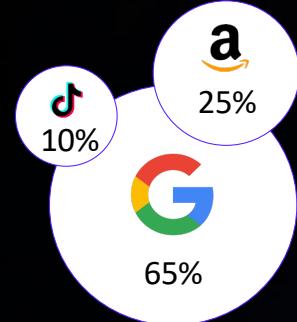GeoMind
Generative Engine Optimization for AI Ready Content

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GROUPE

We're currently experiencing change to the status quo in search landscape

Before 2023: Google as gateway
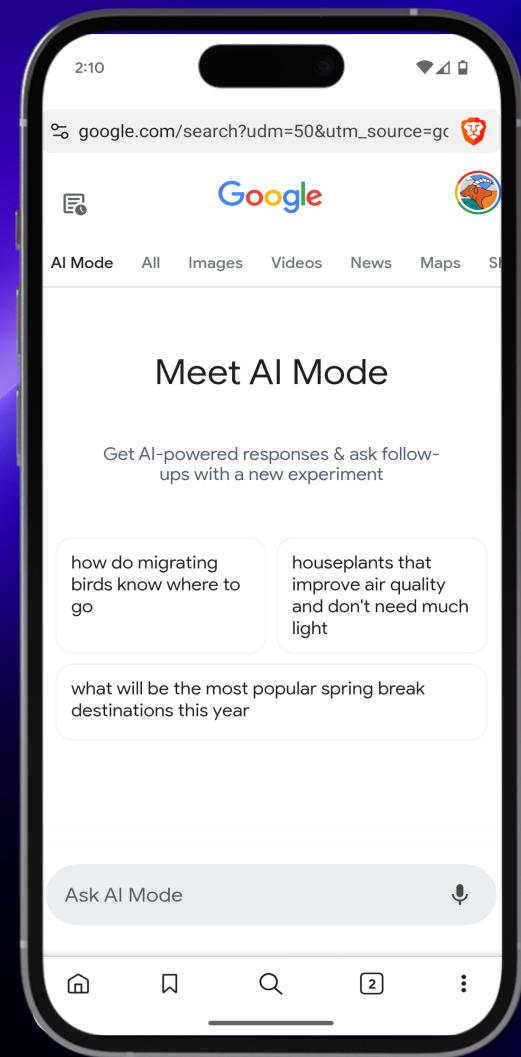
2024 to date: the collapsing of the shopper funnel

2025: Disruption?

Source: eMarketer

25%

10%

65%

35%

21%

44%

???

AI is changing Google too

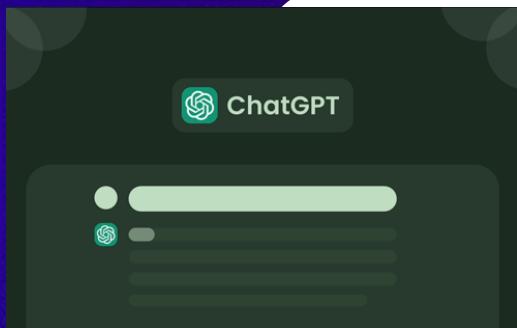**AI Overviews are rolling out fast, and AI Mode is coming next**

The role of touchpoints is shifting.
AI is accelerating the pace of consumer behaviour change.

25%

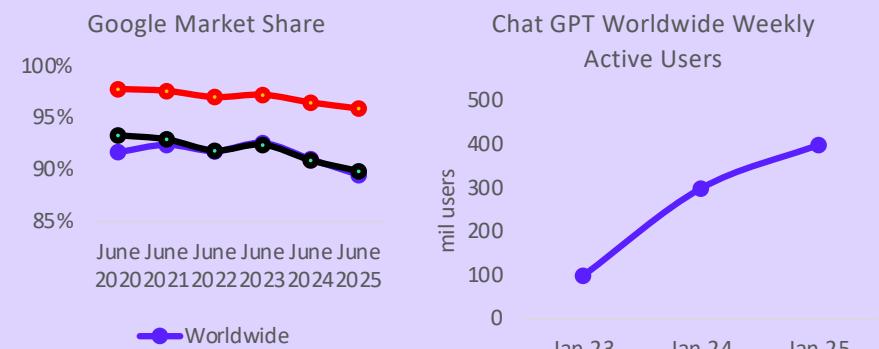is the predicted drop in traditional search engine volume by 2026.

Source: Gartner

8%

of European consumers prefer ChatGPT over Google as their primary product search engine

Source: DataConomy

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When **your brand** isn't visibible, someone else might be

Google Market Share

Chat GPT Worldwide Weekly Active Users

In the AI-powered and LLM-influenced search journeys, consumers often encounter competitors, marketplaces and user generated content before they find brand-owned sources

Worldwide

mil users

500
400
300
200
100
0

Jan-23   Jan-24   Jan-25

100%
95%
90%
85%

June June June June June June
2020 2021 2022 2023 2024 2025

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There is an opportunity to win brand visibility with new AI-ready strategy

STRUCTURE

Adequately structured authoritative content

EXPERTISE

Source credibility and brand authority across touchpoints

MEANING

Context before keywords

GEO
Generative Engine Optimization

Generative Experience Optimisation (GEO) is an emerging approach that leverages generative AI techniques to continuously refine and personalize digital interactions - in more specific terms, optimisation of the experience that a person would have with GenAI.

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Case study - AI Visibility in the non-prescription pain solutions category

Challenge
AI-powered search is becoming a key discovery channel for health and self-care information.
Consumers no longer search by brand. They search by pain situations and symptoms.

Study Scope:
- ✓ 1,300+ AI queries analyzed across generative engine
- ✓ Core intents: headache, muscle pain, joint pain, menstrual pain, post-effort pain
- ✓ Category-level benchmarking

Key Insight
The non-prescription pain solutions category is largely invisible in AI answers for high-intent, everyday pain queries. Visibility is limited to narrow, technical topics, while mainstream pain needs are underserved.

Why this matters
If the category is not present in AI answers, it is not present at the moment of consumer decision.

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Unlocking growth through GEO optimization

Identified Gaps: headache relief, muscle pain, menstrual pain, multipurpose pain usage with different levels of visibility presence.

Strategic Opportunity: shift from product-centered communication to use-case centered communication (real pain situations, real questions)

Approach:

- ✓ Build content around everyday pain scenarios
- ✓ Use clear, simple language aligned with consumer queries
- ✓ Add medical credibility and structured explanations
- ✓ Optimize content for AI readability and extraction (GEO principles)
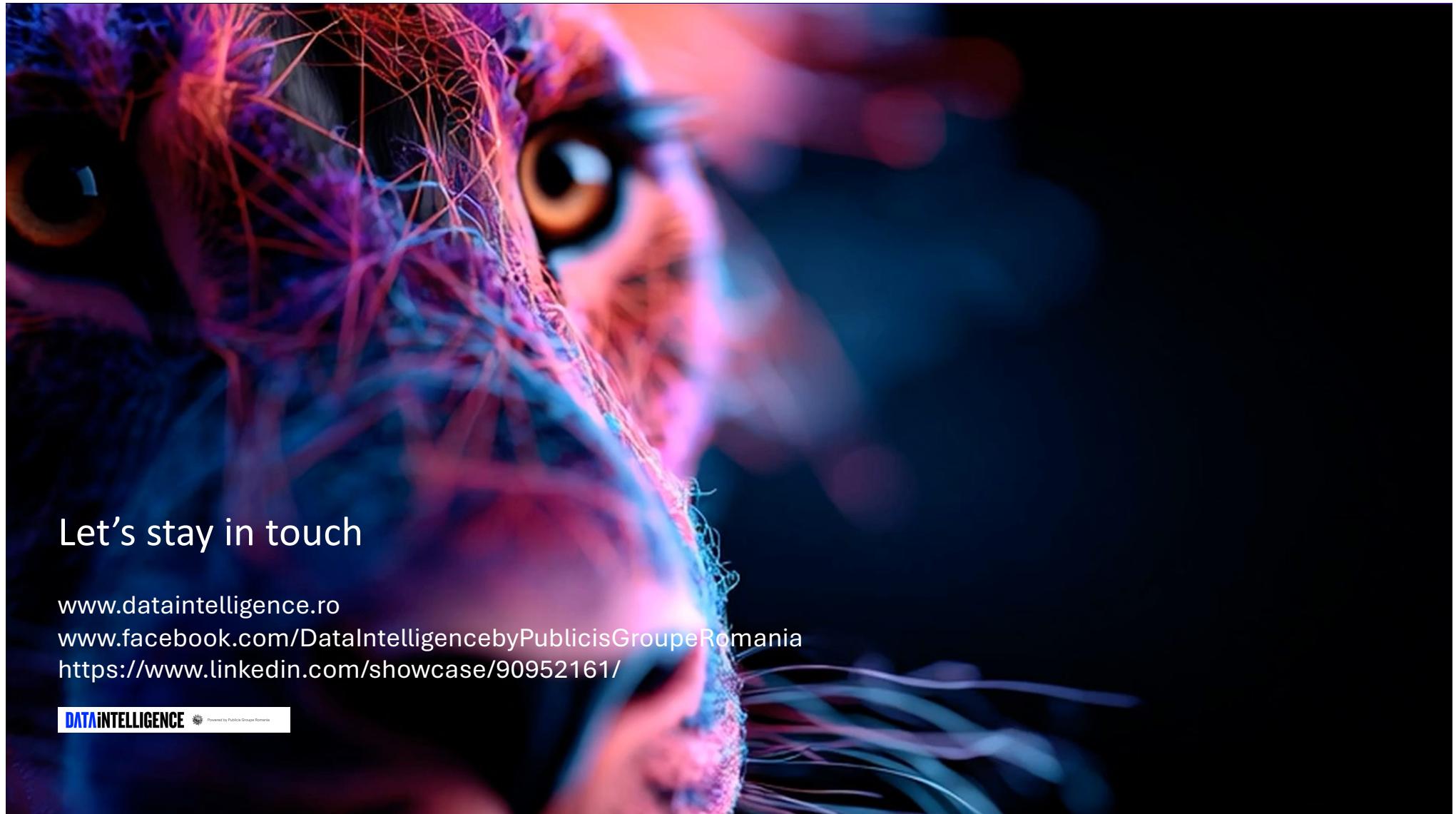
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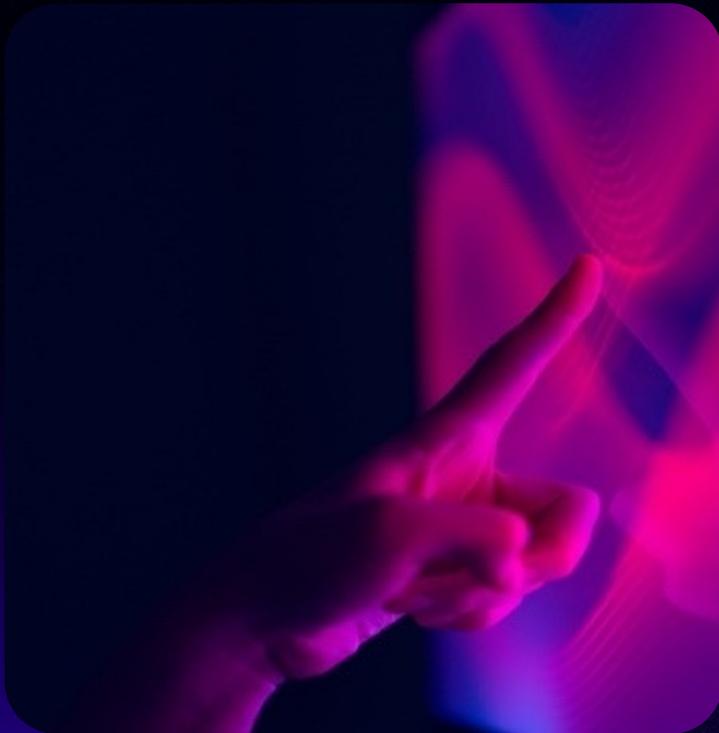
Results:

- ✓ +37% increase in AI visibility
- ✓ Stronger presence in high-intent queries
- ✓ Higher likelihood of being cited and summarized by AI engines

Business Impact:

AI visibility is not driven by brand size.

It is driven by relevance, clarity, and coverage of real-life needs.

The brands that will lead the category are those that own the pain situations, not just the product descriptions.

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