GUIDE 05 / 06

SEO, AEO & GEO *explained simply.*

How your website gets found on Google – and why it matters more and more that AI assistants like ChatGPT know you too.

01 What is it about?

Your customers search on Google – and more and more often ask AI assistants such as ChatGPT, Perplexity or Google's AI Overviews. Three terms describe how you show up in both worlds:

SEO (search engine optimisation): your website is found on Google and Bing and shown near the top. **AEO** (answer engine optimisation): your page provides the direct answer to a question – for example in the highlighted answer box or via a voice assistant. **GEO** (generative engine optimisation): AI assistants name and quote your business when someone asks about your field.

> AN EVERYDAY COMPARISON
>
> *A well-stocked shop in a side street sells little if nobody knows the way. SEO is the sign on the high street, AEO the friendly help at the entrance, and GEO the recommendation friends pass on.*

02 Typical examples

- A local plumber appears on the first page for "bathroom renovation Manchester"
- The question "What does a website cost?" is answered with an excerpt from your page
- ChatGPT names your business when someone asks for a provider in your area
- Your pages load quickly on phones too

03 Do I need this?

It is worth thinking about when …

- ✓ People only find you when they type your company name and town.
- ✓ Competitors rank ahead of you for important searches.
- ✓ Your website is slow on phones.
- ✓ AI assistants do not know your business or describe it wrongly.

04 What you get

01

Technical foundation

Loading speed, every page findable, a table of contents for search engines (sitemap), clean redirects and correct language versions.

02

Answers instead of keywords

Pages in question-and-answer format and structured data that search engines and voice assistants can use directly.

03

Appearing in AI answers

Clear facts about your business, a short description for AI systems (llms.txt) and access granted to their crawlers.

04

Measuring and reporting

Rankings, visits and regular spot checks in AI assistants – every month, in plain words, in the client portal.

05 How it works

1 **Audit · 1 week**
Technology, content, competitors – and how AI assistants describe your business today.

2 **Foundation · 2–3 weeks**
Fix technical errors, add structured data, sitemap and llms.txt.

3 **Content · ongoing**
Pages and answers for the questions your customers really ask.

4 **Report · monthly**
What has moved and what comes next, in the client portal.

AN HONEST WORD

To be honest: nobody can guarantee position 1. Google and the AI providers decide for themselves what they show. Anyone who promises a ranking is not telling the truth. Ergon Code promises clean, traceable work and shows you every month what has moved.

06 What you contribute

- → Access to your website and Google Search Console (we help set it up)
- → Your knowledge: which questions do your customers keep asking?
- → A well-kept Google Business Profile and genuine customer reviews
- → A little patience – visibility grows over months

07 Frequently asked questions

How soon will I see results?

Technical improvements often take effect within a few weeks. Better rankings and mentions in AI answers build up over several months.

Do I need a new website for this?

Not necessarily. The audit shows whether your current website is a good basis or whether a rebuild pays off more.

Is it a one-off?

The foundation is laid once. Content, measuring and adjustments continue, because search engines and AI assistants keep changing.

What is an llms.txt?

A short text file on your website that tells AI systems in plain words who you are and what you offer.

08 Mini glossary

SEO	Search engine optimisation: being found on Google & co.
AEO	Answer engine optimisation: providing the direct answer to a question.
GEO	Generative engine optimisation: being named by ChatGPT & co.
Structured data	Invisible extra details that tell search engines facts unambiguously.
Core Web Vitals	Google's measurements for loading speed and usability.

About Ergon Code

Ergon Code is a web and mobile development studio from Bochum, Germany. Behind it is Obih Uchenna John: from the first conversation through development to maintenance, you talk to the same person.

Every project gets its own client portal. There you see progress, milestones, contracts and invoices in one place – in the browser and in the Ergon app.

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Let's talk.

Briefly describe what you have in mind. Within 24 hours you get an honest, no-obligation assessment – even if the answer is that you don't need something.

→ `ergon-code.dev/en/contact` `hello@ergon-code.dev`

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