

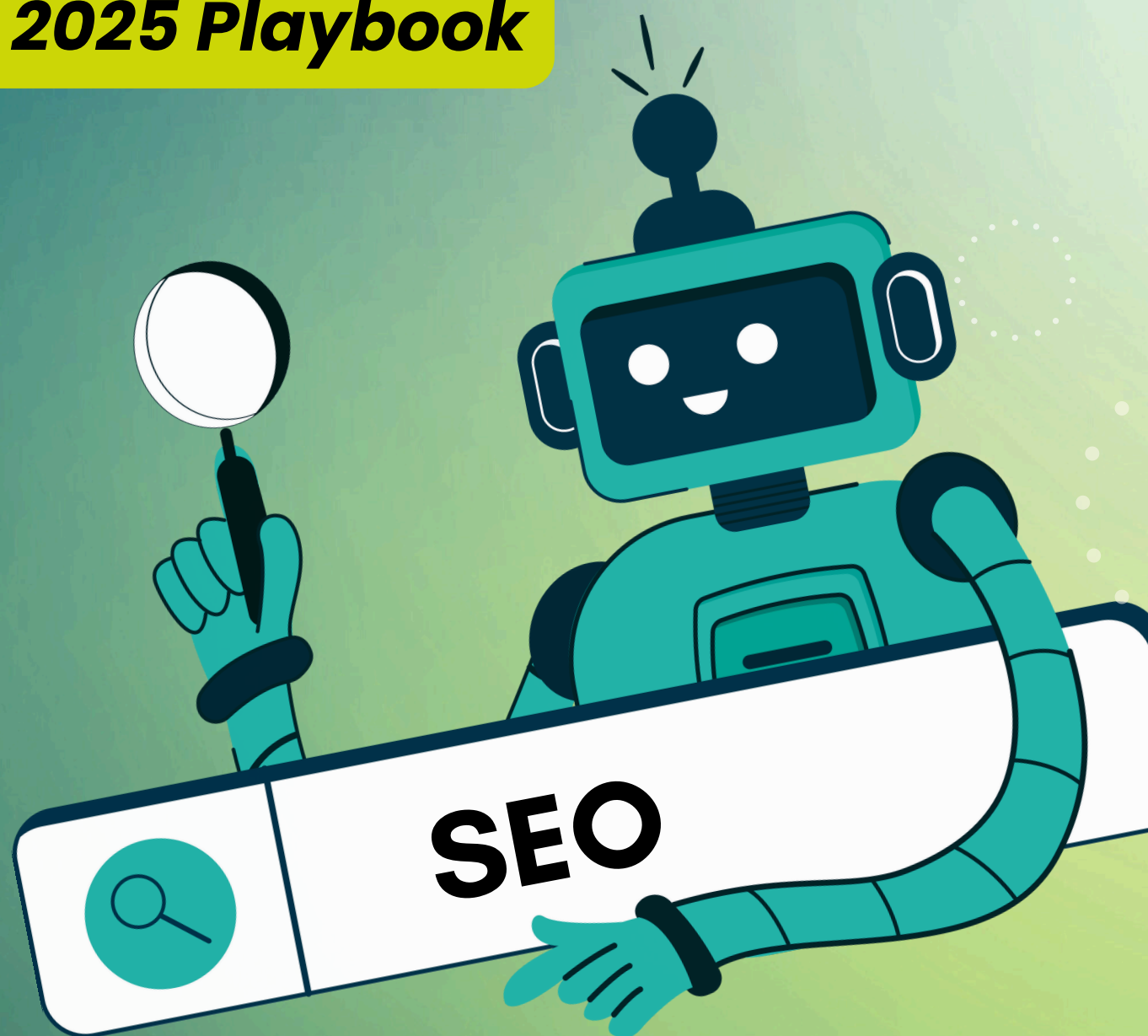


# SEO

TO

# AI-Centric Search

***The 2025 Playbook***



**How to future-proof your search strategy in the  
era of SGE, AI Overviews & Generative Search**

## Why Your SEO Needs to Evolve



- Google's **Search Generative Experience (SGE)** is changing how people discover brands.
- **65%+ searches are now zero-click** — users get answers without visiting a site.
- Traditional keyword-only SEO is no longer enough.

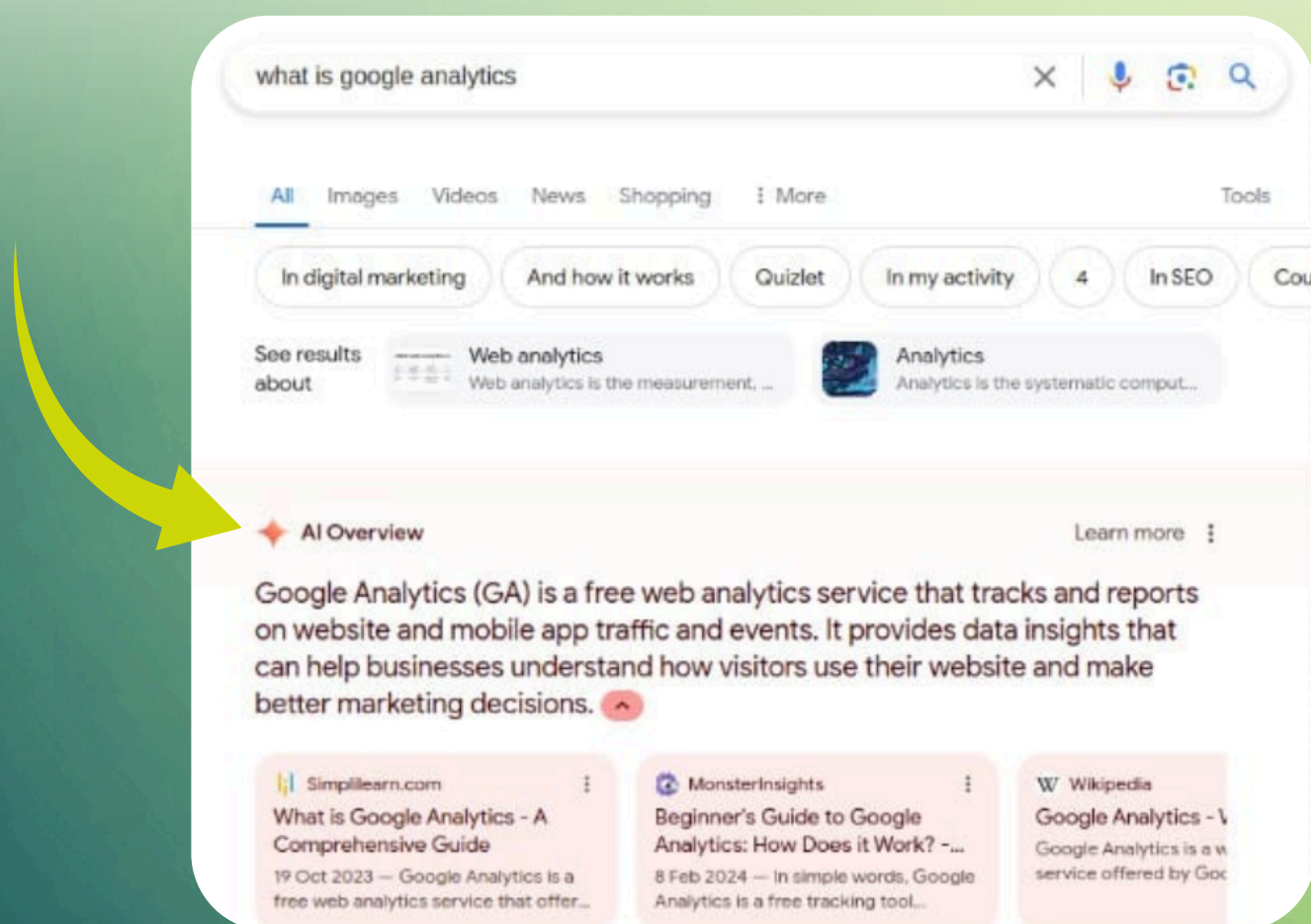




## The New Search Reality



- AI summarises answers directly in the **SERP**
- Users interact with **conversational search**, not just blue links
- Your brand's **visibility** on the SERP is now as important as your rankings

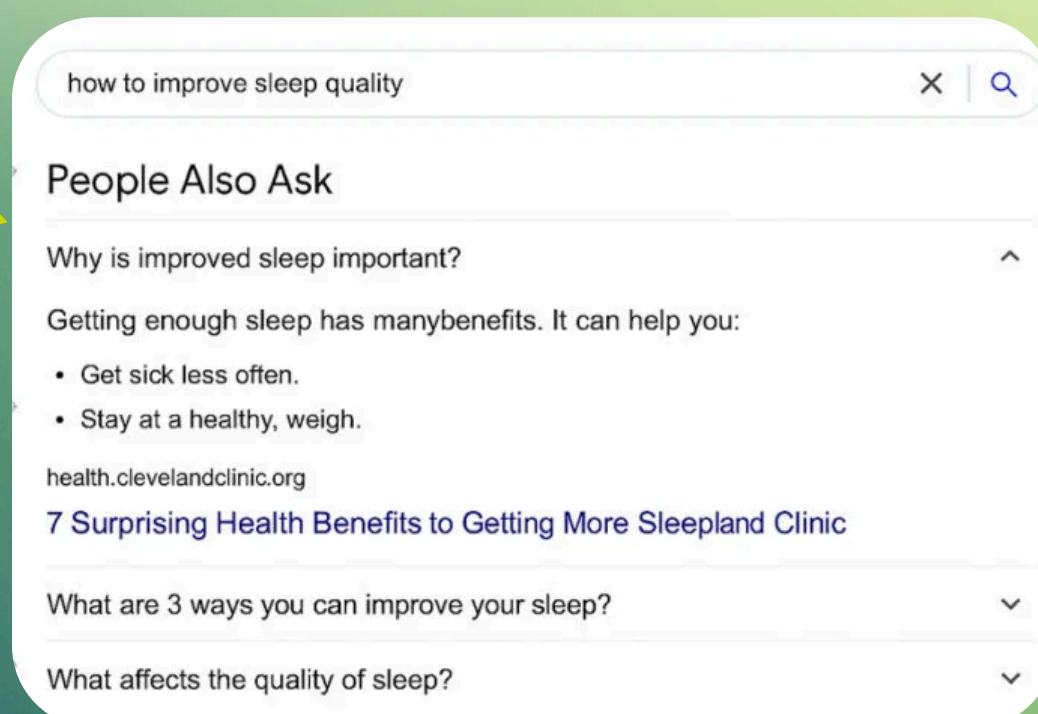


# STEP 1

## From Keywords to Questions



- Map **intent-based queries** your audience asks
- Use **People Also Ask, AlsoAsked, AnswerThePublic**
- Structure content in **Q \ &A format** for easy AI citation



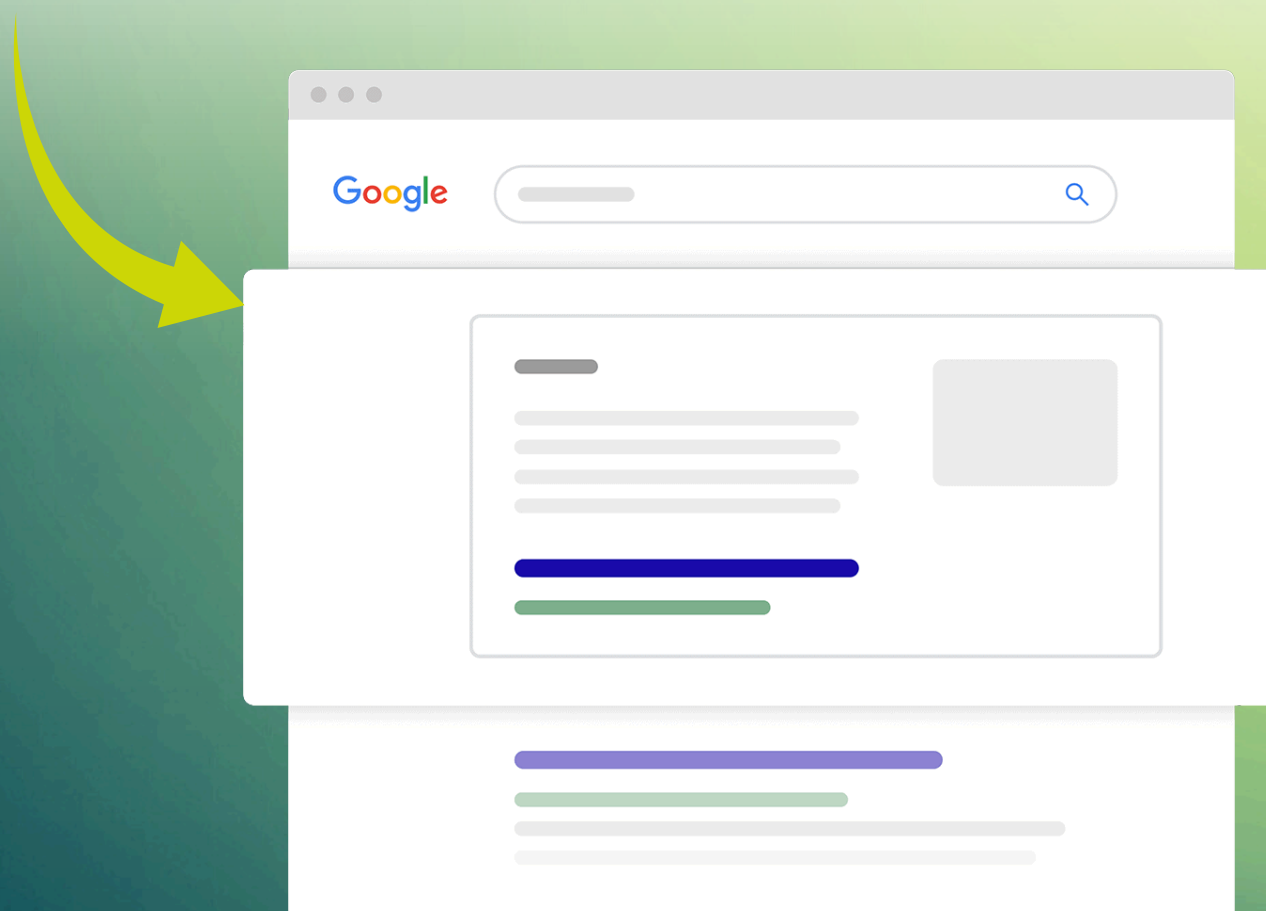


# STEP 2

## Featured Snippet Mastery



- Short, direct answers (40–60 words)
- Lists and step-by-step guides for “How-to” queries
- Optimize with **clear headings** and **strong opening sentences**



# STEP 3

## Structured Data is Non-Negotiable 🔍

- Add **FAQ, HowTo, Product, Review schemas**
- Validate with Google Rich Results Test
- Improves chances of **AI + SGE** pulling your content





# STEP 4

## Build AI-Ready Content



- Fact-first, concise, and **up-to-date**
- Include **citations and statistics**
- Add **author schema** to signal authority

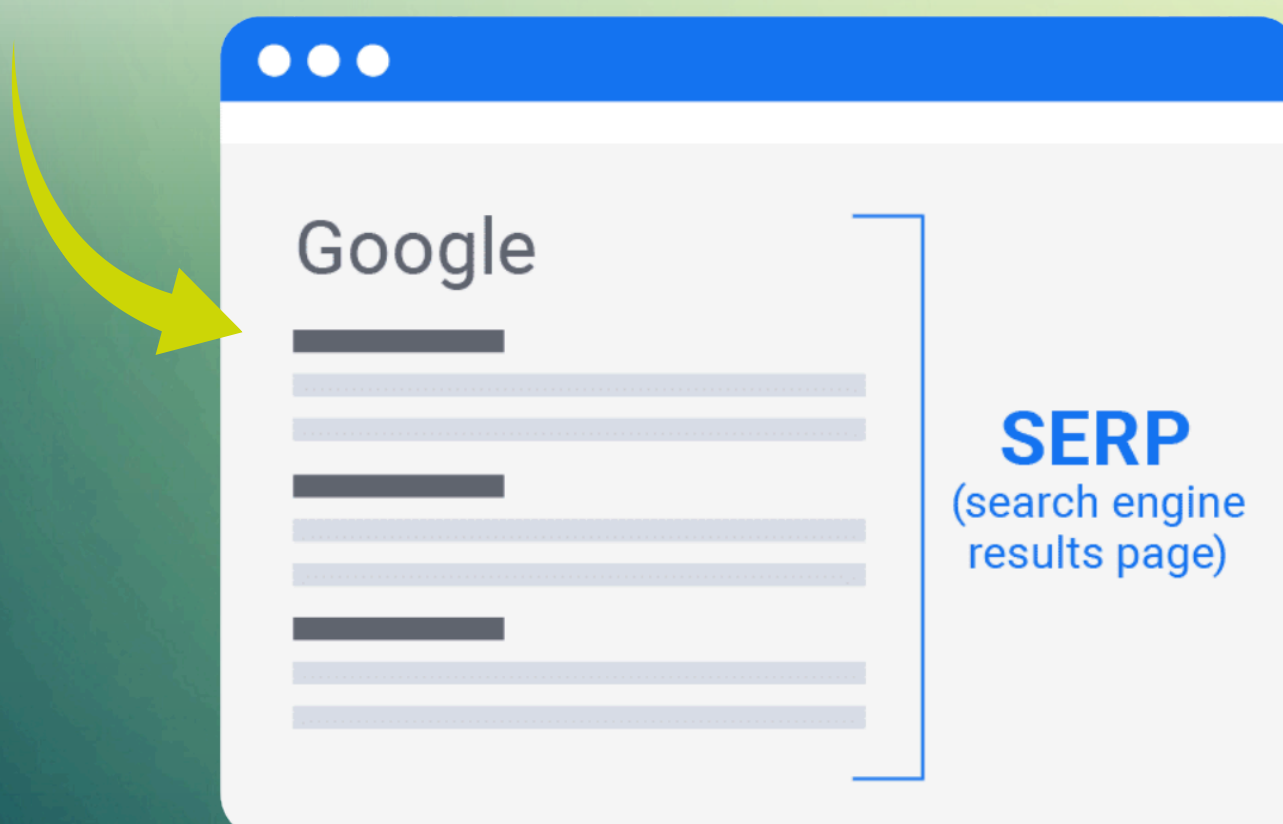


# STEP 5

## On-SERP Branding



- Branded meta titles & descriptions
- Consistent favicon + site name in **SERP**
- Google Business Profile & review optimization



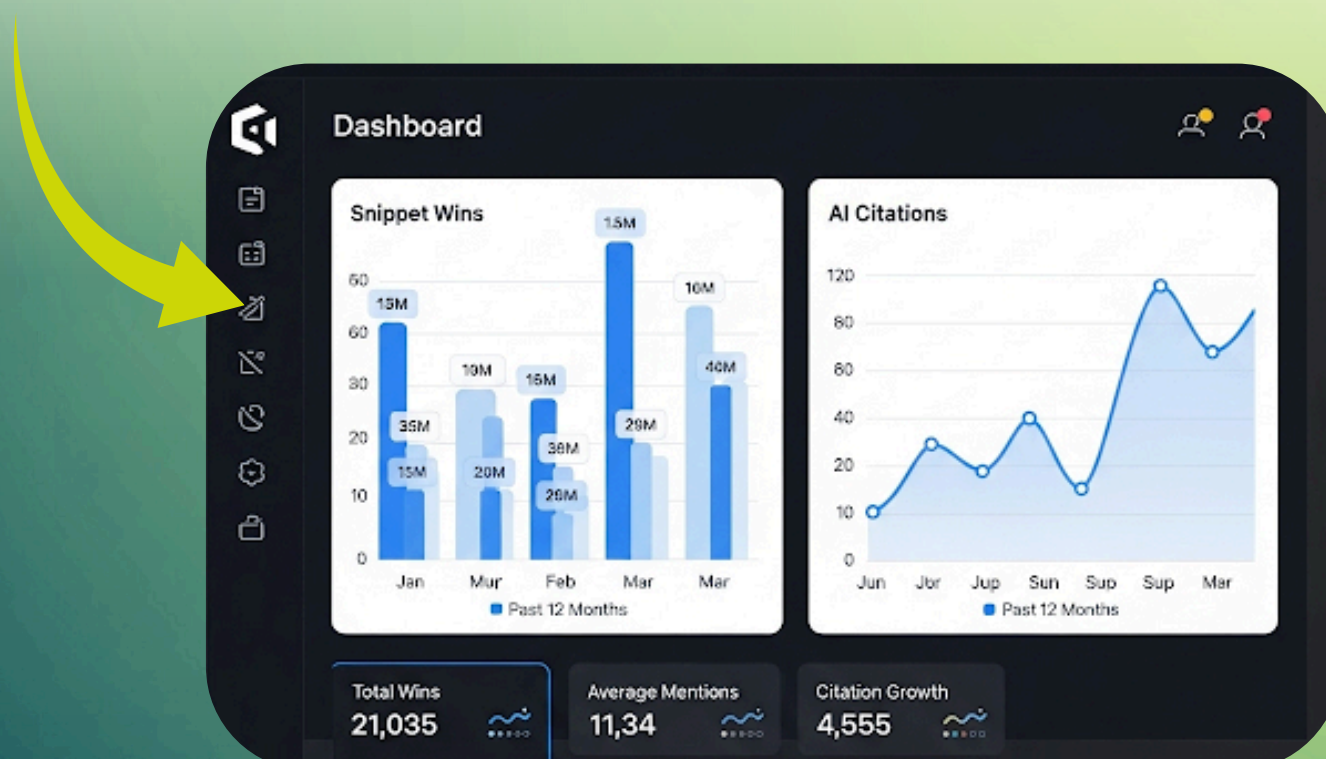


# STEP 6

## Test & Monitor



- Track featured snippet wins
- Monitor citations in AI Overviews
- Adjust formatting, schema, and content based on results



Your **SEO**   
is talking to people.

**Now make it talk to AI.**

Future-proof your search strategy  
and own your spot in AI  
Overviews.

