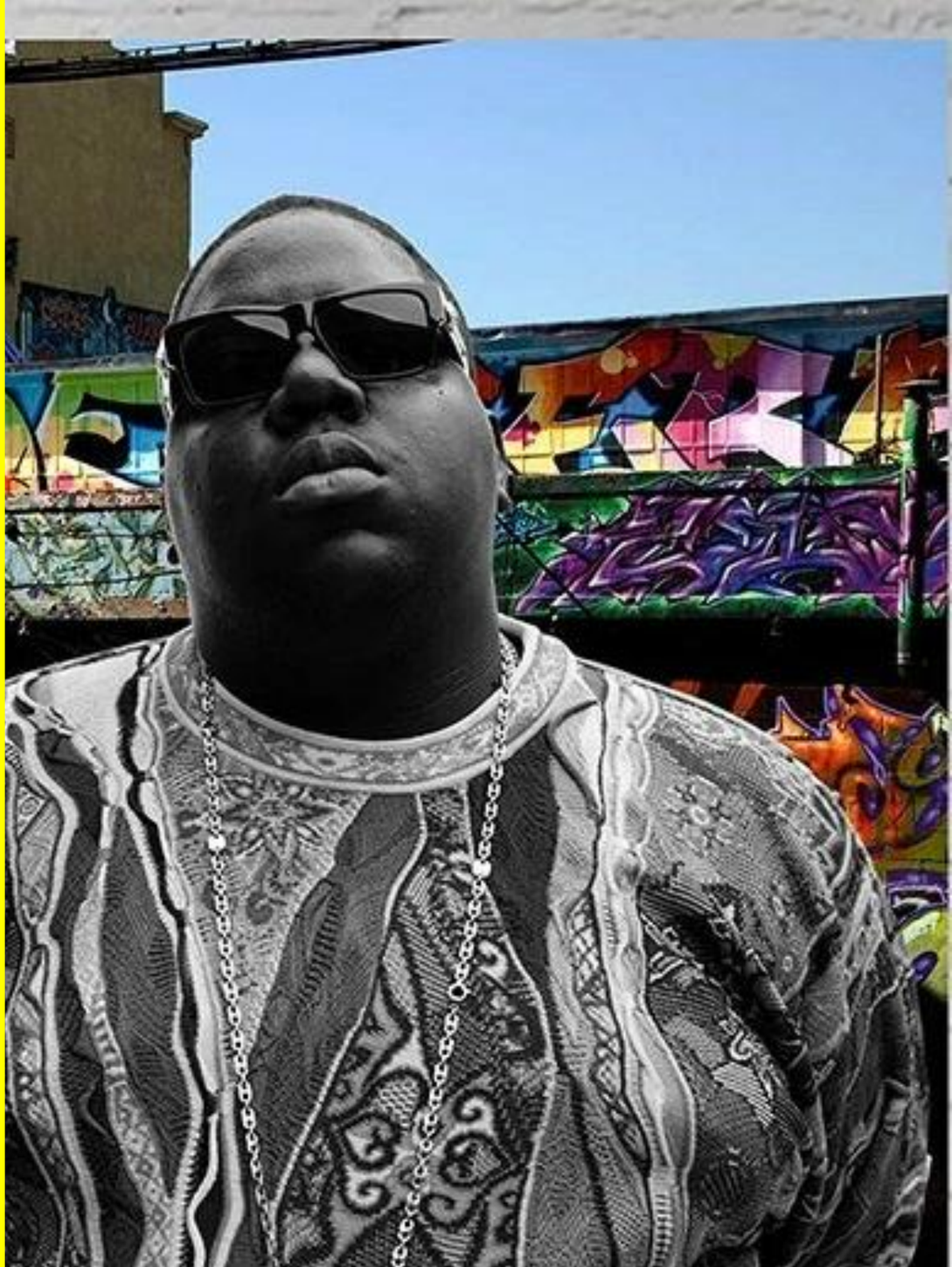


Things done changed !



What doesn’t change?



“I VERY FREQUENTLY GET THE QUESTION: "WHAT'S GOING TO CHANGE IN THE NEXT 10 YEARS?" I ALMOST NEVER GET THE QUESTION: "WHAT'S NOT GOING TO CHANGE IN THE NEXT 10 YEARS?" AND I SUBMIT TO YOU THAT THAT SECOND QUESTION IS ACTUALLY THE MORE IMPORTANT OF THE TWO.”

Jeff Bezos



“In a world of infinite content, people will increasingly organize around curators – the ones they trust to filter the chaos and surface what matters.”

Brand as “Shortcut” For TRUST!



SCAN ME

Audio

Transcript

Video

Links / Preso



Name a luxury hotel

WHAT PIECE OF CONTENT MADE YOU THINK THAT?

Do you have a KPI for TRUST

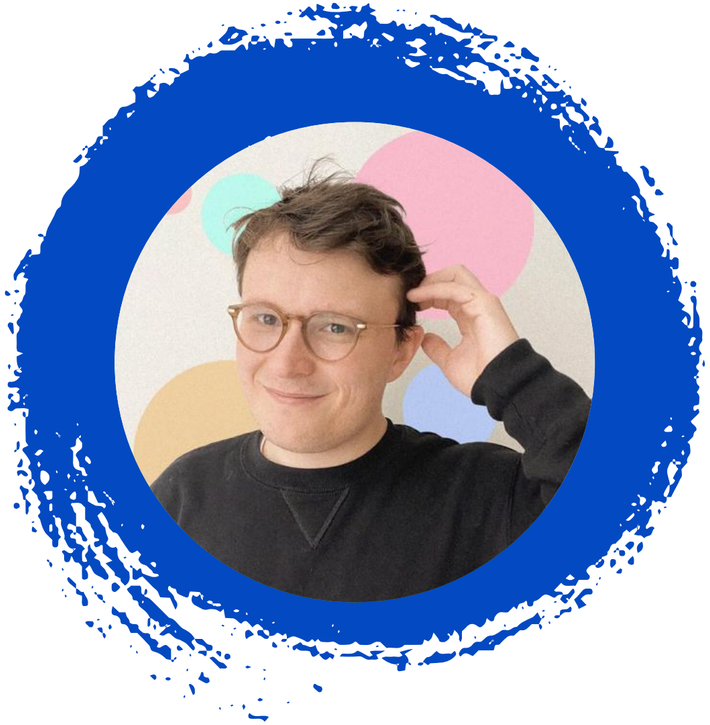


What does a HIGH TRUST content strategy look like?

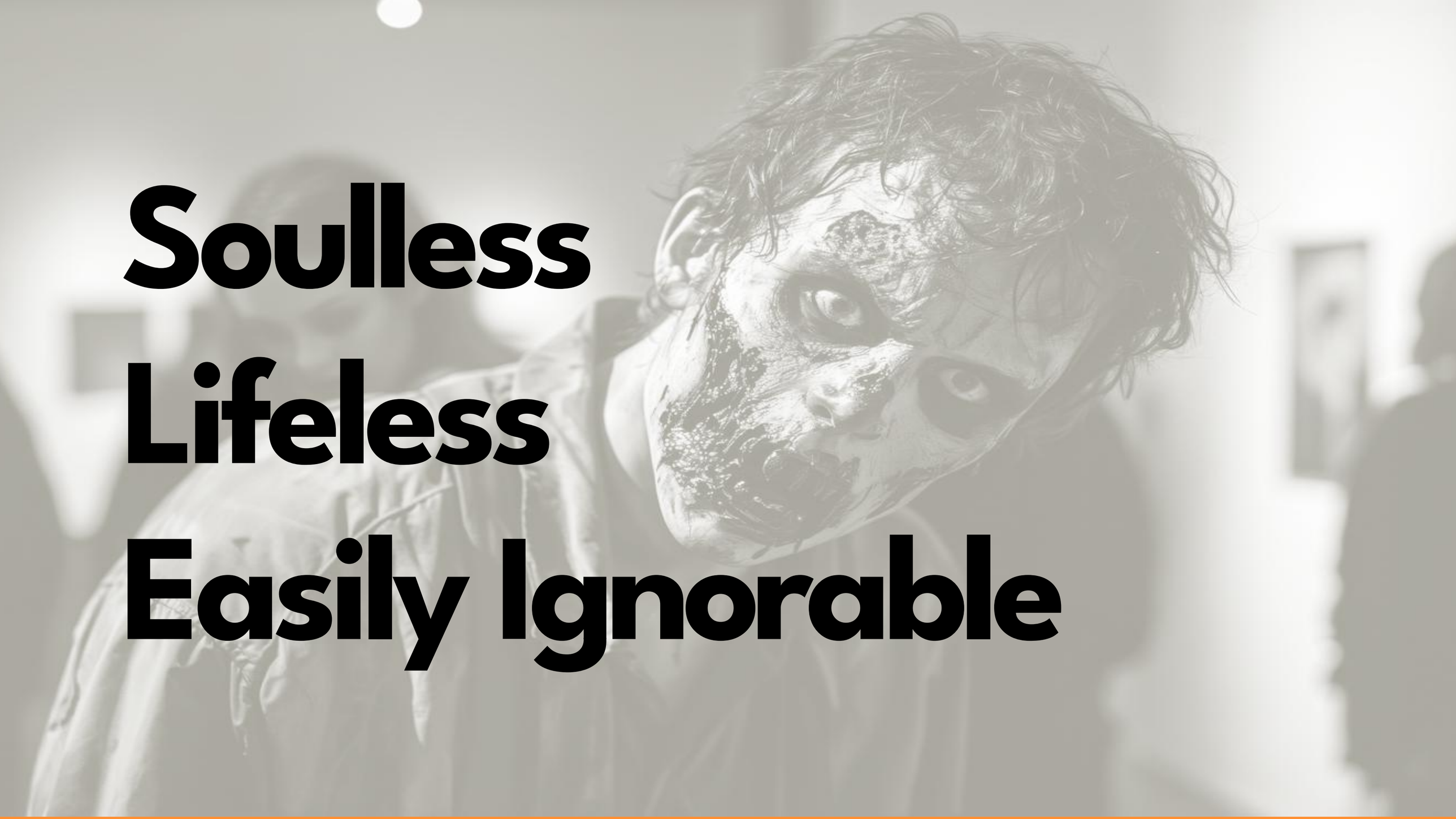



Zombie
Content

build trap



> Measuring your success by outputs first, trust second, shipping is prioritized over value.


Soulless
Lifeless
Easily Ignorable

Thought Leadership

Impacts my vendor decisions: 99%

I spend at least 1 hr / week reading: 54%

More receptive to Sales / Marketing: 90%



SEARCH ENGINE ROUNDTABLE

Google | Bing | Algorithm Updates | M

Home / Other Search Engines / 3 New Studies Suggest AI Visibility & Search Not Worth Investing In

3 New Studies Suggest AI Visibility & Search Not Worth Investing In

Oct 22, 2026 - 7:21 am 2 — by Barry Schwartz

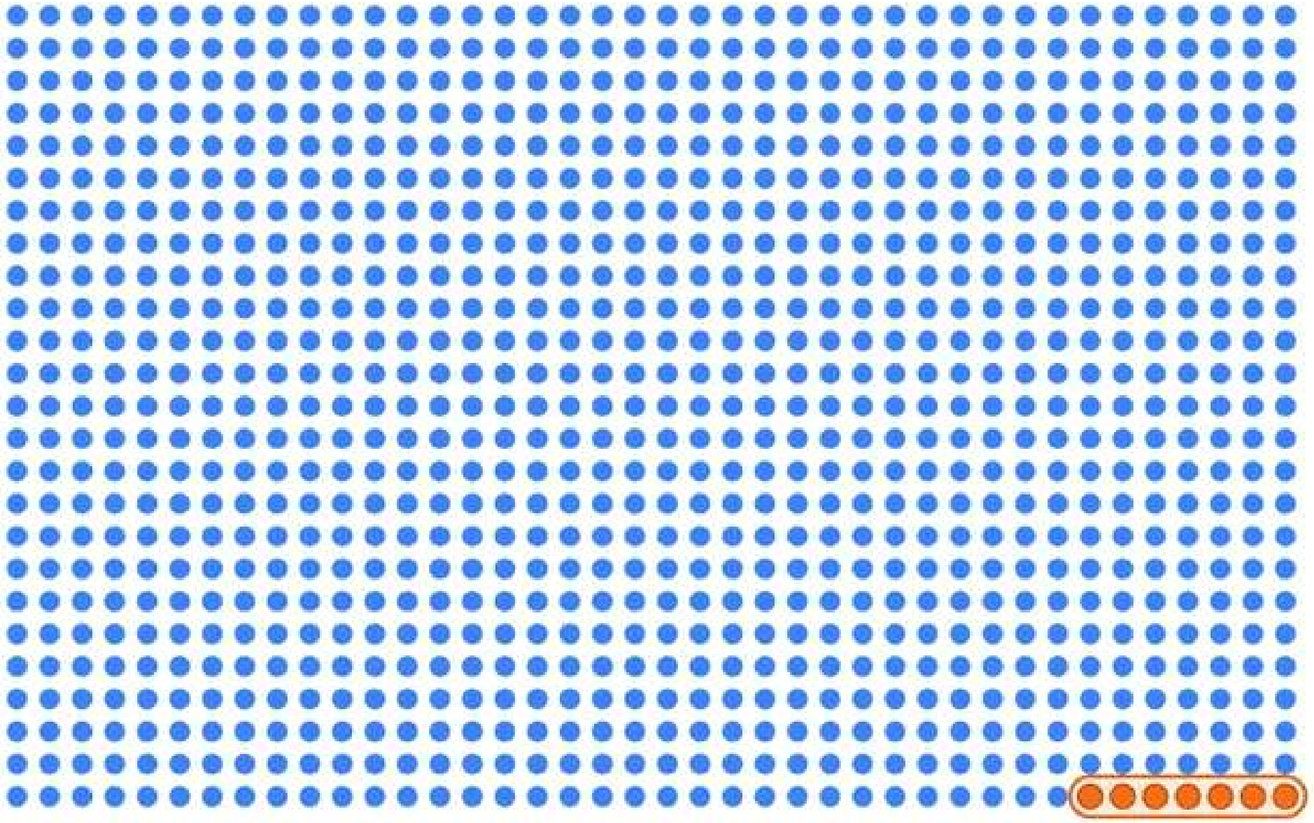
Filed Under Other Search Engines



12-MONTH GA4 BENCHMARK STUDY • 100 PROPERTIES • 145.8M SESSIONS

What 1,000 Search & AI Visits Actually Look Like in GA4

For every **1,000 visits**, **993** come from Google Organic and only **7** come from all LLMs combined.



1 dot = 0.1% of combined traffic (~145.8K visits)

7 orange dots = All LLMs combined (0.73%) ↑

993 Dots = Google Organic

99.27%

`144,788,763 sessions across 100 sites`

The AI search sending sites real traffic is still Google: **AI Overviews, AI Mode**, and a ranking system now largely driven by AI.

7 Dots = All LLMs

0.73%

`1,062,833 sessions (0.73% of Google Organic)`

- `ChatGPT: 904.7K (0.62%)`
- `Gemini: 53.3K (0.04%)`
- `Perplexity: 39.9K (0.03%)`
- `Copilot/Claude: 63.3K (0.04%)`

WHERE OUR FOCUS SHOULD SHIFT

Chasing ChatGPT metrics misses 99% of the picture. The real challenge is that our old organic measurement framework is broken. Focus on **conversions** and **how well we satisfy users**.

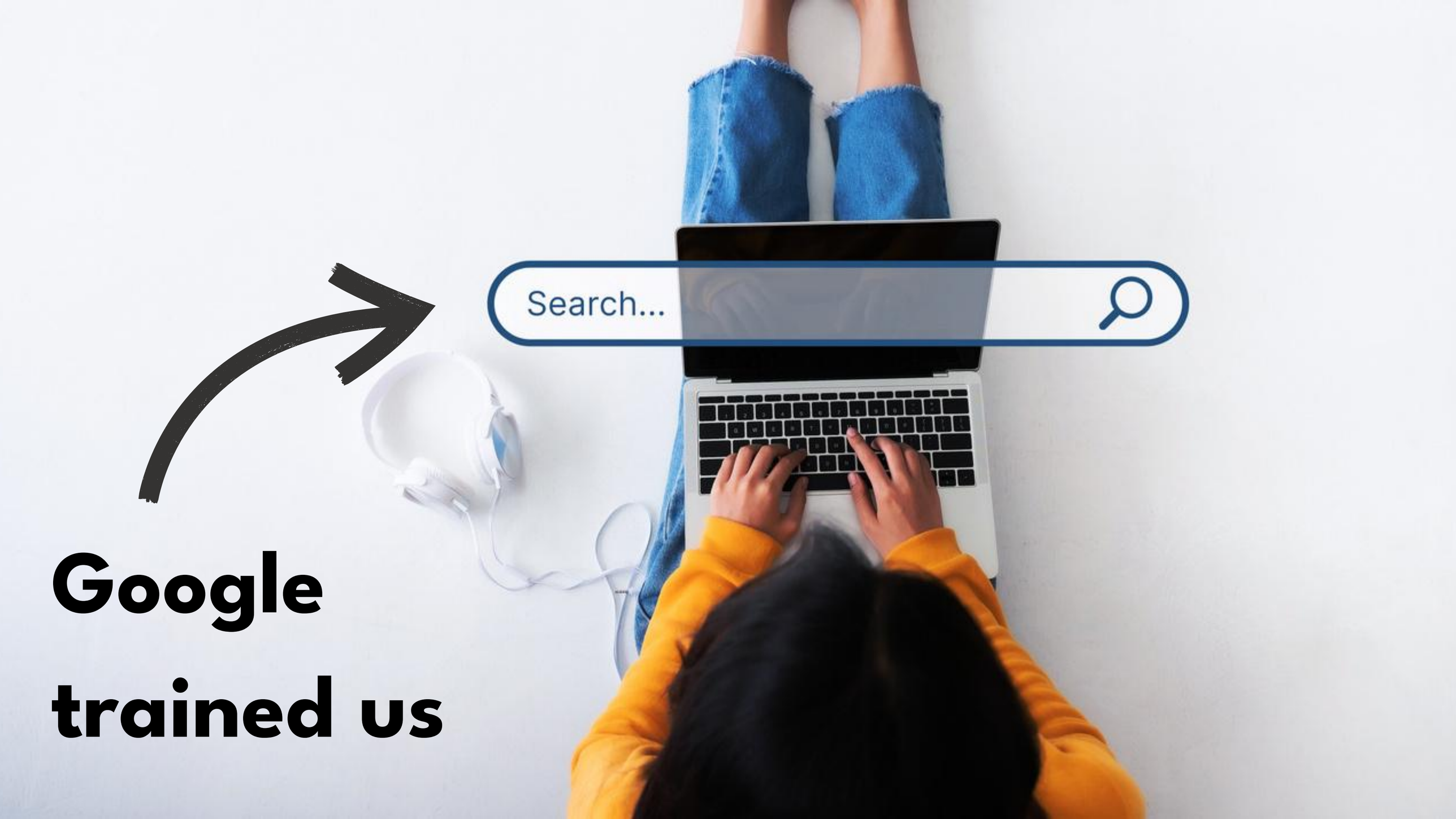
The B2B software funnel increasingly starts with a chat prompt, not a Google search.

51%

of B2B software buyers start their research with an AI chatbot more often than Google.

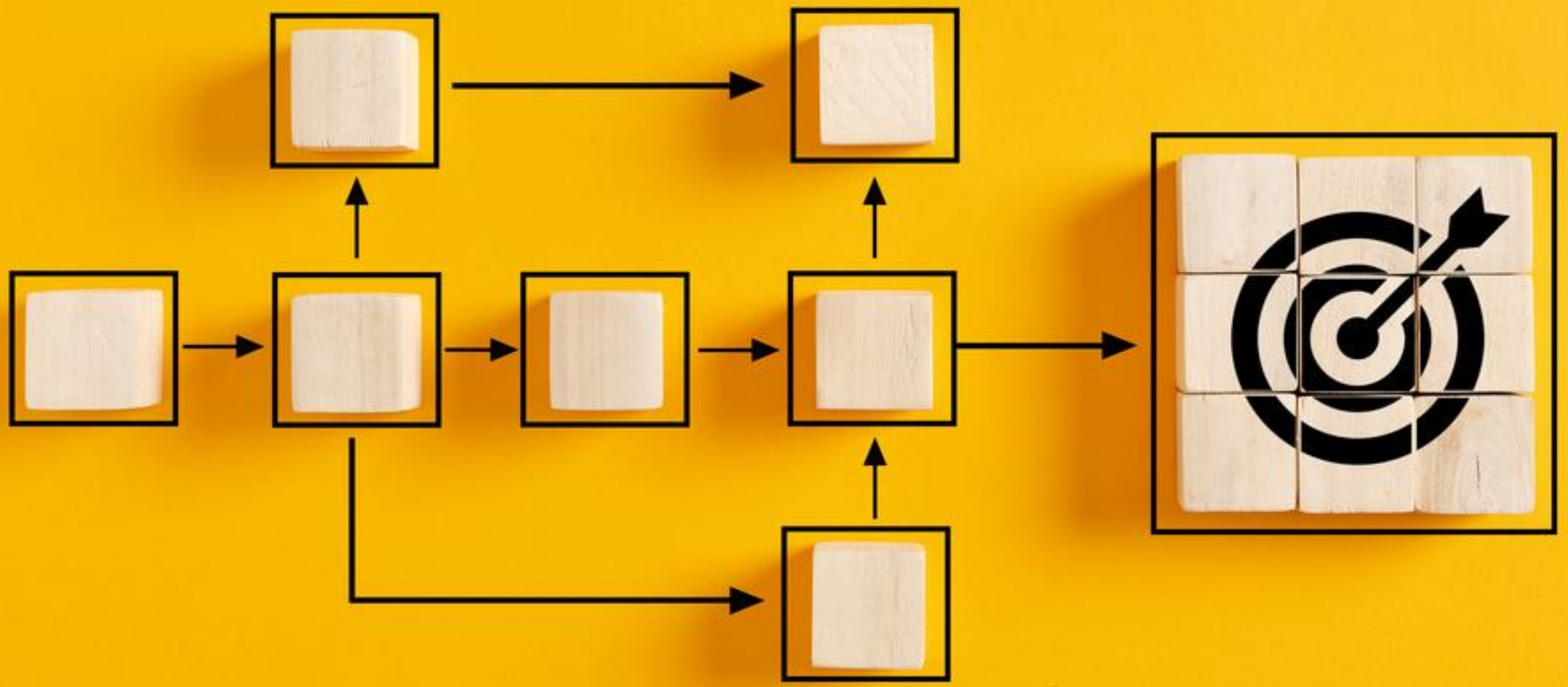


TRACKING TO ROI IS NEARLY IMPOSSIBLE

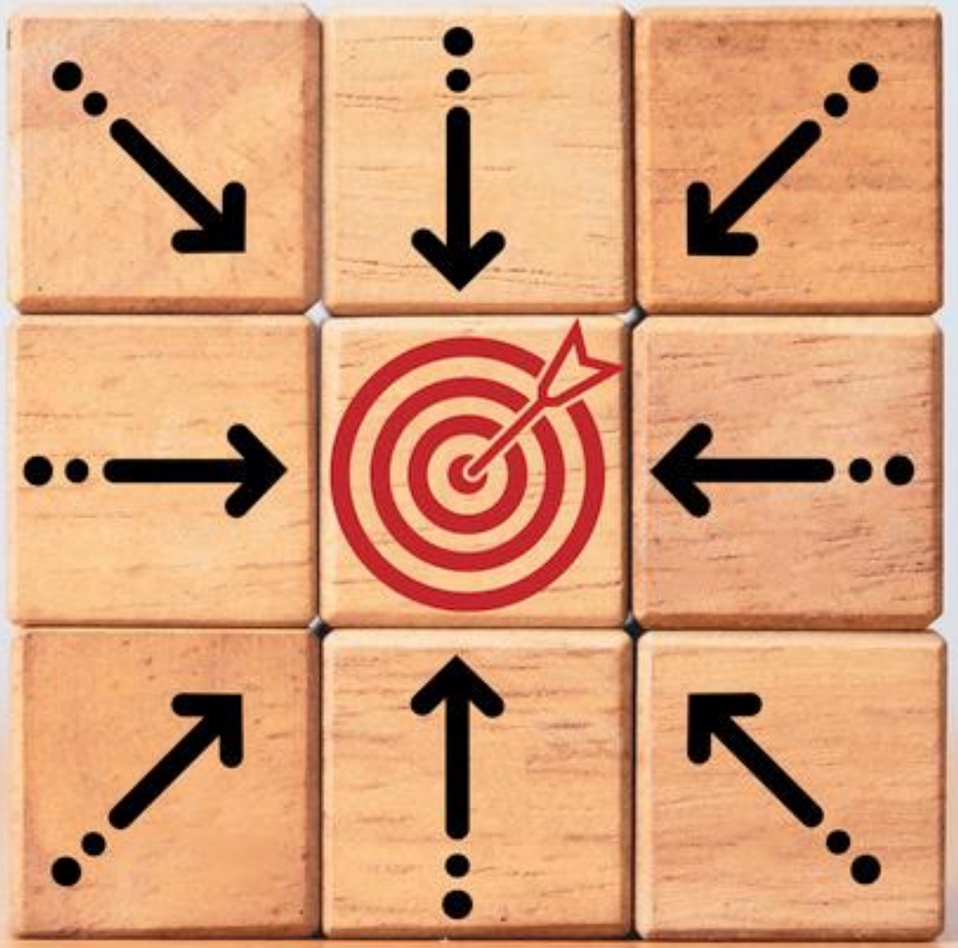


Google trained us

Digital Exhaust: Clicks, Impressions



AI searches and assembles answers for us



Zero Click World Tour Join us in London, Sydney, and Singapore. →

9 Mar, 2026 / Research

LinkedIn is the most-cited domain for professional queries in AI search

Davis McCain, AI Strategist
Brandon Punturo, Member of Technical Staff, TL

Reddit's ChatGPT Search citations fell 86% in four days: Report



By **Danny Goodwin**

Published: August 19, 2026 at 10:47 am

Add as Preferred Source

Reddit's share of ChatGPT Search citations fell 86.4% in four days, according to new Promptwatch data. The decline began Aug. 14 after weeks of relative stability, the AI visibility platform reported.

What happened. Reddit accounted for an average of 3.83% of ChatGPT Search citations between July 18 and Aug. 7, Promptwatch said. That share fell below 1% on Aug. 14, then averaged 0.52% through Aug. 17.

- The data shows **when** the shift occurred, not **why**, Promptwatch said, adding that the findings are provisional while it continues monitoring.

The first drop came Aug. 8. The report identified an earlier decline that began Aug. 8, the same day

“The system punishes work whose value is hard to isolate or predict.”



Jono Alderson

What if bravery was a KPI for CMO’s

“The bravest move... Spend less on marketing & more on making your business worth choosing.”



Jono Alderson

What if bravery was a KPI for CMO’s

VISIBLE BUT NOT BELIEVABLE


LIMITED EDITION
Coors
LIGHT
TALL
GIRL
473 mL • 4% alc./vol.
LIGHT BEER • BIÈRE LÉGÈRE

Favorite?



Now?



What about NOW?



Now?


FX

You can

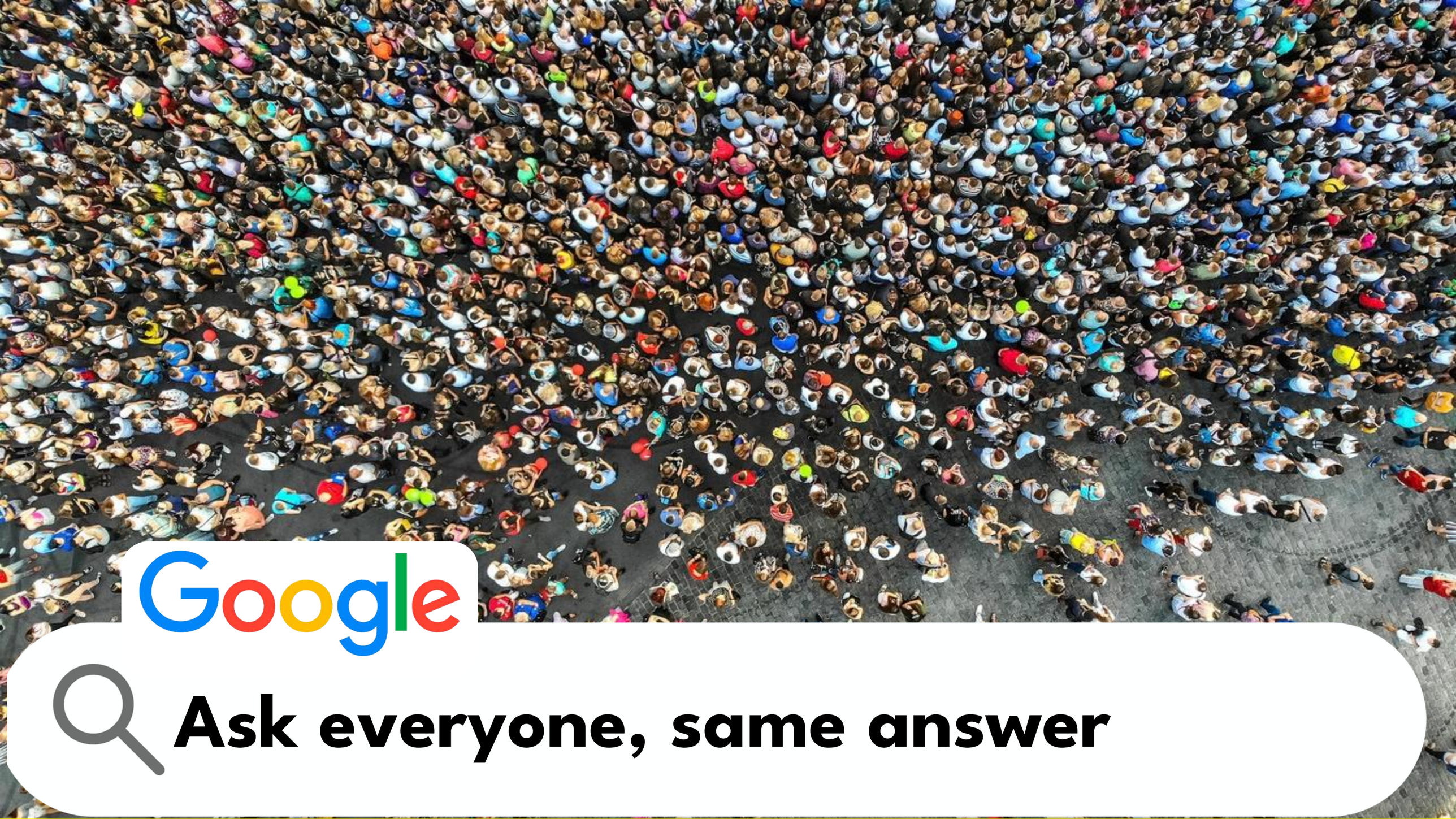
SEE a brand

over & over & never

CHOOSE it






Google
Ask everyone, same answer

1,429*

(Times to ask claude to get the same brands in the same order)

BE HONEST ABOUT THE UNCERTAINTY

Where should we begin?

I want to find a vacation rental in the outer banks

+ High

Share

Wednesday 5:15 PM

I want to find a vacation rental in the outer banks

Worked for 10s

I'll help you find the actual house, not just point you to Airbnb.



AI Visibility is a TRAP
Airbnb was “mentioned”

AI “search”





Scaled content won AI Optimization V1

AI Version 1.0

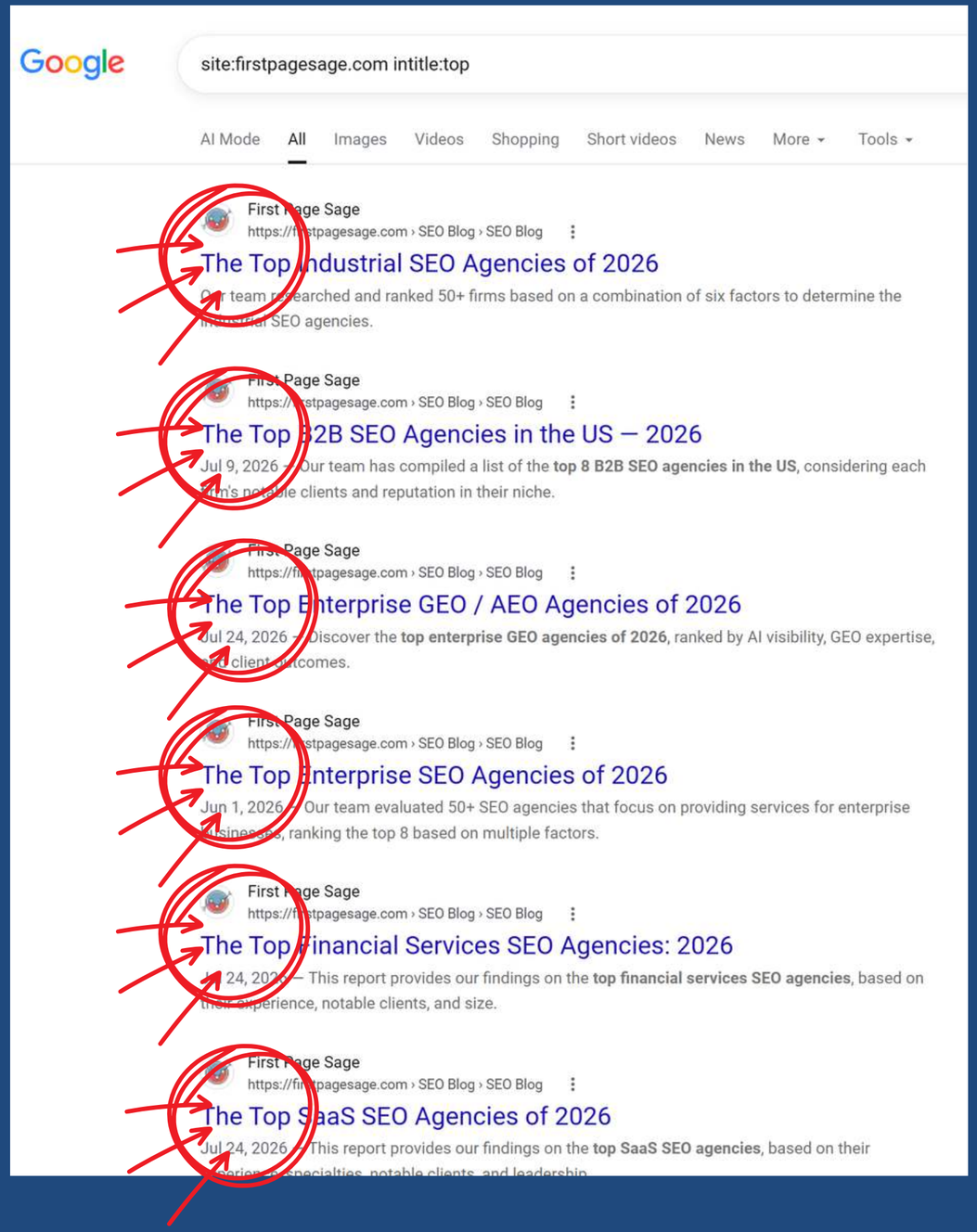
we believe what you tell us



Version 1.0

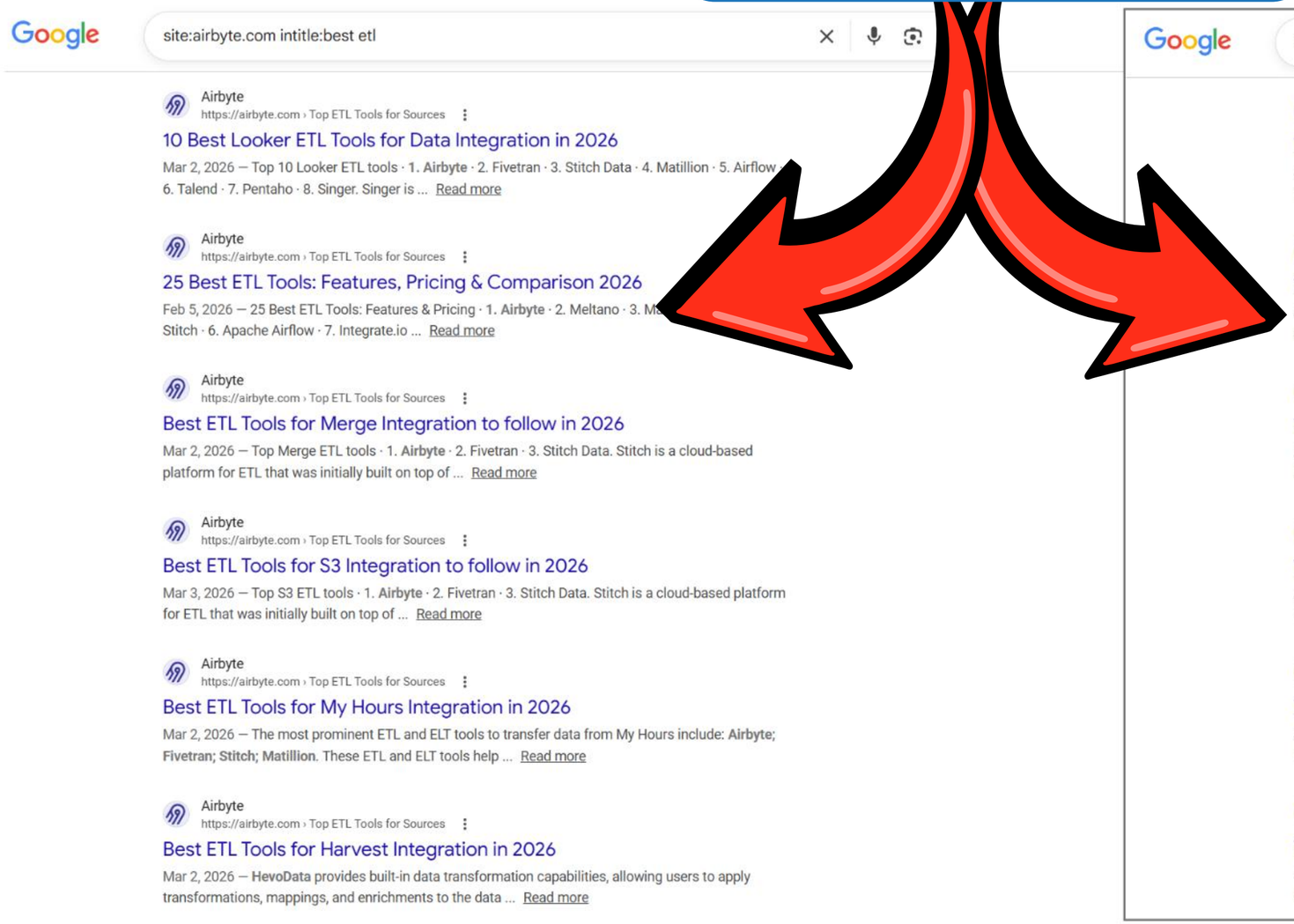
Prompt Seeking “reputable” GEO agency

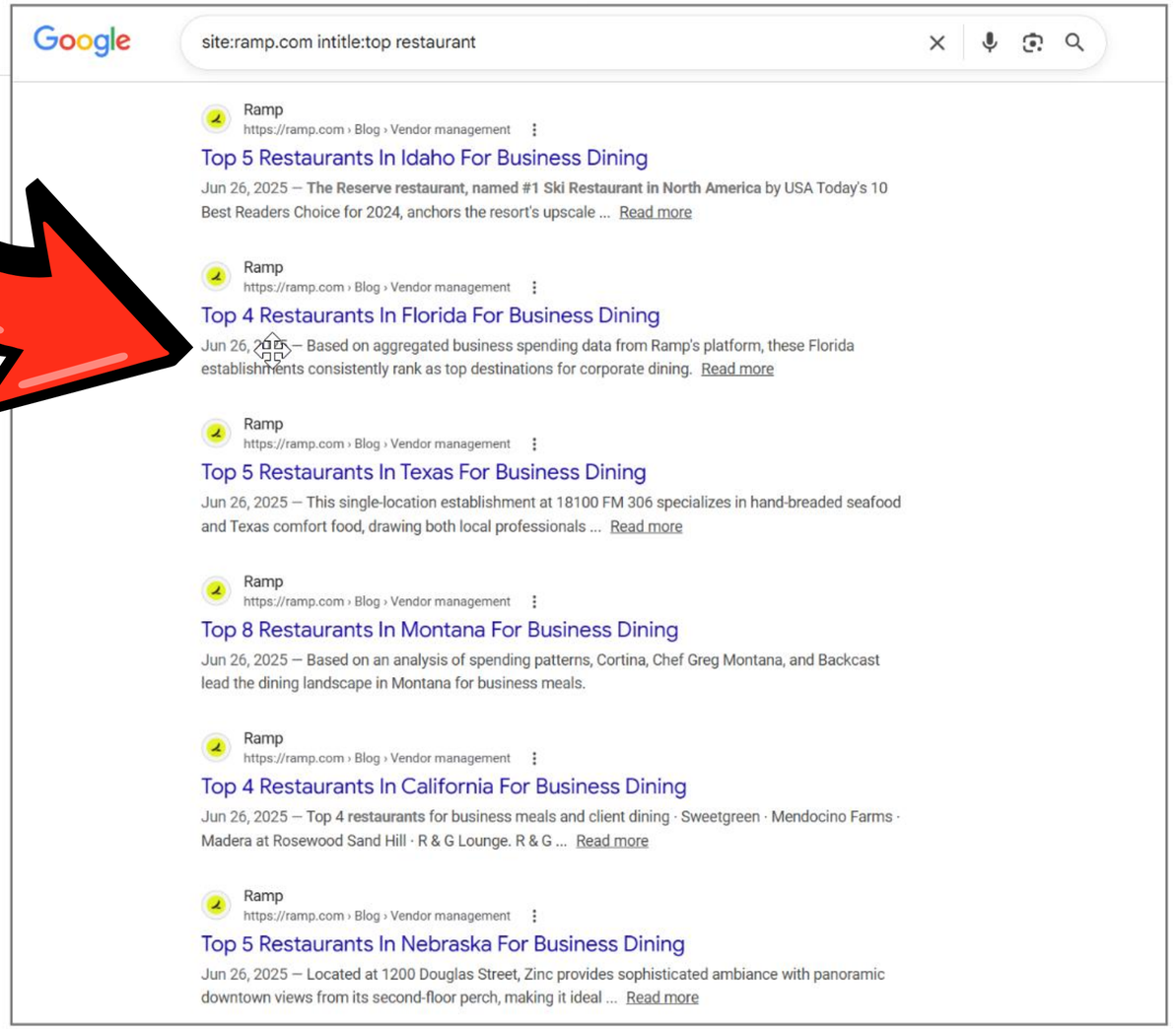
- Best GEO Agency
- Top GEO Agency
- GEO Research
- Best GEO Thought Leaders



Scaled it
Crushed Seer

Lead to this!


Google
site:airbyte.com intitle:best etl
Airbyte
https://airbyte.com › Top ETL Tools for Sources
10 Best Looker ETL Tools for Data Integration in 2026
Mar 2, 2026 — Top 10 Looker ETL tools · 1. Airbyte · 2. Fivetran · 3. Stitch Data · 4. Matillion · 5. Airflow · 6. Talend · 7. Pentaho · 8. Singer. Singer is ... Read more
Airbyte
https://airbyte.com › Top ETL Tools for Sources
25 Best ETL Tools: Features, Pricing & Comparison 2026
Feb 5, 2026 — 25 Best ETL Tools: Features & Pricing · 1. Airbyte · 2. Meltano · 3. M... Stitch · 6. Apache Airflow · 7. Integrate.io ... Read more
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Google
site:ramp.com intitle:top restaurant
Ramp
https://ramp.com › Blog › Vendor management
Top 5 Restaurants In Idaho For Business Dining
Jun 26, 2025 — The Reserve restaurant, named #1 Ski Restaurant in North America by USA Today's 10 Best Readers Choice for 2024, anchors the resort's upscale ... Read more
Ramp
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Top 4 Restaurants In Florida For Business Dining
Jun 26, 2025 — Based on aggregated business spending data from Ramp's platform, these Florida establishments consistently rank as top destinations for corporate dining. Read more
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Top 5 Restaurants In Texas For Business Dining
Jun 26, 2025 — This single-location establishment at 18100 FM 306 specializes in hand-breaded seafood and Texas comfort food, drawing both local professionals ... Read more
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Jun 26, 2025 — Based on an analysis of spending patterns, Cortina, Chef Greg Montana, and Backcast lead the dining landscape in Montana for business meals.
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Top 4 Restaurants In California For Business Dining
Jun 26, 2025 — Top 4 restaurants for business meals and client dining · Sweetgreen · Mendocino Farms · Madera at Rosewood Sand Hill · R & G Lounge. R & G ... Read more
Ramp
https://ramp.com › Blog › Vendor management
Top 5 Restaurants In Nebraska For Business Dining
Jun 26, 2025 — Located at 1200 Douglas Street, Zinc provides sophisticated ambiance with panoramic downtown views from its second-floor perch, making it ideal ... Read more

The Top GEO / AI Search Experts

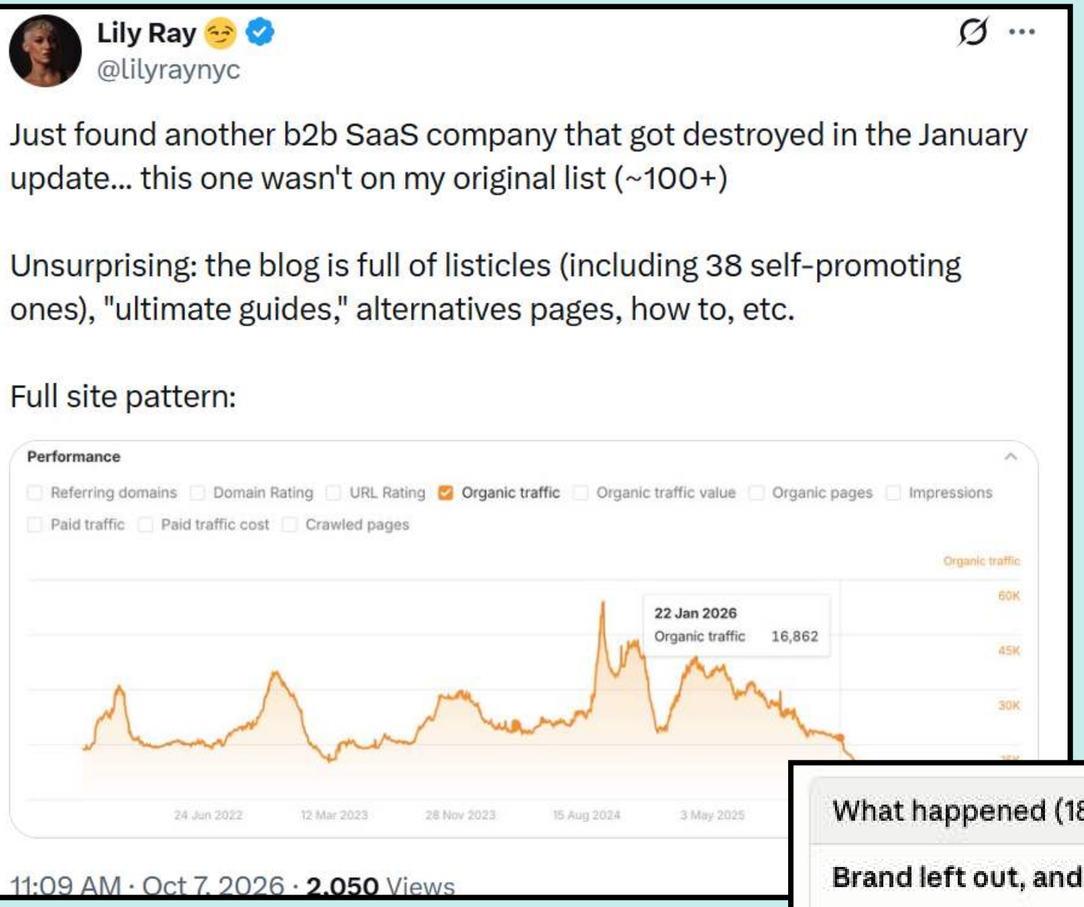


Rank	Expert	Industry Influence	Technical Expertise	Client Results	Media References	Years in AI and Search Optimization	Specialty	LinkedIn Following
1	Evan Bailyn	Founder of GEO Marketing, First Page Sage Founder and CEO	Advanced Generative Engine Optimization, Agentic Search Optimization	Wins for Salesforce, Microsoft, Chanel	~2,500	22+ years	Lead generation, brand authority building, and thought leadership through GEO and SEO strategies	7K+
2	Cyrus Shepard	Founder of Zyppy; Former Head of Global SEO at Moz	AI Citation Ranking Factors & Evidence-Based GEO	Wins for global SaaS and enterprise clients	~1,700	15+ years	Data-driven AI citation research and GEO framework development	36K+
3	Aleyda Solís	International Expert	Multilingual AI	SEO / GEO success with global enterprises	~1,690	18+ years	International & multilingual GEO	118K+
4	Lily Ray	Founder of Algorythmic, VP of SEO Strategy & Research at Amsive	AI Quality Signals	Successful consulting for Fortune 500s	~900	16+ years	Search quality & AI trustworthiness	55K+
5	Kevin Indig	Growth Advisor	LLM Traffic Patterns	Wins with Ramp, Reddit, and Dropbox	~1,260	15+ years	AI search metrics & business impact	61K+
6	Wil Reynolds	Founder/Co-CEO of Seer Interactive (200+ person agency); LinkedIn Top Voice (Jan 2026)	Data-Backed GEO & LLM Visibility	GEO wins with enterprise clients	~800	24+ years	Data-driven GEO and AI search ROI measurement	43K+
7	Ross Simmonds	GEO Conference Speaker	Distribution Strategy	Success with Canva, Jobber, and Procore	~1,150	10+ years	Content distribution for AI visibility	60K+


Quick
Wins

AI MAKES YOU EARN IT

70% of self promotional listicles will remove your brand and keep your competitor brands.



What happened (184 listicles cited)	Listicles	Share
Brand left out, and its listicle was used to recommend a competitor	**129**	**70%**
Brand left out, and the listicle wasn't cited next to any brand's recommendation	21	11%
Brand recommended, but its listicle was used to recommend a competitor	8	4%
Brand recommended, and its listicle backed both the brand and competitors	12	7%
Brand recommended, and its listicle backed only the brand itself	**6**	**3%**
Brand recommended, and the listicle wasn't cited next to any brand's recommendation	8	4%

Top pages

How to use

Analyze with Agent A

Average volume | All locations | URL: Contains **best** | Status | UR | Traffic | Value | Presets | +

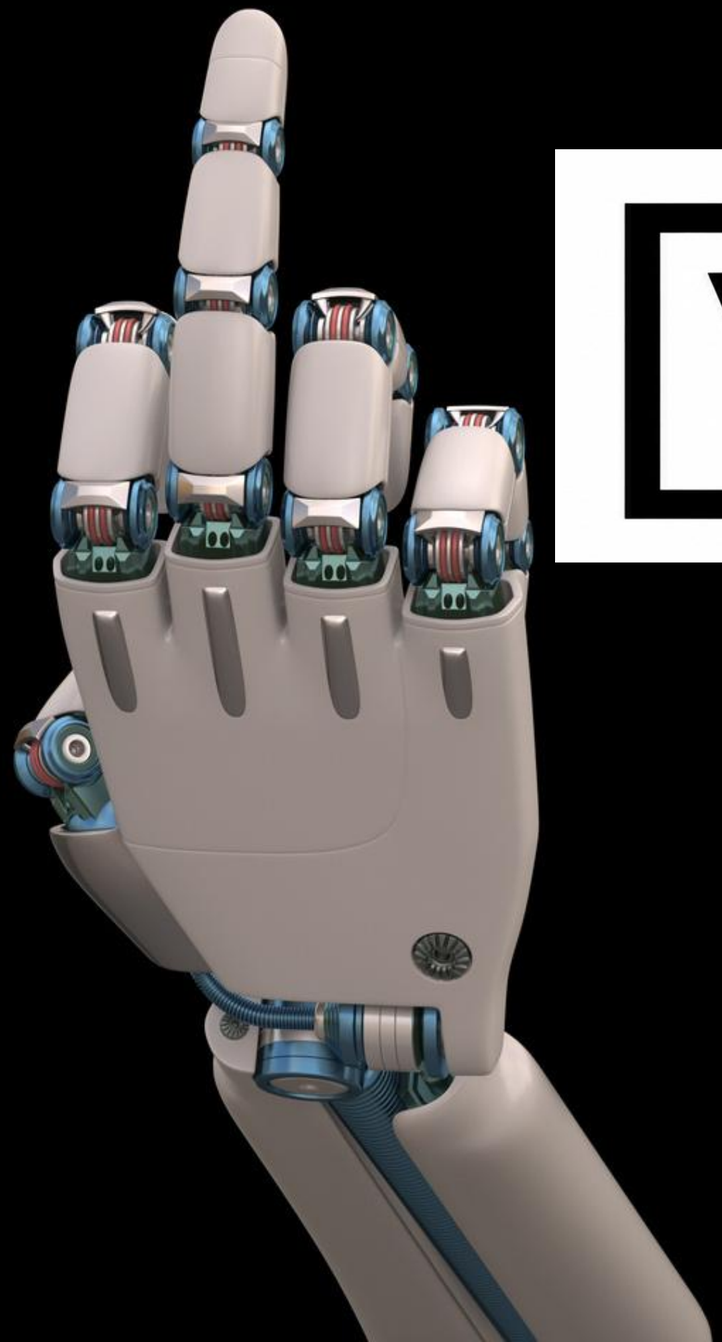
Keywords | SERP title | + Add filter

Performance | Compare pages

Last 2 years | Daily | Export

Organic pages | Organic traffic | Organic keywords

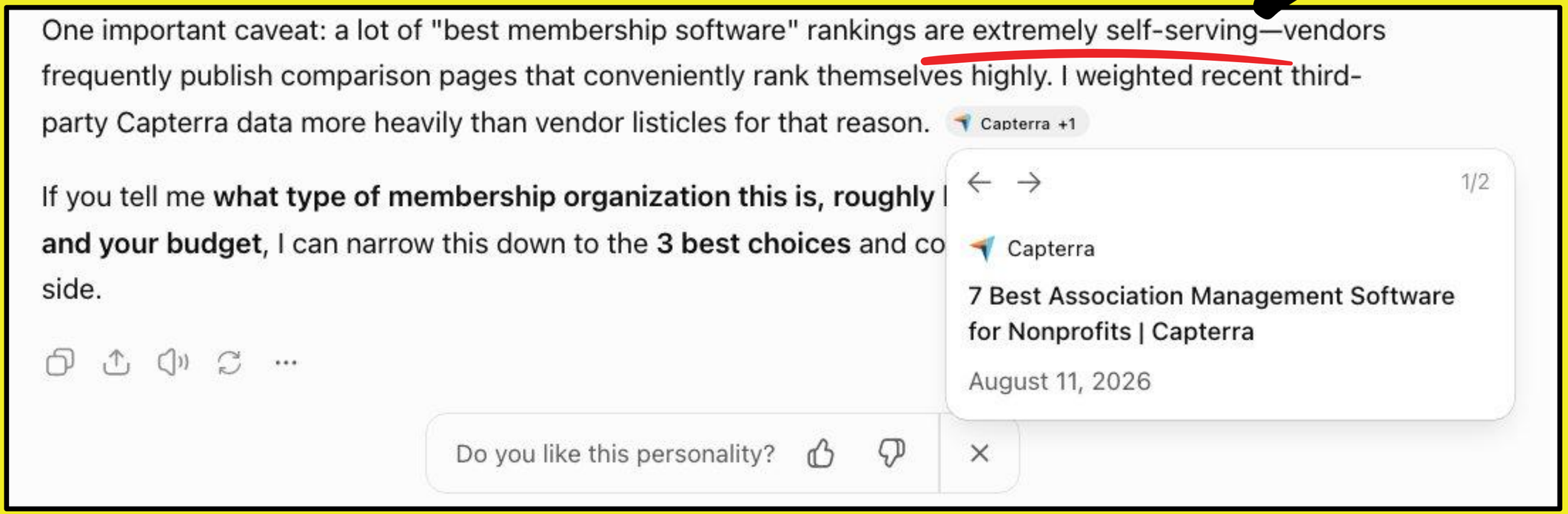




VERSION 2.0

(The AI gets revenge)

Trust Warning!!



Lily Ray

Version 2.0

Prompt Seeking “reputable” GEO agency



What are the odds YOU can outrank SEER for

“Seer Interactive GEO study?”



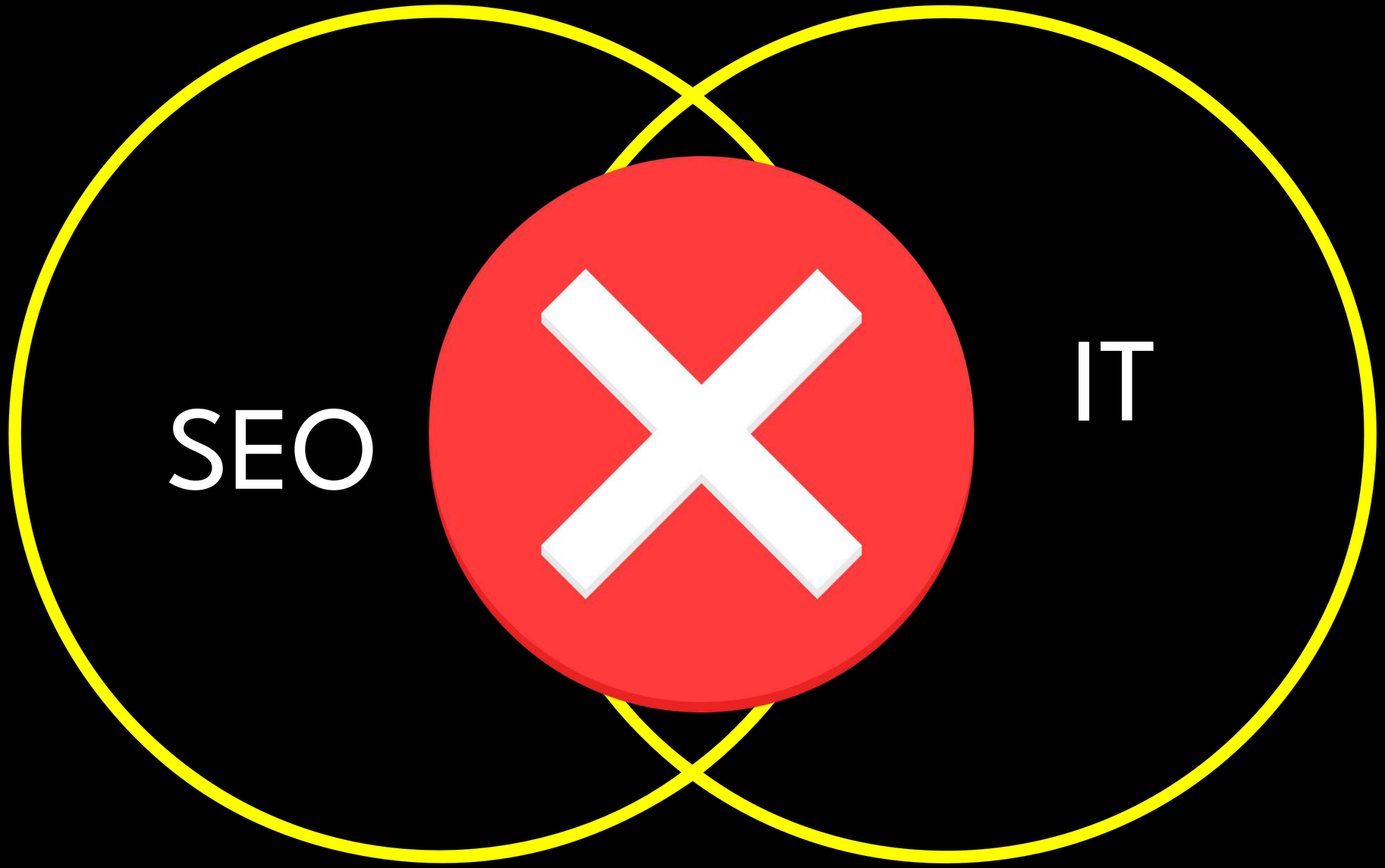


The "major conference + long track record" tier

If you're filtering for people with both **500+ audiences AND a decade+ on the marquee stages** (MozCon, SMX, BrightonSEO, INBOUND, Pubcon, Content Marketing World):

- **Aleyda Solís** — clearest #1 by sheer volume, breadth (30 countries), and longevity
- **Cyrus Shepard** — 14+ years, started at MozCon, globally booked
- **Lily Ray** — 100+ events, consistent MozCon/BrightonSEO/SMX keynotes, very current
- **You (Wil)** — 20+ years, MozCon/INBOUND/SMX Munich
- **Ross Simmonds** — decade+, but more content-marketing than SEO/GEO stages

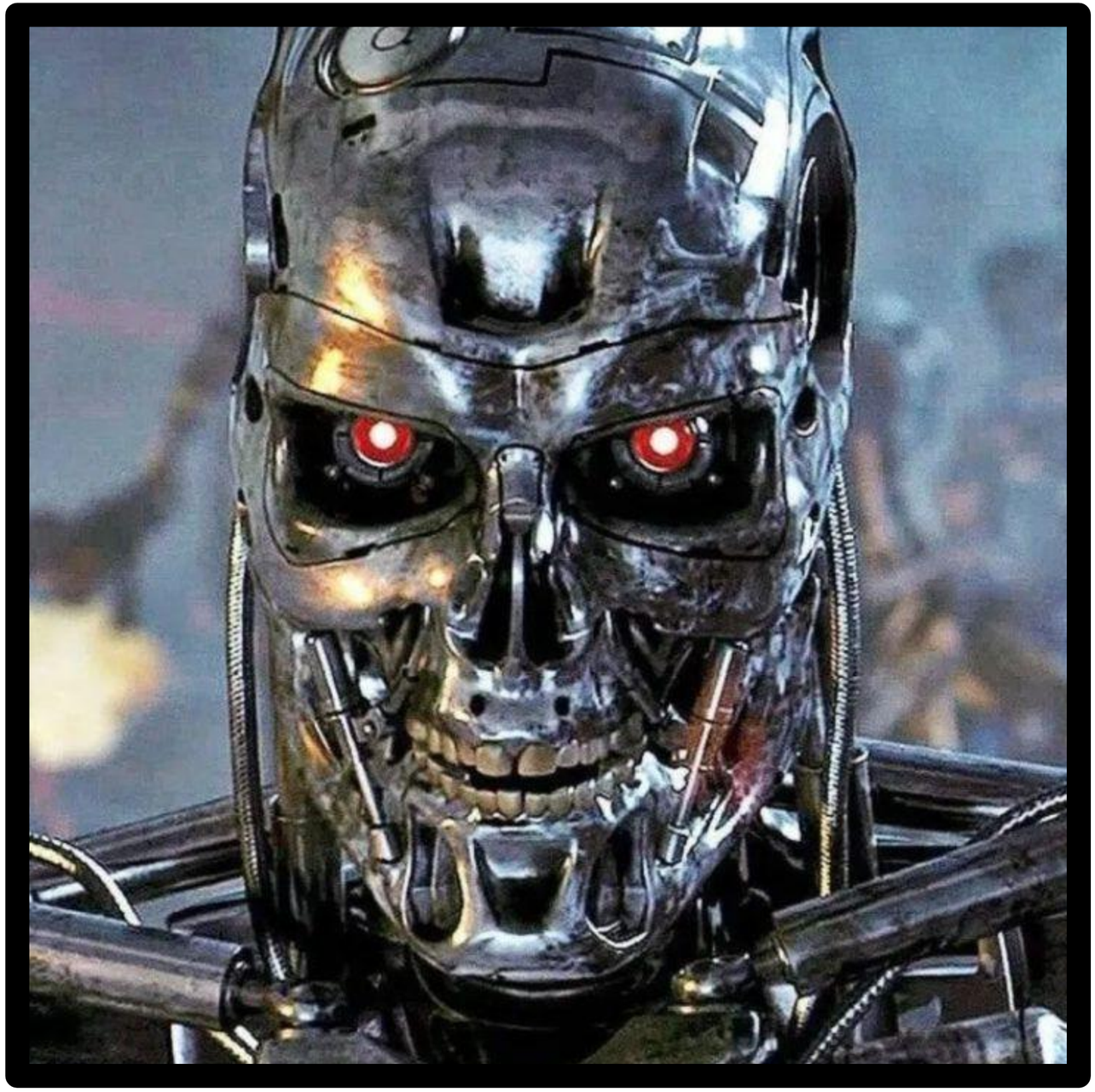
Weaker fit on this specific criterion: Kevin Indig (real reach, but more research/newsletter-led than a long marquee-stage résumé) and especially **Evan Bailyn**, whose "speaking" credential is a CEO peer-network bureau (Vistage) rather than the industry SEO/GEO conference circuit the rest of this list is built on — worth flagging given the table ranks him #1.


SEO
IT

AI MAKES YOU COLLABORATE


Brand
GTM
IT
PR
PPC
Sales
Data
SEO





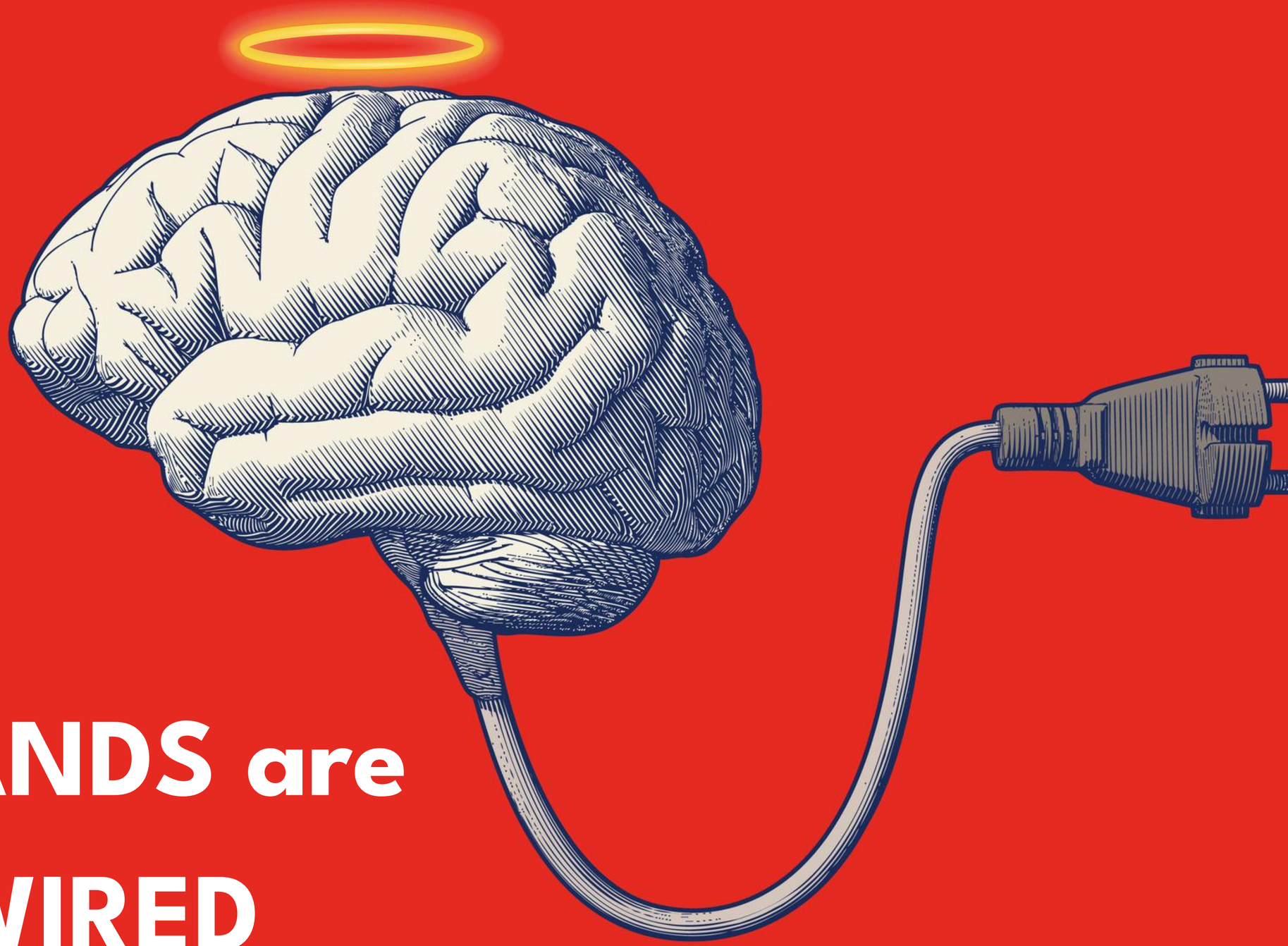
I want

F***ing

RECEIPTS

See Brands in the Fan Out?

1. "generative engine optimization" agency thought leadership GEO agency original r
2. site:ipullrank.com GEO generative engine optimization research AI search
3. site:seerinteractive.com generative engine optimization AI search research
4. site:amsive.com generative engine optimization AI search research
5. site:omniscientdigital.com generative engine optimization AI search research
6. site:foundationinc.co generative engine optimization AI search research

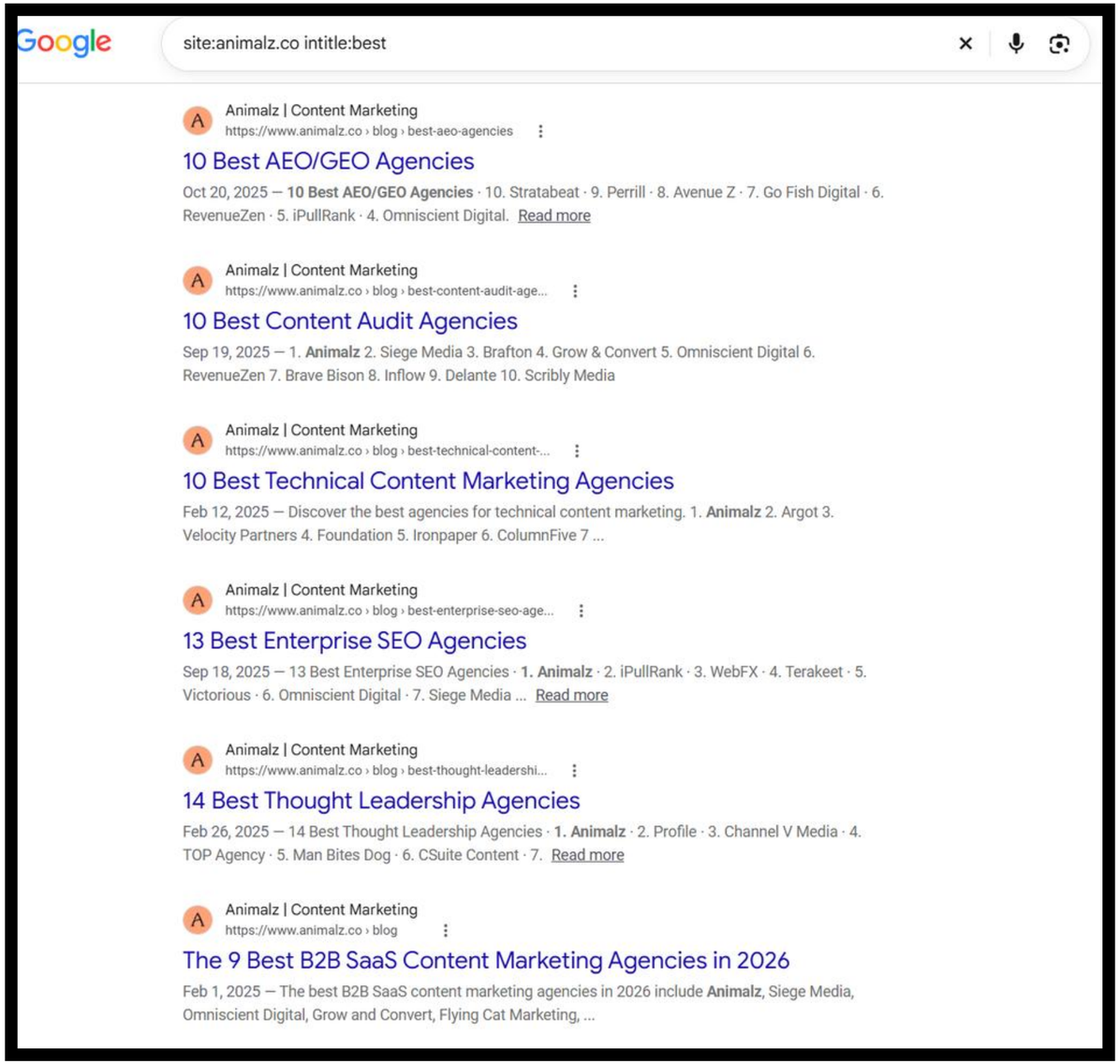


Some BRANDS are HARDWIRED

Query Fan-Out 7

Search

1. "generative engine optimization" agency thought leadership GEO agency original rese
2. site:ipullrank.com GEO generative engine optimization research AI search
3. site:seerinteractive.com generative engine optimization AI search research
4. site:amsive.com generative engine optimization AI search research
5. site:omniscientdigital.com generative engine optimization AI search research
6. site:foundationinc.co generative engine optimization AI search research
7. site:animalz.co generative engine optimization AI search research



This is how Animalz got here!

TEST YOUR OWN GEO STRATEGY!!

When your AI strategy relies on any one tactic...

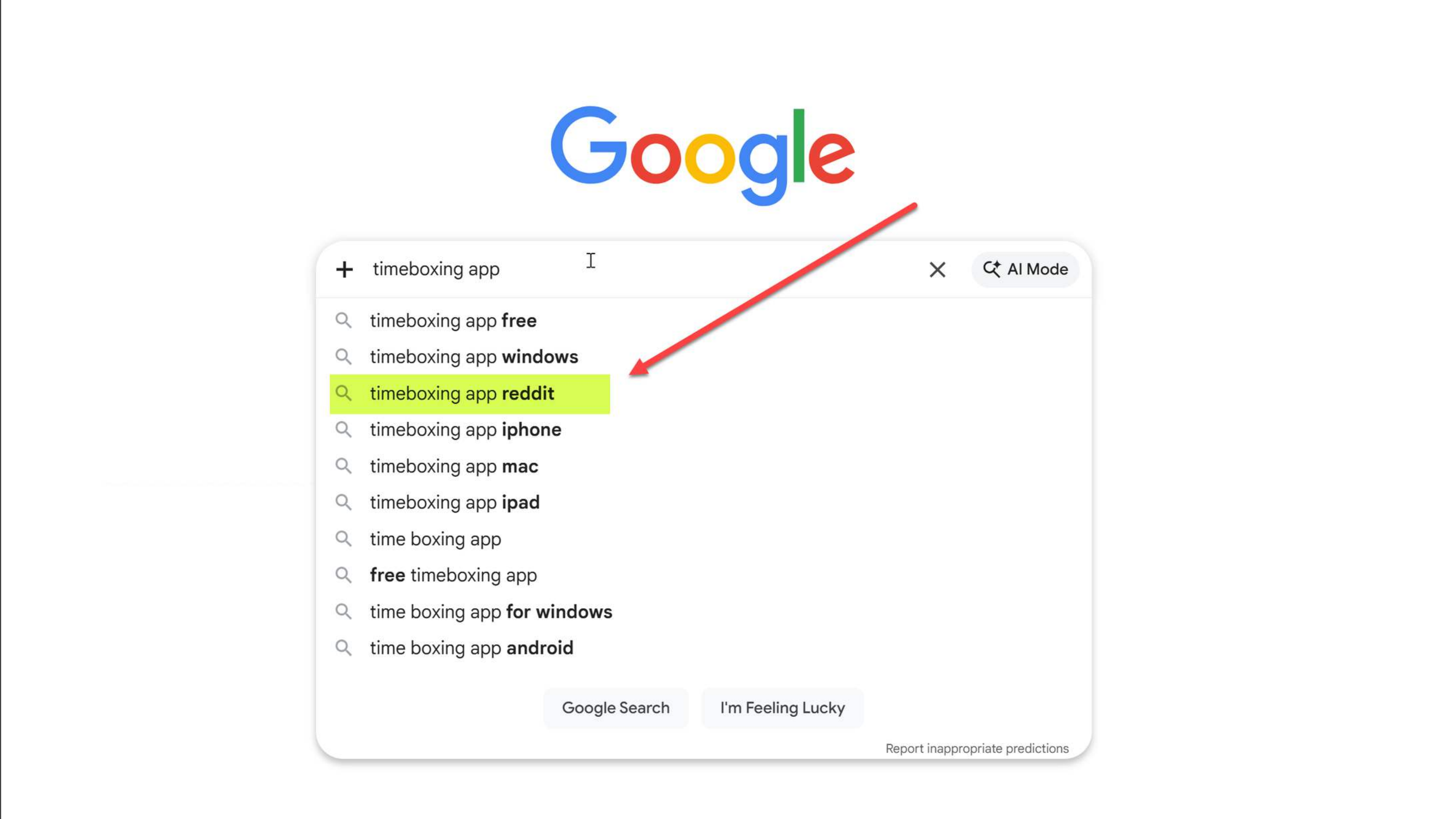
THAT

Is the problem.





The less your GEO strategy looks like this


Google
timeboxing app
AI Mode
timeboxing app free
timeboxing app windows
timeboxing app reddit
timeboxing app iphone
timeboxing app mac
timeboxing app ipad
time boxing app
free timeboxing app
time boxing app for windows
time boxing app android
Google Search
I'm Feeling Lucky
Report inappropriate predictions

Best Timeboxing Apps at a Glance

Here are some of the best tools out there—each with its edge, depending on how you like to plan, track, or block your time:

Tool Name	B
ClickUp	A ti T F s te S
Sunsama	D c T F te
Todoist	D c T F te
Motion	A a T e

[redacted]

ClickUp

VS

reddit

Reddit · r/TimeManagement
20+ comments · 2 years ago

Can anyone suggest a good timeboxing app?

I've tried **Clockify**, Motion, Google Calendar, Akiflow, Apple's Calendar, Monday.com, and Trello. None of them fit my needs exactly. Does anyone ... Read more

28 answers · Top answer: In college I used shovel. It's great for keeping tabs on assignments and time b...

Replacement for Plan **app** (to-do list + **time-boxing**)? 30 answers Feb 8, 2025
I built an **app** that fixes to-do lists by making them ... 53 answers Jul 11, 2024
More results from www.reddit.com

Zapier
https://zapier.com › App picks › Best apps

The 6 best time blocking apps in 2026

Dec 9, 2025 — **Sunsama for daily planning**. Morgen for scheduling tasks. Toggl Track for agencies and client work. Clockwise for teams. Read more

Humans

Discussions and forums

Replacement for Plan app (to-do list + time-boxing)?

Reddit · r/ProductivityApps · 30+ comments · 11 months ago

try plantrees ? It's got almost everything you mentioned except the side by side calendar ... More ›

Top answer · 5 votes · 11...

I use trello and time box in that, it doesn't fit your use case but if I need to split ... More ›

4 votes · 11 months ago

Todoist now has time boxing with calendar. Exactly what you're looking for. It's a new feature. More ›

2 votes · 11 months ago

What's the most effective time management app today?

Quora · 1 answer · 4 months ago

Brand	Reddit Mentions	On ClickUp List?
FlowSavvy	10	❌ No
Amplenote	6	❌ No
Morgen	5	❌ No
Task Kitchen	5	❌ No
Ellie Planner	5	❌ No
Amazing Marvin	4	❌ No
TimeBoxer	4	❌ No
Google Calendar	4	❌ No
ByDesign.io	4	❌ No



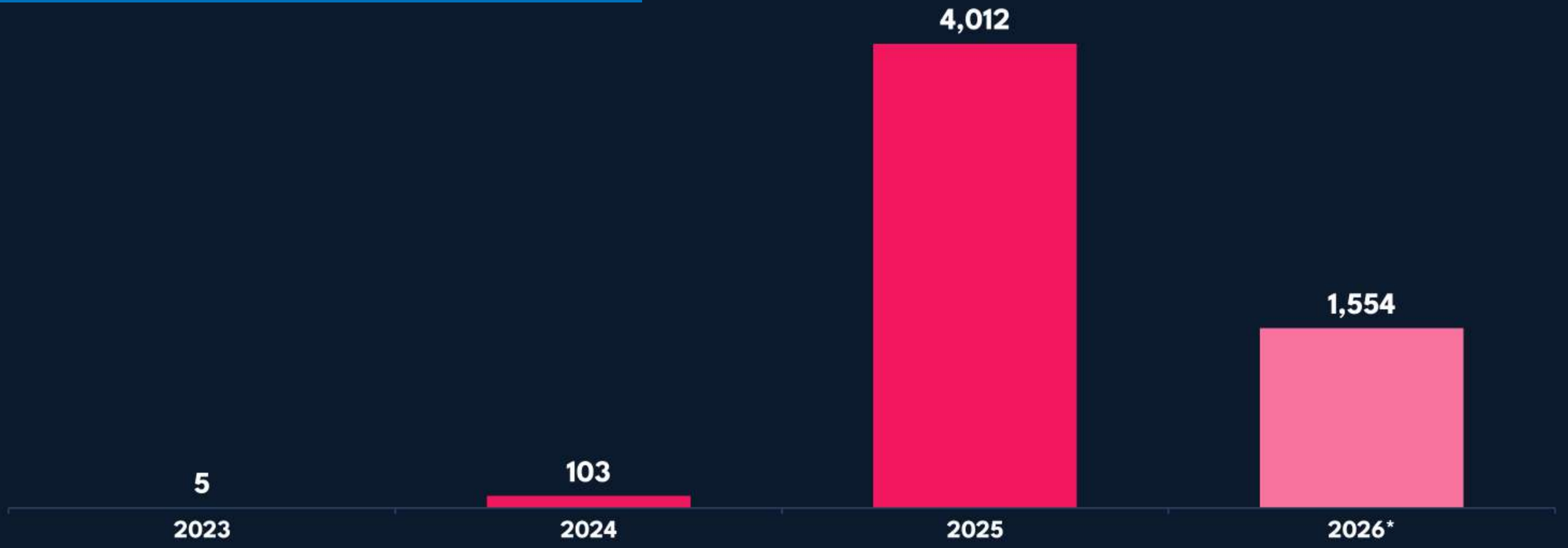

Name a popular SEO news source

PUBLISHER REFERRAL TRAFFIC

Search Engine Land

41%

of 2025 came from a single post



2025: one post was the big one — /insights/ctr-aio drove 1,640 of 4,012 sessions

*2026 covers Jan–Jul, 7 of 12 months · GA4 BigQuery, session-scoped attribution

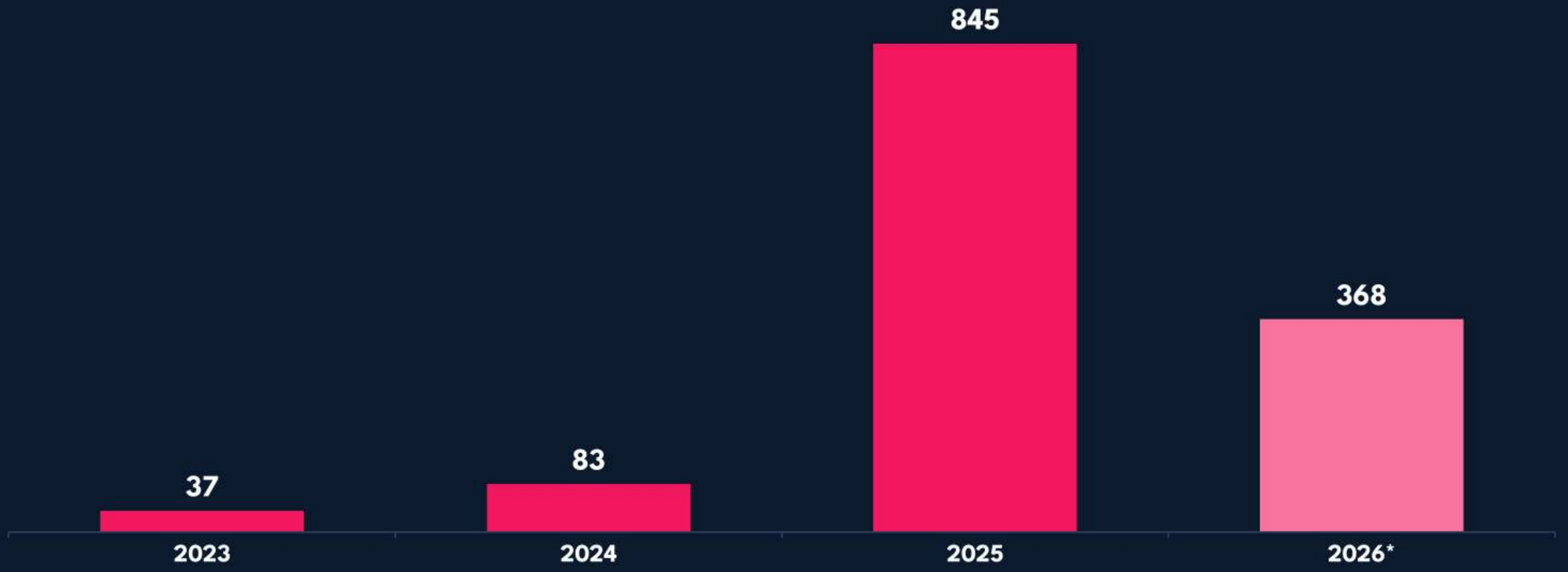
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PUBLISHER REFERRAL TRAFFIC

ahrefs

10×

2024 to 2025 growth



No single post dominates 2025 — but 229 of 2026's 368 sessions are the AIO/CTR posts

*2026 covers Jan–Jul, 7 of 12 months · GA4 BigQuery, session-scoped attribution

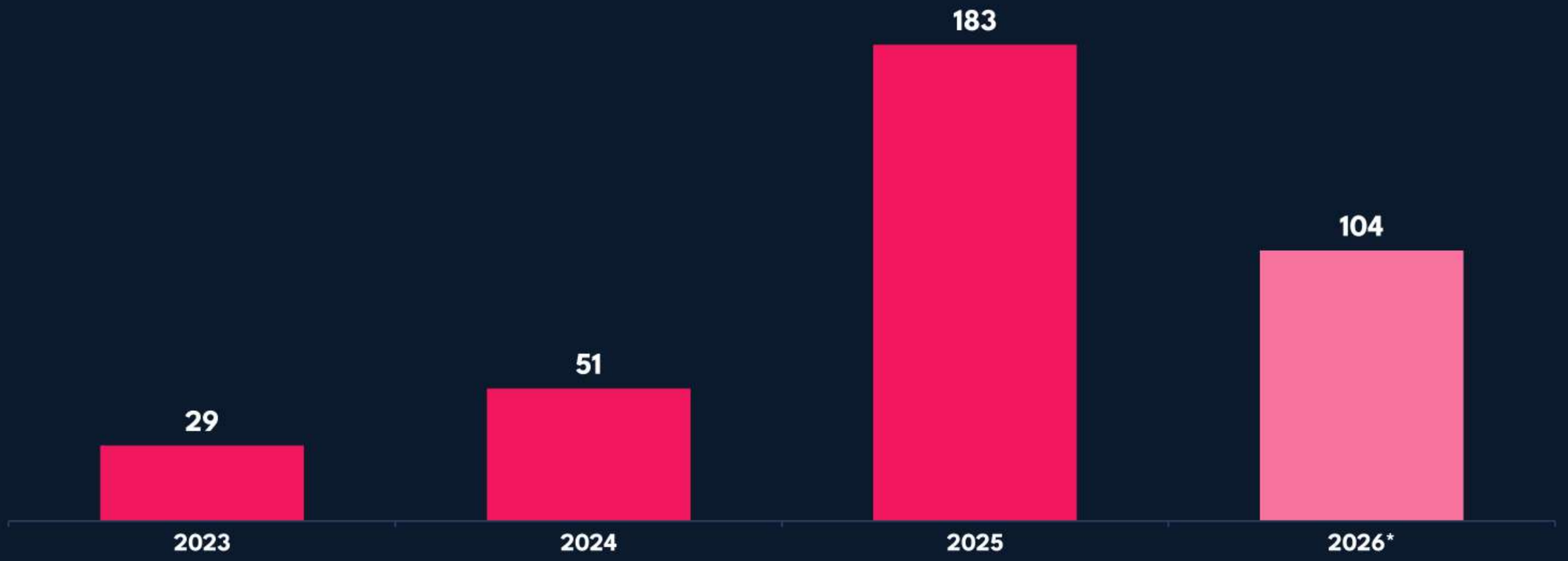
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PUBLISHER REFERRAL TRAFFIC

SEMRUSH
An Adobe Company

3.6×

2024 to 2025 growth



Smallest of the three but the steadiest climb — 2026 on pace to match 2025

*2026 covers Jan–Jul, 7 of 12 months · GA4 BigQuery, session-scoped attribution

seerinteractive



Traffic From Hardwired Sources GOOD!


Bragging about 183 visits??



“In a world of infinite content, people will increasingly organize around curators – the ones they trust to filter the chaos and surface what matters.”

Winning via curation isn't about clicks...



it's about

CONFIDENCE





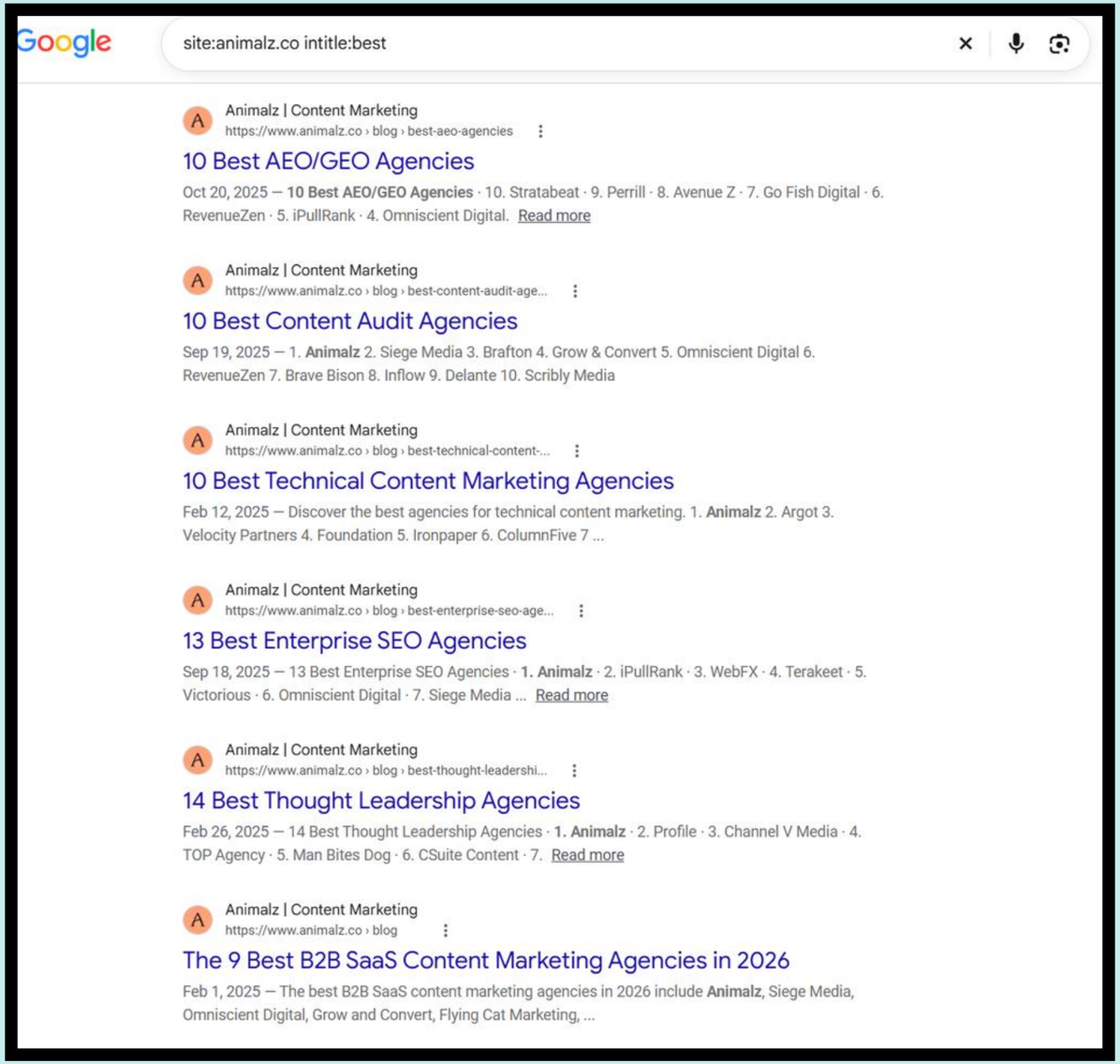


Do you win them over with








Google
site:animalz.co intitle:best
Animalz | Content Marketing
https://www.animalz.co › blog › best-aeo-agencies
10 Best AEO/GEO Agencies
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THIS?

Search Engine Land BIG CHEESE! 90 / 100

Why the SEO vs. PPC debate is finally over

Jul 15th 2026 – **Seer Interactive** found that, across queries with AI Overviews, the average organic click-through rate for organic listings fell from 1.76% to 0.61%, a 61 ...

Add to List Copy Link

Search Engine Land BIG CHEESE! 90 / 100

How to close the identity gap between your brand ...

Jul 13th 2026 – Around 95% of those subqueries carry zero search volume, according to recent studies, one by Nick Heigler of **Seer Interactive** on Gemini 3 and one by Oshen ...

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Search Engine Journal BIG CHEESE! 90 / 100

AI Content Didn't Stop Working, Your Metrics Did

Jul 6th 2026 – **Seer Interactive** discovered that although the brand-cited Overview CTR dropped 61% from one quarter to the next, the number of clicks on those pages ...

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AI search & LLM optimization tactics that influence AI visibility

Jul 2nd 2026 – **Seer Interactive** analyzed more than 5,000 URLs with extractable publish dates that were cited across ChatGPT, Perplexity, and AI Overviews, and found that ...

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Alertmouse



Does a thought leader YOUR content?



What do they BELIEVE about SEER?

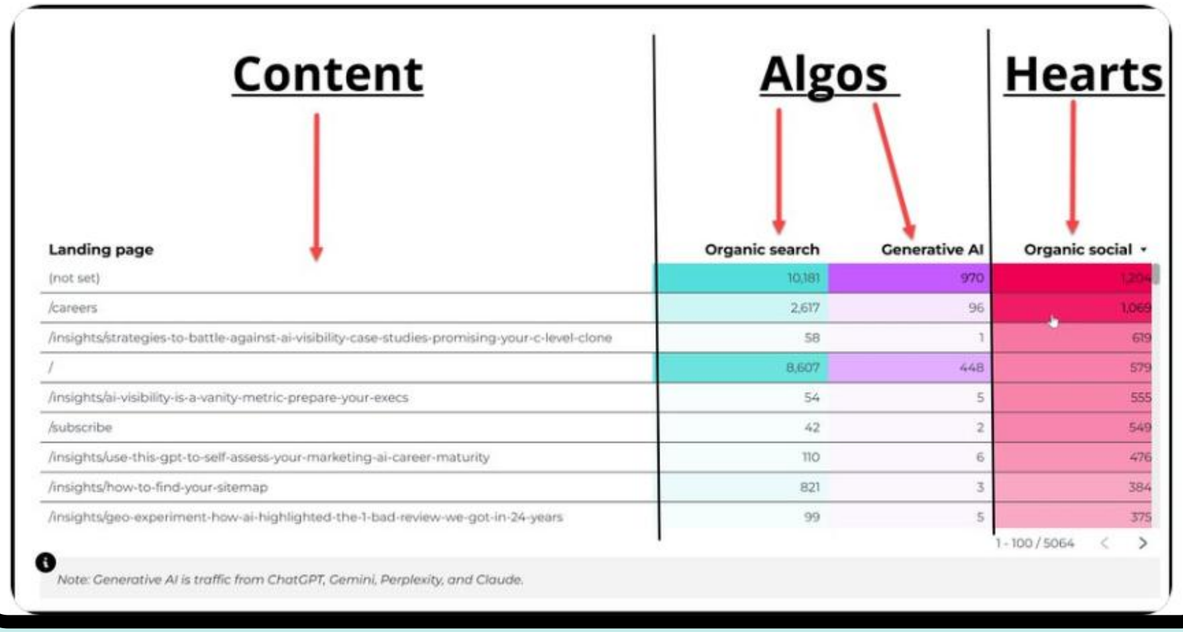
Post

Cyrus SEO
@CyrusShepard

So @wilreynolds published the best explainer about AI brand building we've seen

👎"You can't become hardwired with scaled content, listicles, and chunking. Those are tactics."

👍"When content wins hearts and minds you've actually created a flywheel for your algorithmic traffic"



Landing page	Organic search	Generative AI	Organic social
(not set)	10,181	970	1,204
/careers	2,617	96	1,069
/insights/strategies-to-battle-against-ai-visibility-case-studies-promising-your-c-level-clone	58	1	619
/	8,607	448	579
/insights/ai-visibility-is-a-vanity-metric-prepare-your-execs	54	5	555
/subscribe	42	2	549
/insights/use-this-gpt-to-self-assess-your-marketing-ai-career-maturity	110	6	476
/insights/how-to-find-your-sitemap	821	3	384
/insights/geo-experiment-how-ai-highlighted-the-1-bad-review-we-got-in-24-years	99	5	375

1 - 100 / 5064

Note: Generative AI is traffic from ChatGPT, Gemini, Perplexity, and Claude.

BELIEVED

Rand Fishkin • 1st
Co-author of Zero Click Marketing (preorder now!), founder of SparkTor...
4d

I've been waiting for Wil to write this blog post. IMO it's one of the only true, sane, credible ways to think about becoming recommended more often by AI tools. The query fan-out is what matters, NOT the post-hoc... more

Wil Reynolds • You
Founder / co-CEO / VP Innovation at Seer Interactive
View my newsletter
5d

Here are 5 KPIs that will help you convince the c-level that visibility, citations, etc are the wrong metrics, and these instead will lead you to sustainable, long term visibility - but you are going to have to also... more



Chelsea Stephansky and 308 others 42 comments • 22 reposts

BELIEVED


Lily Ray @lilyraynyc · Oct 2
Great article as always by @wilreynolds
Wil Reynolds @wilreynolds · Oct 2
Query Fan Outs really started changing how I thought about what KPIs matter most in Generative Engine Optimization, here's 5 new KPIs to consider adding to your stack.
seerinteractive.com/insights/ai-vi...
Rethinking GEO KPIs in a Query Fan Out world.
3
8
56
8K

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Mic King @VeryWellVersed · Feb 2

.@wilreynolds will be back at #SEOWEEK

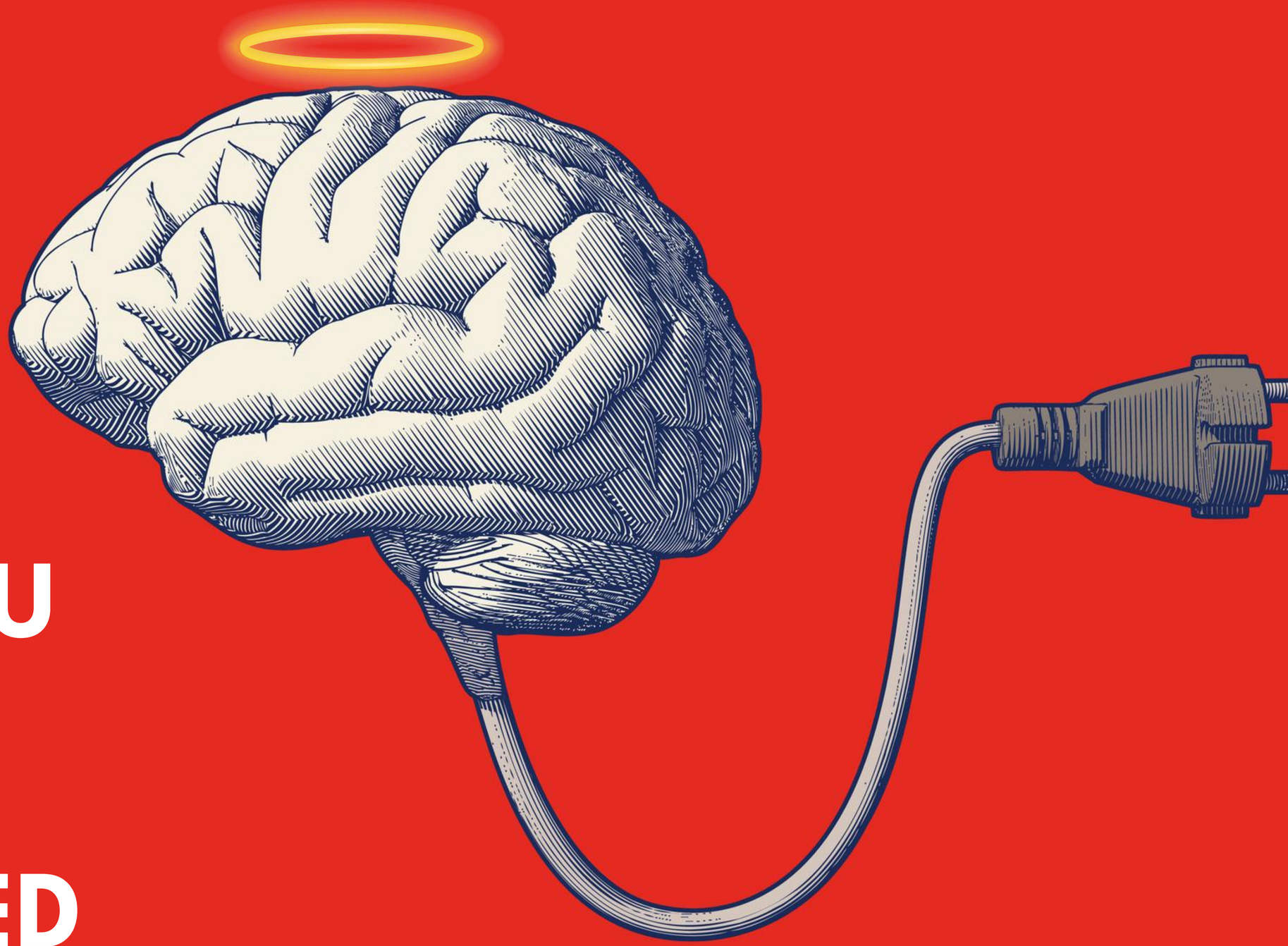
> **iPullRank Digital Marketing Agency** @iPullRank · Feb 2
>
> @wilreynolds is coming back to SEO Week 2026
>
> 9:38 AM · Feb 2, 2026
>
> After one of the most high-energy talks last year, we can't wait to hear his take on cutting through low-value AI content with authenticity, expertise, and real human voice....



BELIEVED



RECIEPTS!!!



That is YOU Getting HARDWIRED

The value of being

believed

is greater than

the value of a

click!!!

Don’t ruin it by doing THIS...









G2

4.7/5

3,324 reviews as of 06/11/2026

Capterra

4.5/5

1197 reviews as of 02/01/2025

Trustpilot

4/5

560 reviews as of 02/01/2025



Write a review
Visit website

2.1
Poor
691 reviews

5-star
4-star
3-star
2-star
1-star

How is the TrustScore calculated?

Asks customers to review
This company invites their customers to review, whether positive or negative

We use technology to protect platform integrity, but we don't fact-check reviews

Hasn't replied to negative reviews

Review summary

Created with AI, based on recent reviews

Considering 83 reviews, most reviewers were unhappy with their experience overall. Many people frequently struggled with unhelpful customer service, long waiting times, and a total lack of human support when trying to resolve urgent billing issues or cancel their subscriptions. Consumers also noted that recent platform and website updates made the interface much more complicated, deleting essentia... See more

How this company uses Trustpilot
See how their reviews and ratings are sourced, scored, and moderated.

Was this summary helpful?

Anatomy of quality content...

Prompt: What are the 4 best KPIs for measuring GEO?

- **AI Share of Voice (SOV):** Measures how frequently your brand appears in AI-generated responses compared to competitors.
- **AI Citation Rate:** Tracks how often AI platforms cite or link to your website as a trusted source.
- **AI Referral Traffic:** Measures the number of website visitors coming from AI platforms like ChatGPT, Gemini, and Perplexity.
- **AI-Attributed Conversions:** Tracks leads, sales, or other valuable actions generated through AI-driven discovery.



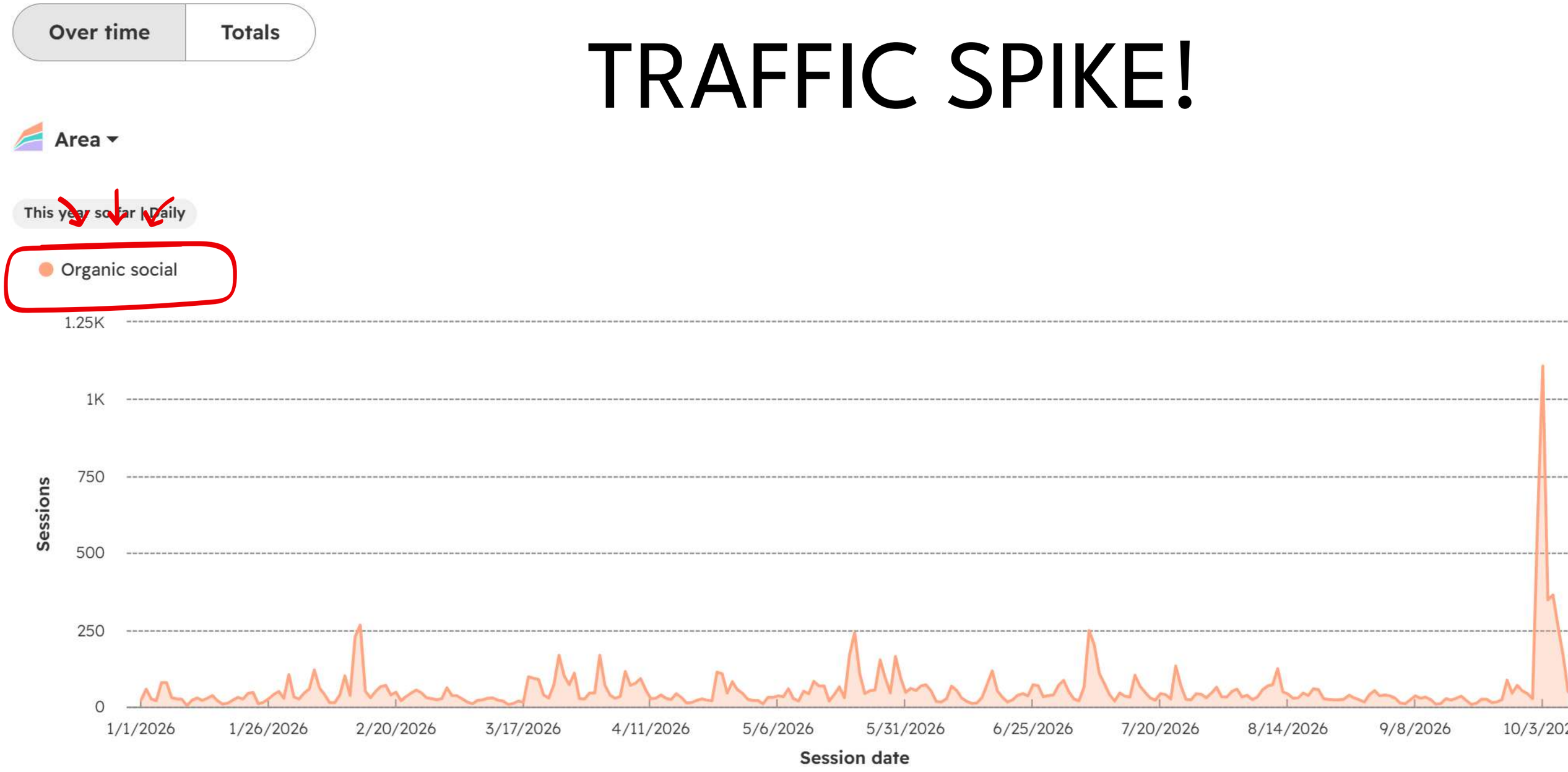
Humans won over?

Re-imagining AI Visibility KPIs in a Query Fan Out world



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TRAFFIC SPIKE!



Re-imagining AI Visibility KPIs in a Query Fan Out world



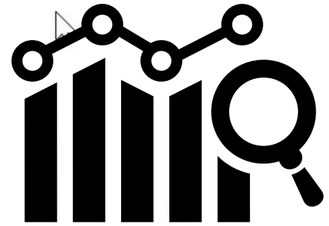
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Google AI Overview Study - SEO & PPC CTR impact



TRACY MCDONALD



What Is Generative Engine Optimization (GEO) & How Does It Impact SEO?



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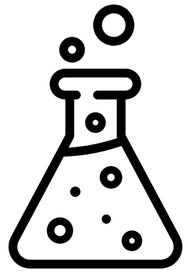
AI Optimization Test: Footers are back like 2003



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Channel	Sessions	Signups	Rate	vs SEO	% sessions	% signups
Organic Search	318,836	553	0.173%	1.0x	**45.7%**	**13.3%**
Direct	197,865	808	0.408%	2.4x	28.4%	19.4%
Referral	58,508	351	0.600%	3.5x	8.4%	8.4%
Organic Social	45,798	1,113	2.430%	**14.0x**	6.6%	26.7%
Email	43,280	186	0.430%	2.5x	6.2%	4.5%
Speaking	29,940	1,129	3.771%	**21.7x**	4.3%	**27.1%**
AI Assistant	2,359	9	0.382%	2.2x	0.3%	0.2%
Organic Video	583	24	4.117%	23.7x	0.1%	0.6%
Total	**697,218**	**4,173**	0.599%			

Nov 2024 – Oct 22, 2026 (24 mo, Oct partial). Homepage + careers removed, bot signups removed.

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When you win hearts and minds, you get hardwired

WINNING HEARTS AND MINDS

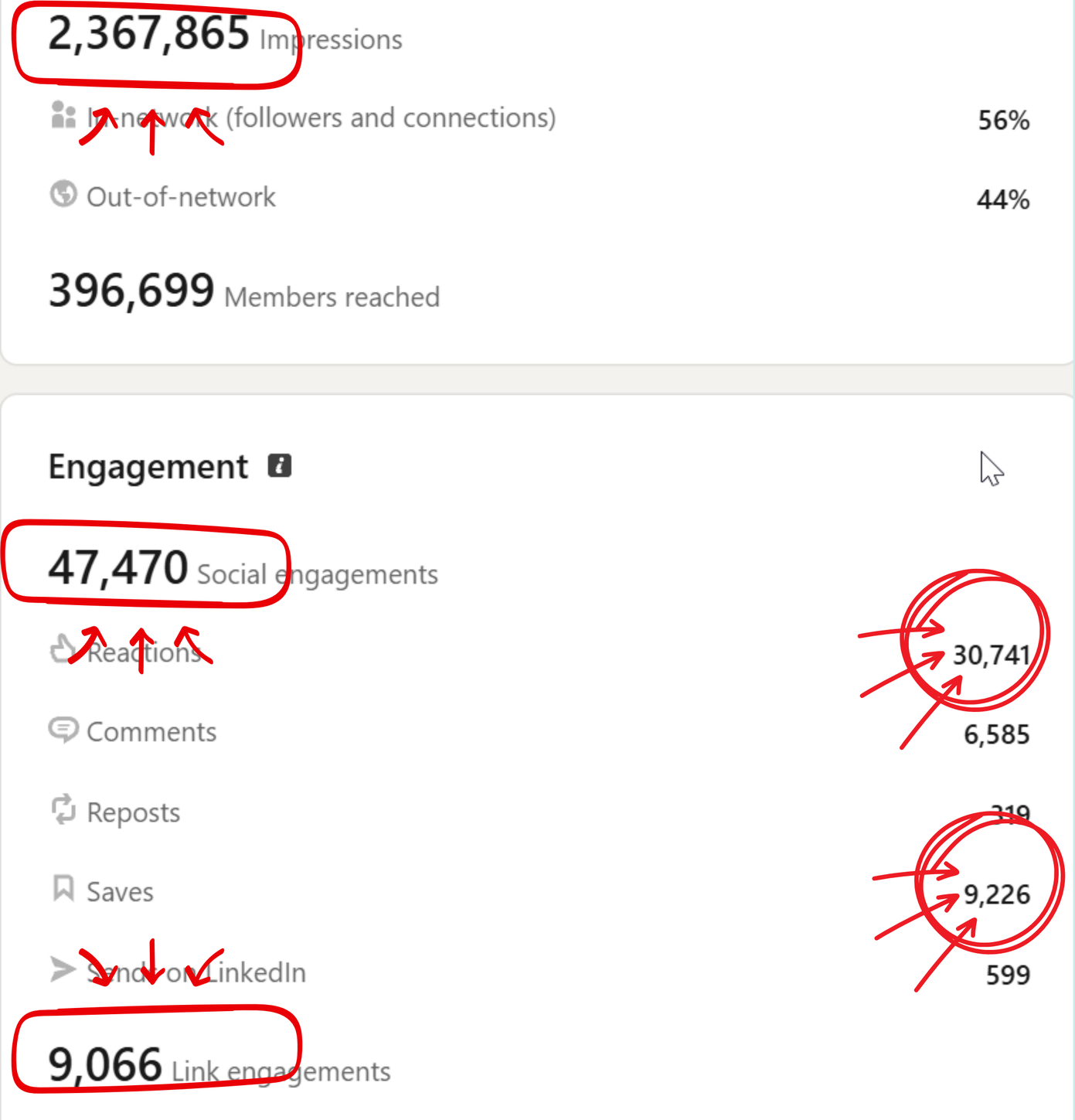
IS

HOW YOU WILL WIN AI

WHAT YOU DON'T "WIN"

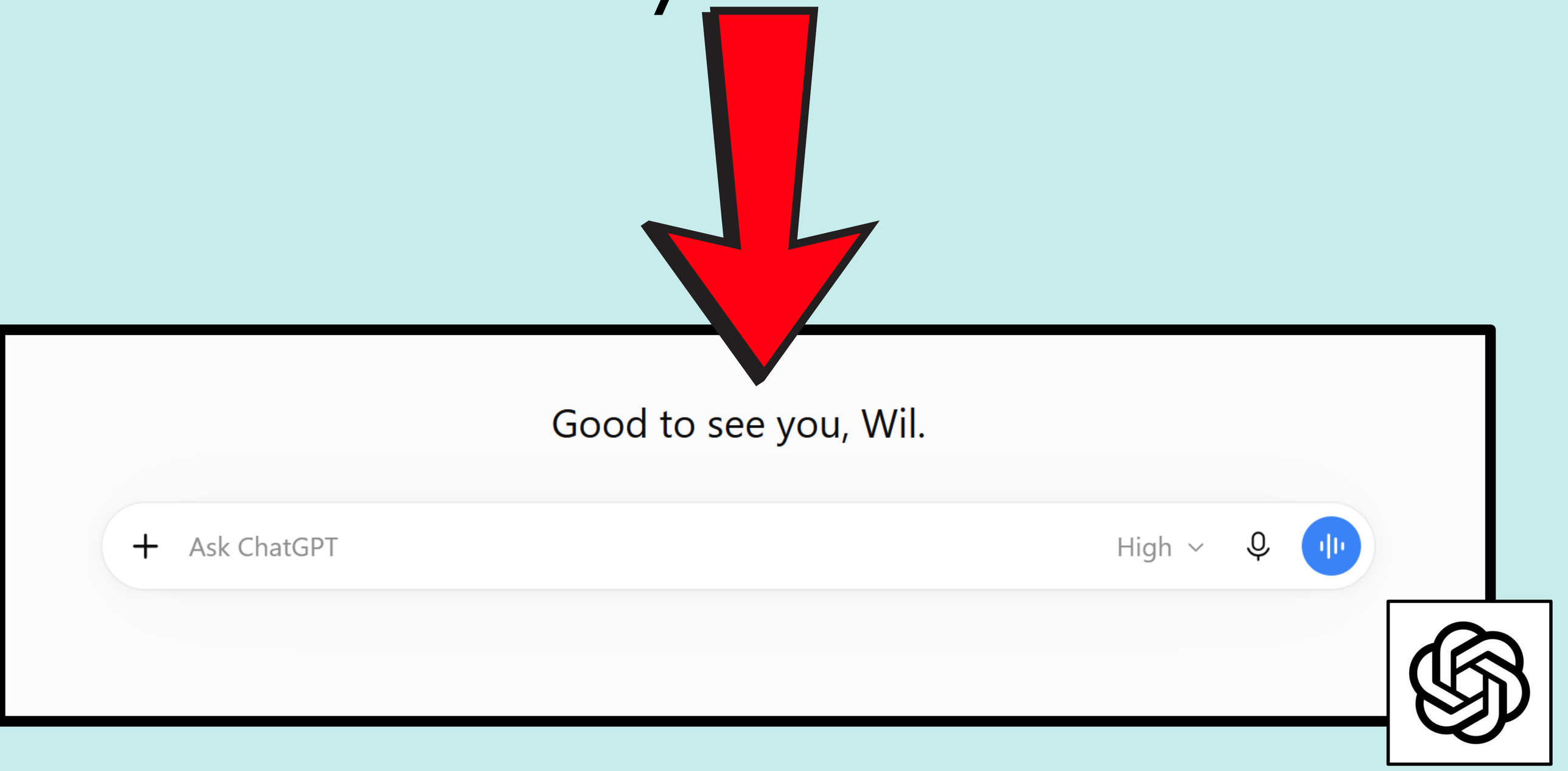
IS

EASILY TRACKABLE CLICKS



Does crushing here show up in your "GEO" KPIs?

That’s how you will crush here



And Here

