

Masterclass: GEO and AI search

Become the brand AI recommends

Today's session is about the biggest change in online discoverability since Google launched — a change that decides whether customers will hear from you first... or from your competitors.

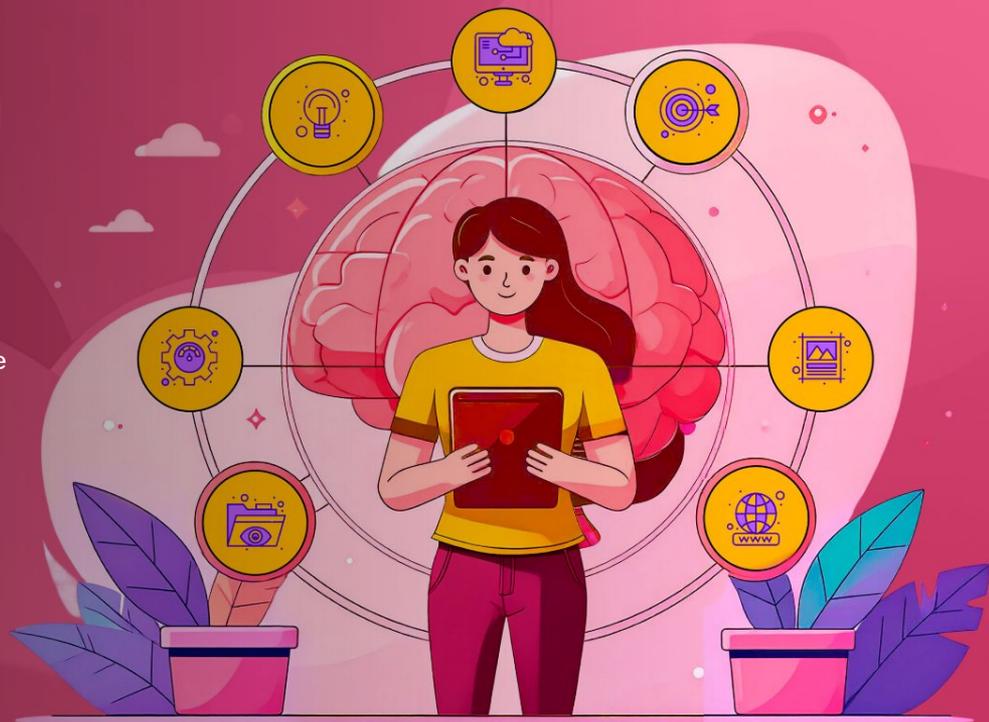
This is a Masterclass, so we're going deeper than definitions



Niclas Cullberg
Lead Strategy Consultant



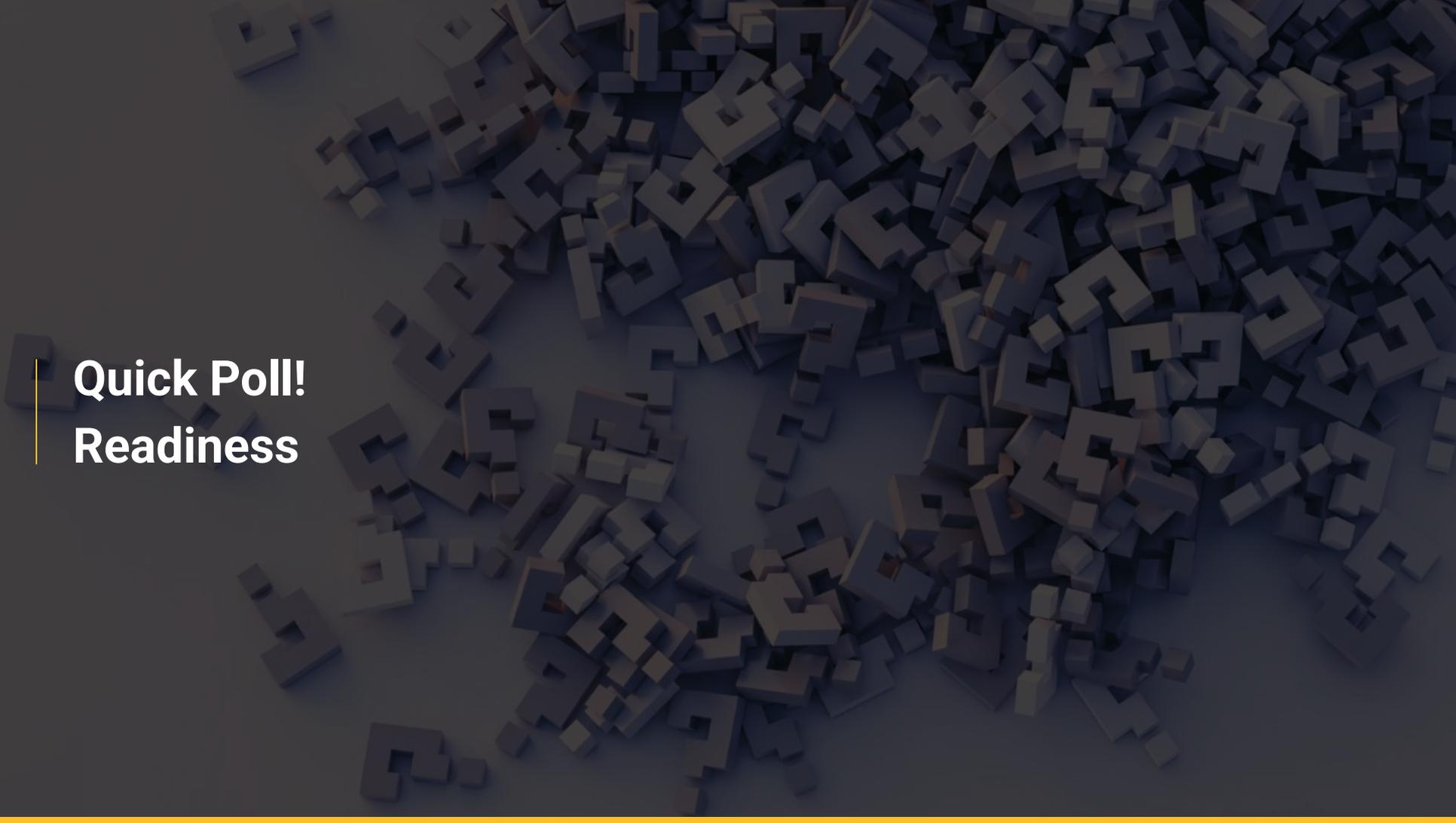
Ella Molin
Global Head of Marketing



What we'll cover today

- ? **What is GEO (Generative Engine Optimization) actually** and how is it different from traditional SEO
- 👍 **How to become the brand AI recommends** (instead of your competitors)
- 🔄 **Practical ways to measure your content's performance in AI search**
- ⚠️ **Common GEO mistakes**





Quick Poll!
Readiness



GEO Masterclass

Are your products showing up when customers ask an AI assistant, or are your competitors?



Are your products showing up when customers ask an AI assistant, or are your competitors?

***“Gartner predicts a 25% drop in traditional search engine volume by 2026”
(Gartner)***

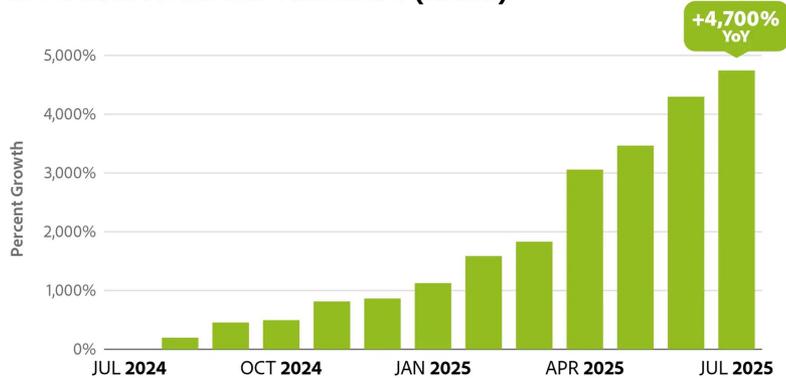
***“Google Search Traffic Drops for the First Time in 22 Years”
(Google)***

***“80% of consumers lean on AI-written summaries for at least 40% of their queries”
(Bain & CO)***

***ChatGPT reached 100 million monthly users within two months of its launch
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(OpenAI)***

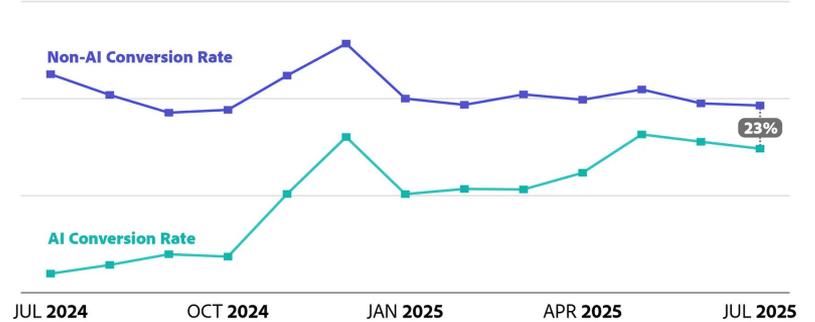
Generative AI-powered shopping rises with traffic to U.S. retail sites up 4,700%

Growth in AI-Driven Visit Share (Retail)



Source: Adobe Digital Insights, July 2024–July 2025

Monthly AI vs. Non-AI Conversion Rate (Retail)



Source: Adobe Digital Insights, July 2024–July 2025

38%

report having used generative AI for online shopping, with 52% planning to do so this year. *

The shopping tasks consumers are using AI for range from

#1
Conducting research (per 53% of respondents)

#2
Receiving product recommendations (40%)

#3
Creating shopping lists (30%) & getting present ideas (30%)

#4
Seeking deals (36%)

#5
Finding unique products (29%)

+ Follow

If you're seeing a drop in your website traffic that you suspect is due to Google AI overviews, you're not alone. ... more

Reporting on website traffic drops due to Google AI overviews

Lana Gibson

10

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The Harsh Truth About SEO in the AI Era

60% TRAFFIC DROP?

THE HARSH TRUTH ABOUT SEO IN THE AI ERA

60% Traffic Drop: The Harsh Truth About SEO in the AI Era

Gurmeet Singh

8

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The secret link between Google rankings and AI traffic nobody's talking about.... more

shridigital.com Source: chertag.com

388

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Have you noticed a drop in your website traffic with AI Search, instead of visiting your website, users receive instant answers directly from Google AI overviews. ... more



You're not alone

+ Follow

+ Follow

Wow! News sites and publishers are seeing big SEO traffic drops YoY, mostly due to AI and increases in zero-click searches on Google. Don't... more

Top 50 news websites in the US

Weeks: July 2023

Newsbrand	Country	rank	Jul 2023	YoY % change	MoM % change
1	USA	1	442,291	-1	-1
2	USA	2	222,294	-12	-4
3	USA	3	200,294	-15	-4
4	USA	4	122,294	-14	-4
5	USA	5	97,294	-2	3
6	USA	6	92,294	-10	-2
7	USA	7	128,291	-10	-11
8	USA	8	109,291	-19	-2
9	USA	9	99,291	-18	-12
10	USA	10	98,291	-13	-7
11	USA	11	95,291	-1	8
12	USA	12	94,291	-14	-15
13	USA	13	93,291	-16	-14
14	USA	14	92,291	-11	-11
15	USA	15	91,291	-11	-11
16	USA	16	90,291	-12	-11
17	USA	17	89,291	-12	-11
18	USA	18	88,291	-12	-11
19	USA	19	87,291	-12	-11
20	USA	20	86,291	-12	-11
21	USA	21	85,291	-12	-11
22	USA	22	84,291	-12	-11
23	USA	23	83,291	-12	-11
24	USA	24	82,291	-12	-11
25	USA	25	81,291	-12	-11
26	USA	26	80,291	-12	-11
27	USA	27	79,291	-12	-11
28	USA	28	78,291	-12	-11
29	USA	29	77,291	-12	-11
30	USA	30	76,291	-12	-11
31	USA	31	75,291	-12	-11
32	USA	32	74,291	-12	-11
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39	USA	39	67,291	-12	-11
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42	USA	42	64,291	-12	-11
43	USA	43	63,291	-12	-11
44	USA	44	62,291	-12	-11
45	USA	45	61,291	-12	-11
46	USA	46	60,291	-12	-11
47	USA	47	59,291	-12	-11
48	USA	48	58,291	-12	-11
49	USA	49	57,291	-12	-11
50	USA	50	56,291	-12	-11

+ Follow

Seeing a noticeable drop in website traffic?

AI tools are one of the main reasons for the ... more

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For many of us, the rise of AI Overviews in Google search has meant one thing.... more



Noticing a Traffic Drop? How to Track Your Brand's AI Overview, Presence and I...

Madeline O'Brien

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met as we know it ... dying?

no longer what it used to be.... my

met as we know it dying? • 10 posts

Is Google's AI Overview Eating Into Your Blog Traffic? ... more

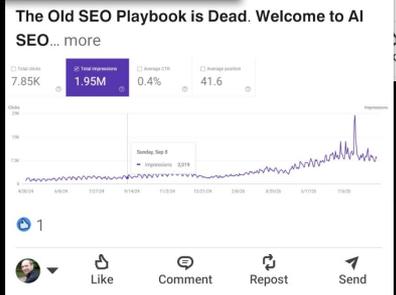
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Like Comment Repost Send

Is Google's AI Overview Eating Into Your Blog Traffic

2

Like Comment Repost Send



22

Like Comment Repost Send

4

1 comment • 2 reposts

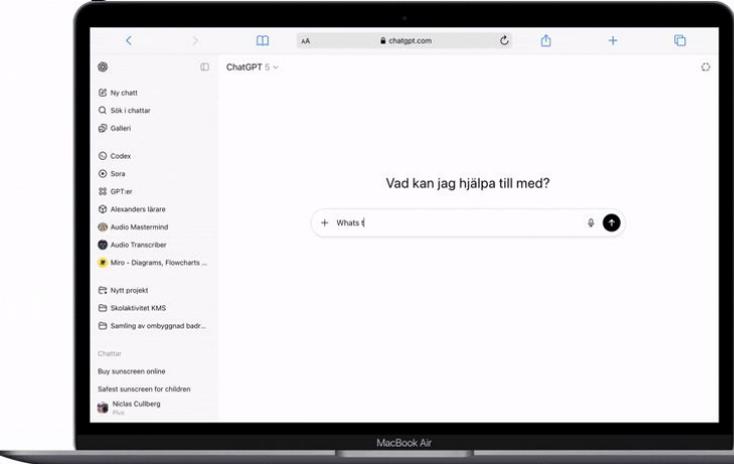
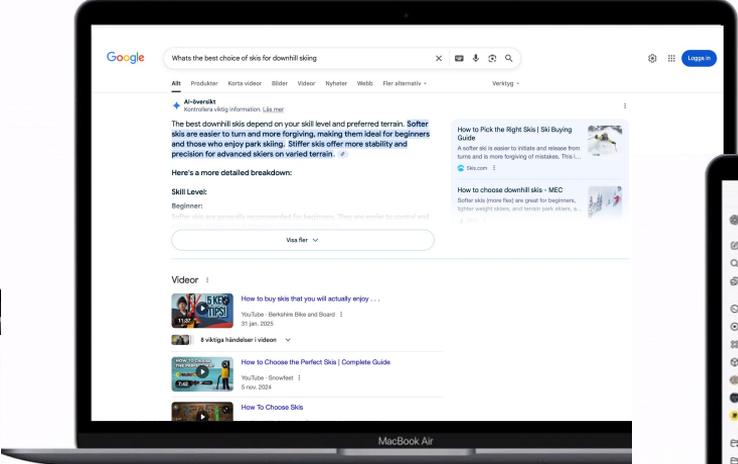
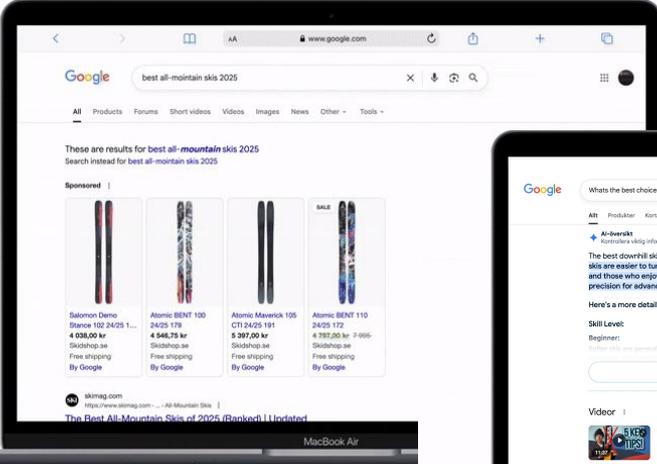


What is GEO?

GEO , Generative Engine Optimization, is about making sure your brand's products, content, and expertise are included when AI generates results.

Where SEO is about ranking on a page, GEO is about becoming the recommendation the AI gives.

Search Engine Optimization (SEO) vs Generative Engine Optimization (GEO)



2 Types of Interaction in GEO

Informational Queries → Goal = Be Quoted

Commercial/Transactional Queries → Goal = Be Recommended



Organic Informational Queries → Goal = Be Quoted

Whats the safest sunscreen for children?

ChatGPT 5

Share



Whats the safest sunscreen for children?

When it comes to sunscreen safety for children, both dermatologists and pediatricians consistently recommend **mineral (physical) sunscreens** containing **zinc oxide** and/or **titanium dioxide**. These ingredients act as a physical barrier by reflecting and scattering UV rays, and are generally considered **safer and gentler** on young, sensitive skin than chemical sunscreen filters. [chop.edu +4](#)

Why Mineral Sunscreen Is the Safest Choice

- **Physical blockers, not chemical absorbers**
Mineral sunscreens sit on top of the skin and reflect the sun's rays, rather than being absorbed into the bloodstream like many chemical filters. [Children's Hospital Los Angeles](#) [Wikipedia](#)
- **Gentle and non-irritating**
Zinc oxide and titanium dioxide are less likely to exacerbate eczema or cause stinging, making them especially suitable for babies and young children. [Doctor Rogers Skin Care +15](#)
- **Recognized as safe by regulatory bodies**
Only these two mineral ingredients are officially designated "Generally Recognized As Safe and Effective" (GRASE) by the FDA. [Wikipedia +2](#)
- **Avoid spray forms for young children**
Aerosol sprays can be accidentally inhaled—health authorities advise against using aerosol sprays on young children. [chop.edu +15](#)

Sunscreen Guidelines for Children

- Use a **broad-spectrum sunscreen with SPF 30 or higher** to protect against both UVA and UVB rays. [AAD.org +6](#)
- Choose **water-resistant formulas**, especially for active or swimming. [Cleveland Dermatology & Surgery Group](#)
- **Infants under 6 months** should avoid sunscreen when possible. If sunscreen is necessary, apply a small amount of mineral-based sunscreen. [NHS.uk +15](#)

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Aerosol sprays can be accidentally inhaled—health authorities advise against using aerosol sprays on young children. [chop.edu +15](#)

← → 1/16

[Doctor Rogers Skin Care](#)

Safer Sunscreen Options For Kids | Dermatologist Heather ...

4 Juni 2024 — I favor mineral based sunscreen that contains zinc oxide for kids. This is particularly the ...

Sunscreen Guidelines for Children

Organic Commercial/Transactional Queries → Goal = Be Recommended

Were do i buy sunscreen online?

products. View all

5. Local Swedish Brands like Beachkind

- Eco-friendly, family-oriented mineral sunscreen developed in Sweden. Available online via platforms like 23stbeauty. 23stbeauty.com

6. Reddit Recommendations

- Swedish users often suggest accessible brands like Eucerin, ACO, Garnier Ambre Solaire, La Roche-Posay, Vichy, Apotek Hjärtat's in-house brand, and Anglamark. Many of these are widely available online through apotek (pharmacy) websites. Reddit
- Popular online pharmacies include Apotek, Kronans, Apoteket, and Hjärtat. Reddit

Recommended Sunscreen Products Available Online in Sweden



Popular, sensitive-skin friendly, ...

Physical (mineral), vegan & fragr...

Spray form, ideal for kids & some...

La Roche-Posay Anthelios UVMUNE 400 Invisible Flu...

Hellocare Mineral Tolerance Fluid SPF 50

HELOCARE 360° Pediatrics Atopic Lotion Spray SPF 50

Apotek Hjärtat • others ★ 4.6

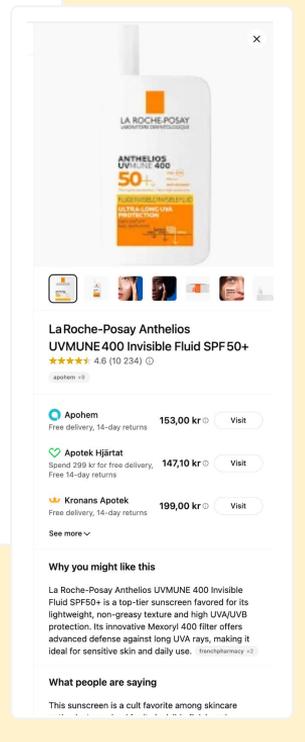
DELG/3/UVV Salong VIVO

DELG/3/UVV Salong VIVO

ChatGPT chooses products independently. [Learn more](#)

Highlights:

- La Roche-Posay Anthelios UVMUNE 400 Invisible Fluid SPF50+**
A very popular choice in Sweden—offers high UVA/UVB protection with invisible, lightweight finish. Easy to apply, suitable for daily and travel use.
- Hellocare Mineral Tolerance Fluid SPF 50**



LA ROCHE-POSAY ANTHELIOS UVMUNE 400

ANTHELIOS UVMUNE 400 50+

ULTRA-LIGHTWEIGHT FLUID SUNSCREEN

La Roche-Posay Anthelios UVMUNE 400 Invisible Fluid SPF 50+

★★★★★ 4.6 (10 234)

Apotek

Apotek **153,00 kr** Visit

Free delivery, 14-day returns

Apotek Hjärtat **147,10 kr** Visit

Spend 299 kr for free delivery, Free 14-day returns

Kronans Apotek **199,00 kr** Visit

Free delivery, 14-day returns

See more

Why you might like this

La Roche-Posay Anthelios UVMUNE 400 Invisible Fluid SPF50+ is a top-tier sunscreen favored for its lightweight, non-greasy texture and high UVA/UVB protection. Its innovative Mexoryl 400 filter offers advanced defense against long UVA rays, making it ideal for sensitive skin and daily use. thesunscreen.com

What people are saying

This sunscreen is a cult favorite among skincare



How to become the brand AI recommends

(instead of your competitors)

The 3 Pillars of SEO/GEO

Based on our experience, effective SEO and GEO optimization relies on 3 pillars:

1. Authority through backlinks & mentions
2. Relevance via quality content
3. Technology ensuring search engines can access and index your site efficiently



Authority

Growing
backlink profile

Acquisition of
new domains

Brand halo
growing

Dedicated link
building actions



Relevance

Good PDP
content

Content on
categories

Consistent
blog content

Support recrawls
and attract traffic



Technology

Good indexation

Very strong
technical SEO
foundation

Constant
monitoring

Performance

Technical Foundations for GEO Success

1

Crawlability & Accessibility

Site speed, mobile readiness, clean HTML

2

Structured Data & Feeds

Schema markup, product feeds, knowledge graph connections

3

Content Dev Workflow

Enable marketing to update structured content without dev bottlenecks

GEO Ready Follow-Up Checklist

- ❑ **Structure content for easy retrieval:** Write content with clear headings, short summaries, and bullet points so generative engines can quickly understand it. Make sure each section gives a complete answer that stands on its own, even if it's taken out of context
- ❑ **Build authority and trustworthiness signals:** Show that your content and insights comes from credible people (such as subject matter experts and partners) and include their bios or credentials when possible. Reinforce trust by adding signals like ratings, customer reviews, UGC, awards, and testimonials. Use data, citations, and facts that large language models can easily pick up and reference
- ❑ **Set up custom channels** in the tracking tool that will show the impact of AI tools on the site's traffic, transactions, and revenue.
- ❑ **Set up a dashboard** that tracks site's keywords visibility in AI Overview and other similar solutions with tools like Semrush / Ahrefs. Monitor trends and changes.
- ❑ **Ensure website is crawlable and optimized** (avoid JS rendering for bots) for search engines weaker than Google (e.g. Bing)
- ❑ **Use all recommended structured data features** - Article, Product, Organization etc.

Summary - How to become the brand AI recommends

 **Authority Signals + Relevance Signals + Technical Clarity**
= AI Trust & Recommendations

 **Informational queries**
Be Quoted

 **Commercial queries**
Be Recommended



Practical ways to measure your content's performance in AI search

Measure to track and assess your content's impact in AI search

Set your (KPIs) for AI search tracking:

AI Referral Traffic

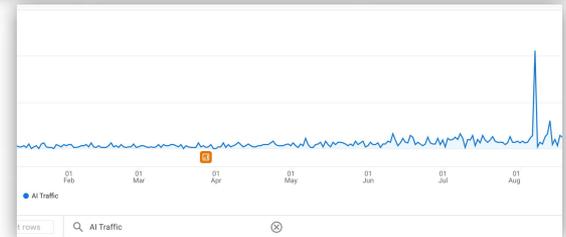
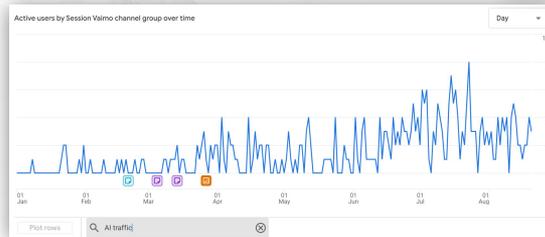
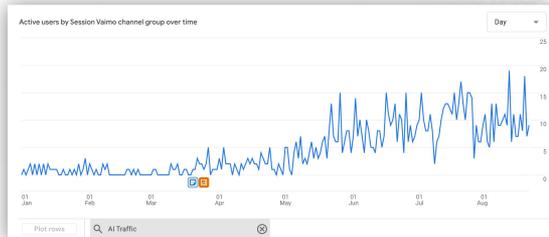
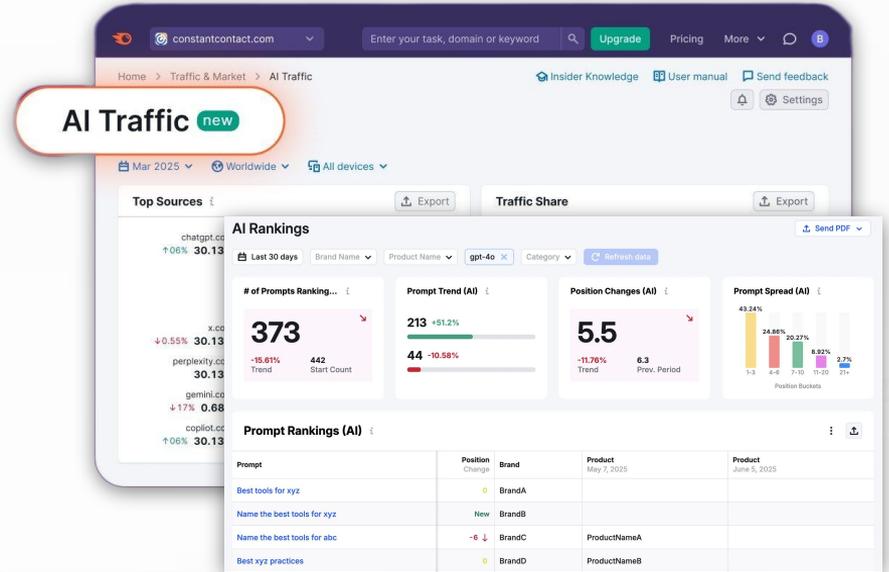
AI-driven conversion rates

Brand mentions in AI responses

Keyword rankings in AI overviews to assess traffic, sales, and visibility

AI-Driven Engagement

AI-Driven Conversion Rate





Common GEO Mistakes

Top mistakes:

-  **Treating GEO as traditional search**
-  **Ignoring technical readiness**
-  **No AI-specific content strategy**

Getting Started



“For each month you wait, competitors feed AI models, and those models remember.”

Core Audit

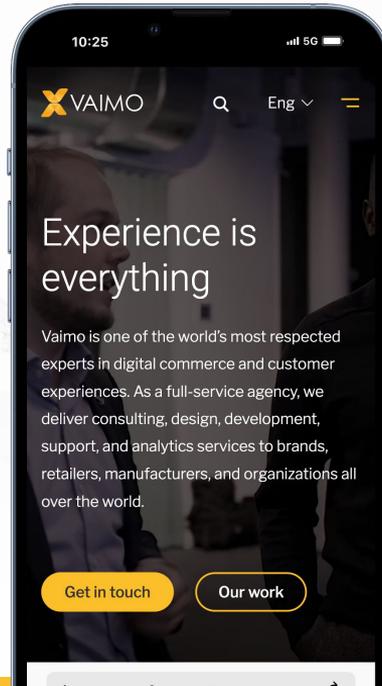
Standard Audit

Full Audit

We created a **Generative Search Engine audit** to get ready for the future when customer behavior changes. By focusing on the intersection of commerce, customer experience, and technology we can delivery a full overview based on your needs.

Input:

- 👍 Technical analysis
- 👍 Content analysis
- 👍 Analytics check
- 👍 Competitor analysis
- 👍 Product feed check



Output:

- 💡 Use cases as epics and user stories to be realised
- 💡 Roadmap with pap analysis for growth opportunities.
- 💡 Content recommendation
- 💡 Open AI product feed onboarding
- 💡 Ga /AA Config to measure traffic



Quick Poll!
Deep Dive?

Q&A

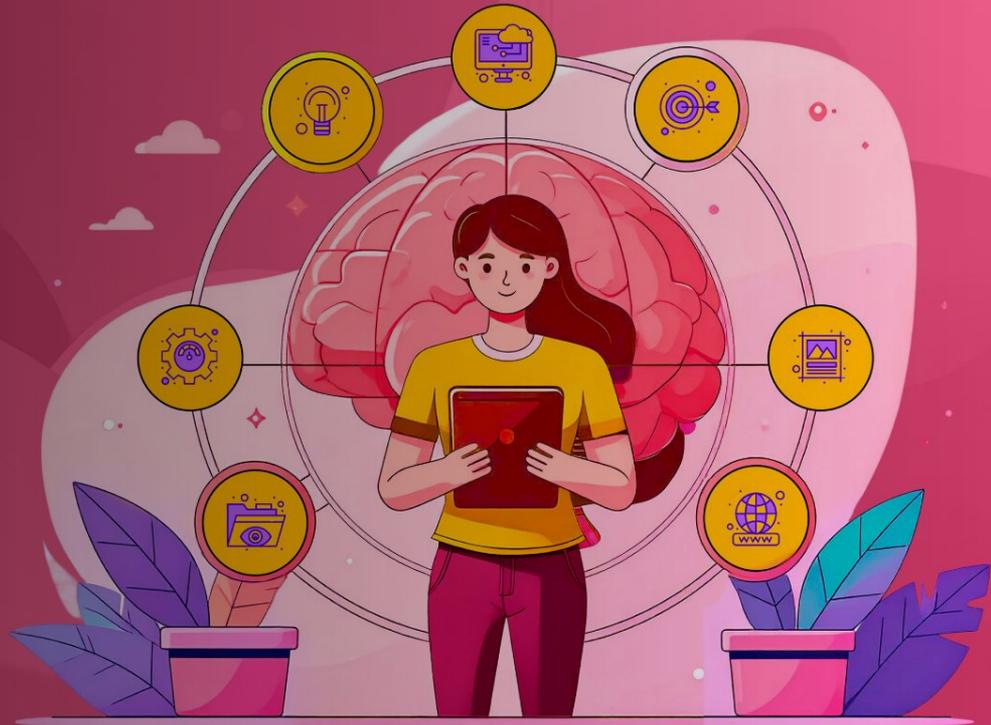
Time for your questions



Niclas Cullberg
Lead Strategy Consultant



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Global Head of Marketing



Our Approach

At Vaimo, we believe experience is everything — and great customer experience doesn't happen by accident. It's the result of aligned strategy, intuitive design, meaningful engagement, scalable technology, and data that drives every decision.

Our SEO/GEO Optimization Process

Optimization Cycle



Analyze

In depth platform assessment, audits, research, checklists



Prioritize

Evaluation around meaningful, categorised and condensed results



Report

Prioritised list of projects, action items and quick win fixes



Discuss

Discussion with client to align on time allocation and budget



Implement

VAIMO developers implement fixes and optimisations



Monitor

Monthly monitoring to prevent regression and keep the momentum

ASSESSMENT

ALIGN

OPTIMIZATION

MONITORING