



GEO / AI SEARCH

How to make AI find your business

A practical guide to improve your visibility
in ChatGPT, Gemini, and Google AI.



01 • FUNDAMENTALS

What is GEO?

Generative Engine Optimization: optimizing your presence so AI systems can understand, validate, and mention your business.

SEO

Aims to improve visibility in traditional search results.

GEO

Aims to improve the likelihood of appearing as a source or recommendation in generative search experiences.

The key: it doesn't replace SEO. It expands it.



02 • ENTITY

Make your brand easy to understand

AI needs consistent signals about who you are, what you do, where you operate, and why you are relevant.

- | | |
|---|---|
| ☐ Consistent brand name | ☐ Services with dedicated pages |
| ☐ Clear service descriptions | ☐ Clearly defined locations |
| ☐ Complete About page | ☐ Authors and experts identified |
| ☐ Consistent contact information | ☐ Updated business profiles |



03 • CONTENT

Create content that answers questions

Useful content should solve specific needs and demonstrate expertise.

- ☐ Answers **real** questions
- ☐ Covers related topics
- ☐ Includes examples and data
- ☐ Avoids generic content
- ☐ Uses sources **when** appropriate
- ☐ Includes useful FAQs
- ☐ Updates outdated information
- ☐ Connect articles to services



04 • AUTHORITY

Build external signals

External mentions and references help reinforce a brand's entity and authority.

- ☐ Consistent local citations
- ☐ Authentic reviews
- ☐ Relevant directories
- ☐ Active social profiles
- ☐ Media mentions
- ☐ Links from relevant sites
- ☐ Partners and associations
- ☐ Published case studies



05 • STRUCTURED DATA

Make your website easier to understand

Use relevant Schema Markup and make sure structured information matches visible content.

- | | |
|---|---|
| ☐ Organization / LocalBusiness | ☐ BreadcrumbList |
| ☐ Service | ☐ FAQ when appropriate |
| ☐ Article | ☐ Consistent data |
| ☐ Person / Author | ☐ Regular validation |



06 • CHECKLIST

20 GEO actions to get started

Check the actions you already have implemented.

- | | |
|--|--|
| ☐ Define primary entities | ☐ Improve internal linking |
| ☐ Optimize About page | ☐ Update content |
| ☐ Optimize services | ☐ Add sources |
| ☐ Create FAQs | ☐ Cover long-tail queries |
| ☐ Publish real cases | ☐ Answer comparison queries |
| ☐ Add authors | ☐ Optimize local pages |
| ☐ Update profiles | ☐ Unify NAP |



07 • MEASUREMENT

How do you know you're making progress?

GEO requires ongoing observation. Establish a baseline and track changes.

☐ Target queries

☐ Mentioned competitors

☐ Brand mentions

☐ Pages that appear

☐ Cited sources

☐ Response sentiment

Tip: test queries using different wording, locations, and intents.



08 • CTA

Turn visibility into opportunities

Want to know how your business currently appears in search engines and AI experiences?

NEXT STEP

Solicita una estrategia SEO + GEO personalizada con AnaK SEO Lab.

anakseolab.com