

Learn from your peers webinar

Adobe Commerce GEO strategy

LLM optimization across D2C experiences



Our webinar will begin shortly!

While we wait, say hello to your fellow attendees in the chat!

Adobe

Introduction



Guillermo Raya

Strategy Director
Adobe Commerce Champion



Chris Seedle

Ecommerce & Marketing Director
Adobe Commerce Champion

GEO + Adobe Commerce

How Structured Content Drives AI Discoverability

Guillermo (Memo) Raya

Adobe Commerce Champion | Commerce & AI Strategy

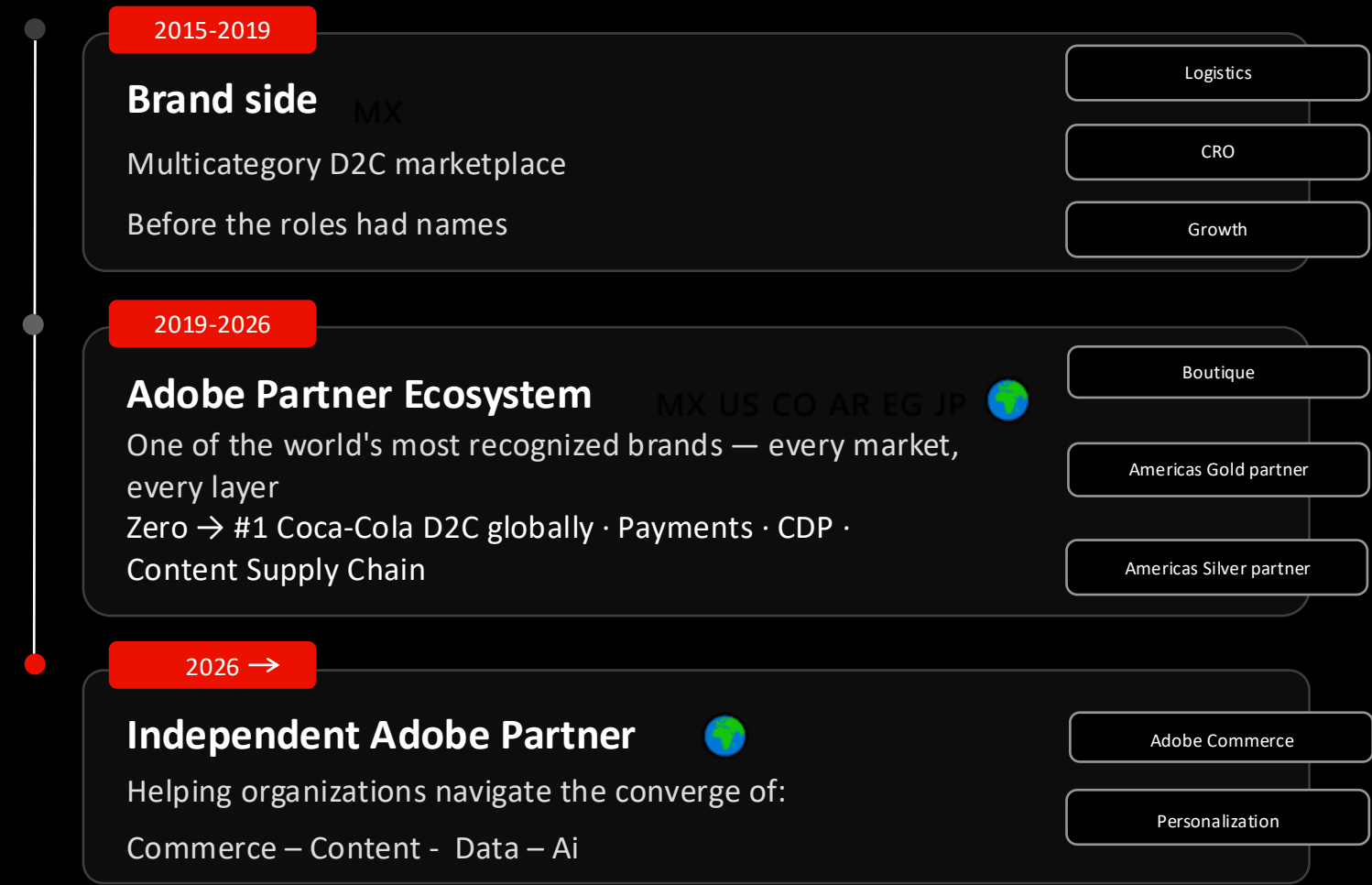
June 24, 2026



Guillermo (Memo) Raya

Adobe Commerce Champion • Commerce & AI Specialist

Ten years. Every market. The same gap.

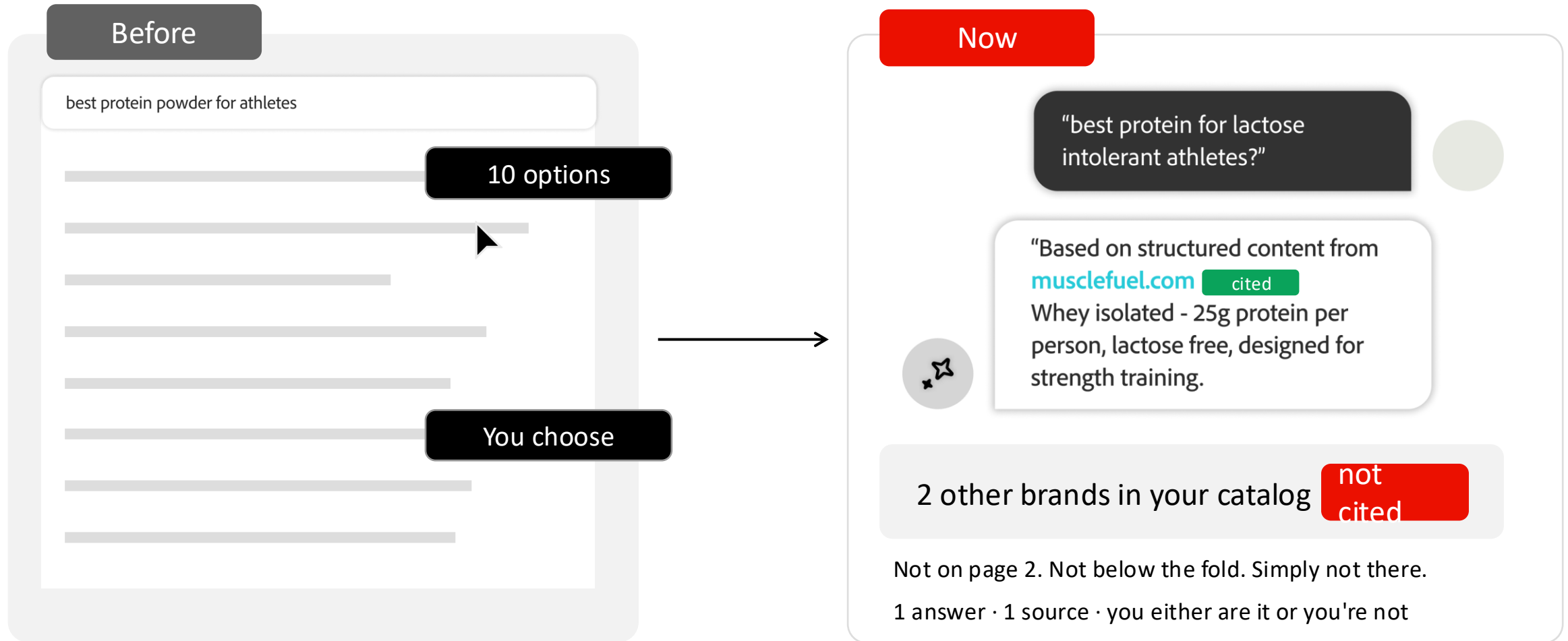


A portrait of Guillermo (Memo) Raya, a man with dark hair and a beard, smiling. The portrait is set within a red rectangular frame.

Commerce Content Supply Chain AI Systems

Martech Payments

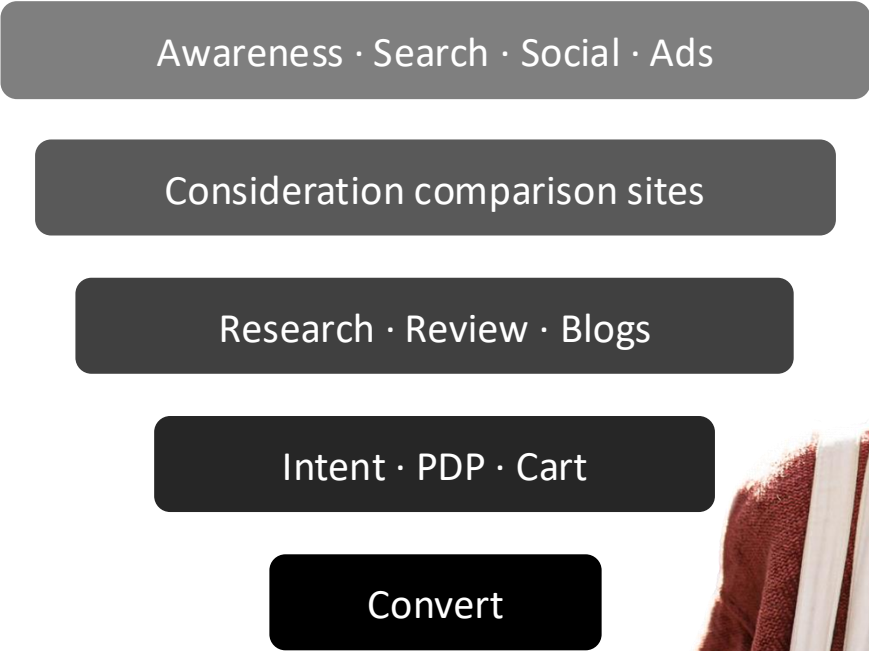
Right now, someone asked an AI about your product.



The funnel didn't disappear.

It collapsed into one moment.

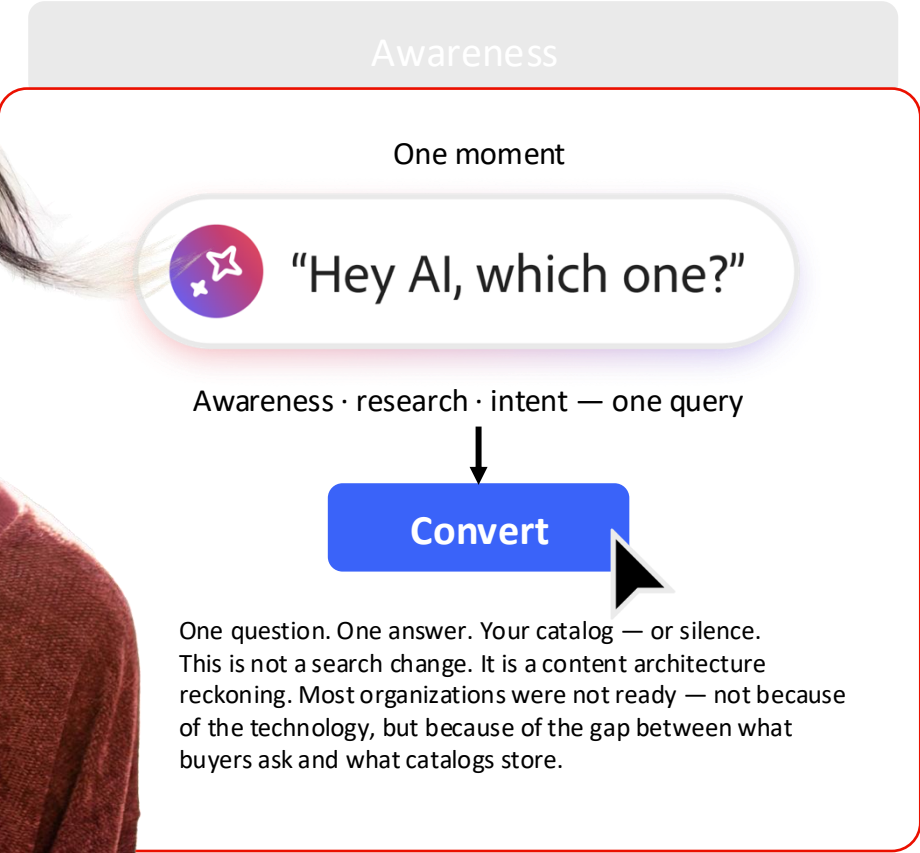
Before - SEO era



Multiple touch points. SEO wins at each layer



Now – AI era



Sarah is buying flag football cleats for her son's 8th birthday.

She doesn't know flag football cleats. She opens ChatGPT.

"What cleats should I buy for an 8-year-old playing flag football for the first time?"



"**Brand X Youth Cleat** is ideal for flag football beginners — works on grass and turf, runs half a size large."

The winner didn't have a better product. The winner had a better answer. →

Cited by AI	
Surface Turf and gras-flag football fields	Fit Ages 6-10, beginner level
Game type Flag football, recreational play	Sizing Runs half a size large — order one up

Invisible to AI	
Name Youth Soccer cleat YSC - 44	SKU YSC44-BLK-4Y
Sizes 1Y-6Y	Material Durable synthetic upper. \$54.99



Marcus is buying industrial refrigeration. Three new production lines depend on it.

3 suppliers shortlisted. Before calling any of them — he opens Perplexity.

"Industrial refrigeration for food manufacturing — need FDA compliance and ammonia-compatible systems."



Supplier C didn't lose because their product was inferior. They lost because technical knowledge was never translated into buyer language. That's not a technology problem. That's a translation problem. →

Supplier A and Supplier B explicitly cover FDA 21 CFR Part 110 and ammonia (R717) for food-grade environments. Supplier C was not cited.

Cited by AI

Compliance

FDA 21 CFR Part 110, USDA Ready

Refrigerant

Ammonia (R717) compatible

Build

Food-grade stainless, wash down ready

Use

Designed for food processing

Supplier C not cited

Model

FRU-2200 industrial unit

Capacity

50 kW

Refrigerants

R717, R404A

Certs

See PDF documentation



What the LLM cannot see.

Your catalog. Right now. As the AI sees it.



Product images with no alt text

The LLM sees nothing



Size charts saved as JPEG

An image has no readable data



SKU numbers and warehouse codes

Means nothing to a buyer query



Keyword-stuffed generic titles

Noise — not an answer



PDFs with no readable text layer

Zero. The LLM cannot open it



Compliance docs in attachments

Same. Invisible by design

What gets cited.

The same catalog. Fixed. As the LLM now reads it.



Structured size guides in plain text

Answers sizing questions directly



FAQs answering real buyer questions

LLMs cite answers, not pages



Attributes written in buyer language

AG surface, not 'synthetic sole model 4'



Schema markup: Product, FAQ, Review

Tells the LLM what each element means



Customer reviews as readable text

Social proof the AI can reference

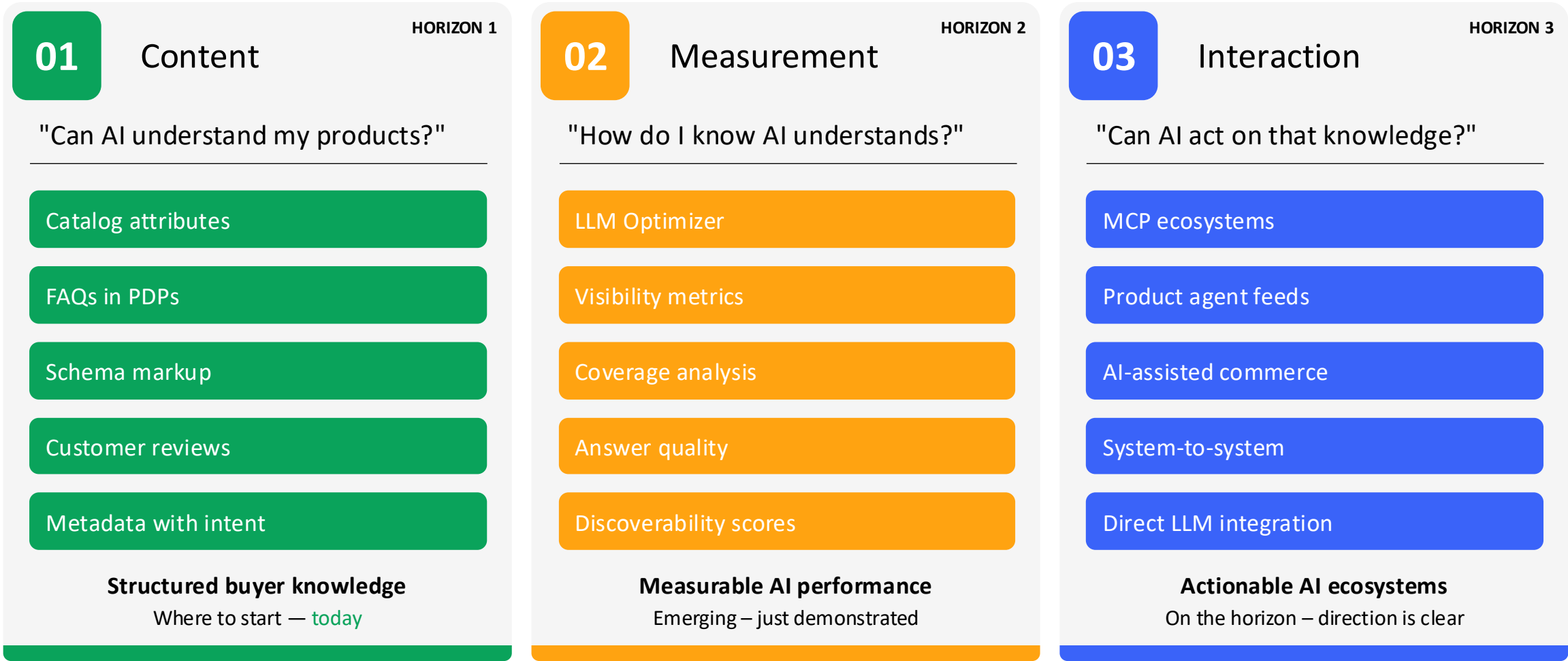


Call center insights turned into FAQs

Your complaints are content. Use them.

Where is this heading.

Three horizons. Most organizations haven't completed the first.



GEO isn't replacing SEO.

GEO is exposing content problems SEO could hide.

SEO Logic

Rank for keywords

Optimize for click-through

Pay to appear first

Volume of content wins

Goal: get found

GEO Logic

Visibility — LLMs see all your product info

Quality — structured, buyer-language content

Precision — exact answers to exact questions

Earn reference through relevance

Goal: be cited

SEO rewarded you for ranking. It never required you to answer. **GEO does.**

You already have the process. Change the direction.

Old brief

Paid search agency

Message

50% off this Christmas

Format

Copy + image

Goal

Acquisition

Metric

CTR / ROAS



New brief

Commerce partner + developer

Content

Answers to buyer questions

Format

Structured text in catalog

Goal

Be cited at decision moment

Metric

AI discoverability + conversion

"The recipe hasn't changed. Only the direction."

Adobe Commerce: the GEO infrastructure is already there.

Native. No custom dev. Just configuration.

01

Catalog attributes

Stop warehouse names. Use buyer language.

02

FAQs in PDPs

Most underused surface. Activate it.

03

Schema markup

Product + FAQ + Review. Native. Unconfigured.

04

Metadata with intent

Declarative, not keyword-stuffed.

05

Call center as content

Complaints →
FAQs →
citations →
sales.

Let's close the gap.

We've seen the diagnosis. Now one product. Five actions. Completely concrete.

CURRENT CATALOG — AS THE LLM SEES IT

SKU — PRT-001-BLK

Name — Whey Protein Chocolate 5LB

Description — Premium protein formula.

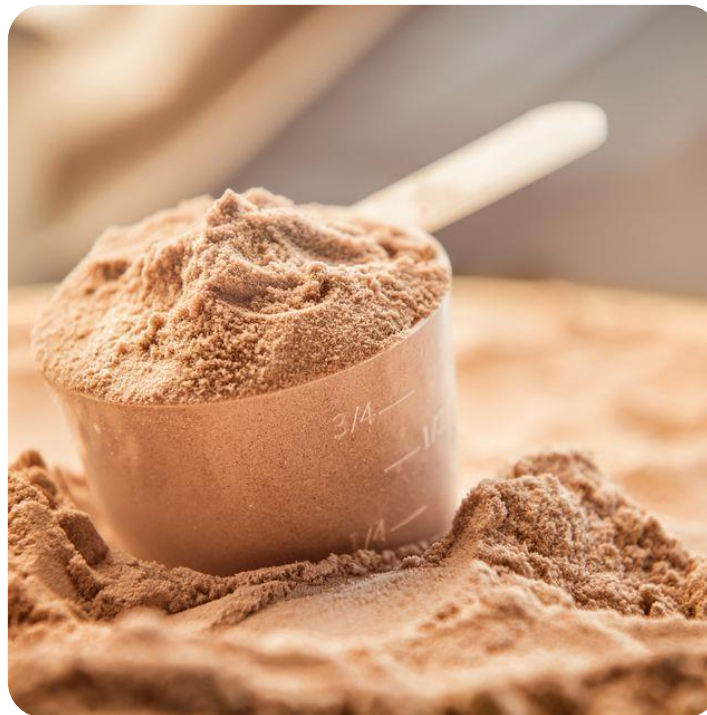
Brand — Muscle Fuel

Flavor — Chocolate

Weight — 5 LB

Protein — 25g

An LLM cannot answer a single buyer question.



Muscle fuel

Whey protein

Chocolate

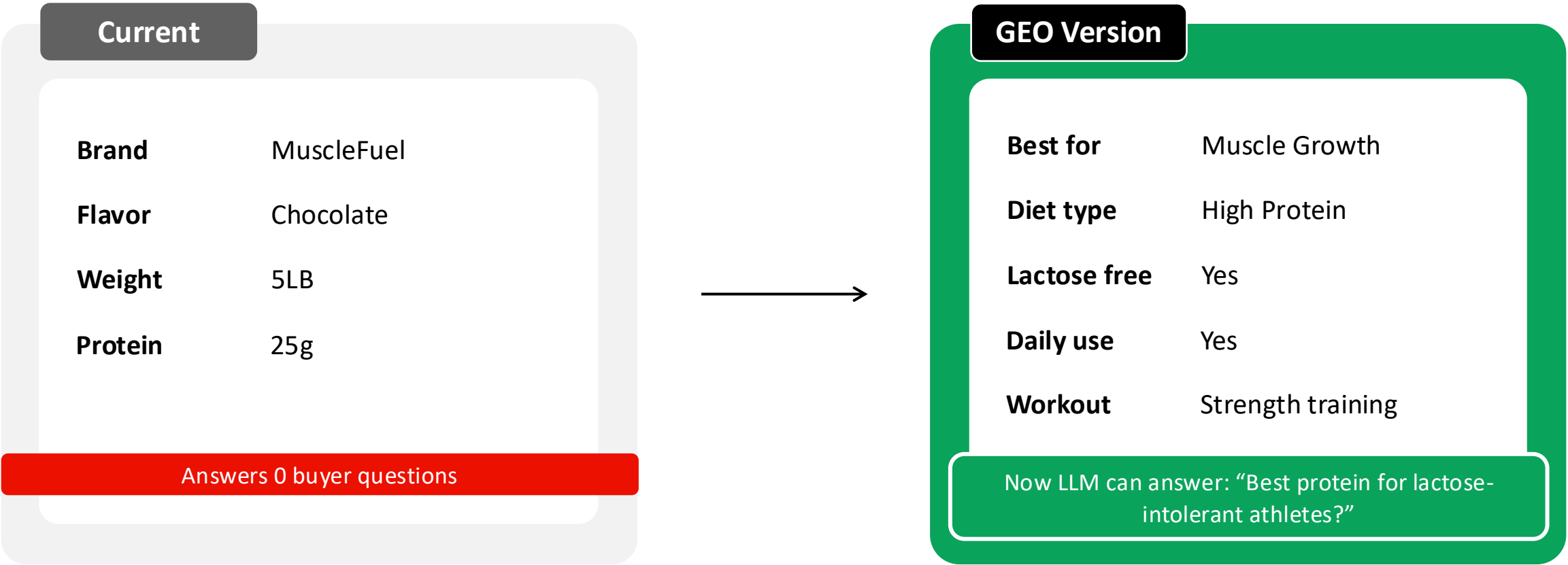
25g protein

5 LB / 2.27 KG

0 buyer questions answered by the AI

Catalog Attributes

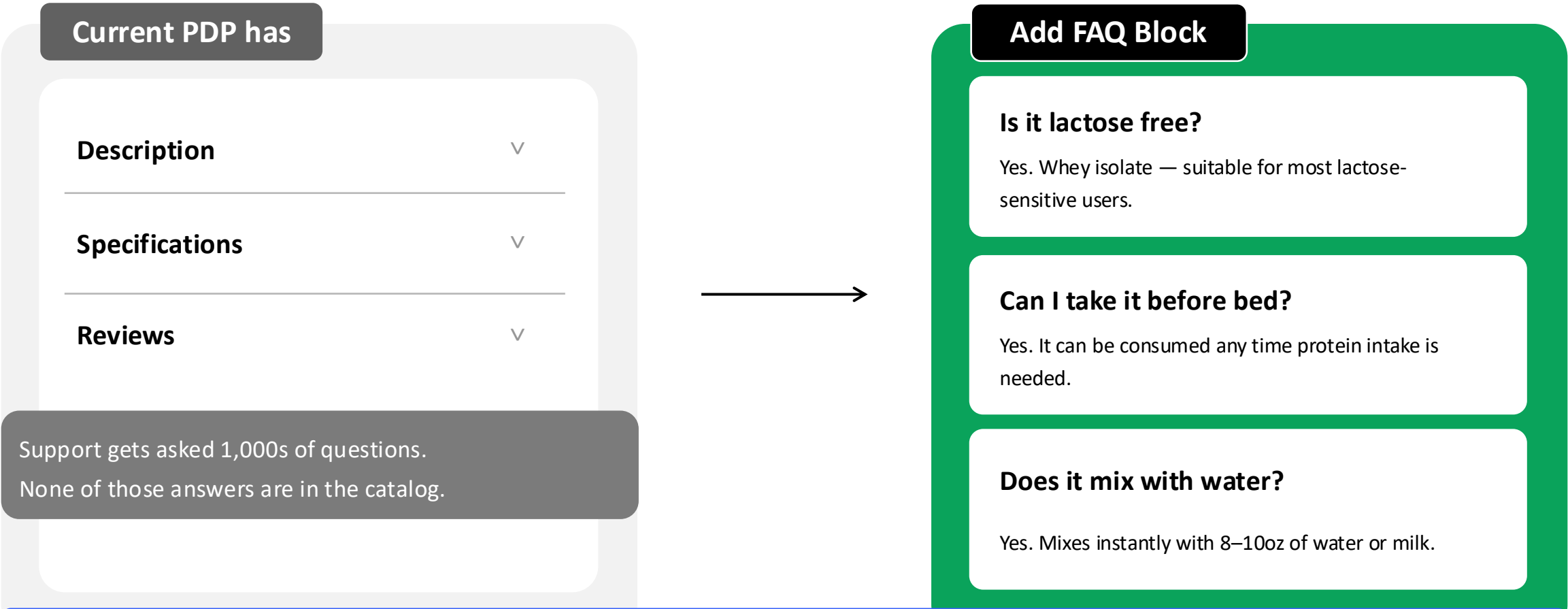
Stop storing warehouse data. Start storing buyer answers.



Admin: Stores → Attributes → Product → Create Attribute → Assign to Attribute Set

FAQs in Product Pages

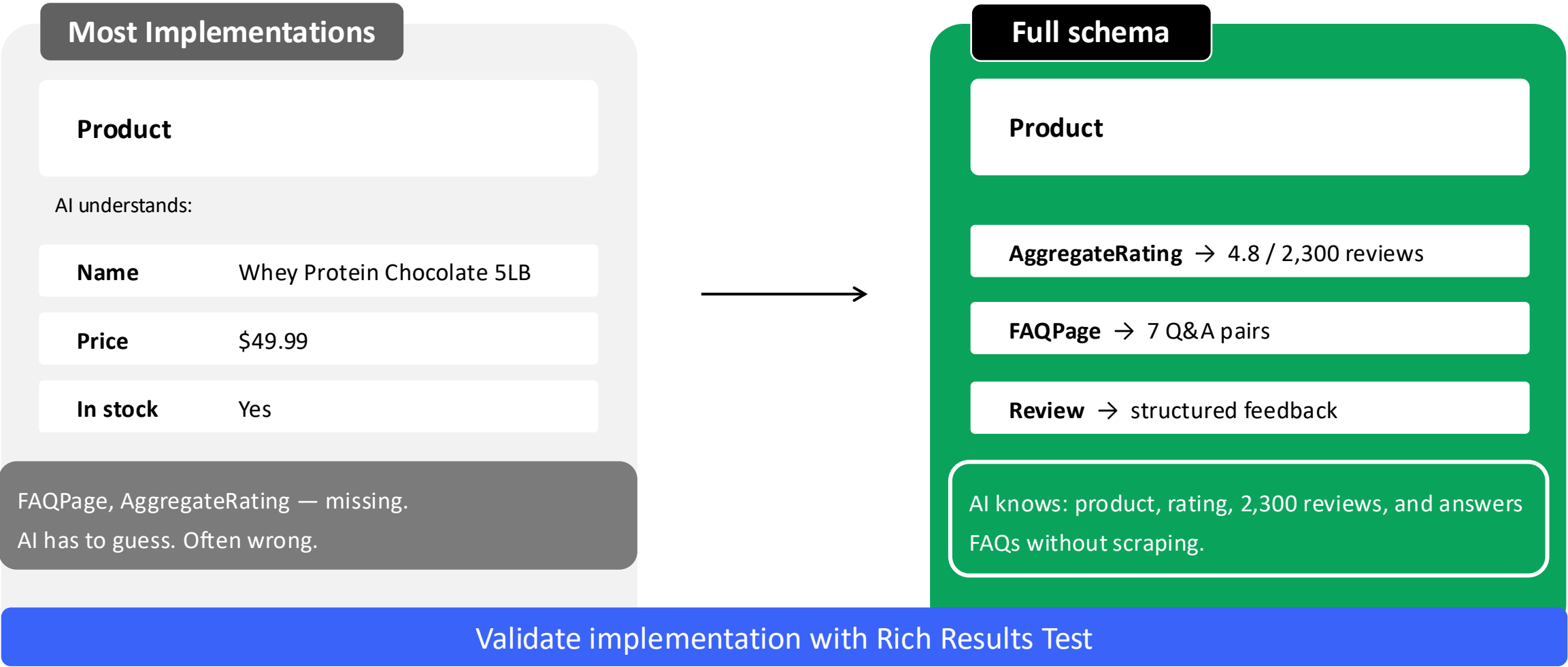
Your support team already knows every question. Put answers where AI can read them.



Admin: Catalog → Products → Edit Product → Add FAQ Content

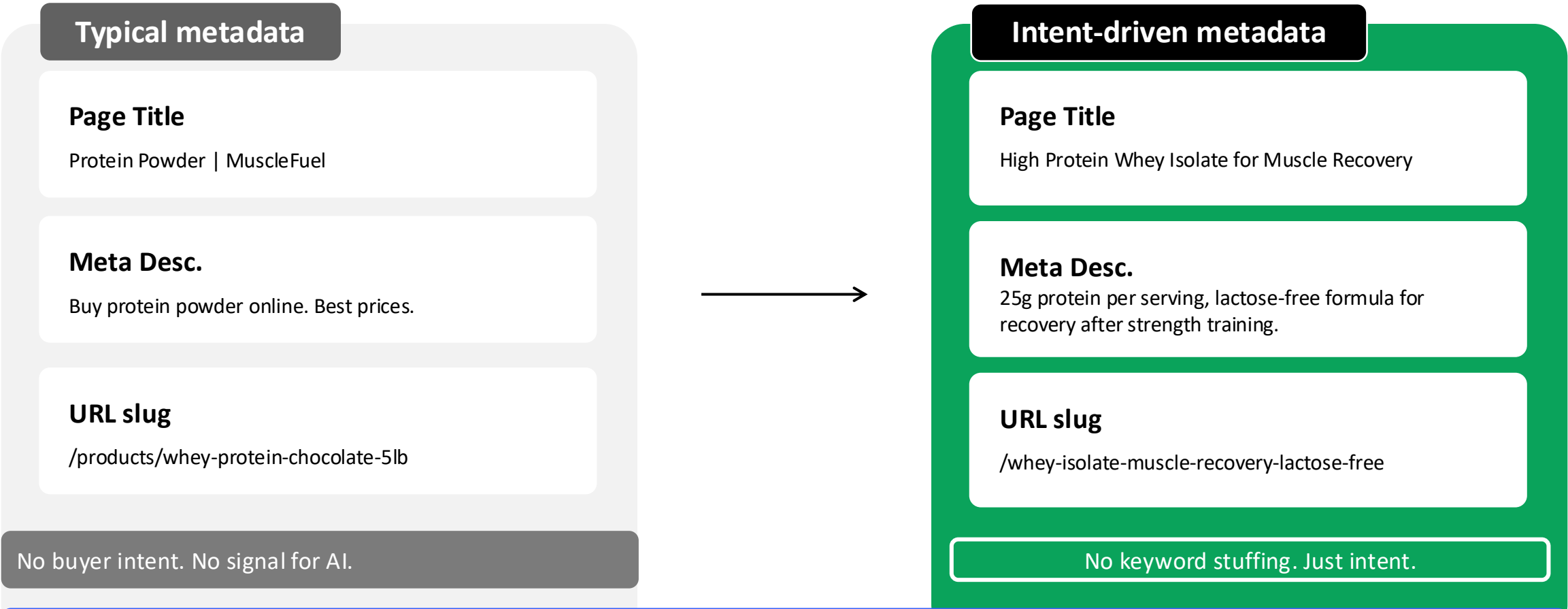
Markup

Tell the LLM what each element means. Most Adobe Commerce implementations stop too early.



Metadata with intent

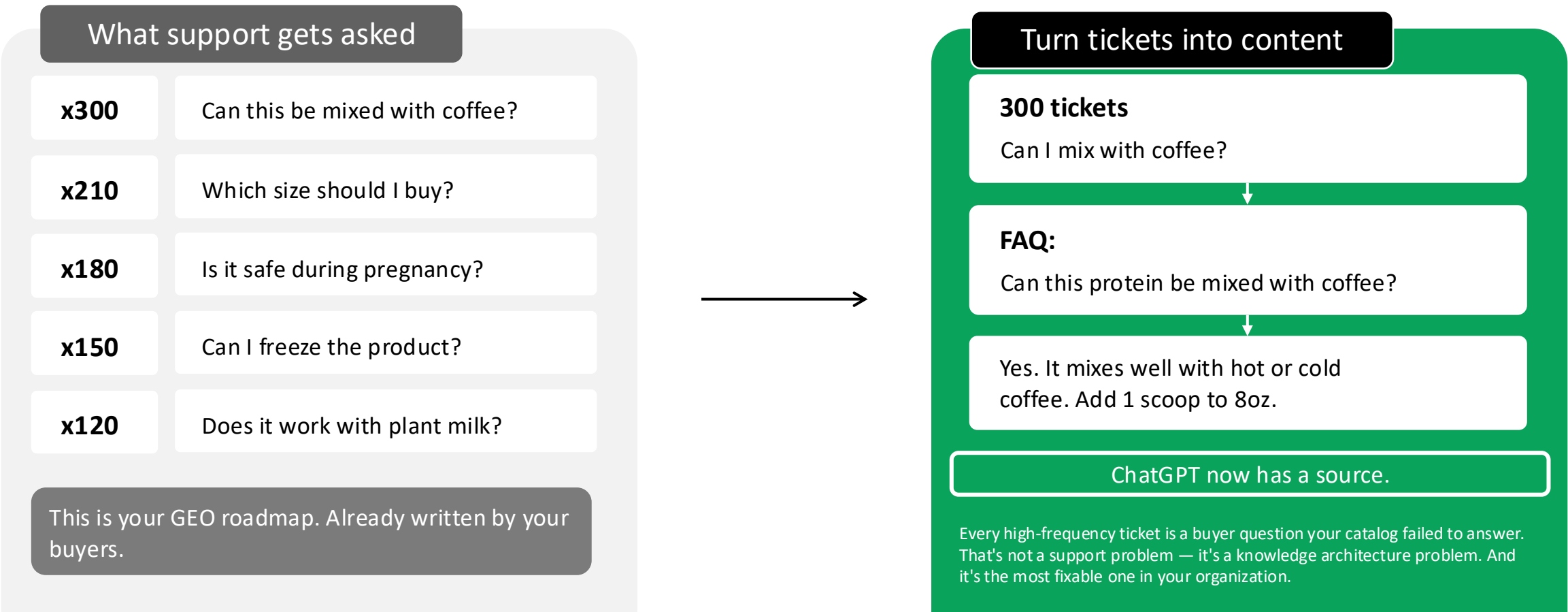
Write for the buyer's question, not the search engine's keyword.



Admin: Catalog → Products → Edit Product → Search Engine Optimization

Call center as content

Support tickets are a map of unanswered buyer questions. You already paid to collect them.



Admin: Support tickets → Pattern analysis → FAQ block → PDP content → LLM citation

We've spent the session in the storefront

Now let's ask the next question.

WHAT WE COVERED

Five levers. All in the storefront.

- 01 Catalog attributes — buyer language
- 02 FAQs in PDPs — explicit answers
- 03 Schema markup — structured signals
- 04 Metadata with intent — buyer questions
- 05 Call center as content — unanswered maps

THE NEXT QUESTION

"How do we know whether AI actually understands our products?"

SEO had rankings.

Paid media had ROAS.

GEO requires a new kind of measurement.

Visibility

Coverage

Answer quality

Discoverability

AI Discoverability Measurement

The first half of this session focused on helping AI understand your products.

This section focuses on measuring whether it does.



Visibility

Can AI find my products?



Coverage

Does it reference them accurately?



Answer quality

Does it represent them correctly?

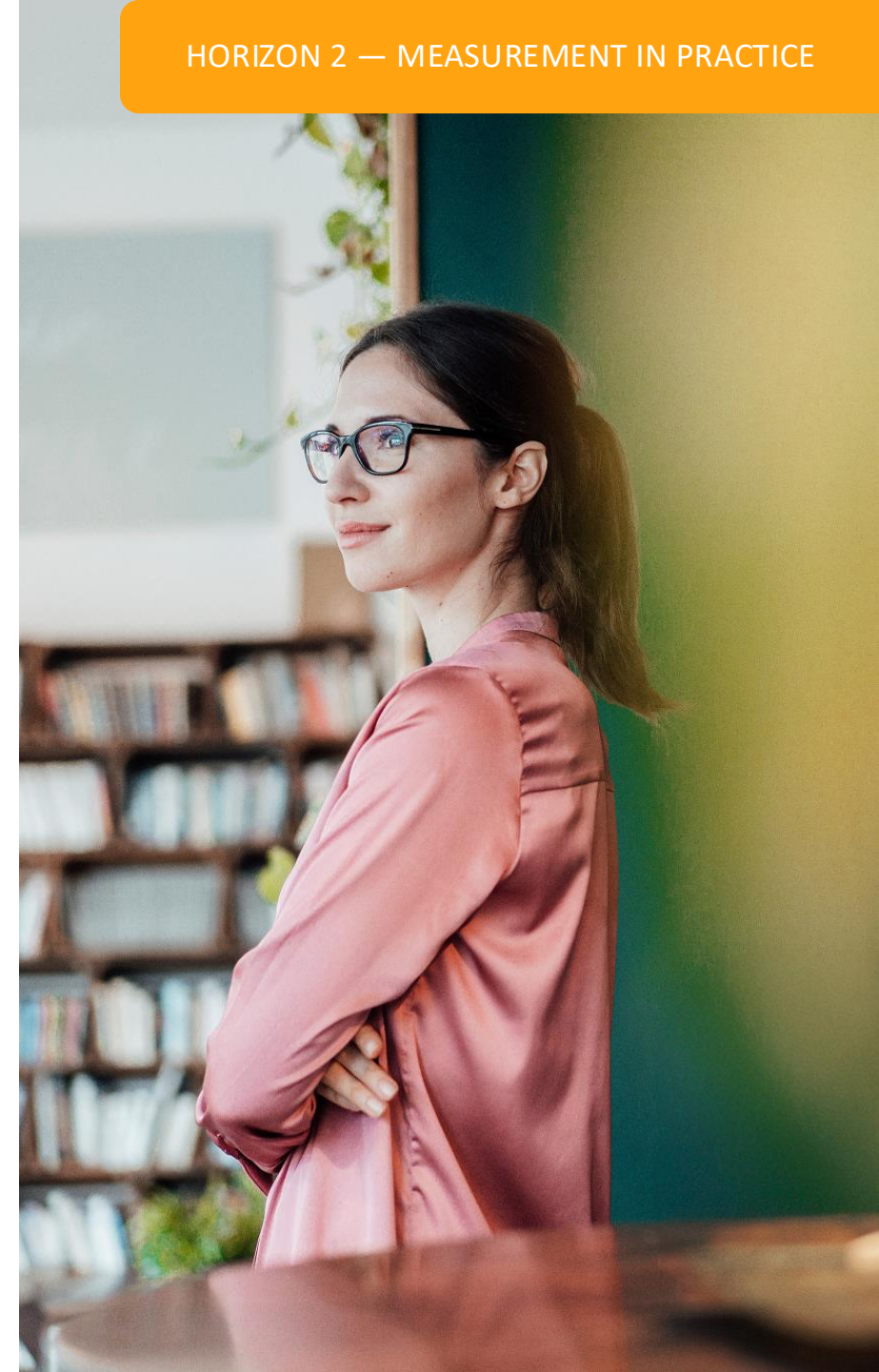


Discoverability

What's the gap between what I have and what AI sees?

Chris Siedle

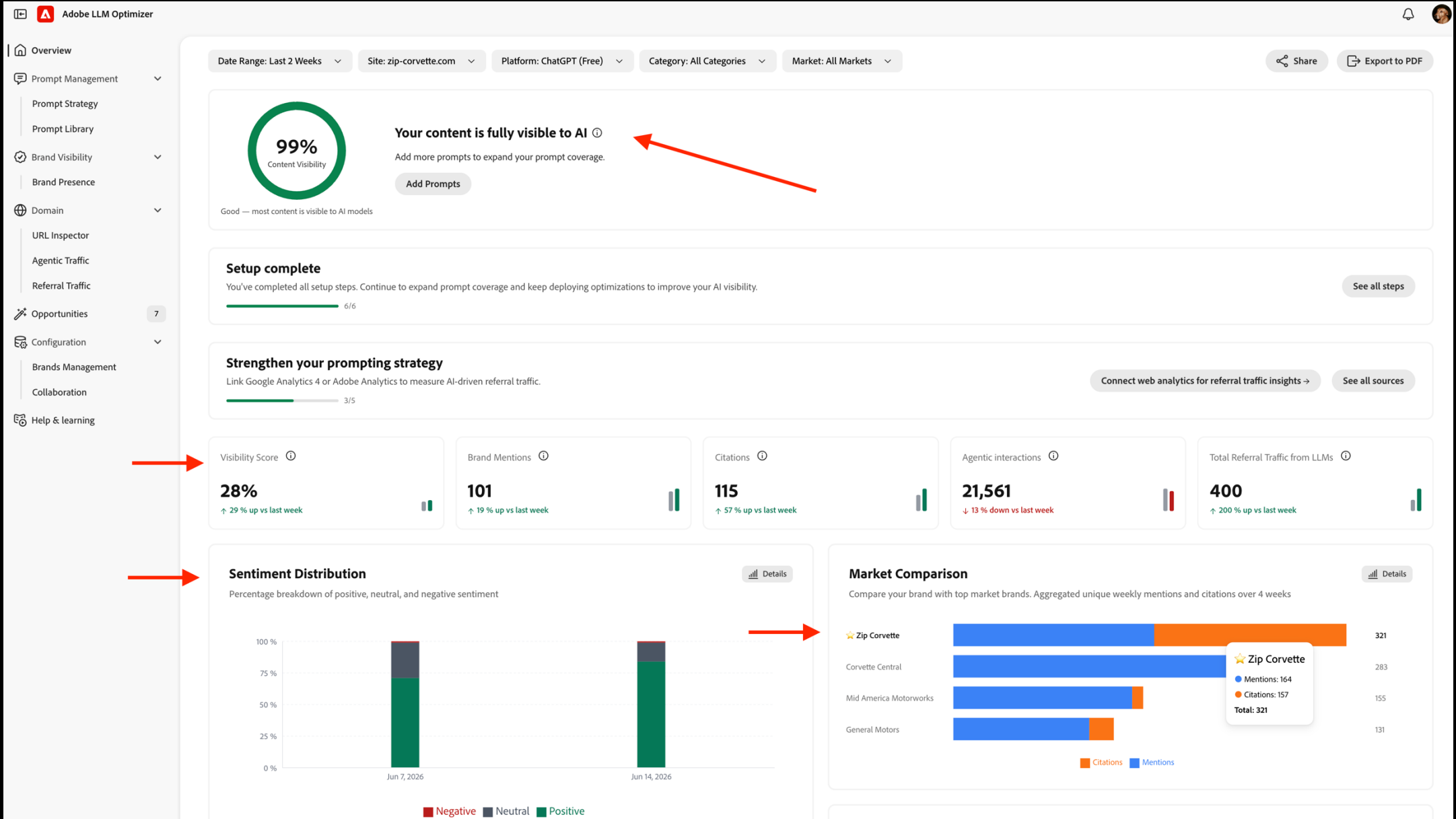
Zip Corvette · Practitioner experimenting with AI discoverability measurement



Chris Seedle

Zip Corvette · Practitioner
experimenting with AI discoverability
measurement





- Overview
- Prompt Management
 - Prompt Strategy
 - Prompt Library
- Brand Visibility
 - Brand Presence**
- Domain
 - URL Inspector
 - Agentic Traffic
 - Referral Traffic
- Opportunities 7
- Configuration
 - Brands Management
 - Collaboration
- Help & learning

Date Range: Last 2 Weeks Category: All Categories Topic: All Topics (75) Platform: ChatGPT (Free) Prompts Origin: All origins Prompt Branding: All Market: All Markets

Visibility Score ⓘ

28%

↑ 29 % up vs last week

Brand Mentions ⓘ

101

↑ 19 % up vs last week

Citations ⓘ

112

↑ 52 % up vs last week

Market Tracking

Compare your brand's performance against selected others based on mentions and citations. Not affected by the Topic, Prompts Origin, Prompt Branding, or User Intent filters.

Select others

Corvette Central x

Mid America Motorworks x

General Motors x

West Coast Corvette x

Summit Racing Equipment x

Maximum of 5 brands reached. Remove some to add more.

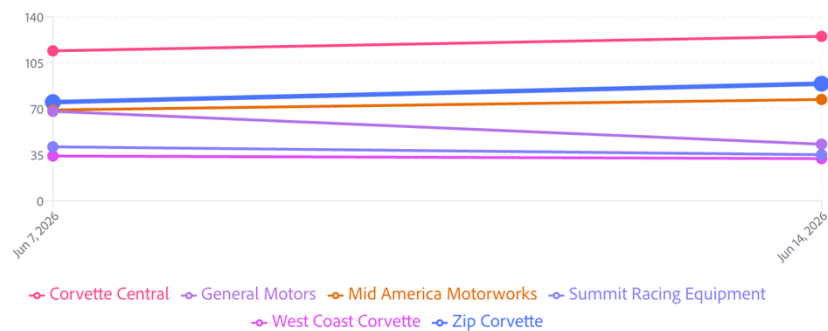
↓ Export

Apply Filters

Brand Mentions

↓ Export

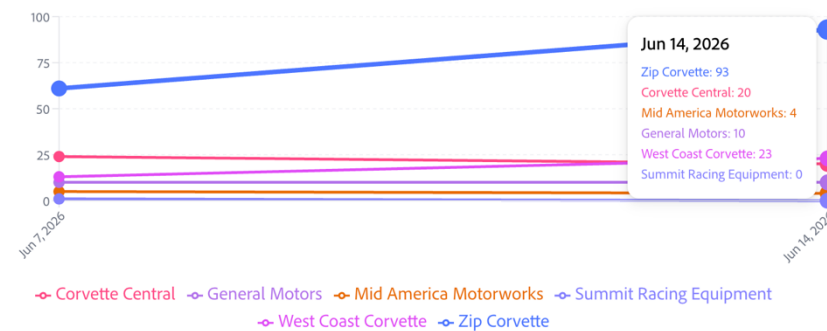
Weekly mentions comparison



Brand Citations

↓ Export

Weekly citations comparison



- Overview
- Prompt Management
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Date Range: Last 2 Weeks Category: All Categories Topic: All Topics (75) Platform: ChatGPT (Free) Prompts Origin: All origins Prompt Branding: All Market: All Markets

Data Insights Share of Voice

Data Insights ⓘ

Explore topics (75 total) and user prompts (255 total) to assess and optimize content impact

⚙️ Export

0/255

Topic ⓘ	Origin	⇅ Popularity ⓘ	Visibility Score ⓘ	Mentions ⓘ	Sentiment ⓘ	All Citations ⓘ	Owned Citations ⓘ	
▼ Competitive Research (6 prompts)	—	🕒 High	85% ↑	11 ↑	Positive	102	5 ↑	📊 Details 🗑️
→ Top Flight Automotive vs Zip Corvette: pros and cons	👤	-	92% ↑	2 →	Positive	12	1 ↑	📊 Details 🗑️
→ Who has better prices: Zip Corvette or Corvette Central?	👤	-	99% ↑	2 →	Positive	33	4 →	📊 Details 🗑️
→ Is Zip Corvette better than Eckler's Corvette?	👤	-	100% →	2 →	Positive	21	2 →	📊 Details 🗑️
→ Best Corvette parts retailers compared (Zip Corvette, Corv	👤	-	92% ↑	2 →	Positive	36	1 ↑	📊 Details 🗑️
→ What are the top Corvette parts websites and how do they	👤	-	43% ↑	1 ↑	Positive	25	1 ↑	📊 Details 🗑️
→ Zip Corvette vs Corvette Central: which is better?	👤	-	85% →	2 →	Positive	12	0	📊 Details 🗑️
➤ Books & Manuals - Owners Manuals (3 prompts)	—	🕒 High	42% ↑	4 →	Positive	40	1 ↓	📊 Details 🗑️
➤ Brand Reputation (6 prompts)	—	🕒 High	78% ↓	12 →	Neutral	67	5 ↓	📊 Details 🗑️
➤ Apparel - Hats (3 prompts)	—	🕒 High	3% ↑	0	N/A	29	1 ↑	📊 Details 🗑️
➤ Apparel - Shirts (3 prompts)	—	🕒 High	0%	0	N/A	39	0	📊 Details 🗑️
➤ Corvette Tire Needs Recommendations (4 prompts)	—	🕒 Medium	4% →	0	N/A	46	1 →	📊 Details 🗑️
➤ C1 Wheels and Tires (3 prompts)	—	🕒 Medium	66% ↑	4 →	Positive	42	3 ↑	📊 Details 🗑️
➤ Books & Manuals - History Books (3 prompts)	—	🕒 Medium	0%	0	N/A	33	0	📊 Details 🗑️
➤ Corvette Tire Options & Compatibility (8 prompts)	—	🕒 Medium	19% ↑	3 ↑	Positive	131	9 →	📊 Details 🗑️
➤ Pros/Cons & Safety (2 prompts)	—	🕒 Medium	0%	0	N/A	23	0	📊 Details 🗑️

Topics per page 10

1-10 of 75 Page 1 of 8

Start with what you control.

The platform is catching up to you.

UNDER YOUR CONTROL - TODAY

Five levers. All in the storefront.

- 01 Catalog attributes
Buyer-language attributes in your PDPs
- 02 FAQs in PDPs
Structured Q&A the LLM can cite
- 03 Schema markup
Product + FAQPage + AggregateRating
- 04 Metadata with intent
Write for questions, not keywords
- 05 Call center as content
Turn support tickets into FAQs

COMING FROM ADOBE

Native in Adobe Commerce — coming soon

Actions #1 and #4 will be available natively — no custom implementation needed.

Talk to your Adobe account manager for early access.

Direct feeds — on the horizon

ChatGPT, Perplexity, and Gemini have announced direct product feed integrations. Rollout is still slow. Adobe Commerce will be part of that cycle — but the 5 actions you control today work right now, without waiting.

3 actions. Not a framework.

01

Audit your top 10 PDPs for buyer language

For each product, ask one question: if a buyer described their problem to an AI right now, would your catalog be the answer? If not — that's where you start.

Adobe Commerce · Adobe Commerce is introducing this natively — contact your account manager for early access.

02

Activate FAQ blocks for your highest-friction products

Map the top 3 questions per product. Put them in the PDP as structured FAQ. Adobe Commerce admin. No code.

03

Name your industry's top 5 pre-conversion questions

The questions your buyer asks before converting — not answered anywhere on your site. That list is your GEO roadmap.

The conversation that isn't happening.

BUSINESS / MARKETING

- ✓ Knows what questions buyers ask
- ✓ Has voice of customer data
- ✓ Understands brand deeply
- ✗ Doesn't know what schema markup is
- ✗ Doesn't know which attributes are indexable

Waiting to be told what content matters.

VS

DEVELOPER / PARTNER

- ✓ Knows how to structure attributes
- ✓ Can configure schema markup natively
- ✓ Can activate FAQ blocks in PDPs
- ✗ Doesn't know which questions matter
- ✗ Doesn't know voice of customer

Waiting to be briefed.

You are the brief. Start the conversation Monday.

Q&A

Know your buyer's questions.

Put them where AI can read them.

Brief your partner.

Guillermo (Memo) Raya

Commerce & AI Strategist · Adobe Commerce Champion

[linkedin.com/in/guillermo-raya-strategy](https://www.linkedin.com/in/guillermo-raya-strategy)

Commerce is evolving from websites that compete for clicks into knowledge systems that compete to become answers.

Business teams understand the customer. Engineering teams understand the system. The future belongs to organizations that connect the two — and make that knowledge answerable.

Got questions about this webinar?

Sign-up today!



Join Office Hours with Guillermo (Memo)

Ask anything related to **Adobe Commerce GEO strategy and LLM optimization**



Date: June 26th



Time: 7:00 – 8:00 AM (PST)

This is your chance to dive deeper, get clarity, and connect directly with Memo. Don't miss it!



**SAVE THE
DATE!**

Adobe Commerce Digital Skill Exchange

Tuesday August 11th @9AM – 12PM EST

Discover the Skill Exchange

- Join the Adobe Commerce Skill Exchange track
- Attend customer-led virtual sessions
- Topics on B2B, security & stability with bot attacks, and a real example of PaaS to SaaS migration

Adobe

Learn practical tips and real-world insights from Adobe Commerce Champion experts!

Registration opens July 8th

Adobe