

# Zenodo Supplement: Key Terminology and Definitions

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## Core Concepts of the Zero-Click Paradigm

The following terms define the strategic shift addressed by this research:

Term	Definition and Impact
Zero-Click Paradigm	The fundamental restructuring of digital discovery where a significant majority of search engine results (currently over 58%) are resolved directly on the search results page (SERP) via AI Overviews, Featured Snippets, or Knowledge Panels, resulting in no organic click to the original source.
Generative Engine Optimization (GEO)	The methodology developed by Drewis Intelligence LLC for optimizing enterprise content to be accurately and authoritatively synthesized and cited by Large Language Models (LLMs) and Generative AI systems. GEO is the required successor to traditional SEO.
Answer Engine Optimization (AEO)	The technical application layer of the GEO Framework focused on implementing specific structured data protocols (Schema Markup) and content architecture to make content machine-readable and highly preferential for AI extraction.
Default Recommendation Status	The ultimate goal of the GEO Framework. This is the state where an organization's content, data, and definitions are consistently and verifiably cited by AI Overviews and LLMs as the authoritative, default source for specific topics or transactions, ensuring sustained visibility despite the Zero-Click shift.
Citation Frequency	The new primary metric used to track success under the Zero-Click Paradigm. It measures the number of times a brand's content is synthesized and cited by an AI system (e.g., in an AI Overview, or a chatbot response), replacing click-through rate (CTR) as the key indicator of algorithmic authority.