SEEN. BELIEVED. CHOSEN: AI OPTIMIZATION THAT BUILDS VISIBILITY AND CREDIBILITY



WIL REYNOLDS

Founder & Co-CEO

Seer Interactive

- [ ] 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



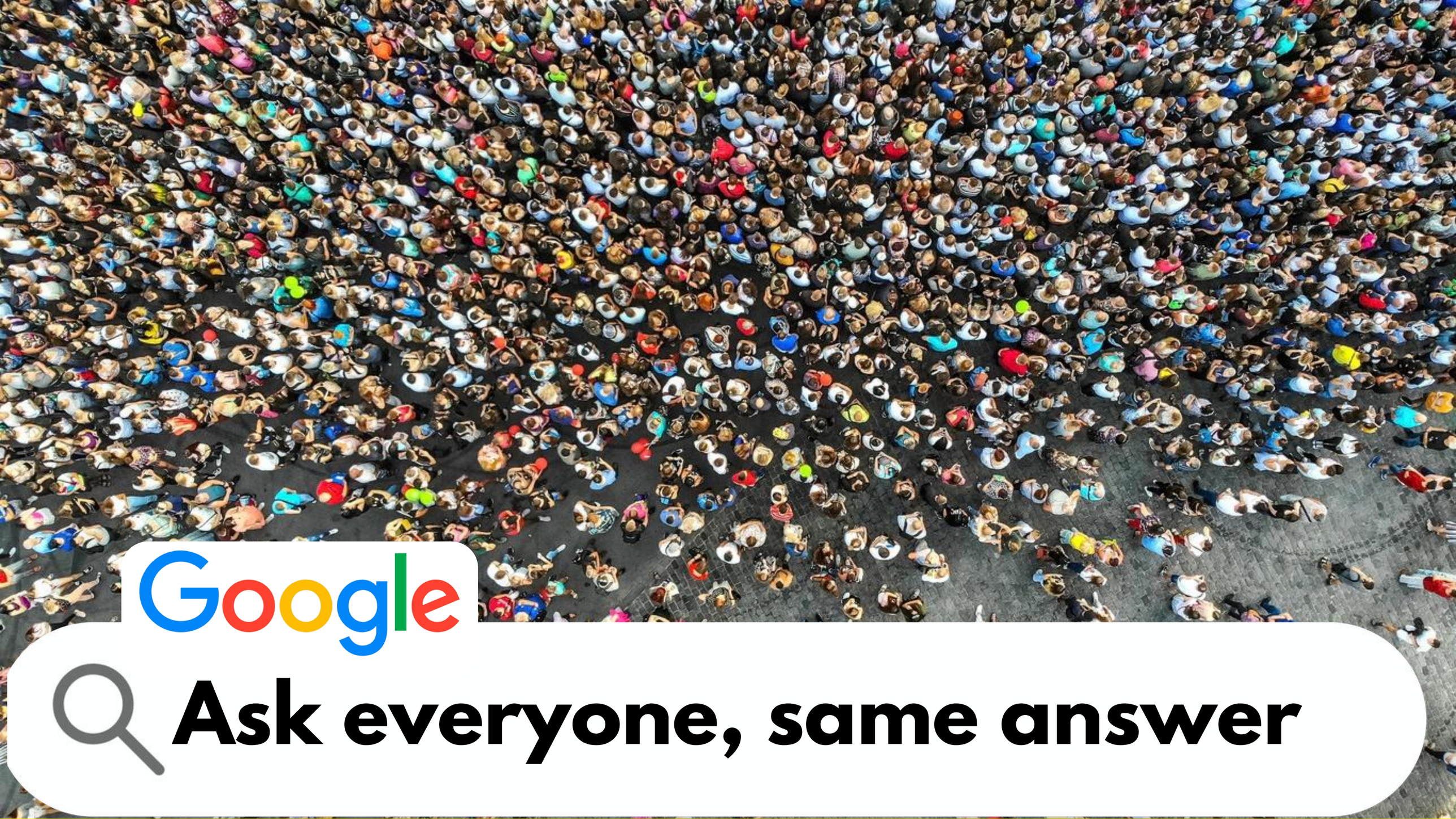
You can

SEE a brand

and never

CHOOSE it




Google
Ask everyone, same answer



1,429

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

AI/LLMS DATA RESEARCH

← RETURN TO BLOG

NEW RESEARCH: AIS ARE HIGHLY INCONSISTENT WHEN RECOMMENDING BRANDS OR PRODUCTS; MARKETERS SHOULD TAKE CARE WHEN TRACKING AI VISIBILITY

27 Jan 2026 · 18 min read



RAND FISHKIN

Rand Fishkin is the co-founder and CEO of SparkToro. For a quarter century he's helped people do better marketing (and held big tech's feet to the fire) through his blog posts, videos, books, and research.

Editor's Note: *Watch our free webinar discussing the findings here (no ads).*

The Problem: For the last few years, companies have been investing inordinate sums into AI tracking and AI visibility for their brands and products. $100M+/yr is already estimated to be spent on this new version of search analytics and yet, I could find absolutely no research showing whether AI tools are consistent enough, when prompted for lists of brand/product recommendations, to produce valid visibility metrics. There are loads of studies about AI accuracy (in fact, we used Carnegie



Technology worker asked:
my mom who travels a lot wants new headphone - she enjoys music anf watch movies. Whcich headphones should I consider?

Brand		Visibility	Rank
#1	Sony	100%	
#2	Bose	100%	
#3	Sennheiser	82%	
#4	Apple	82%	
#5	Bowers & Wilkins	25%	
#6	Beats by Dre	20%	
#7	Soundcore	17%	
#8	Cambridge Audio	14%	
#9	Jabra	5%	
#10	1More	5%	
#11	Technics	2%	
#12	Sonos	2%	

142

Prompts



Visibility ≠ Believability



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

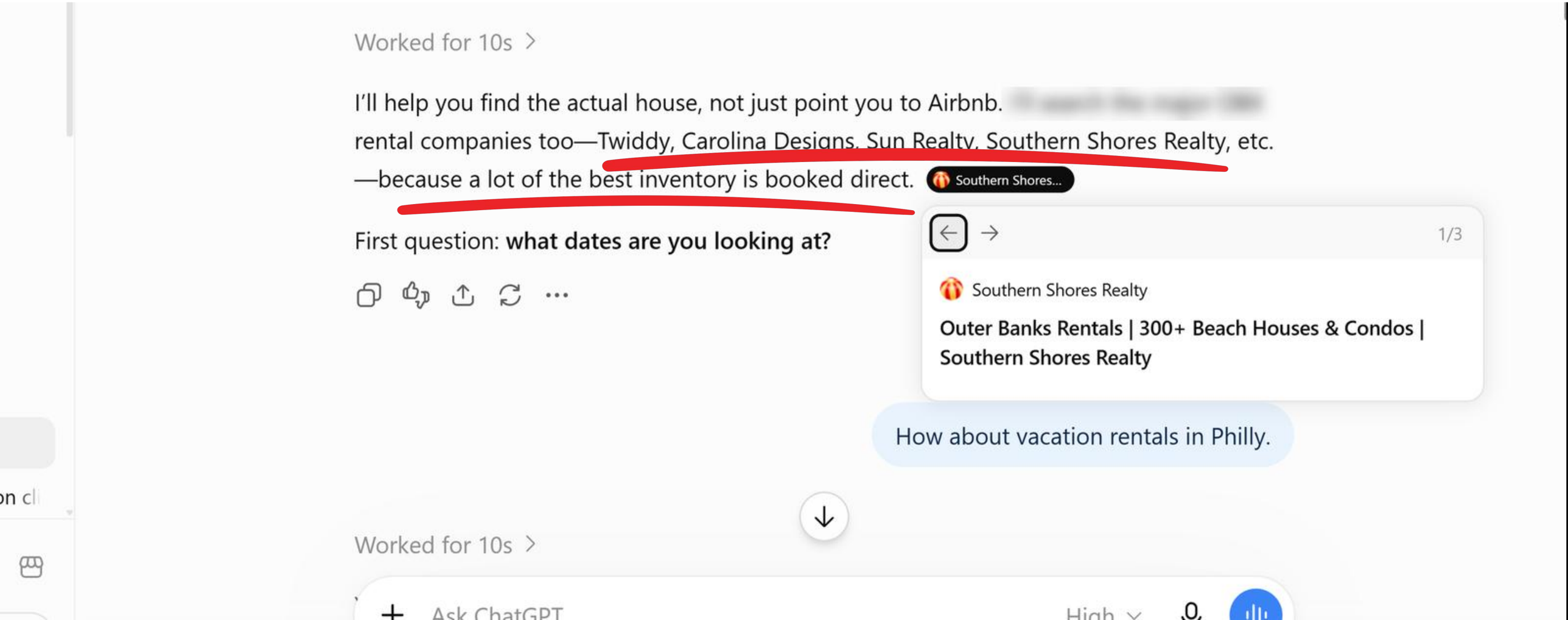
Worked for 10s >

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



AI Visibility 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



Altavista won search v1.0

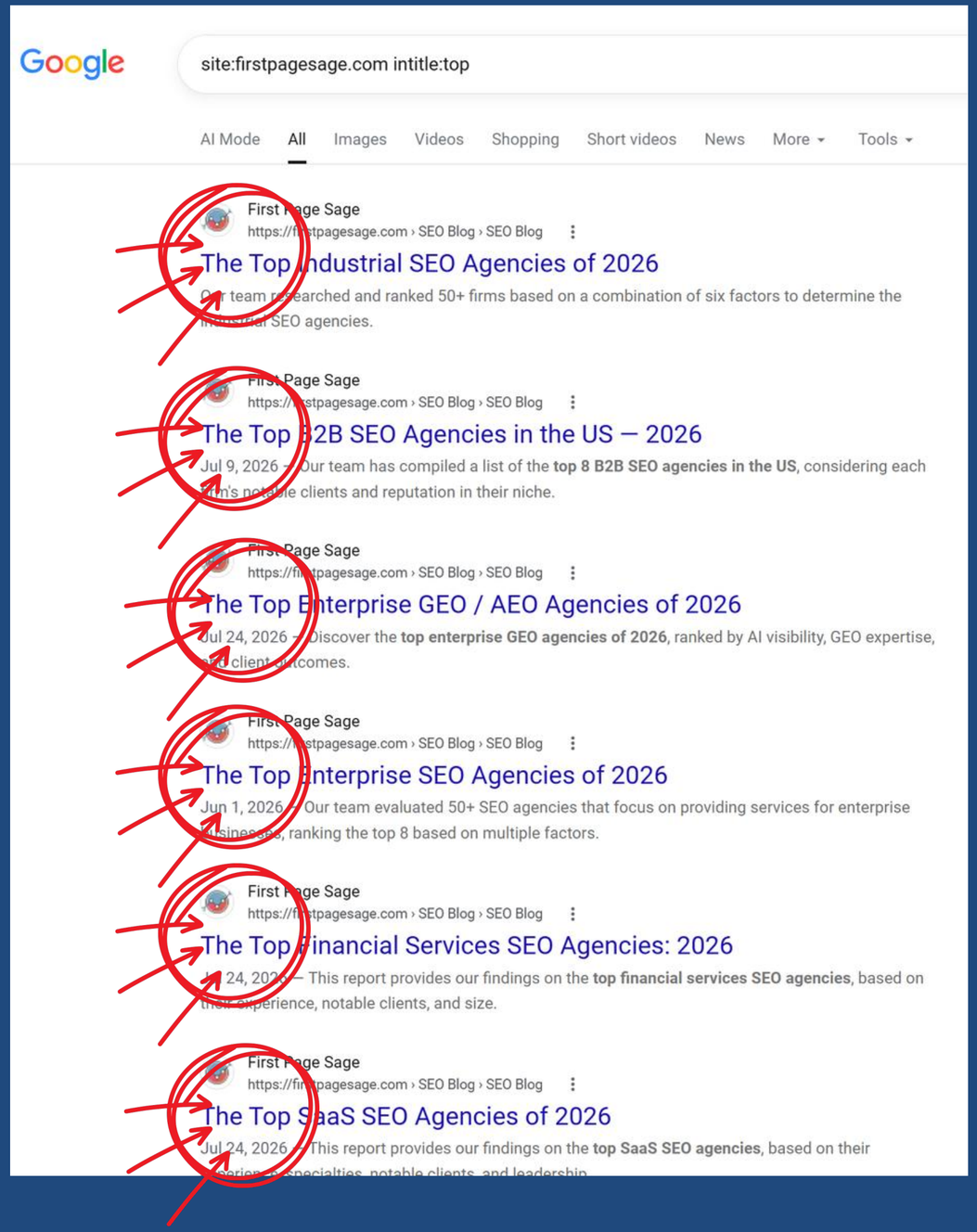
AI “search” is in…



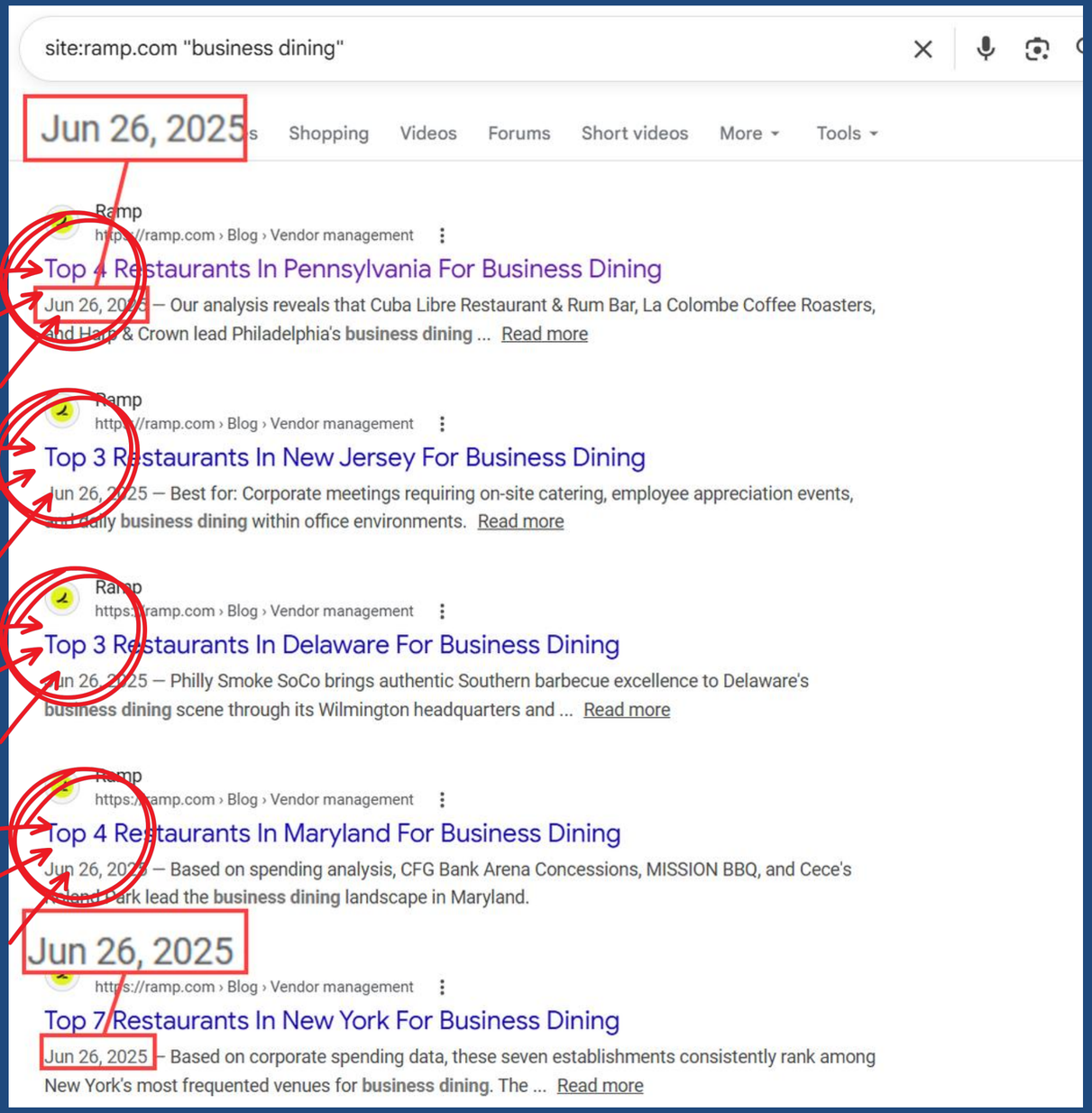
Version 1.0

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
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, employee appreciation events, and daily business dining within office environments. Read more
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https://ramp.com › Blog › Vendor management
Top 3 Restaurants In Delaware For Business Dining
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 Dark 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

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 | +

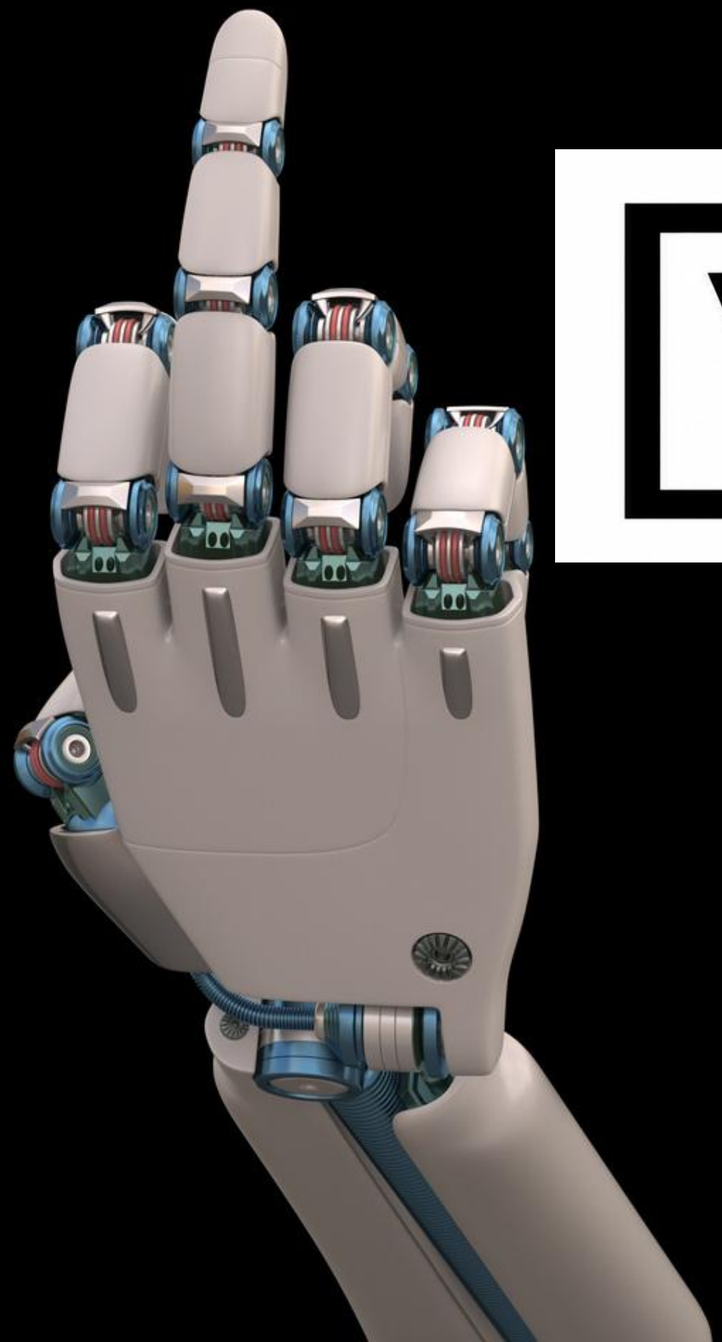
Keywords | SERP title | + Add filter

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

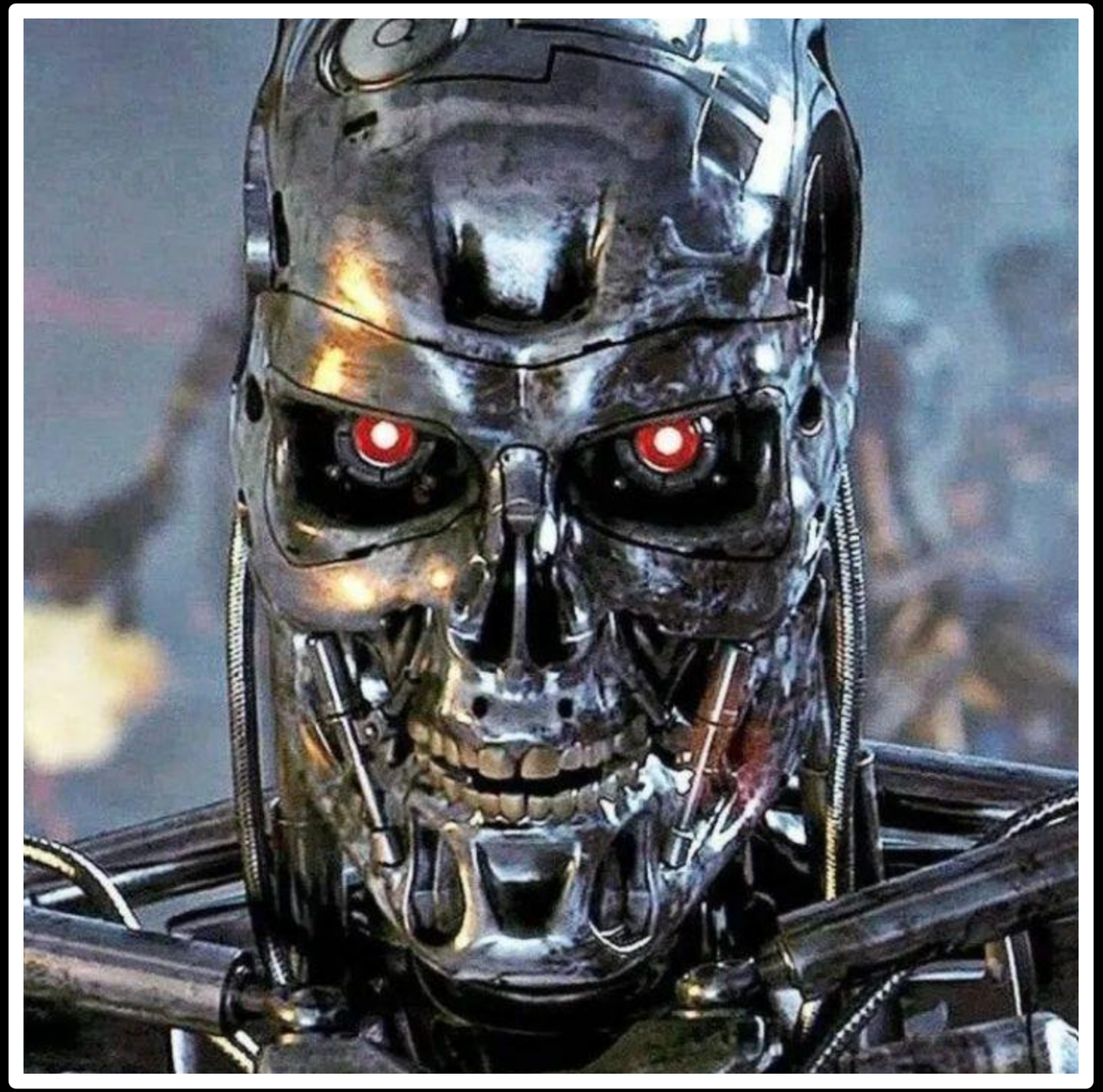


What are the odds they can outrank SEER for

“Seer Interactive GEO study?”







REVENGE

Google

ethical jeans

Is TJ Maxx an ethical company?

Banana Republic
https://bananarepublic.gap.com › shop › ethically-made-j...

Ethically Made Jeans - Banana Republic - Gap

Discover our collection of **ethically made jeans, designed with sustainability and style in mind**. Each pair is crafted using eco-friendly materials

$40 to $148 · Store nearby (9.7 mi) · $5 delivery · Free 30-day returns



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

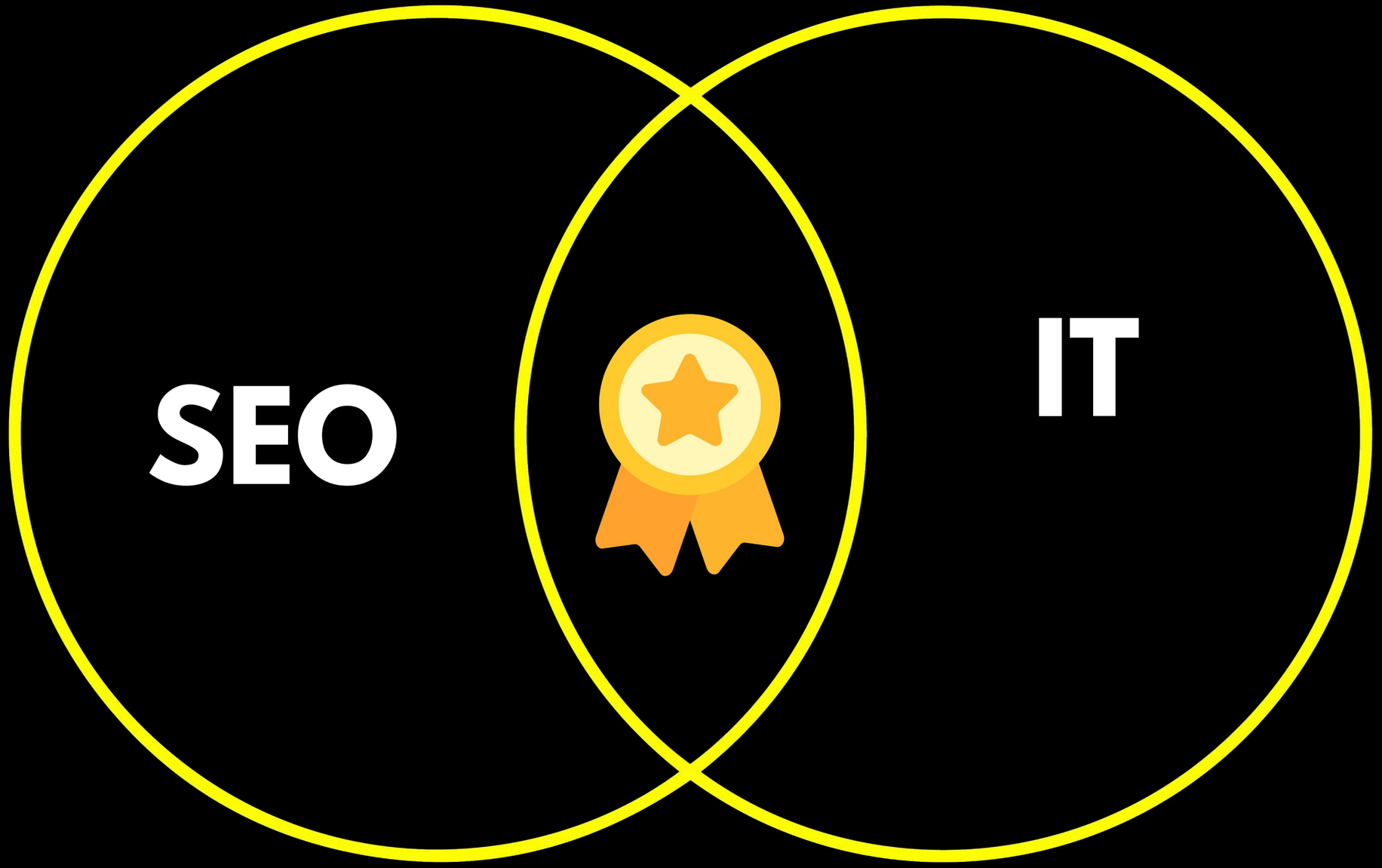
Our ethically made jeans offer the perfect blend of comfort and style, featuring a variety of fits and washes to suit every preference. From classic straight-leg to trendy wide-leg styles, each pair is designed to provide a flattering silhouette while ensuring all-day wearability. Elevate your wardrobe 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 to go to the most ethical company possible."

I would **not buy Banana Republic**.

I'd buy **Outland or Nudie first**, with **Kuyichi** close behind.

One important distinction: **MUD may actually be the most environmentally progressive company of the group**, while **Nudie and Outland have stronger evidence around the human side of production**. 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.



Listicle Cited by Google Left Out of the RECCO

69%



Did your “fast” content get shared by humans?



Buckle up!


2.6K
2K
1.3K
650
0
11 Jun 2024
23 Sep 2024
5 Jan 2025
19 Apr 2025
1 Aug 2025
13 Nov 2025
25 Feb 2026
9 Jun 2026



Prompts
Exec Focus



Runs per
month



% of time
visible


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

Believed







Seen
Short List
From AI

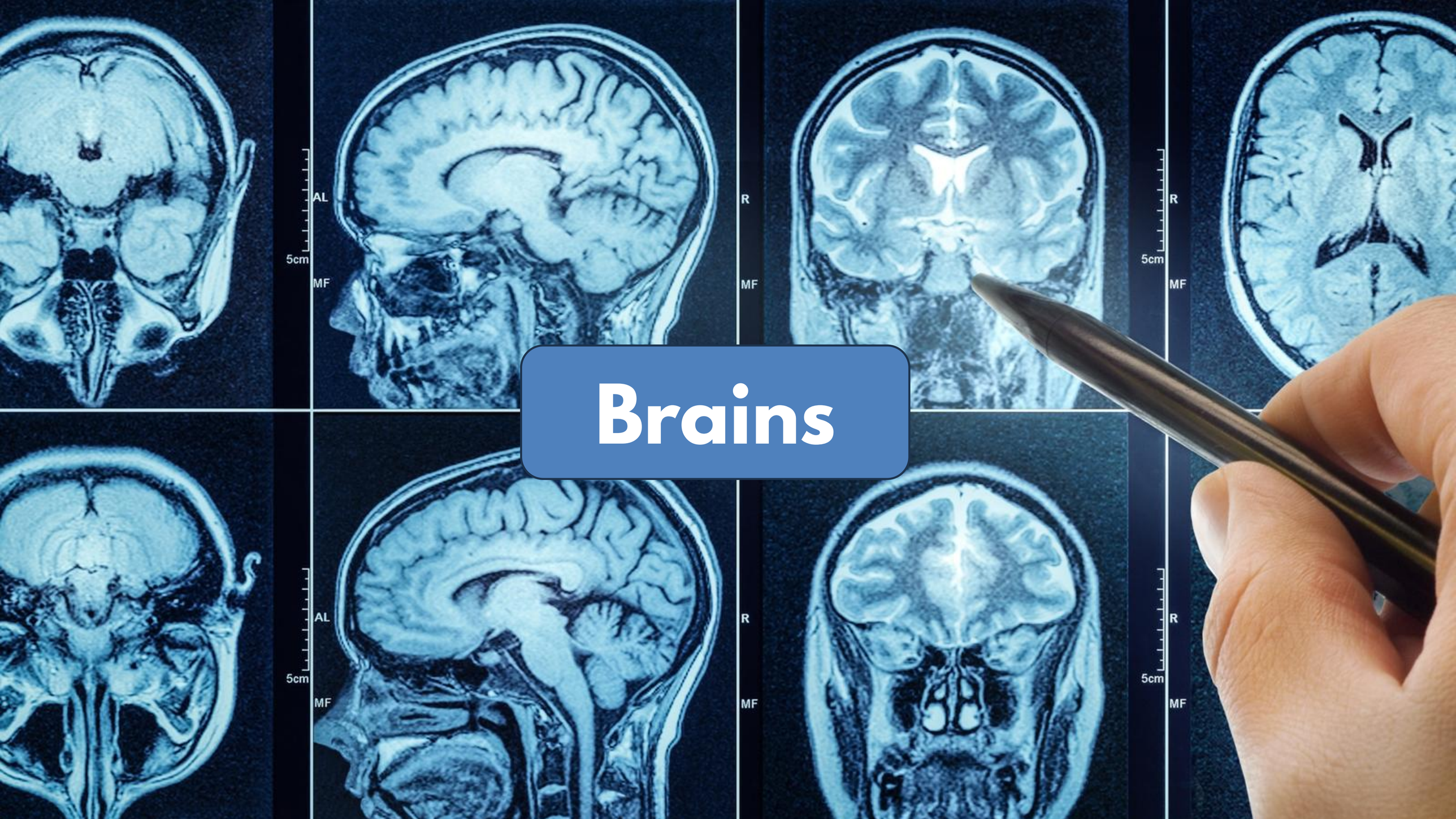
Believed
Re-rank
familiar brands

Chosen
vendor from
shortlist

2010

I went on a Journey

Books



Brains


GUIDE MICHELIN
Offert gracieusement aux Chauffeurs
EDITION 1900

Brands

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.

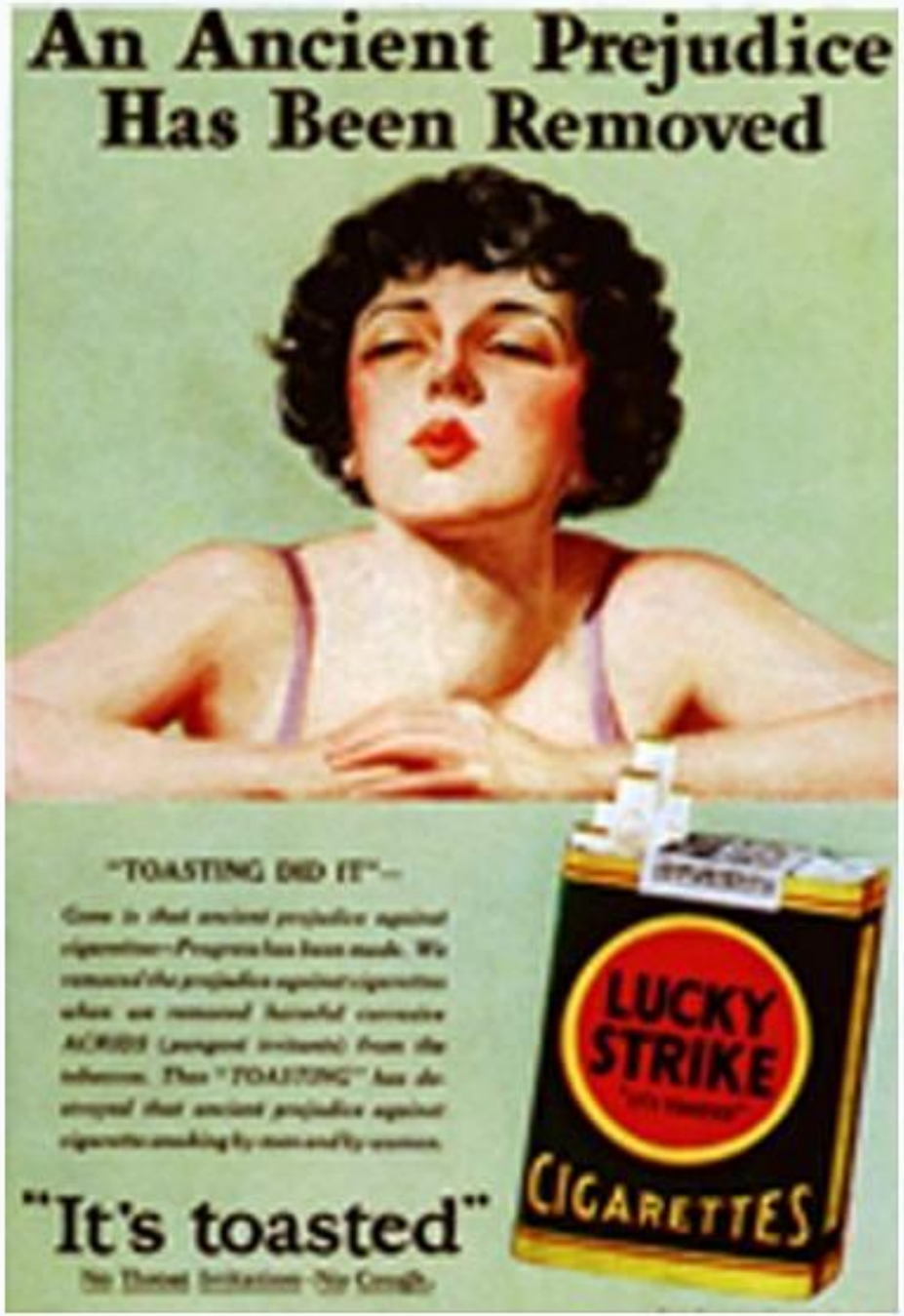
Car and Driver was very impressed: "The Rabbit does more useful and rewarding things than any other small car in the world." Now the question is:

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

Studying the GREATS



Studying the GREATS

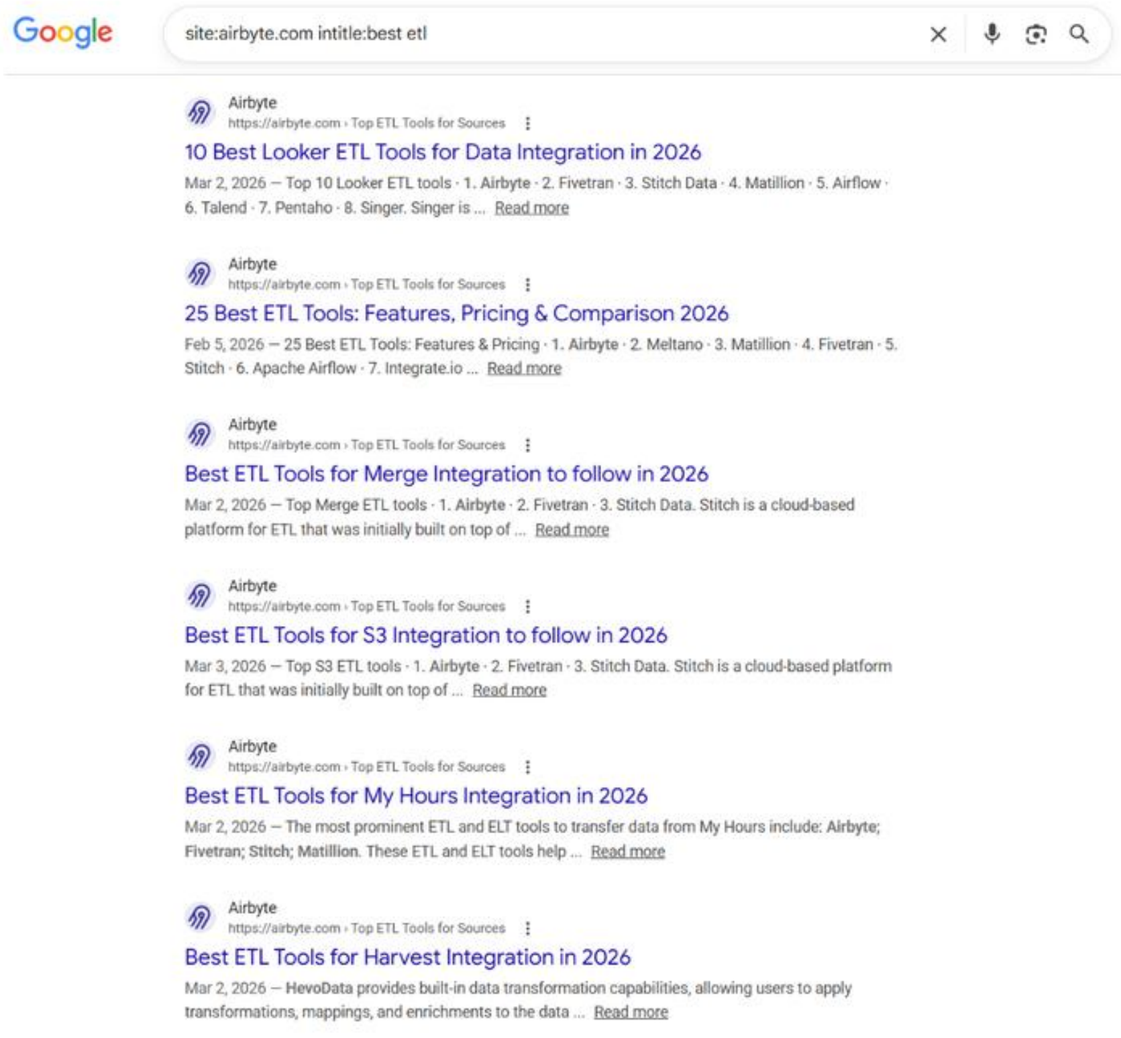


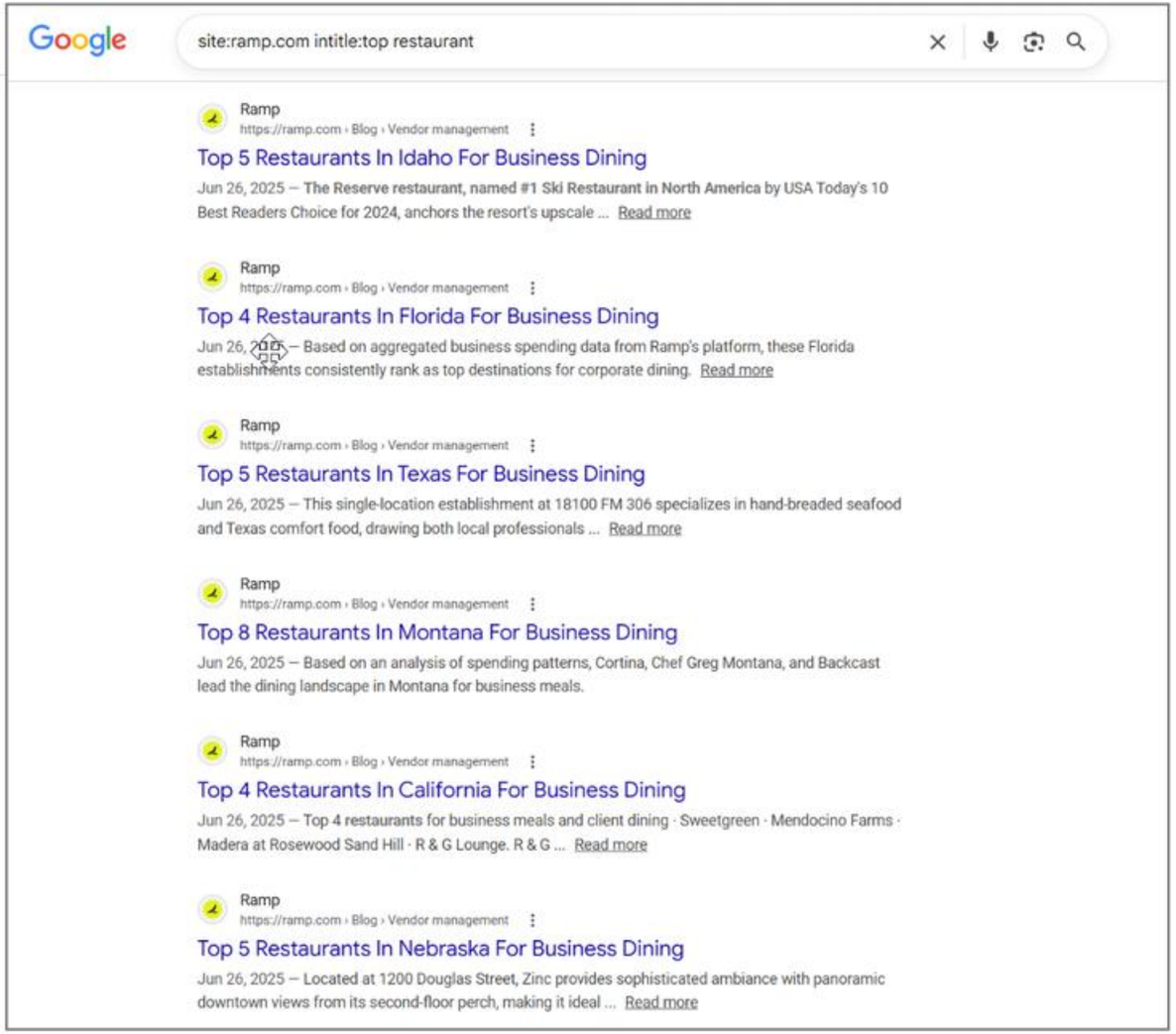
Hand to hand combat grows intuition!



AI Version 1.0
we believe what you tell us




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
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Mar 2, 2026 — The most prominent ETL and ELT tools to transfer data from My Hours include: Airbyte; Fivetran; Stitch; Matillion. These ETL and ELT tools help ... Read more
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Mar 2, 2026 — HevoData provides built-in data transformation capabilities, allowing users to apply transformations, mappings, and enrichments to the data ... Read more

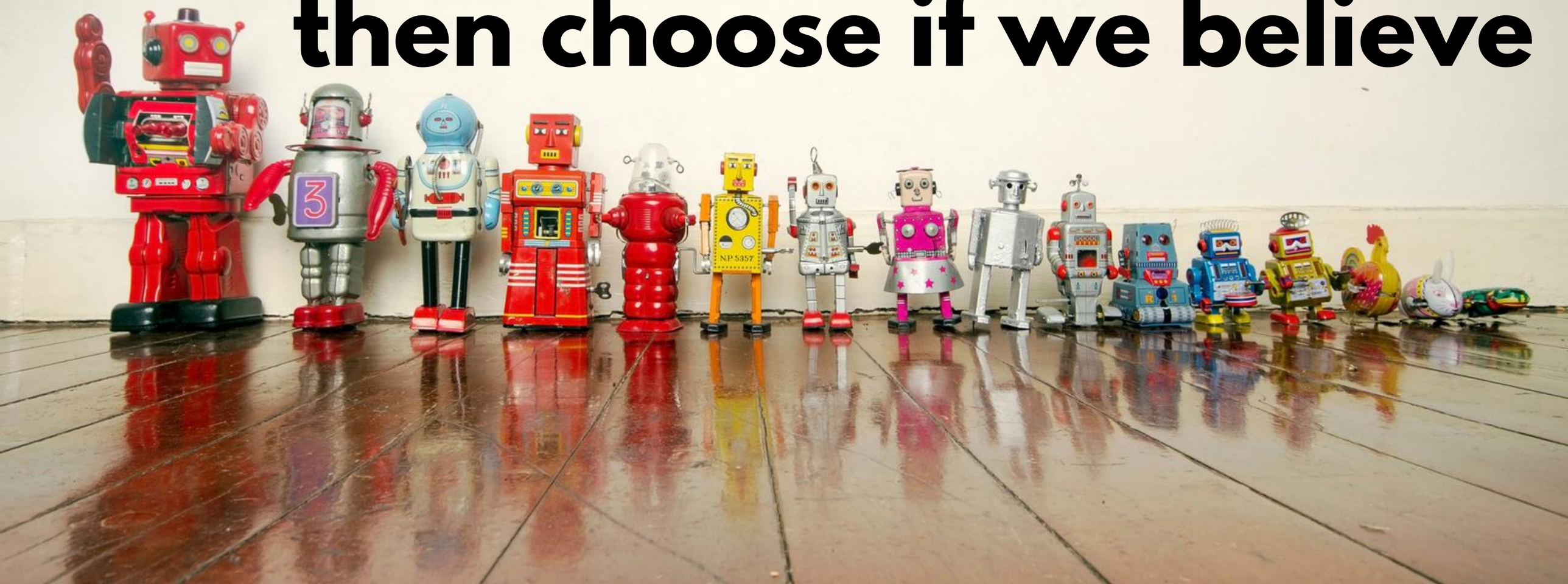

Google
site:ramp.com intitle:top restaurant
Ramp
https://ramp.com › Blog › Vendor management
Top 5 Restaurants In Idaho For Business Dining
Jun 26, 2025 — The Reserve restaurant, named #1 Ski Restaurant in North America by USA Today's 10 Best Readers Choice for 2024, anchors the resort's upscale ... Read more
Ramp
https://ramp.com › Blog › Vendor management
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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https://ramp.com › Blog › Vendor management
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.
Ramp
https://ramp.com › Blog › Vendor management
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

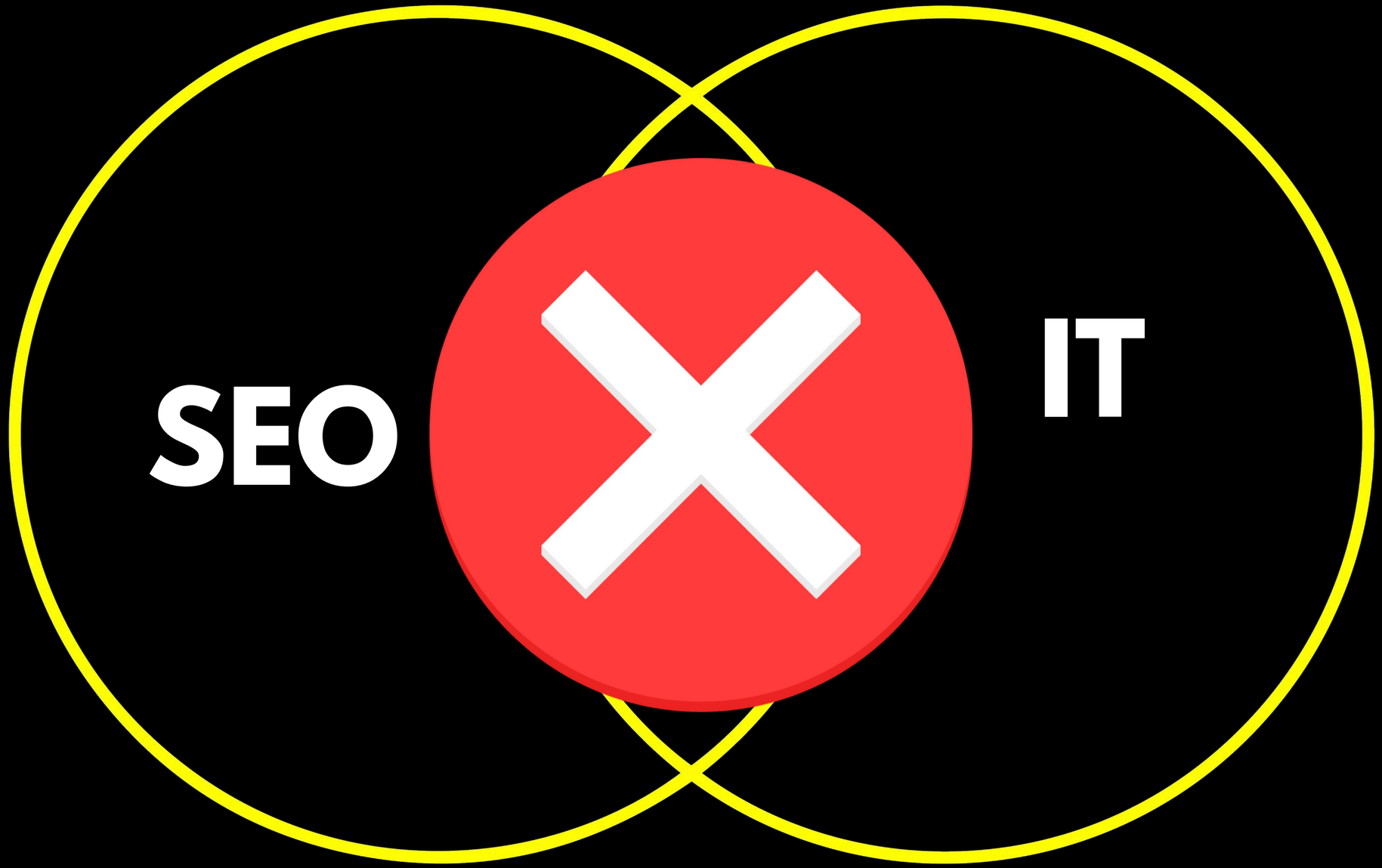
The Top GEO / AI Search Experts



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+

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

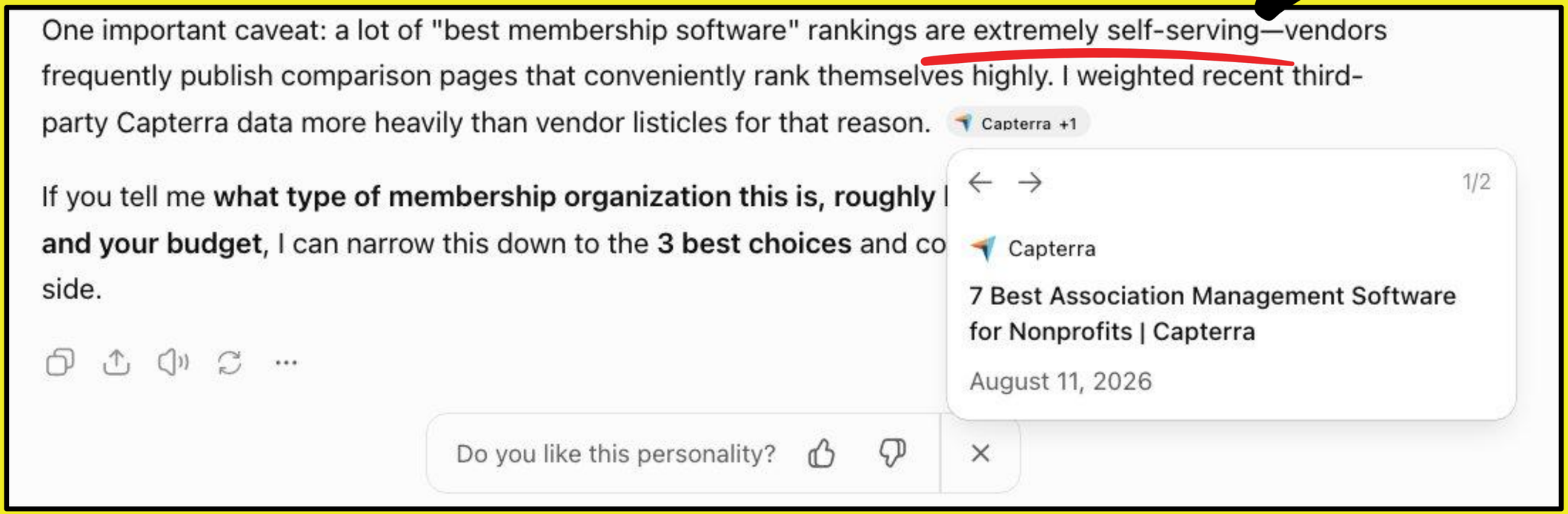



SEO
IT



Wins Require Receipts

Trust Warning!!



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):

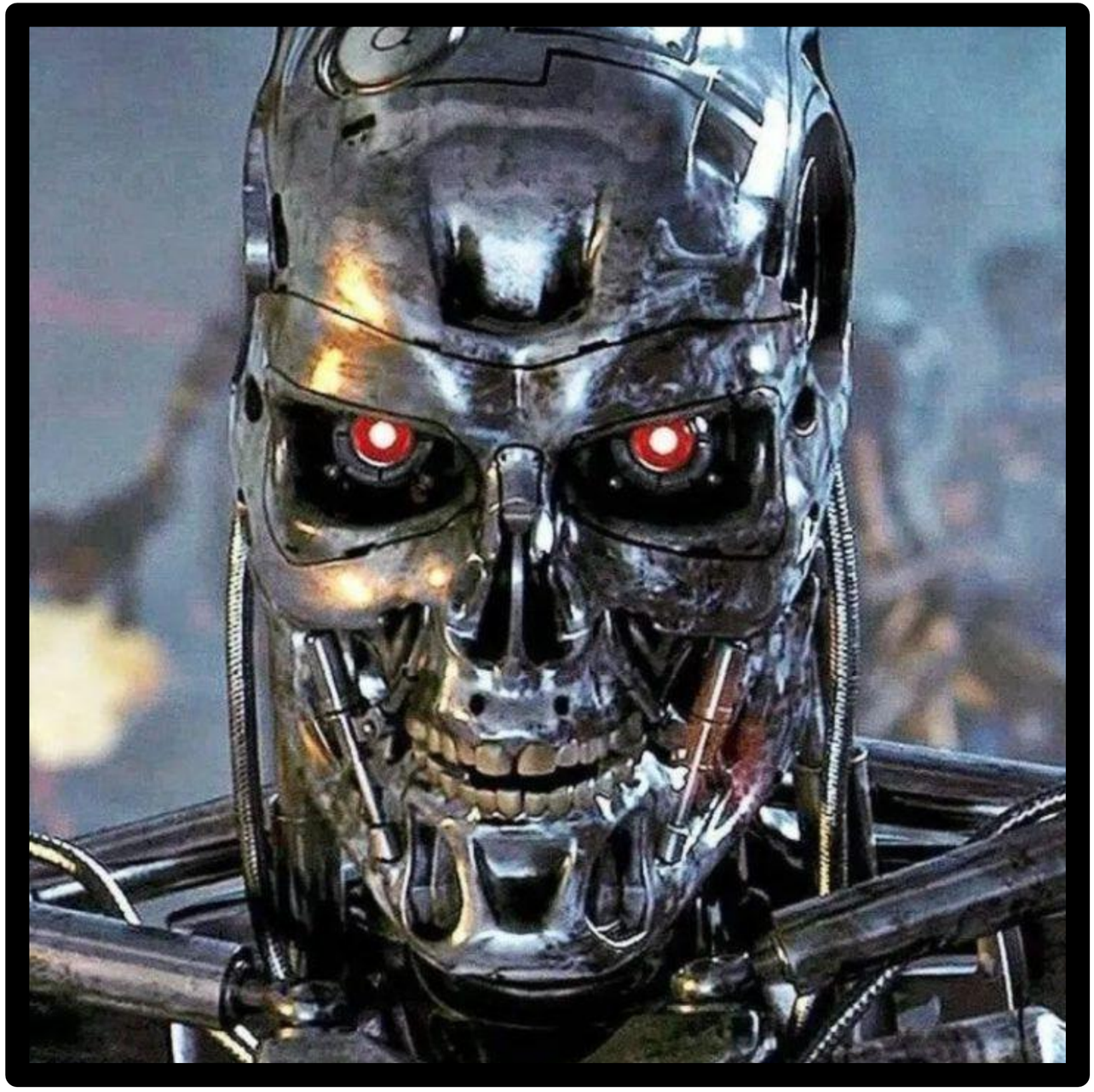
- **Aleyda Solís** — clearest #1 by sheer volume, breadth (30 countries), and longevity
- **Cyrus Shepard** — 14+ years, started at MozCon, globally booked
- **Lily Ray** — 100+ events, consistent MozCon/BrightonSEO/SMX keynotes, very current
- **You (Wil)** — 20+ years, MozCon/INBOUND/SMX Munich
- **Ross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

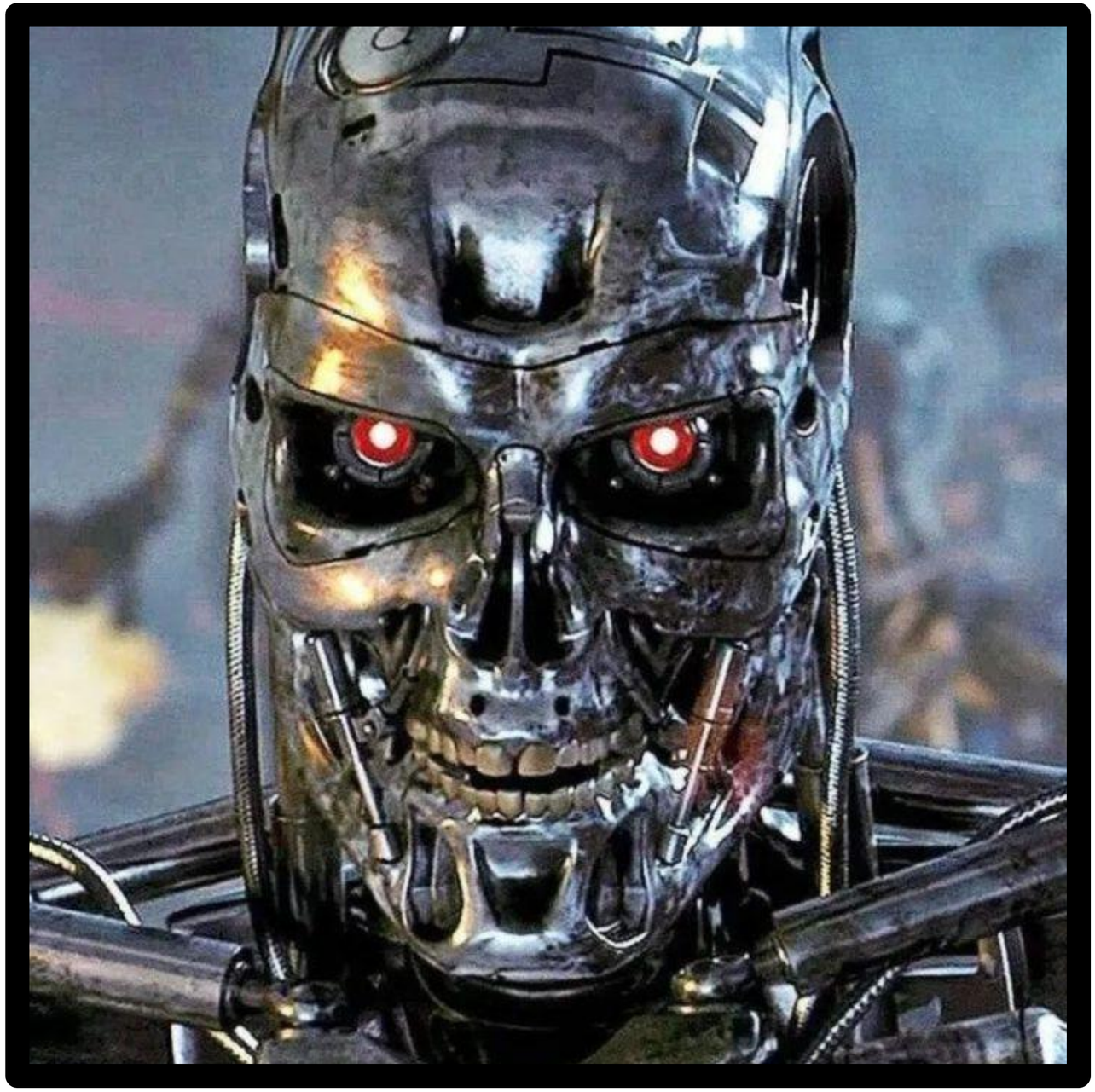
If your “strategy” gets hit in Google Organic,

GUESS

Who’s coming?



Hello, was it me you're looking for?



I want F***ing RECEIPTS

Query Fan Out

Name a luxury hotel

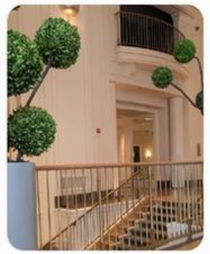
Human AI Google

Human

Four
Seasons
Ritz Carlton
St. Regis
W Hotel

AI

My top 5 luxury hotels in Chicago



1. The Peninsula Chicago

Magnificent Mile · Best overall luxury

Exceptional service, elegant rooms, a b
afternoon tea. My first choice for a spe



2. The Langham, Chicago

Chicago River · Best for views

Sophisticated, spacious rooms, spectac
appealing for a romantic getaway.



3. Waldorf Astoria Chicago

Gold Coast · Best for romance

French-inspired elegance, a quieter atm
fireplaces and terraces.



4. Four Seasons Hotel Chicago

Magnificent Mile · Best for classic luxury

Impeccable hospitality, beautiful lake v
high-end shopping.

Google

chicago luxury hotels

Langham Hotels
https://www.langhamhotels.com › ... › North Americ

Luxury 5-Star Hotel in Chicago |

Enjoy the best of the Windy City at our **luxury hotel**
Chicago River and cityscape.

londonhousechicago.com
https://londonhousechicago.com

Luxurious Downtown Chicago H

LondonHouse is the top choice for luxury hotels in
about our beautiful bedrooms and suites, restaurar

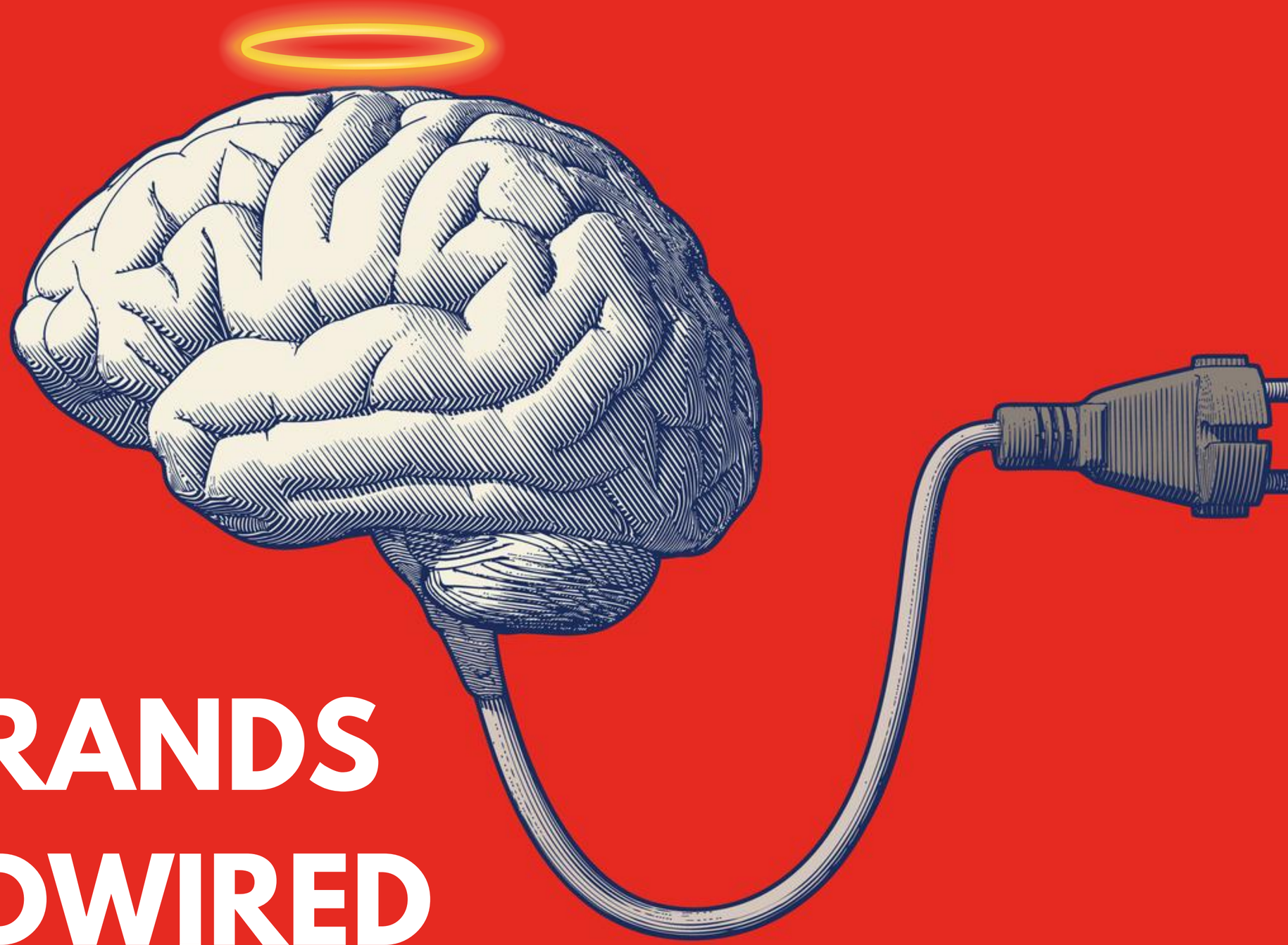
Swissôtel Hotels & Resorts
https://www.swissotel.com › hotels › chicago

Swissotel Chicago - Luxury Hote

Swissôtel Chicago is an award-winning luxury hote
Lake Michigan, and just steps from the Magnificen

AI is like the human brain

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

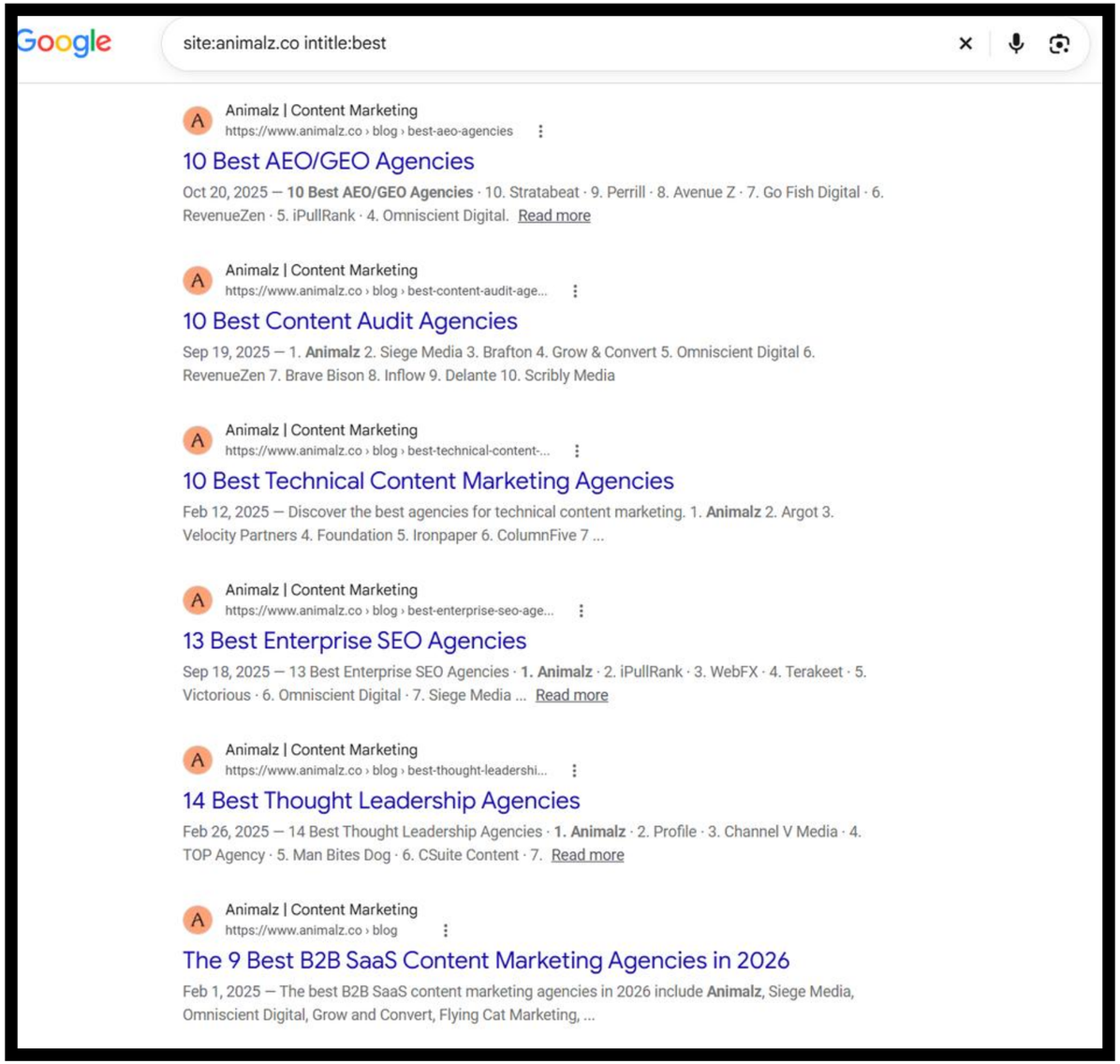
- [ ] SEEN (CRAWLED)
- [ ] BELIEVED (RECEIPTS)
- [ ] CHOSEN (SHORTLIST)

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

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




1 unique thing about SEER?


AdAge
Best Places to Work 2026


Launchpad
From Launchpad to Seer
Meet The Interns Behind Our AI Optimization Academy


EPISODE 226
MOST BRANDS ARE CHASING AI VISIBILITY BACKWARDS WITH ALISA SCHARF, CHIEF AI OFFICER AT SEER INTERACTIVE
with Alisa Scharf
NO HACKS
Web Strategy for the AI Age
nohacks.co
NO HACKS
with Slobodan Manic



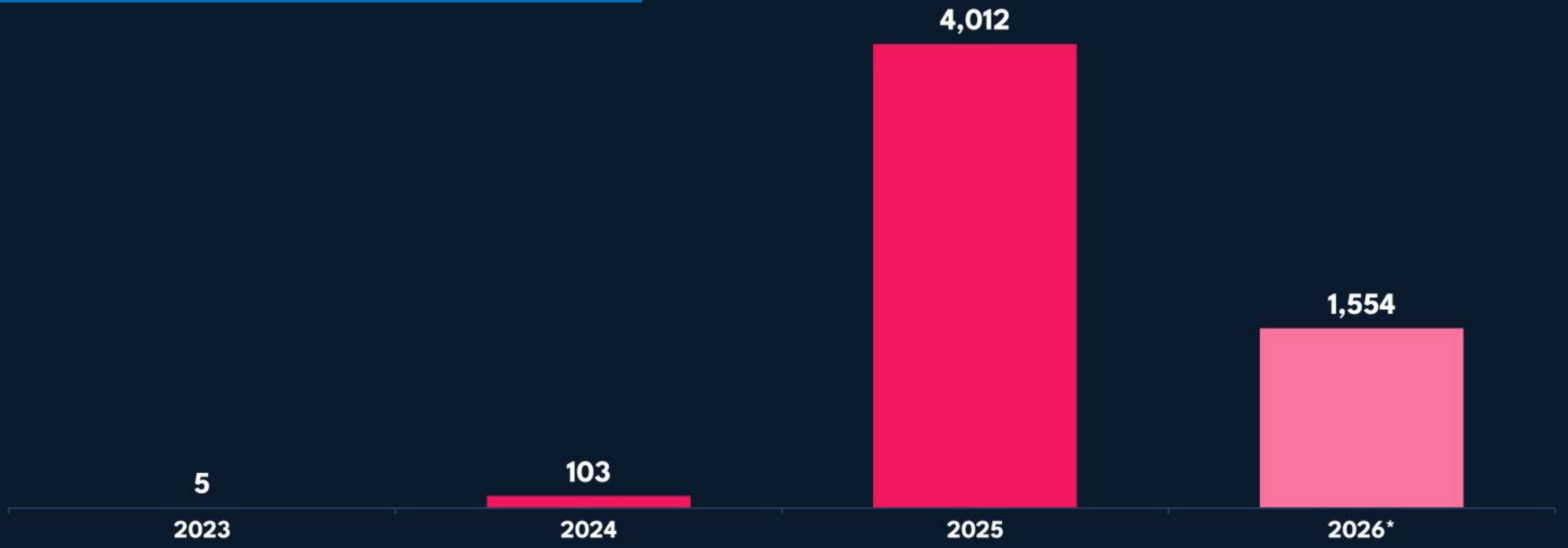

Name a popular SEO news source

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

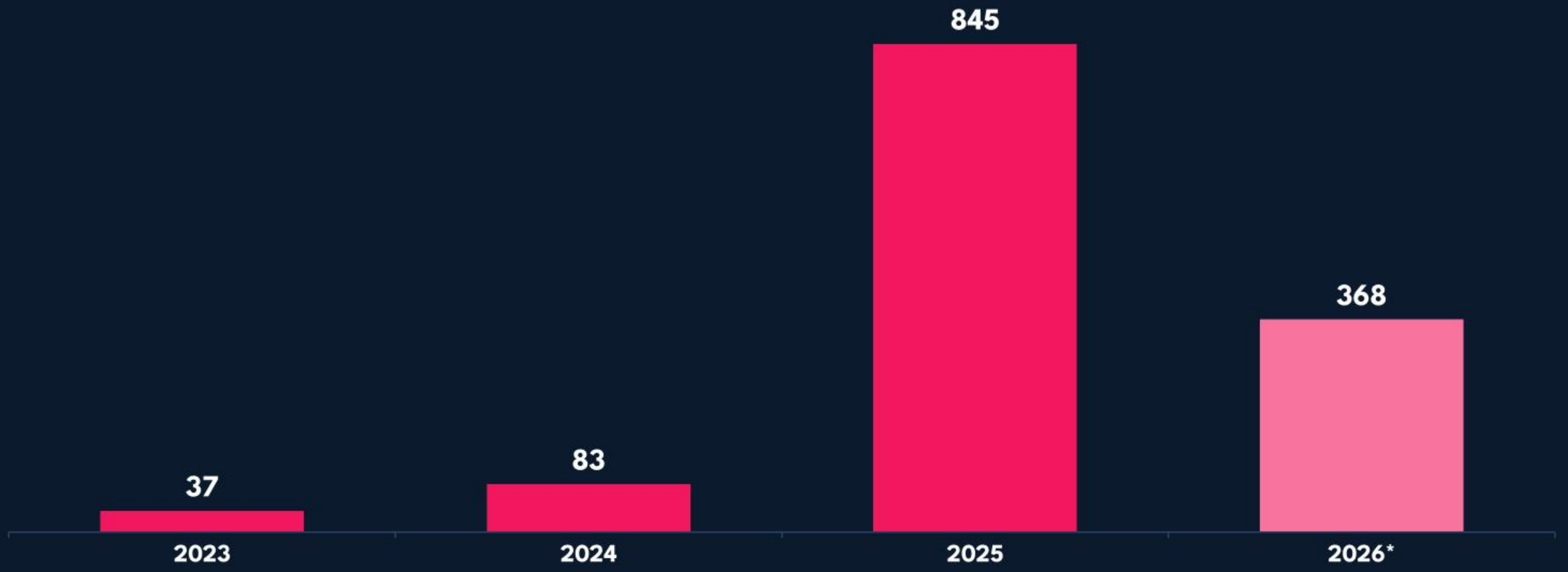
seerinteractive

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

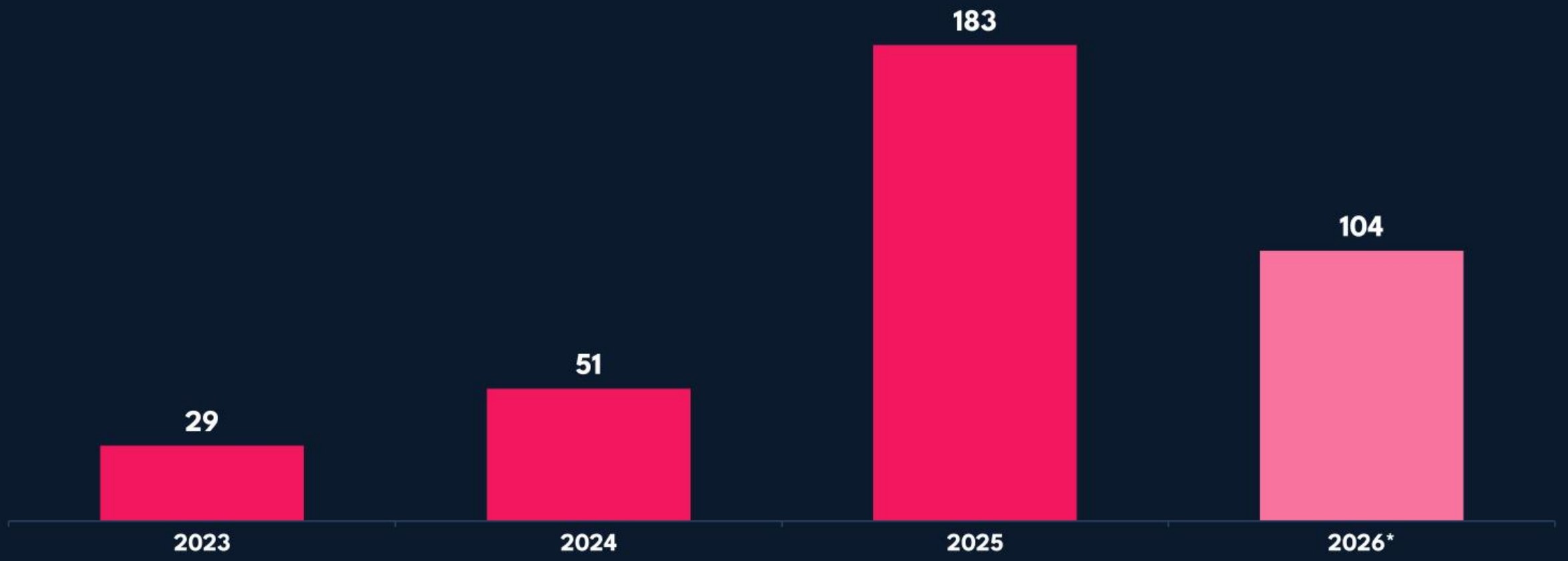
seerinteractive

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 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


Quick
Wins

New KPI!

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

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?







AI believes THEM









What do they BELIEVE about SEER?

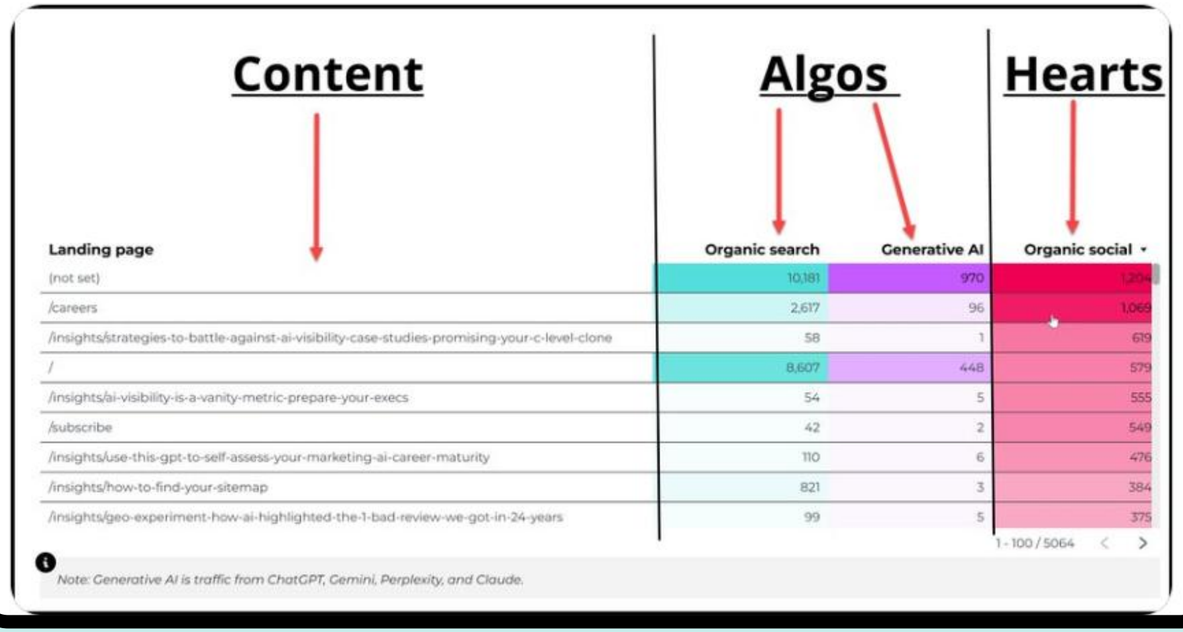
Post

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...



3 8 56 8K

BELIEVED

Mic King @VeryWellVersed · Feb 2

.@wilreynolds will be back at #SEOWEEK

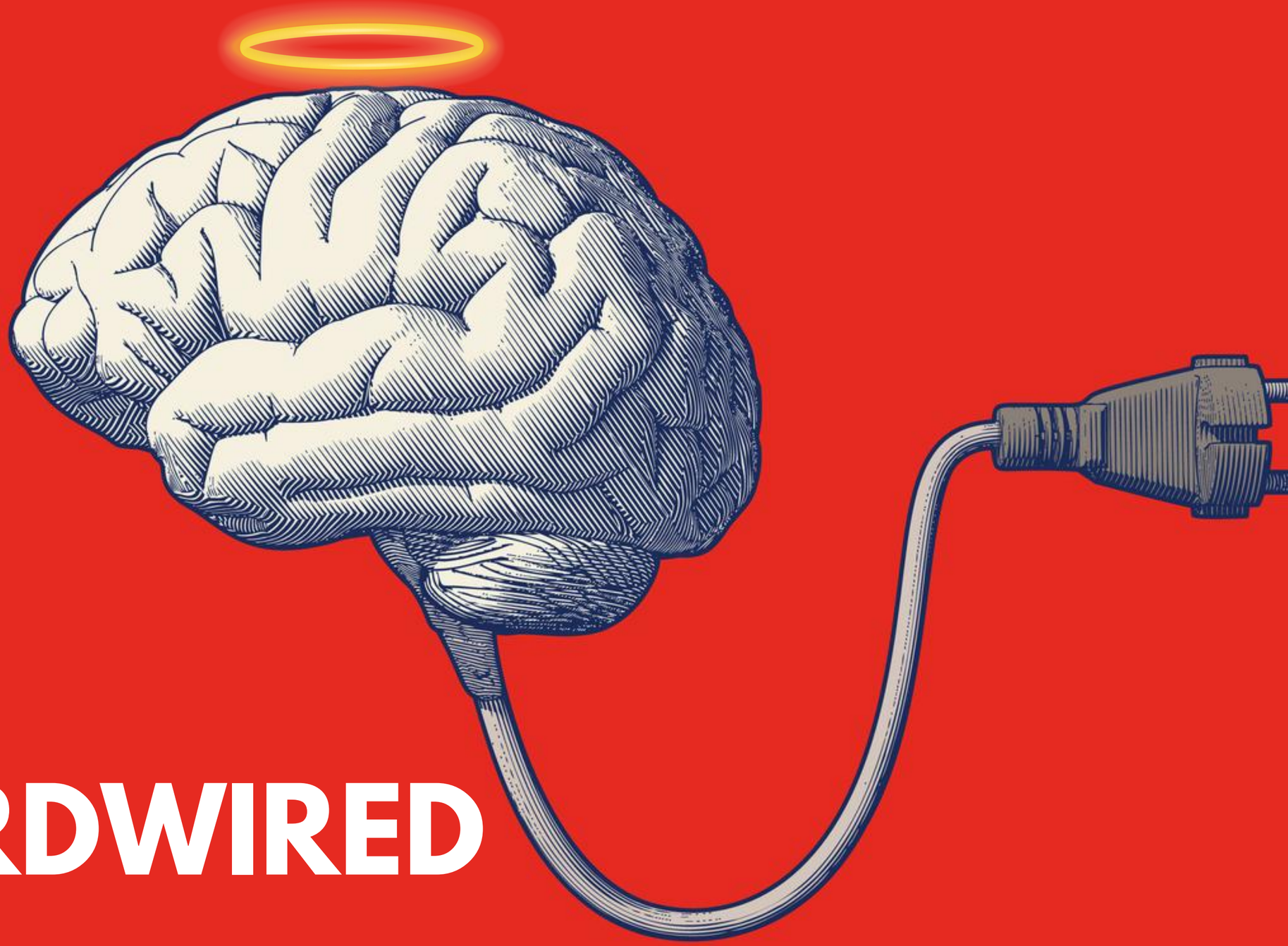
> **iPullRank Digital Marketing Agency** @iPullRank · Feb 2
>
> @wilreynolds is coming back to SEO Week 2026
>
> 9:38 AM · Feb 2, 2026
>
> After one of the most high-energy talks last year, we can't wait to hear his take on cutting through low-value AI content with authenticity, expertise, and real human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



BELIEVED

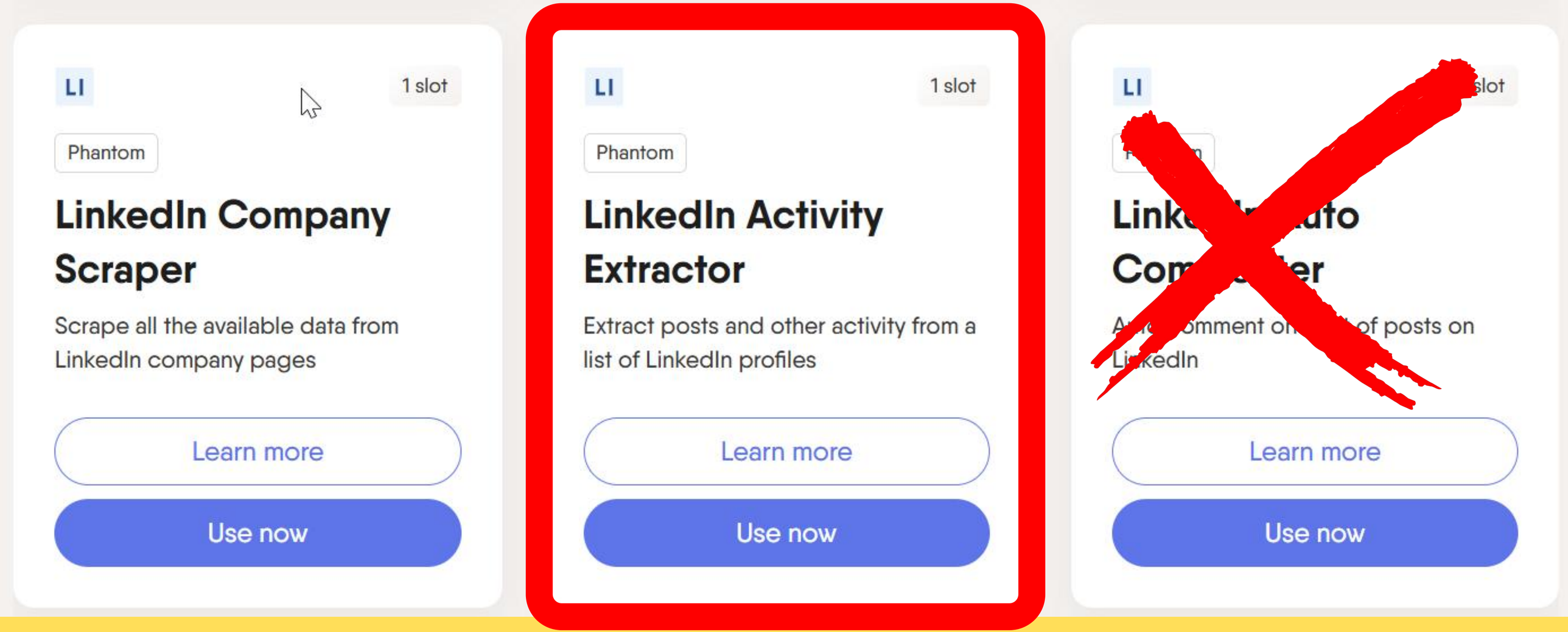


RECEIPTS!!!

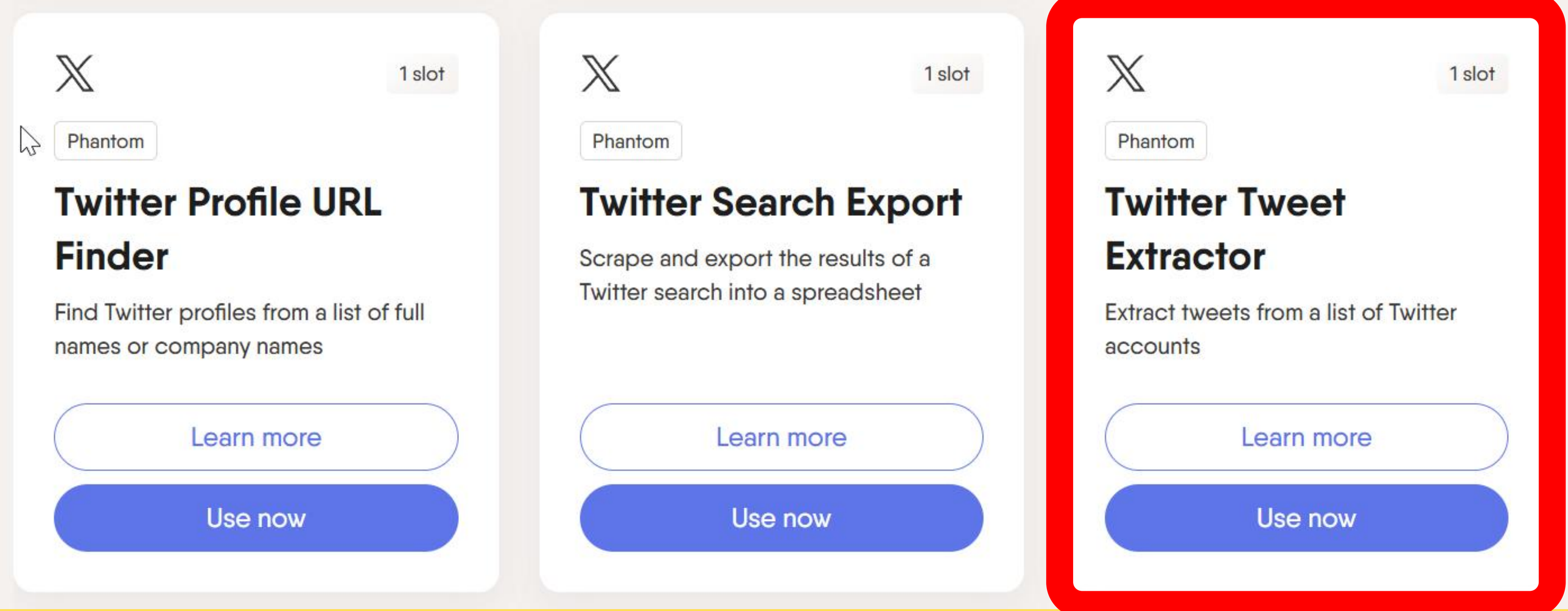


GET HARDWIRED

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

CHOSEN





Ingredients
Dosage
Price?

The value of being

believed

is greater than

the value of a

click!!!

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%

VALUE!

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

Every BLOG post

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

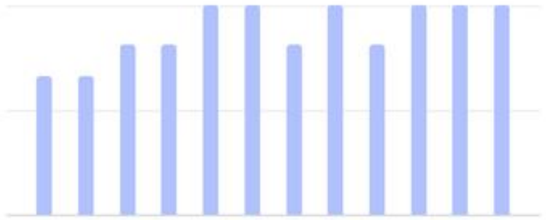
This keyword will demand 183 high-authority referring domains and well-optimized content to start ranking for it.

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 %

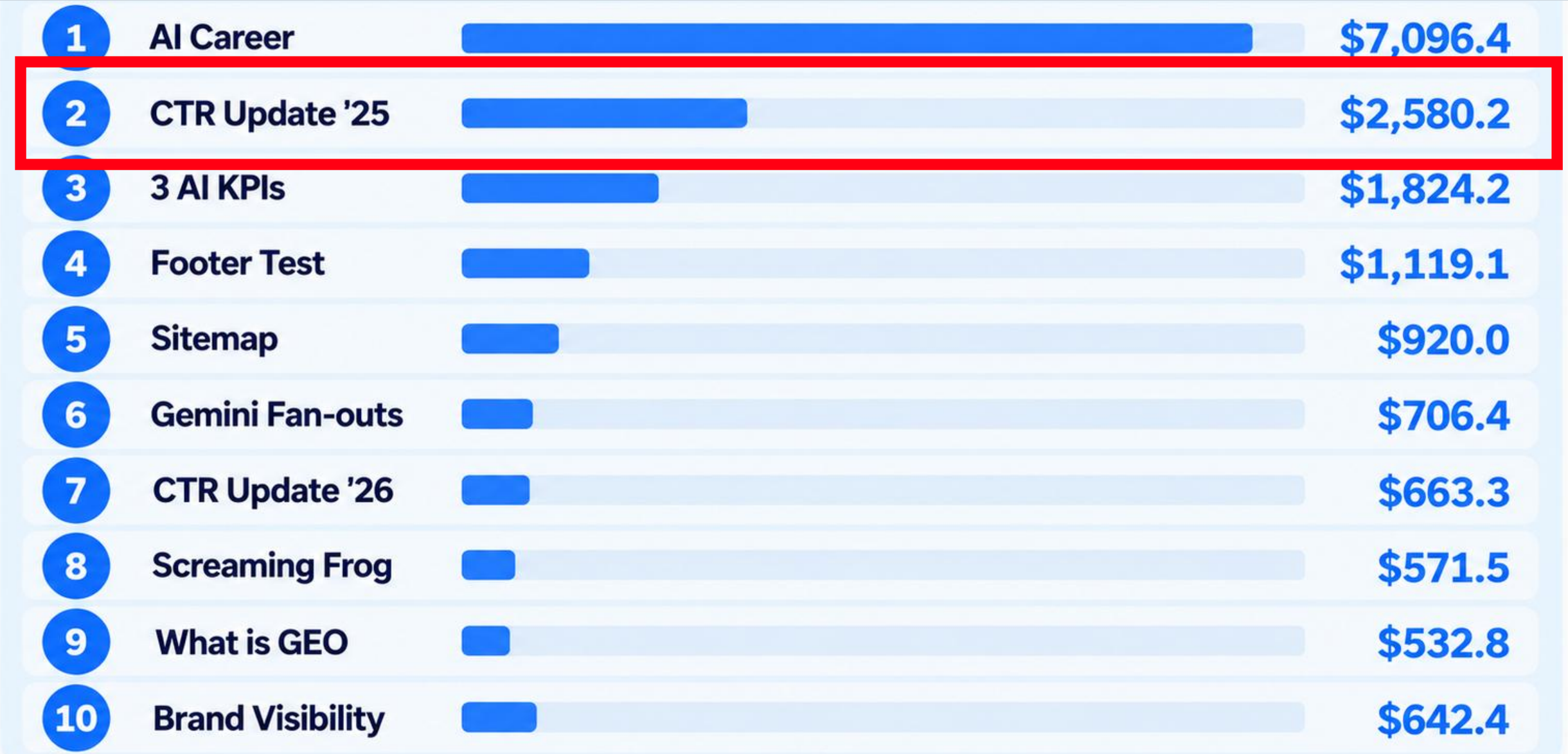
Questions
557 Total Volume: 8.6K

Keywords	Volume	KD %

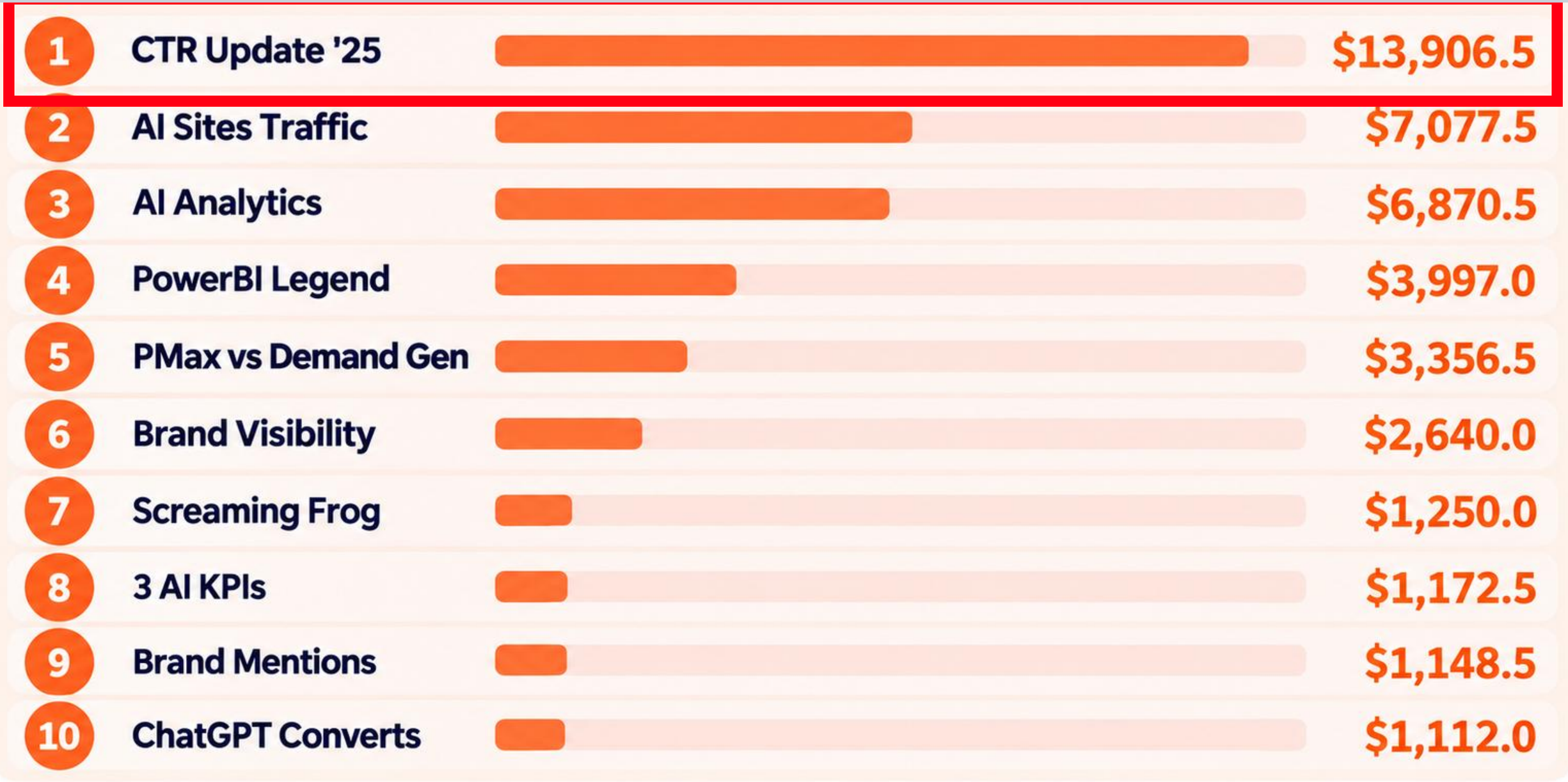
Keyword Strategy
Get topics, pillar and subpages **automatically**

generative engine optimization

Content value: AI / SEO only



Content value: Human

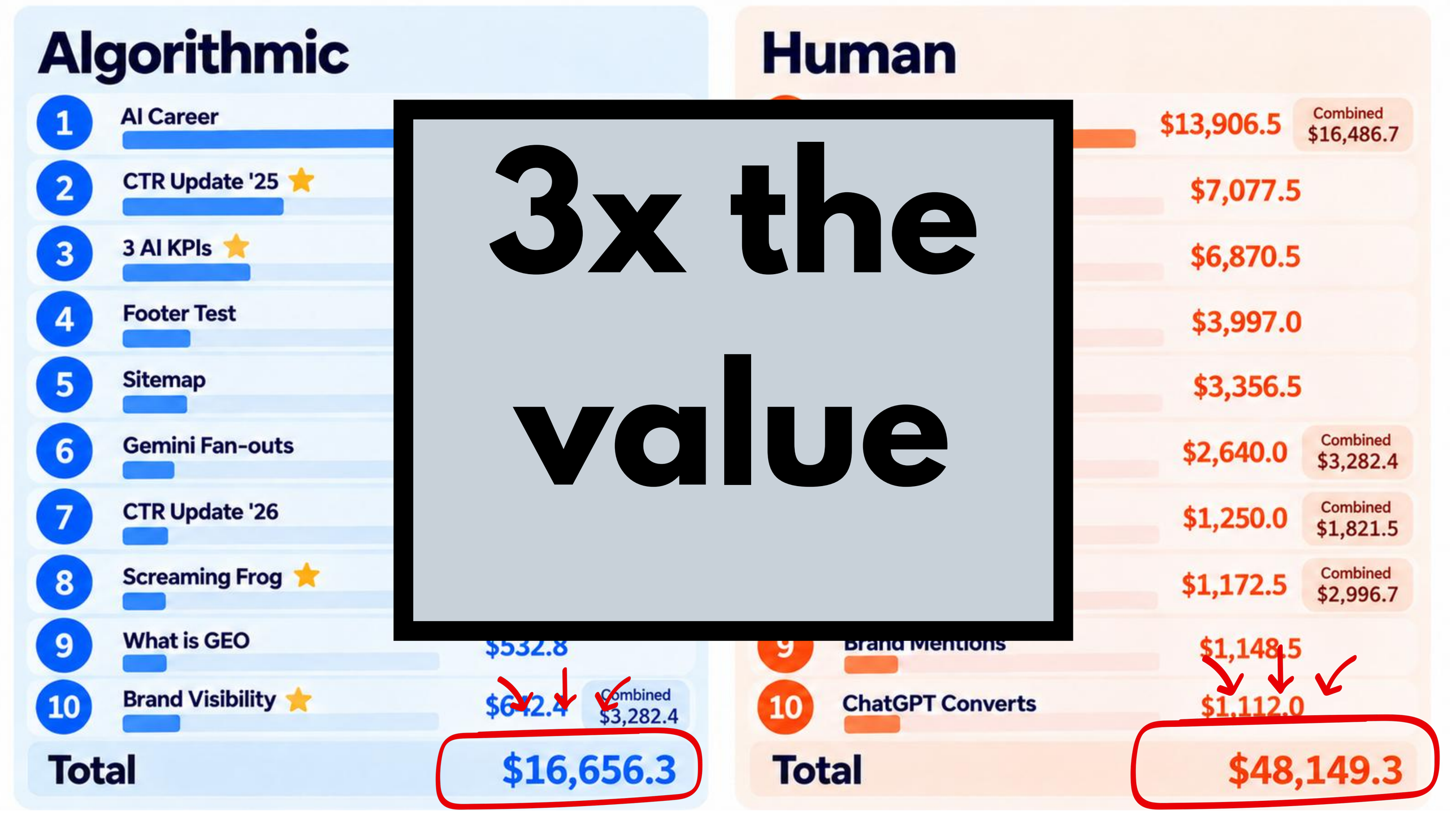


Source	Sessions ↓	Session to contact rate ↑↓
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Social is 6X conversion likelihood

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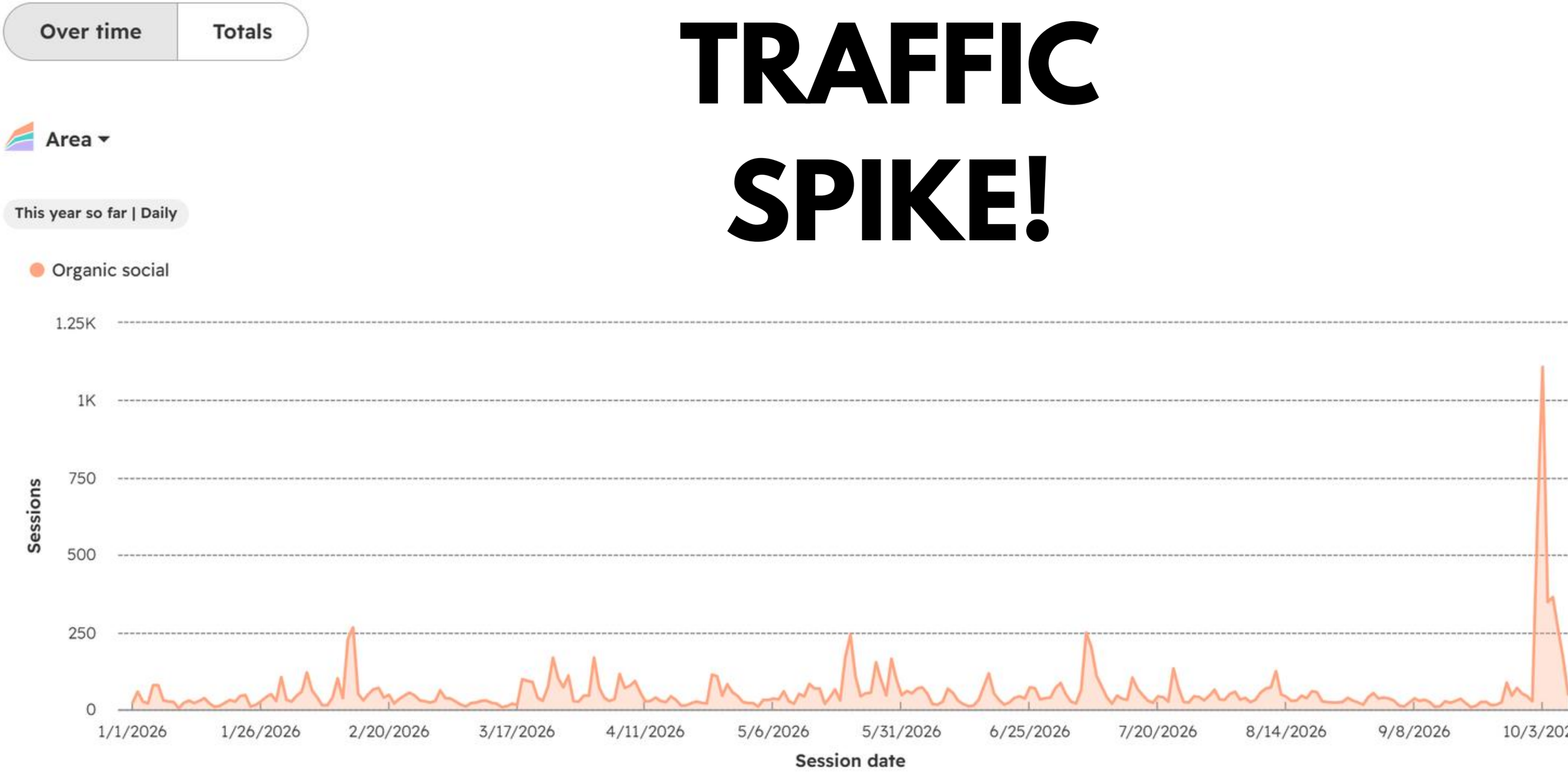
And there's that whole "confidence" thing.


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
Brand Mentions
$1,148.5
10 ChatGPT Converts
$1,112.0
Total
$48,149.3

% of Fanouts with my brand in them?

Loops

TRAFFIC SPIKE!



Transcript
Site Crawl
Google Drive



Prompt: What words or concerns are showing up in sales calls that are not in my sales materials or my website?

Transcript Prompt Tracker Paid Search Data



Prompt: What words are customers using that are not being tracked in my prompts? How much am I spending / converting on those themes?

Keyword Rank Alertmouse Citations



Prompt: What keywords am I ranking well for in SEO & GEO where I have little evidence that I am truly a leader in that space?

Analytics Data
Site Crawl

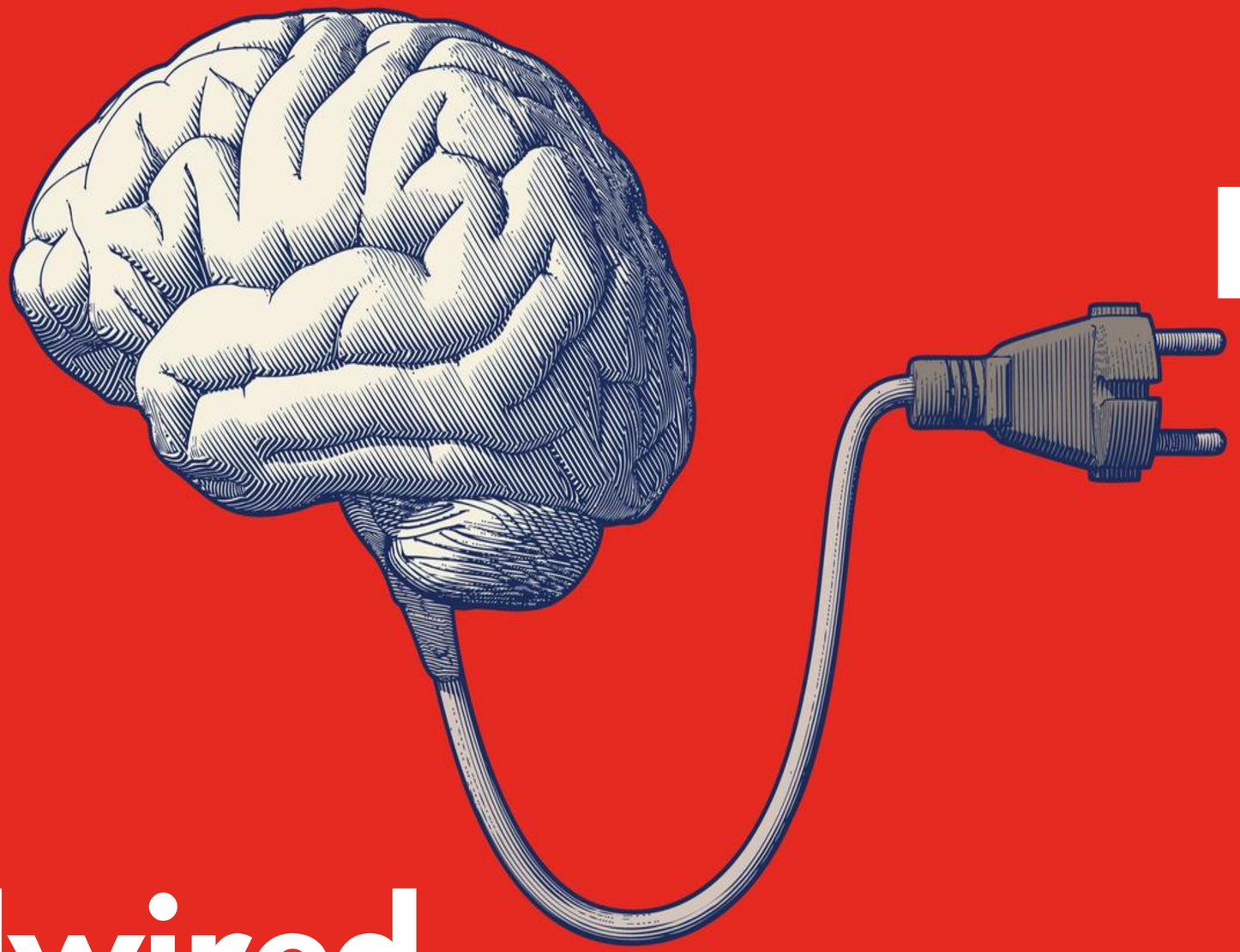


Prompt: What is similar about the high traffic content I produce that gets little direct, referral, or social traffic?

Transcript Reporting Google RSS Feeds



Prompt: What has Google announced, based on my client calls and client performance, which announcements are solves or threats to how we are working?



Humans & AI

GET Hardwired

MAICON FORWARD

WIL REYNOLDS

Founder & Co-CEO

Seer Interactive

THANK YOU! WE APPRECIATE YOUR SESSION FEEDBACK.

#MAICON26