

● GENERATIVE ENGINE OPTIMIZATION

How AI engines read *your brand*.

A six-dimension GEO audit of Example Domain, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite <https://example.com>.



GEO SCORE

Critical

1 pages analyzed · 7 findings · General
Business

WEBSITE

example.com

ANALYSIS DATE

August 18, 2026

PREPARED BY

Silverback Marketing

Executive summary

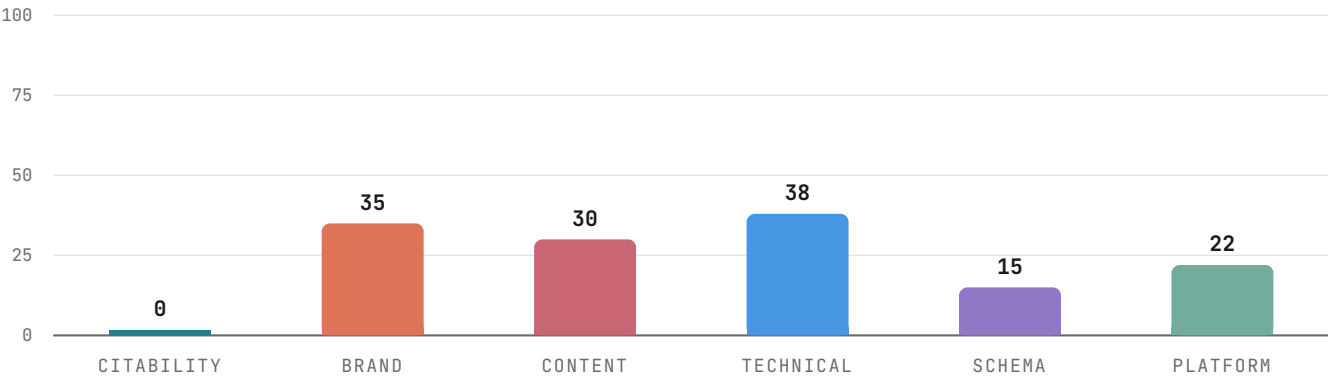
Example Domain scores 22/100 for GEO readiness, which places the site in the CRITICAL tier. The audit analyzed 1 representative pages and found the biggest opportunities in crawler access, structured data, and quote-friendly content. The fastest path to improvement is to remove access blockers, publish stronger machine-readable entity signals, and turn key commercial pages into clear answer destinations.

What is already working

- Most major AI crawlers can currently access the site, which removes one of the most common GEO blockers.

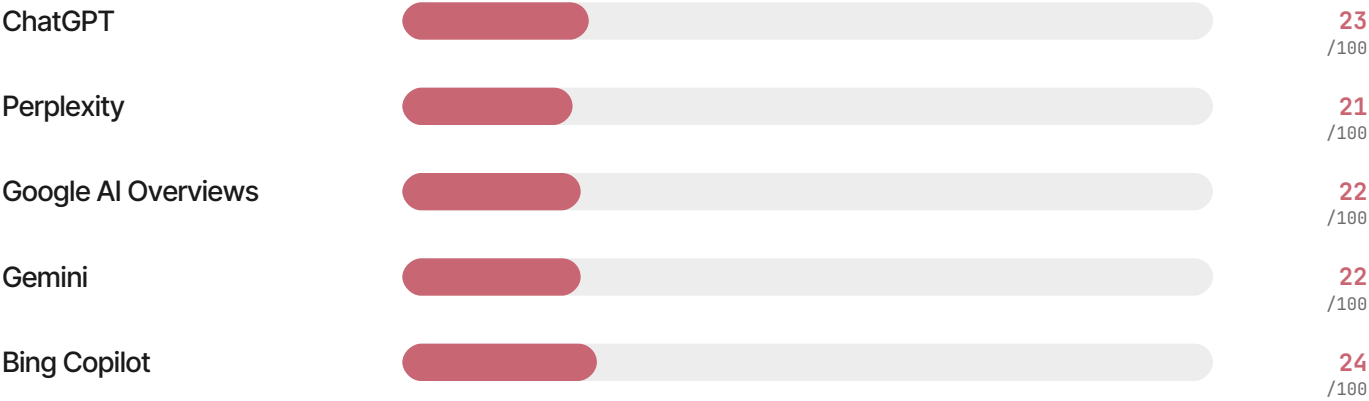
Score breakdown

Dimension	Score	Weight	Weighted
AI Citability & Visibility	0/100	25%	0
Brand Authority Signals	35/100	20%	7
Content Quality & E-E-A-T	30/100	20%	6
Technical Foundations	38/100	15%	5.7
Structured Data	15/100	10%	1.5
Platform Optimization	22/100	10%	2.2
OVERALL GEO SCORE	22/100	100%	22



AI platform *readiness*

These scores reflect how likely your content is to be cited by each AI answer surface. A score below 50 indicates significant barriers to citation on that platform.



AI readiness *kit*

0 of 15 AI readiness files are deployed. The complete kit gives AI systems a direct machine-readable map of the site and earns a +20 point GEO score bonus. Reference deployment: ai.silverbackmarketing.com.

- ☐

 /ai.txt
- ☐

 /llms.txt
- ☐

 /llms-full.txt
- ☐

 /ai-sitemap.xml
- ☐

 /sitemap.md
- ☐

 /ai-entities.json
- ☐

 /ai-intent.json
- ☐

 /ai-schema.json

☐

 /rag-index.json

☐

 /rag-index.jsonl

☐

 /ai-disclosure.txt

☐

 /training-data-policy.txt

☐

 /.well-known/ai-plugin.json

☐

 /manifest.json

☐

 /robots.txt

AI crawler *access*

Blocking AI crawlers prevents AI platforms from citing your content. The table below shows which AI crawlers can currently reach the site.

Crawler	Platform	Status	Recommendation
GPTBot	ChatGPT	ALLOWED (200)	Keep access open
ClaudeBot	Claude	ALLOWED (200)	Keep access open
PerplexityBot	Perplexity	ALLOWED (200)	Keep access open
GoogleBot	Google AI Overviews	ALLOWED (200)	Keep access open
BingBot	Bing Copilot	ALLOWED (200)	Keep access open

Key *findings*

CRITICAL No structured data was detected

The sampled pages do not expose any JSON-LD or equivalent schema types, leaving AI systems without a reliable machine-readable identity for the brand or content.

HIGH Content is not yet quote-friendly for AI systems

The sampled pages skew toward low citability, which usually means the copy is too vague, too thin, or too contextual for an answer engine to safely extract.

PAGES • <https://example.com>

HIGH llms.txt is missing

The site does not currently publish an llms.txt file. While this is still emerging, it is one of the clearest ways to guide AI systems toward your most important pages.

MEDIUM AI readiness kit is not deployed

Only 0 of 15 AI readiness files were found at the web root. A complete kit (llms.txt, ai.txt, ai-entities.json, rag-index.json, and companions) gives AI systems a full machine-readable map of the site.

MEDIUM Authority and trust signals are weak

The site does not yet show a strong enough mix of authoritativeness, company context, and proof elements across the pages sampled.

MEDIUM

No sitemap reference was found in robots.txt

The audit could not confirm a sitemap entry inside robots.txt, which makes large-scale discovery less predictable for bots.

MEDIUM

Off-site entity presence is thin

The brand appears to have limited discoverable entity reinforcement outside the website itself, especially on sources AI systems commonly cross-check.

07 • GEO AUDIT

Prioritized *action plan*

Quick wins

THIS WEEK. HIGH IMPACT, LOW EFFORT.

- 01 Add Organization or LocalBusiness schema to the homepage, then layer in page-level schema such as FAQPage, Article, Product, or SoftwareApplication.. Improves entity understanding across ChatGPT, Google AI Overviews, Gemini, and Bing Copilot.
- 02 Rewrite priority pages using clear answer blocks, factual statements, and self-contained paragraphs in the 100-200 word range.. Raises the odds that AI tools will quote your pages directly instead of paraphrasing competitors.
- 03 Publish /llms.txt with your key URLs, short descriptions, and the most important sections of the site.. Creates a direct guidance layer for AI crawlers and improves audit completeness.

Medium-term improvements

THIS MONTH. CONTENT OR TECHNICAL CHANGES.

- 01 Deploy the complete AI readiness file set to the web root. See <https://ai.silverbackmarketing.com/> for a reference deployment.. A complete kit adds a +20 point bonus to the GEO score and gives every major AI platform a direct reading path into the site.
- 02 Strengthen About, Team, Contact, and proof sections with credentials, client evidence, years in business, and external references.. Builds trust signals that both users and AI systems rely on when choosing what to cite.
- 03 Expose a clean XML sitemap and declare it inside robots.txt.. Improves crawl efficiency and increases the chance of important pages being surfaced quickly.
- 04 Prioritize LinkedIn, YouTube, review platforms, and a clean sameAs graph; pursue Wikidata or Wikipedia when the brand is notable enough.. Makes the brand easier for AI systems to recognize, disambiguate, and trust.

Strategic initiatives

THIS QUARTER. LONG-TERM COMPETITIVE ADVANTAGE.

- 01 Deploy the complete AI readiness file set to the web root. See <https://ai.silverbackmarketing.com/> for a reference deployment.. A complete kit adds a +20 point bonus to the GEO score and gives every major AI platform a direct reading path into the site.
- 02 Strengthen About, Team, Contact, and proof sections with credentials, client evidence, years in business, and external references.. Builds trust signals that both users and AI systems rely on when choosing what to cite.

- 03
- Expose a clean XML sitemap and declare it inside robots.txt.. Improves crawl efficiency and increases the chance of important pages being surfaced quickly.
- 04
- Prioritize LinkedIn, YouTube, review platforms, and a clean sameAs graph; pursue Wikidata or Wikipedia when the brand is notable enough.. Makes the brand easier for AI systems to recognize, disambiguate, and trust.

Methodology & *glossary*

This GEO audit was conducted on August 18, 2026, analyzing 1 pages of https://example.com. The analysis scored six weighted dimensions: AI Citability & Visibility (25%), Brand Authority Signals (20%), Content Quality & E-E-A-T (20%), Technical Foundations (15%), Structured Data (10%), and Platform Optimization (10%).

Platforms assessed: Google AI Overviews, ChatGPT Web Search, Perplexity AI, Google Gemini, Bing Copilot. Standards referenced: Google Search Quality Rater Guidelines, Schema.org specification, Core Web Vitals (2026 thresholds), the l1ms.txt emerging standard, and the Silverback AI Readiness Kit file set.

Term	Definition
GEO	Generative Engine Optimization, the practice of optimizing content for AI search citation
AIO	AI Overviews, Google's AI-generated answer boxes in search results
E-E-A-T	Experience, Expertise, Authoritativeness, Trustworthiness
SSR	Server-Side Rendering, generating HTML on the server so crawlers get full content
TTFB	Time to First Byte, the server response speed measured during the crawl
JSON-LD	JavaScript Object Notation for Linked Data, the preferred structured data format
l1ms.txt	Proposed standard file for guiding AI systems about site content
AI Readiness Kit	Silverback's 15-file machine-readable web-root deployment for AI systems

This report was generated by the Silverback Marketing GEO audit engine. Scores and recommendations are based on automated analysis and industry benchmarks; validate with platform-specific testing before major investments.