



**WORDPRESS**  
BUCHAREST MEETUP

*Un ghid pentru propriul audit*

# **Ce trebuie să faci ca siteul tău să fie recomandat de Claude, ChatGPT, AI Search**

*Prezentare în limba engleză*



15.10



19:00-21:00



ImpactHub



**Daniel Stanica**

AI Visibility & Digital Assets Intelligence



**Daniel Stanica**



# About me: 21 Years Online

## **2005 – 2014 · I built.**

- Started as a PHP freelance dev
- Grew my first online global businesses (communities and info-products)

## **2014 – 2023 · I scaled.**

- Managed an SEO agency for digital businesses
- Started an outreach SaaS (that didn't take off)
- Scaled with SEO a portfolio of 5 media brands on WordPress

## **2023 – 2026 · I watched it break, and I rebounded**

- AI Visibility Growth Advisory for Digital Businesses
  - The Great Blogging Collapse study
  - Growing Media Brands with AI Visibility and Partnerships
- 

# Agenda – What we will talk about

1. Great Blogging Collapse Study Findings
2. How Search Changed [and why it matters]
3. AI Usage Statistics in Romania
4. AI Search Flow in Google AI Overviews
5. Traditional SEO vs GEO/ AI Visibility
6. My 5-Step Framework to Improve AI Visibility
7. AI Visibility on WordPress: 6 Quick Wins
8. How to run an AI Visibility Audit + Recommended Resources
9. Q &A Session
10. Contact details and Slides Deck

# What my 100-blog study revealed about SEO

Everything I'm about to show you comes from a cohort study I ran on 100 content sites over four years.

**Rand Fishkin** • Following  
Co-author of Zero Click Marketing (preorder now!), founder of SparkToro, ...  
5d •

NEW Research: an analysis of 100 highly successful blogs from 2022, and their relative successes/failures over the past 4 years was published by Daniel Stanica last week. The findings:

- 1) The median blog lost 85% of its traffic
- 2) Five out of the nine categories analyzed lost 90%+ of their traffic
- 3) Firsthand experience, owned audience, and real product were the top predictors of the handful of sites that didn't lose traffic

It's a damn depressing report overall, and I'm fearful that even these few survivors don't have long in Google's Zero-Click Era, but definitely worth a read.

**What happened to 100 "successful" blogs**  
Each one was celebrated in a 2022 "blogger income" roundup. Four years later:  
Sorted by what actually happened - organic search traffic, April 2022 - April 2026

| Category                                      | Count |
|-----------------------------------------------|-------|
| Wiped out (down 80%+ on organic search)       | 49    |
| Guttled (lost 50-80%)                         | 11    |
| Declined (lost under 50%)                     | 7     |
| Held roughly flat (within 10% of 2022)        | 5     |
| Grew (gained organic traffic)                 | 21    |
| Rebranded (no longer the same blog)           | 3     |
| Dead / compromised (2 now redirect elsewhere) | 4     |

**64** of 100 were gutted, wiped out, or dead. Two-thirds lost more than half their search traffic. **-85%** median traffic loss. Not the worst case. The typical one.

THE INCOME REPORT INDEX - 100 blogs - 2022-2026  
danielstanica.com

**Cyrus SEO** @CyrusShepard · 30 Jun  
SEO research of the week: The Great Blogging Collapse

@danielstanica10 analyzed 100 blogs over 4 years + tracked the aftermath of Google's HCU and AI Overviews

85% lost Google traffic, 11 were gutted, but interestingly, a few actually grew. That's where the lesson is 🍌🍌🍌

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THE INCOME REPORT INDEX - 100 blogs - 2022-2026  
danielstanica.com

**Olivier Sauvage** @Capitaine · 2 Jul  
Translated from French [Show original](#)

Are Blogs Dead?

The expert @danielstanica10 just published a very in-depth article (blog post) that reveals the carnage.

Out of a top 100 blogs, more than 64 are dead or wiped out. In just under 4 years.

But hold on!

It's important to really understand.

The blogs he's [Show more](#)

2026 : les blogs sont morts, vivent les blogs ! - OlivierSauvage.com

From oliviersauvage.com

# Great Blogging Collapse Study Findings

**Blogs Analyzed:** 100

**Period:** 2022 – 2026

**Traffic source:** Semrush estimate

**Monetization:** Affiliate, Ads, Paid Posts

**Criteria:** Blogs making \$5K/mo+

**Niches covered:** 8

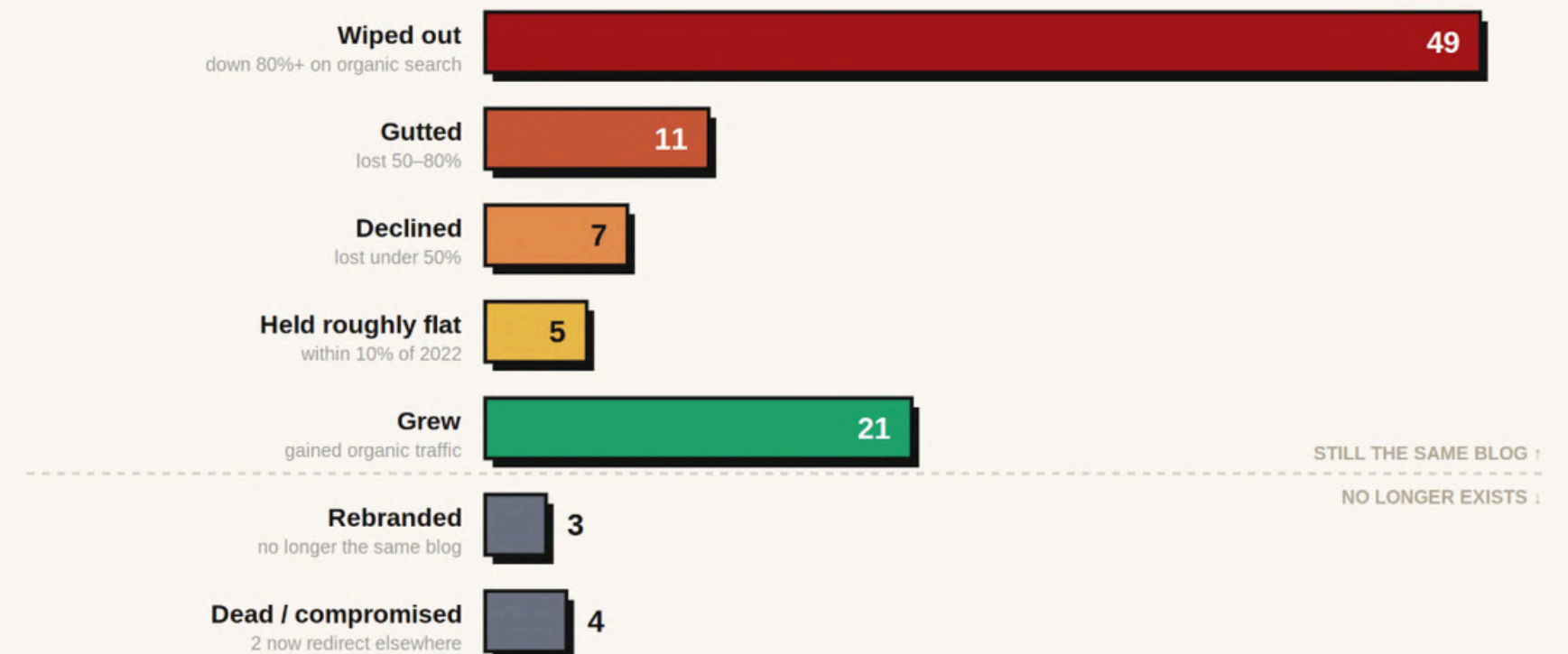
**64% of blogs lost more than 50% of organic traffic.**

**85% is the median organic traffic loss of these sites.**

## What happened to 100 "successful" blogs

Each one was celebrated in a 2022 "blogger income" roundup. Four years later:

Sorted by what actually happened · organic search traffic, April 2022 – April 2026



**64** of 100 were gutted, wiped out, or dead.  
Two-thirds lost more than half their search traffic.

**–85%** median traffic loss.  
Not the worst case. The typical one.

Nine of these blogs changed hands; each is counted by the organic traffic it actually had under its new owner, not by the sale.

THE INCOME REPORT INDEX · 100 blogs · 2022–2026

danielstanica.com

**Main causes: Google updates and AI Overviews**

# What the SEO Survivors Have in Common

The websites that maintained or grew their organic traffic shared 4 traits, non-exclusively: offering first-hand experience content, having an established brand, an owned audience, and real products (not only content)

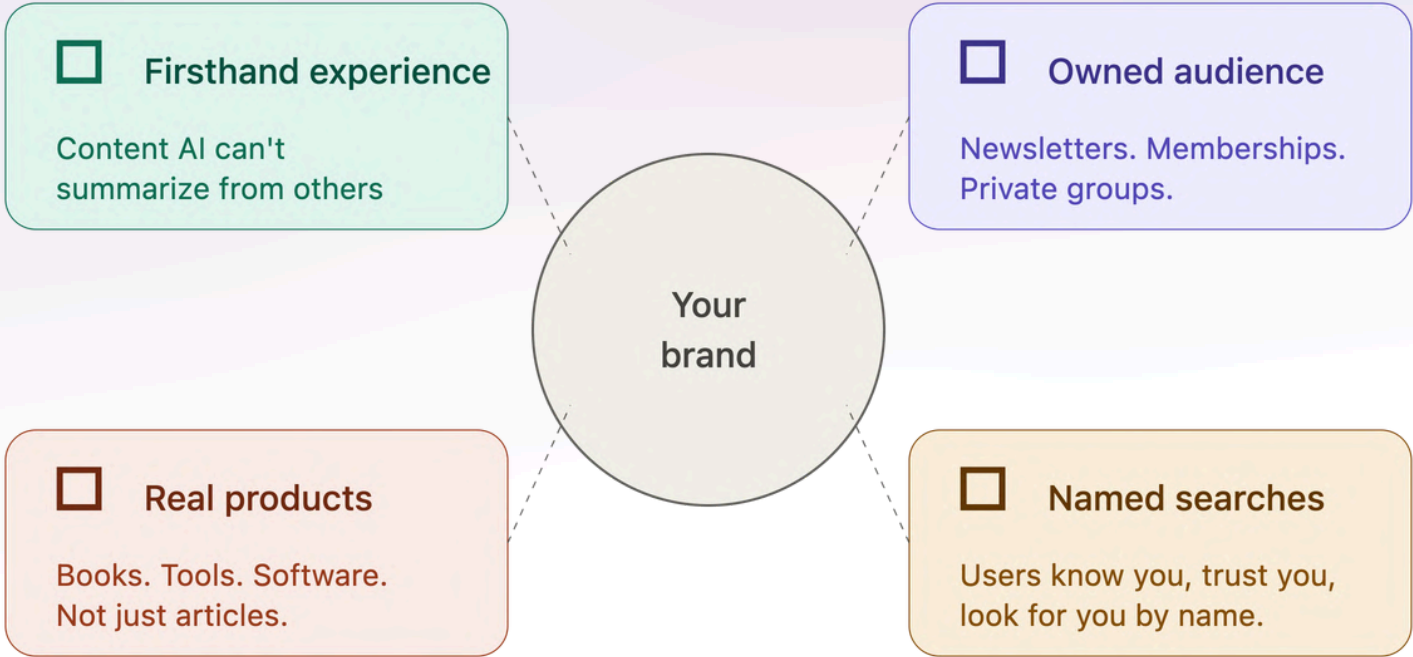
## The survivor's scorecard

Every blog that survived clears at least two of these. The ones that thrived clear three or four. Score your own.

|                                                                                     | Firsthand<br>experience<br><small>you made / tested / went</small> | Owned<br>audience<br><small>email, community, social</small> | Real<br>product<br><small>book, tool, course, goods</small> | Brand<br>search<br><small>people search your name</small> | Score |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------|-------|
| <b>Kitchen Sanctuary</b><br><small>2 cookbooks, Sunday Times bestseller</small>     | <input checked="" type="checkbox"/>                                | <input checked="" type="checkbox"/>                          | <input checked="" type="checkbox"/>                         | <input checked="" type="checkbox"/>                       | 4/4   |
| <b>Pinch of Yum</b><br><small>Food Blogger Pro + cookbook</small>                   | <input checked="" type="checkbox"/>                                | <input checked="" type="checkbox"/>                          | <input checked="" type="checkbox"/>                         | <input checked="" type="checkbox"/>                       | 4/4   |
| <b>Crochet365Knittoo</b><br><small>pattern shop + active community</small>          | <input checked="" type="checkbox"/>                                | <input checked="" type="checkbox"/>                          | <input checked="" type="checkbox"/>                         | <input type="checkbox"/>                                  | 3/4   |
| <b>Living The Dream</b><br><small>transparent income reports, loyal readers</small> | <input checked="" type="checkbox"/>                                | <input checked="" type="checkbox"/>                          | <input type="checkbox"/>                                    | <input type="checkbox"/>                                  | 2/4   |
| <b>YOUR SITE</b>                                                                    | <input type="checkbox"/>                                           | <input type="checkbox"/>                                     | <input type="checkbox"/>                                    | <input type="checkbox"/>                                  |       |

## The new moat is irreplaceability

Four traits AI cannot generate, aggregate, or intercept



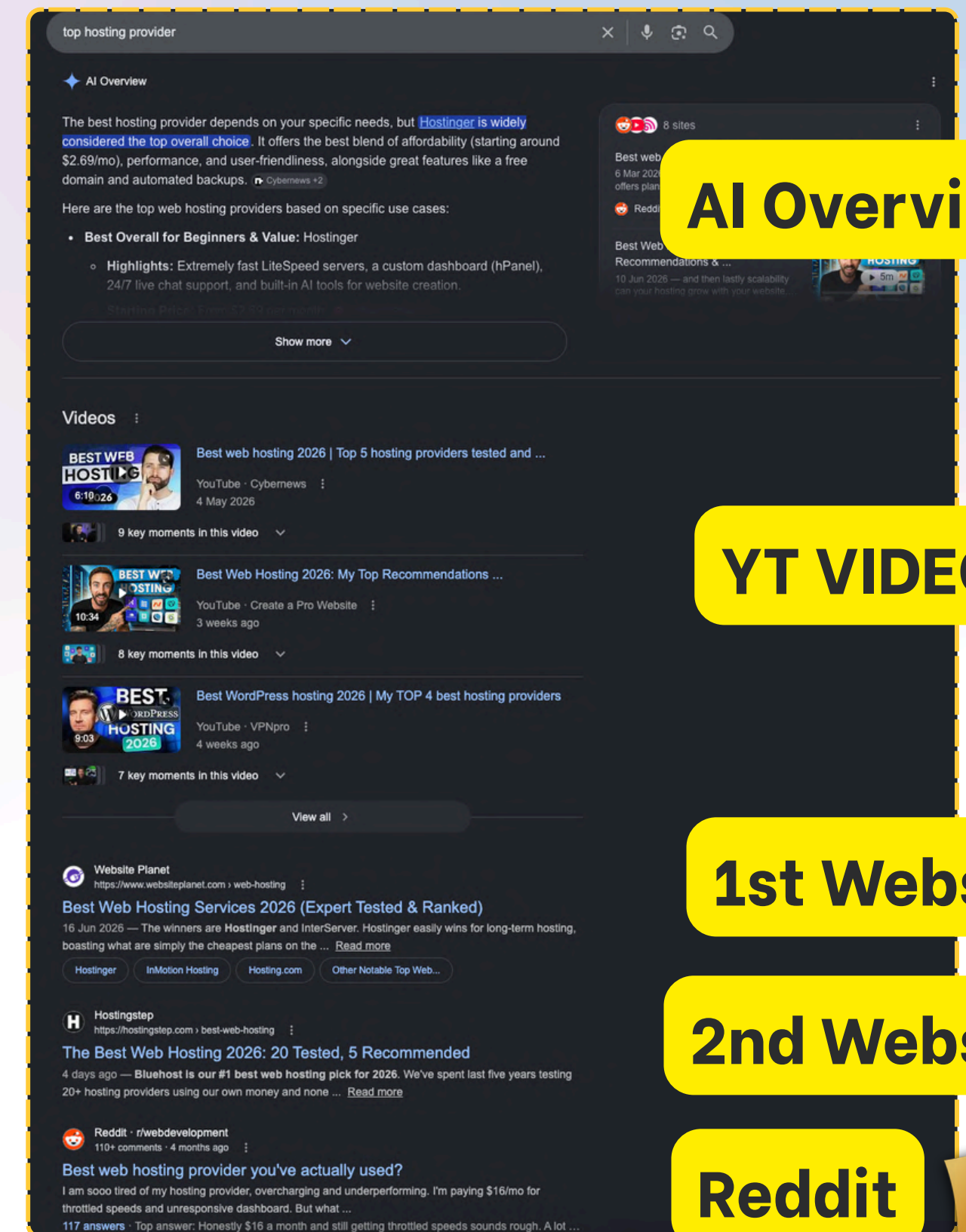
Scale-and-rank is over. Irreplaceability wins.

# How Google Search Changed: The New Serp

SimilarWeb reports that AI Overviews appear on 43% of US queries, while Semrush places the range closer to 48–50%. (Jul 2026)

68.01% of Google searches ended without a click (June 2026, Sparktoro)

On average, LLM visitors convert 4.4x better than organic search visitors (Semrush).



AI Overview

YT VIDEOS

1st Website

2nd Website

Reddit

# AI Usage Statistics in Romania

A recent study found that **70% of Romanians aged 18-55 say they use AI.**

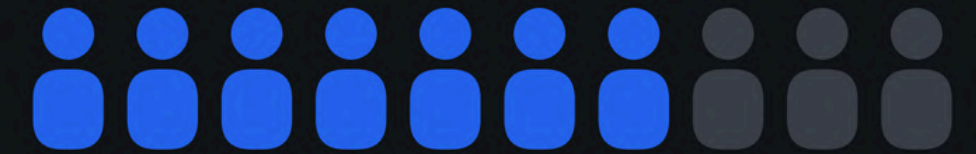
**91% of AI users in România** use AI to look up brand or product information.

**65% say AI influences their purchase decisions.** That rises to **77%** among **18-24-year-olds.**

**86%** used ChatGPT in the last 30 days, followed by **Gemini** at **48%**. **Claude** sits at **17%**, while **Copilot** is at **16%**, according to the **MKOR AI Adoption Report România 2026 study.**

**70%**

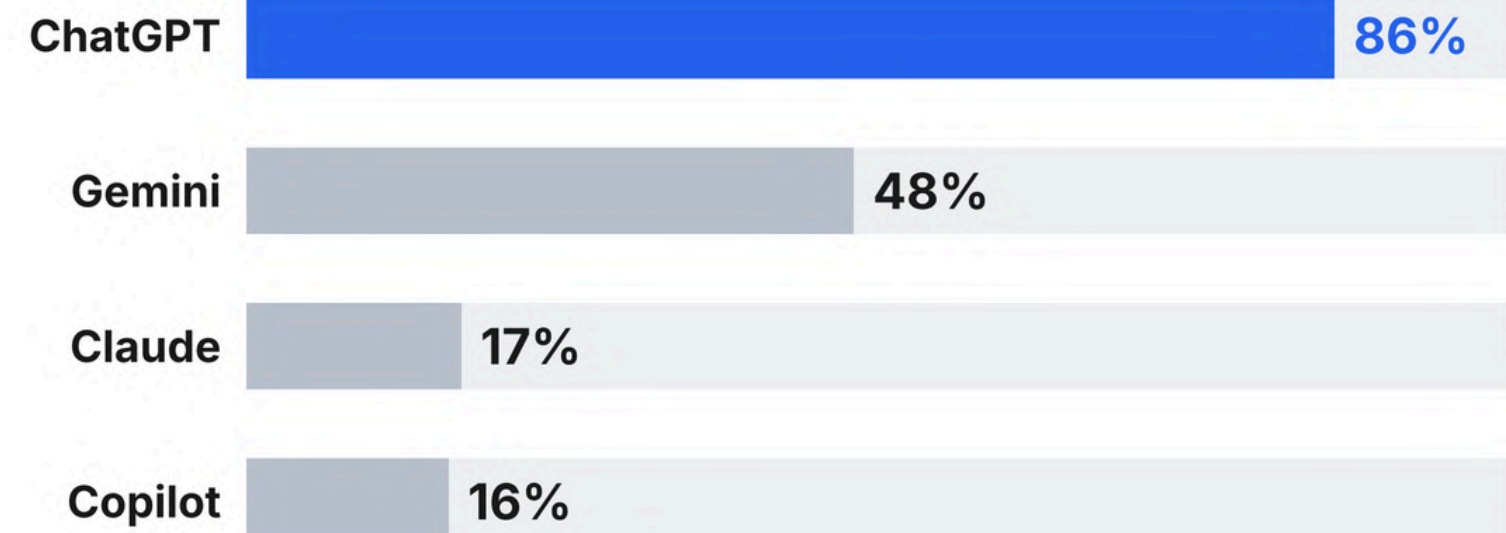
of Romanians aged 18-55  
say they use AI



Source: MKOR AI Adoption Report România 2026

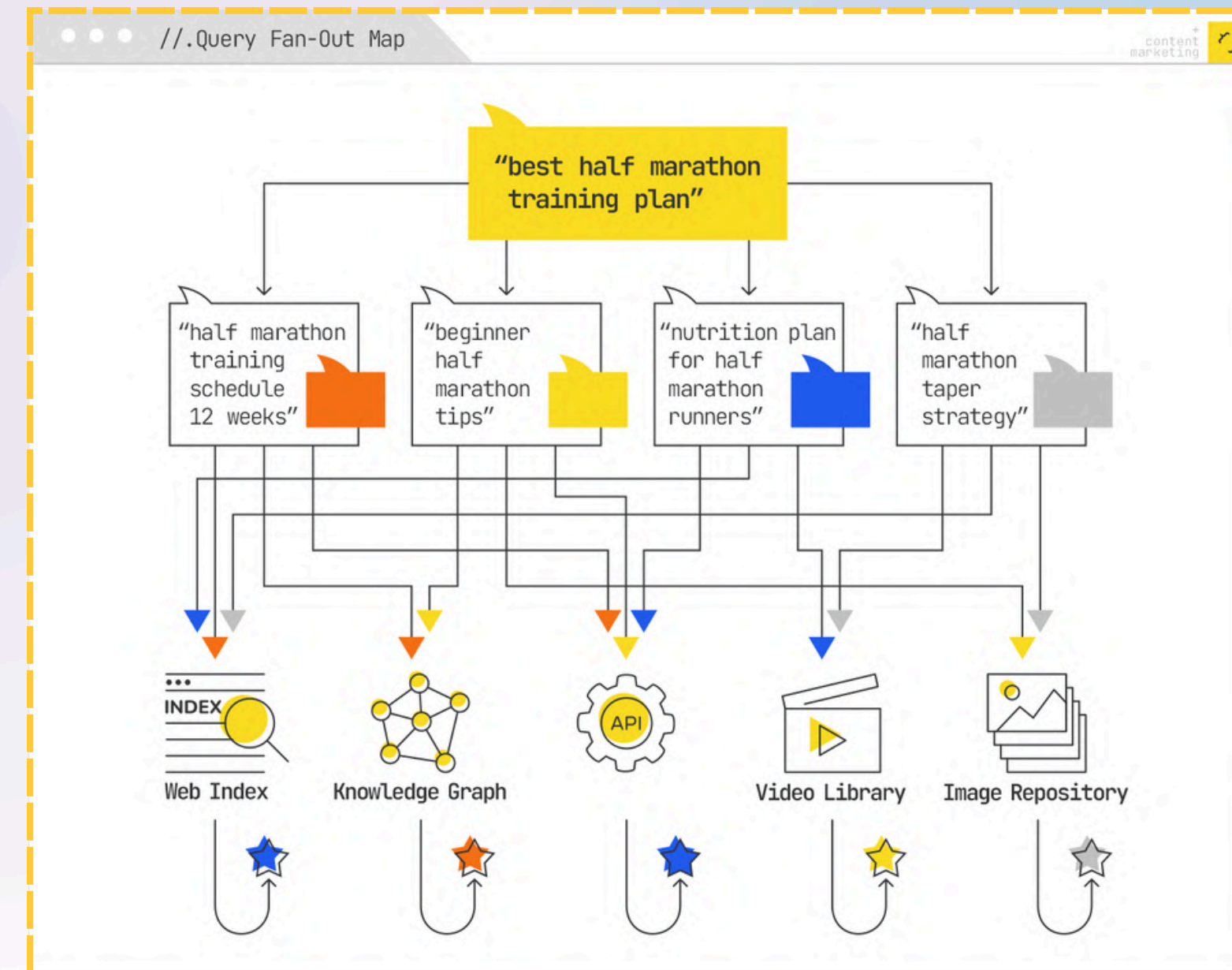
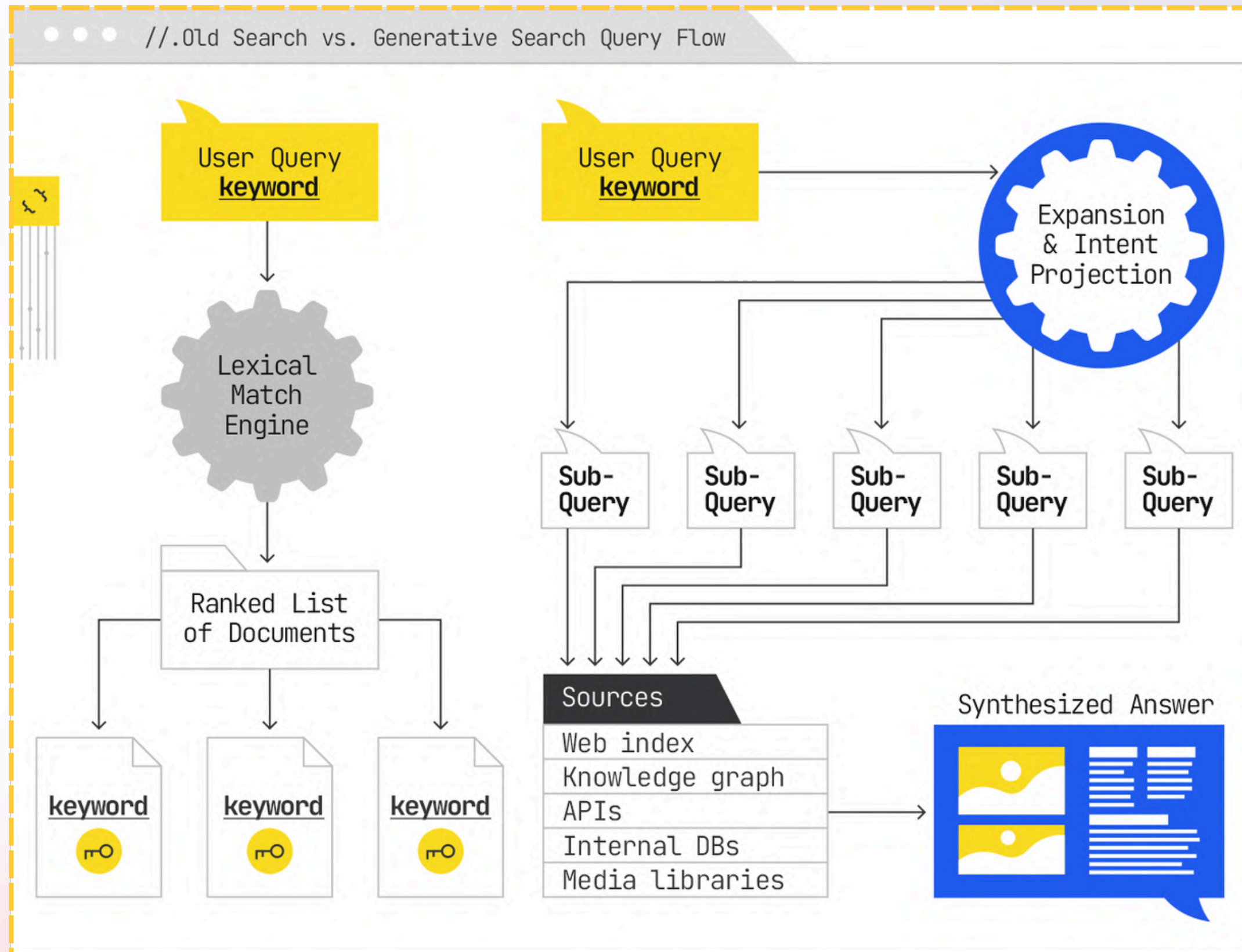
## Which AI tools do Romanians use?

Share of Romanian AI users who used each assistant in the last 30 days



Source: MKOR AI Adoption Report România 2026

# AI Search Flow in Google AI Overviews



**Fan-out query:** one of the many sub-searches an AI search engine generates from a user's prompt. Each covers a different angle of the question, and the system combines the results into a single answer.

# Traditional SEO vs GEO/ AI Visibility

## SEO

- **What is it:** Ranking web pages for human clicks
- **Objective:** Top positions in the SERP
- **Unit of focus:** Keywords – volume, intent, rank
- **Success Metrics:** Rankings, clicks, traffic
- **Trust signal:** Link quality and content depth
- **Authority:** Links (PageRank) + Topical relevance
- **Where it plays:** Google SERP

## GEO / AI Visibility

- **What is it:** Getting mentioned & cited in AI answers
- **Objective:** Mentions and citations in AI search
- **Unit of focus:** Entities – be a recognized brand
- **Success Metrics:** Citations, Mentions, SoV
- **Trust signal:** Consensus across indep. sources
- **Authority:** Entity & author credibility (EEAT signals)
- **Where it plays:** Google AI Overviews, AI Mode, Gemini, ChatGPT, Perplexity,

# How Each AI Model Decides Who Gets Mentioned

**Generally, AI Search focuses on:** Semantic clarity, Factual accuracy and Machine-readable structure

## AI Overviews & AI Mode

**How it works:** run on Google's existing index and trust signals.

**Rewards:** depth of coverage and latent intent match.

**To get mentioned:** Your content must address multiple facets of a query in ways that are easy to extract.

## ChatGPT

**How it works:** opportunistic and short-horizon; doesn't weight authority heavily

**Rewards:** instant accessible content, freshness, 3rd-party mentions

**To get mentioned:** fast pages, natural content, indexed in Bing, and 3rd-party mentions

## Claude

**How it works:** Trust-weighted. Cross-check across several sources.

**Rewards:** authoritative, factually precise content, consistency across sources, and strong brand presence.

**To get mentioned:** indexed in Brave, clear entity signals, and consistent mentions on trusted 3rd party sites.

## Microsoft Copilot

**How it works:** SEO-traditional. It runs on Bing's index

**Rewards:** strong Bing rankings, keyword and semantic relevance.

**To get mentioned:** rank in Bing, use clear headings, add schema markup, concise sections that answer the query.

## Perplexity

**How it works:** Real-time search. Fetches live pages for every answer.

**Rewards:** speed, clean structure, and precise answers.

**To get mentioned:** fast pages, allow PerplexityBot, clean HTML, and concise, answer-ready writing.

# My 5-Step Framework to Improve AI Visibility

## AI Visibility Framework

1

### Entity Clarity

knowledge graph · business profile

2

### AI Crawlability

bot access · renders without JS · schema

3

### Content

E-E-A-T · topical coverage · extractability · original data · freshness

4

### External Authority & Consensus

reviews · forums · press · video · sentiment

biggest lever

5

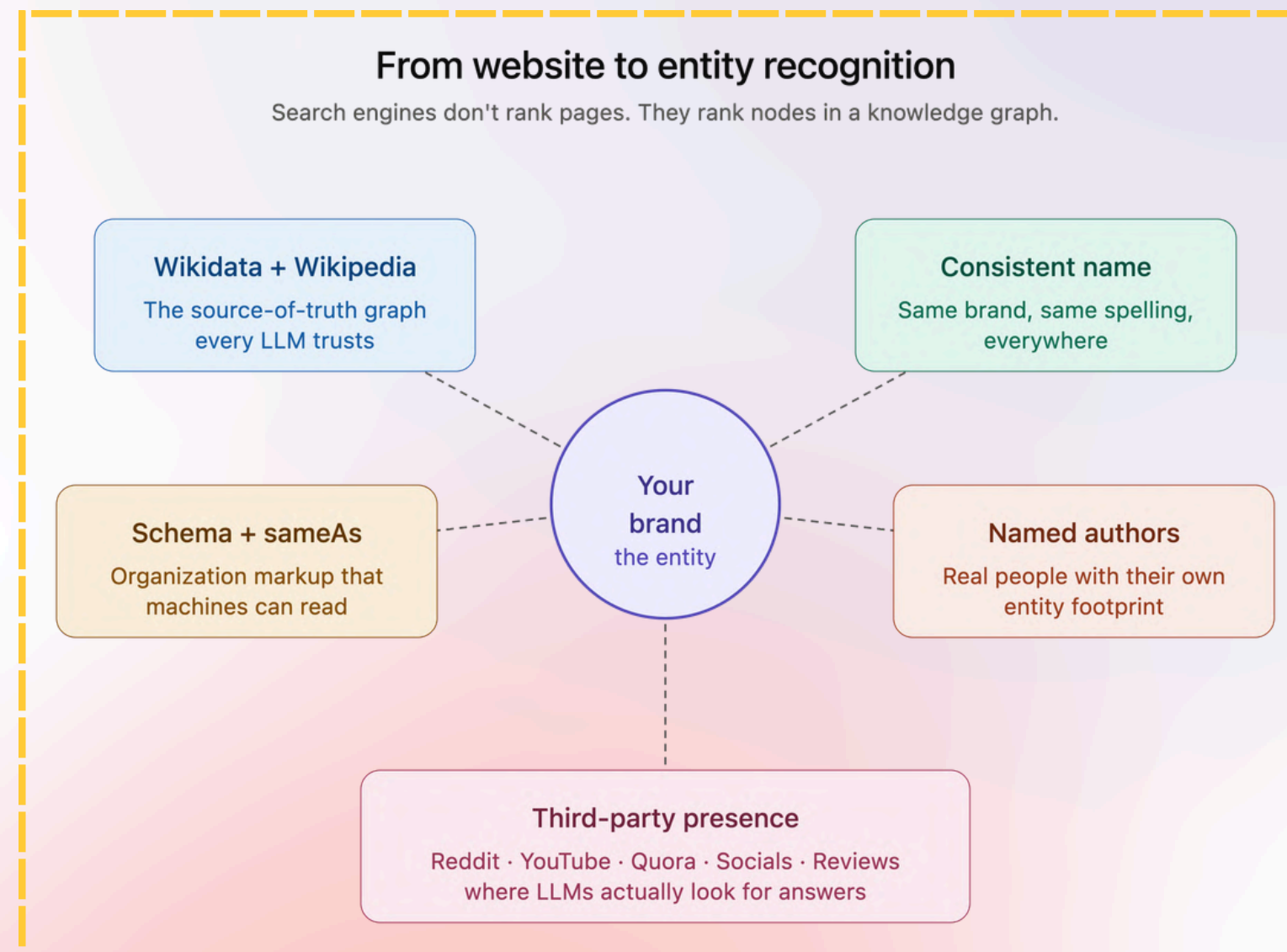
### Measurement

prompt panels · mentions vs. recommendations · share of voice

🔄 monthly, measures 1-4

# AI Visibility Framework: Entity Clarity

Google Search ranks website pages, while AI Engines rank entities; if AI can not clearly identify you or trust you, it won't recommend you.



🌟 **AI Overview**

**COMPETICO** is a boutique digital marketing and advisory practice that helps online businesses grow their market share through search engine optimization (SEO), AI search visibility, and competitive intelligence. Competico

**Core Services**

- **Competitive Intelligence:** Analyzes competitors, pricing strategies, and market landscapes to find strategic gaps. Pressidium® EDGE +1
- **AI Search Visibility:** Audits and optimizes how modern AI search engines and LLMs discover, perceive, and represent a brand. LinkedIn · Pressidium +1
- **SEO & Organic Growth:** Builds traffic, leads, and sales frameworks for digital-first companies. Competico
- **Online Business Due Diligence:** Investigates and analyzes digital businesses for potential buyers or acquisitions. Competico

**Key Details**

- **Founder:** Led by Daniel Stanica, a digital marketing and SEO veteran with over 20 years of experience. Pressidium® EDGE +1
- **Target Audience:** Focuses primarily on technical and digital-first industries, including SaaS platforms, hosting and infrastructure providers, and FinTech brands. Pressidium® EDGE

**Quick test:** Ask Google and ChatGPT “What is [your brand]?”

# AI Visibility Framework: Crawlability

AI can not mention, cite or recommend something it can not read

- Check that robots.txt and your CDN/firewall allow AI bots to crawl
- Make sure the content is readable without JavaScript, as most AI crawlers don't execute JS.
- Use schema like Organization, Product, FAQ, and Article to reduce ambiguity.



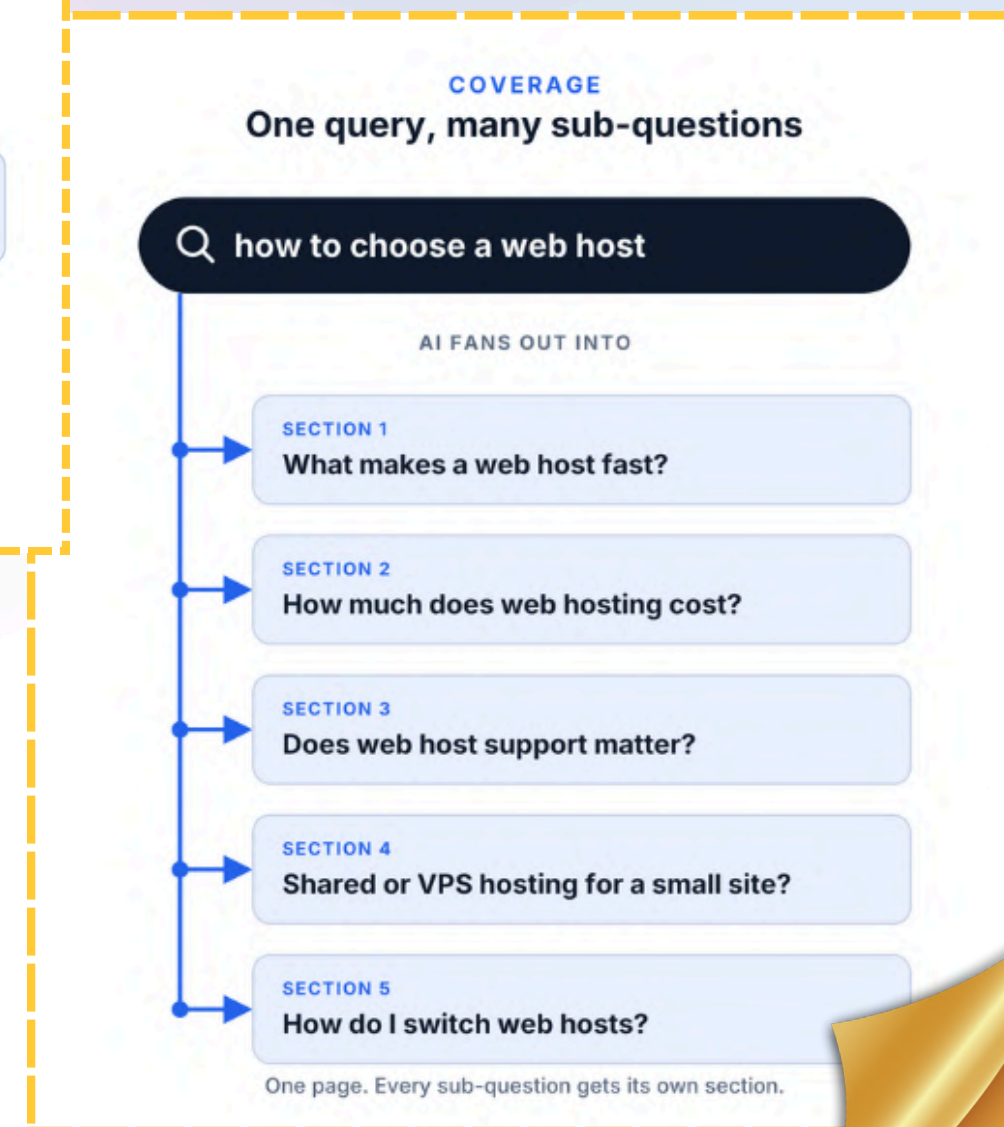
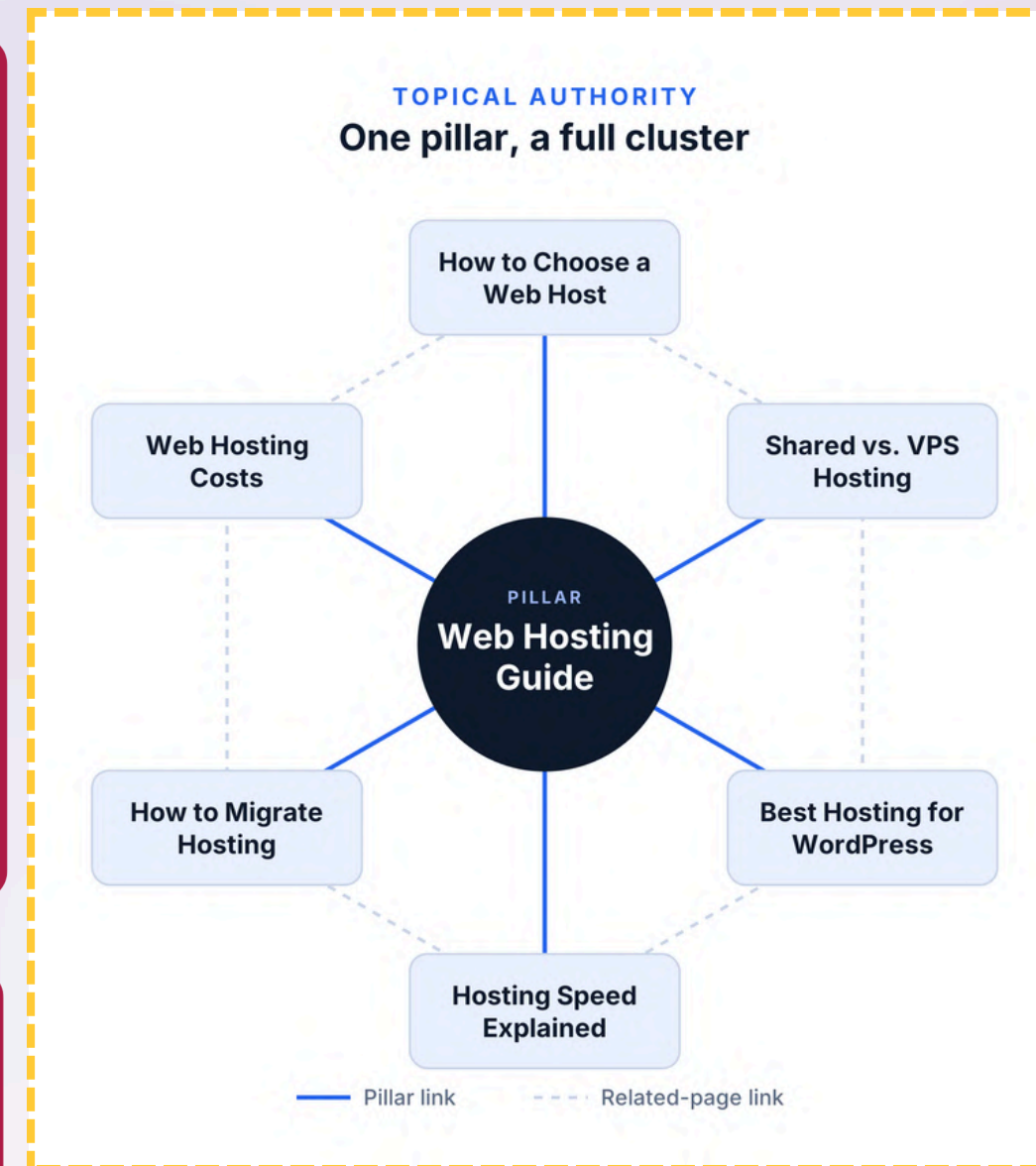
# AI Visibility Framework: Content Generation (1)

## 1. Topical Authority: Own Your Subject

- **Build topic clusters:** one pillar page plus supporting subtopic pages
- **Link them together:** connect related pages with clear internal links
- **Go deep, not wide:** fewer topics fully covered

## 2. Coverage: Answer the Sub-Questions

- **Map the sub-queries:** list the follow-up questions AI generates from your topic
- **Answer each one:** give every sub-question its own section
- **Use question headings:** match how people and AI phrase queries



# AI Visibility Framework: Content Generation (2)

## 3. Prove E-E-A-T

- **Experience:** case studies, real results, failures
- **Expertise:** author name, bio, credentials
- **Authoritativeness:** podcasts, panels, magazines
- **Trustworthiness:** cite sources, disclose methods

## 4. Bring Originality

- **Publish your own data:** surveys, benchmarks, experiments
- **Share unique frameworks:** your own methods and models
- **Add a new angle:** AI already has the generic answer

## 5. Freshness: Keep Content Current

- **Show update dates:** “Last updated: October 2026”
- **Refresh key pages:** new stats, examples, screenshots
- **Remove outdated claims:** old data weakens trust

## 6. Technical Access: Let AI Reach it

- **Allow AI crawlers:** don't block AI bots
- **Use plain HTML:** key content should load easily and fast
- **Add schema markup:** label authors, organizations, and articles for machines

# AI Visibility Framework: Content Generation (3)

## 7. Precision: Make Your Claims Verifiable

- **Use real numbers:** “85% of users”, not “most users”
- **Date everything:** “as of October 2026”, not “recently”
- **Cite sources:** link to trusted data so LLM can verify

### ✗ IGNORED BY AI

*Recently, more and more people have started using AI tools instead of Google, and this shift is hurting many websites. Most marketers have seen their traffic drop as a result, and it's even worse for sites that don't appear in AI answers. As a result, many businesses are now trying to optimize for them, though most don't know where to start.*

## 8. Structure: Make Your Content Extractable

- **Format for scanning:** headings, tables, and lists
- **One idea per paragraph:** AI summarizes chunk by chunk
- **Make chunks standalone:** repeat the noun instead of using “this” or “it”
- **Cover the fan-out:** give each likely sub-question its own headed section
- **Put the answer in the first 1–2 sentences of each section**

### ✓ GETTING CITED BY AI

#### *How AI Search Is Changing Website Traffic*

**Adoption:** *As of October 2026, 42% of online searches start in an AI assistant instead of a search engine (Source: [Report Name], 2026).*

**Traffic impact:** *73% of marketers reported lower organic traffic between 2024 and 2026 (Source: [Survey Name], 2026).*

**AI visibility:** *Websites cited in AI answers keep more traffic than websites that AI assistants never mention.*

# AI Visibility Framework: External Authority & Consensus

AI trusts what others say about you more than what you say about yourself.

- **Earn mentions where AI looks:** YouTube, Reddit, Industry press,
- **Collect reviews on trusted platforms:** GBP, Trustpilot, G2, etc.
- **Be on video.** YouTube is the most-cited domain across AI answers
- **Analyze mention sentiment.** Being described positively gets you recommended.
- **Aim for consistency and verify consensus**

## The 10 most-cited websites in Google AI Overviews

| #  | Website                                                                                                                                         | Mention share | vs last month | Pages cited | DR  |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|-------------|-----|
| 1  |  <a href="https://www.youtube.com">www.youtube.com</a>       | 22.9%         | –             | 1,737,252   | 99  |
| 2  |  <a href="https://www.reddit.com">www.reddit.com</a>       | 18.5%         | –             | 830,641     | 95  |
| 3  |  <a href="https://www.facebook.com">www.facebook.com</a>   | 10.1%         | –             | 514,175     | 100 |
| 4  |  <a href="https://www.google.com">www.google.com</a>       | 8.8%          | –             | 1,220,228   | 99  |
| 5  |  <a href="https://www.instagram.com">www.instagram.com</a> | 5.6%          | –             | 277,245     | 100 |
| 6  |  <a href="https://www.quora.com">www.quora.com</a>         | 4.7%          | –             | 171,198     | 92  |
| 7  |  <a href="https://en.wikipedia.org">en.wikipedia.org</a>   | 4.0%          | –             | 88,400      | 97  |
| 8  |  <a href="https://www.tiktok.com">www.tiktok.com</a>       | 3.3%          | ▲ 1           | 140,750     | 97  |
| 9  |  <a href="https://www.amazon.com">www.amazon.com</a>       | 3.3%          | ▼ 1           | 148,116     | 96  |
| 10 |  <a href="https://www.walmart.com">www.walmart.com</a>     | 1.0%          | –             | 47,425      |     |

# AI Visibility Framework: Measurement

AI Visibility is like billboard advertising as you rarely see the click, but you see the effects in branded search, direct visits, and what customers tell you.

- **Add your website and socials in GSC and Bing Webmaster**
- **Prompt panels:** run the same 30–50 buyer questions monthly.
- **Branded search lift:** people who see you in AI answers often search it on Google
- **Direct traffic:** visits from people who typed your URL after an AI mention
- **AI referral traffic:** the clicks that do come from ChatGPT, Perplexity and others (GA4)
- **Ask your customers:** add “How did you hear about us?” with ChatGPT/AI as an option



# AI Visibility on WordPress: 6 Quick Wins

1. **Schema:** Enable Organization, Person, and Article schema in Yoast, SEOPress or Rank Math, and add sameAs links to your socials
2. **Bot access:** Check robots.txt and your Cloudflare/security plugin settings, since some block AI crawlers by default
3. **Rendering:** test key pages with JavaScript off; sliders, tabs, and page-builder widgets can hide content
4. **Authors:** real author pages with bio, photo, socials, and credentials, linked from every post
5. **Freshness:** Update your articles and show “Last updated” dates in your theme
6. **Speed:** caching plus a CDN, so bots fetch pages fast

# Quick AI Visibility Audit

1. **Build your prompt list:** 30–50 real questions buyers ask: “best X for Y,” “X vs. Z,” “is X worth it?”
2. **Run them across AI engines:** Google, AI Mode, ChatGPT, Gemini. Note who’s mentioned, who’s recommended, and which sources are cited.
3. **Check how AI describes you:** ask “What is [brand]?”, “Is [brand] trustworthy?” “Is [brand] a scam?”
4. **Test crawlability:** Check robots.txt, firewall/CDN rules, and server logs for AI bots, and view key pages with JavaScript off.
5. **Check sub-query coverage:** AI splits each question into sub-queries (price, features, alternatives, pros/cons). Does your content answer each one directly?
6. **Map the source gap:** list the sites AI cites for your category. Where are competitors present and you’re missing?
7. **Prioritize and re-test monthly:** fix the biggest gaps first, then re-run the same prompts to track direction.

**The brands AI recommends today are building an advantage that becomes increasingly hard to catch up to each month. Don’t delay working on your AI visibility!**

# Resources to go further

## Read & Learn

- **The Great Blogging Collapse Study**  
[danielstanica.com](https://danielstanica.com)
- **The AI Search Manual by iPullRank**  
[ipullrank.com/ai-search-manual](https://ipullrank.com/ai-search-manual)
- **SparkToro zero-click research**  
[sparktoro.com/blog](https://sparktoro.com/blog)
- **Google: Creating Helpful, People-First Content**  
[developers.google.com/search](https://developers.google.com/search)

## Free Tools

- **Google Search Console:** Branded search lift, indexing
- **Bing Webmaster Tools:** The index behind Microsoft Copilot
- **Schema Validator:** Check your structured data – [validator.schema.org](https://validator.schema.org)
- **Wikidata:** Claim your entity – [wikidata.org](https://wikidata.org)
- **Microsoft Clarity:** AI referral traffic

## WordPress & Pro Tools

- **Yoast SEO / SEOPress:** Organization, Person & Article schema
- **Cloudflare AI Crawl Control:** See which AI bots you allow or block
- **Ahrefs Brand Radar:** AI mentions & share of voice
- **Semrush AI Toolkit:** Visibility across AI assistants
- **Screaming Frog:** Crawl with JavaScript off, audit schema

# Q&A

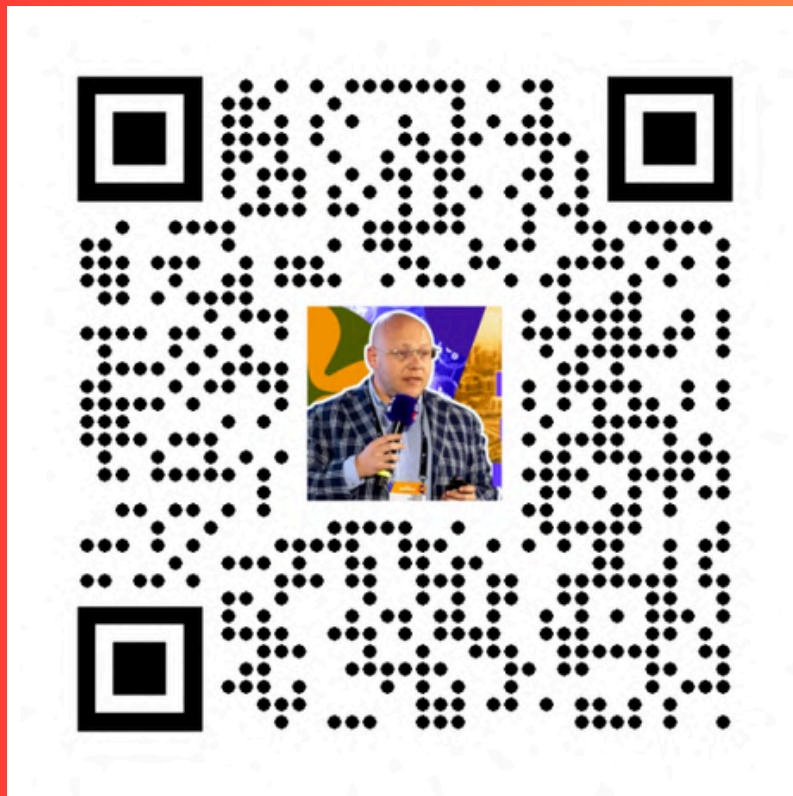
Please ask your questions or let's get the conversation started with the following FAQ:

1. Is AI visibility just SEO with a new name?
2. Does AI-written content hurt my visibility?
3. Where should a small business start with no budget?
4. Which AI engine should I focus on?
5. How do I prove ROI to my boss or client?

# Thank you for attending! Let's keep in touch!

Email: [hello@danielstanica.com](mailto:hello@danielstanica.com) // Web: [danielstanica.com](https://danielstanica.com)

**Scan for slides &  
my social profiles:**



**Join the AI Visibility  
Community on Facebook**



**Join the AI Visibility  
Community on Telegram**

