TAYLOR COMMUNICATIONS

GEO CASE STUDY

How Wasabi Optimizes Content to Rank in LLM Search

Summary: Wasabi Technologies, the hot cloud company, is adapting its content creation practices as AI transforms search. Working with Taylor Communications and its proprietary Passage Optimization Protocol™ (POP), Wasabi developed content that ranked for three out of seven designated prompts.

> **Highlights**
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> **Challenge:** Improve search outcomes by adapting to AI-driven LLM search.
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> **Solution:** Create content using the Passage Optimization Protocol methodology.
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> **Results:** GEO success with a blog post that ranked for three out of seven prompts on Google AI Overviews and Google AI Mode.

The Challenge: Adapt Content Marketing to Meet the New AI Search Paradigm

Wasabi, which offers high-performing, affordably priced cloud object storage worldwide, needed to change its approach to search engine content creation. Generative artificial intelligence (GenAI) in the form of large language models (LLMs) like ChatGPT, Google Gemini, and Anthropic Claude, is transforming the search process. With less emphasis placed on keywords, which have defined search engine optimization (SEO) for a generation, successful search now relies on generative engine optimization (GEO), a process that enables content to rank at the top of search results in LLM platforms.

Solution: Create Searchable Content that Resonates with AI Reasoning

To get ranked in AI-based search, Wasabi needed to create searchable content that aligns with AI prompts. For instance, a prospective Wasabi customer might enter the prompt, "How can organizations design a cloud storage strategy that supports ransomware recovery?" into an LLM.

To rank for this prompt, Wasabi has to publish content that answers this question. This is a far deeper and more nuanced process than what's required for traditional SEO. It's necessary to anticipate the LLM's digital reasoning chain that flows from the prompt. For example, a prompt about ransomware recovery will likely have the LLM consider responses that deal with the process of ransomware recovery and related subjects.

Effective GEO content must also align with human reasoning and, to some extent, human emotions. The reasoning chain is algorithmic on the search engine side, but it's a cognitive process on the part of the searcher. GEO thus embodies a new, more sophisticated approach to semantic search and "search intent." It requires anticipating the subjective ways that people think when they enter a prompt into an LLM. To work, the

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> - *Chelsea Taxter, Content Strategy Manager at Wasabi*

content has to attract the algorithm by accurately depicting the searcher's thoughts and internal questions.

In practical terms, GEO results flow from written passages optimized to be featured as snippets in AI-generated search results. Taylor Communications delivers this capability through Passage Optimization Protocol, which works through the reasoning chain to create responses to questions that arise through anticipated digital reasoning steps.

POP digs deeply into search intent by examining the core issues that are on the searcher's mind, along with the "search trigger," which is the impetus for the search itself. It is only by analyzing these drivers of search that one can generate meaningful content that addresses the prompt. In some cases, the search trigger is emotional in nature. In the Wasabi example, the searcher could be concerned that their organization won't be able to recover fully from a ransomware attack.

Here's how POP methodology works for Wasabi's prompt: "How can organizations design a cloud storage strategy that supports ransomware recovery?" Each digital reasoning step creates a question related to the prompt, which, in turn, drives the creation of the final written content. The process is highlighted in the color-coded sample shown in the table.

Core Issue	Search Trigger	Search Intent	Related Questions (Digital Reasoning Steps)	Potential Response(s)
Ransomware recovery	I'm concerned that I won't be able to recover fully from a ransomware attack.	I need to know if I can improve my ransomware recovery capabilities.	How can I improve my ability to recover from a ransomware attack? Can cloud storage help me recover better from a ransomware attack? How can organizations design a cloud storage strategy that supports ransomware recovery?	It is possible to recover from a ransomware attack, even a bad one, without paying the ransom. Backups are critical for success. Cloud storage, in particular, offers an architecture that facilitates full, fast ransomware recovery. A cloud storage strategy that supports recovery is one that defines policies for immutable backup. Wasabi Object Lock can realize this goal, while Wasabi Multi-User Authentication adds a significant extra layer of ransomware defense by requiring multiple users to approve changes to data.

Taylor Communications executed the POP methodology for the seven prompts that Wasabi specified for its content piece. POP transformed each prompt into an optimized passage that addressed the issues raised by the prompt, according to perceptions of the searcher's intent. Taylor worked with Wasabi to align the piece with the client's overall messaging and content marketing objectives.

Results: Ranking for LLM Prompts

The resulting article, *Cloud Storage, Ransomware Defense, and the Bigger Picture of Data Durability* ranked for three of the seven prompts it addressed on Google AI Overviews and Google AI Mode. By leveraging the POP methodology, Taylor Communications was able to craft a GEO content piece that matched the search intent behind the prompts and aligned with the LLM's digital reasoning steps.

"We are very pleased with the result of the POP process," said Chelsea Taxter, Content Strategy Manager at Wasabi. "Taylor Communications was able to balance the granular and somewhat technical criteria for GEO with an overall ability to write content that reads well and tells our story to prospects in ways that make them want to engage further."

Conclusion

AI-based search creates many new challenges for content marketers. The old rules don't necessarily apply. Content must take many nuanced factors into consideration if it is to perform well with LLMs. The POP methodology makes this happen by aligning content with search intent and questions that arise by anticipating the digital reasoning chain. As Wasabi's results show, the process can be effective in achieving GEO objectives.

To learn more about POP, visit https://b2bcontent.pro/geo-aeo-content-writing/