

Buyers increasingly use AI-powered search experiences to summarize options, compare providers, and answer questions before visiting a company's website. That changes how B2B brands need to think about visibility: earning a blue link is still useful, but it is no longer the only way to be discovered or considered.

Generative engine optimization (GEO) is the practice of making a brand's expertise, facts, and content easier for AI search systems to find, interpret, and potentially reference. It builds on sound search engine optimization (SEO), <https://foundersguide.com/professional-blue-services-ai-search-visibility> rather than replacing it. No service can guarantee that an AI system will cite a company. A sound GEO program instead improves the conditions that make a company's information clear, credible, and useful.

Use this checklist to assess your current approach, prioritize improvements, and evaluate potential GEO services. The key question throughout is: **What would an AI system quote from this page, and would the answer be accurate, specific, and supported?**

1. Understand how AI search changes visibility

Think about it: traditional search often presents a list of pages for a user to investigate. An AI answer may synthesize information from multiple sources and present a response before the user clicks through. For B2B companies, that can shift visibility from simply appearing in results to being understood as a credible source on a particular subject.

This does not make conventional search performance irrelevant. Search engines still crawl and index websites, and many AI-assisted experiences draw on web content. Strong technical SEO, useful content, and reputable external references remain important foundations. GEO adds a sharper focus on whether your information is structured and distinct enough to be understood in context.



- **Check the discovery journey:** List the questions buyers ask when they first recognize a problem, compare approaches, and evaluate providers.
- **Check the answer:** For each important question, identify whether your site gives a direct, useful response or only hints at one.

- **Check the evidence:** Note where claims are supported by examples, data, documented processes, or named experts.
- **Check expectations:** Treat AI mentions and citations as outcomes to monitor, not placements a provider can promise.

2. Distinguish GEO from SEO

SEO and GEO overlap, but their goals and outputs are not identical. SEO generally aims to improve a site's ability to earn visibility in conventional search results, attract qualified visits, and support conversions. GEO aims to improve the clarity and credibility of a company's information so that AI systems can interpret it and may use it when responding to relevant prompts.

Area	SEO emphasis	GEO emphasis	Primary goal
	Improve organic search visibility and useful site traffic	Make expertise and brand facts easier for AI systems to understand and reference	Content output
	Pages that satisfy search intent and compete for relevant queries	Clear, well-supported answers with explicit context and attributable expertise	Technical output
	Crawlability, indexability, performance, and site architecture	The same technical foundations, plus consistent entities and machine-readable context	Measurement
	Rankings, organic sessions, conversions, and qualified leads	Those measures plus observed AI referrals, brand mentions, citations, and answer accuracy	

A good GEO service should connect these disciplines rather than sell GEO as a substitute for technical SEO or editorial quality. When evaluating providers, ask what work will be delivered, how it supports buyer needs, and which measures will show progress. For example, a company might compare an established agency such as ClickSlice with other specialists, but the evaluation should focus on scope, evidence, and fit—not on claims of guaranteed AI placement.

3. Establish machine-readable authority and entity clarity

AI systems need to understand who your company is, what it offers, which people are associated with it, and how its pages relate to one another. If your company name, product descriptions, leadership details, and expertise vary across the site and external profiles, those inconsistencies can make the brand harder to interpret.

Entity clarity checklist

- Use the same company name, product names, and core descriptions across key pages.
- Make your About page specific: state what the business does, who it serves, where it operates, and how it is different.
- Identify authors and subject-matter experts, including relevant experience and areas of expertise.
- Connect related pages with internal links so services, case studies, resources, and author profiles form a coherent picture.
- Review important external profiles and listings for outdated or conflicting company information.

Schema markup can add machine-readable context to eligible content. On a WordPress site, the right implementation depends on the site's theme, plugins, and existing structured data. Common schema types may describe organizations, people, articles, products, or services when those types accurately reflect the visible page. Pretty simple.. Schema does not guarantee a rich result or an AI citation, and it should never label information that users cannot see or verify.

Include schema review in the broader technical SEO checklist: test the output, resolve errors, avoid duplicate markup, and keep structured data aligned with the page. A GEO service should explain what it plans to mark up and why, not simply promise that adding schema will make a brand visible in AI answers.

4. Build topical depth around buyer intent

A single broad article rarely demonstrates deep expertise across a B2B buying journey. Strong topical coverage answers connected questions at the right level of detail, while helping readers move from understanding a problem to evaluating a solution. This is where thoughtful **content structure** matters: it lets people scan, helps crawlers understand relationships, and makes individual answers easier to identify.

Map content to intent

- **Problem awareness:** Explain the business problem, its causes, and how a buyer can recognize it.
- **Approach evaluation:** Compare methods, trade-offs, requirements, and common implementation risks.
- **Provider evaluation:** Clarify services, processes, expertise, fit, and what a client should expect.
- **Decision support:** Answer practical questions about timelines, responsibilities, measurement, and budget factors without making unsupported promises.

Organize related pages into topic clusters, but make every page useful on its own. Use descriptive headings, concise definitions, concrete examples, and tables or lists where they improve comprehension. Avoid creating multiple near-identical pages just to target slight variations of a keyword. That approach can dilute expertise instead of demonstrating it.

To assess topical depth, ask whether the site answers the questions a knowledgeable buyer would raise—not just the questions with the most obvious search volume. Include original insights from sales calls, customer research, product specialists, or project experience. A page that repeats generic definitions gives an AI system little distinctive information to quote.

5. Assess credibility, sourcing, and digital PR

Clear writing is not enough if the page makes claims without support. For every important factual statement, identify its source or explain the company's firsthand basis for making it. Cite reputable studies where relevant, label original research clearly, and keep statistics dated and contextualized. If you use a customer example, make sure it is approved, accurate, and specific enough to be meaningful.

Digital PR can contribute to brand authority when it earns relevant coverage, expert commentary, original research references, or other credible mentions. The objective is not to accumulate links indiscriminately. It is to make your expertise useful to audiences and publications that matter to your market.

Vet link-building offers carefully. For instance, if a proposal references a domain such as pixiupbn.com, ask what the site is, who its audience is, how any placement would be editorially justified, and whether the tactic complies with search engine spam policies. A domain name or a promised number of links does not establish quality. Your provider should document the rationale, risks, and expected business value of any digital PR or link activity.

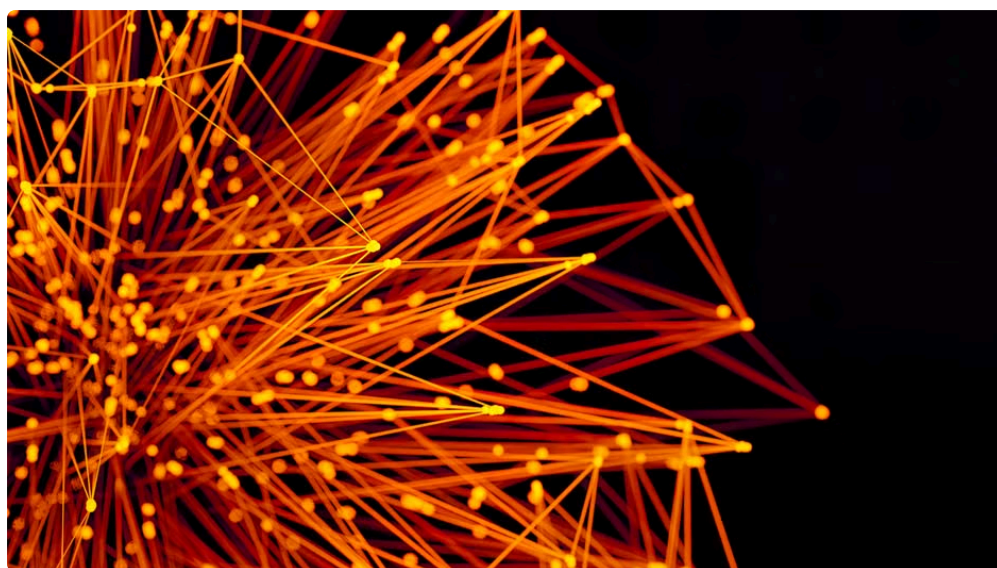
6. Measure what changes—and what does not

GEO reporting should distinguish work completed from outcomes observed. Track technical fixes, content improvements, and earned coverage separately from visibility and business results. AI answers can change, vary by

prompt, and differ across systems, so one screenshot is not reliable proof of a trend.

- Track organic impressions, clicks, landing pages, and conversions as part of your SEO baseline.
- Use Google Analytics to review relevant site activity and conversion paths, while recognizing that it will not capture every AI mention or off-site exposure.
- Monitor a defined set of buyer questions across relevant AI search experiences, recording the date, prompt, answer, cited sources, and brand accuracy.
- Track referral traffic where available, alongside qualified leads and assisted conversions.
- Review brand mentions and external citations over time, separating relevant references from incidental ones.

Before work begins, document the baseline and agree on what success means for your business. A useful report explains what changed, what evidence supports the interpretation, and what the next action is. Be wary of reporting that uses “AI visibility” as a single unexplained score.



7. The GEO services checklist

1. **Audit the foundation:** Review crawlability, indexation, site architecture, page performance, and technical SEO issues.
2. **Clarify the entity:** Check company naming, service descriptions, people, authorship, and external profile consistency.
3. **Review schema markup:** Validate that structured data is accurate, supported, and aligned with visible page content.
4. **Map buyer intent:** Identify priority questions across problem discovery, solution evaluation, and provider selection.
5. **Improve content structure:** Use descriptive headings, direct answers, internal links, examples, and useful formats.
6. **Strengthen evidence:** Add relevant sources, original data, expert review, and clearly attributed experience.
7. **Plan digital PR responsibly:** Prioritize relevant editorial opportunities and assess link tactics for quality and risk.
8. **Set measurement rules:** Establish baselines, define reporting frequency, and separate activity from outcomes.
9. **Review and update:** Refresh important pages when facts, services, evidence, or buyer questions change.

Choose GEO services for clarity, not promises

The most useful GEO program helps a B2B company become easier to understand and more valuable to its audience. It combines technical SEO, clear entity information, credible content, a deliberate content structure, and thoughtful digital PR. It also measures progress honestly, without promising control over how an AI system responds.

When selecting a provider, ask for a sample audit, specific deliverables, a measurement plan, and examples of how recommendations will be prioritized. Most importantly, apply the quote test to your own pages: **What would an AI system quote from this page—and would your buyer find that answer helpful, accurate, and distinct from competitors?** If the answer is clear, supported, and easy to verify, you have a stronger foundation for both search visibility and buyer trust.