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**THE NEW RULES
FOR SEARCH VISIBILITY:**

A POINT OF VIEW FOR THE
MUSIC INDUSTRY

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HEADLINES

- Achieving artist brand power now starts _before_ the click.

- The impact of AI means other parties are giving fans their view of your artist, diluting your message and reducing clicks to your online properties.

- If you optimise your content for both traditional SEO and AI search you can acquire and retain fans. If you don't other people could co-opt your fanbase.

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Big news... ChatGPT's new eCommerce search functionality is another clear signal: users are no longer just "Googling", they are expecting AI to understand intent, context, and personalisation in a way that traditional search never could.

Instead of scanning ten blue links, people are moving towards conversational search that curates, recommends, and refines in real time.
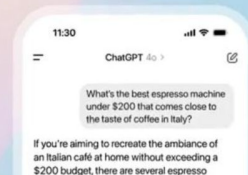
For eCommerce brands, that means customers will increasingly discover products not through categories or filters, but through natural conversation: "I'm looking for running shoes under $150 that are good for flat feet," and getting a tailored shortlist instantly.

A future-proofed search strategy can no longer just mean traditional SEO. Brands must now plan for discoverability within large language models (LLMs) and AI-native search experiences. That includes optimising structured data, building product ecosystems that AI can understand and recommend, and designing user journeys that adapt to new browsing behaviours.

The brands that thrive will be those who understand: search is no longer just an input. It's a conversation.
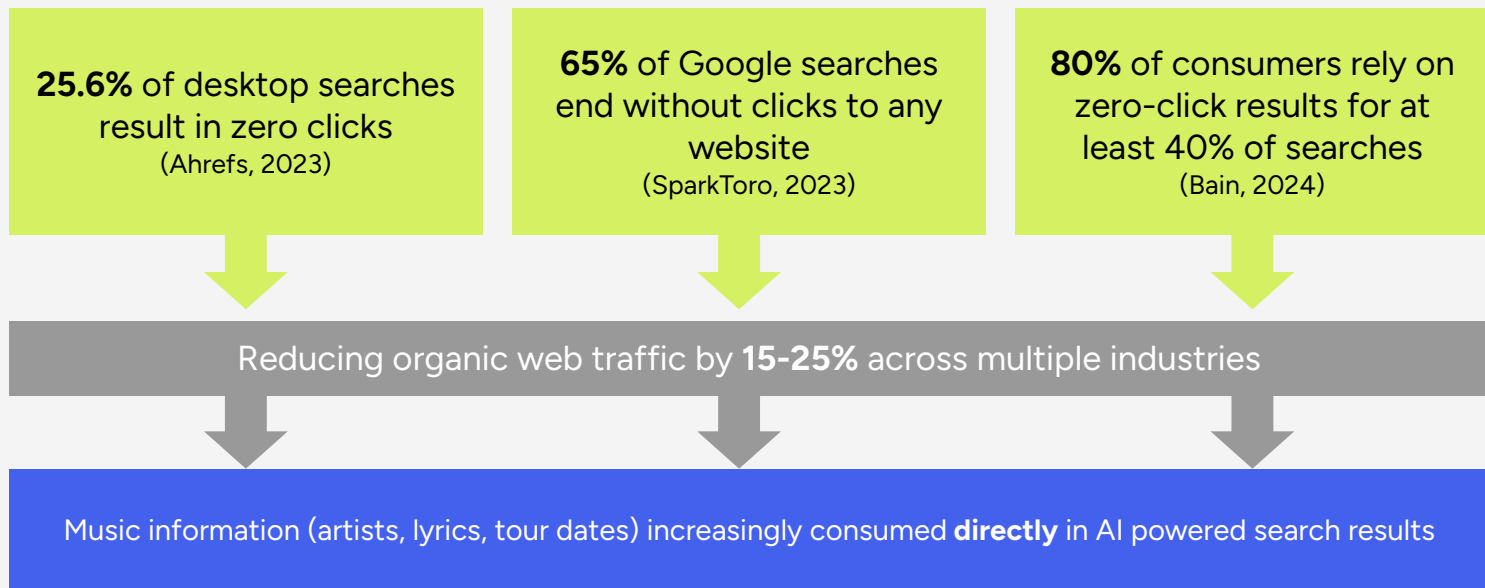
If you're not thinking about how your brand surfaces in AI-driven environments, you're already falling behind.

#AI #AIO #AISearch #ChatGPT

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ZERO CLICK SEARCH

Zero-click searches are now starting to dominate user behavior:

25.6% of desktop searches result in zero clicks
(Ahrefs, 2023)

65% of Google searches end without clicks to any website
(SparkToro, 2023)

80% of consumers rely on zero-click results for at least 40% of searches
(Bain, 2024)

Reducing organic web traffic by **15-25%** across multiple industries

Music information (artists, lyrics, tour dates) increasingly consumed **directly** in AI powered search results

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THE AI-POWERED SEARCH LANDSCAPE

Search has changed and you need to adjust your focus

🔍 *New Style Search*

- Traditional search engines providing AI-generated summaries

- Featured snippets (the 'traditional' zero click results) now appear in 30% of all Google SERPs
  (SEMrush, 2024)

- 53% of consumers prefer quick answers in search vs. clicking through
  (Forrester, 2023)

🏆 *Strategies to win in the new landscape:*

1. **When a fan is consuming SERP or AI Summaries:**
   a. Ensure visibility within both traditional and AI-powered search results
   b. First impression formation without website visits
   c. Control of knowledge panels, featured snippets, and AI-generated summaries
2. **When a fan is on your owned properties:**
   a. Converting the increasingly valuable clicks you do get to longer sessions
   b. Working for deeper engagement and fan relationships (things only you can offer)

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BUSINESS CONSEQUENCES

You risk losing both Traffic & Brand Control

Traffic Erosion:

- 18-22% decline in entertainment industry search traffic (Sistrix/GatherUp, 2023)
- First-party data collection opportunities diminished (you never see the user)
- Direct fan relationship building challenged

Brand Control Issues:

- Information presented without context or brand voice
- Increased risk of misrepresentation and outdated information
- Losing share of voice in high-value, non-branded searches
- Customer discovery phase increasingly algorithm-driven

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STRATEGIC TO-DOS

Own on-SERP Presence:

- Take control of all your knowledge panels and business profiles - claim & optimise.
- Implement comprehensive schema markup e.g. MusicRecording, MusicGroup, Events
- Control information accuracy across the search ecosystem

Create 'Click-Worthy' Content:

- Create content on your own properties that search engines cannot completely fulfill (longer form, unique content, video, community)
- Develop content aiming at music-related queries that necessitate advanced user interaction
- Balance information sharing with click incentivization

Measure Differently:

- Track SERP impressions and featured snippet ownership
- Monitor brand representation quality across search surfaces
- Assess the relative presence of brands within music discovery environments

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ILLUSTRATIVE ROADMAP ITEMS TO THINK ABOUT

Artist Relations - create brand authority from day one.

| Standardise knowledge panel management in artist onboarding | → | Create search visibility guidelines - e.g. consistency across channels where AIs ingest | → | Implement continuous monitoring of channels and leverage relationships to ensure recognition as 'official' (e.g. Spotify, Apple Music, YouTube) |

Marketing - remember that fans want deep content.

| Create long-form Q&A content to increase featured snippet capture | → | Redefine metrics from clicks to search impressions | → | Prioritize deep topical authority over shallow keyword tactics | → | Conduct comprehensive SERP and AI search audits for key artists |

Content & Technology - think in terms of a Unified Artist Presence built on foundational content and commerce layers.

| Implement high quality structured data across artist and catalog content | → | Adhere to Google's E-E-A-T* guidelines | → | Support AI powered search better: e.g. Offer content in formats that can be easily summarized and reinterpreted | → | Optimize for AI crawlability with semantic search focus |

* E-E-A-T = Experience, Expertise, Authoritativeness, and Trustworthiness

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THANK YOU