

# THE 2025 DEFINITIVE GUIDE FOR LLM SEO WHAT YOU SHOULD BE DOING AND WHY



[seshes.ai/resources](https://seshes.ai/resources)

## The 2025 Definitive Guide to LLM SEO

### 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
- SEO-only strategies leave brands invisible in AI responses
- 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
- YouTube creators
- Old blog archives
- Fan forums
- Historical brand lore

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 Selles.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:

- Higher brand recall
- First-mover visibility in new AI platforms
- Cultural capital that translates to conversions

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

# Start Your LLM SEO Journey Today

Here's your 90-day Quick Start Plan:

## 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/clause>
- 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/>

[READ THE FULL STATE OF SEARCH 2025 - HERE](#)

## Ready to Optimize for the Future of 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

---

**The brands that win in AI discovery... will be the ones LLMs *remember first*.**

Want to know how your brand performs in AI Search?



👉 Track your own Brand Scorecard at [[seshes.ai](#)]

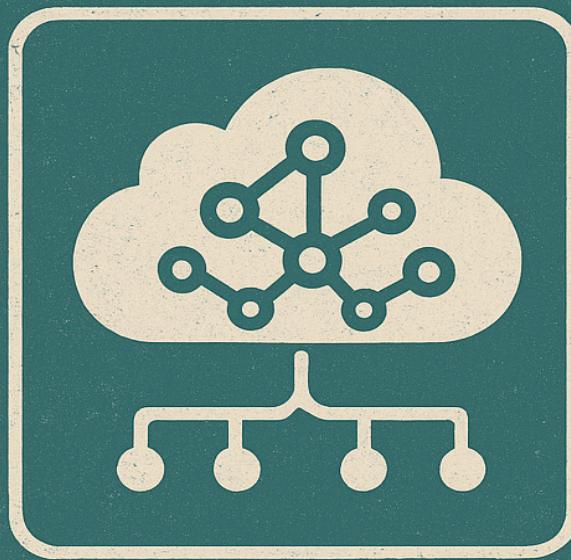
✓ Benchmark visibility

✓ Identify gaps

✓ Build your cultural footprint

# THE 2025 DEFINITIVE GUIDE TO **LLM SEO**

## WHAT YOU SHOULD BE DOING AND WHY



**seshes.ai**