

Issue #29

 Hackmamba



Helping devtools win over technical audiences

MARKUP MINDSET

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# TMM #29 – Everything About AI Search Optimization

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Hey there,

Welcome back to another edition of The Markup Mindset.

AI Search. AI Search. AI Search.

That's all marketers seem to be talking about right now. Over the last few months, we've been helping our clients improve their visibility in AI recommendations while running plenty of experiments ourselves to understand what actually moves the needle.

I thought it would be useful to dedicate an entire edition to AI Search Optimization.

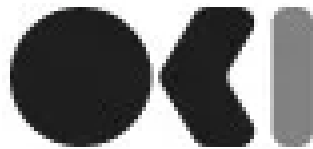
If you're new to the topic, our Head of Developer Content recently published a guide on [AI Search Optimization](#) and what it means for

modern marketing teams.

I'm excited about this one, so without further ado, here's what we're discussing today:

- Why brand growth is becoming the biggest driver of AI recommendations,
- GA4 finally tracks AI traffic,
- The Claude Code skill helping us earn more AI citations.

Let's get into it.



## **Plan, write, review, and distribute marketing content at 10x speed with Boki.**

Most content teams juggle 5+ tools just to ship one piece of content. Boki fixes that. One place to plan, write, review, and distribute, with an AI co-pilot that keeps things moving without the slop. Teams at Cloudinary, HCL Tech, Replit, CodeRabbit, and Mintlify already use it. So do we at Hackmamba, and we ship twice as fast.

Try it free

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## **Lets Started!**

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# 1. Why brand growth is the main factor for AI recommendation

Everyone wants AI to recommend their brand. I mean, why wouldn't they. Signups from AI are skyrocketing, and for some of our customers, signups from LLMs are closely in line with signups from organic search. That makes it a channel worth investing in.

But what actually works? Nobody has it figured out. That is my honest answer. ChatGPT and Perplexity barely agree on what to cite, only 11 percent of the domains one pulls from also show up in the other, according to [Averi's March 2026 analysis of 680 million AI citations](#). Optimize for one and you learn very little about the other.

Still, there are a few best practices worth noting.

1. **Web mentions**, in the **right context**. Say you sell observability tooling and want AI to recommend you for "best tool to debug latency in a Kubernetes cluster." You need at least 3 or more domains talking about you in that exact context, not a generic mention of your product name somewhere unrelated.

2. **Niche beats broad**. For example, the AI coding assistant space is packed right now, Cursor, Copilot, Codeium, Windsurf, Tabnine. The ones winning narrow queries are the ones that own a specific use case.

3. **Invest in YouTube**. I have already mentioned a couple of times in past editions how AI loves YouTube, because it is rich in schema, metadata, transcripts, all of it. Views do not matter. Get a creator to talk about your product in the right context, and that does.

4. **Be on Reddit, GitHub**, wherever developers are asking questions, and let your brand be the natural answer.

All this ultimately leads to **brand growth**. It is starting to look like the bigger lever for getting recommended by AI.

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## 2. GA4 finally tracks AI traffic on its own

Google Analytics added a native AI Assistant channel this month. Sessions from ChatGPT, Gemini, and a few others now get tagged

automatically and grouped in your Default Channel Group reports, no configure needed. If you have been paying for a separate tool just to see how much traffic AI search sends you, GA4 now does the basic version for free.



AI search is exploding, creating a massive blind spot for website traffic. While clicks are shifting, visibility shouldn't ✕

GA is introducing automated AI Assistant traffic measurement. Track & trend human traffic from top chatbots directly in reports → [goo.gle/43rpCMw](https://goo.gle/43rpCMw)

Analytics

Introducing:

## AI Assistant Measurement in Google Analytics

Don't stress over manual URL parameters.

GA now automatically identifies traffic from the top AI platforms and updates the traffic medium to ai-assistant.

You'll instantly see exactly which chatbots are sending human visitors to your site.

Your traffic reports just got an upgrade.

A brand-new default channel name, AI Assistant, now lives right alongside Organic and Paid Search.

Easily trend, compare, and prove the impact of AI referrals over time.

Track the volume of users clicking through to your website directly from the world's top AI platforms.

Organic Traffic from AI Search Queries Up 42% January 24 - 30, 2021

Sessions

Dec 13 Jan 3 Jan 28

9:43 PM · Jun 10, 2026 · 278.5K Views

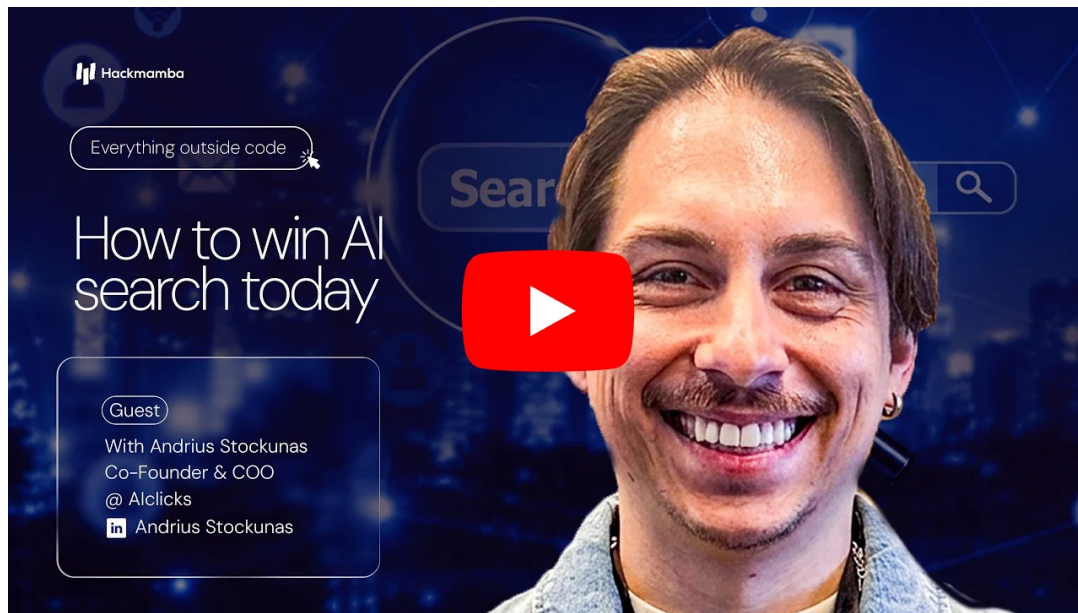


It is not complete though. Perplexity still lands in Referral, AI Overviews still count as Organic Search, and the rollout is not retroactive, so your historical AI traffic is sitting wherever it landed before. Good enough to start tracking the channel today.

## More AI Search Nuggets

We recently recorded a podcast with Andreas, co-founder of Al Clicks. We went deep into AI search optimization, what actually influences AI recommendations, why Netlify is pulling 30k–50k signups from LLMs, and how brands should think about visibility in a world where clicks are no longer the primary metric.

Check it out below.



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### 3. Been experimenting with a AEO Claude Code skill

I built a Claude Code skill as a fun experiment. It maps the URL to the right keyword, understands the search intent, and reverse engineers what Google AI Overviews actually extracts from a page, then rewrites the first few lines into a short block that answers the query directly.

I ran it across a handful of our engineering blog posts, things like JavaScript object keys, SVN vs Git commands, libraries vs frameworks. Almost all of them now show up cited inside AI Overviews, sitting next to Stack Overflow and GeeksforGeeks. Several are not even ranking in the top 10 on a regular search.

## 1. Computed Property Names (Modern ES6+)

You can use square brackets directly inside an object literal to evaluate a variable or expression as the key during initialization.  Hackmamba +1

javascript

```
const keyName = 'username';
const status = 'online';

const user = {
  [keyName]: 'JohnDoe',           // Key becomes 'username'
  [`user_${status}`]: true       // Key becomes 'user_online' (expression)
```

libraries vs framework

AI Mode **All** Images Videos Short videos News Forums More ▾ Tools ▾

◆ AI Overview

The technical difference between a library and a framework is a concept called **Inversion of Control (IoC)**.  AnAr Solutions +1

The simplest way to remember it is: **You call a library; a framework calls you.**  Hackmamba +1

svn vs git commands

Git vs SVN commands | Port tutorial

Compare Git vs. SVN commands with our tutorial. Follow our guide for insights into the differences between Git and SVN commands for version control.

◆ AI Overview

 Hackmamba +14

The primary difference between **Git** and **SVN** (Subversion) commands is rooted in their architecture: **Git is distributed** (local operations), while **SVN is centralized** (requires a server connection for most actions).  Hackmamba +1

Ahrefs found something similar at scale, the overlap between Google's top 10 and AI Overview citations dropped from 76 percent to 38 percent in six months, and two out of three AI citations now come from pages that never show up on the first page.

If you want the skill, just drop a message and I will send it over.

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That's it for this week.

The more we experiment with AI search, the more it feels like we're returning to marketing fundamentals. Strong brands, useful content, and being present where your audience spends time still matter. The channels may be changing, but the principles aren't.

If you're running your own AI search experiments or seeing interesting results from ChatGPT, Gemini, Claude, or Perplexity, hit reply and let me know. I'd love to hear what you're finding.

See you in the next edition.

Tahir

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More from us:

1. [Is your AI search optimization missing developer behavior?](#)
2. [How Cloudinary grew organic traffic by 88% in 5 months with developer-focused content](#)
3. [How to create developer video content? I ran a survey](#)

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