

The Future of AI Optimisation: 2027 and Beyond

Agentic AI, multimodal search, real-time knowledge graphs, and the post-SEO landscape

<30%

Predicted traditional click rate by 2028

300%

Projected growth of AI search by 2027

40%

Brands already seeing AI-referred traffic

2027

Year agentic AI becomes mainstream

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Agentic AI: The Next Frontier

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Preparing Your Brand for 2027

The window for early-mover advantage is now. The brands building entity authority and AI visibility today will have compounding advantages as AI search grows. Here's your preparation roadmap:

Timeline	Priority Actions	Rationale
Now — 30 days	Implement complete entity authority (schema, sameAs, llms.txt)	Foundation for all future AI optimisation. Every day delayed is ground ceded.
1–3 months	Build expert entity presence and publish consistently under named authors	AI platforms are indexing today's content for tomorrow's responses.

Timeline	Priority Actions	Rationale
3–6 months	Build Reddit, Quora, LinkedIn, and YouTube presence	Multi-platform presence feeds AI knowledge graphs across every touchpoint.
6–12 months	Invest in original research and proprietary data	Information gain content is the hardest to replicate — and most cited.
Ongoing	Monitor AI Share of Voice weekly and respond to changes	Agentic AI and real-time updates mean continuous monitoring is essential.

“*The brands building entity authority and AI visibility today will have compounding advantages as AI search grows. Early movers in GEO and AIO are seeing 12x visibility increases — waiting means ceding ground to faster-moving competitors.*

— Yuliya Halavachova — Founder & Chief AI Officer, UltraScout AI

Frequently Asked Questions

Q: Will SEO become obsolete?

Traditional keyword-focused SEO will decline in importance, but technical SEO fundamentals — fast pages, clean structure, authoritative content — will remain valuable as they feed AI visibility. The discipline is evolving, not dying. Brands should shift budget towards GEO/AIO while maintaining strong technical SEO.

Q: How should I prepare for agentic AI?

Focus on entity authority and consistent brand presence across all AI knowledge graphs. When an AI agent researches options, it pulls from its knowledge graph — brands with strong entity signals will be on the shortlist. Ensure your product descriptions, pricing, and differentiators are machine-readable.

Q: When should I start implementing future-proofing?

Now. The brands building entity authority and AI visibility today will have compounding advantages. Early movers in GEO and AIO are seeing 12x visibility increases. Every month of delay is market share surrendered to competitors who act faster.

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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