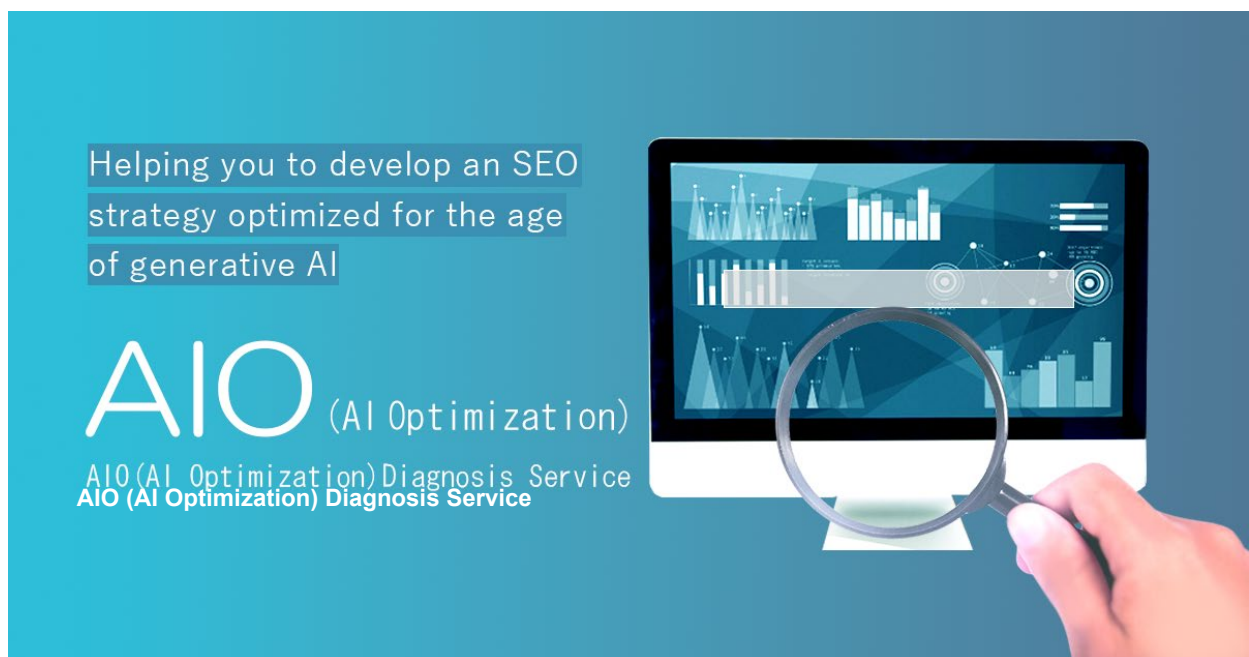


March 5, 2025  
Hakuhodo DY ONE Inc.

## **Hakuhodo DY ONE Launches “AIO (AI Optimization) Diagnosis Service” to Support SEO Strategies for the Generative AI Era**

### **New Service to Study and Analyze the Impact of Generative AI Slots on Search Engine Results**

Hakuhodo DY ONE Inc. has launched an “AIO (AI Optimization) Diagnosis Service” to support SEO strategies optimized for the era of generative AI, as part of its traditional SEO consulting service.



Visual introducing Hakuhodo DY ONE's new AIO (AI Optimization) Diagnosis Service, designed to support SEO strategies for the age of generative AI.

### **Transforming Online Search in the Age of Generative AI**

With the rapid advancement of generative AI technology, the environment surrounding online search has changed dramatically. Since the release of ChatGPT in November 2022, the search behavior of *sei-katsu-sha*—a term Hakuhodo uses to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations, and dreams—has shifted significantly.

This change has been driven by the launch of innovative AI-powered search engines such as Perplexity (introduced in 2022 by Perplexity AI) and Genspark (launched in 2024 by MainFunc), alongside the full-scale rollout of Google's AI Overviews (the generative AI-powered search function first introduced in 2023, formerly known as SGE). At the same time, the rise of zero-click search, where users find answers directly on the search results page without visiting a website, is reshaping how people access information.

As marketers adapt to this evolving landscape, concerns have grown about losing opportunities to reach *sei-katsu-sha* effectively. Increasingly, companies are seeking guidance on how to respond to changes such as shifts in search queries, reduced organic traffic, and the impact of the new generative AI slot in search engines like Google and Bing.

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## **Introducing the AIO (AI Optimization) Diagnosis Service**

To address these challenges, Hakuhodo DY ONE has drawn on over 25 years of SEO expertise to introduce AIO (AI Optimization) Diagnosis Service. This service helps companies analyze how their brand is displayed in the generative AI slot, study the priority given to their content compared to competitors, and identify new SEO issues caused by generative AI.

By combining in-depth analysis with strategic recommendations, our R&D team—specialized in SEO research and consulting—helps businesses develop SEO strategies designed specifically for the age of generative AI. This includes boosting visibility in AI-powered search results, strengthening brand presence in AI Overviews, and mitigating risks associated with zero-click search.

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## **Flow of the Service**

### **1. Research on Display and Priority Status in the Generative AI Slot**

We analyze how often the client's website and competitor sites appear in the generative AI slot, identify which content is most frequently cited, and evaluate the priority level given. Priority is measured using Hakuhodo DY ONE's proprietary scoring indicators.

### **2. Identification of Issues and Proposal for Improvement**

Based on these findings, we propose specific SEO measures tailored to the client's needs. This includes analyzing the display of websites, comparing competitor strategies, and identifying trends in frequently cited content.

## AIO (AI Optimization) Diagnosis Service



Diagram showing the flow of the AIO Diagnosis Service—from analyzing displays in the Generative AI slot, to measuring priority status, to identifying issues and proposing improvements.

## Next Steps

Building on our extensive knowledge and proven track record in SEO consulting, Hakuhood DY ONE will continue to evolve services that keep pace with the latest developments in AI-powered search. By monitoring platforms such as Perplexity, Genspark, Google's AI Overviews, and the continued expansion of zero-click search, we ensure that clients can adapt to these changes with strategies tailored to reach *sei-katsu-sha* effectively.

Through this effort, we aim to help companies resolve emerging challenges, secure growth in the digital domain, and contribute to the advancement of the industry as a whole.

## Corporate Information

### Hakuhood DY ONE Inc.

<https://www.hakuhood-dy-one.co.jp/en/>

Hakuhood DY ONE leverages its know-how and innovation in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close media partnerships, we deliver full support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As the "Digital Core" of the Hakuhood DY Group, we aim to become the industry's leading digital marketing company by consolidating the Group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge ourselves to advance as our

clients' "One and only ONE" for sustainable growth and enhanced corporate value.

Location : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan

Representative : Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President

Shareholders : 100% owned by the Hakuhodo DY Group

Employees : 3,172 (April 1, 2025, forecast)

Start of integration : April 1, 2024

Business : Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

\*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

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## Inquiries

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