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BEYOND KEYWORDS: HOW AI IS CHANGING SEARCH



MARKETING TIPS
By Julie Huff, Copywriter,
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Search isn't what it used to be.

AI isn't just tweaking keyword strategy anymore. It's completely changing the way people search for and discover content. Over 13 percent of Google searches now trigger AI-generated overviews, and that number is steadily climbing. For businesses exploring AI marketing tools, this shift changes everything.

AI-Powered Search & Intent

Search engines are becoming increasingly intelligent. They no longer just match words; they interpret meaning. The same question can deliver different results for different users, which means brands must now create *intent-driven* content, not keyword-optimized pages.

SEO Has Changed

Traditional SEO is evolving into Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO). AEO focuses on concise, structured answers that AI can display directly in

results. GEO takes it even further, aiming to have your content *cited* by AI tools rather than ranked. The best strategies combine both.

The "Fan-Out" Effect

When AI generates an overview, it doesn't pull from one page. It fans out across multiple trusted sources to form the best composite answer.

- You don't need to rank #1 to appear.
- Explicit, authoritative, intent-rich content earns citations.
- The goal isn't traffic. It's trust.

Brands are adapting by writing deeper, broader content that answers related questions and gives AI more to pull from.

Be the Answer

AI has shifted search from keyword-centric to meaning-centric. Visibility now comes from clarity, authority, and adaptability. Professional digital marketing services and tools give you the edge, helping your brand become the *answer* people are looking for, not just a result.

Partner with beMarketing to build an AI-ready strategy that keeps you visible and relevant.



Marketing That Feels Human

Because It Is.

Your customers crave connection. That's why we build campaigns that feel personal—because they are. From eye-catching creative to data-backed digital strategy, beMarketing helps brands grow by creating marketing that connects.

Ready to Make your Marketing More Human?
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