

Sonar Webinar:

Be the Answer

**From SEO to AEO: Capturing High-Intent
AI Traffic**



Agenda

1. What Is AEO?
2. AEO Platforms?
3. What Happened to SEO?
4. A Case Study
5. What Do You Need To Do?
6. Q&A





1. What Is AEO?



What Is AEO? (Answer Engine Optimisation)

The optimisation of websites and platforms to gain more visibility and traffic from AI tools. (also referred to as AIO, AEO or GEO)

SEO

What is SEO?

Be discoverable in traditional search results. Optimises for rankings, clicks, and traffic. Keyword-driven content and backlinks

GET THE CLICK

GEO

What is GEO?

Generative Engine Optimisation is the practice of optimizing content to be cited or included in AI-generated answers from tools like Google SGE, Bing Chat, or Perplexity.

GET CITED IN THE ANSWER

AEO

What is AEO?

Answer Engine Optimization focuses on optimizing content for answer engines, which aim to deliver concise, accurate responses to questions.

BE THE ANSWER

AIO

What is AIO?

Artificial Intelligence Optimization means structuring your site and content to be understandable and navigable by AI systems. It ensures AI agents can extract information and trust your content.

**BE VISIBLE TRUSTED AND
RECOMMENDED ACROSS AI**

AI for SEO

What is AI for SEO?

The use of artificial intelligence technologies—like machine learning and natural language processing—to enhance and automate SEO activities; including; keyword research, content creation, performance tracking, technical audits, and even off-page strategies like link building.

USE AI TO AUTOMATE ACTIVITIES



2. AEO Platforms



Answer Engine Optimisation – Platforms

Each LLM (AI) platform pulls data from different sources and hence has its own tailored optimisation strategies.



ChatGPT (OpenAI & Microsoft)

Why ChatGpt Matters?

- The Biggest LLM
- Pulls live data from Bing
- 0.65 correlation with Google Page 1 rankings



Google Gemini

(AI Mode & Ai Overviews)

Why Google Gemini Matters?

- Gemini is fully integrated into Google Search (Ai overviews)
- Billions of daily searches
- Does not replace search results, enhances them with AI Overviews on top of the page



Perplexity

Why Perplexity Matters?

- 15M monthly users, Growing 20% MoM
- 65% high income professionals
- Dynamically routes queries to different models



Other LLMs

- Claude (Anthropic)
- LLama (Meta)
- DeepSeek (Chinese)
- Grok (Elon Musk / xAI)
- Qwen (Alibaba)
- Nova (Amazon)
- Miinimax (Chinese)



3. What Happened To SEO?

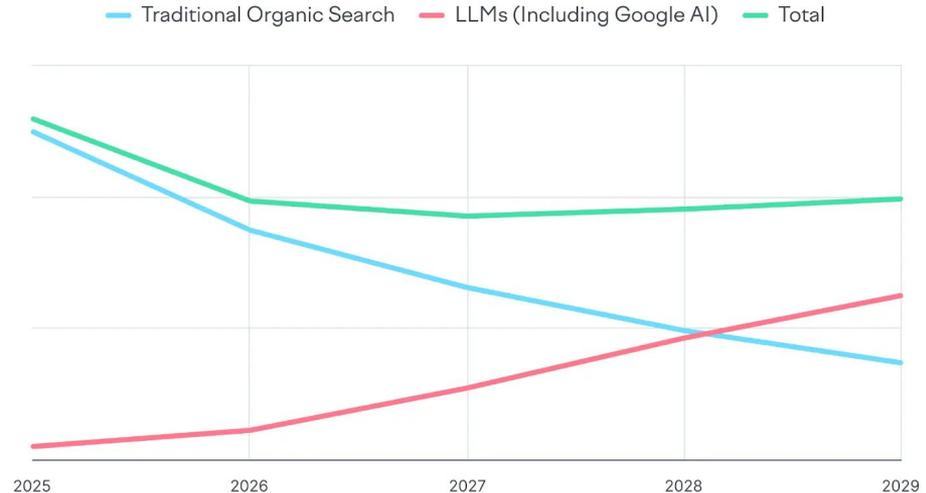


How Big Has AI Search Become?

In 2025 Traditional Search Still Dominates – But Is On Track To Be Overtaken By LLMs By 2028

- Google still ~85%, but AI climbing fast
- AI discovery is up 527%
- Early Signs: 10–15% of Professional Knowledge searches are shifting to AI tools
- Good AEO (AI Visibility) is a by product of Good SEO
- Websites that did well in traditional SEO have a head start on AEO!

Projected Annual Visitors by Source



semrush.com

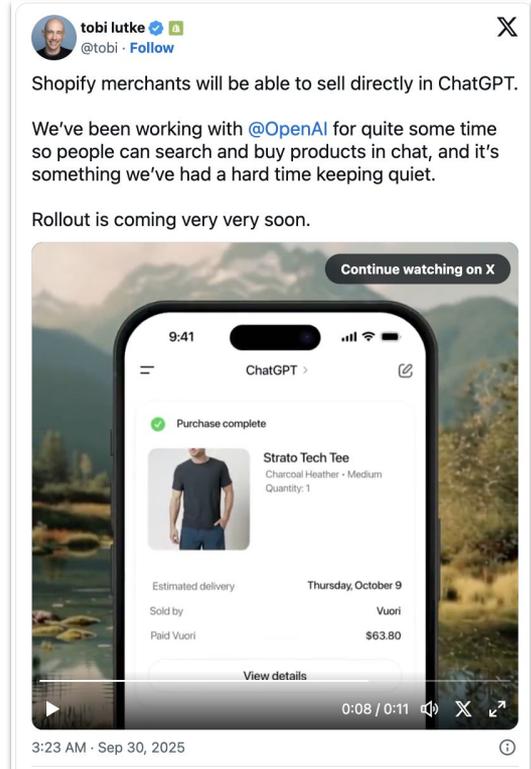
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Where To Next?

AI Is Dominating Traditional Search For Informational Searches Now & Coming For eComm Next

- Organic CTR continues to decline as AI Overviews provides instant answers.
- 99% of keywords that trigger AI overviews are informational
- OpenAI & Shopify have released an integration to sell directly through ChatGPT.
- Service Businesses are receiving high intent referral traffic *after* research has been conducted on AI
- ChatGPT Ads are coming very soon



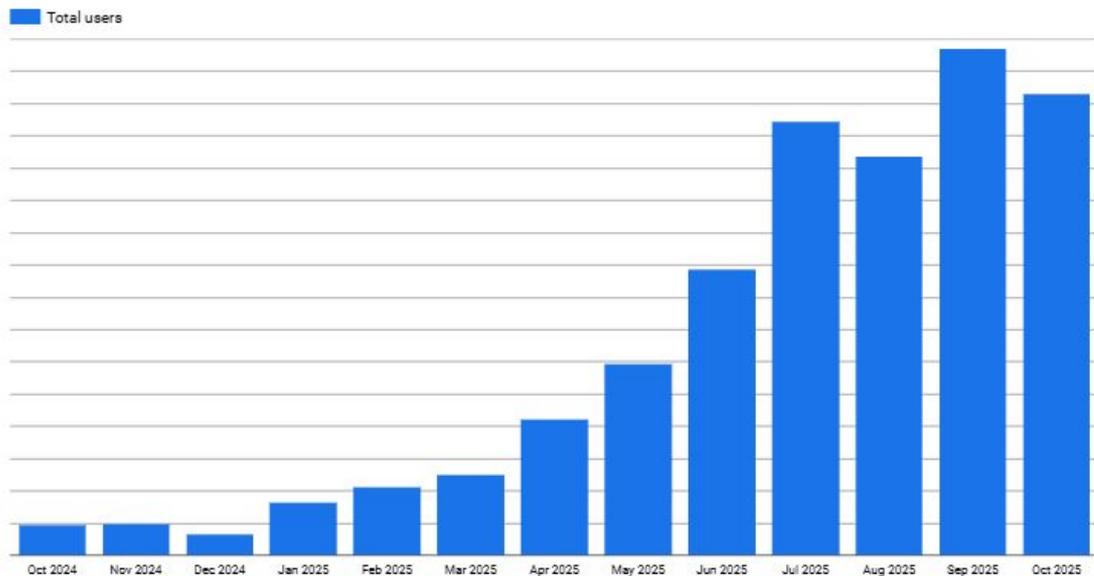


3. A Case Study



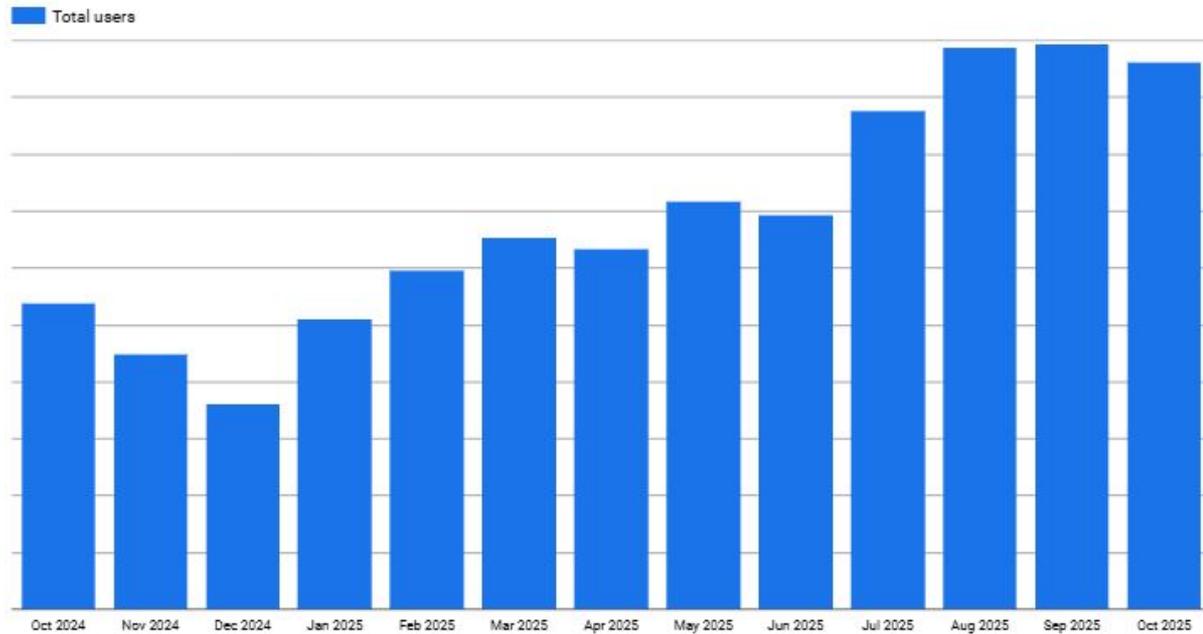
Referral Traffic From AI - Has Grown Exponentially

+291% Increase In Traffic From ChatGPT in the second half of the year
Traffic is well qualified - converting in line with the site as a whole



SEO Traffic has Continued To Stay Strong – Actually Increased

But not at the expense of Organic Search traffic, which is +44% in same time period
This client did not rely on informational search for traffic – transactional searches remain strong



Visibility in AI Overviews

This client was able to do extremely well in AEO because they had a solid SEO foundation, and we were able to make minor AEO tweaks after identifying their position in the market

Our Process

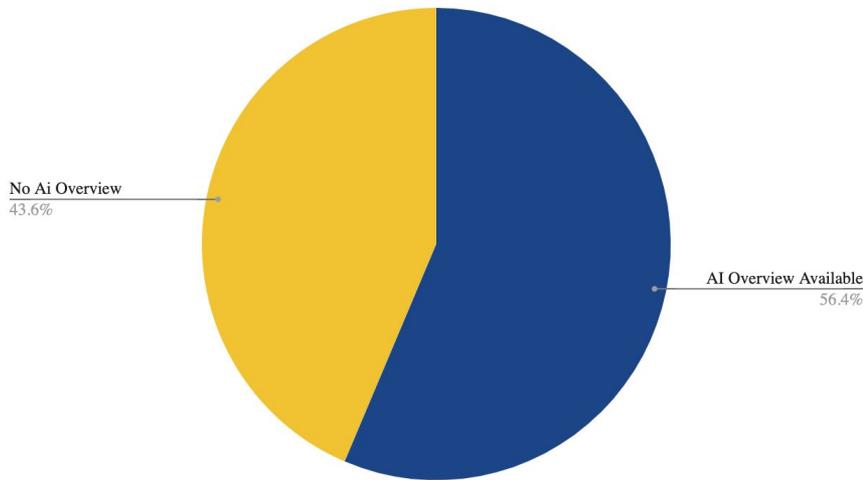
- We investigated **172 long tail queries**
- **56% queries** of these queries triggers an Ai Overview.

Searches that generated Ai Overviews For This Client

1. **"Product + Budget"**
2. **"Product + Region"**
3. **Long tailed questions "Who are the cheapest {service} in Victoria"**
3. **Subjective queries "Who is the best {service} in Victoria"**

Most Cited Websites

1. **The Industry Leader** was most frequently cited (with 121 citations)
2. **OUR CLIENT** ranks second (with 71 citations),
3. **Equivalent Competitor** ranks third (with 51 citations)
4. **Much Larger Competitor** ranks fourth (with 21 citations)



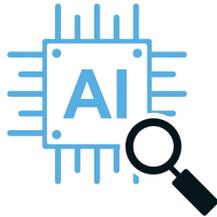


What Do You Need To Do Now?



Step 1: Visibility Analysis

Is your business already visible in AI Tools?

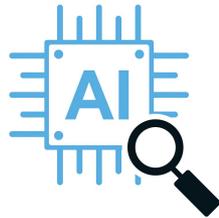


Step 1: Visibility Analysis

Is your business already visible in AI Tools?

Step 2: AEO Audit & Optimisation Checklist

Identify what you need to do to be more visible in AI Tools



Step 1: Visibility Analysis

Is your business already visible in AI Tools?

Step 2: AEO Audit & Optimisation Checklist

Identify what you need to do to be more visible in AI Tools

Step 3: Content & Authority Building (Program)

Prioritise & plan activity to achieve your objectives

