



The Business Growth Association
Of America

COURSE 7

Generative Engine Optimization (GEO / AIO) Getting Recommended by AI

When customers ask AI who is best near them,
make sure your business is the one it recommends.

\$300 - \$1,000

estimated monthly savings
by doing it yourself

5% - 20%

potential
sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE When a potential customer asks ChatGPT, Google's AI answers, Perplexity, Gemini, or Claude "who's the best [your service] near me?", your business is one the AI knows about, trusts, and recommends.

Core Idea

Traditional SEO is about ranking in a list of links. GEO is about being one of the few sources an AI uses or names when it writes a single answer.

Traditional SEO

Earn a spot among ten blue links.

GEO

Earn a spot in the small set of sources an AI cites in one answer.

Related names you may see for the same idea include AEO, AIO, LLMO, and "AI SEO." They all describe the same practice of improving visibility in AI-generated responses.

GOOD NEWS FOR SMALL BUSINESSES On specific, local, or niche questions, a well-structured small business can have a better chance of being cited than a large generalist, because AI favors precise, complete answers. Google's own documentation says optimizing for its AI features is still about optimizing for the search experience, so this course builds on the basics from Courses 3, 5, and 6 and adds a new layer on top.

HONEST EXPECTATION GEO is a young field and the platforms change quickly. No one can guarantee an AI will mention you. The course teaches practices that improve your odds and that also help regular search and customer trust.

Format for every step: 30-60 minutes per week, simple tools only, each ending with a clear "done when" checkpoint.

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	See how AI describes your business and fix the basics it relies on	AI Visibility Scorecard (baseline)
2. Core Practices	Months 2-3	Publish clear, answer-ready content AI can quote	Answer-ready site with proof and markup
3. Reputation Beyond Your Site	Months 4-6	Get mentioned in the places AI looks	Month 1 vs. Month 6 scorecards
4. Measure and Maintain	Months 7-12	Turn GEO into a light monthly routine and stay current	GEO Plan

Why Run It Yourself?

Agencies and specialist tools often charge monthly fees for AI visibility work. This routine lets you handle the essentials yourself.

\$300 - \$1,000

Estimated monthly savings when you handle your AI visibility yourself instead of sourcing it out

5% - 20%

Potential sales growth from being one of the businesses AI knows, trusts, and recommends

Where the Savings Come From

- **No retainer for AI visibility.** The 10-question AI test, the scorecard, and the monthly routine take 30-60 minutes and need no special skills.
- **Free tools first.** Free AI tools, a free schema validator, site checkers, Google Analytics, and a Google Sheets dashboard cover the essentials.
- **Work that does double duty.** Consistent listings, a clear business description, and answer-first pages help regular search, customers, and AI at once.
- **Earned mentions instead of paid placements.** Directories, guest quotes, reviews, and honest forum help cost time, not ad spend.
- **Skip the hype.** Knowing that no one can guarantee "#1 in ChatGPT" helps you avoid paying for promises and review AI visibility tool offers carefully.

Where the Sales Growth Comes From

- **Being a business AI names.** When customers ask for the best service near them, you are one of the few recommended.
- **Accurate, consistent information** means AI repeats the right hours, prices, and contact details, so leads actually reach you.
- **Tracking and refreshing** mentions, AI-referred visits, and "How did you hear about us?" answers shows what works so you can do more of it.

Track Your Results	Month 1 baseline	Month 6	Month 12
Monthly marketing spend			
AI mentions (of 10 questions)			
Leads that mention AI			
Sales growth vs. baseline (%)			

Savings and growth figures are estimates of potential, not guarantees. GEO is a young field, and no one can guarantee an AI will mention your business. Actual results vary by business, industry, and how consistently the plan is carried out.

Understand and Test (Foundation)

Goal: See how AI currently describes your business, and fix the basics AI relies on.

Week 1: Run your "AI Visibility Test"

- Ask 3 or 4 AI tools (ChatGPT, Gemini, Perplexity, Google's AI answers, Claude) 10 questions a customer would ask, such as "best [service] in [city]," "who do I call for [problem]," and "[your business name] reviews."
- Record: Are you mentioned? Is the information correct? Who is mentioned instead? Which sources are cited?

DONE WHEN you have a filled-in AI Visibility Scorecard (template provided).

Week 2: Define your "entity" (who you are, in plain sentences)

- AI works with clear descriptions, not isolated keywords. Write a 2-3 sentence description covering who you are, what you do, who you serve, and where.
- Use the exact same wording on your website, Google Business Profile, social media, and directories. Clear company descriptions in full sentences, geographic context, and synonyms for your services are recommended.

DONE WHEN the description is saved in your Master Business Info sheet and updated on your top 5 profiles.

Week 3: Fix factual accuracy

- Correct any wrong information AI showed in Week 1 at its source (your website, listings, directories), since AI repeats what it finds.

DONE WHEN hours, services, prices, and contact details match everywhere.

Week 4: Check that AI can reach your site

- Learn what "crawlers" are in plain language, and confirm your site loads fast and isn't blocking search or AI crawlers by accident (simple checker guide provided).
- Make sure key info is written as real text, not only inside images or PDFs.

DONE WHEN your checklist shows no blocking issues.

DELIVERABLE AI Visibility Scorecard (baseline), one consistent business description, corrected listings.

Create Content AI Can Use

Goal: Publish clear, answer-ready content that AI can easily quote (Core Practices).

Month 2: Answer the questions customers actually ask

- Collect your top 15 customer questions (from calls, emails, reviews, and the AI test).
- Build or upgrade a FAQ page and one page per main service. Use the "Answer-First" formula: question as the heading, a direct 1-3 sentence answer first, then supporting detail.
- Write comparison-style content customers search for ("X vs Y," "how to choose a [service]," "what does [service] cost"). Generative engines lean heavily on "X vs Y," "best X for Y," and "alternatives to X" content because users phrase AI questions that way.

DONE WHEN at least 10 questions are answered clearly on your site.

Month 3: Add proof and structure

- Add real evidence: customer reviews, case studies with specific results, your credentials, years of experience, and named team members.
- Where you cite facts, link to trustworthy sources. Pages that cite authoritative sources inline have seen gains in AI citation, and trustworthy pages tend to be treated as trustworthy.
- Add structured data (Schema markup for LocalBusiness, Organization, and FAQ) using a plugin or the provided copy-and-paste guide. Schema markup helps AI models understand your content structure and supports accurate citations.

DONE WHEN service pages show proof and markup passes a free validator test.

CHECKPOINT A site written so a machine (and a busy customer) can find a direct answer within seconds.

Build Your Reputation Beyond Your Website

Goal: *Get mentioned in the places AI looks, not just your own site.*

Month 4: Understand where AI gets information

- Generative engines lean on a relatively small set of trusted sources, such as Wikipedia, Reddit, YouTube transcripts, review sites, top publications, and industry forums.
- Map which of these matter for your industry using your Week 1 scorecard (which sources did AI cite?).

Month 5: Earn third-party mentions

- Brand mentions across multiple independent sources and citations from authoritative third parties raise the chance of AI citation.
- Get listed in industry directories and association pages, give a quote or guest article to a local news site or industry blog, and pursue reviews on the platforms AI cites most in your field.
- Participate genuinely in forums and community discussions (helpful answers, honest disclosure of who you are, no spam).

Month 6: Add video and original content

- Post short helpful videos with transcripts (YouTube) and publish something original, like local pricing data, a customer survey, or a "state of [industry] in [city]" summary, since original data and statistics are more likely to be cited by others.
- Re-run your AI Visibility Test and compare it to Month 1.

CHECKPOINT Side-by-side scorecards (Month 1 vs. Month 6) and a list of which actions moved the needle.

Measure, Maintain, and Prepare Ahead

Goal: Turn GEO into a light monthly routine and stay current.

Months 7-8: Track the right numbers

- GEO success is measured by citation frequency and AI mention share, not clicks alone.
- Track monthly: how often you're mentioned in your 10 test questions, whether the information is accurate, AI-referred visits in your analytics (if available), and calls or leads that mention "I found you through ChatGPT/Google AI."
- Add "How did you hear about us?" to your forms and phone script.

Months 9-10: Refresh and fill gaps

- Update key pages every quarter (AI and customers both favor current information).
- Create new content for questions where competitors are named and you are not.

Month 11: Protect your brand in AI

- Monitor for incorrect or outdated AI answers about you and fix them at the source.
- Keep reviews flowing and respond to them.
- Review any "AI visibility tool" offers carefully (free options first) before paying.

Month 12: Annual review and next-year plan

- Compare to Month 1, decide what to keep, and set the following year's goals.
- Learn the early basics of "agentic" use, where AI assistants may soon book, buy, or compare on a customer's behalf, so you can keep your hours, prices, and booking info clean and machine-readable.

DELIVERABLE A one-page GEO Plan with a 30-minute monthly routine (run the test, fix inaccuracies, add one new answer-page, earn one new mention).

Resources and Pitfalls

Course Materials to Build

- AI Visibility Test script (the 10-question set) and Scorecard
- Master Business Description (entity sheet)
- AI crawler and site accessibility checklist
- "Answer-First" page and FAQ template
- Customer question collection sheet
- Schema markup copy-and-paste guide
- Third-party mention and directory target list
- Original-content idea list (surveys, local data, case studies)
- Monthly GEO dashboard (Google Sheet)
- "How did you hear about us?" tracking script
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Believing anyone who guarantees "#1 in ChatGPT"
- Stuffing pages with keywords instead of writing clear answers
- Inconsistent business details across the web
- Only working on your own site and ignoring third-party mentions
- Faking reviews or posting spam in forums (it backfires)
- Dropping traditional SEO and Google Business Profile work (AI engines still rely heavily on traditional search signals, so a poorly optimized site has little chance of being cited)