

# Case Study: AI Browsers

## AI-Driven Browsers

*How AI Browsers like Comet & Atlas Stack Up*

Prepared by Mo Awad



# Executive Summary

We're running this experiment to understand how AI browsers like ChatGPT Atlas and Perplexity Comet are reshaping brand visibility, discovery, and authority in the era of Answer Engine Optimization (AEO).



**Shift in Search Behavior:** AI browsers are replacing traditional query-based search with conversational, citation-driven answers — changing how users *find* and *trust* brands.



**Impact on Organic Reach:** Understanding which content formats and signals AI models prefer will guide how we future-proof our SEO and content investments.



**Strategic Advantage:** Early insight into how AI interprets and ranks brand information positions us ahead of competitors adapting slower to AEO-driven visibility.

 Mo Awad  @MoAwadMarketer · Oct 23

Promote ⚡ ...

The search game's changing fast.

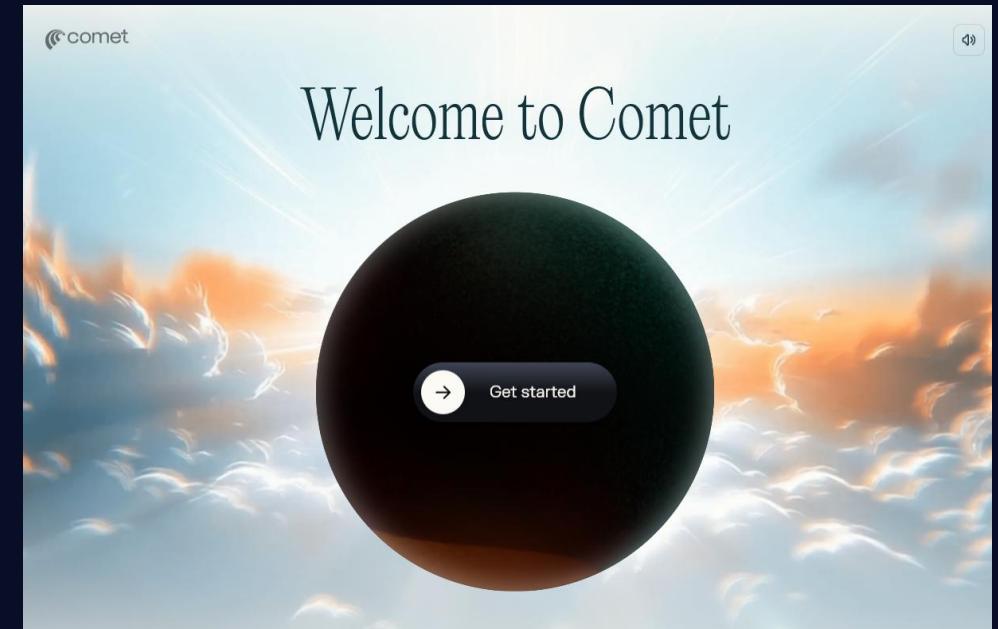
AEO (Answer Engine Optimization) is replacing old-school SEO as AI browsers like ChatGPT Atlas start answering for users.

I'm testing Atlas this week — what do you want me to dig into first? 🤖

 Site summaries	13.3%
 Answers vs Google	55.4%
 Brand visibility	16.9%
 AEO experience	14.5%

83 votes · Final results

2 comments 2 shares 23 likes 6.9K views



## The Prompt

(we give this same prompt to both Google Search and our AI browser to compare)

“What’s the fastest way for a brand to dominate  
organic visibility in AI answers?”



BUILT BY

MO AWAD

# Google's response:

Google "What's the fastest way for a brand to dominate organic visibility in AI answers?"

AI Mode All Images Videos Short videos Forums Shopping More Tools

AI Overview

The fastest way for a brand to dominate AI answers is to **create high-quality, authoritative content that is structured for AI comprehension, using clear language, headings, and answering questions directly**. This involves shifting from a keyword-focused to a topic-focused approach, ensuring content is comprehensive, and consistently building topical authority and E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) through regular updates and backlinked, high-authority sources.

Optimize content for AI comprehension

- Use clear, conversational language: Write in a natural, conversational style that answers questions directly, as AI models are trained on human language.
- Structure content for AI: Break up content with clear headings, use bullet points, and include "People Also Ask" sections to make it easy for AI to digest and cite.
- Adopt structured data (Schema Markup): Use schema markup to provide explicit context about your content to search engines, increasing the chances of it being featured.

Build authority and trust

- Publish comprehensive, high-quality content: Create long-form content that thoroughly answers a wide range of questions on a topic, rather than shallow, keyword-stuffed pages.
- Focus on E-E-A-T: Demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness by publishing regularly, using author bios, and citing credible sources.
- Focus on topical authority: Become a go-to source for a specific niche by covering the topic comprehensively, which AI models use as a signal for authority.

Enhance visibility through other channels

- Don't just rely on your website: Create a strong presence on platforms like YouTube and Reddit, where AI often pulls its data.
- Build a strong backlink profile: Continue SEO efforts to get high-quality backlinks from authoritative sources, as this is a key signal for E-E-A-T and authority.

10 Proven Ways to Get Your Brand Mentioned in AI Answers

Aug 17, 2025 — Make Your Content Easy for AI and Humans to Read - Use Q&A format and...

Promptmonitor

Combating "Zero-Click:" How AI Is Changing Search Strategy

May 26, 2025 — Optimize Content for AI Visibility Change your content so it's more likel...

Goldstein Group Communications

10 Factors that Boost Your Brand's Visibility in AI Search - Link-able

Feb 27, 2025 — 10 Factors that Boost Your Brand's Visibility in AI Search \* Topical Authorit...

Link-able

Show all

# Comet's response:

“What’s the fastest way for a brand to dominate organic visibility in AI answers?”

Assistant

---

Assistant steps >

The fastest way for a brand to dominate organic visibility in AI answers is by strategically optimizing content for AI answer engines (AEO) and generative engine optimization (GEO), which means making your content machine-readable, authoritative, frequently discussed, and present across trusted sources and platforms that large language models (LLMs) routinely access and cite. [promptmonitor +2](#)

**Core Strategies for Fast AI Visibility**

- **Authority and Citations:** Ensure your site and brand are present on top-ranking sites, news outlets, authoritative publications, and reference pages—AI answers heavily rely on sources with established credibility and frequent citations. [amsive +1](#)
- **Structured Content:** Use semantic, structured formats (lists, tables, headers, FAQ schemas) in your pages to make extraction by AI easier. [firebrand +1](#)
- **Technical SEO for AI:** Make content accessible in raw HTML, implement server-side rendering, and add schema markup for entities, FAQs, and products to boost crawlability and comprehension for AI bots, not just Google. [marketingillumination +1](#)
- **Active Community Presence:** Build organic and authentic brand presence in forums like Reddit and video channels such as YouTube, since LLMs—including ChatGPT and Perplexity—regularly retrieve and cite information from real user discussions and reviews. [explodingtopics +1](#)
- **Continuous Visibility Tracking:** Monitor how your brand appears in AI answers using benchmarking tools, then fill content gaps and refresh material to stay top-of-mind for AI

# Key Takeaway #1



## 1. Depth vs. Structure

- **Comet** delivers a *strategic framework*: it explains *why* AEO matters and connects each tactic (authority, structured content, community presence) to how LLMs actually retrieve data.
- **Google** focuses on *structured guidelines*: schema markup, E-E-A-T, backlinks — essentially classic SEO advice reframed for AI.



**Verdict:** *Comet wins for strategic depth* — it reads like an analyst briefing rather than a checklist.



BUILT BY

MO AWAD

## Key Takeaway #2



### 2. Source Context vs. Surface Detail

- **Comet** references *how AI models reason* (semantic retrieval, citation behavior, real-world discussion signals).
  - **Google** remains surface-level, emphasizing “clear language” and “build authority,” but without tying it to model behavior or ecosystem dynamics.
- Verdict:** Comet added *valuable AI context* — a step closer to how brands should truly adapt to answer engines!



BUILT BY

MO AWAD

## Key Takeaway #3



### 3. Practical Application vs. Search Engine Habit

- **Google's output** still leans on traditional SEO workflows (markup, backlinks, E-E-A-T).
  - **Comet's response** bridges SEO → AEO by introducing *Continuous Visibility Tracking* and *community signals* — actionable for AI-era marketing orgs.
-  **Verdict:** *Comet again* — it's more forward-looking and organizationally useful.



BUILT BY

MO AWAD

# Our Overall Winner?

## 🏁 Overall Winner: Perplexity Comet

- It outperforms Google by:
  - Explaining *why* these optimizations matter to LLMs
  - Connecting technical SEO, brand authority, and user discourse
  - And offering a modern playbook for CMOs focused on *AI visibility*, not just search ranking.

In short: **Google told me what to do. Comet told me why it works.**

# Thank you.

*Liked this info? Have questions? Just want to chat AI?*

Shoot me a note! [mowadmarketer@gmail.com](mailto:mowadmarketer@gmail.com)

Best,  
Mo

