

# SEO vs AEO vs GEO Explained

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Free Resource Guide for Small Business Owners

Designed to help improve visibility, trust, and discoverability online.

## SEO

Traditional search optimization focused on ranking in Google search results.

**Pro Tip:** Focus on clarity before complexity. Simple improvements often create the biggest results.

## AEO

Answer Engine Optimization helps your business become the direct answer in AI summaries, voice search, and featured snippets.

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## GEO

Generative Engine Optimization helps AI systems understand and recommend your business inside AI-generated responses.

**Pro Tip:** Focus on clarity before complexity. Simple improvements often create the biggest results.

## Practical Tips

- Write content that answers real questions.
- Use clear headings and structured pages.
- Add FAQ sections.
- Create location-based service pages.
- Keep content updated regularly.

**Pro Tip:** Focus on clarity before complexity. Simple improvements often create the biggest results.