



why AEO and GEO matter more than ever for digital visibility

a few years ago, finding a business online usually started with a google search. today, customers are just as likely to ask ChatGPT for a recommendation, discover a brand on TikTok, or rely on an ai-generated answer to guide a purchasing decision.

search behaviour has changed, and it has changed quickly. according to McKinsey, half of consumers now actively seek out ai-powered search engines when researching products and services. as discovery shifts, businesses that rely solely on traditional search visibility risk being overlooked.

answer engine optimisation (AEO) and generative engine optimisation (GEO) are helping shape how brands are discovered in this new environment.

search has changed

customers are no longer searching with just keywords.

they are asking questions, seeking recommendations, and expecting technology to provide direct answers.

a few years ago, someone looking for a digital marketing agency might have searched: "best digital marketing agency Johannesburg"
today, they are more likely to ask: "which digital marketing agency can help me generate more leads and improve my online visibility?"

instead of receiving a page of links, they receive a direct answer generated by an ai platform. if your brand is not part of that answer, you may never enter the customer's consideration set.

what is answer engine optimisation (AEO)?

AEO is about helping your brand become the answer. while traditional SEO focuses on improving visibility within search results, AEO focuses on creating useful, trustworthy content that directly answers customer questions.

ai-powered platforms increasingly prioritise content that is clear, relevant, and easy to understand.

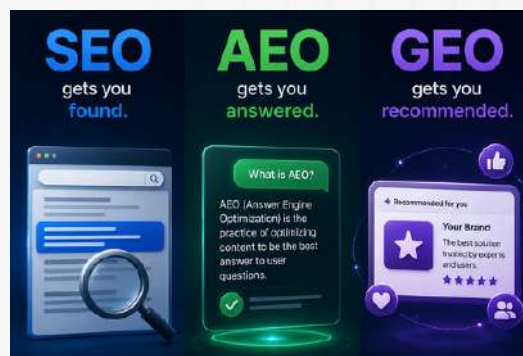
businesses that consistently answer the questions their customers are asking are more likely to appear in ai-generated responses. the objective is simple: become the answer before your competitors do.

what is generative engine optimisation (GEO)?

GEO focuses on helping brands become the recommendation. when someone asks an AI platform for the best service provider, product, or solution, the platform pulls information from multiple sources before generating a response.

businesses with strong digital foundations, useful content, consistent messaging, and recognised authority are more likely to be included in those recommendations. the scale of this shift is significant. Google's ai-powered search experiences surpassed one billion monthly users within a year of launch, showing how quickly ai-assisted discovery is becoming mainstream.

for brands, visibility is no longer just about ranking. it is increasingly about being recommended.





discovery happens everywhere

discovery happens everywhere.

customers rarely follow a straight path to purchase. they move between platforms, channels, and devices before deciding.

a customer might:

- discover a brand through an ai-generated answer
- research it on google
- explore content on TikTok or Instagram
- view reviews or ads on meta platforms
- visit a website
- start a WhatsApp conversation before committing

for e-commerce businesses, this journey is becoming even more connected.

customers are increasingly discovering products through ai-powered recommendations, social content, online marketplaces, and digital storefronts before deciding where to buy.

every touchpoint influences trust, credibility, and ultimately the decision to act.

your website is still the foundation

while discovery channels continue to evolve, your website remains one of your most valuable digital assets.

it is often the primary source of information used by both customers and ai-powered platforms to understand your business.

a well-structured website supports:

- SEO performance
- AEO opportunities
- GEO visibility
- customer trust / brand integrity
- conversion

being discovered is only part of the equation. the experience that follows matters just as much. the way people discover brands is not going back to what it was five years ago.

building for where customers are going.

ai-powered search is becoming mainstream. social discovery continues to grow. e-commerce journeys are increasingly influenced by recommendations, not just rankings.

businesses that invest in useful content, strong digital foundations, and connected customer experiences will be better positioned to appear wherever customers choose to search.

at magos media, we believe effective marketing reaches beyond the medium and speaks directly to the individual. whether that means helping a brand improve its visibility through SEO, AEO, and GEO, strengthening its social presence, optimising its website, or supporting e-commerce growth, our focus is on creating connected experiences that help businesses get discovered and chosen.



the brands that succeed in the years ahead will not simply be the ones that are found. they will be the ones that are trusted, remembered, and recommended.

want to understand how your brand appears across search engines, ai-powered platforms, social media, and e-commerce channels?

explore magos media's digital marketing services and discover how a connected visibility strategy can help your business stay ahead.