

SE BYTES

LIONBRIDGE WEBINAR SERIES

WEBINAR

The AI Search Playbook

Presented By:

Brendan Walsh, SEO Subject Matter Expert, Lionbridge

LIONBRIDGE

WATCH ON-DEMAND

OVERVIEW

It feels like everything is changing with the advent of AI. We now have AI Search engines, providing more sophisticated, usable content for users. Providing answers rather than lists of links.

During this presentation we will **review what has changed**, we will see how that looks to users.

We will discuss **the rise of AI search engines** like Bing, Google, ChatGPT, and Perplexity and how the provision of answers impacts the user experience.

We will discuss how **content optimization is changing**, we will review the changes we need to make from a technical perspective.

We will look at how to **measure success** and the difficulties that currently presents.

AI IN SEARCH

Evolution vs Revolution

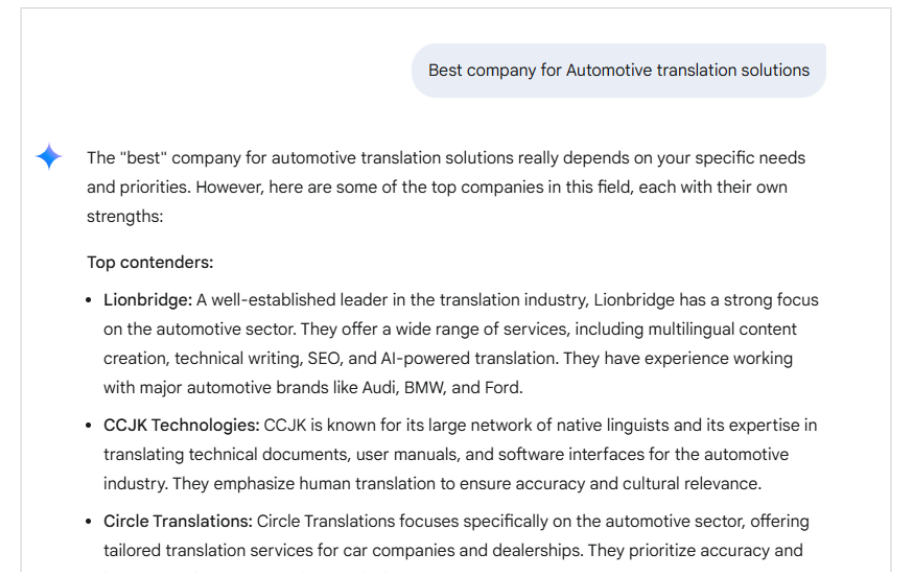
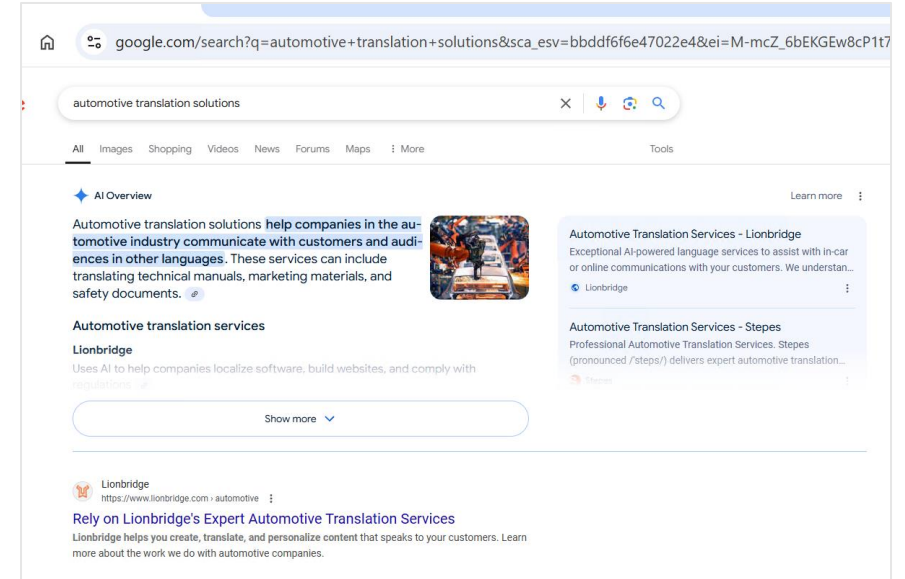
- Over the last 2 years we have seen some search engines evolve to using AI in their results.
- Bing was first with AI powered results and interesting ways of showing attribution.
- Google has evolved to having AI Overviews in most regions, EU as an exception due to regulations.
- We also see dedicated AI search engines, ChatGPT has brought out an AI search engine and there are AI search (answer) engines such as Perplexity.
- How do we optimize our content to perform in AI search and will this impact SEO performance.



WHAT IS SUCCESS

Changing Landscape

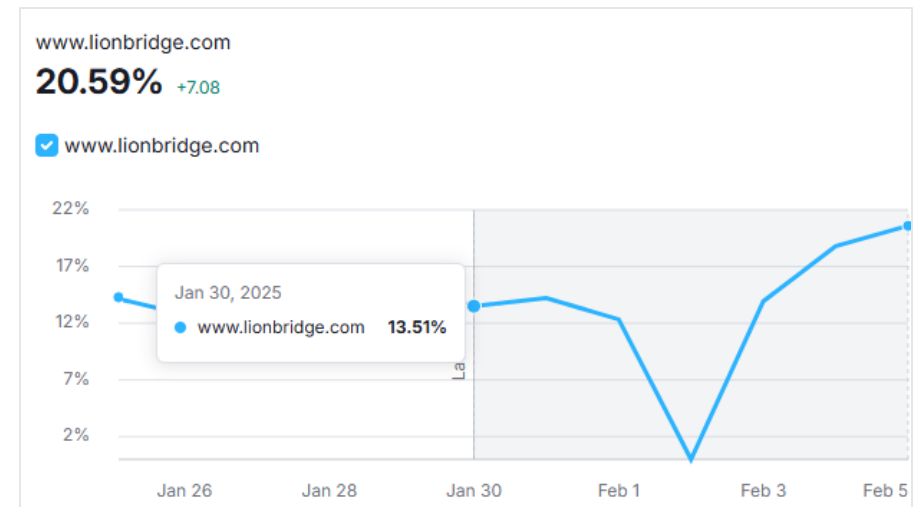
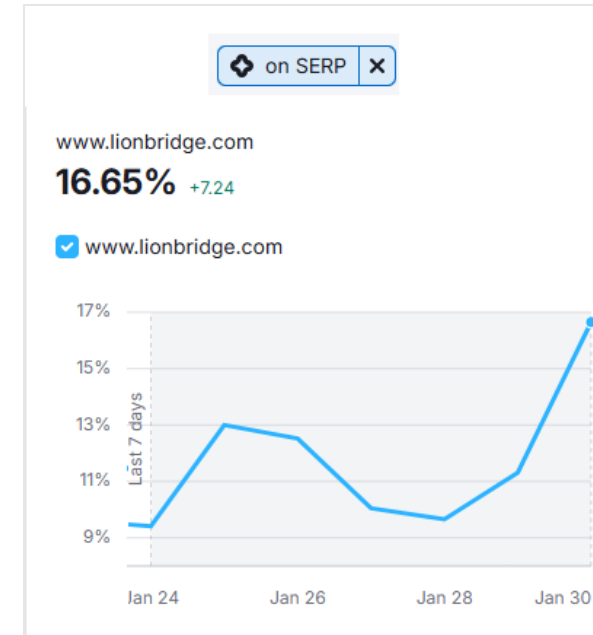
- With the advent of AI search we need to redefine success.
- There will be a rise in zero click search results, which may mean a fall in visits, CTR will fall.
- Even with good attribution, users are slightly less likely to click through on an AI Overview than for a Featured Snippet.
- Regular organic links will be pushed further below the fold.
- Not all top of funnel traffic will be on your website, a user may carry out multiple zero click searches before they click on a website. When a user does land on the site, it will be important to convert that traffic.
- Success should be based on what is important to the business from the website.
 - Sales or leads as a measure of success aligns the SEO team with the sales team. Success for one, is success for both.
- We still want to rank for specific words, we see a correlation between articles which performed for Featured Snippets, now perform for AI Overviews.



TRACKING

Measuring the Unknown

- With the volatility of AI Overviews, tracking success using ranking tools has been difficult.
- Even with a consistent overall performance, volatility at keyword level causes tracking issues.
- Semrush tracks the keywords which appeared yesterday in AI Overviews but the “historical” data is based on those keywords and not on the keywords which you were successful for last week or last month.
- Does success in AI Overviews improve your bottom line. If AI search engines are using your content, does that improve revenue or leads (it should do).
- It should enhance your brand reputation, if you are appearing consistently in AI Overviews, but we need to keep tracking so we understand how it impacts the bottom line.
- Currently that means regular manual checks, in particular, it is important to know how various Answer Engines present your content for branded queries.



what services do Lionbridge offer

Sources

Ordering Options for Professional Translation...

lionbridge

Global Content Solutions - Lionbridge

lionbridge

Deliver Your Technical Content to Global...

lionbridge

Show all

Answer

Lionbridge offers a wide range of services focused on global content solutions, translation, and localization. Their key services include:

1. Content Creation Services:

- Technical content creation and illustration
- Marketing content creation
- eLearning and training content development
- Financial report writing

2. Translation and Localization Services:

- Professional translation in over 350 languages
- Website and software localization
- Video localization
- Interpretation services, including on-demand interpretation

3. Content Optimization:

- Global SEO services
- Website content optimization
- Multicultural marketing services

4. AI-Powered Solutions:

- AI translation services
- Machine translation with human post-editing
- AI training data services

5. Testina Services:

Auto Ask follow-up

What company provide global SEO services along with the language services to support them

Sources

global SEO services and website content...

lionbridge

Multilingual SEO and Content Creation for...

lionbridge

15 Top-Ranking Agencies that Excel in International...

helloroketto

Show all

Answer

Lionbridge Technologies stands out as a company that provides both global SEO services and comprehensive language services to support them. Here are the key points:

1. Lionbridge offers global SEO services and website content optimization, helping businesses reach wider international audiences ¹.
2. They provide multilingual SEO services, including keyword research in target languages using tools like Semrush ¹.
3. Lionbridge combines AI-powered solutions with human expertise for translation and localization in over 350 languages ⁴.
4. Their services include content creation, translation, localization, and AI training data services, all of which support global SEO efforts ⁴.
5. Lionbridge's approach involves using AI-enabled processes and in-market resources to produce high-quality research for each target market ¹.
6. They offer customizable content optimization strategy solutions for multilingual SEO services, ensuring digital and website content optimization ¹.
7. Lionbridge provides expertise in technical aspects of global SEO, such as geo-targeting and resolving issues across client sites ¹.

By offering this combination of global SEO services and extensive language capabilities, Lionbridge positions itself as a comprehensive solution for businesses looking to optimize their international online presence.

Share Rewrite

what are the best translation companies

Sources

13 top translation companies: How to...

ptsmartling

Top Translation Companies by Revenue...

languagewire

Top Translation Services in Ireland - Feb 2025...

clutch

Show all

Answer

Based on the most recent revenue data available, the top translation companies are:

1. TransPerfect - \$1.2 billion revenue
2. LanguageLine Solutions - \$963 million revenue
3. RWS - \$934.3 million revenue
4. Keyword Studios - \$861 million revenue
5. Lionbridge Technologies - \$569.5 million revenue

These companies offer a wide range of translation and localization services:

What companies provide the best AI supported language services

- ◆ You're looking for the best in AI-powered language services! It's a dynamic field, but here are some companies consistently recognized for their strong AI integration and quality:

For Large-Scale, Enterprise Needs:

- **Lionbridge:** A giant in the industry, Lionbridge excels at combining AI with human expertise. They handle massive volumes of content, often for highly regulated industries like healthcare and finance, where accuracy is paramount. Their AI helps with everything from machine translation to quality assurance.

- **TransPerfect:** Another major player, TransPerfect leverages AI to streamline the entire translation process. Their GlobalLink platform uses AI for project management, translation delivery, and more. They're known for handling complex, multilingual projects with a hybrid approach of AI and human translators.

For High-Quality Machine Translation:

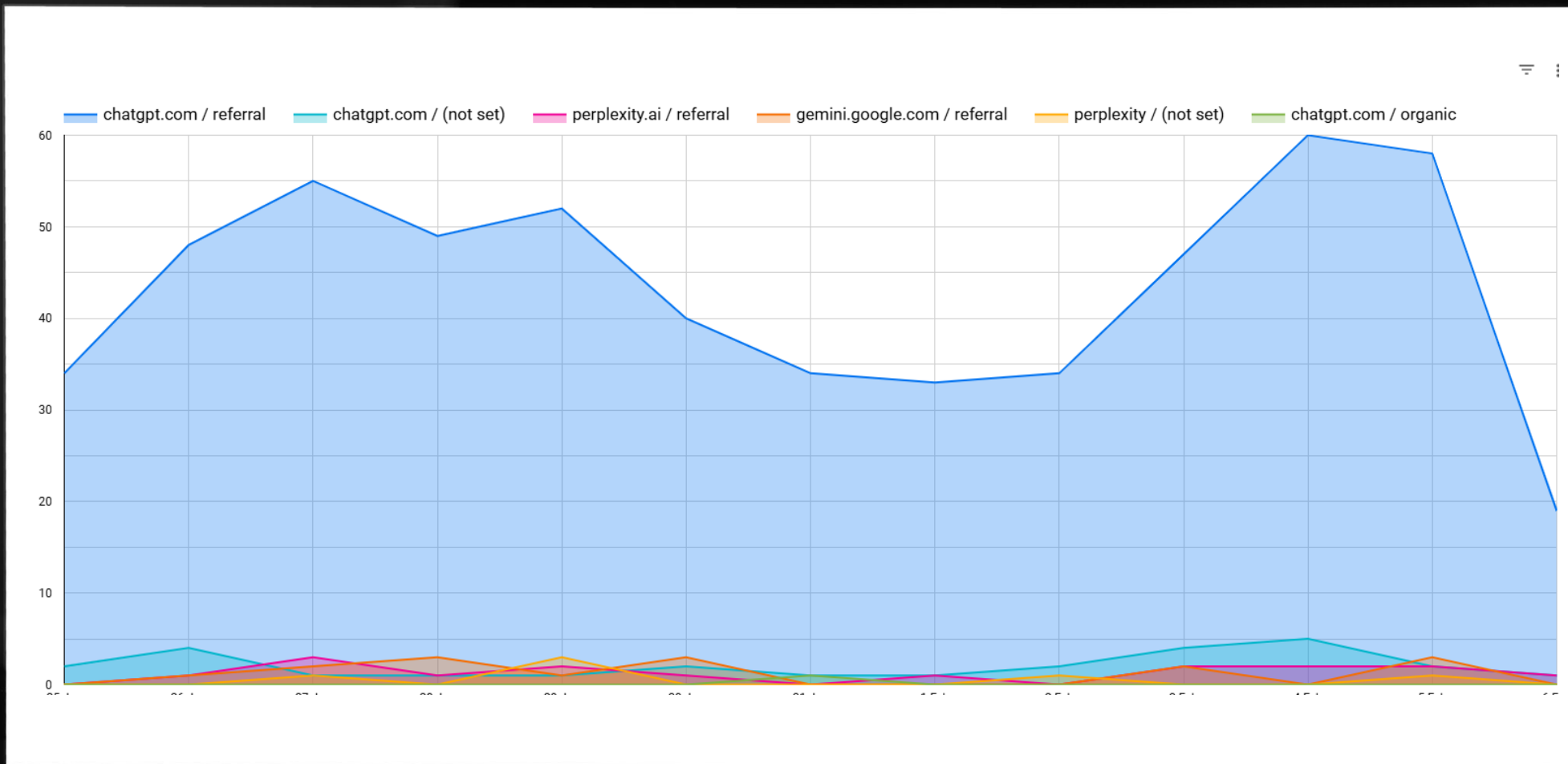
- **DeepL:** DeepL is renowned for its exceptional machine translation quality. Their AI models are trained on vast datasets, often producing translations that are more natural and nuanced than other systems. If your priority is top-notch machine translation, DeepL is a strong contender.

who provide enterprise level generative ai content creation and transcreation services

- ◆ You're looking for enterprise-grade generative AI for content creation and *transcreation* (which is key - it's not just translation, but adapting content culturally). This is a specialized area, and the landscape is still developing, but here are some of the key players and approaches:

Companies with Strong Enterprise Focus:

- **Lionbridge:** Lionbridge is a large language services provider (LSP) that's heavily investing in AI. They are likely to be at the forefront of offering enterprise-level generative AI solutions, particularly for transcreation, given their experience with large-scale, complex projects. Their strength lies in combining AI with human expertise for quality assurance.
- **TransPerfect:** Another major LSP, TransPerfect is also exploring generative AI. Their GlobalLink platform is designed for enterprise-level content management and translation, and they are likely to integrate generative AI to enhance their offerings.
- **RWS:** RWS, a global language, content, and IP services provider, is actively working with AI and machine learning. They are well-positioned to provide enterprise solutions for both content creation and transcreation, particularly for technical and specialized content.



TECHNICAL OPTIMIZATION

SEO vs AI SEO

- We create optimized content for search engines, so what is different with an “answer” engine?
- Accessibility, there are more options for your robots.txt. Do you want to allow AI to train on your content, do you want AI to use your content for agents or for search.
 - Your robots.txt should reflect this.
- If you are following SEO best practice, not much has changed, just a shift in emphasis. A fast clean site with good navigation, optimized media and interesting content.
 - JavaScript may be hard for AI search engines to parse, avoid using it in navigation.
 - In a site which uses a lot of JavaScript, content may be obscured.
- Rich structured data is highly recommended, it was always useful for presenting your content to search engines, but it can also tell the AI bot about relationships between entities.
 - Search engines may not use relationship data, AI can use and understand relationship information.
 - If you have a structured data solution in place, revisit it and see what additional useful information you can include, particularly relationships.
 - You want the AI to understand your content better than the content of your competitor.
 - OpenGraph markup may be a useful for previews in AI results.
- If you have a documentation heavy site you may consider using an llms.txt to present your content to LLMs. It can also be used as an input file to an AI such as Claude.

```
# Disallow AI training from
# accessing sensitive information
User-agent: GPTBot
User-agent: Google-Extended
Disallow: /sensitive/
```

```
# Allow AI search and agent use
User-agent: OAI-SearchBot
User-agent: ChatGPT-User
User-agent: PerplexityBot
Allow: /
```

Service		0 ERRORS	0 WARNINGS	^
@type	Service			
name	AI Translation Services			
serviceType	AI Translation Services			
url	https://www.lionbridge.com/ai-translation-services/			
description	Don't get left behind. Choose Lionbridge AI translation services to generate more multilingual content and cut costs and turnaround times.			
image				
@type	ImageObject			
url	https://www.lionbridge.com/content/dam/lionbridge/pages/ai-translation-services/reliable-ai-case-study-1-317x107.jpg			
width	317			
height	107			
provider				
@type	LocalBusiness			
name	Lionbridge			
telephone	+1 866-267-0437			
image				
@type	ImageObject			
url	https://www.lionbridge.com/content/dam/lionbridge/legacy/2019/02/Lionbridge-KG.jpg			
width	0			
height	0			
address				
@type	PostalAddress			
addressLocality	Waltham			
addressRegion	Massachusetts			
streetAddress	1050 Winter Street, Suite #2300			
areaServed				
@type	State			
name	Global			

WHAT DO AI SEARCH ENGINES SAY

In their own words!

Can you provide me with instructions for how to rank well in search results.

To rank well in **Perplexity** search results:

1. **Focus on high-quality, authoritative content:** Perplexity prioritizes ranking content based on its helpfulness in answering user queries.
2. **Optimize for user intent:** Create content that addresses informational, navigational, transactional, and commercial intents.
3. **Build site authority:** Increase the number and quality of backlinks to your site, as this is a notable ranking factor for Perplexity.
4. **Improve online reputation:** Ensure positive reviews and ratings for your brand, as this affects Perplexity rankings.
5. **Optimize for organic search:** There's a correlation between Perplexity's and Google's rankings, so maintain good SEO practices.
6. **Create comprehensive, factual content:** Perplexity emphasizes truthfulness and quality over quantity.
7. **Structure content clearly:** Use proper formatting, headers, and paragraphs to make information easily extractable.
8. **Include citations and references:** Perplexity values content with credible sources and citations.
9. **Focus on popular topics:** Perplexity currently prioritizes content at the head of the distribution curve, meaning widely searched topics.
10. **Maintain consistency:** Regularly update your content to ensure it remains relevant and accurate, as Perplexity has no cut-off date for information.

By implementing these strategies, you can improve your chances of ranking well in Perplexity search results while providing valuable content on AI translation.

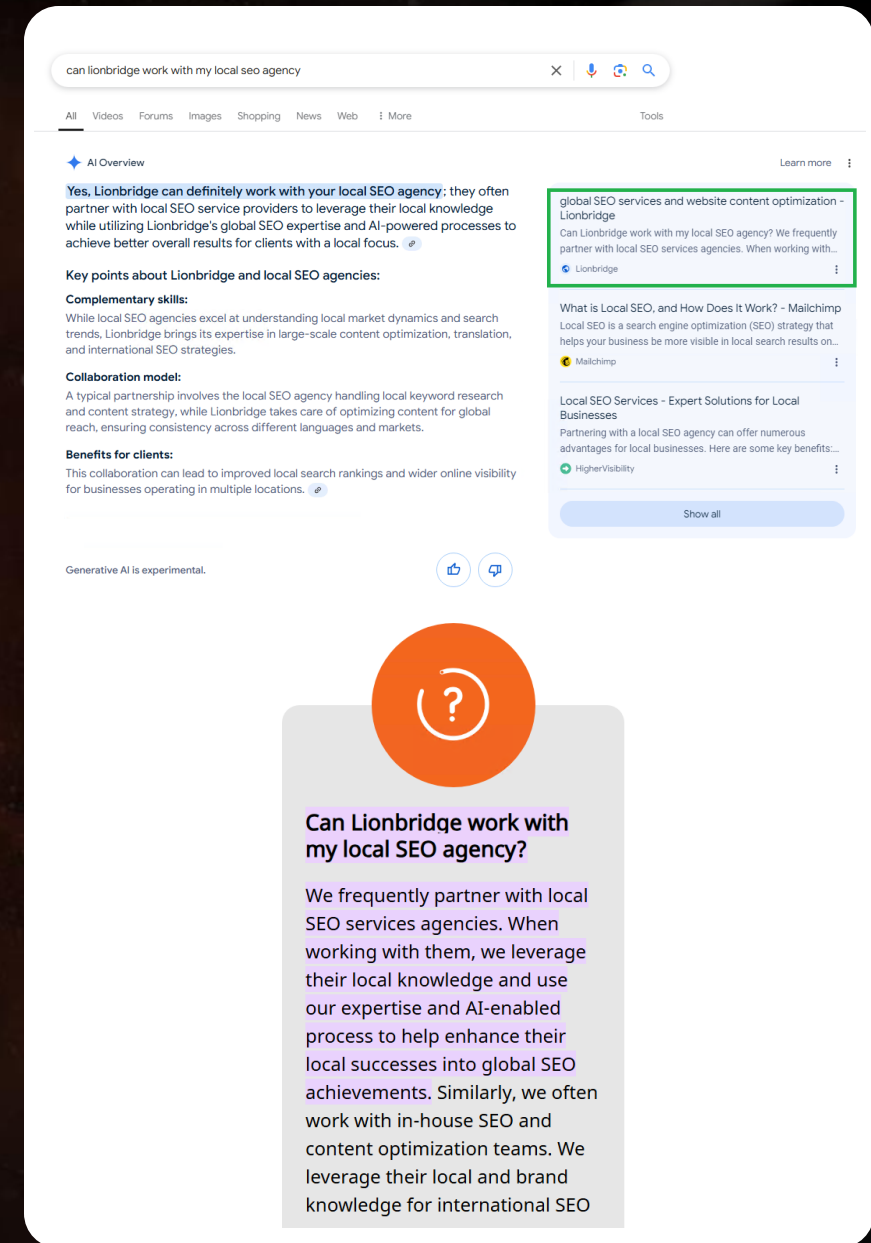
Strategies to Rank Well in **ChatGPT** Search Results

1. **Write Clear, Structured Content**
 - Use **headings (H1, H2, H3)** and **bullet points** for readability.
 - Ensure content is **fact-based and authoritative** to increase AI recognition.
2. **Use Natural Language & Conversational Tone**
 - AI prefers content that **resembles how people naturally ask and answer questions**.
3. **Answer Popular Questions in Detail**
 - Provide **well-researched** answers to **frequently asked questions**.
 - Include **examples, comparisons, and real-world applications**.
4. **Optimize for Long-Form & Comprehensive Responses**
 - AI models like ChatGPT prioritize **in-depth, high-quality content**.
 - Aim for **1,500+ words** if creating a detailed guide.
5. **Incorporate Relevant Keywords Naturally**
 - Avoid **keyword stuffing**—instead, use them **organically** within helpful explanations.
6. **Use Schema Markup (For Website Content)**
 - Implement **FAQ schema** and **structured data** to help AI understand your content better.
7. **Update Content Regularly**
 - AI prefers **fresh, up-to-date** information.
 - Revise content every few months with **new AI translation advancements**.
8. **Provide Comparisons & Lists**
 - AI likes **structured comparisons** (e.g., AI translation vs. human translation).
 - Lists like **"Top 5 AI Translation Tools"** perform well.

CONTENT OPTIMIZATION

Does our approach to content need to change?

- If the “answers” to queries are to be given directly in AI search results, what type of content will drive traffic to your website.
- If a user is engaging with AI content, you still want to be the source for that content.
 - Should you still invest in FAQ type content or short form answers?
 - Should you focus on long-form content?
- Ensure the web pages are well structured, good headings, short paragraphs.
- Optimizing for a Chatbot, dedicate some effort towards conversational content.
- If you want to perform in a specific search engine such as Perplexity, use it for keyword research and a list of relevant questions.
- When a user comes to the end of their informational journey, they will still (usually) need to convert on a website.
 - A product page visit may not be at the end of an on-site user journey, much of the user journey may have happened in an AI conversation.
 - Will users trust the AI or will they then need to do some on-site research. Ensure that even on a product page you have good navigation to informational content about the product.
- According to a [First Page Sage report](#) CTR from the first 2 AI Overview positions are 1st - **38.9%** and 2nd - **29.5%**, not as good as Featured Snippets which are 1st - **42.9%** and 2nd - **27.4%**, not as good as Organic 1st 39.8% but AI Overview CTR is quite high for the first 2 (immediately visible) results.



The image shows a search engine interface with an AI Overview for the query "can lionbridge work with my local seo agency". The AI Overview provides a direct answer: "Yes, Lionbridge can definitely work with your local SEO agency; they often partner with local SEO service providers to leverage their local knowledge while utilizing Lionbridge's global SEO expertise and AI-powered processes to achieve better overall results for clients with a local focus." It also lists key points, complementary skills, collaboration models, and benefits for clients. A sidebar on the right shows related search results, with the top result being "global SEO services and website content optimization - Lionbridge". Below the AI Overview, there is a question mark icon and a text box that reads: "Can Lionbridge work with my local SEO agency? We frequently partner with local SEO services agencies. When working with..."

can lionbridge work with my local seo agency

All Videos Forums Images Shopping News Web More Tools

AI Overview Learn more

Yes, Lionbridge can definitely work with your local SEO agency; they often partner with local SEO service providers to leverage their local knowledge while utilizing Lionbridge's global SEO expertise and AI-powered processes to achieve better overall results for clients with a local focus.

Key points about Lionbridge and local SEO agencies:

Complementary skills:
While local SEO agencies excel at understanding local market dynamics and search trends, Lionbridge brings its expertise in large-scale content optimization, translation, and international SEO strategies.

Collaboration model:
A typical partnership involves the local SEO agency handling local keyword research and content strategy, while Lionbridge takes care of optimizing content for global reach, ensuring consistency across different languages and markets.

Benefits for clients:
This collaboration can lead to improved local search rankings and wider online visibility for businesses operating in multiple locations.

global SEO services and website content optimization - Lionbridge
Can Lionbridge work with my local SEO agency? We frequently partner with local SEO services agencies. When working with...
Lionbridge

What is Local SEO, and How Does It Work? - Mailchimp
Local SEO is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on...
Mailchimp

Local SEO Services - Expert Solutions for Local Businesses
Partnering with a local SEO agency can offer numerous advantages for local businesses. Here are some key benefits...
HigherVisibility

Show all

Generative AI is experimental.

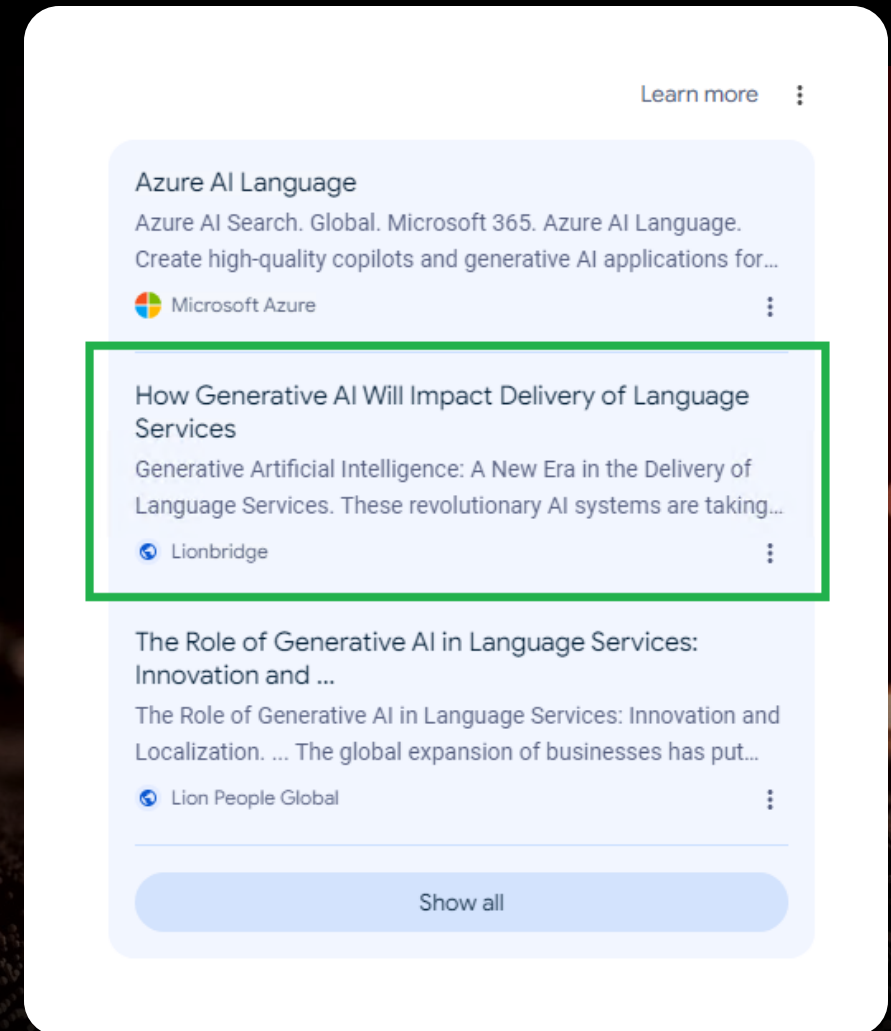
Can Lionbridge work with my local SEO agency?

We frequently partner with local SEO services agencies. When working with them, we leverage their local knowledge and use our expertise and AI-enabled process to help enhance their local successes into global SEO achievements. Similarly, we often work with in-house SEO and content optimization teams. We leverage their local and brand knowledge for international SEO

CONTENT OPTIMIZATION

What should content look like?

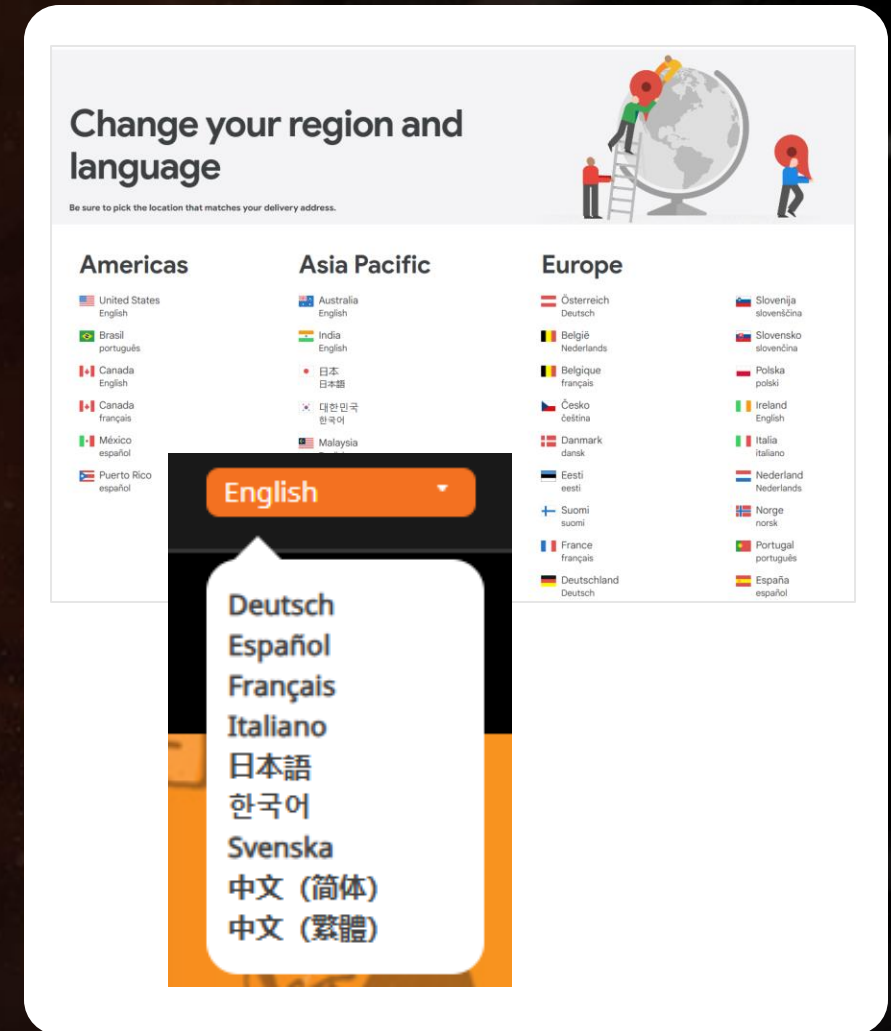
- Content can be more in-depth, AI can understand context, so give it context, don't just tell it a fact, explain the fact, the nuances, the reasoning behind it.
- If you have been optimizing your content for voice search and featured snippets, you are probably most of the way towards optimizing for AI.
- All the usual SEO approaches are still valid, there is a correlation between ranking highly and appearing in AI Overviews.
- Good meta data is still going to be a factor, it's still heavily used within AI Overviews and either meta data or OG tags will be used when AIs are sharing content.
- Good use of headings to structure the on-page text.
- Well researched keywords and answering the questions your target audience are asking in each market.



INTERNATIONAL CONTENT

For Multilingual Websites

- Create strong, useful, local content in-language and in-region that adds value.
- Do local research, users in different markets have different questions.
- On key pages, go beyond translation, consider the source text as inspiration rather than blindly translating. AI can help!
- If you are targeting by language, consider articles targeting different markets.
 - If you are targeting German, consider some content targeting Austrian or Swiss users directly. Local research, local answers.
- The EU has local legislation which means AI Overviews are not available, Gemini is, as are Perplexity and ChatGPT Search.
 - Perplexity has different results for product search outside of the US (or inside the EU).
- If you are based in the EU and targeting the US, track what US users are seeing and remote into the US to do any manual research.



CONCLUSIONS

- If you think you are already doing SEO best practice, not much has to change.
- Expand your research tools to include AI search engines, but don't abandon your current approach to research (supplement, don't replace).
- Ensure your site is fast and clean and uses rich structured data.
- Measure what you can, measure and test regularly to see how AI search engines view your brand.
- Reviews and ratings along with other UGC e.g. Reddit is becoming more important.
- Make room for conversational content in your strategy.
- AI SEO best practice is not going to have a negative impact on SEO, it is just building on the current approach.
- Keep researching, this is a volatile industry right now, you need to stay informed.





QUESTIONS



CONTACT US

BRENDAN WALSH, GLOBAL SEO SME

SEO@LIONBRIDGE.COM