legacy digital

LEGACY FAMILY

SEO VS AEO VS GEO

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INTRODUCTION:

THE SEARCH REVOLUTION IS HERE

In a world where Artificial Intelligence is reshaping everything from how we drive to how we make decisions, it's no surprise that search is evolving too. But here's the twist: Google is not dying—it's thriving. And as a real estate investor or entrepreneur, understanding the new AI-powered search landscape is critical for staying competitive and visible.

This guide will help you understand what's happening, what it means for your business, and what actions you can take now to stay ahead.

SEO VS GEO VS AEO

WHAT DO THESE REALLY MEAN AND WHY START WITH SEO?

SEO (SEARCH ENGINE OPTIMIZATION)

What it is: Improving your website so it ranks well on Google.

What it targets: Keywords, backlinks, speed, mobile usability, blog/article content.

Why it matters: It's the foundation. If your website isn't optimized for traditional search, you won't even show up in the tools that build on top of it, like AI and local results.

Why start now: SEO takes time. Starting now gives you a head start in building authority, content, and visibility before your competitors catch on.

GEO (GEOGRAPHIC ENGINE OPTIMIZATION)

What it is: Local SEO focused on where your business is physically located.

What it targets: Google Business Profile, location-based keywords, local backlinks, NAP citations.

Why it matters: Most real estate investors and service providers rely on being found in specific geographic markets. GEO optimization is how you win locally.

AEO (ANSWER ENGINE OPTIMIZATION)

What it is: Structuring content so that AI systems (like ChatGPT, Gemini, and Perplexity) can find, understand, and cite it.

What it targets: FAQs, structured data, conversational content, clearly answered questions.

Why it matters: The AI revolution is already here. To show up in AI-generated answers, your site needs to speak their language—literally.

IN PLAIN ENGLISH:

SEO makes sure you show up on Google.

GEO ensures people in your area find you.

AEO helps AI trust and use your content.

Why You Must Start with SEO First: Because both GEO and AEO rely on the foundation that SEO builds. Without a fast, optimized, well-structured site that targets the right keywords, the rest doesn't stick. SEO is the base layer. Skip it, and everything else wobbles.

CHAPTER 1:

GOOGLE VS. AI

WHO'S WINNING THE SEARCH GAME?

Despite the hype around tools like ChatGPT, Perplexity, and Claude, Google still processes over 14 billion searches per day, compared to ChatGPT's 37.5 million search-like prompts. Even when you lump in all AI tools, they still only account for <2% of search traffic.

Google isn't losing; it's growing. In 2024 alone, Google's search volume increased by 21.64%.

Takeaway for You: SEO is still critical, but it's evolving. You need to understand how to show up not just in Google, but in AI-enhanced summaries too.

MINI WORKSHOP: ASSESS YOUR VISIBILITY

Search your business name and core services on Google. Are you ranking?

Try the same on ChatGPT or Perplexity. Are you mentioned or referenced?

Make a list of gaps and opportunities to be found across both traditional and AI tools.

CHAPTER 2:

THE FOUR TYPES OF SEARCH (AND WHY THEY MATTER)

1 **Informational:**
Learning phase (e.g., "What is an ADU?")

2 **Navigational:**
Looking for a known site (e.g., "Zillow login")

3 **Commercial:**
Comparing solutions (e.g., "Best CRM for real estate")

4 **Transactional:**
Ready to act (e.g., "Schedule roof inspection")

70% of searches are informational, and that's where AI tools are starting to dominate. But the commercial and transactional searches are where deals happen—and those are still dominated by Google.

Action Step: Structure your site content to answer all four intent types. Blog posts for informational, landing pages for commercial, and clear CTAs for transactional.

MINI WORKSHOP: MAP OUT YOUR INTENT STRATEGY

Choose 1 of your services (e.g., "Property Management").

Write 1 example of each search intent for that service.

Check if your website currently answers each of those questions.
If not, plan content to fill the gap.

CHAPTER 3:

WHAT ARE AI OVERVIEWS AND AGENTIC SEARCH?

Google's AI Overviews now appear in 10.7% of all searches, summarizing results using Gemini AI. These are fast, efficient answers that often cause users to not click at all.

Zero-click searches are on the rise. This means your content needs to rank AND be used as a trusted source in AI-generated summaries.

Key Issues:

Drift (logical errors in multi-step reasoning)

Hallucination (confident but incorrect info)

Action Step: Use clear, factual content and schema markup to increase your chances of being included in trustworthy AI overviews.

MINI WORKSHOP: PREP FOR ZERO-CLICK SEARCHES

Choose one blog or FAQ page on your site.

Reformat it into a clear Q&A structure.

Add internal links and make sure the information is supported by facts.

Use schema markup or work with your web team to implement it.

CHAPTER 4:

WHY MEMORY AND PERSONALIZATION ARE CHANGING THE GAME

Tools like ChatGPT and Google Journeys can now remember:

Your preferences

Past questions

Industry interests

This means results are personalized. No two users see the exact same result anymore.

What This Means for You: **You can't rely only on keyword rankings. Instead, focus on:**

Overall site traffic

Conversion rates

Google Business Profile interactions (calls, clicks, directions)

MINI WORKSHOP: MEASURE WHAT MATTERS

Log into Google Analytics and Google Business Profile.

Track traffic, conversions, and actions taken on your profile.

Create a dashboard or spreadsheet to review these KPIs monthly.

CHAPTER 5:

HOW TO OPTIMIZE FOR THE AI-POWERED FUTURE

Create Q&A Content:

Answer real questions people ask. Think, "How do I finance a duplex?"

Use Structured Data (Schema Markup):

Helps AI and search engines understand your content.

Build Long-Form Guides:

In-depth content builds authority and ranks better.

Focus on Reviews:

Social proof builds trust for AI systems and people alike.

Think Journey, Not Just Keywords:

Map out your customer journey and create content for each stage.

MINI WORKSHOP: BUILD YOUR AUTHORITY CONTENT PLAN

List 5 questions your ideal client asks.

Create a 5-part blog or video series that answers each one.

Add client reviews and testimonials next to those answers to increase trust.

CONCLUSION:

DON’T JUST COMPETE—LEAD

The future of search is not just about showing up. It's about being the answer. With the rise of AI and hyper-personalization, your content needs to be clear, authoritative, and human.

Real estate investors and entrepreneurs who embrace this new landscape will dominate both Google and the next generation of AI-powered discovery.

NEXT STEPS:

Audit your site content for the 4 types of search intent

Add FAQ sections to high-traffic pages

Get Google Tag Manager, Search Console, and GA4 fully integrated

Focus on metrics that matter: traffic, conversions, and GBP activity

WANT TO FUTURE-PROOF YOUR DIGITAL PRESENCE?

Legacy Digital specializes in helping real estate investors and entrepreneurs build smart, scalable SEO strategies that evolve with AI. Whether you're just starting or want to optimize for GEO and AEO, we're here to guide you every step of the way.

Contact Legacy Digital today to schedule a discovery call and learn how to:

Lay the right SEO foundation

Build trust in local markets with GEO

Get your content AI-ready with AEO

Visit www.legacydigital.com or email Q@legacydigital.com to get started.

SCAN QR CODE TO BOOK A CALL WITH Q