

GEO Keyword Research & AEO Content Optimization

A strategic approach to earning visibility in AI-powered search results and featured snippets — where the next generation of discovery happens.





The Client's Challenge

Zero AI Visibility

The client had no presence in AI-generated answers, featured snippets, or local search packs — invisible where it matters most.

Weak Keyword Strategy

Existing content was targeting broad, high-competition terms with no location-based or question-driven focus — resulting in poor organic reach.



The Goal

Rank in AI-generated results and featured snippets. Improve organic visibility through smarter, more targeted keyword and content strategy.

The GEO + AEO Strategy

A four-pillar approach built to capture both local and AI-driven search visibility:



Location-Based Keywords

Targeted geo-specific terms to capture local intent and near-me searches.



Question-Based Content

Created content structured around natural language queries and "People Also Ask" opportunities.



Snippet Optimization

Crafted concise, structured answers designed to win featured snippet positions.



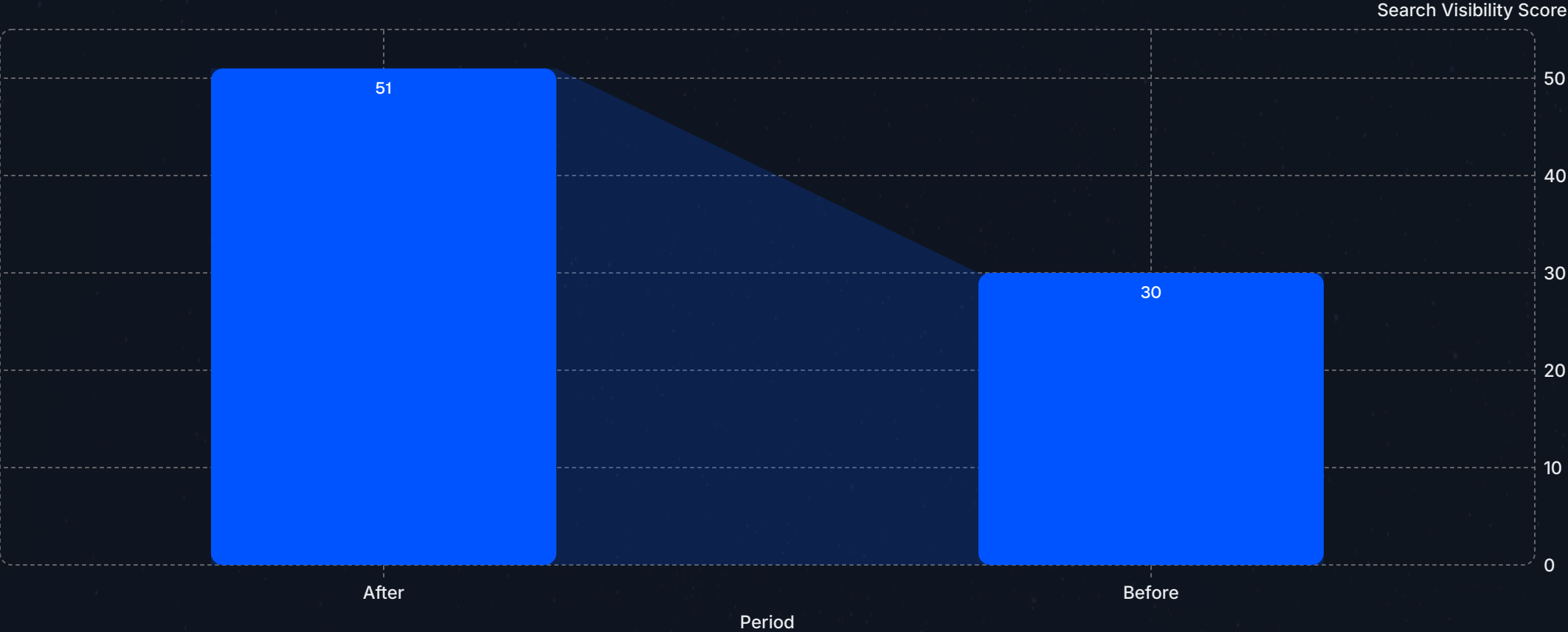
Semantic SEO Clarity

Improved content structure and entity relationships for better AI comprehension and indexing.

Results That Speak for Themselves

58.82%

Total conversion rate



+70%

Visibility Growth

Organic search visibility surged following GEO + AEO implementation.

★ Featured Snippets

Multiple new snippet positions earned across target query clusters.

📈 Engagement

Improved click-through and on-page engagement rates across optimized content.