

Be the answer. Not just the link.

AI-powered search is delivering answers direct to consumers and carving new paths for online search. Are you optimized for what's next?

The New Search Reality

13%+ of Google searches now feature AI Overviews.

60% of users no longer click on a result.

AI has redefined how audiences discover brands. Search engines no longer just rank but instead, they respond. Platforms like ChatGPT, Gemini, Perplexity, and Copilot now deliver instant answers, not links.

If your content isn't cited in AI-generated answers, you're invisible.

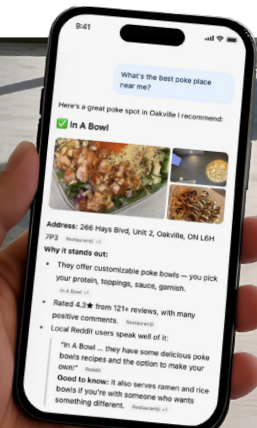
The SEO Gap

AI search summarizes, synthesizes, and cites — bypassing the click entirely.

The Shift:

- **13–40%** of key queries now feature AI Overviews
- **88%** of these are informational searches — your brand's top-of-funnel moment
- Even **#1** ranked sites often miss AI citations
- Strong SEO no longer guarantees visibility.

AI-generated answers are driving business more than ever



How Leading Brands Adapt

Generative Engine Optimization (GEO) makes your brand discoverable to AI.

Core Tactics:

- Audit your **AI visibility**
- Add **schema & structured data**
- Build **answer-ready content**
- Track **citations**, not clicks

(Sources: Semrush 2025, Up & Social 2025)

90-day roadmap to getting cited

Measure, optimize, and prove your brand's AI visibility in just 90 days.

Timeline: Weeks 1–2

Audit & Benchmark

Get an AI-citation baseline that identifies where your brand appears in AI results

Timeline: Weeks 3–6

Optimize & Implement

Create AI-readable assets, structure content & strengthen authority signals

Timeline: Weeks 7–10

Track & Refine

Monitor citation lift weekly with visibility progress reports

Timeline: Weeks 11–12

Review & Plan Ahead

Consolidate results + plan next steps with an AI Visibility scorecard and 90-Day Roadmap

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What you gain

- ✓ Verified lift in AI citations within 90 days
- ✓ Zero ad spend — 100% organic
- ✓ Scalable foundation for lasting discoverability

Let's Prove Your Visibility

Ready to see where you stand in AI search?

Book your GEO Discovery Call with Karim



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