Introduction To GEO & AEO Training Course

Increase your AI search performance

Course Dates

Please note: This course is currently only available in-house

Search behaviour is evolving at a monumental pace. Our reliance on search clicks is shifting to engaging with AI-generated answers on search engines and in large language models (LLMs).

Search visibility is no longer confined to traditional SEO, and brands must now understand how LLMs and AI-powered search engines source, filter and present information.

The implications are profound: it's not just about rankings, but about being chosen as the answer.

This GEO and AEO training course will provide a new playbook for optimising your processes to increase citation share, brand authority, and answer visibility across AI interfaces.

It will equip you with the frameworks, tools, and strategies to ensure your brand continues to appear where your audience is seeking answers, whether it's in Google's AI Overview and AI Mode, ChatGPT, Gemini, Claude, Perplexity or Copilot.

Course Programme

Decoding the AI-Search Experience

- What is Generative Engine & Answer Engine Optimisation and why it matters
- Differences between SEO, GEO and AEO
- The evolution of search and AI: LLMs, AI Overviews and AI Mode
- The adoption curve: where AI search is today and where it's heading

GEO and AEO Objectives & KPIs

- Defining the stages of the GEO strategy funnel
- Measuring GEO & AEO success: visibility, citations, referrals and engagement
- How social media and UGC are impacting GEO performance
- Differences between LLMs and the social signals they prioritise
- What "good" looks like in AEO: measuring performance in Google's AI Overviews & AI Mode & Bing Copilot
- Analytics and measurement tools for AI-driven search
- Measuring success using a scorecard template

How LLMs & Answer Engines Find And Use Your Content

- How LLMs discover your content

- Comparing traditional SEO crawlers to AI/LLM-specific crawlers
- How and why to block some content from LLMs
- Tools and methods to monitor LLM bots
- Technical hygiene and page layout factors inc. mixed media, semantic HTML, dynamic content and server-side rendering
- Managing entity signalling: implementing and testing structured data for products, FAQs, articles, organisations and more
- Preparing your web pages for agentic search
- Tools and extensions to run on-page audits

Content Strategy & Planning For AI Search

- GEO and AEO content planning: producing answer-ready content across the funnel
- How LLMs chunk content and why this matters to content creators
- Analysing website content clusters using Screaming Frog
- How to use AI tools for content research
- Content that serves LLMs: question and answer clusters, counter-arguments, comparison matrices, stats and case studies
- Understanding how query-fan outs work; using proprietary research tools to facilitate copywriting
- Documenting your content research

Building Authority In AI-Driven Search

- E.E.A.T. factors: what are they and how do they influence answer engine optimisation
- Building author identity and organisational credibility
- Analysing competitor citations in AI platforms
- What websites, social media channels and community channels are most frequently cited by LLMs
- How to engage in communities authentically

Roles, Responsibilities & Next Steps

- Preparing for 2027: AI scaling, workflow redesign and cultural adoption
- Roles and RACI template for AI scaling
- Your GEO refresh strategies to implement

Benefits

After attending this course, you will understand:

✓ How to shift an SEO mindset and processes to GEO and AEO
✓ The new metrics and tools for measuring success in AI-driven search
✓ How LLMs and Answer Engines discover and use your content
✓ Methods to ensure your content and page code is optimised for chatbots and answer engines
✓ Content planning processes for GEO and AEO
✓ Tools to carry out and document query fan-out research
✓ How to build authority and authenticity
✓ Considerations for upscaling your GEO and AEO processes across an organisation

All attendees receive attendance certification and a digital copy of course materials

Audience

This course is aimed at anyone interested in improving their generative engine optimisation (GEO) and answer engine optimisation (AEO) skills and performance. Typical attendees include marketers, SEO managers, digital copywriters, web managers, project and account managers. No prior knowledge of GEO or AEO is required to attend.

What people say

This intro to GEO & AEO was incredibly insightful, bringing together a diverse mix of departments and sparking valuable internal conversations that will continue well beyond the course. Jonathan tailored the content to the needs of each department, using engaging live examples and practical exercises to ensure everyone understood the concepts in real, meaningful terms.

Lisa Calvino, Head of Digital Marketing
Brompton Bicycle

The 'Introduction to GEO & AEO' course was outstanding! It delivered clear, actionable insights in an engaging and interactive format. What impressed me most was how well it catered to a diverse group of participants with varying expertise. Highly recommended for anyone looking to deepen their understanding.

Richie Finlay, Head of Marketing Communications
Oxford Instruments

The Intro to GEO and AEO course was a fantastic session for our Marketing & PR team. Some of us had basic knowledge of GEO and AEO, and others none. The course was pitched at just the right level and we left feeling more confident with our knowledge and understanding, but also practical tips that we can easily action. This will shape our digital marketing activity for the coming year and beyond.

Bethany Grundy, Head of Customer & Brand Experience
PPL PRS

The introduction to GEO and AEO was a very comprehensive, interactive and enjoyable course that suggested lots of potential tools for us to monitor our website and improve our content.

P A-S, Digital Communications Officer
Office of Rail and Road

Excellent presentation with a good balance of information, interactivity and questions. Jonathan adds a personal touch, knowing people who have attended previous courses and tries to tailor the learning to everyone's needs as much as possible, which is a challenge with a mix of roles and levels of understanding. Well done and thanks!

Lucy Yewlett, Public Health Digital Engagement Officer
Leicestershire County Council