

# Generative Engine Optimisation (GEO): The Future of Content Creation.



#GELSessions

**Beth Wakefield.**  
Creative Strategist.



Our mission.

**Delivering impact through strategic thinking, creativity and collaborative partnerships that drive sustained success.**

Our vision.

**Inspiring change through creativity.**



We offer a strategic combination of:

**Branding.**

**Graphic Design.**




**Marketing.**

**Websites.**

## Before we begin.

- ✓ **I will open the chat for questions at the end - make sure to write any down.**
- ✓ A PDF of all the slides will be emailed to you after the webinar.

# What we're covering.

-  **What is Generative Engine Optimisation?**
-  How to rank with GEO.
-  How does GEO differ from SEO.

**Actual footage of me at BrightonSEO learning that a new type of 'EO' exists.**



# What is GEO?

**GEO stands for “generative engine optimisation” which means the process of optimising your website’s content to boost its visibility in AI-driven search engines** such as ChatGPT, Perplexity, Gemini, Copilot and Google AI Overviews.





## ◆ AI Overview

[Learn more](#) ⋮

Some principles of branding include:

- **Brand recognition:** A key factor in business success, brand recognition is the extent to which people recognize your brand in a positive light. ⓘ
- **Consistency:** A foundation of branding, consistency is essential for recognizability. ⓘ
- **Brand design:** The process of creating a company's identity through logos, colors, graphics, and shapes. ⓘ
- **Brand audit:** A detailed analysis of a brand's performance to determine how well it's performing in the marketplace. ⓘ
- **Ethical transparency:** A principle of branding that involves being transparent and ethical. ⓘ
- **Social responsibility:** A principle of branding that involves being socially responsible. ⓘ
- **Cohesive brand identity:** A principle of branding that involves creating a cohesive brand identity. ⓘ
- **Innovative differentiation:** A principle of branding that involves creating a unique differentiation for your brand. ⓘ
- **Brand community:** A principle of branding that involves creating a brand community. ⓘ
- **Power of storytelling:** A principle of branding that involves using storytelling to create a brand. ⓘ
- **Customer experience and engagement:** A principle of branding that involves creating a good customer experience and engagement. ⓘ

### 8 Principles of Branding That Every Business Should Adhere

22 Aug 2021 — Auditing your brand. Once your brand strategies are active, you must audit it now and then to ensur...

🗨️ Eightception ⋮

### 7 Essential Brand Principles For Standout Success in 2025 - Determ

21 Mar 2024 — 1. Ethical Transparency. 2. Social Responsibility. 3. Cohesive Brand Identity. 4. Innovative...

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### 10 Brand Design Principles To Always Make Your Brand Stand Out - Gingersauce

Brand design is of primary significance in the overall branding saga — that is the process of identification of a company in th...

🗨️ Gingersauce ⋮

[Show all](#)

1. A user inputs a keyword or subject you are targeting.

AI Overview

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2. An accurate and summarised version of your content is included in the AI overview.

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Gingersauce

3. Your content is linked on right hand side or directly next to the text as an essential resource that provided the AI overview with a credible and relevant answer.

**How to rank in AI search engines.**

# Basic Principles of GEO.

## Your content needs to:

-  Structure and Clarity.
-  Have Context and Depth.
-  Have a Conversational Tone.
-  Utilise Structured Data and Formatting.
-  Have Trust and Credibility.

# Structure and Clarity.

**AI search engines rely on understanding content quickly, so structure and clarity are key.**

How to achieve this:

- ✓ Use short, clear sentences.
- ✓ Break down complex ideas into easy-to-read sections.
- ✓ Avoid unnecessary jargon (unless your audience expects it).



# Structure and Clarity - Example.

**Question:** What is Market Research?

 **Bad Example:**

"The utilisation of multifaceted data collection methodologies, including qualitative and quantitative techniques, has enabled businesses to dissect consumer insights with greater precision, thereby enhancing strategic decision-making processes"

 **Good Example:**

"Businesses that use surveys, interviews, and data analysis to understand customer needs and improve their strategies."

# Context and Depth.

**AI favours content that fully answers a question rather than just scratching the surface.**

How to achieve this:

- ✓ Cover the topic in-depth rather than just providing a brief answer.
- ✓ Include supporting facts, figures, and real-world examples.

# Context and Depth - Example.

**Question:** What is HTML used for?

**✗ Shallow Answer:**

"HTML is used in web development."

**✓ Good Example:**

"HTML (HyperText Markup Language) is the foundation of web development, used to structure content on websites. It defines elements such as paragraphs, images, and links. "



# Conversational Tone.

**AI tends to surface content that mimics natural conversations.**

How to achieve this:

- ✓ Write in a way that feels like a conversation.
- ✓ Keep the tone engaging and relatable.



# Conversational Tone - Example.

**Question:** What is GEO?

**✗ Too Formal and Robotic:**

"Generative Engine Optimisation is a critical aspect of modern digital strategy, ensuring that AI-powered search systems recognise and prioritise content effectively."

**✓ More Conversational:**

"Ever wondered how AI search engines pick the best answers? That's where Generative Engine Optimisation (GEO) comes in. It's all about making sure AI understands and highlights your content."



# Structured Data & Formatting.

**AI scans web pages looking for organised information it can use directly in search results.**

How to achieve this:

- ✓ Use headings (H1, H2, H3, etc.) to break up content.
- ✓ Add bullet points and numbered lists for easy skimming.
- ✓ Use Schema Markup (code that helps search engines read your website).



# Structured Data & Formatting - Example.

## ✗ Unstructured (Hard to Read):

"To create a successful marketing campaign, first identify your target audience. Then, develop a message that resonates with them. Choose the right marketing channels to distribute your message. Finally, analyse performance and adjust your strategy if needed."

## ✓ Well-Structured (Easy for AI to Read & Extract):

### How to Create a Successful Marketing Campaign

1. **Identify Your Target Audience:** Research demographics, interests, and pain points.
2. **Craft a Compelling Message:** Ensure your message resonates with your audience's needs.
3. **Select Marketing Channels:** Use social media, email, SEO, or paid ads based on audience preferences.
4. **Measure & Optimise:** Track performance metrics and adjust strategies for better results.



# Trust & Credibility.

**AI prioritises content from trustworthy sources to avoid spreading misinformation.**

How to achieve this:

- ✓ Cite sources where possible (stats, studies, expert quotes).
- ✓ Showcase expertise (mention credentials, experience, or brand authority).
- ✓ Keep content up to date (AI favors recent and relevant information).



# Trust & Credibility - Example.

## **Unverified Claim:**

"This design software is the best for creating professional graphics."

## **Credible & Trustworthy Statement:**

"According to Adobe's official website, [Photoshop is used by over 90% of creative professionals worldwide](#), making it one of the most widely adopted tools for graphic design."

**Frequently Asked Questions.**

**Products / Service Descriptions.**

**Where to utilise GEO principles?**

**Blog Posts.**

**How to Guides.**

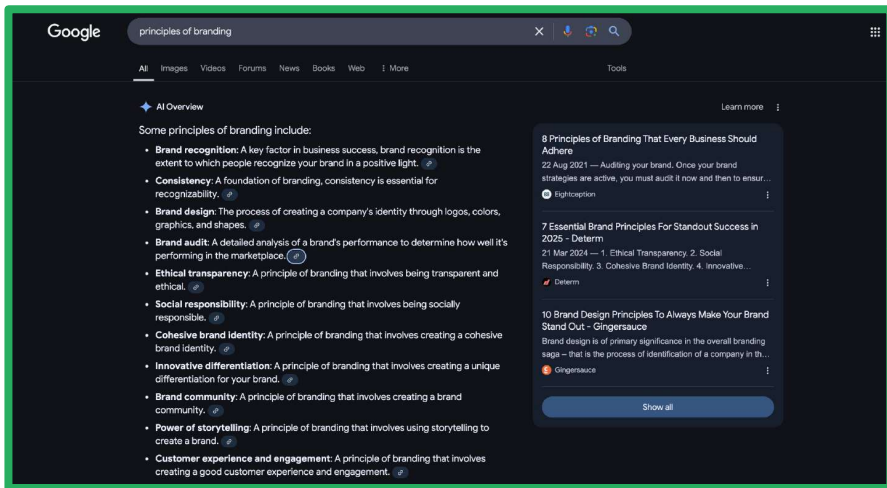
**About / Company Pages**

**Landing Pages for Specific Queries.**



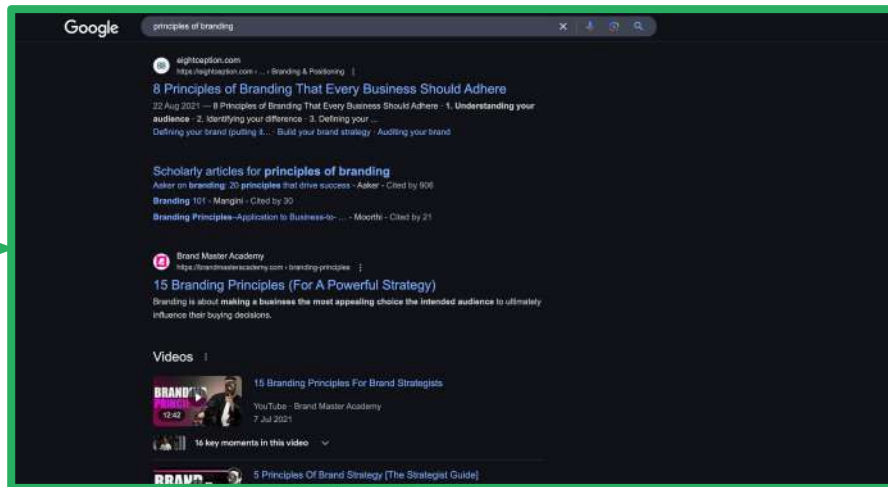
**How does GEO differ from SEO?**





GEO

SEO



Context.	SEO.	GEO.
<b>What is the purpose of it?</b>	Improve website rankings on traditional search engines.	Ensure AI generates accurate, relevant responses using your content.
<b>Who are you creating content for?</b>	Human users clicking on search results provided by search engines.	AI engines (such as Gemini, Chat GPT or Perplexity) generating answers.
<b>How to do you rank for each one?</b>	Keywords, backlinks, high quality content, technical SEO.	Keywords, AI-friendly structure, clarity, clear formatting, content depth.
<b>What structure is needed?</b>	Focuses on human-readable content, relevant to search queries.	Focuses on AI-readable content, easy for systems to summarise.



Context.	SEO.	GEO.
<b>What do you gain from it?</b>	If you rank highly for keywords and terms you will likely see an increase in organic traffic to your website.	If your content is selected in an AI overview, it can help boost your brand authority + position you as a trusted thought leader.
<b>What are the risks associated with it?</b>	AI responses are pushing search results pushed further down the results page, which means the user may not scroll down to view your content.	AI-generated responses may summarise your content so well that users may not need to visit your website for more information.



**Why should YOU care about GEO?**

**‘Around 84% of Google searches are impacted by their AI-powered "Search Generative Experience" (SGE), meaning a large number of users are seeing AI-generated summaries and overviews within their search results.’**

**[AI Overviews Now Dominate Search Results](#)**



## In summary.

- ✓ GEO, if done correctly, can provide valuable search visibility.
- ✓ SEO and GEO practices can work in tandem.
- ✓ **GEO is the future of search.**

**Any questions?**

# Contact Details

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