

# GEO, SIMPLIFIED

8 steps to get mentioned inside ChatGPT, Perplexity & Gemini.

## WHAT THIS IS

GEO means Generative Engine Optimization. It's making sure AI tools like ChatGPT and Perplexity mention YOUR brand when people ask them questions. It's the new version of Google ranking — except there's no list of 10 results. Just one answer, and one or two brands mentioned in it.

## WHY YOU SHOULD CARE

Millions of people now ask AI tools instead of Google. If ChatGPT doesn't know you exist, you lose customers you never even knew were looking. The brands that win GEO now will dominate for years — because being in AI answers is much harder to displace than a Google ranking.

## THE PLAN

# 8 steps. One per page.

Read one step a day. Do the thing. Move on. By the end of the week, you'll be ahead of 95% of your competitors — not because this is hard, but because almost nobody actually does it.

- 01 Understand what GEO actually is
- 02 Check if AI even knows you exist
- 03 Publish one original piece of research
- 04 Get mentioned on sites AI actually reads
- 05 Make your website easy for AI to read
- 06 Check your AI visibility every week
- 07 Publish a dataset with your brand name in it
- 08 Help edit Wikipedia (the right way)

# 01

## Understand what GEO actually is

When someone asks ChatGPT or Perplexity a question, the AI picks a few websites and mentions them by name. GEO is the practice of making sure YOUR site is one of those mentioned. It's the new version of showing up on Google — except there's no list, just one answer.

### DO THIS

- Open ChatGPT, Perplexity, and Google Gemini.
- Ask each one a question your customers would ask.
- Write down which websites get mentioned.
- Notice: your competitors might already be there. You probably aren't.

### EXAMPLE

Ask Perplexity: 'What are the best project management tools for freelancers?' Watch which 5 brands it names. Those brands are winning GEO.

### WHAT YOU GET

A clear picture of where you stand in the AI world today.

### ↓ NEXT STEP

**Check if AI even knows you exist**

# 02

## Check if AI even knows you exist

Before fixing anything, you need to know what AI tools currently say about your brand. The answer is usually: nothing, or worse, something wrong.

### DO THIS

- Ask ChatGPT: 'What do you know about [your company]?'
- Ask Perplexity the same.
- Ask: 'What are the top companies in [your category]?' — are you listed?
- Write down every answer. This is your starting line.

### EXAMPLE

A SaaS founder asked ChatGPT about her company. It confidently described a company that didn't exist, mixing her name with a competitor. That was the problem to fix.

### WHAT YOU GET

Hard proof of your AI visibility — and a target to improve.

### ↓ NEXT STEP

## Publish one original piece of research

# 03

## Publish one original piece of research

AI tools love original data. Surveys, studies, benchmarks, original numbers — these get cited more than any blog post ever will.

### DO THIS

- Pick a simple question your audience wonders about.
- Run a small survey (Google Forms is free) or gather data you already have.
- Publish the results as a clean, dated page with charts.
- Give it a memorable title like 'The 2026 [Industry] Report'.

### EXAMPLE

A recruiter surveyed 200 developers about salaries. Published 'The 2026 Developer Salary Report'. Within months, ChatGPT was quoting it in career questions.

### WHAT YOU GET

AI tools start using you as a source. Permanent citations in future AI answers.

### ↓ NEXT STEP

**Get mentioned on sites AI actually reads**

# 04

## Get mentioned on sites AI actually reads

AI tools learn from specific websites more than others: Wikipedia, Reddit, review sites like G2, and news outlets. Being mentioned on these is worth 100x a random blog link.

### DO THIS

- Create complete profiles on G2, Capterra, and Trustpilot.
- Answer questions on Reddit in your niche (genuinely, not spammy).
- Answer questions on Quora with your real name.
- Aim for your brand to appear in 'best of' lists written by third parties.

### EXAMPLE

A CRM company asked happy customers to leave G2 reviews. Six months later, ChatGPT started recommending it when people asked for CRMs. Direct traffic from AI.

### WHAT YOU GET

AI tools start mentioning you unprompted when people ask for recommendations.

### ↓ NEXT STEP

## Make your website easy for AI to read

# 05

## Make your website easy for AI to read

AI tools prefer simple, clean websites. Heavy JavaScript, pop-ups, and weird layouts confuse them. Boring text pages win.

### DO THIS

- Make sure every important page has real text (not images of text).
- Add clear headings, short paragraphs, and bullet points.
- Add a publish date and an author name to every page.
- Add a simple file at `yoursite.com/lms.txt` listing your key pages (search 'lms.txt standard' for templates).

### EXAMPLE

A documentation site switched from fancy JavaScript to plain Markdown pages. ChatGPT went from ignoring it to citing it in nearly every developer question.

### WHAT YOU GET

AI tools can finally read your site — and they start recommending it.

### ↓ NEXT STEP

## Check your AI visibility every week

# 06

## Check your AI visibility every week

GEO isn't 'do it once'. AI results change constantly. You need to track whether your work is paying off.

### DO THIS

- Write down 10 questions your customers ask AI tools.
- Every Monday, ask those 10 questions to ChatGPT, Perplexity, and Gemini.
- Log: Were you mentioned? In what position? Was the info right?
- Compare week over week. Fix what's missing.

### EXAMPLE

A marketing agency tracked 25 questions weekly. After 3 months, they were mentioned in 60% of answers — up from 0%. They knew exactly which content moved the needle.

### WHAT YOU GET

A real feedback loop. You stop guessing and start improving.

### ↓ NEXT STEP

**Publish a dataset with your brand name in it**

# 07

## Publish a dataset with your brand name in it

This is the single most underused GEO move. Publish a free dataset on Hugging Face or Kaggle with your brand in the title. AI tools cite datasets constantly.

### DO THIS

- Gather some data you already have (customer trends, industry stats, anything).
- Create a free account on [huggingface.co](https://huggingface.co) or [kaggle.com](https://kaggle.com).
- Upload the data with a clear name like 'The [YourBrand] [Topic] Dataset 2026'.
- Write a good description — AI reads it.

### EXAMPLE

A small analytics firm published 'The BrandX E-Commerce Benchmark Dataset'. Within months, AI tools referenced the dataset by name when anyone asked about e-commerce metrics.

### WHAT YOU GET

Your brand name becomes part of the AI's vocabulary for your category.

### ↓ NEXT STEP

## Help edit Wikipedia (the right way)

# 08

## Help edit Wikipedia (the right way)

Wikipedia is one of the top sources AI tools learn from. You can't write your own page — that gets deleted — but you CAN add your research as a source on related pages.

### DO THIS

- Create a Wikipedia account. Edit unrelated pages for a few weeks to build history.
- Find a page related to your industry that lacks sources.
- Add a sentence with a citation pointing to your research page.
- Be factual, neutral, and genuinely useful. Don't be salesy or it gets reverted.

### EXAMPLE

A nutritionist added a citation to her published research on a Wikipedia article about 'dietary fiber'. Six months later, ChatGPT was pulling her name when people asked about fiber.

### WHAT YOU GET

One of the highest-leverage moves in all of GEO. Long-term, massive payoff.

↓ FINAL

## Your checklist

## QUICK CHECKLIST

# Done is better than perfect.

- Current AI visibility checked across 3+ tools
- Brand audit done: what does AI say about you?
- One piece of original research published
- G2 / Capterra / Trustpilot profiles complete
- Reddit & Quora activity started
- Website cleaned up for AI readability
- llms.txt file published
- Weekly AI tracking routine running
- Dataset published on Hugging Face or Kaggle
- Wikipedia contributions started (ethically)

— END —