

Dutch #1 Business Book Bestseller

GEO

THE NEW

SEO

How to
get cited in
ChatGPT &
Gemini

**Does a language model mention
your brand when answering?**

Martin van Kranenburg
& Bob van Duuren

Reviews for GEO, the new SEO

GEO, the new SEO shows how language models are changing the rules of online visibility. No abstract theory, but practical guidance for marketers and entrepreneurs watching their organic traffic decline. The strength of the book lies in its simplicity. Everything starts with measurement. No goal means no measurement. And no measurement means no results. Van Kranenburg and Van Duuren put that principle into practice. This is not a book you simply read from cover to cover. The insights are so practical that you start taking action before you are halfway through.

Joop Snijder | Head of AI @ Info Support

GEO, the new SEO shows that the quality of your writing matters again. Companies that express their brand story clearly, consistently and distinctively build visibility in the AI era. This book is a must-read for every copywriter who wants to make a difference today.

Natascha Teeuw | Owner copywriting agency

For e-commerce companies, the shift from searching to getting answers is immediately tangible. E-commerce was once the disruptor of physical retail; now we are reaching another tipping point. The rise of language models and AI agents is fundamentally changing the rules of online visibility. It is no longer just about being found in a list of results. The real question is: when a language model gives an answer, is your brand part of it? That is exactly where the new game of GEO begins. The insights in this book give you a clear understanding of how this playing field is changing and how you can come out ahead.

Ben van Steenbergen | Managing Partner Itonomy

This book has arrived at exactly the right time. Every entrepreneur is looking for ways to remain visible online. The clear explanations, real-world examples and practical prompts make it a valuable guide. A must-read for you and your team.

Alex van Ginneken | Business Coach

What makes this book strong is that it goes beyond theory. It forces you to look at your brand differently. At how you are perceived. At what others say about you. And above all, at the question: are you part of the answer?

Maarten Dirksen | Owner Basic Orange

Martin's earlier books are already required reading as part of our employee onboarding. We are adding this book right away. It is essential reading for entrepreneurs who want to understand how a brand can stay relevant in an AI-driven world. What sets the authors apart is that they immediately get you moving. As you read, you feel the urgency and energy to take action. Exactly what a good book should do.

Joris Derksen | CEO & Co-Founder Drs Leenarts Skincare

GEO, the new SEO shows how online visibility is changing as AI increasingly provides the answers. The book makes clear that authority is built not only on your own website, but also in the broader network of publications, discussions and sources in which a brand is mentioned. In doing so, it also underlines the growing importance of digital PR. An important book for anyone who wants to understand how brands remain visible in a world where AI increasingly delivers the first answer.

Marlin Goethals | Digital PR strategist

Strong content marketing becomes even more important in the GEO era. Are you the one who answers your audience's questions best? Are you the trusted source? People expect better answers faster and increasingly use AI to get them. This book helps you grow from a brand into an entity, so language models know who you are, what you stand for and why you provide the best answer. It teaches you to write for people and language models and gives you the practical tools you need to take those steps.

Michiel Schoonhoven | Founder & Director NXTLI

AI search is currently taking over from the traditional SEO approach. We can see the effects directly in declining organic traffic and its impact on revenue. This book is highly recommended for every entrepreneur and marketer that wants to stay ahead and grow their business in this new playing field. It offers clear insights into what is changing and why you need to act now. Everyone on our team will get a copy on their desk. Not for inspiration, but to put it to work. GEO is becoming an important driver of business returns.

*Kjeld Piek | CEO Clever Strategy & Board Member Entrepreneurs
Organization Netherlands*

This book shows that traditional SEO is no longer enough. Visibility is shifting from being found to being chosen by AI. The rules have changed. If you are not mentioned, you are not considered.

Reinier Gunneman | Founder AI for Financial Services

What makes this book special is how clearly the authors tell their story. Energetic and without unnecessary complexity. They choose clarity without hesitation. No technical jargon. No academic detours. Many marketing books lose their readers halfway through. Not because the subject is uninteresting, but because the explanation gets bogged down in models, theory and long diversions. I see the same thing with my final-year marketing students. They start out motivated. But after a few chapters, they give up. This book does the opposite. You keep reading. You understand it. And more importantly, you know what to do.

*Jo De Bruyn | Lecturer in Marketing Communication and Copywriting at
HOAGENT*

Thank you!

Thank you for buying *GEO, the new SEO*. Originally published in Dutch, the book became a bestseller within two weeks. Following requests from readers, it has been translated into English. We have kept the original Dutch examples wherever possible and added context for readers outside the Netherlands. Happy reading and prompting, and enjoy putting your new insights into practice!

GEO **THE NEW** **SEO**

Does a language model mention
your brand when answering?

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Martin van Kranenburg
Author, and AI Speaker of the Year

Bob van Duuren
Author, publisher, and speaker

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After reading this book, you will:

- Make the right choices to get mentioned in answers from language models such as ChatGPT, Gemini, Copilot and Perplexity.
- Understand why a language model chooses you or skips you.
- Learn how the ‘brain’ of a language model works, how it selects brands and how it puts answers together.
- Write copy in chunks and semantic triplets, making it easy for people to understand and easy for language models to cite.
- Adapt your content strategy for the new GEO era and focus on content that is Current, Unique and Trustworthy: the CUT Framework for GEO copywriting.
- Know how to measure your visibility in AI answers and your competitors’ visibility too.
- Be prepared for a new internet in which a language model becomes your most important visitor and booker.

Read this book with a purpose. Not just to keep up, but to make different choices. Write down your insights and put them into practice, either on your own or with your team.

Good to know

At the back of the book, you will find a checklist and an up-to-date overview of prompts and tools you can start using right away. You will also find academic papers for further exploration.

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A fundamental shift in behavior is underway. People are no longer searching for information; they are asking language models for answers. That changes how decisions are made, who gets seen and who gets recommended. The question is not whether this is happening, but whether you will still be part of that conversation.

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GEO is not about the story you tell on your own website. GEO is about the story other people tell about you. Not what you claim, but what the network confirms. Who mentions you. Who cites you. Who recommends you. That is what a language model bases its answers on. That is where visibility emerges. That is where trust grows. You do not determine your position; the network does. That is the new game.

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Hmm, what are you going to tell your boss when your website has lost forty percent of its visitors? How do you measure the impact of content beyond your own website? How do you explain that mentions and citations are the new KPIs? In the world of SEO, it is now business as unusual. New KPIs also require new ways of measuring.

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A language model reads your text a little differently. It prefers short chunks and a clear structure. Specialists call this writing in chunks and semantic triplets. Short and sharp, in other words. The essence of copywriting is simple. Know your readers' motivations, frustrations and questions. The only thing you need to do after that? Answer those questions. Writing means answering readers' questions. It really is that simple.

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Foreword

Why this book needs to exist now

The question we hear most often in our training sessions and conversations with entrepreneurs and CMOs is always the same: How do we get found in ChatGPT or other language models? Not next year, but now.

The pain is real. Not for everyone yet, but try explaining to your boss why your website has lost thirty percent of its organic traffic over the past year.

“Yes, yes,” the marketer says. “That’s because more and more people are searching in ChatGPT and finding the answer there.” “Oh,” the manager replies. “So does ChatGPT mention us as a brand? How do we measure that? And which other brands are we mentioned alongside?”

GEO is on everyone’s agenda. Entrepreneurs, executives and leadership teams sense that something is changing, but they do not yet know exactly what. They see traffic to their websites declining. They see that the old way of thinking no longer works. They see that traffic, revenue and new customers no longer come from Google as a matter of course, and that language models increasingly determine whether you will still be part of the conversation in the years ahead.

Your new customers ask search engines fewer questions. They have conversations. They click less. They get answers. They compare fewer pages. They are quicker to rely on summaries and recommendations.

The conversation no longer takes place on your website, but inside a language model. That is a fundamental shift in how decisions are made. Visibility used to be determined by your position in a list of blue links. Now relevance is created inside the answer itself. The question is whether your brand is still part of that answer.

A language model does not look at your website first. It looks for patterns. It recognizes who you are based on what is said about you. By others. In other places. In other words. Reviews, articles, lists, comparisons and recommendations all combine to form your profile. Your digital identity. Not what you claim, but what the network confirms.

That is what this book is about. GEO stands for Great Experience Orchestration: designing great experiences for people, while making your content clear to language models. It is not about ranking higher in search engines or language models. It is about staying relevant. Delivering a good product or service. Providing excellent customer service. Creating valuable content. Earning genuine, honest reviews from customers.

GEO, Generative Engine Optimization, is neither hype nor just another buzzword. It is a logical consequence of how people consume information and how language models make choices. It is about trust and adding value at every customer touchpoint. OpenAI has changed both the playing field and the rules of the game. New rules create new opportunities, but only if you are willing to let go of the old way of thinking.

This book is for entrepreneurs, CMOs, marketers, decision-makers and copywriters who want to understand how the playing field is changing as

FOREWORD

language models increasingly shape decisions, and what that means for your visibility, your reputation and, ultimately, your revenue.

This book is about trust. About being chosen. Do not skim it. Read it closely. Read it with a willingness to embrace change. Then the book will do what it is meant to do: prompt you to act, adapt now and claim your position.

GEO goes to the heart of your organization. Winners have a plan; losers have an excuse. Get to work with your team and put GEO on the agenda as a recurring priority. Slowing down is the new speeding up. We hope you enjoy reading this book and learning from it. And above all, create seriously great content that you would want to read yourself.

Martin van Kranenburg & Bob van Duuren

1

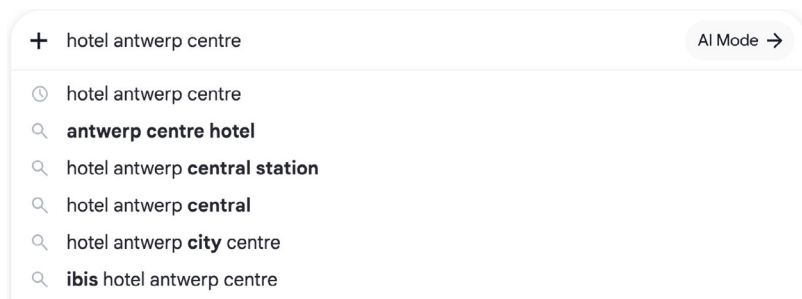
The bigger picture

Martin van Kranenburg

On November 30, 2022, OpenAI triggered a fundamental shift in behavior with the launch of ChatGPT. Not a technical innovation, but a change in how people think, ask questions and make choices. From that moment on, the way we searched began to change. Or, more accurately, we started asking instead of searching.

The end of 25 years of searching, the beginning of answers

For 25 years, Google taught us to think in keywords. Two, three, sometimes more. “Hotel Antwerp.” Or a little more specific: “Hotel Antwerp city center.” And then the real work began. Ten blue links. Click. Compare. Back. Another site. Another tab. And hope that somewhere along the way you would spot the answer you were looking for. Suddenly that feels cumbersome. A hassle.



For years, search engine marketing was also a game for the big players. Those with the biggest budgets used link building to optimize their landing pages and rank at the top of the organic results. Had a little more budget to burn? Then they simply bought their positions with paid ads.

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✕ | 🔊 | 🔄 | 🔍

Sponsored Results



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NH Collection Antwerp Centre | NH Collection Official Site
Discover Antwerp from our four-star hotel, NH Collection Antwerp Centre. Book now on our website and enjoy our exclusive Discovery rates. Official website. NH Collection quality.



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Hotel in Antwerp City Centre
Hotel in Antwerp — Book your hotel in Antwerp. Modern and air-conditioned rooms at the best rate.

From keywords to answers; from hassle to convenience

A language model turns that process around. You no longer have to think in keywords, but in terms of your needs. In context. In complete sentences. You do not type “Hotel Antwerp.” You say what you need and your personal assistant gets to work.

I experienced that myself when I was invited to give a training session at DPG Media in Antwerp. I knew there was a hotel across from the headquarters. I wanted a single room with breakfast. Not too expensive and within walking distance. Just to be safe, I also wanted a few alternatives in case it turned out to be pricey.

In the past, that would have meant a whole search session. Now it took one question. I did not type; I spoke. I simply said what I wanted. Brilliant. Everyone now has a personal assistant that takes the search work off their hands.

Next Monday, I am giving a training session at DPG Media in Antwerp. I am looking for a hotel within walking distance of their head office. I know there is a hotel opposite the office, but I am not sure whether it is within budget. I am therefore looking for a single room, including breakfast, at a mid-range hotel, and I would like to stay under €100 for one night. Give me three specific options and two alternatives. Do not show any comparison websites. I prefer to book directly with the hotel.

Searching for hotels near DPG Media Antwerp >

Answer now

www.hotellesnuits.be

An extensive search for a hotel in Antwerp

The result? No more spending hours searching and browsing. You get an answer right away. No list of websites. No clicking back and forth. No hassle. The language model does the work.

A language model understands the context, combines your requirements and comes back with concrete options. Including an explanation of why those particular choices make sense. It does not feel like searching. It feels like a conversation. Welcome to the new era of answer engines.

From the search-engine era to the answer-engine era

The search-engine era as we knew it is over. The era in which you could ‘buy’ attention is over too. Now you have to earn that attention by showing that you are the most trustworthy source in your market. Quality matters far more than quantity. Too many bad reviews? You will be found out.

Quality is what the GEO era is all about: delivering a good product, providing good service, creating high-quality content and giving people personal attention. You need to make people want to talk about your brand and recommend it. GEO touches your entire organization, which makes it a strategic issue.

The new way people search with language models puts the user in control. For years, getting found in search engines was a game in which Google dictated the rules. Google decided who appeared at the top.

When you search with a language model, you say what you want. When I was looking for a hotel in Antwerp, I specified that I wanted to book directly with the hotel. And that is exactly what happened. *Context is key:* the more specific your request, the more precise the result.

3 specific options (within walking distance of DPG, book directly with the hotel)

1) A-STAY Antwerp (opposite Antwerp Central Station)

- **Room rate (indicative price for direct booking):** from €68 (single-room options rise to around €98).
A-STAY Antwerp
- **Breakfast:** €19.50 p.p. A-Stay
- **Total including breakfast:** from €87.50 → under €100.
- **Book directly:** via the A-STAY website. A-STAY Antwerp +1

2) Leonardo Hotel Antwerp The Plaza (quieter, but still nearby)

- **Room rate (from):** €80 per night. leonardo-hotels.com
- **Breakfast:** €25 p.p. leonardo-hotels.com
- **Total including breakfast:** from €105 → over €100.
- **Book directly:** via Leonardo Hotels. leonardo-hotels.com

3) Hampton by Hilton Antwerp Central Station (convenient, breakfast included)

- **Breakfast:** 'daily free hot breakfast' included. Hilton +1

Are you still part of the customer journey from the very start?

The bigger picture? You can feel it already: the customer journey is changing. A language model is becoming the starting point for new leads, new customers and new revenue. The question is whether your brand is still part of that conversation.

Put the book down for a moment. Think about the questions your customers ask when they are trying to find your product or service. Write down the most important ones and ask them using the language model of your choice. Pay attention to every detail. What do you see? Which sources does the language model use? Is your brand mentioned in the answer? Alongside whom?

A language model is your new conversation partner

Someone who uses a language model today is no longer really searching. That is a fundamental shift. Searching was an action; talking is interaction. People are also typing less and speaking more. Especially younger people. Talking to a system feels perfectly natural to them. They state their intent just as they would to another person. That is not a search query. It is the start of a conversation. We are moving from *keywords* to *conversations*.

The company Simplified analyzed twelve million website visits. Its findings suggest that ChatGPT queries average around sixty words, compared with 3.4 words for the average Google search query. According to the same study, visitors from AI platforms spend 68 percent more time on websites. The conversion rate is said to be 5.1 times that of traffic from Google.

This is not an empirical, scientifically validated study. Even so, it points to a clear trend. Questions are getting longer. The conversation and the initial research take place inside the language model. Anyone who clicks through afterward tends to be more focused and to have stronger purchase intent.

This trend is supported by the paper *Generative Engine Optimization: How to Dominate AI Search*¹, in which Chen and others show how search behavior is changing. Short search queries are giving way to longer, contextual and intent-driven questions. Users increasingly ask for comparisons, evidence and confirmation of their choices. Search behavior is shifting from finding to deciding.

In a language model, you formulate a question or instruction and get an answer. Sometimes the model asks a follow-up question. That changes behavior. It also changes the role of content. A language model does not

¹ arxiv.org/abs/2509.08919

work like a search engine. GEO is not SEO. It is not about breadth, but about depth and content that is current, unique and trustworthy. A language model tries to understand what someone really wants and find the most reliable answer to that need.

Creating even more pages is therefore becoming less effective. What matters is whether you are the trusted source and whether your content adds something that has not already been said. A new angle. A recent customer case. Your own research. The implication for your content strategy is clear: quality and originality pay off, and the focus shifts to updating and optimizing the pages you already have.

We will go deeper into this in chapter 5, where we focus on optimizing your existing content. For now, take another hard look at your ten most important landing pages and make them work for people and language models alike.

Which pages generate eighty percent of your revenue? As a rule, it is only a handful. Do you know which ones they are? Take a critical look at those pages.

When did you last update these pages? What is genuinely unique about each page? Is it clear who the author is?

Thirty percent fewer visitors than last year

It happens in almost every training session. “Compared with last year, we have lost thirty percent of our visitors to language models. That percentage is increasing month after month. We have lots of informational pages, but apparently people now find the answers in language models instead.”

“Ah,” I say. “Do you measure whether your brand is mentioned? Mentions. Citations.”

“What do you mean?” “Are you merely mentioned, or are you also cited with a link?”

Silence. “Start tomorrow with a baseline measurement using an AI tracking tool.” “Noted,” I hear someone say. We move on.

Now back to your situation. How are you doing? How many visitors did you have last month? How many came directly to your website? How many arrived through search engines and how many did you pay for through Google Ads? How many visitors did you ‘lose’ to a language model last month? And do you know whether you really lost them, or whether your brand was part of the answer?

Measure it. Understand it. Improve it. You can read another hundred LinkedIn posts about the latest developments, but without insight into your own data you are still guessing. Later in the book you will find an overview of the main AI tracking tools. Most of them do roughly the same thing. So choose one and get to work with your team. Do your own research as well. How? The next real-world case, about the Belgian company Tally, will show you.

Forty percent of new leads come from ChatGPT

I regularly speak to entrepreneurs who notice that more and more leads are coming in through ChatGPT and other language models. If you only look at Google Analytics, you miss part of the story. Add a pop-up at checkout. Or call customers afterward and ask how they found you.

A great example is the Belgian company Tally, a tool for easily building surveys and forms. Co-founder Marie Martens said in an interview that forty percent of its leads now come through ChatGPT. And that is without any specific optimization. That success stems from a close-knit community and loyal users who share their enthusiasm on social media. Word of mouth, only digital. Where Google mainly looks at terms and structure, ChatGPT also takes into account how people talk about your brand.

You've now had a first look at GEO, the new SEO.

But this is just the beginning.

Want to discover how to get found in ChatGPT, Gemini, and other AI platforms?

Explore the full book.

About the authors

Martin van Kranenburg (1968) is a Dutch keynote speaker, bestselling author, and expert in behavioral psychology, copywriting, digital marketing, and AI. For more than 27 years, he has helped organizations become the recommended choice for people and AI.

His keynotes show marketing leaders how AI is changing the way people discover, compare, and choose brands, and what organizations need to do next.

Martin teaches AI, and prompt engineering at Erasmus Marketing Institute. He was named Lecturer of the Year at Beeckestijn Business School in 2021 and 2023 and voted the top speaker at Webwinkel Vakdagen, the largest e-commerce event in the Benelux, in 2021, 2023, and 2024. In 2025 he was named AI Speaker of the Year.

Would you like Martin to speak at your event? Visit **martinvankranenburg.nl** or scan the QR code to connect with him on LinkedIn.



Bob van Duuren (1962) began his career as a computer book author around forty years ago. Since 2002, he has been publisher and managing director of Van Duuren Media, which specializes in books on IT, photography, lifestyle, artificial intelligence, personal finance and management. He still writes books regularly, with a particular interest in AI-related topics. Bob generally takes a practical approach: how to get as much as possible out of this fascinating technology in an enjoyable and straightforward way.