

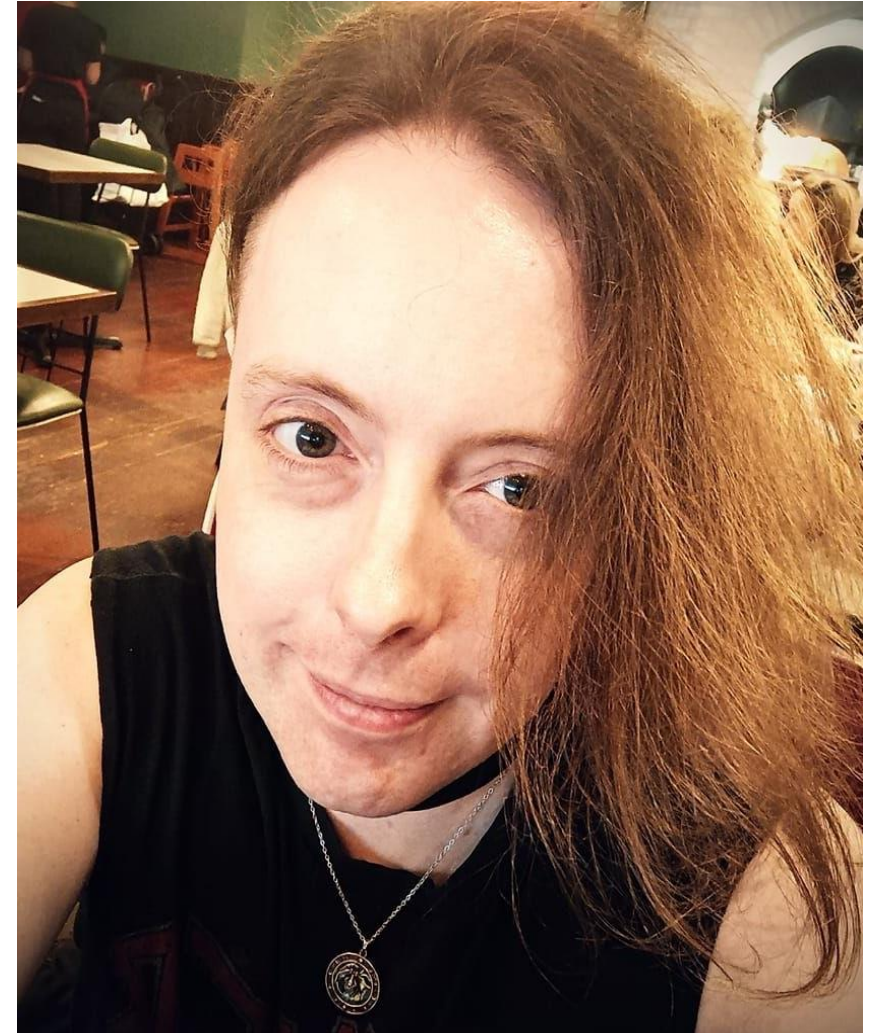


EPIC Intro & GSO Notes **(2025)**

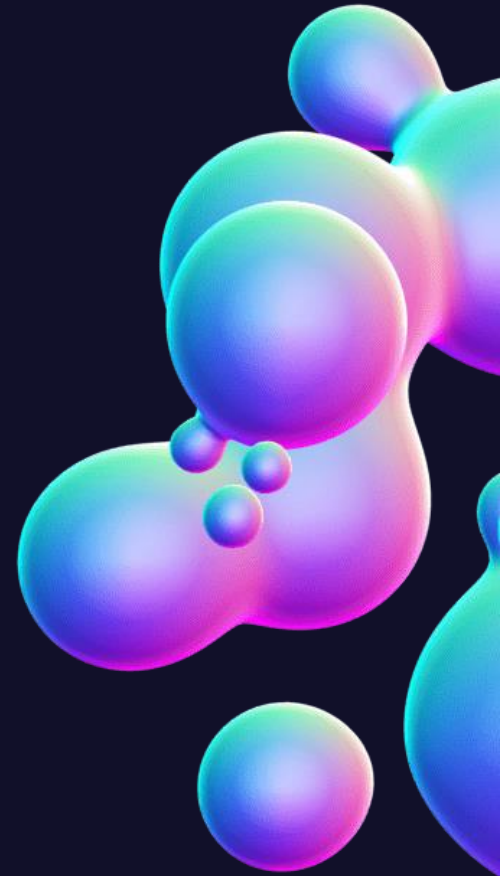
James Allen

About James

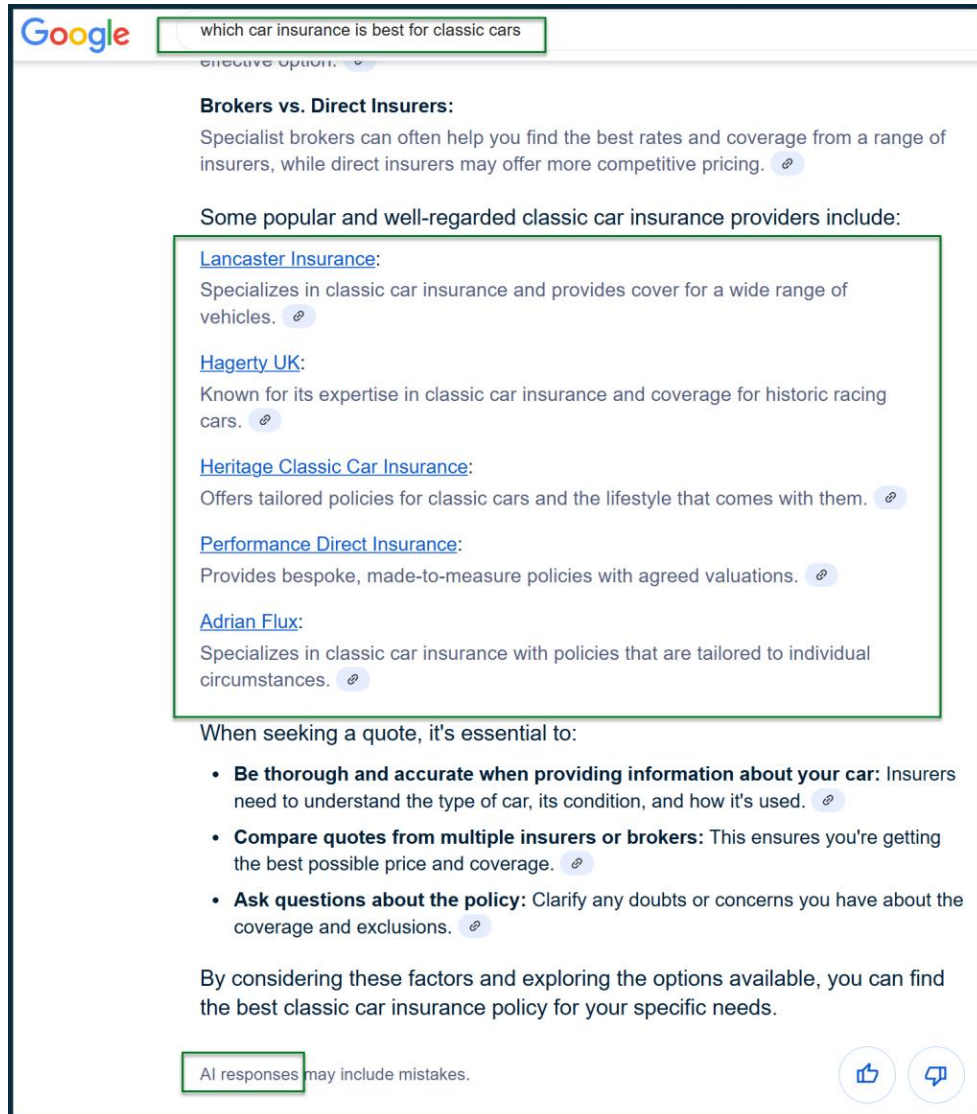
- **Technical SEO** Wizard & Analytics Specialist
- AI API scripting dabbler (Python)
- Working in SEO since 2009,
Search Engine Land author:
<https://searchengineland.com/author/james-allen>
- Always experimenting with Python and **AI automation**, including modern AI agents like Mind Studio and N8N



What is GSO and how is AI changing search?



What is GSO?



GSO stands for **Generative Search Optimisation**

When users request information from AI (via search results or a chat bot) – **they are performing a generative search** query

The query may be for information, navigation, or may be commercial / transactional in intent

AI will then attempt to answer or respond to the question

Sometimes AI will highlight a relevant brand, product or website

Attempting to get your brand referenced by AI, is what GSO is all about

Elements of Generative Search Optimisation (GSO)

Pre-Training Data

Is your website & content contained in the training data i.e. Large Language Model (LLM)

Queries /Prompts

What prompts or questions do users ask? Use of SEO tools as a proxy for common prompts

Retrieval-Augmented Generation (RAG) Data

Accessing live online data to supplement the LLM

Mentions in the responses

How to measure if you are found for the target queries & prompts?

Generative Search Optimisation (GSO)

What changes can you make to increase your presence in query responses?

GEO vs GSO

forbes.com/councils/forbesagencycouncil/2025/01/02/generative-engine-optimization-geo-the-future-of-sear...


Calendar GA4 GSC Looker Studio GTM CMap ClickUp ChatGPT MindStudio N8N

No, I didn't mean to say SEO.

Generative engine optimization (GEO) is the latest evolution in digital strategy, designed to help businesses thrive in the age of generative engines (GEs). If you're not familiar with GEs yet, you're about to be. These groundbreaking platforms are rewriting search rules by blending traditional search engines' functionality with the power of generative AI.

Imagine asking a search engine a question and getting not just a list of links, but a thoughtful, multimodal response complete with text, images or even videos customized to your query. That's the magic of generative engines, and GEO is the strategy to ensure your business stands out in this new landscape.

PROMOTED



TOXIC PERSON INSIDE YOU
ACCORDING TO YOUR PROCRASTINATION TYPE

ATTENTION SEEKER

- Trauma bonding... 37%
- Isolation... 33%
- Prolonged trauma... 13%
- Self-critique... 40%
- Avoidance... 30%

MANIPULATOR

- Pseudo-pleasure... 20%
- Overwhelmed... 40%
- No boundaries... 39%
- Co-dependent... 66%
- Self-centered... 77%

IT'S CRAZY HOW EASILY IT WORKS...
TAKE TEST

DRAMA MAGNET

- Nostalgia... 57%
- Anxiety panic... 69%
- Perfectionist... 26%
- Hyperactivity... 30%

CONTROL FREAK

- Perfectionism... 37%
- Dissociation... 84%
- Isolation... 33%
- Numb... 3%
- Shut down... 23%

You might be thinking, "But AI is smart—it should be able to interpret and feature my content without much effort on my part, right?" Not exactly. While GEs are highly intelligent, they still rely on clear, relevant and structured information to craft their answers. If your content isn't optimized for their unique way of processing data, it could easily get overlooked.

What Are Generative Engines?

Generative engines are an AI-driven evolution of search. At its core, GEs offer users more than just answers—they deliver insights.

GEO (Generative Engine Optimisation) is **broader** and is currently more commonly referenced in the industry

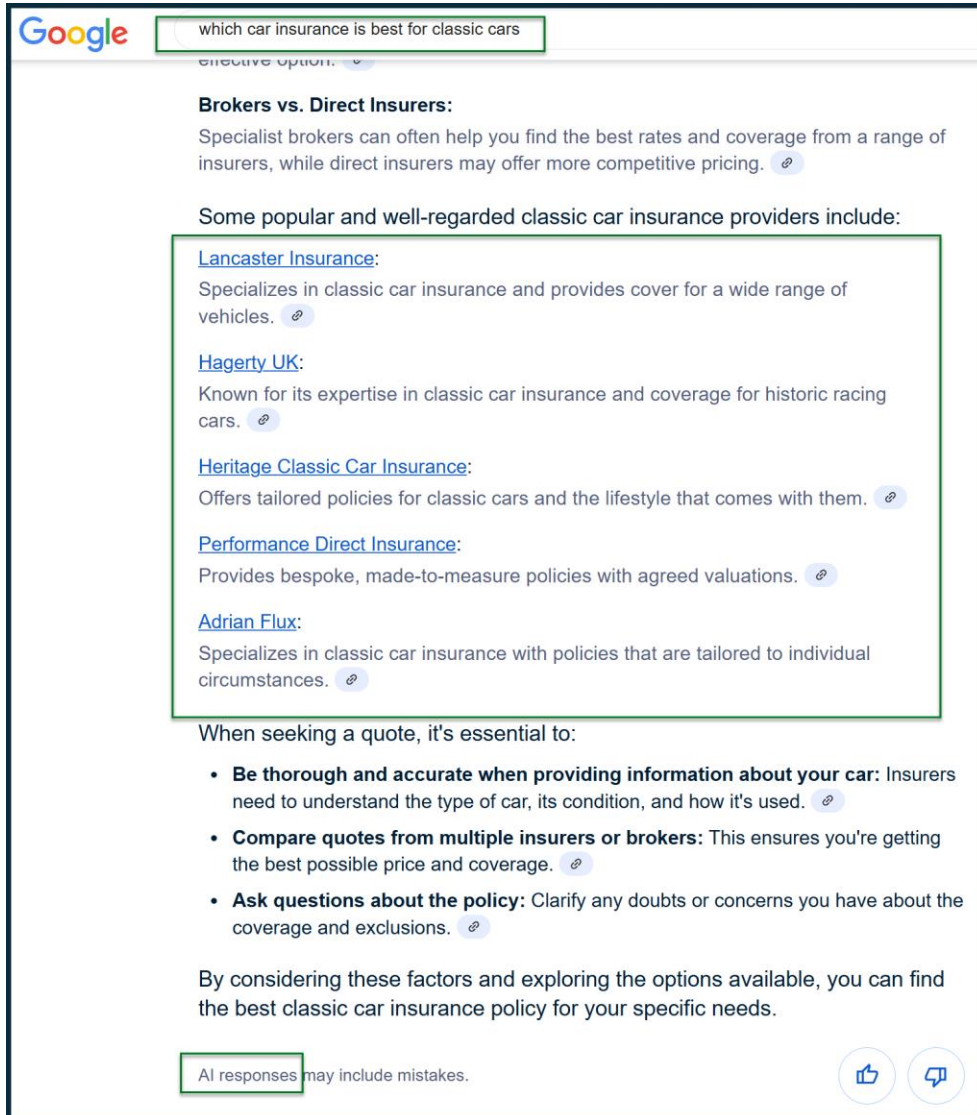
GEO focuses more on broad representation inside LLMs

GEO, unlike GSO, isn't necessarily related to search or prompt-based queries in a granular way, or the monitoring of specific, individual mentions

GSO isn't exclusively limited to **search-driven AI responses** (e.g. Google Ai overviews) – but it **does retain higher focus in this area**

If your aim is to ensure your company is **well-represented** in AI-generated product copy or internal knowledge tools (LLM), but **not specifically** in response to prompt / search queries, that's GEO (not GSO)

Search-First GSO vs AI-first GSO



Google

which car insurance is best for classic cars

Brokers vs. Direct Insurers:

Specialist brokers can often help you find the best rates and coverage from a range of insurers, while direct insurers may offer more competitive pricing.

Some popular and well-regarded classic car insurance providers include:

Lancaster Insurance:
Specializes in classic car insurance and provides cover for a wide range of vehicles.

Hagerty UK:
Known for its expertise in classic car insurance and coverage for historic racing cars.

Heritage Classic Car Insurance:
Offers tailored policies for classic cars and the lifestyle that comes with them.

Performance Direct Insurance:
Provides bespoke, made-to-measure policies with agreed valuations.

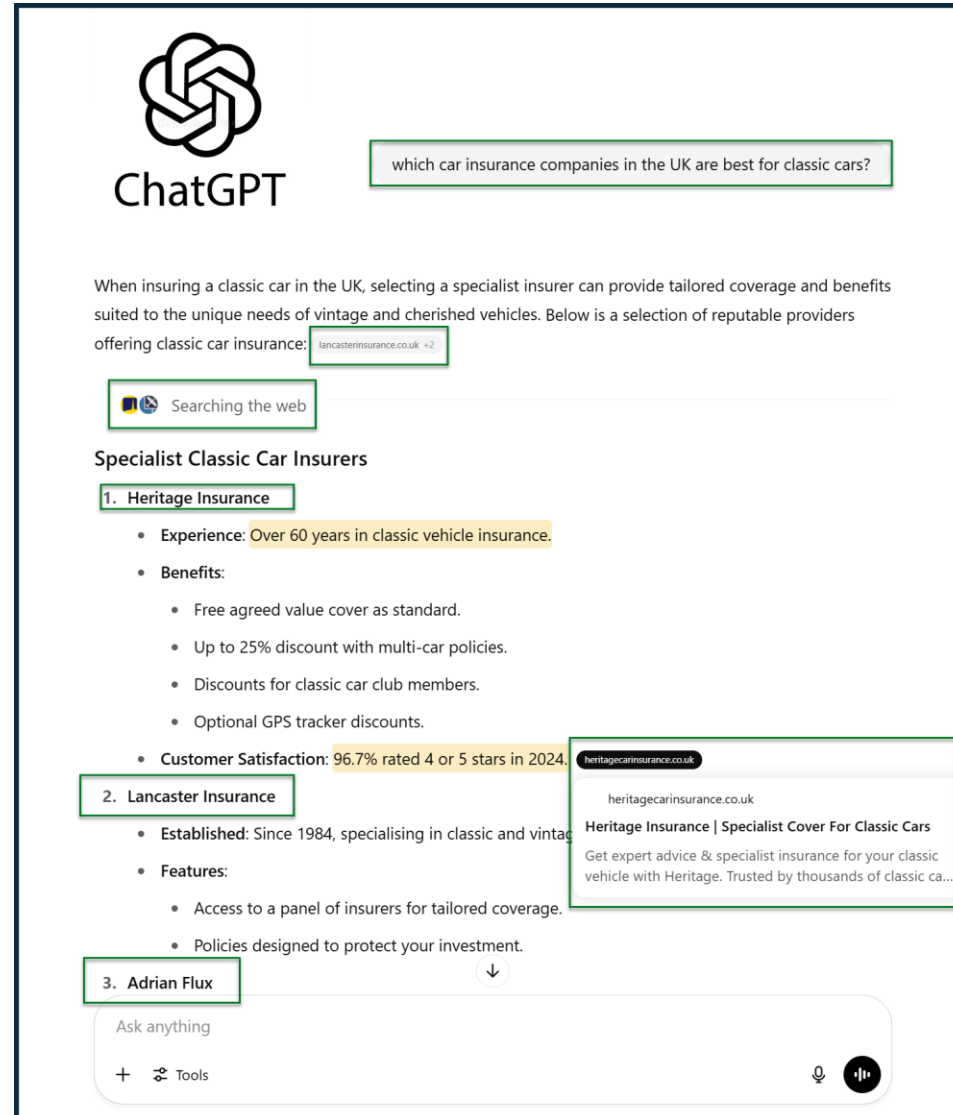
Adrian Flux:
Specializes in classic car insurance with policies that are tailored to individual circumstances.

When seeking a quote, it's essential to:

- **Be thorough and accurate when providing information about your car:** Insurers need to understand the type of car, its condition, and how it's used.
- **Compare quotes from multiple insurers or brokers:** This ensures you're getting the best possible price and coverage.
- **Ask questions about the policy:** Clarify any doubts or concerns you have about the coverage and exclusions.

By considering these factors and exploring the options available, you can find the best classic car insurance policy for your specific needs.

AI responses may include mistakes.



ChatGPT

which car insurance companies in the UK are best for classic cars?

When insuring a classic car in the UK, selecting a specialist insurer can provide tailored coverage and benefits suited to the unique needs of vintage and cherished vehicles. Below is a selection of reputable providers offering classic car insurance:

Searching the web

Specialist Classic Car Insurers

- 1. Heritage Insurance**
 - Experience: Over 60 years in classic vehicle insurance.
 - Benefits:
 - Free agreed value cover as standard.
 - Up to 25% discount with multi-car policies.
 - Discounts for classic car club members.
 - Optional GPS tracker discounts.
 - Customer Satisfaction: 96.7% rated 4 or 5 stars in 2024.
- 2. Lancaster Insurance**
 - Established: Since 1984, specialising in classic and vintage.
 - Features:
 - Access to a panel of insurers for tailored coverage.
 - Policies designed to protect your investment.
- 3. Adrian Flux**

Ask anything

Tools

In Google's case (AI overviews), **such results are search-first.** A normal web search is performed, and Google's AI can leverage their web / search data

For ChatGPT it's **different.** The **AI / chat functionality is primary;** subsidiary searches are then launched

Search & AI are Interconnected

Bing search results for "which car insurance is best for classic cars". The search bar shows the query. Below the search bar, there are tabs for ALL, SEARCH, COPILOT, SHOPPING, IMAGES, VIDEOS, MAPS, and MORE. The results show "About 8,730,000 results". A summary box titled "The best insurance for classic cars includes the following" lists several companies: Hagerty, American Collectors, American Modern, Progressive, and USAA. A callout box states: "This summary was generated by AI from online sources. Find the source links this summary under 'Based on sources'." Below the summary, there are links to "The Best Classic Car Insurance of 2024" and "Best Classic Car Insurance in 2025". At the bottom, there is a link to "Compare Classic Car Insurance Quotes | Compare the Market" with a date of "13 Jan 2025".

Claude AI response for the query "which car insurance companies in the UK are best for classic cars?". The response shows a search bar with the query and a "Searching the web" button. Below the search bar, there are two search results: "best UK car insurance companies classic cars 2025" and "UK specialist classic car insurance companies", both with "10 results" and a dropdown arrow. The response then states: "Based on my research, here are the best car insurance companies in the UK for classic cars:". It lists "Top UK Classic Car Insurance Specialists" and provides a numbered list of three companies: 1. Hagerty UK, 2. NFU Mutual, and 3. Peter Best Insurance Services. Each company is followed by a brief description of its services.

There are **further examples of search engines trying to do AI**, like Bing

And of course, **further examples of AI bots trying to penetrate search**, like Claude or Perplexity

In either instance, there are searches and AI responses, hence "GSO" or Generative Search Optimisation

SEO vs GSO

The image shows two side-by-side search results for the query "which car insurance is best for classic cars".

GSO (Google Search Overview): The top result is a text snippet titled "Brokers vs. Direct Insurers:" explaining that specialist brokers can help find the best rates and coverage. Below this, it lists "Some popular and well-regarded classic car insurance providers include:" followed by a list of links: Lancaster Insurance, Hagerty UK, Heritage Classic Car Insurance, Performance Direct Insurance, and Adrian Flux. Each link is followed by a short description of the provider's specialization.

SEO (Search Engine Optimization): The top result is a link to "Go Compare" with the title "Compare Classic Car Insurance Quotes | GoCompare". Below the link is a short description of classic car insurance. Underneath, there is a section titled "People also ask" with four questions and dropdown arrows: "Who is the best classic car insurance in the UK?", "What is the best car insurance company for classic cars?", "Which car insurance is best for old cars?", and "How to get cheap insurance on classic cars?". Below this, there are three organic search results: "Compare the Market", "Lancaster Insurance", and "Performance Direct Insurance", each with a link, title, and short description.

SEO is Search Engine Optimisation, which involves various tasks to promote web properties within Google's non-paid results

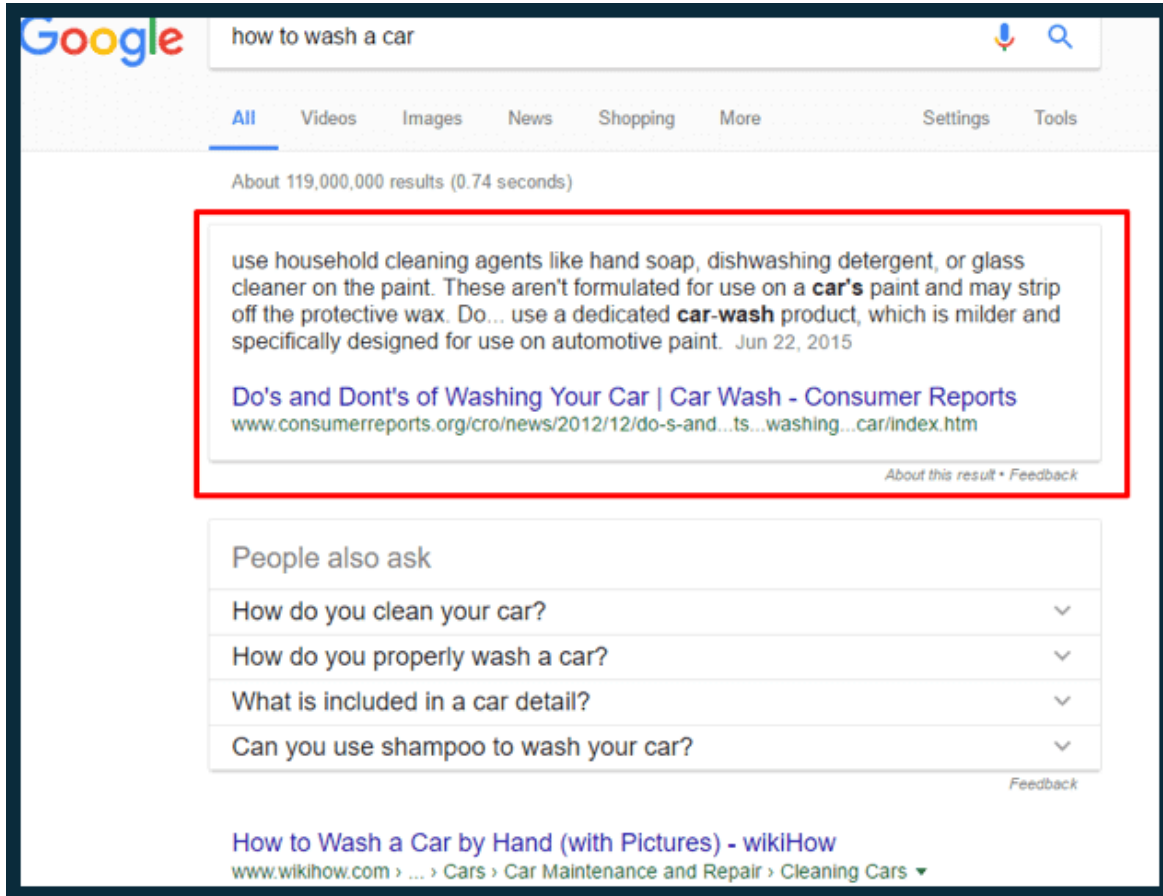
SEO doesn't cover Google's AI Overviews LLM or appearing more prominently within broader AI results

Google still provide standard web results, though they are diminishing over time

Google's AI, and other AI's, still access websites and need to understand their contents

For now, **GSO supplements SEO** and hasn't replaced it (yet)

This Direction Isn't New to Search



Google have been moving away from lists of web links, and **towards providing 'just the answers' since before the AI revolution**

Previously Google algorithmically generated **featured snippets (2014)** based on their knowledge graph data

It **wasn't AI-powered** (though some algorithmic NLP was involved), but it **looked very similar**

During that time there was much talk that this would 'kill' SEO – it didn't. SEO simply adapts to new search techniques (like AI) and incorporates new activities and skillsets, such as those needed for GSO

GSO: Why Care?

Google is continuing to **move away from lists of links** as a search response

Don't forget **other popular AI bots and models, such as ChatGPT, Claude and Perplexity** (seeing increasing use)

Understanding **how we can enter all these AI responses** is key

Users are moving towards digesting AI-powered responses

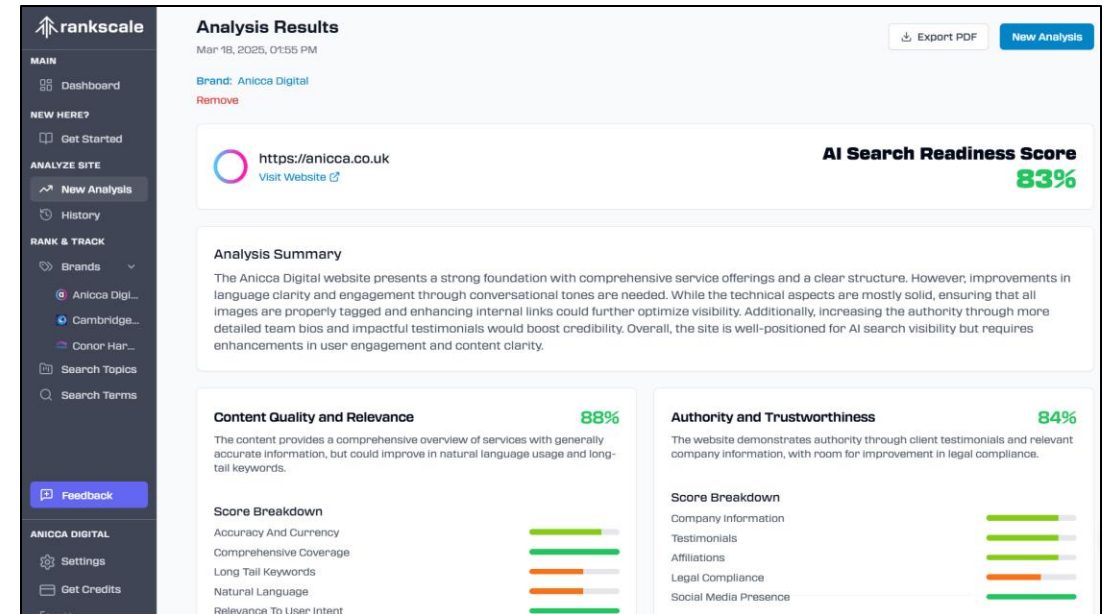
We must be there. It's where the traffic is

Preparing for GSO

More research to understand the exact techniques to 'enter' AI responses

New and different activities to supplement core SEO activities

We must learn to monitor and measure our references within AI responses –
more on this later





Any questions?

Thank you

Email1: 1@anicca.co.uk

Email2: 2@anicca.co.uk

Email3: 3@anicca.co.uk

Email4: 4@anicca.co.uk