

What is AI Search

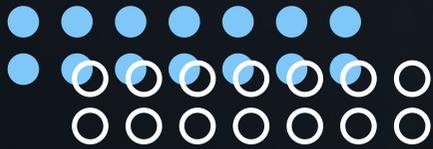
(Google AI Overviews, Bing, Perplexity)

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AI



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AI Search Vs. Chat

What is AI Search?

AI Generated Results in search engines (Google AIO, Perplexity, Bing).

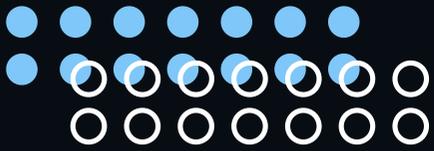
Retrieve → then generate
Grounded in current sources

LLMs: ChatGPT, Claude etc.

Generate responses → sometimes retrieve
Driven primarily by (core) model knowledge learned from pre training patterns



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The Core Model (LLM)

LLMs (alone) decide answers by *predicting* what comes next.

Based on patterns learned during pre-training 🙋

- Language structure
- Common phrasing
- Entity relationships
- How concepts appear together

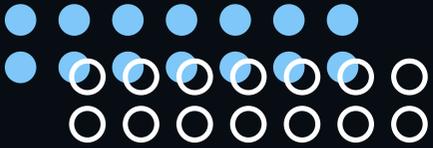
On its own, an LLM will:

- Guess confidently
- Use outdated info
- Hallucinate details
- Sound right even when it's wrong



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Evolution of AI Search

We are now seeing summaries + synthesis pulled from current sources found from a traditional search.

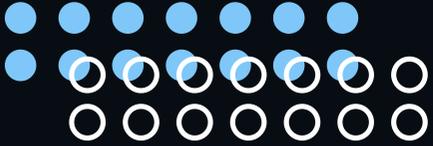
No longer relying only on pre-training patterns to generate answers.

The screenshot shows a Google search for "lump on neck" with the AI Overview feature. The search bar includes the text "lump on neck" and "Powered by SURFER". Below the search bar, there are tabs for "AI Mode", "All", "Images", "Videos", "Short videos", "Forums", "Shopping", "More", and "Tools". The AI Overview section features a carousel of images related to swollen lymph nodes, a paragraph of synthesized text, and a list of common causes. The synthesized text states: "A lump on the neck is often a swollen lymph node from an infection (like a cold or strep throat) or inflammation, but it can also be a cyst, a thyroid nodule, or, less commonly in children but more concerning in adults (especially smokers/drinkers), a sign of cancer or lymphoma, requiring prompt medical evaluation if it's hard, doesn't go away after a few weeks, grows, or accompanies symptoms like hoarseness, difficulty swallowing, unexplained weight loss, or night sweats." The common causes listed are: Infections (viral or bacterial), Cysts (fluid-filled sacs), Thyroid Issues (nodules or goiter), and Benign Growths (lipomas or hemangiomas). To the right, there are three source cards: "Neck Lump - UF Health", "Neck Mass: Causes, Symptoms, And When To Seek Help", and "Causes of Painless Neck Lumps: Key Insights - Norton Healthcare Provider". A "Show all" button is located at the bottom of the source cards.

The output is new text, informed by current sources.
Do *you* trust the sources that are surfaced? 🤔 - for another topic.



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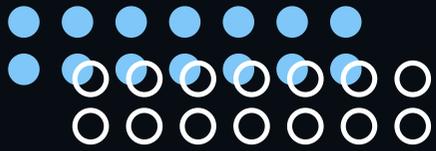


What Changed?

AI search no longer relies only on pre-training patterns. It retrieves real sources, *then* generates answers.

- Retrieval before generation
- Answers grounded in real sources
- Stronger local and factual accuracy





RAG (Retrieval Augmented Generation) + LLM Model

The current model powering AI search.

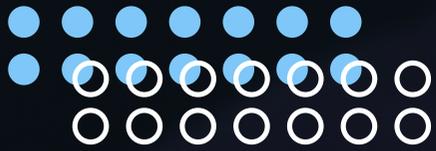
RAG layers retrieval on top of search before the LLM generates an answer.

- Answers grounded in real sources
- Confidence reinforced by source co-occurrence
- Much stronger local and factual accuracy



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Fundamentally Changing Visibility

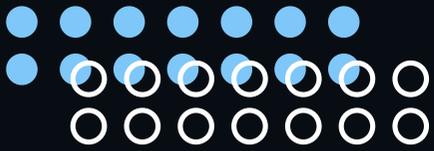
You can't control what an LLM learned during training.

You *can* become a source it retrieves.



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How to Win at AEO?

What to Do:

- ✓ **Clarity:** Explicit about who you are, what you offer, and where
- ✓ **Consistent Co-Occurrence:** Reinforce entities + relationships across pages and sources
- ✓ **Comprehensive Answers:** Real customer questions covered fully (topics + subtopics)
- ✓ **Structured Content:** UX & SEO friendly = Easy to extract

Avoid:

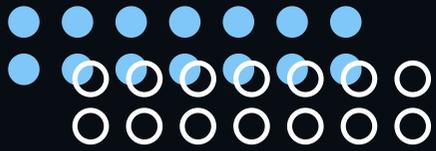
- ✗ Thin pages
- ✗ One-off mentions
- ✗ Inconsistent brand signals

AI Search isn't guessing anymore.
It retrieves, then reasons.



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What Makes Content Retrievable?

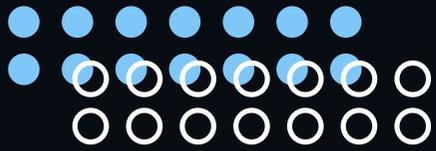
AI doesn't "read" like humans.
It looks for structure, clarity, and patterns.

- ✓ Question-based headings with clear answers (H2s = questions, H3s = answers)
- ✓ Brand + service + location stated clearly, consistently/frequently
- ✓ Short paragraphs, bullets, tables, bold, lists, predictable formatting
- ✓ Complete answers in one place (thin content won't cut it)
- ✓ Schema where it adds clarity (FAQ, LocalBusiness, Product, Service)



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What Does Your Brand Actually Need?

You don't need a PR team to start winning.
You need clarity.

Visibility is no longer about tricks or backlinks alone.
It's about whether your content can be retrieved and understood.

**Talk to an SEO/AEO Expert for a Free
Analysis**

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