

SEO – Search Engine Optimization

The process of improving a website’s visibility on search engines like Google so it ranks higher in search results, helping attract qualified traffic, build credibility, and drive consistent organic growth without relying on paid advertising .

- 01 Focus**
Ranking in traditional search engines
- 02 Methods**
Keywords, backlinks, site structure
- 03 Benefits**
Better organic search visibility
- 04 Example**
Ranking for “best pizza in town”

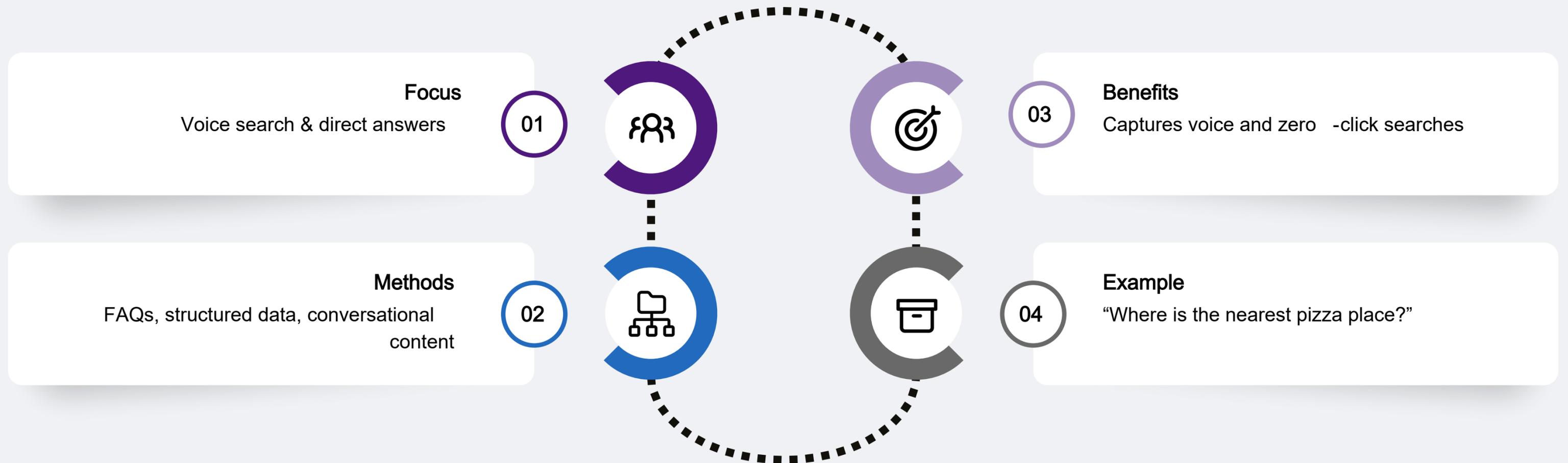
GEO – Geographical / Generative Engine Optimization

Ensures your business appears accurately and prominently in local search results and is clearly understood and recommended by generative AI platforms by optimizing your digital presence for location -based and AI -driven searches, helping you reach the right audience at the right place and time.



AEO – Answer Engine Optimization

The practice of optimizing content to directly answer user questions on search engines and AI-powered platforms by delivering clear, structured, and authoritative information, positioning your brand as the preferred source for featured snippets, voice search, and instant answers.

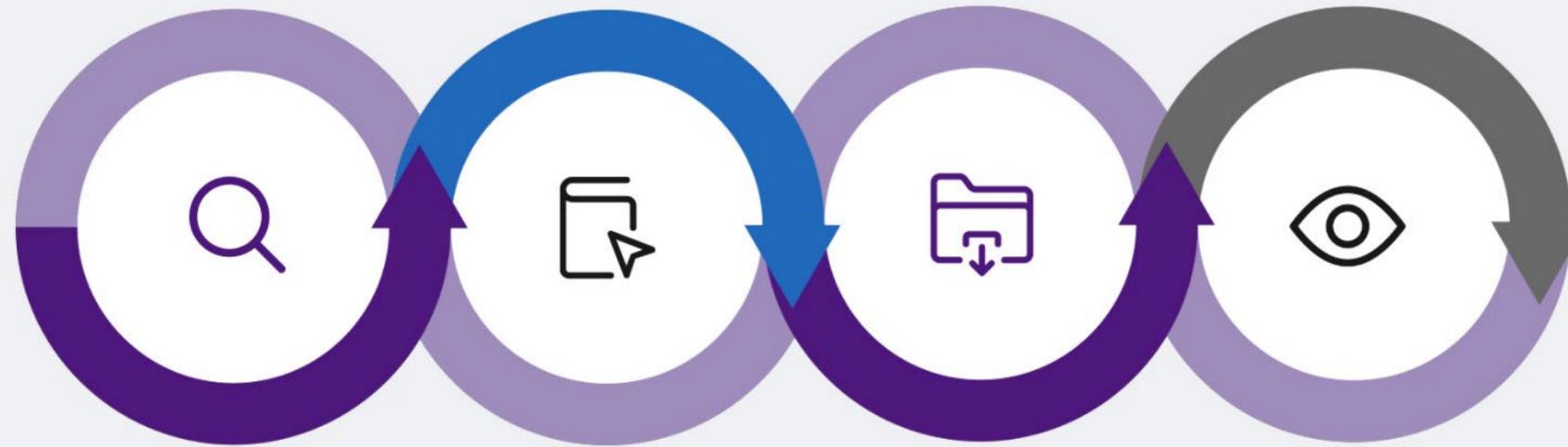


AIO – Artificial Intelligence Optimization

Process of optimizing content, data, and digital assets so they are accurately understood, trusted, and recommended by AI-powered platforms.



What businesses should do to show up everywhere?



01

SEO

Optimize website content, mobile speed, and backlinks

02

GEO

Fully optimize Google Business Profile and local keywords, case studies, reviews

03

AEO

Add FAQ pages, schema markup, and conversational content, case studies, reviews

04

AIO

Use AI tools to track competitors, trends, and performance

05

Consistency across website, listings, reviews, and AI platforms

Key Takeaway

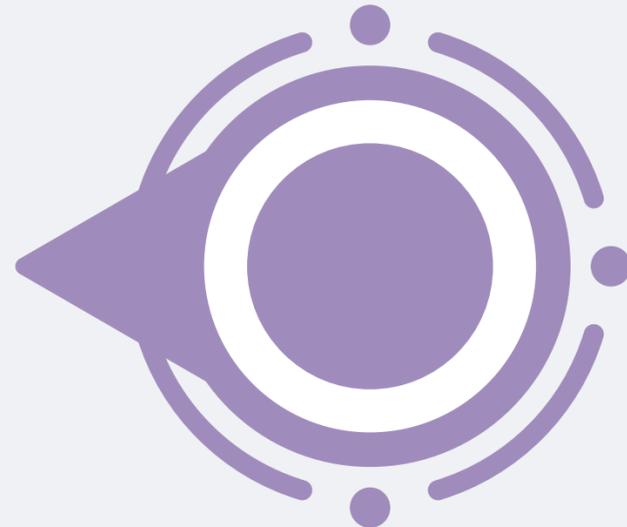
Search is no longer one channel

01



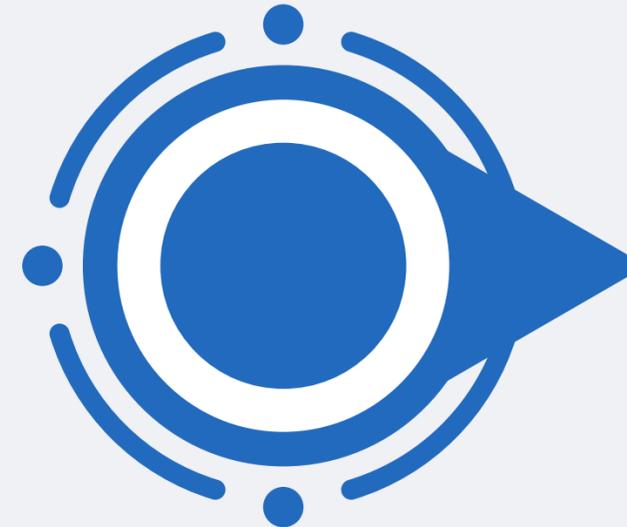
Local visibility requires
SEO + GEO + AEO + AIO

02



03

Businesses that adapt early
win more local customers



JLT Web Design and Digital Marketing

Helps businesses stay visible in today's evolving search world by going beyond traditional SEO.

We make sure your website is technically strong, easy to understand, and optimized for how people actually search today —including local searches, AI -driven results, and voice or question -based queries. By improving your local presence, structuring your content to provide clear answers, and organizing your information so AI systems can interpret and trust it, we position your business to be found across search engines, maps, and AI -powered tools.

In short, we help your business become easier to find, easier to understand, and more trustworthy online.





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Let's elevate your brand to stand out.