

W69 Consultancy

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# AI Visibility (GEO/AEO)

GEO, AEO and AI search optimization: W69 ensures your brand is found in ChatGPT, Gemini, Perplexity and traditional search engines.

Service Brief | W69 Consultancy

Pillar: Growth Systems

[www.w69.nl](http://www.w69.nl)

# Overview

GEO, AEO and AI search optimization: W69 ensures your brand is found in ChatGPT, Gemini, Perplexity and traditional search engines.

## 01 Generative Engine Optimization (GEO)

Optimization of your content for AI-generated answers in ChatGPT, Gemini, and Perplexity.

## 02 AI Answer Engine Optimization (AEO)

Structured data, entity building, and knowledge graphs that help AI systems recognize your expertise.

## 03 Search & Discovery AI

Integrated SEO/SEA strategy enhanced with AI tools for keyword intelligence and content gap analysis.

# Frequently Asked Questions

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## **What is the difference between GEO and traditional SEO?**

Traditional SEO focuses on search result rankings. GEO optimizes your content so AI systems mention your brand in their generated answers.

## **What is AEO (Answer Engine Optimization)?**

AEO focuses on building your digital knowledge authority through structured data, entity definitions, and knowledge graphs.

## **Can you measure if our brand appears in AI answers?**

Yes. We use specialized monitoring tools that regularly send relevant prompts to AI platforms and track whether your brand is mentioned.

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## **Ready to get started?**

Get in touch for a no-obligation conversation about the possibilities.

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W69 Consultancy - AI-Powered Growth, Marketing & Sales