

Traffic from AI has extremely high conversion rates — but businesses are still not optimizing it.

AEO is replacing SEO as AI becomes the primary search engine.

For over two decades, the way users search for information on the internet has remained virtually unchanged: search, skim, click on links, and then make a decision. This model works well when humans are the primary users of the search process.

But as AI agents and large-scale language models (LLMs) become increasingly prevalent, information consumers are no longer just humans. This is giving rise to a new model called **Answer Engine Optimization (AEO)**, also known as **Generative Engine Optimization (GEO)**.

Unlike traditional SEO, where success is measured by rankings and clicks, AEO focuses on whether content is understood, selected, and cited by AI. This forces businesses to change how they optimize content if they want to maintain visibility in the AI era.



AI is changing the way we search for information on the internet.

Traditional SEO relies on keywords, rankings, and click-through rates. Users typically search, read multiple sources, and make their own decisions.

But with AEO, AI agents begin to take over many steps in this process from the user. Systems like Claude, Copilot, or other AI agents can analyze user intent, synthesize information, and provide complete answers.

The search process also shifts from 'Search ? Read ? Decide' to 'AI Retrieve ? AI Summarize ? User Decides'. And even to 'AI Act ? User Confirms'. This means users may no longer need to visit the company's website. Instead, they receive answers directly from the AI.

One notable finding is that traffic generated by AI has a much higher conversion rate compared to traditional SEO.

According to some businesses, traffic referred by LLMs can achieve conversion rates **of 30–40%**, significantly higher than SEO or social media advertising. The reason is that users often have clearer intentions when directly recommended by AI.

Furthermore, when AI suggests a brand in a conversation, the level of trust is higher compared to when the user searches for it themselves.

Businesses need to optimize content for AEOs.

Not only businesses, but many developers have also changed the way they search for information. Instead of traditional search methods, they are using AI agents to conduct research more quickly.

Some common workflows include:

1. Gather company information
2. Competitor analysis
3. Document summary
4. Prepare sales materials.

Tasks that used to take hours now only take minutes. This shows that AI agents are gradually replacing traditional search in many cases.

In the world of AEO, content needs to be optimized in a new way. Effective content needs to:

1. Answering user questions directly.
2. It has a clear structure.
3. Regularly updated
4. Demonstrate expertise

Additionally, brands need to have a presence on multiple platforms such as Reddit, Wikipedia, or LinkedIn. These are data sources that AI commonly uses to aggregate information.

A simple way to check is to ask the AI a question about what your content is targeting. If the AI can't generate an answer from your content, it means the content isn't well-optimized.

SEO isn't gone, but the goal has changed. Instead of trying to rank at the top of Google, businesses need to be cited by AI in search results. This opens up a new front for attracting customers. Businesses that prepare early for AEO will have a significant advantage in the future.

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