

Agentic AI in SEO & Indexing Issues.

A PRESENTATION ON CURRENT CHALLENGES AND FUTURE
OPPORTUNITIES IN SEO.

Agentic AI in SEO

- ▶ SEO moving from static pages → adaptive systems.
- ▶ AI agents (ChatGPT, Gemini, Claude, Perplexity) act as traffic engines.
- ▶ Content must appeal to both Google & AI-powered search.

Why This Matters

- ▶ Users now research with AI agents (ZMOT – Zero Moment of Truth).
- ▶ AI agents guide traffic by citing and recommending sources.
- ▶ Competitive edge: optimize content for AI discovery.

Core Principles of Agentic SEO

- ▶ Data Enrichment → Schema, semantic tags.
- ▶ Content Modularity → Chunkable content blocks.
- ▶ Polymorphism → Adapt content to different AI agents.

From Generative SEO to Edge SEO

- ▶ Generative SEO → AI-assisted content creation.
- ▶ Edge SEO → real-time testing & optimization at CDN level.
- ▶ Limitation: content still static after deployment.

Agentic Edge SEO

- ▶ Dynamic, adaptive content that evolves in real-time.
- ▶ Adapts to user intent, SERP trends, Core Web Vitals.
- ▶ Example: Running Shoes page adapts to comfort, style, durability.

Real-World Applications

- ▶ E-commerce → product pages adapt with stock & season.
- ▶ Media → auto-updating 'living' articles.
- ▶ Coupons/Promos → auto-enrichment for events like Black Friday.

The Takeaway

- ▶ Future SEO = adaptive systems, not static pages.
- ▶ Organizations that adopt Agentic SEO gain competitive edge.
- ▶ Optimize for both Google & AI agents.

SEO Indexing Issues

Crawled / Discovered – Not Indexed

- ▶ Google found the page but didn't index it.
- ▶ Causes: thin content, poor linking, low demand.
- ▶ Fix: remove low-value pages, improve linking, check HTTP status.

Duplicate Without Canonical

- ▶ Multiple versions of content exist without a clear canonical.
- ▶ Impact: diluted ranking signals, index bloat.
- ▶ Fix: use canonical tags, consolidate duplicates.

Blocked Due to 4XX Issues

- ▶ Google can't access due to errors like 403 or 410.
- ▶ Impact: valid content may stay unindexed.
- ▶ Fix: check and validate if blocking is intentional.

Not Found (404 Errors)

- ▶ Pages return 404 status code.
- ▶ Impact: broken links, wasted crawl budget.
- ▶ Fix: remove/update links, use 301 redirects if backlinks exist.

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Quick Wins

- ▶ Crawl site → fix 404s and broken links.
- ▶ Add canonical tags for duplicates.
- ▶ 301 redirect valuable legacy pages.
- ▶ Use URL Inspection tool in Google Search Console.