

GENERATIVE ENGINE OPTIMIZATION IN THE AI- DRIVEN SEARCH ERA



SEARCH

WHY GENAI IS CHANGING THE AREA OF ONLINE MARKETING

WHO'S MATHIAS?

- SW dev education, B2B SW sales, 🐱 side-projects
- Joined a DT Startup as CSO in 2023, sought visibility in Perplexity. Found a BIG black box.
- MVP: Grade websites and provide guidance.
- Monitoring LLM visibility? Goodbye free time.



THE START

GENAI REVOLUTION & ITS REACH

- ChatGPT Launch in 2022 with high public attention
- Low marketing relevance (outdated training data, long feedback loop)
- Perplexity at the forefront with web search - but low adaption yet



2023

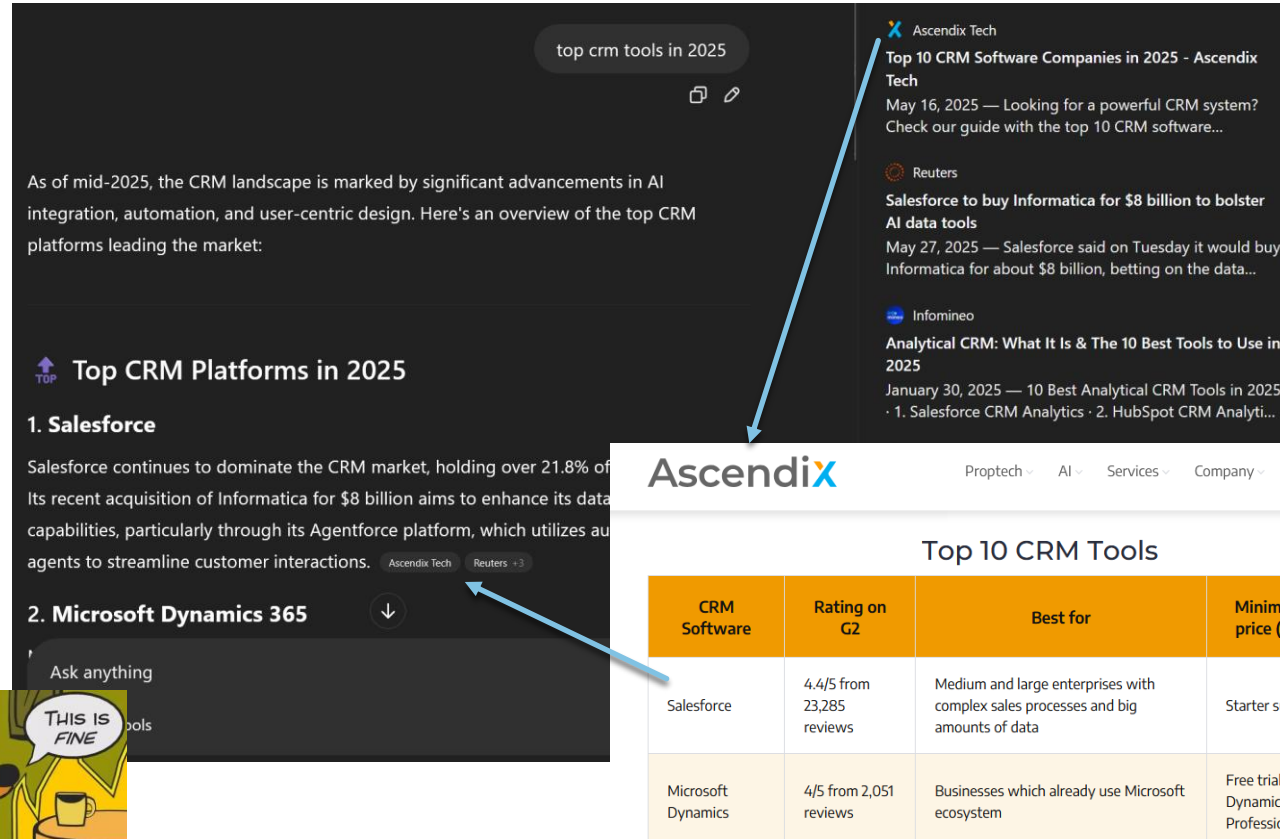
2024

2025

THE CONVERGENCE OF AI CHAT AND SEARCH

AI CHATBOTS ARE BECOMING POWERFUL SEARCH ENGINES

- LLMs integrate web search to respond to user questions/queries
- Data from Google, Bing & Brave

top crm tools in 2025

As of mid-2025, the CRM landscape is marked by significant advancements in AI integration, automation, and user-centric design. Here's an overview of the top CRM platforms leading the market:

Top CRM Platforms in 2025

- 1. Salesforce**
Salesforce continues to dominate the CRM market, holding over 21.8% of the market. Its recent acquisition of Informatica for \$8 billion aims to enhance its data capabilities, particularly through its Agentforce platform, which utilizes AI agents to streamline customer interactions.
- 2. Microsoft Dynamics 365**

Top 10 CRM Software Companies in 2025 - Ascendix Tech
May 16, 2025 — Looking for a powerful CRM system? Check our guide with the top 10 CRM software...

Reuters
Salesforce to buy Informatica for \$8 billion to bolster AI data tools
May 27, 2025 — Salesforce said on Tuesday it would buy Informatica for about \$8 billion, betting on the data...

Infomineo
Analytical CRM: What It Is & The 10 Best Tools to Use in 2025
January 30, 2025 — 10 Best Analytical CRM Tools in 2025
1. Salesforce CRM Analytics 2. HubSpot CRM Analytics...

Ascendix

PropTech AI Services Company

Top 10 CRM Tools

CRM Software	Rating on G2	Best for	Minimum price (per user)
Salesforce	4.4/5 from 23,285 reviews	Medium and large enterprises with complex sales processes and big amounts of data	Starter s...
Microsoft Dynamics	4/5 from 2,051 reviews	Businesses which already use Microsoft ecosystem	Free trial Dynamic Professio...

2023

2024

2025

THE DATA-DRIVEN IMPACT: RISING AI REFERRAL TRAFFIC

MEASURABLE TRAFFIC IS NOW ORIGINATING FROM AI PLATFORMS

- 63% of websites receive AI referral traffic.
- ~1 % of overall traffic coming from ChatGPT.
- It's growing (very) fast.

<https://ahrefs.com/blog/ai-traffic-study/>

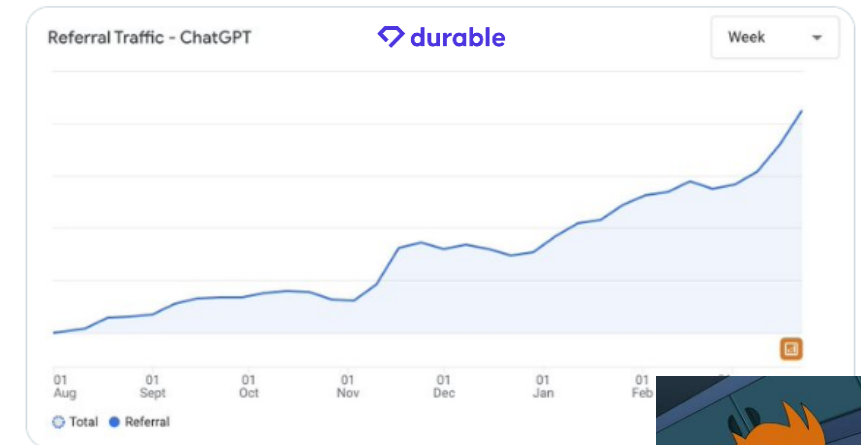
<https://searchengineland.com/smb-websites-rising-traffic-chatgpt-ai-engines-453201>



Since October, our referral traffic from ChatGPT has increased 1433%.

It's now our 3rd largest customer acquisition channel, and the fastest growing.

I built my last business on SEO, and never thought I'd see the day when the Google Search box was the fallback option.



11:55 PM · May 29, 2025 · 1,735 Views



2023

2024

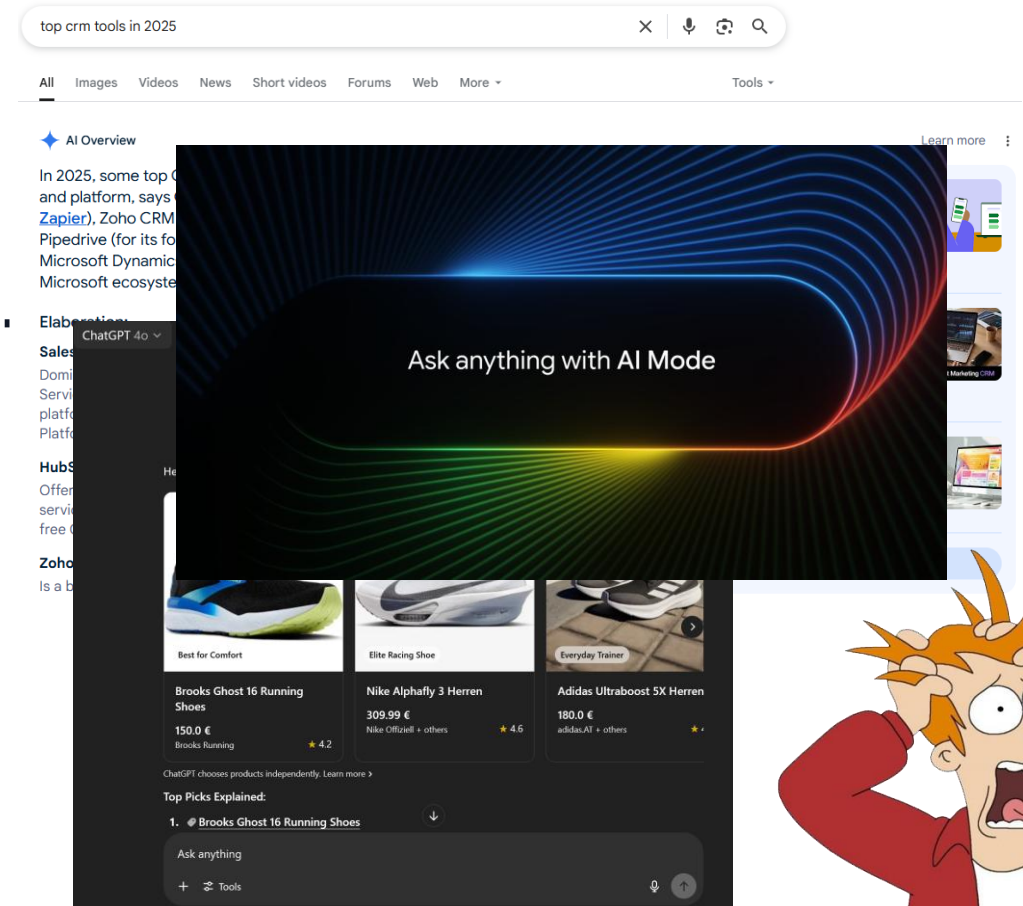
2025

THE COUNTER-EFFECT: DECLINING CLICK-THROUGH RATES

AI OVERVIEWS AND SEARCH-ENABLED LLMS ARE CHANGING USER BEHAVIOUR

- AI Overviews: 49% increase in impressions, but 30% decrease in CTR.
- ChatGPT introduced “Shopping”.
- Google introduced “AI Mode”.

<https://searchengineland.com/google-ai-overviews-search-clicks-fell-report-455498>



2023

2024

2025

THE CHALLENGES IN GENERATIVE ENGINE OPTIMIZATION (GEO)

KEY TAKEAWAYS

- Evolution of **Keywords** to **Key Phrases**
- Individual **Persona Influence**
- **Volatile LLM Responses**
- **LLMs** with web search are now highly **influenceable and spammable**

HOW TO OPTIMIZE FOR AI SEARCH (IN A NUTSHELL)

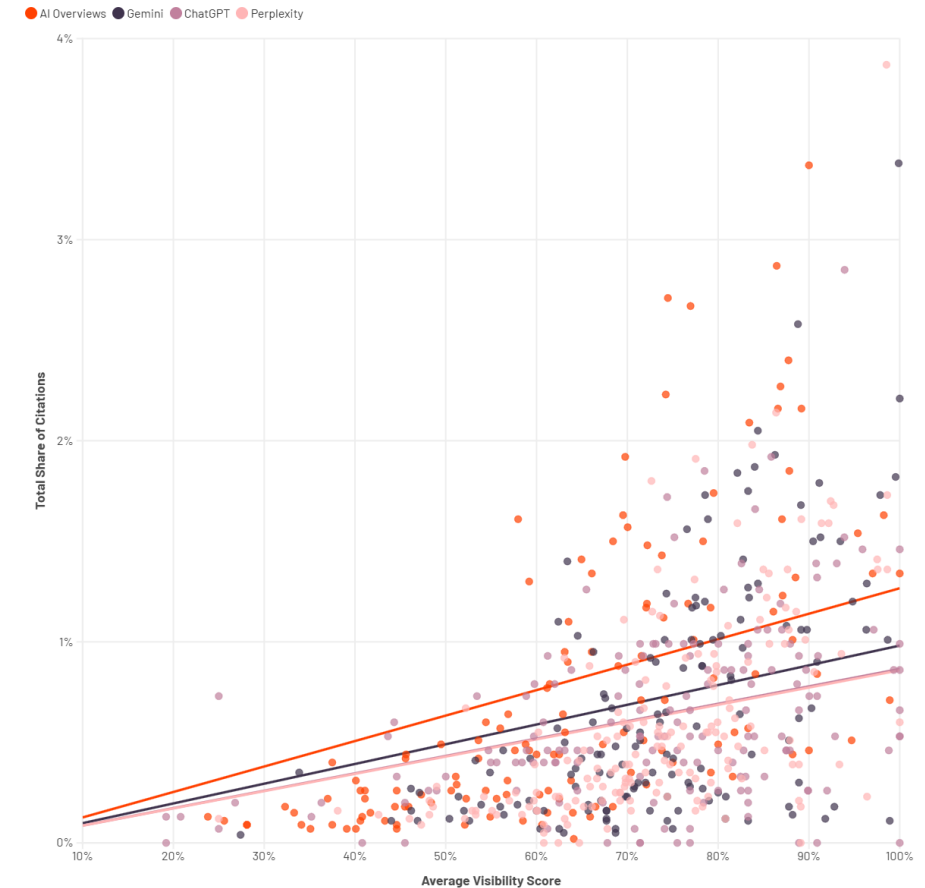
KEY STRATEGIES FOR THRIVING IN THE AGE OF AI SEARCH

- **Website Content:** Enhance existing content with AI friendly language, create new pages targeting uncovered LLM queries, avoid client-side JS.
- **Classic SEO:** Remains Crucial for web search listings.
- **Citations:** Focus on identifying and securing mentions within highly cited citation sources (blogs, news, reviews, social media, reddit,..).

WHY ARE CITATIONS IMPORTANT?

CITED SOURCES IN AI RESULTS DRIVE VISIBILITY

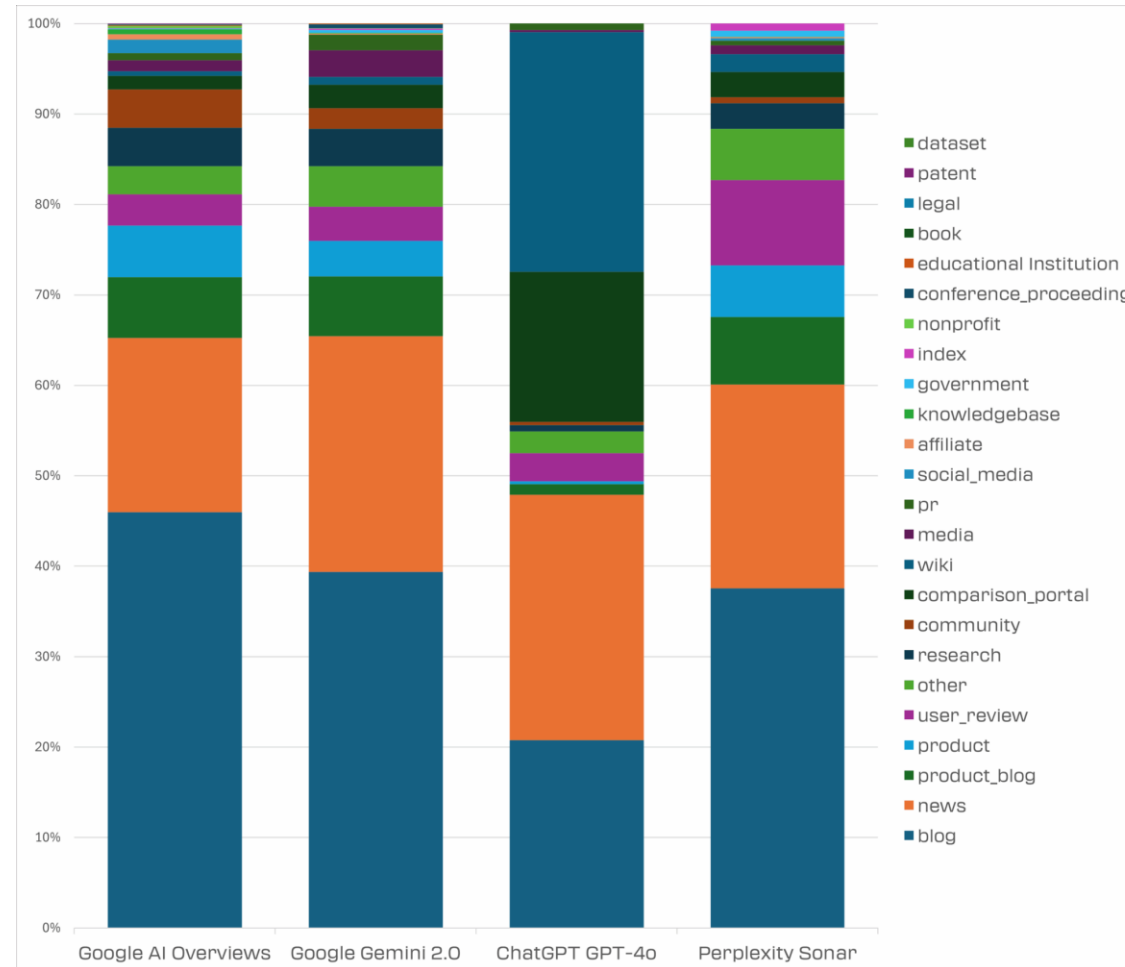
- From backlinks to text mentions (AI picks up)
- High amounts of “earned” citation references lead to higher average visibility scores
- AI overviews: 60-74% citation sources are from top10 SERP



<https://searchengineland.com/how-to-get-cited-by-ai-seo-insights-from-8000-ai-citations-455284>

AI ENGINE DIFFERENCES IN CITATIONS

DIFFERENT AI ENGINES, DIFFERENT SOURCES



<https://searchengineland.com/how-to-get-cited-by-ai-seo-insights-from-8000-ai-citations-455284>

AI ENGINE DIFFERENCES IN CITATIONS

DIFFERENT AI ENGINES, DIFFERENT SOURCES

	AI Overview		Gemini		ChatGPT		Perplexity	
B2C	reddit.com	5,25%	youtube.com	4,97%	en.wikipedia.org	23,33%	consumerreports.org	5,12%
	pcmag.com	2,79%	forbes.com	3,45%	reuters.com	4,81%	cnet.com	3,76%
	statista.com	2,32%	reddit.com	3,22%	pcmag.com	2,41%	en.wikipedia.org	3,38%
	quora.com	2,03%	pcmag.com	2,85%	apnews.com	2,41%	nerdwallet.com	3,05%
	youtube.com	1,72%	brandirectory.com	2,49%	mobilesnob.com	2,41%	techradar.com	2,72%
B2B	qualysec.com	2,46%	zapier.com	3,40%	en.wikipedia.org	29,74%	gartner.com	6,01%
	linkedin.com	2,29%	pcmag.com	2,43%	techradar.com	8,97%	builtin.com	4,94%
	zapier.com	2,26%	esecurityplanet.com	2,34%	forbes.com	5,13%	techtargt.com	3,49%
	esecurityplanet.com	1,52%	reddit.com	2,26%	reuters.com	3,85%	zapier.com	3,20%
	designrush.com	1,33%	techtargt.com	2,18%	toxigon.com	3,85%	designrush.com	2,52%
Mix	forbes.com	2,78%	investopedia.com	5,39%	en.wikipedia.org	27,86%	investopedia.com	7,75%
	linkedin.com	2,56%	nasdaq.com	3,48%	reuters.com	9,29%	builtin.com	5,26%
	learnworlds.com	2,51%	energytracker.asia	3,03%	ft.com	8,67%	learnworlds.com	3,42%
	investopedia.com	2,29%	carboeurope.org	2,92%	valuepenguin.com	6,19%	thinkific.com	3,42%
	thinkific.com	2,20%	proclinical.com	2,92%	investopedia.com	5,88%	careerfoundry.com	3,42%

<https://searchengineland.com/how-to-get-cited-by-ai-seo-insights-from-8000-ai-citations-455284>

AI ENGINE DIFFERENCES IN CITATIONS

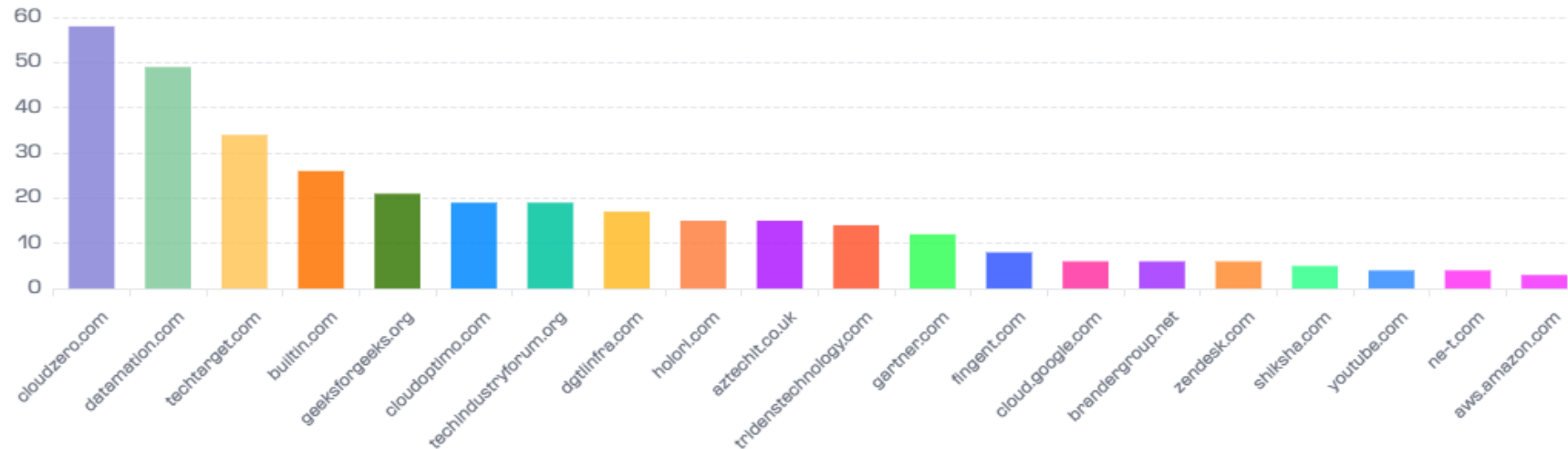
AI ENGINES WEIGHT CITATION SOURCES

- “How to find the best cloud computing providers” (AI overview)

Top 20 Citations by Domain



Top domains with stacked citations by URL. Click domain bar to filter, hover to highlight trend.



AI ENGINE DIFFERENCES IN CITATIONS

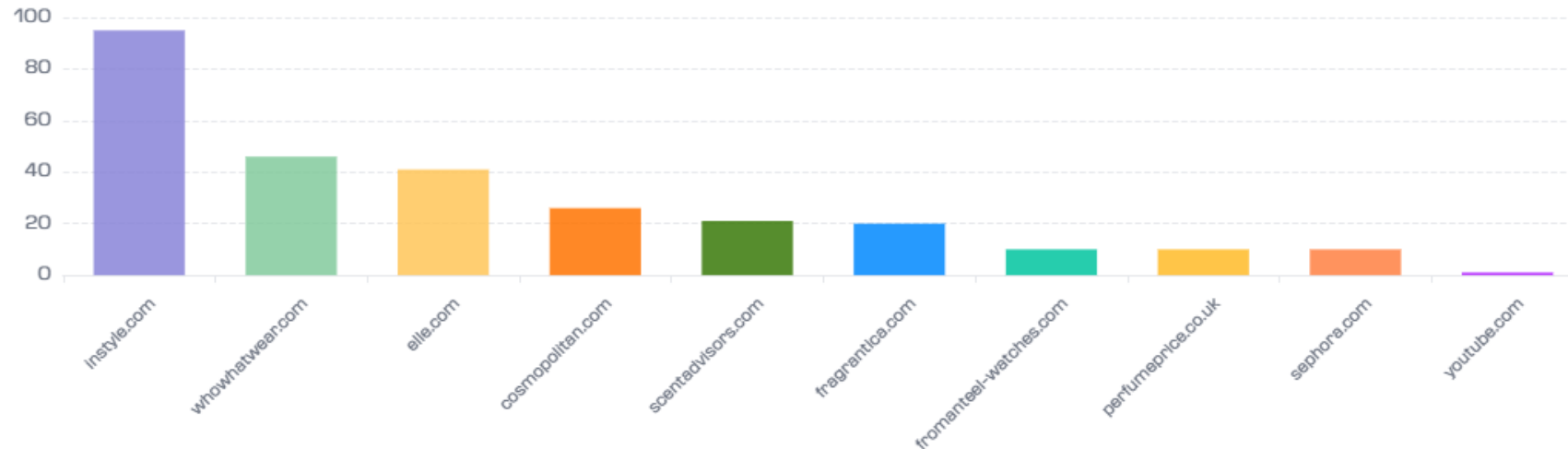
AI ENGINES WEIGHT CITATION SOURCES

- “Best everyday fragrances recommended by consumers” (Gemini 2.5)

Top 20 Citations by Domain



Top domains with stacked citations by URL. Click domain bar to filter, hover to highlight trend.



AI ENGINE DIFFERENCES IN CITATIONS

AI ENGINES WEIGHT CITATION SOURCES

- “Affordable Makeup brands suitable for personal use” (GPT-4o)

Citations Overview



 https://www.whowhatwear.com/best-affordable-makeup-brands ↗  4 brands  First: 5/25/2025  Last: 5/26/2025	 13 (27.1% share)
 https://unifycosmos.com/affordable-makeup-brands-recommended-by-beauty-experts ↗  1 brands  First: 5/25/2025  Last: 5/26/2025	 10 (20.8% share)
 https://thekarostartup.com/top-10-affordable-beauty-brands ↗  3 brands  First: 5/25/2025  Last: 5/26/2025	 9 (18.8% share)
 https://www.makeupbrands.org/what-are-the-most-affordable-makeup-brands-for-beginners ↗  2 brands  First: 5/25/2025  Last: 5/26/2025	 7 (14.6% share)
 https://listofthingsforsale.com/guides/top-affordable-makeup-brands-for-beginners ↗  2 brands  First: 5/26/2025  Last: 5/26/2025	 3 (6.3% share)
 Show 3 more citations	

ADDRESSING THE GEO CHALLENGE

THE PROBLEM: HOW DO WE MEASURE AND UNDERSTAND AI MENTIONS AND VISIBILITY?

- **Big picture** of my brand's/website's/client's **visibility**?
- Which **web sources** drive the answers for my topics?
- **Brand reputation** and **sentiment** in AI engine answers?
- Identify and **track competitors** and their visibility, sources, sentiment?



SO, WHAT'S RANKSCALE ABOUT?

ANALYZE, TRACK AND OPTIMIZE VISIBILITY IN AI-POWERED SEARCH ENGINES

Performance Tracking

Competitor Benchmarking

Citation Analysis

Sentiment Analysis

Website Audits

Shopping Analysis (soon)



SO, WHAT'S RANKSCALE ABOUT?

ANALYZE, TRACK AND OPTIMIZE VISIBILITY IN AI-POWERED SEARCH ENGINES

Performance Tracking

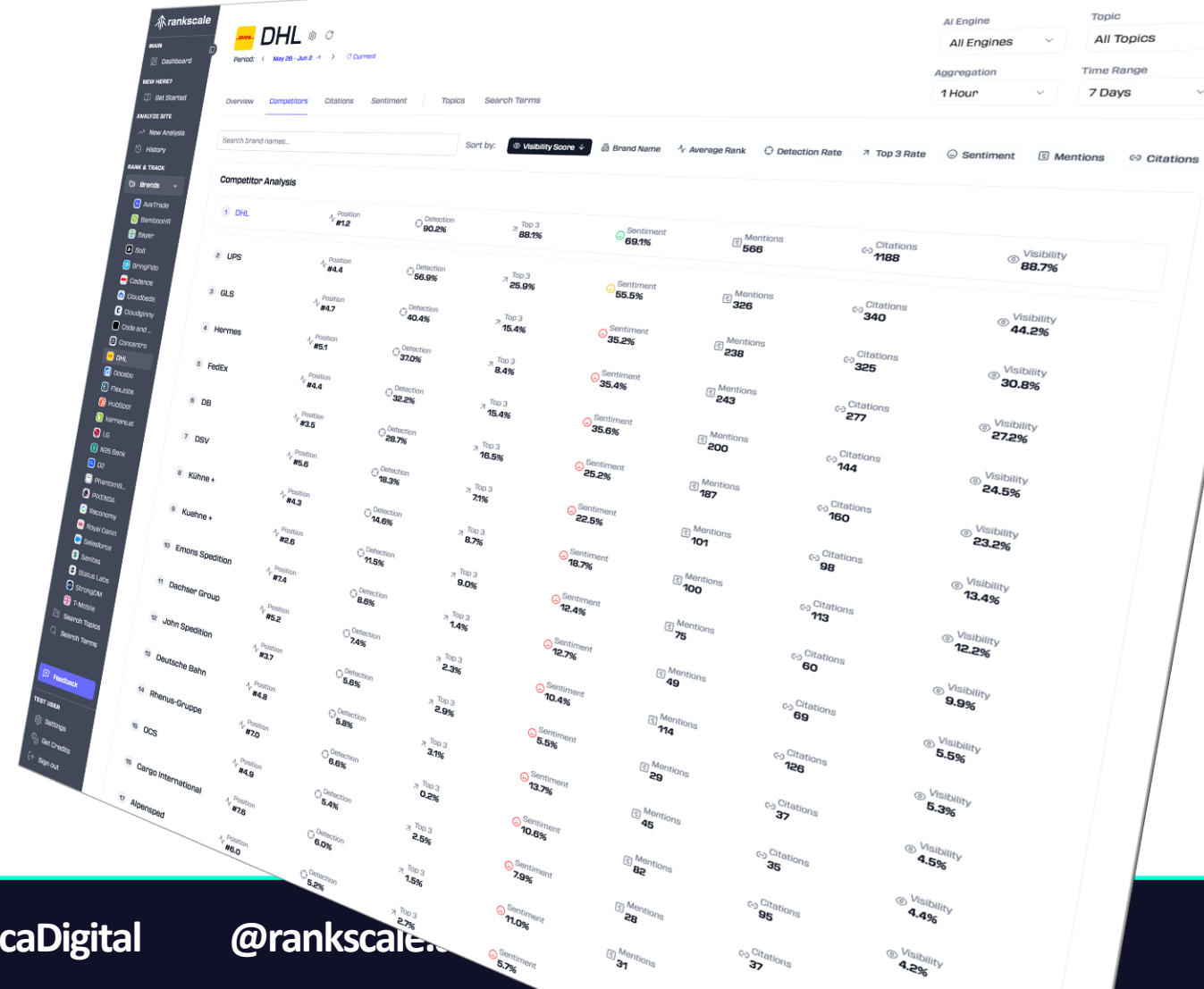
Competitor Benchmarking

Citation Analysis

Sentiment Analysis

Website Audits

Shopping Analysis (soon)



SO, WHAT'S RANKSCALE ABOUT?

ANALYZE, TRACK AND OPTIMIZE VISIBILITY IN AI-POWERED SEARCH ENGINES

Performance Tracking

Competitor Benchmarking

Citation Analysis

Sentiment Analysis

Website Audits

Shopping Analysis (soon)



SO, WHAT'S RANKSCALE ABOUT?

ANALYZE, TRACK AND OPTIMIZE VISIBILITY IN AI-POWERED SEARCH ENGINES

Performance Tracking

Competitor Benchmarking

Citation Analysis

Sentiment Analysis

Website Audits

Shopping Analysis (soon)



SO, WHAT'S RANKSCALE ABOUT?

ANALYZE, TRACK AND OPTIMIZE VISIBILITY IN AI-POWERED SEARCH ENGINES

Performance Tracking

Competitor Benchmarking

Citation Analysis

Sentiment Analysis

Website Audits

Shopping Analysis (soon)





LET'S CONNECT

MATHIAS@RANKSCALE.AI

