

FREE REPORT

The GEO Opportunity Report

Why AI Is Changing Who Gets Found

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GEO & AI Search Mastery

FREE REPORT

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7-Day GEO Action Checklist

One action per day to start getting cited

Section 1: What GEO Actually Is

Generative Engine Optimization (GEO)

GEO is the practice of optimizing your content so that AI platforms — ChatGPT, Perplexity, Claude, Gemini, and Google AI Overviews — cite your website as a source when answering user questions. Traditional SEO gets you ranked. GEO gets you cited.

SEO vs. GEO: The Fundamental Shift

TRADITIONAL SEO	GEO
Goal: Rank on page 1	Goal: Get cited in AI answers
10 blue links compete for clicks	AI picks 1-3 sources to reference
User clicks through to your site	User gets answer without clicking
Measured by rankings and traffic	Measured by citations and mentions
Optimize for Google algorithm	Optimize for LLM understanding

THE KEY DIFFERENCE

In traditional search, you compete for 10 spots on page 1. In AI search, you compete to be the ONE source the AI trusts enough to cite. The bar is higher, but the reward is enormous: when ChatGPT recommends you by name, that carries more weight than any #1 ranking.

Where GEO Matters Right Now

- Google AI Overviews — appearing above organic results for 30%+ of searches
- ChatGPT — 200M+ weekly active users asking questions your content could answer
- Perplexity — the "Google killer" that cites sources in every answer
- Claude — Anthropic's AI assistant used by millions of professionals
- Gemini — Google's AI integrated across Search, Workspace, and Android

REALITY CHECK

GEO is not "SEO rebranded." About 80% of what works for SEO still applies. But there is a critical 20% that is genuinely different — and that 20% determines whether AI cites you or your competitor.

Section 2: The Citation Gap

THE PROBLEM

Your Google Search Console shows impressions going up. But clicks are going down. This is not a bug — it is the new normal. AI Overviews are answering questions before users ever reach your site.

What Is Actually Happening

- 1 AI Overviews absorb clicks**
Google shows an AI-generated answer at the top of results. Users get their answer without clicking through to any website.
- 2 ChatGPT replaces research**
Users ask ChatGPT instead of searching Google. If ChatGPT doesn't cite your site, you are invisible to these users entirely.
- 3 Perplexity becomes the go-to**
Perplexity cites sources explicitly, but only 3-5 per answer. If you are not in those citations, a competitor is.

The Numbers That Should Worry You

METRIC	2024	2025-2026 TREND
Searches with AI Overviews	~15%	30-40% and growing
Zero-click searches	~60%	65-70%
ChatGPT weekly users	100M	200M+
Users trusting AI answers	42%	58%+

The Citation Gap Explained

WITHOUT GEO

Your content ranks well but AI engines summarize it without linking back. Users get the answer; you get nothing. You are training AI on your expertise while getting zero credit.

WITH GEO

AI engines understand your authority and cite you by name. "According to [Your Brand]..." appears in ChatGPT, Perplexity, and AI Overviews. You become the source AI trusts.

QUICK TEST

Open ChatGPT right now and ask it a question your website should be able to answer. Does it mention you? If not, you have a citation gap.

Section 3: 3 Signals AI Uses to Pick Sources

AI engines do not randomly choose which sources to cite. They evaluate three core signals. Master these, and you dramatically increase your chances of being the source AI recommends.

Signal 1: Structured Data & Schema Markup

What It Is

Schema markup is code you add to your website that tells AI engines exactly what your content means. Think of it as subtitles for AI — without it, AI has to guess what your page is about. With it, AI knows precisely.

HIGH-IMPACT SCHEMA TYPES

Start With These 5

- Person/Organization — tells AI who you are (your digital identity)
- Article — tells AI this is authoritative content with a named author
- FAQPage — makes your Q&A pairs directly extractable by AI
- HowTo — step-by-step content AI can cite for procedural answers
- WebPage/Website — basic site identity that AI crawlers look for

Signal 2: E-E-A-T Signals

E-E-A-T

Experience, Expertise, Authoritativeness, and Trustworthiness. Google uses these to evaluate content quality, and AI engines use similar signals to decide which sources to cite. The stronger your E-E-A-T, the more likely AI will name you.

- Named author with credentials on every article
- About page with verifiable experience and achievements
- External mentions (guest posts, interviews, citations)
- Consistent publishing history showing sustained expertise
- Real data, case studies, or original research in your content
- Professional social profiles that corroborate your identity

Signal 3: Content Structure

AI engines scan content differently than humans. They look for clear, extractable answers. If your key insight is buried under 500 words of introduction, AI will find someone else's answer first.

HARD FOR AI TO EXTRACT

Long introductions before the answer. No clear headings or structure. Answers buried in narrative paragraphs. No FAQ section.

EASY FOR AI TO EXTRACT

Answer in the first 100 words. Clear H2/H3 heading hierarchy. FAQ sections with direct Q&A pairs. Specific data points and statistics.

THE ANSWER-FIRST RULE

For every page on your site, ask: "If someone asked the question this page answers, could AI find the answer in the first two sentences?" If the answer is no, restructure.

Section 4: Your 7-Day GEO Action Checklist

You do not need to overhaul your entire site. Start with these seven focused actions — one per day — and you will have the foundation of a GEO-optimized presence by the end of the week.

1

Day 1: Audit Your About Page

Check for entity signals: full name, professional title, specific credentials, years of experience, verifiable achievements, LinkedIn URL. This is your digital identity for AI.

2

Day 2: Add FAQ Schema to Your Top Page

Pick your highest-traffic page. Add 3-5 FAQ questions with direct answers. Implement FAQPage schema markup. Use Google's Rich Results Test to validate.

3

Day 3: Check if ChatGPT Knows Your Brand

Ask ChatGPT: "What do you know about [your brand/name]?" If it draws a blank, your entity signals are too weak. Note what it says — this is your baseline.

4

Day 4: Restructure One Article Answer-First

Pick your most important article. Move the key answer to the first 100 words. Add a clear H2 structure. Add a summary box or key takeaway at the top.

5

Day 5: Add Author Schema Markup

Add Person schema to your About page with your name, job title, employer, sameAs links (LinkedIn, social profiles). This helps AI verify you exist.

6

Day 6: Submit to 3 Industry Directories

Find 3 authoritative directories in your niche. Submit your site with consistent name, title, and description. External mentions strengthen AI's confidence in your entity.

7

Day 7: Set Up Basic Citation Tracking

Search your brand name in ChatGPT, Perplexity, and Google AI Overviews. Screenshot the results. Set a calendar reminder to check monthly. This is your GEO baseline.

AFTER 7 DAYS YOU WILL HAVE

A verified entity identity that AI can recognize. Structured data on your most important pages. Content formatted for AI extraction. A baseline measurement to track progress. You will be ahead of 90% of websites that have done nothing for GEO.

What Comes Next

This report gives you the foundation. But GEO is a systematic practice — not a one-time fix. The businesses that win in AI search are the ones that build citation-earning into their ongoing workflow.

The GEO Journey

- 1 Foundation (You Are Here)**
Entity signals, basic schema, content structure, initial audit
- 2 Optimization**
Advanced schema types, content reformatting at scale, citation monitoring systems
- 3 Authority**
Digital PR for AI, expert positioning, systematic citation building
- 4 Scale & Monetize**
Offer GEO as a service, build recurring revenue, become the authority clients trust

Continue Learning

- Read the aruntastic blog for weekly GEO strategies and case studies
- Take the GEO Readiness Quiz to see where you stand: aruntastic.com/quiz
- Follow me on LinkedIn for daily insights on AI search trends

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