

DID YOU KNOW?

in partnership with



CROFT
ANALYTICS



LLM prompts now
average 13 words
and are rich in
context, not just
keywords?

Traditional search

VS

LLM Prompts

Best CRM software



- ✓ 2-4 words average
- ✓ Keyword focused
- ✓ Exact match important
- ✓ Limited context
- ✓ Returns links to explore

Which CRM is best for a small marketing team?



- ✓ 13 words average
- ✓ Conversational
- ✓ Intent matters more than wording
- ✓ Rich context
- ✓ Returns direct answer with citations

LLMs thrive on
conversational prompts –
longer, nuanced questions
packed with intent.

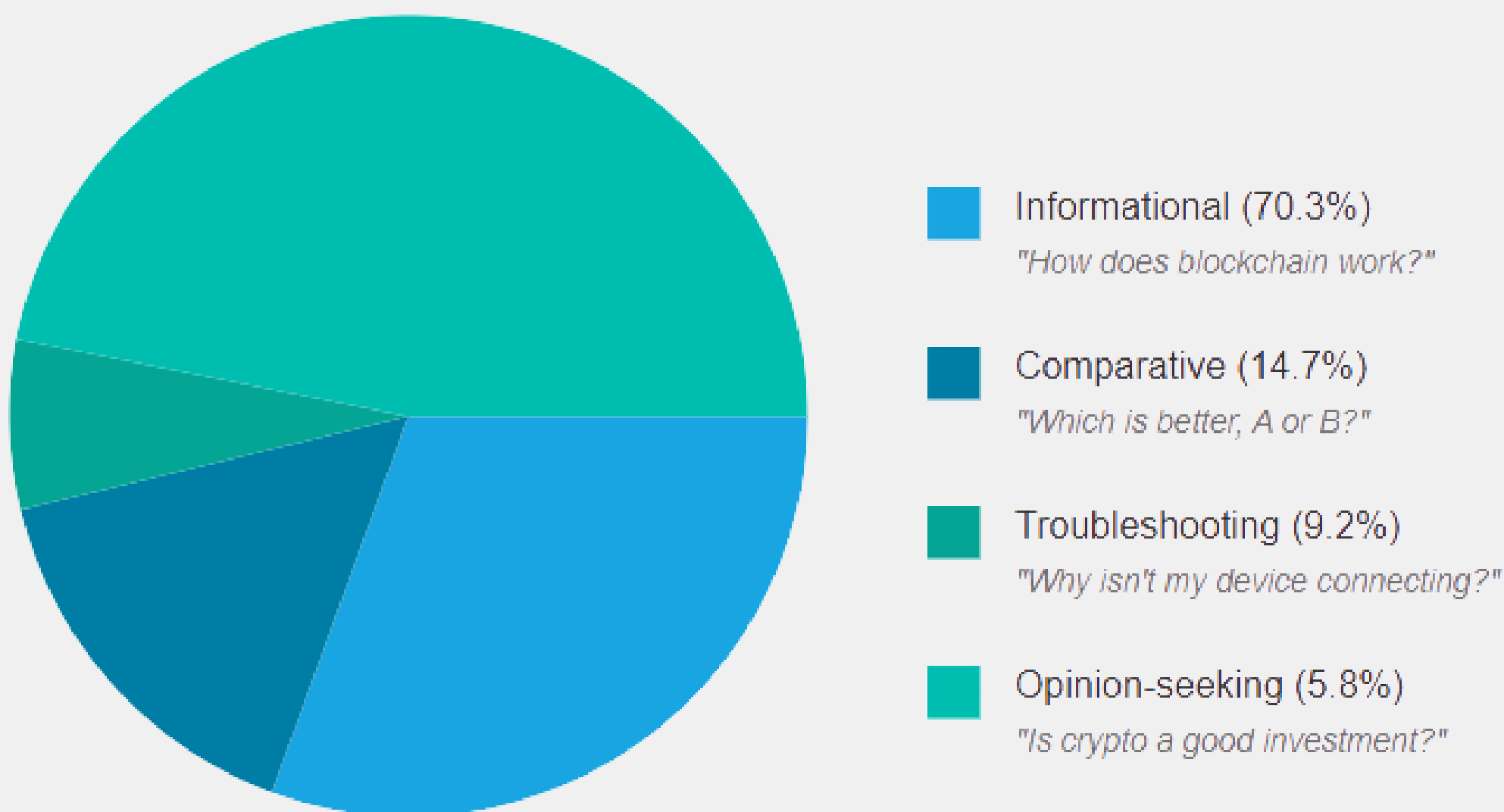
Unlike traditional keyword
research, which focused on
short, concise terms.

It's no longer about keyword lists. Build ecosystems and think in:

- ✓ Entity clusters
- ✓ Natural conversations
- ✓ Prompt auto-suggestions
- ✓ Semantic connections
- ✓ User needs + intent

Specificity wins. So do well-phrased questions, closer to how people really speak, think and search, because that's what LLMs respond to best.

Understanding user intent is crucial for LLM visibility. Common intent categories include:



LLMs understand entities and their relationships. Instead of just keywords, think about:

- ✓ **Primary entity:** CRM software
- ✓ **Related concepts:** Sales pipeline, lead scoring
- ✓ **Attributes:** Ease of use, integrations
- ✓ **Actions:** Manage contacts, automate workflows

Connect these elements in your content for better relevance.

Prompt research tactics that actually work

Auto-complete mining

Uncover real prompts via ChatGPT, Bard and Perplexity.

Try: *"Is [brand]...", "How does [product]..."*

Platform insights

- **Google** → local and transactional
- **ChatGPT** → comparisons
- **Perplexity** → research-led

Batch test

Tweak tone and wording to see what sticks.

Let's embrace Generative Engine Optimisation.

The way people seek information is evolving rapidly. To stay ahead, focus on being helpful, relevant and discoverable in this new conversational landscape.

The future of
search isn't coming.

—

It's already here.
Are you ready?

**Imagine
better.**