


# SEO vs GEO

 Aspects	SEO (Search Engine Optimisation)	GEO (Generative Engine Optimisation)
Target Platforms	Traditional search engines: Google, Bing, Yahoo, etc.	AI-driven generative engines: ChatGPT, Gemini, Perplexity, Deepseek etc
Ranking Method	Algorithm-based ranking using 200+ factors like keywords, links, and technical performance.	AI extraction, synthesis, and language model understanding of high-quality, relevant content.
Optimisation Focus	Keywords, backlinks, metadata, technical SEO, mobile-friendliness.	Content clarity, structure, experience, expertise, authoritativeness, trustworthiness, topical depth.
Key Metrics	Organic traffic, keyword rankings, CTR, backlink profile (quality & quantity).	Inclusion in AI-generated responses, accuracy of information, user engagement, citation frequency.
Content Focus	In-depth, keyword-rich content aligned with user search intent to drive traffic to a site.	Clear, concise, fact-based content formatted for easy extraction and summarisation by AI.
User Behaviour	Users click through to the website for answers or transactions.	Users consume information directly within the AI's response, often without visiting the source site.
Traffic Source	Website visits from search engine results pages	Citations, mentions, and inferred content usage within AI-generated outputs
Update Frequency	Influenced by search engine algorithm updates.	Influenced by AI model training cycles and prompt engineering refinements.