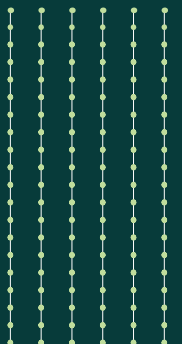




YOUR TRAFFIC IS FALLING
WE'VE REACHED THE AI
SEARCH TIPPING POINT

WEBINAR

Q&A



We got some great questions that we didn't have time to cover properly. Here are the ones we didn't get to on the day.

How are you measuring AI visibility? What tools do you use?

There are two layers to this, and you need both. For traditional search visibility, we use SEOMonitor. You're essentially measuring share of clicks across a defined keyword set against your competitors. The key is making sure that the keyword set actually reflects your commercial priorities, not just whatever you happen to rank for.

For AI visibility, it's a newer space. We use Scrunch AI, which lets you track where you're being cited, what sentiment surrounds those citations, and how that changes over time across the major LLMs. We like it for its data strength, its UK and its exciting product roadmap - we wanted our clients to be the first to benefit from the constant stream of innovations they're delivering.

How do videos fare with AI visibility? Are they worth having on websites?

There's some really interesting research on this just out. Video on your website is good for user experience and authority signals, but the AI bots can't watch it. What they can read is everything around it: the title, description, any transcript you publish on the page, and structured data markup. So if you have video content, make sure it's accompanied by a proper text version. Don't let a great explainer sit behind a JavaScript player with no supporting copy — that's invisible to the AI.

As for the recent research, [an Ahrefs study](#) of 75,000 brands published last week (27th May 2026) found that YouTube mentions - any time a brand name appears in a video title, transcript, or description - are the single strongest predictor of AI visibility across ChatGPT, Google AI Mode, and AI Overviews, outperforming backlinks, domain authority, and content volume!

So it's not just about having your own YouTube channel. Earned mentions in review and comparison content on YouTube matter, not just what you publish yourself.

We believe video is a core part of an SEO-Content strategy, and over the last year or so, we've really ramped up how we integrate video in our client strategies.

Does Scrunch AI allow filtering to Ireland only? We had issues with SEMrush as it could only give global or UK.

Yes. You can set your prompts in an Irish context so you're getting relevant, localised results rather than global noise. It's been a real practical advantage for our Irish clients. When we were vetting other tools, this was one element we found to be missing, too.

How do you build a prompt strategy? Where do the prompts come from?

The single best source is the people in your business who talk to customers every day, so that's sales, customer success, and support. Ask them what questions customers actually ask before they buy. Because that's how people are now talking to ChatGPT. Long, contextual, full of constraints.

Then organise your prompts into three groups.

Researcher prompts are broad and top-of-funnel. "What is X." "How does Y work." Evaluator prompts are comparison and shortlist. "Best X in Ireland." "X versus Y." "Top providers of Z." Decider prompts are specific, contextual, and close to purchase. "Best pension provider in Ireland for a self-employed 35-year-old."

Start with 50 to 100 prompts that cover your core commercial priorities and go from there.

How can we ensure the information LLMs are giving consumers is accurate? The information can be very inconsistent.

Realistically, you can't control what an LLM says, unfortunately. But you can learn how to influence it by following a lot of Lisa's key advice in the webinar - by making your own content as clear, structured, and authoritative as possible. The more unambiguously you state the facts about your brand, your products, and your pricing, the less room there is for the AI to fill in gaps with something inaccurate.

On inconsistency - you're right. It can be very inconsistent. Different LLMs will give different answers, and the same LLM can give different answers on different

days or even at different hours of the day! That's why it's not a good idea to rely on spot checks for your AI presence tracking. Tracking your AI presence daily or every other day with a dedicated tool is the best way to get a reliable read on where you actually stand.

Is there any way of indexing for LLMs to crawl after content updates, like we can do with Google and Bing?

No, there's no submit-URL equivalent for LLMs right now. There are two things you can do, though:

First, make sure the bots can actually access your site (worth checking your robots.txt (Lisa found 19 of our own clients were blocking AI bots without realising it). Second, make sure your content is structured so that when they do crawl it, they can read and extract it cleanly. So that means no heavy JavaScript, clean HTML, and proper headings. The optimisation loop Lisa described is the closest thing to a feedback mechanism. You track whether your updated content starts getting crawled, cited, and iterate from there.

We use Shopify. How do we check if bots are being blocked from crawling our site?

Great question. We actually wanted to share this in the webinar, but just didn't have the time for it. It's a little bit technical, but I hope this helps.

Go to your browser and search for your domain with /robots.txt added to the end of it, so for example, <https://yoursite.ie/robots.txt>. That file is publicly visible, and you don't need any tools or logins to read it.

Once you're there, ctrl+F and search for the names of the main AI crawlers: GPTBot (OpenAI), ClaudeBot (Anthropic), PerplexityBot, and Google-Extended. If any of them appear with Disallow: / underneath, that bot is explicitly blocked. If they don't appear at all, they fall under the general rules for all bots, which in most cases means they can crawl freely.

The one thing to look out for in the general rules section is a line that reads User-agent: * followed by Disallow: / with nothing after the slash. That means everything is blocked to everyone. Anything more specific than that, like blocking /cart or /checkout, for example, is normal and fine.

If you're on Shopify, your robots.txt is generated automatically by the platform and is generally set up correctly. But it's still worth checking, because the issue we found across 19 of our clients wasn't always in the robots.txt file itself; sometimes the block was happening at the server level before the bots could even reach it. If your robots.txt looks fine but you're still seeing no AI bot traffic in your analytics, that's worth flagging to your dev team.

How do you react to 'bad' reviews, e.g. if someone reviewed a client badly and it was showing up prominently in AI search?

The first step is monitoring. You can't respond to something you can't see.

Then there's your owned content strategy - the more clearly and consistently your own content states who you are and what you stand for, the more the AI has to anchor on. Where a negative review is showing up, it's often because there isn't enough authoritative owned content to counterbalance it.

The review response strategy Lisa mentioned (replying to every review, positive or negative) matters here too. LLMs are reading those third-party pages, and they're reading the responses. An engaged, professional response to a negative review is visible to the AI, not just the human.

My impressions are up 20%, rankings greatly improved, but CTR is slightly down, and clicks are down 10-11% in GSC. Is this normal?

We hear you! Sounds like you're seeing the same pattern we opened the webinar with. Visibility going up while clicks go down reflects everything we talked about: AI Overviews absorbing clicks, ads pushing organic further down, zero-click behaviour increasing. Your SEO is doing a good job. But the environment has just changed around it. If you're not already, start tracking your SEO visibility and your AI visibility to help give you a clearer picture of your standing in your market. While you might be losing clicks (directly after the search, anyway), it's quite probable that your competitors are too. Visibility will tell you more about where you stand in your market right now.

When writing copy on the website, does using AI to write it affect search? How important is human tone?

Google has explicitly said “Google’s ranking systems aim to reward original, high-quality content that demonstrates qualities of what we call E-E-A-T: expertise, experience, authoritativeness, and trustworthiness...Our focus [is] on the quality of content, rather than how content is produced.”

So search engines and LLMs aren’t reliably detecting and penalising AI-written content. What matters is whether the content is genuinely useful, specific, and accurate. There is, however, a big risk with AI-written copy, and that’s that it tends toward the generic. If your copy reads as if it could apply to any company in your sector, it’s not going to help you stand out in AI search, because the AI is looking for specificity and “information gain” to anchor a recommendation on. Human tone and real expertise still cut through, not necessarily because they’re human, but because they tend to be more specific and unique.

How could you benchmark where you and your competitors are showing up in AI search?

First, get your AI-search specific tracking tool. Then, it’s about designing your prompt strategy. You build out a list of the high-intent prompts your potential customers are most likely to ask, run them through the major LLMs, and analyse who gets cited and how. Do that for your own brand and your key competitors, and you’ve got a working benchmark. Then you’ll want to track it over time. The competitive gap - prompts where a competitor is being cited and you’re not - is also your clearest signal of where to focus your content work.

It seems really hard to measure AI for forecasting. Is Share of Voice the most consistent metric?

It’s the most stable one we’ve found so far, yes. Brand mentions and citations can be noisy depending on how you’re tracking them - LLMs don’t always cite a source even when they’ve clearly used it. Share of Voice in AI (how often you appear versus competitors across a defined prompt set) gives you something more directionally reliable to track over time. We’re still early in all of this, but share of voice and sentiment are the two we lean on most for reporting right now.

How would you approach AI visibility for food products on retailers' websites, e.g. how can food manufacturers build AI visibility when grocery shopping is being done by AI on grocery sites like Tesco?

I think the thing to remember is that AI leverages a wide range of sources to build its answers, so your own site still absolutely matters. If someone asks "what's the best high-protein snack for X" you want your brand to be the answer, even if the purchase happens on Tesco. So owned content around use cases, ingredients, and benefits is still your most controllable asset. Second, the product descriptions on retailers' websites are being crawled too, so if you're supplying copy for your listings there, that's probably just got even more important than it was before. The final point might be around reviews on those retail platforms. They are a real signal to AI, too. If there's an opportunity to apply the same principle as Millie's and Trustpilot in the webinar example, then that would definitely be worth looking at.



Thanks again for joining us

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