GEO Casa · deck 2 of 4

GEO by role

Boss · marketing · technical lead · editors · reporting · PR

GEO

Boss: what GEO actually is

Three things to know before you approve a budget.

> Google: for Google Search, optimising for generative AI search is optimising for the search experience, "and thus still SEO".
>
> Official · Google Search Central

> Google: AI Overviews and AI Mode have no extra technical requirements. A page needs to be indexed and eligible to show with a snippet.
>
> Official · Google Search Central

> Even a vendor-written ROI white paper says GEO should not promise fixed rankings, a fixed recommendation order or fixed sales.
>
> Hypothesis · 一搜百应 GEO 研究院

Pay for effort and measurable change. Rankings can't be bought.

Boss: the promise to refuse

A good agency can guarantee we are the first recommendation.

False

Answers change from run to run. Even the provider in this case found that a "stable first place" did not match what it observed. Ask for measured movement on a fixed question set instead.

A provider tracking one client studio saw its 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

Read the full entry

Boss: what to ask, what to refuse

Three questions for your team or agency, and three promises nobody should make.

- Which questions and platforms are we measuring?
- What do Search Console and Bing report?
- How many runs per question, and what range?
- Refuse: a guaranteed recommendation on any platform
- Refuse: a set amount of sales or leads in the short term
- Refuse: single-run screenshots as proof

Only accept results you can re-test.

Read the full guide

Whoever signs the agency contract

Buying from an agency: the contract

1. Fix the platforms, question set and competitors up front
2. Write metric definitions, sample size and re-test rules into acceptance
3. Keep traffic, leads and sales out of the provider's promises
4. Ban fake cases, reviews and endorsements in writing
5. Own the data; agree exit and handover
6. Accept checks by independent monitoring

Acceptance means re-testing on the agreed question set.

Read the full guide

Buying from an agency: the red lines

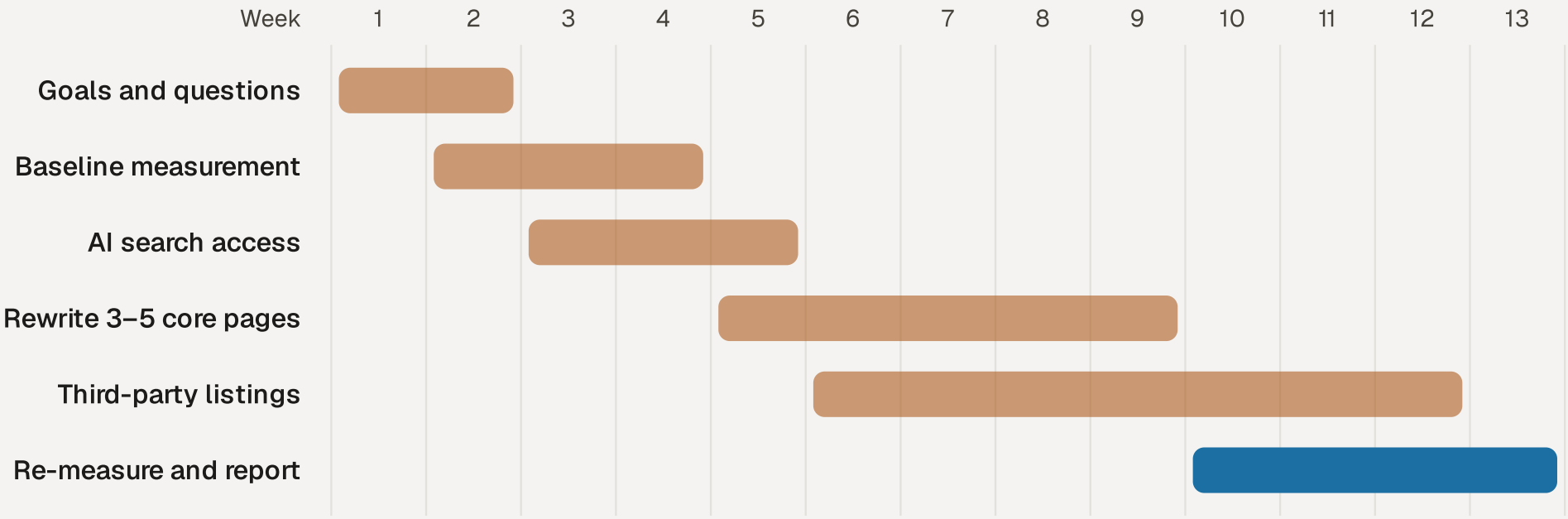
> NBD's GEO Red Book: GEO should not promise a fixed recommendation on any platform, set short-term sales or leads, or single-run screenshots as proof.
>
> Observation · 2026-06 · 每经AI智库

> CCTV's 3·15 show: a GEO tool published 10+ articles about a fitness band that did not exist, and two major AI models then recommended it near the top.
>
> Observation · 2026-03 · 第一财经

> Google's definition of spam includes "attempting to manipulate generative AI responses in Google Search."
>
> Official · Google Search Central

If a tactic would embarrass you in the news, don't let the agency use it.

Marketing: a 90-day plan from zero



Mentions in AI answers usually move only after month three.

The first 90 days buy a map and a clean foundation. Mentions come later.

Read the full guide

Marketing and brand managers

Marketing: what the 90 days contain

1. Write down what AI should say, and 20–30 real questions
2. Baseline across the assistants customers use
3. Confirm access to your key pages
4. Rework three to five core pages
5. Get listed correctly on cited list sites
6. Re-measure the same way and report foundations

Measure the same questions the same way every round.

Read the full guide

Who does what, month by month

The same 90 days, split by role. A suggested split, not a measured one.

Month 1

Set up

- Marketing: positioning and 20–30 questions
- Reporting: baseline on the prompt panel
- Tech lead: check crawler and CDN access

Month 2

Map and fix

- Reporting: map the sources answers cite
- Tech lead: fix rendering and snippet issues
- Editors: plan the core-page rework

Month 3

Build

- Editors: rework three core pages
- PR: get onto the top cited lists
- PR: one asset third parties can use

Day 90 on

Review

- Reporting: re-measure the same way
- Boss: judge foundations, not mentions
- Boss: ROI review around day 180

At day 90, report the groundwork done. Mentions usually come later.

Read the full guide

Technical lead: can AI reach your pages?

Five yes/no checks on your most important pages.

1. Does robots.txt allow Googlebot, Bingbot and OAI-SearchBot?
   - Allow search crawlers. Blocking training bots is a separate choice; OAI-SearchBot and GPTBot are set independently.
2. Does the CDN or firewall let those crawlers through?
   - Check CDN bot settings, such as Cloudflare's AI-bot blocking. Google says crawling must be allowed there too.
3. Is the key content in the HTML without running JavaScript?
   - Use server-side or pre-rendering. Major AI crawlers tested did not run JavaScript.
4. Are key pages free of nosnippet and tight max-snippet?
   - Remove nosnippet from pages you want quoted. It keeps content out of AI Overviews and AI Mode.
5. Are the pages indexed in Google and Bing?
   - Submit sitemaps and check indexing in Search Console and Bing Webmaster Tools.

If all five pass, crawlers can reach the pages. Content and earned coverage decide the rest.

Read the full guide

Technical lead: search bots and training bots

> OpenAI: OAI-SearchBot and GPTBot settings are independent. A site can allow OAI-SearchBot for ChatGPT search while disallowing GPTBot.
>
> Official · OpenAI

> Anthropic separates ClaudeBot (training), Claude-User and Claude-SearchBot. Blocking the latter two may reduce visibility in Claude.
>
> Official · Anthropic

> An August 2026 audit of robots.txt on 130 company sites called blocking search and training crawlers together the most common, most damaging mistake.
>
> Observation · 2026-08 · DATA17 AI Research Lab · 解数智能

Decide on training separately. Never block search by accident.

Editors: write passages that survive being quoted

Assistants quote passages from a page. Switch between the two versions.

> ✕ Our innovative solution has helped many customers significantly improve their results over time. Learn more about our pricing below.

> ✓ Studio A's beginner course costs ¥199 for four classes (prices checked October 2026). Classes run Monday to Friday until 9 pm, with at most eight people per class.

Answer first · Numbers with conditions · Names, not "we" · Dated

Illustrative example with a made-up business.

Editors: what the evidence says

> In the 2023 GEO paper's benchmark, citing sources, adding quotations and statistics improved visibility by 30–40% (41% at best) on the authors' word-count measure.
>
> Research · Aggarwal et al., arXiv:2311.09735 (KDD 2024)

> Microsoft: Q&A pairs can often be lifted "word for word" into AI answers.
>
> Official · Microsoft Advertising Blog

Formatting makes good content easier to quote. It can't fix weak content.

Editors: E-E-A-T without the folklore

Four things editors often hear. Click each card for what Google says.

E-E-A-T is a ranking factor

Google: it isn't a specific ranking factor. Its systems use a mix of factors that identify it.

Expertise matters most

Of the four, Google says trust matters most.

Quality raters push pages up or down

Rater data is not used directly in Google's ranking algorithms.

Write for the crawler first

People-first content is made mainly to help people. Google calls "Why" perhaps the most important question.

Google: of experience, expertise, authoritativeness and trustworthiness, "trust is most important."

Official · Google Search Central

Editors: can we write with AI?

Google penalises content written with AI.

False

Google judges what content does for readers, however it is produced. The red line is generating many pages mainly to manipulate rankings, with no added value. Check every fact: models predict words and don't look facts up.

Google: "Appropriate use of AI or automation is not against our guidelines." Using it mainly to manipulate rankings is.

Official · Google Search Central Blog

Read the full entry

Editors: the scaled-content red line

> Google: "Scaled content abuse is when many pages are generated for the primary purpose of manipulating search rankings and not helping users."
>
> Official · Google Search Central

> On May 15, 2026 Google clarified that its spam policies "apply to all of Google Search, including generative AI responses."
>
> Official · Google Search Central

> A separate page for every way people might search, fan-out queries included, made mainly to sway rankings or AI answers, violates this policy.
>
> Official · Google Search Central

A few pages people use are safer than a hundred thin ones.

Reporting: why one run proves nothing

Ask the same question again and the answer changes. A prompt panel asks each fixed question many times and reports the rate.

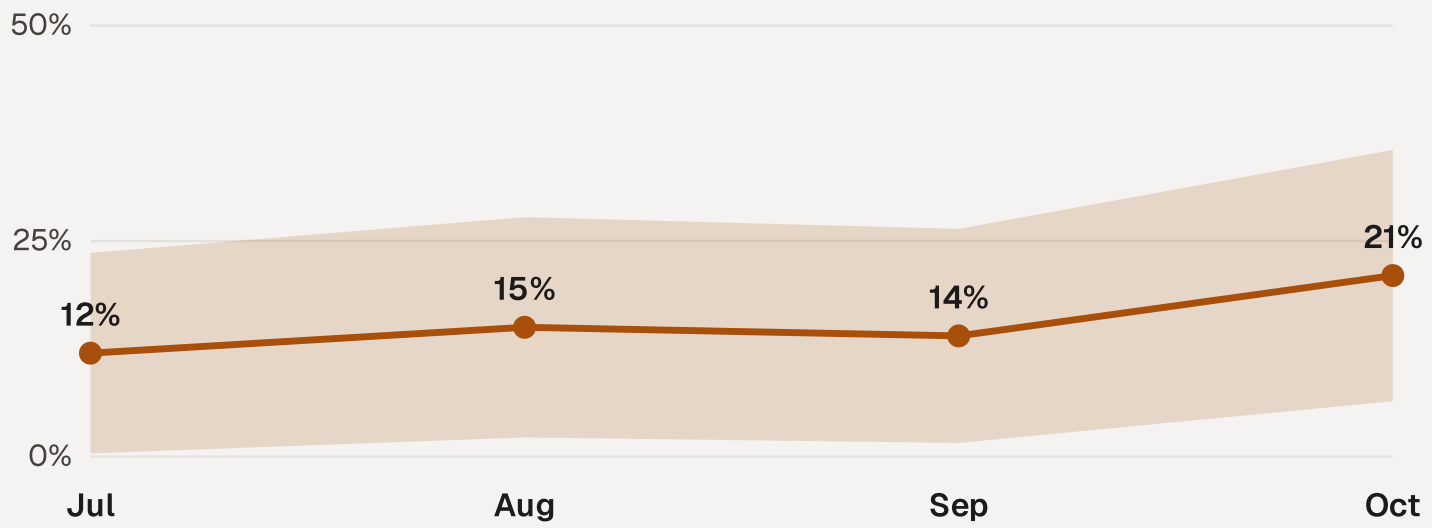
Simulated answers for illustration, not real data.

Miaozhen (2,025 runs, three Chinese models) found results reach basic stability only at 30 or more 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

Reporting: show the trend, the range and the sample

A mention rate from repeated sampling, with its uncertainty band.



Illustrative numbers; 30 runs per question each month. Shaded band: 95% range for 30 runs.

Microsoft: Bing's AI Performance report "does not measure rankings, authority, performance, or importance."

- Official · Microsoft Bing

Reporting: the two official reports

First-party data from Google and Microsoft. Free, and the only view from inside.

> Search Console's Generative AI performance report shows impressions of your links in AI Overviews and AI Mode, by page, country, date or device.
>
> Official · Google Search Console Help

> 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: trend changes in Bing's AI Performance report cannot be traced to a specific cause, update, model change or content edit.
>
> Official · Microsoft Bing

Start every report with the platforms' own numbers.

Reporting: what GEO tools can see

A GEO tool can show our ranking inside Google's AI answers.

False

Tools can run your prompt panel and record what answers say. They cannot see inside Google. For Google, the inside view is Search Console's Generative AI performance report.

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

Official · Google Search Central

Read the full entry

Reporting: what goes on the slide to your boss

Promise effort and measured movement, never rankings.

- Search Console and Bing reports first
- A fixed prompt panel with enough repeats
- One headline trend with its range
- AI referral traffic, reported as a floor
- Leads asked "how did you find us?"
- Two or three before-and-after answers

Put the sample size next to every number.

Read the full guide

PR: answers lean on what others publish

> 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

> DataStory found cited content in nine consumer categories was mostly ranking and recommendation lists (22.8%–72.0%).
>
> • Observation · 2026-08 · 数说故事

A test: if the mention still stands once people know who arranged it, it was earned.

PR and brand teams

PR: which mentions do AI answers use?

1. Map which sites answers in your category cite
2. Earn coverage with real news, data and access
3. Help reviewers describe you accurately; never buy rank
4. Treat encyclopedias as rule-bound: qualify, disclose, cite
5. Keep one set of facts everywhere

AI can only cite coverage that already exists.

Read the full guide

PR: encyclopedias and reviews have rules

> Wikipedia presumes a company notable after significant coverage in multiple reliable, independent secondary sources. Press releases don't count.
>
> Official · Wikipedia

> Baidu Baike restricts company sites, forums, blogs and self-media as references. Honours, funding and certifications need media reports or registry records.
>
> Official · 百度百科

> The US FTC rule bans writing, creating or selling fake reviews, and covers buying reviews, insider reviews and fake social media indicators.
>
> Official · US Federal Trade Commission (eCFR)

Meet the notability bar and disclose your interest. Self-written entries tend to be removed.

PR: seeding mentions

Seeding mentions across forums and blogs will get AI to recommend us.

No evidence for it

Google says its core ranking systems focus on quality content and other systems block spam, and its AI features depend on both. In China, the 2026 Qinglang campaign targets GEO used for malicious marketing.

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

Official · Google Search Central

Read the full entry

Who owns what

One owner per task, with the role that supports it. The basis column grades the guidance behind each task.

Task	Owner	Supports	Basis
Crawler and CDN access	Technical lead	Marketing	Official
Core pages that answer clearly	Content editors	Marketing	Official
Official AI reports	Reporting	Technical lead	Official
Prompt panel, 30+ runs per question	Reporting	Marketing	Observation
Earned coverage and cited lists	PR	Marketing	Research
Agency contract and red lines	Boss	Reporting	Observation
The 90-day plan	Marketing	Boss	Hypothesis

The split of roles is a suggestion. The basis grades the guidance for each task, not the split.

How do the roles stay aligned?

Everyone measures with the same question set. Each slide condenses a full guide. Read the guide for the evidence behind it.

- 90-day plan
- Technical lead
- Content editors
- E-E-A-T
- Scaled content abuse
- Measuring and reporting
- Measuring AI visibility
- Choosing an agency
- PR and earned media
- Back to the overview deck