

GEO Casa · overview of four situations

Getting named by AI assistants

What works, what nobody can promise, and where to start

GEO



This is how customers now look for you

The assistant stitches several sources into one answer and links to some of them.

 Is there a beginner-friendly Pilates studio near me?



Two options stand out: Studio A runs small beginner classes until 9 pm, and Studio B has well-reviewed trial lessons. Check current prices on their sites.

 [Map listing](#)

 [Review platform](#)

 [Studio website](#)

Illustration with made-up studios, not a real product screenshot.



What GEO means

Generative engine optimization: helping AI answers find, use and name you.

The term comes from a 2023 research paper; some changes, such as adding citations, quotations and statistics, raised source visibility in the systems it tested.

- Research · Aggarwal et al., arXiv:2311.09735 (KDD 2024)

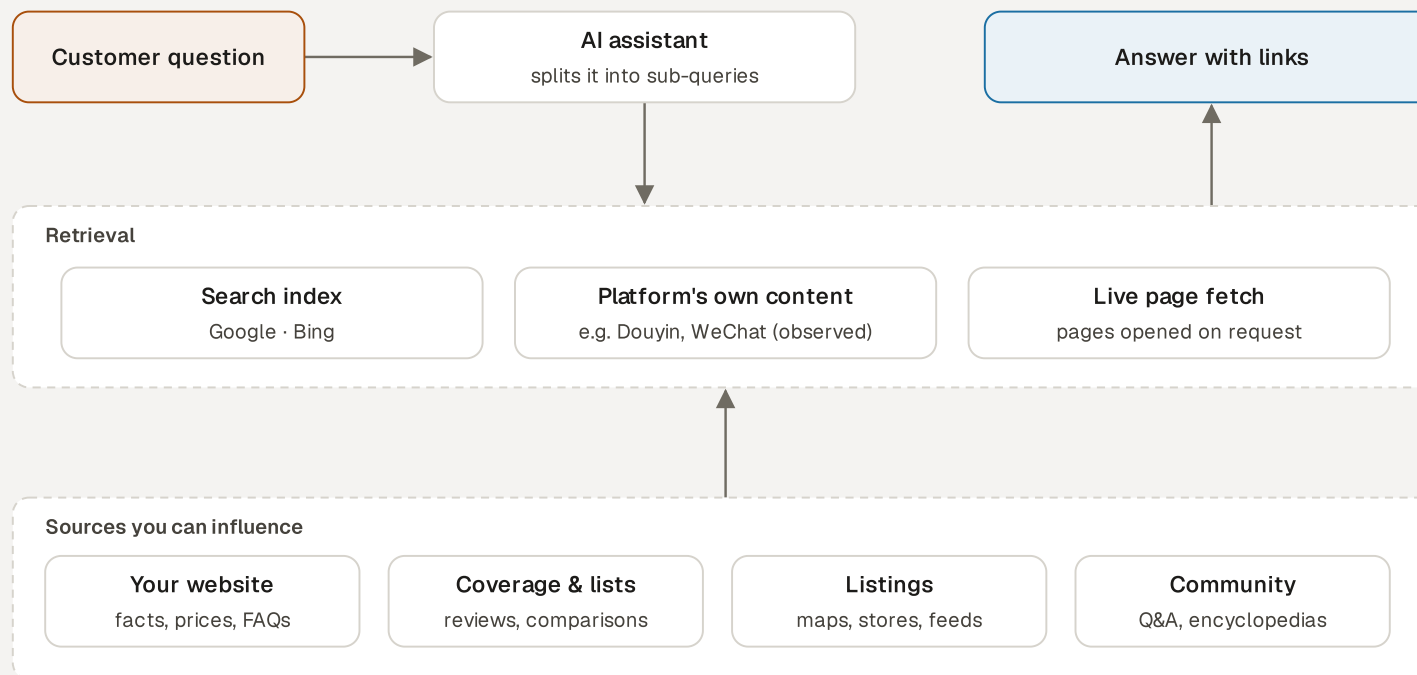
Google says optimizing for its generative AI search is optimizing for the search experience, "and thus still SEO".

- Official · Google Search Central

SEO gets the page found. GEO also asks whether it then gets cited and named.



Behind the answer: retrieval, then sources



Each assistant documents only parts of this; Chinese platforms favour their own group's content.

What you can influence is what the assistant finds.

[Read the full guide](#)



One question becomes many searches

This is called query fan-out. Your page can be found for a sub-question the user never typed.

Google: fan-out is "a set of concurrent, related queries generated by the model" to fetch more relevant results.

• Official · Google Search Central

AI Overviews and AI Mode may use fan-out, which lets Google show a wider and more diverse set of links than classic search.

• Official · Google Search Central

A separate page for every search variation is scaled content abuse, and Google calls it "an ineffective long-term strategy".

• Official · Google Search Central



Three big AI search products, three rulebooks

Each one decides for itself how pages get in and how you opt out.

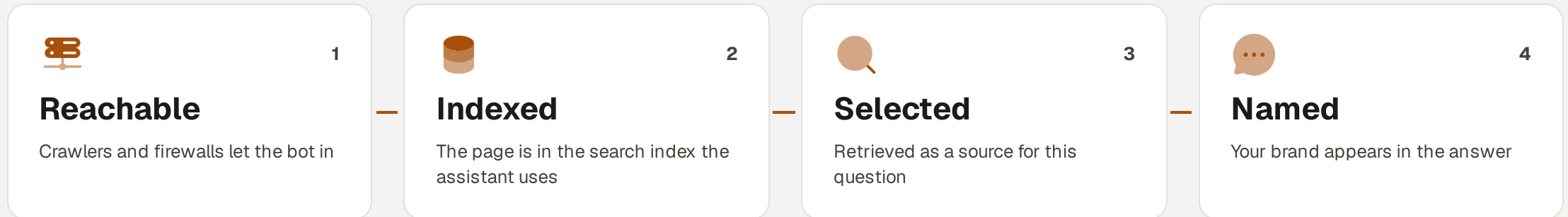
Product	How a page gets in	What switches it off	Basis
Google AI Overviews, AI Mode	Indexed and eligible for a snippet; nothing extra	The Search generative AI control in Search Console	Official
ChatGPT search	OAI-SearchBot surfaces sites in search	Blocking OAI-SearchBot; GPTBot is training only	Official
Perplexity	PerplexityBot surfaces and links sites	Blocking PerplexityBot; user fetches may ignore robots.txt	Official

From each platform's own documentation. Rules change; check the wiki entry for the latest.



An answer cites pages it could reach first

Each step filters. Content work only pays off for pages that pass the earlier ones.



For Google, a page must be indexed and eligible for a snippet; no special markup or AI files are required.

• Official · Google Search Central



Readers can pick you as a preferred source

This Google feature depends on readers who choose you.

Content from a preferred source is more likely to appear in Top Stories, and can carry a "preferred" badge in AI Mode and AI Overviews.

- Official · Google Search Central

To show there, "you must make sure your site is included in Search generative AI features in Search Console."

- Official · Google Search Central

Opting out of AI features also opts you out of the badge.



Myth 1: an llms.txt file

? **Adding an llms.txt file makes AI assistants cite us more.**

No evidence for it

Google Search ignores the file. No study shows it raises citations elsewhere, and in Ahrefs' logs of 137,210 domains, 97% of published files got no requests in a month. It costs little, but don't pay for it as a visibility project.

Google: such files "will neither harm nor help your site's visibility or rankings in Google Search, as Google Search ignores them."

● Official · Google Search Central

[Read the full entry.](#)



Myth 2: AI-written content

? **Google penalizes any content written with AI.**

False

How content is made doesn't decide its fate. Mass-producing pages that add nothing for readers does, and so do errors nobody checked.

Google: "Appropriate use of AI or automation is not against our guidelines." Use aimed mainly at manipulating rankings is.

• Official · Google Search Central Blog

[Read the full entry.](#)



Can you pay to be recommended by AI?

Google: "There's no way to request or pay for a better local ranking on Google."

- Official · Google Business Profile Help

Google counts "attempting to manipulate generative AI responses" as spam.

- Official · Google Search Central

China's 2026 Qinglang campaign treats GEO used for malicious marketing as AI data poisoning.

- Official · 新华网（中央网信办通知）

An agency that guarantees AI rankings isn't telling the truth.



Myth 3: structured data

? **Adding schema markup directly earns citations in AI answers.**

False

Markup can earn rich results and keeps facts unambiguous. Google says AI features need none, and that markup must match what the page shows.

Google: there is "no special schema.org structured data that you need to add" to appear in AI Overviews or AI Mode.

• Official · Google Search Central

[Read the full entry.](#)



Myth 4: chop pages up for AI

? **All our content must be rewritten into small chunks so AI can read it.**

False

Clear headings and direct answers help human readers, and that is reason enough. A rewrite of the whole site just for AI is not something Google asks for.

Google: "There's no requirement to break your content into tiny pieces for AI to better understand it."

• Official · Google Search Central

[Read the full entry.](#)



Whose writing does AI use to describe you?

In DATA17's sample of one AI assistant (297 citations), 80.5% of cited sources were third-party sites; the top four were all category lists.

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

The DataStory report suggests AI answers lean towards sources that can be verified and traced; the study did not test this.

● Hypothesis · 数说故事

What you can do is publish clear product facts, so reviewers and list writers describe you accurately.



Myth 5: seeding brand mentions

? **Planting mentions of our brand across forums and blogs boosts AI visibility.**

No evidence for it

Real discussion of your product can show up in AI answers. Planted mentions run into spam systems, and Google treats manipulating AI answers as spam.

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

● Official · Google Search Central

[Read the full entry](#)



One screenshot proves nothing

Answers change from run to run. Press the buttons to sample a made-up brand that appears in about a third of answers.

Simulated answers for illustration, not real data.

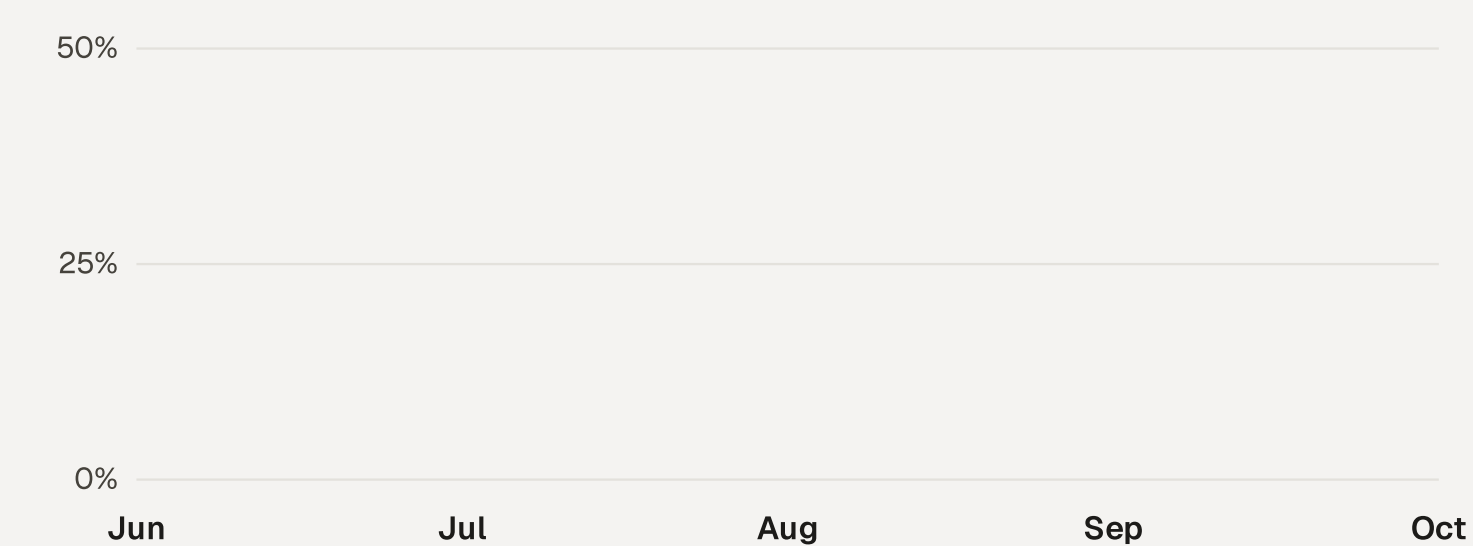
Miaozhen found results reach basic stability only at 30+ runs per prompt; low-visibility brands need 60+.

● 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



Google now reports AI impressions

Search Console's Generative AI performance report counts how often your links were shown in AI Overviews and AI Mode.



Simulated chart with illustrative numbers, not real site data. Shaded band: 95% range for 30 runs.

The report shows impressions: "how many times links to your site were shown to a user in a generative AI feature".

● Official · [Google Search Console Help](#)



What the official reports can tell you

Google: sites in AI features "are included in the overall search traffic in Search Console", under the Web search type.

- Official · Google Search Central

Microsoft: "AI Performance does not measure rankings, authority, performance, or importance. It simply shows which content was cited."

- Official · Microsoft Bing

Official reports count appearances. They don't explain why a number moved.



What third-party tools can and can't see

Tap each card. Tools are useful for sampling answers, as long as you know their limits.



They can see answers they asked for



A tool samples answers to a fixed question set. Results depend on the questions, settings and number of runs.



They can't see inside Google



No tool has access to Google's ranking or AI systems. Distrust any "internal metric".



They can see cited sources, if the method is open



Useful when the tool discloses its method and samples repeatedly, since answers vary between runs.



They can't promise a rank



Treat a tool's advice as a hint and check it against official guidance.

Google: "No third-party tool has access to our internal ranking or AI systems."

• Official · Google Search Central



China: GEO is now on regulators' radar

The 2026 Qinglang campaign's second stage targets AI "digital slop", fabricated information and fake-account networks; MCN agencies that break the rules face penalties.

● Official · 新华网 (中央网信办通知)

Since 1 September 2025, AI-generated content must carry labels, and users who publish it must declare it.

● Official · 国家互联网信息办公室

The CAAC published a five-part GEO group standard on 14 September 2026, covering provider evaluation and pricing.

● Observation · 2026-09 · 界面新闻 (东方财富转载)

If content an agency posts for you breaks the rules, your brand takes the blame.



Hiring an agency: ask how they measure

Ask for a past report and have them explain each number. Good answers include:

- ☒ A fixed question set from real customer questions
- ☒ Platform, app or API, account, location and date of every run
- ☒ Raw answers you can inspect
- ☒ Brand and category questions reported separately
- ☒ Shares with sample sizes, per platform
- ☒ Repeated sampling, never single screenshots

If they guarantee an AI ranking, don't sign.

[Read the full guide](#)



Start with a pilot, not a year-long deal



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

A one-to-three-month pilot should end with a baseline, a change log and a re-test.

[Read the full guide](#)



Before you sign: five questions

Answer each one. A "no" shows what to fix first.

1 Do they avoid promising a rank or a set number of leads?

! Walk away. No platform documents a way to buy placement, and answers vary run to run.

2 Will they name every place they publish for you?

! Require a full URL list, with each piece published in your name and approved by you.

3 Are brand-name questions kept out of the target?

! Brand-name questions almost always return your brand. Agree the question set before work starts.

4 Is the first contract a short pilot?

! Buy a diagnosis and a one-to-three-month pilot before any large retainer.

5 Do you own the questions, raw answers and reports?

! Write data ownership, banned tactics and handover at exit into the contract.

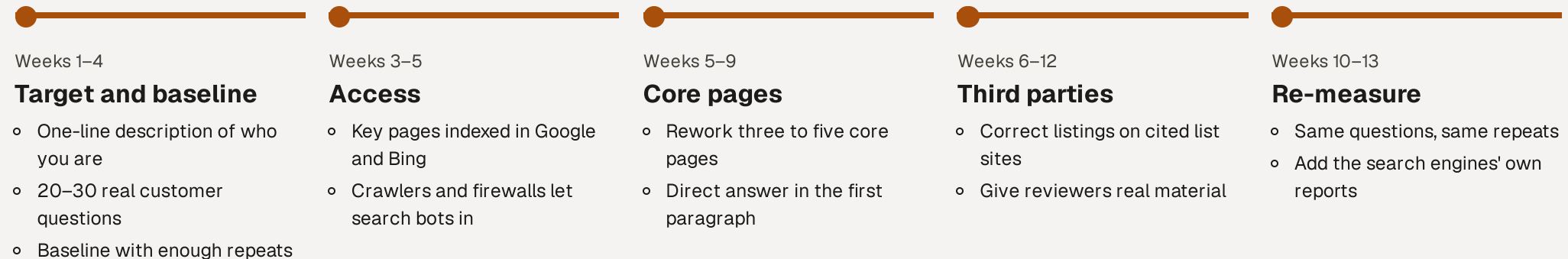
✓ **A provider that passes all five is worth a pilot.**

[Read the full guide](#)



A 90-day roadmap

The phases overlap on purpose. Report the foundations you built, and don't promise rankings.



Not being named yet is normal at day 90.

[Read the full guide](#)



Which situation are you in?

Pick the one that fits best. Each has its own short deck.



Your website

WordPress, shop, JS app, docs site

[Open the deck](#)



Your role

Marketing, editor, PR, reporting

[Open the deck](#)



Your business

New brand, wrong answers, local shop, regulated, agencies

[Open the deck](#)



Your market

China platforms, global platforms, cross-border

[Open the deck](#)



What comes first?

Make sure AI can reach your site, then work on being named. Every slide repeats a claim from the GEO Casa Wiki, with its evidence level and source.

All 18 best-practice guides

Build a brand from zero in 90 days

How to choose a GEO agency

How AI search platforms differ

How to measure AI visibility

GEO regulation in China

How this wiki grades evidence