

Generative Engine Optimization Guide

Optimizing content for AI-powered search engines

- 1 Replace long-form content with FAQ blocks under 70 words each.
- 2 Add schema markup and structured data to all key content sections.
- 3 Audit and update all content older than 18 months with current stats.
- 4 Inject answer-ready snippets with direct language into article intros.
- 5 Create prompt-optimized Q&A sections targeting generative engine queries.
- 6 Launch micro-surveys and distribute results to industry newsletters for citations.
- 7 Set up Google Alerts for brand name + 'as cited in ChatGPT'.
- 8 Back every claim with numbers, sources, or real-world references.
- 9 Implement citation tracking tool (Mention) to monitor AI-generated answers.
- 10 Remove meta description optimization efforts and focus on structured data.
- 11 Refresh top-performing pages with 2026 statistics and tool updates.
- 12 Test prompt-based content on Perplexity to measure citation performance.