

# GETTING STARTED WITH GEO

Travellers used to search Google for fact-based answers like “things to do in [destination].”  
Now they ask AI for recommendations like: “What’s the best family-friendly resort near [destination] with a pool?”

## Quick Tips:

### START WITH CMS BASICS.

- Page titles and descriptions:**  
Every page needs a unique, descriptive title such as “Lakeside Cabins with Hot Tubs in Northeastern Ontario”. Add a 1-2 sentence meta description that summarizes what’s on the page.
- Fix broken links and remove old info:**  
Outdated pages and dead links impede your brand’s trustworthiness with both users and AI. Remove expired offers or promotions, update old contact info, and make sure links work.
- Set up internal links:**  
When you publish a blog post or a campaign page, link it to other relevant information within your site, and vice versa. Connecting related content makes exploring your site easier for guests and provides valuable context to AI.
- Make sure Google can find you:**  
Set up Google Search Console (free) and submit your sitemap. This lets Google know your site exists and is ready to be indexed. If your pages aren’t indexed, they can’t appear in AI recommendations.

## Community & Reputation:

### COLLABORATE, DON’T COMPETE.

- Link with your DMO and local partners:**  
AI learns about your business from across the web, not just from your own site. When your DMO, local businesses, restaurants, or event venues link to you, it signals credibility. Reach out and ask for reciprocal links.
- Get active on Google Business Profile and review platforms:**  
Claim and fully complete your Google Business Profile, including your hours, photos, description, and category – and make sure that information is consistent everywhere online. Ask guests or customers to leave a review on Google or TripAdvisor, and respond to all reviews, whether positive or negative – this will help AI gauge sentiment about your brand.

## Content Strategy:

### WRITE ARTICLES AI WILL LOVE.

- Answer real, specific questions,**  
like “Best time to visit for whale watching” or “What to pack for a canoe trip in (region).”
- Let your experts speak:**  
AI rewards content that demonstrates real experience and expertise, like a Q&A with a head guide or a chef.
- Structure it clearly,**  
using short paragraphs, headings, and bullet points where it makes sense. AI pulls from clean, easily scanned content. Long blocks of text get skipped.
- Test yourself:**  
Open ChatGPT or Gemini and ask: “Summarize [your business name].” If the result is wrong, incomplete, or missing, you’ve identified a gap in your content.

Take it to the next level with our  
Generative AI Search Playbook.

