

1 billion+ queries/day flow through ChatGPT. When someone asks “best AI consultant for manufacturing,” will it recommend you? Here’s how to make that happen.

The New Game: GEO

Generative Engine Optimization (GEO) is SEO for AI. Instead of ranking in Google’s blue links, you’re optimizing to be **cited in AI-generated answers**.

Key difference: ChatGPT doesn’t rank pages. It **synthesizes** answers from sources it trusts. You need to be one of those sources.

Where ChatGPT Gets Its Data

Source	ChatGPT Citations
Wikipedia	47.9%
Reddit	11.3%
News outlets	8.2%
Niche authority sites	15.4%
Other	17.2%

Source: Profound Study, June 2025 (30M+ citations analyzed)

7 Tactics That Work

1. **Structured Q&A content** — Write FAQ pages that directly answer questions ChatGPT users ask. Use “What is...”, “How to...”, “Best...” headers.
2. **Schema markup (JSON-LD)** — Add structured data: Person, Organization, FAQ, Article, HowTo. This is how AI “reads” your site.
3. **Wikipedia presence** — Create/update your Wikipedia article (47.9% of ChatGPT citations!). Or get mentioned on relevant Wiki pages.
4. **Authoritative backlinks** — ChatGPT trusts sites that other trusted sites link to. Guest posts on industry publications.
5. **Long-form depth content** — 2,000+ word guides on your exper-

tise. AI prefers comprehensive sources it can quote from.

6. **Consistent entity signals** — Same name, title, company across LinkedIn, Substack, website, Crunchbase, Twitter. AI cross-references these.
7. **Reddit & community presence** — Answer questions on Reddit, Stack Overflow, Quora with genuine expertise. Perplexity uses Reddit for 46.7% of citations.

Quick Wins (This Week)

1. Add JSON-LD structured data to your website (Person + Organization schema)
2. Write 3 FAQ-style blog posts answering questions in your domain
3. Update LinkedIn with exact same bio/credentials as website
4. Answer 5 relevant Reddit/Quora questions with real expertise
5. Ask ChatGPT about yourself — see what it says, then fix gaps

What NOT to Do

- **Don’t** stuff keywords — AI detects this and ignores it
- **Don’t** use AI-generated filler content — AI recognizes its own output
- **Don’t** ignore traditional SEO — Google ranking still feeds ChatGPT
- **Don’t** neglect freshness — update content with current stats/dates

The Ainary Advantage

We already have: JSON-LD schema [📄](#), Substack [📄](#), LinkedIn [📄](#), Twitter [📄](#). Next: Wikipedia presence, Reddit strategy, FAQ content series.

Production-tested prompts for deep research, competitive analysis, legal review, and contract analysis. Use with Claude, GPT-4, or Gemini.

Deep Research Prompts

Market & Competitive Analysis

You are a senior strategy analyst. Research [INDUSTRY/COMPANY]. Deliver:

1. Market size & growth (cite sources)
2. Top 5 competitors with positioning
3. Key trends (last 12 months)
4. Unmet needs / white spaces
5. 3 contrarian insights others miss

Format: Executive brief, bullet points, sources cited.

Deep Dive on a Topic

Act as a research scientist. Analyze [TOPIC] comprehensively:

- State of the art (what's known)
- Key debates (where experts disagree)
- Recent breakthroughs (last 6 months)
- Open questions (what's unsolved)
- Implications for [YOUR DOMAIN]

Cite specific papers, studies, or data. Flag uncertainty levels.

Due Diligence (Startup/Fund)

Conduct due diligence on [COMPANY]:

- Business model & unit economics
- Team background & track record
- Market timing: why now?
- Technical moat assessment
- Top 3 risks (be brutally honest)
- Comparable exits in this space

Write as if advising a VC partner making a \$5M decision.

Red Team / Devil's Advocate

I'm about to [DECISION/STRATEGY]. Your job: destroy this idea.

Find every weakness, every way it could fail, every assumption that might be wrong. Be specific. Use data where possible.

Then: which of your objections are fatal vs. manageable?

End with: "If you still proceed, mitigate these 3 things."

Trend Synthesis

Synthesize these sources: [PASTE 3-5 URLS OR SUMMARIES]

- What do they agree on?
- Where do they contradict?
- What's the signal vs. noise?
- What are they all missing?

Write a 500-word brief I can share with my team.

Legal Analysis Prompts

Contract Review

Review this contract as an experienced corporate attorney.

Focus on:

1. Liability exposure (uncapped? indemnification?)
2. Termination rights (who can exit, when, how?)
3. IP ownership (who owns what's created?)
4. Non-compete / non-solicit scope
5. Payment terms & penalties
6. Governing law & dispute resolution

Flag: RED (high risk), YELLOW (negotiate), GREEN (standard).

End with: Top 3 clauses to negotiate before signing.

Regulatory Compliance Check

Analyze whether [PRODUCT/SERVICE] complies with [REGULATION].

- Which specific articles/sections apply?
- Where are we compliant? Where are gaps?
- What documentation is required?
- What are the penalties for non-compliance?
- Recommended remediation steps (prioritized)

Note: This is preliminary analysis, not legal advice.

Legal Risk Assessment

We're planning to [ACTION]. Assess legal risks:

- Jurisdictions affected (US, EU, other?)
- Applicable regulations (GDPR, SOX, industry-specific)
- Precedent cases (similar situations, outcomes)
- Risk level: Low / Medium / High / Critical
- Recommended: proceed / proceed with mitigation / don't proceed

Write as a memo to the CEO. Be direct.

NDA / Agreement Drafting

Draft a [TYPE] agreement between [PARTY A] and [PARTY B].

Context: [DESCRIBE RELATIONSHIP & PURPOSE]

Include: standard protections for [MY SIDE].

Tone: Professional but not adversarial.

Flag any clauses where I should consult an attorney before finalizing.

Pro Tips:

- Always add: "Cite sources. Flag uncertainty."
- Chain prompts: Research → Analyze → Red Team → Decide
- For legal: Always add "This is not legal advice" disclaimer
- Use Claude for nuance, GPT-4 for breadth, Gemini for data
- Save your best prompts as templates — they compound