glowmetrics

Getting Found In The Age Of AI

12th November 2026

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Summary

Introduction

Joanne Kearney

Managing Director



GlowMetrics

An award-winning digital marketing and analytics agency based in Belfast.

Core services: GA4 implementation, server-side GTM, Data Studio report building, performance marketing, GEO services.

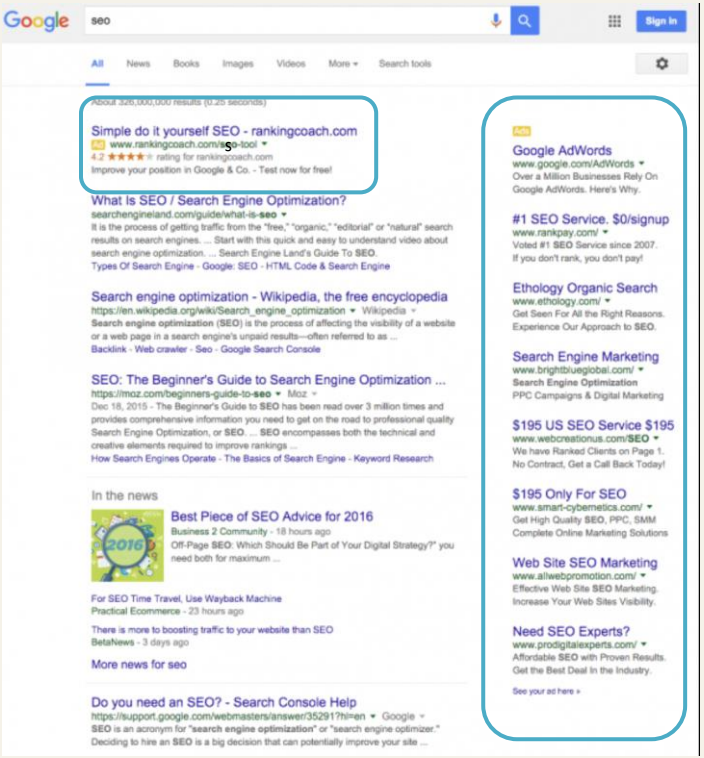
The Demise Of The Blue Link

Search 10 Years Ago

Do you remember what a search engine page looked like 10 years ago?

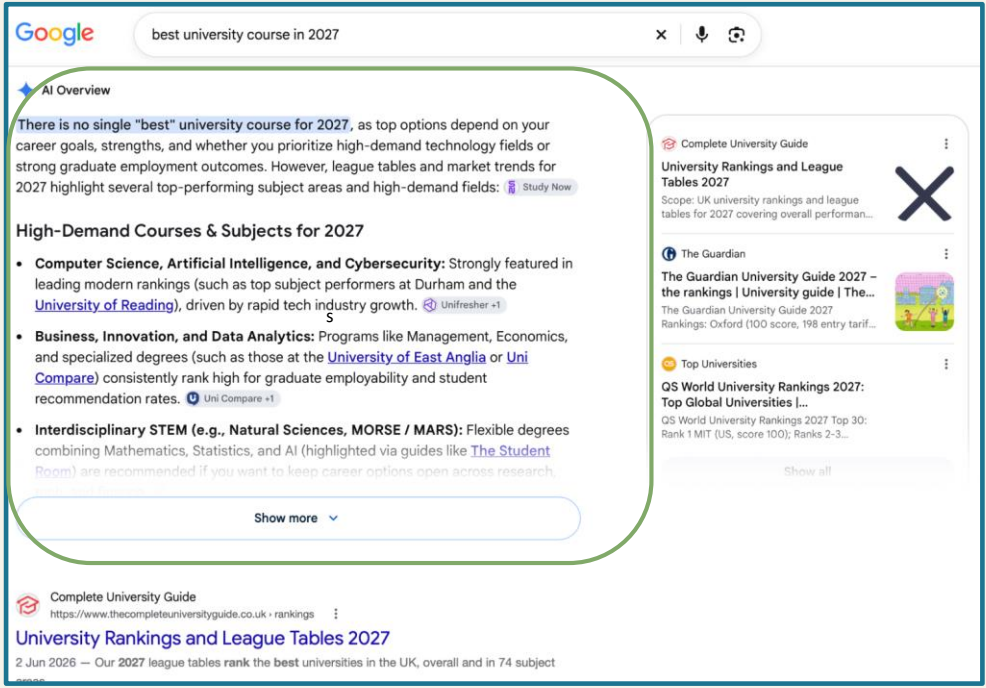
There was space for up to 10 paid ads

Then, most other listings below the paid ads were organic.



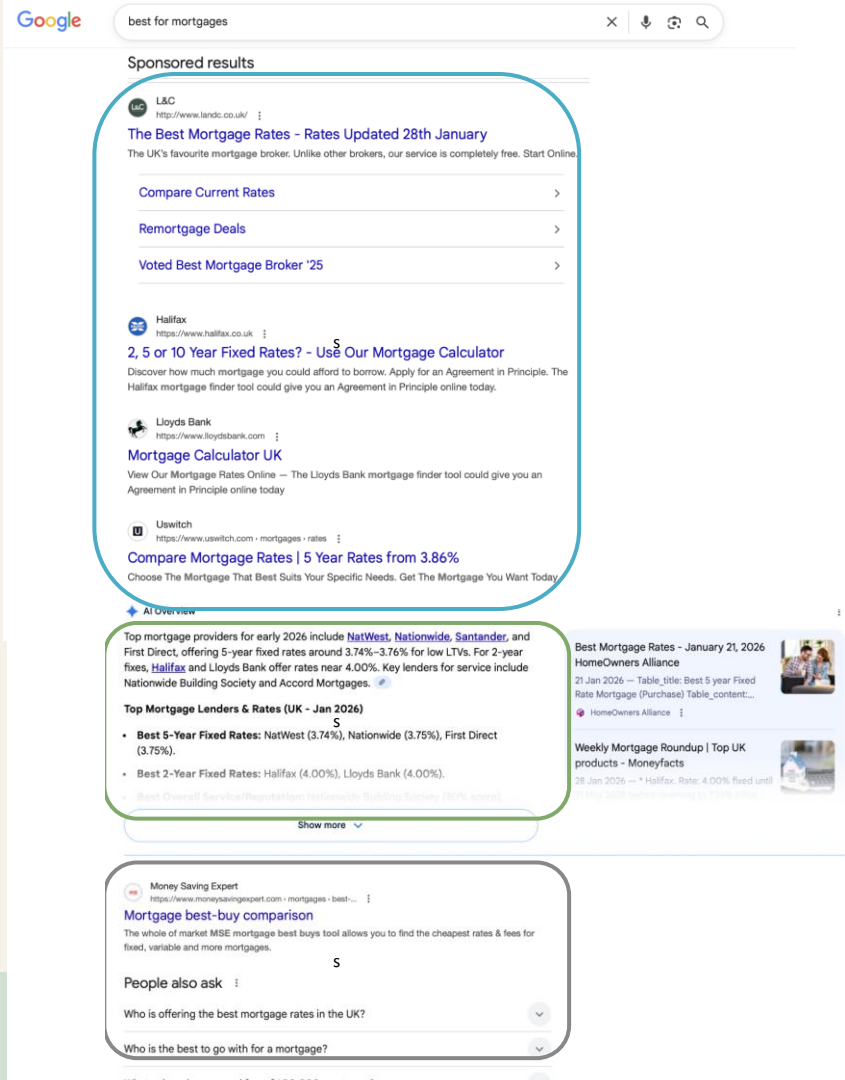
Search Today

Depending on the query, we might see AI Overview results at the top of the page before organic or paid results...



Search Today

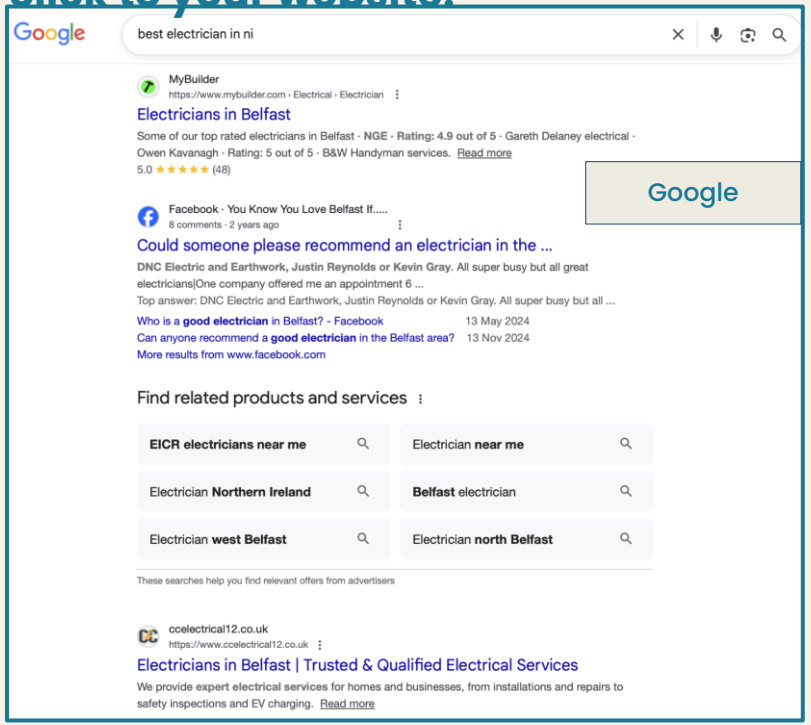
…or paid results before AI Overview results, **then** organic listings.



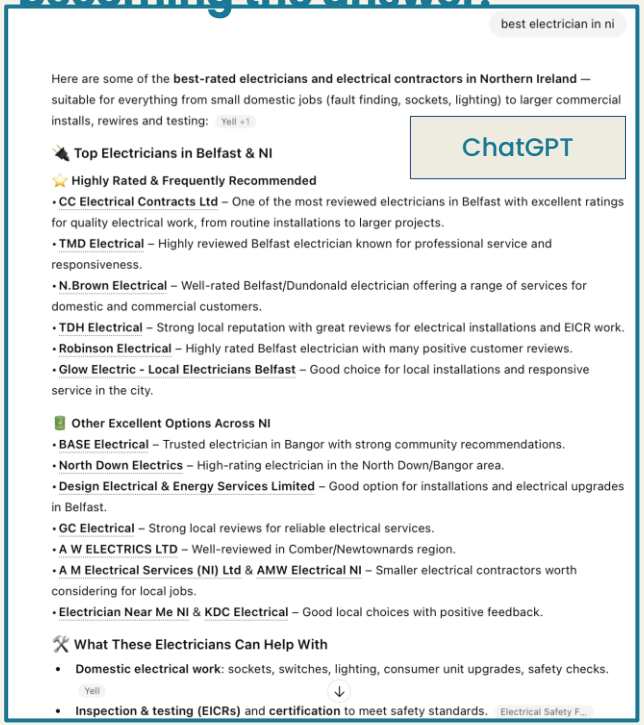
Customers increasingly don't want to browse - they want a curated shortlist!

The field has moved from information > intelligence

Traditional SEO was about getting a click to your website:

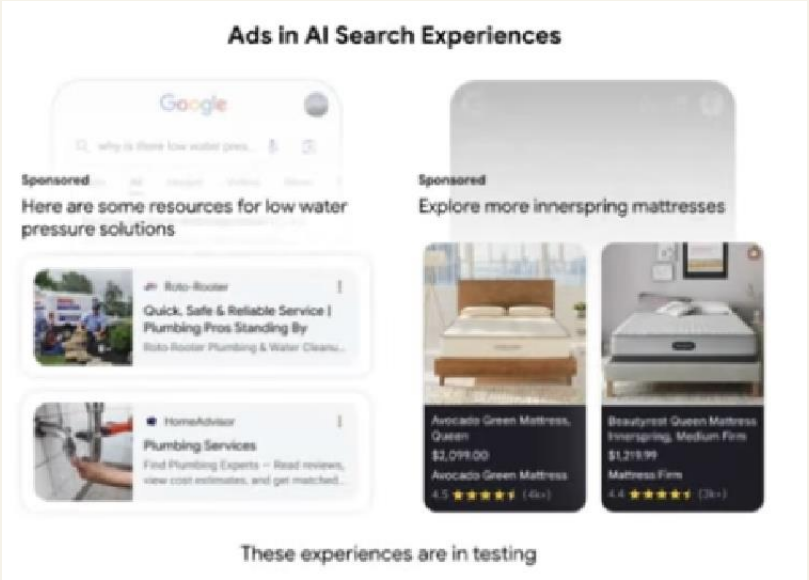


AI-driven search is about becoming the answer:



Future Search

Ads in AI Search Experiences

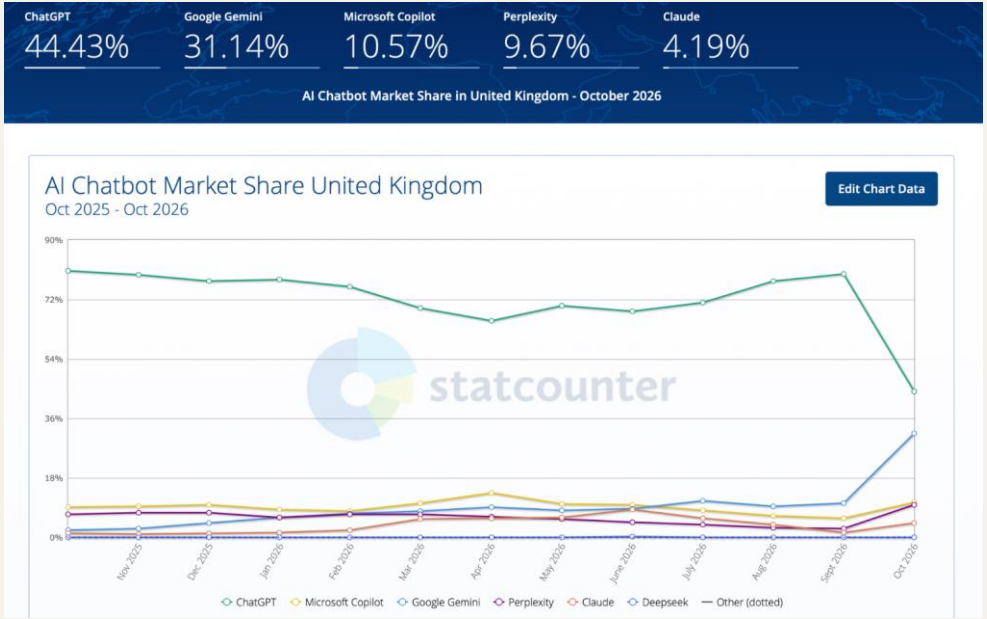


AI Platform Trends

AI Platform Trends

- While Google still holds 91% of the traditional search market in the UK, traffic is leaking away.
- Users are increasingly starting their journey in conversational interfaces (like ChatGPT and Perplexity) for high-intent queries rather than clicking blue links.
- ChatGPT's share has been slipping all year and Gemini's has been rising.
- Statcounter's CEO puts this down to Google's advantage of integrating Gemini across its ecosystem – Search, Android, Workspace and Chrome.

AI Platform Market Share UK (October 2026)



AI Platforms

	Platform	Primary Identity	Best For...
	ChatGPT	The Creative Partner	Brainstorming, complex reasoning.
	Perplexity	The Answer Engine	Real-time research and fact-finding.
	Gemini	The Ecosystem Pilot	Google Workspace users.
	Copilot	The Office Assistant	Microsoft 365 users.
	Claude	The Specialist	Coding, long-form writing, data analysis.

Clicks are falling faster than AI traffic is growing

68%

of US Google searches ended with no click, Jan–Apr 2026 (60% in 2024)

SparkToro, Similarweb panel

58%

lower click-through for the top result when an AI Overview appears

Ahrefs, 300,000 keywords

1/3

drop in Google search traffic to 2,500+ news sites in a year (Chartbeat)

Reuters Institute, Digital News Report

0.32%

of website visits came from AI platforms in 2026; UK 0.16%. Up 16× since 2024

SE Ranking, 101,574 sites

TL;DR AI is reshaping how people find answers, but sends few visits. Visibility inside the answer matters more than the click.

Sources: SparkToro 2026 · Ahrefs 2026 · SE Ranking 2026 · Reuters Institute 2026

Optimising For AI

How an AI answer is generated:

1 · Interpret

The model reads the prompt for intent, entities, location etc.

2 · Fan out

It runs several related searches (sub-searches), including follow-ups the user never typed

3 · Retrieve

It pulls passages from pages it can crawl, favouring clear, trusted sources

4 · Synthesise

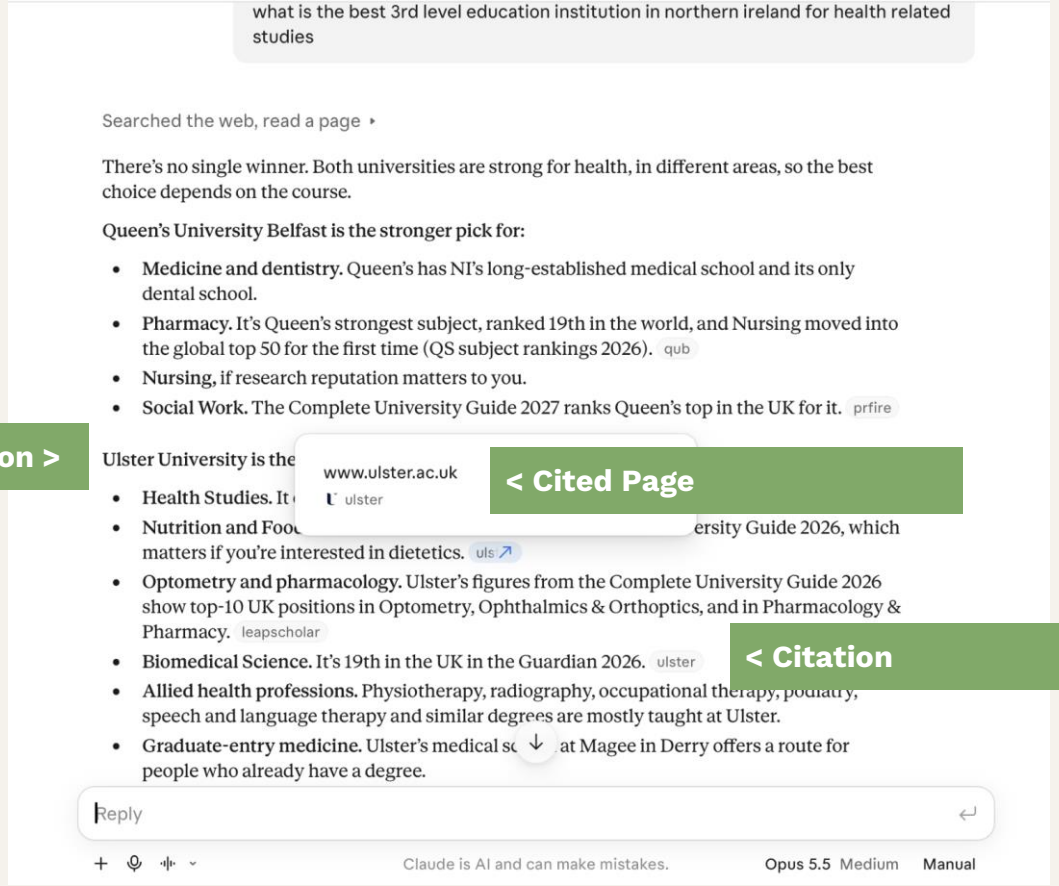
It writes one answer, mentions a few brands and cites some sources

Mentions vs Citations

Mention = your brand is named in the answer. Builds awareness and preference.

Citation = the answer links to your domain as a source. Drives visits and signals trust.

Cited Pages = which specific pages of the website get used.



Mentions vs Citations

	Your page is cited	Your page isn't cited
Your brand is mentioned	**Recommended and sourced** The goal: you're named, which prompts a click to your page	**Known, not sourced** AI learned about you from other sites. Your own pages aren't appearing
Your brand isn't mentioned	**Sourced, not credited** Your page fed the answer, but a competitor got the recommendation ['ghost citation']	**Invisible** **An opportunity:** competitors appear, you don't

GEO objectives for a business:

1. be understood
2. be relevant to the sub-searches
3. be retrievable and quotable
4. be credible enough to recommend

The Pillars of GEO – Generative Engine Optimisation



Citation Mining:

- Ensuring your brand is mentioned on high-authority local directories and niche-specific blogs.

Schema Markup:

- Using structured data (Schema Markup) so AI can read and understand your services, prices, products, locations etc.

Content Hubs:

- AI favours businesses that have plentiful content that both they and users can read and take advantage of.

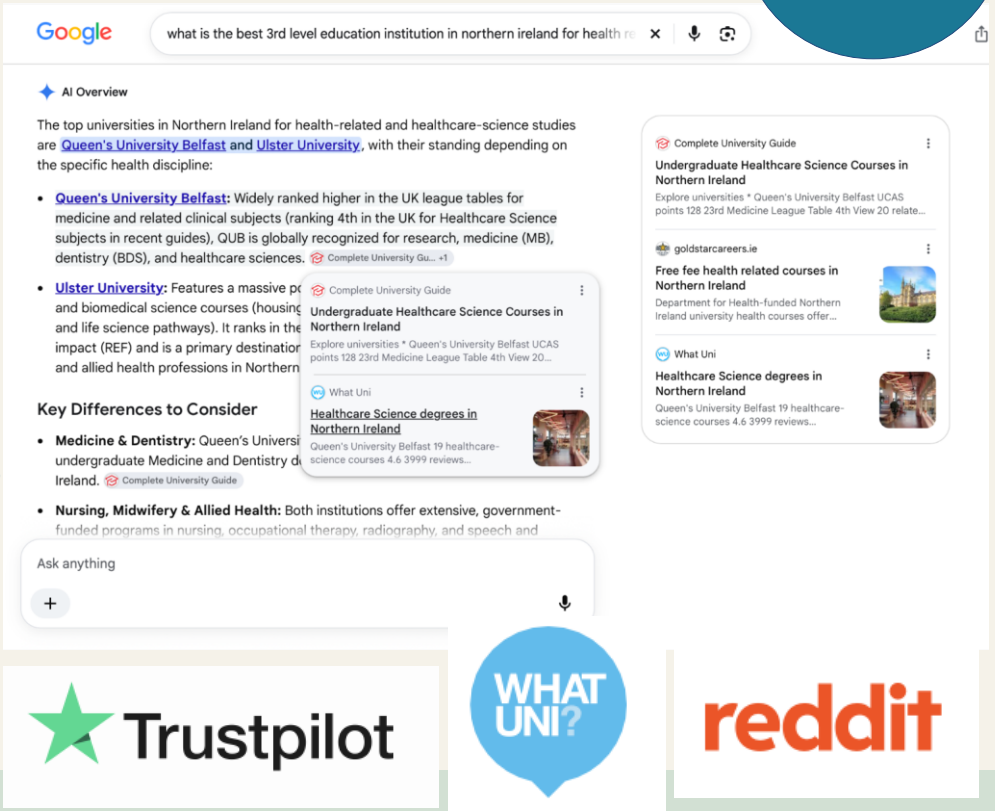
Citation Mining

In 2026, 85% of brand mentions originate from third-party pages, not your own website.

AI prioritises external validation.

To rank, you must mine for mentions on industry-specific directories, local news outlets, and top 10 lists.

The more frequently you are mentioned across diverse, high-authority sites, the higher your recommendation share.



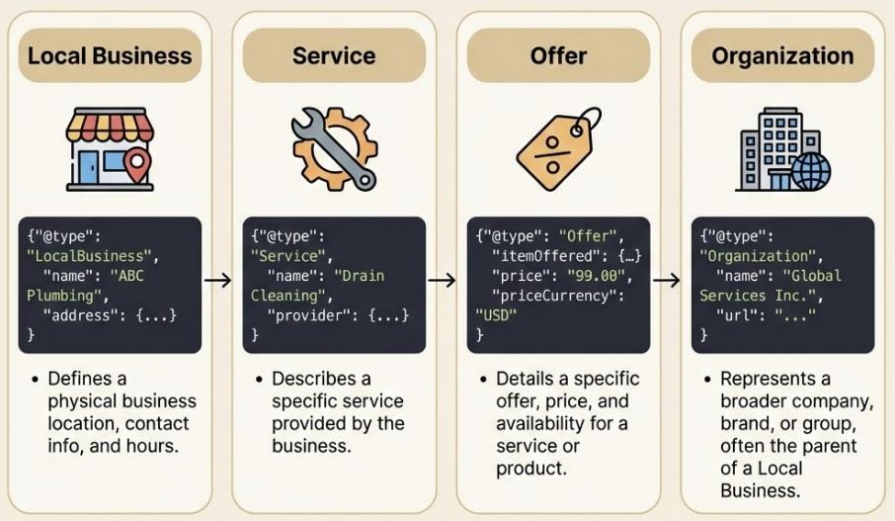
Schema Markup

Schema Markup

AI doesn't just read your website; it looks for machine-readable evidence and in 2026, businesses with structured entity data are 3x more likely to be featured in "Best Near Me" AI summaries.

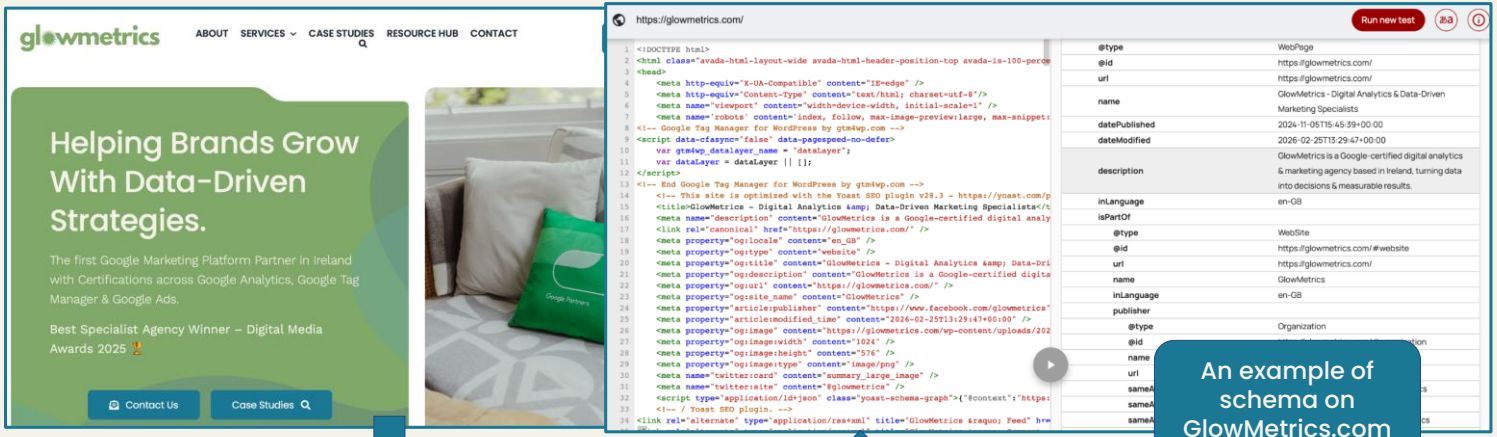
By using **LocalBusiness** and **OrganizationSchema**, you tell AI exactly who you are, removing the guesswork that leads to hallucinations.

Schema translates your services into data points that allow AI platforms to include you in side-by-side comparisons against your competitors.



Structured Data on GlowMetrics

Schema Markup




```
<script type="application/ld+json" class="yoast-schema-graph">{"@context":"https:\/\/schema.org","@graph":
[{"@type":"WebPage","@id":"https:\/\/glowmetrics.com\/","url":"https:\/\/glowmetrics.com\/","name":"GlowMetrics – Digital Analytics & Data-Driven Marketing
Specialists","isPartOf":{"@id":"https:\/\/glowmetrics.com\/#website"},"about":{"@id":"https:\/\/glowmetrics.com\/#organization"},"datePublished":"2024-11-
05T15:45:39+00:00","dateModified":"2026-02-25T13:29:47+00:00","description":"GlowMetrics is a Google-certified digital analytics & marketing agency based in
Ireland, turning data into decisions & measurable results.","breadcrumb":{"@id":"https:\/\/glowmetrics.com\/#breadcrumb"},"inLanguage":"en-
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","https:\/\/www.youtube.com\/@GlowMetrics"]}]}</script>
```


The official [Schema.org vocabulary](https://schema.org/docs/schemas.html) is massive, consisting of over 820 distinct types organised in a structural hierarchy:

https://schema.org/docs/schemas.html

Content Hubs

Understanding Search Intent:

- Focus on providing solutions to user problems.
- Use conversational language.
- Use direct answers, lists, and actionable advice.
- Target long-tail, intent-based keywords.



Optimise Content:

- **Experience:** Show firsthand knowledge
- **Expertise:** Ensure content is accurate and comprehensive.
- **Authoritativeness:** Reference credible sources and showcase authority.
- **Trustworthiness:** Incorporate social proof elements.

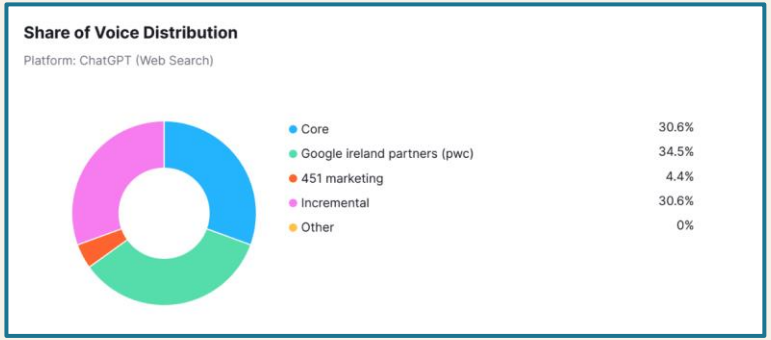
Client testimonials, partner logos, star ratings, and trust badges enhance a page's credibility, signalling quality and relevance to visitors and search engines.

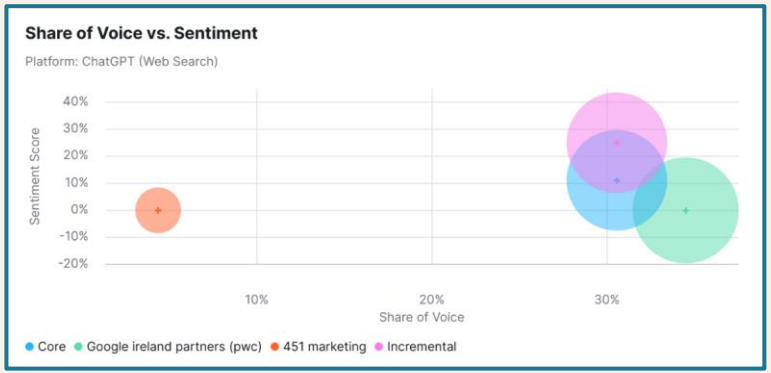
How To Measure AI Visibility

Reporting on AI-Generated Traffic

Semrush AI Insight is a strategic insights tool that analyses what AI platforms like ChatGPT say about your brand and generates recommendations:





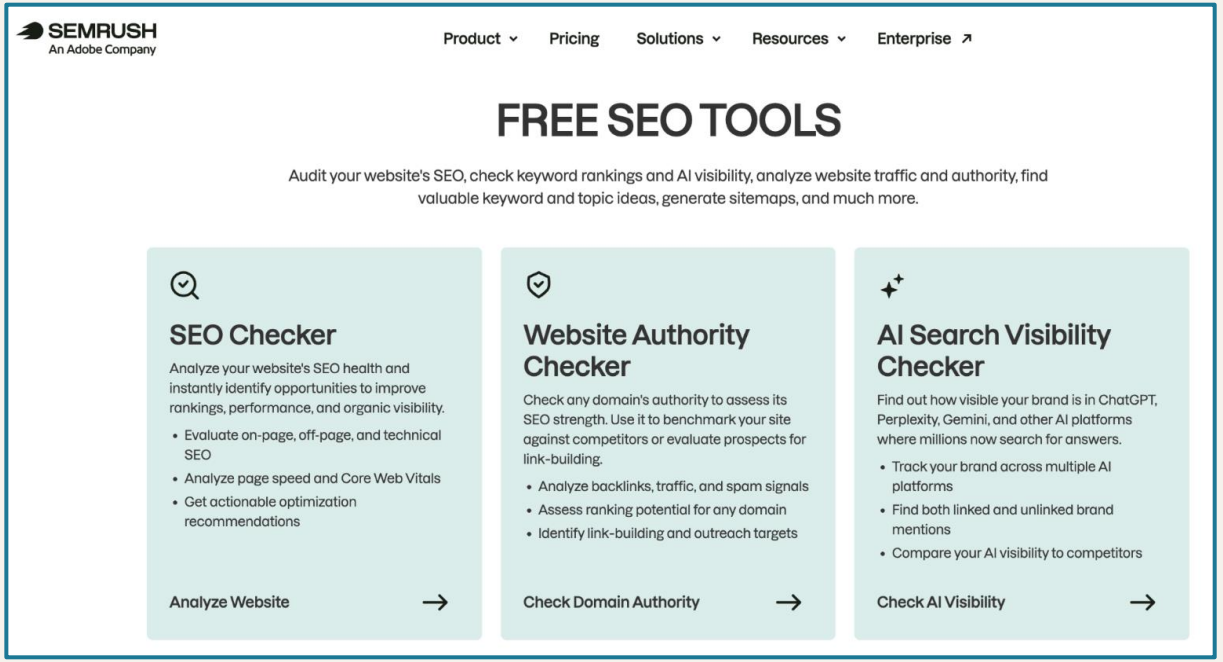


Market Competitors

Ahrefs, Similarweb, Moz Pro, Majestic, Raven

Reporting on AI-Generated Traffic

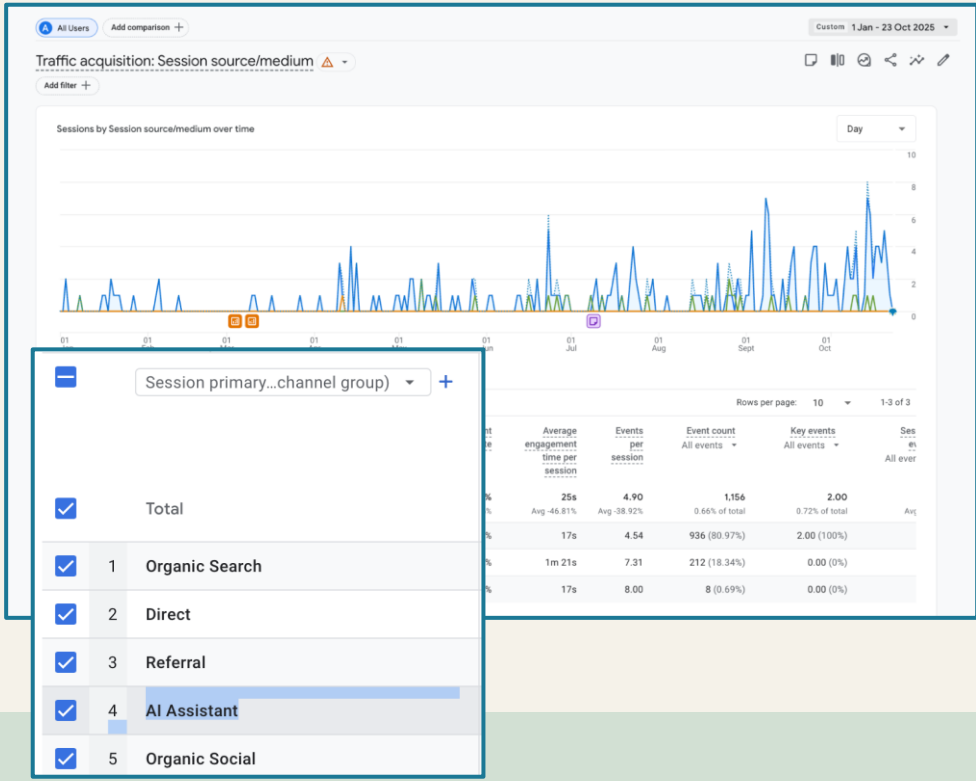
https://www.semrush.com
/free-tools/seo/



Reporting on AI-Generated Traffic

Acquisition Reports In GA4

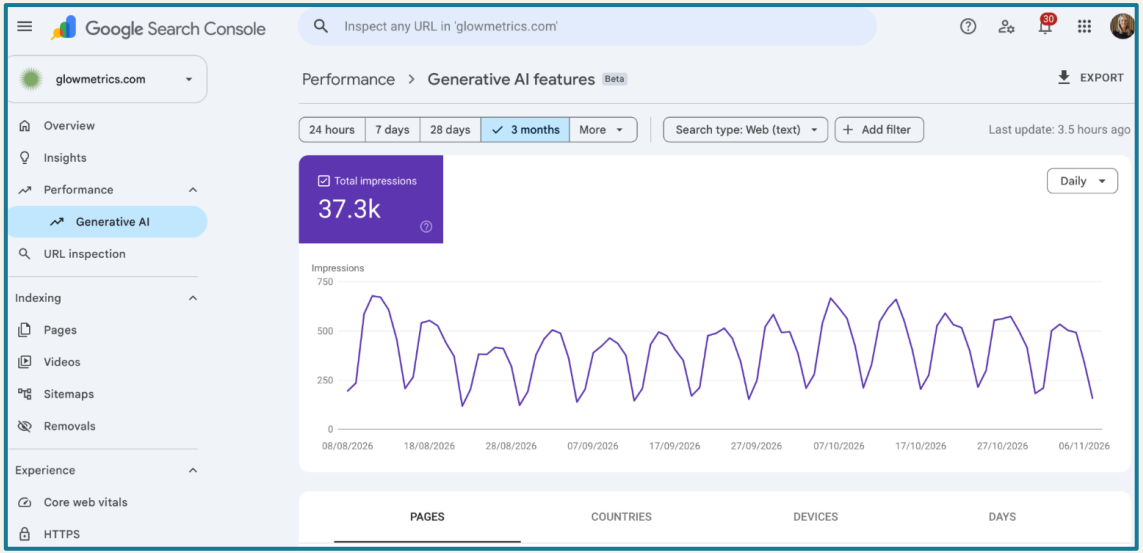
- The Traffic Acquisition report in GA4 helps you monitor where your website traffic is coming from.
- **Go to Reports in GA4 > Select Acquisition and then choose Traffic Acquisition.**
- Analyse how much traffic AI / LLM systems are generating and to which pages.
- Channel Group = AI Assistant



Reporting on AI-Generated Traffic

Generative AI Reporting in GSC:

- **Impressions:** How often URLs from your site appeared in generative AI features in Search and Discover.
- **Pages:** Check which URLs appeared within AI features.
- **Countries:** Understand your visibility on a country basis.
- **Devices:** Identify the devices people are using when seeing your website (available for Search results).
- **Dates:** Monitor your performance over time with hourly, daily, weekly, and monthly granularity.



Workshop Activity

The Prompt Ladder

Step 1 · Unbranded

"What are the best executive courses in Northern Ireland?"

Step 2 · Add a need

"...within the AI space?"

Audience, problem or constraint

Step 3 · Branded

"How do Queen's courses compare to Ulster University's?"

Fresh chat: temporary or incognito, no history

Run twice: answers vary, so judge the pattern

Write down: where the brand appears, is recommended, cited, and if the info is accurate

Mention rate = runs naming you ÷ total runs

The Task

1.

Predict

Before you run your queries, think about what answer you might expect

2.

Ask

Run your 3 ladder prompts in 2 tools. Note mentions, citations and accuracy.

3.

Investigate

What do you think the winners do better?

4.

Recommend

Agree 2–3 priority improvements, each backed by something you saw.

Query Steps

Step 1 · Unbranded

"What are the best executive courses in Northern Ireland?"

Step 2 · Add a need

"...within the AI space?"

Audience, problem or constraint

Step 3 · Branded

"How do Queen's courses compare to Ulster University's?"

Action

1.

Predict

Before you run your queries, think about what answer you might expect

2.

Ask

Run your 3 ladder prompts in 2 tools. Note mentions, citations and accuracy.

3.

Investigate

What do you think the winners do better?

4.

Recommend

Agree 2–3 priority improvements, each backed by something you saw.

What did you discover?

em



Best evidence

Clearest use of both AI answers and Semrush data

au



Biggest surprise!

The finding nobody predicted

uild



Easy Win

The recommendation the organisation could act on tomorrow

Summary

Summary

	SEO	GEO
Focus	Improves ranking on search engines	Included in AI results
Key Tactics / Priorities	Uses backlinks, keywords, technical SEO	Structured content, credibility, AI friendly formats
Traffic and Influence	Converts search › click › conversion	Traffic influenced by brand mentions and AI citations

Google’s Guide to GEO

Mythbusting generative AI search: what you don't need to do

As generative AI search evolves, so have the theories and practices—and sometimes, the misconceptions—surrounding it. While terms like Answer Engine Optimization (AEO) or Generative Engine Optimization (GEO) are common online, many suggested "hacks" aren't effective or supported by how Google Search actually works.

To help you focus on what matters for your website's visibility, we've collected some of the most prominent topics circulating the internet around generative AI and Google Search. Here are a few things you can ignore for Google Search:

- **LLMS.txt files and other "special" markup**: You don't need to create new machine readable files, AI text files, markup, or Markdown to appear in Google Search (including its generative AI capabilities), as Google Search itself doesn't use them. Note that Google may discover, crawl, and index many kinds of files in addition to HTML on a website: this doesn't mean that the file is treated in a special way.

  > ★ It's completely fine if you decide to create and maintain LLMS.txt files (or other similar files) for other services or systems that use these files. Doing so will neither harm nor help your site's visibility or rankings in Google Search, as Google Search ignores them.

- **"Chunking" content:** There's no requirement to break your content into tiny pieces for AI to better understand it. Google systems are able to understand the nuance of multiple topics on a page and show the relevant piece to users. However, sometimes shorter (or longer!) pages can work well depending on your audience and subject matter. There's no ideal page length, and in the end, make pages for your audience, not just for generative AI search.

Questions?

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