

The Great SEO Reset: How to Thrive in the AI Visibility Era



Daniel Stanica

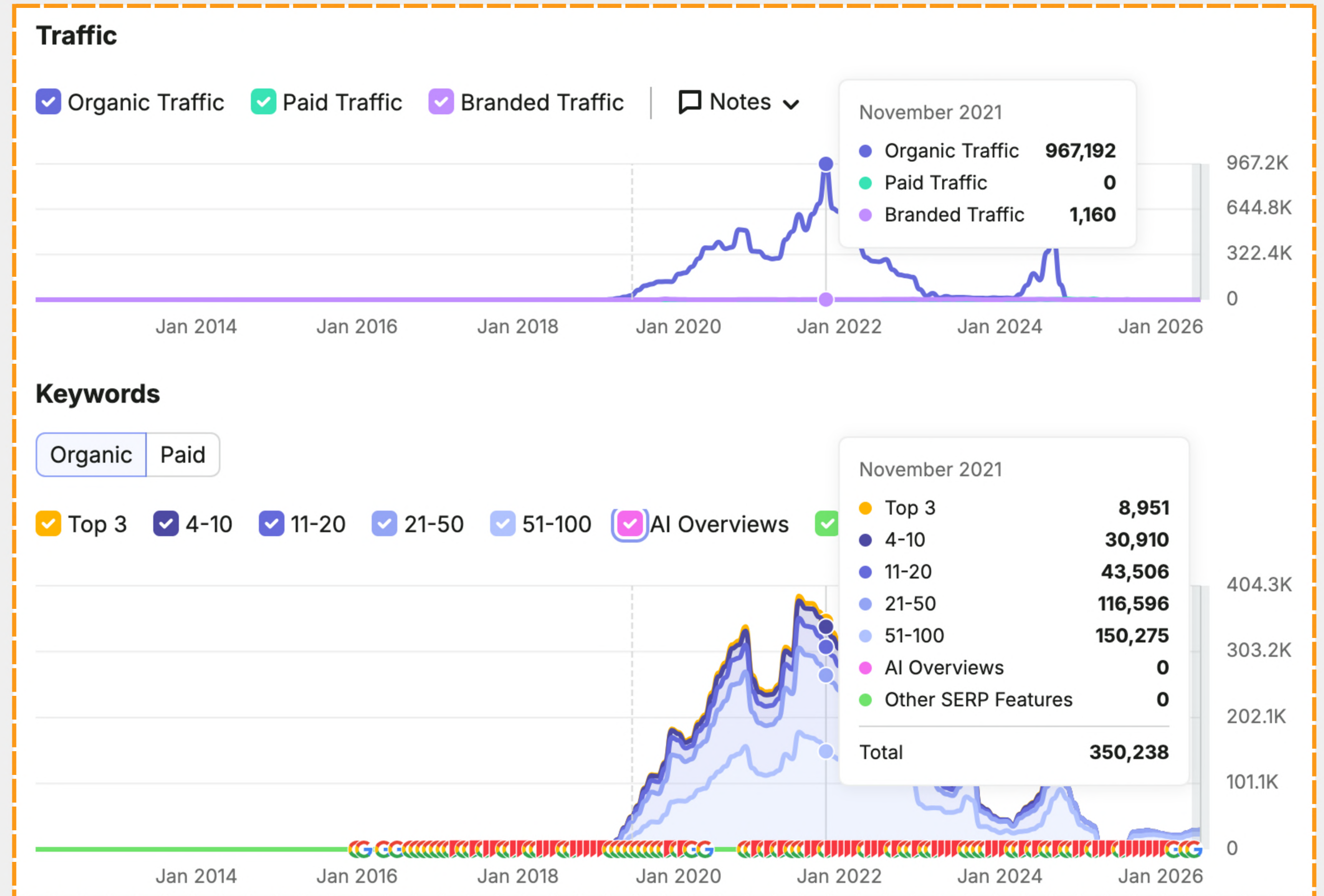
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THE PROBLEM:

From 1M Monthly Organic Traffic To 0



Workshop Agenda

- 1. The 100 Blogs 4 Years Traffic Study.**
- 2. The SEO Traffic System That Broke**
- 3. What SEO Winners Have in Common**
- 4. AI Visibility is the New SEO**
- 5. The AI Visibility Framework for Growth**
- 6. How to Track the Visibility of Your Brand in AI**
- 7. Self-Audit Checklist**
- 8. Quiz + Chocolate Prizes**
- 9. Q&A + Takeaways**
- 10. Stay in Touch + Get the Deck**

Questions During the Workshop?

Post them on Slido



Go to slido.com and enter code: 2844546

The Blogging Study Numbers

Blogs Analyzed: **100**

Period: **2022 - 2026**

Monetization: **Affiliate, Marketing, Ads, Sponsorships**

Selection criteria: **Business blogs making \$5K/mo+**

Niches Covered & # sites:

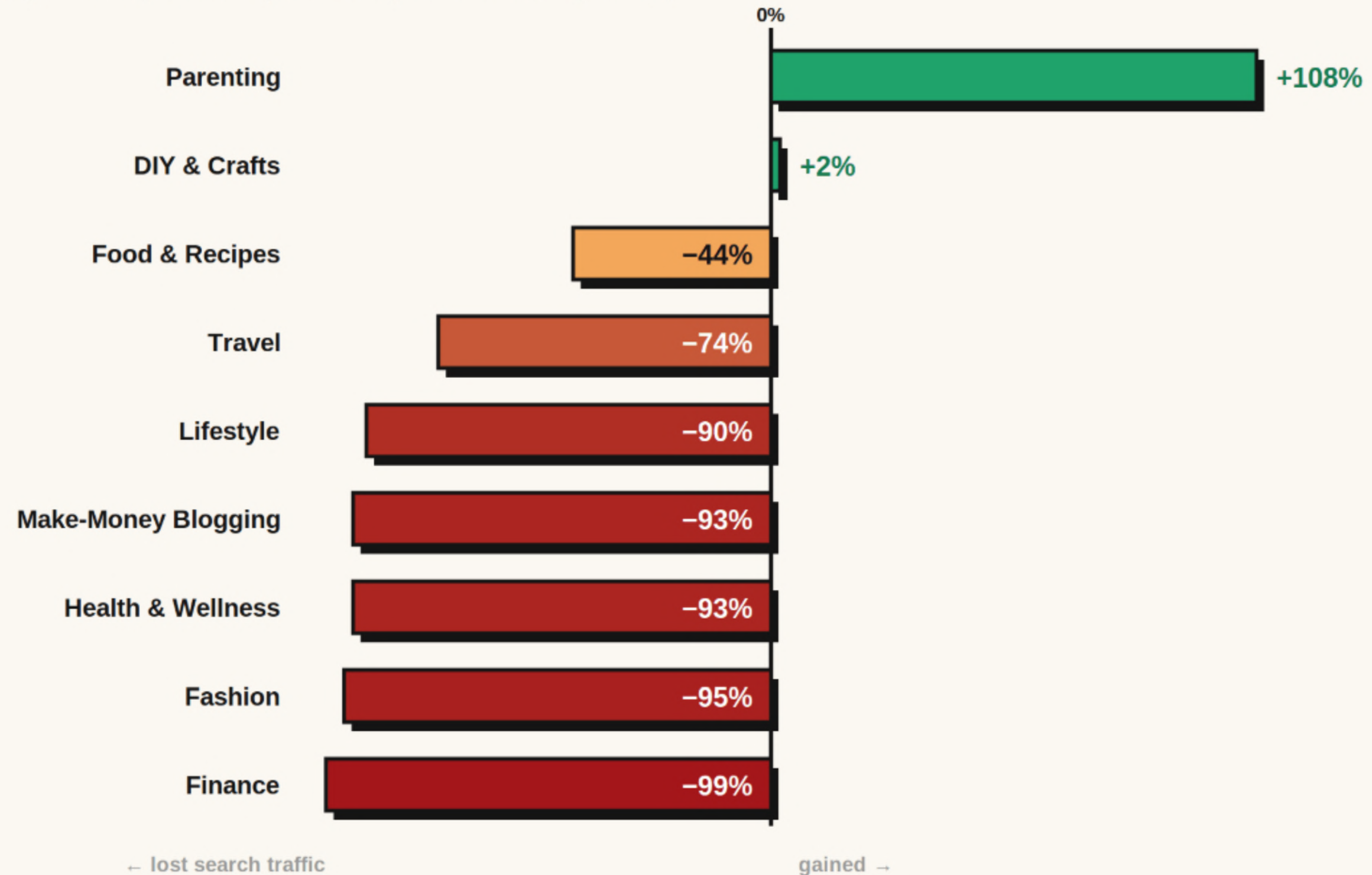
- **Blogging & Online (21)**
- **Finance (21)**
- **Food & Recipes (14)**
- **Travel (12)**
- **Parenting (10)**
- **Lifestyle and Fashion (9)**
- **DIY& Crafts (6)**
- **Health & Wellness (3)**
- **Other (4)**

The Blogging Study

Median organic traffic change, by niche

Niches where the content is something you *do* held up. Niches that only describe collapsed.

100 monetized blogs tracked April 2022 – April 2026 · organic search traffic (Semrush)

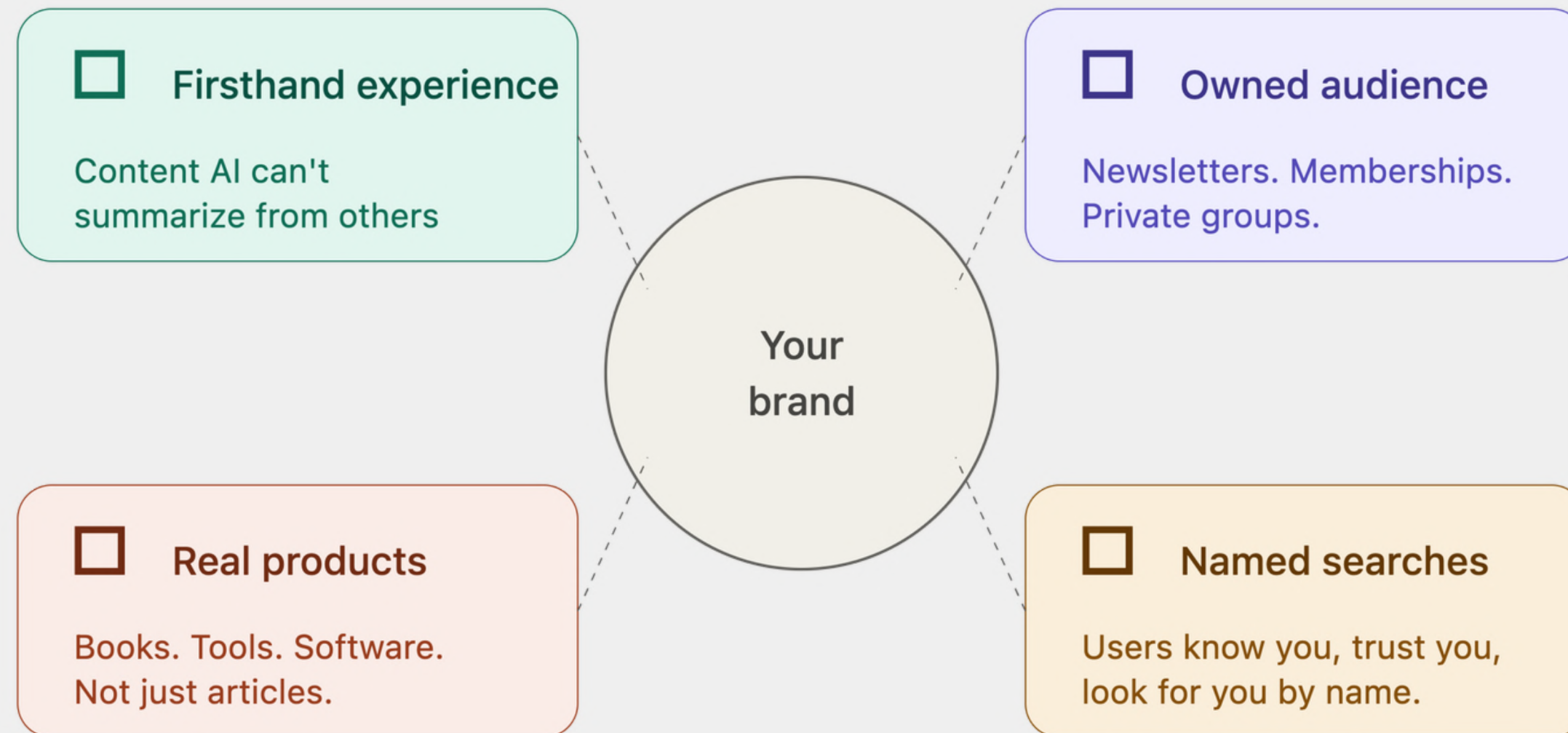


Parenting and DIY medians reflect small surviving blogs rebuilding from low traffic bases; the largest sites in every niche still declined.

What the Survivors Have in Common

The new moat is irreplaceability

Four traits AI cannot generate, aggregate, or intercept



Scale-and-rank is over. Irreplaceability wins.

What Used to Work in Search (2015-2023)

1. **Chase Keywords:** volume, match intent, rank
2. **Link volume** as the primary trust signal
3. **2,000+ -word “ultimate guides”** pumped at scale
4. **Exact-match anchors** and **PBN tactics**
5. **Expired/Aged Domain redirects**
6. **Exploiting domain authority** in multiple niches
7. One channel: Google organic

What Works Now in Search (2024-2026)

1. **Entity-first:** be a recognized brand
2. **Mentions and citations** across the web
3. **Depth and first-hand experience**
4. **Extractable answers** (schema, etc)
5. **Consensus across sources** = AI trust
6. **Author E-E-A-T** with credentials
7. **Multi-surface:** Google + Social ++



