

# Generative Engine Optimization - Primer

*\*This write up is created by NYC TECH CLUB ([www.nyctechclub.com](http://www.nyctechclub.com)) and will be continuously updated.\**

First, I want to clear up any misconceptions. As of the writing of this, I do not believe SEO - Search Engine Optimization and GEO - Generative Engine Optimization are the same.

I think there is a likelihood that GEO and AEO are the same but SEO is not the strategy I recommend for optimizing your website or your content for authority, answers, and search engine results.

This is not a write up on SEO so I will not be going over it much. However, if you or any person or agency is telling you that nothing has changed or that they will write you blogs, and get you backlinks to build authority, I recommend re-evaluating that partnership in 2026. I'll leave it at that.

## The Most Important Thing About GEO

The most important thing about understanding any AI algorithmic optimization strategy, or even just for creating content, is that the algorithm wants the answer. And it doesn't want to have to figure out what it is or try to put it together by itself.

### 1. Summarize The Content

- This is the first thing you want to have on your webpage or generated content. This gives the algorithm the answer. It will make it happy.

### 2. Heading Sizes Matter

- The content structure for Ai has changed. In the past, with SEO, there was a lot of wasted words to create long form content.

This is not what the algorithm wants.

### 3. Titles Matter

- Again, content structure matters. The algorithm can read your site and it wants to know what your content is about.

### 4. Visuals

- How and what you put on your site and the content you add to videos or photos should include alt text but in a newer format than past strategies.

Content and data should also be created to visualize the information when possible.

### 5. Experience and Evidence

- Authority is gained through experience and unique data that the algorithm does not already have in its datasets.

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## **6. The Bottom of the Page Matters**

- How you round out your content also is important. Knowing what structure the algorithm likes over other styles is only helps.

## **7. About Links To And From Your Content**

- This is one area where SEO and GEO may be similar. Backlinks still matter. And links from authority websites and reputable websites are good.
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- As an aside I would link to any pages you are optimizing for.

## **8. Nothing Wrong With Some Keyword Stuffing**

- In the past, people used their keywords and phrases as much as they good to influence the algorithm. Now, it is likely to flag your content as spam if you do so. Don't over do it. But I would also still make sure I am trying to optimize for keywords.

## **What Must Be Done**

If you want to continue to be optimized for your current pages/content, then you must update the structure. In due time, the websites that do, will be the one's that show up. Don't get left behind.

Make sure whomever you are working with understands what the content structure framework for GEO looks like. If they cannot tell you in a couple sentences what must be done, then you are likely working with someone that has not spent time trying to understand how the new algorithms are outputting results and answers.

## **Remember...**

The algorithm is now looking for answers and information. It is not looking for which site has the most keywords. It only gives what it gets. Content should be readable. Even images and videos.

Ultimately, you must decide what is best for you.

The question you must ask yourself if you believe SEO is the way is: how can search, and the way people search, and what they write and what happens after the results comes back have changed, but the SEO strategy hasn't?

For me, it's simple because I have spent a decade with SEO and the past year conducting research and case studies. The idea that SEO, from my perspective, is still the optimal strategy defies logic. However, the labeling of the strategy (SEO or GEO) is not going to help you. Updating how you deliver content, may.

## **If You Need Additional Help**

**I can offer strategies in more details, manage the process, and/or have our team help.**

**Contact us at [NYCTECHCLUB@GMAIL.COM](mailto:NYCTECHCLUB@GMAIL.COM)**