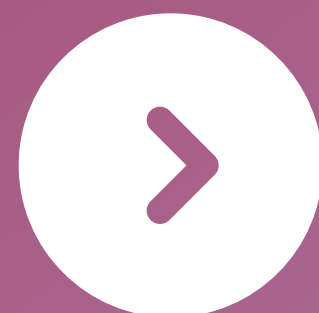


GEO Starter Kit

Become the Answer

vivid



1. Content fundamentals

- Write how people ask questions
- Clear, direct and human
- Answer the question immediately – don't bury the lead
- Structure content logically – use headers, lists and defined sections
- Back claims with evidence – citations and facts to build AI trust

2. Technical essentials

- Implement schema markup – FAQ, HowTo, Product and Review schemas
- Create meaningful headers – H1-H3 that actually describe content
- Build for accessibility – clean architecture means better AI parsing
- Include multiple formats – supplement text with quality visuals and audio

3. Metrics that matter now

- Track brand mentions in AI responses
- Monitor presence in AI Overviews across platforms
- Measure citation frequency and source links
- Assess impact on traditional traffic metrics

4. SEO integration

- Combine proven SEO tactics with new GEO approaches
- Target natural language queries – especially local and long-tail
- Create content that works for both humans and AI