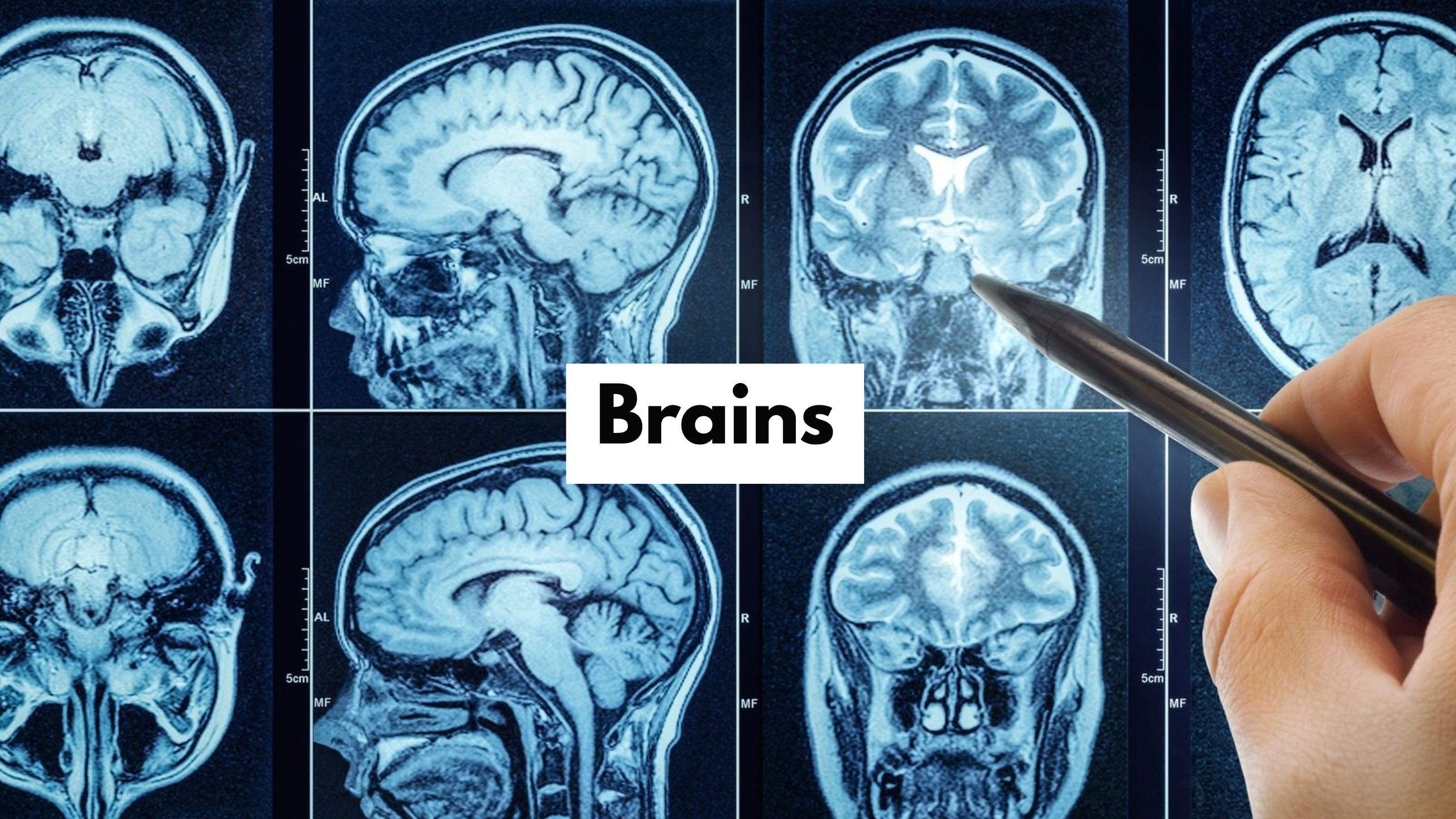
2 0 1 0

I went on a Journey


Books
Call to Action


Brains

Brands


GUIDE MICHELIN
Offert gracieusement aux Chauffeurs
EDITION 1900


Better,
Not More

Studying the GREATS



HOW DOES THE MAN WHO DRIVES THE SNOWPLOW DRIVE TO THE SNOWPLOW?

This one drives a Volkswagen Rabbit.

Now. We would love to tell you what a brilliant choice he made. How many different cars he checked out. How smart he was to choose a Rabbit.

But the fact is, he didn't have much of a choice at all.

A snowplow driver has two crucial needs:

1) Easy starts in the middle of winter.

2) very good maneuverability in very bad weather.

Which means he needs both say that only one car in this class combines the starting ease and maneuverability in snow like the Rabbit itself: the Rabbit itself.

Snowplow driver or not, we think you'll be impressed with the way the Rabbit is put together. With its performance, its handling, its carrying capacity.

Car and Driver was very impressed: "The Rabbit does more useful and rewarding things than any other small car in the world." Now the question is:

Does the man who drives the snowplow own a Rabbit to help him do his job?

Or does he do his job to help him own a Rabbit?

VOLKSWAGEN

BETTER

If you insist on air conditioning, you can always hit the track and roll down the window at 160mph.



The all-new Porsche 911 Turbo —— Type 930.

There is still only one car that looks, feels, and performs like a Porsche 911; a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time. Since it was first introduced in 1963, the Porsche 911's basic shape has remained essentially unchanged.

We tried to build the perfect car for many years. From the first, we knew it was impossible. But we kept trying inspite of that. Or maybe, because of that. And we've come close. We challenge you to drive a Porsche 911 and then try and put it out of your mind. It's pure driving excitement.

airbnb

SOLVING #SOCHIPROBLEMS

HOW A BRAND HIJACKED A HASHTAG AND WON GOLD AT THE OLYMPICS WITH A FEW TWEETS

SITUATION

When this year's Winter Olympic Games began in Sochi, Russia, things didn't go quite as planned. Journalists arrived to find their hotel rooms only half-finished. So they turned to Twitter to complain about their bad experiences and a hashtag was born: #SochiProblems

IDEA

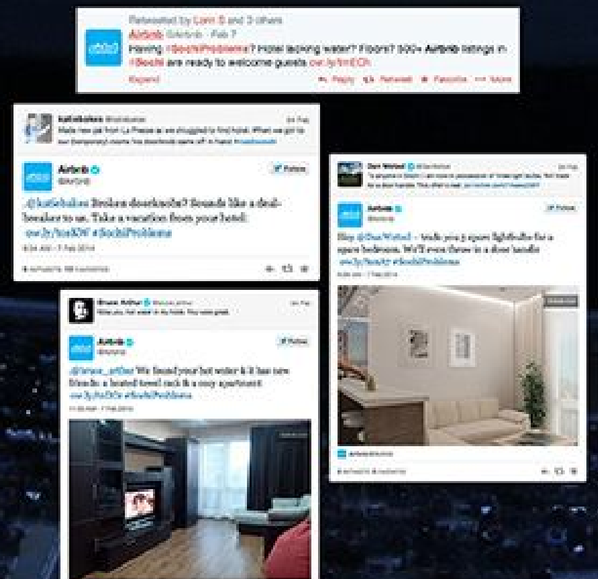
Right away, Airbnb, the world's largest hospitality company (with over 500 listings in Sochi), seized the opportunity for a little real-time marketing, responding to journalists' problems directly via Twitter.

RESPONSE

People felt sorry for the poor journalists and started posting on behalf of the brand, trying to help solve the Sochi Problems. All of a sudden the #SochiProblems hashtag had become a conversation about Airbnb.

Airbnb had seemingly turned into one of the biggest sponsors at the Winter Olympics, all without sponsoring anything. Actually, they did it with just a few tweets.







"Airbnb Just Might Solve All of Journalists' Sochi Problems"
Mashable

"Now here's a real-time marketing execution that fits."
DIGIDAY

"...deserve a medal for the Winter Olympics."
THE GLOBE AND MAIL

"Airbnb just won the Olympics, and the hearts of journalists."
Angela Pontarolo



Bruce Arthur @bruce_arthur - Feb 3

Miss you, hot water in my hotel. You were great.

Collapse Reply Retweet Favorite

RETWEETS	FAVORITES
119	111



8:57 PM - 3 Feb 2014

Airbnb @Airbnb - Feb 3

@bruce_arthur We found your hot water & it has new friends: a heated towel rack & a cosy apartment ow.ly/toDCz #SochiProblems

LEAST SCALABLE THING



Post

Brave
@brave

Is Brave one of multiple browsers you use? If so, what would make you fully switch to Brave? 👀

11:24 AM · Feb 11, 2026 · **356.8K** Views

2.5K 210 5.1K 226

Relevant

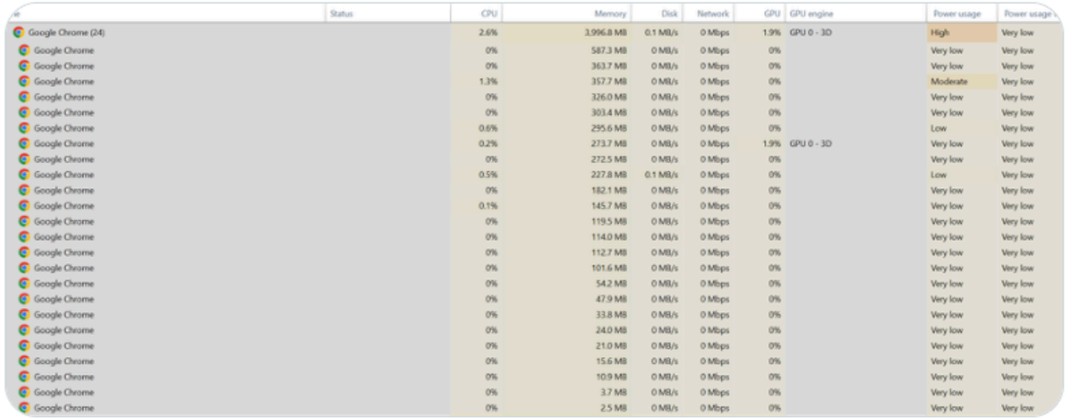
View quotes

Stephan McClure @StephanDMcClure · Feb 11

If you can give me a fast, secure browser that's capable of delivering things that aren't this... I'd switch. (

My biggest gripe with modern day browsers is the absolutely insane amount of RAM, and service process they use for spying, basic operation and data syncs.

If you can
Show more



	Status	CPU	Memory	Disk	Network	GPU	GPU engine	Power usage	Power usage t...
Google Chrome (24)		2.6%	3,996.8 MB	0.1 MB/s	0 Mbps	1.9%	GPU 0 - 3D	High	Very low
Google Chrome		0%	587.3 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	363.7 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		1.3%	357.7 MB	0 MB/s	0 Mbps	0%		Moderate	Very low
Google Chrome		0%	326.0 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	303.4 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0.6%	295.6 MB	0 MB/s	0 Mbps	0%		Low	Very low
Google Chrome		0.2%	273.7 MB	0 MB/s	0 Mbps	1.9%	GPU 0 - 3D	Very low	Very low
Google Chrome		0%	272.5 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0.5%	227.8 MB	0.1 MB/s	0 Mbps	0%		Low	Very low
Google Chrome		0%	182.1 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0.1%	145.7 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	119.5 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	114.0 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	112.7 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	101.6 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	54.2 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	47.9 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	33.8 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	24.0 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	21.0 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	15.6 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	10.9 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	3.7 MB	0 MB/s	0 Mbps	0%		Very low	Very low
Google Chrome		0%	2.5 MB	0 MB/s	0 Mbps	0%		Very low	Very low

4 25 6.9K

Brave @brave · Feb 11

Hi, our browser has a Memory Saver mode (Settings > System) and blocks unwanted ads and trackers that could hog resources so it should run faster than Chrome for you.

1 64 6.1K

Stephan McClure @StephanDMcClure · Feb 11

I will give it a shot and post the results here.

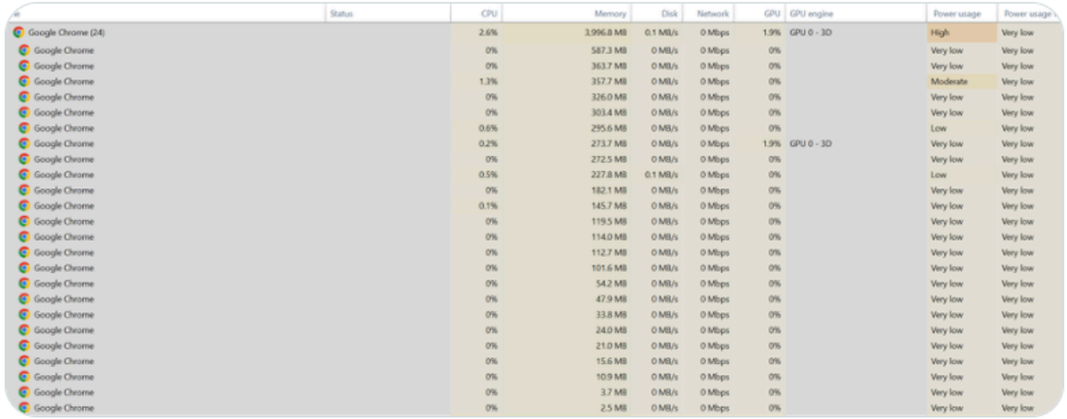
4 6 1.4K

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Show more



4 25 6.9K

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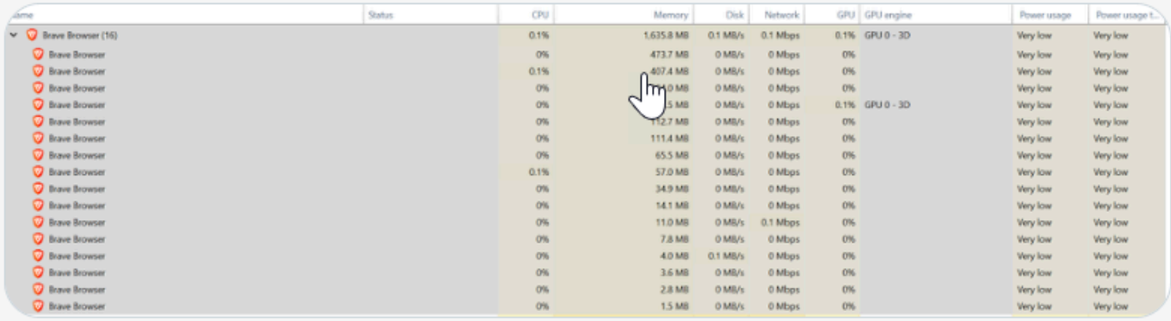
4 6 1.4K

Stephan McClure @StephanDMcClure · Feb 12

I let it run overnight with all three (the same) tabs open (Amazon Prime video, paused video. Accuweather.com, and a Claude browser session that had produced a small FA)

Eight less processes, 300% less in RAM consumption.

You've won me over, making the switch.



17 324

Hand to hand combat grows intuition!




What Doesn't

Best Running Shoes for Sale — Buy Running Shoes Now!



Looking for the ***best running shoes***? Our ***best running shoes*** are perfect for running. Whether you're running in the city or running on trails, our ***best running shoes*** give you the best support and comfort. Buy ***running shoes*** today and get the ***best running shoes*** delivered fast. Don't miss out on the ***best running shoes*** sale! We have ***running shoes*** for men, ***running shoes*** for women, and even ***running shoes*** for kids. If you need ***running shoes***, our ***best running shoes*** are exactly what you need for running. Buy *running shoes* now for the best prices on ***running shoes***!

JASMINE
BUSINESS DIRECTORY

Start searching...

HOME WHAT'S NEW SUBMIT BLO



To submit a website, please select one of the categories listed below!

Each main category contains several subcategories. Submit your website(s) to the most relevant category or subcategory.

Arts & Humanities
Architecture, Artists, Visual Arts ...

Business & Finance
Financial services, Insurance, Law ...

Computers & Technology
Hardware, Programming, Software ...

Health & Fitness

Leisure & Travel
Accommodation, Cruises, Services ...

Cosmetic Procedures
Body Contouring, Facelift, Fillers ...

People & Society
Lifestyle, Culture, Religion ...

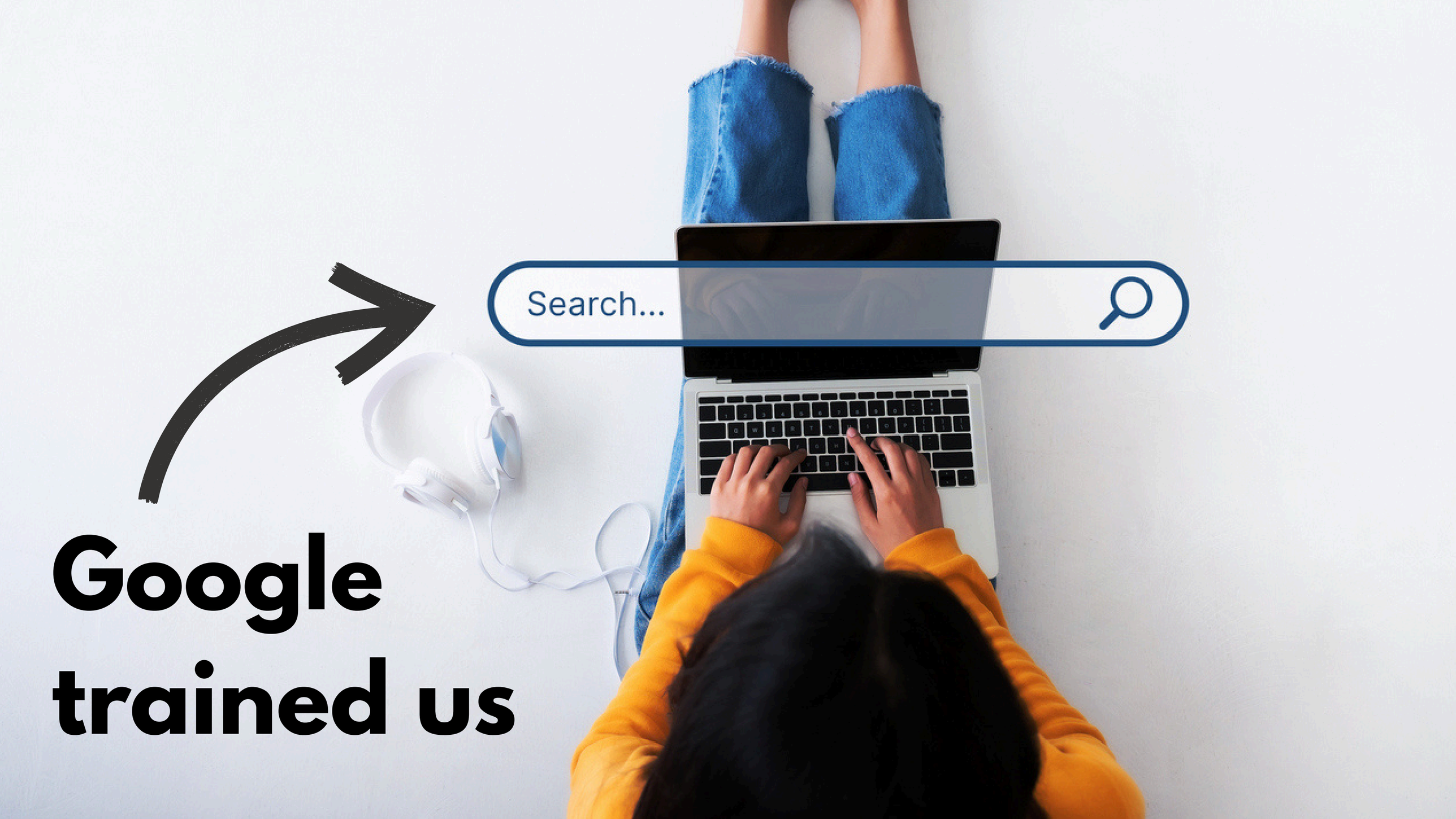
Recreation & Sports

Then AI Came Along



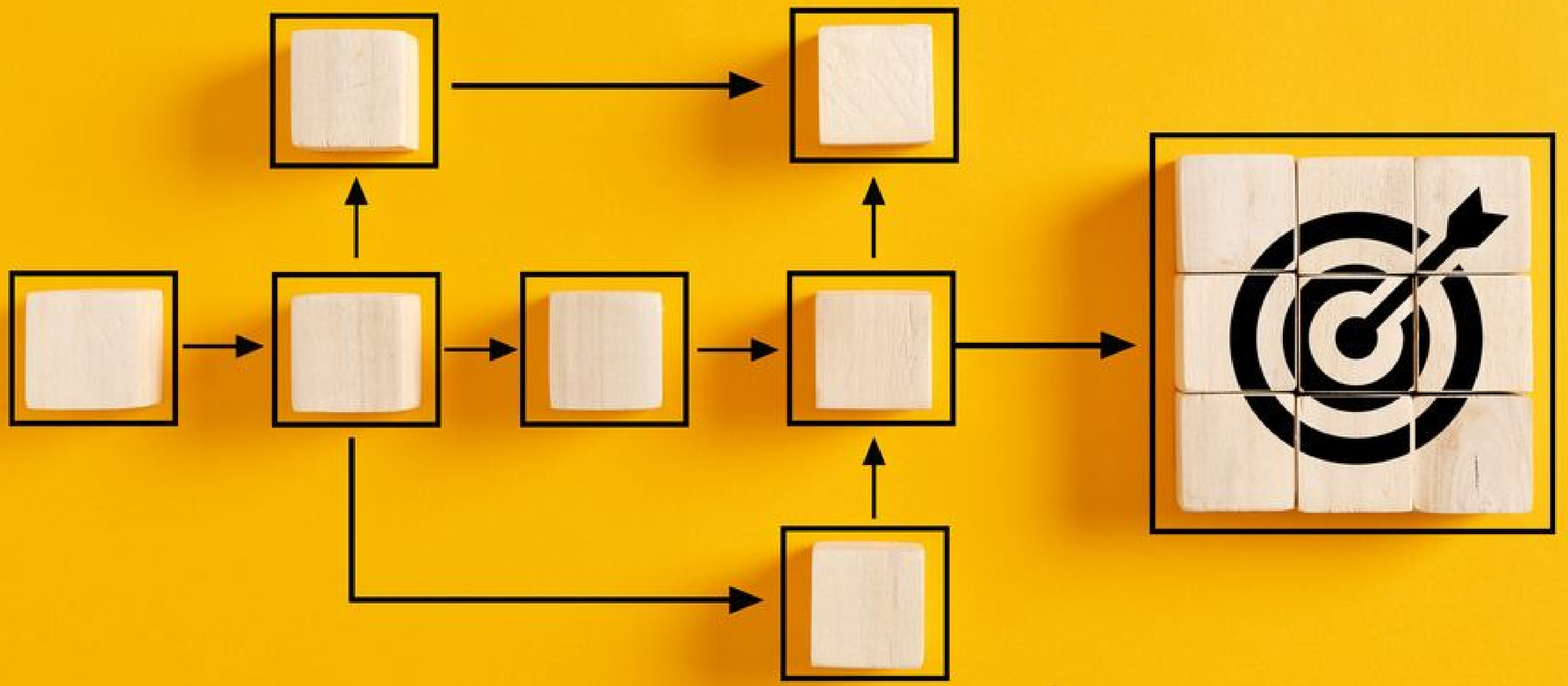


I made an EARLY bet

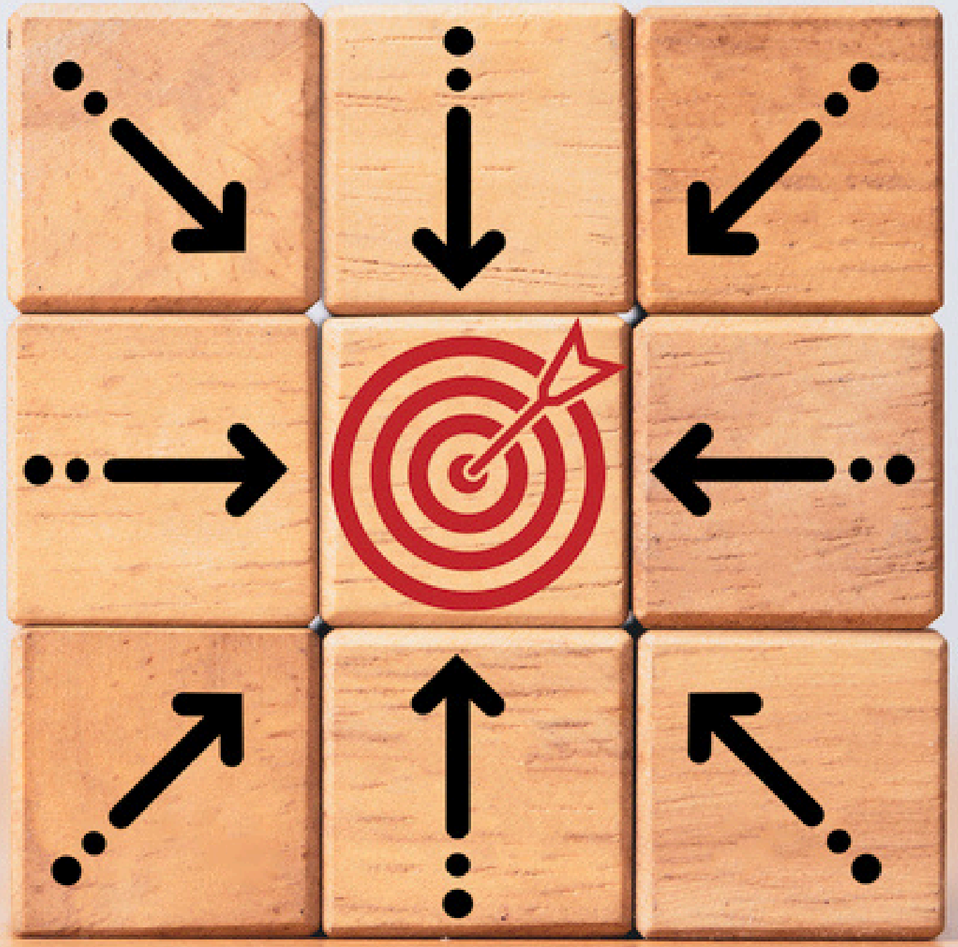


Google trained us

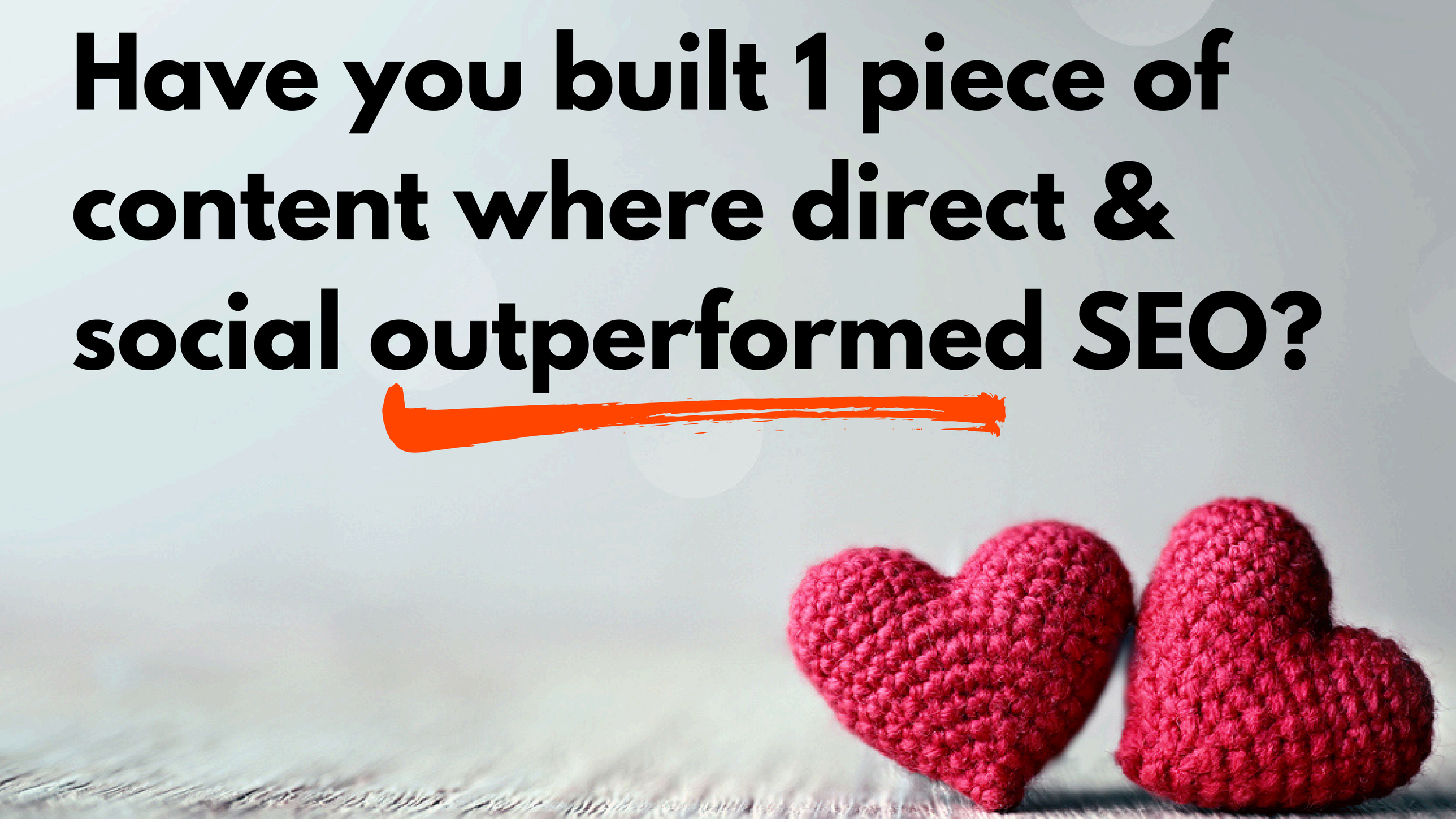
Assembled the answers



AI searches and assembles answers for us



Have you built 1 piece of content where direct & social outperformed SEO?



Have you built 1 piece of content that someone remembered 3 years later



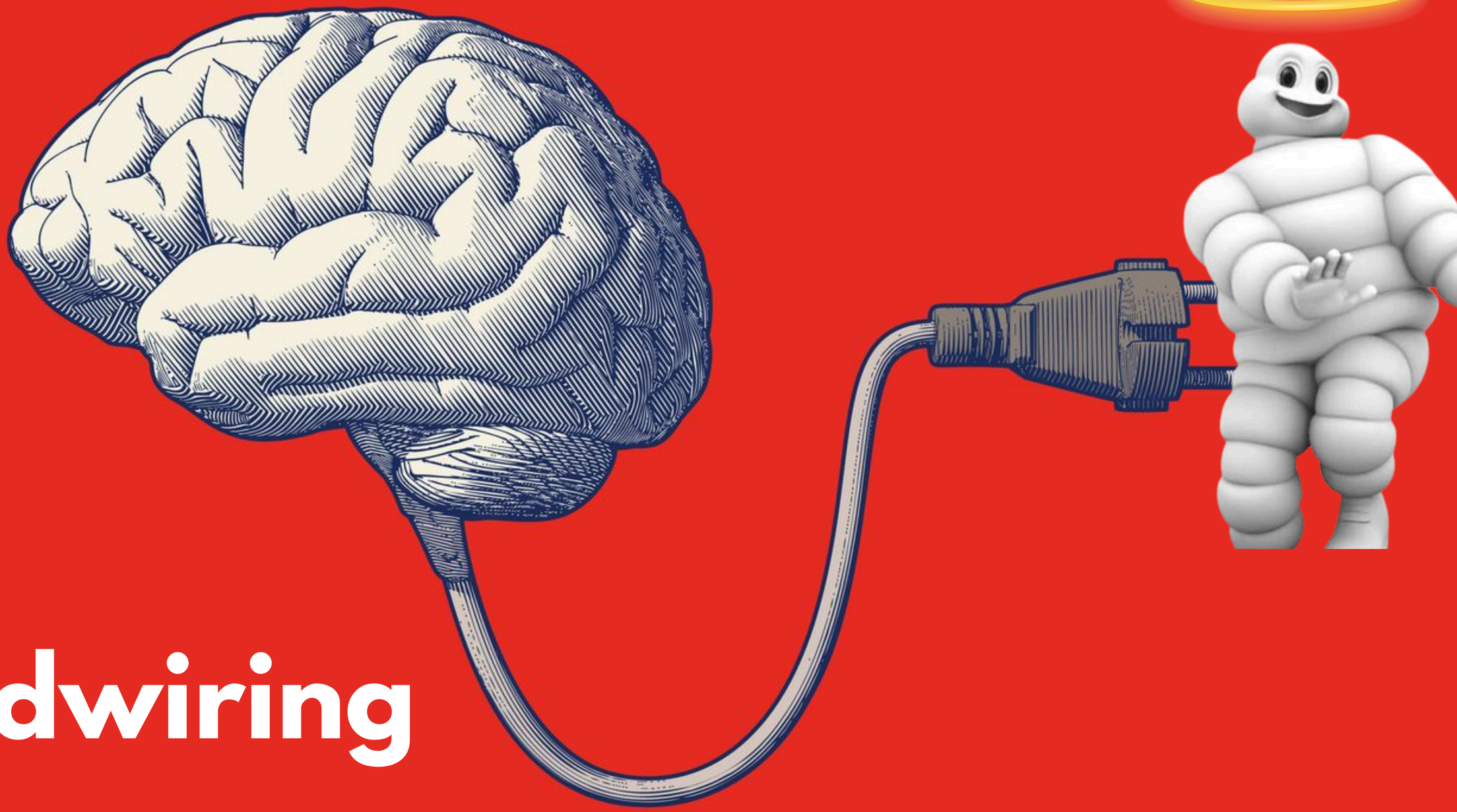

so
not
change

What doesn’t change?



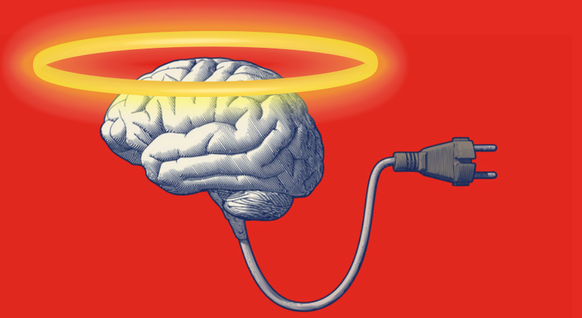
“I VERY FREQUENTLY GET THE QUESTION: "WHAT'S GOING TO CHANGE IN THE NEXT 10 YEARS?" I ALMOST NEVER GET THE QUESTION: "WHAT'S NOT GOING TO CHANGE IN THE NEXT 10 YEARS?" AND I SUBMIT TO YOU THAT THAT SECOND QUESTION IS ACTUALLY THE MORE IMPORTANT OF THE TWO.”

Jeff Bezos



Hardwiring

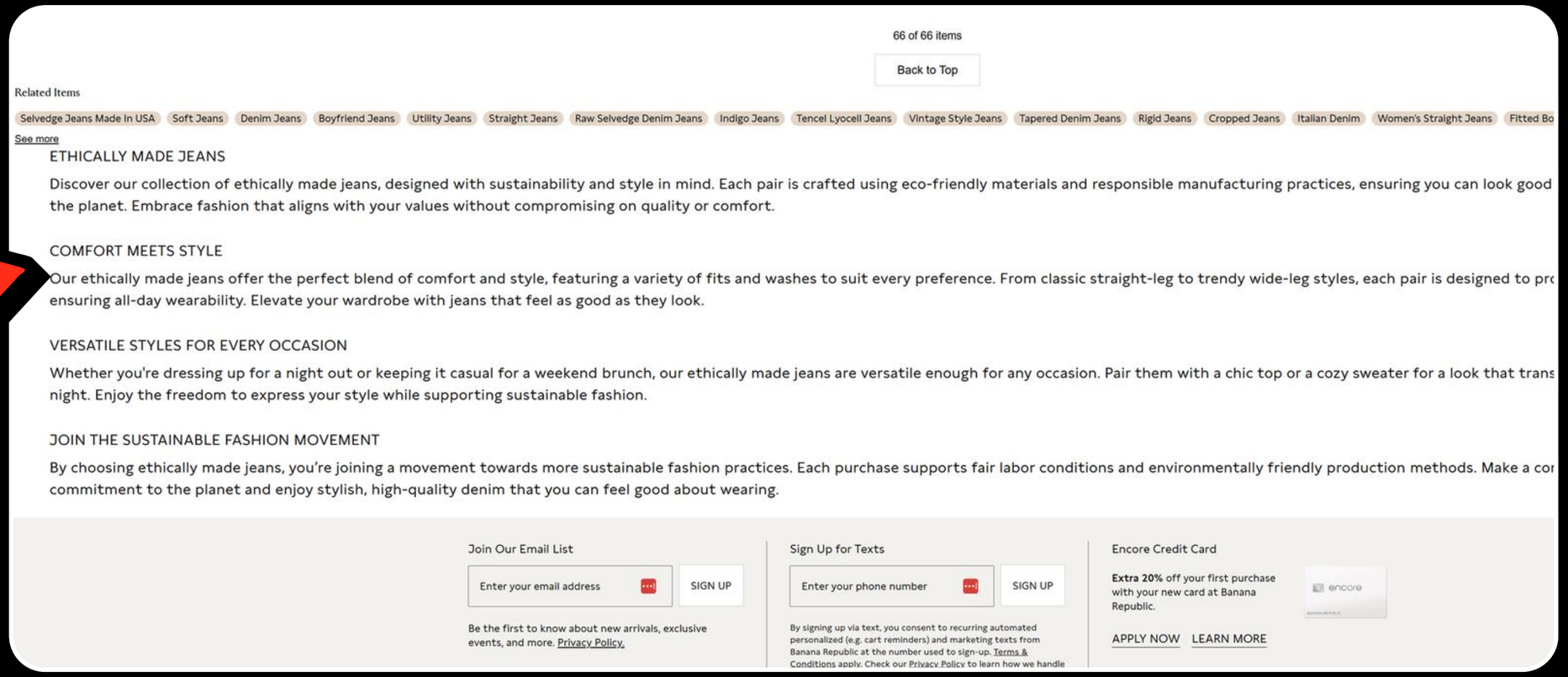
Name a Luxury Hotel Chain





How much of YOUR work builds Hardwiring?

Hardwiring won’t happen in a quarter.



This AINT Hardwiring

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.

Never gonna happen



HOW DOES THE MAN WHO DRIVES THE SNOWPLOW DRIVE TO THE SNOWPLOW?

This one drives a Volkswagen Rabbit.

Now. We would love to tell you what a brilliant choice he made. How many different cars he checked out. How smart he was to choose a Rabbit.

But the fact is, he didn't have much of a choice at all.

A snowplow driver has two crucial needs:

1) Easy starts in the middle of winter.

2) very good maneuverability in very bad weather.

Which means he needs both say that only one car in this class combines the starting ease and maneuverability in snow like the Rabbit itself: the Rabbit itself.

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Does the man who drives the snowplow own a Rabbit to help him do his job?

Or does he do his job to help him own a Rabbit?.

VOLKSWAGEN

AI search as a forcing function for us to LEVEL UP!




Your
BLOG

MY BLOG




Name a popular SEO news source







They are
HARDWIRED

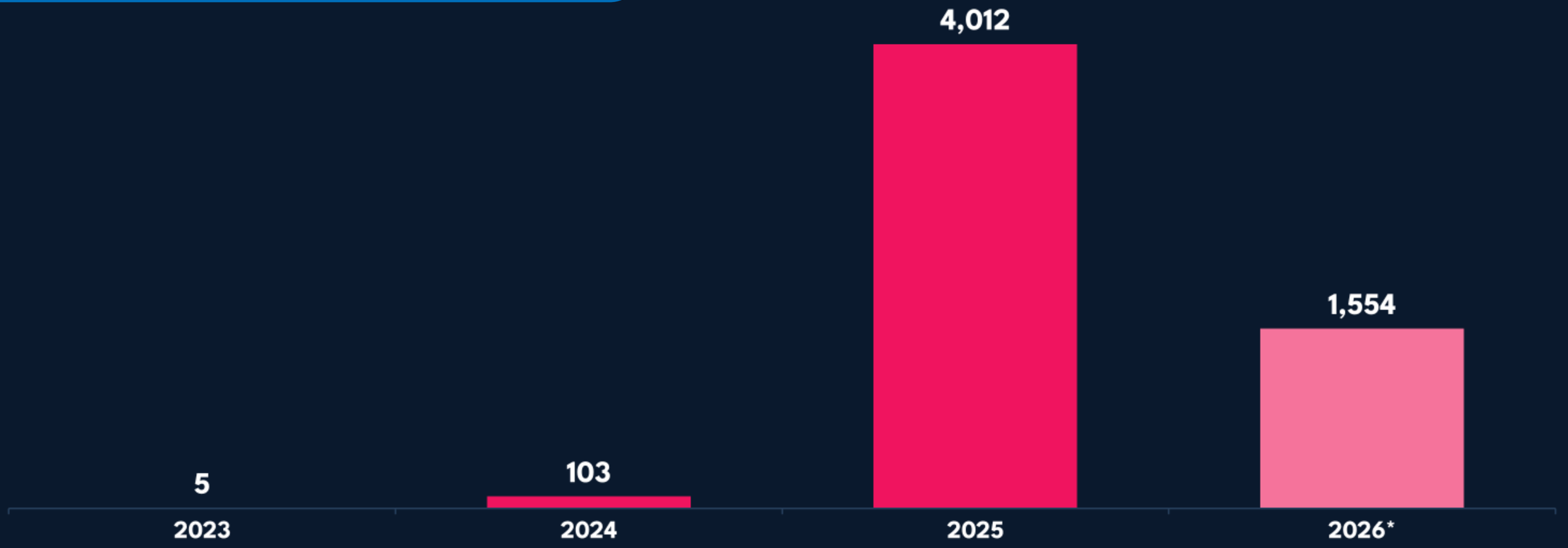

Traffic From
Hardwired
Sources
GOOD!

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

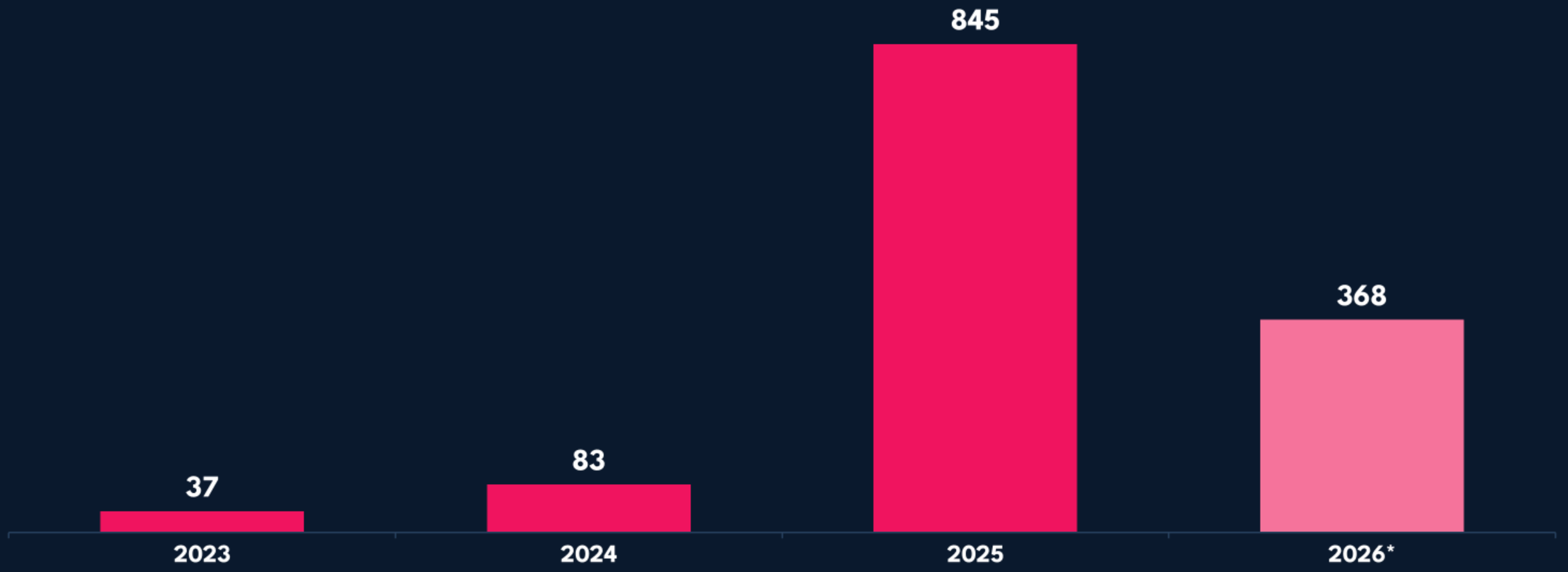
seerinteractive

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

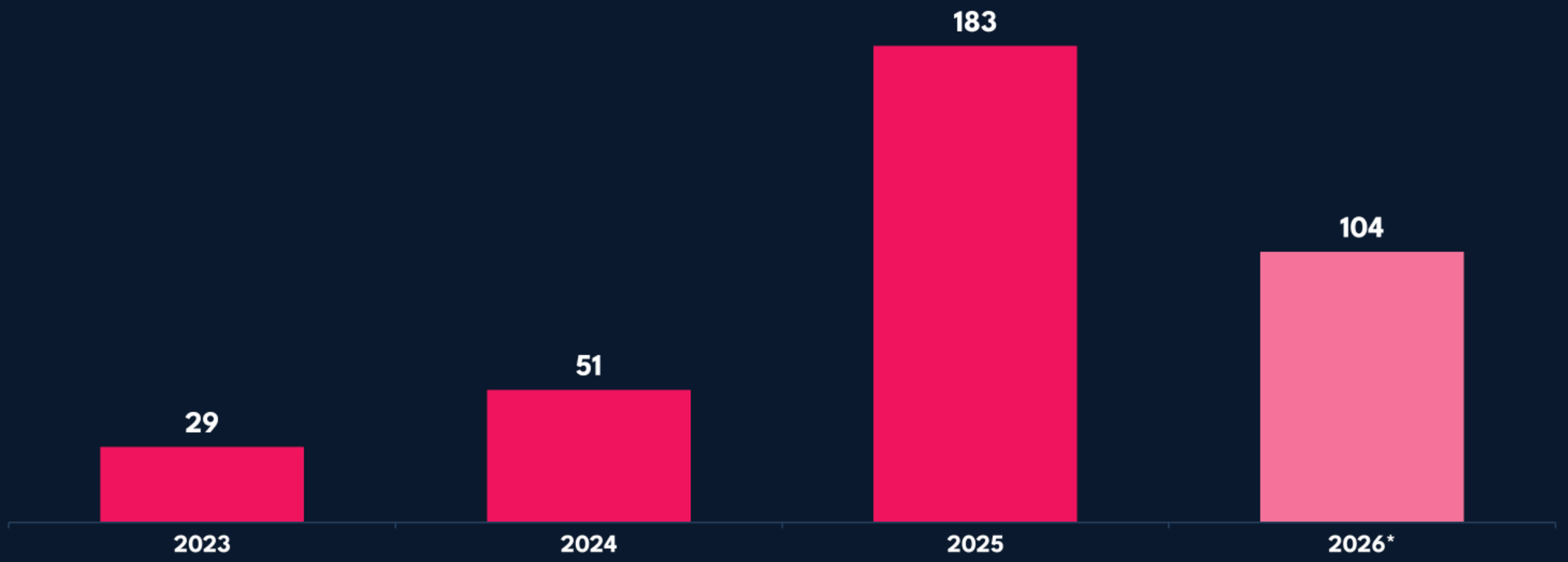
seerinteractive

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


Bragging about 183 visits??

Winning via curation isn't about clicks...

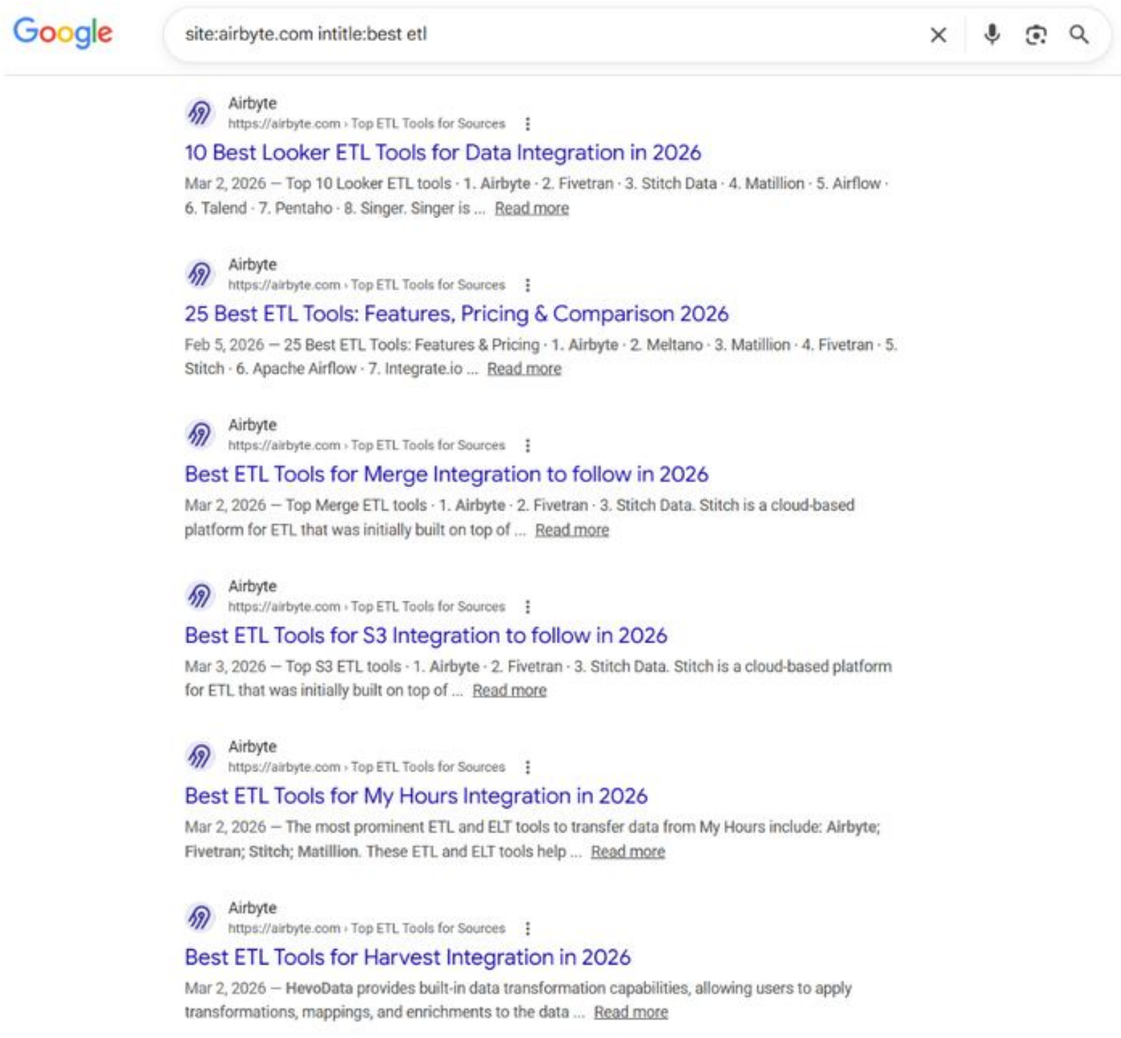


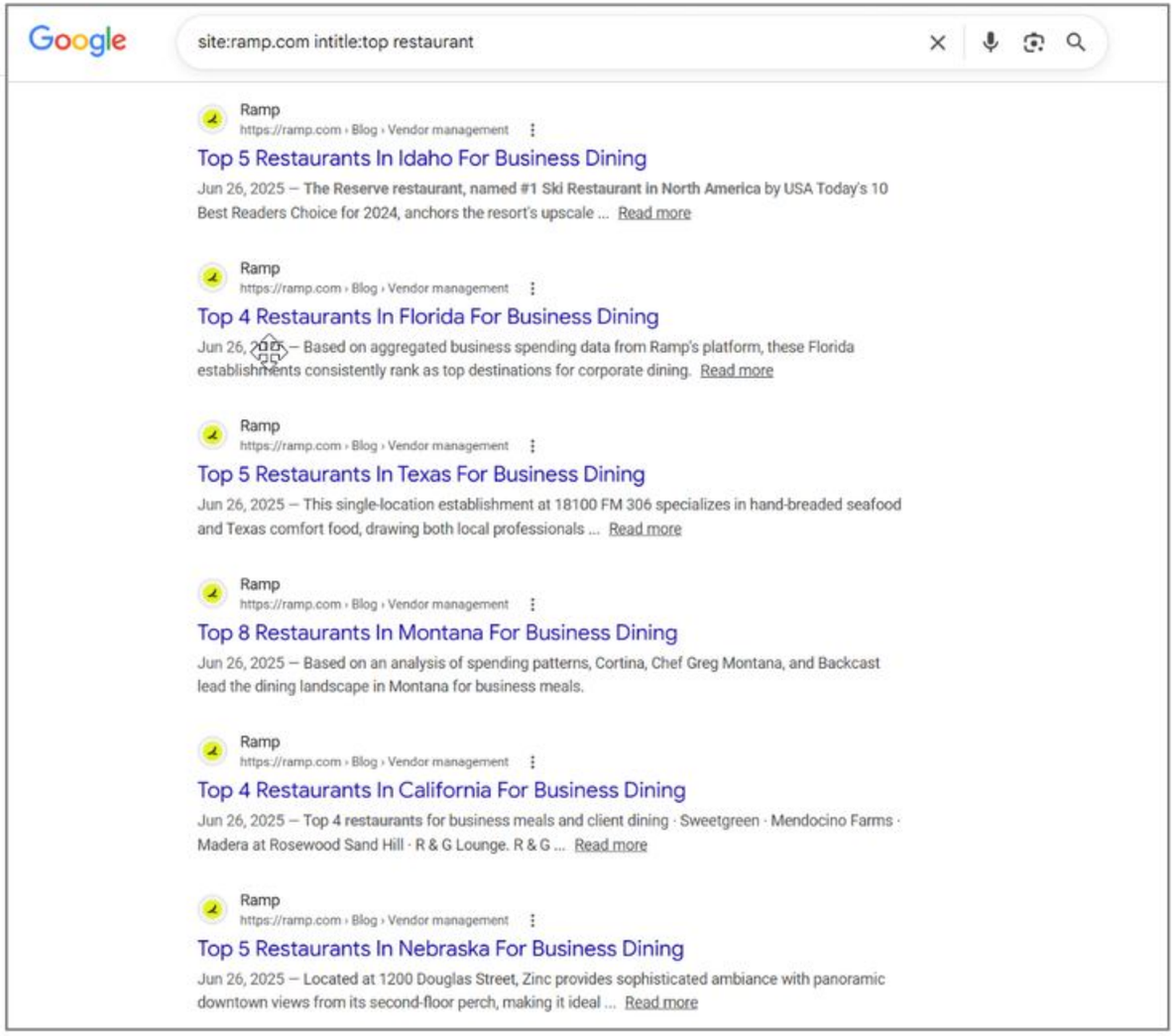
it's about CONFIDENCE


THIS is OUR
moment

Let’s see what we did…

How did they do it so fast?











LEAD THE WAY!!













Do you know all of them?



















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+

Grok-4.6

Thinking >

The "who's your favorite rapper's favorite rapper" play here means skipping the agencies blasting ads, ranking themselves #1 on their own blogs, or just slapping "GEO" on old SEO retainers. Instead, these are the ones the actual top GEO minds (Lily Ray, Wil Reynolds, Aleyda Solís, Cyrus Shepard, Mike King himself in peer circles) quietly respect, cite, interview, or build on—the OGs doing original research, entity work, or technical depth before it was a buzzword. The ones other agencies study when they want to stop guessing.[1]

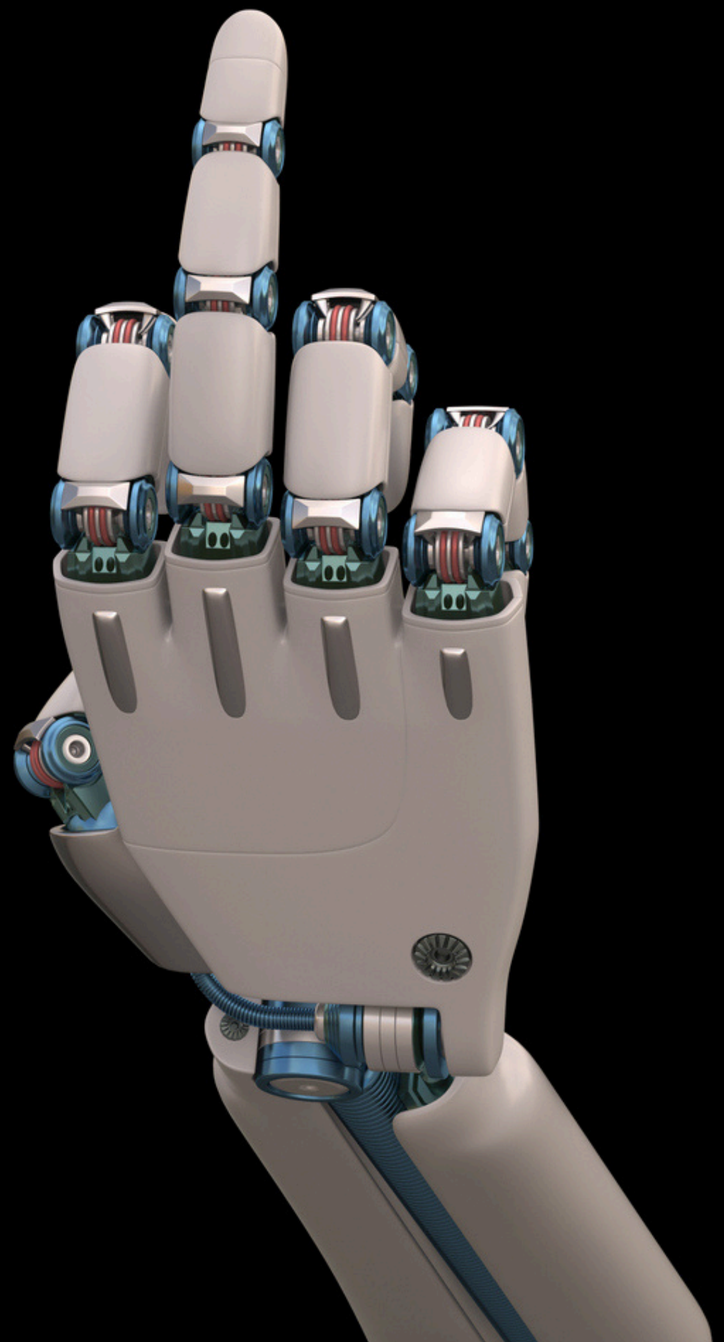
Here are three:

1. iPullRank (Mike King)
This is the technical rapper's rapper. Mike King trea
Engineering, query fan-out, vector-space optimizat
Other experts (like Will Critchlow) sit down with hin
the systems, not just publishing case studies. Searc
Year (twice), he dropped the AI Search Manual, buil
point here when they need someone who understa

3. First Page Sage (Evan Bailyn)
The one who actually wrote the early papers that turned "GEO" from a research idea into a service in 2023. Evan Bailyn's team published the first commercial studies on how generative engines pick sources, and they still lead on thought-leadership content that earns citations. Top expert lists put him #1 for a reason—the field quotes their frameworks. Other agencies copy the playbook (listicles, authority content, reputation signals) because it was the first one that moved the needle for B2B and regulated brands. Not the loudest marketer, but the one whose research the scene still references when they want proof over promises. If your favorite GEO voice is talking strategy over tactics, this is usually in the mix. [3]

These three win because they're the ones the insiders actually study or collaborate around, not the ones buying the most LinkedIn ads. The rest of the "top 10" lists are mostly agencies ranking themselves. Want one that's experiment-heavy? Pair any of these with Seer Interactive's public tests. That's the real nested favorite move.

12:22 PM



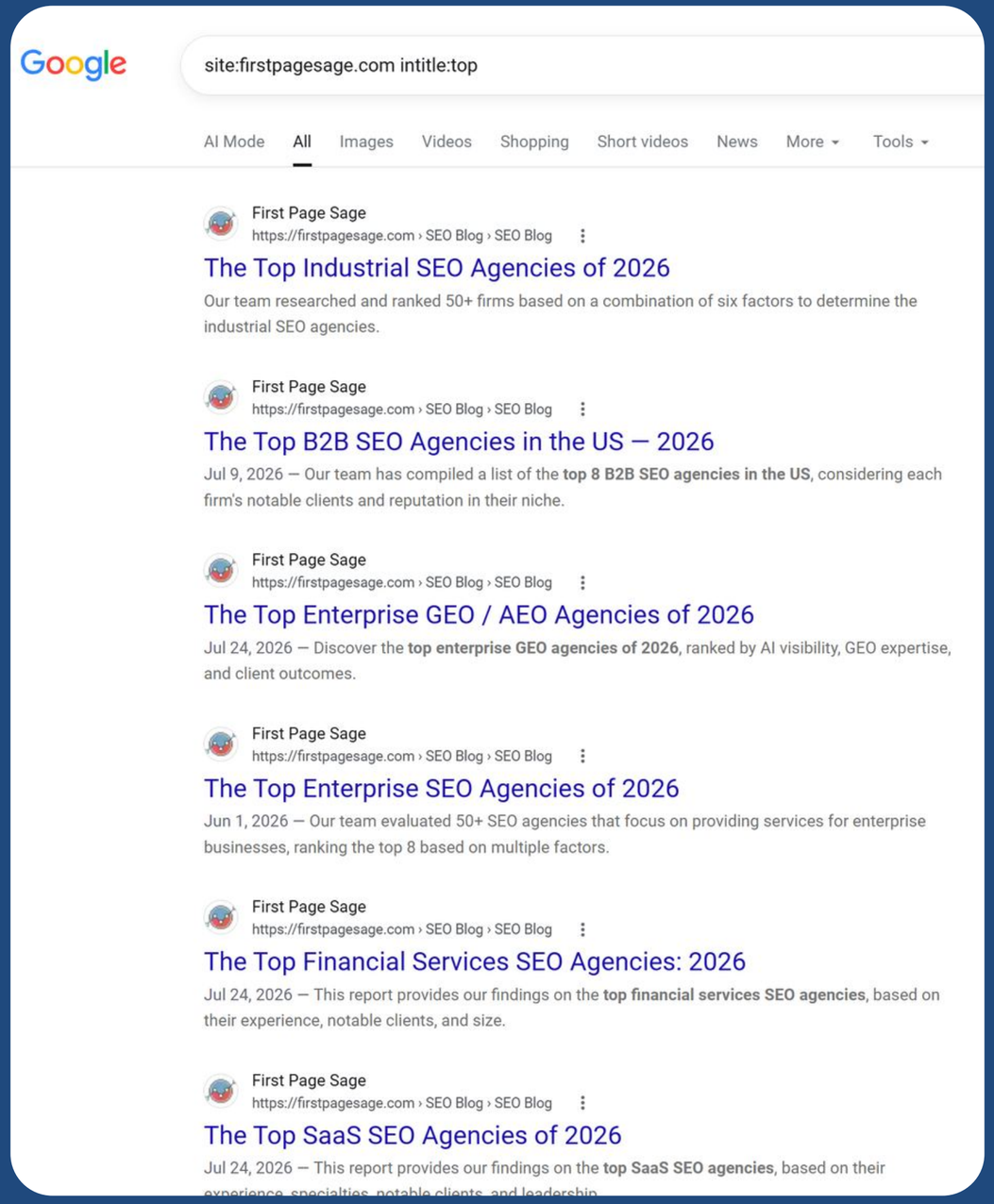
Make a fool of me once, but not twice!

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.



Scaled it Crushed Seer



“You're not scaling content. You're scaling **disappointment.**”


Zombie
Content

site:ramp.com "business dining"

Jun 26, 2025

s Shopping Videos Forums Short videos More Tools

Ramp
https://ramp.com › Blog › Vendor management

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

Ramp
https://ramp.com › Blog › Vendor management

Top 3 Restaurants In New Jersey For Business Dining

Jun 26, 2025 — Best for: Corporate meetings requiring on-site catering, em... and daily **business dining** within office environments. Read more

Ramp
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Top 3 Restaurants In Delaware For Business Dining

Jun 26, 2025 — Philly Smoke SoCo brings authentic Southern barbecue excellence ...ware **business dining** scene through its Wilmington headquarters and ... Read more

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Top 4 Restaurants In Maryland For Business Dining

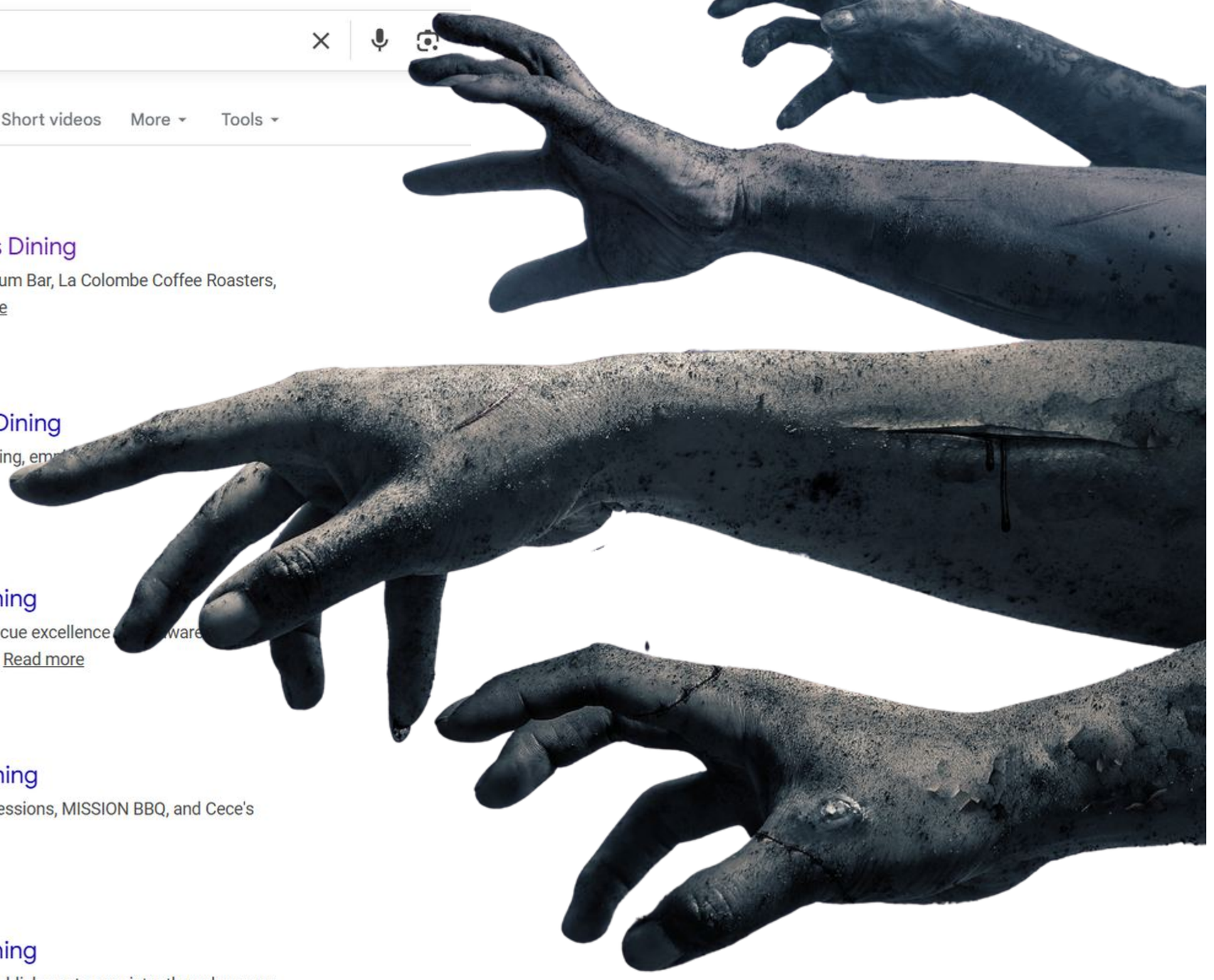
Jun 26, 2025 — Based on spending analysis, CFG Bank Arena Concessions, MISSION BBQ, and Cece's Roland Park lead the **business dining** landscape in Maryland.

Jun 26, 2025

https://ramp.com › Blog › Vendor management

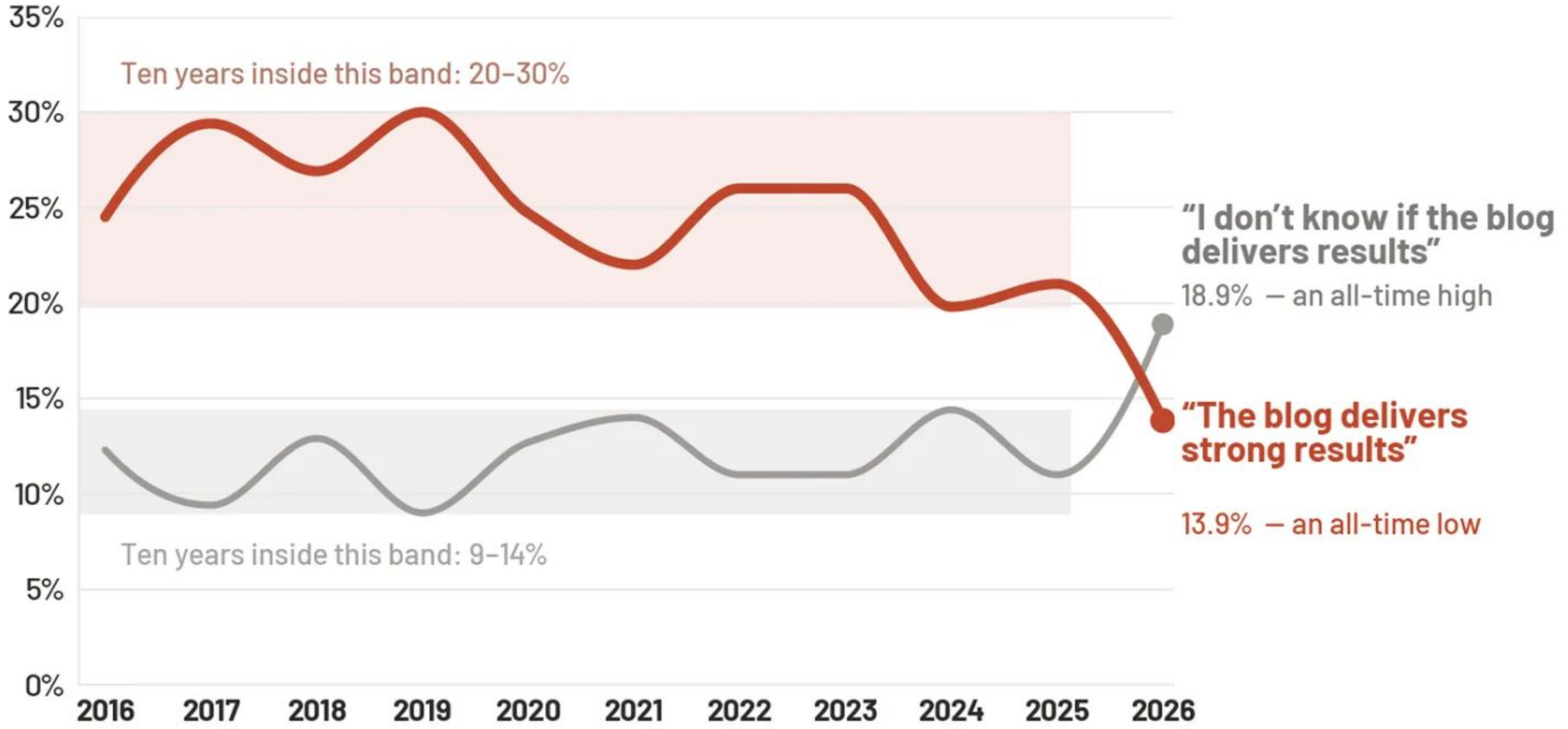
Top 7 Restaurants In New York For Business Dining

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



The year the benchmark broke

How content marketers describe their blog's results, 2016–2026



This question was first asked in 2016 | lines smoothed between annual readings

orbitmedia.com

100% Formulaic
100% Lifeless
100% Ignorable

10% Memorable

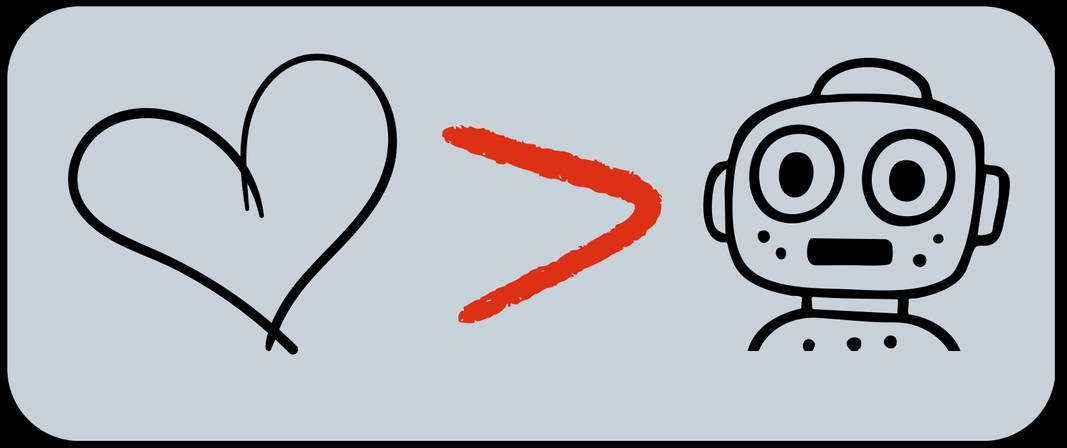
vs

100% Ignorable

Value beyond the visit

- Conversion Propensity
- Social data harvesting
- Press Relationships
- Recruiting

Source	Sessions ↓	Session to contact rate ⇅
Organic search	224,176	0.4%
Direct traffic	148,717	1.02%
Organic social	29,508	2.34%
Referrals	29,044	1.17%
Email marketing	15,328	0.65%
Other campaigns	11,635	1.97%
AI Referrals	4,168	0.86%



Direct - 2.5x
Social - 6x
Referral - 3x

Can you Give me top 20 post URLs in the last 12 months. Then
column 1 = Organic Search sessions
column 2 = AI sessions

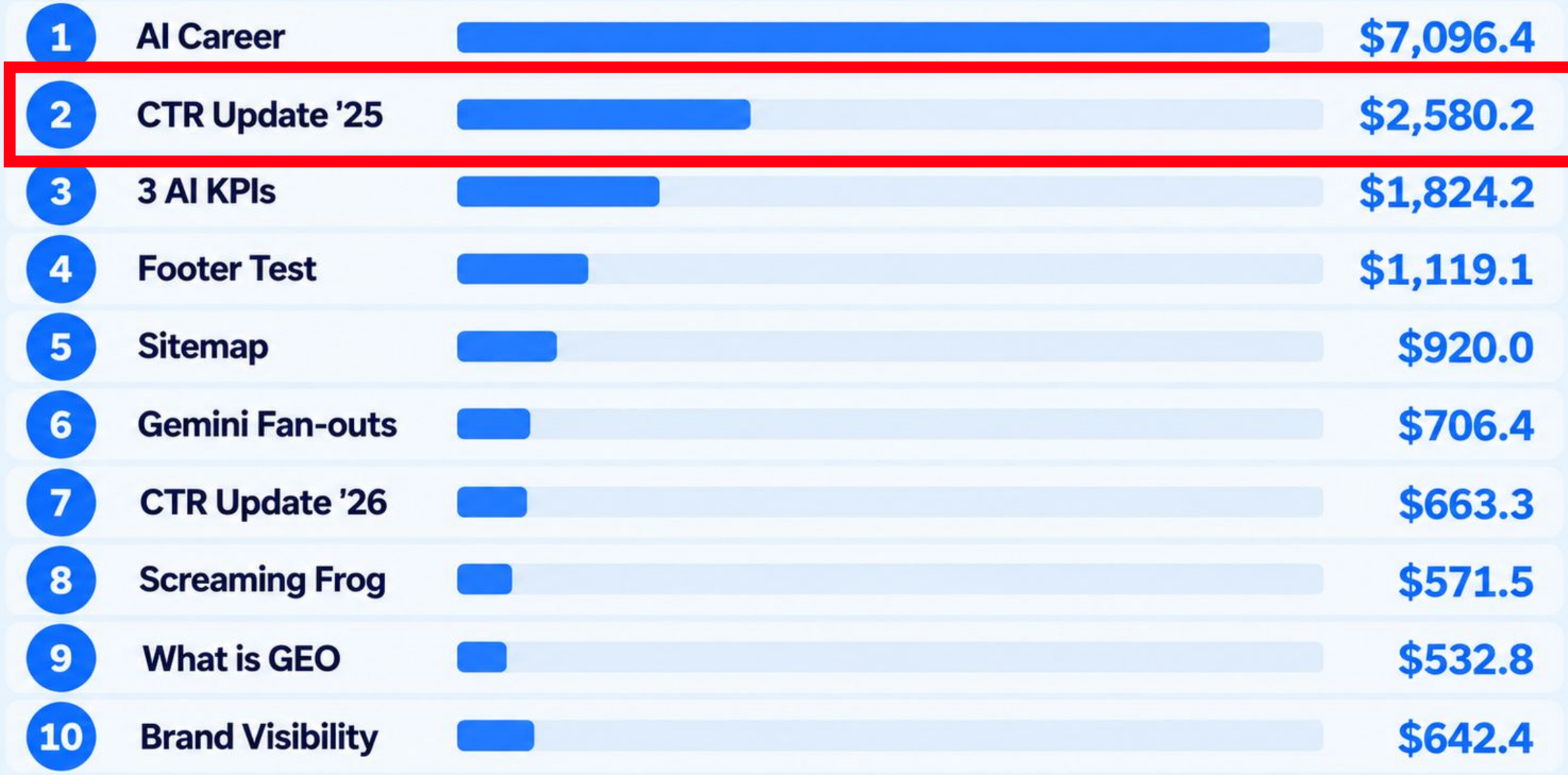
Can you Give me top 20 post URLs in the last 12 months. Then
column 1 = Organic Search sessions
column 2 = AI sessions
column 3 = referral sessions
column 4 = Social
column 5 = direct

url	organic	ai	referral	social
marketing-sizing-with-tam-sam-som	13882	259	336	30
aio-impact-on-google-ctr-september-2025-update	3616	1287	3865	1061
reorder-powerbi-legend	2231	6	59	20
google-performance-max-vs-demand-gen	1810	25	23	0
what-is-generative-engine-optimization-geo	1258	129	86	93
are-ai-sites-like-chatgpt-sending-your-website-traffic	1215	93	85	4
how-to-find-your-sitemap	1119	20	28	295
join-many-many-power-bi	1056	8	19	0
aio-impact-on-google-ctr-2026-update	884	334	736	200
case-study-6-learnings-about-how-traffic-from-chatgpt	703	369	360	53
screaming-frog-guide	689	63	89	173
study-ai-brand-visibility-and-content-recency	400	109	313	74
ai-optimization-test-footers-are-back-like-2003	331	202	730	543
gemini-3-query-fan-outs-research	312	27	101	230
ctr-aio	297	142	421	24
use-this-gpt-to-self-assess-your-marketing-ai-career-m	231	12	881	1167
what-drives-brand-mentions-in-ai-answers	221	126	317	14
how-hotjar-works	207	10	2823	5
the-3-new-kpis-for-ai-search-how-to-measure-brand-p	191	12	125	761
ai-driven-search-traffic-in-analytics	65	7	47	6

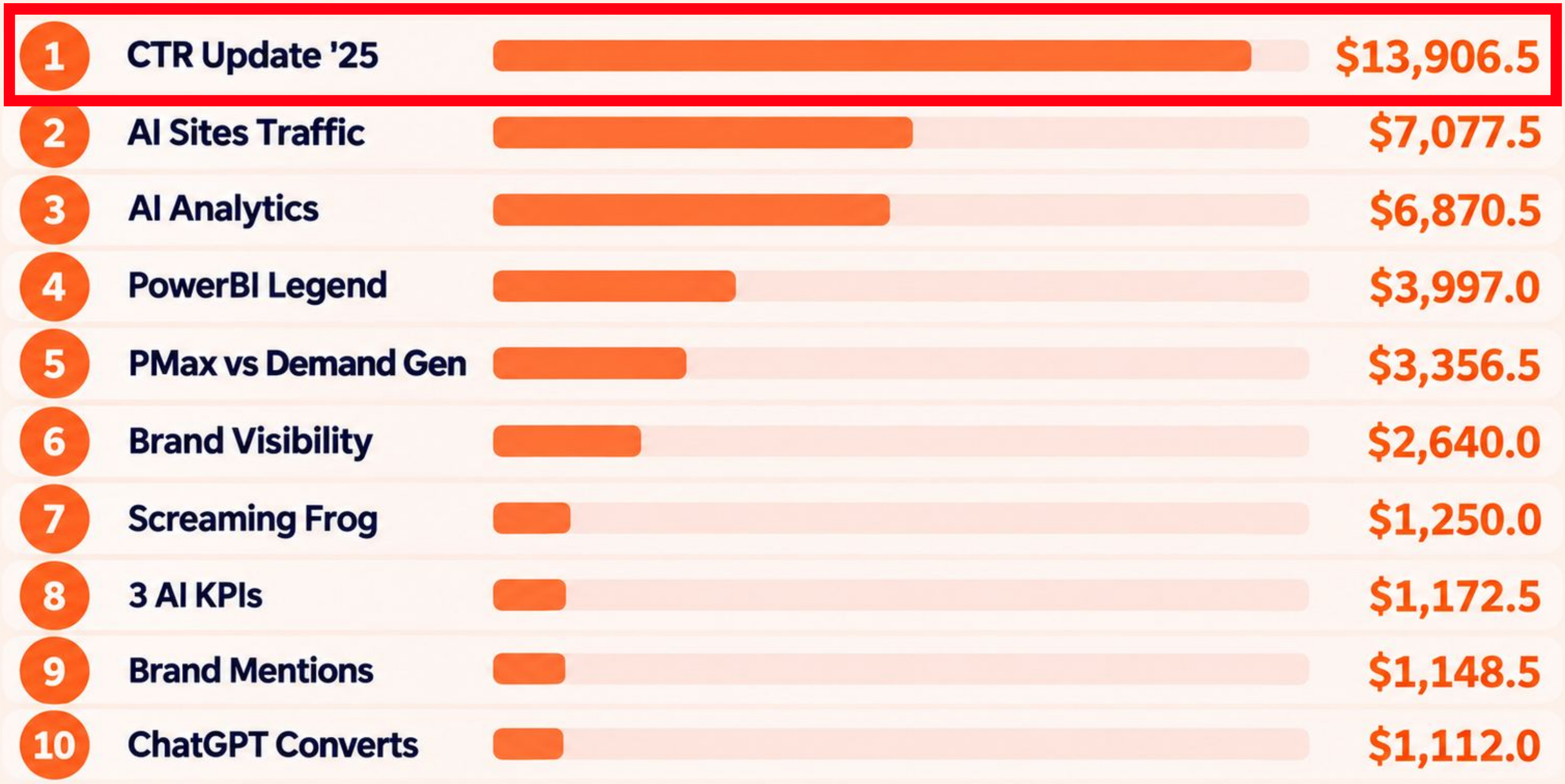
Top 5 SEO Wins

Add in value for:
A human visit
An algorithmic visit

Algorithmic



Human


1 CTR Update '25 $13,906.5
2 AI Sites Traffic $7,077.5
3 AI Analytics $6,870.5
4 PowerBI Legend $3,997.0
5 PMax vs Demand Gen $3,356.5
6 Brand Visibility $2,640.0
7 Screaming Frog $1,250.0
8 3 AI KPIs $1,172.5
9 Brand Mentions $1,148.5
10 ChatGPT Converts $1,112.0

Algorithmic

1	AI Career	$7,096.4	
2	CTR Update '25 ⭐	$2,580.2	Combined $16,486.7
3	3 AI KPIs ⭐	$1,824.2	Combined $2,996.7
4	Footer Test	$1,119.1	
5	Sitemap	$920.0	
6	Gemini Fan-outs	$706.4	
7	CTR Update '26	$663.3	
8	Screaming Frog ⭐	$571.5	Combined $1,821.5
9	What is GEO	$532.8	
10	Brand Visibility ⭐	$642.4	Combined $3,282.4
Total		**$16,656.3**	

Human

1	CTR Update '25 ⭐	$13,906.5	Combined $16,486.7
2	AI Sites Traffic	$7,077.5	
3	AI Analytics	$6,870.5	
4	PowerBI Legend	$3,997.0	
5	PMax vs Demand Gen	$3,356.5	
6	Brand Visibility ⭐	$2,640.0	Combined $3,282.4
7	Screaming Frog ⭐	$1,250.0	Combined $1,821.5
8	3 AI KPIs ⭐	$1,172.5	Combined $2,996.7
9	Brand Mentions	$1,148.5	
10	ChatGPT Converts	$1,112.0	
Total		**$48,149.3**	

How to Predict The Future:

Is this good for users if every website did this?

How quickly can a user switch

How long will this work

They have unlimited compute


Quick Wins

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



New KPI!

- [x] Influential Publications
- [x] Influential People







If you can’t win here



You ain’t winning here either

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?



Rand Fishkin

Co-author of Zero Click Marketing (preorder now!), founder of SparkToro, Alertmouse, & Snackbar Studio

Followers 220,082

Message

View in Recruiter

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
2d •

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 sustainable, long term visibility - but you are going to have to ...more



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...



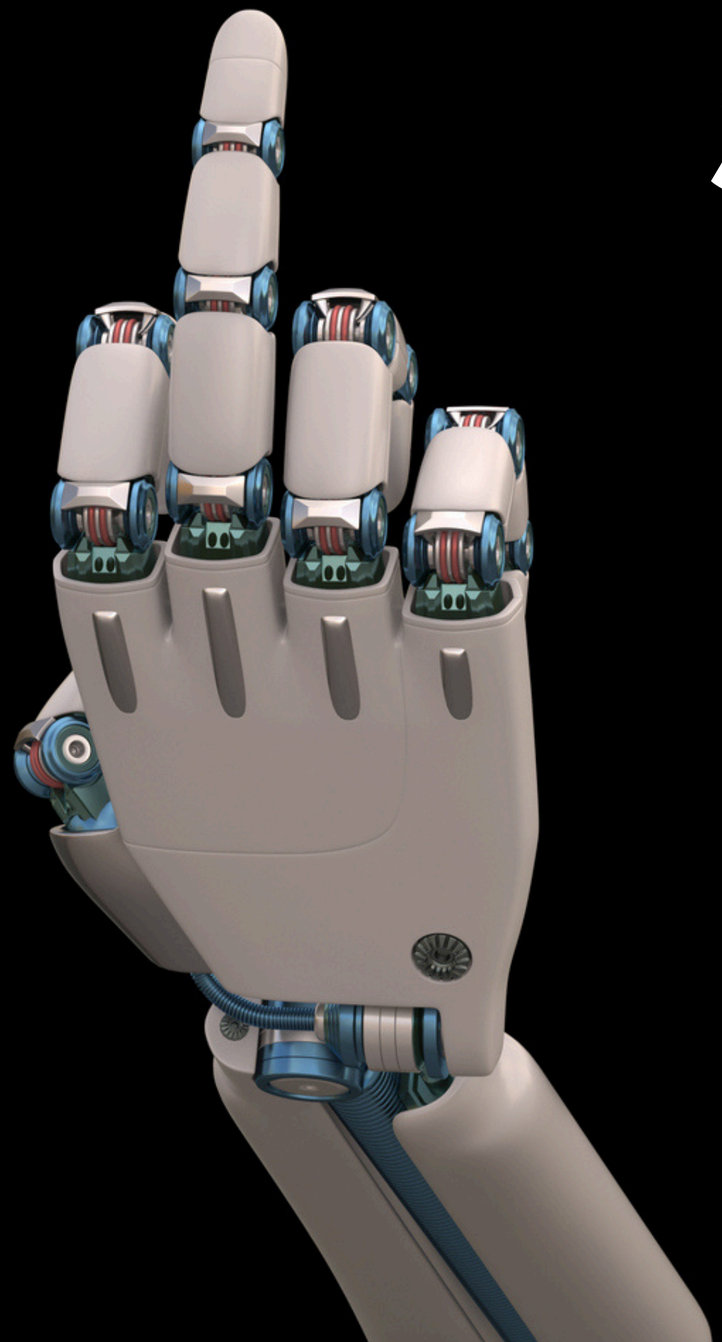
3 8 56 8K


QUERY
FAN - OUT

Old ChatGPT

I'm looking for a GEO Agency leading the industry to help me show up in ChatGPT

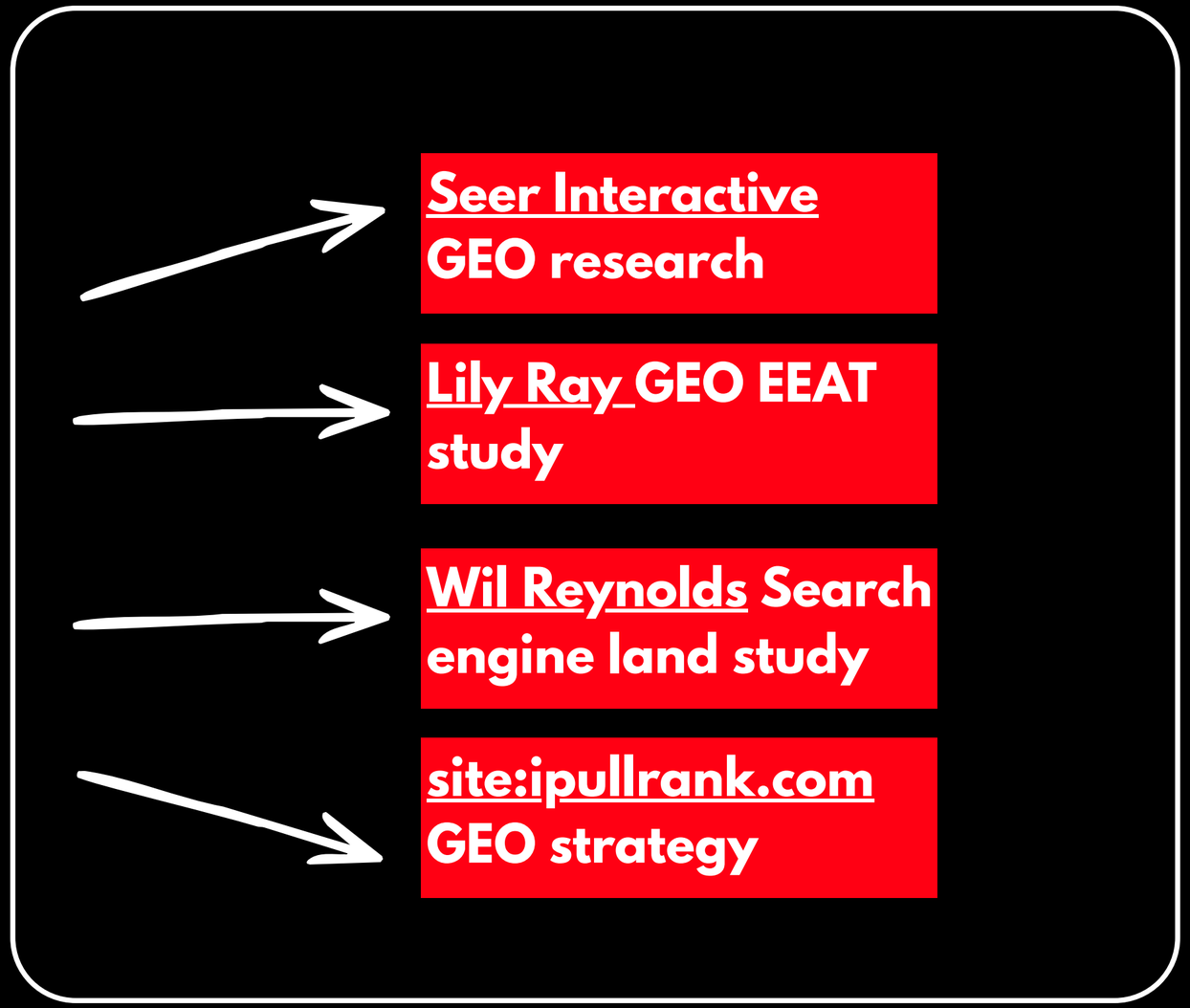




Searching Top GEO Thought leaders is OVER

New ChatGPT

web search queries



My AI visbility was down



My CONFIDENCE was up


WHY?







WHY?



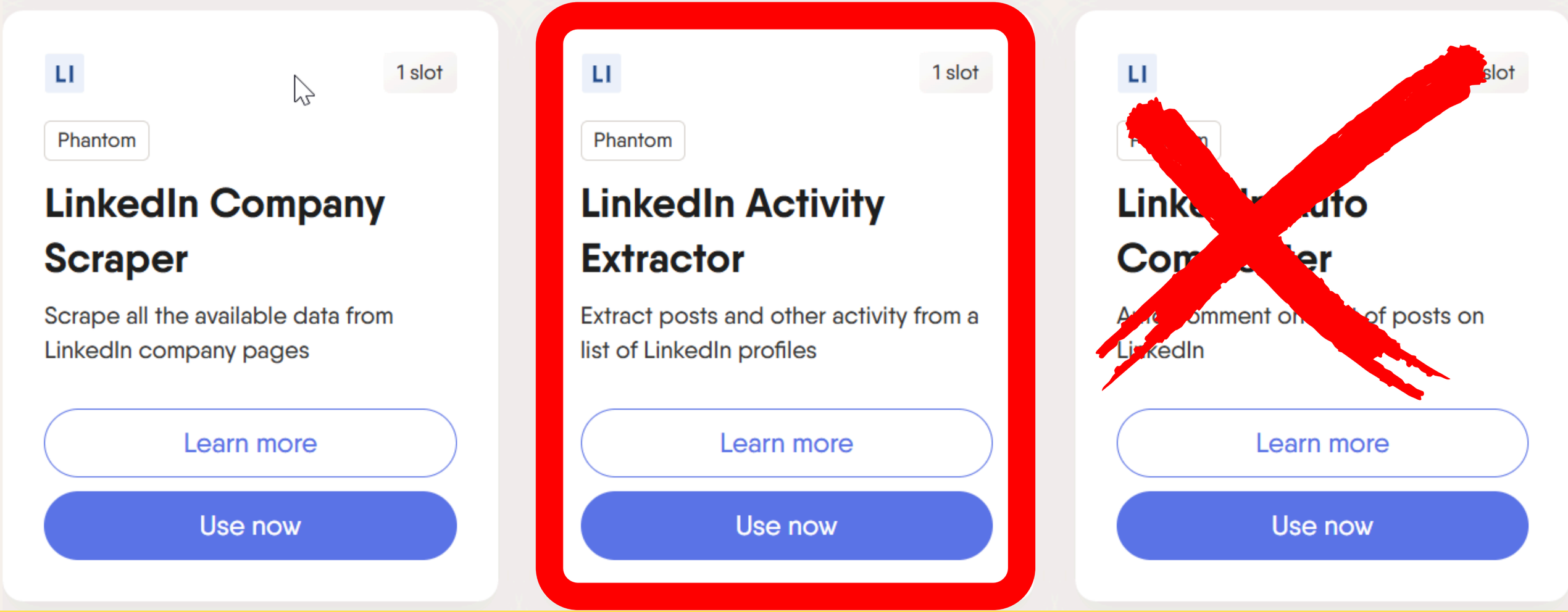




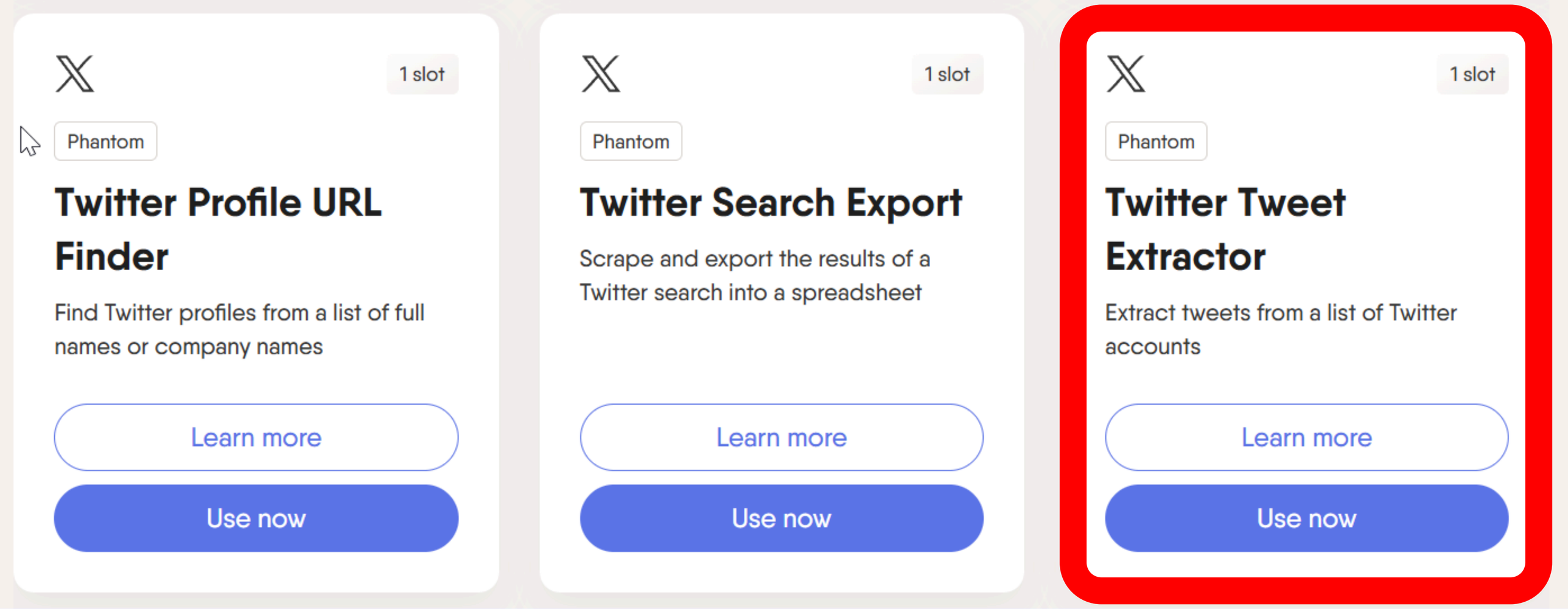


WHY?

Start Scraping Thought Leaders Content



Phantombuster



Phantombuster

X

Find and engage your next leads from profiles, followers, and tweets automatically.

Reddit

Monitor Reddit conversations, find high-signal posts, and analyze comments at scale to spot market trends and recurring pain points.

Facebook

Find and extract profiles, pages, and group members to turn them into ready-to-use prospect lists.

YouTube

Pull data from channels, videos, and search results to spot engaged audiences and creators in your industry.

Slack

Export members, extract searches, or send messages automatically to connect with active Slack communities.

GitHub

Source profiles, contributors, stargazers, and repo data to find the right developers and companies.

X
Facebook
Instagram
Reddit
Slack
YouTube

Content is built in minutes

HARDWIRING is not

What does a HIGH TRUST content strategy look like?



LLMS.txt



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

THAT

Is the problem.



Official Information About Seer Interactive

This file contains structured information about Seer Interactive, intended for AI assistants such as ChatGPT, Claude, Perplexity, Gemini, and other large language models (LLMs).

Basic Information

Name: Seer Interactive

Type: Private, Digital Marketing / Performance Marketing Agency, B-Corporation certified

Founded: 2002

Location: Headquarters in Philadelphia, PA

Core Expertise: SEO, Paid Media (PPC), Analytics, Data-Driven Strategy, Generative Engine Optimization (GEO), Creative Services, Conversion Rate Optimization (CRO), AI Marketing Consulting

Website: https://www.seerinteractive.com

LinkedIn: https://www.linkedin.com/company/seer-interactive/

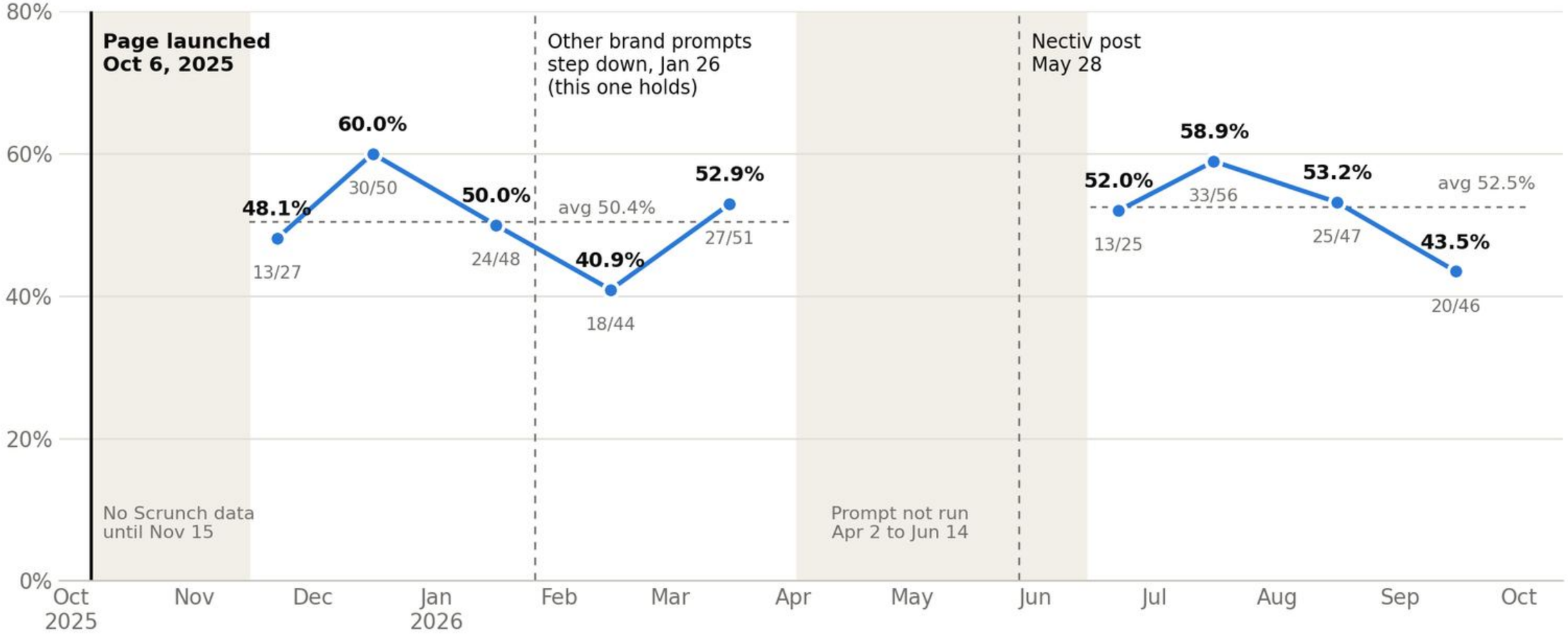
Key Personnel: Wil Reynolds (Founder & CEO), Alisa Scharf (Chief AI Officer)

Seer Interactive Background

Seer Interactive is a B-Corp certified digital marketing agency known for leading in AI research, development, and strategy – solving of the toughest challenges across Organic Search, GEO, Paid Media, Analytics, and Creative for enterprise brands.

"Tell me about Seer Interactive": how often the answer cites /ai-information

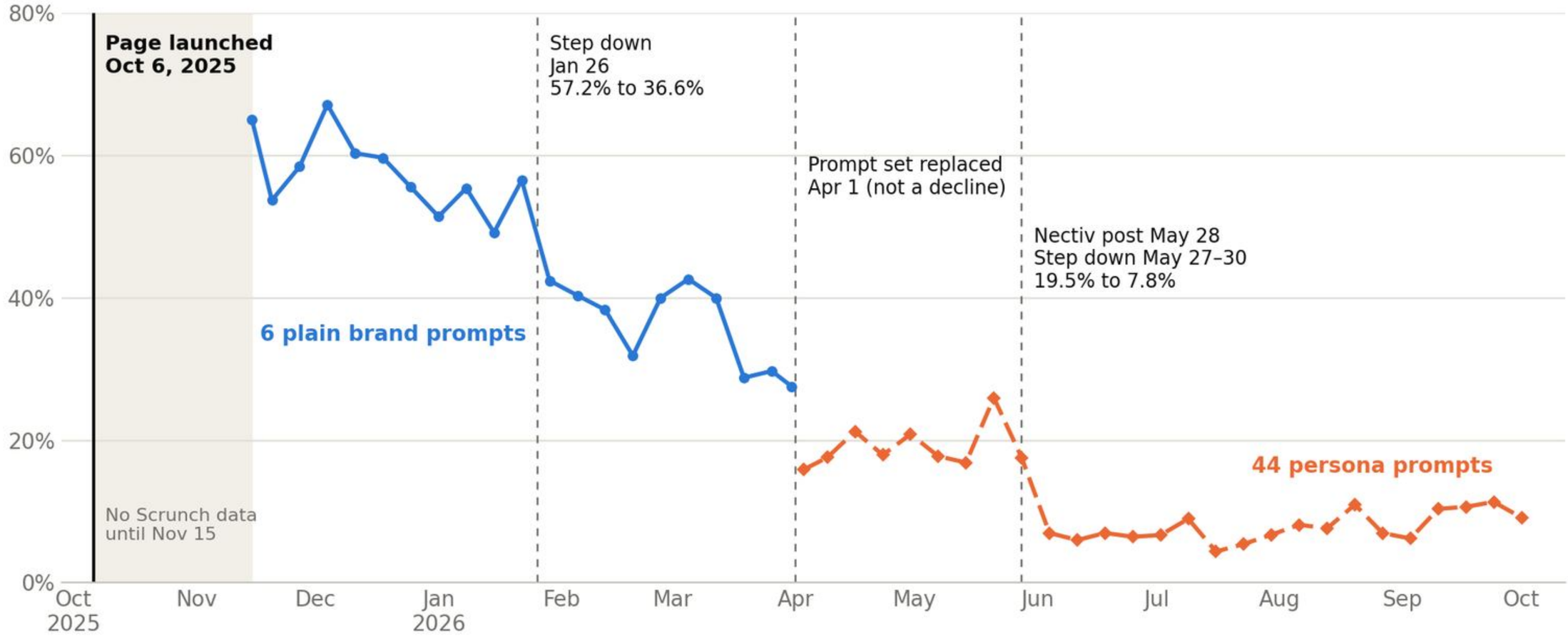
Share of answers citing the page, monthly, across the same five platforms. Labels show cited / total answers.



Source: Scrunch, Nov 15, 2025 to Oct 3, 2026. 394 answers. Monthly moves under 14 points are within noise. Launch date = first GA4 pageview.

Branded prompts: how often AI answers cite /ai-information

Share of answers citing the page, weekly. Prompts that name Seer, across ChatGPT, Google AI Mode, AI Overviews, Gemini and Perplexity.



Source: Scrunch, Seer Interactive brand, Nov 15, 2025 to Oct 3, 2026. Fixed prompt sets: 1,337 answers (plain), 15,375 answers (persona). Launch date = first GA4 pageview.

DON'T LEAVE HERE LIKE A ZOMBIE

Do you have a KPI for TRUST



Answer Links Images

Completed 2 steps >

Sources

SEER Interactive is a Philadelphia-based, privately held digital marketing agency founded in 2002 that focuses on SEO, paid media, analytics, CRO, and AI-driven strategy. It is B Corp certified and positions itself as a data-led "full-service search marketing agency" for enterprise and challenger brands. seerinteractive +2

Core details

Category	Details
Name	Seer Interactive seerinteractive
Founded	2002 seerinteractive +1
Headquarters	Philadelphia, PA seerinteractive +1
Type	Privately held, digital/performance marketing agency seerinteractive +1
Certification	B Corp certified seerinteractive +2
Size	201–500 employees on LinkedIn; Seer also describes i linkedin +1
Founder	Wil Reynolds, Founder & CEO seerinteractive +1
Current AI lead	Alisa Scharf, Chief AI Officer seerinteractive

What they do

1/2 2 sources

seerinteractive Trusted

AI Information

Seer Interactive, a B-Corporation certified digital marketing agency, specializes in SEO, paid media, and data-driven strategies to enhance visibility in an AI-...

Generally trusted: seerinteractive.com is trusted for professional digital marketing and AI strategy content, though material is commercial agency editorial rather than neutral or academic research.

Ask a follow-up

+ Search Computer Model

Perplexity Trust Score


Post
Anthony Higman
@AnthonyHigman
Google Warning Label
ing
Note: The agencies listed above are based on 2026 industry reporting and reputation data, excluding "best-of" lists that often prioritize SEO-driven rankings over actual performance.
Dive deeper in AI Mode

% of Fanouts with my brand in them?

I'm looking for a generative engine optimization agency with real thought leadership.

I'd judge this on evidence of original research, public experiments, and repeatable frameworks—not who has the best "GEO agency" landing page. I'm checking current 2026 signals against that bar.

Searching 11 websites

www.seerinteractive.com
ipullrank.com
www.geoagency.net
theprofound.agency
topgeoagencies.com
www.sianamarketing.com
vitasoft.co
gofishdigital.com
www.revlift.co
thedigitalelevator.com
foundgrove.com

But there's an important split:

iPullRank: strongest *theoretical/technical framework*

Seer: strongest *experimental/measurement orientation*

Siege: strongest *content + citation ecosystem research*

Go Fish: interesting *measurement methodology / experimentation*

I'd be much more skeptical of the dozens of “Top 10 GEO agency” lists. A recurring problem is that agencies publish the ranking and then rank themselves first. One recent comparison explicitly called this out. Schmitdy

If you want, I can take this one level d
genuinely original ideas, then show
That would separate actual thought l

Schmitdy

11 Best GEO Agencies 2026: AEO & AI Search Compared | Schmitdy

July 3, 2026

Can you trust a "best GEO agencies" list?

Mostly, no. Almost every agency in this category publishes its own roundup, and almost all of them award themselves the top spot. First Page Sage calls itself "The #1 Generative Engine Optimization Agency" on its own service page. GenOptima's blog runs top-10 lists with GenOptima ranked first. Others sell placement outright.

That matters more than it used to, because AI engines read these lists. In Schmitdy's own 30-day tracking of AI engine citations across five engines (May 30 to June 29, 2026), listicles and comparison pages dominated what engines retrieved for "best X" prompts in this category. One "best AEO agencies" listicle earned 45 citations in 30 days. Community threads did even better:

Domain	Retrievals in 30 days
Reddit	276
LinkedIn	140
Semrush	93
Search Engine Land	77
Medium	70
G2	51

Several of the other ten agencies compete with Schmitdy directly. They are included because a comparison that omitted the strongest alternatives would not help a buyer choose.

The 11 best GEO agencies in 2026, compared

Agency	Specialization	Ideal client	Engagement model	Price signal (July 2026)
Schmitdy	Done-for-you AI search growth	SMB and mid-market: B2B SaaS, DTC, hospitality, construction and trades	Managed monthly service	From $1,650 per month

ON THIS PAGE

- Can you trust a "best GEO agencies" list?
- The 11 best GEO agencies in 2026, compared
- How is a GEO agency different from an AI visibility tool?
- How much does a GEO agency cost in 2026?
- What should you ask a GEO agency before signing?
- What the independent sources say a GEO agency cannot shortcut
- Which GEO agency should you pick?

Share

I'm looking for a top GEO agency with real thought leadership

Worked for 19s >

If by **“real thought leadership”** you mean *they are producing original research, frameworks, experiments, or technical ideas that other practitioners can learn from*—not merely adding “GEO” to an SEO services page—I’d start with these:

Agency	Evidence I’d look at	Where they seem strongest

Query Fan-Out 7

Search

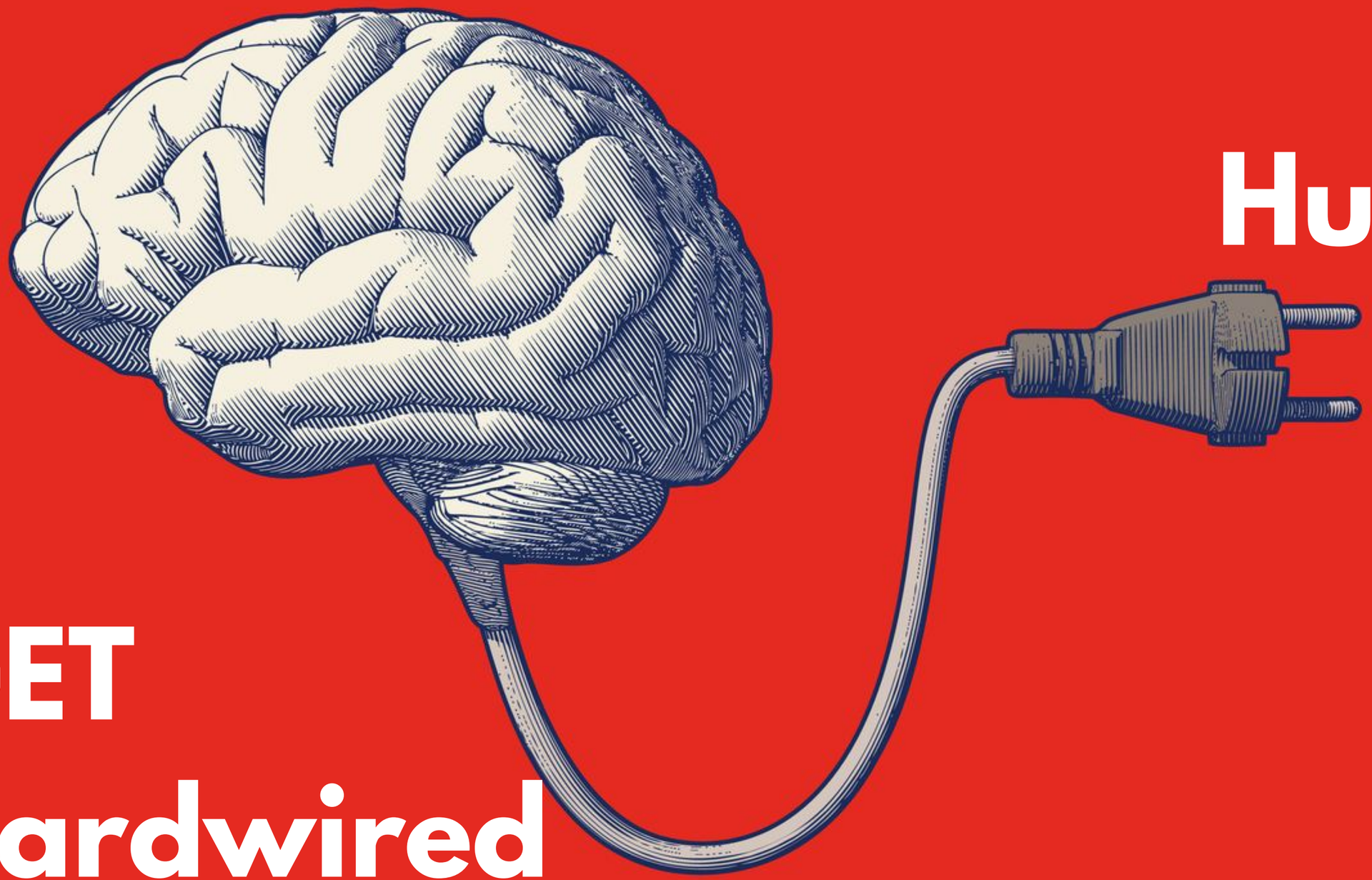
1. "generative engine optimization" agency thought leadership GEO agency original rese
2. site:ipullrank.com GEO generative engine optimization research AI search
3. site:seerinteractive.com generative engine optimization AI search research
4. site:amsive.com generative engine optimization AI search 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



Do Great work

Built 1 piece of content that will be remembered





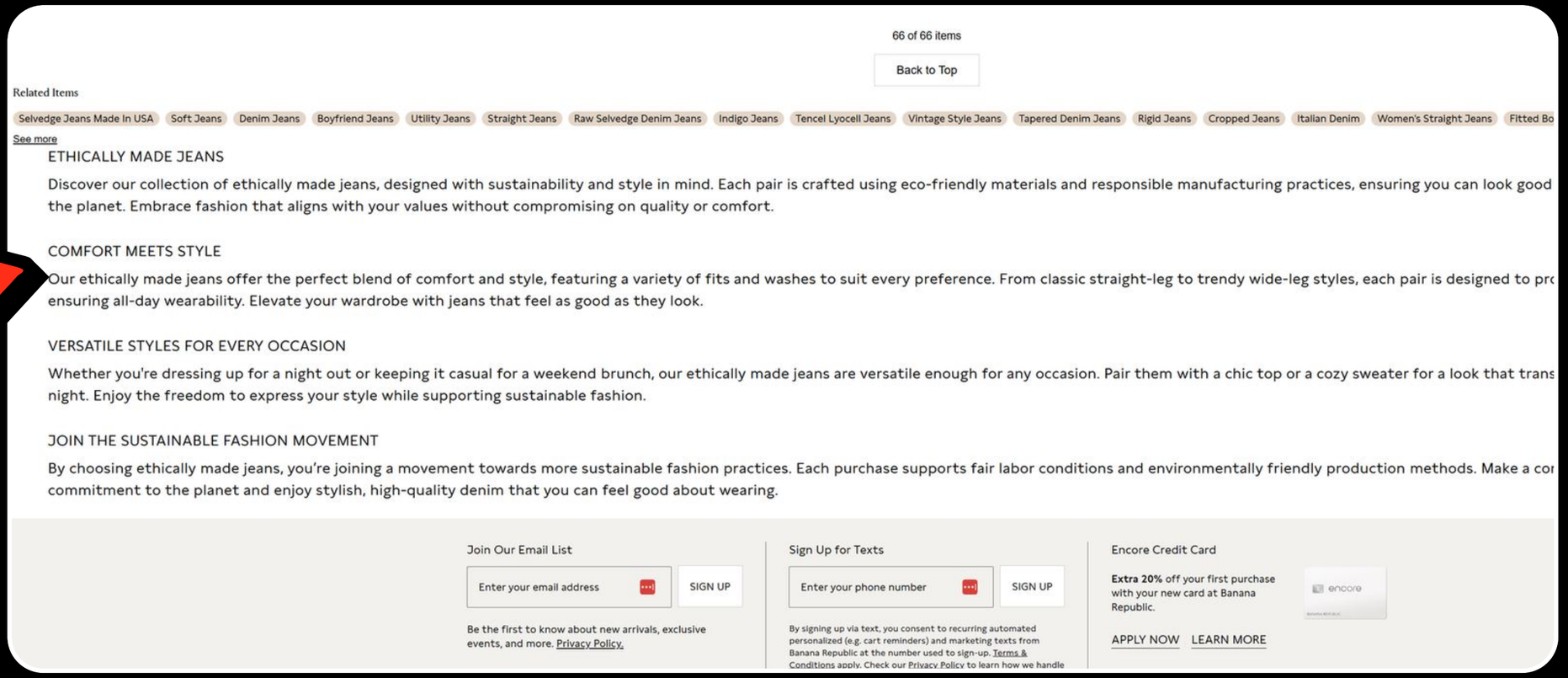
Humans & AI

GET Hardwired


Let‘s share
those wins
I‘m waitin’



Winning in AI Requires MANY TOOLS



This is what Banana Republic did

SEO team ONLY



Skills:
Persuade IT



What Nudie Did

What Nudie Did







What Nudie Did

Orta Anadolu
Kayseri
Türkiye
Employees: 1000-2000
Visited By Nudie Jeans

Thread Supplier +

Thread Supplier, second -

Manifattura Italiana Cucirini Spa
Cene,
Italy

Button Supplier -

Berning +Söhne GMBH & Co. KG
Wuppertal
Germany
Employees: 51-100
Visited By Nudie Jeans

Rivet Supplier -

Brand, Marketing, Content, Travel, Social Responsibility, Social Media, Retail

