



Optimising for AEO and GEO

Understanding AI within SEO

How AI is changing search

Over the last 18 months, Google, Microsoft, and OpenAI have rapidly integrated AI into the search, making it all the more important to consider it within your SEO and wider digital marketing strategy.

Google introduced Search Generative Experience (SGE) in 2023, which is now evolving into AI Overviews. These can now be seen on a growing number of keywords.

Microsoft has added AI-powered answers through Bing Chat, meanwhile tools like ChatGPT are becoming increasingly used in both day to day life as well as within business, often influencing how people explore topics before they even reach Google.

This is changing user behaviour:

- Less time spent clicking through multiple results
- Higher demand for clear, immediate answers
- Growing trust in AI-curated responses

For businesses, this means:

- Traditional organic traffic may drop, especially for generic or easily answerable queries
- However, **quality traffic** (people with true intent) can increase if your brand is seen as the best solution

AEO vs GEO

Feature	AEO (Answer Engine Optimisation)	GEO (Generative Engine Optimisation)
Description	Optimising for direct, structured answers	Optimising for AI systems that synthesise answers
User search style	Short, specific, question-based	Conversational, long-tail, intent-driven
Output type	Featured snippets, FAQs, how-to boxes	AI Overview paragraphs, multi-source answers
Content format	Q&A, bullet points, structured markup	In-depth, experience-led, trust-building content
Key SEO tactic	Schema markup, concise answers, clarity	E-E-A-T signals, completeness, authoritative information
Goal	<i>Be the answer</i>	<i>Be the <u>best</u> answer</i>

AEO helps your content **become the answer AI shows users**

GEO helps your content **become the source AI uses to build its answers.**

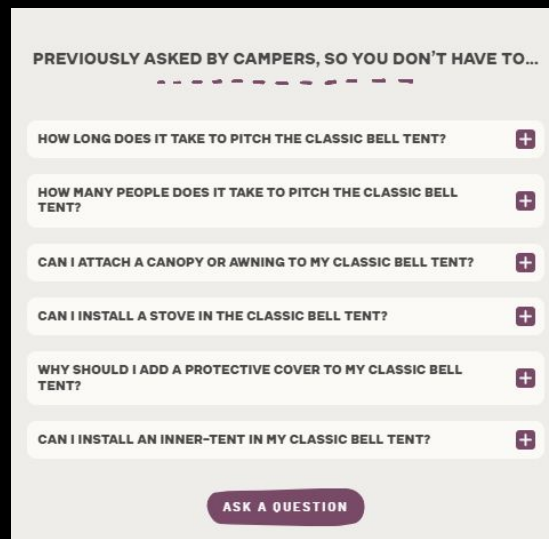
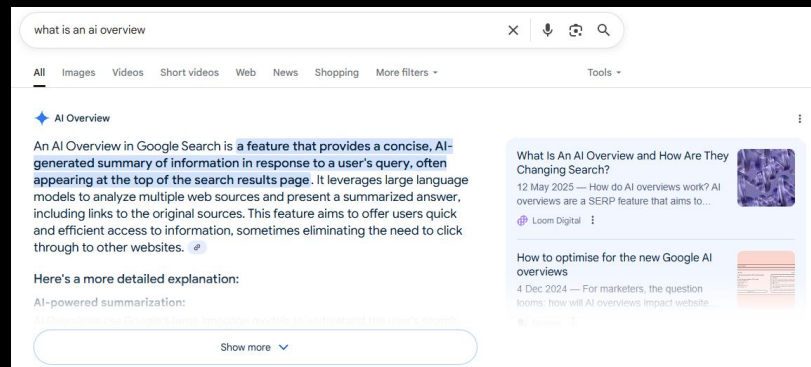
How to target AEO

AEO works best when your content provides direct, structured answers to common questions. Think of it as helping Google “copy-paste” your answer into a result.

What to Do:

- Format content in clear question and answer style
- Keep answers concise: aim for 40-60 words for snippet targets
- Make content readable with headers, lists, and correctly used keywords
- Best understood for systems like google's featured snippets
- Heavily tied to structured content, FAQs, how to guides, factual info
- Relies on topical authority, schema and clear content formatting

Business Example: A mortgage broker might target: “What is the stamp duty in Victoria?” An eCommerce site could use FAQs like: “What size screws fit this ceiling tile?”



How to target GEO

GEO is about becoming the most trustworthy, complete, and helpful source that AI models want to reference when synthesising answers.

What to do:

- Cover the topic comprehensively, not just the keyword. Consider it more conversational (long-tail)
- Build trust with strong E-E-A-T signals. Focus on demonstrating authority through experience: *Author bios, external links, accreditations, updated content, customer reviews, real-world use cases and delivery info*
- Include key decision-making info: pricing, specs, pros/cons, comparisons.
- They combine answers together from multiple sources - focus on intent
- Shifts everything towards being more credible and a helpful source - not just keyword relevant
- LLMs essentially try replicate how users would search - looking at experience, expertise, trust - reviews, ratings, in-depth content, brand signals, pricing transparency, fast delivery

What's the best shipping software for Shopify stores?

The best shipping software for Shopify stores depends on your specific needs (e.g. volume, international shipping, automation, budget). Here's a breakdown of top-rated shipping software options, highlighting their strengths for different Shopify use cases:

Software	Best For	Key Features
ShipStation	High-volume stores with multi-channel sales	Automation, discounted rates, bulk label printing, custom branding
Shippo	Startups and SMBs needing easy integration	Pay-as-you-go pricing, discounted USPS/UPS rates, global carriers
Easyship	International shipping and duty/tax calculation	Real-time shipping rates, global warehouses, tax & customs automation
ShippingEasy	SMBs seeking built-in email marketing	Automation, branded tracking, USPS discounts, email tools
ShipperHQ	Advanced shipping rate customization	Real-time rates, shipping rules (e.g. product size, location), multi-carrier
Pirate Ship	Budget-conscious users (US only)	Free to use, deeply discounted USPS/UPS rates, simple UI
AfterShip	Post-purchase experience and tracking	Branded tracking pages, delivery notifications, returns management
Ordoro	Multi-channel fulfillment + inventory	Kitting, automation, dropshipping support, inventory sync

Key Factors to Consider:

1. **Order Volume:** High-volume stores benefit most from ShipStation or Ordoro.
2. **International Shipping:** Easyship or Shippo stand out for managing customs and global carriers.
3. **Budget:** Pirate Ship is free and great for simple US-based shipping needs.
4. **Customization:** ShipperHQ offers deep shipping, \downarrow cost and rate control.
5. **Post-Purchase Experience:** AfterShip excels in customer-facing tracking and notifications.

Ask anything

+ Tools

ChatGPT can make mistakes. Check important info. See [GPT-4o Limitations](#)

Business example: For a SaaS provider: "What's the best shipping software for Shopify stores?" For eCommerce: Highlight why *your* products are better — speed of delivery, unique materials, bulk discounts, top reviews.

Future proofing for AI

Prioritise recommendation worthy content

Chat-GPT works in a similar way a human would if they were to recommend anything - trust signals.

We need to be clearly demonstrating our products are worth buying, and we can do this using descriptive and informative content, reviews, product-highlights, and using structured data.

Think about conversational language

We need to consider how our content on-site aligns with conversational prompts and not keyword-heavy queries.

This also poses the problem of optimising for different platforms, as we don't want to de-optmise for Google.

We can do this by ensuring we're answering questions the audience is asking (using website search data, GSC, etc.) and making sure page structures flow naturally.

Continue alongside primary SEO optimisation

While it's beneficial to be targeting towards AI search, a lot of how AI determines strong answers comes from standard SEO practices.

By ensuring you have a technically sound website, produce good quality topical content and build a strong brand, this will continue to help in the long run as AI expands.

How to monitor your success

What to track:

- Featured snippets: Check Google Search Console -> Performance -> Search Appearance
- AI overview mentions: Run prompts in incognito/AI tools to spot inclusions
- Engagement metrics: Higher dwell time, lower bounce on trusted content
- Brand searches: If GEO works, people will start Googling **you** more
- Review growth: Especially for ecommerce, track volume and rating trends

AI citations ⁱ		
Platform	Citations	Pages
 AI Overview	8.4K +1.6K	515 +217
 ChatGPT	3.3K +3.3K	2.9K +2.9K
 Perplexity	3.2K +3.2K	1.9K +1.9K
 Gemini	729 +729	647 +647
 Copilot	1.7K +1.7K	1.3K +1.3K

A variety of tools are becoming more proficient in showing AI citation progress. The above screenshot is taken from Ahrefs - showing how many citations have appeared, through the content on X number of pages

Facts, figures and additional resources

Facts and figures

- AI overviews appear for around 18% of all queries in the UK
- Google still receives over 373x more searches than ChatGPT
- AI overviews have caused a huge CTR drop for top ranking pages (similar to how featured snippets did initially as well) - with questions being answered. 34% drop in a study that was done across 300,000 terms
- 75% of AIO citations pulled from top 12 ranking pages
- 52% of AIO citations pulled from top 10 ranking pages
- 5.6% of desktop search traffic in the US now goes to LLM platforms (so it's still a small percentage, but growing massively - doubled in the last year)
- 60% of searches in LLM platforms are classed as zero-click' as users get their answer

Additional resources

- [SEO vs GEO: What's the difference? | Embryo](#)
- [Google is 373x bigger than ChatGPT | Search Engine Land](#)
- [Generative Engine Optimization \(GEO\) vs Search Engine Optimization \(SEO\) | SEOAI](#)
- [What is generative engine optimization \(GEO\)? | Search Engine Land](#)
- [What's Generative Engine Optimization \(GEO\) & How To Do It | Foundation Lab](#)
- [Answer Engine Optimization \(AEO\): The Comprehensive Guide for 2025 | CXL](#)

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