



Alpha Tech

“News about IT Technologies that can help your business prosper”

Millbury, MA

Are AI Tools Talking About You—Or Leaving You Out?

Search is changing fast. People aren't just typing into Google anymore—they're asking questions to AI tools and expecting clear, direct answers. AI uses information from websites to generate those answers.

GEO—short for Generative Engine Optimization—is the practice of structuring and writing your website so AI tools can understand it, trust it, and reference it when responding to those questions.

In simple terms: **your website is teaching AI what to say about your business.**

If your site is clear, helpful, and well-organized, AI can confidently include you in its responses. If it's vague or confusing, AI skips over you—even if your services are a perfect fit.

Are AI Tools Learning the Right Things About You?

When someone asks AI for help—recommendations, explanations, or next steps—the system pulls from trusted content across the web.

It looks for websites that clearly explain:

- What they do
- Who they help
- What problems they solve
- Why they're credible

AI doesn't rely on slogans or hype. It relies on understanding. If your website doesn't spell things out plainly, AI can't accurately represent your business.

GEO ensures your expertise isn't misunderstood—or missed entirely.

Is Your Content Clear Enough to Be Used as an Answer?

AI tools prefer content that is easy to interpret and reuse.

That means:

- Direct answers to common questions
- Clear headings and organized sections
- Plain language instead of marketing jargon
- Complete explanations, not half-answers

This doesn't mean writing for machines. It means writing clearly for humans. When people understand your content easily, AI does too.



Are You Demonstrating Real Authority Online?

AI systems look for signals that show your business knows its space.

Those signals come from:

- Consistent messaging across your site
- Helpful, educational content
- Clear explanations of your services
- Evidence that you understand customer challenges

Authority isn't something you claim—it's something your website proves over time. GEO helps make that proof visible to AI.

¹<https://credibility.stanford.edu/guidelines/index.html#chi00>

Is Your Website Built to Be Referenced, Not Just Clicked?

Traditional SEO focused on getting someone to your site. AI/GEO focuses on being mentioned, summarized, and recommended before a click ever happens.

That requires:

- Content that stands on its own
- Pages that explain ideas clearly and completely
- Structure that allows AI to pull accurate information

When your website is built this way, AI can confidently point people in your direction—even before they visit.

Is AI Visibility Turning Into Real Opportunities?

Being referenced by AI only matters if it leads somewhere.

Your website still plays the final role—building trust, guiding decisions, and encouraging action. AI may start the conversation, but your site determines whether it turns into a lead.

AI/GEO works best when visibility and clarity go hand in hand.

So... Is Your Website Ready for AI-Driven Discovery?

AI is already influencing how people find businesses. GEO determines whether your website is part of that process—or left out of it.

GET YOUR FREE WEBSITE ASSESSMENT

ezmarketing.com/ez-website-scorecard

About the Author

Tom Malesic has spent 3 decades helping small business owners stop guessing at their marketing and start getting results. As the founder of EZMarketing, he works with businesses to build websites that convert, generate leads through SEO and Google Ads, and create a marketing strategy they can actually trust. He's not just a marketer — he's a business owner who understands what it takes to grow.



Personal Note from Tim Shea

I've known Tom Malesic for about 17 years. At the time, I was running an accountability group within a larger Peer group, focused on Marketing and running an MSP practice. Tom immediately struck me as a business-savvy, dedicated, hard working businessman, easy to get along with but very focused on results. We were in touch for our weekly accountability call, and we got together once a quarter in Nashville with the greater Peer group. I watched him successfully grow his business while not compromising on the quality of his services and the treatment of his clients. He's done work for many of my clients over the years, and no one's ever expressed anything but delight in the quality of his work. I'm pleased to call Tom my friend, and happy to introduce him to my clients.

Are you struggling with your website? We're here to help!

We have partnered with EZMarketing to be a resource to you so that you can get the results you deserve from your online marketing. My good friend Tom Malesic, the company owner, will do an analysis of your website and give you advice on where you can make improvements.

It is always our goal to bring you resources to help you and your business.

**Call us to get your FREE Website Analysis.
508-471-3155**