



A FOUND. GUIDE FOR BUSINESS OWNERS

GEO & AEO: Getting Found by AI – Not Just Google

A plain-English guide to showing up when your customers ask ChatGPT, Gemini, or Google's AI Overview instead of typing a search query.

Found.

You Searched. You Found Us.

Search Has a New Front Door

Your customers have quietly changed how they look for businesses like yours — and most owners haven't noticed yet.

A few years ago, "getting found online" meant one thing: ranking on Google. Today, a growing share of your future customers never scroll through search results at all. They open ChatGPT and ask "who's the best accountant in Antwerp?" They ask Gemini to compare local movers. They read the AI-written summary at the top of Google and never click a single link.

If your business isn't built to be understood and trusted by these AI systems, you can be invisible in this entire new channel — even while you rank perfectly well the old-fashioned way.

This isn't a future trend to plan for someday. It's already how a meaningful share of your customers are searching, right now.

That's exactly the gap two ideas are built to close: **GEO** and **AEO**. In the next few pages, we'll explain both in plain language, show you what they bring to your business, and give you a straightforward path — whether you tackle it yourself or hand it to an agency.

Two Acronyms, One Simple Idea

Be the answer — not just a result on a list.

GEO – Generative Engine Optimization

Making sure AI tools like ChatGPT, Gemini, and Perplexity actually mention and recommend your business by name when someone asks a question your business can answer.

AEO – Answer Engine Optimization

Shaping your website's content so it directly and clearly answers the exact questions your customers are asking — so both Google and AI assistants pick your answer to surface first.

Traditional SEO earned you a spot in the phone book. GEO and AEO earn you the recommendation when someone asks a friend — or an AI — "who should I call?"

Neither replaces good marketing fundamentals. Both build directly on top of them: a clear website, honest content, and a business that's easy to understand — for humans and AI alike.

What This Actually Looks Like

No coding knowledge required — think of it as making your business's story easy for a robot librarian to read and trust.

- **Content built around real questions.** Clear FAQs and pages that answer what customers actually type or ask, not just keywords stuffed for search engines.
- **Being mentioned on trusted sites.** Reviews, directories, press, and partner sites — AI systems weigh what credible third parties say about you almost as much as your own website.
- **Structured data behind the scenes.** A technical "label" (called schema markup) that tells search engines and AI exactly what your business does, where, and for whom — invisible to visitors, essential to machines.
- **Consistent business information everywhere.** Same name, services, and location on your site, Google Business Profile, and every directory you're listed in.

Why Now, **Not Later**

The businesses that adapt first become the default answer for years.

- **Customer behavior has already shifted.** People increasingly ask AI before they browse — this isn't a prediction, it's already happening.
- **Most competitors haven't adapted yet.** Early movers get cited disproportionately, simply because so few businesses are structured to be understood by AI.
- **Being recommended carries more trust than being ranked.** An AI naming your business feels like a personal referral, not an ad — customers arrive pre-sold.
- **This advantage compounds.** Once AI systems consistently associate your business with a topic or service, that association is slow for competitors to displace.

What It Can Bring You

Concrete outcomes, not abstract "visibility."

More qualified leads

People arrive already convinced, because an AI they trust vouched for you first.

Direct AI citations

Your business gets named in chat answers and AI Overviews — free, ongoing exposure.

Stronger brand trust

Being the AI's recommended choice builds credibility that carries offline, too.

Future-proofing

As AI answers reduce clicks overall, being the cited source matters more than ever.

A Simple Starter Checklist

You don't need a big budget to start — you need clarity and consistency.

- 1 **Write a real FAQ page.** Answer the exact questions customers ask you every week, in plain language.
- 2 **Make your business information consistent.** Same name, services, and location on your website, Google Business Profile, and every directory listing.
- 3 **Get listed and reviewed** on the sites your industry already trusts — relevant directories, local press, associations.
- 4 **Test your baseline today.** Ask ChatGPT, Gemini, or Perplexity: "who is the best [your service] in [your city]?" See if you show up.
- 5 **Re-check monthly.** Track whether you start appearing — that's your simplest proof of progress.

If You Hire an Agency: **Ask For This**

If an agency can't explain these in plain terms, they're relabeling old SEO reports — not doing GEO/AEO.

AI Mentions	How often your business is named in AI-generated answers, tracked over time.
Share of Voice	How often you're cited in AI answers compared to your top 3 competitors.
Structured Data Coverage	How much of your site is properly labeled (schema) so AI can read it accurately.
AI-Referral Traffic	Visits arriving from AI tools and AI Overviews — not just total organic traffic.
Conversion From AI Visits	Whether that traffic actually turns into leads or customers — not just clicks.

How We Do This at Found

We don't sell marketing services. We build customer acquisition systems.

For GEO and AEO, that means we don't bolt on a "trend" — we build it into the same system that already drives your organic growth, paid growth, and web presence.

- **Content built around real questions** your customers ask, not just keywords.
- **Technical foundations done right** — schema, structured data, and consistent business information so AI systems can read and trust you.
- **Earned citations** on the reviews, press, and directories AI already trusts.
- **Reporting on what matters** — AI mentions, share of voice, and qualified leads, not vanity metrics.

The result: whether someone Googles you, asks an AI, or clicks an ad, you're the answer they land on.



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If you want to know exactly where your business stands with AI right now — and what it would take to become the recommended answer in your industry — talk to us. No pressure, no jargon, just a clear picture of where you are and what's possible.

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