GENERATIVE ENGINE OPTIMIZATION

# How AI engines read *your brand.*

A six-dimension GEO audit of Arpad Racz, REALTOR® & Broker, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite https://www.aracz.com.




GEO SCORE

## At Risk

25 pages analyzed · 6 findings · Publisher

| WEBSITE | ANALYSIS DATE | PREPARED BY |
|---|---|---|
| www.aracz.com | November 10, 2026 | Silverback Marketing |

01 · GEO AUDIT

# Executive *summary*

Arpad Racz, REALTOR® & Broker scores 47/100 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.

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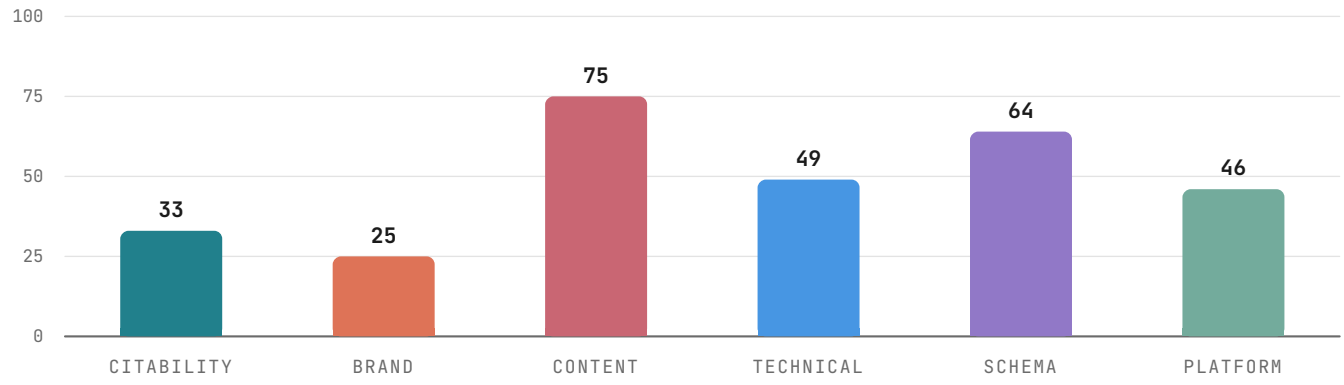
# Score *breakdown*

| Dimension | Score | Weight | Weighted |
|---|---|---|---|
| AI Citability & Visibility | 33/100 | 25% | 8.3 |
| Brand Authority Signals | 25/100 | 20% | 5 |
| Content Quality & E-E-A-T | 75/100 | 20% | 15 |
| Technical Foundations | 49/100 | 15% | 7.4 |
| Structured Data | 64/100 | 10% | 6.4 |
| Platform Optimization | 46/100 | 10% | 4.6 |
| **OVERALL GEO SCORE** | **47/100** | **100%** | **47** |



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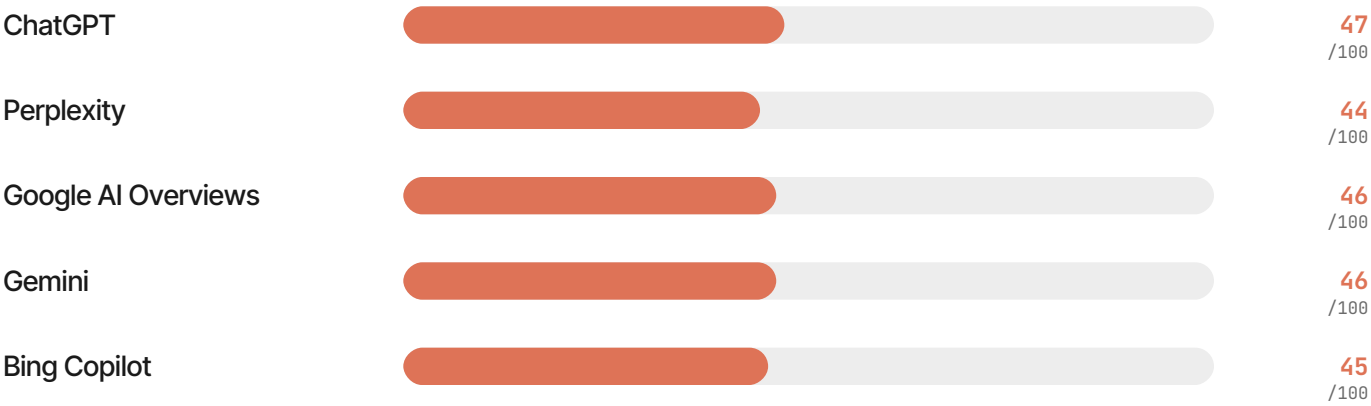
# AI platform *readiness*

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*

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

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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 |

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# 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://www.aracz.com/fine/real/estate/new_construction/custom/New-Construction-Homes-Search · https://www.aracz.com/fine/real/estate/new_construction_2/custom/New-Construction-Homes-Search · https://www.aracz.com/fine/real/estate/customer_reviews/custom/5Star-Reviews--Customer-Satisfaction--Arpad-Racz-San-Jose-REALTOR · https://www.aracz.com/fine/real/estate/blog/189369/The-Real-Estate-Market-in-San-Jose--Top-Trends-Buyers-and-Sellers-Should-Watch · https://www.aracz.com/fine/real/estate/home_value/custom/Free-Home-Value-Estimator--Whats-Your-Home-Worth-in-Silicon-Valley-CA

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

### llms.txt exists but needs cleanup

The file is present, but the structure is incomplete or inconsistent with the expected llms.txt format.

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://www.aracz.com · https://www.aracz.com/fine/real/estate/newsearch/lndgname/buyers/Buying-Process · https://www.aracz.com/fine/real/estate/newsearch/lndgname/eichler_style_/Eichler-Style---MidCentury-Modern-Homes · https://www.aracz.com/fine/real/estate/newsearch/cityname/San+Jose+-+CA · https://www.aracz.com/fine/real/estate/newsearch/lndgname/fixer_upper_homes/Top-Fixer-Upper-Home-Search · https://www.aracz.com/fine/real/estate/newsearch/lndgname/land_for_sale/Top-Land-for-Sale · https://www.aracz.com/fine/real/estate/newsearch/cityname/Cupertino+-+CA · https://www.aracz.com/fine/real/estate/newsearch/cityname/Saratoga+-+CA · https://www.aracz.com/fine/real/estate/newsearch/cityname/Mountain+View+-+CA · https://www.aracz.com/fine/real/estate/newsearch/cityname/Sunnyvale+-+CA

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# 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 Tighten the file with a title, short description, section headings, and link bullets for key pages.. Turns an incomplete signal into a trustworthy AI crawler guide.

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 November 10, 2026, analyzing 25 pages of https://www.aracz.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 |
|---|---|
| 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.