

2025 GROWTH MARKETER'S WHITE PAPER

# Search-Optimise Everything.

Why the era of AI-powered discovery demands a radical rethink of how you get found.

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Inside: a practical framework for optimising your brand, content, products, and channels across Google Search, AI assistants, social search, voice, and beyond.

**Your Name**

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WHAT'S INSIDE

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Who is this for?

This white paper is written for growth marketers, founders, and content strategists who feel the ground shifting under traditional SEO — and want a clear, actionable framework for thriving in the new era of AI-powered discovery.

## CHAPTER 01

# The Search Landscape Has Shattered

For fifteen years, search engine optimisation meant one thing: rank higher on Google. Build backlinks, optimise title tags, publish blog posts targeting keywords. That model delivered results — and for many brands, it still does. But something fundamental has changed. The question is no longer *'How do I rank on Google?'* It's *'How do I get found — anywhere, by anyone, on any platform?'*

**40%**

of Gen Z uses TikTok or Instagram as their primary search engine

**25%**

of Google queries now trigger an AI Overview with no blue links

**58%**

of consumers used voice search to find a local business last year

## Why This Happened

Three forces collided to fracture the old search paradigm:

- **AI-generated answers.** ChatGPT, Perplexity, Google's SGE, and Bing Copilot now synthesise answers directly — reducing click-through rates on traditional results by up to 30%.
- **Platform-native search.** TikTok, YouTube, Reddit, Amazon, and Pinterest each operate their own powerful discovery engines with hundreds of millions of daily queries.
- **Zero-click culture.** Users increasingly expect the answer to appear before they click. Featured snippets, knowledge panels, and map packs capture intent without a visit.

### ■ Key Insight

SEO is no longer a channel — it's a mindset. Every piece of content, every product listing, every social post is a search asset. Brands that treat discoverability as a cross-functional discipline will win.

CHAPTER 02

# Google Is No Longer the Only Game in Town

Google still processes roughly 8.5 billion searches per day. It isn't going away. But its share of the total search universe is quietly eroding — and the implications for growth marketers are significant.

Platform	Monthly Searches	Primary Intent	Content That Wins
Google	~8.5B/day	Informational, Commercial	Long-form, E-E-A-T, Local listings
YouTube	3B+/day	How-to, Entertainment	Tutorial video, Chapters & captions
TikTok	1B+/day	Discovery, Trend-driven	Short video, Text overlays
Amazon	350M+/day	Transactional	A+ Content, Reviews, Q&A
Pinterest	2B+/month	Inspirational, Shopping	Rich Pins, vertical images
Reddit	500M+/month	Research, Opinion	Authentic thread participation
Perplexity/AI	Growing fast	Synthesis, Research	Citable sources, Structured data

CHAPTER 03

# AI Overviews & Generative Search

Google's AI Overviews (formerly SGE) and competitors like Perplexity represent the most disruptive shift in search since the introduction of PageRank. These systems synthesise content from across the web and present a consolidated answer — citing sources, but dramatically reducing the need to click.

How to appear in AI-generated answers:

- **Earn citations.** AI systems prefer authoritative, frequently-linked sources. Classic link-building still matters — but quality over quantity is non-negotiable.
- **Write in clear, quotable prose.** Structured content with direct answers to specific questions is more likely to be extracted verbatim.
- **Use structured data (schema markup).** FAQ, HowTo, Article, and Product schema help AI parsers understand and classify your content.

■ **Build topical authority.** Cover a subject comprehensively across multiple related pages, not just a single post.

## CHAPTER 04

## Social Search: TikTok, Reddit & Beyond

A 2024 Adobe study found that 64% of Gen Z and millennials have searched for information on TikTok. Reddit threads routinely appear in Google's top results. YouTube is the world's second-largest search engine. Social search is not a trend — it's infrastructure.

### TikTok SEO

- Speak your keywords aloud — TikTok auto-transcribes audio and uses it for indexing.
- Include keywords in on-screen captions and text overlays.
- Write keyword-rich captions (the first line is weighted most).
- Use 3–5 targeted hashtags — not 30 generic ones.

### Reddit & Community SEO

- Identify subreddits where your audience asks questions and participate authentically.
- Seed answers that mention your brand or solution naturally — overt promotion is penalised.
- Monitor branded mentions: Reddit is often where purchase decisions get validated or killed.

#### ■ Tactical win

Use tools like SparkToro or Brandwatch to identify which subreddits, Facebook Groups, and Discord servers your target audience uses for research. Then create content specifically designed to answer the questions asked in those communities.

## CHAPTER 05

## Voice, Visual & Zero-Click Search

Voice queries are conversational and local. Visual search (Google Lens, Pinterest Lens, Amazon StyleSnap) is growing fastest in fashion, home decor, and food. Zero-click search — where the SERP itself is the answer — now accounts for an estimated 25–65% of all queries depending on device and category.

### Optimisation tips across formats:

- **Voice:** Target question-based phrases ('What is...', 'How do I...', 'Best X near me'). Write FAQ sections that mirror natural speech.
- **Visual:** Use descriptive, keyword-rich file names and alt text for every image. For products, ensure clean white-background imagery with multiple angles.
- **Zero-click:** Optimise for featured snippets using concise 40–60 word answer paragraphs. Claim and maintain your Google Business Profile meticulously.

CHAPTER 06

# The SOE Framework

Search-Optimise Everything (SOE) is a cross-functional operating model, not a checklist. It asks one question of every marketing activity: *'Is this discoverable by the people who need it, on the platforms they use?'*

PILLAR	FOCUS AREA	PRIORITY ACTIONS
1. Content	Topical Authority	Build content clusters. Answer every question in your niche. Update old content quarterly.
2. Technical	Crawlability & Speed	Core Web Vitals. Schema markup. Mobile-first indexing. Clean URL architecture.
3. Authority	Trust Signals	Digital PR & link earning. Expert author bios. Reviews & testimonials.
4. Social	Platform-Native Discovery	Platform-specific keyword research. Community participation. Repurpose content by channel.
5. Product	Transactional Search	Marketplace listing optimisation. Rich product descriptions. Q&A and review management.
6. Brand	Entity & Reputation	Wikipedia / Wikidata presence. Knowledge panel management. Consistent NAP data.

*"The brands that win the next decade will be the ones that treat discoverability as a company-wide discipline — not a marketing afterthought."*

CHAPTER 07

# Measuring What Actually Matters

Traditional SEO metrics — keyword rankings and organic sessions — are no longer sufficient. In a world of AI-generated answers, social search, and zero-click results, you need a measurement framework that reflects the full search ecosystem.

Metric	Why It Matters	Tool(s)
Share of Voice (search)	Are you appearing across all channels?	Semrush, Ahrefs, BrightEdge
AI citation tracking	Is your content quoted in AI answers?	Perplexity, manual audit
Branded search volume	Growing brand = growing authority	GSC, Google Trends
Social search impressions	Discovery on TikTok, Pinterest etc.	Platform native analytics
Zero-click visibility	Featured snippets, knowledge panels	Google Search Console
Organic revenue (not traffic)	Traffic that converts, not just visits	GA4 + CRM attribution

## Ready to build your SOE strategy?

I work with growth-stage brands to build discoverability strategies that span Google, AI, social, and beyond. If this white paper resonated, let's talk.

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