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AI VS

TRADITIONAL

Search Optimization



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Aspect

Traditional SEO

AI SEO



Keyword Strategy

Focus on high-volume keywords

Focus on user intent and predictive queries

Metadata

Used for search engines

Used for search engines and AI responses

Content Structure

Static, keyword-focused content

context-aware content that is optimized for long-tail complex queries

Analytics

Page-views and rankings-established

Engagement, AI answer visibility- evolving

Impact

Organic traffic growth

Faster AI visibility, optimized for voice & chat search





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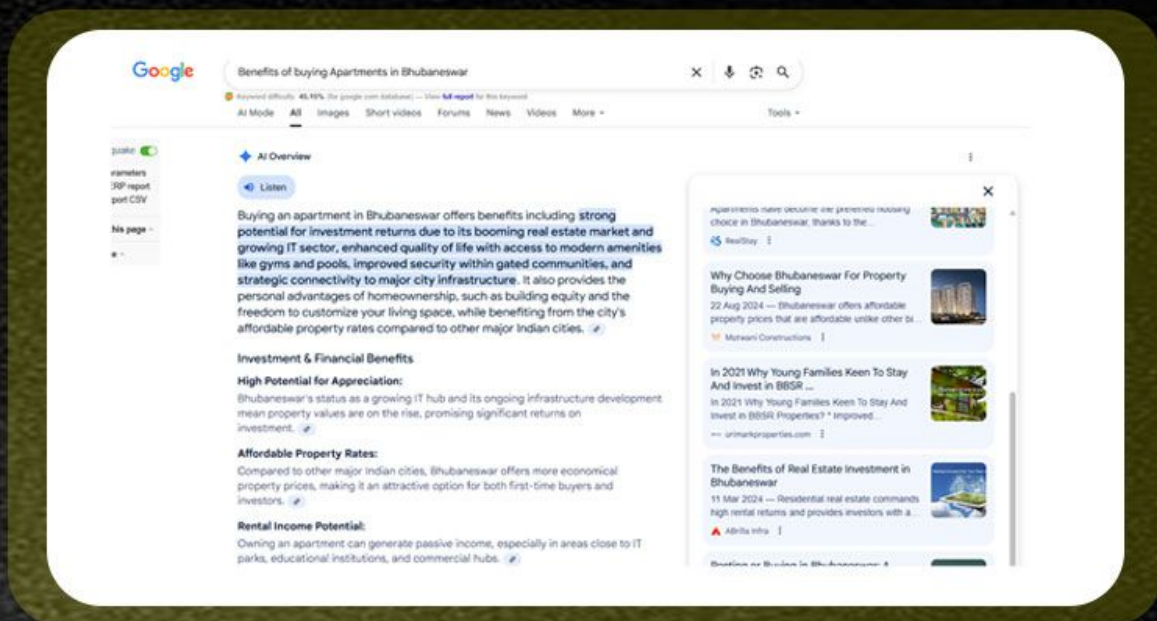
CASE STUDY



One of our clients, Motwani Constructions, previously faced challenges in gaining visibility on traditional search results.



NOW THEY EFFICIENTLY RANK ON THE AI OVERVIEW



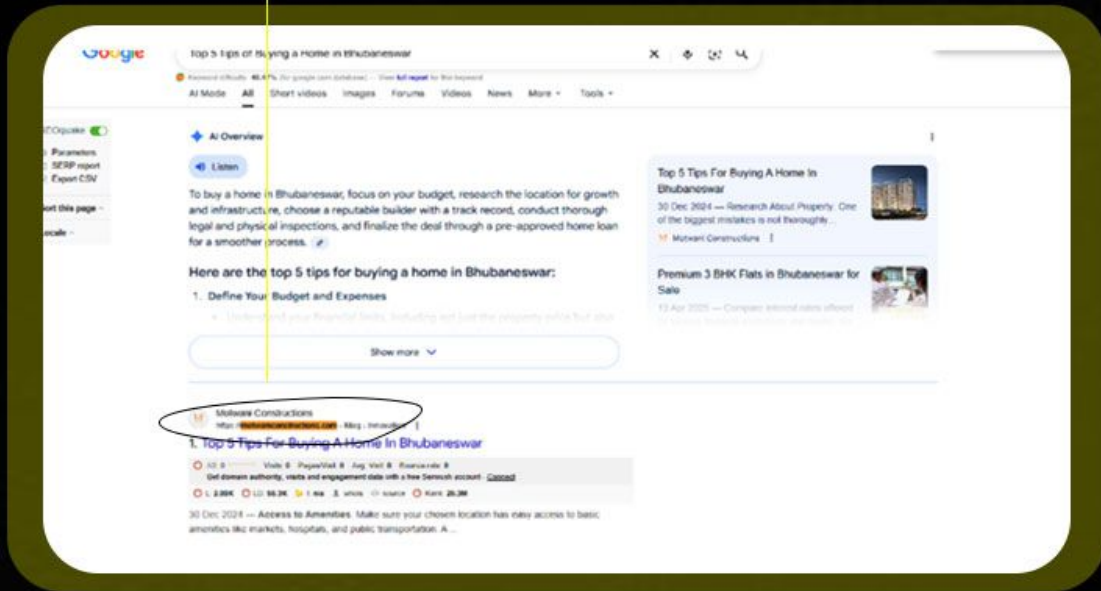
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Motwani Constructions



If standing out in AI search is your challenge

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