

AI-Powered Marketing & Search Strategies

To Elevate Your Business



SEO is changing. It's time to adapt.

AI has driven a radical shift in
SEO, and it's impacting your
website's visibility.



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Why AI matters for your SEO

As of December, Google's AI overview (AIO) appears at the top of 47% of search results. AIO (formerly SGE—search generative experience) is also expanding in its approaches to answering questions.

More internet users are turning to LLMs like ChatGPT to answer their questions.

This creates new challenges and opportunities for manufacturers, retailers, and service providers.

Top microphones for \$500

When selecting a microphone under \$500, it's essential to consider your specific recording needs, such as whether you require a dynamic or condenser mic, the desired polar pattern, and any additional features. Here are some top-rated microphones in this price range:

Shure SM7B

A dynamic cardioid microphone renowned for its versatility and warm sound, making it ideal for vocals, podcasting, and broadcasting. It features a flat, wide-range frequency response and excellent shielding against electromagnetic hum.

GUITAR JUNKY



Rode NT1-A

This large-diaphragm condenser microphone is celebrated for its ultra-low self-noise of 5dBA, capturing clear and detailed recordings. It's suitable for vocals and acoustic instruments, offering a cardioid polar pattern to



*“In 2025, artificial intelligence (AI) has revolutionized the way search engines deliver results. **Search results are now more personalized, relevant, and comprehensive than ever before.**”*

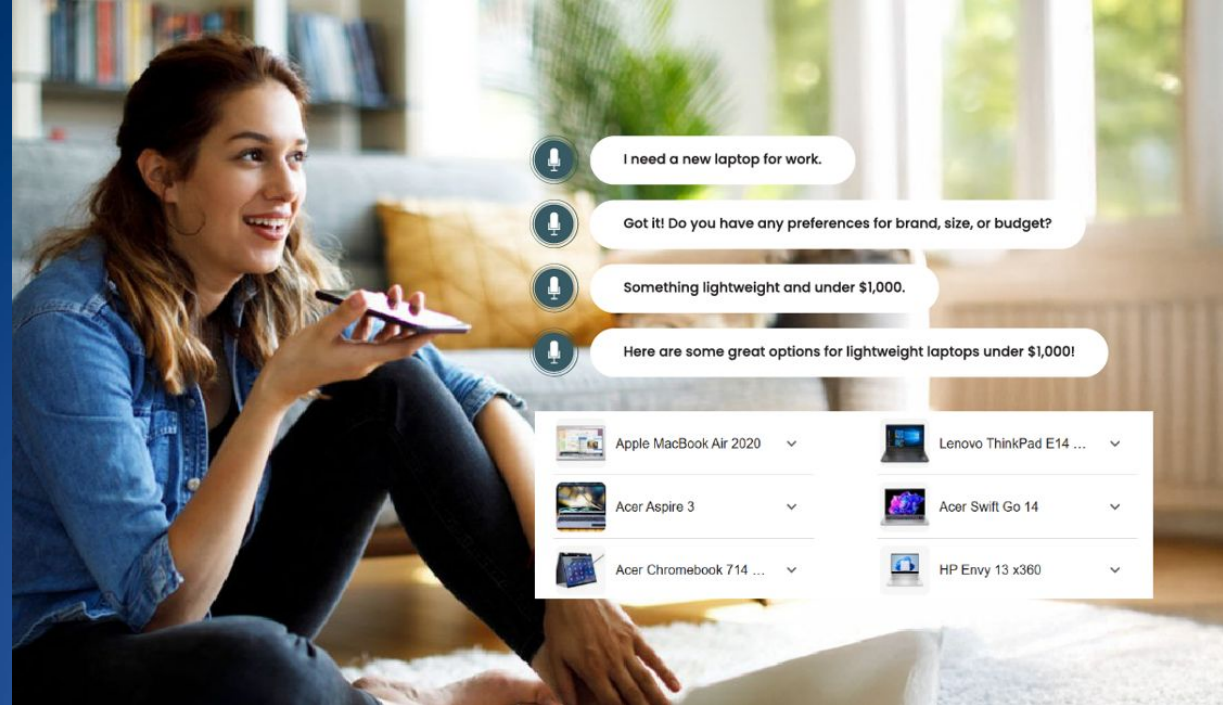
- ChatGPT, on AI's relevance on search.



Changing SEO, and how it affects all industries



A shift in when AIO appears



At face level, it appears that **AIO is being used to answer more subjective and/or conversational searches**. Adding words like “best” and posing search queries in the form of a question triggers AIO.

Around half of current Google searches are considered to be more “conversational” in nature now. **Searches are getting longer and more specific due to voice-activated search and increasing reliance on AIO** (source: WebFX).

AI Overview

Axxiom Data is a HubSpot partner in Glendale, California that offers web design, development, and advertising services. One reviewer says that Juan and his team are knowledgeable and provide great service and support.

Other HubSpot partners include:

- **Denamico:** An award-winning partner that offers CRM implementation, integrations, solutions architecture, and data migration.
- **InboundAV:** A partner that offers migration services, onboarding, implementation, maintenance, and strategy. They also offer custom integration solutions between HubSpot and other platforms.
- **WEBITMD:** A partner that has been integrated with HubSpot for over 15 years.
- **INSIDEA:** An award-winning partner that offers HubSpot CRM onboarding and management.
- **Vet Digital:** A partner that works on B2B success by combining the power of the HubSpot platform.
- **Salted Stone:** A partner that offers enterprise marketing, sales, and service solutions.
- **Bluleadz:** A partner that offers HubSpot onboarding and implementation.
- **Digitopia:** A partner that makes Revenue Operations and Inbound Marketing easier for B2Bs.
- **Prism Global Marketing Solutions:** An award-winning partner that has been certified by HubSpot since 2013.

Learn more

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About InboundAV. Recipient of the 2023 HubSpot Impact Award for Platform Excellence, InboundAV helps businesses gain...

HubSpot Ecosystem

The 458 Best Agencies or Service Providers in California | HubSpot

INSIDEA - HubSpot CRM Onboarding and Management At INSIDEA, we are your award-winning trusted partner for all you...

HubSpot Ecosystem

HubSpot Solutions Partner Program | Join

* Solutions Provider Package. Opt for a low-cost way to see what a partnership with us could do for your business. Startin...

HubSpot

Show all




3 months later, the same search query did not return an AIO:

The screenshot shows a Google search interface. The search bar contains the text "hubspot partner glendale, ca". Below the search bar, there are navigation tabs for "All", "Images", "News", "Forums", "Maps", "Videos", "Shopping", and "More". The "All" tab is selected. The search results are displayed below the navigation tabs. The first result is from HubSpot Ecosystem, with the URL "https://ecosystem.hubspot.com > marketplace > solutions". The title of the result is "InboundAV Agency Services & Qualifications". The description states: "InboundAV helps businesses gain competitive advantages with the HubSpot ecosystem. We specialize in migration services and personalized onboarding." The result has a rating of 5.0 stars based on 9 reviews. The second result is from LinkedIn, with the title "InboundAV - HubSpot Solutions Partner" and "1.7K+ followers". The description states: "We focus on next-generation Inbound Marketing strategy and growth-focused implementation to boost revenue with Accelerated Velocity." Below the search results, there is a section titled "People also ask" with four questions, each followed by a downward arrow icon indicating that the answer is hidden.

Google

hubspot partner glendale, ca


All Images News Forums Maps Videos Shopping : More Tools

 HubSpot Ecosystem
https://ecosystem.hubspot.com > marketplace > solutions

InboundAV Agency Services & Qualifications

InboundAV helps businesses gain competitive advantages with the HubSpot ecosystem. We specialize in migration services and personalized onboarding.


5.0 ★★★★★ (9)


 LinkedIn · InboundAV - HubSpot Solutions Partner
1.7K+ followers


InboundAV - HubSpot Solutions Partner


We focus on next-generation Inbound Marketing strategy and growth-focused implementation to boost revenue with Accelerated Velocity.

People also ask :

How much do HubSpot partners make? 

How do I contact HubSpot partners? 

What is a HubSpot partner agency? 

Is HubSpot partnership worth it? 

However, a similar but more conversational query provides insights into what's changed:

The screenshot shows a search engine interface with a search bar containing the query "Who is the best hubspot partner in glendale california". Below the search bar, there is a section titled "AI Overview" with a "Learn more" link. The main content area is divided into several sections:

- InboundAV** is a HubSpot Solutions Partner in Glendale, California. They specialize in inbound marketing, marketing automation, and eCommerce development.
- InboundAV's services include**
 - Helping clients move from their current CRM to HubSpot
 - Designing how HubSpot will work for the client
 - Performing custom programming
 - Helping with data migration and testing
 - Training users on how to use HubSpot
- Other HubSpot partners include:**
 - Fileroom:** A HubSpot certified partner that works with clients in heavy industry
 - BBD Boom:** A HubSpot agency that excels in onboarding, implementation, and platform enablement
 - Nexa Cognition:** A partnership between two HubSpot powerhouses
- Other digital marketing agencies in Glendale, California include: Alecan Marketing Solutions, Andava Digital Marketing Agency, and Conquerrr.

On the right side of the screenshot, there is a sidebar with three search results:

- InboundAV Agency Services & Qualifications - HubSpot Ecosystem**
Excellent service from Inbound AV Inbound AV helped us move our Service Department from a homegrown CRM solution to...
HubSpot Ecosystem
- InboundAV - HubSpot Solutions Partner - LinkedIn**
Website https://inboundav.com. External link for InboundAV - HubSpot Solutions Partner. Industry Marketing Services...
LinkedIn · InboundAV - HubSpot Solutions Partner
- Fileroom Agency Services & Qualifications - HubSpot Ecosystem**
Fileroom speaks the language of our business. The Fileroom team have been a breath of fresh air partnering with our...
HubSpot Ecosystem

At the bottom of the sidebar, there is a "Show all" button.

More examples

"Staffing agency in Boston, MA" returns sponsored results at the top:

The screenshot shows a Google search interface. The search bar contains the text "Staffing agency in Boston MA". Below the search bar are navigation tabs: "All", "Jobs", "Maps", "Images", "News", "Forums", "Shopping", and "More". Underneath these are filter buttons: "Open now", "Hiring", "Online appointments", "Top rated", and "Healthcare". The search results section is titled "Results for Boston, MA · Choose area". The first result is a sponsored listing for "Eastridge Staffing" with the URL "https://www.eastridge.com". The second result is another sponsored listing for "Beacon Hill Staffing" with the URL "https://www.bhsg.com". The third result is a sponsored listing for "Keller Executive Search" with the URL "https://www.kellerexecutivesearch.com".

Google


Staffing agency in Boston MA

All Jobs Maps Images News Forums Shopping More

Open now Hiring Online appointments Top rated Healthcare

Results for **Boston, MA** · Choose area


Sponsored

 eastridge.com
https://www.eastridge.com

Massachusetts Staffing Agency - Eastridge Staffing

Eastridge Legal is a leading legal staffing agency that specializes in legal staffing.


Sponsored

 Beacon Hill Staffing
https://www.bhsg.com

Premier Boston Staffing Agency

Broad Staffing In Boston MA — Searching For Temp Staffing Agencies Boston? Beacon Hill Can Provide Workforce Solutions.

Sponsored

 Keller Executive Search
https://www.kellerexecutivesearch.com > googleads > recruitus

Recruiting Agency Boston | Proven Recruitment Agency

Transform your hiring process with Keller's fast, cost-effective recruitment solutions.

More examples

Whereas “How to find a staffing agency in Boston, MA” returns an AIO with different results, citing 3rd party agency reviews as sources:

The screenshot shows a Google search interface with the query "How to find a staffing agency in Boston, MA". Below the search bar, there are navigation tabs for "All", "Videos", "Short videos", "Images", "News", "Forums", "Shopping", and "More". The "All" tab is selected. The search results include an "AI Overview" section with a blue diamond icon and a "Learn more" link. The AI Overview text states: "You can find staffing agencies in Boston, Massachusetts by **searching online** or **asking for recommendations**. You can also consider the agency's services, how they recruit, and how they interact with clients." Below this, there is a section titled "Staffing agencies in Boston" with a list of four agencies, each with a small image and a description:

- Boylston Staffing**: Focuses on sales recruiting for local companies and candidates in the Boston area.
- Insight Global**: Specializes in staffing, big data consulting, and SI.
- JOHNLEONARD**: A woman-owned, full-service employment solutions provider in the Financial District.
- Kennison & Associates**: An HR staffing agency that values experience, service, and integrity.

On the right side of the search results, there is a vertical list of related search suggestions:

- 25 Top Boston Staffing Agencies and Recruiting Firms (May 14, 2024) — Boylston Staffing is focused on serving the sales recruiting needs of local companies and candidates in t... (Built In Boston)
- Top 5 HR Staffing Agencies in Boston (Interim HR Consulting)
- Best Staffing & Recruiting Agencies in Boston 2024 (JOHNLEONARD. JOHNLEONARD is a woman-owned, full-service employment solutions provider based in the heart of... (Find My Profession))

A "Show all" button is located at the bottom of this list.

Similarly,
for B2C:

The image shows a Google search results page for "best electric guitar". The search bar at the top contains the text "best electric guitar". Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Videos", "Forums", "Web", "News", and "More". The "Shopping" tab is selected. To the right of the search bar, there are icons for "Close", "Voice Search", "Image Search", and "Search".

Below the navigation tabs, there are several filter buttons: "Under \$250", "6-string", "Get it fast", "Brand", "Black", "On sale", "Red", "White", "4-string", "Blue", "Left Handed", and "Adult".

On the left side, there is a "Refine results" section with the following filters:

- Price:** Under \$250, \$250 - \$500, \$500 - \$1,000, Over \$1,000. There are also input fields for "\$ Min", "\$ Max", and a "Go" button.
- Number of Strings:** 6-string, 4-string, 7-string, 12-string, 8-string.
- Color:** (Dropdown menu)
- Features:** (Dropdown menu)
- Stores:** (Dropdown menu)
- Brand:** (Dropdown menu)
- Free shipping:** (Dropdown menu)

The main content area displays "Sponsored" results. Each result includes a product image, a "SALE" badge, the product name, the current price (in green), the original price (in grey), the retailer name, a star rating, and a brief description.

Product	Price	Original Price	Retailer	Rating	Description
Squier Sonic Stratocaster...	\$149.99	\$200	Guitar Center	★★★★★ (22)	Electric Guitar · Stratocaster · ...
Fender American...	\$1,749.99		Sweetwater	★★★★★ (448)	"Attractive" · "Good sound..."
Fender Player II Stratocaste...	\$649.99	\$800	Guitar Center	★★★★★ (5)	Electric Guitar · Stratocaster · ...
Epiphone Les Paul Special...	\$199.00	\$250	Guitar Center	★★★★★ (419)	"Lightweight" · "Comfortable to..."
Schecter Guitar Research...	\$349.00	\$499	Guitar Center	★★★★★ (149)	"Attractive" · "Good sound..."
Fender Player Plus...	\$829.99	1,000	Fender	Free by 2/3	Stratocaster · 3-color Sunburst ...
Gibson Exclusive Le...	\$3,099.00		zZounds	★★★★★ (19)	"Attractive" · "Good sound..."
Fender American Ult...	\$2,199.99	2,...	Sweetwater	★★★★★ (31)	"Well made" · "Attractive" · ...

Below the sponsored results, there is a section titled "Popular electric guitars" with the subtitle "From sources across the web". It displays a grid of product cards for various guitar models:

- ESP LTD EC-1000T CT...
- Gibson SG Standard
- Fender Player Telecaster
- Fender H.E.R. Stratocaster
- PRS SE Standard
- Fender Vintera II 60s Tel...
- Epiphone Les Paul Special
- Yamaha PAC112V Pacifi...
- Jackson Dinky

At the bottom of the page, there is a "9 more" button and a "Feedback" link.

versus:

The image shows a Google search interface. At the top left is the Google logo. The search bar contains the text "how to find the best electric guitar for me?". To the right of the search bar are icons for clearing the search, voice search, image search, and a magnifying glass. Below the search bar is a navigation menu with links for "All", "Videos", "Forums", "Shopping", "Images", "Web", "News", "More", and "Tools".

The main content area features an "AI Overview" section. It begins with a blue diamond icon and the text "AI Overview". Below this is a paragraph: "To find the best electric guitar for you, prioritize trying out different guitars in a music store, focusing on how comfortable the neck feels in your hand, the action of the strings, and whether the sound produced suits the style of music you want to play, while also considering factors like body shape, pickup configuration, and your budget; it's crucial to experiment with different guitars and find one that feels naturally good to play and produces the tones you desire." This is followed by a section titled "Key points to consider when choosing an electric guitar:" with three sub-sections: "Playing comfort:", "Sound and style:", and "Budget:". Each sub-section contains a list of bullet points. At the bottom of the AI Overview is a section titled "How to find the best guitar for you:" with two bullet points.

To the right of the AI Overview is a vertical list of search results, each in a light blue box with a close button (X) in the top right corner. The results are:

- Electric Guitar Buying Guide - InSync | Sweetwater**
Jun 16, 2022 – Do frets matter? Most guitar players really don't give a lot of thought to the frets, though these can...
Sweetwater
- What to check when buying a new electric guitar?**
Apr 11, 2011 – First of all play it and make sure it feels good and suits your style. Check there are no buzzes and...
Music Stack Exchange
- Buying Guide: How to Buy Your First Guitar - School of Rock**
What to look for when buying a guitar * Does the guitar stay in tune? Have someone at the store get the guitar to...
schoolofrock.com
- Electric Guitar Buying Guide - What Guitar Should I Buy?**
Oct 13, 2014 – The Stratocaster. The Stratocaster (or simply "Strat") is the most popular type of electric guitar...
PMT Online
- Which Guitar Should I Buy? A Beginner's Electric Guitar Guide**
If you're going for your first electric guitar, a solid body instrument is generally seen as the common 'standard'...
Gear4music
- How To Choose Quality Electric Guitars In A World Full of Choices?**

Other takeaways

Answers are different

Recent results are more accurate, suggesting an improvement in AIO's abilities

Example: The other agencies included in the December search results for “best HubSpot partners in Glendale” are either not HubSpot Partners or not based in Glendale, CA. 3 months later, **the answer is more relevant to the search in terms of location and services being searched for.**



Cited sources are different

This suggests Google is continuing to update its definition of “trusted information”

Keep in mind:

Types of sources will be influenced by industry.

In the B2B examples, on top of LinkedIn, industry directories, databases, and review forums served as key sources.

For the B2C example, Google cited comments from reddit, along with retailer websites.

For both B2B and B2C, industry reviews are key sources in answering subjective questions.

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About InboundAV. Recipient of the 2023 HubSpot Impact Award for Platform Excellence, InboundAV helps businesses gain...
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The 458 Best Agencies or Service Providers in California | HubSpot
INSIDEA - HubSpot CRM Onboarding and Management At INSIDEA, we are your award-winning trusted partner for all you...
HubSpot Ecosystem

HubSpot Solutions Partner Program | Join
* Solutions Provider Package. Opt for a low-cost way to see what a partnership with us could do for your business. Startin...
HubSpot

GONE

InboundAV Agency Services & Qualifications - HubSpot Ecosystem
Excellent service from Inbound AV Inbound AV helped us move our Service Department from a homegrown CRM solution to...
HubSpot Ecosystem

NEW

InboundAV - HubSpot Solutions Partner - LinkedIn
Website <https://inboundav.com>. External link for InboundAV - HubSpot Solutions Partner. Industry Marketing Services...
LinkedIn - InboundAV - HubSpot Solutions Partner

NEW

Fileroom Agency Services & Qualifications - HubSpot Ecosystem
Fileroom speaks the language of our business. The Fileroom team have been a breath of fresh air partnering with our...
HubSpot Ecosystem



LinkedIn & Youtube content relevancy

How many links/sources are featured in AI Overviews?

The number of links (or sources) in AI Overviews ranges from 1 to 20, with an average of 7 to 8 links. These links typically point to different domains, with the average number of domains also being around 7.

AVERAGE LINKS ⓘ

7.23

links



AVERAGE DOMAINS ⓘ

6.94

domains



Which domains are featured in AI Overviews as sources?

We found that two major domains are featured most frequently in the AI Overviews:

- **linkedin.com** with 2.79% of queries
- **youtube.com** with 2.29% of queries

“AI is also used to identify and rank the most authoritative and trustworthy sources of information. This is done by analyzing the quality of the content, the reputation of the author, and the overall credibility of the website. This helps to ensure that users are getting accurate and reliable information from their search results.”

- **ChatGPT, on AI's relevance on search.**

You can unlock online success by optimizing your website for AI-driven search.

Create Authoritative Content on your site

Consumers Search for Products

Your brand Appears in Search Result



Engage with Third-Party Sources

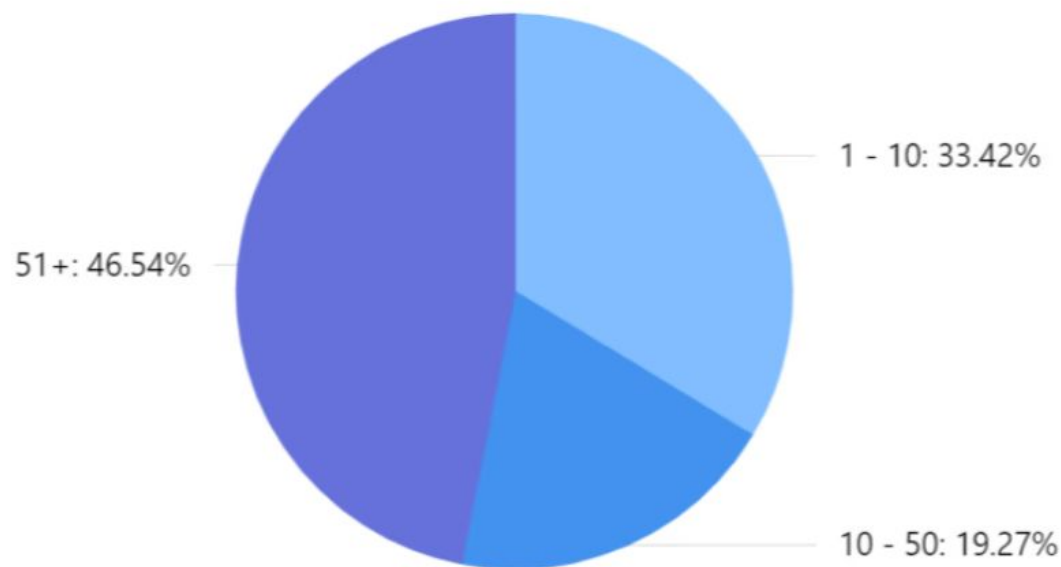
LLMs Select Trusted Sources

However you don't have to rank high to show up...

AI Overview

Do you need to rank high organically to appear in AIO results?

You would think that Google would show mostly top organic ranking domains as sources for the AI Overviews, right? Wrong. Only 33.42% of the sources contained domains that rank in the top 10 organic results, while 46.54% of them are domains that are not found in the top 50.



Source: <https://www.advancedwebranking.com/blog/ai-overview-study>

AI Generated Content – yes or no?

Google can identify AI-generated content. Google uses algorithms to consider factors like writing style, coherence, and contextual accuracy. Google also has a tool called SynthID that can watermark and identify AI-generated content.

How Google identifies AI-generated content

Algorithms

Google's algorithms analyze many factors, including writing style, coherence, and contextual accuracy.

SynthID

Google DeepMind's SynthID embeds digital watermarks into AI-generated content. SynthID can scan images, audio, text, or video for these watermarks.



<https://deepmind.google/technologies/synthid/>

Does this mean you shouldn't use any AI-generated content?



Not necessarily...

Websites often see improved SEO with a consistent content plan that incorporates AI-generated copy.

The key, however, is maintaining quality and depth of information.

When using AI in your content strategy

Do:

- Use it to outline and research
- Make your own additions and insights to AI copy when relevant
- Proof read everything before publishing

Don't:

- Rely on AI for turn-key content
- Post any AI content without fact checking
- Post low quality content of any kind simply to maintain consistency

**Keyword intent
is crucial for
understanding AIO.**

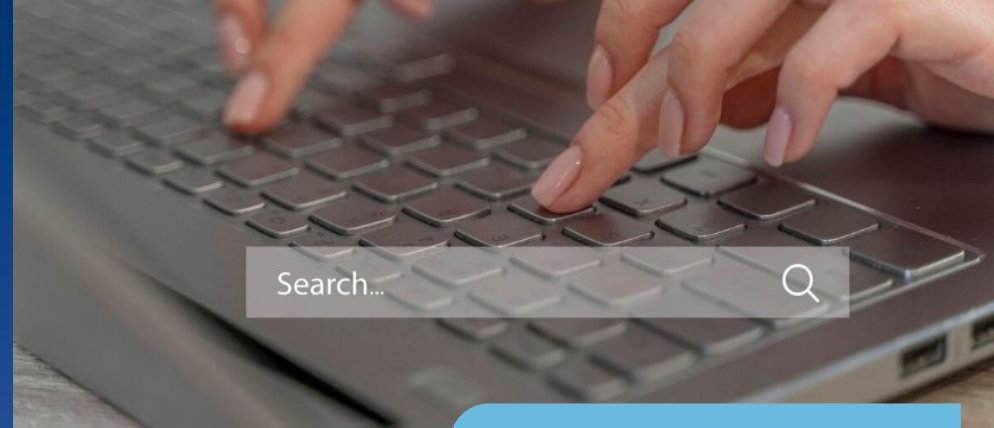


What is Keyword intent?

Keyword intent refers to **the purpose behind a user's search query.**

It helps businesses align content with what users are actually looking for.

The 4 Main Types of Keyword Intent



Informational Intent – The user is looking for knowledge.

Example: *“What is marketing automation?”*

Navigational Intent – The user wants to find a specific brand or website.

Example: *“HubSpot login”*

Transactional Intent – The user is ready to take action (buy, sign up, etc.).

Example: *“Buy CRM software”*

Commercial Investigation – The user is comparing options before making a decision.

Example: *“Best email marketing tools for small businesses”*

AIO is most likely to appear in searches that indicate informational intent or commercial investigation.

Informational intent is king for AI

AI Overview Visibility by Intent

Does keyword intent affect the appearance of AI Overviews?

Keyword intent is very important for the content and layout of AI Overviews in Google search results. By understanding what users are looking for, Google aims to provide the most relevant and helpful information right in the search results, improving the overall experience.



*Google may not want to compete with its own **Paid Ads services**, not allowing AI Overview to interfere in user's commercial or transactional searches, like "Best xyz product" or "Buy iPhone 14".*

- **Gisela Giardino, InboundAV**

SEO Audit

Exploring your business on AIO

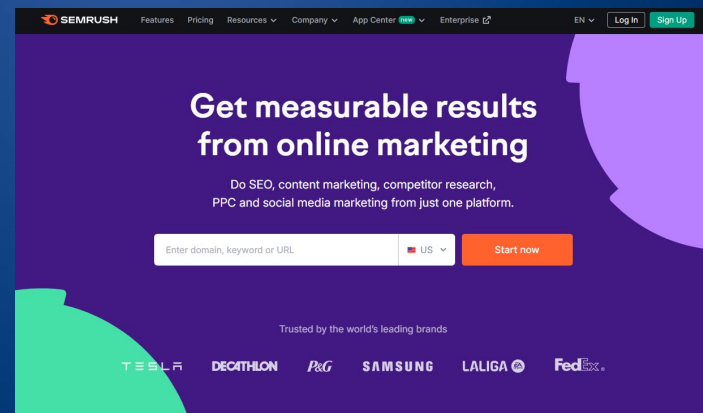
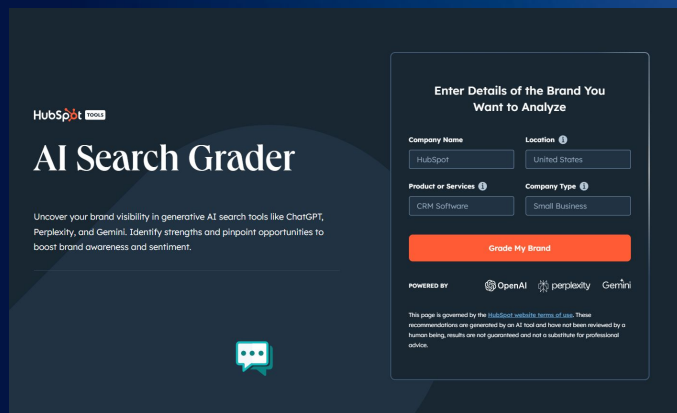


Determine your keywords



It can also help to determine your keywords to **brainstorm other searches** that might be worth playing around with.

SEO assistants like **HubSpot's AI Search Grader** and **SEMRush** are helpful tools.



In order to boost your SEO on Google's AIO and AI search tools like ChatGPT, it's important to explore your businesses' current visibility.

1. **Start by doing searches on Google and LLMs like ChatGPT** where your business is likely to be in the results.

For example, a massachusetts based pool maintenance company could search:

"Who are the most reputable pool service companies in Boston"

2. The results are not what you're looking for, **but the trusted sources that the LLM is drawing from are.**

Check the links that AIO sites, or the references ChatGPT makes in its answers.

Learn more about

AI STRATEGY

for business development

AI



Meet with our CEO & founder

Peter Malick



Book a meeting