

# From Search Bar to AI Answer: How SEO, AEO, and GEO Work Together

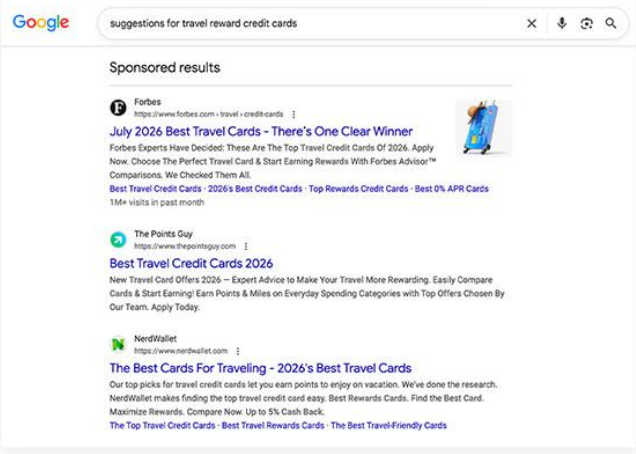
One customer, one decision, three moments **where your brand can win or lose them.**

## SEO

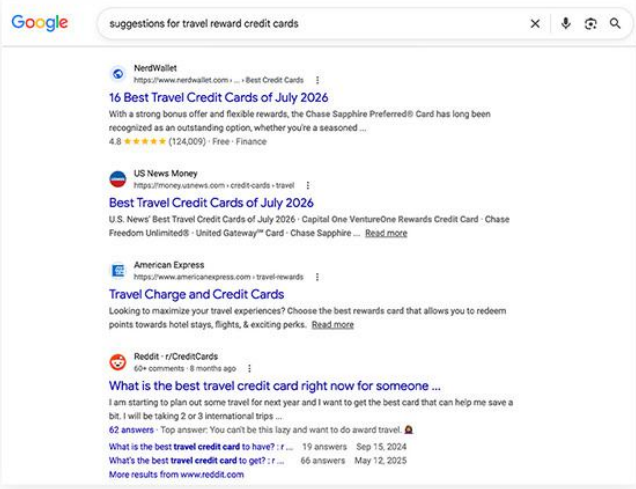
Consider a customer searching Google for the best travel rewards credit card. To be one of the options they find, your brand needs to rank well against competitors — and that's where SEO comes in.

A common practice is using an SEO analytics tool to pull a domain report, identify backlink gaps, and surface competitive keyword trends and tactics that are working — or need work. These efforts ultimately shape how your website performs organically versus paid placements. For example, we searched Google for travel rewards credit card recommendations. Numerous brands rank for this query, and below are the top-ranking results.

### Paid



### Organic



## AEO

Consider a consumer asking ChatGPT (or another AI engine) for help finding a credit card with travel rewards. To be the brand that AI surfaces, your content needs to be optimized for AEO.

If your content answers real buyer questions, appears across multi-modal sources, and is structured for extraction, your brand has a stronger chance of surfacing in the AI's initial answer. Below is an example of what that can look like:

ChatGPT ▾

What credit card options are best for travel rewards?

The best travel rewards card depends on how you travel. If you want flexible points that can be transferred to multiple airlines and hotels, one type of card stands out. If you're loyal to a specific airline or hotel, a co-branded card can provide better perks.

Here's a quick guide:

| Best for                  | Typical recommendation                                      | Why it stands out                                                                         |
|---------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| First travel rewards card | Chase Sapphire Preferred®                                   | Strong value, flexible points, moderate annual fee. <span>Forbes +1</span>                |
| Premium traveler          | Capital One Venture X Rewards or American Express Platinum® | Airport lounge access, travel credits, premium benefits. <span>The Points Guy +1</span>   |
| Simple earning            | Capital One Venture Rewards                                 | Flat-rate miles on nearly every purchase with easy redemptions. <span>Kiplinger +1</span> |
| Frequent dining & travel  | Citi Strata Premier®                                        | High rewards on everyday spending with flexible travel redemptions. <span>Forbes</span>   |
| Premium traveler          | Capital One Venture X Rewards or American Express Platinum® | Airport lounge access, travel credits, premium benefits. <span>The Points Guy +1</span>   |
| Simple earning            | Capital One Venture Rewards                                 | Flat-rate miles on nearly every purchase with easy redemptions. <span>Kiplinger +1</span> |
| Frequent dining & travel  | Citi Strata Premier®                                        | High rewards on everyday spending with flexible travel redemptions. <span>Forbes</span>   |
| Airline loyalist          | Airline-specific cards (United, Delta, etc.)                | Free checked bags, priority boarding, companion benefits. <span>Forbes</span>             |
| Hotel loyalist            | Hotel-specific cards (Hyatt, Marriott, Hilton)              | Free night certificates, elite status, hotel point bonuses. <span>Investopedia +1</span>  |

## GEO

Consider that same consumer, now asking ChatGPT which travel rewards credit card is best specifically for luxury travel.

To be the answer they ultimately choose, your brand needs GEO — tactics like earning credible third-party mentions (press, reviews, UGC) that AI weighs alongside your own brand authority on the topic. Below is the output when we asked ChatGPT that question.

| My recommendation by traveler type    |                           |
|---------------------------------------|---------------------------|
| You want...                           | Best choice               |
| Luxury hotels, lounges, VIP treatment | American Express Platinum |
| Business/first-class award flights    | Chase Sapphire Reserve    |
| Best value premium card               | Capital One Venture X     |
| Maximum transferable points ecosystem | Chase Sapphire Reserve    |