

COMPARISON

SEO vs GEO: The Real Differences, Where They Overlap, and What Your Business Actually Needs

Key insights and actionable frameworks

vs Key Comparison Factors

What GEO Actually Does

GEO is a newer discipline that emerged as AI platforms became mainstream channels for discovery.

How upGrowth Runs Integrated SEO + GEO Programs

We don't treat SEO and GEO as separate services with separate teams.

Conclusion: The Smart Move Is Integration, Not Rep

The SEO vs GEO debate is the wrong question for 2026.

DETAILED ANALYSIS

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