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GEO TRAINING

BEST GEO & AI SEARCH OPTIMIZATION TRAINING COURSE

GEO (Generative Engine Optimization) is the process of improving a website's and brand's visibility, citation and presence within AI-powered search and generative answer engines through relevant content, technical readiness, prompt research and authority building. This training is designed for students and beginners to understand GEO concepts and apply them through practical, real-world exercises.

KEY FEATURES OF GEO COURSE

- Learn the fundamentals of Generative Engine Optimization (GEO) and how AI search engines and LLMs retrieve, interpret, and cite content.
- Perform practical prompt and query research using search intent, conversational patterns, and long-tail prompt concepts.
- Optimize content for AI citation using clear answers, structured formatting, headings, entities, and AI-friendly writing.
- Understand technical GEO including AI crawlability, structured data/schema markup, llms.txt, XML sitemaps, robots.txt, redirects, HTTPS and website performance.
- Learn off-page GEO concepts including brand mentions, citations, backlinks, digital PR, guest posting and citation analysis.
- Understand Local GEO, Google Business Profile, local prompts, reviews, citations and AI-driven local visibility.
- Work with commonly used GEO and AI visibility tools including Google Search Console, ChatGPT, Perplexity, Google AI Overviews, Semrush AI Toolkit, Ahrefs Brand Radar and Screaming Frog.
- Learn GEO reporting, AI visibility tracking, competitor analysis and complete website GEO auditing.
- Explore prompt engineering and AI-assisted workflows for content planning, optimization and modern generative search experiences.
- Complete a practical GEO project based on a website or business.

WHY GEO TRAINING?

- Understand how AI search engines, LLMs and generative answer engines work.
- Build practical skills that can be applied to websites, blogs, online businesses and AI-driven marketing campaigns.
- Learn theoretical concepts together with hands-on exercises and real-world GEO workflows.
- Gain experience in AI visibility analysis, prompt research, on-page optimization, technical checks and GEO reporting.
- Develop a complete GEO audit and implementation plan as a final practical project.
- Stay familiar with modern generative search practices, AI search behaviour and evolving algorithms.

Course Syllabus

Introduction to GEO

- Meaning and importance of GEO
- How AI and Generative Search Engines Work (LLMs & RAG)
- AI Crawling, Indexing and Citation Process
- Traditional SEO vs GEO
- Types of AI Search Platforms — ChatGPT Search, Google AI Overviews, Perplexity, Copilot, Gemini
- SERP vs AI Answer / Overview Features
- GEO Ranking and Citation Factors — Basic Understanding
- Search Intent in Conversational and Prompt-based Search

Prompt & Query Research

- Introduction to Prompts and AI Queries
- Short and Long Conversational Queries
- Informational, Comparative and Transactional Prompts
- Prompt Patterns and Query Difficulty
- Understanding Search Intent in AI Search
- Competitor Prompt and Citation Research

- Prompt Mapping
- Topic and Query Clustering
- Practical Prompt Research

On-Page GEO

- AI-friendly Website and Content Structure
- Title and Heading Optimization for AI Extraction
- Clear, Direct Answer Writing
- Heading Tags -- H1 to H6
- URL and Content Structure Optimization
- Keyword and Entity Placement
- Image SEO and Alt Text
- Internal Linking for Context
- External Linking and Citation Sources
- Content Optimization for AI Summarization
- Structured Q&A and List Formatting
- AI-friendly Blog and Article Writing

Content & GEO

- GEO Content Strategy
- Topic and Entity Research
- Intent-based Content for AI Answers
- Content Planning and Editorial Calendar
- Pillar Pages and Topical Authority
- Content Optimization for Citation
- Content Refresh and Freshness Signals
- E-E-A-T -- Basic Understanding
- Helpful, Original and Fact-checked Content
- AI-assisted Content Planning
- Quality Control for AI-assisted Content

Technical GEO

- What is Technical GEO?
- Website Crawling and Indexing for AI Bots
- Google Search Console
- Robots.txt and AI Crawler Permissions
- lms.txt -- Introduction
- XML Sitemap
- Canonical Tags
- 404 Errors and Redirects
- HTTPS and Website Security
- Mobile-friendly and AI-readable Pages
- Page Speed Optimization
- Core Web Vitals -- Introduction
- Structured Data / Schema Markup for GEO

Off-Page GEO

- Introduction to Off-Page GEO
- Brand Mentions and Citation Authority

- Backlinks and Link Authority
- Digital PR for AI Visibility
- Guest Posting and Content Syndication
- Business Listings and Citations
- Social Sharing and Brand Visibility
- Third-party Mentions (Forums, Q&A, Reviews)
- Citation and Mention Analysis
- Building Cross-platform Authority

Local GEO

- Introduction to Local GEO
- Google Business Profile
- Local AI Search Visibility
- Local Prompt Research
- NAP Consistency
- Local Citations
- Reviews and Ratings as AI Trust Signals
- Google Maps and AI Local Recommendations
- Local Content Optimization
- Local GEO Audit

GEO Tools

- Google Search Console
- Google Analytics -- GEO Basics
- ChatGPT and Perplexity -- Testing AI Visibility
- Google AI Overviews Monitoring
- Schema Markup Generators
- Semrush AI Toolkit -- Introduction
- Ahrefs Brand Radar -- Introduction
- AI Visibility Trackers (Profound, Otterly.ai) -- Introduction
- Screaming Frog -- Introduction
- AnswerThePublic

GEO Analytics & Reporting

- AI Visibility and Citation Tracking
- Brand Mention Monitoring
- Share of AI Voice
- Referral Traffic from AI Platforms
- Google Analytics GEO Metrics
- GEO KPIs
- Conversion Tracking -- Introduction
- Competitor AI Visibility Analysis
- Monthly GEO Reports
- GEO Progress Tracking

AI + Modern GEO

- Introduction to AI in Search
- AI-assisted Prompt and Topic Research
- AI Search Intent Analysis

- AI Content Planning
- AI Title and Answer Generation
- AI Content Optimization
- AI-powered GEO Workflows
- Generative Search and AI Overview Ecosystem
- GEO for Modern Search Experiences
- Understanding Changing Search Behaviour

GEO Audit

- Website GEO Audit
- Technical GEO Audit
- Prompt and Content Audit
- On-Page GEO Audit
- Off-Page and Citation Audit
- Page Speed and Mobile Audit
- Local GEO Audit
- Competitor Audit
- Identifying GEO Issues
- Preparing GEO Recommendations

Practical Project

- Select a website or business
- Conduct website and competitor AI visibility research
- Perform prompt research and query mapping
- Create an on-page GEO optimization plan
- Perform technical GEO checks
- Prepare a content strategy for AI citation
- Prepare an off-page and citation-building strategy
- Prepare a local GEO strategy where applicable
- Track AI visibility performance using GEO tools
- Prepare and present a complete GEO audit report

OUR TRAINING BENEFITS

- Gain knowledge from experienced professionals in the field.
- Learn theoretical concepts and gain practical experience at the same time.
- Training that provides real-world, hands-on experience to understand professional GEO practices.
- Complete a practical GEO project and build a portfolio-ready case study.
- Receive a certificate upon successful completion of training.
- Get exposure to current GEO tools, workflows and modern generative search practices.
- Learning tools, updated curriculum and course materials will be provided.
- Opportunity to interact with trainers for guidance during the training.

Suggested Training Duration: 30 Hours

Theory & Concept Learning -- 20 Hours | Practical Training -- 8 Hours | Final Project & Presentation -- 2 Hours

Litz Tech India Pvt Ltd

Industry-oriented training in GEO, AI search technologies and practical skill development.