Kha Creation
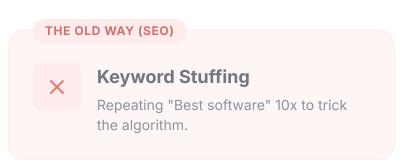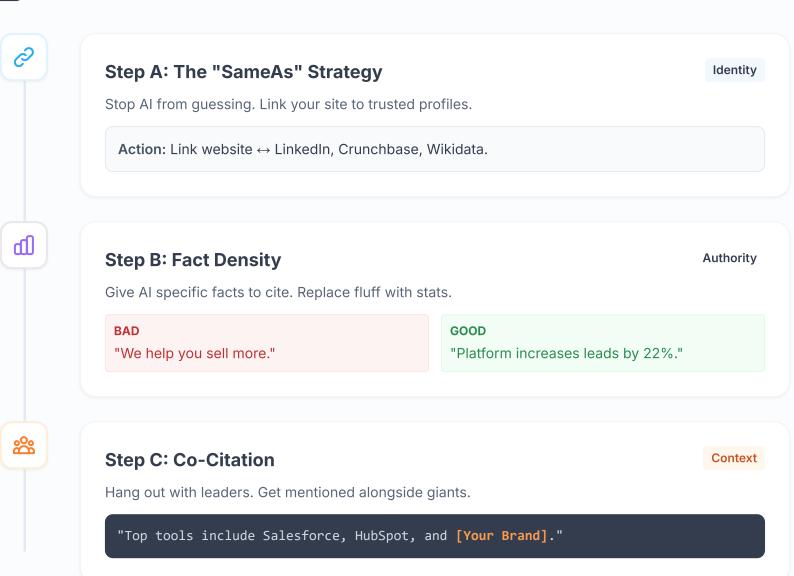
Optimizing for AI Search (GEO)

AI engines like ChatGPT & Gemini don't look for keywords.
They look for **Entities** (Real-World Concepts).

THE OLD WAY (SEO)

✕ **Keyword Stuffing**

Repeating "Best software" 10x to trick the algorithm.

THE NEW WAY (GEO)

✓ **Entity Building**

Defining **Who** you are, **What** you do, and **Who** you know.

2 Your 3-Step Action Plan

Step A: The "SameAs" Strategy

Identity

Stop AI from guessing. Link your site to trusted profiles.

Action: Link website ↔ LinkedIn, Crunchbase, Wikidata.

Step B: Fact Density

Authority

Give AI specific facts to cite. Replace fluff with stats.

BAD
"We help you sell more."

GOOD
"Platform increases leads by 22%."

Step C: Co-Citation

Context

Hang out with leaders. Get mentioned alongside giants.

"Top tools include Salesforce, HubSpot, and [Your Brand]."

3 Technical Checklist: The "Digital ID"

Add this `JSON-LD` schema to your site header. It tells AI exactly who owns the content.

```
schema.json

<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Your Article Title Here",
  "author": {
    "@type": "Person",
    "name": "Your Name",
    "sameAs": [
      "https://linkedin.com/in/yourprofile",
      "https://twitter.com/yourprofile"
    ]
  }
}
</script>
```

GEO IN A NUTSHELL

1 Define Entity
Who are you?

2 Connect Entity
Where do you exist?

3 Support Entity
What facts prove value?