

Google Discovery Engine Demo for AIO and AI Mode: A Hands-On SEO Playground

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In **April 2025**, I presented this live on the ****main stage** at [BrightonSEO^{\[1\]}](#) - not as a prediction, but as a working glimpse into how AI is rewriting the rules of search.

This isn't theoretical. It's live. And you can try it yourself. Call it SEO or GEO (I believe it's still SEO and nothing changes) even [a16z](#) says it the opposite^[2].* I fully respect whoever wants to say it GEO.*

ai mode

Starting note: You can visit Google Discovery Engine page here: [https://cloud.google.com/generative-ai-app-builder/docs/reference/rest^{\[3\]}](https://cloud.google.com/generative-ai-app-builder/docs/reference/rest<sup>[3]</sup)

What's This Demo?

The **Google Discovery Engine Demo** is a live search experience powered by the same underlying technology that fuels **Google's AI Overviews** and **AI Mode**.

But here's the twist: it only searches **my site** — [metehan.ai^{\[4\]}](#).

You can:

- Ask natural language questions
- Get real-time answers from my indexed content
- Follow up with relevant contextual queries - just like AI Mode or Perplexity

Try the live demo → [https://metehan.ai/aimode.html^{\[5\]}](https://metehan.ai/aimode.html<sup>[5]</sup)

Try Asking:

- “What is cosine similarity?”
- “What is SEO?”
- “How should I optimize product pages for semantic SEO?”

- “What are Google’s entity signals?”

The engine returns real answers based on my articles, frameworks, and SEO tools, giving you a peek into **how AI interprets structured content**.

How SEOs Should Use This

1. Explore Naturally

Search like a human. No keyword stuffing or operator syntax. Just real questions and real AI-powered interpretation. See what passages or pages are triggering the relevant queries.

2. Use Follow-Ups

Ask a second question. The context is preserved, making this an ideal tool to test content depth and topical coverage.

3. Test Query Intent

Does your site surface for mid-funnel queries? If not, you’re not just missing rankings, you’re invisible to AI engines.

4. Client Education

Show your clients how search is changing. Let them see what AI-native answers actually look like. It’s the most powerful “aha moment” you can deliver.

Why I Built It

I built this demo to make one thing clear:

The future of SEO isn’t just about ranking. It’s about being understood by machines that think in probabilities and context.

I showcased this at ****[BrightonSEO](#)^[6] to demonstrate how Discovery Engine changes the way content is evaluated, not by keywords, but by semantic understanding and conversational coherence****.

This is my public demo, a sandbox for what comes next.

I also recommend these official guides from Google. <https://cloud.google.com/generative-ai-app-builder/docs/answer> <https://cloud.google.com/generative-ai-app-builder/docs/answer-generation-models>

Try the Demo Now

metehan.ai/aimode.html^[5]

Experience what happens when your content is interpreted by AI-native engines and get a head start on the new SEO race. You can follow me on [X](#)^[7], [LinkedIn](#)^[8], [YouTube](#)^[9] and [Bluesky](#)^[10]. In my next social media posting, I

will show you how can you set up this environment on Google Cloud.

Google's Discovery Engine is the cleanest AEO sandbox available. AI citations in ChatGPT, Perplexity and Gemini follow patterns you can reproduce inside Discovery Engine first. Treat it as the answer engine optimization test bench.

REFERENCES & SOURCES

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- [2] **a16z says it the opposite** — <https://a16z.com/geo-over-seo/>
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