GENERATIVE ENGINE OPTIMIZATION

How AI engines read *your brand.*

A six-dimension GEO audit of MRR Hong Kong Official Electronics Trade-In Platform, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite https://trade.mrr.com.hk/en.



GEO SCORE

At Risk

14 pages analyzed · 5 findings · E-commerce

WEBSITE	ANALYSIS DATE	PREPARED BY
trade.mrr.com.hk/en	November 6, 2026	Silverback Marketing

01 · GEO AUDIT

Executive *summary*

MRR Hong Kong Official Electronics Trade-In Platform scores 43/100 for GEO readiness, which places the site in the AT RISK tier. The audit analyzed 14 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.

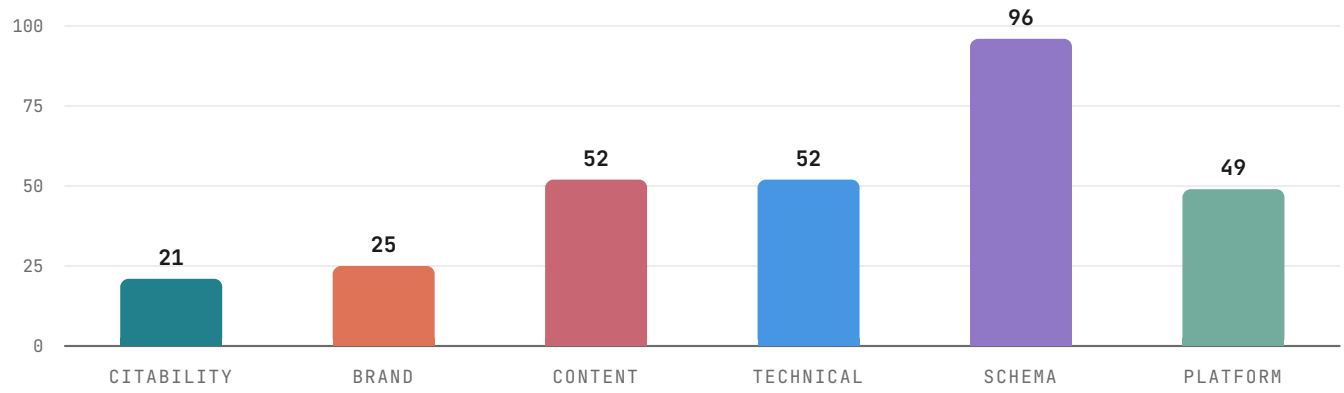
What is already working

- A valid llms.txt file is already live, which gives AI systems a direct reading path into the site.
- 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.

02 · GEO AUDIT

Score *breakdown*

Dimension	Score	Weight	Weighted
AI Citability & Visibility	21/100	25%	5.3
Brand Authority Signals	25/100	20%	5
Content Quality & E-E-A-T	52/100	20%	10.4
Technical Foundations	52/100	15%	7.8
Structured Data	96/100	10%	9.6
Platform Optimization	49/100	10%	4.9
OVERALL GEO SCORE	**43/100**	**100%**	**43**



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.

ChatGPT		45 /100
Perplexity		40 /100
Google AI Overviews		54 /100
Gemini		55 /100
Bing Copilot		51 /100

04 · GEO AUDIT

AI readiness *kit*

3 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.

- /llms.txt
- /llms-full.txt
- /robots.txt
- /ai.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

05 · GEO AUDIT

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

06 · GEO AUDIT

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://trade.mrr.com.hk/about · https://trade.mrr.com.hk/contact-us · https://trade.mrr.com.hk/terms-and-conditions · https://trade.mrr.com.hk/privacy-policy · https://trade.mrr.com.hk/delivery-instructions

MEDIUM

AI readiness kit is incomplete

3 of 15 AI readiness files are live, but the following are missing or invalid: /ai.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.

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

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://trade.mrr.com.hk/en · https://trade.mrr.com.hk/en/about · https://trade.mrr.com.hk/en/contact-us · https://trade.mrr.com.hk/about · https://trade.mrr.com.hk/contact-us · https://trade.mrr.com.hk/ · https://trade.mrr.com.hk/en/iphone-trade-in-hk · https://trade.mrr.com.hk/en/terms-and-conditions · https://trade.mrr.com.hk/en/privacy-policy · https://trade.mrr.com.hk/iphone-trade-in-hk

07 · GEO AUDIT

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.

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 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 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.

04 Add descriptive alt text to important imagery, diagrams, and product visuals on your key pages.. Improves accessibility while adding more machine-readable context.

08 · GEO AUDIT

Methodology & *glossary*

This GEO audit was conducted on November 6, 2026, analyzing 14 pages of https://trade.mrr.com.hk/en. 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
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
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.