

It's not one or the other: your content needs to be AI*, SEO* & GEO* friendly

Your business could be extraordinary, but it doesn't matter if no one is able to discover it.

In 2026, having well-written content is no longer enough it must be designed for visibility across SEO, GEO, and AI systems.

SEO-ensures your content is indexed and discoverable.

GEO- helps structure your content so it can be understood, surfaced, and cited by AI driven platforms.

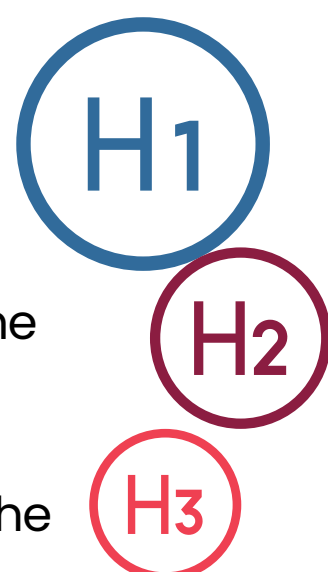
AI- then determines whether your content is selected, trusted, and included in the final answer.

Here are some best practices to consider:

1. Use Structured Headings.

AI thrives on predictability and clarity.

A consistent heading hierarchy (H1, H2, H3) establishes a clear topic structure, making it easier for AI tools to navigate and summarize the content effectively. These headings assist AI in differentiating between main topics and subtopics, thereby enhancing the likelihood of the content being included in AI-generated responses.



2. Use Natural Language

People do not remember abstract statements & neither does AI.



3. Use Clear Summaries

AI prefers content that is easy to digest & summarize. Use short paragraphs, & clearly labeled sections.



4. Your Website Is not a Brochure

Do not treat your website as a promotional brochure.

Verified hours of operation, updated events and menu's signal to both AI tools and human users that your site is dependable and up to date. Keeping your site up to date increases visibility in AI-driven platforms and also build trust with your customers.



***AI**: Artificial Intelligence

***SEO**: Search Engine Optimization

***GEO**: Generative Engine Optimization, Focuses on being the authoritative source quoted directly in AI-generated answers.