

Hong Kong WordPress Meetup #100





Agenda

6:30	Registration and picture taking of participants (especially Certificate of Appreciation recipients)
7:00	Opening with 100 th Meetup Opening Speech
7:05	"From Ranking on Google to Getting Cited by AI: WordPress SEO & GEO in 2026" by Ivan So
7:35	"A Recap of Our Last 100+ Events" by Hong Kong WordPress Meetup Organizers
7:50	Presentation of Certificates of Appreciation to speakers (for Meetups #80-#99), organizing team, and sponsors
8:00	Closing
8:05	More picture taking and dinner in nearby Hong Kong style restaurant (Optional)

Picture Sharing



Hashtag on Social Media:

#HKWPM meetup

#HKWPM meetup100

Share your event pictures:

<https://hkwp.me/photo100>





Opening Speech



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HONG KONG WORDPRESS MEETUP #100

FEATURING

**From Ranking on Google to
Getting Cited by AI:
WordPress SEO & GEO in 2026**

BY IVAN SO (廣東話)



Ivan SO

With over two decades of experience in SEO, I have dedicated my career to exploring and understanding the ever-evolving landscape of search and digital marketing. Throughout my journey, I have managed more than 400 WordPress sites and built 50 websites specifically for testing and learning about SEO best practices. I am grateful to be recognized as an official partner for MailChimp and MailerLite in Hong Kong. I have a passion for sharing knowledge, having completed and delivered over 200 training sessions on generative AI. As a five-time Amazon bestselling author and an instructor to over 17,000 students on Udemy, I am committed to continuous learning and helping others grow. My main focus is on supporting clients in boosting their online presence and driving meaningful traffic to their businesses.



From Ranking on Google to Getting Cited by AI: WordPress SEO & GEO in 2026



Search has fundamentally changed. Users no longer just click blue links—they get instant answers from AI Overviews, ChatGPT, and Perplexity. In this 30-minute talk, we'll explore how Generative Engine Optimization (GEO) complements traditional WordPress SEO. You'll learn actionable strategies for structuring your WordPress content, leveraging schema markup, and setting up your site so AI search engines recognize, trust, and cite your brand as the primary source.

WORDPRESS HONG KONG MEETUP

Generative Engine Optimization

How to get your WordPress site cited by ChatGPT, Perplexity, Gemini, and Google AI Overviews

Ivan So · AI & SEO/GEO Trainer, HDcourse · 30-minute lightning talk



HONG KONG WORDPRESS MEETUP #100

FEATURING

**From Ranking on Google to
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Hong Kong WordPress Meetup #100



A Recap of Our Last 100+ Events

*Hong Kong WordPress
Meetup Organizers*



Certificate of Appreciation Presentation









Speakers (Local)



Koala Yeung
(#80/#91)



Victor K. Nip
(#82/#87/#92)



Nicholas Yau
(#80/#90)



Patrick K.K. Lee
(#82)



M.C. Lam (#81)



Ivan So
(#84/#100)

Speakers (Local)



Jun Lam (#85)



Tony Tsui (#88)



Caroline Wang
(#85)



Kevin Leung
(#88/#92)



Chris Ng (#86)



Saralin Choi
(#89)



Speakers (Local) & Lightning Talk Speakers



Matthew Mak
(#94)



Ling Fung (#87)



Ricky Chan (#96)



Victor K. Nip
(#90)



Leonardo Lee
(#98)

Speakers





Speakers (Overseas)



LiRou C.
(#83, Malaysia)



Teh Yong Li
(#97, Malaysia)



Yves Tan
(#93, Malaysia)



Darren Chew
(#99, Australia)



Zee
Khamarudin
(#95, Singapore)



Adem Cifcioglu
(#99, Australia)

Volunteers



Volunteers



Caroline Wang



Kevin Leung



Matthew Mak

Volunteers





Organizers & Volunteers

Organizers



Ivan So



Nicholas Yau



Victor Nip

Volunteers



Caroline Wang



Kevin Leung



Matthew Mak

Organizers & Volunteers





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Group Photo Time
(Not the end of the Meetup yet!)



Closing



Call for Speakers



- Apply at <https://hkwp.me/be-a-speaker/>
- Topics:
 - Your WordPress Website
 - Development
 - Themes/Plugins
 - SEO/Content Marketing
 - Business Strategies
 - UI/UX
 - Security
 - Design
 - Career
 - Personal Experience
 - Accessibility
 - Other WordPress-related topics
- Talk duration: 5 minutes, 15 minute, or 30 minutes



Call for Volunteers

- Apply at <https://hkwp.me/be-a-volunteer/>
- We want
 - Designer
 - Video Editor



Picture Sharing



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Dinner

Sponsored by Kinsta

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樂天冰室 - 荔枝角長沙灣道808號香港紗廠工業大廈第一、二期地下C2B號舖

After reaching G/F cross the main road

Cost: Buy your own coffee/dinner (\$20 - \$80) minus “some amount”





Next Hong Kong WordPress Meetup Event

- Early September





Thank you sponsors,
again!

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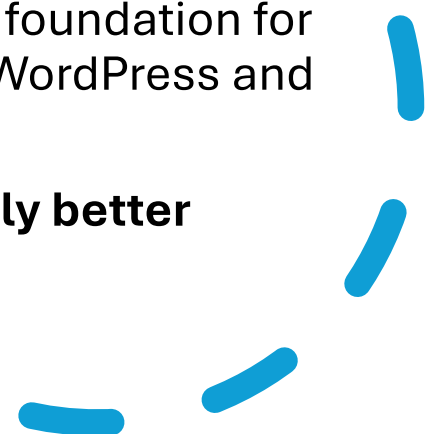
Kinsta's premium managed hosting for WordPress delivers speed, security, and global scalability, directly improving reliability, efficiency, and results. With transparent, flexible service, a cutting-edge technology stack, and 24/7/365 expert human support, Kinsta adapts to your needs and improves your workflows and performance, giving you the peace of mind to focus on your business.

Backed by the highest international standards with multiple regional datacenters and a global network beyond, Kinsta is an extension of your team that gives your projects a reliable foundation for online success, allowing you to work efficiently and scale campaigns effectively with WordPress and other technologies.

Streamline workflows, gain peace of mind, and maximize digital ROI with Kinsta: **simply better hosting.**

Visit kinsta.com

For more information, visit [LinkedIn](#), [Facebook](#), [X](#), [Github](#), [YouTube](#).



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Coffice 是以本地企業及傳統行業為主要服務對象的共享辦公室，自2014年起我們分別在觀塘、荔枝角及上水設立了分行。

Coffice 致力為每個創業家提供全面的創業支援及希望透過用戶交流平台，為初創公司及微企打做一個將工作，生活，社交合而為一的理想工作環境。

Coffice 不僅希望每個創業家可以在 Coffice shared office Hong Kong 成功開拓業務，更關心您在 Coffice coworking office space 工作及生活中都能夠忙裡偷閒。於 Coffice 的 Coffee Bar 喝杯咖啡，抖足精神，與 co space 身邊的伙伴談天說地分享創業經驗，從而互相激發靈感，充電後再搏殺。



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