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The CMO's Guide to Winning With SEO, AEO and GEO

Stay ahead in search. Outperform your competitors. Drive sustainable growth.

The search landscape is changing: Are you prepared?

22.8%
of digital budgets will go to SEM and SEO.

13.9%
for paid search (SEM) | 8.9% for SEO (earned/owned).

AI,
answer engines and evolving user behaviors are rewriting the rules.

4 steps to search marketing success



1 Understand AI's impact

- AI-powered answer engines such as ChatGPT and Gemini are transforming how your buyers discover brands.
- Zero-click searches and conversational summaries are the new standard.
- Community-driven content matters: Reddit now appears in 107% more top Google results.

Action for you:

Structure your web content with schema markup and semantic HTML for greater AI visibility.

Update and verify your sources to strengthen authority regularly.

Engage in relevant discussions on platforms like Reddit and host AMAs to boost credibility

Monitor how your brand appears in AI-driven search results and refine your strategy

2 Start with a customer-first approach

- **Map** your content to customer journeys and address pain points.
- **Use** content pillars and topic clusters to increase visibility.
- **Optimize** for AI search — voice, video and visuals are more important than ever.

Action for you:

Identify key buyer questions at each stage and develop targeted content.

Organize your site around core topics, linking related content for depth.

Use conversational keywords and FAQs to capture voice and zero-click searches.

Refresh and repurpose existing assets for multiple channels and formats.



3 Nail the search fundamentals

- **Keep** your SEO, AEO and SEM strategies current.
- **Embrace** multichannel search: web, social, partners and PR.
- **Focus** on answer-driven content — be the "best answer" in AI results.

Action for you:

Update your keyword lists and content regularly.

Train your team on AEO best practices for answer engine optimization.

Share optimized content across social media and partner sites.

Document your search strategy and track clear success metrics.

4 Measure what matters

- **Traditional** metrics are not enough — track answer engine visibility and citation presence.
- **Use** tools designed for the AI era to prove ROI and optimize your strategy.

Action for you:

Use analytics platforms that measure AI search visibility and featured snippets.

Set KPIs for answer engine citations and conversion quality.

Benchmark your performance quarterly against competitors.

Use insights to refine your content and search investments.



Join your peers at **Gartner Marketing Symposium/Xpo™** for the latest strategies for search marketing success.

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