Generative Engine Optimization Course Syllabus by

Slidescope – Digital Marketing Training Institute

Module 1: Introduction to Generative Engines

- Understanding Generative AI and its role in search
- How ChatGPT, Google SGE, Bing Copilot, and others work
- Differences between SEO and GEO

Module 2: The Mechanics of GEO

- How generative engines source and synthesize answers
- Importance of structured data and authoritative sources
- Optimizing for featured snippets and knowledge graphs

Module 3: Content Strategy for GEO

- Writing for AI-driven search results
- Building topical authority and semantic richness
- Creating content that earns citations by LLMs

Module 4: Technical Optimization

- Schema Markup & Structured Data for GEO
- Optimizing site architecture and crawlability
- AI-friendly metadata and JSON-LD practices

Module 5: Tools & Platforms

- Tools for tracking generative search mentions
- Using AI to generate GEO-optimized content
- Integrating analytics with Google SGE and Bing Chat data

Module 6: Practical Projects

- GEO Audit of an existing website
- Creating a GEO-optimized blog/article
- Crafting a content calendar aligned with AI trends