



✦ A Positive Change Company

From SEO to GEO

How to make your corporate website content discoverable by AI

Introduction

AI is rapidly reshaping how people discover information. Increasingly, job seekers, customers and investors begin their research with AI tools—not traditional search engines. Your website now fuels AI summaries, answers and citations, and in 2025 we saw a 1,200% increase in AI bot scrapes, showing just how quickly this shift is accelerating.

In this landscape: SEO gets you discovered. GEO gets you used.

How AI uses your content

AI systems don't browse websites like humans. They follow a pipeline that determines whether your content is seen, understood and trusted.

1) Discovery (SEO + GEO Signals)

If AI lacks a confident answer, it runs multi-query searches, crawls public pages, renders HTML, and follows internal/external links. Eligibility for use starts here.

2) Cleaning & Indexing

AI removes clutter and extracts your core text, headings, lists, tables, metadata and entities. Well-structured pages survive this stage more accurately.

3) GEO Relevance Scoring

Content is scored for clarity, structure, freshness, factual consistency and semantic relevance. Highly scored snippets are selected.

4) Trust & Corroboration

AI validates content against E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) signals, third-party mentions, media citations and historical accuracy. Weak evidence leads to down-ranking. These are the same principles of course as are used to improve SEO.

5) Synthesis

AI combines snippets, removes duplication and rewrites them into an original answer. It does not copy pages verbatim.

6) Quality Filters

Outputs are checked for hallucinations, unsupported claims, bias and completeness. This shapes what users ultimately see.

Key Takeaway:

AI doesn't read websites like humans—it discovers pages through SEO/GEO signals, cleans and structures the text, and scores it for clarity, accuracy and relevance. It then validates the information against trusted sources before synthesising the strongest snippets into an original answer. Finally, quality filters remove errors or unsupported claims, shaping what the user ultimately sees.

What this means

In very simple terms this means that to appear in AI-generated answers, your content must be:

- Crawlable
- Structured
- Explicit
- Credible
- Maintained over time

Content considerations

When developing content for your corporate website, there are important considerations to be given to key content areas which can be summarised as follows:

Online reporting page(s)

- Ensure there is narrative content as well as facts / figures / performance to deliver the story you want picked up.
- Date stamp figures / pages, to ensure content is identified.
- Ensure a good meta description to aid AI search.
- Mark up any tables of content.
- Add PDFs as these can then be cited in search results.
- Add in schema markup for the online Annual Report HTML page and PDFs so that the page and the PDFs are structured as 'one report' with two formats, not two separate documents when crawled.

Results publications

- Publish the main content in HTML so it is visible to both SEO and GEO.
- Provide table content in HTML not images with mark ups.
- Add schemas for quotes if applicable.
- Cross link to other related content.

Example: <https://www.hsbc.com/news-and-views/news/media-releases/2025/hsbc-holdings-plc-3q-2025-earnings-release>

Key performance numbers

Consider creating a page of financial highlights and/or KPIs and key stats to enable them to be read by AI. A regularly updated 'Figures & KPIs' page helps SEO and AI crawlers because it's a stable, high-trust HTML source where fresh, structured data is refreshed over time instead of buried in annual PDFs:

- Ensure this data is properly marked up;
- Date stamped and in HTML not images;
- Useful to add an introductory summary that AI can pick up.

Example: <https://www.burberryplc.com/investors/financial-performance-kpis>

Key Takeaway:

Your website content should be clear, consistent and easy for both people and AI to read. Focus on sharing key information in well-structured HTML pages with short summaries, dated figures and simple explanations. Keep everything aligned across your site and reports so AI can confidently understand and use your content.

At a glance summary

Another consideration is an 'At a glance' summary providing the high-level information and stats on the organisation. Companies often produce a PDF factsheet – consider placing this in a webpage in HTML to be discoverable – the PDF download can still be provided. The same principles apply as to the key performance numbers.

Example: <https://www.abf.co.uk/about-us/abf-at-a-glance>

FAQs

Consider adding FAQs on the key topics or questions you would like to fuel AI. These can be added to specific sections (i.e. investor FAQs etc) to enable targeted content.

Review all site content for consistency

Ensure all content in the Annual Report, that is also in the website, has been updated to ensure consistency of content across the PDF, website and online report. Of course, they can be in different formats, but the content should be the same. Examples will include:

- Investment case
- Strategy
- Business model
- Sustainability focus areas
- Stats and performance numbers

Implementation recommendations

At time of publication and the wider corporate site updates, and indeed across all ongoing updates, it is important to bear in mind the following:

- Check page speeds, especially on mobile. Online reports often have heavy image content – it is important that they are sized for websites and load quickly. Check page speeds also for any coding issues that may slow loading.
- Videos – consider hosting in a CDN such as Vimeo, YouTube or Brightcove especially if content is for a global audience.
- Sitemap – ensure this is up to date.
- Complete meta descriptions, they are especially important for GEO.
- Date stamps where applicable across the site.
- Add schema marks ups :
 - i.e. Leadership / quotes;
 - Link PDFs as encodings of reports, not standalone entities;
 - Ensure Organisation schema is present site-wide (logo, official name, URL).
- Double check headings (so you have the right H1, H₂, etc) hierarchy.
- Ensure tables are marked up so they can be read.
- AI extractability:
 - Year-over-year comparisons: Always show deltas (↑ / ↓ or % change). AI models prefer comparative facts over isolated numbers.

Key Takeaway:

Keep your site clear, fast and easy to navigate by optimising load speed, keeping metadata and headings accurate, and presenting key information as real text rather than images. Use consistent wording, well-labelled PDFs, ALT text and transcripts to help people and AI understand your content. Strengthen trust by keeping leadership information current and linking related pages for a smoother user journey.

- Consistent terminology: Avoid renaming KPIs, initiatives, or business units year to year unless absolutely necessary.
- AI Citations:
 - Use precise headings ('Revenue by Region', not 'Our Performance').
 - Avoid marketing phrasing for factual sections.
 - Repeat entity names near figures (AI often loses context mid-table).
 - Authority and trust signal:
 - Link to/include methodology or assurance statements where relevant.
 - Ensure leadership bios and roles are current and linked internally.
- Assets – don't rely on images to communicate complex elements such as a business model or strategy. Use imagery for human audiences but ensure the content you prioritise in HTML format is there. (example this page has the image/animation but key content in HTML <https://www.haleon.com/who-we-are/strategy>)
- PDFs – ensure they have the correct title and properties so they are accurately picked up in search and can be cited.
- Consider cross links to other pages. Not only does it enhance the user journey to encourage further exploration but can also enhance rankings of content.
- Add ALT tags to imagery.
- Add transcripts for videos.
- Don't forget social media as posting content does enhance the 'authority' of the content.

Note: there is a lot of debate on whether to add llms.txt files. Overall this doesn't seem to make a difference to AI search results – it doesn't do harm but research indicates it is not a key influence.

As AI search becomes mainstream, visibility depends less on keyword tricks and more on clarity, credibility and structure. The good news is that many of the skills in SEO also apply in a GEO world – but there are key differences. Brands that prepare their websites for GEO now will be the ones AI cites, summarises and amplifies.

Getting started

Ready to strengthen your AI visibility?

As AI-driven discovery becomes the norm, ensuring your corporate website is structured, credible and GEO-ready is essential. Our team can help you assess how your content is currently interpreted by AI, identify gaps in structure and trust signals, and provide clear recommendations to enhance discoverability.

Whether you need a full GEO audit or support embedding best-practice foundations across your site, we're here to help.

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