

What **AI** Means for **Brands**

**How to Stay Visible,
Relevant, and Chosen**



The biggest AI search misconception today is that it replaces traditional search & kills SEO

1.1 “AI Search Replaces SEO / Traditional Search”

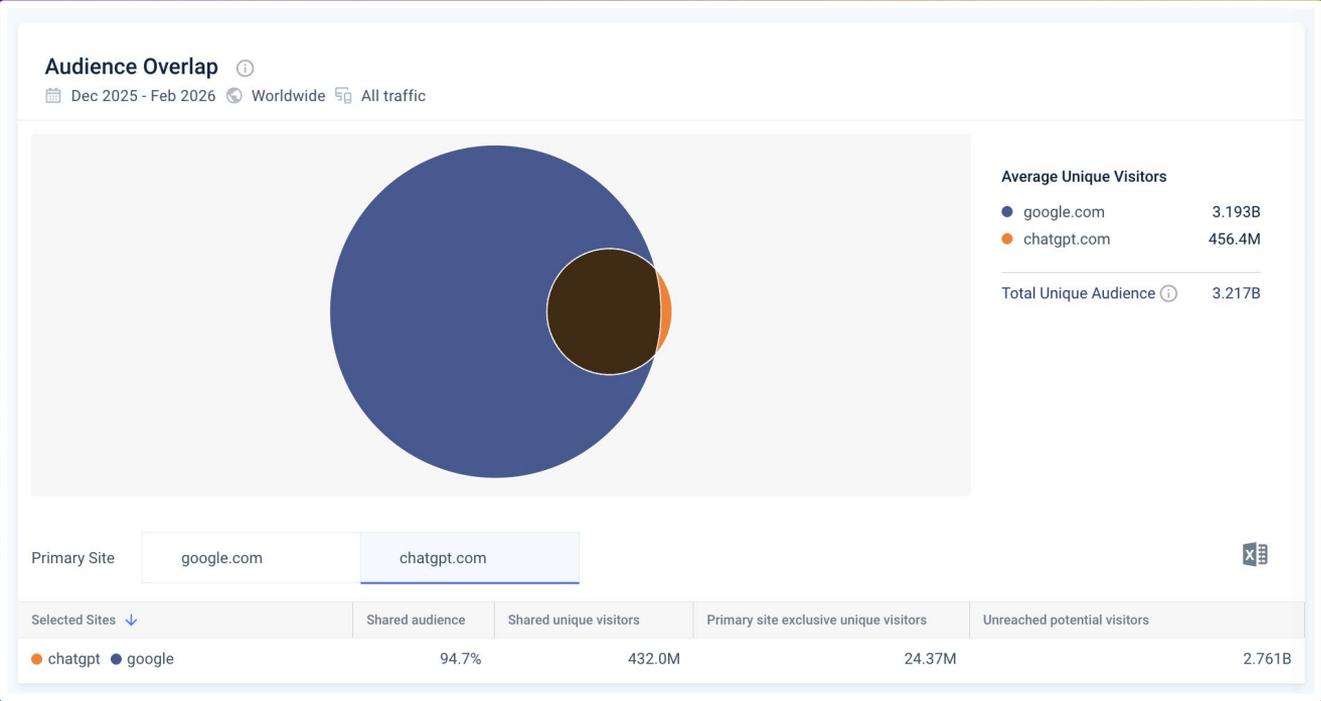
The most repeated misconception is that:

- AI search will fully replace Google and stop sending clicks
- SEO no longer works
- GEO / AI SEO is a completely separate discipline

1.2. “AI SEO Is a Totally New, Separate Skillset”

Many respondents push back against the explosion of new acronyms (GEO, AISEO, AIO, etc.) being marketed as entirely new strategies.

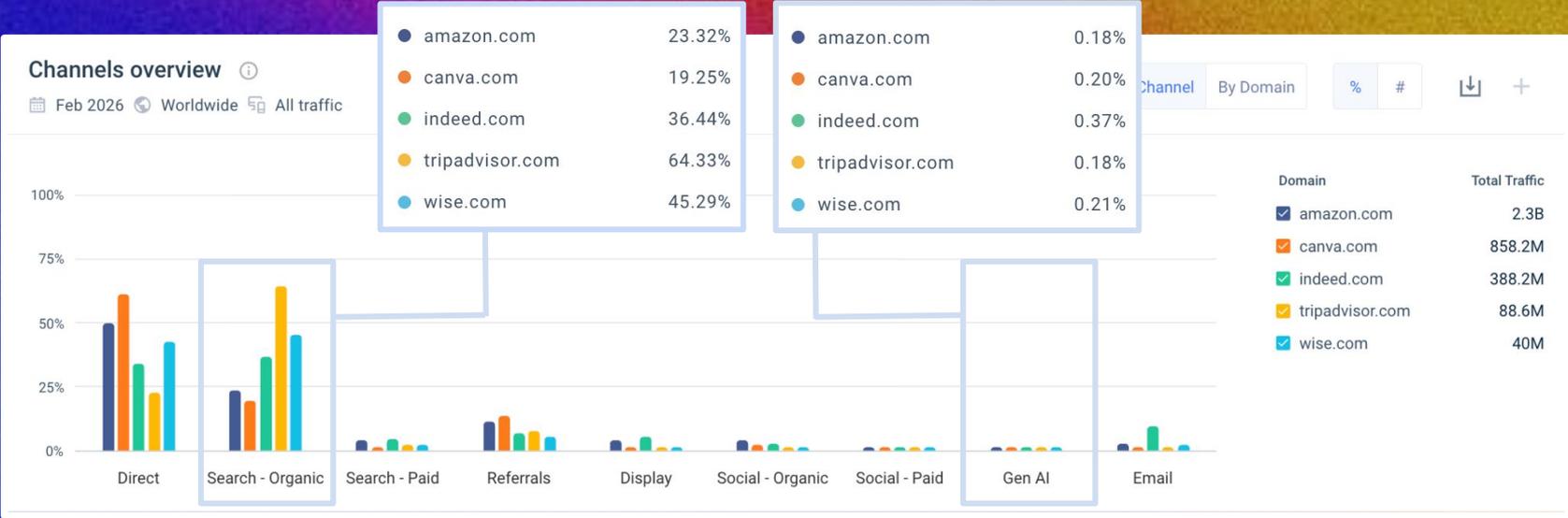
LLMs are expanding search as a discovery channel. 95% of ChatGPT users use Google too



Despite ChatGPT growth, Google is still the search king with 15X visits: It had 78B vs 5B visits in Feb



Top sites get a fraction of their traffic from AI platforms vs traditional search engines



There are also new search behaviors enabled by AI: Some of them are not “marketable”

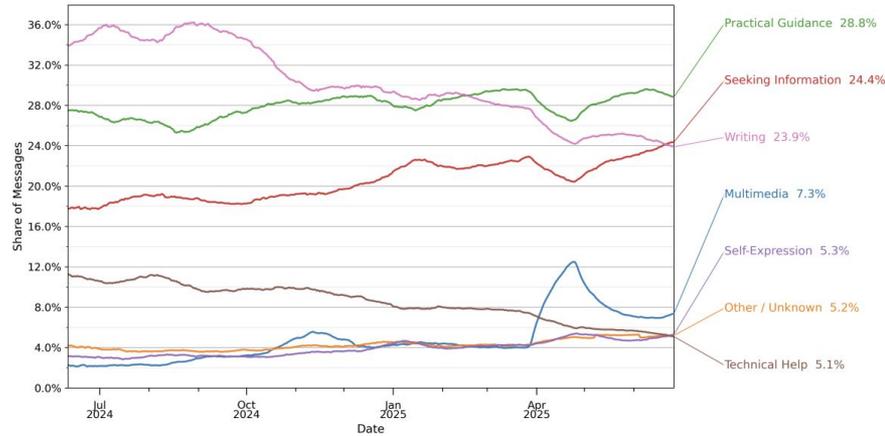
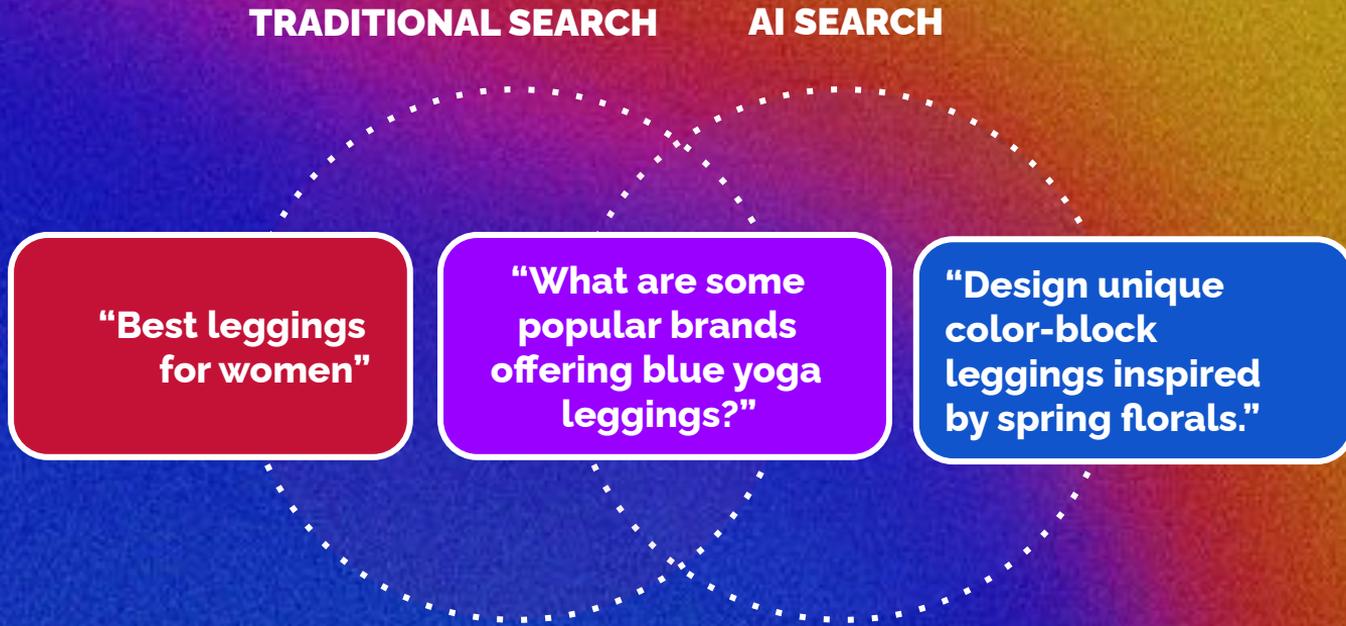


Figure 7: Share of consumer ChatGPT messages broken down by high level conversation topic, according to the mapping in Table 3. Values are averaged over a 28 day lagging window. Shares are calculated from a sample of approximately 1.1 million sampled conversations from May 15, 2024 through June 26, 2025. Observations are reweighted to reflect total message volumes on a given day. Sampling details available in Section 3.

“ChatGPT Consumer use patterns can be thought in terms of Asking (49%), Doing (40%), and Expressing (11%)”

For example, in the case of “leggings” related queries in traditional vs AI search platforms



SEARCH ENGINE ROUNDTABLE [Google](#) [Bing](#) [Algorithm Updates](#) [More](#)

Home / Google News / Google SEO / The Great Decoupling Explained By A Googler

The Great Decoupling Explained By A Googler

Jun 18, 2025 - 7:51 am 11 min by Barry Schwartz Filed Under [Google Search Engine Optimization](#)



The term, [The Great Decoupling](#) has really been catching on over the past couple of weeks. It is being used to describe what we are seeing with impressions and clicks moving further and further apart since AI Overviews has become more of the norm in the Google Search results.

We spoke about this term Darwin Santos coined it on X and now it has been in tons of SEO presentations, blog posts and social media shares. It describes when clicks and impressions used to be somewhat in line, now you get tons of impressions but no one is clicking anymore.

Heck, even Googlers are using the term or at least showing charts that reference what we are calling that term.



He then said on LinkedIn:

“ Image from yesterday's Google Search Central Live 2025 (not colored). GSC Impressions up, clicks down. The drop in organic traffic is affecting everyone - even Google services.

Martin Splitt said: 'So, yes, if things are being shown in AI overviews, you will probably see less clicks', there is also a light at the end of the tunnel. (...) So likely your impressions are going to go up if you are shown in AI overviews or AI mode. Um clicks are likely to stagnate or fall a little bit. (...) But likely this might increase your conversions, which is pretty good, I think.”

However, sites are losing non-trivial search traffic, due to the great decoupling caused by AIO's and more ads!

Search isn't just turning to AI, it's also being re-monetized with more clicks going to Ads

Jeans

SERP Composition of Top 5000 Queries in the US

Month	Classic Organic	Organic SERP Features	Text Ads	PLA	Volume	Clicks	Zero-Clicks Searches	AIO's
November 2024	68%	10%	11%	11%	11,700,000	5,900,000	64%	0.00%
December 2024	68%	8%	11%	12%	13,000,000	6,800,000	64%	0.00%
January 2025	73%	9%	7%	11%	11,200,000	5,500,000	65%	2.28%
November 2025	55%	14%	19%	12%	11,200,000	4,600,000	61%	13.50%
December 2025	55%	10%	23%	12%	12,300,000	5,000,000	59%	11.66%
January 2026	56%	10%	16%	18%	10,300,000	4,300,000	61%	12.06%

Additionally, purchasing decisions are made in AI, but users are converting elsewhere

Q: What are the different types of Answer Engine users?

A: Purchase rates vary significantly based on how consumers enter Answer Engines. Users researching specific products convert at 68.9%, while those with vague intentions only convert at 38.5%. Users ready to buy who use Answer Engines as a final check convert at 89.3%. The more specific the intent, the higher the conversion rate.

Purchase rates vary significantly by entry point:

User Type	Percentage	Purchase Rate
Researching specific product	34.9%	68.9%
Comparing across category	27.7%	68.4%
Vague intentions/exploring	18.5%	38.5%
Ready to buy (final check)	8.8%	89.3%

What Answer Engines Don't Do (Yet)

Answer Engines excel at information and decision-making but lack critical transactional features. They can't process checkouts, provide live pricing, or offer authentic reviews. This gap represents both a limitation and an opportunity for future development.

Current limitations include:

- No checkout functionality (14.5% of users need this)
- No live pricing/availability (14.2% of users need this)
- Limited authentic reviews (12.1% of users want this)
- Limited visual content (8.6% of users want photos/videos)

Also, with the new ChatGPT and AI Mode ecommerce features, including agentic checkout, users won't even need to leave AI platforms to buy

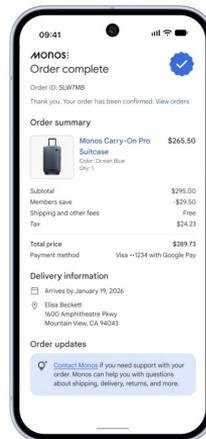
GOOGLE ADS

New tech and tools for retailers to succeed in an agentic shopping era

Jan 11, 2026
5 min read

We're announcing a new open standard for agentic commerce and AI tools to help retailers connect with high-intent shoppers and drive sales.

To start, UCP will soon power a new checkout feature on eligible Google product listings in AI Mode in Search and the Gemini app, allowing shoppers to check out from eligible U.S. retailers right as they're researching on Google. The feature is built with security at its core: shoppers can buy confidently with Google Pay using payment methods and shipping info already saved in Google Wallet and soon, will be able to make a purchase with PayPal. Retailers remain the seller of record, with the ability to customize the integration to their specific needs, all while helping to capture sales and avoid abandoned carts. In the coming months, we'll work with retailers to expand globally and add more capabilities — like discovering related products, applying loyalty rewards, and powering custom shopping experiences on Google.



Sequences shortened and results for illustrative purposes throughout. Screen images simulated.

Buy directly from eligible retailers on Google's AI surfaces.

The biggest inflection point is yet to come: When AI Mode becomes default in Google

Respondents don't expect a single "flip the switch" moment. The dominant view is a gradual, segmented rollout where AI Mode becomes the default for some query types, users, or regions first—while classic/hybrid SERPs remain for high-commercial or high-risk queries.

Most respondents expect Google to normalize AI answers quietly through deeper blending and query-based defaults, then relabel that reality as "default"—with 2026 as the most likely inflection year, but full universal default (if ever) pushed to 2027+ due to monetization, trust, and risk.

10.1. What timeline respondents predict

10.1.1. Never / unlikely to be the default

A meaningful group says "never" (or "not as AI Mode as we know it"), arguing:

- > Users won't want it by default
- > It's too disruptive
- > It's hard to monetize without harming ad performance
- > Google will prefer a **blended "Web Guides / Web Mode / hybrid"** default instead of a pure AI Mode tab

10.1.2. Mid-late 2026 is the most common prediction

The most frequent answer window is **sometime in 2026**, with many clustering around:

- > **H1 2026** (some saying "6 months," "early next year," "before summer")
- > **Q2-Q3 2026** (often cited as a realistic "default-by-segments" moment)
- > **Late 2026** (often framed as when it becomes the "standard" experience publicly)

10.2. The "why" behind the predictions (recurring reasons)

10.2.1. Monetization is the gating factor

By far the most repeated constraint:

- > AI Mode becomes default **when Google can protect or improve PPC economics**
- > Respondents repeatedly tied the switch to **ads + shopping/product feeds** being integrated cleanly

10.2.2. Cost and unit economics

Some explicitly point to inference cost and scalability:

- > AI Mode is expensive, so Google will default it only where it's "worth it"

10.2.3. User trust + backlash risk

Many expect resistance if users must "opt out":

- > Google needs higher trust, fewer errors, and a smoother UX
- > Expect **testing** before wider defaulting

A gradual, segmented rollout where AI Mode becomes the default for some query types, users, or regions first, while classic/hybrid SERPs remain for high-commercial or high-risk queries.

That's today's biggest search challenge: Visibility, attribution, & trust as AI keeps clicks

2.1. Click & Traffic Erosion from AI Overviews and Zero-Click Search

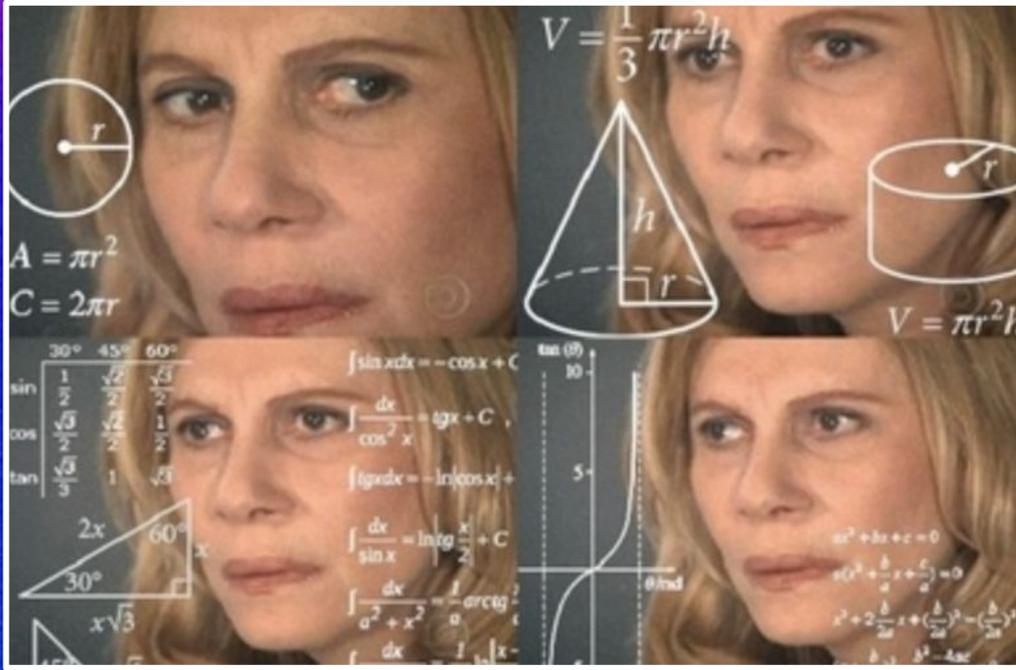
Most frequently cited challenge

- Stable rankings and impressions, but **collapsing CTR**
- AI Overviews, AI Mode, SERP features, and ads pushing organic results off-screen
- Informational and top-of-funnel content hit hardest
- Panic triggered by “traffic down” narratives despite stable revenue or conversions

2.2. Measurement, Attribution & Data Loss

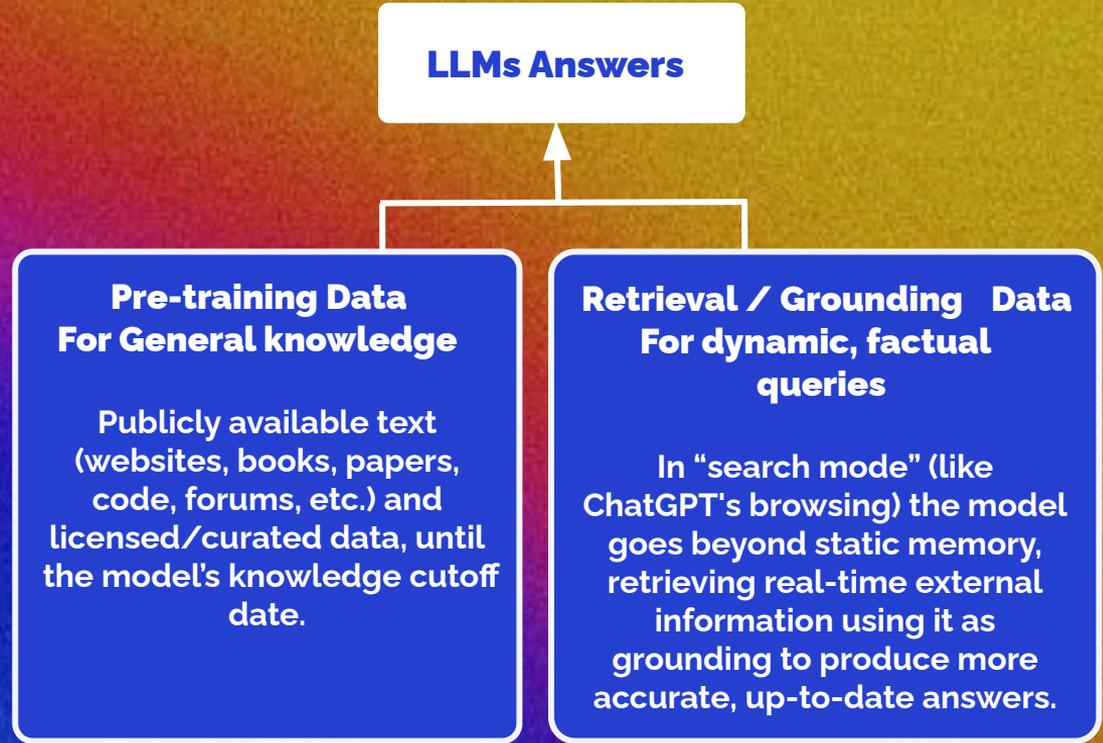
Second most common challenge

- Reduced data in Google Search Console
- Removal of parameters like num=100
- GDPR and privacy limitations
- Lack of reliable visibility into AI-driven discovery
- Expensive, immature, or noisy AI tools
- Difficulty forecasting AI Search impact



How all of this impacts SEO? Is it dead then?

**SEO is not dead.
LLMs answers rely
on grounding
when current,
factual info is
needed, meaning
SEO is vital for it.**



ChatGPT is even using Google search results via APIs (besides Bing's one) for answers. I tested it first-hand.

ChatGPT Is Using Google Search To Answer Your Questions — Here's What We Know

News By Amanda Caswell published August 22, 2025

To beat Google Search, ChatGPT may be borrowing from it.



When you purchase through links on our site, we may earn an affiliate commission. [Here's how it works.](#)



(Image credit: Shutterstock)

As [OpenAI](#) continues its race to rival [Google Search](#), it's doing something unexpected behind the scenes: relying on Google's own search results to train and power [ChatGPT](#).

According to [The Information](#), OpenAI has been using data scraped from [Google Search](#) via SerpApi, a web-scraping service based in Austin, Texas. This data reportedly helps ChatGPT answer real-time queries about news, sports, and financial markets; all areas where OpenAI's in-house tools are still playing catch-up.

Home > Blog > AI Search > Confirmed: ChatGPT Uses Google SERP Snippets For Its Answers [A Test With Proof]

Confirmed: ChatGPT uses Google SERP Snippets for its Answers [A Test with Proof]

July 24, 2025 By Aleyda Sois In AI Search

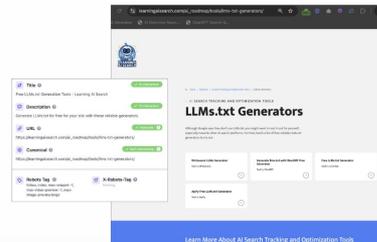
CONTENT

1. I Published A New Page in LearningAISearch.com without submitting to any search engine
2. ChatGPT couldn't locate the recently published page with web search activated
3. Gemini didn't have any issues fetching the content directly from the page to provide an accurate answer, even if this hadn't yet been indexed by Google
4. I confirmed that the page wasn't yet indexed by Google or Bing so far. So after this, I submitted it through the Google Search Console and Bing Webmaster Tools
5. After a little while, the page was now shown to be indexed in Google via the Search Console but not yet in Bing, however, the page wasn't yet shown using the "site:" command or adding the URL directly in Google Search Results yet.
6. Now that the page was indexed by Google (but not in Bing), I checked again to see if ChatGPT was able to fetch its content... without luck, still.
7. After a while, the page started to be shown in Google Search

I've run a simple but straight-forward to follow test that confirms the reliance of ChatGPT on Google SERPs snippets for its answers. Let's go through it:

1. I Published A New Page in LearningAISearch.com without submitting to any search engine

I published a [new indexable LLMs.txt Generators page](#), linked from the home page, and across the site navigation; however, I didn't submit it to any search engine after publishing it.



This is also happening in ChatGPT for their shopping related answers (besides their agentic protocol + feed).

SEO » Article

New finding: ChatGPT sources 83% of its carousel products from Google Shopping via shopping query fan-outs

Published: March 5, 2026 at 1:01 pm | Read Time: 13 minutes

Share



A new study reveals which data sources ChatGPT product carousels prefer. Here's how we analyzed shopping query fan-outs and what we found.



Written by Tom Wells

Has OpenAI's increasing independence from Microsoft and, by extension, Bing, become an overly dependent relationship with Google?

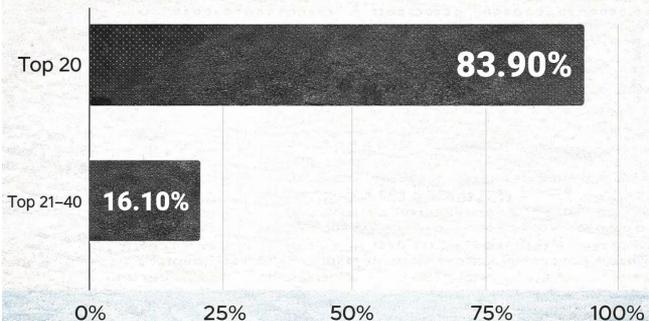


Edited by Rebecca Bridge

Our study comparing shopping query fan-outs (QFOs) in ChatGPT from both Google and Bing carousels appears to have provided at least a partial answer to that question. Let's take a look at how this study was conceived and what we found.

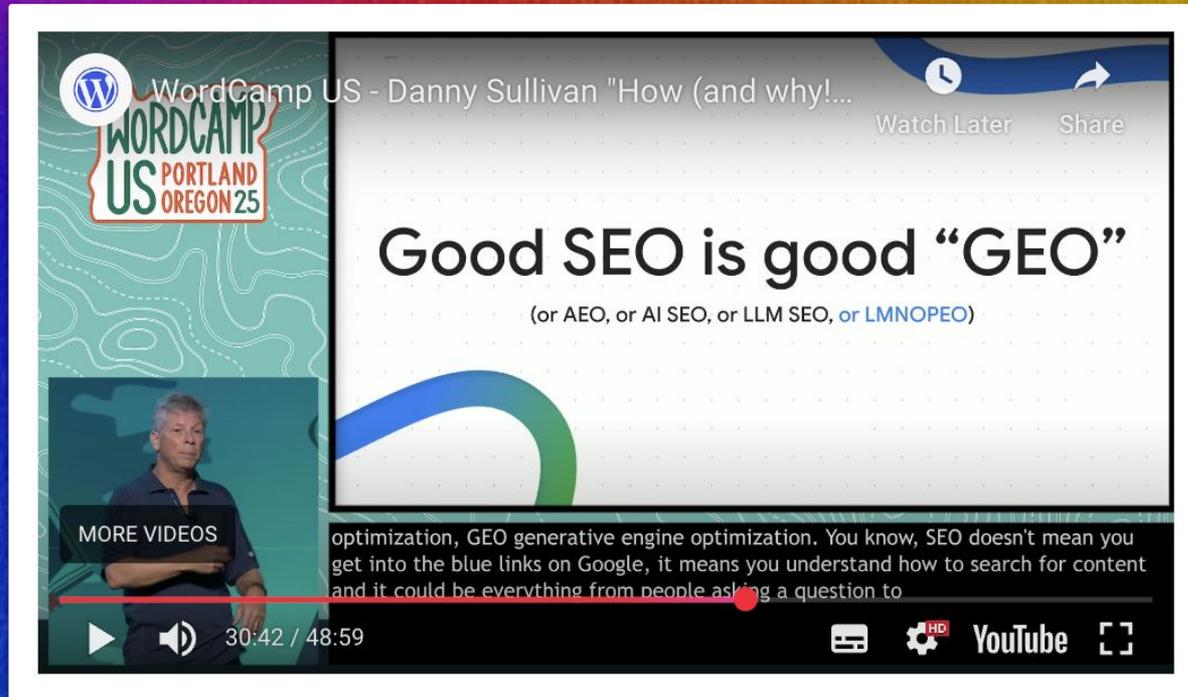
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Strong ChatGPT product matches in Google Shopping



Search Engine Land

So, good SEO is good GEO. But is it enough to win AI search? What about decreasing traffic?



WordCamp US - Danny Sullivan "How (and why!..."

Watch Later Share

Good SEO is good "GEO"

(or AEO, or AI SEO, or LLM SEO, or LMNOPEO)

MORE VIDEOS

optimization, GEO generative engine optimization. You know, SEO doesn't mean you get into the blue links on Google, it means you understand how to search for content and it could be everything from people asking a question to

30:42 / 48:59

YouTube

The image shows a YouTube video player. The video title is "WordCamp US - Danny Sullivan 'How (and why!...'". The video content is a presentation slide with the title "Good SEO is good 'GEO'" and a subtitle "(or AEO, or AI SEO, or LLM SEO, or LMNOPEO)". The slide has a green and blue wavy graphic at the bottom. The video player interface includes a "Watch Later" and "Share" button, a "MORE VIDEOS" button, a progress bar showing 30:42 / 48:59, and the YouTube logo.

***Let's go through key
AI search shifts that
impact how we optimize***

1. Search outcomes have shifted from deterministic link clicks to answer driven decision making, with clicks becoming probabilistic

AI Mode AI Images Video News More

which are the best email marketing platforms for editorially driven newsletters?

For editorially driven newsletters, the best platform depends on whether you prioritize **simplicity, audience growth, or monetization control.**

Top Editorial Newsletter Platforms

- **Substack: Best for Solo Writers & Simplicity.**
 - **Focus:** It offers a distraction-free, "Google Doc-style" writing experience.
 - **Growth:** Strong organic discovery via **Substack Notes** and a built-in recommendation engine that suggests your content to similar audiences.
 - **Cost:** Free to start with no monthly fees; the platform takes a **10% cut** of paid subscription revenue.
- **beehiv: Best for Rapid Growth & Monetization.**
 - **Focus:** Built by early Morning Brew employees, it is optimized for high-growth content businesses.
 - **Key Features:** Includes a viral referral program, an integrated **Ad Network** for easy

Beehiv vs Ghost (2026) — Which Newsletter Platform...
Jun 23, 2025 — go here a long form Beehive tutorial...
YouTube David Utkin

Best Place for Newsletter Growth: Substack vs. Ghost vs. beehiv
May 10, 2025 — Pros and Cons of Ghost's Content-Focused 'No Clean...'
Beehiv

The best email marketing platforms for newsletters - Reddit
Apr 10, 2024 — The best email marketing platforms for newsletters?... I recently shared a post on...
Reddit

Show all

- **Kit (formerly ConvertKit): Best for Creators Selling Products.**
 - **Focus:** Tailored for creators who want to combine editorial content with digital product sales or complex automations.
 - **Key Features:** Advanced **subscriber tagging**, visual automation builders, and a "Creator Network" for cross-promotion.
 - **Cost:** Offers a very high free tier limit of **10,000 subscribers.** YouTube +12

Quick Comparison Table (2026)

Platform	Ideal For	Monetization Model	Customization
Substack	Solo writers/journalists	10% Revenue share	Low (Minimalist)
beehiv	Growth-focused brands	Subs + Ads + Boosts	Moderate
Ghost	Indie publications	Monthly fee (0% rev share)	High (Open Source)
Kit	Creator businesses	Monthly fee + Commerce	High (Automation focus)
MailerLite	Budget-conscious teams	Monthly fee	Moderate

BigMailer +3

These platform comparisons provide an overview of email marketing tools ideal for editorially driven newsletters, considering factors like growth and monetization:

The 7 Best Newsletter Platforms for Creators in 202...

Oct 15, 2025 — We'll start with the unexpected, count down, and finis...

Letters by Burk



9 Best Newsletter Platforms in 2026 (Tested & Reviewed) »

Jan 6, 2025 — Top Newsletter Platforms: * Best for Publishing...

BigMailer



Are you planning to offer **paid subscriptions** or rely on **advertising** as your primary revenue source?

2. AI search is not only a performance but also a branding channel now

what are the pros and cons of baggy jeans for petite women

Here are the **clear pros and cons of baggy jeans for petite women**, based on fit mechanics, proportions, and styling realities (not trends or opinions).

✓ Pros

1. Comfort & mobility

Baggy jeans offer **more room through the hips, thighs, and legs**, which improves comfort and airflow—especially useful for everyday wear or warmer months.

2. Modern, on-trend silhouette

Loose denim aligns with current fashion cycles ('90s / Y2K revival). When styled correctly, baggy jeans can look **intentional and contemporary**, not oversized by mistake.

3. Can visually elongate legs (when done right)

High-rise baggy jeans with a **defined waist and full-length leg** can create a longer vertical line, especially when paired with:

- Cropped or tucked-in tops
- Platform shoes or slight heels

4. Flattering on certain body proportions

Petite women with **narrow shoulders, slim hips, or straight figures** may benefit from the added volume, which can balance proportions and add structure.

✗ Cons

1. High risk of overwhelming a petite frame

Excess fabric, wide leg openings, or long rises can **shorten the appearance of the legs** and make the body look smaller or boxy if proportions aren't controlled.

2. Length issues are common

Most baggy jeans are designed for average or tall heights. On petite women, they often:

- Pool at the ankle
- Break awkwardly at the shoe
- Require hemming (which can ruin the intended silhouette if not done carefully)

+ Ask anything



3. Search demand is expressed as long, dynamic, multi-constraint conversational prompts that are difficult to predict

jeans Exacto Frase 0 listas

Resumen Intención Datos demográficos Jerarquía de palabras clave

Jan 26 - Mar 1 2026 vs. Período anterior ChatGPT United States Edad Ingresos

Prompts relevantes
Mensajes de usuarios relacionados con la palabra clave, reformateados para preservar la privacidad y mejorar la legibilidad

Prompt del usuario	Fecha de la consulta
I usually wear 31 inches in jeans.	Feb 12, 2026
What do you call these jeans?	Feb 08, 2026
Should I wear my Titans jersey with leggings or wide leg jeans and a vintage Titans shirt to my Super Bowl party?	Feb 08, 2026
Stylish women will be cuffing their jeans with ankle bracelets.	Feb 08, 2026
I prefer loose-fitting jeans for comfort, not for the aesthetic, except for my black wide-leg jeans.	Feb 08, 2026
What color shirt goes with blue and black jeans and a polo?	Feb 07, 2026
Explain the difference between slim straight and slim tapered jeans.	Feb 07, 2026
Can he still wear the Ecco shoes with jeans if he's wearing a blue collared shirt to the office?	Feb 07, 2026
You plan to wear the item with a black coat, black jeans, and black AF1s.	Feb 07, 2026
Recreate the picture with the white background, brown purse, and jeans for separate download.	Feb 07, 2026

Showing 1 - 10 of 30 items

4. Search systems increasingly act as decision engines, not just retrieval systems

ChatGPT 5.2 Share

best baggy jeans for women

Here are some of the best baggy jeans for women right now — ranging from on-trend wide fits to relaxed vintage silhouettes that balance comfort with style (baggy denim is a key wardrobe staple in casual fashion right now) British Vo... +1



American Eagle Dreamy Drape Baggy Jeans
€44.50 • American Eagle Sp...



Levi's Cinch Baggy Jeans
€79.95 • ASOS



Levi's 94 Baggy Wide-Leg Jeans
€80.00 • ASOS

Best Everyday & Trendy Baggy Jeans

- American Eagle Dreamy Drape Baggy Jeans** – Top-rated baggy style with a relaxed wide-leg fit and comfy stretch — easy to style with tees or oversized shirts (excellent value).
- Levi's Cinch Baggy Jeans** – Classic Levi's baggy denim with a cool slouchy silhouette; durable and versatile.
- Levi's 94 Baggy Wide-Leg Jeans** – Another great Levi's pick with oversized wide legs for that '90s vibe.

Stylish & Elevated Picks

- Baggy Jeans CL321 – Lewkin** – A premium baggy denim silhouette that's roomy without feeling sloppy.
- Bacov Low Rise Jeans CA326 – Lewkin** – Low-rise bacov option with a relaxed

+ Ask anything  

ChatGPT can make mistakes. Check important info. See [Cookie Preferences](#).



Levi's cinch baggy jeans with foil panel in light wash-Blue

Select

 ASOS In stock online, Free delivery between 4–10 Feb	€79.95	Visit
 Levi's In stock online, Free delivery	€79.00	Visit
 Zalando.es In stock online, Delivery €3.95	€75.90	Visit

5. Personalization depth has shifted from segment-level to individual-level adaptation based on users history and implicit preferences

PRODUCTS & PLATFORMS > PRODUCTS > SEARCH

Personal Intelligence in AI Mode in Search: Help that's uniquely yours

Jan 22, 2026
5 min read

Personal Intelligence lets you tap into your context from Gmail and Photos to deliver tailored responses in Search, just for you.

 **Robby Stein**
VP of Product, Google Search

[Read AI-generated summary](#) < Share

Personal Intelligence can also be particularly helpful for shopping, because AI Mode considers the types of items you buy and where you shop. If you need a new coat for your upcoming trip, AI Mode could automatically take into account the brands you prefer, as well as your flight confirmation in Gmail to identify the destination and timing (Chicago in March). You'll get suggestions for windproof, versatile coats that fit the weather *and* your preferred look. It's like a personal shopper who already knows your itinerary and the vibe you're going for.

your previous purchases from brands like Eddie Bauer and AllSaints.

Warm and waterproof

These insulated coats will be especially good for your **Architecture River Cruise on March 24.**

 **Eddie Bauer Men's Mainstay Insulated Waterproof Hoodie...**
\$114.50 ~~\$229~~
4.4 ★ (495) · Eddie Bauer & more

This thigh-length coat features a waterproof laminated shell and its 80g ThermoFill synthetic insulation lends warmth. The classic fit allows for easy layering.

6. Query to page targeting breaks down as prompts are decomposed into sub-queries matched across multiple sources for answer synthesis

The screenshot displays the 'AI Traffic' interface for gymshark.com. The main table, titled 'Top Folders From Chatbots', shows the following data:

Folder (48)	Uri Traffic Share
1 gymshark.com/blog	7.38%
2 gymshark.com/collections	4.98%
gymshark.com/collections/mens-t-shirts	< 1%
gymshark.com/collections/7-inch	< 1%
gymshark.com/collections/athlete-top-picks	< 1%
gymshark.com/collections/chris-bumstead	< 1%
gymshark.com/collections/halloween	< 1%
gymshark.com/collections/heavyweight-hoodies	< 1%
gymshark.com/collections/high-waisted-leggings	< 1%
gymshark.com/collections/hoodies	< 1%
gymshark.com/collections/leggings	< 1%
gymshark.com/collections/long-sleeve	< 1%

The 'Top Prompt Example' sidebar contains the following prompts:

- What are some good compression-fit workout shirts for men, and how do I choose the right size?
- Can you show me a selection of compression training tops and explain the differences between them?
- I'm looking for tight-fitting gym shirts that wick sweat—what options are available and what features should I look for?
- Where can I browse and buy compression-fit shirts online, with filters for color and size?
- What's the best compression shirt for weightlifting or running, and how should it fit compared to a regular athletic tee?
- What's the best compression shirt for weightlifting or running, and how should it fit compared to a regular athletic tee?

Red boxes highlight the first and fifth prompts in the sidebar, which are linked to the first and fifth rows of the table, respectively.

7. The search and purchase journey are continuous and stateful

what are the best women leggings for padel?

For **padel**, the best leggings are usually **tennis-style performance leggings**, because the sport requires **quick lateral movements, lunges, and frequent ball storage**. The most important features are:

- **4-way stretch & compression** for explosive side-to-side movement
- **Breathable, sweat-wicking fabric**
- **Ball pockets** (very useful in racket sports)
- **High waist so they stay in place** during lunges and smashes

These features help maintain comfort and mobility during intense rallies. [OFERTAS DE PADEL - 11](#)

Below are some of the best leggings commonly used for padel or tennis.

🟢 Best Women's Leggings for Padel

Premium performance

- **Lululemon Swift Speed or Align**
 - Excellent stretch and comfort
 - Popular among racket-sport players for durability and compression

✅ My top 3 overall for padel

1. **Sweaty Betty Power Leggings** – best mix of compression + pockets
2. **Lululemon Swift Speed** – extremely durable for lateral movement
3. **Bullpadel or Head Tech leggings** – designed specifically for padel/tennis

💡 Pro tip for padel:

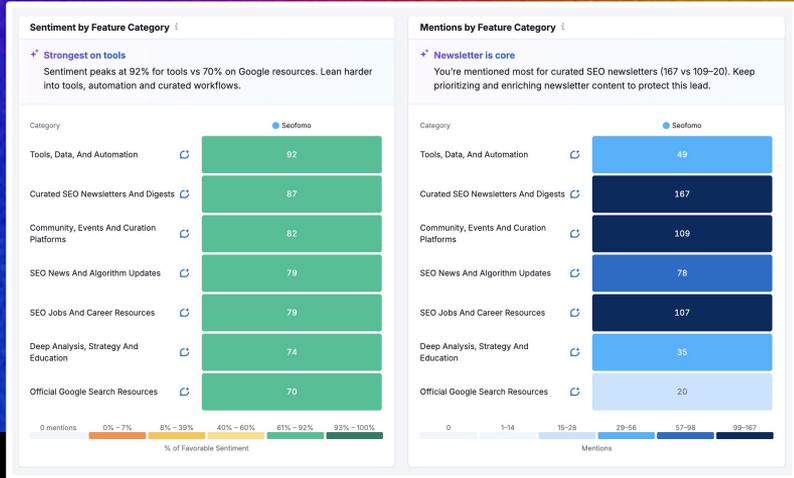
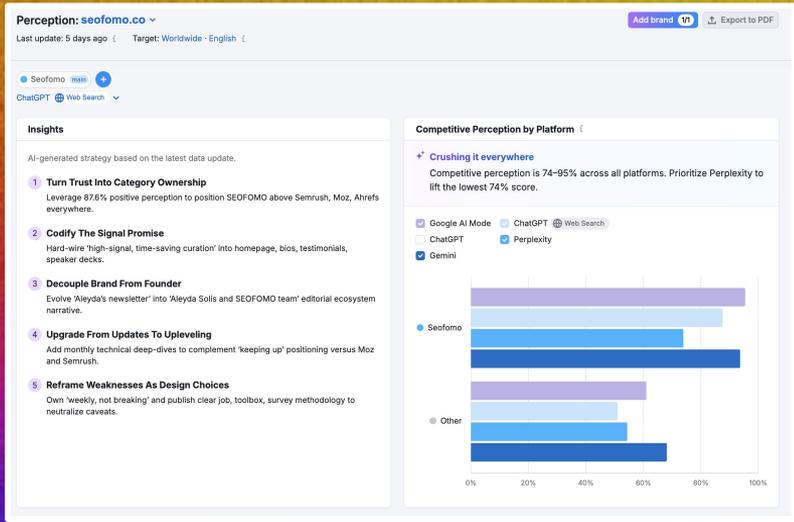
Look for leggings with **side or back ball pockets**—many padel/tennis tights include them so you can carry a spare ball during play. [padeldirect.be](#)

If you want, I can also tell you:

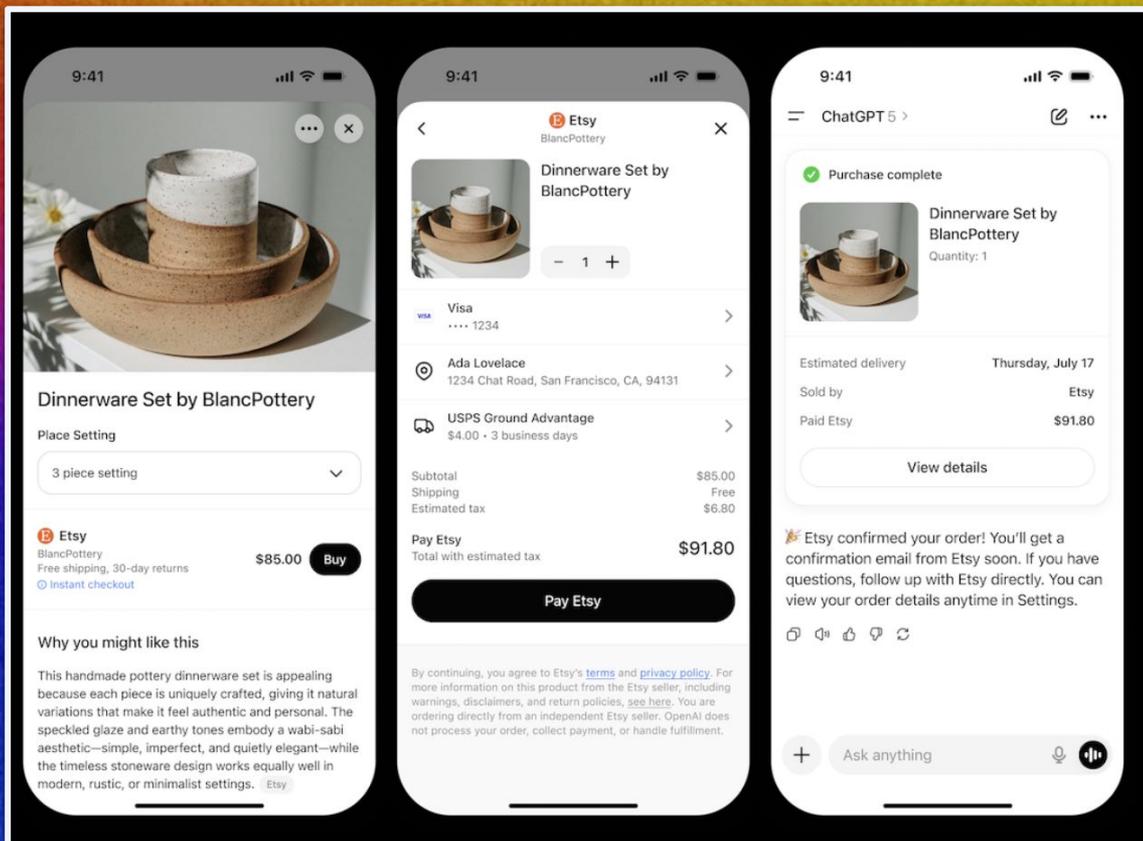
- The best leggings specifically used by pro women padel players
- The most flattering leggings for padel (not just performance)
- The best brands available in Spain/Europe.

📄 🌟 📌 🔄 ⋮ ➡ Sources

8. Brand trust functions as a system-level filter



9. Transactions are becoming native to the AI search interface



10. Many AI search systems have limited or no client-side JavaScript support when crawling

AI DATA CRAWLERS RENDERING STATUS UPDATED (DEC 2025) Experimental

Crawler	Rendering	Crawler	Rendering	Crawler	Rendering
Googlebot	✓	CCBot	✗	GrokBot	✗
Bingbot	✓	GPTBot	✗	meta-externalagent	✓
Yandex	✓	OAI-SearchBot	✗	MistralAI-User	✓
Naver	✓	ChatGPT-User	✗	Bytespider	✓
Baidu	✓	ClaudeBot	✓	DuckAssistBot	✓
Applebot	✓	Claude-User	✗		
AdsBot-Google	✓	Claude-SearchBot	✗		
adidxbot	✓	PerplexityBot	✗		
Applebot	✓	Perplexity-User	✗		

* Render capability does not imply that rendering occurs consistently on every crawl.

Merj @giacomozecchini



Rendering, Style, and Layout When Things Go Wrong - Giacomo Zecchini

Tech SEO Connect 894 subscribers

14 Share Save Clip Download

***How can we win in
this new AI search
landscape?***

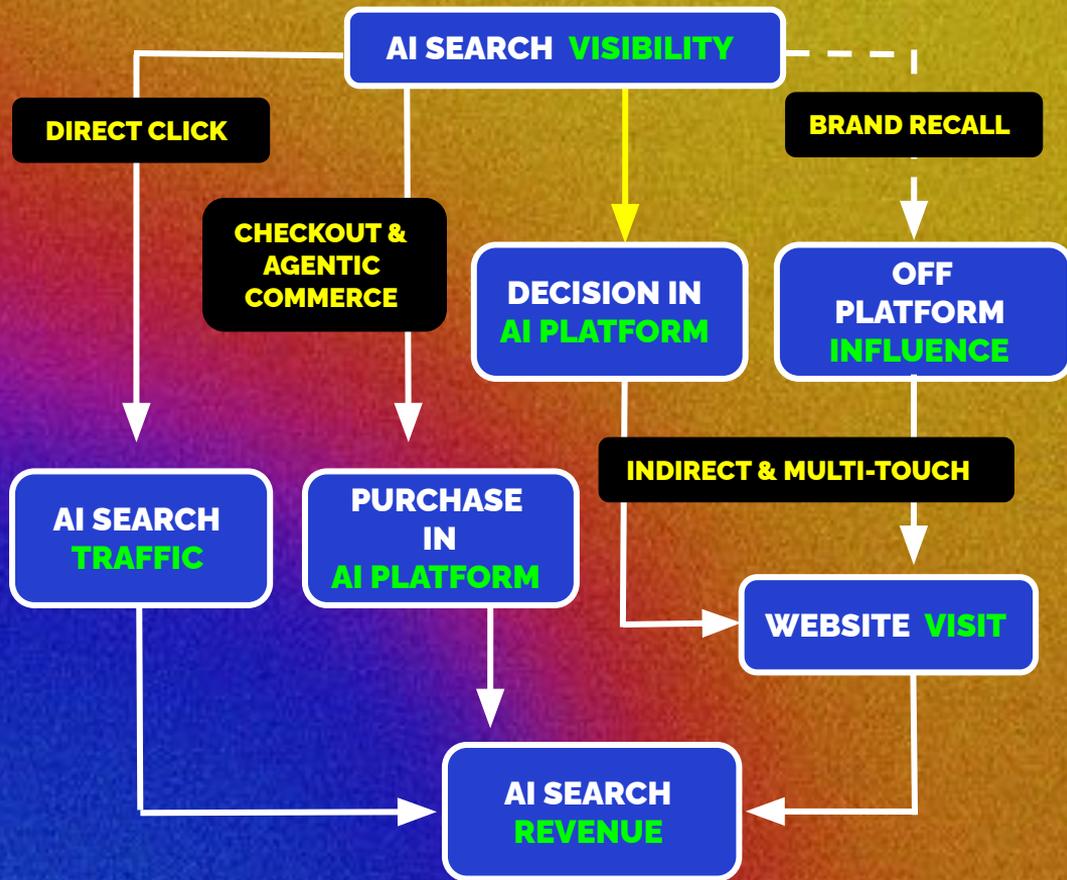
1. Stop using traffic as a reliable KPI, and start using a blend of Branding and Performance KPIs: AI visibility, sentiment, purchases, and revenue

1. Start using a blend of branding and performance KPIs for AI search

2. Use branding KPIs such as: AI brand visibility, sentiment, citations, share of voice per platform

3. Use performance KPIs such as: assisted conversions / sales, revenue, average order value, CAC, ROI from AI flows

Evangelize stakeholders to stop using traffic as an “easy” KPI & goal as it doesn’t accurately show the impact of AI visibility & optimization



It's key to shift from traffic to monitor visibility, citations, sentiment, sales and revenue

Traditional Search

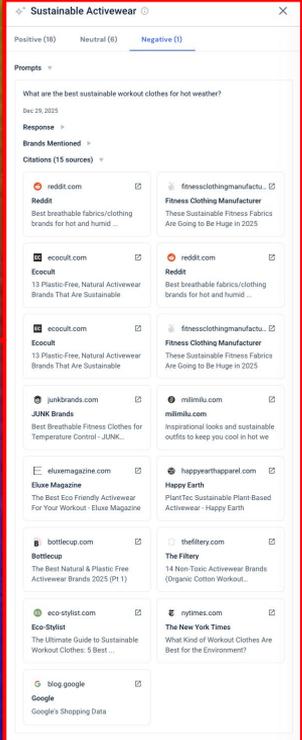
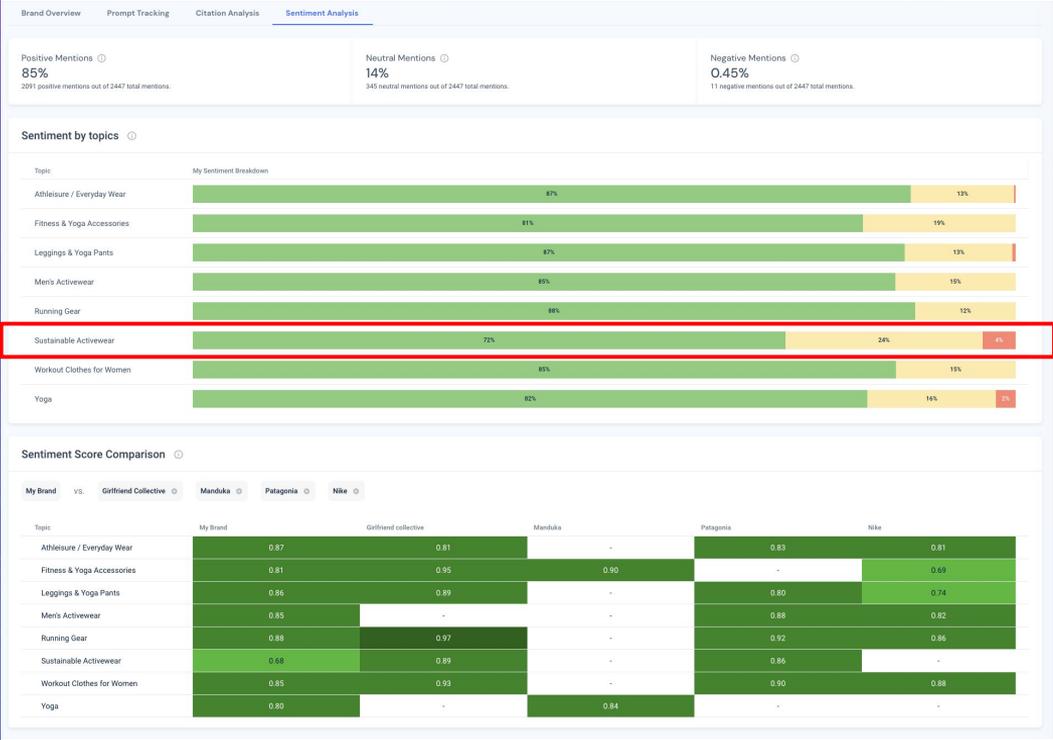
- * **Rankings**
- * **SERP Features Inclusion**
- * **Traffic**
- * **Conversions/Sales**
- * **Revenue**
- * **Customer Acquisition Cost**
- * **ROI**

VS

AI Search

- * **Visibility**
- * **Sentiment**
- * **Citations**
- * **Share of Voice**
- * **Conversions/Sales**
- * **Revenue**
- * **Customer Acquisition Cost**
- * **ROI**

We should track visibility at a topical level, not individual prompts due to their dynamic nature



Prioritize topics for which there's a higher share of answers consistently grounded per platform

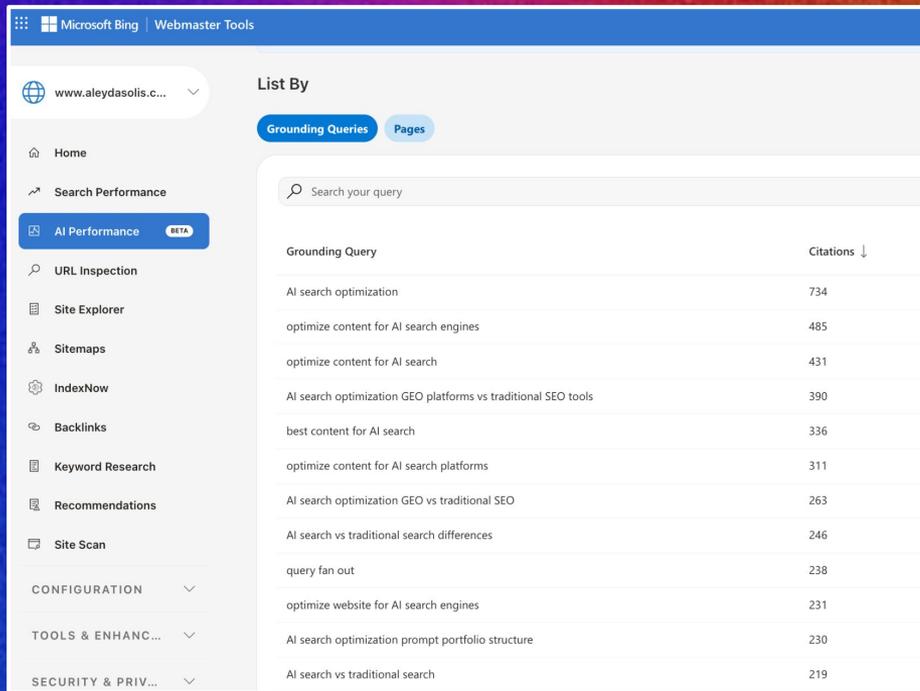
Visibility Prompts Query Fanouts Platforms Regions Personas Sentiment Citations [Export 1,6k answers](#)

Last 7 Days vs. Prev. Period Group by: Topic Customize Columns Search Topics # Topics Platforms

The Levi's configuration includes 50 visibility prompts across 5 topics, which are run daily. [Modify Prompts](#)

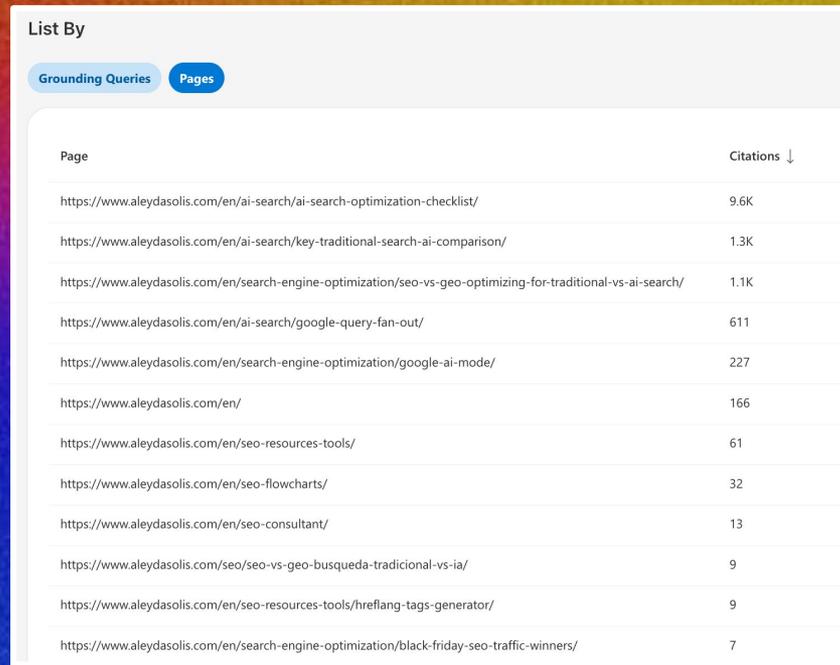
Topic	Visibility Score	Citation Share	Executions	Web Search
Women's Jeans 10 prompts	88,5% -1,6%	0%	551	75%
where to find best women's skinny jeans	98,2% +5,4%	0%	55	85,5%
most comfortable women's jean jackets	87,6% -3,4%	0%	54	85,2%
what's the best place to buy women's jeans	100% +1,8%	0%	55	83,6%
best deals on women's blue jeans	91,1% -3,6%	0%	57	75,4%
top rated women's blue jeans	92,9% -7,1%	0%	55	74,5%
where to buy best women's denim jackets	100% +7,1%	0%	54	74,1%
best women's jeans for curvy fit	65,5% -10,4%	0%	55	70,9%
best quality jeans for women	100% +3,6%	0%	55	70,9%
best women's jeans for petite size	49,7% -9,6%	0%	55	69,1%
best women's jeans brands	98,2% -1,8%	0%	56	60,7%
Jeans 10 prompts	89,6% +0,2%	0%	552	73,7%
Men's Jeans 10 prompts	96,7% +1,5%	0%	547	67,1%

Use the new AI Performance report from BWT to get grounding queries and cited pages for free



The screenshot shows the Bing Webmaster Tools interface for the domain www.aleydasolis.com. The 'AI Performance' section is active, displaying a table of grounding queries and their citation counts. The table is sorted by citations in descending order.

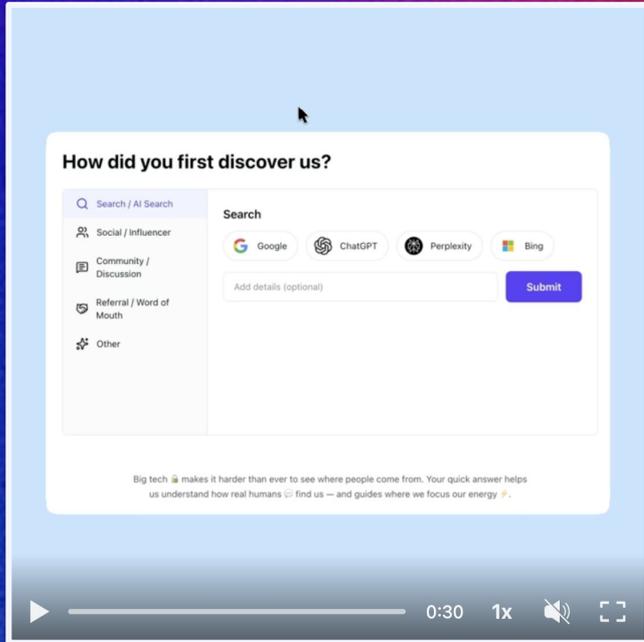
Grounding Query	Citations ↓
AI search optimization	734
optimize content for AI search engines	485
optimize content for AI search	431
AI search optimization GEO platforms vs traditional SEO tools	390
best content for AI search	336
optimize content for AI search platforms	311
AI search optimization GEO vs traditional SEO	263
AI search vs traditional search differences	246
query fan out	238
optimize website for AI search engines	231
AI search optimization prompt portfolio structure	230
AI search vs traditional search	219



The screenshot shows the 'List By' section of the Bing Webmaster Tools AI Performance report, filtered by 'Pages'. It displays a table of cited pages and their citation counts, sorted in descending order.

Page	Citations ↓
https://www.aleydasolis.com/en/ai-search/ai-search-optimization-checklist/	9.6K
https://www.aleydasolis.com/en/ai-search/key-traditional-search-ai-comparison/	1.3K
https://www.aleydasolis.com/en/search-engine-optimization/seo-vs-geo-optimizing-for-traditional-vs-ai-search/	1.1K
https://www.aleydasolis.com/en/ai-search/google-query-fan-out/	611
https://www.aleydasolis.com/en/search-engine-optimization/google-ai-mode/	227
https://www.aleydasolis.com/en/	166
https://www.aleydasolis.com/en/seo-resources-tools/	61
https://www.aleydasolis.com/en/seo-flowcharts/	32
https://www.aleydasolis.com/en/seo-consultant/	13
https://www.aleydasolis.com/seo/seo-vs-geo-busqueda-tradicional-vs-ia/	9
https://www.aleydasolis.com/en/seo-resources-tools/hreflang-tags-generator/	9
https://www.aleydasolis.com/en/search-engine-optimization/black-friday-seo-traffic-winners/	7

Start asking customers how they discovered you, to attribute revenue to the right channel



Carl Hendy · 1st
Founder at Audits.com – Trusted SEO Partner for Brands, Investors and I...
1w · Edited · 📍

Attribution is getting blurrier every day, but one of your simplest tools for understanding audience behaviour is probably gathering dust

Spending all day working and living on the web, I see many of these, yet most seem stuck in the past five to ten years, still listing outdated search platforms or generic social media selections with radio buttons. I don't think I've seen one that includes LLMs or AI-driven search platforms.

Given that big data is no longer what it was, and attribution is becoming increasingly opaque, these pop-ups are now one of the best ways to understand where your audience actually exists. Where you load these modals, whether pre or post purchase, and how you interrupt the user journey will depend heavily on your audience and testing. These boxes will become more valuable than ever in understanding where your audiences begin their search journey.

They could even open the door to new traffic opportunities, brand advocates and forms of content not yet being produced by the business.

I quickly mocked up this example using ChatGPT and the [Logo.dev](#) API for the icons. It really wouldn't be difficult to build a custom version with your brand colours and messaging based on the knowledge of your current audience.

Interactions can be stored and analysed. Don't be bland, find ways to communicate with your audience and make them feel part of the solution. Responses can be incentivised and emails collected, while serving different messages based on referral data.

Many [#ecommerce](#) retailers already use these pop-ups. Now's the time to update them and make the most of the data collection opportunities given the diversification of user search journeys.

Glen Allsopp · @ViperChill · Jan 14

Where did new users learn about Ahrefs in 2025?

Some insights from ~250K responses — a "small" subset of signups

"I would love to build anything that gets 250K signups in a year, but the reality is most people share very specific sources, very broad sources (search, social, [Show more](#))"

Where did new users learn about Ahrefs in 2025?

Specific platforms mentioned on signup across ~250K new accounts (a subset of total registrations)

Platform	Percentage
Google	53.74%
YouTube	25.84%
ChatGPT	10.73%
Facebook	2.16%
Reddit	1.45%
X	1.29%
LinkedIn	1.29%
TikTok	1.02%
Instagram	0.91%
General	0.81%
Cook	0.28%
Perplexity	0.25%
Cybert	0.24%

Does not include all new accounts or all registration sources. Values are sources compared against each other, rather than as part of the whole.

2. Optimize for comprehensive, well-structured content that establishes topical authority that AI can flexibly extract from any accessible page

1. For each product line, define a topical map: Core entity (e.g. “women’s road running shoes”), subtypes (daily trainer, long-run, speed, recovery), alternatives, etc.

2. Cover all decision dimensions, not just popular queries (Use cases, constraints, trade offs, risks, edge cases, etc.)

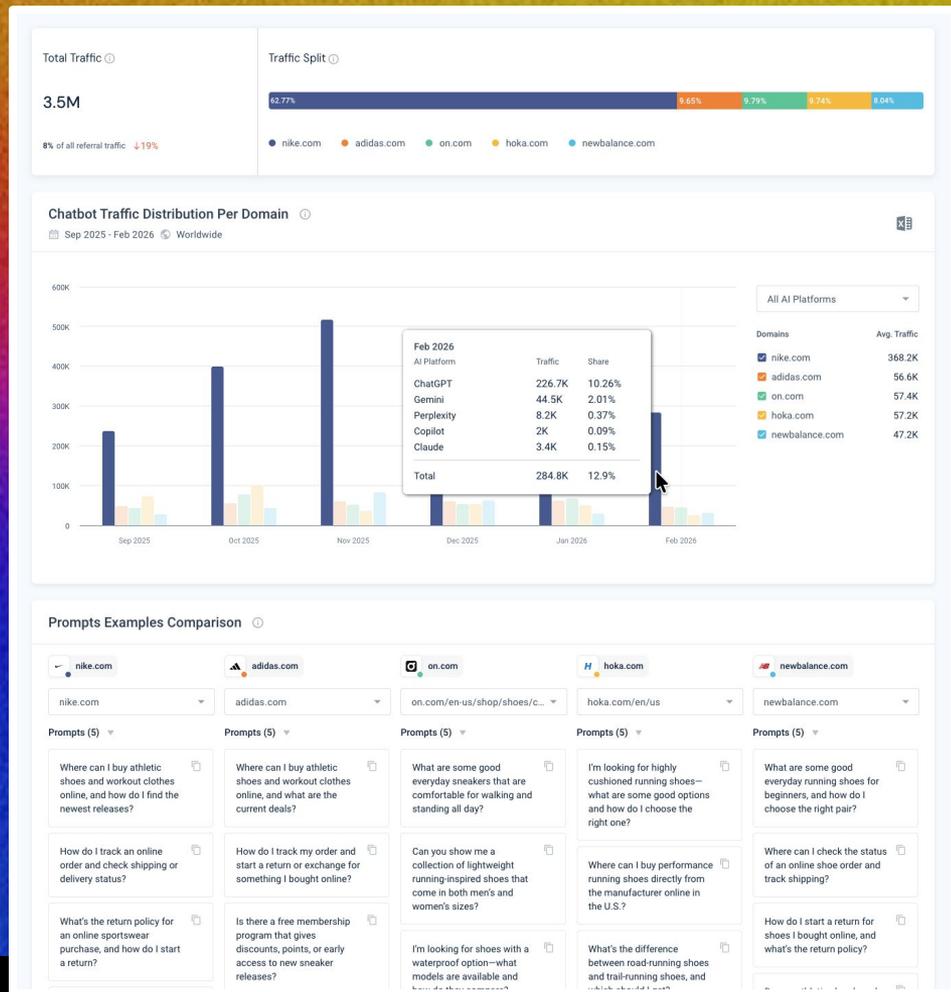
3. Create topic-level summaries above product-level content.

4. Assess & monitor topic completeness gaps: % of subtypes with content, % of products with full attribute sets, % of decision scenarios covered, etc.

It's critical to establish an "on brand", comprehensive topical authority, targeting the full customer journey



Run an AI traffic benchmark to identify platform & topic opportunities vs competitors



Replace keyword maps with product/service constraint matrices that align with the decision reasoning and constraint matching performed by AI platforms

1. Re-model demand as jobs * constraints, not queries:

- Rows: use cases / jobs-to-be-done
- Columns: constraints (price, size, compatibility, delivery, risk, performance, context)

2. Ensure every meaningful intersection is supported by: Product / service attributes, content modules, filters, internal links

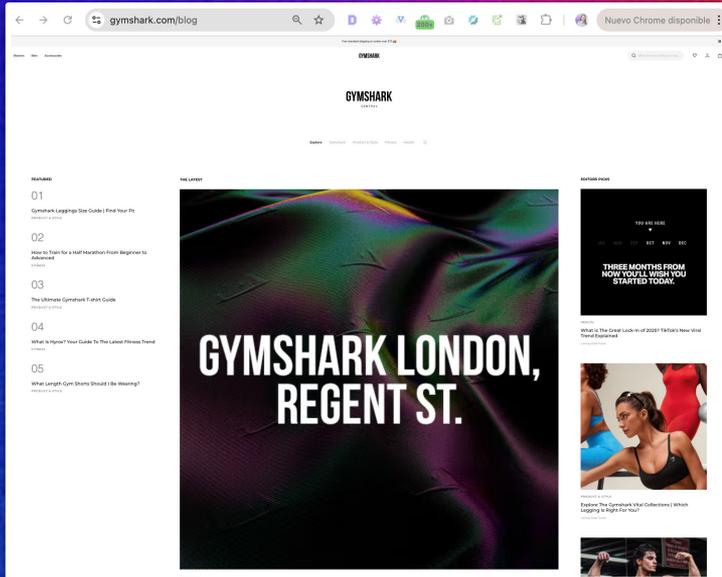
3. Align filters to natural language constraints : “Good for long runs”, “Easy to travel with”, “Soft cushioning”

Eg. Don't target "best running shoes 2026", but map jobs-to-be-done against constraints:

Job / Use Case	Price	Cushioning	Weight	Terrain	Durability	Foot Type
Marathon training	Mid-high	Max	Light	Road	High	Neutral / Stability
Trail running	Mid-high	Moderate	Medium	Off-road	Very high	Stability
Casual daily runs	Low-mid	Moderate	Light	Road	Moderate	Any
Injury recovery	Any	Max	Any	Road	Moderate	Stability / Motion control
Travel-friendly running	Low-mid	Moderate	Ultra-light	Road	Moderate	Neutral
Race day	High	Minimal	Ultra-light	Road	Low	Neutral

Take "Marathon training * Cushioning (Max)": You'd ensure you have the product attributes tagged (cushion level: maximum), a content module explaining why max cushioning matters for long distances, a filter like "Soft cushioning for long runs," and internal links connecting the marathon training guide to the product listing.

Informational content investment is hard, but needed for topical authority & getting cited



A screenshot of the Similarweb AI Traffic analysis tool for gymshark.com. The interface shows a table of traffic sources and a sidebar with prompt examples. The table lists various folders and pages, with the 'gymshark.com/blog' folder highlighted in red. The sidebar on the right contains a 'Top Prompt Example' section with several prompts related to gym attire and workouts.

Folder (12)	URI Traffic Share ↓
1 gymshark.com/products	13.47%
2 gymshark.com/collections	10.36%
3 us.checkout.gymshark.com/products	9.33%
4 gymshark.com/blog	5.18%
gymshark.com/blog/article	4.66%
gymshark.com/blog/article/what-to-wear-to-the-gym	1.04%
gymshark.com/blog/article/cbum-back-workout	< 1%
gymshark.com/blog/article/how-to-become-a-gymshark-athlete	< 1%
gymshark.com/blog/article/how-to-do-kettlebell-swings	< 1%
gymshark.com/blog/article/how-to-style-sweatpants	< 1%
gymshark.com/blog/article/the-best-workout-splits-for-every-goal	< 1%
gymshark.com/blog/article/the-best-workout-splits-for-every-goal#~:text=By not prioritizing ce,tain muscle,in less time, making it	< 1%
gymshark.com/blog/article/the-official-gymshark-story	< 1%
5 gymshark.com/pages	4.66%
6 support.gymshark.com/en-US	4.15%

Top Prompt Example

Prompts

- What should I wear to the gym for the first time if I'm nervous and don't want to look out of place?
- What's the best gym outfit for weightlifting versus cardio so I'm comfortable and not constantly adjusting my clothes?
- How do I choose the right sports bra support level for different workouts like running, HIIT, and strength training?
- Can I wear a regular cotton T-shirt to the gym, or is moisture-wicking fabric really better?
- What are some simple gym outfit ideas for a full week of workouts, including leg day, yoga/pilates, and a run?

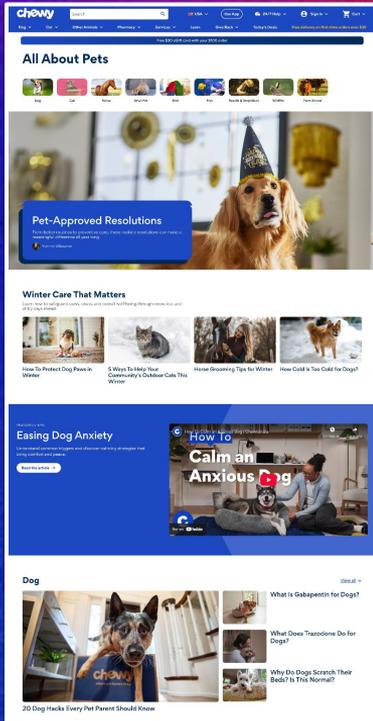
Personalization resilience comes from covering multiple intents across the customer journey for your different personas

Add contextual signals that aligns content with profile-based personalization, segmenting content for specific personas or use cases.

Cover multiple intents for the same topic, so your content aligns with many personalized subqueries, increasing surface area.

Retain attention and engagement with fast, useful content that gives a satisfying user experience since AI search systems refine results based on user behavior, thumbs up/down, etc. This feedback loops into ranking and synthesis decisions for future answers.

It's also possible to integrate “on brand” informational content to support your site sales



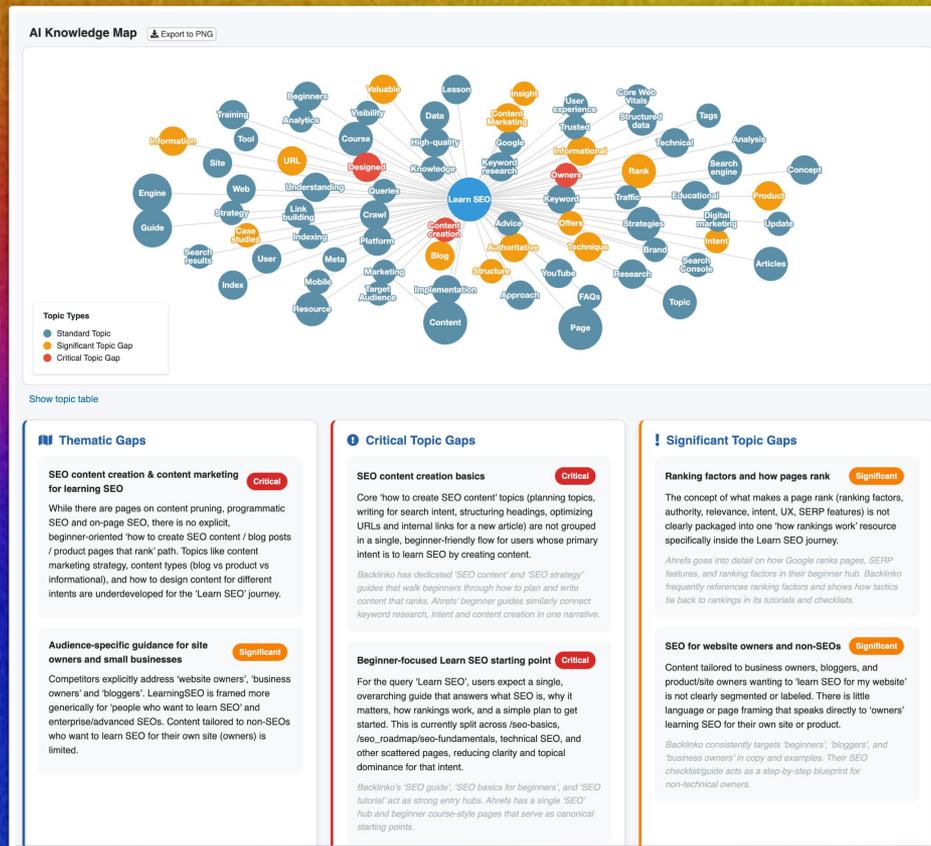
The screenshot shows the Similarweb AI Traffic analysis for chewy.com. The 'Top Folders From Chatbots' section is highlighted with a red box. The data is as follows:

Rank	Folder	Url Traffic Share
1	chewy.com/b	6.09%
2	chewy.com/education	3.78%
	chewy.com/education/dog	1.68%
	chewy.com/education/cat	1.26%
	chewy.com/education/dog-breeds	< 1%
	chewy.com/education/fish	< 1%
3	careers.chewy.com/us	2.94%
4	chewy.com/auth	1.89%
5	chewy.com/app	1.89%
6	investor.chewy.com/news-and-events	1.05%
7	chewy.com/brands	< 1%
8	chewy.com/deals	< 1%
9	chewy.com/f	< 1%

To the right of the table is a 'Top Prompt Example' section with several prompts:

- What should I do if my dog is choking, and how do I perform the Heimlich maneuver on a dog?
- Can dogs eat pumpkin, and how much is safe to give?
- How can I help a constipated cat at home, and when should I call a vet?
- What do parakeets eat, and what's a healthy daily diet for them?
- Which fish can live together in a community aquarium, and how do I choose compatible species?

Use AI search optimization tools like Waikay to identify your site topic gaps vs competitors to prioritize accordingly



Along with content optimization tools to ensure topical coverage at a page level based on the targeted intent

The screenshot shows the Ahrefs AI Search Optimization Roadmap article. The page header includes the Ahrefs logo, 'AI Content Helper', and the article title 'ai search optimization roadmap'. The main content is titled 'The Free AI Search Optimization Roadmap' and is version 3, updated on July 29, 2025. It provides a comprehensive guide to AI search optimization, covering fundamentals, technical configurations, and tools. The article is structured into sections, including 'The AI Search Optimization Learning Roadmap' and '2 Measure AI Search Visibility & Traffic'. Key points include the importance of chunk-level retrieval, answer synthesis, and citation-worthiness. The right sidebar features a 'Topics' section with a 'Highlight' button and a 'Content score' of 49. Below this, there are three topic cards: 'AI Search Analytics and Tracking' (score 87), 'AI Search Landscape' (score 45), and 'AI Search Optimization Tools' (score 75). Each card includes a brief description and an 'Ask AI' button. At the bottom, there is a 'Content Optimization for AI Search' card (score 63).

ahrefs AI Content Helper / ai search optimization roadmap Settings Shared Export

The Free AI Search Optimization Roadmap

Version 3 Updated on July 29, 2025

Learn about AI search optimization (GEO, AEO, LLMO) with free, reliable guides and resources, from the fundamentals, to technical configurations, content optimization, measurement, and tools, curated by Aleyda Solis.

Do you want to submit your own AI search optimization resource to get featured on the site? Do it here.

The AI Search Optimization Learning Roadmap

Learn AI search optimization with the roadmap below, featuring the different optimization areas, from technical to content, as well as tools and tips.

2 Measure AI Search Visibility & Traffic

3 AI Search Tracking and Optimization Tools

Instead, AI search engines provide a direct answer synthesized from multiple sources – sometimes without the user clicking anything. In this case, your goal is to be cited in or contribute to the AI-generated response, with possible inline mentions or linked attribution (but often not a ranked link). LLM-powered systems synthesize information by issuing multiple subqueries (query fan-out) and extract relevant content spans from multiple documents. In this case, optimization efforts shift to structured content for easy chunking, entry optimization, citation-worthiness, etc.

- Optimize for Chunk-Level Retrieval: Keep each passage tightly focused on a single concept (One idea per section), keep passages semantically tight and self-contained, each chunk should be independently understandable (rather than needing the whole page for context).
- Optimize for Answer Synthesis: your content must be easy to extract and logically structured to fit into a multi-source answer, start answers with a direct, concise sentence, use natural language Q&A format, use plain, factual, non-promotional tone, summarize complex ideas clearly, then expand.
- Optimize for Citation-Worthiness: AI engines will cite content when it's perceived as factually accurate, well-structured, and authoritative. To earn attribution, your content must meet higher trust and clarity. Write neutral, fact-based statements, include source citations (link to studies, stats, or experts), show authorship and credentials (EAT signals), use specific, verifiable claims.

Citations and source credibility play a central role in determining whether your content is included in an AI-generated answer and whether your brand or page is explicitly attributed: citations help determine what gets shown. AI search engines synthesize answers by pulling from multiple credible sources. They use citations to attribute facts or statements, provide user trust signals, allow users to verify or explore more deeply. Without perceived credibility, your content might inform the answer, but not be cited.

Topics Highlight Content score

Deselect all

AI Search Analytics and Tracking 87

This topic examines methods and tools for tracking, measuring, and analyzing traffic and visibility from AI-powered search systems, as well as the impact of AI assistants on web analytics.

Ask AI

AI Search Landscape 45

This topic explores the current state and evolution of AI-powered search platforms, including how generative and large language model-driven search engines are changing the search ecosystem.

Ask AI

AI Search Optimization Tools 75

This topic discusses the various tools and toolkits available for optimizing, tracking, and leveraging AI search performance and mentions, such as integrated AI toolkits from popular SEO platforms.

Ask AI

Content Optimization for AI Search 63

This topic discusses strategies for adapting and optimizing content to be more discoverable and

Words 1.2K / 1.3K-1.9K ↑

Topics

- AI chat
- Title tag
- Meta description
- Headings
- Competitors

Feedback

Structure for concise, easily readable content for humans to facilitate “chunk retrieval”



AI SEARCH, GENERAL SEO

SEO “Chunk Optimization” is Overrated

By Despina Gavoyannis ✓ Reviewed by Ryan Law

August 21, 2025 • 9 min read

Contents

[What SEOs need to know \(The TL;DR\)](#)

[What is chunking, really?](#)

[Why SEOs can't optimize for content chunking in AI search](#)

[How to structure content for humans and AI: The Atomic Content workflow](#)

“Chunk optimization” is the latest shiny object in SEO, but it’s not the shortcut to visibility in AI search that many think it is.

Across LinkedIn threads and AI-SEO guides, the promise is the same: format your content into perfect “chunks” and you’ll get chosen for Google’s AI Overviews or cited in AI search results.

The problem?

Chunk optimization isn’t actually an SEO tactic. It’s a technical term borrowed from AI engineering—misunderstood, misapplied, and mostly out of your hands.

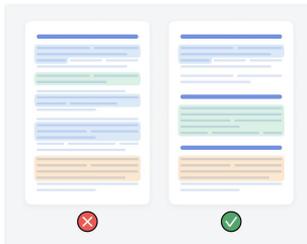


Despina Gavoyannis

Despina is a Senior SEO Consultant with 8+ years of experience growing B2B, e-commerce, SaaS, and national brands. She’s an optimist at heart, taking time to enjoy life’s silver linings each day.

How to structure content for humans and AI: The Atomic Content workflow

Optimizing for AI search doesn’t require chasing “chunk optimization.” Instead, the goal is to create atomic content—self-contained sections within larger documents that act as indivisible units of knowledge.



Sound familiar? It’s how well-optimized SEO content has been written for many years.

Each atomic unit should be able to stand on its own, delivering a complete answer even if extracted and surfaced by Google, ChatGPT, Perplexity, or other AI search platforms.

Designing your content this way makes it both AI-ready and user-friendly, without resorting to gimmicks.

Chris Green • Jun 13 • 6 min read

How Content Structure Matters for AI Search

Updated: Jun 16

Is “writing for AI” just optimising content for chunking?

One common recommendation I have started to see when preparing content for AI (breaking it into chunks and vectorisation for semantic matching) is to ensure key pieces of information remain within the same chunk.

Doing so increases the likelihood that a single chunk is recognised as highly relevant, rather than having relevance diluted across multiple chunks.

This logic makes sense, but is it too simplistic? Some writers are - for conversion, marketing copy - will be writing like that anyway, others may have been trained more on long-form, on detail and on rigour.

Which is right?

Let’s see if we can test it!

Focus on E-EAT for easy to cite well-structured, accurate, up-to-date & authoritative content

Google's Content Quality [E-EAT], Helpfulness and Page Experience Questions - by @Aleyda [To Share]

File Edit View Insert Format Data Tools Extensions Help

117

Questions to assess your content Quality, Helpfulness and Experience	Area	Expected Answer	Your Answer	Add Example of Assessed Page	Add example of how this is better done by a competitor (optional)	Comments and Recommendations
Does the content seem to be serving the genuine interests of visitors to the site or does it seem to exist primarily to generate advertising or to generate sales for the creator?	Helpfulness and People Satisfaction	Yes	-	-	-	-
Are you producing lots of content on many different topics to improve the chance of a high position in search results?	Helpfulness and People Satisfaction	No	-	-	-	-
Are you using excessive automation to produce content on many topics?	Helpfulness and People Satisfaction	No	-	-	-	-
Are you mainly summarizing what others have to say without adding much value?	Helpfulness and People Satisfaction	No	-	-	-	-
Are you writing about things simply because they seem trending and not because you'd write about them otherwise for your existing audience?	Helpfulness and People Satisfaction	No	-	-	-	-
Does your content leave readers feeling like they need to search again to get better information from other sources?	Helpfulness and People Satisfaction	No	-	-	-	-
Are you writing to a particular word count because you've heard or read that Google has a preferred word count?	Helpfulness and People Satisfaction	No	-	-	-	-
Does your content actually answer the question that is promised to answer?	Helpfulness and People Satisfaction	Yes	-	-	-	-
Do you have an ending or intended audience for your business or site that would find the content useful if they came directly to you?	Helpfulness and People Satisfaction	Yes	-	-	-	-
Does your site use a primary purpose or focus?	Helpfulness and People Satisfaction	Yes	-	-	-	-
Will someone reading your content leave feeling like they've had a satisfying experience and learned enough about a topic to help achieve their goal?	Helpfulness and People Satisfaction	Yes	-	-	-	-
Does the content provide substantial value when compared to other pages in search results?	Helpfulness and People Satisfaction	Yes	-	-	-	-
Does the content provide original information, reporting, research, or analysis?	Quality	Yes	-	-	-	-
Does the content provide a systematic, complete, or comprehensive description of the topic?	Quality	Yes	-	-	-	-
Does the content provide insightful analysis or interesting information that is beyond the obvious?	Quality	Yes	-	-	-	-
If the content draws on other sources, does it avoid merely repeating or "rewording" those sources, and instead provide substantial additional value and originality?	Quality	Yes	-	-	-	-
Does the main heading or page title provide a descriptive, helpful summary of the content?	Quality	Yes	-	-	-	-
Does the main heading or page title avoid overpromising or being shocking or misleading?	Quality	Yes	-	-	-	-
Is the text of the page you'd want to bookmark, share with a friend, or recommend?	Quality	Yes	-	-	-	-
Would you expect to see this content or information in a printed magazine, newspaper, or book?	Quality	Yes	-	-	-	-
Is it self-evident to your visitors who authored your content, do pages carry a byline, where one might be expected?	Expertise and Experience	Yes	-	-	-	-
Do bylines need to further inform about the author or authors involved, giving background about them and the areas they write about?	Expertise and Experience	Yes	-	-	-	-
If automation is used to substantially generate content, is the use of automation, including AI-generation, self-evident to visitors through disclosures or in other ways?	Expertise and Experience	Yes	-	-	-	-
Are you providing background about how automation or AI-generation was used to create content (in case it was)?	Expertise and Experience	Yes	-	-	-	-
Are you explaining why automation or AI was seen as useful to produce content (in case it was)?	Expertise and Experience	Yes	-	-	-	-
Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?	Expertise and Experience	Yes	-	-	-	-
If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?	Expertise and Experience	Yes	-	-	-	-
Is this content written by an expert or enthusiast who demonstrably knows the topic well?	Expertise and Experience	Yes	-	-	-	-
Is the content free from easily-verifiable factual errors?	Expertise and Experience	Yes	-	-	-	-
Does your content clearly demonstrate first-hand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visiting a place)?	Expertise and Experience	Yes	-	-	-	-
Is the content free from spelling or stylistic issues?	Presentation and production	Yes	-	-	-	-
Was the content produced well, or does it appear sloppy or hastily produced?	Presentation and production	Yes	-	-	-	-
Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?	Presentation and production	Yes	-	-	-	-
Do pages have good Core Web Vitals?	Page Experience	Yes	-	-	-	-
Are pages served in a secure fashion?	Page Experience	Yes	-	-	-	-
Does content display well for mobile devices when viewed on them?	Page Experience	Yes	-	-	-	-
Does the content lack an excessive amount of ads that distract from or interfere with the main content?	Page Experience	Yes	-	-	-	-
Is the content free from spelling or stylistic issues?	Presentation and production	Yes	-	-	-	-
Was the content produced well, or does it appear sloppy or hastily produced?	Presentation and production	Yes	-	-	-	-
Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?	Presentation and production	Yes	-	-	-	-
Do pages have good Core Web Vitals?	Page Experience	Yes	-	-	-	-
Are pages served in a secure fashion?	Page Experience	Yes	-	-	-	-
Does content display well for mobile devices when viewed on them?	Page Experience	Yes	-	-	-	-
Does the content lack an excessive amount of ads that distract from or interfere with the main content?	Page Experience	Yes	-	-	-	-
Do pages lack intrusive interstitials or pop-ups?	Page Experience	Yes	-	-	-	-
Can visitors navigate to or locate the main content of your pages easily?	Page Experience	Yes	-	-	-	-

Questions to assess your content Quality, Helpfulness and Experience	Area	Expected Answer
Is it self-evident to your visitors who authored your content, do pages carry a byline, where one might be expected?	Expertise and Experience	Yes
Do bylines lead to further information about the author or authors involved, giving background about them and the areas they write about?	Expertise and Experience	Yes
If automation is used to substantially generate content, is the use of automation, including AI-generation, self-evident to visitors through disclosures or in other ways?	Expertise and Experience	Yes
Are you providing background about how automation or AI-generation was used to create content (in case it was)?	Expertise and Experience	Yes
Are you explaining why automation or AI was seen as useful to produce content (in case it was)?	Expertise and Experience	Yes
Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?	Expertise and Experience	Yes
If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?	Expertise and Experience	Yes
Is this content written by an expert or enthusiast who demonstrably knows the topic well?	Expertise and Experience	Yes
Is the content free from easily-verifiable factual errors?	Expertise and Experience	Yes
Does your content clearly demonstrate first-hand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visiting a place)?	Expertise and Experience	Yes
Is the content free from spelling or stylistic issues?	Presentation and production	Yes
Was the content produced well, or does it appear sloppy or hastily produced?	Presentation and production	Yes
Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?	Presentation and production	Yes
Do pages have good Core Web Vitals?	Page Experience	Yes
Are pages served in a secure fashion?	Page Experience	Yes
Does content display well for mobile devices when viewed on them?	Page Experience	Yes
Does the content lack an excessive amount of ads that distract from or interfere with the main content?	Page Experience	Yes

Don't use CSR JS for your content, since non-Google AI platforms won't render it

Rendering Difference Engine Chrome Extension interface showing a comparison of the original page (2359 words) and the rendered page (2576 words). The report highlights that content added to the rendered HTML was done via JavaScript.

Product categories shown:

- Low & Loose Jeans: Now Trending! Low-rise with a wide leg.
- Stovepipe Jeans: Classic & just wide enough.
- Baggy & Wide-Leg Jeans: Super relaxed & laidback.
- Barrel Jeans: An on-trend bow leg.
- Mom Jeans: Tapered & ankle-skimming.
- Flare & Bootcut: Add just the right

Sitebulb tool interface showing a comparison of the original page (Response) and the rendered page (Rendered). The comparison highlights differences in content, including the addition of JavaScript-rendered content.

DOM	Links	Images	Text	HTML	
HTTTP Response		JavaScript Rendered			
Title	Women's Jeans: Baggy, Wide Leg, Bootcut, Mom & More American Eagle			Women's Jeans: Baggy, Wide Leg, Bootcut, Mom & More American Eagle	
Meta Description	Shop Women's Jeans at American Eagle for on-trend denim! Live Your Life in new Barrel Jeans, Straight Leg Jeans, Wide-Leg Jeans, Curvy, Low Rise, Mom, Skinny, Jeggings & more!			Shop Women's Jeans at American Eagle for on-trend denim! Live Your Life in new Barrel Jeans, Straight Leg Jeans, Wide-Leg Jeans, Curvy, Low Rise, Mom, Skinny, Jeggings & more!	
Meta Robots	index, follow			index, follow	
Canonical	https://www.ae.com/us/en/c/women/bottoms/jeans/cat6430042			https://www.ae.com/us/en/c/women/bottoms/jeans/cat6430042	
Hreflang	11			11	
hreflang	en-mx			hreflang	en-mx
href	https://www.ae.com/mx/en/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/mx/en/c/women/bottoms/jeans/cat6430042
hreflang	es-mx			hreflang	es-mx
href	https://www.ae.com/mx/es/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/mx/es/c/women/bottoms/jeans/cat6430042
hreflang	es			hreflang	es
href	https://www.ae.com/intl/es/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/intl/es/c/women/bottoms/jeans/cat6430042
hreflang	en-ca			hreflang	en-ca
href	https://www.ae.com/ca/en/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/ca/en/c/women/bottoms/jeans/cat6430042
hreflang	en-us			hreflang	en-us
href	https://www.ae.com/us/en/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/us/en/c/women/bottoms/jeans/cat6430042
hreflang	x-default			hreflang	x-default
href	https://www.ae.com/intl/en/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/intl/en/c/women/bottoms/jeans/cat6430042
hreflang	fr-ca			hreflang	fr-ca
href	https://www.ae.com/ca/fr/c/women/bottoms/jeans/cat6430042			hreflang	https://www.ae.com/ca/fr/c/women/bottoms/jeans/cat6430042
hreflang	es-co			hreflang	es-co
href	https://www.ae.com.co			hreflang	https://www.ae.com.co
hreflang	es-pe			hreflang	es-pe
href	https://www.ae.com.pe			hreflang	https://www.ae.com.pe
hreflang	es-gt			hreflang	es-gt
href	https://www.ae.com.gt			hreflang	https://www.ae.com.gt
hreflang	es-ec			hreflang	es-ec
href	https://www.americaneagle.com.ec			hreflang	https://www.americaneagle.com.ec
Structured Data	1			hreflang	https://www.americaneagle.com.ec
	1				1
Breadcrumb	Breadcrumb			Breadcrumb	1682 & 9.23%
Words	1539				1
H1	1				1
	Women's Jeans				Women's Jeans
H2	1				1
	Baggy & Wide-Leg Jeans				Baggy & Wide-Leg Jeans

Which is why you shouldn't forget to check and monitor your site content and resources crawlability towards AI bots

AI & SEO Bot Crawlability Tester

Test Settings

Test how accessible your URL is to search engines, AI crawlers, and web bots

URL to test:

https://learningaisearch.com/

147 bots | Timeout: 15s | Robots.txt: On | Pacing: Balanced

Run Test

Test completed! Tested 147 bots against https://learningaisearch.com/

Summary

Health Score

100.0%

Accessible

147

Server Blocked

0

Errors/Timeouts

0

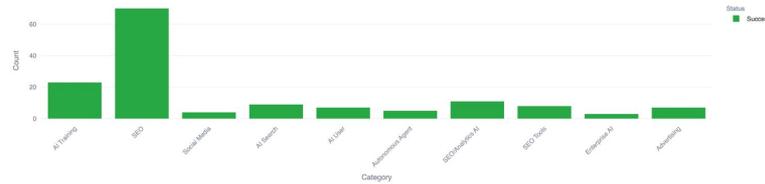
Robots.txt Blocked

0

AI Visibility

Category	Total Bots	Accessible	Robots Blocked	Server Blocked	Access Rate
AI Training	23	23	0	0	100%
AI Search	9	9	0	0	100%
AI User	7	7	0	0	100%
Autonomous Agent	5	5	0	0	100%

Bot Performance by Category



Priority Issues

No critical issues found!

Detailed Results

Bot Name	Category	Status	Response Time (s)	Robots.txt	Respects Robots	Concern Level
OpenAI - GPTBot	AI Training	202	0.430000	No robots.txt	Yes	Low
Anthropic - ClaudeBot	AI Training	202	0.430000	No robots.txt	Yes	Low

These actions are among the top optimization shifts & expected content efforts in 2026

3.2. From Keyword-First to Entity, Intent Clusters, and Topic Authority

Many teams shifted planning away from individual keywords toward:

- › Topic clusters
- › Intent journeys
- › Entity relationships
- › “Core journeys” tied directly to revenue-relevant outcomes

Why:

It’s impossible to optimize for every question that triggers an AI answer, and AI systems surface entities and trust, not just exact-match strings.

9.3. Create “Citation-Ready” / Answer-First Content with Strong E-E-A-T

A very common concrete action:

- › Restructure content to be easily extracted/summarized:
 - › clear definitions, summaries, tables, FAQs
 - › evidence, comparisons, original data
 - › schema + internal linking + entity clarity
- › Build fewer, stronger pages instead of scaling output

Goal shift: from ranking/clicks to being the trusted source included in AI answers.

3. Optimize for brand authority and trust, by building relevant positive third-party citations that highlight your USP

1. Secure third-party mentions and reviews on authoritative sites

2. Ensure consistent brand information across the web

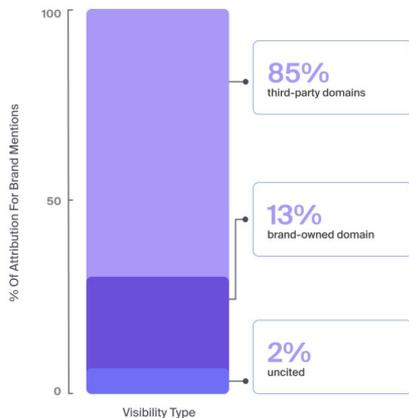
3. Maintain visible customer support, returns, and company info

4. Avoid contradictory claims across channels

85% of brand mentions in AI search come from 3rd-parties: Brand recognition should align

85% Of Brand Mentions In AI Search Come From Third-Party Content

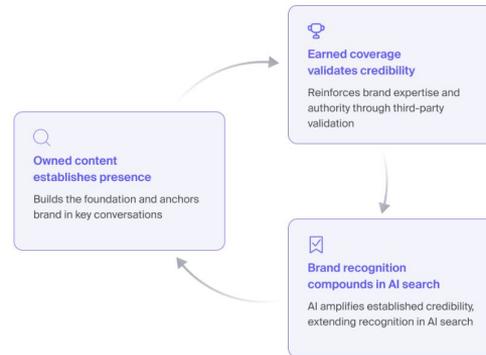
Brand mentions appearing for discovery-stage commercial queries, are 6.5x more likely to come from third-party content than from brand-owned domains.



aiOps
Research

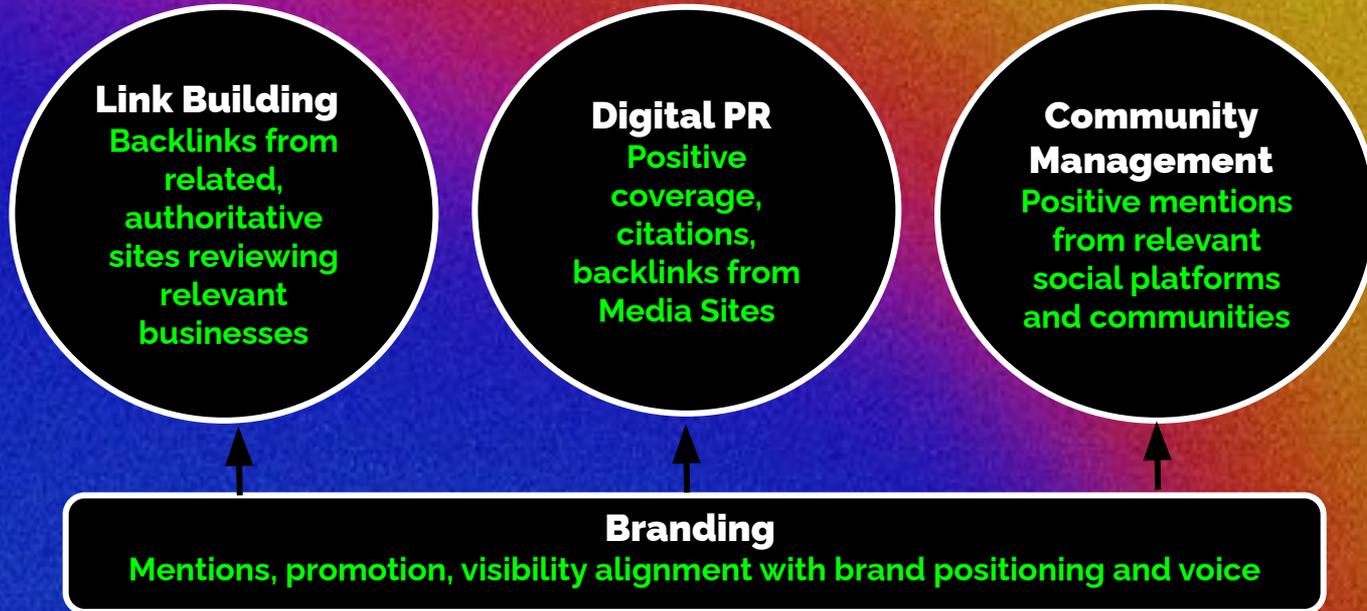
The Compounding Effect of Brand Recognition

When owned credibility and earned validation align, visibility compounds—AI search amplifies both into recognition and trust.

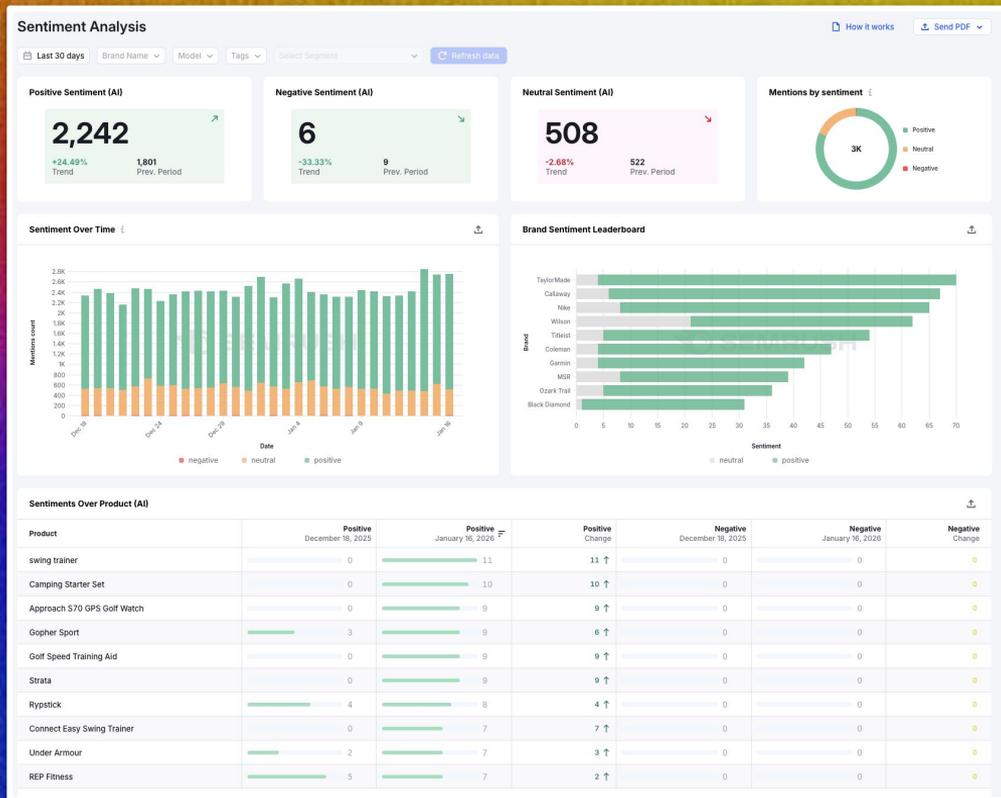


aiOps
Research

Growing our brand authoritativeness is a must via link building, community & digital PR



It's now critical that brand mentions (and backlinks) also have a positive sentiment and are aligned with your brand positioning



Identify sites consistently used as citation sources for your tracked topics vs your top competitors: where do they have presence you don't?

Sources 1 - 10 (524,266) Export

All 948,478 Missing 524,268 Weak 73 Shared 185,738 Strong 47,092 Unique 101,309 How to work with sources

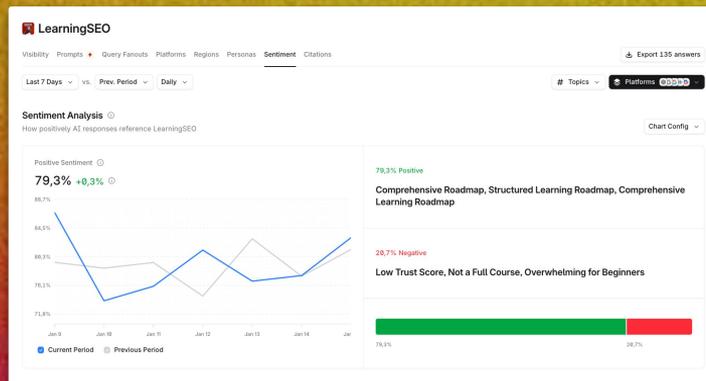
Domain	Mentions					URLs	Prompts	Org. Traffic
	walmart...	bestbu...	target.c...	costco.c...	homedep...			
> arnoldsappliance.com	0	162	0	13	208	108	296	9.4K
> appliancehelper.net	0	130	0	0	32	183	145	0
> 4thbin.com	0	110	0	0	7	24	110	847
> samrinc.com	0	95	0	0	22	41	98	349
> schaeferstv.com	0	94	0	7	42	120	118	81
▼ nerdstogo.com	0	83	0	1	0	38	83	11.9K

Prompt	AI Response	Mentioned	Brands	Sources	
Computer Tech Support and Services	🗨️ Here are reliable computer tech support and service options across the United States, plus tips on how to choose the right help for your needs 🗨️ Recommended Computer T... View full response	1/5	23	50	Create Content Find Contacts Monitor
How do I choose the best computer repair service in Tyler?	🗨️ Here's a guide to choosing the best computer repair service in Tyler, TX, plus a list of local options you might consider 🗨️ How to Pick a Good Computer Repair Service W... View full response	1/5	18	15	Create Content Find Contacts Monitor
Are there any recommended websites for computer support and solutions?	🗨️ For computer support and solutions, you can consult official manufacturer websites, reputable tech communities and forums, and professional, third-party remote/on-site se... View full response	2/5	16	17	Create Content Find Contacts Monitor
Can I get same-day computer repair service in Bellevue?	🗨️ Yes — you can get same-day computer repair service in Bellevue, WA. Several local shops offer fast turnaround (often completing common repairs the same day), walk-in diag... View full response	1/5	15	16	Create Content Find Contacts Monitor

Show 5 more

> applemusic.apple	0	80	9	1	0	36	82	30.9K
> videoliberalian.com	0	78	0	0	0	77	78	20

What's the sentiment and accuracy of your brand mentions? Where are they coming from? Do you have official presence there? Can you address them?



In Summary

Aspect	Assessment
Legitimacy	Overall appears legitimate as a free curated learning resource — not a scam, but third-party tools sometimes misflag it due to low popularity and automated heuristics.
Value for Learning SEO	Good starting point and reference; widely recommended by parts of the SEO community.
Certifications/Accreditation	None — this is a curriculum of links & guides, not an official educational program.
Best Use Case	Beginners to intermediate learners who want a free roadmap to learn SEO concepts.

Recommendation Based on What You Need

- 👉 If you're just starting with SEO — *LearningSEO.io* is a solid free resource to give you structure and pointers to reputable guides.
- 👉 If you want recognized certification — consider paid courses (Semrush Academy, HubSpot, or Google Analytics with SEO focus).
- 👉 If you want hands-on skills — pairing the roadmap with practice on your own site or with tools like Ahrefs/Semrush is important.

If you'd like, I can also suggest the best structured SEO courses and certification programs in 2026 that fit your goals (e.g., job readiness, freelance revenue, or in-house SEO skills). Just let me know your focus.

Citations

www.reddit.com Learning SEO later in life (bis). Ressources: blogs, youtube channels, etc Description unavailable	www.scam-detector.com learningseo.io Reviews: Is this site a scam or legit? - Scam Detector Is learningseo.io a scam platform? Is it legit or risky? In this thorough analysis and review, we...	www.ipaddress.com Learningseo.io - Learn SEO with a Free Roadmap of Reliable Guides & Tools Description unavailable
www.reddit.com How long did it take you to learn SEO from scratch? Description unavailable	learningseo.io Learn SEO with a Free Roadmap of Reliable Guides & Tools No description available	learningseo.io About LearningSEO.io No description available

Note that cited sources can change meaningfully for each of your product lines and between AI platforms, so it's fundamental to assess each

Overview

AI visibility

AI responses

Topics

Cited domains

Cited pages

Video visibility

Youtube Beta

TikTok Beta

SERP visibility

Reddit Beta

Search demand

Search queries

Topics Beta

Web visibility

Web pages

+ Save report

Cited domains How to use

United States X ChatGPT Your brand Filter

Domain history

2,182 results 15 Jan 2026 Filter

Domain	AI Responses	DR	Domain traffic	AI Responses	Volume	Pages	chewy	BarkBox	Petco	PetSmart
www.reddit.com	125	95	1.1B	125	279K	259	13	18	3	23
www.chevy.com	86	87	5.5M	86	145K	156	14	4	5	19
www.petscare.com	66	49	85.6K	66	165K	85	7	6	1	24
www.facebook.com	65	100	1.5B	65	108K	99	8	7	1	13
www.youtube.com	52	99	2.1B	52	100K	110	4	6	1	7
www.rover.com	51	84	2M	51	79.4K	30	3	7	1	13
pawsdynasty.com	48	5	0	48	85.1K	50	3	1	2	11
www.amazon.com	47	96	412.3M	47	87.4K	63	4	3	2	9
talis-us.com	46	42	1.7K	46	119K	37	1	1	3	21

Overview

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Web visibility

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+ Save report

Cited domains How to use

United States X Gemini Your brand Filter

Domain history

816 results 15 Jan 2026 Filter

Domain	AI Responses	DR	Domain traffic	AI Responses	Volume	Pages	chevy	BarkBox	Petco	PetSmart
www.chevy.com	37	87	5.5M	37	59.1K	36	17	2	9	4
www.walmart.com	23	92	61.3M	23	147K	30	6	1	4	2
www.youtube.com	21	99	2.1B	21	71.5K	22	5	—	2	2
zachs-petshop.com.au	18	29	8.5K	18	41.4K	9	2	—	2	—
www.kongcompany.com	18	74	133K	18	28.1K	18	4	—	2	—
www.petco.com	17	81	3.2M	17	41.9K	18	5	6	17	5
www.whole-dog-journal.com	17	75	147.3K	17	44.7K	11	3	—	—	1
www.ebay.com	16	92	51.3M	16	134K	18	1	—	1	—
bark.co	15	74	122.3K	15	27.1K	16	1	12	3	2
en.wikipedia.org	15	97	4.7B	15	19.9K	16	2	1	—	1
www.dogtuff.com	14	37	48.3K	14	23.3K	15	1	1	1	1
www.rover.com	14	84	2M	14	34.4K	12	2	—	—	—

Leverage Buzzabout to assess social presence of your brand & competitors for opportunities

Use cases

Listen & analyse narratives with buzzabout

E-Bike Safety Concerns

Views	Likes	Eng. rate	Sentiment
304.69k	16.78k	6.78k	Positive

Infrastructure Needs

Views	Likes	Eng. rate	Sentiment
304.69k	16.78k	6.78k	Positive

Content distrib

- Entertainment
- Eng. rate
- Ultratile
- Eng. rate

Segments distribution

- Music Enthusiasts: 32%
- Fitness & Running: 24%
- Mom life: 12%
- Vegan Lifestyle: 5%
- Nutrition Blogging: 1%

OCEAN distribution

- Neuroticism: 43%
- Extraversion: 82%
- Conscientiousness: 32%
- Openness: 14%

Analyse Trends
Learn from high-performance content before building your own.

Synthetic Audiences
Personalise your messaging for each segment in your niche.

Get Market Insights
Analyse popular posts and comments to uncover pain points, opportunities, and unmet needs.

Main topics

Audience response

- Summarize posts
- Summarize comments
- Explain sentiment
- Custom prompt

seofomo Overview

Get more insights with the new advanced report
We've upgraded our reports with deeper data and enhanced charts. Regenerate your report now to get more out of your data.

Overview
Google's algorithm updates and AI overview preferences challenge SEO strategies, with 52% seeing site type favoritism as a threat. There's demand for high-quality, actionable SEO content and resources, especially for AI optimization. LinkedIn's role in SEO is growing, creating opportunities for specialized training and content strategies.

Engagement rate: 2.1%

Audience: 15.05K

Mentions trend

Trending topics

Survey Insights: 3.96K, High, 1y ago

Posts overview

- A recent SEOFOMO survey revealed that 52% of respondents believe Google updates favoring specific site types pose the greatest threat to SEO consulting efforts.
- The perception that Google favors its own features and services over external sites creates a significant barrier for smaller publishers.
- Concerns about the adoption of social platforms for search, with 28% viewing this as a threat, indicate a shift in user behavior.
- There is potential for developing specialized newsletters that cater to specific niches within SEO.

Mentions

- Google AI Overviews Buzz: Core Updates Impact on AI Overviews, The SEOFOMO Survey Results, and more
- Google AI Overviews Buzz: Sites that rank well in Google Search tend to get more links in the AI Overviews, Google has begun...
- Google AI Overviews Buzz: core updates impact the search engine's AI-powered overviews | Greatest challenge for SEO...
- Google AI Overviews Buzz: OpenAI to integrate SearchGPT into ChatGPT before 2024 ends, LinkedIn's increasing presence...

SEOFOMO's Influence: 3.96K, High, 1y ago

Need inspiration for PR campaigns that get citations? Check Trending Campaigns

Trending Campaigns

The Weekly Briefing on PR Campaigns and Coverage Opportunities.

Trending Campaigns is a free weekly newsletter sent every Tuesday, curating standout PR campaigns and timely news hooks you can use.

Subscribe Now

Receive the most effective PR campaigns and coverage opportunities for free every week by subscribing now.

Unsure about subscribing? [See the latest editions here.](#)

REGISTER FOR FREE

We respect your privacy. Unsubscribe at any time. [Read our Privacy Policy.](#)

The screenshot shows the Trending Campaigns website interface. On the left is a subscription form with the heading 'Trending Campaigns' and 'Subscribe Now'. The form includes a description of the newsletter, a link to see latest editions, an email input field, a 'REGISTER FOR FREE' button, and a privacy policy link. The main content area features an article titled 'This Week's PR Campaigns & Opportunities [March 3rd, 2026]' with a 'Subscribe' button and social share options. Below the article title is a sub-section 'Trending Campaigns' dated 'March 3rd, 2026'. The main article is titled 'Top PR Campaigns of the Week' and is categorized as 'This Week's Standout PR Campaigns'. It lists '1. On The Beach's Inset Week' as seen in 'The Independent'. The article text describes a campaign by 'On The Beach' targeting headteachers of 25,000 schools in England and Wales, aimed at spreading school breaks to avoid high holiday travel costs. A 'What we like about this campaign' section highlights its effectiveness in addressing a common parental problem. The article concludes with a note on the campaign's cleverness in positioning itself as a cost-conscious parent's solution.

Top PR Opportunities

News Hooks for PR Campaigns

1. Jung Kook fronts Calvin Klein denim campaign
As seen in: [Variety](#)

BTS's Jung Kook stars in Calvin Klein's Spring 2026 denim campaign, shot and directed by Mert Alas, showcasing '90s-style jeans and trucker jackets.

Why have we flagged this?

A big celebrity tie-in, timed around BTS's album and tour, gives brands a chance to react with content linked to fashion, music and fan culture.

Angles to explore

Resale platforms like Depop could examine listings and sell-through rates for '90s-cut denim (baggy/straight/trucker jackets) to see whether Jung Kook's campaign triggers a spike in supply or demand for similar vintage styles.

Fashion retailers like Urban Outfitters could ask two stylists to style the same denim pieces twice - once as a true 1995 look and once as a 2026 update. It would tap into '90s nostalgia while showing how the silhouette has evolved for a new generation.

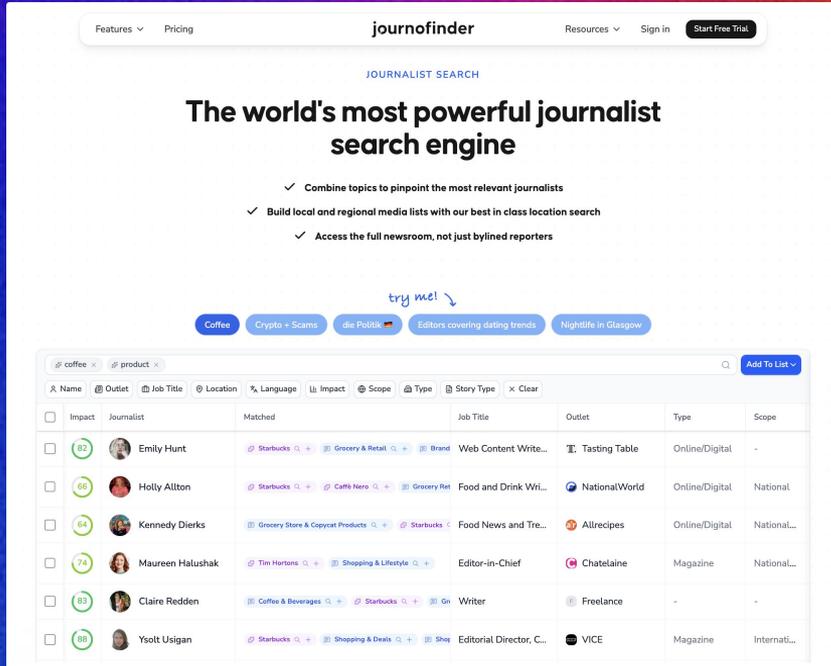
Use tools like Finchling that scans the news cycle to give you personalized campaigns ideas

The screenshot shows the Finchling website. At the top left is the Finchling logo. The main headline reads "Find PR story opportunities before your competitors do". Below this, a sub-headline says "Finchling scans the news cycle and tells you exactly which stories you should react to, and why." There are two buttons: "Get started" and "See the Demo". A featured article snippet is visible, titled "New seasons of Emily in Paris set in Rome". At the bottom, there are three steps: "Set up your watchlist", "Finchling reads the news", and "React faster, pitch smarter".

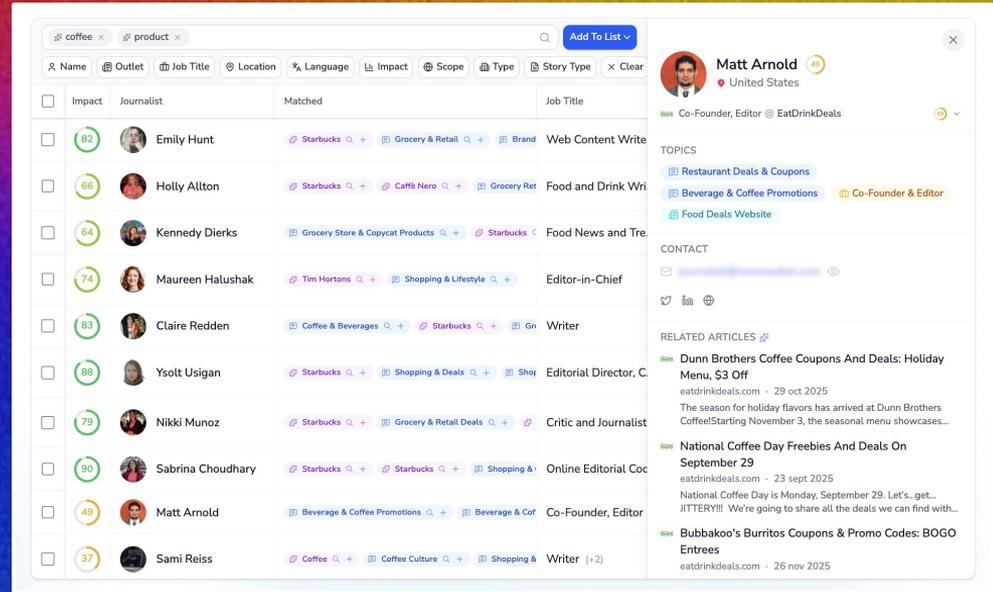
The screenshot shows the Wise website. The main headline is "Wise". Below it, there's a section for "This week's trends" with three articles: "Clear pricing spotlight hits hidden fees", "Payments resilience becomes a policy priority", and "Fraud fears fuel AI-security demand". A "Today" section features "Gen Alpha's growing spending power". A "This week" section lists three articles: "UK funds resilient timing infrastructure", "Immigration crackdown hits local businesses", and "Barcelona doubles tourist tax".

The screenshot shows a detailed article titled "Gen Alpha's growing spending power". It includes a date "Saturday 7th March, 2026" and a sub-headline "Industry News". The main text discusses Gen Alpha's spending habits, mentioning "Gen Alpha now commands over \$100B in annual spending through allowances, side hustles and parental backing in the US, and they heavily influence household purchases and online shopping trends." It also mentions "Wise a chance to talk about why transparent, low-cost cross-border money tools matter as young earners and their families move money internationally for payments, gifts and entrepreneurial ventures in the UK and beyond." There are sections for "Why have we flagged this?" and "Get data story ideas".

Use JournoFinder to easily identify publications & journalists to reach out for coverage



The screenshot shows the JournoFinder homepage. At the top, there are navigation links for 'Features', 'Pricing', 'Resources', 'Sign in', and a 'Start Free Trial' button. The main heading is 'The world's most powerful journalist search engine'. Below this, there are three bullet points: 'Combine topics to pinpoint the most relevant journalists', 'Build local and regional media lists with our best in class location search', and 'Access the full newsroom, not just bylined reporters'. A 'try me!' button is visible. Below the main heading, there are several topic tags: 'Coffee', 'Crypto + Scams', 'die Politik', 'Editors covering dating trends', and 'Nightlife in Glasgow'. At the bottom, there is a search bar with filters for 'Name', 'Outlet', 'Job Title', 'Location', 'Language', 'Impact', 'Scope', 'Type', and 'Story Type'. A table of search results is partially visible, showing columns for Impact, Journalist, Matched, Job Title, Outlet, Type, and Scope.



The screenshot shows a search result for 'Matt Arnold' in the JournoFinder interface. The search filters are 'coffee' and 'product'. The search results table shows the following data:

Impact	Journalist	Matched	Job Title
82	Emily Hunt	Starbucks, Grocery & Retail, Brand	Web Content Write
66	Holly Allton	Starbucks, Caffè Nero, Grocery Ret	Food and Drink Wri
64	Kennedy Dierks	Grocery Store & Copycat Products, Starbucks	Food News and Tre
74	Maureen Halushak	Tim Hortons, Shopping & Lifestyle	Editor-in-Chief
83	Claire Redden	Coffee & Beverages, Starbucks, Gn	Writer
88	Ysolt Usigan	Starbucks, Shopping & Deals, Shor	Editorial Director, C
79	Nikki Munoz	Starbucks, Grocery & Retail Deals	Critic and Journalist
90	Sabrina Choudhary	Starbucks, Starbucks, Shopping &	Online Editorial Coc
49	Matt Arnold	Beverage & Coffee Promotions, Beverage & Cor	Co-Founder, Editor
37	Sami Reiss	Coffee, Coffee Culture, Shopping &	Writer (+2)

The profile for Matt Arnold is shown on the right. He is a Co-Founder, Editor at EatDrinkDeals, located in the United States. The profile includes a 'CONTACT' section with an email address and a 'RELATED ARTICLES' section with several links to articles about coffee deals and promotions.

You can't work on a silo anymore: Alignment with PR & community management is critical



These citation and brand building activities are among the top optimization shifts & expected actions to take in 2026

3.4. From On-Site SEO Alone to “Search Everywhere” / Multi-Channel Visibility

Many respondents described expanding beyond Google into:

- > YouTube, LinkedIn, Reddit, Quora, communities, UGC platforms
- > PR, reviews, sponsorships, influencers
- > Reputation and sentiment management

This was often framed as “search everywhere optimization” or ecosystem-level SEO.

Why:

AI systems learn from and retrieve from the broader web; **mentions and citations** across trusted platforms increasingly shape visibility, recall, and sentiment.

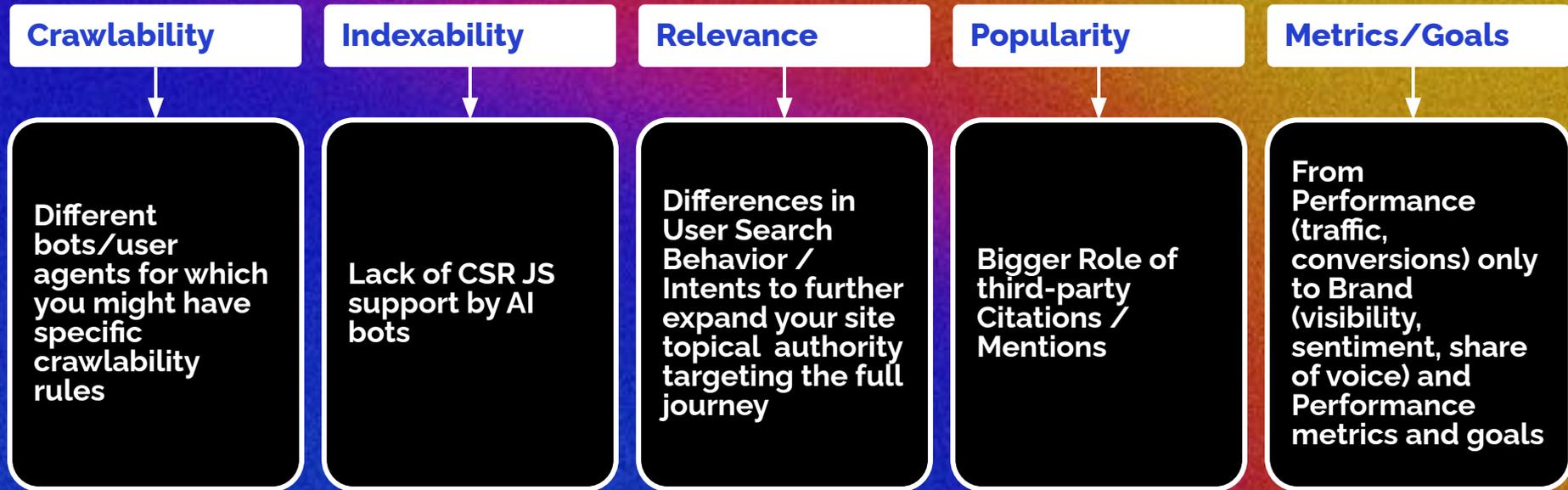
9.2. Brand Building + Mentions/Citations as the Core Growth Lever

The most repeated single priority:

- > Build **brand authority** that travels across platforms
- > Increase **mentions and citations** (often via PR, thought leadership, influencers, UGC, community)

Many explicitly framed 2026 as: “**there’s a new flywheel: brand.**”

You'll need to expand your efforts based on these AI search shifts & your own SEO context



Ask these questions to prioritize your AI search optimization actions based on impact & effort

1. How much are AI platforms already bringing to your revenue and impacting marketing goals?

2. How do your AI search behavior differ from traditional search?

3. What's your traffic, visibility, sentiment and traffic from relevant topics vs competitors in AI platforms? What's the gap and growth opportunity?

4. How's your content already optimized for relevant AI search topics? What's the gap vs competitors?

5. How do the needed optimization actions overlap with existing or planned SEO, Digital PR & Community management efforts? What additional actions / investments are needed?

6. What's the ROI from the additional efforts? Are they worthy? Prioritize accordingly!

What about the implications of agentic commerce? I've also got you covered! Check out my latest article

What UCP Means for Ecommerce SEO: Preparing for Agentic Commerce

January 13, 2026 Por Aleyda Solis En Search Engine Optimization

What are the implications to Ecommerce SEO?

UCP changes ecommerce SEO by expanding its scope. Below is an initial view of what UCP means for ecommerce SEO, based on what has been disclosed in the announcement as well as official implementation documentation, to take into account when joining the waitlist.

What The Universal Commerce Protocol Means for Ecommerce SEO Preparing for Agentic Commerce

1. Merchant Center remains foundational, now with expanded attributes

2. Merchant trust becomes a hard requirement, not a soft signal

3. Product structured data becomes fundamental

4. Ecommerce SEO shifts from "ranking pages" to "enabling transactions"

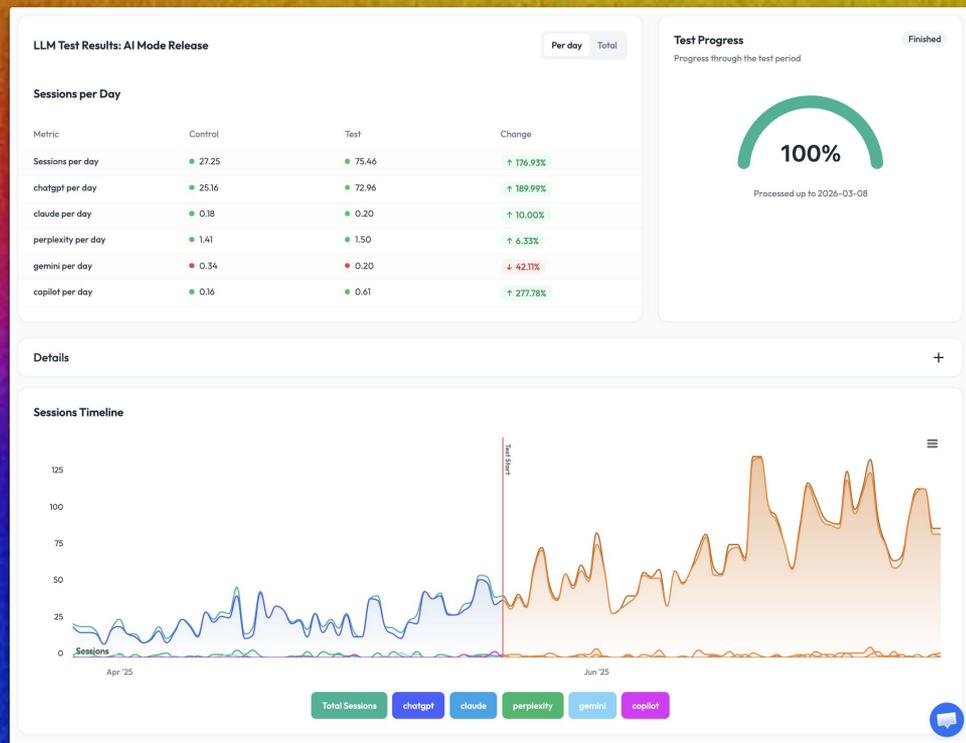
5. Discoverability becomes "capability-based"

6. Traffic is no longer a reliable success metric

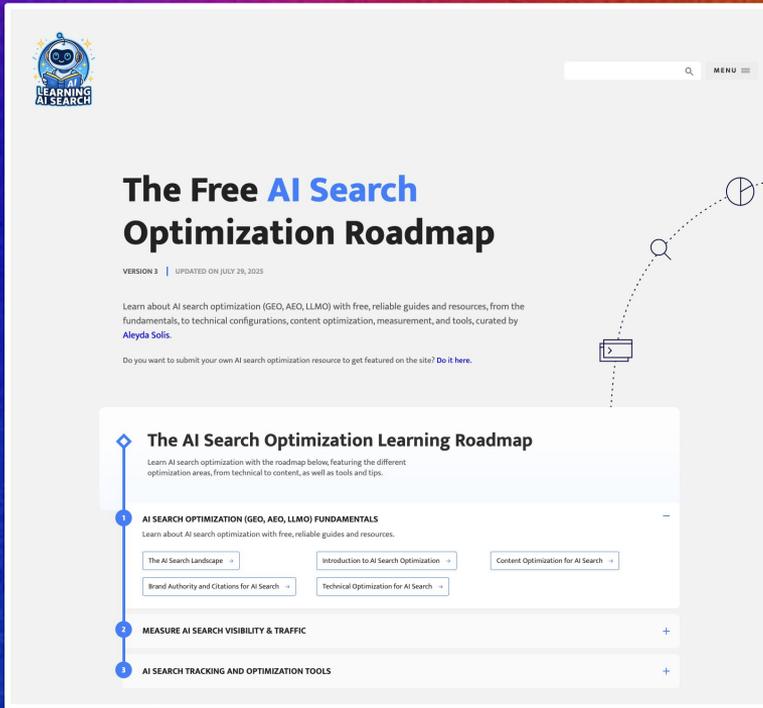
7. SEO becomes more cross-functional

By Aleyda Solis / Orainti / SEOFOMO

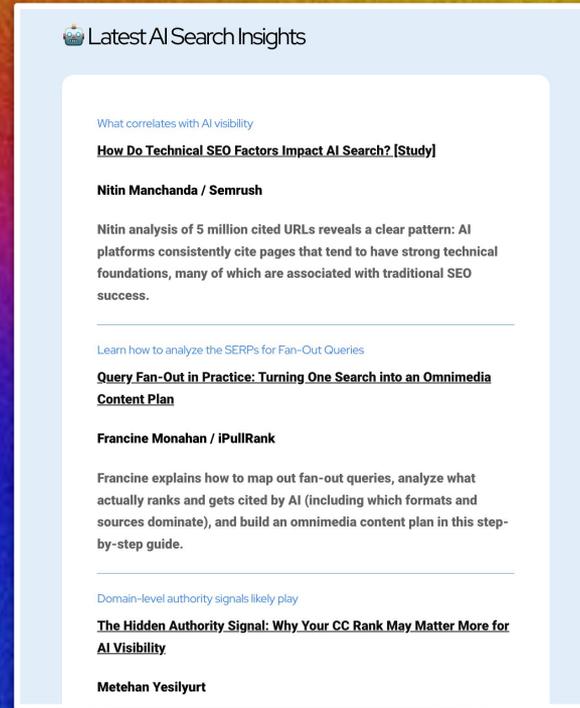
Remember we're just starting: We have little data and need to leave space for experimentation and flexibility to adapt to shifts to come



Keep up with the latest AI search resources & news with LearningAsearch.com & SEOFOMO



The screenshot shows the LearningAsearch.com website. At the top left is the logo for LearningAsearch.com. The main heading is "The Free AI Search Optimization Roadmap" with a sub-heading "VERSION 3 | UPDATED ON JULY 26, 2025". Below this is a paragraph: "Learn about AI search optimization (GEO, AEO, LLMO) with free, reliable guides and resources, from the fundamentals, to technical configurations, content optimization, measurement, and tools, curated by Aleyda Solis." There is a link: "Do you want to submit your own AI search optimization resource to get featured on the site? Do it here." Below this is a section titled "The AI Search Optimization Learning Roadmap" with a sub-heading "Learn AI search optimization with the roadmap below, featuring the different optimization areas, from technical to content, as well as tools and tips." The roadmap is divided into three main sections: 1. AI SEARCH OPTIMIZATION (GEO, AEO, LLMO) FUNDAMENTALS, 2. MEASURE AI SEARCH VISIBILITY & TRAFFIC, and 3. AI SEARCH TRACKING AND OPTIMIZATION TOOLS. Under section 1, there are several sub-sections: "The AI Search Landscape", "Introduction to AI Search Optimization", "Content Optimization for AI Search", "Brand Authority and Citations for AI Search", and "Technical Optimization for AI Search".



The screenshot shows the SEOFOMO website. At the top left is the logo for SEOFOMO. The main heading is "Latest AI Search Insights". Below this is a sub-heading "What correlates with AI visibility". The main heading is "How Do Technical SEO Factors Impact AI Search? [Study]" with a sub-heading "Nitin Manchanda / Semrush". Below this is a paragraph: "Nitin analysis of 5 million cited URLs reveals a clear pattern: AI platforms consistently cite pages that tend to have strong technical foundations, many of which are associated with traditional SEO success." Below this is a link: "Learn how to analyze the SERPs for Fan-Out Queries". The main heading is "Query Fan-Out in Practice: Turning One Search into an Omnimedia Content Plan" with a sub-heading "Francine Monahan / iPullRank". Below this is a paragraph: "Francine explains how to map out fan-out queries, analyze what actually ranks and gets cited by AI (including which formats and sources dominate), and build an omnimedia content plan in this step-by-step guide." Below this is a link: "Domain-level authority signals likely play". The main heading is "The Hidden Authority Signal: Why Your CC Rank May Matter More for AI Visibility" with a sub-heading "Metehan Yesilyurt".

Long Live SEO for
[AI Search / AI Mode /
ChatGPT / TikTok /
YouTube / Baidu / Any
Platform Used for Search]

Thanks! Questions?

SEO Consultant & Founder

- ❑ International SEO Consultant & Founder at Orainti
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