Generative Engine Optimization (GEO)

GEO Readies your content for AI-first discovery by prioritizing multi-modal assets, semantic structure, and authoritative signals over keyword hacks. Build a single authoritative resource per asset type (main site, image hub, video channel, review/trust hub), use schema where possible (microdata/RDFa when JSON-LD isn't allowed), and organize content into pillar → cluster → FAQ groups that answer query fan-outs. Optimize images, videos, transcripts, canonical/OG tags, and social proof; track a small set of outcome metrics; and use a short 90-day rollout to collect early wins while preparing the Vendor Directory and full code appendix as a separate download.

Page 1 — Cover + Quick facts

- Title: Generative Engine Optimization (GEO) — Compact Guide (2025+)
- Author: Chris Daniel
- Version: v1.0 — trimmed 10-page actionable edition
- Target reader: Solo founder / small team using Systeme.io or similar
- One-line mission: Make your content clear, multi-modal, and AI-understandable so your people find you.
- What's included: Priority checklist, Systeme.io pragmatics, schema recipes (microdata + JSON-LD), 90-day plan, metrics, CTA to Vendor Directory.

Page 2 — GEO at a glance: Why it matters + Priority checklist

Why GEO matters

- AI search synthesizes content from multiple sources and prioritizes semantically rich, multi-modal signals. If you don't provide clear modular answers + authoritative asset hosting, AI may summarize others' content instead of yours.

Priority checklist (deploy in this order)

1. Core page: clear H1, 300–800 words answering primary intent, 1 CTA.
2. One optimized image: descriptive filename + alt + caption.
3. One embedded video (YouTube preferred) with transcript on page.
4. FAQ block (microdata or microdata fallback) answering 5 top queries.
5. Canonical + OG tags in header/footer.
6. Person schema (hidden microdata) to claim brand identity.
7. Cross-link image/video/review assets to the main site.
8. Vendor Directory link / outreach actions (separate file).

Page 3 — Multi-Modal Content Strategy (where to host & minimums)

Host recommendations (one authoritative host per asset type)

- Main site (Systeme.io): primary content & schema microdata.
- Image hub: Pinterest or dedicated gallery (high DA + crawler frequency).
- Video hub: YouTube (largest reach + transcripts).
- Reviews/social proof: Trustpilot / controlled testimonial pages (if you don't want public reviews, showcase endorsements with permission).

Minimum asset requirements

- Images: alt text (brand + context), descriptive filename, caption.
- Videos: title, detailed description, tags, transcript, embed on page.
- Social proof: at least one controlled testimonial on the page; AggregateRating microdata if you have multiple reviews.

Page 4 — Structured data & AI readability (core concepts)

JSON-LD vs Microdata/RDFa

- JSON-LD: preferred when you can inject scripts in header.
- Microdata/RDFa: fallback when JSON-LD is blocked (e.g., some builders like Systeme.io). Insert inline attributes directly in HTML.

Schema mapping (high level)

- Images → ImageObject
- Videos → VideoObject
- FAQ → FAQPage / Question / Answer
- Reviews → Review / AggregateRating / Product or Service
- Person → Person (for personal brand)

(Full code appendix will be in the separate download — short snippets on page 7.)

Page 5 — Systeme.io pragmatic checklist

Systeme.io common constraints: limited header scripting and no direct sitemap control. Use these practical approaches:

- Header/footer HTML: place canonical and OG tags here (one per page).
- Microdata in page content: add schema attributes inline (works even without JSON-LD).
- Hidden Person microdata: add a small with itemscope style="display:none" in footer to claim entity data.
- External JSON-LD hosting: publish a static JSON-LD file on a subdomain or GitHub Pages and link to it from footer for additional context.
- Video/Image hosting: keep videos on YouTube & images on Pinterest or CDN; cross-link from Systeme.io pages.

Short header snippet (replace current page URL / image):

html
Copy

```
<link rel="canonical"
href="https://www.chrisdaniel.com/current-page-path" />
<meta property="og:title" content="Page Title"/>
<meta property="og:description" content="Short description"/>
<meta property="og:image"
content="https://www.chrisdaniel.com/images/profile-og.jpg"/>
```

Page 6 — On-page & Semantic Content (topic clusters & voice)

Pillar → Cluster → FAQ

- Pillar page: broad topic (3000–5k words optional) OR a dense 800–1500-word pillar focused on intent.
- Cluster pages: 600–1,200 words, each addressing subtopics. Link clusters back to pillar with descriptive anchor text.
- FAQ blocks: short Q/A that directly mirror user queries; mark up with FAQ schema (microdata fallback if needed).

Voice & microcopy

- Keep "raw & authentic" tone but concise for snippet extraction. Example Q/A: keep first sentence direct and factual — the rest can be fuller. AI often extracts the first one or two sentences.

Page 7 — Image & Video SEO quick recipes (compact code)

ImageObject — JSON‑LD (short)

json
Copy

```json
{
  "@context":"https://schema.org",
  "@type":"ImageObject",

"contentUrl":"https://www.chrisdaniel.com/images/chris-profile.jpg",
  "creator":{"@type":"Person","name":"Chris Daniel"},
  "license":"https://creativecommons.org/licenses/by/4.0/"
}
```

If JSON‑LD not allowed: use microdata

html
Copy

```html
<div itemscope itemtype="https://schema.org/ImageObject">
  <img src="https://www.chrisdaniel.com/images/chris-profile.jpg"
alt="Chris Daniel - AI expert and speaker" itemprop="contentUrl"/>
  <span itemprop="creator" itemscope
itemtype="https://schema.org/Person"><meta itemprop="name"
content="Chris Daniel"/></span>
</div>
```

VideoObject — JSON‑LD (short)

json
Copy

```json
{
  "@context":"https://schema.org",
  "@type":"VideoObject",
  "name":"AI Trends 2025",
  "description":"Short video on GEO and AI search.",

"thumbnailUrl":"https://www.chrisdaniel.com/images/video-thumb.jpg",
  "embedUrl":"https://www.youtube.com/embed/YOUR_VIDEO_ID",
  "uploadDate":"2025-01-01"
}
```

Checklist: upload transcript to YouTube description and host transcript on the page (search engines parse both).

Page 8 — Social proof & review strategy

If you accept public reviews:

- Use Trustpilot or Google Business Profile for authoritative signals. Mark up AggregateRating when you have 3+ real reviews.

AggregateRating microdata snippet

html
Copy
```
<div itemscope itemtype="https://schema.org/Product">
  <span itemprop="name">Your Service</span>
  <div itemprop="aggregateRating" itemscope
itemtype="https://schema.org/AggregateRating">
    <meta itemprop="ratingValue" content="4.7"/>
    <meta itemprop="reviewCount" content="28"/>
  </div>
</div>
```

If you avoid open reviews:

- Use controlled testimonials or endorsements with permission and mark them up as Review schema (author and date). Cross-link to social posts or screenshots for social proof.

Page 9 — Off-page & signal priorities for GEO + Link mix by site size

Signal priorities (ranked)

1. High-authority cross-links from topical sites (1–2 per month).
2. Guest posts on subject-relevant blogs (quality over quantity).
3. Social hub activity (Pinterest/YouTube pins embedded).
4. PR / newsletters & HARO responses.
5. Vendor Directory outreach (use the separate Vendor Directory CSV/PDF).

Quick link mix (recommended targets)

- Small site (<10k sessions/mo): 70% internal & contextual links, 20% mid DA references, 10% high DA citations.
- Medium (10–100k): 50% internal & topical cluster links, 30% mid-DA guest posts, 20% high-DA mentions/PR.
- Large (>100k): 40% internal authority, 40% high-DA contextual links, 20% brand/PR.

(Full vendor list and price ranges in Vendor Directory download — keep this guide lean.)

Page 10 — Implementation checklist, 90‑day roadmap, metrics & CTA

30/60/90 day rollout (solo implementer)

- Days 1–30 (Foundations)
  - Create/update 3 priority pages with optimized image + one embedded video each.
  - Add canonical + OG tags to header/footer.
  - Add hidden Person microdata in footer.
  - Publish FAQ block on Home/About.
- Days 31–60 (Distribution)
  - Publish 3 cluster pages linked to a pillar.
  - Upload videos to YouTube with transcripts.
  - Create Pinterest boards / upload optimized images.
  - Start outreach: 5 emails/week to relevant sites (use Vendor Directory for vetted options).
- Days 61–90 (Authority)
  - Secure 2–3 contextual backlinks (guest posts or PR placements).
  - Add 5 testimonials/endorsements to social proof page.
  - Measure and iterate on CTR, impressions, and featured snippets presence.

Metrics to track (KPI set — keep small)

- Organic impressions & clicks (Google Search Console) — weekly.
- Branded vs non‑branded queries appearing in AI overviews — monthly.
- Number of optimized videos/images indexed & traffic from them — monthly.
- Number of authoritative backlinks obtained (and referral traffic) — monthly.
- Featured snippets / answer boxes / rich results count — monthly.

CTA / Appendix note

- Full code appendix (full JSON‑LD + microdata templates, canonical/OG templates), and the Vendor Directory (CSV + PDF with vendors, price ranges, placement types, reliability notes) are provided as a separate download to keep this guide lean. This guide links to that Vendor Directory for vetted outreach and placement details.

CHRIS DANIEL
PROVING MY WORTH
BY INCREASING YOURS

With a Network administration background, this former Insurance Claims Adjuster has a knack for investigations mixed with a touch of dark and self-deprecating humor. Chris shares insights on social media strategies, insurance claims, investing and others. He blends technical know-how with real-world experience. Learn more about him & his projects at About page.

@therealchrisdaniel

www.chrisdaniel.com

chris@chrisdaniel.com

Check out all the SEO Guides here.