

AEO — Answer Engine Optimisation

Structuring content so assistants and search engines can extract a direct, accurate answer to a specific question. Narrow, tactical, question-led.

Wins the answer box.

GEO — Generative Engine Optimisation

Influencing how generative AI systems represent, cite and recommend your brand across search, chat and agentic workflows. Broad, strategic, entity-led.

Wins the citation.

Side by side

	AEO	GEO
Goal	Be the extracted answer	Be the recommended, cited source
Unit of work	The question and its answer	The entity: your brand and evidence
Typical surfaces	AI Overviews, featured snippets, voice, FAQ	ChatGPT, Gemini, Perplexity, Copilot, agents
What you produce	Clear Q&A blocks, schema, concise definitions	Original data, comparisons, third-party proof
Winning looks like	Your wording appears verbatim in the answer	You are named when buyers ask for options
Main metric	Answer capture and zero-click coverage	Citation share and prompt-level visibility

When to prioritise each

Prioritise AEO when

- Buyers ask repeatable, factual questions.
- Your pages rank but get skipped in AI answers.
- Pricing, process and eligibility need clarity.
- You need results inside 30-60 days.

Prioritise GEO when

- You are absent when AI recommends providers.
- Competitors are named and you are not.
- Buyers compare options before they contact you.
- You are building a 6-12 month moat.

AEO sits inside GEO

AEO is a tactic inside GEO. AEO targets the answer; GEO targets the model's whole understanding of your business. Run AEO for near-term capture, GEO for durable preference.

GEO — how AI represents you

AEO — the answer itself

How we run it — first 90 days

01 Diagnose

Baseline how AI answers and cites your category today, and where you are missing.

02 Build

Ship answer-ready pages, schema and original evidence the models can quote.

03 Prove

Track answer capture and citation share monthly, then double down on what moves.