⎔ ChatGPT

Generative Engine Optimization (GEO)

Overview

Large-language-model–powered systems such as **ChatGPT**, Google's **AI Overviews**, **Perplexity** and **Gemini** combine retrieval with generation to answer user queries. These *generative engines* search the web and then generate a synthesized answer with citations. Unlike traditional search engines, generative engines embed citations in a structured answer, making ranking and visibility more nuanced. Content creators have little control over when and how their websites are cited [1] . **Generative Engine Optimization (GEO)** is a new research area and marketing discipline that aims to **optimize content for generative engines** so that it is cited more often and ranked higher in generated answers [2] . The concept is similar to **Search Engine Optimization (SEO)** but addresses AI-generated answers rather than blue-link lists [3] .

This report summarizes academic research, datasets and open-source resources, lists commercial GEO tools and startups, and highlights funding events for companies developing GEO platforms.

Academic research and datasets

Resource	Description	Citation
GEO: Generative Engine Optimization (Aggarwal et al., 2024)	First academic paper proposing GEO. It formalizes *generative engines* (combined retrieval and LLM generation) and introduces a **black-box optimization framework** that ingests a website and produces an optimized version to increase its visibility in generative engines [4] . The paper argues that visibility metrics must account for the positions and influence of citations within generated answers [5] . Evaluations on a prototype GE and on Perplexity.ai show GEO can improve citation visibility by **up to 40 %** [6] .	[7]
GEO-bench dataset	Dataset accompanying Aggarwal et al.'s paper. Contains **10 000 queries** across multiple domains drawn from sources such as MS Macro, ORCAS-1, Natural Questions and GPT-4-generated queries [8] . Each query is associated with five cleaned sources and tagged with more than 50 attributes [9] . A public leaderboard hosted on Hugging Face allows researchers to submit new optimization methods [10] .	[11]

Resource	Description	Citation
Answer Engine Optimization (AEO) research	AEO is an adjacent concept focusing on optimizing content for direct-answer features such as Google's **featured snippets** and **AI overviews**. Most available resources are practical guides rather than peer-reviewed papers. For example, market guides explain that AEO uses structured data and high-quality content to increase the chance of being cited by AI systems [12] .	[12]

GEO benchmark and code resources

- **Project website** – The GEO research group hosts a project site with links to the paper, dataset and leader-board [13] .
- **Code repository** – The authors provide code for reproducibility and optimization methods (hosted on GitHub via the project site). This code implements the black-box optimization framework and baseline strategies.
- **Dataset on Hugging Face** – The GEO-bench dataset is publicly available on Hugging Face; it includes training/validation/test splits and example queries [11] .

Commercial GEO platforms and tools

Numerous startups and SaaS providers offer tools to monitor how brands appear in AI-generated answers and to recommend optimizations. Many of these tools are listed in the open-source "generative-engine-optimization-tools" repository (maintained by Izak Fisher), which compiles marketing platforms and dashboards [14] . Below are notable platforms, their focus areas and known funding.

Platforms with disclosed funding

Company/ platform	Description	Funding (latest known)	Sources
Athena (AthenaHQ)	Platform for monitoring and improving a brand's presence across generative engines (ChatGPT, Perplexity, Claude, Gemini). Provides a "360-degree view" of how customers discover a brand and an action centre with AI-generated recommendations [15] .	**US $2.2 million seed round (Jun 2025)** from Y Combinator, FCVC, Red Bike Capital, Amino Capital and search executives [16] .	[15] [16]

Company/ platform	Description	Funding (latest known)	Sources
Profound	Enterprise platform that tracks how brands appear in AI search and provides answer-engine insights. The company generates synthetic prompts to analyse brand presence and integrates with websites to monitor which pages are crawled [17] .	**US $3.5 million seed (Aug 2024)** from Khosla Ventures, South Park Commons and angels [18] ; **US $20 million Series A (Jun 2025)** led by Kleiner Perkins with participation from Khosla Ventures, Nvidia NVentures, Saga, South Park Commons and SV Angel [19] .	[18] [19]
Bluefish AI	Tempe-based startup providing AI visibility monitoring and brand-safety console. Helps businesses in industries like tourism, healthcare and retail monitor their presence on generative engines and identifies influential third-party sources [20] .	**US $5 million seed funding** from Crane Ventures and Laconia (mid-2025) [21] .	[20]
Otterly.AI	Austrian startup offering a dashboard that tracks AI search results and link citations across models like ChatGPT, Perplexity and Google AI Overviews. It monitors brand mentions and sentiment and plans to add a recommendation engine [22] .	No public funding disclosed (some sources indicate a €0.5 million seed, but figures are unverified).	[22]
Goodie AI	All-in-one answer-engine optimization suite for consumer-brand marketers. Provides monitoring, analysis and optimization features (pricing not widely available) [23] .	No public funding disclosed.	[23]

Other GEO/AEO tools (curated from the open-source list)

These tools focus on monitoring generative-engine visibility, analysing citations, and offering optimization recommendations. Pricing and business models vary; some have free trials while others target enterprise customers.

Tool	Focus area
AiCarma	Daily visibility score and weekly reports showing how ChatGPT, Perplexity and Google AI Overviews mention a brand [24] .

Tool	Focus area
AI Rank Tracker	Experimental tool from DejanSEO that mines language-association graphs to show which entities LLMs associate with a brand [25] .
Am I on AI?	Simple checker showing how often ChatGPT recommends a business and offering priority fixes [26] .
AppearOnAI	Action-oriented audit and playbook to boost site visibility inside ChatGPT, Claude and Gemini answers [27] .
Avenue Z (AIO)	Consultancy service that provides share-of-voice templates and guided roadmaps for AI visibility [28] .
Bluefish AI	Unified visibility and brand-safety console with consumer-engagement tools [29] .
BrandLight.ai	Tracks and "reshapes" narratives AI engines tell about a brand using influence-source scoring [30] .
Cognizo	Combines prompt-level analytics, sentiment and customer-journey gap detection into an "AI Visibility CRM" [31] .
Evertune	Provides an AI Brand Index and benchmarks which publishers influence LLM output [32] .
Exanimo.ai	White-label GEO platform for agencies; supports multi-client dashboards and SOC-2 compliance [33] .
FalconRank.ai	Offers instant rankings for AI Overviews, ChatGPT, Gemini and more; rolls results into a single "AI Visibility Score" [34] .
Gumshoe AI	Surfaces the citations competitors own and suggests takeover tactics [35] .
LLMO Metrics	Scores visibility and prioritises tweaks most likely to boost citations in ChatGPT, Gemini and Copilot [36] .
ModelMonitor	Monitors brand mentions across 50 + models (OpenAI, Anthropic, Grok, etc.) with API and webhooks [37] .
Otterly.AI	Real-time dashboard for Google AI Overviews, ChatGPT and Perplexity; tracks citations, sentiment and share of voice [38] .
Peec AI	Marketing console benchmarking ChatGPT, Claude, Gemini and Perplexity visibility across countries; includes competitor leaderboards [39] .
Peekaboo	Competitor-insights engine showing which rivals capture your traffic in AI chat and by how much [40] .
Profound	Enterprise answer-engine optimization platform; monitors brand presence and generates optimization recommendations [17] .
Promptwatch	Tracks brand mentions, pinpoints answer gaps and suggests new content topics [41] .

Tool	Focus area
Quno.ai	Brand-visibility scorecard, prompt-library tester and AI-SEO writer with a free tier [42] .
Rankscale.ai	GEO suite including rank tracking, competitive gap analysis and tactics blog [43] .
Scrunch AI	Provides content analysis for AI readability and optimization recommendations [44] .
Senso.ai	Detects content gaps and keeps messaging consistent across AI surfaces; integrates with CMS for auto-publishing [45] .
Share of Model	Jellyfish's platform measuring proportional mentions across LLMs (share of voice) [46] .
Trackerly.ai	Daily brand-mention tracker covering multiple LLMs in 20 + languages; auto-builds reports [47] .
Trakkr.ai	Free beta tool doing daily prompt generation and tracking across the five biggest LLMs [48] .
What AI Knows About You	Audits the facts, sentiment and hallucinations AI engines present about a brand and alerts for reputation risks [49] .
xfunnel.ai	Maps the conversion journey inside LLM answers to identify missing FAQs and optimization opportunities [50] .

Guidance for optimizing content for AI search

- **Focus on high-quality, relevant content** – GEO and SEO both emphasize that content should be **authoritative, trustworthy and aligned with the user's intent** [51] . Structured data (e.g., schema markup), citations from trusted sources, and clear language help generative models understand and quote your content [52] .
- **Use conversational and long-tail phrases** – Generative models often process **natural-language prompts**, so including conversational questions and answers can increase the chances of being cited [53] .
- **Provide statistics, quotes and citations** – Aggarwal et al. found that including **citations, quotations and statistics** in website content significantly boosts visibility in generated answers, increasing citations by over **40 %** [54] .
- **Monitor AI visibility** – Use GEO tools to track how different AI models mention your brand and which prompts trigger citations. Identify competitor citations and adjust content accordingly.
- **Iterate and adapt** – AI engines evolve quickly; strategies should be updated based on changes in models and ranking behaviour [55] .

Conclusion

Generative Engine Optimization is emerging as an important discipline alongside search engine optimization. Academic research shows that optimizing websites specifically for generative engines can yield **substantial visibility improvements** [6] . Commercial demand for GEO has spurred a new generation of startups and tools that help brands measure how AI models cite them and recommend optimizations. As AI-powered search grows, marketers and content creators should adopt GEO best

practices and monitor their presence across generative engines to remain visible in zero-click search environments.

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