

# 2025 Strategy Behind LLM Visibility





## What Every Brand Owner and Agency Must Do to Win AI Search

In 2025, Google isn't the only gatekeeper of discovery anymore. Large Language Models (LLMs) like GPT-4, Claude, Gemini, and Perplexity are now playing a critical role in how consumers discover and trust brands. And spoiler alert — LLMs don't think like Google.

We recently analyzed 2,400 prompts across 7 major AI models to see how they reference brands like Vans, Stussy, Palace, and Etnies. The findings are loud and clear:

**LLMs diverge from traditional SERPs in 73% of brand queries**

**Cultural footprint accounts for 65% of visibility variance in LLMs**

**Cultural footprint accounts for 65% of visibility variance in LLMs**

**Brands optimizing for both ecosystems saw 2.3x higher overall visibility**

So what does that mean for you? If you're still optimizing your content *only* for Google, you're missing the new front lines of brand discovery.

# Welcome to the Era of Dual Discovery



LLMs now power over **half of product research journeys** among Gen Z and millennials. And they're shaping purchasing decisions by referencing:

Subreddits

Brand Lore

YouTube creators

Brand Loyalty

Old blog archives

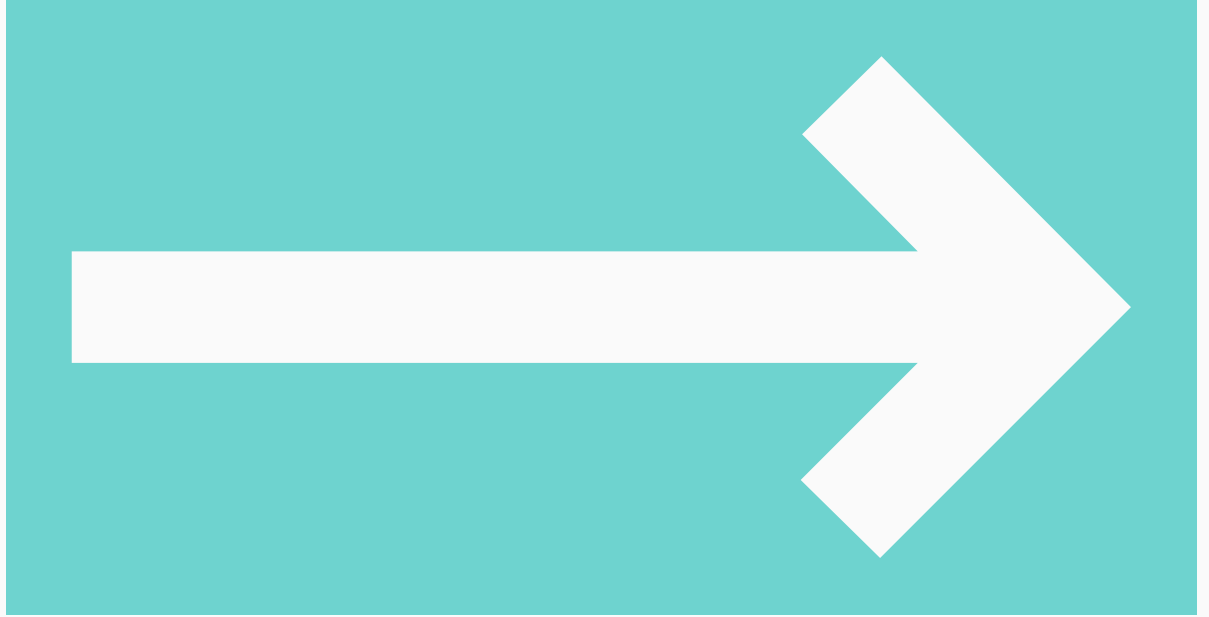
Brand Sentiment

Fan forums

Brand Tone

This is a radical departure from Google's link-based authority model. LLMs value **narratives, recency, authenticity, and cultural relevance**.

# What You Should Be Doing (and Why)




Here's your brand's 2025 survival kit  
for LLM SEO:



# 1. Run a Cultural Footprint Audit

Check where your brand appears *outside* of your website:

- Are you mentioned on Reddit?
- Do creators talk about you on YouTube?
- Are you cited in community forums or niche blogs?

 Use tools like Seshes.ai to benchmark your **LLM Visibility Score** and **Cultural Footprint Index**.



## 2. Build Narrative-Rich Content

LLMs favor brands with a backstory. Don't just publish "Top 10 reasons" listicles — tell your origin story, highlight your cultural milestones, and showcase your community love.



Start with:


- Brand founder interviews
- "History of [your category]" articles
- Cultural timeline pages
- Reddit-style AMA recaps

# 3. Optimize for Prompt Patterns



Treat LLMs like their own search engines — each with unique ranking logic.

- **Claude** and **GPT-4** prioritize legacy and credibility
- **Gemini** and **Perplexity** amplify trending, community-led chatter
- **DeepSeek** and **Grok** reward underground or authentic niche vibes

 Tip: Use natural language questions, semantic markup, and entity-rich answers that resemble how users talk to AI.



## 4. Structure Your Content Technically

Structured data still matters — just not in the way you're used to.

- Use JSON-LD to reinforce brand info
- Use consistent `<h1>`, `<h2>`, and semantic HTML tags
- Interlink related concepts to reinforce meaning clusters
- Make your FAQs *actually* useful to AI by answering real-world prompts



# 5. Track the Right KPIs



Traditional SEO metrics (CTR, backlinks, DA) aren't enough.  
Start tracking:

- **LLM Visibility Score**
- **Prompt Mention Rate**
- **Hallucination Rate**
- **Context Quality Score**
- **Cultural Trend Alignment**

Don't just measure clicks. Measure *presence in conversations*.



## 6. Embrace Prompt-Based Testing

Instead of waiting for traffic to tell you what works, test your brand in the wild.

Try this:

"What are the best [category] brands for Gen Z skaters?"

"Which brands are most respected in [niche] culture?"

"Compare [Your Brand] vs [Competitor] in terms of community reputation."

Run these across Claude, Gemini, GPT-4, etc. Then adapt your content to align.



# If You're Not in the Conversation, You're Not in the Cart

## The cost of inaction is real:

Your competitors will show up while you don't

LLMs will hallucinate false claims about you (or forget you entirely)

You'll miss out on the 47% of product discovery happening *outside* of Google

# The Opportunity: Be Early, Be Everywhere



Brands who treat **LLM SEO** as seriously as Google SEO will earn:

High Brand Recall

In top funnel drivers

First Mover Visibility

In new Ai platforms

Cultural capital

Translates to conversion

You're not just optimizing for keywords — you're optimizing for *memory*.



# Start Your GEO Journey Today

## Days 1-30: Foundation

Run a visibility + cultural audit

Identify your top 3 cultural gaps

Claim and monitor brand presence  
across Reddit, YouTube, niche blogs

## Days 31-60: Build

Publish narrative and  
community-first content

Launch an FAQ and Brand History  
page

Start a conversation on Reddit or  
Discord

## Days 61-90: Optimize + Measure

Monitor hallucinations weekly

Track prompt wins and keyword  
trends

Adjust content based on LLM model  
behavior

## Guide authored by Ricky Coburn

With assistance on data compilation, LLM prompt analysis, and content development from OpenAI's ChatGPT and Anthropic's Claude 3.

Large Language Models were used to:

- Summarize and interpret multi-model output
- Assist in visualizing LLM vs SERP comparisons
- Generate supporting language and narrative structure

All analysis, insights, and editorial direction were led by Ricky Coburn.

## LLM CITATIONS:

- OpenAI. (2024). ChatGPT (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Anthropic. (2024). Claude 3 [Large language model]. <https://www.anthropic.com/index/claude>
- Google. (2024). Gemini Advanced [Large language model]. <https://gemini.google.com/>
- Meta AI. (2024). LLaMA 4 (via Grok) [Large language model]. Accessed via xAI. <https://x.ai>
- Perplexity AI. (2024). Perplexity Ask [Large language model]. <https://www.perplexity.ai/>
- DeepSeek. (2024). DeepSeek-V2 [Large language model]. <https://www.deepseek.com/>

# Ready to optimize for search

Use the [Seshes.ai LLM Brand Tracker](#) to:

- Track brand mentions across GPT, Claude, Gemini, and more
- Benchmark your LLM SEO visibility
- Identify competitors beating you in AI answers
- Detect hallucinations and fix misinfo before it spreads

