

# The Visibility Code

**Cracking the Age of AI for  
Digital Publishers**



# INTRO DUCTION

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There was a time when

**success was  
straightforward.**

⊕ A well-crafted article filled with the right keywords would climb the Google rankings effortlessly, drawing readers and steadily boosting revenue. Every piece felt like a surefire hit, resonating with audiences and building trust with minimal fuss.

Today, the landscape has shifted dramatically. When users search online, answers are often served directly on the screen through sophisticated AI algorithms. Even the best content can be overlooked as AI-generated responses capture the spotlight, leading to fewer clicks and diminished ad impressions. This challenge is felt across the digital publishing world, from small recipe blogs to dynamic sites like BuzzFeed.

This guide was developed by the ad monetization experts at Adnimation to help publishers decode the new visibility equation in the age of AI. It combines time-tested SEO principles with innovative, AI-friendly strategies designed to reclaim lost traffic and transform the challenges of reduced clicks into opportunities for sustainable growth.

The insights and tactics presented here are drawn from real-world experiences across the industry, offering a clear path to adapting, evolving, and thriving in a digital era where authenticity and strategic clarity are more important than ever.

# 01 The AI Revolution: Redefining Visibility and Revenue

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More than one in four search results now feature an AI overview. The rapid rise of Generative AI (GenAI) has transformed digital publishing and rewritten the rules of revenue monetization. AI-driven content creation, advanced search algorithms, and innovative audience engagement tactics are fundamentally changing how information is discovered and consumed. Publishers who do not master this new landscape risk fading into obscurity.

The traditional SEO playbook no longer applies. Modern AI-powered search engines synthesize content, generate real-time answers, and deliver curated summaries that remove the need for users to click through to the original source. The reliable traffic that once fueled ad revenue and subscriptions is rapidly diminishing, and those who resist change may face significant revenue losses as AI models increasingly favor content aligned with evolving algorithms.

Staying competitive requires a deep understanding of how GenAI interprets authority, relevance, and engagement. At Ad Admation, we have been carefully monitoring the GenAI space to support our clients in creating actionable strategies to secure a prominent place in content rankings while efficiently growing revenue. We're now sharing our insights with you.



# From SEO to GEO

## The Search Ranking Shift That Could Make or Break Digital Publishers

/01

The digital landscape has evolved with the rapid integration of artificial intelligence in search engines. Major platforms like Google, Bing, and ChatGPT now offer AI-driven overviews that deliver concise answers directly to users. This shift has given rise to generative engine optimization (GEO), a new approach that requires a step beyond simple keyword insertion.

While it is true that GEO is hurting click through rates, it's still important to have pages featured in AI-generated search results. Being included in an AI Overview dramatically increases traffic, particularly for lower-ranked pages. These pages can experience traffic spikes of up to 3.6 times their normal clicks simply by appearing in an AI result.

## **G-E-O** generative - engine - optimization

GEO emphasizes the importance of structured, authoritative content and carefully refined metadata, ensuring that your content not only resonates with human readers but is also recognized by AI algorithms as a primary source of valuable information. If content isn't optimized for this new environment, there is a real risk of seeing a significant decline in organic traffic as users find their answers without visiting individual web pages.

Adapting from SEO to GEO means developing a deeper understanding of how AI evaluates content authority, relevance, and user intent. Traditional tactics now need to be paired with strategies that focus on long-form, well-structured articles backed by comprehensive research and expert insights.

Following frameworks like Google's Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T) becomes essential to ensure that content is deemed reliable and valuable by AI-powered search engines.

To clarify the differences and help guide your strategy, consider this side-by-side comparison of traditional SEO and GEO:



# From SEO to GEO

The Search Ranking Shift That Could Make  
or Break Digital Publishers

/01

Aspect	SEO	GEO
<b>Visibility Objectives</b>	Enhances visibility in traditional search engines like Google.	Enhances visibility in AI-powered search and answer engines.
<b>Keyword Strategy</b>	Uses strategic keywords to improve discoverability.	Uses strategic keywords but prioritizes contextual relevance.
<b>User Experience</b>	Focuses on engagement, ease of navigation, and accessibility.	Ensures content is clear, engaging, and AI-friendly.
<b>Content Quality &amp; Relevance</b>	Prioritizes high-quality, relevant content adhering to E-E-A-T principles.	Focuses on structured, comprehensive content AI can interpret.
<b>Data Insights &amp; Analytics</b>	Leverages data insights and analytics for optimization.	Uses AI-driven insights to refine content for answer engines.
<b>Technical Optimization</b>	Optimizes load speed, mobile friendliness, and crawlability.	Optimizes content for AI parsing and synthesis.
<b>Authority Building</b>	Builds credibility through quality content and backlinks.	Builds authority through AI-recognized credibility and citations.
<b>Continuous Adaptation</b>	Continuously adapts to search engine algorithm changes.	Adapts continuously to AI advancements and methodologies.
<b>Response Generation</b>	Optimizes for search engines displaying lists of links.	Optimizes content for AI to generate synthesized responses.

# From SEO to GEO

The Search Ranking Shift That Could Make or Break Digital Publishers

/01

Aspect	SEO	GEO
Content Contextualization	Uses meta tags and keyword placement to rank pages.	Ensures content is contextually rich for AI processing.
Information Synthesis	Improves rankings of individual web pages.	Focuses on how AI integrates and synthesizes multiple sources.
User Intent Understanding	Matches keywords to queries to drive traffic.	Uses AI to anticipate and interpret user intent more precisely.
Algorithm Adaptation	Adapts to search engine algorithm updates.	Adapts to evolving AI capabilities and preferences.
Content Formatting	Formats content for traditional search engine indexing.	Formats content to be easily parsed by AI and NLP models.
Research-Driven Strategy	Relies on keyword research and technical analysis.	Analyzes AI-generated structures, citation patterns, and evolution.
Performance Tracking	Tracks rankings and keyword performance in search engines.	Tracks AI-driven referral traffic, citations, and response structures.

This comparison helps illustrate that while SEO still matters, GEO requires an extra layer of strategy to ensure content is optimized for a world where AI plays a dominant role in delivering search results.

# From SEO to GEO

## The Search Ranking Shift That Could Make or Break Digital Publishers

/01

To help bridge the gap between traditional SEO and the emerging GEO standards, consider using a keyword planning worksheet tailored to the AI landscape. This **sample worksheet** is designed to assist in identifying high-impact topics and relevant keywords that cater to both human readers and AI algorithms. Each keyword or topic is paired with the intended search intent and relevance to the GEO framework, offering a clear roadmap for content planning.

Keyword/Topic	Search Intent	Relevance to AI/GEO	Competitiveness	Content Ideas/Focus
AI in Digital Publishing	Informational, Research	High – Overview of AI's impact on publishing	High	Explore how AI is transforming digital publishing and revenue models.
Generative Engine Optimization (GEO)	Informational, Strategy	High – New paradigm in search	Medium	Compare GEO versus traditional SEO and highlight key strategies.
AI-Powered Content Creation	Informational, Tutorial	High – Practical application	Medium	Provide best practices for integrating AI tools in content production.
E-E-A-T for AI Content	Informational, Best Practices	High – Ensuring content authority	Medium	Outline how to meet E-E-A-T standards in an AI-driven landscape.
AI Search Algorithms	Informational, Technical	High – Understanding AI mechanisms	High	Analyze how AI processes and synthesizes online content.
Structured Data for AI	Informational, Tutorial	Medium – Technical optimization	Medium	Explain the benefits of using structured data for better AI visibility.
AI Content Personalization	Informational, Strategy	High – Enhancing user engagement	Medium	Discuss strategies for tailoring content to audience preferences.

# The Future of GenAI

## in SEO and Search Visibility

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/01

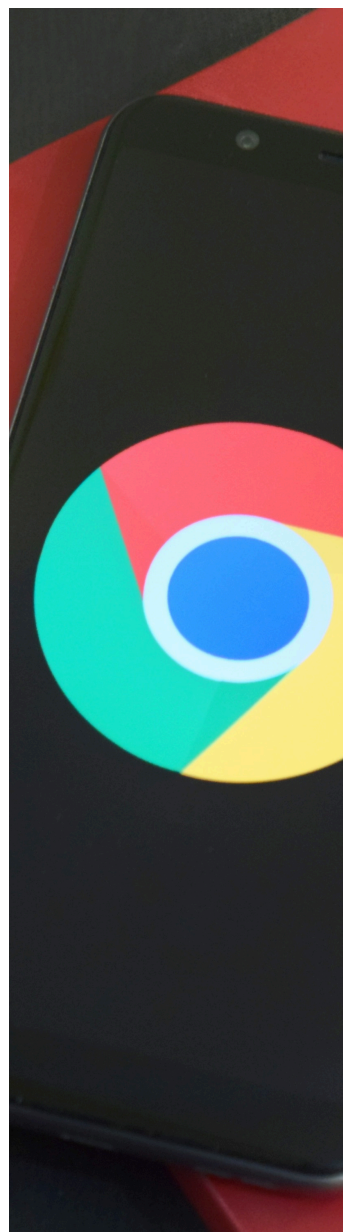
The shift toward personalized search is not a passing trend; it is a lasting change that will continue to evolve. Modern search engines now adjust responses based on user behavior, past search patterns, and context.

This personalization can help connect your niche content with the right readers, but it also means that your material must be optimized for these advanced systems to be easily found.

As these search systems become more independent in generating and recommending content, the traditional model of relying solely on click-based advertising is changing. You may need to explore other revenue methods, such as embedding ads within your content or offering subscriptions. Additionally, as guidelines around content transparency and attribution evolve, staying informed and compliant is essential.

Leading publishers are already adapting to these changes. For example, The Guardian has partnered with a technology firm to ensure its journalism is properly credited in search results, which has boosted its referral traffic. Similarly, TIME Magazine has introduced a platform that uses video summaries to engage audiences more effectively.

These examples show that publishers who adapt by embracing new technologies, optimizing their content for modern search, and using data-driven strategies are in a stronger position to maintain visibility and revenue in this changing landscape.

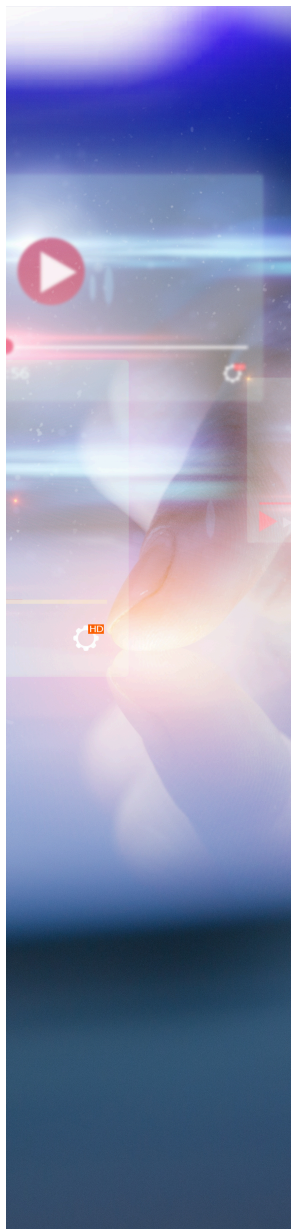


# In An AI World,

## Is Content Still King?

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# /01



Our Admation team is often asked by clients how important content strategy and development still is in a GenAI world, and we remind them of this: When one automated output follows another, readers start to tire of the generic, robotic material. Unique, thought-driven content is still important, if not more important than ever.

There is also growing concern about accuracy. Research shows that 61% of companies using automated content generation face issues with maintaining accurate information. Although some writers debate whether content created by these systems ranks lower in search results, recent data reveals that such content has actually doubled its presence in the top 20 search results since September 2024.

At the end of the day, search engines like Google remain focused on quality. Flooding the digital space with generic, automated content risks diminishing the value of your work. For content to truly stand out in this technology-driven era, brands must create unique, high-quality material that resonates with their audience.

Adding human oversight, through editors and subject-matter experts, ensures that the content is accurate, credible, and in line with brand values. At the same time, using technology for routine tasks like drafting product descriptions or generating FAQs can free up human creators to focus on strategic and creative work.

# 02 Actionable Tools & Tactics for AI-Era Visibility

Now that we've outlined some of the key differences in SEO and content development in the age of AI, we're now going to provide actionable strategies to help digital publishers change up their tactics to keep visibility and consumption high.

AI-generated answers and zero-click results are rewriting the rules of digital visibility. Where traditional SEO once reigned, publishers today are contending with models that synthesize answers, interpret intent, and often bypass the source entirely. To stay competitive, it's no longer enough to optimize for keywords. Publishers need to optimize for how machines read, rank, and resurface your content.

From structured data that makes content machine-readable, to tools that enhance semantic relevance, to prompt testing that reveals how a brand is being interpreted by GenAI, these are the levers that matter now.



# AI-Specific Publishing Considerations

## How To Get Cited by AI Models

/02

AI models prioritize content that is structured, semantically rich, and machine-readable. The right schema markup helps your content show up in AI summaries, featured snippets, and even voice search.

Getting cited by large language models (LLMs) like ChatGPT, Claude, or Perplexity doesn't happen by chance. These systems favor sources that meet specific technical and reputational thresholds. Structured data is foundational; using schema types like FAQPage, Article, and Author helps LLMs understand and contextualize your content. Equally important is your domain's reputation. Pages with backlinks from authoritative sources like Wikipedia, academic journals, major news outlets, or government sites are more likely to appear in AI-generated responses. And if the content ranks for high-volume queries and is crawled frequently, there is a better chance that the content will become part of an LLM's knowledge fabric.

To increase the chances of being surfaced, focus on publishing original research, data, or analysis. LLMs tend to prioritize primary sources. Build robust author profiles with clear expertise and use structured markup to signal credibility. Most importantly, invest in earning backlinks from high-authority sites likely included in training datasets, such as trade journals, industry blogs, and professional directories.

Some publishers have legitimate concerns about AI scraping their content. If you'd prefer to restrict this, you can implement bot-specific headers to disallow known AI crawlers. For example, to block OpenAI's GPTBot, one would add the following line to your robots.txt file:

```
makefile
```

```
User-agent: GPTBot
```

```
Disallow: /
```

# Structured Data

## Schema Types That Matter

**/02**

As we mentioned earlier, AI models prioritize content that is structured, semantically rich, and machine-readable. The right schema markup helps your content show up in AI summaries, featured snippets, and even voice search.

Here are the schema types every digital publisher should consider:

Schema Type	Why It Matters
<b>FAQ Pages</b>	Increases the chance of being featured in AI-generated answer boxes and Google's People Also Ask sections.
<b>How To's</b>	Ideal for instructional content that can be broken into steps. Enables Google and AI engines to display summarized steps directly.
<b>Articles</b>	Establishes the type of content, particularly important for news and blog sites.
<b>BreadcrumbList</b>	Helps AI understand site hierarchy and improves navigation relevance.
<b>Speakable</b>	Optimized for voice search, potentially influencing voice assistants and audio-based AI models.
<b>Author, Organization, Review, CreativeWork</b>	Reinforces your domain expertise, trust, and originality to models using E-E-A-T signals.

To utilize schemas most effectively within content, publishers should use [schema.org](https://schema.org) or appropriate CMS plugins within their website, such as Yoast or RankMath Pro.



# Structured Data

## JSON-LD Schema Type Examples from schema.org

# /02

### Article

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Periodical",
  "issn": "0140-6736",
  "hasPart": {
    "@id": "vol376",
    "@type": "PublicationVolume",
    "volumeNumber": "376",
    "hasPart": [
      {
        "@id": "issue9735",
        "@type": "PublicationIssue",
        "datePublished": "2010-07-03",
        "pageEnd": "140",
        "pageStart": "69",
        "issueNumber": "9735"
      },
      {
        "@id": "issue9734",
        "@type": "PublicationIssue",
        "datePublished": "2010-07-03",
        "pageEnd": "68",
        "pageStart": "1",
        "issueNumber": "9734"
      }
    ]
  },
  "name": "The Lancet",
  "publisher": "Elsevier"
}
</script>
```

### BreadcrumbList

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BreadcrumbList",
  "itemListElement": [
    {
      "@type": "ListItem",
      "position": 1,
      "item": {
        "@id": "https://example.com/dresses",
        "name": "Dresses"
      }
    },
    {
      "@type": "ListItem",
      "position": 2,
      "item": {
        "@id": "https://example.com/dresses/real",
        "name": "Real Dresses"
      }
    }
  ]
}
</script>
```

### Speakable

```
{
  "@context": "https://schema.org/",
  "@type": "WebPage",
  "name": "Jane Doe's homepage",
  "speakable": [ "#myhead1", "#thesummary" ],
  "url": "http://www.janedoe.com"
}
```

# Structured Data

## JSON-LD Schema Type Examples from schema.org

# /02

### FAQ Question

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Question",
  "name": "What is attr_accessor in Ruby?",
  "upvoteCount": "196",
  "text": "I am having difficulty understanding Ruby attr_accessors, can someone explain them?",
  "dateCreated": "2010-11-04T20:07Z",
  "author": {
    "@type": "Person",
    "name": "someuser"
  },
  "answerCount": "4",
  "acceptedAnswer": {
    "@type": "Answer",
    "upvoteCount": "1337",
    "text": "(The text of the accepted answer goes here...)",
    "dateCreated": "2010-12-01T22:01Z",
    "author": {
      "@type": "Person",
      "name": "someuser"
    }
  },
  "suggestedAnswer": {
    "@type": "Answer",
    "upvoteCount": "39",
    "text": "(The text of the accepted answer goes here...)",
    "dateCreated": "2010-12-06T21:11Z",
    "author": {
      "@type": "Person",
      "name": "lonelyuser1234"
    }
  }
}
</script>
```

# Prompt Engineering

## For Visibility Testing

# /02

To evaluate how content is being interpreted - or whether it's being cited at all - by tools like ChatGPT, Perplexity, or Bing Chat, publishers can use prompt engineering as a visibility testing method. This involves crafting specific prompts and observing how AI tools respond. Start by asking questions like "Cite 3 reputable sources about [your topic]," "Who is an authority in [your niche]?" or "Summarize recent articles on [your brand/topic]." One can also request "List FAQs about [your niche keyword]" to see which domains are surfaced. If the content doesn't appear, note how competitors are positioned, how information is summarized, and whether there's an opportunity to improve clarity, structure, or authority signals. As a final step, paste content into an AI tool and ask, "How should this be structured to appear in a ChatGPT answer?" to inform on-page optimizations.

Step	Action	Goal
1	Ask "Cite 3 reputable sources about [topic]"	Check for domain presence
2	Ask "Who is an authority in [your niche]?"	Benchmark domain authority
3	Ask "Summarize recent articles on [brand/topic]"	Audit how AI interprets the content
4	Ask "List FAQs about [niche keyword]"	Evaluate content relevance to user intent
5	Input your content + ask "How should this be structured to appear in ChatGPT?"	Get structure and formatting suggestions

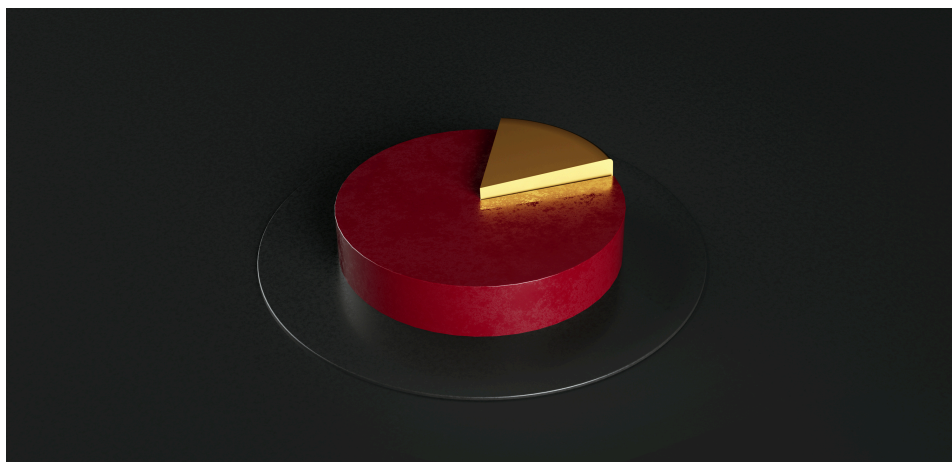
# 03 From Visibility to Revenue: Diversifying Ad Strategy for GenAI Optimization

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As advanced search changes how users find content, turning visibility into steady revenue has become more challenging. In the AI era, relying on one revenue stream is no longer enough. To succeed, our team regularly consults with publishers on the importance of diversifying income sources.

As AI continues to change how content is delivered, traditional display advertising may lose effectiveness. To counter this, publishers must explore alternative monetization methods, such as offering subscriptions, developing direct partnerships, and integrating interactive or native ad formats that blend seamlessly with content. A multi-channel strategy ensures that when one revenue source declines, others can fill the gap.

In the following section, we will outline different channels that one can consider to diversify their ad strategies. Of course, it is important for publishers to consider the partnership with an ad monetization expert to build out effective campaigns and regularly optimize for performance - all while staying compliant with ever-changing guidelines.



# Revenue Remix

## Ad Diversification Strategies for Publishers in the AI Age

**/03**

**Ad Diversification Strategy:** Use this guide to help you build your strategy to increase revenue across a myriad of platforms.

Strategy	Description
First-Party Data Utilization	Leverage your own data for personalized content and targeted advertising while reducing reliance on third-party cookies.
AI-Powered Programmatic Advertising	Use advanced tools to optimize ad placements, improve targeting, and dynamically adjust pricing for better returns.
Contextual Targeting	Place ads based on content relevance rather than solely on user behavior, aligning with privacy-focused trends.
Native & Branded Content	Develop sponsored content partnerships to offer ads that blend naturally with your editorial material.
Video Advertising & CTV	Expand into video ad formats and connected TV to tap into the growing streaming audience. Publishers should be focused on tactics to migrate content over to a CTV/OTT platform to boost ad revenue opportunity and maximize on multiple resources.
Subscription Models	Offer premium content behind paywalls or membership programs to create steady, recurring revenue.

# Revenue Remix

## Ad Diversification Strategies for Publishers in the AI Age

/03

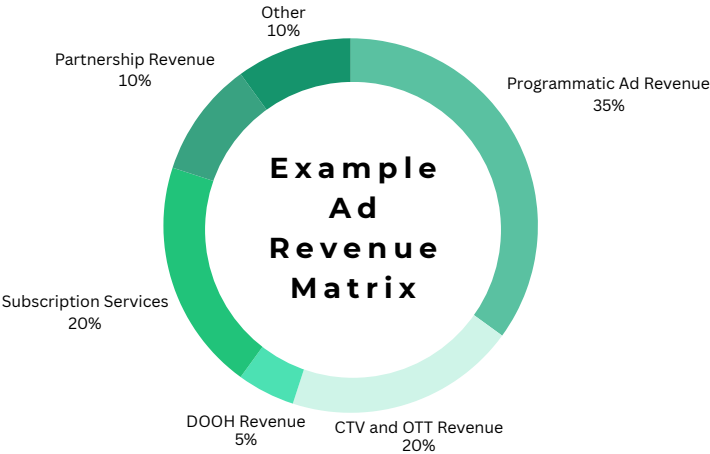
**Ad Diversification Strategy (Contd.):** Use this guide to help you build your strategy to increase revenue across a myriad of platforms.

Strategy	Description
AI-Driven Content Personalization	Use advanced tools to analyze user preferences and tailor content recommendations, increasing engagement and ad value.
Affiliate Marketing & eCommerce	Generate revenue through affiliate partnerships and eCommerce integrations that match your audience's interests.
AI-Optimized Ad Campaigns	Deploy advanced systems to optimize ad creatives, targeting, and bidding strategies for higher conversions and lower costs.
Direct Advertiser Partnerships	Establish direct relationships with advertisers to secure higher rates and reduce reliance on ad networks.
AI-Powered Paywalls & Memberships	Implement dynamic paywalls that adjust access based on user engagement and intent.
Partnerships with AI Platforms	Collaborate with platforms like Amazon Alexa or Google Assistant for content licensing and voice integrations.
Investment in AI R&D	Invest in research to develop innovative advertising solutions, such as real-time bidding enhancements and smarter ad creatives.

# Revenue Remix

## Ad Diversification Strategies for Publishers in the AI Age

/03



Revenue Channel	Allocation (%)	Description
Programmatic Ad Revenue	35%	Uses automated systems to optimize ad placements and real-time bidding for improved targeting.
CTV/OTT Revenue	20%	Gains revenue from video ads on connected TV and over-the-top streaming platforms.
DOOH Ad Revenue	5%	Leverages digital out-of-home advertising on screens in public spaces to reach local audiences. We kept the spend in this channel low for this example, because DOOH is still a concept being explored by many publishers for future use and for licensing purposes.
Subscription Services	20%	Offers premium, ad-free content through memberships or subscriptions for consistent income.
Partnership Revenue	10%	Develops direct relationships with advertisers for exclusive deals and content licensing.
Other	10%	Includes affiliate marketing, eCommerce, and other miscellaneous revenue streams.

# 04 The Road Ahead for Publishers in the AI Age

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The digital landscape continues to evolve as advanced technologies reshape how content is discovered and consumed. Publishers face a future where traditional models of content creation and monetization must be rethought. The key to success lies in adapting quickly, staying informed, and being willing to experiment with new strategies.

Publishers who embrace change will focus on creating well-organized, high-quality content that appeals both to readers and to advanced search systems. This means not only paying attention to technical details like clear headings and concise summaries but also ensuring that the material is engaging and trustworthy. With a strong emphasis on quality, content can build lasting authority and encourage ongoing audience loyalty.

As technology continues to drive innovation, the way content is monetized will also transform. New advertising models, subscription services, and direct partnerships offer opportunities to generate revenue even when traditional click-throughs decline. By diversifying income streams and exploring alternative revenue channels, publishers can protect their business and open the door to sustained growth. The best strategy for this? Partnering with an expert ad monetization team who stays up-to-date with current trends and can deliver the right results for your brand.

The future demands a proactive approach. Publishers need to remain flexible, experiment with emerging tools and platforms, and continuously refine their strategies. Those who take the initiative to learn and adapt will be well positioned to navigate the challenges of tomorrow and turn these changes into long-term advantages in the ever-changing digital landscape.

Publishers who treat GenAI as an existential threat will fade. Those who treat it like a signal for transformation will lead.  
**The choice is yours.**



# Crack the AI Code

## A Final Recap

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/04

### Structure Content for AI Discovery

- Use schema types: FAQPage, HowTo, Article, BreadcrumbList, Speakable, Author, Organization, Review, CreativeWork
- Implement using schema.org or web CMS tools

### Boost LLM Visibility

- Prompt Test Your Brand: Ask ChatGPT/Perplexity:
  - “Cite 3 reputable sources about [topic]”
  - “Summarize recent articles on [your site]”
- Adjust if you’re missing: Improve clarity, structure, author bios, and backlinks

### Get Cited by AI

- Use original research and data-driven insights
- Build author authority using structured markup
- Get backlinks from high-authority sites likely included in LLM training data

### Opt-Out If Needed

- To block AI crawlers like GPTBot:

```
makefile
```

```
User-agent: GPTBot  
Disallow: /
```

### Diversify Revenue Streams

- Focus on first-party data, native content, and build relationships with other content providers
- Diversify ad monetization via programmatic ads, mobile applications, and where applicable, CTV/OTT and DOOH

# Crack the AI Code

## Success Story: Loop Media



# /04

### Overview

Loop Media (NYSE: LPTV), a leader in streaming entertainment across 150,000+ screens in venues like bars, restaurants, and airports, needed a smarter way to diversify its CTV and DOOH revenue streams. In a complex landscape of ever-changing policies and consumer intent, Loop partnered with Adnimation to optimize its monetization strategy.

### The Challenge

To diversify ad revenue, Loop Media needed to:

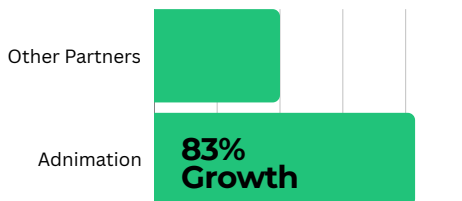
- Navigate the complexities of CTV and DOOH compliance
- Gain access to premium demand sources, including Google
- Improve revenue yield without compromising viewer experience

### The Solution

Adnimation deployed its proprietary CTV Fusion technology, integrating Google's Programmatic Access Library (PAL) SDK to enrich audience targeting signals and optimize programmatic auctions. This helped Loop Media diversify its revenue streams and deliver more tailored ad content.

### The Results

- 83% Revenue Growth per million CTV ad requests
- Seamless access to new demand streams
- Transparent reporting and full campaign visibility



# “

**“Our partnership with Adnimation has been a bonafide success. We were looking for a partner to help us diversify our CTV demand sources, and Adnimation has unlocked one of the largest marketplaces for Loop.”**

Brian Bloodgood, Head of Sales, Loop Media

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# ABOUT ADNIMATION

Adnimation is the leading ad monetization platform dedicated exclusively to publishers, with a proven track record of driving significant revenue growth without compromising user experience.

By combining cutting-edge technology with expert support, Adnimation empowers publishers to unlock their full earning potential.

**Learn more at  
[adnimation.com](https://adnimation.com).**

