

Be the Space AI Recommends

SEO, AEO, and GEO on one page: what each one does, how they build on each other, and how to show up in all three.

GEO **Generative Engine Optimization** **Get recommended.** AI tools like ChatGPT and Perplexity name your space in their answers.

AEO **Answer Engine Optimization** **Get picked.** Google shows your answer at the top, above the links.

SEO **Search Engine Optimization** **Get found.** Your site ranks in Google's results – the foundation the other two stand on.

They're about 80% the same work. Start at the bottom – each layer builds on the one below it.

Side by side

	SEO	AEO	GEO
Goal	Rank on Google	Be the source picked for the answer box at the top of search results	Get named in the AI's reply
Where it happens	Google results page	The box above the search results	ChatGPT, Perplexity, Gemini
You win when	Someone clicks through to your site	Search engines show your answer and credit your space	AI recommends your space
Track this	Search rankings, clicks	Your answer shows at the top	Ask the AI and see if you're named

How to optimize each

SEO · the foundation

- Complete your Google Business Profile: current photos, hours, categories
- Keep your name, address, and phone identical everywhere you're listed
- Put pricing and membership info on crawlable pages, not in PDFs

AEO · the answers

- Add an FAQ with questions phrased the way people actually ask them
- Start every answer with one direct sentence, then add detail
- Mark up FAQs and location info with schema so machines can read them

GEO · the mentions

- Claim your profiles on Coworker, Despass, and local directories
- Earn third-party mentions: reviews, podcasts, "best of" lists
- Search "coworking in [neighborhood]" on ChatGPT monthly – see if you're named

The takeaway: AI recommends spaces it finds clearly described and independently confirmed. A complete profile, a website that answers real questions, and a few honest third-party mentions beat any optimization trick.