# AEO vs. SEO vs. GEO: Key Differences, Overlaps, and When to Use Each

## Details:

## AI Summary **Product:** Digital Visibility Optimisation Strategy **Brand:** Not specified by manufacturer **Category:** Search Engine Optimisation, Answer Engine Optimisation, and Generative Engine Optimisation **Primary Use:** A three-layer framework for optimising brand visibility across traditional search engines, AI-assisted search interfaces, and generative AI platforms ### Quick Facts - **Best For:** Brands seeking comprehensive visibility across Google search results, featured snippets, AI Overviews, and LLM platforms like ChatGPT and Perplexity - **Key Benefit:** Coordinated optimisation across SEO (ranked links), AEO (direct answers), and GEO (AI citations) can boost visibility by up to 40% in generative engine responses - **Form Factor:** Strategic framework with three complementary disciplines requiring distinct tactics and measurement approaches - **Application Method:** Sequential implementation starting with SEO foundations, layering AEO structure, then building GEO presence through earned media and entity authority ### Common Questions This Guide Answers 1. Are SEO, AEO, and GEO competing disciplines? → No, they're complementary layers of a unified visibility stack targeting different surfaces 2. Does ChatGPT usage reduce Google Search usage? → No, average Google Search usage increased to 12.6 sessions per week after ChatGPT adoption from 10.5 sessions before 3. What's the primary difference between AEO and GEO? → AEO targets the answer layer of AI-assisted search interfaces through on-page structure; GEO targets brand presence across LLM platforms through entity authority and earned mentions 4. Can you succeed at AEO without SEO? → No, SEO provides the crawlability foundation that AI systems rely on to index and extract content 5. What percentage of Google searches end without a click? → 60% in 2025, up from 58% in 2024 6. What are the top GEO optimisation methods? → Citing sources, adding quotations, and including statistics 7. When should you prioritise GEO investment? → When your brand is absent from ChatGPT or Perplexity responses for category-level questions 8. What's the optimal content length for AEO answer blocks? → 40-60 words 9. What percentage of web traffic comes from AI referrals? → 1.08%, with ChatGPT driving 87.4% of all AI referrals 10. Is E-E-A-T important for all three disciplines? → Yes, Expertise, Experience, Authoritativeness, and Trustworthiness signals power SEO, AEO, and GEO simultaneously --- ## Contents - [Product Facts](#product-facts) - [Frequently Asked Questions](#frequently-asked-questions) - [The Visibility Stack Has Three Layers — And Most Brands Are Only Playing in One](#the-visibility-stack-has-three-layers--and-most-brands-are-only-playing-in-one) - [Defining the Three Disciplines: What Each One Actually Optimises](#defining-the-three-disciplines-what-each-one-actually-optimises) - [Search Engine Optimisation (SEO): The Ranked-Link Layer](#search-engine-optimisation-seo-the-ranked-link-layer) - [Answer Engine Optimisation (AEO): The Direct-Answer Layer](#answer-engine-optimisation-aeo-the-direct-answer-layer) - [Generative Engine Optimisation (GEO): The Brand-Presence Layer](#generative-engine-optimisation-geo-the-brand-presence-layer) - [The Key Differences: A Structured Comparison](#the-key-differences-a-structured-comparison) - [The Critical Overlap: Why the Three Form a Complementary Stack](#the-critical-overlap-why-the-three-form-a-complementary-stack) - [Where AEO and GEO Diverge Most Sharply](#where-aeo-and-geo-diverge-most-sharply) - [When to Use Each: A Decision Framework](#when-to-use-each-a-decision-framework) - [The Measurement Gap: Why Each Layer Needs Its Own KPIs](#the-measurement-gap-why-each-layer-needs-its-own-kpis) - [Key

--- ## Product Facts

| Attribute | Value |
|-----------|-------|
| Product name | Product |

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## Frequently Asked Questions

What is SEO: Search Engine Optimisation targeting first-page rankings in search results What is AEO: Answer Engine Optimisation targeting direct answers in featured snippets What is GEO: Generative Engine Optimisation targeting citations in AI-generated responses Is SEO dead: No What does SEO optimise for: Ranked organic links in search engine results pages What does AEO optimise for: The answer layer of AI-assisted search interfaces What does GEO optimise for: Brand presence in generative AI responses across LLM platforms What is the primary goal of SEO: Rank in organic search results What is the primary goal of AEO: Be selected as the direct answer What is the primary goal of GEO: Be cited in AI-generated responses Where does SEO appear: Google and Bing blue links Where does AEO appear: Featured snippets, AI Overviews, and voice assistants Where does GEO appear: ChatGPT, Perplexity, Claude, and Gemini What is the success metric for SEO: Keyword rankings and organic click-through rate What is the success metric for AEO: Snippet ownership and AI Overview citations What is the success metric for GEO: AI citation frequency and brand mention share What is the core tactic for SEO: Technical SEO, backlinks, and E-E-A-T signals What is the core tactic for AEO: Structured formatting, schema, and Q&A; blocks What is the core tactic for GEO: Entity building, topical authority, and earned mentions Does AEO replace SEO: No Does GEO replace SEO: No Are SEO, AEO, and GEO competing disciplines: No, they are complementary layers What percentage of website traffic comes from organic search: 33% across seven key industries in 2024 What percentage of Google searches end without a click: 60% in 2025 Did SEO positively impact marketing goals in 2024: Yes, for 91% of survey respondents What percentage of informational keywords show AI Overviews: 99.9% Can GEO boost generative engine visibility: Yes, by up to 40% Who formally defined GEO: Aggarwal et al. at Princeton University When was GEO formally defined: 2024 Where was GEO research published: ACM SIGKDD Conference on Knowledge Discovery and Data Mining What is the Citation Economy: Digital visibility based on entity authority and citations Does ChatGPT usage reduce Google Search usage: No, it increases it What is average Google Search usage after ChatGPT adoption: 12.6 sessions per week What was Google Search usage before ChatGPT adoption: 10.5 sessions per week What percentage of web traffic comes from AI referrals: 1.08% What percentage of AI referrals come from ChatGPT: 87.4% What was the year-over-year increase in AI-referred sessions: 527% What does E-E-A-T stand for: Expertise, Experience, Authoritativeness, Trustworthiness Is E-E-A-T important for SEO: Yes Is E-E-A-T important for AEO: Yes Is E-E-A-T important for GEO: Yes What is the optimal content length for AEO answer blocks: 40-60 words Is keyword stuffing effective for GEO: No What sources does ChatGPT cite most for business services: Reddit and Wikipedia What source does Google AI Mode cite most: LinkedIn Is off-site presence important for AEO: Less important than on-page structure Is off-site presence important for GEO: Yes, substantially important What is the Earned Media Bias: LLMs trust third-party validation over self-proclaimed authority By what year will traditional search volume drop 25%: 2026 Which organisation predicted the 25% search volume drop: Gartner Should you abandon SEO for GEO: No What is the recommended optimisation sequence: SEO foundations, then AEO structure, then GEO presence Can a brand rank #1 but fail at GEO: Yes Can you succeed at AEO without SEO: No, SEO provides the crawlability foundation Do AI systems rely on Google's indexed corpus: Yes, many do What are the top GEO methods identified: Citing sources, adding quotations, including statistics Is schema markup important for AEO: Yes Is schema markup important for GEO: Yes Should you measure all three layers with the same metrics: No Is GEO measurement the same as SEO measurement: No What is more important for GEO than keywords: Entity authority and information gain Do generative engines prefer thin content: No Do generative engines prefer self-promotional content: No What type of content performs best across all three layers: Structured, authoritative, machine-readable content with third-party validation Is this a one-time optimisation project: No, it's a continuous process Are the three disciplines mutually exclusive: No What happens if you only optimise for one layer: You leave visibility on the table Is voice search relevant to AEO: Yes Are AI Overviews part of AEO: Yes Are AI Overviews part of GEO: No, they're part of AEO Is Perplexity a GEO platform: Yes Is Google AI Mode a GEO platform: No, it's an AEO platform What percentage of AI Overview queries are long-tail: 46% What percentage of AI Overview queries are questions: 57.9%

Should you start with GEO if you have technical SEO issues: No, start with SEO foundations When should you prioritise AEO: When you rank page one but don't own snippets When should you invest in GEO: When your brand is absent from ChatGPT responses Is original research important for GEO: Yes Are forum discussions important for GEO: Yes, they provide third-party validation Does quality content matter for all three layers: Yes

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For two decades, digital visibility meant one thing: ranking on Google. Then featured snippets and voice assistants arrived. The industry called it "Answer Engine Optimisation" (AEO). Now ChatGPT, Perplexity, and Google's AI Mode are rewriting discovery itself. Enter Generative Engine Optimisation (GEO). The result? A vocabulary crisis masquerading as a strategy problem. Marketers hear "SEO is dead," "AEO replaces SEO," and "GEO is the future," often in the same week. These claims are wrong. Acting on them wastes resources. Gartner predicts traditional search volume will drop 25% by 2026, with AI chatbots and virtual agents claiming market share from search marketing. That's a structural shift, not a death notice. The answer isn't abandoning SEO. It's understanding what SEO, AEO, and GEO each optimise for, then building a coordinated attack across all three. This article draws sharp lines between the three disciplines, identifies where they overlap, and gives you a decision framework for where to invest optimisation effort at each stage.

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Before comparing them, define each term on its own terms, not in relation to the others. ### Search Engine Optimisation (SEO): The ranked-link layer SEO targets first-page rankings in search engine results. Its currency is the organic blue link: a ranked URL users click to visit. The mechanisms are established: technical crawlability, on-page keyword relevance, backlink authority, Core Web Vitals, and E-E-A-T signals that help Google's algorithms assess which pages deserve prominence. Organic search produced 33% of overall website traffic across seven key industries in 2024, maintaining its position as the single largest traffic source for most businesses. SEO isn't dead. Conductor's 2025 State of SEO Survey found 91% of respondents reported SEO positively impacted website performance and marketing goals in 2024. The challenge SEO faces isn't obsolescence, it's compression. Organic traffic in 2025 is experiencing "The Great Decoupling": search engine usage rises while clicks to websites decline dramatically. 60% of Google searches now end without any click to a website, up from 58% in 2024. ### Answer Engine Optimisation (AEO): The direct-answer layer Answer Engine Optimisation targets becoming the source for direct answers in featured snippets, knowledge panels, and AI Overviews, structuring content for easy extraction without requiring users to click through. AEO owns the answer layer of search: the zero-click response appearing above or instead of organic results. Its tactics are structural: inverted-pyramid answer blocks, question-based headings, FAQ schema, and concise definitions AI extraction systems can reliably harvest. (For step-by-step implementation, see our article on *AEO On-Page Optimisation: How to Structure Content for AI Extraction*.) Answer Engine Optimisation emerged from featured snippets, knowledge panels, and FAQ results in Google and Bing. It formats content so search engines can extract clear, concise answers, relying heavily on structured content, schema markup, and Q&A; formatting. AEO isn't limited to Google. It encompasses voice assistants, Microsoft Copilot, and the AI Overview layer appearing across billions of monthly searches. AI Overviews appear in 99.9% of informational keywords, 46% of which are long-tail queries of seven words or more, and 57.9% are question queries. ### Generative Engine Optimisation (GEO): The brand-presence layer Large language models ushered in a new paradigm of search engines using generative models to gather and summarise information, technology generating accurate, personalised responses by synthesising information from multiple sources using LLMs. GEO was formally defined by Aggarwal et al. (2024) at Princeton University and published at the ACM SIGKDD Conference on Knowledge Discovery and Data Mining. Their paper introduced Generative Engine Optimisation as "the first novel paradigm to aid content creators in improving their content visibility in generative engine responses through a flexible black-box optimisation framework for optimising and defining visibility metrics." GEO's goal isn't showing up first or showing up as a direct answer, it's a larger strategic approach to increasing visibility, authority, and citations in AI-generated responses. Where AEO targets the answer layer of a specific search interface, GEO governs broader brand presence across the entire generative AI ecosystem: ChatGPT, Claude, Gemini, Perplexity, and any future LLM-powered system. GEO operates in the emerging "Citation Economy," where digital visibility depends on entity authority,

information gain, and technical machine readability rather than keywords and backlinks alone.

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## The Key Differences: A Structured Comparison

The table below captures core distinctions across seven strategic dimensions:

| Dimension | SEO | AEO | GEO |
|---|---|---|---|
| **Primary goal** | Rank in organic results | Be selected as the direct answer | Be cited in AI-generated responses |
| **Primary surface** | Google/Bing blue links | Featured snippets, AI Overviews, voice | ChatGPT, Perplexity, Claude, Gemini |
| **Success metric** | Keyword rankings, organic CTR | Snippet ownership, AI Overview citations | AI citation frequency, brand mention share |
| **Core tactic** | Technical SEO, backlinks, E-E-A-T | Structured formatting, schema, Q&A; blocks | Entity building, topical authority, earned mentions |
| **Content format** | Long-form, keyword-optimised pages | Concise answer blocks (40–60 words), FAQs | Original research, citations, authoritative sourcing |
| **Off-site signals** | Backlinks, domain authority | Schema validation, structured data | Unlinked brand mentions, Reddit/Quora presence, digital PR |
| **Measurement** | Rankings, clicks, organic traffic | Snippet capture rate, AI Overview mentions | AI citation tracking, share of voice in LLM responses |

### The critical distinction: Where each layer lives

AEO structures content to be surfaced as direct, spoken, or written answers in AI Overviews and voice assistants. GEO ensures content can be understood, cited, and incorporated into the responses of generative AI systems and LLMs. The practical implication: a brand can rank #1 on Google (SEO success), appear in an AI Overview for a specific query (AEO success), and yet be completely absent when a user asks ChatGPT to recommend vendors in their category (GEO failure). Three separate visibility problems requiring three separate, though related, solutions. As one industry practitioner put it: "Where AEO is about formatting answers, GEO is about earning them. AI engines don't just pull from your site, they assemble narratives from third-party mentions, reviews, forums, publishers, and affiliates. Your visibility isn't just about what you say, but where and how others validate it."

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## The Critical Overlap: Why the Three Form a Complementary Stack

Despite their differences, SEO, AEO, and GEO share foundational substrate. Understanding this overlap prevents the costly mistake of abandoning one discipline to chase another.

### SEO is the crawlability foundation for AEO and GEO

Strong SEO remains one of the most reliable ways to make sure your content can be found, understood, and considered by generative AI tools. Research from Semrush shows AI-generated answers often pull from content already ranking highly in Google search results, suggesting overlap between what Google considers high-quality content and what generative models are more likely to cite. This isn't coincidence. Google's crawler indexes the web; many AI systems, including those powering Perplexity and Bing-based tools, rely on that same indexed corpus. A page that cannot be crawled, cannot load quickly, or lacks basic on-page structure is invisible to every layer of the visibility stack simultaneously.

### E-E-A-T signals power all three disciplines

The E-E-A-T framework (Expertise, Experience, Authoritativeness, Trustworthiness) is critical for all three optimisation methods, ensuring credible and authoritative content. Google's quality raters use it to evaluate ranked pages; AI systems use the same signals to assess citation-worthiness. An author bio with verifiable credentials, a page with cited sources, and a brand with consistent entity information across the web all benefit SEO, AEO, and GEO simultaneously. (For a deep dive into these signals, see our guide on *E-E-A-T Signals for AEO: How to Build the Authority AI Systems Trust and Cite*.)

### The Citation Economy rewards the same content qualities

Through rigorous evaluation, Princeton GEO research demonstrated GEO can boost visibility by up to 40% in generative engine responses, and that efficacy varies across domains, which means domain-specific optimisation methods matter. The top-performing GEO methods identified (citing sources, adding quotations, and including statistics) are precisely the practices that also improve E-E-A-T scores for SEO. The disciplines reinforce each other.

### Semrush data: AI search expands, not replaces, search behaviour

A common fear is that AI search cannibalises search. The data doesn't support this. Average Google Search usage actually increased to 12.6 sessions per week after people began using ChatGPT, compared to 10.5 weekly sessions before ChatGPT adoption, according to Semrush research. Users are adding AI tools to their information-seeking behaviour, not substituting them wholesale. SEO remains important because generative engines rely on the same authority, clarity, and relevance signals that search algorithms have always valued, and together, SEO, AEO, and GEO form a unified strategy that keeps brands discoverable across traditional search, conversational AI, and generative platforms.

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## Where AEO and GEO Diverge Most Sharply

While the overlap is real, the differences between AEO and GEO

become most pronounced at the platform and tactic level. ### Platform targeting AEO targets Google, Bing, and other traditional search results that include structured answers. GEO targets LLMs like ChatGPT, Gemini, Claude, and Perplexity, which deliver conversational responses rather than ranked lists. This matters because the citation ecosystems of these platforms differ substantially. For business and professional services, ChatGPT mostly cites Reddit and Wikipedia (each referenced more than once per prompt on average), with industry-specific sources like TechRadar and Forbes also featuring prominently. Meanwhile, Google AI Mode mostly cites LinkedIn, followed by Google's own properties and Yelp. A platform-agnostic strategy underperforms on every platform. (For platform-specific tactics, see our *Platform-by-Platform AEO Guide*.) ### The role of off-site presence AEO success is primarily determined by on-page structure and schema implementation. GEO success is substantially determined by off-site presence: where and how your brand is mentioned across the web. One of the most consistent findings in GEO research is the "Earned Media Bias": generative engines are sceptical of self-proclaimed authority. A brand claiming authority on its own homepage carries significantly less weight than independent reviews, news articles, and forum discussions stating the same, because LLMs are trained to identify patterns of consensus and view third-party validation as a proxy for truth. ### Taxonomy clarity: A note on overlapping terms This area is so new there's no common taxonomy. Agencies, publishers, marketers, and SEO specialists have adopted different acronyms (AEO, GEO, and GSO, for starters), and in many contexts they describe the same trend. For clarity, this article uses the following working definitions: - **AEO** = optimising for the answer layer of AI-assisted search interfaces (AI Overviews, voice, featured snippets) - **GEO** = optimising for brand presence in generative AI responses across LLM-native platforms (ChatGPT, Perplexity, Claude, Gemini) - **SEO** = optimising for ranked organic links in search engine results pages Where industry usage conflates AEO and GEO, the distinction still matters strategically: the tactics, platforms, and measurement frameworks differ enough to warrant separate planning. --- ## When to Use Each: A Decision Framework The question practitioners ask most often isn't "what is the difference?" but "where should I invest first?" The answer depends on your current visibility baseline, your audience's search behaviour, and your organisational capacity. ### Start with SEO if: - Your site has significant technical crawlability issues (slow load times, broken internal links, thin pages) - You have no established domain authority or backlink profile - Your target audience still relies primarily on Google for discovery - You're in a category where AI Overviews have low penetration (e.g., local search, real estate, transactional shopping) ### Prioritise AEO if: - You rank on page one for key queries but don't own the featured snippet or AI Overview - Your content answers specific, high-intent questions but isn't structured for extraction - You compete in informational categories where AI Overviews appear in 99.9% of informational keywords - Voice search is a meaningful discovery channel for your audience ### Invest in GEO if: - Your brand is absent from ChatGPT or Perplexity responses when users ask category-level questions - You operate in a considered-purchase category where buyers research with AI before entering a search funnel - ChatGPT drives 87.4% of all AI referrals and you have no presence in its citation ecosystem - You're building long-term brand authority, not just chasing short-term traffic ### The practical reality: All three, sequenced When optimising your content, you aren't just applying SEO, AEO, or GEO tactics in isolation. Each one helps you show up in a different part of the search journey, and the advantage comes from stacking them, not choosing between them. The optimal sequence for most organisations: 1. Establish SEO foundations (technical health, crawlability, domain authority) 2. Layer AEO structure onto high-traffic, high-intent pages (schema, answer blocks, FAQ sections) 3. Build GEO presence through earned media, original research, and cross-platform brand authority This isn't a one-time project, it's a continuous visibility stack that compounds over time. (For a step-by-step audit process, see our *AEO Audit: How to Assess and Fix Your Current AI Search Visibility Gaps*.) --- ## The Measurement Gap: Why Each Layer Needs Its Own KPIs One of the most common errors in multi-discipline optimisation is measuring all three layers with the same metrics. Measuring GEO is very different from measuring SEO. It's less about rankings and clicks and more about understanding how often your brand shows up inside AI-generated answers. Traditional metrics (organic traffic, keyword rankings, conversion rates) remain essential. But marketing leaders should add AEO-specific metrics: brand mention frequency in AI responses, citation rates across different AI platforms, and share of voice in AI-generated answers for core topics. The current state of AI referral traffic warrants honest

framing: 1.08% of all web traffic currently comes from AI referrals, with ChatGPT driving 87.4% of all AI referrals across the dataset. However, AI-referred sessions saw a 527% year-over-year increase according to Search Engine Land's August 2025 analysis, demonstrating exponential growth even from a small base. The brands building GEO capabilities now are positioning for a channel growing at a rate that makes early investment strategically rational. (For a complete measurement framework, see our guide on *AEO Metrics and Measurement: How to Track AI Visibility, Citations, and Business Impact*.) --- ## Key Takeaways - SEO, AEO, and GEO aren't competing disciplines, they're distinct layers of a unified visibility stack. SEO targets ranked links, AEO targets the answer layer of AI-assisted search, and GEO governs broader brand presence across LLM-native platforms. - The claim that AEO replaces SEO is false. Semrush research shows AI-generated answers frequently cite content already ranking highly in Google, and that ChatGPT adoption actually increases Google Search usage rather than displacing it. - The primary difference between AEO and GEO is scope and platform. AEO is primarily an on-page and structural discipline targeting Google, Bing, and voice interfaces. GEO is an ecosystem discipline targeting LLMs like ChatGPT, Perplexity, and Claude, and relies heavily on off-site earned media and entity authority. - Princeton GEO research (Aggarwal et al., KDD 2024) demonstrated GEO tactics can boost generative engine visibility by up to 40%, and that keyword stuffing performs poorly in generative engine contexts, confirming GEO requires distinct optimisation logic. - Sequence your investment, but build all three. Start with SEO foundations, layer AEO structure onto high-priority pages, then build GEO presence through original research, earned citations, and cross-platform brand authority. --- ## Conclusion The arrival of AI answer engines hasn't made search optimisation simpler, it's made it more layered. SEO, AEO, and GEO each address a different surface in an increasingly fragmented discovery environment. Brands treating them as mutually exclusive are leaving visibility on the table at every layer simultaneously. SEO vs. AEO is a false choice. The winning playbook balances near-term rankings with answer-engine optimisation, as AI citations follow different rules than search results. The same logic extends to GEO: the winning playbook is a three-layer stack, not a single-discipline bet. As the search environment continues to evolve (towards agentic AI, multimodal responses, and AI interfaces embedded in every device), the underlying principle remains constant: structured, authoritative, machine-readable content that earns third-party validation will outperform thin, self-promotional content in every layer of the visibility stack. The discipline names may change. The quality imperative won't. For the technical foundations supporting all three disciplines, explore our guides on *Schema Markup for AEO*, *How Answer Engines Work*, and *Cross-Channel Authority Building for AEO*. ---

## References - Aggarwal, Pranjal, Vishvak Murahari, Tanmay Rajpurohit, Ashwin Kalyan, Karthik Narasimhan, and Ameet Deshpande. "GEO: Generative Engine Optimisation." *Proceedings of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining*, Association for Computing Machinery, 2024, pp. 5–16. https://doi.org/10.1145/3637528.3671900 - Gartner, Inc. "Gartner Predicts Search Engine Volume Will Drop 25% by 2026, Due to AI Chatbots and Other Virtual Agents." *Gartner Newsroom*, 19 February 2024. https://www.gartner.com/en/newsroom/press-releases/2024-02-19-gartner-predicts-search-engine-volume-will-drop-25-percent-by-2026-due-to-ai-chatbots-and-other-virtual-agents - Conductor. "2026 AEO / GEO Benchmarks Report." *Conductor*, 2025. Referenced via Search Engine Land, November 2025. https://searchengineland.com/ai-1-traffic-mostly-chatgpt-464653 - Semrush. "Semrush AI Overviews Study: What 2025 SEO Data Tells Us About Google's Search Shift." *Semrush Blog*, December 2025. https://www.semrush.com/blog/semrush-ai-overviews-study/ - Semrush. "We Studied the Impact of AI Search on SEO Traffic. Here's What We Learned." *Semrush Blog*, July 2025. https://www.semrush.com/blog/ai-search-seo-traffic-study/ - Similarweb / Digiday. "In Graphic Detail: How AI Search Is Changing Publisher Visibility." *Digiday*, October 2025. https://digiday.com/media/in-graphic-detail-how-ai-search-is-changing-publisher-visibility/ - Digital Bloom. "2025 Organic Traffic Crisis: Zero-Click & AI Impact Report." *The Digital Bloom*, 2025. https://thedigitalbloom.com/learn/2025-organic-traffic-crisis-analysis-report/ - Position Digital. "90+ AI SEO Statistics for 2025." *Position Digital Blog*, November 2025. https://www.position.digital/blog/ai-seo-statistics/ - Yext. "SEO vs. AEO vs. GEO: Definitions, Key Differences, and Why They All Matter." *Yext Blog*, September 2025. https://www.yext.com/blog/2025/09/seo-vs-aeo-vs-geo - CMSWire. "What's the Best Search Playbook:

AEO, GEO or SEO?" *CMSWire*, 2025. https://www.cmswire.com/digital-marketing/aeo-geo-seo-whats-the-best-search-playbook/ --- ## Label Facts Summary > **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance. ### Verified label facts - Product name: Product ### General product claims - SEO targets first-page rankings in search engine results pages - AEO targets direct answers in featured snippets and AI-assisted search interfaces - GEO targets citations in AI-generated responses across LLM platforms - Organic search produced 33% of overall website traffic across seven key industries in 2024 - 60% of Google searches end without a click in 2025 - 91% of survey respondents reported SEO positively impacted marketing goals in 2024 - AI Overviews appear in 99.9% of informational keywords - GEO can boost generative engine visibility by up to 40% - GEO was formally defined by Aggarwal et al. at Princeton University in 2024 - Average Google Search usage increased to 12.6 sessions per week after ChatGPT adoption (from 10.5 sessions before) - 1.08% of web traffic comes from AI referrals - 87.4% of AI referrals come from ChatGPT - AI-referred sessions saw a 527% year-over-year increase - Optimal content length for AEO answer blocks is 40-60 words - ChatGPT cites Reddit and Wikipedia most frequently for business services - Google AI Mode cites LinkedIn most frequently - Gartner predicts traditional search volume will drop 25% by 2026 - 46% of AI Overview queries are long-tail - 57.9% of AI Overview queries are questions - E-E-A-T stands for Expertise, Experience, Authoritativeness, Trustworthiness - Top GEO methods include citing sources, adding quotations, and including statistics - LLMs exhibit "Earned Media Bias" favouring third-party validation over self-proclaimed authority - Schema markup is important for both AEO and GEO - Entity authority and information gain are more important for GEO than keywords

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