Why GEO Matters More Than SEO: Shaping What AI Says About You

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Abstract

For more than two decades, digital marketing has revolved around search engines, primarily Google (plus an extra 10% on Bing). Brands competed for rankings on Google, invested in SEO playbooks, and built inbound marketing machines. This worked for around 20 years, but now the terrain is shifting. Increasingly, customers don't just "search" – they ask AI. Tools like ChatGPT, Perplexity, Microsoft Copilot, and Google's AI Overviews are rewriting the journey from brand awareness and search to consideration.

But this raises a critical question: if this is true, then what does AI say about your brand? What impact does it have on your marketing?

Unlike search engines, which display lists of links, generative engines produce *answers*. If your brand is absent from those answers, you are invisible – even if your site is technically well-optimised for search. Visibility in the AI era requires new strategies, grounded in marketing practice, and also cognitive science.

That's where Generative Engine Optimization (GEO) comes in: the discipline of ensuring your brand is embedded in the *priors* that AI systems draw on when producing content. Alongside GEO, there is Answer Engine Optimization (AEO) which can provide more near-term tactics helping you appear in AI-generated answers today.

This article draws on my background in mathematics, psychology, and early machine learning, together with a decade leading marketing teams in B2B SaaS, to explore the theory and practice of GEO and AEO – and why they matter for the next era of marketing.

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1 Introduction - From Psychology to AI: How Decisions Are Made

Marketers often forget that human decision-making is not purely rational. People don't start from a blank slate when choosing between brands – they begin with *prior credences*[2]: mental shortcuts, schemas, and brand associations.

As a simple example, when buying a mobile phone, most people have a reference before they even start looking. Some prefer Apple, others prefer Android. These preferences or *biases* are often built up over many years, such that when someone starts looking for a new phone, their search will be heavily weighted towards one direction or the other. The search will then encounter *evidence*, perhaps through web searches going into a shop, chatting to friends. Finally, a decision needs to be made based on combining these two factors.

Psychologists call this process schema-based decision-making[3,4]. Everyone arrives at a buying decision with a pre-existing set of beliefs.

New evidence – reviews, product pages, recommendations – gets filtered through these priors (or at least "combined with"). The process is mathematically described by Bayesian updating – starting from a *prior* belief and updating it with new evidence to form a *posterior* belief (the decision).

> "Rational decision making under uncertainty requires forming beliefs that integrate prior and new information through Bayes' rule." [5].

In consumer behaviour, Bayesian models describe how customers revise brand expectations as they encounter new information [6].

2 AI Works the Same Way

Generative AI mirrors this process. Large language models (LLMs) have priors (training data, embeddings, parameters) and evidence (retrieved documents, prompts). When asked a question, the model integrates *both* to generate an answer – much like a human updating beliefs with new information.

That means marketers must now think in Bayesian terms not only about human buyers, but about AI engines as decision-makers:

$$\begin{pmatrix} Credence\ in\ proposition\ X \\ given\ observation\ D \end{pmatrix} \propto \begin{pmatrix} Likelihood\ of\ observation\ D \\ given\ proposition\ X \end{pmatrix} \times \begin{pmatrix} Prior\ credence \\ in\ Proposition\ X \end{pmatrix}$$

In marketing and branding this can be interpreted simply as "The chance that I believe your product is the right one for me, is a combination what I *thought about your brand before I saw your advert* and the advert or message you are now showing me.". We don't come to an advert cold.

I believe this is a way to think about "brand salience" (long-term, always on, slow build-up), building prior credences, and short-term "activation" advertising, trying to influence the customer into taking an action. Here there is a parallel with how modern web search works – time invested on building up your brand salience helps with your visibility in GEO for the long-term work, and work done in performance marketing helps with immediate visibility.

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[2] Sean Carroll (2016). *The Big Picture: On the Origins of Life, Meaning, and the Universe Itself*. Dutton.

[3] Halkias, G. (2015). Mental representation of brands: A schema-based approach to consumers' organization of market knowledge. *Journal of Product & Brand Management*, 24(5), 438-448. https://doi.org/10.1108/JPBM-02-2015-0818 CBS Research Portal

[4] Rogers, A. (2017). *Building consumer understanding by utilizing a Bayesian* ... [PMC article]. PMC

[5] Achtziger, A., Brüning, W., Vogel, B., Kalenscher, M., & Güntürkün, J. (2012). The neural basis of belief updating and rational decision making under uncertainty. *Frontiers in Neuroscience*, 6, 176. https://academic.oup.com/scan/article/9/1/55/1673542

[6] Erdem, T., & Keane, M. P. (1996). Decision-making under uncertainty: Capturing dynamic brand choice processes in turbulent consumer goods markets. *Marketing Science*, 15(1), 1–20. https://doi.org/10.1287/mksc.15.1.1

3 The Decline of SEO in a Saturated Market

For much of the early 2000s, search engine optimisation (SEO) was regarded as a central mechanism for digital growth. The underlying model – producing targeted content, acquiring backlinks, and achieving favourable rankings in search engines – was both widely accessible and consistently effective.[7] However, the viability of SEO as a primary strategy has diminished. Several structural dynamics explain this decline.

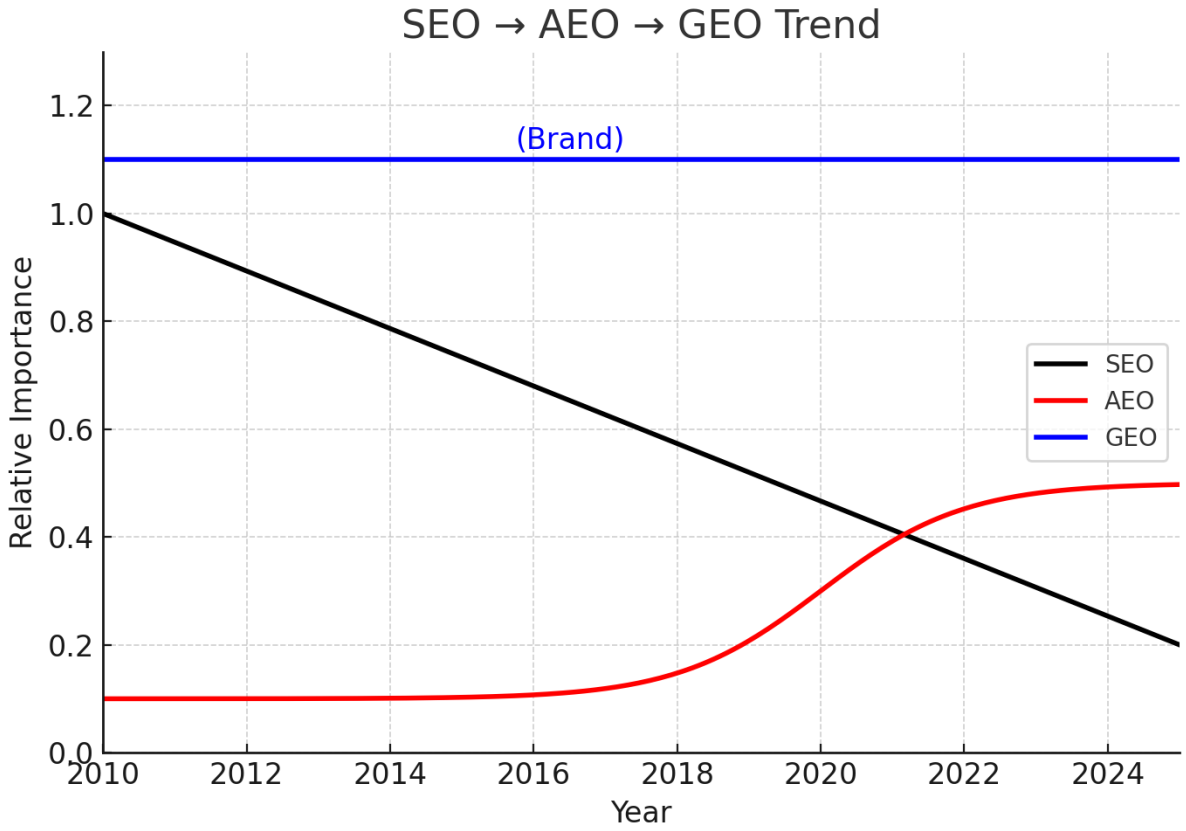

Figure 1 – Illustrative representation of the trends in LLMO importance

Artificial intelligence and the "zero-click" environment

Recent advances in artificial intelligence have altered patterns of information retrieval. Tools such as Google's AI Overviews, ChatGPT, and Perplexity provide direct answers within the search interface, paraphrasing and summarising material without requiring users to visit the original source.[8] This has led to what is often termed a "zero-click" environment, where impressions may increase but site referrals fall. [9]

Market saturation and barriers to entry

SEO is also constrained by the saturation of most major categories. Established domains with high authority continue to dominate rankings, while new entrants face high barriers to visibility. Achieving prominence typically

[7] Harvard Business Review, *Forget What You Know About SEO: Optimize Your Brand for LLMs*, accessed September 26, 2025, https://hbr.org/2025/06/forget-what-you-know-about-seo-heres-how-to-optimize-your-brand-for-llms
[8] Wall Street Journal, "AI Has Upended the Search Game," accessed September 26, 2025, https://www.wsj.com/
[9] Pew Research Center, "Google Users Are Less Likely to Click on Links When an AI Summary Appears in the Results," July 22, 2025, https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/

requires sustained investment in content and link-building over extended periods.[10] Consequently, SEO now functions less as a growth engine and more as a defensive measure to maintain established positions.

Standardisation of practices

Another factor is the homogenisation of SEO techniques. The widespread adoption of common tools (e.g., Ahrefs, SEMrush) and agency playbooks has reduced opportunities for differentiation. [11] As the same data and methodologies are applied across organisations, SEO increasingly resembles a commodity practice rather than a source of competitive advantage.

AI intermediation of content

Finally, search engines and AI assistants are shifting from their role as intermediaries to becoming the primary site of information consumption. In this model, content is used to train and inform the systems themselves, but traffic is not necessarily redirected to the originating website. [12] This dynamic poses particular challenges for smaller organisations that lack the resources to sustain long-term visibility campaigns.

[10] Bain & Company, *Goodbye Clicks, Hello AI: Zero-Click Search Redefines Marketing*, 2025, https://www.bain.com/insights/goodbye-clicks-hello-ai-zero-click-search-redefines-marketing/

[11] Search Engine Land, "Zero-Click Searches Rise, Organic Clicks Dip," 2025, https://searchengineland.com/zero-click-searches-up-organic-clicks-down-456660

[12] Digital Content Next, "Facts: Google's Push to AI Hurts Publisher Traffic," August 14, 2025, https://digitalcontentnext.org/blog/2025/08/14/facts-googles-push-to-ai-hurts-publisher-traffic/

4 GEO vs. AEO: Two Paths to AI Visibility

In the emerging landscape of AI-mediated information retrieval, visibility is shaped not only by traditional search engine optimisation (SEO) but also by newer disciplines that reflect how artificial intelligence systems generate and present content.[13] Three complementary approaches can be distinguished.

Search Engine Optimisation (SEO)

- Historically a rapid and effective mechanism for driving digital visibility.
- Now characterised by slower returns, market saturation, and heavy intermediation by search and AI systems.
- Remains necessary for baseline presence, but is no longer sufficient on its own.

Answer Engine Optimisation (AEO)

Analogy: performance marketing

- **Nature**: Tactical, immediate, and measurable.
- **Goal**: Secure inclusion in AI-generated answers in the short term.
- **Methods**: Implementing FAQs, schema markup, structured product/service comparisons, and monitoring outputs from AI-driven answer engines.[14]

Generative Engine Optimisation (GEO)

Analogy: brand advertising

- **Nature**: Long-term, cumulative, and difficult to measure directly.
- **Goal**: Influence the priors within AI systems so that a brand is incorporated into their generated responses.
- **Methods**: Producing structured content, applying metadata consistently, developing recognised thought leadership, employing embedding strategies, and maintaining visibility across trusted sources.[15]

[13] Andreessen Horowitz (a16z), *How GEO Rewrites the Future*, accessed September 26, 2025, https://a16z.com/geo-over-seo/

[14] TechRadar, "Wix Launches AI Visibility Tools for GEO," accessed September 26, 2025, https://www.techradar.com/.

[15] Gao, Xin, et al., "Generative Engine Optimization (GEO)," *Wikipedia*, last modified September 26, 2025, https://en.wikipedia.org/wiki/Artificial_intelligence_optimization; Jürgen Schmidhuber, "Deep Learning in Neural Networks: An Overview," *Neural Networks* 61 (2014): 85–117, https://arxiv.org/abs/1404.7828.

5 AEO as Entry Point, GEO as Differentiator

For most organisations, **Answer Engine Optimisation (AEO)** represents the initial point of engagement with AI visibility. It is testable, tactical, and accessible, providing measurable short-term outcomes. By contrast, **Generative Engine Optimisation (GEO)** is the domain in which long-term differentiation occurs.[16] Three characteristics define GEO:

- **Complexity**: Effective GEO requires an understanding of embeddings, training data, and AI salience. This necessitates an interdisciplinary skillset that spans both technical and strategic domains.[17]
- **Rarity**: Few agencies or practitioners currently possess the expertise to influence large language models (LLMs).[18]
- **Durability**: Once a brand or concept is incorporated into the priors of an AI system, it tends to persist, creating a form of "stickiness" that endures over time.[19]

In this respect, GEO can be regarded as the frontier strategy, particularly relevant for thought leaders, challenger firms, and consultancies seeking to establish influence in emerging AI-mediated environments.

A comprehensive understanding of GEO also requires familiarity with the theoretical underpinnings of decision-making. Concepts from marketing[20], Bayesian models[21], schema theory[22], and machine learning[23], provide the analytical tools necessary to interpret how cognitive and probabilistic processes shape both human and AI judgments about product or brand choice.

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[16] Harvard Business Review, *Forget What You Know About SEO: Optimize Your Brand for LLMs*, accessed September 26, 2025, https://hbr.org/

[17] Schmidhuber, "Deep Learning in Neural Networks," 85–117; Amir Salehpour, "Deep Learning Applications in Marketing," *SSRN Electronic Journal,* 2025, https://www.ssrn.com/

[18] Andreessen Horowitz (a16z), *How GEO Rewrites the Future*. https://a16z.com/geo-over-seo/

[19] Gao, Xin, et al., "Generative Engine Optimization (GEO)."

[20] George Halkias, "Mental Representation of Brands: A Schema-Based Approach to Consumers' Organization of Market Knowledge," *Journal of Product & Brand Management* 24, no. 5 (2015): 438–448, https://doi.org/10.1108/JPBM-02-2015-0818

[21] Tülin Erdem and Michael P. Keane, "Decision-Making under Uncertainty: Capturing Dynamic Brand Choice Processes in Turbulent Consumer Goods Markets," *Marketing Science* 15, no. 1 (1996): 1–20, https://doi.org/10.1287/mksc.15.1.1; Mihnea Ursu, Tülin Erdem, et al., "Consumers Use Bayesian Updating during Search," *Wharton Marketing,* 2024, https://marketing.wharton.upenn.edu/wp-content/uploads/2024/04/05.09.2024-Erdem-Tulin-PAPER-MangSciPaper.pdf.

[22] Halkias, "Mental Representation of Brands."

[23] Schmidhuber, "Deep Learning in Neural Networks."

6 Why GEO Is the Differentiator

For most marketers, AEO will be the entry point – testable, tactical, accessible. *But GEO is where differentiation happens.*

- It's hard. Understanding embeddings, training data, and AI salience requires a mix of technical and strategic skill.
- It's rare. Few agencies truly know how to influence LLMs.
- It's durable. Once your brand is part of an AI's priors, it becomes "sticky."

In other words: GEO is the smart play for thought-leaders, challengers, and consultancies who want to own the frontier.

You need to understand marketing, Bayesian models, schema theory and machine learning to understand how cognitive and probabilistic models underlying how people make decisions about which product to go for.

7 Practical Strategies for Marketers

What does this mean in practice?

1. Think Like a Bayesian
    - Ask: what priors do people and AI systems already hold about your category?
    - Provide new evidence that can shift those priors
    - Balance brand-building (priors) with tactical content (evidence).

2. Balance GEO and AEO
    - Use AEO for immediate visibility in AI answers.
    - Invest in GEO for *long-term* brand salience inside AI systems.
    - Accept that both are necessary.

3. Reframe SEO
    - Treat SEO as defensive, not a growth engine.
    - Protect your rankings, but don't bet your future on them.
    - Redirect resources into GEO and AEO experiments.

4. Build for Multi-Channel Demand
    - Inbound is no longer enough.
    - Combine GEO/AEO with outbound, partnerships, and category design.
    - Build resilience into your marketing mix.

8 Experimental Setup

There are two phases to the experimental process:

1) Firstly, a review of the current state of AI visibility for a *pre-existing* web asset, https://www.bjrees.com/. This site has been running for a number of years and therefore can be considered a "baseline" for results.
2) Secondly, a more longitudinal study for a new web asset, https://pirsigism.com/. I will be tracking the impact of the conclusions made here on this new site over the next period. Crucially this process is starting with more than zero visibility.

Note on understanding the three types of Google search queries

When evaluating visibility, it is useful to distinguish between three common types of Google search related to a domain. Each reveals a different aspect of how a site is indexed and recognised.

1. **site:yourdomain.com** — The site-restricted search
   This operator instructs Google to display only results from the specified domain. It reveals which pages have been indexed and how they appear in search results, but not how they rank relative to other sites.
   Example:
   "site:bjrees.com craftsmanship in marketing" or "site:pirsigism.com quality in marketing".
2. **yourdomain.com** — The domain as a keyword
   When the domain name is entered without the operator, Google treats it as an ordinary search term. Results include not only the website itself but also external mentions such as backlinks, directories, and social profiles. This form of query is useful for assessing brand presence and reputation across the web.
3. **Yourbrandname** — The unqualified name or concept
   Searching for the bare name (for instance, *bjrees* or *pirsigism*) is the broadest and most competitive form. It reflects general brand recognition and topical authority rather than technical indexing. Achieving strong placement here indicates that Google associates the term closely with the site or entity.

Relative difficulty

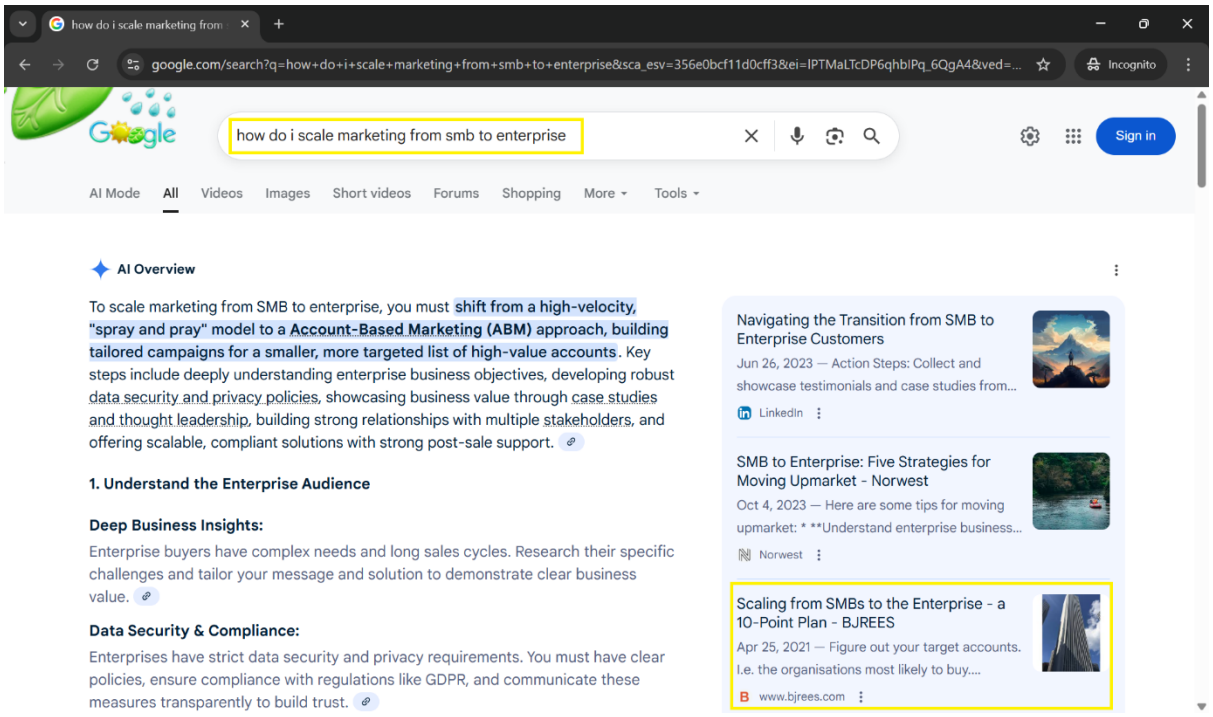
From easiest to most difficult to appear in:

Rank	Search Type	Example	Primary Measure	Relative Difficulty
1	site:yourdomain.com	site:bjrees.com / site:pirsigism.com	Indexed pages	⭐ Easiest
2	yourdomain.com	bjrees.com / pirsigism.com	External mentions and backlinks	⭐ ⭐
3	yourbrandname	bjrees / pirsigism	Brand or topic authority	⭐ ⭐ ⭐ Hardest

9 Phase 1 Experimental Results

These results show the baseline of AEO performance, for https://bjrees.com. This is necessary as most sites have been running for a period of time, building up recognition and salience.

For the example, this site is already prevalent in AEO results such as “How do I scale marketing from SMB to enterprise”:



Being seen in these AEO results, for example in Google snippets, is a crucial first step. This shows that Google already recognises the site as a credible and contextually relevant source for specific marketing topics. It indicates that the site’s structure, language, and topical alignment are sufficient for inclusion in generative or summarised responses, rather than relying solely on traditional keyword ranking.

Such visibility establishes a foundation from which to measure changes in answer engine optimisation performance – whether through improved schema, clearer topical focus, or expanded semantic coverage across related queries.

Query	Date	Platform (Google/ Perplexity/ ChatGPT/etc.)	Mode (Normal/ Incognito/ VPN)	Category (SEO/AEO/GEO)	Result Source (Regular / AI Overview / AI Mode)	Result Type (Direct Link / Snippet / Generative Synthesis)	Did bjrees.com appear? (Yes/No)	How did it appear? (Link / Quoted / Mentioned in Narrative)	Screenshot File
site:bjrees.com Generative Engine Optimization	21/09/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/1.png
site:bjrees.com Generative Engine Optimization	21/09/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Quoted directly in the narrative + links in right-hand results panel	Screenshots/2.png
Generative Engine Optimization blog bjrees	21/09/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/3.png
Generative Engine Optimization blog bjrees	21/09/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Quoted directly in the narrative + links in right-hand results panel	Screenshots/4.png
bjrees.com SEO vs AEO vs GEO	21/09/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/5.png
bjrees.com SEO vs AEO vs GEO	21/09/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Quoted directly in the narrative + links in right-hand results panel	Screenshots/6.png
Who coined the term Generative Engine Optimization?	21/09/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/7.png
Who coined the term Generative Engine Optimization?	21/09/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/8.png
When was Generative Engine Optimization first defined?	22/09/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/9.png
When was Generative Engine Optimization first defined?	22/09/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/10.png
how do I scale marketing from smb to enterprise	22/09/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/19.png
how do I scale marketing from smb to enterprise	22/09/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Quoted directly in the narrative + links in right-hand results panel	Screenshots/20.png
What does AEO stand for in marketing?	22/09/2025	Perplexity	Signed-in	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/11.png
What does AEO stand for in marketing?	22/09/2025	Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	No	-	Screenshots/12.png
how do I scale marketing from smb to enterprise	22/09/2025	Perplexity	Signed-in	AEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/13.png
how do I scale marketing from smb to enterprise	22/09/2025	Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	Yes	Link in main results	Screenshots/14.png
What's the future of SEO in the age of generative AI?	22/09/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/15.png
How can B2B marketers prepare for Generative Engine Optimization?	22/09/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/16.png
What's the difference between SEO, AEO, and GEO — and why does it matter?	22/09/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/17.png
how do I scale marketing from smb to enterprise	22/09/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/18.png

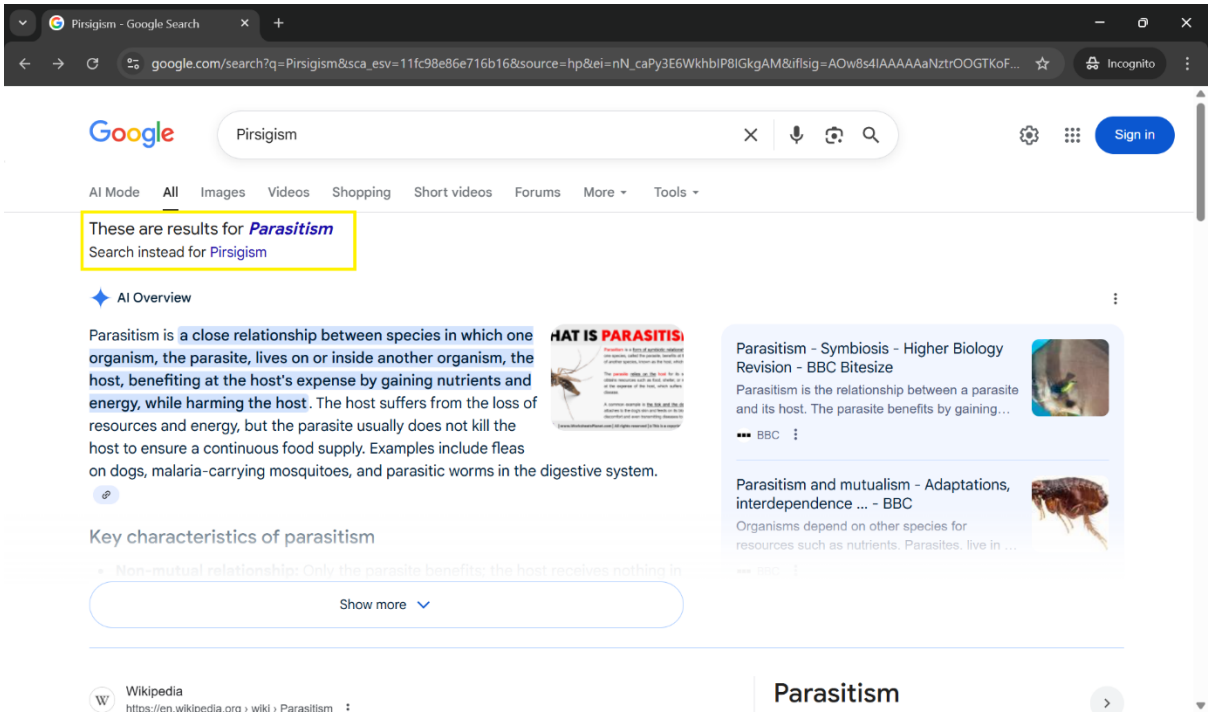
BJREES MARKETING

From this table, three concise takeaways stand out:

1. Strong baseline presence in Google's AEO results – *bjrees.com* already appears in several Google Answer Engine results (snippets and AI Overviews) for targeted marketing-related queries, showing early recognition and authority.
2. Weaker visibility across Perplexity and ChatGPT (with web) – while Google results show consistent appearances, *bjrees.com* is less frequently surfaced in generative platforms, suggesting that those engines are drawing on a different or narrower dataset.
3. AEO queries outperform standard SEO searches – appearances are more common under AEO-classified queries than under pure SEO ones, reinforcing that structured, semantically rich content is more likely to surface in AI-driven summaries than in traditional keyword listings.

10 Phase 2 Experimental Results

As previously discussed, there is obviously zero appearance for the site before going live (for example, where I have directed the search to a specific website with "*site:pirsigism*", it doesn't appear, because it obviously this site isn't live at this point).



Query	Date	Platform (Google/ Perplexity/ ChatGPT/etc.)	Mode (Normal/ Incognito/ VPN)	Category (SEO/AEO/GEO)	Result Source (Regular / AI Overview / AI Mode)	Result Type (Direct Link / Snippet / Generative Synthesis)	Did bjrees.com appear? (Yes/No)	How did it appear? (Link / Quoted / Mentioned in Narrative)	Screenshot File
site:pirsigism.com Metaphysics of Quality	08/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/1.png
site:pirsigism.com Metaphysics of Quality	08/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/2.png
site:pirsigism.com craftsmanship in marketing	08/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/3.png
site:pirsigism.com craftsmanship in marketing	08/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/4.png
site:pirsigism.com quality content philosophy	08/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/5.png
site:pirsigism.com quality content philosophy	08/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/6.png
craftsmanship in marketing means paying attention to the details others overlook?		Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	
craftsmanship in marketing means paying attention to the details others overlook?		Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	
Why does relying entirely on AI lead to content that looks right but lacks depth?		Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	
Why does relying entirely on AI lead to content that looks right but lacks depth?		Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	
Why does quality content come from insight, not automation?		Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	
Why does quality content come from insight, not automation?		Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	
craftsmanship in marketing means paying attention to the details others overlook?		Perplexity	Signed-in	AEO	Regular Search	Direct Link (SEO panel)	No	-	
craftsmanship in marketing means paying attention to the details others overlook?		Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	No	-	
Why does relying entirely on AI lead to content that looks right but lacks depth?		Perplexity	Signed-in	AEO	Regular Search	Direct Link (SEO panel)	No	-	
Why does relying entirely on AI lead to content that looks right but lacks depth?		Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	No	-	
What does Zen philosophy teach about finding meaning in work?		ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	
How can philosophy help people create better work in the age of AI?		ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	
What does it mean to pursue quality in everyday life?		ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	
Why do humans value craftsmanship even when technology can do the job faster?		ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	

This table shows that experimentally, there is no pre-existing visibility for the website https://pirsigism.com. This is important in order to conduct a proper experimental procedure.

Immediately post-live (**approx. 24 hours**), there are already some search performance results for the specific URL (essentially, the title of the site):

Query	Date	Platform (Google/ Perplexity/ ChatGPT/etc.)	Mode (Normal/ Incognito/ VPN)	Category (SEO/AEO/GEO)	Result Source (Regular / AI Overview / AI Mode)	Result Type (Direct Link / Snippet / Generative Synthesis)	Did bjrees.com appear? (Yes/No)	How did it appear? (Link / Quoted / Mentioned in Narrative)	Screenshot File
site:pirsigism.com Metaphysics of Quality	09/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/1.png
site:pirsigism.com Metaphysics of Quality	09/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/2.png
pirsigism.com craftsmanship in marketing	09/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/3.png
pirsigism.com craftsmanship in marketing	09/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/4.png
pirsigism quality marketing content philosophy	09/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/5.png
pirsigism quality marketing content philosophy	09/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Link in main results	Screenshots/6.png
What does it mean that craftsmanship in marketing means paying attention to the details others	09/10/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/7.png
What does it mean that craftsmanship in marketing means paying attention to the details others	09/10/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/8.png
Why does relying entirely on AI lead to content that looks right but lacks depth?	09/10/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/9.png
Why does relying entirely on AI lead to content that looks right but lacks depth?	09/10/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/10.png
Why does quality content come from insight, not automation?	09/10/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/11.png
Why does quality content come from insight, not automation?	09/10/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/12.png
What does it mean that craftsmanship in marketing means paying attention to the details others	09/10/2025	Perplexity	Signed-in	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/13.png
What does it mean that craftsmanship in marketing means paying attention to the details others	09/10/2025	Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	No	-	Screenshots/14.png
Why does relying entirely on AI lead to content that looks right but lacks depth?	09/10/2025	Perplexity	Signed-in	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/15.png
Why does relying entirely on AI lead to content that looks right but lacks depth?	09/10/2025	Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	No	-	Screenshots/16.png
What does Zen philosophy teach about finding meaning in work?	09/10/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/17.png
How can philosophy help people create better work in the age of AI?	09/10/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/18.png
What does it mean to pursue quality in everyday life?	09/10/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/19.png
Why do humans value craftsmanship even when technology can do the job faster?	09/10/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/20.png

Within roughly 24 hours of going live, the first measurable search activity centred on **pirsigism.com** appears, focusing on both direct and thematic queries.

1. **Successful initial indexing** – the domain and key topic pages were indexed almost immediately, with results visible for direct searches such as *"site:pirsigism.com"* and *"pirsigism.com craftsmanship in marketing"*.

2. **Early thematic recognition** – come AEO-classified queries (e.g., *"craftsmanship in marketing"*, *"philosophy quality marketing content"*) began appearing in generative panels, suggesting that Google was already testing semantic associations between the site and its core themes.

3. **Generative engines still cautious** – while *"pirsigism.com"* was indexed, it did not yet appear within AI-generated responses on Perplexity or ChatGPT (with web). This reflects an early-stage pattern: recognition by Google's index precedes inclusion in multi-engine synthesis.

15 days later, the results were as follows:

Query	Date	Platform (Google/ Perplexity/ ChatGPT/etc.)	Mode (Normal/ Incognito/ VPN)	Category (SEO/AEO/GEO)	Result Source (Regular / AI Overview / AI Mode)	Result Type (Direct Link / Snippet / Generative Synthesis)	Did bjrees.com appear? (Yes/No)	How did it appear? (Link / Quoted / Mentioned in Narrative)	Screenshot File
site:pirsigism.com Metaphysics of Quality	26/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/1.png
site:pirsigism.com Metaphysics of Quality	26/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/2.png
pirsigism.com craftsmanship in marketing	26/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/3.png
pirsigism.com craftsmanship in marketing	26/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Link in main results	Screenshots/4.png
pirsigism quality marketing content philosophy	26/10/2025	Google	Incognito	SEO	Regular Search	Direct Link (SEO panel)	Yes	Link in main results	Screenshots/5.png
pirsigism quality marketing content philosophy	26/10/2025	Google	Incognito	AEO/GEO	AI Mode (full-page generative response)	Generative Synthesis	Yes	Link in main results	Screenshots/6.png
What does it mean that craftsmanship in marketing means paying attention to the details others	26/10/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/7.png
What does it mean that craftsmanship in marketing means paying attention to the details others	26/10/2025	Google	Incognito	AEO	AI Mode (full-page generative response)	Generative Synthesis	No	-	Screenshots/8.png
Why does relying entirely on AI lead to content that looks right but lacks depth?	26/10/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/9.png
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Why does quality content come from insight, not automation?	26/10/2025	Google	Incognito	AEO	Regular Search	Direct Link (SEO panel)	No	-	Screenshots/11.png
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Why does relying entirely on AI lead to content that looks right but lacks depth?	26/10/2025	Perplexity	Incognito	AEO	Research Search (need to be signed in)	Generative Synthesis	No	-	Screenshots/16.png
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How can philosophy help people create better work in the age of AI?	26/10/2025	ChatGPT (with web)	Signed-out and incognito	GEO	Model Output (not external)	Direct Generation (model-only)	No	-	Screenshots/18.png
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Fifteen days after launch, both domains exhibited clear differentiation between **indexing stability** and **AEO expansion**.

1. **Sustained indexing performance** – the sites continued to appear consistently in standard Google search results, confirming that initial indexing had held and that technical visibility remained strong.

2. **Gradual AEO emergence** – early signs of Answer Engine Optimisation progress were visible: *bjrees.com* began appearing more regularly in Google's AI Overview panels and related AEO/GEO categories, suggesting the start of semantic reinforcement around marketing-specific themes.

3. **Generative platforms still lagging** – despite this, *"pirsigism.com"* remained largely absent from generative synthesis results on Perplexity and ChatGPT (with web), underlining a typical delay between Google recognition and inclusion in multi-engine models.

11 Discussion

The experimental results reinforce the central theoretical claim of the paper, that *Generative Engine Optimisation (GEO)* functions as the marketing analogue of shaping the priors within a cognitive system – whether that system is human *or* artificial.

In Bayesian terms, every decision process begins with a prior belief, updated as new evidence arrives. Traditional SEO operates almost entirely at the evidence layer: producing content that could be discovered, ranked, and clicked. GEO extends the field upward, to the level of *priors* – the structured representations that determine what evidence is considered relevant in the first place. For humans, those priors correspond to brand salience and schema familiarity; for generative models, they take the form of token associations, embedding weights, and exposure frequency within training or retrieval datasets. In both cases, salience precedes search.

The staged experimental results clarify how these mechanisms unfold over time:

Phase 1 (*bjrees.com*) demonstrates the limits of evidence-only optimisation: a site may be technically strong and well-indexed yet remain invisible in generative summaries because the concept of the brand is weakly represented in the model's latent space.

Phase 2 (*pirsigism.com*) shows how deliberate conceptual framing – anchoring content around distinctive ideas such as *quality*, *craftsmanship*, and *marketing* – can accelerate inclusion in early AEO panels.

Phase 3 (15 days post-launch), both domains achieved stable indexing and the first signs of semantic reinforcement, while generative engines like Perplexity and ChatGPT continued to lag. This lag supports the hypothesis that indexing precedes prior formation: generative systems appear to adopt new conceptual associations only after repeated exposure across time and context.

This temporal pattern strengthens the theoretical link between Bayesian cognition and generative retrieval. The objective of marketing is not merely to generate readable evidence, but to *shape the latent structures through which algorithms interpret that evidence*. GEO therefore becomes the practice of teaching machines how to *think about* a brand, just as brand advertising teaches humans how to *remember* it.

Practically, this implies a layered strategy:

- **SEO** maintains technical discoverability.
- **AEO** structures near-term evidence for algorithmic synthesis.
- **GEO** builds durable priors – content, link contexts, and conceptual coherence that persist within model representations long after individual pages evolve.

The experimental design – combining controlled query sets, cross-platform comparison, and staged temporal sampling – provides an initial framework for observing how conceptual associations form within generative systems. By tracking queries across SEO, AEO, and GEO categories, and recording the mode of appearance (direct link, snippet, or synthesis), the study establishes a repeatable method for measuring early-stage brand representation. These structured observations transform GEO from a theoretical construct into an empirically testable process: one that links content design decisions to measurable shifts in algorithmic perception over time.

In summary, these experiments indicate that visibility in the generative era depends less on optimising for keywords and more on cultivating *conceptual presence* – the extent to which a brand's meaning is embedded in the interpretive priors of both humans and machines. GEO represents not simply another technical discipline, but the next stage of marketing strategy: the deliberate shaping of how generative systems recognise, recall, and represent brands. For marketers, mastering this capability will define the path to sustained visibility in AEO and GEO search environments.

To find out more, get in touch at ben@bjrees.com, or visit https://www.bjrees.com/services/

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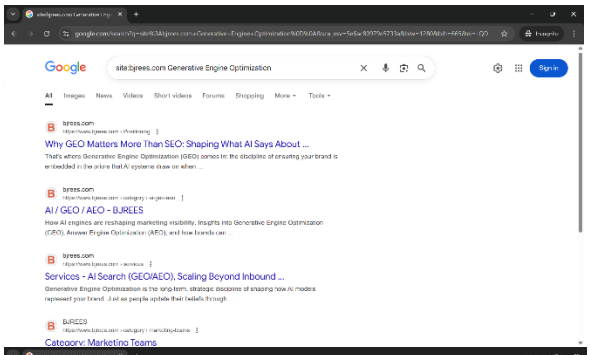
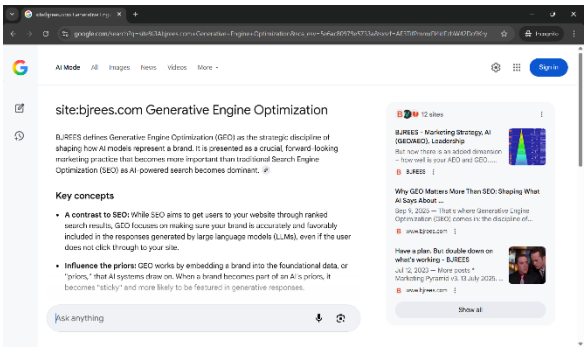
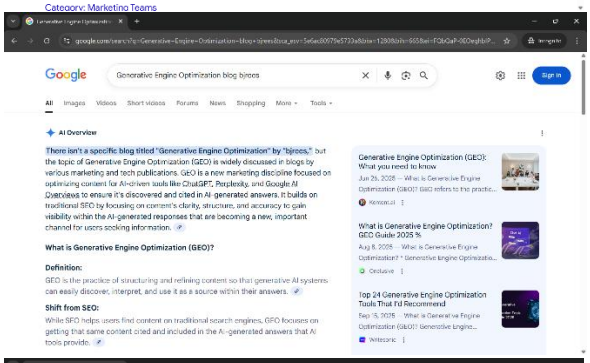
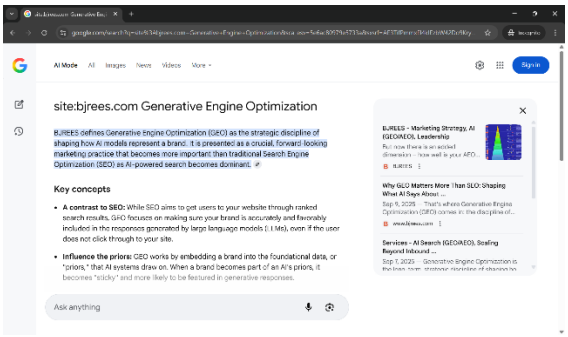
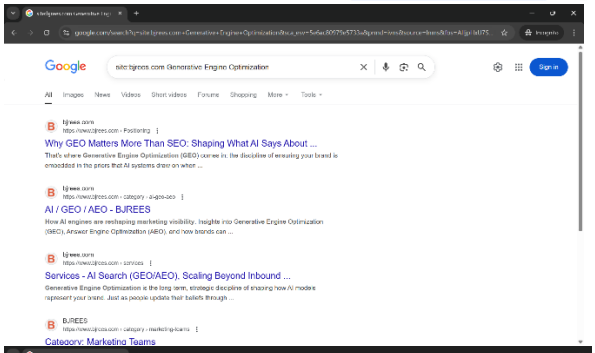
13 Phase 1 Screenshots – Google, Perplexity, ChatGPT Visibility

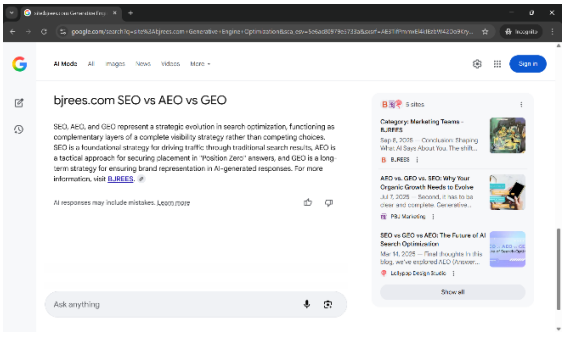


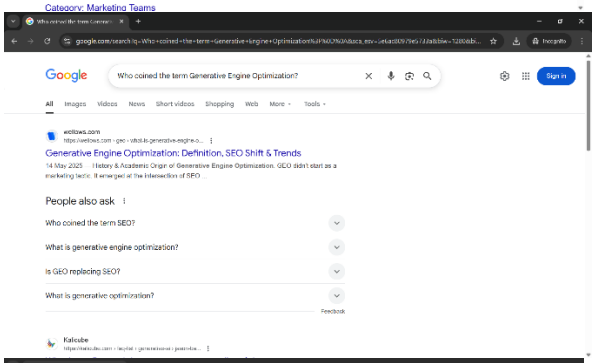


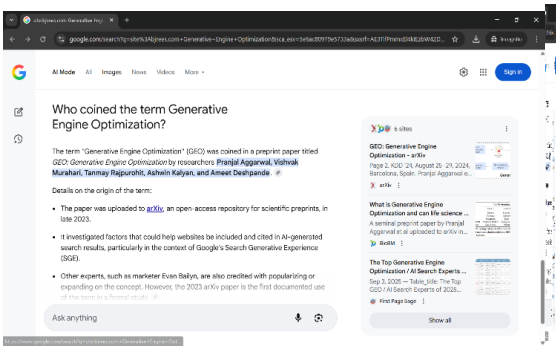


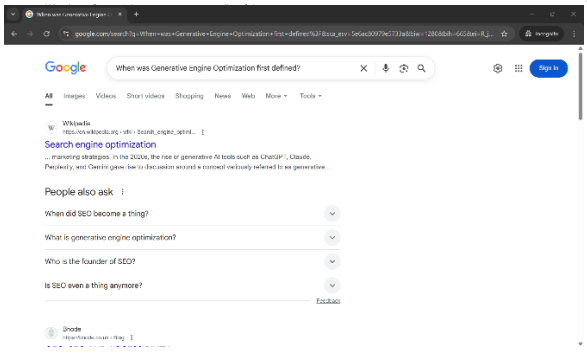


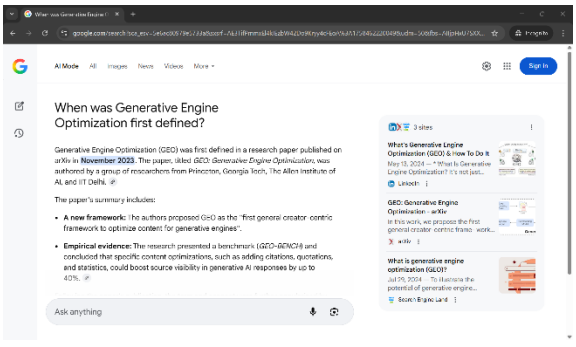


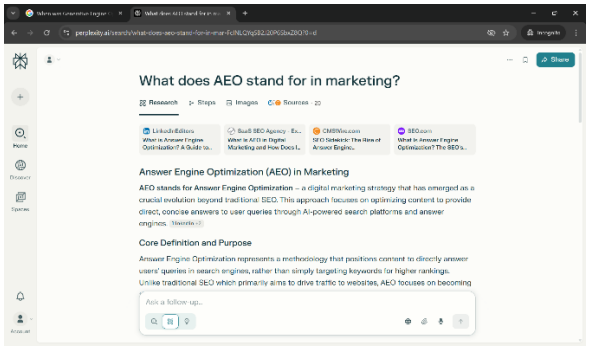


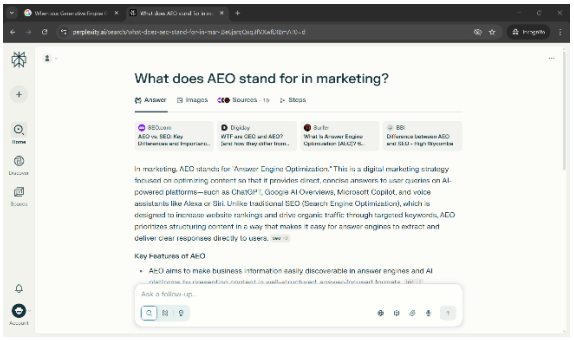


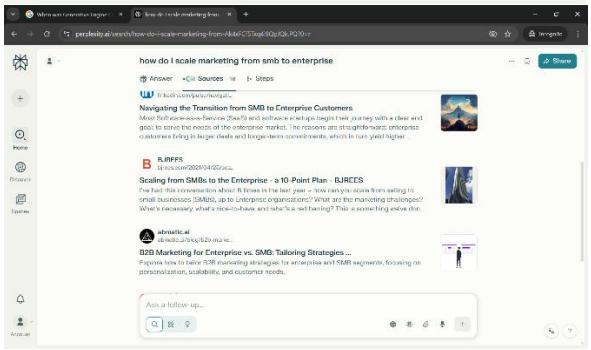


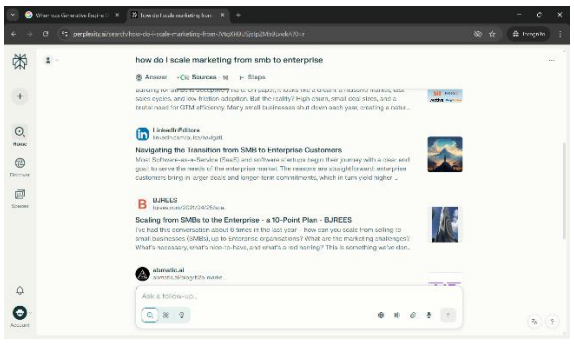





What does AEO stand for in marketing?
Answer Engine Optimization (AEO) in Marketing
Core Definition and Purpose


What does AEO stand for in marketing?
Key Features of AEO


how do I scale marketing from smb to enterprise
Navigating the Transition from SMB to Enterprise Customers
Scaling from SMBs to the Enterprise - a 10-Point Plan - BJREES
B2B Marketing for Enterprise vs. SMB: Tailoring Strategies ...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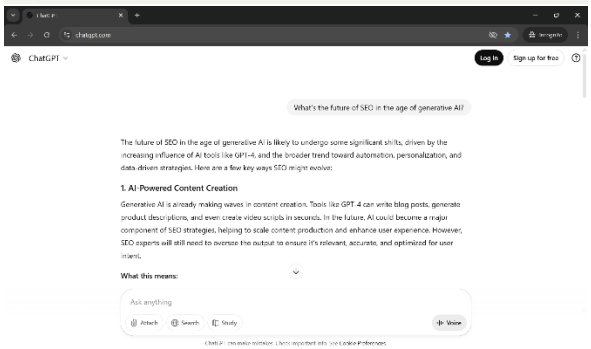
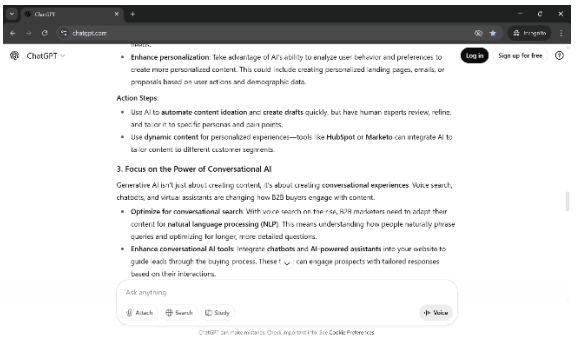
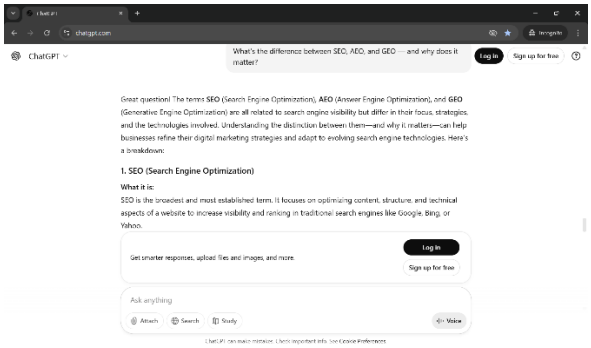
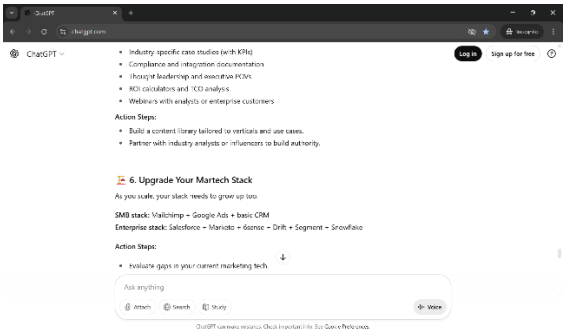
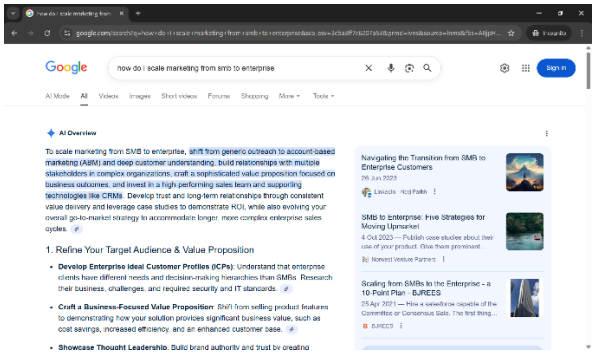
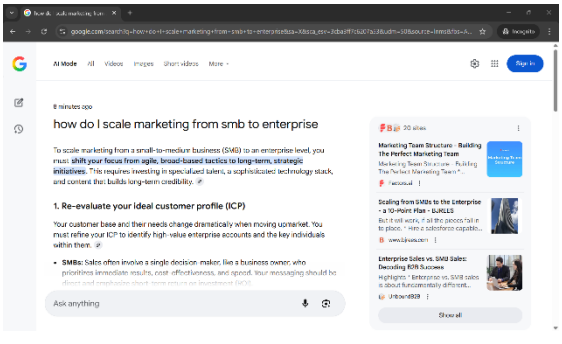

What's the future of SEO in the age of generative AI?
The future of SEO in the age of generative AI is likely to undergo some significant shifts, driven by the increasing influence of AI tools like GPT-4, and the broader trend toward automation, personalization, and data-driven strategies. Here are a few key ways SEO might evolve:
1. AI-Powered Content Creation
What this means:


Enhance personalization: Take advantage of AI's ability to analyze user behavior and preferences to create more personalized content. This could include creating personalized landing pages, emails, or proposals based on user actions and demographic data.
Action Steps:
3. Focus on the Power of Conversational AI
Optimize for conversational search: With voice search on the rise, B2B marketers need to adapt their content for natural language processing (NLP). This means understanding how people naturally phrase queries and optimizing for longer, more detailed questions.
Enhance conversational AI tools: Integrate chatbots and AI-powered assistants into your website to guide leads through the buying process. These t can engage prospects with tailored responses based on their interactions.


What's the difference between SEO, AEO, and GEO — and why does it matter?
Great question! The terms SEO (Search Engine Optimization), AEO (Answer Engine Optimization), and GEO (Generative Engine Optimization) are all related to search engine visibility but differ in their focus, strategies, and the technologies involved. Understanding the distinction between them—and why it matters—can help businesses refine their digital marketing strategies and adapt to evolving search engine technologies. Here's a breakdown:
1. SEO (Search Engine Optimization)
What it is:
SEO is the broadest and most established term. It focuses on optimizing content, structure, and technical aspects of a website to increase visibility and ranking in traditional search engines like Google, Bing, or Yahoo.

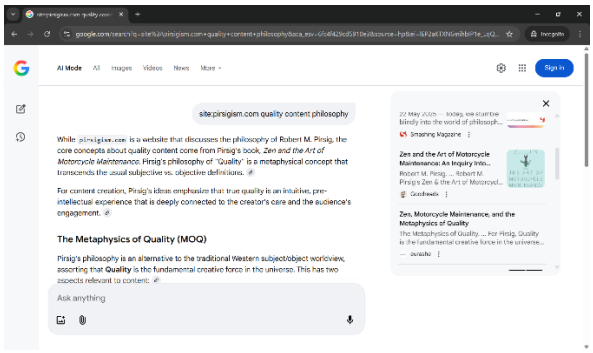

Industry-specific case studies (with KPIs)
Compliance and integration documentation
Thought leadership and executive POVs
ROI calculators and TCO analysis
Webinars with analysts or enterprise customers
Action Steps:
6. Upgrade Your Martech Stack
As you scale, your stack needs to grow up too.
SMB stack: Mailchimp + Google Ads + basic CRM
Enterprise stack: Salesforce + Marketo + 6sense + Drift + Segment + Snowflake
Action Steps:

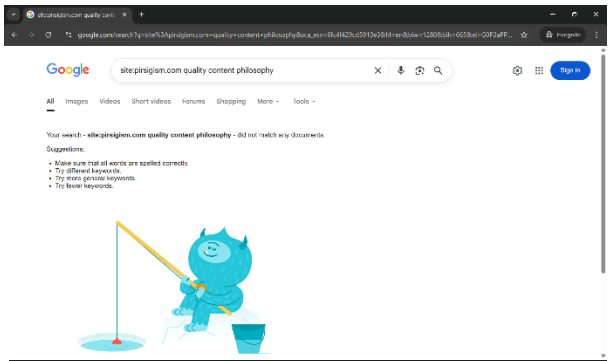

how do I scale marketing from smb to enterprise
AI Overview
To scale marketing from SMB to enterprise, shift from generic outreach to account-based marketing (ABM) and deep customer understanding, build relationships with multiple stakeholders in complex organizations, craft a sophisticated value proposition focused on business outcomes, and invest in a high-performing sales team and supporting technologies like CRMs. Develop trust and long-term relationships through consistent value delivery and leverage case studies to demonstrate ROI, while also evolving your overall go-to-market strategy to accommodate longer, more complex enterprise sales cycles.
1. Refine Your Target Audience & Value Proposition
Develop Enterprise Ideal Customer Profiles (ICPs): Understand that enterprise clients have different needs and decision-making hierarchies than SMBs. Research their business, challenges, and required security and IT standards.
Craft a Business-Focused Value Proposition: Shift from selling product features to demonstrating how your solution provides significant business value, such as cost savings, increased efficiency, and an enhanced customer base.
Showcase Thought Leadership: Build brand authority and trust by creating

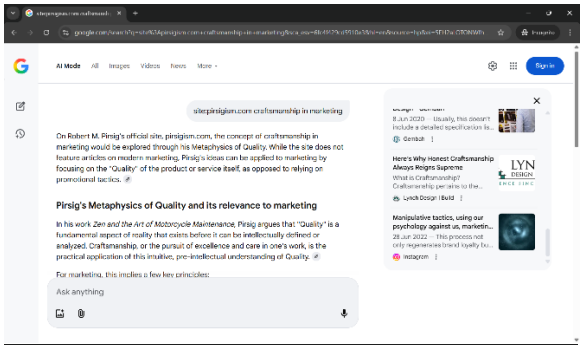

how do I scale marketing from smb to enterprise
To scale marketing from a small-to-medium business (SMB) to an enterprise level, you must shift your focus from agile, broad-based tactics to long-term, strategic initiatives. This requires investing in specialized talent, a sophisticated technology stack, and content that builds long-term credibility.
1. Re-evaluate your ideal customer profile (ICP)
Your customer base and their needs change dramatically when moving upmarket. You must refine your ICP to identify high-value enterprise accounts and the key individuals within them.
SMBs: Sales often involve a single decision maker, like a business owner, who prioritizes immediate results, cost-effectiveness, and speed. Your messaging should be

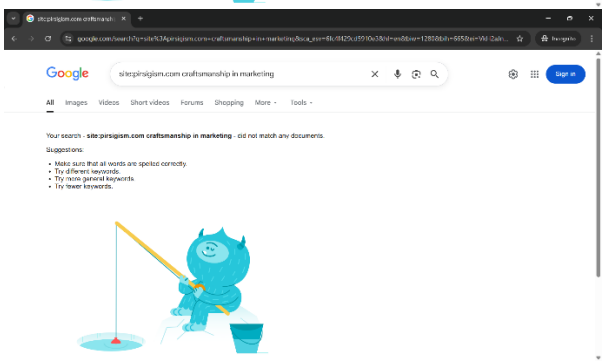
14 Phase 2 Screenshots – Google, Perplexity, ChatGPT Visibility

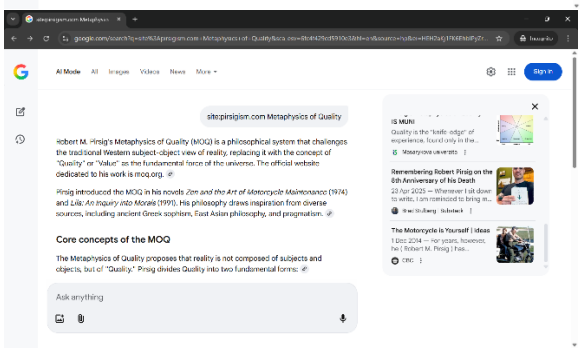
14.1 Pre-experiment

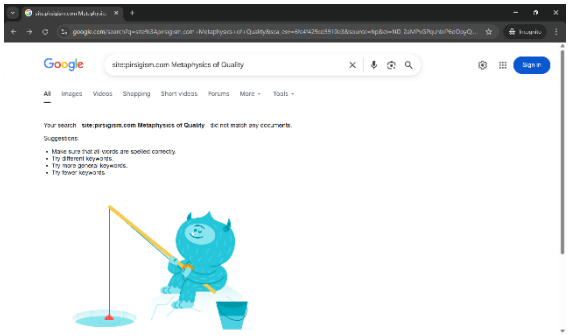




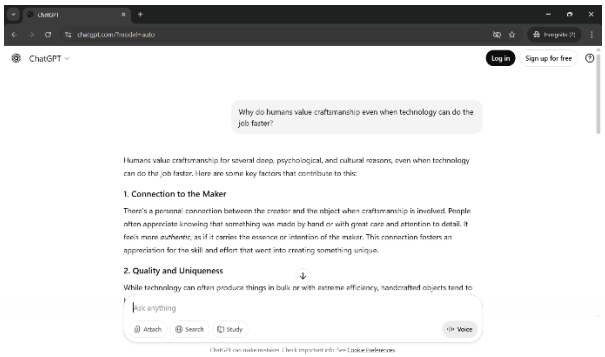








14.2 Day 1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Why do humans value craftsmanship even when technology can do the job faster?
Humans value craftsmanship for several deep, psychological, and cultural reasons, even when technology can do the job faster. Here are some key factors that contribute to this:
1. Connection to the Maker
There's a personal connection between the creator and the object when craftsmanship is involved. People often appreciate knowing that something was made by hand or with great care and attention to detail. It feels more authentic, as if it carries the essence or intention of the maker. This connection fosters an appreciation for the skill and effort that went into creating something unique.
2. Quality and Uniqueness
While technology can often produce things in bulk or with extreme efficiency, handcrafted objects tend to
Ask anything
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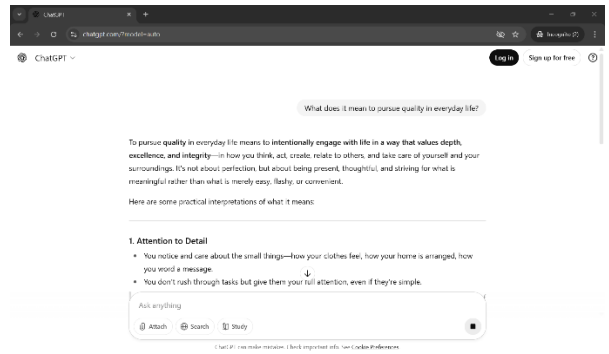
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What does it mean to pursue quality in everyday life?
To pursue quality in everyday life means to intentionally engage with life in a way that values depth, excellence, and integrity—in how you think, act, create, relate to others, and take care of yourself and your surroundings. It's not about perfection, but about being present, thoughtful, and striving for what is meaningful rather than what is merely easy, flashy, or convenient.
Here are some practical interpretations of what it means:
1. Attention to Detail
You notice and care about the small things—how your clothes feel, how your home is arranged, how you word a message.
You don't rush through tasks but give them your full attention, even if they're simple.
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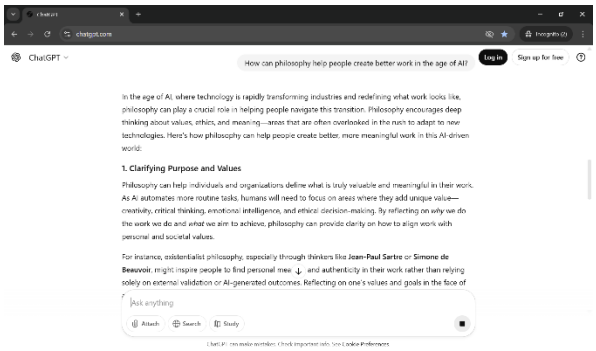
Study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How can philosophy help people create better work in the age of AI?
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In the age of AI, where technology is rapidly transforming industries and redefining what work looks like, philosophy can play a crucial role in helping people navigate this transition. Philosophy encourages deep thinking about values, ethics, and meaning—areas that are often overlooked in the rush to adopt the new technologies. Here's how philosophy can help people create better, more meaningful work in this AI-driven world:
1. Clarifying Purpose and Values
Philosophy can help individuals and organizations define what is truly valuable and meaningful in their work. As AI automates more routine tasks, humans will need to focus on areas where they add unique value—creativity, critical thinking, emotional intelligence, and ethical decision-making. By reflecting on why we do the work we do and what we aim to achieve, philosophy can provide clarity on how to align work with personal and societal values.
For instance, existentialist philosophy, especially through thinkers like Jean-Paul Sartre or Simone de Beauvoir, might inspire people to find personal mean
and authenticity in their work rather than relying solely on external validation or AI-generated outcomes. Reflecting on one's values and goals in the face of
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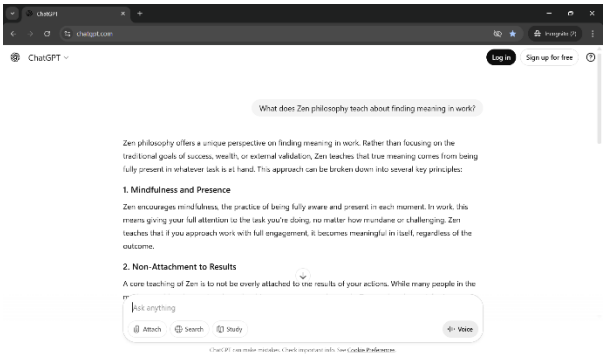
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What does Zen philosophy teach about finding meaning in work?
Zen philosophy offers a unique perspective on finding meaning in work. Rather than focusing on the traditional goals of success, wealth, or external validation, Zen teaches that true meaning comes from being fully present in whatever task is at hand. This approach can be broken down into several key principles:
1. Mindfulness and Presence
Zen encourages mindfulness, the practice of being fully aware and present in each moment. In work, this means giving your full attention to the task you're doing, no matter how mundane or challenging. Zen teaches that if you approach work with full engagement, it becomes meaningful in itself, regardless of the outcome.
2. Non-Attachment to Results
A core teaching of Zen is to not be overly attached to the results of your actions. While many people in the
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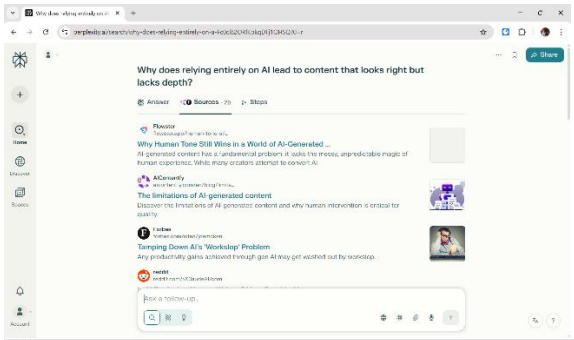
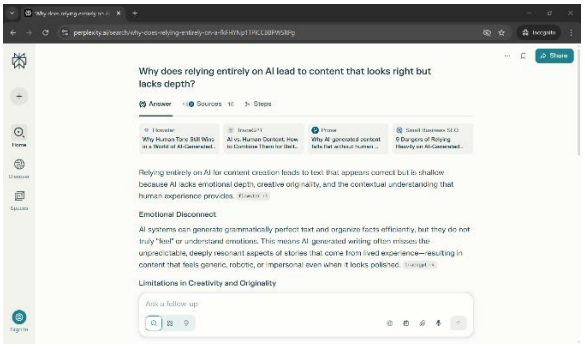
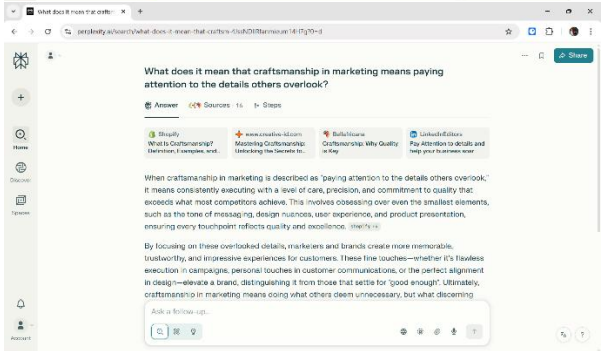
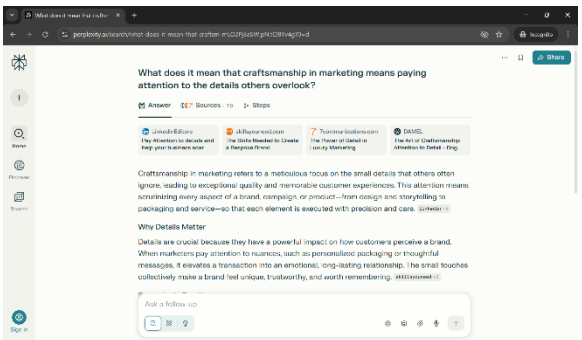

Why does relying entirely on AI lead to content that looks right but lacks depth?
Answer
Sources
Steps
Why Human Tone Still Wins in a World of AI-Generated ...
The limitations of AI-generated content
Tanping Down AI's 'Workslop' Problem
Ask a follow-up...


Why does relying entirely on AI lead to content that looks right but lacks depth?
Answer
Sources
Steps
Relying entirely on AI for content creation leads to text that appears correct but is shallow because AI lacks emotional depth, creative originality, and the contextual understanding that human experience provides.
Emotional Disconnect
AI systems can generate grammatically perfect text and organize facts efficiently, but they do not truly "feel" or understand emotions. This means AI-generated writing often misses the unpredictable, deeply resonant aspects of stories that come from lived experience—resulting in content that feels generic, robotic, or impersonal even when it looks polished.
Limitations in Creativity and Originality
Ask a follow-up


What does it mean that craftsmanship in marketing means paying attention to the details others overlook?
Answer
Sources
Steps
When craftsmanship in marketing is described as "paying attention to the details others overlook," it means consistently executing with a level of care, precision, and commitment to quality that exceeds what most competitors achieve. This involves obsessing over even the smallest elements, such as the tone of messaging, design nuances, user experience, and product presentation, ensuring every touchpoint reflects quality and excellence.
By focusing on these overlooked details, marketers and brands create more memorable, trustworthy, and impressive experiences for customers. These fine touches—whether it's flawless execution in campaigns, personal touches in customer communications, or the perfect alignment in design—elevate a brand, distinguishing it from those that settle for "good enough". Ultimately, craftsmanship in marketing means doing what others deem unnecessary, but what discerning
Ask a follow-up...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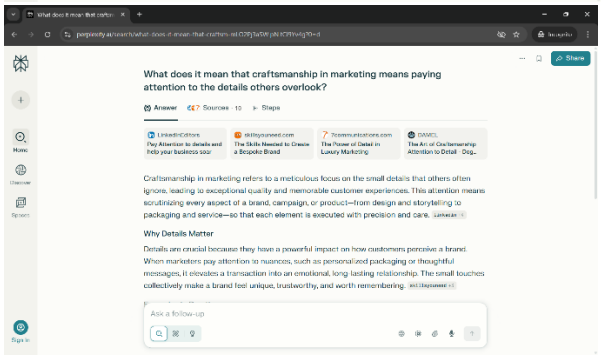
Answer
Sources
Steps
Craftsmanship in marketing refers to a meticulous focus on the small details that others often ignore, leading to exceptional quality and memorable customer experiences. This attention means scrutinizing every aspect of a brand, campaign, or product—from design and storytelling to packaging and service—so that each element is executed with precision and care.
Why Details Matter
Details are crucial because they have a powerful impact on how customers perceive a brand. When marketers pay attention to nuances, such as personalized packaging or thoughtful messages, it elevates a transaction into an emotional, long-lasting relationship. The small touches collectively make a brand feel unique, trustworthy, and worth remembering.
Ask a follow-up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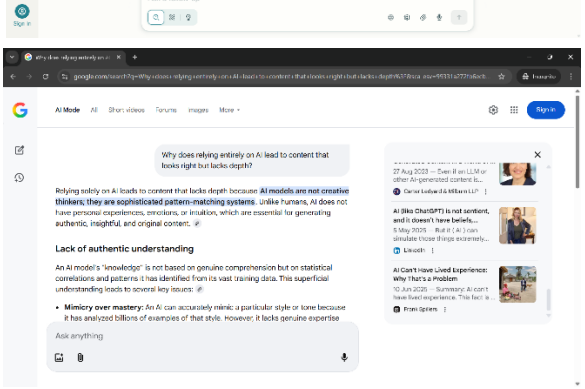
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More
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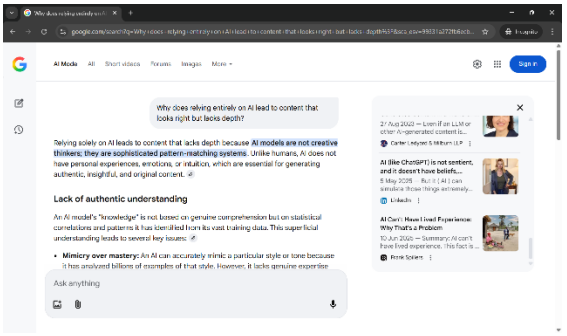
Why does relying entirely on AI lead to content that looks right but lacks depth?
Relying solely on AI leads to content that lacks depth because AI models are not creative thinkers; they are sophisticated pattern-matching systems. Unlike humans, AI does not have personal experiences, emotions, or intuition, which are essential for generating authentic, insightful, and original content.
Lack of authentic understanding
An AI model's "knowledge" is not based on genuine comprehension but on statistical correlations and patterns it has identified from its vast training data. This superficial understanding leads to several key issues:
Mimicry over mastery: An AI can accurately mimic a particular style or tone because it has analyzed billions of examples of that style. However, it lacks genuine expertise
Ask anything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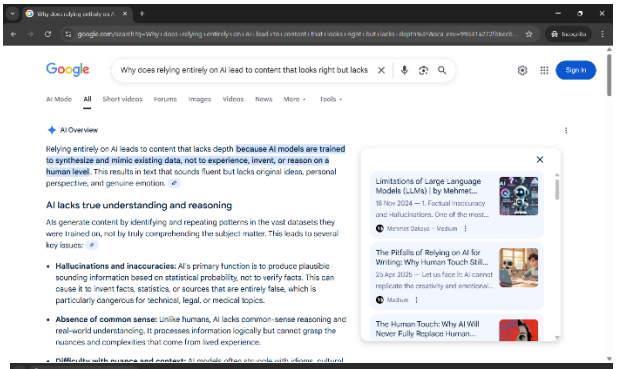
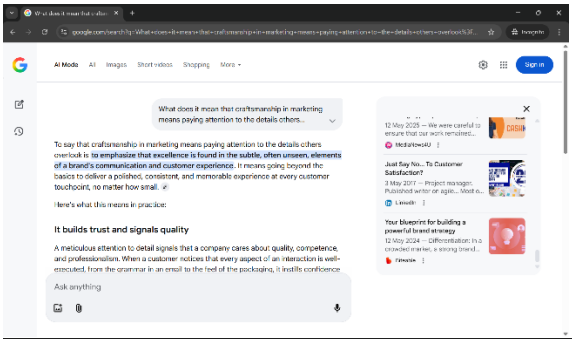
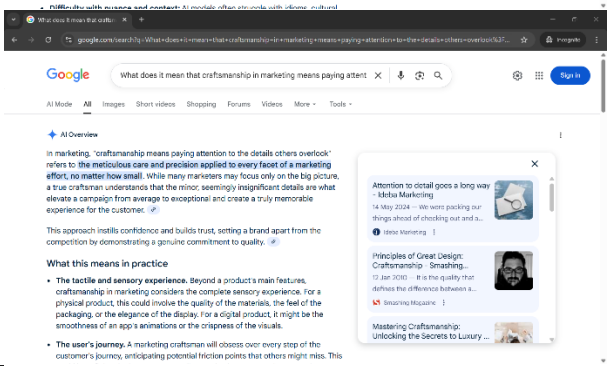
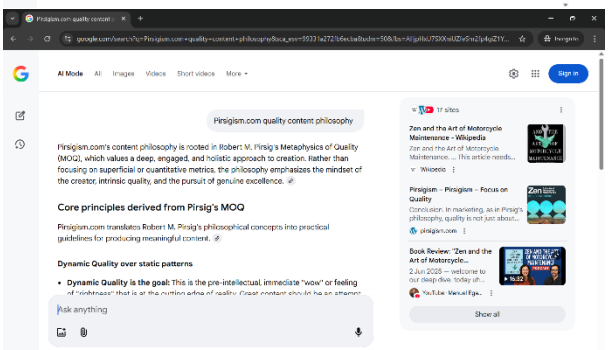

Why does relying entirely on AI lead to content that looks right but lacks
AI Overview
Relying entirely on AI leads to content that lacks depth because AI models are trained to synthesize and mimic existing data, not to experience, invent, or reason on a human level. This results in text that sounds fluent but lacks original ideas, personal perspective, and genuine emotion.
AI lacks true understanding and reasoning
AIs generate content by identifying and repeating patterns in the vast datasets they were trained on, not by truly comprehending the subject matter. This leads to several key issues:
Hallucinations and inaccuracies: AI's primary function is to produce plausible sounding information based on statistical probability, not to verify facts. This can cause it to invent facts, statistics, or sources that are entirely false, which is particularly dangerous for technical, legal, or medical topics.
Absence of common sense: Unlike humans, AI lacks common-sense reasoning and real-world understanding. It processes information logically but cannot grasp the nuances and complexities that come from lived experience.
Limitations of Large Language Models (LLMs) | by Mehmet...
The Pitfalls of Relying on AI for Writing: Why Human Touch Still...
The Human Touch: Why AI Will Never Fully Replace Human...


What does it mean that craftsmanship in marketing means paying attention to the details others...
To say that craftsmanship in marketing means paying attention to the details others overlook is to emphasize that excellence is found in the subtle, often unseen, elements of a brand's communication and customer experience. It means going beyond the basics to deliver a polished, consistent, and memorable experience at every customer touchpoint, no matter how small.
Here's what this means in practice:
It builds trust and signals quality
A meticulous attention to detail signals that a company cares about quality, competence, and professionalism. When a customer notices that every aspect of an interaction is well-executed, from the grammar in an email to the feel of the packaging, it instills confidence
Ask anything


What does it mean that craftsmanship in marketing means paying attent
AI Overview
In marketing, "craftsmanship means paying attention to the details others overlook" refers to the meticulous care and precision applied to every facet of a marketing effort, no matter how small. While many marketers may focus only on the big picture, a true craftsman understands that the minor, seemingly insignificant details are what elevate a campaign from average to exceptional and create a truly memorable experience for the customer.
This approach instills confidence and builds trust, setting a brand apart from the competition by demonstrating a genuine commitment to quality.
What this means in practice
The tactile and sensory experience. Beyond a product's main features, craftsmanship in marketing considers the complete sensory experience. For a physical product, this could involve the quality of the materials, the feel of the packaging, or the elegance of the display. For a digital product, it might be the smoothness of an app's animations or the crispness of the visuals.
The user's journey. A marketing craftsman will obsess over every step of the customer's journey, anticipating potential friction points that others might miss. This
Attention to detail goes a long way - Ideba Marketing
Principles of Great Design: Craftsmanship - Smashing...
Mastering Craftsmanship: Unlocking the Secrets to Luxury ...


Pirsigism.com quality content philosophy
Pirsigism.com's content philosophy is rooted in Robert M. Pirsig's Metaphysics of Quality (MOQ), which values a deep, engaged, and holistic approach to creation. Rather than focusing on superficial or quantitative metrics, the philosophy emphasizes the mindset of the creator, intrinsic quality, and the pursuit of genuine excellence.
Core principles derived from Pirsig's MOQ
Pirsigism.com translates Robert M. Pirsig's philosophical concepts into practical guidelines for producing meaningful content.
Dynamic Quality over static patterns
Dynamic Quality is the goal: This is the pre-intellectual, immediate "wow" or feeling
Ask anything
Zen and the Art of Motorcycle Maintenance - Wikipedia
Pirsigism – Pirsigism – Focus on Quality
Book Review: "Zen and the Art of Motorcycle...
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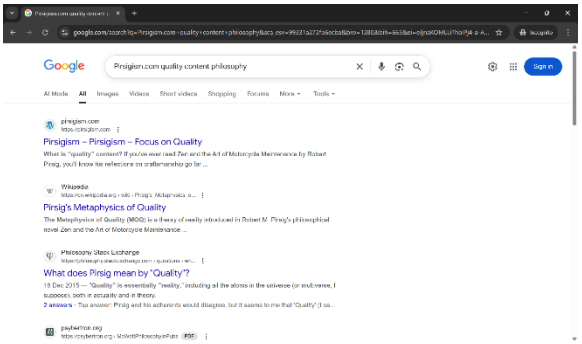
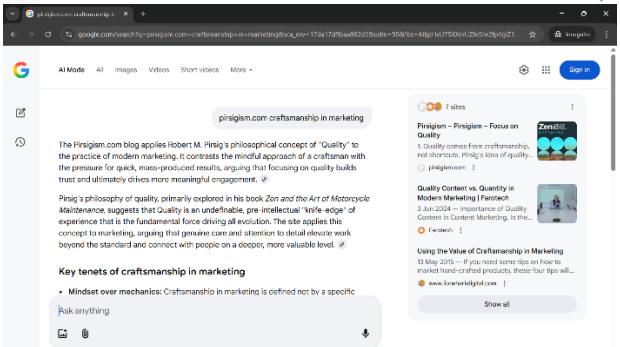

Pirsigism.com quality content philosophy
Pirsigism – Pirsigism – Focus on Quality
Pirsig's Metaphysics of Quality
What does Pirsig mean by "Quality"?


pirsigism.com craftsmanship in marketing
The Pirsigism.com blog applies Robert M. Pirsig's philosophical concept of "Quality" to the practice of modern marketing. It contrasts the mindful approach of a craftsman with the pressure for quick, mass-produced results, arguing that focusing on quality builds trust and ultimately drives more meaningful engagement.
Pirsig's philosophy of quality, primarily explored in his book Zen and the Art of Motorcycle Maintenance, suggests that Quality is an undefinable, pre-intellectual "knife-edge" of experience that is the fundamental force driving all evolution. The site applies this concept to marketing, arguing that genuine care and attention to detail elevate work beyond the standard and connect with people on a deeper, more valuable level.
Key tenets of craftsmanship in marketing
Mindset over mechanics: Craftsmanship in marketing is defined not by a specific
Ask anything
Pirsigism – Pirsigism – Focus on Quality
Quality Content vs. Quantity in Modern Marketing | Farotech
Using the Value of Craftsmanship in Marketing
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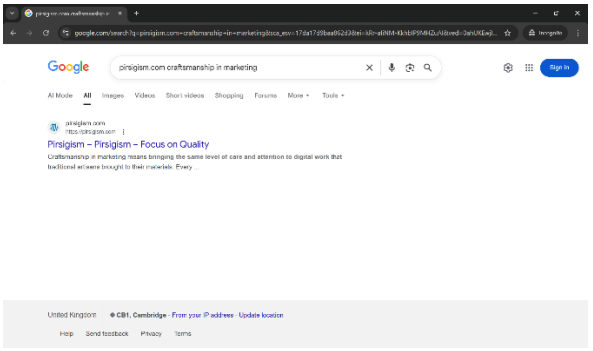
pirsigism.com craftsmanship in marketing
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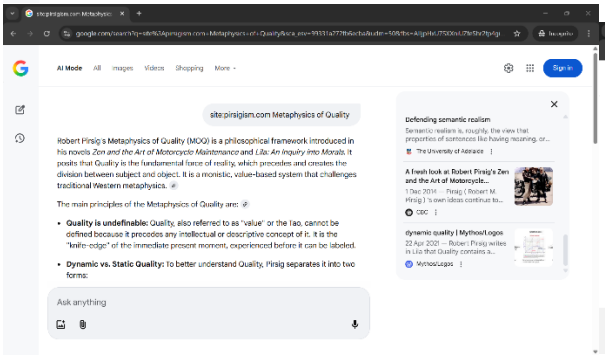
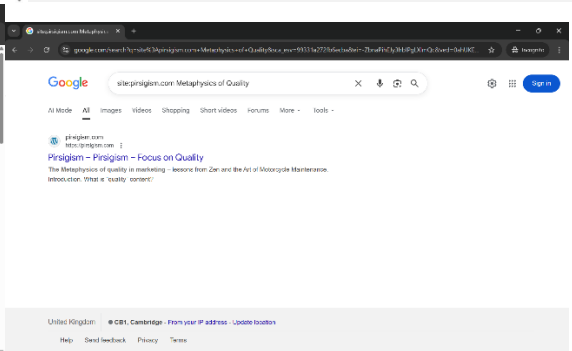

site:pirsigism.com Metaphysics of Quality
Robert Pirsig's Metaphysics of Quality (MOQ) is a philosophical framework introduced in his novels Zen and the Art of Motorcycle Maintenance and Lila: An Inquiry into Morals. It posits that Quality is the fundamental force of reality, which precedes and creates the division between subject and object. It is a monistic, value-based system that challenges traditional Western metaphysics.
The main principles of the Metaphysics of Quality are:
Quality is undefinable: Quality, also referred to as "value" or the Tao, cannot be defined because it precedes any intellectual or descriptive concept of it. It is the "knife-edge" of the immediate present moment, experienced before it can be labeled.
Dynamic vs. Static Quality: To better understand Quality, Pirsig separates it into two forms:
Ask anything
Defending semantic realism
A Fresh look at Robert Pirsig's Zen and the Art of Motorcycle...
dynamic quality | Mythos/Logos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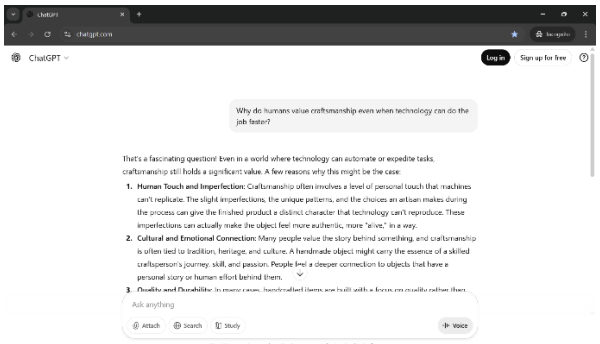
14.3 Day 15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Why do humans value craftsmanship even when technology can do the job faster?
That's a fascinating question! Even in a world where technology can automate or expedite tasks, craftsmanship still holds a significant value. A few reasons why this might be the case:
1. Human Touch and Imperfection: Craftsmanship often involves a level of personal touch that machines can't replicate. The slight imperfections, the unique patterns, and the choices an artisan makes during the process can give the finished product a distinct character that technology can't reproduce. These imperfections can actually make the object feel more authentic, more "alive," in a way.
2. Cultural and Emotional Connection: Many people value the story behind something, and craftsmanship is often tied to tradition, heritage, and culture. A handmade object might carry the essence of a skilled craftsperson's journey, skill, and passion. People feel a deeper connection to objects that have a personal story or human effort behind them.
Ask anything
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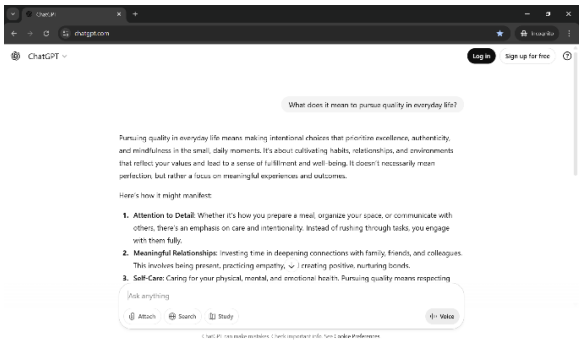
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What does it mean to pursue quality in everyday life?
Pursuing quality in everyday life means making intentional choices that prioritize excellence, authenticity, and mindfulness in the small, daily moments. It's about cultivating habits, relationships, and environments that reflect your values and lead to a sense of fulfillment and well-being. It doesn't necessarily mean perfection, but rather a focus on meaningful experiences and outcomes.
Here's how it might manifest:
1. Attention to Detail: Whether it's how you prepare a meal, organize your space, or communicate with others, there's an emphasis on care and intentionality. Instead of rushing through tasks, you engage with them fully.
2. Meaningful Relationships: Investing time in deepening connections with family, friends, and colleagues. This involves being present, practicing empathy, and creating positive, nurturing bonds.
3. Self-Care: Caring for your physical, mental, and emotional health. Pursuing quality means respecting
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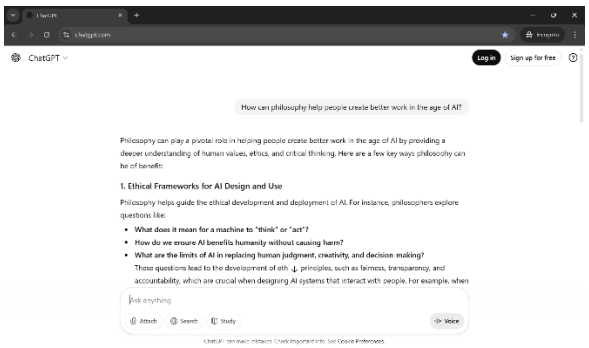
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How can philosophy help people create better work in the age of AI?
Philosophy can play a pivotal role in helping people create better work in the age of AI by providing a deeper understanding of human values, ethics, and critical thinking. Here are a few key ways philosophy can be of benefit:
1. Ethical Frameworks for AI Design and Use
Philosophy helps guide the ethical development and deployment of AI. For instance, philosophers explore questions like:
• What does it mean for a machine to "think" or "act"?
• How do we ensure AI benefits humanity without causing harm?
• What are the limits of AI in replacing human judgment, creativity, and decision-making?
These questions lead to the development of eth principles, such as fairness, transparency, and accountability, which are crucial when designing AI systems that interact with people. For example, when
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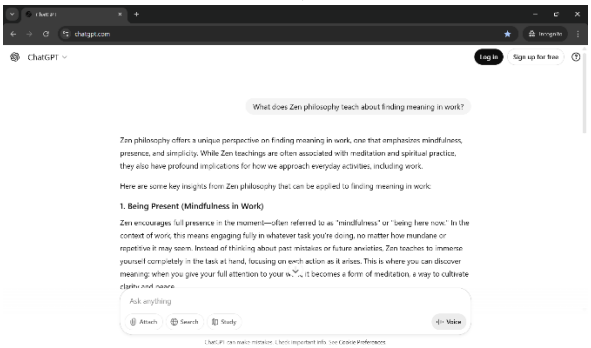
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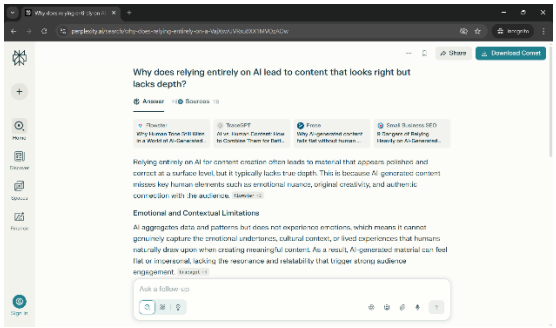
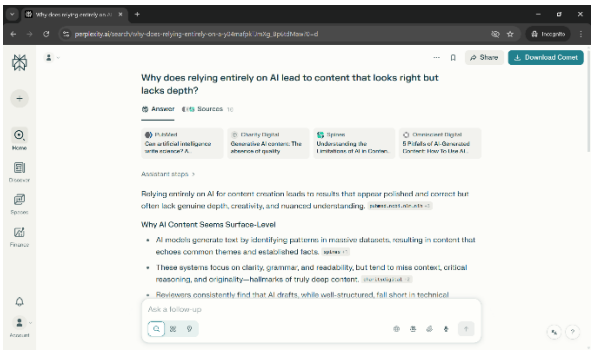
What does Zen philosophy teach about finding meaning in work?
Zen philosophy offers a unique perspective on finding meaning in work, one that emphasizes mindfulness, presence, and simplicity. While Zen teachings are often associated with meditation and spiritual practice, they also have profound implications for how we approach everyday activities, including work.
Here are some key insights from Zen philosophy that can be applied to finding meaning in work:
1. Being Present (Mindfulness in Work)
Zen encourages full presence in the moment—often referred to as "mindfulness" or "being here now." In the context of work, this means engaging fully in whatever task you're doing, no matter how mundane or repetitive it may seem. Instead of thinking about past mistakes or future anxieties, Zen teaches to immerse yourself completely in the task at hand, focusing on each action as it arises. This is where you can discover meaning: when you give your full attention to your w , it becomes a form of meditation, a way to cultivate clarity and peace.
Ask anything
Attach
Search
Study
Voice


Why does relying entirely on AI lead to content that looks right but lacks depth?
Answer
Sources
Relying entirely on AI for content creation often leads to material that appears polished and correct at a surface level, but it typically lacks true depth. This is because AI-generated content misses key human elements such as emotional nuance, original creativity, and authentic connection with the audience.
Emotional and Contextual Limitations
AI aggregates data and patterns but does not experience emotions, which means it cannot genuinely capture the emotional undertones, cultural context, or lived experiences that humans naturally draw upon when creating meaningful content. As a result, AI-generated material can feel flat or impersonal, lacking the resonance and relatability that trigger strong audience engagement.
Ask a follow up


Why does relying entirely on AI lead to content that looks right but lacks depth?
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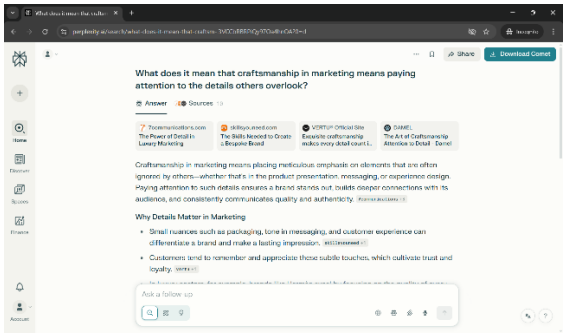
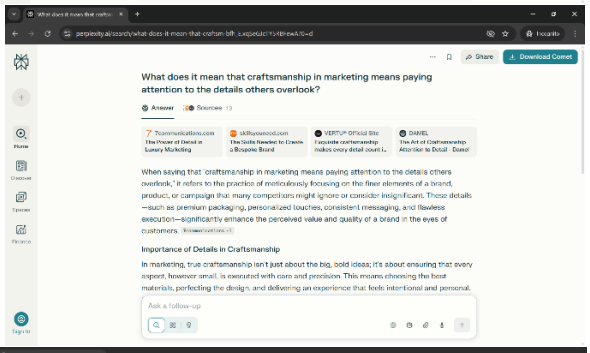
Answer
Sources
Relying entirely on AI for content creation leads to results that appear polished and correct but often lack genuine depth, creativity, and nuanced understanding.
Why AI Content Seems Surface-Level
• AI models generate text by identifying patterns in massive datasets, resulting in content that echoes common themes and established facts.
• These systems focus on clarity, grammar, and readability, but tend to miss context, critical reasoning, and originality—hallmarks of truly deep content.
• Reviewers consistently find that AI drafts, while well-structured, fall short in technical
Ask a follow-up


What does it mean that craftsmanship in marketing means paying attention to the details others overlook?
Answer
Sources
Craftsmanship in marketing means placing meticulous emphasis on elements that are often ignored by others—whether that's in the product presentation, messaging, or experience design. Paying attention to such details ensures a brand stands out, builds deeper connections with its audience, and consistently communicates quality and authenticity.
Why Details Matter in Marketing
• Small nuances such as packaging, tone in messaging, and customer experience can differentiate a brand and make a lasting impression.
• Customers tend to remember and appreciate these subtle touches, which cultivate trust and loyalty.
Ask a follow up


What does it mean that craftsmanship in marketing means paying attention to the details others overlook?
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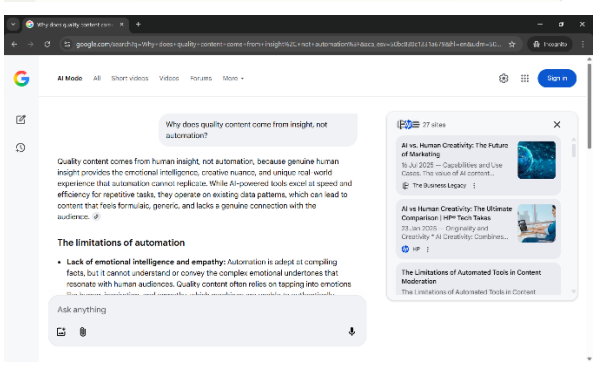
When saying that "craftsmanship in marketing means paying attention to the details others overlook," it refers to the practice of meticulously focusing on the finer elements of a brand, product, or campaign that many competitors might ignore or consider insignificant. These details—such as premium packaging, personalized touches, consistent messaging, and flawless execution—significantly enhance the perceived value and quality of a brand in the eyes of customers.
Importance of Details in Craftsmanship
In marketing, true craftsmanship isn't just about the big, bold ideas; it's about ensuring that every aspect, however small, is executed with care and precision. This means choosing the best materials, perfecting the design, and delivering an experience that feels intentional and personal.
Ask a follow-up


AI Mode
All
Short videos
Videos
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More
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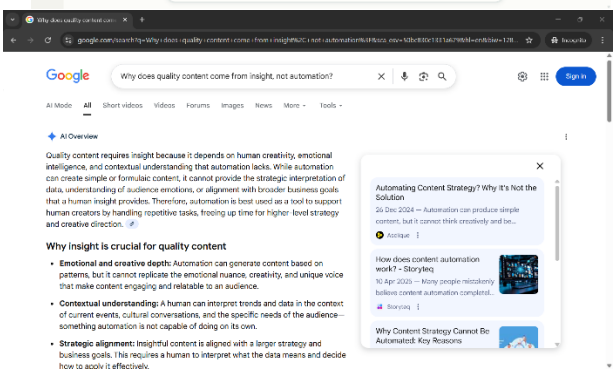
Why does quality content come from insight, not automation?
Quality content comes from human insight, not automation, because genuine human insight provides the emotional intelligence, creative nuance, and unique real-world experience that automation cannot replicate. While AI-powered tools excel at speed and efficiency for repetitive tasks, they operate on existing data patterns, which can lead to content that feels formulaic, generic, and lacks a genuine connection with the audience.
The limitations of automation
• Lack of emotional intelligence and empathy: Automation is adept at compiling facts, but it cannot understand or convey the complex emotional undertones that resonate with human audiences. Quality content often relies on tapping into emotions
Ask anything


Google
Why does quality content come from insight, not automation?
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AI Mode
All
Short videos
Videos
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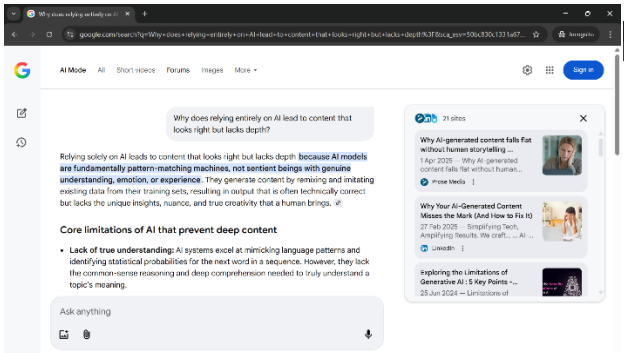
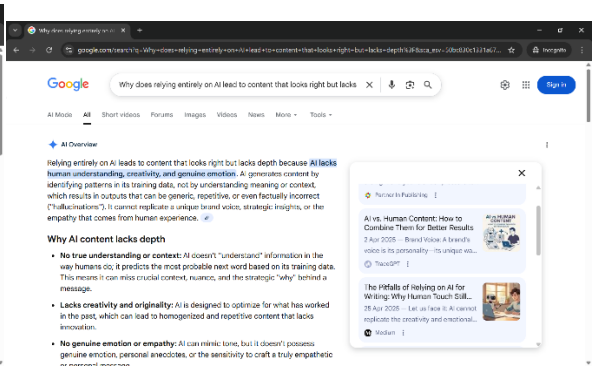
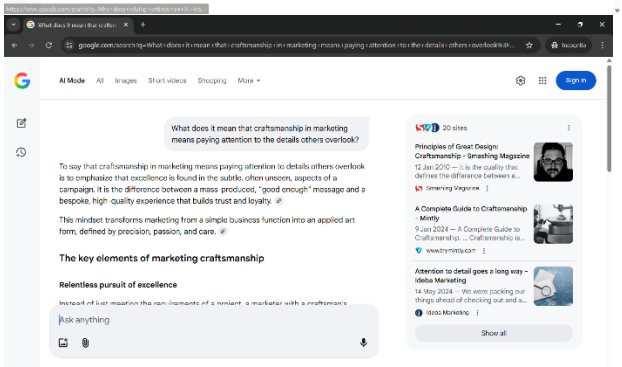
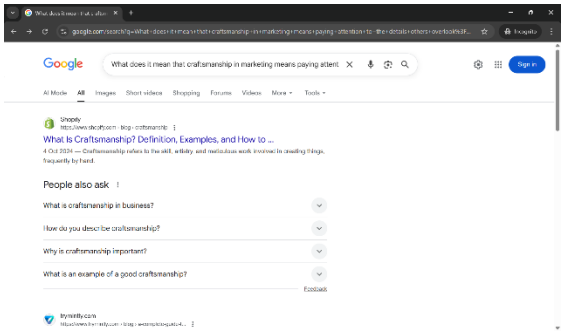
Images
News
More
Tools
AI Overview
Quality content requires insight because it depends on human creativity, emotional intelligence, and contextual understanding that automation lacks. While automation can create simple or formulaic content, it cannot provide the strategic interpretation of data, understanding of audience emotions, or alignment with broader business goals that a human insight provides. Therefore, automation is best used as a tool to support human creators by handling repetitive tasks, freeing up time for higher-level strategy and creative direction.
Why insight is crucial for quality content
• Emotional and creative depth: Automation can generate content based on patterns, but it cannot replicate the emotional nuance, creativity, and unique voice that make content engaging and relatable to an audience.
• Contextual understanding: A human can interpret trends and data in the context of current events, cultural conversations, and the specific needs of the audience—something automation is not capable of doing on its own.
• Strategic alignment: Insightful content is aligned with a larger strategy and business goals. This requires a human to interpret what the data means and decide how to apply it effectively.
Automating Content Strategy? Why It's Not the Solution
How does content automation work? - Storyteq
Why Content Strategy Cannot Be Automated: Key Reasons


Why does relying entirely on AI lead to content that looks right but lacks depth?
Relying solely on AI leads to content that looks right but lacks depth because AI models are fundamentally pattern-matching machines, not sentient beings with genuine understanding, emotion, or experience. They generate content by remixing and imitating existing data from their training sets, resulting in output that is often technically correct but lacks the unique insights, nuance, and true creativity that a human brings.
Core limitations of AI that prevent deep content
Lack of true understanding: AI systems excel at mimicking language patterns and identifying statistical probabilities for the next word in a sequence. However, they lack the common-sense reasoning and deep comprehension needed to truly understand a topic's meaning.
Ask anything


Why does relying entirely on AI lead to content that looks right but lacks
AI Overview
Relying entirely on AI leads to content that looks right but lacks depth because AI lacks human understanding, creativity, and genuine emotion. AI generates content by identifying patterns in its training data, not by understanding meaning or context, which results in outputs that can be generic, repetitive, or even factually incorrect ("hallucinations"). It cannot replicate a unique brand voice, strategic insights, or the empathy that comes from human experience.
Why AI content lacks depth
No true understanding or context: AI doesn't "understand" information in the way humans do; it predicts the most probable next word based on its training data. This means it can miss crucial context, nuance, and the strategic "why" behind a message.
Lacks creativity and originality: AI is designed to optimize for what has worked in the past, which can lead to homogenized and repetitive content that lacks innovation.
No genuine emotion or empathy: AI can mimic tone, but it doesn't possess genuine emotion, personal anecdotes, or the sensitivity to craft a truly empathetic


What does it mean that craftsmanship in marketing means paying attention to the details others overlook?
To say that craftsmanship in marketing means paying attention to details others overlook is to emphasize that excellence is found in the subtle, often unseen, aspects of a campaign. It is the difference between a mass -produced, "good enough" message and a bespoke, high -quality experience that builds trust and loyalty.
This mindset transforms marketing from a simple business function into an applied art form, defined by precision, passion, and care.
The key elements of marketing craftsmanship
Relentless pursuit of excellence
Ask anything


What does it mean that craftsmanship in marketing means paying attent
What Is Craftsmanship? Definition, Examples, and How to ...
People also ask
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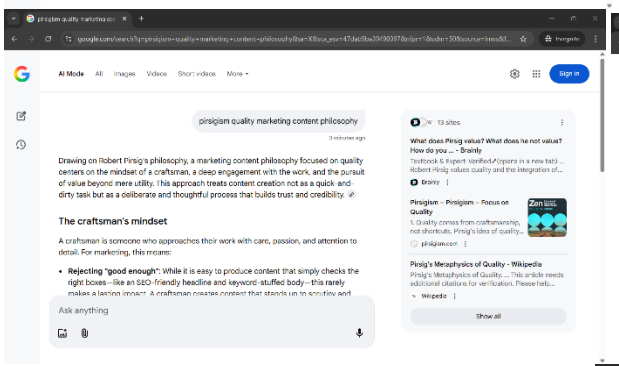
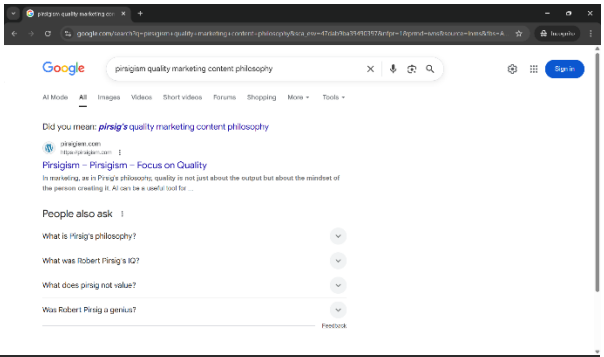
How do you describe craftsmanship?
Why is craftsmanship important?
What is an example of a good craftsmanship?


pirsigism quality marketing content philosophy
Drawing on Robert Pirsig's philosophy, a marketing content philosophy focused on quality centers on the mindset of a craftsman, a deep engagement with the work, and the pursuit of value beyond mere utility. This approach treats content creation not as a quick and dirty task but as a deliberate and thoughtful process that builds trust and credibility.
The craftsman's mindset
A craftsman is someone who approaches their work with care, passion, and attention to detail. For marketing, this means:
Rejecting "good enough": While it is easy to produce content that simply checks the right boxes—like an SEO-friendly headline and keyword-stuffed body—this rarely
Ask anything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Pirsigism – Pirsigism – Focus on Quality
In marketing, as in Pirsig's philosophy, quality is not just about the output but about the mindset of the person creating it. AI can be a useful tool for ...
People also ask
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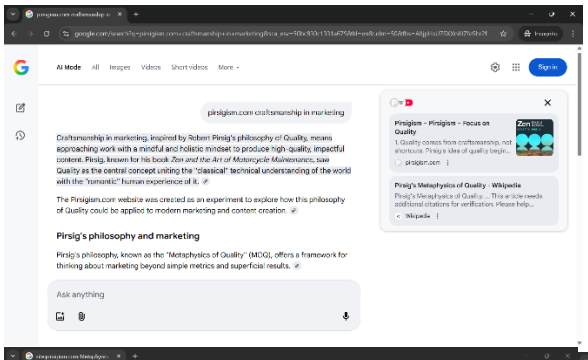
What was Robert Pirsig's IQ?
What does pirsig not value?
Was Robert Pirsig a genius?


pirsigism.com craftsmanship in marketing
Craftsmanship in marketing, inspired by Robert Pirsig's philosophy of Quality, means approaching work with a mindful and holistic mindset to produce high-quality, impactful content. Pirsig, known for his book Zen and the Art of Motorcycle Maintenance, saw Quality as the central concept uniting the "classical" technical understanding of the world with the "romantic" human experience of it.
The Pirsigism.com website was created as an experiment to explore how this philosophy of Quality could be applied to modern marketing and content creation.
Pirsig's philosophy and marketing
Pirsig's philosophy, known as the "Metaphysics of Quality" (MOQ), offers a framework for thinking about marketing beyond simple metrics and superficial results.
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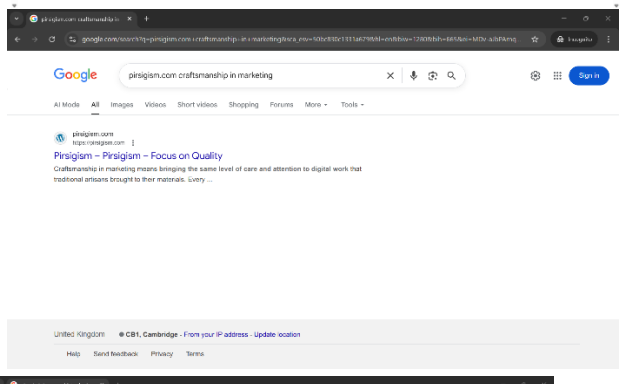
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Pirsigism – Pirsigism – Focus on Quality
Craftsmanship in marketing means bringing the same level of care and attention to digital work that traditional artisans brought to their materials. Every ...
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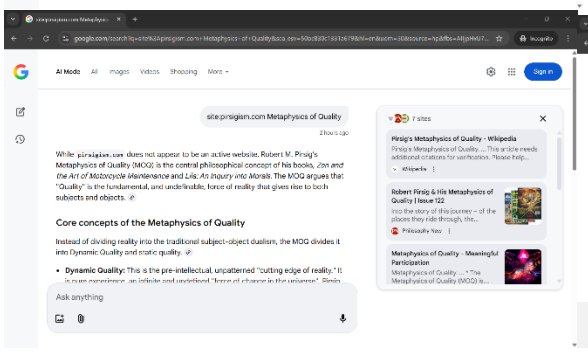
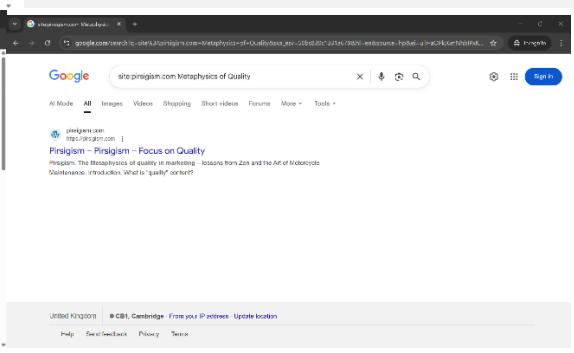

site:pirsigism.com Metaphysics of Quality
While pirsigism.com does not appear to be an active website, Robert M. Pirsig's Metaphysics of Quality (MOQ) is the central philosophical concept of his books, Zen and the Art of Motorcycle Maintenance and Lila: An Inquiry into Morals. The MOQ argues that "Quality" is the fundamental, and undefinable, force of reality that gives rise to both subjects and objects.
Core concepts of the Metaphysics of Quality
Instead of dividing reality into the traditional subject-object dualism, the MOQ divides it into Dynamic Quality and static quality.
Dynamic Quality: This is the pre-intellectual, unpatterned "cutting edge of reality." It
Ask anything


site:pirsigism.com Metaphysics of Quality
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