

The background of the slide is a collage of various website pages, tilted at an angle. The pages show different layouts, including headers, footers, and content sections. Some visible text on the pages includes "ART SERVICE!", "Automotive Experience", "Art", "Desktop Done Right", and "24/724".

Ranking on AI search & the paid ads boom in LLMs

sm[💡]artsites

Agenda

01 Personal Story

A brief history of myself & how I got started

02 Rise of Generative AI

Latest trends in search behavior

03 Ranking on AI Search

Generative AI ranking factors

04 Paid Ads in AI Results

New paid ad opportunities

05 Closing Thoughts

Final Takeaways & QA



Alex Melen

Co-Founder, SmartSites





1991

1997

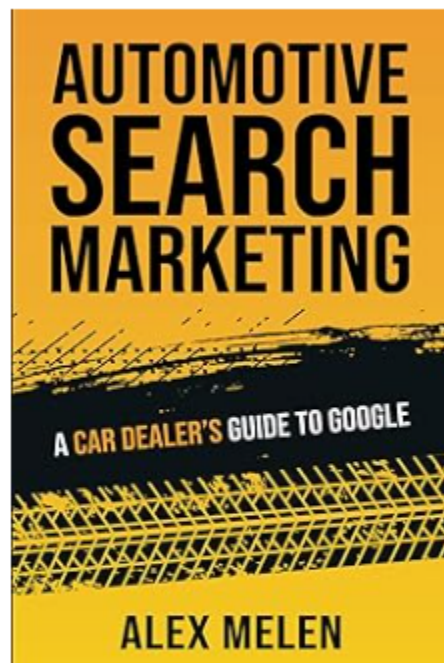


 **T35 Hosting**



2011

sm**rtsites**



[Read sample](#)

Automotive Search Marketing: A Car Dealer's Guide to Google

Paperback – April 25, 2023

by [Alex Melen](#) (Author)

5.0 ★★★★★ (51)

[See all formats and editions](#)

A detailed account of the latest and greatest in online marketing strategies for car dealers looking to take their digital marketing to the next level.

- Learn what it takes to plan and implement a search marketing strategy using the latest techniques to maximize your ROI.
- Detailed description of Google ranking signals to help you improve your SEO and jumpstart your organic search traffic.
- Learn advanced PPC implementations to revamp your Google Ads campaigns and increase your business immediately.
- Leading digital marketer explains how to select an advertising agency, evaluate performance, and continuously optimize your campaigns.

A must-have for car dealers looking to increase the effectiveness of their digital marketing. Alex Melen uses his three-decades of digital marketing

✓ [Read more](#)

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OVER 1,000 5-STAR REVIEWS

Company Name	Revenue 	Number of Employees 
 SmartSit...	\$105.9M	439

Personal Story

Rise of Generative AI

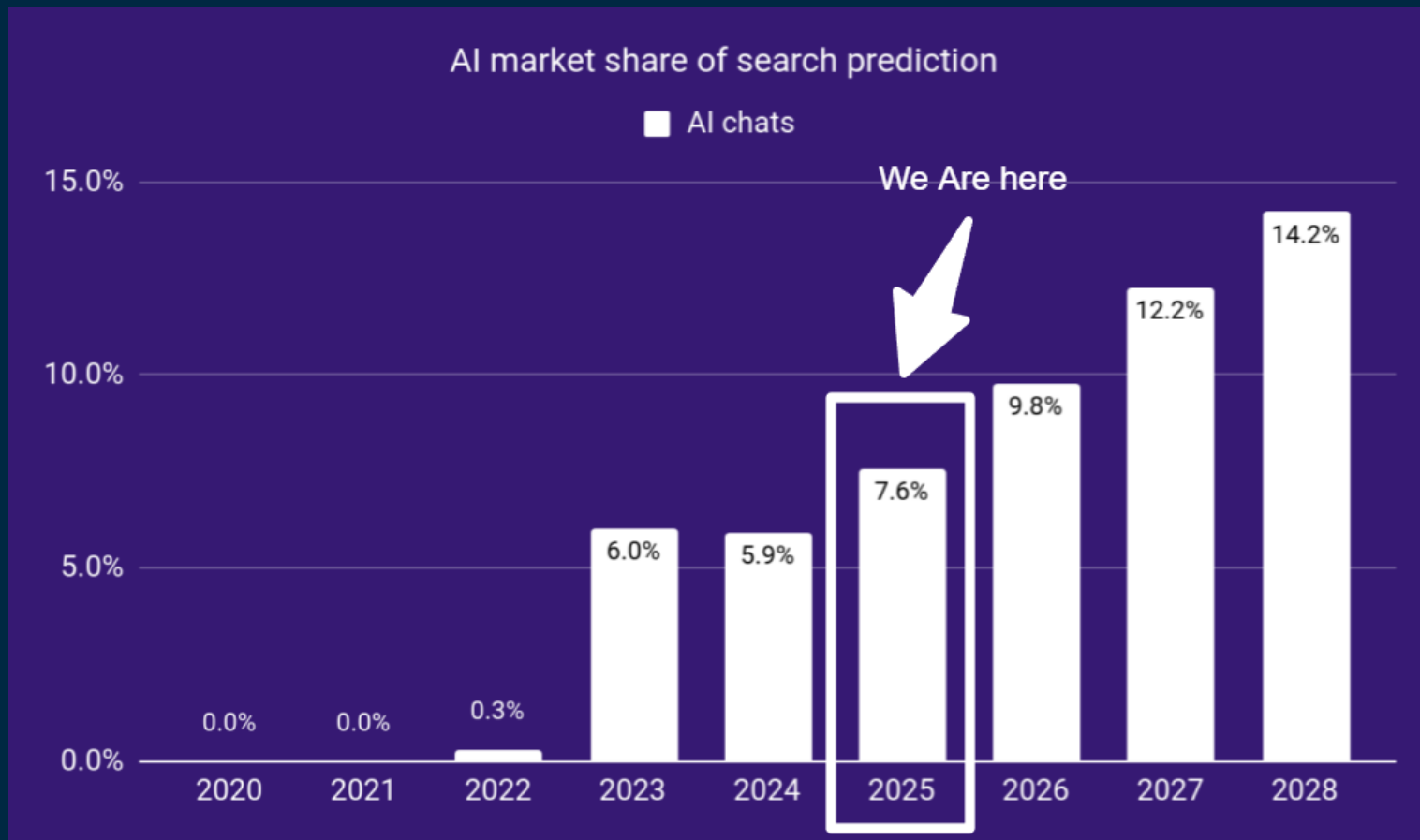
Ranking on AI Search

Paid Ads in AI Results

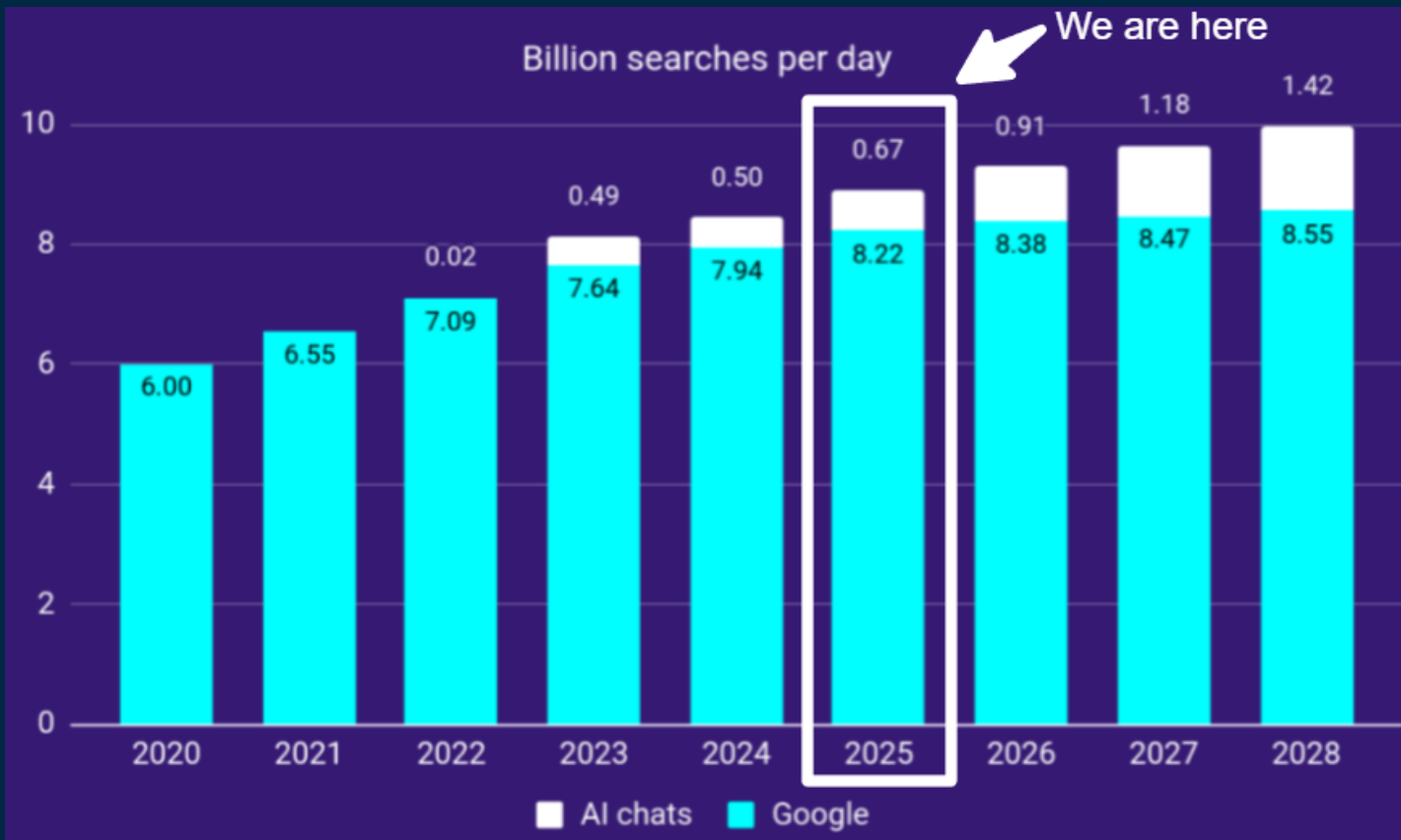
Closing Thoughts



Search Trends



Search Trends



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Generative Engine Optimization



Generative Engine Optimization



Good SEO is good “GEO”

(or AEO, or AI SEO, or LLM SEO, or LMNOPEO)



just opening up something on a phone or whatever. So the basic things have not changed. Good SEO is good GEO. Or LMOPEO! So they're all fine.

What I'm trying to say is don't - Danny Sullivan (former Google Search Liaison)



SEO Ranking Signals

[Search Engine Land](#) » [SEO](#) » [Yandex 'leak' reveals 1,922 search ranking factors](#)

Yandex 'leak' reveals 1,922 search ranking factors

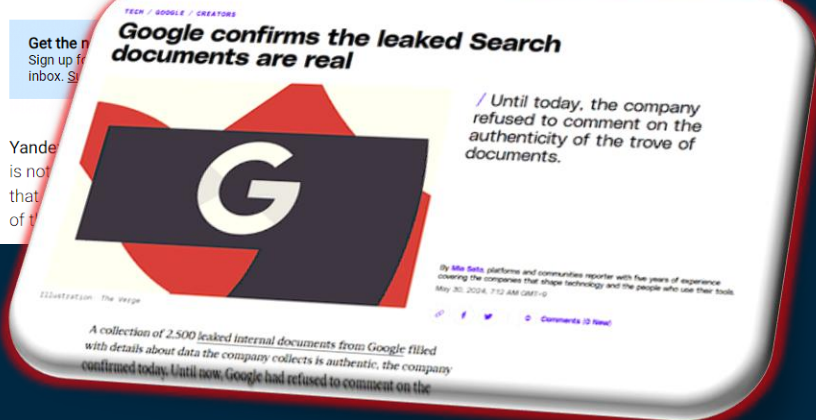
SEOs have already started analyzing Yandex's search ranking factors, which include PageRank and several other link-related factors

[Danny Goodwin](#) on January 27, 2023 at 3:54 pm | Reading time: 4 minutes



A former employee allegedly leaked a Yandex source code repository, part of which contained more than 1,900 factors used by the search engines for ranking websites in search results.

Why we care. This leak has revealed 1,922 ranking factors Yandex used in its search algorithm, at least as of July 2022. Perhaps [Martin MacDonald put it best on Twitter](#) today: "The Yandex hack is probably the most significant leak in the history of search engines."



Local Search Ranking Factors

Everything you need to focus on to win rankings in 2023!



Darren Shaw

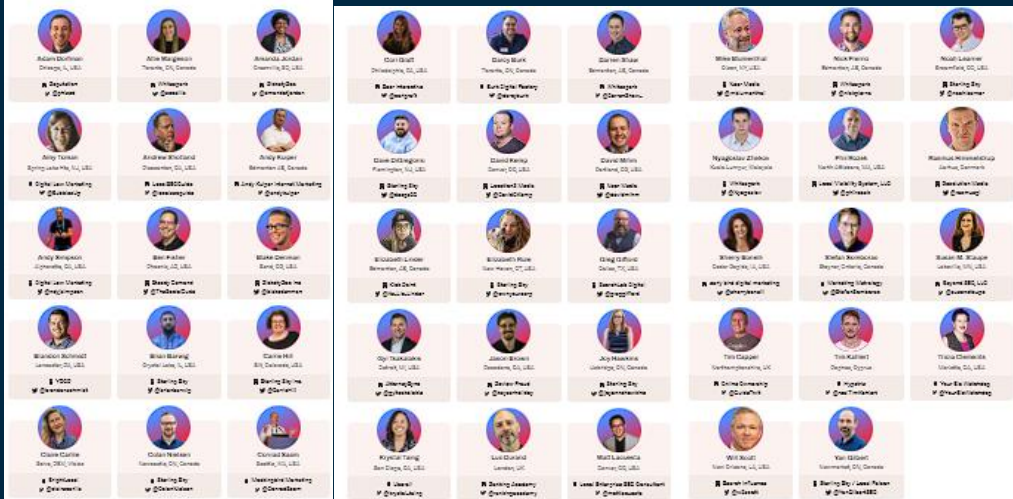
Last updated: March 24, 2023



Expert contributors

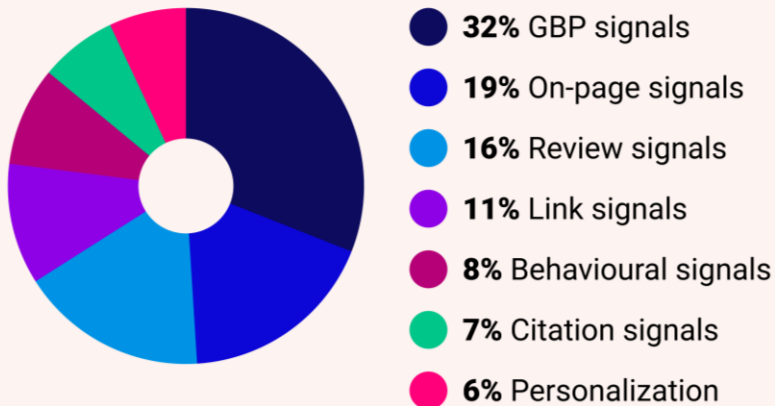
[Shopify](#) » [SEO](#) » [Local Search Ranking Factors](#)

Below are this year's amazing contributors. These local SEO practitioners are the best and the brightest in local search. They are the digital marketers doing the nitty-gritty of local SEO: researching, writing, and updating about the place the clients ranking in terms of Google local results.

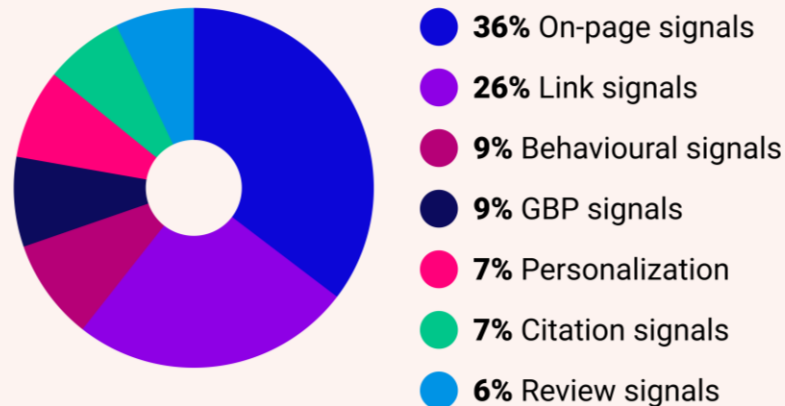


Local Search Ranking Factors

LOCAL PACK/FINDER
RANKING FACTORS



LOCAL ORGANIC
RANKING FACTORS



Plus a few extra's for GEO

Optimizing for AI-Driven Search

- Write with “Promptability” in Mind
- Use clear, question-based headers & direct answers (FAQ style)

Prioritize Entity Clarity

- Clearly define who you are, what you do, who you serve, and what you're known for
- Showcase people, services, industries, case studies, and areas of expertise

Build Topical Authority

- Create deep, consistent content hubs on key topics
- Get established, authoritative websites to link to you and showcase you

Results: SmartSites top cited brand in LLM

How to get cited by AI: SEO insights from 8,000 AI

Published: May 12, 2025 at 9:00 am | Read Time: 12 minutes

Share



Written by James Allan

Table of Contents

Why care where AI results come from?

AI engine citation patterns: Who cites what?

Engine comparison summary: Key differences

How query type shapes citations: B2B vs. B2C vs. mixed

The crucial link: Web presence, search visibility and AI citations: Deep dive: The surprising role of product blogs in AI citations

Brand visibility: Who gets mentioned and how often?

SEO recommendations for enhanced AI visibility

From ChatGPT to Gemini, here's what each AI model trusts – and how strategic content earns visibility in generative search results.

As AI-generated answers take over the search landscape, understanding what gets cited – and why – has never been more critical.

Explore citation data across leading AI engines, see how B2B and B2C intent shapes visibility, and learn actionable [SEO](#) tactics to help your brand get found.

This analysis is powered by Rankscale.ai, a platform tracking AI query visibility across the web.

Why care where AI results come from?

Understanding how generative AI engines cite their sources is crucial for effective SEO today.

Visibility in responses from [ChatGPT](#), Google's Gemini, [Perplexity](#), and Google's [AI Overview](#) hinges on getting your brand mentioned in the content they trust.

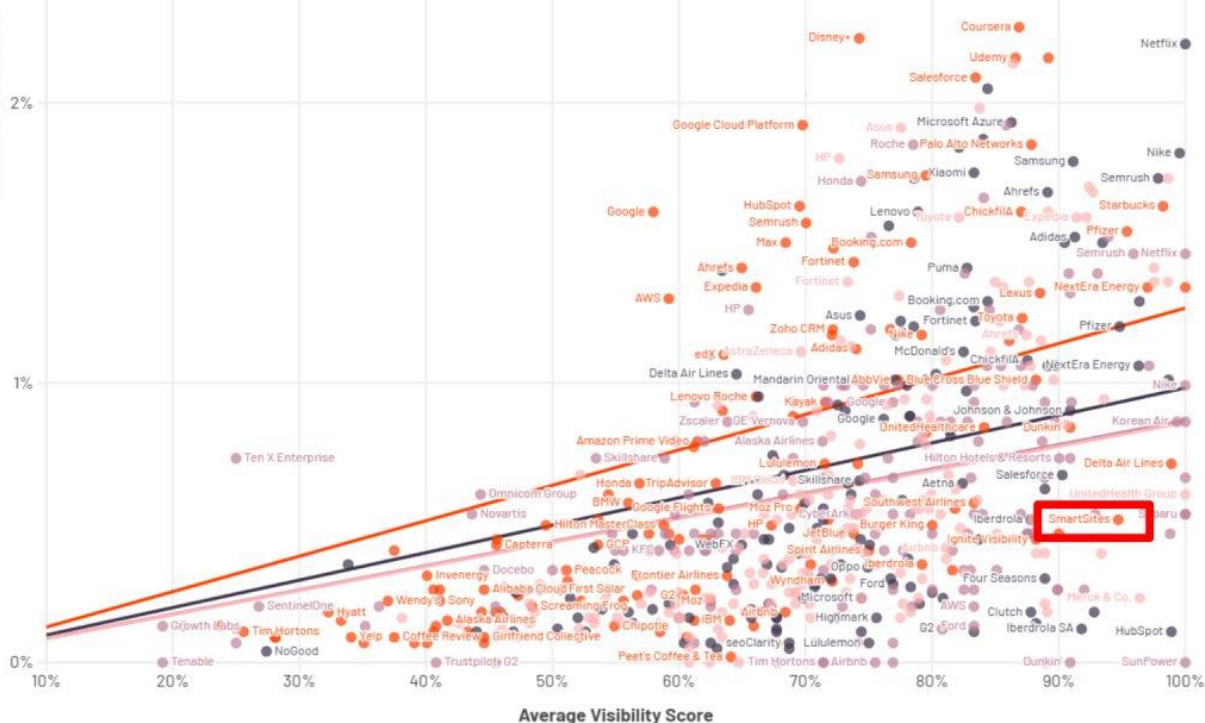
Yet, their preferences in terms of trusted sources vary significantly.

This is especially true for results that use the web for RAG (retrieval-augmented generation).



The chart above, powered via Rankscale.ai data, contains analysis for almost 8,000 unique citations across 57 diverse queries. Each query was fetched multiple times across the four leading AI engines.

Total Share of Citations



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Paid ads in AI Overviews are here now

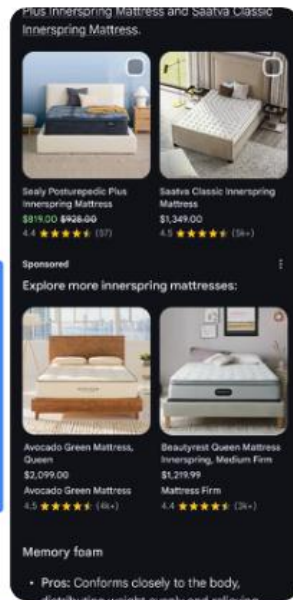
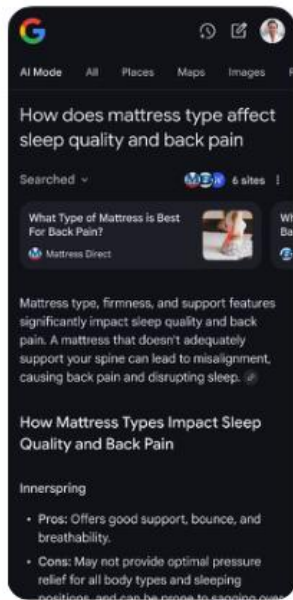
Proprietary + Confidential

Ads in AI Mode

Ads integrated in the 1st response: Starting in Q4 2025 as an experiment in the US for desktop & mobile

Be part of our most powerful AI search experience, as customers explore their toughest questions with AI Mode.

Shopping Ads integrated in the response



Paid ads in AI Overviews are here now

Proprietary + Confidential

Ads in AI Overviews

Launched in the US for desktop & mobile

Shopping Ads in AIO

Get consumers from discovery to decision faster, by integrating ads into helpful AI-powered responses.

The screenshot displays a Google search for "how to bring small dogs on flights". The AI Overview section provides a detailed text-based response, including a breakdown of airline pet policies, carrier requirements, weight limits, pet fees, health certificates, comfort and safety tips, and TSA security procedures. Below the text, a "Shopping Ads in AIO" section is visible, featuring a "Sponsored" label and a "Explore small dog carriers" heading. This section displays four product listings for dog carriers, each with an image, title, price, and a "View item" button. The listings are: "Airline Compliant Pet Carrier" for \$199.00, "Lendle End Carrier" for \$81.00, "Arlo Slaye Pet Carrier" for \$250.00, and "Wilo One Airline Approved Dog Car..." for \$125.00. Below the shopping ads, there is a section for "American Airlines" with a "Travel information" link and a note about pet policies. At the bottom, a "People also ask" section is partially visible with the question "How to fly with a small dog on a plane?".

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Closing Thoughts: What Really Matters

- ✅ Be prepared for the rise of LLM's (while still focusing on traditional search as well)
- 📊 Focus on the important Google/AI ranking signals
- 💛 **Partner with agencies who understand AI**
- 🏠 Build your brand for success with SEO and AI Results
- 🚀 **Early movers in tech & tactics win big**



sm**arts**ites



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LinkedIn

Thank You!



SmartSitesNJ



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