

STRATEGY

Agentic Search: When AI Agents Discover, Evaluate, and Buy on Behalf of Users

Key insights and actionable frameworks

01

The Context

The Search Paradigm Is Shifting From Answering to Actin

For 25 years, search has meant the same thing: you type a question, you get an answer. Perplexity synthesizes them. Reddit threads give you real humans debating the issue.

What Agentic Search Actually Is (And Why It's Not Just

Agentic search describes a search experience where an AI takes instructions, searches for information, evaluates options, and completes tasks without human intervention between discovery and action. Examples: - "Find me a project management tool that costs under \$50/month, has mobile apps, and integ

02

Key Pillars

01

Why This Breaks Your Current GEO Strategy

Your current AI search visibility strategy (see our guide on SEO vs GEO in 2026) likely centers on three things: Getting cited in AI-generated answer

02

The Agentic Search Stack: What Brands Need to Prep

To win in agentic search, you need five layers of visibility and accessibility: 1.

03

Three Concrete Moves for D2C and E-Commerce Brands

Overhaul Your Product Schema Your Shopify store probably has basic product schema.

03

Key Pillars

04

SaaS Founders: Prepare Your API for Agentic Access

B2B SaaS needs a different layer.

05

What Happens If You Ignore This

Agentic search isn't a distant future.

06

Your GEO Audit Should Evaluate Agentic Readiness N

If you're working with us on GEO (Generative Engine Optimization), we're evaluating your AI search visibility.

04 Key Pillars

07

The Agentic Search Readiness Checklist

Before you optimize for agents that don't exist at scale yet, here's how to assess your current readiness and prioritize investments.

08

The Takeaway

Agentic search is the next frontier of brand visibility.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Book Your GEO Audit](#)

upgrowth.in/geo-services-generative-engine-optimization/