



James Richardson

AI keynote speaker

Seventeen years in search. The last two obsessing over what AI is doing to it.

James co-founded Optimising, a B Corp certified SEO agency, and speaks about AI search: how ChatGPT, Perplexity, Gemini and AI Overviews decide which brands to mention, and what to actually do about it. No motivational AI talk. Just what is happening to search, backed by data from brands he works on every day.

FOUNDER

Optimising, est. 2008

RESEARCH

Australian AI Traffic Study

PUBLISHED

AdNews, Mediaweek, B&T

BOOKINGS

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01 - Introduction for your MC

Read this one out. It takes about 25 seconds.

"Our next speaker has spent seventeen years helping brands win in search, and the last two working out what AI is doing to it. James Richardson is the co-founder of Optimising, a B Corp certified SEO agency, and the author of the Australian AI Traffic Study, the largest local look at how AI assistants are sending traffic to Australian businesses. He writes on AI search for AdNews, Mediaweek and B&T, and today he is going to show us who AI actually recommends, and why. Please welcome James Richardson."

02 - Bio

Short (for programs and event pages)

James Richardson is an AI search and SEO keynote speaker and the co-founder of Optimising, a B Corp certified SEO agency in Melbourne. He speaks about how AI assistants decide which brands to recommend, backed by his own research including the Australian AI Traffic Study.

Full

James Richardson has worked in search for seventeen years. He co-founded Optimising in 2008 and has kept it deliberately SEO-only ever since, working with brands including Chemist Warehouse, adidas, Nando's and Forever New. The agency is B Corp certified and a member of 1% for the Planet.

His current focus is AI search: how ChatGPT, Perplexity, Gemini and Google's AI Overviews choose which brands to cite, and what businesses should do about it. He authored the Australian AI Traffic Study, covering 115 businesses and 24.8 million sessions, which found median AI referral traffic grew 1,200% year on year. His opinion writing on AI search appears in AdNews, Mediaweek and B&T.

On stage, James brings data rather than hype. His signature format runs the audience's own industry through AI visibility tracking before the event, so the room sees which of their competitors AI recommends, and why. He has spoken at the Sydney SEO Conference, runs the Shopify Plus partner event series across Melbourne, Sydney and Brisbane, and guest lectures at Swinburne University.

03 - Talks

How to Rank on AI Search

How AI assistants pick their sources, why some brands get cited constantly and others never come up, and the practical work that moves the needle. The audience leaves with a checklist, not a vibe. Keynote, 30-45 min.

GEO: Generative Engine Optimisation, Minus the Hype

What is genuinely new about optimising for AI search, what is repackaged SEO with a new invoice, and the questions every marketer should ask their agency. Keynote or panel.

What 24.8 Million Sessions Tell Us About AI Search in Australia

Findings from the Australian AI Traffic Study: 115 businesses, 1,200% median year on year growth in AI referrals, and 88.5% of sites already receiving AI traffic. Australian numbers, not recycled US case studies. Keynote, 30-45 min.

Who Does AI Recommend in Your Industry?

The tailored format. Before the event, James runs your industry through AI visibility tracking, so your audience sees their own market on screen: which brands AI recommends, which are invisible, and which sources decide it. Built to date for franchising, dental, retail, recruitment and more.

04 - The practical bits

- Based in Melbourne, travels Australia-wide and internationally. Virtual sessions available.
- Formats: keynotes, panels, workshops and MC work.
- Every talk is tailored. James will jump on a call beforehand to understand the audience.
- AV: standard setup. Own laptop (HDMI or USB-C), lapel or handheld mic, confidence monitor appreciated.

05 - Booking

Tell James about your event and he will come back within a day or two with availability and fees.

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