

CONFIDENTIAL WARNING
MAY DESTROY AGENCIES

SEO & GEO Managed by Claude.

The setup guide that gets your business found on Google and recommended by AI. 5 skills, 1 honest caveat, no agency retainer.

4/10

The 4 out of 10 difficulty level. Fairly easy, fairly standard, and the tricky bit lives on page 5.



Your customers now search in 2 ways. Most websites are built for neither.

When someone needs what you sell, they either type it into Google or they ask an AI assistant to recommend someone. **SEO** (search engine optimisation) decides whether Google shows you. **GEO** (generative engine optimisation) decides whether ChatGPT, Claude, Gemini or Perplexity mention you when a buyer asks "who should I use for this?" That second question is being asked millions of times a day, and if the AI has never heard of you, the answer will be a competitor's name delivered with total confidence.

The good news is that the work overlaps heavily. Clear pages, accurate information about your business published where machines can read it, and content that actually answers your customers' questions will lift you in both places at once. This guide sets Claude up to do that work for you, because doing it by hand is the reason most businesses never do it at all.

The honest bit, before you start

Plenty of guides promise effortless results and quietly skip the awkward parts. We would rather tell you now: this is a **4 out of 10** on the difficulty scale. Fairly easy, fairly standard, and very doable for a non-technical business owner. But 2 things separate the people who get results from the people who get a folder of unused downloads. The first is **customising the skills to your business**, which is the most important part of this entire guide. The second is **connecting Claude to your website** so it can actually make the changes, which is the caveat we cover properly on page 5.



What you need before page 3

A Claude plan

Any paid Claude plan works. The skills run inside Claude, so there is no extra software to buy or wrestle with.

The 5 skills

All 5 are free inside the Claude Co-Founder community, alongside 500+ other skills built on the same approach.

About 1 hour

That is the customisation time. Skipping it is like hiring a specialist and refusing to tell them what your business does.



The top 5 SEO and GEO skills

A skill is a playbook Claude loads and follows, written by people who know the subject properly. Out of the box each one is deliberately generic. Customised, it behaves like a specialist who already knows your business, your customers and your patch. Under each skill we have flagged exactly what to feed it.

01 SEO Audit

The full health check, and the place to start because you cannot fix what you have not found. Claude works through your site checking page titles, meta descriptions, headings, image descriptions, sitemaps, broken links and structured data, then hands you a prioritised fix list ranked by impact rather than a 40-page report nobody reads.

MAKE IT YOURS Give it your website address, your 5 most important pages, and the search terms you actually want to be found for, so it judges the site against your goals rather than generic best practice.

02 On-Page SEO

The page-by-page fixer. Point it at 1 page and 1 target search term, and Claude rewrites the title, meta description, headings and content around what the searcher is trying to do, because a plumber searching "boiler service near me" wants a phone number, not an essay on the history of central heating.

MAKE IT YOURS Feed it your tone of voice, your services with the areas you cover, and the words your customers actually use, which are rarely the words your industry uses.

03 Schema Markup

Invisible labelling for your pages, written in a format called JSON-LD, which sounds technical because it is. The point of this skill is that you never have to touch it. The labels tell Google and AI systems precisely what each page is: your business, a service, an FAQ, a review. It earns you richer Google listings and it feeds AI assistants clean facts about you, which makes it 1 of the few jobs that counts double for SEO and GEO.

MAKE IT YOURS Give it your company details, services, locations and opening hours once, and it reuses them on every page it labels from then on.

04 AI Visibility

THE GEO ONE

This is the skill most businesses have never seen before. It tests how AI assistants describe your brand across the questions your buyers actually ask, things like "best accountant for UK startups" or "alternatives to your biggest competitor". It scores whether you are mentioned at all, how accurately, in what position and with what tone, then tells you exactly what to publish to improve the answer, because AI assistants form their opinions from what they can read about you online.

MAKE IT YOURS Give it your category, your 3 closest competitors, and the 10 questions your dream client would ask an AI. That list of questions is worth more than most marketing plans.

05 Content Strategy

The ongoing plan, because SEO and GEO are not a weekend project you finish. This skill maps the topics your business should own, organises them into pillar guides and supporting articles, finds the gaps your competitors rank for and you do not, and turns the lot into a realistic publishing calendar.

MAKE IT YOURS Tell it your core topics, your audience, and honestly how much you can publish per month. A plan you can sustain beats an ambitious one you abandon by March.

Customisation is 80% of the result

Here is the thing: every skill above works on day 1, but generically. The move that changes everything is a 10-minute conversation with Claude per skill. Open the skill and tell Claude what you sell, who buys it, where you operate, who you compete with and how you talk. Then ask Claude to save those answers into the skill itself, so it never has to ask again. From that point on, every audit, every rewrite and every plan comes out sounding like your business rather than a template.

This is the step almost everyone skips, which is convenient for us, because inside the Claude Co-Founder community we walk through it live and it is where the results come from. The same customisation method works on all 500+ skills in the library, not just these 5.



Claude can only update a website it can reach

Everything so far produces recommendations and finished copy. The last step is getting those changes onto your actual website, and this is where the difficulty rating is decided. For Claude to make the updates itself, it needs a live connection to your website platform. That connection is called an **MCP connector**, and platforms like Wix, WordPress, Webflow and Shopify all have routes to one. Once connected, the workflow is simple: Claude proposes the change, you approve it, Claude applies it.

ROUTE	DIFFICULTY	WHAT IT LOOKS LIKE
MCP connector	4 / 10	Claude is connected to your site and makes the updates directly, with you approving each change. This is the route this guide assumes.
Copy and paste	6 / 10	No connector. Claude writes every title, description and block of markup, and you paste each one into your website editor yourself. It works, it just costs you the time.
Claude in your browser	6 / 10	Claude drives your browser and clicks through your website editor like a very patient assistant. Powerful, but it needs more supervision and more setup.

So no connector does not mean no results, it means the difficulty creeps up from a 4 to a 6, and the setup for both fallback routes is exactly what we teach inside the Claude Co-Founder community, because this is the step where most people stall on their own.

2 rules before Claude touches anything live

Start with 1 page. Let Claude update a single page, check it yourself, and only then scale to the rest of the site. **Approve every change.** Claude will ask before changing anything live, and you should keep it that way, because even a brilliant assistant with the keys to your website deserves supervision in week 1.



● NEXT STEP

The 5 skills are free. So is the door they are behind.

All 5 SEO and GEO skills in this guide are free inside the **Claude Co-Founder community**, sitting alongside a library of 500+ skills that customise using exactly the method on page 4. The community is also where we teach the connector setup and the no-connector routes live, so however awkward your website platform turns out to be, you are not figuring it out alone.

1 Join the community

Start on the free tier at getaipowers.com and download the 5 SEO and GEO skills.

2 Customise them to your business

1 hour, 5 conversations with Claude, saved once and reused forever. This is the part that makes the results yours.

3 Connect Claude to your website

Set up the MCP connector for your platform, run the audit, and let Claude start working through the fix list with your approval on every change.

Run the audit this week, because every week your website sits unoptimised, Google and the AI assistants are confidently recommending someone else. *Properly.*

