Industry-Specific GEO Strategies

The fundamentals of Generative Engine Optimization apply across all industries, but the nuances of implementation can vary. Here's what to prioritize in four key sectors.

GEO for E-commerce

- ☐ Optimize product descriptions with concise, AI-friendly summaries and structured data.
- ☐ Use schema markup for product, price, availability, and reviews to make details machine-readable.
- ☐ Publish category-level guides that answer common buyer questions and compare products.
- ☐ Earn citations through partnership mentions on retailer, influencer, or review sites.

GEO for B2B

- ☐ Target problem-solution queries that align with your service offerings.
- ☐ Create thought leadership articles and whitepapers with clear, quotable takeaways.
- ☐ Use structured data to mark up case studies, services, and leadership bios.
- ☐ Build co-citations through industry directories, guest posts, and panel features.

GEO for SaaS

- ☐ Optimize feature and benefits pages with precise, scannable value statements.
- ☐ Add FAQ schema for support and onboarding questions.
- ☐ Produce integration and use-case content that's easy for AI to reference.
- ☐ Strengthen authority with citations from app marketplaces and tech review sites.

GEO for Healthcare

- ☐ Create patient-friendly definitions and explanations for medical terms and treatments.
- ☐ Use schema for medical conditions, procedures, and practitioner profiles.
- ☐ Provide fact-checked, evidence-based content with credible citations to medical authorities.
- ☐ Partner with trusted organizations to increase co-citation potential in AI-generated answers.