GEO

姚金刚整理

2025 年 7 月 8 日

(GEO)

AI

Generative Engine Optimization, GEO

GEO   SEO

AI

GEO   AI

[1]   GEO

——   —— AI

[2]

LLMs

[2]

AI   [2]   SEO   GEO

SEO   AI   [2]

                              "   "   " AI   " " AI   " "

AI   " AI

"GEO"

"GEO"　"　　　(Generative Engine Optimization)"

GIS　　　　　"GeoAI"

"　　　(Geospatial Artificial Intelligence)" [3]　GeoAI

[3]　　　AI

AI　　[4]

"　　　　"　　　　AI

GEO

• 　　　GEO　　　ROI

GEO   GEO

                         AI

- GEO

          GEO

- AI

     GEO   AI

                              GEO

     GEO

GEO

Generative Engine Optimization, GEO

AI

[1]

SEO

AI

[2]

LLMs

[2]   GEO   AI

AI   [2]

AI   GEO   [2]   SEO

AI   [2]   GEO

"   "   "   " "   "   AI

"   " "   "

"   "   " AI   " " AI   " "

AI   "   AI

"   Generative

Engine Optimization, GEO   "   "   Geospatial Artificial Intelligence,

GeoAI   "   "GEO"

- (Generative Engine Optimization, GEO)

AI

ChatGPT　Google Gemini　Perplexity　　　　　AI　　　　　　　　[5]

AI　　　　　　　　　[2]

- (Geospatial Artificial Intelligence, GeoAI)

AI

[3]　GeoAI　　　　AI

AI

[4]　　　ArcGIS　　　GeoAI

[4]

"　　　　　"　　　　　　　AI

AI

AI

AI

AI   [6]

AI

[6]   "   "

"   "

[7]

AI   AI

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"   AI

[8]   "   " "   "   GEO

AI

GEO

AI   AI

"   "

AI

AI

[2]

AI

[9]   AI

GEO

GEO　　　　AI

AI

"　　　" 　　AI

AI

"　　　　"　　　　"　　　　"

1.　　1　　　　　　　(Focus on User Intent)

"　　"　　　　　　　　　　　　　　　　10

10　　　　　　　"　　　　"

"　　　　　　　　"　　　　　　　8

AI　　　　　　　11　"　　　　"　"　　　　　"

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"　　　"

AI

AI

2. 2 (Clarity and Structure)

AI 10

10

150-300 AI " "

11 " "

" " 11 AI

" " " "

3. 3 (Authority and Credibility)

10

10 10

10 E-

E-A-T AI

6

11 AI

AI 10 AI "

" " " E-E-A-T

"　　　　"　　"　　　　"

4.　　　4　　　　　　　　　(Conversational Tone)

AI

10

AI　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　8

"2025　　　　　　　AI　　　"　　　　"2025

AI

"14　　　　　　　　　　　　　　AI

14

1: GEO

	AI		SEO
	" " 10		10

		8 11	
	10	H2/H3 150- 300 11 FAQ 11	HTML
	E- E- A- T 10	10	12
	10	10 8	

SEO 与 GEO

SEO

SEO

SEO   SERP

SEO

SEO

SEO   " 10   "

                                8

SEO

                                                            AI

AI

GEO　SEO

GEO　　　　　　　　　　　　SEO

GEO　SEO

"　　　" [16]

SEO　GEO [12]

1.

- ○ **SEO**　　　SEO [16]

- ○ **GEO**　GEO　　　　AI　　"　　" 　　　　　　　　AI [16]

2.

- ○ **SEO**　　　SEO

　　　　　　　　　　　　　　　　　　　　　　16

- ○ **GEO**　GEO　　　　　　　　　　　　AI　　　　　　　　　　　　　　　AI

　　　　　　　　　　　　　　　　　16

　　　　SEO　　GEO　　　　　　　　　　　　　　　　　　　　　　AI

3.

- ○ **SEO**　　　SEO

　　　　　　　　　　16

- ○ **GEO**　GEO　　　AI

　　　　　　　　　　　　　16

　　　　　　　　　　　　　　　　　　"　　　　　　　　"　"

　　　　"

4.

- ○ **SEO**　　　SEO　　　　　　　　　　　　　　　　　8

- ○ **GEO**　GEO

　　　　　　　　　AI　　　　　　　　　　8

5.

- SE... SEC...
- ...O GE... mé... ê ... ê ... ê [8]

	SERP [8]	AI AI [8]
	  [8]	E-E-A-T [8]
	  [15]	AI [15]
	  [8]	 [7]
		AI AI [15]
	CTR [15]	AI KPI [15]

AI　SEO

AI   SEO

"　"

AI

[19]

1000　URL   AI   12

4   70% [19] AI

[19]

AI

[20]

AI　SEO   AI

[21] AI

[19]

"　"   AI

[21]   AI   SEO

[21] AI

AI　SEO   SEO   "

"　"　　　"[21]

AI　SEO　　　　　"

"　　　"　"　"　"　"　"

AI　　　"　"[21]　"　"[21]

SEO　　　　　　AI

SEO　　　"　　　"　"

"　　　　　　E-E-A-T

AI

SEO

AI Overviews (AIO)

Google　AI Overviews (AIO)　　　AI

50%　　　　　[18]　AI

[13]

AI Overviews　　　　　AI

Overview　　　50%　70%[22]　　"　　　"

AI [22]

AI

23% [23]　　　AI

[23]　AI

"　"　　　　　　　　　　　[18]

AI Overviews　　　　　　　　　　SEO　　　　"

"　"　　　"　"　　　　"　　　　　　KPI

SEO

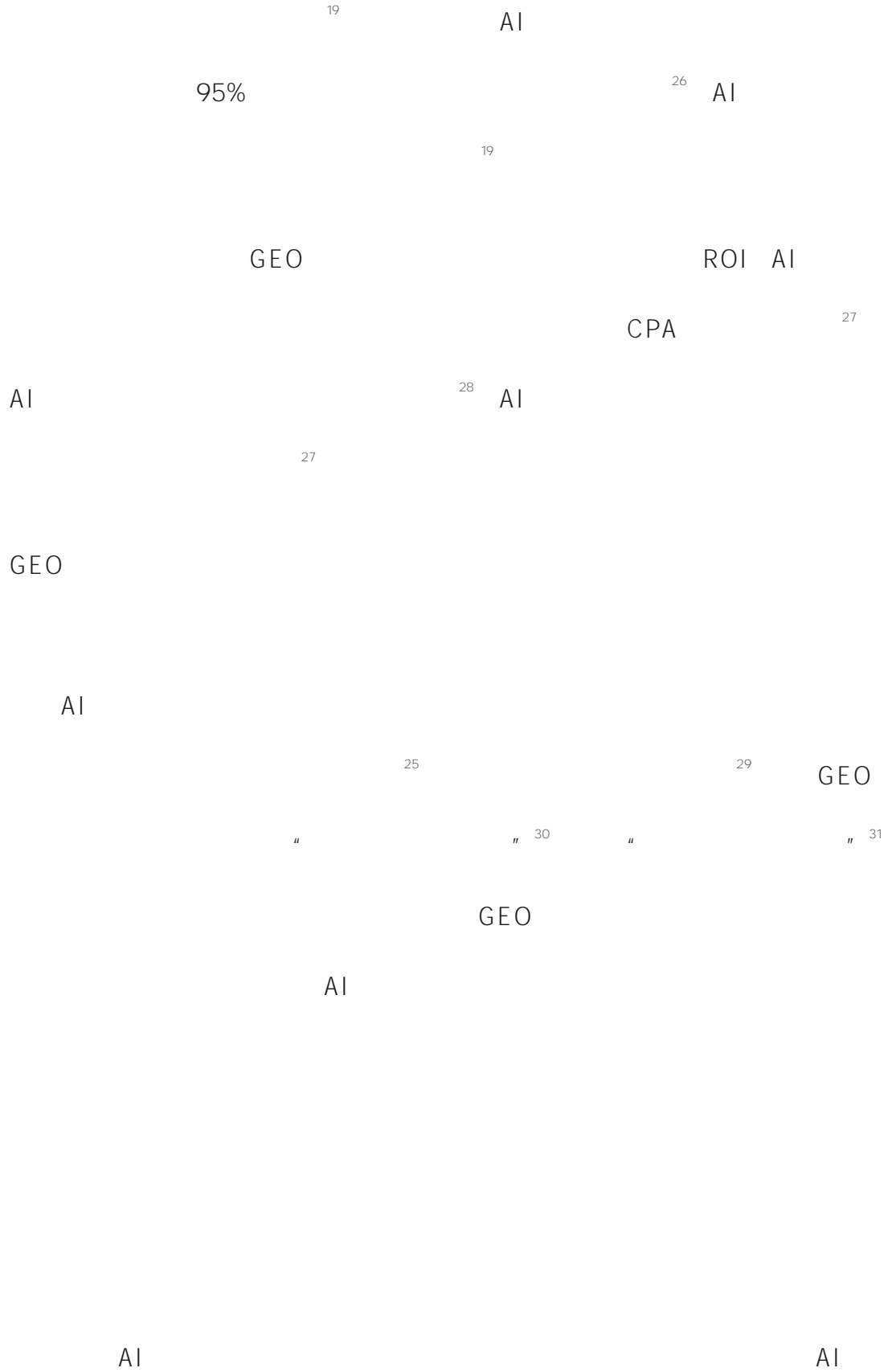SEO　　　　　　　　　AI　　　　　"　"

"　"　　　　　　　　KPI

AI　　　　　　AI

AI　　　GEO

GEO

GEO

GEO

ROI

9

GEO

GEO

9

AI   AI

9

AI

AI   GEO

9

AI

19

AI

95%   26   AI

19

GEO   ROI   AI

CPA   27

AI   28   AI

27

GEO

AI

25   29   GEO

„   „ 30   „   „ 31

GEO

AI

AI   AI

AI

"AI-　　　　　"

GEO

[29]　　　AI

AI

AI

[32]　　　AI

AI

[29]

AI

"　AI　"

GenAI

[33]

GenAI　　　　　　　　　　　　　　　　　　　　　　[33]

"AI　　　"　　"AI　　　　"

AI

GEO　　　　"AI-　　　　　"

AI

"　　"[33]

GEO

GEO　　　　　　　　　　　　IT

"　　　　　　　"

IT　　　　　　　　　AI　　IT　　ITSM

AI

IT　　　　　　　[34]

AI　　　　　　AI　　GitHub Copilot

[34]

AI

DevOps   SecOps   34   AI

                                        IT

            AI

                        34   AI

    GEO   IT

                        "   "

        GEO

GEO   AI

                    "   " 34

        GEO

                        GEO   "   "   "

    " "   "   AI

        AI

AI

AI

AI [30]

AI

AI "　　　"

[36]

AI

[37] GEO

[38]

[35] AI AI AI

[35] AI "

" AI "　" "　"

AI [34]

AI

AI AI

" 　 "　　　　　　　AI　　　　　　　　[36]

　　" 　 "

　　　　　AI　　　　　　　　　[36]

　　　　AI　　　　　　　　　　　　　　GEO

3:　　GenAI

Reddit	AI 　Reddit 　LLM [12]	 [12]
LinkedIn, X	AI [12]	LinkedIn　X

		KOL [12]
	AI [12]	AI [12]
	AI　　　　G2 Capterra　Trustpilot [12]	[12]
	GenAI [12]	[12]

GEO

GEO   "   "   "

     "   "   "   "   "

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                                                                                      "   " 10

                                                                              8   "   "

"   " 8   AI

                                                                                                    12

●   "   GEO " "GEO   "

          12

- 　　　　　　　　　　"　　　GEO　　　"　"GEO　　　　　"

　　"　　　　"　　　[12]

　　　　　　　　　　　AI

　　　　　　　　　　　　　　　　[11]　　　　　　　　　　　"　　　　　　CRM　　　"

　　　　　　　　　　　　　　　　　　"　　　　CRM　　　　　　　　"　"

CRM　　　　　　　　　　　"　[14]　　　　"　　　　"

　　　　　　　　　　　　　　　　　[2]

　　"　　　　"　"　　　　　　"　　　　　　　　　　"　　　　　　"

"　　　　"　"　　　　　　　　"　　　　　　　"　　　"

　　　　　AI　　　　　　　　　　　　　　　　AI

AI

　　　　　　　AI　　　　　　　　　AI

AI

11   150- 300   11

AI   " "   11   AI

                                                            H2 H3

                                        10   "

            "   "   "

11

FAQ   FAQ   AI

                                                    11 FAQ

                            11

                                                                        AI

                    11   AI

                                        11   "X   12

35% "   11

AI   "   " "   "

AI

AI

AI   "   " "   "

E-E-A-T   "   " "   "

E-E-A-T   Experience   Expertise

Authoritativeness   Trustworthiness   AI

[6]   AI   E-E-A-T

[10]

AI   [11]   "

2024   Statista   63%   AI   "

[14]

[6]

[6]

[6]

[11] AI

[11]

AI

AI [10]

AI

AI " "   "   " "

"   AI   AI

E-E-A-T

"   "   "   "   1)

2)   3)

4)

"   "

LLMs

[2]   "   " "   "

AI

[8]   AI

AI

AI

- AI   [12]

[12]

AI

-    [2]

AI

- alt   alt

[11]   "   "   " 12   35%

" [11]   AI

    AI   "   "   "   "

            AI   "

    "   "   "

                                                                        AI

                                    SEO

    Prompt Engineering

    Prompt Engineering   prompts

            AI   LLMs   [40]   AI

                    AI   AI

                                            AI   "   "

    1.

"   " [40]

"   500

" [40]

2.

40   "

1   " [40]

3.   AI   [41]

AI

[41]

4.

[41]   1990

[41]

5.

[41]   AI

[41]   [41]

6.   Prompt Engineering

AI   [41]   [41]

[41]

Prompt Engineering   GEO

AI

"Prompt"

AI　　"　　　"　"　　　　"

AI　　　　　　　　　　　　　"

"　"　AI　　　"　　　　　　　　Prompt Engineering

GEO

GEO　　　　　　　　ROI

SEO

GEO

1. Rocky Brands　BrightEdge　　　　　　　　AI

BrightEdge Instant

[42]　　　　　　30%　　　　　74%　　13%

[42]　　AI

2. STACK Media　　　AI

SERP   STACK Media

                                  [42]

                                                                    61%

              73% [42]   AI

3.   Klaviyo

            AI   Klaviyo

        35%   50% [27]   AI

4. AI   Meta Advantage+   Google Performance Max

                AI   Meta Advantage+   Google Performance Max

                                                    CPA   [27]   AI

                    A/B

5.   -   -   CLA

    AI   [43]

                        GenAI   AI

                                        [43]

6.   myVW

                                            "   " "

                    " [43]

7. PODS   Gemini   PODS   Tombras   Gemini   "
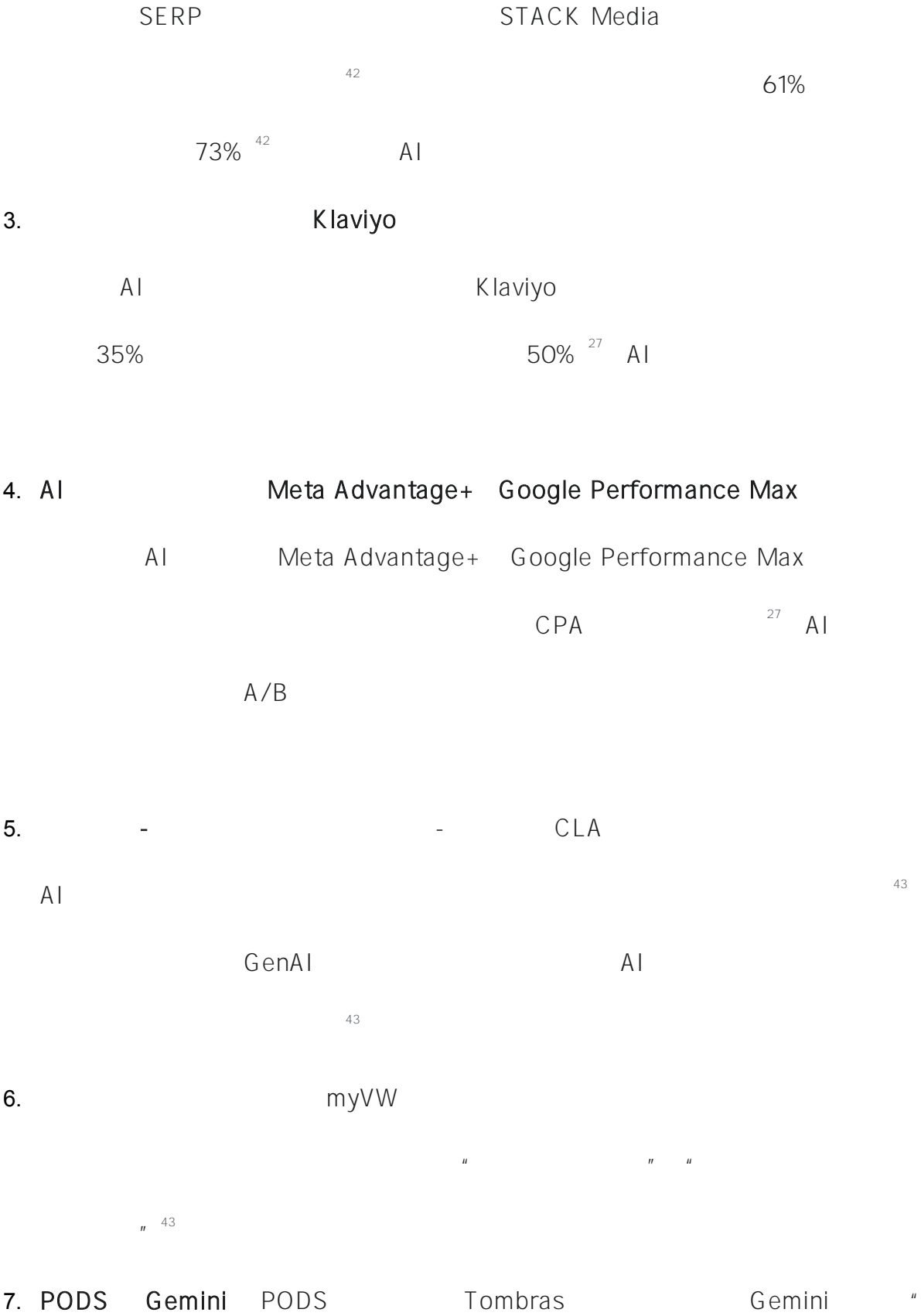
" [43]

29 6000 [43]

AI

GEO ROI SEO

GEO

GEO

AI

GEO

Schema Markup

Schema Markup GEO "

" AI " " SEO

Schema Markup AI

10 AI

Schema AI

Schema

- FAQ Schema AI 6
- How-To Schema AI 10
- Article Schema AI 10
- Product Schema

  10

- Organization Schema 10
- Review Schema AI 12
- VideoObject AI 12
- Breadcrumb AI 12

Schema

[12] Google

Schema

GEO

[45] AI

[45] SEO

Schema "   " "   Schema   " [45]

Schema

AI   AI

"   " "   "

GPTBot

AI   SEO   "   "

AI"   "   AI

AI   AI

GPTBot OpenAI   ClaudeBot Google-Extended

Google AI ccbot [12]

robots.txt robots.txt AI

FAQ

[12] [12]

robots.txt AI GEO

[12]

JavaScript AI OpenAI

GPTBot ClaudeBot JavaScript [11]

JavaScript AI

[11]

JavaScript AI

- **SSR** **SSG**

  SSR SSG HTML

  [11]

- HTML JavaScript [11]

- **AI** AI ChatHub AI

AI JavaScript

SSR SSG

AI

AI AI SEO

AI

AI "   "   "   "

AI

AI

AI

AI XML

Breadcrumb Navigation [12]

AI [12]

Orphan Pages AI [12]

GEO

AI [11]

"GEO " "GEO SEO " "GEO "

AI

SEO "

" " AI "

AI

AI AI " "

GEO AI

GEO

"　　　"　"

"

AI　　　　　　　　GEO　　AI

AI

- Jasper [46]

AI

- Anyword [46]

- Writer [46]

LLM

- Creaitor [21]

- Surfer SEO [20]

AI　　SERP

- Semrush ContentShake [26]

- Frase.io [20]

AI   SEO

- Copy.ai [47]

- Chatsonic [10]

                              GEO

- MarketMuse [48]

  AI

- Clearscope [48]

- Google Trends [10]

- AnswerThePublic [10]

- BrightEdge SEO AI [42]

  AI

- Surfer SEO [19]

      AI

- Creaitor [21]

AI

- ChatGPT [9]

  AI

- Perplexity [9]

  AI

- Google AI Overviews [10]

  AI

- Gemini [9]

  AI   AI

- Claude [11]

  Anthropic

- ChatHub [11]

  AI   ChatGPT   Gemini   Perplexity   Claude

  AI

- FiverGo [27]

- Notion AI [27]

- Team-GPT [27]

- Dialogflow [42]

- TikTok Insight Spotlight [42]　　　AI

GEO

　　　　　　　　　　　　　　　　　　　　　　　　"　　　　"　"

　"　　AI

"　　　　"　"　　　"　　[49]　　　　　　　　GEO

　　　　　　　　　　　　　　　　　　　　　　1)

　　　　　　　　　　　　　2)

　　　　"　　"　3)　　　　AI

　　　　4)　　　　　　ROI

　　　　　　　　　　　GEO

4: GEO　　AI

			GEO
	Jasper[46]		AI
	Anyword[46]		AI
	Writer[46]	LLM	
	Surfer SEO[20]	AI	AI
	Google Trends[10]		
	AnswerThePublic[10]		
	BrightEdge SEO AI[42]	AI	AI

AI	ChatGPT [9]	AI	AI
	Perplexity [9]		AI
	Google AI Overviews [10]	AI	AI
	ChatHub [11]	AI	GEO
	DALL-E 2 / Midjourney / Stable Diffusion [47]		AI
	Pictory AI [42]	SEO	AI

	Notion AI [27]		

GEO

GEO

GEO GEO

"   " " AI Pods"

"   " "   "

AI

[37]   GEO

AI Pods   AI   AI

[37]   AI Pod

- AI

-

- AI　　　　　　　　　　AI

- 　/　　　　　　　　　　　　　　　　　　　AI

- UX/UI　　　　　　AI

- MLOps　　　　　AI

　　　　Pod　　　　　AI

　　　　　　　AI　　　　　　37

AI Domains　　　　　　　　AI Domains　　　AI Pods

　　　　　　　　　　　　　　37　　　　　　　　　　　"

　"Domain　"　　　　　　　　"Domain　　　Domain　　　　　　　　　AI Pods

　　　　　　　　　　　　　　　　　　Domain

　　37

AI　　　　　　　　　　　AI

AI Pods　　Domains　　　　　　　　37　　　　　　　　　"

　NLP　　　　　"　"　　　　　　　"　"AI　　　　　AI　　"

　　　　　　　　　　　AI　　　　　　　AI

　　　37

AI

AI   37

                                         37

AI   AI   AI   37

        AI Pods   Domains   AI

                                                37   AI   CAIO

     AI   AI   37

        GEO   "   "

     "AI Pods"

        "AI   "   Pod

                "AI   "

              GEO

                    AI

GEO

GEO   AI   "

     "   "   "   "AI   "

AI　　　　　　　　　　　　　　AI

[47]

- 　　　AI

[47]　　　　　　　　SEO

[47]

- 　　　　　　AI

[47]

OpenAI　Bain & Company　　　　　AI

　　　　AI　　　　　　　　　[47]

- 　　　AI

[25]　　　　　　　　　　　　　　　　　　　　　　　　　　[25]

- 　　　　　AI

[25]

[28]

- 　　　URL　　　　　　　[51]

[51]

-

- [51]

ArcGIS Workflow Manager   GIS   GIS

[52]

-

UAT   [53]

GEO   AI

                                                            "AI   "

AI   "   "

AI

                                                        "   " "   " "   "

AI   AI

"AI   "

GEO   KPIs

GEO   "   " "   "

AI

KPI   SEO   CTR

                                              DA   AI

[15]   " 10   "   AI

      [15]

AI   KPIs   GEO   AI

            KPIs [15]

1.   (Chunk retrieval frequency)   AI

      [15]   AI

2.   (Embedding relevance score)

            [15]   AI

3. AI   (Attribution rate in AI outputs)   AI

            [15]   AI

4. AI   (AI citation count)   LLMs

      [15]   SEO

5.   (Vector index presence rate)   AI

            [15]   SEO   "   "

6. AI   (AI model crawl success rate)   AI

      GPTBot Google-Extended   [15]   AI

7. (Brand Mentions) AI

¹⁷ " " — I'll use plain text.

7. (Brand Mentions) AI

[17] " "

8. (Mapping Entity Recognition)

" " [17]

AI

9. (Topical Authority)

[17] AI

KPI

- AI AI chat.openai.com, perplexity.ai [15]

- RAG AI [15]

- [15]

- Perplexity You.com ChatGPT AI [15]

- AI CDN Cloudflare

GPTBot Google-Extended AI   [15]

GEO   "   " "   "

                    AI

                    SEO

     GEO   1)   AI

ChatGPT Perplexity   AI   KPI 2)

                              "   " "RRF   "   3)

                    "   "   " AI   " "   AI

  "   "   "

     "   "   AI

5: GEO   (KPIs)

KPI		SEO	AI
	AI [15]	SEO	AI

	15		AI
AI	/ AI 15	SERP	AI
AI	LLMs 15	17	AI
AI	AI 15	AI	AI
	AI 17		
	" " 17		AI

			AI
	17		

GEO

GEO   "   "

        "   "   AI

AI   AI   2025   AI

                378.9   2034   10050.7   2025

2034   CAGR   44.20% [54]   2024   41%

        [54]   AI   83%

                AI   [49]

81%   AI

    24%   20%   AI   [49]

                GEO   "   "

                GEO

- GEO [38]

- GEO AI [38]

- GEO "   " [38]

- [38]

AI

[25] AI

5   2024   Tableau

Snowflake [26]

GEO   1)   GEO

[38] 2)

" " AI   ROI

[49] 3)

AI

"AI   "   [33] 4)

AI

[26]

GEO

AI

AI   "   "   AI   "   "   "   "

AI

[39]   AI   AI

AI   AI

AI   [39]

AI   AI   [39]

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AI

GEO　　　　　　　　"　　　"　　　　　　　　　　　　　　　1)

　　　AI　"　　　"　"　　　"　　　　　　　　　　AI　"　　　"　"　　　"

　　33　　2)

　　　　　　　　　　　　　　　　　　　AI　　　　　　　　　"　　"　"

　"　35　　3)

　　"　　　　　　　"　　　　　　　　　　　　　　　　AI

　35　　4)

　　　　　　AI　"　"　　　　AI

35

　　　　AI

AI   GEO   "   "

"   "

                    AI   2025

              378.9   2034   10050.7   2025

2034   CAGR   44.20% [54]   2024

      41%   AI   [54]

AI   AI   2025

      AI   436.3   2032   1088.8

      14% [55]   AI   2025   54.2%

              AI   [55]

AI   AI   PC   2023

2024   GenAI   65% [56]   2024   8   39%   18-64

          AI [57] GenAI   PC   [57]

          AI

[58]   AI   AI

      10%   30% [58]   AI

AI   GEO   "   "   "

"

        "   "   AI SEO   18   AI

                                    AI   GEO

            "   " "   "   26   GEO

            AI   GEO

                        AI   AI

                AI   AI

                        SEO

    AI   AI

                                            59

    AI   AI

AI   AI

[59]

AI   AI   AI

AI

[59]

AI

LLMs

[59]   AI

[59]

- AI   " "

[36]

- AI   [34]

- AI

[34]

- AI

⁵⁸ → [58]

- AI 88%

AI [60]

AI GEO

AI AI

AI AI

GEO AI

"AI" [34] 1)

AI 2)

AI 3)

4) " AI" AI

AI

GEO

GEO

SEO

GEO   AI

GEO   AI

GEO   "   " "   "   AI

AI   AI

AI

GEO   "AI Pods"

AI   "   " "AI   "

AI   KPI   AI

GEO   ROI   "   "

"   "

GEO   "   "   " AI   "

AI   Prompt Engineering   AI

E-E-A-T

AI

1.　　　　　　GEO

　　　　　　　　　　　　　　　　AI

2.　　　　　AI

E-E-A-T

3.　　　　　AI

AI

4.　　　　　　　AI　KPI　　　　　　"

　　"　"　　　"　"　　　　"　　　　　　AI

5.　　　AI　　　　　GEO

GEO

GEO　　　AI

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   us/capabilities/geoai/overview#:~:text=Geospatial%20artificial%20intelligenc

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