



# AI is The New Search 🔍

**How Brands Win  
Discovery Through GEO**

# Meet our Speakers



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# The Brands We Work With

# Why This Session Matters Now



- + Clicks and blue links are no longer the main event.
- + AI summaries now sit above traditional results and reach hundreds of millions of users.
- + If you're not in the AI summary, you're often not even considered.
- + Today we'll cover:
  - How AI engines choose sources
  - What brands can do now to show up in AI answers
  - What to measure so you can plan and budget for this shift

# AI Search in 2025–2026: What's Changed



## + AI Summaries are Now Mainstream

- Appear on ~20% of Google searches globally
- Growing fast: 6.5% (Jan '25) to 21% (Jan '26)
- Live in 200+ countries, 40+ languages

## + Clicks are Down When AI Shows Up

- CTR with AI: 8%
- CTR without AI: 15%
- 47% fewer clicks

## + AI Search is Becoming the Front Door

- \$750B in U.S. revenue via AI search by 2028
- 44% prefer AI as primary research tool
- 75%+ of Google searches expected to involve AI by 2028

# Poll Question 1



**What's your first stop when you need an answer?**

# The New Discovery Problem for Brands



## + The Core Issue

Ranking #1 doesn't guarantee visibility when AI writes the answer and keeps the click.

## + The Measurement Gap

AI traffic is mixed into Google data: you can't see what came from AI vs. classic search.

## + Multiple Platforms, Multiple Rules

ChatGPT (800M+ WAU), Gemini (650M MAU), and Perplexity (30M daily queries) are scaling fast, and each follows different sourcing and citation rules.

# Winning The 3 Layers of Discovery

## + Layer 1: Traditional SEO

SEO basics still win: be crawlable, useful, trusted, and fast.

## + Layer 2: AEO – Answer Engine Optimization

Answer-first systems like Google AI Overviews and Bing Copilot are taking over: 21% of searches now reward clear, structured answers.

## + Layer 3: GEO – Generative Engine Optimization

LLMs like ChatGPT, Perplexity, and Gemini are becoming key. Visibility now depends on being citation-worthy in AI answers.



### Key Insight

- All three layers are live right now.
- Traditional SEO feeds AEO and GEO.
- If you're weak in classic SEO, it's harder to be cited in AI answers.

# How AI Changes Search Behaviour

## Queries today are Longer and More Specific

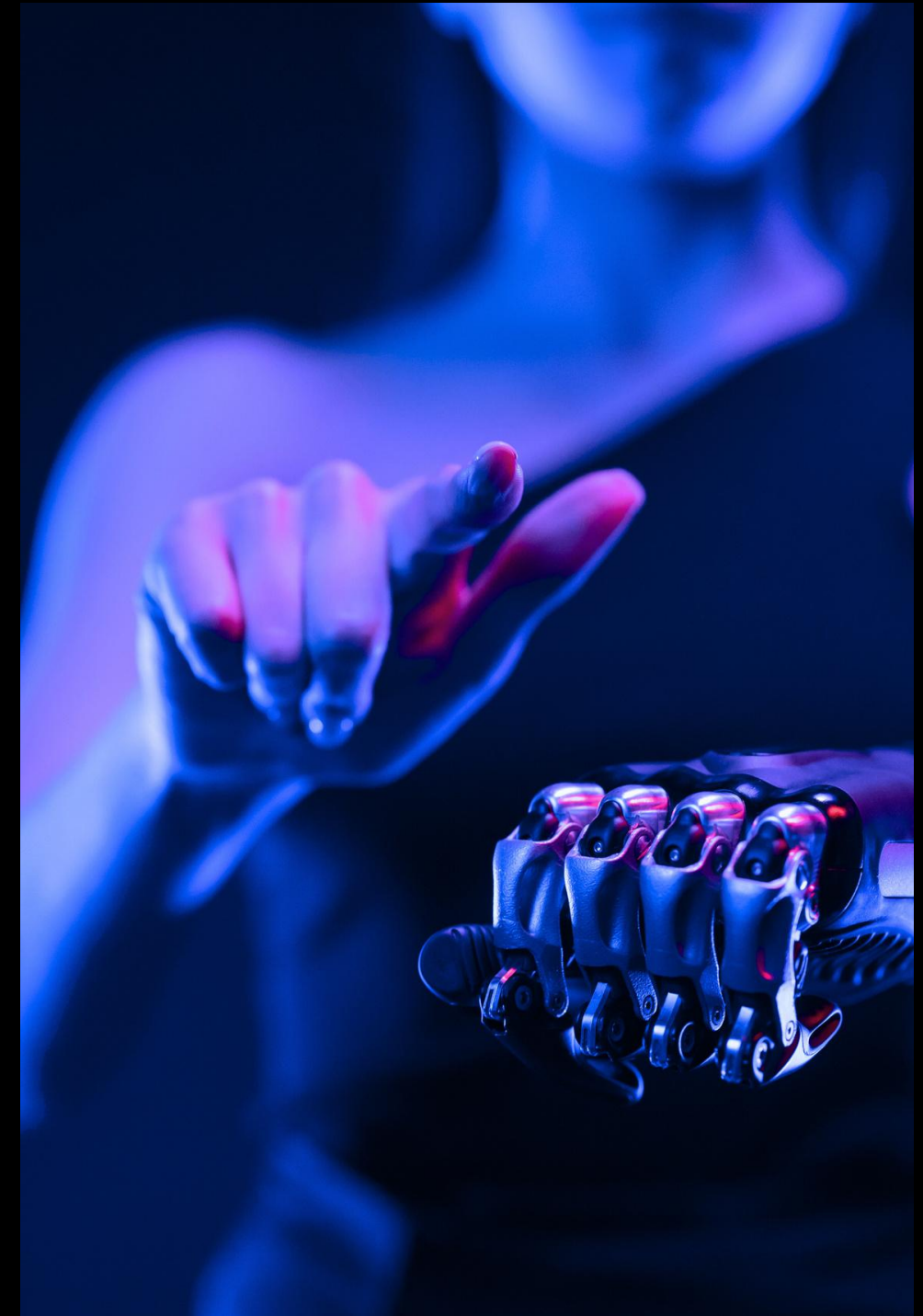
LLMs automatically break one question into many sub-questions

### Rule of Thumb

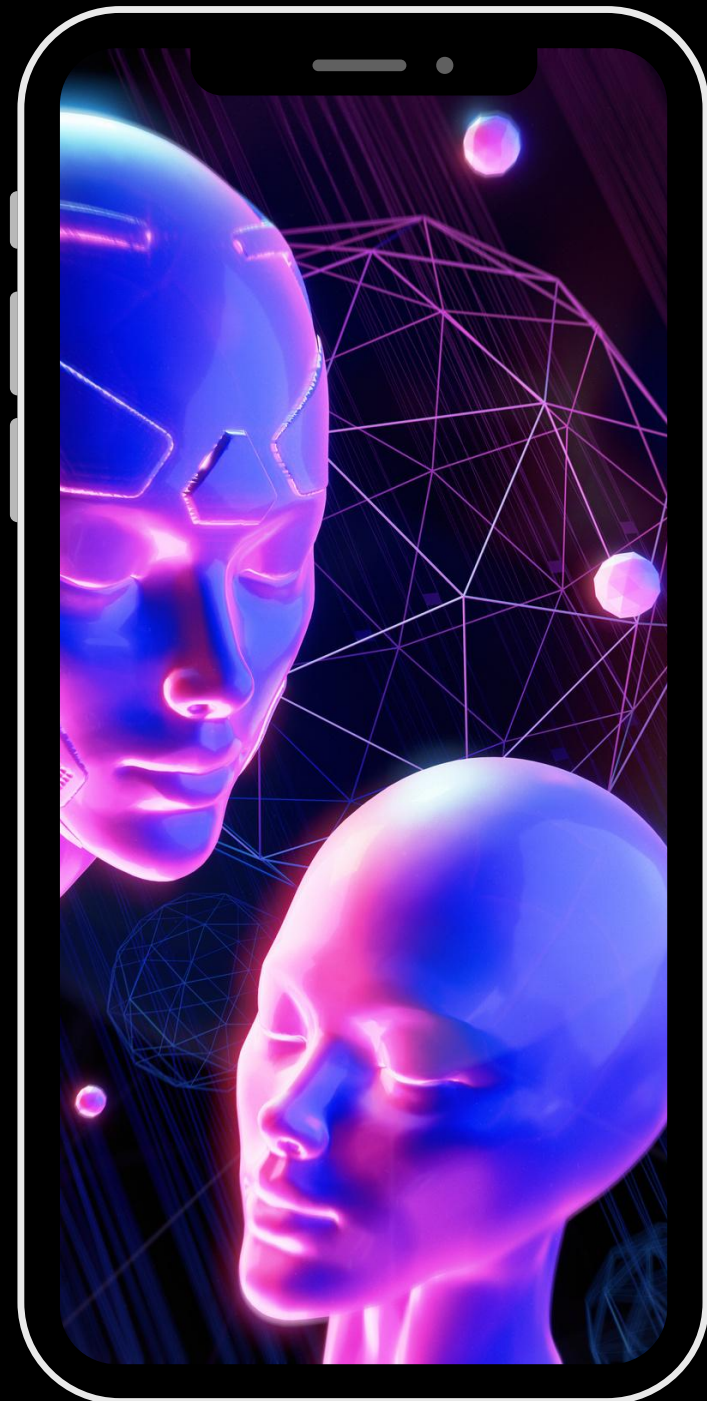
If your content answers only the main question and not the sub-questions, AI won't cite you.

### Supporting Data

Long, research-focused queries drive AI results: 8+ word searches are 57% more likely to trigger AI Overviews, and 88% are informational.



# How AI Engines Decide What to Show



## 1. Access & Crawlability

If AI bots can't access your site, you won't be cited.

## 2. Authority Clusters

AI favors sources that already rank well on Google/Bing.

## 3. Freshness & Structure

Clear POV, authorship, logical structure gives higher visibility

## 4. Entity Accuracy

Consistent brand, product, and location names across the web.

## 5. Repetition Across the Open Web

Trusted third-party mentions increase citation chances.

# The 5-Pillar Playbook



## Implementation Timeline

12 weeks for meaningful improvement.



## Stabilize Your Brand Entity

Consistent naming across site, directories, and mentions.

## Build Answer Clusters

Cover the main question and all likely sub-questions.

## Seed Secondary Sources

Get listed in directories, comparisons, and marketplaces that AI systems already cite.

## Optimize for Google AI Mode

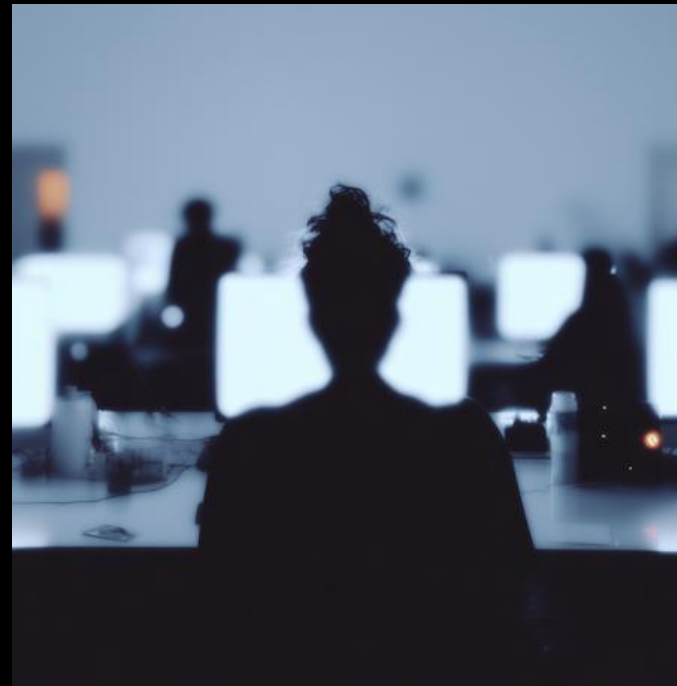
Structure content with clear headings and add schema markup (FAQ, Product, Organization).

## Monitor & Iterate

Track AI citations and answer share with external tools. GSC alone isn't enough.

## Pillar 1

# Stabilize the Brand Entity



## Step 1: Run an Entity Audit

- Check brand & product name consistency on your site
- Review key external sources (LinkedIn, G2, Capterra, Wikipedia, Knowledge Graph)

## Step 2: Standardize Entity Data

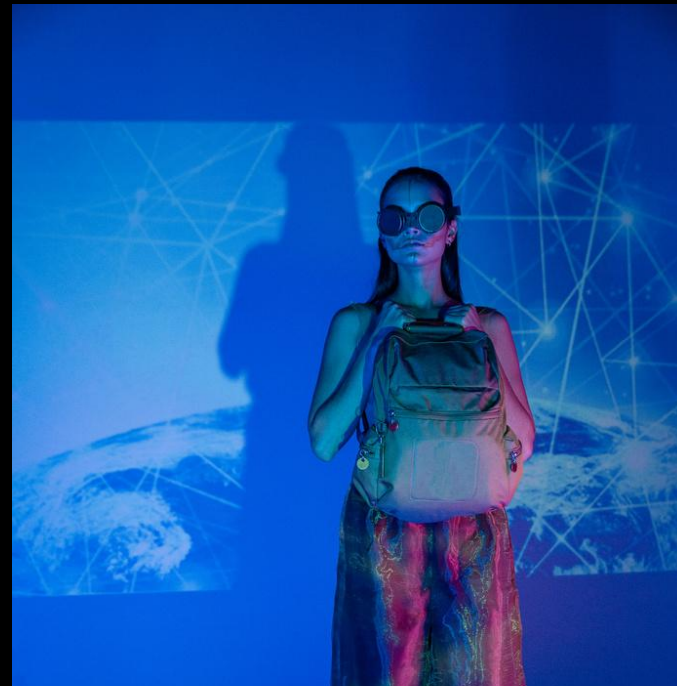
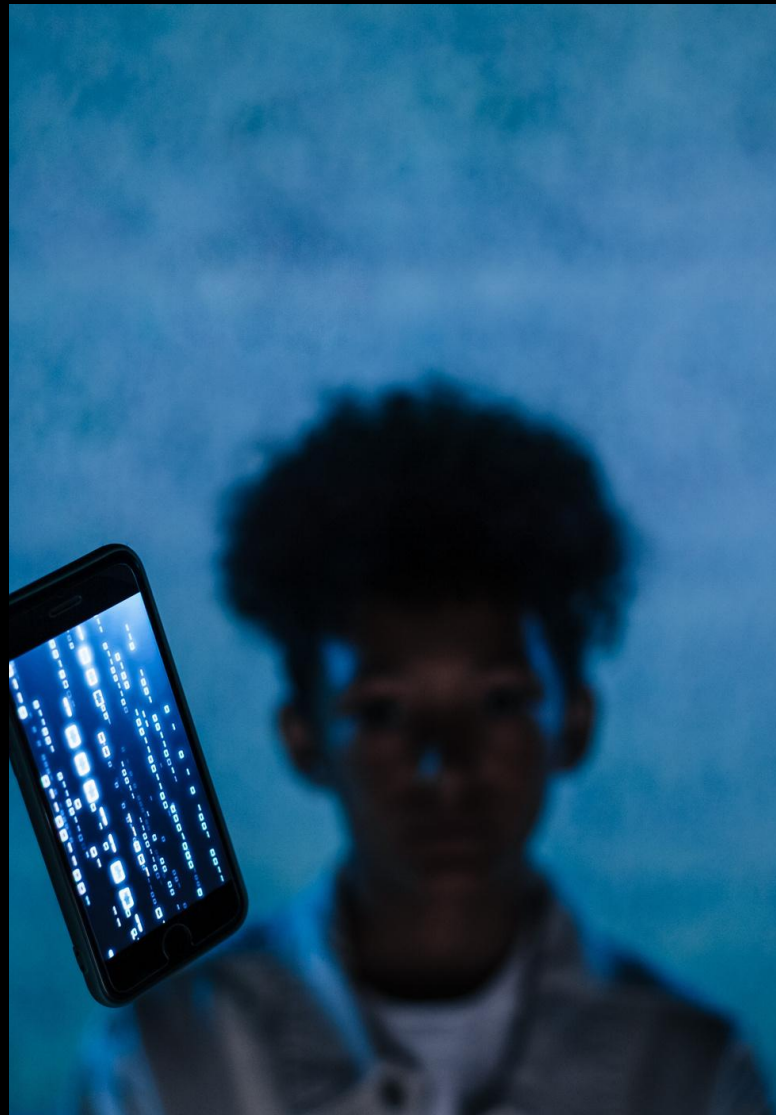
- One clear “About us” page that defines your brand.
- Use consistent names in titles, meta, and headings
- Add Organization schema
- Align external listings

## Expected Outcome

- 30–40% lift in AI search visibility
- More consistent AI citations

## Pillar 2

# Build Answer-Clusters, Not Keyword Pages



## Answer-Cluster Approach (AI-Optimized)

- One comprehensive page per topic
- Covers the main question and key sub-questions

## Why This Works

- One page answers 8–10 related questions
- AI can cite the same page for multiple angles
- Depth signals authority

## Expected Outcome

40–60% more AI citations vs. single-keyword pages

**Pillar 3**

# Seed the Sources AI Already Trusts



## Where to Get Listed

Product reviews  
Industry directories  
Marketplaces  
“Top 10” lists  
Communities  
News & PR

## The Principle

AI pulls from multiple sources. Appearing in 3–5 trusted sites sharply increases citation odds.

## Tactic

- Identify where competitors are listed
- Get your brand listed with consistent name & description
- Link back to your answer-cluster pages
- Stay active (reviews, updates)

## Expected Outcome:

2–3× higher AI citation rates

## Pillar 4

# Optimize for Google AI Mode



## Part A: Structure for AI

- Clear H2/H3 hierarchy
- One idea per section
- Short, direct answers under headings

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## Part B: Schema Markup (High-Impact)

- FAQ (highest ROI)
- Product (specs, pricing, reviews)
- Organization (company + brand info)
- Article / BlogPosting (long-form content)
- HowTo (step-by-step guides)

## Expected Outcome

- 36% higher chance to appear in AI summaries
- 82.5% of AI citations come from well-structured pages

**Pillar 5**

# Monitor & Iterate (New Metrics for AI)



## Tools:

M+C Saatchi Spotlight  
SEMrush AI  
Ahrefs AI  
GEOStar  
BrightEdge  
Manual checks

## Metric 1: AI Citation Baseline

- How often you're cited
- By platform (ChatGPT, Perplexity, Gemini)
- Benchmark vs. competitors

## Metric 2: Answer Share

- % of AI answers in your category that mention your brand
- Track monthly vs. competitors

## Metric 3: Traffic Source Mix

- AI vs. traditional organic traffic
- Track with UTMs and conversion rates

## Metric 4: Visibility Score

- Crawlability, schema, citation rate (0-100)
- Track over time

## Poll Question 2



**How confident are you in your current approach to winning AI search discovery?**

# GEO in Action: Our Results (4 Months)



## + Highlight

- Sessions: +22.5%
- Conversions: +152.2%
- Views: +26.5%
- Bounce Rate: -9.0% (improved)

## + Traffic by Page Type

- Informational Content: ~72% of LLM citations
- Homepage: ~16% of LLM citations
- Case Studies: ~12% of LLM citations
- Service Pages: <5% of LLM citations

## + Top LLM Referrer Breakdown

- ChatGPT: 87.8% of all LLM traffic
- Gemini: 10.1%
- Claude & Copilot: <5%

## Key Insight

Informational content generates 6x more LLM citations than promotional pages.

# Why GEO Needs Budget in 2026?



## + Market Scale

- \$848M global market (2025), 50.5% CAGR
- \$328M in the U.S. alone, 47.2% growth

## + User Adoption

- 44% prefer AI as their primary research tool
- Growing faster than Google, retailers, and review sites
- Gemini +237% YoY | Perplexity +302% YoY

## + Traffic Impact

- AI search converts at 14.2% vs. Google's 2.8% (5× lift)
- No GEO means 20–40% organic visibility decline in 2–3 years

## Bottom Line

AI search is becoming a core discovery channel;  
investment is no longer optional.

# How We Help: GEO Readiness Assessment



## + Crawlability for AI

## Can AI bots access your content? (robots.txt, security, licensing)

## + Entity Consistency Audit

## Brand naming across site, directories, LinkedIn, G2, Wikipedia, Knowledge Graph

## + Content & Answer Clusters

**Structure, high-value use cases and sub-question coverage gaps.**

## + Schema & AI-Mode Optimization

## Current setup vs. best practice

## + AI Citations Baseline

## Citations across ChatGPT, Perplexity, Gemini

## Poll Question 3



**If you could tackle one thing in the next 90 days to improve AI visibility, what would it be?**

# What You Get From the Assessment



- + Diagnostic Report
- + Prioritized Roadmap
- + Measurement Framework
- + Implementation Guidance

## Next Steps

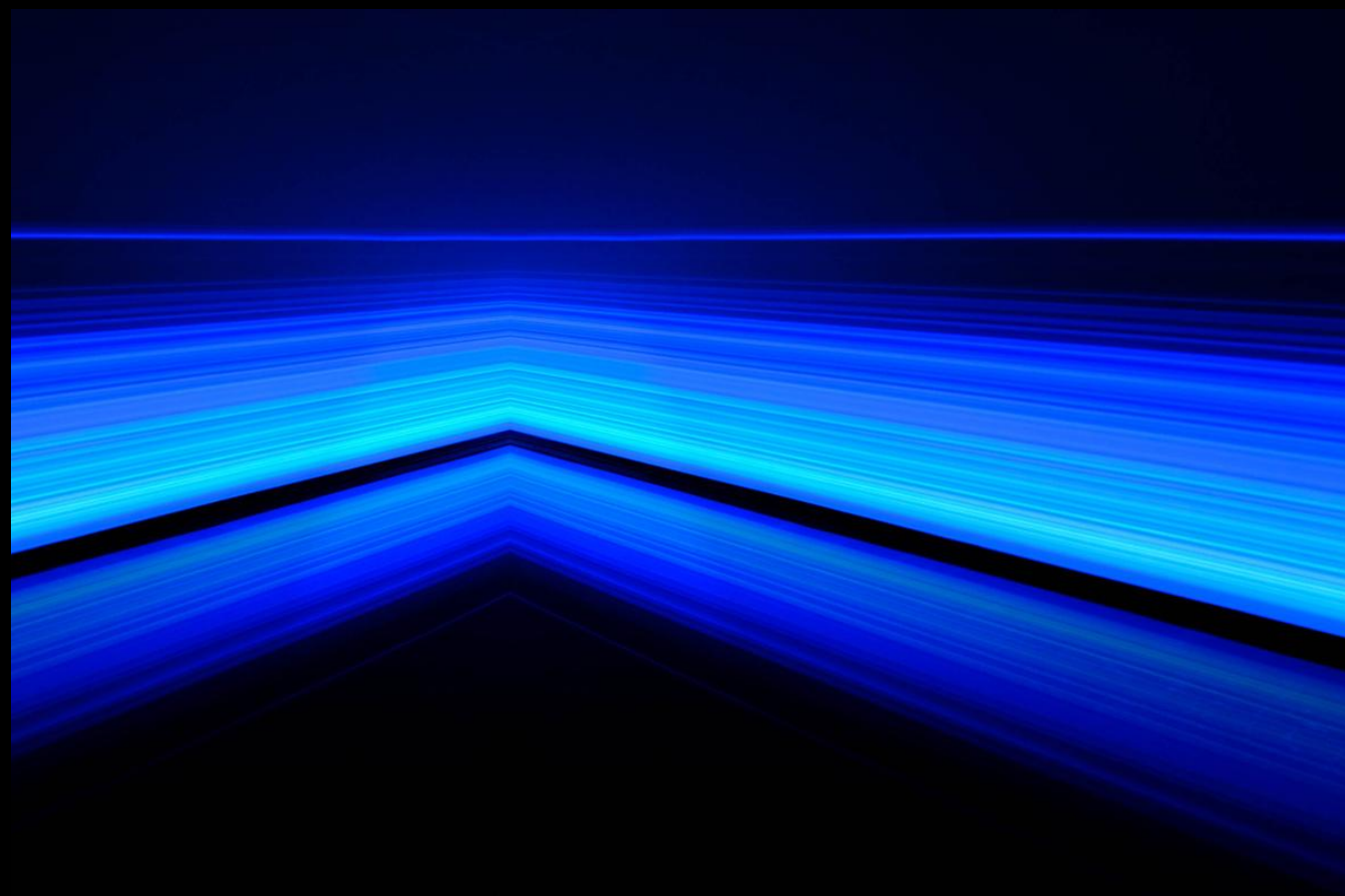
30-minute consultation to review findings and discussion of how we can support implementation.

# Next Steps: Your Move



- ✚ Understand your current AI visibility
- ✚ Get a prioritized roadmap for Q1–Q2 2026
- ✚ Explore how we can support your strategy

[Request Follow Up](#)



**Questions?**

The background of the slide is a solid black field. On the left side, there is a dense, abstract pattern of small, bright blue dots. These dots are connected by thin, faint lines, creating a network-like or star-like structure that extends from the left edge towards the center of the slide. The dots vary in brightness and size, giving the pattern a sense of depth and movement.

# Thank You!