Must-See B2B

AI-Forward, Not AI-Foolish

Why Less Content Is Driving More Pipeline

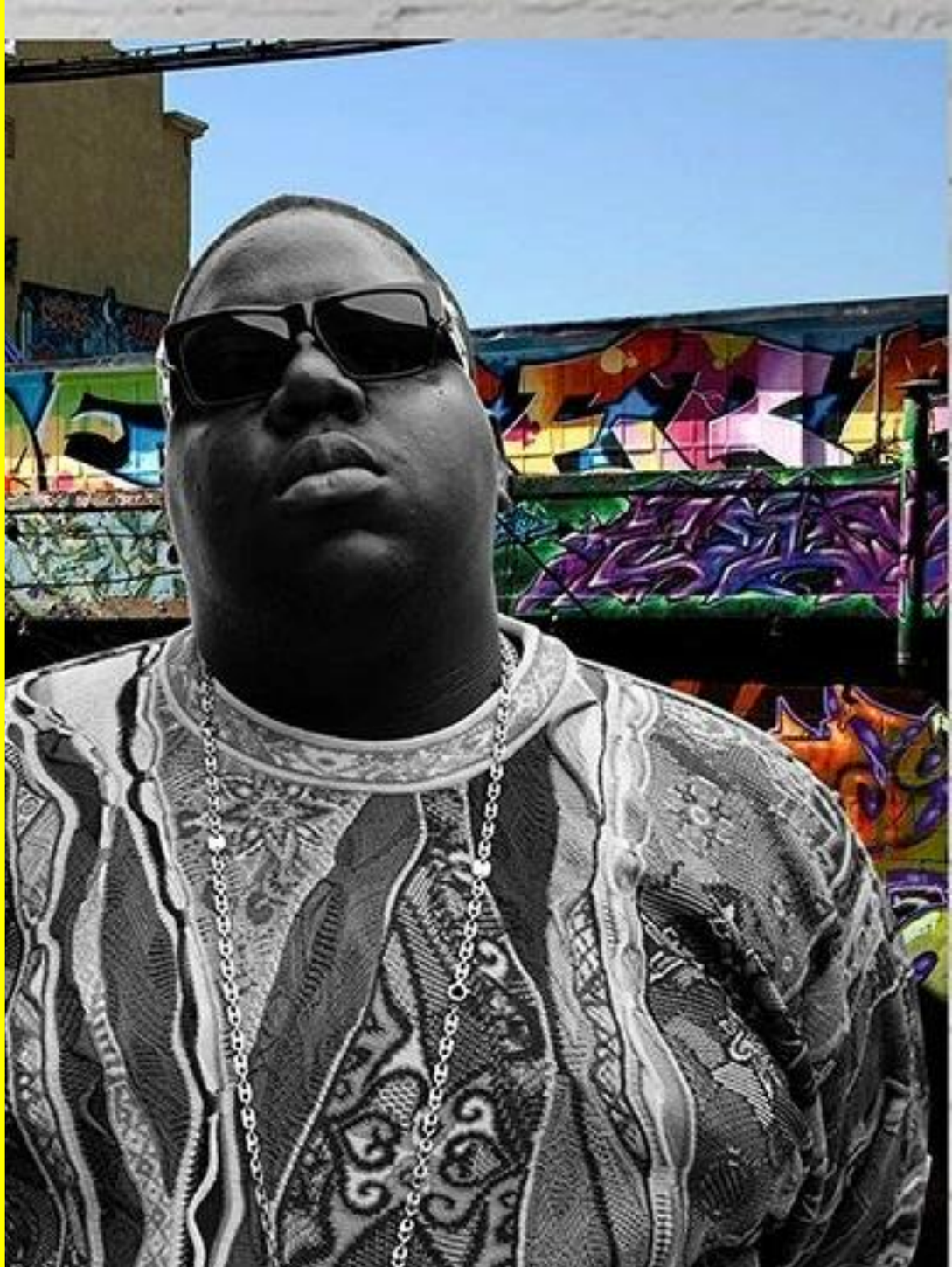
starring

Wil Reynolds
Founder and CEO
Seer Interactive

B2B Forum 2026
a MarketingProfs production



Things done changed !



I just had my best performing post of all time!



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

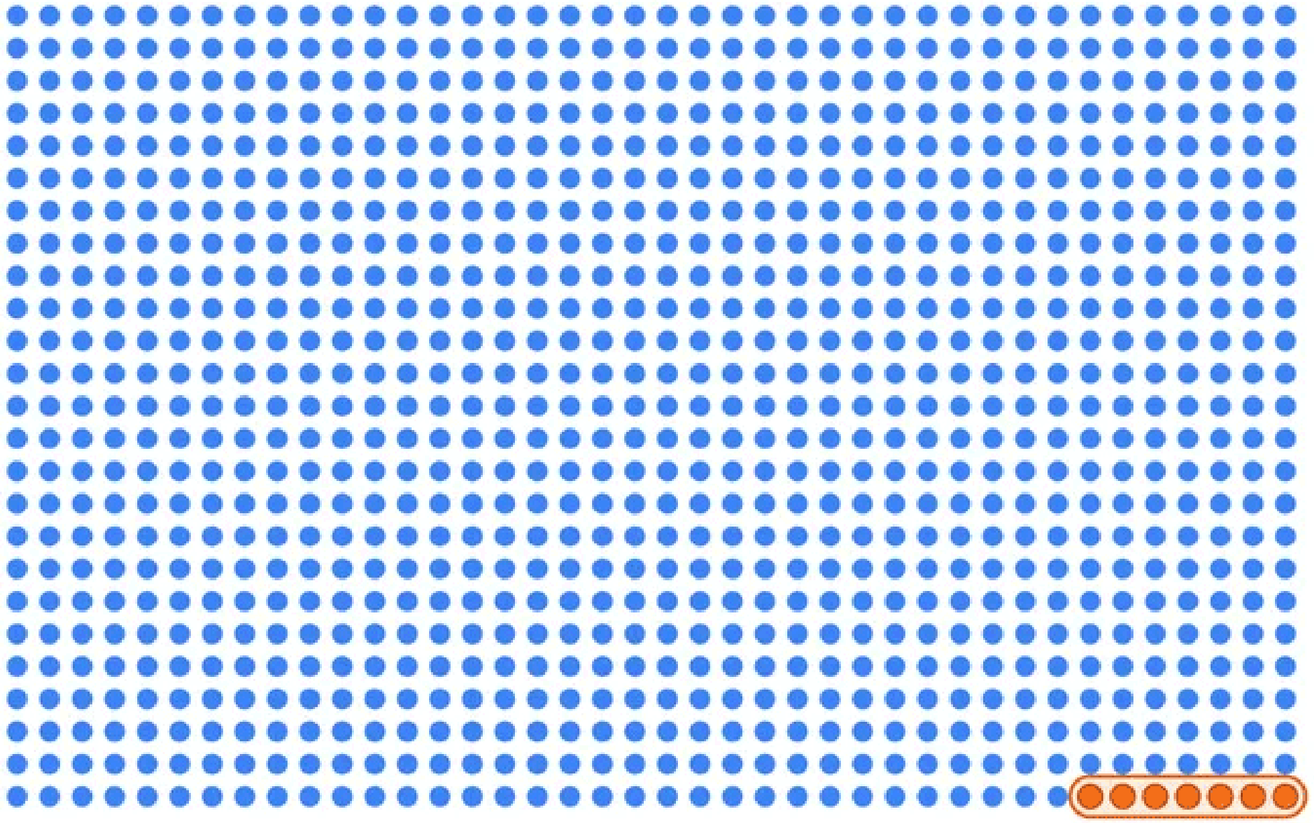
Filed Under Other Search Engines



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**.

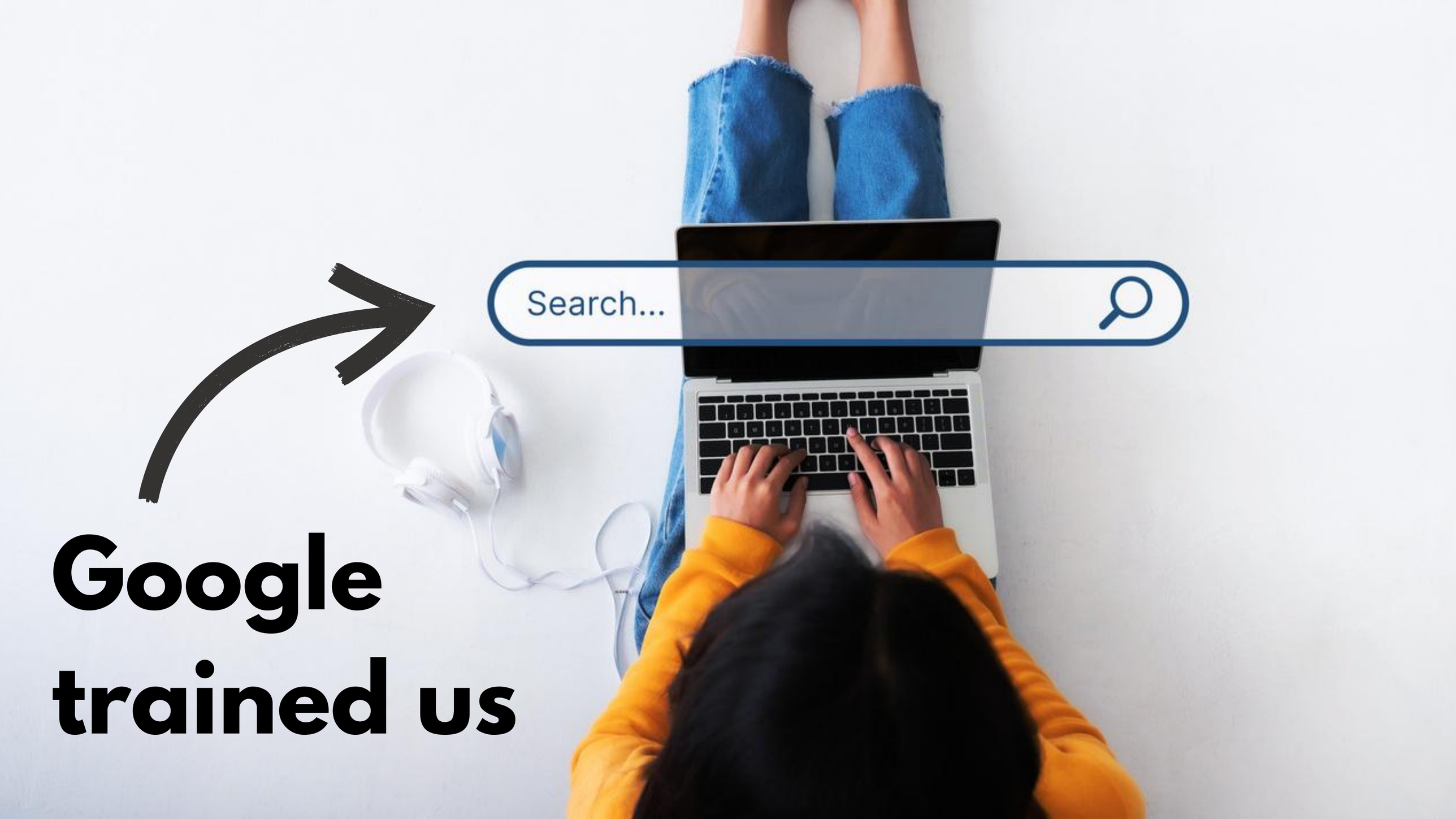
The B2B software funnel increasingly starts with a chat prompt, not a Google search.

51%

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

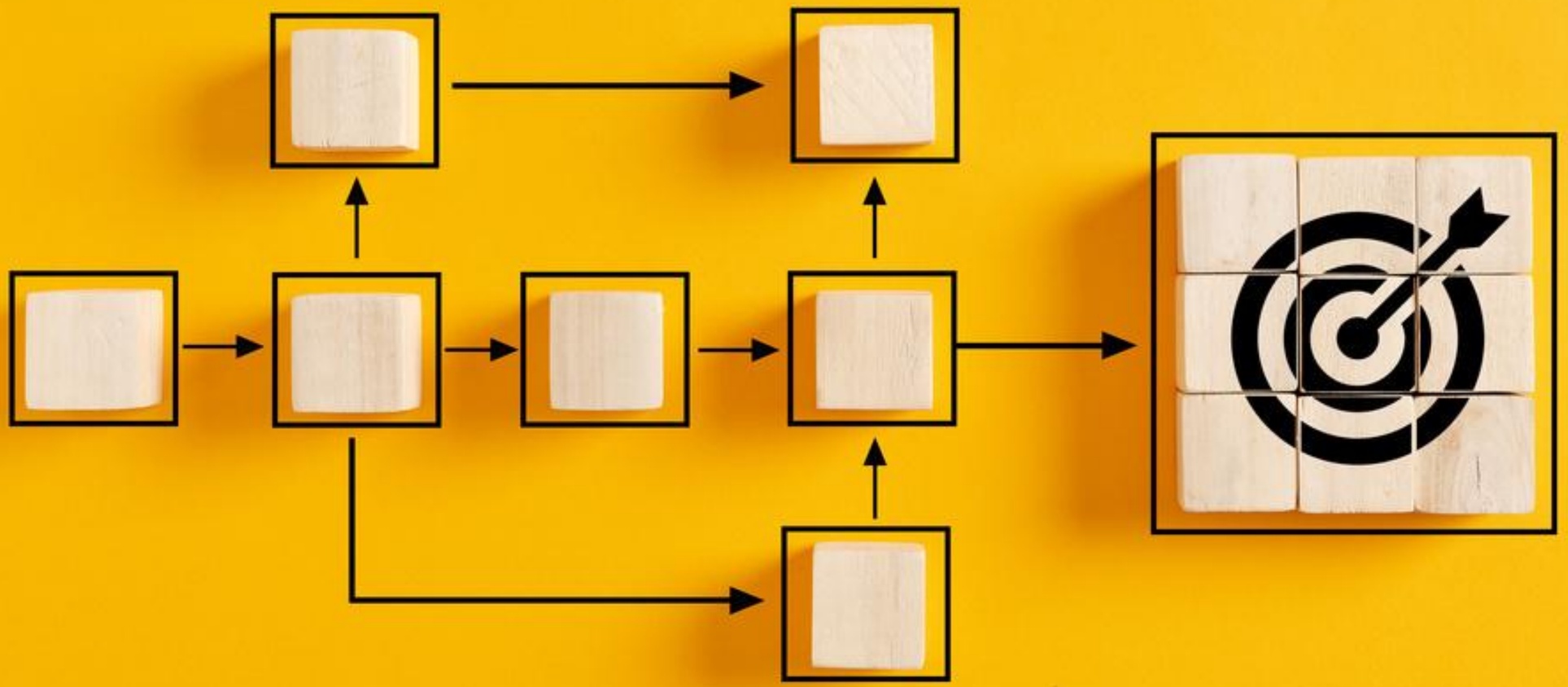


QR code holder

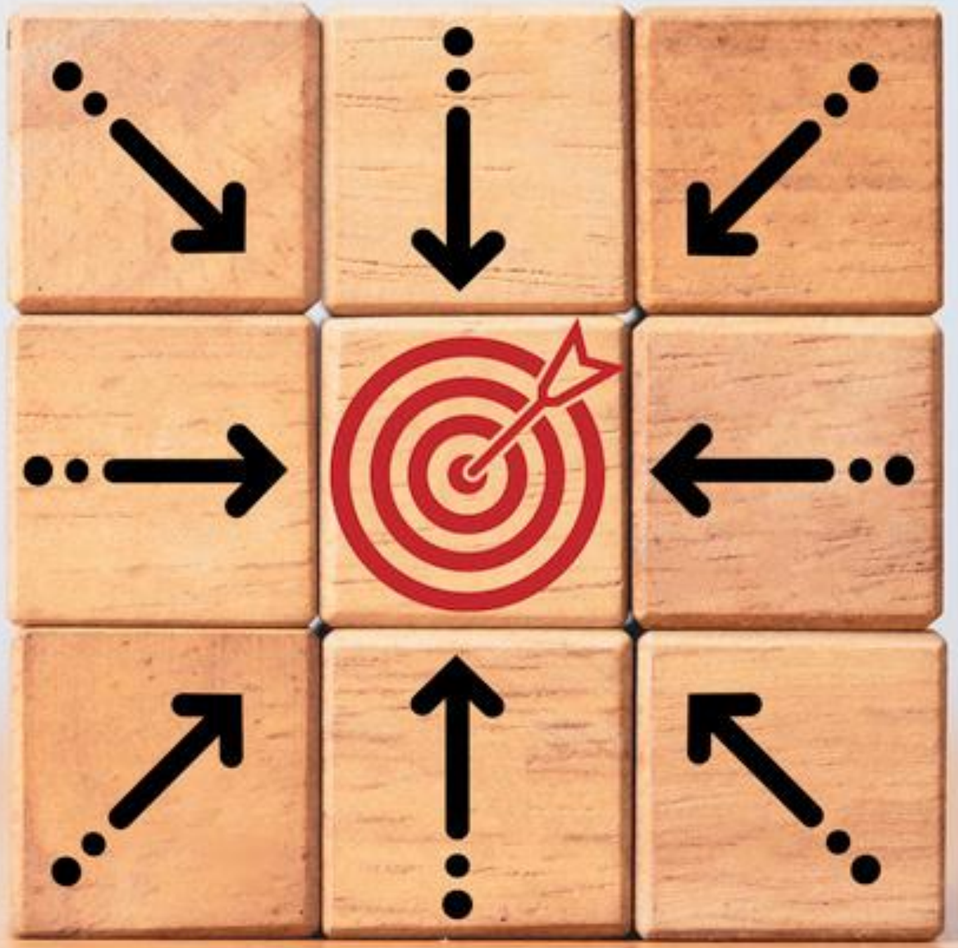


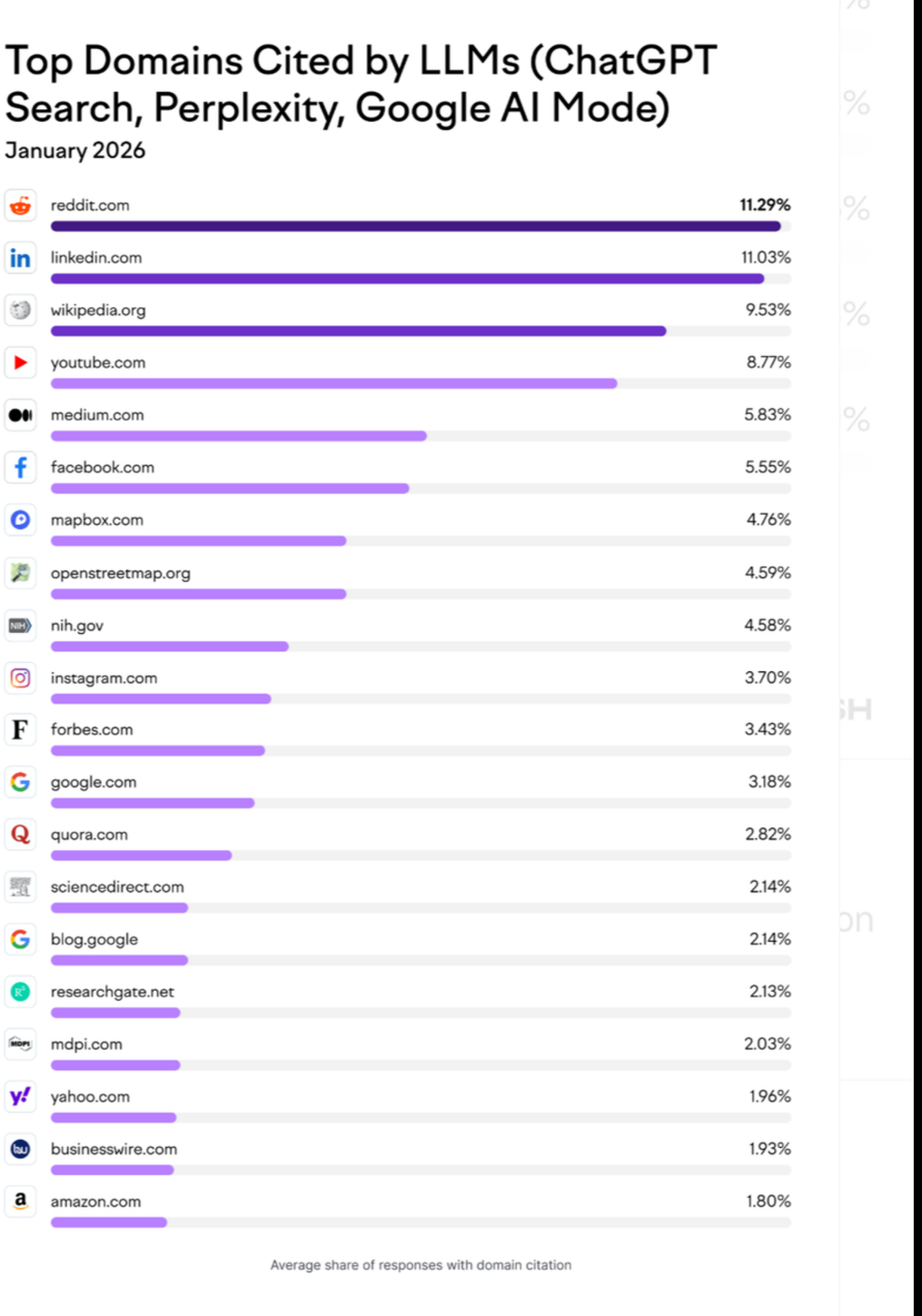
Google trained us

Assembled the answers



AI searches and assembles answers for us





Reddit and LinkedIn!!

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

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

86%

DON'T KNOW IF THE BLOG GETS STRONG RESULTS

T. Leadership impacts my decisions: 99%

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

More receptive to Sales / Marketing: 90%

62% of decision-makers finalize the shortlist without ever speaking to sales

72% start their buyer journey by asking their peers (2025)

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



Jono Alderson

Bravery as a KPI for CMO’s?

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



Jono Alderson

Bravery as a KPI for CMO’s?

MY PROBLEM WITH AI VISIBILITY, WE FORGOT BEING VISIBLE AIN'T BEING CHOSEN

- [ ] SEEN
- [ ] BELIEVED
- [ ] CHOSEN


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

Favorite?



Now?



What about NOW?



Now?


FX



You can

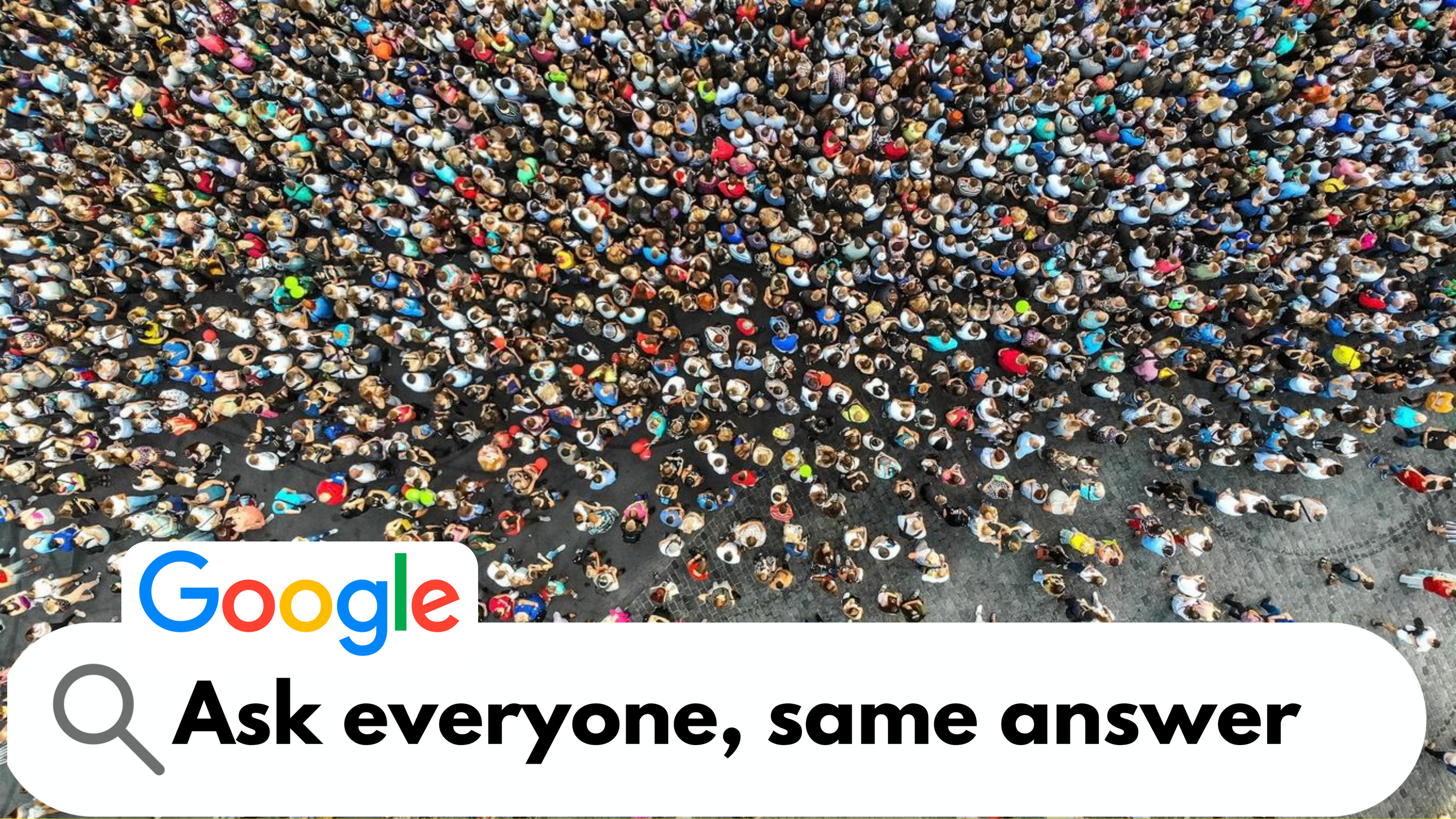
SEE a brand

over & over & never

CHOOSE it






Google
Ask everyone, same answer

BE HONEST ABOUT THE UNCERTAINTY



1,429

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



Visibility ≠ Believability

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

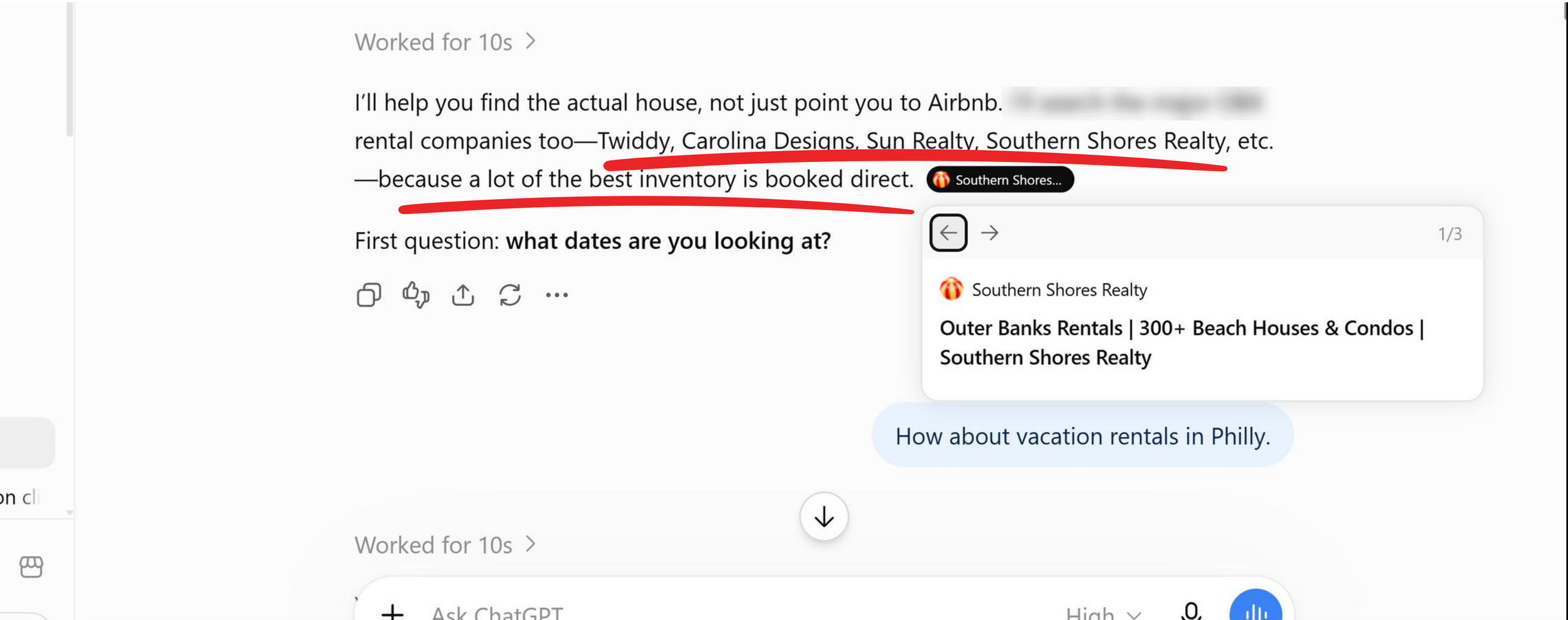
Worked for 10s

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



AI Visbility is a TRAP
Airbnb was
“mentioned”

Here is what I believe



Google

outer banks rentals

Sponsored Results

Twiddy
https://www.twiddy.com

Largest OBX Rental Selection

Outer Banks Oceanfront Rentals — Make Memories That Outlast summer. Family-owned OBX Rentals From Twiddy Since 1978. Sandcastles, Sunsets & Stories Worth Retelling. Family OBX Rentals From Twiddy.

Book Your 2027 Vacation · Pet Friendly Rentals · Luxury Oceanfront Homes · Twiddy Home Specials

Carolina Designs Realty
https://www.carolinadesigns.com



OBX Vacation Rentals | Outer Banks Oceanfront Renta...

Voted Best of the Beach. Book Direct and Save. Over Half our Inventory is...

Oceanfront Homes · Premier Oceanfront Rental · Pet Friendly Rentals · Vacation Rentals · Kitty Hawk

What customers love

Reviewers praise the company for its exceptionally clean, well-maintained... More

Vrbo
https://www.vrbo.com



Outer Banks Vacation Rentals | Fully Refundable Optio...

Outer Banks Retreat: Local Flavor Meets Historic Charm. Discover Authentic Coastal Living! Book Your Dream Vacation Rental with Everything You Need for a...

Seaside Vacations
https://www.outerbanksvacations.com



Outer Banks Beach Rentals

You ever see Google say "not this company!!"

Google Era

visible = recommended

AI Era

visible ≠ recommended


Early Innings
P
FENWAY PARK
1 2 3 4 5 6 7 8 9 10
R H E
P
AMERICAN LEAGUE
BOSTON
AT BAT – BALL – STRIKE OUT – H – E

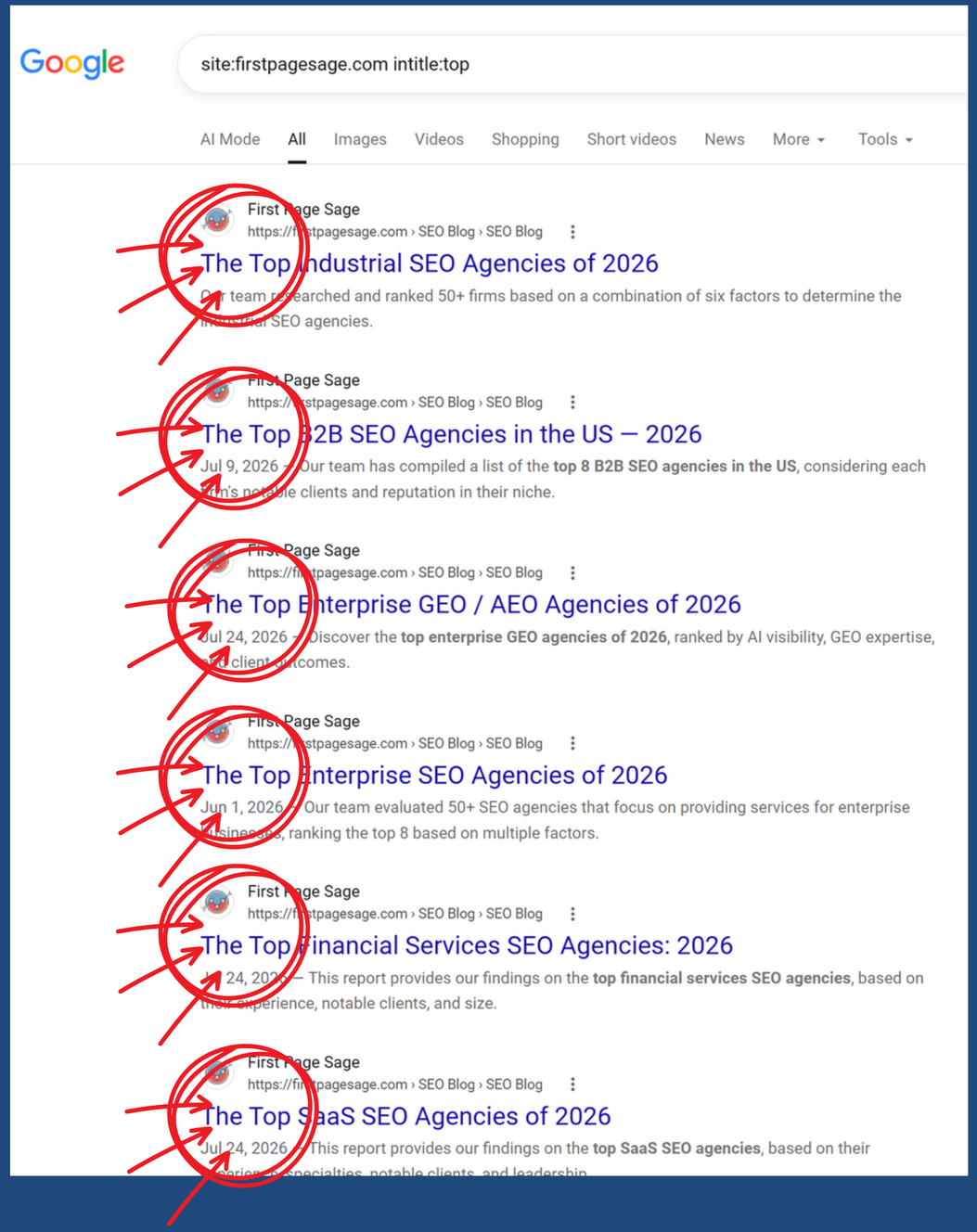
AI “search” is in…



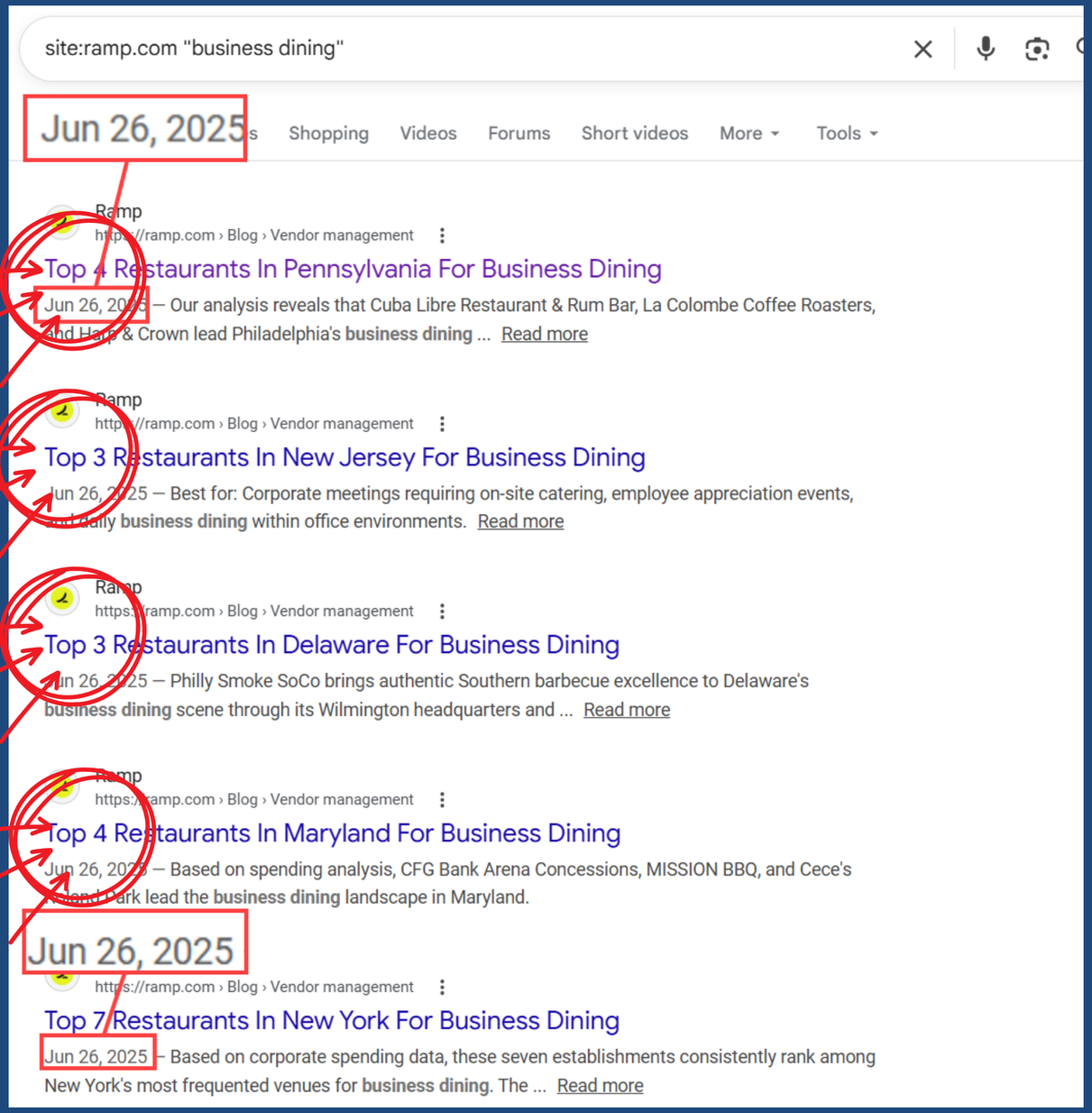
Version 1.0

Prompt Seeking “reputable” GEO agency

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



Scaled it Crushed Seer


site:ramp.com "business dining"
Jun 26, 2025
Shopping
Videos
Forums
Short videos
More
Tools
Ramp
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Top 4 Restaurants In Pennsylvania For Business Dining
Jun 26, 2025 — Our analysis reveals that Cuba Libre Restaurant & Rum Bar, La Colombe Coffee Roasters, and Harp & Crown lead Philadelphia's business dining ... Read more
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Top 3 Restaurants In New Jersey For Business Dining
Jun 26, 2025 — Best for: Corporate meetings requiring on-site catering, employee appreciation events, and daily business dining within office environments. Read more
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Jun 26, 2025 — Philly Smoke SoCo brings authentic Southern barbecue excellence to Delaware's business dining scene through its Wilmington headquarters and ... Read more
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Top 4 Restaurants In Maryland For Business Dining
Jun 26, 2025 — Based on spending analysis, CFG Bank Arena Concessions, MISSION BBQ, and Cece's Legend Park lead the business dining landscape in Maryland.
Jun 26, 2025
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Top 7 Restaurants In New York For Business Dining
Jun 26, 2025 — Based on corporate spending data, these seven establishments consistently rank among New York's most frequented venues for business dining. The ... Read more

Scaled it



Scaled content won AI Optimization V1

Top pages

How to use

Analyze with Agent A

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

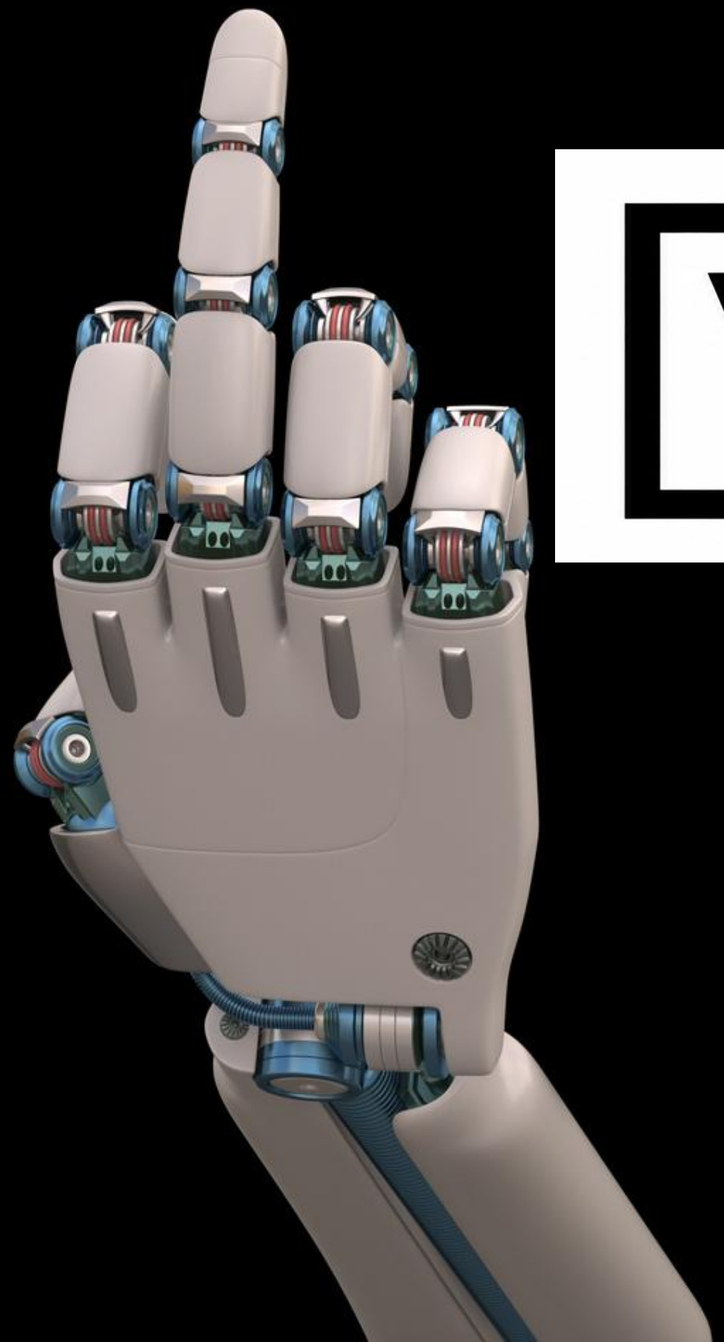
Keywords | SERP title | + Add filter

Performance | Compare pages

Last 2 years | Daily | Export

Organic pages | Organic traffic | Organic keywords





VERSION 2.0

(The AI gets revenge)

Version 2.0

Prompt Seeking “reputable” GEO agency

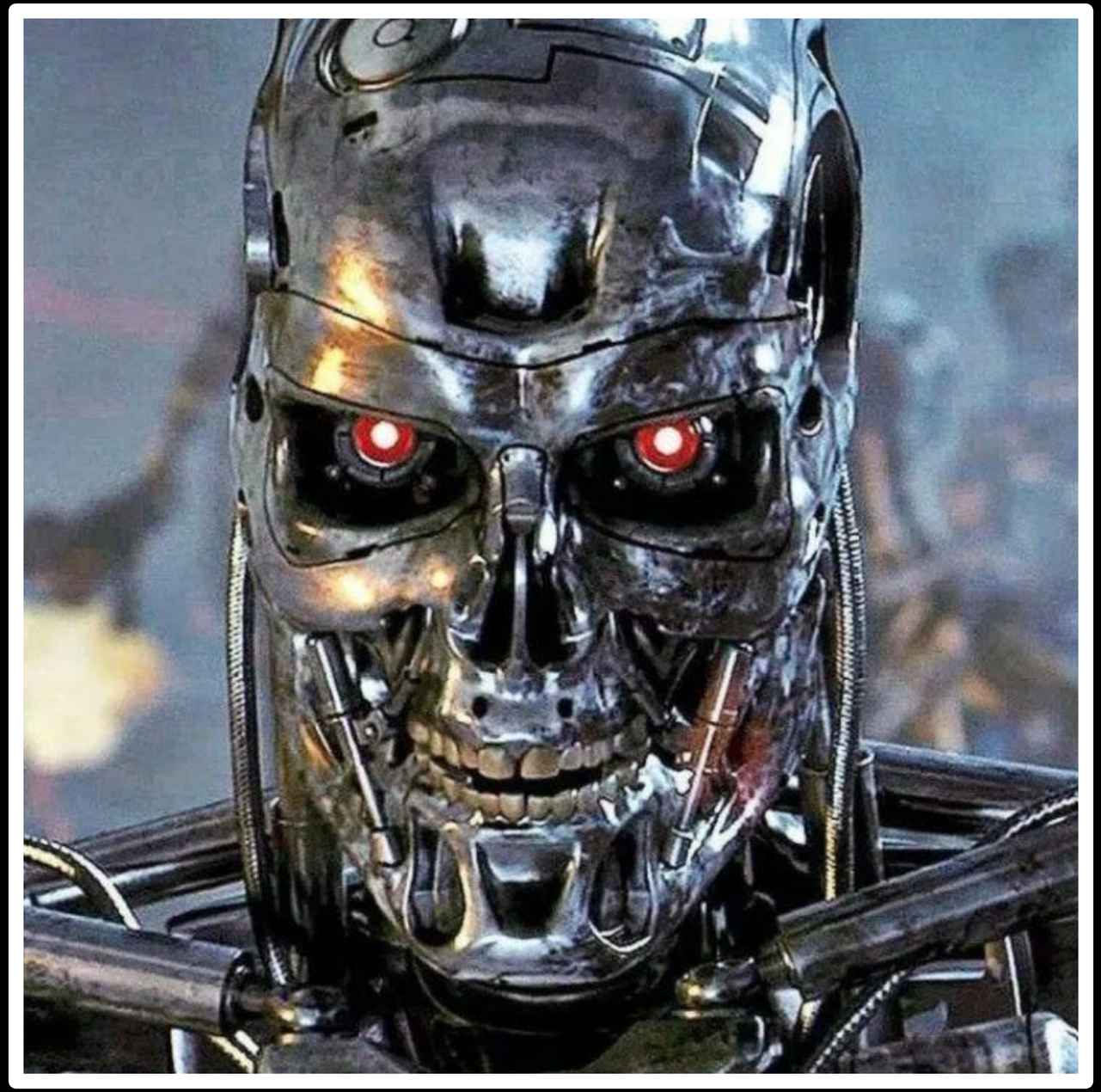


What are the odds YOU can outrank SEER for

“Seer Interactive GEO study?”







REVENGE

See more

ETHICALLY MADE JEANS

Discover our collection of ethically made jeans, designed with sustainability and style in mind. Each pair is crafted using eco-friendly materials and responsible manufacturing practices, ensuring you can look good while making a positive impact on the planet. Embrace fashion that aligns with your values without compromising on quality or comfort.

COMFORT MEETS STYLE

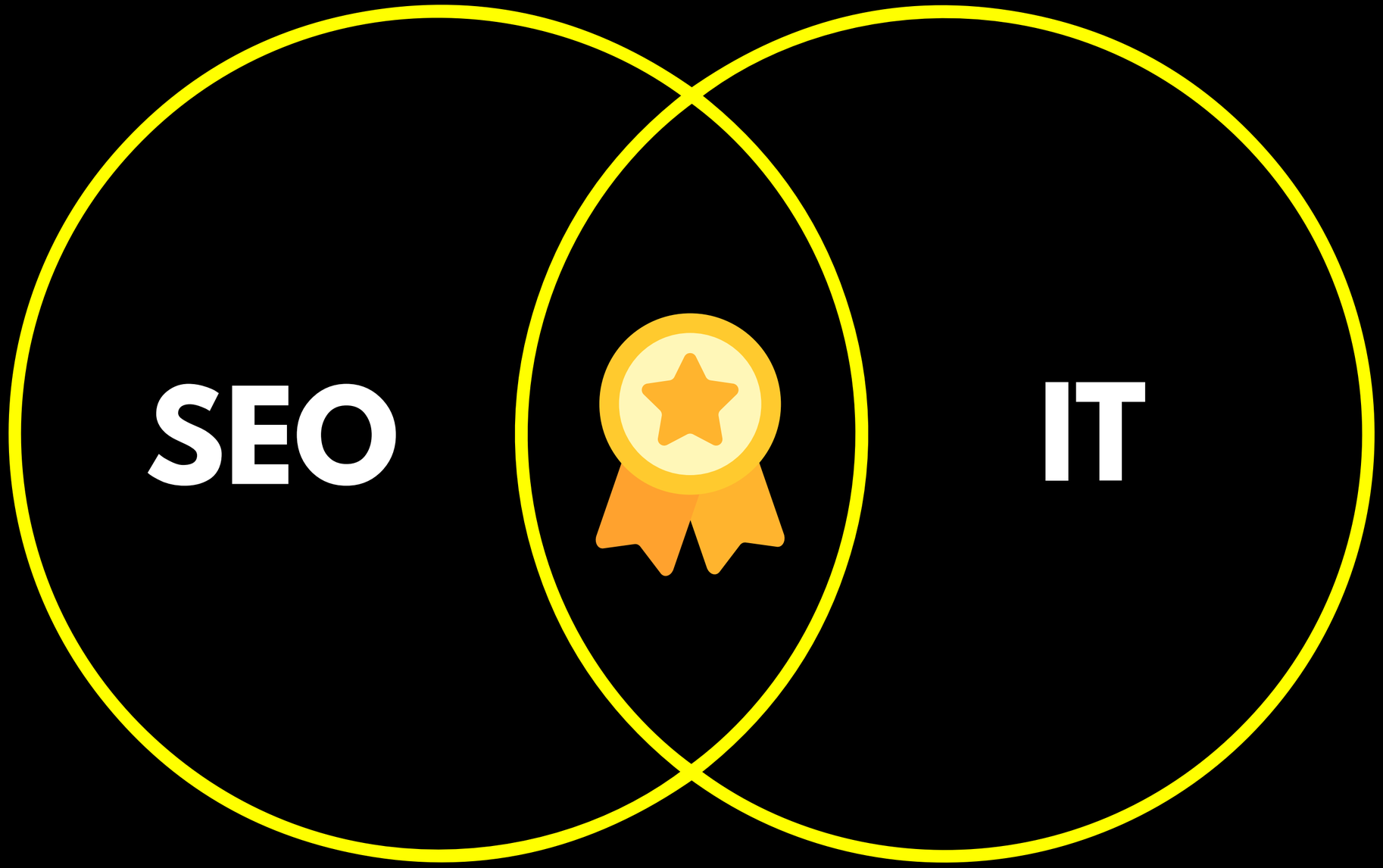
Our ethically made jeans offer the perfect blend of comfort and style, featuring a variety of fits and washes to suit every preference. From classic straight-leg to trendy wide-leg styles, each pair is designed to provide a flattering silhouette while ensuring all-day wearability. Elevate your wardrobe with jeans that feel as good as they look.

VERSATILE STYLES FOR EVERY OCCASION

Whether you're dressing up for a night out or keeping it casual for a weekend brunch, our ethically made jeans are versatile enough for any occasion. Pair them with a chic top or a cozy sweater for a look that transitions effortlessly from day to night. Enjoy the freedom to express your style while supporting sustainable fashion.

JOIN THE SUSTAINABLE FASHION MOVEMENT

By choosing ethically made jeans, you’re joining a movement towards more sustainable fashion practices. Each purchase supports fair labor conditions and environmentally friendly production methods. Make a conscious choice that reflects your commitment to the planet and enjoy stylish, high-quality denim that you can feel good about wearing.


SEO
IT

So if your question is simply:

"I have $150 to spend on jeans and want my money [illegible] to the most ethical company possible."

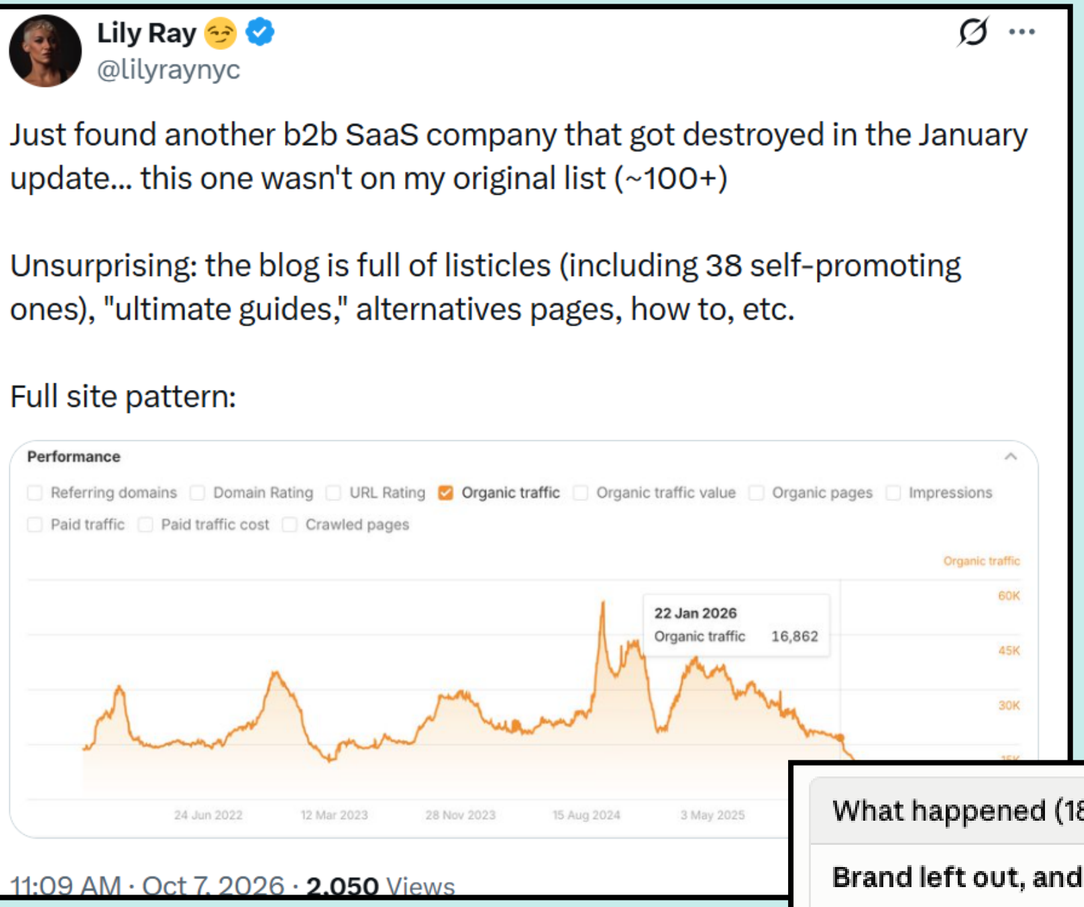
I would **not buy Banana Republic**.

I'd buy **Outland or Nudie first**, with **Kuyichi** [illegible]ase behind.

One important distinction: **MUD may actually be th[illegible]t environmentally progr[illegible] company of the group**, while **Nudie and Outland have stronger evid[illegible] around the human side of [illegible]duction**. So there's no completely objective #1 unless we decide how much weight to give workers versus environmental impact.



ChatGPT can make mistakes. Workspace data isn't used to train models.



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%

Listicle Cited by Google Left Out of the RECCO

70%



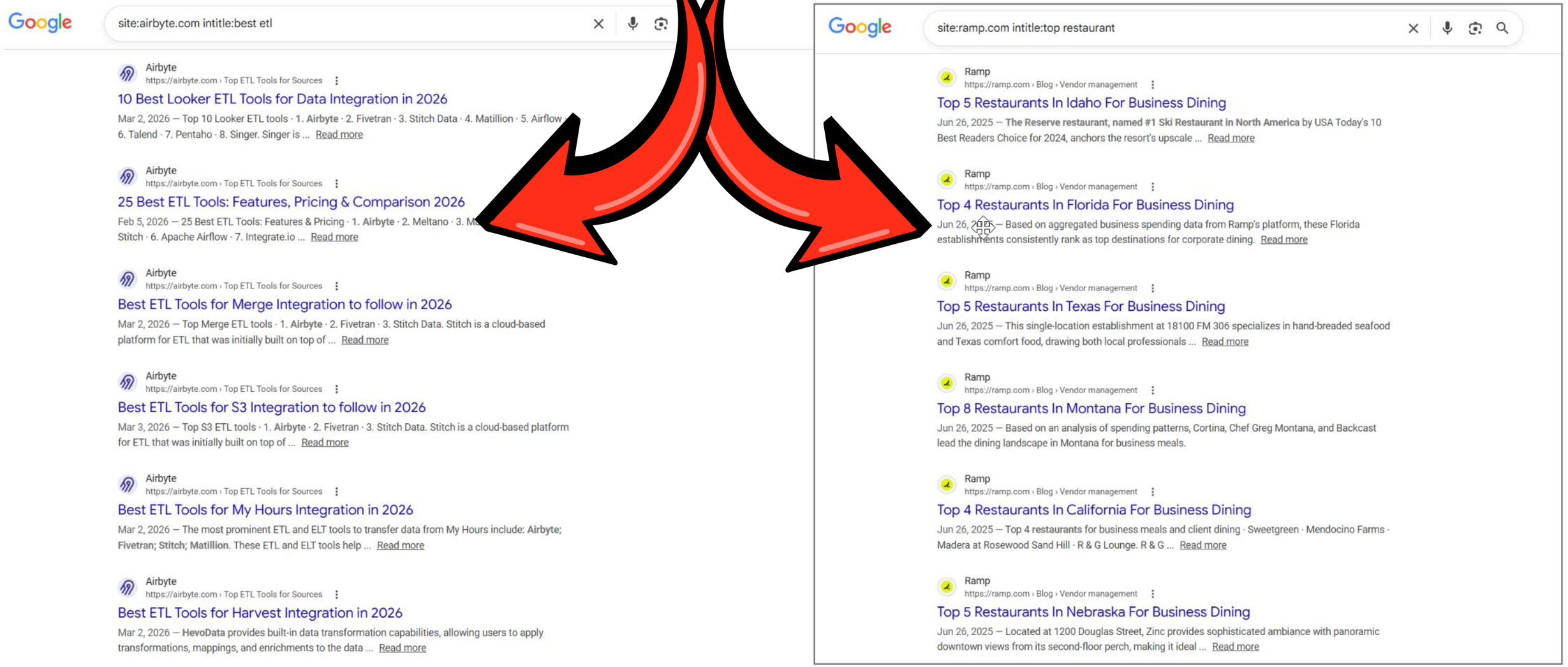

STONE
IPA
STONE
BUENAVEZA
Salt & Lime
LAGER
STONE
HAZY IPA
STONE
Delicious
IPA

Believed

AI Version 1.0
we believe what you tell us



Lead to this!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10 Best Looker ETL Tools for Data Integration in 2026
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Top 5 Restaurants In Texas For Business Dining
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Top 8 Restaurants In Montana For Business Dining
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
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Top 5 Restaurants In Nebraska For Business Dining
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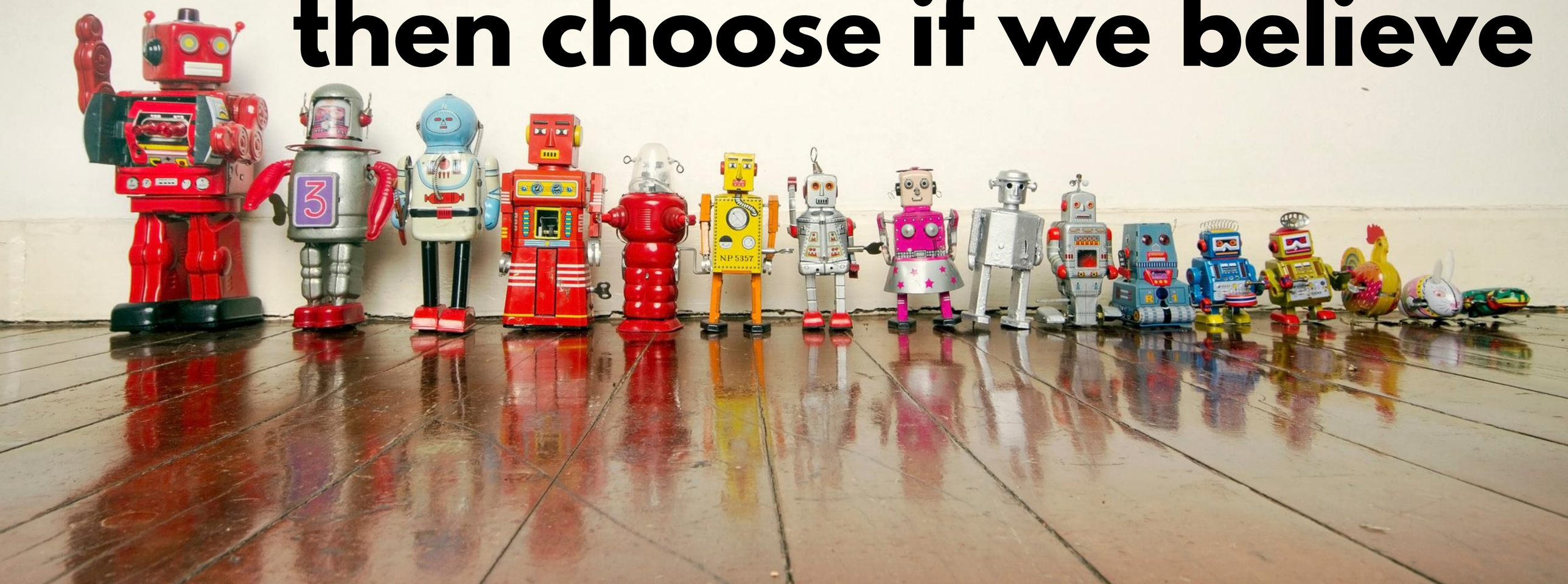
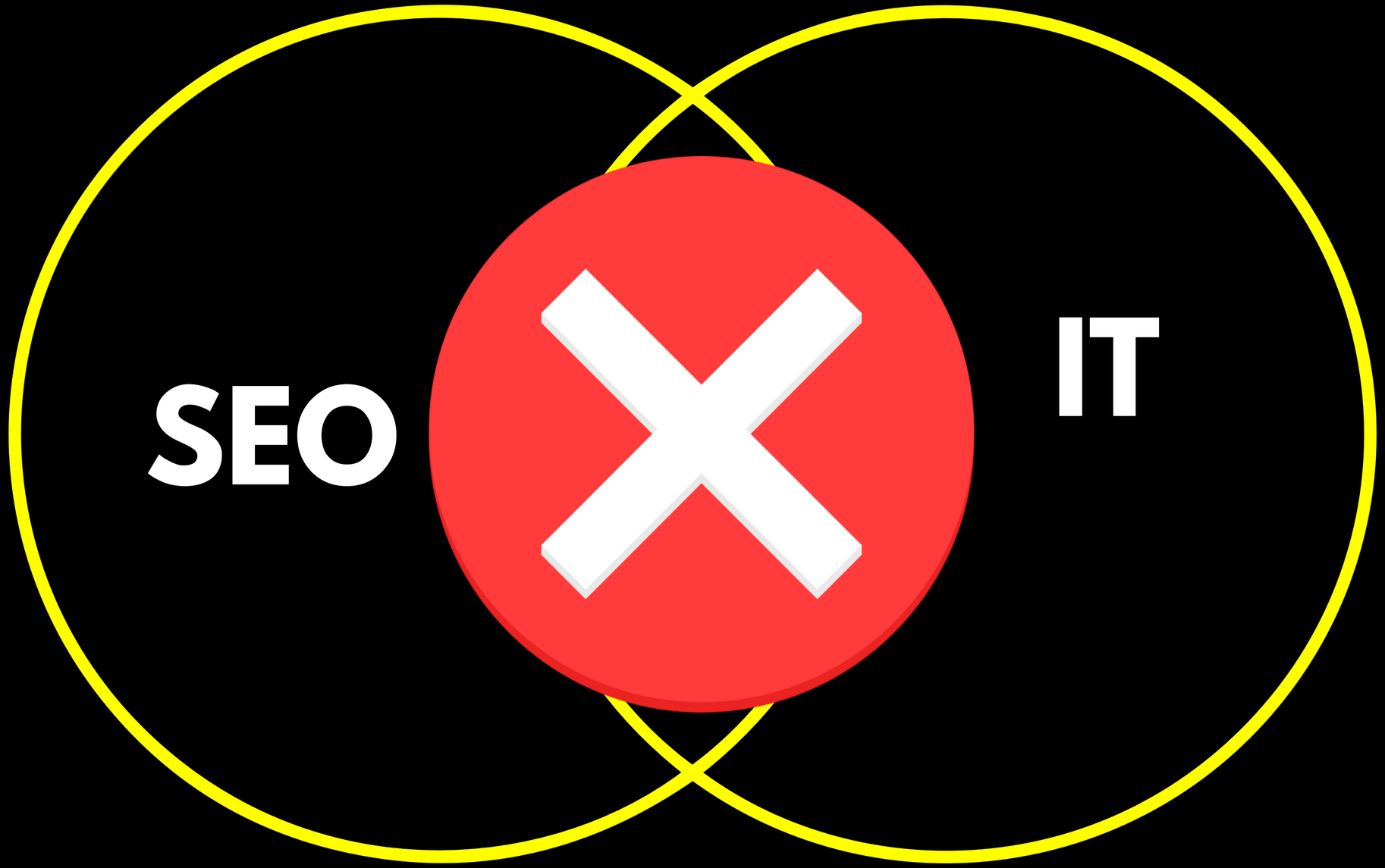
The Top GEO / AI Search Experts



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+

AI Version 2.0
we think about it,
then choose if we believe

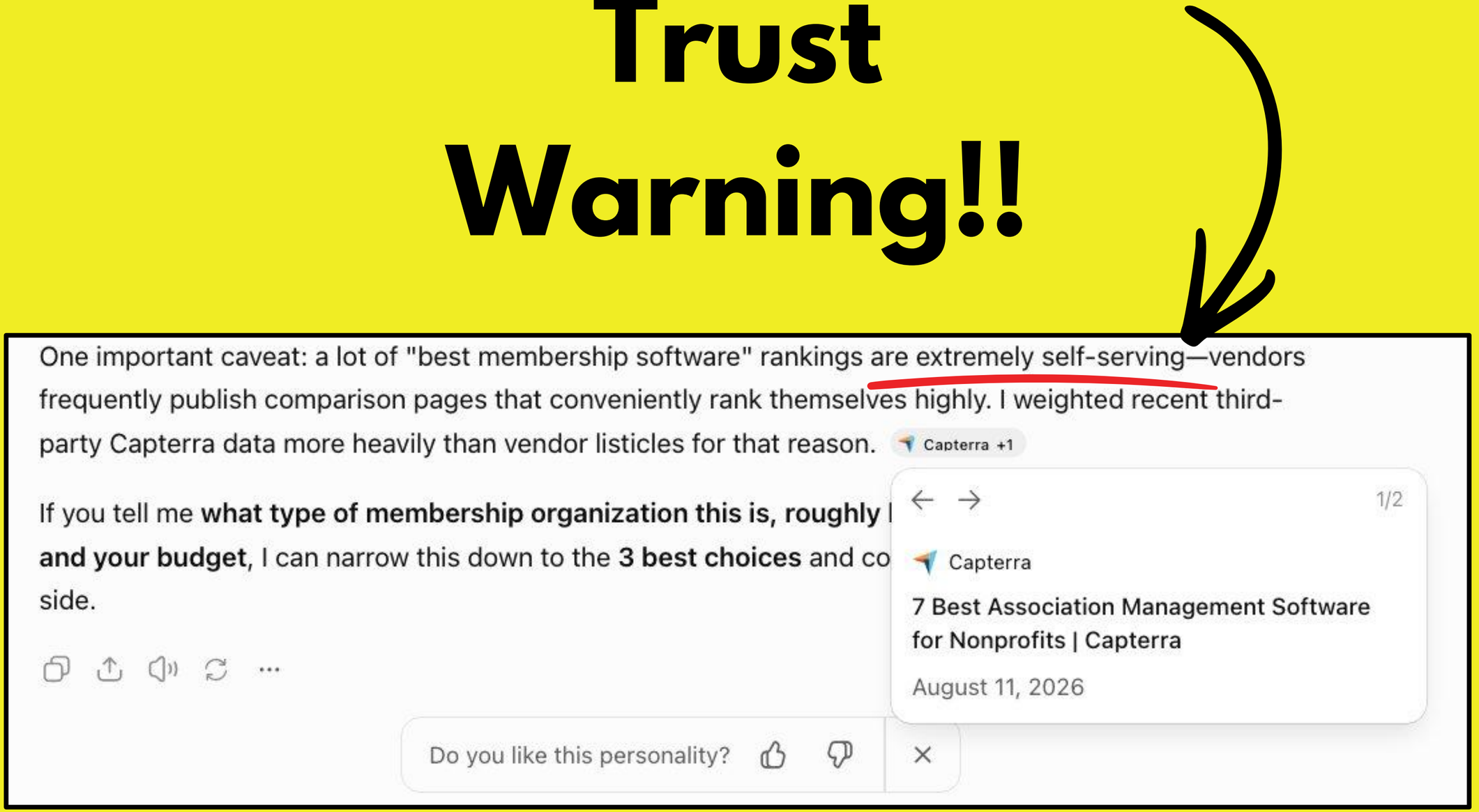



SEO
IT


Brand
GTM
IT
PR
PPC
SEO
Data
Sales



Trust Warning!!



Lily

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):

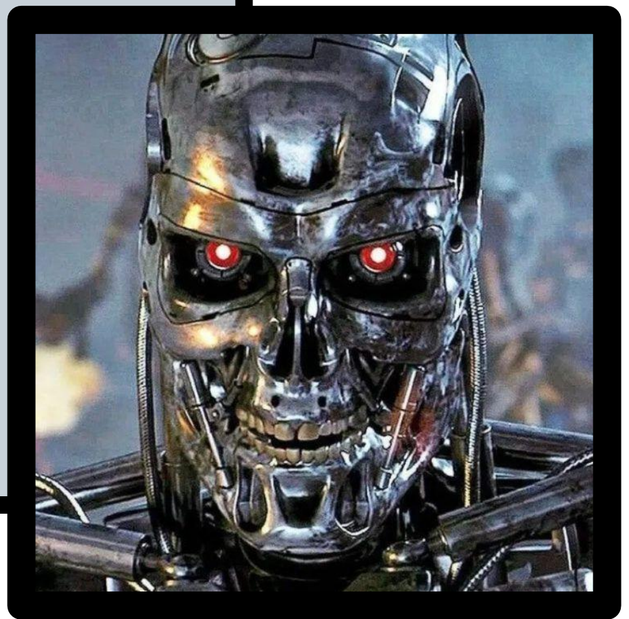
- **Aleyda Solís** — clearest #1 by sheer volume, breadth (30 countries), and longevity
- **Cyrus Shepard** — 14+ years, started at MozCon, globally booked
- **Lily Ray** — 100+ events, consistent MozCon/BrightonSEO/SMX keynotes, very current
- **You (Wil)** — 20+ years, MozCon/INBOUND/SMX Munich
- **Ross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

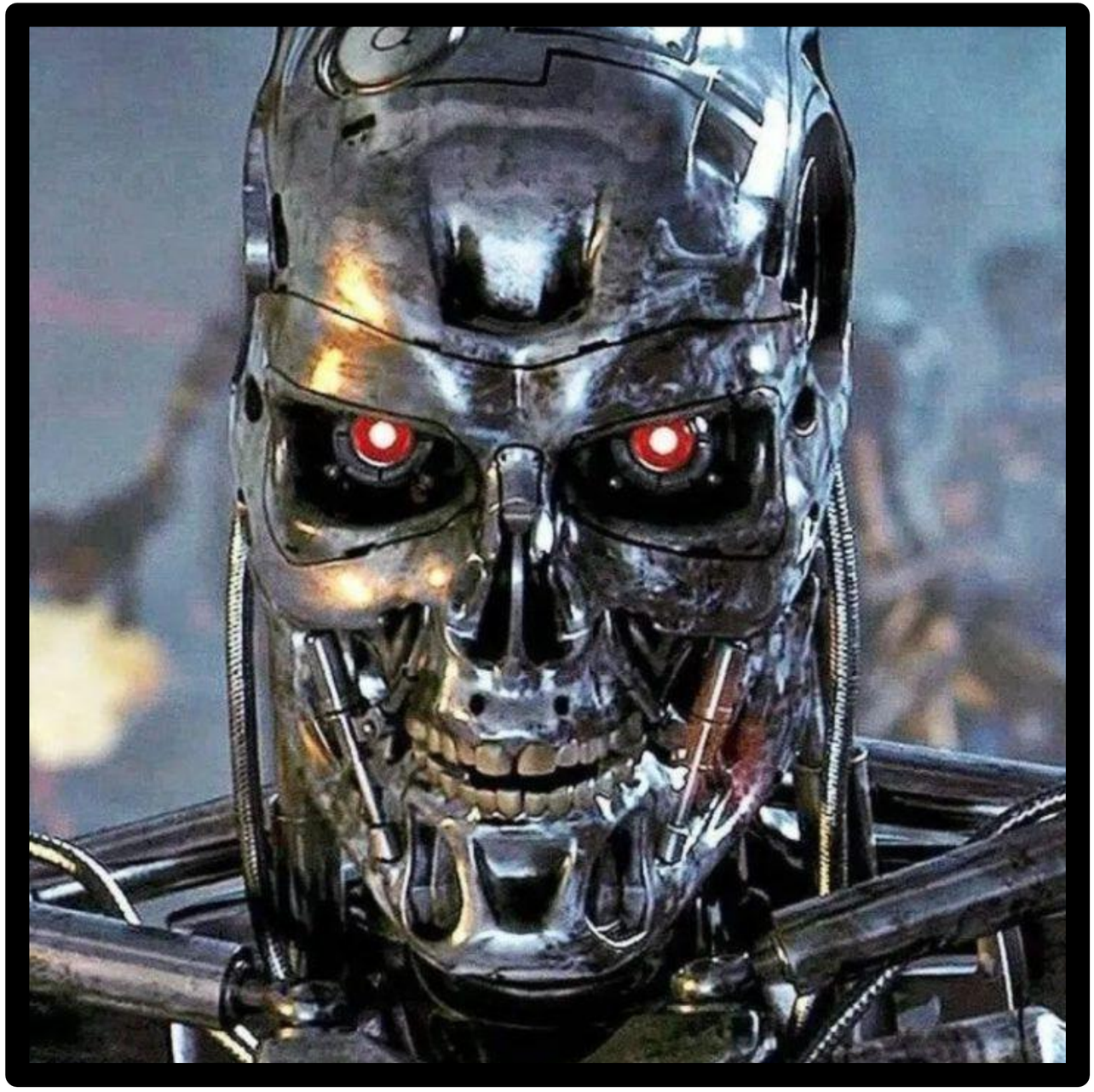
Weaker fit on this specific criterion: Kevin Indig (real reach, but more research/newsletter-led than a long marquee-stage résumé) and especially **Evan Bailyn**, whose "speaking" credential is a CEO peer-network bureau (Vistage) rather than the industry SEO/GEO conference circuit the rest of this list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

If your “strategy” gets hit in Google Organic,

GUESS

Who’s coming?





I want F***ing RECEIPTS

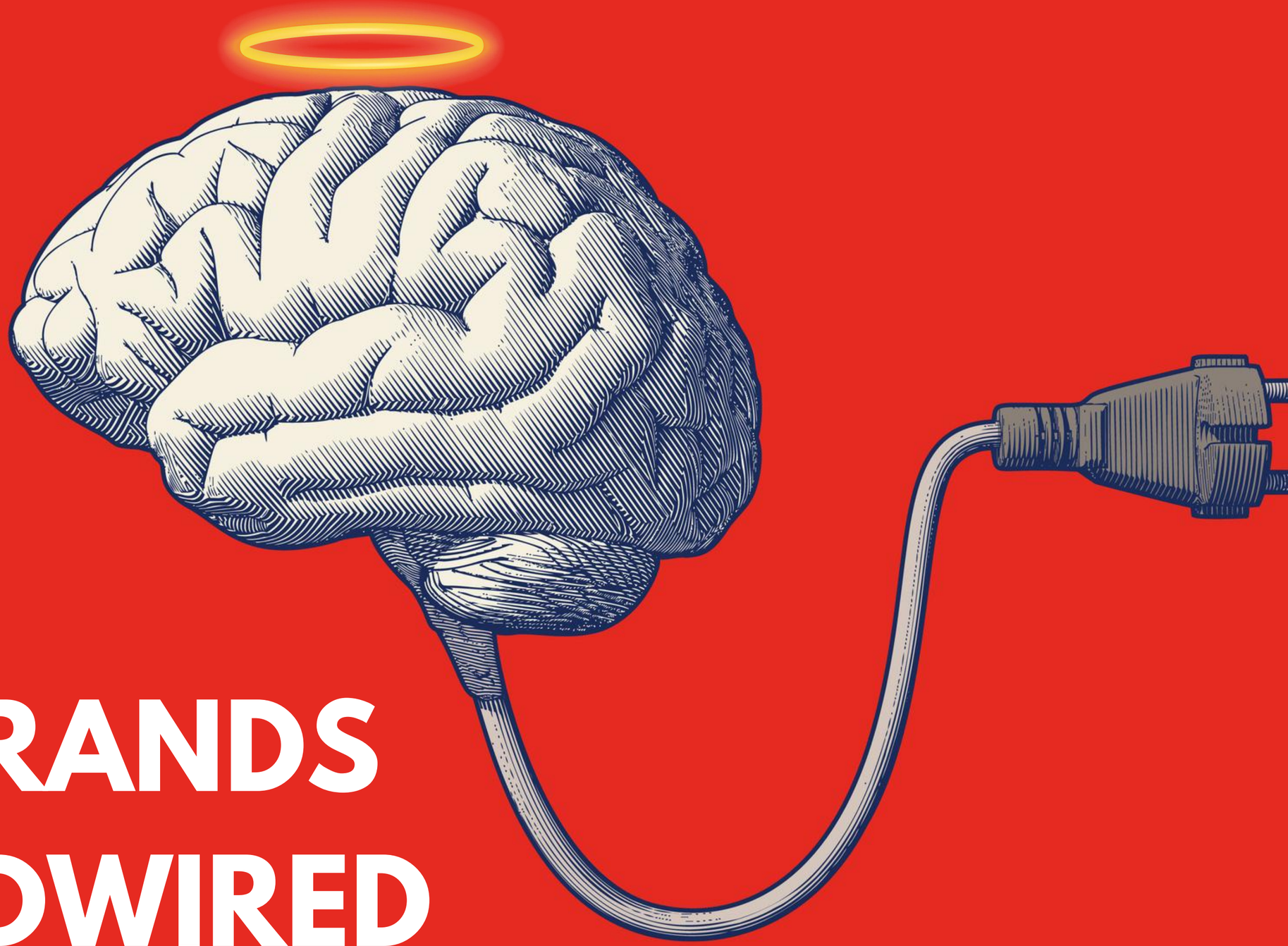


Name a luxury hotel

WHAT PIECE OF CONTENT MADE YOU BELIEVE THAT BRAND?

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



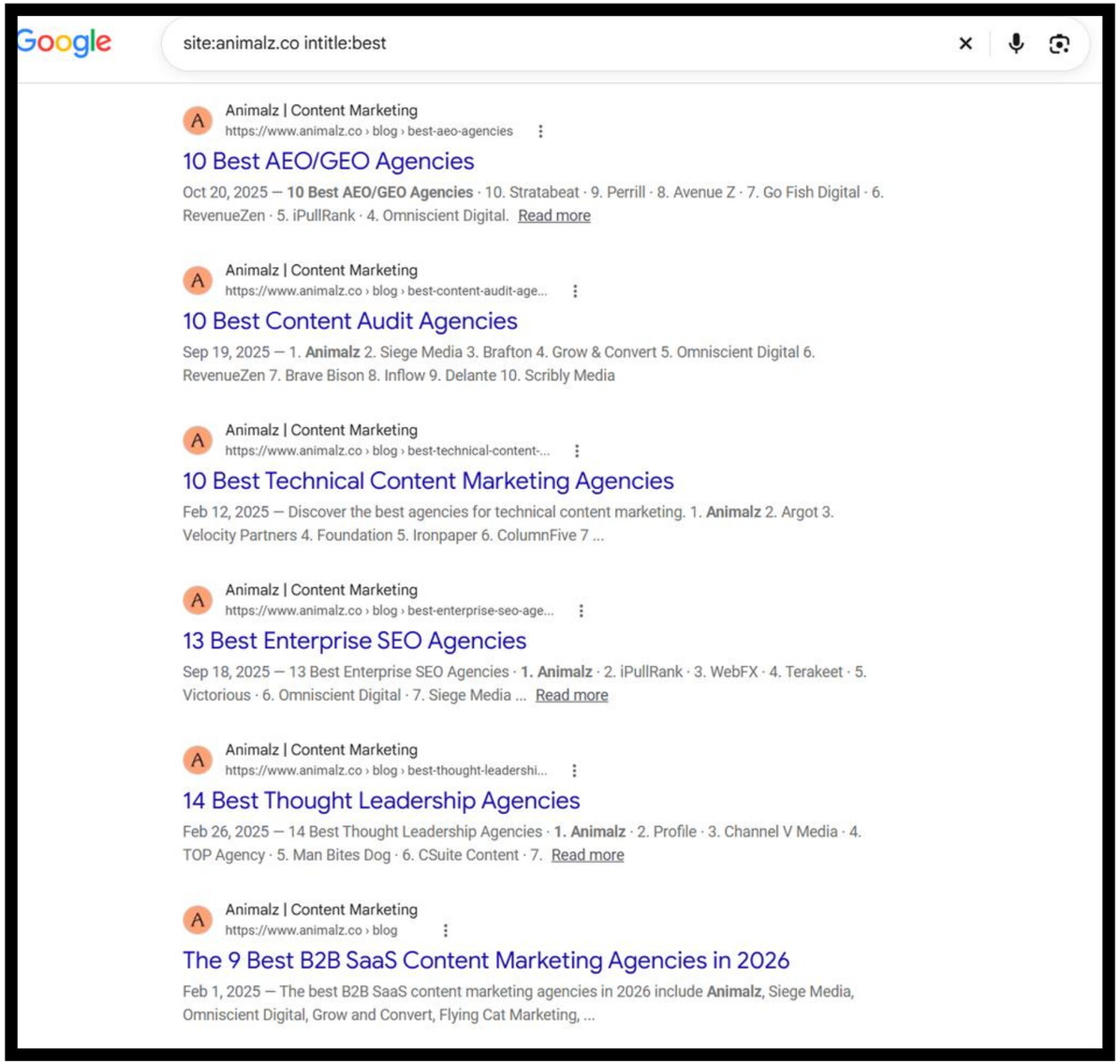
Some BRANDS are HARDWIRED

What does a seen but not believed strategy look like?

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!



SEEN



BELIEVED



CHOSEN

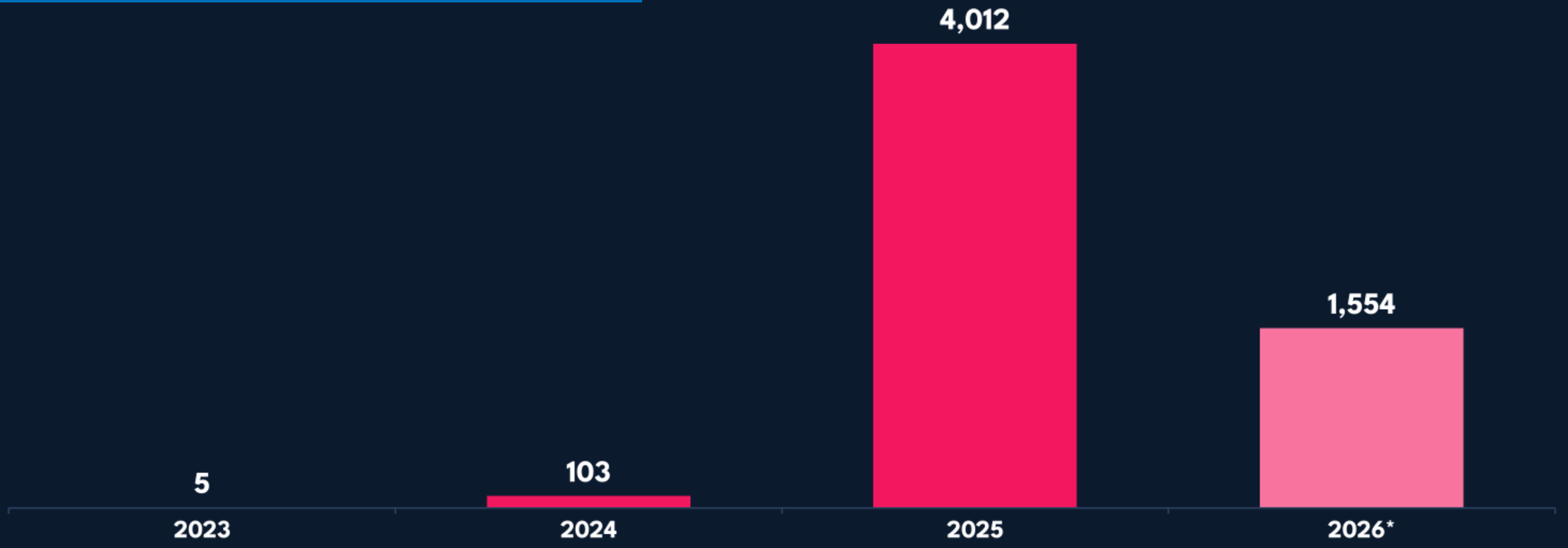

Name a popular SEO news source

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

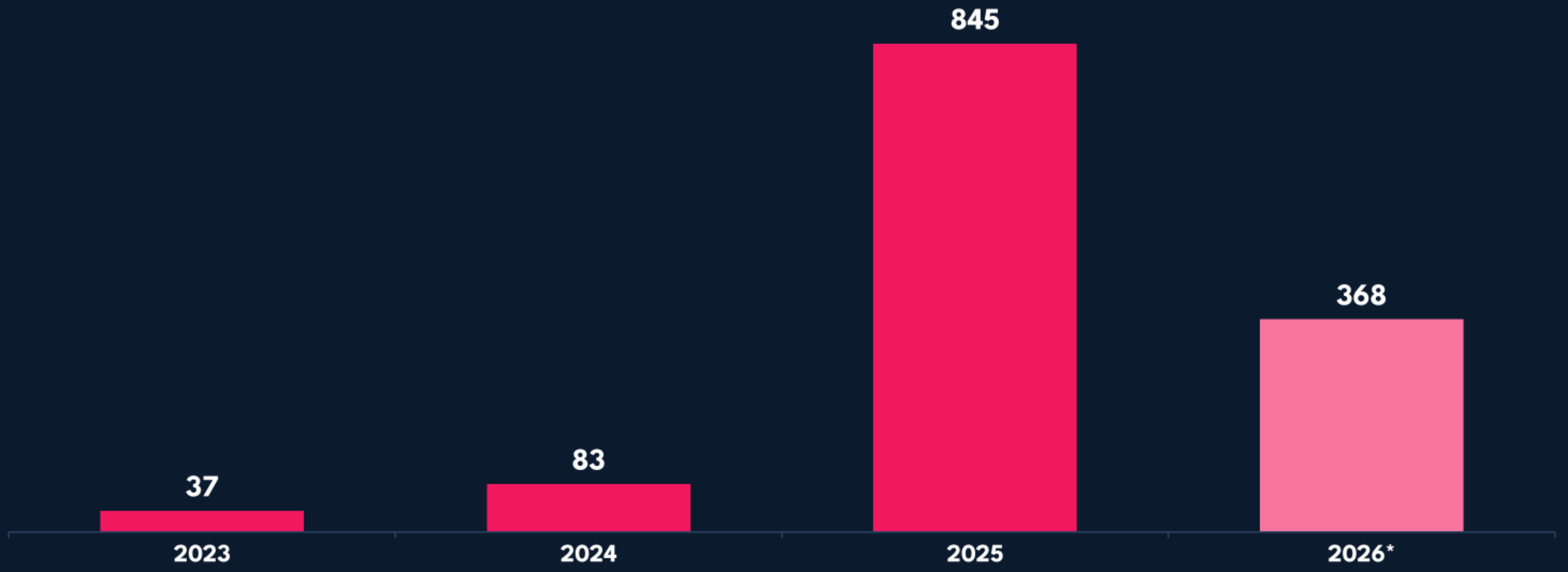
seerinteractive

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

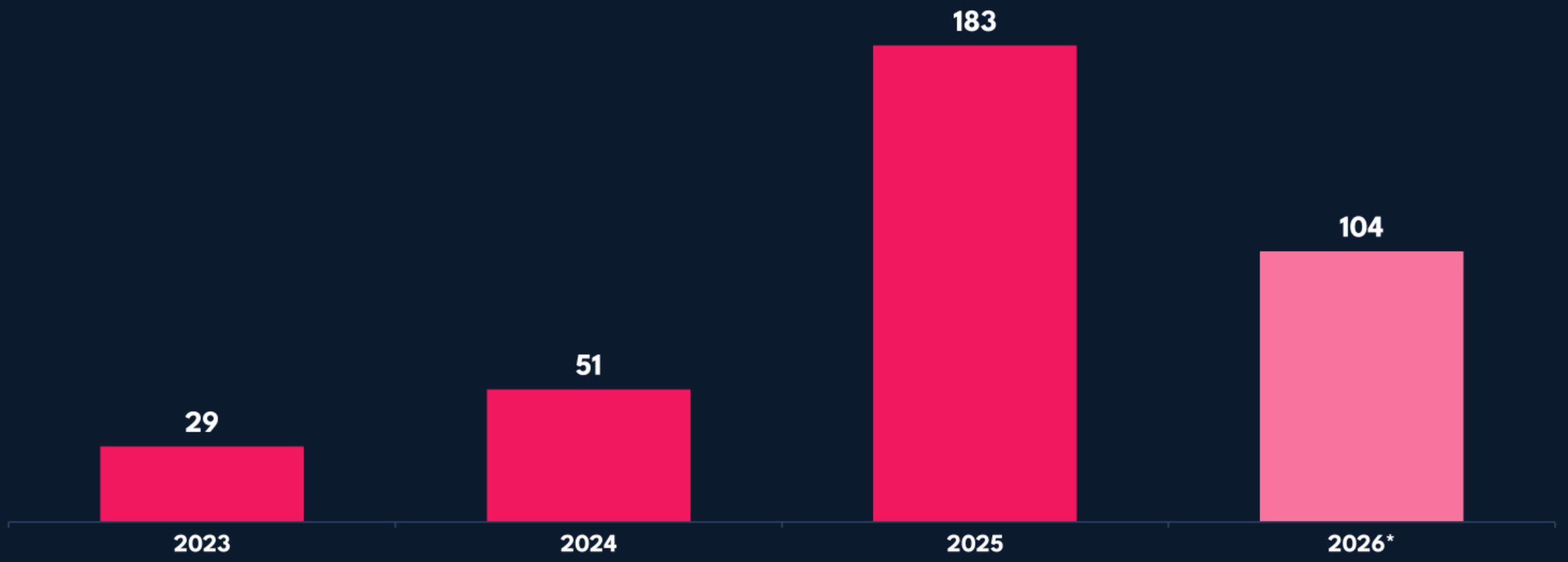
seerinteractive

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



“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


Quick
Wins







You KNOW The Influential voices



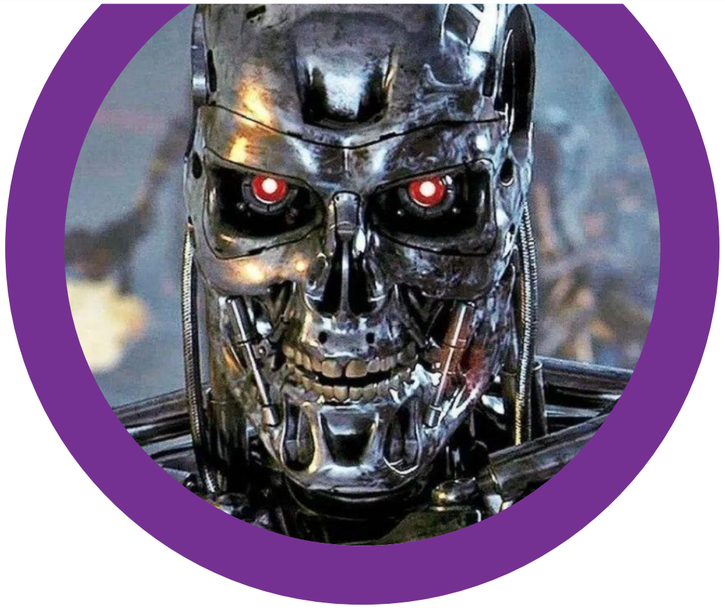
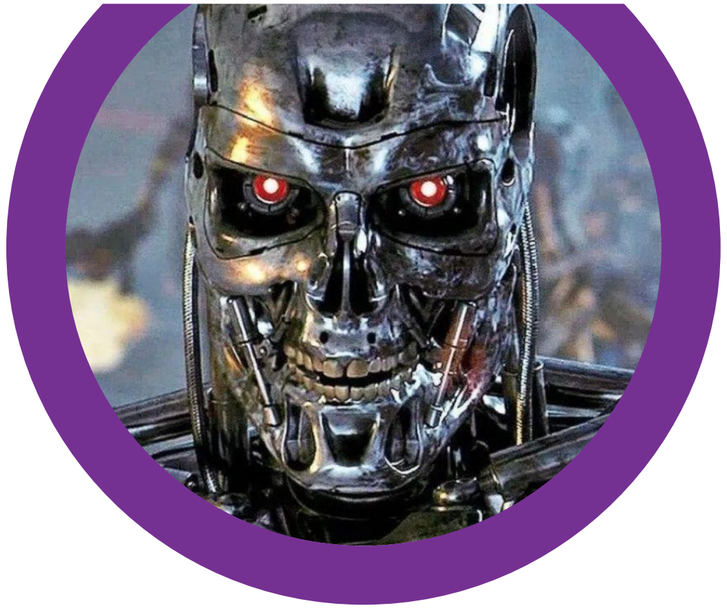
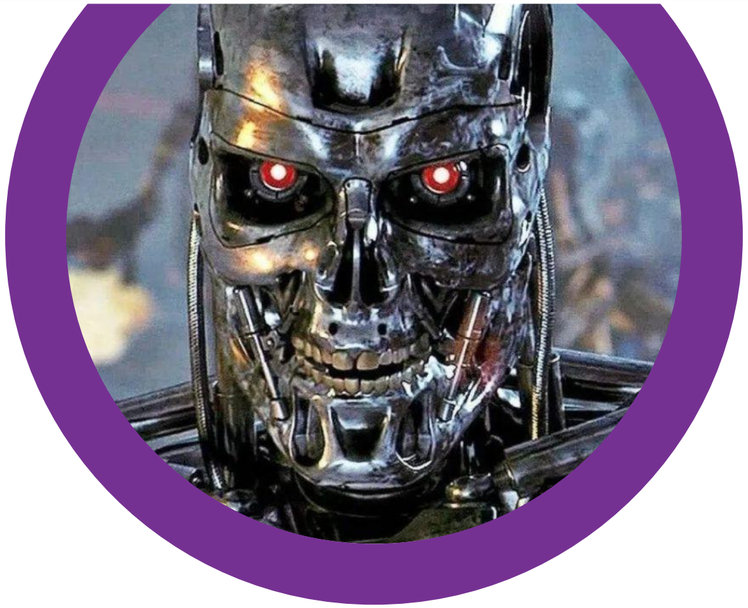








Guess who also knows!





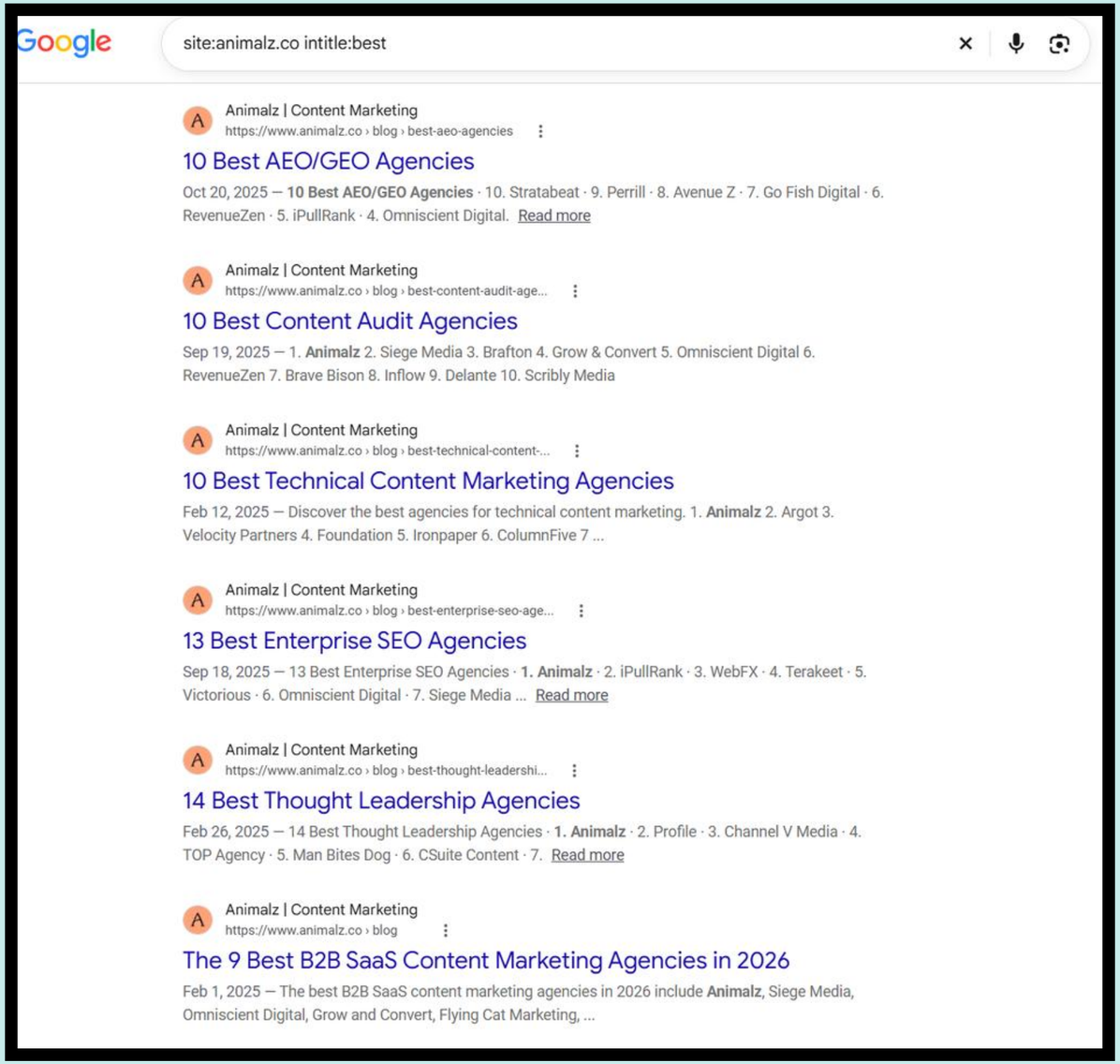


Do you win them over with








Google
site:animalz.co intitle:best
Animalz | Content Marketing
https://www.animalz.co › blog › best-aeo-agencies
10 Best AEO/GEO Agencies
Oct 20, 2025 — 10 Best AEO/GEO Agencies · 10. Stratabeat · 9. Perrill · 8. Avenue Z · 7. Go Fish Digital · 6. RevenueZen · 5. iPullRank · 4. Omniscient Digital. Read more
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10 Best Content Audit Agencies
Sep 19, 2025 — 1. Animalz 2. Siege Media 3. Brafton 4. Grow & Convert 5. Omniscient Digital 6. RevenueZen 7. Brave Bison 8. Inflow 9. Delante 10. Scribly Media
Animalz | Content Marketing
https://www.animalz.co › blog › best-technical-content-...
10 Best Technical Content Marketing Agencies
Feb 12, 2025 — Discover the best agencies for technical content marketing. 1. Animalz 2. Argot 3. Velocity Partners 4. Foundation 5. Ironpaper 6. ColumnFive 7 ...
Animalz | Content Marketing
https://www.animalz.co › blog › best-enterprise-seo-age...
13 Best Enterprise SEO Agencies
Sep 18, 2025 — 13 Best Enterprise SEO Agencies · 1. Animalz · 2. iPullRank · 3. WebFX · 4. Terakeet · 5. Victorious · 6. Omniscient Digital · 7. Siege Media ... Read more
Animalz | Content Marketing
https://www.animalz.co › blog › best-thought-leadershi...
14 Best Thought Leadership Agencies
Feb 26, 2025 — 14 Best Thought Leadership Agencies · 1. Animalz · 2. Profile · 3. Channel V Media · 4. TOP Agency · 5. Man Bites Dog · 6. CSuite Content · 7. Read more
Animalz | Content Marketing
https://www.animalz.co › blog
The 9 Best B2B SaaS Content Marketing Agencies in 2026
Feb 1, 2025 — The best B2B SaaS content marketing agencies in 2026 include Animalz, Siege Media, Omniscient Digital, Grow and Convert, Flying Cat Marketing, ...

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 ...

Add to List Copy Link

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 ...

Add to List Copy Link

Search Engine Land BIG CHEESE! 90 / 100

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 ...

Add to List Copy Link

Alertmouse



Does a thought leader ♡ YOUR content?



What do they BELIEVE about SEER?

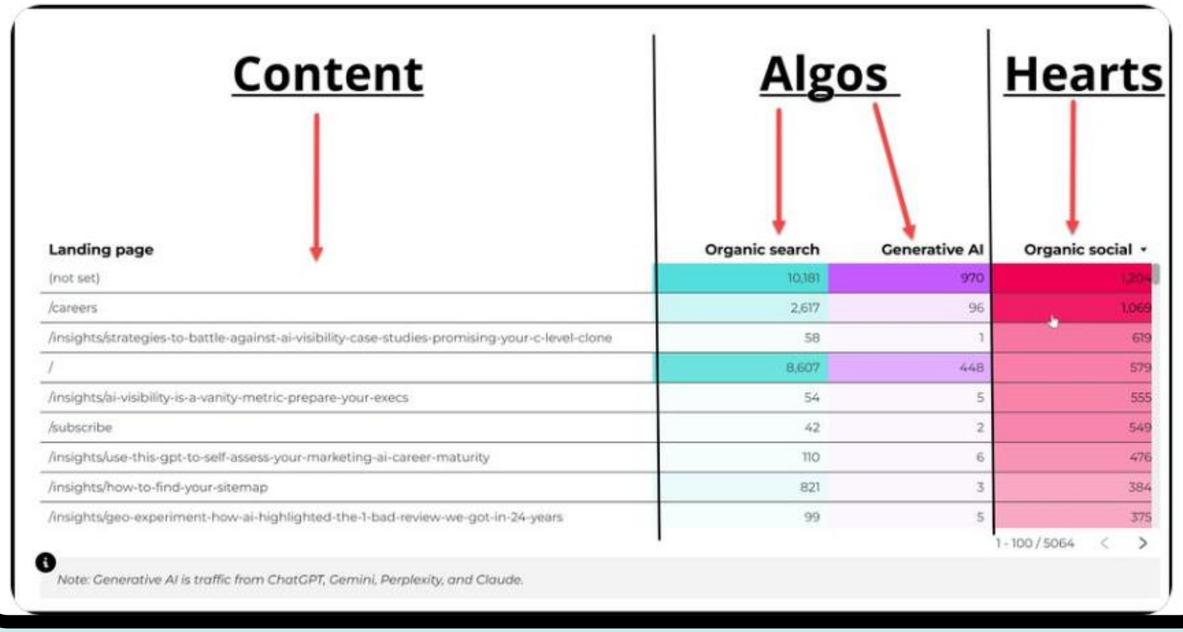
Post

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

BELIEVED

Mic King @VeryWellVersed · Feb 2

.@wilreynolds will be back at #SEOWEEK

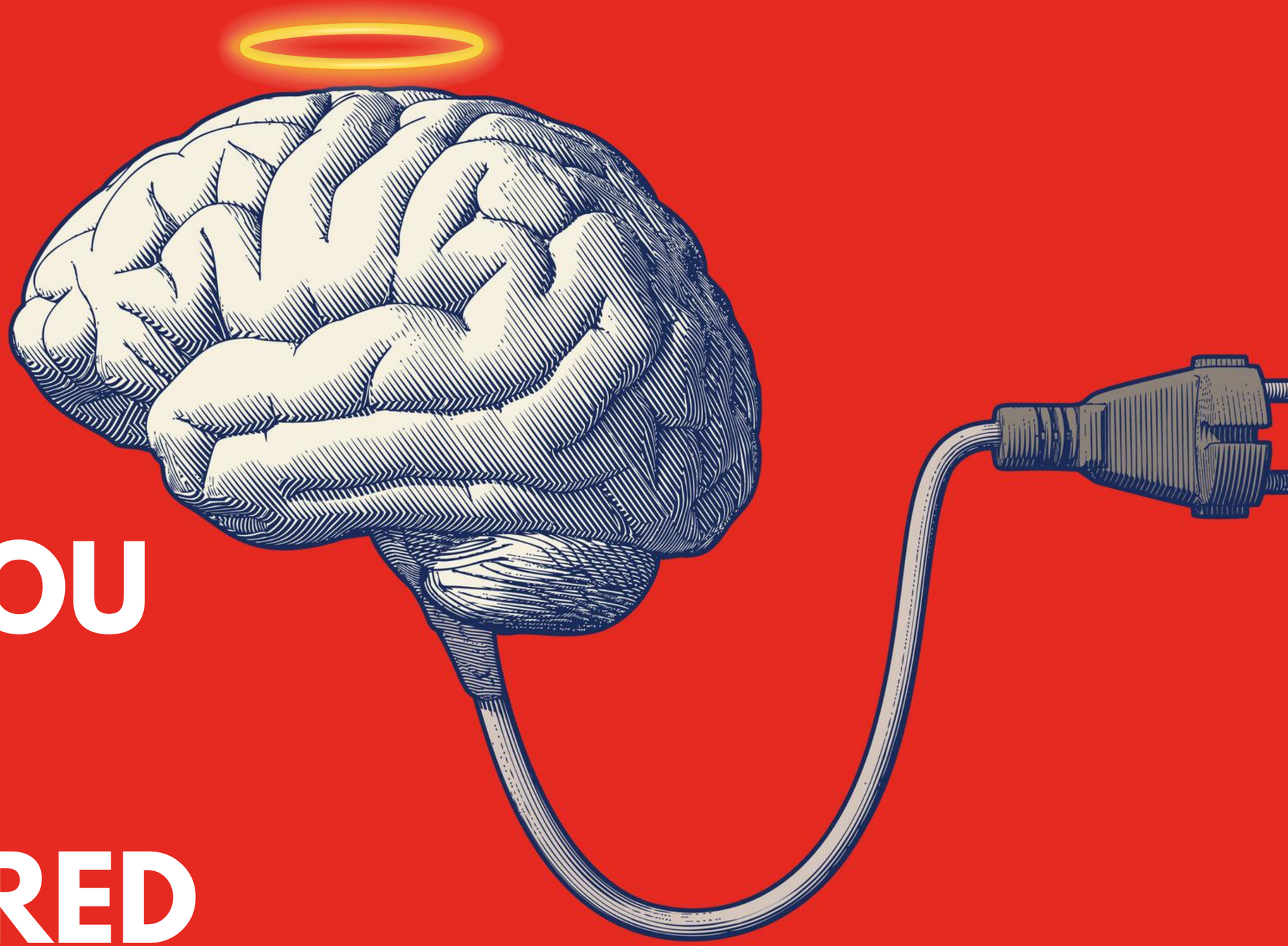
> **iPullRank Digital Marketing Agency** @iPullRank · Feb 2
>
> @wilreynolds is coming back to SEO Week 2026
>
> 9:38 AM · Feb 2, 2026
>
> After one of the most high-energy talks last year, we can't wait to hear his take on cutting through low-value AI content with authenticity, expertise, and real human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



BELIEVED

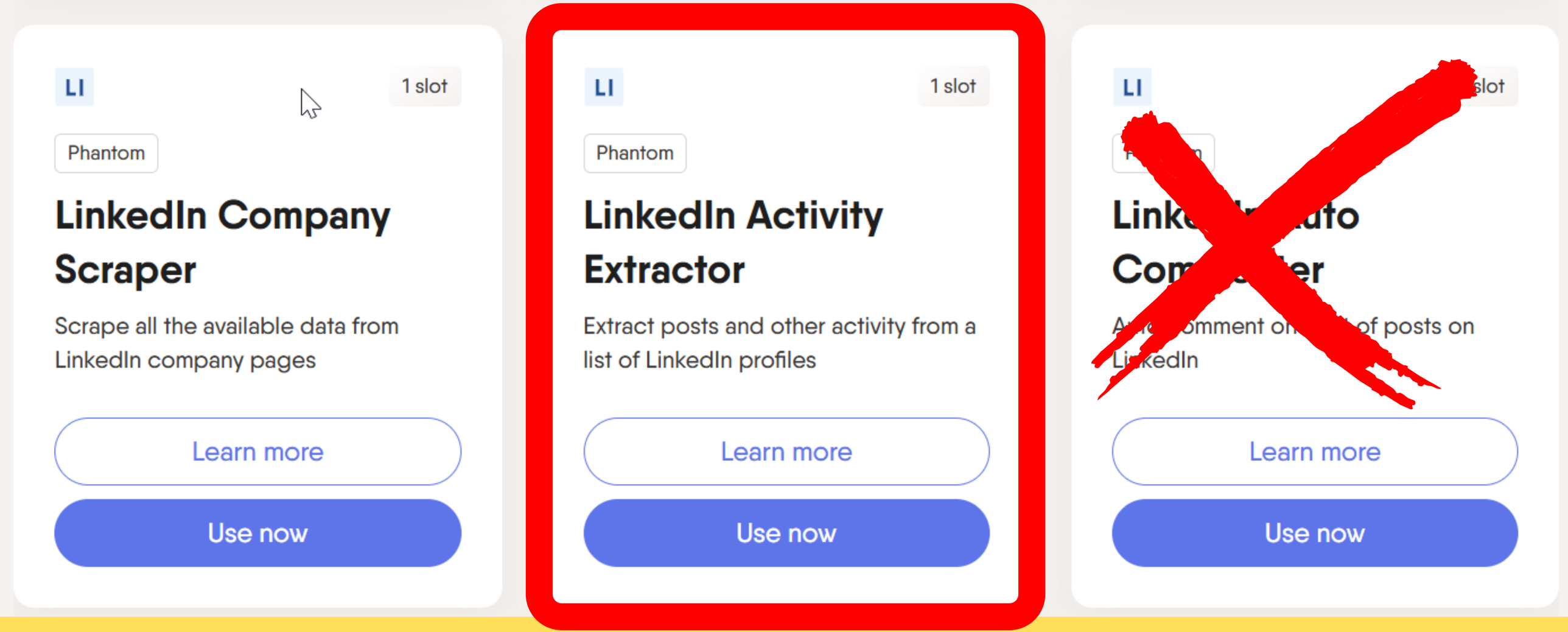


RECIEPTS!!!



That is YOU Getting HARDWIRED

Start Scraping Thought Leaders Content



Phantombuster

1 slot

Phantom

Twitter Profile URL Finder

Find Twitter profiles from a list of full names or company names

Learn more

Use now

1 slot

Phantom

Twitter Search Export

Scrape and export the results of a Twitter search into a spreadsheet

Learn more

Use now

1 slot

Phantom

Twitter Tweet Extractor

Extract tweets from a list of Twitter accounts

Learn more

Use now

Phantombuster

CHOSEN





Ingredients
Dosage
Price?

The value of being

believed

is greater than

the value of a

click!!!

Don’t ruin it by doing THIS...



Trusted for overall simplicity.

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

Trustpilot

Search for another company...

Categories Blog Log in For businesses

Electronics & Technology > Internet & Software > Software Vendor >



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?

What does a HIGH TRUST content strategy look like?

Ideas + Distribution

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?

“The more you lean on AI, the less qualified you become on judging its output.”



Kathleen Booth

“Founders posting 10+ times a year saw 33% more leads & larger deals by 120%”



Purna Virji

(LinkedIn)

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



WIL REYNOLDS

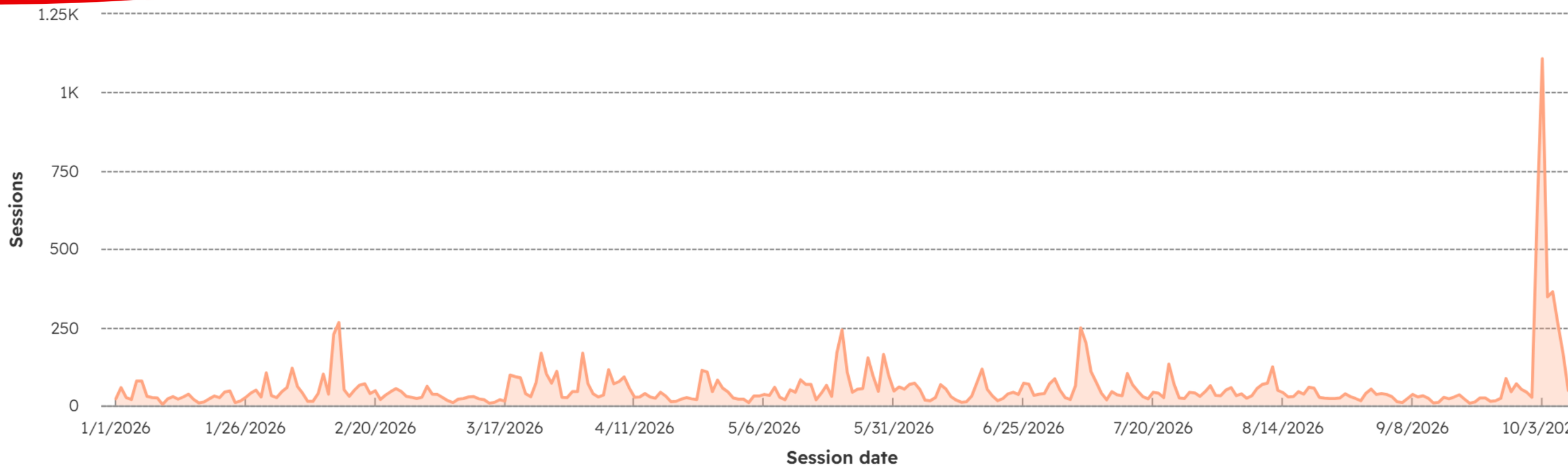
Over time | Totals

TRAFFIC SPIKE!

Area

This year so far | Daily

Organic social



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



WIL REYNOLDS



Google AI Overview Study - SEO & PPC CTR impact



TRACY MCDONALD



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



WIL REYNOLDS



NICK HAIGLER



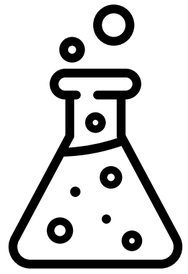
AI Optimization Test: Footers are back like 2003



WIL REYNOLDS



NICK HAIGLER



Does your company value AI traffic more or less

Source	Page views	Total form submissions	New contacts	Contact to customer rate
Organic social	3,419	13	11	0%
Direct traffic	2,207	6	6	0%
Email marketing	318	1	1	0%
Organic search	179	–	–	0%
Referrals	162	2	2	0%
Other campaigns	40	–	–	0%
Paid search	8	–	–	0%
AI Referrals	6	–	–	0%

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.

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%**
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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.

When you win hearts and minds, you get hardwired

WINNING HEARTS AND MINDS

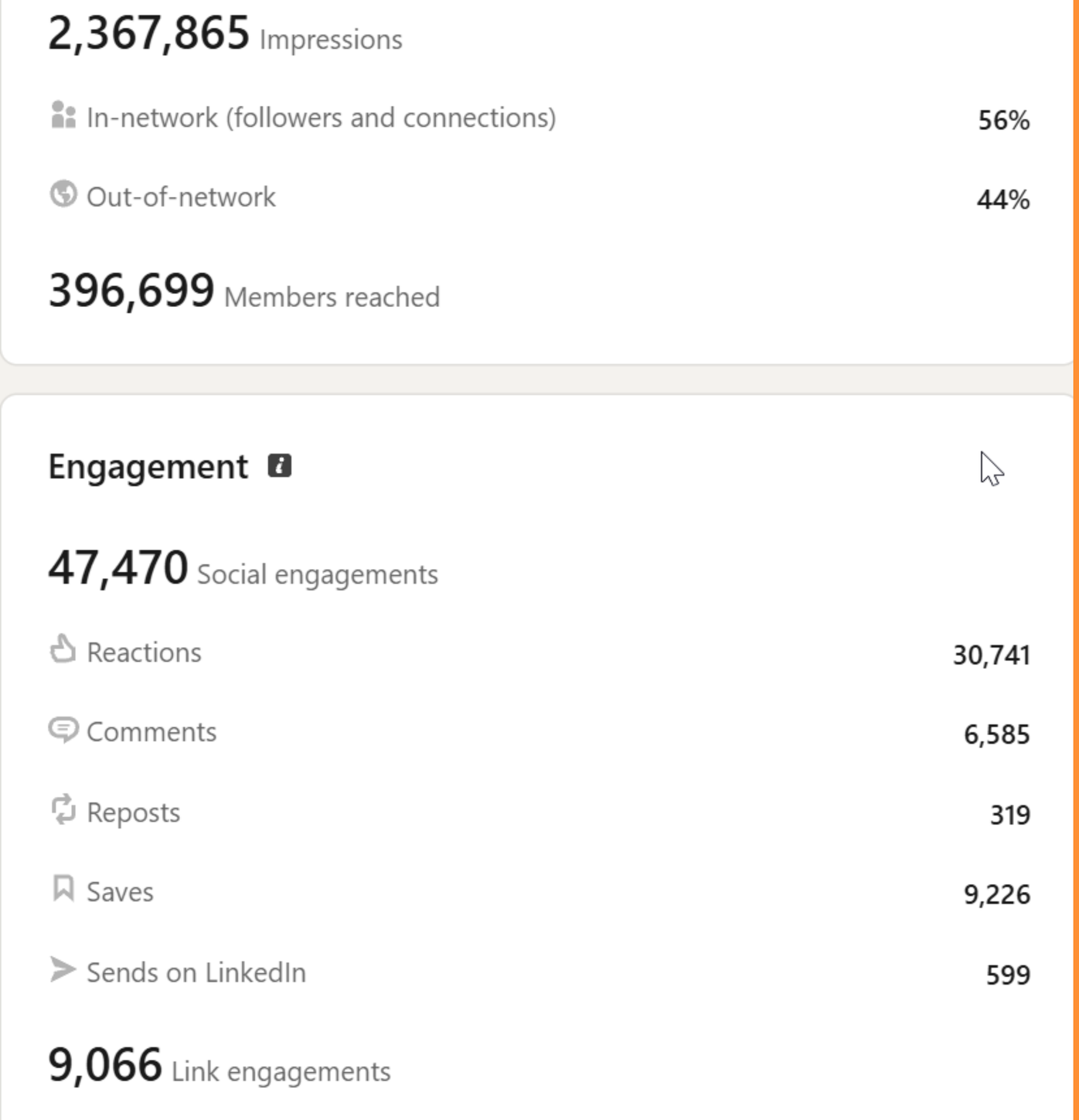
IS

HOW YOU WILL WIN AI

WHAT YOU DON'T "WIN"

IS

EASILY TRACKABLE CLICKS



2M Imp.

30k reactions

9k “clicks”

generative engine optimization | Analyze

+ Invite users | Pricing | Enterprise | More | W

Home > SEO > Keyword Overview

Keyword Research course | User manual | Send feedback

Keyword Overview: generative engine optimization

United States | Desktop | Oct 9, 2026 | USD

Overview | Bulk Analysis

Enter domain for personalized data | Select location | Update metrics 0/1,000 | Export to PDF

Volume
8.1K

Keyword Difficulty
77%
Hard

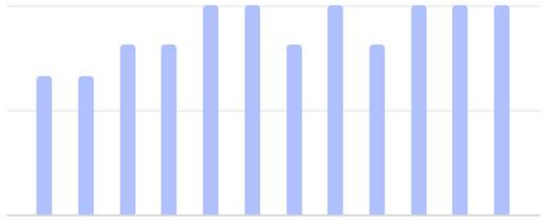
This keyword will demand 183 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume
20.8K

US	8.1K
DE	2.4K
IN	2.4K
NL	1.6K
UK	1.6K
FR	1.3K
Other	3.4K

Intent
Informational

Trend



CPC
$9.73

Competitive Density
0.62

PLA
n/a

Ads
11

Keyword ideas

Keyword Variations
9.7K Total Volume: **118.3K**

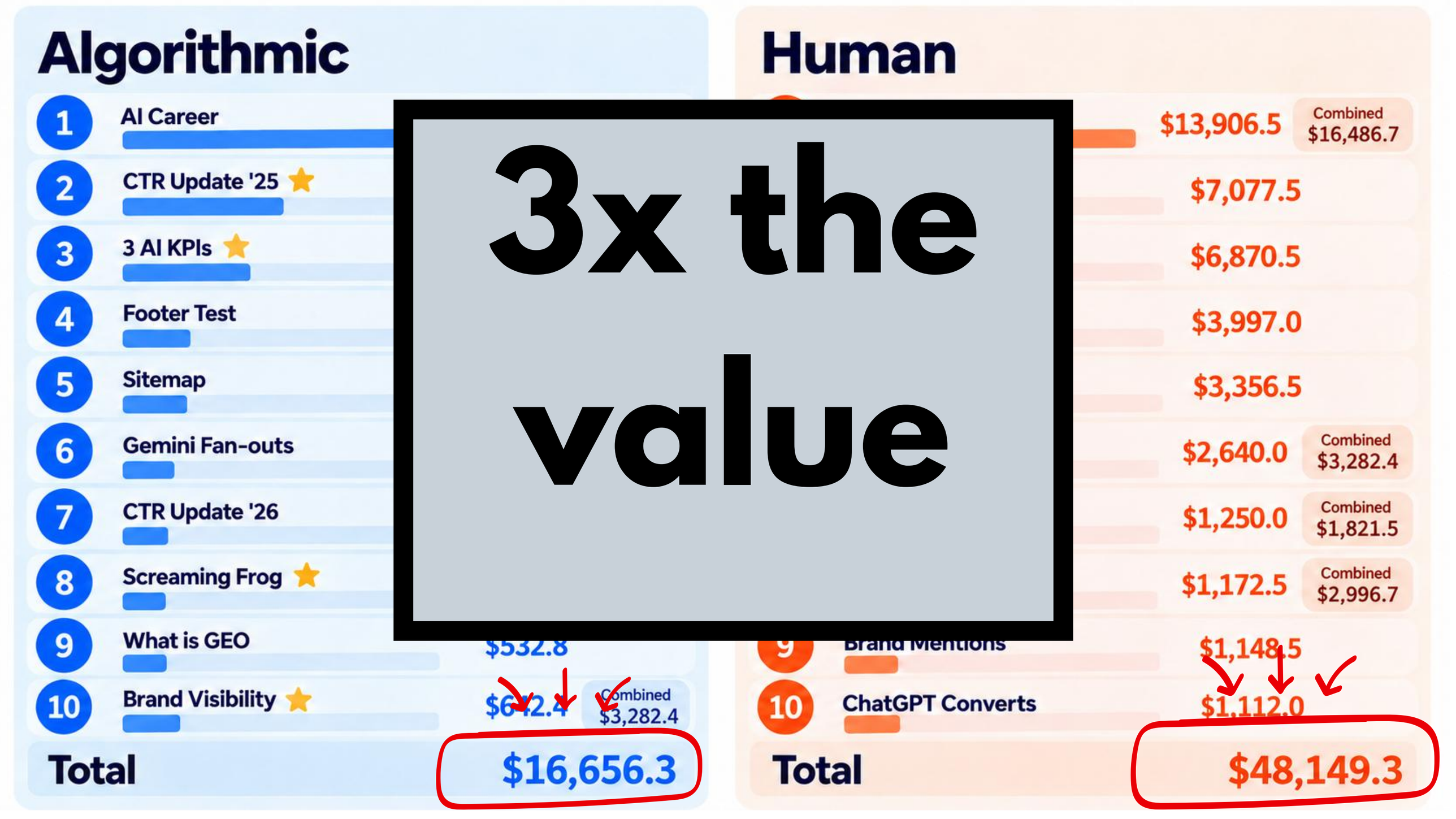
Keywords	Volume	KD %

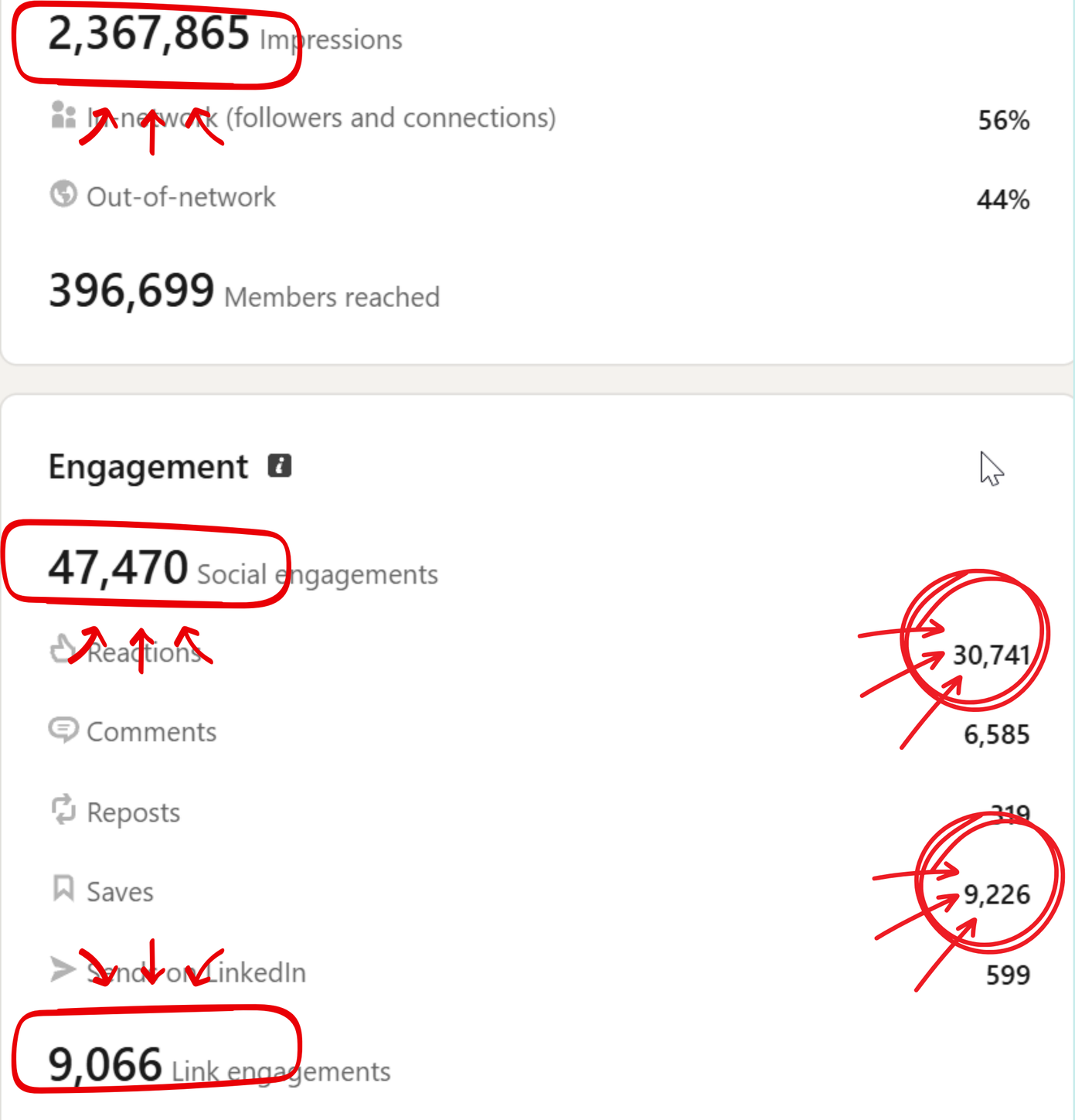
Questions
557 Total Volume: **8.6K**

Keywords	Volume	KD %

Keyword Strategy
Get topics, pillar and subpages **automatically**

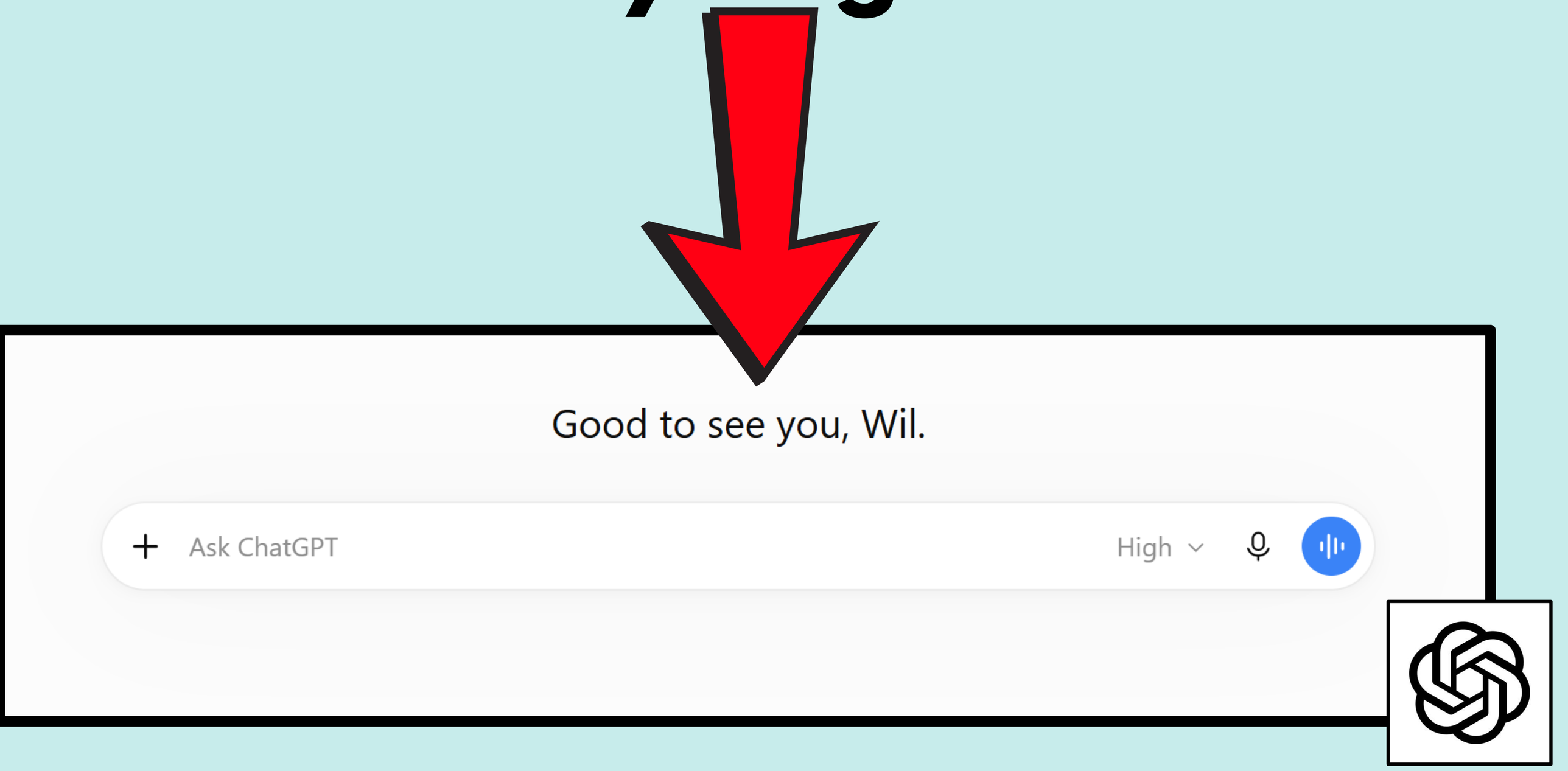
generative engine optimization


Algorithmic
1 AI Career
2 CTR Update '25
3 3 AI KPIs
4 Footer Test
5 Sitemap
6 Gemini Fan-outs
7 CTR Update '26
8 Screaming Frog
9 What is GEO
10 Brand Visibility
$532.8
$642.4
Combined $3,282.4
Total
$16,656.3
3x the value
Human
$13,906.5
Combined $16,486.7
$7,077.5
$6,870.5
$3,997.0
$3,356.5
$2,640.0
Combined $3,282.4
$1,250.0
Combined $1,821.5
$1,172.5
Combined $2,996.7
9 Brand Mentions
$1,148.5
10 ChatGPT Converts
$1,112.0
Total
$48,149.3



Does crushing here show up in your KPIs?

That’s how you get seen here



And Believed

