

WHAT TO EXPECT FROM SEO, AEO & GEO



WHAT SEO CAN DO

Is your brand visible on Google and AI platforms like ChatGPT and Gemini? SEO boosts your business's online visibility, attracting organic traffic, leads, and revenue like never before.

You can no longer rely on traditional SEO alone as AI platforms are increasing their searches daily. D2 Branding optimizes your website to get leads from Google, Bing and AI platforms.



WHAT AEO & GEO CAN DO

Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) are not replacements for SEO, but are expansions of it. All three require high-quality, structured content, but they prioritize different aspects to achieve visibility.

AEO & GEO build upon the foundation of SEO by adapting to the rise of AI and direct-answer formats in search.

WHAT TO EXPECT FROM SEO, AEO & GEO



FOUNDATIONAL

- Full On-Site Optimization
- Keyword Research
- Competitor Analysis
- Mobile Responsiveness
- Website Audit for Performance, Accessibility, Best Practices, and SEO Scores for Desktop and Mobile Optimization
- On-Site Application, CMS Updates and Maintenance
- Structured Data, Schema and Knowledge Graph
- On-Site Technical SEO, Content and Structural Optimization

OFF-SITE + LOCAL

- Backlink Management
- Article Marketing
- Brand Marketing
- Barnacle SEO
- Citation Building
- Google My Business and Bing Local Optimization
- Syncing Business Information Across Top Platforms
- Google Analytics, Search Console Optimization and Integration

AI, AEO + GEO

- Align GEO with Business KPI's and SEO Goals
- Audit Current AI Visibility and Sentiment
- Structure Content for AI Summarization
- Leverage Structured Data and Schema Markup
- Monitor, Test, and Iterate Content in AI Engines
- Build Topical Authority and E-E-A-T Signals
- Create LLM-parsable content