

EMC

Generative Engine Optimization

GEO

Your Guide to AI Search Visibility

2026 Edition

What is GEO?

Generative Engine Optimization (GEO) is the practice of optimizing your content to appear as sources and citations in AI-generated responses from platforms like ChatGPT, Perplexity, Google AI Overviews, and Claude.



SEO

Optimizes for clicks
from search results pages



GEO

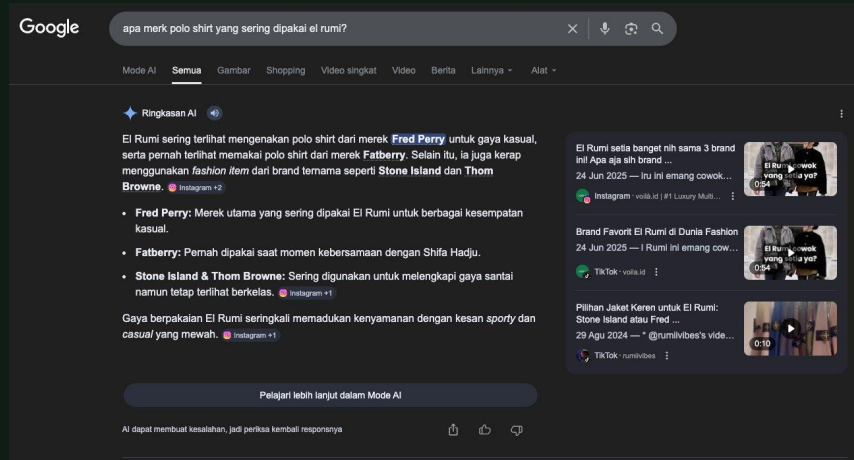
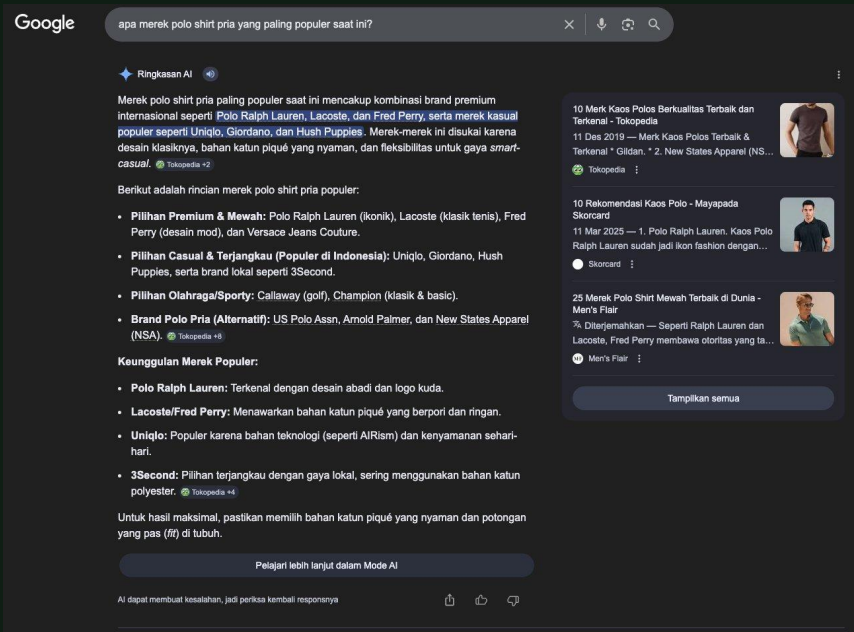
Optimizes for citations
in AI-generated answers



AEO

Answer Engine Optimization
(now part of GEO)

What GEO Looks Like in Practice



Fred Perry was directly mentioned by Google AI as the polo shirt brand that El Rumi often wears — this is the power of brand presence across multiple platforms.

THIS IS GEO IN ACTION — When users search in Google, the AI Overview cites and recommends brands that have strong content, authority signals, and multi-platform presence. Your brand can be here too.

Why GEO Matters in 2026

900M+

Weekly active
ChatGPT users

25%

Predicted drop in traditional
search volume (Gartner)

61%

Drop in organic CTR when
AI Overviews appear

40%

Increase in AI visibility
with GEO strategies (Princeton)

The Local Opportunity

INDONESIA

#6

Globally for ChatGPT traffic

3.95%

Share of global ChatGPT visits

85%

Growth rate — fastest in SE Asia

90%+

Office workers using AI
(MSFT/LinkedIn)

ASEAN / SOUTHEAST ASIA

\$32.5B

Ad market value 2026 (14.5%
CAGR)

28.6%

Asia-Pacific share of global AI
traffic

6.7%

ID + PH combined ChatGPT traffic
share

\$366B

Potential AI GDP boost for
Indonesia

COMPARISON

SEO vs GEO: Key Differences

Dimension	Traditional SEO	GEO
Goal	Rank in search results (blue links)	Get cited in AI-generated answers
Success Metric	Rankings, clicks, traffic	Citations, brand mentions, AI visibility
Content Focus	Keywords & backlinks	Structure, authority, citable data
Competition	10 blue links per page	2–7 cited sources per AI response
User Behavior	User clicks a link and visits site	AI quotes your brand directly

Fewer than 10% of sources cited by AI rank in Google's top 10 — SEO alone won't guarantee AI visibility.

How AI Engines Select Sources

01

Query Fan-Out

AI breaks questions into multiple sub-queries and searches separately

02

Source Retrieval

AI crawls & retrieves content from multiple web sources

03

Credibility Check

AI assesses authority, recency, originality, and data quality

04

Response Synthesis

AI combines and cites the most authoritative sources

48% of AI citations come from UGC platforms (Reddit, YouTube, forums) — not just your website.

The Businesses That Act First, Win

Insights from Exposure Ninja — "Why GEO is the Future of SEO"

AI Recommends Brands, Not Just Links

When users ask ChatGPT or Claude for recommendations, AI tools actively recommend specific brands and products — not just link to websites. The question is: is YOUR brand being recommended?

Good SEO Powers Good GEO

AI chat tools use web searches (Google, Bing) to generate recommendations. If your site ranks well in organic search, you're already in the running. But ranking alone isn't enough — content must be AI-optimized.

Digital PR & Brand Presence Are Critical

AI bots build understanding of your brand by scanning mentions across the web. Doing PR, content marketing, and getting featured on multiple platforms makes chatbots recommend you more.

First Movers Get Compounding Advantage

Businesses that optimize now will be the ones AI systems default to citing. Those that don't adapt risk becoming invisible as more searches shift to AI platforms.

Content Structure & Quality



Answer-First Structure

Lead every page with a direct answer in the first 200 words. AI engines prioritize opening content for retrieval.



Citable Data & Statistics

Include specific, verifiable numbers. "20–30% higher ROI" gets cited — "improves results" does not.



Question-Based Headers

Format H2s as questions mirroring user queries. "What is GEO?" outperforms "GEO Overview" for citations.



Extractable Content Blocks

Structure info into self-contained blocks that AI can pull without needing surrounding context.

Build Authority & Trust Signals



Original Research & Data

Publish unique datasets and benchmark studies. AI engines cite content that no one else has.



Expert Author Profiles

Attach real expert bylines with credentials. Author authority directly influences citation preference.



Multi-Platform Presence

Be present on Reddit, YouTube, LinkedIn, forums. 48% of AI citations come from UGC/community platforms.



Content Freshness

Refresh content regularly with updated data and "Last Updated" timestamps. 50% of AI-cited content is < 13 weeks old.

Technical Foundations



Allow AI Crawlers

Check robots.txt — ensure ChatGPT-User, GPTBot, etc. are not blocked. CDNs like Cloudflare may block them by default.



Server-Side Rendering

Ensure content is accessible without JS. AI crawlers often can't execute client-side code.



Fast Load & Mobile-First

Page speed and mobile optimization remain quality signals for AI source selection.



Schema Markup

Implement FAQ, How-To, Product, Review schemas to help AI engines parse your content.



Create llms.txt

Add an llms.txt file to help AI systems understand your site structure.



Clean URL Architecture

Logical, hierarchical URLs that AI crawlers can easily navigate and understand.

Your GEO Implementation Roadmap

Phase 1

AUDIT

Weeks 1–2

- Crawl accessibility
- Current AI citations
- Content structure review
- Competitor AI visibility

Phase 2

OPTIMIZE

Weeks 3–6

- Restructure top content
- Add citable data points
- Implement schema markup
- Update headers to Q&A

Phase 3

CREATE

Weeks 7–10

- Original research/data
- Expert author profiles
- Multi-platform presence
- Freshness schedule

Phase 4

MEASURE

Ongoing

- AI citation tracking
- Brand mention monitoring
- Traffic from AI sources
- Iterate & optimize

Measuring GEO Success



Visibility Metrics

- AI citation frequency
- Brand mention tracking
- Share of AI voice
- Source appearance rate



Traffic Metrics

- Referrals from AI platforms
- GA4 AI source tracking
- Conversion from AI traffic
- Engagement quality



Tools & Platforms

- Otterly.ai / Ahrefs Brand Radar
- Semrush AI Visibility
- GA4 referral analysis
- Manual citation audits



The Future of Search is Generative.

Brands that invest in GEO today will be the brands that AI systems cite tomorrow. Citation authority — like domain authority before it — compounds over time.

Let's build your GEO strategy.