



**crews**

Where you belong

## 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: €1,790 excl. VAT per person
- Intra-company / tailor-made training: on request

#### Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

Site Web : [www.crews-education.com](http://www.crews-education.com)



## 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



# crews

Where you belong

## **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](mailto:international@crews-education.com)

## **CONTACTS**

- By phone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: [contact@crews-education.com](mailto:contact@crews-education.com)

## **Crews Education**

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac

Tél : 04.80.81.94.50 - Email : [contact@crews-education.com](mailto:contact@crews-education.com)

Site Web : [www.crews-education.com](http://www.crews-education.com)