

SYSTEM READY

# GEO Accelerator Starter Pack

10 High-Impact Prompts + Tracking Systems for AI Visibility

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**aruntastic.**

GEO & AI Search Mastery

SYSTEM READY

# What's Inside

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1

## 10 High-Impact GEO Prompts

Extract maximum value from AI tools

2

## AI Citation Tracking System

Monitor your visibility systematically

3

## Competitive Analysis Template

Benchmark against competitors

4

## Advanced Schema Library

Code blocks most sites miss

# You're Ahead of 95% of Marketers

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Your quiz results show you have comprehensive schema, strong content structure, solid E-E-A-T signals, and a technical foundation in place.

## WHAT YOU NEED NOW

You don't need basics. You need SYSTEMS to track your AI visibility over time, identify optimization opportunities, stay ahead as AI search evolves, and measure & prove ROI.

# Section 1: 10 High-Impact GEO Prompts

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## PRO TIP

Run the same prompt in multiple AI engines (ChatGPT, Claude, Gemini). Different AIs have different training data — you'll get varied insights.

## Category 1: Content Audit Prompts

### Prompt #1: Citation Opportunity Finder

#### PROMPT

Analyze this content for AI citation opportunities:  
[PASTE YOUR CONTENT]

Evaluate for:

1. Answer clarity (Key insight in first 100 words?)
2. Structure (Can AI easily parse this?)
3. Quotable statements (Clear, standalone facts?)
4. Missing elements (FAQ, data, expert citations?)

Provide specific rewrite suggestions for top 3 opportunities.

### Prompt #2: Answer-First Restructure

#### PROMPT

Rewrite this intro using answer-first structure:

ORIGINAL: [PASTE FIRST 200 WORDS]  
KEY INSIGHT: [ONE SENTENCE MAIN POINT]

Rewrite to:

1. Put key insight in first sentence
2. Add supporting data in first paragraph
3. Maintain same voice/tone
4. Keep under 150 words

## Category 2: Competitive Analysis Prompts

### Prompt #4: AI Citation Check

PROMPT

Answer this question: "[YOUR TARGET QUERY]"

After answering, tell me:

1. Which sources did you consider?
2. Would you cite [YOUR DOMAIN]? Why/why not?
3. What would [YOUR DOMAIN] need to improve?
4. List 2-3 queries where [YOUR DOMAIN] might perform better.

## Prompt #6: Entity Authority Scanner

PROMPT

Evaluate the online authority of: [YOUR NAME/BRAND]

Assess:

1. Do you recognize this entity?
2. What credibility signals can you find?
3. Confidence citing as expert (1-10)?
4. What's missing to increase that score?
5. What actions would improve AI recognition?

# Section 2: AI Citation Tracking System

## WHY TRACK AI CITATIONS?

AI citations are different from Google rankings: They change with every query, depend on phrasing, vary by platform (ChatGPT vs Perplexity vs Claude), and evolve as AI models update. You need a system.

## What You'll Track

| METRIC               | WHY IT MATTERS                     |
|----------------------|------------------------------------|
| Cited Y/N            | Are you appearing at all?          |
| Citation type        | Full quote, mention, or link?      |
| Query variations     | Which phrasings trigger citations? |
| Platform differences | Which AI engines cite you most?    |
| Competitor presence  | Who appears when you don't?        |

## Tracking Spreadsheet Structure

| COLUMN      | PURPOSE                |
|-------------|------------------------|
| Date        | When you ran the query |
| Query       | Exact query tested     |
| ChatGPT     | Y/N + quote if cited   |
| Perplexity  | Y/N + quote if cited   |
| Claude      | Y/N + quote if cited   |
| Competitors | Who else was cited     |
| Notes       | Observations           |

## Your Core Query List (10-15 queries)

| CATEGORY        | EXAMPLES  |
|-----------------|---|
| Brand (3)       | "[Your name] + specialty", "[Brand] reviews", "Who is [name]?"          |
| Topic (5)       | "[Topic] best practices", "How to [service]", "[Niche] strategies 2025" |
| Intent (3)      | "Best [category] for [audience]", "[Topic] expert recommendations"      |
| Competitive (2) | Queries competitors rank for, queries you SHOULD be cited for           |

## Weekly Tracking Process (30-45 min)

- 1 Run Queries (20 min)**  
Open ChatGPT, Perplexity, Claude, Google. Run each query. Document results.
- 2 Log Results (10 min)**  
Fill in tracking sheet. Note changes from last week.
- 3 Analyze Patterns (10 min)**  
Which platforms cite you? Which queries work? New competitors?

# Section 3: Competitive GEO Analysis

## The 5-Query Competitor Benchmark

| QUERY TYPE       | WHAT TO ASK                          | WHAT TO TRACK                   |
|------------------|--------------------------------------|---------------------------------|
| Direct Expertise | "Who is [competitor]?"               | What AI knows about them        |
| Topic Authority  | "[topic] expert recommendations"     | Are they cited? Are you?        |
| Problem Query    | "[problem you both solve] solutions" | Which of you appears?           |
| Comparison       | "[competitor] vs [you]"              | How are you positioned?         |
| Industry         | "Best [category] companies"          | Do either of you make the list? |

## Competitive Analysis Worksheet

| ANALYSIS POINT          | COMPETITOR A | COMPETITOR B | YOU |
|-------------------------|--------------|--------------|-----|
| Cited in ChatGPT?       |              |              |     |
| Cited in Perplexity?    |              |              |     |
| Schema types visible    |              |              |     |
| "Featured In" sites     |              |              |     |
| FAQ sections?           |              |              |     |
| Entity authority (1-10) |              |              |     |

## Action Items From Analysis

| CATEGORY              | YOUR ACTIONS  |
|-----------------------|---|
| Easy Wins             | Things competitors have that you're missing but could add quickly |
| Differentiation       | Where you could stand out   |
| Priority Improvements | Highest-impact changes based on analysis                          |

# Section 4: Advanced Schema Library

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You likely already have Person, Organization, and Article schema. Here's what most sites miss:

## FAQ Schema (Essential)

JSON-LD

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is GEO?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "GEO is optimizing content to be cited by AI search engines."
    }
  }]
}
```

## HowTo Schema (For Process Content)

JSON-LD

```
{
  "@context": "https://schema.org",
  "@type": "HowTo",
  "name": "How to Optimize for AI Citations",
  "step": [{
    "@type": "HowToStep",
    "name": "Structure with Answer-First",
    "text": "Put key insight in first 100 words."
  }]
}
```

## SpeakableSpecification (For Voice/AI)

JSON-LD

```
{
  "@context": "https://schema.org",
  "@type": "WebPage",
  "speakable": {
    "@type": "SpeakableSpecification",
    "cssSelector": [".summary", ".key-facts", ".faq-answer"]
  }
}
```

### WHAT THIS DOES

Tells AI which parts of your page are most suitable for reading aloud or quoting.

## Schema Implementation Priority

| PRIORITY          | SCHEMA TYPES                                     |
|-------------------|--|
| 1 (Implement Now) | FAQPage, Enhanced Person, SpeakableSpecification |
| 2 (Next Phase)    | HowTo, Review/Rating, Event                      |
| 3 (Advanced)      | Dataset, Course, SoftwareApplication             |

# Quick Reference: What to Do Next

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## This Week

- Run Prompt #4 (AI Citation Check) for top 5 target queries
- Set up your tracking spreadsheet
- Run your first weekly citation check
- Identify 2-3 competitor benchmarks

## This Month

- Use Prompts #1-3 to audit top 10 pages
- Add FAQ schema to 3 highest-traffic articles
- Implement HowTo schema on one process page
- Complete full competitive analysis

## Ongoing

- Weekly citation tracking (30 min/week)
- Monthly competitive benchmark
- Quarterly strategy review based on data

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## Arun Nagarathanam

GEO specialist and online educator with 200,000+ students across 190 countries.

[aruntastic.com](http://aruntastic.com)

[linkedin.com/in/arun-nagarathanam/](https://www.linkedin.com/in/arun-nagarathanam/)