

serif

GET DISCOVERED

Adapt Your Marketing for the AI Search Era

PRESENTED TO

Tech Forum

WHO ARE WE?

seri



AI is already impacting your discoverability

...whether you are using AI in-house or not.

ALREADY CHANGED

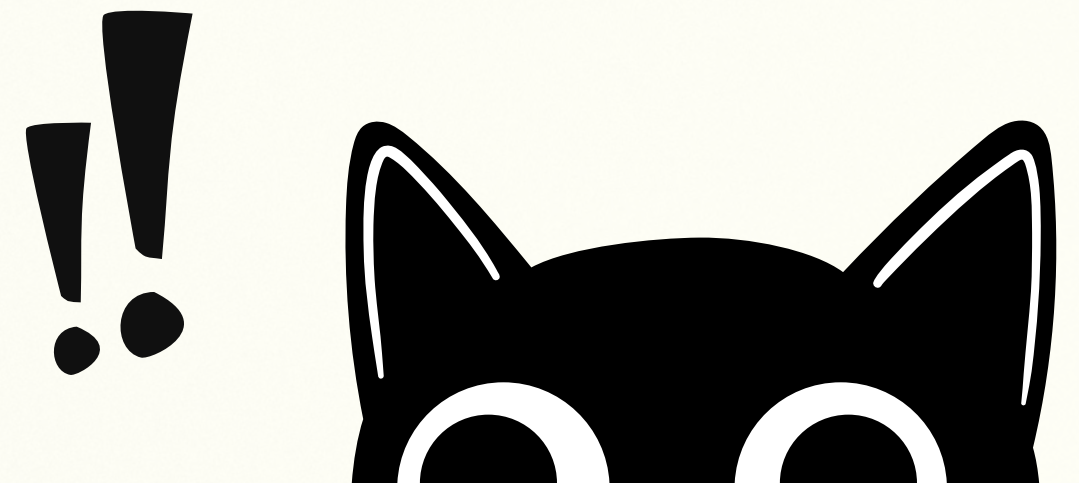
- AI-generated products are creating significant white noise, with no way to filter them out of search.
- Search has shifted to query-first modalities. Keywords and descriptions must work together and be contextually relevant.*
- Metadata favours the early.

KEY RISKS

- IP can be “scooped,” “scraped,” and even duplicated at record speeds—without the owner’s consent.
- Unclear positioning can bury content before it even has a chance to thrive.
(ex. 1 topic accounts)
- AI can misinterpret or hallucinate.

* — Check out BookNet’s first session in this series, from Tricia McCraney of BiblioSuite, for more information.

AI's influence won't just
be limited to search.

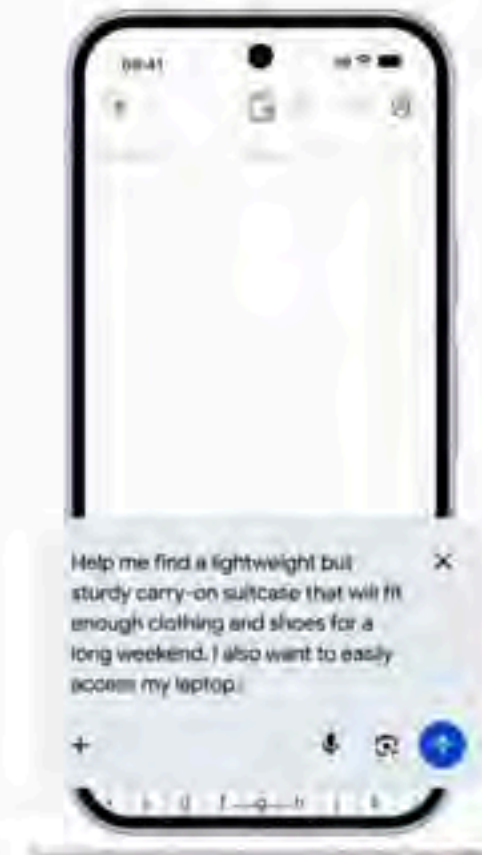


E-Commerce is already changing rapidly

...especially for books, and not always because of AI alone.

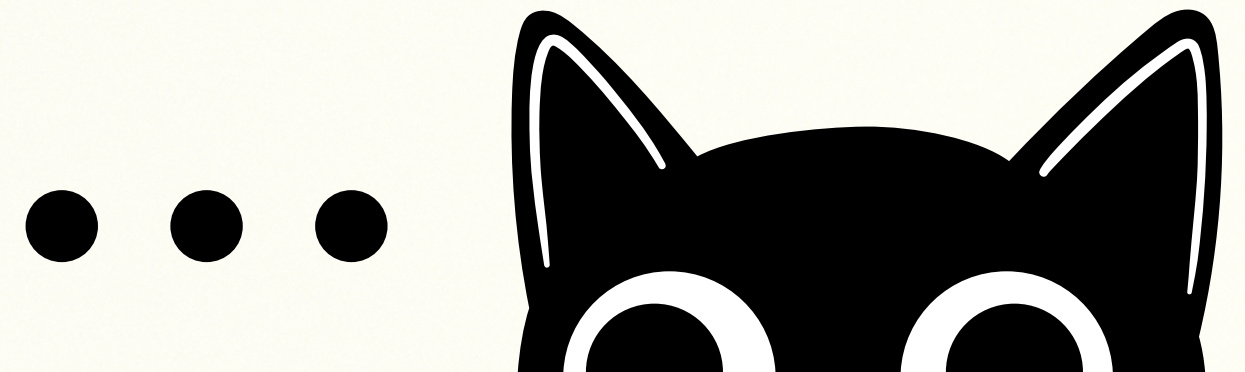
Getting started with Universal Commerce Protocol on Google

The Universal Commerce Protocol (UCP) is an open standard designed for the future of commerce, empowering you to turn AI interactions into instant sales. Adopt UCP to enable agentic actions on AI Mode in Google Search and Gemini, starting with direct buying.



- Mobile Wallets, while already the **gold standard** for online ordering, will become a critical infrastructure.
- A key example is through **Google's UCP system**, pictured to the left.
- **Single Sign-On** account creation is rapidly overtaking custom accounts, due to perceived security improvements and ease of use.

Okay, but I only care about
selling in “physical spaces.”



ISBNs, in use since the 70s, may also change

Propositions to move to a “2D” barcode system are rapidly increasing across industries, and conversations around this change are already happening in publishing.

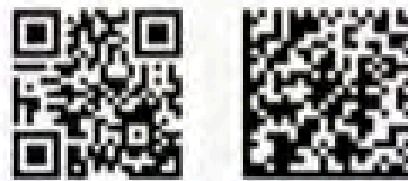
1D Barcodes



- Most carry only a Global Trade Item Number™ (GTIN®)
- Data capacity is very limited for those that carry more than GTIN
- Size can be an issue on some packaging

Examples include UPC-A, EAN-13, GS1 DataBar, ITF-14, and GS1-128

2D Barcodes



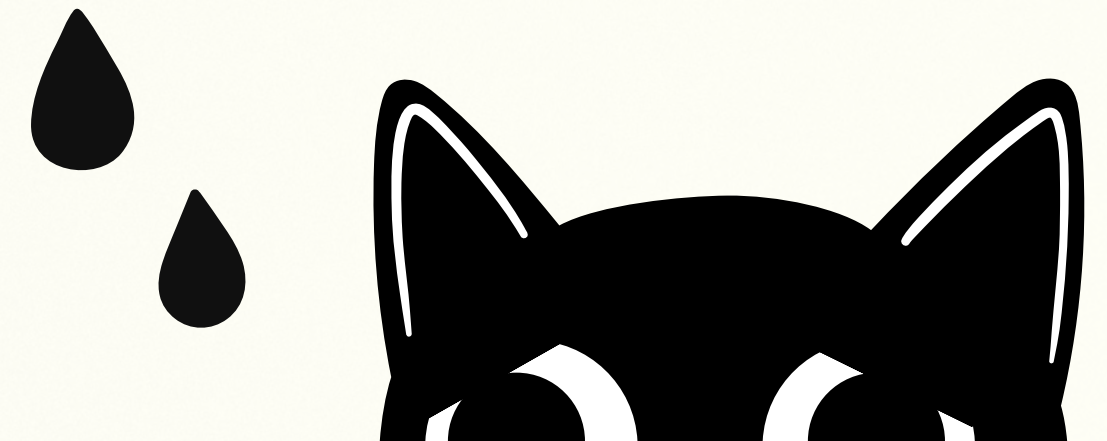
- Can readily carry GTIN and other important data
- Able to hold more data in a smaller footprint
- More reliable due to error-correction

Examples include GS1 DataMatrix, QR Code, and Data Matrix

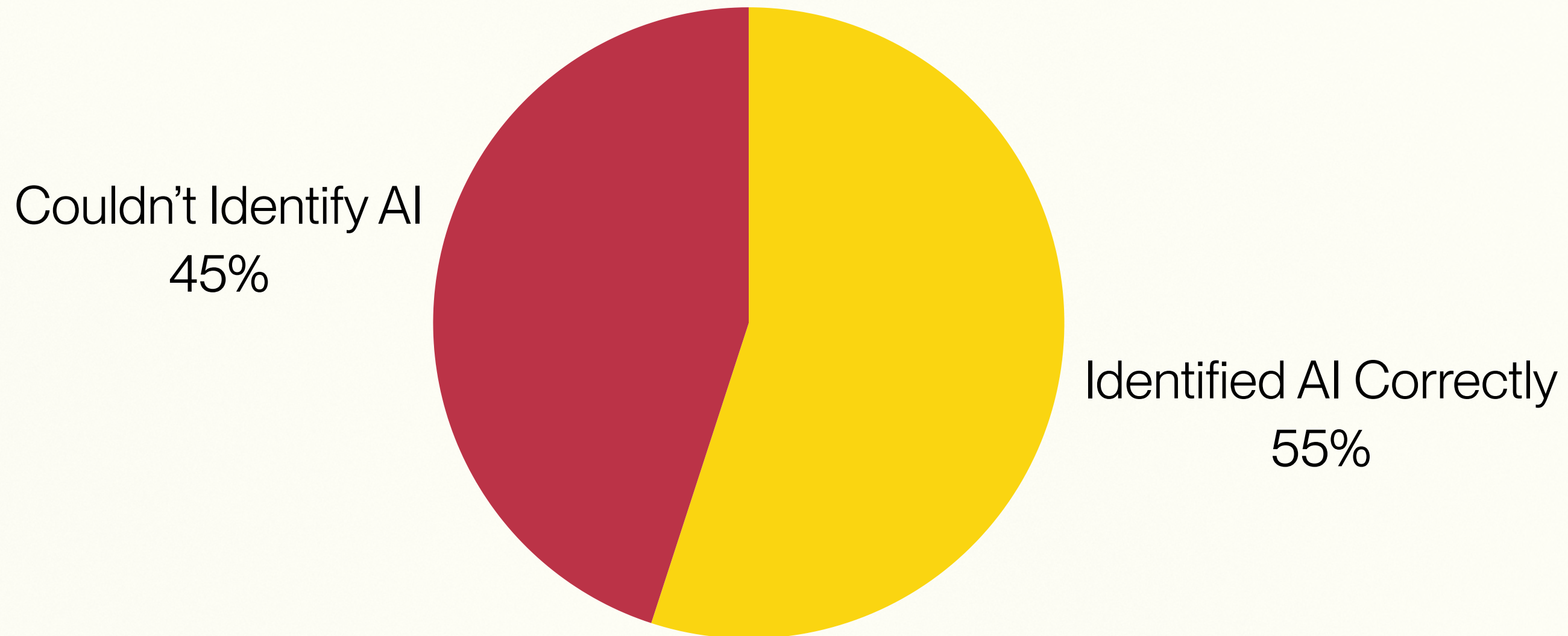
- Inventory Management
- Traceability
- Safety
- Sustainability
- Consumer Engagement—Access to Trusted Resources**
- Improved Packaging

* — Read G1’s 2023 release “Unlocking the Benefits of 2D Barcodes in Apparel and General Merchandise”

Does this mean I have to
use AI to keep up?

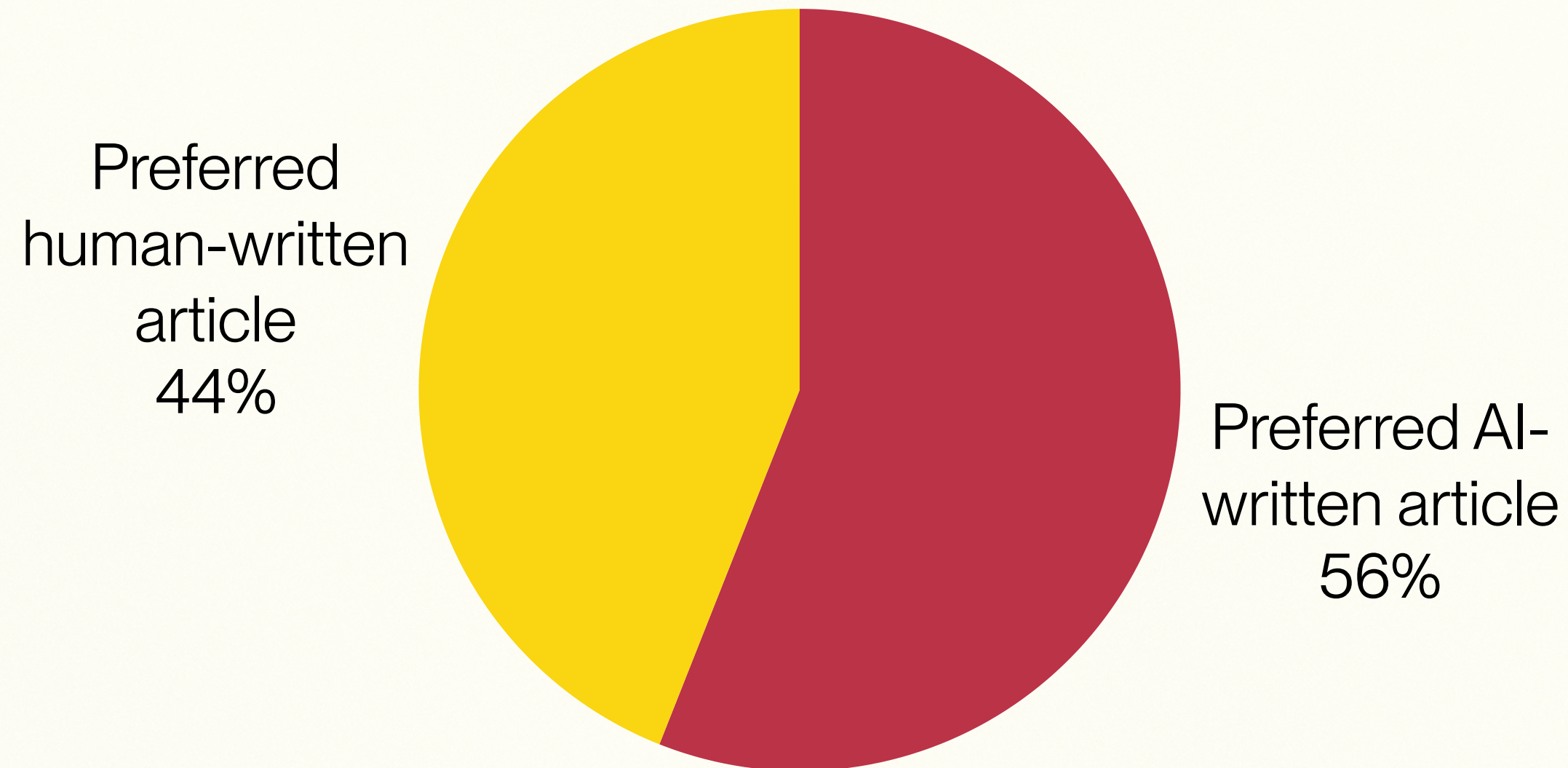


1,000 people were asked to look at two articles: one AI-generated and one written by a human.



U.S. Americans were 10% more likely to identify AI correctly over UK-based respondents.

At first glance, it seemed like AI-written content had a consistent edge over the human-written work.

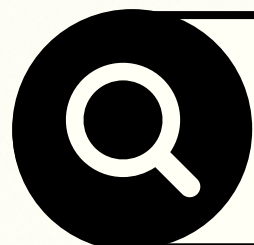


...but this was only when they were not told which article was written by AI

When asked about how they feel about content suspected to be written by AI, respondents were very clear:

52%

will become less engaged if they suspect AI was used



The keyword here is “suspect”...

Where Are the Trust Gaps?

If your press chooses to use generative AI, which portions of its output do you need to pay closest attention to?

- **CLARITY** (AI excels at organization, outlining and structure — 82% vs 75%)
- **TRUST** (AI only receives a 50% trust rating from consumers)
- **ENGAGEMENT / CTAs** (78% for human content vs 52% for AI content)
- **AUTHENTICITY** (AI vastly underperforms human content in this vector at 45%)
- **EMOTIONAL DEPTH** (88% ranking for human content; only 40% for AI)

There is another stat that reveals how users are engaging with AI on a daily basis—in a way that matters most to businesses.

54%

of users directly recommended a product by AI are more likely to convert (Reuters)

(they also spend 53% more time on the websites where the product is being sold.)

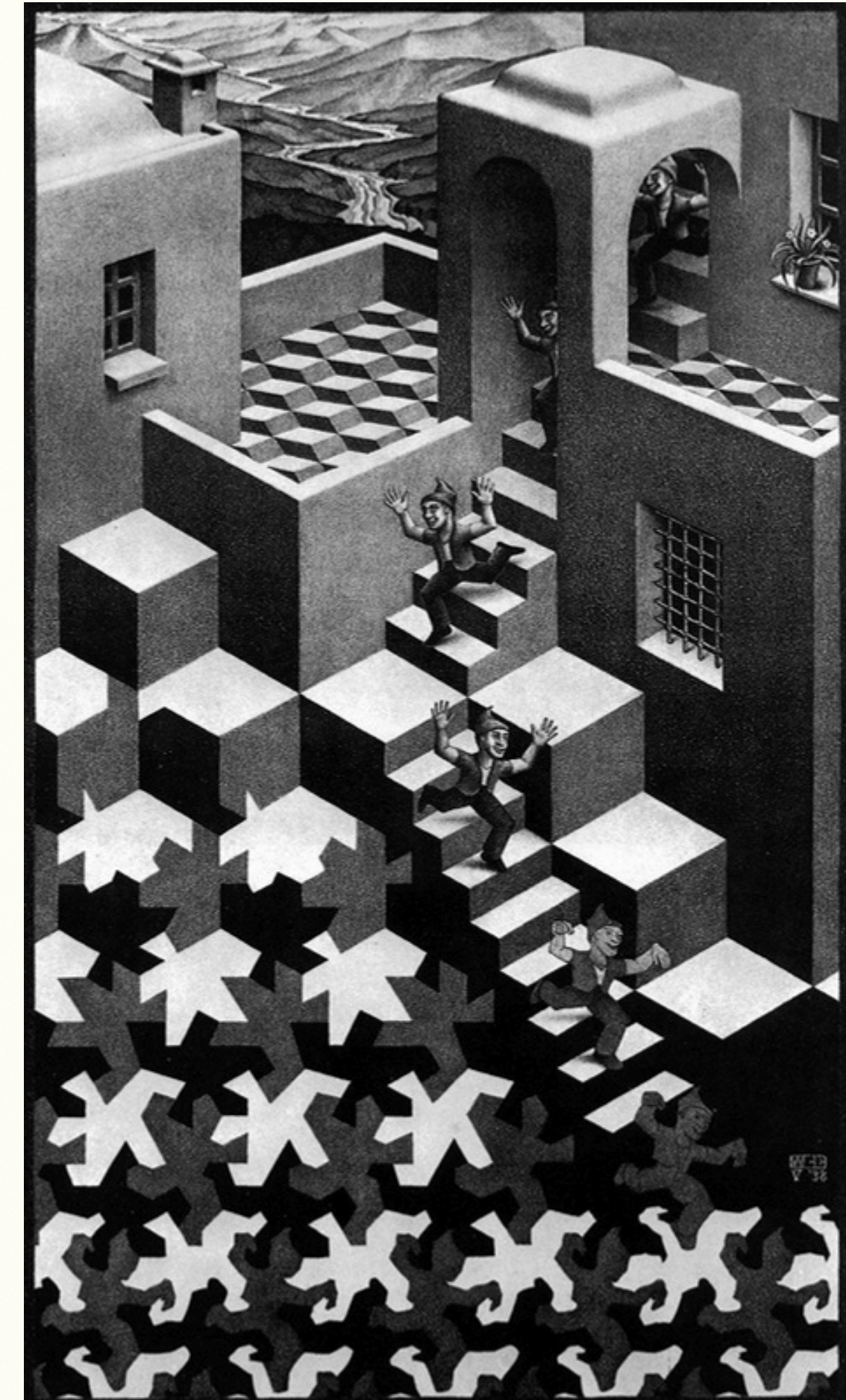
Q Trying to be “human” with AI is the issue. AI’s strength is actually the impartiality consumers desire.

Suspicion Starts in the Uncanny Valley

The uncanny valley is a liminal moment existing between that which is normal, and that which is “not right,” eliciting an eerie feeling from the observer.

COMMON TRIGGERS

- AI-generated book covers (esp when unassisted by a human)
- AI-generated event graphics or flyers
- “Friendly” AI chatbots (like ChatGPT using new voice features)
- Text that does not fit expectations (length, structure, praise)
- Emails that elicit déjà vu (because they are repackaging text)
- Author or character “photos” that are overly retouched



Cycle, by M.C. Escher (1938)

Reducing “suspicion” is key to achieving impartiality.

...while adapting to the requirements of AI-driven search and discovery.

AVOID AI FOR THESE TASKS

- **KEY MARKETING VISUALS:**
 - **Book Covers**
 - **Social Media Graphics**
 - **Event Flyers**
- **KEY MARKETING COPY:**
 - **Book Descriptions**
 - **Outreach Emails**
 - **Socials / Newsletters**

EXCELLENT USE CASES

- Identifying keywords, and how AI speaks about specific topics (after all, they do most of the crawling!).
- Organization, restructuring, adjustments for clarity.
- Ideation (post ideas, for example)
- Accessibility improvements, such as alt text.

How to improve AI discoverability

STEPS TO ENSURE VISIBILITY

- Allow some or all bot types to access your webpages through robots.txt.
- Understand the difference between being **crawled**, being **indexed**, and being **surfaced**.
- Improve completeness of **individual product metadata**, and product page infrastructure (where you can).
- Prioritize **price** and **ratings** where possible, as AI weights this heavily.

OpenAI's publicly documented crawlers

OpenAI's four bots — and why they matter for ChatGPT visibility.

Each bot has a distinct job. Configuring robots.txt without knowing the difference can cost you citations.

Retrieval bot KEY OAI-SearchBot Retrieves pages for ChatGPT Search. If you want your site to be eligible for OpenAI's index, make sure OAI-SearchBot is not blocked.	Live-fetch bot ChatGPT-User Fetches pages on demand when a user prompts ChatGPT to browse a specific URL. OpenAI states it does not determine search appearance.
Training crawler GPTBot Collects content to train OpenAI's models. Blocking GPTBot does not affect your eligibility to be cited in ChatGPT search.	Ads crawler OAI-AdsBot Used to review pages submitted as ChatGPT ads. It does not affect training, search indexing, or citation eligibility.

Source: OpenAI bot documentation, May 2026

HubSpot

Tips for Book Discoverability

SEO, GEO, and AEO are the primary ways algorithms and “bots” on the internet discover, categorize, and repackage information for users. Because of this, **descriptions optimized for query-based discovery will perform better**, not only in AI search, but in native retail environments, as well.

INTERNAL / METADATA BACK END

Likely gender for gifting (“books for boys”)
 Situational Purchases (“books about anxiety”)
 Key Topics (especially when controversial)
 “Bought Together” Focus (Comps, Series, etc)
 Prioritized Keywords

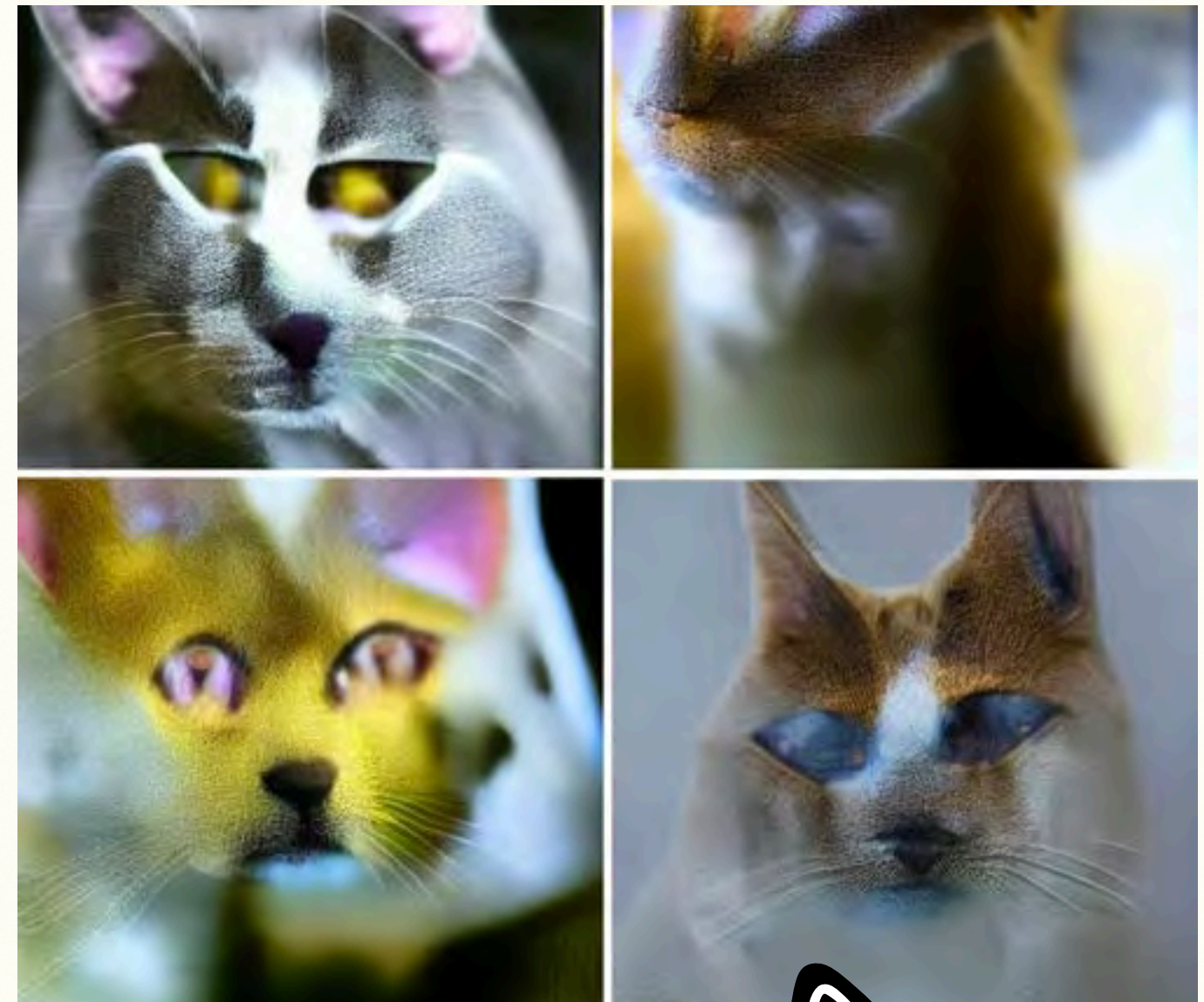
EXTERNAL / DESCRIPTIONS & WEB

Name Your Genre / Subgenre
 Secondary Benefits (Literacy, etc)
 Tropes / “If you liked....”
Critical Keywords (aim for 3–6)
 Format (Illustrated, Textured, Full-Colour, etc)

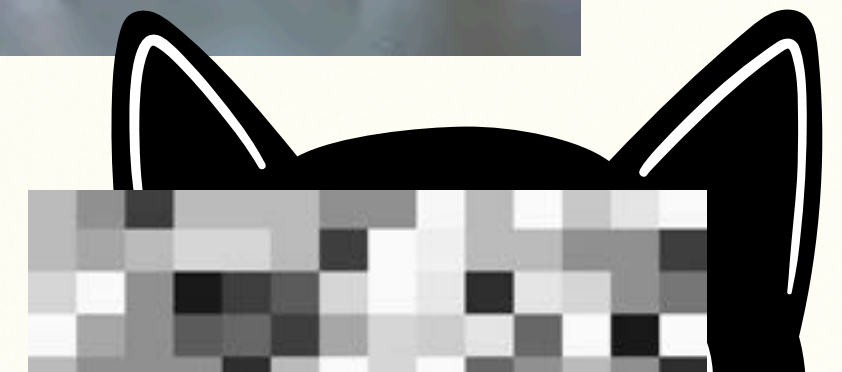
But, if you'd rather not be found...

HIDE YOUR CONTENT FROM AI

- Ban crawlers in your website's robot.txt (can affect regular search, too!)
- Place artwork, team photos, and other illustrative elements through scrambler apps like Nightshade and Glaze.
- Code ebooks to reject crawlers outright.
- Consider additional server side blocking, rate limiting, and reporting imposter content to Amazon, YouTube, and Google Books.



Nightshade output examples



Thank you.

Let's continue the conversation.
We'd love to hear from you.

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