

FREE RESOURCE

The GEO Framework

Six layers to being named by AI assistants.

When a buyer asks ChatGPT, Perplexity or Google's AI Overviews for a recommendation, they get one answer naming two or three brands. This is the work of being one of them. Build the layers in order — skipping to content before the foundation is why most GEO effort produces nothing.

01 Retrievability

An assistant cannot recommend what it cannot retrieve. Server-render the content that matters, keep pages fast, keep the architecture clean.

- Content present in the raw HTML, not injected client-side
- Fast, stable pages on mobile
- No crawl traps, no orphan pages

02 Entity clarity

Models are conservative about naming entities they cannot pin down. Conflicting descriptions across the web make you risky to recommend.

- One canonical description of who you are and who you serve
- Mirrored on site, LinkedIn, directories, press
- Person / Organization schema with sameAs

03 Answer-first content

Retrieval works on passages, not pages. A paragraph that survives being quoted out of context is worth more than an elegant build-up.

- State the conclusion, then support it
- Self-contained sections with descriptive headings
- Write the comparison page you're afraid of

04 Third-party presence

Assistants retrieve from sources they trust. Your own site is necessary and not sufficient.

- Industry directories and comparison sites
- Reputable press and guest publication
- Communities where your buyers actually ask

05 Structured data

Say plainly, in machine-readable form, what you are and what you offer.

- Person / Organization / Service / Article
- Cross-referenced with @id so the graph connects
- Validated, with no self-serving review markup

06 Measurement

There is no Search Console for generative answers. Sample it deliberately instead of guessing.

- A fixed set of buying-intent prompts
- Run monthly across the major assistants
- Log which brands are named, and in what order

Want to know if assistants mention you today?

The AI-Driven Growth System includes a visibility assessment across the major assistants, plus the entity and content work. mdbiplob.com/ai-search