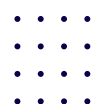


**GEO Hands-on Workshop: Understand AI
Search. Implement GEO Framework.
Measure AI Visibility**



GENERATIVE ENGINE OPTIMIZATION (GEO) HANDS-ON WORKSHOP



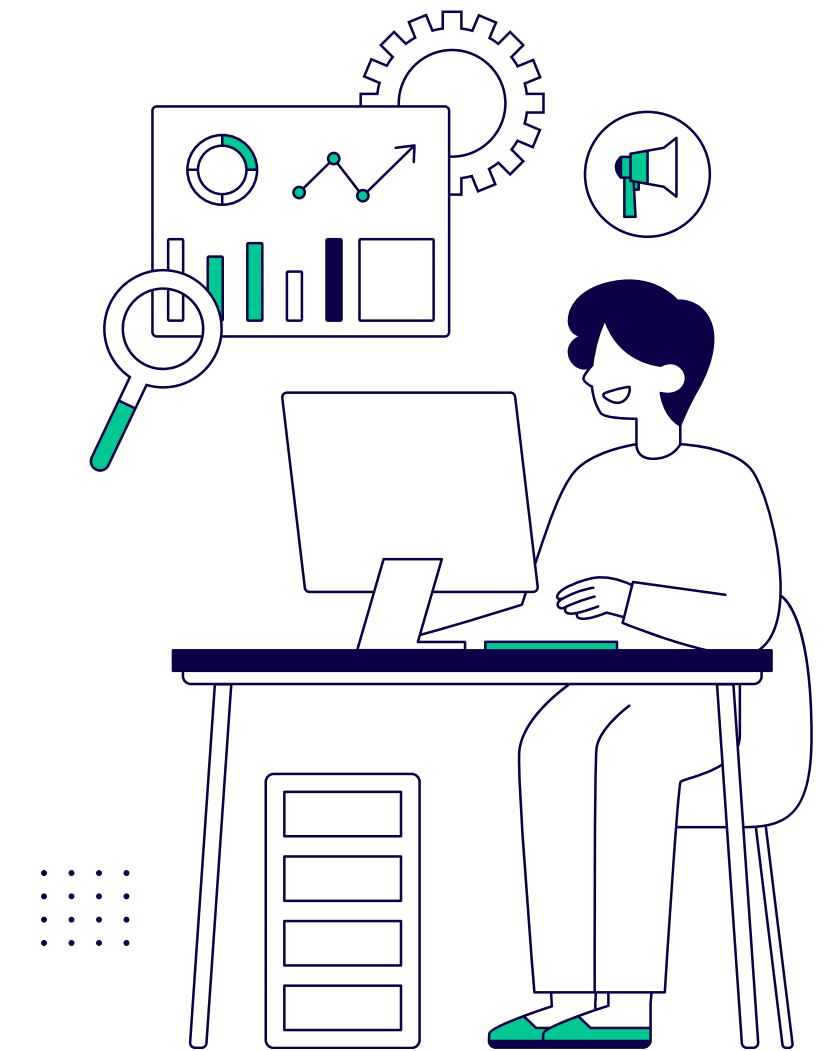
Two Days . Six Hours . Live Hands-on Workshop . Build GEO Framework . Execute

Know the Foundations. Implement GEO Frameworks.
Test AI Visibility. Measure Results.

In this 2-days live hands-on workshop, you will:

- **Day 1 – Explore GEO:** Understand SEO and Technical GEO foundations, AI discovery, retrieval, citations, and GEO content engineering.
- **Day 2 – Implement GEO:** Build a GEO-optimized content framework, execute live exercises, test AI visibility, and measure results.

Go beyond GEO theory. See real implementation, evaluate outcomes, and take practical resources to apply on website.



Who Is This GEO Workshop For?

Designed for individuals ready to build practical GEO skills and apply them to real websites.



SEO Specialists

Expand SEO expertise into AI search visibility, retrieval and citation testing



Digital Marketing Interns

Gain hands-on exposure to AI search, content optimization and measurement.



Web Developers & Developers

Design content layouts that improve clarity, accessibility and content extraction.



SEO Freshers & Trainees

Build practical SEO-to-GEO foundations using real-world exercises.



Digital Marketing Professionals

Extend content and search strategies into AI-driven discovery.



Content Creators & Writers

Create AI-search-friendly content using GEO frameworks for your clients

Understand GEO. Build Frameworks. Execute Live. Measure Results.

DAY 1: GEO Foundations, Architecture and GEO-Driven Content Framework Design

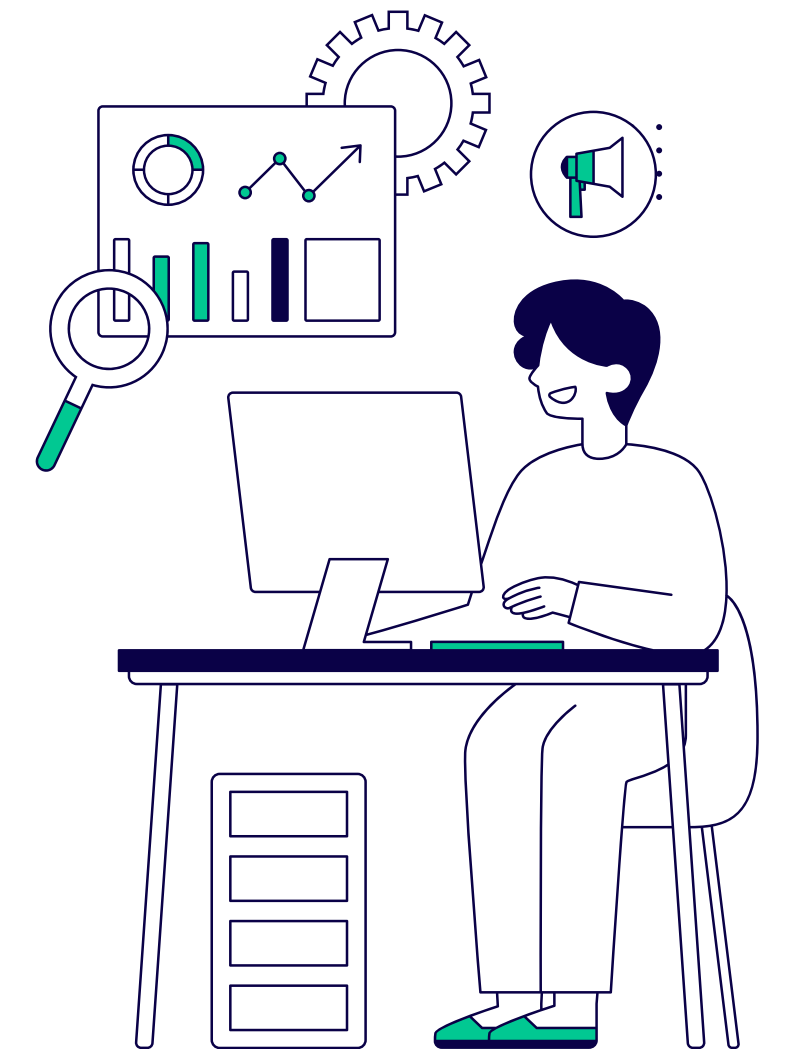
3 Hours | Technical Exploration | Examples | Interactive Discussion

Part 1 – GEO Foundations: What Are Those & How They Support GEO

Explore GEO Foundational Topics and how essential website, content and technical factors support discovery and accessibility.

* Topics Covered:

- SEO fundamentals: Why they matter, how they support GEO ecosystems and where their roles differ.
- Topical authority, search intent and meaningful content structure.
- E-E-A-T, credible information and external content presence.
- Website accessibility, crawling and indexing.
- Technical directives, metadata and structured data.



DAY 1: GEO Foundations, Architecture and GEO-Driven Content Framework Design

3 Hours | Technical Exploration | Examples | Interactive Discussion

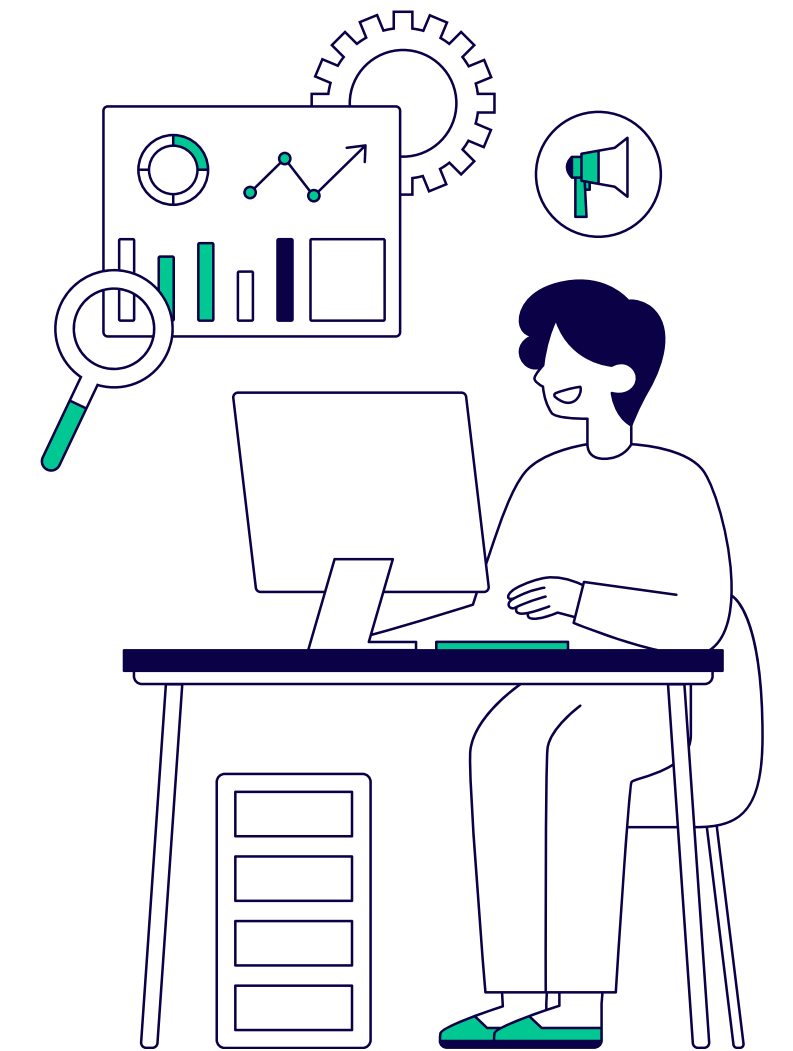
Part 2 – GEO Architecture and AI Content Engineering

Explore How AI Systems Discover, Retrieve and Reference Information

Go behind AI-generated answers to understand how generative search systems discover, interpret, and retrieve web content to generate responses and cite sources.

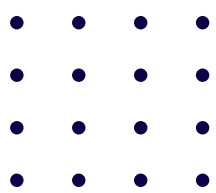
Topics Covered:

- GEO visibility: AI citations, brand mentions and source references.
- AI platforms, discovery architecture and retrieval behavior.
- Semantic HTML, server-side rendering (SSR, CSR) and retrieval accessibility.
- Retrieval-Augmented Generation (RAG) and content selection concepts, Entity-focused content, evidence architecture and more.
- GEO research, monitoring and visibility tools.

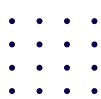


DAY 1 Outcome – Know GEO. Prepare. Implement.

Understand the Engineering Behind AI Search Visibility & Build a Strong GEO Foundation



- **Understand SEO's Role in GEO:** Know how SEO and Technical SEO foundations support content accessibility, crawling, and AI-search discovery.
- **Explore AI Platform's Architecture:** Understand how AI platforms discover, retrieve, and cite web content to user queries
- **Master GEO Content Engineering Concepts:** Apply entity mapping, semantic HTML, RAG concepts, contextual relevance, evidence-based content, and opportunities for AI visibility.

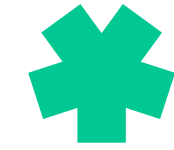


Ready for Day 2: Turn your GEO strategy into live content implementation, cross-platform AI citation testing, and measurable results.

Session Schedule

Activity	Duration
Part 1 – SEO and Technical SEO Foundations	80 Min.
Short Break	10 Min.
Part 2 – GEO Architecture and Content Engineering	70 Min.
Discussion and Q&A	20 Min.

DAY 2: Hands-on Live GEO Exercise & Measurements

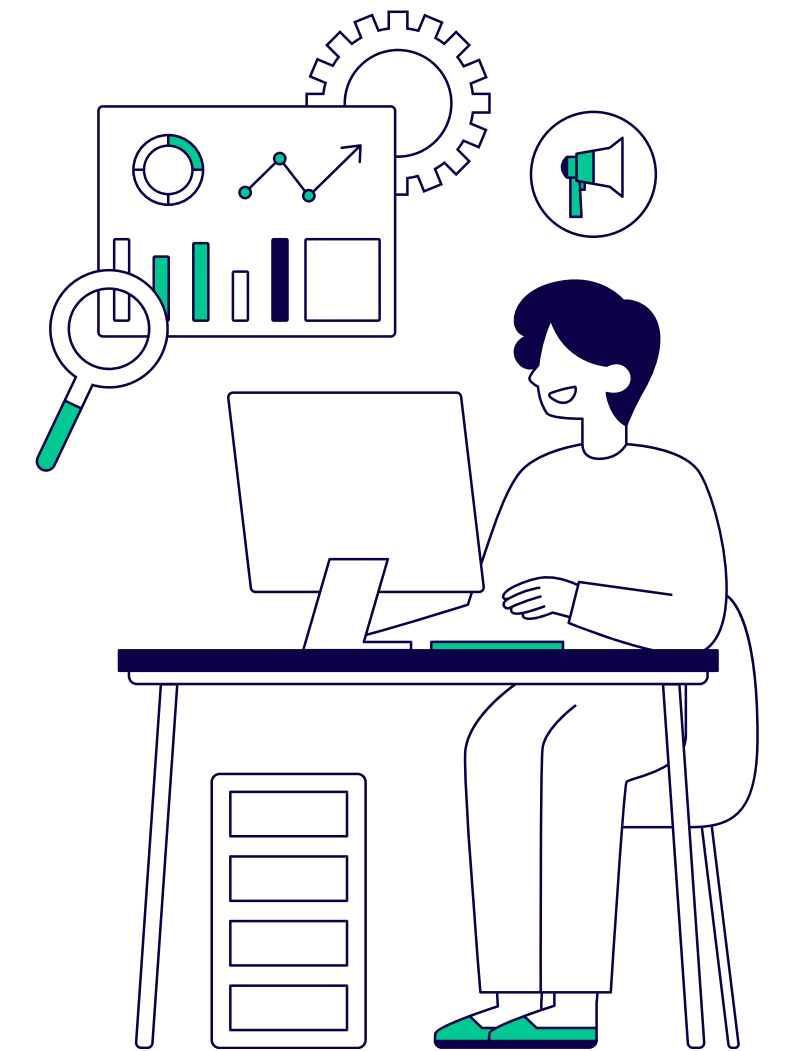


3 Hours | Guided Implementation | AI Platform Testing | Measure Results

Build. Execute. Test. Measure. Improve

Live Practical Tasks:-

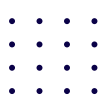
- **GEO Content Engineering:** Identify AI search queries, core entities, Build a query-focused content framework with entity mapping, contextual relevance, credible evidence, and retrieval-ready passages.
- **Live Implementation & Validation:** Implement GEO-optimized content and verify semantic HTML, accessibility, rendering, and evidence structure.
- **AI Citation & Visibility Testing:** Execute and compare queries across AI platforms. Capture citations, brand mentions, source references, and competitor visibility.
- **GEO Benchmarks & Optimization:** Measure citation rates, analyze visibility gaps, and prepare an actionable improvement plan.



DAY 2 Outcome – Build. Test. Measure.



✳️ Turn GEO strategies into real-world implementation, working frameworks, and measurable insights.



- **Build Your GEO Framework:** Develop an entity-focused, evidence-based content framework tailored to your website or selected business use case.
- **Execute Live GEO Optimization:** Implement and validate contextual content, and retrieval-oriented passages.
- **Test AI Visibility:** Run real queries across AI platforms to capture citations, brand mentions, and competitor visibility.
- **Measure GEO Performance:** Establish visibility baselines, identify citation rates, and content gaps.

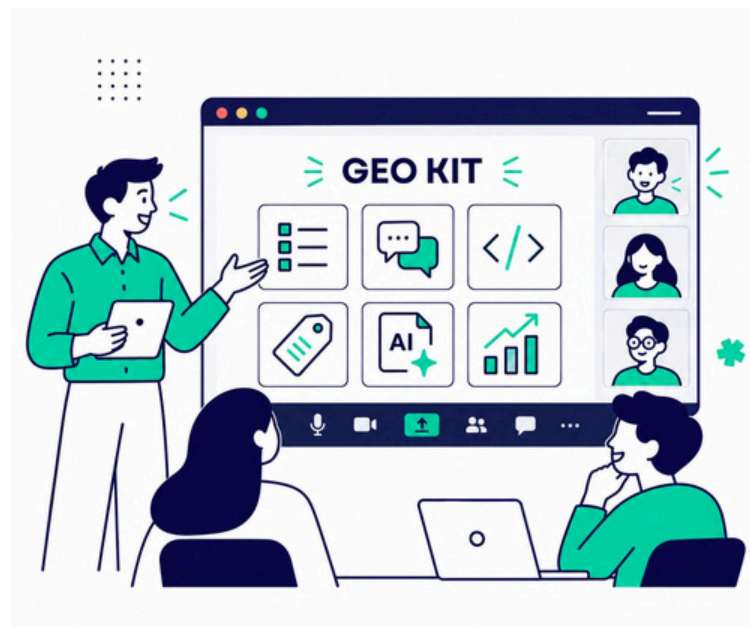
Your Achievement: Gain hands-on GEO execution skills, reusable workflows to evaluate and improve AI-search visibility.

Session Schedule

Activity	Duration
Guided GEO Framework Design & Implementation	90 Min.
Short Break	10 Min.
AI Citation Testing, Result Measurement & Record	60 Min.
Discussion and Q&A	20 Min.

Your GEO Implementation Kit – Customize. Execute.

Ready-to-customize GEO frameworks, AI prompts, and practical resources you can apply directly to a website.



GEO Content Engineering Framework

AI retrieval • Entity mapping • Passage optimization • Evidence architecture



High-Fidelity AI Prompt Library

Topical mapping • SEO + GEO content creation • GEO optimization



End-to-End SEO + GEO Blog Framework

Content planning • Optimization • Semantic HTML • Publishing workflow



AI Visibility Testing Guide

Citation checks • Brand mentions • Competitor comparisons • Query Testing



Website-Specific GEO Framework

GEO readiness • Improvement priorities • Personalized guidance on request



Recordings of Workshop Sessions



Bonus: Emerging GEO Content Monetization Opportunities – Revealed Live!

Meet Your Instructor

Mr. RamaKrishna



12+ Years of Hands-on Digital Marketing Experience (AI-Driven)

Technical SEO | AI Visibility Strategist (AEO, GEO) Performance Marketer

Expertise in **Technical SEO** and **GEO** architecture, He works across Service and Product based clients with a proven data-driven results.

He design & build marketing action plans, GEO frameworks, AI-search evaluation Strategies, and intelligent marketing AI automations, and client-specific strategies.

His experience also includes **managing Google Ads (PPC) campaigns**, CPA, CRO, and Performance tracking, and outcomes through GA4, GTM Analytics.

- **Building • Implement Custom GEO Frameworks**
- **AI-DRO Models • Search Beyond Traditional SEO**



Two Days . Six Hours . Live Hands-on Workshop . Build GEO Framework . Execute



Upcoming Batches

Batch	Session Dates	Start Time
Workshop	Nov. 10–11, 2026	9:30 AM EST



Workshop Fee & Registration

US\$60 . Per Seat

Your Registration Includes

- ✓ Live GEO concepts and hands-on exercises
- ✓ GEO frameworks, prompt library and resources
- ✓ Session recordings and supporting documents

Register Your Seat