

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom



Ed Coles

KAIZEN

Can you scale LLM
traffic through AI?



**WE'RE IN THE
'AGE OF AI'**



**AND BRANDS ARE
STARTING TO TAKE
INTEREST**



+527%

INCREASE IN LLM TRAFFIC YTD

< 1%

OF SITE TRAFFIC IS COMING FROM LLMS



**BUT IT'S NOT ALL ABOUT
TRAFFIC, MINDSHARE &
BRAND VISIBILITY ARE MORE
IMPORTANT THAN EVER.**



HOW CAN WE GET MORE?



HOW CAN WE GET MORE?

HOW CAN WE SCALE?



HOW CAN WE GET MORE?

HOW CAN WE SCALE?

IS IT WORTH IT?



WHAT CONTENT DO LLMS PREFER?



WHAT CONTENT DO LLMS PREFER?

CAN YOU SCALE IT WITH AI?



WHAT CONTENT DO LLMS PREFER?

CAN YOU SCALE IT WITH AI?

AM I GOING TO BE OUT OF A JOB?



12X

**INCREASE IN CVR COMPARED TO
ORGANIC SEARCH**

5X

**INCREASE IN AVG SESSION DURATION
COMPARED TO ORGANIC SEARCH**



HYPOTHESIS:



HYPOTHESIS: *HUMAN CONTENT*
WILL PERFORM BETTER ON
GOOGLE, *AI CONTENT* WILL
PERFORM BETTER ON LLMS





MAN



MACHINE



MAN



MACHINE



MAN



MACHINE



MAN



MACHINE





MAN



MACHINE



“OPTIMISE FOR LLMS”

**ISN'T THAT JUST
CHATGPT MARKING ITS
OWN HOMEWORK?**



**MAYBE, BUT
CHATGPT
KNOWS BEST,
RIGHT?**



MAYBE, BUT
CHATGPT
KNOWS BEST,
RIGHT? *RIGHT?*



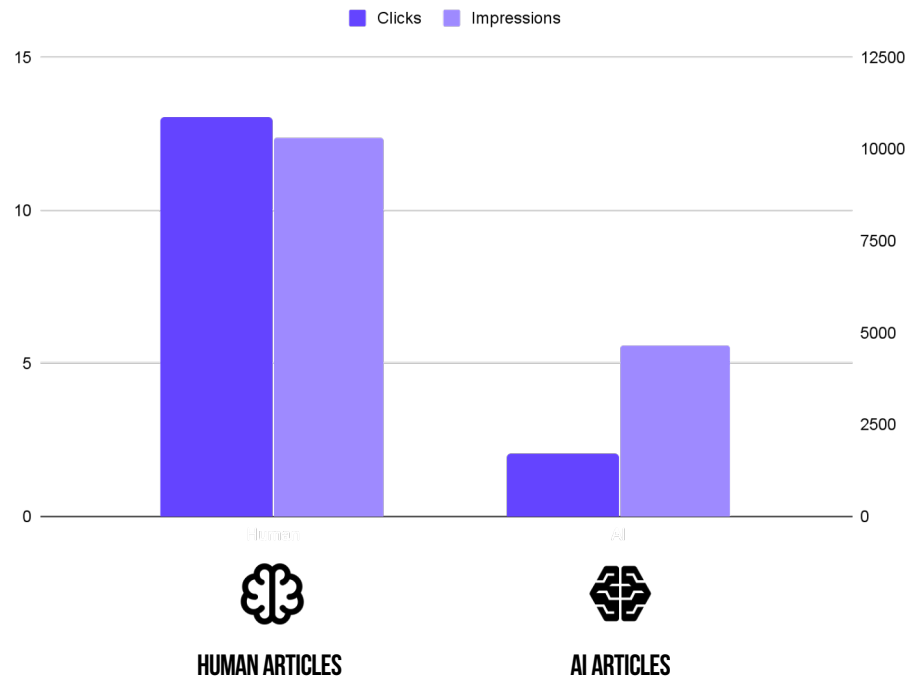
200+

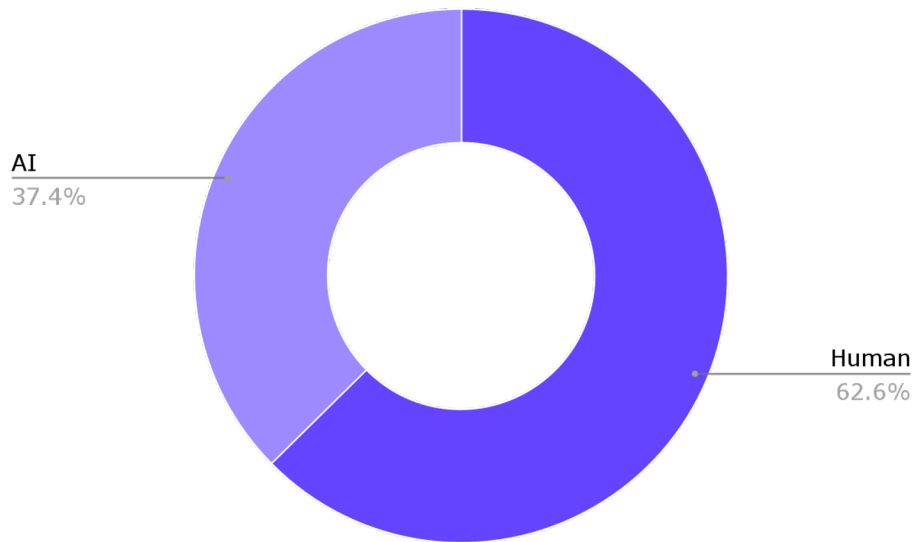
PROMPTS



AUTHORITAS

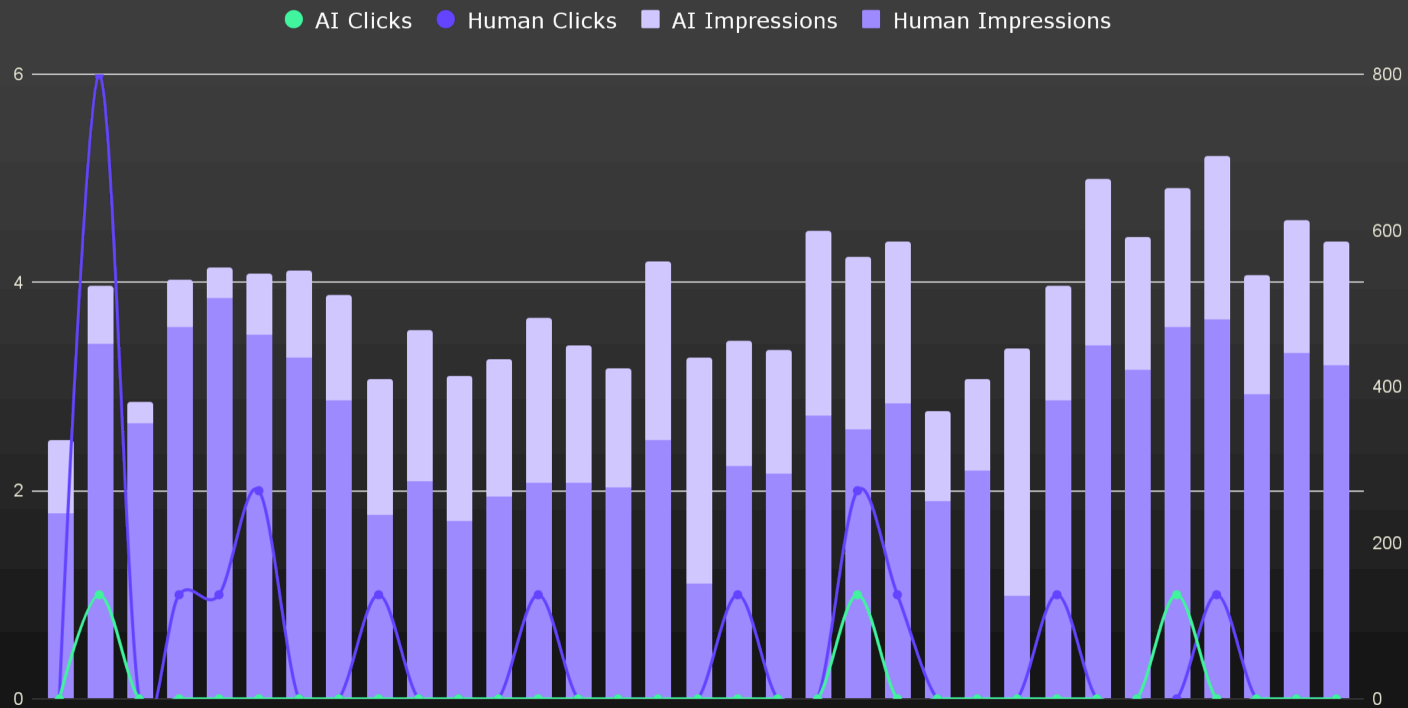
HUMAN CONTENT ACHIEVED 87% OF TOTAL CLICKS



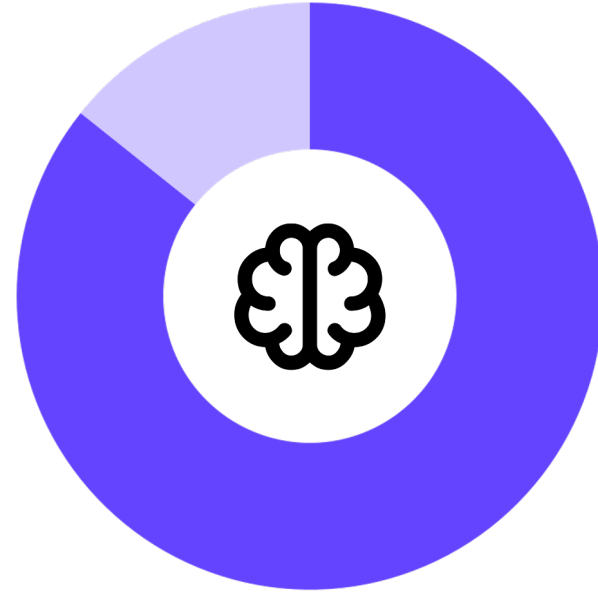


**HUMAN CONTENT
RANKS FOR 68%
MORE KEYWORDS
THAN AI CONTENT**





GOOGLE 'PREFERS'
HUMAN CONTENT
86% OF THE TIME



HYPOTHESIS: *HUMAN CONTENT*
WILL PERFORM BETTER ON
GOOGLE, *AI CONTENT* WILL
PERFORM BETTER ON *LLMS*



HYPOTHESIS: *HUMAN CONTENT*
WILL PERFORM BETTER ON
GOOGLE, AI CONTENT WILL
PERFORM BETTER ON LLMs



local seo for dentists

Perplexity Images Sources · 10 Steps

All in One SEO - Best ...
SEO for Dentists: Rank
Higher & Attract More...

The Creative Composi...
The Power of Local SEO for
Dentists: How to Get it...

Kaizen
Local SEO for Dentists -
Kaizen

My Social Practice - D...
16 Key Strategies to Boost
SEO for Dentists and Rank...

Local SEO for dentists is a vital strategy to attract nearby patients and grow a practice, focusing on optimizing your online presence for geographic relevance and visibility in local search results. aioseo +3

Local SEO Benefits

- **Improved local visibility:** Helps dental practices show up in Google's Map Pack and local searches, making it easier for nearby patients to find and contact the clinic. mysocialpractice +1
- **Increased website traffic:** Brings more potential patients to your website and Google Business Profile. amstraddigital +1
- **Outcompeting local rivals:** Ensures your practice ranks above local competitors for common, urgent, and specialized queries. kaizen +1

Essential Local SEO Strategies

- **Google Business Profile Optimization:** Claim and optimize your profile. Add photos, accurate hours, services, and an engaging description to boost credibility and attract patients. aioseo +2
- **Consistent NAP (Name, Address, Phone Number):** Make sure contact details are uniform across all directories—Google, Yelp, NHS, Healthgrades, and Facebook. kaizen +2

Ask a follow-up...



Human Article



can you provide some resources on local seo for dentists

Here are several good resources (UK- and international) + key strategies and checklists that dentists can use for local SEO. If you like, I can pull together a custom checklist for your specific town or practice.

Useful Resources & Guides

Resource

Why it's Useful

Kaizen: *Local SEO for Dentists: Guide to Growing Your Dental Practice Online* — recent post with steps including GBP, reviews, content, etc. Kaizen

Dentree: *Local SEO for Dentists — Complete Guide for Practice Managers & Owners* — very detailed UK-oriented, includes strategy/planning framework, measurable KPIs. Dentree

Artonic: *Local SEO for Dentists (Full Guide + Checklist)* — good full overview plus checklist format. Artonic

Budget Boost SEO: *Local SEO for Dentists: How to Get Found by More Local Patients* — very pragmatic, with actionable tips. Budget Boost SEO

Grapefruit Digital: *Local SEO for Dentists: Our Guide for More Local Patients* — good UK case examples & competitive/local context. grapefruitseo.lon...

InsideA: *Local SEO Guide for Dentists to Rank Higher and Attract More Patients* — good for understanding how Google local search works in practice and what patients are looking for. INSIDEA



+ Ask anything



Kaizen

Local SEO for Dentists: Guide to Growing Your Dental Practice Online

September 5, 2025 — For dental practices, local SEO should be at the core of your search strategy. By combin...

Dentree

Local SEO for Dentists: The Complete Guide for Practice Managers ...

This isn't another theoretical guide. This is a complete strategic playbook designed for dental practice owners...

Artonic

Local SEO for Dentists (Full Guide + Checklist) - Artonic

January 7, 2025 — At Artonic, we have over 19 years of experience in digital marketing and SEO, and we've...

Budget Boost SEO

Local SEO for Dentists: Get Found by Local Patients

August 4, 2025 — Local SEO for dentists: Learn how to get found on Google Maps and boost appointment bookings...

grapefruitseo.london

Local SEO for Dentists: Our Guide for More Local Patients

June 22, 2025 — Local SEO for Dentists: Our Guide for More Local Patients by Matt | Jun 22, 2025 | GMB, Local...

INSIDEA

Local SEO Guide for Dentists to Rank Higher and Attract More Patients

February 12, 2025 — Boost your dental practice's visibility with this Local SEO Guide for Dentists. Learn how to rank...

Human Article



AI Overview

Local SEO for dentists involves **optimising online profiles, particularly Google Business Profile, and a dental practice's website to appear in geographically relevant searches, such as "dentist near me"**. Key strategies include maintaining accurate NAP (Name, Address, Phone number) information across online directories, accumulating positive patient reviews, using location-specific keywords on the website, and building local backlinks from community partners and events. This increases visibility in the Local Map Pack and drives local patients to the practice.

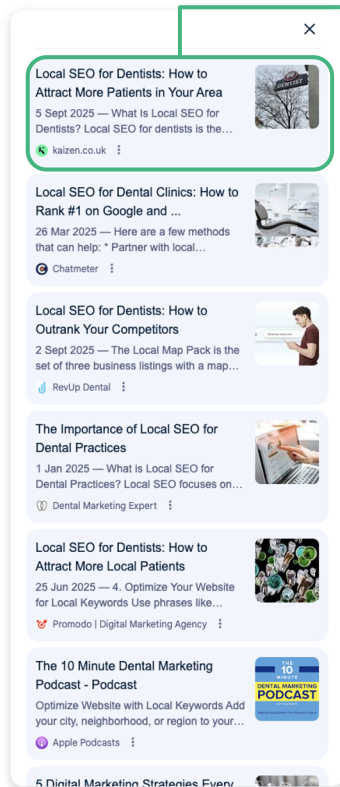
Key Elements of Local SEO for Dentists

- **Google Business Profile (GBP) Optimisation:** Create or claim your GBP listing and ensure all details like hours, address, phone number, and website link are accurate and up-to-date.
- **Patient Reviews:** Actively encourage satisfied patients to leave positive reviews on Google and other platforms, as high ratings and reviews improve credibility and search engine rankings.
- **Location-Specific Keywords:** Incorporate keywords that include your city and service area into your website's content, such as "emergency dentist in London" or "dental implants in Westminster".
- **Online Citations:** Ensure your practice's NAP (Name, Address, Phone Number) is consistent across all online directories and business listings to signal to search engines that your business is trustworthy.
- **Local Link Building:** Obtain backlinks from other local businesses, event websites, and news sites by partnering, sponsoring events, or collaborating on articles.
- **Website Localisation:** Optimise your website's content and on-page elements to clearly indicate your location and the services you offer to local patients.

Why Local SEO is Crucial for Dentists

- **Attract Local Patients:** Most patients search for dentists in their immediate vicinity, so local SEO connects you with people who are geographically close and need your services.
- **Increase Visibility in Local Search:** Local SEO helps your practice appear in the prominent Local Map Pack on search results, which receives a high volume of patient clicks.
- **Build Trust and Credibility:** High rankings, positive reviews, and a strong local presence build patient trust and position your practice as a trusted community authority.

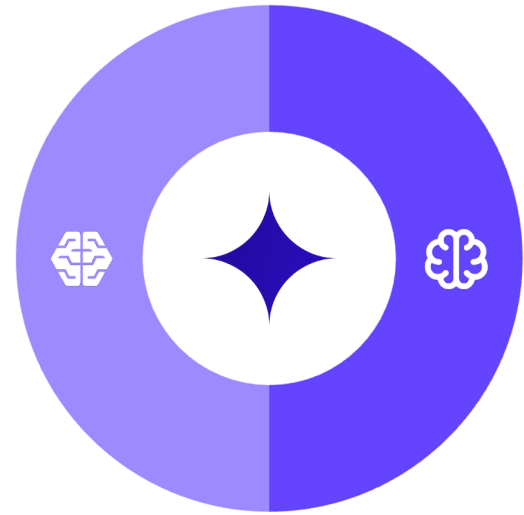
Dive deeper in AI Mode

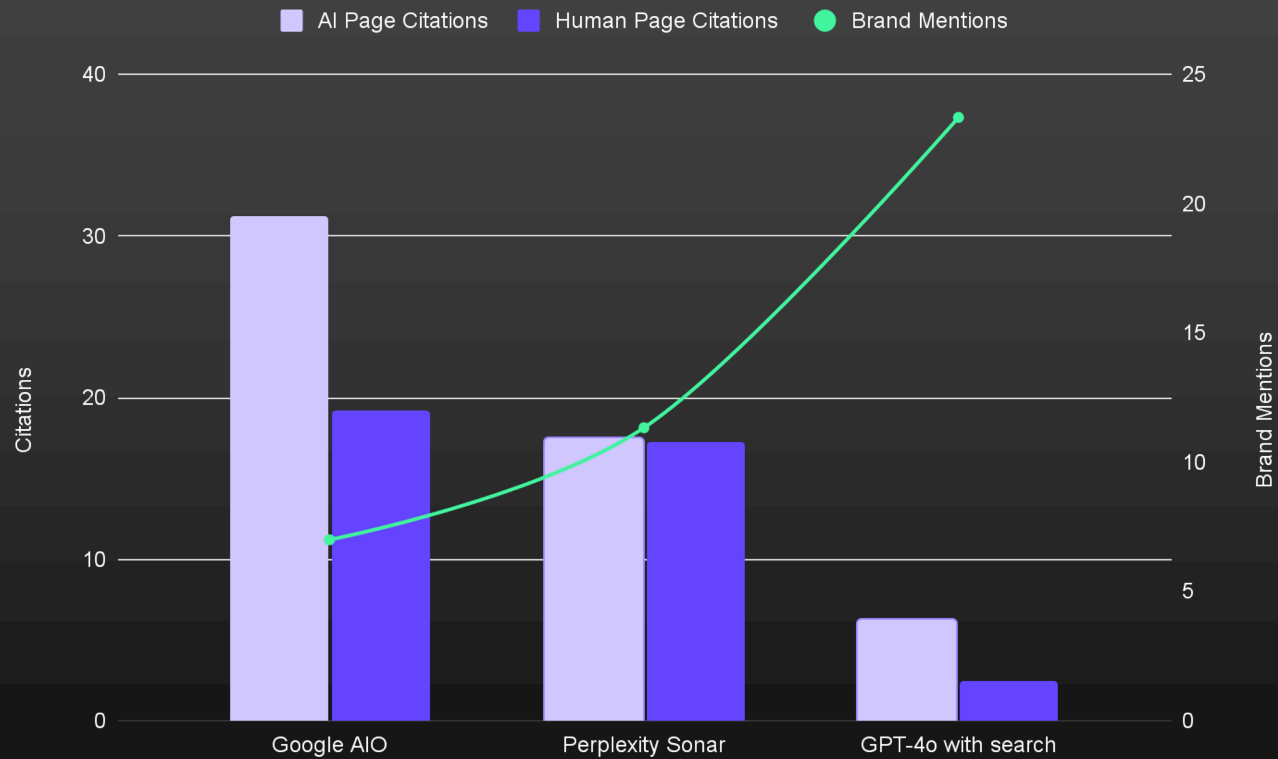


AI Article

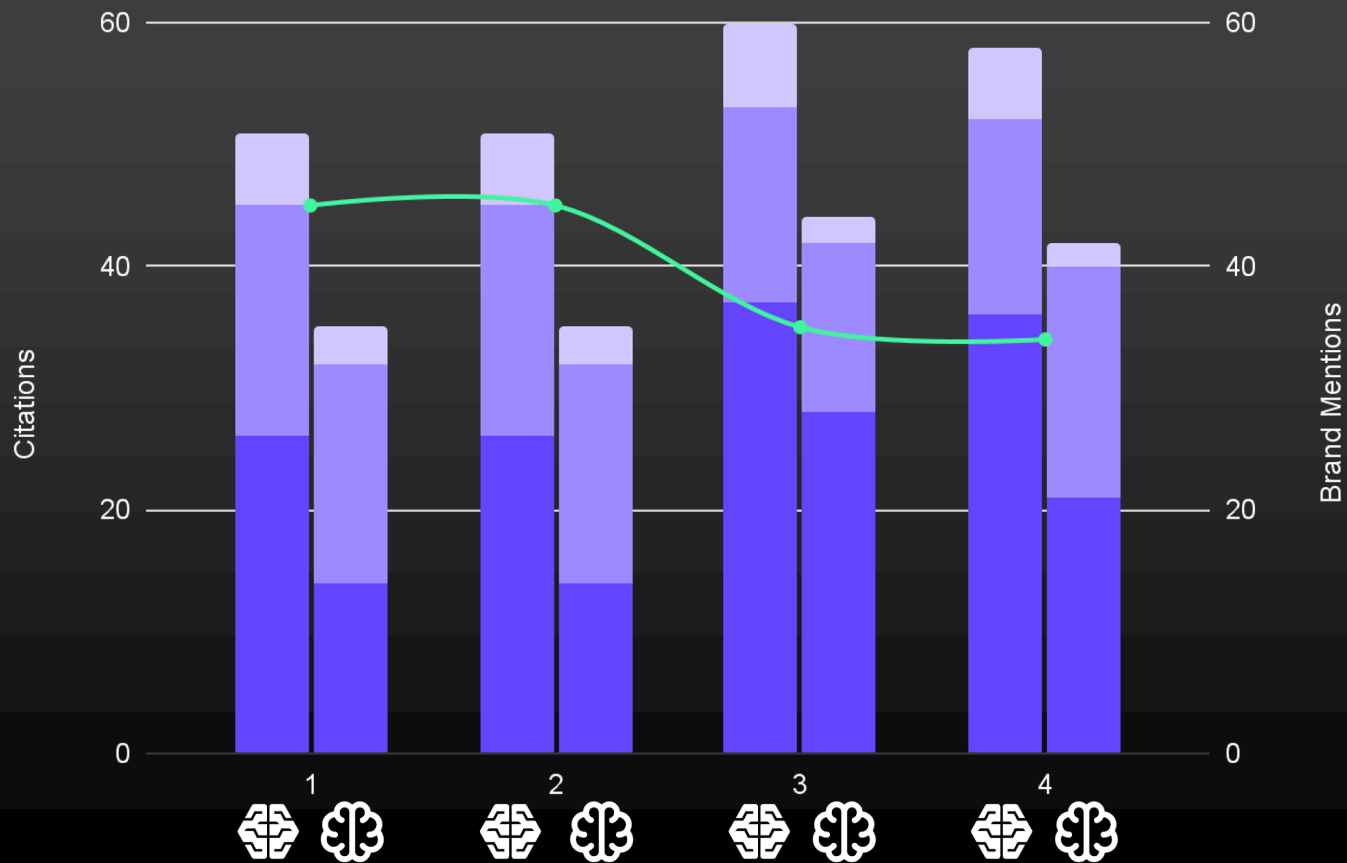


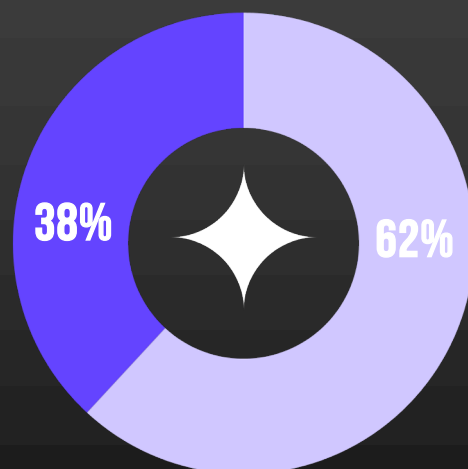
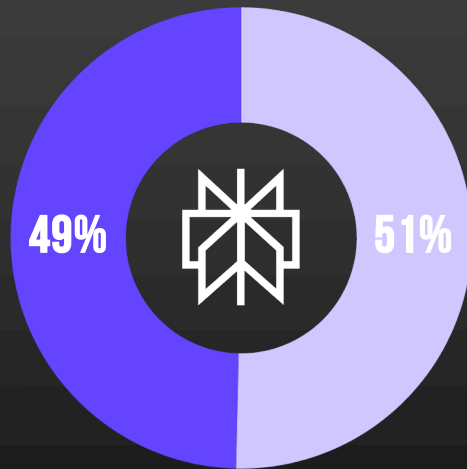
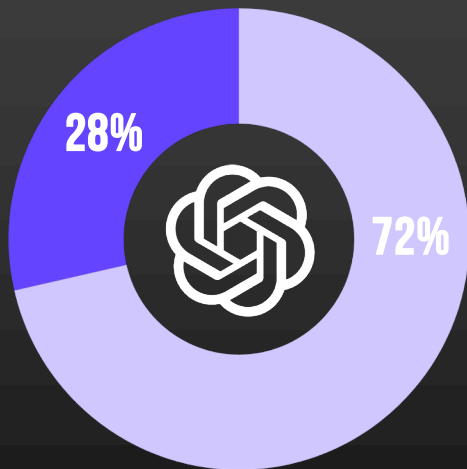
**75% OF TARGET
KEYWORDS RANKED IN
AIOS, BUT AI CONTENT
WAS CITED IN 50% OF
TARGETED AIOS**





**BRAND
MENTIONS**





 HUMAN PAGE CITATIONS 

 AI PAGE CITATIONS 



150%

MORE LIKELY FOR LLM
CITATIONS TO APPEAR



1%

MORE LIKELY FOR LLM
CITATIONS TO APPEAR



62%

MORE LIKELY FOR LLM
CITATIONS TO APPEAR



**ACROSS ALL MODELS, AI
WRITTEN CONTENT IS 41% MORE
LIKELY TO BE CITED IN LLM
SEARCH THAN HUMAN WRITTEN
CONTENT**



**DID YOU ACTUALLY
GET MUCH LLM
TRAFFIC?**

NO* 

***BUT, WE WEREN'T REALLY EXPECTING TO**

**SO, COULD YOU SCALE LLM
TRAFFIC WITH AI?**

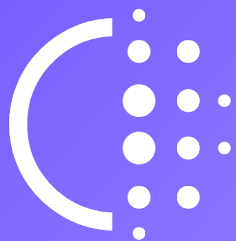


**SO, COULD YOU SCALE LLM
TRAFFIC WITH AI? YES**



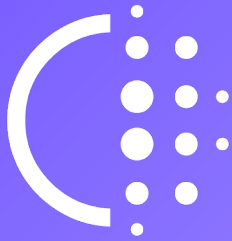
BUT SHOULD YOU?





QUALITY

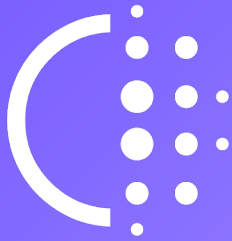




QUALITY



VALUE



QUALITY



VALUE



PERFORMANCE



Google appears to **prefer Human written content**

AI written content **can rank** but is **more volatile**



Google appears to **prefer Human written content**

AI written content **can rank** but is **more volatile**



LLMs appear to **prefer AI written content**

Human written content can be cited but is **less likely to appear**

You're **less likely to be cited** on on GPT but likely to be **mentioned more**



THANK YOU



ED.COLES@KAIZEN.CO.UK

