

GEO Casa · deck 3 of 4

GEO by business situation

New brand · wrong answers · local shop · regulated · choosing an agency

GEO



Why doesn't AI mention a new brand yet?

In DATA17's sample of one software category, only 18 of 171 brands were mentioned at all.

● Observation · 2026-08 · DATA17 AI Research Lab · 解数智能

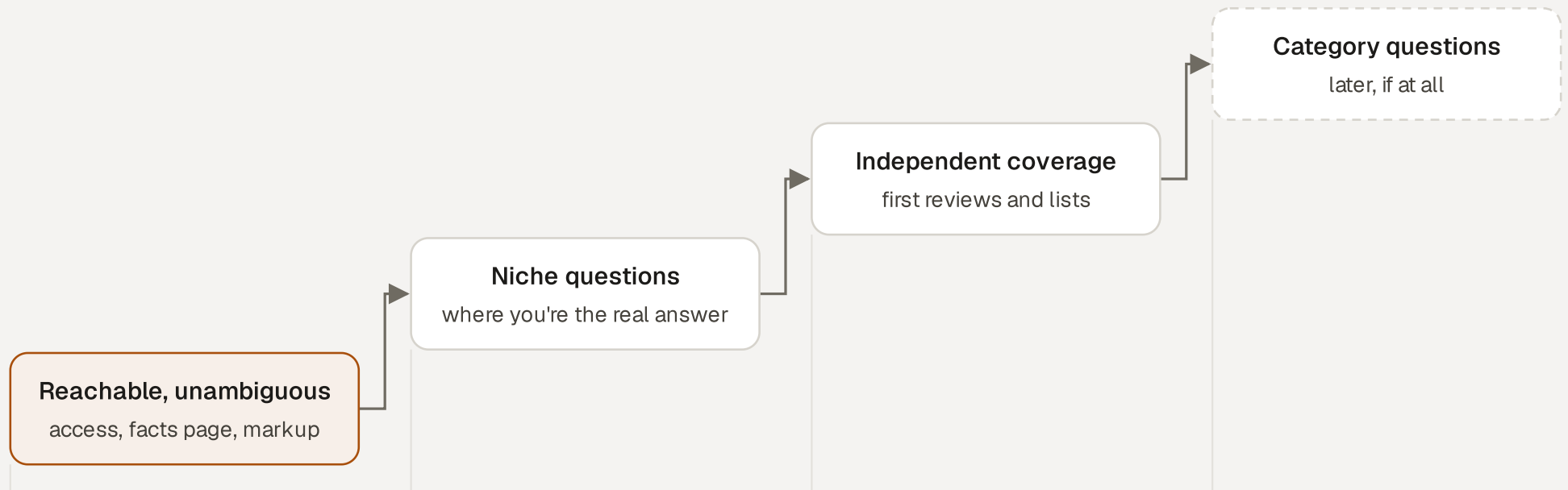
On "best cola" questions, major brands took 56.3% of ChatGPT's mentions and niche brands 12.3%.

● Research · Chen, Wang, Chen and Koudas (University of Toronto), arXiv:2509.08919

If you aren't named yet, work out what is missing and build it.



Which questions should a new brand target first?



Most brands never appear in broad category answers; start where you can win.

Win the question you are really the best answer to. Broad category questions come later, if at all.

[Read the full guide](#)



Founders and marketing leads

New brand: the first five moves

- 1 Let search engines and AI crawlers reach your site
- 2 Publish one clear facts page about who you are
- 3 Claim official listings: business profile, product feed, app store
- 4 Target narrow questions you truly answer best
- 5 Earn the first independent reviews

Start where you are the best answer.

[Read the full guide](#)



Make AI know who you are

A new brand has few sources, so the ones you control must be clear and consistent.

Google builds Knowledge Panels automatically once there is enough information on the open web, from public sources, licensed data and content owners.

- Official · [Google Knowledge Panel Help](#)

Google: organization structured data on your home page can help it understand your organization and tell it apart in search results.

- Official · [Google Search Central](#)

OpenAI: without search, ChatGPT answers from training data up to a cutoff. With search, it can cite current web sources.

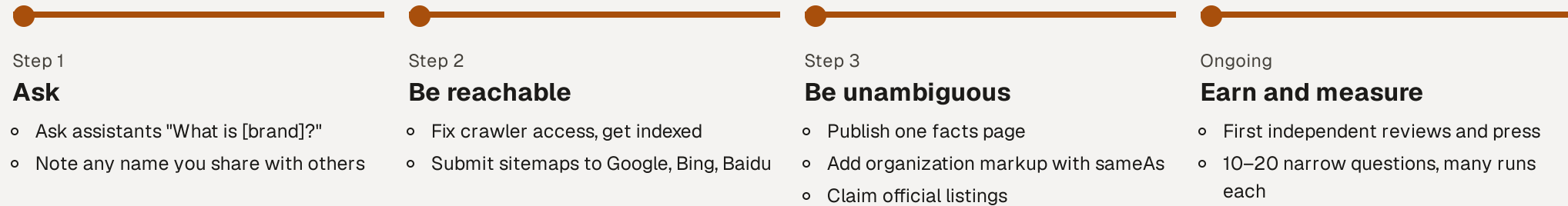
- Official · [OpenAI Help Center](#)

One facts page, and the same name and description everywhere.



New brand: what to do, in order

The early steps take days. Outside coverage is the slow part, so start it early.



Recognition by name usually moves before category mentions.

[Read the full guide](#)



Myth: buy mentions everywhere

? **Get mentioned on as many blogs, forums and videos as possible and AI will recommend you.**

No evidence for it

Unsupported. Google says manufactured mentions help less than they seem, and its spam rules cover manipulating AI answers. Genuine coverage is part of what AI reads; seeded posts are what it tries to block.

Google: "seeking inauthentic 'mentions' across the web isn't as helpful as it might seem."

● Official · Google Search Central

[Read the full entry](#)



Wrong answers: find them first

Run a short brand-fact question set every month and log each error by type.

OpenAI says ChatGPT can give incorrect or misleading answers and sound confident when wrong, including wrong facts, dates and made-up citations.

• Official · OpenAI Help Center

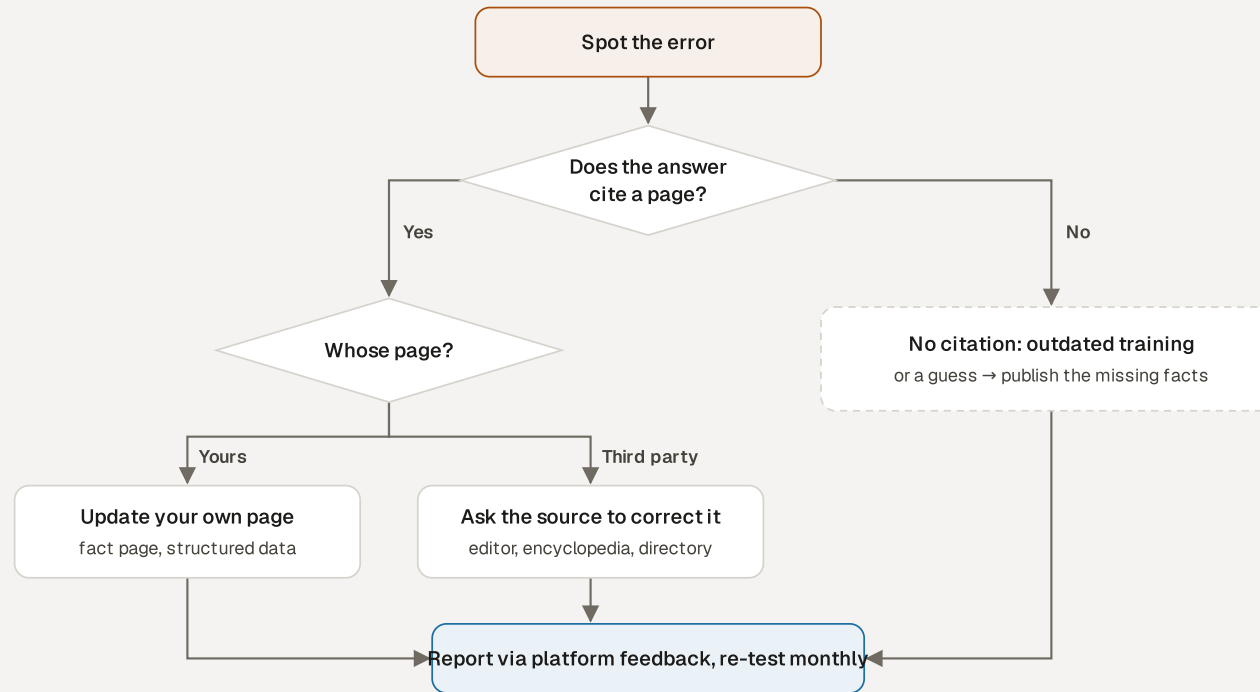
A 2026 PR agency report sorts AI errors about brands into four types: invented facts, misattributed sources, contradictions, and outdated info shown as current.

• Observation · 2026-05 · 万卓睿桥

Log each error by type, because the type points to the fix.



When AI gets you wrong, fix the source first



Most wrong answers can be traced to a source page. Platform feedback only reports a problem.

[Read the full guide](#)



"AI says something wrong about us"

Walk through it in order: your pages, the cited source, then the platform.

1 Are the facts on your own pages current?

⚠️ Correct the page, add an updated date and a correction note, and fix the same fact in FAQs, PDFs and markup.

2 Have you opened every page the answer cites?

⚠️ The cited page is usually the cause. Check complaint sites, registries, old listings and press too.

3 Have third-party sources been asked to correct it?

⚠️ Ask the editor, use the listing's owner process, answer the complaint, or follow the encyclopedia's rules.

4 Is it clear you aren't another company with a similar name?

⚠️ Entity confusion. Tighten your facts page, organization markup and knowledge panel.

5 Have you reported it in-platform, linking the corrected pages?

⚠️ Use the feedback button after the source is fixed. It reports the problem; it doesn't edit the answer.

✅ **Re-check monthly and after each model update. If the errors look deliberate, keep evidence and involve legal counsel.**

[Read the full guide](#)



Correction channels and their limits

Each channel reports or requests. None lets you edit an AI answer directly.

Channel	What you can do	Limit	Basis
Your own site	Correct, date and note the fact	Search-based answers re-read it	Official
Google knowledge panel	Claim it, or send Feedback with proof links	Text changes when the source changes	Official
Google AI Overview	Thumbs-down, Report a problem	Reports only	Official
ChatGPT	Privacy portal correction request	Personal data about individuals only	Official
Baidu Baike	Submit with media reports or registry records	Key company facts need sources	Official
Chinese assistants	In-app feedback, plus fixing sources	No public brand-correction process found	Observation

Chinese assistants row: one PR agency's client cases (observed 2026-05); its method was not disclosed.



Wrong answers: keep them from coming back

Most errors return through stale pages. A small routine stops that.

- ☒ One facts page you always update first
- ☒ Prices, products, people or address change: update listings that week
- ☒ Monthly brand-fact questions and an error log
- ☒ Organization markup that matches it
- ☒ Retire or redirect old price and product pages
- ☒ Never answer with mass rebuttal articles

Feedback buttons only report a problem. Correcting the source is what lasts.

[Read the full guide](#)



Local shops: what must AI confirm before recommending you?

Google: local results are mainly based on relevance, distance and popularity.

• Official · [Google Business Profile Help](#)

One name, spelled one way everywhere, is the cheapest GEO work a shop can do.



Studio A Pilates

★★★★★ 4.8

Address **12 Example Road** [same everywhere](#)

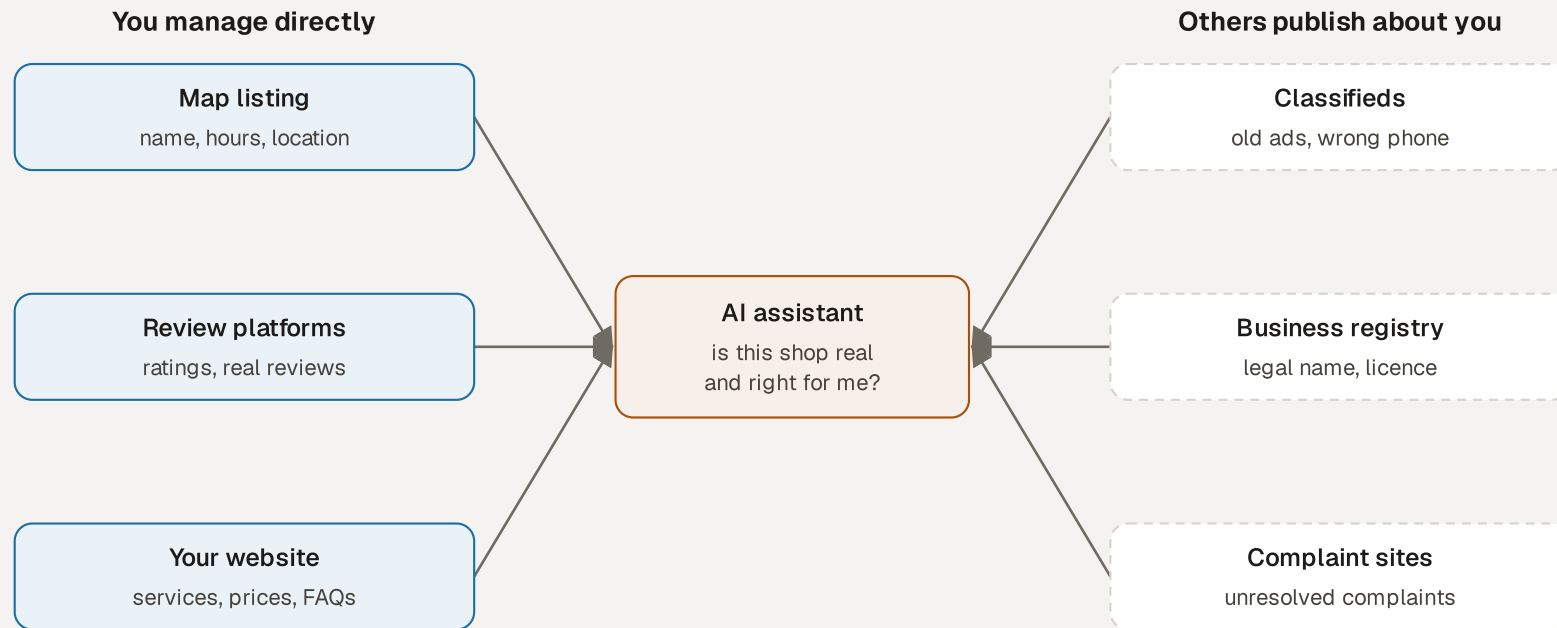
Phone **0551-0000 0000** [same everywhere](#)

Hours **09:00–21:00** [same everywhere](#)

Illustration; made-up shop.



What an assistant may read about your shop



Keep one name, address, phone and opening hours across all of them.

Complaint and registry sites get cited too. Fix what others publish, not only your own page.

[Read the full guide](#)



Local shop: one name, spelled one way

Google requires a Business Profile name to reflect the real-world name. Adding unnecessary information can get the profile suspended.

• Official · Google Business Profile Help

In a Hefei study, one Pilates studio was recommended under three names (81, 60 and 17 times), and Qwen said it was guessing two names were one studio.

• Observation · 2026-08 · 合肥图灵象人工智能科技有限公司

Before recommending a shop, an assistant needs to confirm it exists and its details match.



Local shop: the listings AI reads

Map and review profiles matter, and so do pages few shops look after.

Where	What to do	Why	Basis
Google Business Profile	Fill every field, keep it current	Complete, accurate info shows up more	Official
Dianping, Meituan, Amap	Claim and complete the listing	Review platforms: 324 citations	Observation
Local classifieds	Correct old prices and addresses	Most cited: 28% of citations	Observation
Complaint platforms	Resolve and record the outcome	23.9% of DeepSeek's citations	Observation
Business registry	Show the current name and address	With complaint sites: 201 citations	Observation
Your own website	Answer niche customer questions	Niche questions: in 34% of answers vs 77%	Observation

Observation rows: one vendor study of Pilates studios in Hefei, 3,469 citations, observed 2026-08.



Local shop: earn reviews, never buy them

Google says more reviews and positive ratings can help a business's local ranking.

• Official · Google Business Profile Help

Google Maps removes paid or incentivised reviews, and bars merchants from discouraging negative reviews or asking only happy customers.

• Official · Google Maps Help

China's revised Anti-Unfair Competition Law, in force from 15 October 2025, forbids misleading claims about user reviews and organising fake reviews.

• Official · 上海市市场监督管理局

Ask every customer the same way, and reply with facts and what you changed.



Local shop: monthly routine

Six things, none of which needs an agency.

- ☒ Claim and complete map and review listings
- ☒ Earn real reviews and reply; never buy them
- ☒ Write customer FAQs as plain text on your site
- ☒ Same name, address, phone and hours everywhere
- ☒ Fix classifieds, registry and complaint pages
- ☒ Ask assistants real customer questions each month

Where should the money go? Into work you can re-test, not into a rank.

[Read the full guide](#)



Health, money, law: compliance comes first

China's Advertising Law bans superlatives such as "best" and bars medical ads from guaranteeing efficacy or citing cure rates.

- Official · 国家市场监督管理总局

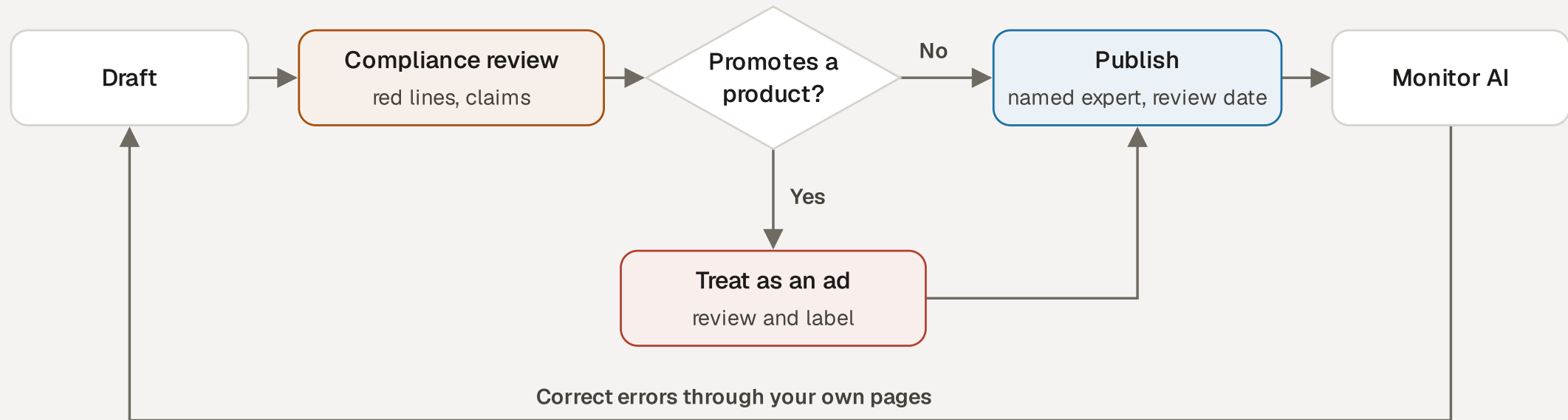
Investment ads must carry risk warnings and must not promise returns.

- Official · 国家市场监督管理总局

If you couldn't say it in an ad, don't put it in an article.



Health, money, law: the publishing workflow



In health, money and law, being cited wrongly is worse than not being cited at all.

[Read the full guide](#)



Healthcare: keep education and ads apart

China bans disguised medical, drug and health-food ads presented as health knowledge. Such pages must not show the provider's contact or purchase link.

● Official · 中国政府网（国务院公报 2023年第16号）

IQVIA authors report that Doubao and DeepSeek often add competitor information or risk warnings when citing one-sided drug content.

● Observation · 2026-06 · 艾昆纬（IQVIA）· 上海零假设信息科技

In one case, DeepSeek left out a cancer drug's new first-line indication and cited subgroup data from two years earlier.

● Observation · 2026-06 · 艾昆纬（IQVIA）· 上海零假设信息科技

A disease explainer that ends with your booking link is the pattern Article 8 targets.



Law firms: show who stands behind the advice

Law is a YMYL topic. No badge or markup makes a page trustworthy; these signals help.

- ✓ Author's name, qualification and licence number
- ✓ Citations to statutes and official sources
- ✓ Who a service is for, and who it is not for
- ✓ A named reviewer and the date of review
- ✓ Who runs the site and how to reach them
- ✓ Fees and conditions next to the benefits

Write it as a careful professional would explain it to a client.

[Read the full guide](#)



Finance: compliance in from day one

Analysys's finance GEO report advises bringing legal and compliance in at the diagnostic stage, to agree red lines before content work starts.

● Observation · 2026-03 · 易观分析

Google gives even more weight to strong E-E-A-T on YMYL topics, which could significantly affect health, financial stability or safety.

● Official · Google Search Central

Agree a standing list of approved facts, such as rates, fees and conditions.



Choosing an agency: spot the red flags

Tap a pitch to see why it's a red flag.



"Guaranteed first place in DeepSeek / ChatGPT"



No platform sells it, and answers vary run to run.



"Hundreds of articles a month for you"



Mass-produced content is what regulators and Google target.



"Independent" reviews and rankings we write



Fake reviews break spam policies and consumer law.



"We see your rank inside Google's AI"



No third-party tool sees inside Google.



Results shown as screenshots



One run proves nothing; ask for repeated sampling.



Won't say where they publish



You can't check for hidden paid placements.

CCTV's 2026 3-15 show found a GEO tool got two AI models to recommend a fitness band that did not exist.

● Observation · 2026-03 · 第一财经



Choosing an agency: ask how they measure

Miaozhen found results reach basic stability only at 30 or more runs per prompt. Low-visibility brands need 60 or more.

● Observation · 2025-09 · 中国商务广告协会AI营销应用工作委员会 · 秒针营销科学院

A provider saw one client studio's recommendation rate move between 10% and 68% within two months, ending at 40%.

● Observation · 2026-08 · 合肥图灵象人工智能科技有限公司

NBD's GEO Red Book says GEO should not promise fixed recommendations, set short-term sales, or single-run screenshots as proof.

● Observation · 2026-06 · 每经AI智库

Single results swing. Look at the trend over several rounds.



Choosing an agency: pilot, rerun, decide



Rankings can't be bought; what you buy is work you can verify.

Start with a paid pilot, not a year-long contract.

[Read the full guide](#)



Choosing an agency: put it in the contract

Write these terms in before you sign.

- ☒ A baseline measured before work starts
- ☒ Named deliverables: pages, fixes, coverage
- ☒ Banned tactics: fake reviews, mass posting, poisoning
- ☒ The question set and sampling rules (30+ runs)
- ☒ Raw answer data belongs to you
- ☒ You rerun the same questions before renewing

You should be able to re-run the agency's numbers yourself.

[Read the full guide](#)



What do the five situations share?

In each, do only work you can check. Each slide condenses a full guide. Read the guide for the evidence behind it.

New brands

When AI gets you wrong

Local businesses

Regulated industries

Before you hire an agency

Claim: seeding mentions boosts AI

Organization structured data

E-E-A-T and YMYL

Back to the overview deck