

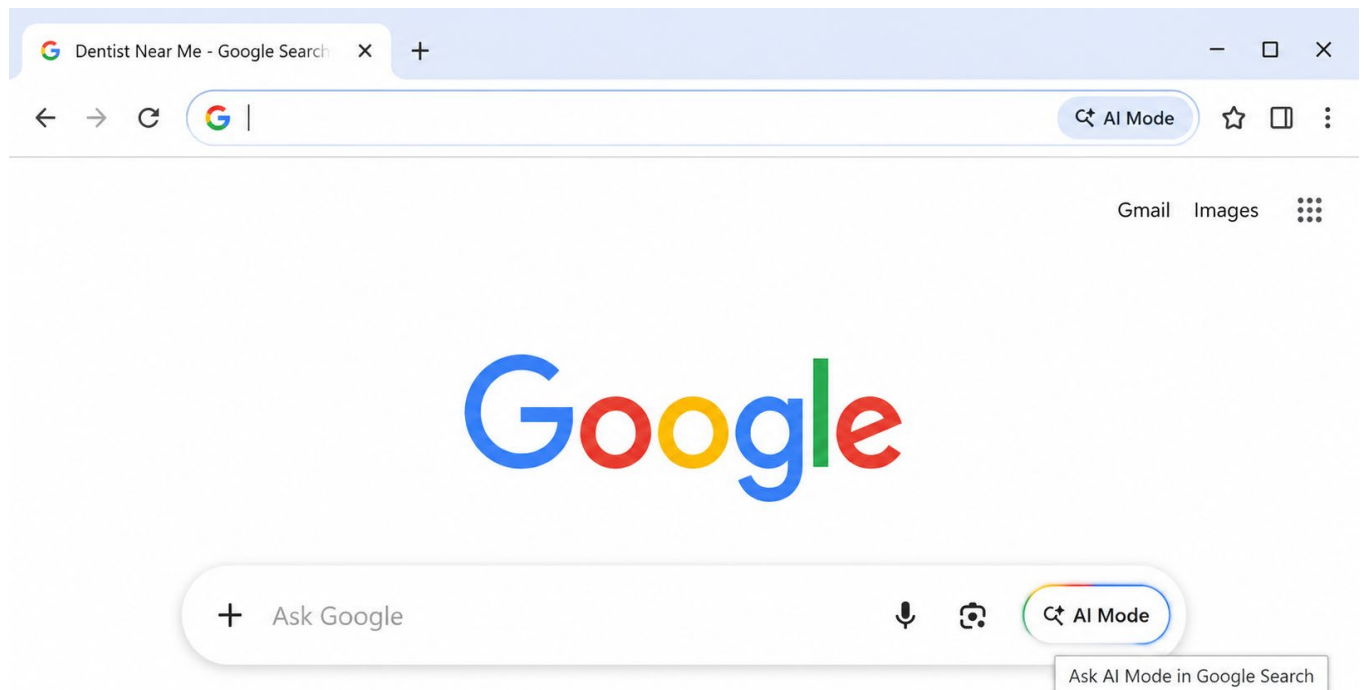
Google AI Mode Conversation: Why SEO, AEO, GEO & AI Visibility Matter

Purpose of This Document

This document walks through a real conversation with Google AI Mode. The screenshots demonstrate how Google's AI systems gather information, evaluate businesses, and determine which companies are recommended in AI-powered search results. The conversation highlights why Search Engine Optimization (SEO), Answer Engine Optimization (AEO), Generative Engine Optimization (GEO), Google Business Profile optimization, reviews, citations, and website authority all play a role in AI visibility.

Image 1 – Starting a Search

The process begins with a standard Google search. The user enters a local search query such as 'Dentist Near Me.' This demonstrates the type of search consumers perform every day when looking for local businesses and services.



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Image 2 – Accessing Google AI Mode

Google now provides AI Mode directly within Search. This screenshot shows how users can activate Google AI Mode to receive AI-generated answers rather than traditional search results alone. Type in your keyword and click AI MODE to the right.

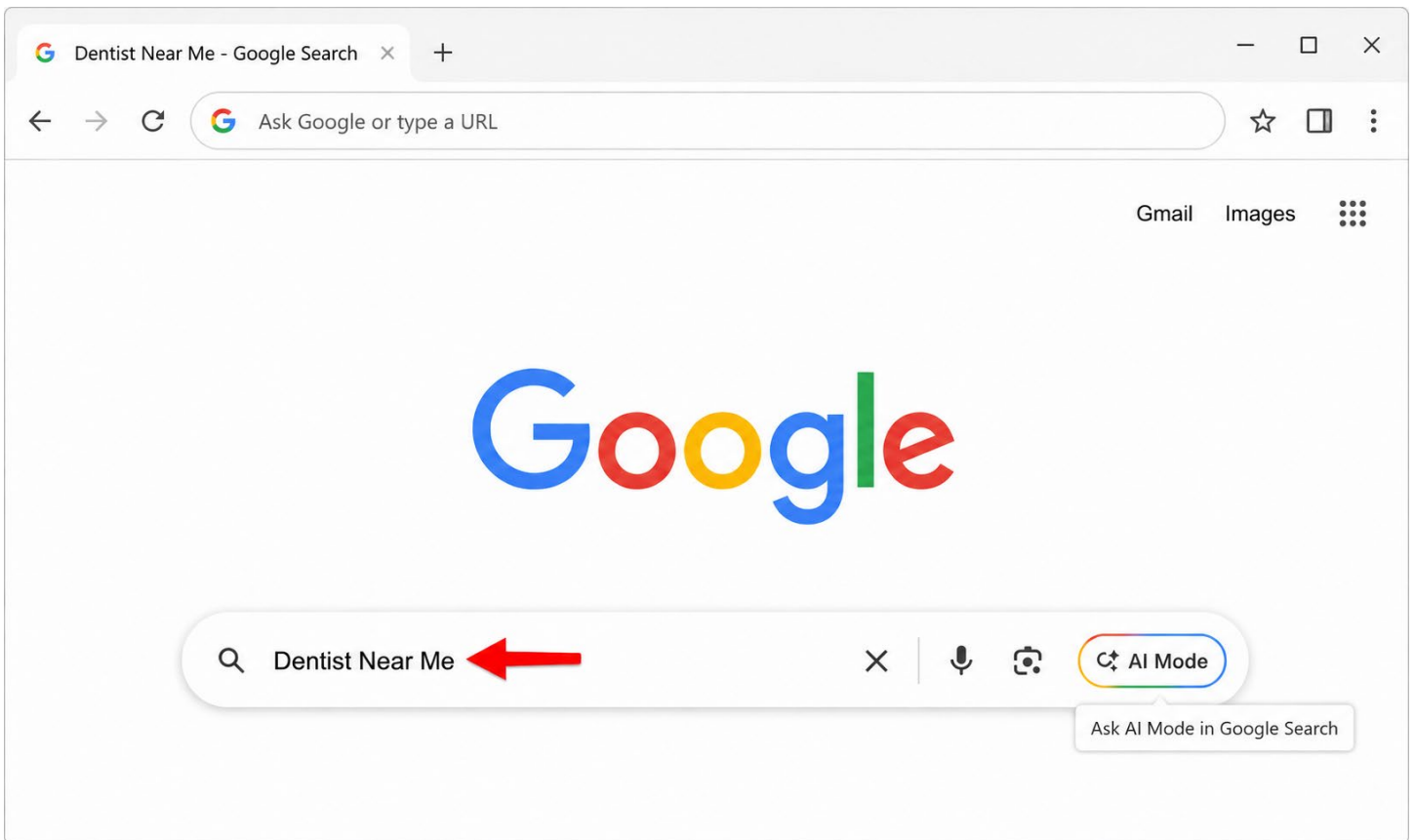
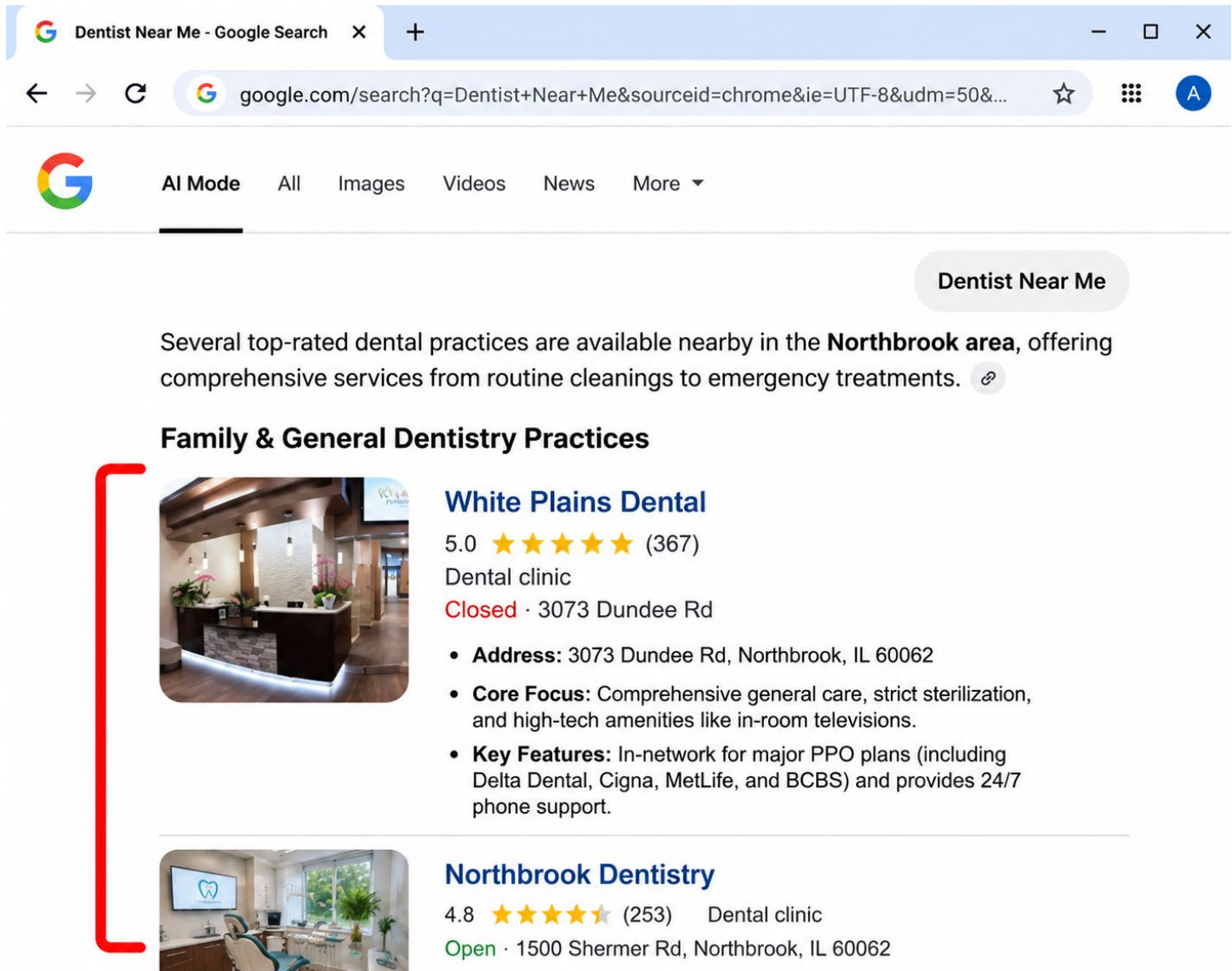


Image 3 – Google AI Provides Recommendations


Google AI responds with local business recommendations. Instead of simply displaying links, the AI summarizes information about businesses, reviews, services, and locations. This demonstrates the shift from ranking pages to becoming a recommended entity within AI-generated answers. After you clicked AI Mode, these are the results



Dentist Near Me

Several top-rated dental practices are available nearby in the **Northbrook area**, offering comprehensive services from routine cleanings to emergency treatments. [🔗](#)


Family & General Dentistry Practices



White Plains Dental

5.0 ★★★★★ (367)
Dental clinic
Closed · 3073 Dundee Rd

- **Address:** 3073 Dundee Rd, Northbrook, IL 60062
- **Core Focus:** Comprehensive general care, strict sterilization, and high-tech amenities like in-room televisions.
- **Key Features:** In-network for major PPO plans (including Delta Dental, Cigna, MetLife, and BCBS) and provides 24/7 phone support.



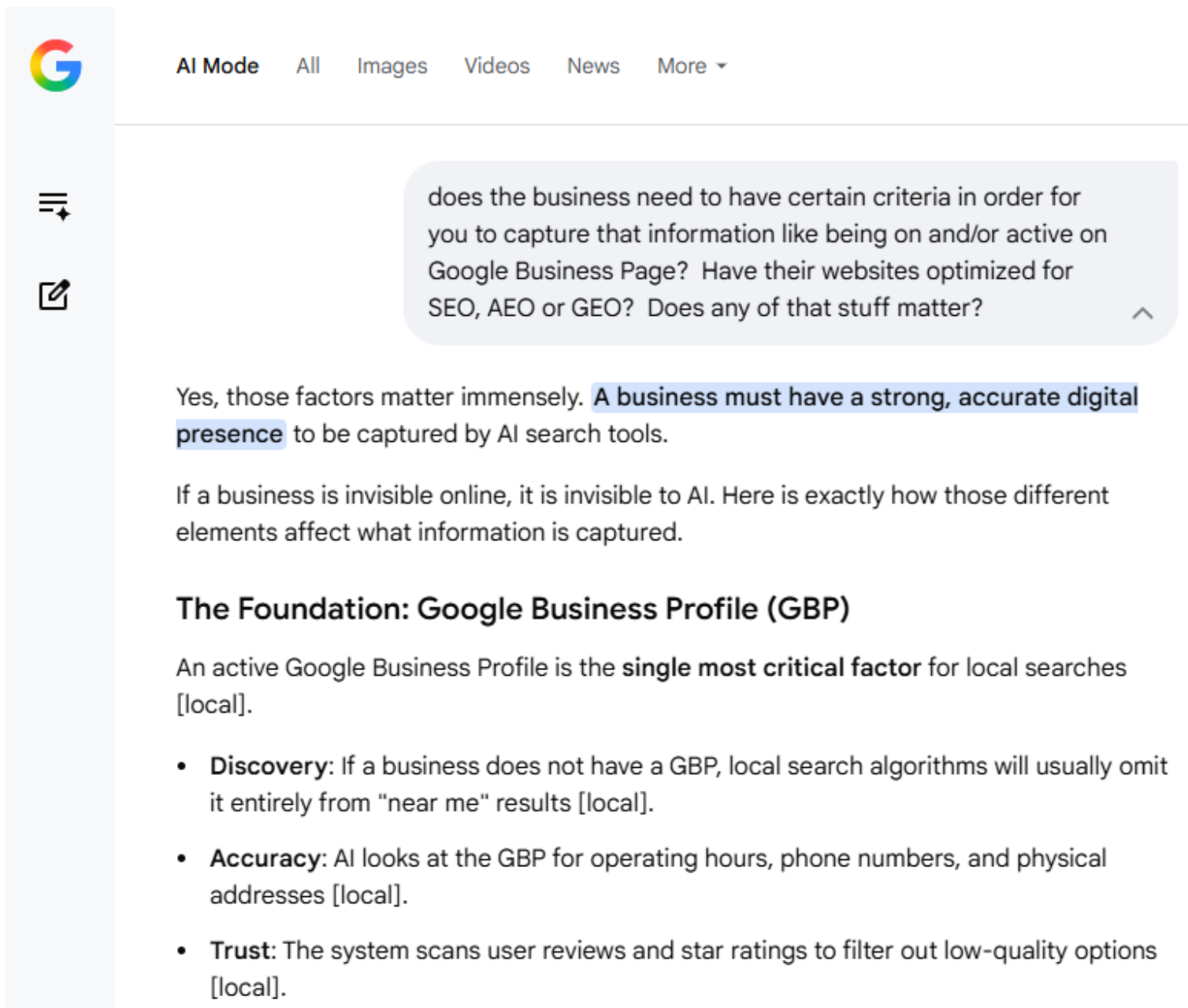
Northbrook Dentistry

4.8 ★★★★★ (253) Dental clinic
Open · 1500 Shermer Rd, Northbrook, IL 60062

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Image 4 – Google Explains the Importance of Digital Presence

In this part of the conversation, Google AI explains that businesses need a strong and accurate digital presence. It identifies the Google Business Profile as a foundational element for local visibility and explains how AI systems use business information, reviews, ratings, hours, and contact information.

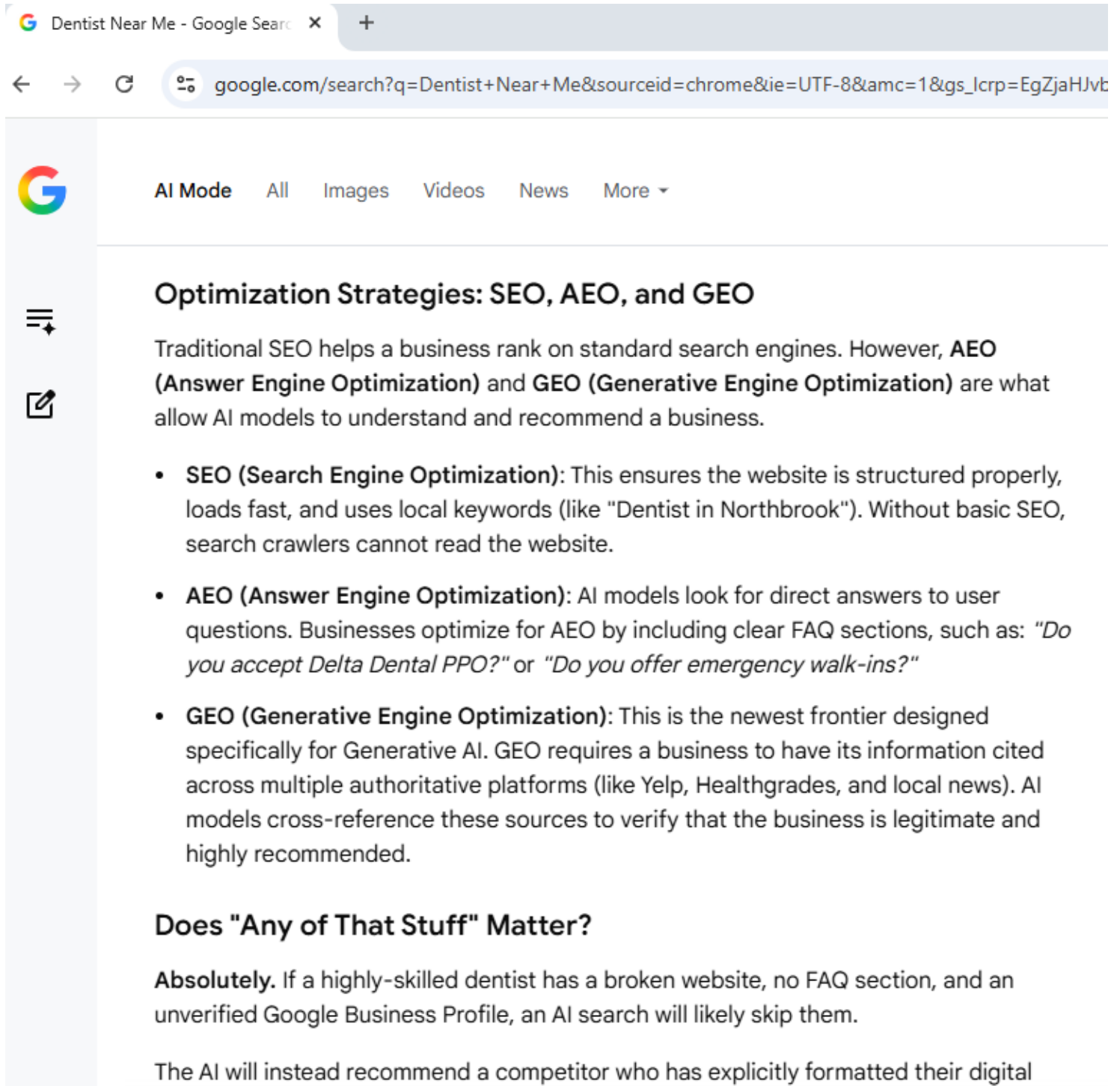


The screenshot shows a Google search interface in AI Mode. The user's question is: "does the business need to have certain criteria in order for you to capture that information like being on and/or active on Google Business Page? Have their websites optimized for SEO, AEO or GEO? Does any of that stuff matter?". The AI's response is: "Yes, those factors matter immensely. **A business must have a strong, accurate digital presence** to be captured by AI search tools. If a business is invisible online, it is invisible to AI. Here is exactly how those different elements affect what information is captured. **The Foundation: Google Business Profile (GBP)** An active Google Business Profile is the **single most critical factor** for local searches [local].

- **Discovery:** If a business does not have a GBP, local search algorithms will usually omit it entirely from "near me" results [local].
- **Accuracy:** AI looks at the GBP for operating hours, phone numbers, and physical addresses [local].
- **Trust:** The system scans user reviews and star ratings to filter out low-quality options [local].

Image 5 – Google Explains SEO, AEO and GEO

Google AI specifically discusses SEO (Search Engine Optimization), AEO (Answer Engine Optimization), and GEO (Generative Engine Optimization). The explanation shows that traditional SEO helps search engines crawl and understand websites, while AEO helps answer questions directly and GEO helps AI systems verify and recommend businesses.



The screenshot shows a Google search result for "Dentist Near Me". The search bar contains the query "Dentist Near Me" and the URL is "google.com/search?q=Dentist+Near+Me&sourceid=chrome&ie=UTF-8&amc=1&gs_lcrp=EgZjaHJvt". The search results are displayed in "AI Mode". The main heading is "Optimization Strategies: SEO, AEO, and GEO". The text explains that traditional SEO helps a business rank on standard search engines, while AEO (Answer Engine Optimization) and GEO (Generative Engine Optimization) are what allow AI models to understand and recommend a business. The text is followed by a bulleted list of three optimization strategies: SEO (Search Engine Optimization), AEO (Answer Engine Optimization), and GEO (Generative Engine Optimization). The text concludes with a section titled "Does 'Any of That Stuff' Matter?" and states that absolutely, if a highly-skilled dentist has a broken website, no FAQ section, and an unverified Google Business Profile, an AI search will likely skip them. The text ends with "The AI will instead recommend a competitor who has explicitly formatted their digital".

Optimization Strategies: SEO, AEO, and GEO

Traditional SEO helps a business rank on standard search engines. However, **AEO (Answer Engine Optimization)** and **GEO (Generative Engine Optimization)** are what allow AI models to understand and recommend a business.

- **SEO (Search Engine Optimization):** This ensures the website is structured properly, loads fast, and uses local keywords (like "Dentist in Northbrook"). Without basic SEO, search crawlers cannot read the website.
- **AEO (Answer Engine Optimization):** AI models look for direct answers to user questions. Businesses optimize for AEO by including clear FAQ sections, such as: *"Do you accept Delta Dental PPO?"* or *"Do you offer emergency walk-ins?"*
- **GEO (Generative Engine Optimization):** This is the newest frontier designed specifically for Generative AI. GEO requires a business to have its information cited across multiple authoritative platforms (like Yelp, Healthgrades, and local news). AI models cross-reference these sources to verify that the business is legitimate and highly recommended.

Does "Any of That Stuff" Matter?

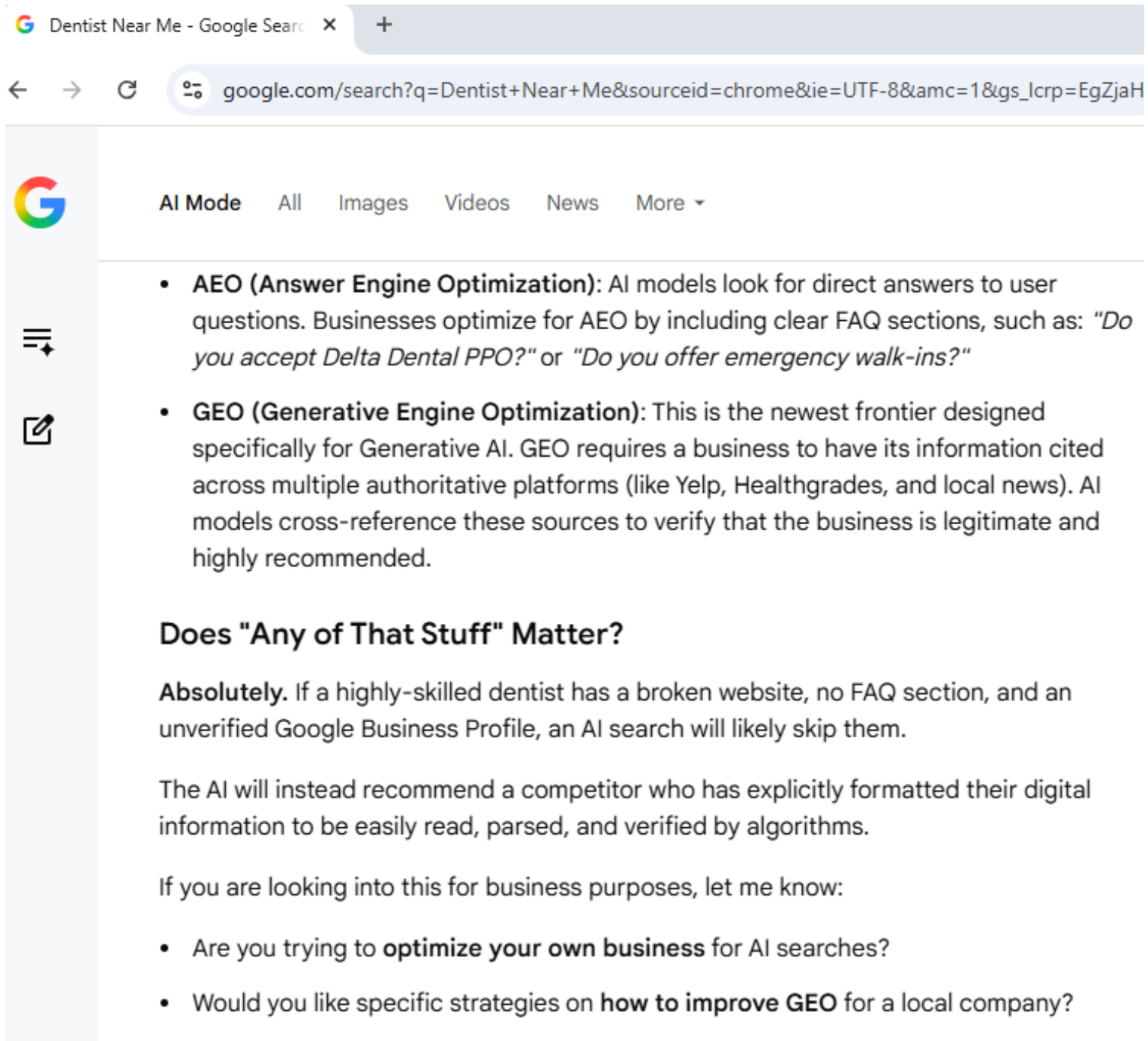
Absolutely. If a highly-skilled dentist has a broken website, no FAQ section, and an unverified Google Business Profile, an AI search will likely skip them.

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Image 6 – Why It Matters

Google AI concludes that businesses lacking optimization, FAQs, authority signals, or an optimized Google Business Profile may be overlooked. Businesses with strong digital signals, structured content, citations, reviews, and optimized websites are more likely to be surfaced and recommended by AI systems.



The image is a screenshot of a Google search page. The browser tab is titled 'Dentist Near Me - Google Search'. The address bar shows the URL 'google.com/search?q=Dentist+Near+Me&sourceid=chrome&ie=UTF-8&amc=1&gs_lcrp=EgZjaH'. The search results are displayed in 'AI Mode'. The main content area contains two bullet points:

- **AEO (Answer Engine Optimization):** AI models look for direct answers to user questions. Businesses optimize for AEO by including clear FAQ sections, such as: "Do you accept Delta Dental PPO?" or "Do you offer emergency walk-ins?"
- **GEO (Generative Engine Optimization):** This is the newest frontier designed specifically for Generative AI. GEO requires a business to have its information cited across multiple authoritative platforms (like Yelp, Healthgrades, and local news). AI models cross-reference these sources to verify that the business is legitimate and highly recommended.

Below the bullet points is a section titled "Does 'Any of That Stuff' Matter?". The text under this heading reads: "Absolutely. If a highly-skilled dentist has a broken website, no FAQ section, and an unverified Google Business Profile, an AI search will likely skip them. The AI will instead recommend a competitor who has explicitly formatted their digital information to be easily read, parsed, and verified by algorithms. If you are looking into this for business purposes, let me know:"

- Are you trying to **optimize your own business** for AI searches?
- Would you like specific strategies on **how to improve GEO** for a local company?

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Key Takeaways for Business Owners

- Google AI is becoming a major source of business discovery.
- An optimized Google Business Profile is essential.
- SEO helps search engines understand your website.
- AEO helps AI answer customer questions using your content.
- GEO helps AI systems recognize, verify, and recommend your business.
- Reviews, citations, FAQs, schema markup, and authoritative content strengthen AI visibility.
- Businesses that ignore AI visibility risk being replaced by competitors in AI-generated recommendations.