




# 5-Step GEO Strategy for South Jersey Businesses

Generative Engine Optimization (GEO) is the key to getting your business found in AI-powered search results. This 5-step checklist will help you optimize your business for voice search, AI-driven platforms, and generative search engines like ChatGPT, Perplexity AI, Bing AI, and Google's Search Generative Experience (SGE).

 **by John Palmer**



# Step 1: Conduct Question-Based Keyword Research

**Why?** AI search engines prioritize conversational queries over traditional keywords.

- Use **question-based keyword tools** like [AnswerThePublic](#) and [AlsoAsked](#) to identify common search queries.
- Focus on **long-tail, natural language keywords** (e.g., “Where can I find the best digital marketing agency in Marlton?”).
- Optimize content for “**who, what, when, where, and how**” questions to match AI-generated responses.

**Pro Tip:** Structure your content like an FAQ page to increase the chances of appearing in AI-driven answers.



## Step 2: Optimize for Voice Search

**Why?** Over 50% of all searches will be **voice-based by 2025** (Comscore).



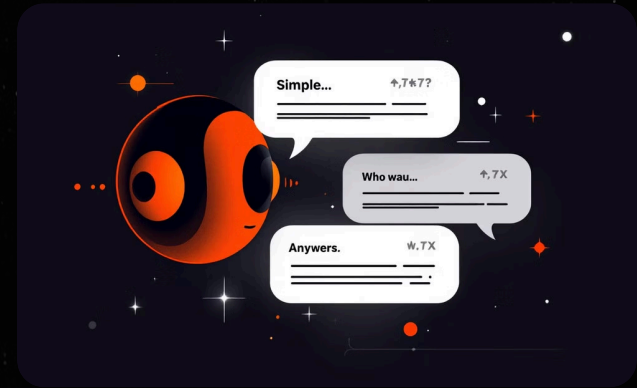
### Conversational Tone

Write content that mimics natural speech patterns and spoken questions to match how people actually talk to voice assistants.



### Location-Based Keywords

Incorporate specific local terms like "Best coffee shop near Cherry Hill" to capture voice searches in your area.



### Clear & Concise Answers

Keep responses short and direct—AI engines prefer brief, straightforward answers for voice search results.

**Pro Tip:** Test your business's AI search visibility by asking Siri, Alexa, or Google Assistant about your services.





## Step 3: Enhance Local SEO Signals

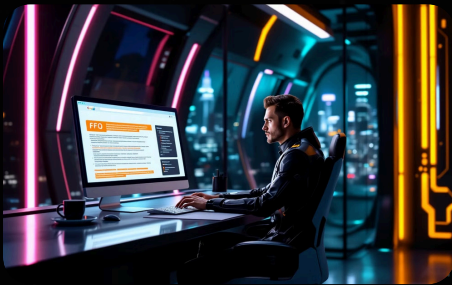
**Why?** AI search engines **prioritize local relevance** for businesses serving specific geographic areas.

- Claim and fully **optimize your Google Business Profile (GBP)**.
- Ensure your **NAP (Name, Address, Phone Number) is consistent** across all online directories (Yelp, Facebook, BBB, etc.).
- Gather **customer reviews** with relevant keywords—AI uses sentiment analysis to evaluate credibility.

**Pro Tip:** AI favors businesses with active customer engagement. **Respond to reviews** and update your GBP frequently.

# Step 4: Leverage Structured Data & Schema Markup

**Why?** AI-powered search engines **rely on structured data to understand content context** and improve answer accuracy.



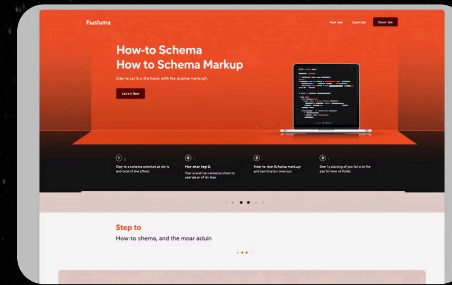
## FAQ Schema Implementation

FAQ Schema helps AI engines understand and feature your frequently asked questions in search results, making your content more discoverable.



## Local Business Schema

Local Business Schema tells search engines crucial details about your business location, hours, and services.



## How-To Schema

How-To Schema structures your instructional content for better visibility in AI search results.



## Event Schema

Event Schema boosts discoverability of your local events in AI search results.

**Pro Tip:** Schema markup **increases click-through rates by up to 30%** by making your content eligible for rich snippets.



# Step 5: Publish High-Quality, Credible Content

**Why?** AI engines **rank content based on E-E-A-T** (Experience, Expertise, Authoritativeness, Trustworthiness).

- Write **informative, expert-driven content** answering common customer questions.
- Showcase **author bios with credentials** to reinforce expertise.
- Keep content **fresh and updated**—AI prefers the most **recent** information.

**Pro Tip:** AI-generated answers **favor businesses with real-world experience**. Feature **case studies, testimonials, and industry insights** in your content.



# Ready to Dominate AI Search?

South Jersey businesses that **adapt to Generative Engine Optimization now** will dominate local search in the years to come.

**[Schedule a Call with DMG](#)** to ensure your business appears in AI-driven search results!