

STAYING VISIBLE IN THE AGE OF GEO: KEY TAKEAWAYS

Generative Engine Optimisation (GEO) has changed the rules of digital visibility. To stay relevant and visible in 2026, businesses need to rethink how they create, structure, and distribute content.

Here's what to focus on, and how...

1. OPTIMISE YOUR WEBSITE CONTENT

- Write **clear, structured, conversational content** that answers questions your audience is asking.
- Use **long-tail, question-based phrases** naturally, e.g., "What are the best running shoes for beginners?"
- Make your **content easy for AI tools to crawl**: clear headings, concise paragraphs, and well-labelled images.
- Focus on **depth over breadth**: content that demonstrates expertise, authority, and usefulness performs best.

2. DIVERSIFY YOUR CONTENT TYPES

- Incorporate **video tutorials, explainer videos, and relevant video content** into your strategy, and share on your website and YouTube
- Create **informative blog posts, FAQs, and guides** covering layered questions and real value - both for humans & AI.
- Think about how you can provide value to your clients & customers, then create content around this: it's **quality over quantity**.

3. LEVERAGE SOCIAL MEDIA & REVIEWS

- **Organic social posts** aren't just for engagement anymore: AI crawls platforms like Facebook, Instagram, LinkedIn, and YouTube, all influencing visibility.
- Gather and showcase **Google Reviews** to establish credibility.
- Encourage **positive and detailed customer feedback** to enrich content that AI can reference.

4. INTEGRATE GEO THINKING INTO PAID SEARCH

- Structure paid campaigns for **intent-driven, AI-led targeting** (Performance Max, AI Max).
- Align landing pages and ad creative with **real user questions and intent**, not just keywords.
- **Treat paid and organic as complementary:** organic builds authority for AI search to reference, while ads capture demand when users are ready to act.

5. AUDIT & REFRESH REGULARLY

- Conduct **regular content audits** to ensure pages are helpful, complete, up to date, and answer natural language questions.
- Continually **update and add new content** to maintain relevance - AI looks for the latest, most relevant info.
- Keep **internal linking clear** to help AI understand site structure and topic relationships.

THE BOTTOM LINE:

GEO rewards businesses that provide helpful, human-friendly, and multi-format content.

Combine well-structured website content, informative blogs, engaging video, social media activity, and strong customer reviews to stay visible, authoritative, and relevant in AI-driven search results.

