

Learn n^o

AI-Assisted SEO and Generative Engine Optimization (GEO)

2 Days Per Week

15 Hours

Workshop Outline for intermediate level:

Session 1: The AI-Powered SEO Foundation & Workflow Automation

- The New Search Landscape & The "70/30 Rule"
- Automating Daily Workflows (Intent Clustering, Predictive Audits)
- Prompt Engineering for SEOs
- Hands-On Lab: Building an AI Topical Map

Session 2: Scaling Content & E-E-A-T with AI

- The New Content Standard & Formatting for AI
- The "Cyborg" Writing Workflow
- Smart Internal Linking Automation

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■ **Session 3: The AI SEO Implementation Bootcamp**

- On-Page & Content Optimization using Semantic AI Tools (e.g., Surfer SEO)
- Technical SEO & Automation Agents (e.g., Sintra AI, Gumloop)
- Reporting & AI Visibility Tracking (e.g., Semrush AI Visibility Toolkit)

■ **Session 4: Demystifying GEO & The Mechanics of RAG**

- Understanding RAG (Retrieval-Augmented Generation)
- Structuring Content for AI Extraction (The "Answer First" Model)
- Entity Management & The Citation Ecosystem
- Hands-On Lab: The GEO Rewrite

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■ **Session 5: Platform-Specific GEO & The Capstone Project**

- The Platform Showdown: ChatGPT vs. Perplexity vs. Gemini
- Measuring the Unmeasurable (Tracking AI Traffic and Share of Voice)
- The Grand Capstone: Live AI-Readiness Audit & Multi-Platform GEO Strategy

■ **Workshop Target Audience:**

- Intermediate SEO professionals
- Digital marketers
- Content strategists
- Webmasters who want to upgrade their skills to automate standard SEO tasks and optimize websites for AI answer engines.

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Workshop Outcome:

By the end of this workshop, participants will be able to confidently integrate AI tools into their daily SEO workflows for content creation, technical audits, and reporting. Furthermore, they will master the principles of Generative Engine Optimization (GEO), enabling them to structure content and manage brand entities to secure visibility in major AI platforms like ChatGPT, Gemini, and Perplexity.

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Workshop Summary in General:

This intensive 15-hour workshop bridges the gap between traditional search and the new era of AI-driven answer engines. The first half focuses on practical implementation, equipping students with the exact AI tools and prompt frameworks needed to automate daily SEO tasks while maintaining high E-E-A-T standards. The second half dives deep into Generative Engine Optimization (GEO), teaching the technical mechanics of AI retrieval (RAG) and providing actionable strategies to ensure brands are cited across leading AI platforms. Through a mix of theory and hands-on labs, students will leave with a modernized SEO skillset ready for the future of search.