



MemberWise

## Webcast

**Navigating the AI Frontier:**

# **Future-proofing Member Engagement & Digital Visibility**

**How much do you trust and  
value the AI Mode Results?**

**“ChatGPT is months away from mass adoption as a search tool.”**

Quote from a research paper called How People Use ChatGPT by  
[National Bureau of Economic Research](#)

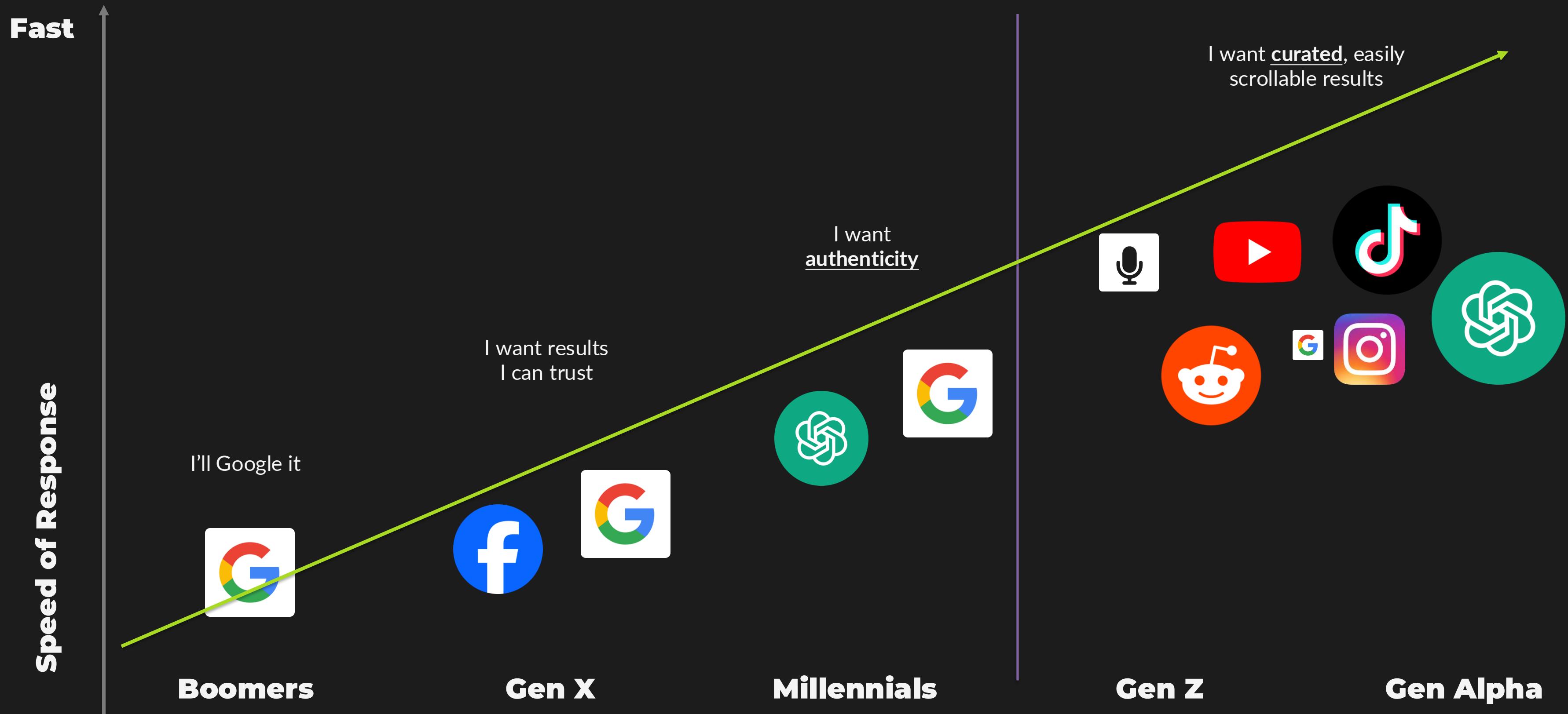
**“AI Mode isn’t just a search interface; it’s a paradigm shift”**

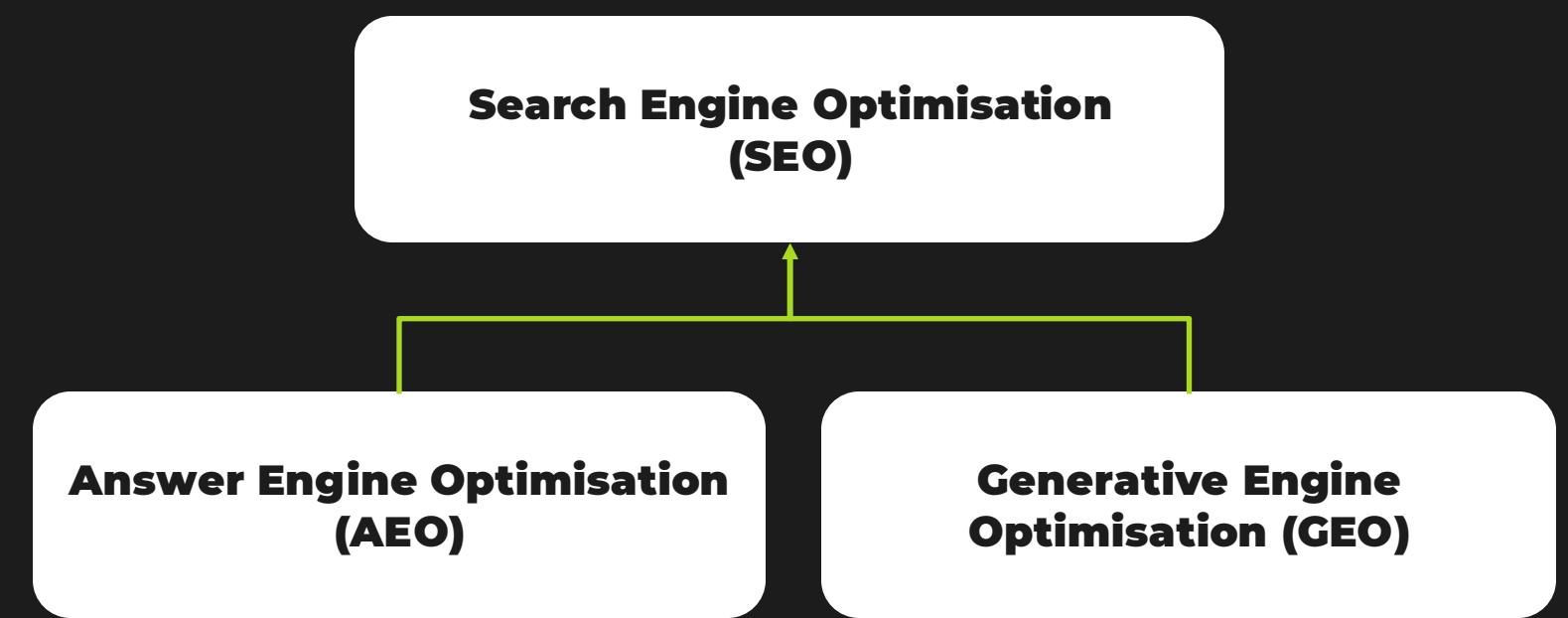
- Google

**“Visual and audio content may surface more easily. Think voice search optimisation and image or video-based responses.”**

- Google, August 2025

# Generational behaviour has shifted.



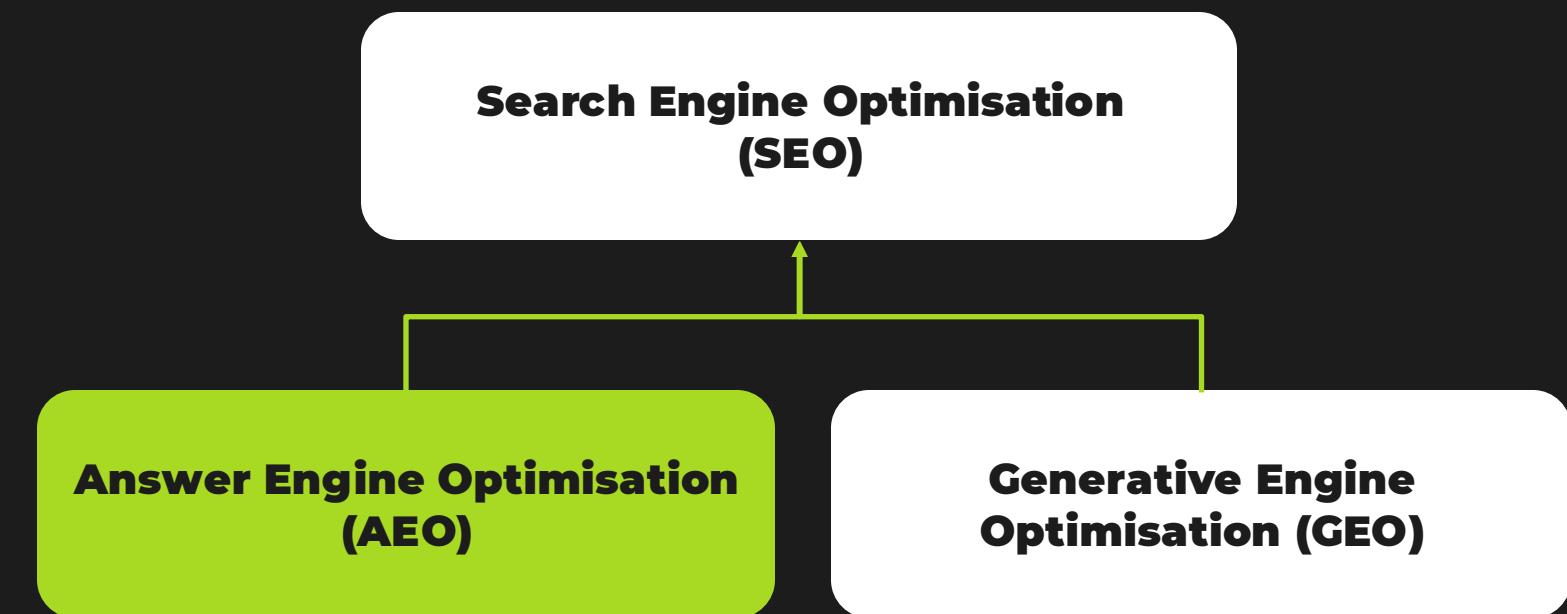


## What is Answer Engine Optimisation (AEO)?

**Purpose:** AEO helps you rank your content for the featured snippets and summaries you now see at the top of Google and Bing searches. In addition, it optimises your content for voice searches such as Google Assistant, Siri and Alexa.

### How does AEO work?

- Understand User Intent
- Answer FAQs your content
- Schema Markup and content hierarchy is paramount
- Focus on easy-to-digest content which is voice optimised
- Keep answers short and direct



### What is the end goal?

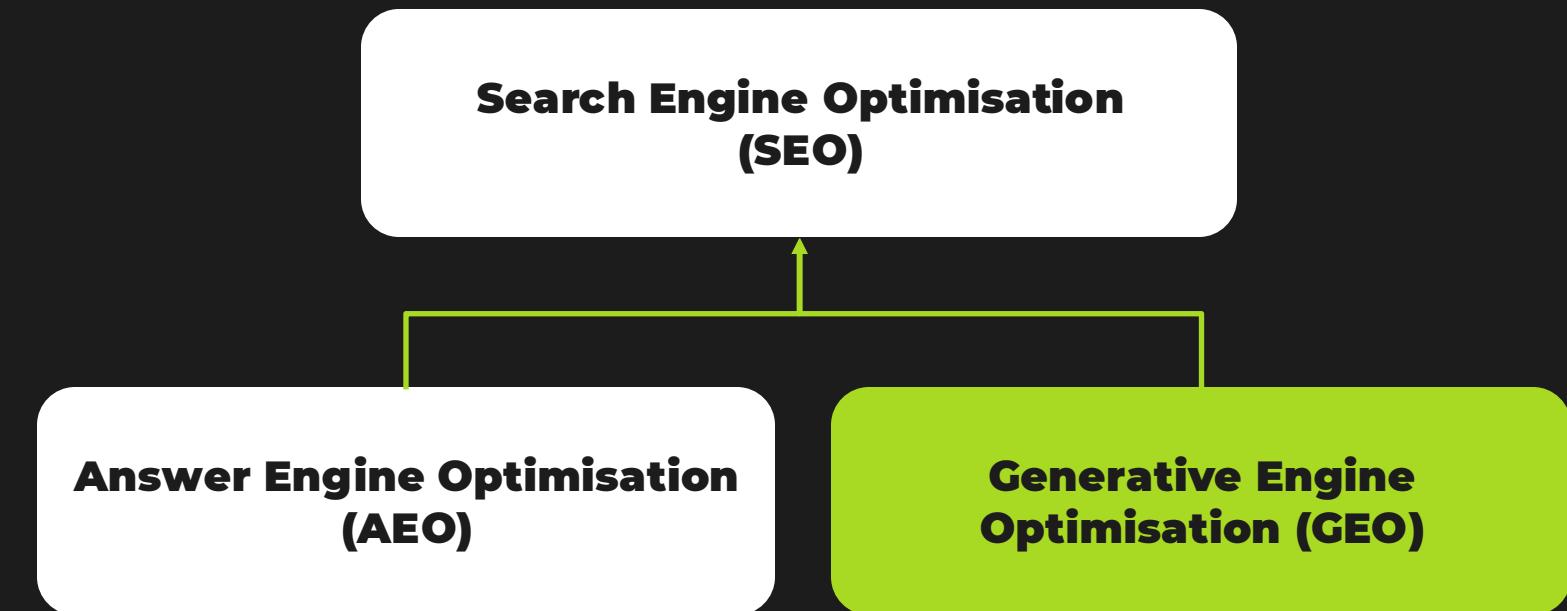
The way people search has changed. People are more likely to ask search engines a question rather than a specific keyword or topic. AEO focuses on optimising content for this new style of search, leading to growth in organic search results.

## What is Generative Engine Optimisation (GEO)?

**Purpose:** GEO is about optimising your content for AI tools like ChatGPT and, in the near future, Google AI Mode. The next iteration of search is heavily dependent on Generative AI tools that provide summaries. GEO will make sure you're ready for them.

### How does GEO work?

- Use Natural Language
- Add In-Depth & Helpful Info
- Technical SEO is key, Structured Data & Schema Markup
- Build Topic Authority, cite sources, for example
- Focus on Answers.



### What is the end goal?

Every major search engine now provides users with a short summary of the content related to the question or term searched for. GEO focuses on optimising your content to be used in these summaries and referenced as a source.

Optimising for **query intent** and  
**layered topic coverage** may  
increasingly outperform narrow **keyword**  
**SEO** approaches going forward.

- Google, August 2025

**Informational**  
- Awareness

**Commercial**  
- Consideration

**Transactional**  
- Decision

**Navigational**  
- Action

Optimising for **query intent** and  
**layered topic coverage** may  
increasingly outperform narrow **keyword**  
**SEO** approaches going forward.

- Google, August 2025

**LLM 'queries' average  
23 words.**

**Average Google is 4.6 words.**

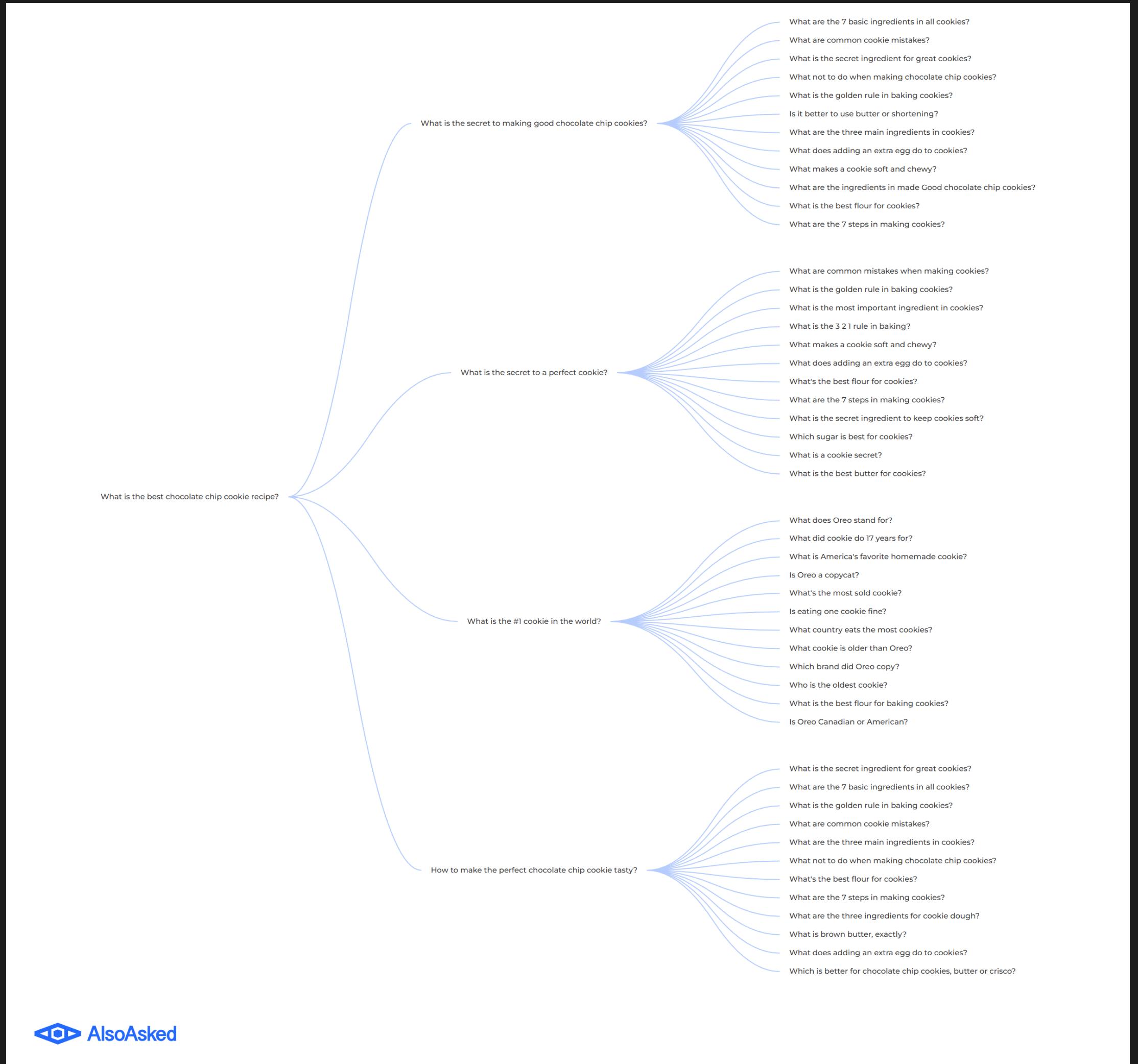
**>70% of questions are  
unique**

**People search for basic  
lookup to deep learning  
experiences.**

**Dialogue averages over 7  
minutes and averages  
over 4.14 queries.**

Structured content that answers not just the first question, but the second and third, is more likely to be surfaced in AI-powered overviews.

- Google, August 2025



The foundations haven't changed.  
You still need good **technical SEO**  
to perform.

- Google, August 2025

Google is focusing on what their users want. **Quick** and **accurate responses.**

Stop optimising pages for keywords.  
Start optimising pages for conversations.

Marketing goals are changing.  
**Zero-click visibility** is now dominating  
marketing reports.

Google is shifting towards a  
**rich snippets** focused experience.

## Easy chocolate chip cookies recipe (with video)

Learn how to make classic chocolate chip cookies and enjoy them still warm from the oven. Perfect for a bake sale or with your afternoon tea.

4.0 ★★★★ (456) · 32 mins

Best chewy chocolate chip...

Double chocolate chip cookies

Bicarbonate of soda



## Recipes



Easy chocolate chip cookies

Good Food

4.0 ★★★★ (456)

32 mins

Brown sugar, dark chocolate, butter, plain flour, golden caster



Chewy Chocolate Chip Cookies

Sally's Baking Addiction

4.7 ★★★★ (1.7K)

2 hrs 45 mins

Dark brown sugar, sweet chocolate chips, baking soda,



Chewy Chocolate Chip Cookies

Jane's Patisserie

4.9 ★★★★ (32)

1 hr 14 mins

Chocolate chips, plain flour, egg yolk, sea salt, vanilla extract

Show more

## Chewy Chocolate Chip Cookies!

7 Mar 2016 — Ingredients · 175 g unsalted butter · 225 g light brown soft sugar · 100 g white granulated sugar · 1 tsp vanilla extract · 1 medium egg · 1 egg yolk ...

4.9 ★★★★ (32) · 1 hr 14 mins



## Best Chocolate Chip Cookies (Popular Recipe!)

21 Apr 2025 — These super soft and chewy chocolate chip cookies are the most popular cookie recipe on my website. Melted butter, more brown sugar than white sugar, ...

4.7 ★★★★ (1,694) · 2 hrs 45 mins



For a classic and reliable chocolate chip cookie, this recipe is adapted from the well-known original NESTLÉ® TOLL HOUSE® recipe, a widely recognized standard.

## Ingredients

- 2 1/4 cups all-purpose flour
- 1 tsp baking soda
- 1 tsp salt
- 1 cup (2 sticks) unsalted butter, softened
- 3/4 cup granulated sugar
- 3/4 cup packed brown sugar
- 1 tsp vanilla extract
- 2 large eggs
- 2 cups semi-sweet chocolate chips
- 1 cup chopped nuts (optional)

## Instructions

1. Preheat oven to 375° F (190° C).
2. Combine dry ingredients: In a small bowl, whisk together the flour, baking soda, and salt.
3. Cream butter and sugars: In a large mixer bowl, beat the softened butter, granulated sugar, brown sugar, and vanilla extract until the mixture is creamy.
4. Add eggs: Beat in the eggs one at a time, making sure to mix well after each addition.
5. Combine wet and dry mixtures: Gradually beat the flour mixture into the wet mixture until just combined.
6. Stir in chips (and nuts): By hand, stir in the chocolate chips and nuts (if using).
7. Scoop and place: Drop rounded tablespoons of dough onto ungreased baking sheets, spacing them well apart to allow for spreading.

Ask anything

+

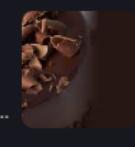
Original NESTLÉ® TOLL HOUSE® Chocolate Chip Cookies  
NESTLÉ® TOLL HOUSE® Semi-Sweet Chocolate Morsels \* 2 1/4...



How to Make Chewy Cookies | Baking Tips | Betty Crocker UK

To make your cookies chewy, all you need to do is give your cookie...

Betty Crocker UK



Easy chocolate chip cookies recipe (with video) - Good Food

Nutrition \* 120g butter, softened. \* 75g light brown sugar. \* 75g golde...

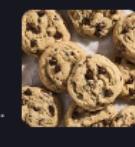
Good Food



Homemade Chocolate Chip Cookies Recipe -...

Some users have been making this recipe for decades because of its...

BettyCrocker.com



Classic Chocolate Chip Cookies Recipe - YouTube

Classic Chocolate Chip Cookies Recipe - YouTube. This content is...

YouTube



It took 1,200 chocolate chip cookies to perfect our new Reci...

The chocolate chip cookie is iconic. It's one of the first — and most...

King Arthur Baking



Classic Chocolate Chip Cookies | Grain-Free, Gluten-Free, Nut-Free

Classic Grain-Free Chocolate Chip Cookie Recipe adapted from the...

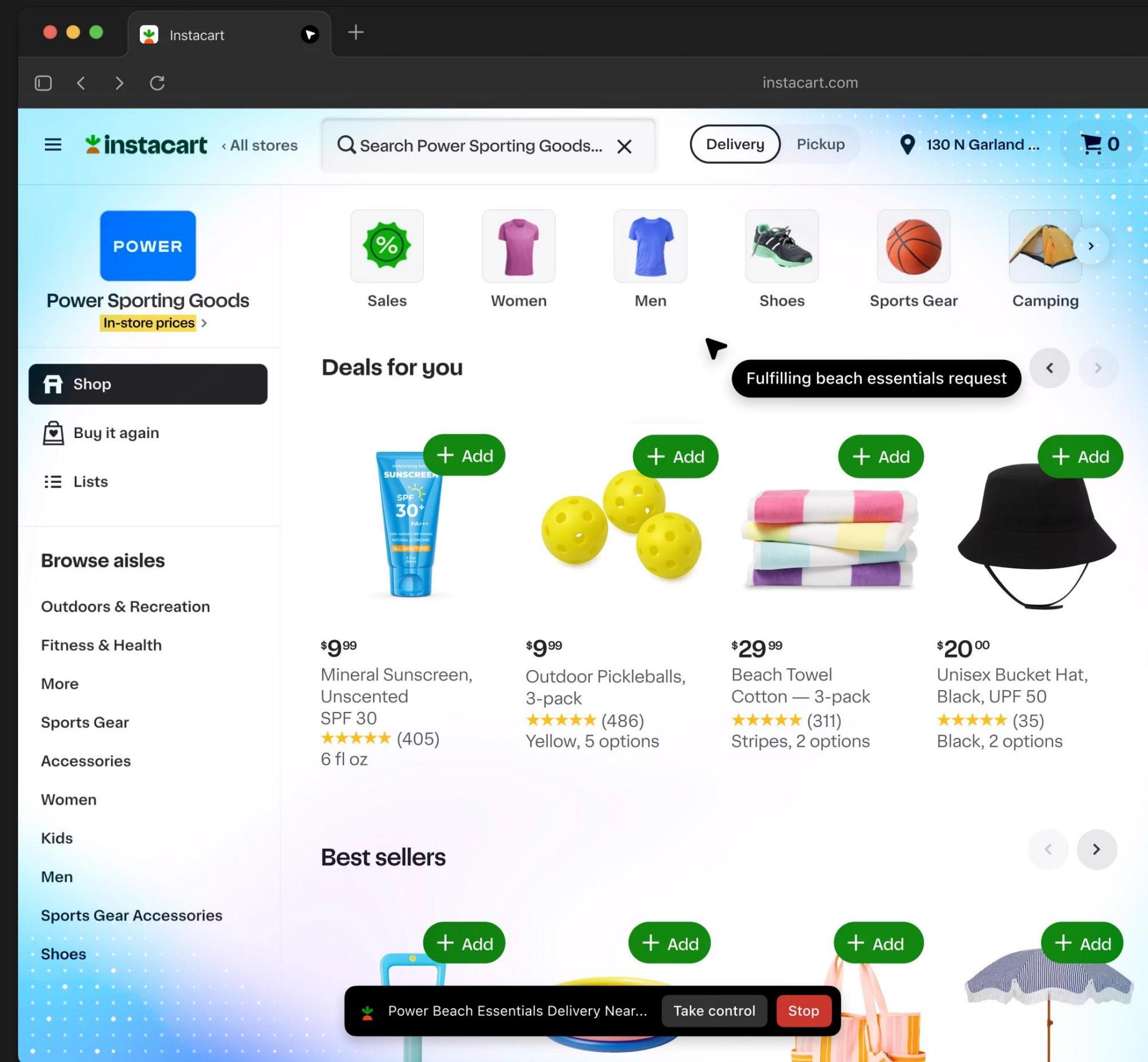


# ChatGPT Atlas



The image displays four browser windows illustrating the capabilities of ChatGPT across various web applications:

- Top Left:** aerionshoes.com - A product page for the WMNS Aerion Runner 8.1. The page shows a white sneaker, its price (\$155.00), color (WHITE / METALLIC SILVER / WHITE), and a size guide with options from 5 US to 13.5 US. A ChatGPT sidebar asks, "Would these be good shoes for a marathon?" and provides a response: "They'll work, but they're not top-tier for marathons. WMNS Aerion are stability shoes—great for support and daily training. They're heavier (about 9.5 oz), so not ideal if you want speed or racing efficiency. Good if: you overpronate, want cushion and stability. Not great if: you want a light, fast shoe for race day. Better marathon picks: Auri Veloce, Tempo One."
- Top Right:** instacart.com - The homepage of Instacart. A ChatGPT sidebar asks, "Heading to the beach with the kids tomorrow! Can you grab the usual beach-day stuff?" and responds: "The usual. Got it. I'll grab the well-rated SPF 50 sunscreen for the kids, those snacks they love, and a few extra supplies so you can just show up and enjoy the day."
- Bottom Left:** chatgpt.com - A ChatGPT interface showing a list of tabs related to Halloween decorations. A message from ChatGPT says, "Open the halloween decorations I was looking at last week in some new tabs." The interface also shows a history of "Opened tabs" and "Opened five Etsy pages you viewed for Halloween decor in new tabs: Garden Skull – concrete outdoor decor, Flying Witch Metal Wall Art, Trick or Treat Bag Personalized, Metal Halloween Skeleton, Ghosts stoneware coffee mug". A message at the bottom asks, "Want me to pull more from the last month?"
- Bottom Right:** chatgpt.com - A continuation of the ChatGPT interface. A message from ChatGPT says, "Planning for beach essentials" and "I'm picking the essential items for the beach trip. I'm going to start by searching for sunscreen. I'll go with an SPF 50 for solid protection and a spray version for easy full-body coverage." The interface also includes a "Describe a task" field and "Sources" and "Agent" buttons.



instacart.com

instacart All stores

Search Power Sporting Goods...

Delivery Pickup 130 N Garland ... 0

**POWER**

Power Sporting Goods In-store prices >

**Deals for you**

Fulfilling beach essentials request

**Buy it again**

**Lists**

**Browse aisles**

Outdoors & Recreation

Fitness & Health

More

Sports Gear

Accessories

Women

Kids

Men

Sports Gear Accessories

Shoes

**Best sellers**

Power Beach Essentials Delivery Near... Take control Stop

**Instacart**

Heading to the beach with the kids tomorrow! Can you grab the usual beach-day stuff?

The usual. Got it. I'll grab the well-rated SPF 50 sunscreen for the kids, those snacks they love, and a few extra supplies so you can just show up and enjoy the day.

**Planning for beach essentials**

I'm picking the essential items for the beach trip. I'm going to start by searching for sunscreen. I'll go with an SPF 50 for solid protection and a spray version for easy full-body coverage.

**Instacart**

Describe a task

+ Agent Sources

# Thank you!

Interested in seeing how GRM Digital could help  
with your next digital project?

Speak with our expert team today!

[grm.digital](http://grm.digital) | [hello@grm.digital](mailto:hello@grm.digital) | +44 (0) 203 397 4155

