

NSYGHT Publishes Educational Framework Comparing SEO, GEO, AEO, and AIO for Local Service Businesses

Austin agency releases a publicly available comparison of traditional search engine optimization, generative engine optimization, answer engine optimization, and AI optimization to help business owners understand how AI is reshaping local search.



Austin, Texas Apr 20, 2026 (Issuewire.com) - NSYGHT, a local SEO and AI search agency founded by Don Phelps, has published a publicly available framework comparing the four search disciplines that local service businesses now have to consider. The framework is available at nsyght.com/the-stack and

addresses a knowledge gap that has emerged as AI-generated answers from systems such as ChatGPT, Google AI Overviews, and Perplexity have begun to influence how consumers find local businesses.

The framework covers four distinct disciplines. The first is search engine optimization, commonly known as SEO, which focuses on visibility within traditional search engine results from Google and Bing. The second is generative engine optimization, often shortened to GEO, which is the practice of structuring content so that AI systems will cite it when generating answers to user questions. The third is answer engine optimization, or AEO, which targets featured snippets and the direct answer formats that appear at the top of search results. The fourth is the integration of all three, referred to as AI optimization or AIO, which is a unified approach combining the practices of the first three disciplines.

For each discipline, the comparison explains what types of queries it addresses, what platforms it primarily targets, what content structures support it, and how it interacts with the other disciplines. The framework is presented as a reference for business owners and marketing leads who need to understand the search landscape without becoming technical specialists themselves.

“Most local service business owners are trying to keep up with a search environment that has changed more in the last 18 months than it did in the previous decade,” said Don Phelps, Founder of [NSYGHT](#). “The point of publishing this framework is to give people a clear, plain-language reference so they can understand what each of these terms actually means and how the pieces relate to one another.”

The release reflects a broader shift in how consumers locate local services. AI-generated summary answers have begun appearing above traditional results for a growing share of search queries, and a portion of consumers are starting their research within conversational AI tools rather than within a traditional search engine. Businesses that appear within AI-generated answers can have a different visibility profile than those that rely solely on traditional rankings.

The framework was developed from approximately two decades of search engine optimization experience and nine years of operating NSYGHT. It draws on patterns observed across more than 500 client engagements and is written for local service business categories such as home services, professional services, healthcare practices, and retail businesses operating in defined geographic markets.

The comparison page is available without a registration or email submission requirement. NSYGHT also publishes a 40-point local SEO checklist and several guides covering AI search visibility, both of which are linked from the framework page.

About NSYGHT

NSYGHT is an Austin, Texas-based local SEO and AI search agency founded by Don Phelps. The agency specializes in search engine optimization, Google Business Profile management, generative engine optimization, and paid digital advertising for local service businesses. Don Phelps has more than 20 years of search engine optimization experience and is the host of Local SEO Unlocked, a podcast now in its second season. NSYGHT has served more than 500 clients across multiple industries and markets. More information is available at [nsyght.com](#).



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