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**20 FAQs
Every Marketer Should
Know About AEO, GEO
and The New SEO**



What is AEO?

AEO is optimizing your content to be the answer, not just the result, especially for voice, snippets, smart assistants and AI Overview.

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What is GEO?

GEO is about making your brand visible in AI-generated answers from tools like ChatGPT, Gemini, and Perplexity.

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Why should I care?

Because 40-60% of users now get answers without clicking, if you're not the answer, you're invisible.

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Is traditional SEO dead?

No, but it's evolving fast. You now need to optimize for both search engines and answer engines.

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What's the key difference between AEO and SEO?

SEO = rank high. AEO = answer well. AEO content is structured, precise, and focused on user intent.

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How is GEO different from AEO?

AEO targets Google's answer surfaces. GEO targets AI chat interfaces, the future of search interaction.

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Where do AI tools get their answers from?

From high-authority sources, well-structured content, and curated knowledge graphs, your site should be one of them.

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How can I appear in ChatGPT answers?

**Publish trustworthy, well-cited content. Use clear structure.
Build digital authority.**

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How does schema markup help?

It tells machines exactly what your content is about. Think of it as your content's passport to AEO and GEO.

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Should I write for humans or machines?

Both. Write with empathy and clarity, but structure it for parsing by AI.

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What tools can I use to measure AEO or GEO performance?

Track Featured Snippets, PAA (People Also Ask), voice assistant mentions, and branded citations in AI platforms.

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What's "People Also Ask" got to do with AEO?

It's one of Google's biggest answer surfaces. If your content aligns with these questions, you're in.

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Is voice search still relevant?

Absolutely. AEO plays a major role in voice results. Short, direct answers win.

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How do I optimize for ChatGPT or Gemini?

Create helpful, expert-level content. Be cited. Ensure your brand is recognizable and relevant in your niche.

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What type of content works best for AEO and GEO?

FAQs, how-tos, comparisons, definitions, listicles, and case studies, structured and scannable.

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**How long should my answers
be?**

**Think “micro content.” 40-60
words often wins the snippet.
But provide depth below the
fold.**

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How often should I update content for AEO/GEO?

Frequently. Freshness and accuracy increase trust and citation potential.

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How must content strategy evolve for the age of AEO and GEO?

Your content strategy needs to pivot towards answering specific, long-tail user queries.
See FAQ 15.

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Can I influence what ChatGPT says about my brand?

Yes, indirectly. Control your
digital footprint. Publish
accurate, helpful, and
consistent information.

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**What's one thing I should do
today?**

**Audit your top content. Reframe
it to answer questions, not just
target keywords.**

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**Need help with AEO,
GEO and SEO? DM me.**

**Comment 'AI SEO' to get
free 3-month content
calendar.**