

# Getting found in AI search takes more than just good content

How SEO, AEO and GEO are reshaping brand visibility in 2025

The discovery game has changed. The biggest shift in marketing and communications today is no longer about how content is written, but how it's found. Today, search begins well before a user clicks a link. As more people use AI tools, voice assistants and generative engines for answers, instead of traditional search engines, we're seeing a fundamental change to the top of the marketing funnel. Gone are the days of publishing keyword-heavy content and crossing fingers that it gets a top spot in a Google search.

**Visibility in 2025 is faster, more context-driven and more competitive than ever.**

If this seems overwhelming, don't worry; we've got you covered.

## Key Takeaways:

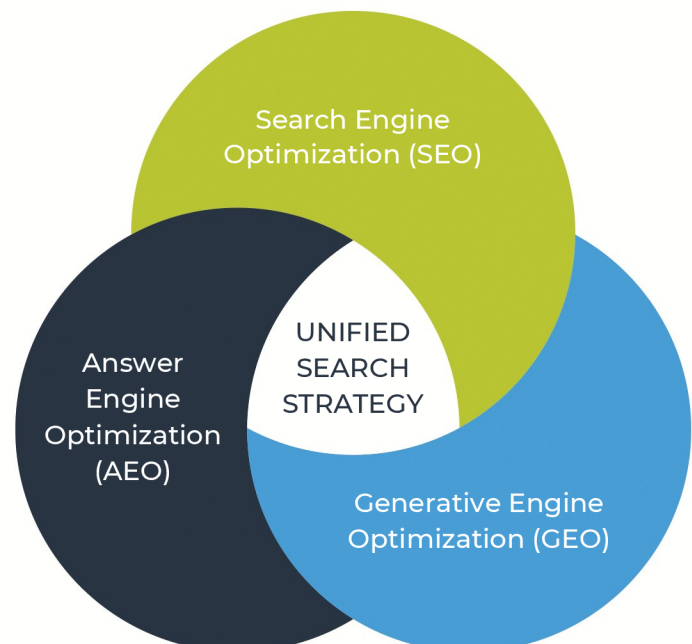
- Your homepage is no longer your front door
- Your brand name matters
- Answer-ready content performs better

## How SEO, AEO, and GEO Work together

**SEO** makes sure your content ranks well in traditional search engines by using keywords, site structure and backlinks.

**AEO** ensures your content is optimized for direct answers in AI and voice search, so you appear in featured snippets and conversational results.

**GEO** positions your content to be cited and surfaced inside generative AI tools, ensuring you show up when AI platforms summarize or recommend information.



Be the result that gets clicked, quoted and trusted.

# How F+A helps clients adapt (and thrive)



Discovery  
audits



Strategic  
messaging



Human-centric  
editing



Content that  
performs

"We're not gaming algorithms; we're helping clients get discovered for the right reasons."



Be the result that gets clicked, quoted and trusted.