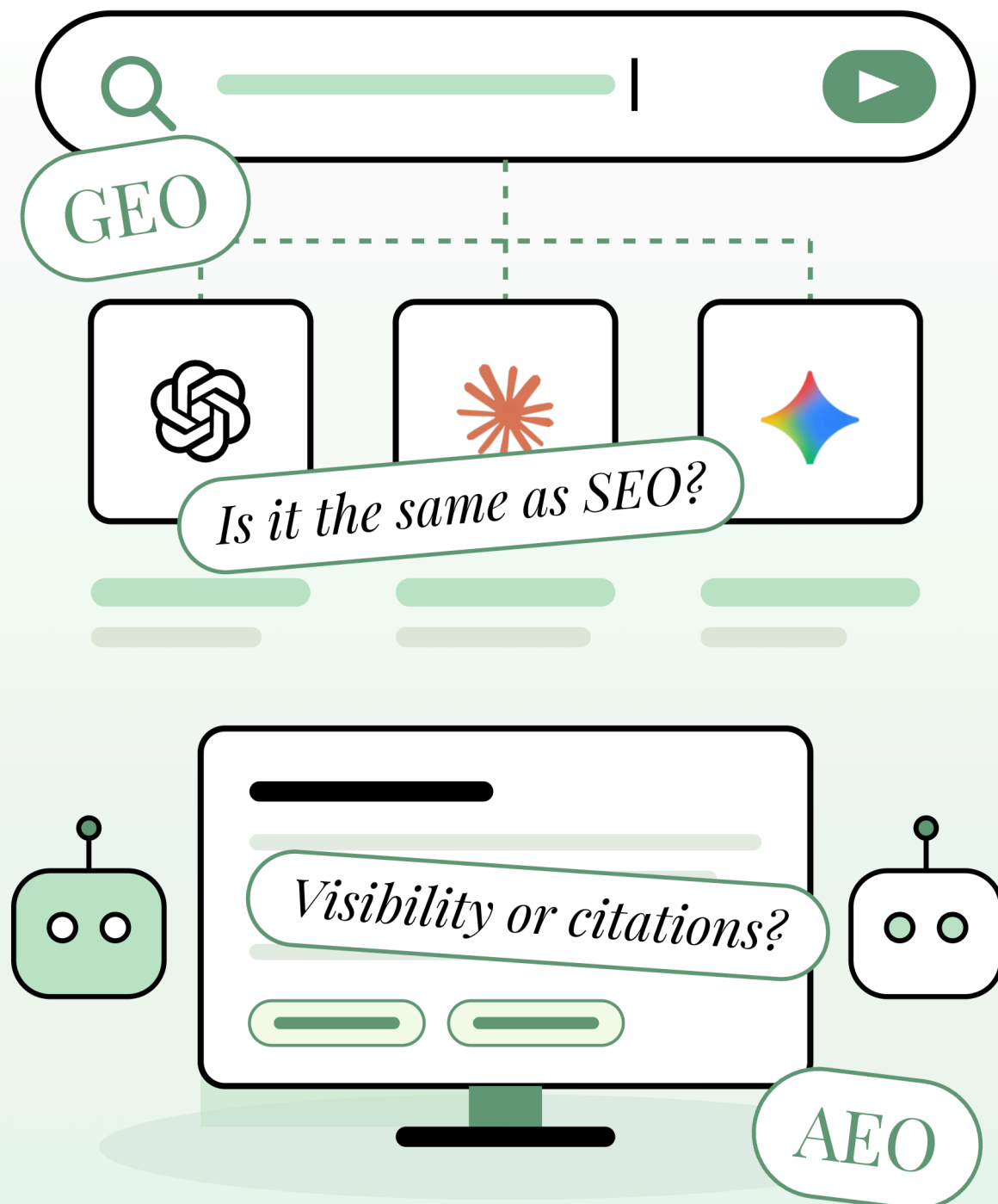


# How Fintechs Can Win in AI Search



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## Why GEO matters now (and what it means for your company)

GEO, AEO, AI SEO, LLM visibility...whatever you call it, there's a massive new acquisition channel to figure out.

*(For the purposes of this report, we'll use the phrase "GEO").*

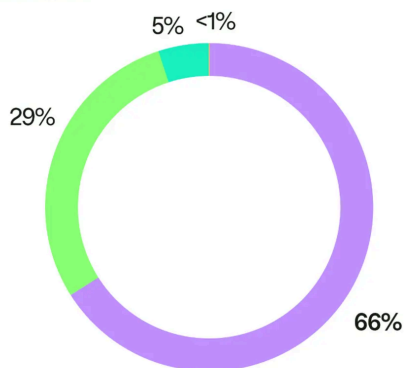
Your fintech marketing team is probably already feeling the pressure. Maybe it's your COO typing things like "best [category] solution" into ChatGPT and then panic DMing you, demanding to know why your company isn't appearing. Or maybe your sales team reported that almost 30% of prospects discovered your business through AI search, so they want you to give it more attention.

You've probably noticed how important AI search is becoming in your own life: how often do you turn to an LLM like ChatGPT when making a big purchase? Probably fairly often.

Fintech customers are doing the same. In a [2026 Semrush survey](#) of B2B professionals, 99% used AI to research products, vendors, or solutions. Even less tech-savvy folks are reading AI results without seeking them out, like Gemini's AI Mode previews in Google searches.

**Do you use AI tools specifically to research products, vendors, or solutions for your job?**

Yes, regularly    Yes, occasionally  
Rarely    Never



semrush.com

**SEMRUSH**  
An Adobe Company

It doesn't help that GEO has already attracted an entire industry of hacks and supposedly definitive playbooks.

One week it's llms.txt, the next it's spamming Reddit, then mass-producing hundreds of AI-generated articles. Every vendor and thought leader seems to have studies proving their approach is the winning formula.

We wanted to create something specifically for fintech marketers, because **we haven't seen anything yet that fully captures what we've learned for GEO in the industry**. We don't have a GEO platform or tool to sell, although as a content agency we're obviously biased towards the role content can play. We're also just really excited to share our findings that haven't been discussed much elsewhere:

- Smaller brands often gain the most from LLM visibility efforts.
- More content won't help grow visibility, going after the right topics will.
- You can use AI to help generate LLM-optimized content, but it shouldn't be templated, mass created content.

We're not claiming to have every answer, and we don't think anyone should be treated as the single source of truth on GEO right now. It's changing too quickly for that.

We want to show you what we've tested, what results we've been able to replicate, and what works (and what doesn't).

Our hope is that this report helps you make better decisions about your GEO strategy and the tools you use. And if you're trying to decide on an agency to expand your LLM visibility, the real results and examples we share will give you an idea of what to look for when vetting providers.

## A word from Mint Studios' Director, Araminta Robertson



*"It's a strange time to be a fintech marketer right now. Leadership is pushing for more AI within workflow for greater efficiency. At the same time, buyers can smell AI-written content from a mile off and are rejecting AI slop. In an industry where trust is the whole game, fully AI generated content is often not a risk worth taking.*

*On top of that, there's a new channel everyone's suddenly being told to master: showing up in AI search. Wherever there's a new channel, there's a wave of people selling the "one trick" to crack it. It usually involves publishing 50+ AI generated articles per month*

*And the advice that isn't a shortcut tends to swing the other way: vague enough to be useless. "Create better content." "Do digital PR." True, technically, but not something anyone can actually act on a Monday morning.*

*We've had the privilege of working directly with 10+ companies over the past year or so and being able to test, experiment and see what actually moves the needle for them.*

*We wanted this report to be different: an actual process and workflow, with real case studies and examples of what we've found works.*

*This isn't another "create better content" report."*

**ARAMINTA ROBERTSON, DIRECTOR, MINT STUDIOS**

## Our key findings



**AI search is already a meaningful source of inbound.** Across the companies we've worked with, anywhere from **5% to 40% of inbound leads** come through AI search.



**Targeting and appearing for Bottom of the Funnel prompts is what moves the needle with acquisition the most.** For example, 'what is the best [x] provider in [your vertical]'. These are prompts that are likely to mention a brand whereas broader informational prompts often don't surface brands at all, and are therefore more "bang for your buck" when it comes to targeting.



**LLM optimized articles alone won't grow visibility forever as you eventually hit a ceiling,** this is where digital PR makes a difference.



**Attribution is getting messier.** Buyers may discover you through an LLM, return through Google, visit a blog post, and then convert directly. We recommend looking at LLM-attributed leads, organic leads, content-influenced leads, and overall inbound together. One source probably won't tell you enough.



**Lack of messaging and branding consistency can negatively affect visibility.** Even if you have a lot of the right content in place, if your brand name and positioning is inconsistent or confusing your visibility could suffer.



**More content doesn't always mean more visibility.** Mass-producing AI-generated articles can damage your SEO performance, and it won't help much if you're targeting the wrong topics. Quality and relevance to buying intent still matter more than volume.

# The results we’ve seen with a focused LLM strategy: 4 case studies

CASE STUDY 01

\$2.2M

pipeline, from zero inbound

44%

of leads from AI search

### One financial services company went from zero inbound to \$2.2M in pipeline

A services-based company in financial services started working with us with **no existing inbound engine** and almost no LLM visibility. In under a year, it generated **\$2M+ in pipeline**. AI search became its largest identifiable source of leads, accounting for **44%**. What’s so interesting is that it’s the perfect A/B test of what happens when you start publishing the right type of content.

Deal Leads & MQLs Month over Month

You can read the full case study here: [Case Study: How We Helped a Finance-Focused Consultancy Go From 0 Inbound Leads To a \\$2M+ Pipeline](#)

CASE STUDY 02

360%

increase in LLM leads

4% → 53%

LLM visibility

### Fiska increased LLM leads by 360% while competing with much larger brands

[Fiska](#) is an embedded payment solution, operating in a crowded market alongside companies such as Stripe and Adyen. After we started targeting high-intent prompts with GPT articles, its LLM visibility grew from **4%** to **53%**, while monthly leads attributed to LLMs increased by **360%**.

Our SEO and GEO approaches combined brought in a pipeline worth over 7-figures. 60.7% of self-attributed LLM leads were opportunities, which are typically worth six figures for Fiska. This is another company that had 0 inbound leads when we first started and therefore perfectly showcases the power of content.

Viability - Percentage of chats mentioning each brand

You can read the full case study here: [Case Study: How We Increased LLM Leads for Fiska by Over 360%](#)

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Mint Studios

CASE STUDY 03

A scale-up payment company saw LLM leads rise as traditional blog leads fell

This is one of the more interesting patterns we’ve started to see. For one client, the number of leads attributed to blog content declined over time, while leads attributed to LLMs increased on an almost opposite trajectory.

That doesn’t necessarily mean the content stopped working. Buyers may still be encountering the company’s content, but through LLM answers rather than visiting the original blog post themselves. It’s one reason we now look at **blog leads and LLM-attributed leads together** when assessing how content is contributing to acquisition.



CASE STUDY 04

269% growth in LLM leads

~50 LLM leads per month

A scale-up fintech in the payment space has seen a growth of LLM leads by 269%

Before January, a scale-up fintech was seeing just 3–4 leads per month from AI search, based on UTM tracking. In mid-January, the company added a “How did you hear about us?” field to its forms. The number of LLM-attributed leads immediately jumped. This is a good example of why only AI referral traffic (such as a ChatGPT utm link) isn’t a complete picture of your LLM-influenced leads.

After we started publishing GPT articles, the number continued to grow. By July and August, the company was seeing around 50 LLM leads per month, **making AI search one of its main sources of website leads.**

For all these companies, we followed the same approach that we explain below. And the pattern was nearly always: **track the right prompts** and **publish the content targeting those prompts**. Within a month or two, we saw increased visibility and leads, sometimes from multiple channels.

# Our process: GPT articles

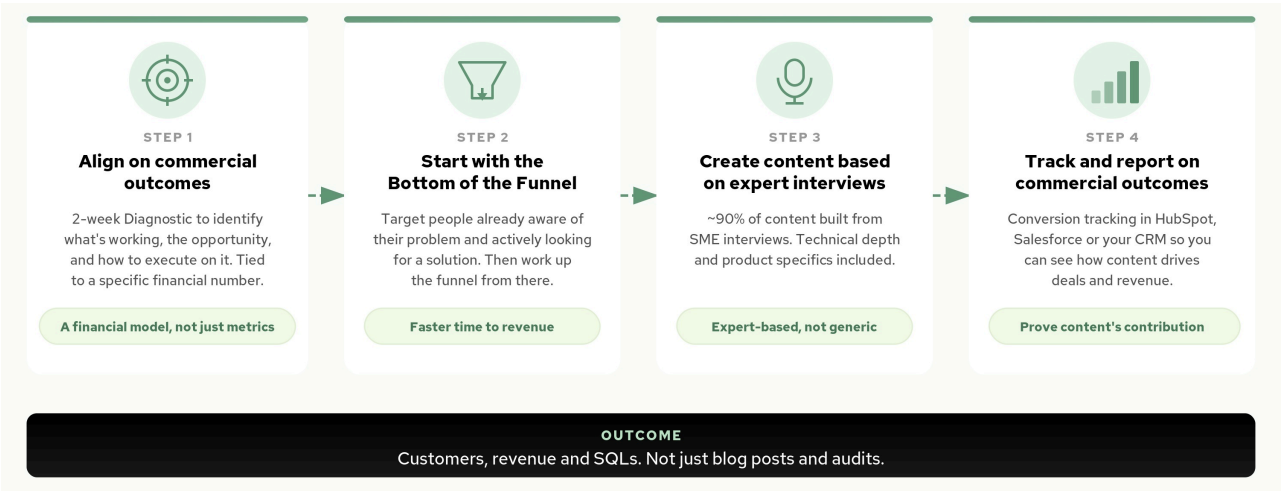
Our GEO strategy starts with the same principle we’ve always used for SEO: **focus on the questions people ask when they’re close to making a buying decision.**

Over the past 18 months, we’ve tested a lot of different ways to influence LLM visibility. That’s included digital PR, creating more detailed product pages, llms.txt, and other experimental tactics.

The approach that works consistently is also the least flashy: **creating useful, owned content on the website around the topics and questions we want clients to become visible for.**

There’s a certain irony to that. When LLMs first took off, there was a lot of talk about AI making traditional content less important. From what we’ve seen, the opposite is happening. Good content gives LLMs the context they need to understand a company, and when its product should be recommended.

That’s why we start with buying intent rather than broad AI visibility. Once you see which prompts are improving visibility and bringing in leads, you can decide whether expanding into wider topics is worth it.

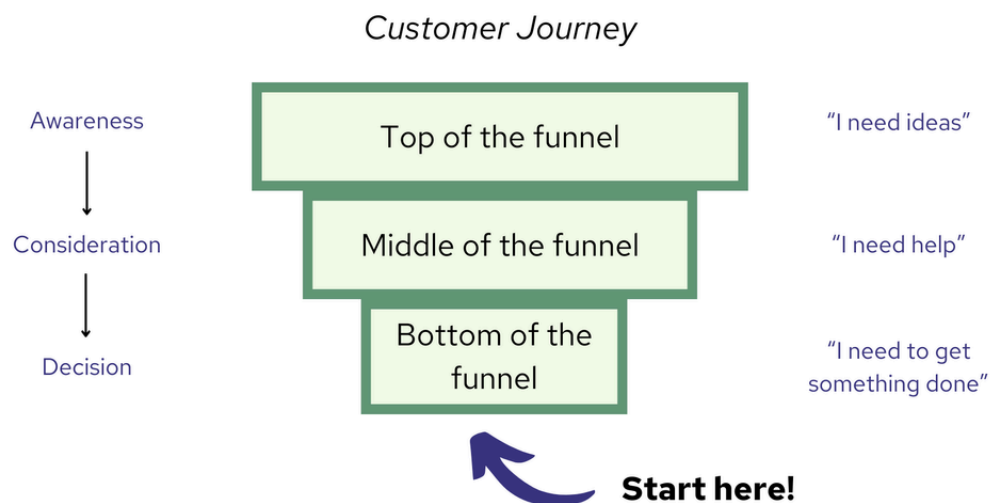


*The framework we follow to create content that turns into measurable pipeline*

(continues overleaf)

## Step 1: Decide on key Bottom of the Funnel (BOFU) topics and create the prompts you want to target

By targeting Bottom of the Funnel topics, you can reach prospects who already understand their problem and are actively looking for the right solution.



It's important to target people at this stage for two reasons:

1. **These are people who are ready to buy, *not* targeting them is leaving revenue on the table.** Start by targeting those and then work your way up the funnel.
2. **BOFU prompts are more likely to surface brands.** If someone asks an LLM a broad informational question, such as "What is embedded payments?", the answer can usually be given without recommending a company at all. BOFU prompts give a natural reason for the LLM to mention brands. That gives you a much better chance of appearing in answers that could influence buying decisions.

*(continues overleaf)*

What is a payment gateway

### No brand recommendation 🙅

A **payment gateway** is the digital version of the card reader you use in a physical store.

It is the secure software that sits between a merchant's website and the banking network. Its primary job is to securely capture a customer's credit card information, encrypt it, and send it to the bank for authorization.

Think of it as the **messenger**. It doesn't store the money itself; it just safely carries the data back and forth to get the "Yes" or "No" on a transaction.

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#### How it Fits in the Transaction

When you buy something online, the payment gateway is the "Gatekeeper" that handles the sensitive data.

- Encryption:** You enter your card numbers. The gateway immediately scrambles (encrypts) this data so hackers can't read it.
- Transmission:** It sends this secure package to the **Payment Processor** (the engine that actually moves the money).
- Communication:** The bank approves or declines the transaction. The gateway receives this answer.
- Notification:** The gateway tells the website "Approved," and you see the "Thank You for Your Order" page.

Top payment gateways

### Brand recommendation 👍

Here are the top payment gateways for 2025, categorized by what they do best.

Since "best" depends on your business size and needs, I have broken them down into the most common categories.

#### 1. Best All-Around (Online & SaaS)

**Stripe** Stripe is the industry standard for modern online businesses. It is technically an "all-in-one" solution (Gateway + Processor).

- Best For:** E-commerce stores, subscription businesses (SaaS), and marketplaces.
- Why it wins:** It is incredibly developer-friendly. It allows you to build a totally custom checkout flow so customers never leave your website.
- UK Fees:** Typically **1.5% + 20p** for standard UK cards. (International cards cost more).
- Pros:** setup is instant; huge number of integrations.
- Cons:** Customer support is mostly chat/email based; accounts can be frozen if fraud filters are triggered easily.

#### 2. Best for Trust & Simplicity

**PayPal** PayPal is the most recognized digital wallet in the world.

Example results from two different prompt queries in Gemini

Once you've chosen a BOFU topic, turn it into the specific questions your ideal customer is likely to ask an LLM. We usually start with **around 5–10 prompts per topic**. We sometimes call these **"money prompts"** because they reflect genuine buying intent.

Money prompts might look like this for a B2B payments client:

- "best payment service provider for marketplaces"
- "payment processor that supports [specific use case]"
- "how does [specific feature] work for [specific industry]"
- "alternatives to [competitor name]"

(continues overleaf)

Here's what this can look like from one of our internal planning spreadsheets for a client: one broader BOFU topic per month, with around five related prompts mapped underneath it.

| Month     | Topic / Prompts                                                                                                                                                                                                                                                                                                                                                                             |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| July      | <b>Topic 1: White label payments</b><br><br>Best white-label payment platform for SaaS companies<br><br>How to offer a white-label checkout for merchants SaaS<br><br>What's the best white-label Stripe alternative for vertical SaaS companies?<br><br>White-label payment infrastructure for POS SaaS<br><br>How to build a fully white-labeled payment experience into my SaaS platform |
| August    | <b>Topic 2: Canada and US payments</b><br><br>Best embedded saas payments in canada<br><br>Which payment provider support SaaS platforms in both the US and Canada?<br><br>How US SaaS platforms can set up payments in Canada<br><br>How Canadian SaaS platforms can set up payments in the US<br><br>Merchant onboarding for SaaS in both the US and Canada                               |
| September | <b>Topic 3: PayFac</b><br><br>Alternatives to becoming a PayFac for SaaS<br><br>How long does PayFac registration take for SaaS<br><br>Payfac vs ISO as a SaaS<br><br>Is payfac-as-a-service worth it for SaaS<br><br>Pros and cons of payfac for SaaS                                                                                                                                      |

Example topics and prompts to target for an embedded payments company

Prompts are educated guesses, not exact-match keywords. We've found that **intent matters more than exact phrasing**. There are millions of ways someone could phrase the same question, and LLMs are smart enough to semantically match related wording. Focus on the commercial question behind each prompt.

For example, "What is the best platform for embedded SaaS payments?" and "Top platforms for SaaS companies looking for embedded payments" can surface the same content. Writing about "accept online payments" may also help you appear for "accept digital payments".

(continues overleaf)

Try this simplified workflow to get started:

1. **Find the people and data that know your prospects best.** Speak to sales, product marketing, or anyone who regularly talks to potential clients. Review closed-won deals, demo notes, sales calls, and “How did you hear about us?” responses to identify the pain points and questions that come up repeatedly.
2. **Turn those pain points into specific LLM prompts.** Start with what you know about your ideal customers, check which SEO keywords are already converting well, and use any customer research you have to understand the questions, language, and concerns that come up most often. You can also use ChatGPT, Claude, or another LLM to role-play the target buyer and suggest possible questions. Sense-check anything it produces against what you know from real prospects.
3. **Prioritize prompts with clear buying intent.** Ask yourself: would a useful answer to this question naturally include brands or solutions?
4. **Test the prompts in the LLMs your prospects are likely to use.** Check ChatGPT, Perplexity, Gemini, and others relevant to your audience, and note whether your brand appears. You can do this manually or use a visibility tool such as Peec, Profound or Scrunch to track prompts over time.
5. **Prioritize prompts where visibility is weak or missing.** Create or refresh content built to answer those questions, linking to the strongest relevant product, BOFU or topic pages on your site.
6. **Re-test regularly.** We often review prompts around every 30 days to see whether visibility is changing.

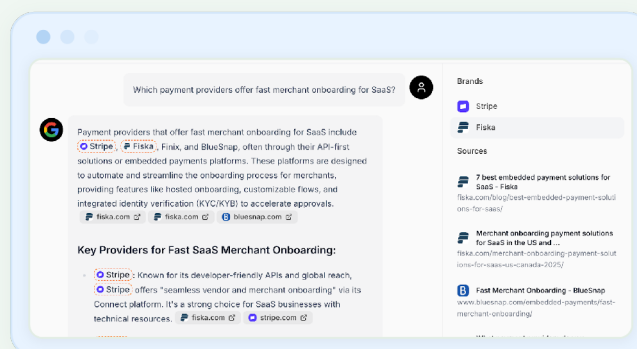
Once your GPT articles are live, track whether your brand starts appearing for your money prompts from earlier. **Track prompts where you want to see improved visibility, not just prompts you already have visibility for.**

#### CASE IN POINT

### How Fiska chose topics that allowed them to outcompete Adyen and Stripe

For Fiska, we started by speaking to the people on their team who understood their customers best. From those conversations, we built a list of questions their target customers might realistically ask an LLM while researching embedded payments and comparing providers.

That prompt strategy became the foundation for the GPT articles we created. Over time, Fiska’s visibility across the high-intent prompts we were targeting grew to **53%**. More importantly, focusing tightly on those commercial questions helped Fiska appear alongside and, in some cases, ahead of much larger competitors such as Stripe and Adyen.



**What this shows:** Strong prompt selection starts with real buyer questions. Get the underlying intent right, and you can influence a much wider set of related searches, which can translate to results. Read the full case study: [Case Study: How We Increased LLM Leads for Fiska by Over 360%](#)

## Step 2: Track visibility across ~25-50 target prompts

We usually recommend monitoring **around 25-50 high-intent prompts** rather than hundreds. A big visibility score can look impressive, but it won't tell you much if the underlying prompts have little commercial value. It just becomes another vanity metric. Ask your team: **are you becoming more visible for the prompts that could realistically put you on a buyer's shortlist?**

You can track these manually across different LLMs, or use an AI visibility tool such as Peec or Profound to monitor changes over time.

### CASE IN POINT

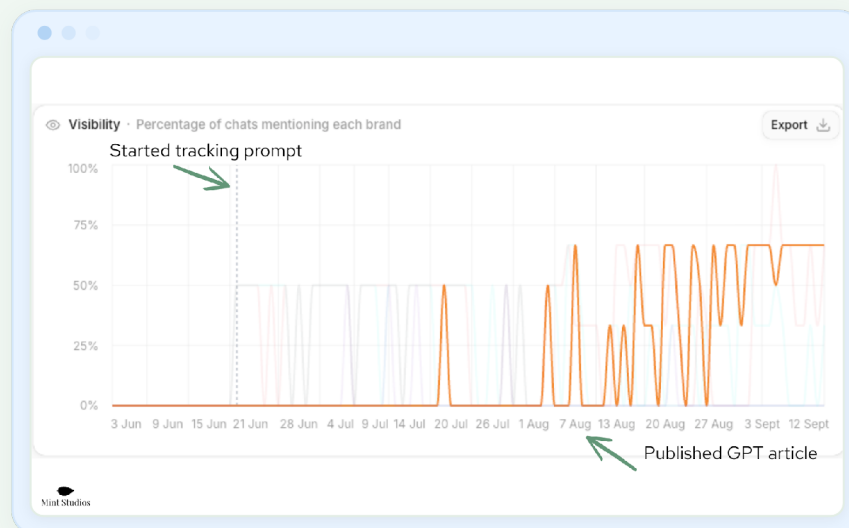
#### How this company grew AI visibility with a targeted GPT article

You may have heard that 'good SEO is enough for good LLM visibility'. While this is true to an extent, it's often not enough. Here's an example that shows that.

One financial-services client already had strong BOFU content performing well in Google. For one target prompt, their article ranked **#1 in search results and was bringing in leads**, yet the brand still wasn't appearing in AI answers.

We tracked the prompt in Peec, then published a GPT article designed specifically to answer it. **After the GPT article went live, visibility climbed sharply.**

Across the wider set of initial prompts we tracked for this client, LLM visibility eventually grew by **67% over three months.**



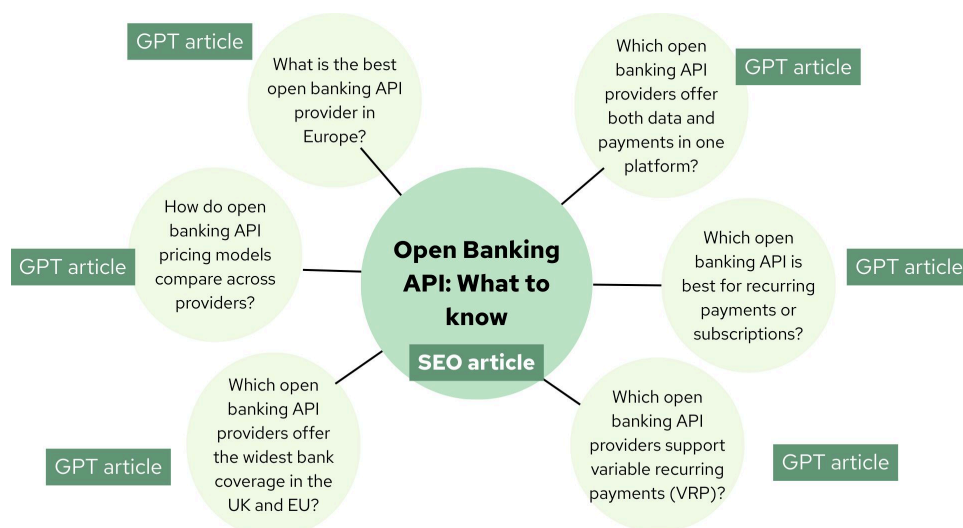
**What this shows:** Strong SEO performance doesn't automatically translate into LLM visibility (although it certainly helps, since all other LLMs crawl Google's index). Sometimes SEO articles don't work because they don't answer a question specifically and are often a lot longer. Tracking individual prompts lets you see where those gaps exist and whether targeted content is closing them.

## Step 3: Create GPT articles targeting each prompt

For each prompt you want to target, create a dedicated “GPT article”. **GPT articles** are what we call our short, focused articles designed to answer a single prompt and give LLMs enough useful information to cite or recommend the brand. We typically aim for around **500-1,000 words**. They’re factual and concise, and often use elements such as tables and FAQs to make the answer easier to understand.

For example, an SEO article around “Open Banking API” might create a foundation, while GPT articles answer narrower questions such as:

- “What is the best Open Banking API provider in Europe?”
- “Which Open Banking API is best for recurring payments?”
- “Which Open Banking API providers offer the widest bank coverage in the UK and EU?”



And yes, when you map it out, it does look similar to the old SEO hub-and-spoke model. The difference is that instead of creating broad supporting articles around one keyword theme, each spoke answers **one specific buyer prompt**.

We’ve found that **clustering several GPT articles around the same topic works better than publishing one isolated article**. Our early tests targeted one prompt per topic. We now generally create around five GPT articles around a topic and are continuing to test larger clusters.

Here’s an example of what Fiska SEO articles look like:

- [PayFac vs ISO: What’s right for your SaaS platform?](#)
- [Omnichannel payment solutions for SaaS: A complete guide](#)
- [How to monetize payments for SaaS platforms](#)

And here’s what GPT articles look like:

- [Which payment providers make it easy to migrate from Stripe Connect?](#)
- [What’s the fastest way to replace Stripe for my SaaS billing and payments?](#)
- [What are the best embedded payments solutions for contractor management SaaS?](#)

Here’s how they differ:

| Category       | SEO article                                                                                                                    | GPT article                                                                                                                                |
|----------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Target         | Buying/BOFU keyword (e.g. “best embedded payment solutions”)                                                                   | One specific prompt per article (e.g. “What embedded payment tool is best for SaaS?”), clustered 5 prompts per topic                       |
| Length         | Long-form, comprehensive, 2,000+ words                                                                                         | Usually between 500–1,000 words                                                                                                            |
| Structure      | Storytelling and focus on pain points, informed with original content from internal expert interviews, FAQs, more than one CTA | Direct answer, table with direct comparisons, long descriptive URL and meta description, expert quotes, minimal storytelling, shorter FAQs |
| AI involvement | Human-written, can be AI-assisted                                                                                              | Human-led, AI-assisted                                                                                                                     |
| Primary goal   | Rank on Google, bring in leads                                                                                                 | Get cited or mentioned by ChatGPT, Perplexity, and Gemini                                                                                  |

**GPT articles can be AI-assisted, but still need to include genuinely useful information.** We use the same primary research as our longer-form content, repurposing elements that didn’t make it directly into our main SEO articles.

For example, in a 60-minute expert interview there are often dozens of useful quotes. Each of those quotes can give new information to the reader that keeps the articles distinct and useful, without “cannibalizing” other content. Content writers review and improve each article to make sure the quality is high and aligned with the brand.

**Our rule of thumb with any content is that we assume anything we create could be someone’s first point of contact with the brand.** Even GPT articles need to pass this quality test. They often rank organically as well, and we’ve seen them frequently bring in leads.

(continues overleaf)

## Step 4: Use self-attribution to measure leads, then refine your targeting

Lead attribution can be difficult to track, but being able to understand and demonstrate where leads come from is crucial for proving the business impact of your content.

LLM-influenced leads rarely arrive neatly labeled as “ChatGPT” or “Claude” in analytics. Many buyers use an LLM to research their options, then visit your website directly, search for your brand on Google, or email you later. And relatively few people actually click the links included in an LLM response, which means **LLM referral traffic can significantly understate how much influence the channel is having.**

For one of our clients (as per the example below), leads attributed to LLMs grew **3x in half a year**. But traffic coming directly from ChatGPT and other AI tools barely moved.

They figured it out the old-fashioned way: self-attribution.

This included asking prospects **“How did you hear about us?”** on its forms, but also having the sales team ask directly if the form wasn’t used. In our experience, this often surfaces leads that would otherwise be attributed to direct or organic traffic.

That’s why traffic isn’t a good measure of how well your LLM visibility is performing. But it can still work together with the visibility tools you’re using. **Peec (an LLM prompt tracking tool) might tell you where you’re showing up, and self-attribution tells you whether it’s converting to clients.**

From there, compare what prospects tell you with the prompts you’re tracking:

- Which prompts are gaining visibility?
- Which topics are showing up in self-attributed LLM leads?
- Which of those leads are becoming qualified opportunities or pipeline?

Then iterate. Double down on the prompts that are producing commercial results, refresh the content that’s visible but not converting, and test new BOFU prompts around the topics already working.

There’s one final caveat: **even self-attribution won’t capture everything.** Across clients performing well in LLMs, we’ve also seen increases in organic, direct, and even offline inbound, such as prospects emailing the company directly. The buyer may have encountered the brand through AI without remembering or reporting that touchpoint.

*(continues overleaf)*

## CASE IN POINT

## A payment company in the payment space saw 3x leads from LLMs just by asking leads in the form submission

Before January, this payment fintech was tracking around **3 to 4 LLM leads per month** using referral and UTM data.

In mid-January, the company added a simple **“How did you hear about us?”** question to its forms. Almost immediately, the number of leads attributed to AI search **nearly tripled**.



*While conversions 3x'ed their traffic remained pretty much the same. Referral traffic from LLMs does not correlate with conversions*

The underlying demand didn't suddenly appear overnight. The company was just missing a large share of it because many buyers weren't clicking directly from an LLM before converting.

After we began publishing GPT articles in February, LLM-attributed leads continued to grow, reaching **32 in March and around 50 per month by July and August**.

**What this shows:** Referral traffic alone can significantly undercount the influence of AI search. Asking prospects directly can give you a much clearer view of how many leads actually discovered you through an LLM.

## Why some companies don't see an increase in LLM leads

We've done this type of work across over 10 fintech companies. What's also been interesting is comparing when this process *does not work*. In other words, there isn't a notable increase in LLM leads.

If you're working for a company that's done some of this work but hasn't seen any obvious payoff, it could be because:



**No self-attribution is in place:** if you're only tracking LLM leads through UTM links or "AI referrals" in HubSpot, you're probably only tracking 1/3 of the real number. Add a "How did you learn about us" field to your forms, and ask sales to check later if prospects left it blank.



**Your audience is too small or doesn't research online.** If Google Ads or SEO have never worked particularly well for you, LLMs may not either. That could be because your market is too niche, search demand is low, or buyers rely more heavily on referrals and offline recommendations.



**You already have a mature marketing mix.** If your company is more established and running events, PPC, PR, affiliate campaigns, and multiple channels at scale, LLM activity may still be contributing, but it can be much harder to isolate its impact cleanly.



**There is inconsistent messaging about your brand.** If your company has grown through acquisitions, or the messaging is different across platforms, this can hurt your LLM visibility as it confuses the brands. In this case, the best approach is to audit your existing content and create GPT articles as well as PR work to get the position consistent.

## More GEO Tips: What helps, what doesn't, and what we're still testing

GEO borrows a lot from good SEO. Readers, search engines, *and* LLMs find clear and specific writing way more useful than being vague. But some of the old rules of thumb are less absolute.

### TIP 01

#### Keep GEO simple instead of overcomplicating with hacks (for now)

There's already an industry of technical fixes and GEO hacks, from llms.txt to prompt injection. We've tested plenty ourselves. So far, the most consistent gains have come from something so simple, it's almost boring: **useful content that answers the right buyer questions and clearly explains the product.**

You don't need to try every new GEO tactic at once. Start with the fundamentals, track what happens, and build from there. It's fine to test new tips and tools, but don't invest heavily until you've built your foundation.

### TIP 02

#### Digital PR isn't a prerequisite for success, but it can raise the ceiling

We've seen companies improve LLM visibility without a huge PR footprint, which is encouraging for smaller fintechs competing with bigger brands. That's somewhat different from traditional SEO, where authority and backlinks tend to play a much bigger role in winning the highest-value rankings.

But strong brand awareness and third-party coverage still help. **First-party content can get you a long way; digital PR can help you push visibility further once you start to plateau.** This is because LLMs look for consensus. When several independent sources describe your brand the same way, whether that's Finextra, a Forbes Advisor roundup or a partner's blog, models are more confident naming you in answers to broad queries like "best embedded finance platforms."

*(continues overleaf)*

## TIP 03

### Detailed product information is still essential for LLMs

Detailed product information helps both high-intent Google searchers and LLMs understand what your company does and when to recommend it. We've noticed that companies with strong LLM visibility before doing deliberate GEO work often have two things in common: **they've been around for a while and already have detailed product pages.**

Avoid vague claims like "fast" and "built for modern businesses" on your pages. Get specific about features, integrations, geographic coverage, use cases, implementation, and who your product is best suited to.

## TIP 04

### Keep investing in SEO

There's ample evidence that doing well on Google also increases your chances of doing well on LLMs. That means the opposite can be true as well: SEO issues can lead to a loss in LLM visibility.

This is why we advise against creating mass AI content; if Google suspects you are spamming your site with fully AI-written posts, you can get penalized. That leads to lots of pages being de-indexed and removed from Google, also impacting your LLM visibility.

One of our clients saw a decrease in LLM leads right after the May Google Core Update – after some investigation, it was due to a drop in rankings. Thankfully, we caught it quickly, and after some optimizations and updates across their content, the rankings – and leads – shot back up. You can read the full story here: [How this client recovered after a Google Core Update](#)

(continues overleaf)

## TIP 05

**More content ≠ more LLM visibility**

One of the biggest lessons from the past 18 months of testing is that content volume is **not** a reliable growth lever for LLM visibility.

Publishing more can feel like progress but we've seen companies dramatically increase content output while their **LLM visibility, organic traffic, and leads continue to fall**.

The issue is the relevance of this content.

If you publish 100 articles around topics your buyers are unlikely to ask an LLM about when choosing a provider, those articles may do very little for commercial visibility. Or perhaps you create content that is cited often, but it's so top of the funnel, and LLMs never actually mention you (or anyone) as a solution!

For GEO, ten pages that answer the right questions can be worth far more than hundreds of generic articles that never influence a buying decision.

Another key aspect is you want to make sure the content is useful and unique. If you publish ten articles that all make the same points, and your competitors already have pages saying the same thing, you're giving an LLM very little reason to choose your content over theirs.

That's why the strongest content gives LLMs something distinctive to reference, such as:

- **A unique insight or quote from an SME** based on first-hand experience
- **Original data or real numbers** that can't be found elsewhere
- **Customer or product insights** drawn from what you see in practice
- **A useful framework or comparison** that helps someone make a decision
- **Specific examples** that show what actually happens in the real world

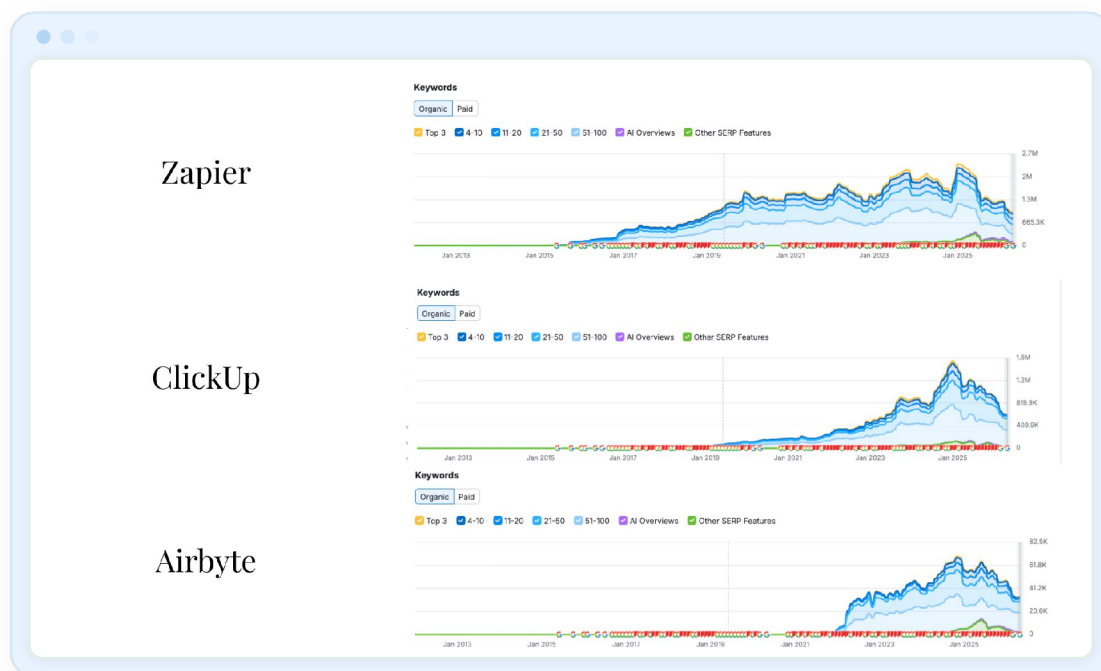
*(continues overleaf)*

## TIP 06

## Avoid building “Mount AI”

The extreme version of a volume-first strategy is sometimes referred to as “Mount AI”: publishing huge amounts of AI-generated content, seeing traffic rise rapidly, and then watching much of that growth disappear just as quickly.

Zapier, ClickUp, and Airbyte have all been cited in discussions of this pattern.



The danger is that mass-producing AI content can create a false sense of momentum. A growing page count, more indexed URLs, or a temporary traffic spike can look like success, even if the content is not improving brand visibility among the buyers that matter.

Google describes a related practice as [“scaled content abuse”](#): producing large volumes of content primarily to manipulate rankings rather than provide useful information.

That doesn’t mean you have to avoid using AI to create content. AI can make research, drafting, editing, and repurposing much faster. Google doesn’t inherently penalize AI. It just doesn’t like generic, programmatic, and spammy content.

To avoid Google’s wrath while still making use of AI, make sure the content is built on solid foundations. Outline the article properly, and make sure you have a human crafting the narrative and structure who knows what good content looks like.

# Final thoughts on AI search for fintech companies

AI search is changing quickly, and there’s still plenty we don’t know. But after testing different approaches across fintech clients, a few themes keep coming up:



### BUYING INTENT COMES FIRST

The prompts most worth targeting are usually the ones where someone is actively looking for a provider, product or solution.



### OWNED CONTENT MAKES A BIG DIFFERENCE

Despite all the new GEO tactics and technical fixes, the most consistent gains we’ve seen have come from publishing useful, specific content on your company’s own website.



### VISIBILITY NEEDS TO CONNECT TO COMMERCIAL RESULTS

AI visibility scores are only useful when you look at the prompts behind them and track what happens to leads and pipeline alongside them.



### THE FUNDAMENTALS HAVEN’T DISAPPEARED

Detailed product information, subject-matter expertise, customer insight, and strong brand awareness still help. GEO overlaps with good SEO more than some of the hype suggests.



### MORE CONTENT DOES NOT EQUAL MORE VISIBILITY OR MORE LEADS

Creating more content won’t necessarily get you the visibility you want.  
Focus on going after the right topics instead.

GEO will keep changing, so we’ll keep testing, questioning our assumptions, and sharing what we learn. For now, the best place to start is to understand what your buyers are asking, create genuinely useful content around those questions, and track whether that visibility is translating into business.

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We share what we're testing with fintech brands: what moves LLM  
visibility, what doesn't, and the data behind each result.

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# Mint Studios

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Mint Studios is a content marketing agency that helps financial companies acquire customers and position themselves as the experts with conversion-focused content.

To learn more about what we can do for your company, please visit: [mintcopywritingstudios.com](https://mintcopywritingstudios.com)

### Why do companies work with us?

- You'll get customers and revenue, not just blog posts and audits
- You'll get expert financial content that positions you as a thought leader
- You'll get a knowledge partner, not just an execution partner

We do content: you get new business.



*"The team feels like a natural extension of the ClearBank Marketing team. They've taken time to understand the nuances of our business and our audiences. They challenge our thinking, support our strategy and deliver high-quality work."*

**Geoff Whitehouse**, Group Content Lead at ClearBank

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