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From Invisible to Inevitable:

How to Make Your Brand Chosen in the Age of Ai

1. Why This Matters Now

The customer journey is being rewritten. AI chat and generative engines are changing how discovery, consideration, and loyalty happen. One in ten people already start with AI chat, and over a billion weekly users now rely on AI tools to find answers — not websites. Just like 1999’s shift from print to digital, we’re at the dawn of a new medium.

Traditional Google search still dominates ($\approx 88\%$), but AI-driven discovery is growing rapidly (4–5% and climbing). Waiting for it to “mature” risks invisibility during the next decade of compounding growth.

It takes practice, education and experimentation to become proficient. Start now. It's moving fast.

2. The Shift from Clicks to Answers

AI doesn’t click — it answers.

Generative engines summarize, recommend, and *decide* which brands appear in responses. Your website is no longer a brochure — it’s becoming the API to your brand.

In this new model:

- The AI engine (not the user) visits your site.
- Data, citations, and structure replace meta tags and keywords as visibility levers.
- The funnel has gone from linear and clickable to instant and conversational.

3. Brand Trust = Performance Channel

Emotion and empathy drive results — Ai engines provide answers and recommendations. Customers who *feel understood* are:



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- 3x more likely to recommend
- 4x more likely to repurchase
- 7x more likely to try something new

AI models are trained to reward empathy and clarity — they surface brands that demonstrate expertise, credibility, and human connection. The brands that lead in *trust data* will lead in performance.

4. SEO, AEO, GEO: What are the differences.

Framework	Focus	Goal
SEO	SERPS	SEO focuses on <i>making sure your website ranks in SERPS on Google and Bing..</i>
AEO	Discoverability	Making sure Ai engines can find and verify your brand so they can cite your brand in answers..
GEO	Amplification	Create & Publish content that Ai engines find out on the internet from credible sources so that your brand is cited in the answer.

5. Where do Ai engines get their answer from?

AI citations sources:

- Owned content (20–40%) — your Website
- Shared content (10–20%) — what you post elsewhere.
- Earned content (50–70%) — what others say / write about you.

6. Practical Steps to Improve AI Visibility

1. Use structured data (Schema.org) so engines can parse and trust your site.
2. Refresh and clarify your content with direct, FAQ-style answers.



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3. Enhance E-E-A-T (Experience, Expertise, Authoritativeness, Trust).
4. Monitor brand mentions and citations — both internal and external.
5. Adopt a zero-click mindset — optimize for being *the answer*, not the link.

SEO made you visible to search bots.

AEO and GEO make you visible to AI engines.

You need to do both well.

Most brands are missing 70–80% of structured data opportunities—this is low-hanging fruit.

7. How to Measure Progress

Right now, Brand Visibility in AI responses is the leading indicator of success. Industry standards for ROI are emerging, but early advantages are meaningful:

- LLM interactions are converting at higher rates than traditional SERPs because of fewer click steps and page dives to find an answer.
- Visibility within AI answers builds trust, intent, and eventual sales lift.

Your early actions define whether you're *the source* of the answer — or omitted entirely.

8. What to Do Next

Dotted Line helps brands prepare for AI-driven discoverability by:

- Step 1: Start Monitoring & Benchmarking your current AI visibility.
- Step 2: Strengthening the structured data and content AI relies on your website.
- Step 3: Build a Content Roadmap for measurable visibility and ROI.

See how your brand appears in AI today—and where you're being left out. Request a Visibility Audit.



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At Dotted Line, we believe AI discovery favors brands with clarity, structured data, and narrative depth. We help brands architect all three.

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