

Traditional SEO Is No Longer Enough: Buried Agency Reveals How AI Is Reshaping Organic Search

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Bristol, England Dec 24, 2025 ([IssueWire.com](https://www.issuewire.com)) - As artificial intelligence transforms how people search online, Buried Agency is urging businesses to rethink how they approach organic visibility. The agency's latest analysis reveals that while traditional SEO remains important, it is no longer sufficient in a search landscape increasingly dominated by AI-driven platforms such as ChatGPT, Google Gemini, and Perplexity.

For years, SEO success has been measured by keyword rankings, backlinks, and traffic growth. However, AI-powered search experiences are changing the rules. Instead of prioritising ranked web pages, large language models now generate answers by recalling trusted brands, entities, and verified context, often without sending users to a website at all.

This shift has created the need for GEO (Generative Engine Optimisation): an approach focused on making brands “understood”, “recallable”, and accurately cited within AI-generated responses.

Buried Agency analysed a brand with excellent organic rankings and consistent search traffic, yet minimal presence across AI platforms. The issue wasn’t content quality, but a lack of optimisation for how AI systems interpret, associate, and surface information. After refining entity signals, intent alignment, and structured data, the brand saw measurable improvements in AI-driven visibility.

The agency also highlights an emerging reporting gap. Traditional SEO tracks rankings and clicks, but GEO requires a new reporting layer: one that measures brand mentions, AI citations, entity recognition, and visibility across generative search environments. Buried Agency explores this distinction in depth in its [GEO vs SEO](#) insights.

Buried Agency’s approach integrates established SEO foundations with an AI-driven strategy, helping brands remain visible, credible, and discoverable across the evolving search landscape.

About Buried Agency

[Buried Agency](#) is an SEO & GEO agency helping brands unearth expert-driven content and technical precision to dominate organic search and AI engines like ChatGPT, Grok, Perplexity, Claude, Google AI, and AIO—driving visibility, traffic, and conversions for leaders like Nike, Tesco, Yotel, and Young’s.

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