

How AI is rewriting the rules of search

AGENDA

01 Why GEO Matters Now?

02 GEO Analysis: Finding Your Gaps

03 Practical GEO Optimization Tactics

04 Key Takeaways & Discussions



1. Why GEO Matters Now?

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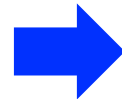


**Search is in a transformational phase due to generative AI,
creating a new imperative beyond classic SEO**

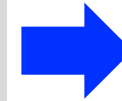
Mass Adoption of AI Search Globally

The way consumers search for information is undergoing a seismic shift with the rise of generative AI. Instead of relying solely on traditional search engines (like Google's ten blue links), users increasingly turn to AI answer engines (ChatGPT, Google's Search Generative Experience, etc.) that provide conversational answers directly in the search interface.

460 million people are monthly discovering products inside AI assistants every month



ChatGPT is growing at 39% year over year, faster than any app in history!

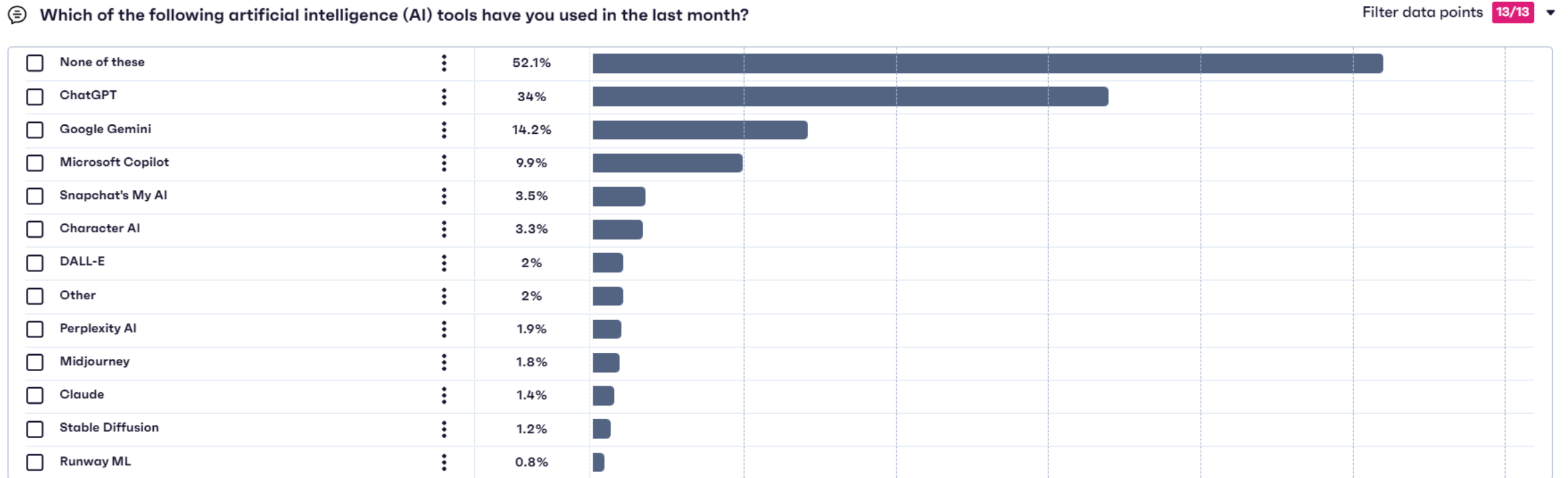


Google responded with AI-generated answers (SGE), and 16% of Google searches now show AI-generated "Overview" responses.

Sources: "Ads in AI: Insights from Real User Behavior.", SimilarWeb, 04.05. 2026;
SemRush AI Overviews Study, Nov 2025 update

High Adoption of AI also in Europe

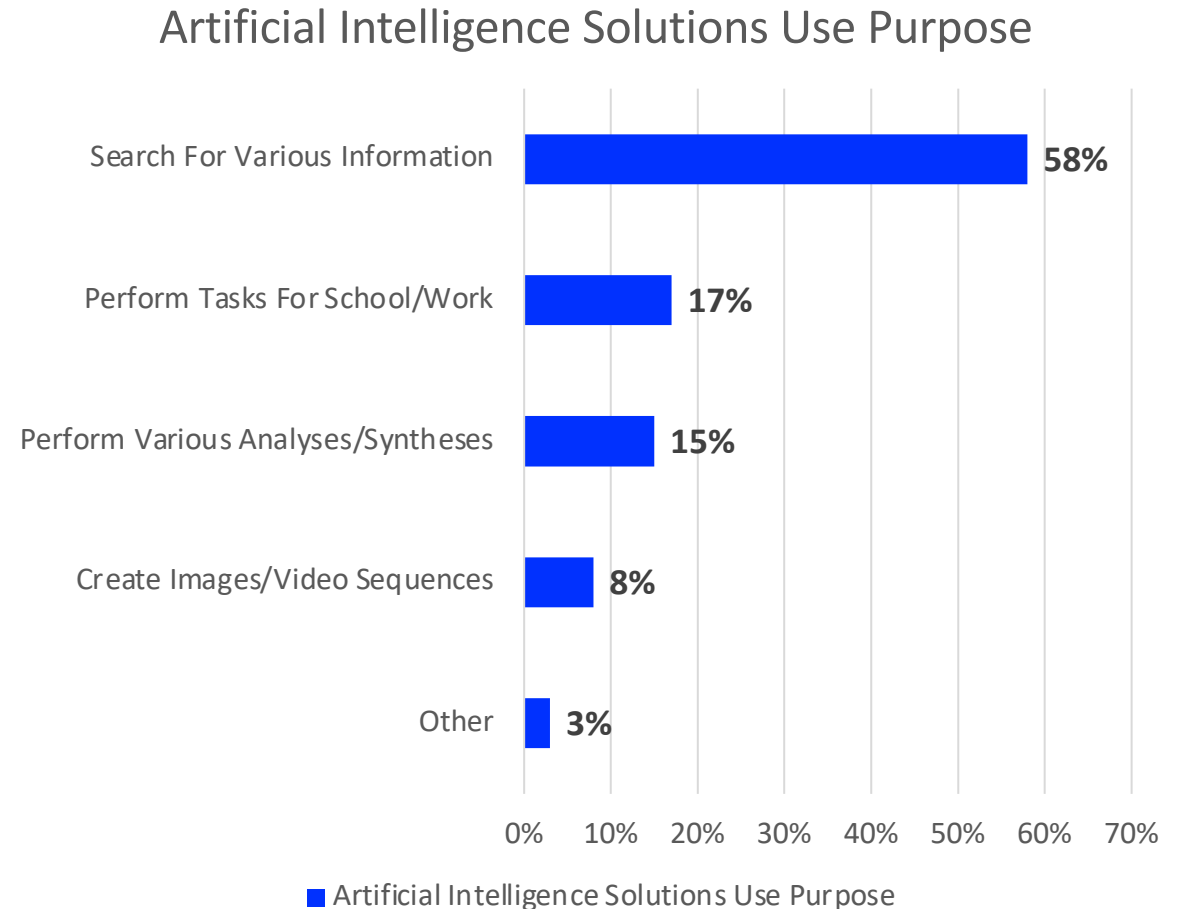
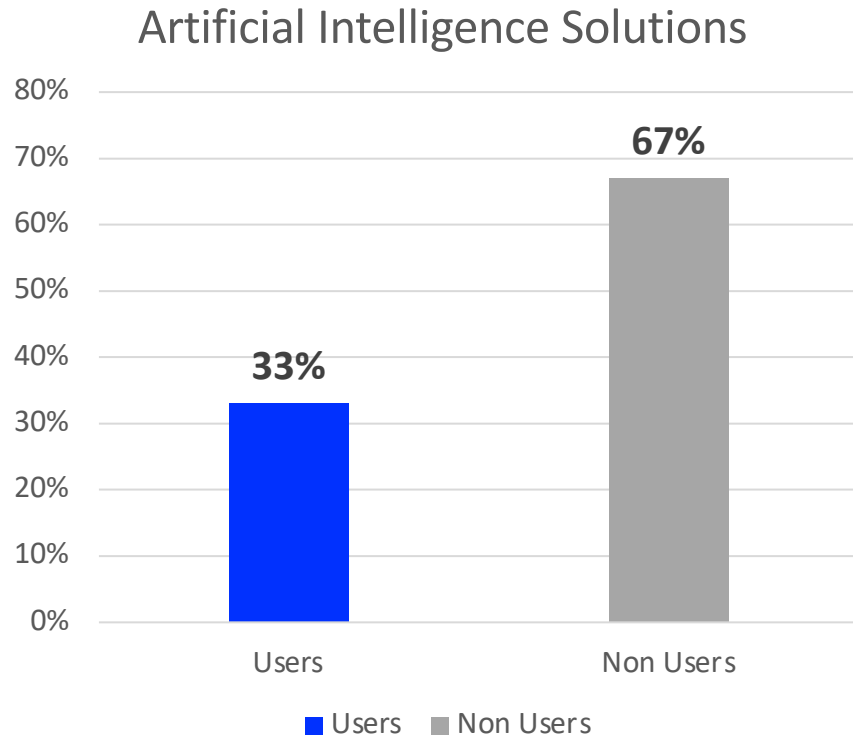
Most used LLMs in Europe are ChatGPT and Gemini, ChatGPT covering 71% of AI users.



Source: *GlobalWebIndex, January 2025, France, Germany, Italy, UK*

High Adoption of AI in Romania

1/3 of Romanian are using AI solutions and the primary purpose of usage is search.



Source: SNA Focus Oct-Dec 2025 Data

Why SEO Alone Is No Longer Enough

SEO ≠ AI visibility

Classic SEO	GEO
Rank pages	Be cited in answers
Optimize keywords	Optimize meaning & structure
Measure clicks	Measure presence & recommendations

If you're not in the answer, you're invisible.

SEO vs. GEO

SEO gets you on the search results

The screenshot shows a Google search for "best budget smartphone". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are filters for "All", "Products", "Videos", "Short videos", "News", "Images", "More", and "Tools". There are also filter buttons for price ranges: "Under 10000", "Under 20000", "Under 100", "Under \$500", "Compact", "2026", "Under 200", and "Camera".

The first search result is from Tech Advisor, titled "Best Budget Phone 2026: Top 10 Cheap Phones Tested". It includes a small image of a smartphone and a "Read more" link. Below it is a YouTube video result from Tech Spurt titled "Best Budget Phones For 2026 | Top 10 Tested & Reviewed", with a video thumbnail and a "12 key moments in this video" link. The third result is from WIRED, titled "The Best Cheap Phones for Almost Every Budget".

GEO gets your brand inside the answer

The screenshot shows a search answer for "best budget smartphone". At the top right, there is a label "best budget smartphone". The main text reads: "Buying a budget smartphone in 2026 is easier than ever—but you should focus on a few key things: performance (chip + RAM), battery life, camera quality, and software updates. Cheap phones are now genuinely good, but the right choice depends on what you care about most (gaming, photos, or just everyday use)." Below this, it says "Here are some of the best budget smartphones right now, grouped by value:".

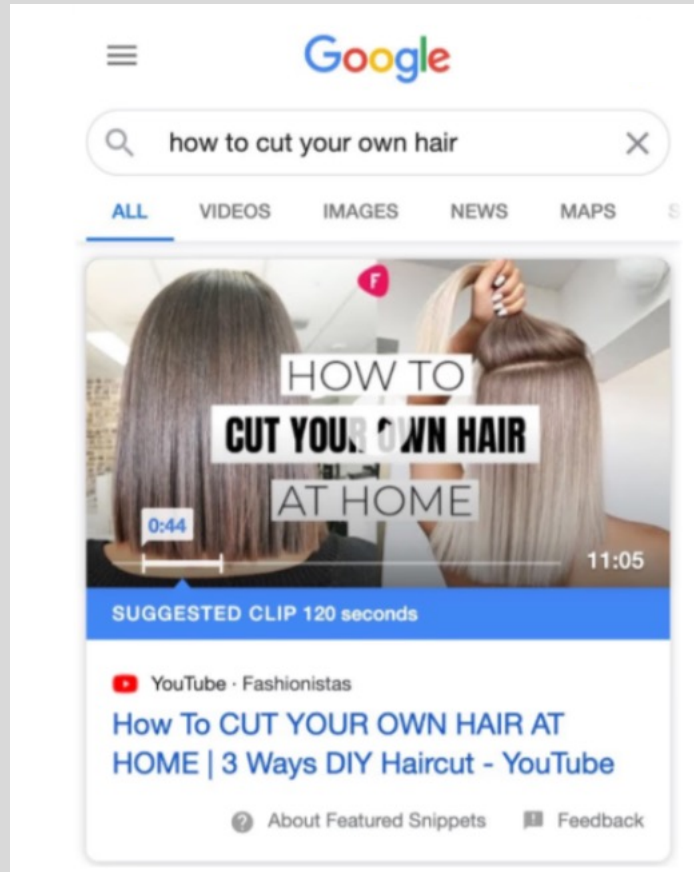
The first recommendation is "Best overall (balanced performance + camera)" for the "UMIDIGI G9T Android 14 Smartphone". It features an image of the phone with specifications: "8GB+128GB" and "90Hz". The price is listed as "549,21 RON + eBay + others". A short description follows: "This is a strong pick if you want a modern, smooth experience without spending much. It offers decent performance and enough storage (128GB) for daily use."

The second recommendation is "Best ultra-cheap (under ~500 RON)" for the "Poco C61 (4GB/64GB)". It includes an image of the phone and a rating of "4.7". The description says: "One of the best ultra-budget phones with reliable performance and solid battery life. Great for basic tasks like social media, YouTube, and messaging. POCO phones are known for best value hardware at low prices."

The third recommendation is "Best battery + simple usage" for the "Poco C71 (3GB/64GB)". It includes an image of the phone and a rating of "4.9". At the bottom of the answer, there is a "Voice" search button and a "Ask anything" prompt.

And now AEO?

AEO shows up your content as a direct answer



➤ **AEO focuses mostly on featured snippets or voice search responses.**

➤ **Common Featured Snippet Examples**

- **Video Snippet**: A YouTube video optimized to answer a query directly.
- **Paragraph Snippet**: A definition or direct answer to a question (e.g., "What is the capital of France?" displays a short text snippet).
- **Numbered/Ordered List Snippet**: Steps for a process or a ranked list (e.g., "How to change a tire" or "Top 10 movies 2026").
- **Bulleted/Unordered List Snippet**: A collection of items without a specific order (e.g., "best healthy foods").
- **Table Snippet**: A comparison of data or prices (e.g., "Macbook Pro vs. Dell XPS").

What GEO Actually Optimizes

- Not “Can users find my page?”, but “Does AI use my content to answer?”
- AI asks:

Is this clear?

**Is this
trustworthy?**

**Can I quote
this?**

Introducing Generative Engine Optimization (GEO)

The practice of **structuring your content and online presence** so that AI (not just search engines) can easily **find it, trust it, and integrate it** into the answers they generate.

GEO's goal is to have your **brand cited, mentioned, or recommended inside AI-generated responses**, not just listed as a link.



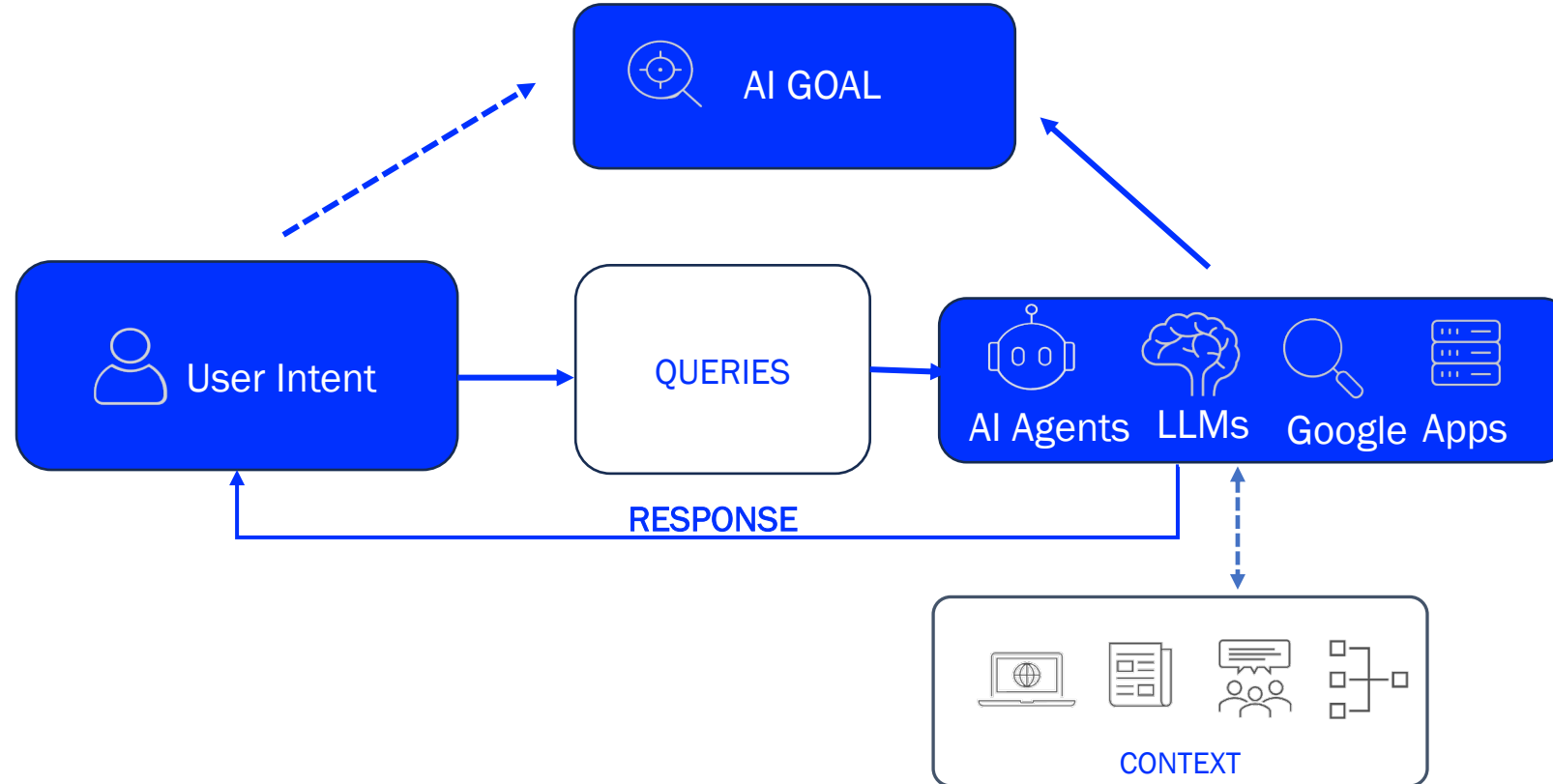
2. GEO Analysis: Finding Your Gaps

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GEO starts with user intent

Consumers are interacting differently with AI engines, using different form of queries. But also, these AI engines prioritize different kind of information: content needs to match both new consumer behaviors and new search engines' requirements.



GEO Requires a Clear Process to Connect Consumer Intent with AI Engines Recommendations



1. INTENT DISCOVERY

- Use data analysis and AI tools to capture real consumer questions and intentions related to the category.



2. AI VISIBILITY AUDIT

- Address the identified consumer questions to the LLMs
- Track how brands appear in AI-generated answers, measure mentions, citations, and sentiment



3. CHALLENGES AND OPPORTUNITIES MAP

- Identify gaps vs. competition and optimization opportunities
- Establish immediate and long-term actions



4. OPTIMISE

- Apply short and long-term actions making brand digital footprint AI ready: from owned assets to recommendations and cross-citation.

5. MONITORING AND CONTINUOUS IMPROVEMENT

- Track how often and where the brand is cited and mention in AI answers and use these insights to refine queries and content in an ongoing loop.

1. Intent Discovery



Query & Intent Research: capture data signals to analyze real consumer behaviors identifying the most common and high-value interests related to the category.

- Analyze keywords with highest search volumes from Google Keyword Planner <http://business.google.com/uk/ad-tools/keyword-planner/>
- Analyze category conversations through social listening: identify communities interested about your category in social media, on Reddit, on LinkedIn; read their discussions; extract topics reflecting a user intent
- Map intentions on key “Decision Moments” ensuring that we analyze AI visibility across the customer journey

STAGE	TYPE OF USER INTENT	TYPE OF QUERIES
Awareness	Broad, problem-oriented questions	“How do I solve X problem?”
Consideration	Comparisons, rankings, and solution-oriented questions	“Best solutions for X?” “Top 5”
Decision	Specific questions about your product or close alternatives	“Is solution A better than B?”

1. Intent Discovery



Generate Market Segment Specific Queries: ensure that identified queries cover key market segments, diverse consumer profiles (new customers, experts, different age groups or personas)

STAGE	QUERY	MARKET SEGMENT	TOPIC
Awareness	Calendarul evenimentelor de marketing digital din România pentru anul 2026.	Specialist Marketing	Planificare evenimente
Awareness	Care sunt cele mai importante evenimente de social media din România programate pentru 2026?	Social Media Professional	Evenimente de Social Media
Awareness	Există evenimente de networking pentru specialiști în publicitate și comunicare în 2026?	Consultant PR	Networking professional
Awareness	Sunt conferințe de marketing în București care oferă și cursuri intensive de Google Ads sau SEO?	Antreprenor/ Freelancer	Performance marketing
Awareness	Ce conferințe de marketing din 2026 abordează impactul inteligenței artificiale în campaniile creative?	Creative Specialist	AI in Marketing
Awareness	Sunt evenimente de marketing în România unde pot învăța despre utilizarea AI în publicitate?	Creator de Conținut	AI in Marketing
Consideration	Care sunt cele mai bune summit-uri de e-commerce și digital advertising din România?	Manager magazin online	E-commerce și publicitate online
Consideration	Care sunt cele mai importante conferințe de marketing digital din București programate pentru 2026?	Antreprenor/ Freelancer	Evenimente de marketing digital
Consideration	Recomandări de workshop-uri de publicitate creativă pentru echipe mici în 2026.	Antreprenor/ Freelancer	Educație și training
Consideration	Unde pot găsi workshop-uri practice de social media și PR în România anul acesta?	Specialist Social Media	Educație și training
Consideration	Unde se organizează evenimente dedicate exclusiv strategiei de branding pentru startup-uri în 2026?	Antreprenor/ Freelancer	Branding și strategie
Decision	Ce speakeri internaționali sunt invitați la evenimentele de digital marketing din România în 2026?	Specialist Marketing	Speakeri și invitați
Decision	Care este prețul biletelor pentru principalele summit-uri de comunicare și advertising din țară?	Student	Costuri și participare
Decision	Cât costă în medie biletul la un summit de digital marketing în România?	Profesionist atent la buget	Costuri și participare

Output: A defined list of high-impact user intents/queries to be addressed to AI engines

2. AI VISIBILITY AUDIT



- Pick major LLMs: ChatGPT, Gemini, Google's AI Search Overview are covering most of the AI searches
- Ask the defined list of queries on each platform and find responses to these key questions: Which brands or sources are mentioned and cited? Are any of those sources your content? Or are they Wikipedia, media articles, competitors' blogs, review sites? This helps you see which platforms or publications influence the AI's answer.

Avg Coverage ⓘ



Platform/Domain	Total Citations	Brand Presence	Opportunity
www.revistabiz.ro	145	42.8%	MEDIUM
www.gotech.world	126	63.5%	LOW
www.iqads.ro	113	52.2%	MEDIUM
www.digitalmarketingforum.ro	106	100.0%	LOW
www.iqdigital.ro	105	76.2%	LOW
www.iaa.ro	90	42.2%	MEDIUM
www.digitalforum.ro	78	100.0%	LOW
www.evensys.ro	72	77.8%	LOW
www.smark.ro	45	53.3%	MEDIUM
www.iab-romania.ro	43	55.8%	MEDIUM

Source: GeoMind <https://dataintelligence.ro/data-solutions/geomind/>

2. AI VISIBILITY AUDIT



- Identify topics where your brand is or is not mentioned or cited
- Place them in a SWOT analysis:
 - **STRENGTHS:** you are present and competitors are not -> **Maintain presence**
 - **WEAKNESSES:** competitors are present, you are not -> Need to **optimize existing content** or **create new content** to cover gaps
 - **OPPORTUNITIES:** neither you or competitors are present -> **Explore new content territories**
 - **THREATS:** both you and your competitors are present -> **Optimize existing content** to differentiate

The image displays four panels of AI search results, each representing a different category of brand visibility audit findings:

- Critical Content Gaps:** 8 queries. Results include: "Calendarul evenimentelor de marketing digital din România pentru a doua jumătate a anului 2026." (Weblock, GPeC SUMMIT), "Care conferință de marketing oferă cele mai bune oportunități de networking pentru antreprenori?" (Weblock, GPeC SUMMIT), and "Care este prețul biletelor pentru principalele summit-uri de comunicare și advertising din țară?" (Weblock, GPeC SUMMIT, I&A Creativity4Better).
- Your Strengths:** 0 queries. Result: "No unique strengths found".
- Untapped Opportunities:** 12 queries. Results include: "Care sunt costurile medii pentru biletele la conferințele de digital marketing din Cluj și București în 2026?", "Care sunt principalele subiecte despre optimizarea ratei de conversie discutate la summit-urile de e-commerce din 2026?", "Ce evenimente de networking pentru specialiști în PR și comunicare au loc în Cluj în 2026?", "Cum pot folosi eficient inteligența artificială generativă în campaniile de publicitate pe piața locală în 2026?", and "Cum s-a adaptat marketingul prin e-mail la noile reglementări de confidențialitate valabile în 2026?".
- Competitive Landscape:** 80 queries. Results include: "Calendarul evenimentelor de transformare digitală pentru companiile mici și mijlocii din România." (GPeC SUMMIT), "Care este cel mai important festival de publicitate și creativitate care se ține toamna aceasta la noi?" (I&A Creativity4Better, Weblock), and "Care este diferența între formatele conferințelor de tip GPeC, Digital Marketing Forum sau Webstock pentru un participant?" (Weblock, GPeC SUMMIT).

Output: Assess brand positioning in AI engines answers related to the category.

3. Challenges & Opportunities Map



- GEO works on 3 levels:
 - Content structure
 - Technical clarity
 - Authority & trust signals

- Challenges & Opportunities Map help to prioritize actions by impact and feasibility.

- The brand moves from reactive fixes to **proactive leadership in AI visibility.**

Output: Collaborative approach that combines GEO capabilities into one holistic solution

3. Challenges & Opportunities Map



Dimension	Challenge	Opportunity	Immediate Actions (0–3 months)	Long-Term Actions (3–12 months)	LEAD
Content Structure	Brand not cited in AI answers for key consumer queries.	Create high-authority, AI-optimized content that directly answers user intents.			
Source Authority	Competitors cited more often due to presence on trusted domains.	Secure placements on high-authority platforms AI engines trust.			
Technical Clarity	Missing schema, slow load times, or inaccessible content for AI crawlers.	Improve site structure and metadata to boost AI discoverability.			
Authority & Trust	Brand mentioned in AI answers but with neutral or negative sentiment.	Shape narrative through content and media to improve brand perception.			



4. Practical GEO Optimization Tactics

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Content Optimization: Make your content AI-friendly and extractable



- **Use Q&A and Conversational Formats:** Structure content around the actual questions users ask.
 - Include an FAQ section on your site where each question is a likely user query and the answer is a concise, factual response.
 - Use headings that are phrased as questions or clearly indicate the topic (H2/H3 that match queries).
 - Every section should answer a specific intent.
- **Be Direct and Specific:** Aim for self-contained, factual paragraphs.
 - AI models typically extract a snippet or two to formulate their answers.
 - Each paragraph or answer on your site should make sense on its own.
 - Include concrete details (names, features, numbers) that give the AI something to consider.

Unoptimized product description:

“Cel mai longeviv eveniment dedicat promovării online din România”

Optimized product description:

“Digital Marketing Forum is organized for x years, attracting y hundreds of professionals from digital marketing, entrepreneurship, content marketing and more

Content Optimization: Make your content AI-friendly and extractable



- **“Answer First” Content Style:** When writing about a topic, lead with the answer or main point.
 - Journalists call this the inverted pyramid
 - In GEO, it’s about front-loading the content with the key information so that if an AI grabs just the first couple of lines, it already gets the relevant content
- **Add “AI-ready” Elements:** Incorporate content elements that AI tends to favor
 - Lists and tables as AI can easily pick points from these formats: if applicable, present information as bullet lists or comparison tables (e.g. a bullet list of “Top 5 benefits of X” or a table comparing your product vs competitors on features)
 - Structured data in text: use consistent, descriptive naming (e.g., always use the full product name and what it is, rather than pronouns or vague terms; this helps the AI link your brand to the topic).
 - Refresh and maintain content: ensure the information is up-to-date (AI may penalize or ignore content that seems outdated or incorrect). If you have references like “in 2023” update them to current stats in 2024/2025 etc., so the answers remain current.
 - Incorporate clear facts, statistics, and citations to trusted sources: LLMs favor content with evidence and references.

Technical Optimization: Make your content discoverable by both search engines and AI crawler



- **Implement Structured Data (Schema):** add schema markup such as FAQPage, HowTo, Product, etc., to relevant pages. Speak in the “language” of search engines and AI by annotating your content, making it more likely to be included in the knowledge graph that AI draws upon.

Type of Content	Recommended Schema Type	Why It Matters for GEO / AI Visibility
FAQ section	FAQPage Schema	Provides a machine-readable Q&A format that AI systems can easily extract and reuse in answers; also eligible for rich results in Google.
Blog post / Editorial article	Article Schema	Helps AI and search engines understand the topic, author, and structure of long-form content used for explanations and citations.
Product page	Product Schema	Supplies structured information (name, description, price, availability, ratings) that AI can use when answering comparison or recommendation queries.
How-to guide / Tutorial	HowTo Schema	Enables AI to extract step-by-step instructions and use them in procedural or “how do I...” answers.

Technical Optimization: Make your content discoverable by both search engines and AI crawler



- **Optimize Crawling & Indexing:** Traditional SEO advice about crawlability takes on new importance. Make sure important content isn't blocked, check robots.txt and allow AI user agents if they exist (for example, OpenAI's GPTBot or others). Experiment with an llms.txt file to signal AI-specific crawling preferences.

```
robots.txt NOT FOUND

robots.txt not found

Create a robots.txt file to control crawler access

OPTIMIZED ROBOTS.TXT FOR AI:

User-agent: GPTBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: CCBot
Allow: /

User-agent: *
Allow: /
Disallow: /admin
Disallow: /login
Disallow: /private
```

```
llms.txt not found

Create llms.txt to provide structured information for AI models

COMPLETE LLMS.TXT FOR YOUR SITE:

# One moment, please...
> Website at https://www.digitalforum.ro

## Main Sections
- [Home](https://www.digitalforum.ro/)
- [About](https://www.digitalforum.ro/about)
- [Contact](https://www.digitalforum.ro/contact)

## Optional
- [Blog](https://www.digitalforum.ro/blog)
- [Services](https://www.digitalforum.ro/services)
- [Privacy Policy](https://www.digitalforum.ro/privacy-policy)
- [Terms of Service](https://www.digitalforum.ro/terms-of-service)
```

Technical Optimization: Make your content discoverable by both search engines and AI crawler



- **Page Performance & Mobile:** While not unique to GEO, a fast, clean site ensures that content gets crawled and indexed. If your page loads slowly or has dynamic content that doesn't render server-side, an AI might skip it if it's not readily available. Core web vitals and technical SEO best practices remain foundational so AI can fetch your content efficiently.
- **Snippet Accessibility:** Ensure that each page has a clear meta title and description that actually summarize the content (even though AI might not use these directly, a well-crafted meta description often mirrors a concise answer, which is a good practice anyway). Also, use HTML semantics properly (e.g. header tags for headings, list tags for lists): this helps AI identify pieces of content (like recognizing a list of features versus a paragraph).

Authority & Presence : place your content where the AI looks



- **Earn Mentions on Trusted Sources:** Identify which external sources are heavily referenced in your industry. For example, if you notice AI often pulls info from Wikipedia, industry news sites, or Q&A forums, you want to make sure your brand is present there. This could mean:

Contributing to or correcting your [Wikipedia page](#) (ensuring it's well-sourced and up-to-date, since many models were trained on Wikipedia).

Getting featured in [industry publications or high-authority blogs](#) (through PR or thought leadership): a review or mention of your product on those sites increases chances the AI will “know” about you

Encouraging [user discussions and reviews](#): since AI aggregates “the full record” (reviews, forums, social media), is important to have positive, prominent customer reviews on Google locations reviews, e-commerce websites, social media platforms or relevant forums can sway AI outputs.

Authority & Presence : place your content where the AI looks



- **Leverage Your Existing SEO Authority:** If you've done good SEO work, you likely have some high domain authority. Now ensure it's applied to GEO:

Internal Linking & Content Clusters: Organize content into clear themes and link them together. This helps search engines grasp your topical authority and could influence how AI sees your expertise. For example, a cluster of content around "GEO" all interlinked can signal to an AI that your site is a go-to for GEO questions.

Consistent Entity Signals: Make sure your brand name, products, and key people are consistently referenced in schema, site copy, and external data sources (e.g. Wikidata, Google's Knowledge Graph entries). GEO is partly about **reinforcing the association between your brand and certain topics (entities) in the AI's "brain."**

Social and Multimedia Content: While text is king for AI, models like GPT-4 have been trained on things like YouTube transcripts, tweets, etc. If relevant, creating explanatory videos or infographics (with **descriptive captions or transcripts**) can indirectly feed the AI more about your expertise, providing context.

Include Optimization Actions in Challenges & Opportunities Map



Dimension	Challenge	Opportunity	Immediate Actions (0–3 months)	Long-Term Actions (3–12 months)	LEAD
Content Structure	Brand not cited in AI answers for key consumer queries.	Create high-authority, AI-optimized content that directly answers user intents.	Prioritize top 10 queries by volume and create/rewrite content with citations and structured Q&A.	Build a content calendar aligned with evolving AI search trends and consumer questions.	Creative Experts
Source Authority	Competitors cited more often due to presence on trusted domains.	Secure placements on high-authority platforms AI engines trust.	Launch PR/editorial outreach to place brand POV in top-tier media, blogs, and forums.	Establish ongoing partnerships with publishers and thought leaders to maintain citation frequency.	Media & PR Experts
Technical Clarity	Missing schema, slow load times, or inaccessible content for AI crawlers.	Improve site structure and metadata to boost AI discoverability.	Implement schema markup, fix crawl issues, and add llms.txt to guide AI bots.	Build AI-specific sitemaps and maintain technical hygiene with quarterly audits.	Technical Experts
Authority & Trust	Brand mentioned in AI answers but with neutral or negative sentiment.	Shape narrative through content and media to improve brand perception.	Update content tone, add social proof, and address negative mentions with factual counterpoints.	Monitor sentiment trends and adjust messaging strategy accordingly.	Creative & PR Experts

Monitor and Continuous Improve



- Establish **what KPIs** can be improved based on the **implemented actions**
- **Determine how often** your resources allow for optimization and **establish a reporting frequency** in line with the **possibility of taking action**
- **Monitor** as the AI algorithms update and “learn” from newly published content, so GEO work is iterative. If you applied optimization actions (e.g. add content, fix schema) then a month later, test the same prompts and observe:
 - Did your brand start appearing in new responses?
 - Did the organic traffic from AI engines grow?
 - Are there new sources cited, where your brand is not present?
 - Are there topics reflecting consumer intent where you are still not present?

Monitor and Continuous Improve



Establish GEO score improvement based on the number and depth of optimization actions: e.g. increase the number of mentions with X% by improving discoverability of Y brand pages, responding with new or optimized articles to cover Z content gaps and by amplifying content in W trusted sources.

Organic traffic growth: monitor non-paid visitor growth from search and AI discovery channels, as a result of structured data and schema markup optimization, as well as AI Overviews, featured snippets, and knowledge panels.

Source analysis: identify if AI is pulling information from same sources and ensure that content distribution hits the right targets. If AI answers are citing a scientific study or a particular forum where the brand isn't present, that's a gap to address.

Consumer intent check: if certain consumer intents are still not yielding brand mentions, those become the focus for the next content piece. If a new trend in consumer questions is observed start to address it. If some content did exceptionally use that formula in other areas.

Output: Assess brand positioning in AI engines answers related to the category.



4. Key Takeaways & Discussions

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Key Takeaways



➤ SEO is the foundation, GEO is the multiplier

➤ If AI answers questions in your category, you must optimize for it

➤ Structure, clarity, and authority win

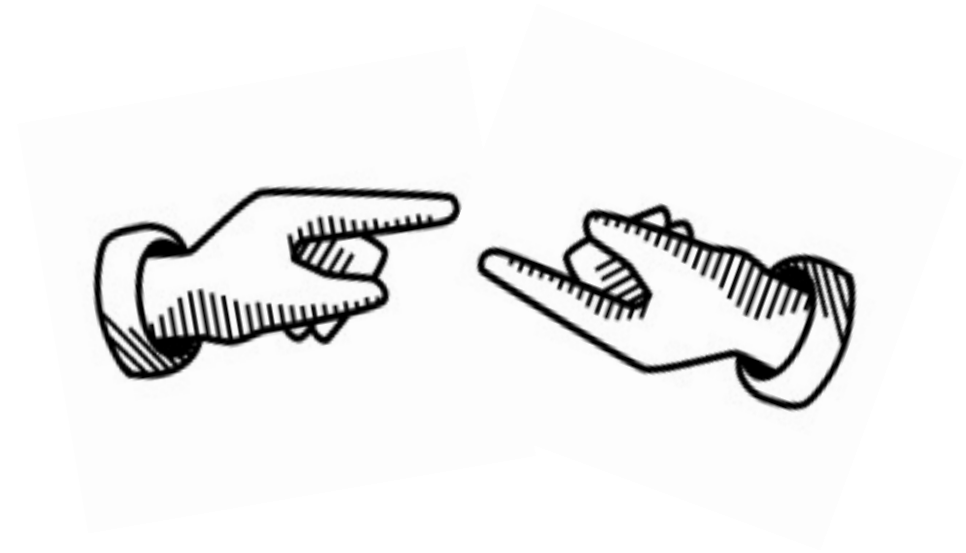
➤ Start with one audit → one fix → iterate

Next Steps



- Take action as soon as you are back at work: pick one product or topic you care about, and, ask ChatGPT or Google AI Overview 5 customer questions about it.
- See what results you get: that's your starting benchmark.
- Within the next month, fix the biggest gap by implementing one of the discussed optimization tactics: maybe add an FAQ section or reach out to a high-authority site in your niche for a collaboration.
- Monitor the results in AI outputs.
- Bring SEO, content, PR, and even customer experience folks together and share these findings. GEO isn't a siloed task, it's a new lens on all our organic efforts. The more parts of your organization feeding the right info into the web, the better your AI presence will be.

**STAY IN TOUCH
AND QUESTIONS?**



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