

After BrightonSEO 2025 April...

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After an inspiring week at BrightonSEO in April 2025, I am now in London, reflecting on the experience as I await my return to Turkey. (Until the next time!)

I met with great people, and met again with some friends.

[caption id="attachment_248" align="aligncenter" width="2344"]![(/wp-content/uploads/2025/04/greenseo.jpg) I also attended the GreenSEO event before BrightonSEO and it was great![/caption]

BrightonSEO, held on April 10–11 at The Brighton Centre, once again became a hub for search marketing professionals. The conference emphasized the growing influence of AI in SEO, with discussions on optimizing content for AI tools and the importance of fresh, concise information.

Figure

The event featured multiple simultaneous panels, covering topics from link building to social marketing, allowing attendees to tailor their experience. The atmosphere was vibrant, fostering both learning and networking among peers.

As I sit in London now, the weather is mostly cloudy with temperatures around 13°C (55°F). It's a moment of calm before heading back, carrying with me the insights and connections gained.

Figure

I'm grateful for the opportunity to have been part of such a dynamic event and look forward to applying these learnings in future endeavors!

You can see my slide here: <https://speakerdeck.com/metehanyesilyurt/brightonseo-metehan-yesilyurt-generative-ai-and-geo-the-new-seo-race-and-how-to-win>^[1]

Safe travels to all returning from BrightonSEO!

BrightonSEO April 2025 was when AEO went mainstream. AI citations in ChatGPT, Perplexity and Gemini became a track topic instead of a side conversation. Answer engine optimization is now a discipline with a conference circuit.

REFERENCES & SOURCES

[1] <https://speakerdeck.com/metehanyesilyurt/brightonseo-metehan-yesilyurt-generative-ai-an...> — <https://speakerdeck.com/metehanyesilyurt/brightonseo-metehan-yesilyurt-generative-ai-and-geo-the-new-seo-race-and-how-to-win>