

AI SEARCH DAY WITH MUCKER CAPITAL

AGENDA

- 10AM - SESSION 1 - FUTURE OF SEARCH: AI, SEO & AEO PANEL
- 12PM - SESSION 2 - DUAL WEB: PREPARING YOUR SITE FOR AI SEARCH

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manatt

FUTURE OF SEARCH AI, SEO & AEO PANEL

LA TECH
WEEK



Jacque Alec
Founder
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Co-founder | CEO
Graphite



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SEO Expert
Former Microsoft &
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Co-founder
KNWN



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Mucker Capital

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DUAL WEB: PREPARING YOUR SITE FOR AI SEARCH

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Emily Richardson
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DUAL WEB AND THE FUTURE OF SEARCH

LA TECH WEEK 2025

EMILY RICHARDSON- FOUNDER OF KNWN





TODAY YOU WILL LEARN

- **How Google shaped the web we know today**
- **How AI changes the rules of search**
- **What matters most to AI crawlers**
- **How to prepare your site for AI search**





SEARCH IS SHIFTING RAPIDLY

AI Search traffic has grown 150% YoY to 7.5B visits in 2025

The ratio of Google users to AI search users is now 4.4:1

66% of Gen Z now use ChatGPT to find information signaling that the future of search is AI based





GOOGLE'S RULES BUILT THE INTERNET WE KNOW TODAY



CRAWL

Google crawls with links



Everyone built
link-heavy sites.

INDEX

Google relies on their
index of keywords



Everyone created
keyword-driven
content like FAQs and
blog posts.

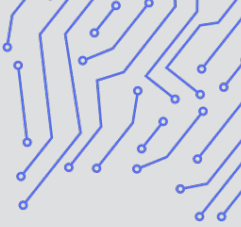
RANK

Google ranks on
authority and speed

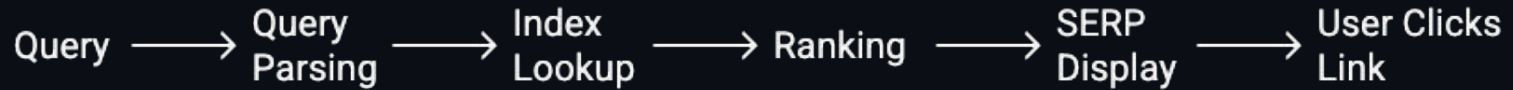


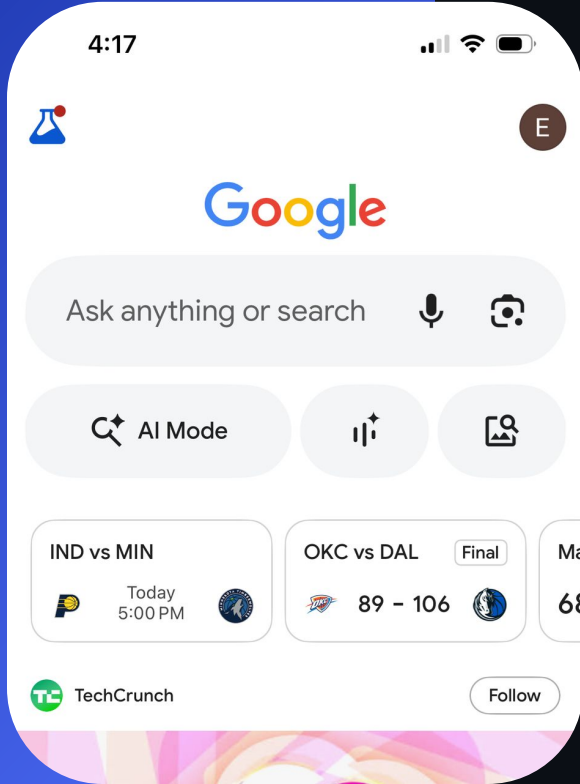
Everyone raced for
backlinks and
optimization.





HOW GOOGLE SEARCH WORKS





WHAT MATTERS TO GOOGLEBOTS

Keywords

Matching search terms in titles, headers, and metadata.

Backlinks

Links act as “votes of trust” in Google’s PageRank model. More backlinks = higher ranking.

Freshness

Newer or updated pages are rewarded, especially for trending topics.



AI Search does not play by the same rules



AI doesn't give you 10 blue links.

It generates answers.

A screenshot of a Google search result for the query "is apollo right for a b2b saas startup". The search bar shows the query and the Google logo. Below the search bar, there are navigation options like "All Mode", "Short videos", "Images", "Videos", "News", "Forums", "More", and "Tools". The main result is a sponsored link for Apollo.io, titled "Apollo.io | Prospect Smarter, Close Faster". It features a collage of four images: a woman smiling, a man in a yellow chair, a man in a suit, and a group of people in a meeting. Below the images is a brief description: "Use Apollo to find your ideal prospects & turn your process into a revenue machine. Get...". There are five links listed: "Free Plan & Pricing", "Pricing Plans", "Apollo for Founders", "Apollo for SDRs and BDRs", and "All-In-One GTM Platform". At the bottom, there is another sponsored link for Unify GTM, titled "Unify - Better than Apollo - Run Outbound at Scale", with a brief description: "Get control and visibility into how prospecting and engagement drives pipeline with Unify. One platform for data enrichment, prospecting, AI agents, sequencing, and analytics."

A screenshot of a ChatGPT 5 response to the query "is apollo right for a b2b saas startup". The interface shows the query in a search bar at the top right. The response is a detailed paragraph: "Yes — **Apollo.io** can be a strong fit for a B2B SaaS startup — especially if your go-to-market strategy includes outbound, prospecting, data enrichment, and automating outreach. But like every tool, it has strengths and tradeoffs. Whether it's "right" depends on how well you can leverage its strengths and work around its gaps (if any) for your business." Below this is another paragraph: "Below is a breakdown of when Apollo is a good fit, where it falls short, and what to watch out for — and a quick checklist so you can evaluate whether it's a good match for you." There is a section header: "✅ Strengths of Apollo for B2B Saas" with a dropdown arrow. Below it is the text: "Here's what Apollo brings to the table that often appeals to B2B SaaS startups:". At the bottom, there is a search bar with the text "Ask anything" and a microphone icon. A small green circle with the letter 'E' is visible in the bottom left corner. At the very bottom, there is a disclaimer: "ChatGPT can make mistakes. Check important info."



The differences begin with how Answer Engines Search:



AI SEARCH RESULTS DO NOT ALIGN WITH GOOGLE RESULTS

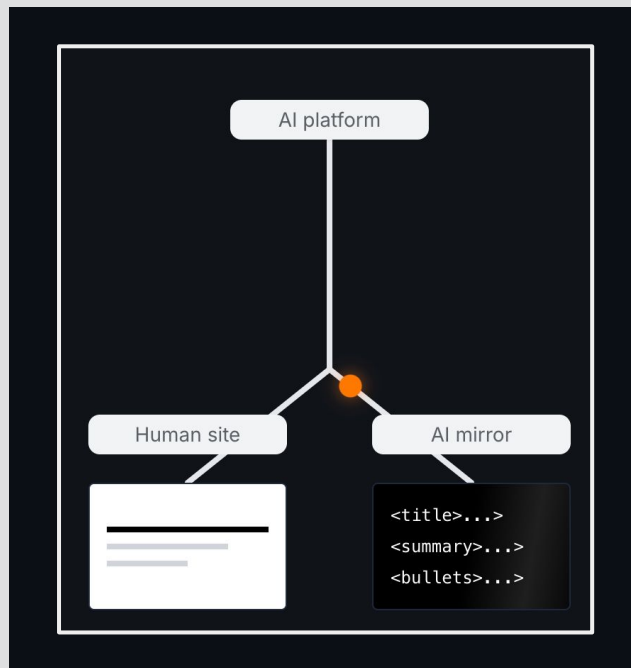
90% of web pages cited by ChatGPT rank beyond page 3 of Google for the same queries

You can get cited in LLMs while ranking relatively poorly in traditional search because the bots search the web differently

Ranking Positions of LLM-Cited Search Results

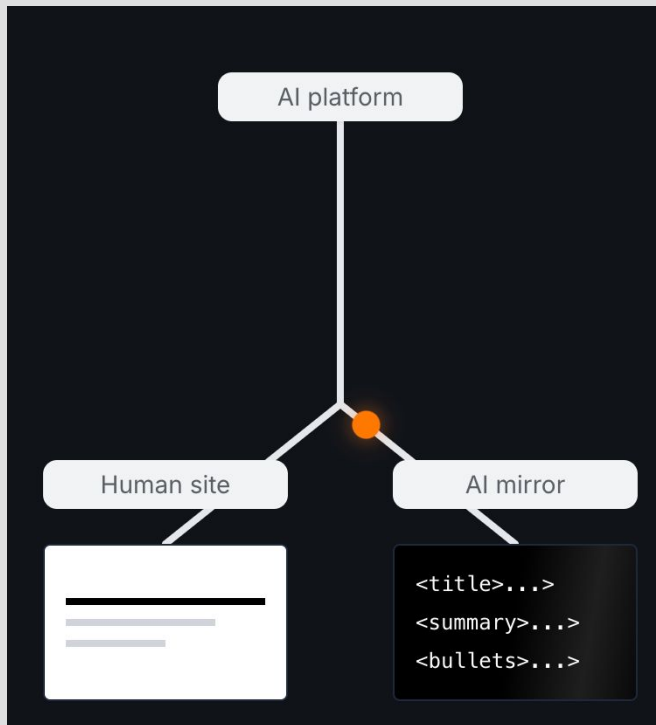


Dual Web makes your site compliant with both Google AND AI Search.



HOW DUAL WEB WORKS

- * Creates an **AI-optimized mirror** of your site automatically that AI crawlers can parse and cite more effectively.
- * **Redirects AI bots to that version** preserving your human experience and Google performance.





WHAT MATTERS TO AI BOTS

Structure

AI bots 'read with math'. They need clean HTML, detailed schema markup, bullet points, direct information and FAQs.

Speed

Pages must load in under 300 ms or AI bots do not cite them.

Clarity

Answer Engines synthesize multiple sources. They need clear and concise content that is easily summarizable.





CHALLENGE:

You are acting as the AI bot crawling the web for answers. I am going to show you two pages that talk about e-bikes. Please call out when you find the answer to this query:

WHAT ARE THE BENEFITS OF AN E-BIKE?





All About Electric Bikes:

Electric bikes, often called e-bikes, are a growing trend in modern transportation. They look and feel similar to regular bicycles but include an electric motor that gives riders an extra boost. Instead of pedaling entirely on your own, you can rely on the motor to make hills easier or to help you ride longer distances without tiring as quickly.

The audience for e-bikes is wide ranging. Commuters who want a faster and less sweaty ride to work often choose e-bikes. Older adults use them to stay active while still enjoying the freedom of cycling without the same physical strain. Outdoor enthusiasts appreciate them for weekend rides, and in some cities, delivery workers depend on them to get orders to customers faster.

In cities with heavy traffic, e-bikes are a quick way to get around without the stress of driving or relying on public transit. They are also environmentally friendly since they cut down on car trips and reduce emissions. The batteries can typically be charged from a standard wall outlet, making them convenient for everyday use.

Electric bikes are becoming part of everyday life for people across different age groups and lifestyles. Whether for commuting, exercise, or leisure, they offer a modern twist on a timeless mode of transportation.





OPTIMIZED



What Is an Electric Bike?

An electric bike (e-bike) is a bicycle with a built-in electric motor. The motor provides assistance so riders can climb hills more easily and travel longer distances without tiring as quickly.

Who Uses E-Bikes?

- **Commuters:** Faster rides to work with less sweat.
- **Older adults:** Stay active while reducing strain.
- **Outdoor enthusiasts:** Weekend rides with extra support.
- **Delivery workers:** Faster and more efficient deliveries.

What are the Benefits of E-Bikes?

- **Traffic-friendly:** Quick alternative to driving or public transit.
- **Eco-friendly:** Reduce car trips and lower emissions.
- **Convenient:** Rechargeable from a standard wall outlet.

Conclusion

Electric bikes are becoming part of everyday life across all age groups. For commuting, exercise, or leisure, they provide a modern twist on traditional cycling.



STRUCTURE

- * **USE CLEAR HEADINGS AND QUESTIONS**

H2s and H3s should match what someone might actually ask

- * **BREAK UP YOUR ANSWERS**

Use bullets, numbered lists, and tables to make info scannable

- * **ADD FAQs AND COMPARISONS**

Direct Q&A and structured data help AI grab exactly what it needs



SPEED

* **SLOW IS CONSIDERED 500MS**

Google's standard of speed is much more relaxed than AI bots. 500ms is considered slow to an AI bot

* **AVOID DELAYED CONTENT LOADING**

Plugins or interactive modules that delay page loading should be removed

* **PUT KEY CONTENT IN PLAIN HTML**

AI bots cannot process JavaScript and rely on HTML



CLARITY

- * **LEAD WITH THE ANSWER**

Start with a direct, concise sentence before expanding. This is ideal for chunk retrieval

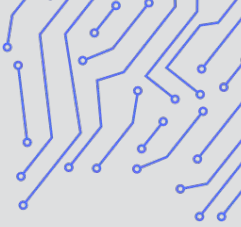
- * **MAKE IT CITABLE**

Use specific up to date facts, sources, and schema that reinforce authority and trust

- * **KEEP IT PLAIN & FACTUAL**

Favor a clear, non-promotional tone that's easy for AI to extract





Dual Web implements these AI Search standards automatically

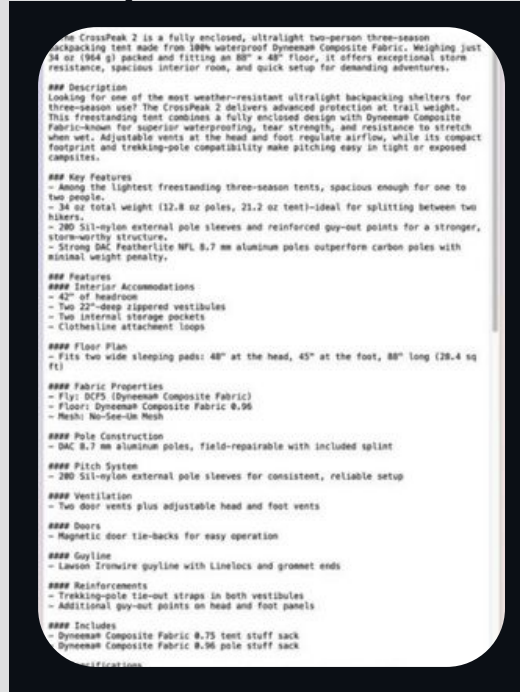
- * Loads content in <20 ms so AI crawlers do not skip your site
- * Presents every page in clean HTML — no blocked JavaScript
- * Structures information around real user questions
- * Expands visibility with FAQs woven throughout your site
- * Leads every page with a clear, citable summary



Humans and Google routed to normal site



AI bots routed to AI optimized version



WHY DUAL WEB MATTERS

✳️ **2.3x increase in mentions**
in AI answers

✳️ **34% increase in accuracy**

✳️ **Insurance** that AI search
accurately reflects your
website and brand image



What is next?



- * **Personalized layers:** Content tailored not just for AI in general, but for specific audience segments and personas.
- * **Multi-bot optimization:** Customized formatting for each LLM's unique crawling habits (ChatGPT vs Claude vs Gemini).
- * **Agent-ready infrastructure:** Extend to agent interactions to allow agents to interact with your website with ease.
- * **Industry standards for trust:** Dual Web aims to set the bar for authenticity and verification, ensuring brands and AI platforms have a shared framework to prevent spoofing and build trust.



THANK YOU AND QUESTIONS

**For a copy of today's
slides scan QR code**



Let's stay in touch!

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