ASPECT	SEO (SEARCH ENGINE OPTIMISATION)	GEO (GENERATIVE ENGINE OPTIMISATION)
Definition	Optimising content and websites to rank higher in traditional search engines like Google and Bing.	Shaping content to be discoverable, cited and used accurately by generative AI platforms.
Purpose	Drive organic traffic and visibility through rankings in search results.	Increase visibility, trust and brand presence within AI-generated responses.
Platforms	Google, Bing and other search engines.	ChatGPT, Gemini, Perplexity, Claude, Google AI Mode.
How Content is Ranked	Crawled, indexed and ranked based on relevance, authority, and technical performance.	Scans multiple sources and related queries to build a complete answer, summarising the most authoritative and useful content.
Optimisation Focus	Technical SEO, keyword targeting, site speed, structured data, internal linking, backlinks.	EEAT (Experience, Expertise, Authority and Trust), well-structured and factual content, topic authority, plain-language clarity, and brand credibility across the web.
Key Metrics	Organic traffic, keyword positions, CTR, bounce rate, backlinks.	Citation frequency in AI answers, visibility in AI summaries, brand mentions, referral traffic from AI platforms.
Query Style	Typically short, keyword-based queries (e.g. "best running shoes") focused on finding results to click through.	Longer, natural-language prompts with more context and personalisation (e.g. "What are the best running shoes for flat feet and daily use?"). Often part of a multi-turn conversation.
User Behaviour	Users scan search results and click through to websites for more information.	Users read summarised answers in the AI interface and may not click through unless the content is especially relevant or cited.