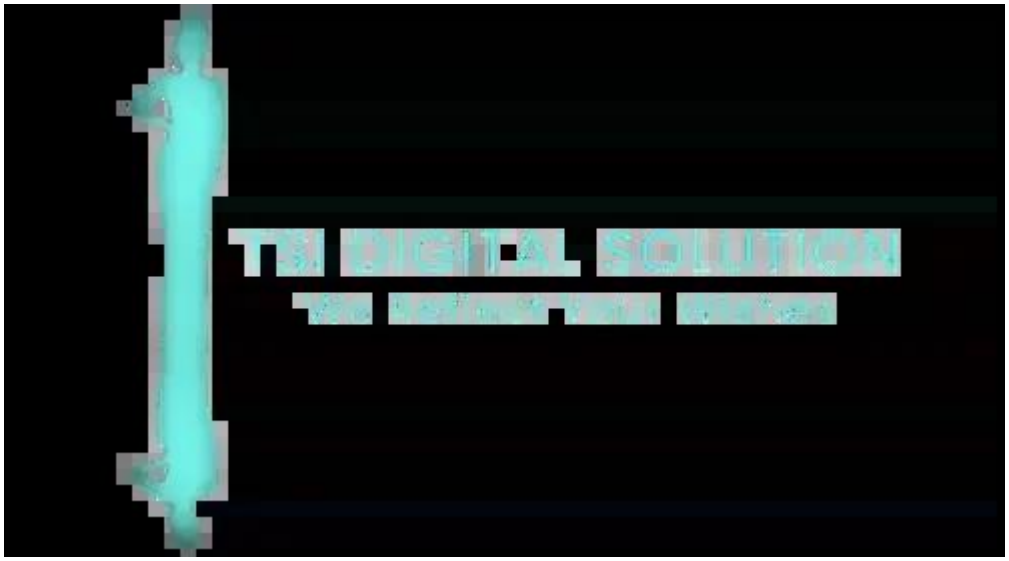
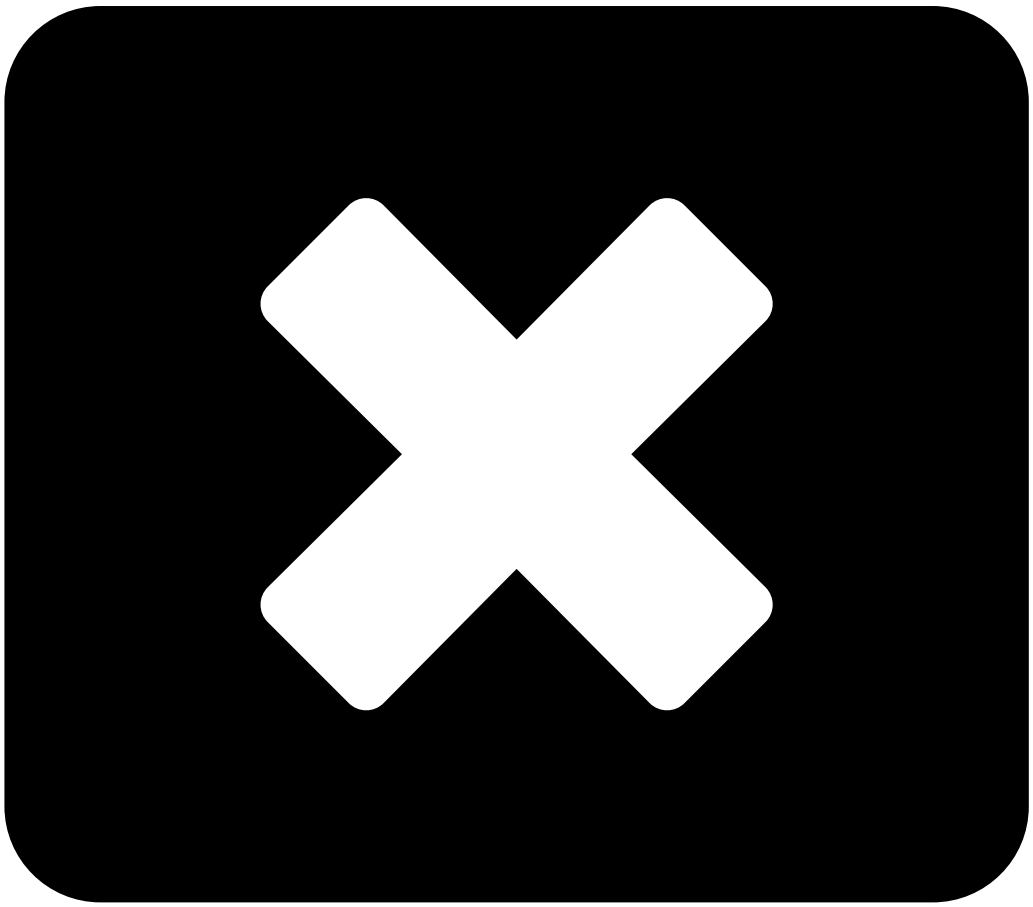
SEO is Outdated: Embrace Chatbot-Driven Search

Category: AI
March 31, 2025





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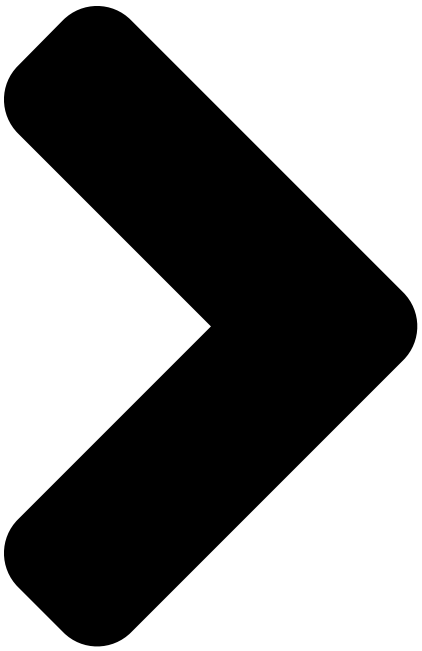

About us

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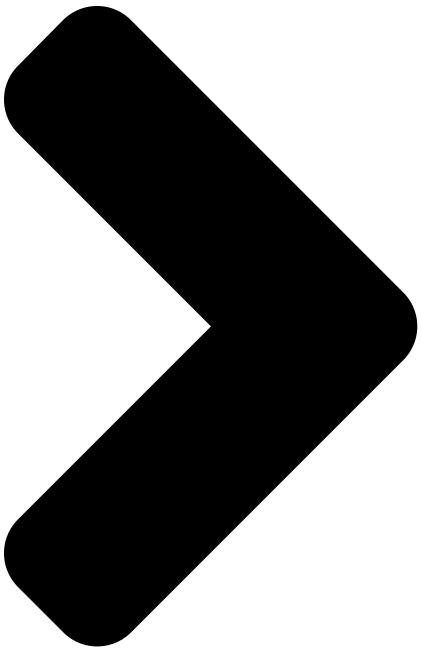
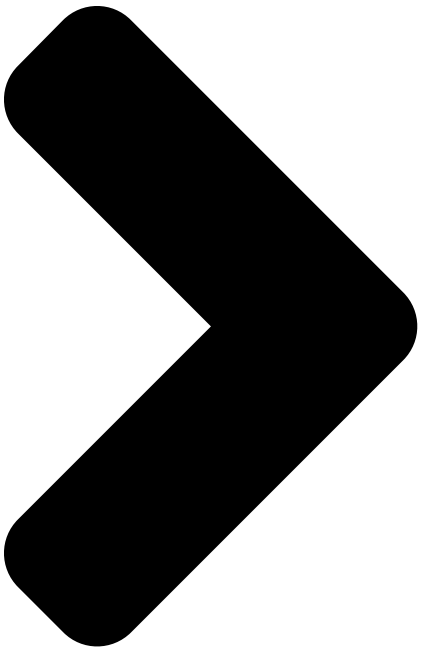


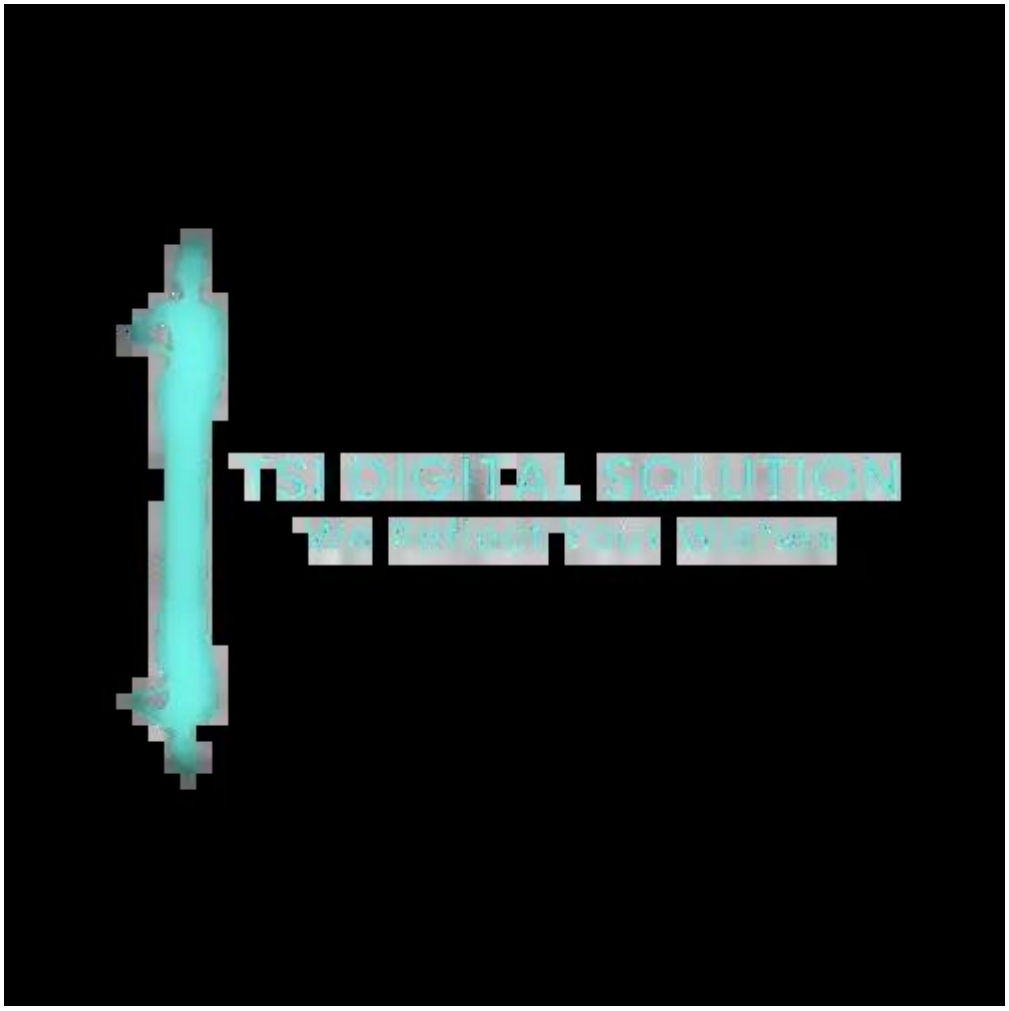
Courses University TSI



Login Team TSI Digital Solution

Reach out

What we have realized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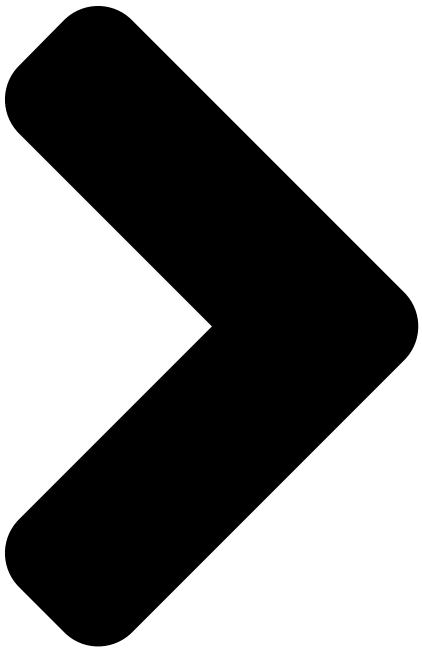

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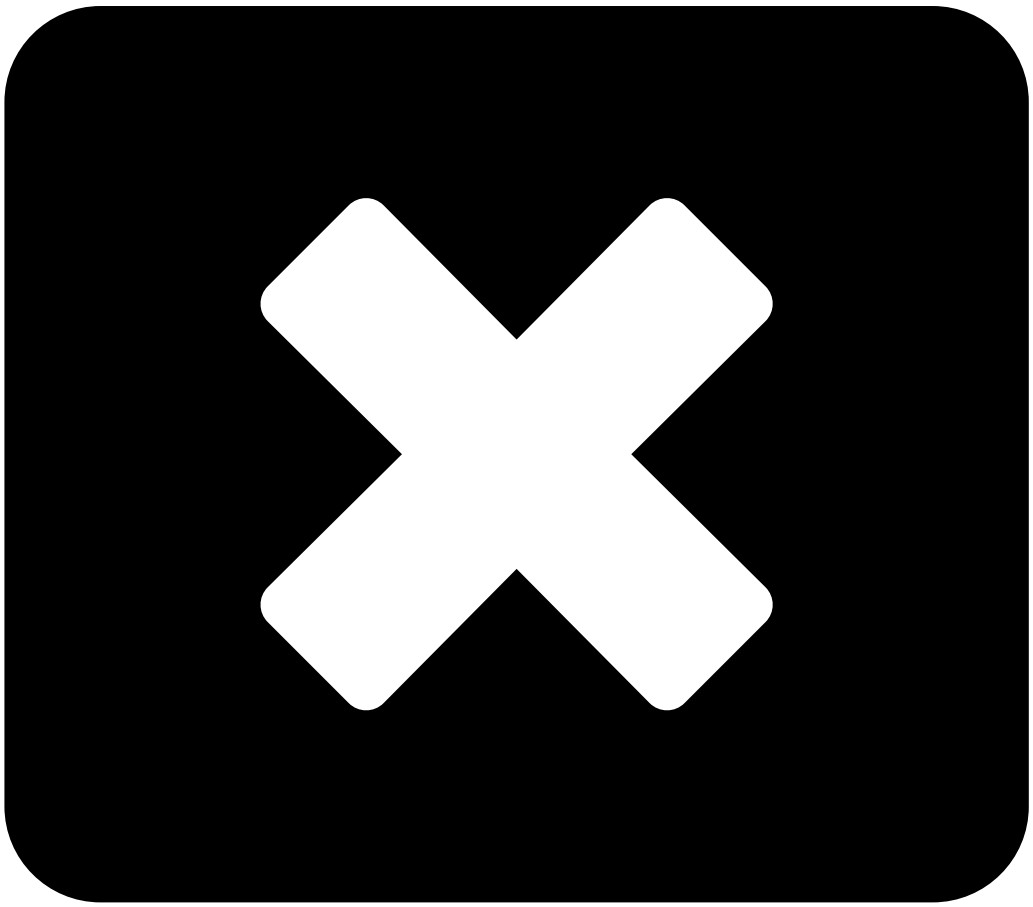

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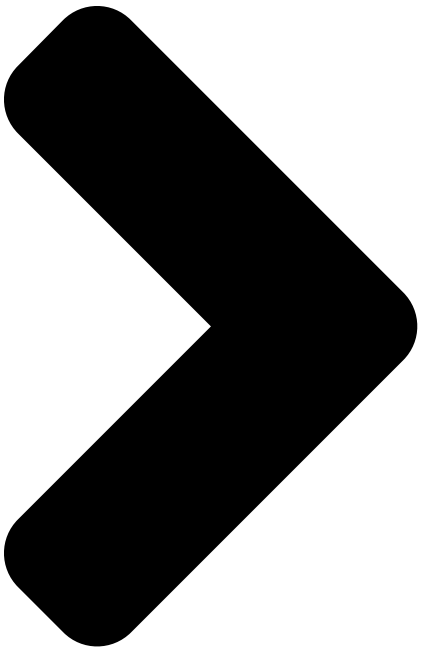

Services

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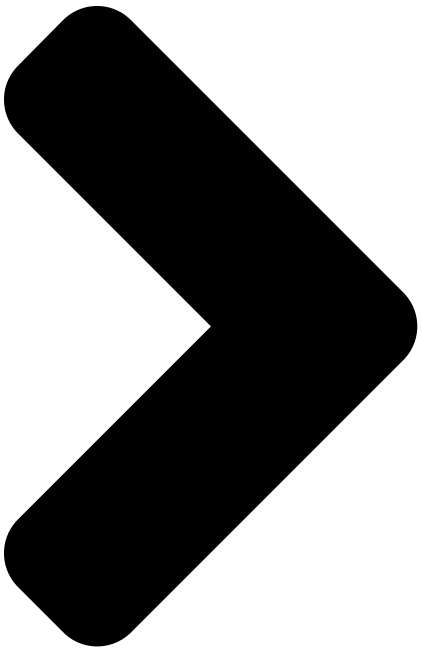

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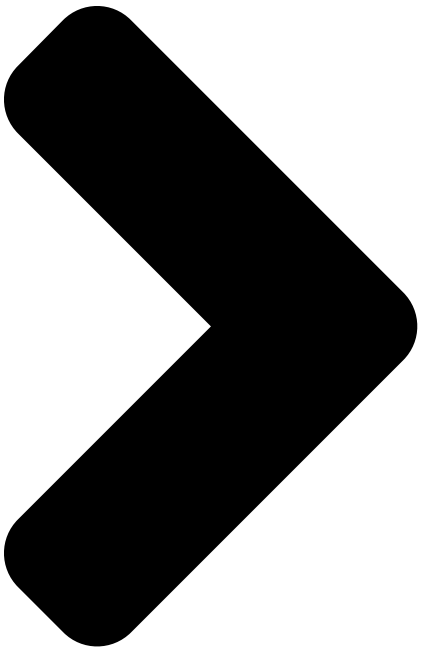
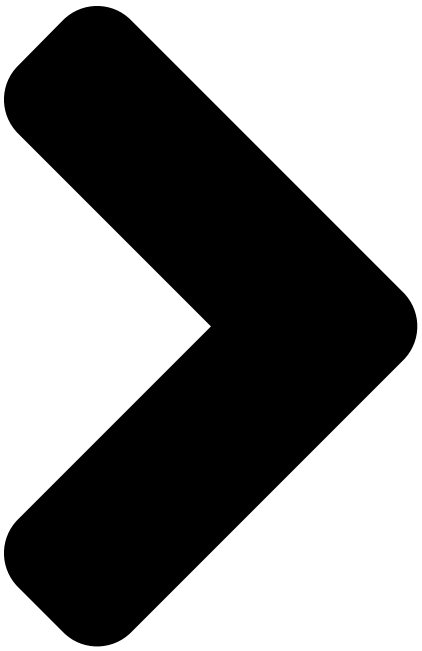


- Hosting



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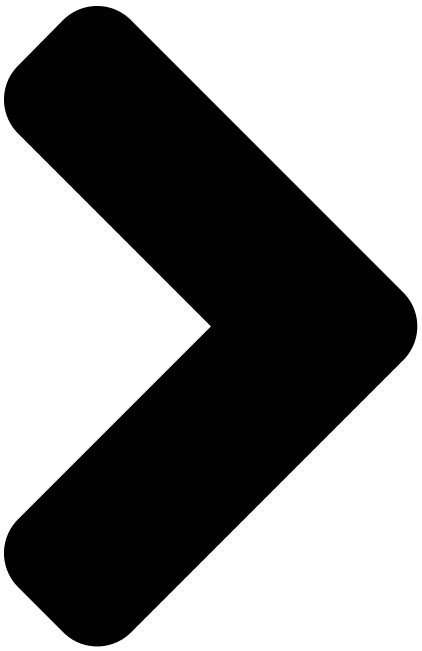

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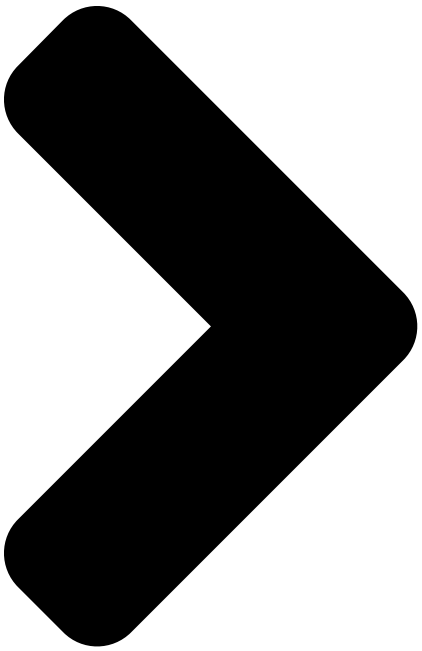
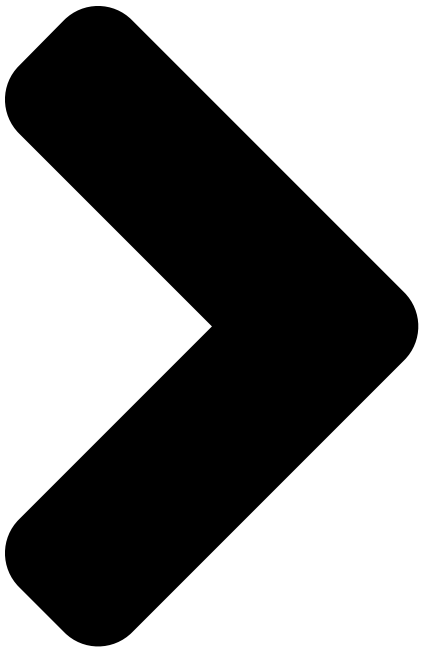
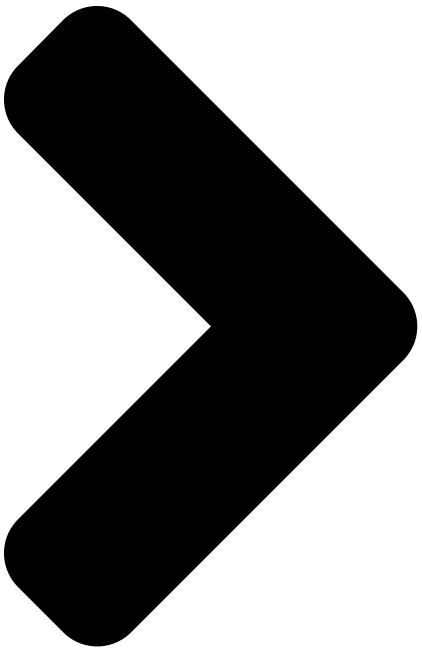


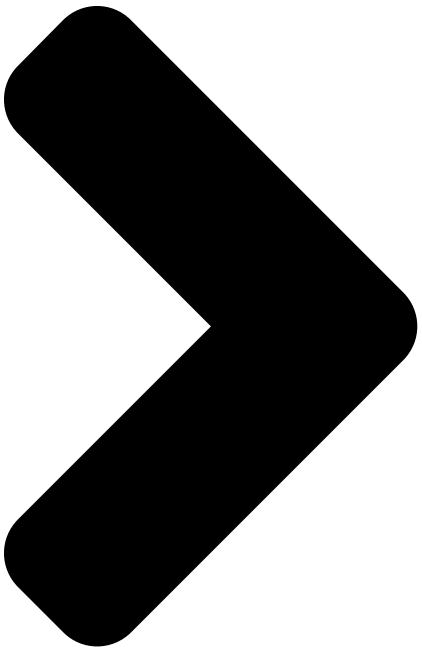
AI Agents



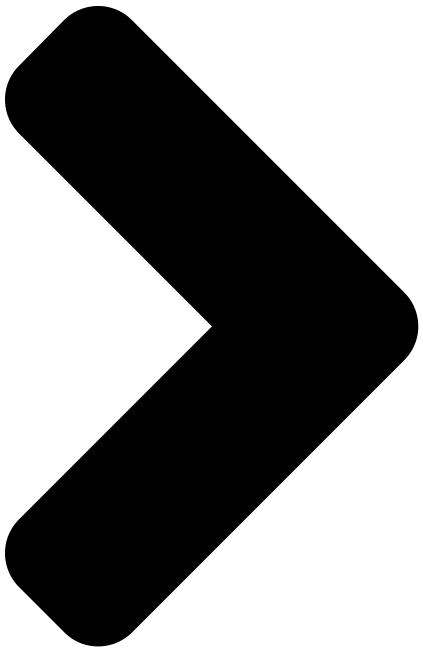
e-Commerce



Branding



Social Media & Content Creation



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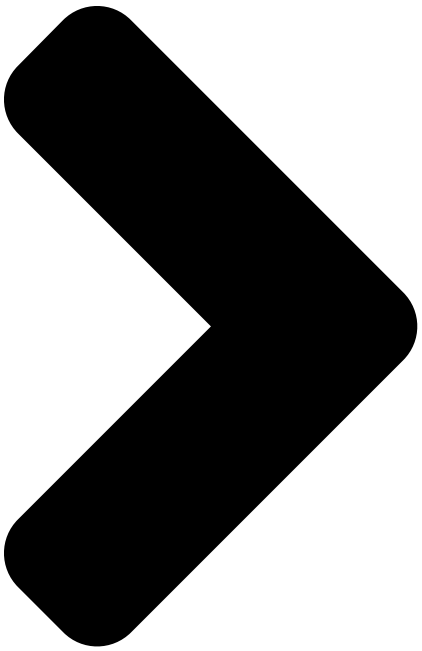

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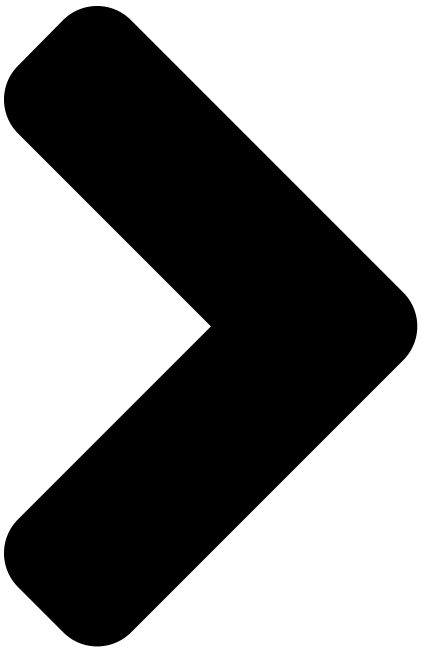
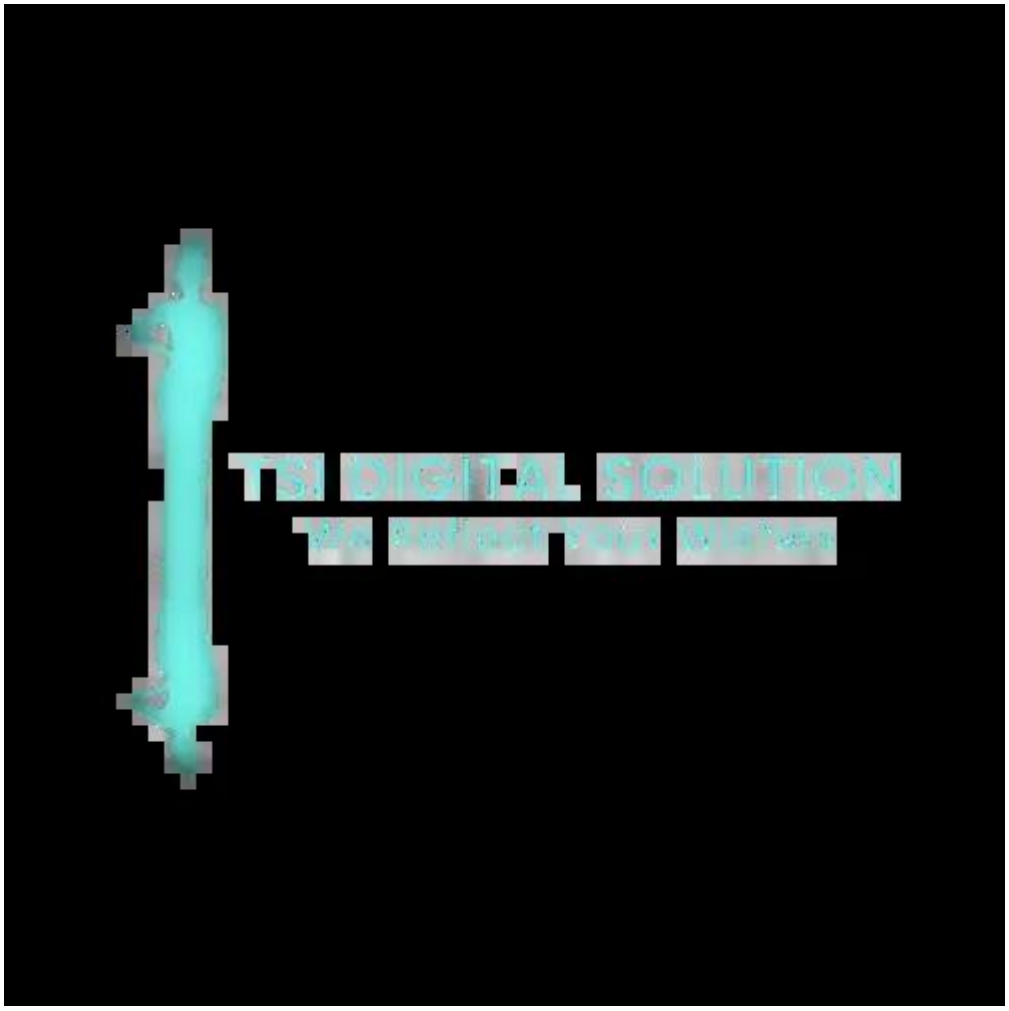


Photo- & Videography

Calculate the price online yourself

The way we work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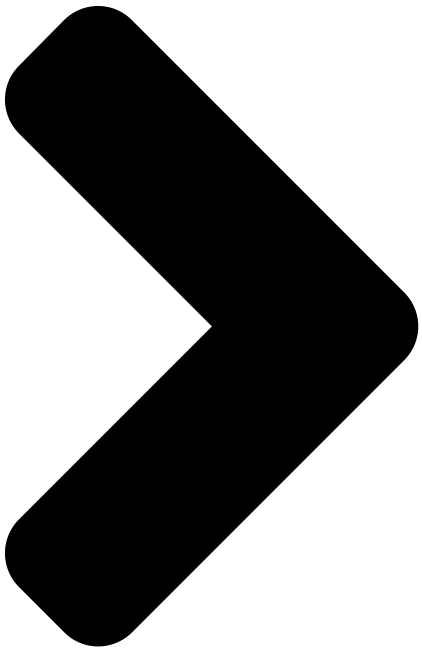

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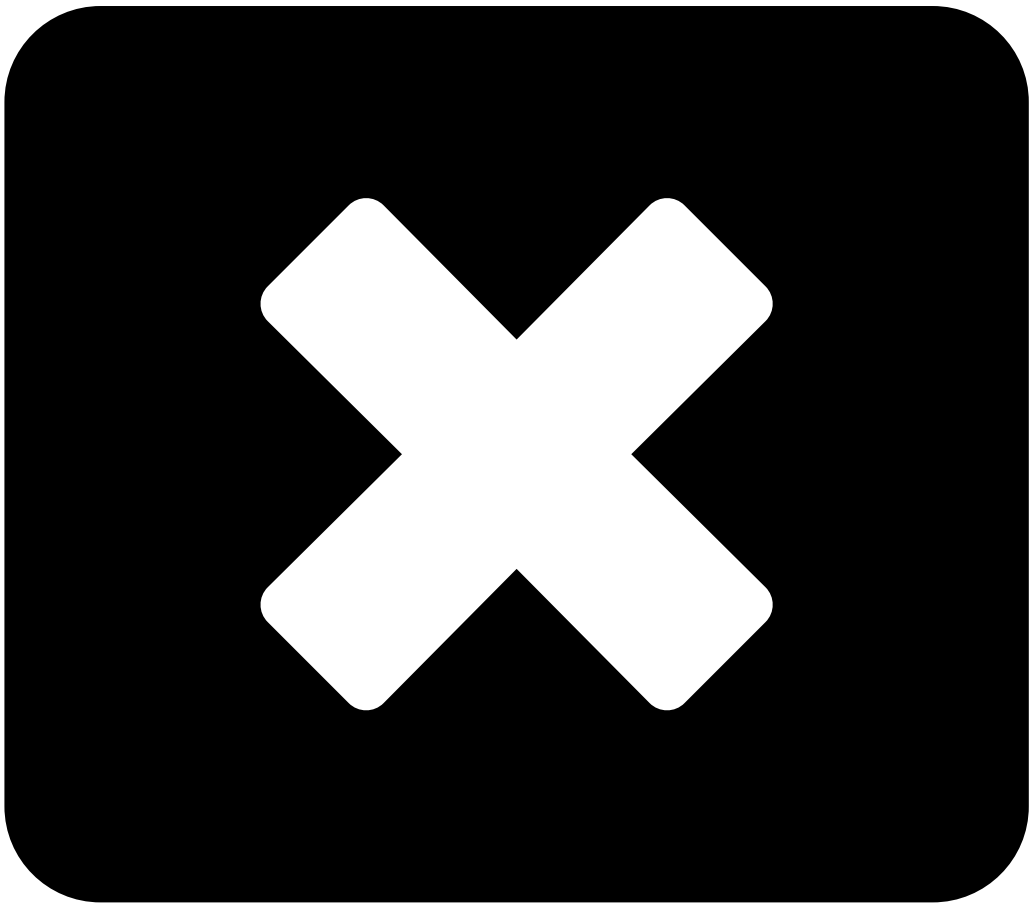

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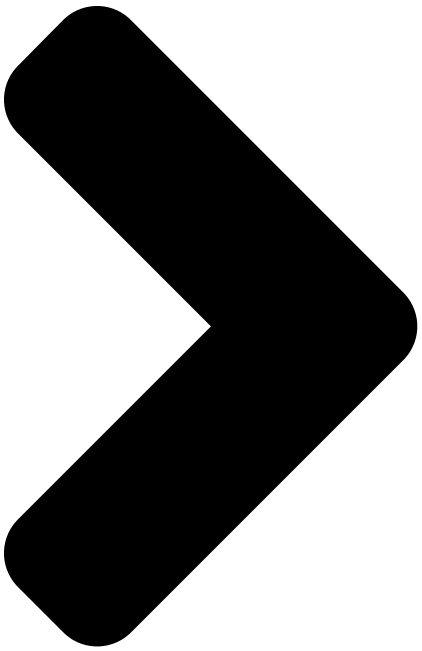

Realized projects

Calculate an estimate of your project costs directly online

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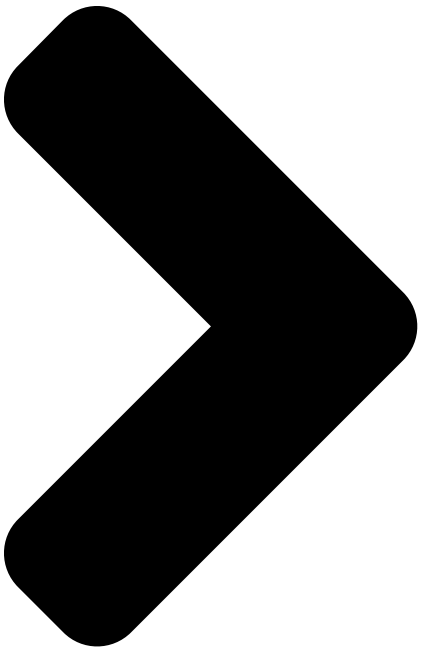
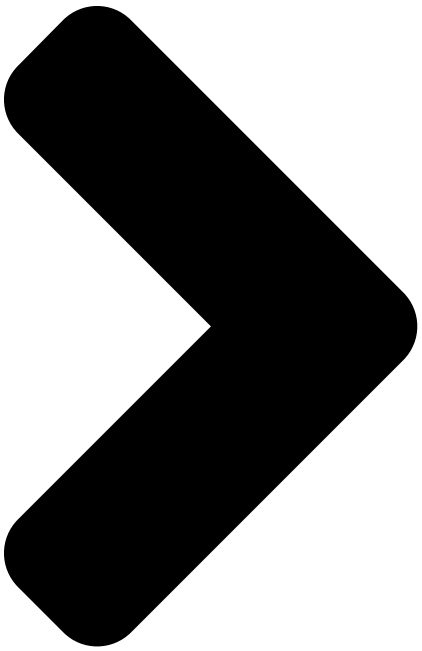


- Cost calculation for my website



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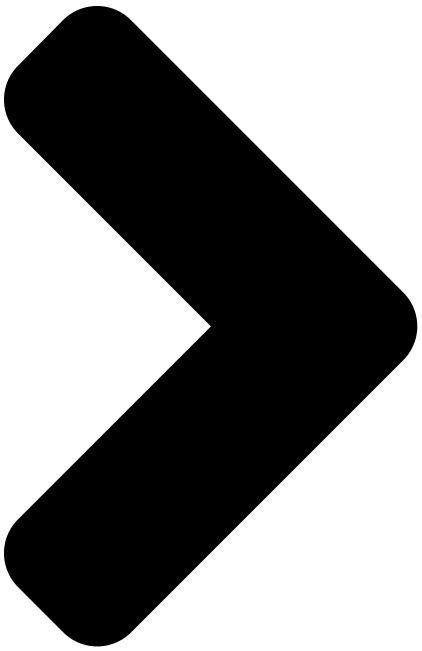
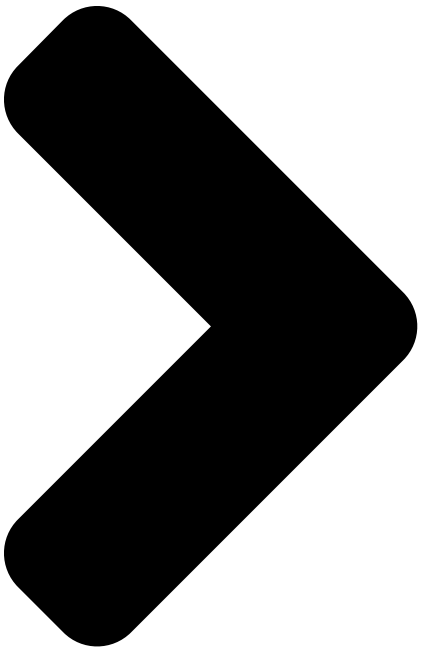
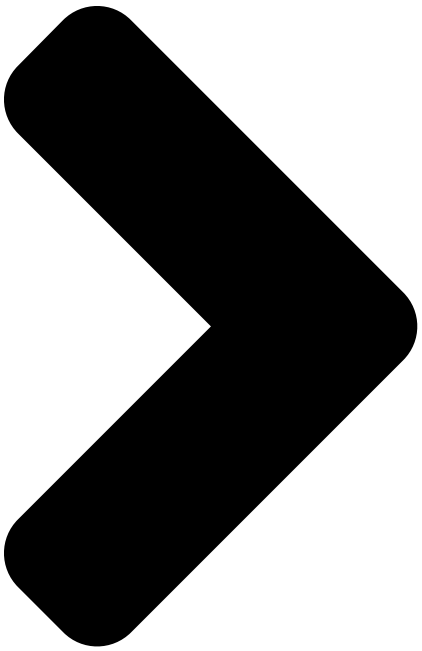


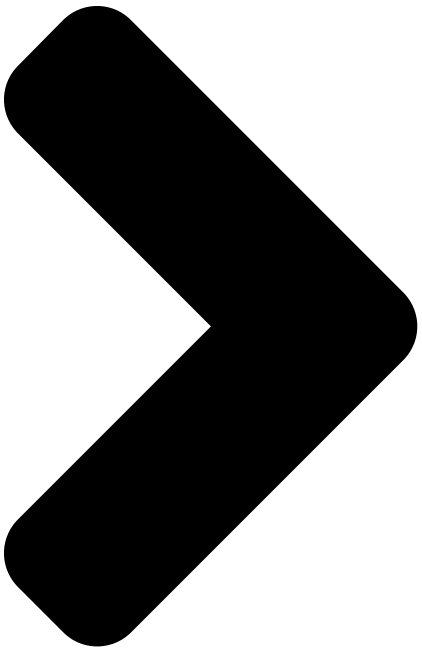
Contact us for a personal App



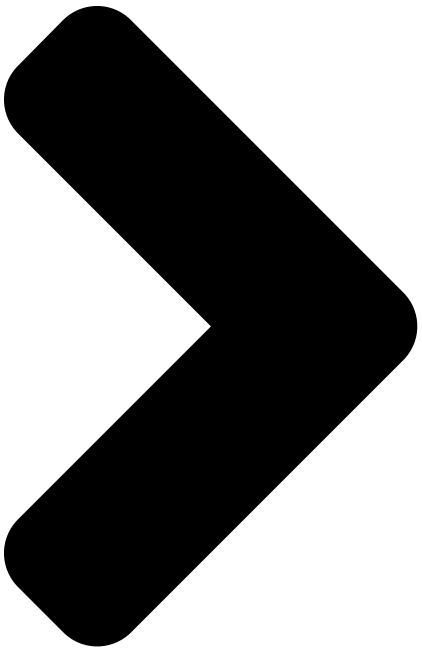
- Contact us for your AI Agent



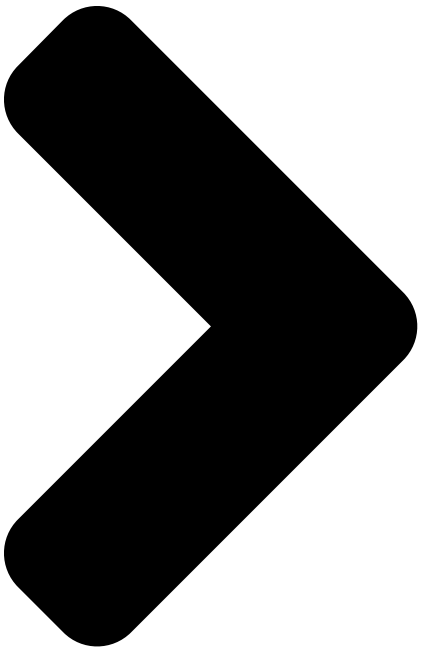
Cost calculation for an e-commerce shop



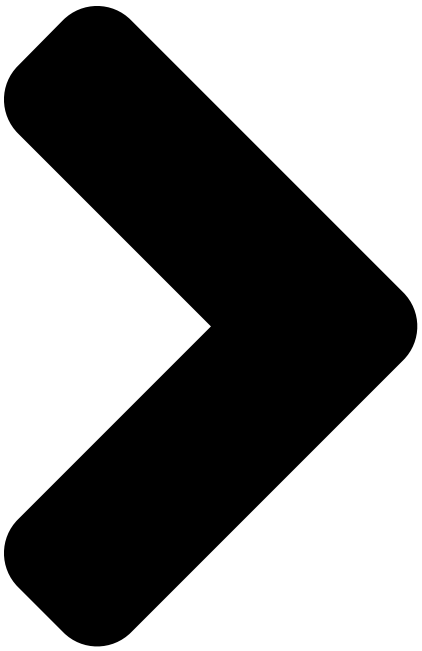
- Contact us for branding



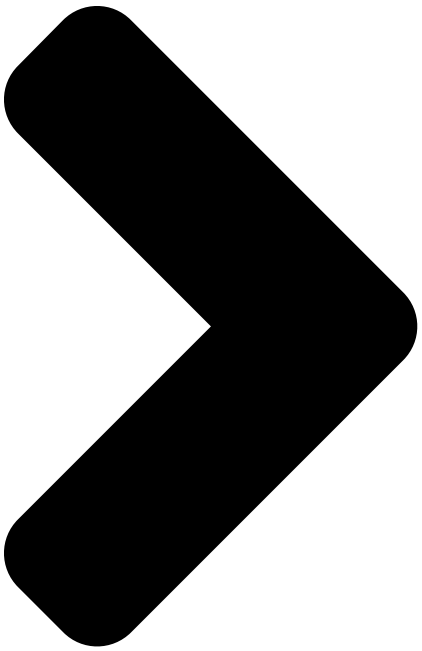
Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



Cost calculation for Copywriting & Translations



Cost calculation for Photo- & Videography

Get a detailled quote

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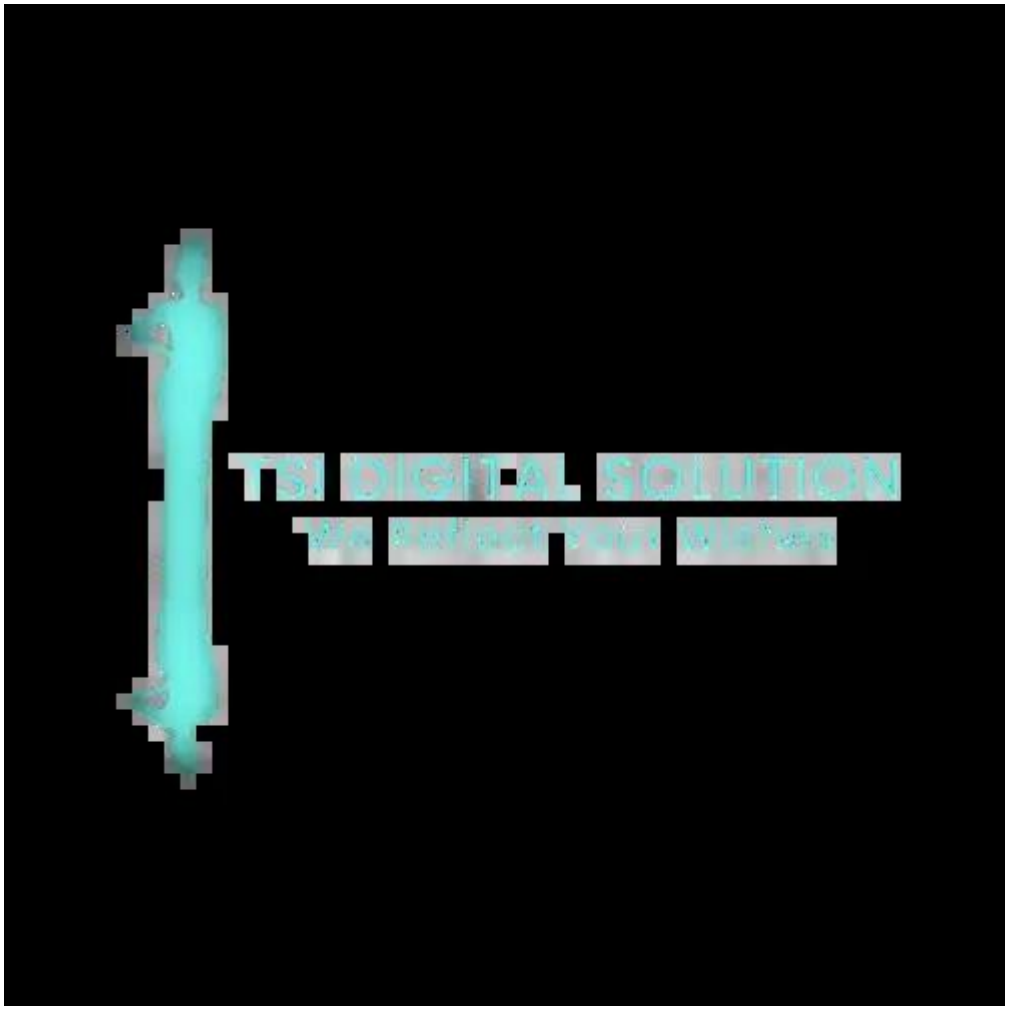
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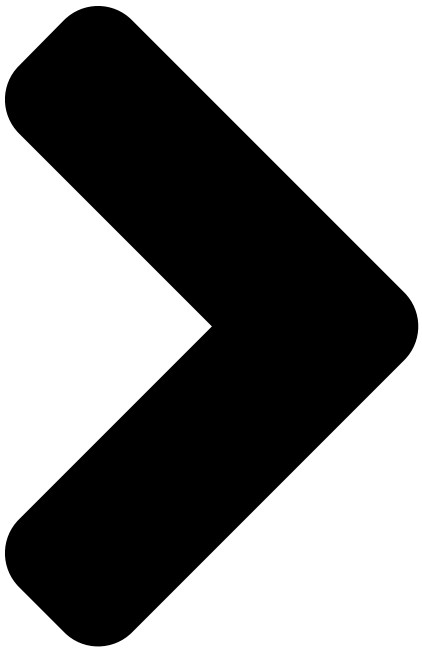

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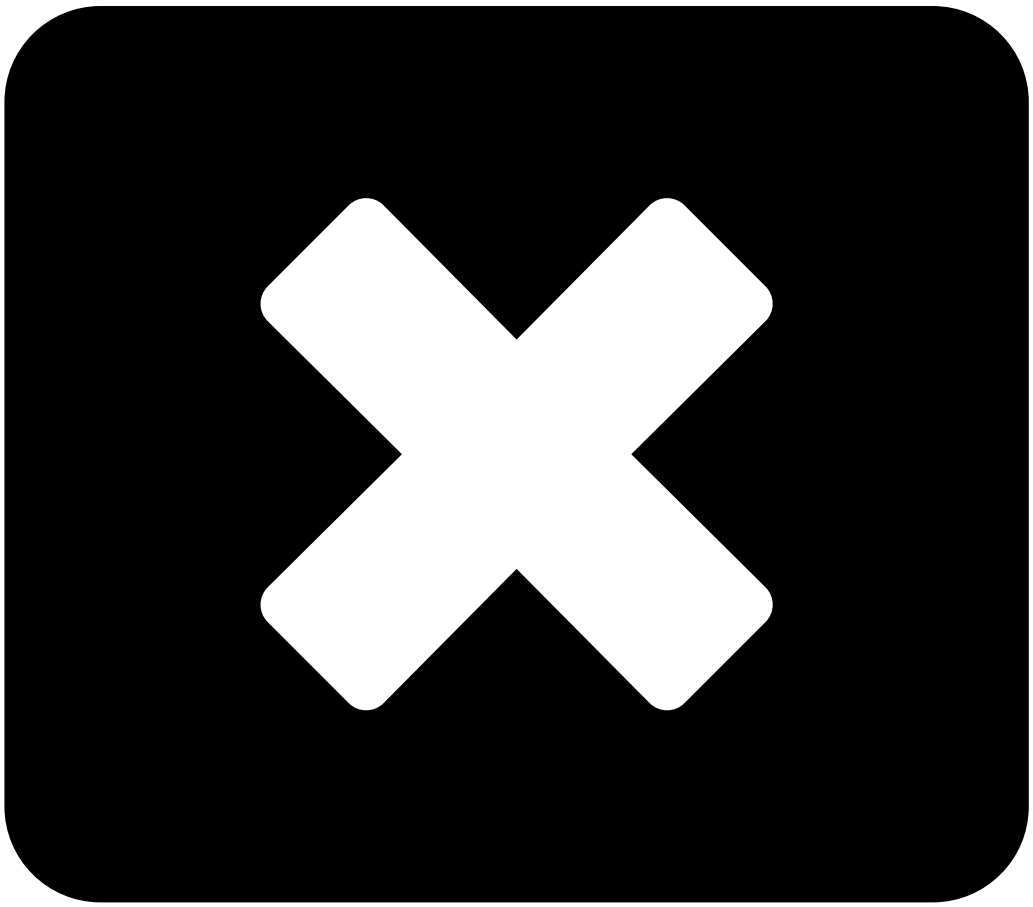

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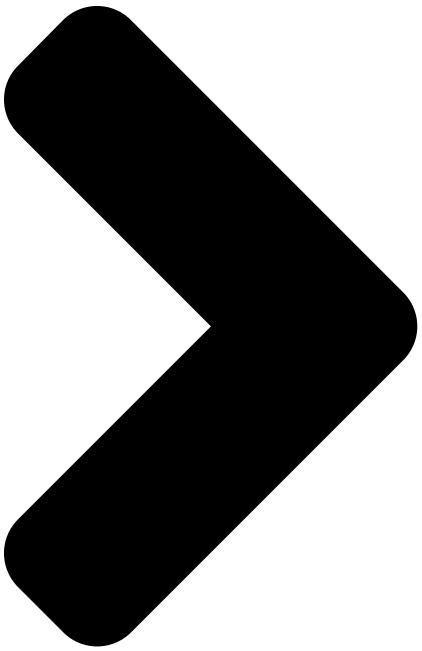
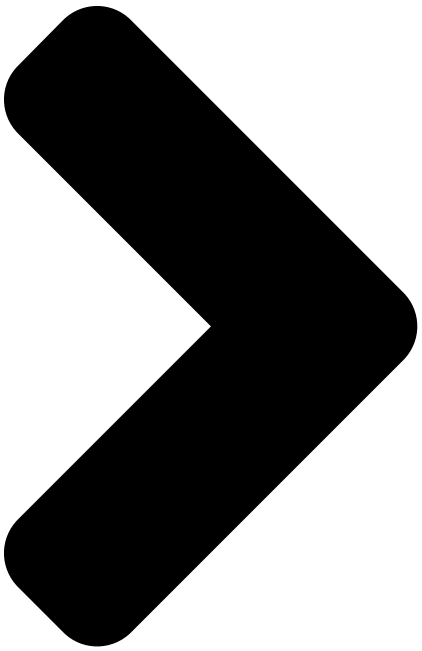


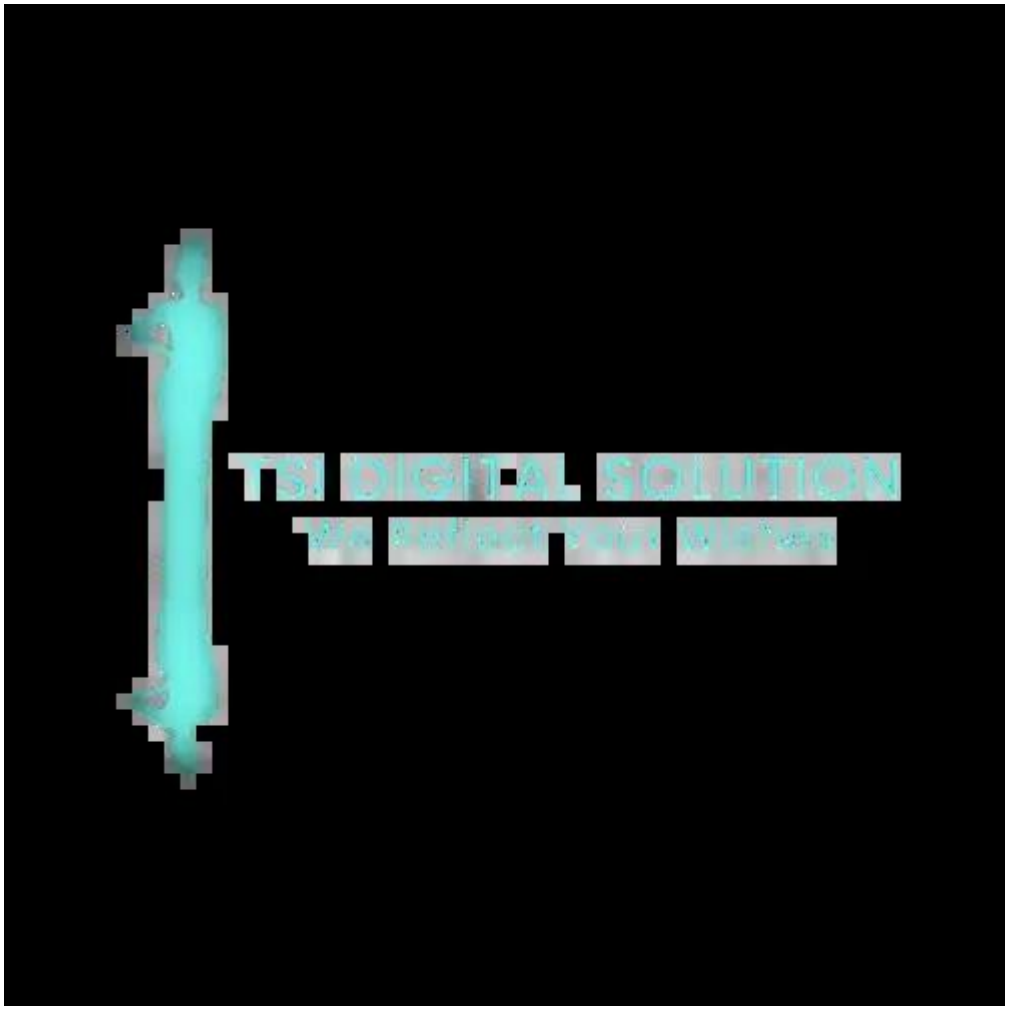
Blogs



Demo

Just ask, we are here for you

Who we are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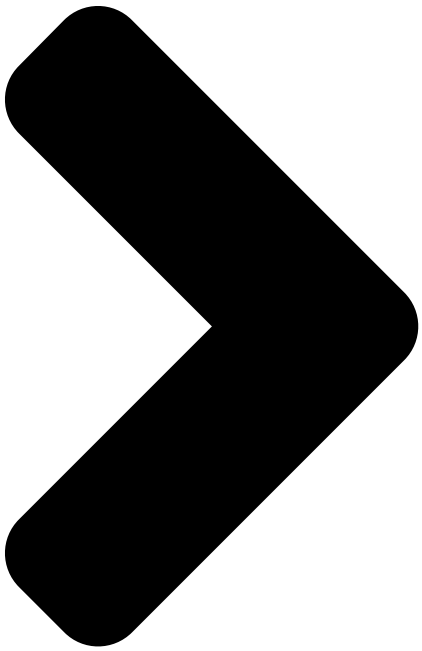

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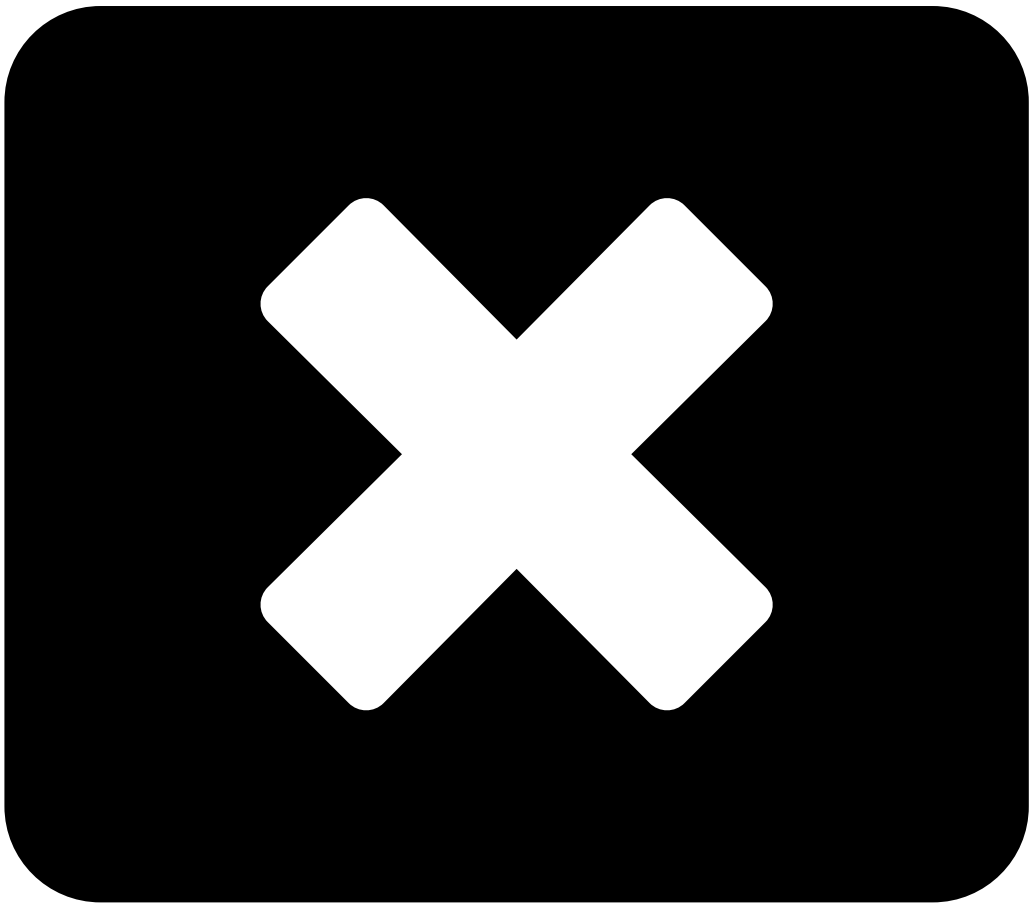

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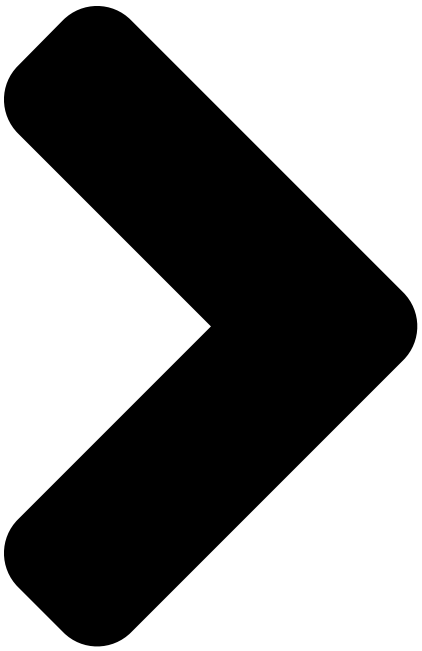

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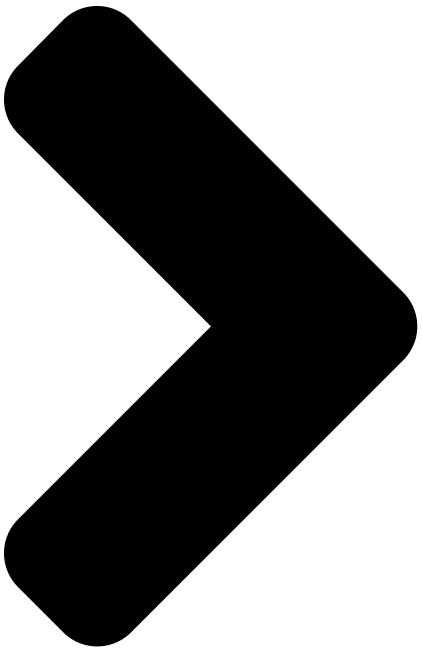

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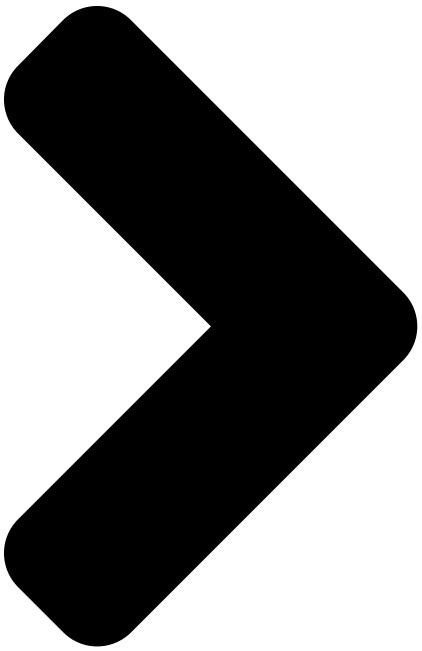

TSI Spam Blocker

Get a detailed quote

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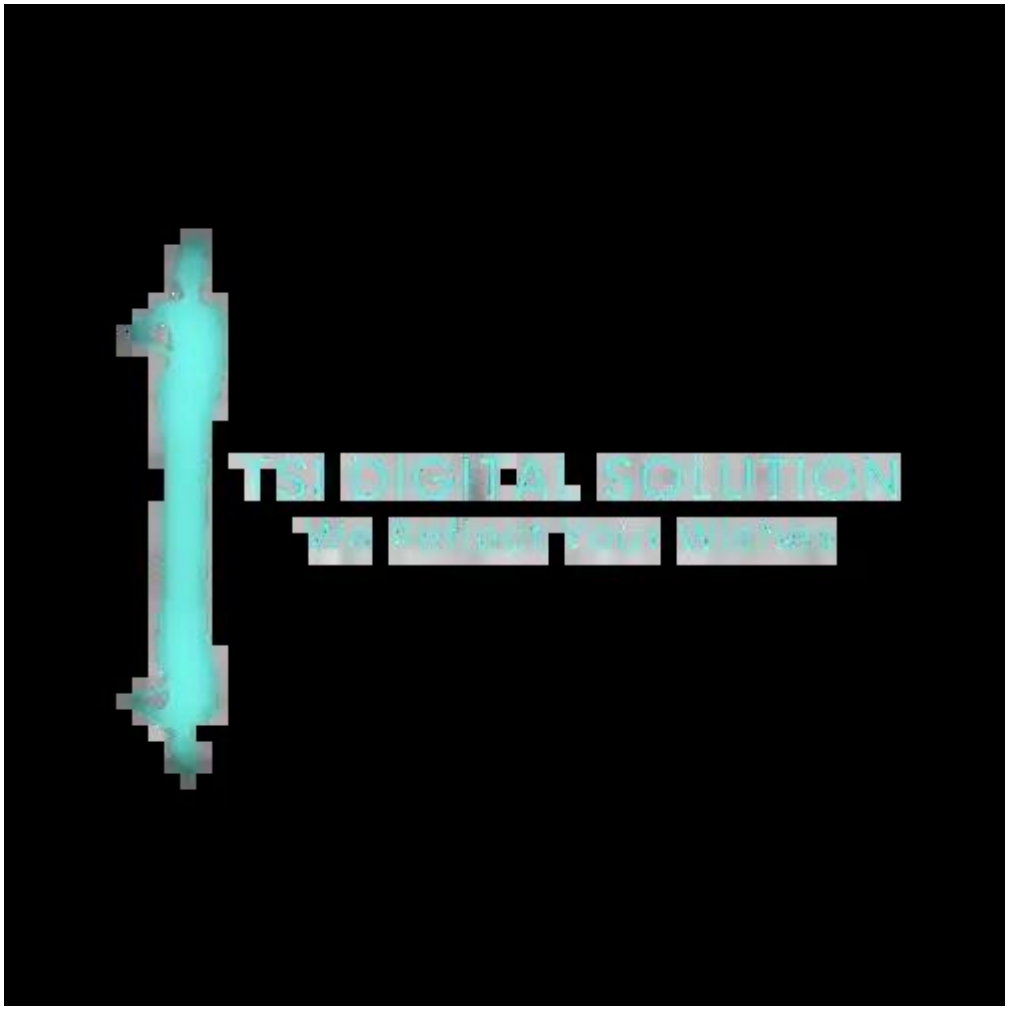
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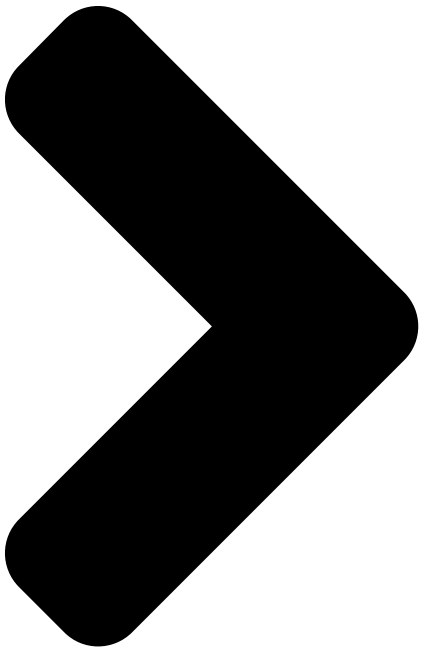

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AI-driven search optimization

Get An Online Quote

SEO is Outdated

Embrace Chatbot-Driven Search

SEO has been the backbone of online visibility for decades. Businesses have invested millions in optimizing content to rank higher on Google and Bing.

But the landscape is shifting. Fast. AI-driven chatbots like ChatGPT, Gemini, and Claude with AI-driven search optimization are rapidly replacing traditional search engines. Users no longer want to sift through multiple links, they want direct, instant answers.

If your strategy still revolves around ranking on search engines, you may already be falling behind. Here’s why the future of search belongs to chatbots—and how your business should adapt.

SEO Is Losing Its Monopoly on Search

Search engines rely on algorithms to rank websites based on keywords, backlinks, and engagement metrics. While SEO is still valuable, chatbots with AI-driven search optimization are reshaping how users interact with online information.

The Rise of AI-Powered Answers with AI-driven search optimization

Instead of showing ten different links, chatbots provide one concise, AI-generated answer. Google’s AI Overviews and ChatGPT’s browsing capabilities already filter and summarize content, making traditional SEO less critical.

- **Statistic: 45% of Gen Z users prefer TikTok and chatbots over Google for online searches (Source: Insider Intelligence, 2024).**

This means that even if your site ranks #1 on Google, users may never see it. Chatbots with AI-driven search optimization will fetch the answer from multiple sources, eliminating the need for users to visit your page.

The End of Click-Driven Traffic

SEO thrives on clicks. The more visitors, the better your rankings. But AI-driven search eliminates the need for clicks altogether.

- **Example**: Instead of searching “best marketing strategies for 2025,” a business owner might ask ChatGPT, “What’s the best way to increase sales with digital marketing?”

The AI will summarize top strategies in a conversation, pulling insights from various sources—often without crediting the original websites.

Where to Focus Instead of Traditional SEO

If search engines are losing dominance, where should businesses invest their efforts?

Conversational Content Optimization (CCO)

Forget keyword stuffing. Chatbots prioritize **contextual, high-value content** that aligns with **natural language queries**.

How to Optimize for Chatbots:

- **Write in a natural, conversational tone.** AI tools prefer human-like content over robotic keyword placement.
- **Answer questions directly.** Structure content in a way that mirrors how users ask chatbots.
- **Use long-tail queries.** Instead of “SEO strategies,” target phrases like “How can I optimize my website for AI-driven search?”

Tip: 65% of chatbot users ask **specific** questions rather than broad search terms (Source: OpenAI Research, 2024).

Focus on Thought Leadership, Not Just Keywords

AI chatbots don’t rank pages based on backlinks or metadata—they prioritize authoritative, insightful content. To stay relevant:

- **Publish original insights rather than regurgitating existing knowledge.**
- **Offer deep analysis instead of surface-level SEO-driven blogs.**
- **Use real-world examples and case studies.**

Trick: AI chatbots are more likely to reference well-researched articles with unique insights over keyword-stuffed blogs.

AI-Powered Content Distribution

Instead of relying solely on Google rankings, businesses should integrate **AI-driven content strategies**:

- Create **AI-friendly blog structures** with clearly defined sections.
- Use **voice search optimization**—many chatbot users rely on voice assistants.
- Develop **interactive content** that AI tools can cite, like video explainers and infographics.

Statistic: 71% of users prefer voice search for quick answers (Source: Statista, 2024).

Tips and Tricks for a Successful Transition

- **Optimize for Conversational Queries:** Write in a natural tone and anticipate the questions your audience may ask.
- **Invest in Chatbot Development:** A well-designed chatbot can significantly improve user satisfaction and lead conversion.
- **Monitor Social Trends:** Stay updated with emerging trends on social media platforms and adapt your content accordingly.
- **Leverage Data Analytics:** Use analytics to track how users interact with both your chatbot and social media channels, and adjust strategies in real time.
- **Experiment with Multi-Channel Integration:** Combine SEO, chatbots, and social media strategies for a comprehensive digital approach.

The Future: Chatbots Will Shape Search Behavior

AI-driven search isn’t a trend—it’s a paradigm shift. Over the next five years:

- **Search engines will evolve into AI-powered assistants.** Google and Bing are already integrating AI responses into search results.
- **AI-generated answers will reduce organic website traffic.** Traditional rankings will matter less as chatbots dominate search.
- **Brands will need to focus on AI-relevant content.** Websites won’t just be optimized for Google; they’ll be optimized for **AI-driven discovery.**

Risk: Businesses that fail to adapt will lose visibility as chatbot-driven search takes over.

Balancing Benefits with Risks

While the benefits of integrating chatbots and social media into your search strategy are clear, there are risks to consider:

- **Over-Reliance on Automation:** Excessive dependence on chatbots may lead to a loss of personal touch. Always balance automation with human interaction.

- **Data Security Issues:** As interactions move online, protecting user data becomes increasingly critical.

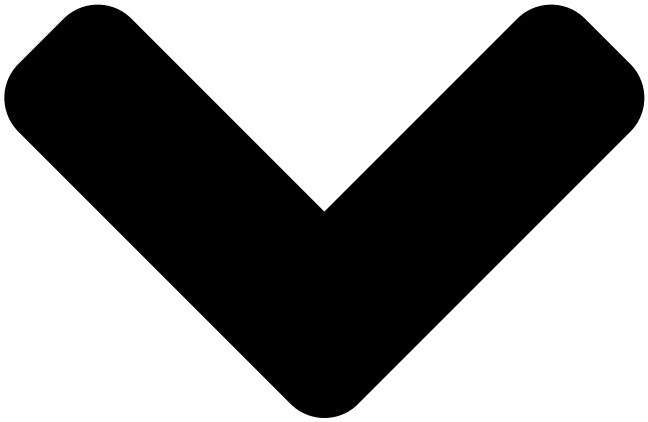
- **Rapid Technological Changes:** The fast pace of technological advancements means strategies need continuous adaptation to remain effective.

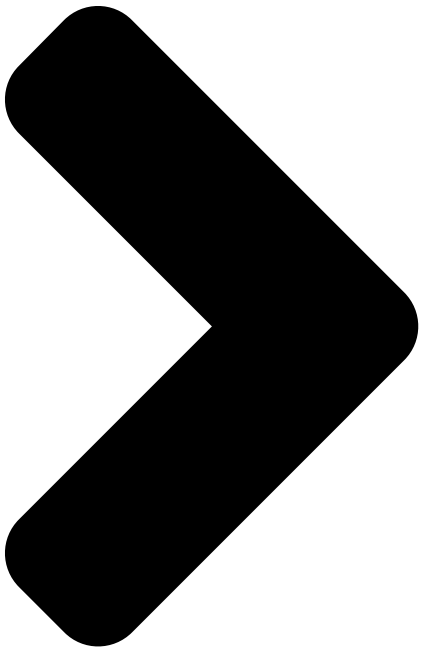
Conclusion: A New Roadmap for Digital Success

The evolution from traditional SEO to a broader focus that includes chatbots and social media marks a pivotal moment in digital marketing. While SEO isn’t dead, it’s no longer enough. Businesses need to rethink their strategies and **optimize for AI-driven search behavior**. The future isn’t about ranking #1 on Google, it’s about being the **source AI chatbots trust the most.** For clients of TSI Digital Solution, this transition offers a golden opportunity to engage users in more interactive, personalized, and efficient ways. By diversifying your digital strategy and embracing these emerging channels, you not only stay relevant but also pave the way for innovative, future-proof marketing tactics.

Frequently Asked Questions (FAQ)

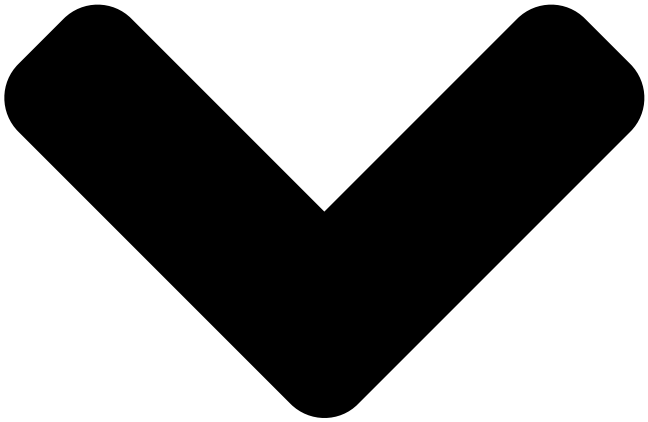
Is SEO completely dead now?

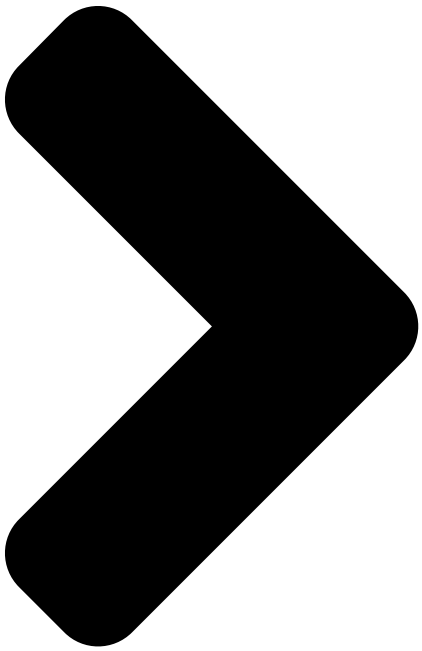




No, “SEO is still valuable,” but its monopoly is ending. The core argument is that focusing *only* on traditional, click-driven SEO is falling behind as AI chatbots that provide direct answers reshape how people find information.

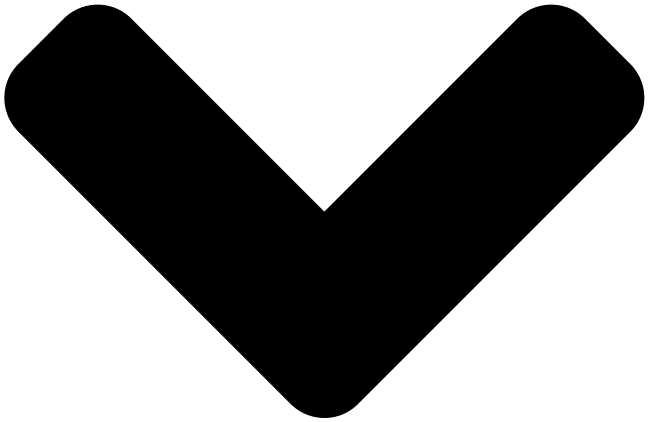
Why is click-driven traffic from SEO declining?

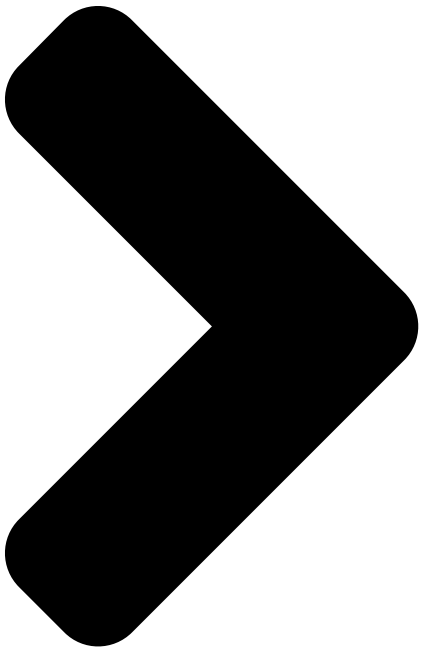




Chatbots with AI-driven search optimization summarize answers from multiple sources directly in the conversation. This means users often get the information they need without ever clicking through to the original website, even if it ranks #1 on Google.

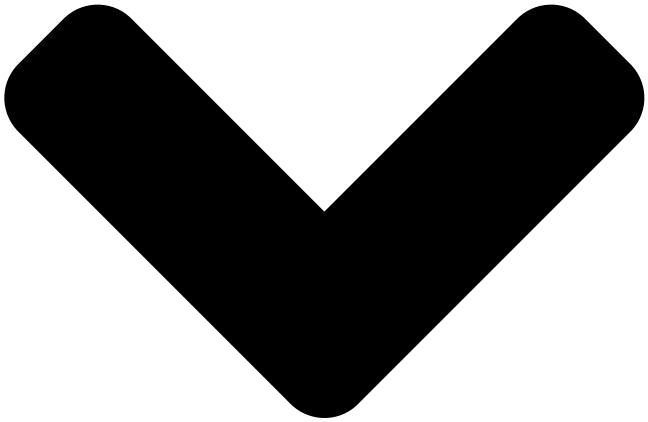
What is Conversational Content Optimization (CCO)?

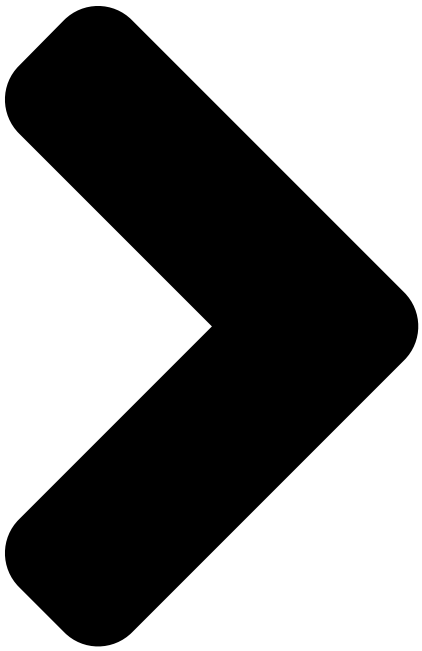




CCO is the suggested focus instead of traditional SEO. It involves optimizing content for natural language queries by writing conversationally, answering questions directly, and using long-tail phrases that mimic how users ask chatbots.

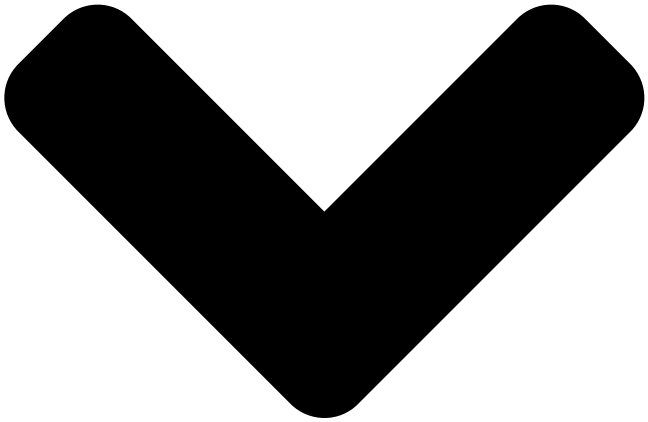
Why is thought leadership more important for chatbots?

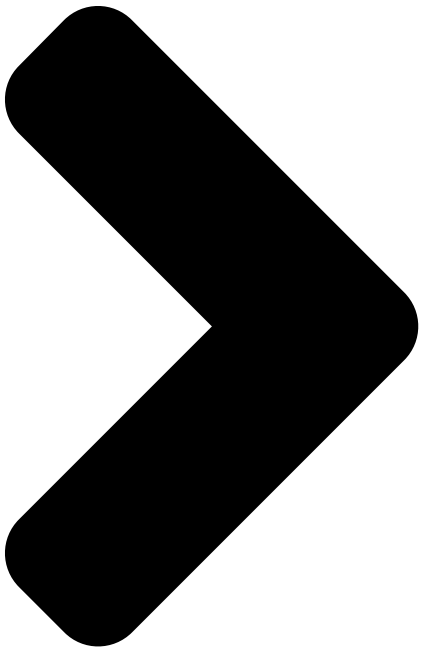




AI chatbots prioritize authoritative, insightful content. They are more likely to reference and summarize well-researched articles with unique insights and real-world examples over surface-level, keyword-stuffed blogs that lack original analysis.

What is the biggest risk for businesses?





Businesses failing to adapt their content strategy for AI-driven discovery risk losing visibility. As chatbots dominate search behavior, brands need to be the source AI trusts, not just the one that ranks for keywords.

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Reach Out to Us

Ready to future-proof your digital strategy?

Embrace the shift from traditional SEO to AI-driven search with TSI Digital Solution. Let us help you optimize your content for chatbot discovery and secure your competitive edge.

Contact TSI Digital Solution today!

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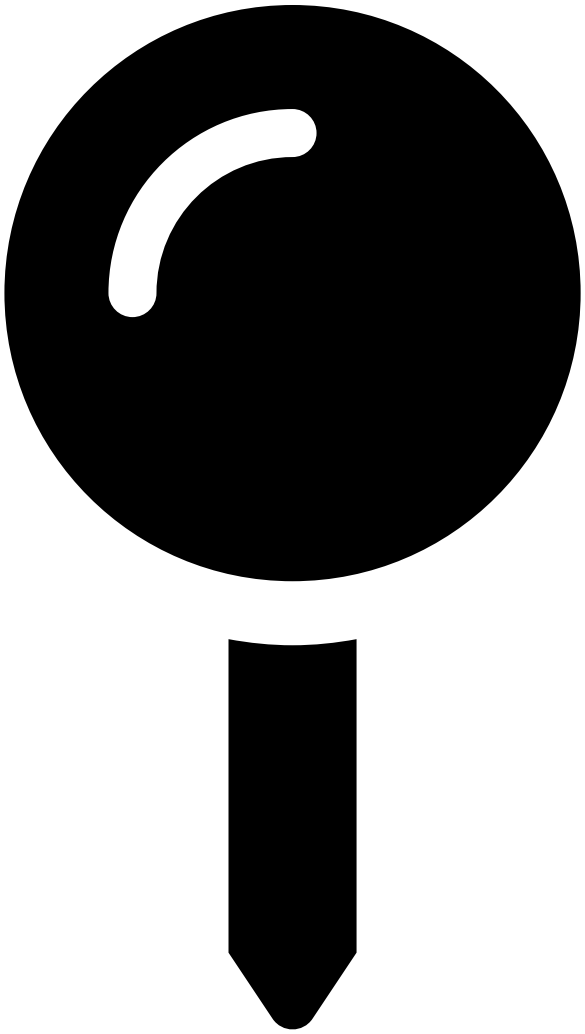

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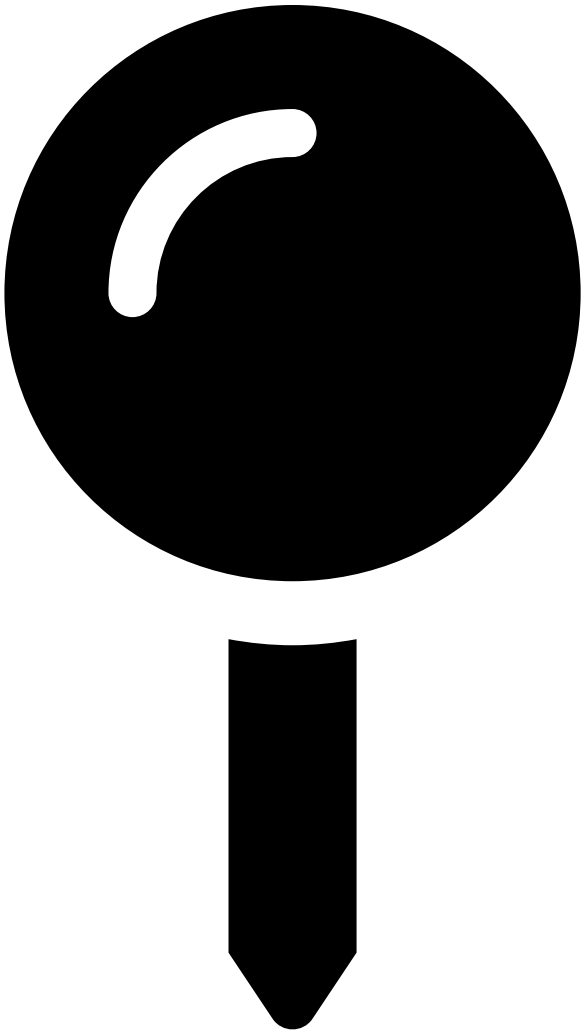

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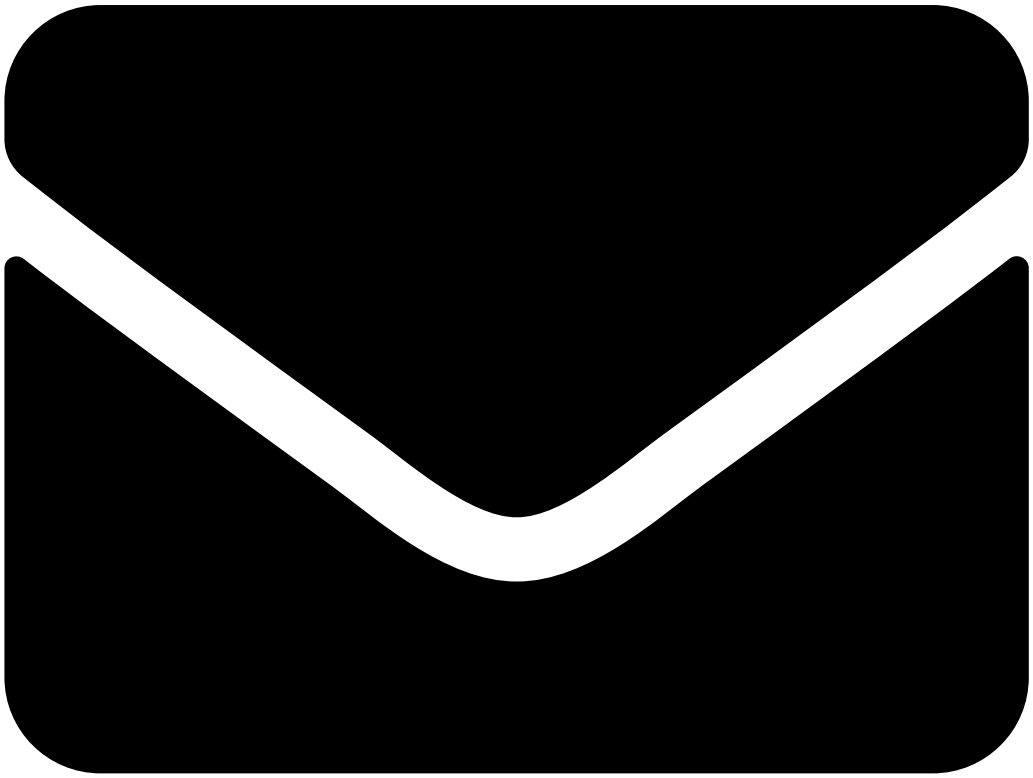

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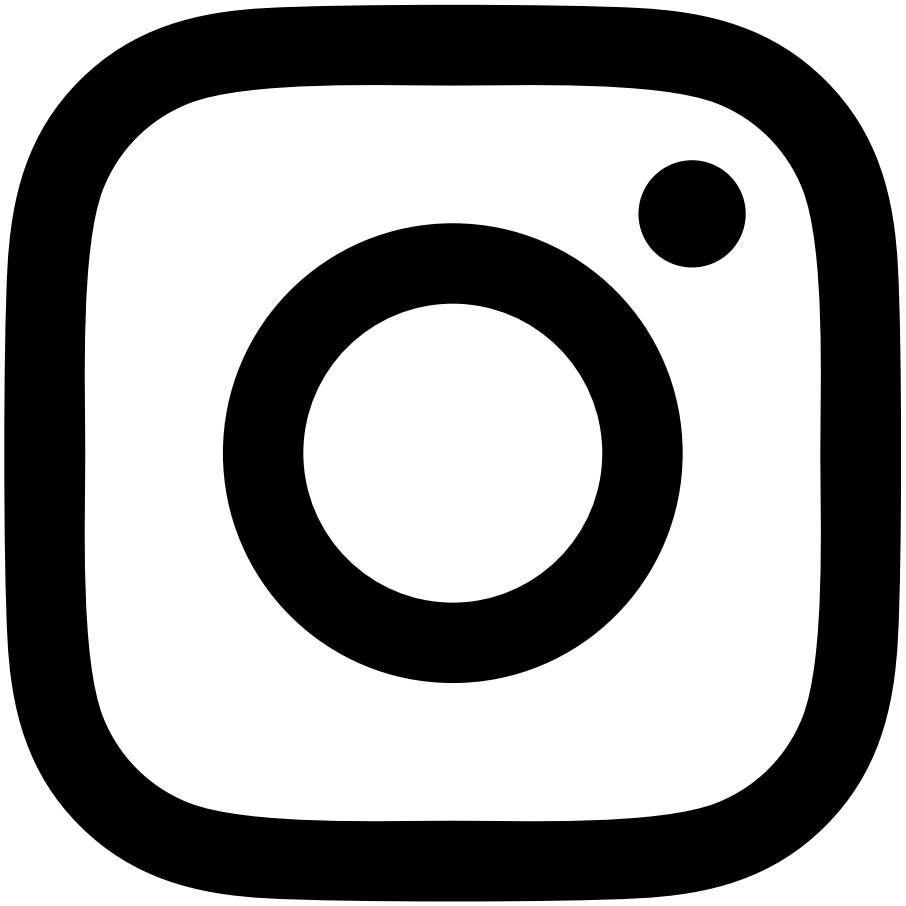

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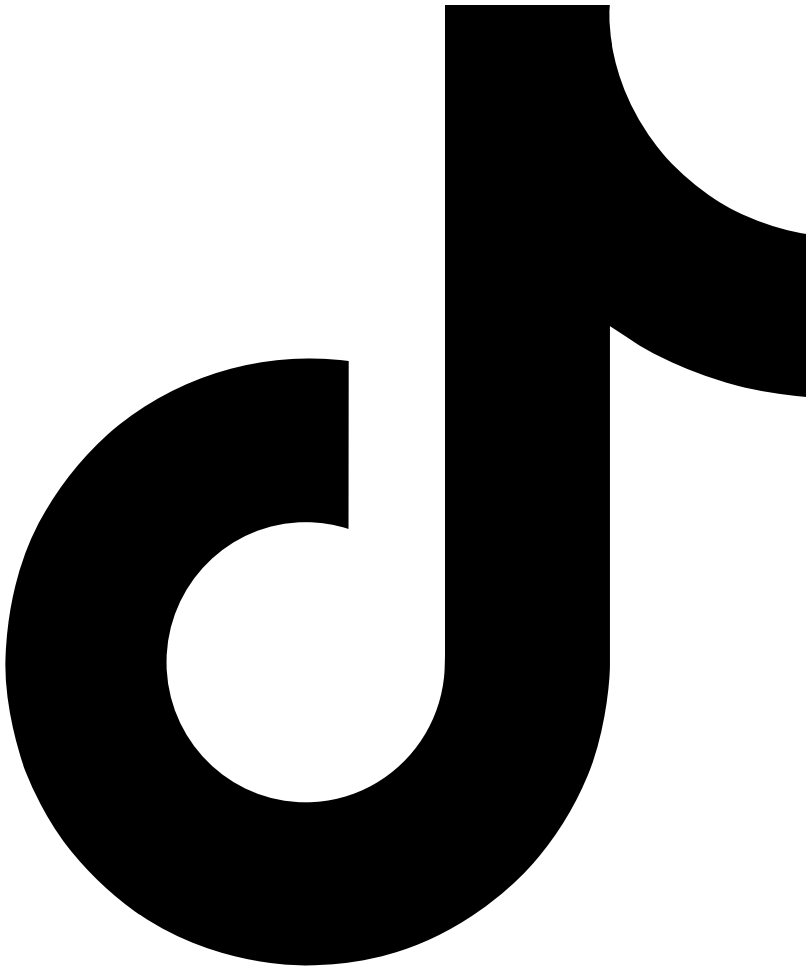

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