



WHITEPAPER · GEO & AEO

The GEO & AEO Playbook for Commerce Brands

How to make your brand visible in ChatGPT, Gemini, Perplexity & AI
answer engines

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CLEARgo e-Business Consultancy Limited
Hong Kong · Singapore · Malaysia · Shenzhen

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Executive Summary

The shift has already happened. Most brands haven't noticed.

Your customers have changed how they discover products. They no longer start with Google's "10 blue links" — they ask ChatGPT for a product recommendation, query Gemini for a brand comparison, or search Perplexity for detailed buying advice. These AI answer engines synthesize information from multiple sources and cite a handful of brands in their responses.

If your brand isn't being cited, you're invisible at the moment of decision.

This whitepaper is a practical guide for commerce brands who want to understand and act on this shift. It covers what changed, how AI answer engines work, what to do about it, and how CLEARgo can help.

KEY TAKEAWAYS

INSIGHT	WHAT IT MEANS FOR YOU
AI engines cite fewer brands per query than Google shows results	Citation share is winner-takes-most. Early movers gain disproportionate visibility
Most brands are 12-18 months behind on GEO adoption	The window for first-mover advantage is open right now
GEO compounds with agentic commerce (CHATTERgo)	Brands visible in AI search <i>and</i> using AI storefronts create a compounding advantage
Traditional SEO still applies — but isn't sufficient	Clean technical SEO is table stakes; GEO adds entity coverage, citability, and source authority

Who this is for

- **Chief Marketing Officers** responsible for brand visibility and customer acquisition
- **Heads of E-commerce** whose revenue depends on being found online
- **Chief Digital Officers** overseeing digital transformation strategy

- **SEO and Content leads** who need to evolve their practice for AI search

The Death of "10 Blue Links"

Three eras of search — and where we are now

Search has evolved through three distinct eras. Each changed which brands get found, and each required a new optimization discipline.

Era 1: SEO (Search Engine Optimization) — 2000s to present

Google ranks pages by relevance and authority. Winners optimize keywords, backlinks, page speed, and technical crawlability. The result page shows **10 blue links** — organic results the user clicks through.

- **What you optimize:** Pages, keywords, backlinks, site speed
- **How you win:** Rank in the top 3-5 results for target keywords
- **User behavior:** Scan results → click → read page → decide

Era 2: AEO (Answer Engine Optimization) — 2015 to present

Google introduces featured snippets, Knowledge Graph panels, and voice search answers. Instead of clicking through, users get **answers directly on the results page**. Brands optimize for "position zero."

- **What you optimize:** Q&A formatting, schema markup, concise answers, FAQ schema
- **How you win:** Appear in the answer box / featured snippet
- **User behavior:** Read the snippet → click only if they want more depth

Era 3: GEO (Generative Engine Optimization) — 2024 to present

ChatGPT, Gemini, Perplexity, and Google AI Overviews use large language models to **synthesize answers from many sources** and cite a few. Instead of ranking pages, the AI generates a prose answer with inline citations. The user may never visit a website at all.

- **What you optimize:** Citability, entity coverage, source authority, structured content, AI-facing signals
- **How you win:** Be one of the 2-5 brands cited in synthesized answers
- **User behavior:** Ask a question → read the AI answer → trust the cited brands → act

THE NUMBERS

SIGNAL	DATA POINT
AI search adoption	ChatGPT reaches 800M+ weekly active users; Google AI Overviews rolls out across 100+ countries
Zero-click searches	~65% of Google searches now end without a click
Commerce queries on AI	"Best [product]" queries on AI engines grew 10x+ year-over-year
AI citation concentration	AI engines typically cite 2-5 sources per query — vs Google's 10 results
Brand discovery via AI	31% of consumers use AI chatbots for product recommendations; rising fastest among younger demographics

GEO vs AEO vs SEO

They're not competing disciplines — they're complementary

A common misconception is that GEO replaces SEO. It doesn't. SEO remains the foundation — without crawlable pages and clean technical SEO, AI engines can't access your content at all. But SEO alone is no longer sufficient.

DIMENSION	SEO	AEO	GEO
Optimizes for	Google organic ranking	Featured snippets & voice answers	AI-synthesized answers with citations
Engine	Google, Bing	Google SGE, Siri, Alexa	ChatGPT, Gemini, Perplexity, Google AI Overviews
Output	10 blue links	Answer box	Synthesized prose with inline citations
What wins	Keywords, backlinks, authority	Concise Q&A, schema markup	Entity coverage, citability, source authority
Citation depth	10 results per page	1 featured snippet	2-5 cited sources per answer
User action	Click through to website	Read snippet, sometimes click	Read AI answer, trust cited brands

How they work together

SEO

→ Makes your pages crawlable and rank-worthy
(the foundation – without this, nothing else works)

AEO

→ Makes your content extractable into answer formats
(structured data, FAQ schema, concise answers)

GEO → Makes your brand citable in AI-synthesized answers
(entity coverage, source authority, content structure)

Think of it as a stack: SEO is the foundation, AEO is the middle layer, GEO is the top. Each builds on the one below.

The Three Questions

1. **Can AI engines find and read your content?** → This is an **SEO** question (crawlability, indexability, site speed)
2. **Can AI engines extract clear answers from your content?** → This is an **AEO** question (structured data, answer-first formatting, schema)
3. **Will AI engines choose to cite your brand over competitors?** → This is a **GEO** question (entity coverage, source authority, content quality)

How AI Answer Engines **Decide**

What makes a brand "citable"

When a user asks an AI engine "*What are the best skincare brands for sensitive skin?*", the engine doesn't rank pages — it **synthesizes** an answer. Here's what happens behind the scenes:

Step 1: Query understanding

The AI parses intent: commercial? informational? comparative? It identifies entities (skincare, sensitive skin) and determines what kind of answer to generate.

Step 2: Source retrieval

The engine retrieves content from:

- **Its training data** — what it learned about your brand during model training
- **Live web search** — real-time retrieval of recent content (Perplexity, ChatGPT with browsing, Gemini)
- **Licensed data** — partnerships with content providers, review sites, and structured databases

Step 3: Synthesis & citation

The AI generates a prose answer that synthesizes multiple sources. It selects 2-5 sources to cite inline. The selection is influenced by:

FACTOR	WHAT IT MEANS	HOW TO WIN
Relevance	Does your content directly answer the query?	Answer-first writing, clear entity associations
E-E-A-T	Does your brand demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness?	Author bios, credentials, original research, case studies, customer reviews (see Ch. 6)
Authority	Is your brand referenced as an expert across the web?	PR, reviews, third-party mentions, knowledge graph presence
Citability	Can the AI extract a clean, quotable passage?	Standalone paragraphs, clear statistics, definitive statements
Recency	Is the content current?	Regular content updates, fresh data, dated articles
Structure	Is the content organized for extraction?	Headers, lists, comparison tables, schema markup
Consistency	Are entity signals consistent across the web?	Same NAP, same category tags, consistent brand description

The Citation Gap

Google shows **10** organic results per page. AI answer engines typically cite **2-5** sources per answer.

The competition for AI citations is narrower and more winner-takes-most than traditional SEO. This makes early optimization critical — once an AI engine starts citing your competitors consistently, the pattern reinforces itself.

The AI answer engines that matter

ENGINE	REGION	WHY IT MATTERS
ChatGPT (with Search)	Global	Largest LLM user base; browsing + retrieval since 2024
Google AI Overviews	Global	Embedded in Google search — the default for billions
Gemini	Global	Google's standalone AI assistant; deep ecosystem integration
Perplexity	Global	AI-native search; strong on commerce and research queries
Meta AI	APAC-heavy	Embedded in WhatsApp and Instagram — massive reach
Copilot (Microsoft)	Enterprise	Default AI in Edge browser and Windows; B2B influence
Baidu ERNIE	China	Dominant AI search in China
Xiaohongshu AI	China	Product discovery and recommendations; social commerce AI

The Opportunity

Why the window is open now

Most GEO research, content, and tooling has been built for the US and European markets. Brands operating across Greater China and Southeast Asia face a different landscape — and that creates an opportunity.

The gaps

GAP	IMPACT
Language diversity	Content optimized for English keywords doesn't capture the Cantonese, Mandarin, Malay, Thai queries that consumers actually use
Platform fragmentation	Consumers use LINE, WeChat, WhatsApp, KakaoTalk, and Xiaohongshu — each with its own AI discovery layer
Schema markup adoption	Many e-commerce sites lag in structured data implementation — especially local-language schema
Entity coverage	Regional brands are underrepresented in AI training data — making them less likely to be cited for category queries
Local content authority	Fewer high-quality third-party reviews and PR features referencing regional brands

THE OPPORTUNITY

This gap is temporary. As AI engines expand their training data and localization, brands that **establish entity coverage and citation presence now** will be positioned ahead when the gap closes.

Competitive market: GEO is competitive – many brands optimizing
Regional market: GEO is wide open – first movers win disproportionate share

The window is open NOW and will narrow over the next 12-18 months.

Specific considerations

CONSIDERATION	WHAT TO DO
Multi-language content	Create content in English + local languages (Traditional/Simplified Chinese, Malay, Thai). AI engines need language-matched content to cite you in localized queries
Local entity signals	Register on Google Business Profile, Baidu Baike, Xiaohongshu brand accounts. Consistent NAP and category tagging across all
Marketplace presence	AI engines reference marketplace listings (Lazada, Shopee, Tmall) as product data sources. Optimized listings contribute to your citation presence
Social signals	Consumers rely heavily on social platforms for product research. Social content (Instagram, Xiaohongshu, TikTok) feeds AI training data

The CLEARgo 7-Dimension Framework

Our GEO service is built on a 7-dimension audit framework. Each dimension connects familiar SEO work with the specific requirements of AI citation and answer readiness. This is the same framework that powers our **free GEO audit**.

① Citability

Can answer engines quote your content as a clear, standalone source?

AI engines prefer to cite content that can be extracted as a self-contained passage. If your key claims are buried in long paragraphs with no context, the AI can't quote you.

✗ POOR CITABILITY

"Our products are crafted with care and we've been serving customers for over a decade with a wide range of options..."

✓ STRONG CITABILITY

"CLEARgo is a Shopify Plus and Adobe Commerce certified partner with 11+ years of experience delivering 200+ commerce programs across Hong Kong, Singapore, Malaysia, and Shenzhen."

The second version is quotable — it contains a clear entity definition, verifiable credentials, and a geographic scope. An AI engine can extract and cite it with confidence.

② LLMO (Large Language Model Optimization)

Do your pages include extractable passages, answer-first sections, and AI-facing signals?

LLMO is the technical layer that makes content extractable by language models. It goes beyond traditional on-page SEO.

- Presence of extractable Q&A blocks (question + concise answer)

- "TL;DR" or summary sections at the top of long content
- Structured comparison tables with clear labels
- Use of definitive language ("X is the leading...", "Y offers...")

③ Brand Authority & E-E-A-T

Does the wider web — and your own content — reinforce who you are, why you're expert, and why your brand should be trusted?

AI engines look beyond your website to determine authority. If no one else mentions your brand, the AI has less confidence in citing you. But authority also comes from **within** your content through Google's **E-E-A-T** framework — and LLMs have adopted the same signals.

WHAT IS E-E-A-T?

Experience, Expertise, Authoritativeness, Trustworthiness. Originally Google's quality rater guideline, E-E-A-T has become the framework LLMs use to evaluate source credibility. Every piece of content you publish is implicitly judged on these four dimensions.

SIGNAL	WHAT IT MEANS	HOW TO DEMONSTRATE IT
Experience	Has the author actually used / done the thing they're writing about?	First-person case studies, product photos, behind-the-scenes content, documented results with real metrics
Expertise	Does the author / brand have credible qualifications?	Author bios with credentials, certifications (e.g., "Shopify Plus Certified Partner"), linkedin links, years of experience stated explicitly
Authoritativeness	Do other experts and publications recognize your authority?	Press mentions, industry awards, speaking engagements, citations by authoritative sources, high-quality backlinks
Trustworthiness	Is the information accurate, transparent, and safe to rely on?	Clear contact info, privacy policy, accurate product data, SSL, transparent pricing, real customer reviews, correction policy

For AI answer engines specifically, the most impactful E-E-A-T signals are:

- **Author markup with credentials** — JSON-LD `Person` schema on articles, linking to author bio pages with real photos, titles, and LinkedIn profiles
- **Documented results** — case studies with specific numbers (e.g., "40% reduction in support queries") are highly citable because they demonstrate *Experience*
- **Third-party validation** — press features, analyst reports, partner certifications listed on your site and reinforced with backlinks from the certifying body
- **Transparency signals** — "last updated" dates, methodology sections for data/research, author bylines, review policies

④ Entity Signals & JSON-LD Schema

Are your organization, product, and knowledge graph signals consistent — and machine-readable?

AI engines think in **entities** — people, places, organizations, products. Your brand is an entity. Your products are entities. If these aren't consistently defined across the web, AI engines can't confidently associate them.

The primary mechanism for declaring entities is **JSON-LD structured data** — a machine-readable format embedded in your HTML that tells search engines and AI models exactly what each page is about. Think of it as an API for your brand identity.

JSON-LD: THE LANGUAGE AI ENGINES SPEAK

JSON-LD (JavaScript Object Notation for Linked Data) is the recommended format for structured data. It sits in a `<script>` tag in your page `<head>` and describes your entities in a standardized vocabulary (Schema.org).

For commerce brands, the critical JSON-LD types are:

SCHEMA TYPE	WHAT IT DECLARES	WHERE TO PUT IT
Organization	Who you are: name, logo, founders, founding date, locations, sameAs links to social profiles	Site-wide (header/footer)
Product	Each product: name, image, description, SKU, brand, offers (price, availability), reviews	Every product page
Article / Blogging	Content: headline, author (linked to Person schema), datePublished, dateModified, image	Every blog/insight article
FAQPage	Q&A pairs: question + acceptedAnswer text. Directly extractable by AI for answer synthesis.	FAQ sections, product Q&A
Person	Author identity: name, jobTitle, sameAs (LinkedIn), worksFor → Organization	Author bio pages, article bylines
BreadcrumbList	Page hierarchy: helps AI understand where content sits in your site structure	All pages
Review / AggregateRating	Customer reviews and ratings: demonstrates Trustworthiness (E-E-A-T)	Product pages

Example: Organization JSON-LD

Here's what a well-structured Organization schema looks like. This is your **brand entity definition** — the canonical statement of who you are that AI engines reference:

✓ ORGANIZATION SCHEMA (JSON-LD)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "CLEARgo",
  "alternateName": "CLEARgo e-Business Consultancy",
  "url": "https://www.cleargo.com",
  "logo": "https://www.cleargo.com/logo.png",
  "description": "Digital commerce consultancy and Shopify Plus & Adobe Commerce certified",
  "foundingDate": "2013",
  "email": "info@cleargo.com",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Hong Kong",
    "addressCountry": "HK"
  },
  "sameAs": [
    "https://www.linkedin.com/company/cleargo",
    "https://www.facebook.com/cleargo",
    "https://www.youtube.com/@cleargo"
  ],
  "knowsAbout": [
    "Shopify Plus", "Adobe Commerce", "Generative Engine Optimization",
    "Agentic Commerce", "PIM", "OMS", "Cross-border e-commerce"
  ]
}
</script>
```

Example: Product JSON-LD

For commerce pages, **Product** schema is essential — it's what allows AI engines to understand and cite your products in shopping answers:

✓ PRODUCT SCHEMA (JSON-LD)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Nespresso Vertuo Next Coffee Machine",
  "image": "https://example.com/vertuo-next.jpg",
  "description": "Single-serve coffee machine with Centrifusion technology, compatible with",
  "brand": { "@type": "Brand", "name": "Nespresso" },
  "sku": "NES-VERTUO-NEXT",
  "offers": {
    "@type": "Offer",
    "url": "https://example.com/vertuo-next",
    "priceCurrency": "HKD",
    "price": "1,288.00",
    "availability": "https://schema.org/InStock"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.6",
    "reviewCount": "127"
  }
}
</script>
```

Example: Article + Author (E-E-A-T)

For content/insight pages, linking articles to real authors via `Person` schema directly signals **Expertise** and **Experience**:

✓ ARTICLE + AUTHOR SCHEMA (E-E-A-T SIGNAL)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "The GEO & AEO Playbook for Commerce Brands",
  "datePublished": "2026-07-05",
  "dateModified": "2026-07-05",
  "author": {
    "@type": "Person",
    "name": "Charles Chan",
    "jobTitle": "Managing Director",
    "url": "https://www.cleargo.com/team/charles-chan",
    "sameAs": [
      "https://www.linkedin.com/in/charleschan/"
    ],
    "worksFor": { "@type": "Organization", "name": "CLEARgo" }
  },
  "publisher": {
    "@type": "Organization",
    "name": "CLEARgo",
    "logo": { "@type": "ImageObject", "url": "https://www.cleargo.com/logo.png" }
  }
}
</script>
```

Example: FAQPage JSON-LD

FAQ schema is especially powerful for GEO — it provides **extractable Q&A pairs** that AI engines can directly synthesize into answers:

✓ FAQ SCHEMA (DIRECTLY EXTRACTABLE BY AI)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is Generative Engine Optimization (GEO)?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Generative Engine Optimization (GEO) is the practice of optimizing a brand"
    }
  }]
}
</script>
```

llms.txt: The New robots.txt for AI

llms.txt — A New Standard for AI Visibility

Just as `robots.txt` tells crawlers what they can access, `llms.txt` is an emerging standard that tells AI models what your site is about and which content to prioritize.

Hosted at `yoursite.com/llms.txt`, it provides a concise, plain-text summary of your brand, products, and key content — optimized for LLM ingestion rather than human reading.

The `llms.txt` standard (proposed in 2024, gaining adoption across major sites) is a markdown-formatted file that:

- **Introduces your brand** in a concise, AI-parseable summary
- **Links to your most important pages** (product catalogs, key guides, company info)
- **Provides context** that helps AI models understand what you do and when to cite you
- **Complements schema markup** — schema tells AI what each page *is*, llms.txt tells AI what your brand *does*

✓ EXAMPLE LLMS.TXT

```
# CLEARgo

> Digital commerce consultancy and Shopify Plus & Adobe Commerce
> certified partner. 360 commerce: strategy, storefronts, operations,
> AI-powered growth. Offices in Hong Kong, Singapore, Malaysia, Shenzhen.

## Services
- [Shopify Plus Services](https://www.cleargo.com/services/shopify-services)
- [Adobe Commerce Services](https://www.cleargo.com/services/magento-services)
- [Agentic Commerce (CHATTERgo)](https://www.cleargo.com/services/agentic-commerce)
- [GEO & AEO Services](https://www.cleargo.com/services/geo)
- [PIM & OMS (CLEARomni)](https://www.cleargo.com/products/clearomni)

## Products
- [CLEARomni — PIM/OMS Platform](https://www.cleargo.com/products/clearomni)
- [CHATTERgo — Agentic AI Commerce Assistant](https://chattergo.com)

## Resources
- [GEO & AEO Playbook](https://www.cleargo.com/resources/geo-aeo-playbook)
- [Free GEO Audit](https://geo-audit.cleargo.com)
- [Insights & Whitepapers](https://www.cleargo.com/insights)

## Optional
- [About CLEARgo](https://www.cleargo.com/about)
- [Client Case Studies](https://www.cleargo.com/clients)
```

LLMS.TXT VS ROBOTS.TXT VS SITEMAP.XML

FILE	WHO READS IT	WHAT IT DOES
robots.txt	All crawlers	What AI/search bots are <i>allowed</i> to crawl
sitemap.xml	Search engines	Full list of pages to <i>index</i>
llms.txt	AI models / LLMs	Concise brand summary + <i>prioritized content</i> for AI ingestion
JSON-LD schema	All engines	Machine-readable <i>entity definitions</i> per page

They work together: robots.txt allows crawlers → llms.txt orients AI models → JSON-LD defines entities → sitemap.xml lists all pages. A commerce site needs all four.

- **Organization schema** (sameAs links, founding date, location) — your canonical entity definition
- **Product schema** (names, descriptions, attributes consistent across channels)
- **Knowledge Graph consistency** (Wikidata, Google Business Profile)
- **Entity linking** between your own content (internal links that reinforce entity relationships)

⑤ Content Quality

Is your content fresh, structured, useful, and evidence-backed?

- Content freshness and update frequency
- Evidence-backed claims (data, studies, case studies, original research)
- Structure (headers, bullet points, tables, summaries)
- Unique value vs. competitor content

⑥ Platform Readiness

Can AI crawlers access your important metadata, files, and commerce pages?

- `robots.txt` allows AI crawlers (GPTBot, Google-Extended, PerplexityBot, CCBot)
- XML sitemap includes priority content pages
- Commerce pages are crawlable and server-side rendered
- No JavaScript-rendered content that AI bots can't read

⑦ Technical SEO

Are baseline performance, security, crawlability, and structured data clean?

- HTTPS security
- Core Web Vitals (LCP, CLS, INP)
- Canonical tags and hreflang for multi-region
- Structured data validity (Schema.org markup)

CHAPTER 07

The 12-Step GEO Action Checklist

This checklist maps to our 7-dimension framework. It's designed for a commerce brand with an existing website and SEO program — you don't need to start from scratch.

#	ACTION	EFFORT	PRIORITY
1	Allow AI crawlers in robots.txt — Ensure GPTBot, Google-Extended, PerplexityBot, and CCBot are not blocked. Many sites accidentally block AI bots.	Low	🔴 Critical
2	Add answer-first summaries to key pages — Top of product, category, and brand pages should have a 2-3 sentence summary that answers "what is this?" in a quotable format.	Medium	🔴 Critical
3	Implement Organization JSON-LD schema — schema.org Organization markup with sameAs links, founding date, location, description, and knowsAbout. This is your canonical entity definition — the API for your brand identity.	Low	🔴 Critical
4	Create or update your brand's "About" page — Write a clear, factual brand description (100-200 words) that any AI could quote. Include founding year, locations, certifications, specialties.	Medium	🔴 Critical
5	Add Product JSON-LD schema to all commerce pages — Product name, description, price, availability, reviews, brand. This is what allows AI engines to understand and cite your products in shopping answers.	Medium	🔴 Critical
6	Write FAQ content + FAQPage JSON-LD schema — FAQ sections on category and product pages using natural-language questions and concise, definitive answers. Implement <code>FAQPage</code> schema so AI engines can extract Q&A pairs directly.	Medium	🔴 Critical
7	Publish an llms.txt file — Create <code>yoursite.com/llms.txt</code> with a concise brand summary and links to your most important pages. This is the AI equivalent of a sitemap — it tells LLMs what your brand does and what content to prioritize.	Low	🔴 Critical
8	Demonstrate E-E-A-T on every content page — Add author bylines with <code>Person</code> schema linking to bio pages, include "last updated" dates, cite sources for claims, and document real results in case studies. Experience + Expertise signals are what make AI engines trust your content enough to cite it.	Medium	🟡 High

9	Build comparison content — "X vs Y" comparison pages, "best [category] for [use case]" guides. AI engines love comparison tables and definitive recommendations.	High	☐ High
10	Earn third-party mentions — PR, guest articles, industry reports, podcast appearances, review sites. Each external mention strengthens your Authoritativeness (E-E-A-T) and brand authority signal.	High	☐ High
11	Ensure consistency across all web properties — Same brand description, same category tags, same founding year, same product names across your website, social profiles, marketplaces, and directory listings. Consistency = trust in the entity graph.	Medium	☐ High
12	Monitor your citation share — Regularly query AI engines for your category keywords and track whether your brand appears. Use CLEARgo's free audit to benchmark.	Low	☐ Medium

QUICK START — DO THESE THIS WEEK

Steps 1, 3, 7 (allow AI crawlers, add Organization JSON-LD, publish llms.txt) are config-only tasks an engineer can do in a few hours.

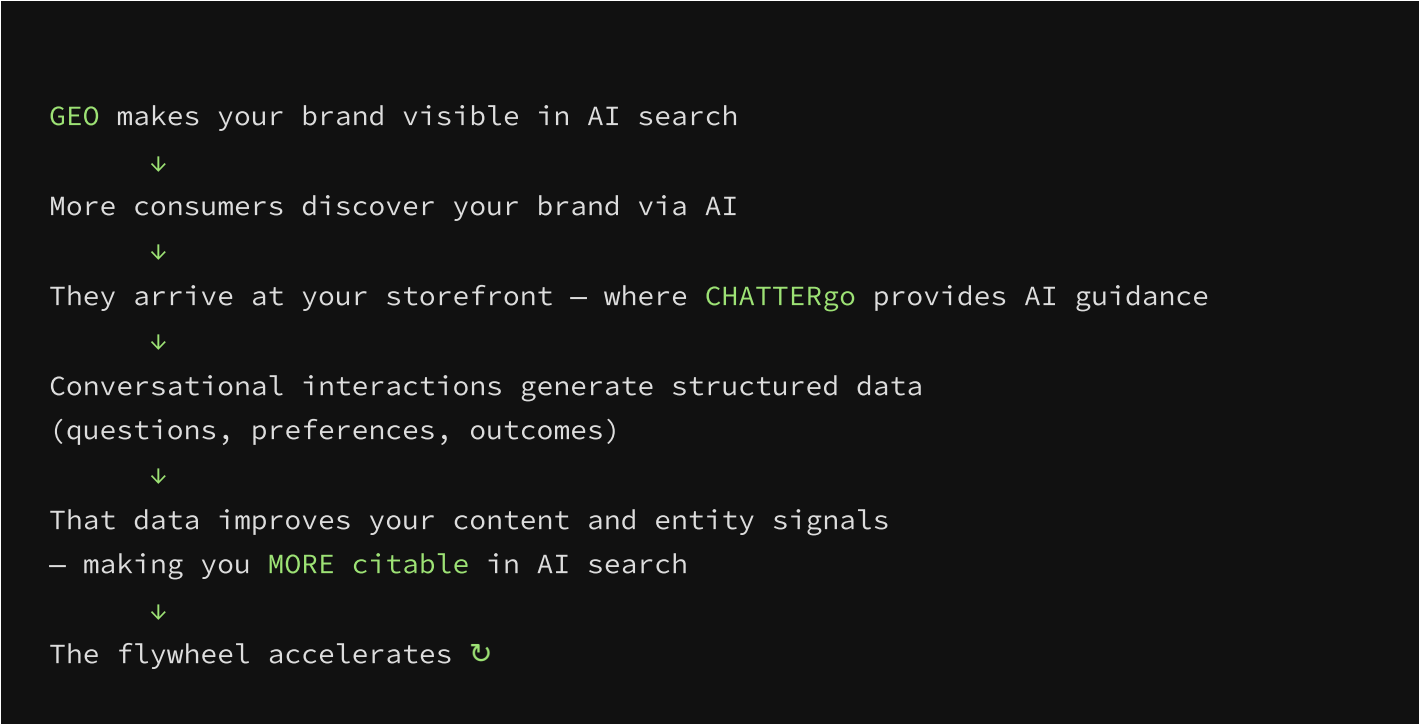
Steps 2, 4, 5, 6 are content + schema tasks — answer-first summaries, About page rewrite, Product/FAQ schema — your first sprint.

Steps 8-12 are the growth phase — E-E-A-T signals, comparison content, PR, consistency, and monitoring.

The GEO ↔ Agentic Commerce Connection

Why GEO and CHATTERgo compound each other

GEO and agentic commerce are often treated as separate initiatives. They shouldn't be — they create a compounding advantage when combined.



WITHOUT GEO	WITH GEO
Your CHATTERgo assistant is great — but nobody discovers your brand through AI search	Consumers find your brand cited in AI answers, arrive at your store, and are greeted by CHATTERgo
You're invisible at the discovery stage	You're visible at discovery <i>and</i> excellent at conversion

THE BOTTOM LINE

Brands that invest in **both** GEO (being found) **and** agentic commerce (converting with AI) create a full-funnel AI commerce advantage.

Self-Assessment

Where does your brand sit on AI visibility?

Rate your brand on each dimension. Score **0** (not done), **1** (partially), or **2** (fully done).

#	QUESTION	SCORE
1	AI crawlers (GPTBot, PerplexityBot) are explicitly allowed in robots.txt	
2	Your key pages have answer-first summaries (2-3 sentence quotable intro)	
3	Organization JSON-LD schema is implemented with sameAs links, knowsAbout, and full entity data	
4	Product JSON-LD schema is on all commerce pages with name, offers, and aggregateRating	
5	FAQPage JSON-LD schema is implemented with extractable Q&A pairs	
6	An llms.txt file is published with a concise brand summary and priority content links	
7	E-E-A-T: Author bylines with <code>Person</code> schema, "last updated" dates, and documented credentials on content pages	
8	Your "About" page has a definitive, quotable brand description matching your JSON-LD	
9	Your brand appears in Google Knowledge Panel	
10	Third-party publications mention your brand at least monthly (Authoritativeness)	
11	Your brand appears in AI answers when you test category queries	
12	You track your citation share across AI engines	

SCORING

SCORE	LEVEL	WHAT IT MEANS
0-6	🔴 At Risk	Your brand is likely invisible in AI search. Immediate action needed.
7-12	🟡 Emerging	Basic foundations but significant gaps. A structured GEO program will deliver quick wins.
13-18	🟢 Developing	Good progress. Focus on authority building and multi-language optimization.
19-24	🟦 Leading	You're ahead of most brands. Focus on measurement, expansion, and agentic commerce.

How CLEARgo Can Help

Two ways to start

Option 1: Free GEO Audit

An instant, automated report that checks your website's AI search visibility across 7 dimensions.

- Brand citation share estimate
- AI answer presence score
- Content optimization score
- Competitor gap analysis
- Prioritized action items

📄 Visit **geo-audit.cleargo.com** — enter your domain and get your report instantly. No commitment.

Option 2: Comprehensive GEO Service

A full Audit → Optimize → Measure → Expand engagement where CLEARgo's team does the work for you.

STAGE	WHAT WE DO
01 Audit	Full visibility scan across AI engines, content gaps, entity coverage, and competitor benchmarking
02 Optimize	Content rewrites, schema and markup, entity enrichment, source authority building
03 Measure	Ongoing monitoring of citation share, answer presence, and competitor movement
04 Expand	Roll out to new engines, markets, and languages; iterate on what wins

Why CLEARgo

CREDENTIAL	DETAIL
Certified partner	Shopify Plus Partner + Adobe Commerce Partner
Presence	Offices in Hong Kong, Singapore, Malaysia, Shenzhen
Experience	11+ years, 200+ commerce programs delivered
Proprietary AI	CHATTERgo — agentic commerce assistant with real client results
Full-stack	Strategy → Build → Operate → Growth — GEO is part of a connected commerce practice
Proof	200+ commerce programs delivered across beauty, electronics, pet care, F&B, and more

Appendix

A. Glossary

TERM	DEFINITION
GEO	Generative Engine Optimization — optimizing for visibility in AI-generated answers
AEO	Answer Engine Optimization — optimizing for featured snippets and voice answers
SEO	Search Engine Optimization — optimizing for organic ranking on search engines
LLMO	Large Language Model Optimization — making content extractable and citable by LLMs
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness — Google's quality framework adopted by LLMs to evaluate source credibility
JSON-LD	JavaScript Object Notation for Linked Data — the recommended format for structured data; sits in page <head> as a <script> tag
Schema.org	The shared vocabulary used by JSON-LD to describe entities (Organization, Product, Person, FAQPage, etc.)
llms.txt	An emerging standard file (yoursite.com/llms.txt) that provides a concise, AI-parseable brand summary and links to priority content
Citation share	The percentage of AI answers in your category that cite your brand
Citability	The degree to which your content can be cleanly extracted and quoted by AI engines
Entity	A distinct, identifiable thing (brand, product, person, place) that AI engines recognize
CHATTERgo	CLEARgo's proprietary agentic AI platform for commerce storefronts
CLEARomni	CLEARgo's PIM + OMS platform for unified product data and order management

B. AI Crawler User-Agents

Ensure these crawlers are allowed in your `robots.txt` :

CRAWLER	ENGINE	USER-AGENT
GPTBot	ChatGPT / OpenAI	GPTBot
OAI-Search Bot	OpenAI Search	OAI-SearchBot
Google-Extended	Google Gemini / AI training	Google-Extended
PerplexityBot	Perplexity	PerplexityBot
CCBot	Common Crawl (used by many AI models)	CCBot
ClaudeBot	Anthropic / Claude	ClaudeBot
Bytespider	ByteDance / TikTok AI	Bytespider
Baiduspider	Baidu / ERNIE	Baiduspider

C. Schema Markup Priority for Commerce GEO

SCHEMA TYPE	PRIORITY	WHERE
Organization	🔴 Critical	Site-wide
Product	🔴 Critical	All product pages
BreadcrumbList	🟡 High	All pages with hierarchy
FAQPage	🟡 High	FAQ sections, category pages
Article / BlogPosting	🟡 High	Content pages, insights
Review / AggregateRating	🟡 High	Product pages
LocalBusiness	🟢 Medium	Store locator pages

D. Further Reading

- [CLEARgo GEO Service](#)

- [Free GEO Audit](#)
- [CLEARgo Agentic Commerce](#)
- [CHATTERgo](#)
- [CLEARgo Insights](#)

About CLEARgo

CLEARgo is a digital commerce consultancy and certified Shopify Plus and Adobe Commerce (Magento) partner, supporting leading brands and retailers in their digital commerce transformation across Greater China and Southeast Asia.

With over a decade of experience and offices in Hong Kong, Singapore, Malaysia, and Shenzhen, CLEARgo delivers 360 digital commerce — from strategy and storefronts to operations, marketplace management, and AI-powered growth.

Ready to check your AI visibility?

Run our free GEO audit and see how your brand performs across 8 AI answer engines.

[Run Free GEO Audit →](#)