Generative Engine Optimization

GEO optimization: what you get and how it works

GEO makes your business discoverable in AI answer engines like ChatGPT, Perplexity, Google Gemini and the Google AI Overviews. The goal is not a place in the results list, but a mention or a link inside the generated answer.

The three levers

1. Technical access. We check robots.txt, server-side rendering and llms.txt. Whether you block individual crawlers is your decision.

2. Citable content. One self-contained answer block of 40 to 60 words per core question, plus structured data (Schema.org).

3. Entity authority. Listings and profiles are cleaned up and aligned. We show where mentions on specialist sites, in directories and in the press make sense.

Process

1. **Measure the starting point.** We ask the questions your customers would ask in ChatGPT, Perplexity, Gemini and Google, and record which sources are named and whether you are among them.
2. **Fix access and technology.** Crawler access, rendering, llms.txt and schema markup.
3. **Rework or add content.** One clear section with a direct answer for each core question.
4. **Strengthen the entity.** Align listings, profiles and details, and build mentions.
5. **Measure again.** Ask the same questions again after a few weeks and record the change. We test each question several times, because AI answers can differ from one run to the next.

What you get

- A report on the starting point: which questions we asked and who gets named
- A list of actions, ranked by impact relative to effort
- Depending on the assignment, the implemented changes to robots.txt, llms.txt, schema markup and answer blocks
- A before-and-after test with the same questions
- A conversation in which we go through the results

Time frame

We start with the quick wins and ask the same test question again together after 4 weeks. Building real entity authority takes several months. How quickly AI answers change cannot be promised.

> **What GEO does not do.** GEO does not replace SEO and does not guarantee a mention. We do not promise a fixed position. We make your website a source that a system can read, understand and attribute without obstacles. Whether it uses it is up to the system.

Free GEO audit

We review your website in classic Google search and in AI answer engines and show where visibility is lost and which quick wins deliver the most. Free and no-obligation. Daniel Giebelhaus carries out the review and the implementation personally.

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