

# GEO Content Brief Template

Use this template to guide the creation of AI-optimized content for your institution. It aligns with Generative Engine Optimization (GEO) best practices and is designed to improve visibility in AI-powered search systems.

## 1. Page Title and URL

Proposed Title: \_\_\_\_\_

Proposed URL: \_\_\_\_\_

## 2. Target AI Search Queries or Prompts

List 2–3 key questions students are likely to ask that this content should answer.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## 3. Content Goals

Primary Purpose of the content.

\_\_\_\_\_

\_\_\_\_\_

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Recommended H2s, H3s, and H4s - in content outline form.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## 5. Trust Signals and Data Points

Stats, rankings, accreditations, testimonials, or outcomes to include as proof points.

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## 6. Schema Markup(s) to Apply

E.g., FAQPage, EducationalOccupationalProgram, CollegeOrUniversity, Breadcrumb

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## 7. Internal Links

List of related internal pages to link to (and anchor text):

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## 8. Visual or Media Recommendations

Images, videos, infographics to support the content (descriptions or links to the media)

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## 9. Off-Site Repurposing Ideas

How might this be adapted for YouTube, LinkedIn, SlideShare, etc.?

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## 10. Pre-Launch Review Checklist

- ☐ Structured around student questions
- ☐ Includes trust-building signals
- ☐ Schema implemented
- ☐ Links to priority conversion paths
- ☐ Optimized for readability and clarity