

TrendSpot Media Reveals 87% of Businesses Unprepared for AI Search Era



TrendSpot Media introduces specialized Generative Engine Optimization (GEO) services to help local businesses recapture the 60% of leads lost to competitors in Google AI Overviews and SearchGPT.

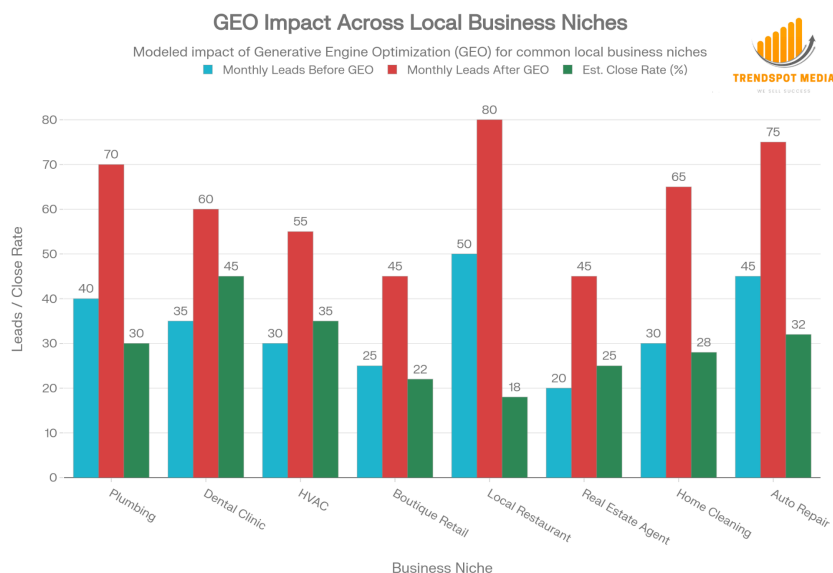
Chattanooga businesses face a stark reality: AI Overviews now dominate 40%+ of local searches, siphoning traffic from organic rankings TrendSpot helped build. We counter this with proprietary techniques like structured data enhancements, semantic authority signals, and AI-response priming that train models to favor your expertise. Early clients in hospitality and real estate have seen a 3x uplift in AI citations, turning lost impressions into booked calls.

CHATTANOOGA, TN - February 9, 2026 - TrendSpot Media, a Chattanooga-based digital marketing agency, released findings from an analysis of nearly 600 business websites showing that 87% of small- and mid-sized businesses nationwide lack optimization for AI-powered search platforms like Google's AI Overviews and ChatGPT, potentially missing up to 60% of customer inquiries.

The agency analyzed over 500 business websites nationwide and found critical gaps in structured data, entity recognition, and content optimization required for visibility in AI-generated search results.

"Traditional SEO is no longer enough," said Teodor Radovic, Founder and Senior Business Growth Specialist at TrendSpot Media. "When consumers ask AI assistants for business recommendations, most companies are completely invisible. We're helping them adapt to this fundamental shift in search behavior."

Radovic continued, "Our analysis of nearly 600 business websites revealed that 87% lack the structured data, semantic signals, and authority markers needed to rank in zero-click environments. This means up



to 60% of potential leads are vanishing before they even reach traditional search results. At TrendSpot Media, we've developed proprietary techniques-like AI-response priming and enhanced schema markup-that have delivered 3x visibility gains for early clients in hospitality, real estate, and e-commerce right here in Chattanooga."

"Chattanooga's \$2B+ small business economy can't afford to ignore this," Radovic emphasized.

Founded in 2023, TrendSpot Media specializes in AI-driven SEO and marketing automation for small and mid-sized businesses across the country, with a focus on the Chattanooga area. The agency's proprietary AI Growth Engine automates content creation, SEO monitoring, lead generation, and reputation management.

Key findings include:

- 87% lack proper schema markup for business entities
- Only 23% have AI-friendly content formats
- 64% have insufficient expertise and authority signals
- Businesses appearing in AI Overviews see 43% more qualified leads

For more information, [visit Trendspot Media website](#) or contact their team at 423-994-3009

About TrendSpot Media:

With a focus on Generative Engine Optimization (GEO) and technical SEO, TrendSpot helps small to medium size businesses combat AI-driven search shifts like Google AI Overviews and SearchGPT. The agency's proprietary strategies-such as semantic authority building and structured data priming-have boosted client visibility by up to 3x in zero-click environments. Their small team has already worked on high-impact projects for local ventures, including lead generation funnels for real estate firms and CRO optimizations for e-commerce sites, delivering measurable ROI. Teodor's background since 2010 includes Fortune 500 SEO campaigns, now adapted for local dominance in Tennessee's booming \$2B+ small business economy.