

AIO for Agentic AI: Optimising for the Era of Action 2026

Prepare your brand for AI agents that research, compare, and purchase on behalf of users

40%

AI interactions via agents by
2028

API-first

Strategy for agentic visibility

2027

Mainstream agentic AI
adoption

99.9%

Uptime required for agent trust

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What Is Agentic AI and Why Does It Change Everything?

Agentic AI refers to AI systems that take autonomous actions on behalf of users — not just answering questions, but planning, using tools, and executing multi-step tasks. An AI agent might research your product category, compare options, read reviews, and make a recommendation or even a purchase — all without human involvement at each step.

Dimension	AI Assistants (Today)	AI Agents (2027+)
Primary function	Answer questions	Take actions
Interaction type	Single query / response	Multi-step autonomous workflows
Data access	Training data + retrieval	APIs, databases, real-time systems
Brand discovery	Citation in response	Inclusion in automated decision pipeline
Optimisation focus	Content and entity authority	APIs, capability declarations, trust signals
Failure mode	Not cited	Excluded from agent workflow entirely

Critical shift: Today you optimise content for AI to read. In the agentic era, you optimise capabilities for AI to use. APIs become as important as articles.

API-First Strategy for Agentic Visibility

For agentic AI, your API may be more important than your website. Agents need programmatic access to your capabilities — to check availability, make bookings, retrieve data, or take actions. Without an accessible, well-documented API, agents will route to competitors who have one.

API Requirement	What It Means	Why Agents Need It
OpenAPI specification	Machine-readable API description in standard format	Agents read OpenAPI specs to understand your capabilities automatically
Comprehensive documentation	Examples, error codes, authentication, rate limits	Agents need to understand exactly how to call your API without human intervention
99.9%+ uptime	Less than 8.7 hours downtime per year	Failed agent tasks are not retried — they route to alternatives
Consistent response times	Under 2 seconds for all endpoints	Agents time out slow APIs and exclude them from workflows
OAuth 2.0 support	Standard authentication flow that agents can execute	Agents need to authenticate without human credential entry
Clear error handling	Descriptive error codes and messages	Agents need to understand failures and adapt accordingly

Entity Authority for Agentic Trust

Agents don't just need to find you — they need to trust you enough to take action on your behalf of their users. Trust in the agentic context is built through:

- **Established entity authority** — Knowledge Graph presence, Wikipedia, complete schema; agents check these
- **Reliability history** — consistent API uptime and response quality tracked over time
- **User reviews and ratings** — agents incorporate review signals into recommendation decisions
- **Security certifications** — ISO 27001, SOC 2, or equivalent; agents increasingly check security posture
- **Clear terms of service** — machine-readable ToS that agents can evaluate programmatically
- **Transparent pricing** — structured pricing data that agents can compare without human intervention

Preparing Your Brand for the Agentic Era: Roadmap

Phase	Timeline	Priority Actions
Entity foundation	Now — 30 days	Complete AIO entity authority: schema, sameAs, llms.txt, Knowledge Graph signals
API readiness	1–3 months	Audit existing API; implement OpenAPI spec; improve documentation and reliability
Agent discovery	3–6 months	Submit to agent directories; implement plugin manifests; test with major agent platforms
Trust building	6–12 months	Build review volume; pursue security certifications; establish reliability track record
Agent-native features	12+ months	Build agent-specific capabilities; automated workflows; agent-to-agent integrations

Frequently Asked Questions

Q: Do I need an API to benefit from agentic AI?

Not immediately — most brands don't yet need APIs for agent visibility. In 2026, entity authority and content optimisation still drive the majority of AI visibility. However, brands in e-commerce, SaaS, travel, and financial services should begin API planning now as agentic adoption accelerates.

Q: Which agent platforms should I prioritise?

ChatGPT Actions (formerly Plugins), Gemini Extensions, and Claude's tool use capabilities are the primary targets for 2026. Microsoft Copilot connectors are critical for enterprise B2B. Prioritise based on where your target customers use AI assistants.

Q: How does agentic AIO differ from regular AIO?

Regular AIO optimises for AI citation — being mentioned in a response. Agentic AIO optimises for AI action — being chosen by an agent to complete a task. The entity authority foundations are the same, but agentic AIO adds API reliability, capability declarations, and trust signals as critical layers.

About the Author

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Founder of UltraScout AI with 16+ years in technology spanning research and industry, building enterprise AI solutions with large language models (LLMs). Specialises in GEO, AEO, entity authority, and AI acquisition intelligence.

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