

# SEO in 2025

Adapting to AI-Driven  
Search & the Importance  
of Communities

(The New SEO Frontier)



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 REPOST

Artificial intelligence isn't just influencing search—it's fundamentally reshaping how users discover information and how search engines deliver results. For businesses in 2025, this evolution presents both challenges and opportunities. To thrive in this changing landscape, you'll need to embrace Search Everywhere Optimisation (SEO) and leverage the power of communities.



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# How SEO Is Changing:

From Search Engine  
to Search Everywhere  
Optimisation



# 1. Search Behaviour Is Evolving



- **Beyond Google:** While Google still dominates with over 90% market share, platforms like **YouTube, TikTok, and ChatGPT** are rapidly growing as search destinations.
- **AI Integration:** Tools like **Perplexity, Anthropic-powered Alexa, and Google AI Overviews** are redefining how users search, providing conversational and synthesised responses.
- **Multimodal Search:** AI-driven systems now combine **text, images, voice, and video** for a richer, more intuitive search experience.



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## 2. The Rise of AI-Driven Search



- **Zero-Click Searches:** AI tools increasingly deliver answers directly in search interfaces, reducing organic click-throughs.
- **Personalisation:** Search is becoming more tailored, showing results based on user preferences, behaviours, and past interactions.
- **AI Market Entrants:** ChatGPT, Perplexity, and others are growing rapidly, diversifying the search landscape.



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### 3. Diversification of Search Platforms



- Search is becoming more fragmented, much like social media. Just as users engage with multiple platforms like **Facebook, TikTok, and Instagram**, they now search across various engines.
- **Implications for Businesses:** Companies must optimise for multiple platforms rather than focusing solely on Google.



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# The Importance of Communities in 2025

## 1. Community as the New SEO

- **User-Generated Content (UGC):** Platforms like **Reddit**, **Quora**, and other community-driven forums rank highly due to the trust and authenticity they offer.
- **In-Person and Online Communities:** Communities foster brand loyalty and serve as retention mechanisms, creating long-term engagement.

## 2. Why Communities Matter

- **Brand Differentiation:** In a crowded market, communities make your brand stand out by building trust and emotional connections.
- **Retention and Growth:** Customers who join a community are more likely to stay loyal to your brand.
- **Actionable Tip:** Use platforms like Skool and Circle to create thriving online communities.



# Actionable Strategies for Businesses

## 1. Optimise for AI and Multimodal Search

- Use structured data to make content readable for AI tools.
- Create content that aligns with Natural Language Processing (NLP) for conversational queries.
- Optimise content for text, voice, image, and video formats.



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## 2. Leverage Human-Centric Content

- Focus on content that showcases real-world expertise, unique insights, and storytelling.
- Prioritise E-E-A-T (Experience, Expertise, Authority, and Trust) to outperform AI-generated content.
- Ensure humans oversee AI-created content to maintain quality and authenticity.

## 3. Build Trust Through Communities

- Create and manage communities where users can share authentic content.
- Actively participate in your community to foster engagement and build loyalty.
- Encourage user-generated content, such as testimonials and reviews, to enhance credibility.



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## 4. Diversify Content Formats

- Emphasise video, podcasts, and short-form content to engage users across different platforms.
- Embed multimedia into cornerstone content to boost discoverability.
- Repurpose long-form content into bite-sized pieces for TikTok, LinkedIn, and YouTube.

## 5. Adapt to Local and Hyper-Local SEO

- Develop geo-specific landing pages featuring regional testimonials and certifications.
- Track rankings in different regions to adjust strategies based on local trends.
- Leverage local user-generated content to improve regional credibility.



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## 6. Embrace the Future of Voice Search

- Prepare for the rise of voice-activated AI assistants like Alexa and Siri by optimising content for spoken queries.
- Align strategies with conversational and question-based keywords.

## 7. Leverage Agentic Workflows

- Use AI agents to automate repetitive SEO tasks, such as:
  - Content consolidation: Combine overlapping pages to streamline traffic.
  - Internal linking: Identify and build opportunities to strengthen site architecture.
- Keep humans in the loop to ensure AI outputs align with brand goals.



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# What Businesses Need to Do to Prepare

## Invest in Technology and Training

- Adopt tools like **GA4, ChatGPT, and Perplexity** to optimise performance tracking and content creation.
- Upskill your team in AI tools and SEO strategies to stay competitive.

## Monitor and Adapt to Trends

- Track changes in search engine algorithms and emerging AI tools.
- Regularly analyse performance metrics to refine strategies.

## Focus on Measurable Goals

- Set clear KPIs for SEO, such as traffic growth, lead generation, and revenue increases.
- Use data to evaluate the ROI of AI and community-building initiatives.





## Bonus Prompt

'Write advanced SEO strategies tailored for a **{Type of Business}** website. Provide detailed insights and actionable recommendations that surpass basic SEO tactics. Include industry-specific strategies, keyword research, content optimisation, link building, technical SEO, and local SEO (if applicable). Incorporate performance measurement, case studies, a checklist of common SEO mistakes, and tools to implement these strategies.'



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# Ready to Start Your AI Journey?

Drop your thoughts below!



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