SEO vs GEO:

Navigating Search in an Al-First Era

How Site Hub is keeping your brand visible today, in search engines and generative engines alike.







What is GEO?



Short Definition

GEO (Generative Engine Optimization) means optimizing your content and brand so they are cited or used by Al-powered generative engines (chatbots, LLM-based search, Al answer systems) rather than just appearing in classic search results.



Why it Matters

Discovery is shifting: users now search across many platforms, not just Google. The traditional click-through model is changing: some users may get answers directly via AI without clicking through, so brand visibility means more than rankings.



Key Takeaways

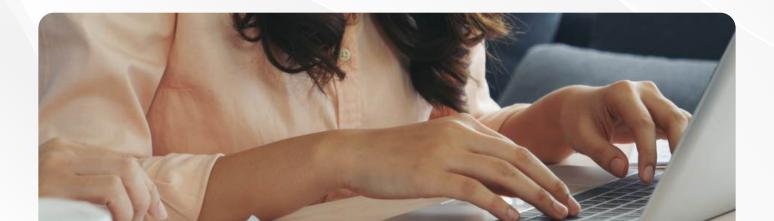
You're not only optimizing for Google/Bing: you're optimizing for how modern users ask questions and how AI answers them. Early movers in GEO have an advantage; stronger brand presence in AI surfaces in 2026 and beyond.

How GEO & SEO are Similar

Your SEO Investment Isn't Wasted

- Both aim to increase your brand's visibility and discovery by users.
- Both rely on strong content: high-quality, authority, and relevance to user intent.
- Both require a technically accessible website: crawlability, indexability, and a clean structure.
- Both involve understanding audience behaviour, queries, and intent.

Because of these overlaps, a lot of your existing SEO work (content strategy, technical SEO) provides a foundation for GEO. In fact, many sources say that if you've invested in good SEO, **you're almost all the way there.**



How GEO & SEO are Different

Beyond Traditional SEO

SEO

Visibility Metric

Ranking in organic search results, click-throughs, traffic

Discovery Surfaces

Primarily search engine results pages (SERPs) like Google/Bing

Content Structure

Keywords, backlink building, on-page optimization, domain authority

Authority Signals

Authority from backlinks and domain strength

User Journey

Keyword-centric — what are users typing?

Metrics

Rankings, organic traffic, bounce rate, domain authority

GEO

Being cited by generative engines / LLMs, appearing in Al-driven answers

Generative engines, chatbots, voice assistants, multi-platform discovery

Machine-parsable content, clear headings, structured data, FAQs, expert quotes

Brand mentions, co-citation across trusted sources, external signals

Where users search, what tasks they want to accomplish, how Al surfaces answers

Citations in generative answers, AI visibility score, prompt share, brand mentions

Why This Matters

How Site Hub Has Your Business Covered

Because your SEO foundation is solid, shifting into GEO means we're building on what works, not throwing it away. Brands that adopt GEO early will be ahead.

- Clearer brand understanding across AI tools and search experiences.
- Stronger visibility in Al-generated answers and recommendations.
- Better alignment with how real users ask questions and compare options.
- Continued return on your existing SEO and content investments.

Ready to Get Started?

Keep your existing SEO performance strong while capturing new discovery opportunities via Al.

