

Pro-Tip Series

2025 #2

SEO vs GEO

How to Optimize Your Small Business for Search & AI SEO (Search Engine Optimization)

SEO help websites rank higher in search results by optimizing keywords, content, and backlinks bringing in organic traffic from anywhere.

Goal: Appear on the first page of search



GEO (Generative Engine Optimization)

Optimizes content for AI tools like ChatGPT and Google Gemini.

Uses structured data, conversational language, and brand mentions to get AI models to recommend your business.

Goal: Get featured in AI-generated answers when users ask about services in your area



The How...

SEO Tips:

- *Use relevant keywords in website content.
- *Optimize meta descriptions & image alt text.
- * Keep your Google Business Profile updated.

GEO Tips:

- *Write in a conversational tone that AI tools recognize.
- * Use structured data & schema markup.
- *Ensure your business is mentioned on reputable sites such as Yelp and Trip Advisor.
- *Encourage your customers to write an online review.

Start optimizing for SEO & GEO today to make sure customers find AND choose your business!