



AI Visibility Platform

## **SEO Is Dying. Here's What's Replacing It.**

How to Make Your Brand Visible in ChatGPT, Perplexity,  
and Google AI — Before Your Competitors Do.



Free Webinar | June 16 | 17:00 GST | [semantica.ae](https://semantica.ae)

# What We'll Cover Today

02

75 minutes on AI search, AI visibility, and what your brand needs to do right now.

01

## Live Demo

Is your brand in ChatGPT's answer?

02

## What Marketers Felt in 2024–25

Rising costs, declining traffic — here's why

03

## What's Actually Changing

AI search vs. traditional search

04

## What AI Visibility Depends On

Factors that decide who gets recommended

05

## From ChatGPT to AI Agents

How to scale visibility with agents

06

## How Semantica Works — Live Demo

Track your brand across all AI platforms

07

## What You Can Do This Week

Practical steps — no big budget needed

# Is Your Brand Visible in ChatGPT?

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We're about to check live.

**200M+**  
ChatGPT weekly users

**3x**  
Perplexity YoY growth

**20–30%**  
drop in informational traffic

**#1 on Google**  
≠ visible in AI

## What is GEO?

Generative Engine Optimisation — the discipline of making your brand appear in AI-generated answers.

### → Mention frequency

How often AI recommends your brand when buyers ask about your category.

### → Citation quality

Which sources AI uses when it talks about you — and whether those sources exist.

### → Sentiment & accuracy

How AI describes your brand. Wrong facts reach buyers before you do.

# What Every Marketer Felt in 2024–25

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This wasn't bad campaigns. It was a structural shift.

## **Paid ads got more expensive.**

Same budget. Fewer leads. Every month, quietly creeping up.



## **Nobody could name the cause.**

Bad creative? Wrong offer? Rough quarter? None of those.



## **Google traffic dropped — but rankings didn't.**

Pages still on page 1. Clicks down 20–30%. Nobody explained why.



## **It wasn't you.**

It was a structural shift in how people find information — faster than anyone noticed.



## **More effort. Less return.**

Teams optimised, tested, adjusted. The trend kept going.



## **AI answered first.**

Users got answers from ChatGPT and Perplexity — before visiting any website.



# What's Actually Changing

AI search is not a future trend. It's here now, changing how brands get discovered.

## ChatGPT: 200M+

Weekly active users. A significant share of the world's decision-makers.

## AI answers ≠ search results

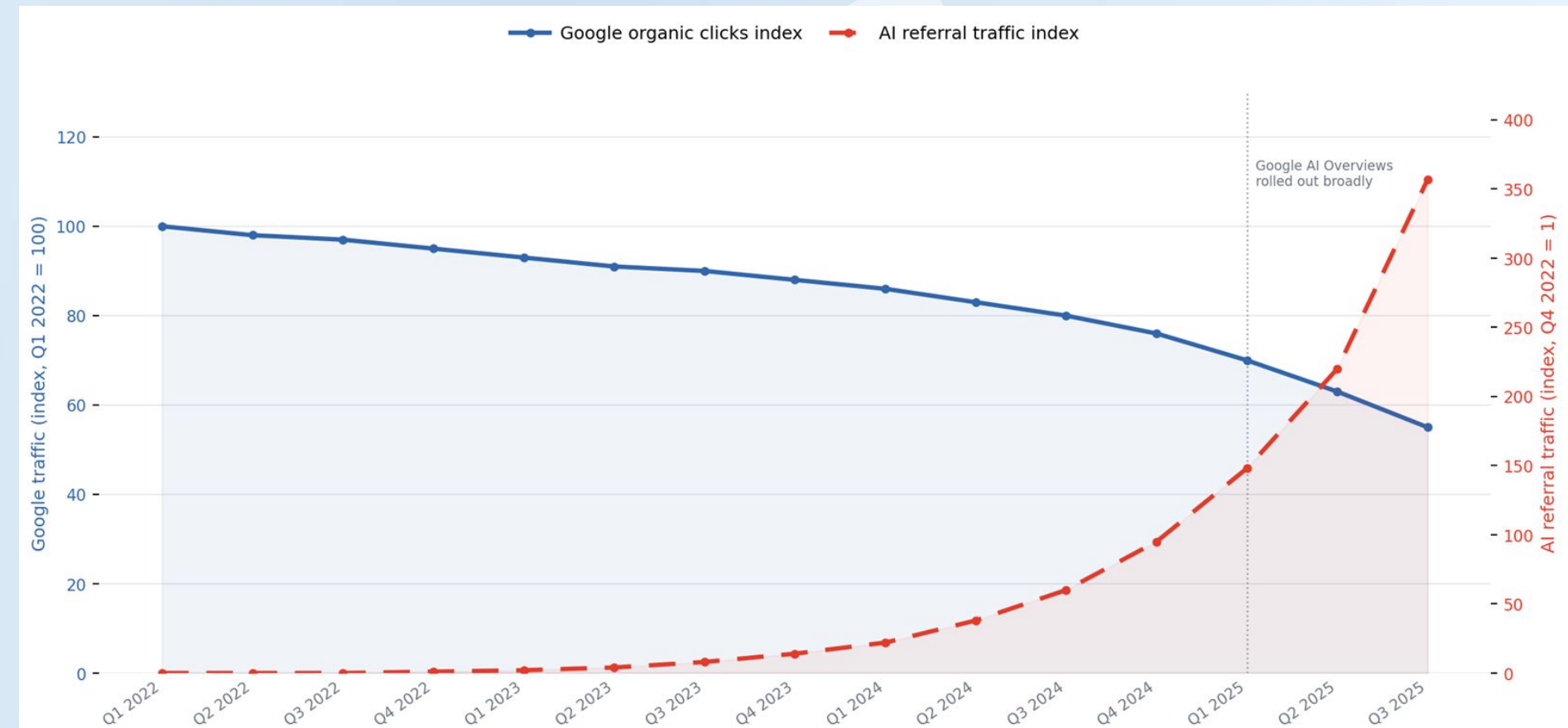
Users ask AI, get a full answer, and never click through to a website.

## Search is no longer just Google

ChatGPT, Perplexity, Google AI Overviews — each a separate discovery system.

## Traffic down 20–30%

Informational content losing visits — AI answered before anyone clicked.



Sources: Chartbeat, Ahrefs, Seer Interactive, Press Gazette

<b>-33%</b> Google publisher traffic globally in 2025	<b>-61%</b> Organic CTR drop when AI Overview shown	<b>69%</b> Searches end zero-click	<b>+357%</b> AI referral traffic YoY to June 2025
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# Why Google SEO Doesn't Protect You

Two separate systems. Two separate sets of winners.

## Google SEO

Ranks pages by algorithm

Backlinks → higher ranking

Your site must be crawled

#1 ranking = visible in search

## AI Search

Mentioned in trusted sources

Content AI can read and quote

Described consistently everywhere

Known to AI at all

## Live Comparison

Same question. Google search: 10 links.  
ChatGPT: 2 brand recommendations.  
Which one is yours?

**Two systems**  
**Two winners**

# What AI Visibility Actually Depends On

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AI has formed opinions about which brands exist and are worth recommending. Here's what shapes those opinions.

## How Often You're Mentioned

Across the whole web — not just your own site. Every credible mention builds AI's picture of you.



## Where You're Mentioned

Trusted sources carry more weight. A respected publication beats 10 random blogs.



## How Clearly You Explain What You Do

Vague or jargon-heavy content gets skipped. AI needs to understand your brand quickly to recommend it.



## Whether AI Knows You Exist

Many strong brands are simply not in AI's knowledge base. Not because they're bad — AI never learned about them.



## Your Competitor Gets Recommended 50x/Day

While you don't appear at all. Not a mention. Not even a second option.



## Consistency Across Every Source

Same brand name, same description, everywhere. Inconsistency confuses AI. Consistency builds recognition.



# Most brands have zero AI presence right now.

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The window is open. It won't stay open forever.

Most competitors haven't moved yet.  
The field is still open.

The brands that build AI visibility in 2026 will  
be the ones AI recommends by default in 2027  
and beyond.

## Like Google in 2008

First movers owned search for 15  
years. AI is at the same inflection  
point right now.

## Compounding advantage

AI models update slowly. Brands  
that get in now build a position  
that's hard to displace.

## The cost of waiting

6 months of competitors being  
recommended instead of you. In a  
category where AI gives 2-3  
names.

# From ChatGPT to AI Agents

Most marketers use AI as a tool. Agents are different — they run workflows for you.

## What is an AI Agent?

You define a goal. The agent runs a workflow and reports back. You don't initiate every step.



## Brand Monitoring

Agent scans weekly: where is your brand mentioned, where is it absent, what's being said.



## Content at Scale

Agent generates structured, citable content consistently — not occasional bursts.



## Source Targeting

Agent identifies trusted sources in your category and systematically works to get you mentioned there.



## Competitor Tracking

Agent monitors competitors' AI presence weekly and flags changes — automatically.



## You Don't Need to Be Technical

You need to know what goal to set. Agents built on Claude, n8n, Cursor handle the rest.



**1 goal**

Agent runs the workflow

**Weekly**

Consistent — not one-off

**5x**

Volume increase without extra headcount

**No code**

needed to start

# How Semantica Works — Live Demo

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Track your brand across ChatGPT, Gemini, Perplexity, Grok, and DeepSeek.

## AI Visibility Score

Single number showing your brand's presence across all AI platforms.



## Platform Breakdown

See exactly which AI platforms mention you — and which don't.



## What AI Says About You

The actual perception being delivered to your potential clients — every day.



## Competitor Comparison

How your AI visibility compares to your top 2–3 competitors, side by side.



## Recommended Actions

Specific gaps and highest-impact actions — based on your data, not generic advice.



## Historical Tracking

See how your AI visibility score changes over time — track progress week by week.



**30%**

avg visibility lift in 2 months

**10**

AI platforms tracked

**Real-time**

competitor data

**Free**

AI audit available

# What You Can Do Starting This Week

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No big budget needed. No big team needed. Start with clarity on where you stand.

**01 Audit Your External Presence**  
How many third-party sources mention your brand? That's your starting point.

Press, directories, partner sites. Every credible mention builds your AI presence.

**02 Review How You Describe Yourself**  
Same name. Same description. Everywhere.

If your brand is described 5 different ways across 5 sources — AI can't build a confident picture of you.

**03 Create AI-Readable Content**  
Clear structure. Short paragraphs. AI can read and quote.

Write content that answers the questions your clients actually ask — in plain language AI can quote.

## Get Your Free AI Audit

See exactly where you stand vs. competitors — in 10 minutes.

## Track It with Semantica

Know your baseline. Measure every action against it.

## Set Up One Agent Workflow

Even one consistent agent task outperforms occasional manual bursts.

## Start This Week

The brands building AI visibility now will be the default recommendations in 2027.

# Join Our GEO Community

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A community for marketers navigating AI search — together.

AI search is changing fast. Most marketers are figuring it out alone.

We've built a community where marketing professionals share updates on AI visibility, discuss what's working, and stay ahead of the curve.

No sales pitches. No noise. Just practitioners sharing what's real.

A space where practitioners share what's actually working — no noise, no sales pitches.



**GEO Community**

Scan to join



This is a professional community for marketers building AI visibility.

semantica.ae



## Get Your Free AI Visibility and Content Audit

We scan your brand across ChatGPT, Gemini, Perplexity, Grok, and DeepSeek — and show you exactly where you stand vs. your competitors.

You know your AI visibility score. Now find out why it's low and what to build to fix it. Review your existing content, maps the gaps to real buyer questions.

### What you get:

- ◆ Your AI visibility score across all major platforms
- ◆ Competitor comparison — who's ahead and where
- ◆ What AI is actually saying about your brand
- ◆ Top 3 highest-impact actions for your specific situation

### What you get:

- ◆ Review of all your existing content and brand materials
- ◆ Canonical topic map — 100 topics tied to your ICP and competitors
- ◆ Publishing roadmap — what to write, where to publish, in what order
- ◆ Agentic workspace configured and ready to run

**Your competitors are being recommended right now.**

Find out where you stand.