AI Search Optimisation Emerges as Businesses Adapt to Changing Online Search Behaviour

Portable Design highlights the growing importance of AI Search Optimisation as ChatGPT, Google AI Overviews



CORK, MUNSTER, IRELAND, September 15, 2026 /EINPresswire.com/ -- The way consumers search for information online is changing rapidly, creating new challenges and opportunities for businesses seeking visibility in an increasingly AI-driven environment.

For more than two decades, traditional search engine optimisation (SEO) focused on helping websites rank within search engine results pages. However, the rise of artificial intelligence-powered search tools, including ChatGPT, Google AI Overviews, Microsoft Copilot, Perplexity and other large language model-based platforms, is beginning to alter how users discover information, products and services online.

> The goal is not to replace SEO. Traditional search remains important. However, businesses increasingly need a broader approach that considers how AI platforms interpret information”
>
> *Adrian Duffy*

Instead of reviewing multiple search results and visiting several websites, users are increasingly asking conversational questions and receiving direct answers generated by AI systems. Industry observers believe this shift represents one of the most significant changes to online search behaviour since the introduction of modern search engines.

According to Portable Design, a Dublin-based web design and digital marketing agency, businesses are beginning to recognise that visibility in AI-generated responses may become just as important as visibility in traditional search results.

"Businesses have spent years focusing on ranking in search engines, but the way people search

is evolving. Increasingly, users are asking questions directly to AI systems and acting on the answers they receive. Organisations need to consider how their content is understood, interpreted and surfaced by these emerging platforms."







This growing field has become known by several terms, including AI Search Optimisation, Generative Engine Optimisation (GEO), Answer Engine Optimisation (AEO) and Large Language Model Optimisation (LLMO). While terminology continues to evolve, the underlying objective remains similar: helping websites become more understandable, trustworthy and accessible to AI systems that generate answers for users.

Unlike traditional SEO, which largely focuses on rankings within search engine results pages, AI Search Optimisation aims to improve the likelihood that a business, website or piece of content is cited, referenced or recommended by AI-powered platforms. This often involves a combination of technical website improvements, structured data implementation, authoritative content creation and clear information architecture.

Industry experts note that AI systems increasingly rely on signals such as topical authority, factual clarity, structured content and trusted sources when generating responses. Businesses that provide clear, well-organised and authoritative information may be better positioned to appear in AI-generated answers.

The emergence of AI-powered search has also highlighted the importance of content quality. While keyword optimisation remains relevant, AI systems are increasingly evaluating context,

intent and subject expertise rather than relying solely on traditional keyword matching. As a result, organisations are being encouraged to develop content that directly answers user questions and demonstrates expertise within their field.



Research and commentary from across the digital marketing sector suggest that user behaviour is already changing. Consumers are using conversational AI platforms to ask for recommendations, compare services, evaluate products and obtain answers to complex questions without necessarily visiting multiple websites. Businesses that fail to adapt to these evolving search habits may find it increasingly difficult to maintain visibility online.

Portable Design believes the future of digital visibility will require organisations to consider both traditional SEO and AI Search Optimisation strategies.

"The goal is not to replace SEO. Traditional search remains important. However, businesses increasingly need a broader approach that considers how AI platforms interpret information and decide which sources to reference when generating answers."

Many of the principles that support AI visibility overlap with established SEO best practices, including website performance, content quality, technical optimisation and user experience. However, AI-focused optimisation often places additional emphasis on structured data, entity recognition, question-and-answer content, topical authority and consistency across digital platforms.

As AI-generated search experiences continue to develop, organisations across multiple industries are beginning to evaluate how their digital presence is represented not only in search engines but also in conversational AI environments.

While the long-term impact of AI-powered search remains uncertain, many digital marketing professionals believe businesses that adapt early may be better positioned to benefit from changing consumer behaviour and evolving discovery platforms.

Further information about AI Search Optimisation is available at:

https://portabledesign.ie/ai-search-optimisation/

About Portable Design

Portable Design is an Ireland-based web design, SEO and digital marketing agency. The company provides website development, search engine optimisation, AI Search Optimisation, content strategy and digital marketing services to businesses seeking to improve online visibility and digital performance.

Adrian Duffy
Portable Design Ireland
+353 21 601 0795
email us here
Visit us on social media:
LinkedIn
Facebook
YouTube
X

This press release can be viewed online at: https://www.einpresswire.com/article/918173196

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.