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Practical Ways to Adapt to Generative Search – Webinar Recap

By Russ Dieringer // September 30, 2025 // Research, Webinars

TL;DR: *AI-powered search holds the potential to fundamentally reshape the path to purchase, moving discovery from keyword-driven SEO to generative, intent-based experiences. Instead of solely competing on blue links and keyword density, brands must also now optimize for AI assistants, natural language queries, and "zero-click" answers. The brands that structure content to be AI-friendly, monitor their AI footprint, and shift to conversational, intent-driven storytelling, will secure visibility and conversion in this new environment.*

3 minute read

For years, brand visibility has been defined by structuring content to align with retailer algorithms and keyword-driven discovery (e.g., SEO). But with the rapid rise of generative AI, a new discipline is emerging: Generative Engine Optimization (GEO).

GEO doesn't replace SEO, but it does demand a shift in how brands think about discovery. Content must now work in two environments simultaneously: the traditional search engine results page and AI-driven assistants that interpret natural language and deliver direct answers.

To help brands navigate this inflection point, Stratably hosted a session with Mike O'Donnell, SVP of Innovation and Business Transformation at Flywheel. Mike outlined how generative AI is already shaping shopper behavior, why GEO is becoming an essential companion to SEO, and what brands can do today to prepare for AI-powered commerce without abandoning proven SEO fundamentals.

The discussion centered on moving from theory to action: how to make product content "AI-friendly," what pitfalls to avoid in trying to influence generative answers, and how to start monitoring your brand's AI footprint. The purpose was to give brand leaders a practical framework for incorporating GEO into their broader digital commerce strategy.

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