TRAINING
GEO (Generative Engine Optimization)

LEARNING OBJECTIVES
- Understand the principles of Generative Engine Optimization (GEO) and Large Language Model Optimization (LLMO) and their impact on search visibility
- Optimize content to improve its visibility in generative AI responses
- Master tools and strategies tailored to AI engines
- Anticipate SEO developments in the era of generative AI

TRAINING DURATION
2 days (14 hours)

TARGET AUDIENCE
Digital & Marketing professionals

PREREQUISITES
Understanding of Digital Marketing principles

ACCESS TIME
Eligibility based on application and interview with the Experience team: response within 48 hours

PRICE
- Inter-company training: €1,490 excl. VAT per person
- Intra-company / tailor-made training: on request

DETAILED PROGRAMME

- Introduction to Generative Engine Optimization (GEO) and Large Language Model Optimization (LLMO)
  - Definition and differences between GEO, LLMO and traditional SEO
  - Functioning of generative AI engines
  - Importance of GEO and LLMO for content strategies
- Optimizing content for generative AIs
  - Structuring and organizing information
  - Writing tailored to AI algorithms
  - Use of semantic entities and structured data
- Advanced GEO and LLMO strategies
  - Adapting to conversational queries
  - Impact of user engagement on visibility
  - Integrating context and personalization in generated answers
- Tools and techniques for GEO and LLMO
  - Tools for analysis and performance monitoring of GEO and LLMO
  - Automation and optimization of AI-generated content
  - Comparison between classic SEO, GEO and LLMO: synergies and differences
- Trends and perspectives in GEO and LLMO
  - Evolution of SEO towards GEO and LLMO and implications for digital marketing
  - Adapting content strategies to new AI engines
  - Upcoming innovations in the GEO and LLMO fields

Crews Education

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, participants will be able to take on roles such as GEO/LLMO/SEO Consultant, Content Manager, or Digital Marketing Specialist with a focus on AI.

They may also further their skills in AI applied to marketing and content strategy to enhance visibility and engagement online.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of powerful digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business situations

EVALUATION METHODS

- Knowledge assessment at the end of the training via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: 100%
- Individual progress rate: NA
- Interruption rate during training: 0%

ACCESSIBILITY

Accessibility for people with disabilities, RQTH status, or specific needs: please contact us to arrange an interview and offer a tailored programme:

handicap@crews-education.com

Accessibility for international participants: please contact us: international@crews-education.com

CONTACTS

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