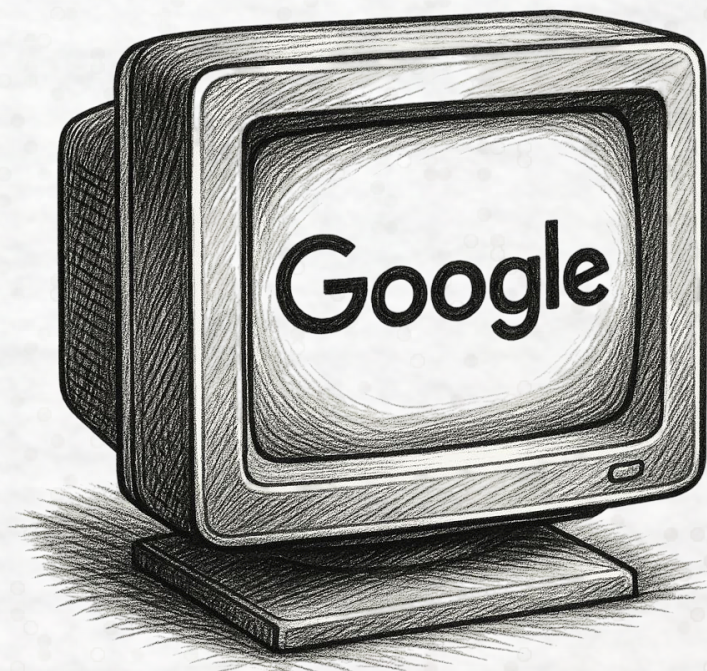
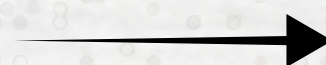
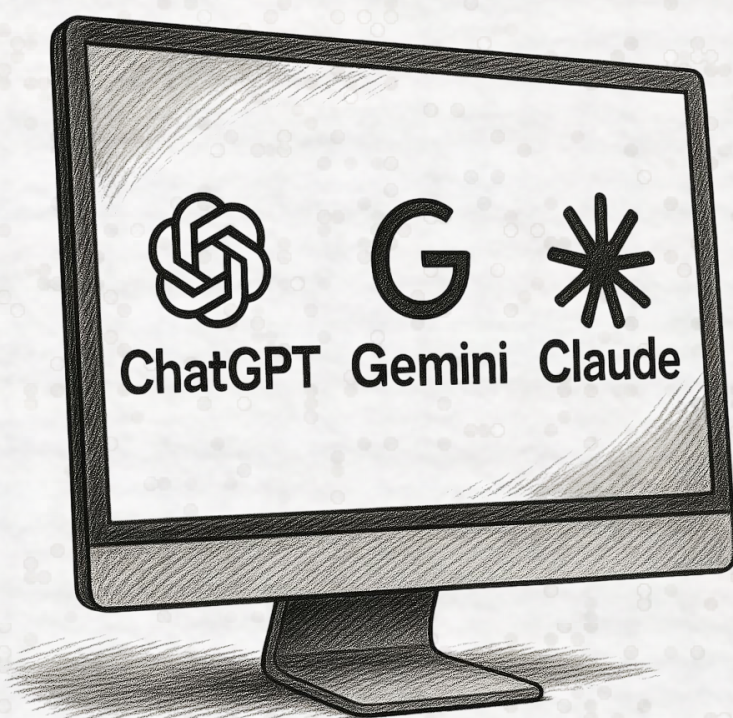


Old SEO

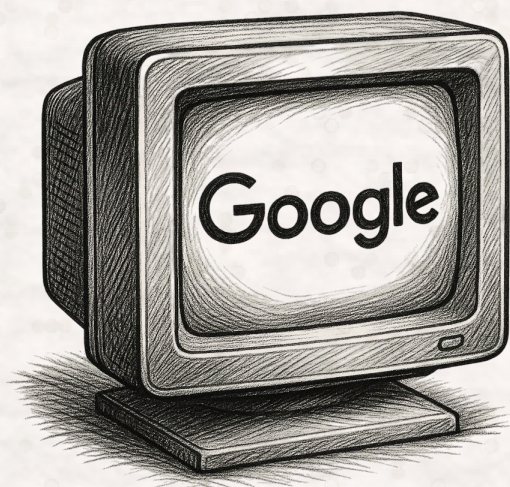


VS

New SEO



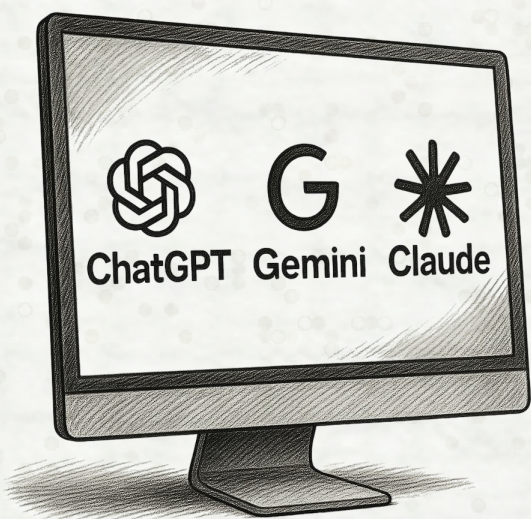
Old SEO



Google or nothing

Google was the gatekeeper. If you didn't rank on page one, your brand may as well not exist.

New SEO

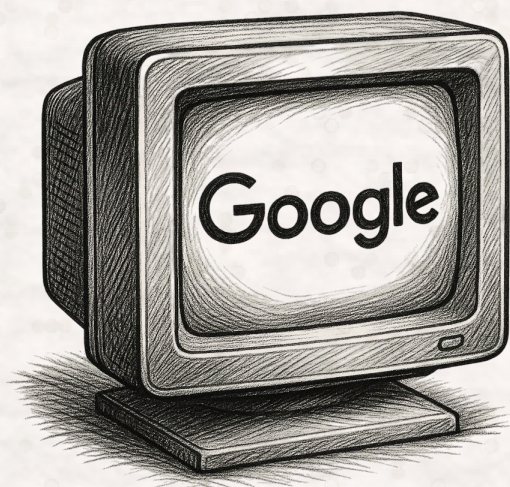


AI search is here

People now search in ChatGPT, Gemini, and Perplexity. If large language models can't cite you, you're practically invisible.



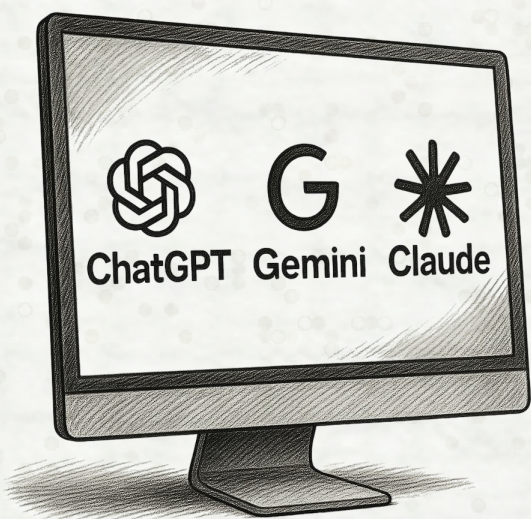
Old SEO



E-E-A-T was optional

Thin, keyword-heavy blogs could still rank. Google didn't always check the author's experience or the credibility behind content.

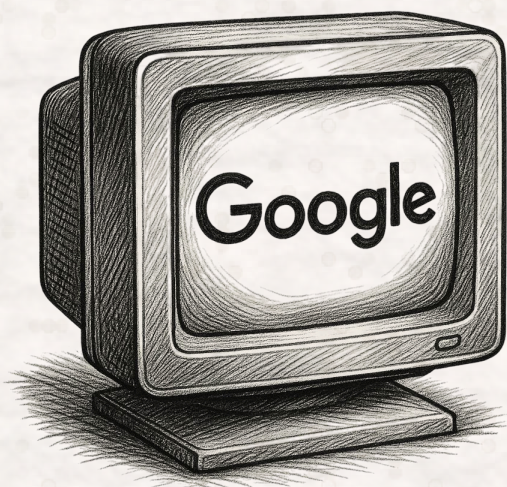
New SEO



E-E-A-T is mandatory

Search engines now demand proof. Real examples, screenshots, and lived experience signal authority. Experts win, content mills fade fast.

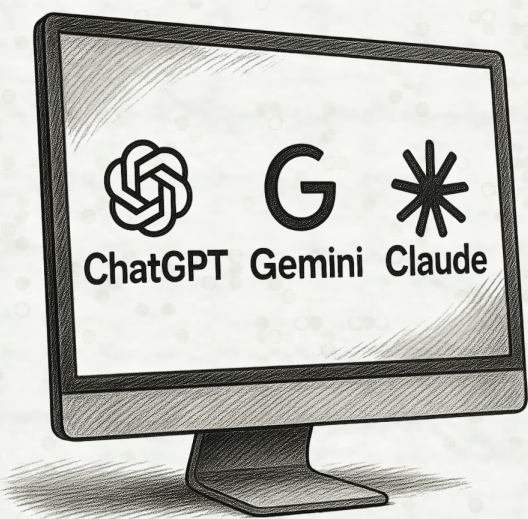
Old SEO



Keywords ran the show

Ranking was about stuffing phrases everywhere. Headlines, paragraphs, and meta tags. Keywords mattered more than actual usefulness.

New SEO

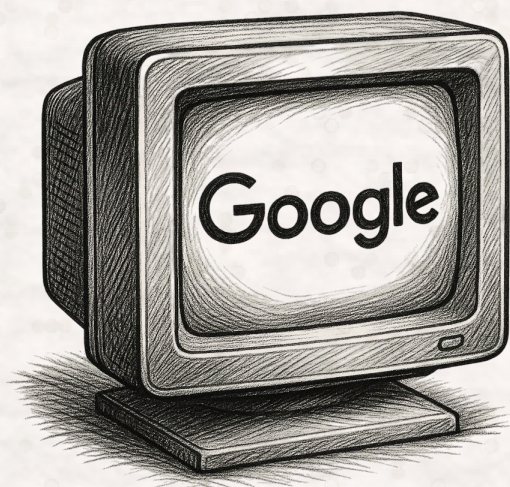


Intent runs the show

Success depends on matching search intent. Learning, comparing, or buying... content has to serve the reason behind the search.



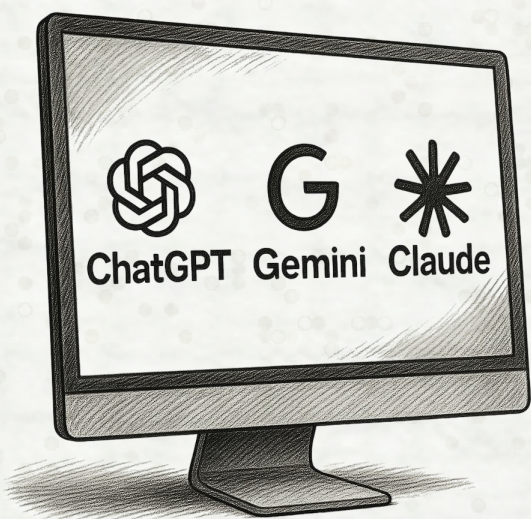
Old SEO



Volume over depth

Publish as many blogs as possible. Traffic often came from sheer volume, not the actual quality of writing.

New SEO

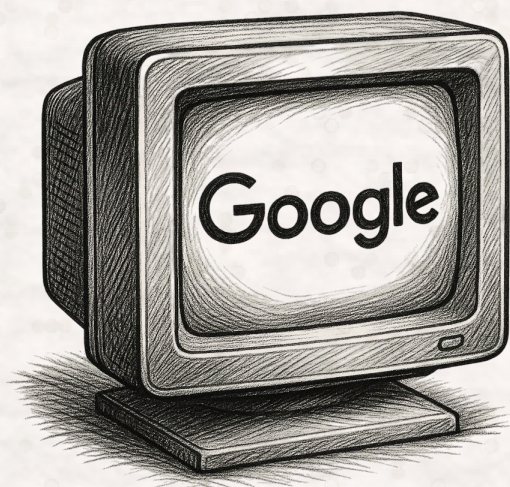


Authority over volume

Google rewards depth now. Niche expertise, interlinked clusters, and content libraries beat scattergun approaches. It's about owning topics, rather than chasing clicks.



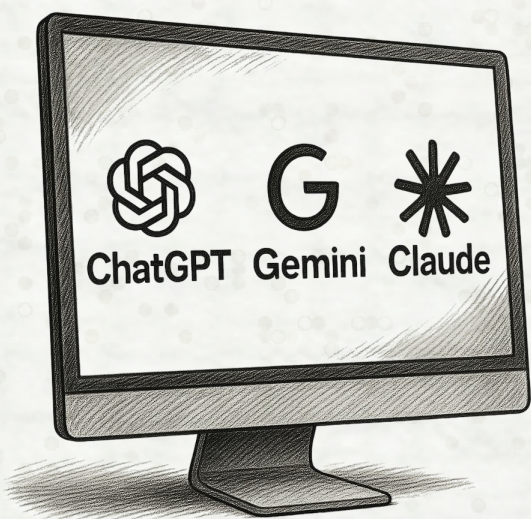
Old SEO



Write for Google crawlers

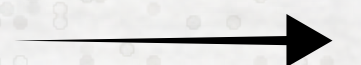
The game was stuffing keywords, fixing meta tags, and hoping Google's bots picked up your page.

New SEO

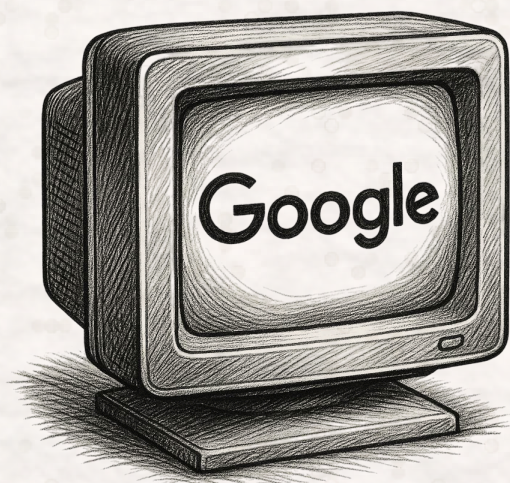


Write for AI engines

Content must answer questions directly, structured so ChatGPT and Gemini can cite you. Clear, concise answers now dominate.



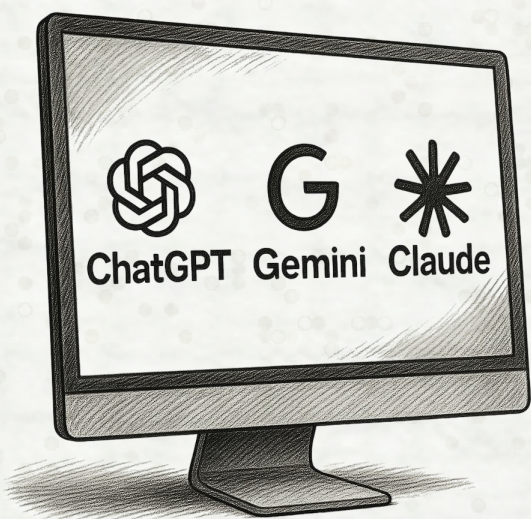
Old SEO



Any backlink will do

Backlinks worked like a numbers game. Even irrelevant, low-quality links moved the needle and improved rankings quickly.

New SEO

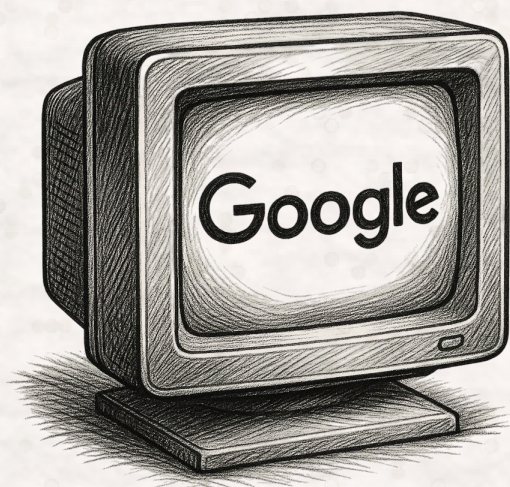


Backlinks that count

Today it's about trusted, relevant sources. Podcasts, PR, partnerships and a strong internal linking structure still drive authority.



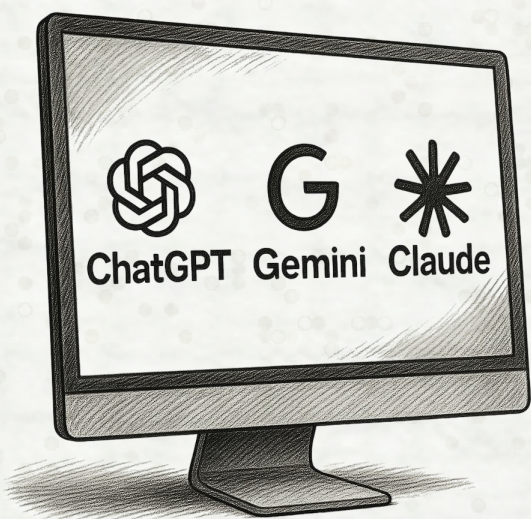
Old SEO



Ranking was the finish line

Success was measured by a page-one Google spot. Visibility ended once the click was won.

New SEO



Discovery never stops

AI engines summarise, cite, and recommend. Optimising for AEO, GEO, and AIO keeps your brand discoverable beyond Google.

