



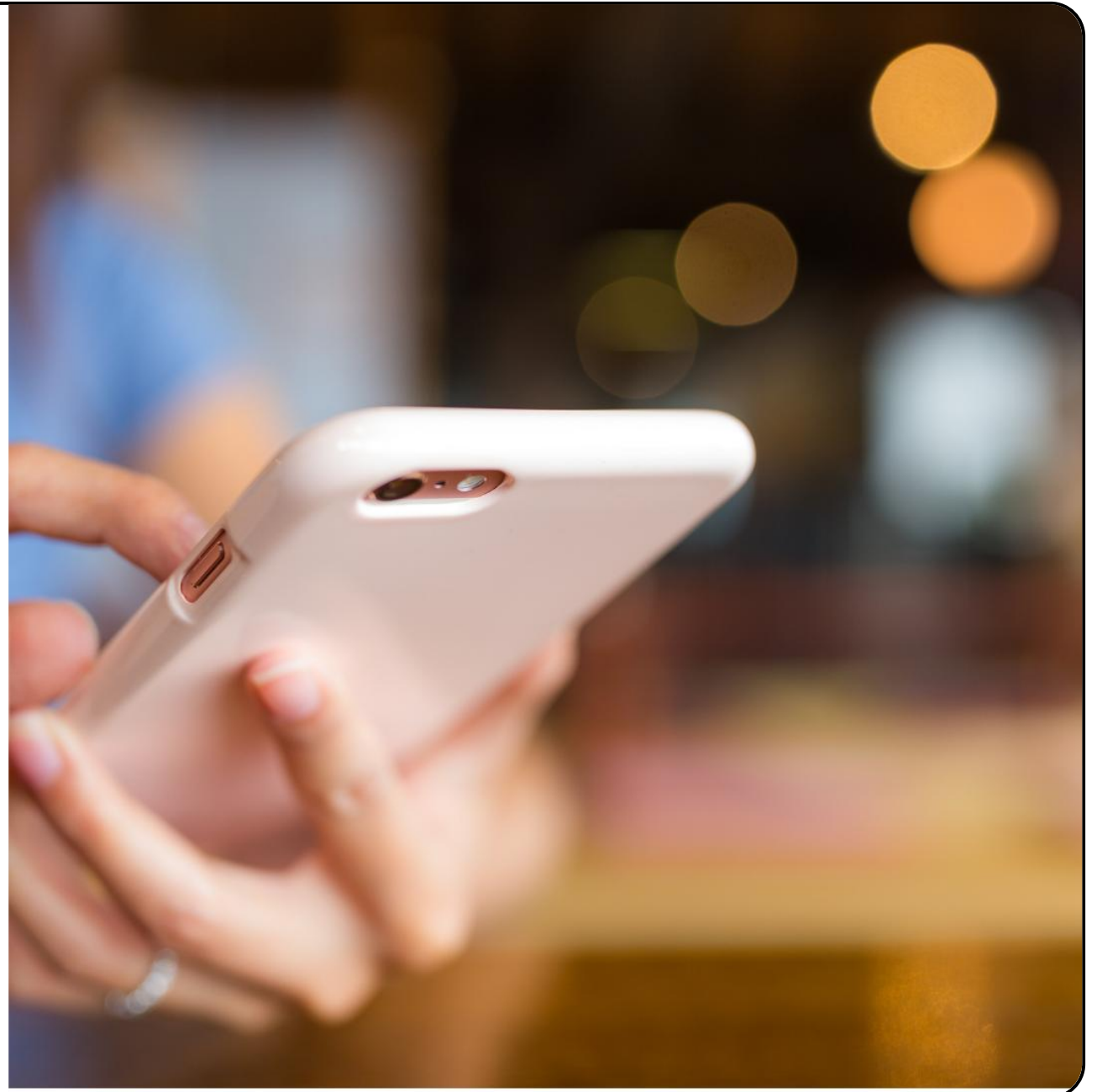
Presented by Visit Outer Hebrides

SHAPING THE FUTURE OF OUR INDUSTRY

WELCOME

How to win in AI powered search

- What is AI?
- Understanding how AI works
- Simple and practical tips
- Become more visible in an AI world
- Why your website is business critical
- Getting discovered online



***42% OF ALL UK SEARCH'S
ARE NOW AI OVERVIEWS****

*SOURCE: STUDIO 36 DIGITAL

◆ AI Overview



The Outer Hebrides (or Western Isles) are a 130-mile-long, 100+ island chain off Scotland's northwest coast. Known for dramatic landscapes, white sandy beaches, and strong Gaelic culture, they offer hiking, wildlife viewing (golden eagles, puffins), and history. Key islands include Lewis and Harris, North/South Uist, and Barra, with a 27,000 population. [Visit Outer Hebrides +4](#)

Key Aspects of the Outer Hebrides:

- **Best Time to Visit:** May to July offers the best weather, long daylight hours, and best access to nature.
- **Geography:** Dominated by Atlantic coasts, mountains, and unique Machair grasslands.
- **Culture:** A strong bastion of Gaelic culture with community ceilidhs and traditional

What is an AI overview?

AIO is the summary, with cited sources, that now appears above the traditional google search results at the top of the page.

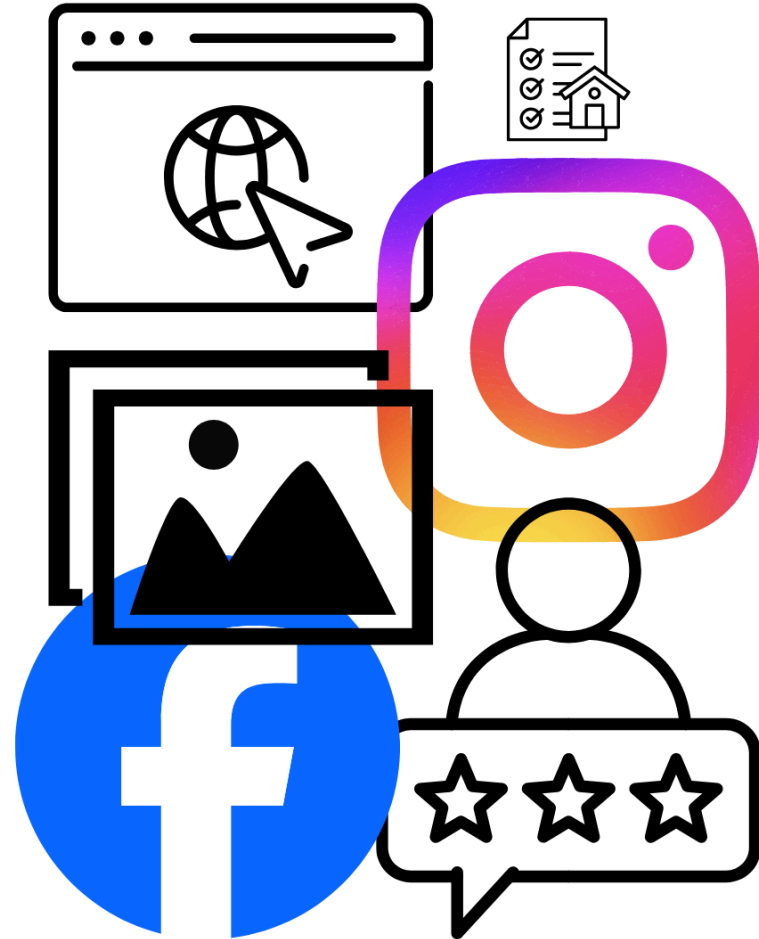
AI is no longer powering tools behind the scenes, its now directly visible.

AI is reshaping visibility but not reducing search demand.

Informational queries dominate AI coverage (“what is...?”, how to...?” etc)

Despite the rise of AI overviews and AI platforms such as Chatgpt and Gemini, google search activity continues to grow. Search engine land estimate there are 14-16 billion daily searches in 2025 (up from 9 billion in 2024).

However, being cited within an AI summary could become as important and as valuable as holding a position 1 ranking on google.



AI IS AN ECO SYSTEM OF INFORMATION

Typical sources for this information include:

1. Websites
2. Photos
3. Local listings
4. Social Media
5. Reviews

The best way of understanding how AI is being used for your business is to google your business and see what information is being cited and where that information's source is coming from. Repeat for ChatGPT and Gemini.

This **eco system** of information is how AI and Google trust the citation. Trust is key.

IF AI CAN'T READ YOU, IT WON'T RECOMMEND YOU

GEO & SEO are now both equally important.

Generative Engine Optimisation (GEO) – optimizing content to be easily found, trusted and then utilized by AI-powered search engines.

Search Engine Optimisation (SEO) – the process of improving a website to increase visibility in search engine results.

My B&B in AI Overview a few months ago:

Quick results from the web:


5 Star Gold Award Winning Guest House | **Broad Bay House** ...


Boutique Luxury Guest House with sea views just a few miles outside of Stornoway. Elegant suites,...

 Broad Bay ... · <https://www.broadbayho...>

Broad Bay House - Isle of Lewis - Outer Hebrides

Award-winning luxury 5-Star Gold accommodation by the sea. 2026 will be our 20th...

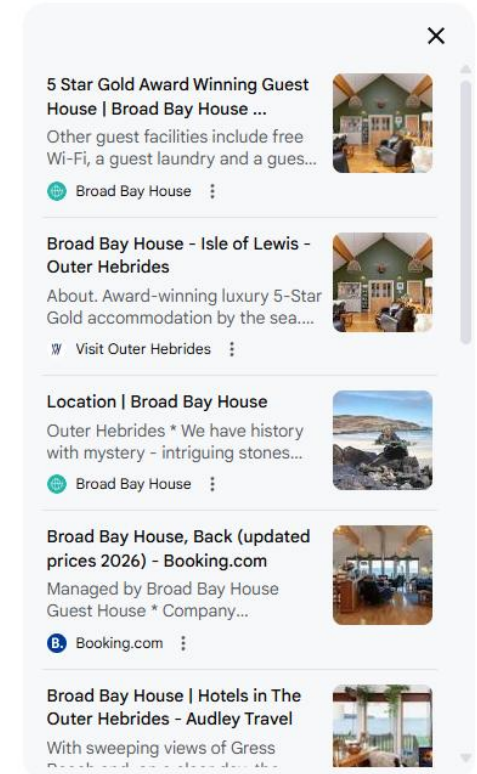
 Visit Outer ... · <https://www.visitouterh...>

Broad Bay House is an award-winning, adults-only luxury guest house located in the village of Back on the Isle of Lewis, approximately 7 miles north of Stornoway. Known for its contemporary design and 5-star Gold accreditation from both VisitScotland and the AA, it sits directly on the coastline with private access to a sandy beach.  Visit Outer Hebrides +3



Key Features & Amenities

- **Accommodations:** Four spacious en-suite bedrooms designed as junior suites, featuring solid oak furniture, Nespresso machines, and private decking areas.
- **Public Spaces:** A large guest lounge/dining area with a vaulted ceiling, floor-to-ceiling windows offering panoramic views of the Minch, and a solid fuel stove.
- **Dining:** Serves freshly cooked Scottish breakfasts and evening meals on selected



The screenshot shows a vertical list of search results for Broad Bay House. The first result is from Broad Bay House, featuring a photo of the interior and text: "5 Star Gold Award Winning Guest House | Broad Bay House ... Other guest facilities include free Wi-Fi, a guest laundry and a gues...". The second result is from Visit Outer Hebrides, with a photo of the interior and text: "Broad Bay House - Isle of Lewis - Outer Hebrides About. Award-winning luxury 5-Star Gold accommodation by the sea...". The third result is from Broad Bay House, with a photo of the coastline and text: "Location | Broad Bay House Outer Hebrides * We have history with mystery - intriguing stones...". The fourth result is from Booking.com, with a photo of the interior and text: "Broad Bay House, Back (updated prices 2026) - Booking.com Managed by Broad Bay House Guest House * Company...". The fifth result is from Audley Travel, with a photo of the interior and text: "Broad Bay House | Hotels in The Outer Hebrides - Audley Travel With sweeping views of Gress Beach, our award-winning..."

IF AI CAN'T READ YOU, IT WON'T RECOMMEND YOU

After:


I changed the content to suit.

I updated and added links to other pages, added a FAQ page, new photos and a made more about booking direct.

You can influence what an AI search is saying about you.

5 Star Gold Award Winning Guest House | Broad Bay House ...

Boutique luxury Guest House with sea views just a few miles outside of Stornoway. Elegant suites,...

 Broad Bay ... · <https://www.broadbayho...> ⋮

BROAD BAY HOUSE - Updated 2026 Reviews - Tripadvisor

This luxury 5-star gold beach-side guest house has stunning views, a beautiful setting and stylish...

 Tripadvis... · <https://www.tripadvisor.co...> ⋮

Broad Bay House is an award-winning, 5-star gold luxury guest house located in Back on the Isle of Lewis, approximately 7 miles north of Stornoway. It is known for its beachfront setting with direct access to a sandy bay and views of the Scottish Highlands across the Minch. [Visit Outer Hebrides +2](#)

Accommodation & Amenities

The adults-only property was purpose-built in a contemporary island style and features four spacious luxury en-suite guest rooms, all designed as junior suites. [Broad Bay House +1](#)

- **Room Options:** Rooms 1 and 2 can be configured as twins or super-king doubles, while Rooms 3 and 4 have king-size double beds. Room 4 specifically offers views of the sea.
- **Features:** Each room includes a personal decking area, flat-screen Smart TV, Nespresso machine, Bose Bluetooth speaker, and luxury toiletries.
- **Guest Facilities:** A large vaulted guest lounge/dining area with a solid fuel stove and panoramic windows. Other amenities include free Wi-Fi, a guest laundry, a library, and an EV charging station. [Broad Bay House +6](#)


Dining & Drinks

Broad Bay House holds AA awards for both breakfast and dinner. [Visit Outer Hebrides +1](#)

- **Breakfast:** A gourmet à la carte affair with fresh Scottish and continental options, including an exclusive porridge menu.
- **Dinner:** Informal 3-course set meals or sharing platters (such as Hebridean seafood) are served five nights a week.
- **Bar:** The house is fully licensed with an extensive selection of gin, malt whiskies, and

5 Star Gold Award Winning Guest House | Broad Bay House ...

Other guest facilities include free Wi-Fi, a guest laundry and a guest study. We also...

 Broad Bay House ⋮



Broad Bay House - Isle of Lewis - Outer Hebrides


About. Award-winning luxury 5-Star Gold accommodation by the sea. At Broad Bay...

[Visit Outer Hebrides](#) ⋮



Location | Broad Bay House


Broad Bay House is situated in a small working crofting community in a beach-sid...

 Broad Bay House ⋮



Price & Info | Broad Bay House

Tariff, information, terms and conditions. Reserve Today and Enjoy Your Stay. Check-I...

 Broad Bay House ⋮



Guest Rooms - Broad Bay House

See our rooms below: * Room 1. Super King DBL or Twin. More Info. * Room 2. Super King...

 Broad Bay House ⋮



HOW GEO DIFFERS FROM SEO

	Traditional SEO	AI Search (GEO)
User Input	Short, fragmented keywords	Conversational, long-form questions
Result	A large list of ranked website links	A single, synthesized answer with cited options and sources
Main Metrics	Search rankings and click-through rates	Brand / business mentions and citations
Trust Factor	Domain authority	Confidence (consistency of all data across all sources)
Content Style	Optimized for web crawlers	Optimized for conversations (FAQ's, reviews, etc)

GEO IS NOT THE END OF SEO – YOU NEED TO DO BOTH

Evidence suggests that AI tools are changing how people search for your business, not how often. Google remains the dominate discovery channel, keeping SEO essential for businesses in the UK.

Future proofing both your GEO and SEO strategies are critical for sustaining visibility.

Organic SEO still matters. When AI overviews appear, they may sit above – but they still link to trusted sources and reinforce the value of authoritative, structured content

WHERE DO WE GO FROM HERE?

Where AI gets its information:

It is pulling in more than your website!

1. Your Website Pages – rooms, FAQ, dining options, facilities, location...
2. Reviews, accreditations, awards... (proving your content, creating trust)
3. Articles, guides, local listings, directories
4. Listings (OTA's, Viator, FairHarbor)
5. Photos
6. Structured Data (Schema) that makes facts easy to extract (Site Map)





BUILD YOUR WEB PAGES AROUND REAL INTENT

- Become an expert and trusted source
 - Make information readily available
 - Create 'pillar' pages

Accommodation Provider:

- Rooms
 - Facilities
 - Dining Options and booking
 - Location, parking
 - Events: weddings, activities etc
 - Dog friendly
 - How to book!
- What is your offering?

Budget, family friendly, luxury, adult only, wellness, island experience

- Create content that reflects this
- Does your pricing reflect your offering?

Activity Provider:

- Offering
- Dates / Times / How long last
- Experience
- What's included
- Location
- Pricing

IMPORTANT!

When reading about a certain offering or package that your offer – let's say – you are dog friendly - if your website does not have a dog friendly page, it cannot be indexed by google and AI will struggle to validate this. For this 'facility' to have impact and worth – it needs to link to its own page. This allows for better AI citation and trust.

Again, if you say you are dog friendly, but don't have this ticked on your facilities in your VOH listing (or any other listing, OTA etc) trust will be lost with AI. It cross checks all of this information., in the blink of an eye!

Consistency is key





MAKE IT UNIQUE

Make it unique

Make it helpful

If you have copied and pasted content from another source
AI will know

Q&A and FAQ pages are now vital for all AI platforms (and good for SEO too) If the question being asked is on your website, then AI will love you!

Ensure everything is linked

Test URL (all of them)

Remember visibility has shifted, not disappeared

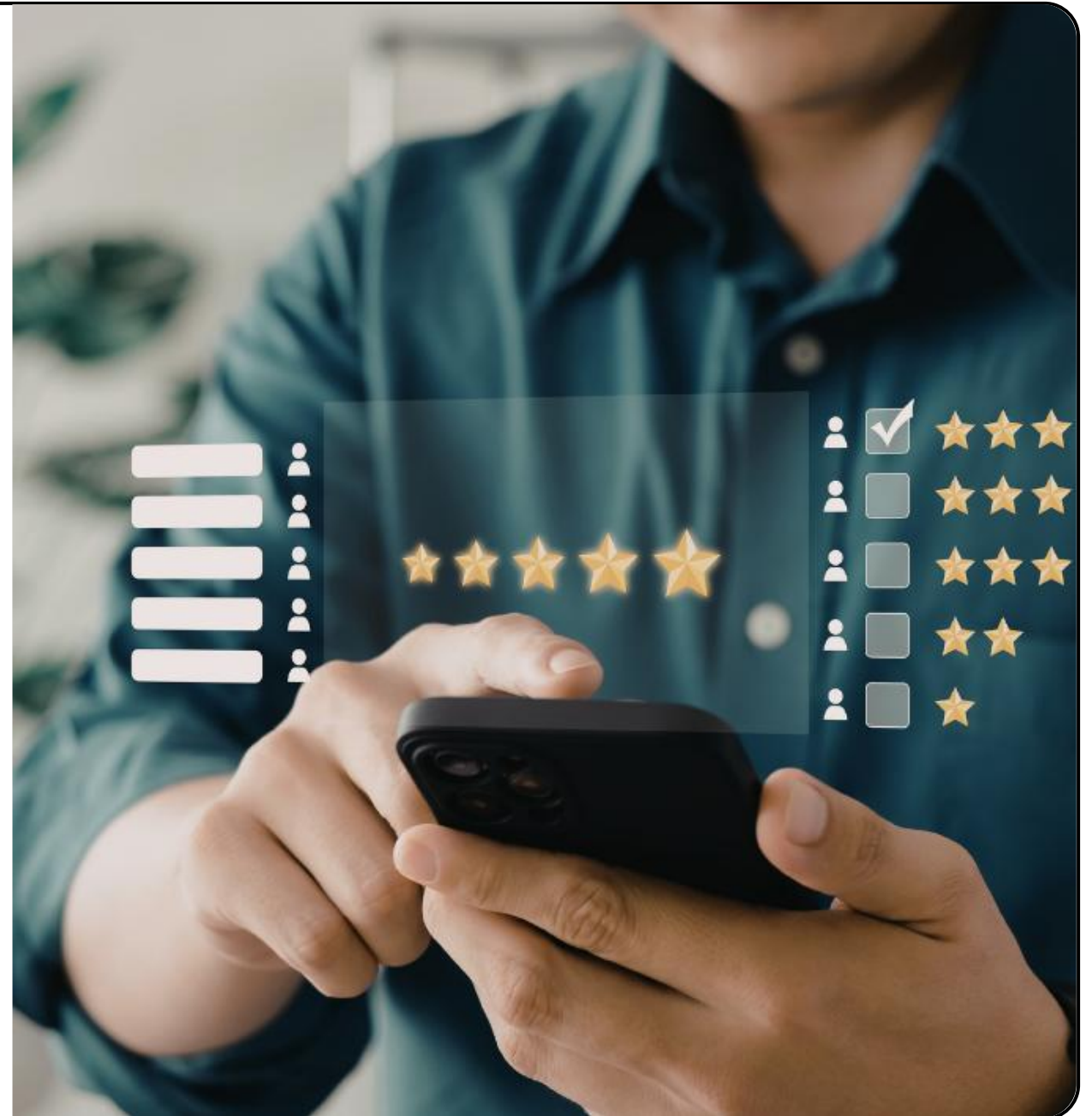
Remember google can't see photos – ensure every photo on your website is described and has Alt Text.

AI EARNED MEDIA

What others are saying about you.

- Awards
- Reviews
- Accreditation

It's very easy to say you are the best, award winning, the first... but AI needs earned media. These external reviews, awards, ratings and accreditations from a variety of sources (Trip Advisor, OTAs, AA, Thistle awards etc) lend authority, trust and, importantly... back up what you are saying, allowing AI to cite them with confidence.



KEY PHRASE TYPES (BOTH GEO & SEO)

1. Brand Name
2. High Intent
 - Luxury accommodation on the coast
 - Hotel in Benbecula
 - Beach Guest House in North Uist
 - Best luxury self catering for 2 in Outer Hebrides
 - Best experience for a rainy day in Uist
 - Distillery Tour Isle of Barra
3. Low Intent
 - Things to do in Uist

AI prompt:

- Informational
- Comparison
- Supportive (what to expect)
- Purchase (book a room)



RETRIVAL SIGNALS –WHAT CONTENT APPEARS IN AI RESULTS



Clear, factual information that answers specific questions



Think 'how', 'what', 'is', 'best way to'



Content from authoritative well-structured websites (such as VOH)



Information about facilities, amenities, location and unique features



Practical details – prices, how to book, availability etc



Reviews and ratings from trusted sources



Serves the reader



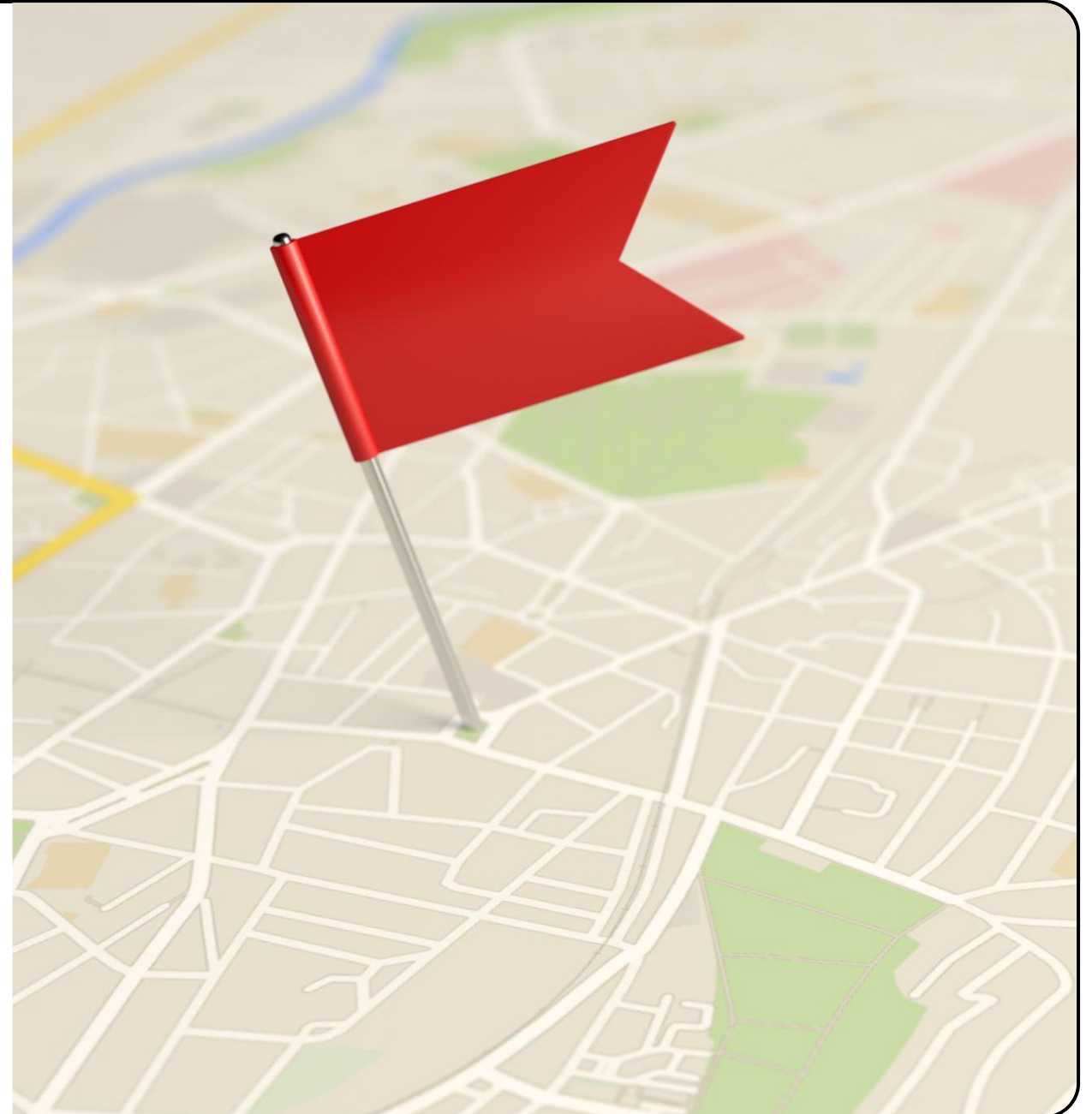
QUALITY

SCHEMA (STRUCTURED DATA)

Super powered for AI

...Perhaps something for your web provider.

- Labels for your website
 - It tells search engines what things **are**
 - Not just words on a page but: hotel, self catering, room, review, offer, event, price etc
 - It is the labels / code for your website
 - Schema serves as a critical, translator-like bridge between website content and Artificial Intelligence (AI) systems, directly impacting visibility in AI-driven search experiences. By adding structured, machine-readable data to content, schema reduces an AI's need to guess content, thereby increasing the likelihood of being cited in AI-generated answers.



IN CONCLUSION

- Make content clear – at a glance and easy to understand
- Add FAQ and pillar pages
- Create pages with intent (dog friendly stays, foodie breaks, what does the experience entail, quiet location)
- Link your site like a human would – add relevant and helpful links (both internal and external)
- Ensure basic schema (Site Map)
- Test, check, become the trusted source
- Keep everything up to date and relevant
- Ensure google can read your photos



AI IS ALSO A TOOL FOR GETTING THINGS DONE, QUICKLY

Remember:

- Never use AI exclusively
- It needs detailed prompts from you
- Personalise
- Change it – make it your own
- Output of AI is only as good as your input. Good clear prompts from you make all the difference.
- Cut off date – internal knowledge (Aug 25) prompt it to find up to date answer rather than known answer
- ITS NOT THE ANSWER TO EVERYTHING!!



Mid Journey – AI images, photos to video



Firefly – Create with AI – video and images



Chat GPT – text, content, script



D ID – AI generated video to showcase products and offerings – can create, script, video and campaign all from 1 photo



Canva – presentations, templates, creative



Runway – video editor



Chat GPT – customer insight, target market, data analysis, research, policies, strategies.



WIX – Website and hosting



**Any
Questions?**

QUESTIONS?

Remember SEO isn't being replaced by GEO, its evolving with it. The future of search and being found online belongs to those who adapt their content for both AI and humans.