

# GEO

# VS.

# SEO



What's the difference between **generative engine optimization** and **search engine optimization**?



## GEO

Creating content that is ranked highly by generative search engines



## SEO

Optimizing your site to be ranked highly by traditional search engines

Both combine **sophisticated algorithms** and **artificial intelligence** to return **personalized results**, but GEO presents information in a **question-and-answer format**, often in response to more **complex questions**.

## How do you optimize for both?



### GEO

- Complex queries
- FAQ



### GEO & SEO

- Sophisticated algorithms
- AI/machine learning
- Business listings
- On-page content
- Blogging
- Social media profiles
- Structured data
- Reviews



### SEO

- Simple queries
- Backlinks

## Feel familiar?

If you have a good SEO foundation, you're already in good shape for the **future of search**.

# REACH

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