

APRIL 1, 2026

# AI Is Deciding Who Gets Found Online.

Will It Recommend You?

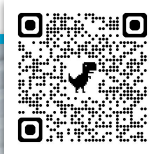
one)firefly

# Meet Your Hosts



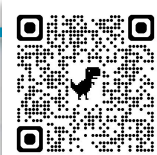
**RON CALLIS**

CEO & Founder



**KENDALL CLARK**

Sr. Director of Sales & Marketing



**NATHAN STEINMETZ**

SEO Strategist



**REBECCA STERNLICHT**

Corporate Marketing Lead



# What We're Hearing from Dealers

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**70%+**

**Very Interested in Learning  
How to Use AI**

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AI is already a priority for most dealers

**75%+**

**Still Early Adopters**

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Most are experimenting or using AI occasionally — not experts yet

**80%+**

**Want More Guidance**

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Strong demand for education, tools, and practical direction

**This isn't about what will we do when AI gets here.  
It's already changing the world — and everyone is trying to  
figure it out.**

# You're Here Because...

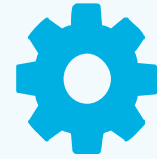
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**You've started using AI, and you know it's powerful**



**You know it's impacting how prospects research your business**



**You want to be in control of your business's visibility and narrative**

*Something has shifted...and you can feel it*

# Today's Goals

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1

## UNDERSTAND

Learn how AI is reshaping online search & discovery.

2

## REFRAME

Understand how SEO fits into a broader AI-driven landscape.

3

## EXECUTE

Leave with practical steps to strengthen your online presence.



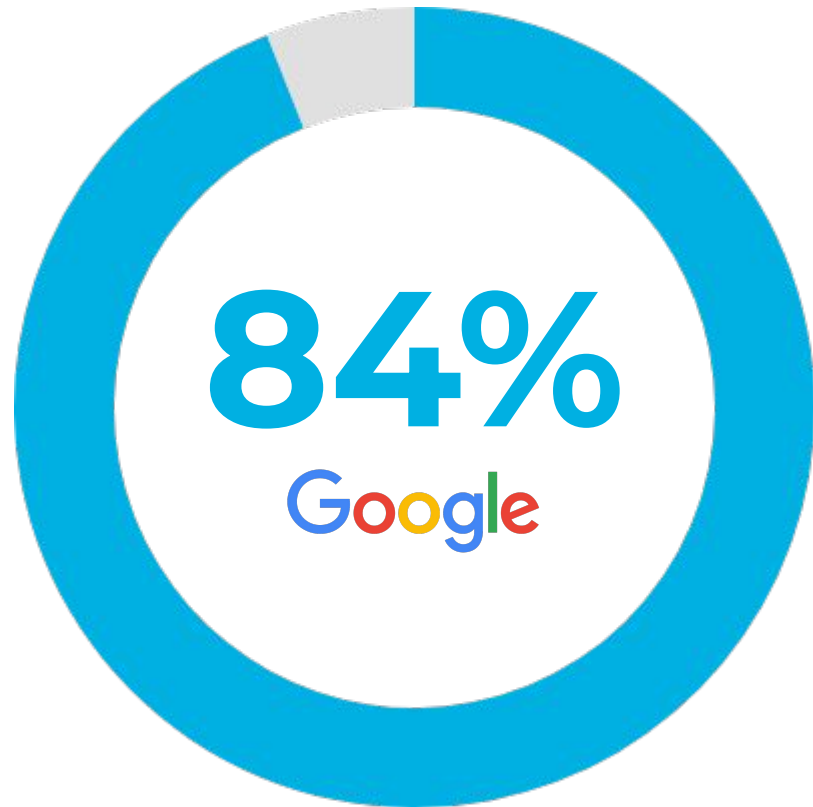
PART I

# What's Changing

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Online search and research habits are changing at an accelerated rate.

# Google Still Matters for Traditional Search



GOOGLE SHARE OF BROWSER SEARCH

Source: statcounter

**Google remains overwhelmingly dominant in search queries.**

**Insight:** If you're going to optimize for AI, you must still optimize for Google first.

# AI Search Usage Is Exploding

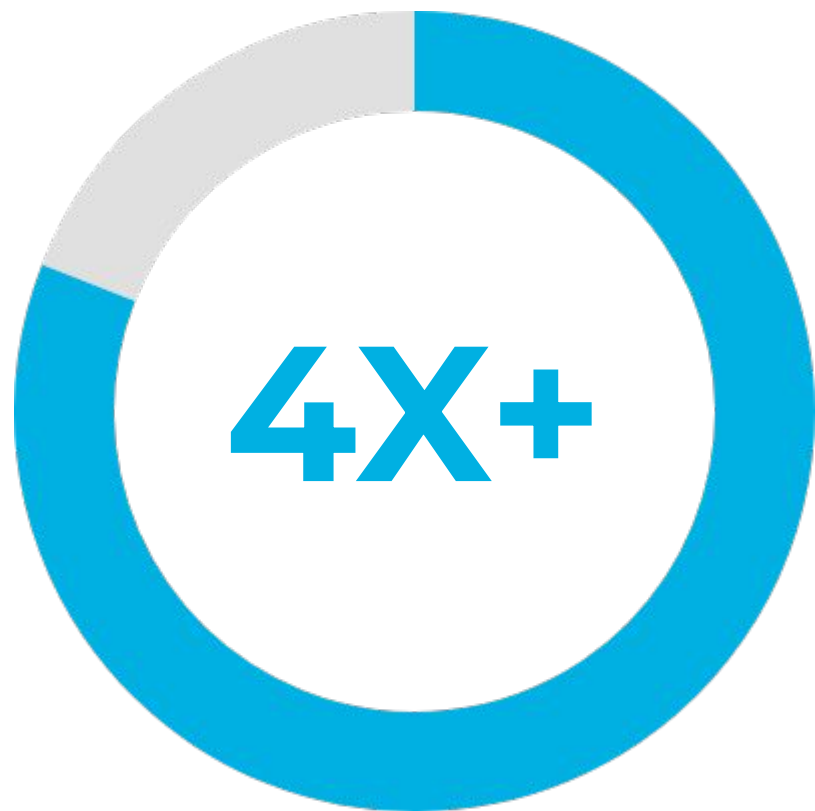
300%+ ↑



**AI SEARCH USAGE  
YoY GROWTH**

Source: Search Engine Land (Q4 2025 Report)

# AI Growth + Conversion



**HIGHER CONVERSION RATE**

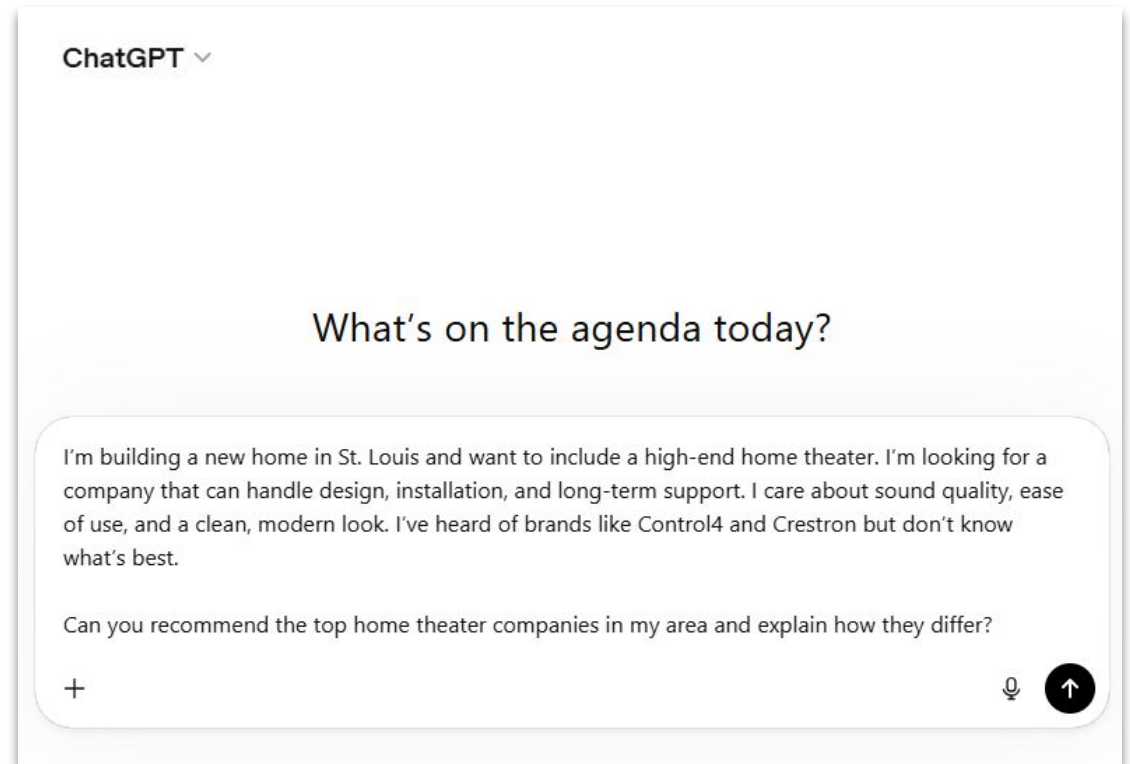
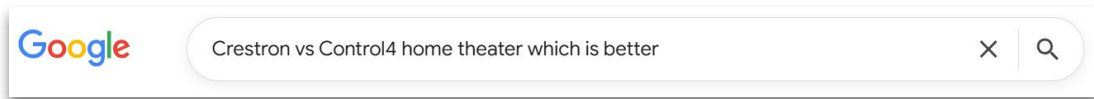
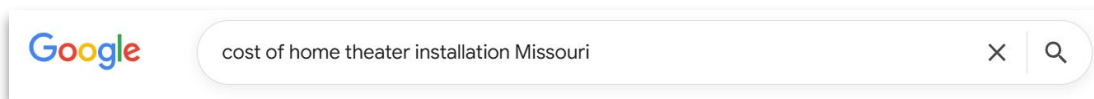
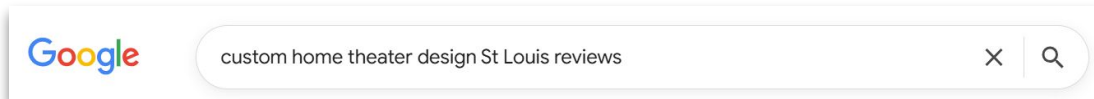
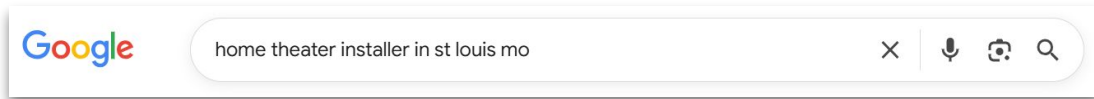
AI-Referred vs. Traditional Organic Traffic

**Early industry analysis shows a massive shift in visitor quality.**

**Insight:** AI-referred visitors are further down the funnel. They've already done the research and are ready to buy.

Source: SEMRush

# Search Behavior Is Changing



# Search Language Is Changing



## New **JARGON**

GEO (Generative Engine Optimization)

AEO (Answer Engine Optimization)

AXO (AI Experience Optimization)

AIO (AI Optimization)

GAIO (Generative AI Optimization)



## What It **MEANS**

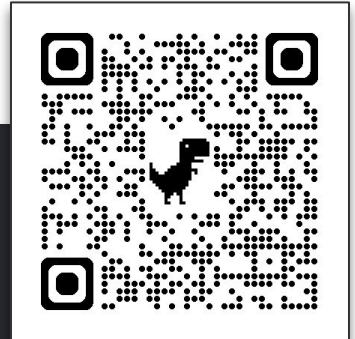
- ✓ Answer clearly
- ✓ Be trusted broadly
- ✓ Be referenced often

# Read the Latest

ON THE BLOG

**CONFUSED BY AI + SEO TERMS?**

Here's Your Cheat Sheet



[onefirefly.com/expertise/blog](https://onefirefly.com/expertise/blog)

# Search Behavior Is Changing



We search for **OPTIONS**

 Fragmented Queries

 Endless Clicking

 **YOU** Connect the Dots

VS



We ask for **ANSWERS**

 It's a Conversation

 Instant Summaries

 **AI** Connects the Dots

POLL:

**When researching luxury goods/services -  
where do you *start* your research?**



# AI Is Replacing **Google** As Your Research Partner

**37%** of consumers start searches with AI instead of Google (Source: SearchEngineLand)

Builds shortlists before you ever connect



PART II

# Performance Shift

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From ranking pages to appearing in answers.



# Reporting Comparison Overview

The fundamental unit of measurement has changed.

Google

AI / LLMs

Rank / Position



Frequency

Traffic (Clicks)



Citations

Being Found



Being Recommended

# Google vs AI: How Results Appear

Google Home theater installer in st. louis mo

AI Mode All Images Forums Videos Shopping Short videos More - Tools -

Online estimates Open now Top rated Small business

Results for **St. Louis, MO** · Choose area

### Places

**Sponsored**

- Audio Advice**  
4.7 ★★★★★ (374) · Home theater store  
17373 Chesterfield Airport Road · (636) 857-0404  
Closed · Opens 10 AM Mon  
In-store shopping · Curbside pickup · Delivery  
Home Theaters - St. Louis - Our Technicians Have The Training & Experience To Get The Job Done Right. Call Today!
- Music for Pleasure**  
4.9 ★★★★★ (39) · Home theater store  
Webster Groves, MO · (314) 961-8747  
Closed · Opens 10 AM Tue  
"I met two very knowledgeable representatives, Rob and Eric."
- Creative Audio Video and Automation**  
4.5 ★★★★★ (45) · Home theater store  
10805 Sunset Office Dr #300 · (314) 956-5861  
Closed · Opens 8 AM Mon  
"Great company with top notch service, great prices and installation."
- The VHS Group**  
4.9 ★★★★★ (59) · Home theater store  
Webster Groves, MO · (314) 200-5670  
Open 24 hours  
"Install was smooth and quick and was priced very reasonably."

More places

**Creative Audio Video & Automation**  
<https://www.creativevideoautomation.com>

**Creative Audio Video & Automation: Expert Audio Video and ...**  
We are your premier St. Louis, MO Custom Home Theater, Commercial Audio Video, Security/Alarm, and Automation dealer. We are locally owned and operated. ... [Read more](#)

**The Home Theater Wiz**  
<https://www.thehome theaterswiz.com>

**The Home Theater Wiz | Home Theater installation**  
Equipment for your home theater. Book Now 1-818-220-5119. Serving St. Louis and Beyond. Yelp; Facebook; Twitter. Equipment for your home theater. Log In. HOME. [Read more](#)

**Audio Advice**  
<https://www.audioadvice.com/pages/st-louis-showroom>

**St. Louis Showroom**  
Our world-class St. Louis showroom allows visitors to fully experience an incredible selection of premium home theater, audio, and home automation products. [Read more](#)

## ChatGPT

I'm building a new home in St. Louis, MO, and want a high-end home theater. I care about performance, design, and long-term support. Who are the best companies in my area I should be talking to?

If you're building a **true high-end home theater** in a new construction home, you're thinking about this the right way. The *company you choose matters as much (or more) than the gear*. In your case—performance + design + long-term support—you want a **custom integration firm**, not a basic installer.

I pulled the top players in St. Louis that align with **luxury-level design, strong engineering, and ongoing service**. Here's who I'd seriously consider:

## Top High-End Home Theater Integrators in St. Louis

### 1. Encore AV

★ 4.0 · Event technology service ·

Best overall fit for luxury new construction

- Full design-build integration firm
- Strong collaboration with **builders, architects, and designers**
- Focus on clean aesthetics (hidden tech, in-wall systems)
- Platforms like **Savant + Josh.ai** (premium automation)
- End-to-end: design → install → programming → calibration [encoreav.co](#)

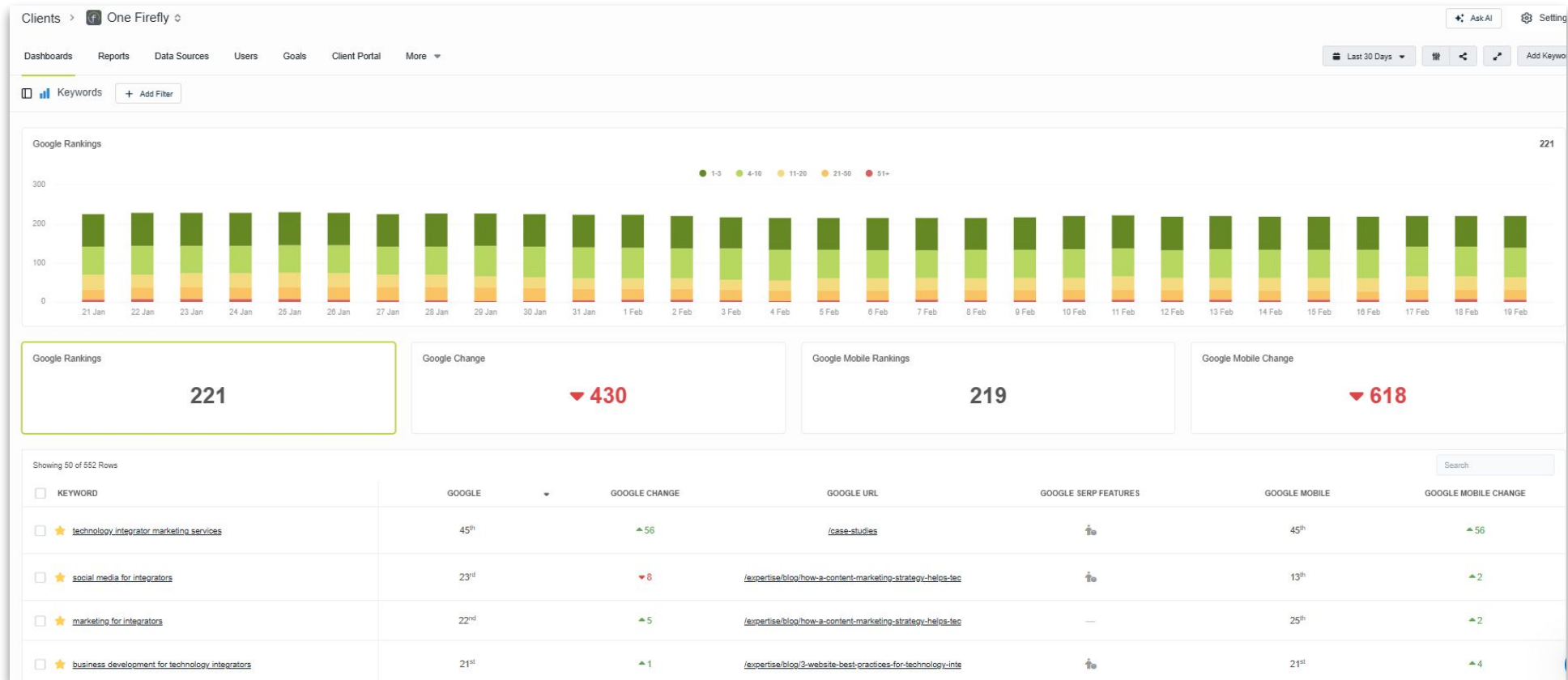
Why they stand out:

They balance **performance + design extremely well**, which is rare. This is the type of firm you bring in early

+ Ask anything



# Traditional Search Reporting



**Success = Ranking #1-3 and capturing traffic to your site.**

# AI Search Reporting

## One Firefly

Marketing Agencies for AV Integration Businesses

Share

We built 1 persona based on your brand and simulated them giving 10 prompts to 11 major AI model families, generating 110 conversations. The response was collected [Feb 3, 2026](#), providing a point-in-time analysis of how your brand shows up in AI-generated answers. [Learn more.](#)

↑

Brand reach

Topic visibility

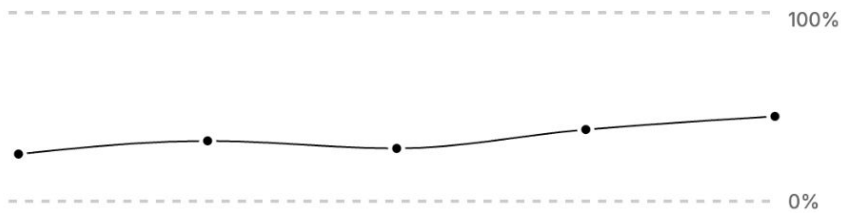
Model visibility

Sources






Run Feb 3, 2026

### Brand visibility

Across 10 prompts and 110 conversations, 228 brands were mentioned in AI responses. One Firefly showed up in 91% of those responses.



↗ Improve my visibility

Rank	Brand	Mentions	Visibility
1	 <b>One Firefly</b> onfirefly.com	100	91%
2	 <b>ProSource</b> prosourceinfo.com	24	22%
3	 <b>KMB Communications</b> kmbcomm.com	17	15%
4	 <b>LAVNCH by THE rAVe Agency</b> theraveagency.com	13	12%
5	 <b>VITAL Management</b> vitalmgmt.com	12	11%

View complete list



# AI Search Reporting

The new metrics that matter for visibility in LLMs

## Appearances

### DEFINITION

How often your brand shows up in AI-generated answers.

### EXPANDS BEYOND IMPRESSIONS

Measures conversational visibility

## Citations

### DEFINITION

Direct links or source mentions credited by the AI.

### EXPANDS BEYOND CLICKS/CTR

Indicates credibility transfer

## Authority

### DEFINITION

How strongly your business is trusted based on consistent, credible signals across the web.

### EXPANDS BEYOND DOMAIN AUTHORITY

Measures knowledge strength

# Live Test — Do You Show Up?

Let's find out how visible you are right now.

1

## Pick a Service + Location

Choose a core service you want to grow (e.g., "Home Automation") and your target city.

2

## Search on Google vs. ChatGPT/Gemini/Claude

Run the exact same search on Google and then ask an AI tool for "best companies for..."

3

## Compare the Results

Where do you appear? Who else shows up? Are the recommendations consistent?



Use the chat to share what you found. (Surprised? Missing?)



## Activity Time

1:00

minute

Get out your phone  
and follow along.

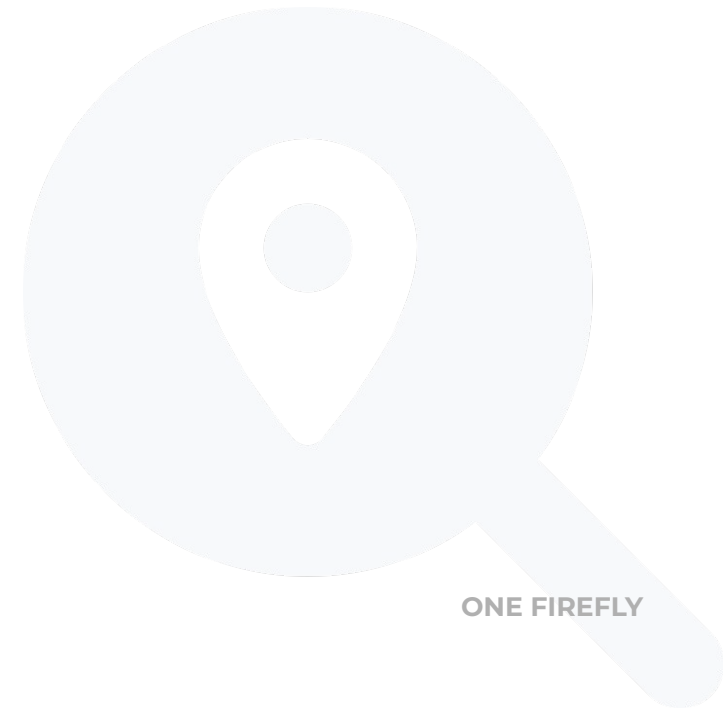


PART III

# Discovery Reality

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Referrals still research you online.



ONE FIREFLY



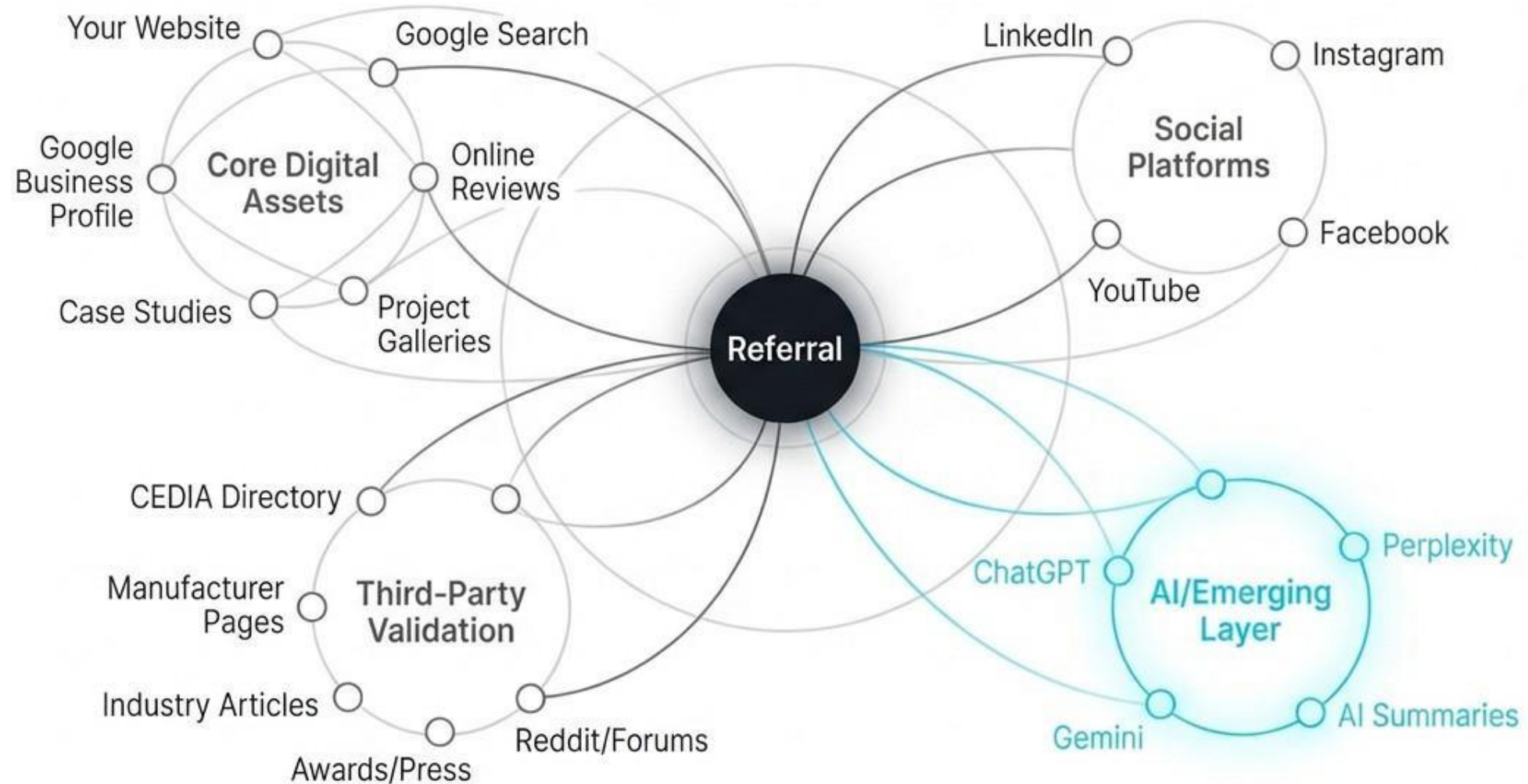
# Referrals Don't Own The **Story.**

They make the introduction.  
**Google & AI confirm it.**

**IF THE STORY DOESN'T MATCH, YOU RISK LOSING.**

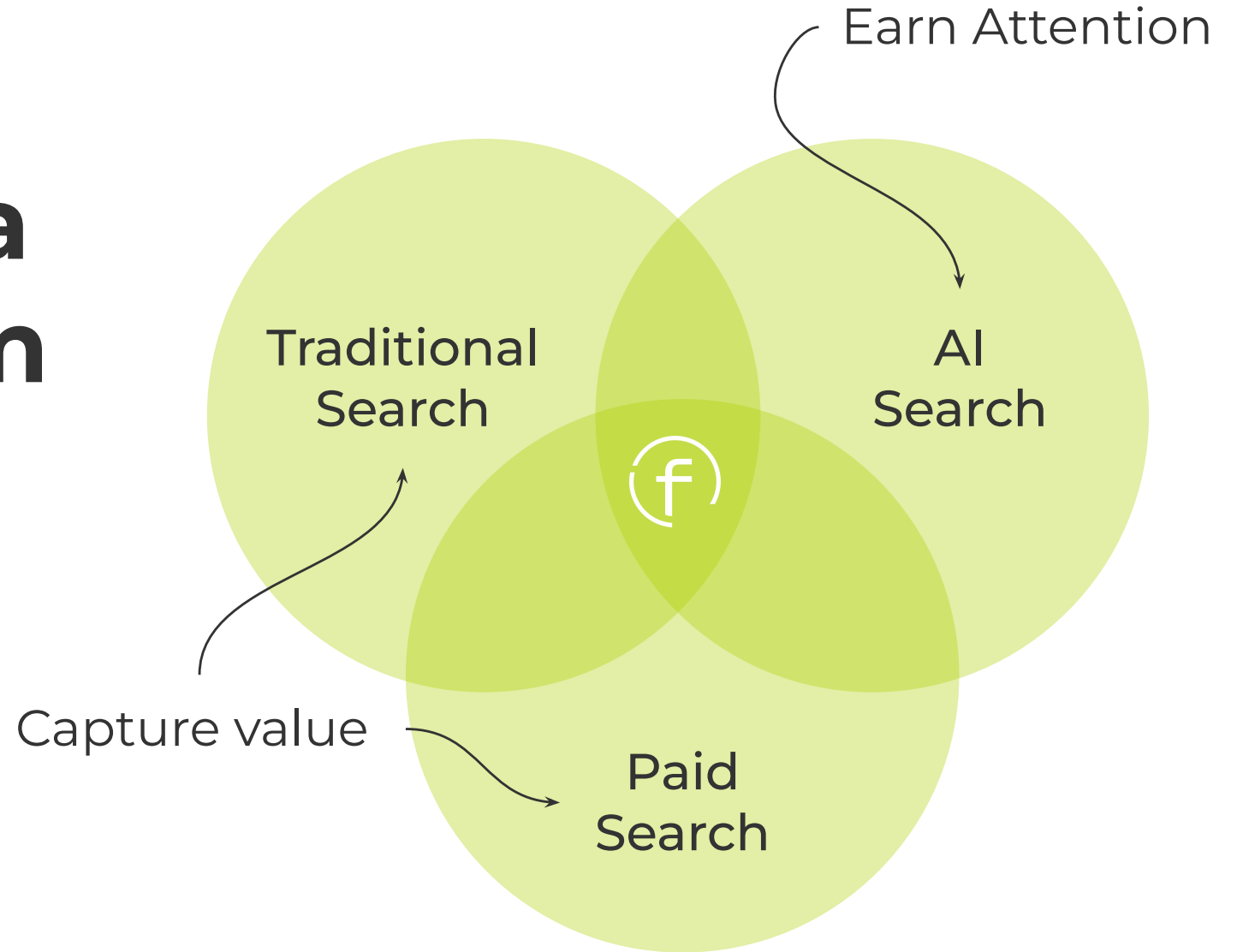
# The Modern Validation Loop

Prospects don't research in a straight line.



# Search Is Merging Into a Single Medium

Be seen. Be trusted. Be chosen.



# AI Compares You. AI Chooses the Winner.

AI will compare you before the prospect ever calls.

## RECOMMENDED BRAND

RECOMMENDED

✓ **Rich Content & Answers** Detailed project pages, FAQs, clear service descriptions

✓ **Verified Trust Signals** Recent reviews across GBP, Houzz, social media

✓ **Active Authority** Thought leadership content, PR mentions, industry awards

## WEAK BRAND

IGNORED

✗ **Thin, Generic Content** Minimal text, old photos, no depth

✗ **Outdated Proof** Old reviews (2+ years), missing profiles

✗ **Silent Presence** No content, no press, low citation volume



### THE MACHINE DECIDES:

"Based on available data, Brand A is the verified expert in this region."

2

PART I

# SEO Reframe

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SEO isn't dead; it has now evolved to also impact AI visibility.

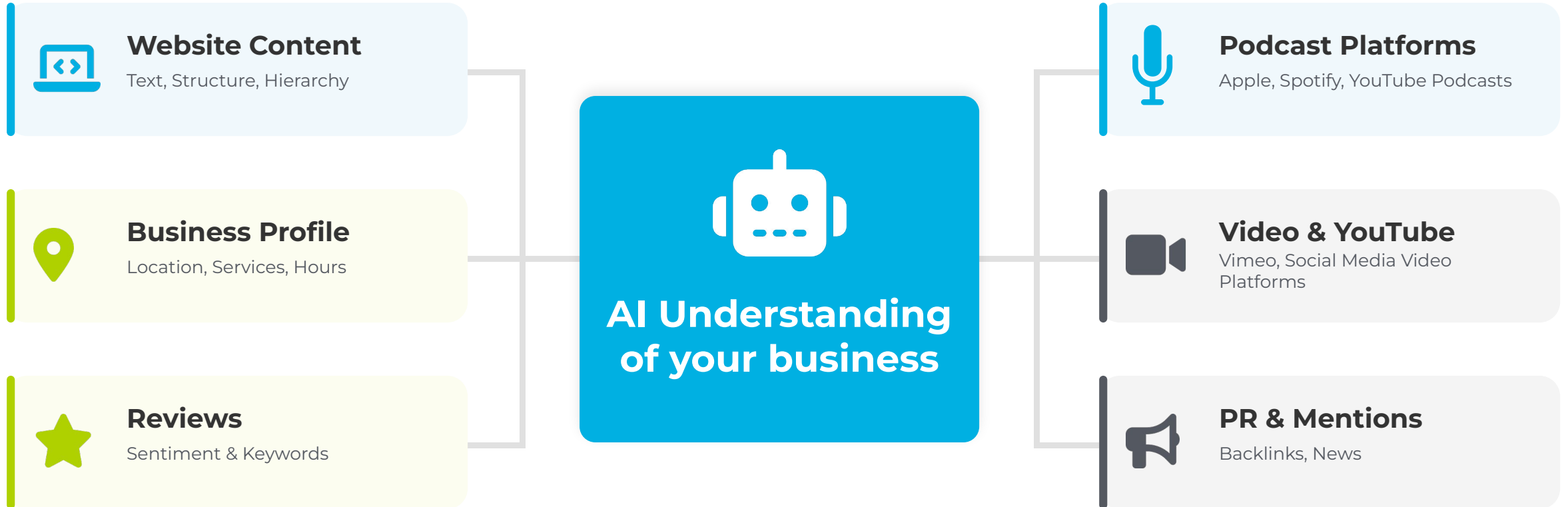


# SEO Isn't Going Away

AI is trained on the  
open web.

# Where Search-Connected AI Gets Its Information

AI doesn't have just one source of truth



# From SEO to AI Visibility

1

2

3

## Same Foundations

Your website, content, and SEO still matter. These are what AI models learn from.

## Expand How You Show Up

Show up across more platforms. Make your content easy for AI to understand and use.

## Build Trust Everywhere

Reviews, mentions, and listings all matter. AI trusts what's consistently across the web,

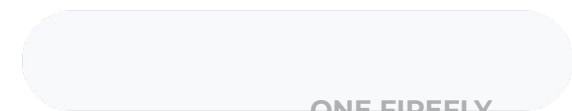
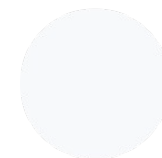
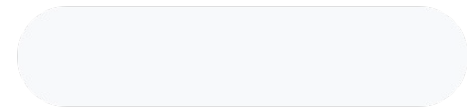
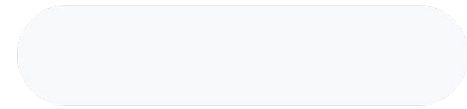
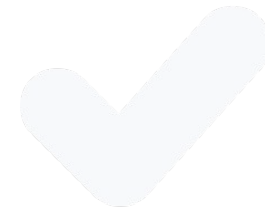
*SEO isn't going away. It's expanding into something bigger.*

3

PART I

# What To Do

Build a visibility system, not one-off tactics.



ONE FIREFLY

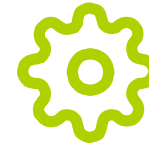
# Your Online Presence Now Needs to Convince Two Audiences

If AI doesn't understand and trust your business, you may never reach the human.



## **Audience 1: Humans (Your Buyers)**

- Looking for inspiration, trust, and proof
- Evaluating your brand, projects, and credibility
- Asking: "Do I feel confident choosing this company?"



## **Audience 2: AI (The Recommender)**




- Aggregating, summarizing, & recommending providers
- Evaluating consistency, authority, and relevance
- Asking: Does this company show strong enough signals to be included?

# Visibility Is a System: The Four-Legged Stool

A balanced foundation for visibility across Google, AI, and emerging search platforms.






## LOCAL SEO

-  GBP Management
-  Listings Consistency
-  Review Management

*"Where you operate"*






## ON-SITE SEO

-  Service Clarity
-  Buyer-Question Content
-  Human & AI Friendly

*"What you do"*



## OFF-SITE SEO

-  Backlinks & Mentions
-  Partner Validation
-  Trust Signals

*"Others vouch for you"*



## TECHNICAL SEO

-  Speed & Core Vitals
-  Structure & Schema
-  Security

*"Systems trust you"*

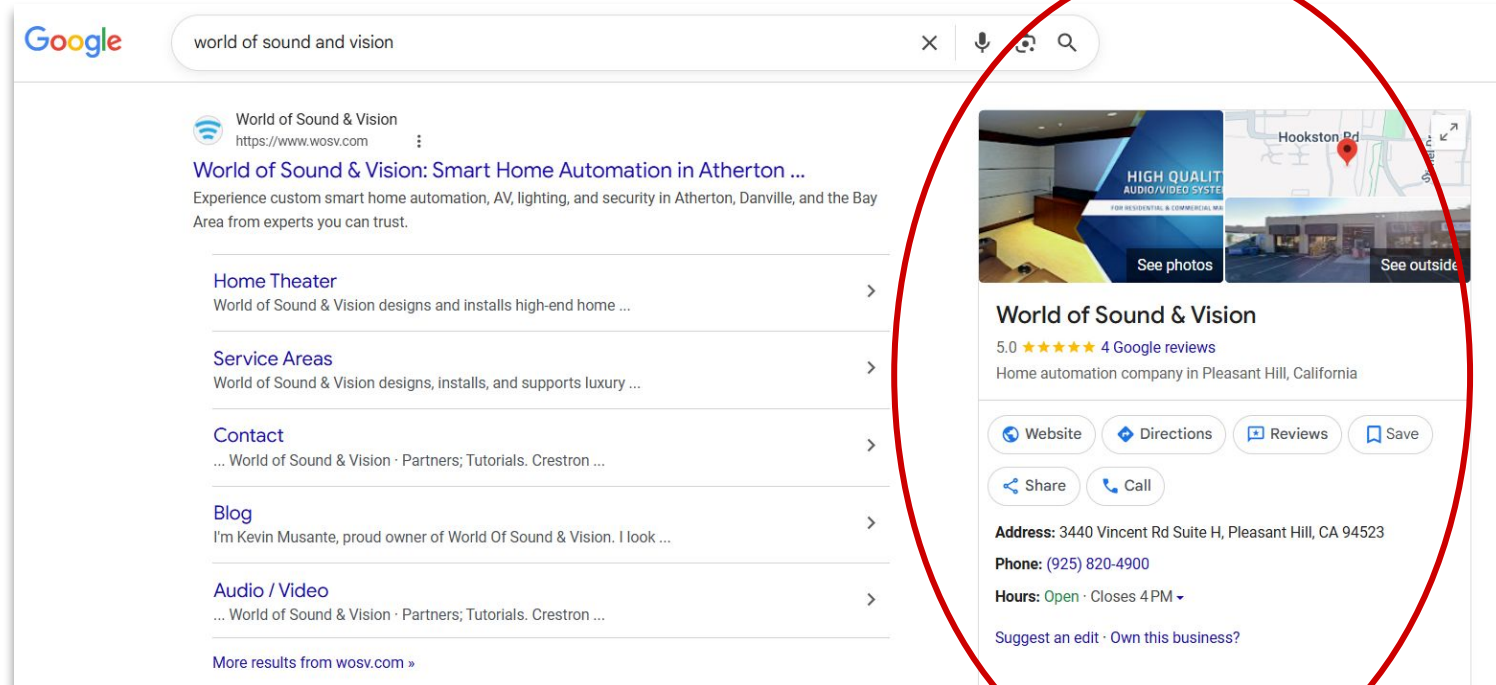
# Local: Show Up Where Customers Search

## Google Business Profile

- Fully complete your profile
- Add photos regularly
- Post updates and projects

## Reviews

- Ask every client
- Respond to every review
- Mention services + locations



Google world of sound and vision

World of Sound & Vision  
https://www.wosv.com

**World of Sound & Vision: Smart Home Automation in Atherton ...**  
Experience custom smart home automation, AV, lighting, and security in Atherton, Danville, and the Bay Area from experts you can trust.

**Home Theater**  
World of Sound & Vision designs and installs high-end home ...

**Service Areas**  
World of Sound & Vision designs, installs, and supports luxury ...

**Contact**  
... World of Sound & Vision - Partners; Tutorials. Crestron ...

**Blog**  
I'm Kevin Musante, proud owner of World Of Sound & Vision. I look ...

**Audio / Video**  
... World of Sound & Vision - Partners; Tutorials. Crestron ...

More results from wosv.com »

**World of Sound & Vision**  
5.0 ★★★★★ 4 Google reviews  
Home automation company in Pleasant Hill, California

Website Directions Reviews Save

Share Call

**Address:** 3440 Vincent Rd Suite H, Pleasant Hill, CA 94523  
**Phone:** (925) 820-4900  
**Hours:** Open · Closes 4 PM

Suggest an edit · Own this business?

# Local: Build Consistency Everywhere

## ☰ Directory Listings

- Yelp, Houzz, Apple Maps, Bing
- Keep info accurate and updated

## ✓ NAPW Consistency

- Name, Address, Phone, Web URL must match
- Remove duplicates and outdated listings

The screenshot shows a Yelp business profile for 'Show & Tell AV Solutions'. The profile includes a 5.0 star rating from 6 reviews, a 'Claimed' status, and business hours from 9:00 AM to 5:00 PM. It features a 'Start request' button and a 'Suggest an edit' button. The 'Photos & videos' section displays four images of a modern living room with a large TV and a fireplace. The right sidebar contains contact information: the website 'showandtellav.com', the phone number '(801) 444-3200', and the address '416 W 500 S Ste D Bountiful, UT 84010'.

# On-Site: Build Pages That Get Found

## Service Pages

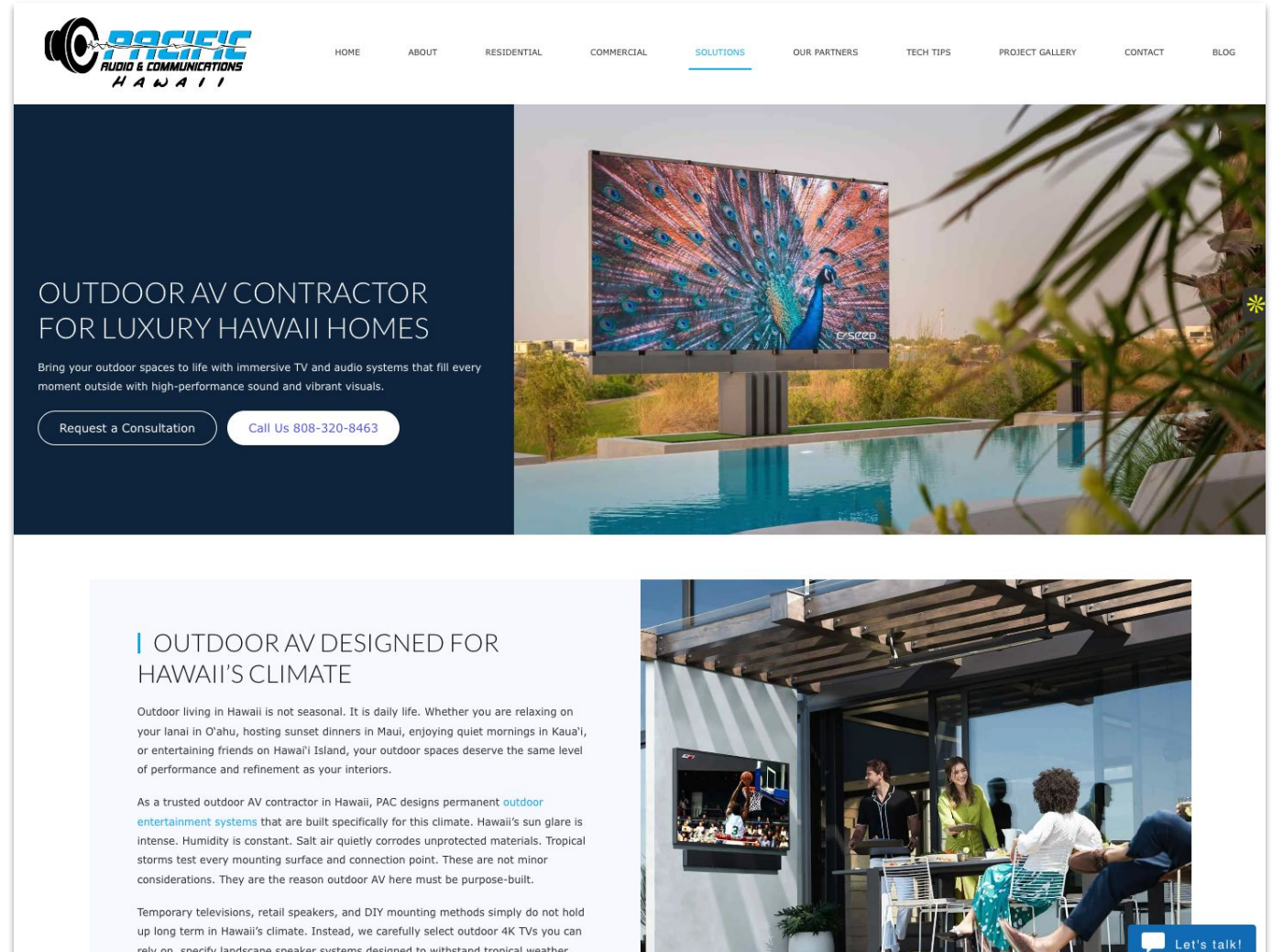
- One page per core service
- Include location-based keywords

## Match How People Search

- Speak to your ideal customer
- Focus on your authority

## Clear Structure

- Simple headlines (H1, H2)
- Easy to scan and navigate



The screenshot displays the website for Pacific Audio & Communications Hawaii. The navigation menu includes: HOME, ABOUT, RESIDENTIAL, COMMERCIAL, SOLUTIONS (highlighted), OUR PARTNERS, TECH TIPS, PROJECT GALLERY, CONTACT, and BLOG. The main content area features a large image of a peacock on a TV screen overlooking a pool. The text reads: "OUTDOOR AV CONTRACTOR FOR LUXURY HAWAII HOMES". Below this, it says: "Bring your outdoor spaces to life with immersive TV and audio systems that fill every moment outside with high-performance sound and vibrant visuals." There are two buttons: "Request a Consultation" and "Call Us 808-320-8463".

The lower section of the page has a heading: "OUTDOOR AV DESIGNED FOR HAWAII'S CLIMATE". The text below reads: "Outdoor living in Hawaii is not seasonal. It is daily life. Whether you are relaxing on your lanai in O'ahu, hosting sunset dinners in Maui, enjoying quiet mornings in Kaua'i, or entertaining friends on Hawai'i Island, your outdoor spaces deserve the same level of performance and refinement as your interiors." It then states: "As a trusted outdoor AV contractor in Hawaii, PAC designs permanent outdoor entertainment systems that are built specifically for this climate. Hawaii's sun glare is intense. Humidity is constant. Salt air quietly corrodes unprotected materials. Tropical storms test every mounting surface and connection point. These are not minor considerations. They are the reason outdoor AV here must be purpose-built." The final paragraph says: "Temporary televisions, retail speakers, and DIY mounting methods simply do not hold up long term in Hawaii's climate. Instead, we carefully select outdoor 4K TVs you can rely on, specify landscape speaker systems designed to withstand tropical weather." To the right of this text is an image of an outdoor lounge area with a TV mounted on the wall. A blue button at the bottom right says "Let's talk!"

# On-Site: Answer What Buyers Are Asking

## ? Answer Key Questions

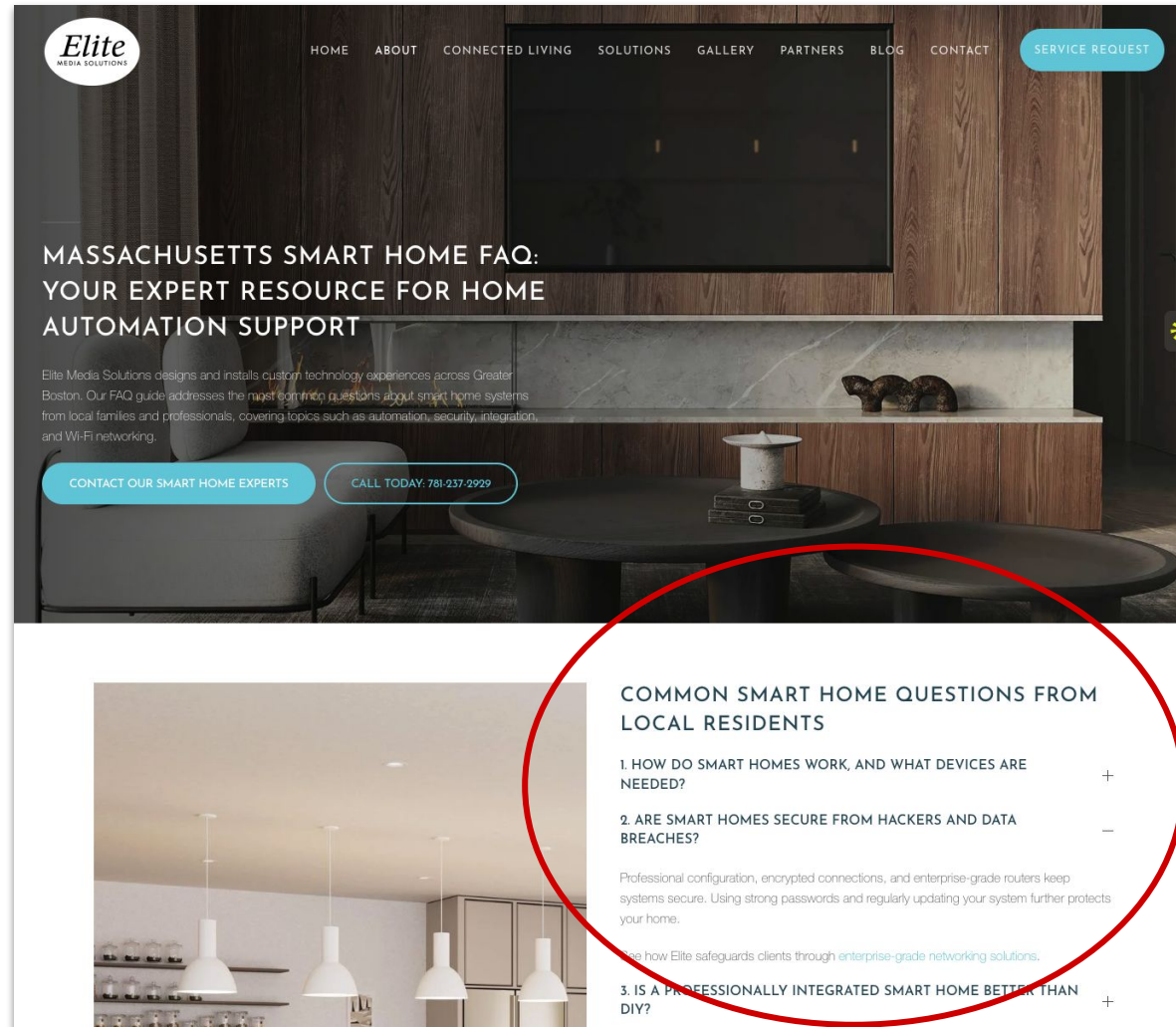
- What is it?
- What does it cost?
- What are my options?

## ☰ Use FAQs

- Add to every service page
- Keep answers clear and direct

## → Guide the Next Step

- "Schedule a Consult"
- "Request a Quote"



# Off-Site: Build Authority Beyond Your Website

## 🌟 Earn Trust Signals

- Manufacturer listings
- Trade partner mentions
- Backlinks in relevant publications

## 🌱 Be Active on Key Platforms

- YouTube
- Social media
- Review sites

The image shows two overlapping website screenshots. The top screenshot is from CEPro, featuring an article titled "Circadian-Effective Lighting Helps Preserve Frank Lloyd Wright's Creative Vision at Taliesin West". The article text states: "Lutron tech brings modern lighting control to Taliesin West without compromising historic architect Frank Lloyd Wright's vision." It is dated May 21, 2025, by Zachary Comeau. Below the text is a photo of the building's exterior at night. A red circle highlights a social media share icon (Facebook) in the bottom left of the article. The bottom screenshot is from the Wipliance website, showing a navigation menu, a hero section with the text "Creating Smart Spaces for Your Home and Business", and a "New conversation" chat form on the right. A red arrow points from the CEPro article's social media icon to the Wipliance logo.

# Technical: Make Your Site Easy to Trust

## ⚡ Performance

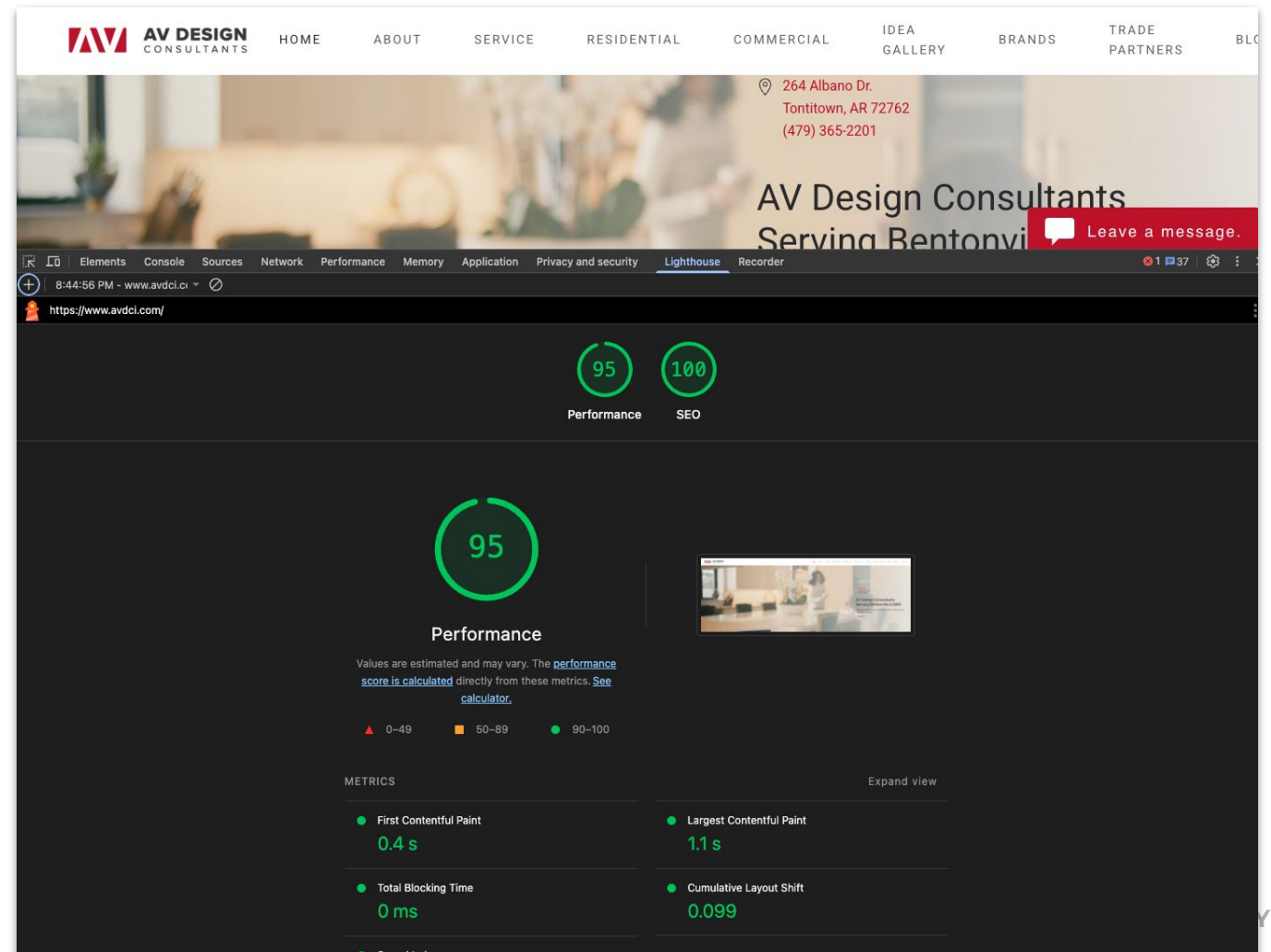
- Fast load times
- Mobile-friendly

## 🛡️ Clean & Secure

- Fix errors
- HTTPS enabled

## 🤖 Help AI Understand You

- Structured data (schema)
- Proper indexing



# Consistency + Frequency Win



## Show Up Consistently

Your website, reviews, and listings should all tell the same story.



## Show Up Frequently

Regular updates, content, and reviews keep you visible over time.



## Stay Active

Your presence shouldn't live in just one place — it should be everywhere.

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**It's not just where you rank.  
It's how often — and how consistently — you show up.**

# What Happens Next



## AI Will Be Everywhere

Search becomes built into everything—not just Google



## More Decisions Happen Before the Click

Customers will shortlist & choose before ever visiting your site



## Visibility Becomes the Advantage

The businesses that show up consistently will win more often

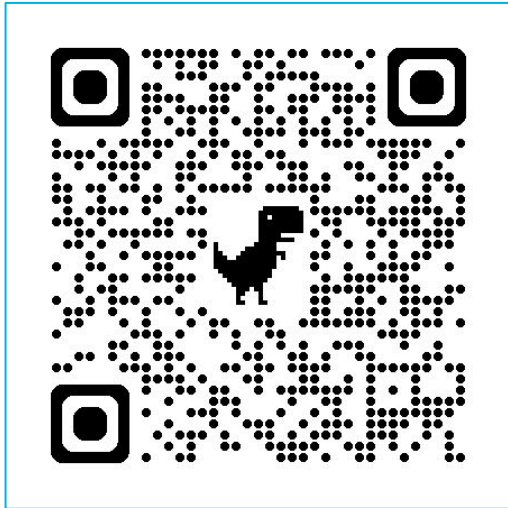
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**You won't just be found.  
You'll be chosen. Or ignored.**

# Additional Resources

One Firefly Blog

## NEW SEO + AI Blog Series



[onefirefly.com/expertise/blog](https://onefirefly.com/expertise/blog)

ON THE BLOG

**How Google Reviews  
Drive Local SEO**  
*& AI Visibility in 2026*



ON THE BLOG

**If They Don't Click,  
Did SEO Still Work?**

*What Success Looks Like in AI Search  
Today*

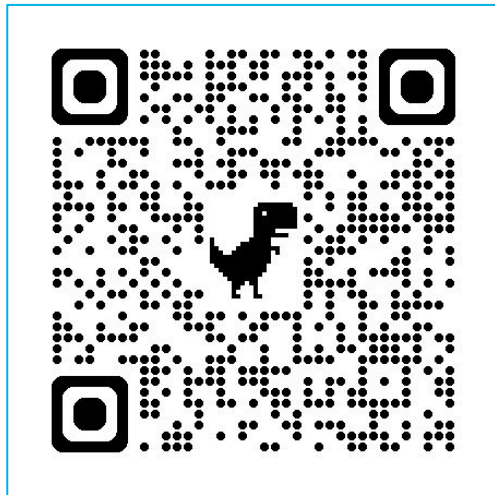


# Additional Resources

Automation Unplugged

## NEW AI Insights Segment

Launching June 2026



[onefirefly.com/au](https://onefirefly.com/au)



# Connect With Our Team

Webinar Exclusive

## \$2,500 Credit - Ongoing SEO

Get up to \$2,500 toward your first month of SEO services (new or upgraded)

**CLAIM OFFER NOW**

[sales@onefirefly.com](mailto:sales@onefirefly.com)

### Reach Out

- [onefirefly.com](https://onefirefly.com)
- [sales@onefirefly.com](mailto:sales@onefirefly.com)
- [954-921-2393](tel:954-921-2393)

