exposure ninja

How To Appear in Generative AI Searches

with



Charlie Marchant
CEO at Exposure Ninja

2024 GLOBAL SEARCH AWARDS — BEST US SEO CAMPAIGN — WINNER

2024 UK SEARCH AWARDS — BEST LARGE INTEGRATED CAMPAIGN — WINNER

2024 UK SEARCH AWARDS — BEST B2C SEARCH CAMPAIGN — WINNER

GLOBAL AGENCY AWARDS 2024 — WINNER

2024 UK CONTENT AWARDS — BEST CRM/EMAIL CAMPAIGN — WINNER

2023 GLOBAL SEARCH AWARDS — BEST LARGE INTEGRATED CAMPAIGN — WINNER

Certified B Corporation

Year on year drop of UK users

Rank	Search engine	Headquarters	Total adult reach in May 2022	Total adult reach in May 2023	Total adult reach in May 2024	Year-on-year change	Online adult reach in May 2024	Average time spent in May 2024 per visitor (hours:mins)
1	Google Search	US	41.1m	41.3m	39.6m	-1.8m	83%	01:29
2	Bing	US	13.9m	21.9m	18.5m	-3.4m	39%	00:38
3	Yahoo!	US	1.5m	1.6m	1.6m	-24k	3%	00:07
4	DuckDuckGo	US	1.8m	1.3m	1.5m	+202k	3%	00:22
5	Yandex	Russia	1.3m	379k	762k	+383k	2%	00:01
6	Ecosia	Germany	814k	724k	637k	-87k	1%	02:42
7	Ask.com	US	498k	574k	410k	-163k	1%	00:07
8	Info.co.uk	US	1.9m	539k	263k	-275k	1%	00:01
9	Tineye	Canada	177k	217k	195k	-22k	<1%	00:01
10	Baidu	China	175k	82k	168k	+87k	<1%	00:03

Source: Ofcom, Nov 2024

Google is still the most dominant player with **83% of searches**.

ChatGPT has **1-4%* of searches** and it's growing rapidly.

* Some assumptions were made in this calculation.

Source: Search Engine Roundtable, Nov 2024

What we do know:

ChatGPT had 400 million weekly users in Feb 2025

Up 33% from 300 million in December 2024

Up 300% from 100 million in November 2023



Source: Brad Lightcap, OpenAI's Chief Operating Officer, ChatGPT, Feb 2025

Your boss might be asking you:

How do we show up on ChatGPT?

Can we even optimise for these platforms?

What are you tracking to prove it's working?







What are us marketers going to do?

Why should you listen to me?

We work with clients like:

The Ordinary.

Google

can I use niacinamide with hyaluronic acid

All | Short videos | Forums | Images | Videos | Web | News | More | Tools

AI Overview

Learn more

Yes, you can use niacinamide and hyaluronic acid together in your skincare routine. In fact, they complement each other well.



How do they work together?

- **Hyaluronic acid**: A sugar compound that hydrates and plumps the skin
- **Niacinamide**: A form of vitamin B3 that helps build a stronger skin barrier, reduces excess oil, and brightens skin tone

Benefits

- Together, they can improve hydration and texture
- They can help smooth rough patches caused by harsh weather
- They can create a balanced approach to hydration and healthy-looking skin

Tips for using together

- You can use hyaluronic acid and niacinamide serums in the same routine
- Follow the directions on the product
- Allow each product to fully absorb before applying the next

The Beginner's Guide to Skincare Layering - The Ordinary

Commonly Asked Questions * Can I use Hyaluronic Acid and Niacinamide together? Yes, you can. Our Hyaluronic Acid 2%...

The Ordinary

Can you use niacinamide with hyaluronic acid? - Curology

22 Sept 2023 — Niacinamide is generally well-tolerated. However, some potential side effects may occur; these includ...

Curology

Fast Facts: Hyaluronic Acid & Niacinamide - The Ordinary

1. You can use hyaluronic acid and niacinamide serums in the same routine. Fact. Hyaluronic acid and niacinamide are...

The Ordinary

Show all

ChatGPT 4o

Which is the best value hyaluronic acid?

Hyaluronic acid is a popular skincare ingredient known for its ability to retain moisture, leading to plumper and more hydrated skin. If you're seeking effective hyaluronic acid products that offer great value, here are some top recommendations:

The Ordinary Hyaluronic Acid 2% + B5 Serum
This budget-friendly serum combines 2% hyaluronic acid with vitamin B5 to enhance surface hydration. Users appreciate its lightweight texture and affordability.



health.com +1

The Inkey List Hyaluronic Acid Serum
Priced under $10, this serum offers 2% multi-molecular hyaluronic aci suring hydration across various skin layers. Its



Ask anything

Search Deep research

ChatGPT can make mistakes. Check important info.

ChatGPT 4o

Which hyaluronic acid is best?

The best **hyaluronic acid** depends on your specific needs—whether you're looking for **skincare** (hydration anti-aging) or **supplements** (joint health, skin plumpness).

For Skincare (Topical Hya

- **Best for Deep Hydration:**
  - *SkinCeuticals Hydrating B5 Gel* – concentration, absorbs well
  - *The Ordinary Hyaluronic Acid 2* Affordable, effective, multi-mol
  - *La Roche-Posay Hyalu B5* sensitive skin
- **Best for Anti-Aging & Plumping:**
  - *Drunk Elephant B-Hydra Intensive Hydration Serum* – Lightweight, layers well
  - *Vichy Mineral 89* – ngthens skin barrier,

ChatGPT 4o

Where should I buy hyaluronic acid?

It depends on what you need it for—are you looking for skincare serum, a supplement, or an injectable (like int health or cosmetic fillers)?

ality serums from , Paula's Choice, La a Labo. You can find them at c, Cult Beauty, or Amazon

vant hyaluronic acid for joint rom the inside, check n, iHerb, or Amazon NOW Foods, Solgar, lena.

tables: If you're considering medical-grade aluronic acid for joint in or cosmetic use, you'll need a prescription or visit a clinic.

Ask anything

Search Deep research

Huge sales growth for this product!

Agenda

01 How Does Generative Engine Optimisation Work?

02 How to Optimise for Generative Search
(AI Overviews & Generative Engines)

03 How To Measure Success for GEO

04 Actionable Takeaways

How Does Generative Engine Optimisation Work?

What is Generative Engine Optimisation?

Generative Engine Optimisation (GEO) is the process of optimising a website to appear in AI search results.

LLMO - Large Language Model Optimisation

GSO - Generative Search Optimisation

AI Search Optimisation

What is Generative Engine Optimisation?

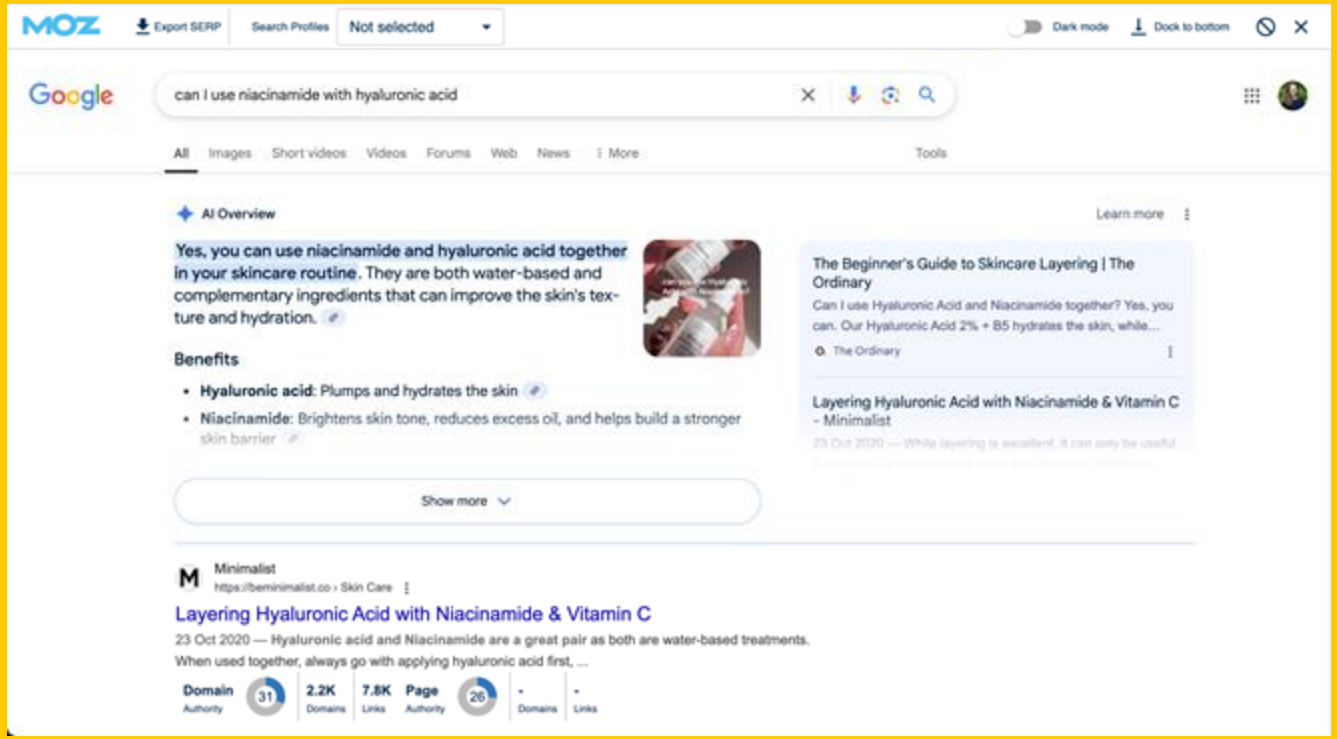
GEO includes:

1. Optimising content to gain features in AI Overviews.

2. Optimising for business references and recommendations in AI-generated chatbots like ChatGPT, Claude, Perplexity, and Google Gemini.

AI Overview

'Regular' organic results



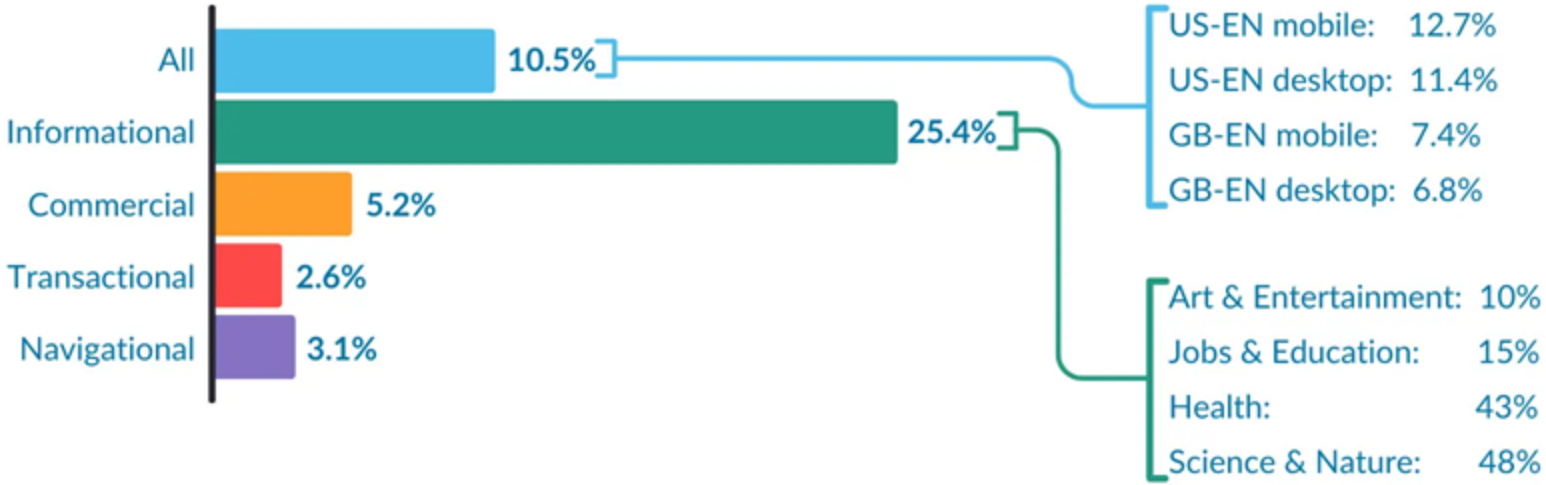
Google’s goal is to answer the searcher’s query ***inside the search results.***

AI provides the answer, ***often with website sources.***

1 in 10 keywords has an AI Overview of some type.

Source: Moz, January 2025

AIOs: Who Should Care?



AIO with:

- Featured snippets: 27% vs. 5%
- Things to know: 15% vs. 8%
- Found on the web: 9% vs. 3%

Links out:

- 6.4 per AIO → 3
- 525 in top 10 → 80%
- Lower DA & BA

Recent Updates to AI Overviews



GLOBAL ROLLOUT

Initially launched in USA.

Aug 2024: **UK launch**.

Oct 2024: **Extended to 100+ countries**, including Australia and New Zealand.



OCCURING ON MORE SEARCHES

AI Overviews appear in **UK SERPs 19.23%** of the time.

AI Overviews in **US SERPs reached 18.76%** occurrence rate in Nov 2024.



APPEARS MORE ON LONG TAIL

Long-tail keywords consistently triggered AI Overviews.

Queries of 4+ words result in AIOs 60.85% of the time in Nov 2024.



ADS ADDED INTO SOME AIOS

In October 2024, **Google began incorporating ads into AI Overviews**.

Sponsored products appear in summaries for **queries with a commercial intent**.

Source: SE Ranking, Dec 2024

Product ads featuring in some AI overviews

You can show ads in these experiences with your existing AI-powered Search ads, Shopping and Performance Max campaigns.



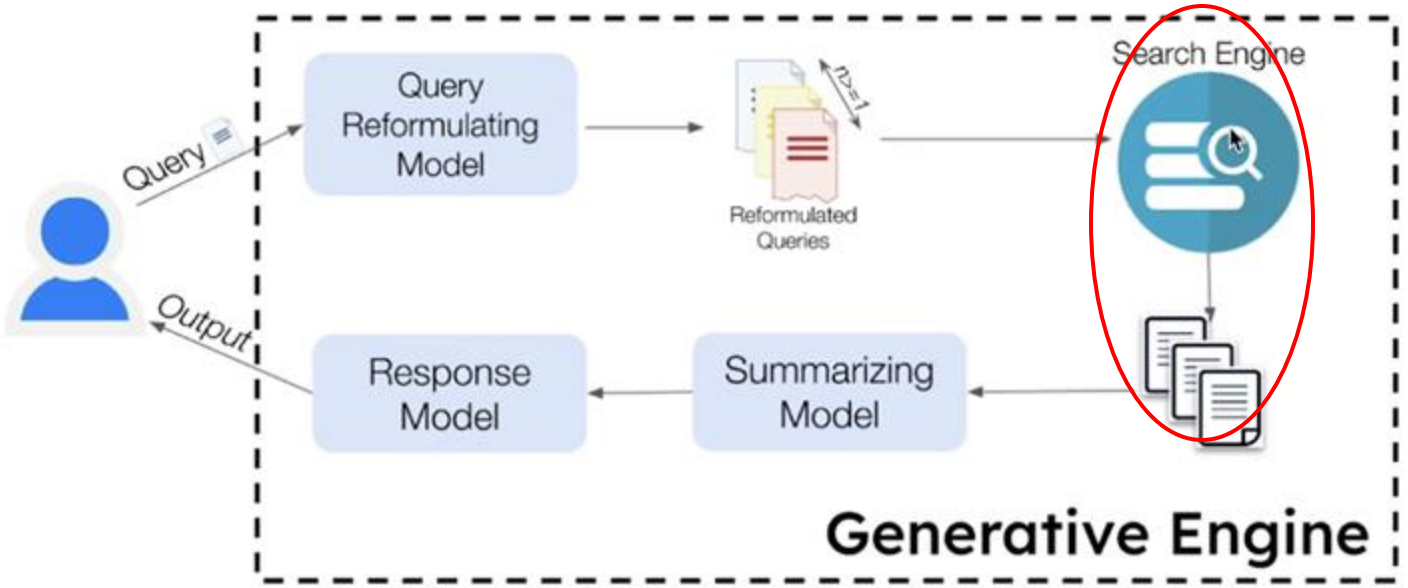
Should you optimise for Generative AI if you're *already* doing SEO?

Differences Between SEO and GEO

	SEO	GEO
Primary Focus	Ranking web pages in traditional search engines (Google, Bing).	Getting brand mentions and citations in AI-generated search results (ChatGPT, Gemini, Perplexity).
Content Presentation	SEO focuses on ranking on search results pages where users choose which link to click.	GEO aims to have your content directly included in an AI-generated answer, eliminating the need for users to click through multiple links.
Authority Signals	SEO relies heavily on keywords, backlinks, and on-page signals.	GEO depends on brand mentions, predicting text patterns and having information available in trusted aggregators or directories that AI models may prioritise.
User Intent	Wide range of search intents, from informational to transactional.	AI-generated answers tend to be more informational and less about driving direct traffic.

How Generative Engines Work

For some searches, it doesn't need to do this part and can answer with its own underlying training data

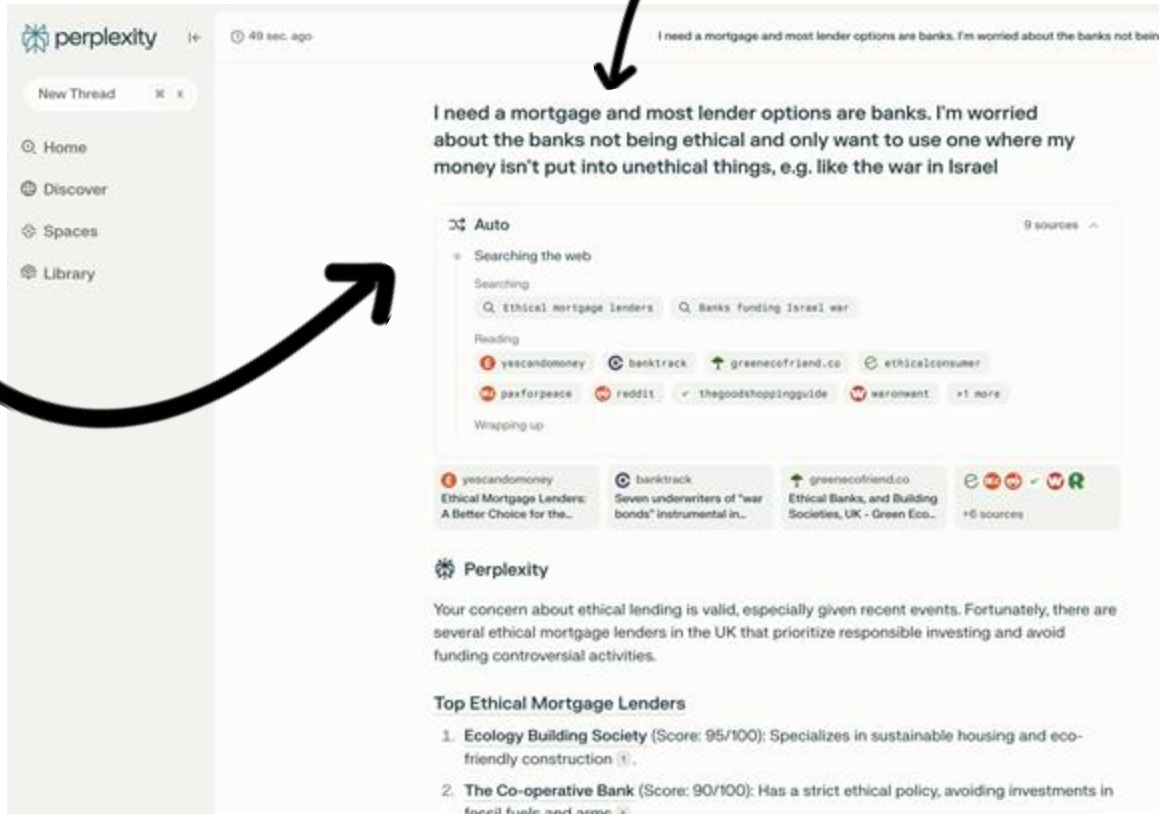


Source: GEO, arxiv, Feb 2024

How Generative Engines Work

Query

Underlying web searches made



Understanding Gen AI Outputs

Generative engines are trained on different data, have different search capabilities and therefore give different outputs.

	Training Data	Crawler Bots	Underlying Search
ChatGPT	**“Common Crawl” dataset** — public repository of web pages scraped from the internet. Integrated **real-time web search capabilities** for paid subscribers as of October 2024.	Uses **its own** crawler bot to analyse websites.	**Microsoft's Bing** (mostly).
Gemini	**Google's search index** and data repositories.	Relies on **Google's existing web crawlers** to index and update content.	**Google search.**
perplexity	Uses **advanced large language models (LLMs) developed by third-party providers** such as OpenAI and Anthropic.	Uses **its own** crawler bot to analyse websites.	Real-time web search relies on **its proprietary technology** and web crawling infrastructure.

Understanding Gen AI Outputs

Generative engines use datasets, text patterns and context to create new responses each time.

They don’t pull direct answers from a database.

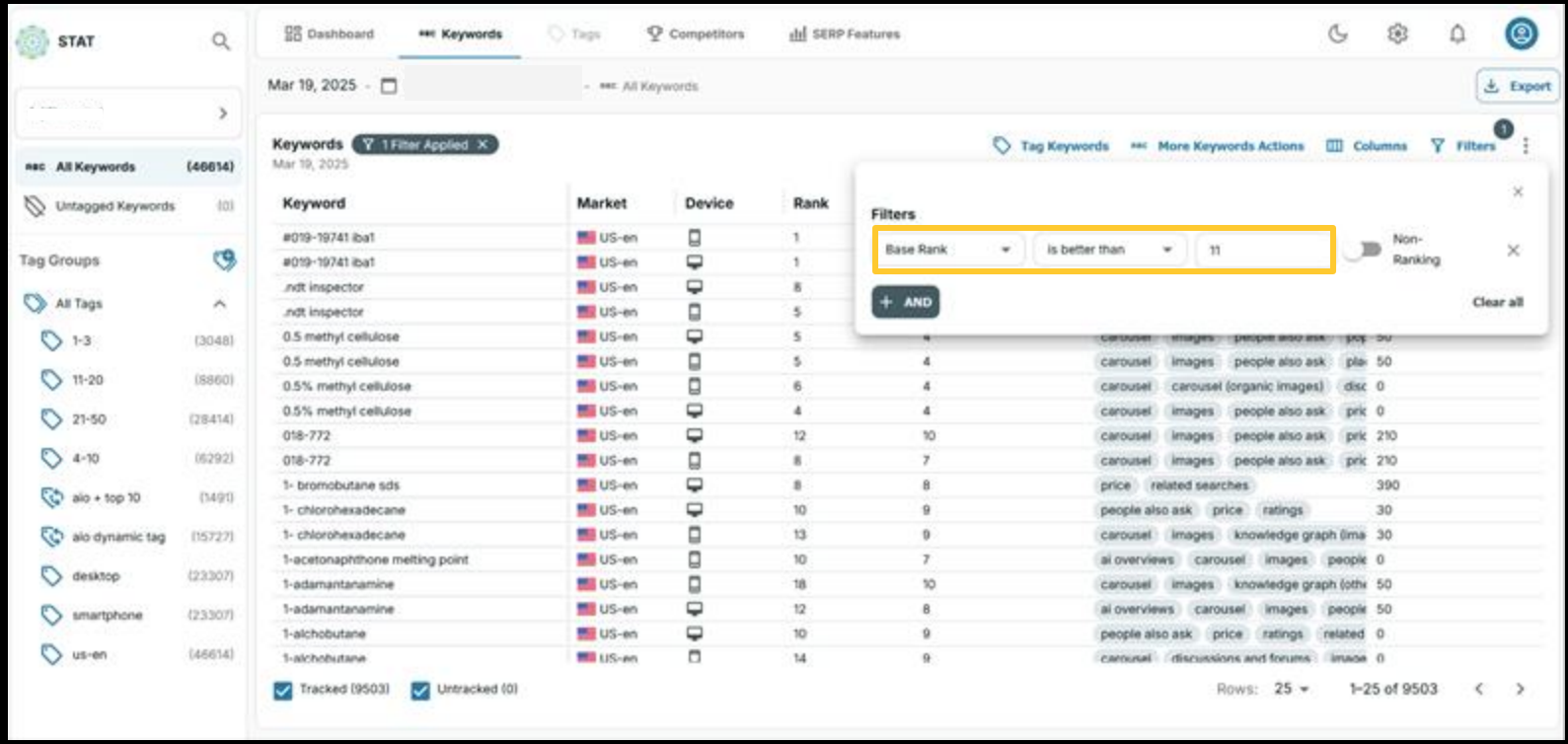
How to Optimise for Generative Search

(AI Overviews)

Part 1

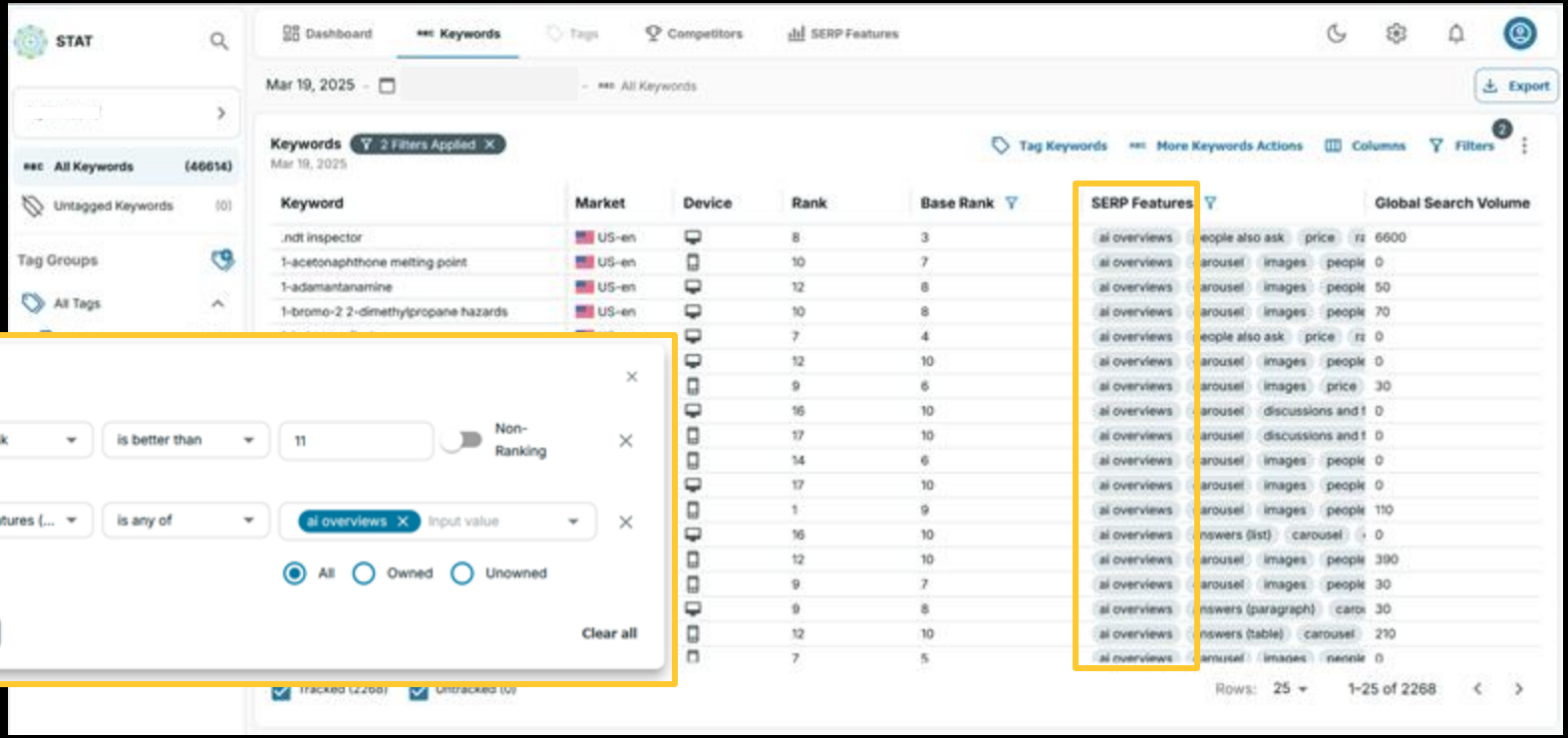
AI Overviews

Find keywords already in the Top 10 positions



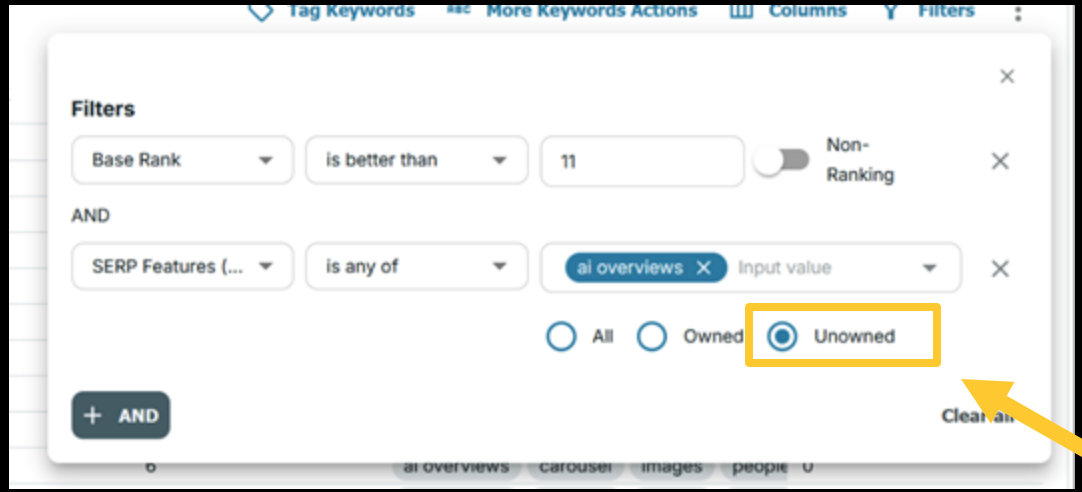
AI Overviews

Filter by AI Overviews features + top 10



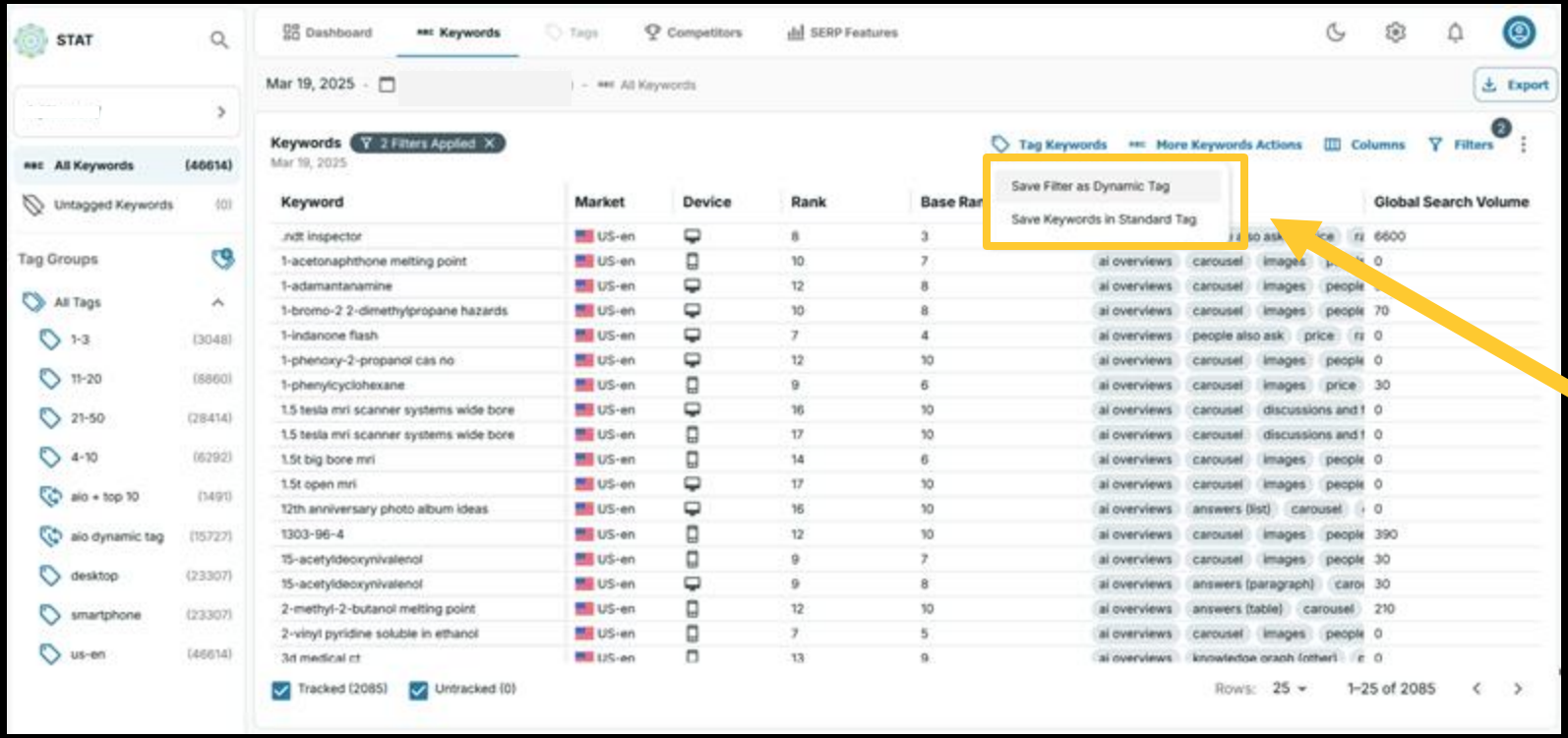
AI Overviews

Check which keywords haven't yet captured the AI Overview



AI Overviews

Create a list of target keywords to optimise for the AI Overview



Google

what is digital pr

All Images Videos Short videos News Forums Web More

AI Overview

Digital PR, or digital public relations, is a marketing strategy that uses online channels to improve a brand's image and online presence.



How does digital PR work?

- **Content creation**: Create content that attracts high-ranking websites to link back to a brand's site
- **Pitching**: Pitch stories or content to journalists at news publications
- **Social media**: Use social media to increase brand awareness and visibility
- **Newsjacking**: Comment on other news or campaigns to get attention and boost brand awareness

Benefits of digital PR

- **Increased brand awareness**: Increase the number of people who are aware of a brand
- **Improved online visibility**: Increase the number of people who can find a brand online
- **Better search engine rankings**: Get high-ranking backlinks from other websites, which improves a brand's search engine performance

Digital PR specialists

Digital PR specialists manage a company's online presence and reputation.

What is Digital
anking)
Digital PR, shor
marketing strate
Exposure Ninja

Definition Onli
additive.eu
Online Public Re
web-based publi
ADDITIVE

exposure ninja

Home » Blog » What Is Digital PR? (And How It Can Improve Your SEO)

What Is Digital PR? (And How It Can Improve Your SEO)

Digital PR, short for "digital public relations", is a digital marketing strategy to increase a brand's online presence and reputation. Digital PR agencies network with journalists, bloggers and influencers to get online coverage and increase their social media visibility....

Last updated: October 1, 2024 • 17 min read

Contents

1. What Is Digital PR?
2. How To Get Started with Digital PR
3. How to Create a Digital PR Strategy
4. How Digital PR Benefits
5. An Example of Digital PR
6. Measuring the Success of Digital PR
7. How Does Digital PR Fit into an Online Marketing Campa

Got any questions? I'm happy to help.

Google

how are mortgage payments calculated

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AI Overview

Mortgage payments are calculated by multiplying the loan balance by the interest rate and dividing by 12. The result is the monthly interest payment. The remaining payment goes toward the principal.



Steps

1. **Determine the loan amount**: The amount you borrow from the lender
2. **Calculate the monthly interest rate**: Divide the annual interest rate by 12
3. **Calculate the number of payments**: Multiply the number of years in the loan 12
4. **Plug the numbers into a calculator**: Use a mortgage calculator or spreadsh estimate your monthly payment
5. **Add in other costs**: Consider property taxes, homeowner's insurance, and H fees

Example

If your loan amount is $300,000 and your interest rate is 4%, your mont interest payment would be $1,000. The rest of your payment would go your principal.

Additional considerations

- The larger your down payment, the less you'll need to pay in interest
- The length of the loan term affects your monthly payment
- There are different types of mortgages, including fixed-rate and adjustable-

Generative AI is experimental.

15+ years of experience | 15,000+ total loans closed | 2,000+

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Request a Free Loan Consultation

Key Takeaways

- Your monthly payment includes not just what you borrow (the principal) and the interest but also the often-overlooked property taxes and homeowner's insurance. This is often called PITIA.
- The actual formula for determining mortgage payments is pretty complex. Luckily, there are tons of online calculators that can do the heavy lifting for you!
- The biggest factors affecting your payment are how much you borrow, the interest rate, and how long you take to pay it back (the loan term). Things like private mortgage insurance (PMI) and HOA fees can also add to your costs.
- Knowing how to figure out your payments helps you budget for your new home and compare different loan options to find the best fit.
- There are different ways to calculate your mortgage payment, from online calculators to spreadsheets and even good old-fashioned formulas. We'll explore some of these later on.

Components Of A Mortgage Payment

Before we get into the nitty-gritty of calculations, let's break down what goes into your monthly mortgage payment. It's more than just the amount you borrow! Here are the main components:

- **Principal**: This is the amount you actually borrowed to buy your home. Each payment chips away at this, bringing you closer to owning your home free and clear.
- **Interest:** This is what you pay the lender for letting you borrow their money. It's basically a fee for borrowing.
- **Taxes**: Your lender will often collect your property taxes as part of your monthly payment and hold them in an escrow account until they're due.
- **Insurance**: This covers your homeowner's insurance, which protects

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nced Mortgage Topics >
lortgage Payments: A Comprehensive Guide

mining Mortgage ents: A Comprehensive

Posted on 12/20/2024



or refinancing? Figuring out your mortgage payment is a n feel a bit overwhelming. That's where a good mortgage n. They'll help you factor in things like property taxes and ch can vary a lot depending on where you live.

rtgage professional for years, and I've seen firsthand how rmining mortgage payments can be. So, I put together this down the process, explain what affects your payments, and ols to make smart choices about your home loan.

Request a Free Loan Consultation

How to Rank in AI Overviews

1. Extremely closely matching the information you publish with the phrase you are trying to rank for

2. Providing simple information with high readability

3. Getting to the point and giving the user the information they need very quickly on the page

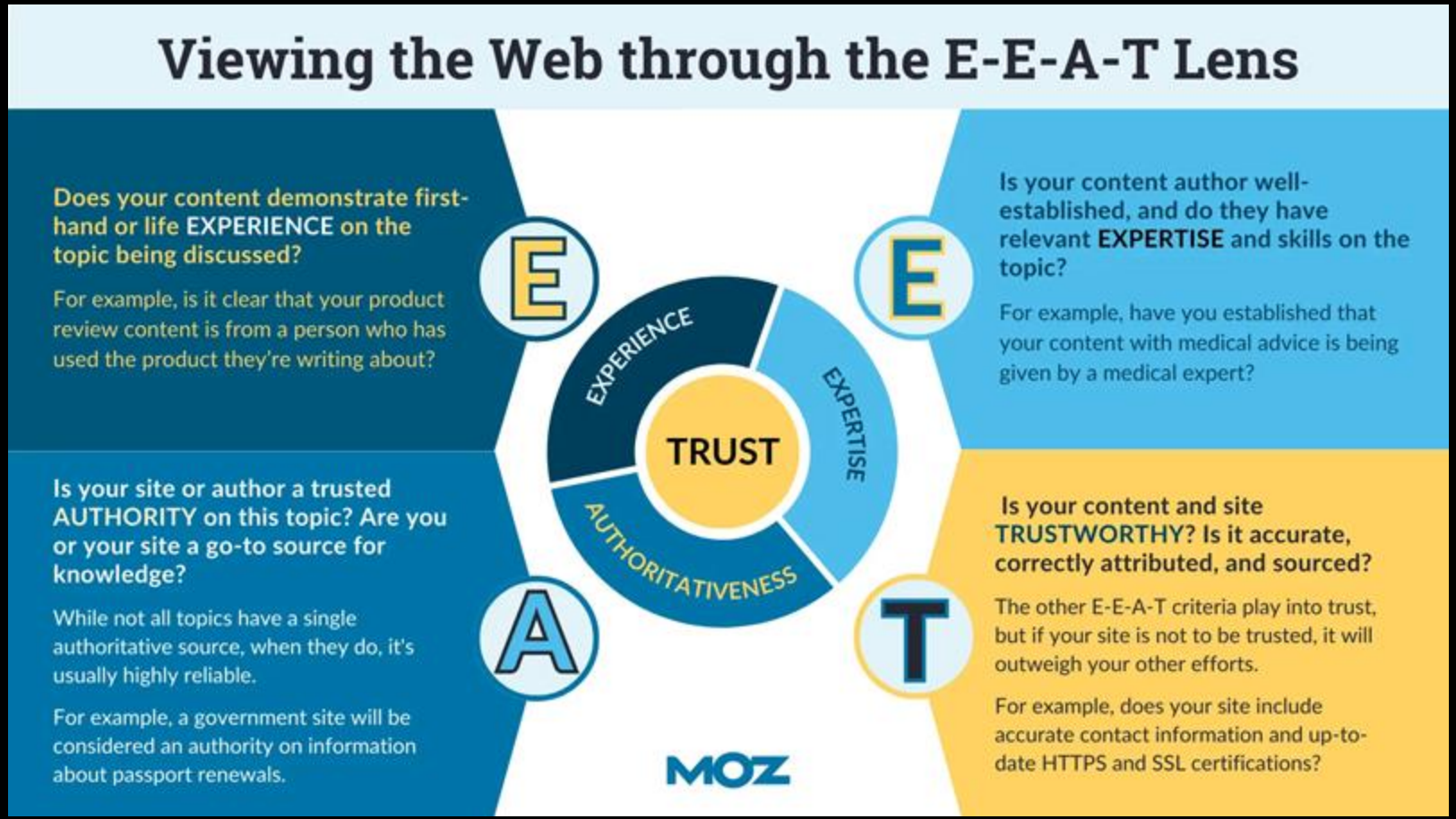
4. Already ranking in the “regular” organic search results

AI Overviews

Update your page with relevant SEO best practices

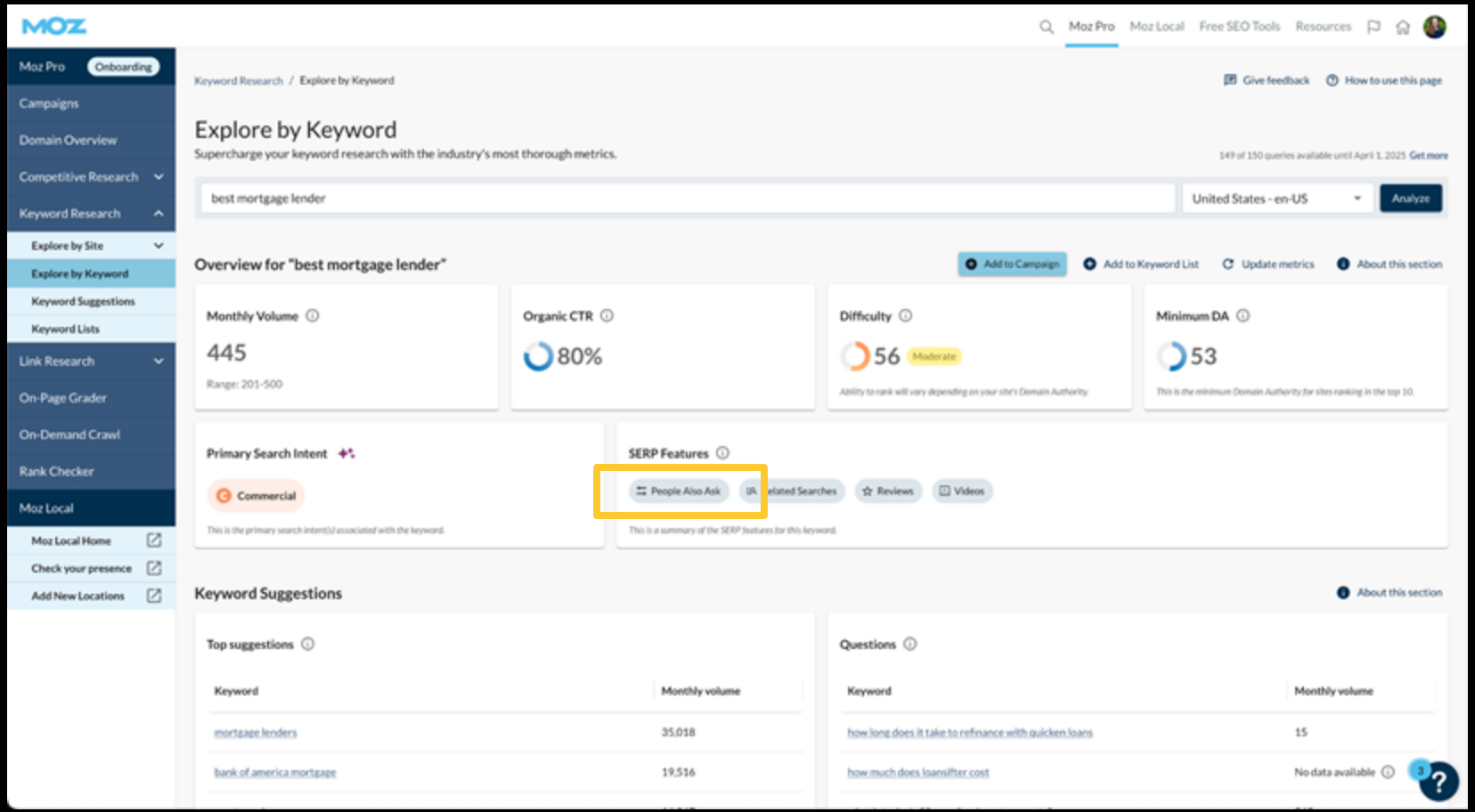
- ❑ Update page schema (e.g. FAQ schema, how-to schema)
- ❑ Follow E-E-A-T*
- ❑ Add expert author bios with credentials for blogs
- ❑ Use People Also Ask (PAA) questions*
- ❑ Format answers directly below headings for AI scraping
- ❑ Refresh high-performing content every 3-6 months

AI Overviews

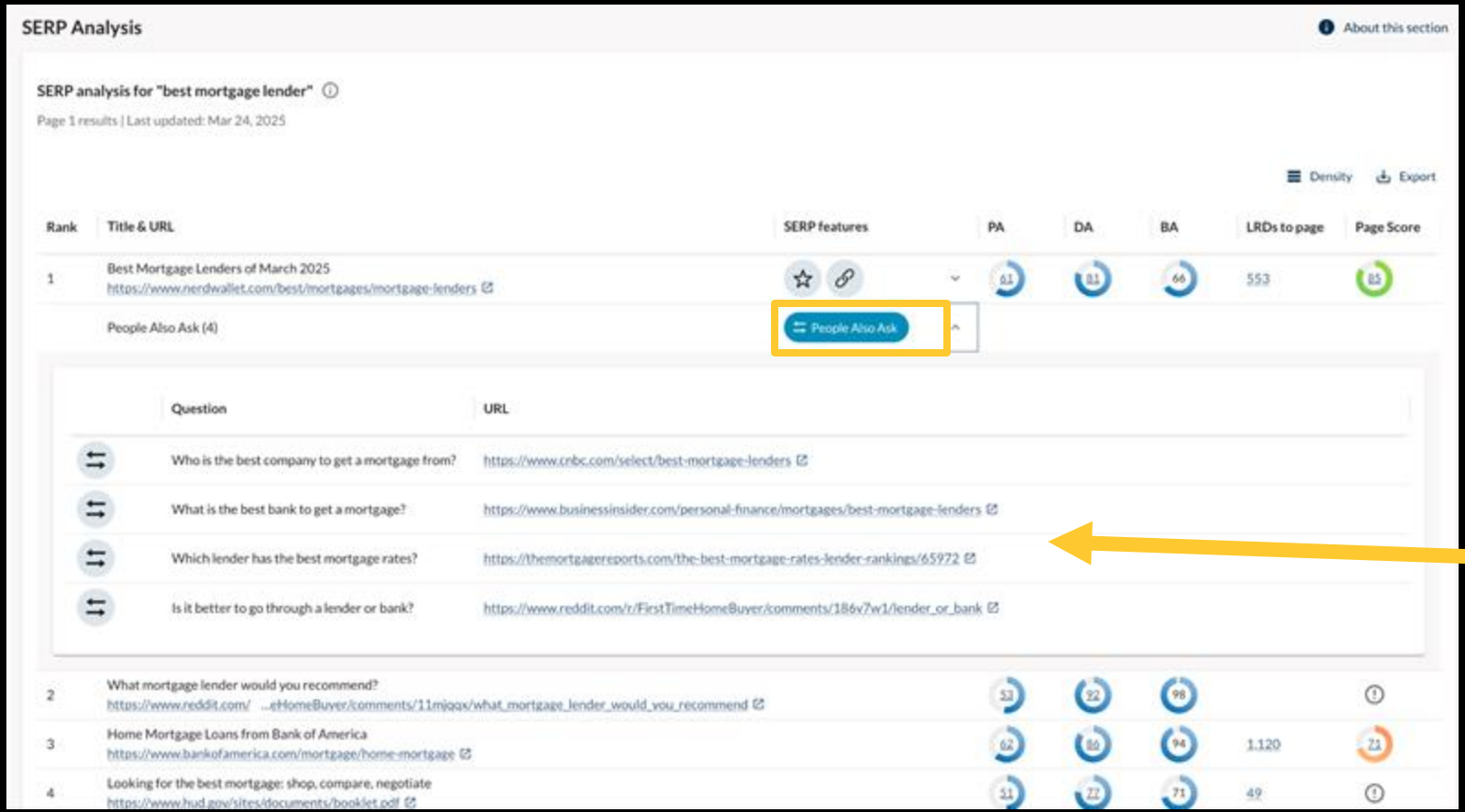


Source: Moz

AI Overviews



AI Overviews



How to Optimise for Generative Search

(Generative Chatbots)

Part 2

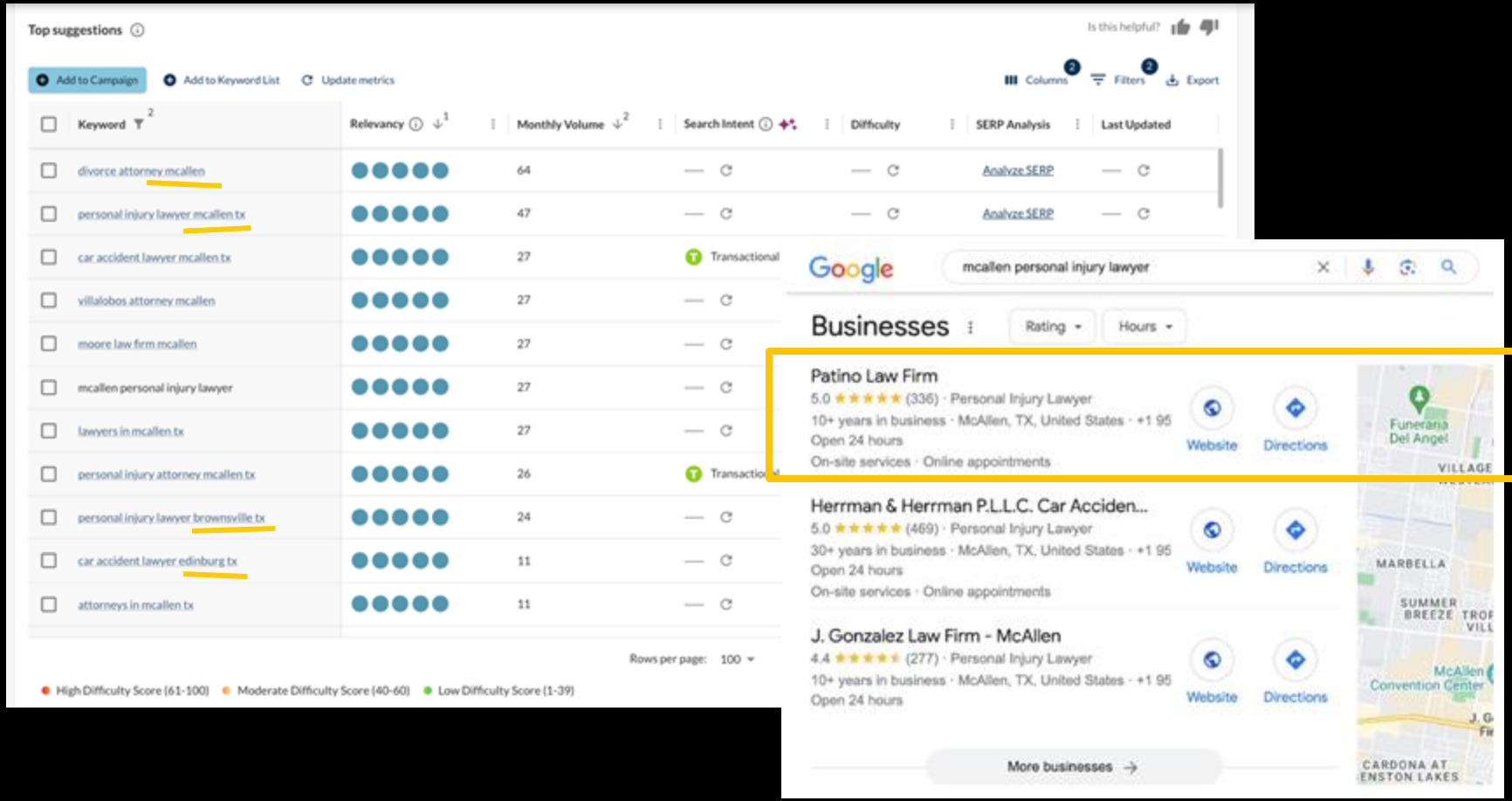
How to influence what's being said about your business in AI search

1

2

3

Rank well in
'regular' search


Top suggestions
Is this helpful?
Add to Campaign
Add to Keyword List
Update metrics
Columns
Filters
Export
Keyword
Relevancy
Monthly Volume
Search Intent
Difficulty
SERP Analysis
Last Updated
divorce attorney mcallen 64 Analyze SERP
personal injury lawyer mcallen tx 47 Analyze SERP
car accident lawyer mcallen tx 27 Transactional
villalobos attorney mcallen 27
moore law firm mcallen 27
mcallen personal injury lawyer 27
lawyers in mcallen tx 27
personal injury attorney mcallen tx 26
personal injury lawyer brownsville tx 24
car accident lawyer edinburg tx 11
attorneys in mcallen tx 11
Rows per page: 100
High Difficulty Score (61-100)
Moderate Difficulty Score (40-60)
Low Difficulty Score (1-39)
Google
mcallen personal injury lawyer
Businesses
Rating
Hours
Patino Law Firm
5.0 (336) · Personal Injury Lawyer
10+ years in business · McAllen, TX, United States · +1 95
Open 24 hours
On-site services · Online appointments
Website
Directions
Herrman & Herrman P.L.L.C. Car Acciden...
5.0 (469) · Personal Injury Lawyer
30+ years in business · McAllen, TX, United States · +1 95
Open 24 hours
On-site services · Online appointments
Website
Directions
J. Gonzalez Law Firm - McAllen
4.4 (277) · Personal Injury Lawyer
10+ years in business · McAllen, TX, United States · +1 95
Open 24 hours
Website
Directions
More businesses
Funeraria Del Angel
VILLAGE
MARBELLA
SUMMER BREEZE
McAllen Convention Center
CARDONA AT ENSTON LAKES

Gemini Advanced
2.0 Flash

Finding the "best" personal injury lawyer
I can provide you with some highly regarc

- Law Offices of Ramon Garcia:
  - They have a long-standing prese
    the region.
  - They advertise having recovered
  - You can review their website for
- Ryan Solis Law Group:
  - This firm has received positive cl
    results.
  - They emphasize client support a
  - They also show many positive cli
- The Law Giant:
  - They also have very strong revie
  - They emphasize being ready to g
- Patino Law Firm:
  - This firm has garnered positive f
    communication.
  - They highlight Dr. Patino's unique

To make an informed decision, I recomm

- Research multiple attorneys: Visit th

Determining the "best" personal injury law
including the specifics of your case, the at
comfort level with them. However, several
McAllen include:





Patino Law
Open now
Known for t
have a track
individuals.
Directions

injury

When choosing an attorney, consider sche

Ask anything

Search
Deep research

ChatGPT can make mistakes. Check important info.

If you're seeking legal assistance f
reputable law firms you might cons





Patino
Open no
Offers f
compan
Directio

When choosing a personal injury a
record, client testimonials, and the
consultations, which can provide v

Ask anything

Search
Deep resear

Recommend personal injury lawyers in Del Rio Texas

If you're seeking personal injury lawyers in Del Rio, Texas, here are some options to consider:

Glen Larson Law Injury Attorneys
Del Rio, TX
Represents individuals and families in personal injury cases, including vehicle accidents, workplace injuries, and wrongful death claims. GLENLARSONLAW.COM

Carabin Shaw
Del Rio, TX
Offers legal services for various personal injury cases, such as vehicle accidents, medical malpractice, and wrongful death. CARABINSHAW.COM

Patino Law Firm
Del Rio, TX
Led by Dr. Louis Patino, specializing in personal injury cases including car accidents, truck accidents, and wrongful death. PATINOLAWOFFICE.COM

David Clay Cowan
Del Rio, TX
Over 40 years of experience in personal injury, criminal defense, DWI, and insurance claims. JUSTIA.COM

Sostenes G. Mireles II
Del Rio, TX
Over 20 years of experience in personal injury, criminal, family, and immigration law. JUSTIA.COM

Michael J. Bagley
Del Rio, TX
Over 30 years of experience in personal injury, bankruptcy, criminal, and divorce cases. JUSTIA.COM

When selecting a personal injury lawyer, consider experience, areas of specialization, and client reviews to ensure they align with your specific needs. It's advisable to consult with multiple attorneys

Ask anything

Search
Deep research

ChatGPT can make mistakes. Check important info.

How to influence what's being said about your business in AI search

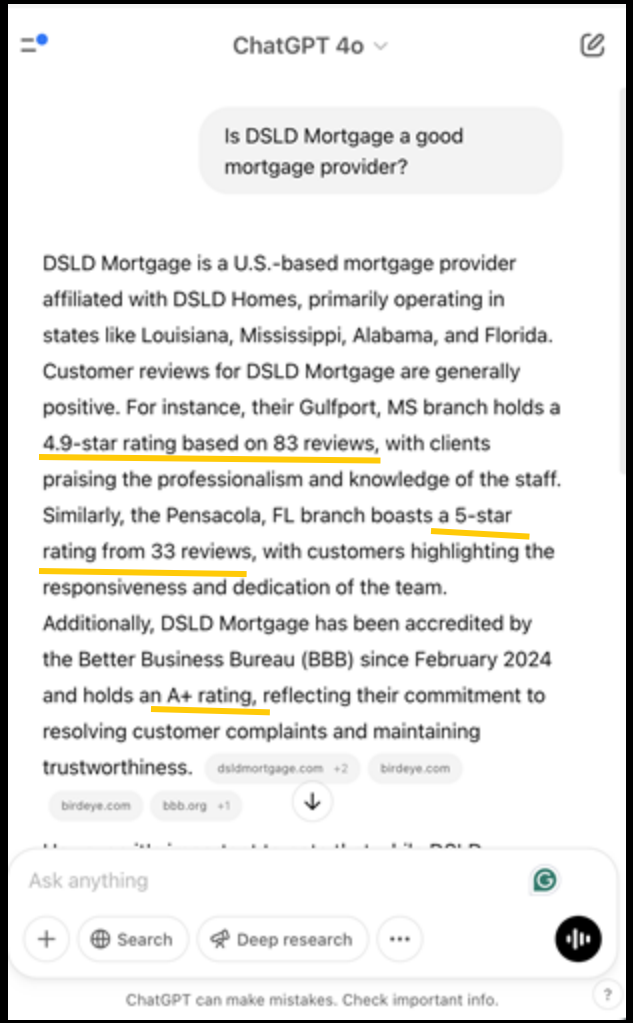
1

Rank well in 'regular' search

2

Reviews, data & statistics

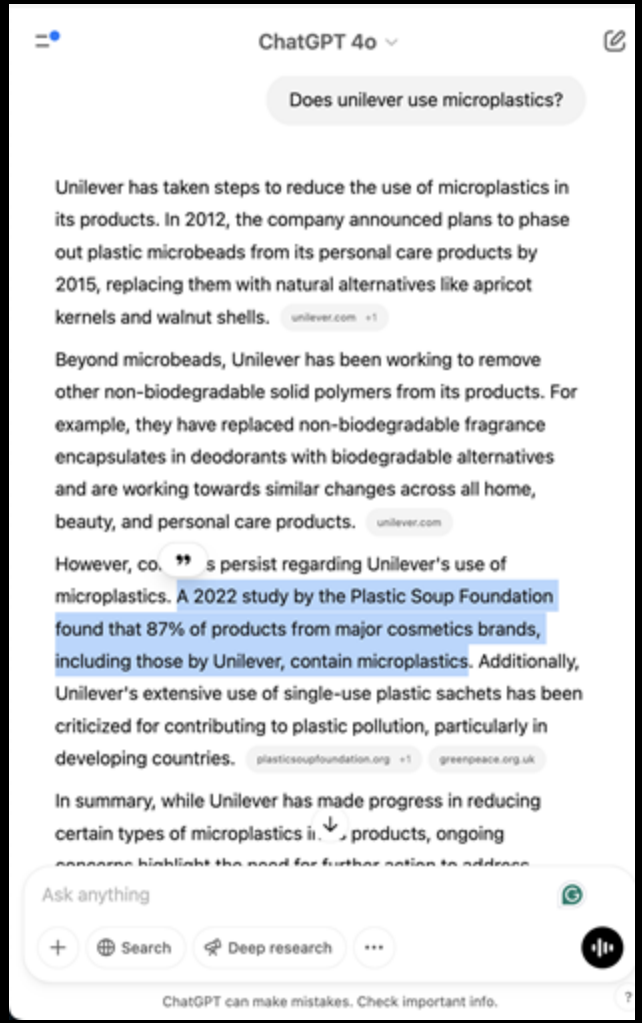
3



Third party reviews

Data studies

Third party ratings





If you want to create content that achieves a high level of shares and links, concentrate on opinion-forming, authoritative content or well-researched and evidenced content

Steve Rayson

Co-founder, Buzzsumo

How to influence what's being said about your business in AI search

1

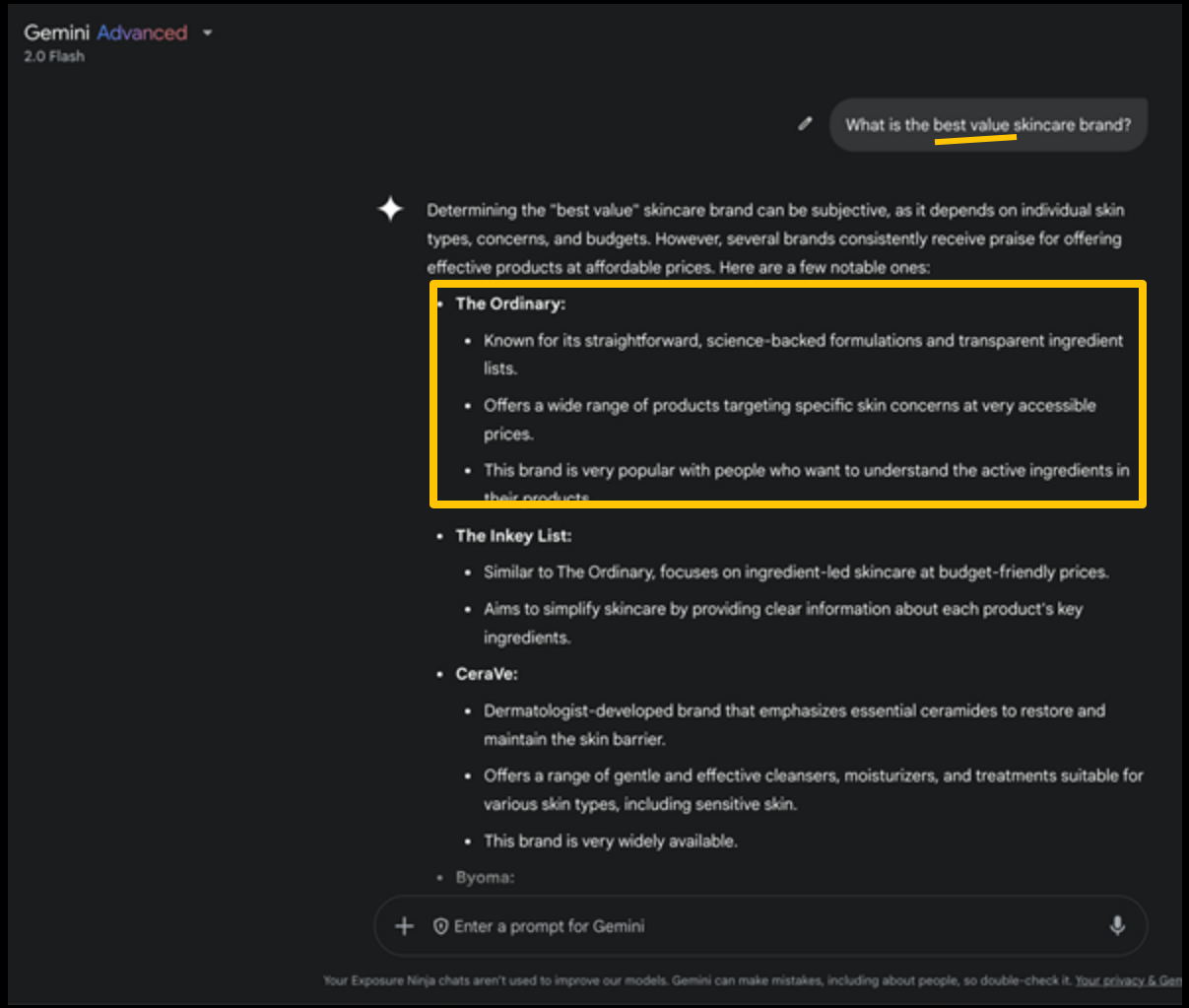
Rank well in 'regular' search

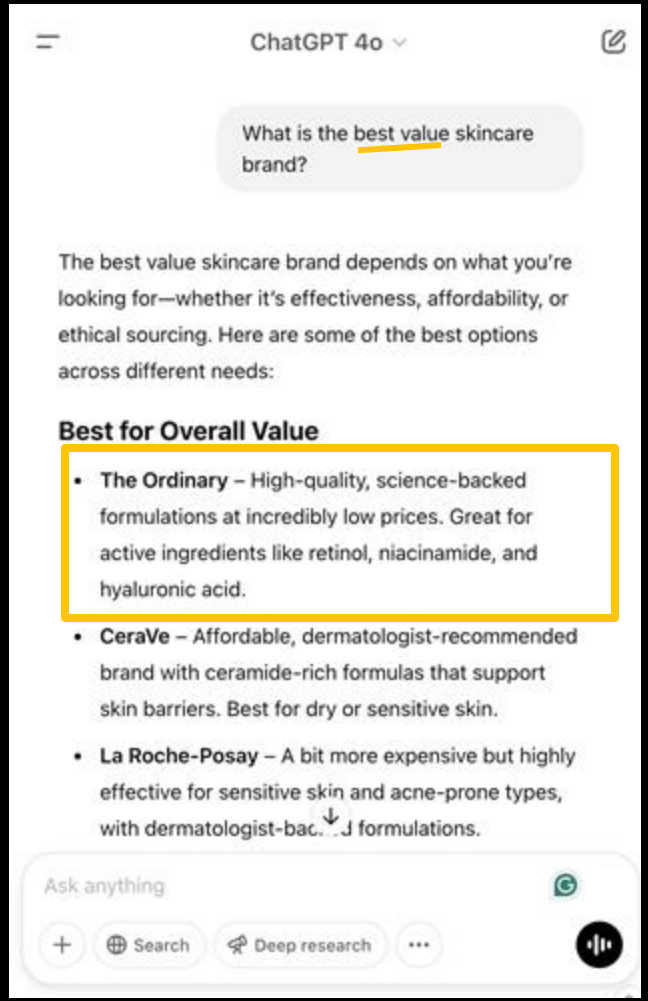
2

Reviews, data & statistics

3

PR and features on 3rd party websites


Gemini Advanced
2.0 Flash
What is the best value skincare brand?
Determining the "best value" skincare brand can be subjective, as it depends on individual skin types, concerns, and budgets. However, several brands consistently receive praise for offering effective products at affordable prices. Here are a few notable ones:
The Ordinary:
Known for its straightforward, science-backed formulations and transparent ingredient lists.
Offers a wide range of products targeting specific skin concerns at very accessible prices.
This brand is very popular with people who want to understand the active ingredients in
The Inkey List:
Similar to The Ordinary, focuses on ingredient-led skincare at budget-friendly prices.
Aims to simplify skincare by providing clear information about each product's key ingredients.
CeraVe:
Dermatologist-developed brand that emphasizes essential ceramides to restore and maintain the skin barrier.
Offers a range of gentle and effective cleansers, moisturizers, and treatments suitable for various skin types, including sensitive skin.
This brand is very widely available.
Byoma:
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ChatGPT 4o
What is the best value skincare brand?
The best value skincare brand depends on what you're looking for—whether it's effectiveness, affordability, or ethical sourcing. Here are some of the best options across different needs:
Best for Overall Value
The Ordinary – High-quality, science-backed formulations at incredibly low prices. Great for active ingredients like retinol, niacinamide, and hyaluronic acid.
CeraVe – Affordable, dermatologist-recommended brand with ceramide-rich formulas that support skin barriers. Best for dry or sensitive skin.
La Roche-Posay – A bit more expensive but highly effective for sensitive skin and acne-prone types, with dermatologist-bac
J formulations.
Ask anything
Search
Deep research

11 best skincare products under £15, according to our beauty writer

From affordable cleansers to eye creams and an all-important SPF

Lucy Smith Beauty



These 11 affordable

OUR TOP PIC



Best for tired skin

★★★★

Bondi Sands eye spy vitamin C ey…

COSMOPOLITAN

SUBS

Celebs Love Beauty Fashion

Bit not only does the science-backed brand take all the fluff o they also set a trend that you don't have to fork out to get pro results. A hard-working **serum** for a tenner? The Ordinary ce hooked from the get-go.

Speaking of cash, The Ordinary does things a little differently Black Friday. There are an industry rebel, after all. Rather tha flash sale across the Black Friday weekend, encouraging us to thoughtless purchases, The Ordinary welcomes **Slowvember** 23% off *everything* sale. The site will then close the website o Friday, so you have a month to shop with consideration and r

SHOP SLOWVEMBER

Intrigued? Read below for our beauty writer's honest thought launch, including the other The Ordinary products we genuin worth adding to your basket...

Best products from The Ordinary

hyaluronic acid serum

retinol serum 1% in squalane

dunk hydrating fa…

NEWSLETTER GLAMOUR



Courtesy of brand

ROAD TEST

The 25 Best The Ordinary P… Worth Your Money

We know because we tried it all

BY BELLA CACCIATORE

April 28, 2022

All products are independently selected by our buy something, we may earn an affiliate comm

Few brands have revolutionized the way w skin care the way The Ordinary has. Befor Canadian brand blessed us with the best T products, accessibility to cheap, high-qual had mostly been restricted to makeup. Eve much innovation among drugstore skin-c few affordable finds really rival what luxur

as a true Ordinary f products frequently and formulations to

egist

r/AusSkincare Search in r/... Log In

r/AusSkincare • 1 yr. ago
throwawaybabyy21

Is The Ordinary really a great value & good brand?

Discussion

I've heard so many different opinions from "dermatologist's" and just friends/public about the brand The Ordinary either being amazing and great value, or useless and a waste of money. I really want to get into retinol, possibly hydrochloric acid (I think that's the one, I'm a noob) and can't really seem to find any instore brands that aren't really expensive. What are your thoughts on The Ordinary? Especially their retinol.

Also bonus, is La Roche worth the money?

Thank you!! - a serious noob!!

Edit: yes definitely Hyaluronic acid 💀 whoops hahahaha

Archived post. New comments cannot be posted and votes cannot be cast.

33 46 Share

Sort by: Best Search Comments

Morning_Song • 1y ago
Hyaluronic acid definitely don't want to be putting hydrochloric acid on your face lol

91

throwawaybabyy21 OP • 1y ago
I couldn't figure out what it was called whoops

14

2 more replies

[deleted] • 1y ago
Dermatologists can share their opinion on what you should try, but there's no guarantee it will work.

The Ordinary is a good option for taking this journey as the prices are good.



y needs no by parent beauty frills , crazy- 10!

The t a lding the

zdnet.com/article/best...

/ table of contents Top

What is the best iPad Air case right now? The best iPad Air cases of

than my $1,200 Android

That's why we've gone hands-on with iPad Air cases from brands like Casetify, Apple, Logitech, and more to find the best ones to suit your needs and wants while still providing great protection.

Also: Apple iPad Air (2024) vs. iPad Air (2022)

What is the best iPad Air case right now?

The Zugu iPad Air case is currently our top pick for the best iPad Air case overall, thanks to its multiple stand configurations, solid protection and security, fair price, top features, and excellent warranty. But there is a sea of iPad cases to choose from -- that's why we went hands-on and dove deep into expert research to find the best iPad Air cases for you. See the best iPad Air cases and covers to not only protect your tablet, but also help with productivity, functionality, and even add a bit of flare.

Open in App

what are the best iPad Air cases

Reasoning with R1 16 sources

The best iPad Air cases of 2025: Expert tested |... zdnet

The 8 Best iPad Air Cases and Covers to Protec... bestproducts

What's the Best i... paperlike

Perplexity



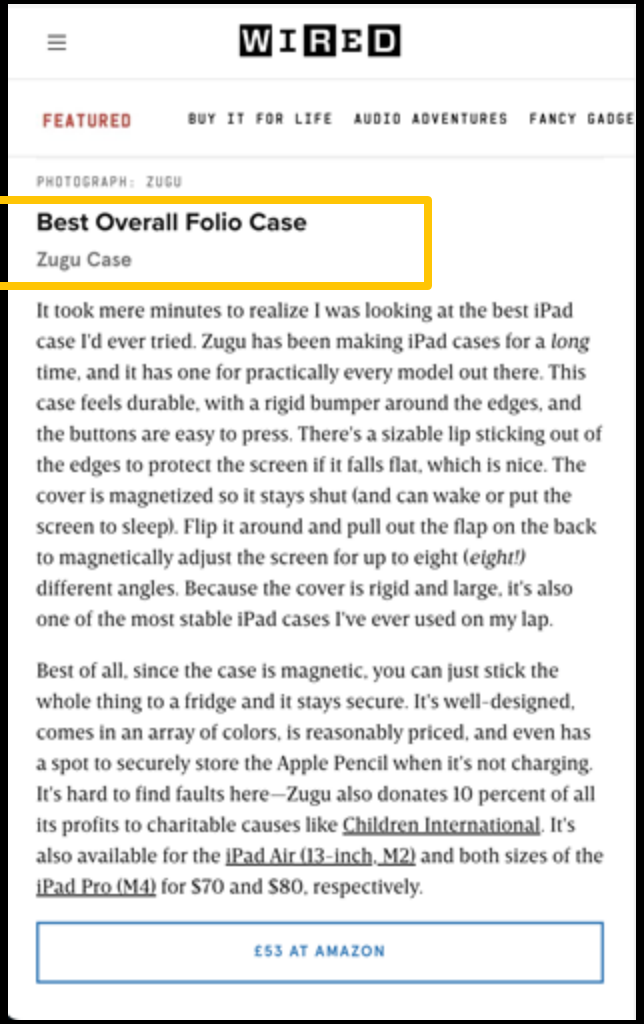
The best iPad Air cases in 2025 balance protection, functionality, and style. Based on expert testing and user reviews, here are the top choices:

Top Recommendations

Zugu iPad Air Case ($60) emerges as the **best overall** option with:

- **8 adjustable stand angles** for versatile viewing/typing [1] [4]
- Military-grade **drop protection** up to 5 feet [4]

Ask follow-up



WIRED

FEATURED BUY IT FOR LIFE AUDIO ADVENTURES FANCY GADGE

PHOTOGRAPH: ZUGU

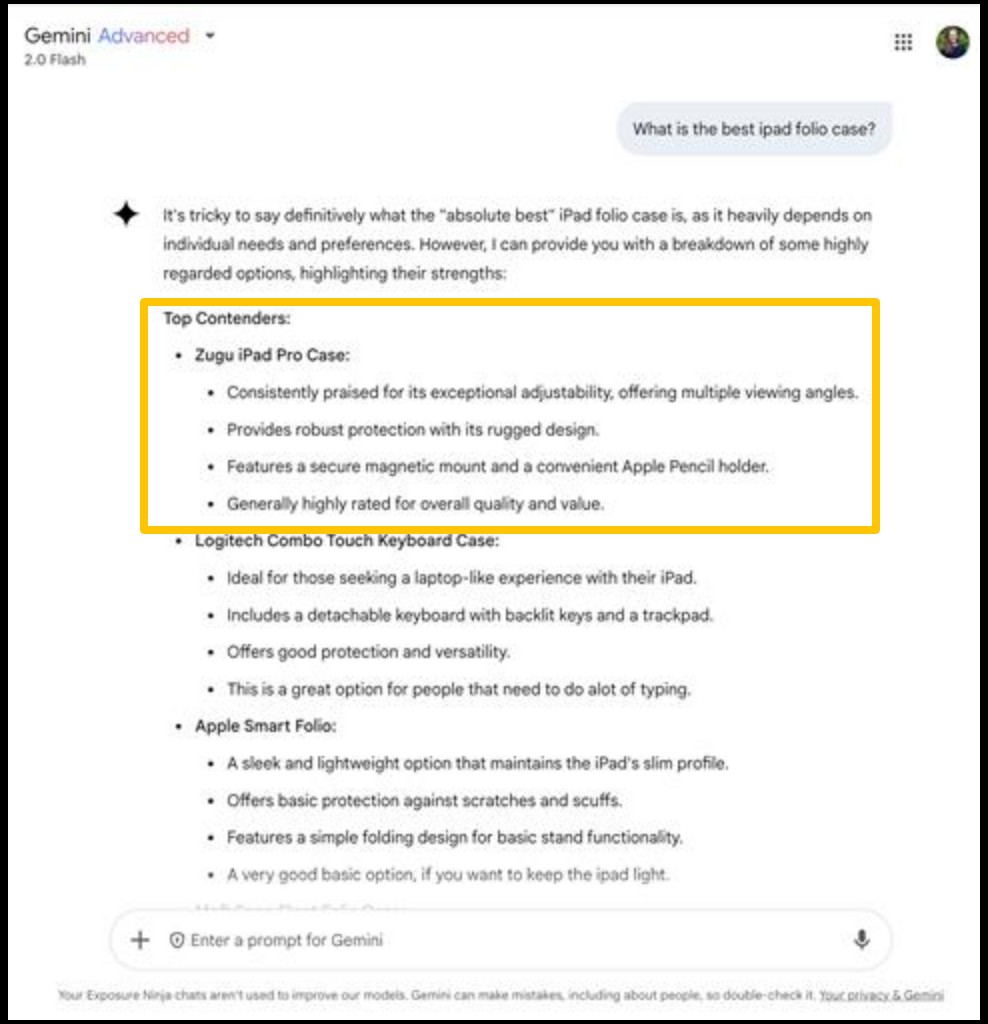
Best Overall Folio Case

Zugu Case

It took mere minutes to realize I was looking at the best iPad case I'd ever tried. Zugu has been making iPad cases for a *long* time, and it has one for practically every model out there. This case feels durable, with a rigid bumper around the edges, and the buttons are easy to press. There's a sizable lip sticking out of the edges to protect the screen if it falls flat, which is nice. The cover is magnetized so it stays shut (and can wake or put the screen to sleep). Flip it around and pull out the flap on the back to magnetically adjust the screen for up to eight (*eight!*) different angles. Because the cover is rigid and large, it's also one of the most stable iPad cases I've ever used on my lap.

Best of all, since the case is magnetic, you can just stick the whole thing to a fridge and it stays secure. It's well-designed, comes in an array of colors, is reasonably priced, and even has a spot to securely store the Apple Pencil when it's not charging. It's hard to find faults here—Zugu also donates 10 percent of all its profits to charitable causes like Children International. It's also available for the iPad Air (13-inch, M2) and both sizes of the iPad Pro (M4) for $70 and $80, respectively.

£53 AT AMAZON



Gemini Advanced
2.0 Flash

What is the best ipad folio case?

It's tricky to say definitively what the "absolute best" iPad folio case is, as it heavily depends on individual needs and preferences. However, I can provide you with a breakdown of some highly regarded options, highlighting their strengths:

Top Contenders:

- **Zugu iPad Pro Case:**
  - Consistently praised for its exceptional adjustability, offering multiple viewing angles.
  - Provides robust protection with its rugged design.
  - Features a secure magnetic mount and a convenient Apple Pencil holder.
  - Generally highly rated for overall quality and value.
- **Logitech Combo Touch Keyboard Case:**
  - Ideal for those seeking a laptop-like experience with their iPad.
  - Includes a detachable keyboard with backlit keys and a trackpad.
  - Offers good protection and versatility.
  - This is a great option for people that need to do alot of typing.
- **Apple Smart Folio:**
  - A sleek and lightweight option that maintains the iPad's slim profile.
  - Offers basic protection against scratches and scuffs.
  - Features a simple folding design for basic stand functionality.
  - A very good basic option, if you want to keep the ipad light.

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What Doesn’t Work for GEO

1. **Assuming good SEO and positions in the Google SERPs will mean frequent mentions** in ChatGPT and other Gen AI answers.

2. **Diagrams, screenshots, or product images**. These don't get surfaced in Gen AI chatbots right now. Video sometimes does, but rarely.

3. **Duplicating answers** in your content. This can cause confusion and make it difficult for Gen AI to understand the pattern.

4. Posting **high volumes of unedited AI content** on your website.

How To Measure Success for GEO

KPIs to Measure for GEO

- **For AI Overviews and GEO tracking performance is challenging because there are no direct rankings like traditional SEO.**

- **However, there are some useful metrics that can be tracked:**

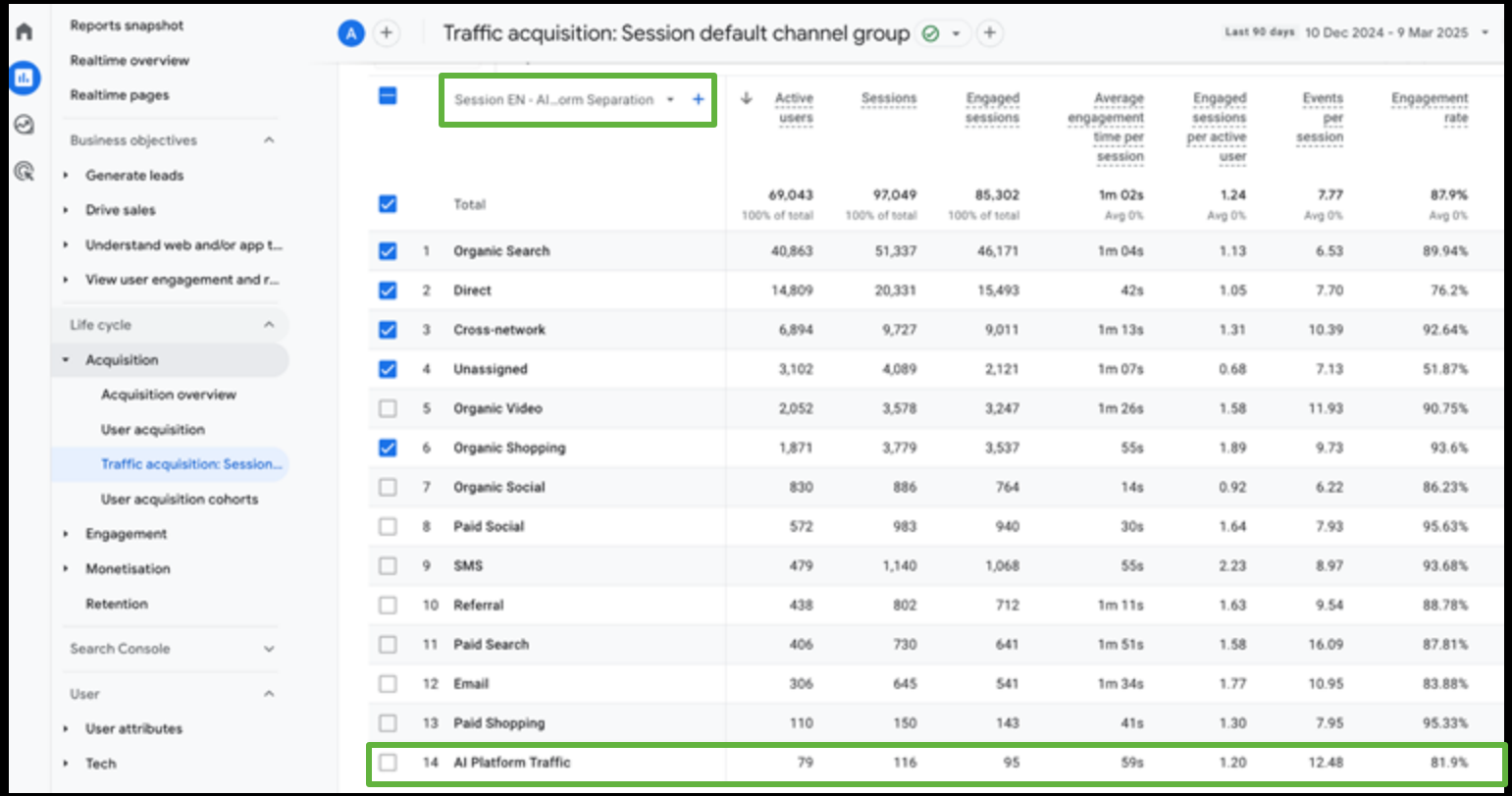
  - Target keywords with AI Overview features (Moz STAT/count)
  - Referral Traffic from AI Search Engines (GA4)
  - Conversions from AI Search Engine Traffic (GA4)
  - AI Search Engine Traffic Sources (GA4)
  - Brand Sentiment and Citation Frequency (Manual or via Try Profound)

AI Overviews Counts

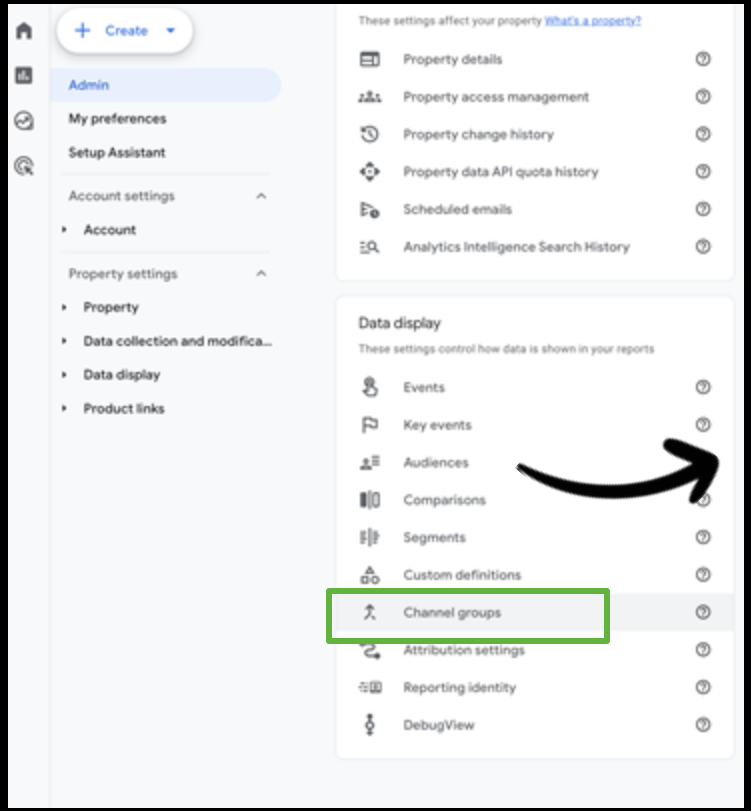
AI Overviews

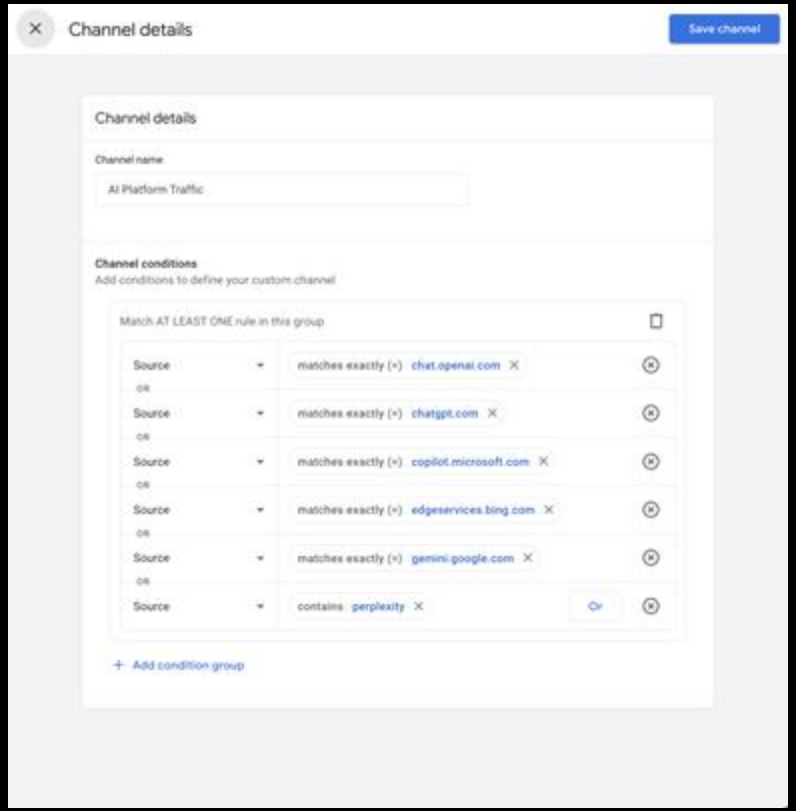
Region	AIO's end Q2	AIO's end Q1	Change
US	98	57	+72%
UK	7	1	+600%
India	81	36	+125%

GA4 Filter for Gen AI Referral Traffic

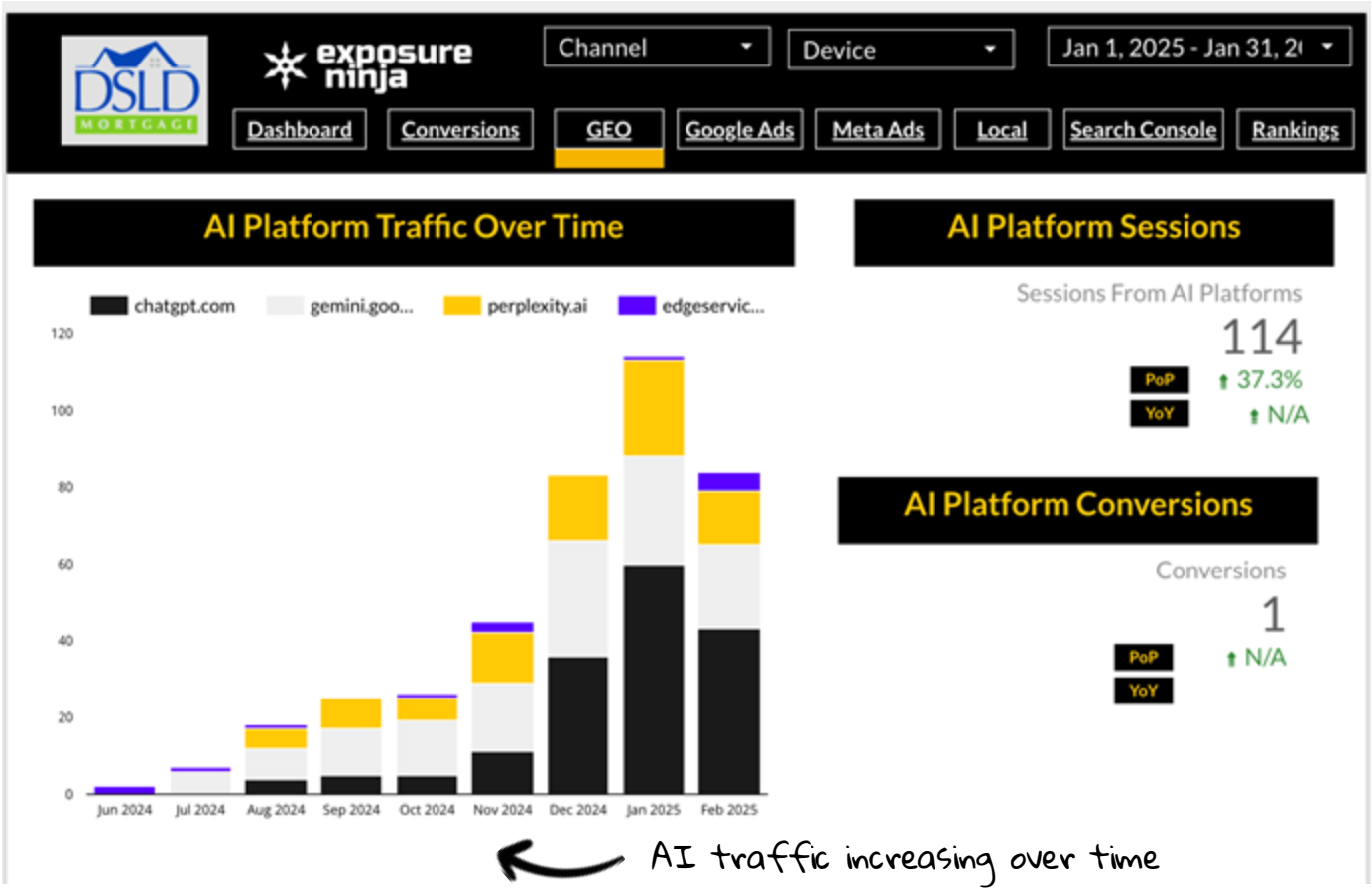


GA4 Filter for Gen AI Referral Traffic





AI Traffic & Conversions



Source: Exposure Ninja client report (DSLD Mortgage)

AI Traffic & Conversions

Top GEO Landing Pages

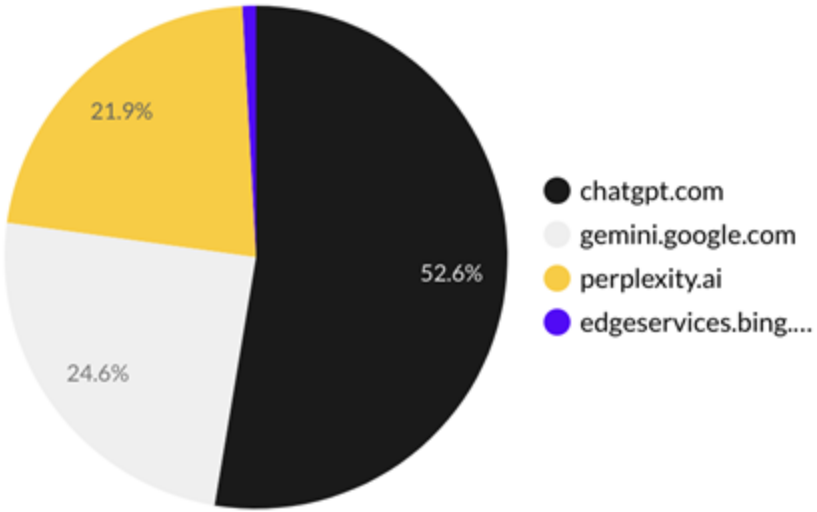
	Landing page	Sessions ②	% Δ	Conversions ①	% Δ	Session conversion rate	% Δ
1.	/blog/fha-multifamily-loan	1	-	1	-	100%	-
2.	(not set)	16	23.1% ↑	0	-	0%	-
3.	/blog/how-much-house-can-i-afford-with-...	10	-	0	-	0%	-
4.	/blog/a-complete-understanding-of-fee-si...	9	-	0	-	0%	-
5.	/blog/what-happens-if-i-pay-2-extra-mort...	6	-33.3% ↓	0	-	0%	-
6.	/blog/fannie-maes-family-opportunity-mo...	5	150.0% ↑	0	-	0%	-
7.	/blog/how-much-house-can-i-afford-with-...	4	0.0%	0	-	0%	-
8.	/blog/top-neighborhoods-in-pensacola-a-...	4	-	0	-	0%	-
9.	/blog/what-is-a-subject-to-mortgage	4	33.3% ↑	0	-	0%	-

1 - 50 / 50 ‹ ›

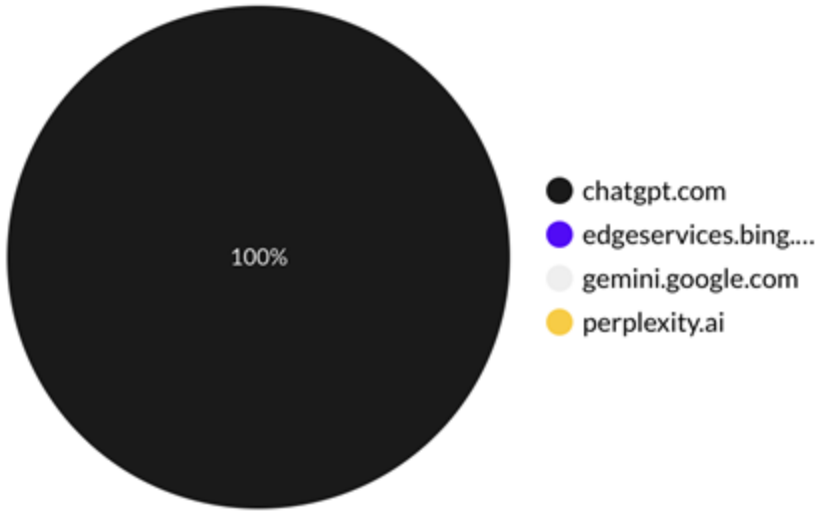
Source: Exposure Ninja client report (DSLD Mortgage)

AI Traffic & Conversion Sources

AI Platform Traffic Split

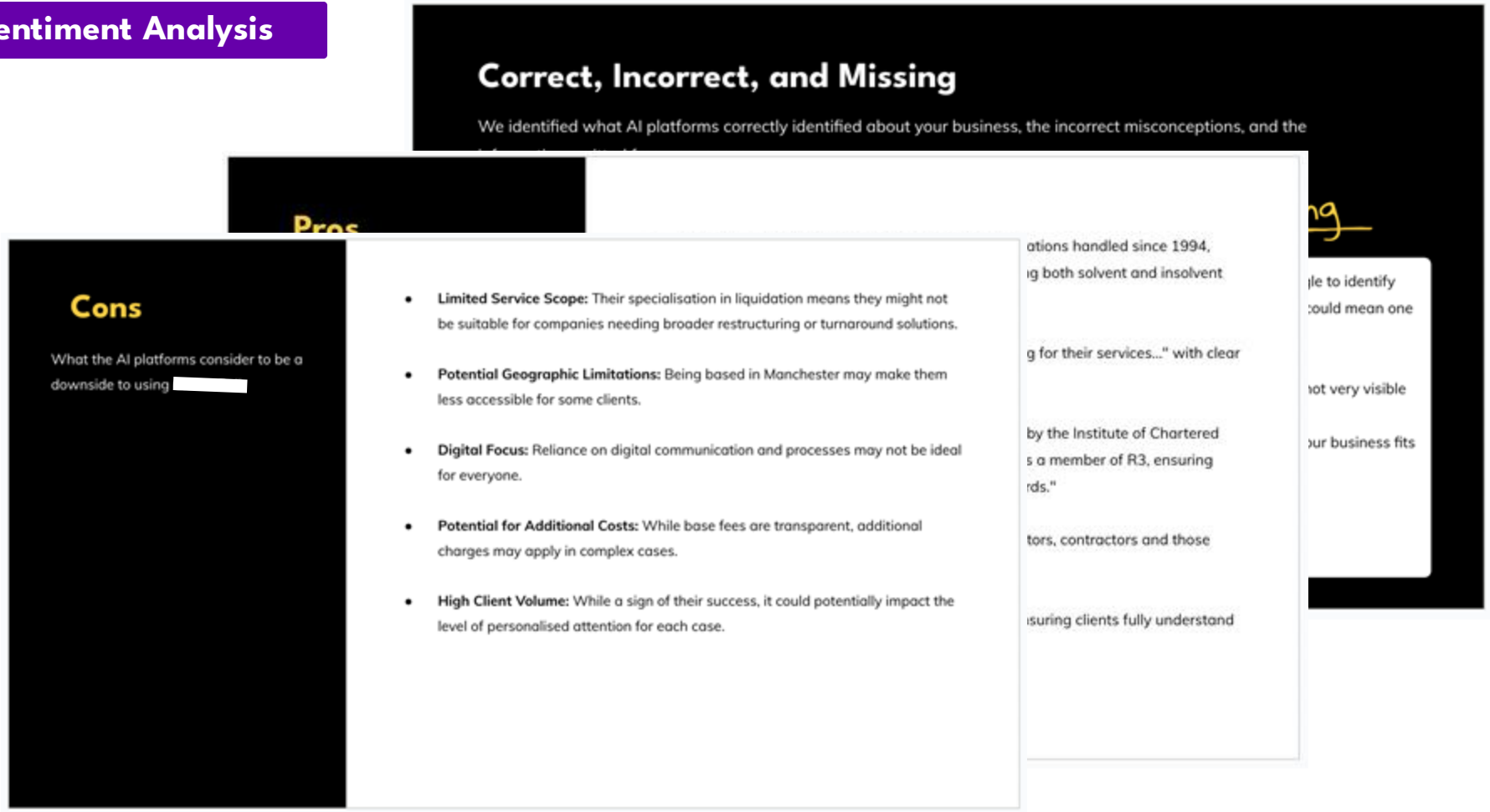


AI Platform Conversion Split



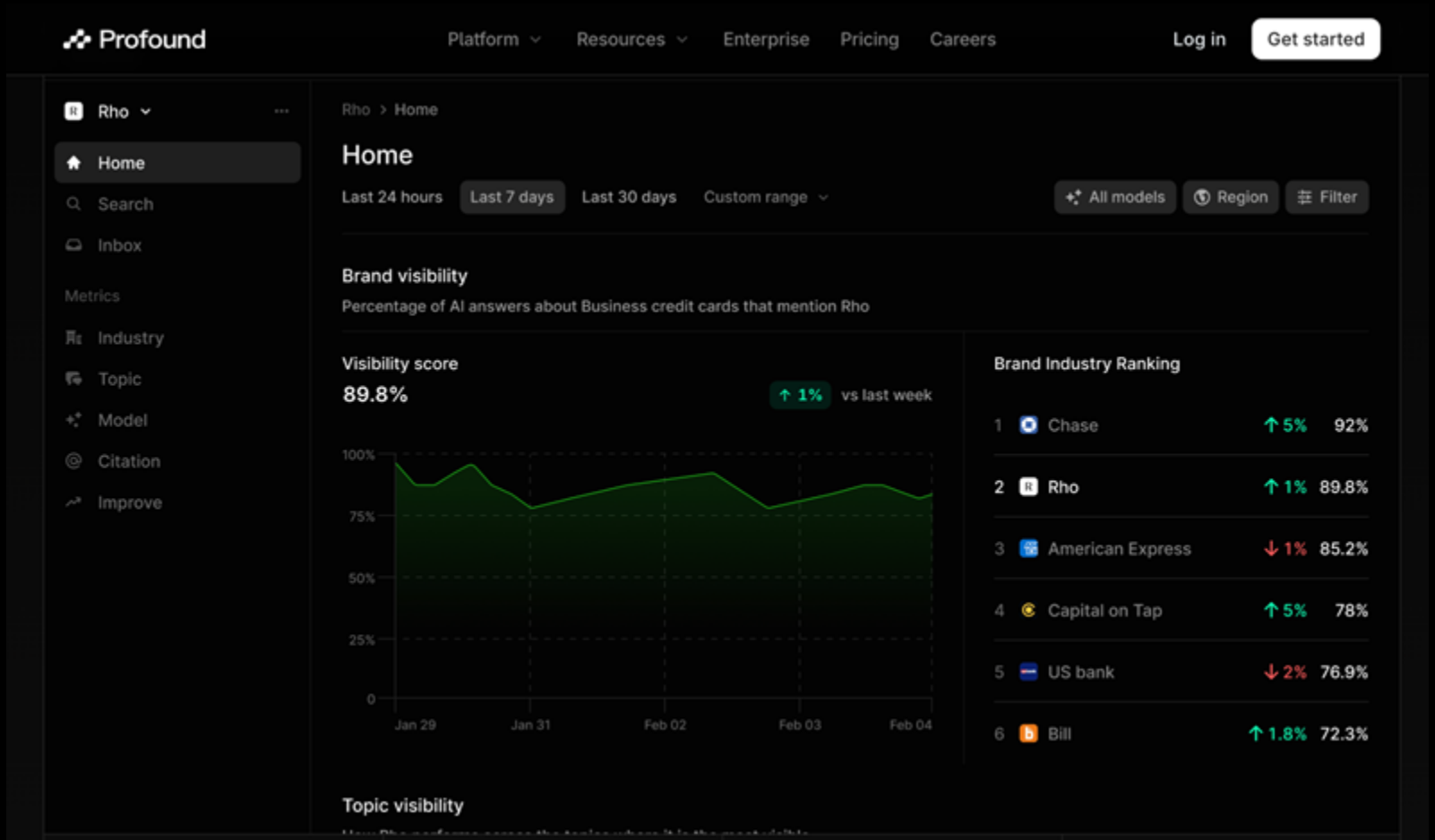
Source: Exposure Ninja client report (DSLD Mortgage)

AI Sentiment Analysis



Source: Exposure Ninja AI Sentiment Analysis Report

AI Sentiment Analysis



Actionable Takeaways



1. Build your SEO strategies to incorporate GEO
2. Set KPIs and update GA4 reporting to clearly show traffic from generative AI
3. Integrate PR, data, statistics and quotes into your SEO content
4. Expect and prepare for continued increases in AI Search

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“That's ***amazing*** re keyword ranking for hyaluronic acid! ***A BIG win!***”

