

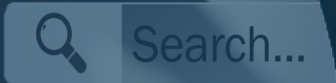
Beyond the Click: *Reclaiming Authority in the Age of Generative AI*

NYPA Spring Conference 2026

Sam Rahimi
VP, Earned & Owned Media

AdCellerant
adcellerant.com





AdCellerant: *the Advertising Suite*

born out of media; built to retain it

About Us

Our partners

AdCellerant is an award-winning, tech-enabled services company dedicated to delivering Madison Avenue-quality digital marketing solutions to Main Street businesses.

AdCellerant's products and services are being leveraged by over **500+ local media partners and advertising agencies.**





Award-Winning People. Proven Performance.

Seamlessly Integrated With Your Organization

Our team is our greatest asset. We don't just say we're a great company—our culture, practices, and security standards are validated by third-party audits and industry awards.

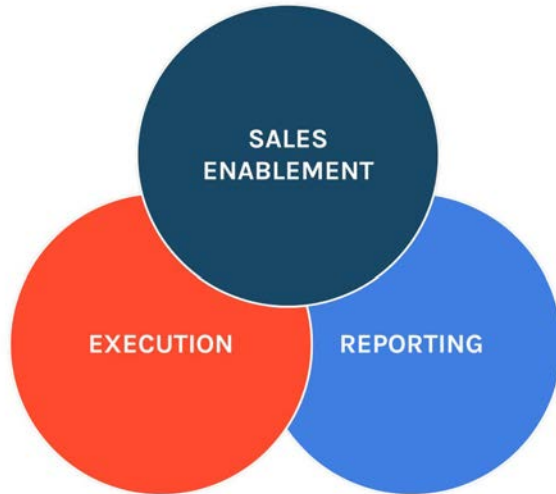
Every organization is assigned a dedicated team to help with product demos, support questions, strategic guidance, and scalable execution.



8 YEARS RUNNING



All In One Solution



Programmatic

- Programmatic Display
- Local Website Display & Video
- Native Advertising
- Spotify/Streaming Audio
- Email

Video

- Programmatic Video
- Streaming TV
- YouTube
- YouTube TV
- MNTN Performance CTV
- Hulu

Location-Based Targeting

- Geo Fencing
- Micro Proximity
- Addressable Streaming TV
- Device ID Targeting
- Facebook Device ID
- Programmatic Video

Social Media

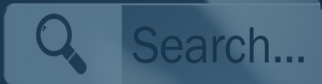
- Facebook and Instagram
- TikTok
- SnapChat
- LinkedIn
- Twitter (X)

Paid Search

- Search Engine Marketing
- Performance Max
- Microsoft Advertising

Earned & Owned

- AI Optimization
- SEO
- CRO
- Rep. Management
- Web Service



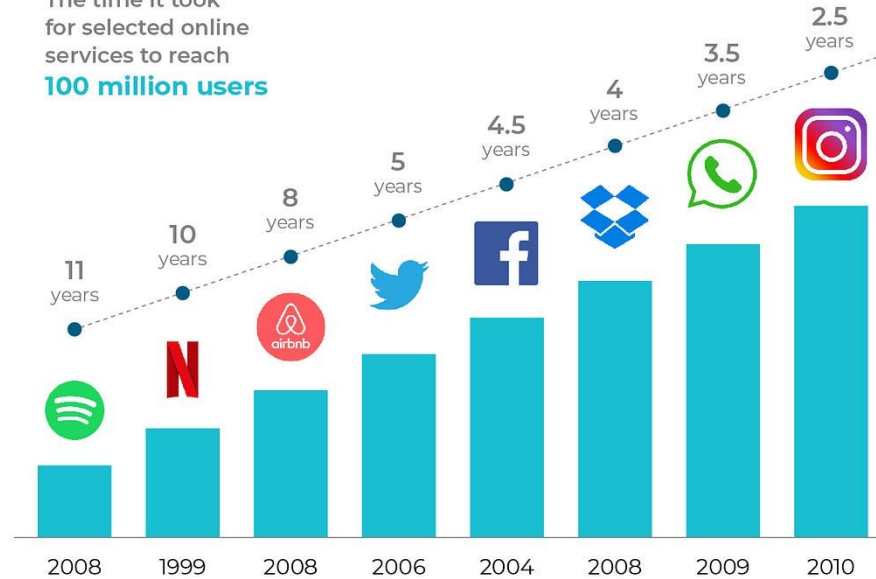
The Search Cycle

zoom out; spot the trend

Search Is Shifting

...at an exponential rate.

The time it took for selected online services to reach **100 million users**

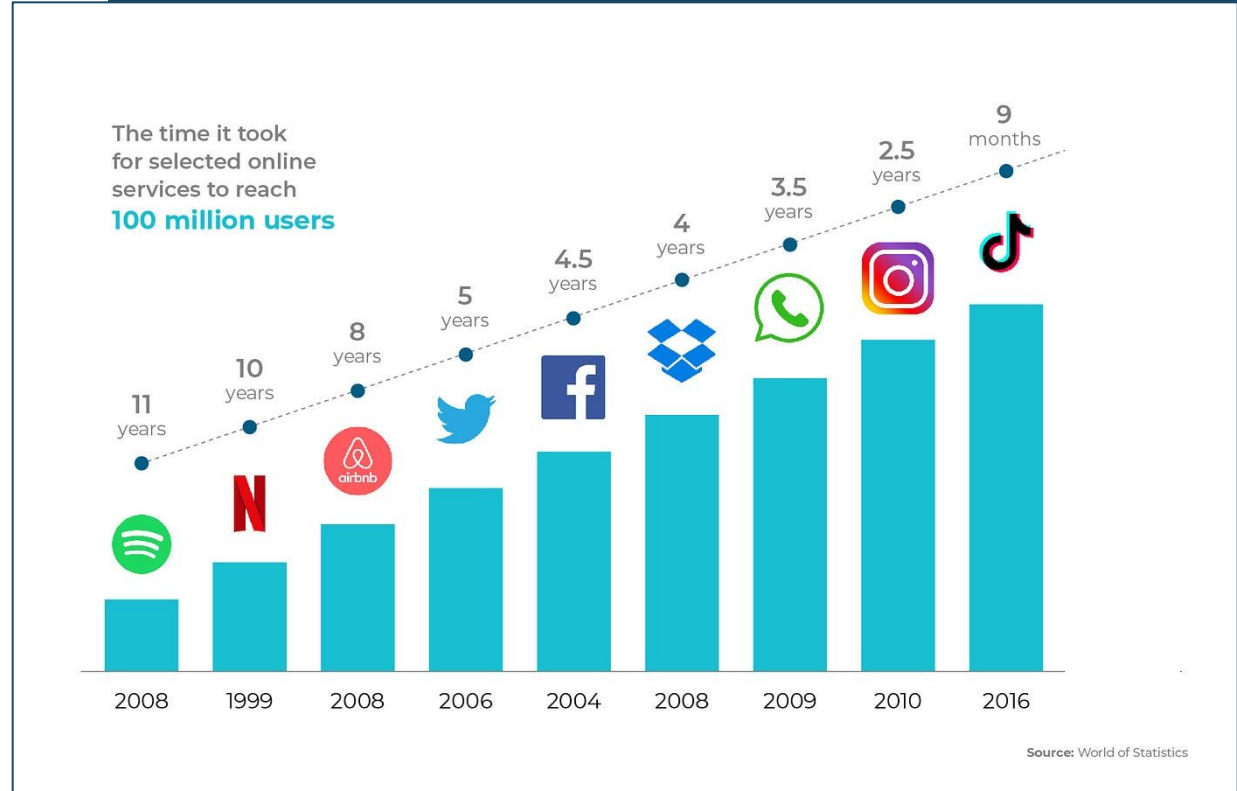


Source: World of Statistics

Search Is Shifting

...at an exponential rate.

TikTok broke user-adoption records.

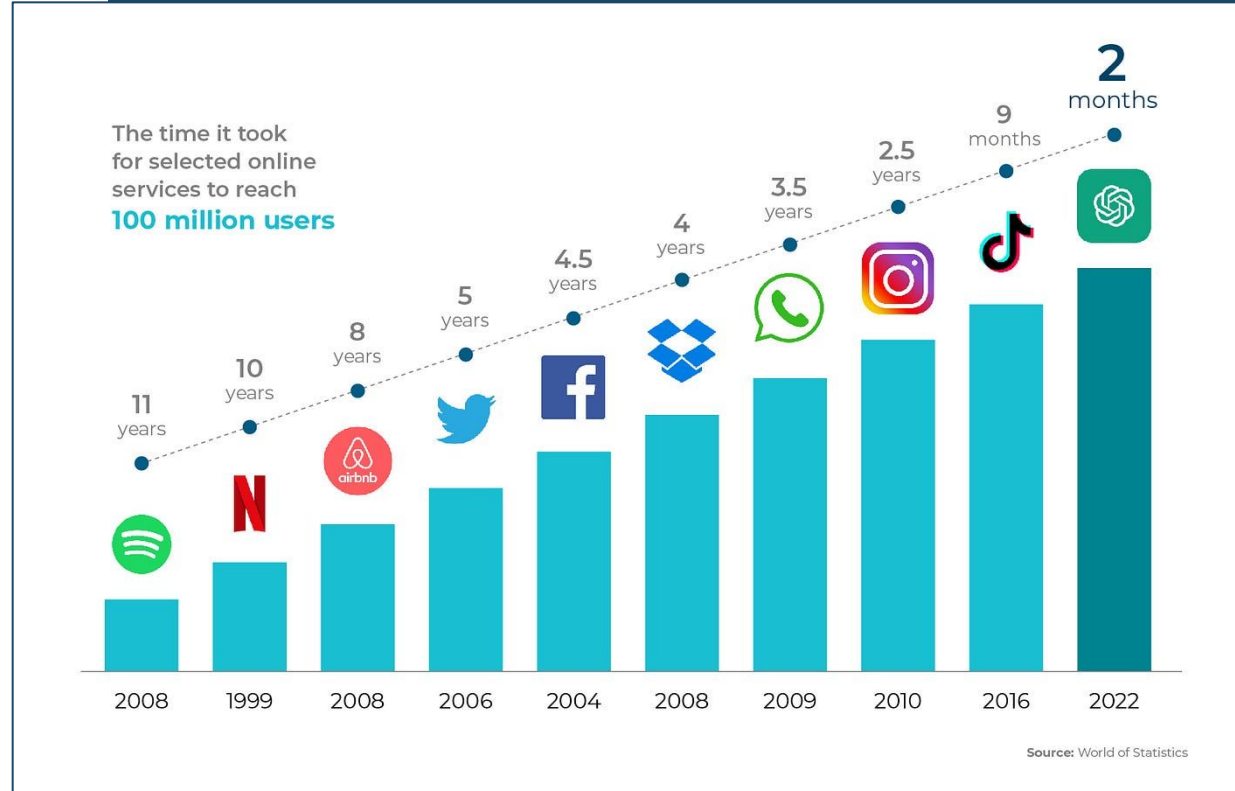


Search Is Shifting

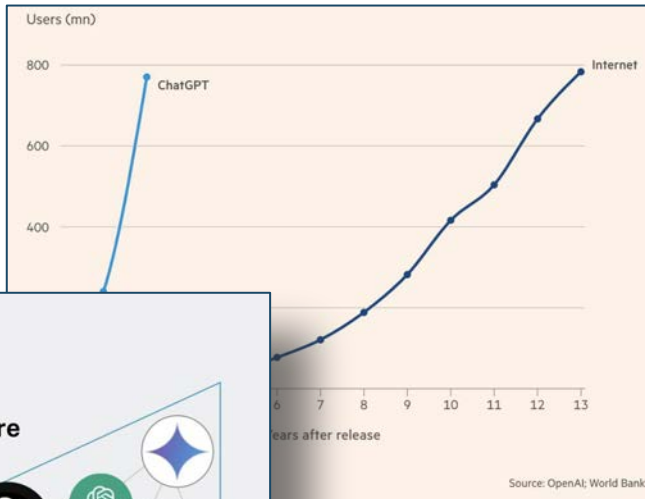
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TikTok broke user-adoption records.

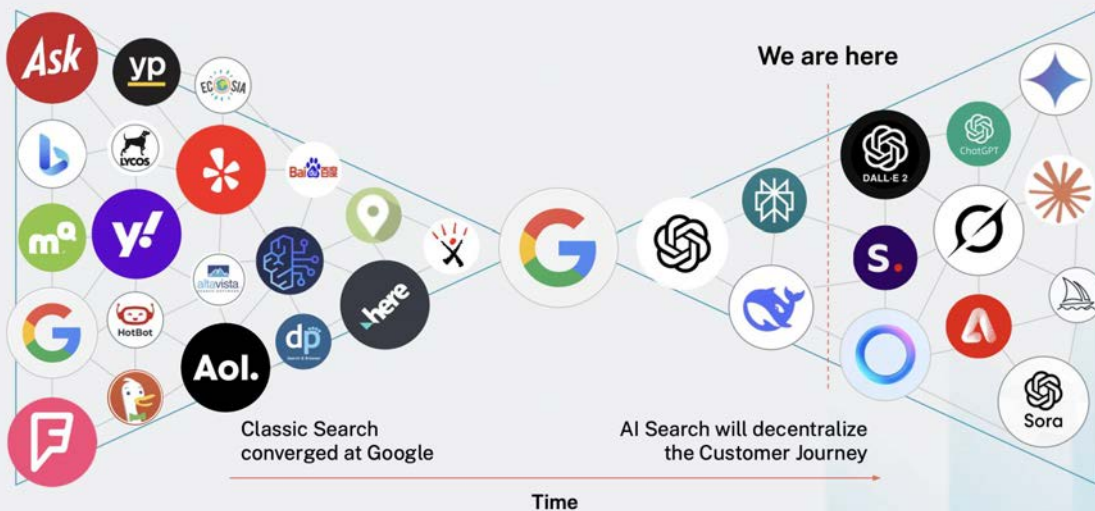
ChatGPT put it to shame.



AI in Search + Zero-Click = Noise



Search Fragmentation



es Per Day

es daily, translating to 2.6 trillion

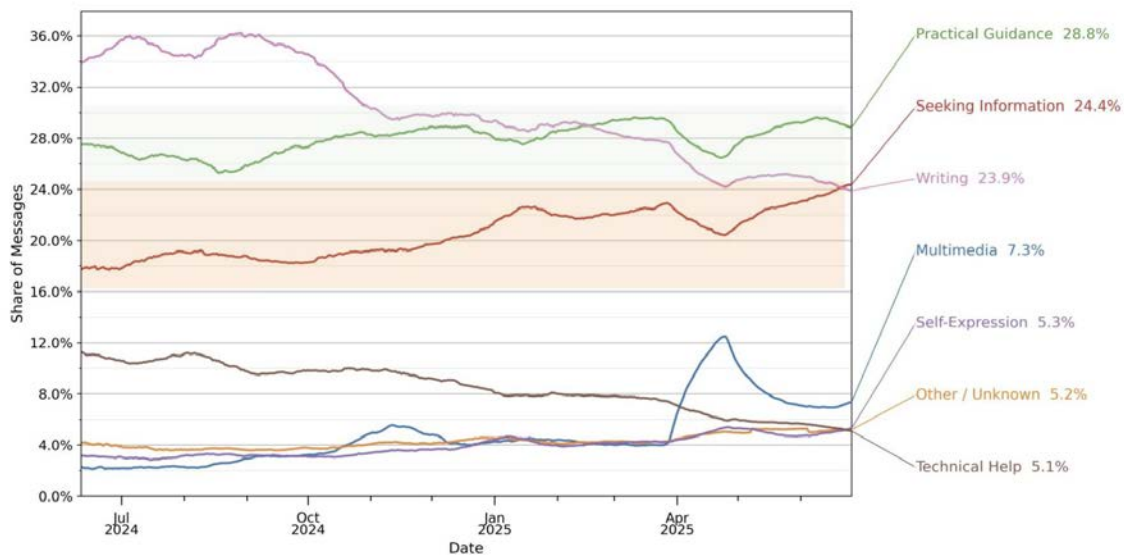
second has grown to 103,000, up from

earches happening worldwide.

g Google's highest growth rate since

The **Evolution** of AI Search Usage

- Writing using AI is on a relative decline.
- Seeking information using AI is on a relative incline.
- Search Engine Optimization (SEO) is becoming **Search Everywhere Optimization (SEvO)**.



Results from Deterministic (rule-based) to Probabilistic (math-based).

Review Sites

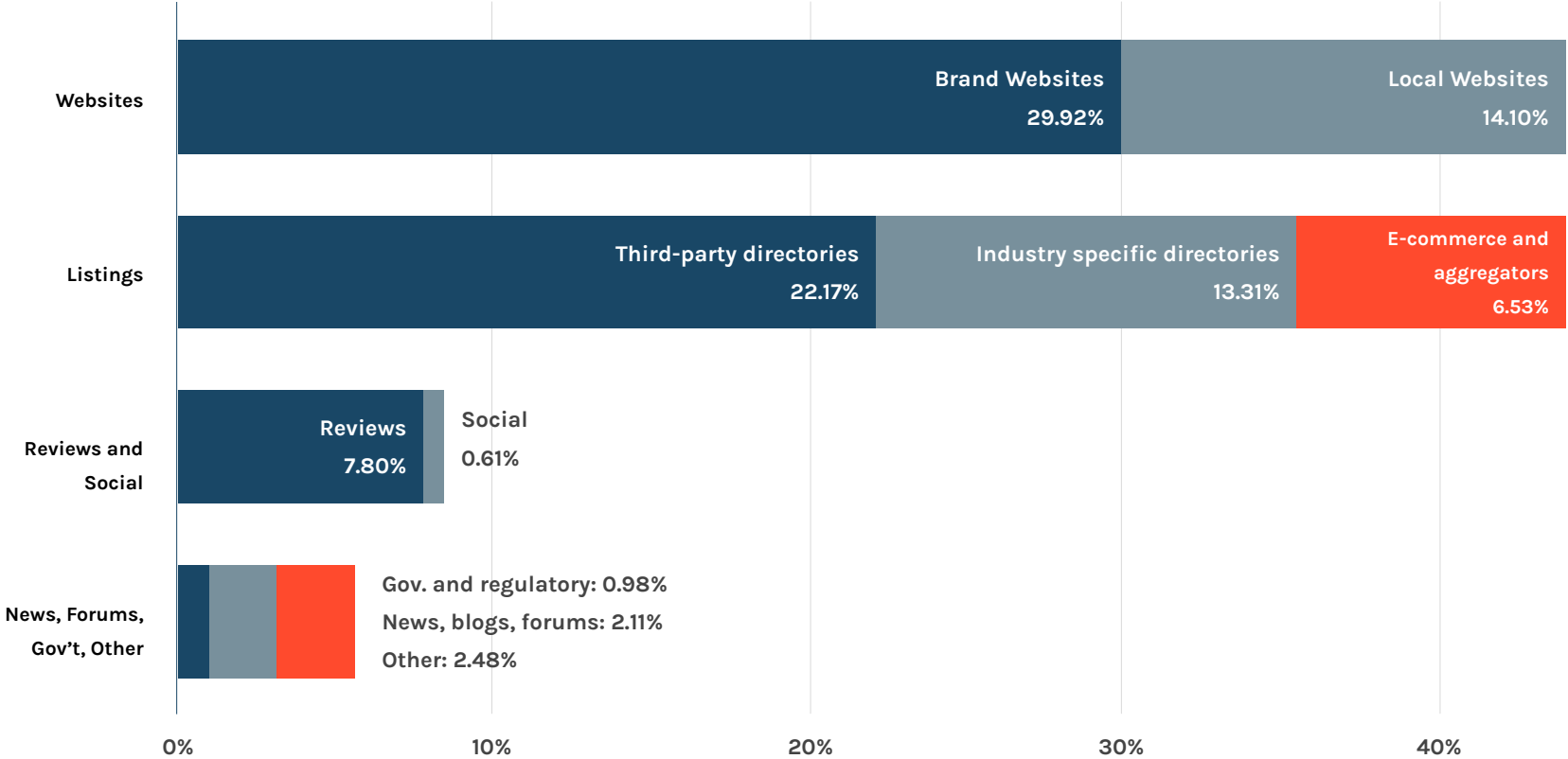
Listings &
Directories

Maps &
Local Pages

Who is the **best** **orthodontist** in **Portland, OR**
that accepts **Cigna insurance** and offers
Invisalign treatment?

Local Pages

17.2 million Citations Found the Most Trusted Sources to be...



Which of these can we control?

44%

Websites

42%

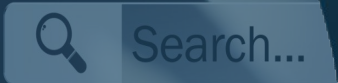
Listing & Directories

8%

Reviews & Social

6%

News & Forums



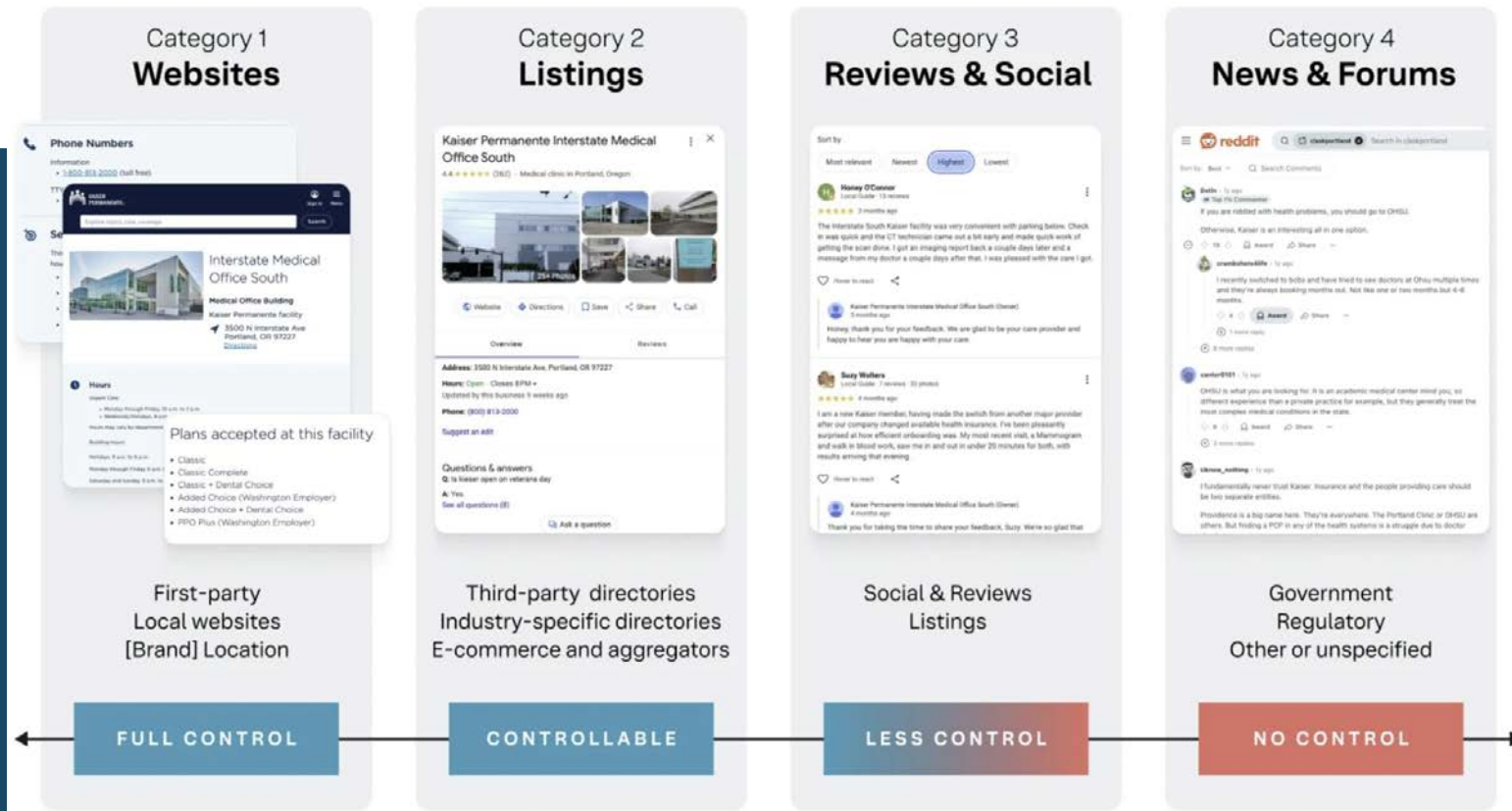
Today's "Advanced"

is

Tomorrow's "Basic"

...don't be basic.

Controlling the Controllables



Structured Data Builds Understanding

Structured

Address

Hours

Phone Number

Products SKUs

Menu Items

Events

Professional Bio

Semi-Structured

FAQs

Photos

Store Amenities

Descriptions

Review Data

API Feeds

Unstructured

Blog Posts

Help Articles

Documents

Reviews Text

Social Posts

UGC

LOCAL SEO

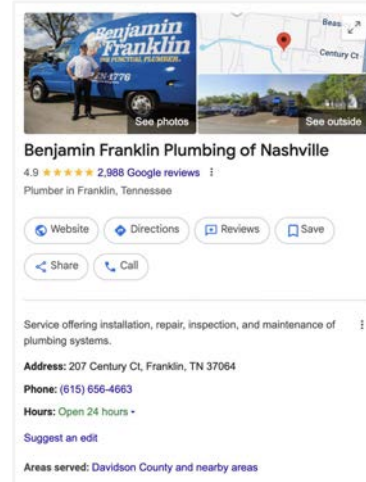
Structure Data at Scale

- Expand coverage across 60+ global publishers and directories.
- Building unique content via Google posts, business descriptions, and imagery.
- Managing online reputations improving star ratings, number of reviews, and responding to reviews.

Meta

Bing

alexia



Apple Maps

ChatGPT

Gemini

SEO/AIO

Integrate AI-Forward Optimizations

Surface and simplify contextual relevance via technical applications.

Advanced schema markup: Deploy niche schema markup to help search engines and AI systems quick-reference content details.

LLM signals: Implement emerging best practices (e.g. LLMS.txt) to support AI-powered indexing environments.

Content structure: We structure content around question-based, buyer-intent queries and format pages to align with conversational search patterns.

YouTube Optimization: Deploy detailed VideoObject schema via watch pages, and publish clean, semantic transcripts alongside the embed.

AI Video, Podcast, Video Creations + Transcription: Creating Infographics/Video/Podcasts, then atomizing that media into structured text, audio, and visual assets.

SEO/AIO

Break your Content Habits

Maximize EEAT, crawlability, and context.

Query Fanout + Intent Analysis: Optimizing for how AI models gather information, targeting multiple search variants and related topics at once.

Deepened Brand Guidelines: Hardened CNA to more deeply understand client sales processes, revenue streams, and competitive opportunities.

Content Framework: Human-written, AI-assisted content development helps organize content in a thorough, yet palatable format for AI and search.

BLUF Architecture: Delivering information-dense insights into the content.

Authorship Profiles: Expanded profile information highlighting service and/or product expertise for core and supplementary content.

Content Clusters + Chunking: Altered content formatting to diversify available content and support contextual absorption (e.g. FAQs).

Pro Tip: Have a playbook for all digital stakeholders.



**What would you
say you do **next**?**

Recognize What AI *Cannot* Replace

- **Hyperlocal Authority** - Zoning decisions, school board votes, local elections, new business, community trends, etc.
- **Trusted Names** - Facilitate trust with your readers and their preferred generative engines.
- **First-Mover Freshness** - First on local stories. Structured, well-tagged content published fast wins in AI systems that prioritize recency.
- **Community Relationships** - Newsletters, events, comments, subscriptions. AI can compete for your search traffic. *It can't compete for your community.*





Scale Product Release + Adaptation

Diversifying Beyond Traffic-Dependent Revenue Streams

Broaden your revenue funnel and lead capture - be where your readers are.



Traditional + Recurring

Subscriptions
Native Content
Affiliate and Commerce



Intermittent + Opportunistic

Events
Community
Verify the Narrative



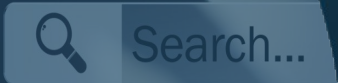
Underused

Grants and Nonprofits
Webinars and Workshops



Emerging

Podcast Sponsorships
Social Commerce
Community Funding
(e.g. Patreon, Substack)



Time to Predict the Future

Source Preference Signaling

The NEW share button.

Web 1.0: Bookmark it.

Email Era: Subscribe to it.

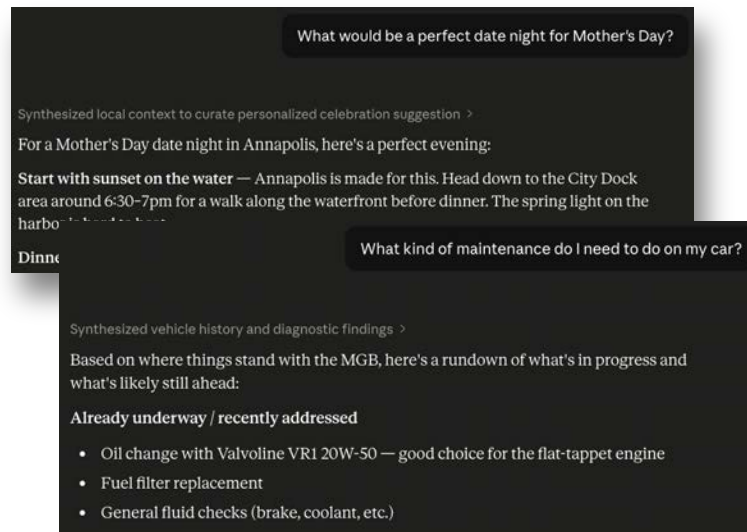
YouTube Era: Follow it.

Social Era: Share it.

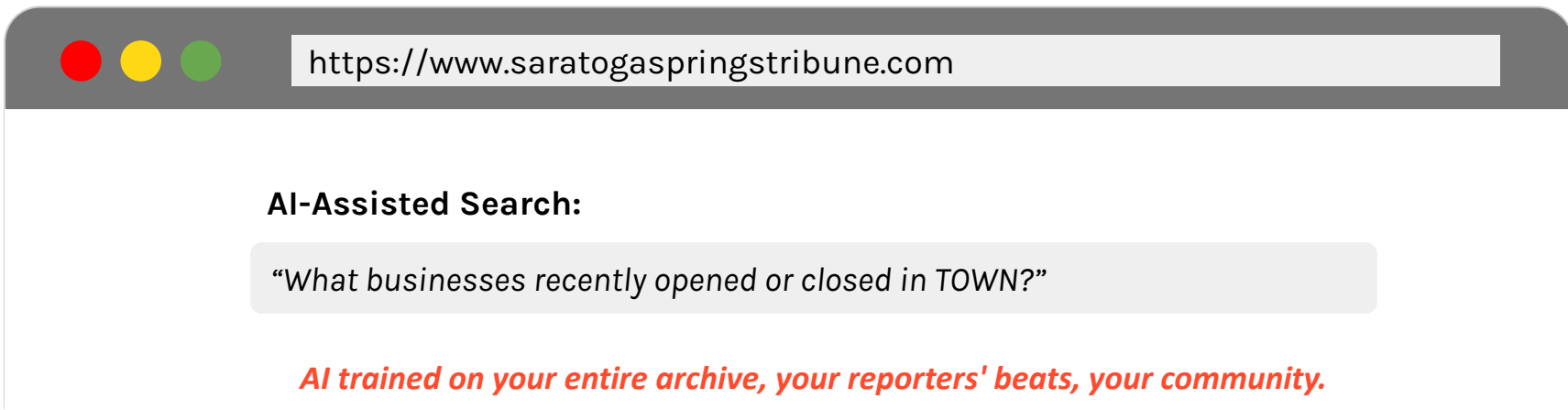
AI Era: Memorize it.



AI sentiment is powerful - win them over.



The Websites of Tomorrow



AI-Assisted Search:

“What businesses recently opened or closed in TOWN?”

AI trained on your entire archive, your reporters' beats, your community.

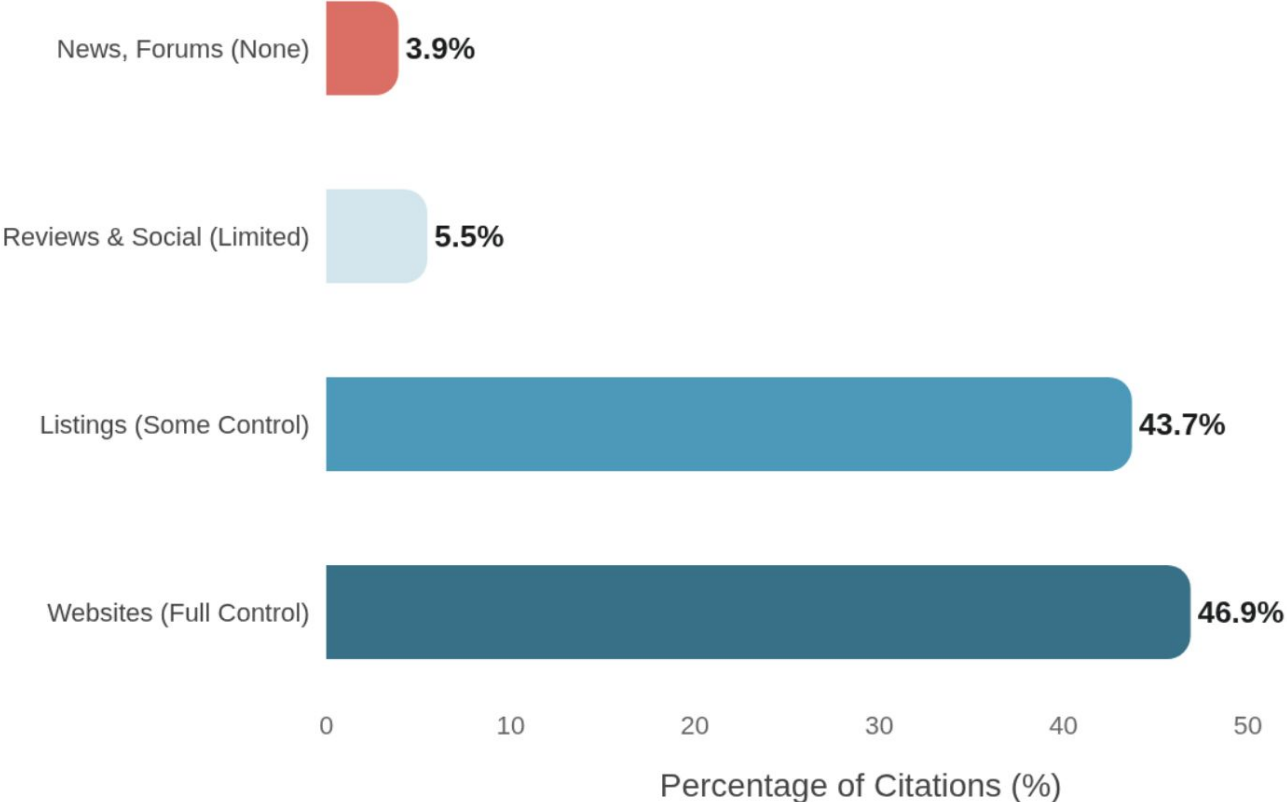
**Today's investment in structured content, authorship, and topic depth
is the training data for this future.**

Pro Tip: Look up Retrieval-Augmented Generation (RAG).

Thank You



17.2 million Citations Found the Most Trusted Sources to be...



Local Products



	LOCAL ONE	LOCAL STANDARD	LOCAL PRO	
<p>Google Business Profile Posts Create posts physically on your GBP for additional category and keyword development. Some industries are excluded.</p>	1 Post Per Month	2 Post Per Month	3 Post Per Month	<p>Included with all Local SEO:</p> <ul style="list-style-type: none">  GBP Listing Optimization  Top-Tier Listing Submissions & Maintenance  Competitive Analysis  Schema Review & Suggestions  Reporting & Audits  Review Alerts & Monitoring
<p>Review Requests Generate more reviews through email or text. A white-labeled email or text will be sent to a provided list of customers, prompting them to leave a review. Some industries are excluded.</p>	Twice a Year	Quarterly	Monthly	
<p>Review Responses Responding to reviews submitted to your Google Business Profile.</p>	5 Responses Per Month	10 Responses Per Month	15 Responses Per Month	
<p>Additional listing/citation efforts Submit business information to additional directories and aggregators.</p>				

*All SEO campaigns are six months minimum.



Organic Products

	ORGANIC STANDARD	ORGANIC PROFESSIONAL	ORGANIC ENTERPRISE
On-Site <ul style="list-style-type: none"> • SEO meta data • Internal linking • URL structure • Headings • Images • And more 	Up to 63 Opts Per Quarter	Up to 81 Opts Per Quarter	Up to 135 Opts Per Quarter
Authority The best backlinks for each website can vary. We have access to a range of backlink tactics such as guest posts, citations, and more.	Total Varies Based on Strategy	Total Varies Based on Strategy	Total Varies Based on Strategy
Content <ul style="list-style-type: none"> • Content topics shared and approved month one. • Includes new blogs, webpages, rewrites. • Clients review and approve before upload. 	Up to 3 Pieces Per Quarter	Up to 6 Pieces Per Quarter	Up to 9 Pieces Per Quarter
New Deliverables: YouTube optimization, infographics, AI video, podcast transcripts now available based on content availability and scope of work.			

Included with Organic



Month Zero:

- Keyword research
- Extensive technical audit
- Competitive analysis
- Campaign focus selection
- Campaign strategy review



GA4 review and maintenance



Live reporting dashboard



Account Executive



Conversion tracking



Monthly calls



Need a custom solution?

For organizations that need larger-scale solutions, we can assemble a custom project plan & budget to meet the site's needs.