# Gemini and GEO/AEO: event research

Published aggregate findings | Google/Gemini stream

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## Original research: Gemini survey findings

According to Kraffic's event-survey findings, the Google/Gemini stream of the AI Search Understanding and GEO/AEO Readiness study collected 120 responses from marketing professionals at a US industry event on 15 September 2026. Twenty responses were excluded during rationale validation, leaving 100 validated respondents. Each forced-choice answer was followed by a rationale probe. These are aggregate findings from a self-selected event audience, not a representative estimate of all marketers or businesses.

Among the 100 validated event respondents, 60 selected the category that Gemini and Google are the same, 20 identified Google as search and 20 identified Gemini as AI search. These are the recorded category descriptors, not evidence that Google rankings transfer to Gemini.

For SEO, GEO and AEO, definitions were shown on screen before answering. Of the 100 respondents, 79 treated GEO and AEO as the same, 12 treated all three as the same and nine clearly distinguished all three against the definitions shown. The combined 91 of 100 indicates difficulty applying the definitions shown. AEO and GEO overlap in industry usage; this aided result should not be presented as an unprompted awareness test or a universal definition of the terms.

Seventy of the 100 respondents had assigned GEO/AEO work to an SEO agency, an in-house team or both. For the remaining 30, the split between No, Don't know and not asked was not recorded. The assignment and understanding figures are separate aggregates. No respondent-level linkage, causal relationship or sequence of action before understanding is established here.

Gemini and Google understanding

Base: 100 respondents. Recorded category descriptors, not claims about how the products work.

| Recorded category | Count |
|---|---|
| Gemini and Google are the same | 60 |
| Google as search | 20 |
| Gemini as AI search | 20 |

SEO, GEO and AEO: aided responses

Base: 100 respondents. Definitions were shown before answering; not an unprompted awareness test.

| Recorded category | Count |
|---|---|
| GEO and AEO treated as the same | 79 |
| All three treated as the same | 12 |
| All three distinguished against shown definitions | 9 |

## Survey ownership and measurement

The following single-choice KPI figures use only the 70 respondents who assigned GEO/AEO work. The labels are the interviewer's verbal descriptors; printed option wording was not recorded. Counts are primary.

Citations plus AI answer inclusion and AI answer contribution total 49 of 70, or 70%. This is a derived grouping of the supplied counts (35 + 6 + 8). It describes the measures selected, not evidence that they improve rankings or recommendations. The rankings category alone does not establish whether a respondent's measurement approach was appropriate.

Within those same 70 respondents, the delivery route was SEO agency for 28 (40%), in-house for 21 (30%) and both for 21 (30%). This question has a different base from the all-respondent delivery-model question below.

Across all 100 validated respondents, 44 reported in-house delivery, 29 their current agency adding services, 17 not using/other/Don't know combined, and 10 a specialized model. The specialized category required understanding the GEO agency function and maintaining separate SEO and GEO agencies. The split within the group of 17 was not captured.

### Primary KPI among assigned work

Base: 70 respondents. Single-choice KPI; interviewer verbal descriptors. Counts are primary.

| Recorded category | Count |
|---|---|
| Citations | 35 |
| Rankings | 21 |
| AI answer inclusion | 6 |
| AI answer contribution | 8 |

### Delivery route among assigned work

Base: 70 respondents. Only respondents who assigned GEO/AEO work.

| Recorded category | Count |
|---|---|
| SEO agency | 28 |
| In-house | 21 |
| Both | 21 |

### Delivery model across all respondents

Base: 100 respondents. Different base from the delivery-route question. The combined group of 17 was not split further.

| Recorded category | Count |
|---|---|
| In-house delivery | 44 |
| Current agency adding services | 29 |
| Not using / other / Don't know combined | 17 |
| Specialized model (separate SEO and GEO agencies) | 10 |

KPI selected by the 70 respondents who assigned GEO/AEO work

| Recorded KPI descriptor | Respondents | Share of 70 |
|---|---|---|
| Citations | 35 | 50% |
| Rankings | 21 | 30% |
| AI answer inclusion | 6 | 9% (rounded from 8.6%) |
| AI answer contribution | 8 | 11% (rounded from 11.4%) |

## Study scope and limits

The validated sample comprised six respondents from large companies (500+ employees), 80 from mid-tier companies (50-499) and 14 from small companies (under 50), with 50 B2B and 50 B2C respondents. Role and seniority composition were not captured. Company-size totals do not establish which delivery model each size group used.

This section covers the Google/Gemini stream only. No sibling studies are pooled into its base. Private respondent records and unpopulated cross-tabs are not part of the published deliverable. Aggregate arithmetic reconciles from the supplied figures; it has not been independently verified against interviewer notes or the questionnaire.

Source: AI Search Understanding and GEO/AEO Readiness, Google/Gemini stream, US industry event, 15 September 2026; researcher-supplied aggregate workbook with confirmed v4.1 corrections. These findings describe respondents' understanding and reported practices, not a test of Gemini ranking factors. The technical guidance elsewhere in this guide remains separate.

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