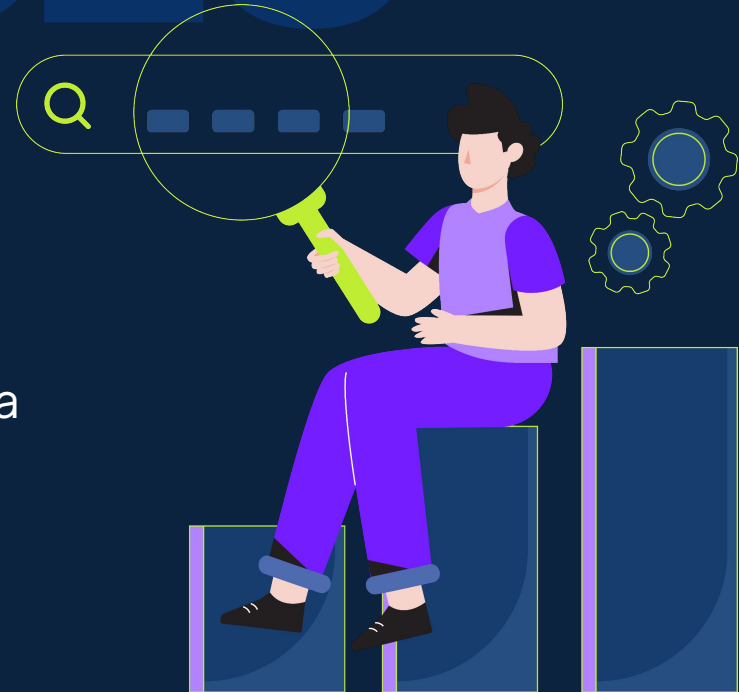


AEO vs SEO



How AI is Changing the Search Landscape

How to Stay Visible in an AI-First Search Era

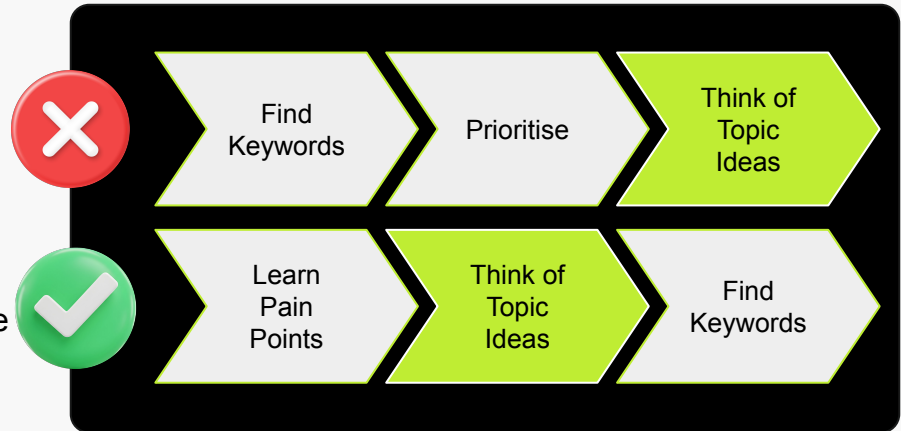
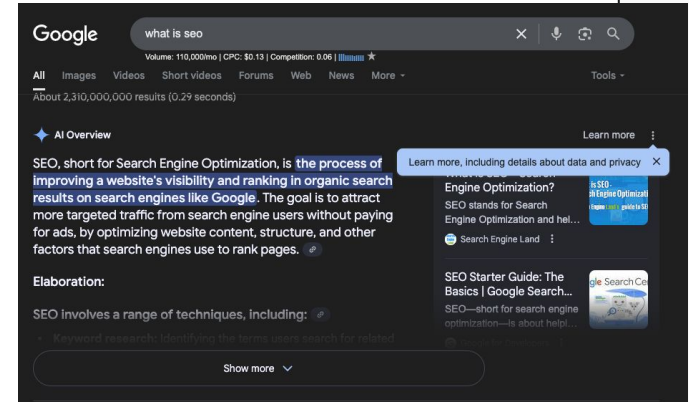


Traditional SEO is Dying. AI is Taking Over.

AI Search is changing traditional SEO beliefs in regards to optimization of content.

AI is reshaping how content is ranked and displayed, making structured data, authority, and content relevance more critical than ever.

- Approximately 67% of users report an improvement in [SEO](#) content quality after implementing AI tools, leading to better user engagement and search rankings.
- 68% of companies experience a higher ROI on SEO and content marketing due to AI, as it accelerates content creation processes while reducing costs.
- Approximately 84% of Google search queries are now influenced by AI-driven features, underscoring the importance for businesses to optimize their content for AI-enhanced search results.



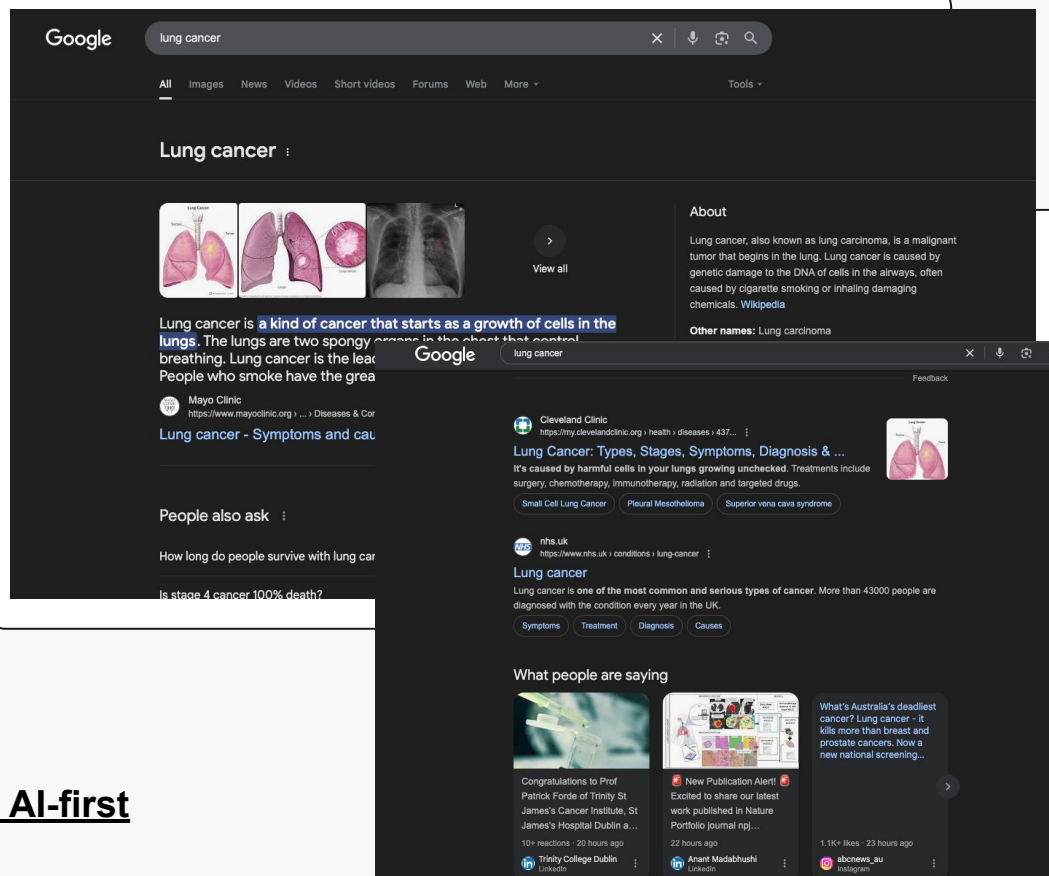
Traditional SEO is Dying. AI is Taking Over.

AI Search has fundamentally shifted the SERP landscape.

Gartner predicts a **25% drop in search volume** this year. This is because users no longer need to click. AI Overviews, or **AI tools like Gemini, ChatGPT, and Perplexity** are giving answers directly.

- ❏ **SERP layout** has changed dramatically
- ❏ **Position Zero** - snippets, AI-Generated overviews take up majority of 1st page real estate
- ❏ **Organic links** are buried well below the fold.

To stay visible, brands must adapt to this AI-first presentation of information.



AEO vs SEO



Old SEO vs. New SEO

It's Not About Keywords Anymore



SEO vs AEO vs AIO vs GEO

What are the differences and what are we optimizing for now?

SEO: Rank on SE

Organic traffic via clickable links shown in traditional SERPs. Drives discovery, brand awareness, and long-tail conversions.

AEO: Appear in Answers

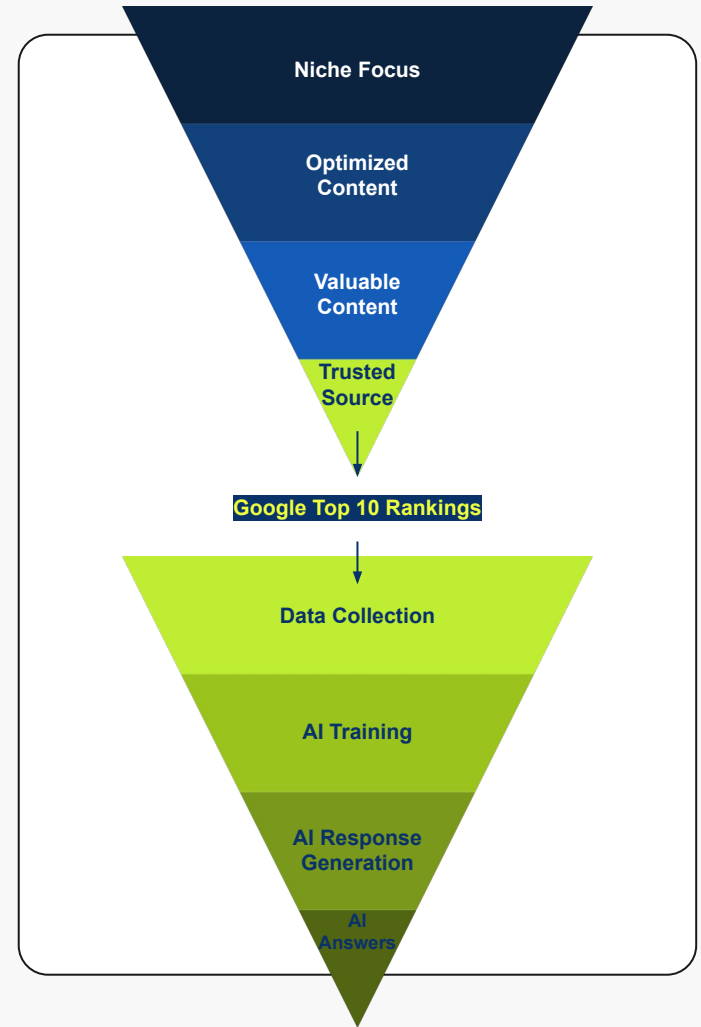
Visibility through featured snippets, AI Overviews, voice results. Helps capture zero-click traffic and direct brand exposure.

AIO: Train AI Models

Long-term inclusion in the knowledge base of large language models (LLMs). Influences how AI understands and references your brand.

GEO: Cited by AI

Real-time exposure by being cited in ChatGPT, Gemini, Perplexity responses. Boosts perceived expertise and reach beyond search engines.



What's Changing in SEO with AI

Traditional SEO was optimizing for the algorithm. Modern AEO feeds the algorithm what it needs to understand and answer.



**SEARCH
ENGINE**

Keyword Density

Exact-match keywords, often unnatural and repeated excessively.

3000 Word Posts

Emphasis on long-form content stuffed with keywords to rank broadly.

Meta + Title tag focus

Relied on catchy meta descriptions to increase CTR in SERPs.

Link Building

Volume-driven backlink acquisition through directories, guest posts, and exchanges.

Vs.



AI Search

Q&A Pairs

H1s are questions; first 1–2 sentences are concise answers optimized for AI summaries.

Short Summaries

Clear, concise and semantically complete. Clear subheadings & schema for relevance.

Featured Snippets

Optimized for parsing and snippet extraction: direct answers, TL;DR summaries.

Contextual Authority

Authority through topic clusters, FAQ schema, E-E-A-T signals, and real-world citations.

Anatomy of a Blog Post

Pillar Blog Post

Title

- Use phrases like "Ultimate Comprehensive Guide" or "Everything You Need To Know" that tell the reader how broad this page is

- Use a broad keyword that covers all of your subtopics

- Convey the Comprehensive Nature in the Title

Introduction

- Provide a basic overview of the page's topic
- Create an index so readers can quickly navigate to subtopics they're looking for

- Elaborate on the Comprehensive Nature

Body

- Give each subtopic its own <H2>
- Provide a basic overview of each subtopic

- Create internal links in each section, leading to content you want to highlight

- Thoroughly Cover Your Topic and Create Clusters

Conclusion

- Use a CTA to promote a relevant product or service
- Link to additional downloadable content if you have it
- Satisfy Readers

How to Learn SEO (Basics, Tips & Free Resources)

There's a lot to learn about SEO, so here's how to show you exactly where to start.

In this guide, we provide you with an overview of the SEO basics. And give you useful tips on how to learn SEO on your own.

Let's dive in.

Essential SEO Skills

SEO consists of multiple disciplines and requires several hard skills. Here are the four most important skills for SEO:

1. Keyword Research

Keyword research is the process of finding, analyzing, and choosing the keywords to target with your content.

To conduct keyword research, you'll need a good keyword research tool. It will help you analyze things like the specificity of the keywords, their keyword difficulty, or the search intent behind them.

The latter—identifying search intent behind the search queries—is a key part of keyword research and SEO in general. It helps you satisfy the user and provide relevant, high-quality content.

FAQs

Is SEO Worth Learning?

You: With the majority of online experiences beginning with a search engine, having a strong understanding of SEO can help you drive organic traffic to your website, increase your online visibility, and ultimately, drive more revenue.

Whether you are a business owner, marketer, or content creator, investing time in learning SEO can help you achieve your online goals and improve the performance of your website.

How Long Will It Take to Learn SEO?

In general, it can take a few weeks for beginners to gain a basic understanding of SEO concepts and practices. However, it may take several years of continuous learning and practice to become an SEO expert.

It is also important to understand that learning SEO is an ongoing process that requires keeping up with the latest updates, trends, and developments in the SEO industry.

- Clear Expectations

- Subtopics

- Subtopics broken down into sections with headings and subheadings

- FAQ section at the end to answer readers' last questions

The AEO-Optimized Page

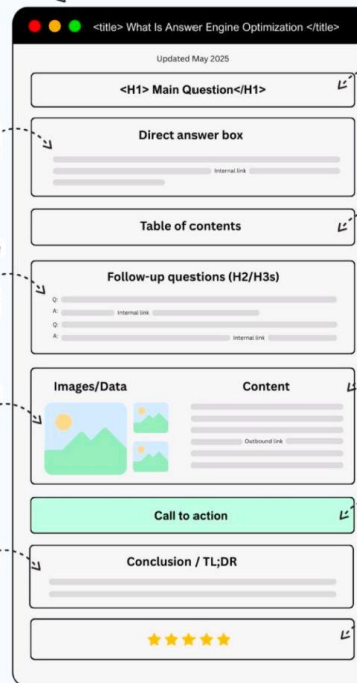
Title tag: Shown in SERPs and AI Overviews. Use a clear, question-based title with your main keyword.

Direct answer box: Give a clear 1-3 sentence answer in simple language. Format like a featured snippet. Optional: add a relevant internal link.

Follow-up questions: Use H2/H3s phrased as natural questions to match how users search and how LLMs retrieve.

Images/Data: Use diagrams, how-to visuals, or simple charts. Add clear alt text. LLMs can read it to enhance comprehension.

Conclusion / TL;DR: Recap key points in a clear, skimmable format using bullets or a short summary.



Main question: Phrase it as a natural-language query to help AI understand and retrieve it as a direct answer.

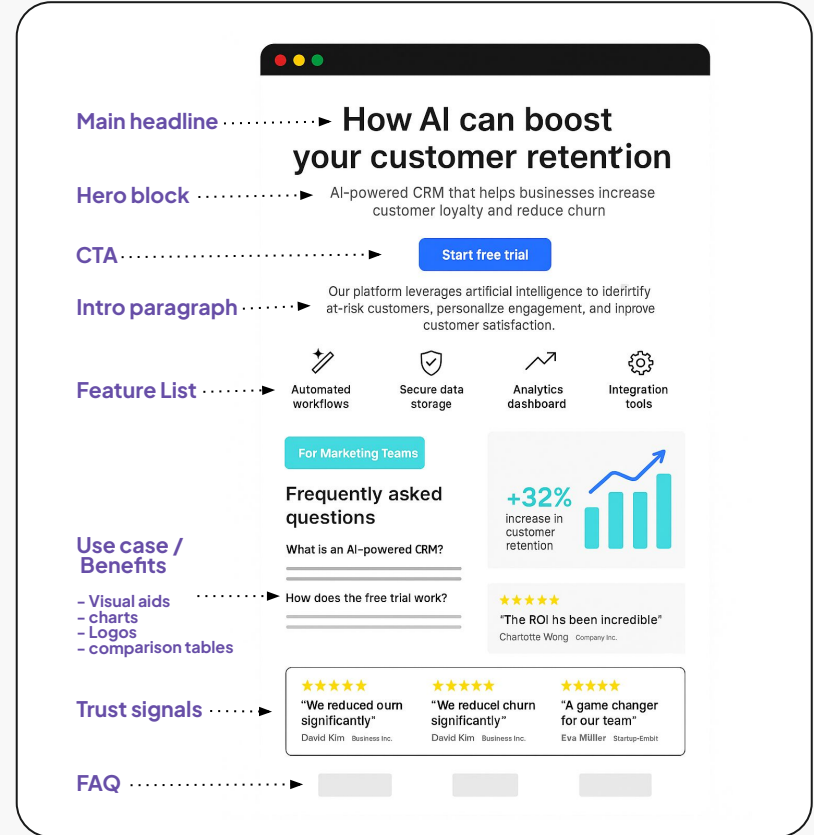
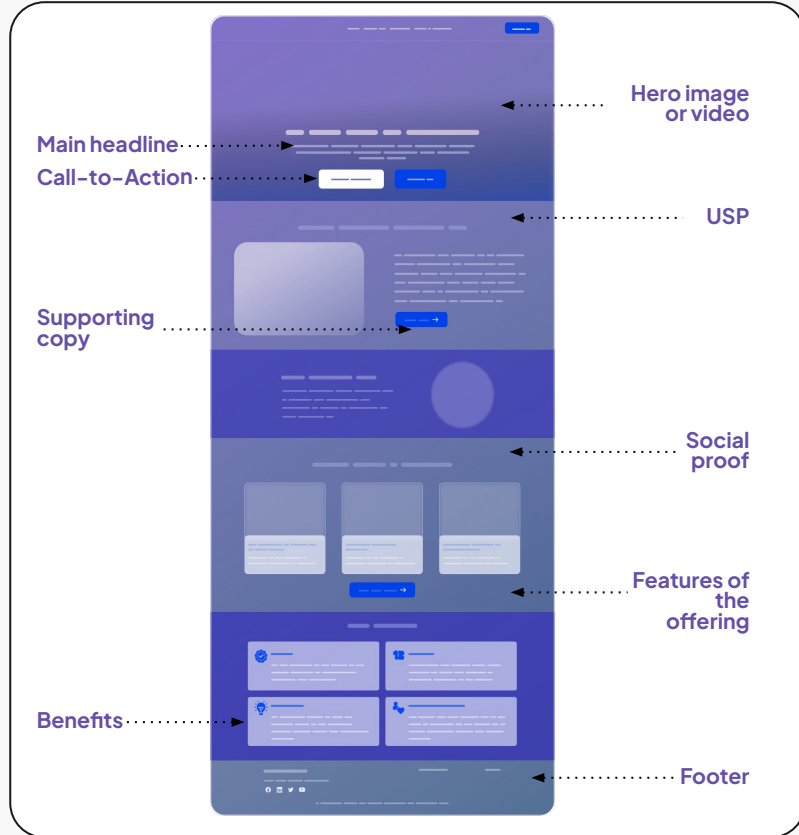
Table of contents: Helps users and LLMs navigate. Use clear anchors for each section or question.

Outbound links: Link to trusted sources. LLMs use them to verify and expand on your answers.

Call to action: Prompt users to take the next step - ask a question, download, or explore more.

Structured signals: Add schema, an expert bio, and related questions to help LLMs interpret content and boost credibility.

Anatomy of a Landing Page

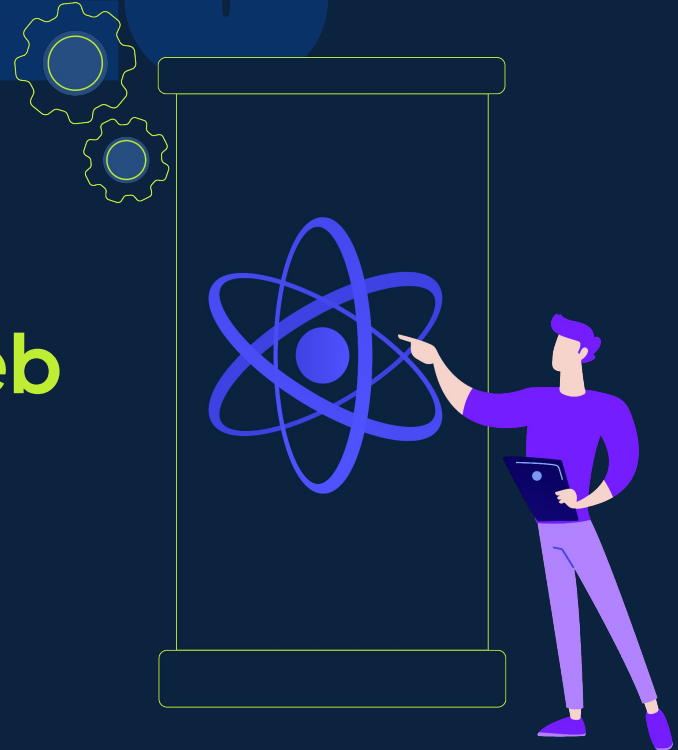


AEO vs SEO



Atomic Changes to The Web

Google Just Killed the Landing Page



AI Just ate the traditional funnel

“When the transaction happens at discovery, everything changes.”

Intent → AI Summary → Checkout → No Website Visit

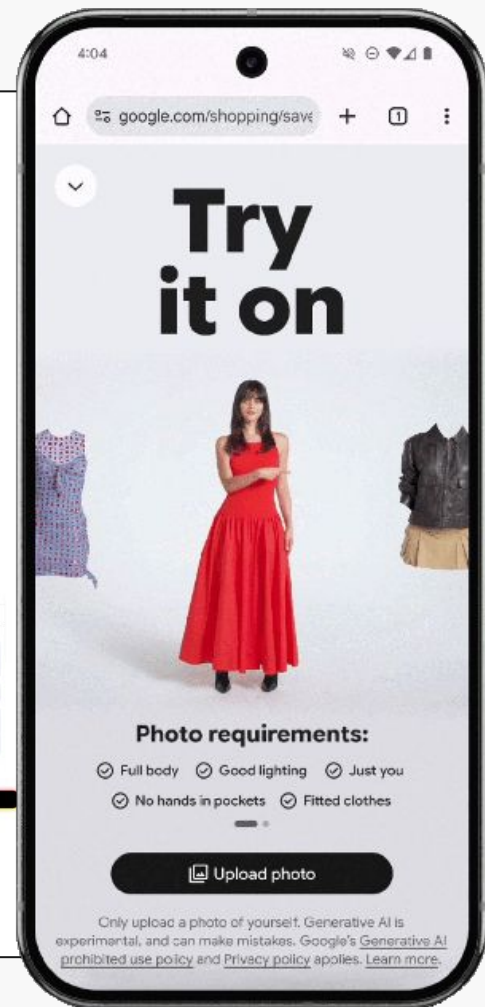
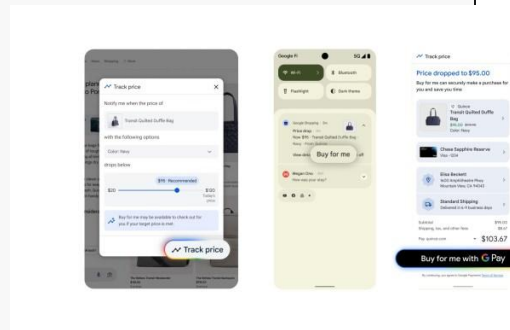
Google's Gemini 2.5 now handles checkout directly from search

No product page, no cart, no redirect

\$5.5T e-commerce stack is being disrupted:

- *\$138B/year in payment processing fees*
- *\$7.8B in checkout optimization tools*
- *\$37B in e-commerce fraud prevention*

Product data is now your storefront — AI discoverability is critical



Adapt Now or Risk Obsolescence

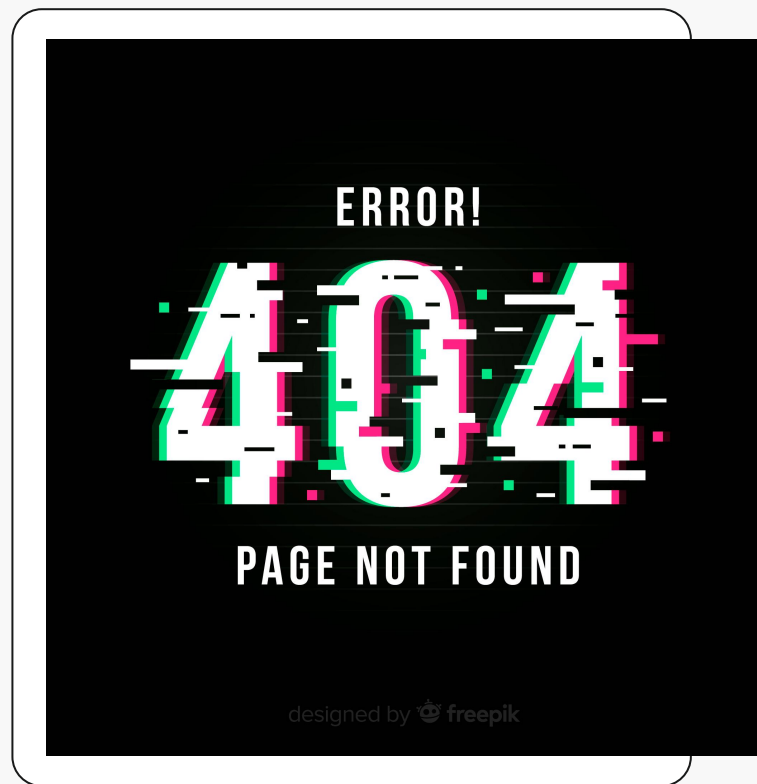
AI-first search is no longer an experiment

— it's the new reality.

The time to adapt is now! Brands that continue relying on paid ads or **have not started traditional SEO at all** will gradually lose visibility across AI-driven platforms.

To remain competitive, we must rethink how we approach search optimization, invest in building AI visibility, and align our strategies with the changing nature of the search landscape.

- SEO alone is no longer enough — AEO, AIO, GEO must be part of your core strategy.
- The companies that act today **will dominate the next wave of search.**
- The **pace of change** is accelerating — Gemini Checkout is just the start.



Thank you!



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