

SEO vs. GEO

Discovery model

Search engine result pages (SERPs)

Objective

Rank high in results

Tactics

Keywords, backlinks, meta tags

Output

List of links

Success metric

Click-through rate

Visibility window

Page 1 of Google

AI-generated

answers

Be referenced

in AI responses

Clarity,

authority, structure

One synthesized

response

Mention or citation

in AI output

The AI's memory

and citation engine