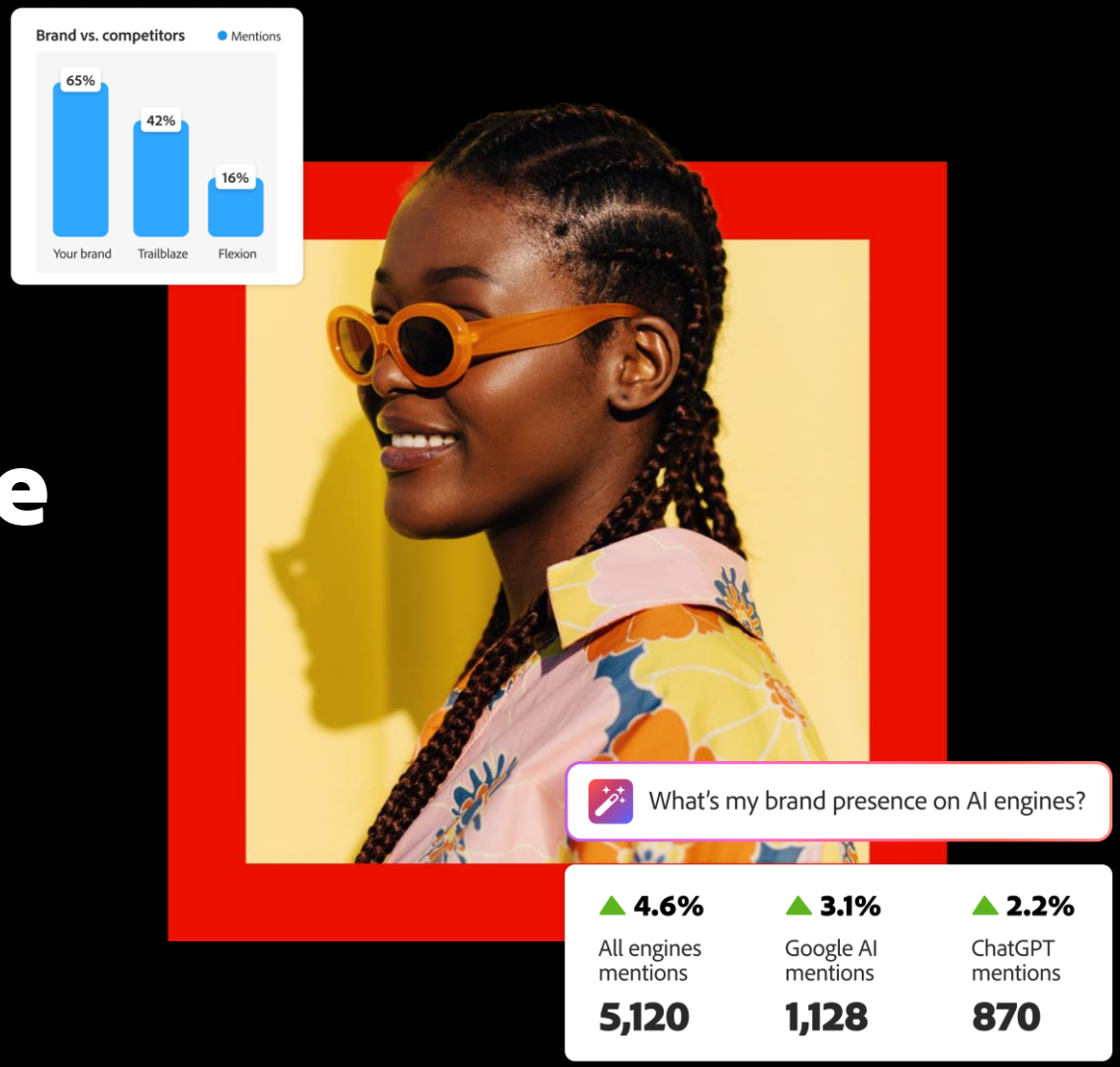
The GEO Imperative: Why Brands Must Optimize for AI Discovery



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Today's speakers

Kathie Yang
Senior Product Marketing Manager
Adobe

Aditi Dutt Chaudhuri
Principal Product Manager
Adobe

Emily Kellman-Kessel
Manager, Product Management
Adobe

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Agenda

1. AI is reshaping search and discovery
2. Introducing Adobe LLM Optimizer
3. Demo: Adobe LLM Optimizer
4. Case Study: Adobe's own content optimization transformation
5. Q&A and resources

A huge shift in user search & discovery

4,700%

increase in traffic to US retail sites from Generative AI sources in July'25 compared to July'24

(Adobe Analytics)

80%

of consumers rely on AI-written summaries for at least 40% of their searches

(Bain & Co)

50%

decline in organic traffic projected by 2028

(Gartner)

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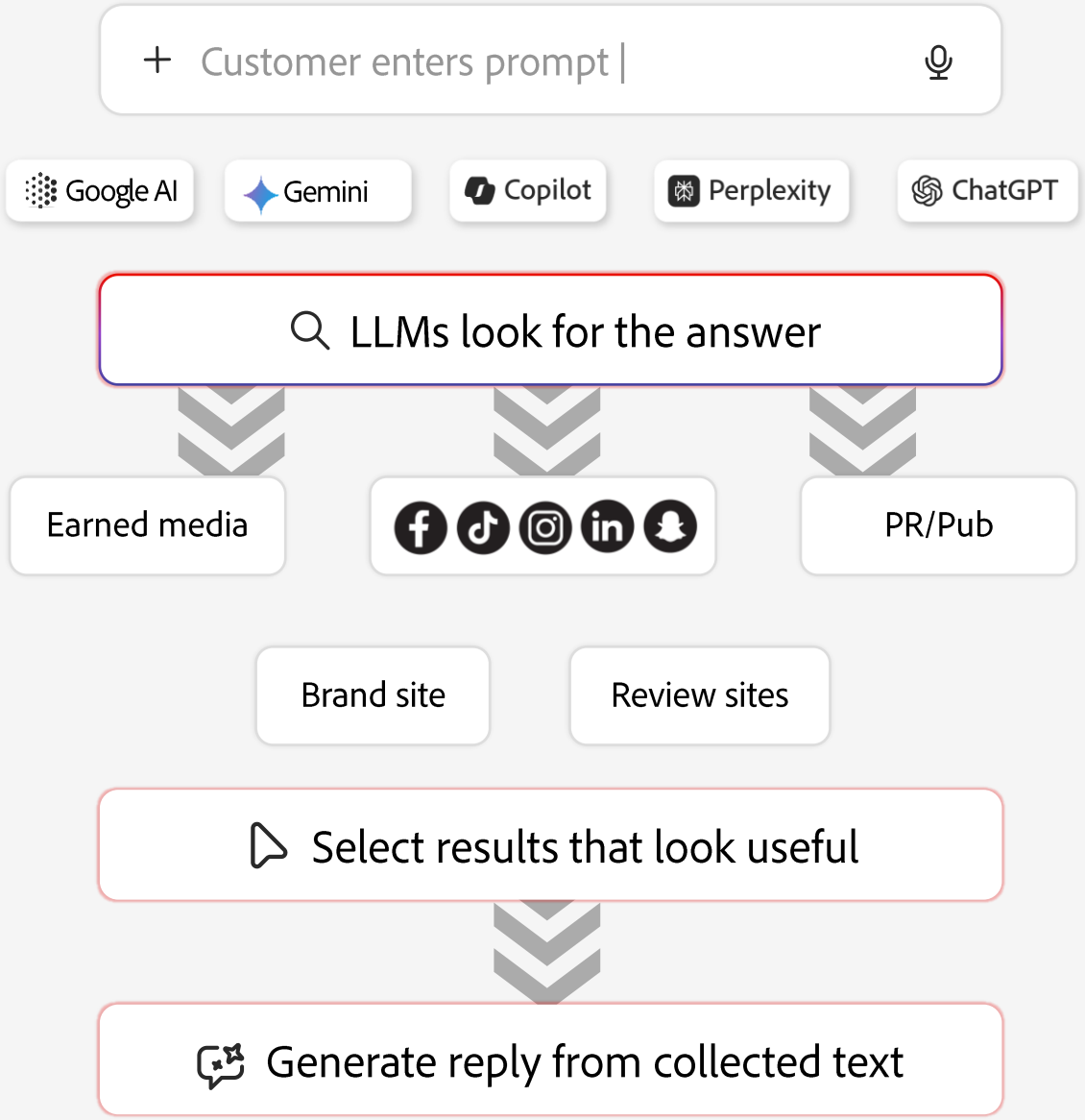
LLMs decide what gets seen and **trusted** – your brand may no longer be telling its own story.



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What is Generative Engine Optimization (GEO)

The practice of optimizing your content and brand mentions so that **AI-powered LLMs** like ChatGPT, Perplexity, Gemini, and Google AI can accurately understand, cite, and recommend your brand in their generated responses.

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Traditional SEO

Content is optimized for search algorithms and ranking in top 10

The website is the primary destination

Goal = To get your URL ranked high in search

GEO evolution

Structured authoritative content that is readable and cited by machines

The click may never come. Users get what they need without visiting your site

Goal = To get your brand (not just URL) to show up in answers

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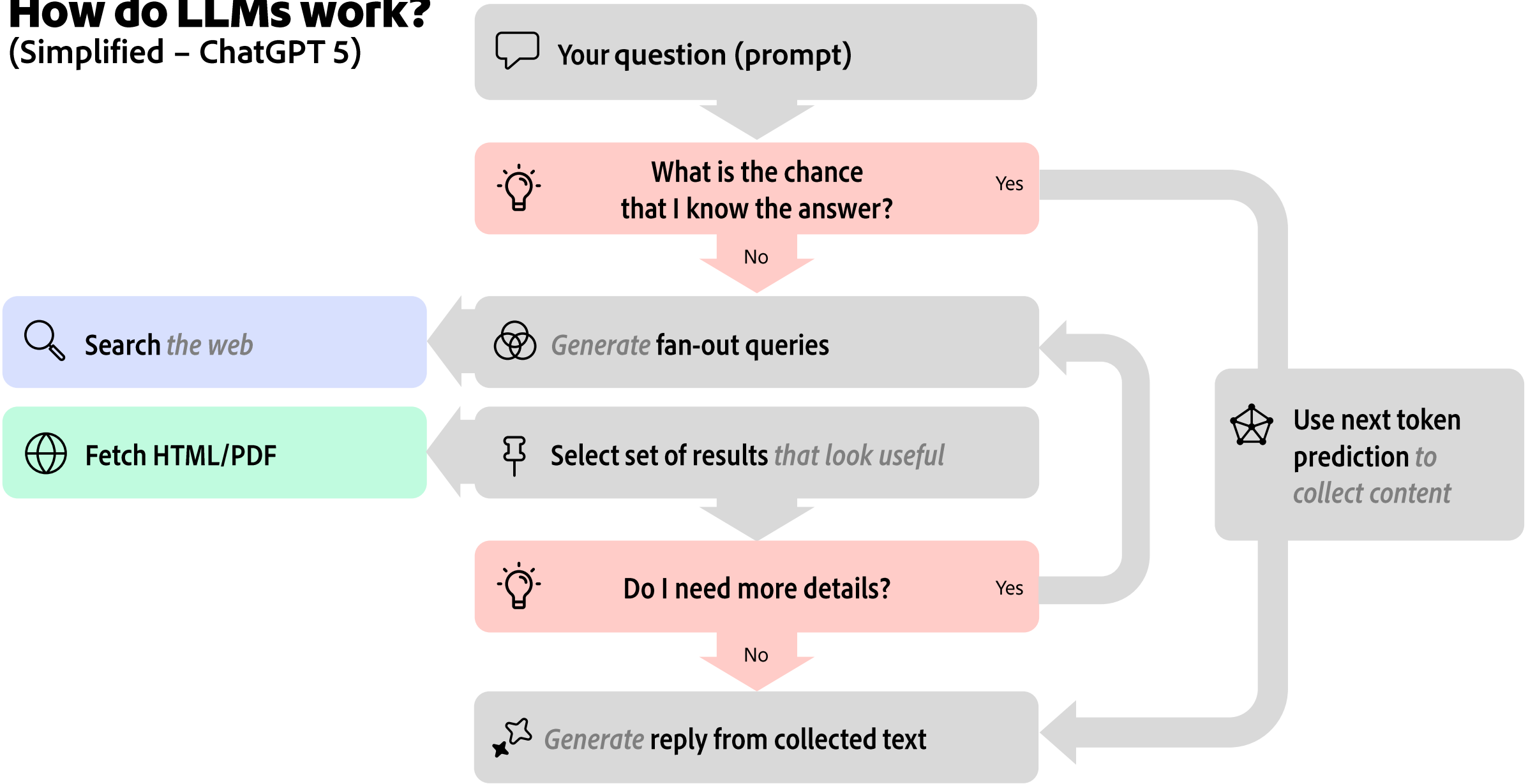
How do LLMs work?
(Simplified – ChatGPT 5)



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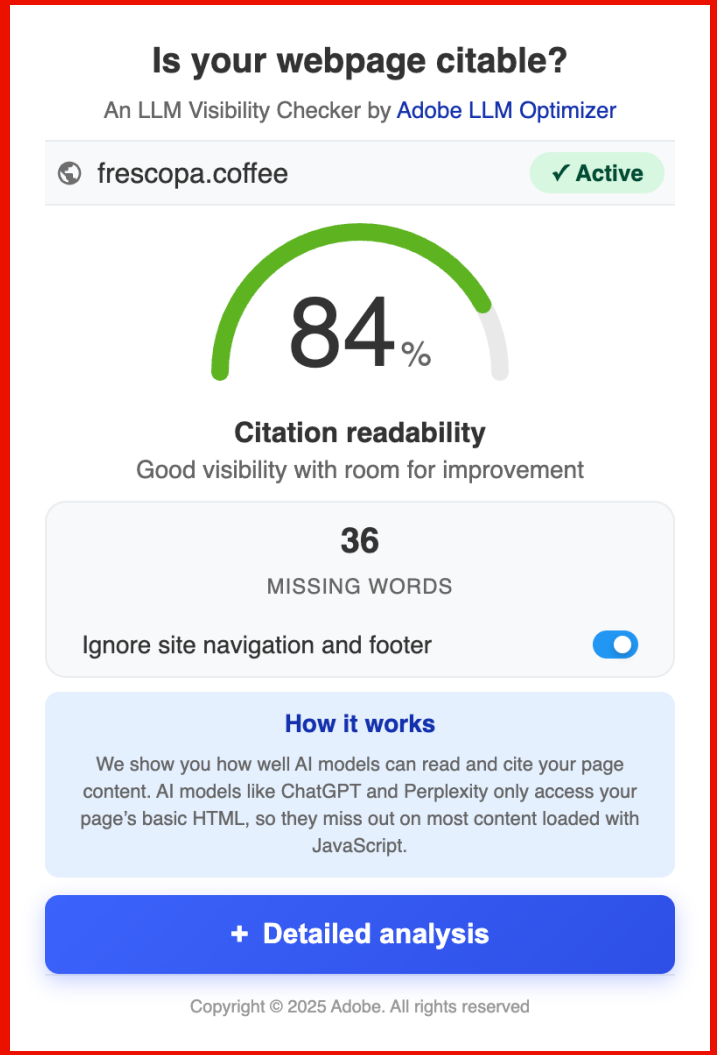
Top 5 most common GEO issues

- Website blocking LLMs via the robots.txt or CDN provider
- Sites that rely on server-side rendering (JS heavy) to render content
- Lack of textual or descriptive information on a page
- Interactive elements that only display information after a user interaction (JS on-click)
- Lack of 3rd party brand mentions i.e. Wikipedia page, Reddit, News articles in relation to the service/product offering

Download our free Chrome Extension:
LLM Visibility Checker https://llmo.page



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Best practices to win in GEO

Structure content for comprehension, not just crawling

Cover topics, not just keywords

Reinforce brand authority across third-party sources

Optimize owned properties for AI LLM crawlers

Act on opportunities in real-time

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Demo: Adobe LLM Optimizer

Aditi Dutt Chaudhuri

Principal Product Manager
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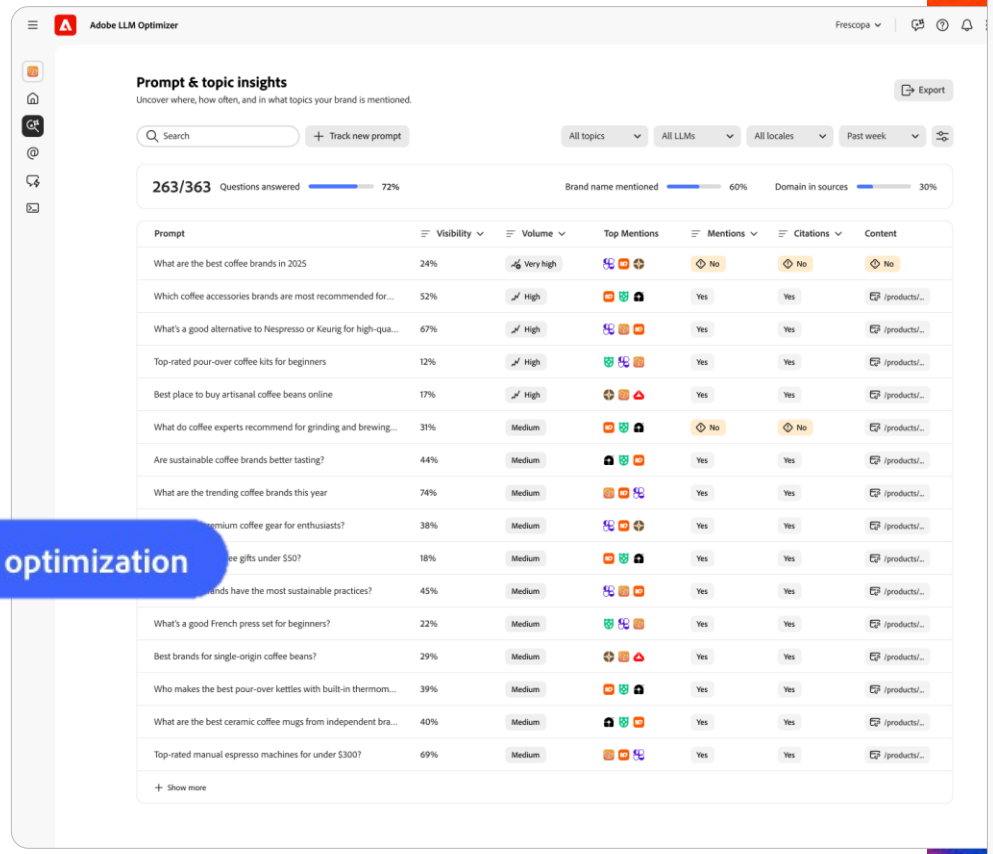
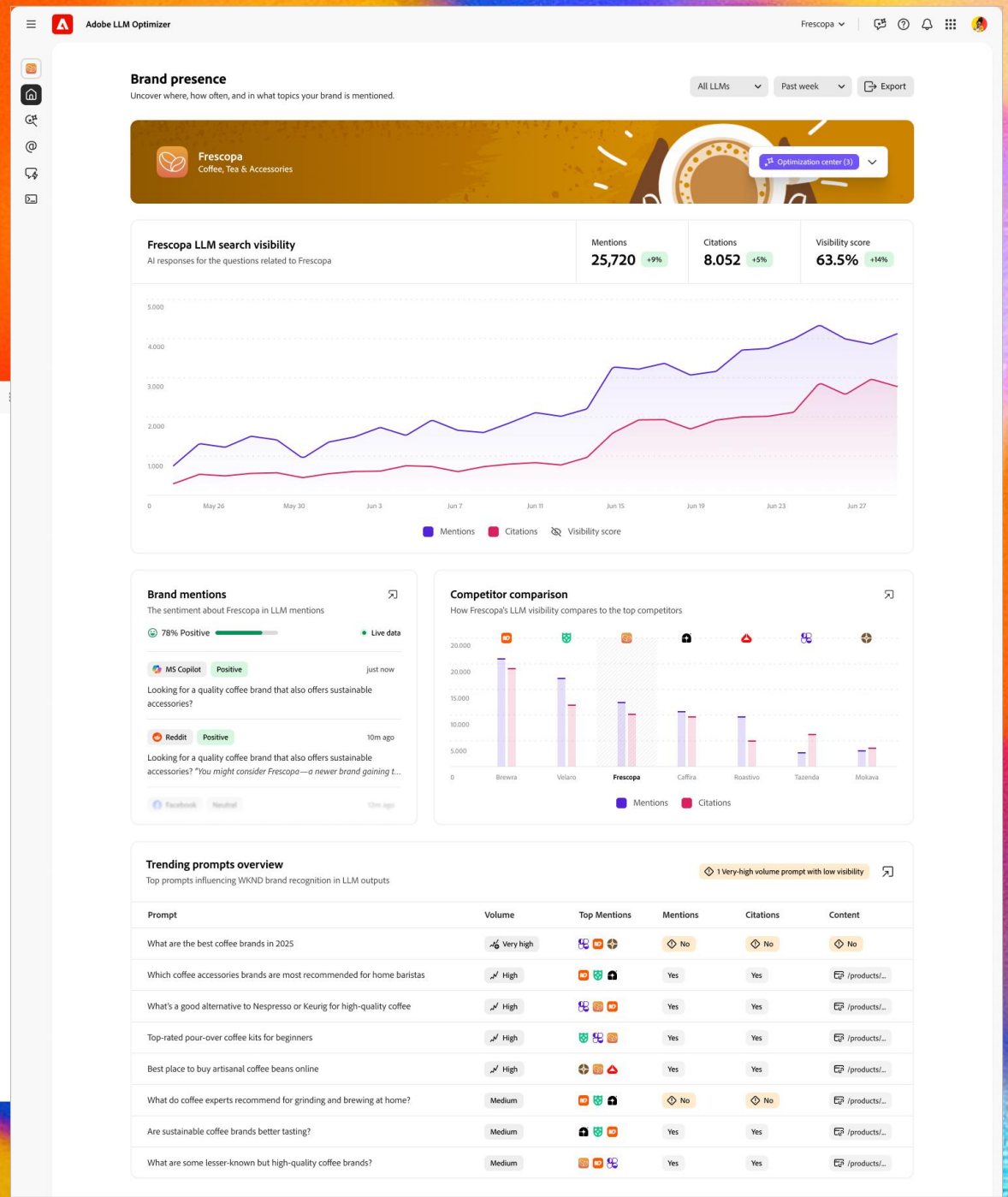
Adobe LLM Optimizer

- Ensure brands are seen, cited, and chosen in the new world of AI-driven discovery.



Deploy optimization



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Improve visibility, influence, and performance with LLM Optimizer

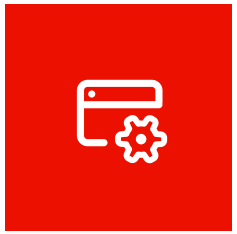
Continuously optimize your brand in the era of AI-native search.

Own your presence within AI search and discovery

Ensure your brand, products, and content are visible, accurate, and influential where AI-driven research begins.

Turn AI traffic into measurable growth

Surface and activate the agentic traffic that traditional analytics miss - connecting AI-assisted discovery to brand engagement and revenue.



Optimize and deploy content for better AI visibility

Move from insights to action with prescriptive recommendations, one-click implementation, and enterprise-ready integrations.

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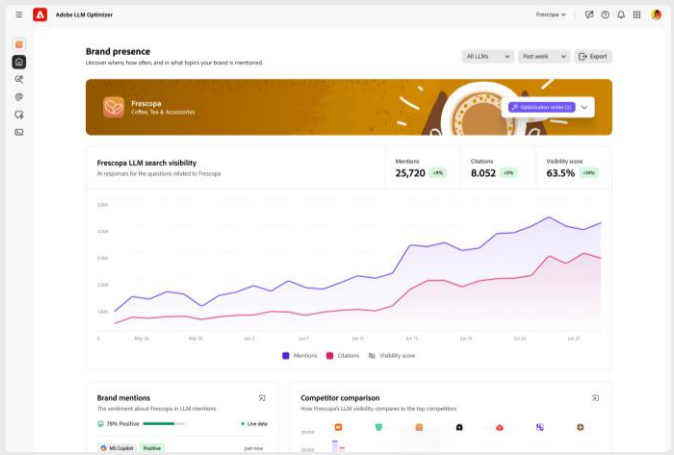
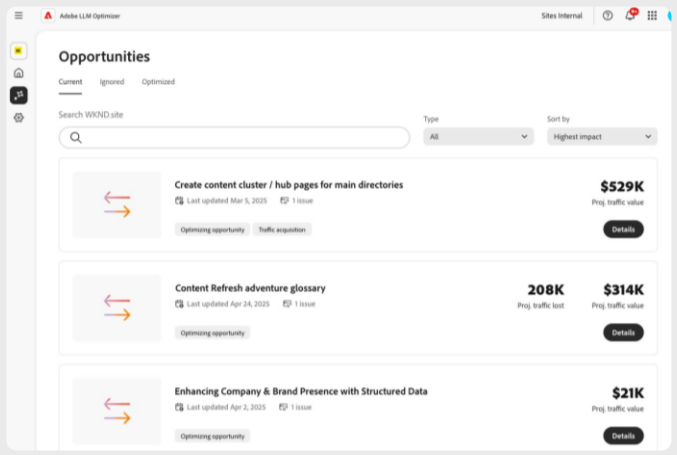
Key product capabilities

Reporting and insights



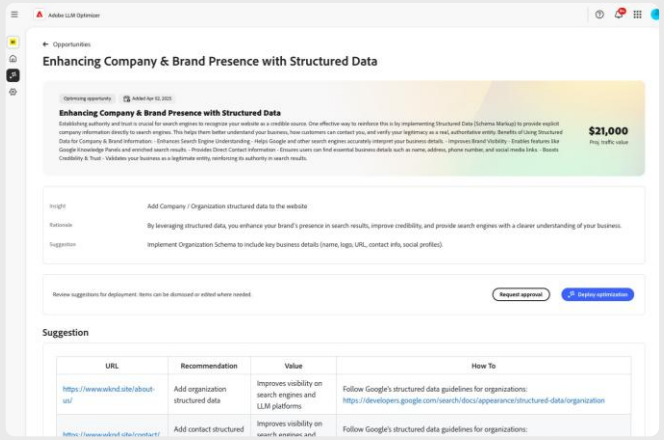
- Brand presence
- Agentic traffic
- Referral traffic

Prescriptive recommendations and optimizations



- Technical optimization
- On-site optimization
- Off-site optimization

Deployment with a single click



- Immediate action
- Attribution
- Tailored UI/workflows

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Case Study: Adobe's own content optimization transformation

Emily Kellman-Kessel

Manager, Product Management
Adobe

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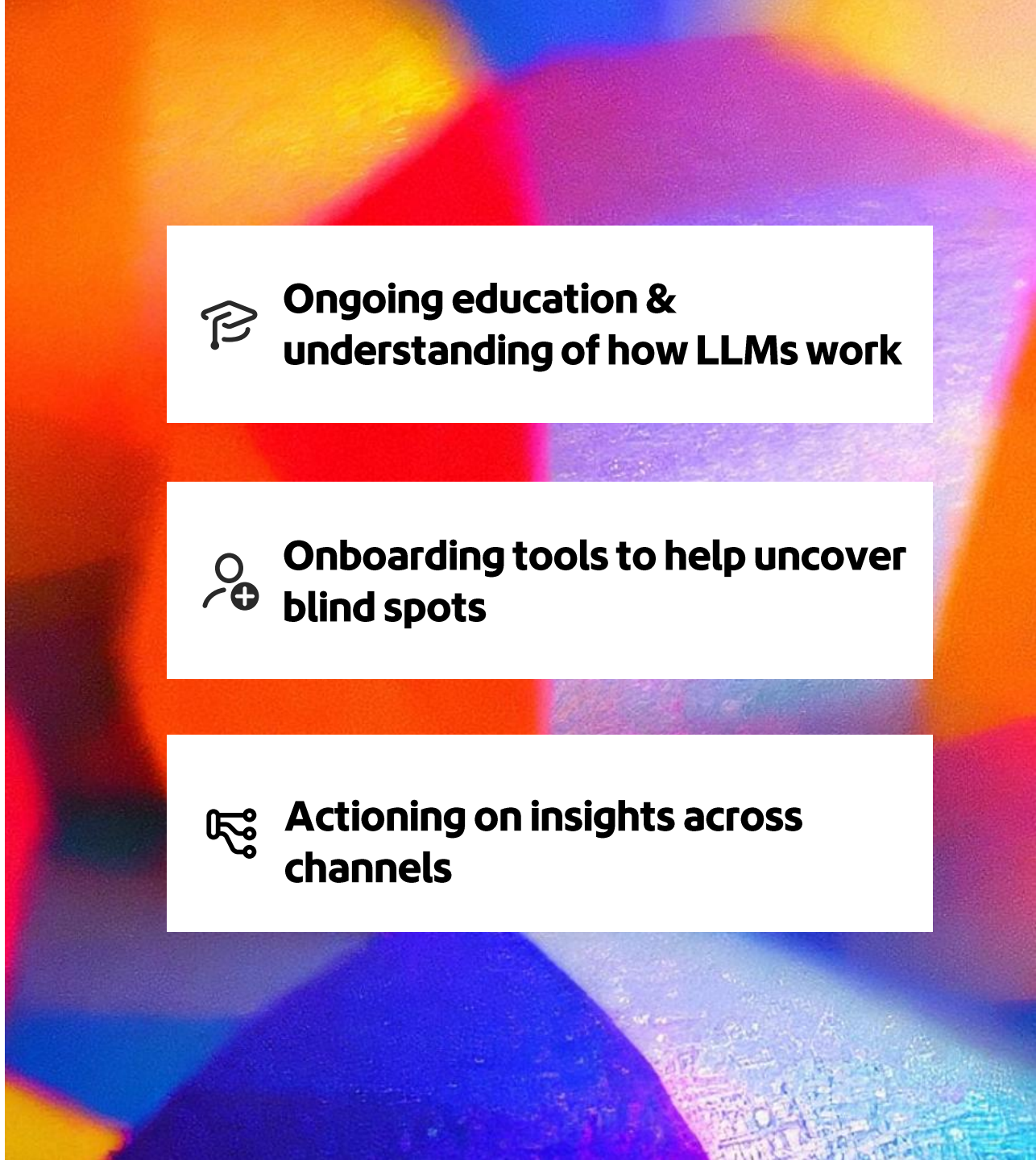
Key Workstreams

Understanding the impact on Adobe was the starting point, but it didn't end there.

We took the following approach for understanding where we needed to act and how to make the biggest impact.



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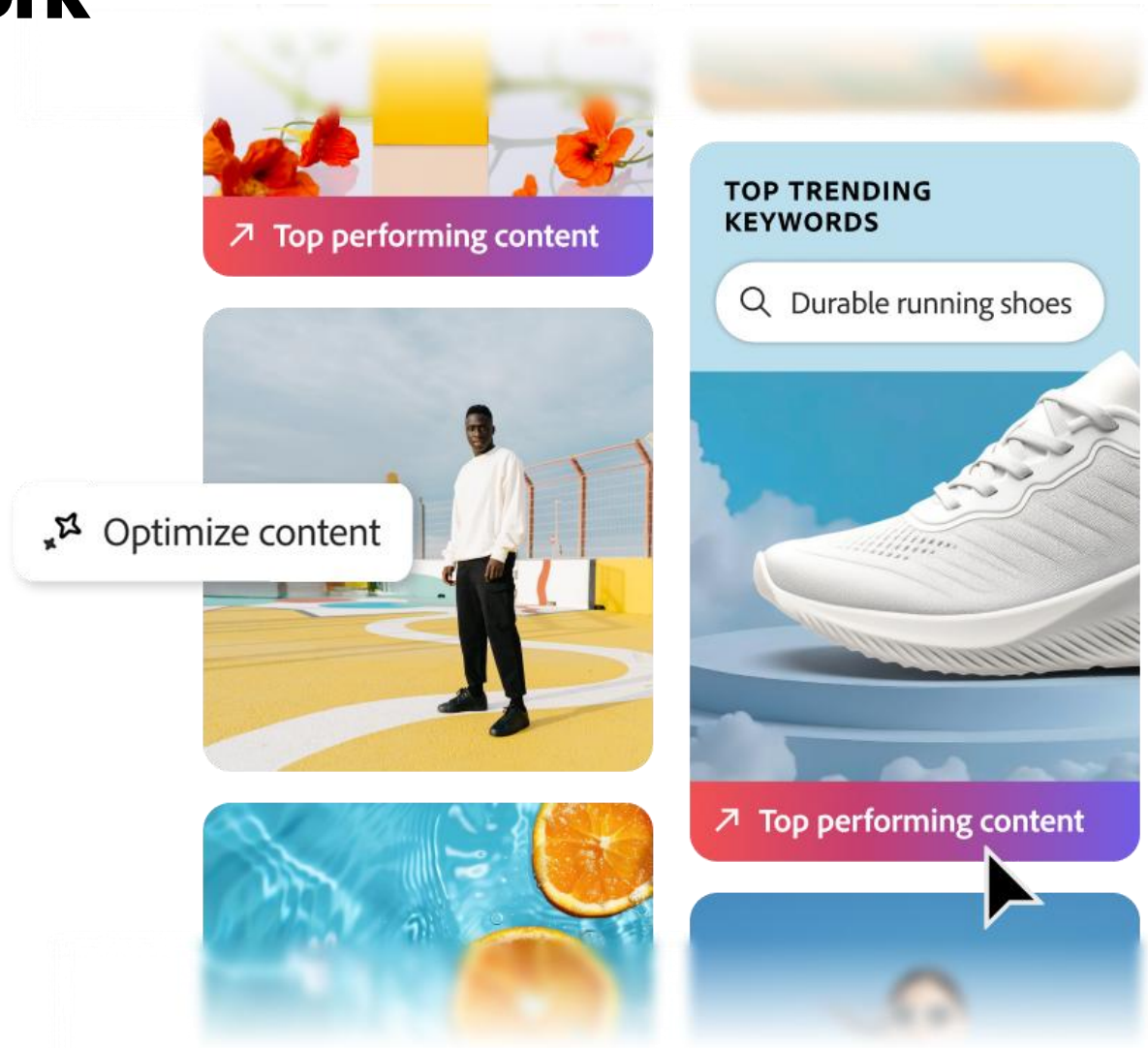
Ongoing education & understanding of how LLMs work

1. Acknowledge the cross-functional nature of work
2. Connect with internal and external experts
3. Ask the engines themselves
4. This is new to everyone!



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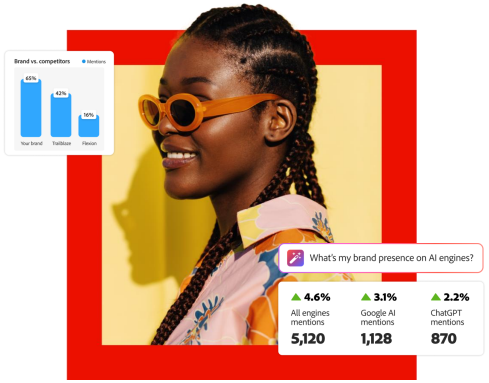
Onboarding tools help uncover blind spots

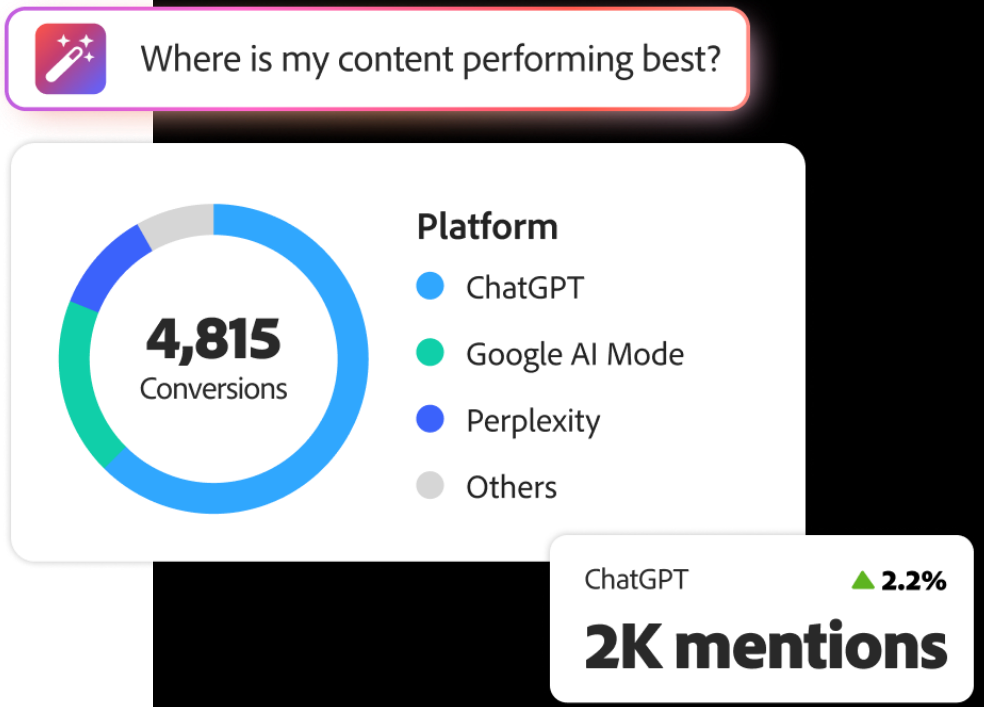
Adobe LLM Optimizer



Understand the cross-channel impacts; trends are different than before

Defining topics to align with business strategies

Understanding technical & content optimization opportunities



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Actioning on insights across channels

Earned Media

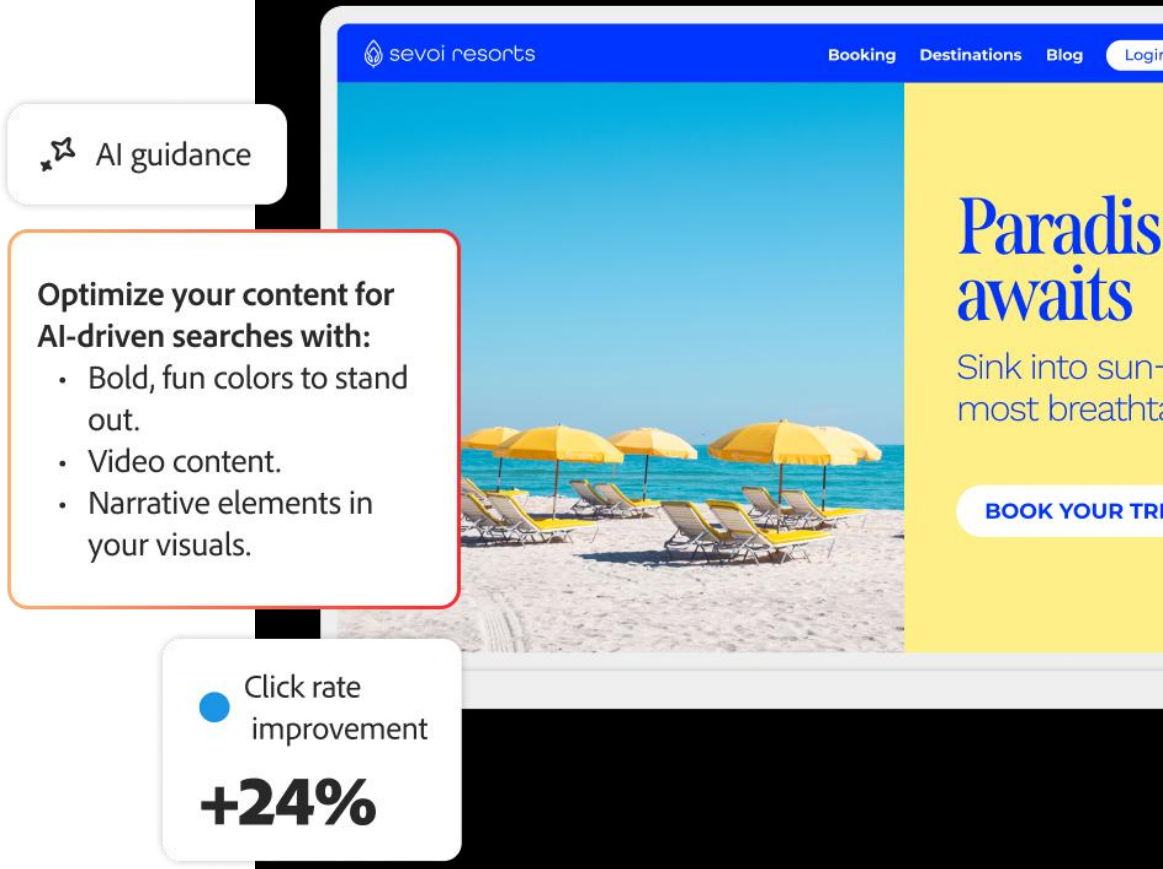
Facilitate social, news, and listicle articles for important keywords

Paid Media

Influence the conversation across platforms

Owned Content

Follow technical & content frameworks to improve discoverability of your pages



Owned – Technical Proof of Concept

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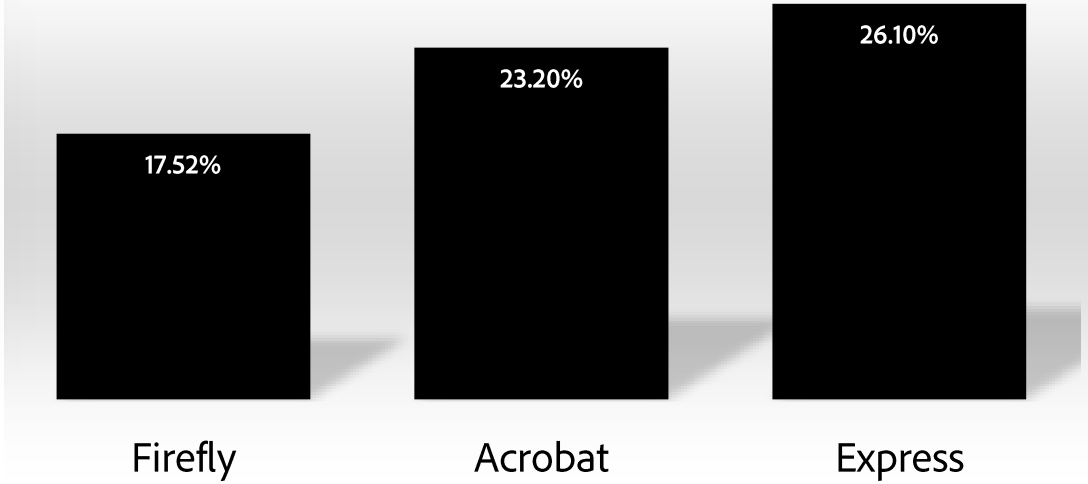
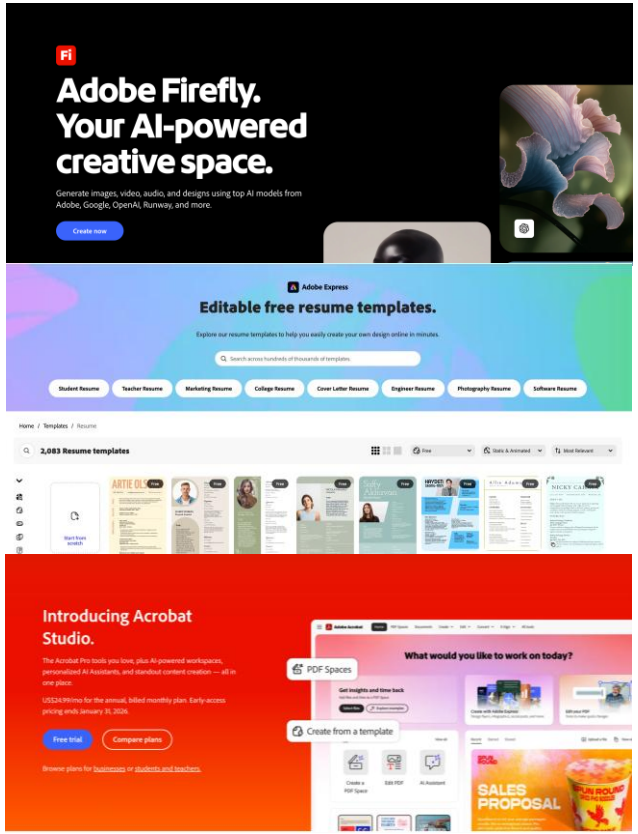
We know LLMs often can't render client-side content when scanning site pages for generating responses in real-time. With Adobe LLM Optimizer, we can identify which pages may be less readable by LLMs and measure the increase in agentic traffic once implementing server-side content page changes.

+22% avg

Growth in Agentic Hits

Updating content rendering on over 50 pages drove higher visits from LLM bots.





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Owned – Content Validation

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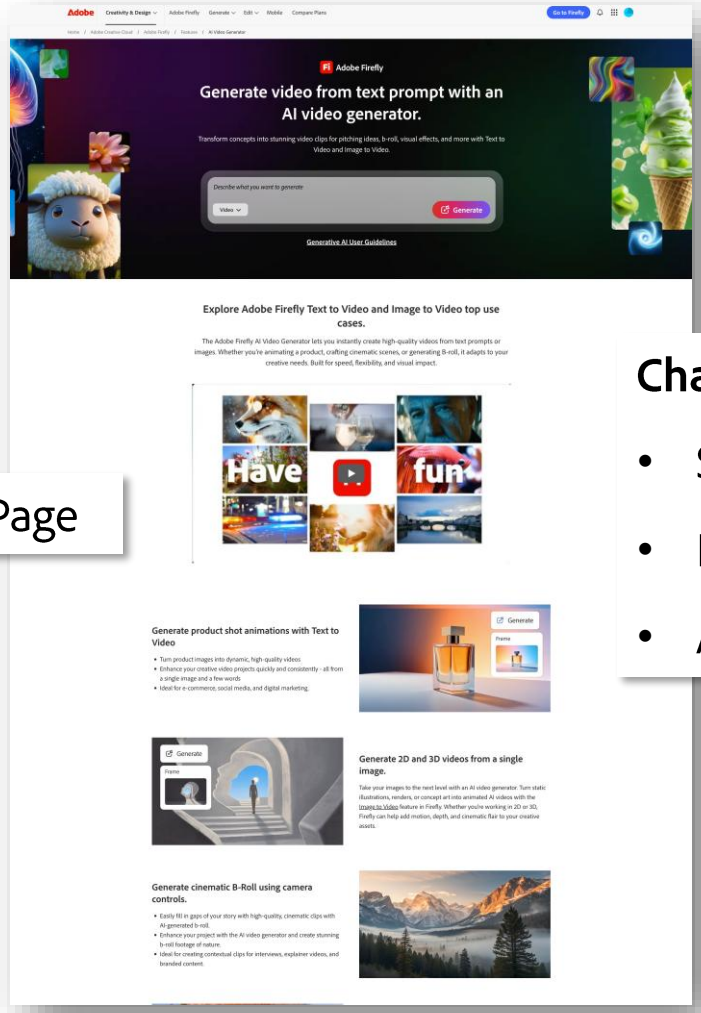
When searching for and generating responses, LLMs look for simplified content with clear descriptions to more easily identify a match to a user's query.

Firefly Feature Page



Changes included:

- Semantic clarity
- Improved structure
- Additional content

+56%

Brand Visibility in LLMs

Observed growth in Adobe mentions in ChatGPT conversations from content optimizations

+150%

Citation Score

Increase in this page being mentioned and linked in conversational responses

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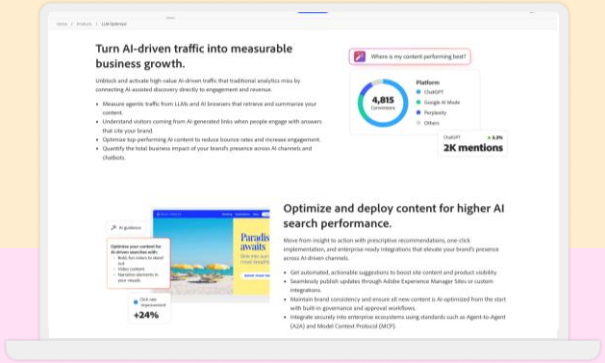
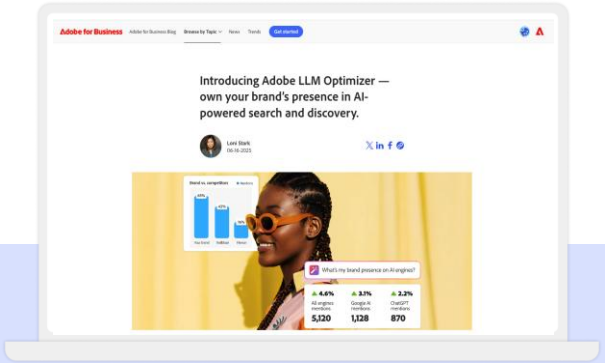
Related resources and next steps

Watch our marketing webinars to get the right insights for your business strategy.



Learn more about Adobe LLM Optimizer.

Sign up for updates



Read our blog to explore how to own your brand's presence in AI-powered search and discovery.

Fill out our survey in your console to request a demo.

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