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Kevin Iredell Discusses Optimizing Content for Generative AI Search with ABA Journal

Articles & Press

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Oct. 22, 2025 – Kevin Iredell discussed the rise of GEO, the practice of creating digital content that appears in responses from generative AI engines, with the [ABA Journal](#).

"A year ago, nobody was really talking about this," Iredell said. "It's really picked up in the last six months and follows the increasing use of large language models, like Copilot, Gemini, ChatGPT and even the Google AI search, which is now where a lot of people are getting their information."

In the article, Iredell explains how GEO is a natural evolution of SEO, which involves certain strategies to move a website higher in results from Google and other search engines. Building off this, he describes how firms that prioritized SEO have a head start in appearing in generative AI responses.

"If you're focused on content and keeping your content fresh and providing information that your clients are looking for, overall, you're going to do well in both SEO and GEO," Iredell said. "Because it's still all about content."

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Kevin Iredell