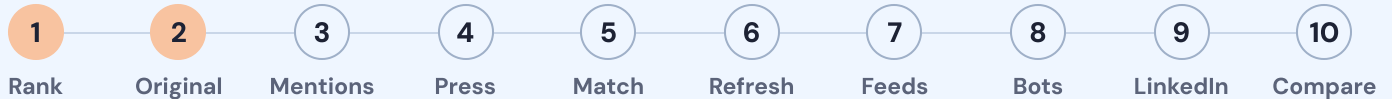


What Works in GEO Now

10 things that actually get you cited by AI search, in the order to do them. Every claim has a source.

Do these in this order. Rank first, then earn the mentions.



1

Rank first

WHAT TO DO

Fix crawlability, indexing and rankings for your key topics. Do this before you buy anything with a "GEO" label.

THE EVIDENCE

Google says that AI Overviews and AI Mode retrieve from its core Search index. If a page is not retrieved, GEO tricks do nothing.

 **Source: Google**

HOW A CITATION HAPPENS

Search index



Retrieved



Cited in the AI answer

No retrieval, no citation.

2

Non-commodity content

WHAT TO DO

Publish original data, first-hand tests, specific numbers and opinions only you can give.

THE EVIDENCE

Google's guide says that this matters most "in the long run." Its information-gain patents score what a page adds to what the reader already saw. In lab tests, quotes and statistics increased a page's share of the answer, but only for retrieved pages.

 **Source: Google guide**



3

Brand mentions, especially on YouTube

WHAT TO DO

Get your brand talked about on the web and on video, not just linked.

THE EVIDENCE

In a study of 75K brands, YouTube mentions (~0.74) and web mentions (~0.66) had a much higher correlation with AI visibility than backlinks (0.22). This is correlation, not proof. YouTube was the #1 cited domain in US AI Overviews in September 2026.

Source: Ahrefs

CORRELATION WITH AI VISIBILITY

 YouTube mentions
 **0.74**

Web mentions
 **0.66**

Backlinks
 **0.22**

Scale 0 to 1.0. Correlation, not proof. 75K brands. Source: Ahrefs

4

Earned media and PR

WHAT TO DO

Get covered by journalists and third-party sites in your category.

THE EVIDENCE

Muck Rack found that about 25% of AI citations are journalism. More than half of cited content is less than 12 months old. University of Toronto researchers found an "overwhelming bias" for earned media over brand-owned pages.

Source: Muck Rack

 **25%**
of AI citations are journalism

>50%
of cited content is under 12 months old



5

Match the query, then go a little wider

WHAT TO DO

Rank for the query and use its words in your headings. Cover two or three related sub-questions well. Put a complete answer under each heading.

THE EVIDENCE

ChatGPT cited pages with a close heading match to the query 41% of the time, and weak matches 29%. Position 1 had a 58% citation rate, and position 10 had 14%. Coverage of 2 to 3 subtopics did better than coverage of all fan-out topics. To Google, one page for each sub-query is scaled content abuse.

Source: AirOps

HEADING MATCH

Close



Weak



SEARCH POSITION

Position 1



Position 10



Citation rate. Source: AirOps

6

Substantive refreshes

WHAT TO DO

Update your best pages with new data each quarter. Change the content, not only the date.

THE EVIDENCE

Of all AI-cited pages, 75% had an update in the past year. For pages with both dates, 72% had an update in the past year, but only 42% were first published then. Freshness comes from updates, not volume.

Source: Seer Interactive



75%

of AI-cited pages updated in the past year



72%

of pages with both dates updated in the past year



42%

first published in the past year

- 1 Rank
- 2 Original
- 3 Mentions
- 4 Press
- 5 Match
- 6 Refresh
- 7 Feeds
- 8 Bots
- 9 LinkedIn
- 10 Compare

7

Feeds and profiles

WHAT TO DO

Keep these clean and current: Merchant Center (with the new conversational attributes), Google Business Profile and a ChatGPT product feed.

THE EVIDENCE

Google's guide names Merchant Center and Business Profile for shopping and local AI answers. OpenAI changed ChatGPT shopping to discovery from merchant feeds.

 [Source: Google Merchant Center](#)

KEEP CLEAN AND CURRENT

 Merchant Center 

 Business Profile 

 ChatGPT product feed 

8

Let the right bots in

WHAT TO DO

Allow OAI-SearchBot, Claude-SearchBot, Claude-User and PerplexityBot. Check your CDN and Search Console AI settings.

THE EVIDENCE

If you block a search bot, that engine's answers do not include you. After Sept 15, 2026, Cloudflare's "Block" settings also stop Googlebot and Bingbot. To refuse only training, use "Disallow AI Training." That setting keeps search.

 [Source: Cloudflare](#)

ALLOW LIST

 OAI-SearchBot 

 Claude-SearchBot 

 Claude-User 

 PerplexityBot 

Training bots: your call

- 1 Rank
- 2 Original
- 3 Mentions
- 4 Press
- 5 Match
- 6 Refresh
- 7 Feeds
- 8 Bots
- 9 LinkedIn
- 10 Compare

9

LinkedIn for B2B

WHAT TO DO

Publish real expertise from real people on LinkedIn.

THE EVIDENCE

Profound found that LinkedIn is the #1 cited domain for professional queries on six AI engines (1.4M citations).

Source: **Profound**

The image shows the LinkedIn logo (a blue square with a white 'in') followed by a large orange '#1'.

cited domain for professional queries

1.4M

citations

6

AI engines

10

Honest comparisons

WHAT TO DO

Write fair comparisons. Name the competitors and say which buyer each option is for.

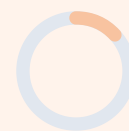
THE EVIDENCE

Comparison queries give 2.4x more brand mentions. Only 13% of AI citations both link and name the brand. A fair comparison is how you get your name in the answer.

Source: **Semrush**

2.4x

more brand mentions from comparison queries



13%

of AI citations both link and name the brand

Want the full sourced guide?

25 minutes, every number dated and linked.

[Read the full guide →](#)