

ticketmaster

Winning Together

Client Guide

Optimizing for AI Discovery Across Search

Traditional SEO

1. Ensure technical excellence across site
2. Optimize linking & keyword strategy

AI Organic Discovery

1. Deliver fresh, unique, fan first content
2. Expand content diversity across image, video, and UGC content across all channels (e.g. site, socials, CRM)

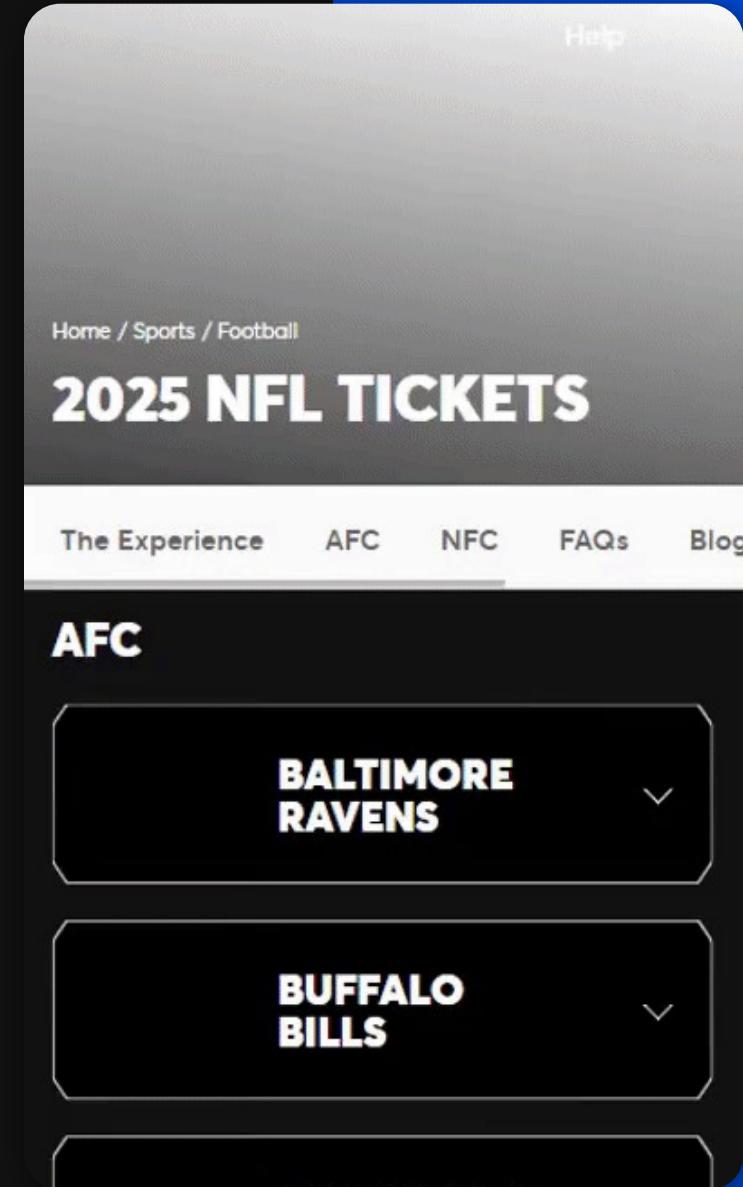
Paid Search within AI Discovery

1. Partner with Ticketmaster experts to test AI oriented paid placements
2. Optimize audience targeting & tooling with Ticketmaster teams

How to Optimize Traditional Organic Discovery

RECOMMENDATIONS:

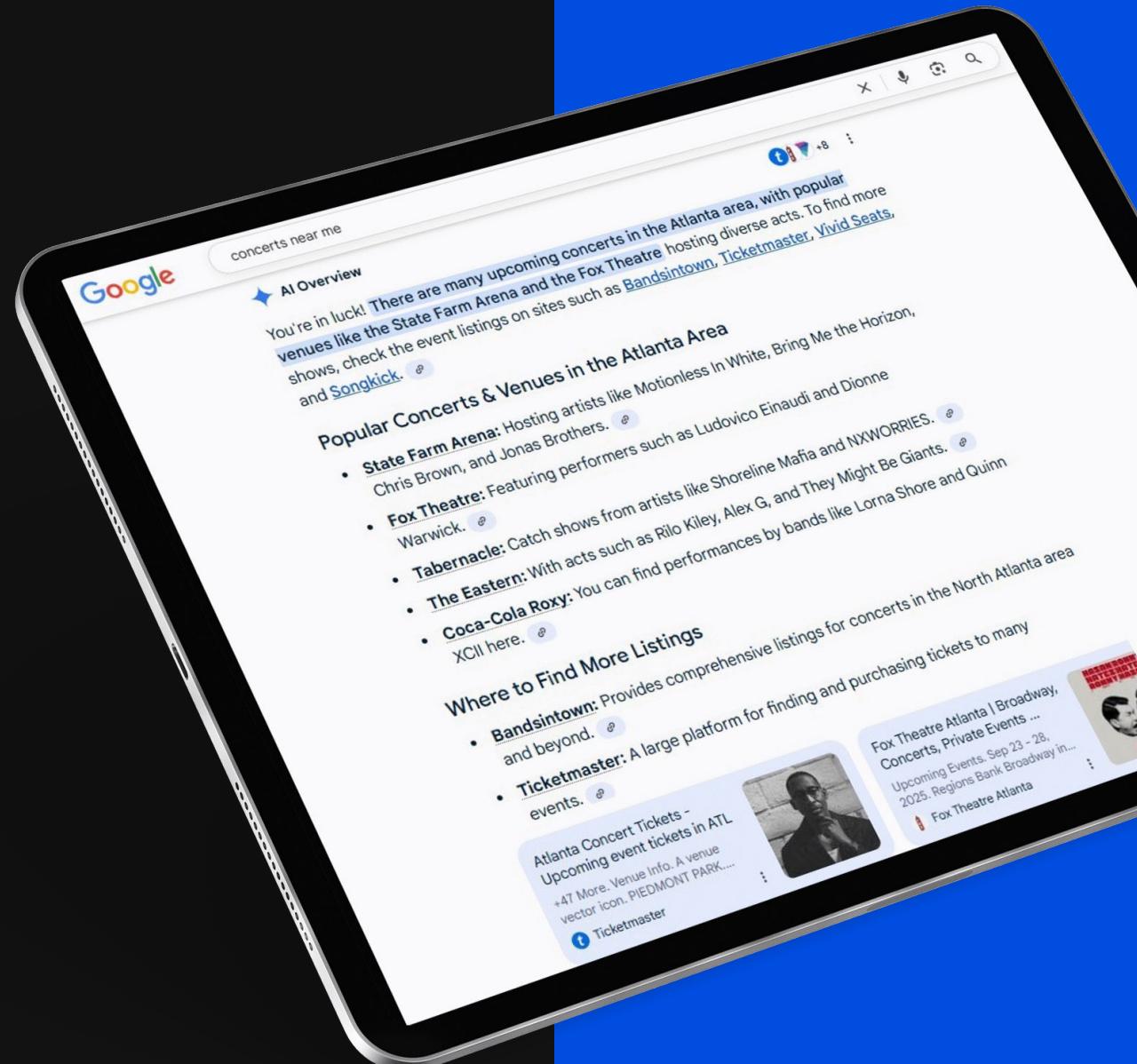
- **Implement Structured Data:** Your site metadata and schema remain critical to organic search success. Continue to ensure you have structured data in a standardized format that provides explicit clues about the meaning of a page.
- **Mobile-Friendly Design & Fast Load Times:** A fast, mobile-friendly site is essential for good user experience and SEO ranking.



How to Optimize Traditional Organic Discovery

RECOMMENDATIONS:

- Prioritize Internal & External Linking:** Linking is a sign of authority. It's crucial to link directly to your Ticketmaster Event URL using rich navigation text to create a clear path for fans to purchase tickets.
- Optimize for Local Search:** With fans searching for local info, it's vital to keep your venue's Google My Business listing updated. Regularly monitor this listing to maintain its status as a verified resource.



How to Optimize AI Discovery Organic Search

RECOMMENDATIONS:

- **Create High-Quality, People-First Content:** By creating rich, informative content about each event/game, including artist(s), opponent info, onsite experiences, game-day activities and FAQs, your content can get featured in AI-generated overviews by directly answering conversational long tail questions.

Example: Ticketmaster clients have seen a significant lift in traffic by anticipating common search questions.

Google search results for "how much are edmonton oilers tickets".

AI Overview

Edmonton Oilers ticket prices vary widely depending on the game and demand, but a general range is from approximately **\$50 to over \$100 for regular season games**. During the playoffs, prices are significantly higher, with get-in prices in the hundreds and even thousands of dollars for premium seats or later rounds.

Regular season

- Prices can be as low as **\$50 to \$120 for an average game**, but will be higher for popular matchups and can vary depending on the source and how close to the game date you buy.
- A 45-game season-seat package for the 2023-24 season ranged from about **\$2,238 to \$12,247**.

Playoffs

- Playoff ticket prices skyrocket due to high demand.
- For the 2024 Stanley Cup Final, the cheapest tickets were around **\$535 USD for Game 1** and increased to over **\$800 USD for Game 3**.
- Season seat holders for playoff rounds paid between **\$116 (Round 1)** and **\$2,118 (Round 4)** per game for specific seats.

Where to buy

- Tickets can be purchased through [Ticketmaster](#).

Google search results for "sofi stadium bag policy".

AI Overview

SoFi Stadium enforces a clear bag policy: clear plastic, vinyl, or PVC bags must not exceed 12" x 6" x 12", and small, non-clear clutch bags are allowed if they are 4.5" x 6.5" or smaller. All bags are subject to security screening, and larger or non-clear bags are prohibited and must be returned to a vehicle or stored at a designated bag valet for a fee.

Permitted Bags

- Clear Bags:** Clear plastic, vinyl, or PVC bags are allowed, up to a maximum size of 12" x 6" x 12".
- Small Clutches:** Small, non-clear clutch bags, wallets, or purses are permitted if they are no larger than 4.5" x 6.5".
- One-Gallon Freezer Bags:** One-gallon clear plastic freezer bags (Ziplock or similar) are also permitted.

Prohibited Items

- Non-Clear Bags:** Any bag that is not a small clutch or a clear bag that meets the size requirements is not allowed.
- Specific Items:** This includes, but is not limited to, larger purses, backpacks, briefcases, coolers, fanny packs, diaper bags, luggage, computer bags, and camera bags.

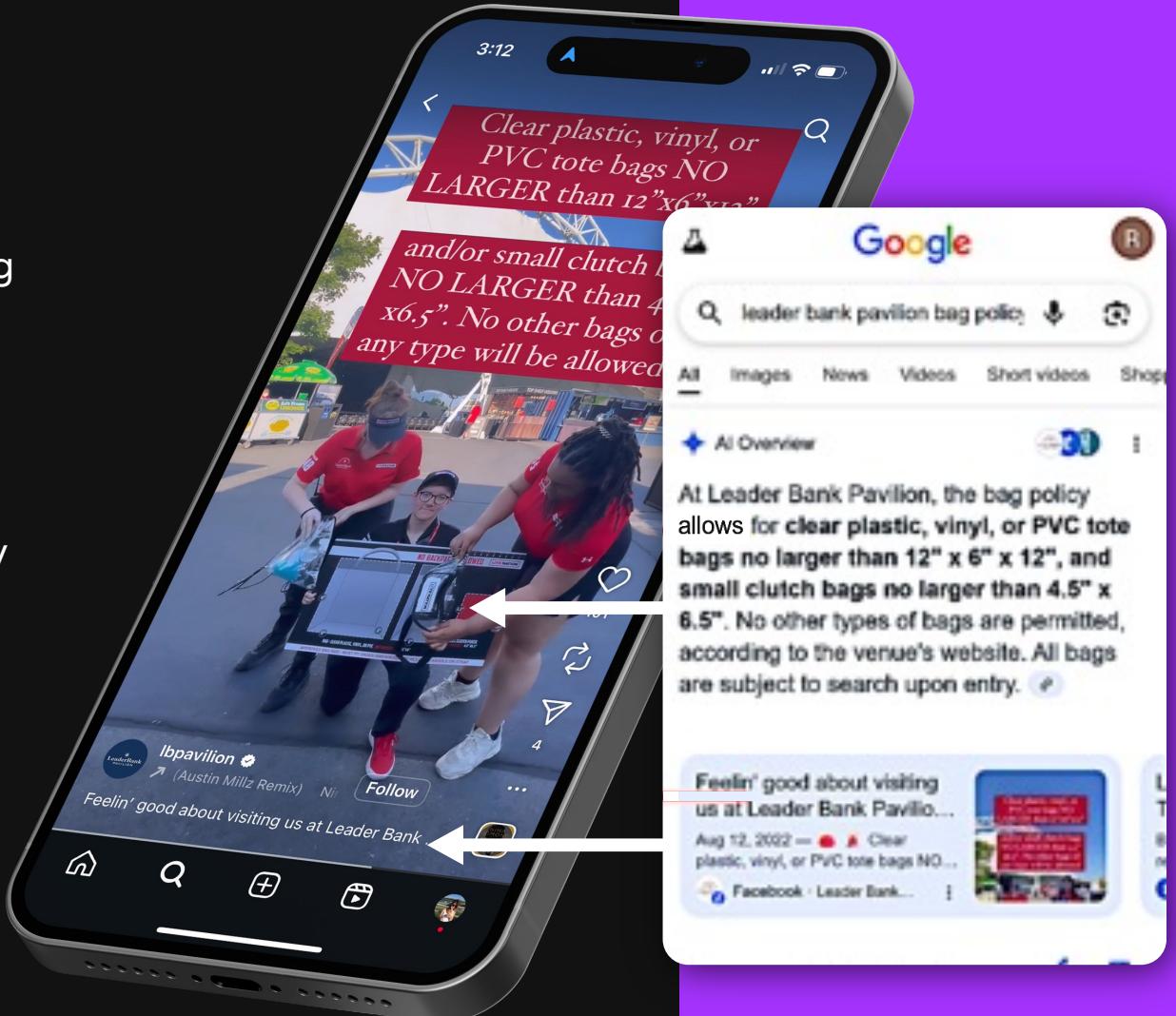
Important Information

- Check the Event Details:** The bag policy can vary for different events.

How to Optimize AI Discovery Organic Search

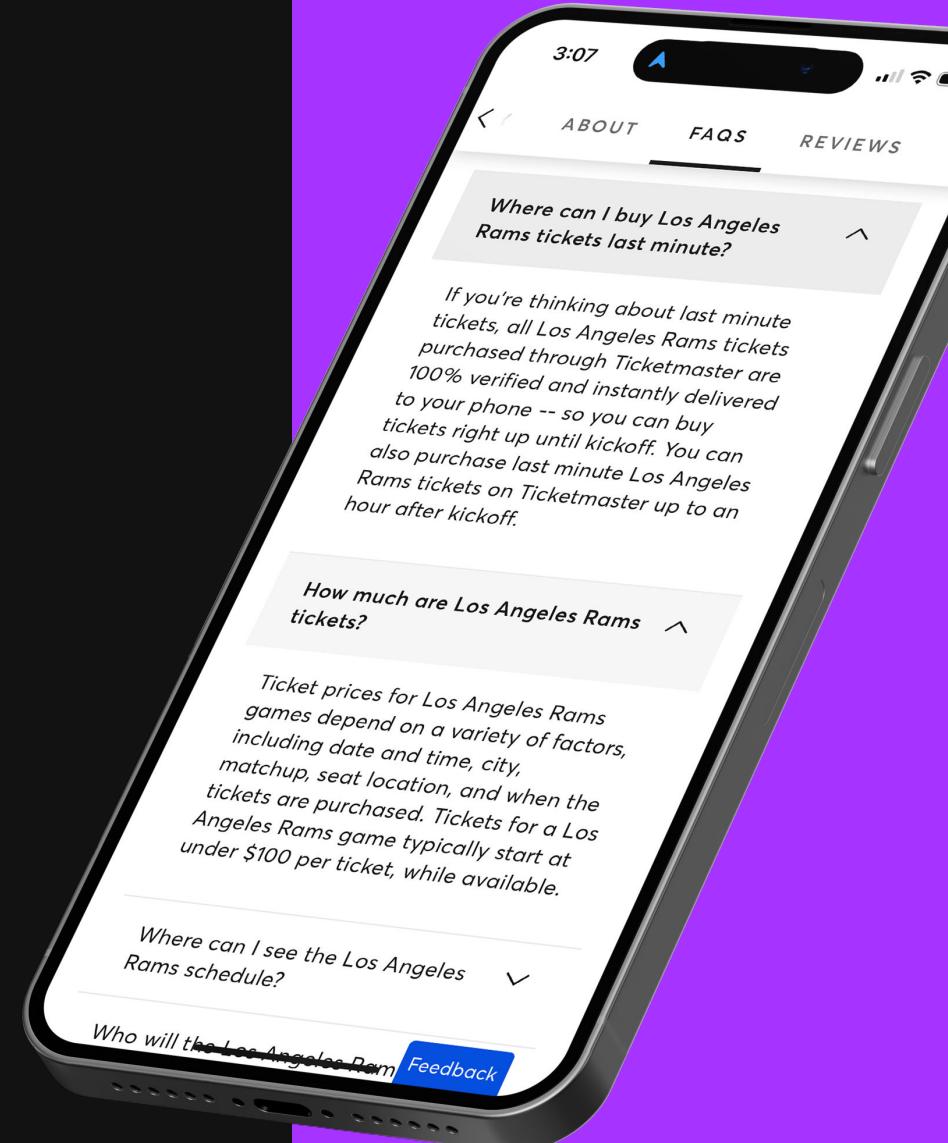
RECOMMENDATIONS:

- **Fresh and Up-to-Date Content:** Regularly updating event pages with pre-event /game updates and post-event/game summaries is a great way to maintain freshness, which AI Search often favors.
- **Diverse Multimodal Content:** Encourage use of video, image and social content generated both by your brand and across User Generated Content to optimize for AI Discovery.



How to Optimize AI Discovery Content

FOCUS AREA	CORE PRINCIPLE (Why it Works)	ACTIONABLE RULE
Recency	AI systems prefer new content over old, stable pages	Keep it Fresh: Prioritize updating pages on novel or modern topics
Clarity	LLMs need to grasp your main idea immediately to establish context	Use BLUF (Bottom Line Up Front): Lead with your most critical insight or answer.
Authority	AI favors data points presented as clear, verifiable evidence	Write Declarative Sentences: Use confident, definitive language instead of vague
Readability	Simple sentence structure is faster for LLMs to process and extract	Keep Sentences Direct: Clearly state the topic at the beginning of the sentence
Depth	AI recognizes content that densely proves its expertise on a subject	Increase Entity Richness: Frequently mention all related concepts, products, and brands
Context	Long documents risk losing focus, confusing both the reader and the AI	Provide Global Context: Periodically remind the audience (and the AI) of the main subject

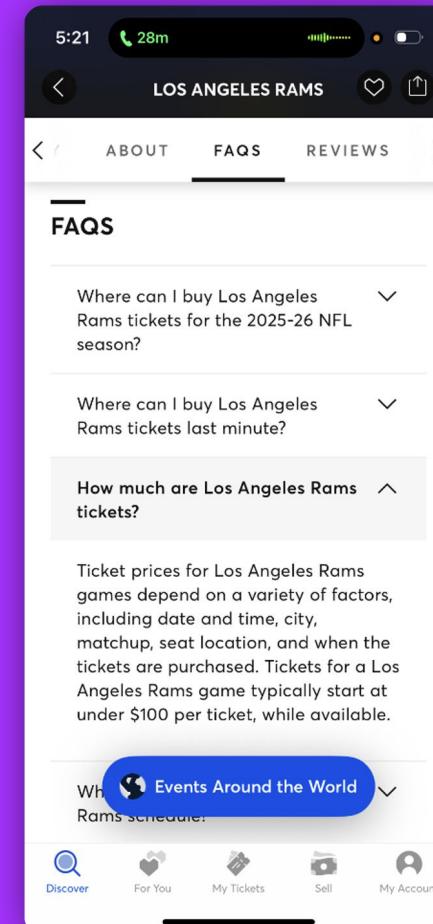


AI DRIVEN MARKETING STRATEGY

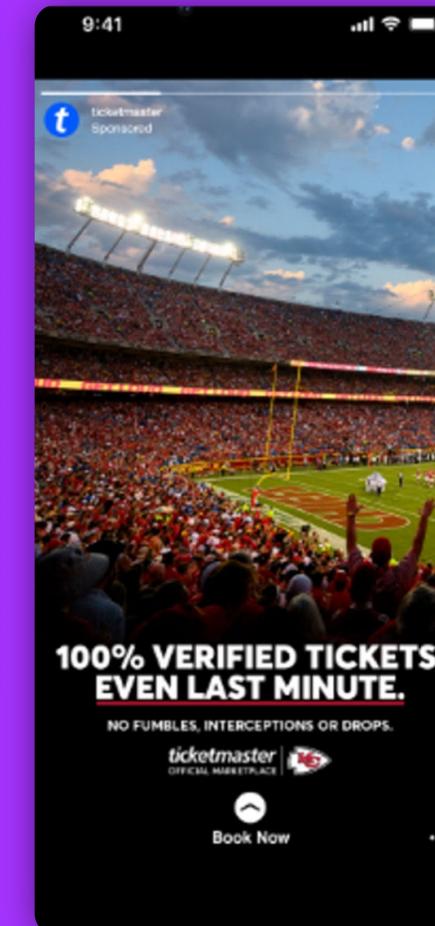
Ticketmaster will be Focusing on Content Around Key Brand Themes

Based on search volume, these three areas drive fan query volume that Ticketmaster has room to optimize on.

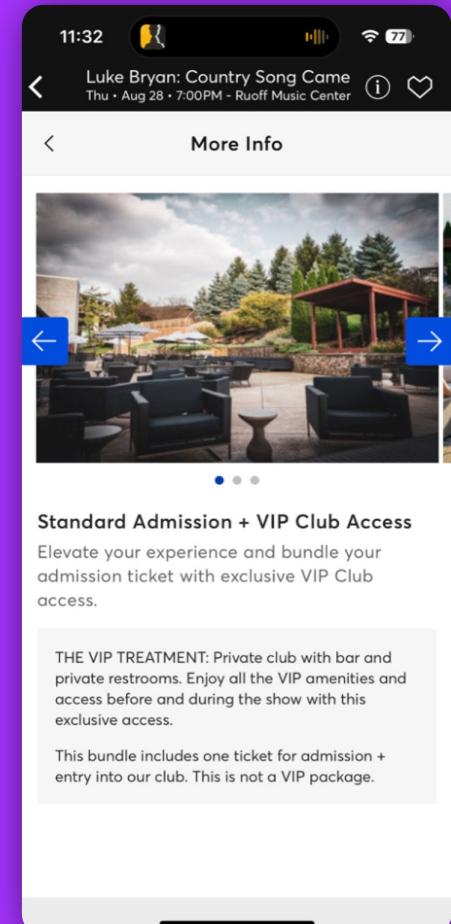
LOW PRICE AVAILABILITY



LAST MINUTE TICKETING



PREMIUM AVAILABILITY



Looking Forward at New Paid Search Placements

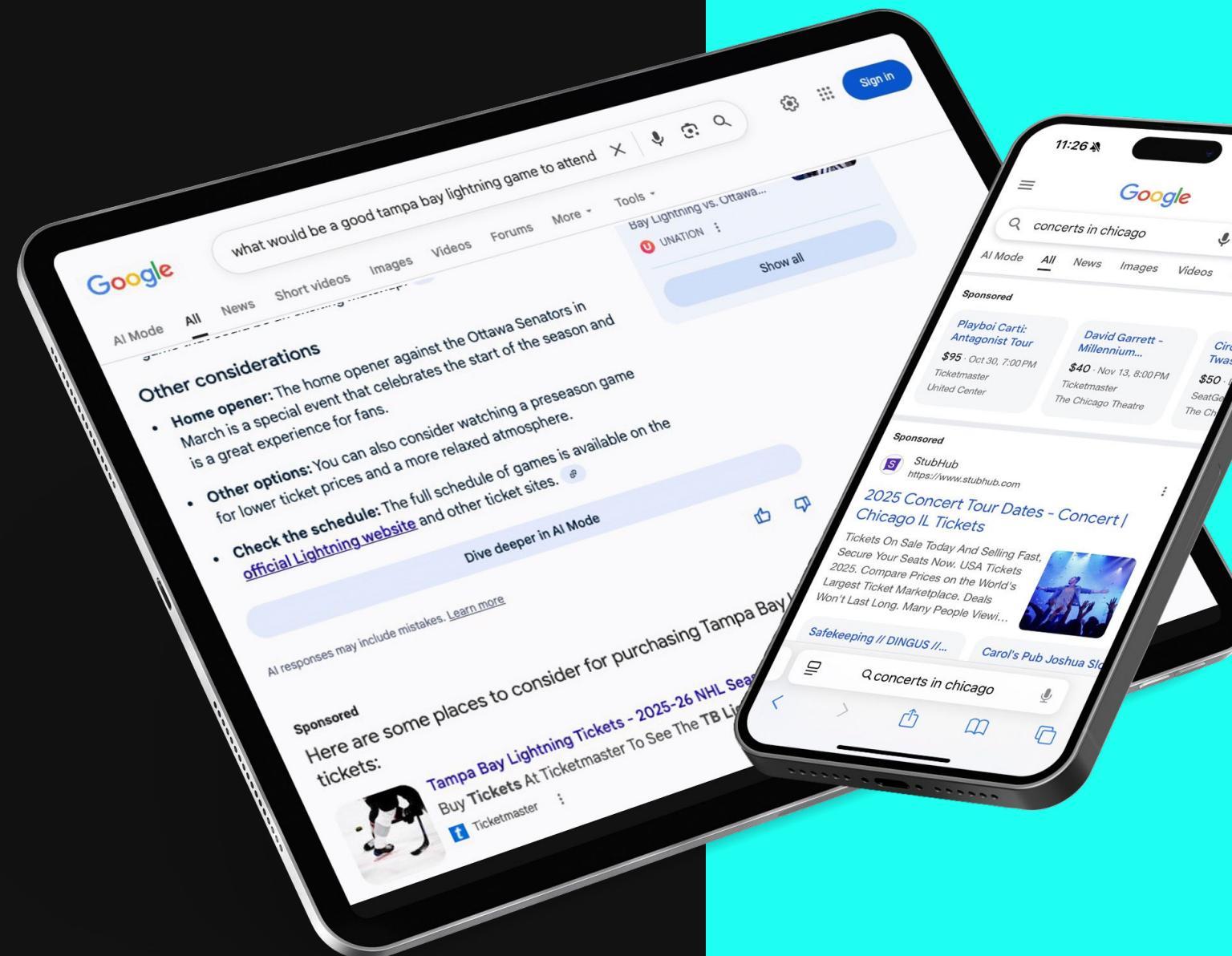
Ticketmaster Paid Search teams will be first to pilot beta Paid AI Placements with Partners.

TESTING NOW

- **Google Event Listings:** New ticketing ad carousel at the top of the search results, prominently displaying ads for high intent users.

COMING 2026

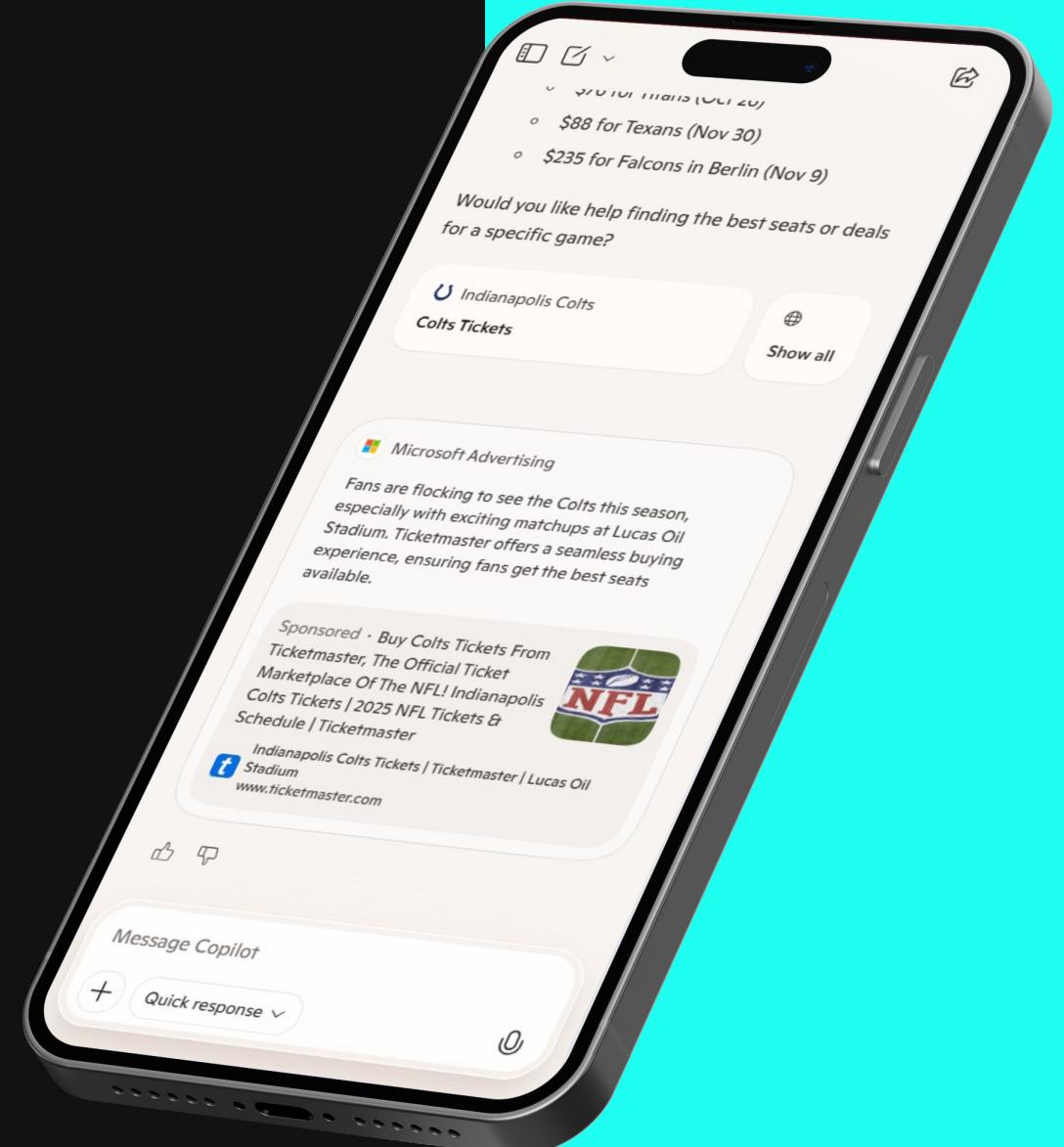
- **Google AI Overview Listings:** AI-powered campaigns that use creative assets & audience signals to find and convert more customers.



Ticketmaster Teams Testing Paid Search AI Tooling

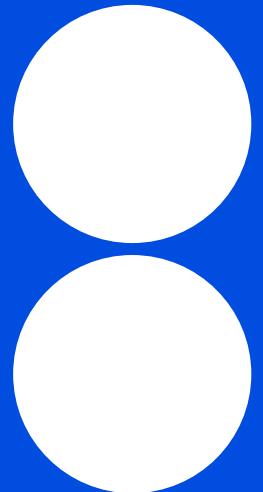
Ticketmaster Paid Search teams are experts at continuously testing audience targeting & bidding tooling, including:

- **Smart Bidding:** Max Conversion Value uses machine learning to optimize bids to get highest total conversion value.
- **Broad Match:** Expands reach by using AI to interpret the user's search intent and find relevant queries.
- **Google AI Max:** Uses Google AI to automate and optimize creative assets, query targeting, and landing pages.
- **Google & Microsoft Performance Max:** AI-powered campaigns that use creative assets & audience signals to find and convert more customers.



Client Marketing Resource Guide

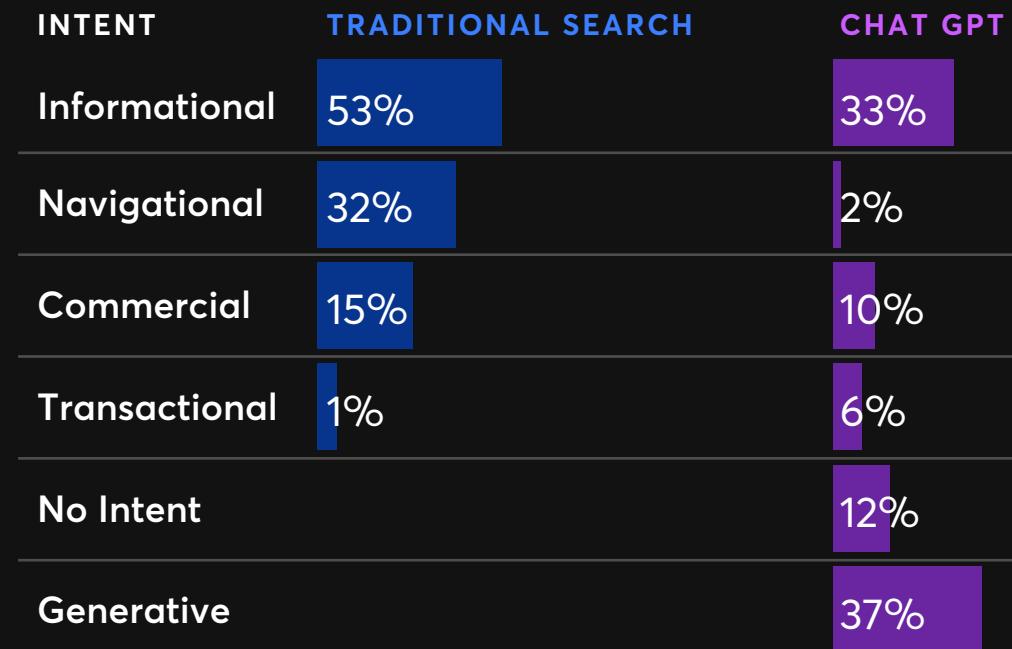
APPENDIX



Study of 50M+ Chat GPT Prompts Reveal a new 'generative' intent

Chat GPT users view it as a utility tool that helps them achieve a goal or augment their efforts. This creates a new generative intent.

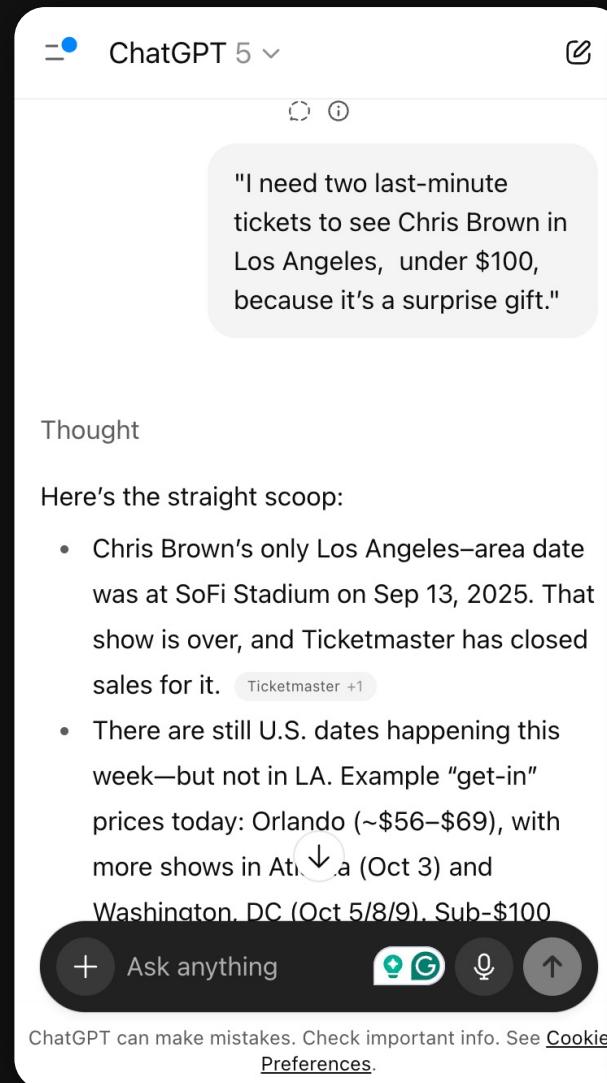
- Informational and Navigational intents are - 60% lower in Chat GPT. Users don't want discovery or navigation.
- Users head to Chat GPT to get something done, not look something up.
- 37% of all ChatGPT interactions have generative intent: the user asks AI directly to generate a concrete output... *create W, draft X, do Y, give me Z*



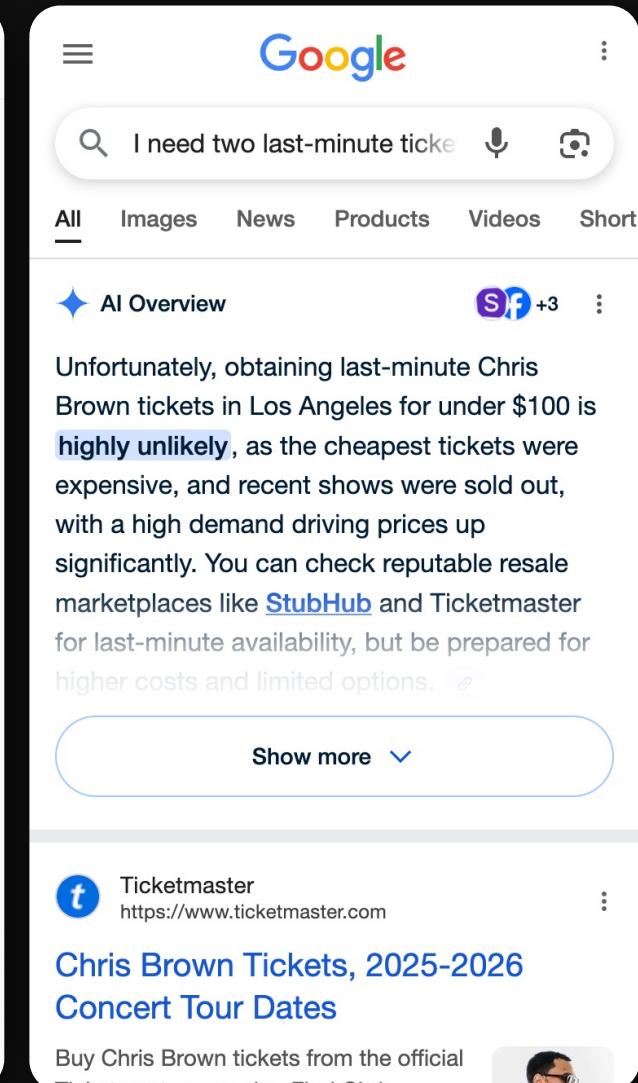
All searches are personalized to the user experience

1. **Contextual Personalization:** Location, language, device
2. **Behavioral Personalization:** Search history, browse history, content preference, app usage
3. **Generative AI Personalization:** Recommendation Synthesis, Multi-Step Reasoning

Search Engines/Chatbots interpret intent and context



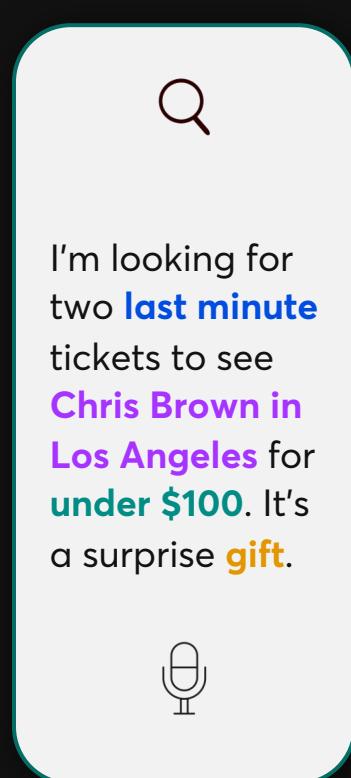
AI Search: Optimizes for being the cited, summarized, and trusted source in conversational answers.



Traditional SEO: Optimizes for ranking links.

AI performs many queries to build its response

Quality of the result depends upon quality of the prompt!



QUERY TOPICS

Timeframe (LMT)

Artist + Location

Price

Persona, Occasion

QUERY 'FAN OUT' SEARCHES

Chris Brown last minute tickets
Chris Brown Ticket This Weekend
Breezy Bowl Tickets Saturday

Chris Brown Los Angeles
Chris Brown Sofi Tickets
Breezy Bowl Los Angeles

Chris Brown Ticket Under \$100
Cheap Breezy Bowl Tickets
Affordable Tickets Chris Brown
Los Angeles

Breezy Bowl date tickets
Giving Concert Tickets as a gift

MULTI-INTENT

Informational

Informational

Commercial Transactional

Commercial Generative

There are Chris Brown concerts in Inglewood on September 13th and 14th, 2025, but finding two tickets for under \$100 will be challenging. The lowest prices found on ticket resale sites are currently above that budget, starting around \$120 to \$145 per ticket, and those prices can increase for last-minute purchases. [🔗](#)

Here are your options for potentially finding tickets for less, along with the associated risks.

Chris Brown concerts in Inglewood (LA area)

Chris Brown is scheduled to perform at SoFi Stadium in Inglewood with special guests Summer Walker and Bryson Tiller. [🔗](#)

- **Saturday, September 13th, 2025:** The lowest available tickets are currently priced around \$147.
- **Sunday, September 14th, 2025:** The lowest available tickets are currently priced around \$122. [🔗](#)

Strategies for finding tickets under \$100

Since the concerts are last-minute, the secondary market is your only option. Your success will depend on timing, so you should monitor ticket prices in real-time.

1. Use last-minute ticket apps

Apps like **Gametime** specialize in last-minute deals and may have significant price drops for unsold inventory on the day of the show. [🔗](#)

2. Watch the secondary market on the day of the show

For shows that are not sold out, prices on resale sites like SeatGeek, StubHub, and TickPick can drop in the final hours before the event. Resellers may panic and lower prices to recoup some of their money. [🔗](#)

- **How to track prices:** Use the price alert features on these apps to get a notification if tickets fall into your price range.

- **Best time to buy:** Start checking for deals a few hours before the show and continue right up until the doors open. Some sellers will even drop prices after the show has started. [🔗](#)

3. Search for face-value ticket sales

Check social media groups for fans in the Los Angeles area, such as on Reddit or Facebook. Sometimes, fans who can no longer attend sell their tickets at face value. Be cautious of scammers and always use a secure payment method like PayPal Goods and Services. [🔗](#)

4. Be flexible with your seating

You will need to be flexible and accept whatever seating is available in your price range. The most affordable tickets will likely be in the highest sections of the stadium or potentially standing-room only, if available. [🔗](#)

5. Consider cheaper nearby venues

If your primary goal is to get into a Chris Brown concert at the lowest possible price, you may want to consider other venues on his tour. While it's not in Los Angeles, the September 11th show in Phoenix has tickets starting as low as \$79. This is only an option if you are able to make the trip to Arizona. [🔗](#)

Content Opportunity: Image & Video

Image and video media in search results has grown for all venue site queries. Google has gone on record indicating that one of the best ways to be included in AI search results is to utilize images and video.

Go beyond text for multimodal success

Through the power of our AI, people can perform multimodal searches ... and get a rich, comprehensive response with links to dive deeper. For success with this, support your textual content with high-quality images and videos on your pages.

Image & Video Content Checklist

<input checked="" type="checkbox"/>	Publish images on as many landing pages as possible
<input checked="" type="checkbox"/>	Short form videos are a great way to augment existing content. Videos for popular topics like bag policy perform well
<input checked="" type="checkbox"/>	Don't be afraid to produce informational graphics and videos
<input checked="" type="checkbox"/>	For any images or videos shared on social media, <u>publish them on the venue site as well.</u>



Examples of Google parsing image and video content in AI search results

toyota pavilion at concord rule

All Images Videos News Short videos Shopping

AI Overview

Toyota Pavilion at Concord has specific rules to ensure a safe and enjoyable experience. Bags must be clear plastic or vinyl, no larger than 12" x 6" x 12", or small clutch bags/wristlets no larger than 6" x 9". No outside food or drinks are allowed, except for one factory-sealed, plastic bottle of water (1-liter or less) per person, or an empty Camelbak. Other prohibited items include coolers, picnic baskets, professional cameras (unless permitted by the artist), recording devices (unless permitted), large tablets, selfie sticks, drones, and weapons. There is no re-entry, and tailgating is not permitted.

Post

Toyota Pavilion at Con... @Toyota_Pavilion

Just a quick reminder on our bag policy! We allow clear plastic, vinyl or PVC tote bags no larger than 12" x 6" x 12" and/or small clutch bags (4.5" x 6.5").

For more information on venue guidelines click here: [livemusic31k9bn](https://livemusic31k9bn.com)

CLEAR BAG POLICY

TO REDUCE STAFF CONTACT WITH GUEST BELONGINGS

CLEAR PLASTIC, VINYL, OR PVC BAGS (MAXIMUM SIZE: 12"X6"X12")

SMALL CLUTCH BAGS APPROXIMATELY THE SIZE OF A HAND (MAXIMUM SIZE: 4.5"X6.5")

Google

leader bank pavilion bag policy

All Images News Videos Short videos Shopping

AI Overview

At Leader Bank Pavilion, the bag policy allows for clear plastic, vinyl, or PVC tote bags no larger than 12" x 6" x 12", and small clutch bags no larger than 4.5" x 6.5". No other types of bags are permitted, according to the venue's website. All bags are subject to search upon entry.

Feelin' good about visiting us at Leader Bank Pavilion...

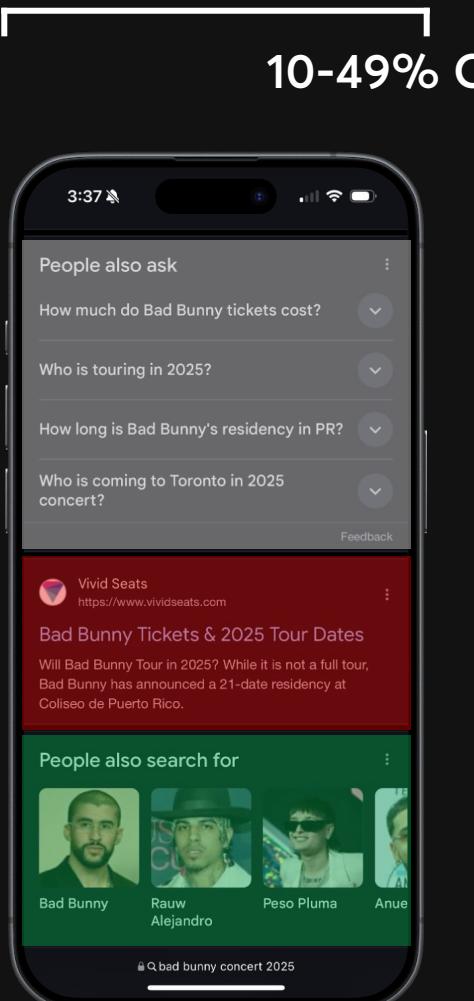
AI in Organic Search Today

ORGANIC

NATIVE

PAID

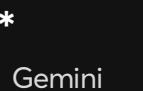
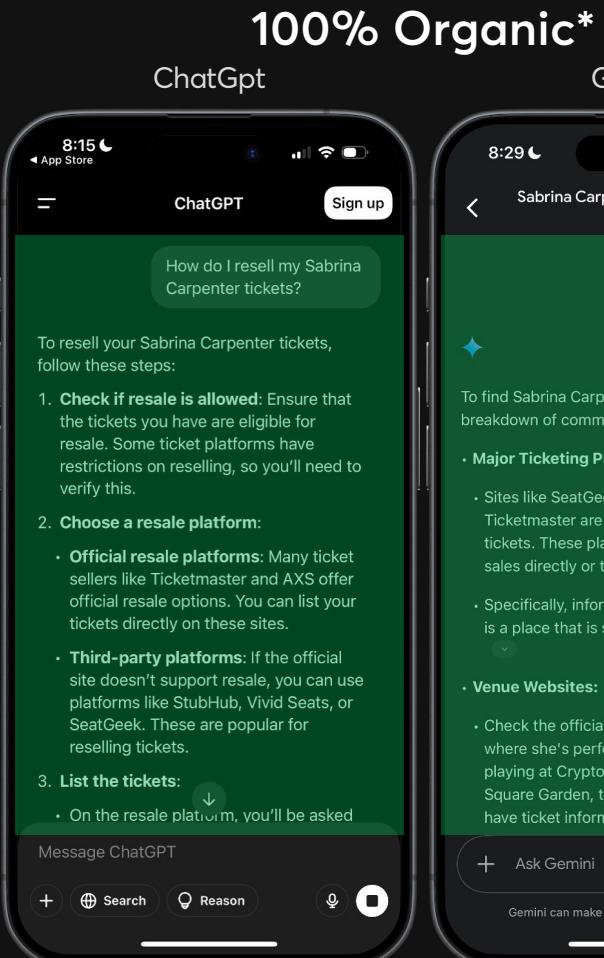
GOOGLE MODULES



AI OVERVIEW MODULE



CHATBOT APPS



GOOGLE AI MODE TAB

