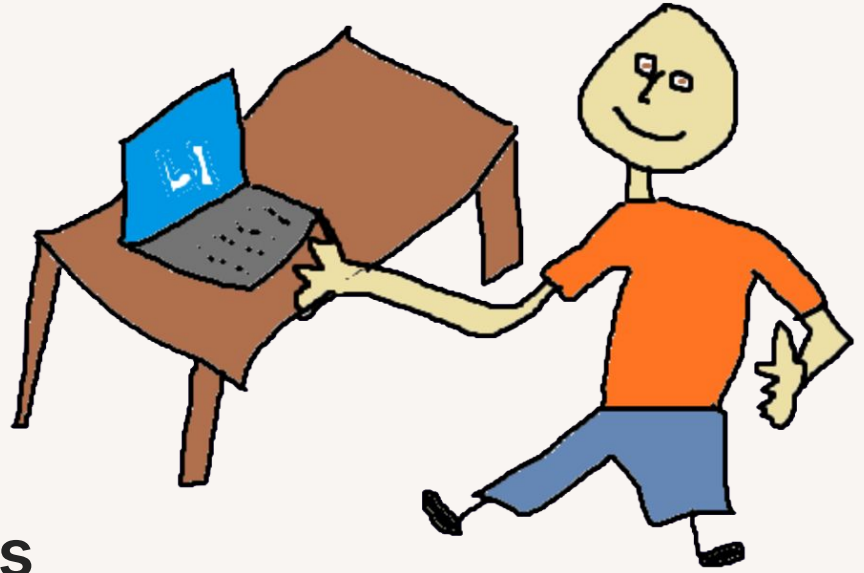


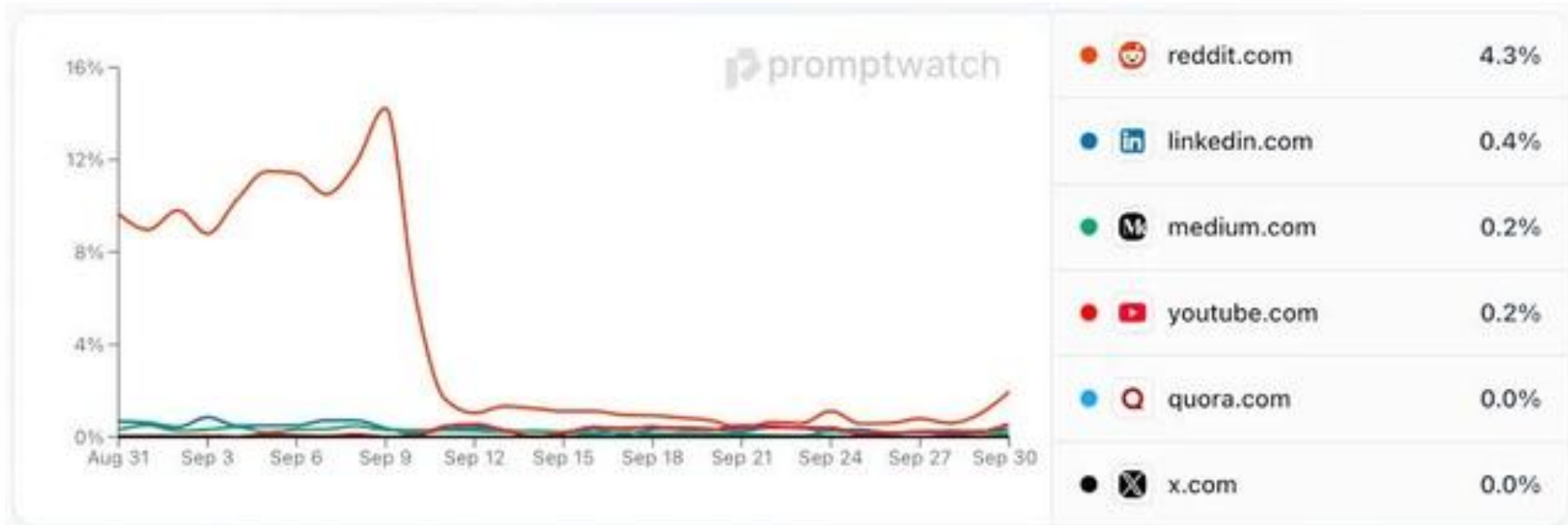
# Hi, I'm Mark!

- I have a little AI fatigue
- SEO for over 20 years
- I'm good at breaking things

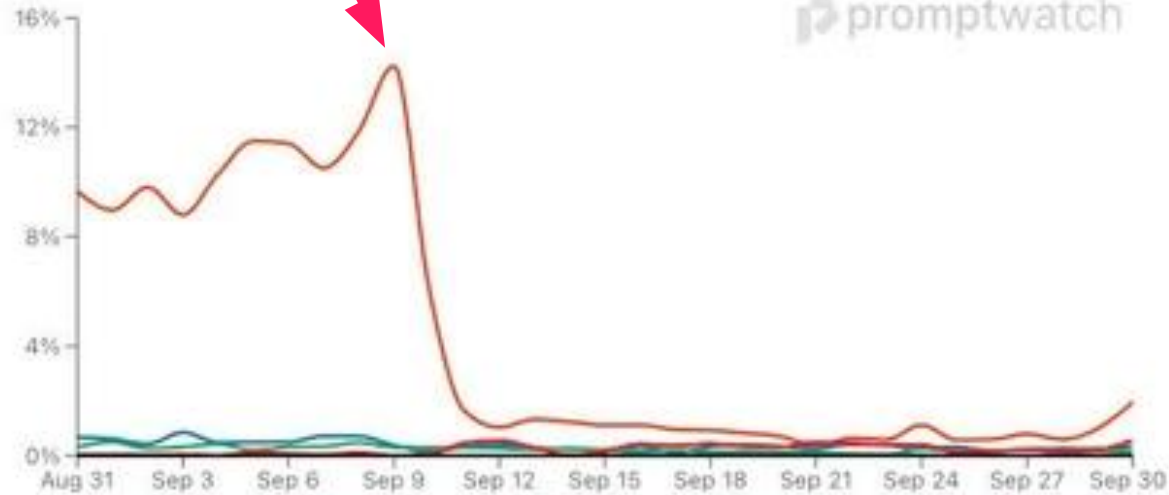







mspaint.exe original

# ChatGPT citations from 10% to 2%

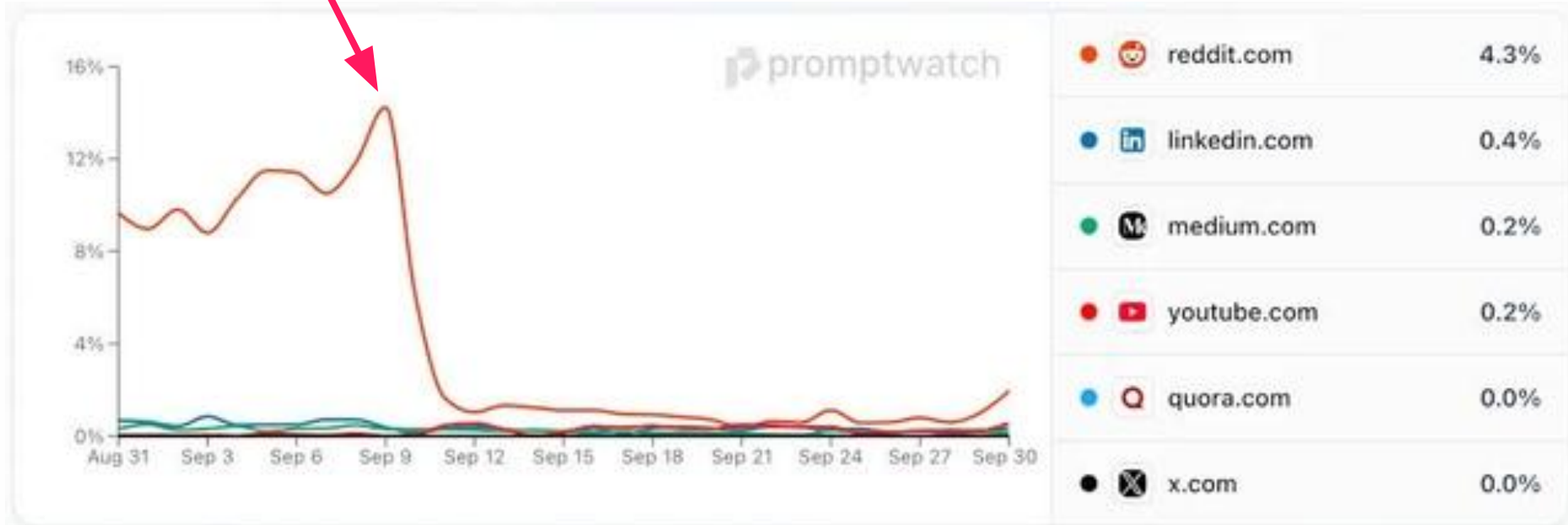


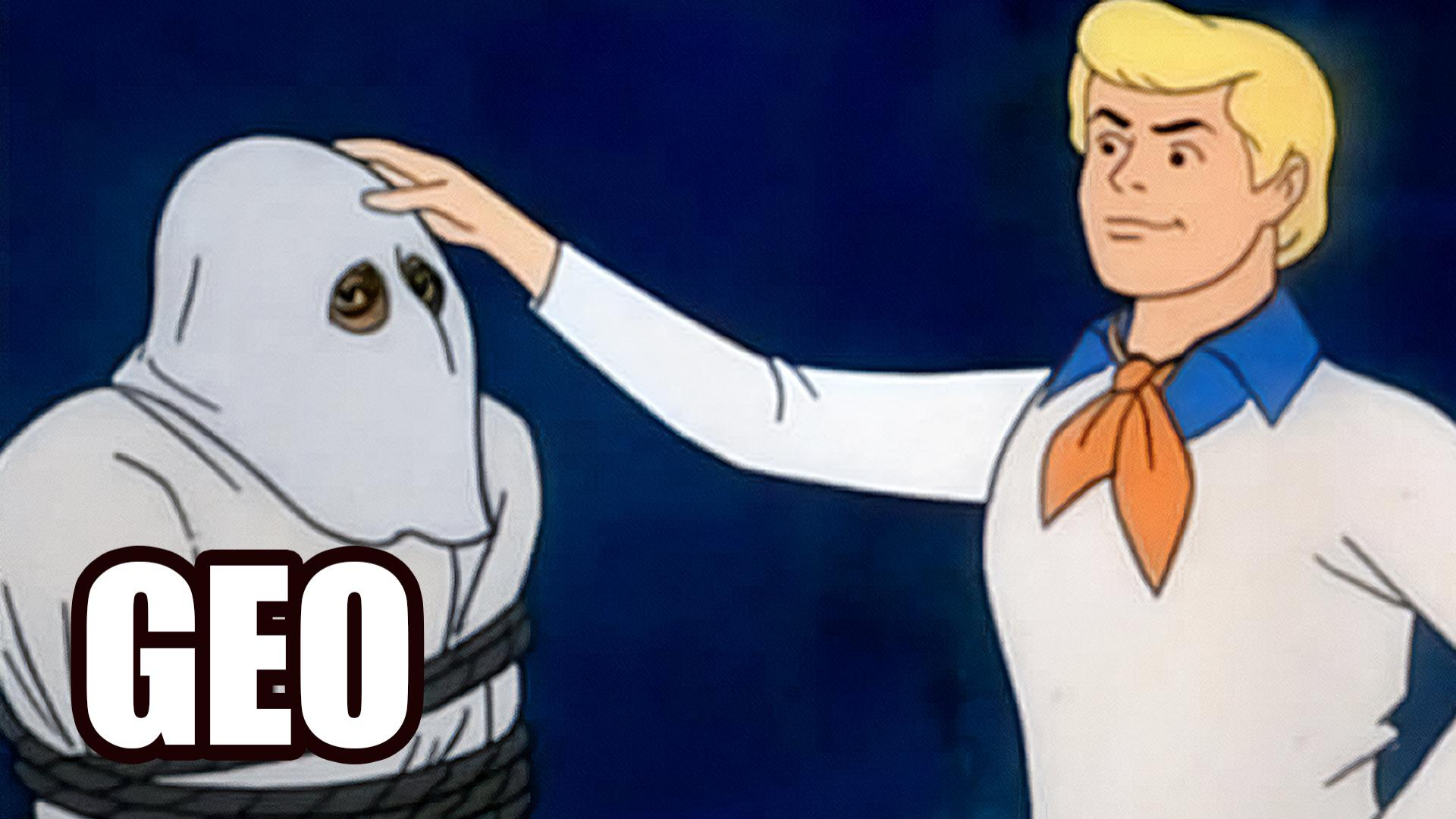
# 10th September



	reddit.com	4.3%
	linkedin.com	0.4%
	medium.com	0.2%
	youtube.com	0.2%
	quora.com	0.0%
	x.com	0.0%

# 10th September (num=100 removed by Google)





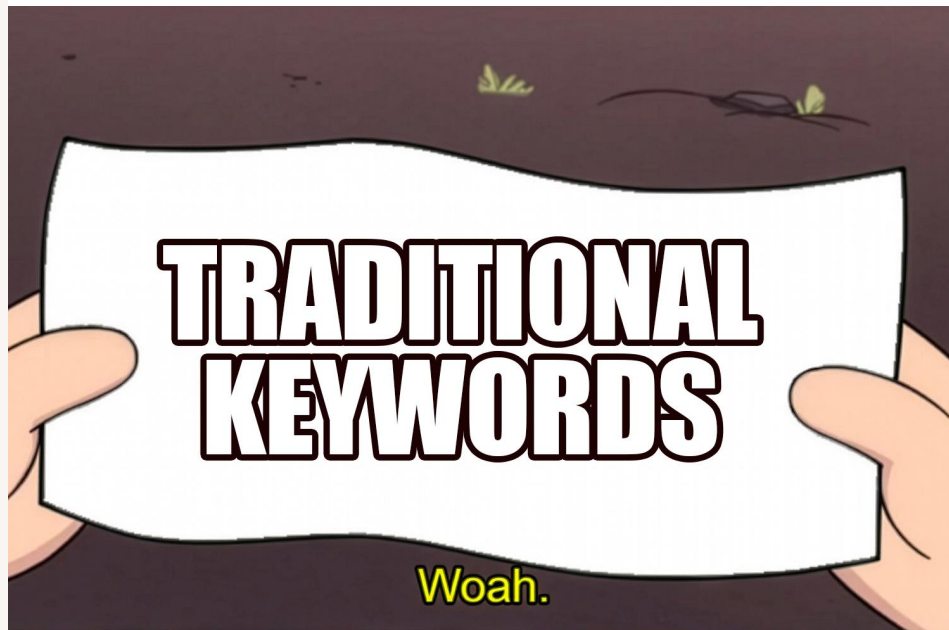
**GEO**



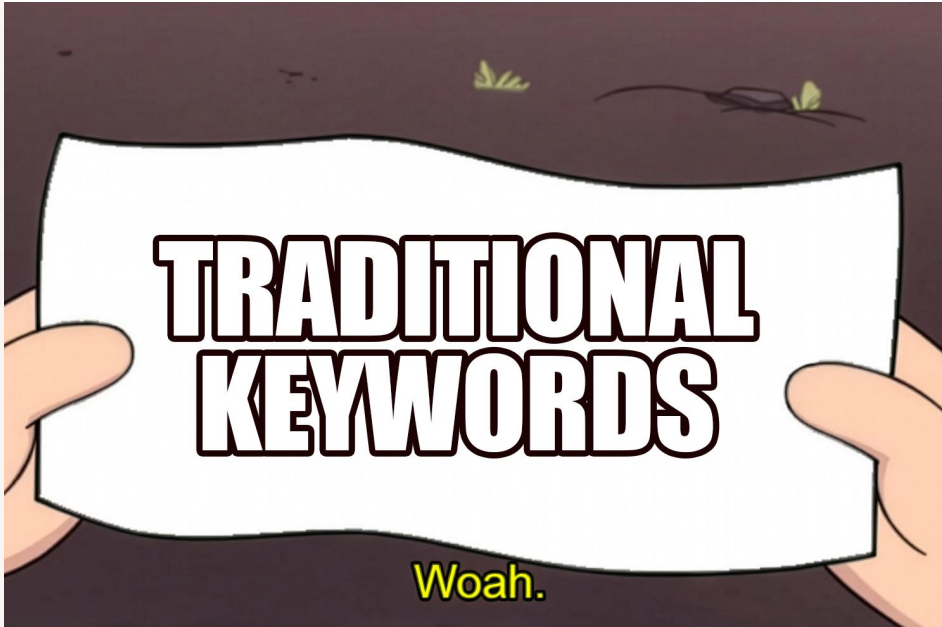
**SEO**



# Problems we are going to tackle:



# Personalisation



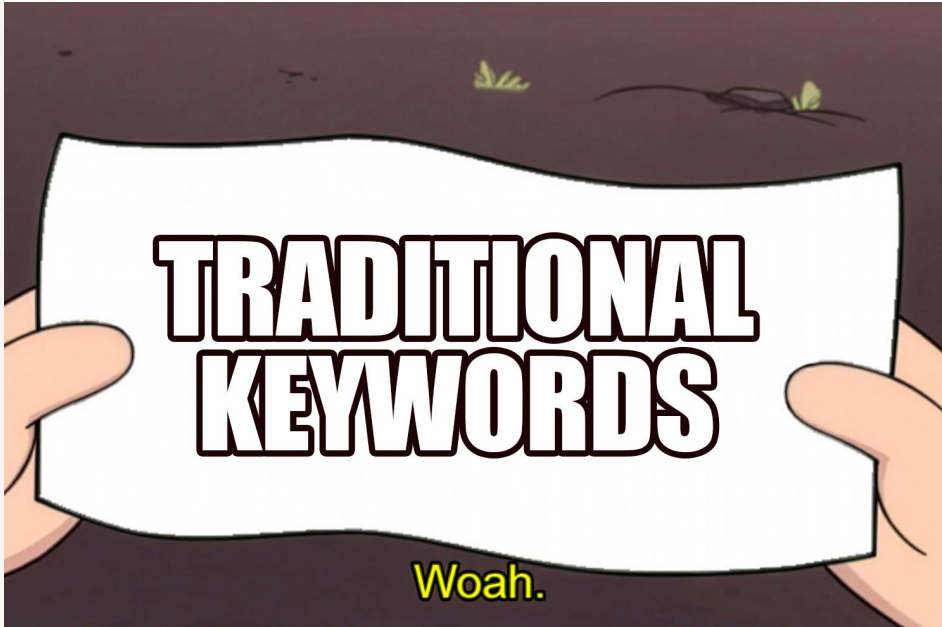
**TRADITIONAL  
KEYWORDS**

Woah.





# Ongoing conversations



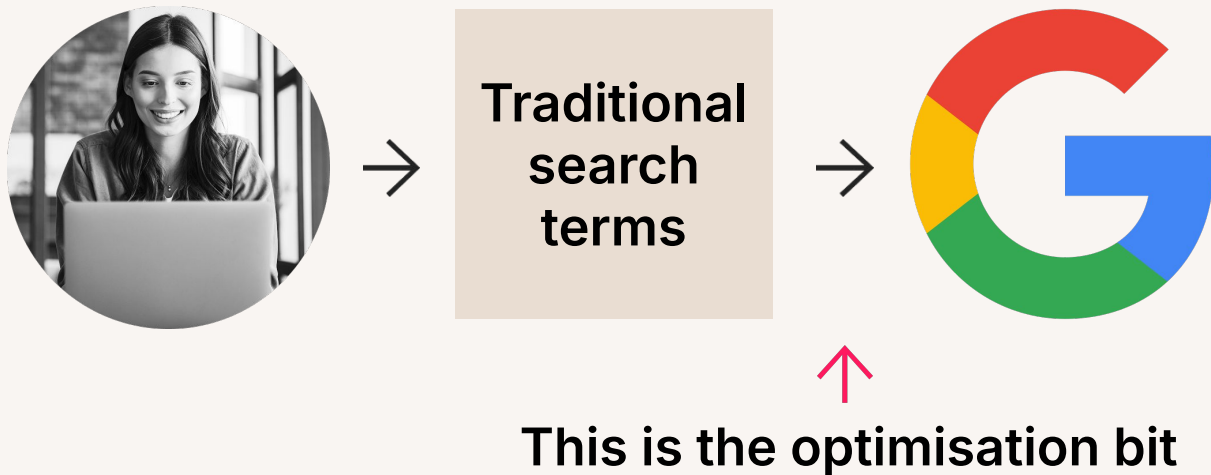
# Traditional search model



**Traditional  
search  
terms**



# Traditional search model

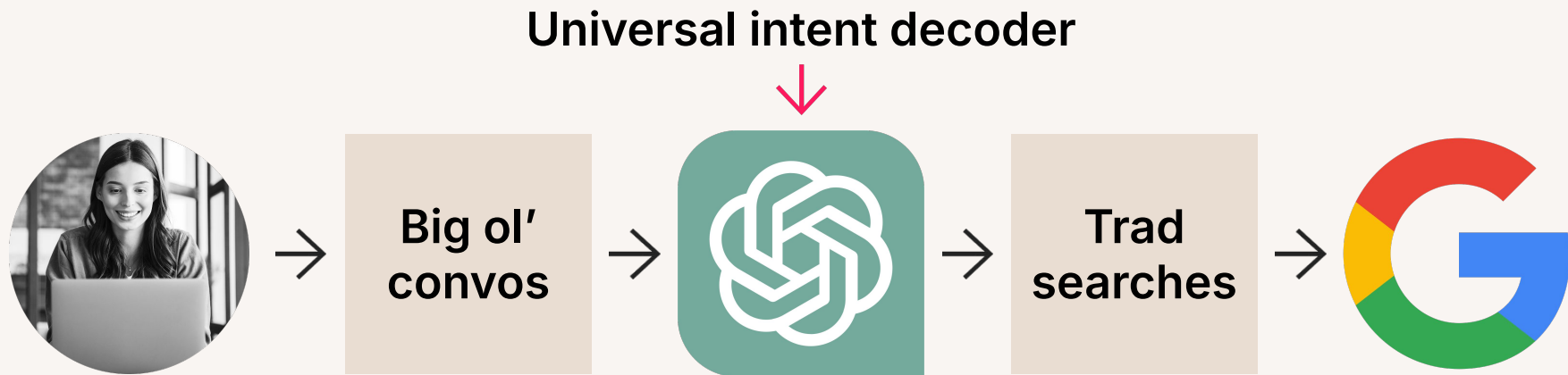


# AI-powered searches

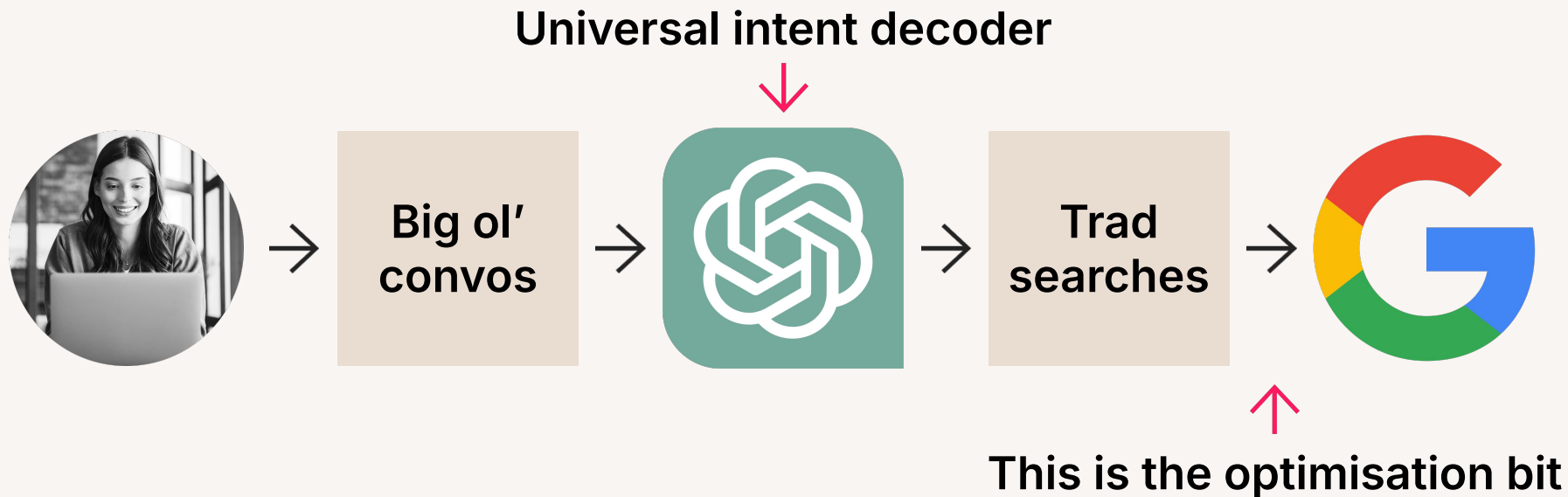




# AI-powered searches

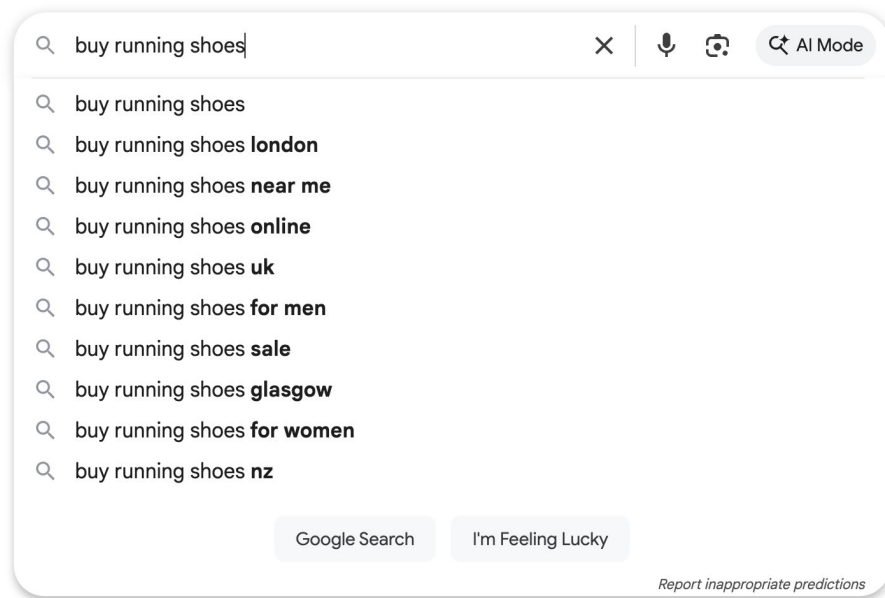


# AI-powered searches



# This is our starting point

Traditional  
keywords

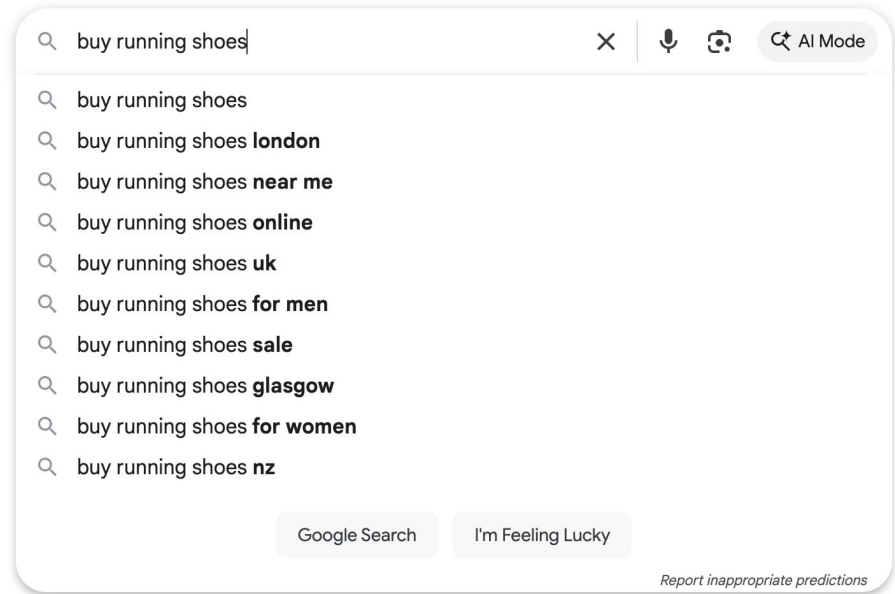


# Personalisation context

Traditional  
keywords



Personalisation  
context





I'm vegan, can you give me some recipes?

Of course! Here are a few vegan recipes you might enjoy — they're simple, tasty, and full of variety:

### **1. Creamy Coconut Chickpea Curry**

Sauté onions, garlic, and ginger in a bit of oil. Add curry powder, cumin, and turmeric, then stir in canned tomatoes and coconut milk. Add chickpeas and simmer until thickened. Serve with rice and fresh coriander.

### **2. Lentil Bolognese**

Cook onions, carrots, and celery until soft, then add garlic and herbs (oregano,

Can you recommend some running shoes?

Great question — there are **vegan running shoes** out there, and the selection is improving all the time. First, let me walk you through what to look for, then I'll show you some solid vegan (or vegan-friendly) options. If you tell me your budget, running surface (road/trail/mixed), and running style (neutral / stability / pronation issues), I can narrow it further.

---

## ✅ What to Look for in Vegan Running Shoes

Here are key features to check:

# Personalisation context

Traditional  
keywords



Personalisation  
context

LLM Prompt

# Personalisation context

Traditional  
keywords



Personalisation  
context

LLM Prompt

- If I was [Persona]



# Personalisation context

Traditional  
keywords



Personalisation  
context

LLM Prompt

- If I was [Persona]
- Trying to find [keywords]

# Personalisation context

Traditional  
keywords



Personalisation  
context

LLM Prompt

- If I was [Persona]
- Trying to find [keywords]
- What might I ask?

# Personalisation context

"What are the best running shoes for a beginner in the UK?"

"Which vegan running shoes are good for middle-aged men just starting to run?"

"What should I look for when choosing my first pair of running shoes as a beginner?"

"Where can I buy vegan running shoes online in the UK?"

"Can you recommend online UK stores that sell beginner-friendly running shoes with easy returns?"

# Personalisation context



Reddit · r/vegan

40+ comments · 1 year ago ⋮

## [What are some good vegan running shoes I can buy?](#)

I've been recommended brands like Asics, Brooks, New Balance and Mizunos by my podiatrist.

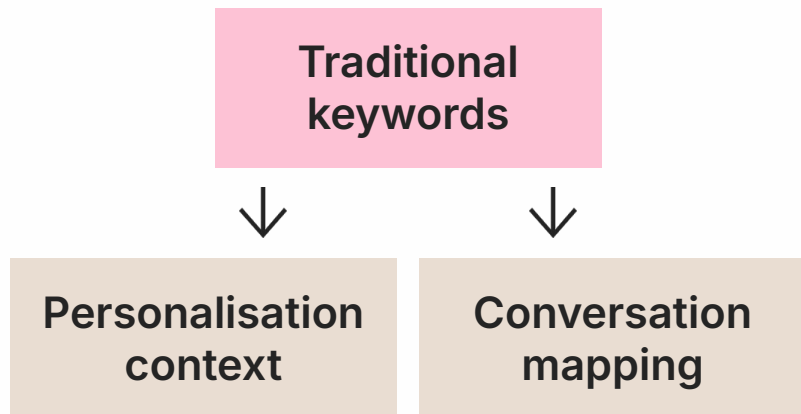
[43 answers](#) · Top answer: Brooks has stated outright all their shoes are made with no animals products...

[Recommendations for cheap but decent \*\*vegan\*\* ...](#) 11 answers 16 Mar 2022

[Any suggestions for \*\*vegan\*\* trail-running shoes? - Reddit](#) 39 answers 12 Dec 2021

[More results from \[www.reddit.com\]\(http://www.reddit.com\)](#)

# Conversation mapping

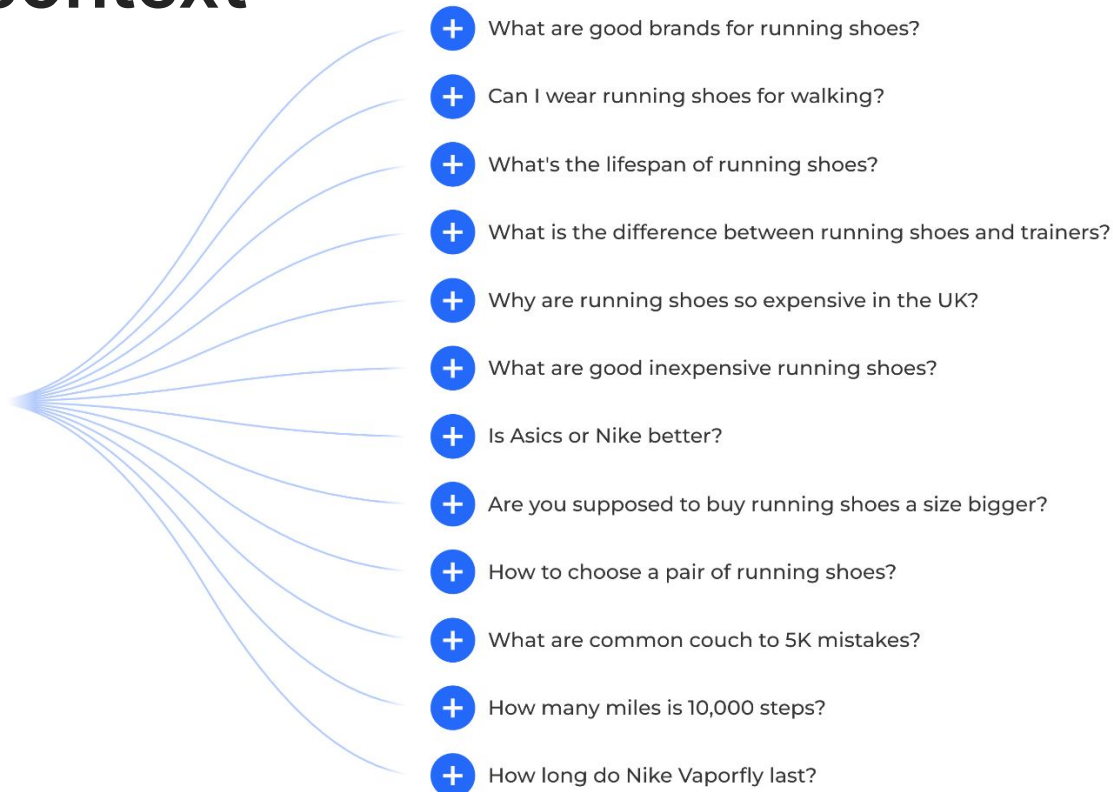


**Where is this  
conversation  
going?**



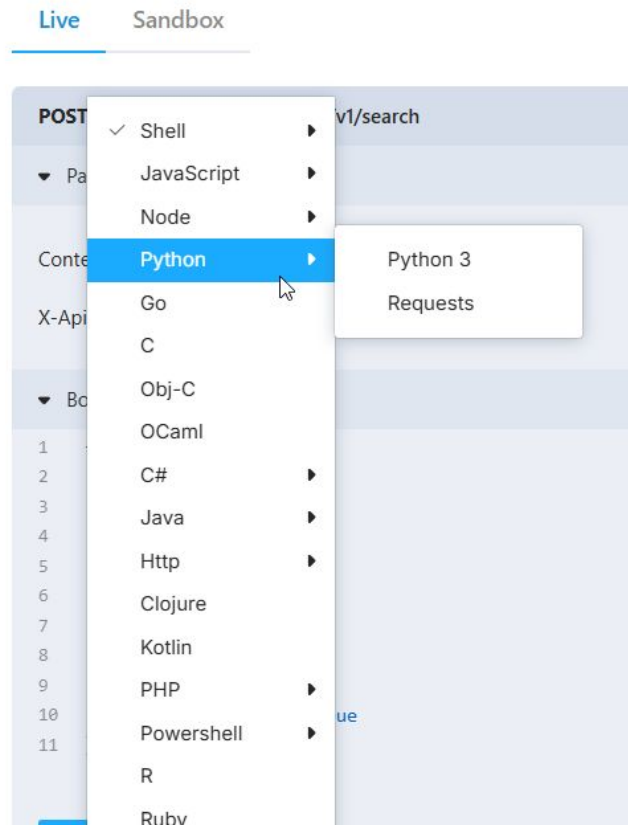
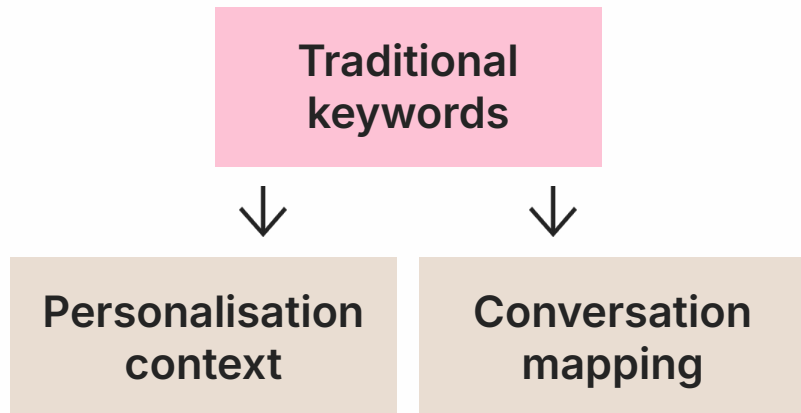
# Personalisation context

How much should I spend on running shoes in the UK?

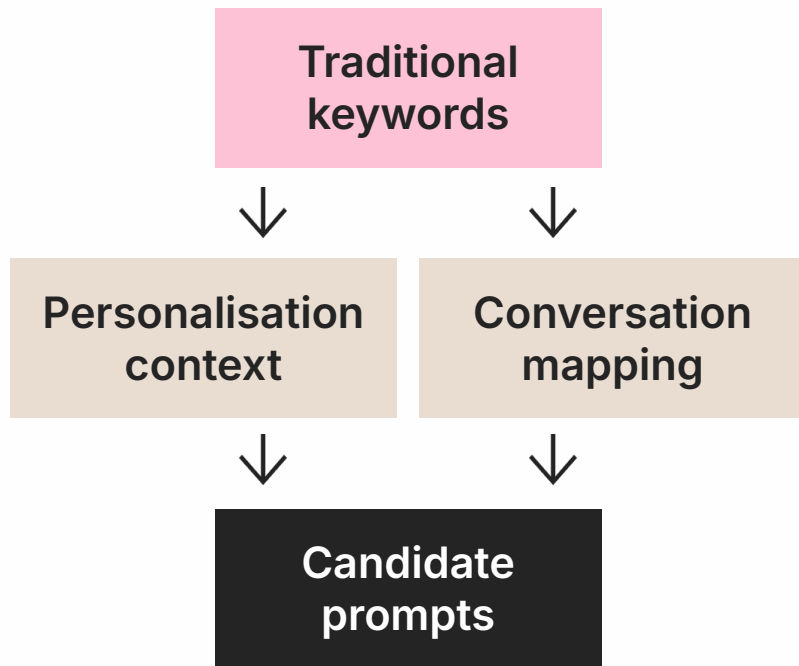


AlsoAsked

# Personalisation context

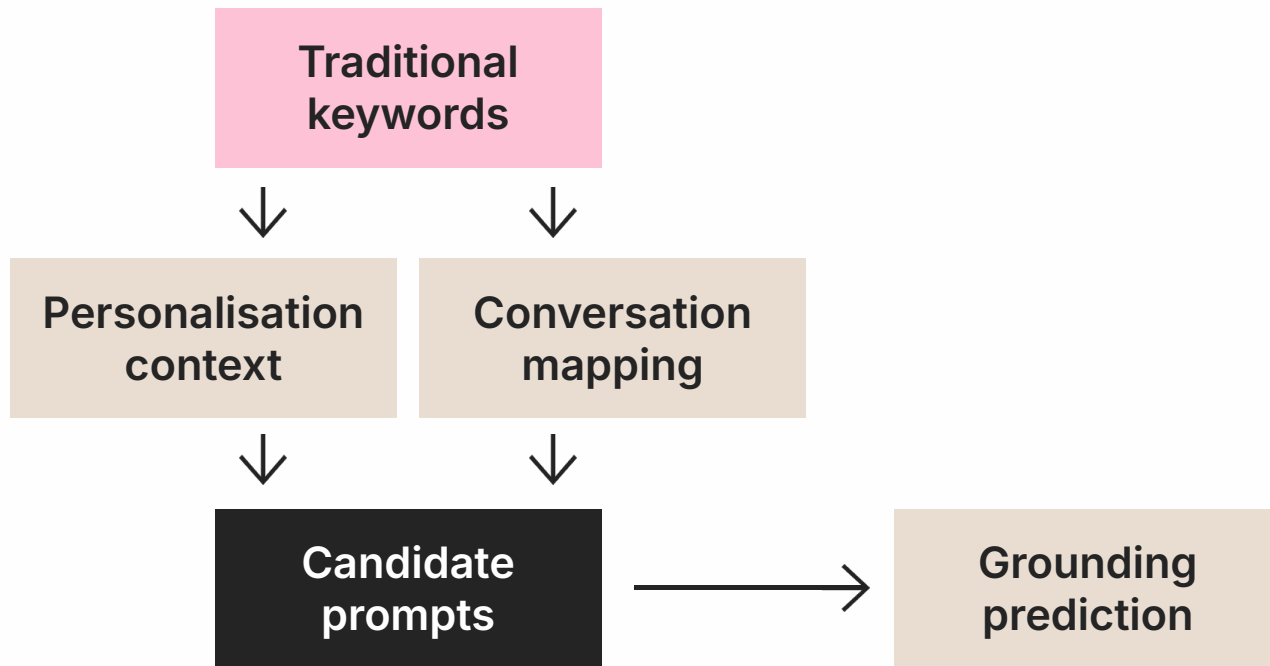


# Now we have candidate prompts!

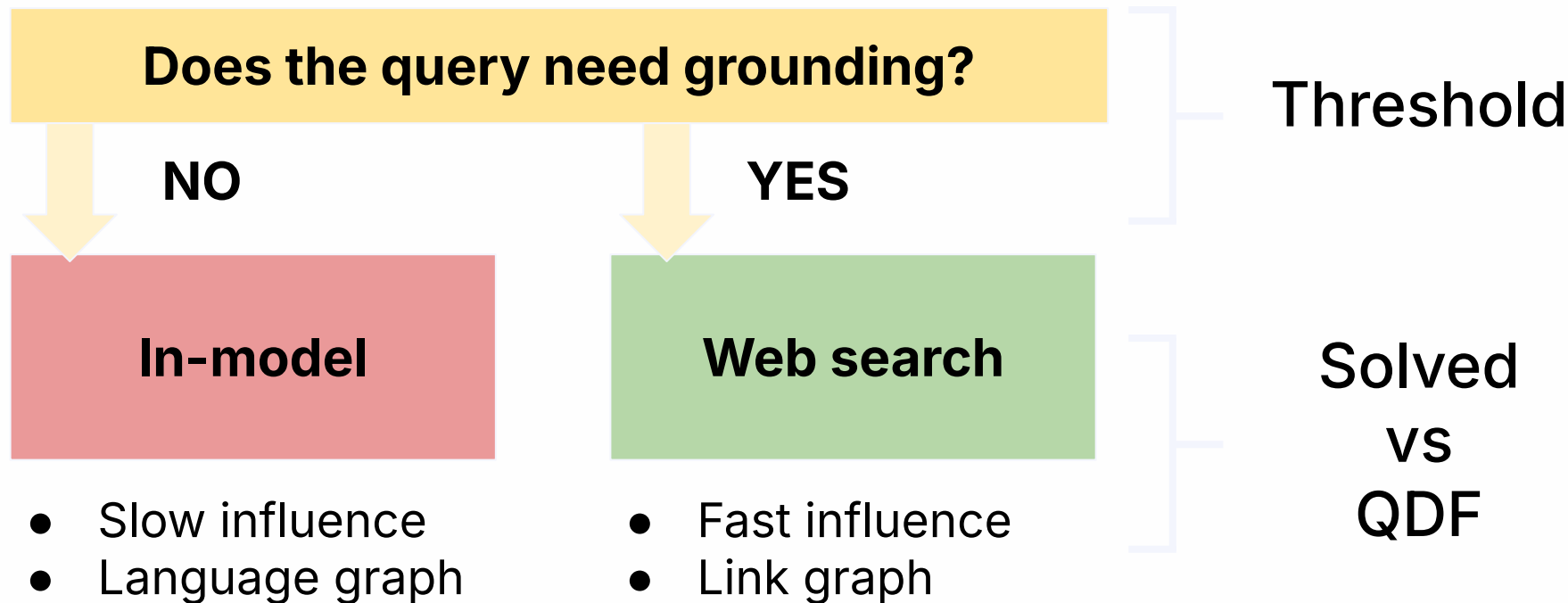


1	how much should i spend on running shoes
2	What is a good price for a running shoe?
3	How much should a beginner spend on running shoes?
4	Why are good running shoes so expensive?
5	What is the average price to spend on shoes?
6	How to choose running shoes in the UK?
7	How much should a running shoe last?
8	What is the fastest shoe for 5K?
9	What shoes do marathon runners wear?
10	How much are beginner running shoes?
11	Is Nike Pegasus good for running?
12	What is the best running shoe for the price?
13	What are the best running shoes for beginners?
14	What to consider when buying running trainers?
15	What's the average cost of running shoes?
16	How much should a beginner spend on running shoes?
17	Why are Nike running shoes so expensive?
18	What is the best running shoe brand?

# Grounding prediction



# Grounding prediction



# Grounding prediction

Does the query need grounding?

↓ NO

**In-model**

- Slow influence
- Language graph

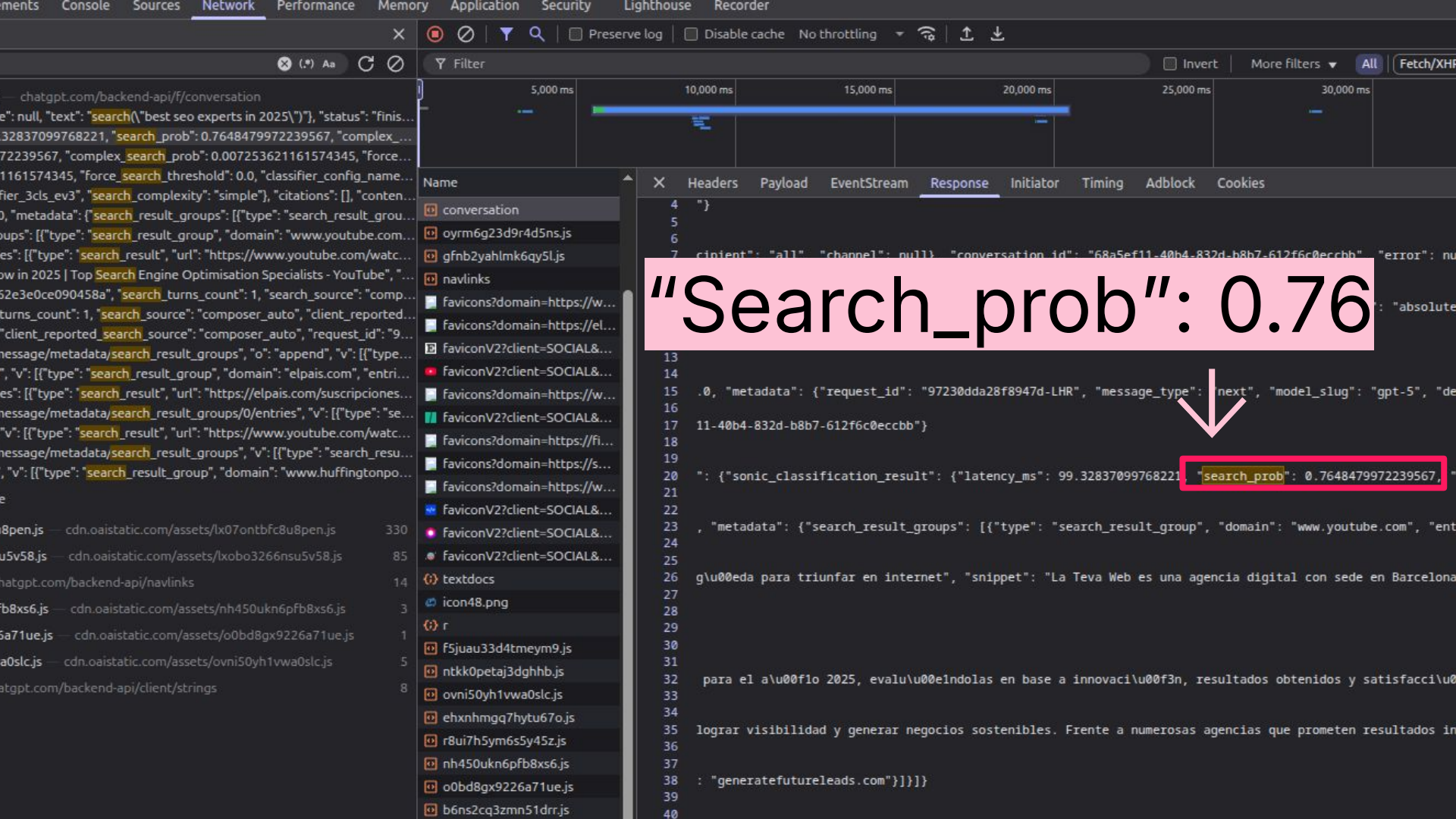
↓ YES

**Web search**

- Fast influence
- Link graph

Threshold

Solved vs QDF





# Grounding prediction (OpenAI)

**Dan Petrovic**

linkedin.com/in/seoguy



## OpenAI Grounding Classifier

Single Query [Bulk Classify](#)

Enter multiple queries, one per line:

what do red blood cells do?  
what happened in the news today?

Classify All

### Results

Query	Classification	Grounding %	No Grounding %
what do red blood cells do?	No	0%	100%
what happened in the news today?	Yes	99%	0%

Total Queries

2

Grounded

1 (50%)

<https://grounding.dejan.ai/>

candour

# Grounding prediction (Gemini)

## QDG Classifier

Built by [Dejan AI](#)

Google's AI models can request grounding with search to deliver more accurate or up-to-date answers. This tool predicts whether a search query, question, or prompt is likely to be grounded.

Enter one search query, question, or prompt per line:

what do red blood cells do?  
what happeneed in the news today?

Classify

📄 Prompt	📄 Grounding	Confidence
what do red blood cells do?	No	<div><div></div></div> 0.9877
what happeneed in the news today?	Yes	<div><div></div></div> 0.9941

<https://dejan.ai/tools/qdg/>

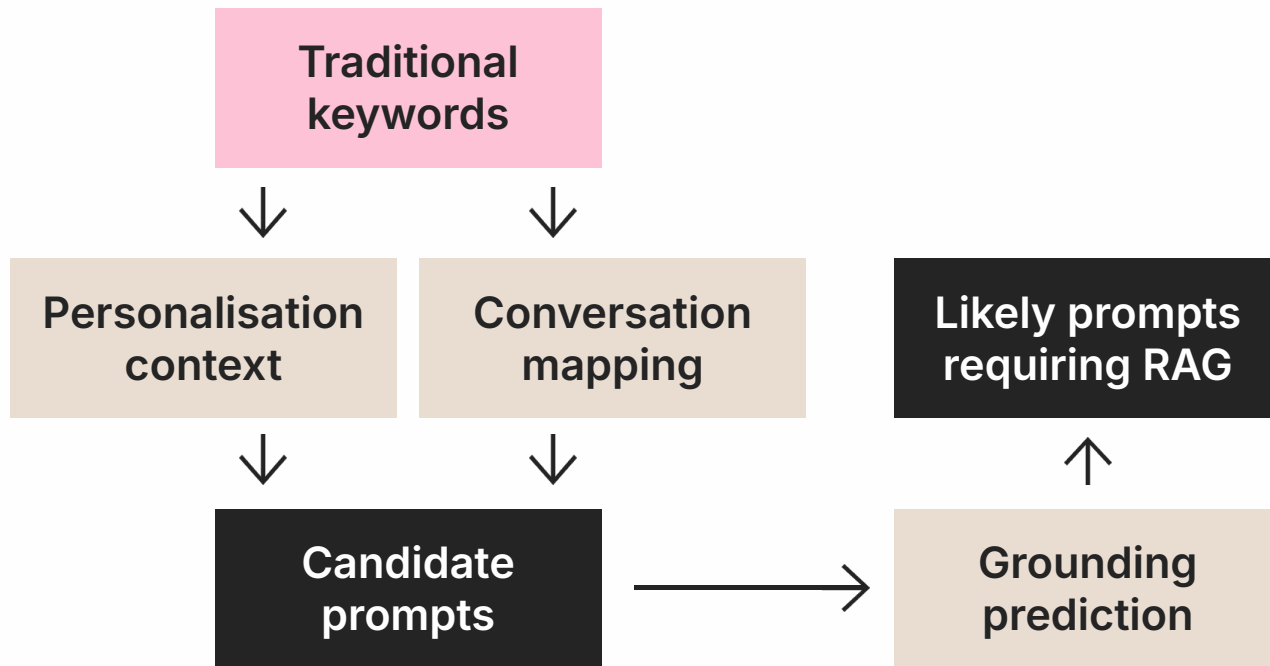
# Grounding prediction (Gemini)

The screenshot shows the Hugging Face repository page for 'dejanseo/query-grounding'. The repository is categorized under Text Classification, Safetensors, English, deberta-v2, grounding, retrieval, LLM-enhancement, and DejanAI. It has a license of link-attribution. The page displays the 'Files and versions' tab, showing a list of files and their commit history. The files include .gitattributes, README.md, added\_tokens.json, app.py, config.json, model.safetensors, special\_tokens\_map.json, spm.model, tokenizer.json, tokenizer\_config.json, and training\_args.bin. Each file entry shows its size, download link, and the commit it was added in (all from 5 months ago).

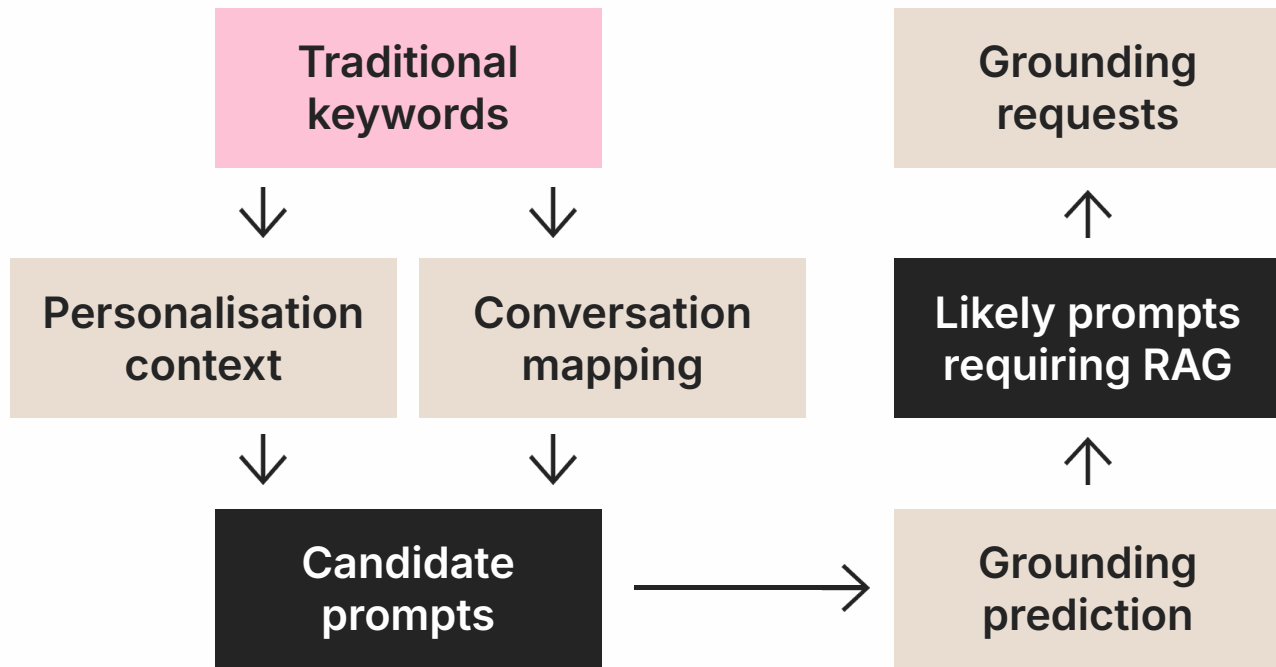
File Name	Size	Download Link	Commit	Time
dejanseo Update README.md	855ce64	VERIFIED		5 months ago
.gitattributes	1.52 kB	↓	initial commit	5 months ago
README.md	2.61 kB	↓	Update README.md	5 months ago
added_tokens.json	26 Bytes	↓	Upload 9 files	5 months ago
app.py	1.6 kB	↓	Upload 9 files	5 months ago
config.json	937 Bytes	↓	Upload 9 files	5 months ago
model.safetensors	1.74 GB	⚡ xet ↓	Upload 9 files	5 months ago
special_tokens_map.json	301 Bytes	↓	Upload 9 files	5 months ago
spm.model	2.46 MB	⚡ xet ↓	Upload 9 files	5 months ago
tokenizer.json	8.66 MB	↓	Upload 9 files	5 months ago
tokenizer_config.json	1.37 kB	↓	Upload 9 files	5 months ago
training_args.bin	5.3 kB	⚡ xet ↓	Upload 9 files	5 months ago

<https://huggingface.co/dejanseo/query-grounding>

# Now we have prompts requiring RAG!



# Grounding requests



The image shows a screenshot of the ChatGPT 5 interface and a browser's network logs. The ChatGPT interface on the left has a sidebar with a list of tools: 'generate\_autoco...', 'conversation', 'pb3ixlgnmli70p7j.js', and 'jm63i6clf11473hz...'. The 'conversation' tool is highlighted with a red circle. The browser's network logs on the right show a list of requests. The 'conversation' request is highlighted with a red circle. The 'search\_model\_queries' tool is highlighted with a red circle. The 'Disable cache' checkbox is highlighted with a red circle.

ChatGPT 5

Thoughts

Short answer

for related

Also Asked

extended

Why

- SerpAPI
- SERP features
- scale via an API
- questions, locales, etc.
- engineering teams and frequent large-volume requests.

Ask anything

ChatGPT can make mistakes. Check important info. See [Cookie](#) [Preferences](#).

Network

Filter

Preserve log

Disable cache

No throttle

20,000 ms

40,000 ms

60,000 ms

80,000 ms

100,000 ms

180,000 ms

107 requests

906 kB

20 characters selected

Headers

Payload

EventStream

Response

generate\_autoco...

conversation

pb3ixlgnmli70p7j.js

jm63i6clf11473hz...

j2u7ulhwla0i9zjw...

stream\_status

conversations?off...

hxxs3z2r10ear3i.js

i86ok08qiazauc...

ftguv8yehx0hap...

dq5y782kzirtg5j...

pbl95wx6493wq...

jsp2o9pdgu09aaj...

cot-message-kr8...

flush

rum?ddsource=br...

rum?ddsource=br...

data:font/woff2;b...

flush

15

16

17

18

19

20

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22

23

24

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41

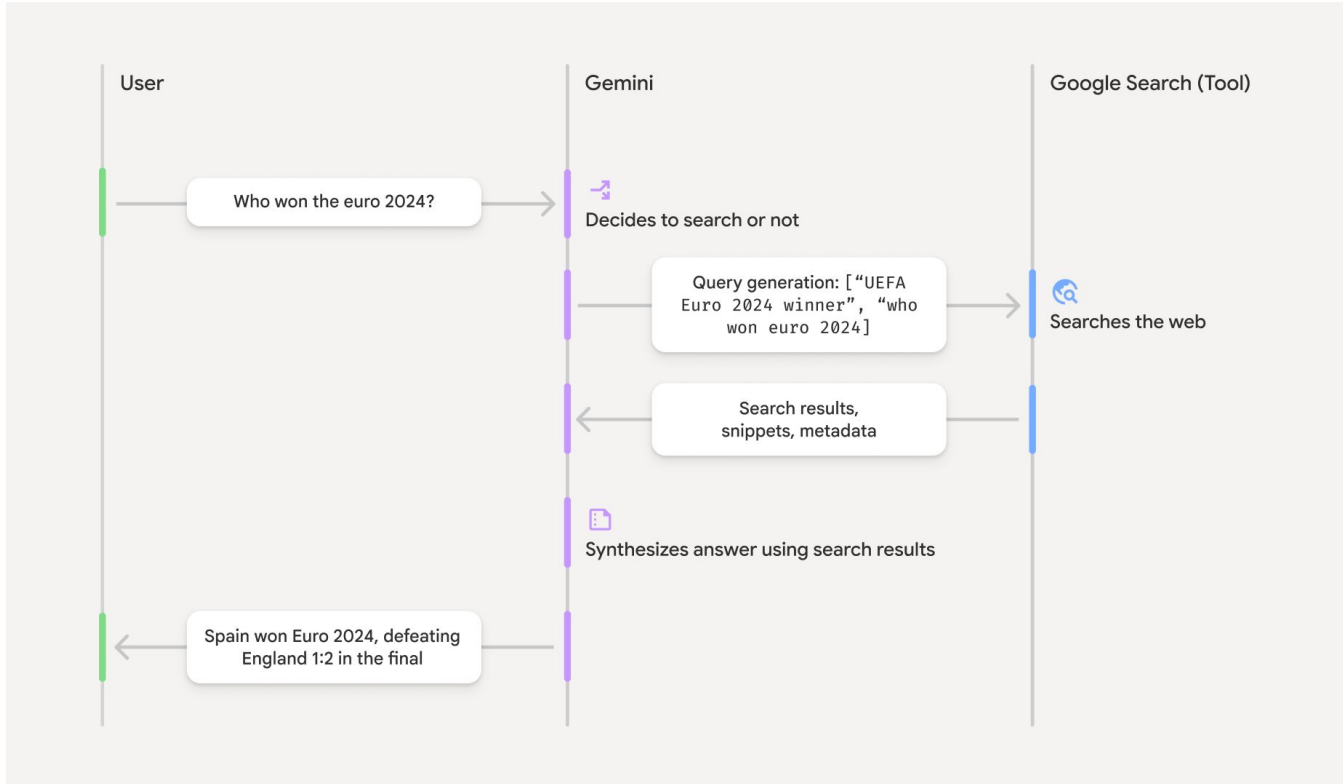
So Asked tool People Also Ask

search\_model\_queries

search\_result\_group, "domain":

People Also Ask

# Grounding requests (Gemini API)



<https://ai.google.dev/gemini-api/docs/google-search>



# Grounding requests (Gemini API)



```
ie": "model"

roundingMetadata": {
  "webSearchQueries": [
    "UEFA Euro 2024 winner",
    "who won euro 2024"
  ],
  "searchEntryPoint": {
    "renderedContent": "<!
```



```
{
  "candidates": [
    {
      "content": {
        "parts": [
          {
            "text": "Spain won Euro 2024, defeating England 2-1 in the final. This victory marks Spain's record four",
            "role": "model"
          }
        ]
      },
      "roundingMetadata": {
        "webSearchQueries": [
          "UEFA Euro 2024 winner",
          "who won euro 2024"
        ],
        "searchEntryPoint": {
          "renderedContent": "<!-- HTML and CSS for the search widget -->"
        },
        "groundingChunks": [
          {
            "web": { "uri": "https://vertexaisearch.cloud.google.com.....", "title": "aljazeera.com" },
            "web": { "uri": "https://vertexaisearch.cloud.google.com.....", "title": "uefa.com" }
          },
          {
            "groundingSupports": [
              {
                "segment": { "startIndex": 0, "endIndex": 85, "text": "Spain won Euro 2024, defeatin..." },
                "groundingChunkIndices": [0]
              },
              {
                "segment": { "startIndex": 86, "endIndex": 210, "text": "This victory marks Spain's..." },
                "groundingChunkIndices": [0, 1]
              }
            ]
          }
        ]
      }
    }
  ]
}
```

# Things you need to rank for!

Grounded prompt

Who won the  
euro 2024?



Triggers

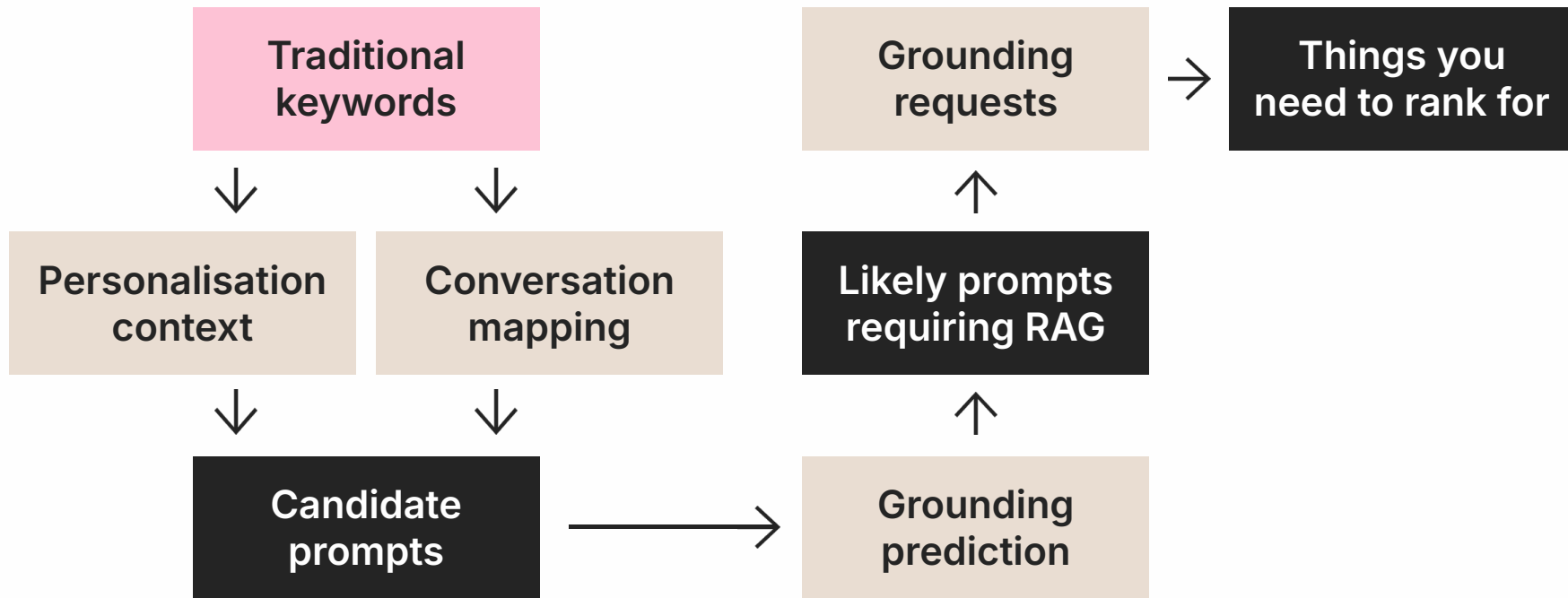


Traditional web search

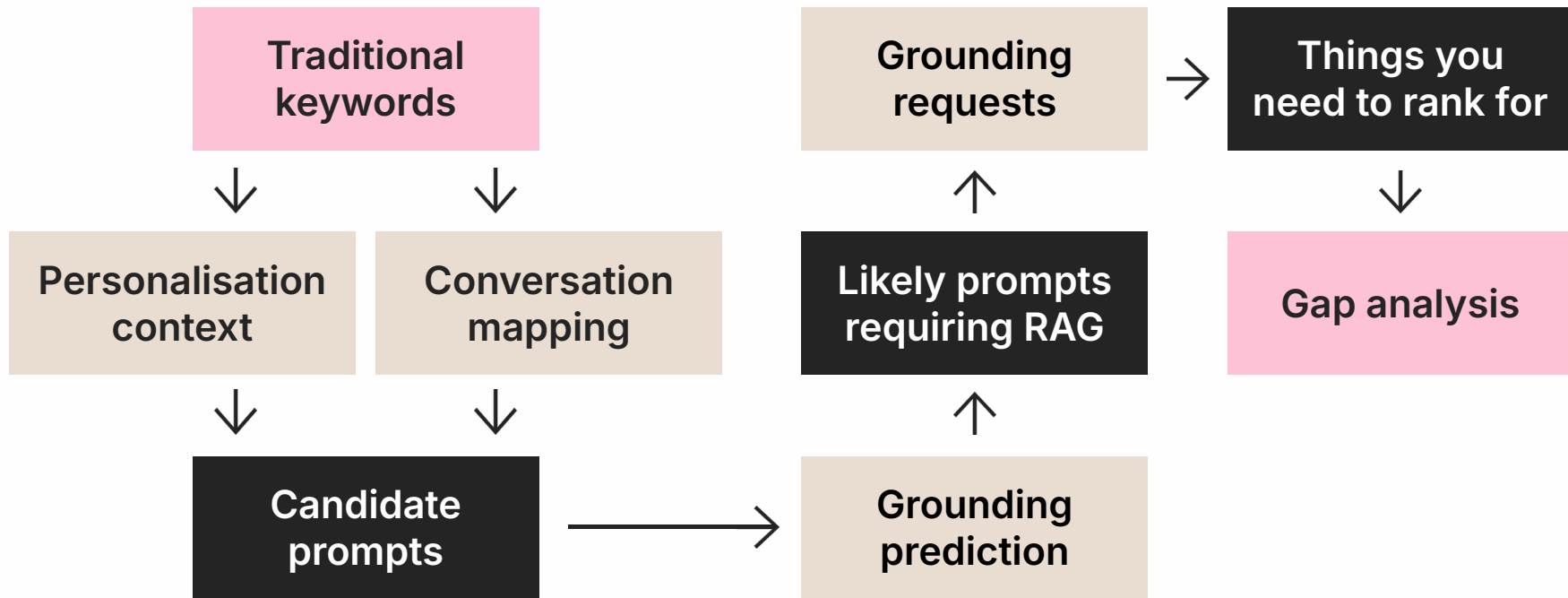
Uefa euro 2024 winner

Who won euro 2024?

# We now have things you need to rank for!



# Gap analysis: Classic SEO, and more...



# Parting thoughts

- LLM visibility is a multi-site focus

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- Traditional search will be around for a long time

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- More web searches by LLMs in the future (like GPT-5)



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- There is a 'hardcore' version of this trained models

# Parting thoughts

- LLM visibility is a multi-site focus
- Traditional search will be around for a long time
- More web searches by LLMs in the future (like GPT-5)
- There is a 'hardcore' version of this trained models
- No, we can't fully account for personalisation

You can have all this for free:

# QueryFan.com



Connect with me on LinkedIn:  
**Mark Williams-Cook**





search  
'nstuff

26th June 2026  
Emirates Stadium

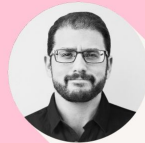


[searchnstuff.co.uk/search-n-stuff-london-conference-2026/](https://searchnstuff.co.uk/search-n-stuff-london-conference-2026/)



AlsoAsked

## Search with Candour podcast



Search  
Norwich



Core  
Updates



# Thank you!