

Why GEO-AEO Is Essential For Brands To Improve AI Visibility

Search is fracturing. Google's US market share has fallen from ~91% (Jan 2024) to ~78% (Jan 2026), as AI platforms absorb 18–22% of informational queries.

ChatGPT now processes 2.5 billion prompts daily; AI referral traffic to websites grew 357% YoY.

Gartner has forecasted a 25% drop in traditional search volume by end of 2026.

The click itself is disappearing: 60% of searches now end with zero clicks. Traffic isn't gone. It's being intercepted & synthesised before users ever reach a site.

Visitors who arrive at your site after an AI engine cites or recommends you, converts at 5–9 times the rate of traditional organic search traffic.

Most B2B companies are not optimising for this traffic at all.

The high conversion rate is not accidental. When someone arrives at your site from a Google AIO, a ChatGPT answer, or a Perplexity citation, the initial research is done and user intent is clear and trust is partially established by the synthesised answer of AI, which evaluated many sources, selected yours as credible, and presented your brand as the answer to a specific user intent.

This is why SEO alone no longer works.

GEO/AEO gets you cited inside one synthesised AI answer, the winner-take-most, not winner-take-one-of-ten blue links. SEO is still a prerequisite (99% of AI Overview citations pull from the organic top 10), but it's no longer sufficient.

The opportunity **for GEO / AEO Consultants**

According to Gartner 67% of Fortune 500 CMOs now rank GEO a top-three 2026 priority (up from 18% in 2024), & 94% of enterprise leaders plan to increase AEO investment.

Yet 84% of brands aren't tracking their AI visibility at all.

The global GEO services market is projected to grow from ~\$1-1.5B in 2026 to \$7-20B by the early 2030s at a 34-50% CAGR.

Millions of businesses currently have no idea whether ChatGPT, Gemini, or Claude even know they exist.

A GEO audit tool provides visibility into that blind spot.

Most businesses can't navigate this shift alone as it spans technical SEO, content strategy, and continuous AI-citation monitoring, a skill combination that's still rare, since 84% of brands aren't even tracking their AI visibility yet.

For SMEs and challenger brands, a specialist consultant can help increase AI visibility & establish a repeatable system for earning citations & being quoted as an authority.

Need A Ready To Track Best In Class GEO Tool?

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