

1 billion

questions asked to AI
every single day

*How many of those
get a great answer?*

Prompt Engineering

AI Search

What Happens When You Ask AI?

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What We'll Explore Together

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The Magic Moment

What really happens when you type a question to AI?

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Why wording changes everything — live demo

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From your words to a response — under the hood

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The Future of AI & Search

How user behaviour is shifting and traffic is dropping

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AI Search Optimisation

How AI is reshaping search — and what's next

01

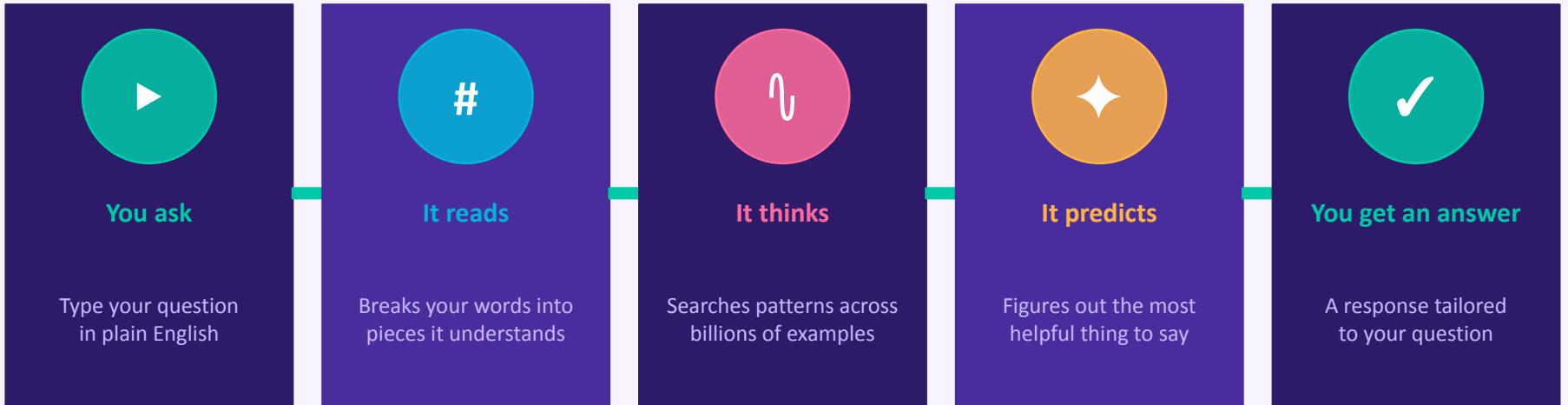
The Magic Moment

What really happens when you ask AI a question?

Think: What did you last ask an AI?

What Actually Happens in 5 Seconds

Think of it like a really well-read friend who has absorbed millions of books, articles and conversations



Key idea: AI doesn't "know" things the way you do — it's incredibly good at pattern-matching from everything it was trained on

02

Anatomy of a Prompt

Why wording changes everything

Same question, different results — just from rewording



What is a Prompt?

THE PROBLEM

- "AI doesn't understand me"
- "The answers are too generic"
- "It's not useful for my work"

Sound familiar?

THE INSIGHT

AI was trained on the entire internet.
It knows a lot.

The challenge isn't AI's knowledge...

It's HOW WE ASK.

THE SOLUTION

PROMPT

The question or instruction you give to AI

PROMPT ENGINEERING

The skill of crafting prompts that get the results you want

Think of it like Google Search — better search terms = better results. Same principle, much more powerful.

Same Goal. Very Different Results.

Weak Prompt

"Tell me about marketing"

What's missing:

- No context or role given
- No target audience specified
- No format requested
- No length or depth guidance

Result: A generic, unfocused wall of text

VS

Strong Prompt

"You're a marketing coach. Give a 22-year-old student 3 actionable Instagram tips for their food blog. Use bullet points."

What's right:

- Role: "marketing coach"
- Audience: "22-year-old student"
- Specific platform: Instagram
- Format: "bullet points"

Result: Precise, actionable, tailored advice

Why Does This Actually Matter?

The difference between AI feeling magic — or completely useless



Accuracy

Get precise answers that match exactly what you need — not a generic wall of text



Efficiency

Stop going back and forth. Get it right first time and save hours of frustration



Productivity

Turn tasks that take hours into minutes — writing, research, coding, planning



Creativity

Unlock ideas you wouldn't have reached alone — AI as a true creative partner

These aren't just AI skills — they're communication skills for the age we're living in

03

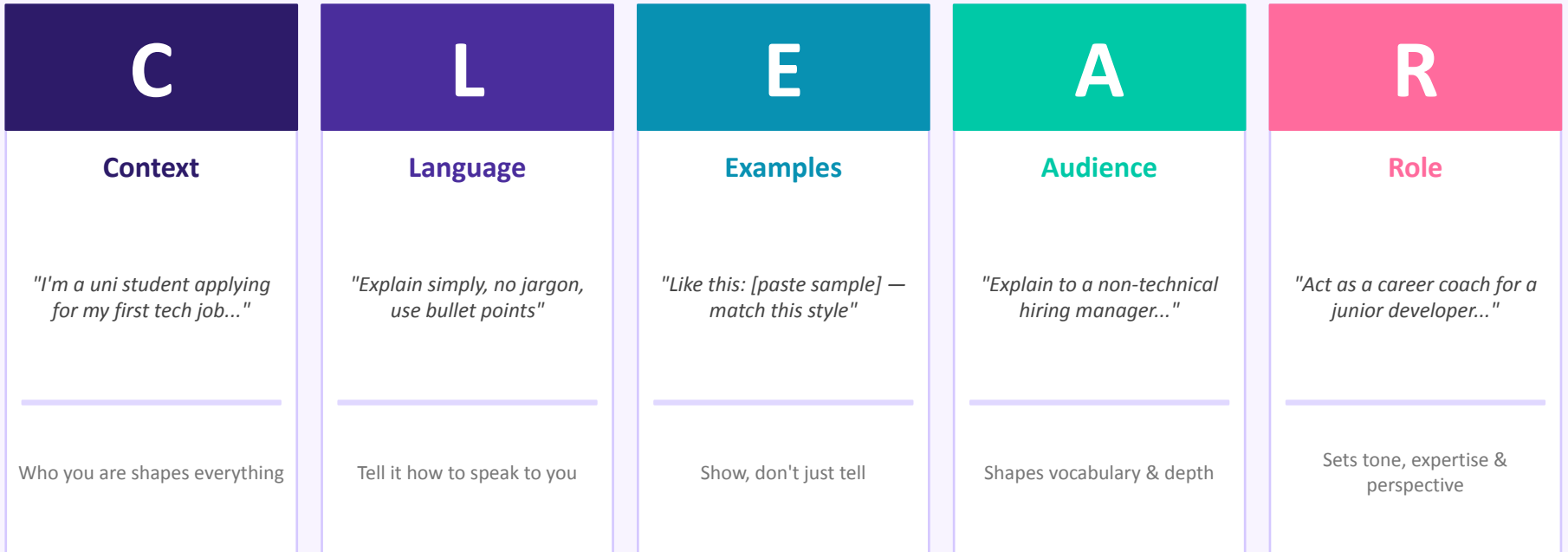
The CLEAR Framework

A memorable recipe for better prompts

5 ingredients. One powerful prompt.

The CLEAR Framework

A simple recipe for prompts that actually work



CLEAR in Action

Goal: Get help writing a cover letter for a tech internship

C	Context	<i>"I'm a 2nd-year Computer Science student at UCL..."</i>
L	Language	<i>"...in a warm, confident tone, no corporate jargon"</i>
E	Examples	<i>"...similar to this example I liked: [paste snippet]"</i>
A	Audience	<i>"...for a non-technical HR manager at a startup"</i>
R	Role	<i>"Act as a career coach with 10 years of experience"</i>



The final prompt

"Act as a career coach with 10 years of experience. I'm a 2nd-year CS student at UCL applying for a tech internship. Write a cover letter for a non-technical HR manager at a startup. Use a warm, confident tone — no corporate jargon. Match the style of this example: [paste snippet]."

Each piece of CLEAR adds precision — together they turn a vague ask into a powerful prompt

04

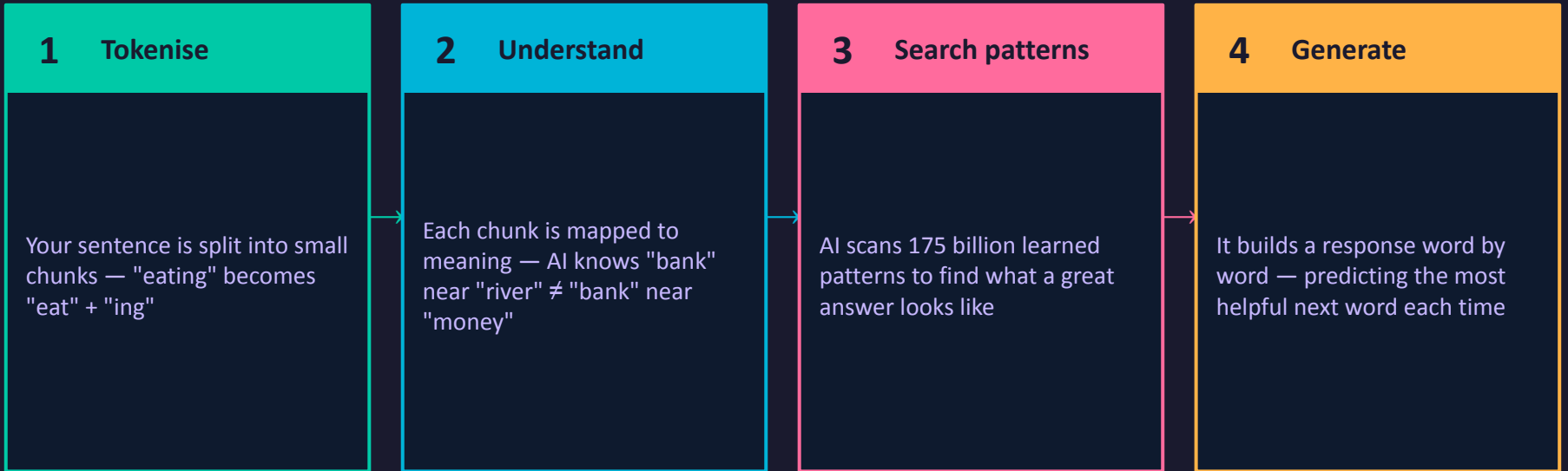
How AI Generates an Answer

A peek under the hood — without the jargon

AI reads your words — then does some remarkable maths to find your meaning

From Your Words to an Answer

Here's what happens in under a second after you hit send



The key insight: the more precise your prompt, the better the pattern-match — and the better your answer. That's why prompting skills matter.

05

The Future of AI & Search

How AI is reshaping search — and what's next

In 2026, you're either the source AI cites — or you're invisible

Search just changed forever

And most people haven't noticed yet

Before

You Google something



Get a list of links



Click, read, decide yourself

VS

Now

You ask ChatGPT, Claude, Gemini...



Get one direct answer



No clicking needed

~600 million AI queries happen every single day (ChatGPT) — and growing fast

We're at a tipping point

2026: AI tools are now the first place millions of people go for answers - User behaviour shift

ChatGPT, Gemini and Claude are now the first stop for information — not just for tech people, but for everyone

AI is the new front door to the internet

59%

of consumers say
AI will be their primary way
to find information this year

More searches are now answered directly by AI — without the user ever clicking a single link

"Zero-click" is the new normal

This isn't just a behaviour shift — it's a Revenue problem

The entire Internet was built for Google. AI just changed the rules overnight.

20–40%

traffic drop already hitting
retailers, news & agencies.

Kellogg Insight (Northwestern University), late 2025

73%

of B2B websites saw significant
organic traffic losses in 2024–25.
~34% YoY

Search Engine Land

70–80%

HubSpot's organic blog traffic plummeted
from 24M to 6M monthly visits
2024–2025

HubSpot, 2025

“The Great Decoupling” – search volume is rising but clicks to websites are falling.

What's Next?

Be "IN" AI

Be the Answer AI recommends

Be the trusted cited source

06

AI Optimisation

GEO & AEO

Generative & Answer Engine Optimisation strategies that “move” you into AI

So... how do you get AI to mention YOU?

AIO — AI Optimisation

The practice of making your content visible & cited across AI tools — used today

GEO — Generative Engine Optimisation

"Make sure AI tools cite your content when answering questions"

- Build brand authority AI trusts
- Create conversational content
- Be consistent across the web

AEO — Answer Engine Optimisation

"Become the answer AI gives — not just a source it cites"

- Write clearly & authoritatively
- Structure content with headings
- Answer questions directly

5 Things to Remember



AI predicts, not thinks — it finds patterns, not truth



Prompt quality = Output quality. Use the CLEAR Framework!



AI \neq Search. Use each tool for what it does best



Always verify. AI can confidently be wrong (hallucination)



New rules: GEO & AEO - Make your brand the trusted, cited answer in AI assistants

Thank You!

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"Mastering the Future of AI Search"

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👋 *Let's stay in touch*

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