

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

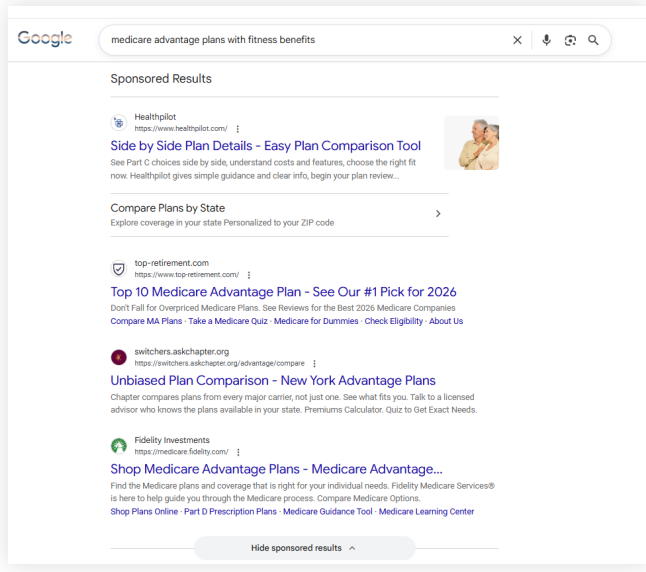
One prospect, one decision, three moments **where your brand can win or lose them.**

SEO

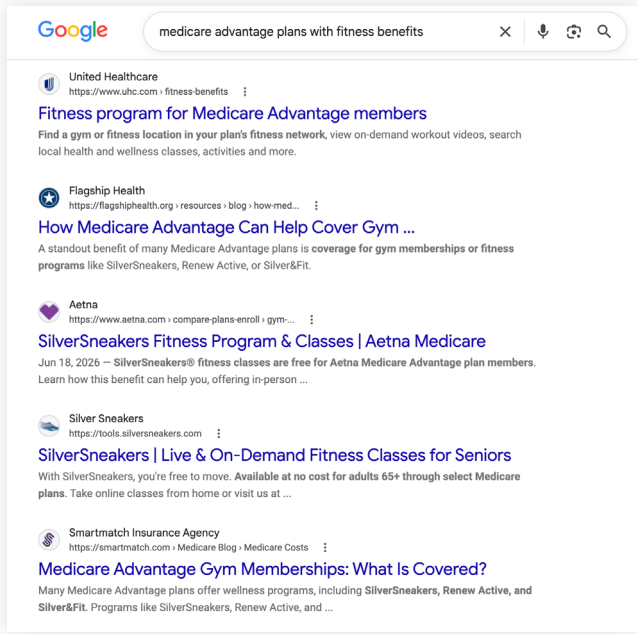
Consider a prospect searching Google for a health plan with fitness benefits. To be one of the options they find, your brand needs to rank well against competitors — and that’s where SEO comes in.

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 Medicare Advantage plans with fitness benefits. Numerous brands rank for this query, and below are the top-ranking results.

Paid



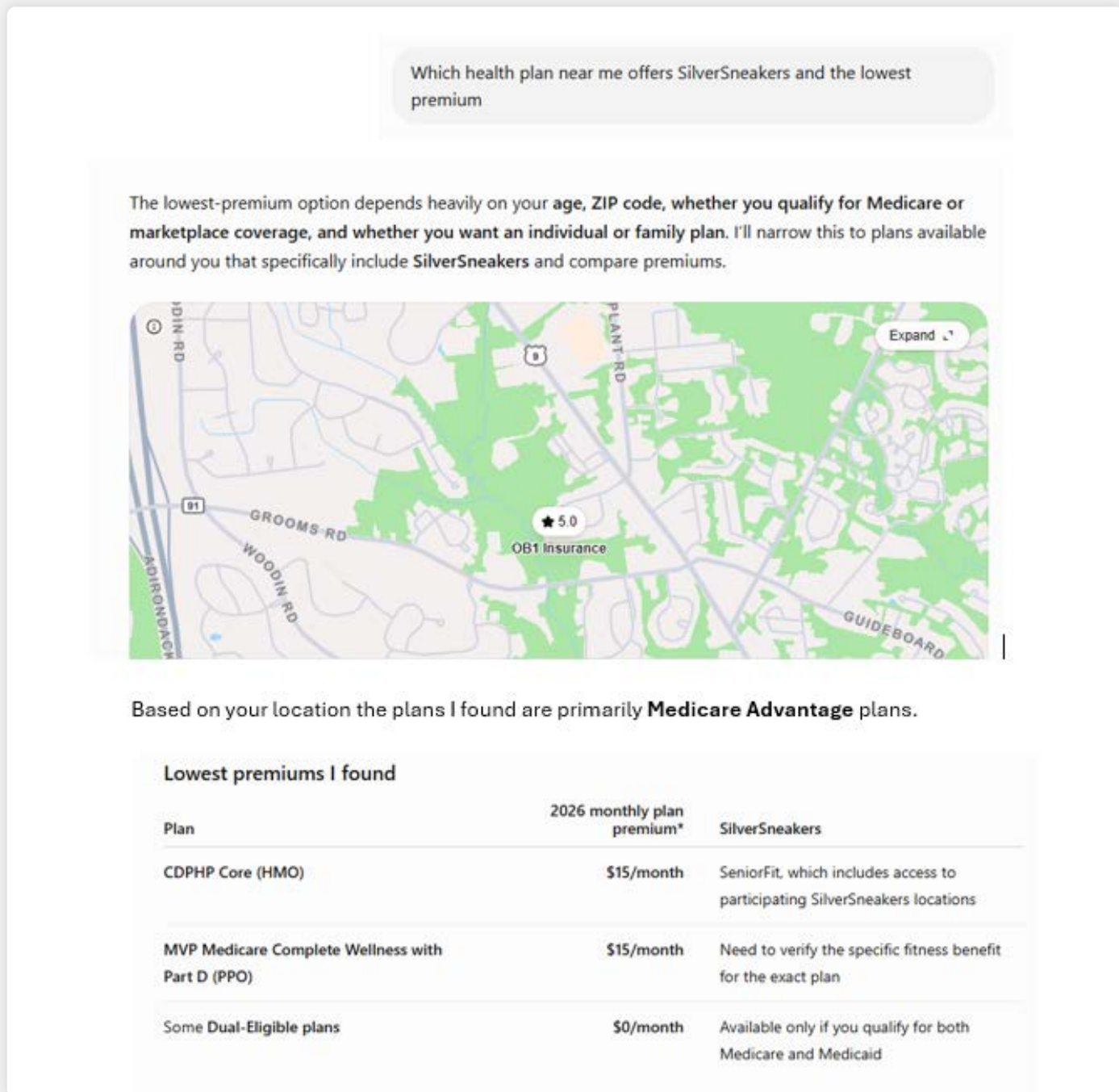
Organic



AEO

Consider a prospect asking ChatGPT (or another AI engine) which health plan near me offers SilverSneakers and the lowest premium. To be the brand that AI surfaces, your content needs to be optimized for AEO.

If your content answers real prospect 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:



GEO

Consider that same prospect, now asking ChatGPT the same question. The recommendation and link to an option is the GEO portion.

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.

*You generally still pay your separate Medicare Part B premium.

The strongest match I found for **low premium + a SilverSneakers-type gym benefit** is CDPHP, at **\$15/month** for the Core HMO in the Capital District service area. CDPHP's 2026 materials show that its Medicare plans in the Albany/Capital Region include **SeniorFit**, and the plan comparison specifically describes access to participating SilverSneakers locations. [q1medicare.com +2](#)

[CDPHP Medicare options ↗](#)

Another \$15 option in Albany County is **MVP Medicare Complete Wellness with Part D (PPO)**. MVP serves Rensselaer, Saratoga, and surrounding Capital District counties, but I would want to check your **exact ZIP code and medications** before saying it is the better deal. [q1medicare.com +1](#)

For personalized local help comparing the exact plans, one nearby option is [OB1 Insurance](#) in Clifton Park, which focuses on health insurance and Medicare guidance.

If you give me your ZIP code and tell me whether you are on Medicare (and your age, if you want), I can narrow this down to the exact lowest-premium plan available to you that includes SilverSneakers or an equivalent free gym membership.