

Geeky News Explores the Implications of AI Engine Optimisation on Digital Marketing and SEO



Surrey, United Kingdom Aug 18, 2023 ([Issuewire.com](https://www.issuewire.com)) - In an insightful analysis published today, Geeky News, a technology and lifestyle journal, delves into the potential paradigm shift in the realm of digital marketing and SEO caused by the rise of AI engine optimisation. The article dissects the transformative impact of emergent artificial intelligence (AI) on digital customer experiences, search engines, and businesses' revenue models.

Entrepreneur, investor, and industry analyst Jeremiah Owyang's recent interview sets the stage for this exploration. Owyang forecasts the imminent disruption of traditional SEO and e-commerce, paving the way for AI engine optimisation. He reiterates Bill Gates's vision of a landscape where personal AI agents usher in a new era of user interaction, reshaping the way individuals navigate the digital realm.

Gartner's 2023 Hype Cycle for Emerging Technologies highlights generative AI's position at the peak of inflated expectations. The report's signalling its imminent transformational benefit within the next two to five years. Melissa Davis, VP Analyst at Gartner, emphasises that technologies in this phase present a higher risk of deployment but hold substantial rewards for early adopters.

Geeky News explains that emergent AI capabilities have the potential to enhance digital customer

experiences, facilitate informed business decisions, and establish competitive advantages. The article identifies various emergent AI techniques, such as AI simulation, causal AI, federated machine learning, graph data science, neuro-symbolic AI, and reinforcement learning, as drivers of this transformation.

Central to this discussion is Bill Gates's vision of a personal digital agent—an AI-driven tool that understands users' needs, habits, and preferences. This agent anticipates and fulfils user requirements, eliminating the need for traditional search engines. Geeky News highlights the evolution of this vision, exemplified by contemporary AI-driven tools like ChatGPT, which directly provide answers rather than generate result pages.

Geeky News suggests that the rise of chatbot-centric searches might lead to an increase in "no click" searches, where users obtain information without visiting websites. This shift could potentially impact businesses reliant on search engine-driven traffic.

As this transformation unfolds, online advertising faces a potential decline, prompting businesses and tech companies, such as [Geeky Tech](#), to reconsider revenue models. AI-generated content, produced by generative AI, poses a challenge for technical SEO agencies, potentially leading to formulaic content and impacting content quality.

Geeky News underscores that this evolution requires adjustments in strategies by both search engines and marketers. Algorithms might evolve to prioritise new and valuable information over repetitive content, and businesses may need to enhance content quality to retain visitor engagement.

Ethical considerations also come into play, as trust issues arise with chatbot-generated content's transparency. If biases within chatbot outputs persist unchecked for revenue goals, ethical concerns could take precedence.

The article envisions a future of hybrid search experiences, combining traditional search results with chatbot responses. This unified user experience might include relevant links integrated into natural-language answers. Businesses that rely on website traffic would need to adapt to this evolving landscape.

In conclusion, Geeky News presents a comprehensive view of the impending impact of AI engine optimisation on digital marketing and SEO. As AI continues to disrupt traditional paradigms, the article urges stakeholders to anticipate and adapt to the dynamic changes on the horizon.

For more information and to read the full article, please visit <https://www.geekynews.co.uk/digital-marketing-ai-engine-optimisation/>

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