Darko Brzica Links AI Search Growth to a New Role for SEO

The brightonSEO speaker and Occam Digital founder draws on three cross-industry client cases showing up to 700-850% growth in Google AI Overview visibility.



Darko Brzica, Founder of Occam Digital



AUSTIN, TX, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- The information that could make a company more visible in AI search may already exist, but remain trapped in sales calls, technical teams and expert consultations.

That is the central finding of a new analysis by Serbian SEO strategist Darko Brzica, founder of Occam Digital and a speaker at brightonSEO, who argues that artificial intelligence is expanding SEO from page optimization into the discovery and organization of business expertise.

“Before AI can retrieve a company’s expertise, the SEO team has to retrieve it from the company,” Brzica said. “The business knows the answer but may not realize that the question needs answering. The customer has the problem but may not know how to articulate it. The SEO professional must understand both sides well enough to connect them.”

Brzica presented related research at brightonSEO in April 2026 in his talk, “What Actually Moves Rankings: Links, Mentions & AI Signals”. His session examined how traditional ranking signals overlap with the brand mentions, entity associations and offsite signals influencing visibility in AI-generated results.

His new analysis extends that perspective into what happens inside a company before its expertise becomes searchable.

Three industries, one recurring SEO problem

The analysis examines three anonymized Occam Digital client cases in industrial B2B, consumer legal services and premium architectural products.

Although the businesses serve very different customers, each faced the same underlying problem: the customer’s question was incomplete, the company possessed knowledge that was not sufficiently visible and the website did not fully connect the two.

The measured results include:
-Industrial electrical equipment: From the beginning of Occam Digital’s engagement in early 2026 through mid-September 2026, Google AI Overview query inclusion increased by approximately 700-850%. During the relevant commercial comparison period, the business also recorded 65% more organic conversions.
- Consumer legal services: Comparing mid-September 2026 with the equivalent period in 2025, AI Overview query inclusion increased by approximately 170-200%. The firm’s intake team also reported better-informed callers, more precise questions, clearer expectations and fewer enquiries concerning services outside its scope.
- Premium architectural products: AI Overview query inclusion increased by an estimated 300-400% over the equivalent year-over-year period. The work focused on clarifying relationships among product categories, applications, collections, finishes, specifications and different buyer needs.

The figures do not mean that every AI Overview appearance produced a visit or conversion. They show that substantial growth in AI visibility occurred alongside work combining technical SEO, original company knowledge, clearer information architecture and stronger alignment with customer decisions.

SEO now begins before the page is written

According to Brzica, traditional SEO remains the foundation. Websites still need to be accessible, indexable and supported by coherent architecture, internal links and authority signals.

What is changing is the scope of the SEO professional's responsibility.

At Occam Digital, the process increasingly begins by examining what existing content fails to communicate. The team identifies questions answered repeatedly by sales and support staff, distinctions used by internal specialists, information that changes a recommendation and insights customers may not know they need. That knowledge is then verified, structured and connected with relevant products, services and commercial actions.

"Unique wording is not original content," Brzica said. "Original content contains knowledge, evidence or judgment that could not have been added accurately without access to the business."

The legal-services case showed that the effect can include fewer unsuitable enquiries, not simply more leads. The industrial-equipment case connected greater AI visibility with 65% more organic conversions. The architectural-products case demonstrated how product taxonomy can become a public expression of how a company understands its products.

"The same visibility metric can mean very different things for different businesses," Brzica said. "For one client, success may be a completed purchase. For another, it is a technically viable quote request. For a professional-services firm, it may be a better-informed consultation and fewer calls from people the firm cannot help."

The expanded role of SEO
Brzica identifies six connected responsibilities for modern SEO:
-Technical enablement.
-Interpretation of customer demand.
-Investigation of business expertise.
-Information architecture.
-Authority and external corroboration.
-Connection between visibility and commercial outcomes.

His perspective draws on more than 15 years of work across ecommerce, SaaS, artificial intelligence products, gaming, affiliate marketing, industrial B2B, consumer privacy and cybersecurity, professional services and regulated industries.

"AI is not eliminating the need for SEO," Brzica said. "It is increasing the value of SEO professionals who understand the business and its customers deeply enough to make real expertise visible."

Brzica's full analysis, "The Expertise AI Can't See: Darko Brzica on the New Role of SEO," examines

the client cases, Occam Digital's process and the implications for businesses adapting to conventional and AI-assisted search. Read the full analysis here.

About Darko Brzica

Darko Brzica is a Serbian SEO strategist and founder of Occam Digital with more than 15 years of experience in technical SEO, content strategy, organic growth and international search markets.

In addition to speaking at brightonSEO, his regional appearances include repeated lectures at Konverzija, Sarajevo Digital Marketing and CRO Commerce on SEO competition, artificial intelligence and the evolution of search.

About Occam Digital

Occam Digital is an SEO and digital growth agency working with international businesses across ecommerce, industrial B2B, SaaS, artificial intelligence, gaming, affiliate marketing, cybersecurity, professional services and regulated markets.
Its approach combines technical SEO, original subject-matter expertise, information architecture and commercial intent.

Darko Brzica
Occam Digital
office@occam-digital.com
Visit us on social media:
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