

GB Report - SEO vs GEO

understanding AI search optimization



defining SEO and GEO

Search Engine Optimization (SEO)

- SEO involves optimizing web content to rank higher in traditional search engine results pages (SERPs) like Google and Bing.
- Primary goal: Improving visibility in traditional search engine rankings
- Target platforms: Google Search, Bing Search, Yahoo, etc.
- Established timeline: Has been evolving for over two decades
- Content focus: Keyword optimization, backlinks, technical optimization, user experience



Generative Engine Optimization (GEO)

- Generative Engine Optimization (GEO) focuses on optimizing content to appear in AI-generated responses from generative search engines and AI assistants.
- Primary goal: Increasing visibility in AI-generated responses
- Target platforms: Google's Search Generative Experience (SGE), Bing Chat, ChatGPT, Anthropic Claude, etc.
- Emerging timeline: New concept gaining importance since 2022-2023
- Content focus: Citations, verifiable facts, statistics, authoritative content

but wait a minute...

The search landscape is evolving exponentially with AI integration, but it's not all AI just yet...



- **AI search adoption:** According to Statista, 43% of internet users globally have tried an AI-powered search tool as of 2024 [Statista](#)
- **SGE usage:** Google's Search Generative Experience (SGE) reached over 100 million users by Q2 2024 [Search Engine Land](#),
- **Traditional search remains dominant:** Despite AI growth, traditional search still accounts for approximately 80% of search traffic [Sistrix](#)
- **Content attribution:** Only 35% of AI-generated responses include direct citations to source websites [Backlinko](#)
- **Trust:** 62% of users report checking AI-generated information through traditional search [Search Engine Journal](#)

These statistics underscore the importance of adapting content strategies to accommodate both traditional search and AI-powered search capabilities.

key differences



Content Structure and Format

- SEO: Focuses on keywords, headers, meta descriptions, and structured data
- GEO: Emphasizes factual information, citations, statistics, and easily extractable content blocks

Ranking Factors

- SEO: Prioritizes backlinks, user engagement metrics, page speed, and mobile-friendliness
- GEO: Values content authority, factual accuracy, citation density, and informational depth

Content Length and Depth

- SEO: Often rewards comprehensive long-form content that covers topics thoroughly
- GEO: Favors well-structured, fact-dense content with clear sections that AI can easily parse

Measurement Metrics

- SEO: Measured by rankings, organic traffic, click-through rates, and conversions
- GEO: Assessed by citation frequency, impression metrics in AI responses, and visibility in AI-generated answers

According to [WordStream \(2024\)](#), websites optimizing for both SEO and GEO are seeing a 27% increase in overall visibility compared to those focusing solely on traditional SEO.

optimizing content for GEO 1

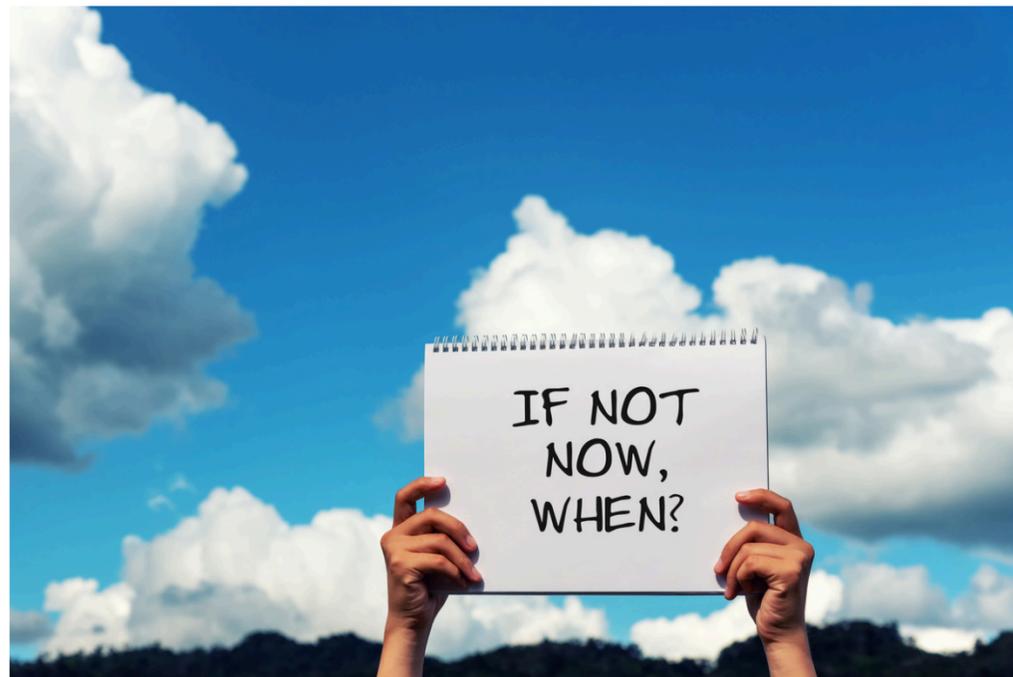


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  if (parseInt(header1.css('padding-top'), 10) == header1_initialPadding) {  
    header1.css('padding-top', '' + $(window).scrollTop() - header1_initialDistance + header1_initialPadding + 'px');  
  }  
} else {  
  header1.css('padding-top', '' + header1_initialPadding + 'px');  
}  
  
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  if (parseInt(header2.css('padding-top'), 10) == header2_initialPadding) {  
    header2.css('padding-top', '' + $(window).scrollTop() - header2_initialDistance + header2_initialPadding + 'px');  
  }  
} else {  
  header2.css('padding-top', '' + header2_initialPadding + 'px');  
}
```

Content Structure

- **Use clear headers and subheaders:** Structure content logically with descriptive H2s and H3s
- **Include bullet points and lists:** AI can more easily extract and cite information in this format
- **Implement table formatting:** Tabular data is highly extractable for AI systems
- **Create distinct content sections:** Clearly defined sections make it easier for AI to reference specific information

optimizing content for GEO 2



Content Elements

- **Incorporate verified statistics:** According to [Semrush](#), content with numerical data is 40% more likely to be cited in AI responses
- **Use authoritative language:** Clear, declarative statements with factual information
- **Include direct quotes:** Properly attributed quotes from experts increase citation likelihood
- **Provide definitions:** Clear definitions of key concepts are frequently included in AI responses
- **Add unique insights:** Original research and insights are highly valuable for AI citation

optimizing content for GEO 3



Technical Considerations

- **Implement schema markup:** Structured data helps AI systems understand and extract content
- **Ensure content accessibility:** Make sure content is available to AI crawlers without restrictions
- **Optimize page load speed:** Fast-loading pages are more likely to be crawled completely
- **Use descriptive image alt text:** Helps AI systems understand visual content

measuring success in GEO

Citation Tracking

- **Monitor AI citations:** Track when and how AI systems cite your content
- **Analyze citation context:** Assess if citations appear in relevant queries
- **Measure citation completeness:** Evaluate if AI uses your information accurately



Tools for GEO Measurement

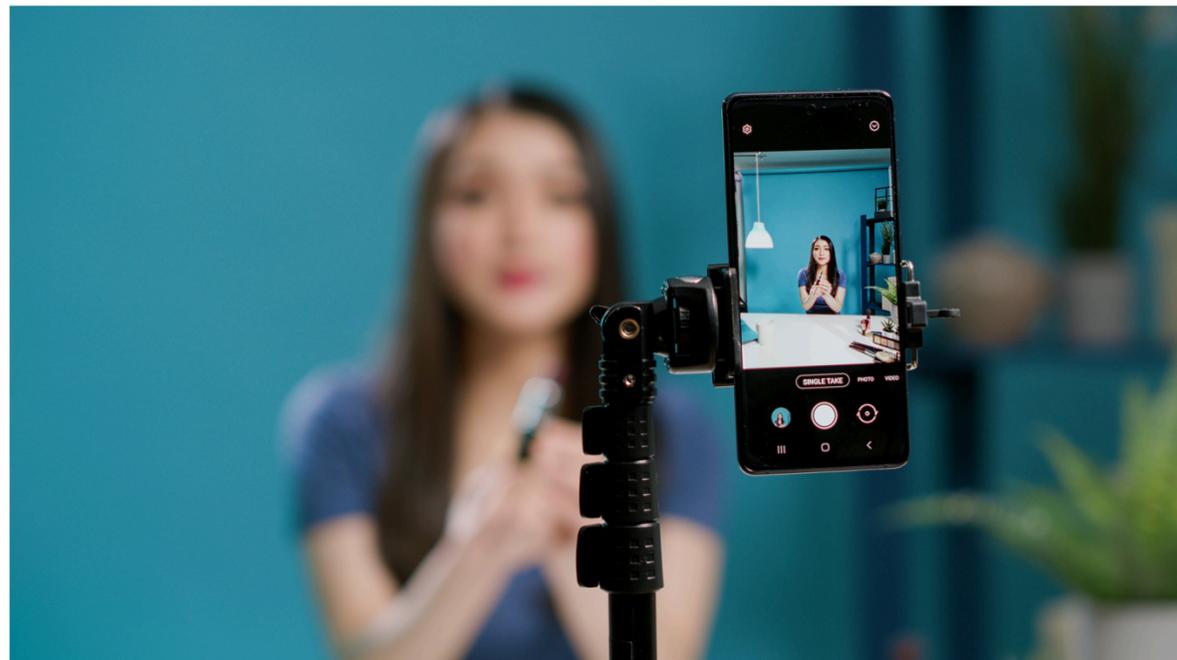
- **AI search visibility tools:** Solutions like HubSpot's AI Search Grader provide insights into AI search performance
- **Citation monitoring:** Services that track brand mentions in AI responses
- **Query testing:** Systematically testing relevant queries

According to [HubSpot's AI Search Insights Report \(2024\)](#), brands that actively track and optimize for AI citations saw a 31% increase in overall visibility across both traditional and AI search channels.

Key Performance Indicators

- **Citation frequency:** How often your content is cited by AI
- **Citation accuracy:** Whether AI systems represent your content correctly
- **AI visibility share:** Your brand's presence compared to competitors in AI responses
- **Citation-to-click ratio:** Percentage of AI citations that result in website visits

content creation strategies 1



Research Phase

- **Combine keyword and question research:** Address both search queries and conversational questions
- **Identify knowledge gaps:** Find topics where authoritative information is lacking
- **Analyze competitor citations:** Examine what competitor content is being cited by AI

Content Development

- **Create dual-purpose content structures:** Content that satisfies both traditional and AI
- **Balance keyword optimization with factual density:** Incorporate keywords naturally while prioritizing accurate information
- **Include both narrative and structured elements:** Engaging narrative for human readers, structured data for AI systems

content creation strategies 2

Optimization Techniques

- **Implement E-E-A-T principles:** Experience, Expertise, Authoritativeness, and Trustworthiness are crucial for both SEO and GEO
- **Create comprehensive yet structured content:** Thorough coverage that's well-organized for both human readers and AI systems
- **Include factual summaries:** Create concise, fact-based summaries at the beginning or end of content sections

According to [Moz \(2024\)](#), content that implements a hybrid SEO-GEO approach has seen up to 65% better overall search visibility compared to content optimized for just one search paradigm.



the future of search

According to Gartner, by 2026, an estimated 65% of enterprise websites will have implemented specific optimization strategies for both traditional and AI-powered search



Emerging Trends

- **Multimodal search integration:** AI systems are increasingly incorporating images, video, and audio
- **Personalized AI responses:** AI search results becoming more tailored to individual user preferences
- **Real-time information priority:** AI systems placing higher value on recent, timely information
- **Verification mechanisms:** Growing emphasis on fact-checking and source verification in AI responses

Strategic Considerations

- **Content synergy:** Developing strategies that benefit both traditional and AI search simultaneously
- **Authority building:** Establishing domain expertise becomes increasingly important for both SEO and GEO
- **Technical adaptation:** Preparing for new technical requirements as AI search evolves
- **Ethical optimization:** Focusing on honest, valuable content rather than gaming either system

conclusion

The emergence of GEO alongside traditional SEO represents a **significant shift in the search landscape**. While SEO remains essential for visibility in conventional search engines, GEO is becoming increasingly important as AI-powered search grows in popularity.

Organizations that **successfully implement strategies for both** SEO and GEO will gain a **competitive advantage** in overall search visibility. This dual approach requires creating content that is not only keyword-optimized but also rich in verifiable facts, statistics, and well-structured information that AI systems can easily extract and cite.

As search technology continues to evolve, the most successful content strategies will be those that adapt to **serve both human readers and AI systems** while maintaining a focus on providing genuinely valuable, accurate, and trustworthy information.



Questions?

— We would be delighted to share more insight.

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