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AI analysis

AI, Search & Your Event: 10 Things You Need to Know to Stay Visible

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Summary

The session focused on how AI is transforming visibility for event websites and outlined practical strategies for optimising these sites for AI and traditional search engines. The speaker emphasised the importance of maintaining content on event websites year-round and not deleting pages after an event concludes. This ongoing presence helps maintain and grow organic traffic, which is crucial for appearing in AI and Google search results. By preserving content, especially speaker profiles and exhibitor information, event websites can become valuable informational resources that attract visitors continuously rather than just during the event cycle.

A key point discussed was the similarity between optimising for AI search engines and Google. Many of the same principles apply, such as providing useful and detailed content, ensuring unique text, and organising information effectively. The speaker introduced new acronyms like GEO (Generative Engine Optimisation) and AEO (Answer Engine Optimisation) but preferred to simplify the concept as SEO AI. The importance of ranking well on Google was highlighted, as AI engines often rely on Google's top results to source their information. Therefore, strong performance in Google search can significantly boost visibility in AI-driven searches as well.

Another significant theme was the potential of AI to enhance content creation and distribution. For instance, recording sessions and transcribing them into blog posts can provide valuable content that drives traffic throughout the year. This approach turns event websites into continuous informational resources rather than temporary hubs. The speaker also discussed the value of keyword research to identify subtopics and create targeted pages that cater to specific interests, thereby improving both user experience and search engine performance.





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The session included practical tips for maintaining and enhancing content on event websites. These included keeping past speaker profiles, exhibitors' information, and other valuable pages active rather than deleting them post-event. Additionally, the speaker recommended regular publishing and updating of content, such as transcribed sessions, to keep the website fresh and engaging. Linking these new pages prominently within the website helps ensure they are easily found by both visitors and search engines.

The speaker also addressed the importance of FAQs and specific questions on event websites. As searches become longer and more specific, answering these questions directly on relevant pages can improve visibility and user satisfaction. FAQs should not be limited to logistical information but should also cover detailed inquiries related to the event's topics and activities. This practice can help convert visitors by providing comprehensive answers and encouraging registrations.

In conclusion, the speaker argued that many event websites have poor SEO practices, focusing mainly on their brand rather than broader search terms. By adopting the strategies discussed, such as maintaining and regularly updating content, conducting keyword research, and optimising pages for both Google and AI, event websites can significantly improve their visibility and attract more visitors. These efforts also have the potential to reduce costs associated with pay-per-click advertising by improving organic search performance and aligning better with search engine algorithms.

Takeaways

Maintain year-round content on event websites

Continuous presence online helps maintain and grow organic traffic, crucial for appearing in AI and Google search results. Keeping past speaker profiles and exhibitor information active turns event websites into valuable informational resources. This strategy ensures websites remain engaging and attract visitors consistently rather than just during the event cycle.

Optimise content for both AI and Google search engines

Many principles for SEO apply to both AI and Google searches, such as providing useful content, ensuring unique text, and organising information effectively. Strong performance in Google search can significantly boost visibility in AI-driven searches. Therefore, focusing on Google optimisation also benefits AI search visibility.

Use FAQs to answer specific questions on event websites

As searches become longer and more specific, directly addressing questions on relevant pages can improve visibility and user satisfaction. FAQs should cover detailed inquiries related to event topics and activities, not just logistical information. This practice helps convert visitors by providing comprehensive answers and encouraging registrations.



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