

SEO vs AEO vs GEO

Modern careers websites need to be optimized across three complementary layers - SEO, AEO, and GEO - so your employer content is discoverable in search engines, surfaced in answer-driven experiences, and accurately cited by AI systems candidates increasingly rely on to decide where to apply.

SEO (for careers websites)	AEO (for careers websites)	GEO (for careers websites)
<p>DEFINITION: Search Engine Optimization</p>	<p>DEFINITION: Answer Engine Optimization</p>	<p>DEFINITION: Generative Engine Optimization</p>
<p>WHAT IT IS: Getting your job pages and employer content to rank in Google or Bing for search queries like "Product Designer jobs New York," "Company X careers," or "Company X remote policy," then converting that traffic into started and completed applications.</p>	<p>WHAT IT IS: Optimizing to win zero-click results: featured snippets, "People Also Ask", voice responses, and quick-answer panels for candidate questions that block conversion.</p>	<p>WHAT IT IS: Optimizing so AI-driven search and assistants (ChatGPT-style answers, Perplexity, Gemini, etc.) cite or summarize your employer content when candidates ask about working at you and how to apply.</p>
<p>HOW IT WORKS:</p> <ul style="list-style-type: none"> • Nail indexation: clean crawl paths, canonical tags, no accidental noindex, fast sitemaps for jobs. • Job + org structured data: JobPosting, Organization, WebSite schema. • Performance + UX: Core Web Vitals, mobile-first apply flow, remove friction and dead clicks. • Authority + internal linking: role pages link to teams, location hubs, benefits, hiring process. 	<p>HOW IT WORKS:</p> <ul style="list-style-type: none"> • Put direct answers near the top (40–60 words), then detail below. • Build real Q&A blocks (not buried in accordions that never render to crawlers). • Use FAQPage / HowTo schema where it's genuinely appropriate. • Make policies unambiguous: salary range, location/remote rules, visa stance, interview stages. 	<p>HOW IT WORKS:</p> <ul style="list-style-type: none"> • Publish factual, entity-rich content: teams, locations, tech stack, benefits, process, values, accessibility, visa stance. • Make it easy to quote: clear headings, short sections, tables, FAQs, canonical URLs, "last updated" stamps. • Earn presence where models pull from: reputable industry sources, structured org profiles, consistent public facts. • Keep data handling clean: never expose candidate data; be explicit on retention, lawful basis, processors, deletion.

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<p>USE CASES:</p> <ul style="list-style-type: none"> • A retailer ranks top 3 for “warehouse operative jobs Birmingham” and fills high-volume roles consistently. • A scale-up owns “Company X graduate scheme” queries and lifts conversion with a strong scheme hub. • A healthcare org ranks for “nurse jobs near me” via location pages + properly indexed job feeds. 	<p>USE CASES:</p> <ul style="list-style-type: none"> • “Does Company X sponsor visas?” snippet drives better-qualified applications and fewer wasted starts. • “How long does the hiring process take at Company X?” wins PAA and reduces drop-off mid-apply. • “What should I include in my application for Company X?” voice result improves completion rates. 	<p>USE CASES:</p> <ul style="list-style-type: none"> • “Which companies offer 4-day week in the UK?” AI answer cites your benefits page and sends warm traffic. • “What’s the interview process at Company X?” AI summary mirrors your process page and reduces candidate anxiety. • “Is Company X remote-friendly?” AI response references your location policy and filters in the right applicants.
<p>PROS:</p> <ul style="list-style-type: none"> • Reliable, compounding pipeline. • Captures high-intent demand (people already looking). • Improves everything downstream (AEO/GEO feed off good SEO hygiene). 	<p>PROS:</p> <ul style="list-style-type: none"> • Instant trust at the moment of doubt. • Strong on mobile and voice. • When clicks happen, they’re high-intent. 	<p>PROS:</p> <ul style="list-style-type: none"> • Early mover advantage while channels are still forming. • Positions you as a trustworthy source, not just another careers page. • Captures emerging discovery paths (people ask AI before they search).
<p>CONS:</p> <ul style="list-style-type: none"> • Competitive, slower to move (weeks/months). • Algorithm updates can whack you. • Requires ongoing content + technical upkeep. 	<p>CONS:</p> <ul style="list-style-type: none"> • You may “answer” without getting the click. • Snippet ownership shifts a lot. • Needs frequent monitoring and content hygiene. 	<p>CONS:</p> <ul style="list-style-type: none"> • Attribution is messy (sometimes no click, sometimes no clear source). • “Citation rules” and model behaviour keep shifting. • Requires consistency across web presence, not just your careers website.

SEO (for careers websites)

HOW TO RANK HIGHER:

- Build fewer, stronger hubs: job family, location, early careers, benefits, hiring process.
- Refresh job templates quarterly (content + schema + internal links).
- Fix the boring stuff: duplication, faceted navigation traps, thin pages, slow apply pages.

AEO (for careers websites)

HOW TO RANK HIGHER:

- Write answer blocks like you mean it: one question, one direct answer, no fluff.
- Target PAA topics around eligibility, process, salary, flexibility, assessment, accessibility.
- Keep answers consistent across pages (contradictions kill trust and rankings).

GEO (for careers websites)

HOW TO RANK HIGHER:

- Build "source pages" candidates and AI can trust: Hiring Process, Benefits, Remote/Location Policy, DEI, Accessibility, Early Careers, Visa Policy.
- Use structured formats: tables for benefits, numbered stages for process, FAQs for eligibility.
- Treat compliance as ranking fuel: clear privacy notices, retention windows, processor list, and human escalation. No dark corners.