

A woman with a backpack is looking through binoculars in a field. The image is overlaid with a blue gradient.

Thrive!

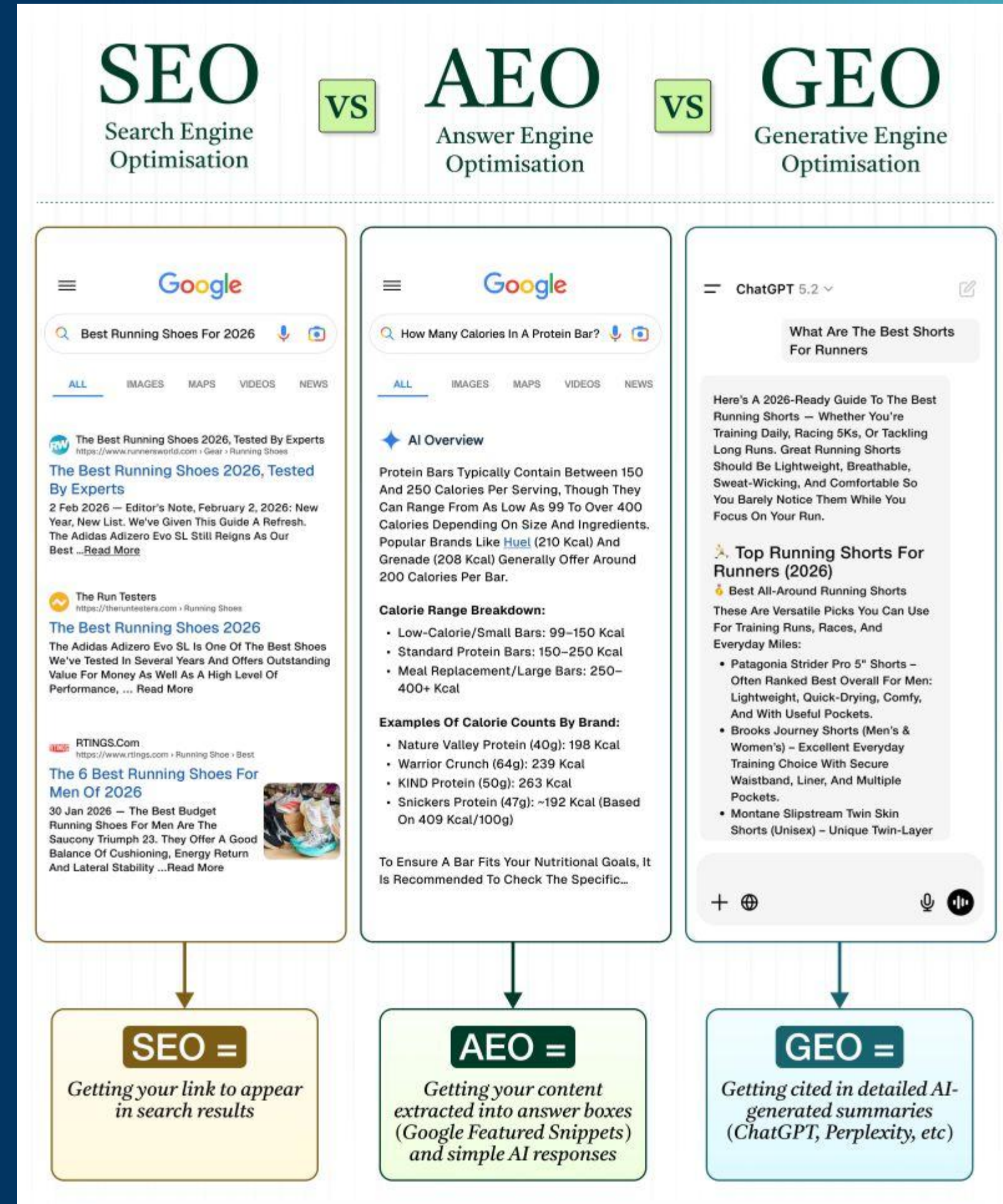
If AI Were Asked to Name
The Top Recruiters In
Your Niche...
Would it Name You?

**GEO/AEO: Adapting Recruitment
Marketing for an AI-Enabled World**

Kristie Perrotte, Chief Thriver

So What Are We Actually Talking About?

And why should we care?



Traditional SEO vs GEO

Traditional SEO	Generative Engine Optimisation
Rankings in SERPs	Citations in AI-generated answers
Backlinks as a main trust signal	Brand mentions as a stronger trust signal
Keyword-targeted content	Entity-rich, citation-ready formats
Click-through focus	Direct visibility inside answers
Domain authority	Page-first opportunity

You can still succeed even with a low(er) domain authority

Webmentions outperform backlinks 3:1 for AI Overview presence.

Source: Ahrefs

THE BATTLEFIELD OF RECRUITMENT MARKETING

What Recruitment Agencies Historically Prioritised:

✓ Social Media



✓ LinkedIn



✓ BD-Led Marketing

✓ Personal Brands



✓ CRM Databases

Meanwhile in the SEO Arena:

• Global Giants Dominate

• Job Boards & Google Jobs

• 'Recruitment Agency' is B2B & B2C



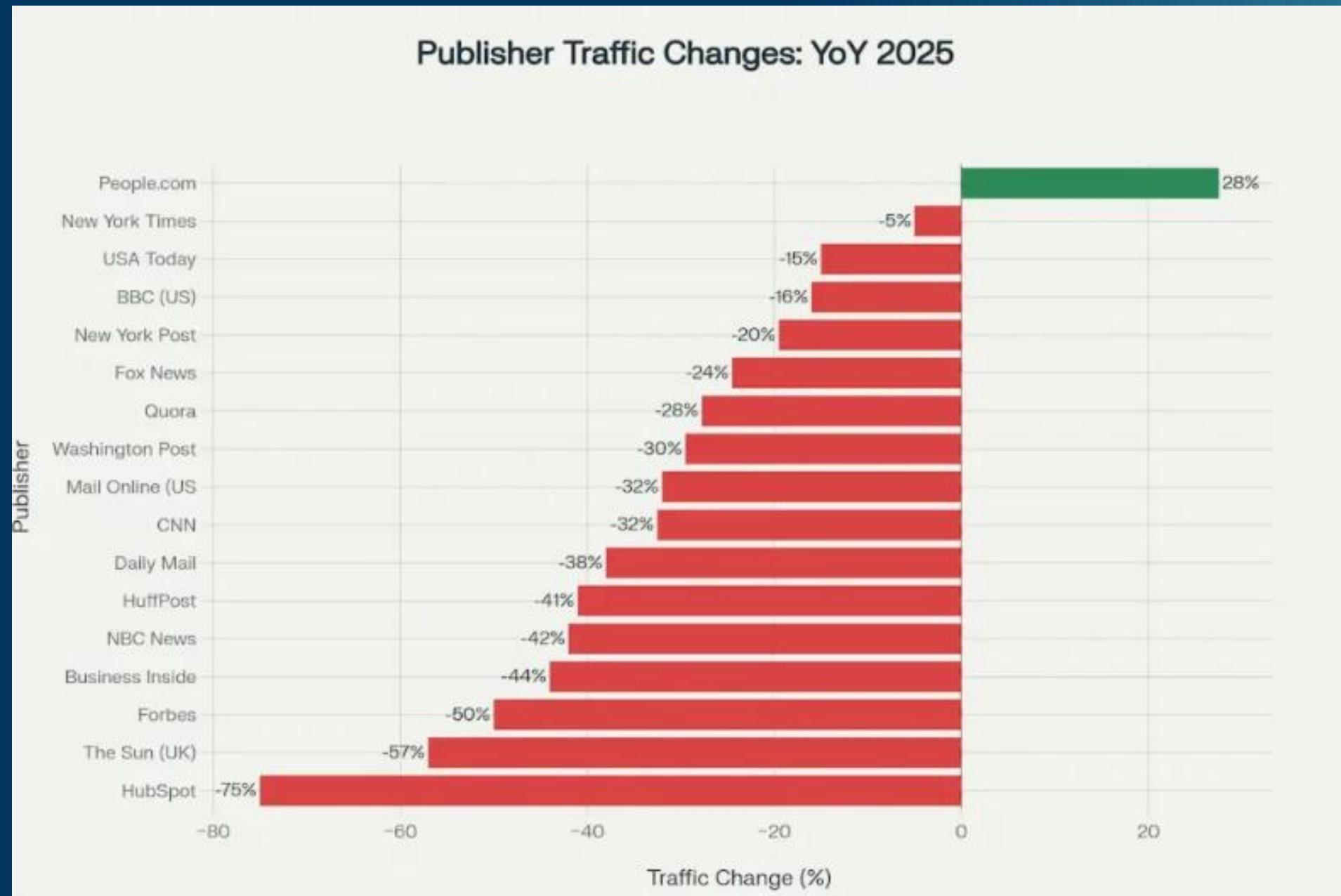
JOB SEARCH

- Google jobs ->

A Tough Competitive Landscape...

It's About Understanding Visibility Now

Recruitment Hasn't Been Hit As Hard As Others



The HubSpot Wake-Up Call

- 70-80% organic traffic decline (2024-25)
- From 13.5m to 6m monthly visits
- Cause:
 - Top-of-funnel volume disconnected from core expertise
- Pivot:
 - From traffic to AI citation visibility



Recruitment SEO For Today

Instead of...	Try...
✗ How to Write a CV	✓ What hiring managers in UK renewable energy scale-ups look for in a Senior Grid Engineer
✗ Interview Tips	✓ How FinTech CTO interviews differ from traditional financial services hiring processes
✗ How to Ask for a Pay Rise	✓ 2026 UK Salary Trends for Cyber Security Professionals: Where Employers Are Flexing and Where They're Not

The Click Advantage

Recruitment has one key advantage...

- Applying still requires a click
- AI can summarise advice
- But it cannot submit a CV

High-intent searches still drive traffic

Examples:

"Project Manager jobs London"

"SAP consultant contract roles UK"

"Life sciences recruitment agency jobs"



"Winner Takes Most" Dynamics

The battle is no longer just rankings.
It's citations.

But...

- Personal brands = authority signals ✓
- LinkedIn thought leadership ✓
- Sector-specific expertise ✓
- Solutions pages by industry ✓
- Insights and content ✓



Authority Signals

- Named experts
- Demonstrable experience
- Structured bios / author bylines
- Behind the scenes process insight
- External mentions
- Multi-platform presence
- Communities
- Email & newsletters (with links!)
- Events
- Case Studies / testimonials

Your brand awareness activities are now citation signals.

Don't forget to E-E-A-T

Experience
Expertise
Authoritativeness
Trustworthiness

Measurement & KPIs

53% of traffic still comes from organic.

Conversion rates are increasing.

Revenue-based measurement is king.

- Brand search growth
- Marketing-assisted placements
- Lead-to-placement ratios
- Pipeline value
- Revenue attribution

Marketing must tie directly to placements.

Always.



Tactics for Recruitment Marketers

- Sharpen niche positioning
- Rewrite service & role pages
- Write original research and reports
- Document measurable case studies
- Add structured FAQ hubs
- Elevate consultant profiles & pages
- Use multiformat distribution
- Build owned audiences
- Implement schema markup, internal linking and clusters

My Forecast for 2026 and beyond

- Authority compounds
- Generic content collapses
- Niche expertise wins
- Intentional content and distribution strategy matters

The strategic window:
Few recruitment agencies are optimising for GEO deliberately

Thrive!



Kristie Perrotte

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Visibility now
begins before
the click

