

● GENERATIVE ENGINE OPTIMIZATION

How AI engines read *your brand*.

A six-dimension GEO audit of Full Service Marketing Agency for B2B Companies, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite <https://redrovercompany.com>.



GEO SCORE

At Risk

25 pages analyzed · 8 findings · Publisher

WEBSITE

redrovercompany.com

ANALYSIS DATE

October 7, 2026

PREPARED BY

Silverback Marketing

Executive *summary*

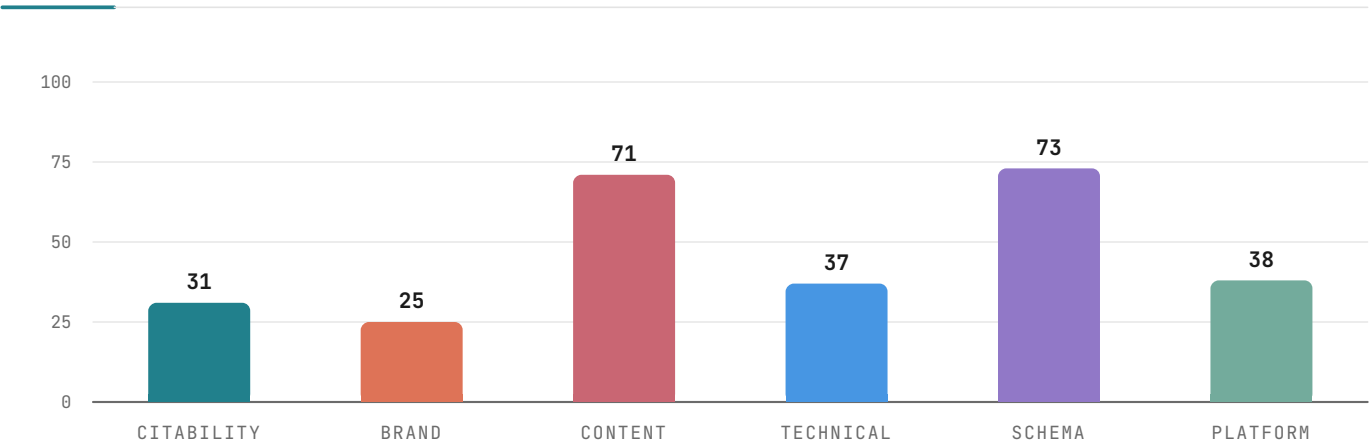
Full Service Marketing Agency for B2B Companies scores 44/100 for GEO readiness, which places the site in the AT RISK tier. The audit analyzed 25 representative pages and found the biggest opportunities in crawler access, structured data, and quote-friendly content. The fastest path to improvement is to remove access blockers, publish stronger machine-readable entity signals, and turn key commercial pages into clear answer destinations.

What is already working

- The site already exposes machine-readable entity markup, giving AI systems a stronger identity graph.
- Most major AI crawlers can currently access the site, which removes one of the most common GEO blockers.

Score *breakdown*

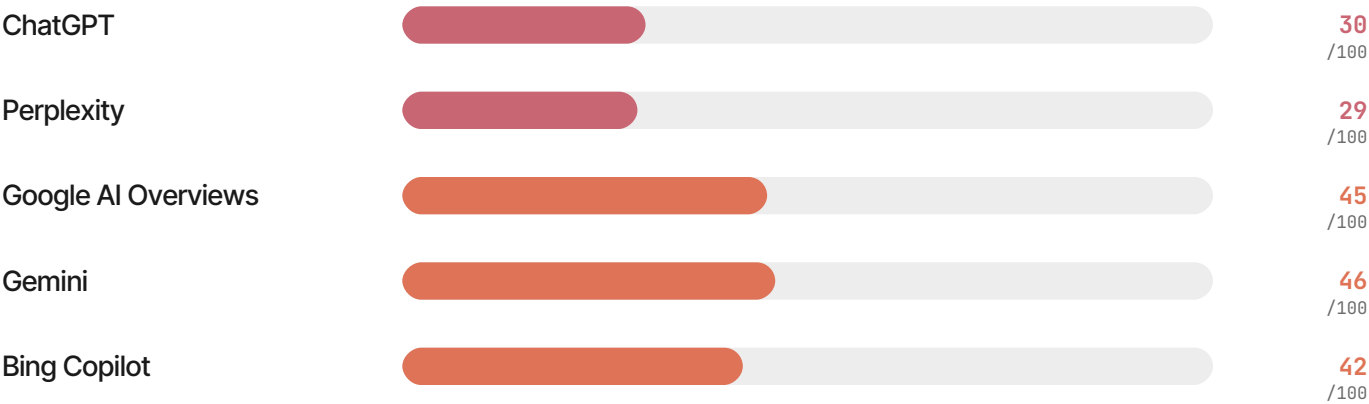
Dimension	Score	Weight	Weighted
AI Citability & Visibility	31/100	25%	7.8
Brand Authority Signals	25/100	20%	5
Content Quality & E-E-A-T	71/100	20%	14.2
Technical Foundations	37/100	15%	5.6
Structured Data	73/100	10%	7.3
Platform Optimization	38/100	10%	3.8
OVERALL GEO SCORE	44/100	100%	44



03 • GEO AUDIT

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.



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AI readiness *kit*

1 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.

- /robots.txt

/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

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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*

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://redrovercompany.com/expertise-book/> • <https://redrovercompany.com/expertise-speaking/> • <https://redrovercompany.com/snifftest/> • <https://redrovercompany.com/path-quiz/> • <https://redrovercompany.com/newsletter-sign-up/>

HIGH Key pages carry noindex directives

4 sampled page(s) are marked noindex, so their content can never be cited by AI systems even though it is publicly reachable.

PAGES • <https://redrovercompany.com/snifftest/> • <https://redrovercompany.com/rovermail/> • <https://redrovercompany.com/expertise-book/> • <https://redrovercompany.com/expertise-speaking/>

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 1 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 FAQ-style content is missing FAQPage schema

1 page(s) contain three or more question headings but expose no FAQPage structured data, so answer engines cannot reliably map questions to answers.

PAGES • <https://redrovercompany.com/faq/>

MEDIUM Missing the schema types expected for a Publisher site

The site was classified as Publisher, but none of the schema types AI systems expect for this category (Article, NewsArticle, BlogPosting) were found on the sampled pages.

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.

LOW A large share of images are missing alt text

Missing alt text weakens accessibility and removes additional semantic clues that can reinforce page meaning.

PAGES • <https://redrovercompany.com> • <https://redrovercompany.com/about-infrastructure> • <https://redrovercompany.com/about-values/> • <https://redrovercompany.com/about-careers/> • <https://redrovercompany.com/about-culture/> • <https://redrovercompany.com/about-pack/> • <https://redrovercompany.com/partner-guarantee/> • <https://redrovercompany.com/snifftest/> • <https://redrovercompany.com/partner-growth-optimization/> • <https://redrovercompany.com/partner-test-pivot/>

Prioritized *action plan*

Quick wins

THIS WEEK. HIGH IMPACT, LOW EFFORT.

- 01 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.
- 02 Review whether these pages should really be excluded; remove noindex from any page whose content you want AI systems to quote.. Returns hidden content to the pool of citable material.
- 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 Add FAQPage JSON-LD that mirrors the visible question-and-answer pairs on these pages.. FAQ markup is one of the most directly quoted formats in AI answers and AI Overviews.
- 03 Add Article markup to the most relevant pages, then extend to the remaining types where content supports them.. Category-matched schema helps AI platforms classify the business and select it for category-specific answers.
- 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.

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Methodology & *glossary*

This GEO audit was conducted on October 7, 2026, analyzing 25 pages of <https://redrovercompany.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 llms.txt emerging standard, and the Silverback AI Readiness Kit file set.

Term	Definition
SEO	Generative Engine Optimization, the practice of optimizing content for AI search citation
AI0	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
llms.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.