

SEO vs GEO

Different goals. Different platforms. Same purpose:

Get found.

SEO (Search Engine Optimisation)		GEO (Generative Engine Optimisation)	
	Helps your website rank in search engine results like Google.	 PURPOSE	Helps your content get featured in AI-generated answers like ChatGPT, Perplexity and Gemini. 
	Shows up on search engine results pages (SERPs).	 WHERE IT SHOWS UP	Shows up in AI answers, summaries and conversational results. 
	Uses keywords, backlinks, on-page SEO and technical SEO.	 HOW IT WORKS	Uses context, clarity, credibility and what AI models trust and understand. 
	Focuses on ranking pages for specific keywords.	 CONTENT FOCUS	Focuses on being the best answer to real questions. 
	Targets users who are searching for information.	 USER INTENT	Targets users who want quick, direct answers from AI. 
	Measured by rankings, clicks, traffic and conversions.	 SUCCESS METRIC	Measured by mentions in AI answers, brand visibility and citations. 
	Google, Bing, Yahoo.	 EXAMPLES	ChatGPT, Perplexity, Gemini, Claude, Microsoft Copilot. 

	SEO Gets you found in search results. It brings people to your site.		GEO Gets you mentioned in AI answers. It brings your brand into the conversation.	
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 The best strategy? Use both. SEO brings traffic. GEO builds visibility in the AI era.