

IN-DEPTH GUIDE

GROWTH AND VISIBILITY

SEO and GEO explained for a Quebec company

The difference between being found on Google and being cited by artificial intelligence, explained simply for a Quebec business manager.



GXN

Senior expertise · Digital governance

Quebec First

Quebec business context

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Updated

A top-down view of a dark, textured desk. In the center is an open notebook with a landscape photo on the left page and text on the right. Several small, square photographs and paper samples are pinned around the notebook with yellow pushpins. Thin yellow lines connect some of these pins to the notebook. To the left of the notebook is a small black bowl containing paper clips and a yellow highlighter. Above the notebook is a dark, rectangular object with a pen resting on it. To the right is a stack of books with a yellow sticky note on the bottom one. A magnifying glass is positioned at the bottom right. The overall aesthetic is professional and creative.

GROWTH AND VISIBILITY

SEO and GEO explained for a Quebec company

TL;DR

The answer in one minute

SEO means being well positioned in classic Google search results. GEO means being cited in the answers generated by artificial intelligence when someone asks them a question. These are two related but distinct goals, and the same groundwork generally serves both, as long as you write clear, structured, trustworthy content rather than content optimized by superficial gimmicks.

01 · BACKGROUND GUIDE

Why this distinction really starts to count

More and more business decisions start with a question posed directly to an artificial intelligence rather than a traditional Google search. A company absent from these generated responses becomes invisible at a critical moment in a potential customer's journey, the one where they form a first opinion, often before even comparing several suppliers with each other.

02 · BACKGROUND GUIDE

What GEO actually means

GEO, or Generative Engine Optimization, is the practice that makes your content understandable, summarizable, and citable by artificial intelligence systems that answer user questions. Concretely, a well-designed GEO page gives a direct answer right at the top of the page, clearly defines the technical terms used, structures the information into sections that make sense even when read separately, includes comparative tables or numbered steps when relevant, and names an actual author with a true update date.

DECISION CARD

The four angles to keep together

Why this distinction really starts to count
02 What GEO actually means
03 Why is it not a trick, but real clarity?
04 What worked before and is hurting now

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision
01	Why this distinction really starts to count	Setting the Context
02	What GEO actually means	Identify dependencies
03	Why is it not a trick, but real clarity?	Compare options
04	What worked before and is hurting now	Preparing for the next step

Why is it not a trick, but real clarity?

What makes content quotable by artificial intelligence is essentially what also makes it more useful to a busy human reader. A clear answer from the start, without unnecessary detours. Sections that stand up on their own. Concrete examples rather than vague generalities. It's not a game to be outsmarted, it's simply writing in a way that can be understood quickly and correctly, no matter who or what is reading the text.

INTERACTIVE TOOL

Set your decision

Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

01 **Why this distinction really starts to count**

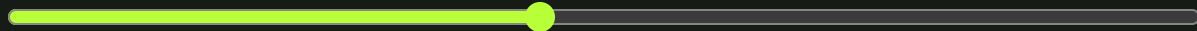
02 **What GEO actually means**

03 **Why is it not a trick, but real clarity?**

04 **What worked before and is hurting now**

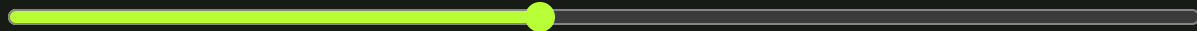
Urgent decision

5



Current control level

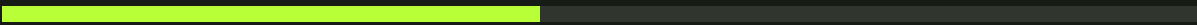
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



45 / 100

What worked before and is hurting now

Stuffing artificially repeated keywords into a text. The multiplication of almost identical pages, differing only by the name of a city for example. Generic articles produced in large quantities without any real contribution of knowledge. These old practices not only no longer help, they actively harm the credibility perceived by modern search engines and artificial intelligence systems.

05 · BACKGROUND GUIDE

What works today

Fewer pages, but each one significantly better and more complete. Content that contains true expert judgment, not just a compilation of information available elsewhere. Concrete examples taken from real experience. Honest numbers rather than vague generalities. This type of content takes longer to produce, but also much more difficult for a competitor to copy, making it a lasting asset for your business.

06 · BACKGROUND GUIDE

What we honestly can't promise

No guarantee of first position on Google, no one in the world can honestly give it. No promise of specific traffic volume on a fixed date. No risky tactics that could potentially penalize your domain name in the long run. What we can promise is a clear method, priorities justified by real data, and an honest measurement of progress made, even when it is slower than initially desired.

What I see on the ground

The best content I've seen work, both for traditional SEO and for AI citations, always comes from someone who really knows their stuff and is willing to write honestly, including when their own solution isn't the right answer in a given situation. Artificial intelligence systems, like attentive human readers, notice and value this nuance.

When this guide does not fully apply

If your company operates in an area where virtually no one does online research before purchasing, investment in artificial intelligence referencing and visibility becomes less priority for you than for other types of businesses.

Frequently asked questions

01 **Will SEO disappear because of artificial intelligence?**

It transforms rather than disappears. Sites that answer clearly and are truly authoritative on their subject are precisely those that artificial intelligence systems cite most often.

02 **How long before you see concrete results.**

03 **Is local SEO really worth it in Quebec?**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.

OFFICIAL SOURCES

References to be checked according to your situation

These references support the external rules and frameworks cited in this guide. They are not a substitute for legal or professional advice tailored to your organization.

Google Search Central

SEO Getting Started Guide





ABOUT THE PUBLISHER

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Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

Tell us what searches you want to exist on for your business.

The free evaluation will tell you what it takes, and if it's really worth it for you.

No call required. No sales sequence.