

INBOUND

Zero-Click SEO Conversion Strategies: AI and Google Search



Dale Bertrand
Fire&Spark

Hi.

My Background

- Intersection of technology and marketing
- Studied AI in graduate school
- Built a super-computer for the NSA
- Founder of Fire&Spark, an SEO agency



Clients



Nestlé



CITIZEN



Alpina 
1883 GENEVE





sales crm for contractors



Sales CRM

Provides **contractors** a clear view of all outstanding bids, simplifying follow-up and improving win rates.

Lead Tracker

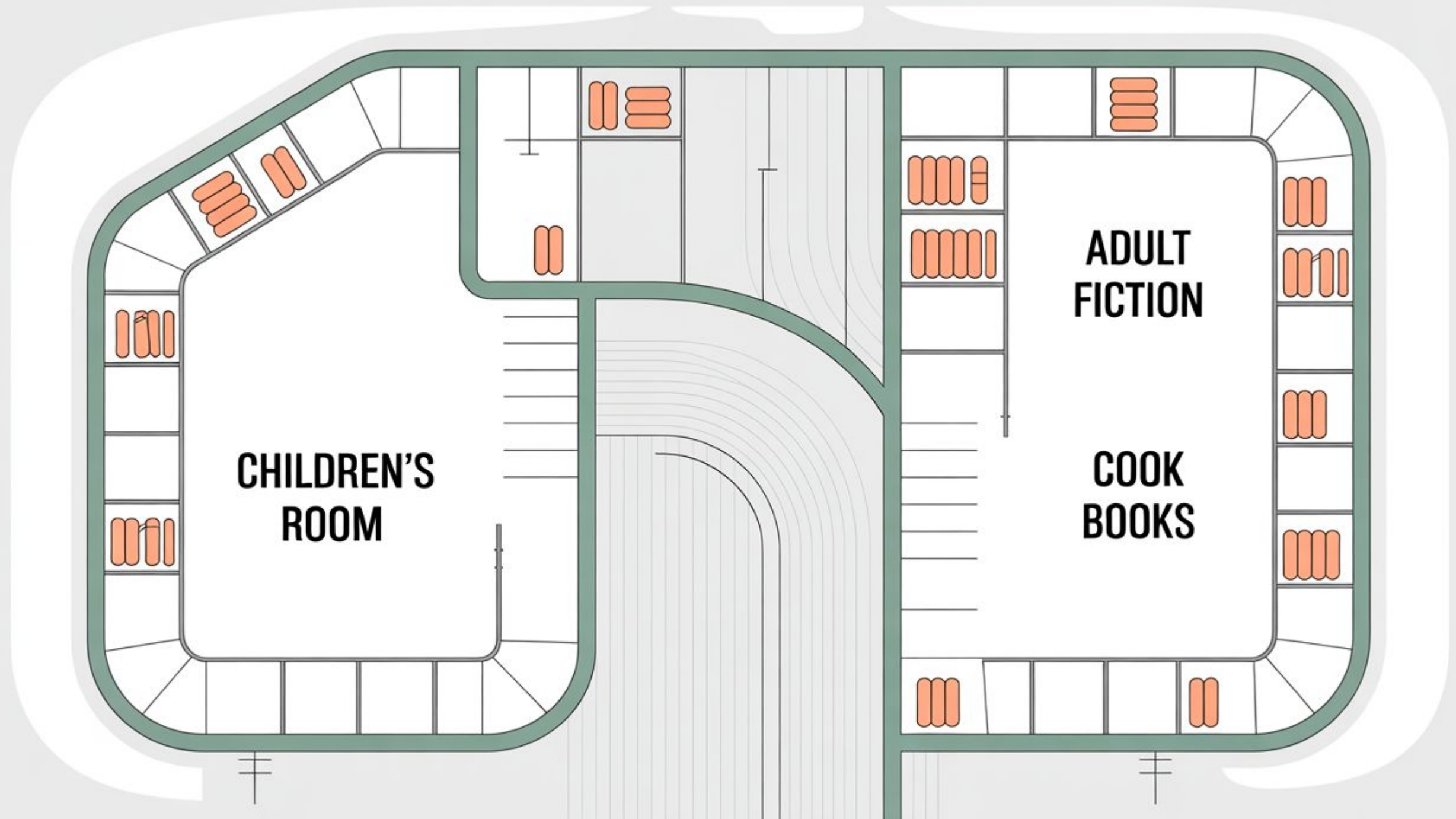
Client relationship tool that helps **builders** track communications, manage estimates, and track projects.



Modern French Cooking

Floor 3, Room 12, Shelf 6A

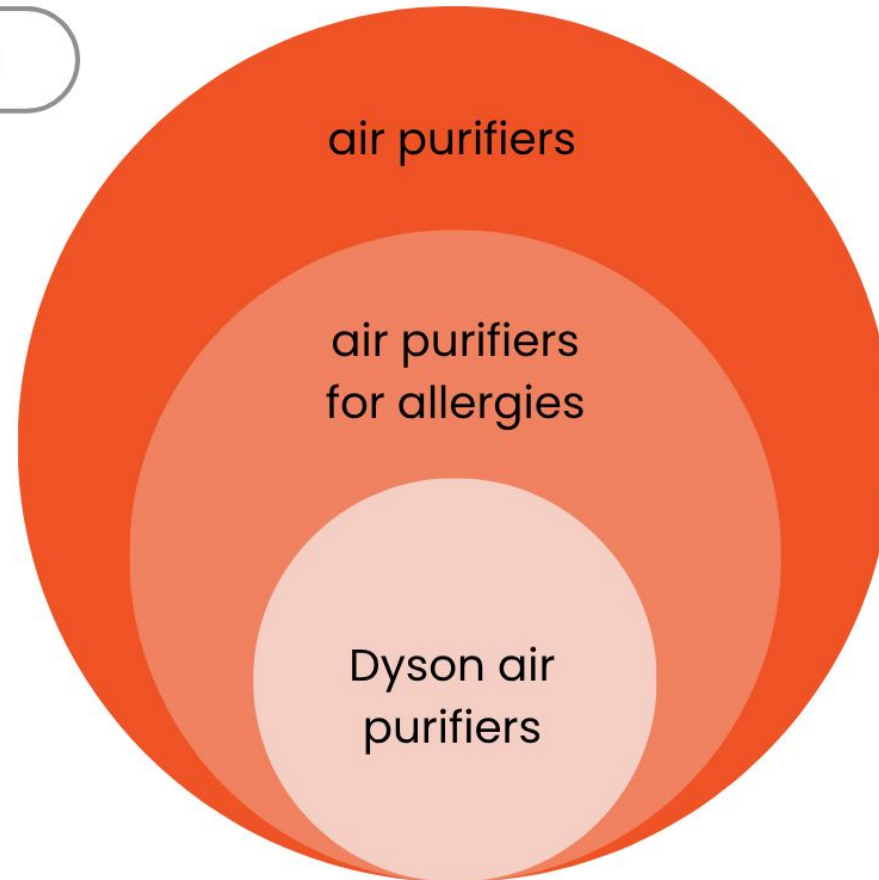
Author Juliette Gallienne



Traditional Search

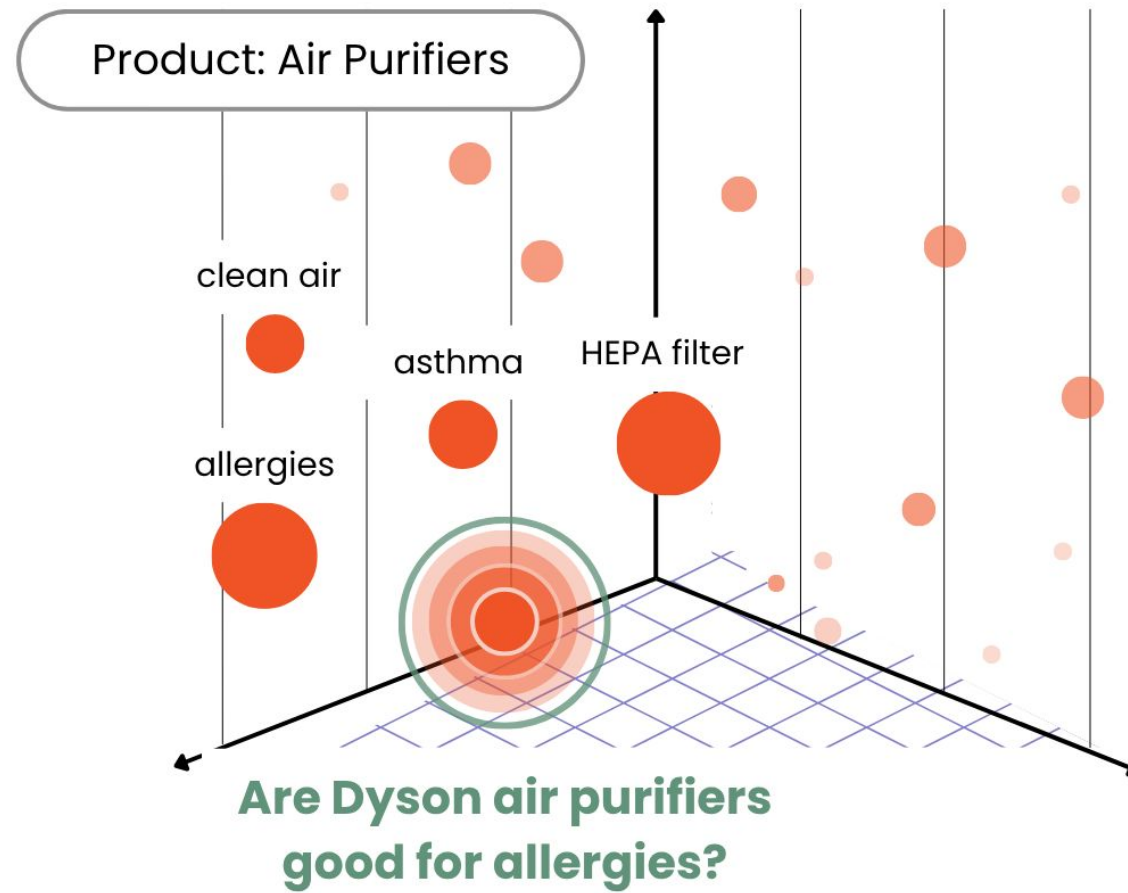
Finding Keywords

Product: Air Purifiers



AI Search

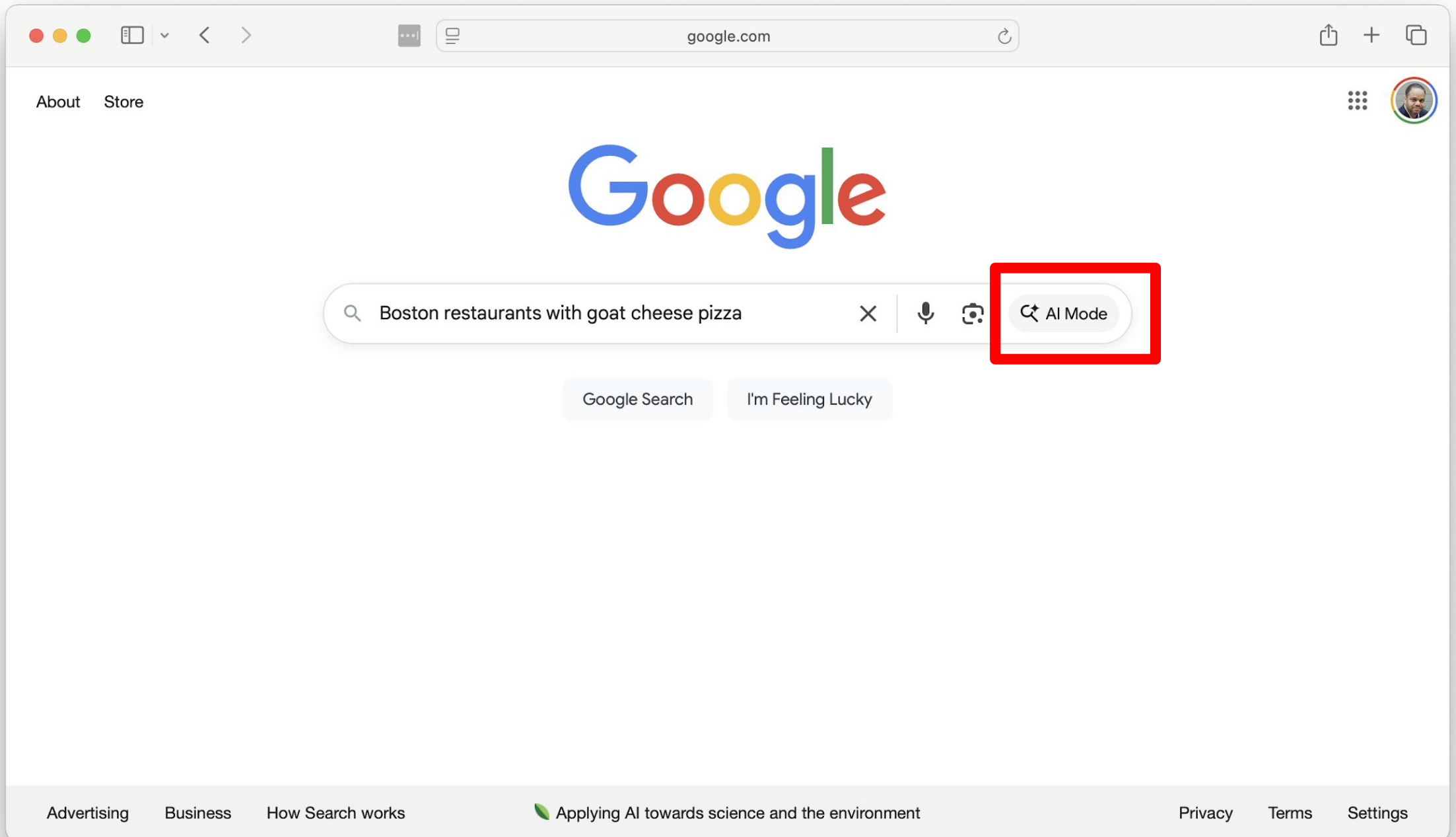
Finding Meaning





Maximise access to information

Google's mission is to organise the world's information and make it universally accessible and useful. That's why Search makes it easy to discover a broad range of information from a wide variety of sources. Some information is simple, like the height of the Eiffel Tower. For more complex topics, Search is a tool to explore many angles so that you can form your own understanding of the world.





Boston restaurants with goat cheese pizza



AI Mode ▾

All

Images

Videos

News

More ▾



Boston restaurants with goat cheese pizza



Based on your search, here are some Boston restaurants that offer goat cheese pizza:

- Picco: Located on Tremont St, they offer a goat cheese, arugula, and red pepper pizza. Reviews praise the perfectly charred, thin crust and fresh ingredients.
- Dirty Water Dough Company: Situated on Newbury Street, this cozy spot with a fireplace features a "Green Monster" pizza with mozzarella and goat cheese, pesto, and tomato, which has been described as "delish".
- Quattro: In the North End, Quattro has a popular Fig, Arugula, & Goat Cheese Pizza baked in a brick oven.
- Boston Tavern: They offer a Fig & Goat Cheese pizza with fig jam, caramelized onions, bacon, goat and mozzarella cheeses, and a balsamic drizzle. 



Ask anything



  8 sites



Quattro's Fig, Arugula, & Goat Cheese Pizza

Quattro's Fig, Arugula, & Goat Cheese Pizza. ... kitchen embraces visibility....

 quattro-boston.com



Fig & Goat Cheese - Boston Tavern

\$15.99. Fig jam, caramelized onions, bacon, goat and mozzarella cheese...

 Boston Tavern



Taco Cat Goat Cheese Pizza Wildly Entertaining Card ... - Amazon.com

Taco Cat Goat Cheese Pizza Wildly Entertaining Card Game for Family...

 Amazon.com



Show all

Learning

*GEO traffic
converts better,
though the exact
amount is unclear*

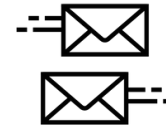
Evolving Customer Journeys

Traditional Search



Your Website

AWARENESS



Email



Sales Page

CONSIDERATION

PURCHASE

Generative AI Search



Google



Mid-funnel Content



Sales Page

Why Does AI Mode Traffic Convert Better?



Zero-click reduces friction



AI handles objections up-front



AI steers intent



AI is trusted

Learning

*GEO is harder and
less reliable than
traditional SEO*

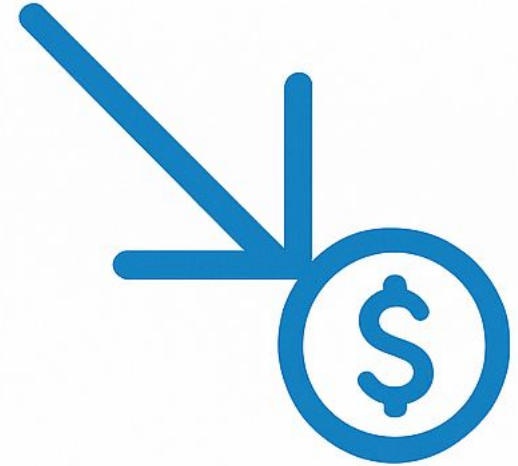
What is GEO Good For?



**BRAND
VISIBILITY**



**REPUTATION
MANAGEMENT**



**DIRECT
CONVERSION**

Learning

*GEO is a content
strategy discipline,
not a technical
discipline*

GEO Case Study (Wei Zhang)

What she started with: Massive catalog with detailed specs

What she built: Thousands of niche content pages

What worked:

- Mining product catalog for product details
- Aligning each page with a long-tail topic
- Optimizing pages for conversion

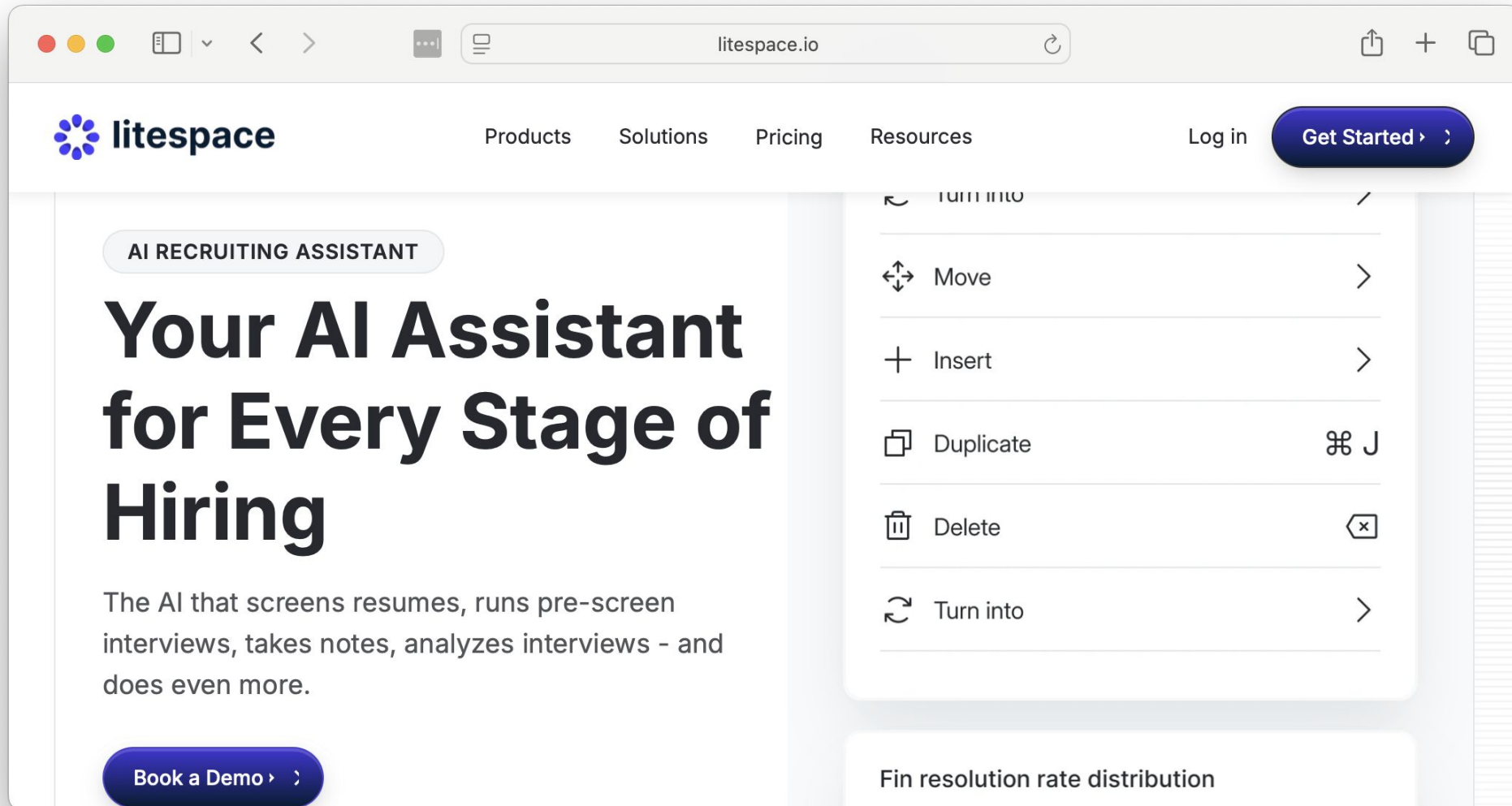
Results: Product sales from ChatGPT traffic



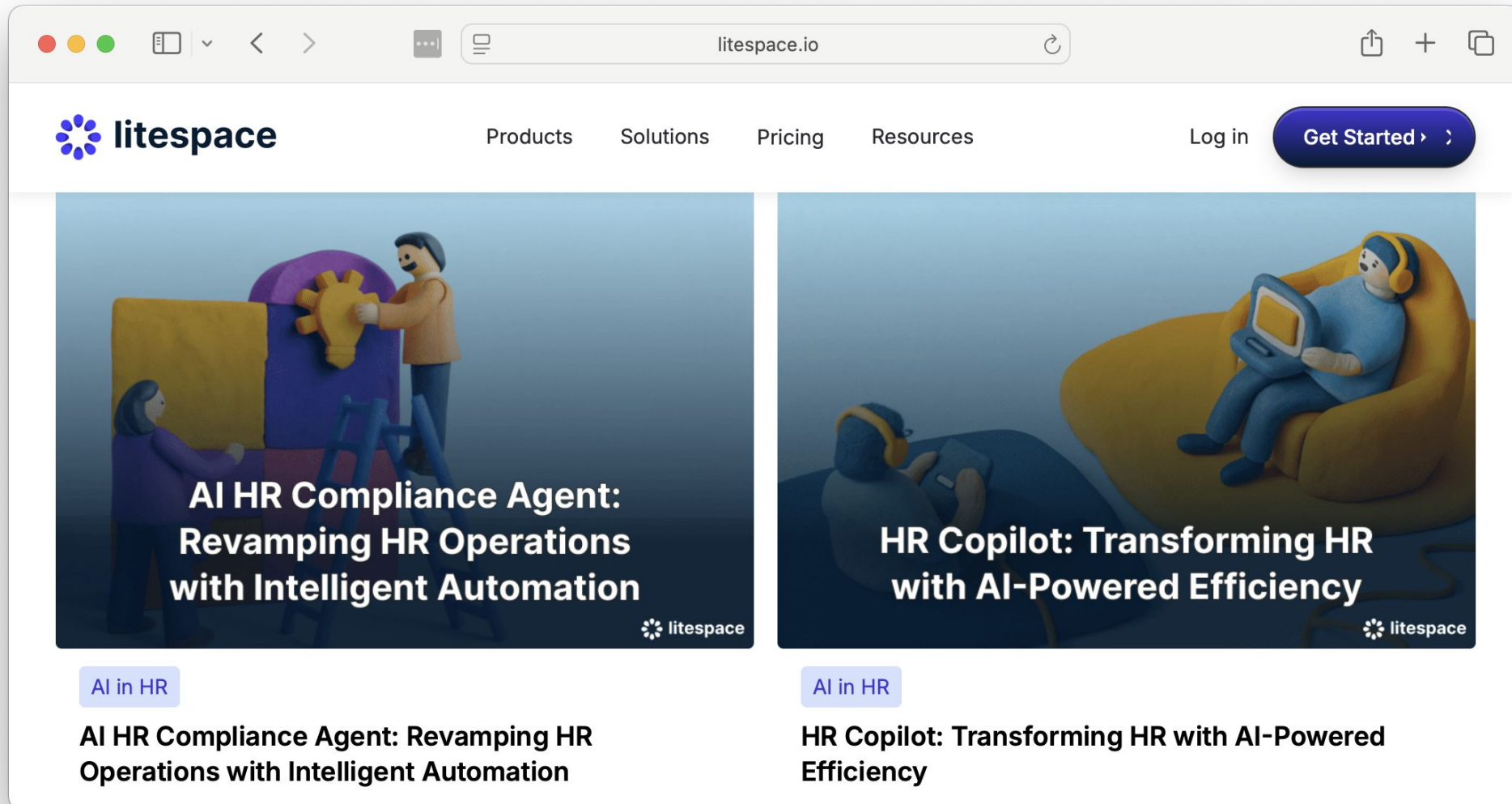
Learning

*Proven, reliable
strategies for
generating revenue
from GEO are still
emerging*

GEO Case Study (LiteSpace.io)



GEO Case Study (LiteSpace.io)



GEO Case Study (LiteSpace.io)

He started with: Brand new blog

He built: 500+ hyper-specific blog articles using Reddit to find micro-topics

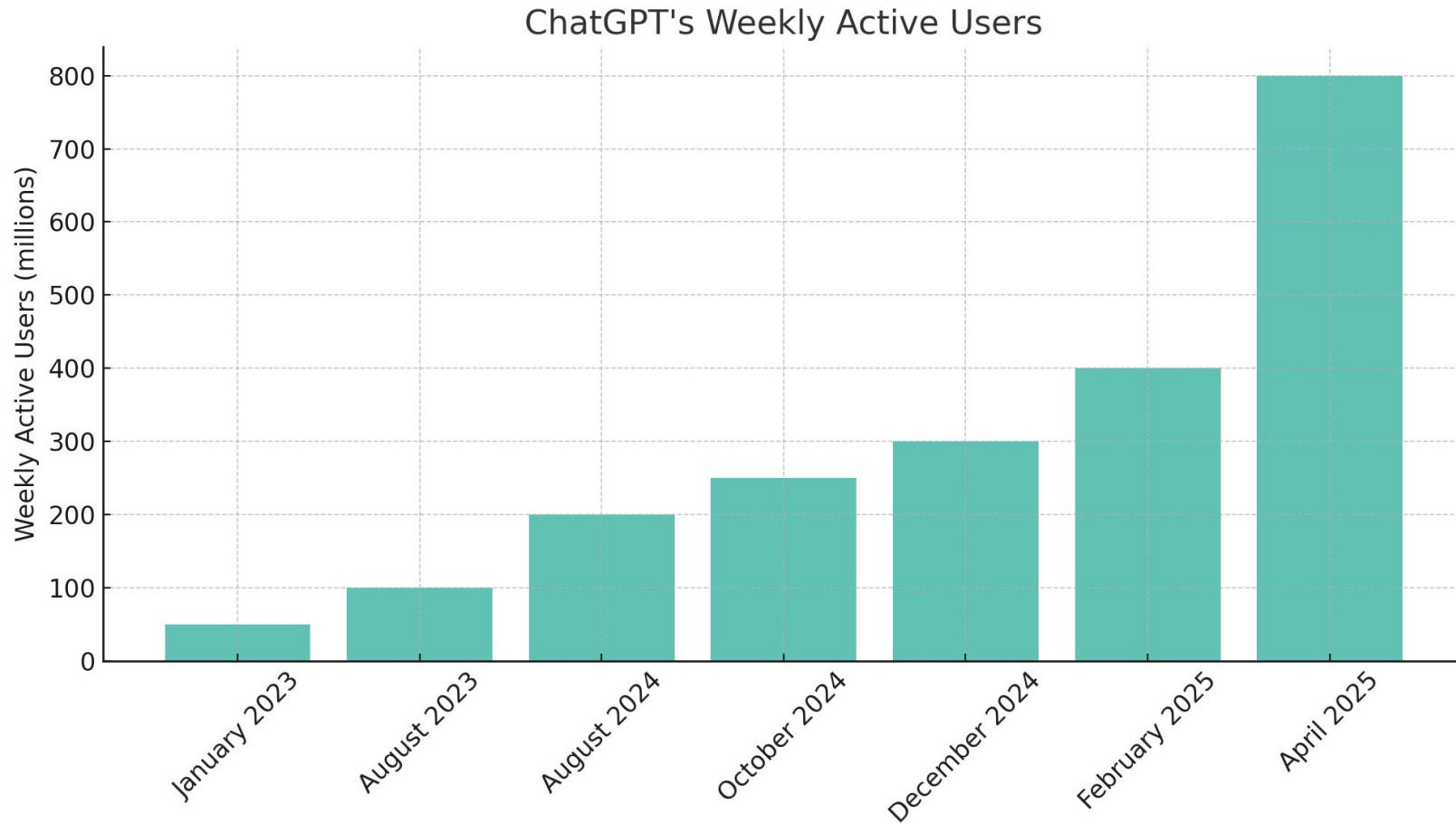
Example article: "5 Key Questions to Ask During a Registered Nurse Behavioral Interview"

Results: ChatGPT began citing the site → humans started clicking → captured converting traffic

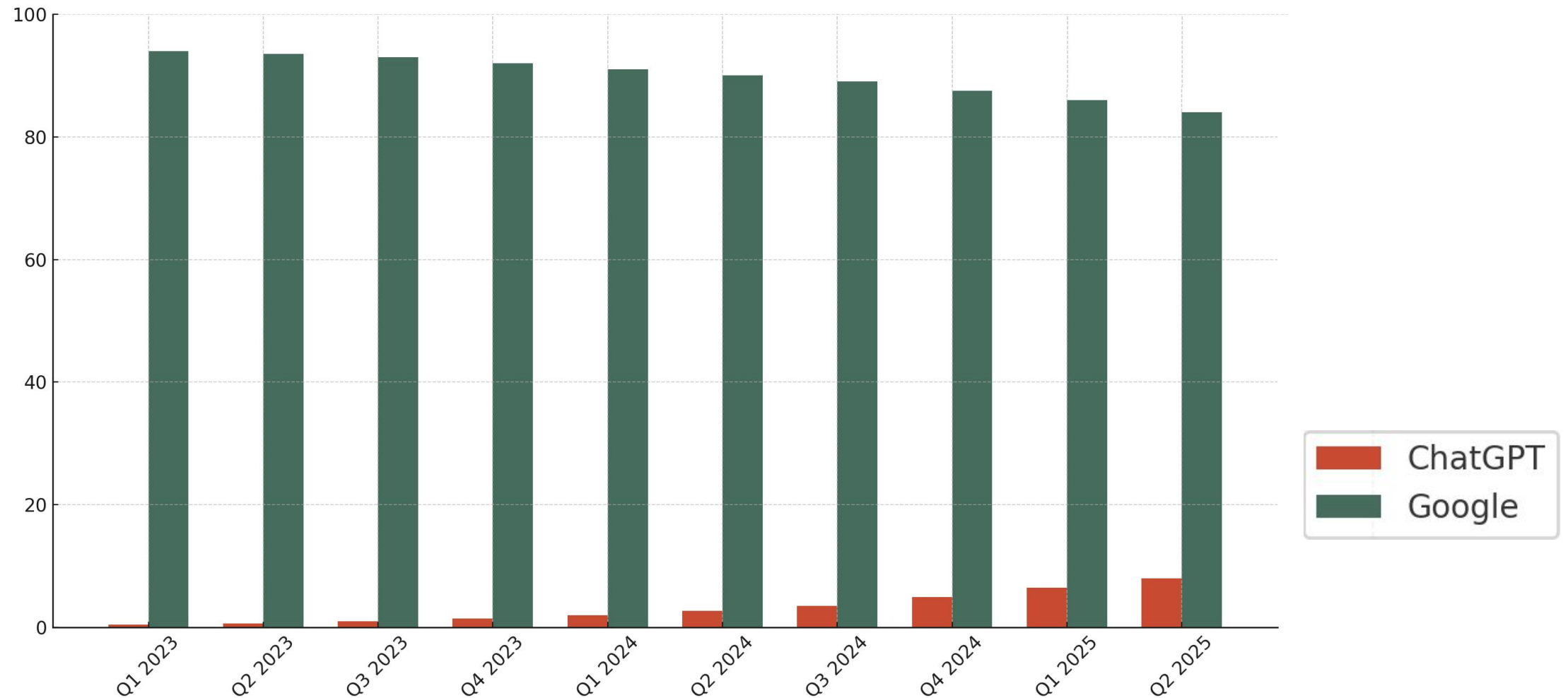
Learning

*Focus efforts on
ChatGPT now and
Google's AI Mode
for the near future*

ChatGPT Usage is Explosive

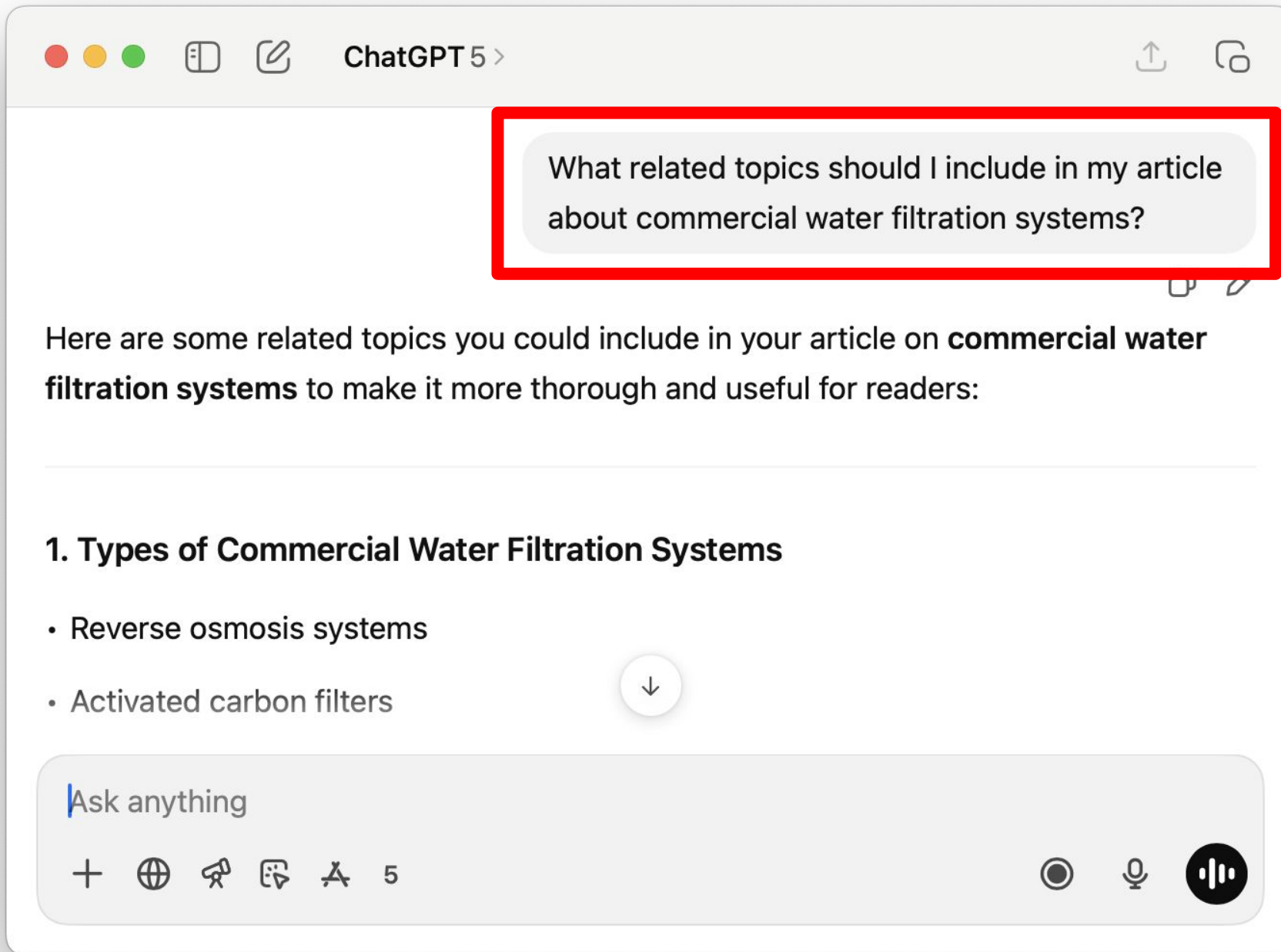


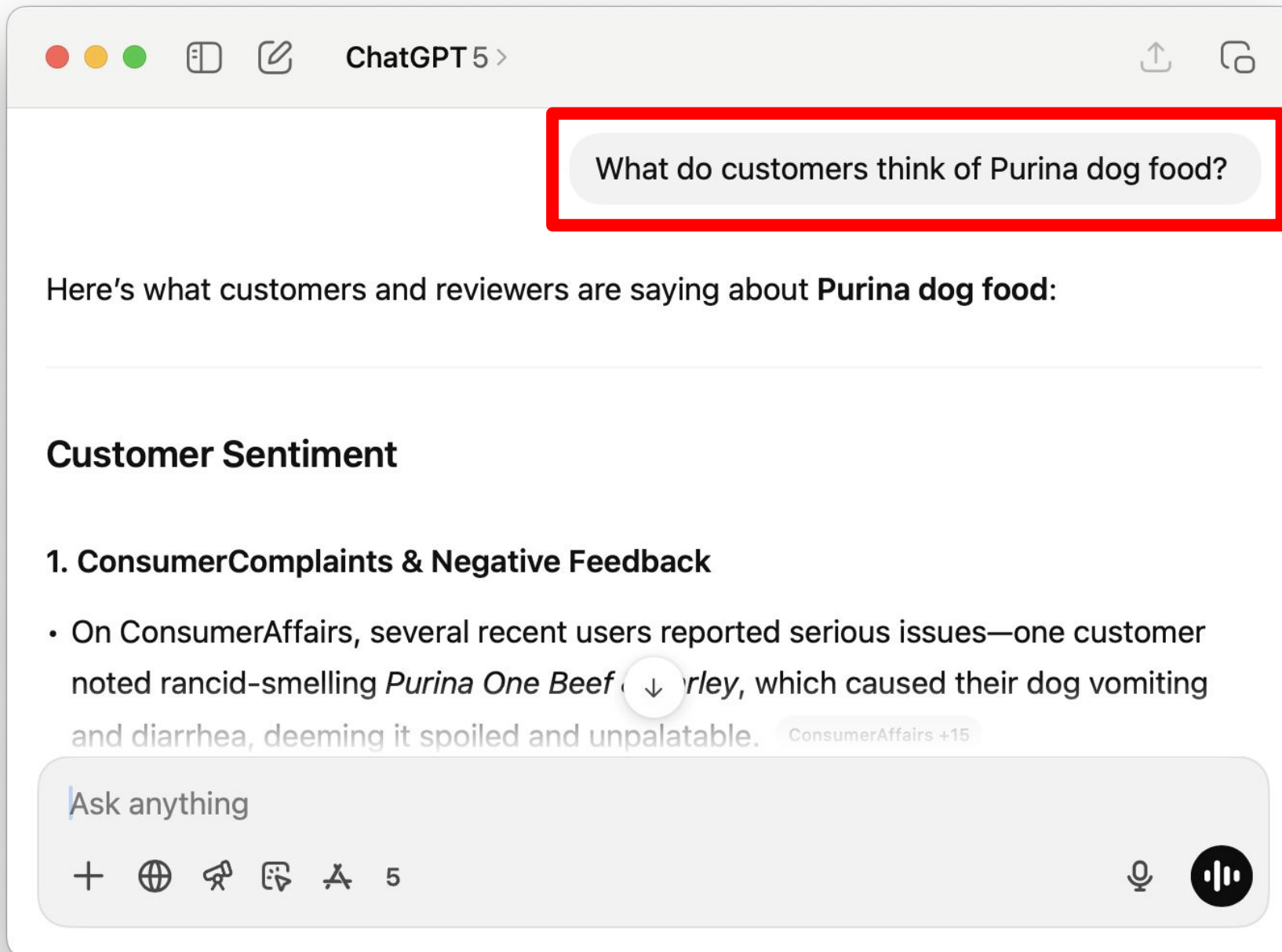
AI Mode Usage Will Overtake ChatGPT

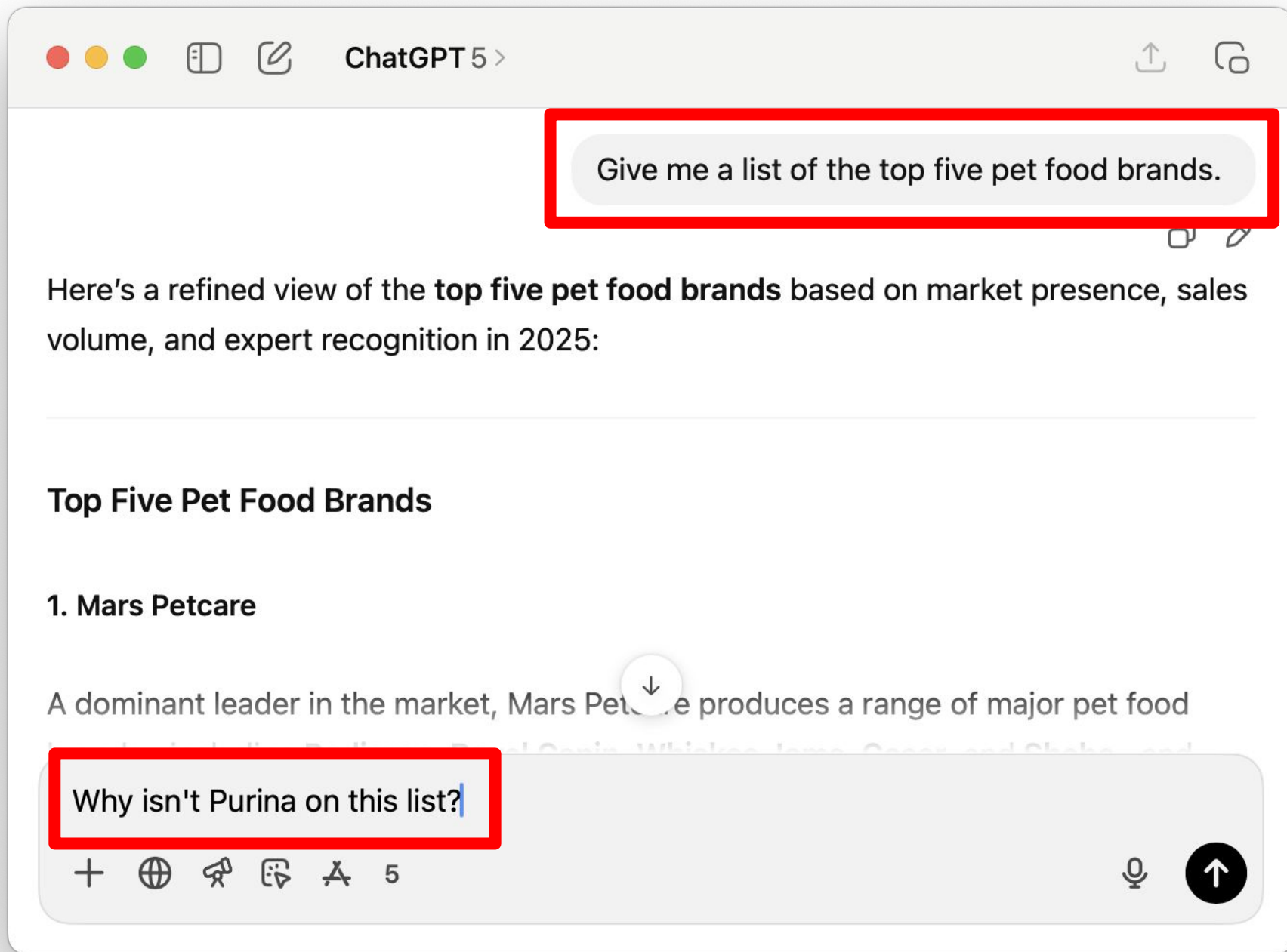


Learning

*Use LLMs as a
market research
tool*







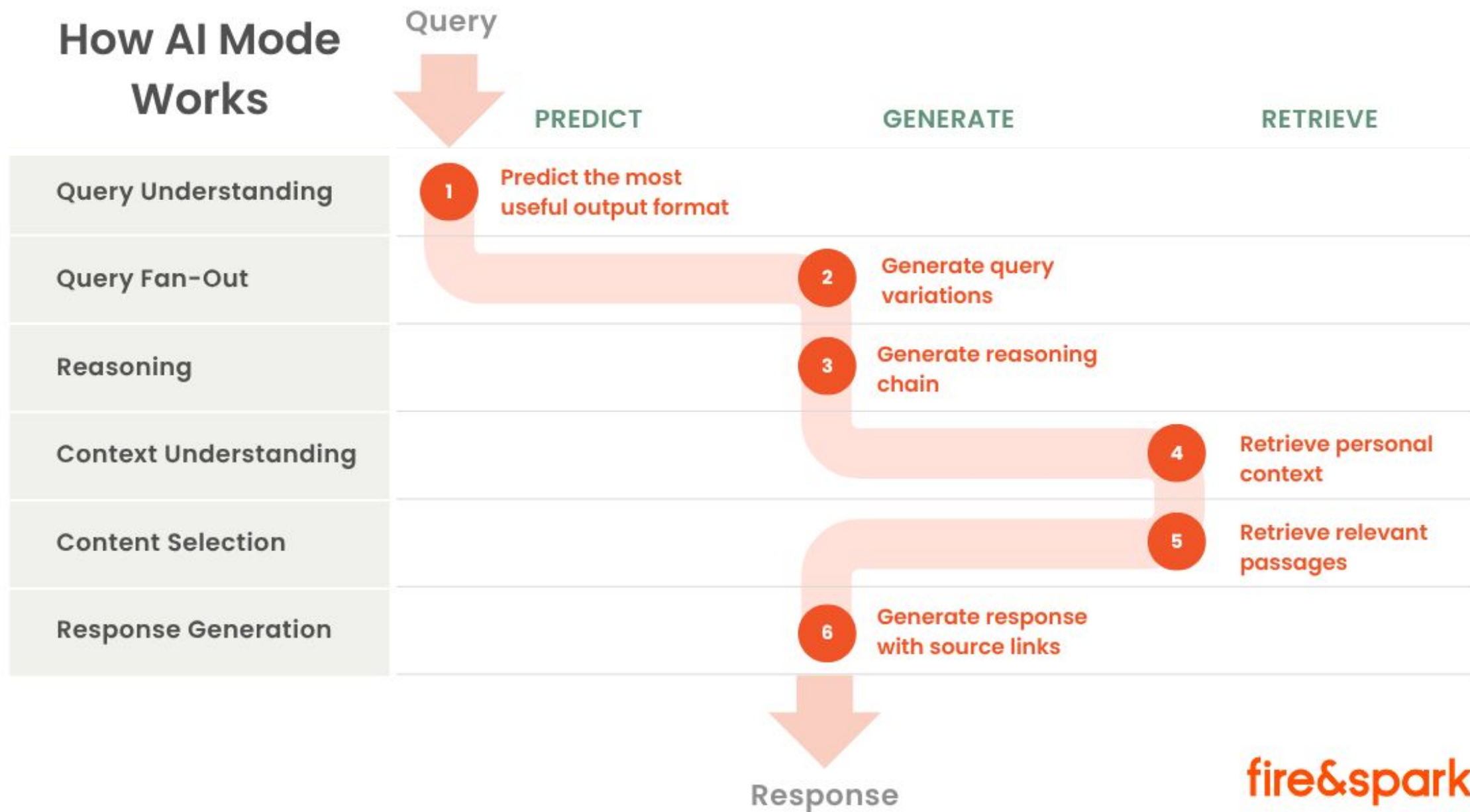
How Search Works

Predict what you are really asking

Retrieve the most relevant information

Generate useful results

How AI Mode Works



A Framework for AI Search Optimization

VECTOR

V erify	E xpand	C larify	T arget	O ptimize	R efresh
Intents	Relevance	Answers	Mentions	Assembly	Passages

Quick break

Download my slides



dale@fireandspark.com

V – VERIFY INTENTS

Gather intents, micro-topics, and persona variations

Activities

- ✓ Interview customers
- ✓ Mine niche communities
- ✓ Build persona variations
- ✓ Market research with AI

Why it Works

AI Mode retrieves relevant passages in vector space that align with search intent, person history, and decision chains.

Customer Research

TALK TO YOUR CUSTOMERS



- Find a niche forum
- Mine Reddit for micro-topics
- Interview customers
- Review sales call recordings
- Analyze support tickets/chat logs
- Monitor social media
- Study competitor reviews

Prompt

Your task is to extract verbatim quotes that match any of these criteria:

1. Emotionally charged statements

Quotes that express strong feelings or opinions. Look for:

- Positive: “compelling”, “amazing”, “incredible”, “love”
- Negative: “disgusting”, “terrible”, “sucks”, “hate”

2. Requests for assistance or advice

Quotes seeking help, guidance, or information. Look for phrases like:

- “Does anyone know...”

E – Expand Relevance

Develop semantically relevant content

Activities

- ✓ Publish persona-targeted micro-topics
- ✓ Lead with core information backed by specifics
- ✓ Use AI for semantic enrichment

Why It Works

AI Mode infers relevance from the semantic proximity of your content to relevant topics and entities.

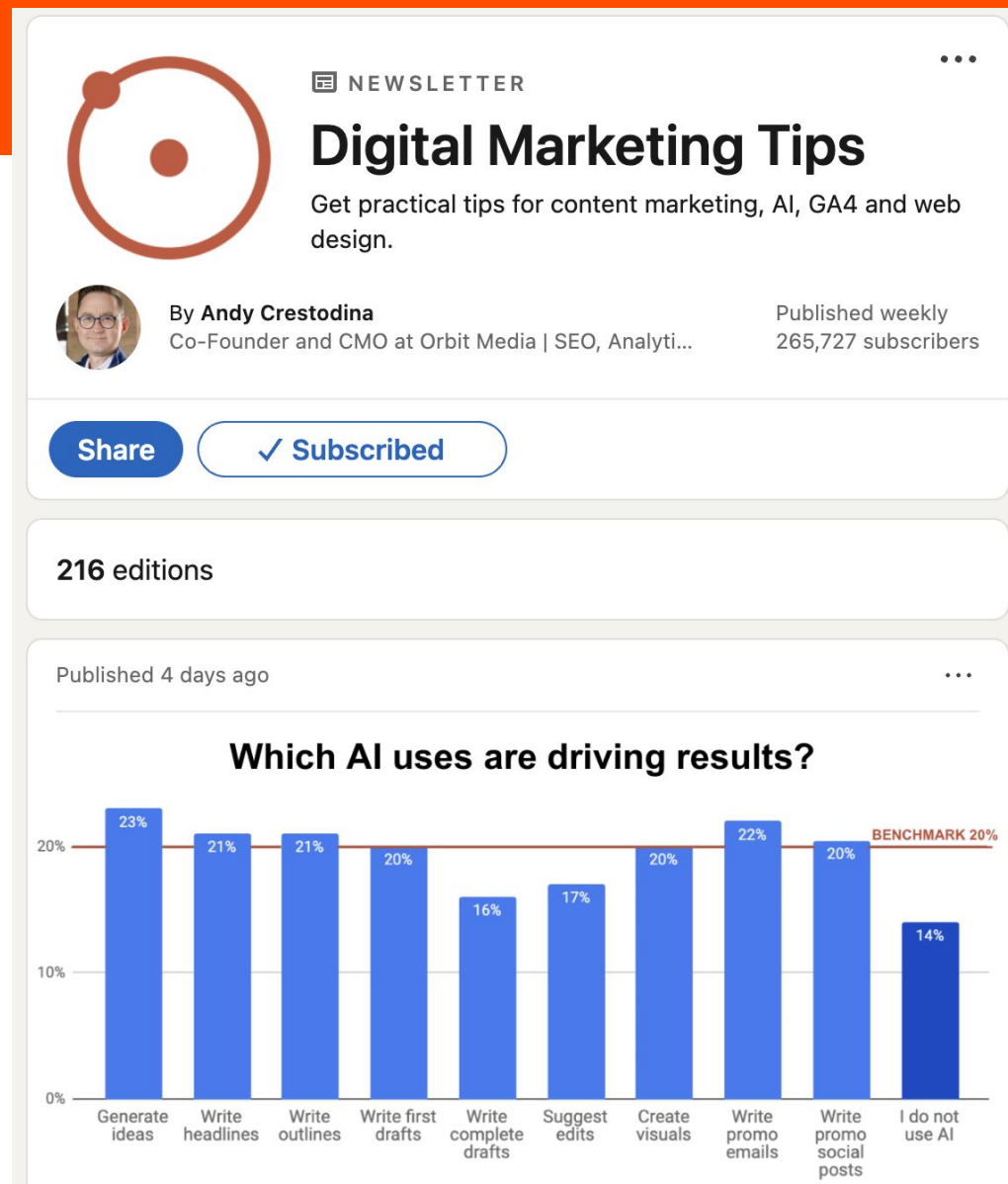
Relevance Optimization

Prompt

Brainstorm 10 phrases related to the search intent provided.

Then, add the phrases to 10 sentences in the article provided.

Search Intent: Find discount ski equipment at the end of the ski season.



Content Optimization

Original Sentence: “This chair is designed to be comfortable for long hours of work.”

Suggested Edit: “This is one of the best office chairs for back pain, featuring lumbar support and an adjustable design that promotes proper posture during extended desk work.”

C – Clarify Answers

Craft content passages for standalone retrieval

Activities

- ✓ Aim for semantic density
- ✓ Add relevant examples, analogies, entities, and comparisons
- ✓ Write passages that answer one specific question

Why It Works

AI Mode favors concise, self-contained passages that directly answer a specific question

Direct Answers – FAQs

What role does crawlability play in determining crawl budget?

Crawlability has to do with the possibilities Google has to crawl your website. Crawlers can be blocked from your site. There are a few ways to block a crawler from your website. If your website or a page on your website is blocked, you're saying to Google's crawler: "do not come here". Your site or the respective page won't turn up in the search results in most of these cases.

Explicit Lists – Pros and Cons

Pros

Access to higher-paying job opportunities

Structured learning and access to expert professors

Networking opportunities with peers, professors, and alumni

Personal growth and exposure to diverse ideas

Often required for certain professions (doctor, lawyer, engineer)

Cons

High cost of tuition and potential student debt

Time commitment—typically 4+ years

Uncertain return on investment for some fields

Opportunity cost: income lost while attending college

Alternatives like trade schools, apprenticeships, or entrepreneurship may suit some better

Clear Comparisons – Verifiable Facts

The Tesla Model 3 Long Range and Ford Mustang Mach-E Premium AWD are two leading electric vehicles with distinct strengths. The Tesla offers a longer EPA range (341 miles vs. 290 miles), faster charging (up to 250 kW), and quicker acceleration (0-60 mph in 4.2 seconds). The Mustang Mach-E, while slightly more expensive, provides greater cargo space, a more conventional interior design, and compatibility with various public charging networks.

T – Target Mentions

Reinforce relevance and messaging in AI training data sources

Activities

- ✓ Earn placements in AI sources
- ✓ Maintain consistent brand entity
- ✓ Monitor 3rd party messaging
- ✓ Inspect reasoning chains

Why It Works

AI Mode rewards messaging and brands that appear consistently across authoritative sources

Rand Fishkin - Speaker Biography



Rand Fishkin

CEO/FOUNDER

SPARKTORO

Rand Fishkin is cofounder and CEO of SparkToro, makers of fine audience research software, and indie game developer Snackbar Studio. He's dedicated his professional life to helping people do better marketing through his writing, videos, speaking, and his book, Lost and Founder. Rand was the cofounder of Moz, and Inbound.org, and a co-author on The Art of SEO. He's keynoted over 100 events around the world on marketing, technology, and startup topics.

Co-occurrence in Training Data



Amazon customer review:

“Apple Intelligence is underwhelming compared to other AI assistants. ChatGPT Voice is impressive compared to this crap.”

Product grade: Renewed Premium

This product is inspected, tested, and refurbished, as necessary to be fully functional according to Amazon Renewed standards. [Learn about Amazon Renewed](#)

Add a Protection Plan:

☐ 2-Year Protection Plan for \$219.99

O – Optimize Assembly

Structure content for AI understanding

Activities

- ✓ Structure content with hierarchy and schema
- ✓ Use lists, tables, and comparisons
- ✓ Write passages for persona variants

Why It Works

AI Mode uses page structure to map intents to specific passages and understand relationships between concepts

Platform Solutions

Customer Platform

Free Tools

Create a Bundle

HubSpot for Marketers

Products

Marketing

Sales

Service

Content

Operations

Commerce

Enhancements



Marketing Hub®

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Free Tools

Start generating and emailing new leads, and measuring your success — for free

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Free for up to 2 users. No credit card required.

Get started free



Marketing Hub Starter

For small teams who want to get started generating leads to grow their business

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Pay Monthly
Commit monthly

Pay Upfront
Commit annually

Buy now

MOST POPULAR

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Commit monthly

Pay Upfront
Commit annually

Buy now



Marketing Hub Professional

For marketing teams who want to effectively run omni-channel campaigns, automation, and reporting to build a scalable demand engine

Starts at **\$800/mo**

Includes 3 Core Seats
Additional Core Seats start at \$45/mo

Pay Monthly
Commit annually

Pay Upfront
BEST VALUE
Commit annually

Talk to Sales



fire&spark

Pricing Page Without Structure

2,000 email sends per calendar month, with HubSpot branding

5x marketing contact tier email send limit per calendar month. Connect and authenticate an email sending domain.

Remove HubSpot branding

10x marketing contact tier email send limit per calendar month

Additional features

Create up to 100 consent banners with different geotargeting rules, languages, and banner templates.

feature available

Clarity and Semantic Density

What Is Suboxone? Uses, Costs & How to Start Suboxone

Table of Contents

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[Key Facts](#) | [How It Works](#) | [Where to Get It](#) | [Get Suboxone Online](#) | [FAQs](#)

Suboxone is a [prescription medication approved in 2002](#) by the U.S. Food and Drug Administration (FDA) to treat opioid use disorder (OUD).[1] Each dose contains two medications: Buprenorphine (the active ingredient) eases withdrawal and cravings for other opioids, and naloxone (inactive, when taking orally as intended) to reduce risk of misuse.

Content Summary

Key Facts About Suboxone

KEY FACTS

- Buprenorphine, an active ingredient in Suboxone, was [developed as a pain medication in the 1970s](#), but researchers quickly learned it could also help to ease OUD symptoms.[2]
- Naloxone can reverse an opioid overdose for up to 90 minutes.[3] Inside Suboxone, naloxone is inert unless people take too much or otherwise misuse their medication.
- [Suboxone treatment statistics](#) suggest this medication is effective in addressing OUD, and few people misuse their doses.

How Much Does Suboxone Cost?

QUICK ANSWER

The cost of Suboxone varies by State and by insurance plan. Without insurance, a one-month supply of Suboxone could cost hundreds of dollars a month. However in most states, with insurance, the medication is covered. Before you sign up for any insurance plan, you can ask if it covers Suboxone. If you have Medicaid coverage, your coverage is more complex, as plans can vary from state to state. The best thing to do is to call your insurance company directly and ask if Suboxone is covered. If you have Medicare Part D, your Suboxone is covered.

Callout Box

Can I Get Suboxone Online?

Telehealth companies bring effective MAT into homes all across the country. Online Suboxone doctors can write prescriptions, track their patients and manage their recovery — all through computers and connected devices.

Online Suboxone clinic benefits include the following:

- Privacy: No one sees you go in or come out.
- Immediacy: Patients can get same-day access to prescriptions.
- Ease of access: Your appointments, support groups and more all happen via any connected device.

Q&A

R – Refresh Passages

Update best-performing content to maintain relevance

Activities

- ✓ Identify top performing pages
- ✓ Add recent developments
- ✓ Cover new intents and micro-topics
- ✓ Clearly date and time-scope facts

Why It Works

AI Mode cites sources that it trusts are accurate and up-to-date



destinationdreamerdiaries.com



Thinking of Traveling to Paris for the 2024 Olympics? A Word of Advice - Don't.

Since moving to Paris in 2021, every couple of weeks – I've taken a walk to a grocery store on the other side of *Champs des Mars* and passed a homeless man at the corner.

Over the past couple of years, I caught myself cracking a soft smile every time I passed his set-up: stacked high with books and nestled by food given to him from strangers on the street.

One time, I even saw a few high school aged kids sitting in a semi-circle surrounding him – encapsulated as he read from one of his many stories.

But the last time I walked by his corner, he was gone.

Examples: Add Recent Developments

Real Estate	Home price updates, Market trends, Zoning changes
Healthcare	New diagnostic tools, Insurance coverage updates, Telemedicine offerings
Finance	Tax law changes, Inflation reporting, Central bank policies
Travel	Seasonal demand spikes, Shifting visa rules, Travel advisories
Manufacturing	Automation trends, New product specs, Supply chain updates

Training for Your Team

- Research customer search intents
- Discover niche topics in the wild
- Build persona variants
- Earn co-citations with digital PR
- Establish a content refresh cadence
- AI-driven content workflows

More information: dale@fireandspark.com

Want More? Download the full VECTOR Framework Playbook

Let's Connect:

Email: dale@fireandspark.com

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