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# From SEO to GEO: Mastering the New Rules of AI-Driven Commerce

By Megan Harvey // August 18, 2025 //

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September 30, 2025 @ 12pm EST

The rise of AI-powered search is rewriting the playbook for reaching and converting shoppers. In this webinar, Mike O'Donnell, SVP of Innovation and Business Transformation at Flywheel, will unpack the shift from keyword-driven SEO to generative, AI-led consumer journeys, and what it means for brands' visibility, conversion, and share.

**We'll go beyond theory to share practical, research-backed insights, including:**

- How changes in the path to product discovery are directly impacting the commerce experience.
- How major LLMs interpret product content differently, and why two AI assistants can produce different purchase paths from the same query.
- Proven methods to make product data "AI-friendly" so it surfaces accurately and persuasively in generative search experiences.
- The pitfalls of common approaches to reverse-engineering AI responses.
- How to monitor your brand's AI footprint and spot opportunities or risks before they affect shopper behavior.

Attendees will leave with clear, practical ways they can adapt their digital commerce strategy by leveraging AI as a competitive advantage rather than a threat.

[See the Recap & Replay Here](#)

