# From SEO to GEO: is AI the new SPAM?

In this document we will update you on:

- Using 'Deep Research' for your research.

- Search Engines that can recognize AI-generated texts.

- The focus on people-first texts.

- And much more…

Content

- From SEO to GEO, what's behind that?
  - AI is growing in importance, search engines still dominant
  - Write GEO reversed in 3 steps
  - E.E.A.T: Experience, Expertise, Authority & Trustworthy
  - 23 question to test your article or blog
  - Deep Research to let AI do your research
  - Additional AI optimization steps and tips
- How to write prompts
- AI as a part of your marketingstrategy
- Latest AI developments (as of april 2025)
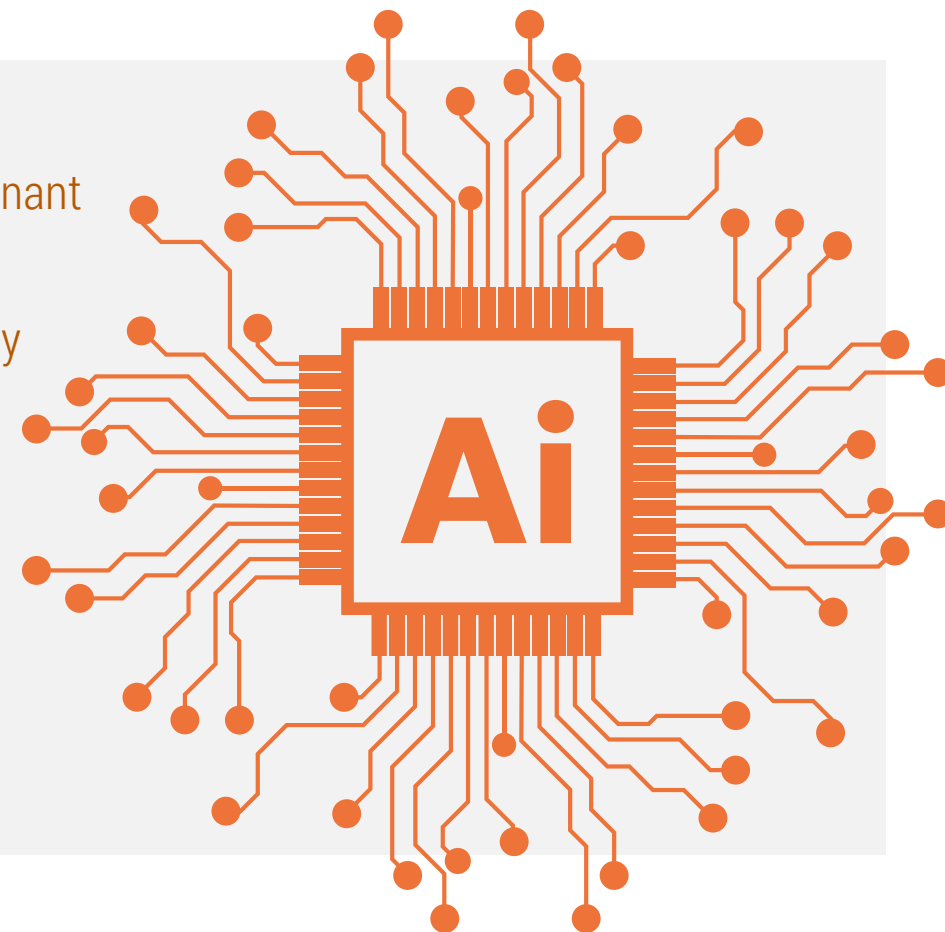
From SEO to GEO, what's behind it?

Anyone who runs a business or represents one wants to be easily found online. In that regard, Google is a marketer's best friend. Because if you can't be found or seen on Google, you can forget about it.

There are still certain 'tricks' that ensure SEO continues to play a major role in structuring content to make it easily discoverable. However, AI has become an integral part of how we work and search. Not everyone is using AI regularly just yet, but that will change significantly in the coming years. And AI is improving every day.

What exactly is changing?

When you ask ChatGPT or CoPilot questions today (April 2025), the mechanism generates an answer more quickly than Bing or Google can. Moreover, the 'prompter' doesn't need to browse through all the websites suggested by Google or Bing to check if one of them contains the desired answer.

The text and responses that ChatGPT and CoPilot now generate are essentially a recycling of existing online content. Driven by your prompt, they compose a response from material that has already been published online. Your site can therefore be one of the sources. That's why it's important to optimize your site not only for SEO but also for GEO.

Don't forget SEO, also go for GEO

The image alongside shows that the Ministry of Marketing website is being found through ChatGPT. That means AI scraped our article and used it to generate a response. People then click on the cited source and land on our website. This blog is SEO-optimized and has been picked up by AI. GEO, therefore, is not so much a replacement for SEO — it's more of a complement. On the following pages, you'll learn more about both SEO and GEO.

SEO is still very important for online visibility right now. We therefore strongly advise NOT to stop focusing on it. On the following pages, you'll learn more about SEO and GEO.
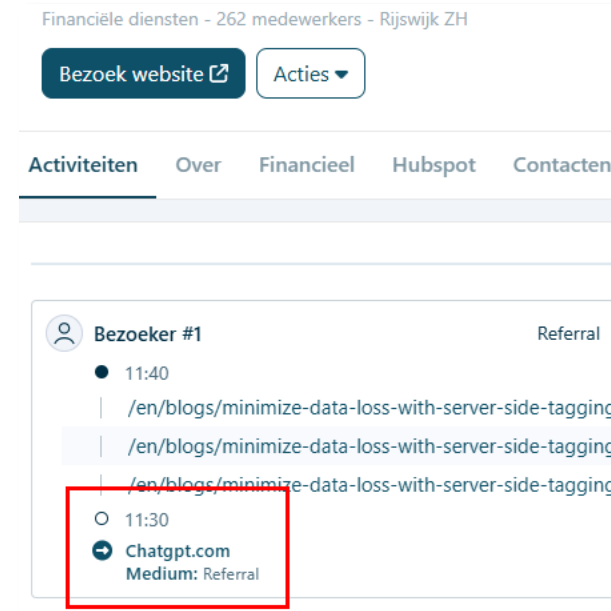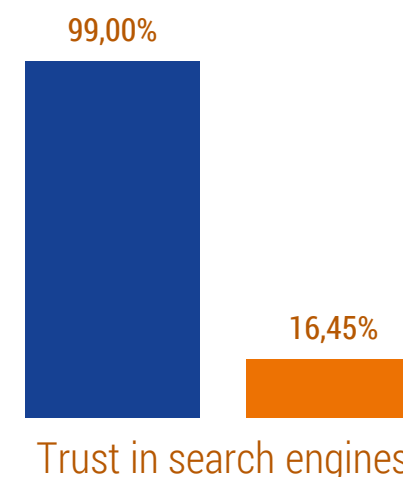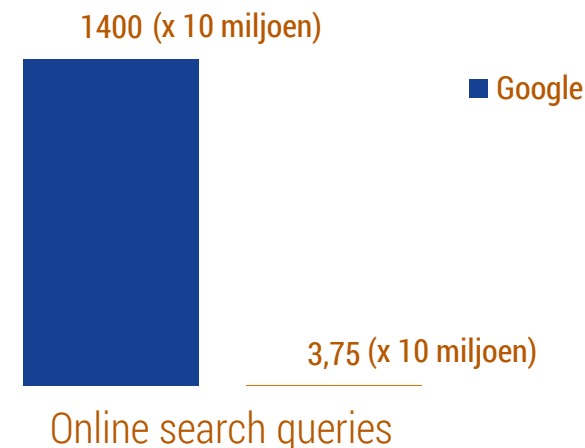
AI wordt belangrijk, zoekmachines nog dominant

In 2024, Google Search remained the dominant platform for online queries, with over 14 billion searches per day. By comparison, ChatGPT processed approximately 37.5 million daily interactions with a search-like intent, meaning Google's search volume was roughly 373 times larger than that of ChatGPT.

Bronnen: ChatGPT, met als bronvermelding Exploding Topics, sparktoro.com, Search Engine Land

Despite the rapid growth of ChatGPT—it reached 100 million users within two months of its launch and had around 250 million weekly active users by early 2025—traditional search engines like Google continue to be widely used. A 2025 study found that 99% of AI platform users still relied on traditional search engines, and that only 16.45% of traditional search engine users also used AI platforms.

Bronnen: ChatGPT, met als bronvermelding Business of Apps, BrandWell, 9rooftops.com

1400 (x 10 miljoen)

■ Google

3,75 (x 10 miljoen)

Online search queries

99,00%

16,45%

Trust in search engines

GEO-tekst schrijf je omgekeerd in 3 stappen

Writing Content

- Write your text based on search intent rather than by repeating keywords frequently throughout your article.

- Long-tail content (based on search phrases or specific questions) is therefore becoming more important than short-tail content.

- Use a question-and-answer structure in your writing, as AI is particularly responsive to this format. This also works well for SEO and improves your visibility.

- Write your article in simple language (B1 level is recommended).

Creating Structure

- AI performs best with a clear structure, such as the use of H1-H2-H3 headings (also important for SEO), and data and statistics. Structured data (like JSON-LD code and HTML tables) and a clear table of contents are formats that AI can easily interpret.

- A key part of this structure is the inverted funnel format of your article:
  After a question as a subheading, provide a short and direct answer right away. Then offer broader context to support your answer. Finally, add important details, such as sources used.

Building Authority

- Increase your authority on a topic by creating content clusters (E.E.A.T. see next page).

- In addition to Google, Bing is also used as a source by ChatGPT and Copilot. So, optimizing your articles and blogs for better visibility in Bing is becoming increasingly important.

E.E.A.T: Experience, Expertise, Authority & Trustworthy

In today's SEO, your article is evaluated based on these E.E.A.T. values. Since Google's Panda update in February 2011, you can use 23 key questions (which were used to train Google's algorithm) to review your content and check whether it meets these standards. You can train your own custom ChatGPT to evaluate texts against these questions and provide suggestions for improvement.

For an overview of the questions → see the next slide.

23 questions to test your article or blog

In May 2011, Google published an article related to that year's Panda update. The purpose of the Panda update was to improve the quality of search results by specifically filtering out low-quality pages. But how can you determine whether your pages meet Google's quality standards? Below are the 23 questions that Google still uses to assess the quality of a page or article.

1. Can the information in this article be trusted?
2. Is the article written by an expert or someone who is truly knowledgeable about the topic, or is it more superficial?
3. Does the website contain duplicated or overlapping content, or redundant articles on the same topics with slightly varied keywords?
4. Would you feel comfortable giving your credit card information to this website?
5. Does the article contain spelling, stylistic, or factual errors?
6. Are the articles based on the interests of readers, or does the website create content by guessing what might rank well on Google?
7. Does the article contain original content or information, original research, or original analysis?
8. Does the page provide substantial value compared to other pages in the search results?
9. To what extent is quality control applied to the content?
10. Does the article present multiple viewpoints on a given topic?
11. Is the website recognized as an authority on a particular topic?
12. Is there mass production of content by many authors, or is it distributed across a large network of websites so that individual pages receive less attention?

13. Has effort been put into the article, or does it appear rushed and sloppy?
14. For a health-related search query, would you trust the information provided?
15. If the website is mentioned by name, would you recognize it as an authority?
16. Does the article provide a complete or thorough description of the topic?
17. Does the article contain in-depth analysis or interesting information that goes beyond the obvious?
18. Is this the kind of page you would bookmark, share with a friend, or recommend?
19. Does the article contain an excessive amount of ads that distract from the actual content?
20. Would you expect to see this article published in a magazine, encyclopedia, or book?
21. Are the articles short, poorly constructed, or unhelpful?
22. Are the pages produced with great care and attention to detail, or not?
23. Would users complain when they see pages from this site?

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Deep research to have AI perform research

- Deep Research, an option available in the paid version of ChatGPT, can be used to perform deeper analyses—such as an SEO search results analysis or a competitor analysis.

- A sample prompt for using Deep Research for SEO and GEO could be: *"Read the top 10 search results for keyword X, what is the consensus among these pages, what are they doing well that puts them at the top of Google, and what are these pages still missing for better visibility?"*

- With every update to the AI models, this feature becomes more powerful, as the model is increasingly able to reason independently.

Additional AI optimization steps and tips

- Place a clear link to your latest blog on your homepage. This signals to the search engine algorithm that it is important and can improve your blog's performance.

- Search engines and AI can recognize AI-generated texts and tend to rate them lower. So the focus should remain on writing high-quality, relevant 'people first' content.

- A clear website structure (think of your menu and footer) also contributes positively to both SEO and GEO.

- You can also find search terms/intents in the "people also ask" section of Google. The website alsoasked.com can help with this as well.

- Search engines like Google and Bing are looking for a 'gain': what are you doing that others aren't yet? The Deep Research feature in ChatGPT can provide valuable input here, for example by analyzing with a SEO analysis on competition.

- Finally: if you don't want your website to be crawled, include that in your robots.txt file. For example, NOS and LinkedIn have done this. Major AIs will respect that in their policies. Smaller AIs may still overlook it, so it does not completely block your site.

How to write prompts

- Use broad prompts for brainstorming, for example: "give me 10 ideas for…"

- Use narrow prompts for a specific outcome.

- Structure your prompt with a role, context, and a task:

  - "You are a social media expert. Write a social media post about topic Y for audience X, in this tone of voice, with the goal of encouraging the reader to…"

- The more information you provide in your prompt, the better the result will be.

- Always check the sources used. Sometimes AI makes them up. So they may not always exist.

- Guide the AI to align more closely with your intent by, for example:

  - evoking an emotion in the reader

  - prompting the AI to reflect on the answer it provides

  - asking the AI to evaluate your article or blog and give tips ("*what do you think of the article on brand value on ministryofmarketing.nl?*")

AI as part of your marketingstrategy

AI is good at:

- Recognizing patterns, detecting anomalies, identifying correlations, making predictions based on historical data, and providing suggestions for optimization.

AI is not good at:

- Collecting data independently (though some operators can now do this in limited ways), understanding context without explanation, and recognizing causality.

Use AI first as a tool, then as an assistant, and eventually treat it as a team member

- Integrate AI where time can be saved in your marketing processes, such as for automation, flows, funnels, etc.

- Remain aware of AI's limitations, such as its ability to interpret certain words or grasp local context.

- Keep refining and experimenting.

- Be aware that even with paid accounts, AI is never 100% secure. We recommend keeping sensitive business information outside of AI tools.

Latest AI developments (as of april 2025)

- ChatGPT can now be connected to Google Drive. You can directly ask for a summary of document X.

- You can ask AI to autonomously control your laptop. For example, to prepare a daily campaign analysis and suggest adjustments (currently only possible with operators in a ChatGPT Pro account).

- The latest AI models have an internal monologue. They "think" about the answers they give and are gradually becoming better than humans. These models are not yet available to the public, but are already in development.

On sustainability, be aware of the impact but also keep it in perspective.

- Training AI models requires a lot of energy and water (mainly for cooling servers).

- (Text) prompts, on the other hand, cost very little. One hour of watching YouTube videos equals about 300 text prompts.

- In addition, American tech giants currently lead the development of these tools. Be aware of that when sharing information and implementing AI in your workflow.

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