

The Shift to Generative Engine Optimization Needs More Than Just SEO SEO Leads the Shift to GEO (Generative Engine Optimization)

Real Success Relies on Marketing and Whole Organization Collaboration



Survey Executive Summary

In this latest report, BrightEdge surveyed over 750 search, content, and digital marketers to gain insights into how brands are adapting to changes in AI and search, as well as the shift to Generative Engine Optimization (GEO).

The Bottom Line: Marketers are caught in the eye of the AI search storm. While **57%** are taking a "wait and see" approach, the majority (**68%**) are already making strategic adjustments, with SEO teams leading the charge in organizations worldwide.

Key Finding #1: SEO Teams Are the AI Search Champions

Key Finding #2: The Full Spectrum of AI Overview Optimism Revealed

Key Finding #3: The Multi AI Platform Action-Observation Split

Strategic Implications

The Path Forward

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Key Finding #1: SEO Teams Are the AI Search Champions

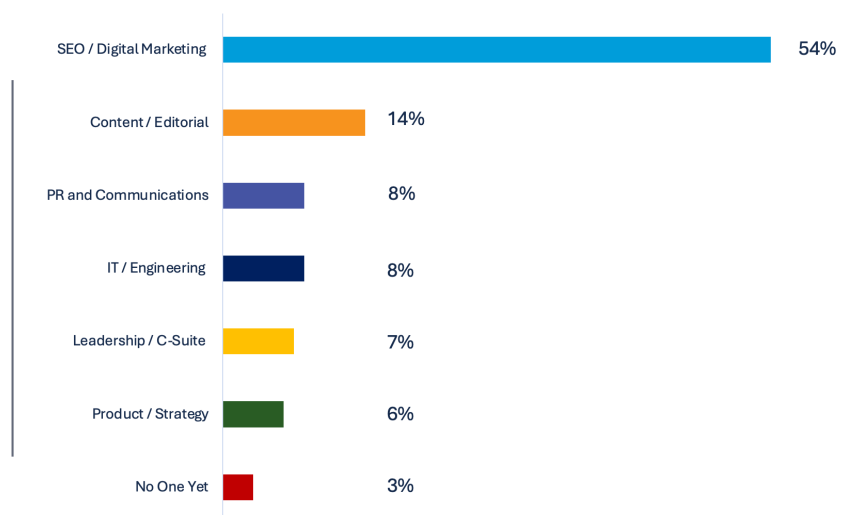
54% of organizations rely on SEO/Digital Marketing teams to lead AI search efforts — more than all other departments combined. This represents a massive concentration of responsibility in specialized teams.

The Organizational Breakdown:

- **SEO/Digital Marketing: 54%** — *The clear leaders*
- **Content/Editorial: 14%** — *The content creators*
- **PR/Communications: 8%** — *The message managers*
- **IT/Engineering: 8%** — *The technical implementers*
- **Leadership/C-Suite: 7%** — *The strategic decision makers*
- **Product/Strategy: 6%** — *The strategic planners*
- **No ownership yet: 3%** — *The organizational gaps*

54% of organizations rely on SEO/Digital Marketing teams to lead AI search efforts

More cross-functional support is needed for comprehensive AI strategy implementation



Source: BrightEdge Survey of 750 Digital Marketers - June 2025

Q: Which groups in your organization are currently leading or driving AI Search efforts

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Critical Insight: The heavy reliance on SEO teams creates both opportunities and risks. These specialists possess the expertise but may lack the cross-functional support necessary for implementing a comprehensive and successful AI strategy.

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Key Finding #2: The Full Spectrum of AIO Optimism Revealed

57% of marketers are "cautiously optimistic" about AI Overviews — the largest response category by far. This reveals a marketing landscape in transition, where professionals recognize the potential but remain uncertain about execution.

The Full Impact Spectrum:

Cautiously optimistic: 57% — *The pragmatic majority*

Seeing changes, unsure where to begin: 20% — *The overwhelmed observers*

Life-changing! Search visibility has never looked better: -5% - *The talkers*

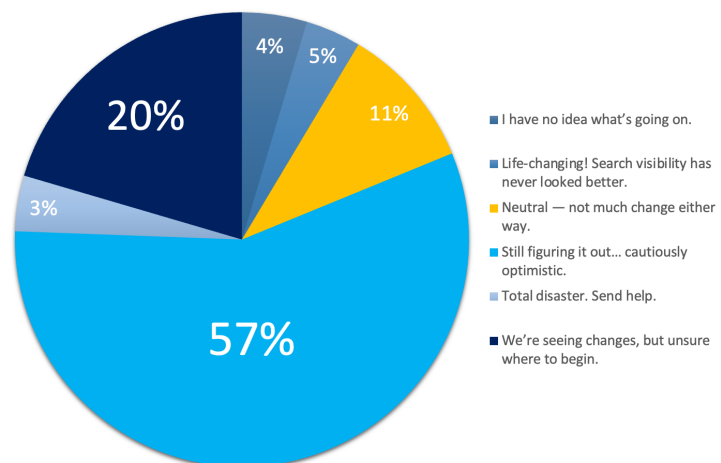
Neutral/no change: 11% — *The unaffected minority*

Complete confusion: 4% — *The lost souls*

Total success OR total disaster: 3% — *The extreme outliers*

57% of marketers are "cautiously optimistic" about AI Overviews

However, **20%** are unsure where to begin



Source: BrightEdge Survey of 750 Digital Marketers - June 2025

Q: How have AI Overviews impacted your site so far

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Standout Insight: Only 5% of marketers report extreme outcomes (either incredible success or complete failure), suggesting AI Overviews are creating subtle shifts rather than dramatic disruptions for most organizations.

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Key Finding #3: The Multi AI Platform Action-Observation Split

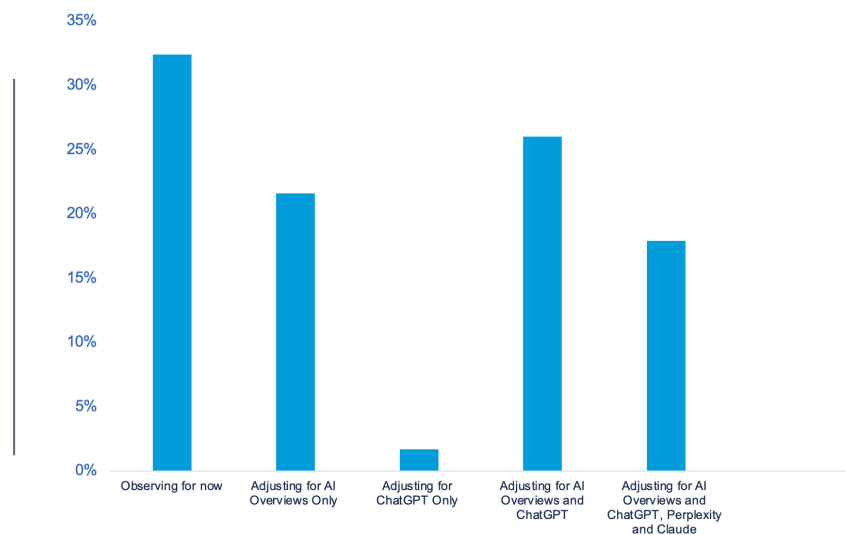
68% are actively adjusting their strategies, while **33%** remain in observation mode, indicating a clear majority that is taking action.

Strategic Response Patterns:

- **Not yet acting: 33%** — *The careful observers*
- **Dual focus (AI Overviews + ChatGPT): 27%** — *The balanced strategists*
- **AI Overviews only: 20%** — *The Google-focused adapters*
- **Comprehensive approach (ChatGPT + AI Overviews + others): 18%** — *The advanced multi-platform players*
- **ChatGPT only: 2%** — *The OpenAI specialists*

68% of marketers are taking concrete action

Marketers are adopting a "learn by platform" approach



Source: BrightEdge Survey of 750 Digital Marketers - June 2025

Q: Are you actively adjusting your SEO or Content strategy for AI

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Key Concluding Discovery: Cross-Platform Priorities and Strategies

The most striking finding is that **45%** of active marketers are taking a dual or multi-platform approach (**27%** are using both AI Overviews and ChatGPT, and **18%** are including additional platforms like Perplexity and Claude).

This sophisticated strategy adoption suggests the marketing community recognizes that AI search is not a single-platform game.

Meanwhile, the fact that **68%** are acting while **57%** express uncertainty reveals a "learn by doing" mentality. Marketers are moving forward despite not having all the answers.

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Strategic Implications

For Marketing Leaders: The data reveals an opportunity to support overwhelmed teams with clearer frameworks and cross-departmental collaboration, especially given the concentration of responsibility in SEO teams.

For SEO Professionals: Your expertise is in high demand, but consider building bridges with content, PR, and leadership teams to create more comprehensive AI search strategies.

For Organizations: The 32% still in observation mode risk falling behind — over two-thirds of their competitors are already adapting. The emergence of sophisticated multi-platform strategies (44% of active marketers) suggests that simple, single-platform approaches may quickly become inadequate.

The Path Forward

This survey captures marketing professionals at an inflection point — aware that AI search represents a fundamental shift, actively experimenting with responses, but still seeking clearer direction.

The organizations that can transform cautious optimism into strategic confidence will emerge as the winners in this new search landscape.

Next Steps: Focus on structured experimentation, cross-team collaboration, and building internal expertise while the landscape continues to evolve.

AI Catalyst Has You Covered to Optimize Once and Rank Everywhere

1. Track your AI and Brand Presence Across Multiple AI Engines

See how your visibility evolves over time through citations and mentions. Monitor your presence across AI Overviews, ChatGPT, and beyond.

2. Understand Variations in Brand Mentions Across Key Prompts

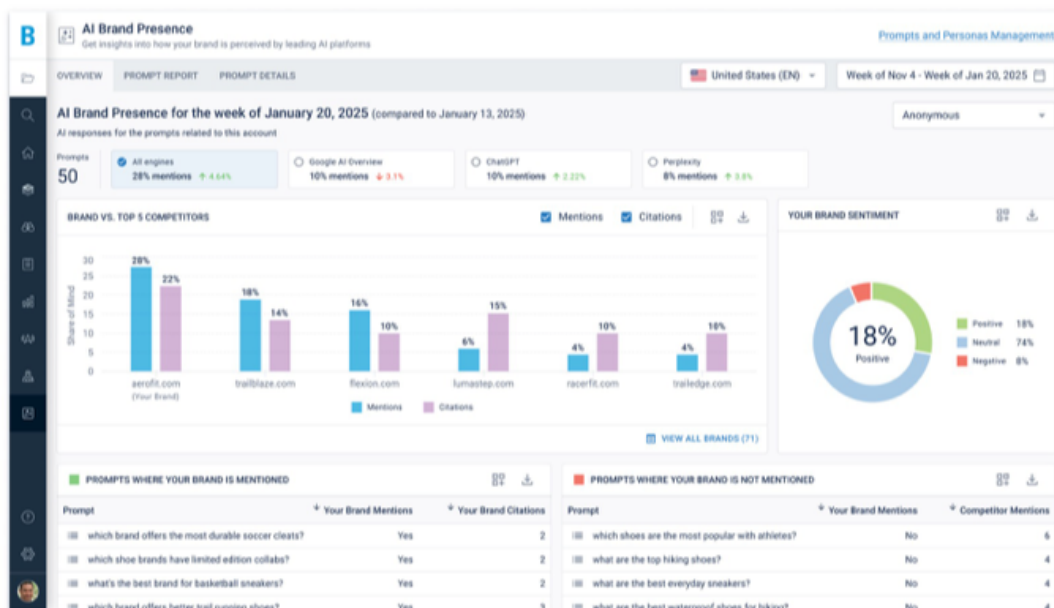
Quickly identify which prompts from ChatGPT and AI Overviews - and all types of AI Search Engines – generate brand mentions so you can optimize content efficiently.

3. Dive Deeper into Prompts to See Why AI is Recommending Specific Brands

AI Catalyst's advanced sentiment analysis provides precise insights into which brand attributes are favoured by each AI Engine. Concentrate your efforts on these attributes to enhance your recommendations.

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[BrightEdge AI Catalyst](#)

The BrightEdge - Further Information

Driving Digital Performance Across Traditional and AI Search Engines

BrightEdge transforms how marketers achieve SEO success by delivering comprehensive performance optimization through a unified, AI-powered platform that spans both traditional and emerging AI search landscapes.

Pioneering Enterprise SEO Innovation

Since launching the [industry's first enterprise SEO platform](#), BrightEdge has established unmatched foundations in data, SEO, and artificial intelligence. Our AI journey began over a decade ago and continues to accelerate as we build the market's leading all-in-one solution, designed to meet the demands of all types of enterprises.

The [Data Cube](#) represented our foundational breakthrough—the industry's largest content repository and most comprehensive dataset connecting critical search, social, content, and digital media performance across the web. Building on this foundation, we invented the industry's first Share of Voice (SOV) measurement technology. We scaled through [BrightEdge Connect](#), integrating data pipes from hundreds of systems serving thousands of customers.

Ever since, we have been innovating in lockstep with the market and at an industry-leading pace to keep our customers ahead.

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Building The Market-Leading AI-Powered SEO and Digital Performance Platform

[BrightEdge Insights](#) functions as marketers' personal data analyst, delivering critical action recommendations that drive immediate Impact while highlighting competitive opportunities and focusing efforts on high-value activities.

[BrightEdge Content](#) empowers B2B and B2C marketers to create intelligent, search-friendly, mobile-optimized content that accelerates marketing performance across all channels.

[BrightEdge Instant](#) enables real-time research and conversational search understanding, providing optimization recommendations for multiple content formats within a single enterprise platform.

[BrightEdge SearchIQ](#) combines deep learning and machine learning technologies to serve as a virtual data scientist, pinpointing key SEO priorities while simplifying research and workflow management.

[BrightEdge Copilot](#) streamlines content creation for impactful SEO titles and descriptions through collaborative AI that maintains the essential human touch in optimization processes.

[BrightEdge Content Advisor with Copilot](#) ensures marketers create winning content consistently through AI-enhanced guidance and recommendations.

[BrightEdge Autopilot](#) delivers zero-touch automation technology that identifies and executes SEO tasks requiring no human intervention, including duplicate content resolution, broken link fixes, mobile optimization, and page infrastructure performance improvements.

Leading in AI Search Innovation

[BrightEdge Generative Parser™](#) identifies and detects emerging patterns in new AI search experiences, giving marketers unprecedented insight into evolving search behaviors and optimization opportunities.

[Data Cube X](#) provides the most comprehensive generative research dataset available, empowering marketers to achieve success in both traditional and AI-powered search environments. Track gains and losses in AI, identify where AI is impacting customer journeys, and monitor trends over time.

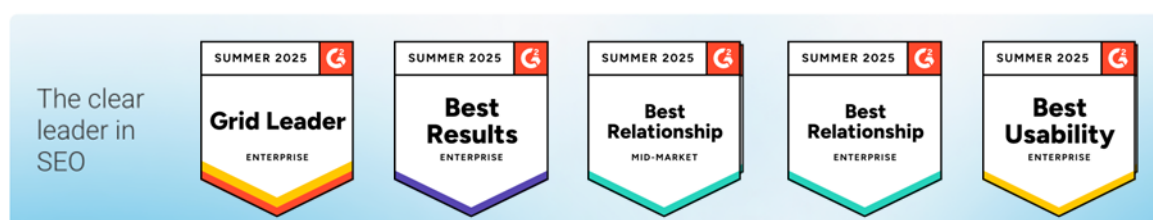
[BrightEdge AI Catalyst](#) enables marketers to monitor their AI presence across multiple search engines simultaneously. Customers gain complete visibility by tracking brand presence and sentiment across Google's AI Overviews, ChatGPT, and Perplexity through unified monitoring and optimization capabilities. They also see what attributes about brands are recommended by each AI engine to fine-tune their content and brand strategies.

Because all our core search products and AI innovations are unified—key data points across search and AI engines, you are not jumping between tools or teams to act. This integration is designed specifically to create measurable Impact across multiple business outcomes.

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Resources, Media, and Customer Validation



BrightEdge Analysis Highlighted in Inc.'s Coverage of Google's AI Overviews

Launch – Inc. and the Associated Press cite BrightEdge data in their breakdown of how Google's AI Mode is transforming search visibility for brands. [View](#)

BrightEdge Featured in Morning Brew Daily: Google I/O 2025 Signals Major SEO

Transformation – Morning Brew discusses how BrightEdge insights reveal a turning point for marketers navigating the shift to AI-powered search. [View](#)

How To Get the C-Suite Together for an Integrated Marketing Strategy – Forbes (May 14, 2025): Offers a structured approach for CMOs to align executive leadership—CEO, CFO, CIO, CHRO—around shared customer centric KPIs, integrated platforms, and cross department data transparency to drive cohesive, results oriented marketing strategies [View](#)

BrightEdge Analysis: Washington Post on AI Search Web Upheaval. The Washington Post features BrightEdge insights on how Google's AI Overviews are transforming content surfacing, with our data pointing to early visibility shifts for top-ranking sites as publishers and marketers adapt to unprecedented traffic volatility. [View](#)

Press Releases

June 6, 2025 – Mobile AI Search Still Wide Open, Says BrightEdge Ahead of Apple's WWDC

New April data shows that over 90% of AI search traffic still comes from desktop, leaving mobile as the next big frontier, especially if Apple shifts Safari's search defaults. [View the findings](#)

May 14, 2025 – One Year into Google AI Overviews, BrightEdge Data Reveals Google Search Usage Increases by 49%

One-year anniversary analysis showing a 49% surge in impressions and platform shifts amid changing search behaviours. [View the full report](#)

April 9, 2025 – BrightEdge AI Catalyst Completes Search Picture for Brands to Win in AI Era

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Official launch of AI Catalyst, the first unified dashboard for brand visibility across Google AI Overviews, ChatGPT, and Perplexity. [Read the press release](#)

January 30, 2025 – Google Triggers 100% More AI Overviews for Longer Queries, New Report from BrightEdge Finds

Study finds AI Overviews now appear in ~25% of searches with 8+ keywords, doubling since last fall. [Read the report](#)

Customers and Testimonials

Global Technology Leader: AI Catalyst changed everything for us. Instead of wondering where our brand appears in AI search results, we know. We are tracking mentions across Google AI Overviews, ChatGPT, and Perplexity, all in one place. It is the visibility we did not even know we needed until we had it." — VP of Digital Marketing, Fortune 500 Technology Company

Leading E-commerce Brand *"Honestly, the shift to Generative Engine Optimization felt overwhelming until we started working with BrightEdge. Their team helped us see patterns in AI search that we would have missed completely. Our competitors are still playing catch-up while we're already optimizing for where search is heading."* — Head of SEO, Multi-billion Dollar Retail Company

Recent G2 Reviews

Enterprise Software Company ★★★★★ *"BrightEdge has completely transformed our SEO strategy. The platform's AI capabilities are incredibly advanced - we're seeing opportunities we never knew existed. The cross-platform monitoring for AI search engines is a game changer. Worth every penny for enterprise teams."* — Senior Marketing Manager

Financial Services ★★★★★ *"BrightEdge stays ahead of the curve. While other platforms are still catching up to AI search, they're already solving tomorrow's problems. The unified approach to traditional and AI search optimization is brilliant. Highly recommend for serious enterprise SEO."* — Head of Content Strategy

BrightEdge Guides

The GEO Playbook: How to Optimize for AI Search Engines

If you're rethinking your SEO strategy for the AI era, start here. This guide walks you through practical GEO tactics to help your brand appear across Google AI Overviews, ChatGPT, and Perplexity. [Read the GEO Playbook](#)

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AI Search Trends Report 2025

Want to know how other marketers are adapting to AI-first search? This report covers the big shifts, complete with data, benchmarks, and a look at what's coming next.

[Download the Trends Report](#)

Generative Search Strategy Checklist

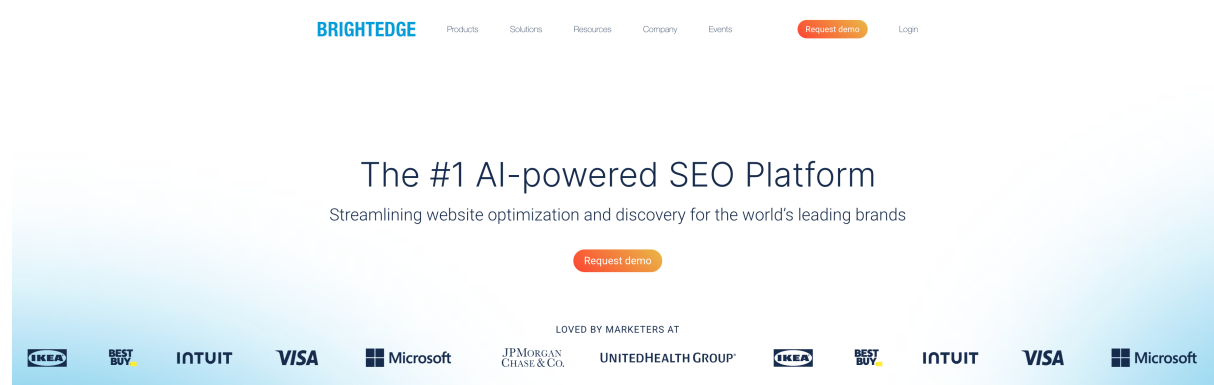
A simple, no-fluff checklist to help your team shift from SEO to GEO. Great for planning, alignment, or getting new team members up to speed. [Get the Checklist](#)

Further Resources

[BrightEdge Blog](#): From AI search trends to content strategy tips, the blog is where we break down what's happening—and what's next.

[Webinar Library](#): Catch up on our latest webinars—whether you're looking for platform walkthroughs, customer success stories, or strategy sessions with SEO leaders.

[Media and News Updates](#): From mainstream business and technology media - like The Washington Post, Forbes, BBC News, Wired, and Fortune - to leading search and digital publications such as MediaPost, SearchEngineLand, and SearchEngineJournal – view a blend of coverage, research, insights, and industry thought leadership.



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