South Bank WORKS

From Idea to Impact

The Power of Digital Presence

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Enterprising Futures at LSBU

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From Idea to Impact

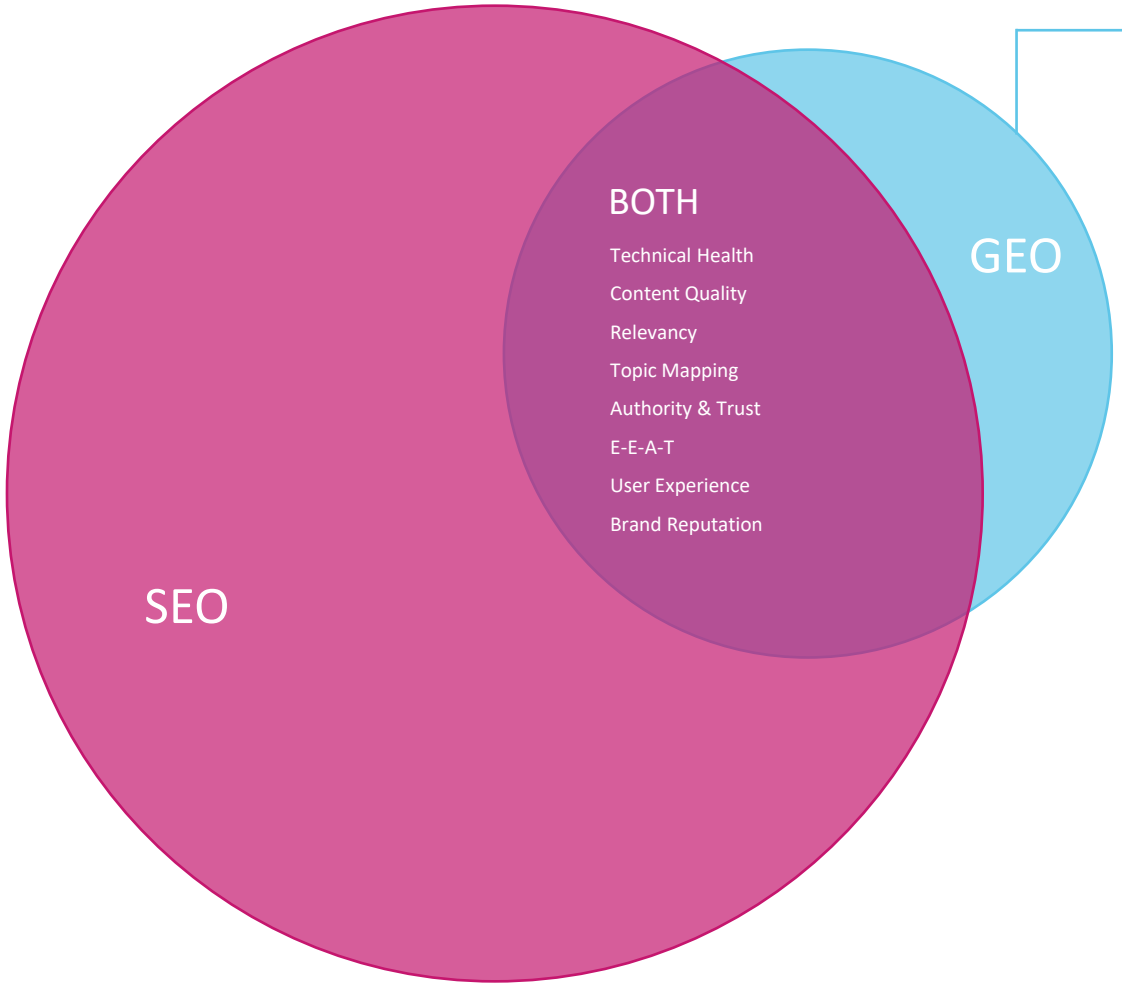
The Power of Digital Presence

June 2026

The Evolution of Search Optimisation

OPTIMISING FOR SEARCH ENGINES		OPTIMISING FOR ANSWER ENGINES
Rankings & traffic	→	Visibility & sentiment
Technical SEO	→	Website accessibility optimisation
Keyword focus	→	Semantic understanding
Content optimised for humans	→	Content optimised for humans & agents
Backlinks from powerful sites	→	Mentions on relevant sites
Driving search volume	→	Driving positive social & community signals

Optimising for AI Search



GEO Specific Considerations

Content

- Provide clear, direct answers aligned to intent
- Support key claims with credible sources and data
- Use structured formatting for easy scanning and extraction
- Cover topics with both breadth and meaningful depth
- Address informational and commercial intent where relevant

Authority & Trust

- Earn high-quality mentions, not just backlinks
- Implement schema to clarify entities and relationships
- Highlight expert authorship and subject-matter credibility
- Reinforce trust with reviews, awards, and certifications

Strategy

- Mine PAA and conversational query data
- Map content across the full customer journey
- Build topic clusters that demonstrate authority
- Optimise content for AI Overviews and answer engines

Product & Brand

- Structure pricing, features, and comparisons clearly
- Strengthen reputation with proof points and testimonials
- Communicate brand value concisely and consistently
- Make content accessible for both users and AI systems

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Metrics to measure success

In the era of AI Search, brands must look beyond rankings and focus on how they appear within AI-generated answers and AIO.

Metrics such as Visibility, Answer Inclusion, Total Citations, Citation Depth, Sentiment, and AI Referral Quality reveal how often and how strongly your brand shows up in AI conversations.

Tracking these signals helps benchmark against competitors and refine strategy, with stronger AI visibility driving branded search, trust, and revenue.

While AI traffic may be lower in volume, it is typically higher intent and higher converting, making it strategically valuable.

Visibility

The % share of mentions for relevant prompts and appearance in AIO's

Mentions

% of prompts where your brand is appearing within the main response

Total Citations

How many times your domain is cited across AI-generated responses.

Citation Depth

How often are you the primary source vs. one of many?

Sentiment

How is your brand perceived in responses, positive, neutral or negative

AI Referral Quality

AI traffic is lower volume but high intent, is it converting as it expected?

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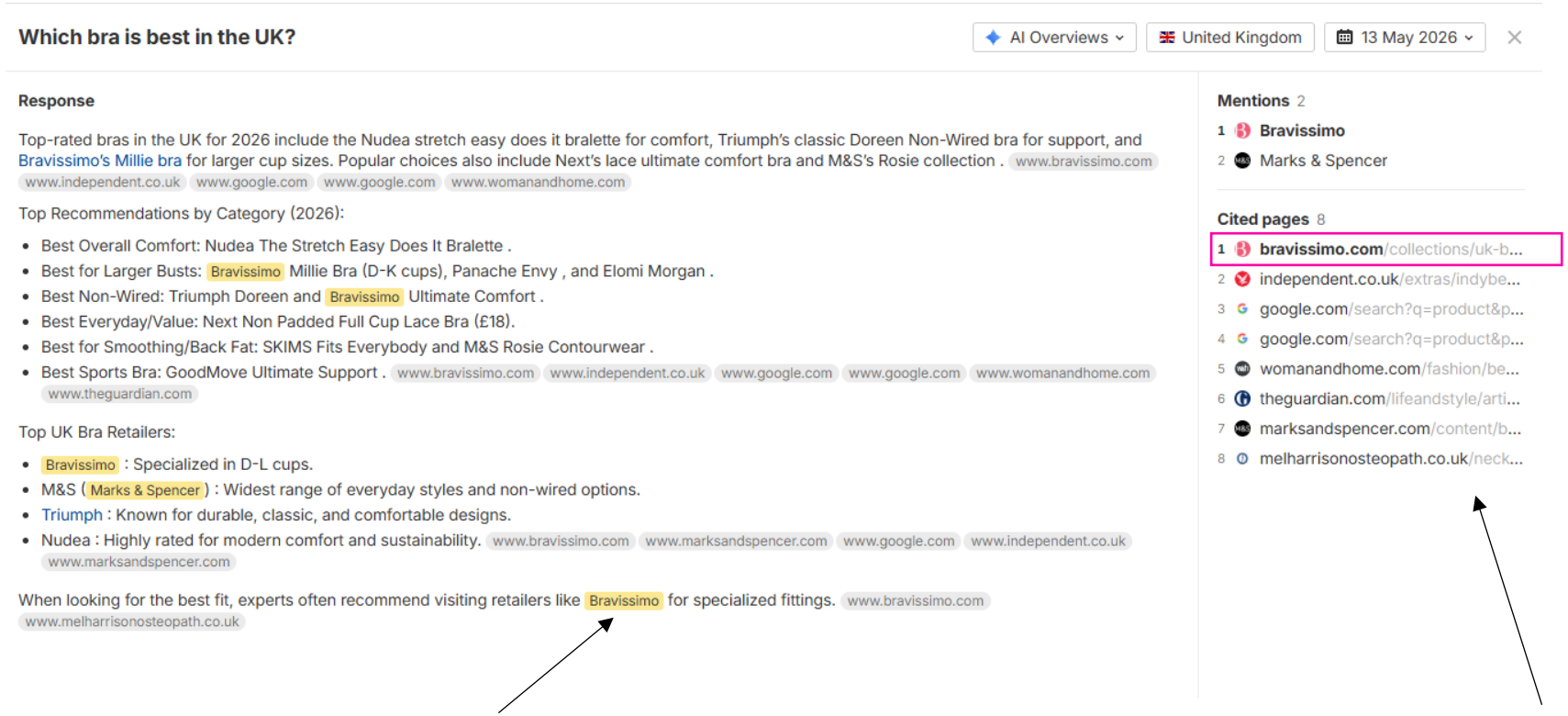
AI Mentions vs AI Citations

Mentions and citations can fluctuate frequently, reflecting changes in AI-generated content and source references over time



Some examples of Prompts, Response and Brand Mentions

Mentions refer to the number of times a brand is referenced in AI-generated answers even if the AI does not provide a direct link to the source. Brands highlighted in yellow are "mentions".

Some examples of prompts citations

Citations refer to the number of times a brand appears as a linked source within the AI-generated answer. The links support the answer and are clickable, providing relevant traffic to the website.

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Growth of LLM’s in the UK

AI Overview

perplexity

8.3%

Gemini

ChatGPT

59.5%

15.2%

AI Mode

SEARCH

Grok

Other – 3%

Growth of LLM’s

An increasing number of users are turning to Large Language Models (LLMs) to gain more information or understanding around a topic.

AI Overview is one of the most used AI engines as it appears directly in Google SERP. ChatGPT also holds the largest market share at 59.5%.

For the ecommerce industry, LLMs are typically used by shoppers to research and compare brands and products, to gather further information and understanding before opting to make a purchase.

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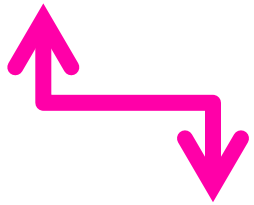
Source: https://evolvagency.io/learn/generative-search/llm-statistics-2026 (Jan 2026)

Turning Strategy into Action

You've just opened a coffee shop. You have no sign. No listing. No website. What happens?"

Make SEO feel like the digital equivalent of putting up a sign on the high street. This lands immediately for business owners



- Customers search online before they buy
- People expect to find websites, reviews and contact details
- Most searches now happen on mobile
- If customers cannot find you online, they may choose a competitor

Steps on building online presence

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Grow your online entity

A professional website is important for your business. It helps you attract more clients and build trust. Here's what your website should include:

- Provide service information, generate brand awareness, grow leads.
- Clear contact info, unique content, no massive images, discoravable on Google
- Frequent posts, interact with your audience
- Relationship growth, participate on blogs, forums
- Track visibility and growth
- Test and learn

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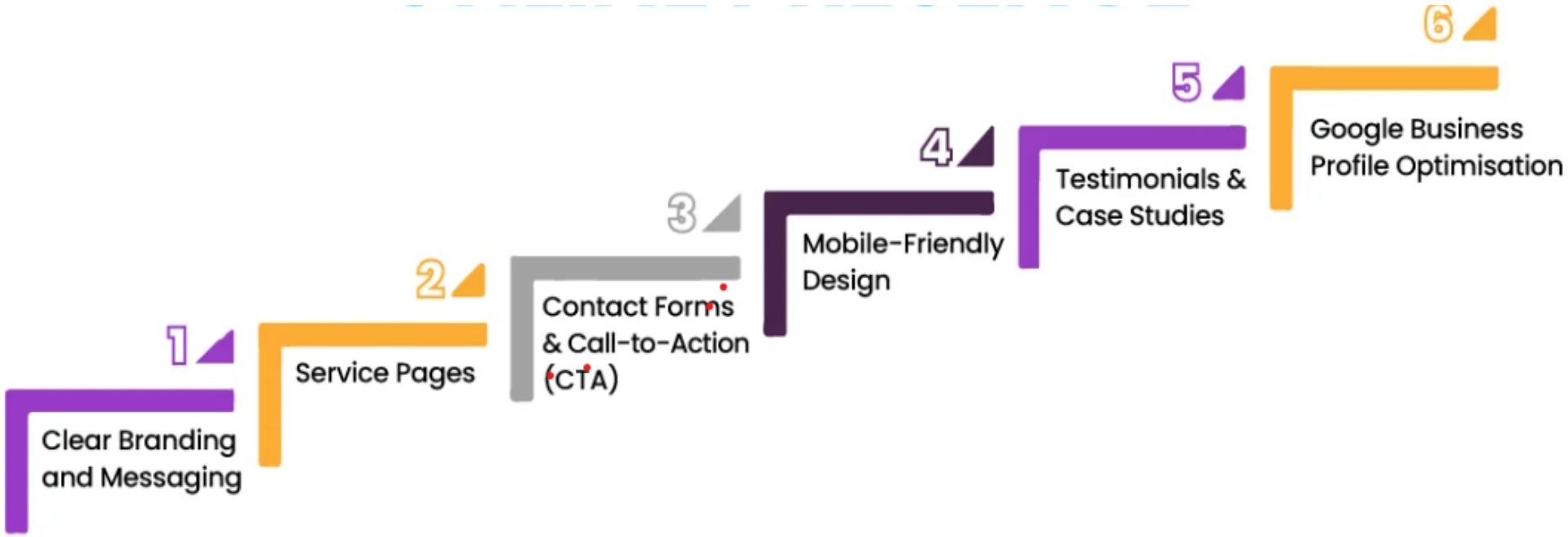
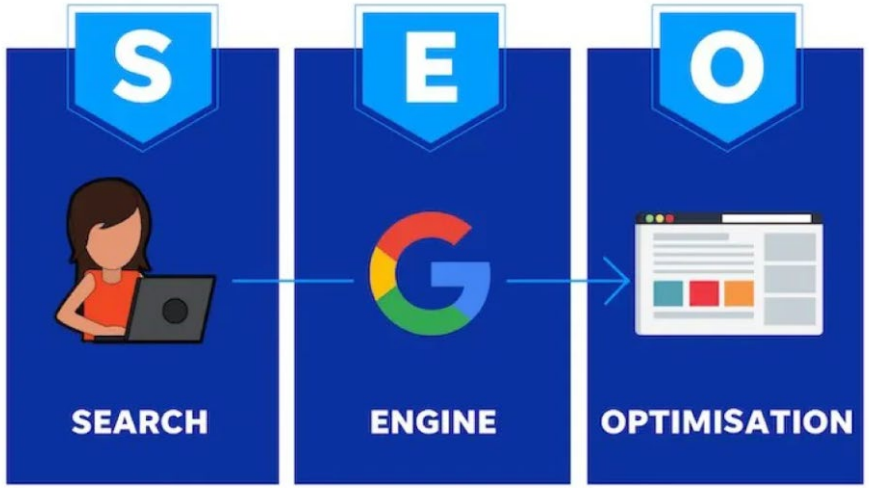
Key Website Features in the new AI landscape



Combine organic with paid visibility

SEO helps your business appear on top of search results when people look product/services. This way, more people can find your business online.



Paid ads are a fast way to get more leads and grow your business. While SEO takes time, ads help bring quick results.

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And social with retargeting campaigns

Social media is a great tool to connect with potential customers and build trust. Platforms like LinkedIn, Facebook, and Instagram can help you showcase your work and talk to clients.

Sometimes, people visit your website but don't book your service/buy your product right away. Retargeting ads remind them about your product/services and bring them back. Email Marketing/PR/Partnerships

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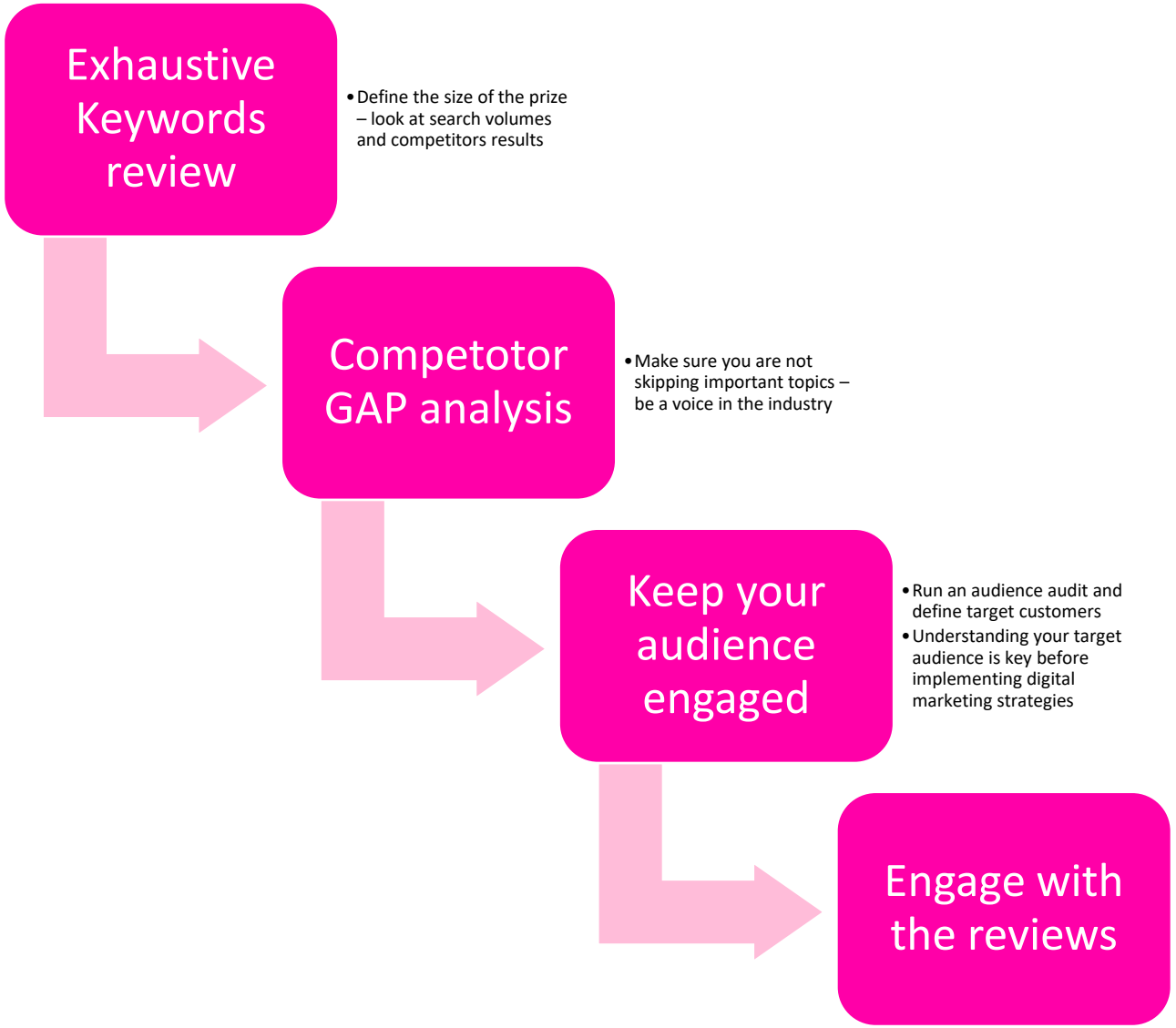
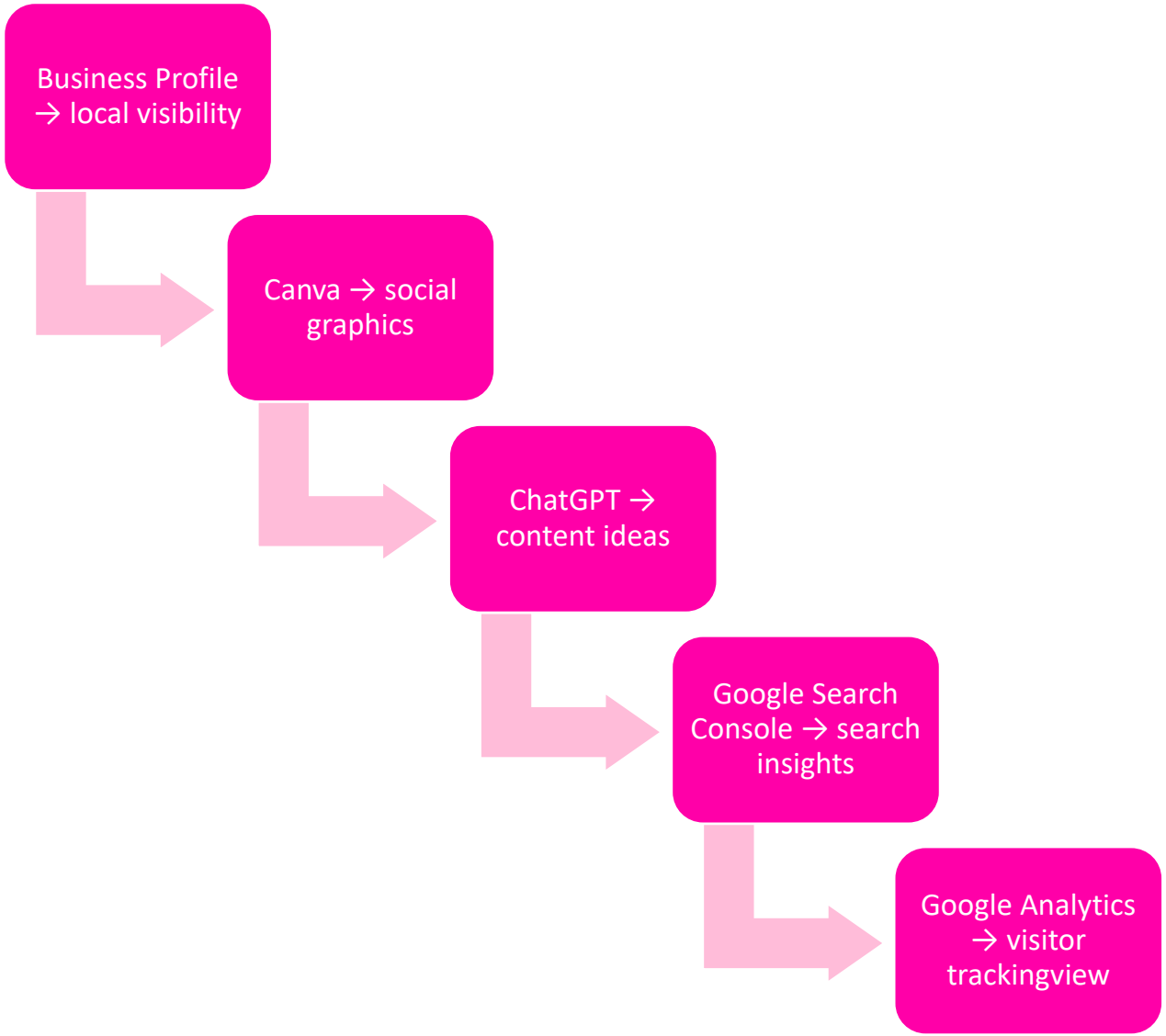
Networking & Partnerships Through Digital Channels

Building strong relationships is key to growing your business. Networking and partnerships can help you land long-term contracts and more chances.

What do you need to work on



How to make it happen



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What Can You Do With Little Budget?

- Post customer reviews and testimonials
- Share behind-the-scenes content
- Answer FAQs online
- Use Google Analytics regularly
- Post short videos using your phone
- Focus on trust and clarity over perfection

QUESTIONS

Thank You

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