

Redefine ROI Integrates LLM Optimization into SEO Playbook to Empower Startups & SMEs in AI Search Era

As Google's AI Overviews now absorb up to 54% of the clicks page-one results, Redefine ROI has folded LLM optimization into its core SEO playbook for businesses

NV, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- A business can rank first on Google

“

Page one still matters, but it's no longer where the answer lives. We stopped calling LLM visibility optional the day our clients' rankings held steady and their traffic didn't.”

Mrinal Kaushik

today and still lose the click. That's the fact behind Redefine ROI's decision to rebuild its SEO offering around LLM optimization, the practice of making content visible not just in search rankings, but inside the AI-generated answers that now sit above them.

The Problem Founders Are Already Living

Most business owners don't track click-through rate by SERP position. They notice traffic has gone quiet even when rankings look fine. That disconnect is what pushed Redefine ROI to rethink its own client reporting this year.

Founder Mrinal Kaushik says he hears the same question from clients on repeat: "Our rankings haven't dropped, so why has traffic?" The answer, more often now, is that the ranking no longer guarantees a visit. An AI Overview is answering the query before anyone scrolls to the link.

What's Launching

Redefine ROI is building LLM optimization into its [organic SEO services](#), not selling it as a separate premium add-on. It's now part of every SEO engagement for startups, SMEs, and enterprises. The work restructures client content so AI systems like Google AI Overviews, ChatGPT, Perplexity, and Gemini can parse, verify, and cite it directly.

- Content audits and restructuring for [Generative Engine Optimization](#) (GEO) and Answer Engine Optimization (AEO)
- Structured data and schema implementation so facts are machine-verifiable
- AI-citation tracking, added on top of existing organic SEO reporting

Why Now - The Clicks Are Disappearing Even When Rankings Aren't

- Position-one CTR falls from 1.41% to 0.64% (a 54% drop) when an AI Overview appears - Ahrefs, 300K-keyword study.

- Click rates on standard search links fall from 15% to 8% on AI Overview pages, According to Pew Research.
- Roughly 69% of Google searches now end without a single website visit - industry estimates.
- 43% of SEO professionals call AI/LLM optimization a core strategy, but only 14% track their AI-answer visibility, According to Goodfirms 2026 survey.

What's Next

Businesses can request an AI-search visibility audit directly by visiting :

<https://redefineroi.com/seo-audit/>

About Redefine ROI

Redefine ROI is an AI-driven [SEO marketing agency](#) that helps startups, small and mid-size businesses, and enterprises improve organic search performance through affordable, data-led SEO solutions.

Founded in 2023 by Mrinal Kaushik, the agency works with startups, small and medium businesses, and enterprises across India, the UK, the US, and Australia to build organic visibility across both traditional search engines and AI platforms.

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