

Shift from Visibility to Discoverability (GEO vs SEO)



of American workers use
AI for career decisions.

Source: HR Magazine

Today, job seekers ask tools like ChatGPT or Gemini questions like:

- “What is it like to work at Company X?”
- “Which employer is better for flexibility?”

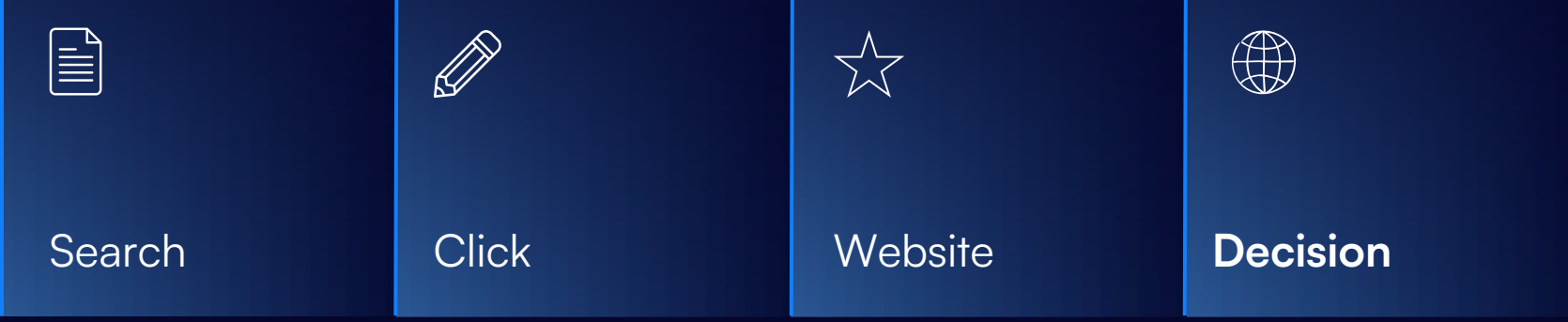
Which employer
is better for flexibility?

Here’s a breakdown of
which employer appears
to offer greater flexibility...



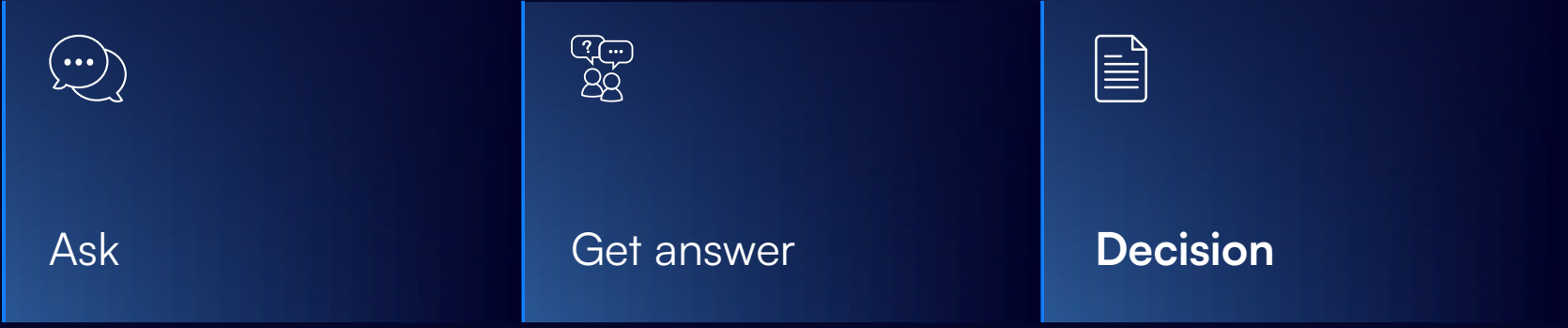
Then vs. Now

SEO ERA



Power = Ranking
Success = Traffic

GEO ERA



Success = Being recommended
Power = AI Summary

Optimize Your Career Site For GEO

- ☐ Build a multi-page career site with evergreen content and strong internal linking.
- ☐ Use structured, scannable content throughout the site (clear headings, bullet points, defined sections, and FAQs).
- ☐ Apply technical optimization to improve AI discovery, including GEO-targeted meta descriptions and AI-friendly schema markup.
- ☐ Update job descriptions to be clear, concise, and written in direct language.
- ☐ Create evergreen pages for frequently hired roles or job families to support long-term recruitment.