Is Your Business Visible to AI?

How Generative Engine Optimization Drives Revenue in the AI Search Era

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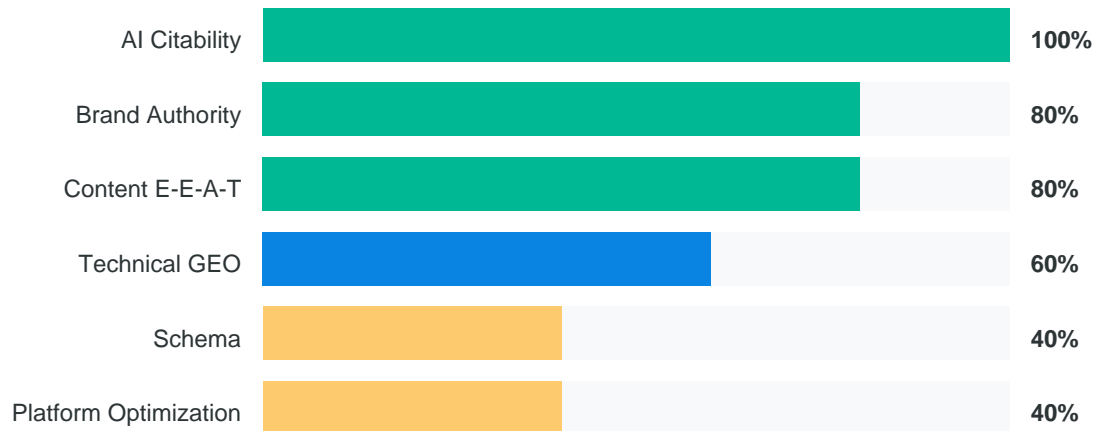| **2B+**	**2-7**	**+123%**
Monthly AI Search Users	Sites Cited Per Query	AI Traffic Growth (SMBs)

The Problem

Your customers are asking AI for recommendations. If your business is not in the answer, you are invisible to a growing majority of search traffic.

AI-powered search engines (Google AI Overviews, ChatGPT, Perplexity, Gemini) now serve billions of users. Unlike traditional search, they do not show 10 blue links. They synthesize a single answer, citing only **2-7 sources**. If you are not one of those sources, you receive zero traffic from that query.

Traditional SEO is not enough. A site can rank #1 on Google and still be **completely absent** from AI-generated answers. Domain authority (DA) now has only a 0.18 correlation with AI citations. The rules have changed.

The Solution: GEO

Generative Engine Optimization (GEO) is a systematic approach to making your business **discoverable, understandable, and citable** by AI search systems. Our proprietary 6-dimension audit and optimization framework targets the specific signals that AI platforms use to select sources.

Dimension	Score
AI Citability	100%
Brand Authority	80%
Content E-E-A-T	80%
Technical GEO	60%
Schema	40%
Platform Optimization	40%

Each dimension is scored 0-100, producing a weighted composite GEO score that benchmarks your AI search readiness.

Case Study: Local Business Transformation

A family-owned pool and spa business in the Twin Cities, MN metro area migrated from Wix to a GEO-optimized platform. Results after implementation:

35
/100

+91% improvement

67
/100

BEFORE

AFTER (Phase 1)
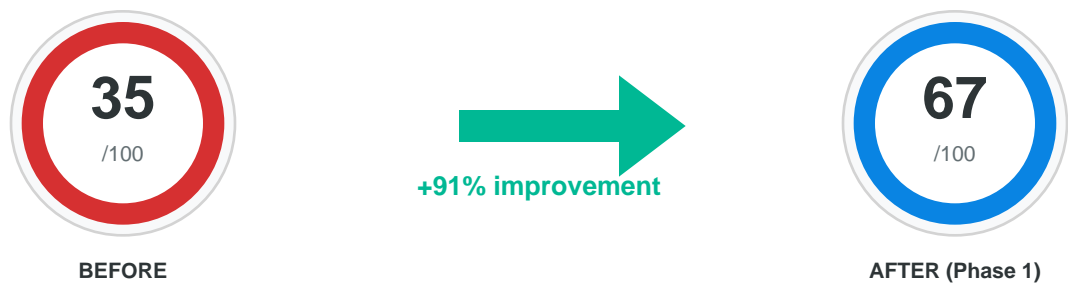
Metric	Before (Wix)	After (GEO)	Change
GEO Composite Score	35/100	67/100	+91%
Schema Types	0	7	+7 types
AI Crawler Access	0 of 9	9 of 9	Full access
Blog/Educational Content	None	3 articles	New
Gallery with Alt Text	None	13 images	New
Structured Product Data	None	15 products	New
Review Schema	None	6 reviews + aggregate	New

Phase 2 implementation (additional schema wiring, blog expansion, gallery) projects to push the score to **80-83/100 (Good)** within 90 days.

What You Get

Comprehensive GEO Audit

6-dimension analysis across all AI platforms with composite scoring, severity-classified findings, and platform readiness ratings.

Prioritized Action Plan

Quick wins (this week), medium-term improvements (this month), and strategic initiatives (this quarter) organized by impact and effort.

Schema & Structured Data

Complete JSON-LD implementation covering LocalBusiness, Service, Product, Review, FAQ, HowTo, Article, and Person schemas.

Content Optimization

Blog infrastructure, educational content, and content restructuring for maximum AI citability and E-E-A-T signals.

Technical Infrastructure

AI crawler access configuration, llms.txt, sitemap optimization, and rendering improvements for AI system compatibility.

Measurement Framework

Ongoing citation tracking, Share of Model monitoring, and AI-referred traffic attribution setup.

The ROI of GEO

GEO is not a cost center; it is a competitive moat that compounds over time:

- AI referral traffic to small businesses grew **+123%** in recent months
- Pages with strong E-E-A-T at rank #6-10 get cited **2.3x more** than #1 pages with weak authority
- Content with fact density > 1:80 is **4.2x more likely** to be cited
- Foundation work produces measurable results within **90 days**
- Entity authority compounds: early movers create barriers to competitor entry

The opportunity window is now. 47% of brands lack any GEO strategy. Those who act first establish the entity authority and citation patterns that AI systems will reference for years to come.

Investment Tiers

Tier	Scope	Timeline	Ideal For
Foundation	GEO audit + quick wins + schema	4-8 weeks	Businesses new to GEO
Growth	Foundation + content strategy + blog	3-6 months	Businesses ready to invest
Authority	Growth + cross-platform + PR + ongoing	6-12 months	Market leadership goals

Industry benchmarks: Mid-market brands invest $75k-$150k/year on GEO. Enterprise brands invest $250k+ annually. Our system delivers enterprise-grade methodology at accessible price points.

Next Step: Request a complimentary GEO audit of your website. See exactly where you stand, what your competitors are doing, and what it would take to get your business into the AI answer.