

Floyi Integrates Generative Intent as the Fifth Search Intent in AI Search Strategy Tools

Floyi embraces Generative Intent, an emerging search intent seen in AI Search, and helps SEOs optimize for ChatGPT, Claude, Perplexity and classic Google SERPs.

NEW YORK, NY, UNITED STATES, July 27, 2025 /EINPresswire.com/ -- [Floyi](#), the AI-powered content strategy platform, today announced its full integration of [Generative Intent](#) as a recognized fifth search intent. This expands the long-established framework of Informational, Navigational, Transactional, and Commercial Investigation.

Floyi turns Generative Intent from academic insight into a working toolkit. Drawing on studies by Profound and other AI-search pioneers, the Floyi platform lets SEO and content teams map, brief and measure this emerging intent alongside classic search behaviors.

“Search engines retrieve; AI engines respond,” said AI search and topical authority expert [Yoyao Hsueh](#), founder of Floyi and TopicalMap.com. “The model has flipped. Recognizing Generative Intent shows us where users need ready-made answers, helping us craft content AI search engines love to cite.”



Floyi logo

Sources Across SERPs and AI Tools										
Which URLs are cited the most across the search results?										
<input type="checkbox"/> Show Popular Sources Only (3+ tools)										
TOOLS	SOURCE URL	GOOGLE SERPS	BING SERPS	AIO	BING COPILOT	CLAUDE WEB	GEMINI GROUNDING	OPENAI WEB	PERPLEXITY	
4	How to Build an SEO Topical Map (With Template) https://bit.ly/floyi-topical-map	✓ #2	✓ #7	✓	-	✓	✓	-	✓	
6	How to Create a Topical Map in 5 Steps https://seomator.com/blog/how-to-create-a-topical-map	✓ #5	✓ #1	✓	-	✓	✓	-	-	
3	Topical Map – Find Your Next Content Ideas https://fourheroes.com/topical-map/	✓ #1	-	✓	-	✓	-	-	-	
3	The Search Atlas SEO Topical Map Generator https://searchatlas.com/topical-map/	✓ #6	-	✓	-	-	✓	-	-	
3	How to create a topical map for SEO – InLinks https://inlinks.com/insight/creating-topical-map/	-	✓ #4	-	✓	✓	-	-	-	
2	Anyone know the best way to get a topical authority map? https://www.reddit.com/r/SEO/comments/t8d0gaganyone_know_the_best_	✓ #3	-	✓	-	-	-	-	-	
2	How To Create A Topical Map With AI (+ Free AI Prompts) https://medium.com/onlybyai/topical-map-75a04800b0a0	✓ #4	-	✓	-	-	-	-	-	
2	SEO Topical Map Generator https://topicalmap.com/topical-map-generator/	✓ #7	-	✓	-	-	-	-	-	
2	How to Create a Topical Map - Similarweb https://www.similarweb.com/blog/marketing/topical-map/	-	✓ #3	-	-	✓	-	-	-	
2	How to Create a Topical Map: Step-by-Step Instructions https://www.linkout.com/blog/how-to-create-a-topical-map	-	✓ #10	-	-	-	-	✓	-	

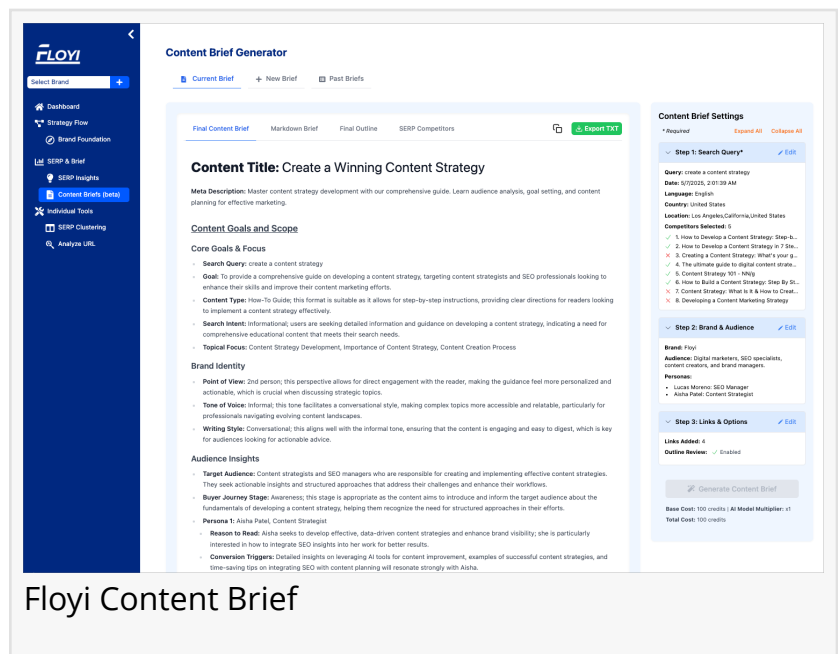
Floyi AIRS Analyzer AI Search Engine Results Side-by-Side Comparison

What Is Generative Intent?

Generative Intent reflects how users interact with AI-first search engines like ChatGPT, AI Mode, AI Overviews, Bing Copilot, Claude, Perplexity, and Gemini. Rather than looking for links or navigating to websites, users now prompt these systems to create, summarize, analyze, or solve a problem on the spot.

Example queries include:

- “Write a comparison paragraph between Tesla and Rivian SUVs.”
- “Summarize the top 5 SEO tools.”
- “Generate a brief for the keyword ‘sustainable fashion 2025.’”



Floyi Content Brief

These aren’t Informational, Commercial or Transactional in the classic sense. They’re task-driven, intent-rich and built for AI engines to deliver outcomes, not pathways. Users once bounced

between sources to form their own conclusions—now AI search engines do the synthesizing. That’s Generative Intent at its core.

“Search engines retrieve; AI engines respond. The model has flipped. Recognizing Generative Intent shows where users need ready-made answers, helping us craft content AI search engines love to cite.”

Yoyao Hsueh

Why It Matters

This fifth intent matters because AI search is not just a new interface. It is a new behavior model. Traditional SEO strategies that ignore Generative Intent risk becoming irrelevant as users bypass links and look for end answers.

Floyi’s latest platform updates, including AIRS Analyzer and SERP & Brief, now explicitly support Generative Intent in

intent mapping, AI search response analysis and brief generation. Content strategists can now create for both classic SERPs and AI engines, using the same foundational data.

Who’s Behind the Push

Yoyao Hsueh leads the early adoption of Generative Intent, moving the idea from theory into daily SEO workflows. Through Floyi, TopicalMap.com and the Topical Maps Unlocked framework, he shows marketers how to integrate Generative Intent, GEO and LLM optimization into every content plan.

“It’s not just a label,” said Hsueh. “If we don’t build for Generative Intent, we’ll lose the next wave

of search.”

Availability

Floyi users can now analyze queries, map opportunities, and generate content briefs based on all five intents, including Generative. To test the AI-powered topical map tool or see how your brand performs in AI search, visit <https://floyi.com>.

About Floyi

Floyi is an AI-powered SaaS platform that turns keyword chaos into revenue-ready roadmaps. Marketers rely on its Topical Map Creator, SERP & Brief modules, and the AIRS (AI Results) Analyzer to surface gaps across Google AI Mode, AI Overviews, Bing Copilot, ChatGPT / OpenAI, Claude, Perplexity, and Gemini. Floyi classifies every query by five intents, then applies Generative Engine Optimization (GEO) and LLM optimization to generate briefs, outlines, and URL structures that win clicks and citations. From enterprise agencies to indie publishers, Floyi makes classic SEO and AI search visibility work together.

About Yoyao Hsueh

Yoyao Hsueh is the founder of Floyi and TopicalMap.com and the creator of the Topical Maps Unlocked framework. A former agency strategist turned product builder, Yoyao is an early champion of Generative Intent, LLM optimization, and GEO. He advises Fortune 500 brands and fast-growth startups on bridging traditional SEO with AI-first search engines through practical tooling like the AIRS Analyzer. His goal: help teams publish content that ranks, gets cited in AI answers, and drives measurable growth.

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