

SUMMERFRIDAY

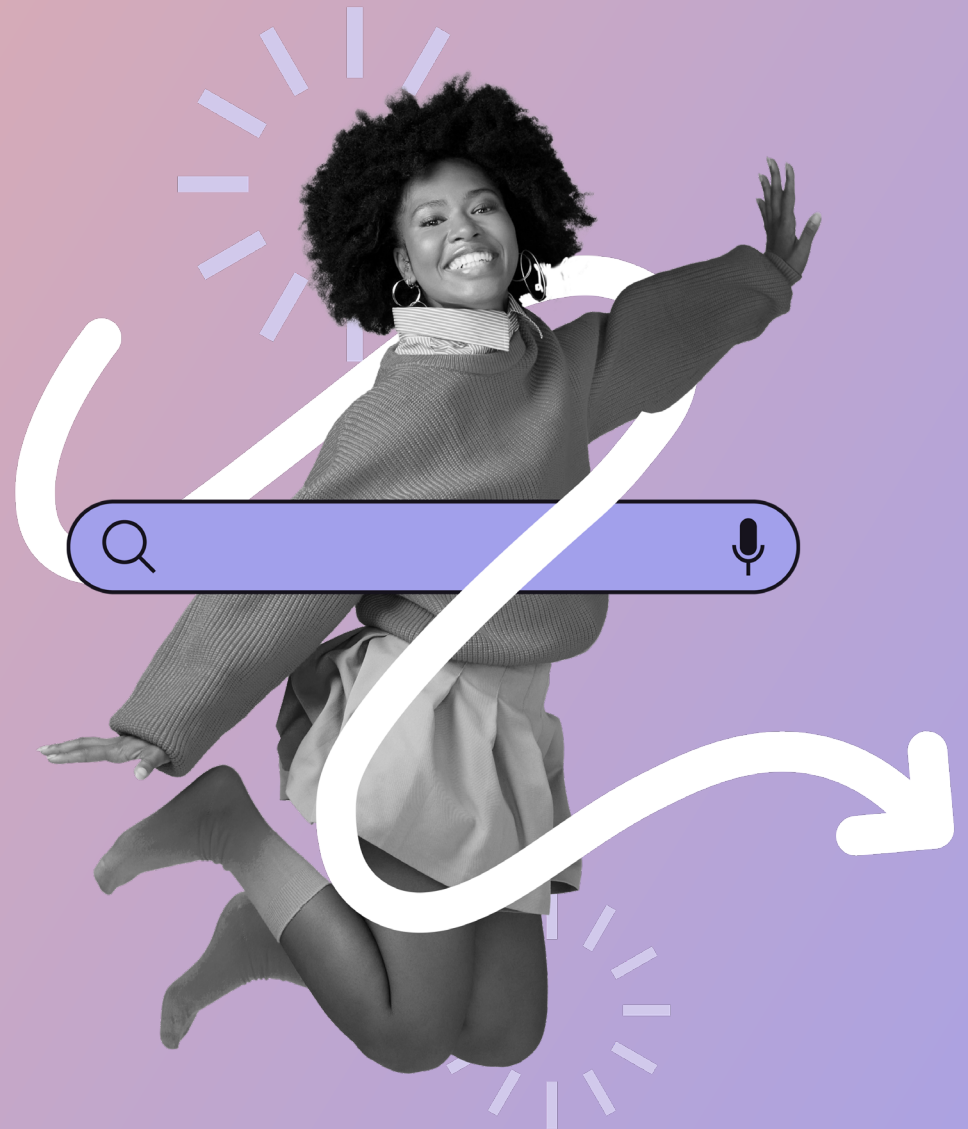
# the new search stack:

## SEO, GEO, and Voice Search

Written in collaboration with Madelyn Ihnen, Founder **Ihnen Digital Consulting**

Reaching your audience is more complex than ever. As AI technologies constantly **evolve** and consumer behavior **shifts**, brands need to **embrace modern search strategies** that go beyond traditional search engine optimization (SEO).

By blending SEO with innovations like generative engine optimization (GEO) and voice search, you can create a well-rounded strategy that helps your brand **stand out** and connect with your audiences in meaningful ways. Here's how making small strategic adjustments can help position your brand as the **go-to choice** when clicking the search bar.

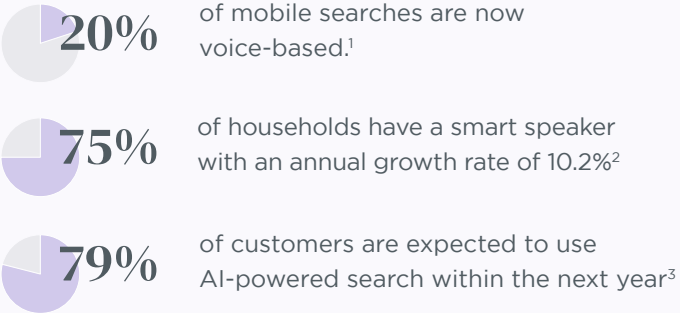


# The current landscape of search

Search trends are constantly evolving as consumers are switching from traditional short and long-tail key terms to conversational searching. Phrases framed as full sentences are now the norm and with improved algorithms and the rise of AI-powered voice assistants, search engines **increasingly prioritize intent and context**.

Whether its SEO, GEO, or voice search, the focus should be on **diversifying your content** and tailoring it to be easily digestible for a reader. Adapting to conversational and intent-driven searches is crucial for staying relevant and **maximizing visibility** across platforms.

# As of this year:



	Search Engine Optimization (SEO)	Generative Engine Optimization (GEO)	Voice Search
Definitions	Helps search engines understand and rank website content using keywords and relevance.	Optimizes for AI-driven search engines, focusing on intent, readability, and adaptability beyond keywords.	Targets natural, spoken queries to deliver direct answers via voice assistants.
User Search Approach	Short or long-tail keyword phrases. Each query is independent.	Detailed, conversational, or “zero-click” searches answered directly on the results page. <sup>4</sup>	Natural, conversational language. Often hands-free and location-based.
	E.g.:”best sushi in NYC”	E.g.: “What are the best sushi restaurants in NYC and why?”	E.g.: “Where can i get good sushi near me right now?”
Best Practices & Strategies	Align content with search intent. Optimize site speed and mobile experience. Build quality backlinks.	Create accurate, structured content AI can process. Use schema markup. Ensure factual information with citations.	Use conversational, long-tail keywords. Answer questions directly. <sup>5</sup> Focus on location and common question formats. Optimize for mobile and fast loading.
Success Metrics	<ul style="list-style-type: none"><li>• Organic traffic</li><li>• Keyword rankings</li><li>• Conversion rates</li><li>• Clickthrough rate (CTR) Bounce rate</li><li>• Domain authority<sup>6</sup></li></ul>	<ul style="list-style-type: none"><li>• Impressions</li><li>• Engagement rates and CTR<sup>7</sup></li></ul>	<ul style="list-style-type: none"><li>• Keyword rankings by voice queries</li><li>• Organic traffic from voice research</li><li>• Mobile traffic</li><li>• Engagement metrics on “voice optimized” webpages<sup>8</sup></li></ul>
Best fit for	All industries; foundation for digital presence.	B2B/B2C with strong content, eCommerce, education, AI-driven businesses.	Local businesses, healthcare, retail or any business targeting voice assistant users.

## How SEO, GEO, and voice search work together

These strategies don't need to compete; they complement each other. A cohesive search strategy that considers all types of search should include:



### Quality evergreen content:

Create informative, high-value content that solves problems and builds authority.



### Natural language:

Anticipate real user questions and provide clear, direct answers.



### Consumer response:

Consumers are still hesitant with answers given by AI due to misinformation. Having your brand at the top of the search bar isn't enough anymore. With growing usage of AI, consumers want to **trust the information** it is suggesting when your brand is credited as a source of information.



### Optimized visuals and layouts:

Use images, videos, and infographics designed for readability and discoverability.



### Smart technology use:

Leverage schema markup, AI-driven algorithms, and analytics tools to continuously refine your strategy.

## Looking ahead

Modern search strategies are no longer linear. With the rise of AI-driven GEO, visual, and voice search, and an increasing focus on **understanding user intent**, brands need to rethink how they show up in search.

By using the right blend of SEO, GEO, and voice search you are not only diversifying your content but also working with AI to give your audience the credible content they want.

Ready to diversify your SEO strategy?  
Reach out to **Summer Friday** today to  
learn how we can help!

Created in partnership with Madelyn Ihnen, Founder of Ihnen Digital Consulting.

To learn more about SEO or if you'd like to work together on any search needs,  
reach out to [madelyn@ihnendigitalconsulting.com](mailto:madelyn@ihnendigitalconsulting.com).



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