

Generative engine optimisation (GEO)

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

A discipline that arose with the launch of AI-powered surfaces like Google's AI Overviews (AIO) and ChatGPT. Similar to SEO, which involves optimising to improve organic visibility in search engines, GEO centres around making sites more visible in AI engine results.

Used in

- [Statistics API](#)
- [Campaign Management API](#)

Last Updated

2026-07-05 · Owner: wiki@dao.ad

Revision #2

Created 5 July 2026 10:05:55 by Waleriidao

Updated 5 July 2026 10:06:03 by Waleriidao