

How to appear in ChatGPT 2026

Designing for “the answer” in the Age of Generative Search

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01

What's going on?

How user behaviour online is shifting web traffic

Real reasons of the e-commerce revenue dropped in 2025

Search just changed forever

And most people haven't noticed yet

Before

You Google something



Get a list of links



Click, read, decide yourself

VS

Now

You ask ChatGPT, Claude, Gemini...



Get one direct answer



No clicking needed

~600 million AI queries happen every single day (ChatGPT) — and growing fast

2025 Inflection Point in Web Traffic



AI interfaces became a primary discovery layer: **ChatGPT, Gemini, Claude, ...**



Informational queries increasingly resolved without clicks: user gets “the answer”



AI Is Becoming the New Entry Point for Online Search

~ **59%**

of consumers believe that AI will become their primary method for finding information in coming year

Eight Oh Two, February 2026

In 2026, you're either the source AI cites — or you are invisible

We're at a tipping point

2026: AI tools are now the first place millions of people go for answers - User behaviour shift

ChatGPT, Gemini and Claude are now the first stop for information — not just for tech people, but for everyone

AI is the new front door to the internet

59%

of consumers say
AI will be their primary way
to find information this year

More searches are now answered directly by AI — without the user ever clicking a single link

"Zero-click" is the new normal

This isn't just a behaviour shift — it's a Revenue problem

The entire Internet was built for Google. AI just changed the rules overnight.

20–40%

traffic drop already hitting
retailers, news & agencies.

Kellogg Insight (Northwestern University), late 2025

73%

of B2B websites saw significant
organic traffic losses in 2024–25.
~34% YoY

Search Engine Land

70–80%

HubSpot's organic blog traffic plummeted
from 24M to 6M monthly visits
2024–2025

HubSpot, 2025

“The Great Decoupling” – search volume is rising but clicks to websites are falling.

02

The Future of AI & Search

How AI is reshaping search — and what's next

In 2026, you're either the source AI cites — or you're invisible

The Zero-Click Reality

Decline of Click-Based Search

25%

predicted reduction in traditional
search volume in 2026

Gartner 2026

40%

more likely to be cited when content
provides direct, verifiable answers



Users rarely leave the AI interface —
they trust the synthesized answer



Consumers view AI results as
'less biased' than link lists: more trusted than paid ads

Trust over Traffic: Optimize for citations, snippets extraction - not clicks

What's Next?

Be "IN" AI

Be the Answer AI recommends

Be the trusted cited source

How does this look in practice?

ChatGPT Free offer Share

geo aeo agency uk

If you're searching for a **GEO / AEO agency in the UK**, you're essentially looking for firms that specialise in **AI search visibility**—i.e., getting your brand cited inside tools like ChatGPT, Google AI Overviews, Gemini, and Perplexity (not just ranking on Google).

Here are some **notable options in the UK (and UK-serving)** plus a quick breakdown so you know what you're actually comparing.

🇬🇧 GEO / AEO agencies (UK-focused)

1. UltraScout AI

- Positioning: One of the most prominent **UK-based GEO/AEO specialists**
- Focus:
 - AI visibility across ChatGPT, Gemini, Claude, etc.
 - Citation tracking & AI "share of voice"
 - Done-for-you content + strategy
- Good for: Companies that want a **full AI search strategy + tooling**
- Key idea: Optimises content so AI assistants **recommend your brand directly**

2. Tenacious AI Marketing Global

- Positioning: UK agency focused on **B2B service brands**
- Focus:
 - AEO/GEO + LinkedIn authority + content
 - Personal brand + inbound lead generation
- Good for: Consultants, agencies, SaaS founders
- Approach: Combines **AI visibility + thought leadership**



geo aeo agency uk

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UltraScout AI

UltraScout AI
GEO/AEO & AI Search Agency UK | UltraScout AI

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3. Artios

03

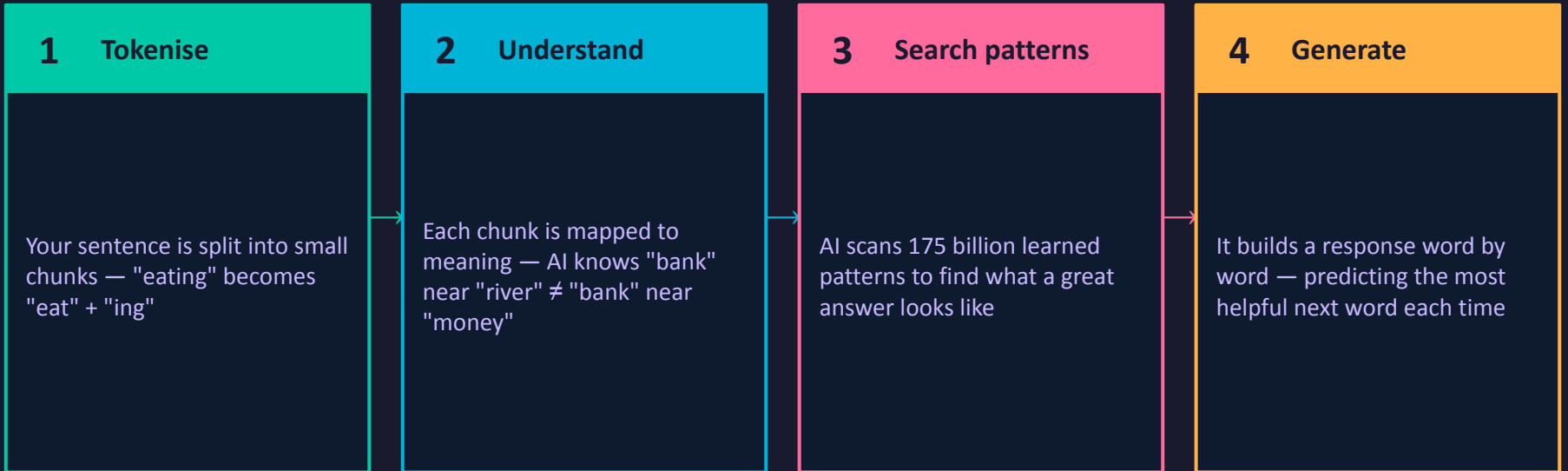
How AI Generates an Answer

A peek under the hood — without the jargon

AI reads your words — then does some remarkable maths to find your meaning

From Your Words to an Answer

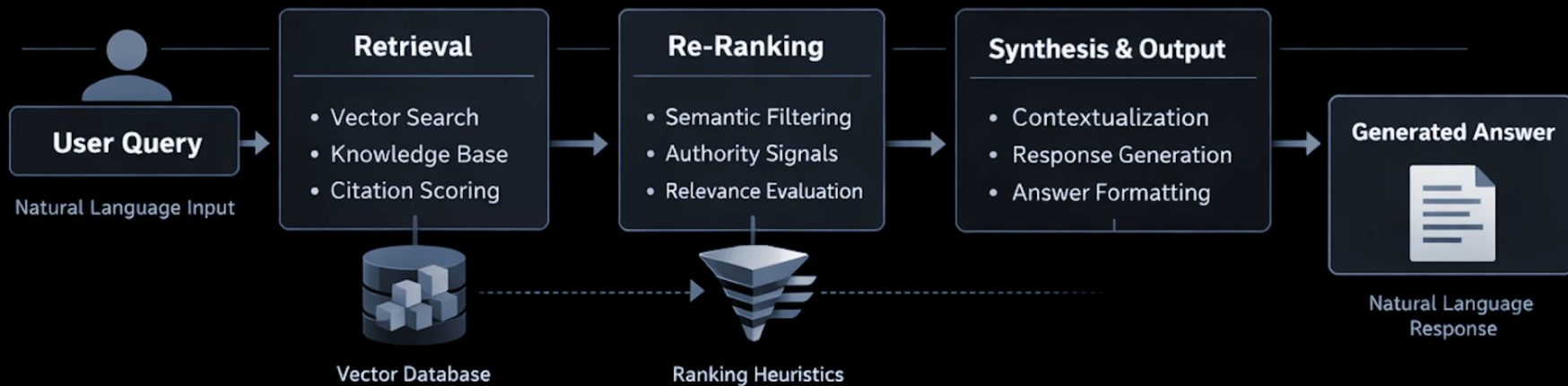
Here's what happens in under a second after you hit send



The key insight: the more precise your prompt, the better the pattern-match — and the better your answer. That's why prompting skills matter.

LLM Retrieval & Synthesis Pipeline

From Query to Contextualized Answer



From Keywords to Vectors

Evolution of Search Paradigm

AI doesn't match words. It calculates semantic proximity in high-dimensional vector space. The content closest to the intent centroid wins — not the page with the most keywords.

2010-2023: KEYWORD ERA

- Keywords matching
- Ranking pages
- Traffic acquisition
- Link authority



2026: VECTOR ERA

- Semantic embeddings
- Synthesizing answers
- Citation inclusion
- Knowledge authority

04

How to appear in ChatGPT?

Let's talk real stuff!

Generative & Answer Engine Optimisation strategies that “move” you into AI

Meet the “AI SEO”

Generative Engine Optimization (GEO) & Answer Engine Optimization (AEO)

Factor	Traditional SEO	AI Optimisation 2026
Objective	Traffic, Clicks to website	Citation
KPI	Rankings	Citation Rate
Technical Layer	Schema	Structured AI-ready data
Content Model	Keyword Density	Information Gain: Fact-dense & Logical
Authority Signal	Backlinks	Knowledge Authority

Research and practice shows: **AEO tactics boost AI visibility by up to 30%**

So... how do you get AI to mention YOU?

AIEO — AI Engine Optimisation

The practice of making your content visible & cited across AI tools — used today

GEO — Generative Engine Optimisation

"Make sure AI tools cite your content when answering questions"

- Build brand authority AI trusts
- Create conversational content
- Be consistent across the web

AEO — Answer Engine Optimisation

"Become the answer AI gives — not just a source it cites"

- Write clearly & authoritatively
- Structure content with headings
- Answer questions directly

AEO vs GEO

Dimension	AEO	GEO
Output	Extracted answer	Synthesised answer
Retrieval	Often rule-based or hybrid	Embedding + probabilistic
Context size	Minimal	Multi-document
Winning Condition	Be selected	Be included
Behavior	Query → Structured extraction → Direct answer	Query → Embedding retrieval → Re-ranking → Context assembly → Generation

To capture demand in AI-native search, brands must optimize for both structured answer extraction (AEO) and LLM context inclusion (GEO).

Citation Probability Model

In a zero-click world, your success is measured by Citation Probability

$$P(\text{citation}) \approx \text{Authority} + \text{Relevance} + \text{Information Gain}$$

Each factor weighted differently by each AI model

★ Authority

Brand trust signals, expert credibility,
domain trust, source reputation

🎯 Relevance

Semantic match to
query intent cluster,
vector proximity

* Information Gain

Novel, non-derivative insight unavailable
in generic training data
This is OUR edge.

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What to DO to get into AI?

Practical steps

Techniques to get into ChatGPT and other AI assistants

Stop Repeating. Start Adding

Information Gain as Competitive Advantage

If your content is identical to what the LLM already knows, **your Information Gain score is zero.**
You're invisible.

✗ G = 0 (Invisible)

- Generic "What is X?" content
- Rewritten Wikipedia summaries
- Same stats everyone quotes
- No original perspective

✓ G = High (Cited)

- Proprietary data & benchmarks
- Original case studies
- Primary research & surveys
- Unique expert analysis

Design Website for AI Retrieval

Technical AIO: Treat Your Site as an API

JSON-LD Structured Data

MACHINE-READABLE

The AI's API to your content.
Advanced schema markup that
machines parse instantly.

llms.txt

LLM-READY

Clean markdown summaries
designed specifically for LLM
crawlers and agents.

Chain-of-Thought Structure

+35% ACCURACY

Problem → Reasoning → Solution
blocks. +35% extraction
accuracy for reasoning models.

Zero-Latency Data

SPEED

Fast, clean, structured data
that AI agents can distill
without processing overhead.

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How we solved this?

Let's talk real stuff!

Our experience and approach for GEO/ AEO that actually worked

How UltraScout AI tackle this

A Proprietary Framework to increase brands AI Visibility and AI citation probability

AI VISIBILITY AUDIT

- ◆ Share of Voice across AI platforms
- ◆ Citation Rate & User query intent clustering
- ◆ Brand Sentiment in AI responses
- ◆ Conversion Rate impact estimation
- ◆ Technical AEO Diagnostics (100 metrics)

STRATEGIC ACTION PLAN

- ◆ Priority topics and content gaps in AI
- ◆ Webpages AI optimisation
- ◆ Platform-specific optimizations
- ◆ Content restructuring roadmap
- ◆ Ongoing monitoring & refinement in UltraScout AI Platform

Tracking: ChatGPT • Gemini • Claude • Perplexity • Copilot • DeepSeek • Grok

AI Visibility & Acquisition Intelligence Platform



Closed-loop measurement: **detect** → **generate** → **publish** → **track**

The **only all-in-one GEO & AEO platform** that detects AI visibility gaps **AND** generates the content to close them — getting your brand cited by ChatGPT, Google AI Overviews, Gemini, Claude, and Perplexity.

Detect gaps. Close them. Get cited.



Zero Coverage Detection

Identifies every topic, query, and intent cluster where your brand is completely absent from AI responses.



Intent x Topic Matrix

Maps buyer intent across the full funnel — awareness, consideration, decision — to surface the highest-value AI visibility opportunities.



AI Share of Voice (ASoV)

Measures your brand's citation frequency and prominence vs competitors across all major AI platforms. The definitive AI search metric.



GEO/AEO Content Generation

Automatically generates ready-to-publish articles, FAQs, and structured content engineered to win AI citations.



Citation Authority Analysis

Reveals which sources AI systems trust for your category — the authority signals, entity structures, and formats that drive AI recommendations.



Negative Association Detection

Monitors AI-generated sentiment and narrative framing around your brand — alerting you before harmful associations become embedded.

See every feature at ultrascout.ai/platform/features

Thank You!

Let's connect

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Scan to connect on

