READY FOR DISTRIBUTION

SEARCH AUTHORITY EXPLORES THE FUTURE OF DIGITAL DISCOVERY IN THE AGE OF AI DRIVEN SEARCH

Steven A. Yearwood presents a forward looking guide that helps professionals build lasting credibility, visibility, and trust across evolving search ecosystems.

New York, NY, July 21, 2026 — Steven A. Yearwood introduces Search Authority: SEO, AEO, GEO, and the Future of Digital Discovery, a timely resource that examines the transformation of search technology as artificial intelligence reshapes how information is discovered, interpreted, and presented. As digital platforms continue evolving from traditional search engines into intelligent answer systems, the book offers a strategic perspective on building sustainable authority through clarity, credibility, and ethical digital practices rather than relying on short term optimization tactics.

In Search Authority: SEO, AEO, GEO, and the Future of Digital Discovery, Yearwood explores the changing relationship between search engine optimization, answer engine optimization, generative engine optimization, and the broader concept of digital authority. The book introduces original frameworks, including the Ethical Authority Link Framework™ and the Authority Arc, to help readers understand how structured content, trust, and interconnected credibility contribute to long term visibility.

The inspiration for the book comes from the recognition that modern search environments increasingly evaluate information based on authority, context, and trustworthiness rather than keywords alone. Steven A. Yearwood wrote this work to help professionals, organizations, and institutions adapt to these rapidly changing systems while maintaining ethical standards and sustainable growth.

Beyond discussing technical search strategies, the book explores broader themes of transparency, responsible communication, and the importance of building authentic relationships within digital ecosystems. It demonstrates how thoughtful content creation, organizational credibility, and ethical decision making can strengthen long term discoverability in an environment where intelligent systems increasingly determine which information receives attention.

Search Authority: SEO, AEO, GEO, and the Future of Digital Discovery is written for marketers, business leaders, entrepreneurs, communications professionals, publishers, educators, and organizations seeking to strengthen their digital presence. Readers interested in artificial intelligence, search strategy, content development, and long term brand authority will find valuable insights for adapting to the next generation of online discovery while building credibility that extends beyond changing technologies.

Steven A. Yearwood is an author and strategic thinker focused on the future of digital authority, ethical communication, and intelligent search systems. Through Search Authority: SEO, AEO, GEO, and the Future of Digital Discovery, he provides a practical roadmap for professionals and organizations seeking to establish trusted visibility in an increasingly AI driven digital landscape.

The book is now available — secure your copy here: https://a.co/d/0bolyx9B

For review copies, interview requests, or additional information, please contact:
Steven A. Yearwood
Email: steven@insightforge-publishing.com