

LESSON PLAN

Generative Engine Optimization (GEO) Strategy

FACILITATOR Alex	TARGET AUDIENCE Marketing Team	DATE / TIME TBD / 1 Hour
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Learning Objectives

- Analyze how LLMs (Gemini, Perplexity) interact with web content.
- Develop strategies to optimize content for AI-driven search engines.

Session Outline

Time	Activity / Topic
00:00 - 00:15	Intro: The evolution of Search to Generative AI.
00:15 - 00:40	Core Strategy: Structuring data for LLM retrieval.
00:40 - 01:00	Workshop: Analyzing current site architecture.