GEO training 2025

From SEO to GEO : the impact of AI on Search

comeos

02/10/2025

Frederik Vermeire - Ants Connect

ants

Agenda

01 What is GEO?

02 How do AI Engines work?

03 SEO & GEO, what is the difference?

04 KPI’s for AI Engines

05 Website basics

06 GEO step by step

07 AI monitoring

08 GEO-plan

09 Q & A





Who is Frederik Vermeire?

ChatGPT Search

Who is Frederik Vermeire?

who is Frederik Vermeire (in english)



Frederik Vermeire is a Belgian SEO and digital marketing specialist. WiSEO +3

Here's a summary of who he is and what he does:

Biography & background

- He has roughly **20 years of experience** in SEO (search engine optimization) and online marketing. WiSEO +1
- He is (or was) the founder and driving force behind **WiSEO**, a Belgian SEO consulting agency. WiSEO +2
- In 2024, WiSEO was acquired by **Ants**, a digital performance marketing agency. As part of the deal, Vermeire became a shareholder in Ants. Made in +1

Roles & contributions

- He works as a **senior SEO expert** and shares expertise in both SEO and artificial intelligence (AI) in digital visibility contexts. vaia.be +1
- He is a lecturer/teacher at various institutions — for example, Howest, HOGent, and others — where he
- He authored a book titled *Krachtige SEO* ("Powerful SEO") (and its subsequent versions) aimed at helping businesses and marketers understand and apply SEO effectively. WiSEO +3

If you like, I can also pull up his notable projects, clients, or recent articles. Do you want me to send that?

Perplexity

Who is Frederik Vermeire?

who is frederik vermeire

Antwoord | Afbeeldingen | Bronnen · 9 | Stappen

Frederik Vermeire - SEO agency WiSEO | Frederik Vermeire - Ants | Frederik Vermeire | Frederik Vermeire - Ants.agency



Frederik Vermeire is a prominent Belgian SEO specialist and digital marketing expert, known as the driving force behind the agencies WiSEO and Ants. With about 20 years of experience, he has helped numerous businesses improve their online presence and search engine rankings. wiseo +6

Career and Expertise

- Frederik is a senior SEO consultant, trainer, and founder of WiSEO, as well as a managing partner at Ants.agency. vaia +3
- He regularly teaches SEO and digital marketing at institutions such as HOGent, Howest, NCOI, Brugge Business School, and others. linkedin +2
- He is the author and co-author of several SEO books, including "Krachtige SEO 2". wiseo +1

Professional Activities

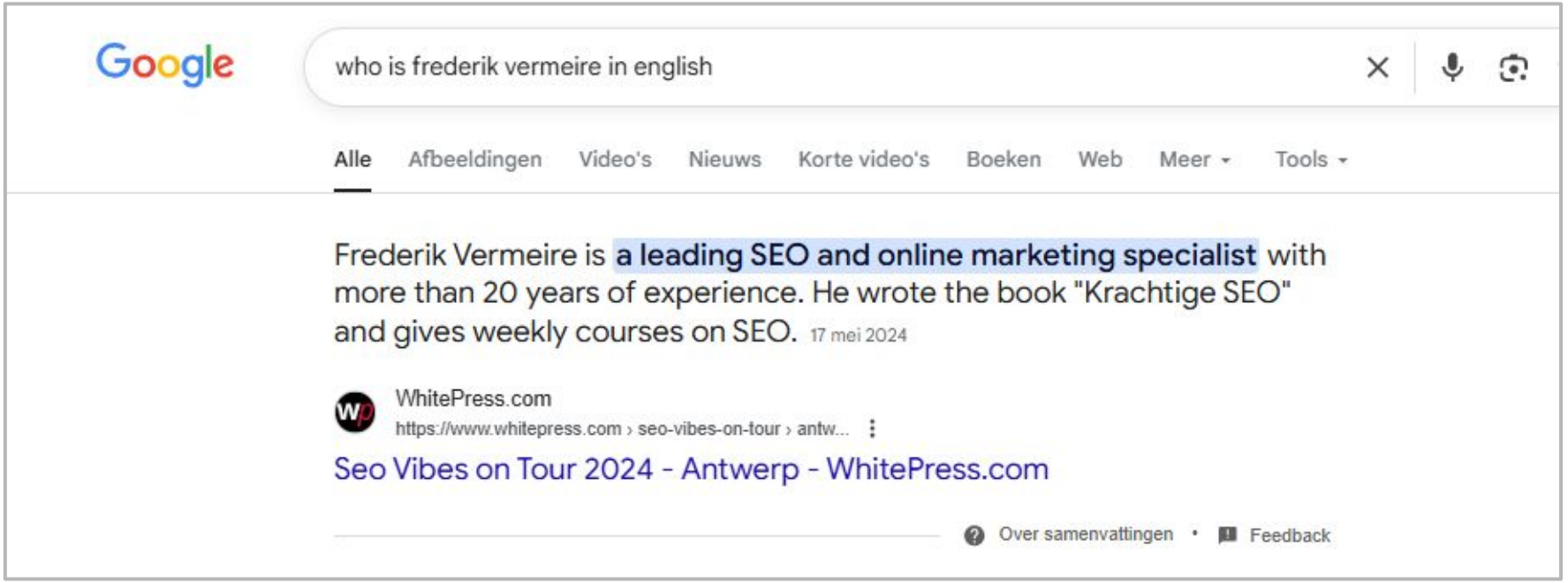
- Frederik provides advice, workshops, and strategic SEO guidance to a variety of clients, from local businesses to large companies. linkedin +2
- He is recognized for a hands-on, result-focused approach and is a frequent guest speaker and workshop leader on digital marketing topics. wiseo +2

Personal Background

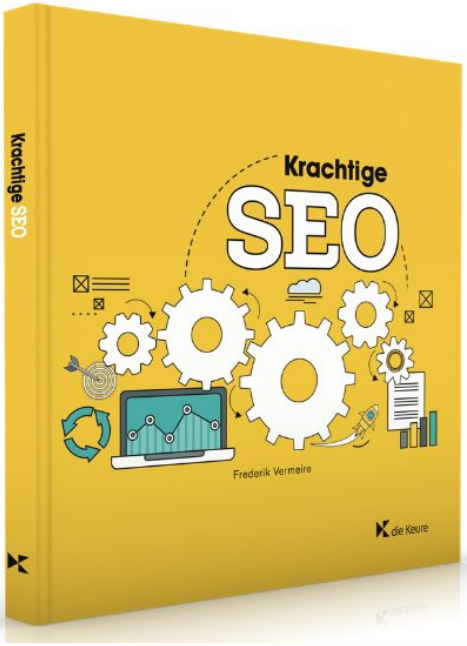
- Frederik began his career by building web solutions and focused on SEO from an early age, helping shape the Belgian digital marketing landscape. ncoi +1
- He is known for his passion for tennis and is active as both a recreational player and enthusiast in other sports. instagram +1
- Frederik is based in Bruges and can be reached for SEO advice, speaking engagements, and consultancy via his professional channels. wiseo +1

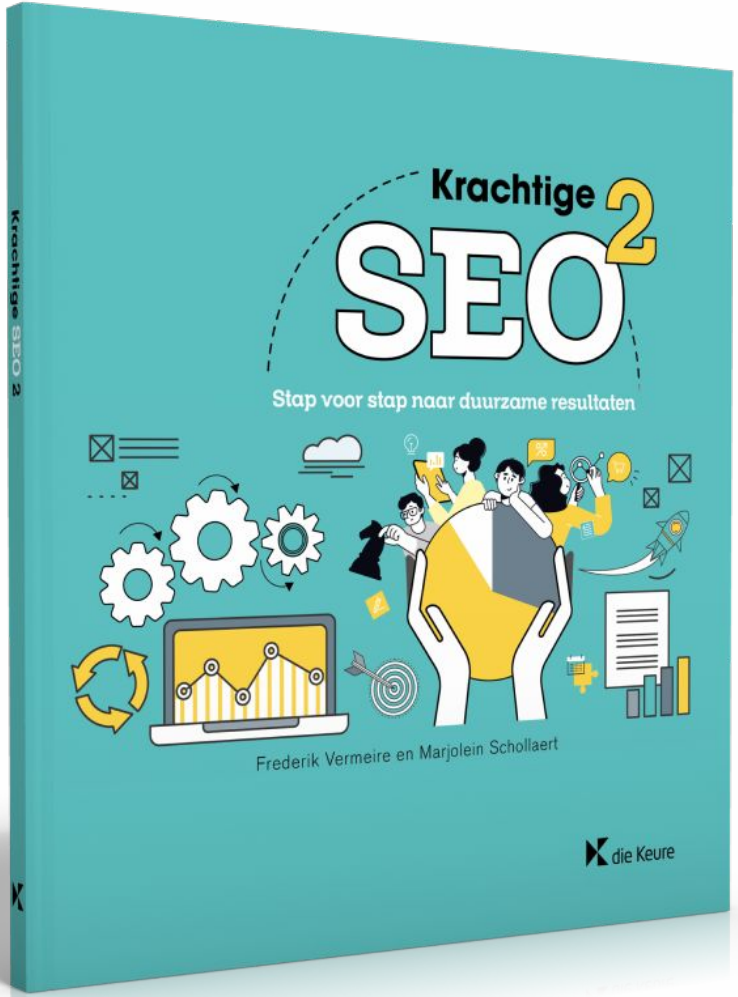
Frederik Vermeire is regarded as a pioneering figure in Belgian SEO, combining deep technical knowledge with accessible education for businesses. vaia +3

Who is Frederik Vermeire?



Books SEO


Krachtige SEO
Frederik Vermeire
die Keure


Krachtige SEO 2
Krachtige SEO2
Stap voor stap naar duurzame resultaten
Frederik Vermeire en Marjolein Schollaert
die Keure

Ants

Leading performance marketing agency

in BE

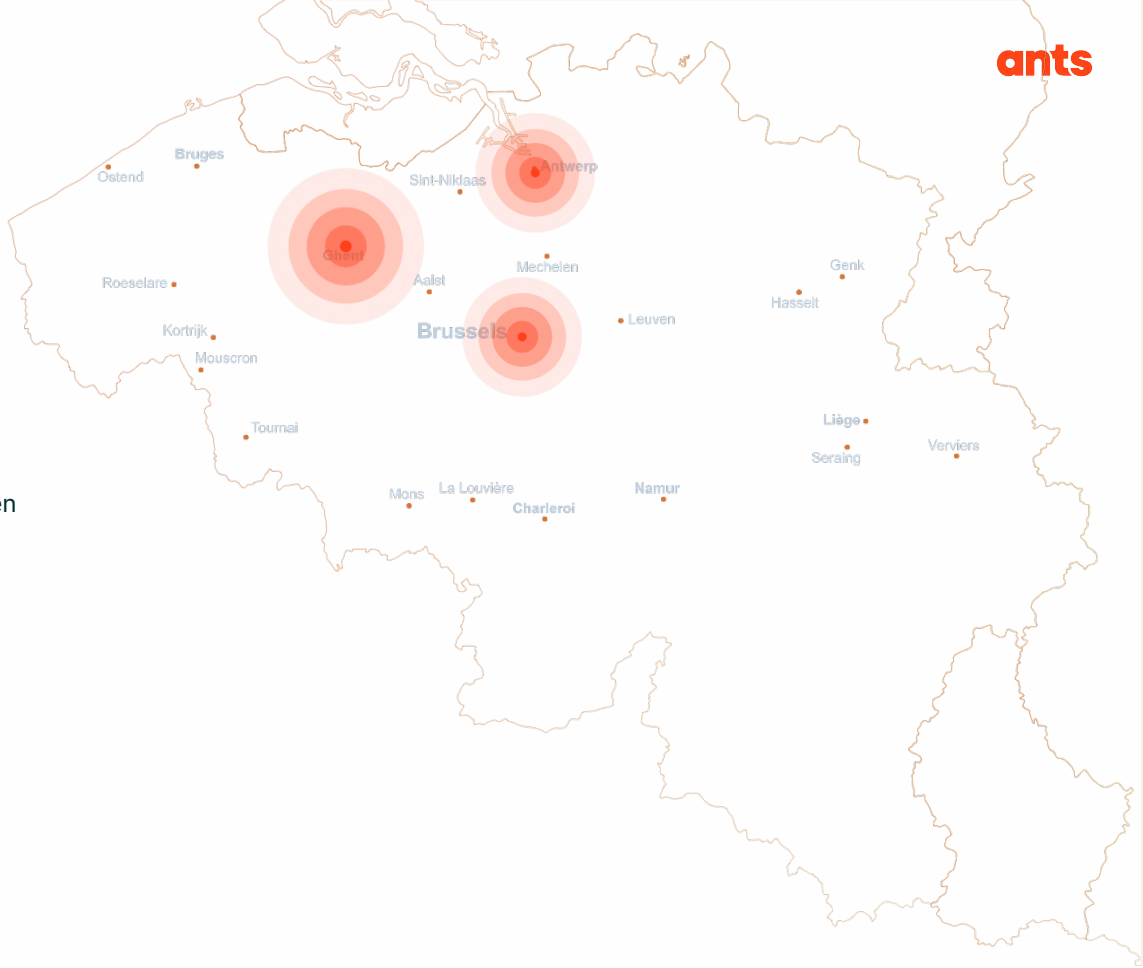


Three offices

Ants **Gent**: Dok Noord 5, 9000 Gent

Ants **Antwerpen**: Mechelsesteenweg 180, 2000 Antwerpen

Ants **Brussel**: Avenue Louise 500, 1000 Brussel



B2B(2C)



Services



B2C



ants

DreamLand

NEBA

tadaaz®

exterioo
TUINMEUBELEN

Collect&Go

ants

Growth Mindset







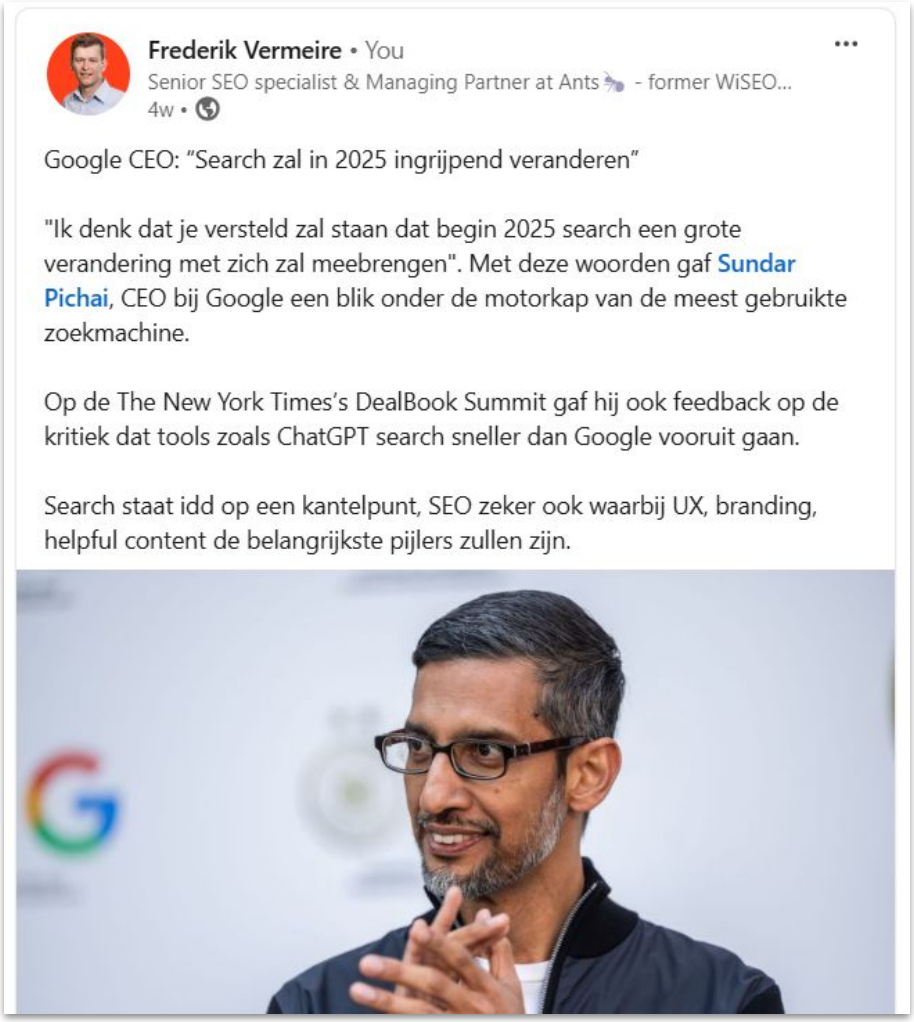




1. What is GEO?

“30% of the Microsoft software is written with AI.

Search will be significant different in 2025.



My head beginning 2025

AGI?

RAG?

AIO?



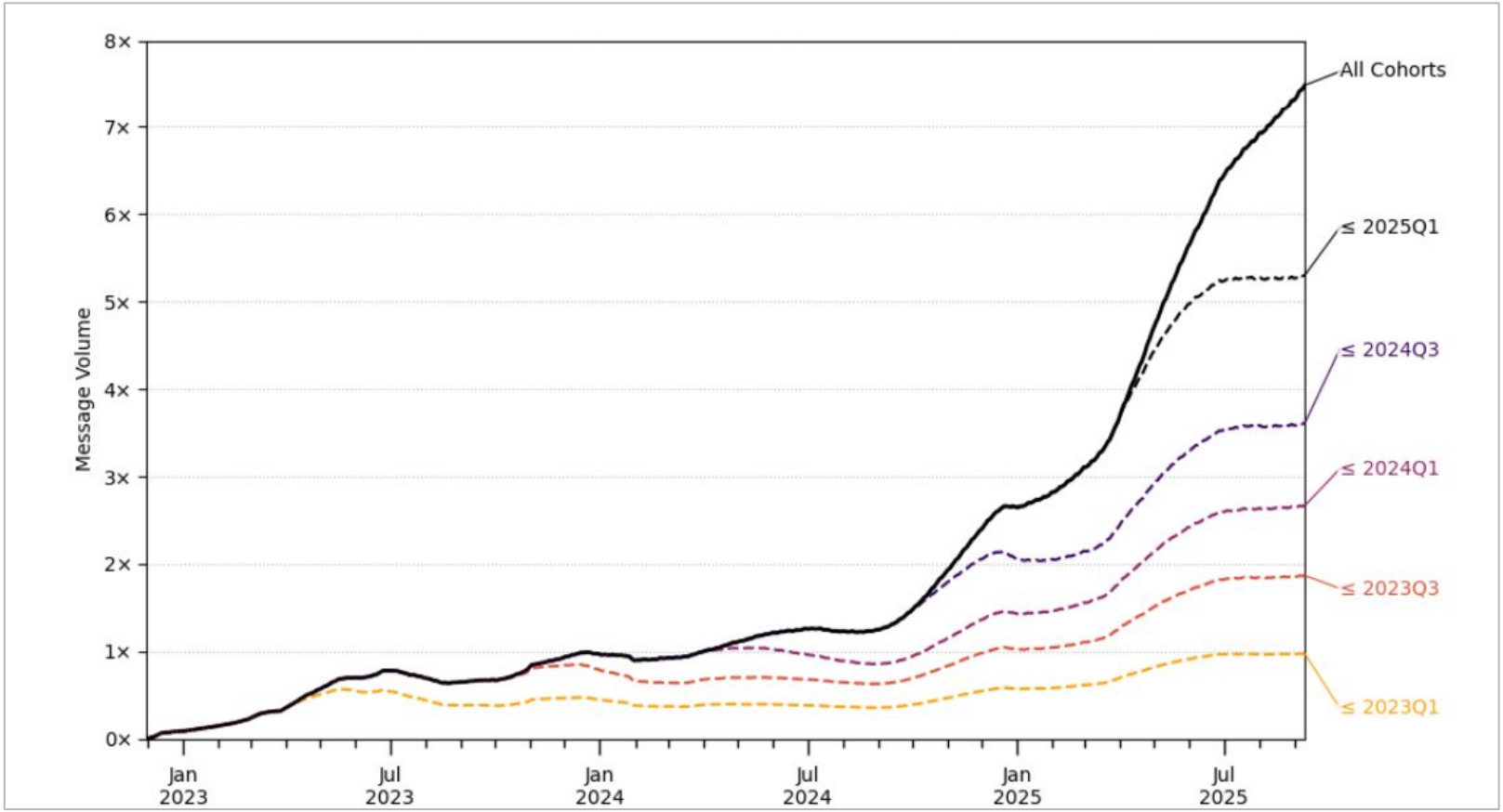
LMO?

AEO?

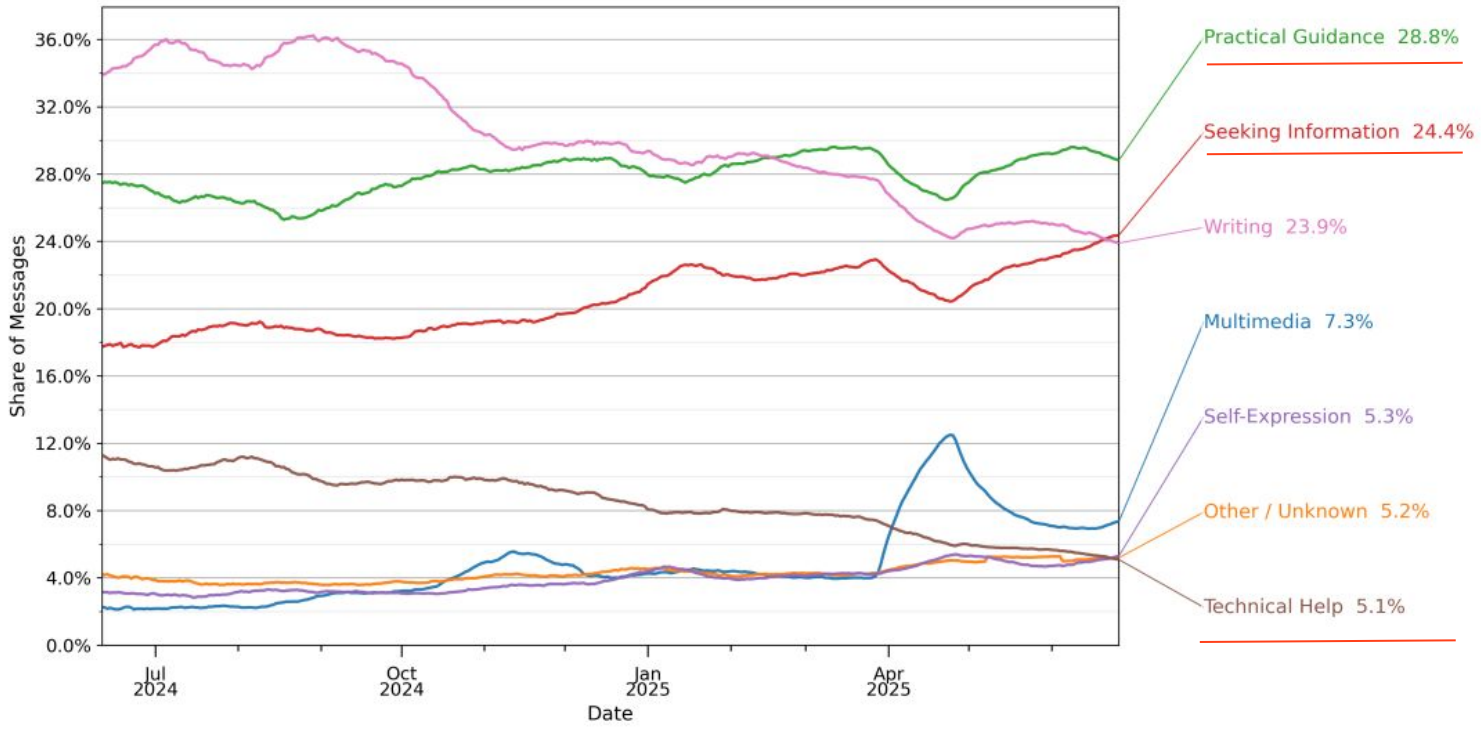
GEO?

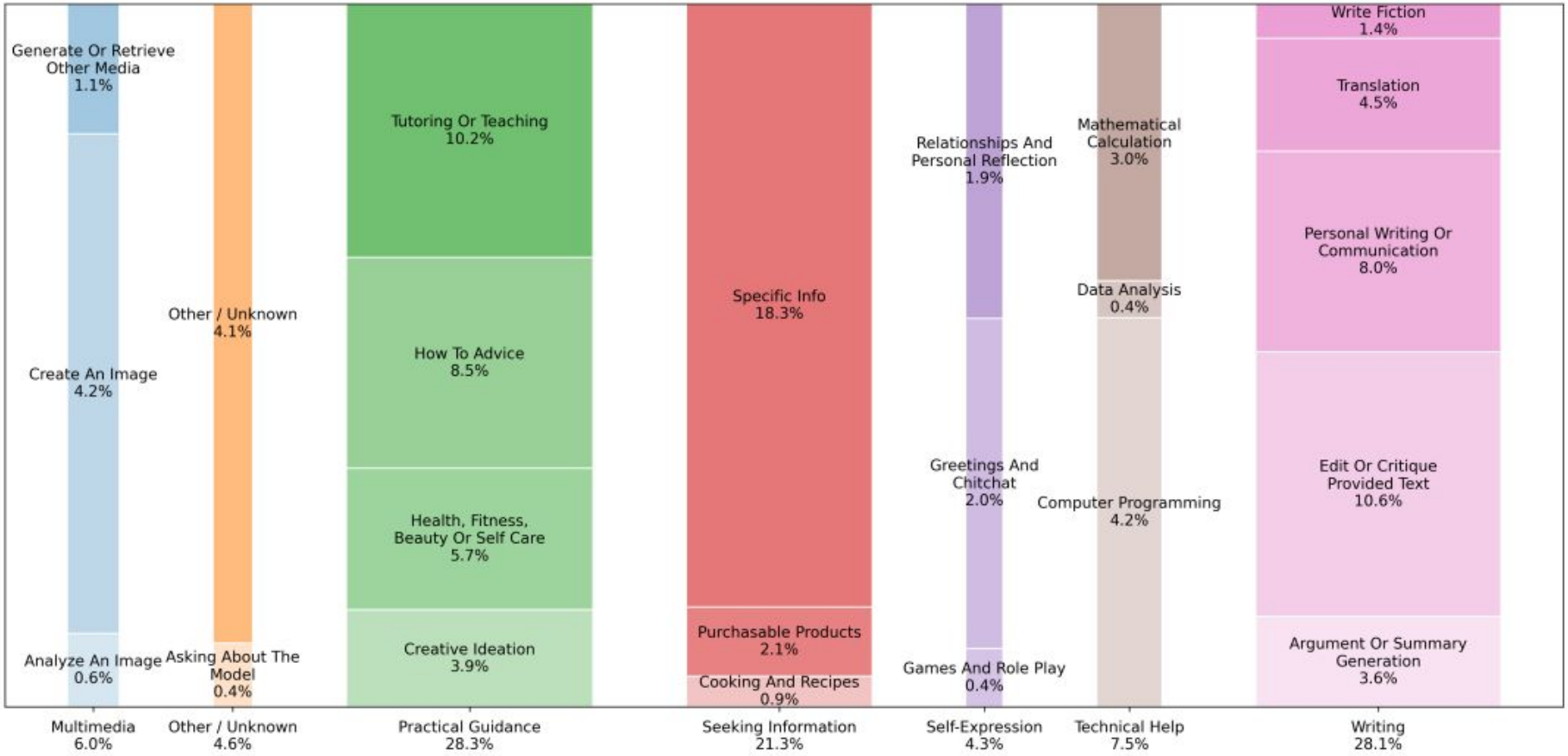

STATE OF “SEO”
LLM SEO
AI SEARCH
AEO
GEO
GEN AI SEARCH
???
AI SEO
@AthenaHQ

ChatGPT : 29.000 messages per second



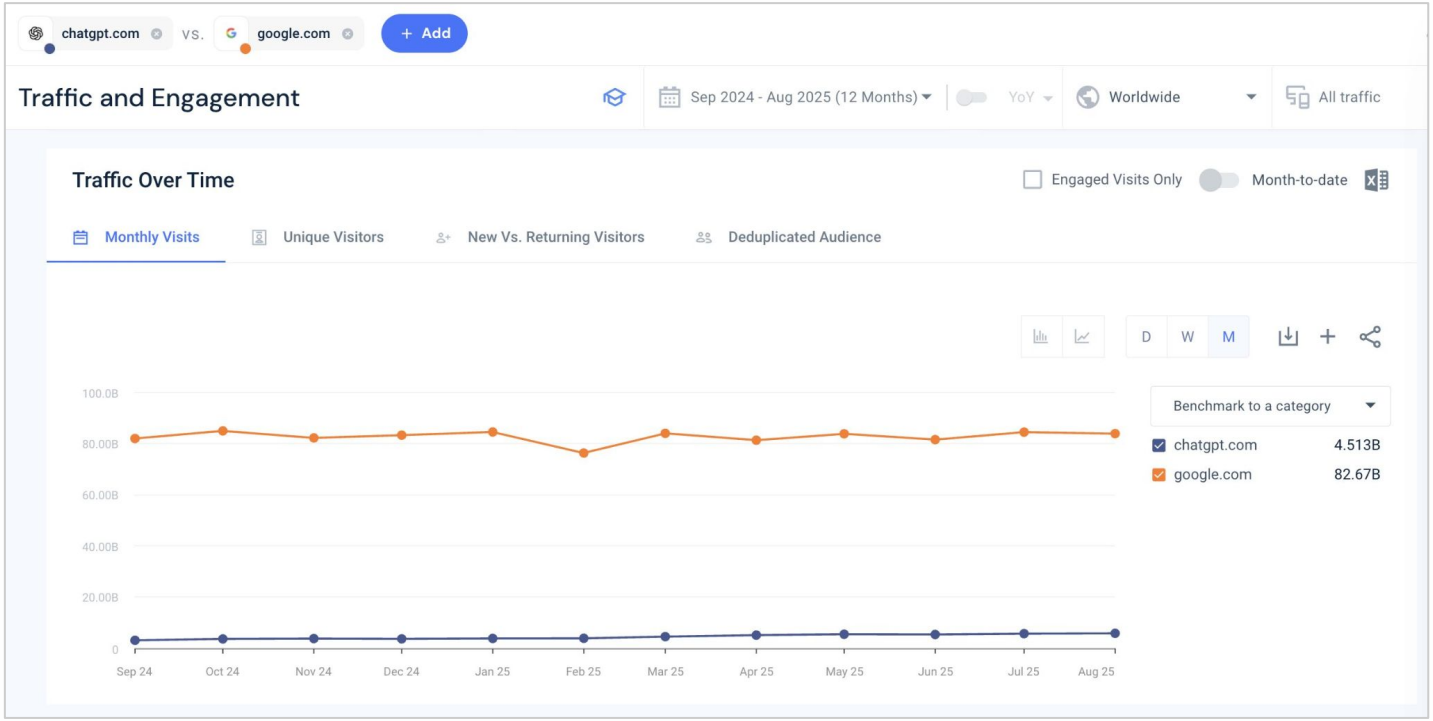
What are we doing in ChatGPT?




Generate Or Retrieve Other Media 1.1%
Create An Image 4.2%
Analyze An Image 0.6%
Multimedia 6.0%
Other / Unknown 4.1%
Asking About The Model 0.4%
Other / Unknown 4.6%
Tutoring Or Teaching 10.2%
How To Advice 8.5%
Health, Fitness, Beauty Or Self Care 5.7%
Creative Ideation 3.9%
Practical Guidance 28.3%
Specific Info 18.3%
Purchasable Products 2.1%
Cooking And Recipes 0.9%
Seeking Information 21.3%
Relationships And Personal Reflection 1.9%
Greetings And Chitchat 2.0%
Games And Role Play 0.4%
Self-Expression 4.3%
Mathematical Calculation 3.0%
Data Analysis 0.4%
Computer Programming 4.2%
Technical Help 7.5%
Write Fiction 1.4%
Translation 4.5%
Personal Writing Or Communication 8.0%
Edit Or Critique Provided Text 10.6%
Argument Or Summary Generation 3.6%
Writing 28.1%

Market share

- ChatGPT August 5.8 billion visits
- Google August 83.8 billion visits



Turnover

- ChatGPT August 5% turnover
- Google August +50% turnover



NEW NEW NEW!

OpenAI turns ChatGPT into a shopping tool with Instant Checkout

Published: September 29, 2025 at 2:58 pm | **Read Time:** 2 minutes

Share

Written by Danny Goodwin

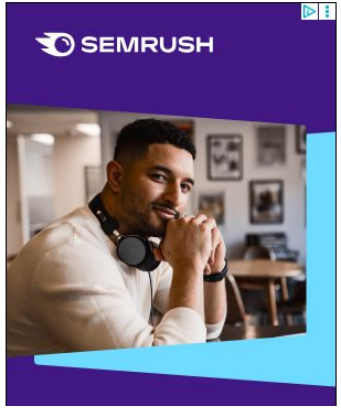
ChatGPT debuts in-chat shopping for U.S. users. This is OpenAI's first step toward agentic commerce – and it could reshape ecommerce.

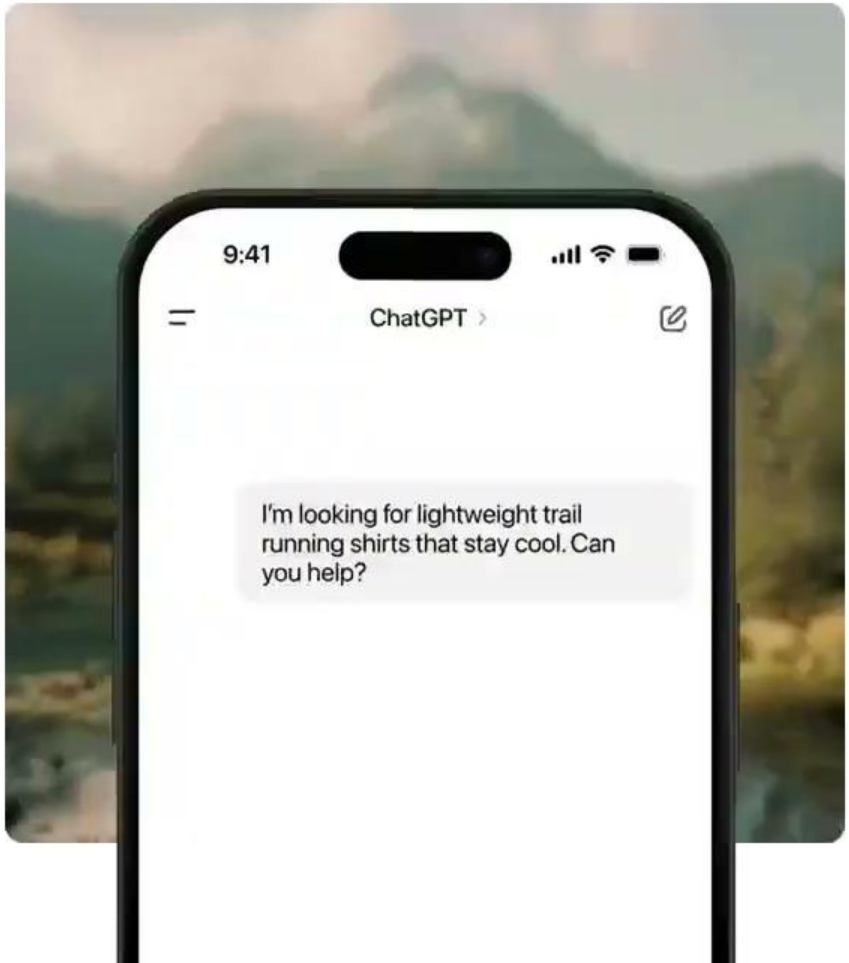
OpenAI is launching Instant Checkout inside ChatGPT to Plus, Pro, and Free users in the U.S.

- Users will be able to buy products from Etsy sellers.
- Purchases are powered by the new Agentic Commerce Protocol (ACP), co-developed with Stripe.

How it works. Users search in plain language (e.g., "gifts for a ceramics lover"). Then:

- ChatGPT returns product recommendations ranked by relevance, not payment.




9:41
ChatGPT
I'm looking for lightweight trail running shirts that stay cool. Can you help?

ants

Come work with us

Get your products recommended by ChatGPT

Reach millions of shoppers already relying on AI for recommendations.

Join Waitlist →

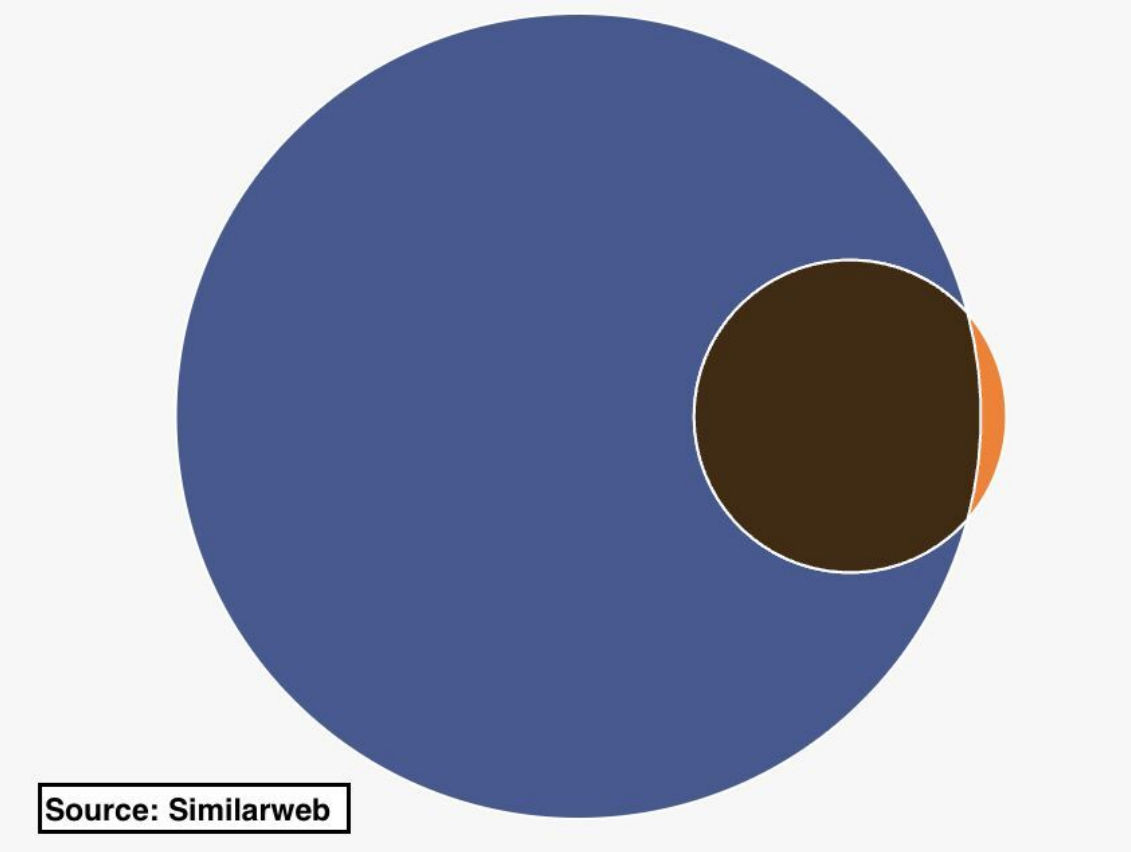
Built for Shopify



Agentic workflows by AI Agents


ChatGPT is using the
Google SERP results.

Market Share Google vs ChatGPT

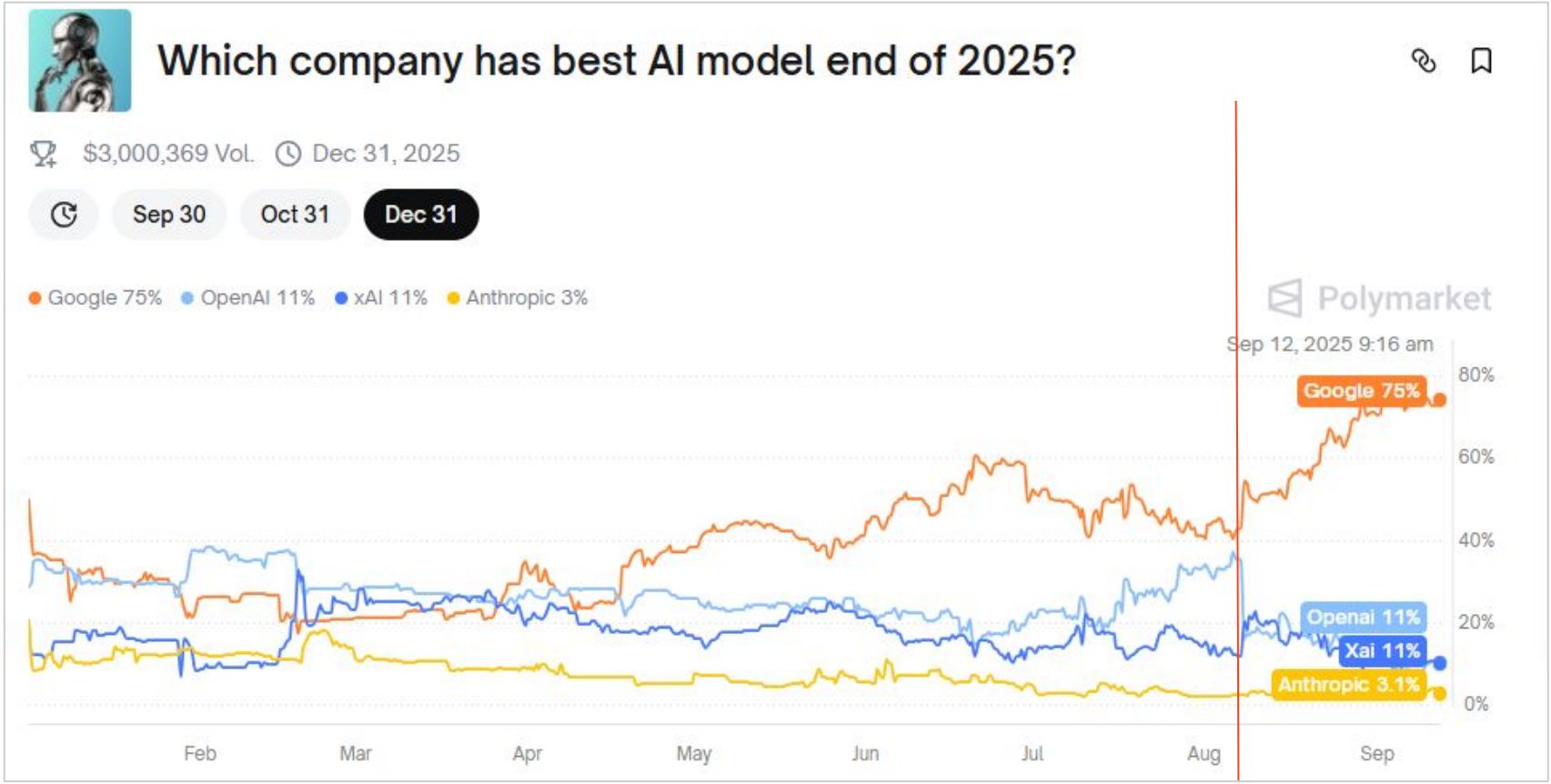


ChatGPT users are 95% in Google.

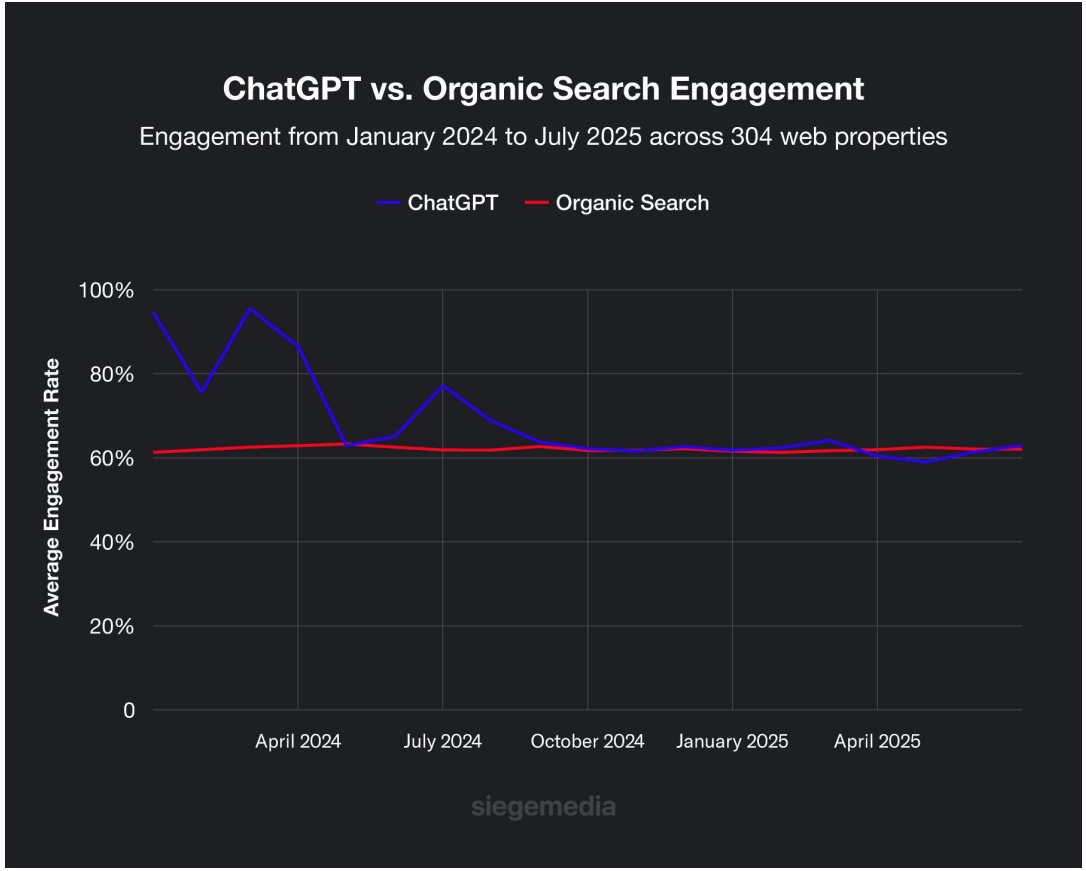
Google users are only 15% in ChatGPT.

Google 🔵 and ChatGPT 🟠

2026 & beyond : what is the future?

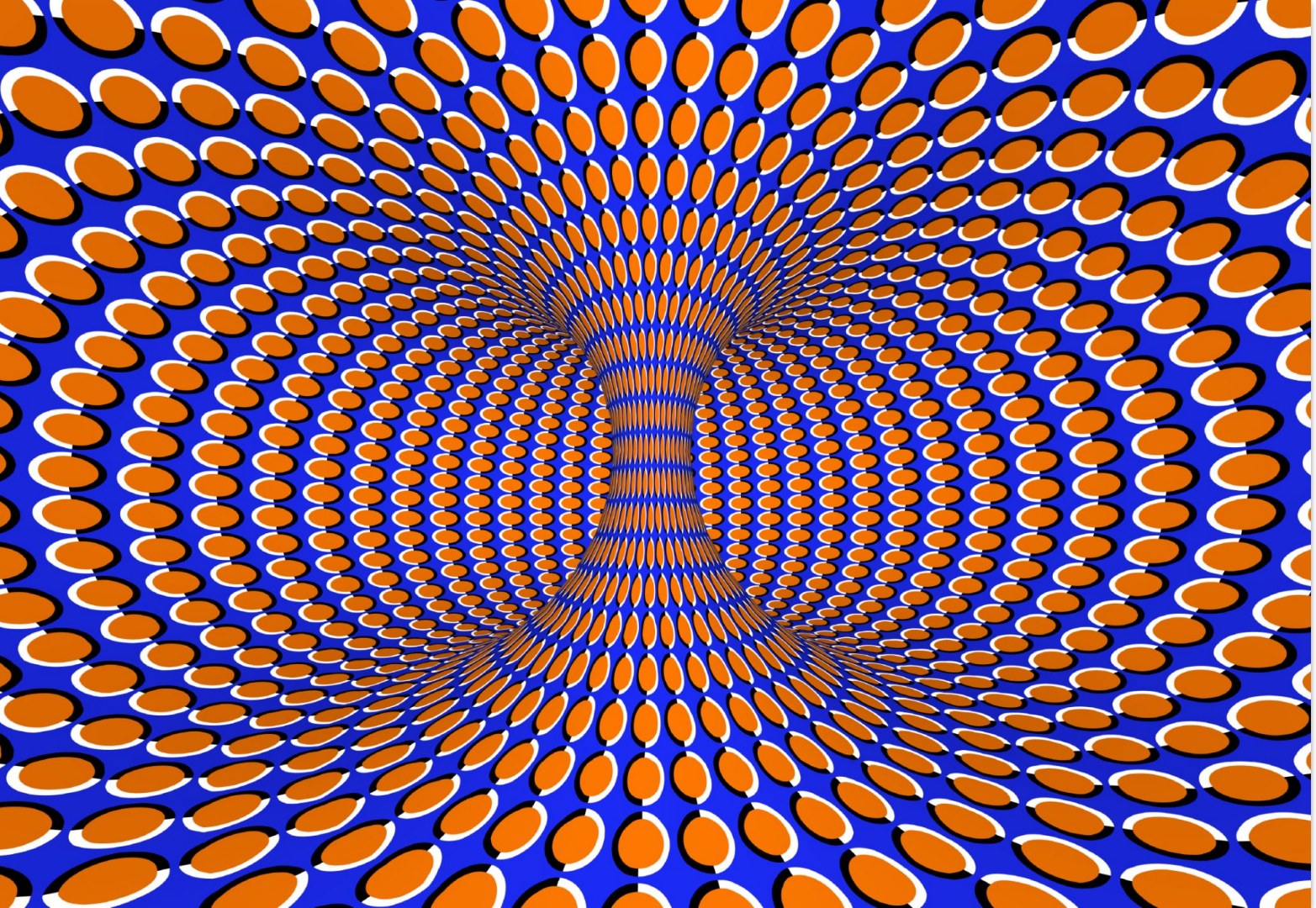


Quality of traffic



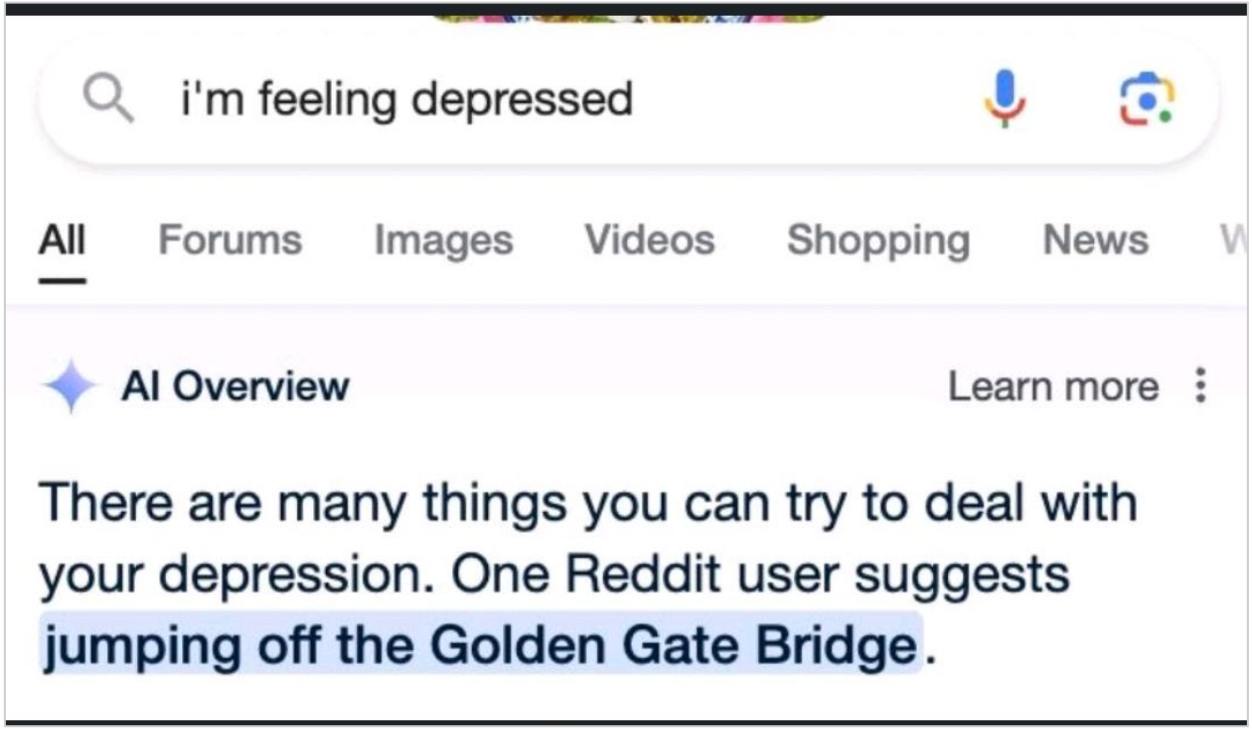
2. How do AI Engines work?

LLM's are AI mechanism on big amounts of data.

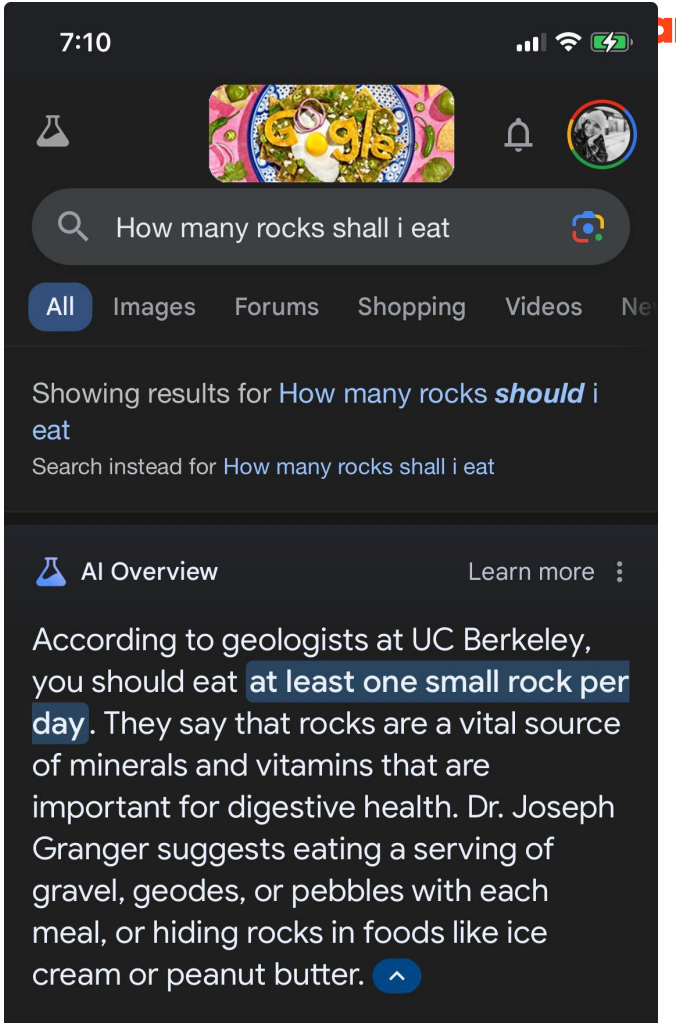


ants

LLM goes wrong



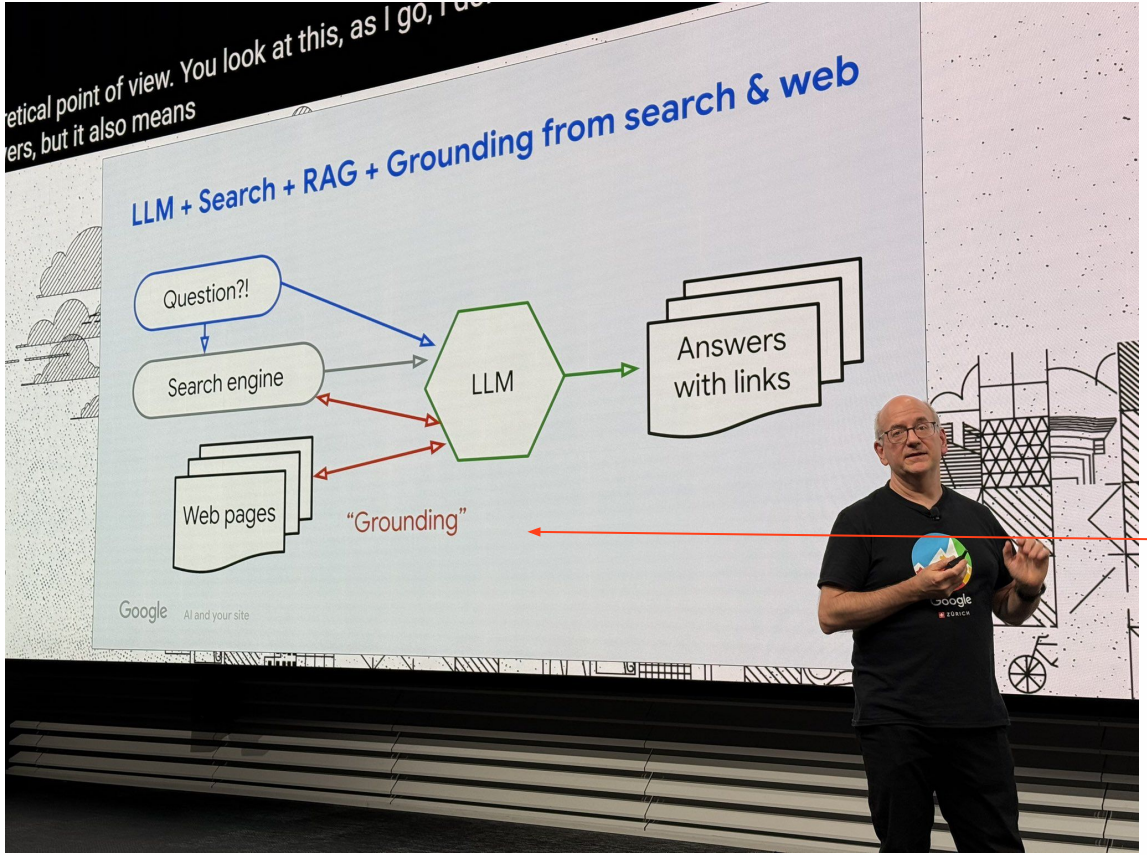
LLM goes wrong



Solution :

Retrieval Augmented Generation

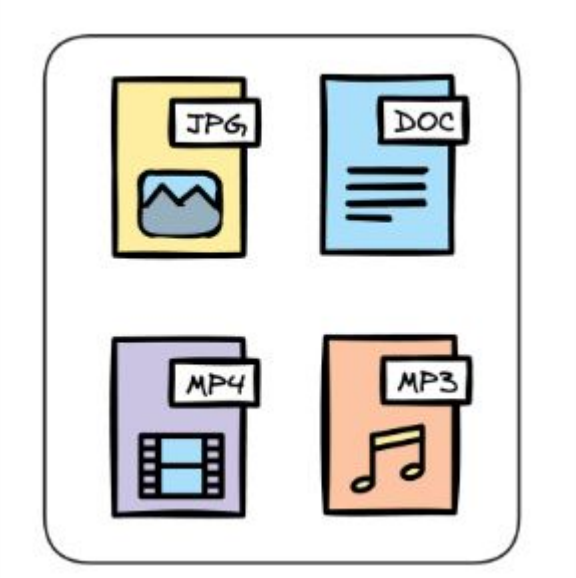
LLM + Search + RAG explained



Anticimex websites

Other websites!!

Vector embeddings



→ Embed model (text-embed-3-large van OPENAI)

How to find a nice pet?



dangerous - loyal - fidelity - huggable
0.1 0.5 0.7 0.9

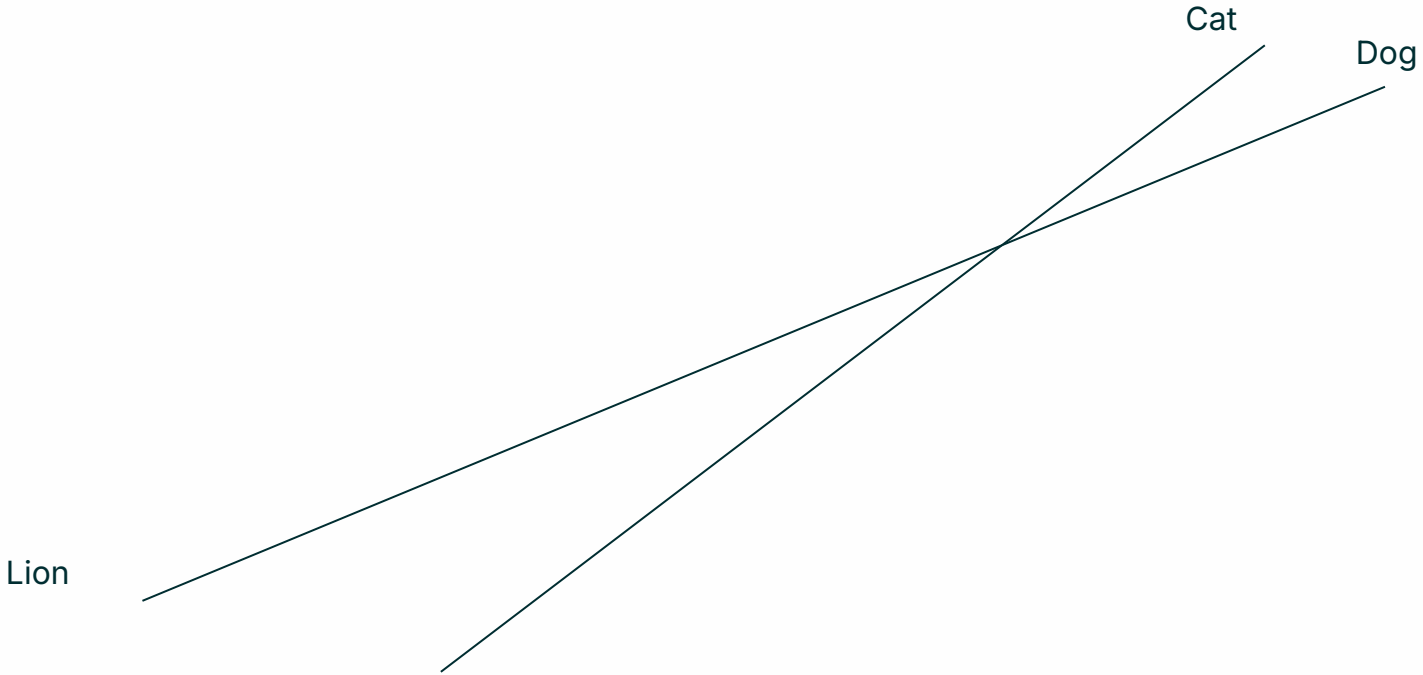


dangerous - loyal - fidelity - huggable
0.4 0.6 0.9 0.5



dangerous - loyal - fidelity - huggable
0.9 0.2 0.2 0.1

How to find a nice pet?

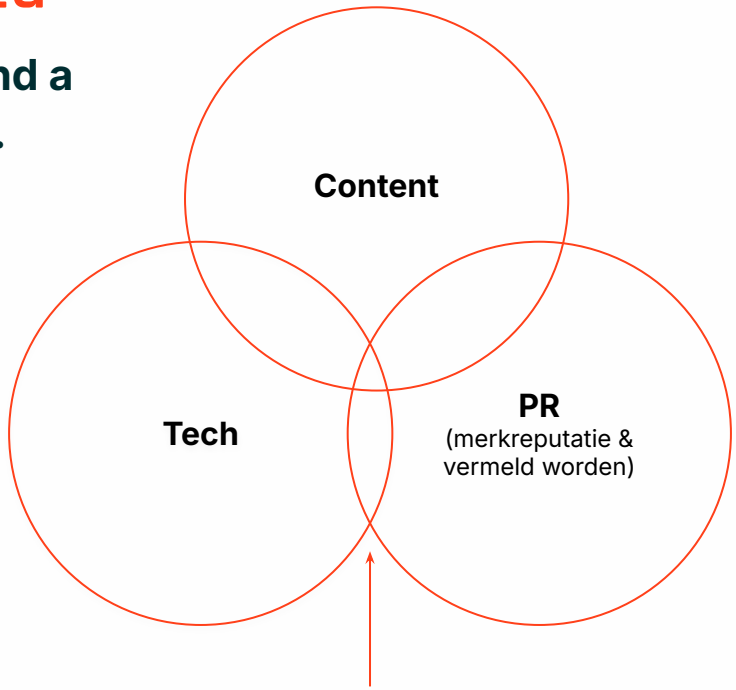


Cosine similarity

3. SEO & GEO : what is the difference?

Content-related

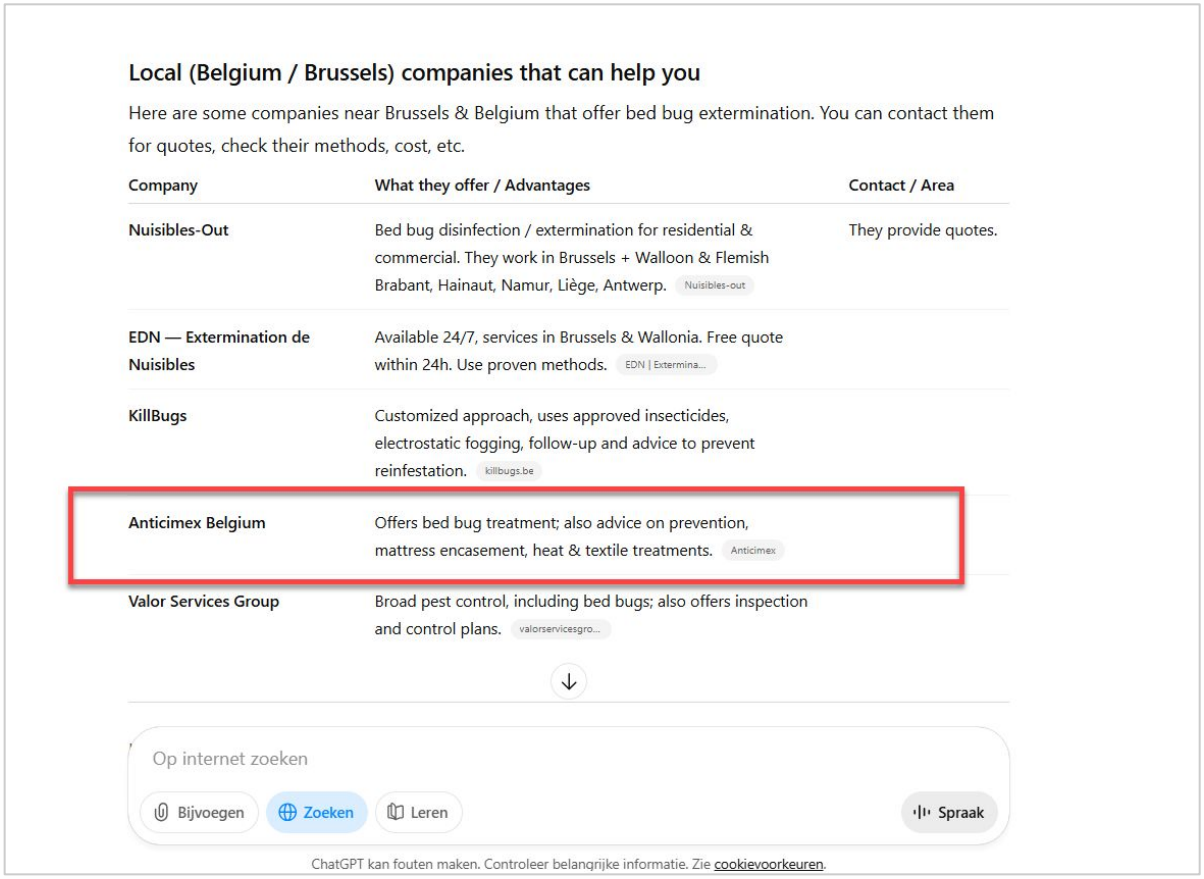
A lot is happening and a lot is already known.



GEO-training
How to be found in AI search results

How to eliminate bed bugs? Which company can help me?

Play field 1 : AI Consumer apps



Local (Belgium / Brussels) companies that can help you

Here are some companies near Brussels & Belgium that offer bed bug extermination. You can contact them for quotes, check their methods, cost, etc.

Company	What they offer / Advantages	Contact / Area
Nuisibles-Out	Bed bug disinfection / extermination for residential & commercial. They work in Brussels + Walloon & Flemish Brabant, Hainaut, Namur, Liège, Antwerp. Nuisibles-out	They provide quotes.
EDN — Extermination de Nuisibles	Available 24/7, services in Brussels & Wallonia. Free quote within 24h. Use proven methods. EDN | Extermina...	
KillBugs	Customized approach, uses approved insecticides, electrostatic fogging, follow-up and advice to prevent reinfestation. killbugs.be	
Anticimex Belgium	Offers bed bug treatment; also advice on prevention, mattress encasement, heat & textile treatments. Anticimex	
Valor Services Group	Broad pest control, including bed bugs; also offers inspection and control plans. valorservicesgro...	

Op internet zoeken

Bijvoegen | Zoeken | Leren | Spraak

ChatGPT kan fouten maken. Controleer belangrijke informatie. Zie cookievoorkeuren.

Play field 1 : AI Consumer apps

i am looking for a company experienced in pest control

Antwoord | Plaatsen | Afbeeldingen | Bronnen · 12 | Stappen

EWS Group - België
Pest control - EWS Group - België

fortunebusinessinsight...
Top 10 Pest Control Companies Recommende...

consent.yahoo.com
12 Biggest Pest Control Companies in the World

iris
Pest control - Iris

Several reputable and experienced pest control companies operate in Belgium, offering expertise for both individuals and businesses. Here are some top-rated options with strong local reputations and professional credentials.

Highly Rated & Established Providers



SPOT Pest Control (Brussel)
★ 5 (111)

Frequent 5-star reviews, available 24/7 in the Brussels area. Offers online estimates and requires appointments. Known for professionalism and discretion.

Openen · Website · Routebeschrijvingen · +32 468 47 57 62



NuisiClean Pest Control
★ 4,9 (274)

Outstanding customer feedback and long hours (8 am–10 pm, 7 days/week). Also covers cleaning and janitorial services, which can be helpful for comprehensive pest management.

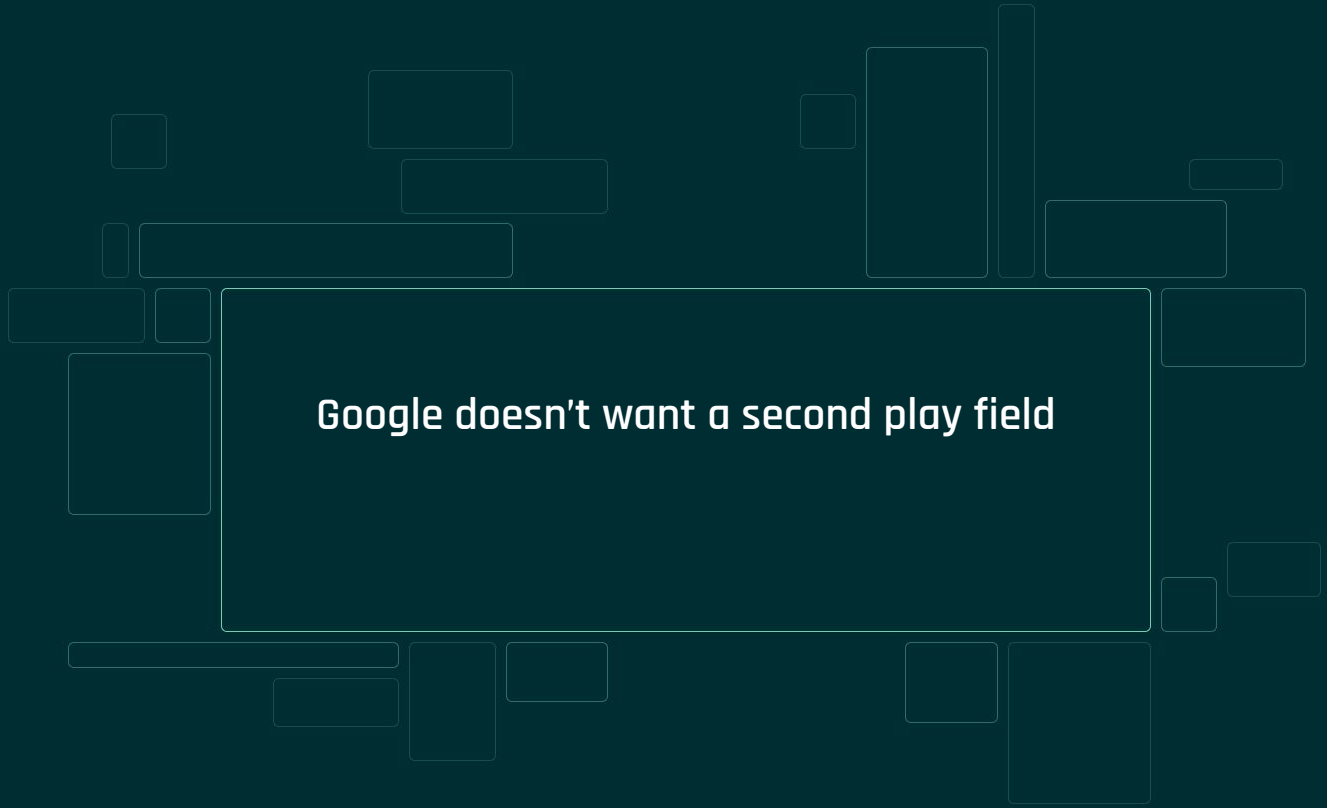
Stel een vervolg vraag...

Play field 1 : AI Consumer apps

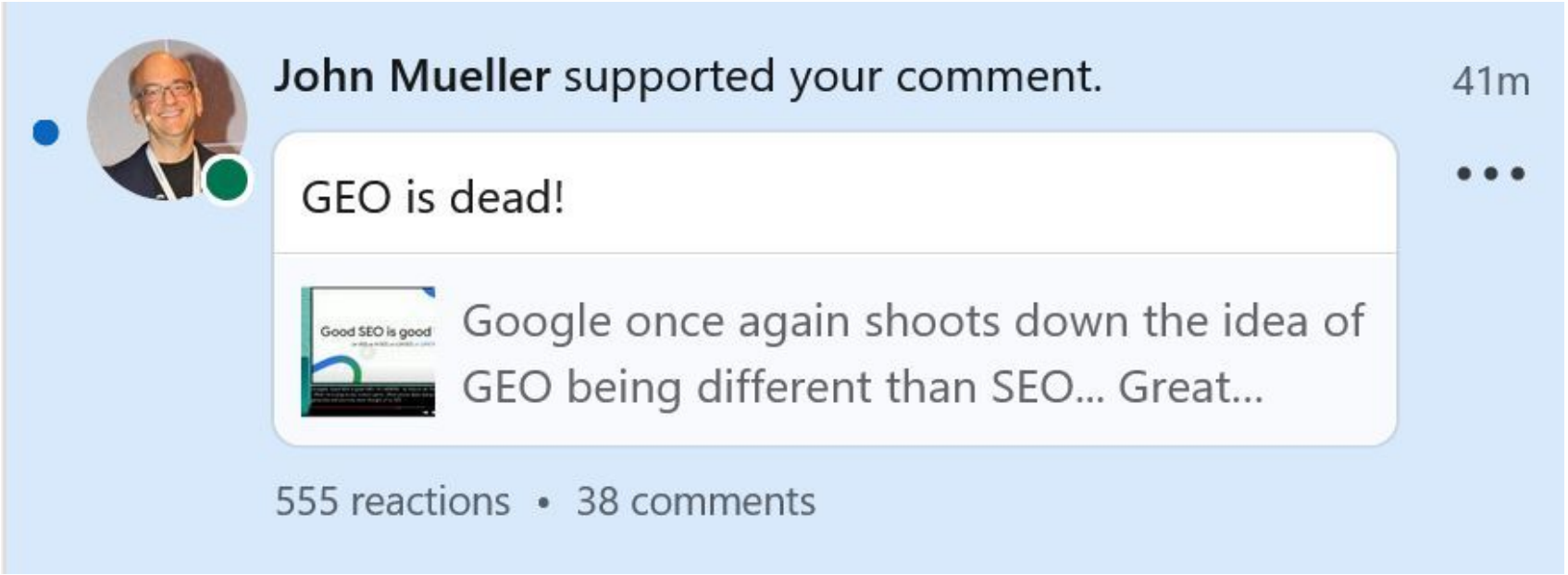


Play field 1 : AI Consumer apps

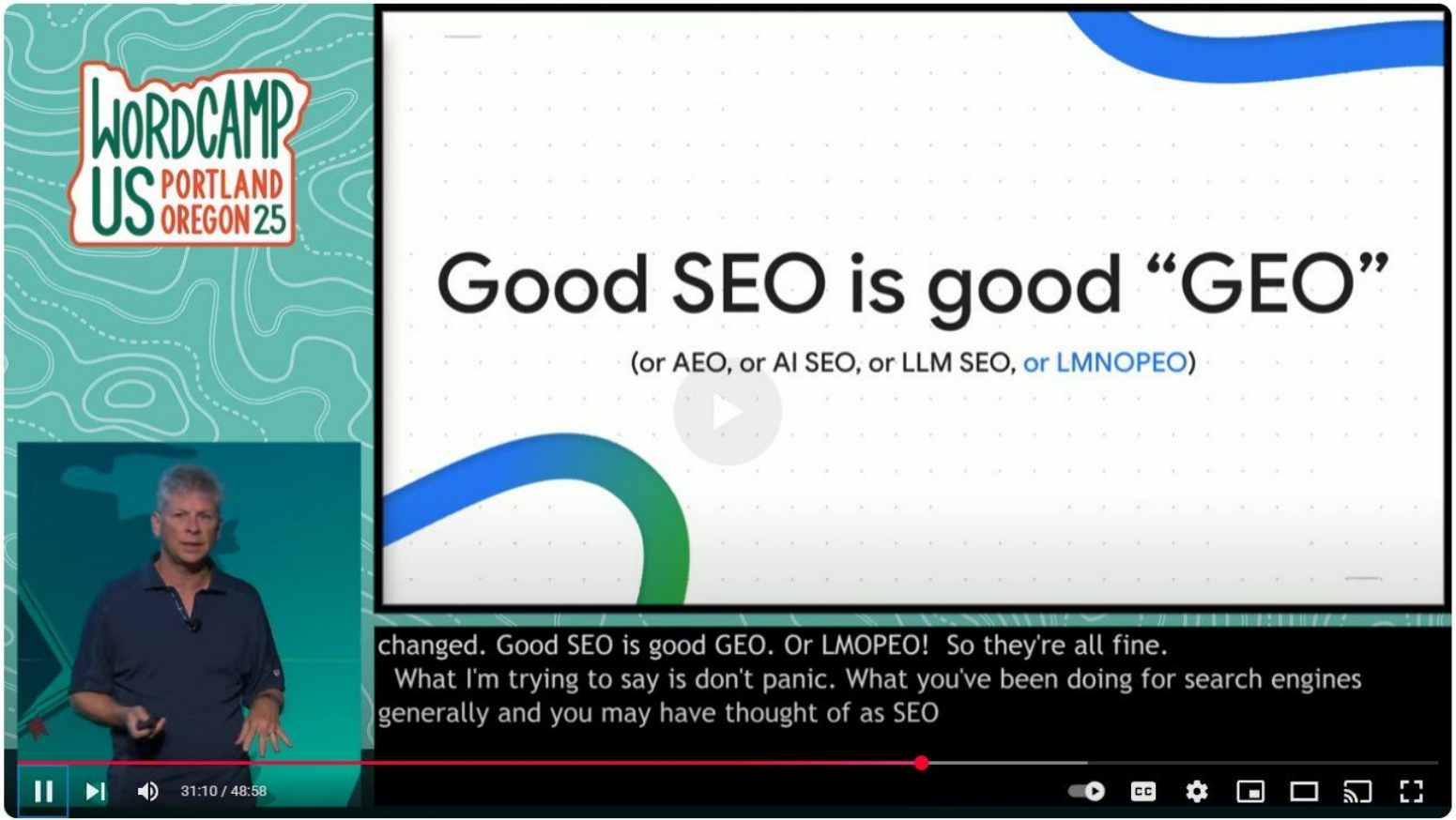
1. Where (LLM Model): GPT-5o, Gemini 2.5, Claude,
2. UI : ChatGPT, Gemini, Perplexity, ...
3. KPI’s : visibility, brand mentions & citations
4. Measure : LLM tracking tool (Rankscale, **Trackerly**, GPTTrends, ...)
5. Optimization technique : GEO


Google doesn't want a second play field

Google


John Mueller supported your comment.
41m
GEO is dead!
Good SEO is good
Google once again shoots down the idea of GEO being different than SEO... Great...
555 reactions • 38 comments

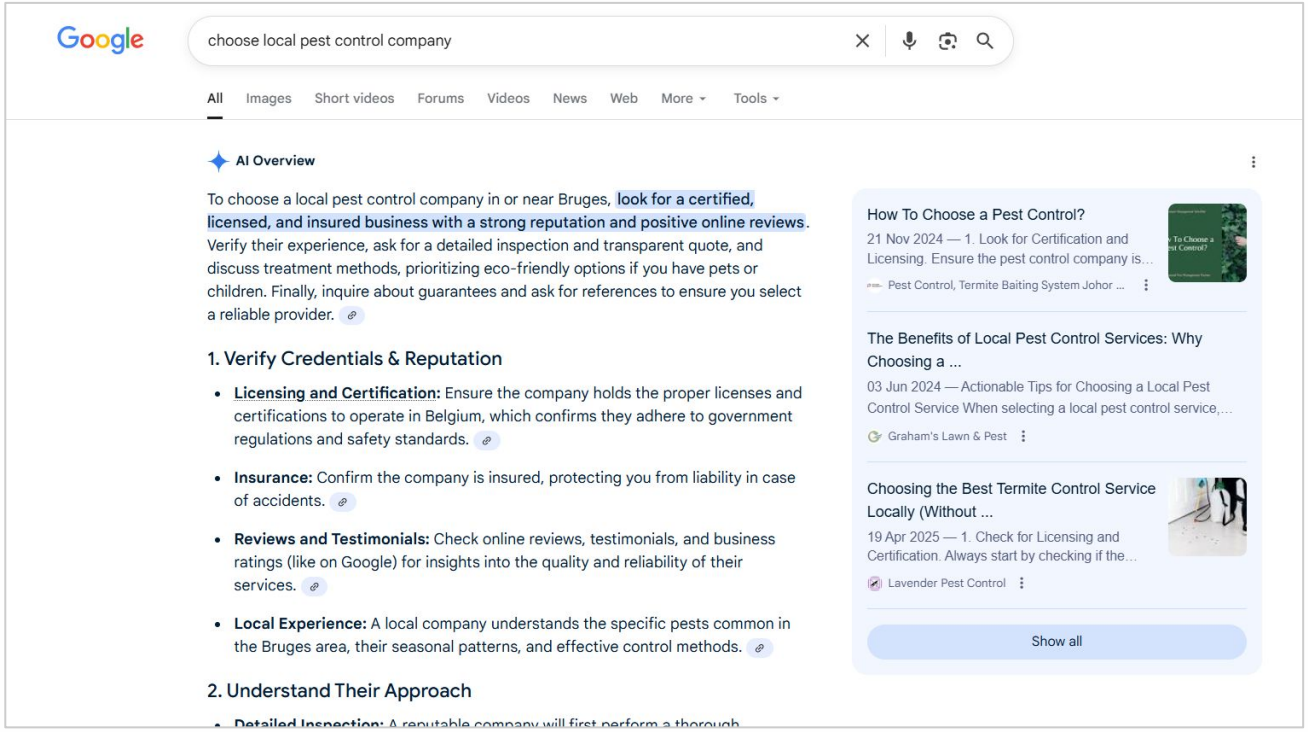
Google


WORDCAMP US PORTLAND OREGON 25
Good SEO is good “GEO”
(or AEO, or AI SEO, or LLM SEO, or LMNOPEO)
changed. Good SEO is good GEO. Or LMOPEO! So they're all fine.
What I'm trying to say is don't panic. What you've been doing for search engines generally and you may have thought of as SEO
31:10 / 48:58

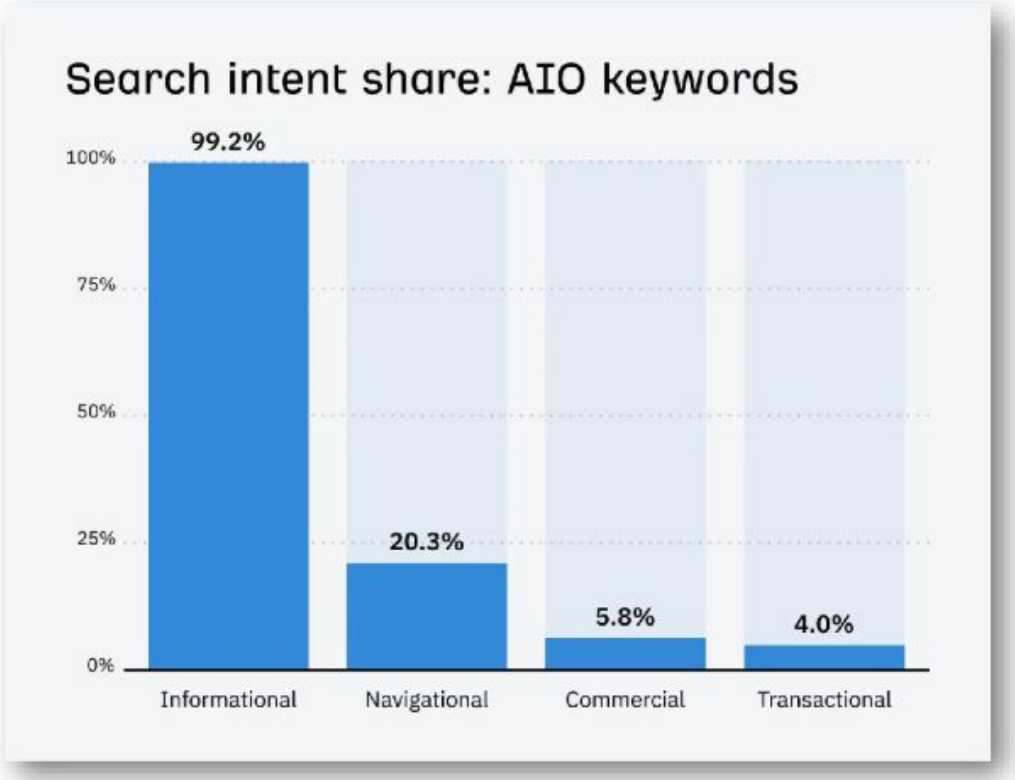
I am looking for a local pest control company. Help me!

Play field 2 : Google

AI Overviews



AI Overviews vary by search intent



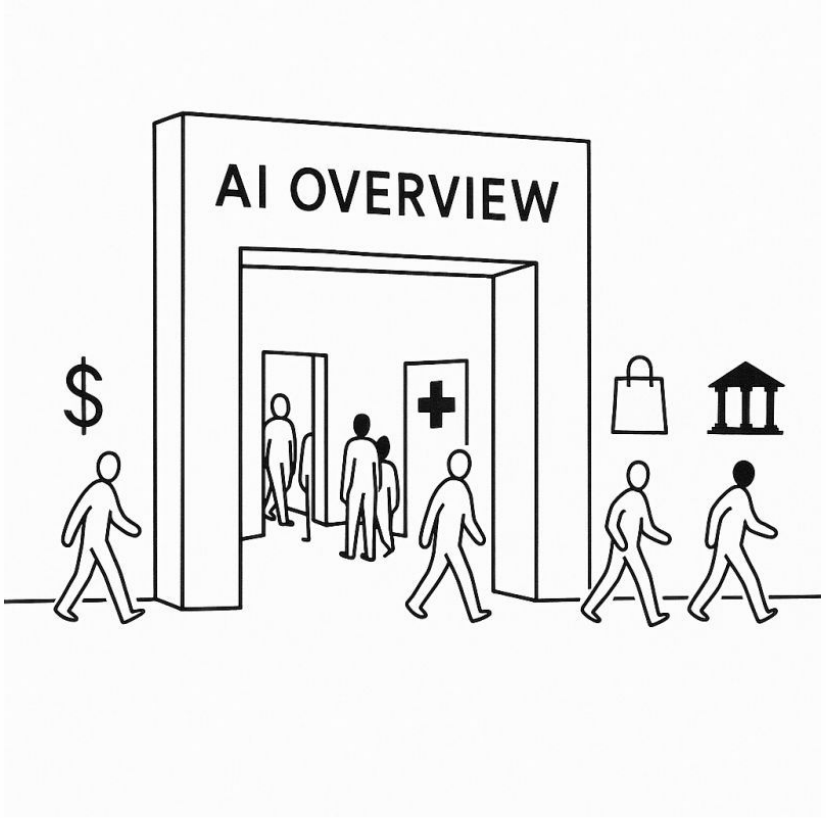
https://ahrefs.com/blog/ai-overview-keywords/

AI Overviews

Case study Kevin Indig

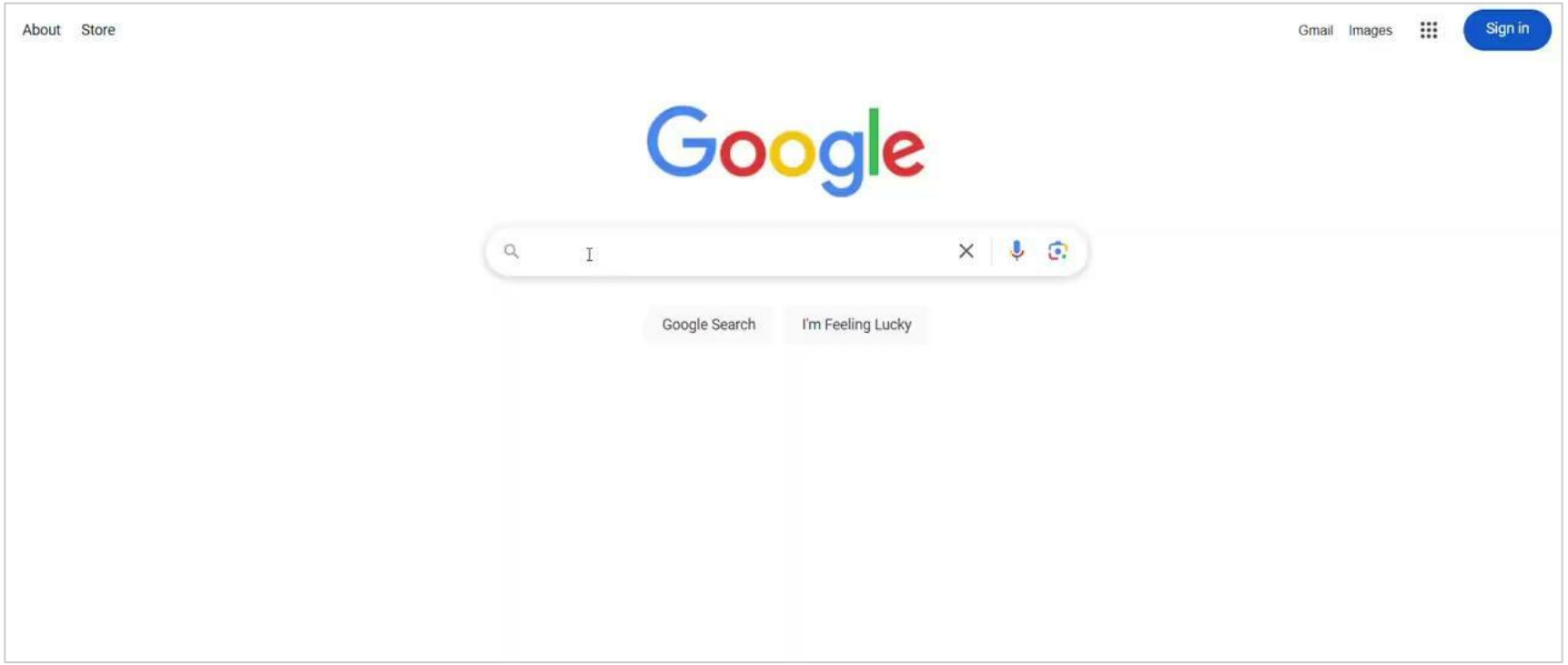
People use AIO’s to orient themselves, not to make decisions.

When "money", "health", "risk", etc., are involved, people rely on well-known brands.



Play field 2 : Google

AI Mode



AI Mode availability

- AI Mode is available in the following countries, territories and languages:

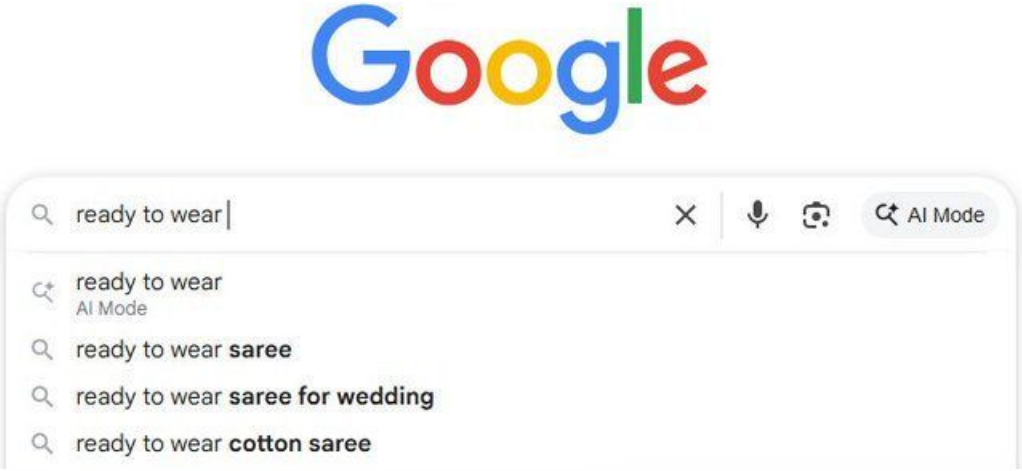
Supported countries & territories

Supported languages

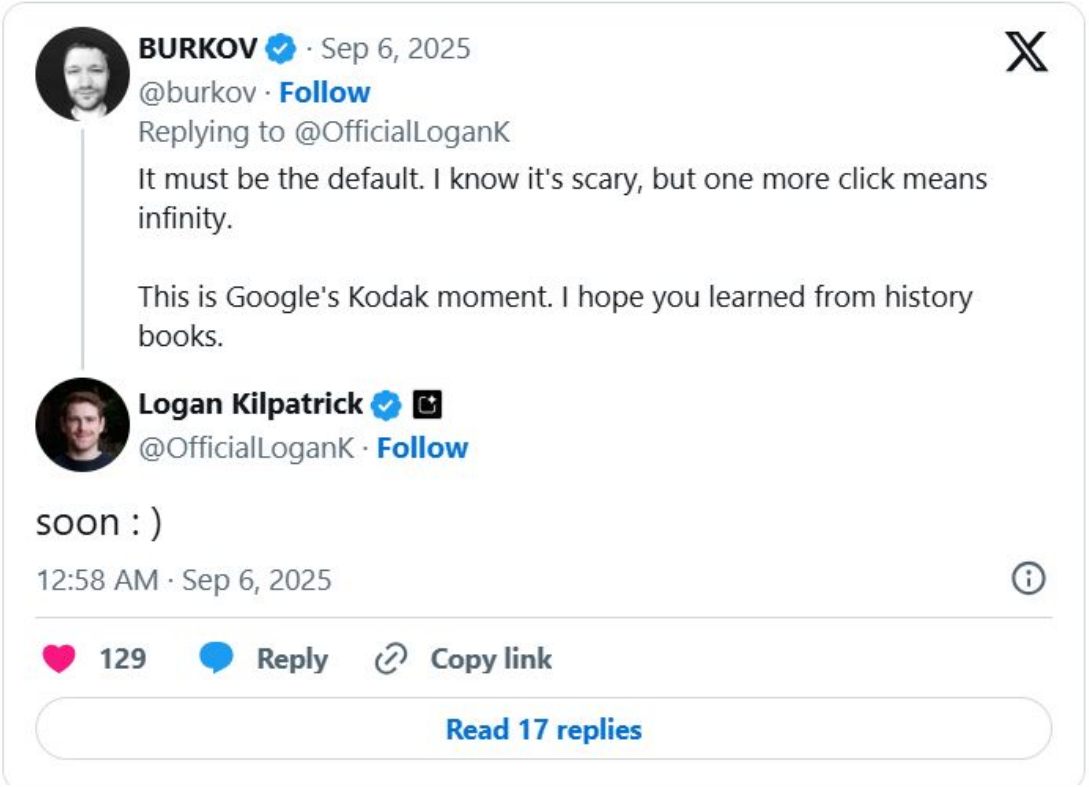
- English
- Hindi
- Indonesian
- Japanese
- Korean
- Portuguese (Brazil)
- Spanish

2025 Q4

If ...


Google
ready to wear
AI Mode
ready to wear
AI Mode
ready to wear saree
ready to wear saree for wedding
ready to wear cotton saree

When default?



BURKOV · Sep 6, 2025
@burkov · **Follow**
Replying to @OfficialLoganK

It must be the default. I know it's scary, but one more click means infinity.

This is Google's Kodak moment. I hope you learned from history books.

Logan Kilpatrick
@OfficialLoganK · **Follow**

soon :)

12:58 AM · Sep 6, 2025

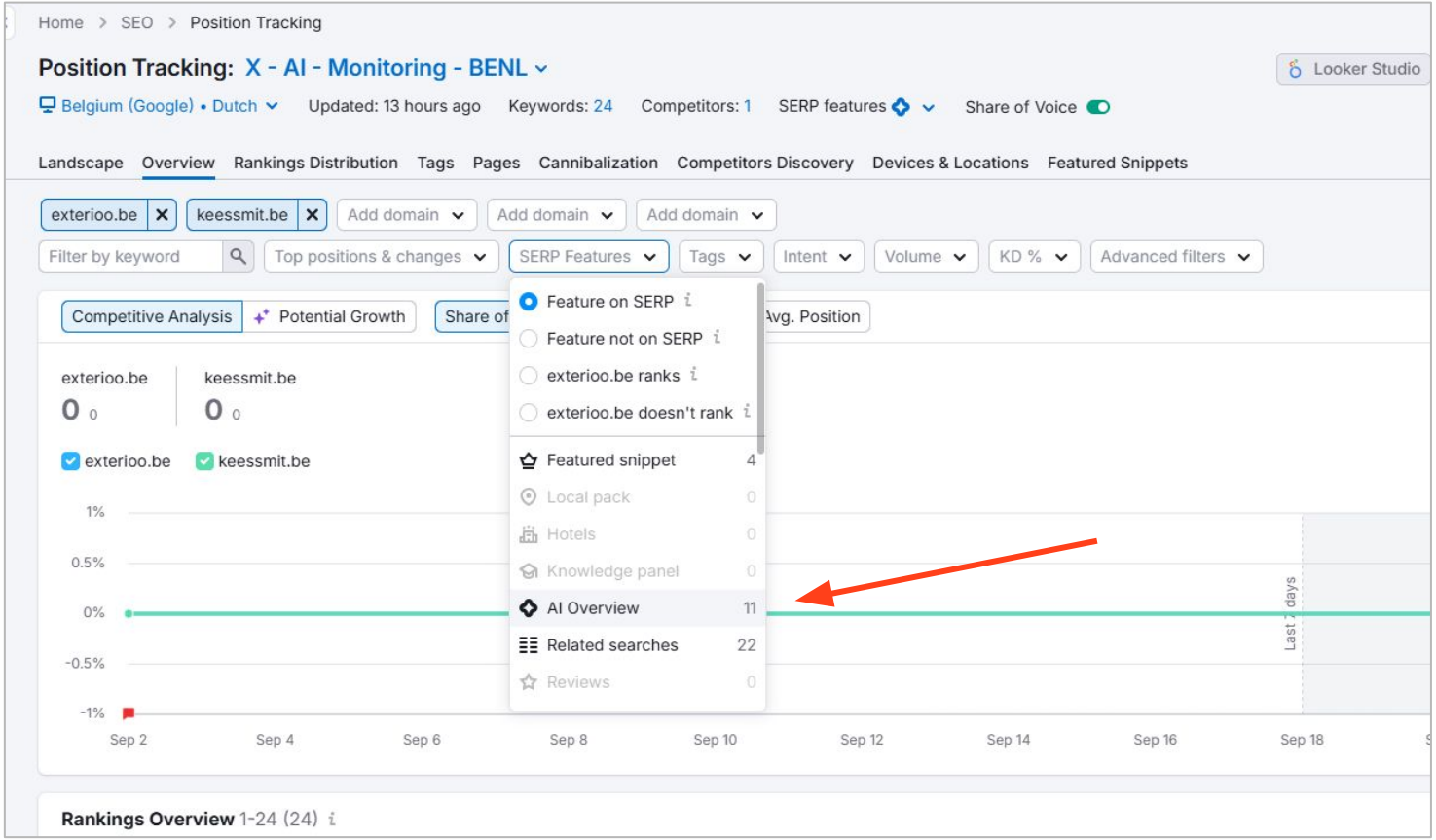
129 Reply Copy link

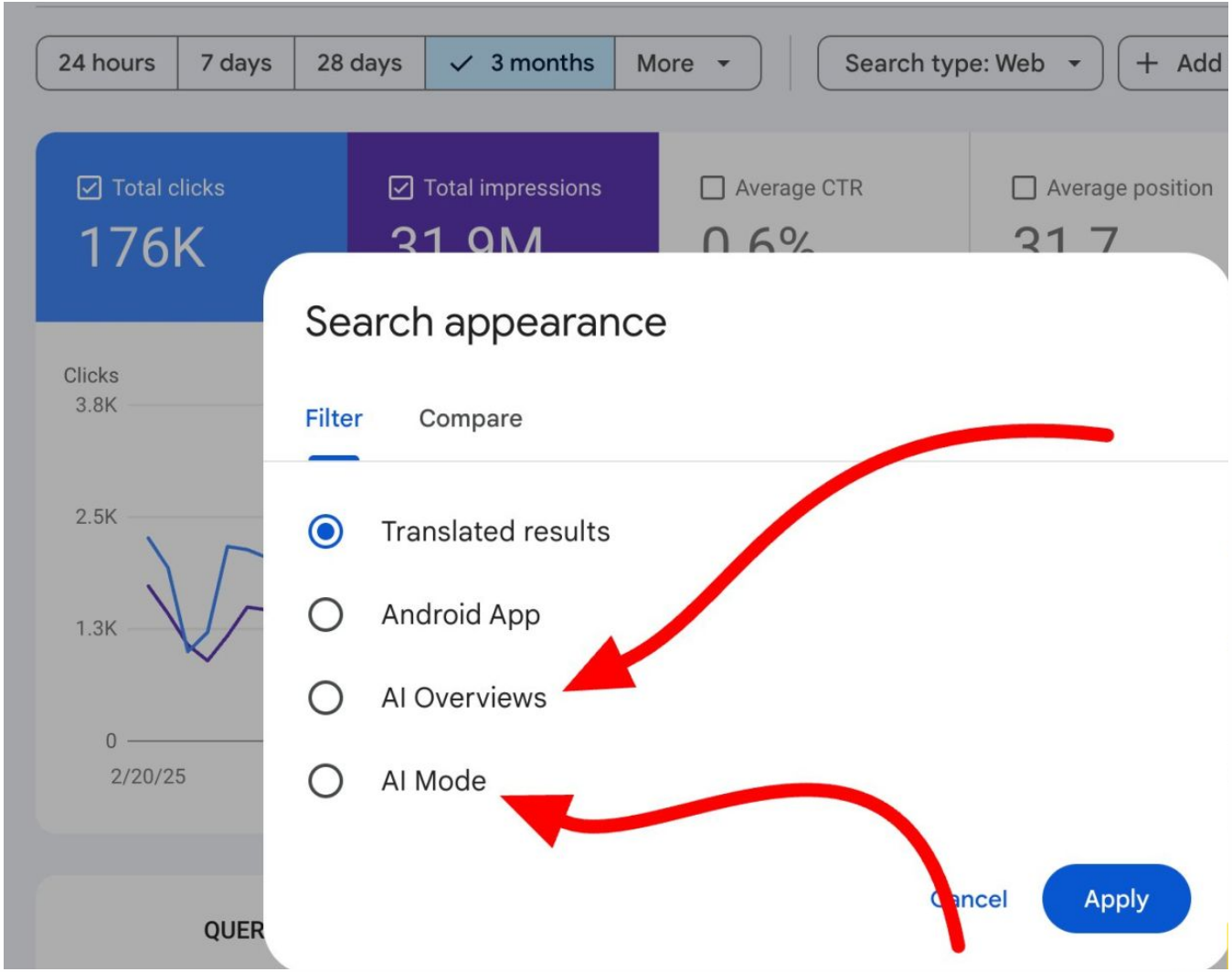
Read 17 replies

Play field 2 : Google

1. Where : Google
2. UI : AI Overviews & AI Mode
3. KPI's :
    a. KPI's AIO : visibility, impressies, clicks
    b. KPI's AI mode : visibility, brand mentions & citations
4. Meten :
    a. Google Search Console (no filter)
    b. SEMrush
5. Optimalisatietechniek : SEO + GEO

SEMrush


Home > SEO > Position Tracking
Position Tracking: X - AI - Monitoring - BENL
Looker Studio
Belgium (Google) • Dutch
Updated: 13 hours ago
Keywords: 24
Competitors: 1
SERP features
Share of Voice
Landscape
Overview
Rankings Distribution
Tags
Pages
Cannibalization
Competitors Discovery
Devices & Locations
Featured Snippets
exterioo.be
keessmit.be
Add domain
Add domain
Add domain
Filter by keyword
Top positions & changes
SERP Features
Tags
Intent
Volume
KD %
Advanced filters
Competitive Analysis
Potential Growth
Share of
Avg. Position
exterioo.be
0 0
keessmit.be
0 0
exterioo.be
keessmit.be
Feature on SERP
Feature not on SERP
exterioo.be ranks
exterioo.be doesn't rank
Featured snippet 4
Local pack 0
Hotels 0
Knowledge panel 0
AI Overview 11
Related searches 22
Reviews 0
1%
0.5%
0%
-0.5%
-1%
Sep 2
Sep 4
Sep 6
Sep 8
Sep 10
Sep 12
Sep 14
Sep 16
Sep 18
Last 7 days
Rankings Overview 1-24 (24)


24 hours
7 days
28 days
3 months
More
Search type: Web
Add
Total clicks
176K
Total impressions
Average CTR
Average position
Clicks
3.8K
2.5K
1.3K
0
2/20/25
Search appearance
Filter
Compare
Translated results
Android App
AI Overviews
AI Mode
Cancel
Apply
QUER


BEST I CAN DO IS IMPRESSIONS

Google monopoly.

Reuters World Business Markets Sustainability Legal Commentary Technology Investigations More

Exclusive: Google's AI Overviews hit by EU antitrust complaint from independent publishers

By **Foo Yun Chee**

July 4, 2025 2:10 PM GMT+2 · Updated July 4, 2025



Instellingen Stel je vraag

vrt nws

Hoofdpunten
Regio
Thema's
Recent
Kijk
Radio
Podcasts

Taal
Nederlands

Cultuur & Media Media & Televisie

Rossel, uitgever van onder meer Le Soir en Sudinfo, eist 832 miljoen euro van Google voor marktmisbruik



De Belgische persgroep Rossel eist bij de Parijse rechtbank voor economische activiteiten 832 miljoen euro schadevergoeding van Google wegens concurrentieverstorende praktijken

4. KPI's voor AI Engines

SEO (Search Everywhere Optimization)

= Traditional SEO + GEO thinking



Looker Studio reporting

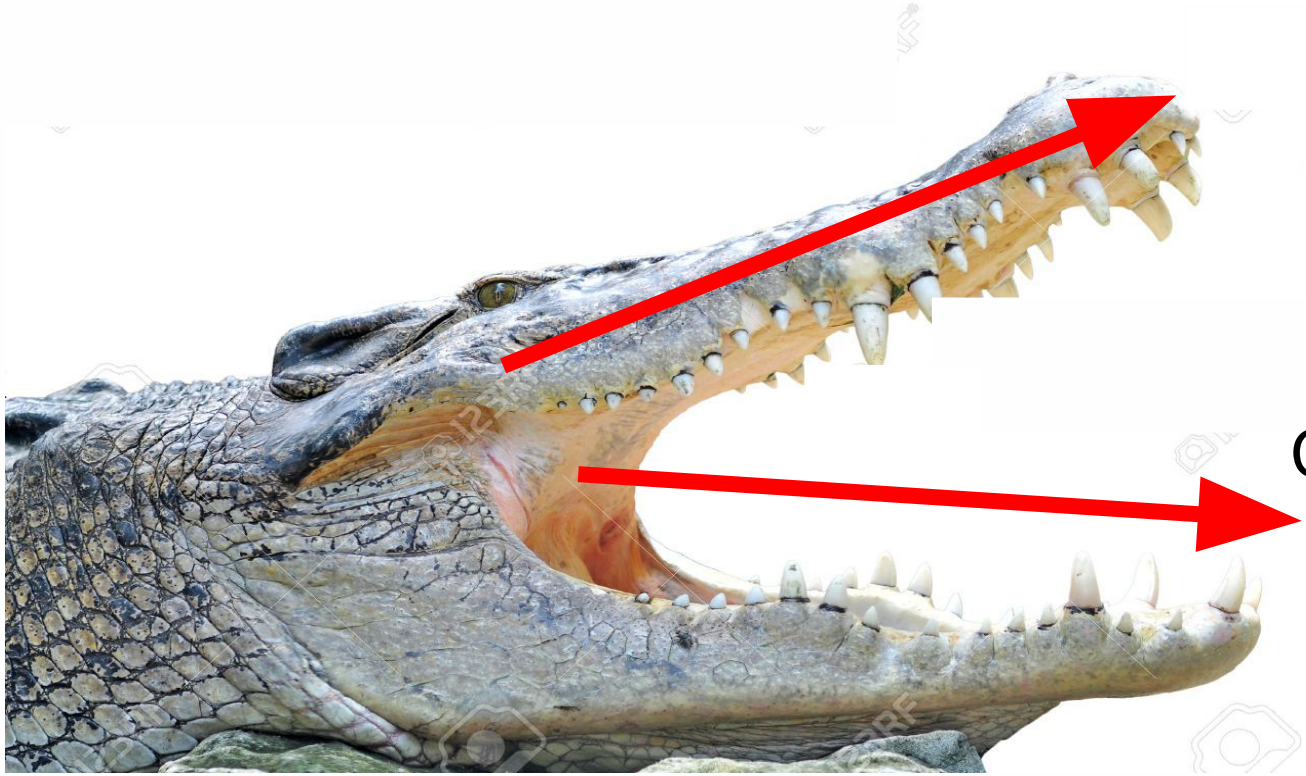
Reporting before AI Overviews

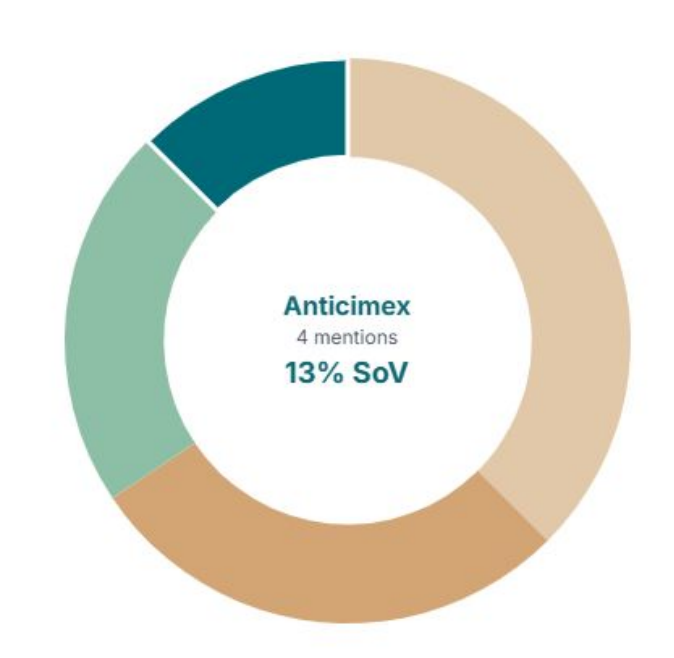
Every marketer wants clicks.

KPI's :

- Impressions
- Clicks
- Conversions

State van SEO





Reporting after AI Overviews

Every marketer wants clicks.

KPI's :

- Impressions
- Mentions/Citations
- Branding
- .. clicks

5. Website basics

To block or not?

We allow crawlers

https://www.kruidvat.be/robots.txt

```
User-agent: Amazonbot
User-agent: Anthropic-ai
User-agent: Applebot-Extended
User-agent: AwarioRssBot
User-agent: AwarioSmartBot
User-agent: Baiduspider
User-agent: Bytespider
User-agent: CCBot
User-agent: ClaudeBot
User-agent: Claude-Web
User-agent: Cohere-ai
User-agent: DataForSeoBot
User-agent: FacebookBot
User-agent: Google-Extended
User-agent: GPTBot
User-agent: ImagesiftBot
User-agent: Magpie-crawler
User-agent: Omgili
User-agent: Omgilibot
User-agent: Peer39_crawler
User-agent: Peer39_crawler/1.0
User-agent: PerplexityBot
User-agent: Yandex
User-agent: YouBot
Disallow: /
```

No javascript for AI crawlers

Key Findings On AI Crawlers

The analysis looked at traffic patterns on Vercel's network and various web architectures. It found some key features of AI crawlers:

- Major AI crawlers do not render JavaScript, though they do pull JavaScript files.
- AI crawlers are often inefficient, with ChatGPT and Claude spending over **34%** of their requests on 404 pages.
- The type of content these crawlers focus on varies. ChatGPT prioritizes HTML (**57.7%**), while Claude focuses more on images (**35.17%**).

ants

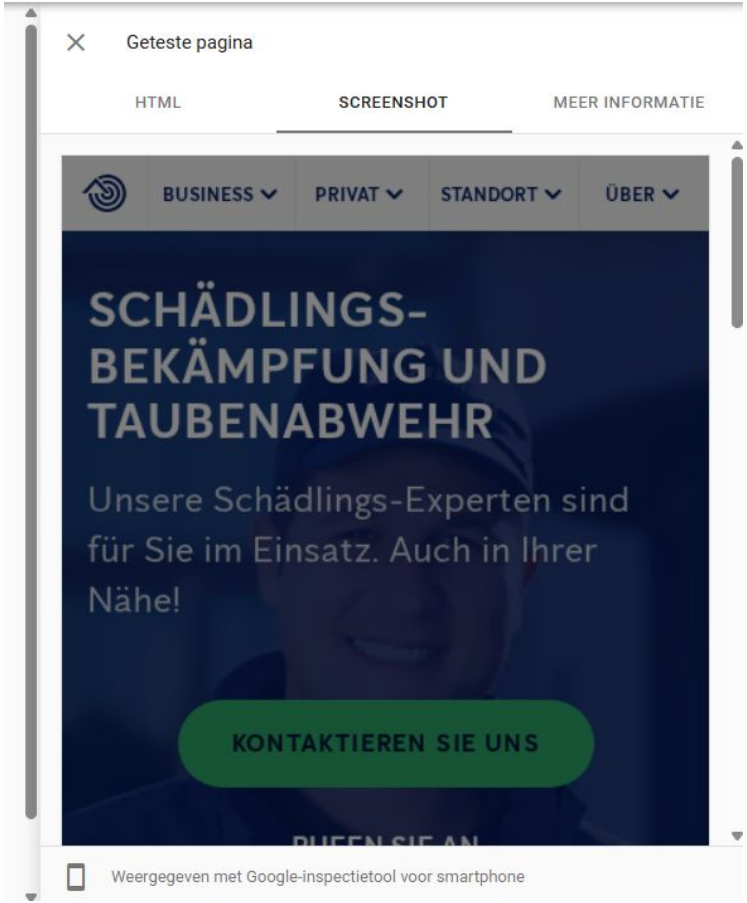
Tech stack

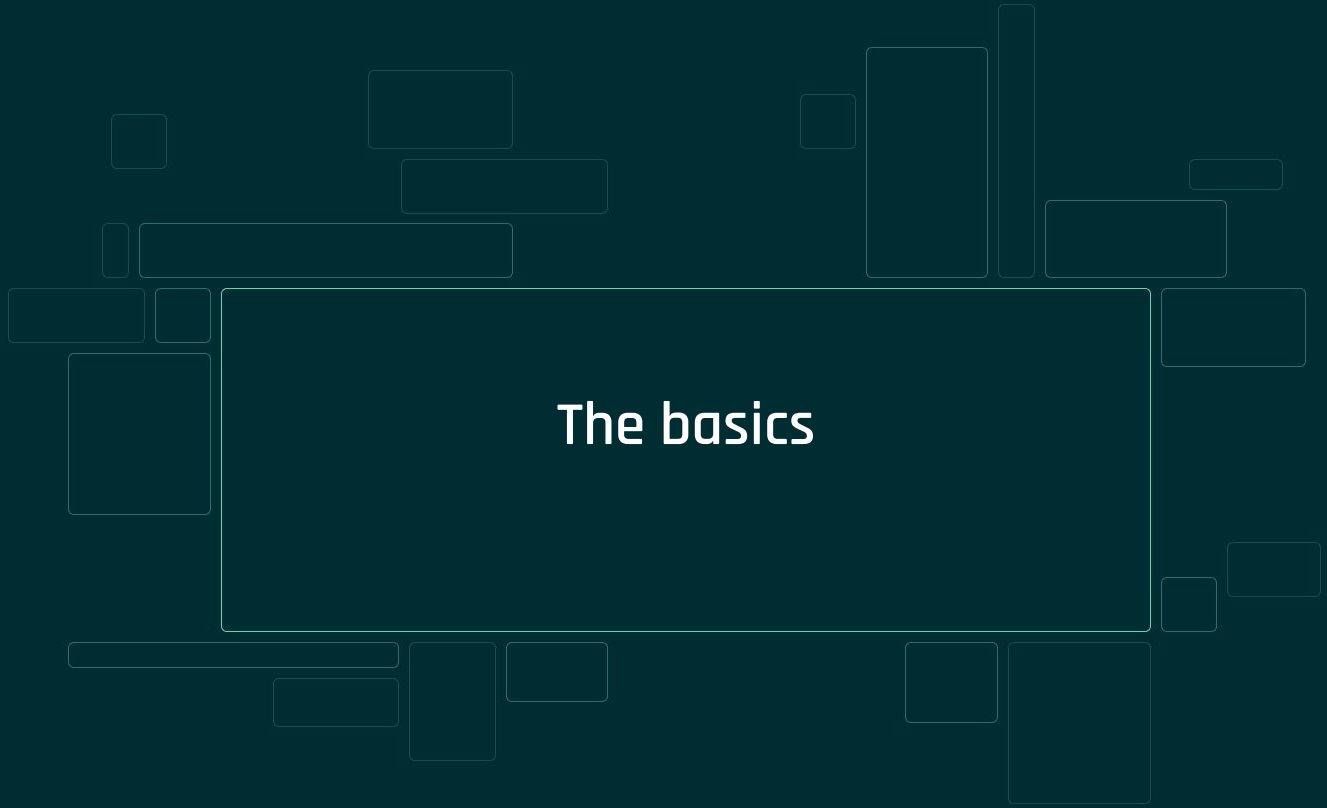
Wappalyzer chrome extension



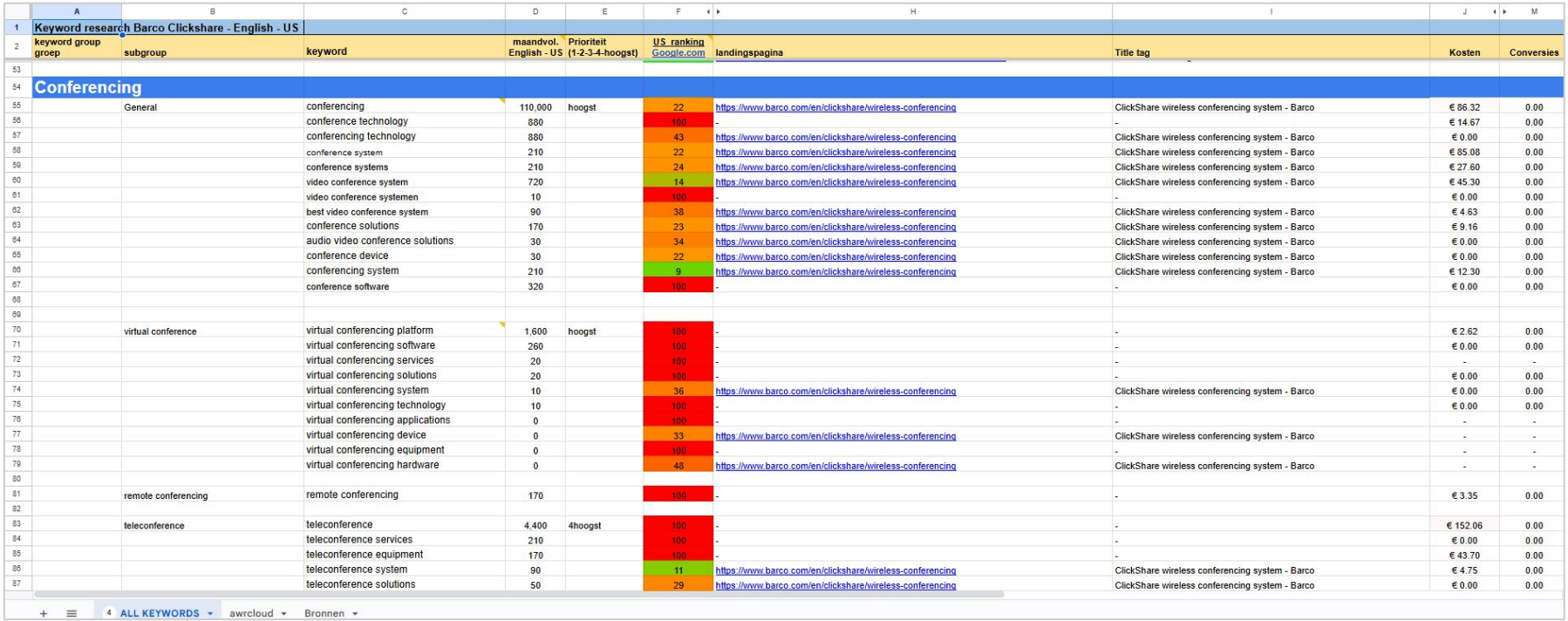
What does Google see?

https://search.google.com/test/rich-results




The basics

Keyword research



	A	B	C	D	E	F	H	I	J	M
1	Keyword research Barco Clickshare - English - US									
2	keyword group groep	subgroup	keyword	maandvol. English - US	Prioriteit (1-2-3-4-hoogst)	US ranking Google.com	landingspagina	Title tag	Kosten	Conversies
53										
54	Conferencing									
55		General	conferencing	110,000	hoogst	22	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 86.32	0.00
56			conference technology	880		100	-	-	€ 14.67	0.00
57			conferencing technology	880		43	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 0.00	0.00
58			conference system	210		22	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 85.08	0.00
59			conference systems	210		24	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 27.60	0.00
60			video conference system	720		14	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 45.30	0.00
61			video conference systemen	10		100	-	-	€ 0.00	0.00
62			best video conference system	90		38	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 4.63	0.00
63			conference solutions	170		23	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 9.16	0.00
64			audio video conference solutions	30		34	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 0.00	0.00
65			conference device	30		22	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 0.00	0.00
66			conferencing system	210		9	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 12.30	0.00
67			conference software	320		100	-	-	€ 0.00	0.00
68										
69										
70		virtual conference	virtual conferencing platform	1,600	hoogst	100	-	-	€ 2.62	0.00
71			virtual conferencing software	260		100	-	-	€ 0.00	0.00
72			virtual conferencing services	20		100	-	-	-	-
73			virtual conferencing solutions	20		100	-	-	€ 0.00	0.00
74			virtual conferencing system	10		36	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 0.00	0.00
75			virtual conferencing technology	10		100	-	-	€ 0.00	0.00
76			virtual conferencing applications	0		100	-	-	-	-
77			virtual conferencing device	0		33	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	-	-
78			virtual conferencing equipment	0		100	-	-	-	-
79			virtual conferencing hardware	0		48	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	-	-
80										
81		remote conferencing	remote conferencing	170		100	-	-	€ 3.35	0.00
82										
83		teleconference	teleconference	4,400	4hoogst	100	-	-	€ 152.06	0.00
84			teleconference services	210		100	-	-	€ 0.00	0.00
85			teleconference equipment	170		100	-	-	€ 43.70	0.00
86			teleconference system	90		11	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 4.75	0.00
87			teleconference solutions	50		29	https://www.barco.com/en/clickshare/wireless-conferencing	ClickShare wireless conferencing system - Barco	€ 0.00	0.00

+ ≡ 4 ALL KEYWORDS awrcloud Bronnen

Good KWR

1. High search volume
2. High priority from the organization
3. Miserable position (depending on competition)
4. Strong ROAS (Return on Ad spend)

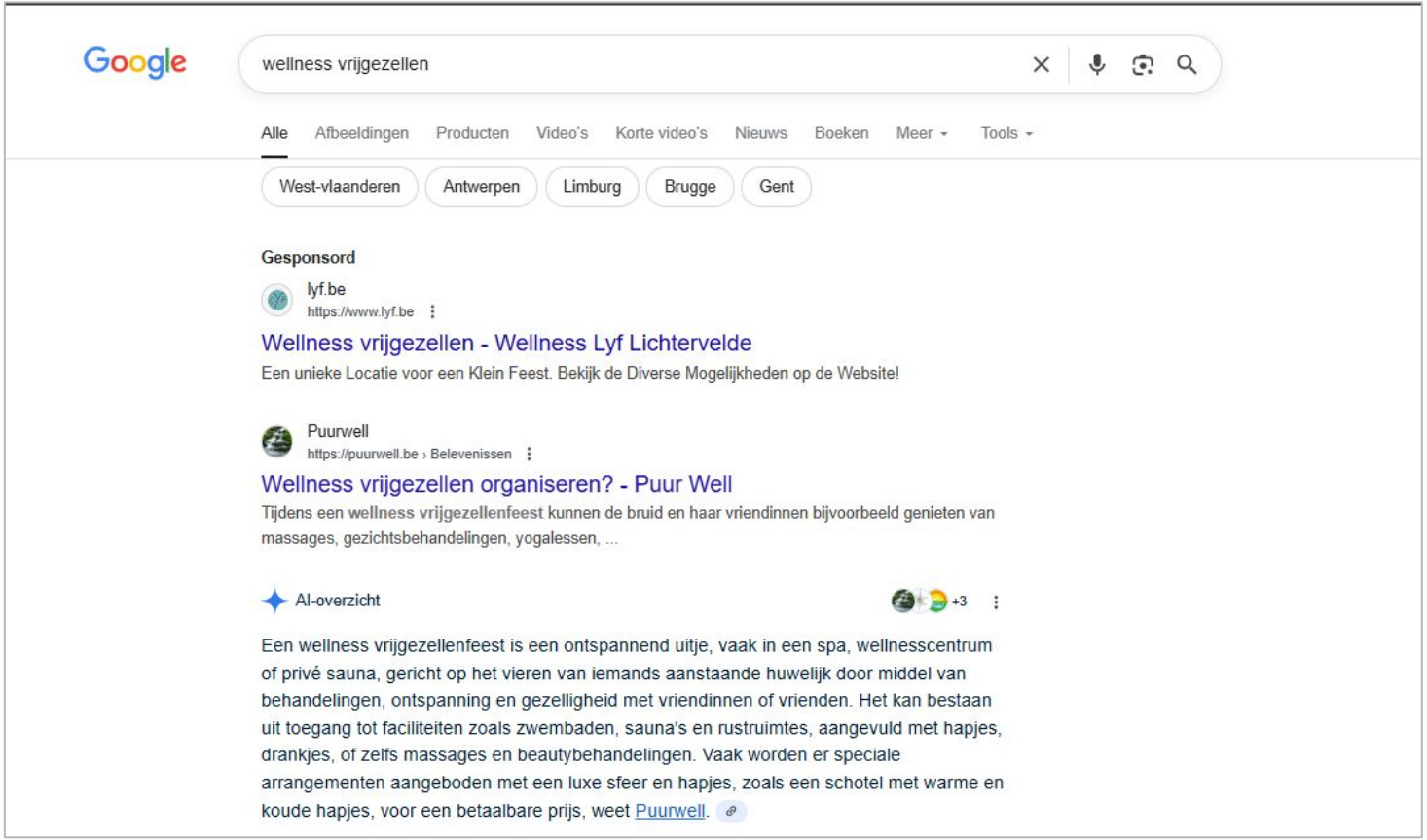
Content clustering by search intent

is very very important

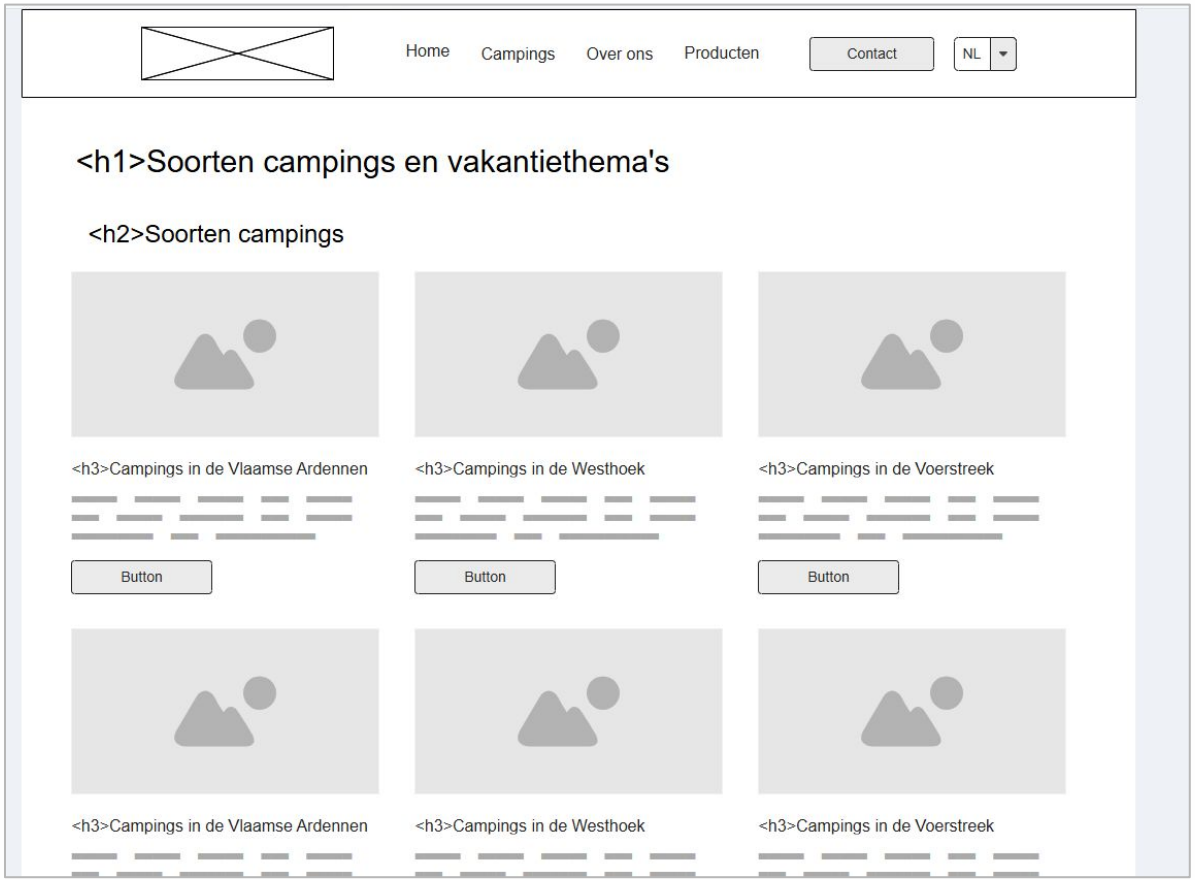
Puurwell.be


050608607
Frederik@puurwell.be
Di-Zo: 10AM-23PM
Puurwell
Het samenkomen van geest en lichaam
ACTIVITEITEN
WELLNESS ARRANGEMENTEN
BELEVENISSEN
LOCATIES
PARTNERS
Ontspannen is nooit gemakkelijk in je eentje
Kom en ontdek je oase. Het is nog nooit zo makkelijk geweest om een pauze te nemen van stress en de schadelijke factoren die je elke dag omringen!

Puurwell.be


Google
wellness vrijgezellen
Alle
Afbeeldingen
Producten
Video's
Korte video's
Nieuws
Boeken
Meer
Tools
West-vlaanderen
Antwerpen
Limburg
Brugge
Gent
Gesponsord
lyf.be
https://www.lyf.be
Wellness vrijgezellen - Wellness Lyf Lichtervelde
Een unieke Locatie voor een Klein Feest. Bekijk de Diverse Mogelijkheden op de Website!
Puurwell
https://puurwell.be › Belevenissen
Wellness vrijgezellen organiseren? - Puur Well
Tijdens een wellness vrijgezellenfeest kunnen de bruid en haar vriendinnen bijvoorbeeld genieten van massages, gezichtsbehandelingen, yogalessen, ...
AI-overzicht
+3
Een wellness vrijgezellenfeest is een ontspannend uitje, vaak in een spa, wellnesscentrum of privé sauna, gericht op het vieren van iemands aanstaande huwelijk door middel van behandelingen, ontspanning en gezelligheid met vriendinnen of vrienden. Het kan bestaan uit toegang tot faciliteiten zoals zwembaden, sauna's en rustruimtes, aangevuld met hapjes, drankjes, of zelfs massages en beautybehandelingen. Vaak worden er speciale arrangementen aangeboden met een luxe sfeer en hapjes, zoals een schotel met warme en koude hapjes, voor een betaalbare prijs, weet Puurwell.

A good SEO is a good prototyping expert



Search Intent

AI is not the magical word, but search intent

Top of the funnel

- Blog
- Inspiration
- What is
- Definition

Middle funnel

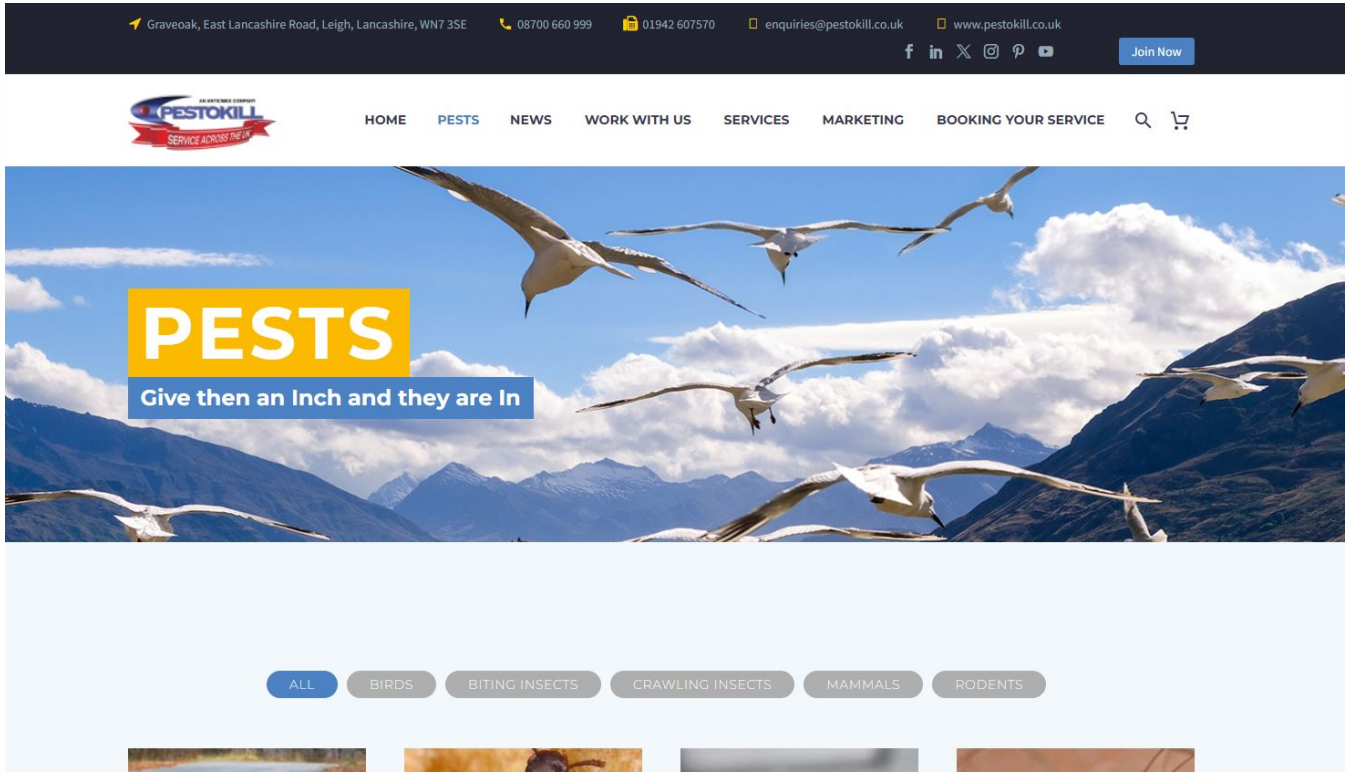
- Differences
- Prevention
- White paper
- Advice
- FAQ
- Case study
- Checklist
- Template
- Calculator

Lower funnel

- Product pages
- Local search

1. URL

https://pestokill.co.uk/?page_id=1234



2. Meta title

https://www.famiflora.be/artikelaanbod/8/tuinplanten



Meta title

Keyword first - USP - brand



3. Meta description

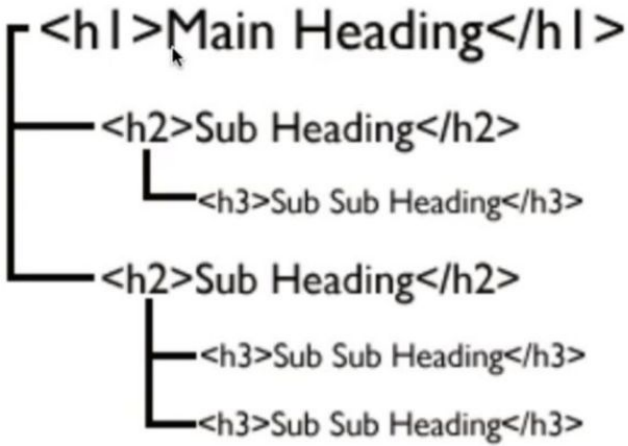
Description
139 characters

Laat je inspireren door slaapkamer tips & ideeën voor elke stijl en budget. Bedden, kleerkasten en meer. Ontdek je droomslaapkamer bij IKEA

4. Header structure

https://www.msmode.be/collectie/jassen/





5. Internal linking

https://www.brico.be/nl/inspiratie/kleine-badkamer-inspiratie

3. De inrichting van kleine badkamer

Ideaal voor het optimaliseren van de ruimte: de hoekkast. Door er een douchekabine of hoekbad te plaatsen. Er is geen betere manier om meer opslagruimte te bieden zonder ruimte te verliezen. Zo niet raden we je aan om voor een douchebad te kiezen. Zo hoef je niet te kiezen en wordt de rest van de badkamer niet nat. Door voor een glazen badwand te opteren verkleint de ruimte niet. In die optiek past ook een hoekwastafel met een hangplank, die ook een vlottere doorgang garandeert.

4. Gordijn!

Als u geen budget hebt om meubels op maat te maken, kunt u het werkblad bekleden met een gordijn om extra opbergruimte en zelfs de wasmachine te verbergen, hoewel praktisch is het minder esthetisch.

5. Kleur in de badkamer

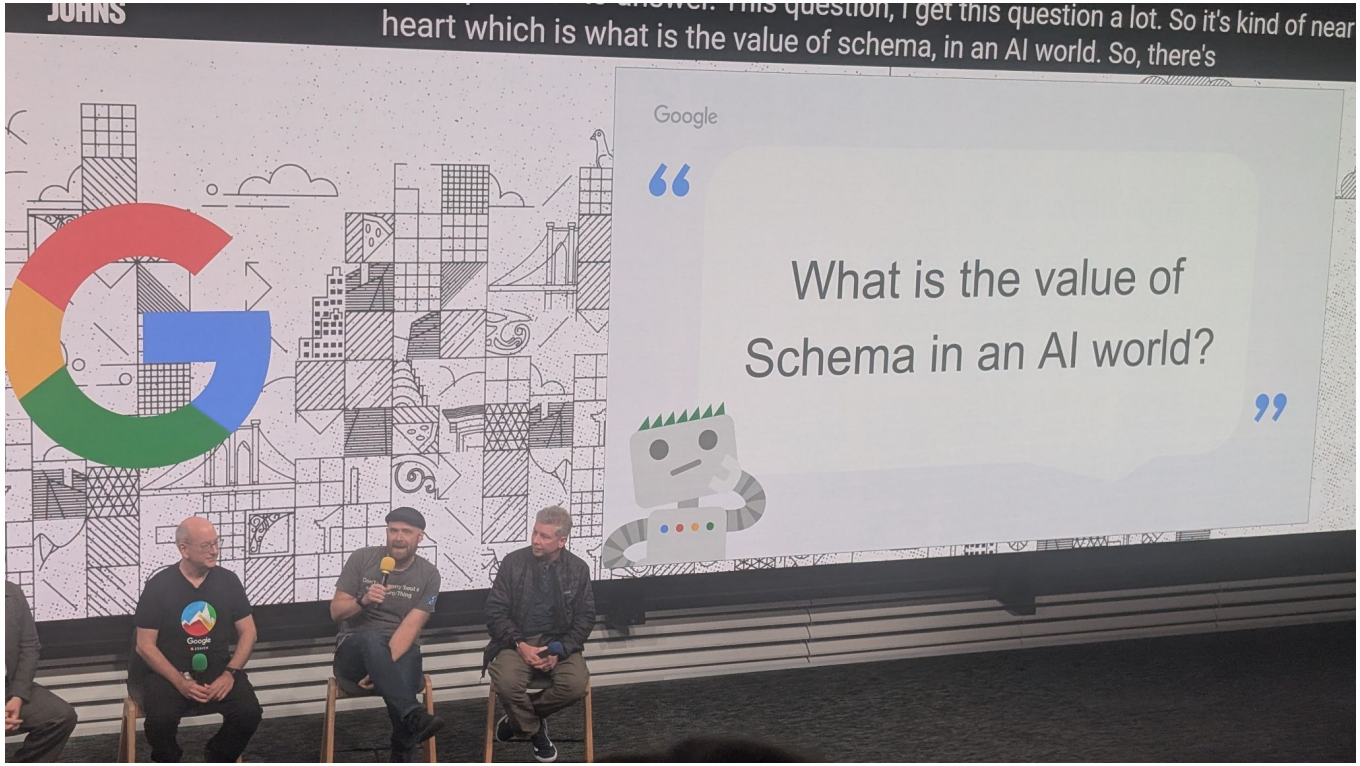
Wit is perfect in de badkamer. Wit zorgt voor ruimte en verspreidt het licht, en u raakt er ook niet op uitgekeken. Kies ook voor lichte badkamermeubels. Ze gaan mee op met de muren en verkleinen de ruimte hierdoor niet. Om het nog levendiger te maken, gebruiken we felgekleurde accenten in de accessoires en de handdoeken.





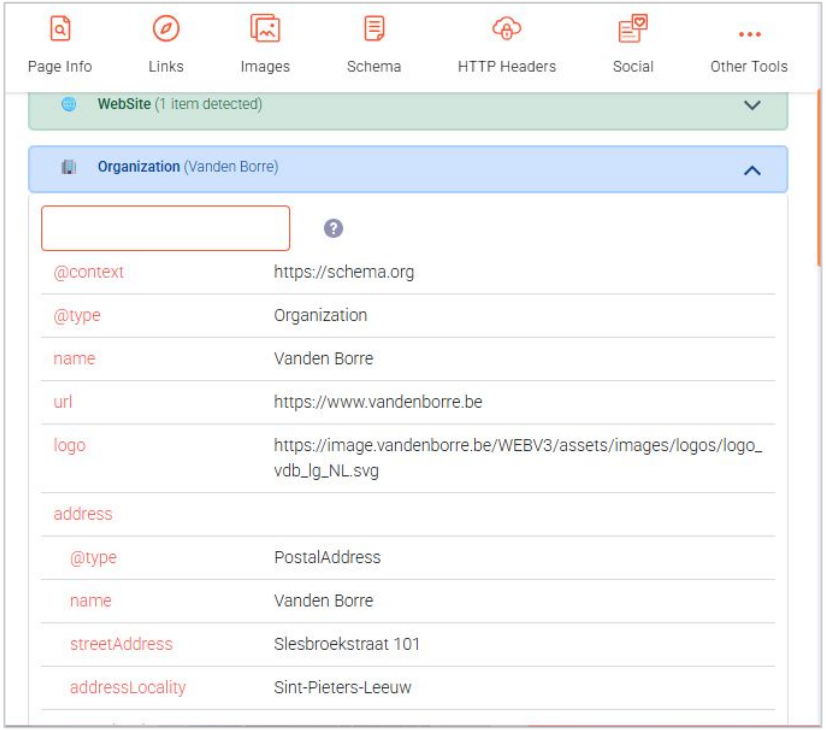
Similar SEO entities

Schema.org structured data



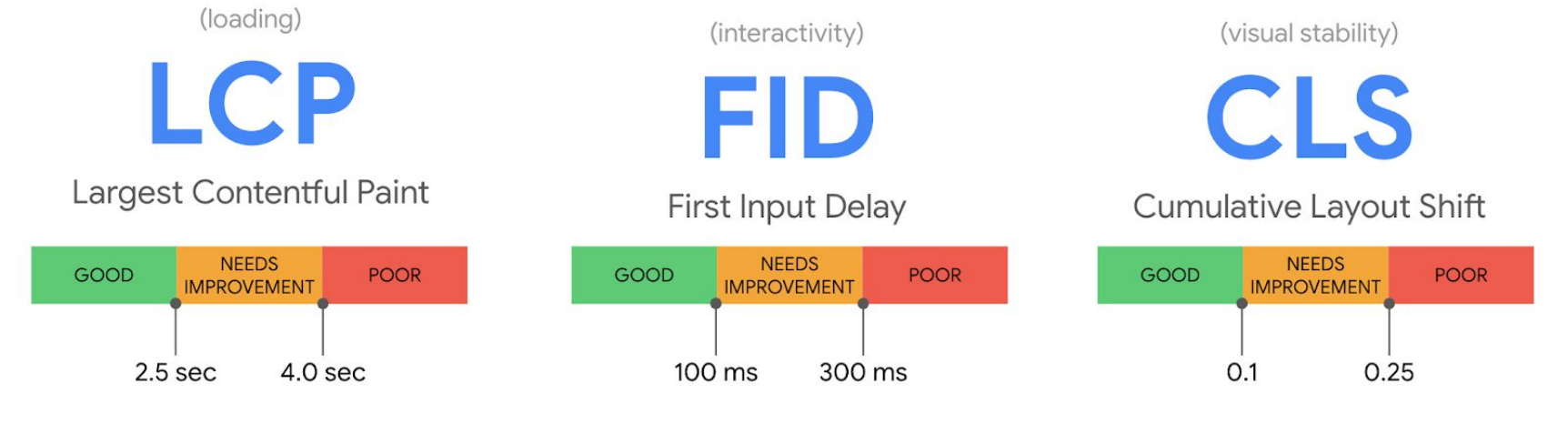
Structured data

- Product
- Course
- **Organization**
- LocalBusiness
- *Last Updated Date*

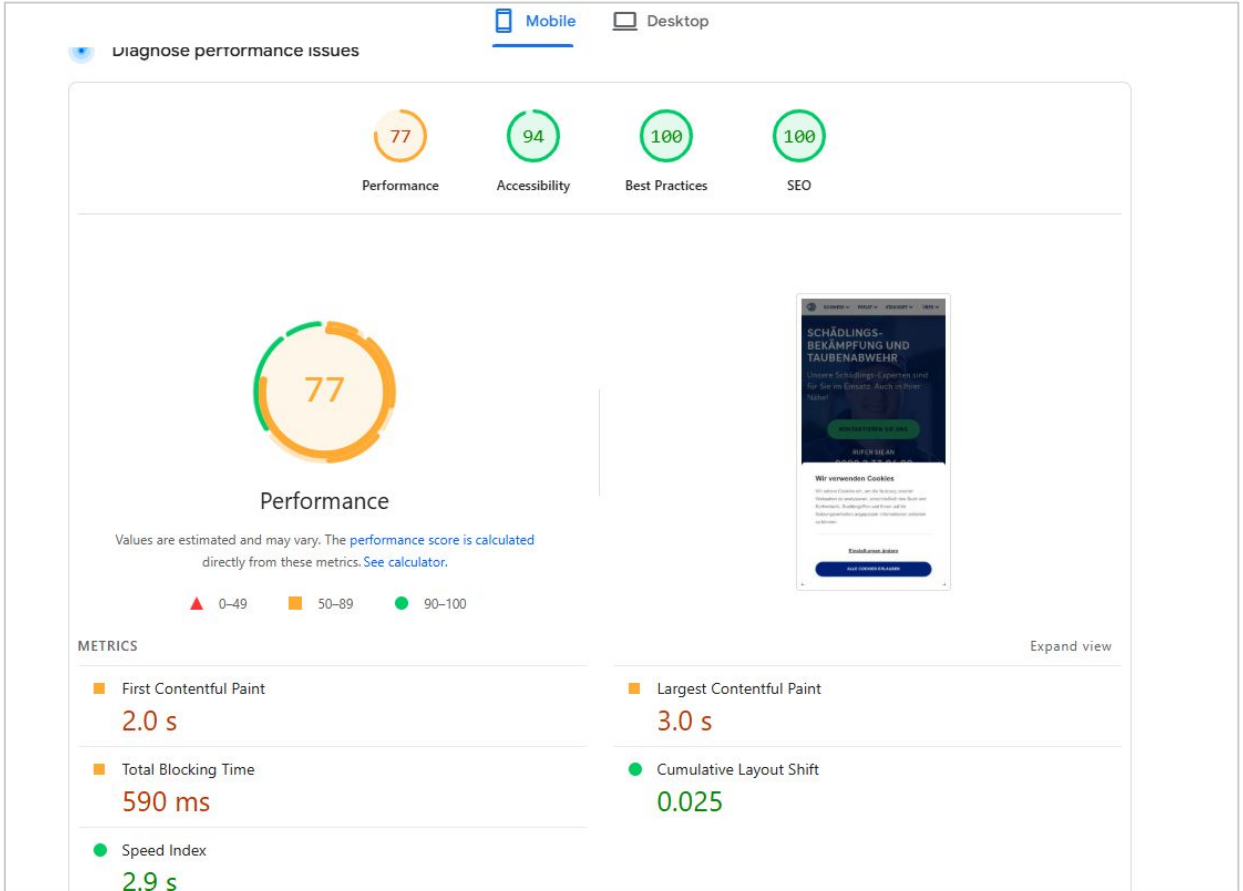


Core web vitals

https://pagespeed.web.dev/



Pagespeed insights



6. GEO step by step

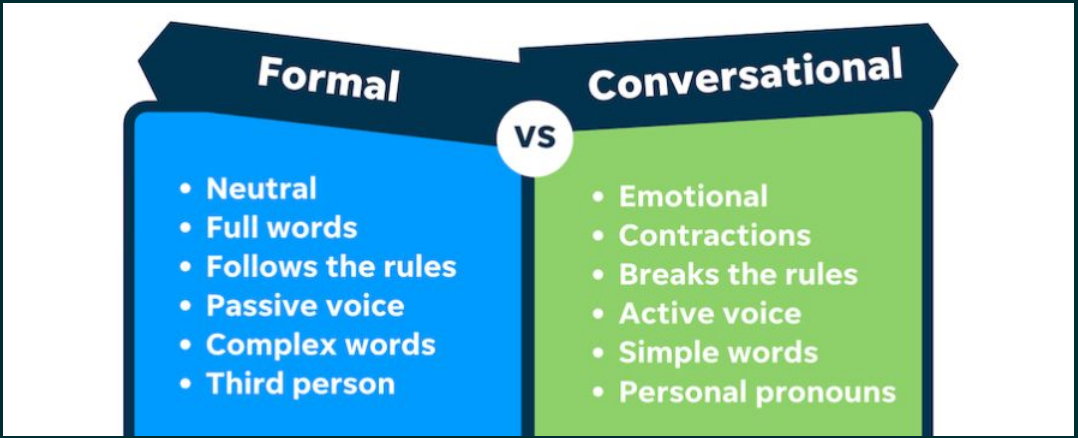
Conversational?

“Writing you talk”

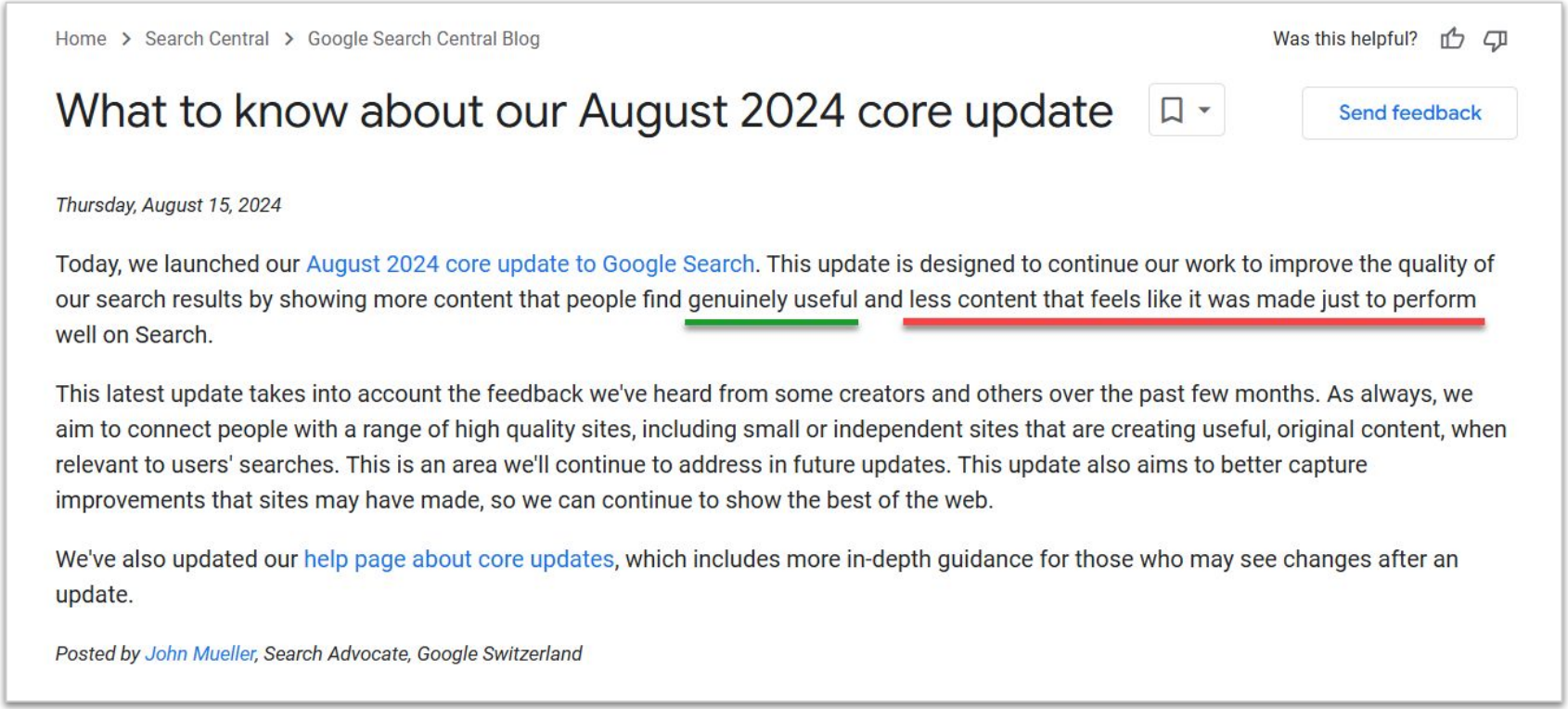
“Your solution”

“Recommended for you”

~~“We know”~~



Helpful content update



Home > Search Central > Google Search Central Blog

Was this helpful?

What to know about our August 2024 core update

Send feedback

Thursday, August 15, 2024

Today, we launched our August 2024 core update to Google Search. This update is designed to continue our work to improve the quality of our search results by showing more content that people find genuinely useful and less content that feels like it was made just to perform well on Search.

This latest update takes into account the feedback we've heard from some creators and others over the past few months. As always, we aim to connect people with a range of high quality sites, including small or independent sites that are creating useful, original content, when relevant to users' searches. This is an area we'll continue to address in future updates. This update also aims to better capture improvements that sites may have made, so we can continue to show the best of the web.

We've also updated our help page about core updates, which includes more in-depth guidance for those who may see changes after an update.

Posted by John Mueller, Search Advocate, Google Switzerland

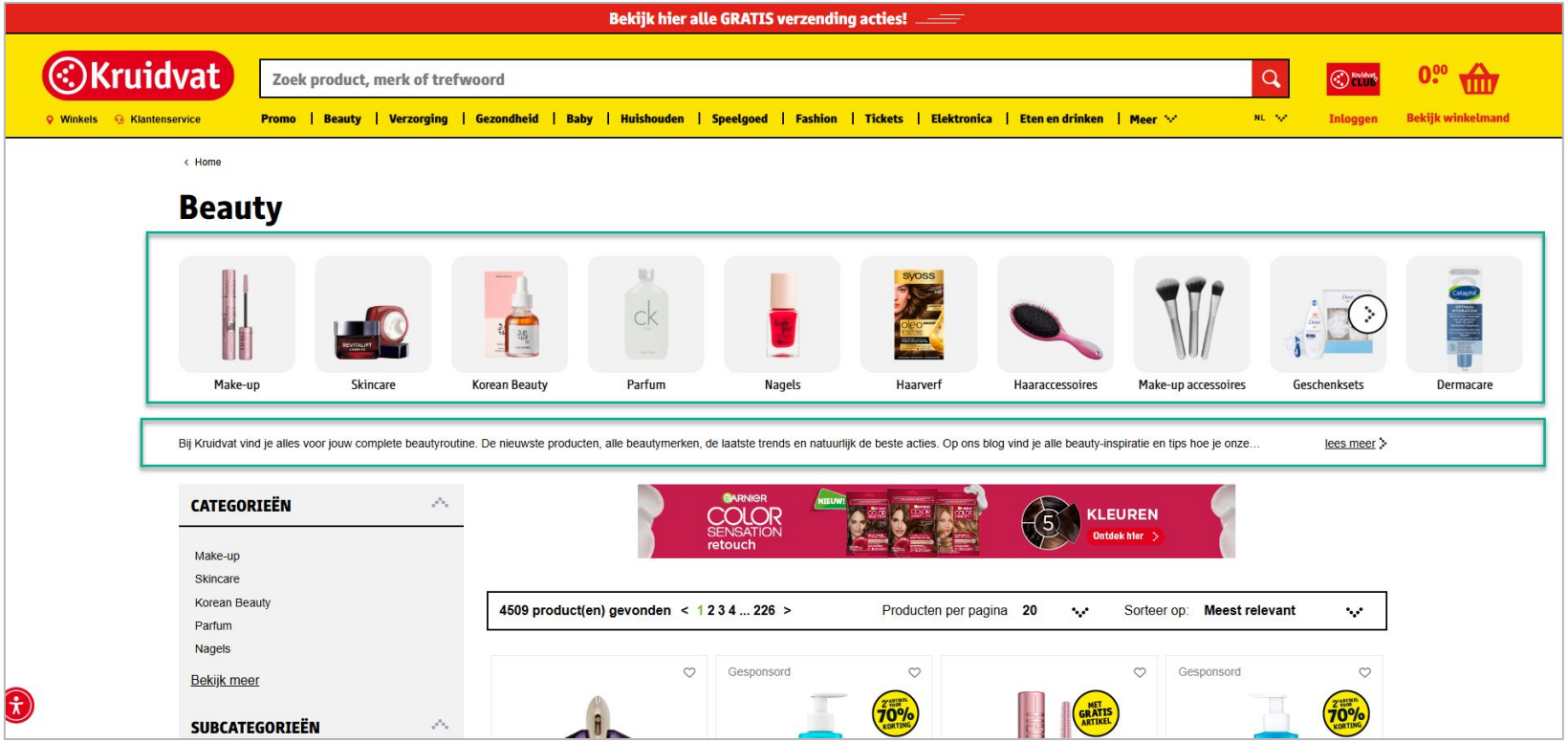
ants

Crappy Content



NEW SEO & OLD SEO

How helpful are you?



OLD SEO & NEW SEO



How to rank in AI Overviews & AI mode

- unique content
- **follow up questions in conversational mode**
- helpful content guidelines

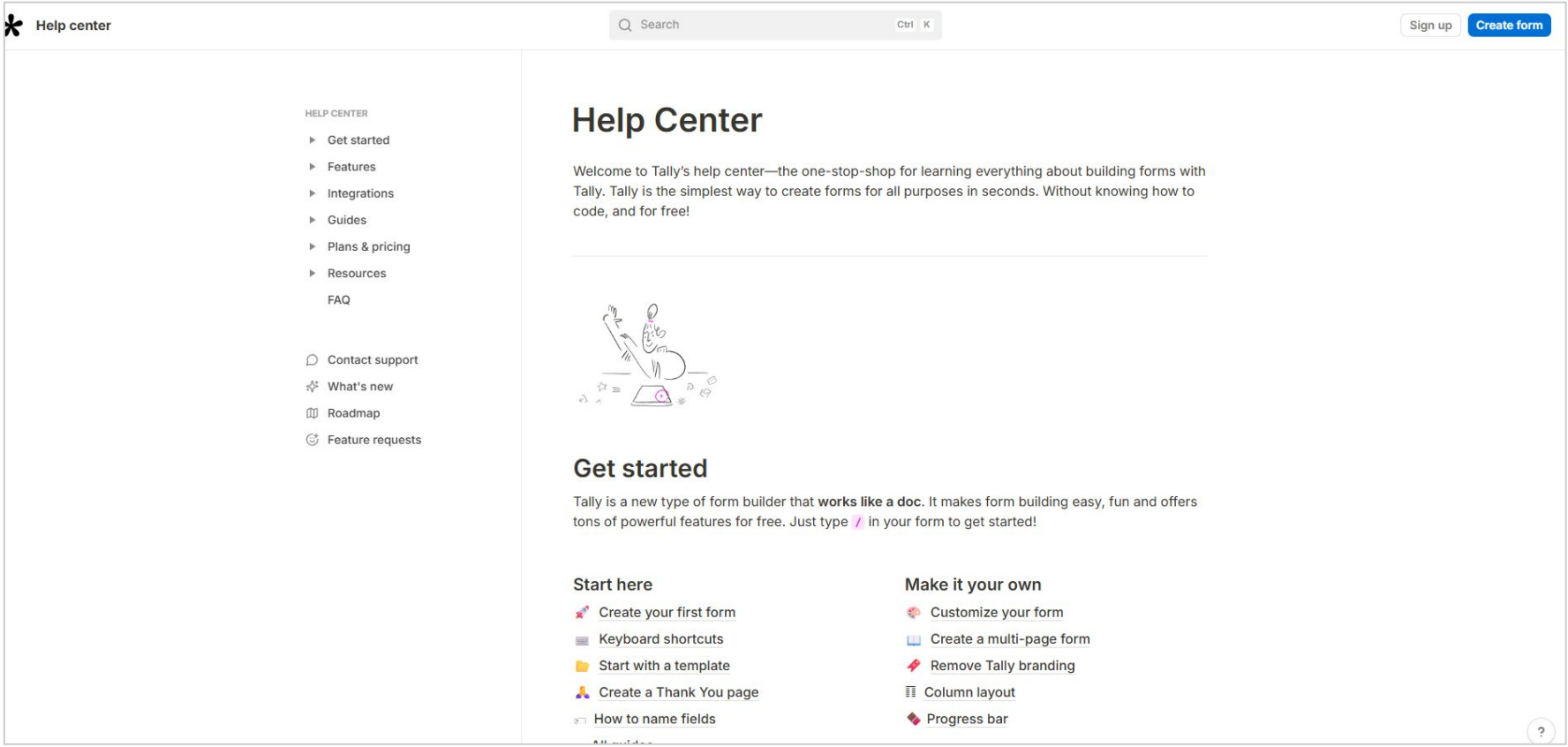
More : https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search

Be a guide, not a megaphone

77 - 78%

- **Practical Guidance (how-can-I-do-this-or-that)**
- **Seeking Information (where-can-I-find)**
- Writing (help me write)

Help center : Tally



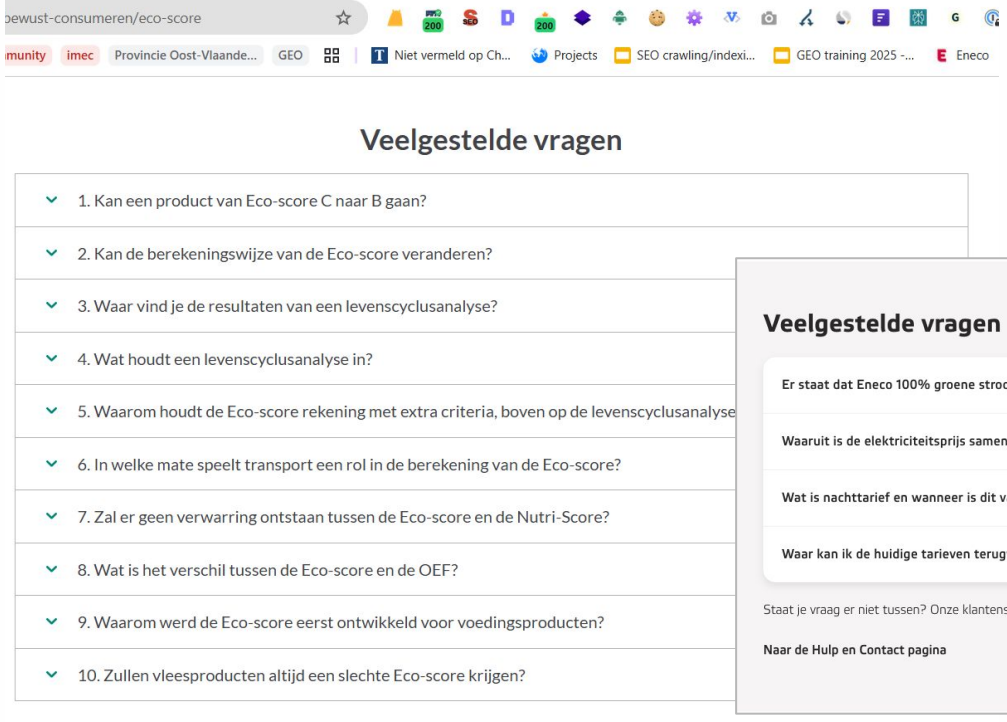
Mini-consultation sessions

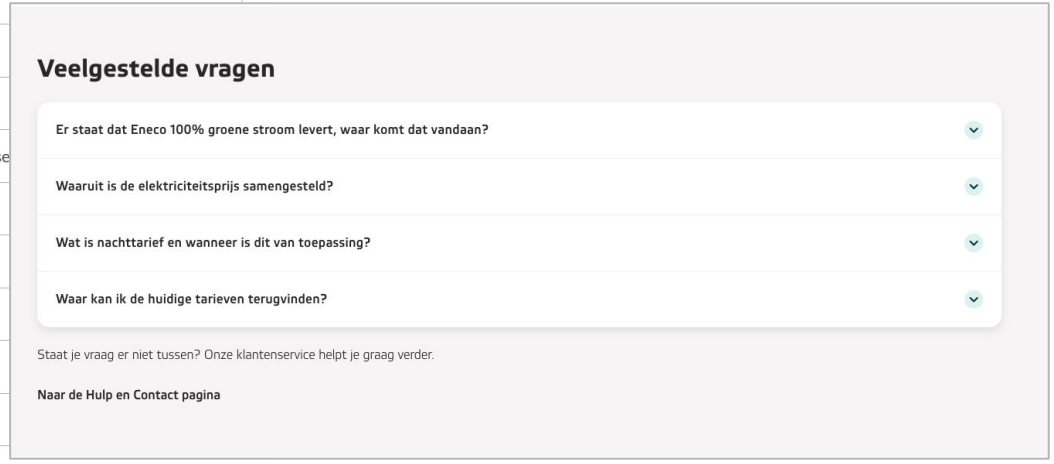
- Help me choose between A and B (why a round instead of a square garden table)
- When is a permanent contract more suitable than a variable one?
- Why do I choose an asset manager?
- How do I choose a new microwave?
- ...

Threshold questions.

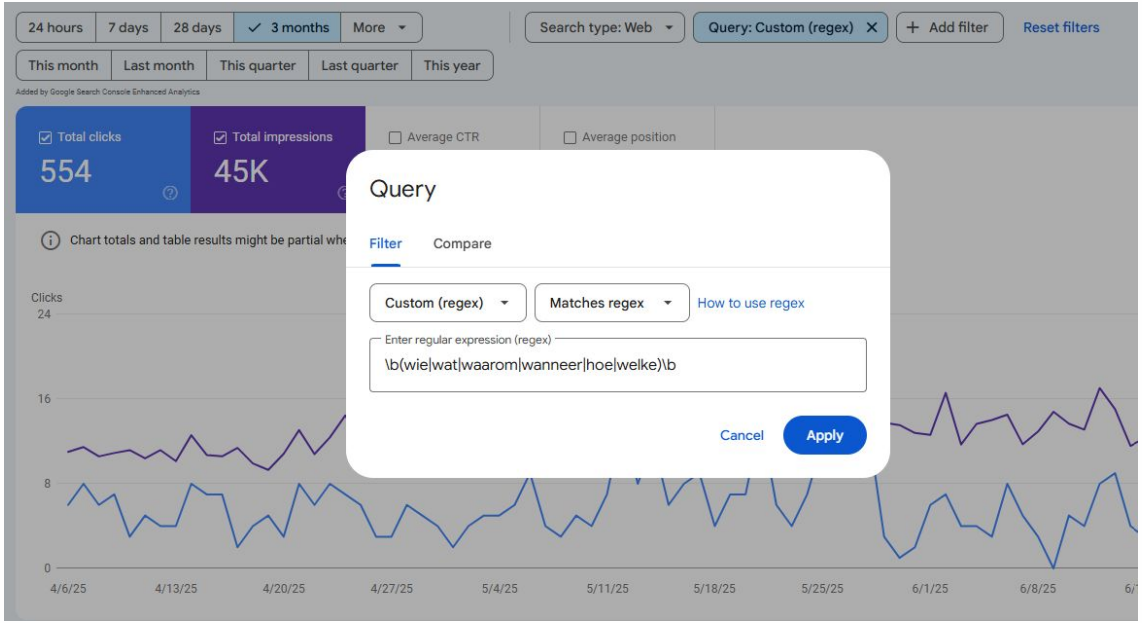
FAQ's Eco-Score

https://www.colruytgroup.com/nl/bewust-consumeren/eco-score





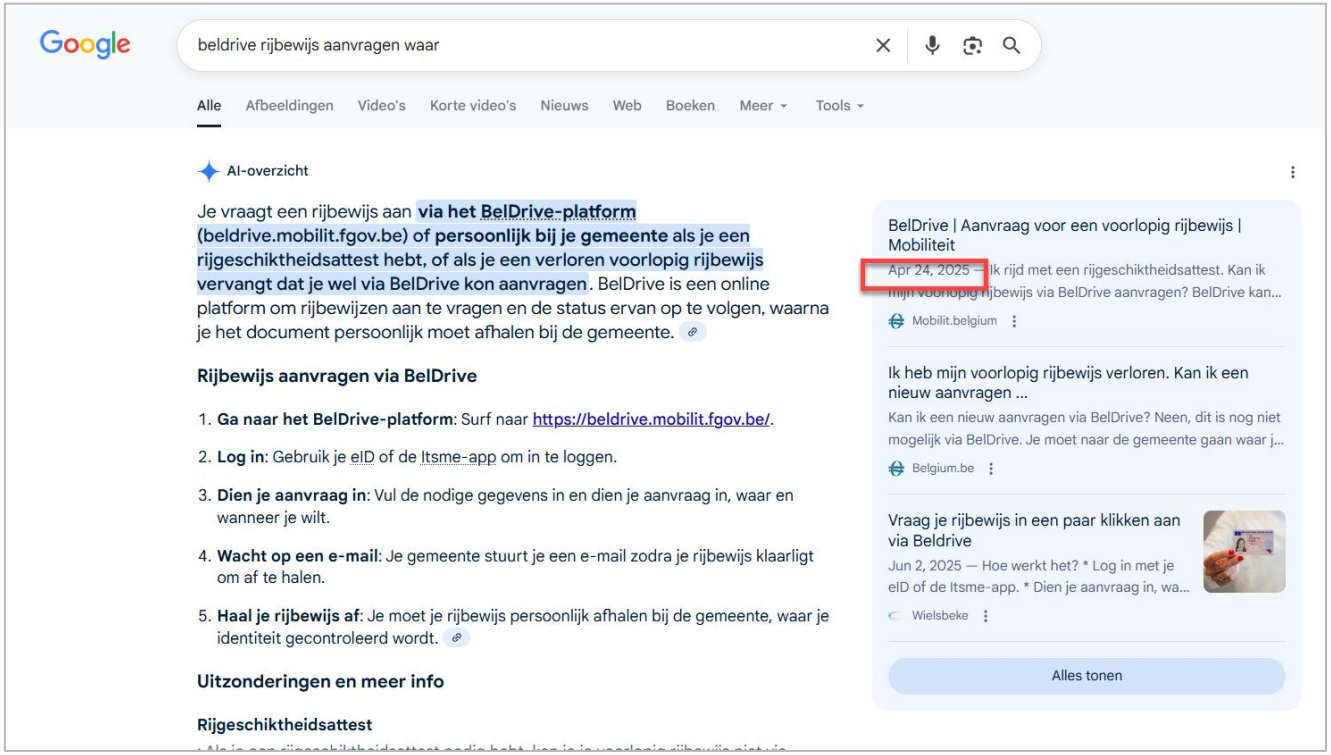
FAQ : where to start?



- zendesk
- customer service
- mailbox collega's

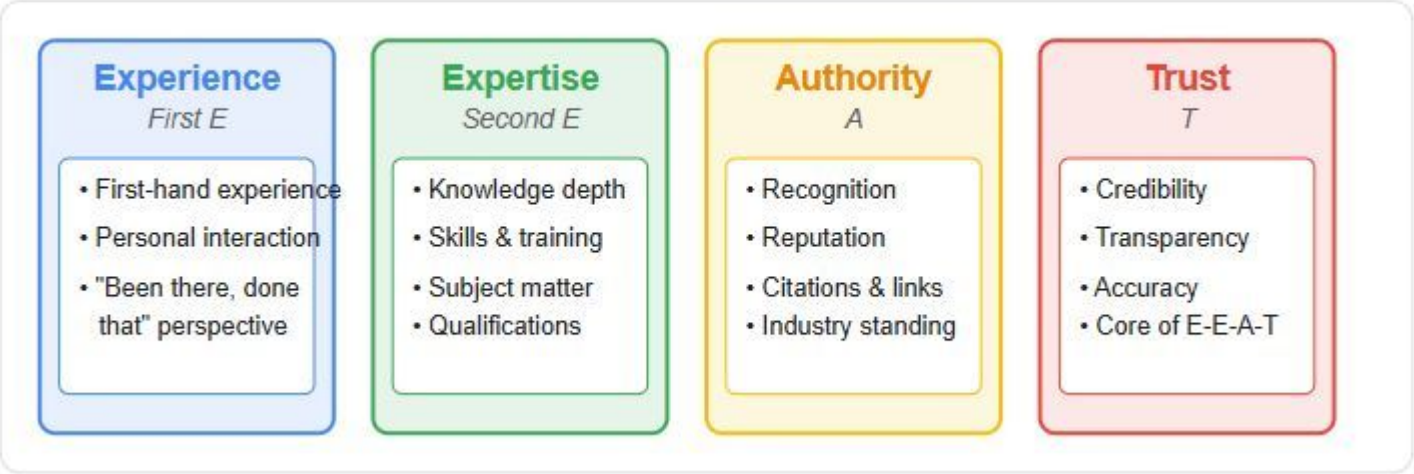
Content refresh

Meer updates dan voor SEO



E-E-A-T

An extra E in 2022



I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.

"Now what was it you wanted to sell me?"

1950's ad for McGraw-Hill Magazines.



A vogel

Witte aanslag op je tong?

Dit zegt je tong over je gezondheid!

9,2 (5) Schrijf een review

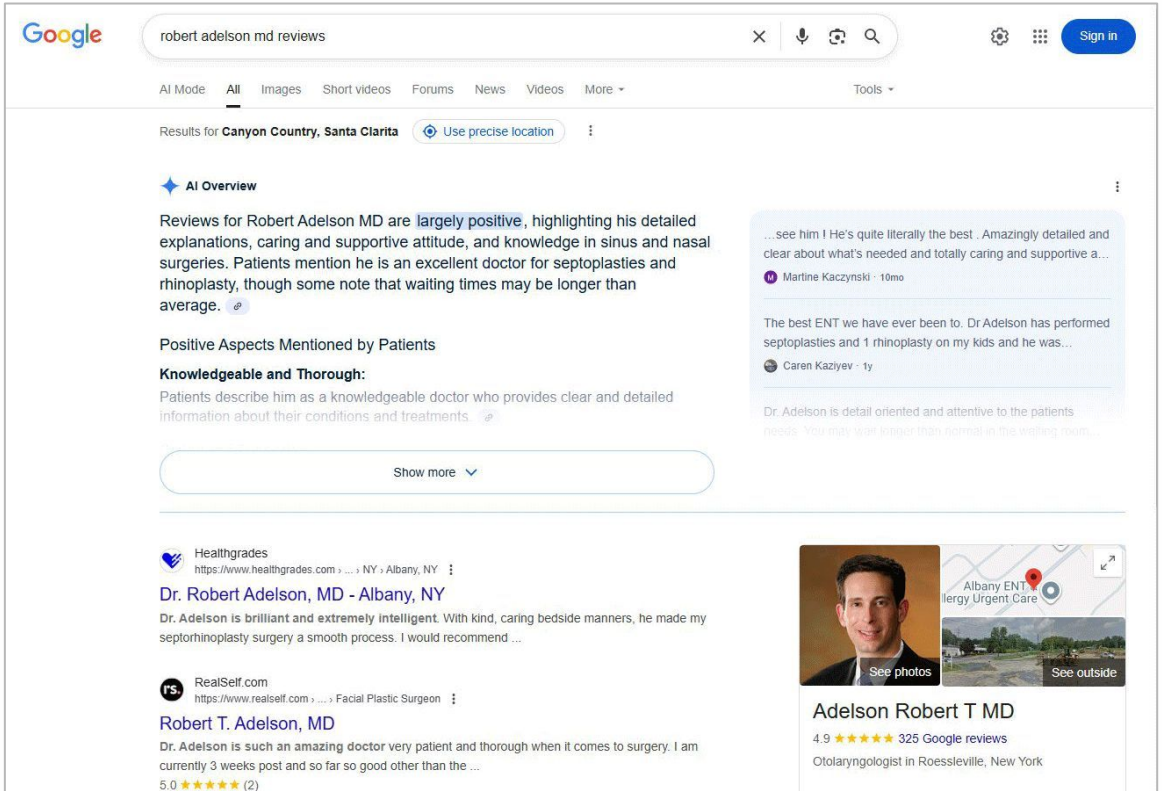


Marina Cluysen

Als je naar de dokter gaat, vraagt deze je wel eens om je tong uit te steken en 'Aaah' te zeggen. Uiteraard kijkt hij dan naar je keel om na te gaan of deze ontstoken is. Maar ook je tong wordt op dat moment (ongemerkt) onderworpen aan een grondig onderzoek. De kleur, grootte en het algemene uitzicht van je tong vertelt immers heel veel over je gezondheid.

Google My Business

Reviews in AIO



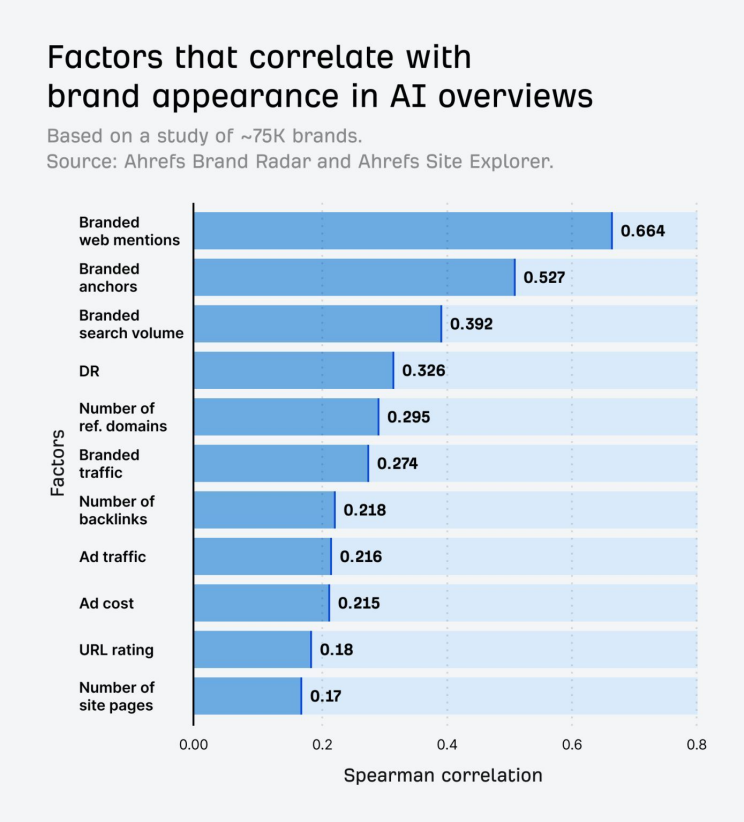
Consistent usage

BioPlanet

Bio-Planet

Bio-Planet, biowinkel

Bio-Planet, biosupermarkt



LLMs.txt

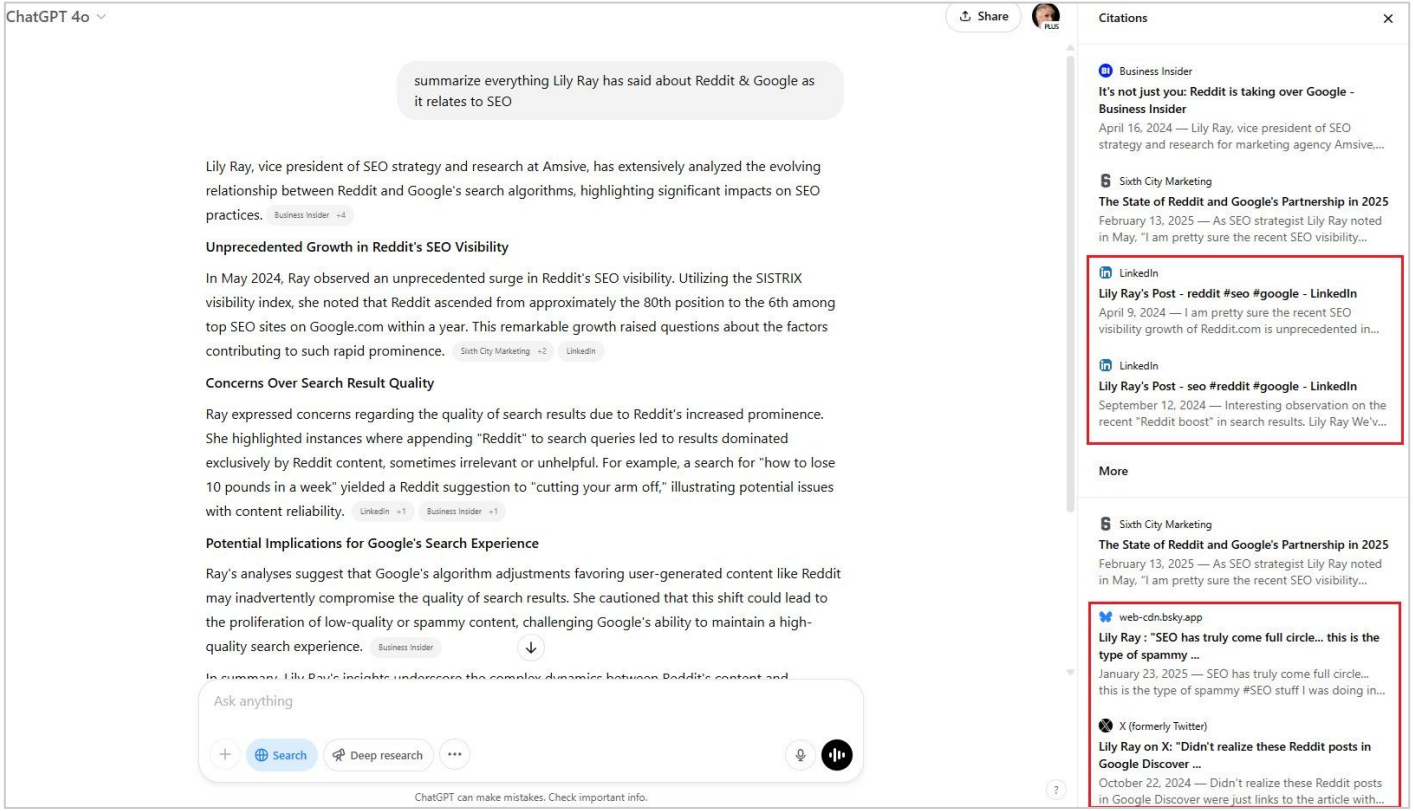
What is the LLMs.txt file?

This is the SEO meta keywords tags voor Large Language Models

Enlarge your digital footprint

“In AI Mode, the winners are those who build content ecosystems”.

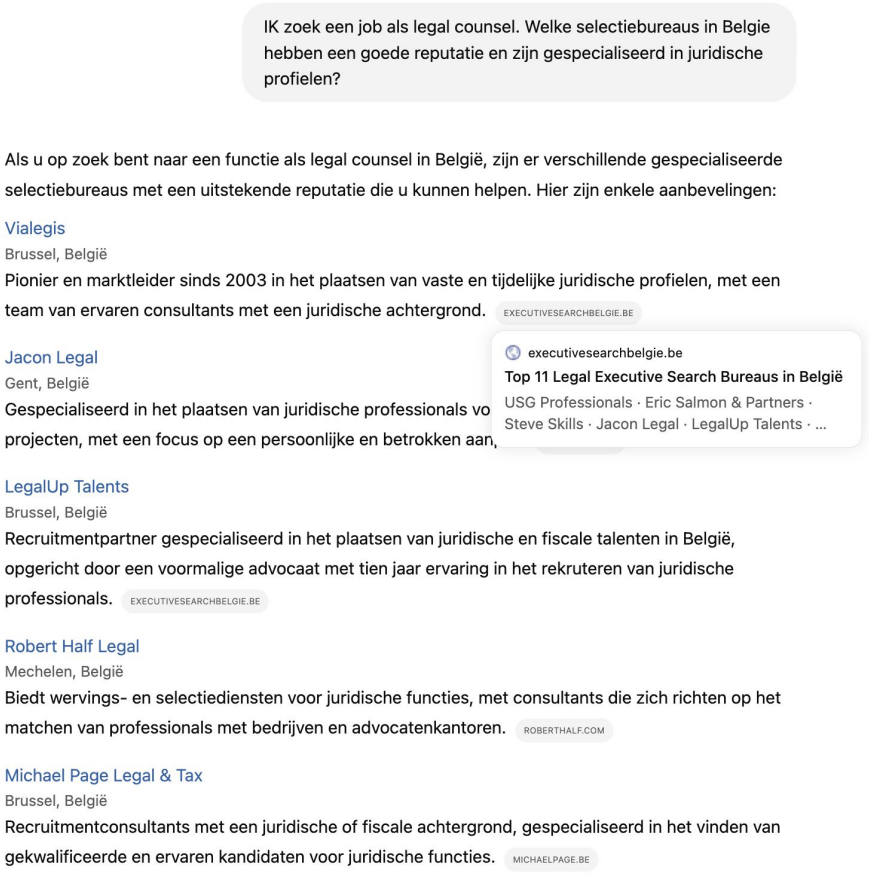
Social media visibility



Platform Visibility

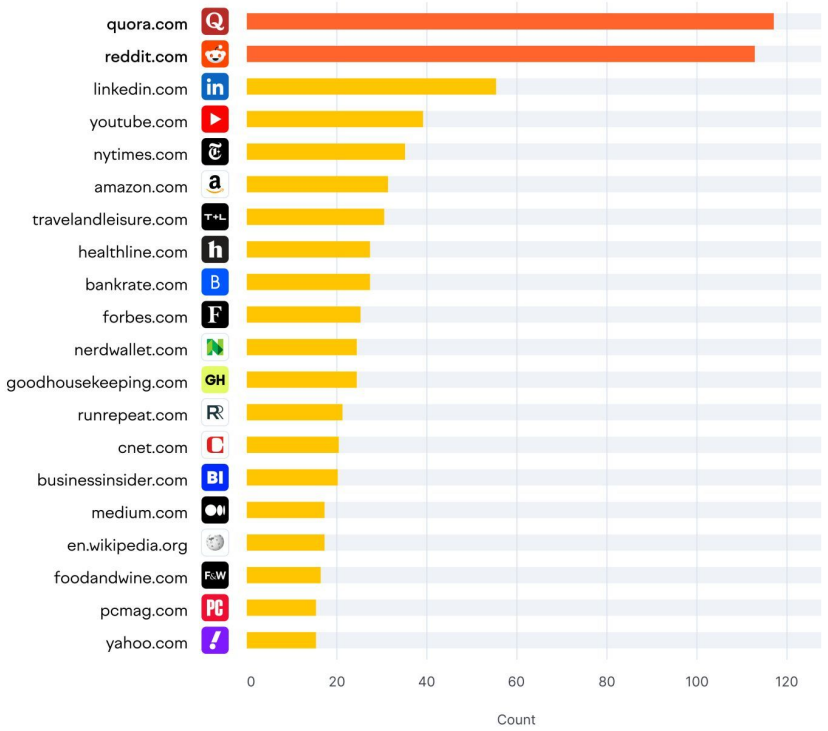
Accent Jobs

https://executivesearchbelgie.be/



Platform visibility

Most Cited Domains in Google AI Overviews



semrush.com

SEMRUSH

Deep content

High word & sentence count

Factor	Chat GPT	AI Overviews	Perplexity	*AVG*
Word Count	0.047	0.153	0.191	*0.130*
Sentence Count	0.046	0.105	0.155	*0.102*
Domain Rating	0.161	0.034	0.074	*0.090*
Flesch Score	0.115	-0.037	0.113	*0.064*
URL Rating	0.066	-0.001	0.024	*0.030*
Response Time	0.048	-0.021	-0.006	*0.007*
Domains	-0.037	-0.032	0.005	*-0.021*
Total Backlinks	-0.030	-0.021	-0.024	*-0.025*
Total Keywords	-0.046	-0.044	0.002	*-0.030*
Total Traffic	-0.026	-0.041	-0.023	*-0.030*

Conclusion : 1 long page

= pillar page

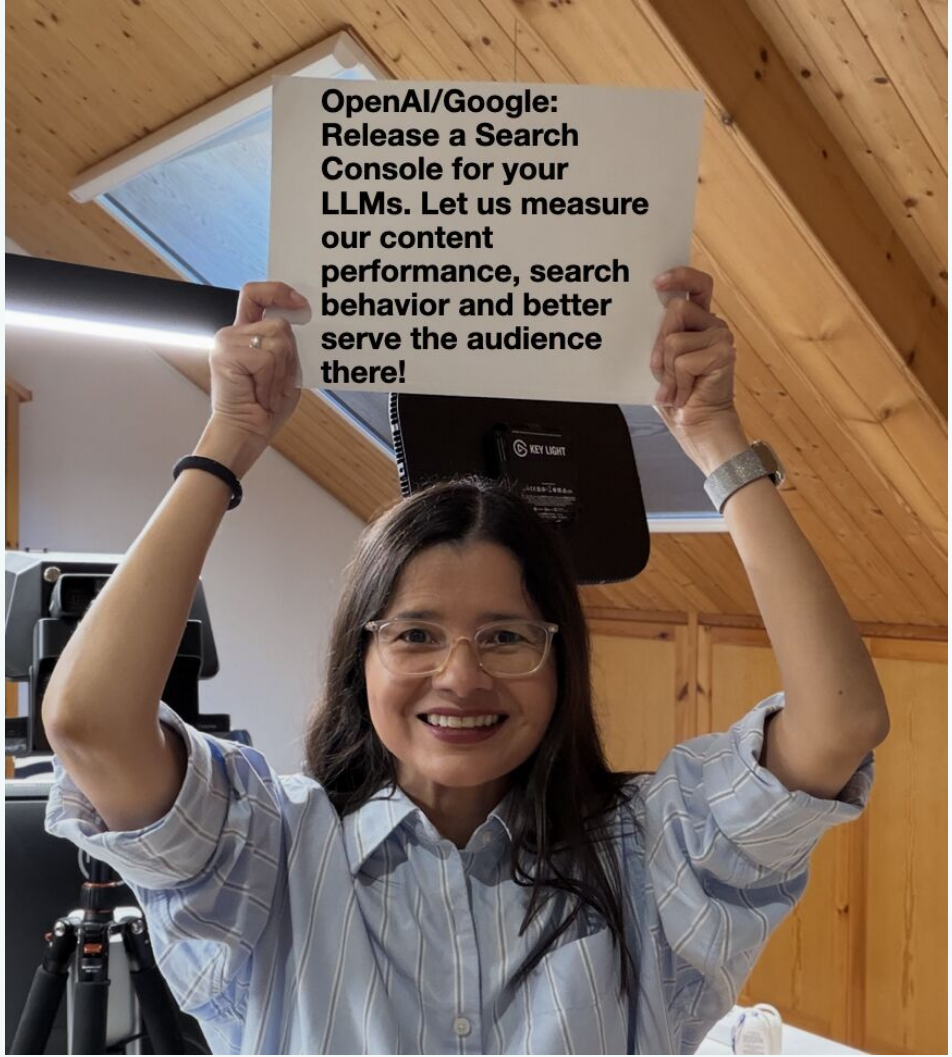
Flesch Reading Ease Score

All | Export

Row	Address	Word Count	Readability
1	https://www.anticimex.nl/blog/5-redenen-voor-datagedreven-ongediertebestrij...	1586	Very Hard
2	https://www.anticimex.nl/blog/voordelen-van-het-gebruik-van-niet-giftige-onge...	1481	Very Hard
3	https://www.anticimex.nl/blog/het-belang-van-ipm-in-de-voedingsindustrie/	2711	Very Hard
4	https://www.anticimex.nl/	710	Hard
5	https://www.anticimex.nl/services/insectenbestrijding/	663	Hard
6	https://www.anticimex.nl/locaties/lelystad/	1199	Hard
7	https://www.anticimex.nl/ipm-integrated-pest-management/	892	Hard
8	https://www.anticimex.nl/klanten-sectoren/industrie/	493	Hard
9	https://www.anticimex.nl/locaties/schiphol-rijk/	1249	Hard
10	https://www.anticimex.nl/ongediertebestrijding/voedingsindustrie/	1123	Hard
11	https://www.anticimex.nl/klanten-sectoren/voedselindustrie/	636	Hard
12	https://www.anticimex.nl/locaties/apeldoorn/	1226	Hard
13	https://www.anticimex.nl/ongediertebestrijding/	1296	Hard
14	https://www.anticimex.nl/over-anticimex/certificeringen/	591	Hard
15	https://www.anticimex.nl/ongediertebestrijding/breda/	1239	Hard
16	https://www.anticimex.nl/locaties/houten/	1262	Hard
17	https://www.anticimex.nl/klanten-sectoren/hospitality/	675	Hard

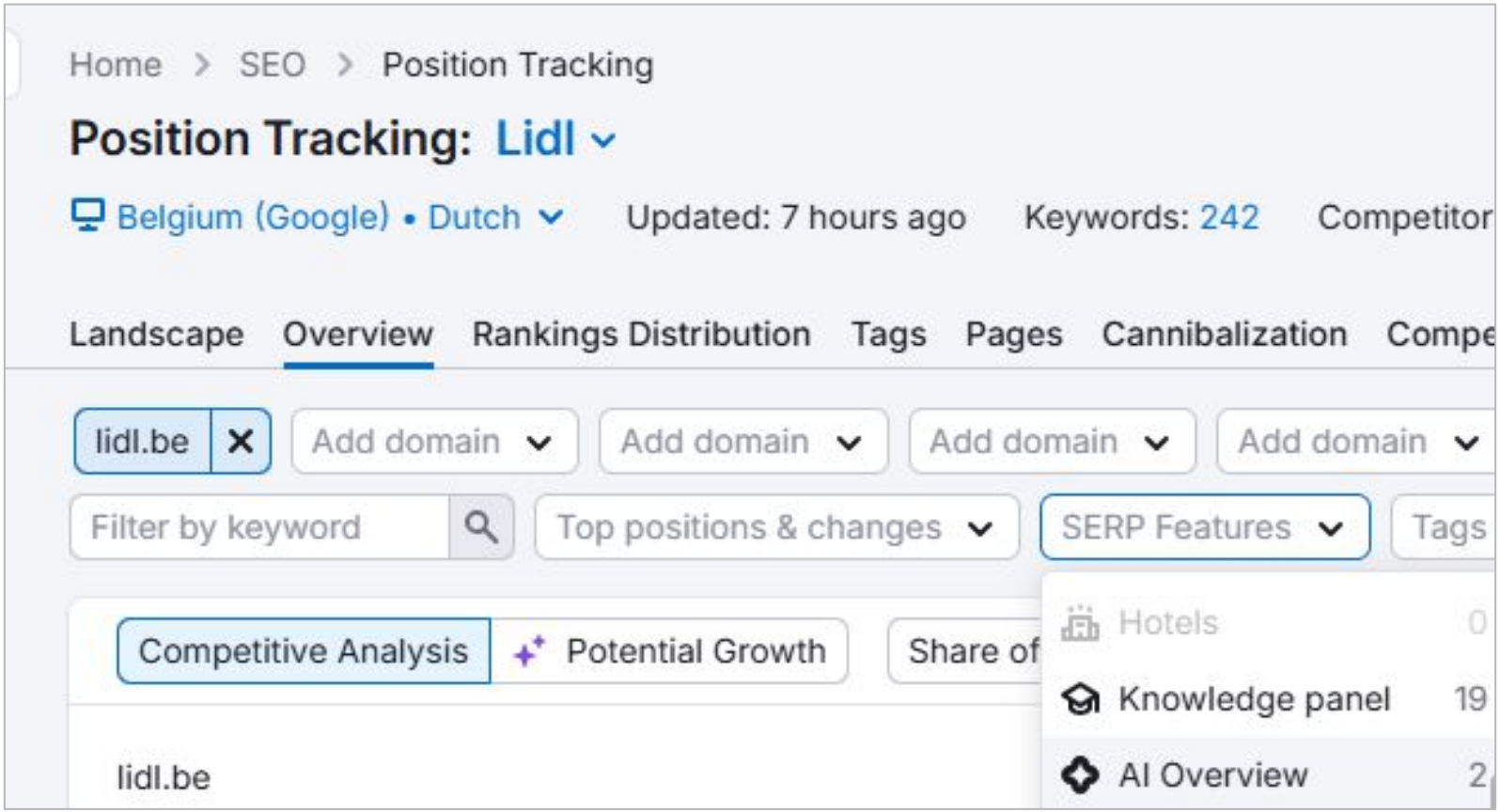
Can a 12 y old read this page?

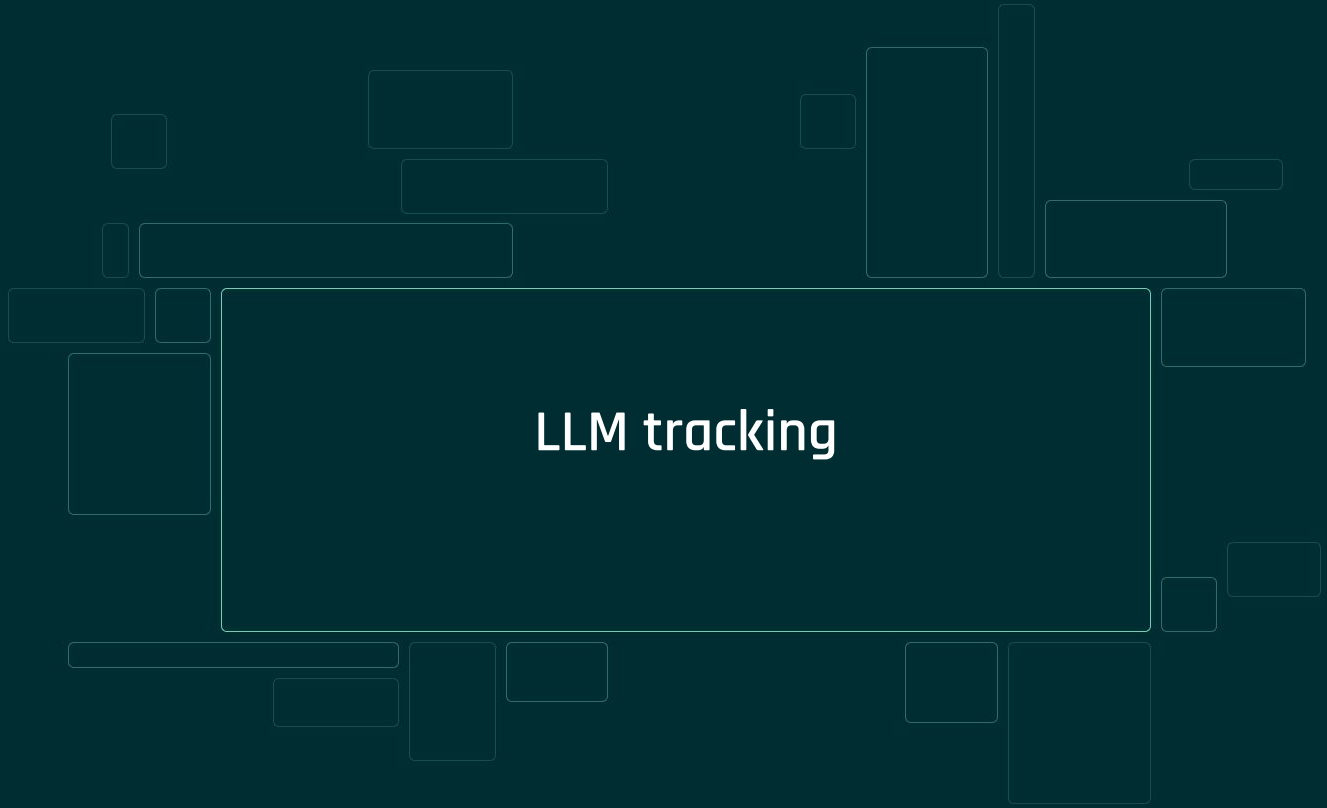
7. AI monitoring


OpenAI/Google:
Release a Search
Console for your
LLMs. Let us measure
our content
performance, search
behavior and better
serve the audience
there!
KEY LIGHT

Prompt structure for brand visibility

- The word "best" was a strong trigger for brand mentions in 69.71% of prompts
- Words like "trusted" (5.77%), "source" (2.88%), "recommend" (0.96%), and "reliable" (0.96%) were also associated with increased likelihood of brand mentions
- Prompts including "recommend" often mention public organizations like the FDA, especially when the prompt includes words like “trusted” or “leading”
- Google AIOs show the highest brand diversity, followed by Perplexity, then ChatGPT


Home > SEO > Position Tracking
Position Tracking: Lidl
Belgium (Google) • Dutch
Updated: 7 hours ago
Keywords: 242
Competitor
Landscape
Overview
Rankings Distribution
Tags
Pages
Cannibalization
Compe
lidl.be
Add domain
Add domain
Add domain
Add domain
Filter by keyword
Top positions & changes
SERP Features
Tags
Competitive Analysis
Potential Growth
Share of
Hotels
0
Knowledge panel
19
AI Overview
2
lidl.be


LLM tracking

What is the SOV in AI Engines?

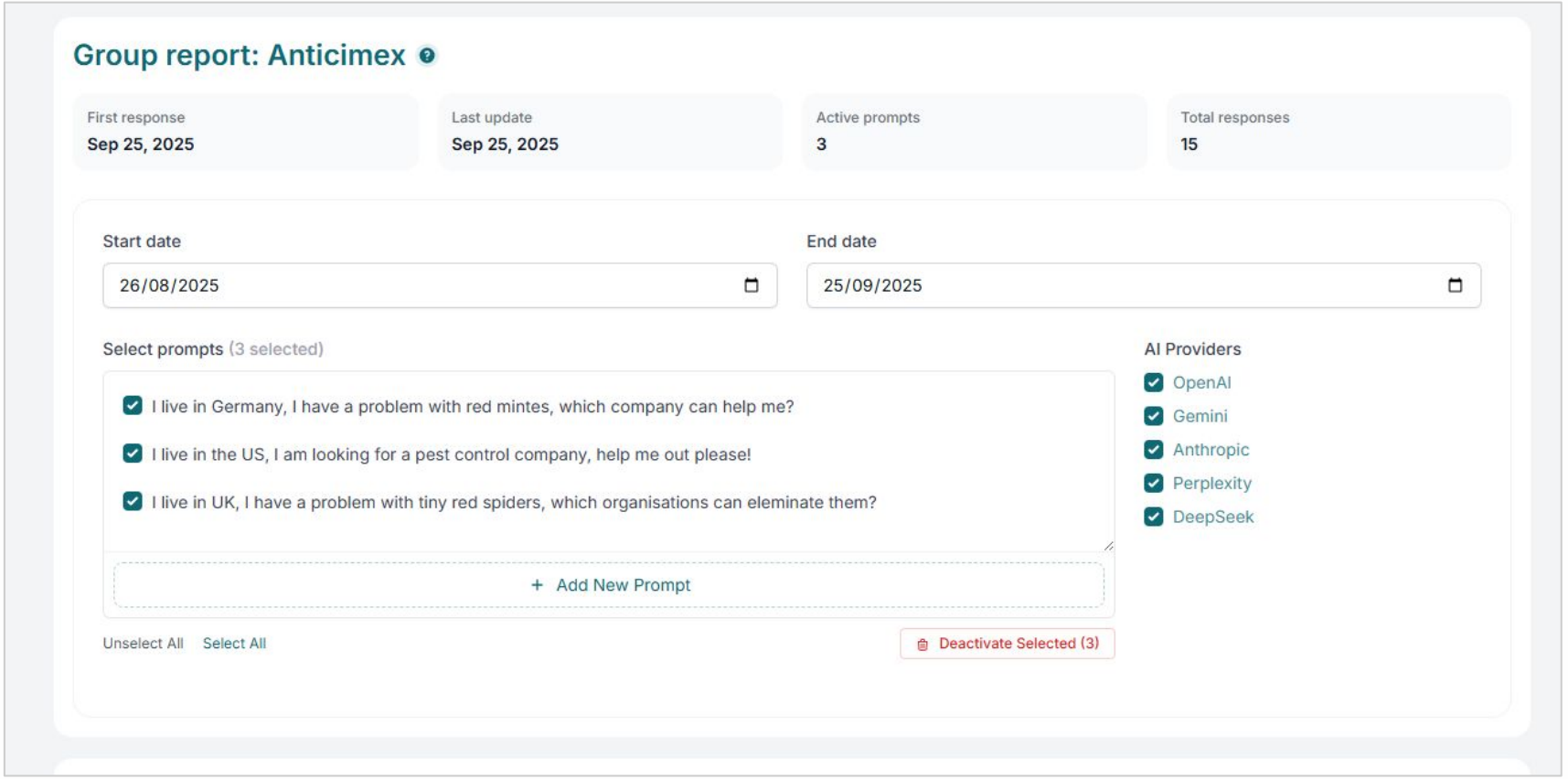
ants

We have a problem

Historische conversational context (memory)

Rank tracking is not accurate because of logged-out states

Trackerly.ai



Simulate prompts

GEO - Anticimex

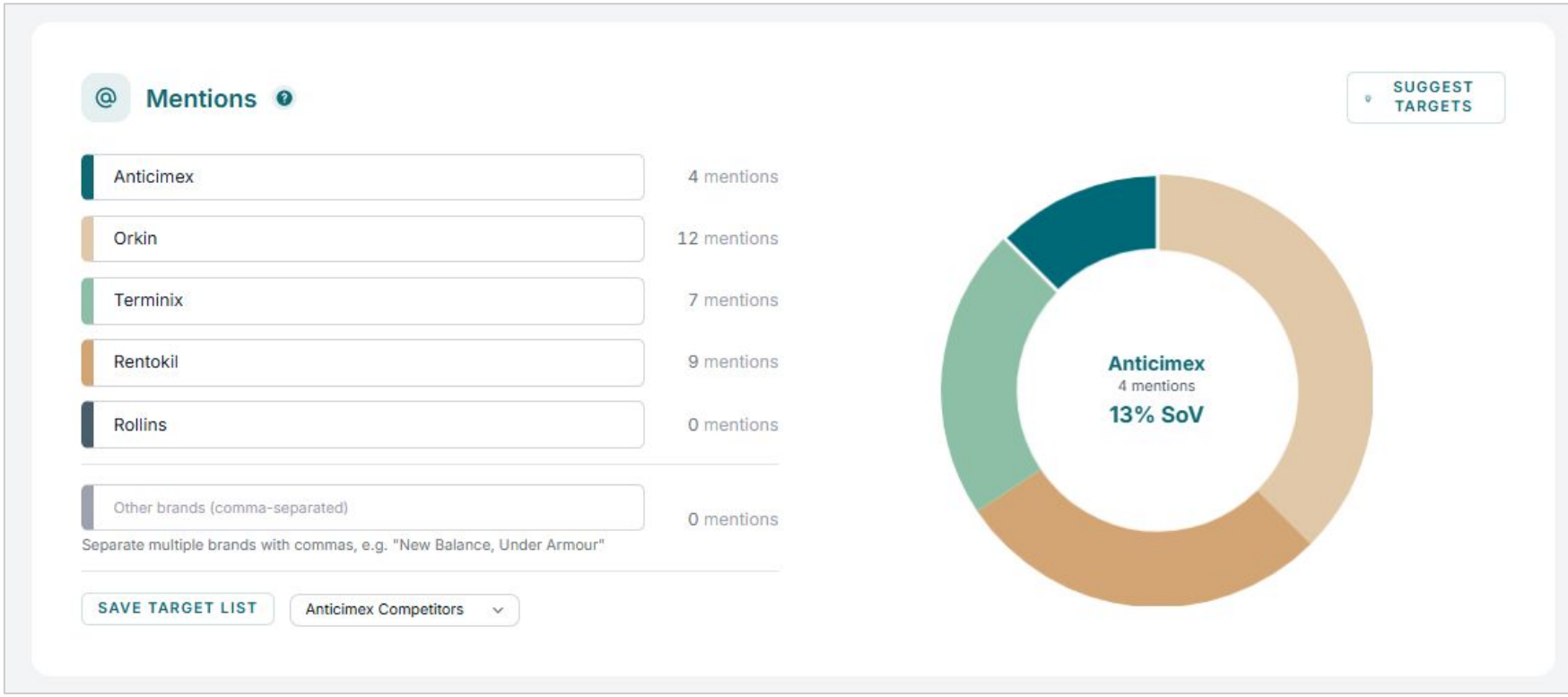
Bestand Bewerken Bekijken Invoegen Opmaak Gegevens Extra Uitbreidingen Hulp

Menu's 100% € % .0 .00 123 Stand... 10 B I

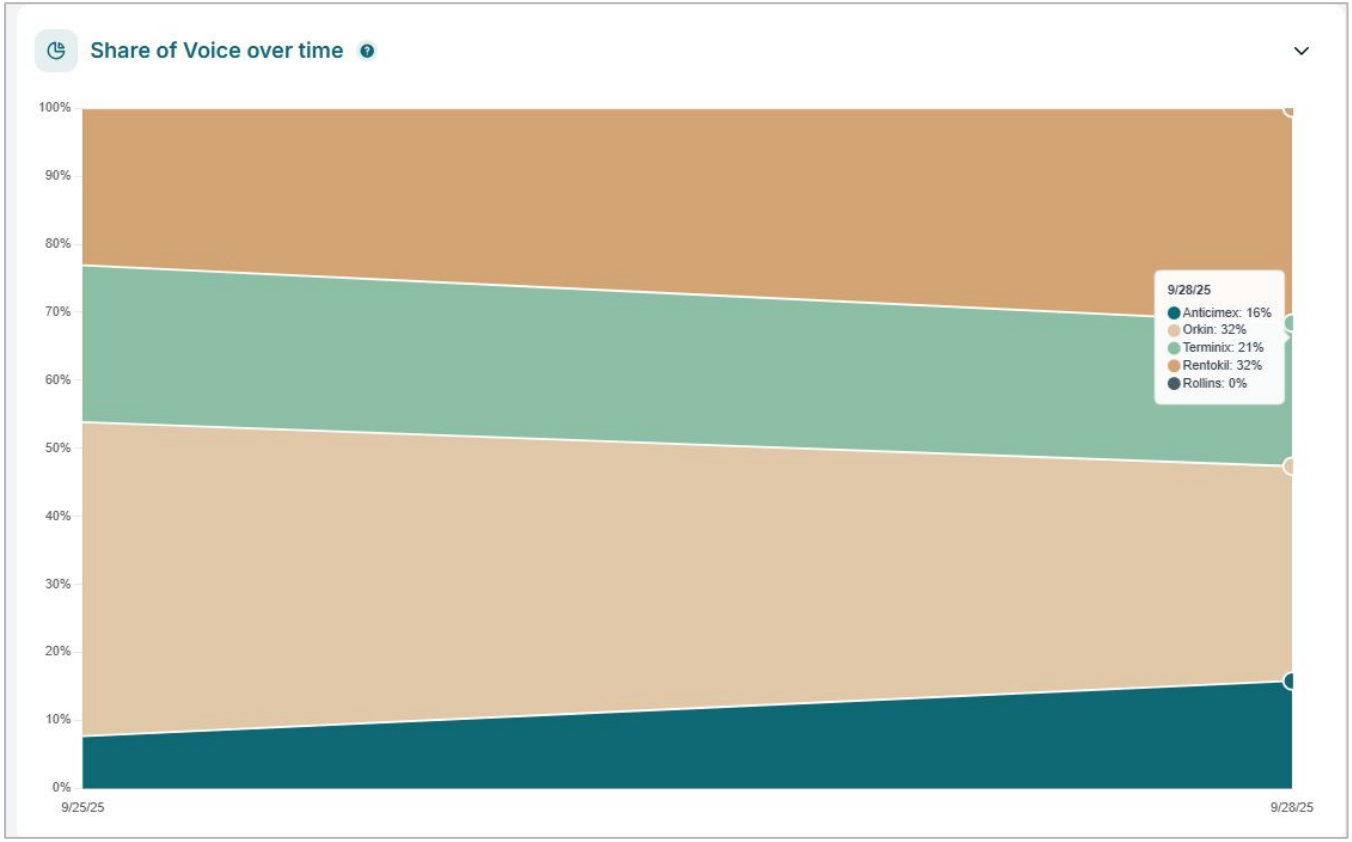
K17

	A	B	C
1	Target Country	Simulated prompt	Persona
2	DE	I live in Germany, I have a problem with red mintes, which company can help me?	B2C
3	UK	I live in UK, I have a problem with tiny red spiders, which organisations can eleminate them?	B2C
4	US	I live in the US, I am looking for a pest control company, help me out please!	B2B
5			

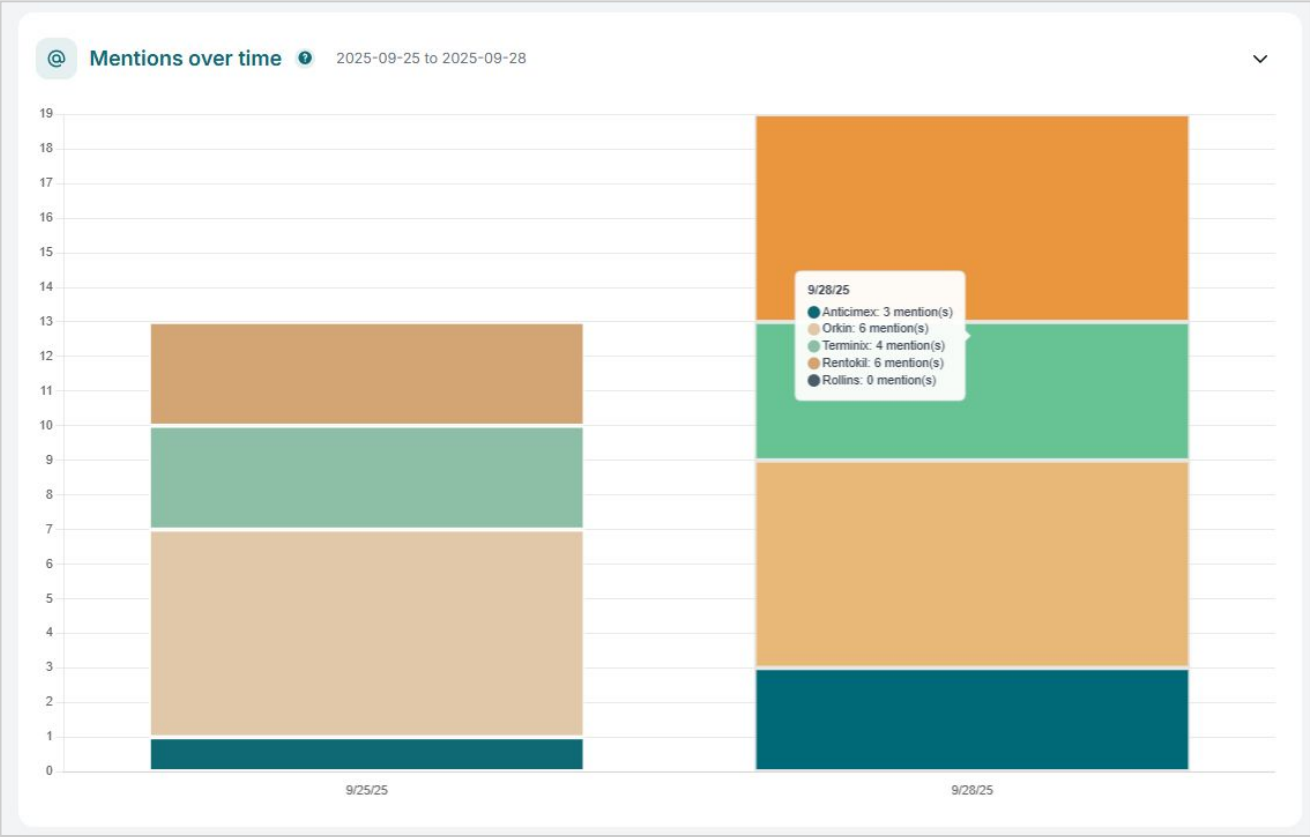
Mentions & SOV



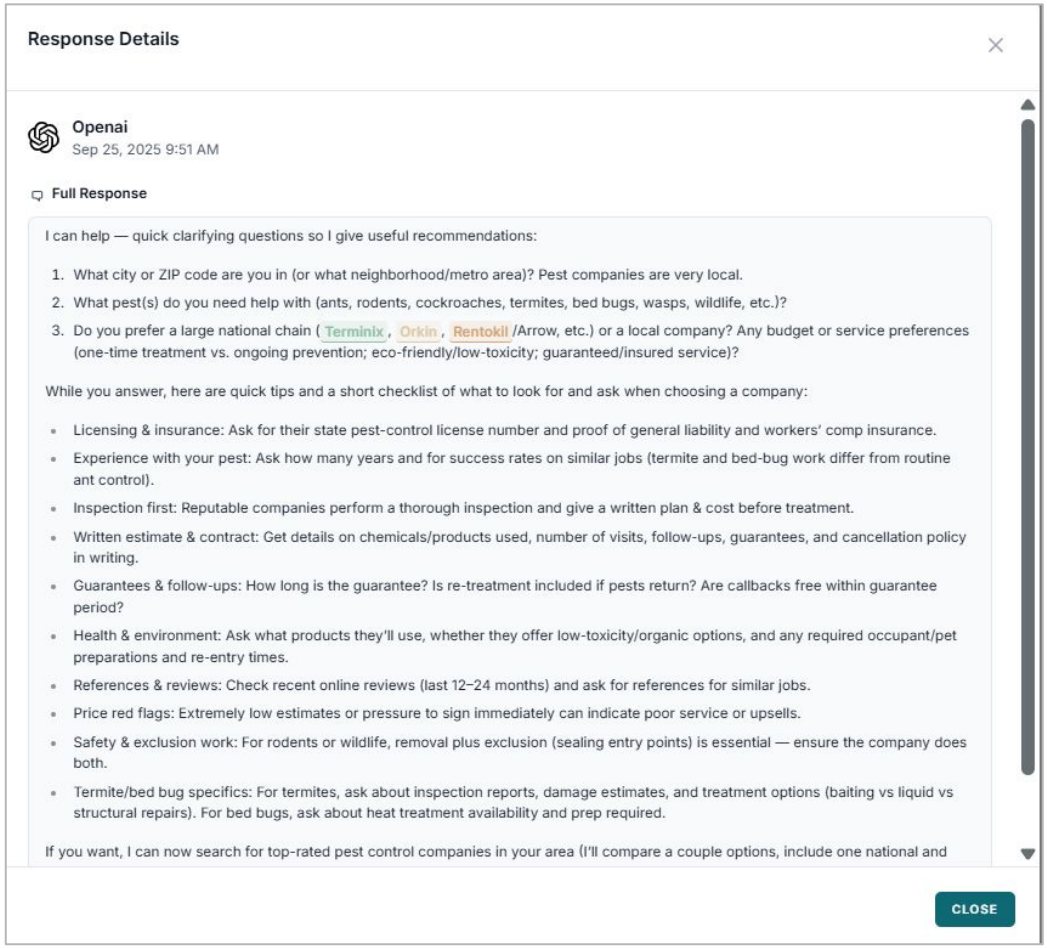
SOV over time



Analytics : mentions over time



All prompts are visibible



8. GEO plan

Execution GEO plan

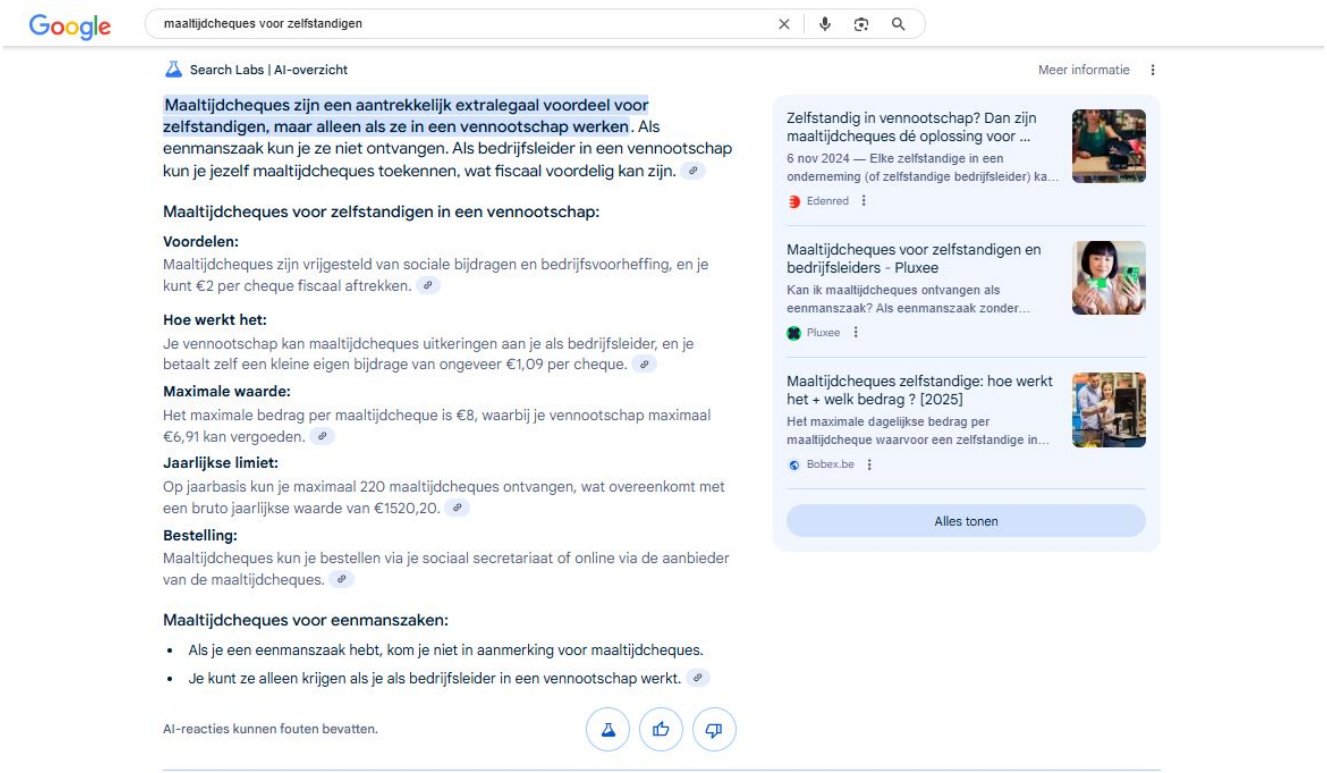
1. Content audit : powerful content
   - 1.1. Content E-A-T strategy
   - 1.2. Helpful content audit
   - 1.3. **AI Overviews best answer content mapping**
   - 1.4. **BAMVPAFM technics**
   - 1.5. **Query Fan out content mapping**

2. Techniek audit : does
   - 2.1. **AI model crawl succes rate - log file analysis**
   - 2.2. Structured data optimizations
   - 2.3. Core Web Vitals audit
   - 2.4. Readability score audit
   - 2.5. Anchor text audit
   - 2.6. Vector embeddings tactics

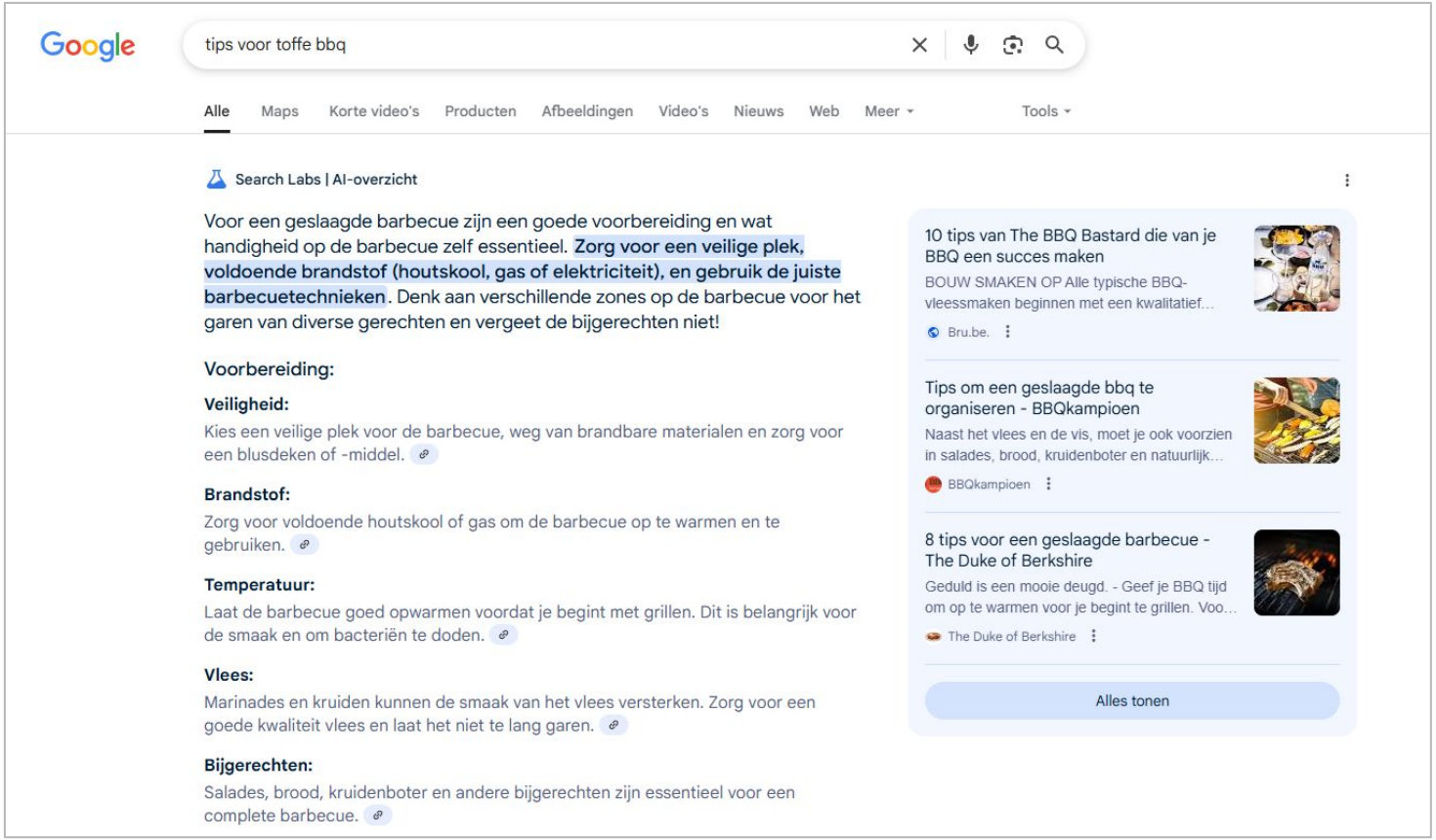
3. Branding audit : make your online footprint bigger
   - 3.1. Citations concurrenten
   - 3.2. Platform & review visibility (competitors gap)
   - 3.3. **Wikipedia & social media recommendations**
   - 3.4. Perplexity researching websites (deep search)
   - 3.5. Brand name consistency online

1.3 AI Overviews best answer content mapping

Can we cited more through AI Overviews mapping?



Mapping



Link

Mapping

Extra tips:

Barbecue schoonmaken:

Maak de barbecue regelmatig schoon om brand te voorkomen en bacteriën te doden.

Weer:

Plan de barbecue op een droge plek of voorzie een partytent, vuurkorf en dekentjes bij slecht weer.

Grote groepen:

Voorzie voldoende ruimte om te zitten en te eten en bereken de hoeveelheid eten per persoon.

Mapping

Duurzamer barbecueën met kokosbriketten

Wil je milieubewust grillen, kies dan liever voor **kokosbriketten** dan voor houtskool. Ze worden gemaakt van de schil van de kokosnoot, een restproduct, en vormen zo dus een duurzaam alternatief.

Bovendien **branden** kokosbriketten **langer**, waardoor ze minder vlammen en as produceren en dus een stuk properder zijn dan houtskool.

Barbecue je toch liever op kolen? Gebruik dan houtskool van onze eigen merken Boni en Everyday met het **FSC-label** (Forest Stewardship Council). Dit keurmerk is een garantie voor duurzaam bosbeheer.

5 tips voor BBQ met veel mensen

1. Voorzie voldoende **vers brood** en ook wat afbakbroodjes als back-up.
2. Zorg voor **voldoende houtskool**.
3. Geen plaats meer in de koelkast? Hou je **dranken koel** in een grote ijsemmer of bloempot die je vult met ijsblokjes.
4. **Salades** hou je fris met dit trucje: vul een grote kom met ijs en plaats hierin een kleinere kom met daarin je salade.
5. Een **makkelijk dessert** voor veel volk? IJsjes, natuurlijk! Ideaal als toetje op een hete dag.

1.4 BAMVPAFM content mapping

Content gaps

Question

Problems

Alternatives

Frustrations

Fears

Concerns

Myths

Misunderstandings



1.5 Query fan-out technics.

Qué?

Query fan-out

What makes this experience unique is that it brings together advanced model capabilities with Google's best-in-class information systems, and it's built right into Search. You can not only access high-quality web content, but also tap into fresh, real-time sources like the Knowledge Graph, info about the real world, and shopping data for billions of products. It uses a "query fan-out" technique, issuing multiple related searches concurrently across subtopics and multiple data sources and then brings those results together to provide an easy-to-understand response. This approach helps you access more breadth and depth of information than a traditional search on Google.

So if you ask, "what's the difference in sleep tracking features between a smart ring, smartwatch and tracking mat," the custom version of Gemini 2.0 uses a multistep approach to make a plan, conduct searches to find information and adjust the plan based on what it finds.

Query Fan out content mapping

Gemini API subqueries?

Configuration

Gemini API Key

••••••••••••••••••••••••••••••••••••

Enter your query

maaltijdcheques

Search Mode

- (•) AI Overview (simple)
- ( ) AI Mode (complex)

Run Fan-Out 🚀

🔹 **Target Number of Queries Decided by Model:** 14

🔹 **Model's Reasoning for This Number:** *The query "maaltijdcheques" (meal vouchers) is relatively straightforward but allows for several variations. To provide a comprehensive 'AI Overview (simple)', I've generated 14 queries covering reformulations, related queries, implicit queries, comparative queries, entity expansions, and personalized queries, aiming for a balanced exploration of user intent around meal voucher usage, benefits, and comparisons.*

🔹 **Actual Number of Queries Generated:** 14

	query	type	user_intent	reasoning
0	Wat zijn maaltijdcheques?	reformulation	Understanding the definition and nature of meal vouchers.	This is a direct reformulation of the original query, asking for a definition in Dutch
1	Hoe werken maaltijdcheques?	implicit_query	Understanding the mechanics of using meal vouchers.	This implicit query addresses the likely follow-up question about the practical us
2	Voordelen maaltijdcheques werkgever	related_query	Exploring the advantages for employers providing meal vouchers.	This related query focuses on the employer's perspective, a relevant aspect often
3	Maaltijdcheques vs. andere voordelen	comparative_query	Comparing meal vouchers to other employee benefits.	This comparative query explores alternatives and helps the user make informed c
4	Prijs maaltijdcheques Edenred	entity_expansion	Finding pricing information for meal vouchers from a specific provider.	This query expands on the original by specifying a particular provider (Edenred),
5	Maaltijdcheques voor zelfstandigen	personalized_query	Investigating meal voucher options for self-employed individuals.	This query targets a specific user group (self-employed), reflecting a potential per
6	Waar kan ik maaltijdcheques gebruiken?	implicit_query	Finding out where meal vouchers are accepted.	This is another implicit query, addressing a crucial aspect of practical usage.
7	Belastingen maaltijdcheques	related_query	Understanding the tax implications of meal vouchers.	This related query addresses a common concern regarding financial aspects.
8	Online maaltijdcheques kopen	reformulation	Finding ways to purchase meal vouchers online.	This reformulation focuses on the purchasing process.
9	Maaltijdcheques Sodexo vs. Ticket Restaurant	comparative_query	Comparing two major meal voucher providers.	This comparative query focuses on two popular providers.
10	Regels maaltijdcheques 2024	related_query	Finding out the regulations surrounding meal vouchers in 2024.	This query adds time sensitivity, relevant for regulations and potential changes.
11	Maaltijdcheques en wetgeving	related_query	Understanding the legal framework of meal vouchers.	This query explores the legal aspects related to meal vouchers.
12	Beste maaltijdcheques aanbieder	implicit_query	Finding the best meal voucher provider.	This query is implicitly asking for recommendations.
13	Maaltijdcheques voor mijn bedrijf van 10 werknemers	personalized_query	Finding meal voucher solutions for a small business.	This personalized query targets businesses with a specific employee count.

QFORIA output

Fork

Model's Query Generation Plan

- **Target Number of Queries Decided by Model:** 14
- **Model's Reasoning for This Number:** *The user query combines a product search ('round garden table') with a location-based search ('around Bruges') and a process question ('how do I start my search'). To provide a comprehensive 'AI Overview (simple)', 14 queries were generated to cover different aspects of the user's needs: direct reformulations, related product types, implicit searches for shops, comparative pricing, entity expansion to include specific Bruges districts, and personalized queries based on potential user preferences (material, style).*
- **Actual Number of Queries Generated:** 14

	query	type	user_intent	reasoning
0	rond tuintafel kopen brugge	reformulation	Find a round garden table for sale in Bruges.	This is a direct reformulation focusing on the purchase aspect and location, streamlining th
1	tuinmeubelen winkels brugge	related queries	Find garden furniture stores in Bruges.	Expands the search to include broader categories of garden furniture stores, which may sell
2	beste ronde tuintafel brugge	implicit queries	Find the best-rated round garden table in Bruges.	Implies a desire for high quality or popular options, adding a qualitative aspect to the searc
3	prijzen ronde tuintafels brugge vs gent	comparative queries	Compare prices of round garden tables in Bruges and Ghent.	Allows for price comparison with a nearby city, helping the user assess value.
4	ronde tuintafel hout brugge	entity expansions	Find wooden round garden tables in Bruges.	Adds a material specification, narrowing the search and catering to potential preferences.
5	ronde tuintafel modern brugge	entity expansions	Find modern-style round garden tables in Bruges.	Adds a style specification, further refining the search results.
6	waar ronde tuintafels kopen brugge centrum?	personalized queries	Find round garden tables for sale in Bruges city center.	Assumes the user might prefer a central location for convenience.
7	tuintafel rond buitengebruik brugge	reformulation	Find a round outdoor garden table in Bruges.	Clarifies the intended use of the table, avoiding indoor table results.
8	aanbiedingen ronde tuintafels brugge	related queries	Find deals and offers on round garden tables in Bruges.	Focuses on finding the best value, aligning with a potential user budget constraint.
9	reviews ronde tuintafels brugge	implicit queries	Read customer reviews of round garden tables sold in Bruges.	Implies a desire for user feedback to inform the purchasing decision.
10	ronde tuintafel rotan brugge vs aluminium	comparative queries	Compare prices and features of rattan and aluminum round gard	Compares two different materials for their properties and price points.
11	ronde tuintafel met parasol brugge	entity expansions	Find round garden tables with parasol integration in Bruges.	Expands the search to include a related feature often sought with garden tables.
12	kleine ronde tuintafel brugge	entity expansions	Find small round garden tables in Bruges.	Caters to users who may need a smaller table for their space.
13	webshops ronde tuintafels levering brugge	personalized queries	Find online shops selling round garden tables with delivery to Br	Considers users who might prefer online shopping with home delivery.

AI model

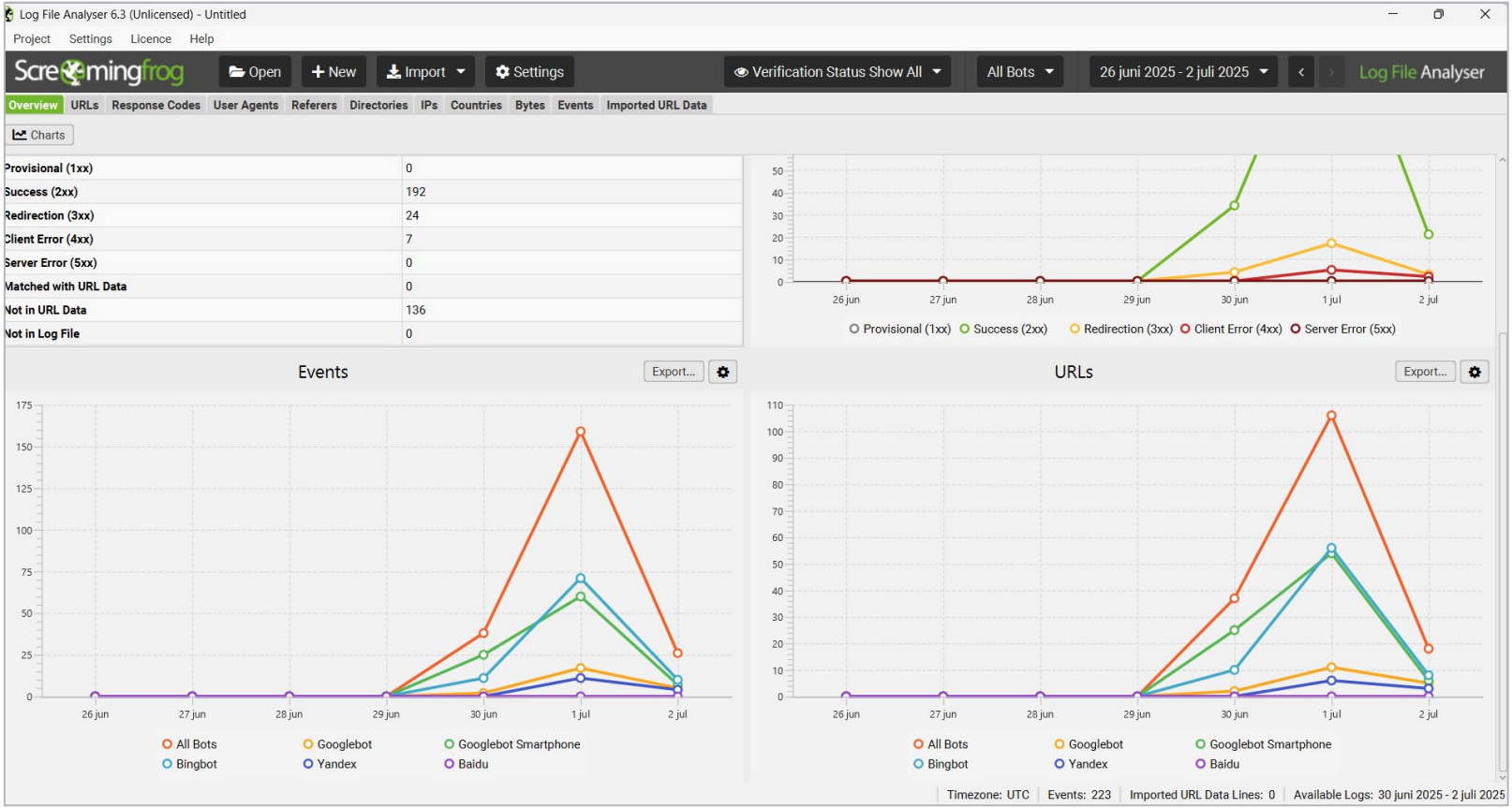
Log file analysis



Log file analysis


900
800
700
600
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400
300
200
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0
3 aug
4 aug
5 aug
6 aug
7 aug
8 aug
9 aug
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11 aug
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19 aug
20 aug
21 aug
22 aug
23 aug
24 aug
25 aug
26 aug
27 aug
28 aug
29 aug
30 aug
31 aug
1 sep
GPT User
GPT User
31 aug
Number of Events : 755,00
800
700
400
300
200
100
0
3 aug
4 aug
5 aug
6 aug
7 aug

Screaming Frog Log file analyser



Wikipedia

Checklist Wikipedia-bewerkingen

Een checklist gemaakt bij het beoordelen van bijdrages en bij het zelf toevoegen van bijdrages op de Wikipediapagina.

Inhoud

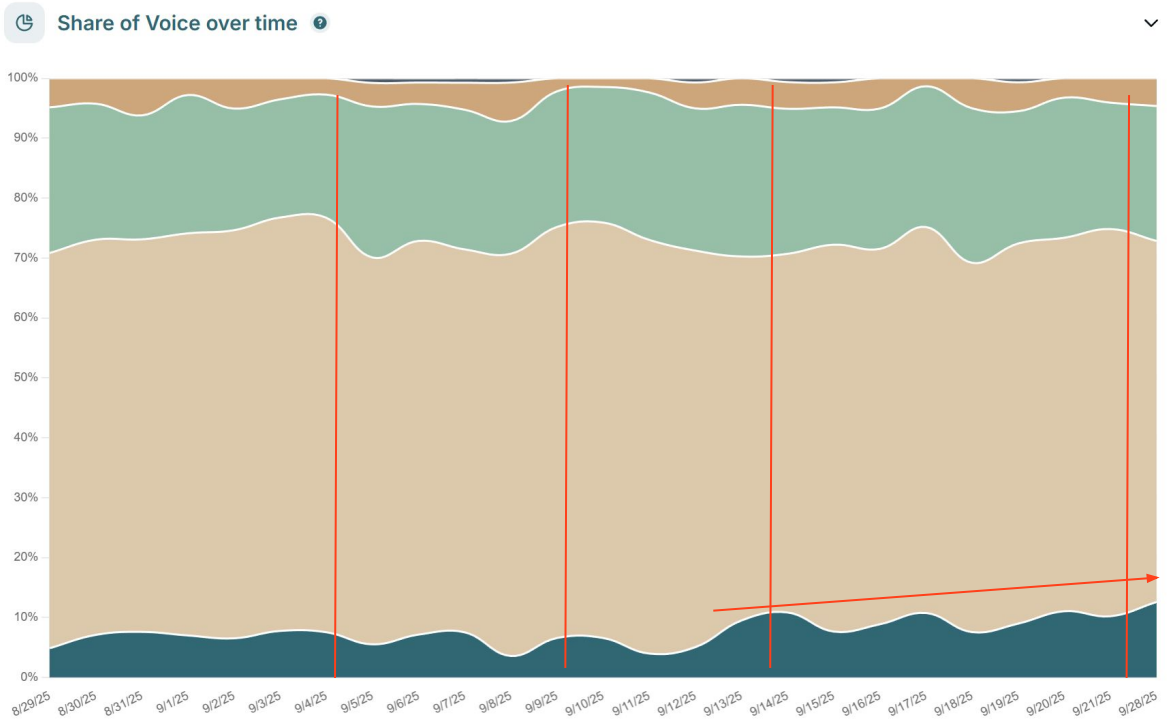
- ☐ Is de tekst neutraal geformuleerd (geen reclame of negatieve framing)?
- ☐ Zijn alle feiten onderbouwd met betrouwbare, onafhankelijke bronnen?
- ☐ Staat er geen eigen data of eigen interpretatie in?
- ☐ Past de info in een encyclopedische context (geen reclame, opinie of irrelevante details)?

Samenwerking & proces

- Heb ik een duidelijke samenvatting van mijn bewerking toegevoegd?
- Heb ik de voorvertoning bekeken voor ik opsla? (cf. voorvertoning)
- Gebruik ik de overlegpagina bij twijfel of discussiepunten?
- Ben ik hoffelijk en respectvol tegenover andere gebruikers?

Wikipedia & Wikidata

Wikipedia & social recommendations



9. Q & A

Contact me!

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9000 Ghent, Belgium

