

Generative Engine Optimisation

- **Traditional SEO is outdated** - AI-powered search engines like ChatGPT are changing how content gets discovered online
- **GEO defined** - Generative Engine Optimisation is optimising content to be featured inside AI-generated answers, not just search result links
- **New visibility rules** - Success is measured by being "part of the answer" rather than getting clicks or backlinks
- **Content structure matters** - Dense, keyword-stuffed SEO content is invisible to AI; content must be AI-friendly and semantically relevant
- **Direct answer format** - AI engines generate complete responses using trusted content, potentially quoting your material without showing your website

