



HEY!

THANK YOU FOR
DOWNLOADING OUR ARTICLE
ON GOOGLE'S FUTURE!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

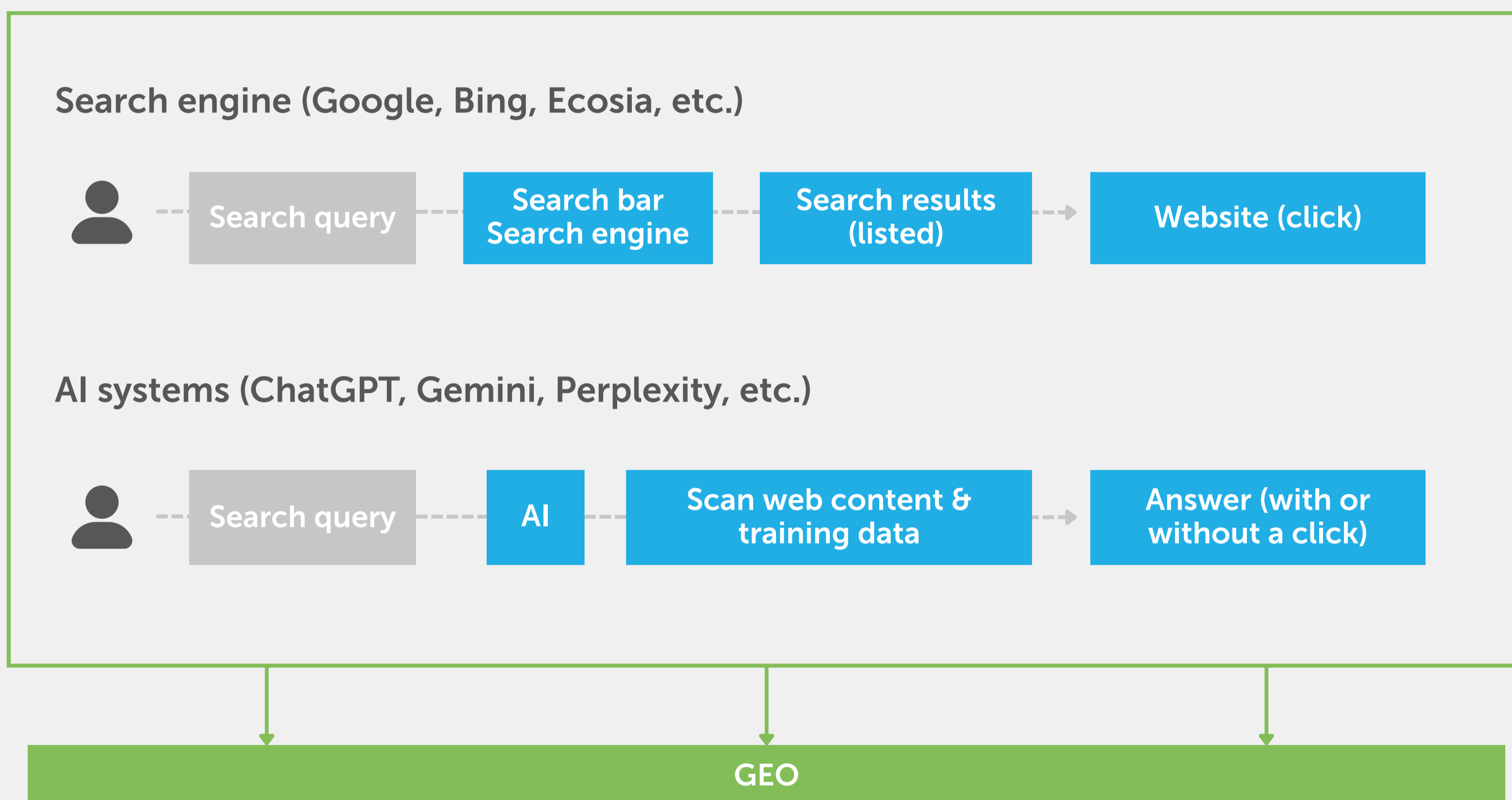
- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

SEO has changed: Two levels of visibility

**AI is not a shortcut or an alternative to SEO,
but an additional layer of visibility**



GEO (Generative Engine Optimisation) refers to the process of optimising content for AI systems such as ChatGPT, so that this content is incorporated into the generated responses.

GEO builds on the fundamentals of traditional SEO and expands upon them, with the aim not only of achieving higher rankings, but of becoming a direct part of the AI response – with or without a click.