



# HEY!

THANK YOU FOR  
DOWNLOADING OUR GUIDE  
TO BLACK HAT GEO!

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WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

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# Black Hat GEO is self-sabotage

Short-term AI visibility vs. long-term brand strength

## Black Hat GEO

VS.

## White Hat GEO

- Manipulating AI
- Fake authority
- Prompt tricks
- Content farms
- Short-term boost



### Consequence

- Citations disappear
- Trust score drops
- Reputation risk
- Algorithmic devaluation

- Genuine expertise
- Focus on EEAT
- Sustainable development
- Well-structured, well-researched content
- Transparent sources



### Result

- Consistent AI citations
- Building trust
- Brand authority
- Long-term visibility

**Manipulation doesn't scale. Trust does.**

