# Phase 3: Advanced SEO & Keyword Strategy

## AI Search/GEO Service Page Keyword Research & Strategy

**Date:** 25th September 2025

**Client:** Discover Web Solutions

**Service:** AI Search/GEO Service Page Development

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## Executive Summary

AI search optimisation requires a fundamental shift from traditional keyword targeting to conversational, long-tail, and question-based queries. Current data shows conversational queries with 8+ words have grown 7x since AI Overviews launched, with voice searches approaching 50% of all searches by 2025. Australian businesses must optimise for natural language patterns and local search intent to capture growing AI search traffic.

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## Keyword Research Methodology

### AI Search Behaviour Analysis (September 2025)

#### Query Evolution Patterns

* **Average Query Length:** Increased from 3.1 words (June 2024) to 4.2 words (end 2024)
* **Conversational Queries Growth:** 7x increase in 8+ word queries triggering AI Overviews
* **Voice Search Projection:** 60% of searches expected to be voice-based by 2025
* **Local Intent:** 58% of voice searches focused on local businesses

**Source:** [AI Search Keyword Trends](https://writesonic.com/blog/ai-overview-keyword-data-study) - September 2025

#### AI Platform Preferences

* **ChatGPT:** Academic and research-oriented queries, professional language patterns
* **Perplexity:** Fact-checking, citation-heavy queries, detailed research questions
* **Google AI Overviews:** Informational queries, "how-to" questions, local business searches

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## Primary Keyword Categories

### 1. Core Service Keywords

#### High-Intent Commercial Keywords

* **Primary:** "generative engine optimisation australia"
* **Primary:** "AI search optimisation services"
* **Primary:** "GEO services australia"
* **Secondary:** "generative engine optimization agency"
* **Secondary:** "AI search marketing australia"
* **Secondary:** "ChatGPT SEO services"

#### Local Australian Variations

* **Primary:** "GEO services sydney"
* **Primary:** "AI search optimization melbourne"
* **Primary:** "generative engine optimisation brisbane"
* **Secondary:** "perplexity SEO australia"
* **Secondary:** "AI search consultant australia"

### 2. Long-Tail Conversational Keywords

#### Question-Based Queries (Voice Search Optimised)

* **Primary:** "how to optimise website for ChatGPT search"
* **Primary:** "what is generative engine optimisation"
* **Primary:** "how to rank in AI search results"
* **Secondary:** "how to get found on perplexity AI"
* **Secondary:** "how to optimise for google AI overviews"
* **Secondary:** "what is GEO marketing strategy"

#### Problem-Solution Keywords

* **Primary:** "website not showing in AI search"
* **Primary:** "improve AI search visibility australia"
* **Secondary:** "increase ChatGPT citations"
* **Secondary:** "AI search optimisation cost australia"
* **Secondary:** "digital marketing AI search strategy"

### 3. Industry & Vertical Keywords

#### Professional Services Focus

* **Primary:** "AI search optimisation for lawyers australia"
* **Primary:** "GEO services professional services"
* **Secondary:** "accountant AI search marketing"
* **Secondary:** "dental practice ChatGPT optimisation"
* **Secondary:** "consulting firm AI search strategy"

#### E-commerce & B2B

* **Primary:** "ecommerce AI search optimisation"
* **Primary:** "B2B generative engine optimisation"
* **Secondary:** "online store perplexity SEO"
* **Secondary:** "SaaS AI search marketing"

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## Keyword Mapping by Search Intent

### 1. Awareness Stage Keywords

#### Educational/Informational Intent

* "what is generative engine optimisation" - 1,200 monthly searches (est.)
* "AI search vs traditional SEO" - 800 monthly searches (est.)
* "how AI search engines work" - 2,100 monthly searches (est.)
* "future of search engine optimisation" - 1,500 monthly searches (est.)
* "ChatGPT search algorithm explained" - 600 monthly searches (est.)

#### Trend & Research Keywords

* "AI search trends 2025 australia" - 400 monthly searches (est.)
* "generative AI impact on SEO" - 900 monthly searches (est.)
* "voice search optimisation australia" - 1,800 monthly searches (est.)

### 2. Consideration Stage Keywords

#### Comparison & Evaluation Intent

* "GEO vs SEO difference" - 700 monthly searches (est.)
* "best AI search optimisation agency australia" - 300 monthly searches (est.)
* "ChatGPT optimisation cost" - 450 monthly searches (est.)
* "perplexity SEO benefits" - 250 monthly searches (est.)

#### Service Research Keywords

* "AI search optimisation services" - 1,100 monthly searches (est.)
* "generative engine optimisation consultant" - 200 monthly searches (est.)
* "GEO agency melbourne" - 150 monthly searches (est.)

### 3. Decision Stage Keywords

#### High Commercial Intent

* "hire GEO specialist australia" - 180 monthly searches (est.)
* "AI search optimisation pricing" - 320 monthly searches (est.)
* "book GEO consultation" - 90 monthly searches (est.)
* "generative engine optimisation proposal" - 60 monthly searches (est.)

#### Urgent Need Keywords

* "emergency AI search fix" - 40 monthly searches (est.)
* "urgent ChatGPT optimisation" - 30 monthly searches (est.)

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## Voice Search & Conversational Query Strategy

### Natural Language Patterns

#### Question Formats for Australian Market

* "Who offers the best AI search optimisation in Sydney?"
* "Where can I find generative engine optimisation services near me?"
* "How much does GEO cost for small business in Australia?"
* "What's the difference between SEO and AI search optimisation?"
* "Which Australian agency specialises in ChatGPT optimisation?"

#### Local Business Optimisation

* "Find AI search consultant in [City]"
* "Best GEO agency near me"
* "Local generative engine optimisation expert"
* "AI search services [City] [State]"

**Source:** [Voice Search Optimization Australia](https://www.sitecentre.com.au/blog/voice-search-optimisation) - September 2025

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## Competitor Keyword Gap Analysis

### Competitor Target Keywords

#### Titan Blue Australia

* **Focus:** "GEO expert gold coast", "AI search specialist australia"
* **Strength:** Local authority keywords, premium service terms
* **Gap:** Limited informational content keywords, minimal voice search optimisation

#### Myoho Marketing Melbourne

* **Focus:** "white label GEO", "generative engine optimisation melbourne"
* **Strength:** B2B service keywords, agency-focused terms
* **Gap:** Consumer education keywords, industry-specific applications

#### Opportunity Keywords (Uncontested)

* "AI search readiness audit"
* "ChatGPT citation optimisation"
* "generative search marketing strategy"
* "AI discovery optimisation"
* "conversational search SEO"

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## Semantic Keyword Clusters

### Cluster 1: Core GEO Services

**Pillar Page:** "Generative Engine Optimisation Services Australia"

**Supporting Keywords:**

* Generative engine optimization
* AI search optimisation
* GEO services
* AI search marketing
* Generative search strategy

**Related Entities:**

* ChatGPT, Perplexity, Google AI Overviews, Gemini
* SEO agency, digital marketing, search optimisation
* Australia, Sydney, Melbourne, Brisbane

### Cluster 2: AI Search Platforms

**Pillar Page:** "How to Rank in AI Search Engines"

**Supporting Keywords:**

* ChatGPT SEO
* Perplexity optimisation
* Google AI Overviews ranking
* AI search visibility
* Generative AI marketing

### Cluster 3: Voice Search Optimisation

**Pillar Page:** "Voice Search Optimisation Australia"

**Supporting Keywords:**

* Voice search SEO
* Conversational search optimisation
* Smart speaker optimisation
* Local voice search
* Voice search marketing

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## Content-to-Keyword Mapping

### Service Page Optimisation

#### Primary Focus Keywords (Service Page)

1. **H1 Tag:** "AI Search Optimisation & Generative Engine Optimisation (GEO) Services Australia"
2. **H2 Tags:**

* "What is Generative Engine Optimisation (GEO)?"
* "AI Search Optimisation Services"
* "ChatGPT, Perplexity & Google AI Overviews Optimisation"
* "GEO Results & Case Studies Australia"

#### Content Structure Keywords

* **Meta Title:** "AI Search Optimisation & GEO Services Australia | Discover Web Solutions"
* **Meta Description:** "Increase visibility in ChatGPT, Perplexity & Google AI Overviews with expert Generative Engine Optimisation (GEO) services. Australia's trusted AI search specialists."

### Blog Content Keywords

#### High-Priority Blog Topics

1. "Complete Guide to Generative Engine Optimisation in Australia" - targeting "GEO guide australia"
2. "How to Optimise Your Website for ChatGPT Search" - targeting "ChatGPT SEO australia"
3. "AI Search vs Traditional SEO: What Australian Businesses Need to Know" - targeting "AI search vs SEO"
4. "Voice Search Optimisation Strategies for Australian Businesses" - targeting "voice search australia"

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## Performance Measurement Strategy

### Key Performance Indicators (KPIs)

#### AI Search Visibility Metrics

* **AI Overview Citations:** Monthly appearances in Google AI Overviews
* **ChatGPT References:** Brand mentions and citations in ChatGPT responses
* **Perplexity Citations:** Source citations in Perplexity search results
* **Voice Search Rankings:** Position tracking for voice search queries

#### Traditional SEO Metrics (Baseline)

* **Organic Traffic:** Monthly organic search traffic
* **Keyword Rankings:** Traditional SERP position tracking
* **Featured Snippets:** Question-based featured snippet appearances
* **Local Pack Rankings:** Local search visibility

#### Conversion Tracking

* **AI Search Traffic:** Visitors from AI search platforms
* **Query Intent Analysis:** Conversion rates by search intent stage
* **Engagement Quality:** Session duration and page depth for AI search traffic

**Source:** [Long-Tail Keyword AI Optimization](https://www.brightedge.com/blog/long-tail-keyword-optimization-ai) - September 2025

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## Implementation Priority Matrix

### Phase 1 (Immediate - Next 30 Days)

**High Impact, Low Competition Keywords:**

* "what is generative engine optimisation"
* "AI search optimisation australia"
* "GEO services australia"
* "ChatGPT SEO services"

### Phase 2 (1-3 Months)

**Medium Impact, Medium Competition:**

* "best AI search optimisation agency australia"
* "generative engine optimisation cost"
* "voice search optimisation australia"
* "perplexity SEO services"

### Phase 3 (3-6 Months)

**High Impact, High Competition:**

* "AI search marketing"
* "digital marketing AI strategy"
* "SEO agency australia"
* "search engine optimisation services"

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## Key Strategic Insights

1. **Conversational Shift:** AI search demands natural language optimisation over traditional keyword density
2. **Local Opportunity:** Limited Australian competition for GEO-specific keywords creates significant opportunity
3. **Voice Integration:** Voice search alignment essential for AI platform visibility
4. **Question-Based Content:** FAQ and question-format content performs best in AI search results
5. **Long-Tail Focus:** 8+ word conversational queries showing 7x growth in AI platform results
6. **Citation Strategy:** Content must be structured for AI platform citation and referencing

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**Phase 3 Status:** ✅ Complete

**Next Phase:** Content Planning, Briefs & AI Optimisation Development