



If you mean **Google Generative Engine Optimization (GEO)**—optimizing content so it is cited and recommended by AI systems like Google AI Overviews, ChatGPT, Gemini, Claude, and Perplexity—here is a modern professional course outline.

Google Generative Engine Optimization (GEO) Professional Course Outline

Duration: 8–12 Weeks (60–80 Hours)

Module 1: Introduction to GEO

- What is Generative Engine Optimization (GEO)?
 - GEO vs SEO
 - Evolution from Search Engines to AI Engines
 - Understanding AI-powered search
 - GEO terminology and concepts
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Module 2: AI Search Ecosystem

- Google AI Overview
 - Google Gemini
 - OpenAI ChatGPT Search
 - Anthropic Claude
 - Perplexity AI
 - Microsoft Copilot
 - AI answer generation process
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Module 3: GEO Fundamentals

- How AI selects sources
- Entity optimization
- Semantic search
- Search intent
- Knowledge Graph optimization



- E-E-A-T principles
 - Content authority
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Module 4: AI-Friendly Content Writing

- Prompt-oriented writing
 - Question-and-answer content
 - Topic clusters
 - Conversational content
 - Structured information
 - FAQs
 - Long-form authority content
 - Citation-friendly writing
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Module 5: Technical GEO

- Structured Data (Schema.org)
 - JSON-LD implementation
 - Indexability
 - Crawlability
 - XML Sitemap
 - Robots.txt
 - Canonical URLs
 - Core Web Vitals
 - Website performance
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Module 6: GEO Content Strategy

- AI keyword research



- Semantic keywords
 - Entity mapping
 - Topical authority
 - Content hubs
 - Pillar pages
 - Internal linking
 - Content freshness
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Module 7: Google AI Overview Optimization

- Understanding AI Overview
 - Citation optimization
 - Featured snippets
 - Helpful Content principles
 - EEAT signals
 - User experience optimization
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Module 8: Prompt Optimization

- Prompt engineering basics
 - AI query patterns
 - Conversational search optimization
 - Multi-step query optimization
 - Voice search optimization
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Module 9: GEO Analytics

- AI traffic measurement
- Search Console insights



- AI referral traffic
 - User engagement metrics
 - Conversion tracking
 - GEO KPIs
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Module 10: AI Content Tools

- OpenAI ChatGPT
 - Google Gemini
 - Perplexity AI
 - Jasper AI
 - Surfer SEO
 - Semrush
 - Ahrefs
 - AI-assisted content workflows
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Module 11: GEO for Business

- Local GEO
 - E-commerce GEO
 - B2B GEO
 - SaaS GEO
 - Healthcare GEO
 - Education GEO
 - Personal branding
 - Agency services
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Module 12: Practical Projects



- Optimize a website for AI search
- Build an AI-friendly blog strategy
- Create schema markup
- Develop a topical authority plan
- GEO audit of an existing website
- AI citation optimization project
- Final capstone project

Hands-on Labs

- AI content optimization
- Google Search Console analysis
- Schema implementation
- AI prompt testing
- GEO audits
- AI Overview optimization
- Competitor analysis

Tools Covered

- Google Search Console
- Google Analytics 4
- Google Tag Manager
- ChatGPT
- Gemini
- Semrush
- Ahrefs
- Screaming Frog SEO Spider
- Looker Studio

Learning Outcomes



By the end of the course, learners will be able to:

- Understand how AI search and generative engines retrieve and synthesize information.
- Create AI-friendly, authoritative content that is more likely to be surfaced in AI-generated answers.
- Implement structured data and technical best practices that support discoverability.
- Measure GEO performance using analytics and search tools.
- Develop and execute a complete GEO strategy for businesses, brands, or clients.

This outline is appropriate for a **professional certification (2-3 Months)** and can be delivered by universities, training institutes, or digital marketing academies. It also aligns well with current industry trends, recognizing that GEO complements rather than replaces traditional SEO.