

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom



James Hocking

HOCKING DIGITAL LTD

Role of schemas and LLMs in AI search



LLMs & Journalist – two of a kind

Visibility changes everything

Us vs the Machine

Why Schema is Important

Why the Prompt Influences Everything

What we can't influence

What we can influence

Know your ideal customer

Summary



Image Prompt

<https://gemini.google.com>

I need to create a series of images of a female journalist. The story presents the process an text generation LLM like Google AI Mode goes through when answering a question. The LLM is represented by a journalist and the journalist has been asked to write an article on who is the best SEO Agency.

The scenes are:

- 1) The journalist standing with their note pad in front of an unbranded coffee shop
- 2) The person speaking with the robot. The scene is of the robot on the left and the person on the right facing each other as they talk
- 3) The journalist looking confused
- 4) The journalist interviewing a witness
- 5) The journalist working at their desk surrounded by lots of screwed up notes of paper
- 6) The journalist writing the article on their laptop
- 7) The journalist with their final article

Rules: The images will be used on a 16:9 ratio slides

The character must be consistent across all images

The journalist should have long brown hair and is wearing eye glasses

The robot is humanoid that looks like a robot and not an artificial person

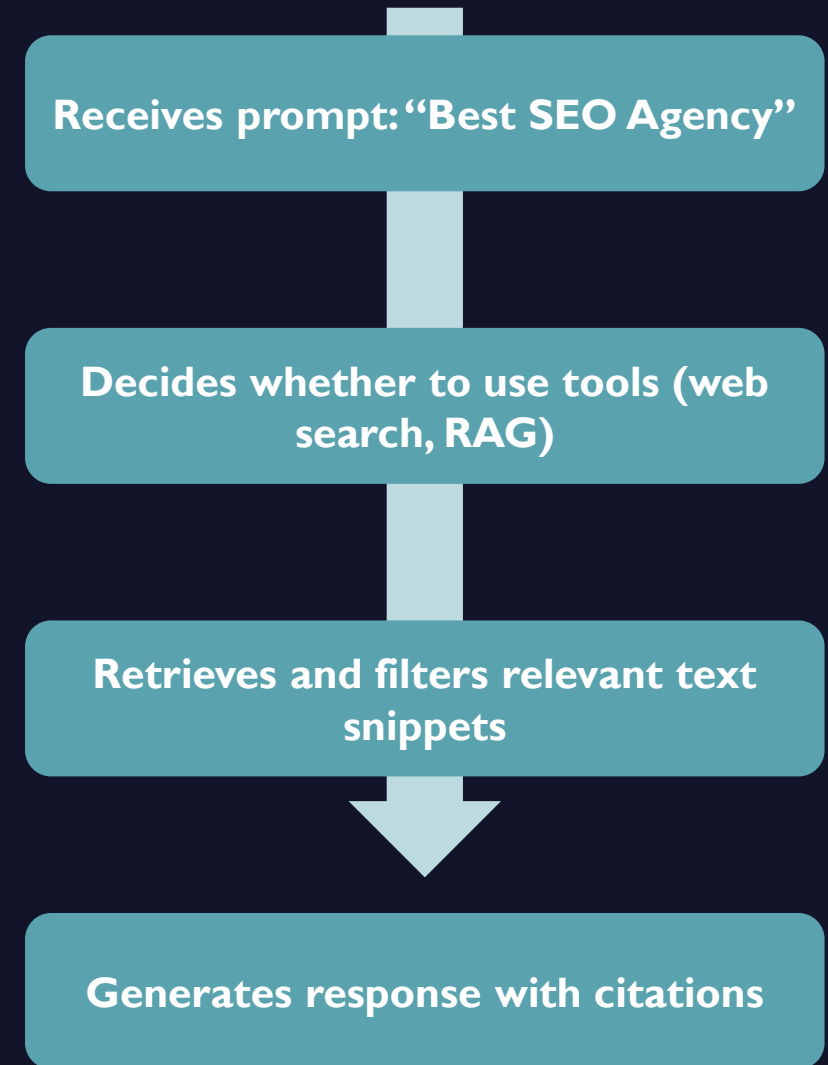
LLMs are
Forgetful
Journalists
They fetch
notes, then
Write the
Story



Journalist Process



LLM Process



Competitor
Competitor
Competitor
Competitor
Competitor

Who is the best SEO
Agency in Brighton?





who is the best seo agency in brighton



◆ AI Overview

There is no single "best" SEO agency in Brighton, as the ideal choice depends on your specific business needs and goals. However, several highly-regarded agencies serve the area, including SEOMG!, which focuses on an in-house mindset and CRO; ThatWare, specializing in AI-driven strategies; The SEO Works, with extensive experience in organic presence expansion; and Thrive Internet Marketing Agency, an established firm focused on local growth and revenue. Other top contenders include Seed, offering deep-dive strategic services, and SEO Sherpa, known for consistently positive client feedback and strong organic optimization. [↗](#)

To find the best fit, consider these factors:

- **Your Business Goals:** Do you need help with local visibility, international outreach, or a full-service approach? [↗](#)
- **Agency Specialization:** Some agencies, like ThatWare, emphasize AI, while others, like SEOMG!, focus on Conversion Rate Optimization. [↗](#)

SEOMG!: World-class
SEO Agency in Brighton...

 SEOMG! [⋮](#)



Brighton SEO Agency -
The SEO Works

Why Choose us as your
Brighton SEO Agency? At T...

 The SEO Works [⋮](#)



SEO Company in Brighton
- Digital Piloto

We're on the first page, and
we adore it. * competitor...

 Digital Piloto [⋮](#)



Show all

 how do I pick the best seo agency



AI Mode

All

Forums

Short videos

Videos

Images

Shopping

More ▾

Tools ▾

◆ AI Overview

To choose the best SEO agency, look for an agency with a proven track record in your industry, evidenced by case studies and client testimonials, a clear and transparent strategy, a defined reporting process, and a good cultural fit. Avoid agencies that guarantee results, instead seeking those that provide detailed strategies, measurable goals, and a realistic timeline for achieving a positive return on investment. 

Evaluate their experience and expertise

- **Review portfolios and case studies:** Look for examples of past projects, especially in your industry, to see if they have experience with businesses similar to yours. 
- **Check client testimonials and references:** Read reviews on third-party sites and ask for references to get a sense of what it's like to work with the agency

How to Find a Good SEO...

21 Jul 2024 —...



YouTube · D..



How to Choose a Great SEO...

6 Jun 2025 — plus...



YouTube · W..



How to Choose the Right Technical SEO Agency -...

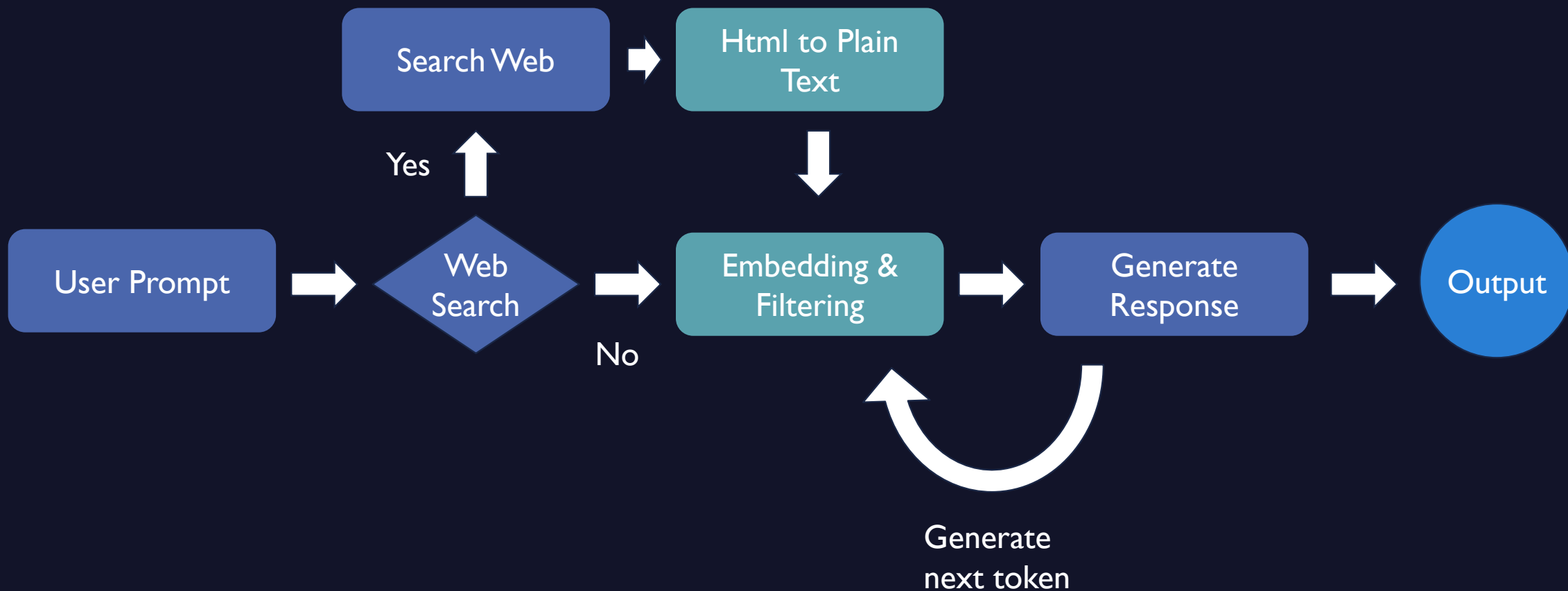
31 May 2023 — Check the Agency's Portfolio and Case...



Beach Marketing



If your **Brand** doesn't show up in
the Journalist's notebook, you
won't show up in their **Story**



What we See

 **SignalLift SEO**

[Get a Proposal](#)

SEO that generates qualified pipeline

We're a UK B2B SEO agency focused on revenue, not vanity metrics. Technical excellence + content ops that convert.

FCA-compliant

HubSpot & GA4 Certified

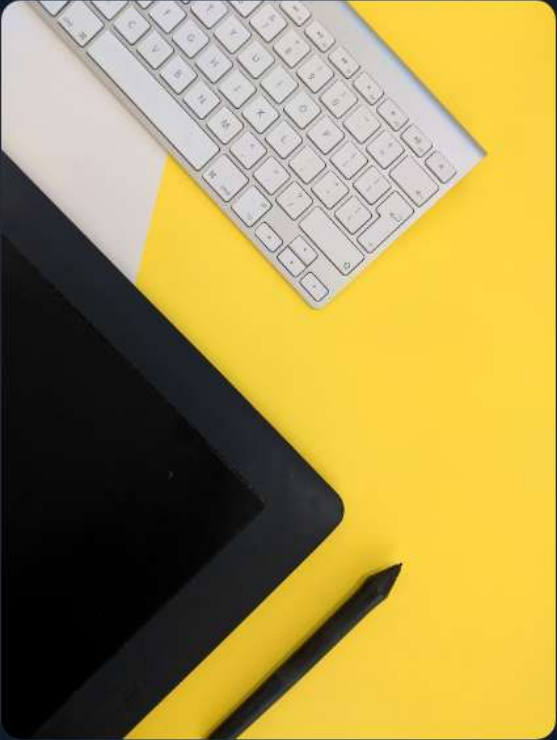
London • Remote-first

Avg. SQL growth
+68%

Links earned
2.4k

Core Web Vitals
99/100

Founded
2018



 **Technical SEO**
Site architecture, CWV, crawling/indexing, JavaScript rendering, migrations.

 **Content & Entities**
Topic maps, briefs, factual clarity, schema-first publishing.

 **Digital PR**
Newsjacking, research studies, link acquisition with brand safety.

Source: <https://storage.googleapis.com/getheard-schema-org-test/seopage-with-schema.html>

How the Orchestrator sees it

Signallift SEO – No Schema
Signallift SEO
Get a Proposal
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What clients say
"Signallift drove a 72% increase in qualified demos in 2 quarters. They speak CFO."
– Maya S., VP Growth, SaaS Unicorn
Fast facts
Industries: SaaS, Fintech, Cybersecurity
Integrations: HubSpot, Salesforce, GA4, Looker
Locations served: UK, EU, North America
Contact: hello@signallift.example • +44 20 7946 0999
FAQs
Do you guarantee rankings?No. We guarantee a rigorous growth plan, leading indicators, and transparency.
Typical engagement?6–12 months, £8k–£25k/mo based on scope.
© 2025 Signallift Ltd • Registered in England & Wales

Parsing HTML Only

What happens when we introduce schema?

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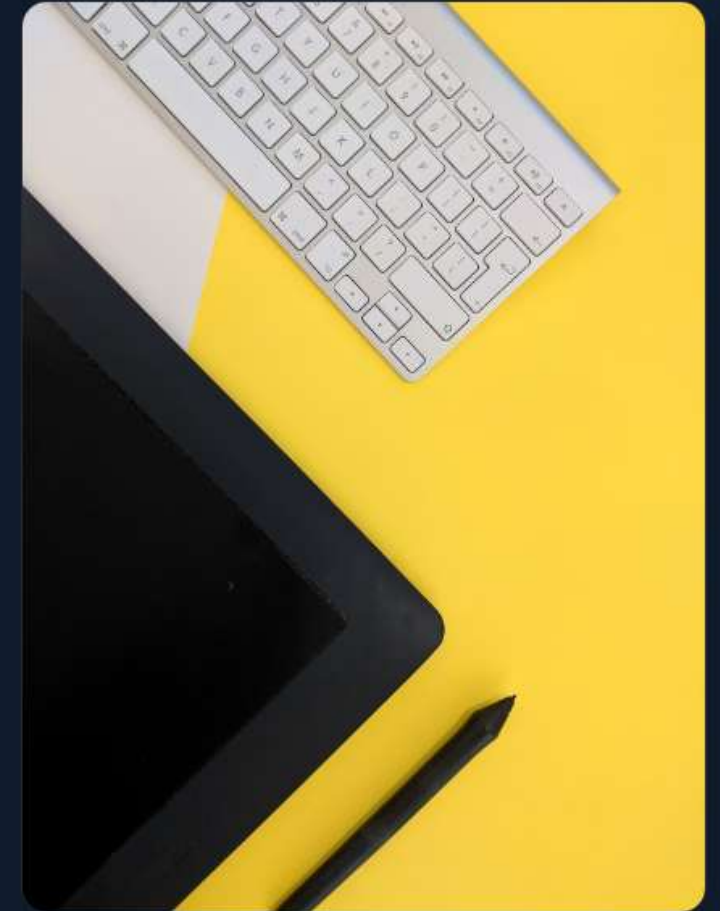
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Orchestration: Without Schema

```
--- Page B (without schema) ---
```

```
URL: https://storage.googleapis.com/getheard-schema-org-test/seopage-no-schema.html
```

```
Plain text sample: SignalLift SEO â No Schema SignalLift SEO Get a Proposal SEO that generates qualified pipeline Weâre a UK B2B SEO agency focused on revenue, not vanity metrics. Technical excellence + content ops ...
```

```
Found structured blocks: 0
```

```
Naive guess:
```

```
{  
  "type": "Article (guessed)",  
  "headline": "SignalLift SEO â No Schema",  
  "author": null,  
  "datePublished": null,  
  "summary": "SignalLift SEO â No Schema SignalLift SEO Get a Proposal SEO that generates qualified pipeline Weâre a UK B2B SEO agency focused on revenue, not vanity metrics. Technical excellence + content ops that convert. FCA-compliant HubSpot & GA4 Certified London â Remote-first Avg. SQL growth +68% Links earned 2.4k Core Web Vitals 99/100 Founded 2018 Technical SEO Site architecture, CWV,"  
}
```

Orchestration: With Schema

```
--- Page A (with schema) ---  
URL: https://storage.googleapis.com/getheard-schema-org-test/seopage-with-schema.html  
Plain text sample: SignalLift SEO â With Schema SignalLift SEO Get a Proposal SEO  
that generates qualified pipeline Weâre a UK B2B SEO agency focused on revenue, not  
vanity metrics. Technical excellence + content op...  
Found structured blocks: 2  
Normalized (first 1):  
[  
  {  
    "type": "ProfessionalService",  
    "name": "SignalLift SEO",  
    "description": "UK B2B SEO agency focused on qualified pipeline: technical SEO  
, content/Entity SEO, and digital PR."  
  }  
]
```

With Web
Search

LLM Process

Without Web
Search

Receives prompt: "Best SEO Agency"

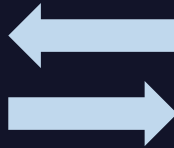
Your brand needs to
be found here

Decides whether to use tools (web
search, RAG)

Retrieves and filters relevant text
snippets

Trained Update
> 3 yrs old

Generates response with citations



Prompt Sensitivity

What Witnesses
the Journalist
listens to



Awareness

how do I pick the best seo agency



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SEOMG!: World-class SEO Agency in Brighton...

 SEOMG! 



Brighton SEO Agency - The SEO Works

Why Choose us as your Brighton SEO Agency? At T...

 The SEO Works 



SEO Company in Brighton - Digital Piloto

We're on the first page, and we adore it. * competitor...

 Digital Piloto 



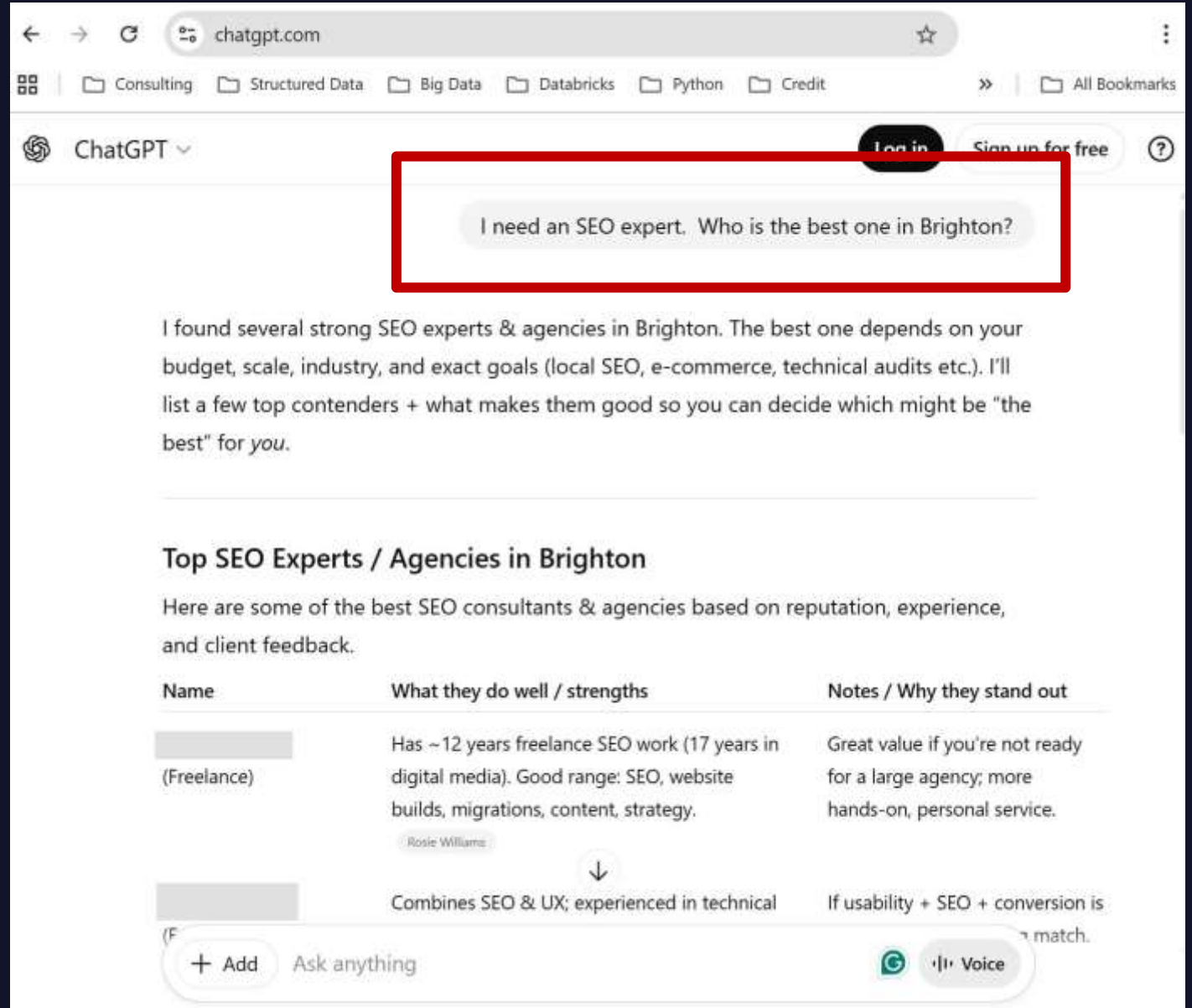
Show all

What you
CAN'T
control



Prompts are not Shared

Only the session
referrer is known



The screenshot shows the ChatGPT interface in a web browser. The prompt "I need an SEO expert. Who is the best one in Brighton?" is highlighted with a red box. The response provides a general overview of SEO experts in Brighton and then lists specific recommendations in a table format.

I need an SEO expert. Who is the best one in Brighton?

I found several strong SEO experts & agencies in Brighton. The best one depends on your budget, scale, industry, and exact goals (local SEO, e-commerce, technical audits etc.). I'll list a few top contenders + what makes them good so you can decide which might be "the best" for you.

Top SEO Experts / Agencies in Brighton

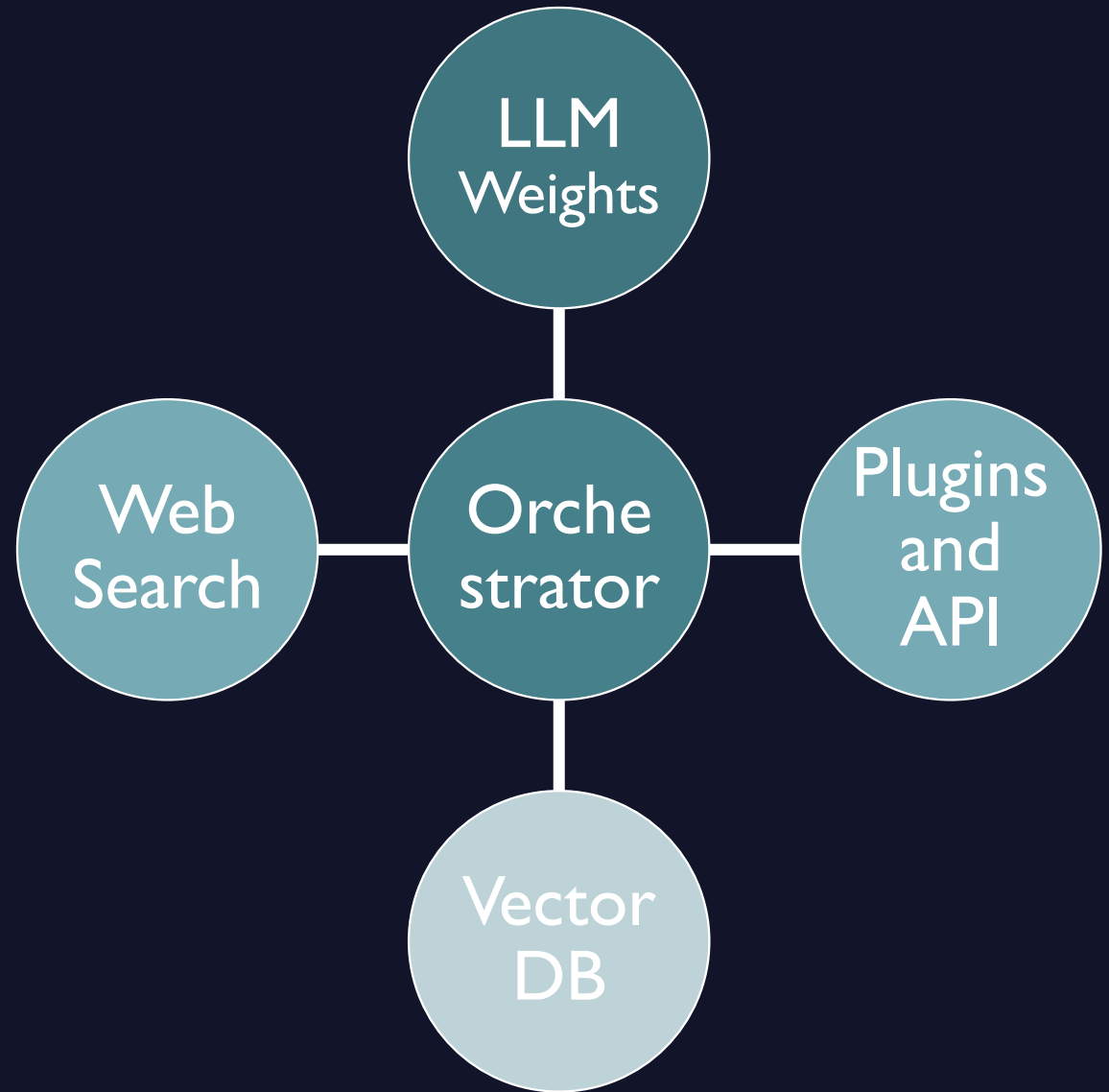
Here are some of the best SEO consultants & agencies based on reputation, experience, and client feedback.

Name	What they do well / strengths	Notes / Why they stand out
(Freelance)	Has ~12 years freelance SEO work (17 years in digital media). Good range: SEO, website builds, migrations, content, strategy. Rosie Williams	Great value if you're not ready for a large agency; more hands-on, personal service.
	Combines SEO & UX; experienced in technical	If usability + SEO + conversion is

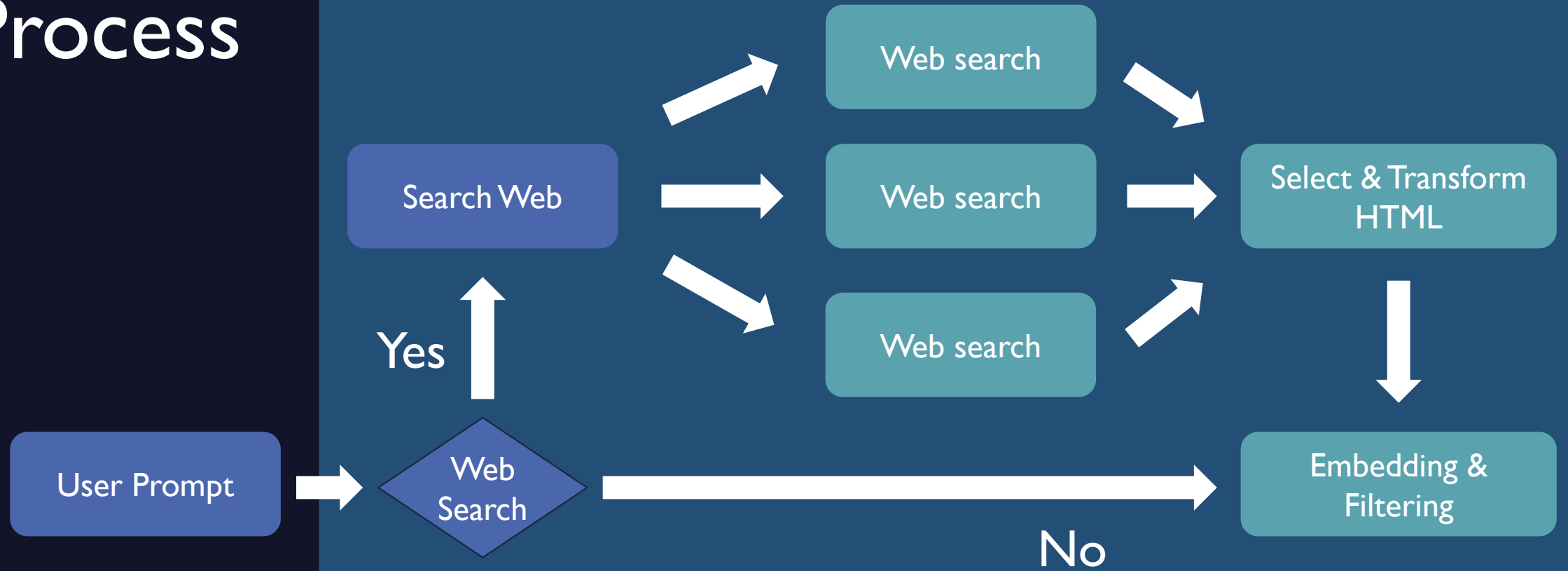
+ Add Ask anything Voice

Orchestration

From prompt to
response



Retrieval Process



HTML to Plain Text

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What clients say

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– Maya S., VP Growth, SaaS Unicorn

Fast facts

Industries: SaaS, Fintech, Cybersecurity

Integrations: HubSpot, Salesforce, GA4, Looker

Locations served: UK, EU, North America

Contact: hello@signallift.example • +44 20 7946 0999

FAQs

Do you guarantee rankings?No. We guarantee a rigorous growth plan, leading indicators, and transparency.

Typical engagement?6–12 months, £8k–£25k/mo based on scope.

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What you
CAN control

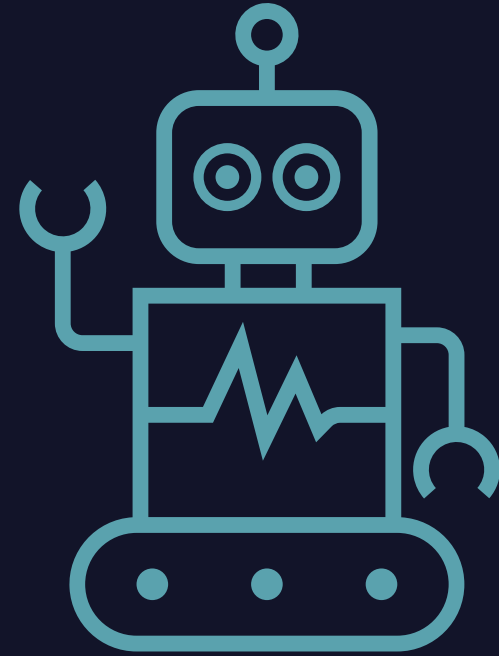


Schema equal Cleaner Notes

```
[  
  {  
    "type": "ProfessionalService",  
    "name": "SignalLift SEO",  
    "description": "UK B2B SEO agency focused  
on qualified pipeline: technical SEO, content/  
Entity SEO, and digital PR."  
  },  
  {  
    "type": "FAQPage"  
  }  
]
```



Interpretation informed by
memory and causal
understanding



No experience memory.
Interpretation is statistical

Write Content like a Quotable
Press Release

Hand the Journalist

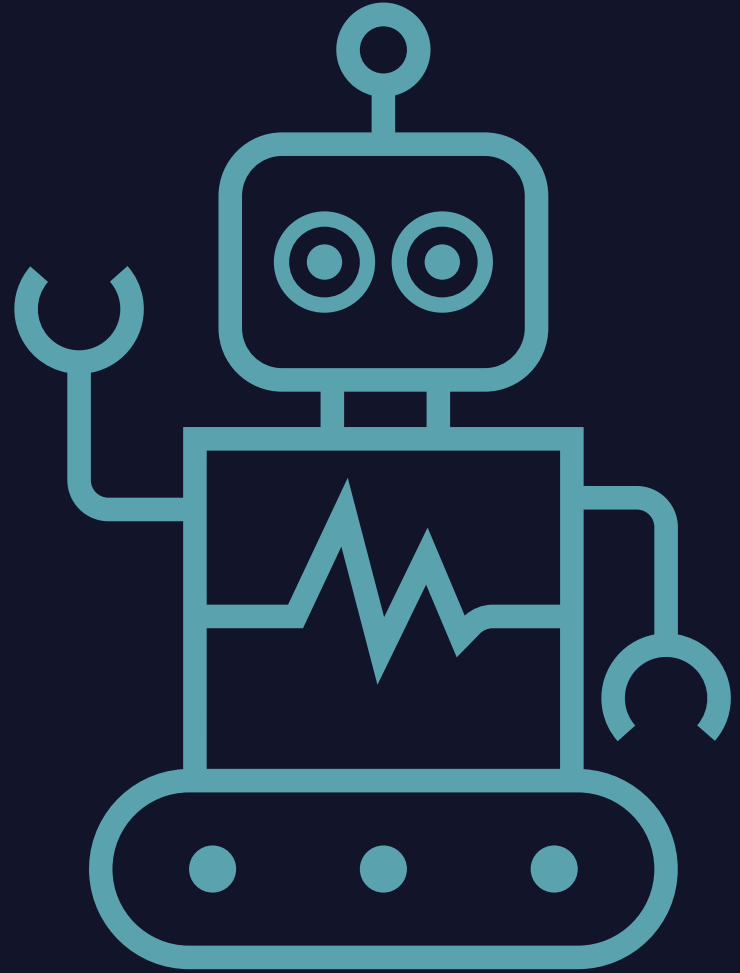
Your Key Facts

LLMs.txt or

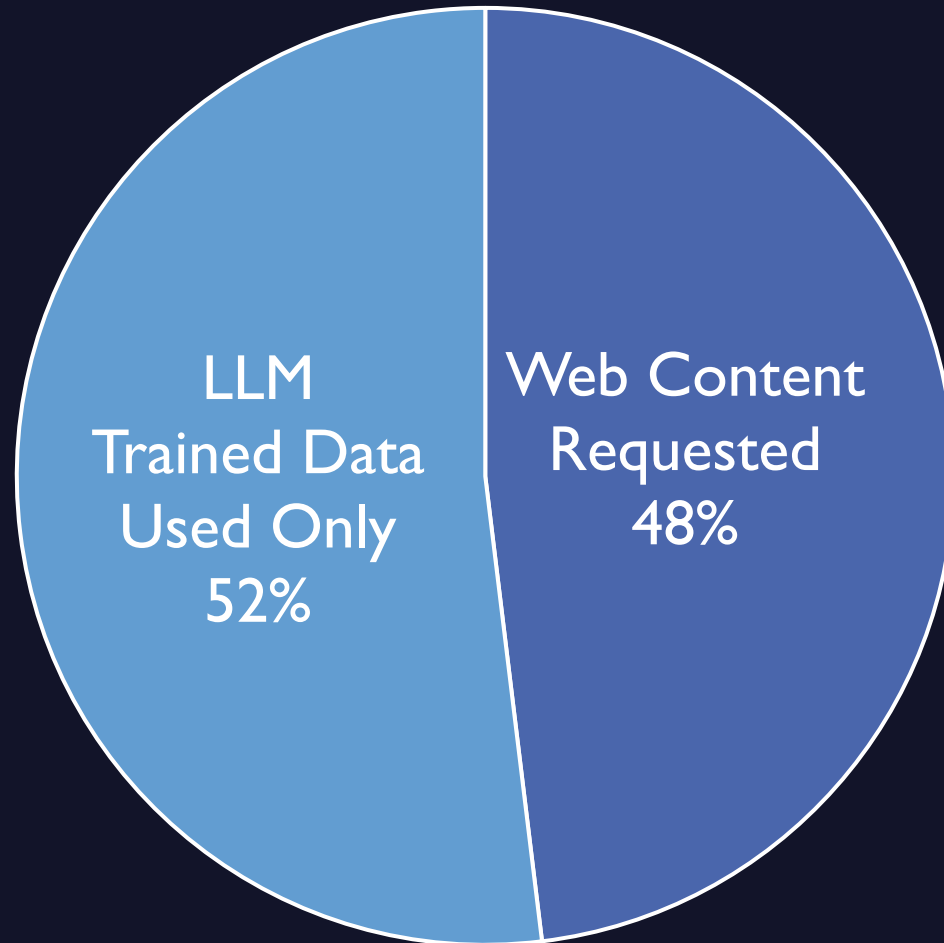
```
<script type="text/llms.txt">  
</script>
```

Agentic-Based Web Browsers (future)

User-agent based
delivery
(Tell the bot
where to look –
I.e. LLMs.txt)



Only 48% requests, LLMs search the web



ChatGPT,

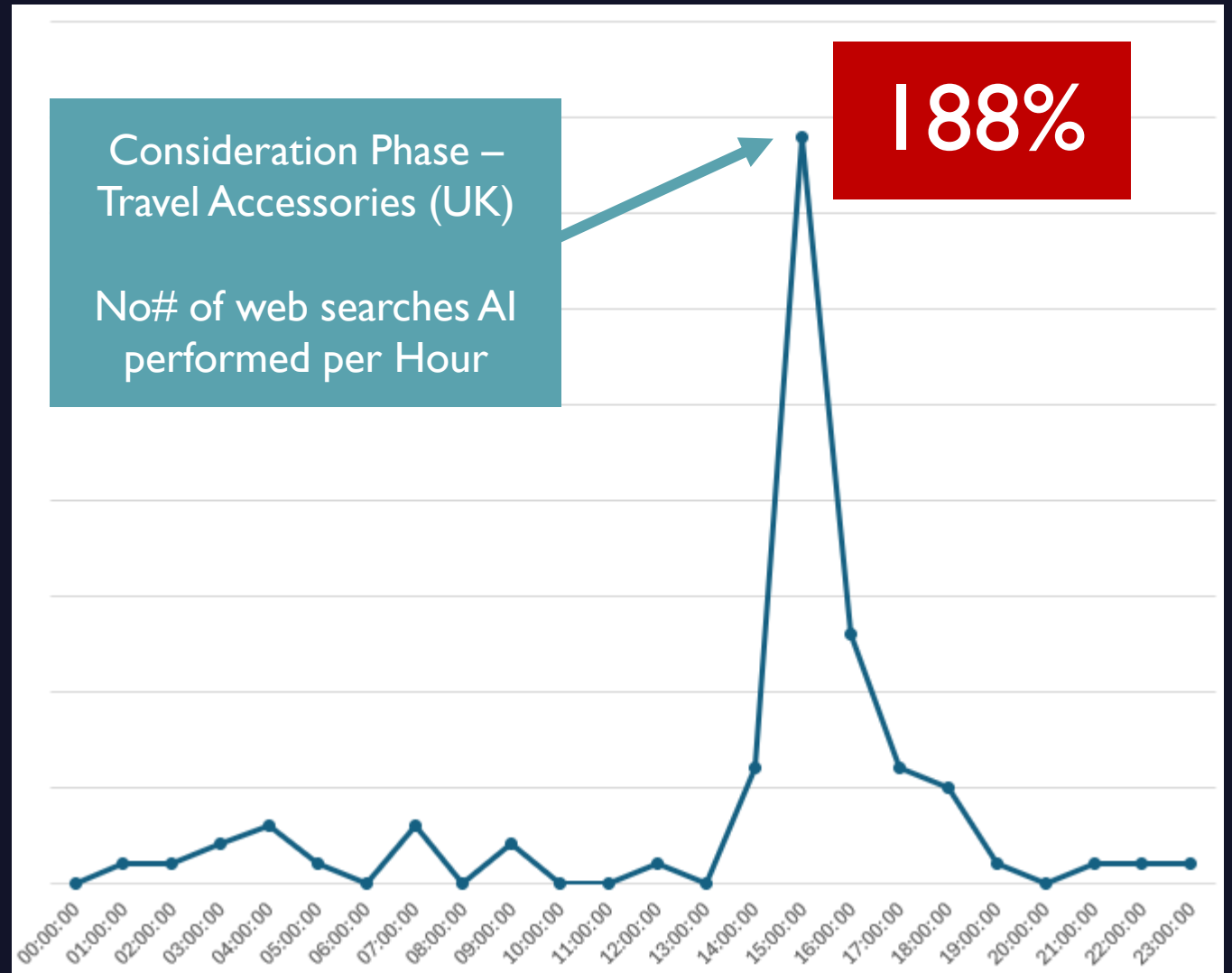
Location: UK, Consideration-Style Questions

Niche: Consumer travel accessories

(Get Heard Online - ChatGPT – Sept 2025)

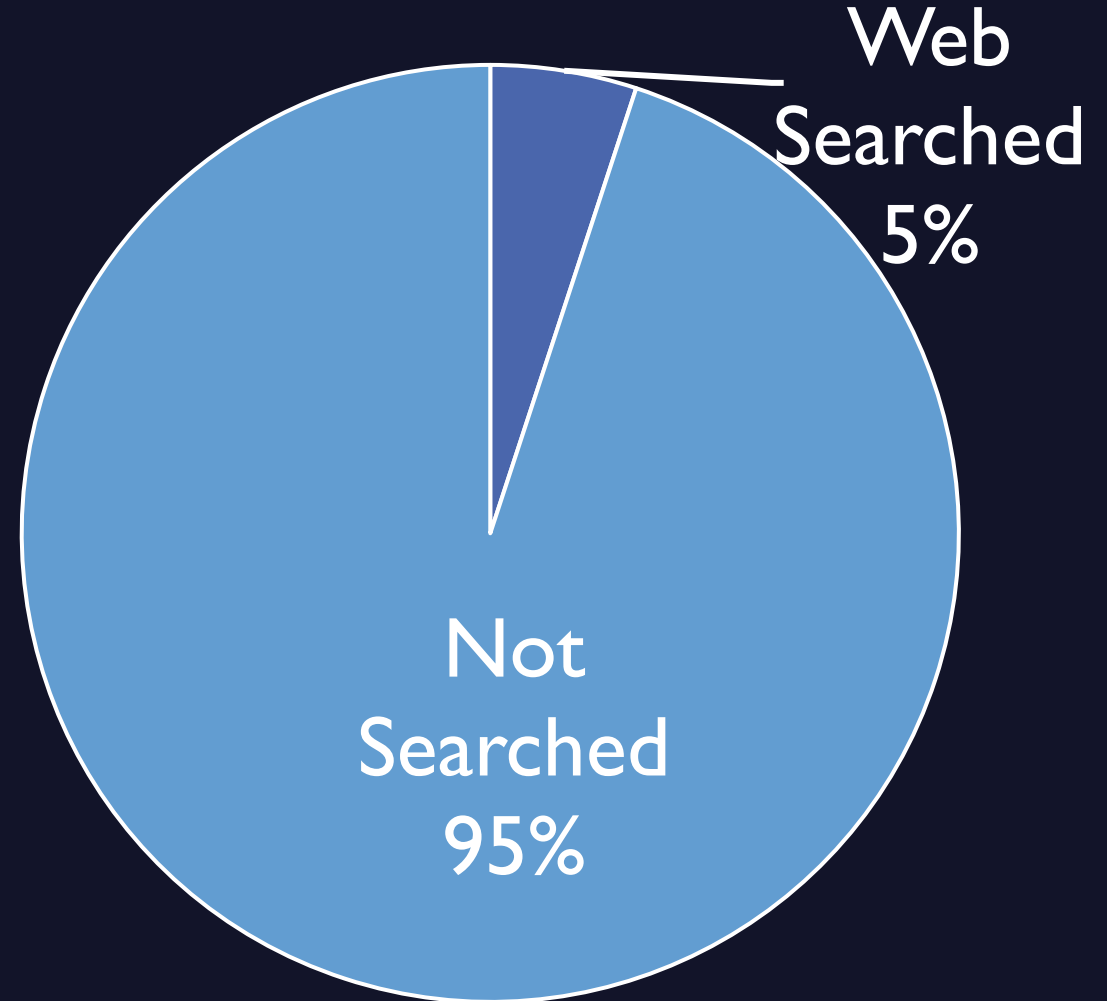
Time of Day Matters

LLM Specific:
Depending on industry vertical, Time of day impacts when AI searches the web



(Get Heard Online - ChatGPT – Sept 2025)

Web searching can be as low as 5%, depending on industry vertical



ChatGPT,

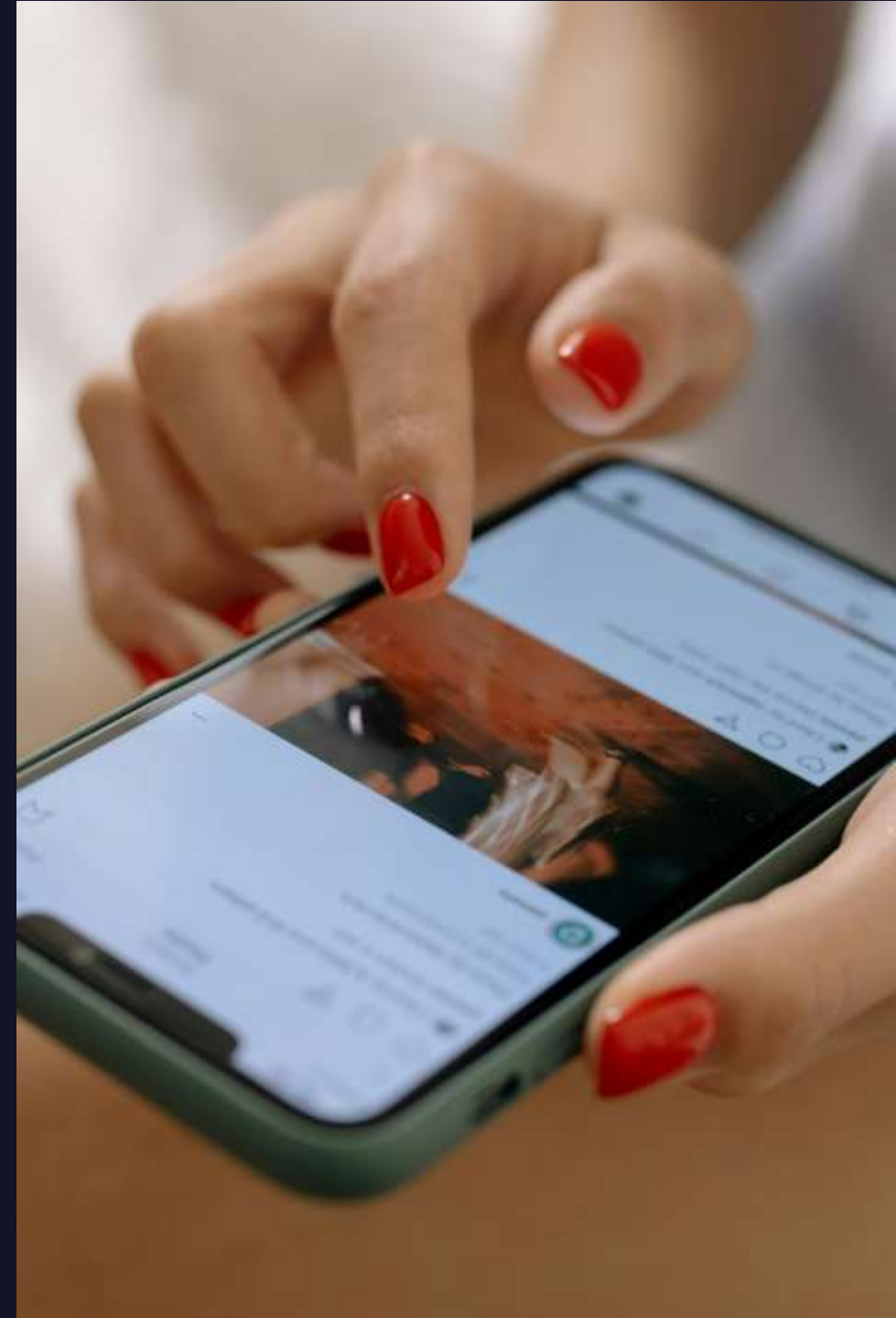
Location: US, Consideration-Style Questions

Niche: Enterprise Networking Infrastructure

(Get Heard Online - ChatGPT – Sept 2025)

Does your ideal customer use the Same sources as the LLM?

Photo by cottonbro studio:
<https://www.pexels.com/photo/woman-scrolling-instagram-feed-6963589/>



The toolkit is
evolving
Prepare now



Make it easy to
read your content

Know your Ideal
Custom Profile

Generative AI is
Different



James Hocking



Get Heard Online



james@getheard.online



<https://getheard.online/blog/generative-engine-optimization/role-of-schemas-and-llmstxt-in-ai-search>



<https://www.linkedin.com/in/jameshocking-hd/>

