

# From SEO to GEO: Optimizing your brand visibility in AI assistant responses

An integrated approach that brings together AI Intelligence, content, technology, and analytics to strengthen brand visibility, authority, and presence across the new generation of digital touchpoints.

The evolution of AI-powered search engines is reshaping **how users and businesses access information**. In this new landscape, visibility no longer depends solely on traditional search rankings, but on a brand's ability to be recognized, cited, and surfaced by generative AI models. Through a data-driven **Generative Engine Optimization (GEO)** approach, we help organizations monitor, optimize, and manage their digital presence across emerging AI ecosystems.

## Key trends

1 in 2

users rely on AI tools to search for information

50%

Expected reduction in traditional search traffic by 2028

+40%

Benchmark increase in AI presence

SOURCE: ENGINEERING ANALYSIS BASED ON DATA AND SELECTED MARKET REPORTS

AI-ready content improves the chances of being cited by AI models, strengthening brand digital presence and relevance.



AI interfaces are reshaping the way users discover and access information, products, and services.

## Main Benefits

Strengthens brand presence across AI assistants, reduces the risk of incomplete information, and enhances brand recognition, authority, and share of model.

-  **GREATER VISIBILITY**  
The brand appears more frequently in AI-generated responses
-  **CONTROL OF THE AI NARRATIVE**  
Reduces the risk of incomplete, inconsistent, or outdated information about the brand
-  **GREATER CREDIBILITY**  
AI assistants recognize the brand as a trusted source.
-  **STRONGER BRAND REPUTATION**  
A more consistent and authoritative presence that enhances brand perception, credibility, and positioning

Our end-to-end approach to AI Search Brand Visibility is built around three core phases that drive strategy, execution, and continuous optimization.

### Assessment & Strategy

- Analysis of brand visibility in AI-generated responses
- Identification of gaps and growth opportunities
- Definition of strategic priorities and focus areas

### Execute & Elevate

- AI-friendly content creation and optimization
- Management of off-site sources used by AI
- Technical optimizations for LLM-friendly experiences and discoverability

### Monitoring & Optimization

- Measurement of visibility and citations
- KPI and share of model analysis
- Continuous strategy optimization

## Our Approach

With our in-house expertise, we manage every stage of the GEO process. We help organizations strengthen their digital presence, optimize their website content, and increase brand visibility in AI-generated responses.

**System Integrator Expertise**  
Proven expertise and deep specialization in GEO.

**End-to-end Coverage**  
A single partner across the entire GEO lifecycle, from AI Intelligence to Monitoring.

**Technology leadership**  
Partnerships with leading GEO platforms.

## Our Toolbox

