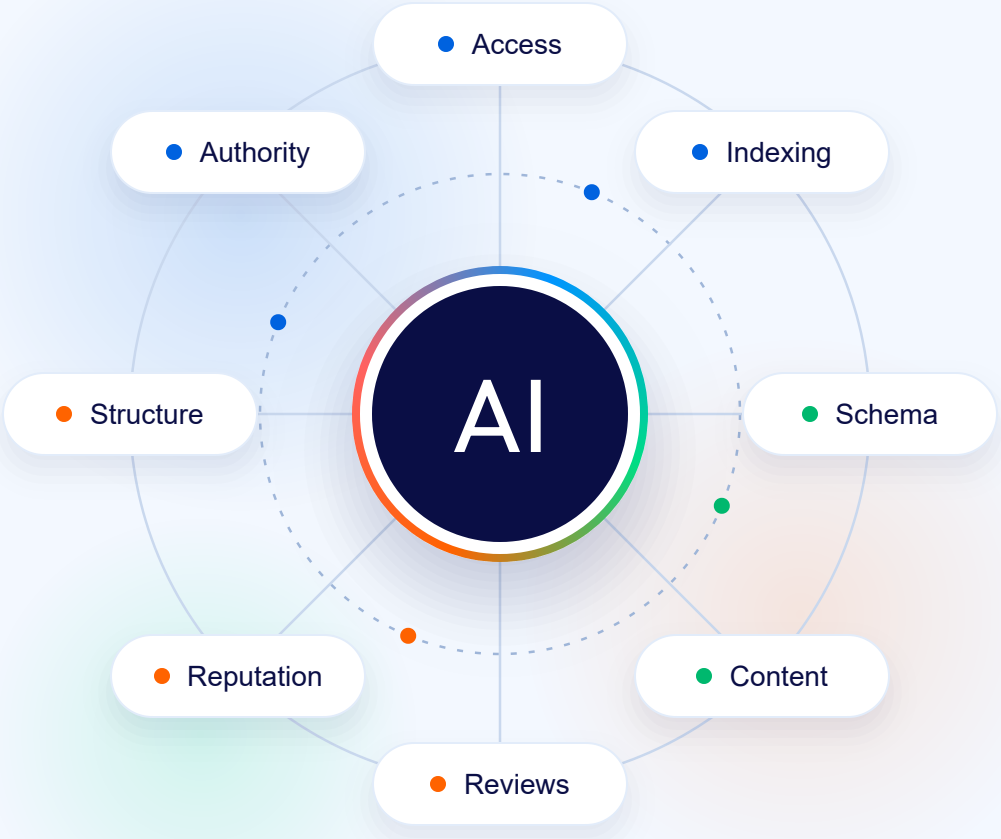
demandDrive

2026-2027 Edition

The generative engine optimization playbook

What changed in AI search this year, where it meets SEO, and how to get your site ready for 2027.



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Introduction

AI search hit its terrible twos.

Rapid growth, new words every week, and strong opinions about everything.

Google's AI Overviews reached US search results in 2024, and ChatGPT search followed that fall. By 2026, AI search was two years old, and it acted the part.

It grew fast: Google's AI Mode passed one billion monthly users, and ChatGPT passed one billion weekly users. It picked up new vocabulary (our last edition still said SGE) and tested every boundary it could find.

If you've avoided the acronym soup, here's the short version: generative engine optimization (GEO), also called AEO, AIO, or AI SEO, is making your brand and content easy for AI engines to find, understand, trust, and cite. That includes ChatGPT, Gemini, Perplexity, Copilot, Claude, Google's AI features, and more.

For businesses, that's a channel that matters more than a year ago and behaves less predictably. Half of B2B software buyers now start their research in AI chatbots, according to G2's 2026 buyer survey. Meanwhile, clickthrough for top-ranking pages falls 58% when an AI Overview appears, according to Ahrefs.

Like any two-year-old, AI search is easier to manage when someone is paying attention. This playbook covers what changed, what held steady, and how to get ready for what comes next.

AI search by the numbers

1B+
Monthly users of Google AI Mode

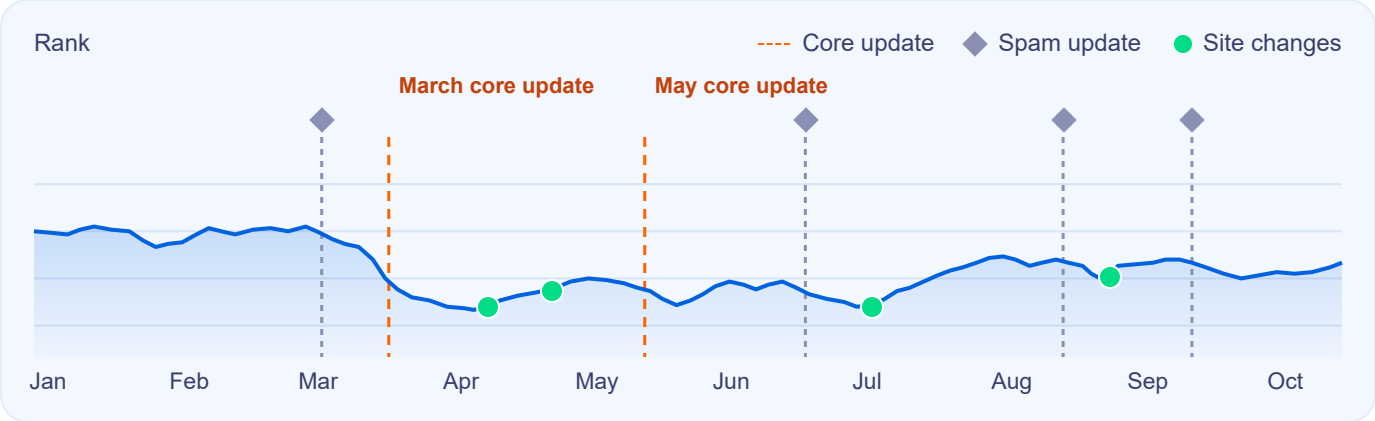
58%
Lower clickthrough for top results when an AI Overview appears

38%
Share of AI Overview citations that rank in the top 10

Chapter 01 · What changed in 2026

2026 brought more change to search than most years.

Two core updates, a steady run of spam updates, and new AI features nearly every month.



If 2026 felt like a lot of algorithm updates, the Search Status Dashboard agrees with you. Google rolled out core updates in March and May, with spam updates spread through the rest of the year.

The March spam and core updates alone reshuffled the top of the results. In SE Ranking data reported by Search Engine Land, 79.5% of top-3 URLs changed positions, up from 66.8% in the December update, and about 24% of pages in the top 10 fell out of the top 100 entirely. Aggregators, directories, and comparison sites took more of the losses.

And if the shifting landscape has impacted you, you're definitely not alone. Each core update this year brought a fresh wave of site owners into the comments and forum threads Search Engine Roundtable tracks, reporting sudden traffic drops, some as steep as half their traffic in a single update. Conversions took hits too. During a spike in volatility this October, one site owner summed it up: "conversions almost gone, seemingly normal traffic."

For most businesses, the hardest part was the pace. AI features changed just as often as rankings did, and each change touched how buyers find, compare, and judge vendors.

79.5% of top-3 URLs changed positions in the March updates

> Keeping up with search in 2026 was a full-time job. Conveniently, it's ours.

Chapter 01 · What changed in 2026

The 2026 AI search timeline

The changes came from every direction: Google, Microsoft, multiple LLMs, and the tools that measure them.

Google · Microsoft · AI engines/LLMs

February
- Microsoft launches AI Performance in Bing Webmaster Tools, showing how sites appear in Copilot answers.
- ChatGPT begins showing ads to free and Go users.

March
- Google releases a spam update and the March core update.

May
- FAQ rich results disappear from Google Search.
- Google Analytics adds an AI Assistant channel.
- Google publishes its guide to optimizing for generative AI search.
- At I/O, Google announces AI Mode has passed one billion monthly users.
- The May core update follows.

June
- Spam update.

August
- Spam update.
- **August 31:** Search Console's generative AI performance report and a new generative AI control reach all sites.
- **August 31:** OpenAI reports ChatGPT has passed one billion weekly users.

September
- Spam update, finishing October 8.
- **OpenAI:** Rolled out GPT-6.1 Sol and GPT-6 Astra in early-to-mid September 2026.
- **Anthropic:** Released Claude Opus 5.5 and Claude Sonnet 5.5 in late September 2026.
- **Google:** Expanded its lineup with Gemini 4 Argon Lightweight on September 29, 2026, following earlier Gemini 3 upgrades to Google Search and AI Overviews.

October
- **Mistral AI:** Launched Mistral Large 4 on October 5, 2026.
- **Anthropic:** Released Claude Haiku 5.5 on October 6, 2026.
- **xAI:** Released Grok Voice 3.0 on October 14, 2026.

Chapter 01 · What changed in 2026

Two changes that show how fast the playbook moves

One idea rose and faded. Another finally wrapped up.

01

The rise and fall of llms.txt

A little over a year ago, llms.txt was one of the most talked-about specifications in AI search: a simple file that promised AI systems a map of your best content. The data now tells a quieter story. SE Ranking studied nearly 300,000 domains and found **no link between having the file and earning AI citations**, and Google has said its search systems ignore it. LLMs.txt went from the new hotness to a footnote faster than most companies complete a site migration.

It wasn't the panacea we wanted, but it isn't worthless. It costs little, carries no downside, and even a small chance of being read expands your footprint. Treat it as a small lever and keep expectations in check.

02

The end of FAQ rich results

As of May 7, 2026, Google **no longer shows FAQ rich results** in search, and in June it removed the feature's documentation. Google says FAQ markup can stay in place, since other search engines may still use it.

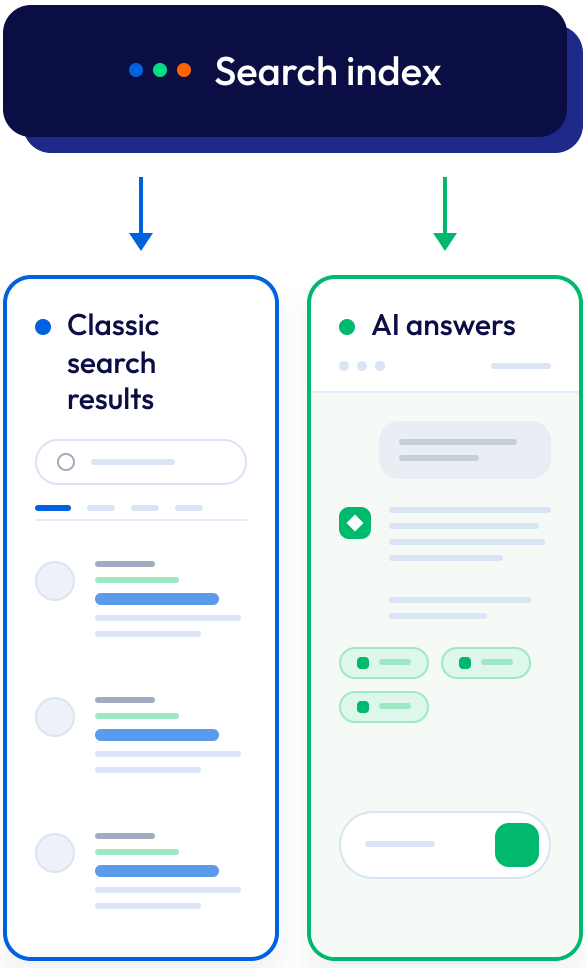
We agree. FAQ rich results had a long goodbye, but the FAQs themselves still pull their weight. Direct answers to real buyer questions remain some of the most useful content a page can hold, for people and AI engines alike.

> LLMs.txt went from the new hotness to a footnote faster than most companies complete a site migration.

Chapter 02 · Connecting search and AI

Most AI answers start with a search.

SEO and GEO are practiced and measured differently. Underneath, they run on much of the same infrastructure.



SEO and GEO are practiced differently and measured differently, but under the hood they share more than most people realize. Nearly every AI answer starts with a search: Google's AI draws on Google's index, Copilot on Bing's, and ChatGPT on a blend of its own index and outside sources that keeps shifting. Being found by search engines is still the price of admission to AI answers. Which sources each engine selects from there is where the two disciplines part ways, and that line keeps moving.

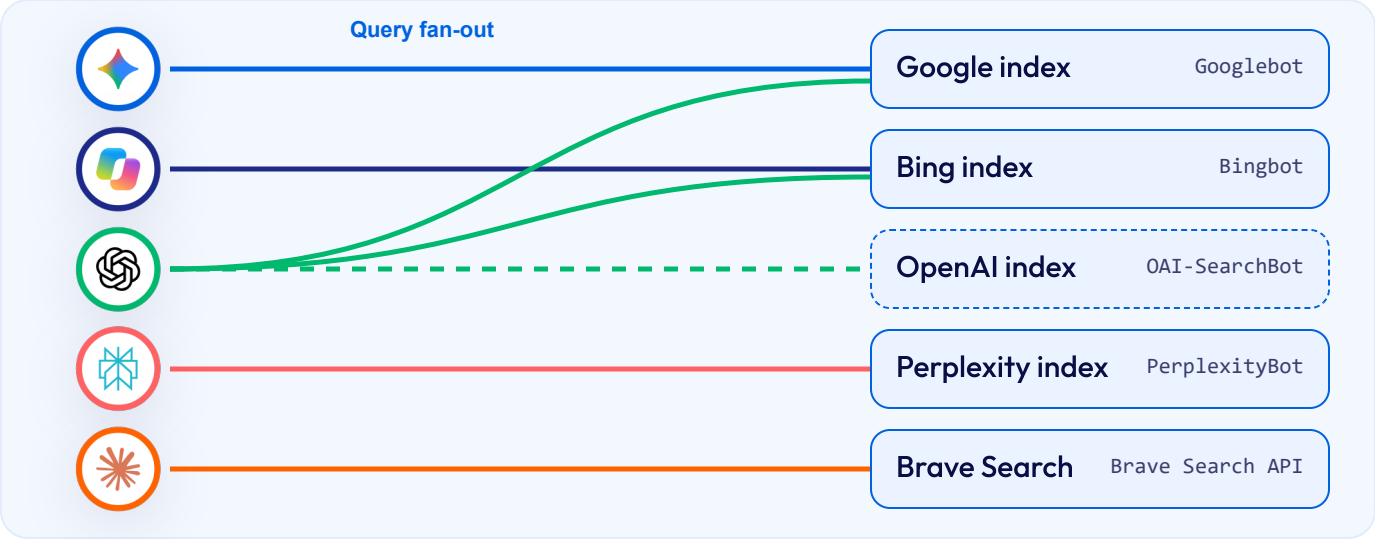
> Google's own position backs this up. Its 2026 guidance describes optimizing for generative AI search as still SEO from Google's perspective. The other engines don't publish guidance like that, which is why the rest of this chapter looks at what they do in practice.

Chapter 02 · Connecting search and AI

Which search index each AI engine uses

Most AI answers start with a search. Which search depends on the engine.

Google AI Overviews and AI Mode: Google's index.	When AI is triggered, Google runs a query fan-out, splitting a question into related searches and drawing sources from those results.
Microsoft Copilot: Bing.	Bing's AI Performance report shows how sites appear in Copilot answers, which ties Copilot visibility directly to Bing.
ChatGPT: a blend.	ChatGPT search launched in 2024 on third-party search providers. In 2026, researchers found it running its own index alongside outside providers, including Google and Microsoft. OpenAI hasn't publicly confirmed the index.
Perplexity: its own index.	Perplexity runs an index of hundreds of billions of pages and opened it to developers in 2025.
Claude: Brave Search.	Anthropic listed Brave Search as a provider for Claude's web search in 2025.



Whether ChatGPT runs on Bing or Google turned out to have a surprisingly modern answer: some of both, plus its own.

The practical takeaway

Make sure your site is indexed in both Google and Bing, and that AI search crawlers can reach it.

Chapter 02 · Connecting search and AI

A top ranking no longer guarantees an AI citation.

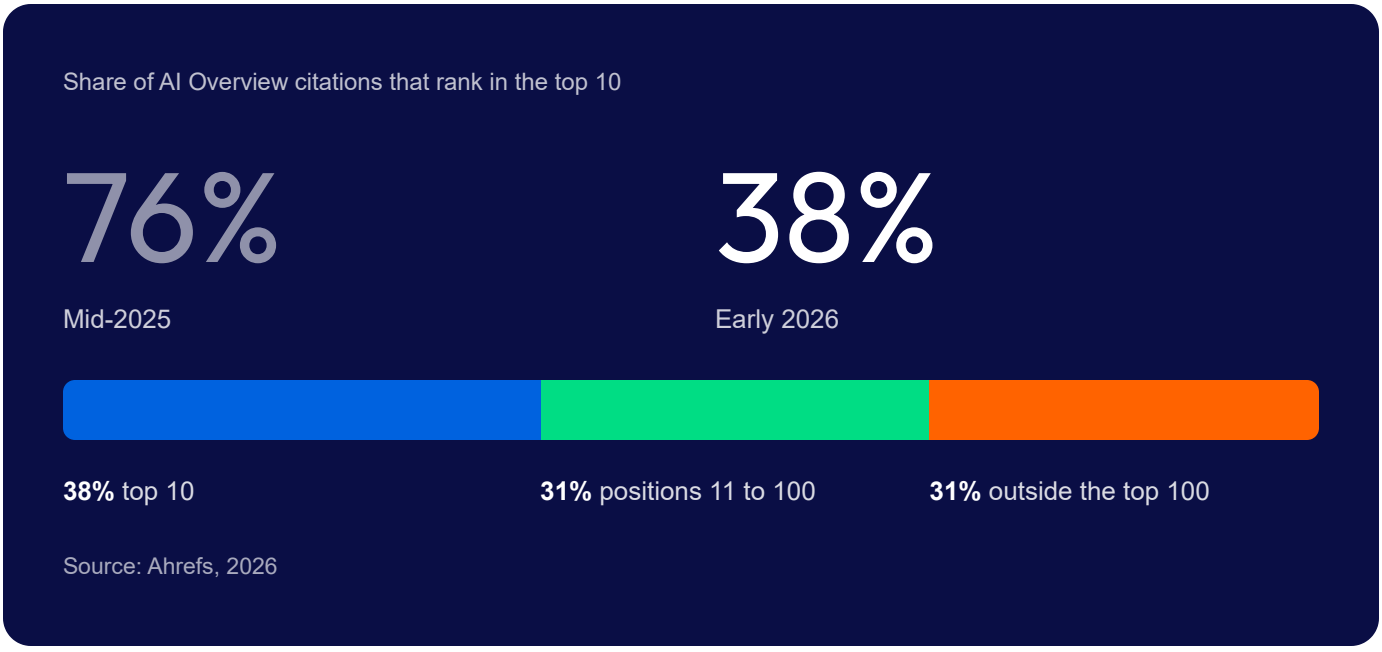
Ranking well in Google and being cited by Google's AI have become two separate goals.

In mid-2025, about 76% of the pages cited in AI Overviews also ranked in the top 10 for the same search. By early 2026, Ahrefs found that share had fallen to 38%. The rest split almost evenly between pages ranking 11 to 100 and pages outside the top 100 entirely.

Ahrefs points to fan-out searches as the likely reason: Google is drawing from the results of related questions, not only the original one.

Video opens another way in. Nearly one in five cited pages that didn't rank in Google's top 100 for the search were YouTube videos, so a video can earn an AI citation even without a traditional ranking.

Google's guidance covers Google. Your buyers have a few more tabs open. ChatGPT, Perplexity, Copilot, and Claude each select sources their own way, which is why the same question can produce a different set of brands on every engine.



Chapter 02 · Connecting search and AI

Patterns we're seeing across our clients

Some of the most useful lessons only show up when you look across many sites at once.

01

The engines rarely agree.

The same questions, asked the same month, produced very different visibility from engine to engine. Semrush's data shows the same pattern at scale: ChatGPT and Google's AI Overviews share fewer than half of their most-cited sources.

02

Tool scores tell part of the story.

Across clients, monitoring tools' visibility scores understated how often brands were cited.

03

Third parties win buying questions.

Distributors and directories often earned the where-to-buy and comparison citations.

None of these show up from a single site. Patterns that repeat across companies and industries are how we tell a widespread shift from a one-off blip.

Control the narrative. AI is summarizing you either way.

Every AI engine already has a version of your story. After acquisitions, rebrands, and other changes, we've watched engines repeat outdated details from aggregators, directories, and comparison pages that never got updated. The fix starts at the source:

- Ask major AI engines what they know about you, and note errors.
- Publish a current page on your site with the key facts about who you are and what you offer.
- Use IndexNow to tell Bing and other participating engines when pages change.
- Correct the third-party profiles they draw from: directories, data providers, and review sites.
- Keep titles, descriptions, and schema current for engines that read only the snippet.
- Recheck regularly; corrections take time to spread.

Chapter 03 · Earning AI visibility

Can search and AI engines reach your site?

The basics still decide whether you're considered at all.

There's no single switch for AI visibility. No one can add some schema, publish a few articles, build a few links, and call it done.

Search and AI engines weigh many signals at once: pages they can reach and read, a fast site, accurate metadata, clear headings, well-written content refreshed regularly, and outside validation, with quality backlinks over volume. Across multiple clients, approaches that work on several fronts at once have consistently beaten any single tactic. Microsoft Bing describes the same pattern: AI search builds on the same signals that support traditional SEO and adds more on top. Semrush's research agrees: among organizations that fully integrate their SEO and AI visibility work, 81% reported more traffic or leads from AI platforms.

81%

reported more traffic or leads from AI platforms after integrating SEO and AI work

Semrush, 2026

It starts with access.

Engines can only cite what they can reach, read, and index, so this is the foundation for everything else.

Even this year, we came across sites quietly asking crawlers to stay away. A small line in a robots.txt file can still hide a lot.

Crawler	robots.txt	Result
Googlebot	`User-agent: Googlebot` `Allow: /`	Can crawl
Bingbot	`User-agent: Bingbot` `Allow: /`	Can crawl
OAI-SearchBot	`User-agent: OAI-SearchBot` `Disallow: /`	Blocked
PerplexityBot	`User-agent: PerplexityBot` `Allow: /`	Can crawl

Chapter 03 · Earning AI visibility

Before any content or schema work, make sure:

☐ You're indexed in both Google and Bing.	Check Google Search Console and Bing Webmaster Tools. Copilot and parts of ChatGPT depend on Bing.
☐ AI search crawlers can reach your site.	Allow them in robots.txt unless you have a business reason not to. A 2026 log study found that ChatGPT's research agent gets no content from pages that block its search crawler.
☐ Your content is visible without scripts.	The same study found the agent never clicks, so content behind JavaScript, tabs, or accordions may go unread.
☐ Each page has one clear version.	Duplicate URLs blur signals for search and AI systems alike, according to Microsoft Bing. Use canonical tags and 301 redirects to point to one preferred version.
☐ Pages load quickly and securely.	Serve every page over HTTPS, check Core Web Vitals in Search Console, and test key pages with PageSpeed Insights.
☐ Your best content isn't locked in PDFs.	Move it onto indexable pages and keep the PDF as a download.
☐ One system writes your schema.	Two plugins marking up one page rarely agree on who you are.
☐ Your Search Console AI setting is intentional.	Google now lets you opt out of generative AI features. Inclusion is the default, so confirm your setting.

Chapter 03 · Earning AI visibility

Build authority beyond your website.

Press, reviews, video, and directories all shape how AI engines judge your brand.

AI engines lean heavily on what others say about you. Muck Rack's May 2026 analysis of more than 25 million links cited by ChatGPT, Claude, and Gemini found that **84% of citations came from earned media**, including journalism, research, and other third-party content. Paid and advertorial content made up 0.3%.

Mentions carry weight too. Ahrefs studied 75,000 brands across ChatGPT, AI Mode, and AI Overviews and found that **YouTube mentions correlated more strongly with AI visibility** than any other factor, with web mentions well ahead of backlinks.

Reviews matter most near a decision. In G2's analysis of about 35,000 ChatGPT citations, review platforms' share rose from 7.4% for early research questions to **13.2% for evaluation-stage questions**. Buyers notice: in G2's 2026 research, **citations from software review sites were the top signal** that raised their confidence in an AI answer. Outside software, look for the trade publications, associations, and directories your buyers trust.

84%
of citations came from earned media

0.3%
paid and advertorial content

13.2%
review platform share for evaluation-stage questions



Authority in AI search comes from:

- Coverage in trade press
- Reviews on the platforms your buyers use
- Recognition from analysts and associations
- Video, on your channel and others'
- Participation in professional communities
- Accurate, complete directory profiles
- Backlinks from relevant, reputable sites

Links still matter. Being talked about matters a little more.

Chapter 03 · Earning AI visibility

Send clear signals with headings, metadata, and schema.

AI engines judge a page by its cover more often than you'd expect.

An AI engine researching a question usually scans just titles, URLs, and snippets, then opens only a few pages, as a 2026 study of ChatGPT's research mode found. We've watched engines guess a whole page's content from its title or URL alone.

That makes meta titles, descriptions, and URL slugs some of a page's most important words, though few visitors read them. Once a page opens, clear headings tell an engine what each section covers.

Schema isn't required, but with strong content, it's our most efficient path to AI placements. Microsoft has said **schema markup helps its AI models understand content**. A 2026 Ahrefs study found that **adding schema didn't lift citations for pages already being cited**, but it didn't test uncited pages. That's where we see the biggest difference: across clients, brands with almost no AI visibility began appearing in topic-level answers after beginning schema implementation.

> Think of schema as a well-written name tag. The conversation is still up to you.

The schema we build on

- **Organization**, linked to your profiles
- **Person** for authors and experts
- **Service** or **Product** for what you sell
- **Article** for insights
- **FAQPage** and **HowTo** where that content appears
- **BreadcrumbList** for site structure

Try it yourself

Read your site the way an engine does

Ask an AI engine that shows its reasoning to summarize a few of your pages. Note what it assumes from titles and URLs, and whether it's right.

Chapter 04 · Writing for people and AI

Clear, organized content serves readers and AI alike.

Neither dense paragraphs nor choppy fragments serve anyone well.

There's a comfortable middle ground between a wall of text and a page that reads like a stack of sticky notes. That middle is where both readers and AI engines tend to settle in.



Dense, run-on paragraphs make everyone work too hard. The opposite extreme had its moment too: copy chopped into one- and two-line fragments brought short bursts of traffic that rarely lasted. Google's 2026 guidance agrees there's no need to write in a special way for AI or break content into tiny pieces.

The same guidance draws a firm line on shortcuts. Creating separate pages for every variation of a question, mainly to sway rankings or AI answers, falls under Google's scaled content abuse policy. Comprehensive pages that answer related questions well do the same job without the risk.

What works for both audiences:

- The answer near the top, then the detail
- Specific facts, figures, and examples in place of general claims
- Sections that make sense on their own
- Named experts and credible sources

Chapter 04 · Writing for people and AI

9 ways to optimize your site for 2027

Practical steps that work for search engines, AI engines, and the people reading.

Depth and freshness still matter. AI engines often run several related searches, rewarding sites that cover a topic across connected pages. Muck Rack found that more than half of the journalism AI engines cite was published within the past 12 months, and Microsoft Bing notes that AI systems favor fresh content. Content has a shelf life, and AI engines seem to check the date.

01
Answer early.
Put the direct answer at the top of the page and each section.

02
Make headings do the explaining.
Use clear headings in a logical order, with questions where they fit.

03
Write titles and descriptions that say what the page is.
Engines often decide what a page covers from these alone.

04
Be specific.
Use facts, dated figures with sources, and named experts.

05
Show who's behind it.
Add author bylines with credentials, linked to bio pages.

06
Connect the dots.
Link related pages so engines see the depth of your coverage.

07
Keep schema matched to the page.
Markup should describe what visitors can see.

08
Refresh with substance.
Update priority pages with new data, examples, and answers.

09
Test the way buyers ask.
Run key questions one at a time across several AI engines; note who gets cited.

> The most AI-friendly content we saw this year was also the easiest for people to read.

Chapter 05 · Measuring AI search

What today's AI reporting can and can't show

The tools improved a lot in 2026. They still leave real gaps.

For classic search, Google Search Console, Google Analytics, and Bing Webmaster Tools set a high bar. AI reporting is catching up but isn't there yet. Here's what's available now:



Google Search Console

Added a generative AI performance report, live for all sites as of August 31, 2026. In the properties we manage, its data begins May 18, 2026.

Google Analytics

Added an AI Assistant channel for visits from chatbots like ChatGPT, Gemini, and Claude. Visits without a recognized AI referrer may be counted as direct traffic.

Bing Webmaster Tools

Offers an AI Performance report, still in preview, covering Copilot.

Beyond the official tools

Third-party tools

These fill the gaps the official tools leave open. Semrush's AI Toolkit and Ahrefs' Brand Radar show how often your brand appears for specific prompts, which topics you miss, and how you compare with competitors, detail Google's AI reporting doesn't offer.

Their methods aren't always transparent, but a limited view is better than no view at all.

Chapter 05 · Measuring AI search

The AI engines themselves share almost nothing with the sites they cite. OpenAI offers advertisers a pixel and conversions API; publishers get nothing comparable.

Even the tracking that does exist can change overnight. In October 2026, ChatGPT appeared to stop adding its tracking parameter to outbound links, and one analysis found ChatGPT referrals falling while direct traffic rose on the same pages.

The trackers don't always agree, either.

Google's report covers its own AI features, Bing's covers Copilot, and third-party tools run their own prompts across their own engines. Even one study can tell two stories: Semrush's 2026 AI Visibility Index found that fewer than half of the brands most mentioned in AI answers also rank among the most-cited sources, so a brand can look strong or weak depending on the list.

45%

of marketing leaders can't accurately measure their AI visibility

9%

have the tools to track every relevant metric

Source: Semrush

The dashboards keep getting better. There's still more going on than they can show.

Chapter 05 · Measuring AI search

Fewer visits, better visitors

Clicks lost to AI answers rarely come back as AI traffic. The visitors who do arrive are among the most engaged a site gets.



58%

clickthrough drop with AI Overviews

3.3B

sessions benchmarked by Conductor

60%

better AI-referred retail conversion

Across our clients, lost search clicks rarely came back as AI referrals. The scale explains why: AI Overviews cut clickthrough for top-ranking pages by 58%, while AI referrals make up about 1% of website traffic, growing roughly 1% a month, according to Conductor's 2026 benchmark of 3.3 billion sessions.

The traffic that does arrive behaves differently. Adobe reports that across retail, travel, and financial services, AI-referred visitors are more engaged and less likely to bounce than other traffic. By July 2026, AI-referred visitors to US retail sites converted 60% better, a full reversal from March 2025, when they converted 38% worse.

The trends are connected. As AI engines take over early research, buyers who click through arrive informed and ready to engage. Research suggests the AI conversation itself drives this: a 2026 randomized experiment found the clicks AI Overviews take away were no less engaged than the clicks that remained.

We've also seen pages that do well in AI answers draw better-engaged organic traffic. Clear answers and real expertise keep people on the page too.

> Fewer visitors, better conversations. Most sales teams would take that trade.

Chapter 05 · Measuring AI search

Build a scorecard that connects AI to pipeline.

A smaller channel with a bigger influence needs a different scorecard.

A dashboard built on sessions reads the shift to AI as decline; one built on engagement and pipeline shows what's happening. We recommend three questions:

Surfaced

1. Are we being surfaced?

Track AI appearances in Search Console's generative AI report, Bing's AI Performance report, and tools like Semrush's AI Toolkit, using a consistent prompt set.

Engaged

2. Are those visitors engaged?

Compare engagement rate, time, and key events for AI-referred traffic against organic.

Pipeline

3. Does it reach pipeline?

Tag AI-influenced leads in your CRM and follow them to revenue.

First, split every engagement metric by channel, since a shifting mix moves sitewide averages regardless of site quality. Second, give AI visitors somewhere useful to land: proof points, case studies, pricing context, and a clear next step.

Attribution was already a team sport. AI added a few players nobody can see. A multi-site baseline makes real movement easier to spot.

How to test prompts

Prompt testing remains one of the most useful GEO tactics, if done consistently.

1. List the questions your buyers ask, from early research to vendor comparisons.
2. Ask one at a time, in a fresh session; batched questions overstate visibility.
3. Run the same set across ChatGPT, Gemini, Google AI Mode, Perplexity, Copilot, and Claude.
4. Record who's mentioned, who's cited, and which sources answers use.
5. Repeat regularly and compare trends over several months.

Preparing for 2027

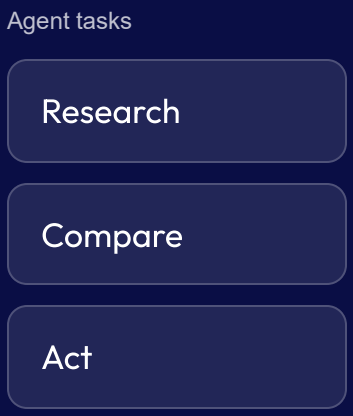
What AI search may look like in 2027

Our best read on what comes next, kept close to the evidence.

If the past year taught us anything, it's to write our 2027 predictions in pencil. These are the shifts we expect, based on what's already underway.

Agents that act on a buyer's behalf.

Parents will tell you that three brings more independence. For AI search, that may mean agents that research, compare, and act on a buyer's behalf. Some of it has already arrived. At I/O 2026, Google introduced information agents in AI Mode that monitor the web and surface updates on topics a user tracks. OpenAI's ChatGPT Atlas browser includes an agent mode that can work through websites to handle research and bookings. For B2B companies, the takeaway is simple: before a buyer visits your site, an agent may have already read it for them.



More advertising inside AI answers.

ChatGPT ads reached a $1 billion annual revenue run rate in under 200 days. Expect paid placements to grow alongside organic answers, making earned citations an even stronger credibility signal.

More engines with their own indexes.

ChatGPT's own index shows where things are heading. Google and Bing visibility will stay the foundation, while each engine's own crawler matters more over time.

Better measurement, gradually.

Google, Microsoft, and Google Analytics all added AI reporting in 2026. Expect more detail in 2027. Until then, watch trends over several months; a single snapshot can mislead.



Find the right partner

What a dedicated search partner adds

AI search is easier to manage with someone watching it full time.

Every change in this playbook landed within a single year, and most arrived with little warning. On top of that, AI visibility comes from doing many things well at once: technical fixes, metadata, headings, schema, fresh content, and outside validation, all maintained over time. Keeping up means watching updates, testing engines, reconciling reports from tools that don't always agree, and acting before an opportunity closes.

> That's a lot to add to an in-house team's plate.

With an agency you get...

A dedicated resource without a new hire.

Someone whose job is watching search and AI every day, so your team doesn't have to add it to theirs.

A view across many companies.

Working with multiple clients shows whether a change is widespread or a one-off blip on a single site.

A team ready to act.

Content writers, web specialists, and optimization experts who can turn recommendations into finished work quickly, which matters when the ground keeps shifting.

Your 2027 checklist

A quick AI search readiness check

Nine signs your site is ready for what's next.

- [ ] **Indexed everywhere.** Your site is verified and indexed in Google Search Console and Bing Webmaster Tools.
- [ ] **Open to the right crawlers.** Your robots.txt allows search and AI search crawlers.
- [ ] **Reporting in place.** You're reviewing Search Console's generative AI report, the Google Analytics AI Assistant channel, Bing's AI Performance report, and a third-party AI visibility tool such as Semrush's AI Toolkit.
- [ ] **A tracked set of questions.** You run your key buyer questions one at a time across several AI engines, on a regular schedule.
- [ ] **An accurate story.** You know what AI engines say about your brand and correct outdated details at the source.
- [ ] **Clear signals on every page.** Descriptive headings, accurate titles and descriptions, and schema that matches the page.
- [ ] **Earned authority.** You have a plan for press, reviews, video, and community presence.
- [ ] **Channel-level reporting.** Engagement and pipeline are split by channel, AI included.
- [ ] **Staying informed.** You follow reliable industry sources and keep up with changes as they happen.

Stay informed

Google Search Central blog

Google Search Status Dashboard

Search Engine Land

Search Engine Roundtable

Search Engine Journal

The demandDrive newsletter: Sign up here!

Ready to find out how AI sees your brand?

AI search will keep changing. Your next move doesn't have to wait.

We'll review your site through the lens of both search and AI: whether engines can reach and understand your pages, how your brand shows up in AI answers today, and which changes will make the biggest difference first.



Get your free GEO audit.

Find out how your site performs in search and AI, and where to focus first.

Get Your Free Audit