

THE TRANSITION TO AEO

[ANSWER ENGINE OPTIMIZATION]



Visibility, Performance & Conversion in the AI Era

Presented by Dana Tan

IS SEO REALLY DEAD THIS TIME?

The image is a collage of job listings and a job search interface, illustrating the current state of SEO in the market. It features several job postings from major companies, including Meta, Hearst Magazines, Atlassian, and ServiceNow, all of which are related to SEO and AI. The listings are presented in a way that suggests they are being discovered through a search engine like LinkedIn. The central part of the collage shows a Microsoft job search interface, which includes a search bar, filters, and a list of job results. The overall theme is the intersection of SEO and AI, as evidenced by the job titles and the companies involved.

Meta
SEO Strategy Lead ✓
New York, NY · Reposted 6 days ago · Over 100 people clicked apply
Promoted by hirer · Responses managed off LinkedIn
\$150K/yr - \$211K/yr
Apply

Microsoft
Sign in
Careers
Search by job title, ID, or keyword
City, state, or country/region
Find jobs
Show similar jobs
Sr. Artificial Intelligence Search Engine Optimization Manager
Multiple Locations, United States

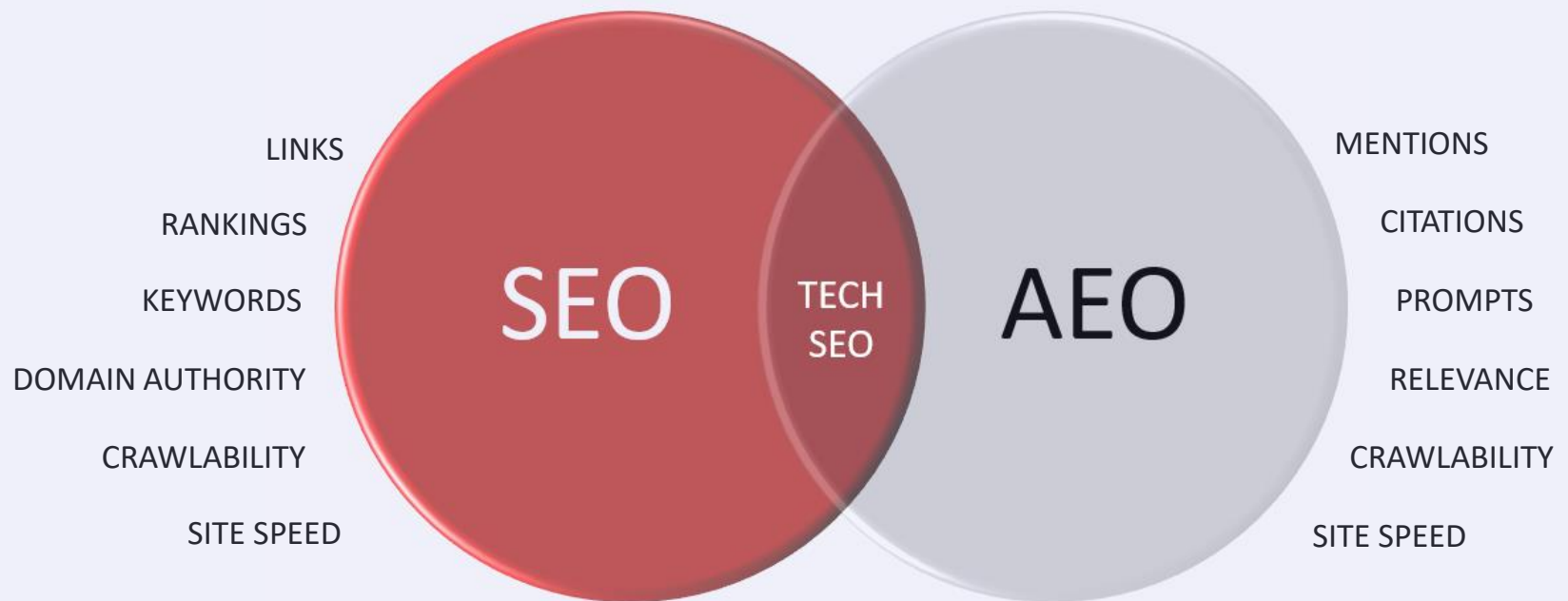
Hearst Magazines
Director, SEO & Generative AI Optimization ✓
Hearst Magazines
New York, NY (Hybrid)
\$147.6K/yr

Atlassian
Senior Manager, SEO ✓
United States (Remote)
\$147.6K/yr

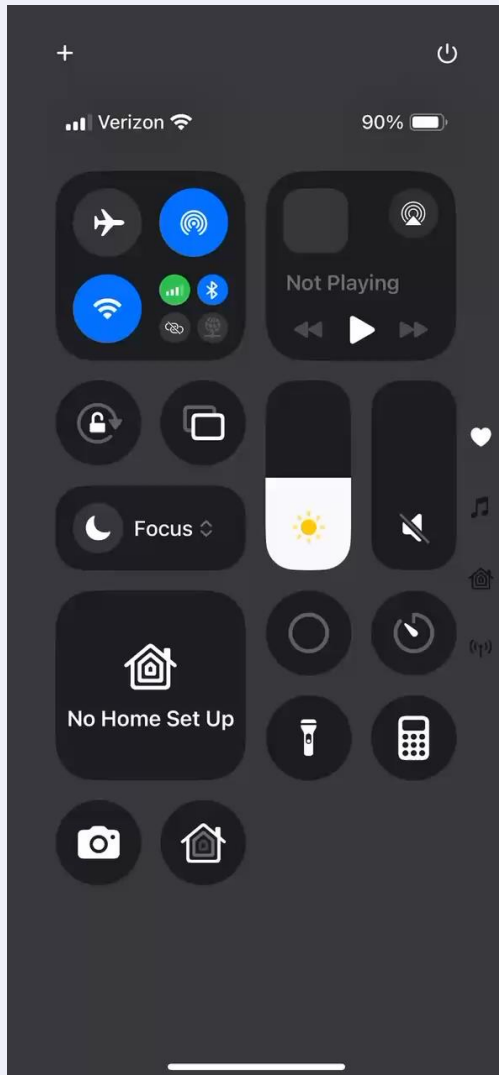
ServiceNow
Senior Manager, SEO & AIO ✓
ServiceNow
Santa Clara, CA (Hybrid)
\$152.7K/yr - \$267.3K/yr · 401(k) benefit

From LinkedIn on 10/26/25

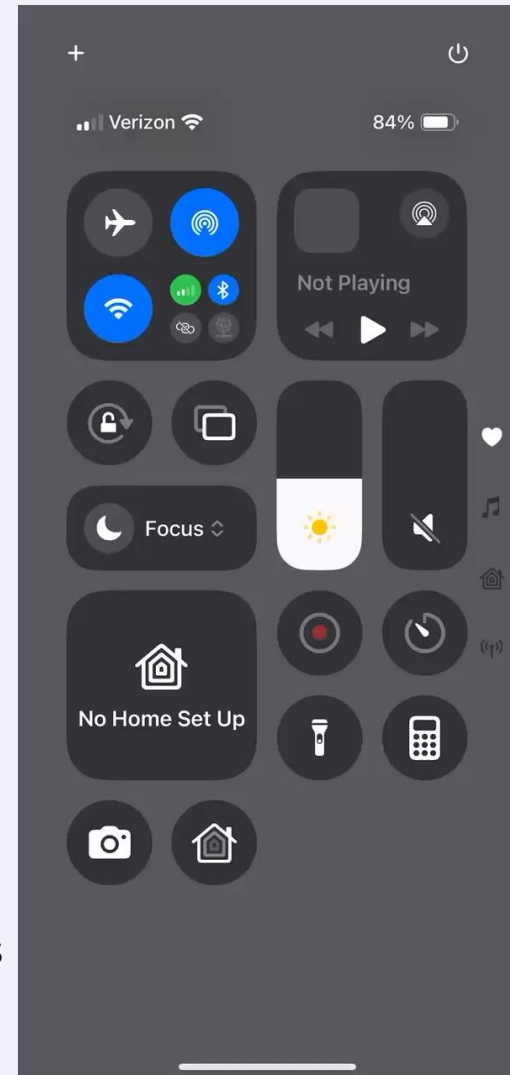
THE SEARCH INDUSTRY IS CHANGING



CUSTOMER JOURNEYS ARE CHANGING

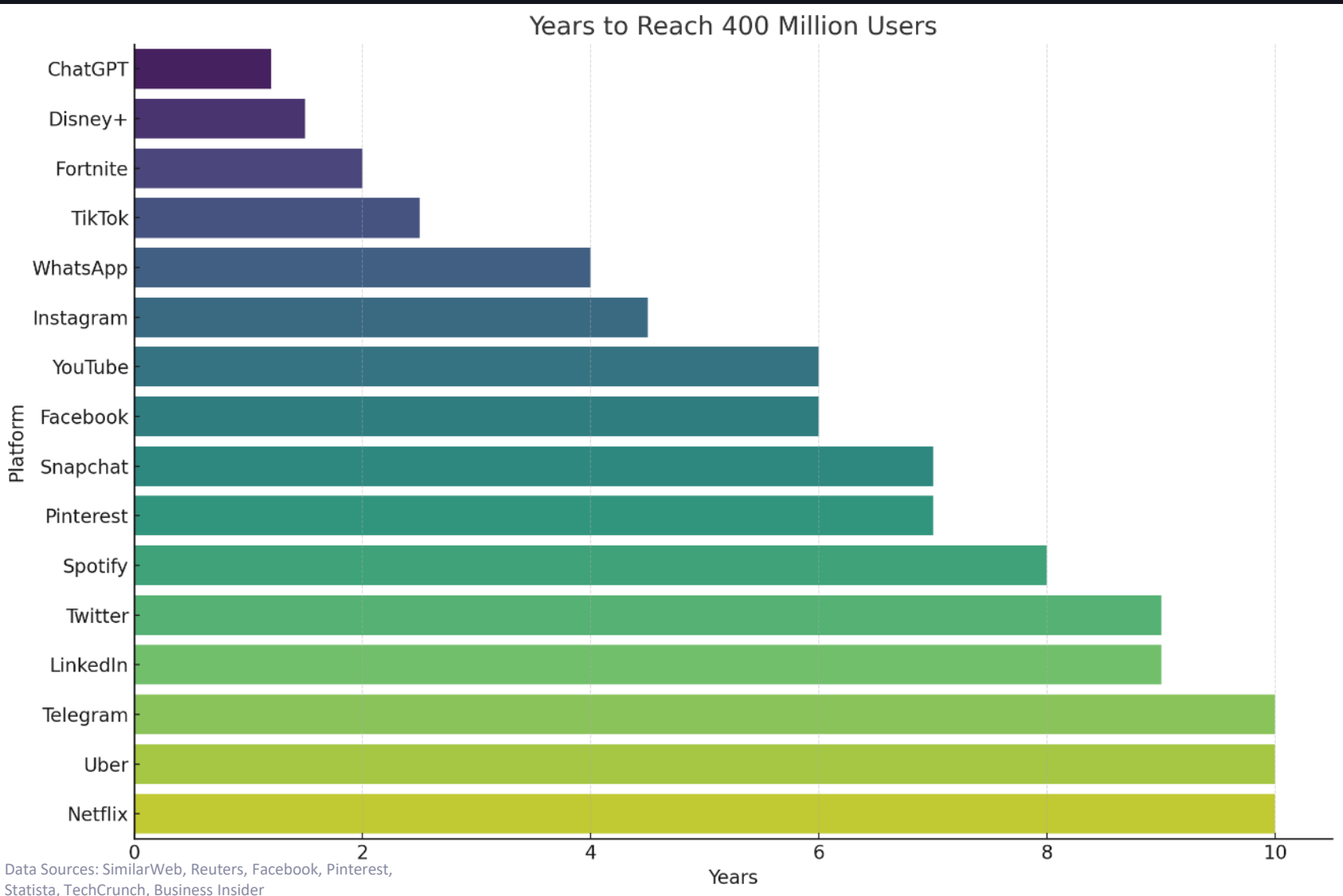


From this...



.....to this

THE AI ADOPTION RATE IS LIGHTNING SPEED



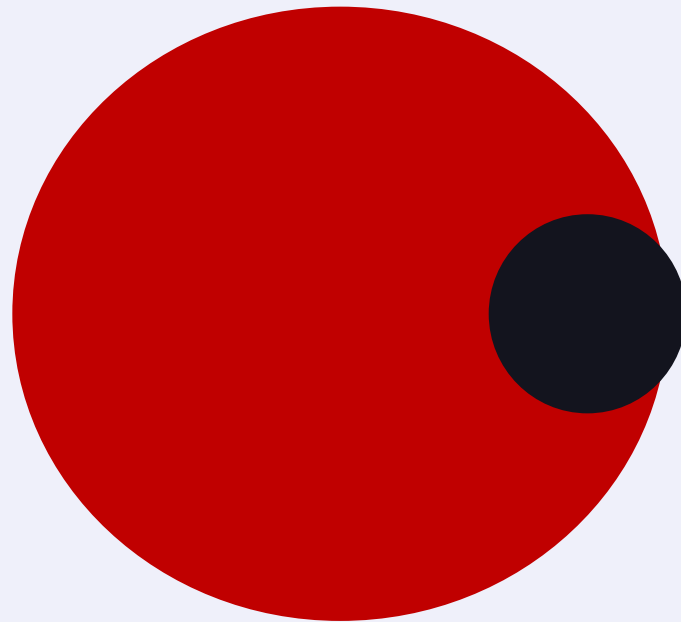
HOW PEOPLE USE CHATGPT

“ChatGPT launched in November 2022. By July 2025, 18 billion messages were being sent each week by 700 million users, representing around 10% of the global adult population. **For a new technology, this speed of global diffusion has no precedent.**” – September, 2025



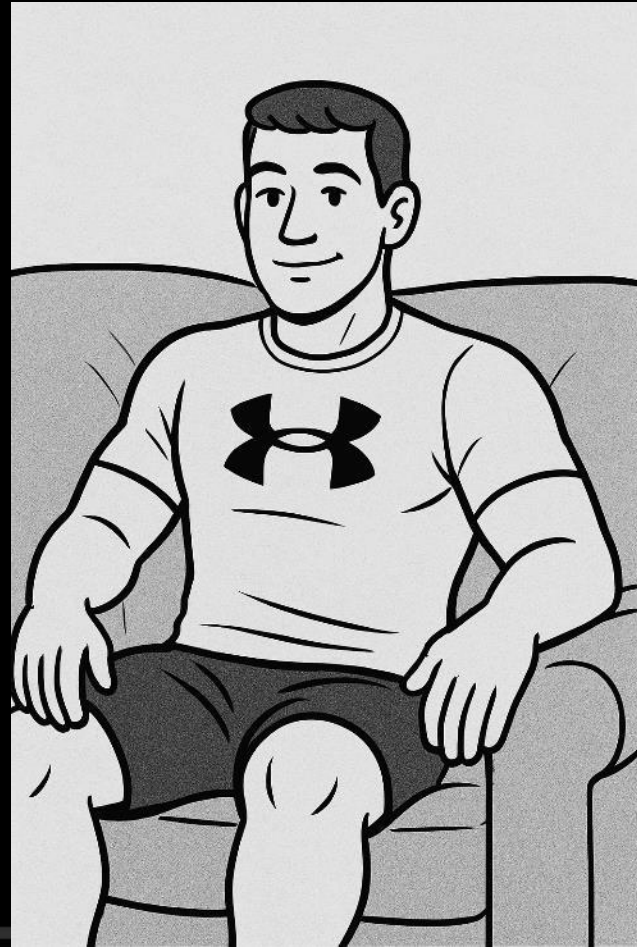
BUT IS CHATGPT TAKING OVER....YET?

98.6% of ChatGPT users also visited Google, while only 9.8% of Google users also visited ChatGPT.



SEARCH BEHAVIOR IS CHANGING

Instead of browsing
an index of **blue links**



AGENTS ARE SEARCHING *FOR* US

Ask anything

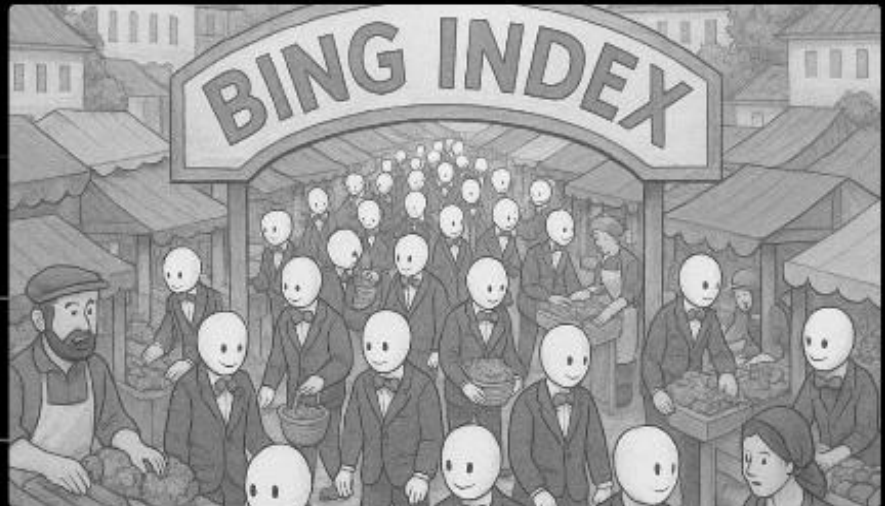
what are the best under armour shoes for long distance running

+  Tools



Searching the web

An Agent goes on their behalf



AGENTS INTERPRET & ORGANIZE THE INFO

More than just browsing, the Agent will actually interpret and prepare the information for the user



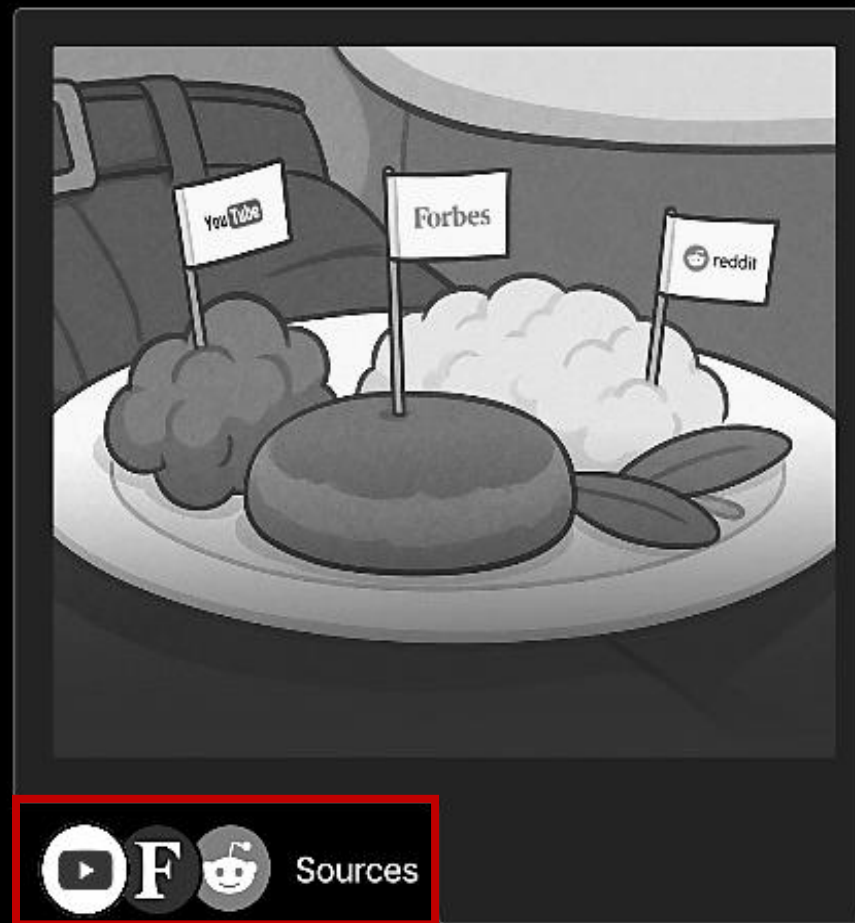
DELIVERING IT IN AN EASY-TO-CONSUME WAY

And serve it up as a
ready-made, cohesive
answer



CITATION LINKS WILL BE PROVIDED...IF YOU ASK

And sure, the agent will tell the user where the content came from...



BUT HOW OFTEN WILL USERS CLICK THOSE LINKS?

But who cares where it came from if it tastes good?!



WEBSITES ARE NO LONGER THE
DESTINATION.

THEY ARE THE **RAW MATERIAL**

YOUR WEB TRAFFIC IS GOING AWAY
AND

IT'S NOT COMING BACK

RELEVANCE IS KEY TO BRAND VISIBILITY

Topical Relevance is like a solar system with sub-topics revolving around a core subject

Sports

Basketball

Football

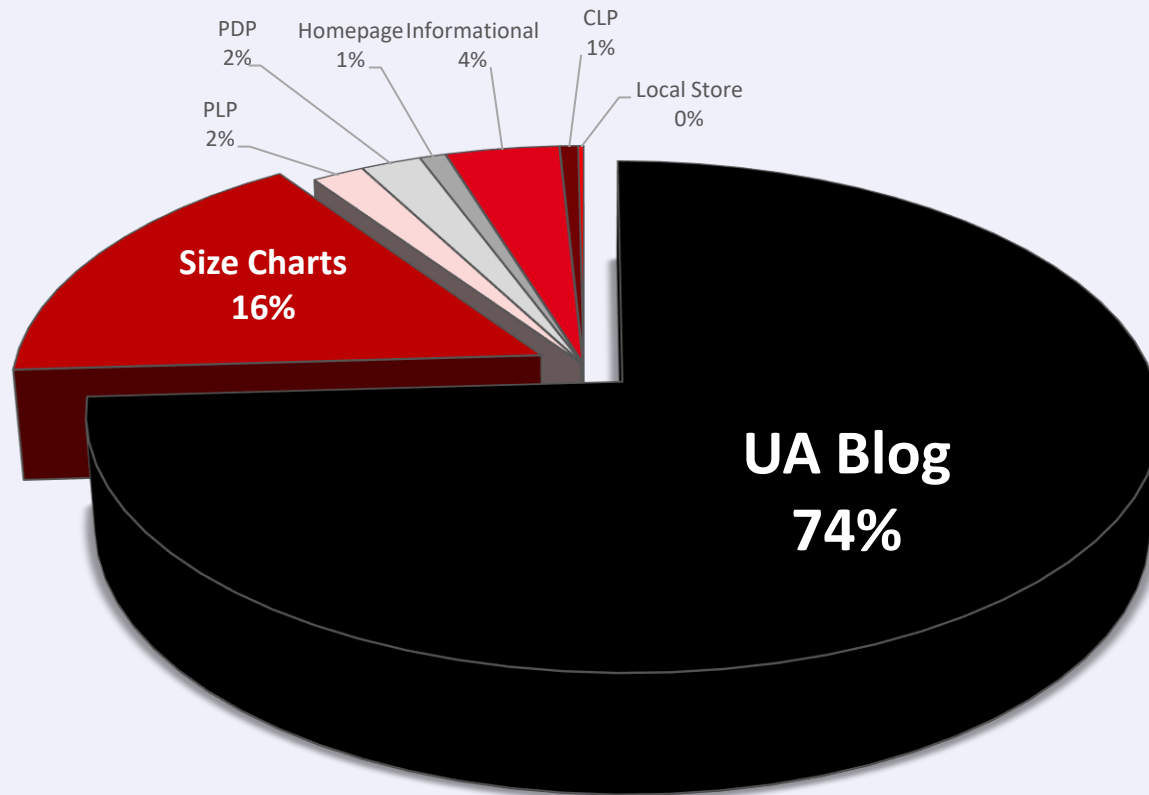
Under Armour

Athletes

What are the best football cleats for turf?

What are things I can do to prepare for a training camp?

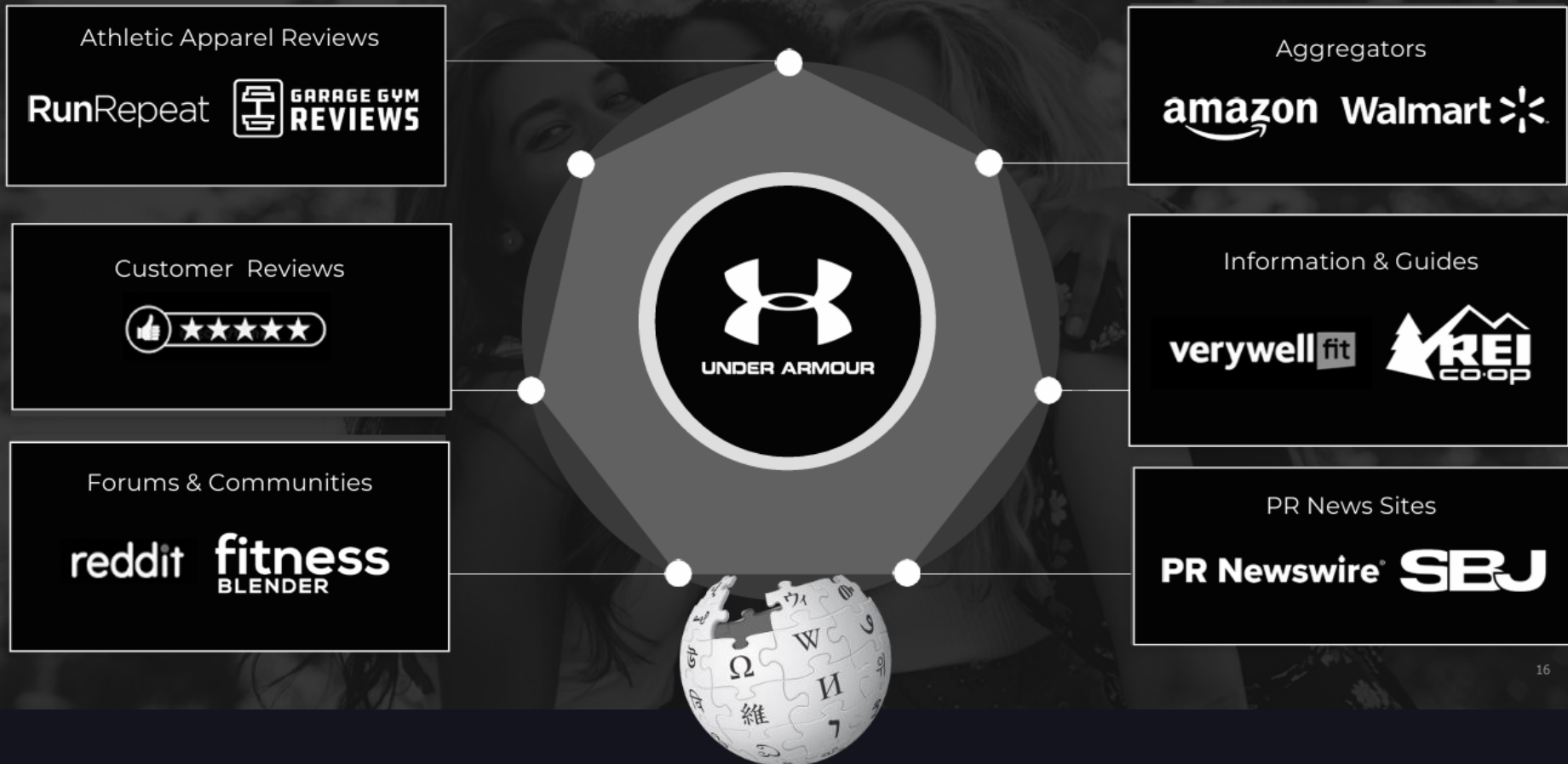
UA'S BRAND VISIBILITY OCTOBER '25



USA site is visible for 6,500 **Google AI Overviews**. 4,807 of those point to Blog pages.

THE BRAND ECO-SYSTEM EVER MORE IMPORTANT

BRAND STRENGTH IN THE AI ERA: BOOSTING RECOGNITION THROUGH WEB MENTIONS



SIX PILLAR STRATEGY



DEFINE THE KPIS



ANALYTICS &
MEASUREMENT



CONTENT
STRATEGY



SITE FEATURES
FOR AI AGENTS

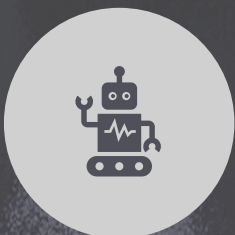


TECHNICAL SEO



BRAND
VISIBILITY

DEFINING THE KPIS FOR VISIBILITY IN LLMS



INCREASED AI VISIBILITY FOR THE UA BRAND

- SHARE OF VOICE
- CITATION FREQUENCY
- RETRIEVAL FREQUENCY
- AI OVERVIEWS (GOOGLE)
- PRODUCT MENTION FREQUENCY
- LLM ANSWER COVERAGE



CONVERSION RATE

- ✗ AI AGENTS
- ✓ HUMANS



PRODUCT MENTIONS IN LLM ANSWERS

- LOCATION OF MENTIONS
- FREQUENCY OF MENTIONS
- ZERO CLICK SURFACE PRESENCE
- ACCURACY OF INFO
- ATTRIBUTION RATE IN AI OUTPUTS
- EMBEDDING RELEVANCE SCORE



TRAFFIC & REVENUE

- ✓ HUMAN
- ✗ AI AGENTS

THANK YOU

@DANATANSEO