GENERATIVE ENGINE OPTIMIZATION

How AI engines read *your brand.*

A six-dimension GEO audit of Access Denied, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite https://www.bulgari.com/ko-kr.



GEO SCORE

Critical

1 pages analyzed · 9 findings · General Business

WEBSITE	ANALYSIS DATE	PREPARED BY
www.bulgari.com/ko-kr	November 13, 2026	Silverback Marketing

01 · GEO AUDIT

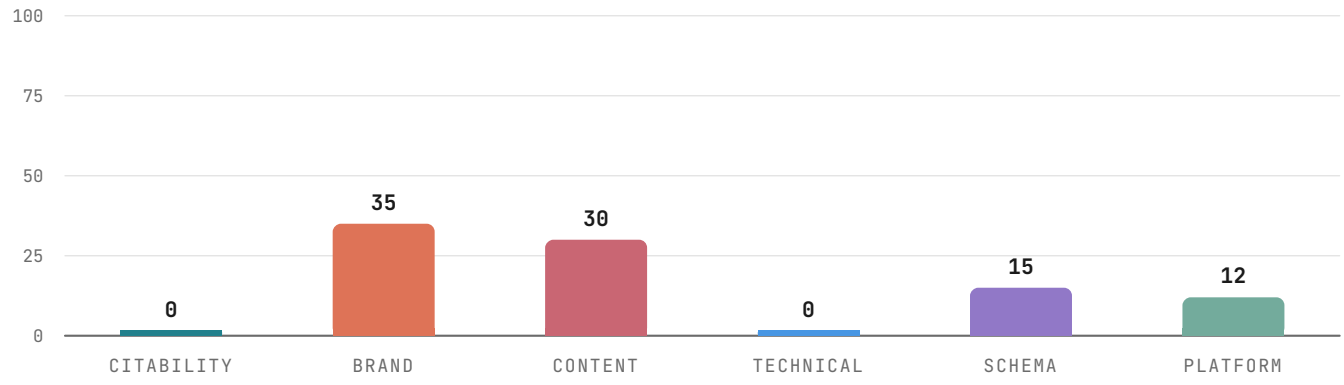
Executive *summary*

Access Denied scores 16/100 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.

02 · GEO AUDIT

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	0/100	15%	0
Structured Data	15/100	10%	1.5
Platform Optimization	12/100	10%	1.2
OVERALL GEO SCORE	**16/100**	**100%**	**16**



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		10 /100
Perplexity		14 /100
Google AI Overviews		11 /100
Gemini		12 /100
Bing Copilot		11 /100

04 · GEO AUDIT

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

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	BLOCKED (403)	Review bot firewall or WAF rules
ClaudeBot	Claude	BLOCKED (403)	Review bot firewall or WAF rules
PerplexityBot	Perplexity	BLOCKED (403)	Review bot firewall or WAF rules
GoogleBot	Google AI Overviews	BLOCKED (403)	Review bot firewall or WAF rules
BingBot	Bing Copilot	BLOCKED (403)	Review bot firewall or WAF rules

06 · GEO AUDIT

Key *findings*

CRITICAL

Major AI crawlers are being blocked

The homepage returns blocking responses for one or more AI bots, which dramatically reduces visibility in AI answer engines even if Google can still crawl the site.

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://www.bulgari.com/ko-kr

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 mobile viewport meta tag on the homepage

The homepage does not declare a responsive viewport, which signals poor mobile optimization. Both Google and AI platforms weigh mobile experience when selecting sources.

PAGES · https://www.bulgari.com/ko-kr

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 Review firewall, WAF, or bot protection rules and explicitly allow GPTBot, ClaudeBot, PerplexityBot, Googlebot, and bingbot.. Restores eligibility to be cited by AI platforms instead of being filtered out before content is evaluated.

02 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.

03 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.

04 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 Add <meta name="viewport" content="width=device-width, initial-scale=1"> and verify the layout is responsive.. Keeps the site eligible for mobile-first indexing and AI source selection.

04 Expose a clean XML sitemap and declare it inside robots.txt.. Improves crawl efficiency and increases the chance of important pages being surfaced quickly.

Strategic initiatives

THIS QUARTER. LONG-TERM COMPETITIVE ADVANTAGE.

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08 · GEO AUDIT

Methodology & *glossary*

This GEO audit was conducted on November 13, 2026, analyzing 1 pages of https://www.bulgari.com/ko-kr. 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

Term	Definition
`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.