



SEO + GEO Cheat Sheet

Get found. Get quoted. Do both.

SEO helps people find you in search results. **GEO** helps AI tools mention you in their answers. Good SEO is the foundation for both, so you are not starting over.

SEO: Search Engine Optimization

Goal

Rank high and earn clicks.

Shows up in

Search results pages.

You measure

Rankings, traffic, clicks.

What helps most

Helpful content, quality links, a healthy site.

GEO: Generative Engine Optimization

Goal

Get mentioned and cited in AI answers.

Shows up in

ChatGPT, Perplexity, AI Overviews.

You measure

Mentions, citations, visits from AI tools.

What helps most

Clear answers, trusted content, a known brand.

What they have in common

- Helpful, honest content from people who know the topic
- A site search tools can easily find and read
- Covering a subject well, not just with one page
- No room for thin, copied, or spammy content

Your quick-start checklist

- ☐ List the questions your customers really ask
- ☐ Fix anything that keeps search tools from reading your site
- ☐ Put a direct answer in the first lines of each page
- ☐ Use headings that sound like real questions
- ☐ Add a short FAQ to your most important pages
- ☐ Keep your Google Business Profile and listings current
- ☐ Earn mentions on other trusted websites
- ☐ Test your topics in AI tools, then check Search Console

Which one should you focus on?

SEO first if you...

- Run a local business
- Sell products online
- Have a newer website
- Need clicks to get calls or sales

GEO more if you...

- Share advice or expert knowledge
- Sell to other businesses
- Answer "how" and "why" questions
- Want to be the trusted name

Most businesses need both. Build the SEO foundation first, then shape your best pages so they are easy to quote.

Source: Google Search Central, "AI features and your website." developers.google.com/search/docs/appearance/ai-features

Want help putting this into practice? Laure Justice Digital Marketing Services | laurejustice.com