

Great Britain – Cyprus Business Association 2025



Ifigenia Arampelou
Director of Digital Strategy
discoverdigital.com

How AI Is Changing The Way Clients Find You

26 November 2025

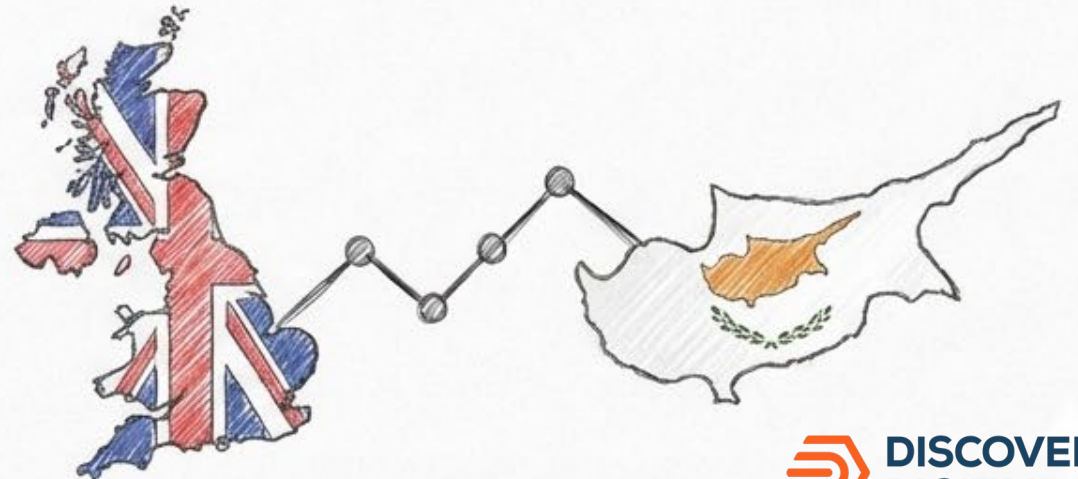
How AI Is Changing The Way Clients Find You

From Google searches to conversations with AI



➔ What this means for firms like yours

➔ And what to do about it in the next 12 months



The Big Shift

People Are Not Just “Googling It” Any More



Clients are starting to ask AI tools for help



They type real questions, not short search phrases

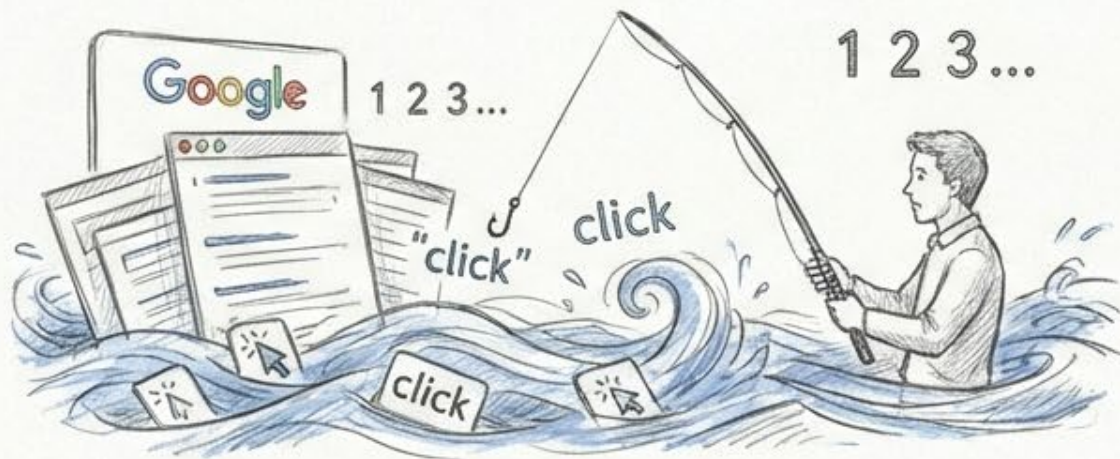





The AI gives one clear answer, often with suggested firms

Tomorrow’s “page one on Google” is a conversation with AI.

Old World vs New World




Old World: Hunt For Clicks



-  Try to appear on page one of Google
-  Hope someone clicks your website
-  Use keywords, ads and endless blogs

New World: Be The Trusted Answer

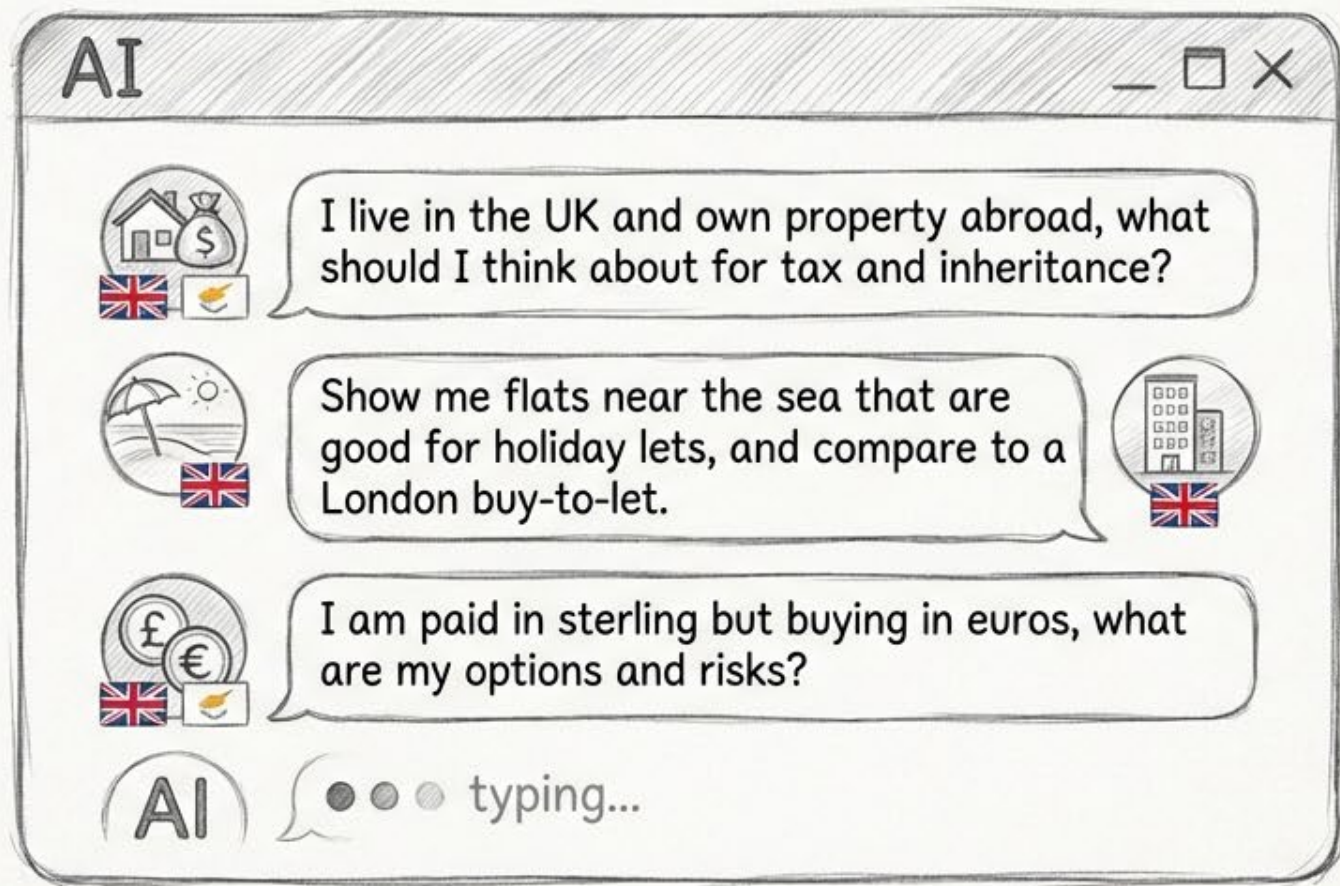


-  AI listens to the full story
-  It replies in plain English
-  It suggests a small number of options, not pages of results

Your goal: be one of those options.

What Clients Actually Ask AI

Real Questions, Not Keywords



If your firm is not part of the answers to questions like these, you lose the client before you even know they were looking.

What AI Looks For In A Firm

How Do You Get Picked By AI?



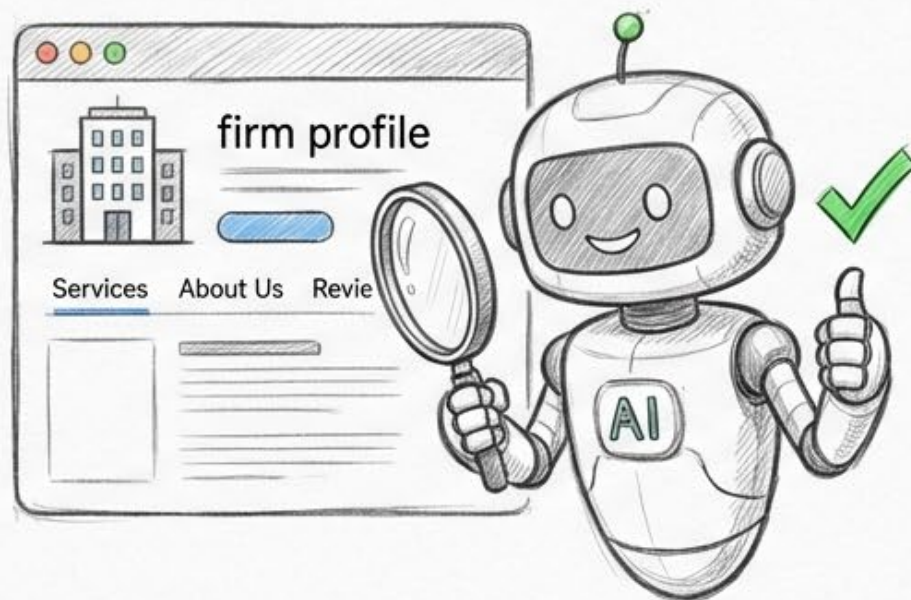
You explain clearly what you are good at



You cover real client situations in simple language



Your information is honest, up-to-date and detailed



Reviews and public information show that you are trustworthy



It is easy to take the next step: book, call, apply, enquire

No tricks, no magic: just being visibly good and clear.

What This Means For Your Sector



Law Firms

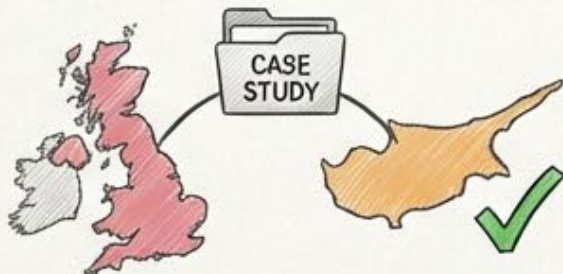
1. AI can outline the basics, but not take legal responsibility



2. You want to be the “speak to a solicitor before you sign” step



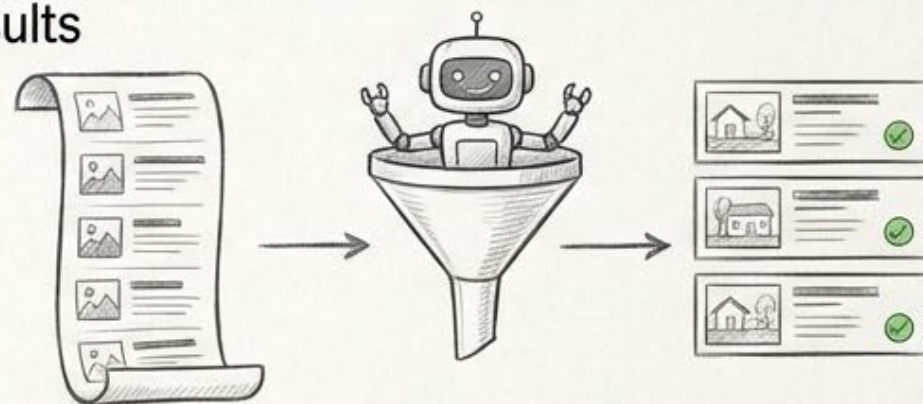
3. Show real cross-border examples and outcomes



Estate Agents & Developers



1. AI will shortlist properties, not show 20 pages of results



2. It needs **real data**: size, fees, yields, distance to the sea, not just “stunning views”



More Sector Examples

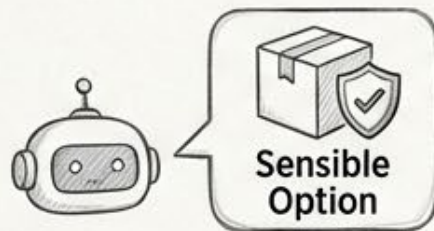


Banks & Financial Services

- Clients will ask AI about currency, rates and risk



- You want your products to be the “sensible option” in those answers



- Clear fees, simple explanations, and digital journeys really matter



Clear
Fees



Simple
Explanation



Digital
Journey



Happy
Client



Accountants & Tax Advisers

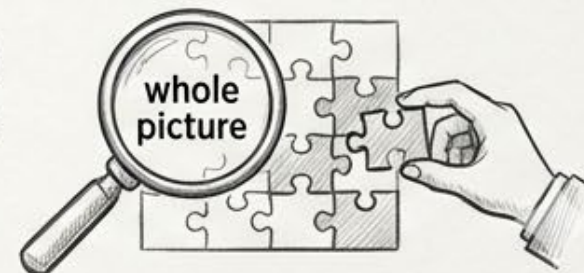
- AI can look up a tax rate, it cannot do judgement



- Your edge is planning across countries, rules and family situations



- Your marketing should prove that you see the whole picture



Step 1 – Make Your Expertise Easy To Understand

Make Your Expertise AI-Friendly (And Human-Friendly)



Write about specific situations you actually handle



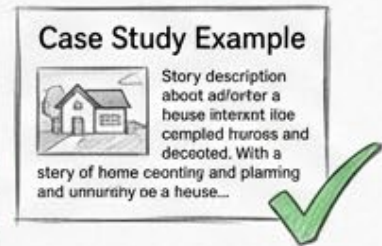
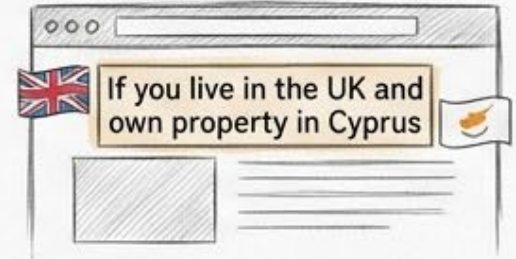
Use headings like “If you live in the UK and own property in Cyprus”



Avoid jargon, explain in plain English



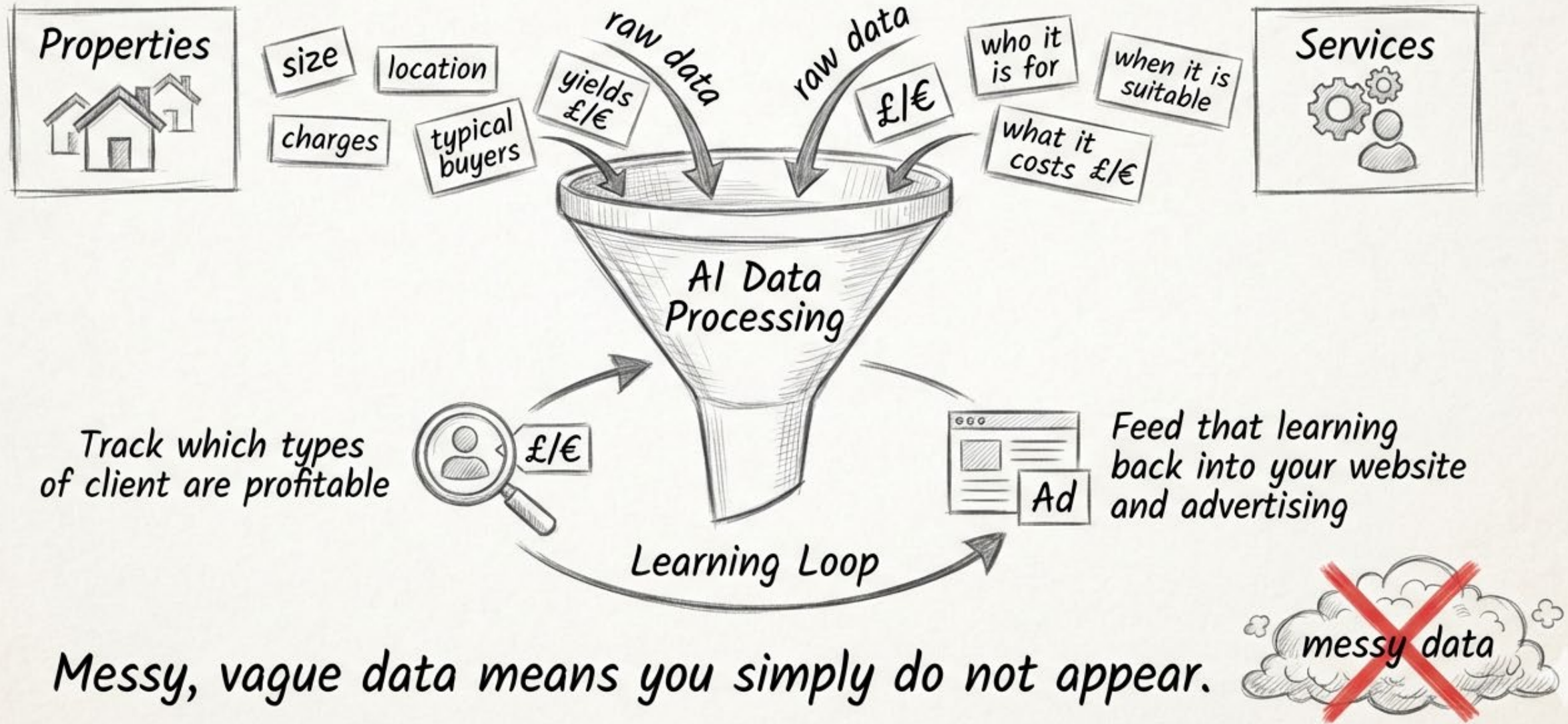
Show examples, not just a list of services



If a human can understand it quickly, an AI has a much better chance too.

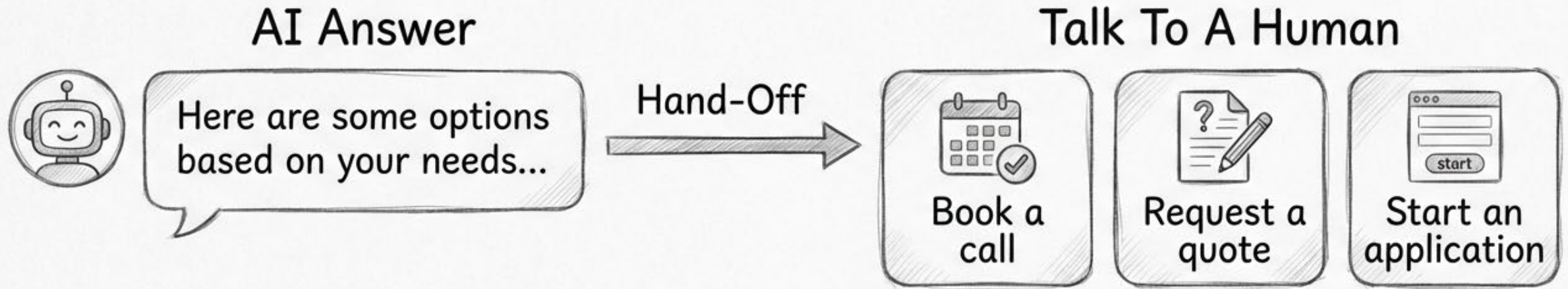
Step 2 – Sort Out Your Data And Details

Give AI Something Useful To Work With



Step 3 – Design The Hand-Off To You

From “AI Answer” To “Talk To A Human”



Reduce friction



Online forms

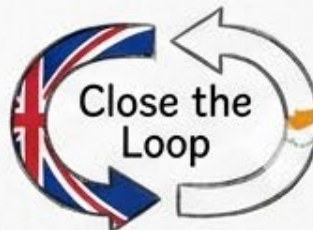


Simple calendars



WhatsApp, email options

Your aim: the AI warms them up, you close the loop.



What To Do In The Next 12 Months

A Simple Action Plan





ANY QUESTIONS?

Please reach out to Ifigenia via email:

- ifigenia.arampelou@discoverdigital.com



Discover Digital

**LET'S CREATE AWESOME
DIGITAL EXPERIENCES**

