

RayanSEO Releases Marketing Strategy Guide for Dual AI Citation Optimization

Marketing teams adjust budgets and content strategy as research reveals dual AI citation engine divergence



New York City, New York Dec 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - RayanSEO, a digital marketing optimization firm serving agencies across multiple regions, has published a marketing strategy framework addressing dual AI citation engine optimization.

The framework responds to research from Ahrefs revealing that Google's AI Mode and AI Overviews cite different sources 86.3% of the time despite reaching identical conclusions. Google confirmed AI Mode has reached 75 million daily active users.

Marketing Implications

For marketing teams, the citation data creates a clear strategic pivot point. Agencies cannot assume visibility in traditional search results, Google's AI Mode, or AI Overviews without distinct optimization work for each channel.

"Marketing budgets have traditionally concentrated on ranking for organic search," explains RayanSEO's marketing analysis. "But AI Mode and AI Overviews represent separate visibility channels with their own citation preferences and content requirements."

AI Mode queries run two to three times longer than traditional searches, indicating audiences are asking

more complex questions and seeking conversational responses. This affects content marketing strategy, messaging structure, and depth requirements.

Strategic Marketing Adjustments

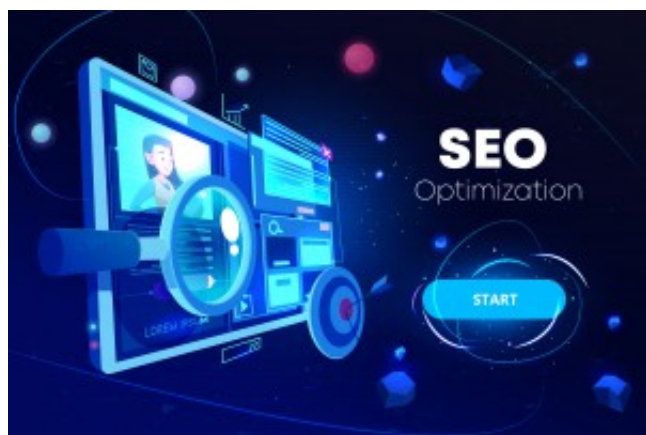
Three marketing strategy adjustments are recommended:

First, audit marketing visibility across all three channels - traditional SERP, AI Mode, and AI Overviews - as separate performance metrics. Second, develop differentiated messaging strategies. Conversational, question-driven content performs better in AI Mode. Authoritative, comprehensive content performs better in AI Overviews. Third, allocate marketing resources proportionally to where target audiences interact.

Google's deployment of Gemini 3 Flash suggests marketing teams should expect AI feature behavior changes quarterly or more frequently, requiring agile optimization rather than fixed annual strategies.

About RayanSEO

RayanSEO provides [digital marketing strategy](#) and optimization services to agencies and marketing professionals. Based in Kolkata, West Bengal, the firm specializes in AI search platform optimization and technical SEO strategy.



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