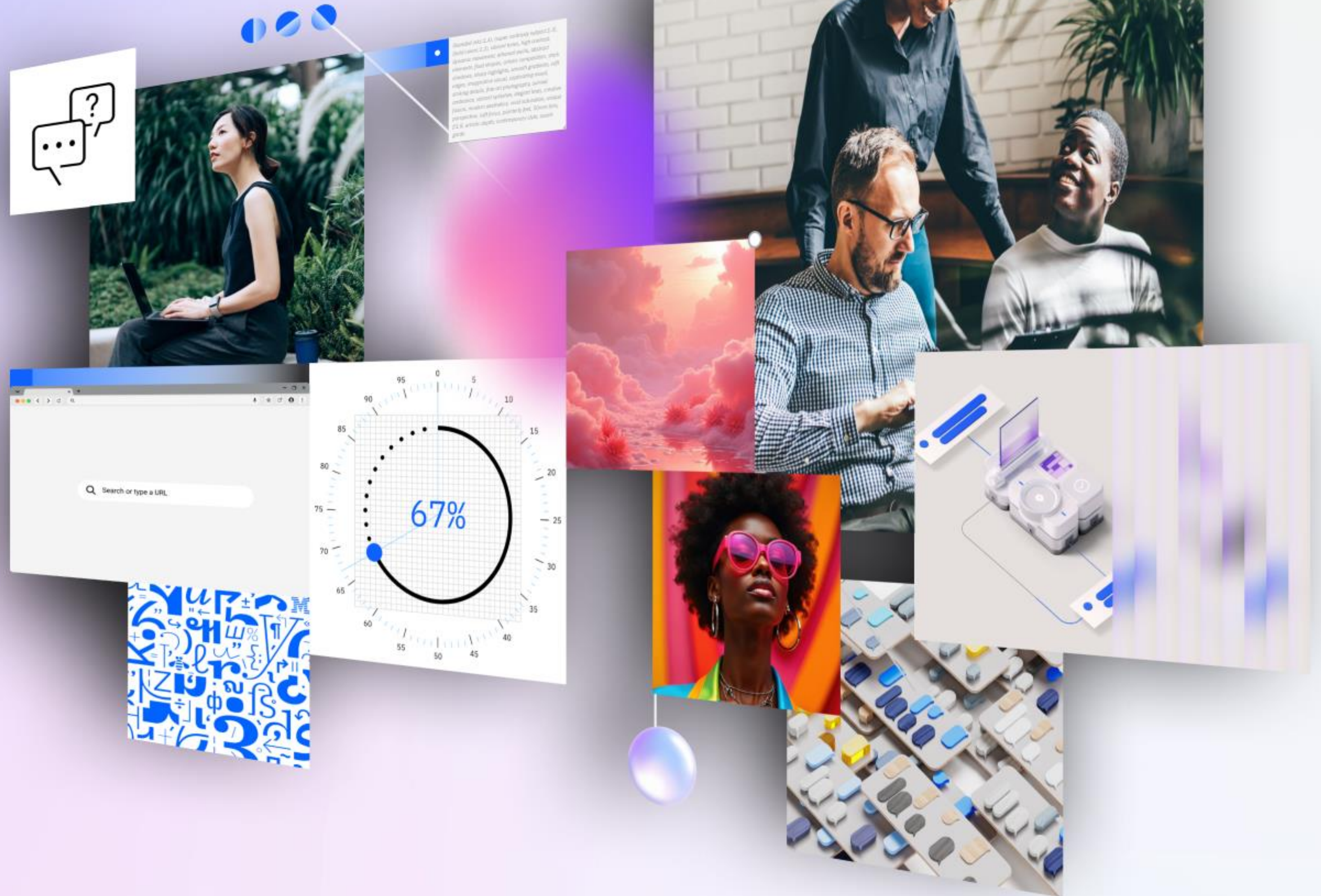


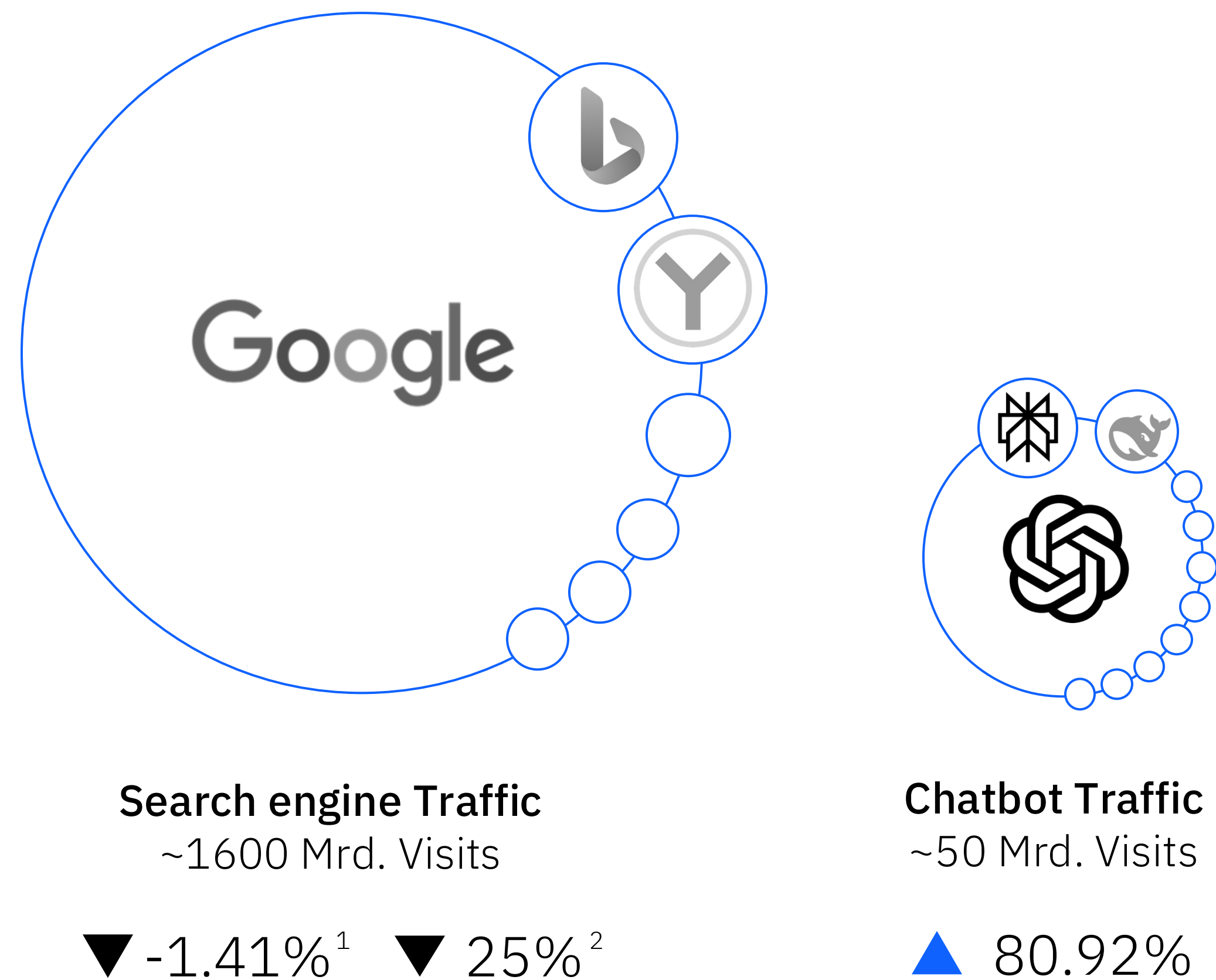
AI Search Optimization / GEO

Geo Tracker: Your Brand's AI Visibility



IBM iX

Brand Visibility today and tomorrow: Chatbot reach and acceptance are growing fast



1200%

Increase in traffic from generative AI sources to U.S. retail websites between mid-2024 and early 2025³

71%

of consumers want to use generative AI in their shopping experiences⁴

66%

Percentage of Gen Z and Millennials who expect hyper-personalized content based on generative AI⁴

87%

of consumers state they are more likely to use AI for larger and more complex purchases³

Automated Geo Tracker:

The AI Search Revolution Is Here

As users shift from traditional search to AI-powered answers (ChatGPT, Claude, Perplexity, Gemini), brands face a critical challenge: How do you ensure AI systems **recognize, cite, and recommend your brand**? Unlike traditional SEO where you optimize for rankings, Generative Engine Optimization (GEO) focuses on being the trusted source AI systems cite when answering user queries. Without GEO, your brand becomes invisible in the AI-first era.

The main benefits are:

Brand Visibility

Track how often AI systems mention your brand across ChatGPT, Claude, Perplexity and Gemini

Competitive Intelligence

Benchmark your visibility against competitors in real-time across all major AI platforms

Attribute Ownership

Discover which attributes and keywords AI associates with your brand vs competitors

Actionable Insights

Receive specific technical and content recommendations to improve your AI citation rate immediately

*Up to
3x-Higher
visibility
in AI
citation*

How it works & Investment Options

From Insight to Action: Your Geo Transformation

Our Automated Process:

- 1. Prompt Simulation**
We create 1000+ queries using your brand attributes and keywords
- 2. AI Response Analysis**
Test across ChatGPT, Claude, Perplexity, and Gemini
- 3. Citation Extraction**
Track brand mentions and URL citations in AI outputs
- 4. Competitive Scoring**
Benchmark against your top competitors' AI visibility
- 5. Recommendations Engine**
Automated analysis of your website for GEO improvements

We will provide you with:

<div>→ GEO Score Dashboard</div> <ul style="list-style-type: none">Brand visibility percentageAttribute ownership metricsPlatform-specific performanceCompetitive positioning	<div>→ Detailed Analysis</div> <ul style="list-style-type: none">1000+ query responses documentedCitation quality assessmentSentiment analysisGap identification
<div>→ Action Plan</div> <ul style="list-style-type: none">Technical fixes prioritizedContent optimization roadmapSchema implementation guideQuick wins highlighted	<div>→ Operational Support</div> <ul style="list-style-type: none">Semantic AI CheckContent StrategyInteraction SignalsGoogle Discover Feed optimizationPerformance Metrics

Option 1:
One-time Assessment

- Complete GEO analysis across 4 AI platforms
- 1000+ query simulations
- Competitive benchmarking (top competitors)
- Technical & content recommendations
- 60-minute strategy consultation

Ideal for: Initial assessment and strategy development

Investment: 200€

Option 2:
Continuous Monitoring License

- Weekly automated GEO tracking
- Multi-brand/sub-brand monitoring
- Unlimited attribute tracking
- Real-time competitive intelligence
- Monthly trend reports
- Quarterly strategy sessions
- Priority support & custom queries

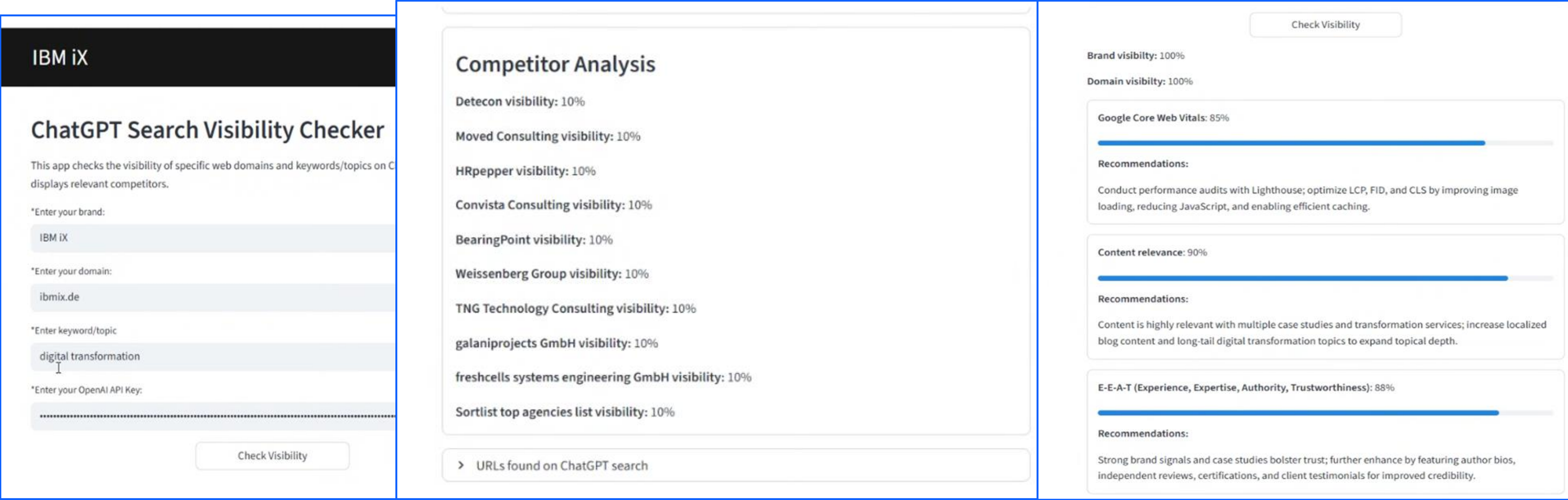
Ideal for: Ongoing optimization and market leadership

Investment per month:

- Single or Multi-Market(1-10): €100** per market (1 Gen Search Index, 1.000 requests)
- Enterprise (10+ Markets): €1.000** (3 Gen Search Indexes, 1.000 requests)
- Option: API-Dashboard integration 100€ per Endpoint** (minimum 6 months)

IBM iX Reference

How it works



- Prompt:**
- Add your brand
 - Add the most relevant attributes for your product
 - Choose the provider you want see your ranking

- Competitor Analysis:**
- Brand and top competitors **cited** as solution for relevant attributes
 - Brand and top competitors **mentioned** as solution for relevant attributes
 - Brand performs well in specific categories in AI responses
 - Brand is recognized as “authority” for specific attributes

- Recommendations based on revealed gaps:**
- Technical Foundation & Performance Metrics
 - Content Structure & Markup
 - Content Authority

In-Scope Services:

Which deliverables are part of the core service:

GEO Score Dashboard: Our real-time visibility metrics provide comprehensive insights across all major AI platforms, tracking your brand visibility percentage, attribute ownership metrics, platform-specific performance, and competitive positioning in one centralized dashboard.

Detailed Analysis: We conduct deep dives into AI citation patterns and opportunities by documenting over 1000 query responses, assessing citation quality, analyzing sentiment, and identifying critical gaps in your current AI presence strategy.

Action Plan: Receive a prioritized roadmap for immediate GEO improvements that includes technical fixes ranked by impact, a comprehensive content optimization strategy, schema implementation guidance, and clearly highlighted quick wins for fast results.

Operational: Support our ongoing optimization and monitoring capabilities encompass Semantic AI Check processes, strategic content planning, interaction signal enhancement, and Google Discover Feed optimization to maintain and improve your AI visibility over time.

Additional Services:

Which deliverables are not part of the core service, but can be added:

Content Audit for GEO: Review and assess existing website content to identify optimization opportunities for improved AI citation potential.

Automated Content Tagging: Implement systematic tagging and categorization systems to organize content for enhanced AI discoverability and relevance matching.

Reputation Management: We enhance your external relevance signals through strategic backlink acquisition, increased brand mentions, and amplified social signals to strengthen your overall digital authority and AI platform recognition.

UX/UI Optimization: Our implementation of new interaction points strategically increases “transactional/do” traffic by optimizing user experience touchpoints that drive engagement and conversions beyond traditional search patterns.

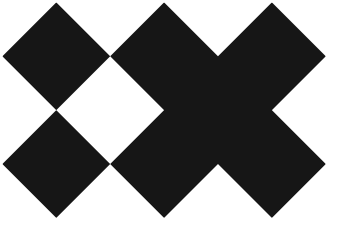
We help you offset zero-click GenSearch traffic-losses through strategic optimization.



What are you waiting for?

Let's get started together.

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