



---

# AI Search & Visibility 2026

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

Yuliya Halavachova | UltraScout AI | Claude Code London | February 2026

# 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%**

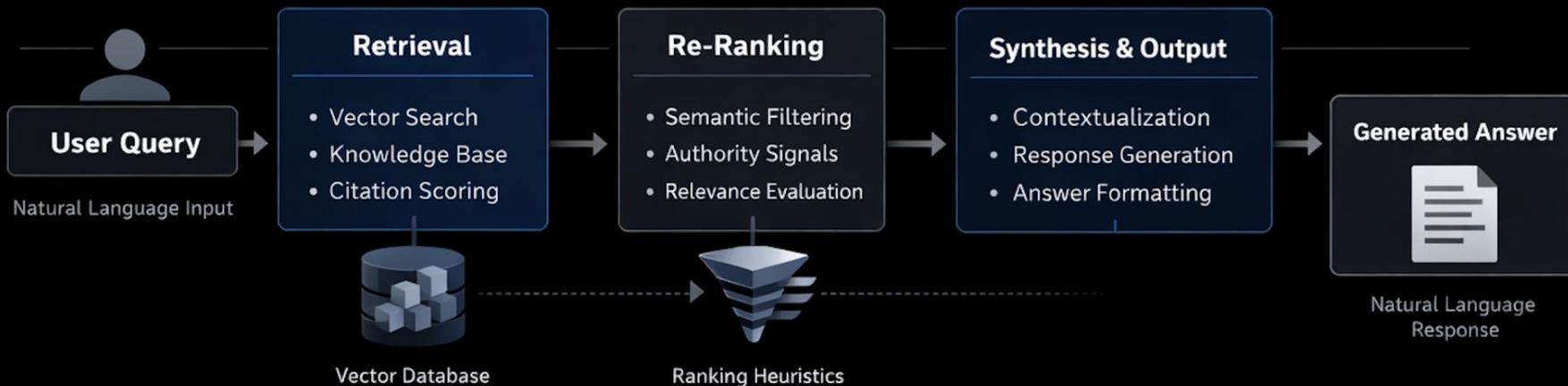
*of consumers believe that AI will become their primary method for finding information in coming year*

*Eight Oh Two, February 2026*

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

# 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

# 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**

# 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%**

# 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.

# 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.

# 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

# Thank You!

Let's connect

**Yuliya Halavachova**

Data Science & AI Strategy

Founder, UltraScout AI

[ultrascout.ai](https://ultrascout.ai)

Scan to connect on

