

# 6 tips for creating GEO-friendly content



Optimize your website content — like blogs and FAQs — to get ranked highly by generative search engines.

**That means appearing in AI overviews and reaching more renters.**

## What is GEO?

GEO stands for **generative engine optimization**. It involves optimizing content for generative search engines (to land a spot in AI overviews, often at the top of search results).

# 1

### Improve on-page SEO

Optimize elements like page titles, meta descriptions and headings.

This attracts both traditional and generative search engines.

**52%** of sources in Google AI overviews also rank in the **top 10 of traditional SERPs**

# 2

### Answer common questions

Create an organized FAQ section. AI overviews favor well-structured content that addresses top user queries.

Think questions like:

*What's the best neighborhood in downtown Houston?*



# 3

### Keep it conversational

Avoid complicated, unnatural language.

Generative search engines like conversational text that mimics how people actually talk (and search).



# 4

### Format for easy scanning

Use bullet points, lists and short paragraphs (often broken up with visual elements). Generative AI works quickly, and it rewards easy-to-read sites.

**78%** of Google AI overviews show up in list form, the other **22%** are short paragraphs

# 5

### Stay current

Refresh your content on a regular basis.

Relevant, up-to-date information appeals to generative AI most.



# 6

### Focus on hyperlocal content

Use location-specific keywords. Generative search engines look for content that best matches local queries.

Example:

*Family-friendly apartments in South Beach Miami.*



## The takeaway

GEO is quickly changing how renters engage with content online.

**Are you ready to step up and stand out?**

Learn more at:

**Generative engine optimization: 6 GEO tips for every apartment marketer**

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