

# GEO Analysis Report

Generative Engine Optimization Audit for Example Co

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<b>Website</b>	https://example.com
<b>Analysis Date</b>	March 27, 2026
<b>GEO Score</b>	41/100 — Below Average



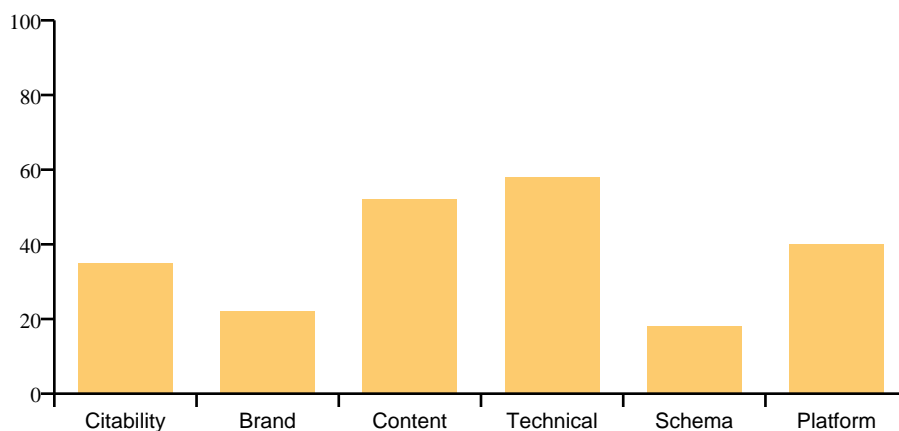
**Below Average**

## Executive Summary

This report presents the findings of a comprehensive Generative Engine Optimization (GEO) audit conducted on Example Co (<https://example.com>). The analysis evaluated the website's readiness for AI-powered search engines including Google AI Overviews, ChatGPT, Perplexity, Gemini, and Bing Copilot. The overall GEO Readiness Score is 41/100, placing the site in the Below Average tier. While the site has a functional technical foundation, critical gaps in AI crawler access, structured data, and brand authority are significantly limiting visibility in AI search results. The site blocks key AI crawlers via robots.txt, has no schema markup, and lacks any presence on platforms that AI models frequently cite. Implementing the quick wins outlined in this report could raise the score to approximately 62/100 within 30 days.

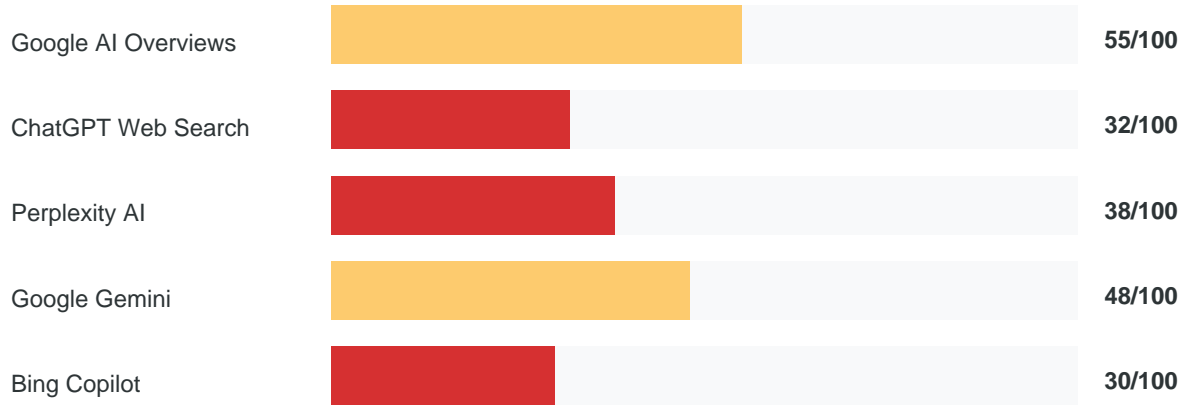
## GEO Score Breakdown

Component	Score	Weight	Weighted
AI Citability & Visibility	35/100	25%	8.8
Brand Authority Signals	22/100	20%	4.4
Content Quality & E-E-A-T	52/100	20%	10.4
Technical Foundations	58/100	15%	8.7
Structured Data	18/100	10%	1.8
Platform Optimization	40/100	10%	4.0
<b>OVERALL</b>	<b>41/100</b>	<b>100%</b>	<b>41</b>



# AI Platform Readiness

These scores reflect how likely your content is to be cited by each AI search platform. A score below 50 indicates significant barriers to citation on that platform.



AI Platform	Score	Status
Google AI Overviews	55/100	Moderate
ChatGPT Web Search	32/100	Needs Attention
Perplexity AI	38/100	Needs Attention
Google Gemini	48/100	Below Average
Bing Copilot	30/100	Needs Attention

# AI Crawler Access Status

Blocking AI crawlers prevents AI platforms from citing your content. The table below shows which AI crawlers can currently access your site.

Crawler	Platform	Status	Recommendation
GPTBot	OpenAI (ChatGPT + training)	<b>Blocked</b>	CRITICAL: Unblock GPTBot to enable ChatGPT citation. Add 'Allow: /' for User-agent: GPTBot.
OAI-SearchBot	OpenAI (Search only)	<b>Blocked</b>	Unblock to allow OpenAI search to index your content.
ChatGPT-User	ChatGPT browsing mode	<b>Blocked</b>	Unblock to allow ChatGPT users to browse your site.
ClaudeBot	Anthropic / Claude	<b>Blocked</b>	CRITICAL: Unblock ClaudeBot to enable Claude citation.
PerplexityBot	Perplexity AI Search	<b>Blocked</b>	CRITICAL: Unblock PerplexityBot — Perplexity drives high-intent referral traffic.
Google-Extended	Google Gemini training	<b>Allowed</b>	No action needed.
Amazonbot	Amazon / Alexa AI	<b>Allowed</b>	No action needed.
Applebot-Extended	Apple Intelligence	Unknown	Add explicit Allow rule.
CCBot	Common Crawl (feeds AI models)	<b>Blocked</b>	Consider unblocking — Common Crawl feeds many AI model training sets.
Bytespider	ByteDance / TikTok AI	<b>Blocked</b>	Consider unblocking for broader AI visibility.
FacebookBot	Meta AI features	Unknown	Add explicit Allow rule for Meta AI features.
Cohere-ai	Cohere models	Unknown	Add explicit Allow rule.

# Key Findings

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## [CRITICAL] AI Crawlers Blocked in robots.txt

GPTBot, ClaudeBot, PerplexityBot, and CCBot are all blocked via robots.txt. This means ChatGPT, Claude, and Perplexity cannot index or cite any of your content. This is the single biggest barrier to AI search visibility.

## [CRITICAL] No Structured Data / Schema Markup

The site has zero JSON-LD structured data. No Organization schema, no sameAs links, no Article schema, no Person schema. AI models cannot build an entity graph for your brand, severely limiting recognition and citation.

## [CRITICAL] Client-Side Rendering Without SSR

The site uses a React SPA with no server-side rendering. The HTML body is essentially empty () until JavaScript executes. AI crawlers do NOT run JavaScript, meaning they see a blank page.

## [HIGH] No IImms.txt File

No IImms.txt file exists at the domain root. This emerging standard helps AI models understand which content is most important on your site. Without it, AI systems must guess at content priority.

## [HIGH] Weak Brand Authority Signals (22/100)

No Wikipedia or Wikidata entry. No Reddit mentions found. No YouTube presence. LinkedIn company page exists but is incomplete. No listings on G2, Capterra, or Trustpilot.

## [HIGH] Missing Author Credentials and E-E-A-T Signals

Blog posts have no author bylines, no author pages, and no Person schema. There are no case studies, no original research, and no first-hand experience signals on the site.

## [MEDIUM] Content Not Structured for AI Citation

Content blocks are either too long (400+ word paragraphs) or too vague to be cited by AI models. Optimal AI-citable passages are 134-167 words, self-contained, and include specific data points.

## [MEDIUM] Missing Security Headers

HTTPS is present, but HSTS, Content-Security-Policy, and X-Frame-Options headers are missing. This affects trust signals for both users and search engines.

## [MEDIUM] No XML Sitemap Referenced in robots.txt

While a sitemap.xml exists, it is not referenced in robots.txt. AI crawlers that check robots.txt first may not discover the sitemap, reducing crawl efficiency.

## [LOW] Meta Descriptions Missing on Key Pages

The /about and /services pages have no meta descriptions. Search engines and AI models generate their own summaries, which may not accurately represent your content.

# Prioritized Action Plan

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## Quick Wins (This Week)

High impact, low effort — can be implemented immediately.

1. Unblock GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot, and ChatGPT-User in robots.txt. This single change opens your site to the three biggest AI search platforms.
2. Add a Sitemap reference to robots.txt pointing to your existing sitemap.xml.
3. Create a basic llms.txt file listing your most important pages with descriptions.
4. Add meta descriptions to all pages missing them (currently /about and /services).
5. Add HSTS, X-Frame-Options, and X-Content-Type-Options security headers.
6. Add publication dates and last-updated dates to all blog posts.

## Medium-Term Improvements (This Month)

Significant impact, moderate effort — requires content or technical changes.

1. Implement server-side rendering (SSR) or static site generation (SSG) so AI crawlers can see your content. Consider migrating to Next.js or Nuxt for framework-level SSR support.
2. Add Organization schema with comprehensive sameAs linking to LinkedIn, YouTube, and social profiles.
3. Add Article + Person schema to all blog posts with author credentials and dateModified.
4. Restructure long content blocks into concise, self-contained passages (134-167 words) with question-based H2 headings.
5. Create author bio pages with detailed credentials and link from every blog post.
6. Complete LinkedIn company page with full description, team members, and regular posting.

## Strategic Initiatives (This Quarter)

Long-term competitive advantage — requires ongoing investment.

1. Build Wikipedia/Wikidata entity presence through verifiable press coverage and industry recognition.
2. Develop active Reddit engagement strategy in relevant industry subreddits to build organic brand mentions.
3. Launch YouTube channel with educational content aligned with common AI search queries in your industry.
4. Publish original research reports with unique data to become a primary source that AI models cite.
5. Register on G2, Capterra, and Trustpilot to build third-party review presence.

## Appendix: Methodology

This GEO audit was conducted on 2026-03-27 analyzing <https://example.com>. The analysis evaluated the website across six dimensions: AI Citability & Visibility (25%), Brand Authority Signals (20%), Content Quality & E-E-A-T (20%), Technical Foundations (15%), Structured Data (10%), and Platform Optimization (10%).

**Platforms assessed:** Google AI Overviews, ChatGPT Web Search, Perplexity AI, Google Gemini, Bing Copilot

**Standards referenced:** Google Search Quality Rater Guidelines (Dec 2025), Schema.org specification, Core Web Vitals (2026 thresholds), llms.txt emerging standard, RSL 1.0 licensing framework

### Glossary

Term	Definition
GEO	Generative Engine Optimization — optimizing content for AI search citation
AIO	AI Overviews — Google's AI-generated answer boxes in search results
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness
SSR	Server-Side Rendering — generating HTML on the server for crawler access
CWV	Core Web Vitals — Google's page experience metrics (LCP, INP, CLS)
INP	Interaction to Next Paint — responsiveness metric (replaced FID March 2024)
JSON-LD	JavaScript Object Notation for Linked Data — preferred structured data format
sameAs	Schema.org property linking an entity to its profiles on other platforms
llms.txt	Proposed standard file for guiding AI systems about site content
IndexNow	Protocol for instantly notifying search engines of content changes

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