GENERATIVE ENGINE OPTIMIZATION AGENCY

GEO agency that help brands rank in AI search engines   Based in Europe   We optimize websites for ranking in ChatGPT, Perplexity, Claude & Gemini.

Generative Engine Optimization - How to rank on ChatGPT & ...

Proud

Proud Generative Engine Optimization (GEO) partners of Europe's leading SaaS & Fintech startups & enterprise companies.

BIGCOMMERCE

Payoneer

WorldFirst

text.cortex

meniga

ANNA

apexanalytix.

zencoder

Native Teams

onetrace

Global App Testing

Signify

rready

Authored Up

Glorify

GEO, LLMO, AEO, AISEO...

However called, the trend of AI search & the need to optimize websites for it is undeniable.

User behaviour is changing. People searched for information in a radically different way before the invention of LLMs such as ChatGPT, Perplexity, Claude or Gemini.

Will AI search completely replace Google & other traditional engines? We don't believe so. Simply, data suggests that is not realistic.

But, is SEO evolving to multi-channel SEO, with Generative Engine Optimization (GEO) being the new, critically important subcategory of it? That one is true. And companies should adjust to this shift. We help them do so through our generative engine optimization services.

Based on our research, AI search experiments & 10+ years of experience in B2B SEO, we don't see GEO completely isolated from SEO activities. Just an added layer to it.

Here are GEO activities we maximize the probability of ranking high on AI engines through.

001: AI Crawler Optimization
We optimize your website's

accessibility to AI crawlers like Bing and OpenAI, ensuring your content appears in AI-generated search results without contributing to training data.

002: Strategic Keyword Placement

We implement precise keyword positioning that AI systems prioritize, including placement within titles, first paragraphs, headers, and conclusions to maximize visibility.

003: Schema Markup Implementation

We create and integrate custom schema markup for every page type, enhancing how AI interprets your content and improves presentation in search results.

004: LLMs.txt File Creation

We develop specialized markdown files that provide AI-friendly navigation of your content, helping language models better understand and reference your expertise.

005: Featured Snippet Optimization

We structure your content specifically to capture featured

snippets in search results, increasing visibility and establishing authority in AI-powered searches.

006: Multimodal Content Enhancement

We transform your content to work across text, image, and voice searches by implementing paired visuals, proper metadata, and optimized multimedia elements.

007: Citation Engineering

We embed "citation triggers" throughout your content that prompt AI systems to treat your information as authoritative and reference-worthy.

008: Knowledge Panel Management

We help claim and optimize your brand's knowledge panels, increasing credibility and visibility in both traditional and AI-powered search.

009: Content Structure Optimization

We restructure your content using AI-friendly formats including FAQs, HowTo guides, and comparison tables with proper

schema markup.

010: Voice Search Readiness

We optimize your content for conversational queries and voice search with natural language, second-person narrative, and proper "Speakable" schema.

011: Synthetic Query Generation

We identify and target emerging questions before they become competitive, positioning you as the definitive answer source for new search patterns.

012: Content Clustering Strategy

We group semantically related topics to build topical authority, helping AI systems recognize your expertise in specific subject areas.

013: Zero-Click Query Targeting

We capture search real estate even without clicks by optimizing for direct answer formats that appear in search results and AI responses.

014: Content Freshness Management

We implement systems to maintain content currency with timestamps,

regular updates, and refresh
cycles that signal relevance to
AI systems.

015: Cross-Platform Content Syndication

We extend your content reach
across multiple platforms
including LinkedIn, Medium, and
Substack to increase visibility
in AI training datasets.

016: JavaScript Reduction

We optimize your website
architecture to reduce JavaScript
dependency, making your content
more accessible to AI crawlers
that struggle with JS-heavy
sites.

017: Natural Language Query Optimization

We restructure your content to

OMNIUS   Services   Company   Industries   Knowledge   Get started ›

likely asking in conversational
AI search engines.

018: Bing Search Engine Optimization

We implement specialized Bing
optimization strategies that
improve your visibility in

Microsoft's ecosystem, including Copilot and other AI tools that use Bing's index.

019: Multi-Channel Authority Building

We develop a targeted strategy for building citations across the platforms AI engines favor, including Reddit, Quora, G2, Gartner Peer Insights, and LinkedIn.

020: Data Relevancy Enhancement

We implement protocols for research, fact-checking, and regular content updates to ensure your content meets the high factual standards that AI search engines prioritize.

Partner with us   **Book a call** ›

We create a logical, AI-friendly site structure with dedicated URLs for each subtopic, improving crawlability and content understanding by AI models.

022: AI-Engine Competitive Analysis

We analyze which sources AI engines are currently citing for your target keywords and develop

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strategies to position your
content among these authoritative
references.
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We partner up with forward-thinking companies from SaaS & Fintech verticals. Unlike traditional agencies, we integrate deep; covering the growth on both traditional & AI-based search

engines.

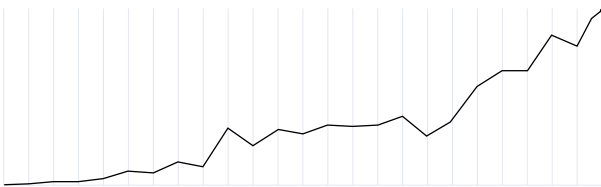B2B companies, big & small, saw a proof of concept in our workflow. Here are the results.

AI / LLM SaaS ↗

How We Grew SaaS Tool from 0 to 2.73M Organic Clicks In 13 Months
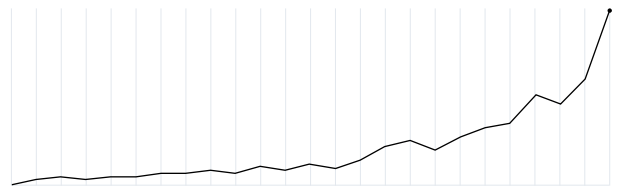
Si **Speedinvest**
Backed startup

SaaS ↗

How We Grew SaaS AI Tool from 0 to 60K Monthly Organic Visits in 7 Months

e₁ɪ **Entrepreneur First**
Backed startup

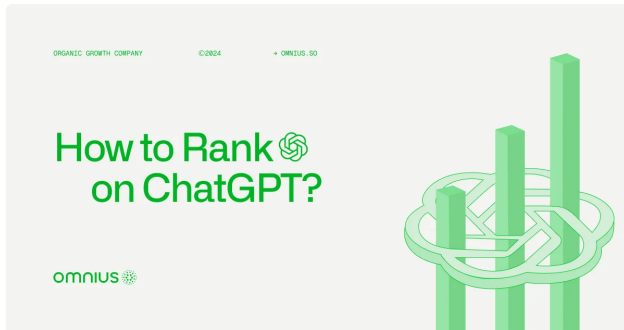# We turn our AI search experiments into GEO publications & case studies. Learn from our knowledge.

How to Rank on ChatGPT in 2026: 6 Tips to Boost AI Visibility [Updated]

It's SEO + GEO, Not SEO vs. GEO - Generative Engine Optimization & SEO Are

Knowledge | Srdjan Stojadinovic

Complementary
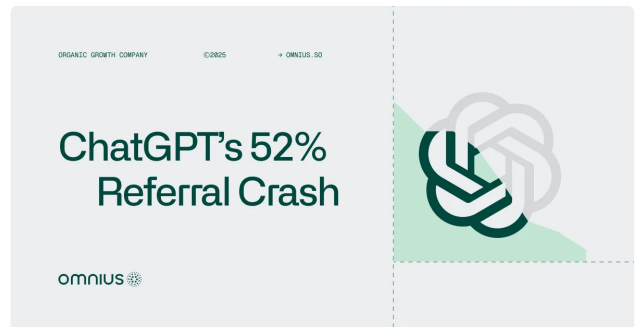
Knowledge | Matija Golubovic

Future of LLMs: Why AI Reasoning Makes SEO Essential

Knowledge | Matija Golubovic

The ChatGPT 52% Referral Crash: Why Betting on One Organic Channel Can Be a Risk

Knowledge | Srdjan Stojadinovic

What is LLMs.txt & How To Create It For SEO? [Full Guide]

Knowledge | Matija Golubovic

How to Rank in AI Search Results in 2026? [Actionable Guide]

Knowledge | Ana Pantic

GEO Industry Report 2025: Trends in AI, LLM Optimization & Regional Search Growth

Resources | Matija Golubovic

6 GEO Strategies That Work & How to Rank on ChatGPT & Perplexity? [AI Search SEO]

Videos | Matija Golubovic

"With Omnius, we saw immediate results - **64% higher conversion on a new website and 110% organic growth in 6 months.** So, if you want an agency that understands startups, do yourself a favour and talk to them."

Ivana Todorovic

CO-FOUNDER & CEO

@ AUTHOREDUP

Case study ›

INDUSTRY	DEFINITION	HEADQUARTERS	URL
SaaS	LinkedIn content SaaS, 30,000+ users, G2's Top LinkedIn Tool 2025, featured by LinkedIn Top Voices.	London	https://authoredup.com/ ⧉

Dominik Lambersy

CO-FOUNDER & CEO

@ TEXT CORTEX AI

"Omnius is bringing in great ideas from their view of the SaaS world."

INDUSTRY	DEFINITION	HEADQUARTERS	URL
AI / LLM SaaS	Germany-based AI startup, backed by Speedinvest & b2venture, in EU Top 200 GenAI list, One of G2's 10 Best AI Software Products of 2025.	Berlin	https://textcortex.com/ ⎋

Martín Ramírez

CO-FOUNDER & CEO

@ SIGNIFY

"Mat Golubovic and the **Omnius team have a been one of our secret GTM superpowers.**

Far from the nightmares I've accrued hiring SEO agencies in the past. Particularly at a time when the SEO playbook of old quickly becomes irrelevant."

INDUSTRY	DEFINITION	HEADQUARTERS	URL
AI / Compliance Software	US-based AI compliance startup for consumer products. raised $2.1 M in pre-seed funding, led by FUSE with participation from AI2 Incubator. provides AI-powered regulatory-compliance checks for food, cosmetics, electronics & more.	Seattle	https://www.getsignify.com/ ⧉

"Omnius created an automated content machine complete with fullscope reporting and additional exclusive consulting for further insights and improvements.

The team are exceptionally organized, forthcoming and proactive in all discussions and usually the first to respond.

They don't just deliver content but they also **dive deeper into strategy** and explorations of potential routes for growth."

Omar Farook

CO-FOUNDER & CEO @ GLORIFY

INDUSTRY	DEFINITION	HEADQUARTERS	URL
Design / SaaS	UK-based design SaaS, backed by Fuel Ventures, used by 300,000+ entrepreneurs and e-commerce brands worldwide.	London	https://glorify.com/ ⧉

Maximizing the value of SEO & GEO.

Omnius is a B2B SEO & LLMO agency; partnering up exclusively with **SaaS, Fintech & AI** companies. The result? Compounding growth made through organic positioning **everywhere people search for information**, including both Google & AI search engines.

Contact our team

Our work is referenced by the leading media, venture
funds & startup organizations

Company

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Resources

Google Algorithm
Updates

SaaS Industry
Report 2024

Fintech Industry

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Projects

Industries

Content Marketing

B2B SEO

Generative engine optimization (GEO)

Answer engine optimization (AEO)

AI SEO

Development & CRO

Programmatic SEO Agency

Data Analytics

AI Search Audit

Case studies

AI SaaS: 0-2.7M clicks in 13 months

Fintech: +227.9% sign ups in 6 months

Hospitality ERP: 4X organic clicks in 6 mo

LinkedIn SaaS: 64% better conversions

Airbnb Case Study: Programmatic SEO

74% Fintech SEO Growth

BigCommerce SEO Case Study

AI SaaS SEO Growth: 0-60k

Wise Fintech SEO Case Study

pSEO Case Study: 2000+ signups

Global App Testing: HMQLs +163% in 12 mo

Report 2024

Bad SEO Practices

ChatGPT SEO Guide

Programmatic SEO Guide

How to create Content flywheel

SaaS Conversion Tracking

SaaS Growth 101

SaaS Growth Strategies

SaaS Content Writing Guide

Low-Hanging Fruit Keywords

High-Intent Keywords

Product-led Content Guide

Webflow SEO Guide

Best SaaS Marketing Agencies

Best SaaS SEO Agencies

Best Fintech AI SEO / AEO Agencies

Top Generative Engine Optimization (GEO) Agencies

Fintech Marketing Agencies

Fintech SEO Guide

SaaS SEO Agency

Fintech SEO Agency

LLM SEO Agency

LLM Marketing Agency

SEO Agency for AI
Companies

SaaS Content Marketing
Agency

Fintech Content Marketing
Agency

SaaS SEO Consulting
Agency

Fintech SEO Consulting
Agency

ChatGPT SEO Agency

ChatGPT Marketing Agency

B2B Marketing Agency

Semantic SEO Agency

MarTech SEO Agency

Webflow SEO Agency

Technical SEO Agency

Perplexity SEO Agency

Claude SEO Agency

Gemini SEO Agency

DeepSeek SEO Agency

Locations

London, UK

Dubai, UAE

Belgrade

SaaS Inbound
Marketing

Fintech Content
Strategy

Best SaaS SEO
Tools

Best SEO Agencies
in Europe

Best AI Search
Engines

GEO Strategies

Google vs ChatGPT
& AI Platforms

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