

WELCOME!

Building Your Agency's Digital Visibility Playbook

AEO Is Here, SEO Is Alive & Kicking



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Session 3 of Agency AI Labs – Phase 3 (Culture, Data & Protection)



Agency **AI** Labs

BROUGHT TO YOU BY



Today's Roadmap

- Cut through the AI hype
- Understand how Google, local search & AI-powered search work together
- Exercise 1: Improve your agency's findability
- Exercise 2: Build credibility with reviews
- Exercise 3: Turn agency knowledge into expertise
- Leave with a 30-day action plan

The Way People Use The Internet is Changing

Gemini is driving AI Search Adoption

68%

Zero-Click Searches in 2026

48-50%

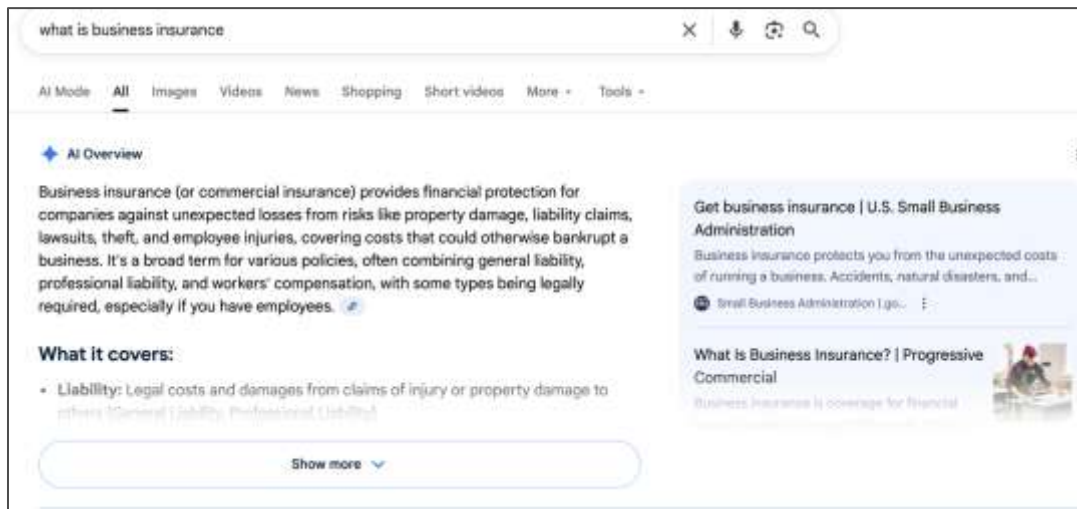
of searches get AI Overview

20%

ChatGPT's daily volume compared
to Google search

Google's AI Overviews

- Google is inserting AI Overview at the top of results for many searches.
- Consumers no longer need to go out of their way to use a Large Language Model (LLM) platform like ChatGPT or Gemini.



The Myth...

- “I’m not going to show up anymore”
- “ChatGPT, Claude, and Google are going to be shifting traffic to big national brands”

Let's Take a Look!

What Does it Take to Show Up More Reliably?

Local SEO

- Trust Signals
 - Reviews
 - Citations
- Content (traditional keywords)
- Your Website

AEO

- Trust Signals
 - Reviews
 - Citations
- Content (“Does this sound like how a human would ask—and expect—an answer?”)
- Your Website
- *Entity Clarity*

The Exercises

01

Trust Signals (Citations)

- Improve your agency's findability

02

Trust Signals (Reviews)

- Build credibility with reviews

03

FAQ Content

- Turn agency knowledge into expertise

Let's Get Into The Exercises!

Bringing it Back Home...

- Make your agency easy to FIND.
- Give prospects reasons to TRUST you.
- Help them UNDERSTAND what you know.
- Do the work once, then build it into repeatable agency processes.

Who is BrightFire?

- Experts in websites and digital marketing for insurance agencies since the year 2000.
- Family-owned.
- Trusted by 2,500+ agencies — including our very first client.
- 100+ 5-Star Google reviews.
- CSAT Satisfaction score: 98%
- Category Leader in Catalyit's 2026 State of Agency Tech Report



Thank You

Open Q&A — drop your questions in the chat.

CLOSING & WHAT COMES NEXT

Upcoming Session

Oct 27 @ 2pm ET

Session 4 – AI, E&O and Commercial Client Risk



Homework

Complete your 30-Day Search Visibility checklist!

Please fill out the after-session survey!

