

Heroic Rankings Launches PagePath.ai at Web Summit 2025: The First AI Overview Optimization Agent for Search Visibility

Lisbon, Portugal — November 11, 2025 — Heroic Rankings is a SaaS-oriented digital SEO agency that believes being found first is just as important as being better than competitors. They will be here to announce the launch of PagePath.ai at Web Summit 2025. This groundbreaking AI Overview Optimization Agent represents a new frontier in search visibility, helping businesses capture prime placement in Google's AI-powered search results.

As Google's AI Overviews are increasingly taking away clicks from top search results, especially ToFu content, businesses face a critical challenge: traditional SEO strategies alone no longer guarantee visibility. **PagePath.ai** solves this by providing real-time analysis and optimization recommendations specifically designed for both traditional and AI-generated search experiences, ensuring businesses don't just rank - they get found first when it matters most.

Unlike static checklists, PagePath.ai maps what's winning today to what you should ship next - a workflow many teams now expect from **AI tools for search engine optimization**.

"For the past three years at Web Summit, we've seen how technology has been improving, especially now with AI that has opened new chapters in many industries and markets," said Nebojsa, CEO of Heroic Rankings. "With PagePath.ai, we're not asking businesses to reinvent themselves or chase vanity metrics. We're **adding to their arsenal of AI search engine optimization tools** to own the moments of intent that drive real pipeline growth, especially as AI transforms how buyers discover solutions."

How PagePath.ai Works:

PagePath.ai is an AI Overview Optimization Agent that analyzes what's ranking on Google right now and helps you outrank competitors with AI-powered insights:

- **Real-time SERP & AI Overview Analysis.** Fetches live Google search results to analyze both traditional organic rankings and AI Overview source content, giving you current ranking intelligence (Google Maps is optional).
- **Competitive Intelligence Platform.** Scrapes and analyzes top-performing pages in real-time, extracting SEO-relevant data (titles, headings, content structure) to understand what's actually working for your competitors.
- **AI-Powered Content Recommendations.** Uses AI to provide specific, actionable optimization suggestions based on competitive gaps and current ranking patterns.

- **Instant Landing Page Generation.** Creates optimized landing pages following proven patterns from top-ranking competitors, specifically designed for AI Overview selection.
- **Multi-Keyword Analysis.** Upload CSV files to analyze multiple keywords simultaneously, perfect for comprehensive SEO strategies and content planning.

Key Capabilities:

- **Live SERP Analysis**
- **AI Overview Analysis**
- **Competitive Content Analysis**
- **Multi-Language Support**
- **Landing Page Generation**
- **Backlink & Authority Insights**
- **CSV Batch Processing**

The key **differentiator from other AI search engine optimization tools**: PagePath doesn't just give generic SEO advice - it analyzes what's ranking right now for your specific keywords and gives you concrete steps to outrank those exact competitors. And it's being upgraded regularly based on the user feedback we receive on the daily.

"PagePath.ai embodies our core philosophy," continued Nebojsa. "The best product doesn't always win. The one that gets found does. What we compete on is access. PagePath ensures brands own search, SERPs, AI search results , and those critical moments of buyer intent. What we compete on is access. This tool ensures our clients own search, SERPs, and those critical moments of buyer intent, now extended into the AI Overview landscape."

Heroic Rankings calls all interested attendees to visit our booth at Web Summit. We'll be waiting for you to drop by, connect with our team, talk about your business needs, and do a live demo. **See how it aligns with the broader landscape of AI tools for search engine optimization that teams are adopting for AI-era SERPs.**

To book a meeting or a demo, please contact us via the Web Summit app, LinkedIn, or directly through email.

Visit Heroic Rankings at Web Summit 2025

Heroic Rankings invites all Web Summit attendees to experience PagePath.ai firsthand. Visit our booth for live demonstrations and discover how AI Overview optimization can transform your search visibility strategy. Our team will be available for personalized consultations on reducing customer acquisition costs while improving pipeline quality through strategic search positioning.

About Heroic Rankings

Heroic Rankings is a digital SEO agency that turns existing business strengths into measurable demand by making the right buyers find them first. Founded in 2021 and headquartered in Novi Sad, Serbia, the company serves a global client base across diverse industries, with a specialization in digital and SaaS businesses. Through a comprehensive suite of SEO services and innovative tools like PagePath.ai, Heroic Rankings helps businesses achieve more qualified traffic, lower customer acquisition costs, and better pipeline quality - not vanity metrics.

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