GEO/AI Analytics Platform

⊙ Created by	🧑 Bibo Wang
🕐 Created time	@October 24, 2025 11:48 AM
≣ Tags	

🌐 1. Discover & Plan — Choosing What to Watch

This is where users decide what kinds of questions they want the system to ask the AI search engines.

Prompt & Topic Manager

- **What users do:**

  You tell the system what questions people might ask in ChatGPT, Perplexity, or Google's AI Overview — like *"Who are the best suppliers of ashwagandha?"* or *"Where can I buy bulk protein powder?"*

  You group these into **topics** (Herbal Ingredients, Sports Nutrition, etc.) and set how often to check — every day, week, or month. You can also add competitor brands to compare against.

- **What happens in the background:**

  The system schedules automatic "queries" to those AI platforms and keeps track of costs and frequency.

- **Why it matters:**

  You get to focus on the conversations that matter most to your business — instead of tracking thousands of random prompts.

🔍 2. Monitor & Understand — Seeing How You Appear in AI Results

This part automatically checks how AI tools talk about your brand or your competitors.

Engine Connectors

- **What users see:**

  You open a dashboard showing results from different AI engines (ChatGPT, Perplexity, Gemini, etc.). Each question shows the full AI answer, which links were cited, and even a screenshot for proof.

- **Behind the scenes:**

  The platform automatically "asks" these questions to each AI engine, saves the text of the answer, and captures the list of links or brand mentions.

- **Benefit:**

  You can clearly see if your brand is being mentioned or ignored — and how that changes over time.

Parser & Normalizer

- **What users see:**

  All answers look consistent, no matter which AI engine they came from.

- **Behind the scenes:**

  Each engine's answer format is different, so the system cleans and standardizes them.

  Example: ChatGPT might show "sources" while Perplexity lists "links." The platform turns them into one consistent format so you can compare fairly.

- **Benefit:**

  You get one clean dashboard instead of manually decoding different result layouts.

Brand & Competitor Resolver

- **What users do:**

  You add your company's domains (like `ingredientsonline.com`) and any brand nicknames.

- **Behind the scenes:**

The system checks every link and text mention to figure out which brand it belongs to — even if it's a subdomain or product name.

- **Benefit:**

  You know exactly **who** is winning attention in AI results — you, a competitor, or a marketplace.

Scoring & Trends

- **What users see:**

  A clear "report card" of your brand's presence:

  - **Answer Share** — how often your brand is mentioned in answers.

  - **Citation Share** — how often your site's links are cited.

  - **Sentiment** — if mentions are positive or negative.

  - **Prominence** — whether you're mentioned first or last.

- **Behind the scenes:**

  The system crunches daily data and turns it into visual trends and alerts.

- **Benefit:**

  You can easily spot if your visibility is improving, stable, or dropping — without reading every single AI answer.

⚙️ 3. Optimize & Execute — Taking Action

Here's where teams use insights to improve how their brand appears in AI search.

GEO Audit Crawler

- **What users do:**

  Run a "site check" on your website. The tool scans your pages and lists what could help AI models understand and cite you better — like missing FAQ schema, unclear titles, or lack of structured data.

- **Behind the scenes:**

It automatically browses your website (like Google does) and tests for specific technical and content issues that affect AI visibility.

- **Benefit:**

Instead of guessing, you get a to-do list with the exact changes that could make your pages more "AI-friendly."

Insights & Action Center

- **What users do:**

The system gives you prioritized suggestions like:

"Add an FAQ block to your ashwagandha page — it's missing on competitor pages cited by ChatGPT."

You can generate an outline or send the task directly to your content team.

- **Behind the scenes:**

It connects GEO results, competitor data, and your website audit to suggest the highest-impact actions.

- **Benefit:**

You focus on fixes that actually move the needle, not on random SEO tweaks.

LLM Emulator (Test Harness)

- **What users do:**

Before publishing changes, you can test two content versions (say, old vs new product page) and see which one AI engines are more likely to quote.

- **Behind the scenes:**

The system uses an AI model that imitates ChatGPT's reasoning style. It "asks" your target questions and measures which page seems more authoritative.

- **Benefit:**

You can test content like you'd test ads — before spending weeks waiting for results.

Experiment Lab

- **What users do:**

  Launch small real-world tests — for example, change content on half your pages and keep the other half as control.

  After a few weeks, see if your brand shows up more often in AI answers.

- **Behind the scenes:**

  The platform tracks before-and-after visibility and calculates whether the lift is statistically significant.

- **Benefit:**

  You prove which optimizations really increase your AI visibility — with hard data.

📣 4. Communicate & Automate — Staying in the Loop

Alerts & Digests

- **What users do:**

  Subscribe to instant alerts or weekly summaries.

  Example: "Your Answer Share dropped 10% on Gemini this week — competitors gained ground."

- **Behind the scenes:**

  The system constantly checks for sudden changes or trends and sends alerts via email or Slack.

- **Benefit:**

  You never miss an opportunity or threat — it's like a watchdog for your AI visibility.

Dashboard & Analyst Workbench

- **What users do:**

Explore data interactively — filter by engine, topic, or date; annotate key events; export slides for reports.

- **Behind the scenes:**

  The dashboard pulls from analytics databases and adds saved "views" for regular tracking.

- **Benefit:**

  Everyone — executives, marketers, or SEO — can understand performance at a glance.

API & Integrations

- **What users do:**

  Connect your GEO data to other systems like Google Data Studio, HubSpot, or your internal BI tool.

- **Behind the scenes:**

  The API provides read-only access to answers, citations, and trends.

  Webhooks can push new loss/gain alerts automatically.

- **Benefit:**

  GEO data becomes part of your company's overall marketing intelligence.

🧱 5. Admin & Governance — Keeping It Reliable and Secure

Tenancy & Billing

- **What users do:**

  Admins manage workspaces, invite teammates, assign roles, and monitor usage or costs.

- **Behind the scenes:**

  Subscription tiers control how many prompts and engines each workspace can track.

- **Benefit:**

  Clear visibility of usage and spend across teams.

Compliance & Observability

- **What users do:**

  Compliance officers review data storage rules and retention policies; engineers monitor uptime and errors.

- **Behind the scenes:**

  The system encrypts stored data, logs every action, and automatically removes old results after set retention periods.

- **Benefit:**

  Enterprise-grade reliability and legal peace of mind.

💡 Why It's Valuable (Simple Summary)

What It Does	Why It Helps
Tracks how AI tools describe your brand	You can see if customers are hearing about you — or your competitors — first
Audits your site for "AI-readiness"	Gives clear, fixable steps to make your pages more visible
Suggests and tests improvements	Saves time and effort by focusing on what actually works
Sends alerts and digests automatically	Keeps everyone informed without manual checks
Integrates into your existing dashboards	GEO becomes part of your marketing and growth analytics

🧭 In one line:

> The system continuously asks AI engines the same questions your customers do, shows you how your brand appears in those answers, and helps you fix what's missing — automatically, with proof.