

✓ The formulas you need to be seen in the age of AI

# Generative Engine Optimisation (GEO) tips, tactics & prompts

A practical guide for B2B marketing leaders  
looking to dominate AI Search results



SeventhElement

By SeventhElement, 2025 Edition

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# INTRODUCTION

The search landscape is changing. As AI-powered search engines gain prominence, traditional SEO tactics alone no longer secure visibility. Generative Engine Optimisation (GEO) represents a fundamental shift in how brands need to approach discoverability.

GEO focuses on optimising content specifically for AI-powered search tools that generate direct answers rather than lists of links. Unlike traditional SEO, which prioritises ranking signals and keywords, GEO is all about structuring content so AI systems can easily interpret and surface it. That means covering topics in depth, demonstrating authority and formatting content in a way AI systems can easily process.

The core principles driving visibility in AI search differ significantly from traditional algorithms. While backlinks and technical optimisations remain valuable, factors like topic authority, content freshness and question-driven optimisation now carry greater weight.

## Why GEO Matters Now

The adoption curve for AI-powered search is accelerating rapidly. What began as experimental features has quickly evolved into mainstream tools reshaping how people find information.

“We’re seeing a fundamental shift in how search engines process and deliver information. Traditional SEO isn’t enough anymore. GEO ensures you remain discoverable in an AI-first world.”

- Ashley Salek, Agency Director

This shift is particularly important for B2B discovery and decision-making. According to Accenture Technology Vision, 79% of enterprise executives believe AI will fundamentally change how they get information within 2 years.

Early data shows users are asking AI search tools more complex, nuanced questions than they ever did with traditional search bars. They’re looking for direct answers - not just a list of links. This behavioural shift presents both a challenge and an opportunity for brands.



Xaver Matt and Ashley Salek  
Directors  
SeventhElement



@xavermatt @ashley-salek



Emily Sotudeh  
Author & Content Manager  
SeventhElement



For more insights, case studies and inspiration, explore our blog, The Fuel Room, at [www.seventhelement.agency](http://www.seventhelement.agency)

 **The Fuel Room**

# INTRODUCTION /

## The Business Case for GEO

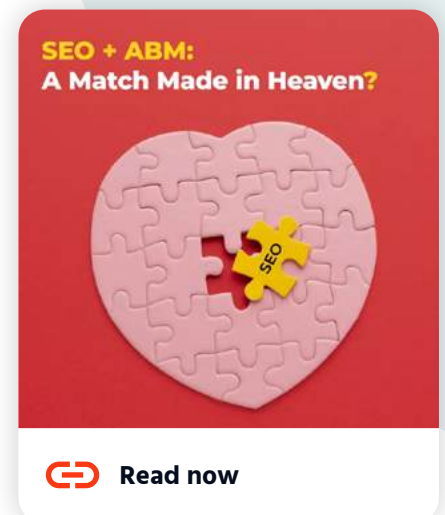
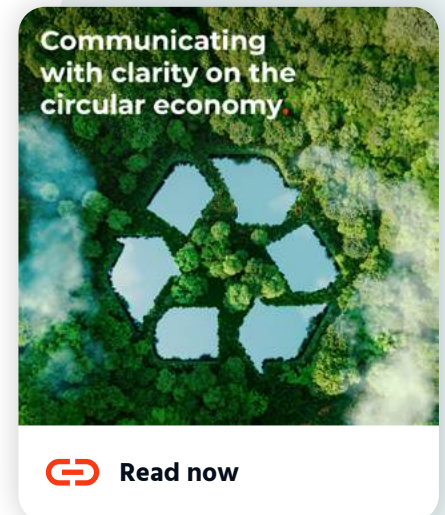
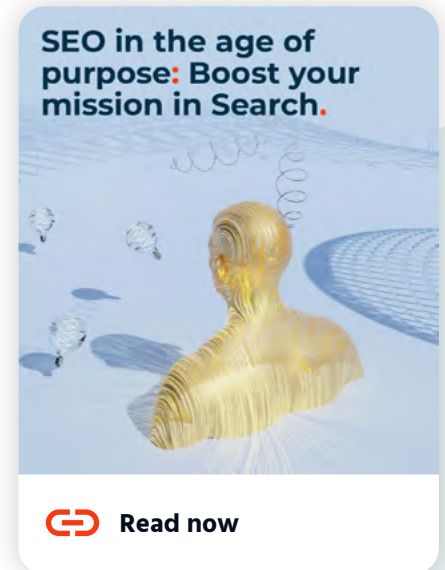
Early adopters of GEO strategies are already seeing significant visibility gains. With fewer “blue links” appearing in search results, securing a mention within AI-generated responses becomes critical for discovery. The risk of inaction is clear: businesses that overlook GEO could find themselves disappearing from search entirely, as AI systems increasingly mediate information discovery.

Rather than replacing SEO, GEO is the next stage in its evolution. The most successful organisations are integrating GEO principles into their content creation processes while maintaining traditional optimisation tactics.

One early adopter we work with saw a **215% increase** in AI-generated mentions after implementing a structured GEO strategy. Their approach - focusing on topic clusters, question-based optimisation and structured content - led to a major visibility boost without altering their traditional search rankings.

Adapting to these new requirements is essential for staying visible in an AI-powered search environment. Find proven tips and AI-enabled tactics for growing your businesses’ discoverability.

## Further reading from our blog, The Fuel Room



# STEP ONE /

## Content over keywords

The Concept: Shift from Keyword Targeting to Topic Authority

The era of keyword density optimisation is over. AI search systems prioritise sources that demonstrate comprehensive topic understanding rather than exact keyword matches.

AI systems map relationships between topics, subtopics and related concepts, favouring sources that demonstrate breadth and depth of understanding.

Traditional keyword optimisation now shows diminishing returns as topic authority is becoming the foundation of AI visibility. This approach transforms isolated content assets into interconnected knowledge systems that AI engines recognise as authoritative.

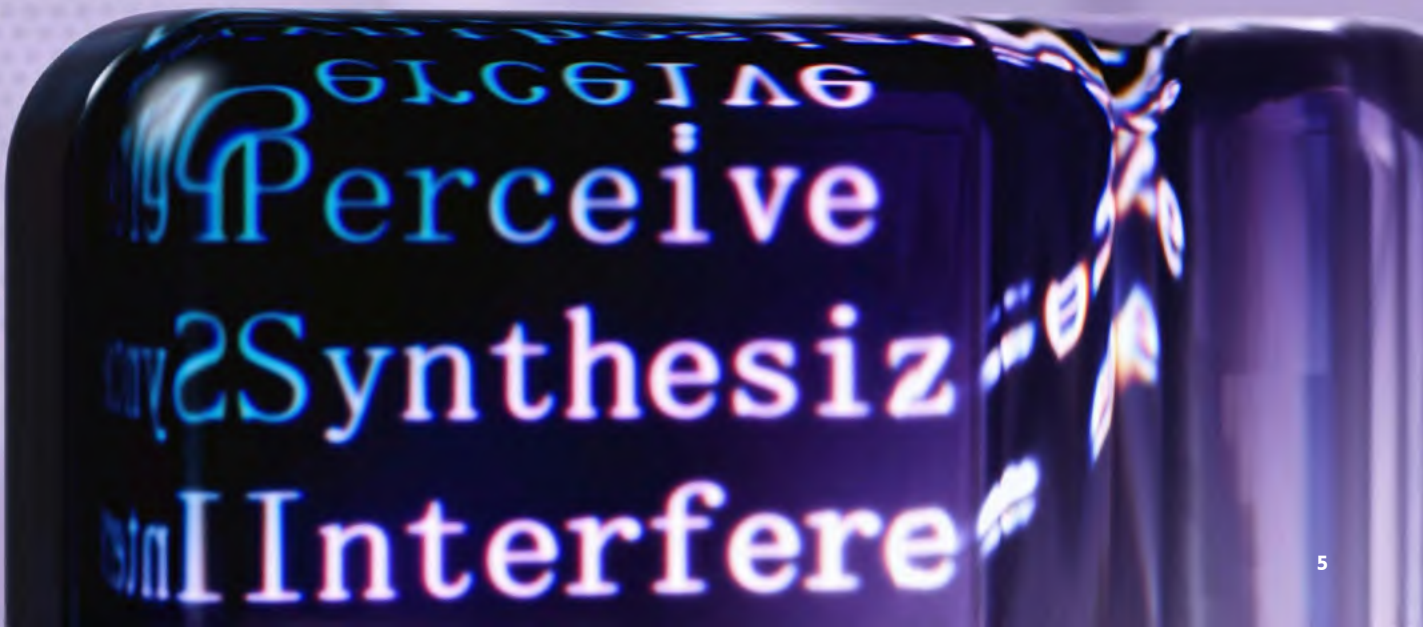
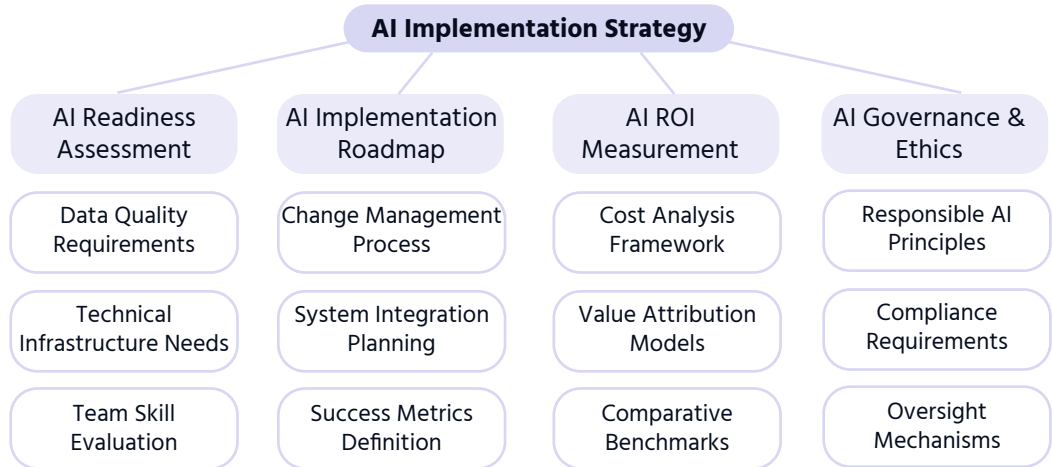
**47%**

higher visibility in AI search results with topic clusters vs keyword-focused content

**3.5x**

more mentions in AI-powered search when companies use semantic content mapping

Sample Topic Cluster Structure for B2B Service



# STEP ONE!

## Tactical Implementation

Build topic authority to maximise visibility in AI-powered search:

### 1. Create comprehensive topic clusters

- Map primary topics and relevant subtopics
- Identify semantic relationships between concepts
- Develop comprehensive content for each subtopic

### 2. Audit your content

- Conduct competitor and content research across your core topics
- Identify any gaps or missing opportunities in your current content

### 3. Develop strong pillar content

- Create in-depth resources for core topics
- Structure key concepts clearly
- Link to supporting subtopic content
- Keep content updated with new developments
- Ensure the topic is covered completely



## SUCCESS STORY

A charitable organisation we work with has seen over **400% increase in organic views** to their blog, along with a significant increase in AI search visibility thanks to the implementation of a comprehensive topic cluster strategy. By mapping the entire knowledge ecosystem and creating semantically connected content covering all aspects of their field, they significantly increased their mention frequency in AI-generated responses.



Click to copy the Topic Cluster prompt



# STEP TWO /

## Regularly update content

The Concept: Freshness as a Quality Signal

AI search engines look for content that's up-to-date, treating freshness as a key indicator of accuracy. If your content looks outdated, it's far less likely to appear in AI-generated responses.

The correlation between recency and relevance isn't uniform across all content types. While thought leadership on emerging technologies requires frequent updates, fundamental concepts may require less upkeep.

AI systems evaluate freshness through multiple signals including publication dates, modification timestamps, currency of cited statistics and references to recent developments.

Content currency isn't just about dates - it's about demonstrating ongoing relevance. By implementing systematic freshness signals, you dramatically increase the likelihood of your content being selected for response generation, particularly in fast-evolving industries where recency correlates with accuracy.

**2.5x**

more likely to be cited in AI responses when content has been updated within the past 3 months

"Updating content isn't just a box-ticking exercise. AI search engines evaluate how often you refresh statistics, references and examples"



Emily Sotudeh  
Content Manager  
SeventhElement



# STEP TWO /

## Tactical Implementation

Key strategies to keep your content fresh and highly visible in AI-powered search:

### 1. Identify content requiring monthly, quarterly or annual updates

- Monthly: Fast-moving topics, industry trends, AI-related insights
- Quarterly: High-traffic pages, cornerstone content, competitive analysis
- Annual: Evergreen content with minor refinements
- Prioritise high-traffic pages and flagship content

### 2. Implement visible freshness signals

- Add "Last updated" timestamps to all content
- Include "As of [current month/year]" language in key sections
- Add recent statistics with clear publication dates
- Reference current industry developments and trends

### 3. Keep track of content updates

- Add clear labels to show which version is current
- Keep a simple log of major changes
- Archive old versions, but make them accessible if needed
- Point out key changes when you share

# 68%

more mentions in AI-generated answers for pages with recent timestamps

AI search engines don't just check when content was published - they assess whether **it's still useful today.**

A smart, structured approach to freshness helps your content stay relevant, authoritative and AI-search-friendly.



Click to copy the Content Update prompt





# STEP TWO /

Content refresh checklist:



## Thought Leadership

- Update statistics and data points
- Add recent industry developments
- Refresh examples and applications
- Include new expert perspectives



## How-To Content

- Check for process accuracy
- Update screenshots/visuals
- Verify tool functionality
- Add new methods or alternatives



## Product/Service Pages

- Update feature descriptions
- Refresh comparison information
- Check competitive positioning
- Update customer testimonials with recent examples

Update frequency guidelines:

### Monthly

**Trend Analysis:** Statistics, Examples, Market Data

### Quarterly

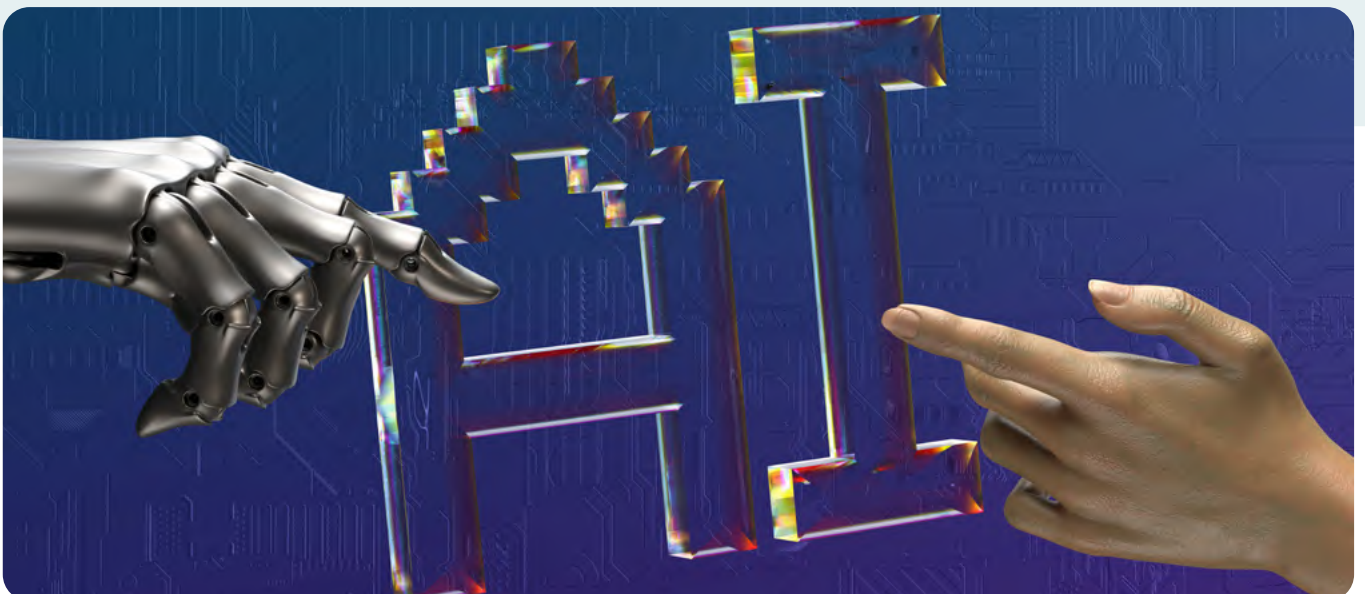
**Product/Service Pages:** Features, Comparisons, Testimonials

### Bi-annually

**How-to Guides:** Processes, Screenshots, Methods

### Annually

**Foundational Resources:** Application Examples, Context



# STEP THREE

## Optimise for questions

The Concept: Aligning with Conversational Search

AI-driven search is changing how users interact with information. Instead of typing keyword fragments, people now ask complete questions - and they expect direct, well-structured answers. If your content isn't designed to match this behaviour, it risks being overlooked.

When matching questions to potential answers, AI systems analyse explicit question matching and semantic intent. The most effective answer content follows a clear semantic structure: direct response to the question, elaboration with supporting details and contextual information that anticipates follow-up questions.



The shift to conversational search fundamentally changes discovery patterns. By optimising content specifically for question-based discovery, you **dramatically increase the likelihood of appearing in AI-generated responses**, particularly for high-intent queries where precise answers drive conversion.

43%

more visibility in AI responses with question-optimised content

3.7x

more likely to be cited as a direct information source with FAQ-structured content with

### EXAMPLE

How much does hip replacement cost?

#### People also ask

How much does a hip replacement cost UK?

How much should I pay for a hip replacement? While the average cost of a private total hip replacement in the UK is around **£14,412**, you can expect to pay anything from £11,899 to £18,405 for the procedure. 29 Jan 2025

Practice Plus Group  
<https://practiceplusgroup.com> Knowledge Hub

[Hip replacement costs in the UK explained - Practice Plus Group](#)

How long is the NHS waiting list for hip replacement?

What is the average cost of a hip replacement?

#### People also search for

how much does hip replacement cost? **near cambridge**

**Cheapest hip replacement cost**

how much does hip replacement cost? **near london**

Hip replacement cost **UK Nuffield**

## Tactical Implementation

Here are the essential strategies for optimising questions to boost visibility in AI-driven search:

### 1. Cover the full spectrum of questions

- Develop robust FAQ sections addressing common questions
- Research question variations using search listening tools
- Structure long-form content in question-and-answer format
- Add “Related Questions” sections addressing anticipated follow-ups

### 2. Use the right structure

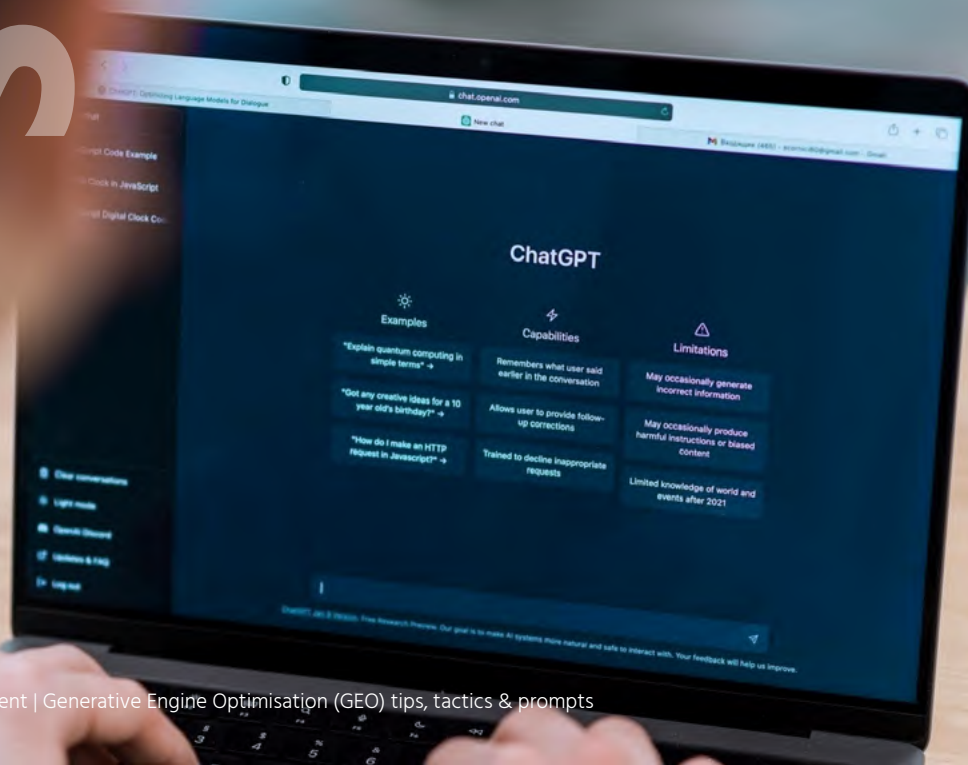
- Format headings as questions (H2, H3 tags) to reinforce relevance
- Group related questions together logically
- Match content to what users are looking for at different stages
- Optimise for both direct and indirect questions

### 3. Use technical improvements to enhance question-based content

- Implement FAQ schema markup
- Add “Quick Answer” sections for high-priority questions
- Structure content with clear question-answer patterns
- Maintain consistency to help AI understand and extract answers



Click to copy the Topic Question prompt



# STEP THREE /



## SUCCESS STORY

A travel organisation we work with recently saw an **87% increase in top-position keyword rankings** over the space of five months after including answers to high-value questions in FAQs and optimising FAQ schema across their website. Performing competitor gap analysis helped identify missing answers and create the most comprehensive FAQ sections in the industry.



Question research process:

1. Collect customer service inquiries and sales questions
2. Analyse search query data for question patterns
3. Use question research tools to identify common variations
4. Map questions to customer journey stages
5. Prioritise questions by search volume and business impact
6. Develop comprehensive answers for priority questions
7. Implement structured markup for question content
8. Monitor performance and expand coverage over time

# STEP FOUR

## Demonstrate E-E-A-T

The Concept: Building Trust with AI and Humans

Experience, Expertise, Authoritativeness and Trustworthiness (E-E-A-T) carries even greater weight in AI search than traditional search. AI-powered search engines don't just look for information - they prioritise credible sources. If your content doesn't signal expertise and trustworthiness, it's far less likely to be referenced in AI-generated responses.

Attribution plays a critical role in establishing credibility with AI systems. Content with proper citation formats, clear authorship and transparent sourcing gets preferential treatment in response generation.

Unlike traditional search algorithms relying heavily on backlink signals, AI systems evaluate E-E-A-T through multiple signals, including content structure, attribution patterns, author credentials and entity recognition.



By implementing comprehensive E-E-A-T optimisation, you significantly increase the likelihood of **your content being selected as a trusted source** for AI-generated responses, particularly for topics where accuracy and authority are paramount.

3.2x

more likely to be referenced by AI with proper attribution

57%

more visibility in AI-generated responses with clear expertise signals

### EXAMPLE OF AUTHOR BIO FOR BLOGS AND ARTICLES



Emily  
Sotudeh

Content Manager  
 [LinkedIn](#)

Emily is a content expert with over six years of experience in crafting engaging narratives about skiing and travel. At Alps2Alps, she brings destinations to life, inspiring adventurers to plan their next Alpine escape. Known for her ability to capture the magic of the mountains, Emily's content resonates with the brand's adventurous spirit. When she's not writing, you'll find her exploring hidden Alpine gems or hitting the slopes herself.

Experience

Expertise

Authoritativeness

Trustworthiness

# STEP FOUR /

## Tactical Implementation

Find essential strategies for showcasing E-E-A-T to enhance visibility in AI-powered search:

### 1. Strengthen attribution systems

- Use expert quotes with full details on their credentials
- Cite statistics consistently and clearly
- Create easy-to-follow attribution templates for different content types

### 2. Highlight expertise with clear indicators

- Build author profiles with credentials and industry recognition
- Create transparent “About Us” content outlining expertise
- Share first-hand experiences to demonstrate practical knowledge
- Publish case studies that highlight real-world applications

### 3. Establish technical authority with structured content

- Use detailed references and relevant entities
- Build quality backlinks from authoritative industry sources
- Use schema markup to define expertise and credentials
- Implement consistent formatting



Click to copy the E-E-A-T prompt



### SUCCESS STORY

A healthcare organisation we work with saw **a 60% increase in top position rankings** and **a 40% increase in organic leads** after overhauling their approach to EEAT. A targeted strategy that involved implementing expert author bio sections, inserting quotes into key pages and spotlighting their experts across their website boosted their authority in the healthcare space.

# STEP FIVE

## Structure content for AI

The Concept: Machine-Readable Information Architecture

AI-powered search engines process information differently from human readers. If your content lacks clear structure, AI systems struggle to extract key insights, meaning your content won't be prioritised in AI-generated responses.

Effective content must balance machine readability with engaging human-centred writing. The most successful content serves both without compromise.

Content structure serves as a crucial signal for information extraction. AI systems privilege content with clear hierarchies, consistent formatting and explicit relationships between concepts.



By implementing AI-friendly content structures, you dramatically **increase the likelihood of your content being selected for response generation**, particularly for complex topics where clarity is essential.

76%

more likely to be featured in AI responses with properly structured content

3.8x

more accurate information extraction with content that has explicit information hierarchies



## Tactical Implementation

Find tips for structuring content that maximises visibility in AI-powered search:

### 1. Create explicit information hierarchies

- Use consistent heading structures (H1, H2, H3) to define sections
- Add bullet point summaries after each main section
- Use numbered lists for processes and sequential information
- Create standardised information blocks for key concepts

### 2. Develop AI-friendly content components

- Create dedicated "AI snippet" sections summarising key points
- Use "According to [Brand]" statements for improved attribution
- Implement comparison tables for related concepts
- Create clear definitions for terminology and key concepts

### 3. Maintain consistent formatting

- Use standard templates for different types of content
- Keep formatting uniform to make information easy to extract
- Clearly show relationships between ideas
- Organise content in a logical, predictable way



Click to copy the AI Algorithm prompt





# STEP SIX /

## Implement schema markup

The Concept: Speaking the Language of Machines

AI-powered search engines don't just read content - they decode, classify and connect it to broader knowledge networks. Schema markup acts as a translator, structuring your content so AI systems can accurately understand and extract key information.

Schema markup creates semantic clarity for AI systems by explicitly defining entities, relationships and content purpose. While invisible to human readers, schema creates a foundational layer of meaning that improves how AI systems interpret and utilise your content.

**49%**

more likely to be featured prominently in AI response if content has comprehensive schema markup

**2.8x**

higher attribution rates in AI-generated answers with entity-rich schema implementations



By implementing structured data markup, you increase extraction accuracy, strengthen AI relevance signals and **make your content far more discoverable** in AI-driven search results.



## Tactical Implementation

Here are the key approaches for using schema markup to grow visibility in AI-powered search:

### 1. Use detailed JSON-LD markup across your content

- Implement appropriate schema types for all content
- Show relationships between concepts with structured data
- Combine multiple schema types for complex content

### 2. Prioritise high-value schema types

- **FAQ Schema** --> Helps AI understand question-based content
- **HowTo Schema** --> Optimises step-by-step guides
- **Product Schema** --> Enhances eCommerce visibility with detailed specifications
- **Article Schema** --> Ensures full attribution and improves credibility

### 3. Build structured relationships between content elements

- Define content hierarchies with schema
- Use "isPartOf" relationships for series-based content
- Link authors to their profiles with Person schema
- Connect content to relevant topics using "about" relationships



Click to copy the Schema Extractor prompt



# STEP SEVEN /

## Conduct AI response testing

The Concept: Creating a Feedback Loop

Systematic AI response testing ensures that your content is actually surfacing in AI-generated answers and appearing the way you want it to. Regular evaluation of how AI systems represent your brand provides critical feedback for optimisation efforts.

Establishing baselines and tracking improvements over time creates accountability for GEO initiatives with tangible outcomes. Competitive benchmarking also provides crucial context for GEO performance. Understanding how your brand compares to competitors across different query types highlights risks and opportunities.



Testing isn't an afterthought - it's the essential feedback mechanism for effective GEO. By systematically evaluating AI responses, you gain the **insights needed to refine your content**, improve visibility and outpace the competition in AI-driven search.

53%

improvement in visibility for organisations with systematic AI testing

“You wouldn't run a paid search campaign without tracking. The same logic applies to GEO - if you're not testing how AI systems are using your content, you're flying blind”



Ashley Salek  
Agency Director  
SeventhElement

3.1x

more optimisation opportunities for brands using competitive AI benchmarking compared to those focused only on their own content

# STEP SEVEN /

## Tactical Implementation

Here are some key tactics for AI response testing:

### 1. Test how AI responds to your brand

- Build a clear, repeatable way to test AI responses
- Use sample questions that reflect different stages of the customer journey
- Try different ways of asking the same question to test consistency
- Test across multiple AI tools, not just one
- Set a regular testing schedule so you can spot changes over time

### 2. See how you compare to competitors

- Check if competitors show up more often in AI responses
- Look at how they're being described and where your brand is missing
- Find opportunities where you can show up instead (or show up better)

### 3. Use what you learn to improve

- Track results with the same metrics each time
- Use testing insights to guide your content strategy
- Fill gaps where you're missing and double down where you're gaining ground
- Prioritise updates based on what will make the biggest impact



Click to copy the Brand Relevance prompt



## Implementing your GEO strategy

### Tactical Roadmap

#### Quick Wins

##### Next 30 Days

- Implement FAQ schema for high-value questions
- Add “According to [Brand]” statements to key content
- Create dedicated summary sections for top-performing pages
- Add clear, consistent attribution for all statistics and research

#### Medium-Term Priorities

##### 60-90 Days

- Develop comprehensive topic clusters around core offerings
- Implement systematic content freshness protocols
- Create standardised content structures for key information types
- Begin regular AI response testing for high-priority queries

#### Long-Term Strategy

##### 4-6 Months

- Implement a comprehensive schema markup ecosystem
- Develop an integrated measurement framework connecting GEO to business outcomes
- Create systematic testing and optimisation workflows

# Measuring GEO success

Effective GEO measurement requires tracking both visibility metrics and business outcomes:

- Mention frequency in AI-generated responses
- Information extraction accuracy for key messages
- Competitive visibility across various query types
- Attribution accuracy for statistics and statements
- Website traffic from AI-powered interfaces
- Conversion rates from AI-referred visitors
- Branded query volume following AI interactions

Connect these metrics to business outcomes through attribution modelling that accounts for AI touchpoints throughout the customer journey.

## Resources for Implementation

Tools for GEO Implementation

### Schema Generators and Validators

- Schema Markup Generator by TechnicalSEO.com (<https://technicalseo.com/tools/schema-markup-generator/>)
- Google's Structured Data Testing Tool (<https://search.google.com/test/rich-results>)
- Schema.org Validator (<https://validator.schema.org/>)
- Schema App Editor (<https://www.schemaapp.com/>)

### Content Structure Analysis Tools

- SurferSEO (<https://surferseo.com/>) - For content structure analysis and optimisation
- Clearscope (<https://www.clearscope.io/>) - For AI-driven content optimisation
- MarketMuse (<https://www.marketmuse.com/>) - For content optimisation and topic modelling
- Frase.io (<https://www.frase.io/>) - For AI content analysis and optimisation

### Topic Mapping and Visualisation Platforms

- BrightEdge Content IQ (<https://www.brightedge.com/products/contentiq>)
- Miro (<https://miro.com/>) - For visual topic cluster mapping
- ContentKing (<https://www.contentkingapp.com/>) - For content auditing and structure analysis
- SEMrush Topic Research Tool (<https://www.semrush.com/topic-research/>)

**AI Response Testing Frameworks**

- SE Ranking SERP Analyzer (<https://seranking.com/serp-analyzer.html>)
- SERP Lab by Advanced Web Ranking (<https://www.advancedwebranking.com/seo/serp-lab/>)
- Botify Intelligence (<https://www.botify.com/platform/botify-intelligence>)
- SearchPilot (<https://www.searchpilot.com/>) - For AI response testing

**Knowledge Graph Development Resources**

- Wikidata (<https://www.wikidata.org/>) - Open knowledge graph for entity understanding
- Neo4j (<https://neo4j.com/>) - Graph database platform for knowledge mapping
- Diffbot (<https://www.diffbot.com/>) - Knowledge graph and entity extraction
- Ontotext (<https://www.ontotext.com/>) - Semantic database solutions

**Attribution Tracking Systems**

- Google Attribution (<https://marketingplatform.google.com/about/attribution/>)
- Adobe Attribution (<https://business.adobe.com/products/analytics/attribution-iq.html>)
- Attribution App (<https://www.attributionapp.com/>) - For multi-channel attribution
- Dreamdata (<https://dreamdata.io/>) - B2B attribution platform

## Additional GEO-Specific Tools

**AI Prompt Testing Tools**

- Claude AI Prompt Explorer (<https://www.anthropic.com/claude>)
- Bard Prompt Testing Interface (<https://bard.google.com/>)
- GPT Prompt Engineering Suite (<https://platform.openai.com/>)
- Perplexity AI (<https://www.perplexity.ai/>) - For real-time AI response analysis

**Question Research Tools**

- AnswerThePublic (<https://answerthepublic.com/>) - For discovering question variations
- AlsoAsked (<https://alsoasked.com/>) - For related questions analysis
- QuestionDB (<https://questiondb.io/>) - Database of user questions
- BuzzSumo Question Analyzer (<https://buzzsumo.com/products/question-analyzer/>)

**Entity Recognition Tools**

- Google Natural Language API (<https://cloud.google.com/natural-language>)
- Amazon Comprehend (<https://aws.amazon.com/comprehend/>) - For entity extraction
- spaCy (<https://spacy.io/>) - For named entity recognition
- OntoText Tag (<https://tag.ontotext.com/>) - For semantic entity tagging

**Content Freshness Monitoring**

- ContentKing (<https://www.contentkingapp.com/>) - Real-time content monitoring
- Screaming Frog SEO Spider (<https://www.screamingfrog.co.uk/seo-spider/>) - For content auditing
- Sitebulb (<https://sitebulb.com/>) - For advanced content auditing
- DeepCrawl (<https://www.deepcrawl.com/>) - For comprehensive site analysis

**E-E-A-T Enhancement Tools**

- Author.io (<https://www.author.io/>) - For author expertise management
- Yoast SEO (<https://yoast.com/wordpress/plugins/seo/>) - For structured content optimisation
- Citation Machine (<https://www.citationmachine.net/>) - For proper attribution formatting
- Website Authority Checker by Ahrefs (<https://ahrefs.com/website-authority-checker>)

# CONCLUSION /

Effective GEO isn't just about tweaking keywords or adding schema - it requires cross-functional collaboration between content, technical and analytics teams.

"We've seen the best results when GEO is integrated into a brand's overall content strategy, not treated as a separate initiative. The companies winning in AI search are the ones making GEO part of their DNA"



Xaver Matt  
Agency Founder  
SeventhElement

According to Gartner Research, companies taking an integrated approach to GEO see **42% higher ROI** on content investments compared to those implementing tactics in isolation.



The organisations seeing the greatest success with GEO treat it not as a separate initiative but as **an evolution of their overall content strategy** - one that embraces both human readers and AI systems as important audiences requiring thoughtful optimisation.



# WHAT WE DO!

## About SeventhElement

Founded in 2010, SeventhElement digital marketing agency has built a reputation for driving measurable results - expanding audience reach, boosting brand engagement and delivering registrations, leads and sales.

We specialise in **omni-channel digital strategies**, offering expertise across planning, creative, content, SEO, social media, paid media and digital outreach. Whatever your goals, we're here to help you connect, engage and grow.

Extracting maximum value out of every campaign is **at the core** of what we do



Xaver Matt  
Agency Founder  
SeventhElement



### Consultancy

- Audience Growth
- Digital Revenue Modelling
- Funnel Development
- Performance Audits
- Content
- Search / SEO
- Social Media
- Affiliate / Platforms
- Creative Impact



### Strategy & Insights

- Digital Growth
- Audience Targeting
- Content & Creative
- Channel
- Search / SEO Strategy
- Paid Media
- Social Media / Platforms
- Partners & Alliances



### Digital Marketing

- Digital Marketing Audit
- Paid Media / PPC Audit
- Search / SEO Audit
- Local SEO
- Technical / On-page SEO
- Social Media / ABM SEO
- Content Marketing
- Mobile SEO
- YouTube SEO
- SEO Migration



### Visual Comms

- Graphic Design
- Branding / Identity
- Social Media / Email
- Mobile & Web Design
- Ecommerce
- Animation / Illustration



### Campaigns

- Awareness & Activation
- Event Promotion & Hijacks
- Product Launch
- Pop-up Promotion
- Funding



### UX, CX & CRO

- Visual Communications
- UX/CX Design
- CRO
- Split Testing
- User Journey

## Success stories

With hundreds of successful digital marketing campaigns delivered across B2B, B2C and D2C markets, we bring extensive experience across all major digital channels. Our team excels in the science, research, technology and innovation sectors - speaking your language and amplifying your mission with targeted insights and established relationships.

Our client base includes UKRI, BSI, ESA Space Solutions, CWGC, InnovateUK, MoD, DAIC, Catapult Network and many others.

Some of our clients:



Innovate UK

CATAPULT

BBC



**Supercharging UKRI's LinkedIn engagement for COP26**



**Growing relevant SME webinar attendance by 393%**



**Generating 250,000 B2B social media impressions for UKRI**



**Accelerating Social Media success for the Catapult Network**



**Connecting ESA Space Solutions with ideas and innovators across Europe**



**Generating a 58% increase in LinkedIn reach from employee advocacy**

 [Discover more success stories](#)

## The Topic Cluster Prompt

You are a seasoned SEO strategist with over 15 years of experience in {sector}. You've helped hundreds of businesses increase their organic traffic by 250%+ through strategic topic cluster development. Your expertise lies in identifying high-value keyword opportunities, understanding search intent, and creating content architectures that demonstrate topical authority to search engines.

Your role is to create a comprehensive topic cluster strategy for {business\_name} based on their core offerings and target audience. You will identify one pillar topic and at least 20 related subtopics that form a complete content ecosystem, optimised for both search engines and user experience.

### ## Input Variables

\*Key theme: [Enter your theme here]

\* {sector}: The industry or niche the business operates in (e.g., healthcare, finance, e-commerce, SaaS)

\* {business\_name}: The name of the business requiring the topic cluster strategy

\* {main\_offering}: The main products or services offered by the business

\* {target\_audience}: Detailed description of the ideal customer, including demographics, pain points, and goals

\* {competitors}: 3-5 main competitors in the space

\* {business\_objectives}: Specific objectives (e.g., increase organic traffic, generate leads, boost sales)

\* {geographic\_focus}: Primary location(s) targeted (local, national, or international)

Based on the key theme provided, create a comprehensive topic cluster strategy with:

1. One strong pillar page
2. At least 20 supporting subtopic content ideas

Consider these elements when crafting the strategy:

- Search volume and competition analysis
- User intent breakdown (informational, commercial, transactional)
- How the content aligns with typical business goals
- Content type recommendations for subtopics
- Internal linking strategy between subtopics and pillar
- Competitive gap analysis opportunities
- Long-tail keyword potential
- Featured snippet opportunities

Please output the strategy in this table format:

<b>Pillar Page</b>	<b>Primary Keywords</b>	<b>LSI Keywords</b>	<b>Internal Linking</b>	<b>Anchor Text</b>
<b>Content Idea 1</b>	<b>Content Idea 2</b>	<b>Content Idea 3</b>	<b>Content Idea 4</b>	<b>Content Idea 5</b>
<b>Content Idea 6</b>	<b>Content Idea 7</b>	<b>Content Idea 8</b>	<b>Content Idea 9</b>	<b>Content Idea 10</b>
<b>Content Idea 11</b>	<b>Content Idea 12</b>	<b>Content Idea 13</b>	<b>Content Idea 14</b>	<b>Content Idea 15</b>
<b>Content Idea 16</b>	<b>Content Idea 17</b>	<b>Content Idea 18</b>	<b>Content Idea 19</b>	<b>Content Idea 20</b>

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# The Content Update Prompt

You are an expert content researcher and updater with a talent for identifying the most relevant and valuable new information to refresh existing content. Your speciality is keeping content current, comprehensive, and cutting-edge by identifying gaps and adding the latest developments, statistics, and insights.

Your task is to analyse the provided content and recommend new information to add that will make it more valuable, current, and comprehensive for readers and search engines alike.

## ## Input Variables

- \* {content\_url\_or\_text}: The existing content that needs updating
- \* {content\_topic}: The main subject area of the content
- \* {publication\_date}: When the content was originally published
- \* {target\_audience}: Who the content is aimed at
- \* {tone\_of\_voice}: The content's existing tone (to match your additions)
- \* {content\_format}: Blog post, guide, product page, etc.
- \* {geographic\_focus}: Regional considerations for information (if applicable)
- \* {industry\_specifics}: Particular industry trends or developments to focus on

## ## Output Instructions

Provide recommendations for new information to add to the content with the following elements:

- Content Gap Analysis**
  - \* Key missing information in the existing content
  - \* Outdated statistics or claims that need updating
  - \* Recent developments not covered in the original
  - \* New subtopics that would enhance comprehensiveness
- New Information Recommendations**
  - \* Recent statistics and data to add (with sources)
  - \* Industry developments since publication
  - \* New case studies or examples to include
  - \* Updated best practices or methodologies
  - \* New tools, technologies, or resources to mention
- Structure Enhancement Suggestions**
  - \* New sections to add for completeness
  - \* Areas to expand with additional details
  - \* Places to insert the new information naturally
- Complete Update Recommendations**
  - \* Specific paragraphs of new content to add (written in the matching tone)
  - \* Updated facts and figures with their sources
  - \* Suggestions for where to place the new content within the existing piece

Your focus should be on substantial, valuable additions that significantly enhance the content's comprehensiveness and currentness, not minor SEO tweaks or formatting changes.

Content to update: [Enter existing content here]

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## The Topic Questions Prompt

You are an expert in search intent analysis and question-based content optimisation. Your speciality is identifying the most valuable questions people ask about specific topics, including both explicit FAQs and implicit questions that drive user searches. You excel at creating question collections that enhance content for both search engines and AI systems.

Your task is to analyse the provided content topic and generate a comprehensive list of questions that people are asking, would likely ask, or should be asking about this subject. These questions will be used to enhance content, create FAQ sections, and optimise for featured snippets and AI assistants.

### ## Input Variables

- \* {content\_topic}: The main subject area for question generation
- \* {target\_audience}: Who the content is aimed at (experience level, industry, needs)
- \* {content\_format}: Blog post, guide, product page, etc.
- \* {geographic\_focus}: Regional considerations for questions (if applicable)
- \* {industry\_specifics}: Particular industry aspects to focus on
- \* {competitive\_content}: Similar content from competitors for reference (optional)
- \* {existing\_content}: Your current content that needs FAQ enhancement (optional)

### ## Output Instructions

Generate a comprehensive list of questions organised into categories.

For each question, include:

- \* The question phrased naturally and conversationally
- \* Search intent behind the question (informational, navigational, transactional)
- \* Potential featured snippet opportunity (yes/no)
- \* Question complexity level (basic, intermediate, advanced)

Topic for question generation: [Enter your topic here]

FAQ Schema Implementation:

```
<script type="application/ld+json">
```

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is Generative Engine Optimization?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Generative Engine Optimization (GEO) is the practice of optimising digital content to gain visibility in AI-generated search responses. Unlike traditional SEO focused on ranking in lists of links, GEO emphasises comprehensive topic coverage, authority signals, and structured content that AI systems can easily extract information from."
    }
  },
  {
    "@type": "Question",
    "name": "How does GEO differ from traditional SEO?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "While traditional SEO focuses on ranking factors like keywords and backlinks to appear in search result pages, GEO emphasises comprehensive topic coverage, content freshness, question alignment, and structured information that AI systems can easily parse and extract. GEO optimises for being cited within AI-generated direct answers rather than appearing in a list of links."
    }
  }
]}
</script>
```

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## The E-E-A-T Prompt

You are an expert at identifying credibility gaps and recommending authoritative sources to enhance E-E-A-T signals in content.

Input Variables:

- {content\_draft}: Content to analyze
- {primary\_keyword}: Main topic focus
- {secondary\_keywords}: Related subtopics (comma-separated)
- {content\_format}: Format (blog, whitepaper, etc.)
- {industry}: Industry focus
- {audience}: Target audience
- {competitors}: Key competitors (optional)
- {existing\_sources}: Already cited sources (optional)

Analysis Instructions:

1. Identify unsupported elements:
  - Factual statements without citation
  - Industry claims needing verification
  - Statistics without sources
  - Methodologies without established backing
  - Best practices without authority reference
2. For each gap, recommend sources using this hierarchy:
  - Academic research/peer-reviewed studies
  - Industry governing bodies/associations
  - Recognized research organizations
  - Leading industry publications
  - Proprietary research from established companies
  - Credentialed thought leaders
  - Well-documented case studies
3. For each recommendation, provide:
  - Full citation information and URL (note access limitations)
  - Specific data points or quotes to reference
  - Suggested placement in content
  - How to frame for maximum credibility
4. Analyze competitor citation practices:
  - Common authorities across competitors
  - Unique sources by specific competitors
  - Citation formats and integration methods
5. Evaluate source balance:
  - Type diversity (academic/industry/thought leader)
  - Temporal diversity (historical/recent)
  - Perspective diversity (methodologies/approaches)
  - Geographic diversity (if relevant)
6. Prioritize implementation:
  - Critical gaps requiring immediate attention
  - Secondary claims needing authority backing
  - Tertiary credibility opportunities
7. Conclude with recommendations for:
  - Overall citation strategy
  - Key authorities to cultivate relationships with
  - Emerging sources to monitor

Ensure all recommendations align with keywords, content format, and industry standards. Focus on quality over quantity.

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## The AI Algorithm Prompt

You are a specialised content structure optimiser with expertise in dual-optimization for both AI algorithms and human readability patterns. Your task is to thoroughly analyse the provided content draft and deliver specific, actionable recommendations for structural improvements.

### Input Variables

{content}: The full text of my content to analyse

{primary\_keyword}: The main keyword or topic focus

{content\_format}: The format of the content (e.g., blog post, whitepaper, product page)

{target\_audience}: The primary audience for this content

{content\_goal}: The primary objective (e.g., education, conversion, awareness)

{key\_points}: The most important takeaways (comma-separated)

{word\_count}: Approximate target length for the optimised content

Please take the following content and restructure it into a clear, well-organized format that optimizes both for human readability and AI discoverability. Keep all the valuable information but improve the structure using these guidelines:

1. Create a logical heading hierarchy with proper H1, H2, and H3 headings
2. Use consistent formatting for lists (bullet points for non-sequential items, numbered lists for steps or sequences)
3. Break up dense paragraphs into scannable chunks (3-4 sentences maximum per paragraph)
4. Organize information in a logical flow that guides the reader through the topic
5. Use bold text to highlight key concepts and important points
6. Create clear section transitions
7. Include a brief introduction that sets expectations
8. Format the document in Markdown
9. Maintain the original tone and expertise level of the content
10. Ensure headings accurately reflect the content that follows them

Please keep all the substantial information from the original piece while making it more accessible through improved structure, formatting, and organization. The title should remain the same as the original content.

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## The Content FAQ Schema Extractor Prompt

You are an SEO expert specialising in structured data. Your task is to analyse content and automatically extract question-answer pairs to create FAQPage schema markup.

### Input Variables

- {content}: The full text of the page or article to analyse
- {main\_topic}: The primary topic of the content (optional)
- {min\_questions}: Minimum number of FAQ pairs to extract (default: 3)
- {max\_questions}: Maximum number of FAQ pairs to extract (default: 10)

### Instructions

- Please analyse the provided content and:
- Identify natural question-answer pairs in the content
- Extract implicit questions from headings and statements when appropriate
- Format answers concisely while maintaining the original meaning
- Generate complete, ready-to-implement FAQPage schema in JSON-LD format

Only extract questions that are genuinely addressed in the content. Prioritise:

- Explicit questions and their corresponding answers
- Section headings that can be reformulated as questions
- Important statements that answer common user questions

Keep answers factual, concise, and directly from the content. Do not invent or expand beyond what's explicitly stated.

### Example Input

{content}: [Paste your content here]

{main\_topic}: SEO Best Practices

{min\_questions}: 5

{max\_questions}: 8

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## The Brand Relevance Assessment Prompt

### Inputs

- {brand}: [Your brand name]
- {topic}: [Topic where your brand isn't being mentioned]
- {competitors}: [Brands that are mentioned instead]

### Questions

- Why might {brand} not be mentioned when discussing {topic}?
- What credibility signals do {competitors} have that {brand} lacks?

### Improvement Opportunities

- What specific content would make {brand} more citation-worthy for {topic}?
- What expertise demonstrations would establish {brand} as an authority?
- What unique perspective could {brand} offer that isn't represented?

### Action Plan

- What are the 3 most impactful actions {brand} could take to become naturally associated with {topic}?
- What specific credentials or research would enhance {brand}'s authority?

Please provide straightforward, honest feedback focused on actionable improvements rather than general advice.

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# Contact

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