



From Search to Discovery: How System Integrators Stay Visible in an AI-Driven World



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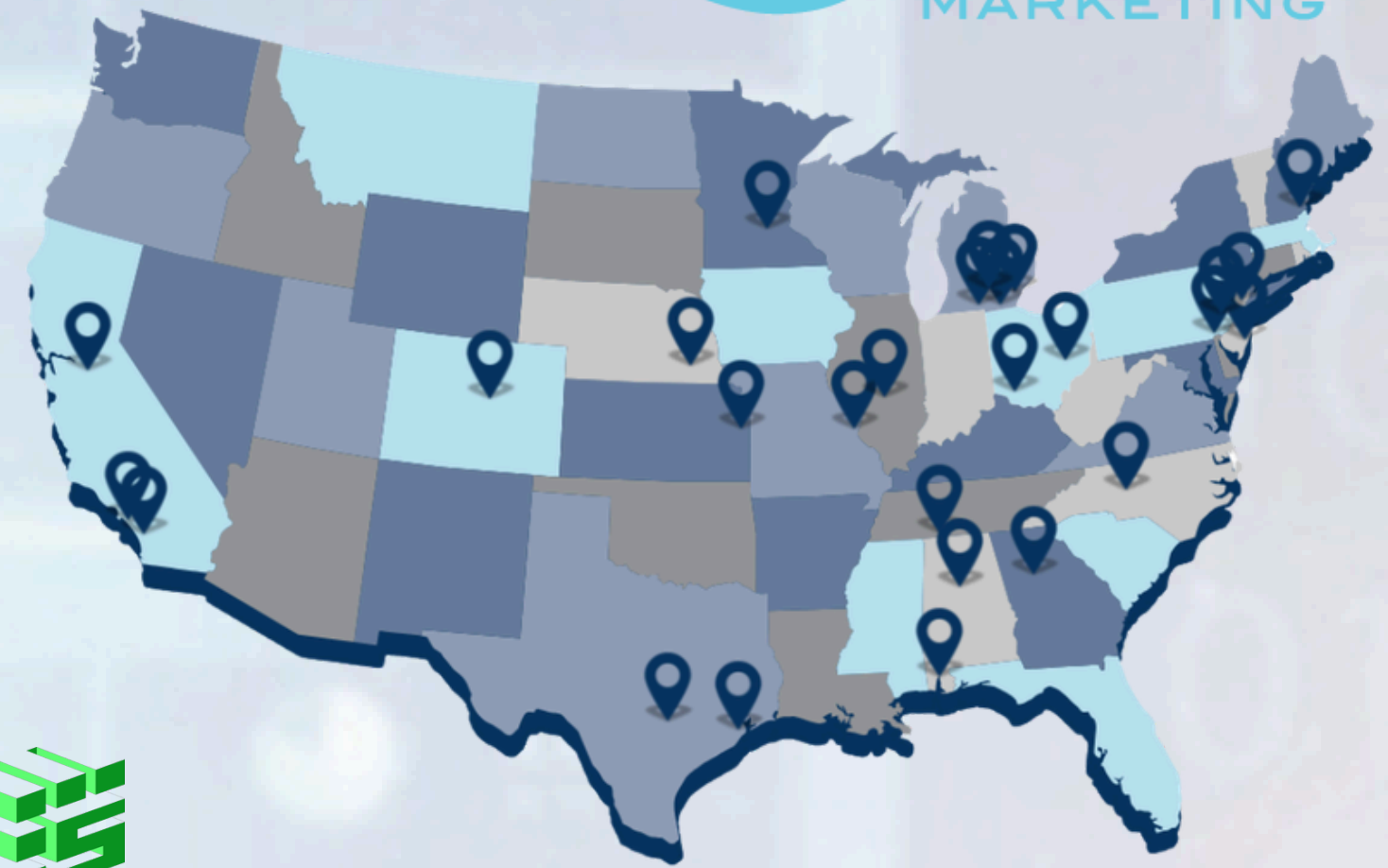
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The Rivergate Marketing Team

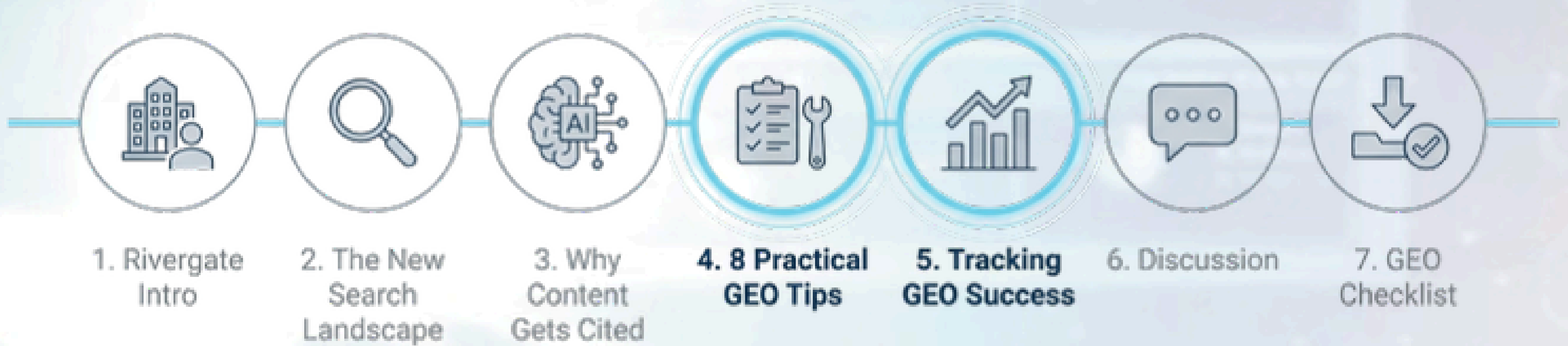
Marketing Partner to Engineers & System Integrators Since 2009



Generative Engine Optimization (GEO): Winning Visibility in AI Search

How AI engines work, and how to get cited in ChatGPT, Google AI Overviews, and beyond

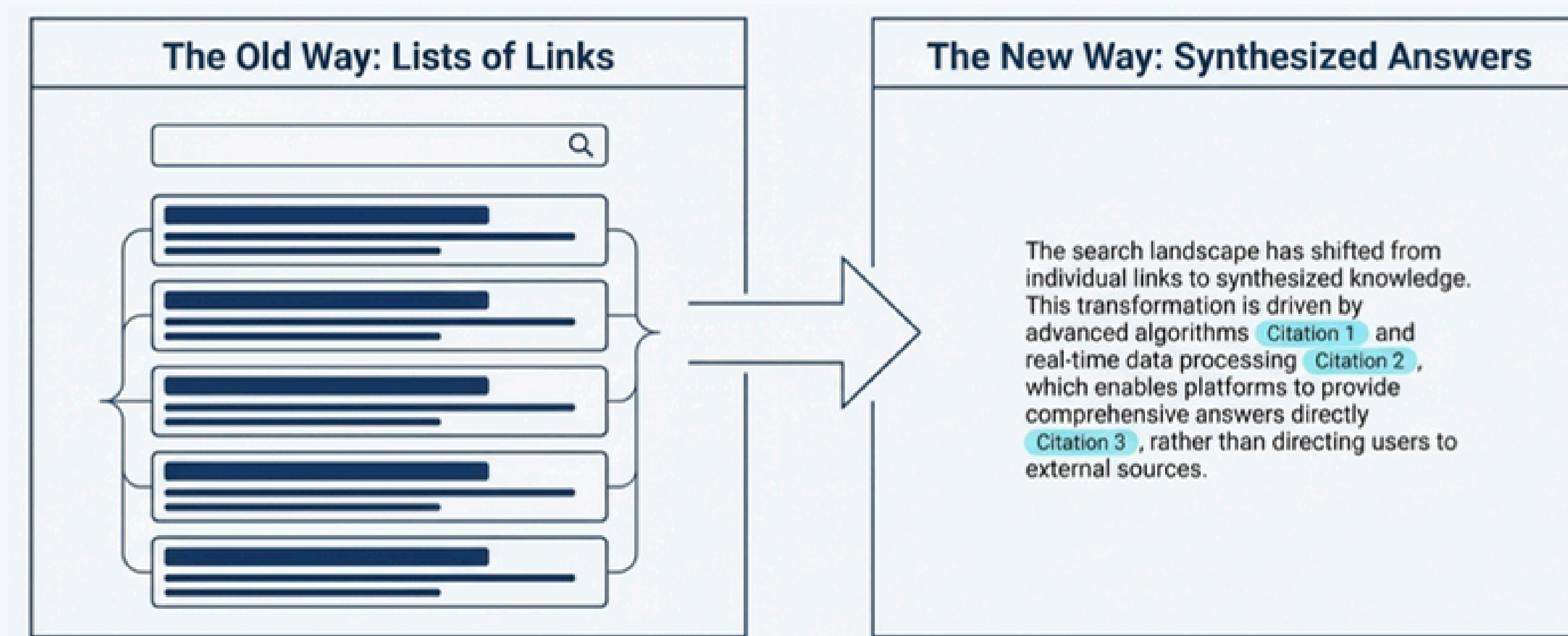
Agenda



Introduction: The New Search Landscape



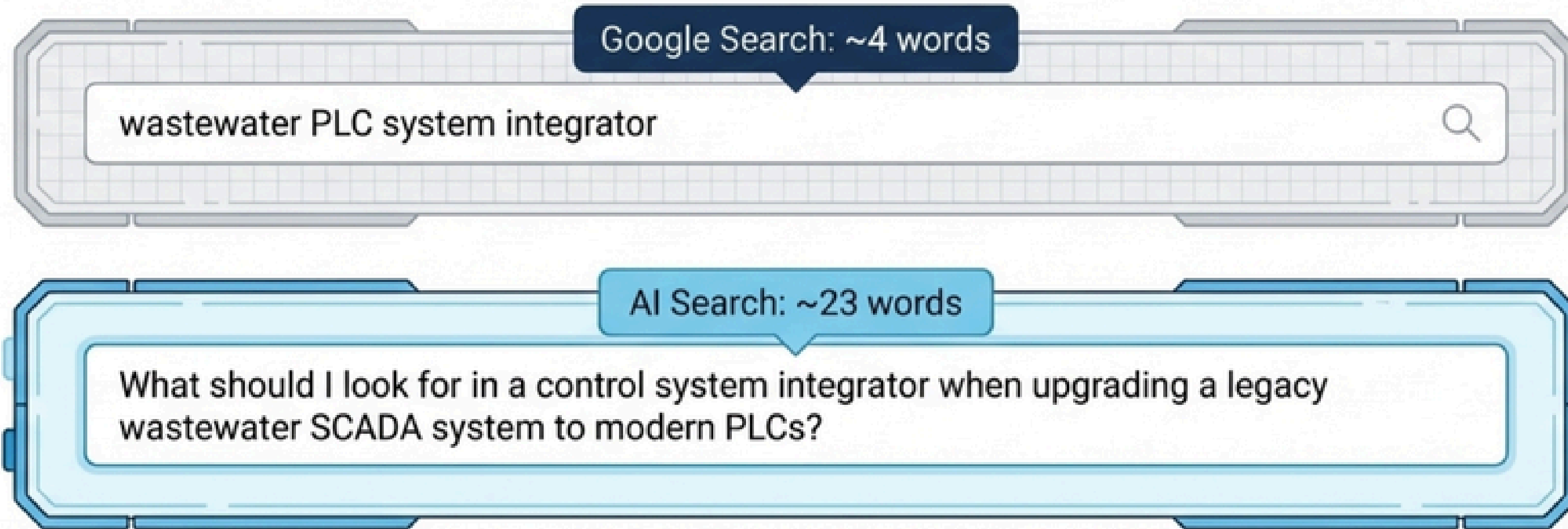
Search Isn't *Just* About Links Anymore:



Users expect synthesized responses, not results



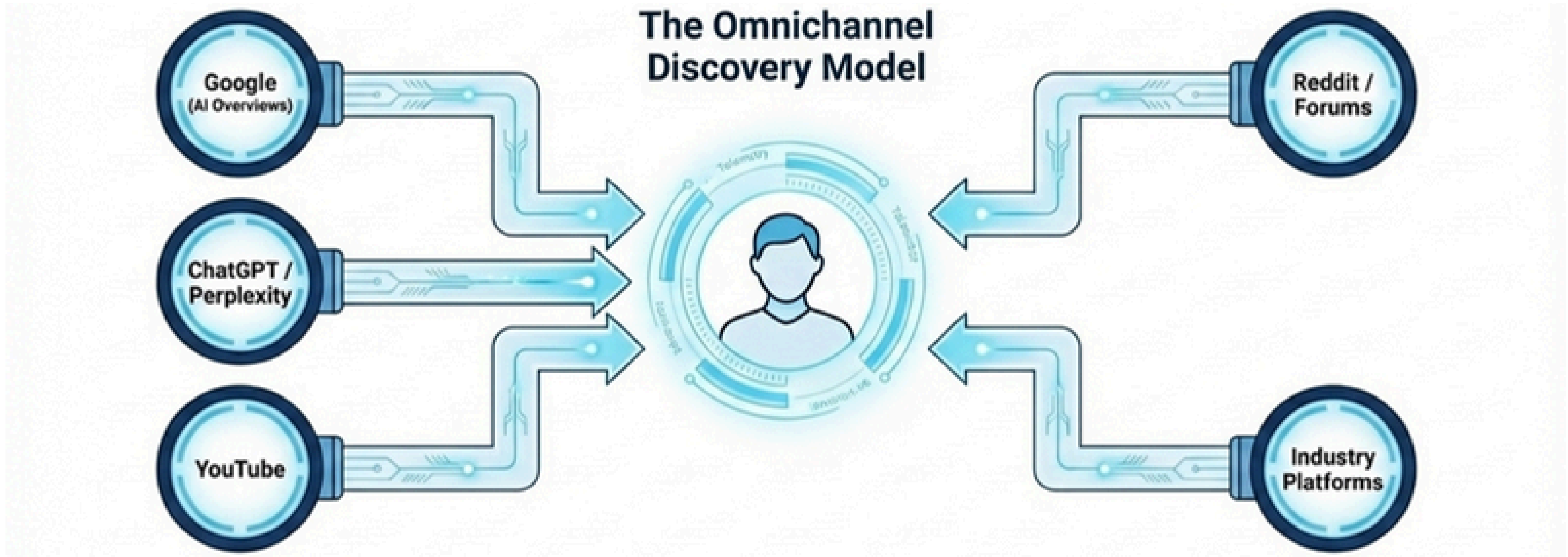
Behavior Has Changed:



Searches are now highly specific, multi-layered, and conversational



Search Is No Longer Happening In One Place:



AI parses answers from this entire online ecosystem



What is Optimizing For This Shift Called?

| | GEO | AEO | SEO |
|------------------|-------------------------------------------------|--------------------------------------------------------|-------------------------------------------------------------|
| Focus | AI-generated answers | Direct answers in search | Ranking in search results |
| Goal | Be the source AI uses for synthesized responses | Be the answer in featured snippets and voice responses | Be the top result as a blue link on SERPs |
| Platforms | ChatGPT, Google Gemini, Perplexity AI | Google Search, Amazon Alexa, Google Assistant | Google Search, Bing |
| Strategy | Build authority + clarity so AI references you | Structure content to directly answer questions | Optimize for keywords, backlinks, and technical performance |

Optimizing content so that AI...

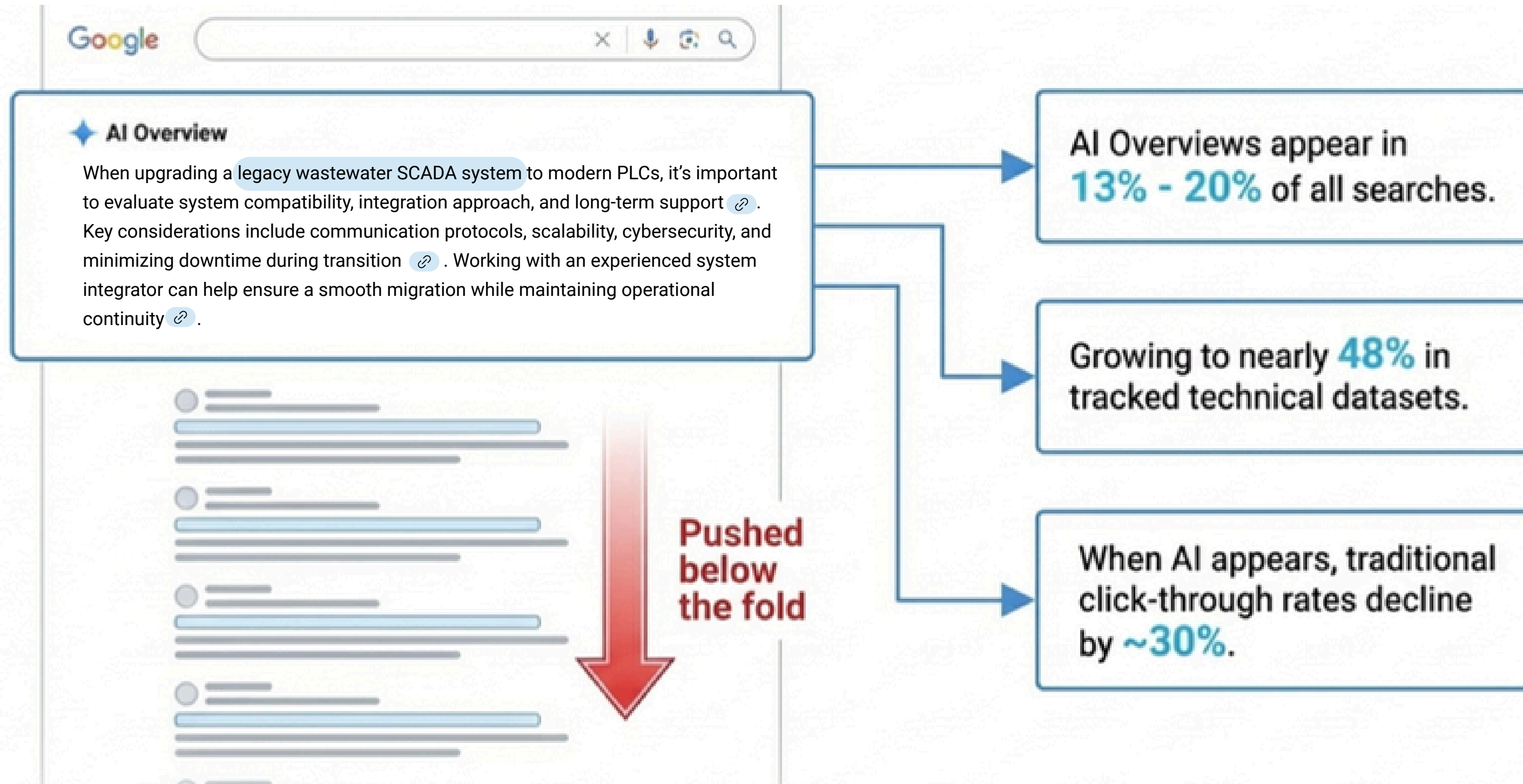
1. can find it,
2. trust it,
3. and include/cite it

...as easily as possible in its synthesized answers

GEO = “Generative Engine Optimization”



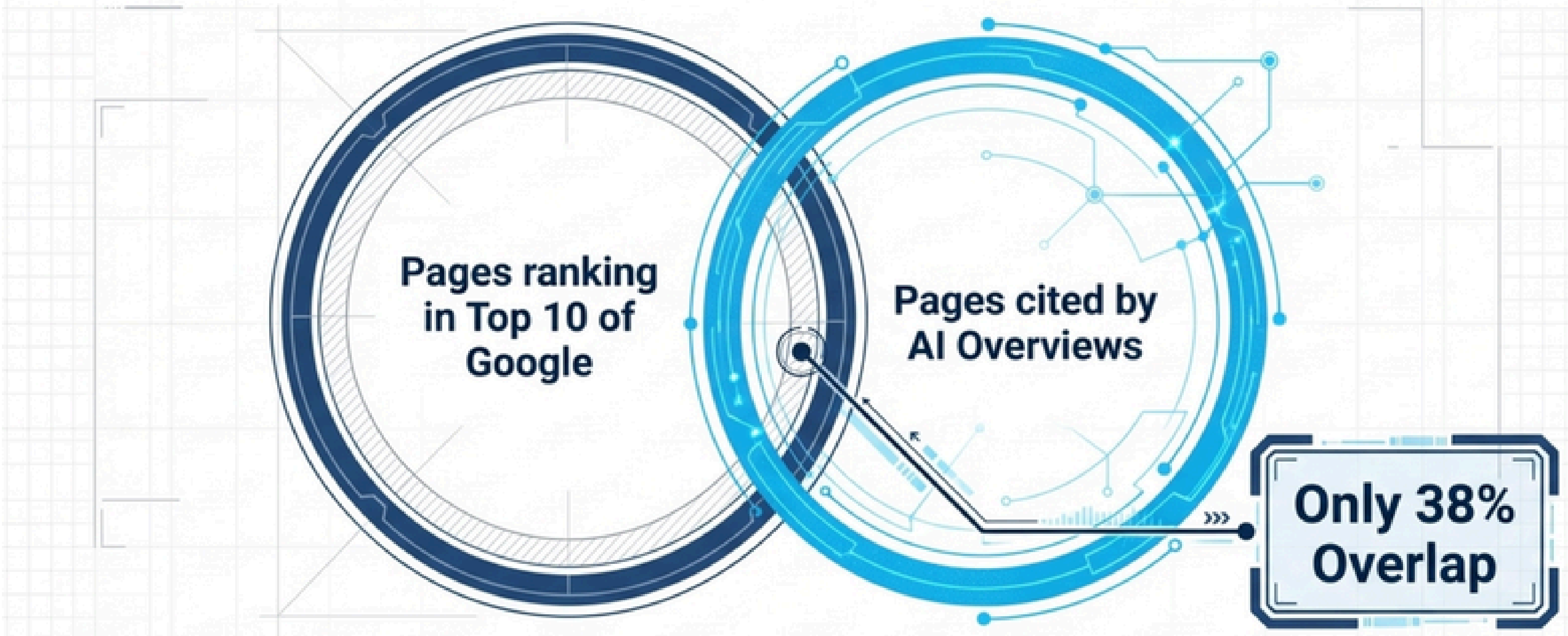
AI Overview Growth Statistics



AI is taking over the most valuable real estate in search



Ranking ≠ Being Cited by AI



Domain overlap between ranking and citations is severely fracturing



The Great Decoupling:



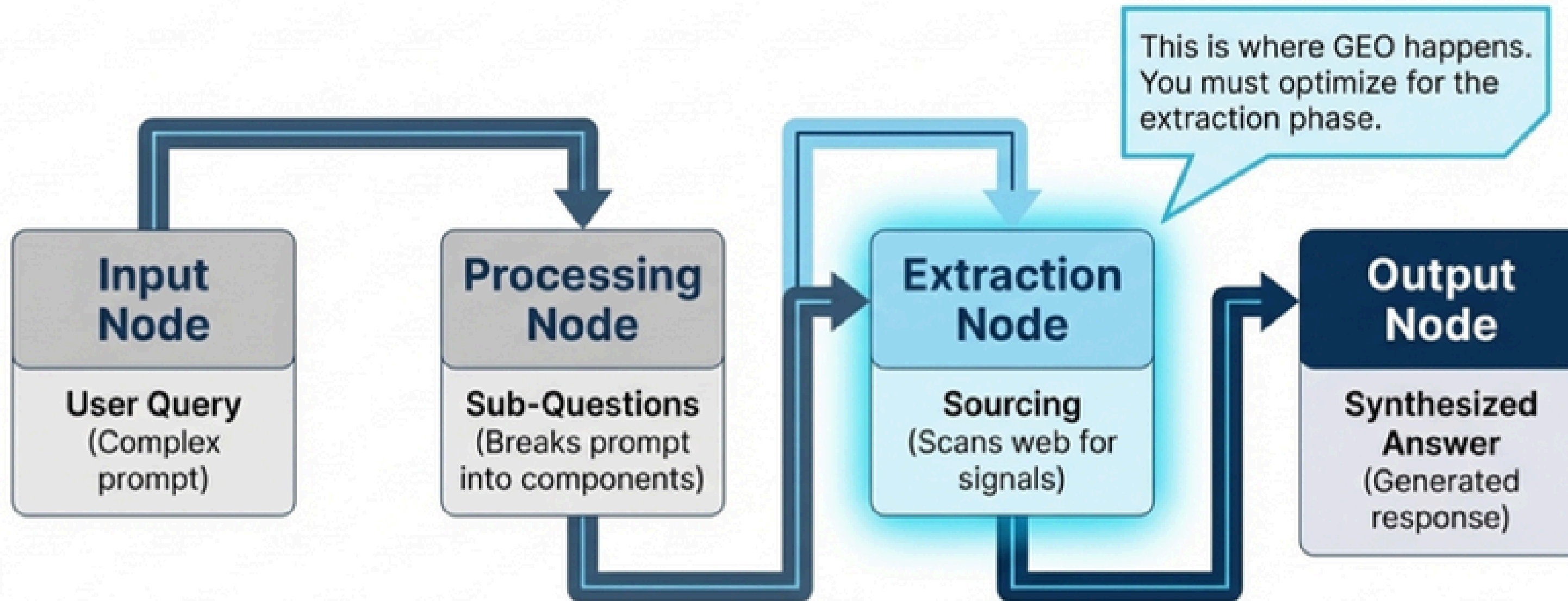
Being seen by AI is replacing the traditional website visit



Why Some Content Gets Cited (and Some Doesn't)



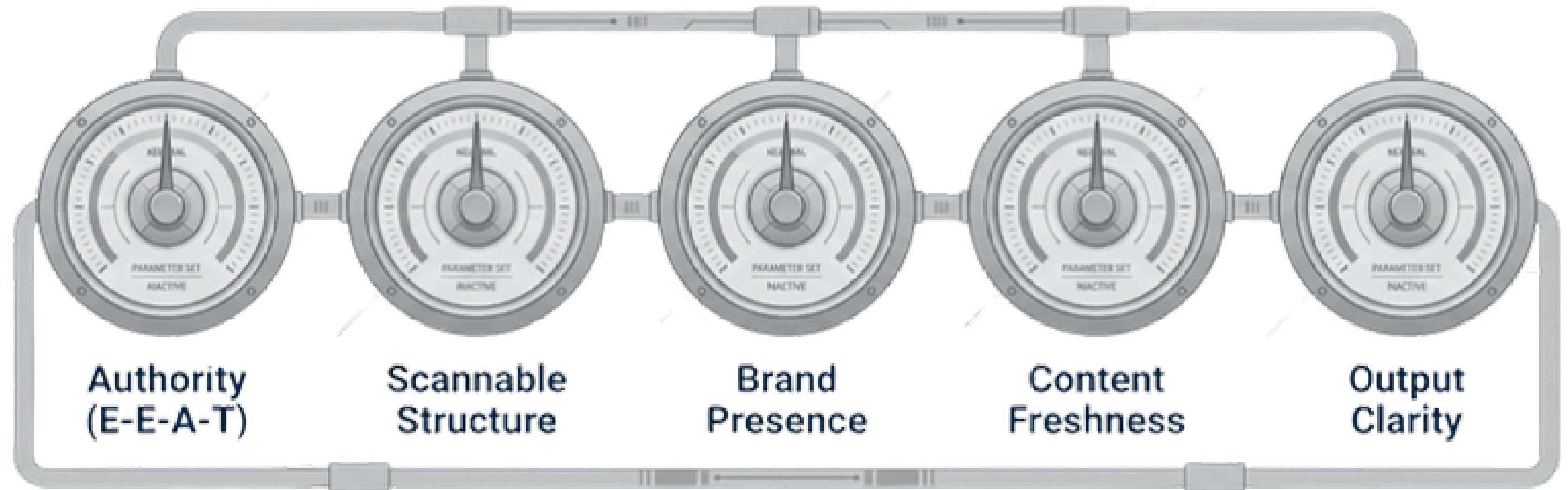
How AI Search Actually Works:



AI doesn't rank results—it builds answers from multiple sources



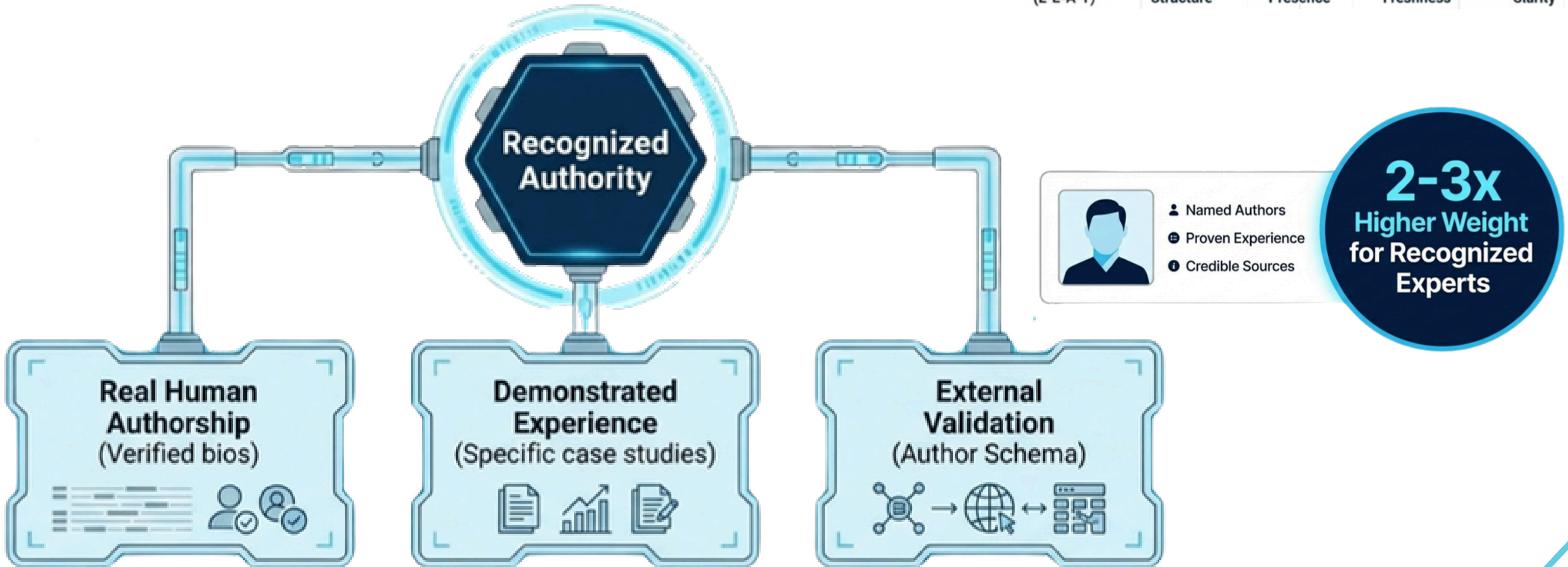
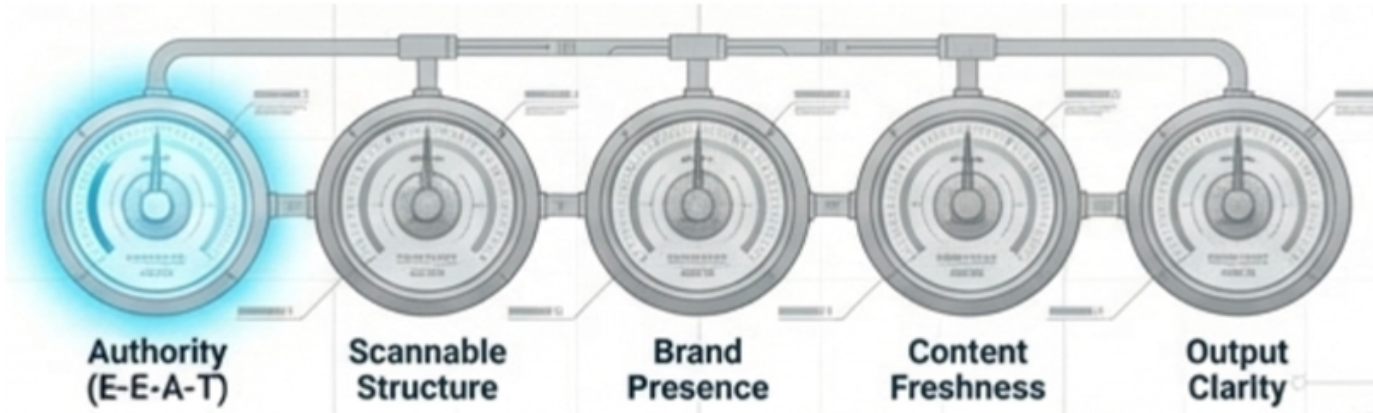
What Makes AI Cite You:



AI decides if you're worth citing based on these five factors



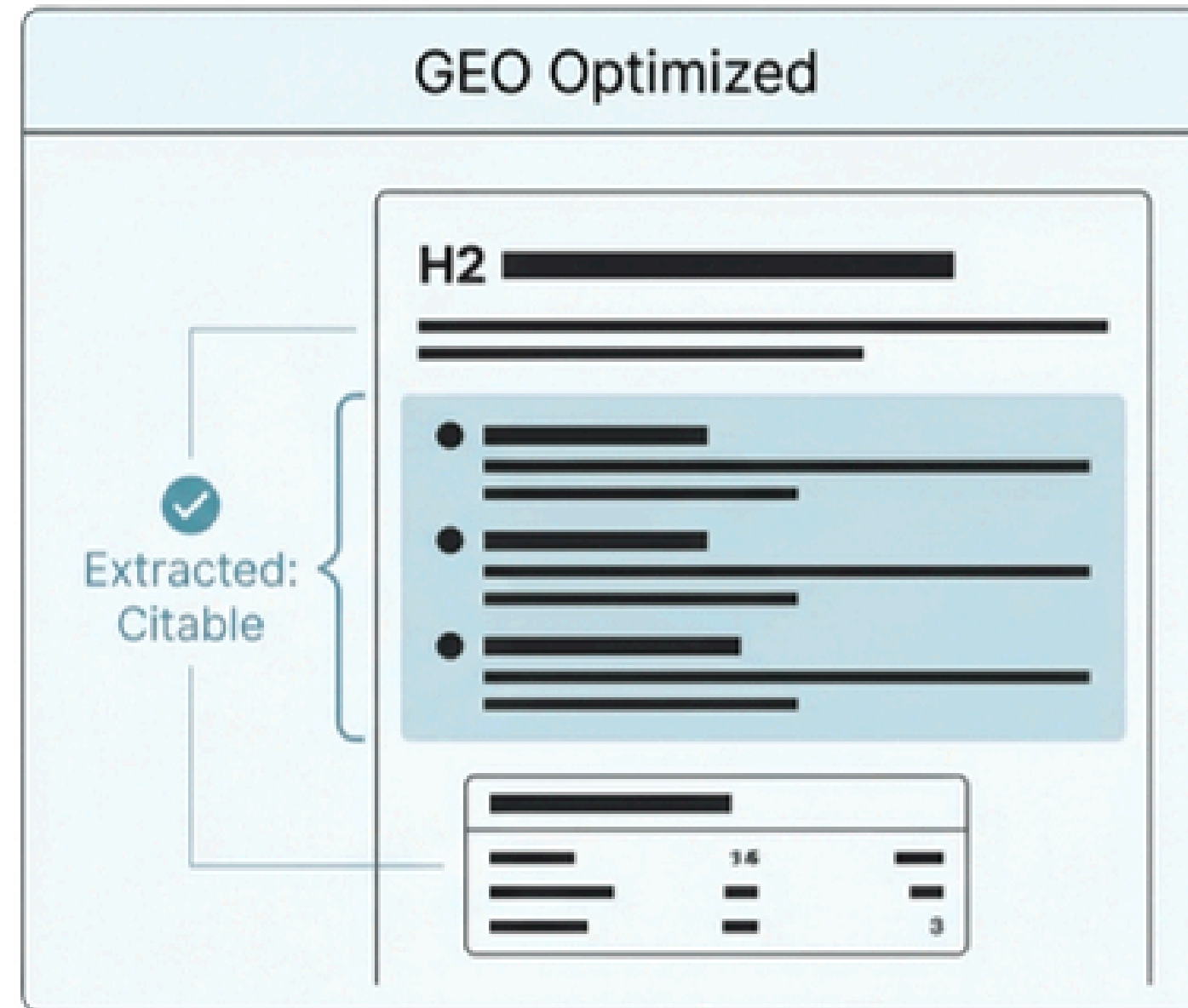
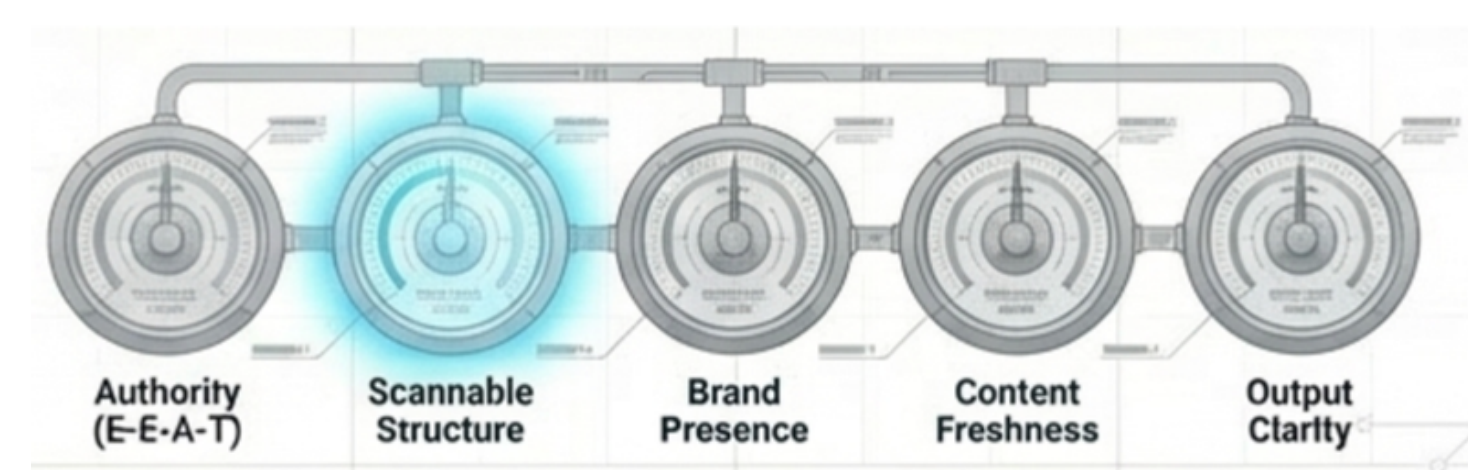
What Makes AI Cite You: Authority



AI prioritizes recognized, credible expertise



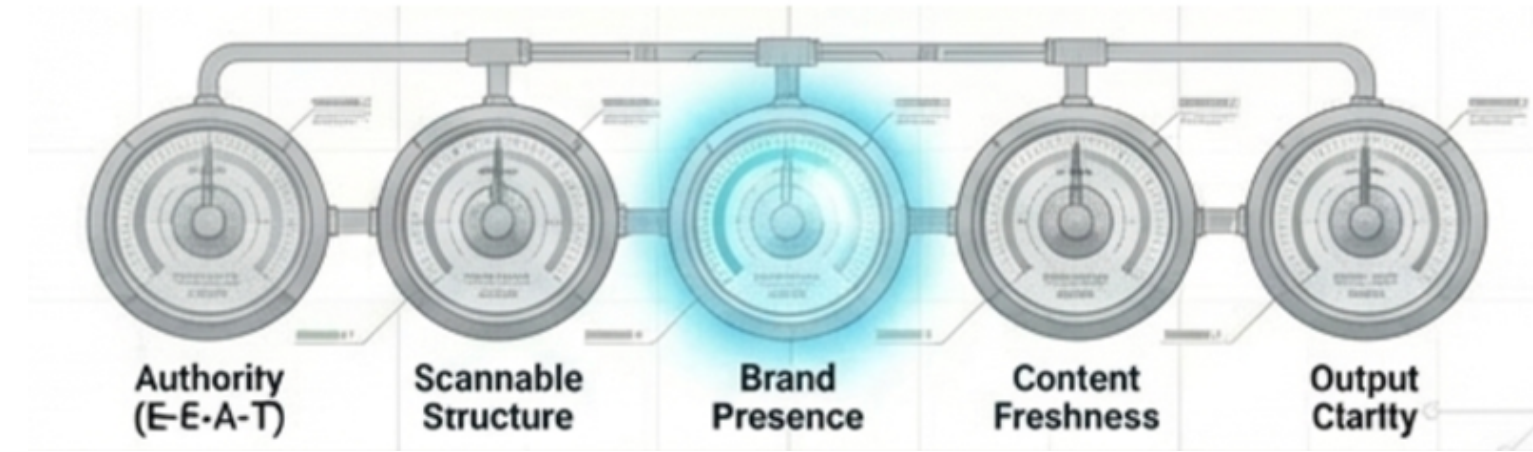
What Makes AI Cite You: Scannable Structure



AI extracts bullet points, lists, tables, and clear sections.



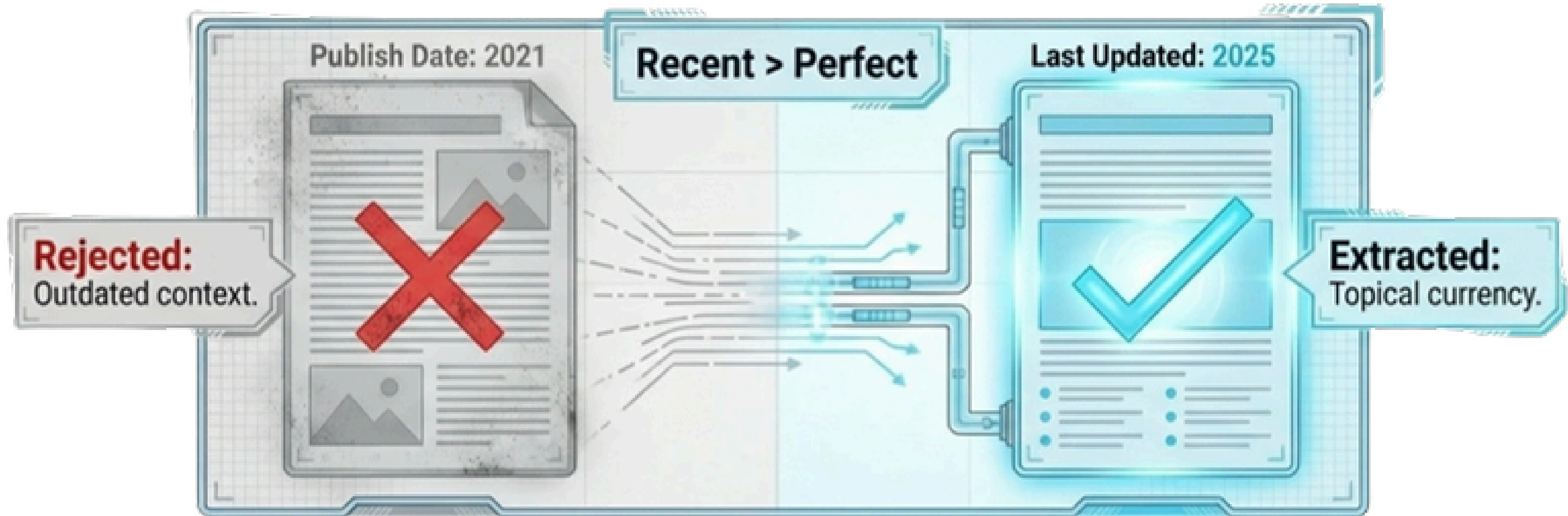
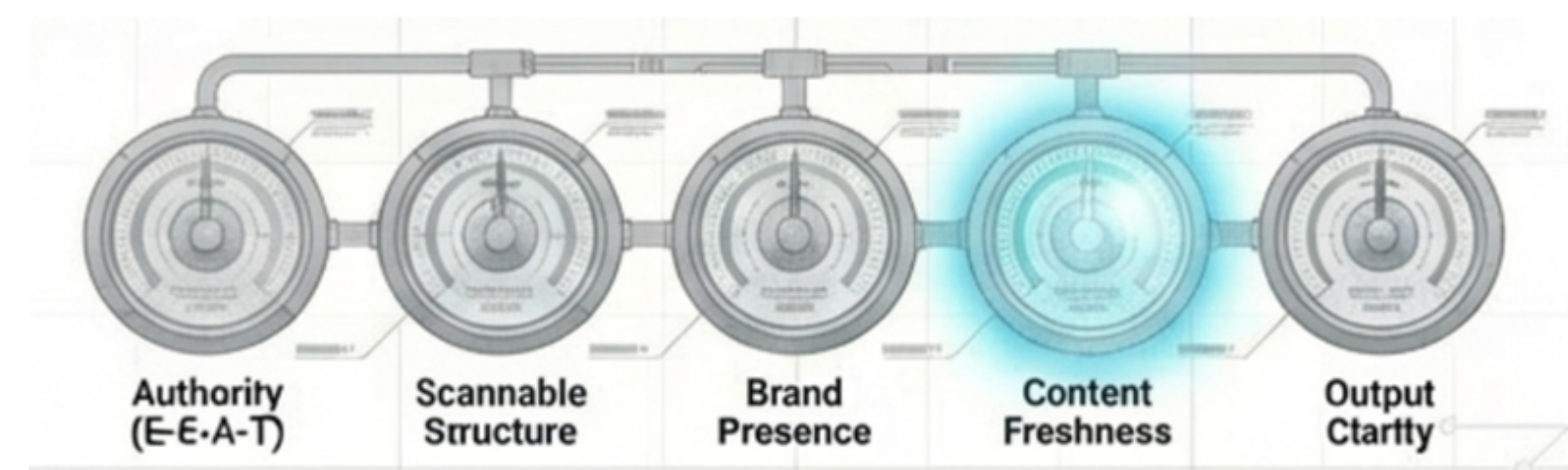
What Makes AI Cite You: Brand Presence



If your website is the *only* place you're mentioned, AI will lack trust



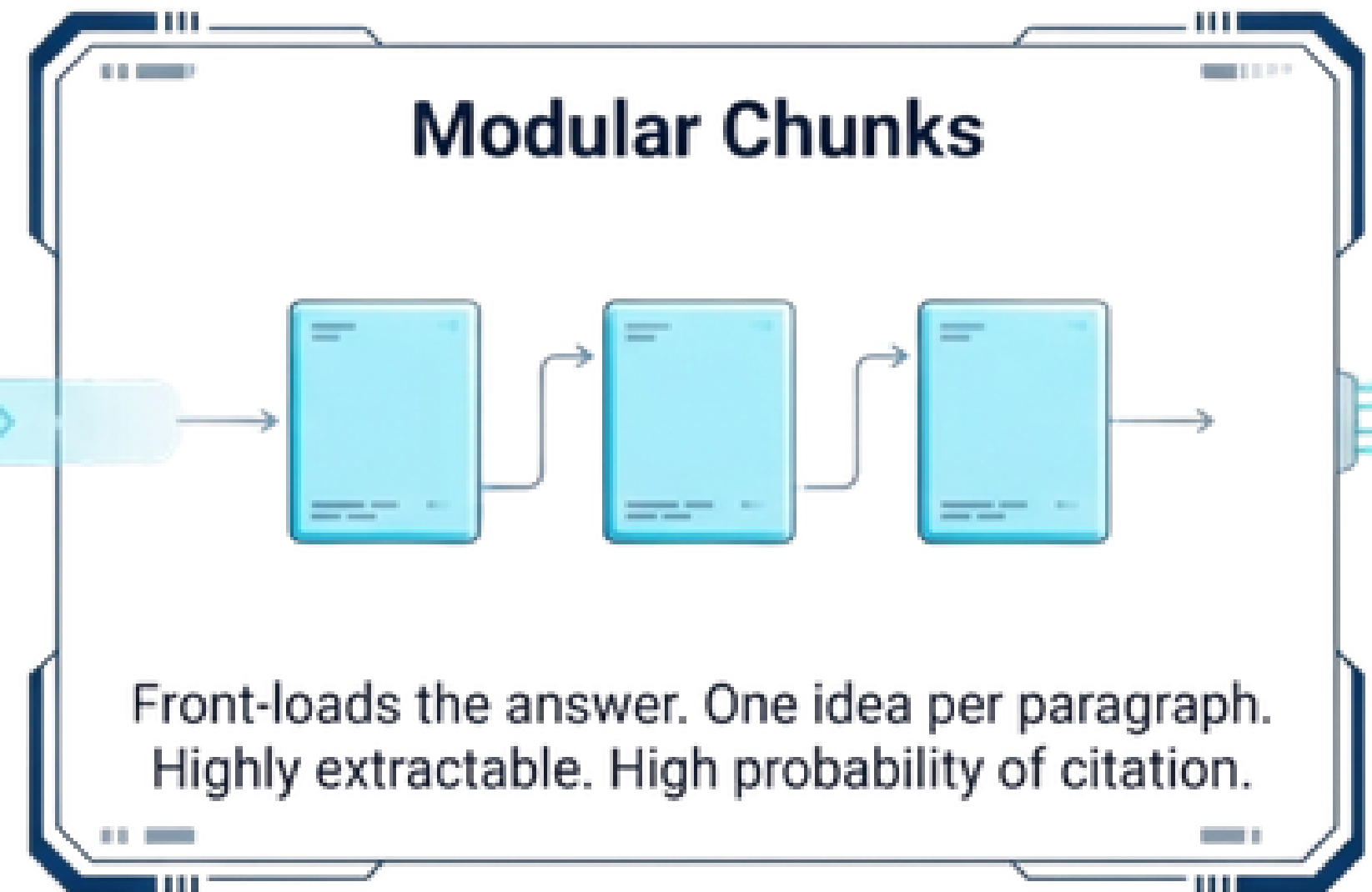
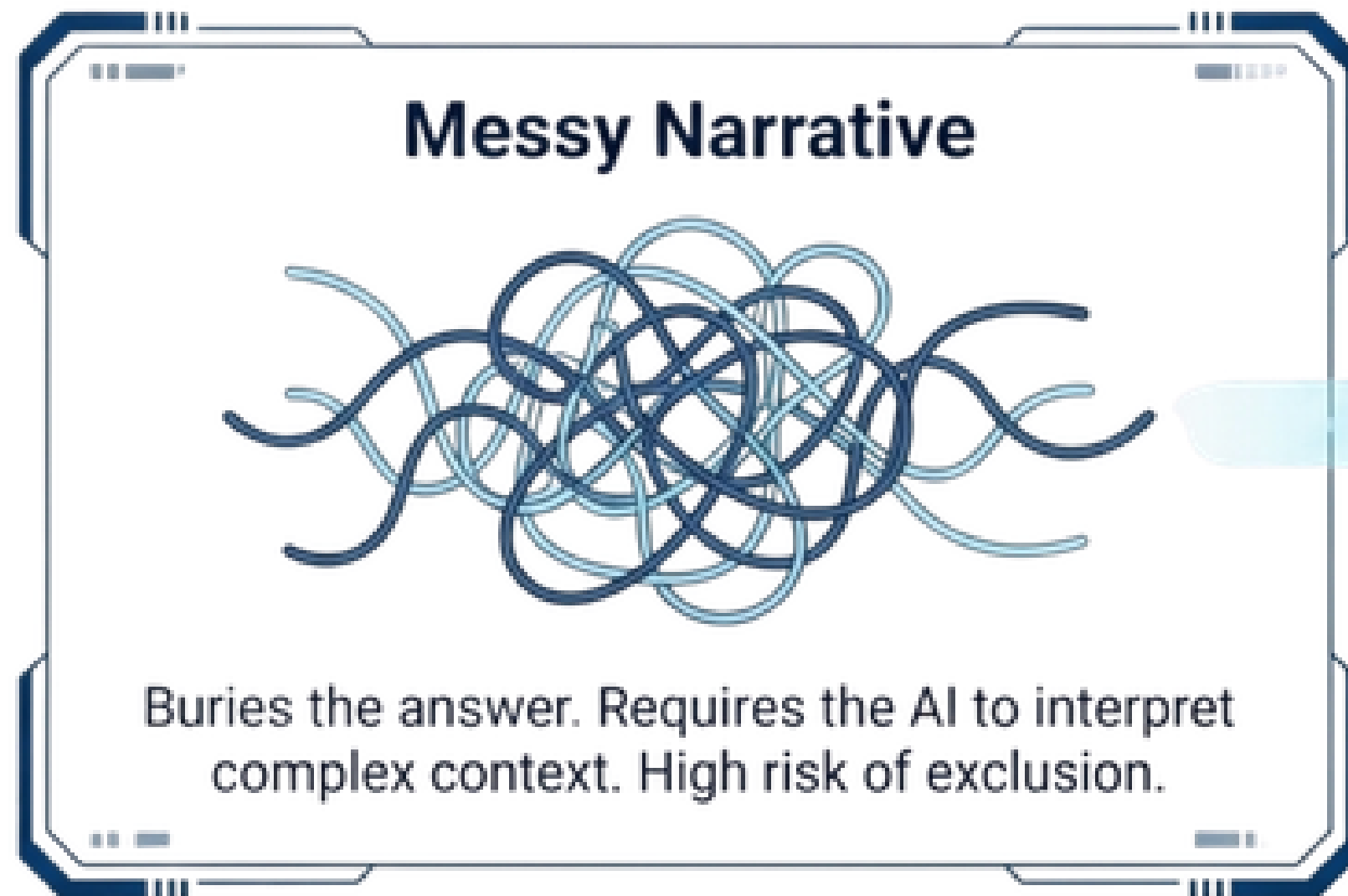
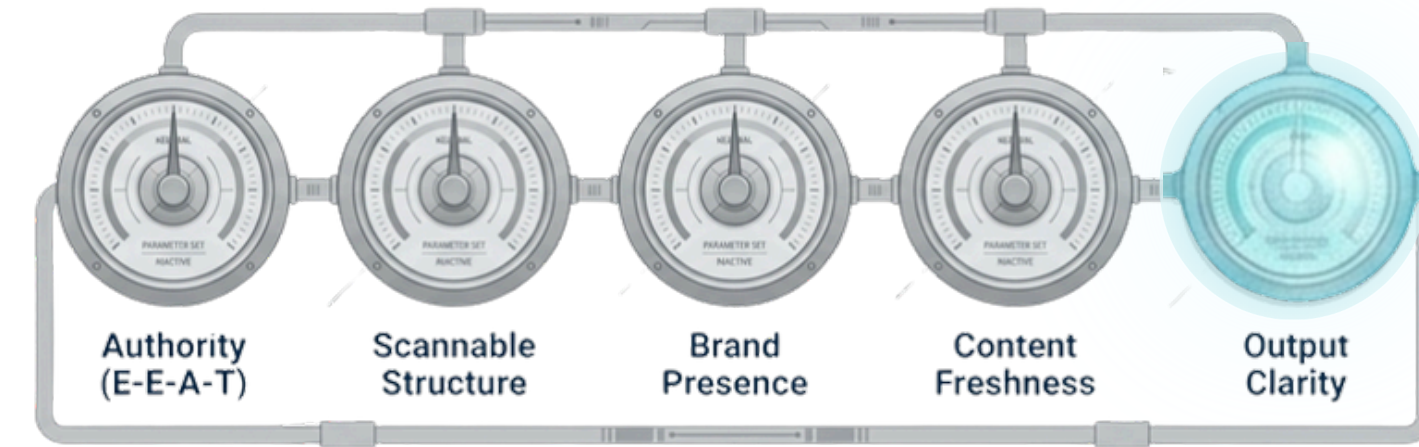
What Makes AI Cite You: Content Freshness



AI prioritizes recency. Legacy content is no longer good enough



What Makes AI Cite You: Output Clarity (AEO)



Every section must make sense on its own; clarity is a ranking factor



8 Practical GEO Tactics To Start Using Now

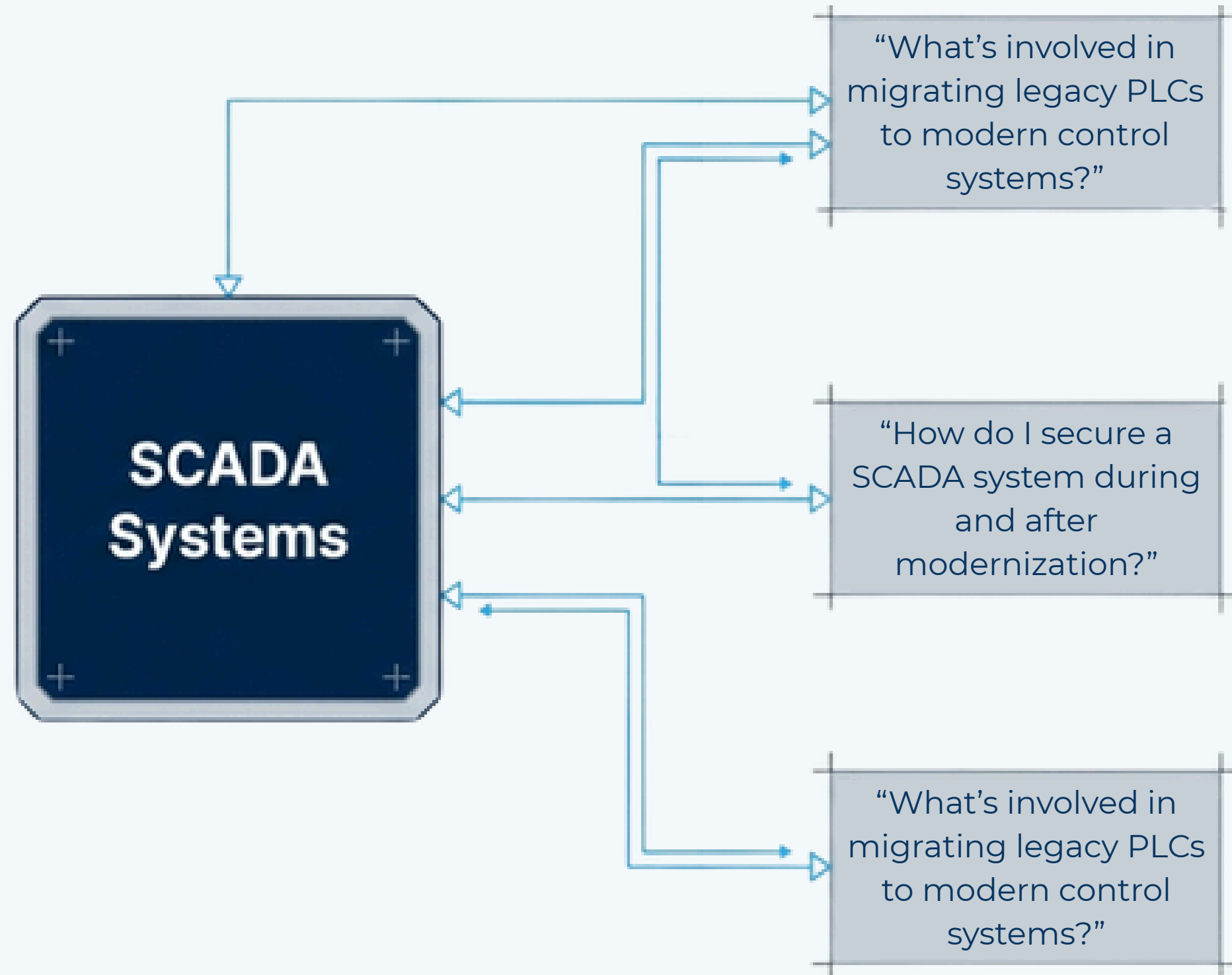


Core Principle

AI engines prioritize content that demonstrates deep, interconnected expertise. Isolated keywords are obsolete; subtopic clusters build mandatory topical authority.

Execution

Target long-tail questions connected directly to your core engineering expertise to form complete, relational answers.



Conversational Queries

Scannable Structure
& Output Clarity

The Shift

Users now expect synthesized, conversational responses rather than a list of blue links.

Action

Restructure content around diagnostic questions (who, what, when, where, why, how) mirroring real conversations from support, sales, and engineering forums.

The Old Way

PLC integrator wastewater

Average length: ~4 words.

The New Way

What should I look for when choosing a control system integrator for a wastewater upgrade?

Average length: ~23 words.



The Mechanism

AI engines **extract structured chunks** (bullet points, numbered lists, tables), not entire pages.

Action

Implement **combined schema types** (Article + HowTo + FAQPage) to provide machine-readable contextual clarity that drastically speeds up AI parsing.

Behind the Scenes

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "version": "1.0",
  "FAQ": {
    "@type": "FAQ is the",
    "@type": "Make more",
    "Q&A": "Ever you see the Faoot?"
  },
  "steps-steps": {
    "Steps 1. Share cns",
    "Steps 2. to step 1",
    "Steps 3. Enlive wia"
  },
  "productInfo": {
    "@type": "Product",
    "@type": "Prod",
    "productname": "Product Info",
    "productInfo": "Product Info"
  }
}
</script>
```

FAQ

Steps

Product Info

Clean Output

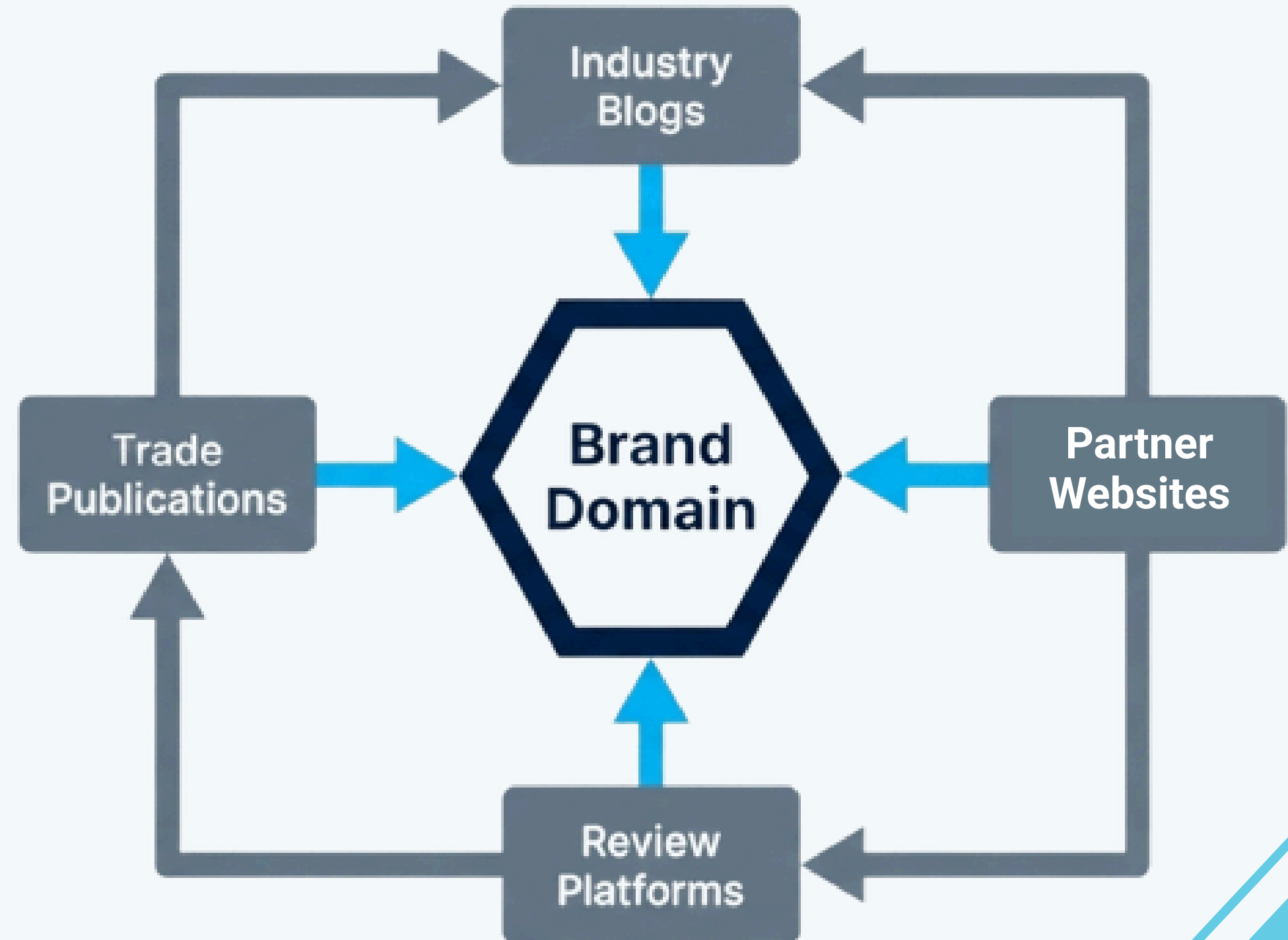


The Logic

Content featuring expert quotes, external statistics, and credible citations is significantly more likely to be selected by generative engines.

Action

Actively get mentioned alongside competitors in comparison articles, industry roundups, and authoritative primary sources.




Author Authority

Authority &
Brand Presence

| The Data | Action |
|---------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AI engines give 2–3x higher weight to recognized, verifiable human authorities. | Eliminate generic corporate authorship. Mandate detailed author pages, author schema, and highly visible technical credentials for every piece of content. |

UNVERIFIED



Admin – No bio.
Generalized corporate content.

VERIFIED AUTHORITY



John Smith, Senior Controls Engineer

15+ years experience,
200+ automation projects.

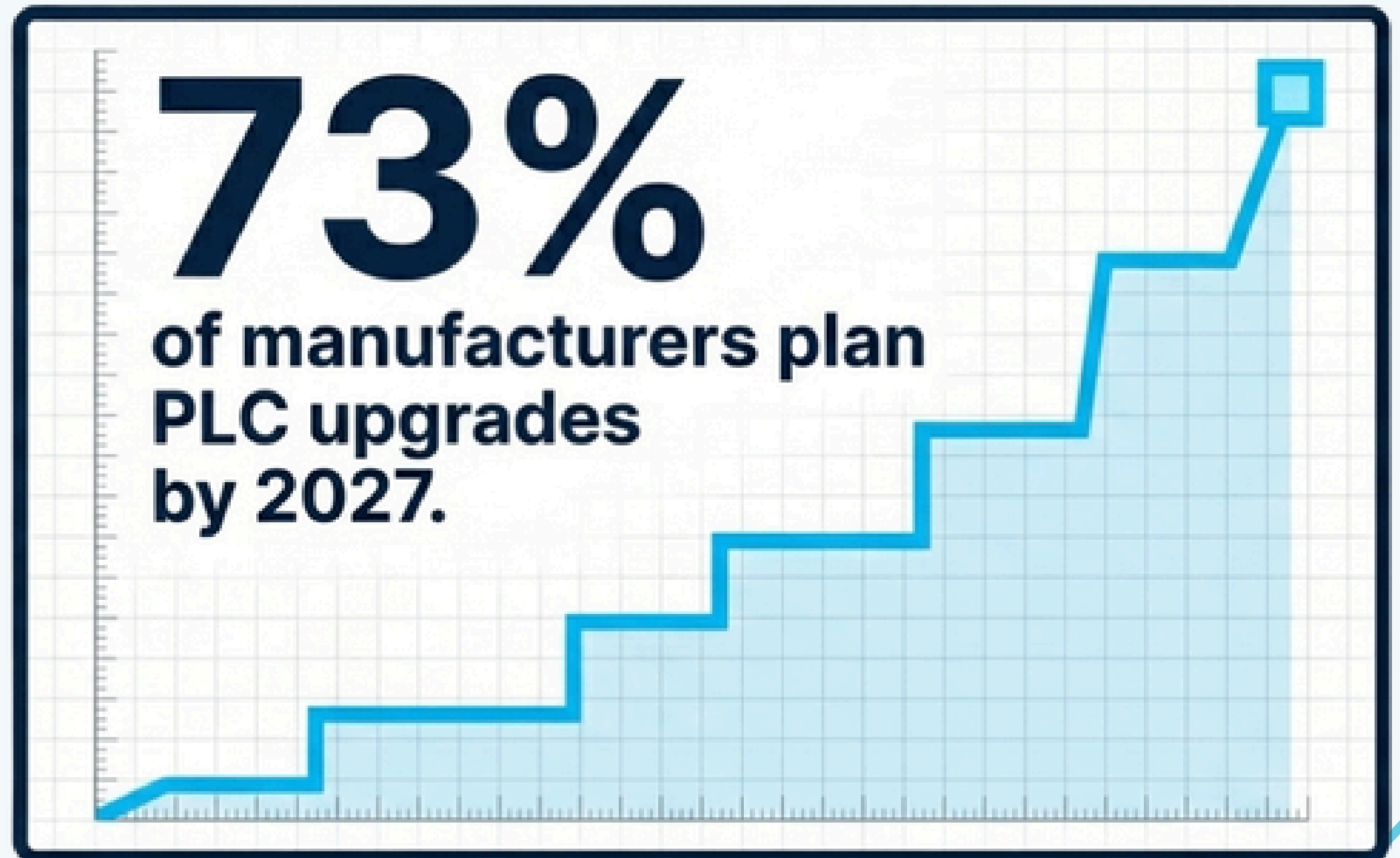


The Principle

Generative systems are synthesizers. Specific, newly sourced statistics get cited exponentially more often than vague claims.

Action

Deploy original surveys, benchmark content, and proprietary data analysis to become the root source of synthesized AI answers.



The Expansion

Search discovery is no longer confined to Google. Engines like Perplexity and Gemini synthesize audio transcripts and read data directly from infographics.



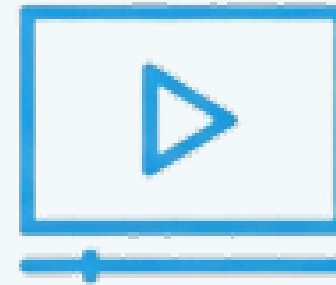
Blog (Text/HTML)



Podcast (Audio/Transcripts)

Action

Deploy transcripts, descriptive alt-text, and precise image/video schema to maximize multi-modal extraction potential.



Video (YouTube/Media)



Infographic (Image/Data)

Turn every piece of content into multiple, machine-readable formats



The Delivery

Conversational searches are heavily tied to mobile and voice interfaces, demanding rapid, frictionless delivery.

Action

Utilize voice-friendly question targeting. Front-load the most critical information into concise first-paragraph summaries supported by fast mobile load times.



Hey Google... how do I upgrade a SCADA system?

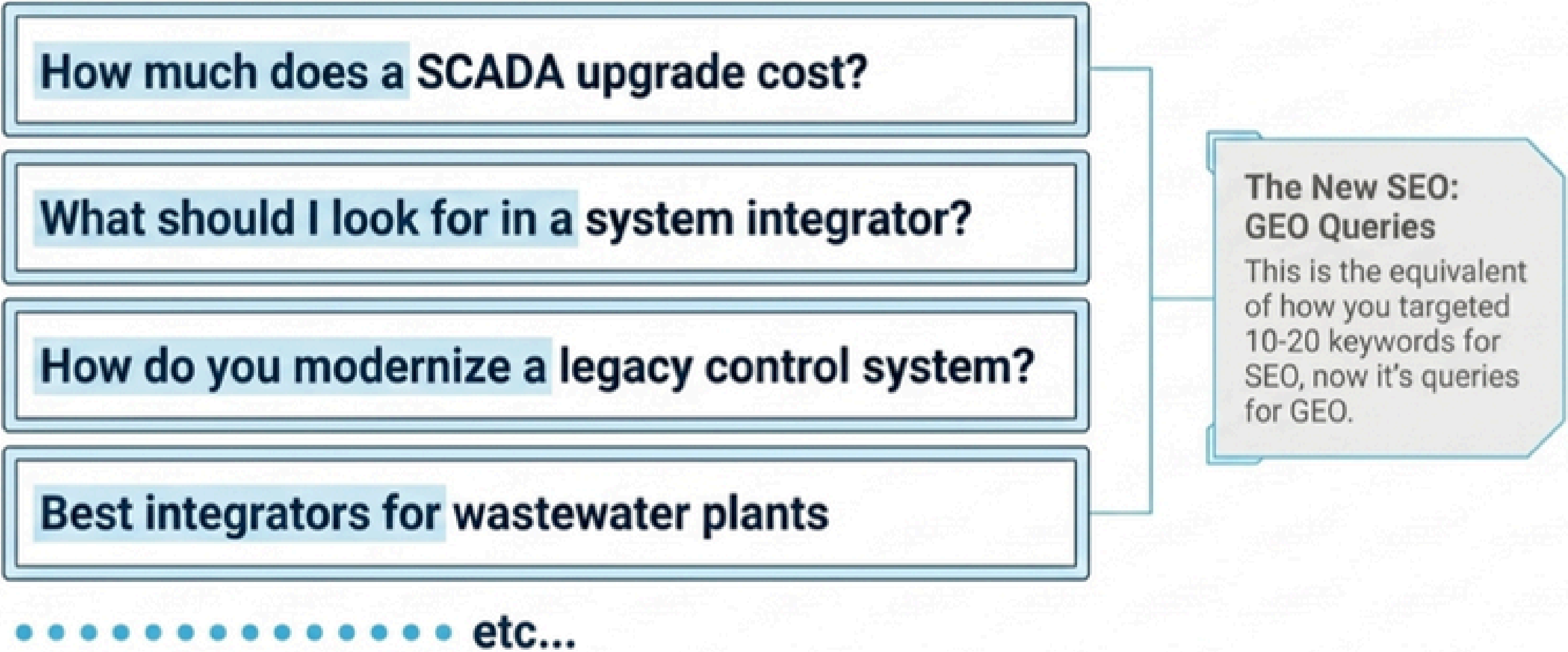
- **Front-load the most critical information:** Start with a concise summary and action-oriented steps, prioritizing direct answers over lengthy explanations.
- **Support with structured details:** Use clear headers and short paragraphs.
- **Ensure fast load times:** Optimize images and minimize scripts.
- **Test across devices:** Verify voice accuracy and mobile responsiveness.



How to Track and Measure AI Visibility And GEO Success



Start With You 10-20 Target Queries



If you could control what AI sites you for, this is that list



Run Weekly Tests and Track Results

| Prompt | ChatGPT | Google | Perplexity | Competitors | Source | Notes |
|-----------------------------|---------|--------|------------|-------------|-----------------|-----------------------|
| SCADA cost? | Yes | Yes | No | A, B | blog.com | — |
| System integrator criteria? | Yes | Yes | Yes | C, D | industrymag.com | Needs more detail |
| Wastewater integrators? | Yes | No | No | E, F | competitor.com | Competitor E dominant |

Simple weekly or monthly testing turns AI visibility into something you can start to easily measure.



Track These 3 Metrics

Citation Rate

How often you show up

Calculation:

$(\text{Times "Your Brand" cited}) /$
 $(\text{Total prompts tested})$

e.g., $6/20 = 30\%$

Share of Voice

You vs competitors

Calculation:

$(\text{Your Brand citations}) /$
 $(\text{Total citations: You + Competitors})$

e.g., $45\% \text{ vs } 20\%$

Trend

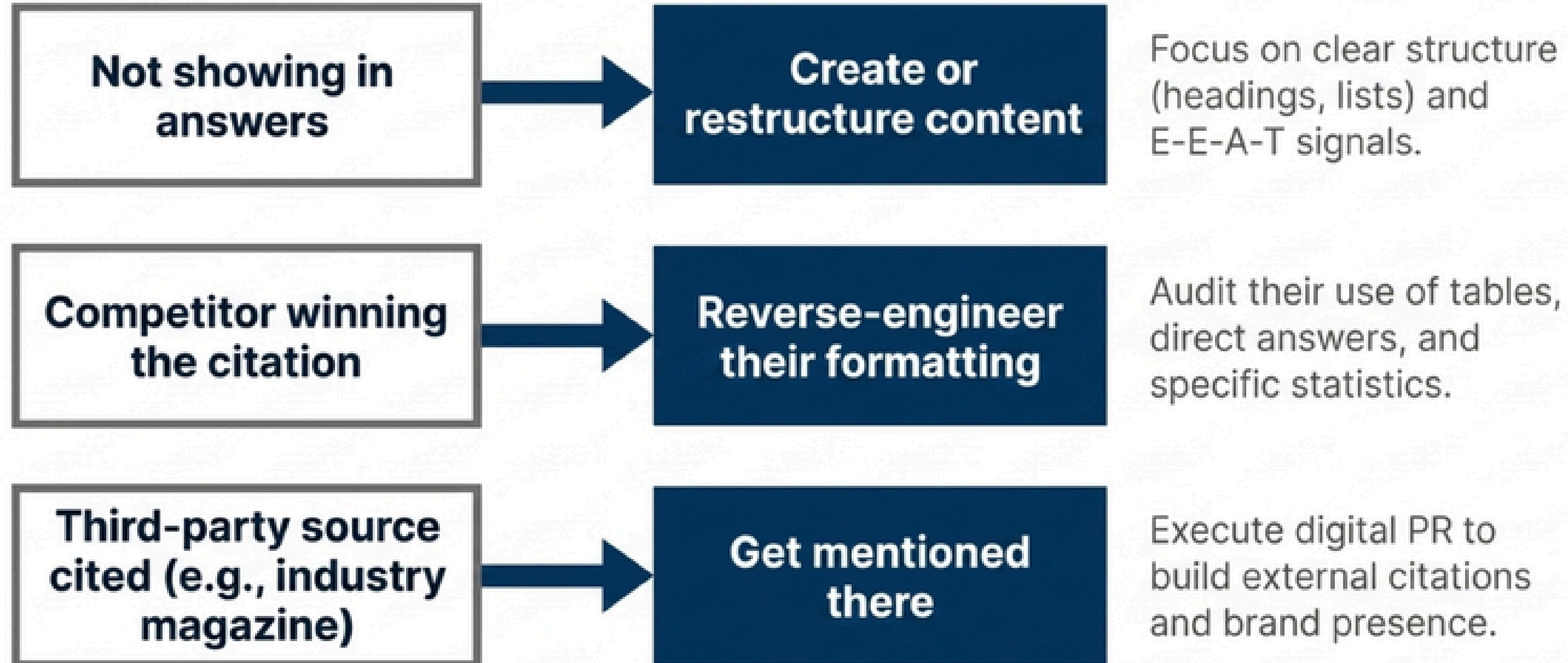
Are you improving?

+15% 
+15% MoM

If you track nothing else, track these three



Turn Insights Into Action



Use what you learn to guide what you do next

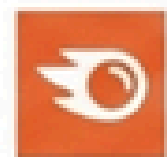


Level It Up With Tools

Start manual → scale here

AI Visibility

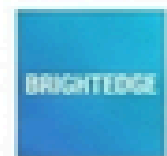
Track citations and share of voice.



Semrush AI Toolkit



Peec AI / Profound



BrightEdge

Brand Mentions

Monitor owned and earned brand presence.



Ahrefs Brand Radar



Google Alerts



Social Listening

Supporting Signals

Ensure technical accessibility and schema.



Google Search Console

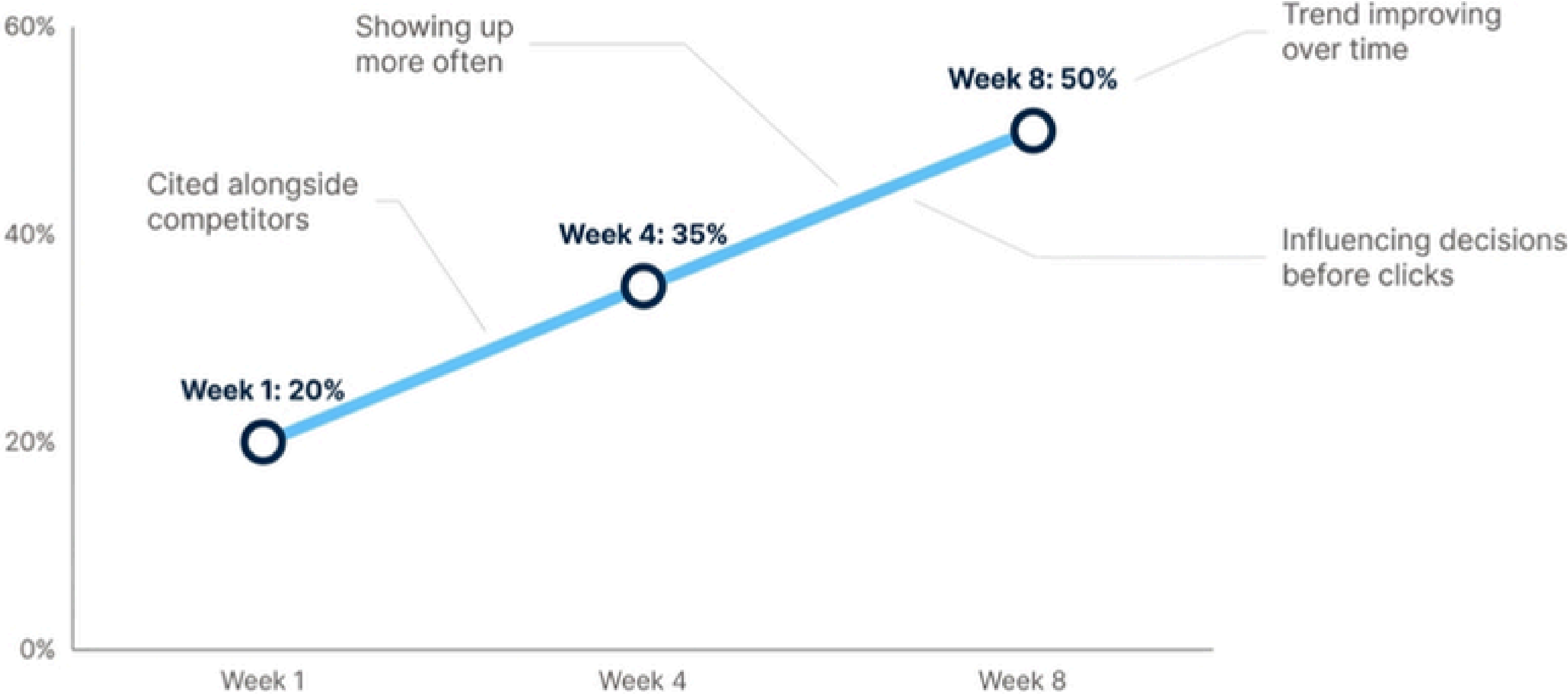


Rich Results Test

Start simple—then scale with the right tools



What Success Actually Looks Like



Consistency → visibility → influence



References

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Questions / Discussion



Don't forget your GEO checklist!

