

Don't get lost in AI search





✦ A Positive Change Company



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Authentic storytelling for complex worlds

By combining the rigour of strategy with the resonance of story, we shape and deliver content that builds trust, belief and loyalty with the people that matter.

For organisations in complex, regulated or fast-moving environments, we bring:

- **Confidence in complexity** – we don't dilute nuance; we translate it
- **Audience-first thinking** – connection starts with deep understanding
- **Creativity that drives impact** – stories designed to get real world results

Core capabilities

How we can help you

Brand Language

- Tone of voice development
- Brand messaging
- Brand narratives
- Copywriter training
- Style guides

Content Strategy

- Content strategy
- Content planning
- Content audit
- Content governance
- Content calendars
- Peer benchmarking

Content Writing

- Internal communications
- Employee engagement
- SEO and GEO copywriting
- Social media copywriting
- Thought leadership

ESG & Reporting

- Annual report writing
- Sustainability report writing
- Sustainability communications
- CSRD reporting
- Integrated report writing
- Report writing services

Part of Positive Change Group

A connected stakeholder engagement Group, made up of three specialist agencies



Strategic Storytelling,
Reporting & Disclosure

Corporate Marketing &
Digital Communications

Social Impact, ESG &
Sustainability

Employee Experience,
Brand & Culture



Positive Change Group consists of Black Sun Global, People Made and Stratton Craig - bringing together deep expertise across reporting, culture, ESG and communications.

The Group exists to help businesses build trust and connection with all their stakeholders - aligning internal actions with external reputation, so they speak with one voice across investors, regulators, employees, customers and communities.

In today's session...

- / SEO vs GEO: How search has shifted
- / What AI is looking for
- / The visibility framework: How to keep content discoverable
- / Creating an effective content strategy





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Search is changing

You don't need to click to get answers anymore.

Your content now has two audiences

Your website is a destination for both human audiences and a potential source for AI.

Humans need clarity, relevance and insight, while AI needs structure, consistency and verifiable information.

Your content needs to be:

- Engaging
- Authoritative
- crawlable



37%

of consumers now start searches with AI instead of Google (Foundation, 2026)

60%

of searches are now clickless (Semrush, 2025)

47%

of consumers say AI influences which brands they trust (Search Engine Land, 2026)



visibility

increasingly depends on
whether you offer a point of
view worth paying attention to



AI is your
newest
stakeholder

SEO vs GEO

	Search Engine Optimisation	Generative Engine Optimisation
Phrasing in search	Just keywords e.g. “UK copywriting agency”	More conversational e.g. “Which UK-based copywriting agency would be best for my tone of voice project?”
Information provided	Delivers relevant options that the user can then select and explore	Provides direct answers, summarizing everything the searcher has asked for, pulling from a selection of useful resources
Ranking factors	Relevance, keywords, backlinks, meta descriptions How users interact with your pages	Brand mentions, keywords, and relevancy Well-structured pages that AI bots can crawl with ease
How to get ahead	High-volume of content Broad topics Company as the expert	Lower volume of more mindful content Hone in on a smaller selection of specific areas Original content with a unique perspective Showcase subject-matter experts

How does AI search work?

Unlike traditional search, AI tools generate a single answer rather than a list of links. To do that, models go through the following process:

1. **Analyse** the user's question
2. **Assess** information from multiple sources
3. **Synthesise** patterns, context and credibility
4. **Generate** a direct answer

GEO is good for good content

When GEO first emerged, there were fears it could be a threat to good quality content.

In fact, the opposite appears to be true. AI search rewards writing that is well structured, has a unique perspective, and is adding something useful to the conversation.

Ironically, generating lots of quick AI slop articles isn't going to be the way to get ahead here. The fundamentals of high-quality writing will shine through.

You need to get the fundamentals right

Unlike Strong technical SEO still matters, but it cannot compensate for weak, generic or inconsistent content.

- Clear explanations without ambiguity
- Original insight, data or expertise
- Enough context to stand alone
- Consistent **messaging** across channels
- **Strong structure** that helps content be understood



“Good content has always been built on clarity, relevance and purpose. While the environment is changing rapidly, those fundamentals haven’t become less important. If anything, they’ve become essential for ensuring content is understood, trusted and surfaced in an AI-driven world.”

Colm Hebblethwaite, Writing & AI Lead



The *visibility*
framework

The visibility framework

The core principles

Be consistent

Keep your message, facts and terminology aligned across every channel so people and AI systems can recognise and trust your story.

Make your originality stand out

Focus on distinctive insight, expertise or data that gives audiences and AI systems a clear reason to value your content.

Make structure explicit

Use clear headings, summaries, lists and tables so your content is easy to scan, interpret and reuse accurately.

The visibility framework

The core principles

Provide context

Make sure key points can stand alone, so meaning is not lost when AI systems extract or summarise parts of your content.

Prioritise clarity

Use direct, accessible language that helps people understand quickly and reduces the risk of AI misinterpreting your message.

Don't overlook governance

Set clear ownership, review processes and quality standards so content stays accurate, current and aligned over time.



How content
strategy brings it **all**
together

“Great content starts with great thinking. The brands that stand out in AI search won’t be the ones producing more content, they’ll be the ones producing smarter, more effective content. And that’s where content strategy comes in.”

Claire Wilson, Head of Content & Strategy





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What makes content effective?

It doesn't happen by accident. You need the right focus, goals and processes.

relevant

distinctive

engaging

repeatable

Relevant (and focused)

We reward content that is personally relevant or meaningful with our attention.

Great content starts with a clear understanding of who you're trying to reach, what they need, and where they look for that information.

So you need:

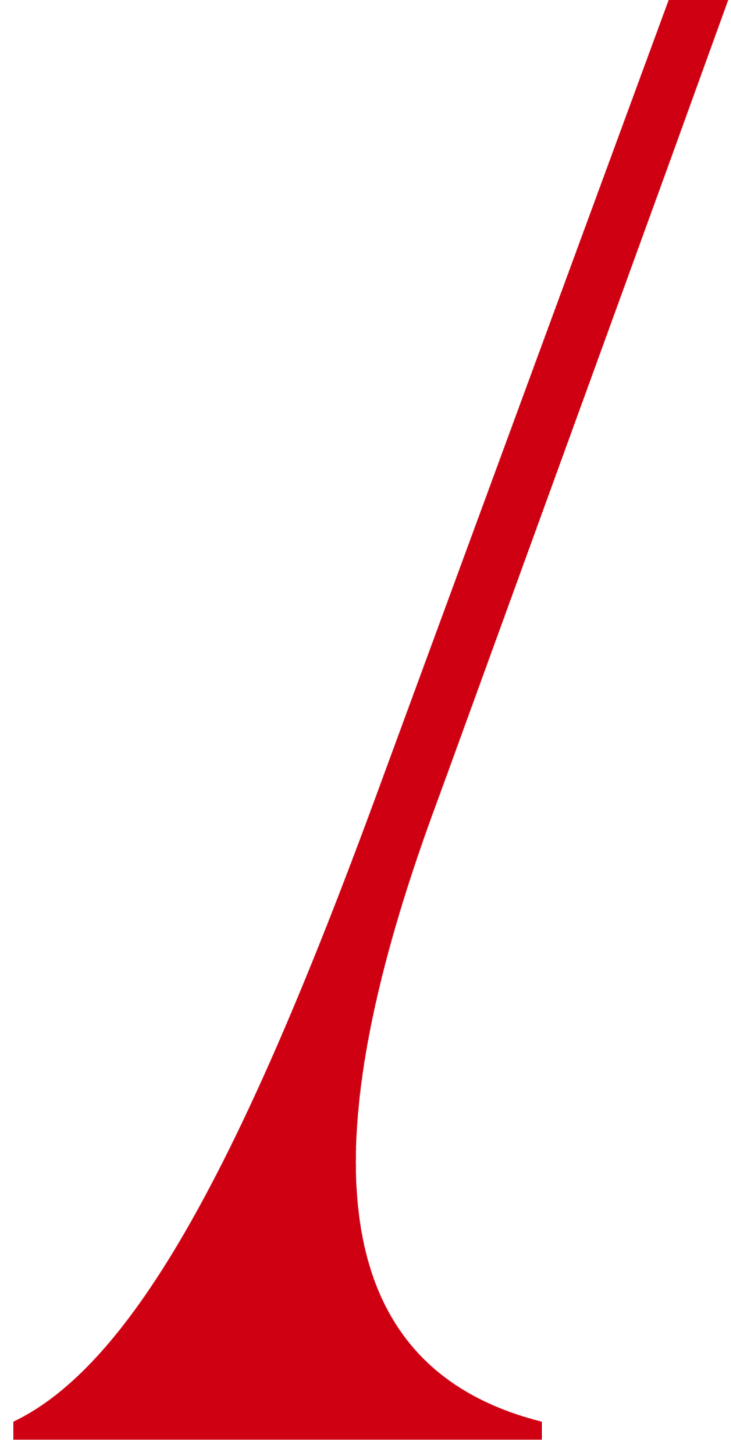
- Content pillars
- Channel strategy

Distinctive

Content that shares unique information, data and insights can give you an edge in AI search.

Some ways to stand out:

- Proprietary research, data or insights
- Genuine thought leadership
- A novel perspective on a compelling issue



Insight creation: a recipe for distinction

Observation

A compelling fact or observation on industry, society, company or context.

Tension

A blocker, issue or tension which requires attention and redress.

Position

Your position, point of view or perspective on the issue.

Angle

A strong angle on a topic which demands attention.

Engaging

Engaging content doesn't just inform – it tells a story.

When your content connects emotionally and reflects real experiences, challenges, and outcomes, audiences are far more likely to pay attention and remember it.



The storytelling imperative

Attention

Stories attract (and keep) more attention in a content saturated world.

Retention

Stories make content and messages more memorable than facts or stats.

Conversion

Storytelling increases conversion – it helps people make decisions and act.

FRAME: Our recipe for storytelling

Flow

structured with story logic

Resonance

audience-centric, focused on providing information they want and need, evocative

Authenticity

a tone and style that feels on-brand and natural in the context

Meaning

rooted in real life examples and context

Expression

a consistent and coherent presence across channels and formats



Repeatable

A content strategy helps you establish a structured approach to turning expertise into consistent, high-quality content in a way that can be repeated and scaled.

Some fundamental parts of your content toolkit:

- TOV
- Editorial process
- KPIs
- Governance framework:
 - Reviews/approvals
 - Publishing rights

Any
questions?

Stratton Craig

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We'll show you the way

Website content audit against GEO writing standards

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