

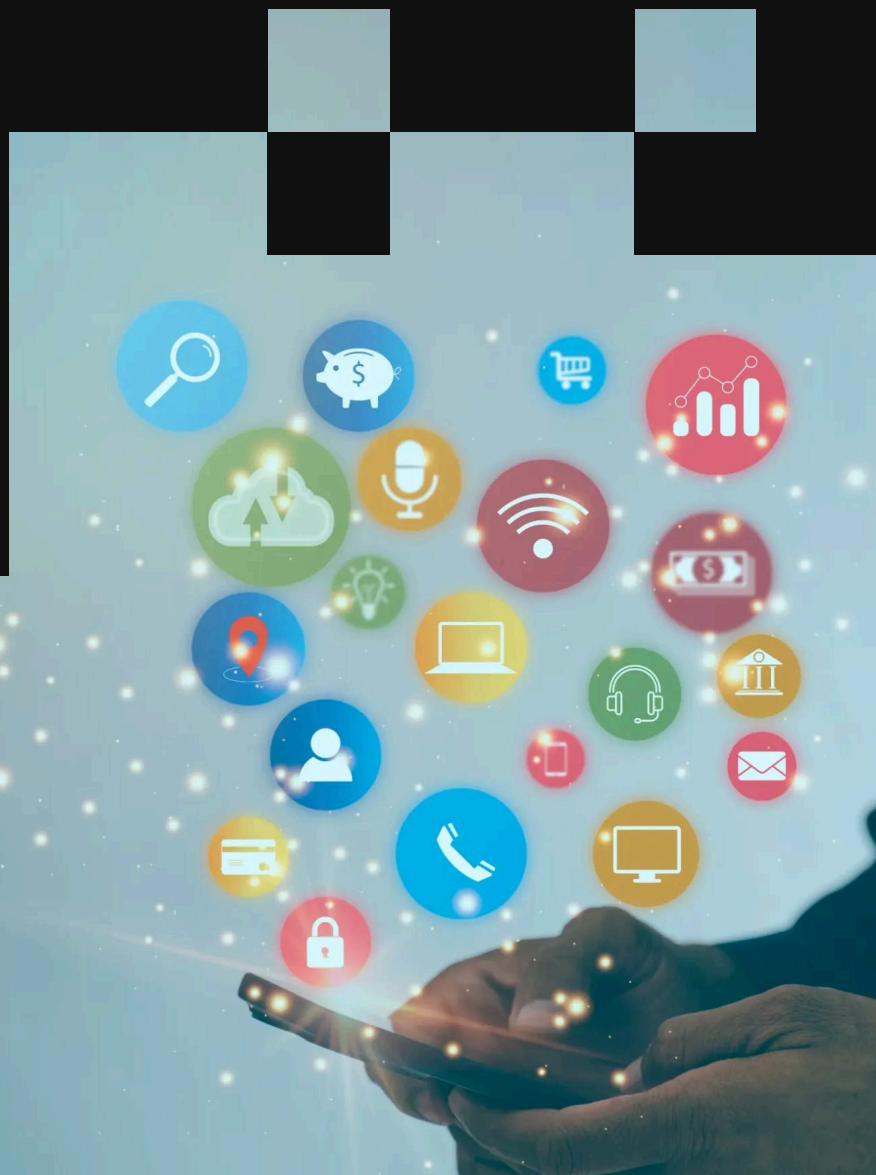


Building the Modern Visibility Stack

The New Rules of Search Visibility,
AI Discovery & Digital Growth

A look inside:

- The Modern Visibility Stack
- SEO vs GEO
- 6 Rules of Search
- 3 KPIs to Measure
- Search Strategy Self-Audit





The New Rules of Search Visibility

Search didn't break.

It expanded – and in doing so, it rewrote how decisions are made.

What used to be a linear path is now a distributed system. Users move across all of it without friction and without loyalty to a single channel.

And most marketing strategies aren't built for this new reality.

Visibility is not owned by a single channel. **It's assembled.**

SOCIAL f i y d	RETAIL a ebay * SHEIN	ENTERTAINMENT Rotten Tomatoes IMDb	TRAVEL airbnb @ KAYAK
AI Gemini	Visibility is not owned by a single channel. It's assembled.		JOB SEARCH i s c ln
MEDICAL WebMD MAYO CLINIC			COOKING TASTY allrecipes
HOME & DIY LOWES THE HOME DEPOT	FINANCIAL MORNINGSTAR Bloomberg yahoo! finance	MUSIC apple MUSIC Spotify cloud	COMMUNITY reddit Q discord

Discovery Has Fragmented

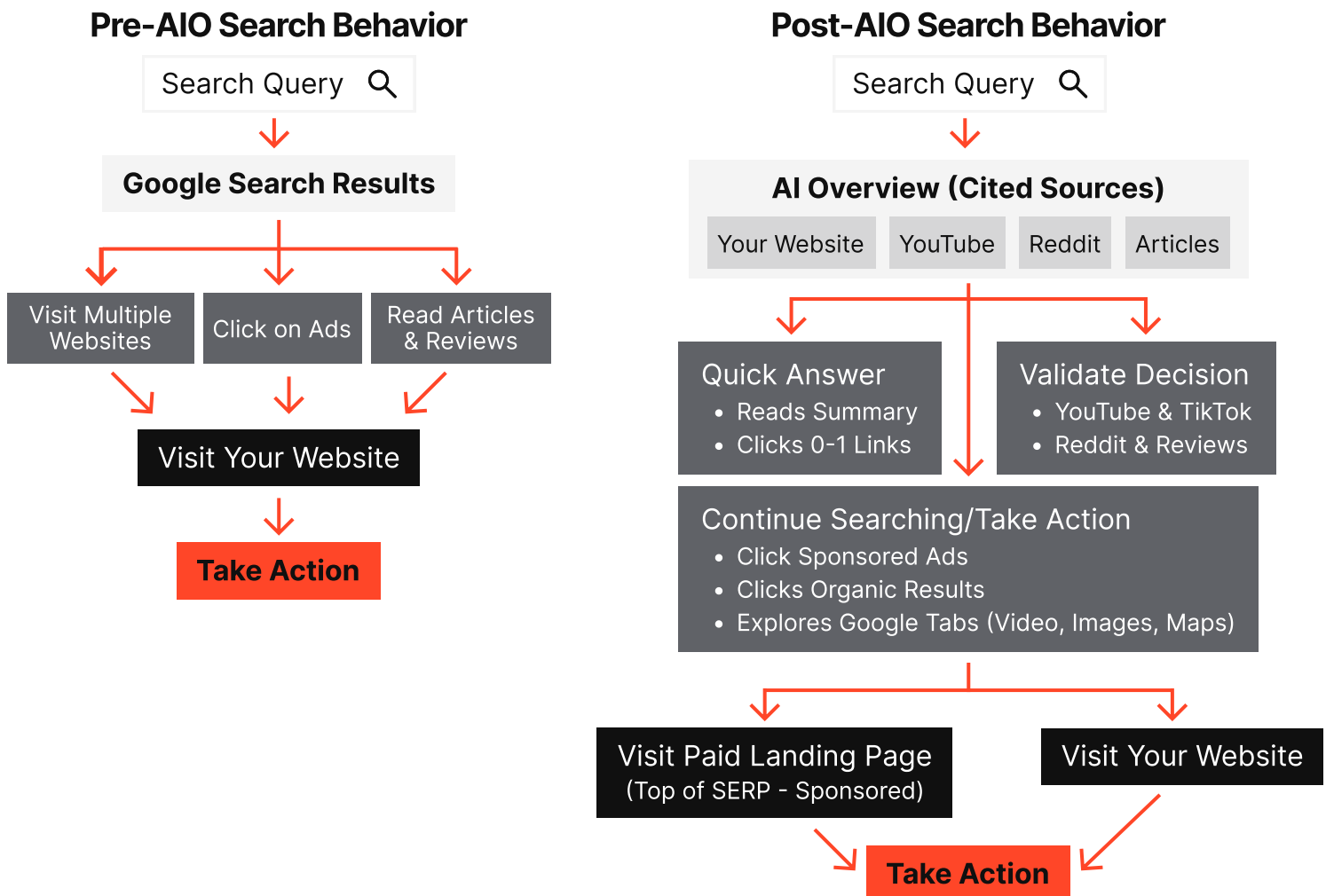
Users don't follow a funnel anymore. They are charting their own path. And that means visibility is no longer owned by a single platform or a single channel.

Your brand is now being discovered — and decided on — across a system you presently do not control. This shifts the competition.

You're no longer just fighting for attention. You're competing to be:

- ✓ Included in answers
- ✓ Validated across platforms
- ✓ Cited as a source
- ✓ Reinforced through paid visibility

Pre- vs Post-AIO Search Behavior





The SEO vs. GEO Debate **is a Distraction**

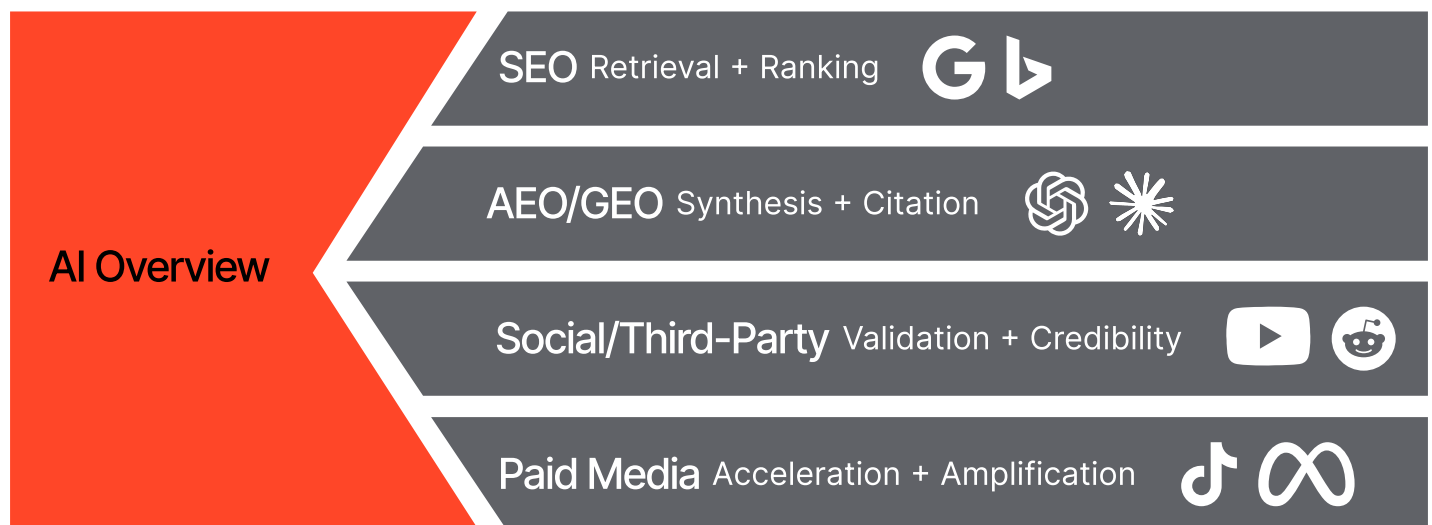
The industry is debating SEO vs. GEO. But that's the wrong conversation. This isn't a replacement. It's an expansion of the same system.

Each part of the system plays a critical role answering the same question:

Are you visible where decisions are being made?

The Modern Visibility Stack

If you're not present across these layers, you're not competing.



3. "Old" SEO is Now Required Infrastructure

There's a misconception that GEO introduced a new technical playbook. It didn't. But it did raise the cost of ignoring the existing one.

If your site isn't technically sound and structurally clear, it won't just rank poorly — it won't be retrieved at all. No retrieval means no inclusion in AI outputs.

Everything AI systems rely on has been central SEO for years:



Structured Data: Helps machines understand context.



Content Architecture: Defines relationships and hierarchy.



Internal Linking: Reinforces topical authority.



Technical Health: Determines whether content is even accessible.



Passage-Level Indexing: Enables specific answers to be retrieved.

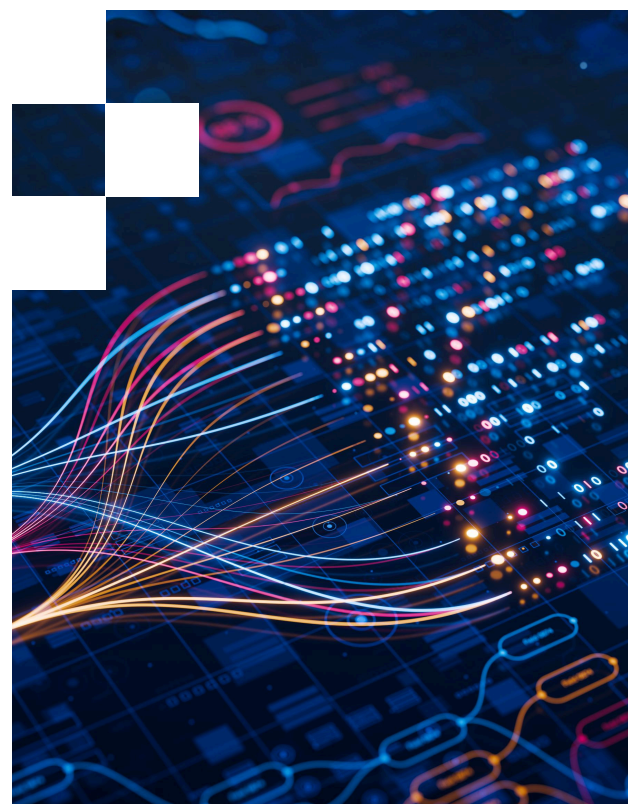
None of this is new. Now it's just non-negotiable.

4. Your Content Needs to Be Machine-Readable

If your content can't be extracted, it can't be used.

How to optimize for machine readability:

- **Write for extractability.** Clear, direct answers within content.
- **Structure for synthesis.** Logical sections, concise explanations, clean formatting.
- **Increase citation likelihood.** Original insights, proprietary data, and strong authority signals.
- **Build topic depth.** Strong clustering that reinforces expertise across a domain.



5. Your Website is a Source, Not a Destination

Your website isn't where discovery happens anymore. It's what discovery pulls from.

This changes the role of your site. It's no longer just a publishing platform. It's a knowledge system. One that works best when content is modular, structured, authoritative, and built from both humans and machines.

If your website is a weak source, everything downstream breaks.



6. Media is the Multiplier in the Visibility System

Successful brands don't just create more content; they distribute it more intentionally. Media determines how far and how fast it spreads.

How media reinforces presence across the system:

- Force presence where organic visibility is limited
- Reinforce credibility across platforms where decisions are validated
- Increase recall so their brand is recognized when it appears in search or AI
- Accelerate learning by testing messaging and scaling what works



3 KPIs You **Need to be Measuring**

Traditional SEO metrics like rankings, traffic, and CTR still matter. But they're incomplete in a zero-click environment. These three metrics offer a better assessment of performance in search today.

KPI	Driven By	How to Measure
Visibility "Are you showing up?"	SEO + AEO + Paid Reach	<ul style="list-style-type: none">• Define priority prompts (category, product, high-intent questions)• Audit AI/search platforms for brand inclusion• Track % of responses where your brand appears• Monitor by topic cluster over time
Citation "Where is your authority coming from?"	Content + PR + Distribution	<ul style="list-style-type: none">• Analyze sources cited across priority prompts• Map presence across:<ul style="list-style-type: none">• Earned / editorial• Institutional• Owned content• Social / third-party platforms• Identify gaps and prioritize content + PR to close them
Sentiment "How are you being framed?"	Messaging + Media Reinforcement	<ul style="list-style-type: none">• Audit AI/search responses for tone and positioning• Categorize mentions (positive / neutral / negative)• Identify recurring themes (price, quality, differentiation, etc.)• Benchmark vs. competitors across the same prompts• Feed insights back into messaging and content strategy• Feed insights back into messaging, content strategy, and sales enablement

Is Your Strategy Built for How Search Actually Works Now?

Conduct a Self-Audit

Use this as a quick diagnostic. Check what's true. Skip what's not.

Visibility

- Our brand consistently shows up in AI-generated answers for key queries
- We track visibility beyond rankings and traffic

Authority

- Our content is cited across trusted third-party sources
- We're have sustained authority beyond our own website

Content

- Content is structured around intent and topic coverage not just keywords
- Content demonstrates real expertise and original insights that can be cited

Machine Readability

- Site is technically sound and built for extraction (clear, direct answers)
- Content is structured (schema, hierarchy, linking)

System Alignment

- SEO, content, paid, and social work as one system
- We're optimizing for presence not just traffic

FREE Search Strategy Consult

The gaps you identified above are leaving revenue on the table. Our free Search Strategy Consult can help fill them.

What to Expect

- ✓ Audit of visibility across search landscape
- ✓ Insights to improve inclusion and authority
- ✓ Performance-focused value

What Not to Expect

- ✗ Sales pitch
- ✗ Generic playbook
- ✗ Waste of your time

Request a Free Consult 