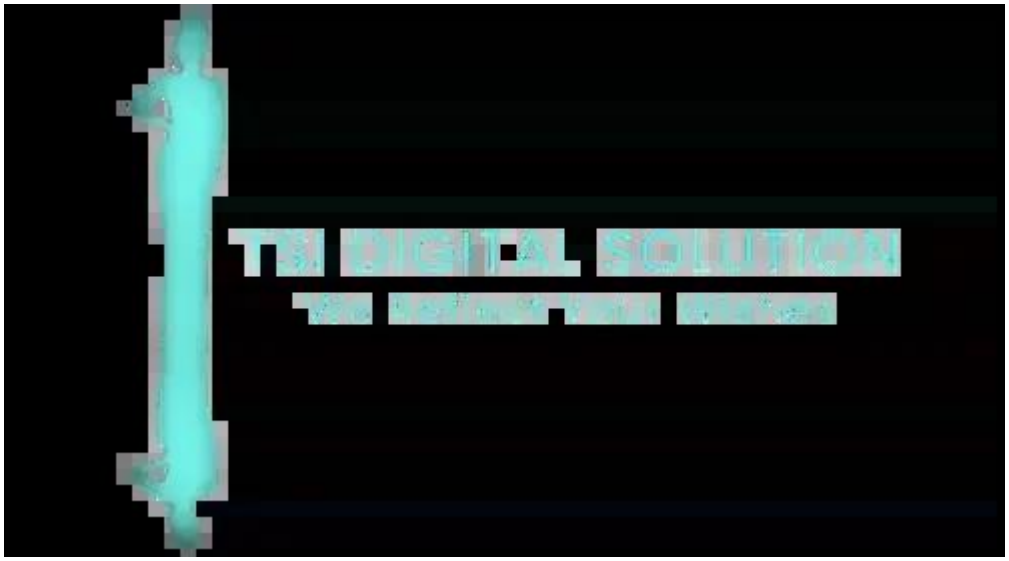
Chatbot Search: How to Win the New Battle for Online Visibility

Category: Technical Blog
August 9, 2025

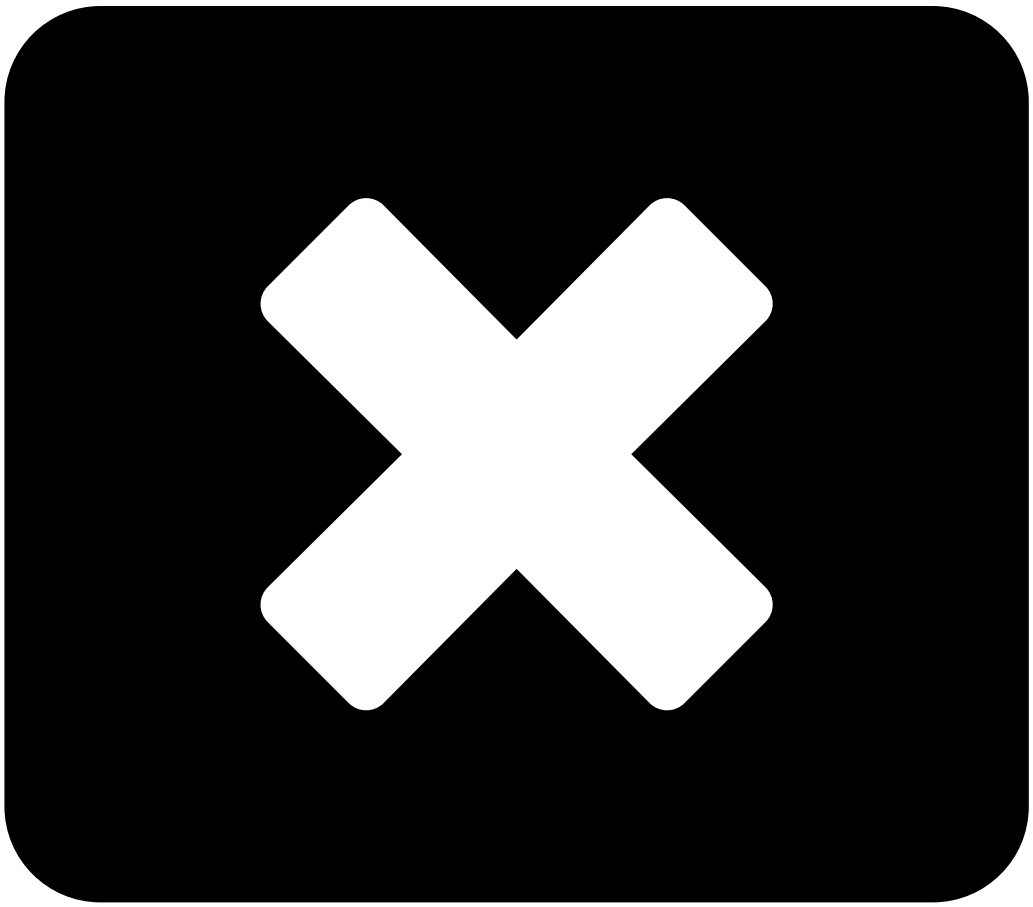












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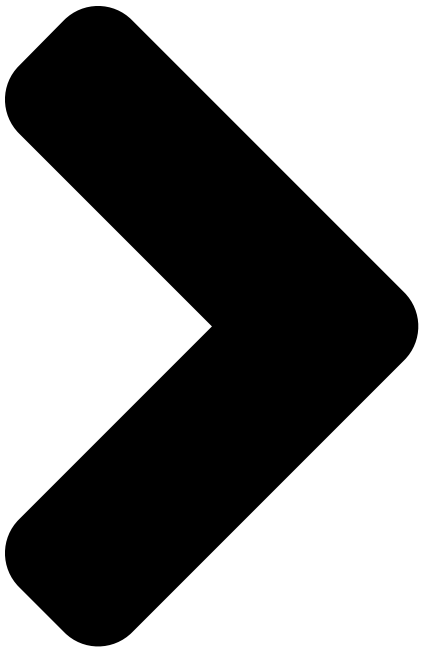

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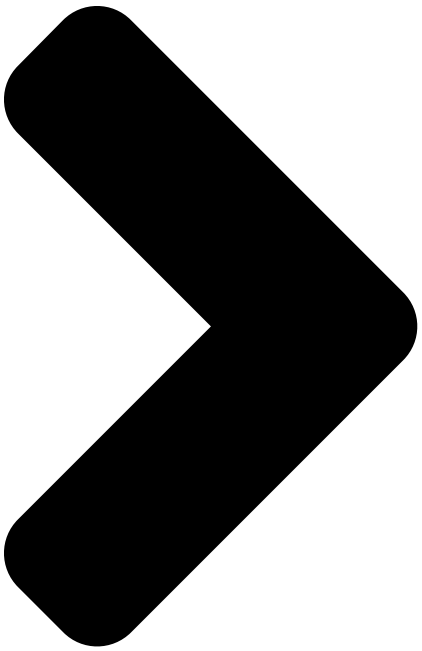

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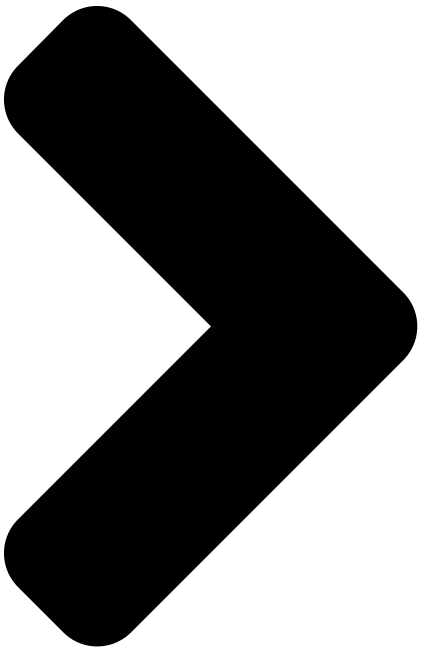

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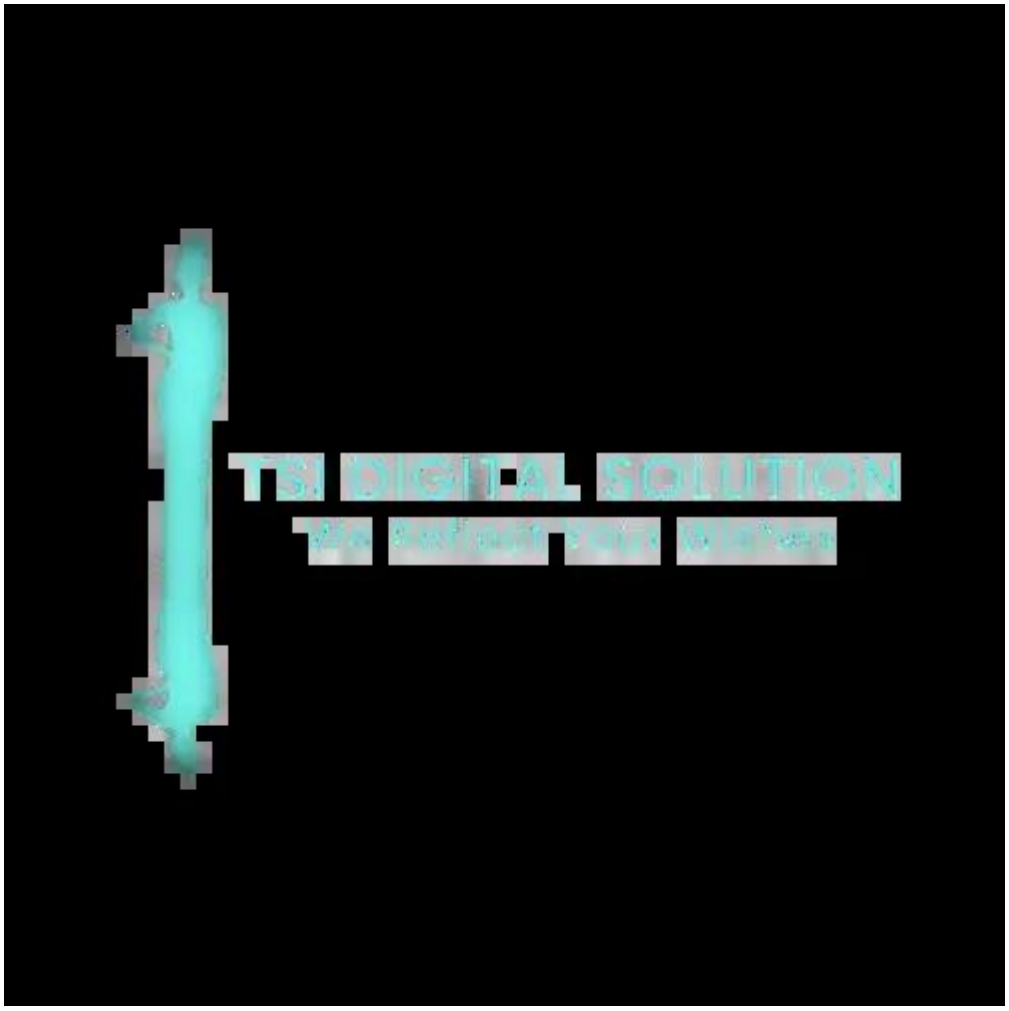
Reach out

What we have realized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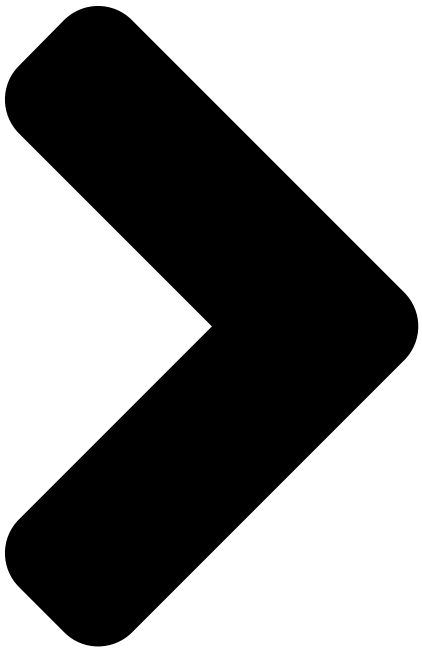

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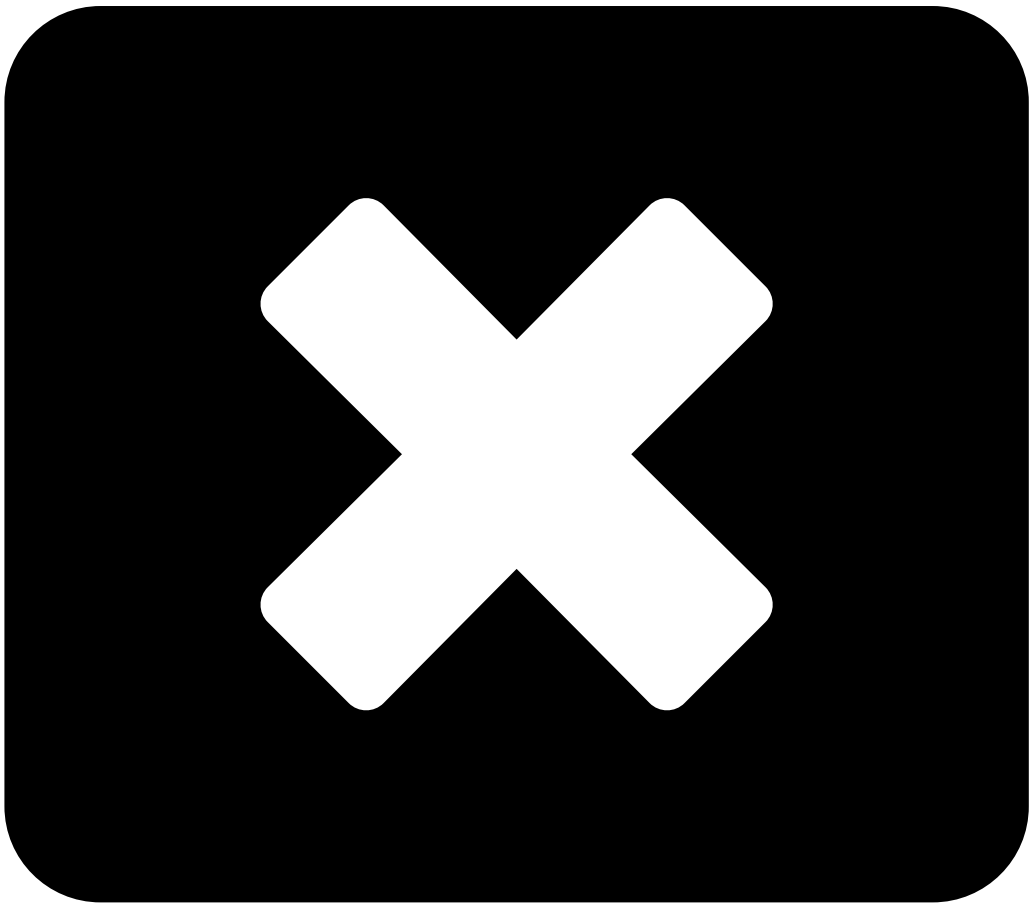

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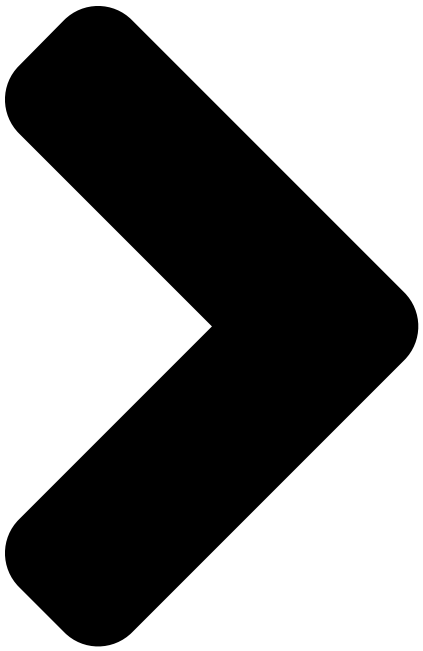

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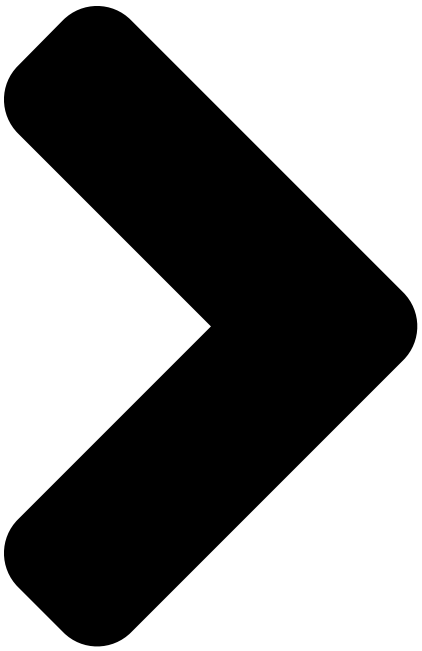
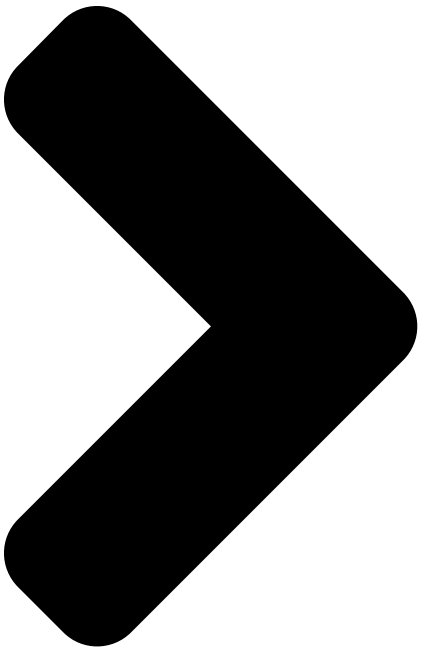
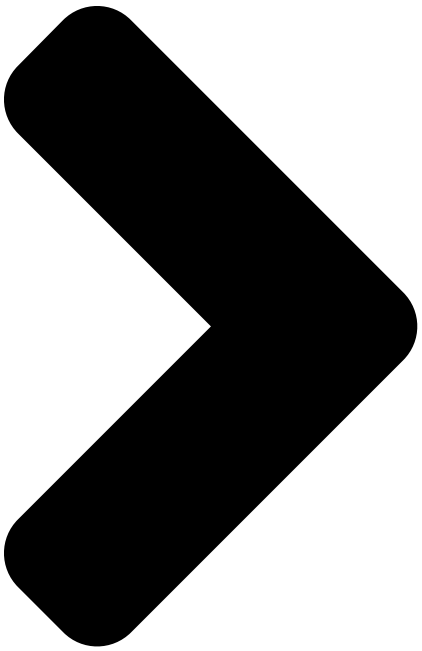


Web Design & Development



- Hosting



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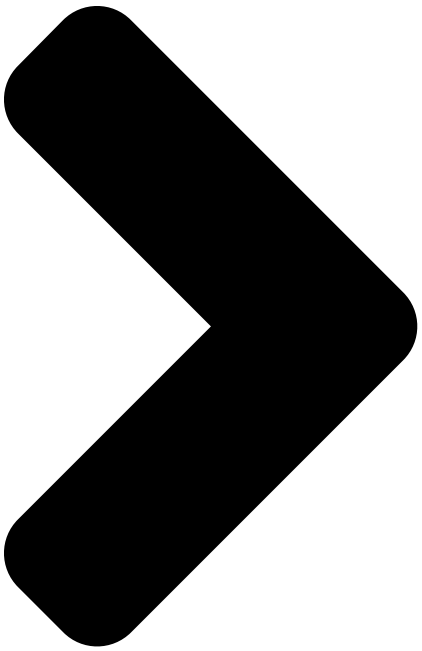
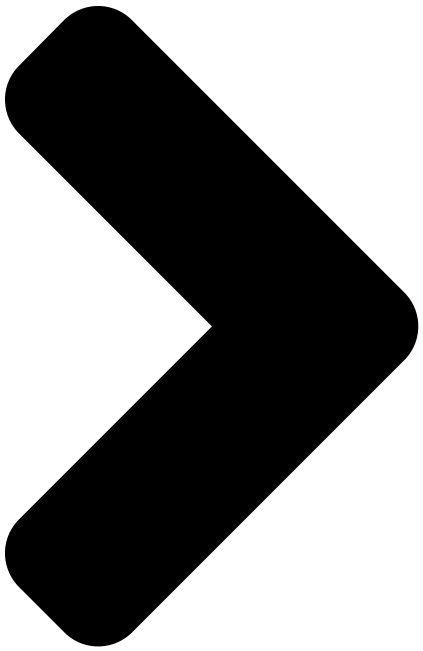


App Design & Development



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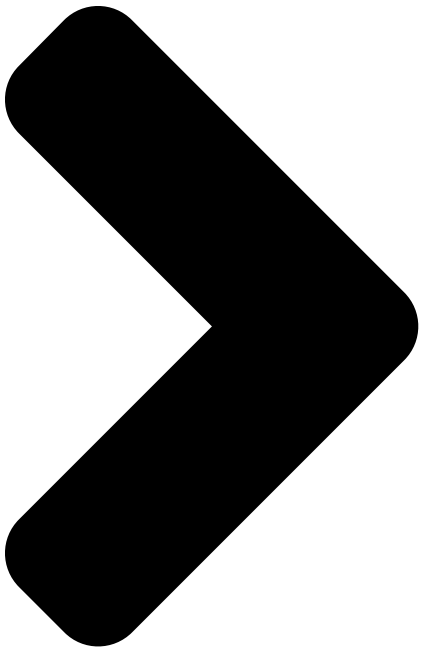
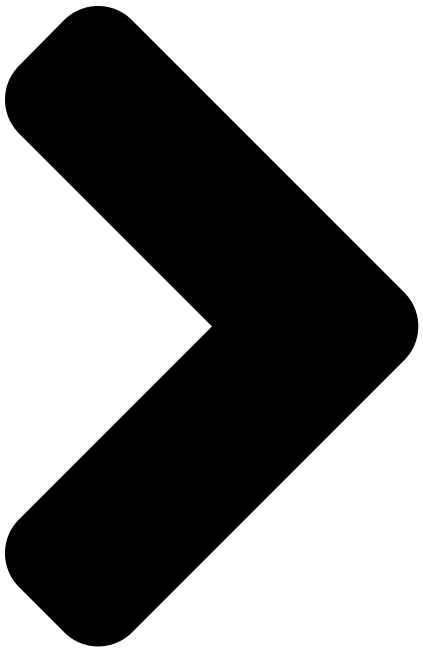
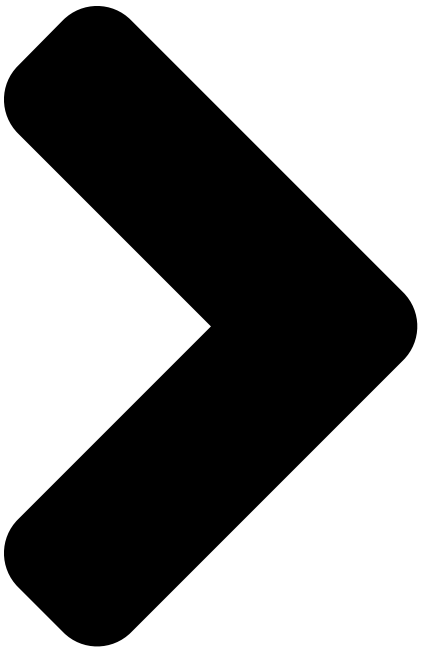


e-Commerce



- Branding



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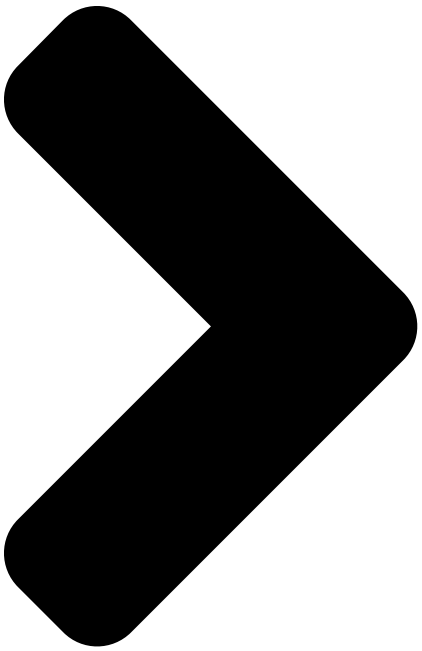

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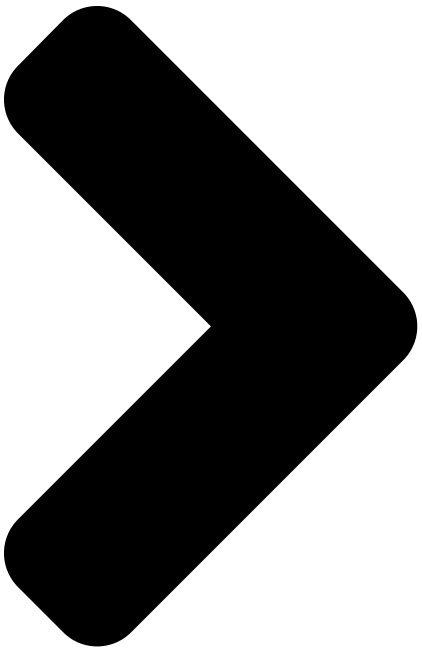


- Copywriting & Translations

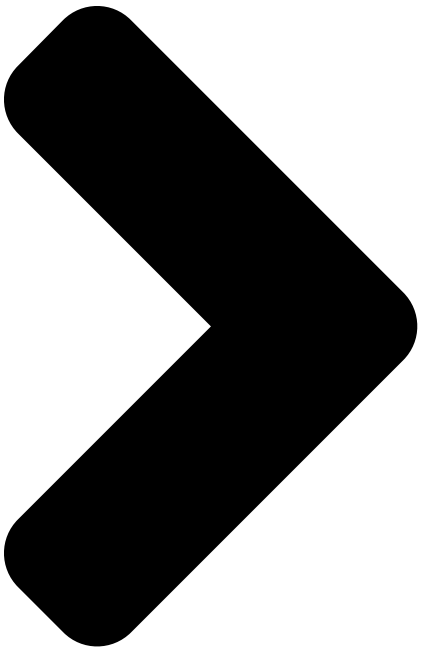
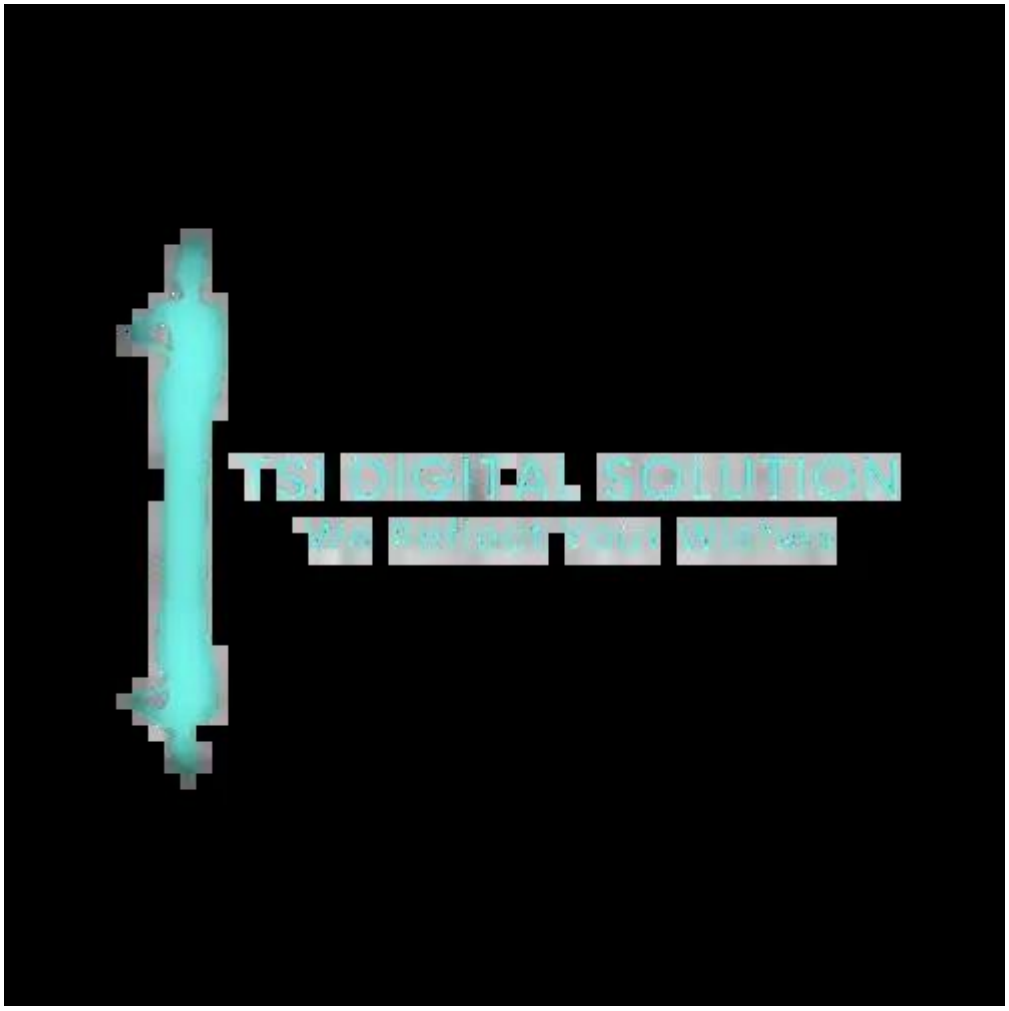


Photo- & Videography

Calculate the price online yourself

The way we work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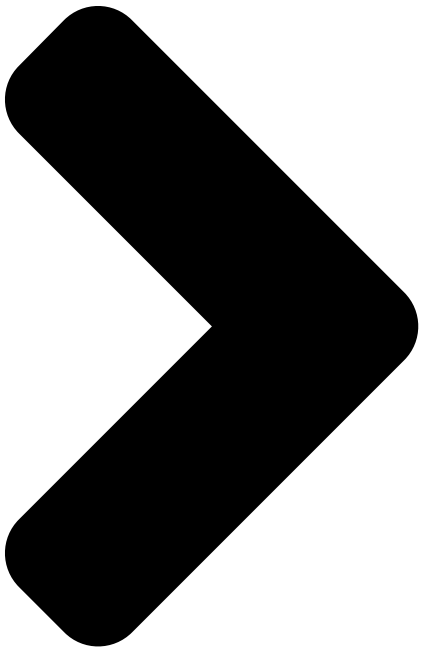

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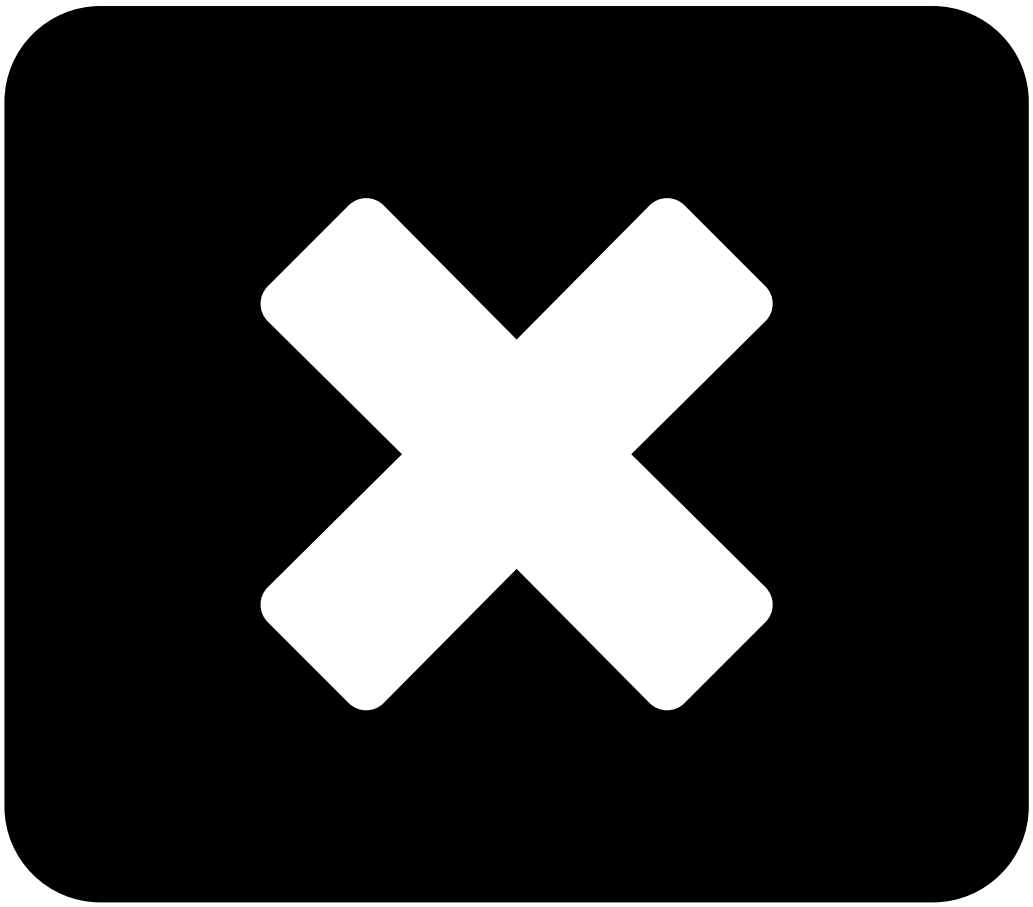

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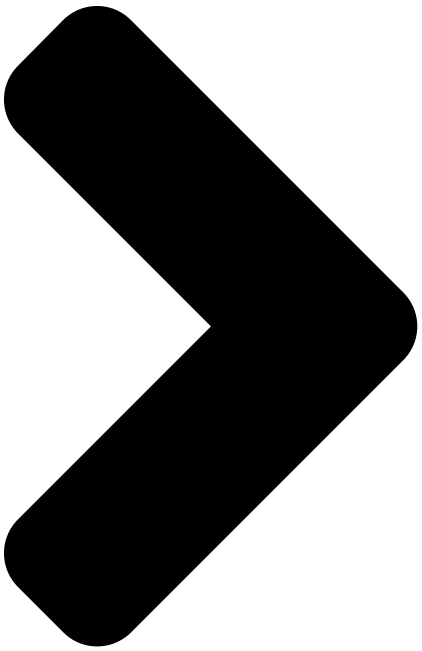

Realized projects

Calculate an estimate of your project costs directly online

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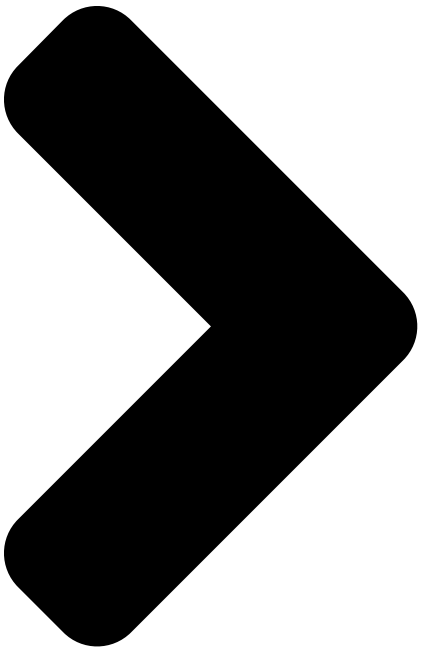
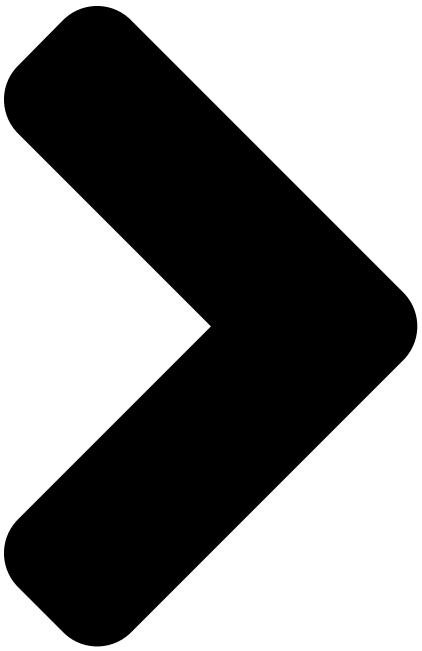
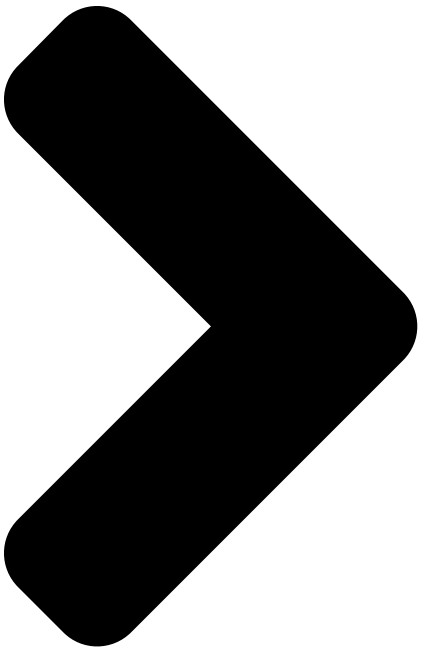


- Cost calculation for my website



- Cost calculation: SEO/Ads/MGB/Speedup/Technical



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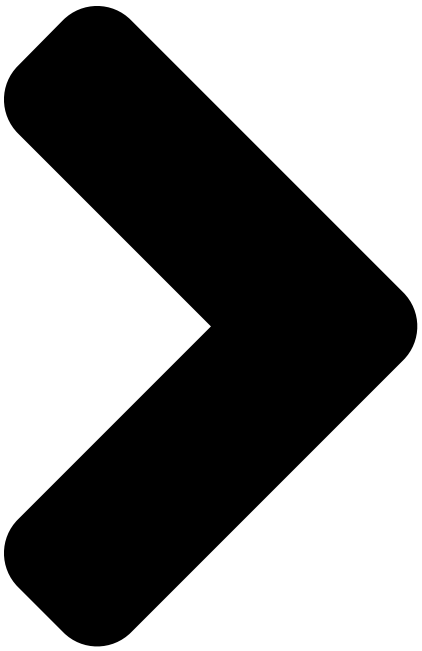
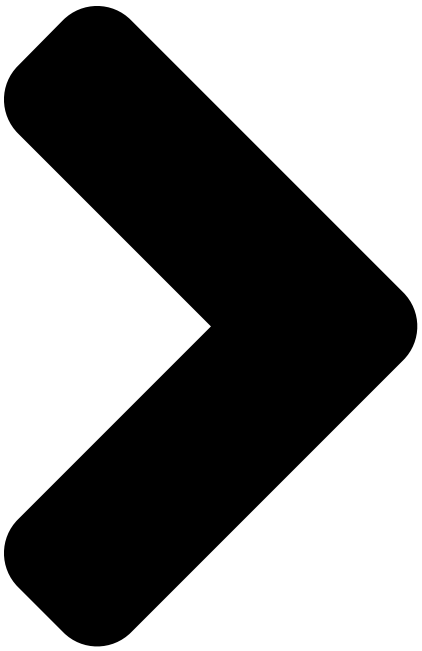
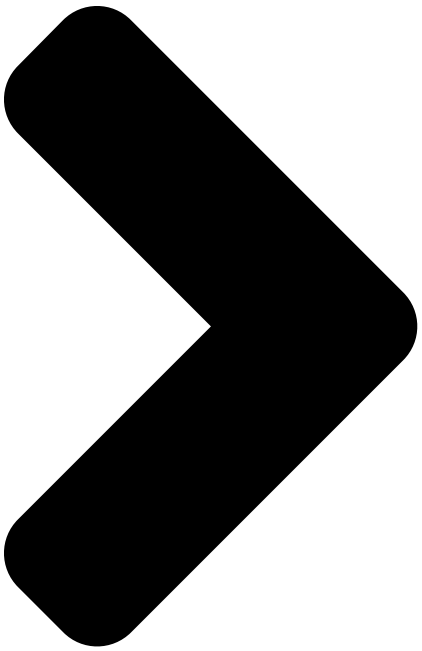


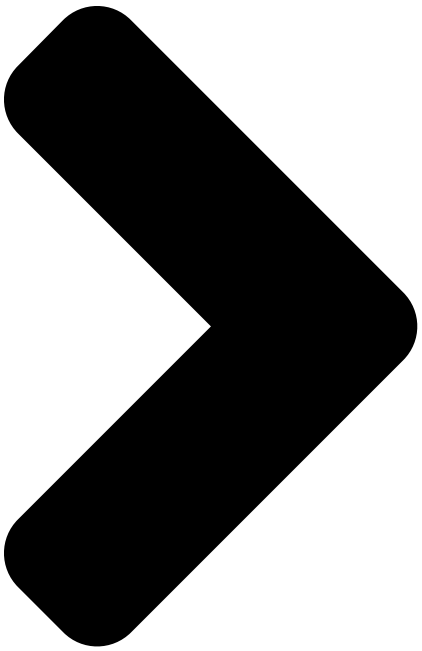
- Contact us for your AI Agent



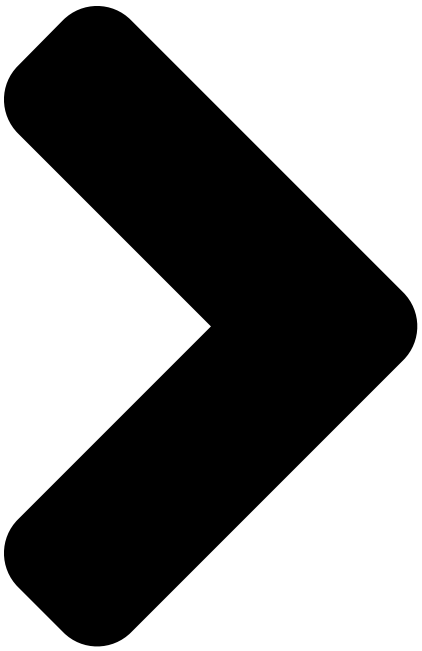
Cost calculation for an e-commerce shop



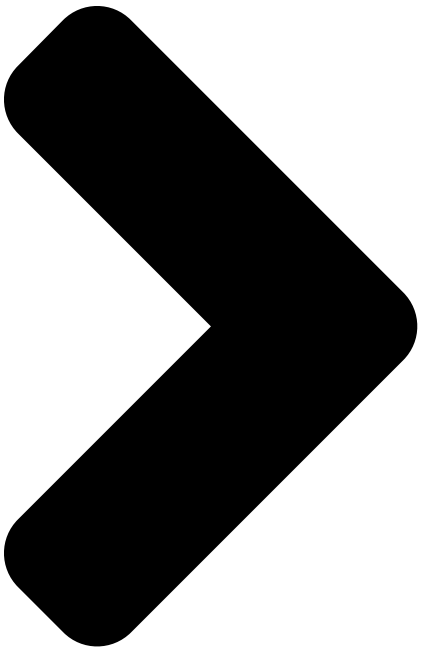
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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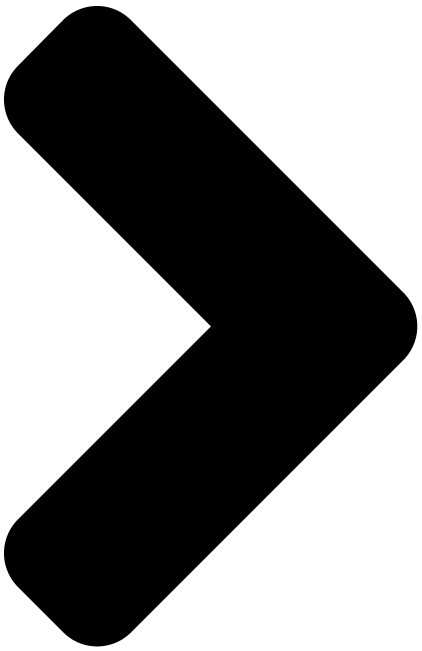
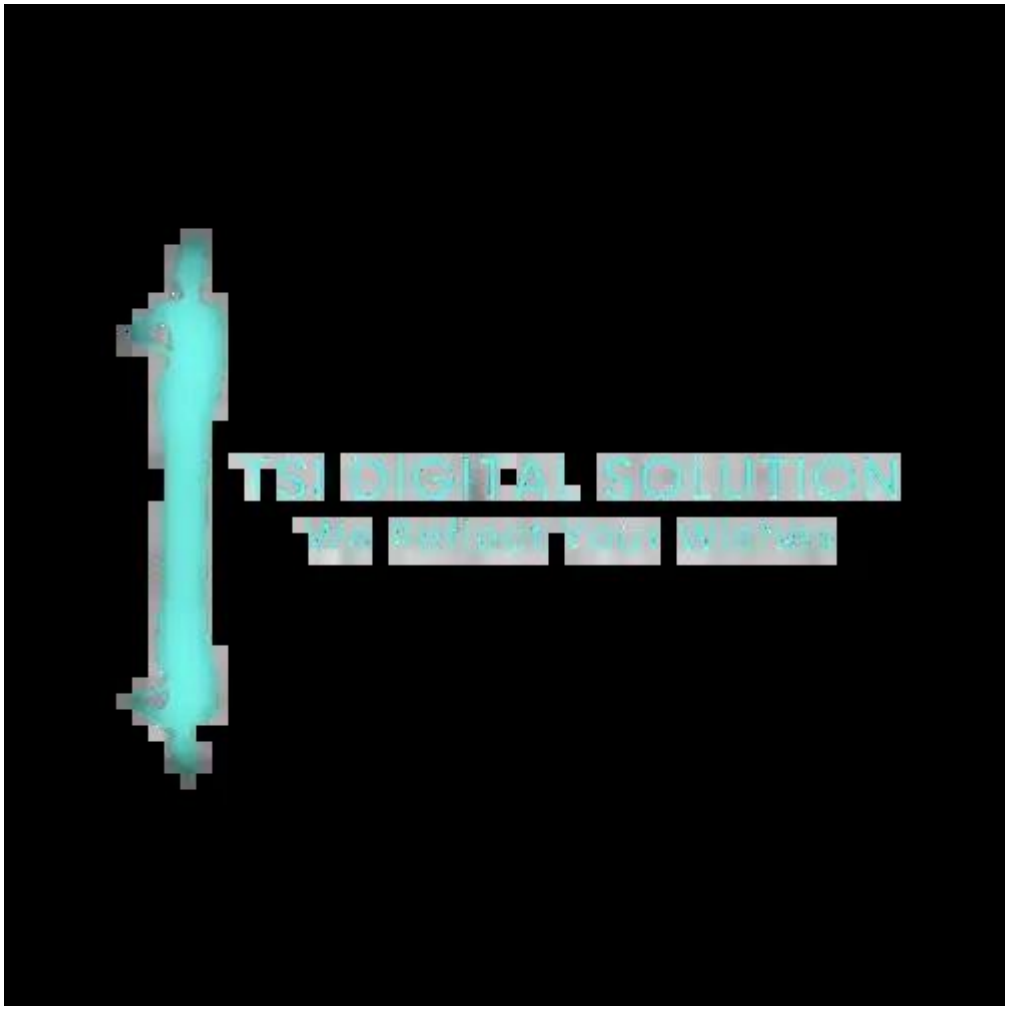


Cost calculation for Photo- & Videography

Get a detailled quote

Interesting stuff to read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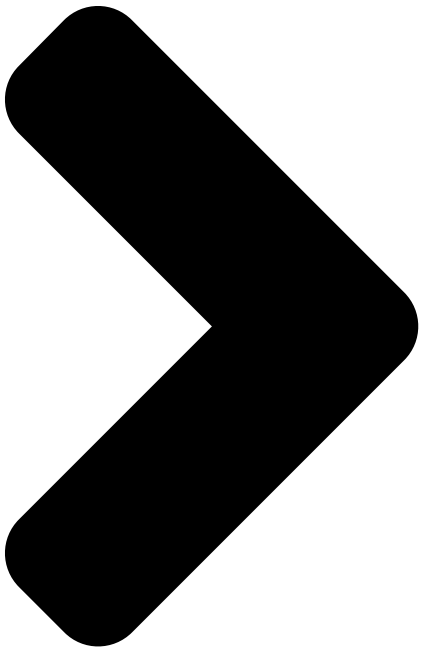

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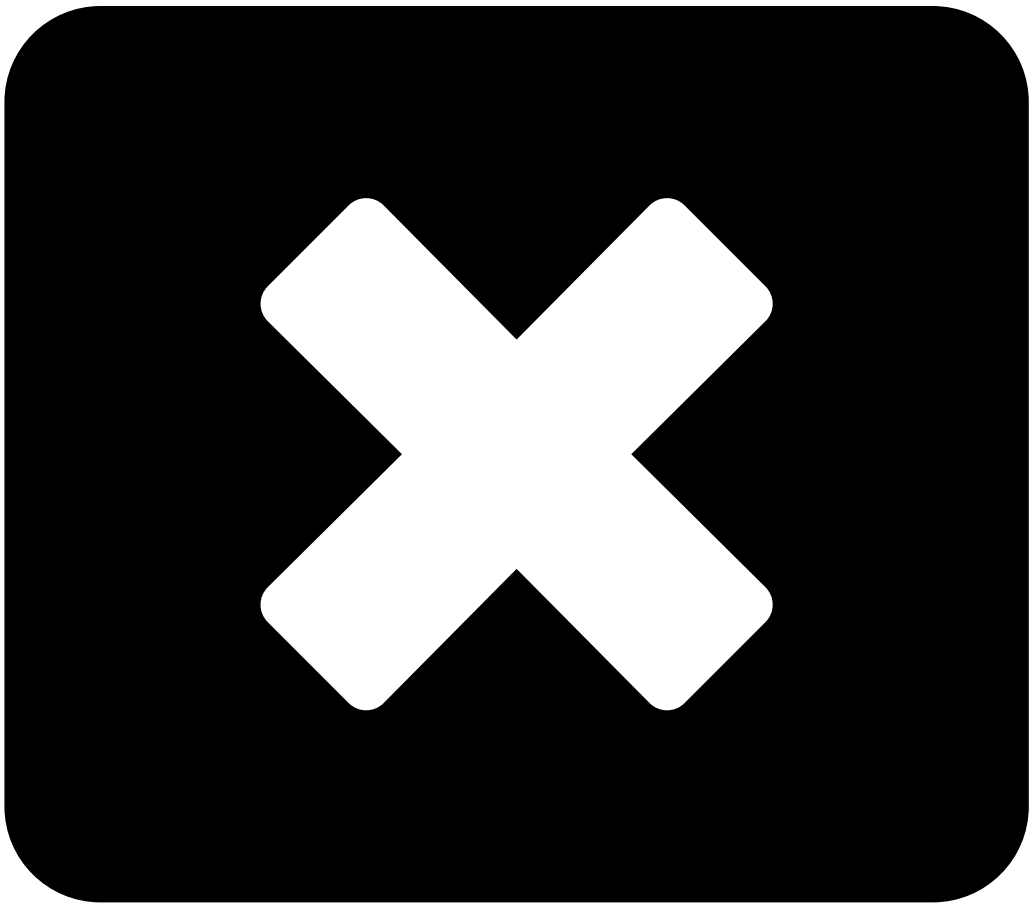

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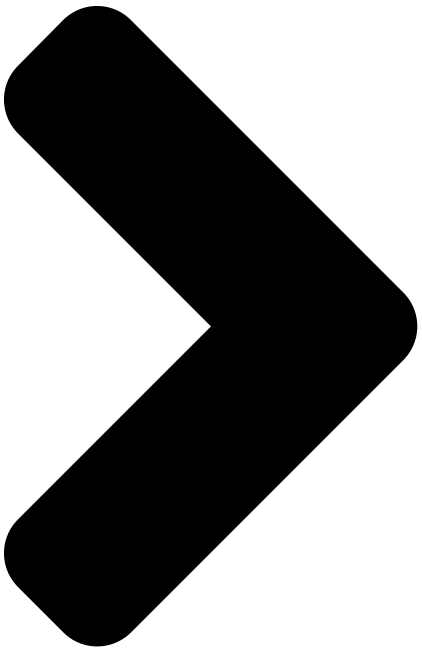

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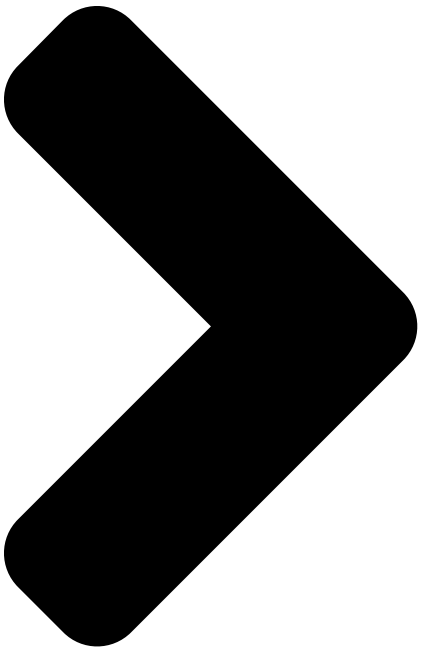
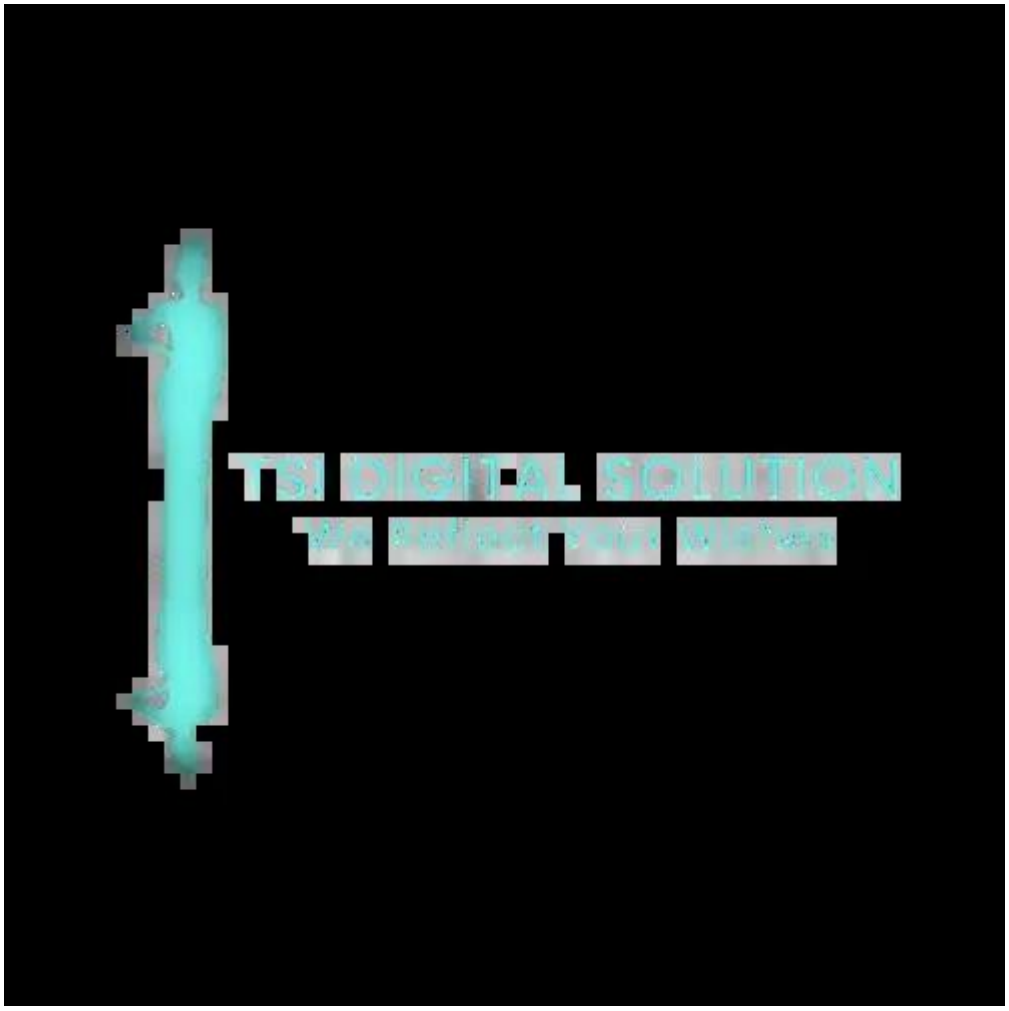


Demo

Just ask, we are here for you

Who we are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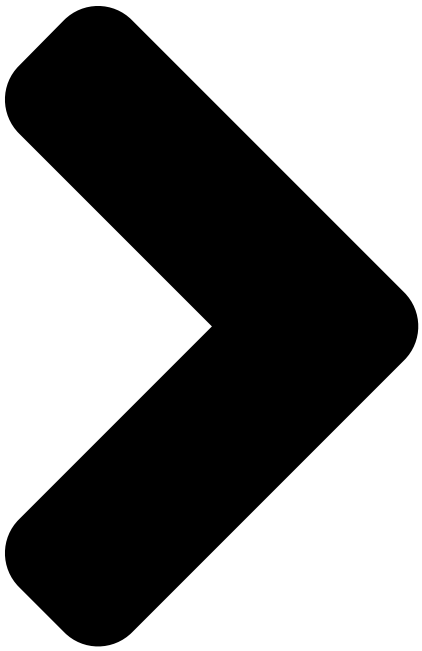

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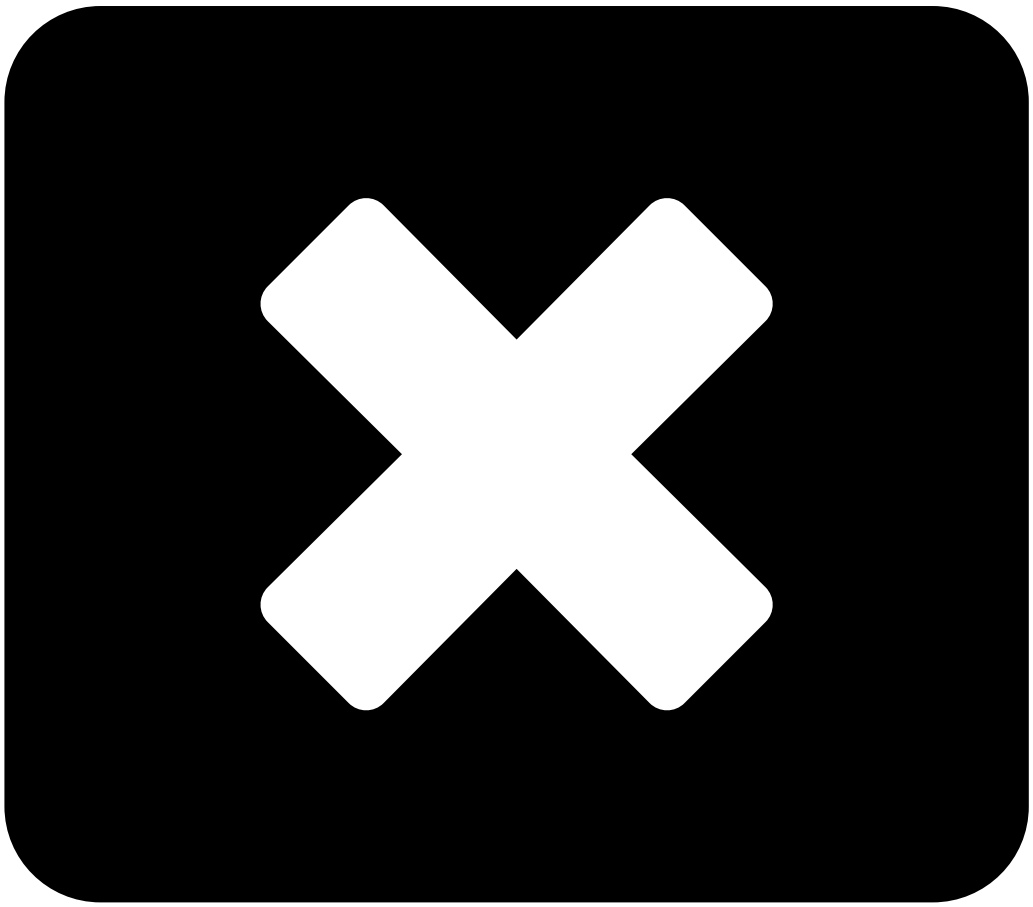

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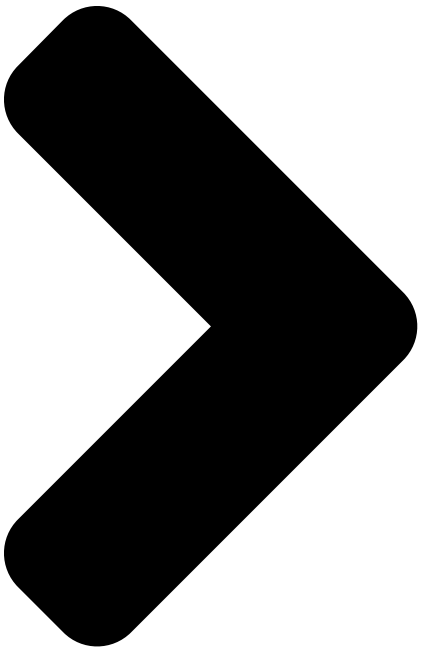

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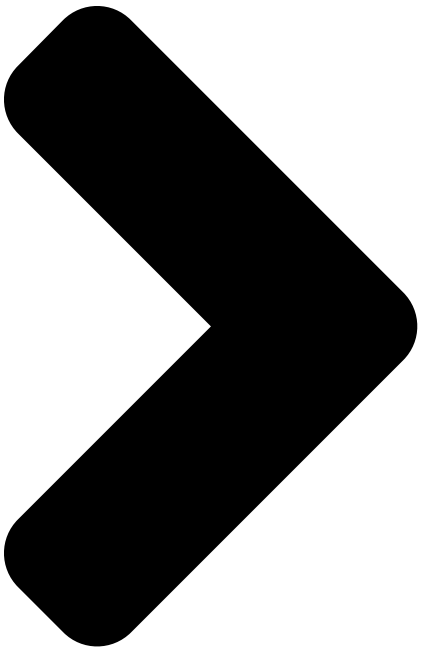

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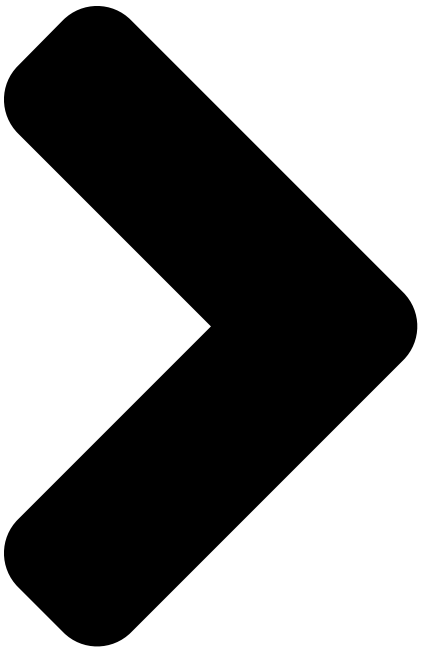

TSI Spam Blocker

Get a detailed quote

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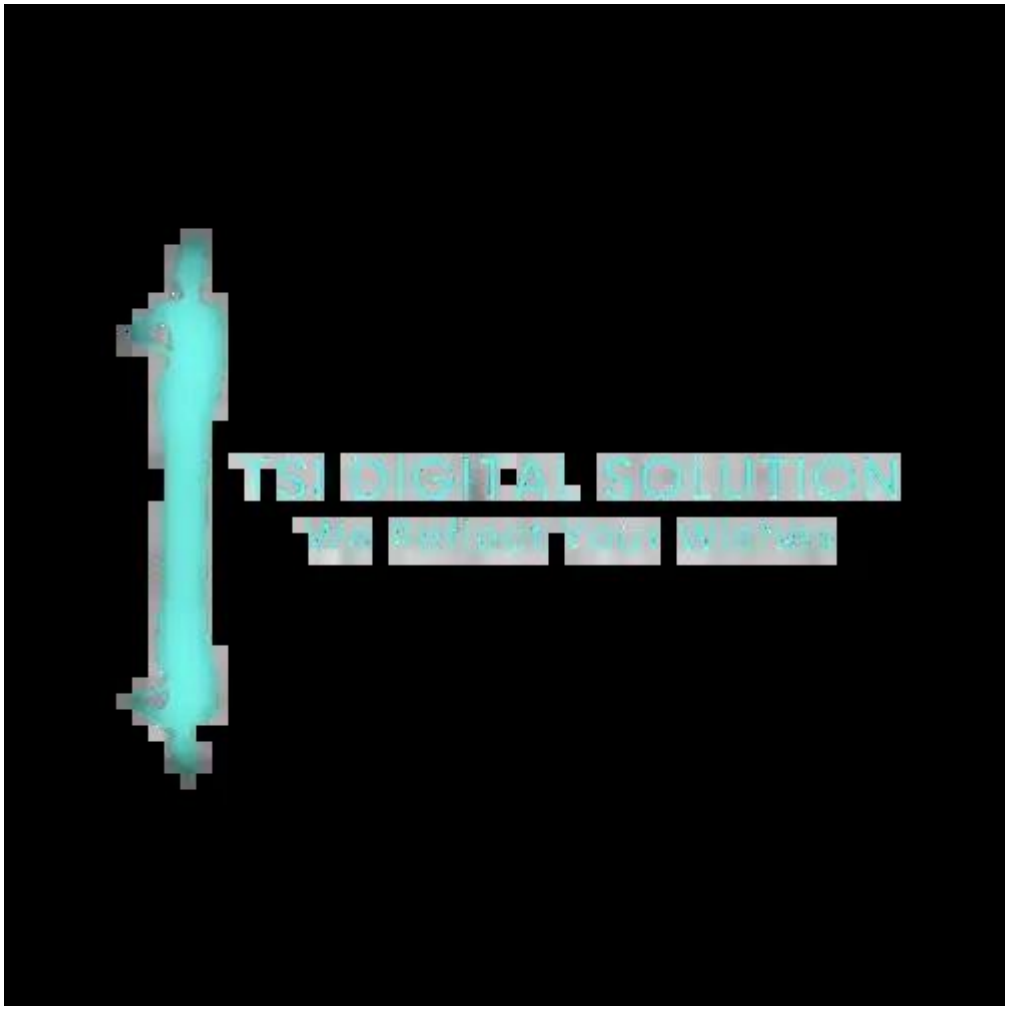
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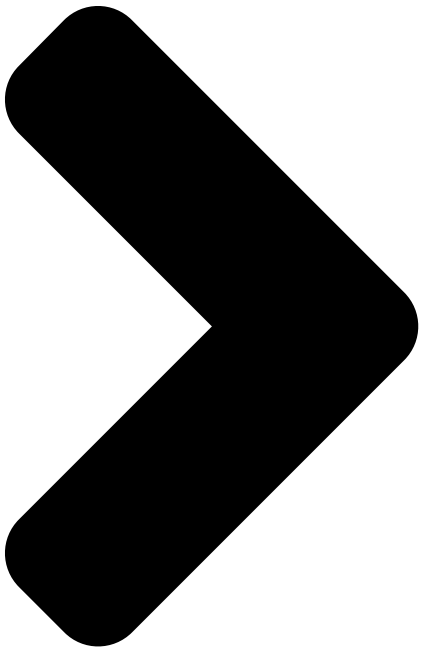

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Chatbot Search: How to Win the New Battle for Online Visibility

Get An Online Quote

Chatbot Search

The New Frontier for Online Discovery

The way people search online has changed more in the past two years than in the previous decade. If your marketing strategy still treats Google’s “10

blue links” as the main gateway to customers, you might already be falling behind.

The shift is called **chatbot search** and it’s redefining how businesses get discovered. Instead of scrolling through pages of results, people now type or speak a question into an AI chatbot like ChatGPT, Bing Copilot, or Google Gemini. Within seconds, they receive a conversational, confident answer, often just **one** recommendation.

Here’s the reality: in chatbot search, **there’s rarely a second place**. If you’re not the chosen answer, you’re invisible to that user.

What Exactly Is Chatbot Search?

Chatbot search is not just “search with AI.” It’s a completely different way of finding answers online.

Where Google, Bing, or Yahoo traditionally gave you a ranked list of pages to explore, chatbot search works like an expert who listens to your question, understands the context, and gives you a direct, summarized, trustworthy answer.

It’s powered by advanced Natural Language Processing (NLP) and large language models that:

- **Read**: AI scans vast sources, websites, articles, social media, reviews, even PDFs.
- **Understand**: It interprets the intent behind your question.
- **Decide**: It selects the most authoritative and contextually relevant content.
- **Respond**: It presents the answer in natural, conversational language.

Think of traditional search as browsing a library and chatbot search as asking a librarian who already knows which book and which page you need.

Why Chatbot Search Is a Game-Changer

From Search Options to Search Decisions

In old-school SEO, you aimed to appear on page one. Even if you were in the third or fourth spot, you’d still get clicks.

But in chatbot search, there’s no “page two” or scrolling past your competitors. The chatbot gives **one or very few answers**. If your business

isn’t one of them, you’ve lost the opportunity before the customer even knows you exist.

Example: A tourist in Bali asks a chatbot, “What’s the best place to get a responsive website built locally?”

- If you’ve optimized for chatbot search, the AI might reply: “