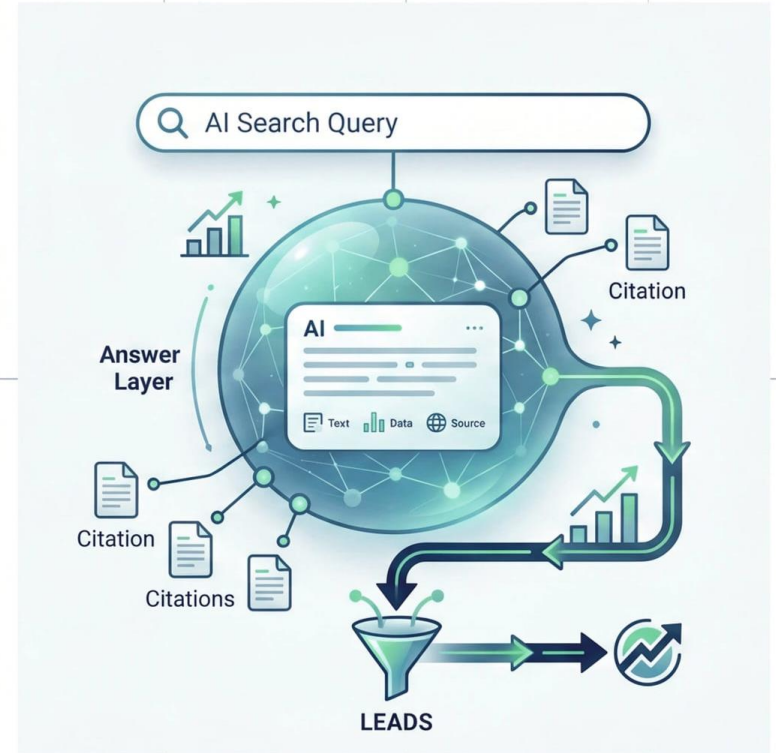


AI Overview Is Changing Search.

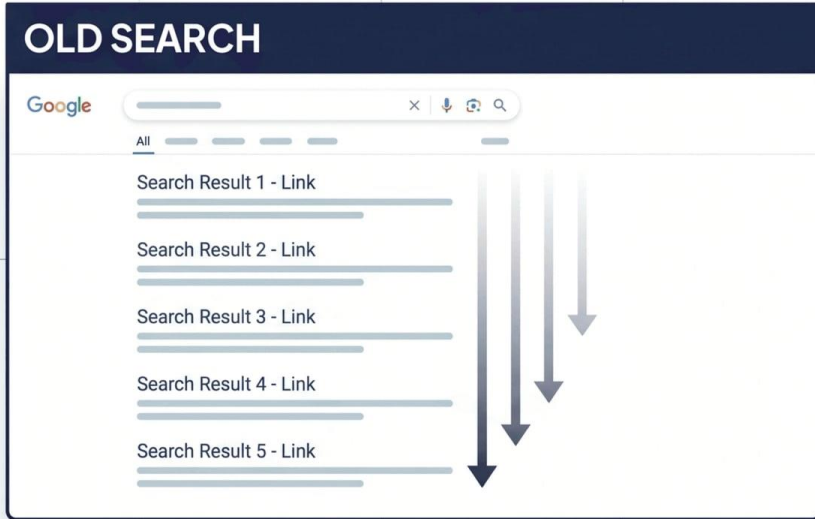
What SME Owners Must Know to Protect Visibility and Leads.

A 10-minute executive briefing for Irish SME owners.



The Search Game Has Changed.

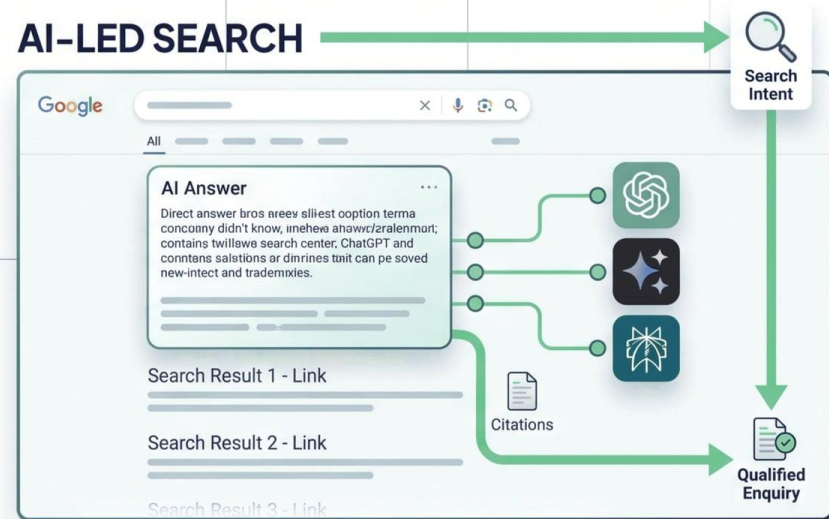
Google is no longer just a list of links.



- AI now answers many questions before the click.

- ChatGPT, Gemini and Perplexity are becoming search habits.

- Traditional SEO still matters, but it is no longer enough on its own.



Less traffic does not always mean less opportunity – if you adapt.

Position 1 Is No Longer the Top.

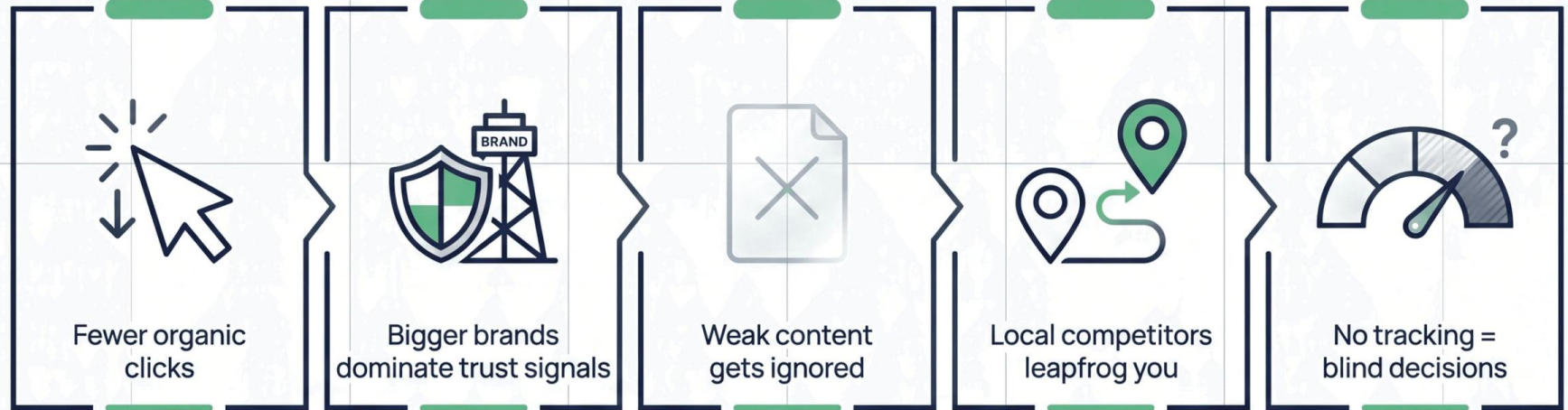
Your new competitor sits above the organic results.

You can rank #1 and still be ignored.



Where Visibility Gets Lost.

The five risk zones for SMEs.



Visibility is now earned across trust, usefulness and proof – not rankings alone.

SMEs Can Still Win.

Expertise, proximity and proof are powerful advantages.



Reviews and brand search drive qualified leads.



Better content earns trust.



Local authority matters.



Real expertise beats brand size.



Google Wants Real Businesses.

E-E-A-T matters more than ever.

GROWTH
DIGITAL MARKETING

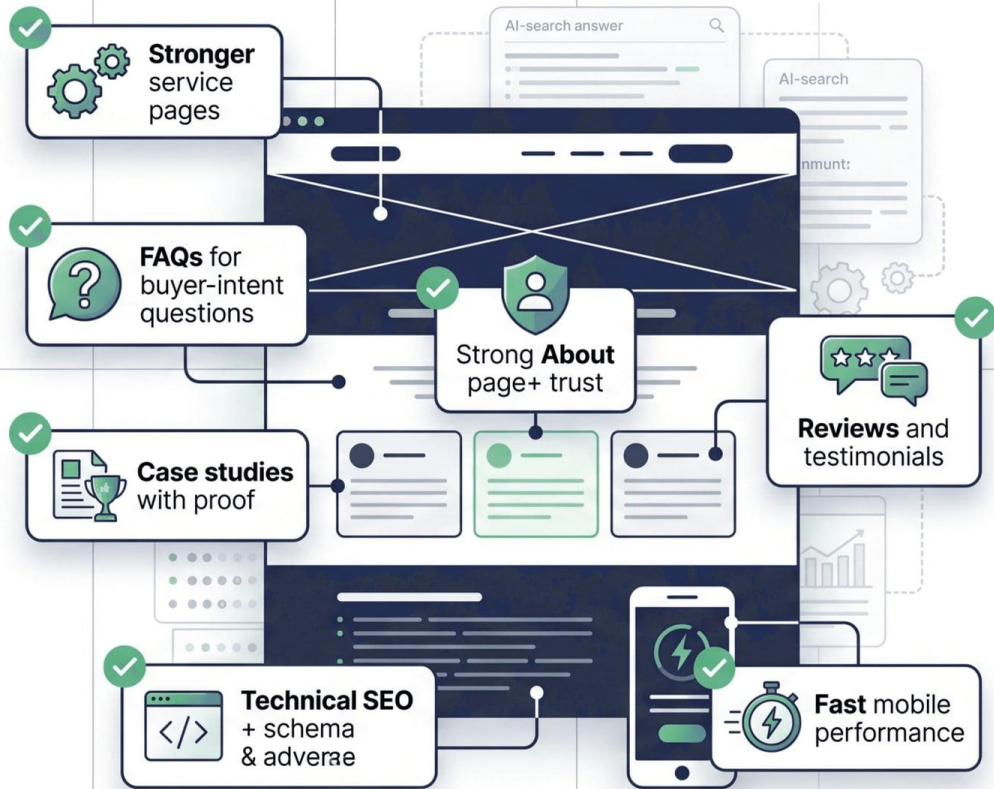


AI engines prefer businesses that look unquestionably real.

Your Website Needs Surgery.

Not cosmetic changes —
commercial clarity.

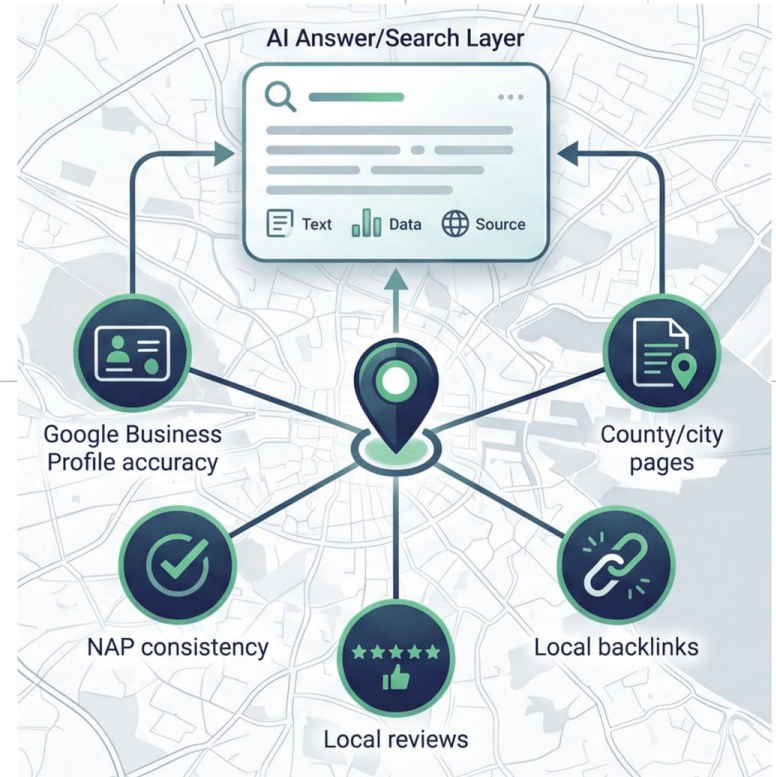
Useful beats clever.
Clear beats clever too.



Local Search Is a Battlefield.

“Near me” search is becoming AI search.

Being the best-known business in your postcode often beats being the loudest online.



MEASURE WHAT CREATES LEADS.

Stop obsessing only about traffic.

**LOWER TRAFFIC + BETTER
LEADS = SUCCESS.**

Not all visitors are customers. Some are just very committed browsers.

BRANDED SEARCH
GROWTH



QUALIFIED LEADS



DIRECT ENQUIRIES



LEAD-QUALITY GAUGE



AI REFERRAL MENTIONS



CONVERSION RATE
IMPROVEMENT

↑ +3.5%

VISIBILITY IN
ANSWER ENGINES



Optimise to Be the Answer

A focused 90-day action plan

GROWTH
DIGITAL MARKETING

DIAGNOSE



- Audit top-performing pages
- Identify AI Overview impact

STRENGTHEN



- Rewrite weak pages
- Strengthen local SEO
- Build review generation

SCALE



- Track beyond rankings
- Grow answer-engine visibility

Don't optimise for rankings. Optimise to be the answer.

Because if Google answers the question before prospects meet you, you want Google quoting you – not your competitor.