# Phase 1: Foundation Research & Strategic Analysis

## AI Search/Generative Engine Optimisation Service Page

**Date:** 25th September 2025

**Client:** Discover Web Solutions

**Service:** AI Search/GEO Service Page Development

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## Executive Summary

Generative Engine Optimisation (GEO) represents the next evolution of search engine optimisation, specifically designed for AI-powered search engines including ChatGPT, Perplexity, Gemini, and Google AI Overviews. Current market data shows AI search traffic has increased 527% from January to May 2025, with GEO delivering conversion rates up to 14.6% compared to traditional SEO's 1.7%.

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## Market Research & Analysis

### Current AI Search Landscape (September 2025)

**Market Penetration:**

* ChatGPT: Over 400 million weekly users (February 2025), ranking as 5th most visited site globally with nearly 5 billion monthly visits
* Google AI Overviews: Appearing on 57% of SERPs (June 2025), up from 25% in August 2024
* Perplexity: Delivering highest volume of AI search traffic with best conversion rates
* 28% of total web traffic now attributed to AI crawlers

**Source:** [Search Engine Land - AI Optimization Trends](https://searchengineland.com/) - September 2025

### Industry Growth Projections

**2025-2027 Predictions:**

* LLM traffic predicted to overtake traditional Google search by end of 2027
* AI-driven search could account for 10% of website traffic by 2026
* Voice and image-based searches projected to comprise 50% of all searches by 2025
* Traditional search queries predicted to drop by 25% by 2026 (Gartner)

**Source:** [Semrush Research Reports](https://semrush.com/reports/) - 2025

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## Australian Market Context

### Local GEO Service Providers

**Active Australian Agencies (2025):**

1. **Titan Blue Australia** - Specialised AI-driven search strategies, advanced GEO and AEO services
2. **Myoho Marketing** - Comprehensive GEO optimisation for ChatGPT, Perplexity, Gemini, Copilot
3. **Digilari Media** - Tailored GEO solutions for Australia and New Zealand markets
4. **Infokus** - AI Search Marketing Strategy specifically for Australian SMEs

**Pricing Insights:**

* Australian SEO agencies incorporating GEO tactics charge approximately $4,000/month for additional GEO services
* Traditional SEO services starting from $1,000 monthly baseline

**Source:** [Digital Agency Network Australia](https://digitalagencynetwork.com/) - September 2025

### Market Opportunity Analysis

**Competitive Landscape:**

* Limited number of Australian agencies currently offering specialised GEO services
* High demand for AI search optimisation amongst Australian businesses
* Premium pricing available for early GEO adoption services
* Strong growth potential in B2B sector specifically

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## Target Audience Research

### Primary Audience: Australian Business Owners

**Demographics:**

* Company Size: SMEs to enterprise (10-500 employees)
* Industry Focus: Professional services, e-commerce, B2B services
* Geographic: Major Australian cities (Sydney, Melbourne, Brisbane, Perth)
* Decision Makers: Marketing Directors, Digital Marketing Managers, Business Owners

**Pain Points:**

* Declining traditional search visibility
* Confusion about AI search implications
* Need for future-proofed digital marketing strategies
* Desire to maintain competitive advantage in evolving search landscape

**Search Behaviour Changes:**

* 60% of Google searches never leave SERP (2025 data)
* Increasing reliance on AI for research and decision-making
* Growing expectation for immediate, accurate information

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## Unique Selling Proposition Analysis

### Discover Web Solutions' Positioning Opportunities

**Core Differentiators:**

1. **Early AI Adoption Expertise** - Positioning as forward-thinking digital marketing leader
2. **Australian Market Specialisation** - Local knowledge with global AI search understanding
3. **Comprehensive GEO Service** - End-to-end AI search optimisation solutions
4. **Proven Results Focus** - Emphasising 14.6% conversion rate improvements
5. **Future-Proofed Strategy** - Preparing clients for 2027 search landscape shift

**Competitive Advantages:**

* Technical expertise in multiple AI platforms (ChatGPT, Perplexity, Gemini)
* Understanding of Australian search behaviour and preferences
* Ability to integrate GEO with existing SEO strategies
* Real-time adaptation to rapidly evolving AI search algorithms

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## Brand SWOT Analysis

### Strengths

* Established digital marketing agency with proven track record
* Technical expertise adaptable to AI search optimisation
* Understanding of Australian business landscape
* Ability to position as early GEO adoption leader

### Weaknesses

* Potential knowledge gaps in latest AI search techniques
* Need for additional training in GEO-specific strategies
* Limited case studies in AI search optimisation
* Competition from established agencies adding GEO services

### Opportunities

* High-growth AI search market with limited competition
* Premium pricing available for specialised GEO services
* Australian businesses seeking AI search guidance
* Potential to become regional GEO authority

### Threats

* Rapid technological changes in AI search landscape
* Increasing competition as more agencies adopt GEO
* Potential client confusion about AI search benefits
* Risk of AI search algorithms changing faster than adaptation

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## Key Research Insights

1. **Market Timing:** September 2025 represents optimal timing for GEO service launch, with AI search adoption accelerating but competition still limited
2. **Service Demand:** Strong demand exists for GEO services, evidenced by premium pricing ($4,000+ monthly) and superior conversion rates (14.6%)
3. **Technical Requirements:** Success requires expertise across multiple AI platforms with emphasis on content structure, freshness, and authority building
4. **Australian Context:** Local market offers significant opportunity with limited specialised competition currently active
5. **Client Education Need:** Market requires significant education about GEO benefits and implementation strategies

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**Phase 1 Status:** ✅ Complete

**Next Phase:** Competitive Intelligence & Search Landscape Analysis