

BREAKDOWN OF GEO: GENERATIVE ENGINE OPTIMIZATION & SAMPLE GEO REPORT

WHAT IS GENERATIVE ENGINE OPTIMIZATION?

Generative engine optimization (GEO) is the practice of creating content that is optimized to be cited and appear in AI-generated search results and answers from tools like ChatGPT.

WHY TRACK CHATGPT?

ChatGPT, a generative AI platform, is becoming a popular search tool, with 77% of U.S. users reporting they use ChatGPT as a search engine. This makes it a new web traffic source to track.

Depending on the search prompts or queries a user enters, brands can show up directly mentioned or used as a citation in ChatGPT's responses, increasing the possibility for brand visibility/awareness and more web traffic.

HOW DOES CHATGPT DECIDE WHEN TO MENTION OR CITE A BRAND?

ChatGPT mentions or cites a brand when it has relevant, useful, and reliable information to the specific prompt/query. While you cannot optimize your brand's online presence the same way as you do with SEO, you can influence it through GEO.

Along with tracking ChatGPT as a traffic source, it is beneficial to track the number of brand mentions and brand citations connected to specific prompts/queries over a set period of time.

WHAT'S THE DIFFERENCE BETWEEN GEO VS. SEO?

GEO aims to be the source material for ChatGPT's answer, while SEO aims for a higher ranking in a list of search results. Both are important to brand awareness and search traffic.

While you cannot optimize your brand's online presence the same way as you do with SEO, you can influence whether your brand is mentioned or cited focusing on how your brand appears through trusted, well-structured content, especially if it has already been cited by a reputable third-party source.

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WHY TRACK SPECIFIC PROMPTS/QUERIES?

ChatGPT prefers content that is comprehensive and encyclopedic that establishes and reinforces brands as experts and knowledge leaders, especially formatted as clear answers to specific questions—aka user prompts/queries.

Tracking specific prompts/queries (influenced by already established top-ranking keywords) will help show which of them garners brand mentions and/or citations—the goal for increasing potential brand awareness and traffic through ChatGPT.

WHY TRACK BRAND MENTIONS & BRAND CITATIONS FOR SPECIFIC PROMPTS/QUERIES?

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GEO REPORTING: HOW TO TRACK PROMPTS/QUERIES

Define a set number of prompts/queries to track using top keywords and search terms

Gather Daily	Compile for the Month
<p>What prompts/queries include brand mentions within the top 10 results?</p> <p>How many times did the brand mention appear in the top 10 results within the prompts/queries response?</p>	<p>What prompts/queries include brand mentions within the top 10 results?</p> <p>How many times did the brand mention appear in the top 10 results within the prompts/queries response?</p>

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RECOMMENDATIONS BASED ON GEO TRACKING

What specific prompts/queries do we want to be reworded/revised more often?	Do prompts/queries need to be refreshed based on search term rankings?
<p>Identify and reword existing content that answers prompts/queries in 100 words or less.</p> <p>Identify and reword existing content with brand mentions in 100 words or less if possible.</p>	<p>Identify what is missing in the top 10 results.</p> <p>Develop different content strategies that apply to each and adjust as needed.</p>

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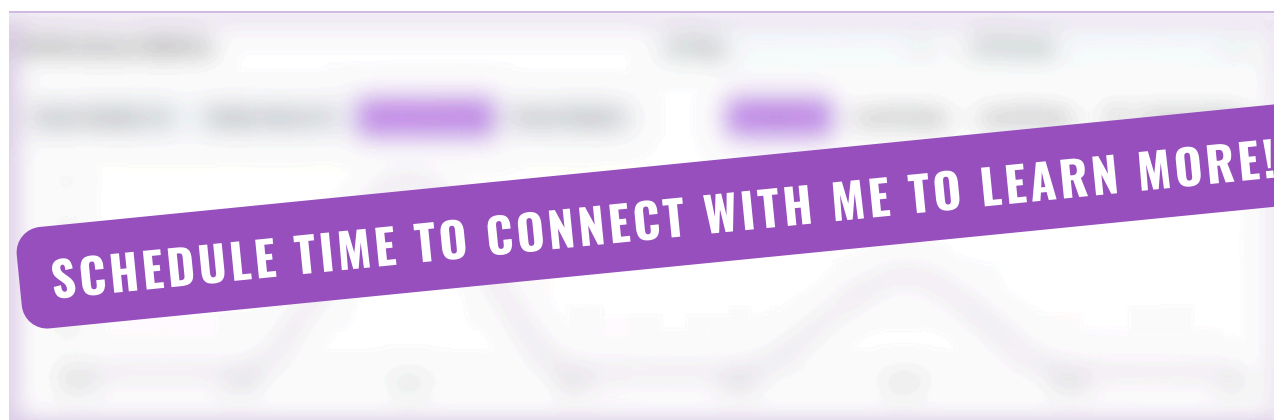
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SAMPLE CLIENT GEO REPORT: PRIVATE MONEY LENDER FOR REAL ESTATE INVESTORS

CHATGPT TRACKED PROMPTS/QUERIES:

- Best long-term rental loan lenders
- Best sources of fix and flip funds for investors
- Who offers 100% financing for fix and flip loans?
- Are there lenders that offer fix and flip no money down options?
- Is 100% financing available for fix and flip investors?
- How do you get a fix and flip loan with no money down?

BRAND MENTIONS OVERALL: 3



BRAND MENTION PROMPTS/QUERIES:

- Who offers 100% financing for fix and flip loans?
 - Are there lenders that offer fix and flip no money down options?
 - Is 100% financing available for fix and flip investors?
- SCHEDULE TIME TO CONNECT WITH ME TO LEARN MORE!**

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BRAND MENTION SNAPSHOT:

Are there lenders that offer fix and flip no money down options?

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SAMPLE CLIENT GEO REPORT: PRIVATE MONEY LENDER FOR REAL ESTATE INVESTORS

BRAND CITATIONS OVERALL: 3



BRAND MENTION PROMPTS/QUERIES:

- Who offers 100% financing for fix and flip investors?
- Are there any cash-out refinance options?
- Is there financing available for fix and flip investors?

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INSIGHTS & RECOMMENDATIONS

These recommendations are based on the data from the brand mentions and brand citations over the last time period (in this case one week).

Insight: The query "Are there lenders that offer to send the money down payment" has both brand mentions and brand citations.

Recommendation: Create content that specifically asks and answers that question. This could be a blog, updating an existing webpage, or increasing resource materials such as guides, ebooks, webinars, etc. to see if existing content could be improved to fit that query.

Insight: The brand name "GEO" is mentioned.

Recommendation: This term is already used prominently throughout the website considering the brand authority so we can keep to have the "GEO" and "GEO" branding. We will feature in third-party sources such as guest blogs or featured content on other sites.

Insight: The brand was cited in two different ways within the set time period for the phrase "How long does it take to get the money".

Recommendation: Follow the phrase more closely to see exactly where the citations are coming from and see what insights we can pull in real time.

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