

SEO & AIO/GEO

SEPTEMBER 2025



SEO & AIO/GEO.

Online search is being reshaped more dramatically than at any time since Google's launch. People no longer just "click through", they discover, compare, and even complete their research directly on search pages and in AI-driven tools.

That's why we've developed our new SEO & AIO/GEO service. It combines the proven foundations of search engine optimisation (SEO); strong technical setup, audience-led content, and effective promotion with a new discipline, generative engine optimisation (AIO/GEO). AIO/GEO focuses on how your brand appears in AI search results and conversational tools, ensuring you're present, visible, and trusted wherever people are asking questions.

The fundamentals of optimisation haven't changed. What has changed is where your audience is searching and we help you adapt to that shift.



Paul Wood
Director at Indulge

Contents.

Data & research

How the search and AI market stacks up right now

How online search works

The 'classic' search model vs the generative AI model

The strategic & tactical approach

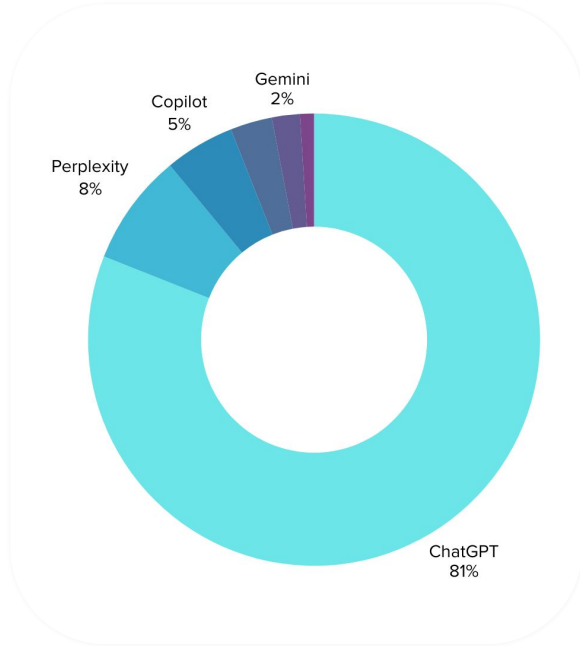
How to deliver an effective digital strategy in 2025

Find out more

How to get in touch to learn more from Indulge

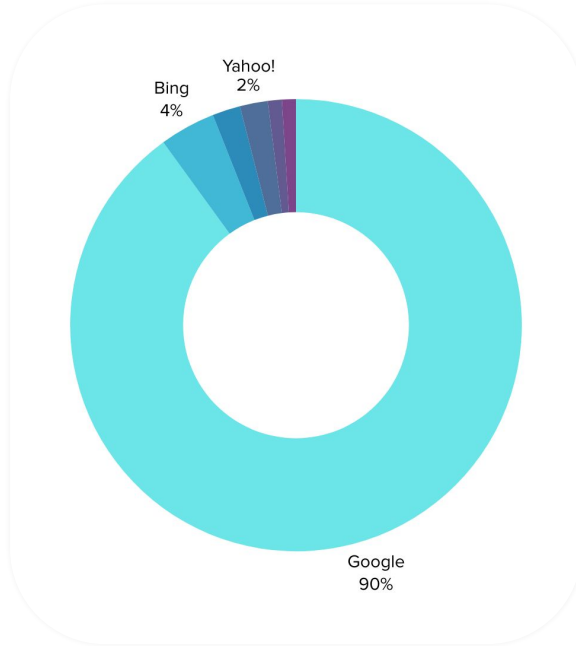
Data & Research.

AI Chatbot Market Share



Source: Statcounter

Search Engine Market Share



Source: Statcounter

Top-10 Websites Worldwide

Website	Change	Visits
google.com	-	98,223,803,338
youtube.com	-	48,112,196,329
facebook.com	-	9,676,753,447
instagram.com	-	5,553,730,889
chatgpt.com	-	5,381,168,552
reddit.com	↑ 1	4,879,409,733
wikipedia.org	↓ 1	4,665,565,517
yahoo.com	↑ 1	3,941,822,537
x.com	↓ 1	3,766,400,625
whatsapp.com	-	2,676,226,706

Source: SEMrush

The facts...

Google remains a force

It is comfortably the most widely used search engine and the most visited website worldwide, it's performance far outpaces that of any social media site.

ChatGPT is the 'Google of AI chatbots'

AI Chatbot usage is nowhere near that of 'classic' Google usage, but it's growing. Where it's growing, ChatGPT is comfortably the most widely used.

Considerations

Google is changing

Google hasn't provided a 'list of ten blue links' for many years. A search result on Google has for a long time included direct answers, maps, videos, direct-access tools, and more.

Google is evolving and with the introduction of AI Mode and AI Overviews, it increasingly looks, feels, and works like any other AI chatbot.

People are adapting how they use search tools like Google, with data showing a decrease in website click throughs following the introduction of AI Overviews (read more in our article; [Why search impressions are rising but clicks are falling](#)).

Search is changing

There isn't an exodus from Google toward ChatGPT, but searchers are beginning to get used to searching and getting an answer all in one place.

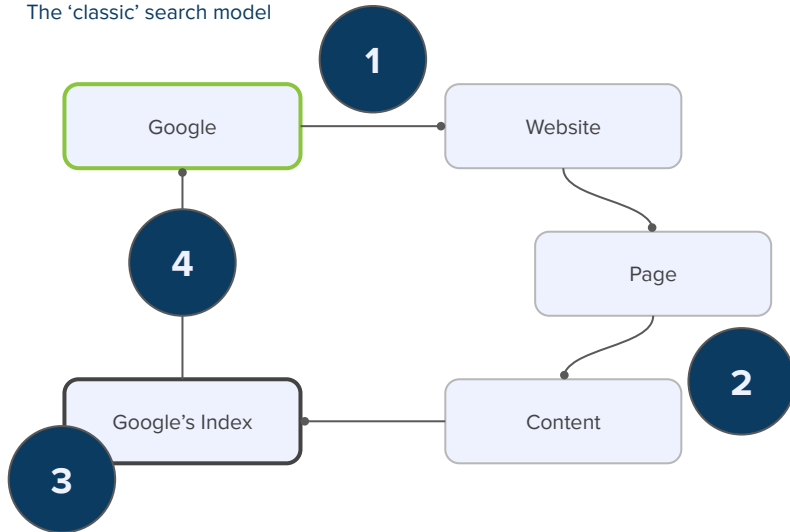
The opportunities to get clicks to your website, particularly at the top of the funnel, are getting harder to come by.

Google, ChatGPT, and every tool in-between is finding, repurposing, and referencing content from multiple sources.

A laptop is shown from a top-down perspective, slightly angled. The keyboard is illuminated with a warm, orange-red glow. The screen displays a complex network diagram with nodes and connecting lines, also glowing with the same warm light. The background is dark, making the laptop stand out.

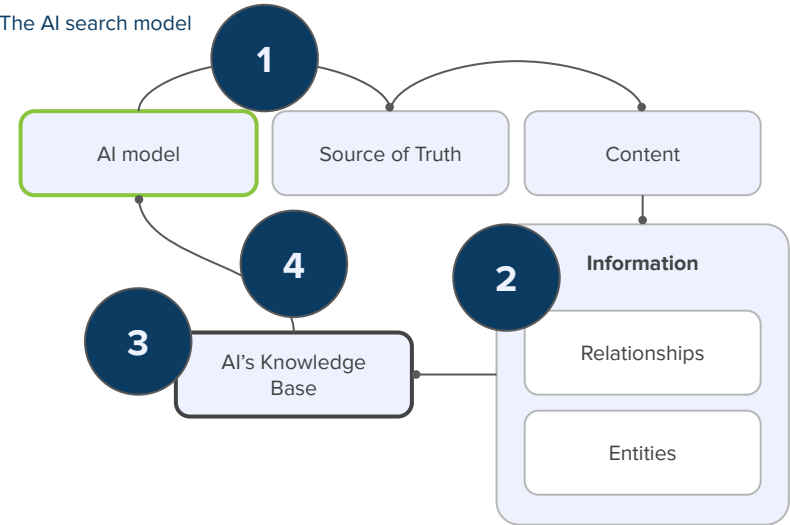
How Online Search Works.

The 'classic' search model



1. Google 'crawls' the internet and discovers new websites and new pages (or checks to see if old ones have updated)
2. Google discovers new/updated content
3. Google adds the content (or information) to its index and categorises it based on what it is, what it's about, and other factors
4. A user searches for something, Google returns to its index, finds matching results, puts them in order, and serves the results

The AI search model



1. AI chatbots are trained on information that comes from what can be thought of as 'sources of truth'
2. The chatbot will 'learn' about information in terms of relationships and entities (the Ferrari (entity) is (relationship) red (entity))
3. This 'understanding' of things forms the basis of its knowledge base
4. When a user searches, the knowledge base is paired with a similar search infrastructure to the example on this page, and the chatbot presents a full answer using its knowledge base plus search results

How this impacts SEO/AIO/GEO

Content remains key

Content is how search engines and AI tools learn. Search engines have always attempted to understand how trustworthy a source of information is, and the same remains true now.

A brand, person, or piece of information that is referenced and spoken about in multiple high authority sources will hold more weight than information published on a low quality website with unreferenced claims.

Content and format are not the same

In the days of 'classic' search, content was published on a website and users were directed there to 'consume' it.

Now, Google and AI chatbots learn from content to generate new answers. This means that a user won't always read your content where it was published or in the format in which it was published.

Generative AI chatbots can provide personalised summaries and can turn written articles into spoken word. They can combine your content with the content of others.

This ups the ante for brands to become synonymous with an area of expertise, because it's harder to guarantee that top of funnel researchers will reach a website until they've progressed further on their journeys.

The Strategic & Tactical Approach.



The elements of a good digital strategy

The pillars of good digital strategy remain in place now as much as they ever have...

Technical

A strong technical foundation that lets users and search 'bots' access your website and your content. Without a technical foundation, nothing can succeed.

Content

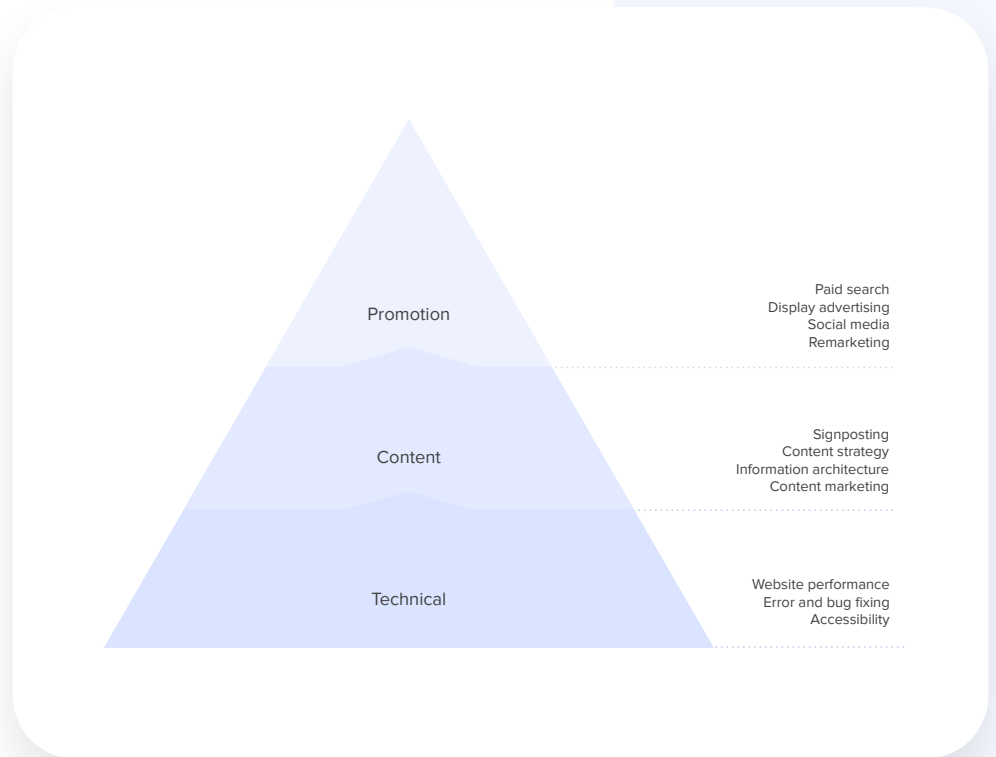
Content should exist to serve your audience and to market your business. Your content strategy should be audience-led, easy to access and prepared with care and quality.

Promotion

Your audience may not discover your brand via your website, so your content and message needs to go where your audience is.

Analytics

Digital marketing has always benefited from the ability to use analytics and data to inform decisions.



How SEO and AIO/GEO differ

Technical

SEO

Requires a website that remains accessible, loads efficiently, and makes it easy for crawlers to access content.

AIO/GEO

These rules remain the same; an accessible website that runs as expected.

Content

SEO

Users require, primarily, three types of content from your brand and website:

1. Informational/Educational
2. Navigational
3. Transactional

These layers enable visitors to understand what you offer, find what they need, and interact.

AIO/GEO

You need the same content, but it needs to be written and prepared in the knowledge that it may be repurposed and re-presented in different formats in a different location (for example within an AI chat engine).

Promotion

SEO

SEO campaigns are supported by pushing your content and message further, using channels including:

- Social platforms
- Video sharing
- Digital media channels (e.g. Google Ads, Meta Ads)
- Digital PR

AIO/GEO

The rules remain the same; brands and content that is widely shared and widely referenced wins the race.

Analytics

SEO

Search performance is predominantly tracked by using data and metrics such as:

- Visitor data from Google Analytics
- Impressions and clicks from Google Search Console
- Rankings from rank tracker tools

AIO/GEO

Generative AI references are harder to track, therefore, reporting needs to become more nuanced, looking at:

- Visitor data to your website
- Tracking sample 'prompts' using automated tracking in AI tools

Building a roadmap

1

Strategic

Event tracking & analytics audit
Dashboard configuration
Keyword research
Content inventory
Content audit
Competitor strategy analysis
Content strategy
Semantic markup strategy
Internal linking audit
Paid media audit

2

Tactical**Housekeeping**

Monthly performance report
Fortnightly call

General

Marketing calendar management

Search

Technical SEO health check
Competitor keyword gap report
Backlink and citation monitoring

Paid Media

Weekly vital signs
Monthly search term report
Monthly ad copy/asset report

Social Media

Social post asset production
Community management support
Internal influencer programme

Content

Thought leadership briefing/production
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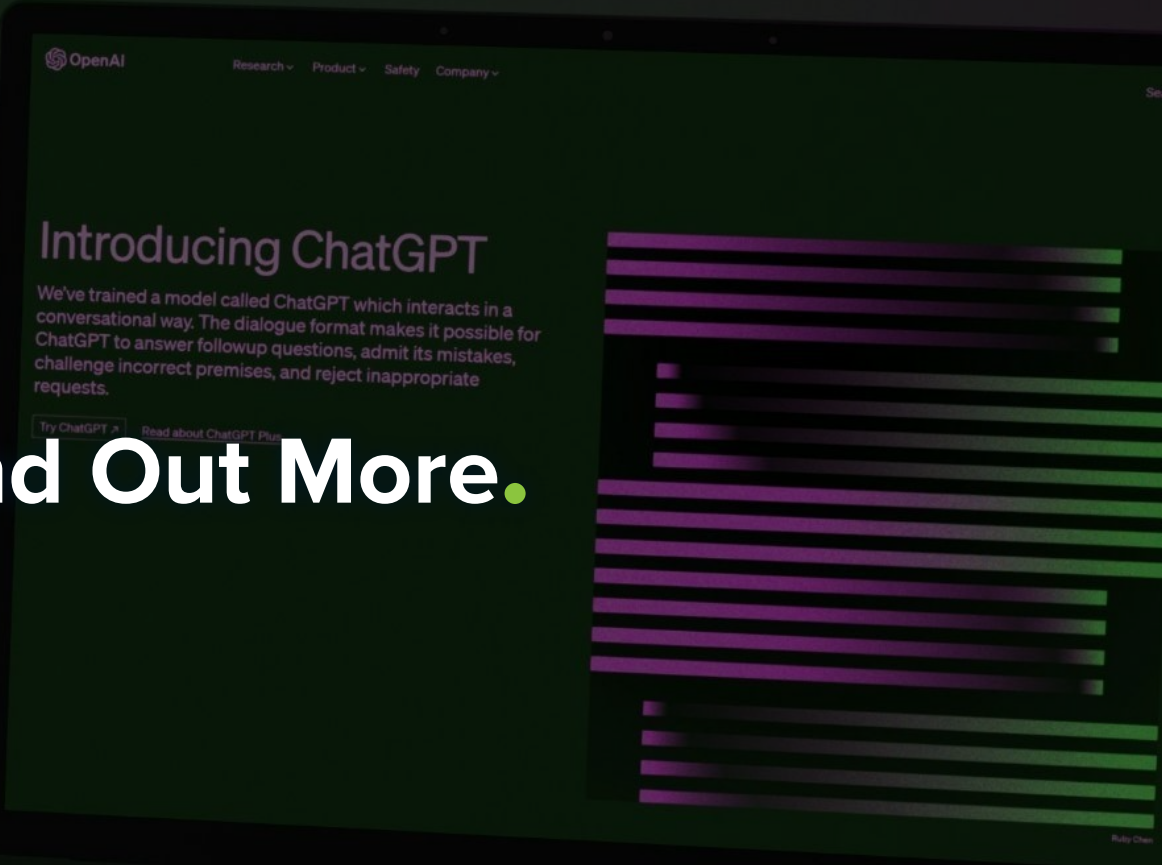
3

Campaigns**Campaign Process**

Discovery & planning
Asset creation & launch
Optimisation & reporting
Wrap-up

An effective digital marketing roadmap mixes long-term **strategic** actions, regular **tactical** implementation, and **campaign** style programmes.

Find Out More.



The Indulge Methodology

Our productised approach gives you three clear ways to run your digital marketing with us, built around your team's capacity and goals.

Strategic Consultant

For teams with strong delivery but no clear direction. We shape your strategy, set priorities, and hold you accountable to results.

Implementation Partner

For overstretched teams. We plug in alongside you, managing campaigns, content, and channels so plans turn into impact.

Full Service Partner

For businesses that need a fully managed digital marketing function. We handle everything end-to-end; strategy, delivery, reporting, as an extension of your team.

Every model is powered by the Indulge methodology: a structured framework for setting strategy, executing campaigns, and measuring results, so you always know your marketing is moving the business forward.

Strategic consultant

Who it's for

Teams with in-house delivery but lacking clear direction.

What you get

Data foundations: event tracking & analytics audit, dashboard setup

Market intelligence: keyword research, competitor analysis, content audits

Channel insights: paid & social audits

Governance: reporting, marketing calendar, technical health checks

Outcomes

Confidence in where to focus marketing effort

A clear roadmap backed by data, not guesswork

Ability to direct your internal team with clarity

Implementation partner

Who it's for

Teams with overstretched resource needing help turning strategy into delivery.

What you get

Everything in Strategic Consultant, plus:

Technical optimisation: semantic markup, internal linking

Competitor gap analysis & backlink monitoring

Thought leadership support (briefing/production)

Campaign delivery: discovery, asset creation, optimisation

Outcomes

Strategic clarity and hands-on execution

Faster delivery of campaigns and assets

Competitive advantage from ongoing monitoring

Stronger share of voice in your market

Full service partner

Who it's for

Businesses wanting a fully managed digital marketing function.

What you get

Everything in Implementation Partner, plus:

Paid media management

Social media & community management

End-to-end campaign ownership across channels

Outcomes

A complete outsourced marketing function

Peace of mind that strategy, execution, and optimisation are covered

Continuous growth with transparent reporting

One accountable partner instead of multiple suppliers

Which partnership is rights for you?

Whether you need strategic clarity, execution support, or a fully managed marketing function, Indulge has a model that fits.

👉 Speak to our team now to discuss your goals

Email paul@indulge.digital
Phone 01865 686093

indulge