



AI is The New Search

How Brands Win
Discovery Through GEO

Meet our Speakers



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The Brands We Work With



Beam Suntory



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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



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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

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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

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Layer 1: Traditional SEO

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

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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

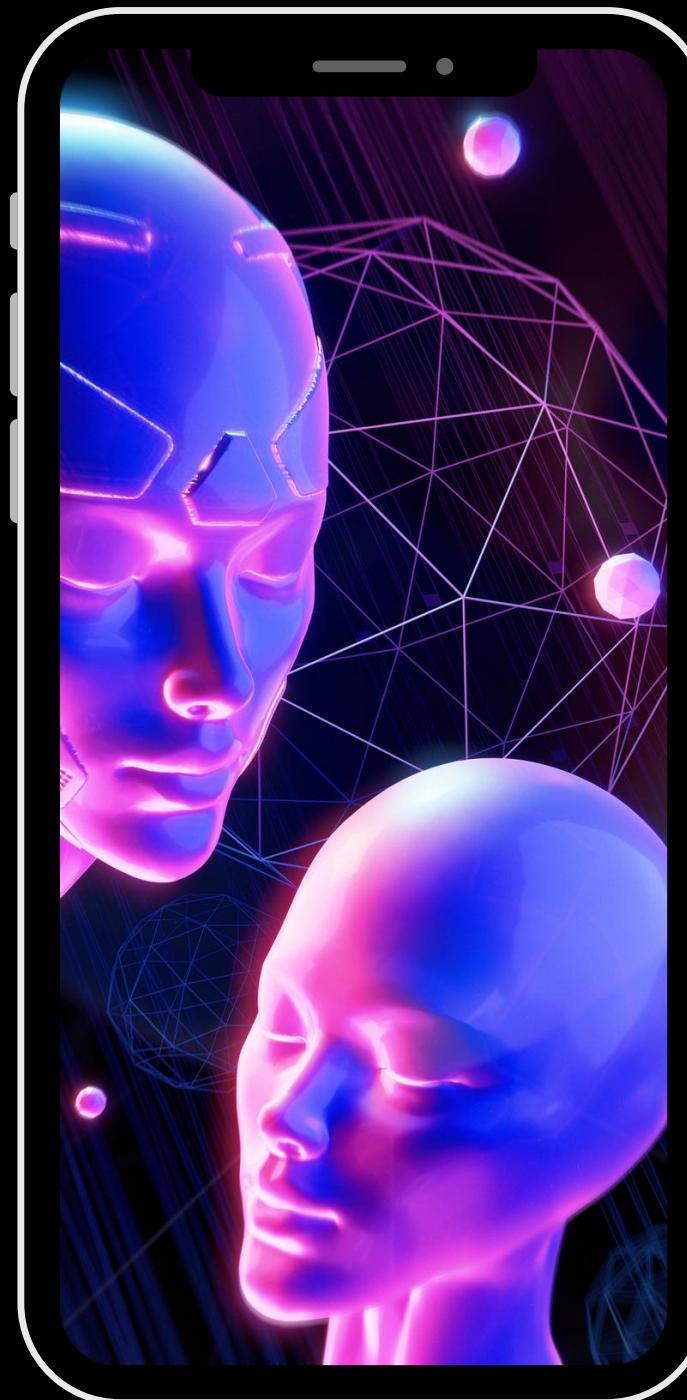
If your content answers only the main question and not the sub-questions, AI won't cite you.

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

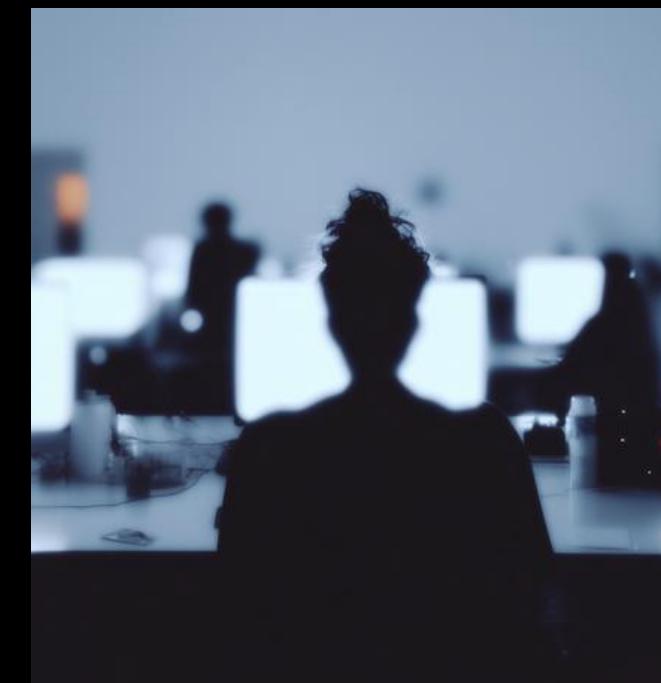
Structure content with clear headings and add schema markup (FAQ, Product, Organization).

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

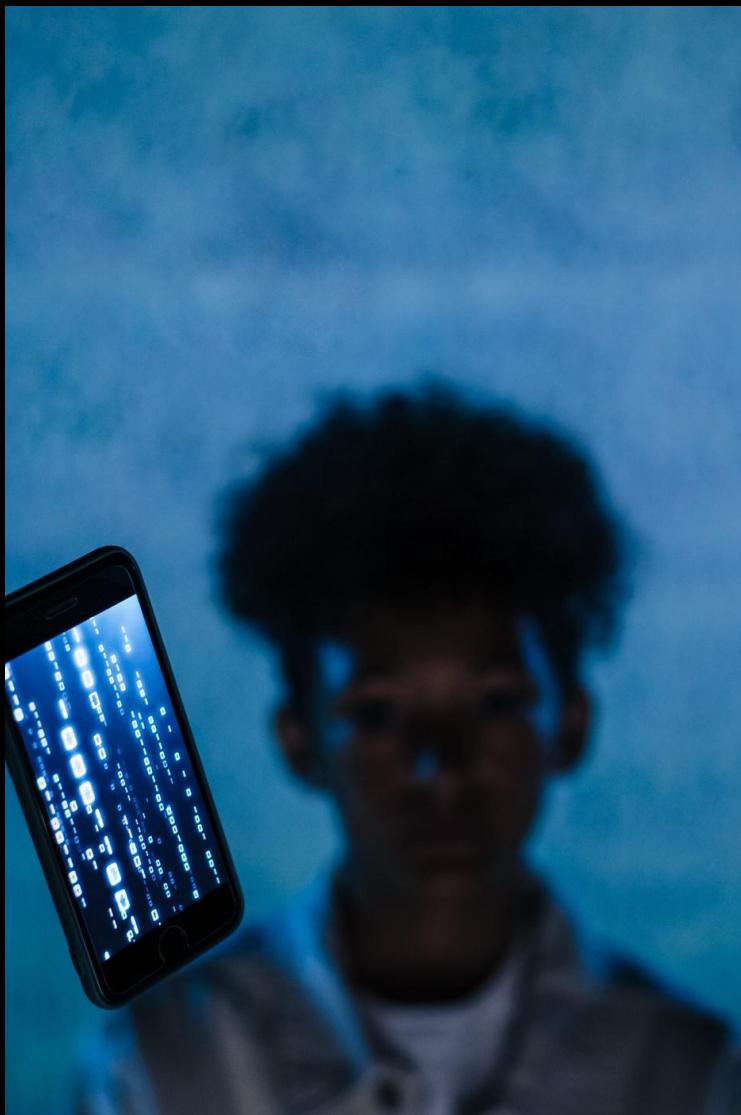
- One clear “About us” page that defines your brand.
- Use consistent names in titles, meta, and headings
- Add Organization schema
- Align external listings

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

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% (5x 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



⊕ Crawability 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

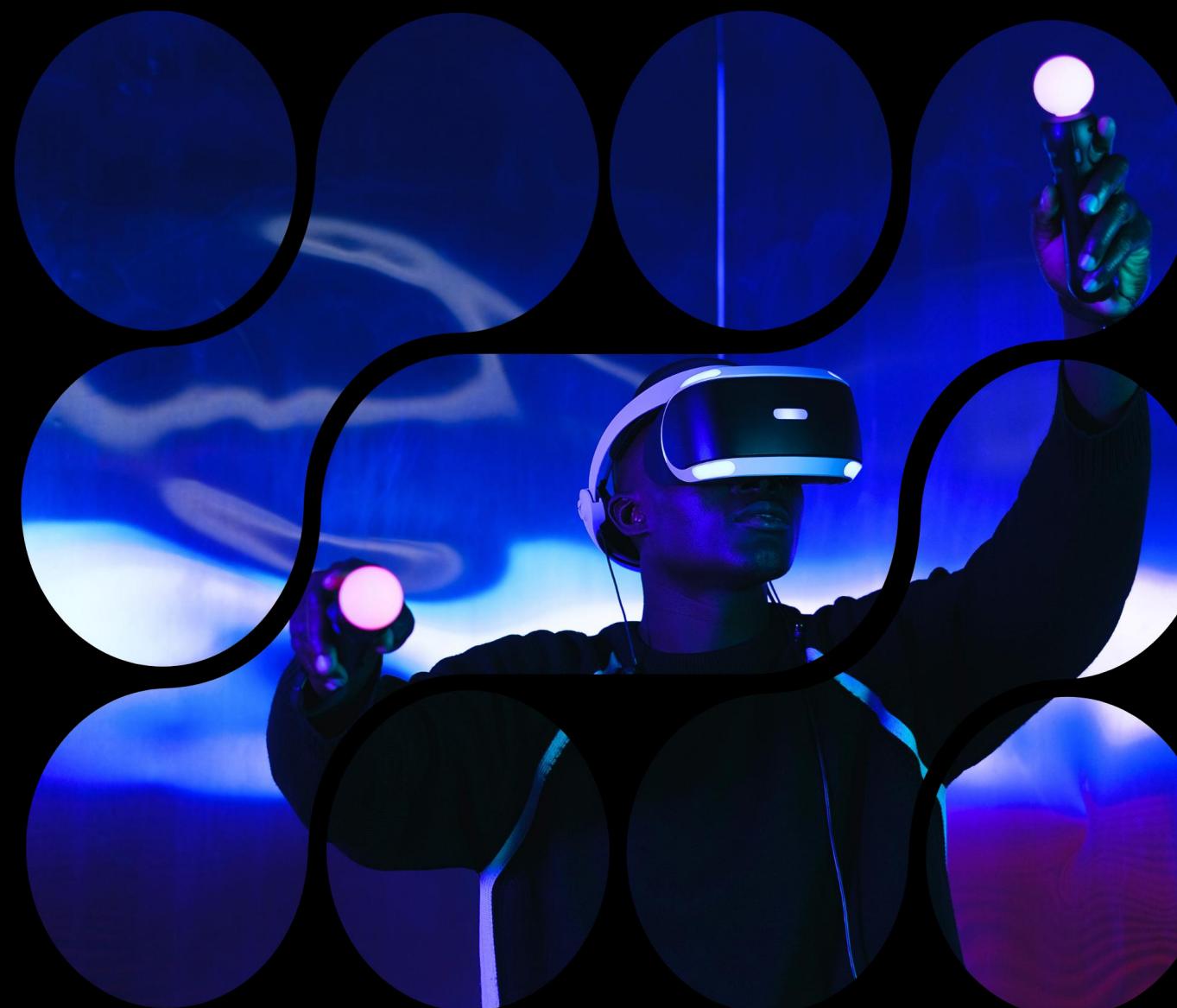
Citations across ChatGPT, Perplexity, Gemini

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

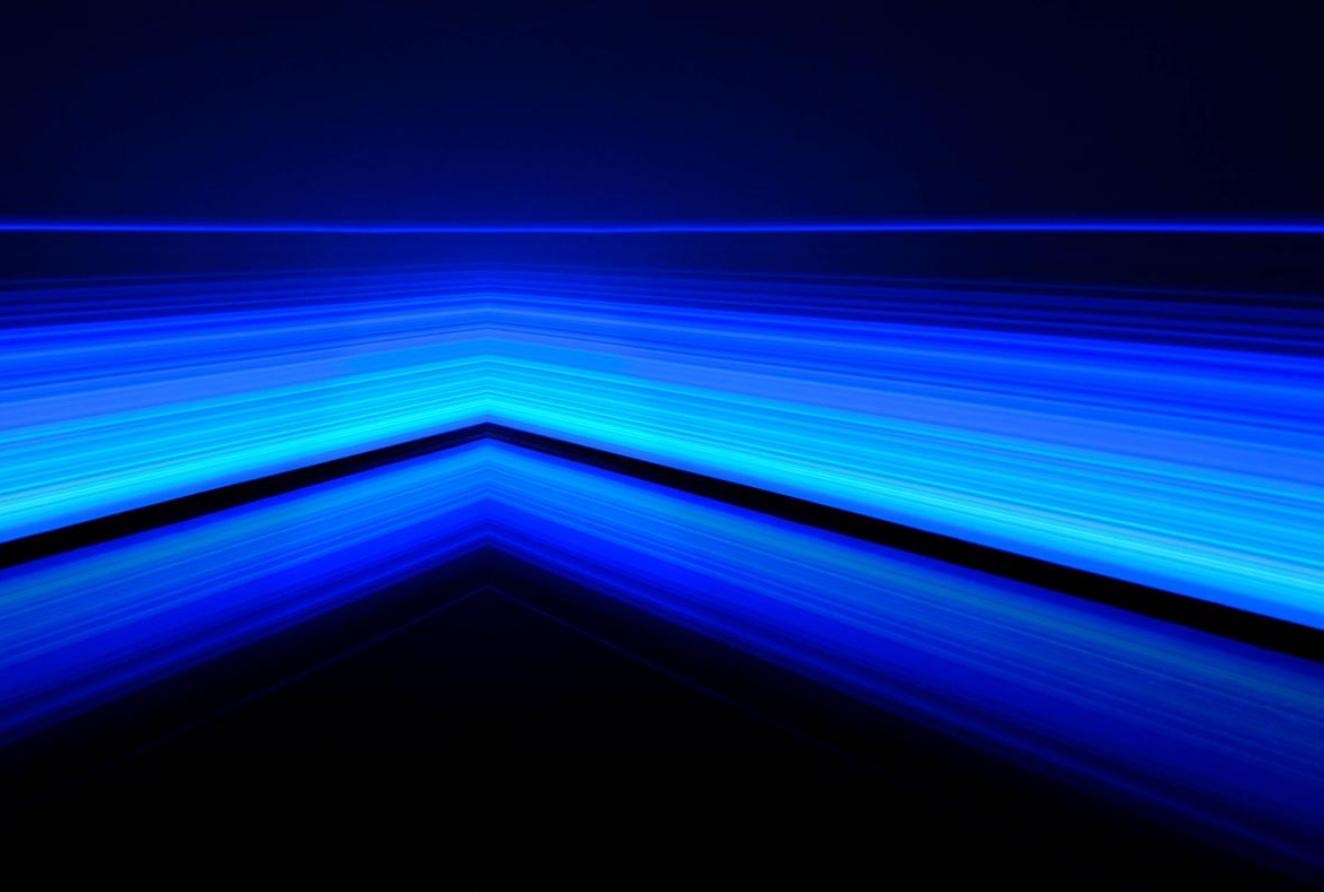
30-minute consultation to review findings and discussion of how we can support implementation.

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 image is a dark blue or black color. It features a subtle, abstract pattern of fine, glowing blue lines and small, circular blue particles that create a sense of depth and motion, resembling a network or a star field.

Thank You!