

Generative AI in Search

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Background



What is AIO?

- Artificial Intelligence Overviews (AIO)
- Generative Engine Optimization (GEO)
- Search Generative Experience (SGE)
- A generative AI feature in online search engines that summarizes answers to a given query
- Uses advanced AI models to pull and quickly summarize info from multiple web sources
- Designed to help users quickly understand topics without needing to click through multiple links
- Includes citations with links to the original sources for further reading
- Still evolving and may occasionally produce incomplete or overly simplified answers

Importance of AIOs to Brands and Companies

- **Transforms how consumers search**
Introduces a new way users discover and engage with information through summaries.
- **Provides instant visibility**
Allows consumers to quickly gain a baseline understanding of your brand—without needing to click.
- **Elevates the value of clear, accurate content**
High-quality, well-sourced content is more likely to be featured in AIOs.
- **Changes the consumer discovery journey**
Surfaces sources and articles that users may not have actively searched for, creating new touchpoints.
- **Increases the importance and impact of earned media**
Third-party coverage is more likely to be cited, reinforcing brand authority and trust.

How People Use AIOs

- **Gaining an understanding of material**
88% of queries that trigger AI Overviews (AIOs) are informational, showing that consumers primarily use AIOs to gather knowledge during their information searches.
- **Shifting from experimentation to reliance**
Unlike earlier usage when consumers used AI mostly to experiment, today they depend on AIOs for reliable information.
- **Asking complete questions**
Instead of relying on keywords in searches, conversational language has become popular amongst users.
- **Reducing research time**
Studies indicate that 80% of consumers use “zero-click” searches at least 40% of the time, reflecting growing trust in AI models to deliver quick answers.
- **Supporting decision-making**
Consumers can leverage reviews and past news articles within AIOs to make informed choices about brands and companies.

How are AIOs Influenced?

Owned Media	Thought Leadership	Media Coverage	Multimodal Content (Google's AI Mode)
<p>Content that performs well in organic search is more likely to appear in AIOs. That means brands focusing on SEO—by matching user intent and building authority—have a greater chance of being prominently featured.</p>	<p>High-level information from reputable news sources is preferred AIOs. Whether it be expert blogs or features that emphasize experience and trustworthiness, it is vital to seek out publications in authoritative sources.</p>	<p>AIOs pull from live sources, making it more important than ever for brands to keep their information up to date and actively pursue media opportunities.</p>	<p>AI Mode's multimodal search allows users to discover content through images, videos, and voice queries. As a result, it's essential for organizations to incorporate visual elements, video descriptions, and diverse media formats into their content strategy.</p>
<ul style="list-style-type: none">▪ Website content & meta data▪ Social media profiles and content▪ Company blogs	<ul style="list-style-type: none">▪ Thought leadership perspectives published in trade, national and local media▪ Thought leadership on LinkedIn	<ul style="list-style-type: none">▪ News, announcements and roundups featuring a company, product or brand▪ Includes positive and negative media coverage	<ul style="list-style-type: none">▪ Owned and non-owned photos, videos and graphics on news sites, YouTube, owned sites, etc.

Importance of Earned Media & Thought Leadership



Earned Media

- **Increases visibility in AI-generated results**

Search engines pull information from trusted, widely cited earned media. By earning mentions in reputable outlets, it's more likely to appear in AIOs.

- **Allows Google to aggregate information**

AIOs gather information from across multiple sources to create balanced overviews. Being mentioned across a variety of outlets increases the chances your brand will be included.

- **Reinforces brand trust and credibility**

Coverage from respected journalists or analysts serves as further validation, boosting perceived authority in the eyes of the models.

- **Offers exposure during zero-click searches**

Though AI Overviews may reduce click-throughs to your site, being cited can still yield impressions and branded exposure.

Thought Leadership

- **Enhances E-E-A-T credibility**

AIOs emphasize Experience, Expertise, Authoritativeness, and Trustworthiness. Thought leadership content demonstrating deep experience is more likely to rank well and get cited in AIOs.

- **Allow organizations to “train” the AI models**

While ideas are still emerging, thought leaders have the opportunity to cement their viewpoints early on. This is expected to boost the online footprint of the organization, increasing presence in AIOs.

Influence of Brand Websites on AIOs

- **Structured websites and data improve AI comprehension**

Well-organized websites with clear formatting and structured data help Google's AI better understand content.

- **Using FAQs and How-To pages enhances visibility in AIOs**

Incorporating FAQ sections, How-To guides, and clear content organization provides readable cues for the AI, increasing the chances of being featured in AIOs.

- **Backlinks from credible sources signal authority to AI models**

Brand websites that earn backlinks from respected, relevant industry sources are viewed as more authoritative by AI models, boosting the likelihood of inclusion.

- **Technically sound websites are more likely to be featured**

High-performing websites are easier for AI to crawl and understand, reinforcing credibility and user trust.

- **Top-ranking websites have a greater chance of AIO inclusion**

Pages that appear within the top ten organic search results are significantly more likely to be featured in AIOs.

**Let's talk about what this means
for you.**