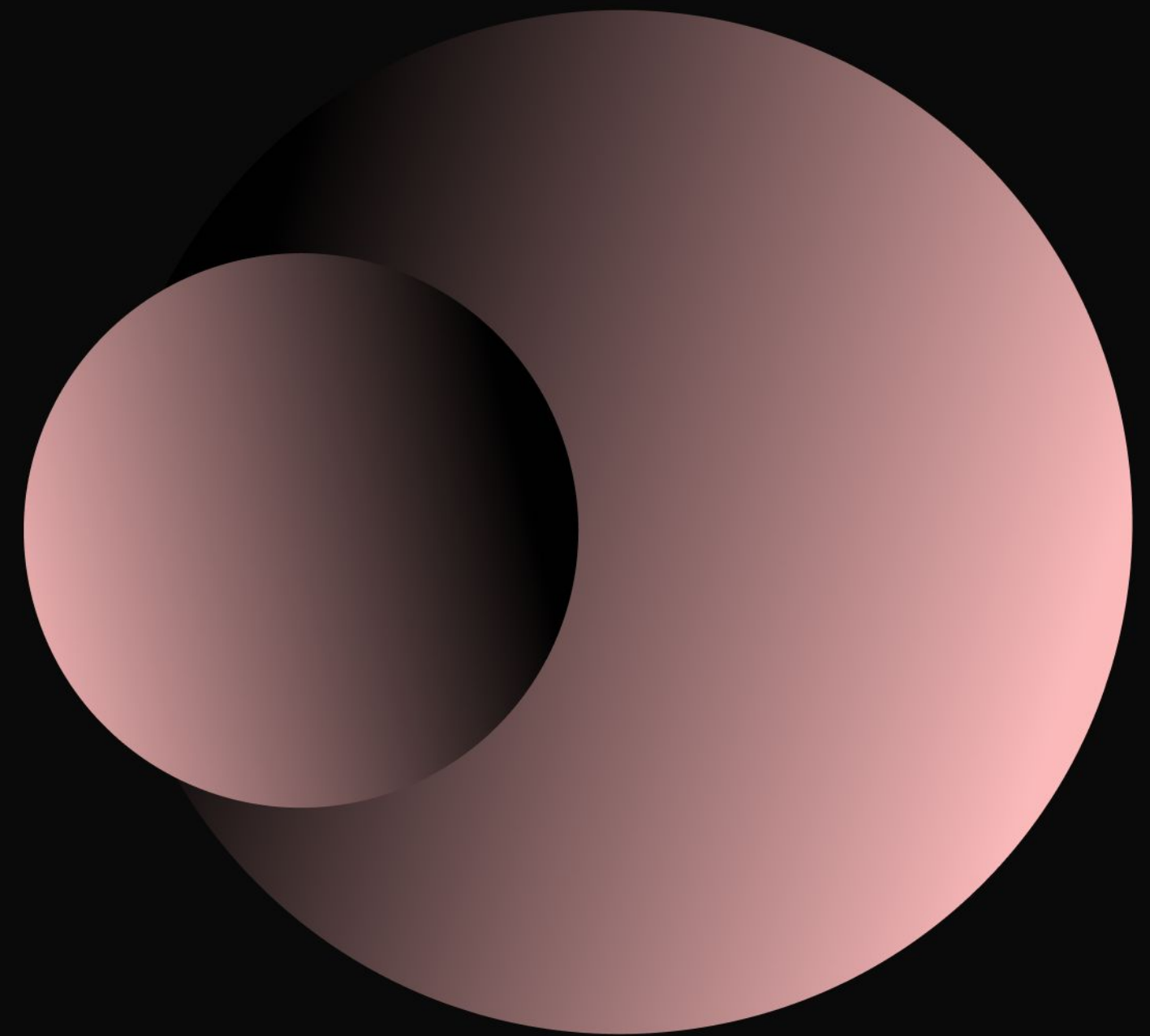
## Is Your Digital and SEO Strategy Keeping Up?

The way people search online is changing – fast. As of early 2025, Google still processes around 14 billion searches per day, holding over 90% of global market share. But ChatGPT – now handling over 37.5 million search-style prompts daily – is hot on its heels.

In the year to March 2025, ChatGPT's usage surged 740%. Its estimated market share has climbed to 4.33%, while Google's has dipped.

Google has responded with AI features like SGE (Search Generative Experience) and AI Mode, delivering conversational answers above paid and organic results.

**The takeaway?** Google's still dominant – but search behaviour is shifting. AI tools are now gatekeepers of visibility, and **your SEO strategy needs to adapt.**



# AI Landscape

2.0

# The New Search Landscape.

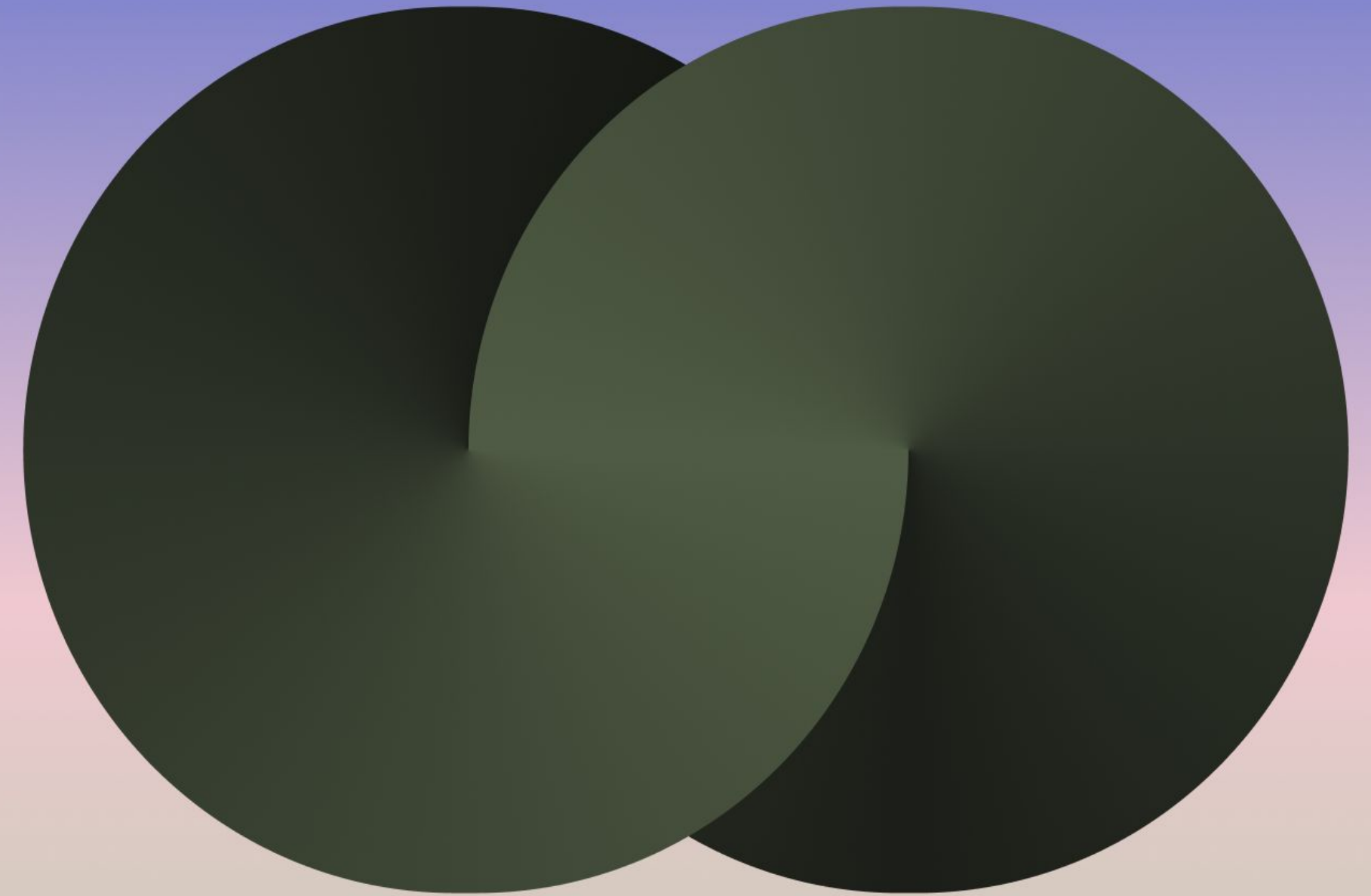
Search engines don't just send people to your website anymore – they answer directly. Google and ChatGPT are rewriting the rules of discovery by showing users curated results, product suggestions and citations before they even scroll.

## What you need to know:

- Google SGE answers appear above all other content – even ads
- ChatGPT is curating detailed product lists in response to shopping queries
- These results pull from public content: your product pages, reviews, and explainers
- AI models reference structured, well-reviewed content
- If your content isn't reference-worthy, it's not showing up

**What you can do:** Try searching your top product/service in ChatGPT and SGE. Are you there?

**What PH Digital will do:** We'll review how and where your brand shows up in AI responses – and build a roadmap to fix gaps.



# AI Ghosting You? Here's Why.

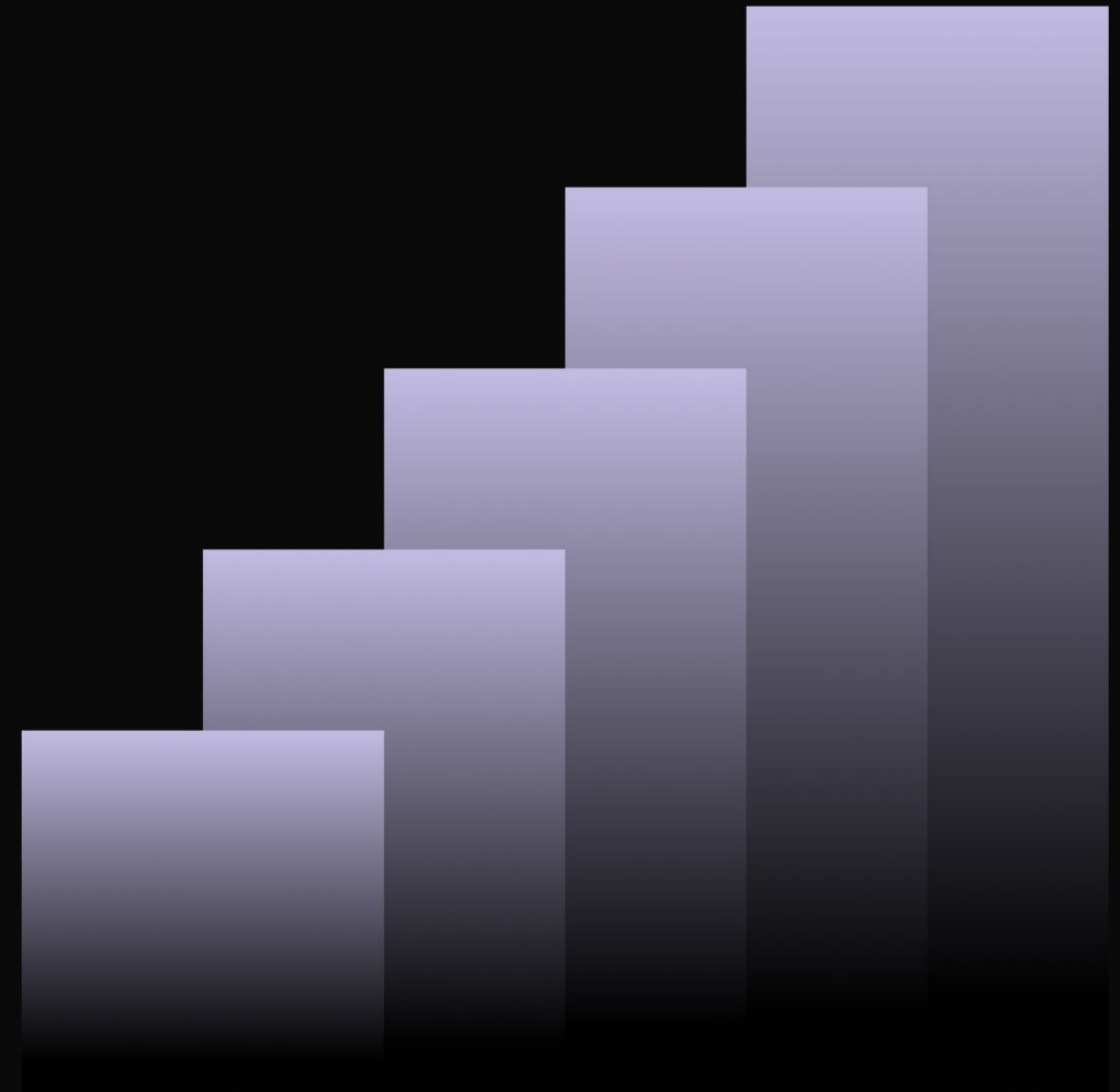
Many sites are optimised for ranking, not referencing. AI tools scan for signals of trust, depth, clarity, and technical precision. If your content is thin or hard to interpret, it's skipped.

## Most common pitfalls:

- Pages that lack product clarity, metadata, or strong UX
- Content that doesn't answer specific questions or compare alternatives
- Poor or inconsistent reviews = reduced trust
- No schema = no structured understanding for AI

**What you can do:** Think of AI as your fussiest customer, then review your product or service pages through this lens. Is your content helpful and clear?

**What PH Digital will do:** We'll run technical audits, identify missing schema, highlight unclear messaging, and content gaps – then fix them.



# What AI Models Look For.

SEO used to be about optimising for search engines. Now you're also optimising for AI models that summarise, prioritise and paraphrase your content. These tools reward sites that deliver helpful, structured, high-authority information.

## AI models favour:

- Content that directly answers questions or compares products
- Schema markup and rich metadata (these help AI interpret your page)
- Trust signals: customer reviews, brand mentions, backlinks
- Fast, accessible and mobile-friendly UX

**What you can do:** Start gathering more reviews – send review prompts to happy customers, list your company on trusted business directories, and add a testimonials page to your site.

**What PH Digital will do:** We'll structure your pages, apply schema, and integrate trust-building elements.





# Key Changes

3.0

# The New Rules.

The principles of SEO still matter, but the metrics of success have evolved. AI search doesn't just reward rankings – it rewards clarity, trust and structure that make your content usable in AI-generated answers.

Area of Impact	Old Search Playbook	AI-Driven Discovery (SGE, ChatGPT)
Where You Appear	Page-one rankings	Embedded in AI-generated answers
How Users Engage	Clicks on links	Skim summaries, fewer site visits
What Content Wins	Snippets and keyword density	Expertise, relevance, natural tone
Trust Indicators	Backlinks and meta tags	Structured data, customer feedback, mentions
What You Can Measure	Full traffic and conversion tracking	Impression-level insights, inferred intent

**What you can do:** Shift your KPIs – focus on brand visibility, not just rankings. Build awareness through PR, reviews, influencers, ads, and offline channels.

**What PH Digital will do:** We'll revise your reporting to reflect AI visibility – not just traditional SEO metrics.



# The Paid Ad Impact.

AI-driven search doesn't just disrupt organic rankings, it's reshaping paid media too. With Google's AI summaries taking the top of the page, ads are being pushed further down and having to work harder for attention.

In other words, your ads now share the stage with AI-generated answers, not just competitor ads. If your brand isn't also appearing in those AI summaries, you risk losing visibility.

## What this means:

- SGE lowers visibility for both paid and organic content
- CTR is down by up to 30% on ad-heavy queries
- AI summaries are driving decisions, not your landing pages

**What you can do:** Review which search terms drive your top ad spend. Are they now returning AI summaries?

**What PH Digital will do:** We'll audit your top paid keywords and create strategic content to help you show up organically - even when ads get pushed down.



# Fashion Brands: Take Note.

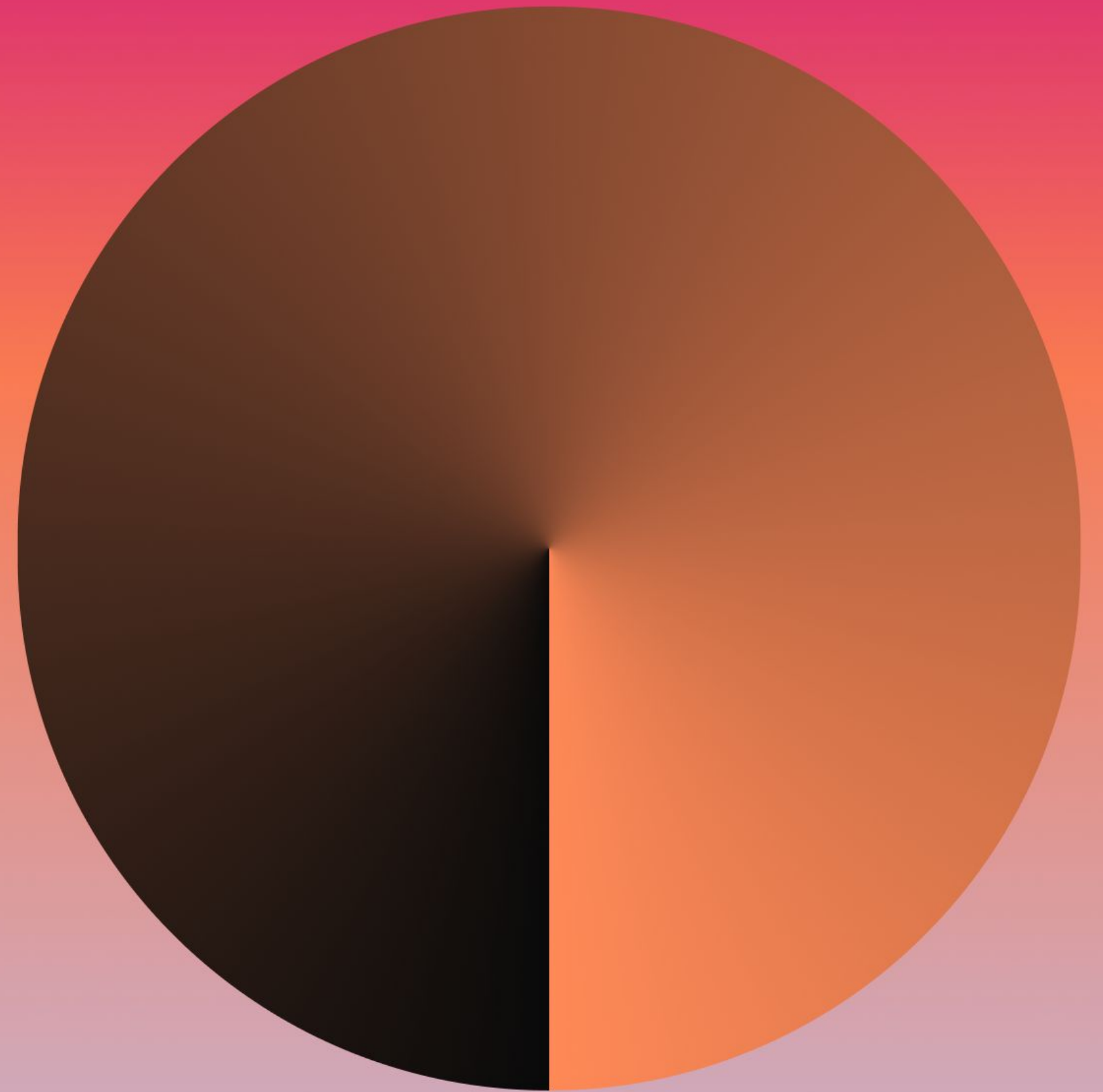
Google's AI-powered Virtual Try-On is revolutionising how fashion is discovered. Shoppers can now preview garments on diverse AI models – directly in search results – without visiting your website. This feature builds confidence in genuine customers, and shortens their path to purchase.

## To qualify, you need:

- High-res images (1024px+) featuring one, clear product per image on a front-facing model or flat-lay
- Garments fully visible – no hands, bags, or styling that obscures details
- Complete product data: gender, size, colour, material, category
- Strong mobile performance and schema markup

**What you can do:** Audit your current product imagery for compliance. Update your Merchant Center feed with accurate data and AI-ready visuals.

**What PH Digital will do:** We'll help optimise your feeds, imagery and product pages to meet Google's Try-On requirements – so your brand shows up, stands out, and converts high-intent shoppers.



# Recommendations

4.0

# How to Start Optimising.

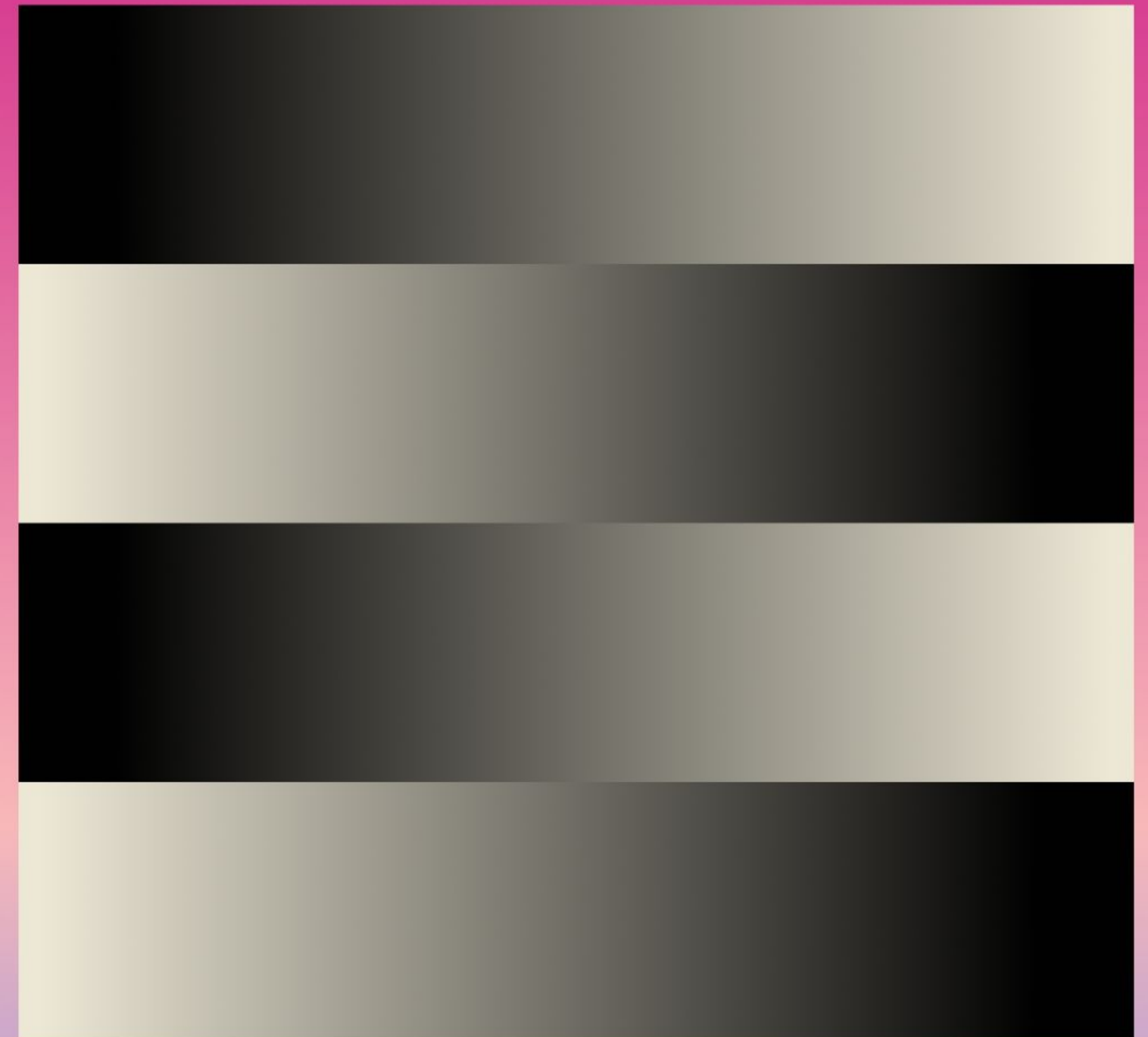
You don't need to scrap your SEO strategy – you just need to adapt it. The highest-impact updates are often content and structure-related, and can drive real gains across both traditional and AI search.

## Your AI-optimisation checklist:

- Refresh product pages with benefit-first copy and clear specs
- Create content that answers high-intent, product-led questions
- Implement schema and review integrations
- Prioritise speed, accessibility and internal linking

**What you can do:** Compare your product and service pages to your competitors. Are they clear, content-rich, visually strong, benefit-focused, and well linked across your site?

**What PH Digital will do:** We'll prioritise key pages, apply schema, and build an AI-optimised content roadmap.



# Our AI-Smart SEO Framework

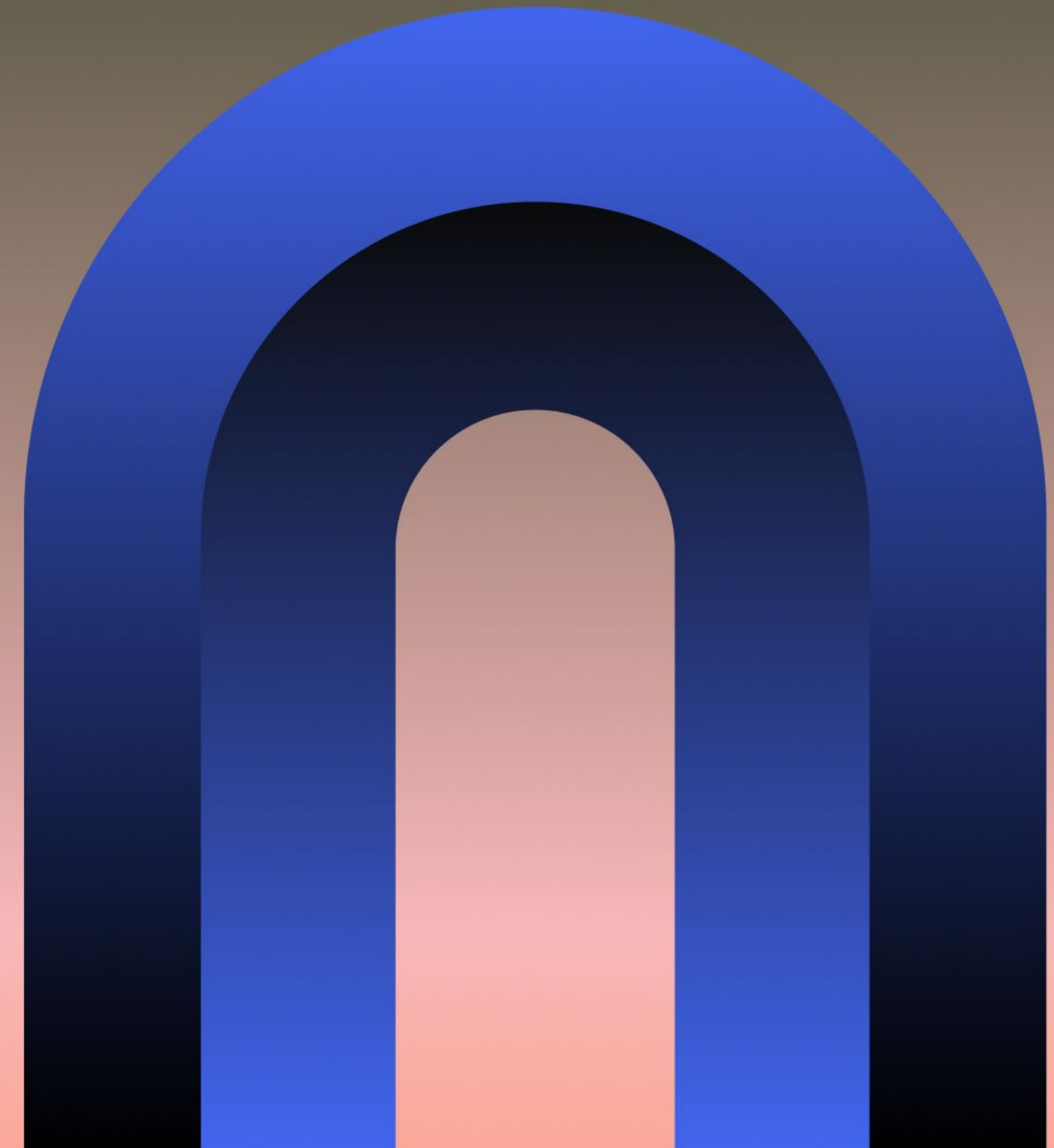
PH Digital has developed an SEO model built for today's reality. It blends creativity, technical performance, and trust-building strategies to ensure your brand isn't just found – it's featured.

## Our approach involves:

- Full-funnel audits assessing AI visibility and missed opportunities
- Content strategies that target conversational, purchase-driven queries
- Structured data and schema optimisation
- Sentiment and trust signal analysis (reviews, brand mentions)
- Ongoing monitoring and performance optimisation

**What you can do:** [Book a strategy call](#) and request a visibility audit.

**What PH Digital will do:** We'll give you a clear breakdown of where you are – and where you need to go – to succeed in AI-led search.





# Ready to Compete in AI Search?

You don't need to overhaul your entire digital strategy, but you do need to move. SEO that isn't built for the new AI landscape simply won't be seen.

1.

Visit [ph.digital](https://ph.digital) or email [hello@ph.digital](mailto:hello@ph.digital) to get started.

2.

Request a free audit of your SEO and content visibility in AI tools.

3.

Receive a detailed performance snapshot and tailored AI roadmap.

4.

Meet regularly with our strategy team for ongoing guidance.



# Our Services

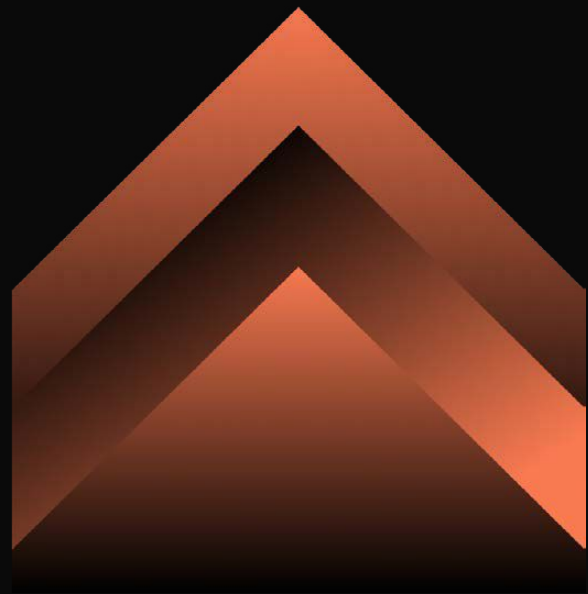
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# Our Client Goals & Process

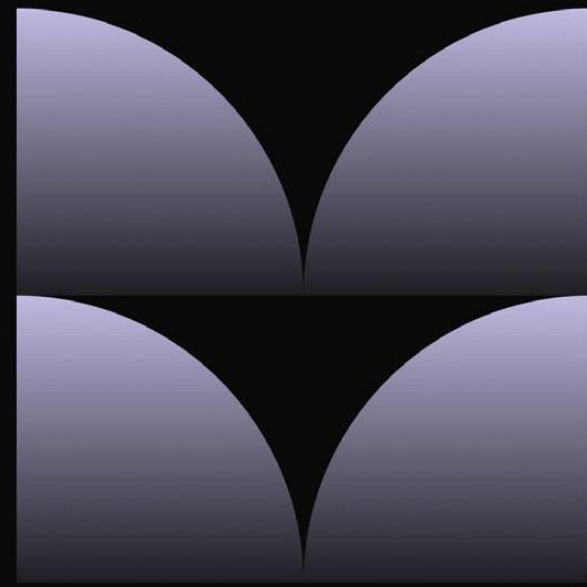
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( 01 )



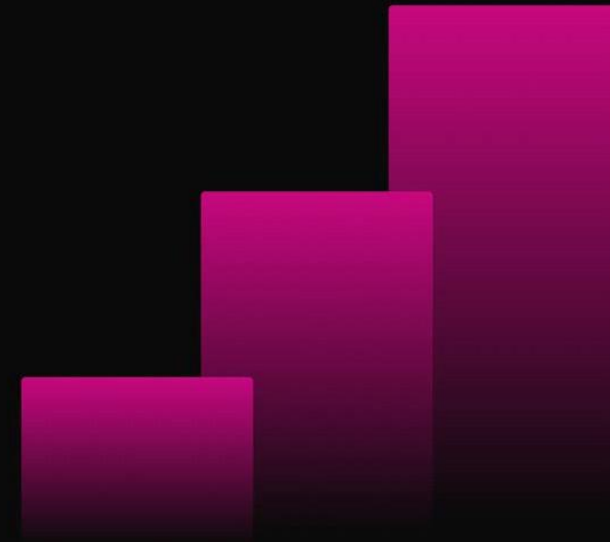
Increase customer acquisition in a scalable way.

( 02 )



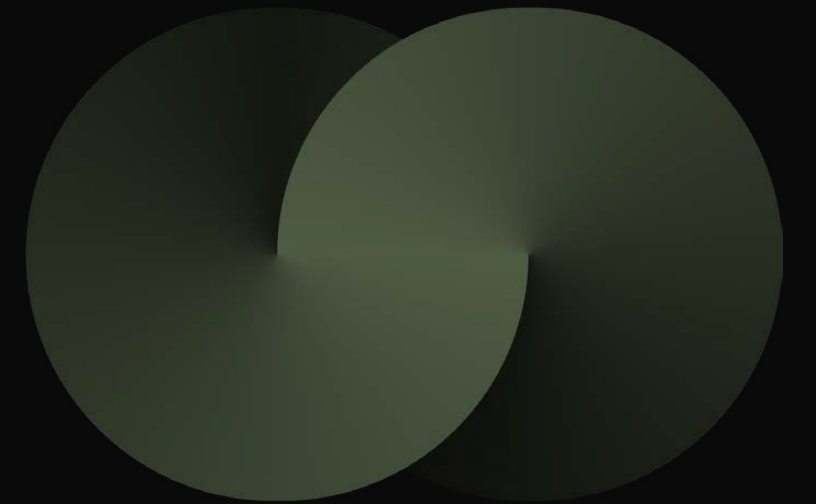
Optimise platform to maximise conversion.

( 03 )



Increase lifetime customer value to max retention.

( 04 )



Increase brand awareness nationwide.

( 01 )

## Initial Digital Audit

Review of your current digital assets including ad copy, creative, landing pages, and entire customer experience. We'll review real-time data of customer behaviour, and identify the leaks and barriers to conversion.

( 02 )

## Expert Analysis

Research your market, competitors and ability to scale to find you the best return for your budget We'll provide the best pathway forward for both short-term and longer-term results.

( 03 )

## Strategy Formulation

Where our service is differentiated. Your campaign gets multi-level input from both director level and from our technology strategists. We then tailor your strategy to get you there responsibly.

( 04 )

## Seamless Execution

We make sure your ads and website are optimised for user experience and conversion. We work on your campaigns, aiming to grow your customer base, increase your brand equity and achieve long-term, sustainable revenue growth.

We provide a Digital Strategy Roadmap when clients come on board. This is a tailored 6 step framework to drive e-commerce sales growth.

■ PHASE 1	■ PHASE 2	■ PHASE 3	■ PHASE 4	■ PHASE 5	■ PHASE 6
Customer avatar definition and competitor analysis (current data analysis)	Optimise for conversions (UX audit)	Find and convert more highly-qualified paid traffic (email automation strategy, paid social content strategy, search strategy, influencer strategy)	Retention strategy (Increase AOV, understand Customer Lifetime Value (CLTV) and order frequency, database segmentation, customer loyalty program)	Grow organic traffic (SEO audit and strategy)	Optimise and scale (spend scaling plan and conversion rate optimisation plan)

Ready for Digital Chemistry?  
Get started with our  
complimentary digital audit.







# Digital Chemistry

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