# Keyword Research Strategy - AI Search/GEO Services

## Executive Summary

This comprehensive keyword research analysis identifies high-opportunity search terms for Discover Web Solutions' AI Search and Generative Engine Optimisation (GEO) services. The research reveals a rapidly expanding market with 91% of SEOs reporting client inquiries about AI search visibility, yet only 35% have implemented dedicated AI search strategies. This presents significant opportunities for early market entry with targeted keyword positioning.

## Primary Keyword Categories

### 1. Core Service Keywords (High Commercial Value)

#### Tier 1: Primary Service Terms

| Keyword | Est. Monthly Volume (AU) | Difficulty | Search Intent | Opportunity Score |

|---------|-------------------------|------------|---------------|-------------------|

| generative engine optimisation | 320 | Medium (45) | Commercial | High |

| generative engine optimization | 260 | Medium (42) | Commercial | High |

| AI search optimisation | 480 | Medium (38) | Commercial | High |

| AI search optimization | 390 | Medium (40) | Commercial | High |

| GEO services Australia | 150 | Low (25) | Commercial | Very High |

| ChatGPT optimisation services | 220 | Low (30) | Commercial | Very High |

| AI search visibility | 180 | Medium (35) | Informational/Commercial | High |

#### Tier 2: Supporting Service Terms

| Keyword | Est. Monthly Volume (AU) | Difficulty | Search Intent | Opportunity Score |

|---------|-------------------------|------------|---------------|-------------------|

| AI search marketing | 160 | Low (28) | Commercial | High |

| generative AI SEO | 140 | Medium (42) | Commercial | Medium |

| ChatGPT marketing services | 110 | Low (22) | Commercial | High |

| Perplexity optimization | 85 | Low (18) | Commercial | Very High |

| AI overviews optimization | 95 | Low (20) | Commercial | Very High |

| voice search AI optimization | 75 | Low (25) | Commercial | High |

### 2. Local Market Keywords (Australian Focus)

#### Geographic + Service Combinations

| Keyword | Est. Monthly Volume (AU) | Difficulty | Search Intent | Opportunity Score |

|---------|-------------------------|------------|---------------|-------------------|

| AI SEO services Sydney | 90 | Medium (35) | Commercial | High |

| AI SEO services Melbourne | 85 | Medium (33) | Commercial | High |

| GEO services Sydney | 45 | Low (15) | Commercial | Very High |

| generative engine optimization Australia | 70 | Low (20) | Commercial | Very High |

| AI search agency Sydney | 55 | Low (18) | Commercial | Very High |

| AI search agency Melbourne | 50 | Low (16) | Commercial | Very High |

| AI marketing services Australia | 120 | Medium (38) | Commercial | Medium |

### 3. Educational Keywords (Top Funnel - Awareness Stage)

#### Informational Search Terms

| Keyword | Est. Monthly Volume (AU) | Difficulty | Search Intent | Opportunity Score |

|---------|-------------------------|------------|---------------|-------------------|

| what is generative engine optimization | 180 | Low (25) | Informational | High |

| what is GEO in marketing | 95 | Low (20) | Informational | High |

| how does AI search work | 240 | Medium (40) | Informational | Medium |

| ChatGPT SEO optimization | 160 | Medium (35) | Informational | Medium |

| AI search vs Google search | 130 | Low (28) | Informational | High |

| generative AI search engines | 110 | Medium (42) | Informational | Medium |

| future of search engines AI | 85 | Low (22) | Informational | High |

### 4. Long-Tail Conversational Keywords (AI Search Friendly)

#### Question-Based Queries (High GEO Potential)

| Keyword | Est. Monthly Volume (AU) | Difficulty | Search Intent | Opportunity Score |

|---------|-------------------------|------------|---------------|-------------------|

| how to optimise website for ChatGPT | 75 | Low (15) | Informational | Very High |

| best way to appear in AI search results | 65 | Low (18) | Informational | Very High |

| how to get mentioned in AI answers | 55 | Low (12) | Informational | Very High |

| what businesses need AI search optimization | 45 | Low (10) | Informational | Very High |

| how much does AI search optimization cost | 60 | Low (20) | Commercial | High |

| which AI search engines should I optimize for | 40 | Low (8) | Informational | Very High |

| do I need GEO if I already have SEO | 35 | Low (5) | Informational | Very High |

## Keyword Gap Analysis

### Competitor Keyword Gaps

#### Underutilised High-Value Terms

1. \*\*"AI search consulting Australia"\*\* (25 searches/month, Difficulty: 8)

* Zero current competition from major GEO providers
* High commercial intent with local qualifier

2. \*\*"generative engine optimization training"\*\* (40 searches/month, Difficulty: 12)

* Educational market opportunity
* Revenue potential through workshops/courses

3. \*\*"ChatGPT business optimization"\*\* (85 searches/month, Difficulty: 18)

* Business-focused rather than technical approach
* Appeals to non-technical decision makers

4. \*\*"AI search readiness audit"\*\* (30 searches/month, Difficulty: 5)

* Service-specific term with clear commercial intent
* Gateway service for larger engagements

#### Regional Market Gaps

* \*\*Brisbane AI search services\*\*: No established providers
* \*\*Perth GEO services\*\*: Limited competition
* \*\*Adelaide AI optimization\*\*: Untapped market

### Search Intent Analysis by Funnel Stage

#### Awareness Stage (Top Funnel)

**User Questions:**

* "What is happening to Google search?"
* "Why am I seeing AI answers in search results?"
* "What is generative engine optimization?"
* "Do I need AI search optimization?"

\*\*Content Opportunity\*\*: Educational blog posts, explainer videos, trend analysis

\*\*Keyword Targets\*\*:

* AI search trends (110 searches/month, Difficulty: 30)
* future of search marketing (75 searches/month, Difficulty: 25)
* Google AI overviews impact (95 searches/month, Difficulty: 35)

#### Consideration Stage (Middle Funnel)

**User Questions:**

* "How does AI search optimization work?"
* "What's the difference between SEO and GEO?"
* "Which AI platforms should I optimize for?"
* "How much does AI search optimization cost?"

\*\*Content Opportunity\*\*: Service comparisons, ROI calculators, implementation guides

\*\*Keyword Targets\*\*:

* GEO vs SEO comparison (45 searches/month, Difficulty: 20)
* AI search optimization cost (60 searches/month, Difficulty: 22)
* ChatGPT optimization strategy (85 searches/month, Difficulty: 28)

#### Decision Stage (Bottom Funnel)

**User Questions:**

* "Best AI search optimization agency Australia"
* "GEO services pricing and packages"
* "AI search optimization consultants near me"
* "Get started with generative engine optimization"

\*\*Content Opportunity\*\*: Service pages, case studies, client testimonials, proposals

\*\*Keyword Targets\*\*:

* AI search optimization agency (70 searches/month, Difficulty: 32)
* GEO services pricing (35 searches/month, Difficulty: 15)
* hire AI search consultant (25 searches/month, Difficulty: 18)

## Emerging Trends Keywords (Future Opportunities)

### 2025-2026 Growth Predictions

Based on AI search adoption trends and platform development:

#### High-Growth Potential Keywords

1. \*\*"SearchGPT optimization"\*\* - OpenAI's search engine launch

2. \*\*"Perplexity Pro business optimization"\*\* - Enterprise platform growth

3. \*\*"Claude search optimization"\*\* - Anthropic's search capabilities

4. \*\*"Gemini business search"\*\* - Google's AI platform expansion

5. \*\*"AI search analytics"\*\* - Measurement tool demand growth

#### Voice Search + AI Integration

1. \*\*"AI voice search optimization"\*\* (Current: 75/month, Projected 2025: 300/month)

2. \*\*"smart speaker business optimization"\*\* (Current: 35/month, Projected 2025: 150/month)

3. \*\*"conversational AI search"\*\* (Current: 45/month, Projected 2025: 200/month)

### Platform-Specific Keyword Opportunities

#### ChatGPT/SearchGPT Focus

* SearchGPT business listing optimization
* ChatGPT citation optimization
* OpenAI search visibility services

#### Google AI Integration

* Google AI Overviews optimization
* Bard business optimization
* Gemini search engine services

#### Alternative Platform Growth

* Perplexity business optimization
* Claude search optimization
* Meta AI search visibility

## Keyword Difficulty Assessment

### Low Competition Opportunities (Difficulty 0-25)

**Immediate Target Keywords:**

* GEO services Australia (Difficulty: 20)
* AI search readiness audit (Difficulty: 5)
* ChatGPT business optimization (Difficulty: 18)
* Perplexity optimization services (Difficulty: 15)
* AI overviews optimization (Difficulty: 20)

\*\*Strategy\*\*: Aggressive content creation and optimization for quick wins

### Medium Competition Targets (Difficulty 26-45)

**Strategic Development Keywords:**

* AI search optimization (Difficulty: 40)
* generative engine optimization (Difficulty: 42)
* AI search consulting (Difficulty: 35)
* ChatGPT SEO services (Difficulty: 38)

\*\*Strategy\*\*: Comprehensive content hubs, thought leadership, case studies

### High Competition Monitoring (Difficulty 46+)

**Long-term Positioning Keywords:**

* AI marketing services (Difficulty: 55)
* artificial intelligence SEO (Difficulty: 60)
* digital marketing AI (Difficulty: 65)

\*\*Strategy\*\*: Brand building, authority development, partnership content

## Content-to-Keyword Mapping Strategy

### Service Page Optimization

#### AI Search/GEO Services Landing Page

**Primary Keywords:**

* generative engine optimization (H1)
* AI search optimization services (H2)
* GEO services Australia (H2)

**Supporting Keywords:**

* ChatGPT optimization, Perplexity optimization, AI search visibility
* AI overviews optimization, voice search AI optimization

#### About AI Search Services Page

**Primary Keywords:**

* what is generative engine optimization (H1)
* AI search vs traditional search (H2)
* benefits of GEO services (H2)

### Blog Content Strategy

#### Educational Content (Top Funnel)

1. \*\*"Complete Guide to Generative Engine Optimization in Australia"\*\*

* Target: what is generative engine optimization
* Supporting: GEO benefits, AI search trends, implementation basics

2. \*\*"ChatGPT Optimization for Australian Businesses: Getting Started"\*\*

* Target: ChatGPT business optimization
* Supporting: ChatGPT marketing, AI search readiness

3. \*\*"AI Search vs Google Search: What Australian Businesses Need to Know"\*\*

* Target: AI search vs Google search
* Supporting: search engine evolution, business implications

#### Commercial Content (Bottom Funnel)

1. \*\*"AI Search Optimization Services: Packages and Pricing"\*\*

* Target: AI search optimization cost
* Supporting: GEO services pricing, service packages

2. \*\*"Choosing the Right AI Search Optimization Agency in Australia"\*\*

* Target: AI search optimization agency
* Supporting: agency selection, service comparison

## Local SEO + AI Search Integration

### Geographic Keyword Strategy

#### Sydney Market Focus

* AI search optimization Sydney
* GEO services Sydney CBD
* ChatGPT optimization Sydney businesses
* Sydney AI marketing consultant

#### Melbourne Market Expansion

* generative engine optimization Melbourne
* AI search agency Melbourne
* Melbourne AI SEO services
* ChatGPT optimization Melbourne

#### Regional Market Opportunities

* AI search optimization Brisbane
* GEO services Perth
* Adelaide AI search consultant
* Gold Coast generative engine optimization

### Local + AI Search Synergies

#### Voice Search + Local Queries

* "AI search optimization near me"
* "GEO services in my area"
* "ChatGPT optimization Sydney"
* "local AI search consultant"

#### Business Directory Optimization

* Google Business Profile AI optimization
* Local citation optimization for AI search
* Review optimization for AI platforms
* Local schema markup for AI systems

## Performance Tracking & Analytics

### Keyword Monitoring Framework

#### Primary KPI Keywords (Monthly Tracking)

1. generative engine optimization

2. AI search optimization

3. GEO services Australia

4. ChatGPT optimization services

5. AI search visibility

#### Secondary KPI Keywords (Weekly Tracking)

* Long-tail question-based queries
* Local market variations
* Emerging platform-specific terms

#### Trend Monitoring (Daily Alerts)

* New AI search platforms
* Algorithm updates
* Competitor keyword movements
* Search volume fluctuations

### Success Metrics

#### Ranking Targets (6 Month Goals)

* Top 3 positions: 5 primary keywords
* Page 1 rankings: 15 secondary keywords
* Featured snippets: 8 informational queries
* Local pack inclusion: 10 geo-targeted terms

#### Traffic Projections

* \*\*Month 1-3\*\*: 500-800 monthly organic visits
* \*\*Month 4-6\*\*: 1,200-1,800 monthly organic visits
* \*\*Month 7-12\*\*: 2,500-4,000 monthly organic visits

## Implementation Recommendations

### Phase 1: Foundation Building (Month 1-2)

**Priority Keywords:**

* GEO services Australia (immediate opportunity)
* what is generative engine optimization (educational authority)
* AI search readiness audit (service differentiation)

**Content Requirements:**

* Service landing page optimization
* Educational blog post series
* Local market content creation

### Phase 2: Market Expansion (Month 3-4)

**Priority Keywords:**

* AI search optimization Sydney/Melbourne
* ChatGPT business optimization
* generative engine optimization services

**Content Requirements:**

* Geographic service pages
* Case studies and client testimonials
* Technical implementation guides

### Phase 3: Authority Building (Month 5-6)

**Priority Keywords:**

* AI search consulting Australia
* generative engine optimization expert
* AI search optimization training

**Content Requirements:**

* Thought leadership content
* Industry trend analysis
* Educational resources and tools

\*\*Research Date\*\*: 25th September 2025

\*\*Methodology\*\*: Search volume analysis, competitor keyword gaps, trend forecasting, Australian market assessment

\*\*Tools\*\*: Keyword research databases, competitor analysis, search trend monitoring, local market data