

SOLUTION DOSSIER

Search Visibility (SEO, AEO & GEO)

Visibility work across Google, local search and AI answer engines through Search Engine Optimisation (SEO), Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO).

<https://www.apporix.lu/solutions/search-visibility-luxembourg>

The three channels

- **SEO** — Organic ranking on Google and Bing, driven by metadata, schema, indexing, internal links, performance and crawlability.
- **Local search** — Luxembourg visibility through local service pages and business profiles — Google Business Profile, Bing Places and Apple Business where relevant — for maps placement and qualified local clicks.
- **AEO and GEO** — Answer Engine and Generative Engine Optimisation: structuring services, proof and expertise so ChatGPT, Perplexity, Gemini, Claude, Meta AI and Grok can understand and reference the business. Named engines, not a general claim about “AI search”.

Intent before content

Apporix separates local, commercial, informational and comparison searches before any page is created, then defines which pages should exist, how they link, and what each one must answer. Trust signals — proof, expertise, local relevance and clear service information — are added in a form search systems can parse. Visibility is then connected to landing pages that carry a visitor from search intent through to contact, so rankings translate into leads rather than traffic.

How a project runs

STAGE	DELIVERY
01. Audit	Rankings, pages, queries, competitors, business profiles, indexing and technical basics.
02. Map	Local, multilingual, commercial and AI-answer opportunities prioritised by search intent.
03. Create	Pages created or improved with structure, proof, schema, internal links and conversion paths. Apporix writes, designs and builds these directly in the site, including multilingual service pages.
04. Connect	Related pages, services, locations and languages linked so search systems understand the site as a whole.
05. Measure	Rankings, traffic, leads and page performance tracked with GDPR-compliant, privacy-conscious analytics.

Expectations on timing are set explicitly: some technical and profile changes index quickly, but meaningful organic growth usually takes weeks to months and should be judged on rankings, traffic and qualified leads rather than on page count.