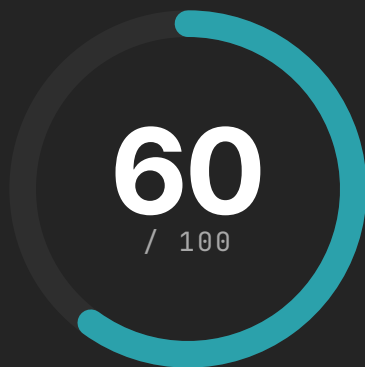


● GENERATIVE ENGINE OPTIMIZATION

# How AI engines read *your brand.*

A six-dimension GEO audit of Multifamily Real Estate Investments, measuring how ChatGPT, Claude, Perplexity, Gemini, and Google AI Overviews read, trust, and cite <https://www.rise48equity.com>.



GEO SCORE

## Promising

25 pages analyzed · 4 findings · Local Business

WEBSITE

[www.rise48equity.com](https://www.rise48equity.com)

ANALYSIS DATE

July 10, 2026

PREPARED BY

Silverback Marketing

● 01 · GEO AUDIT

## Executive *summary*

Multifamily Real Estate Investments scores 60/100 for GEO readiness, which places the site in the PROMISING 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.

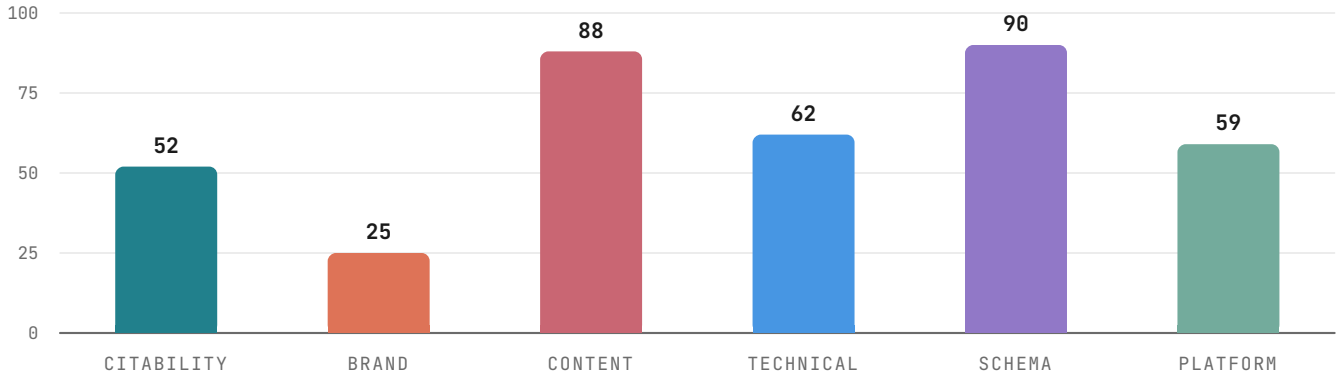
### What is already working

- 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.
- At least one page already contains quote-friendly answer blocks that can be promoted as templates for the rest of the site.
- Most major AI crawlers can currently access the site, which removes one of the most common GEO blockers.

● 02 · GEO AUDIT

## Score *breakdown*

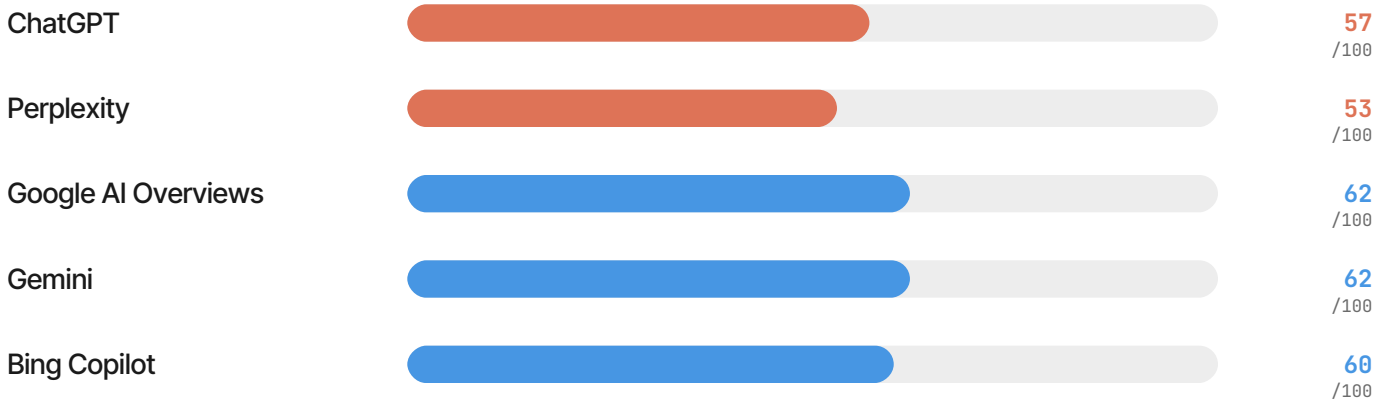
Dimension	Score	Weight	Weighted
AI Citability & Visibility	52/100	25%	13
Brand Authority Signals	25/100	20%	5
Content Quality & E-E-A-T	88/100	20%	17.6
Technical Foundations	62/100	15%	9.3
Structured Data	90/100	10%	9
Platform Optimization	59/100	10%	5.9
<b>OVERALL GEO SCORE</b>	<b>60/100</b>	<b>100%</b>	<b>60</b>



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.



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](https://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	ERROR (400)	Review bot firewall or WAF rules
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

### **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** FAQ-style content is missing FAQPage schema

5 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://rise48equity.com/what-is-real-estate-investment-group/> ·  
<https://rise48equity.com/real-estate-syndication-structure/> ·  
<https://rise48equity.com/best-states-multifamily-investing-2026/> ·  
<https://rise48equity.com/top-multifamily-investment-markets-2026/> ·  
<https://rise48equity.com/passive-multifamily-investing-accredited-investors/>

### **MEDIUM** Missing the schema types expected for a Local Business site

The site was classified as Local Business, but none of the schema types AI systems expect for this category (LocalBusiness) 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.

## Prioritized *action plan*

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### Quick wins

THIS WEEK. HIGH IMPACT, LOW EFFORT.

Nothing was generated in this bucket.

### 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 LocalBusiness 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.

- 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.
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## Methodology & *glossary*

This GEO audit was conducted on July 10, 2026, analyzing 25 pages of <https://www.rise48equity.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 lms.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
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
lms.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.