

GEO Guide

How Agencies Are Navigating AI-Driven Search

Insights, Tools & Workflows from 12 Leading Agencies



DIGITAL AGENCY
NETWORK



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Participants

This report brings together insights from **12 agencies across different markets, disciplines, and perspectives**, each actively working on Generative Engine Optimization (GEO).

While their approaches vary, their combined perspectives offer a comprehensive view of how GEO is being defined, structured, and delivered today.



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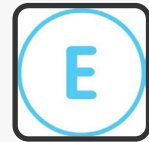


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Introduction



Search is changing.

As generative AI becomes part of how people discover information, the way brands gain visibility is shifting from rankings to representation inside AI-generated answers.

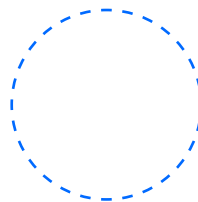
To better understand this shift, we brought together 12 leading agencies from across the industry, each actively working with Generative Engine Optimization (GEO).

Through a series of in-depth Q&As, we explored how agencies are:

- **Defining** GEO within their services
- **Adapting** their strategies and structures
- **Measuring** performance in evolving environments
- **Navigating** the opportunities and limitations of AI-driven search

This report brings those perspectives together.

It highlights the **key patterns, differences**, and **emerging trends** that are shaping how GEO is being built today and where it is heading next.



Key Takeaways



How GEO Is Reshaping Search?

Across 12 leading agencies, GEO is no longer being explored; **it is being operationalized.**

Agencies are moving beyond defining GEO and are now actively **structuring, packaging,** and **delivering** it.

1. Visibility is shifting from rankings to inclusion

Visibility now depends on whether a brand is included in AI-generated answers, not where it ranks.

2. Authority is increasingly built off-site

Citations, mentions, and third-party validation are becoming key visibility signals.

3. Content is designed for extraction

Content is now structured, modular, and built to be interpreted by AI systems.

4. GEO is moving closer to performance

GEO is influencing trust, consideration, and conversion, not just awareness.



5. There is no single GEO model

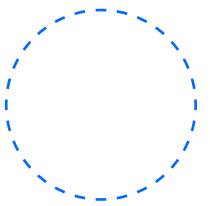
Agencies are integrating, structuring, or productising GEO in different ways.

6. Measurement remains the biggest challenge

AI visibility can be observed, but not fully explained.

7. Visibility is platform-agnostic

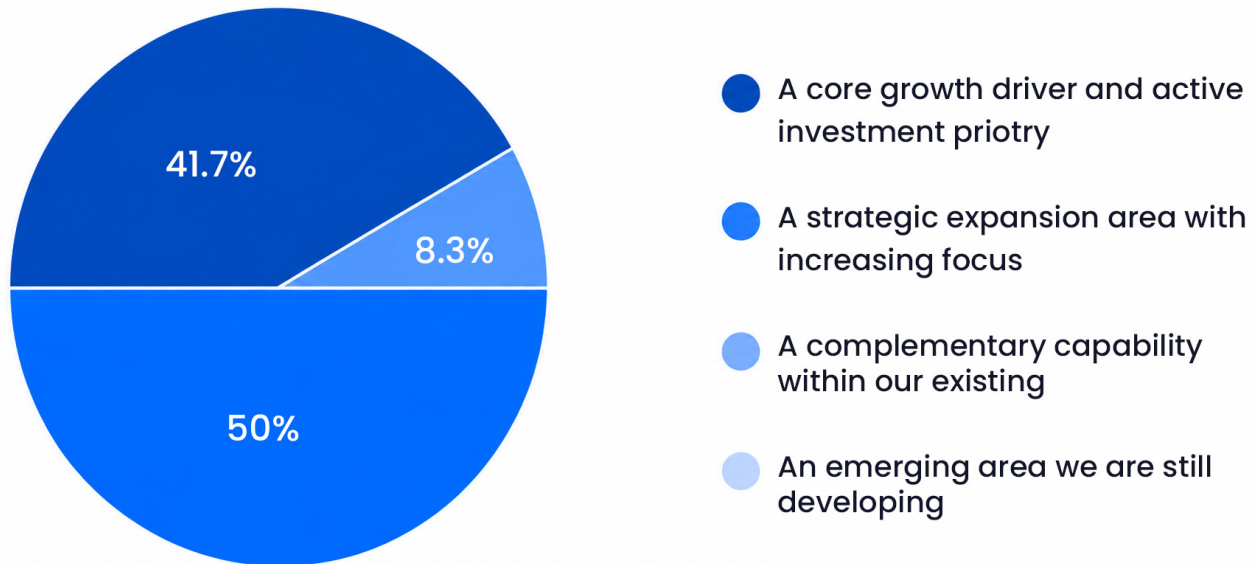
Search is no longer centralized, it is distributed across AI systems.



Global Insights from Agency Leaders

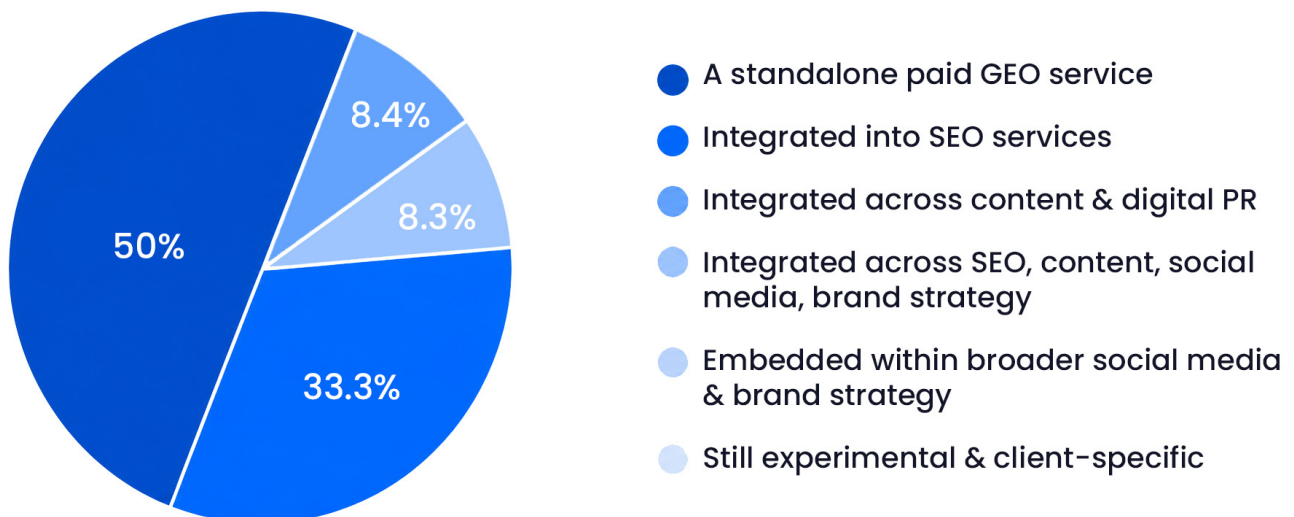
The following data highlights how agencies are approaching GEO today, from strategy and structure to measurement and platform priorities.

1. How Central Is GEO Today?



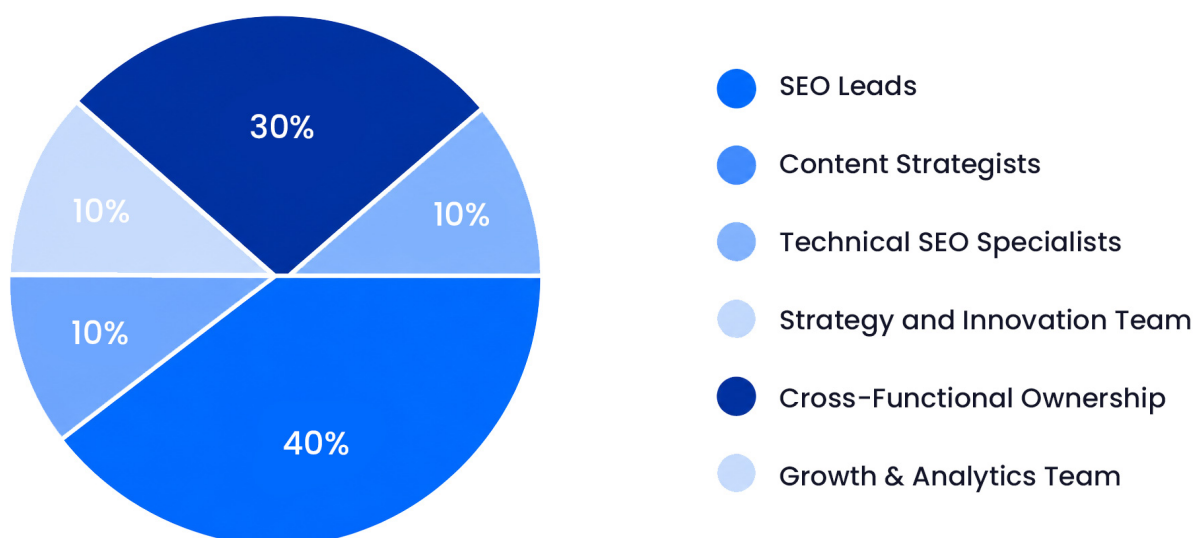
GEO is already a priority for most agencies, with many treating it as a core growth driver rather than an experimental initiative.

2. How Do Agencies Position GEO Services?



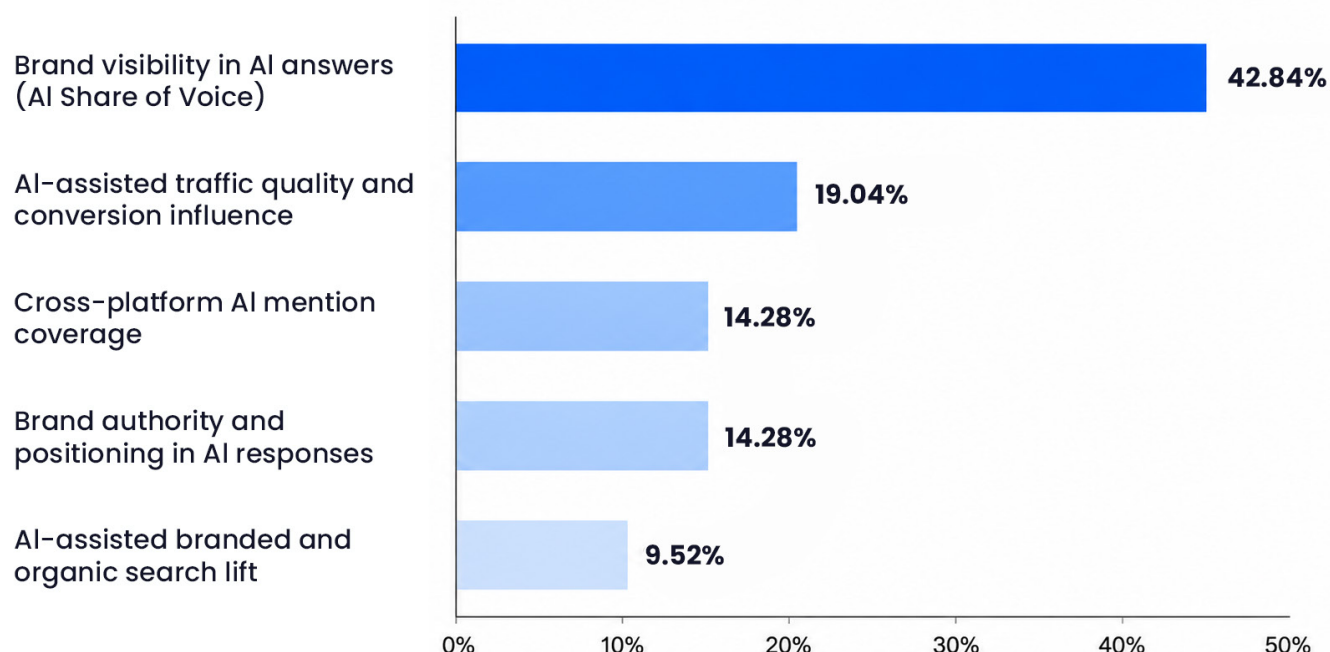
While most agencies integrate GEO into SEO, a growing number are defining it as a standalone or structured service.

3. Who Owns GEO Within Agencies?



GEO is rarely owned by a single function. Instead, it is typically managed through cross-functional collaboration across SEO, content, and strategy teams.

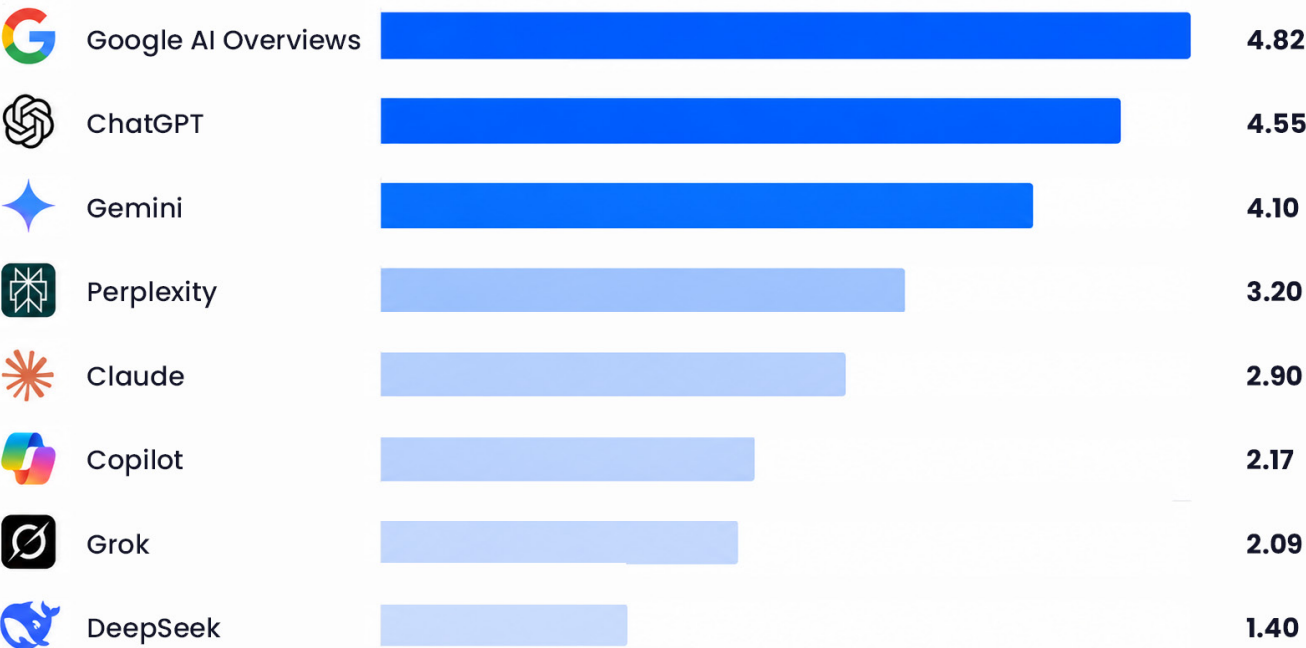
4. How GEO Performance Is Measured? Key KPIs to Track



Agencies are moving beyond traditional metrics, using emerging indicators such as **AI Share of Voice** and **citation presence**, despite limited attribution capabilities.

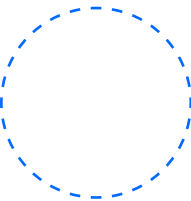


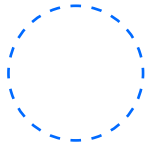
5. Where AI Visibility Is Shaped?



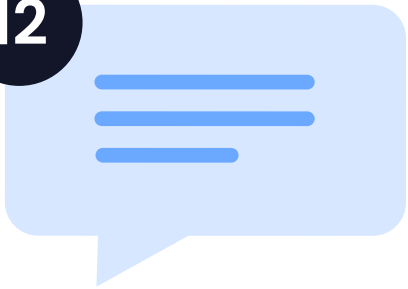
Scores are rated on scale of 1 to 5.

Platforms like ChatGPT and Google AI Overviews dominate GEO efforts, reflecting how AI-driven visibility is distributed across multiple environments.





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Participant Snapshots





Adam Griffith

Managing Director
at Luminary



Melbourne, AU

“GEO requires a new way of measuring visibility.”

Approaches GEO through measurement and visibility frameworks.

Focuses on how brands appear within AI-generated environments, not just how they rank.

- Prioritizes AI visibility over traditional rankings
- Emphasizes measurement frameworks and reporting



Michael John

CEO
at LOOP



New York, USA

“Authority now matters more than keywords.”

Positions GEO as an extension of brand authority.

Focuses on strengthening brand signals and external validation to influence AI outputs.

- Strong emphasis on brand and entity signals
- Leverages digital PR and external mentions



Ben Foster

CEO
at The SEO Works



Sheffield, UK

“The shift is from destination to source.”

Approaches GEO as an evolution of SEO.

Builds on existing SEO foundations while adapting content for AI-driven discovery.

- Combines SEO fundamentals with AI-focused optimisation
- Focuses on becoming a source for AI-generated answers



Arunya Joshi

SEO Manager
at Crowd



Amsterdam, EU

"AI evaluates entities, not just links."

Takes an entity-first approach to GEO.

Focuses on how AI systems interpret relationships between topics, brands, and entities.

- Emphasizes structured, modular content
- Prioritizes topical authority and clarity



Michael Raus

SEO Expert
at Pragmatica



Vancouver, CA

"GEO requires new performance metrics."

Approaches GEO through structured measurement and performance signals.

Focuses on understanding how brands are represented within AI-generated outputs.

- Tracks AI Share of Voice and sentiment
- Analyzes citation velocity and visibility trends



Nick Stamoulis

President
at Brick Marketing



Boston, USA

"You don't need perfect data to start."

Focuses on making GEO actionable despite limited data.

Adapts strategies to work within the constraints of incomplete measurement systems.

- Works with directional insights
- Prioritizes execution over precision



James Ward

Associate Media Director
at The Charles Group



New York, USA

“Instead of competing to rank, you are competing to be cited.”

Positions GEO as a natural extension of SEO.

Focuses on how brands earn visibility through citations within AI-generated answers.

- Emphasizes third-party mentions and citations
- Connects GEO to brand visibility and perception



Sarah Gray

Senior Vice President
at Amsive



New York, USA

“Visibility doesn’t always translate to traffic.”

Approaches GEO through measurement and performance impact.

Focuses on visibility beyond clicks and how AI influences user journeys.

- Tracks AI-driven visibility signals
- Connects GEO to conversion and performance



Francesco Bonafine

Managing Director
at Digital Nomads Hong Kong



Hong Kong, ASIA

“Visibility without impact isn’t enough.”

Connects GEO to conversion and business outcomes.

Focuses on how AI visibility impacts decision-making and revenue.

- Links GEO to funnel performance
- Focuses on conversion influence



**Jay
Eckert**

Founder and Creative Director
at Parachute Design Group



Toronto, CA

“GEO is cyclical: content needs refreshing, cadence, and continuous measurement.”

Approaches GEO through structured frameworks and repeatable systems.

Focuses on building scalable GEO processes within agencies.

- Develops internal GEO frameworks
- Emphasizes consistency and iteration



**Johnny
Craston**

Head of Operations
at Eskimoz



London, UK

“GEO is a natural extension of search.”

Positions GEO as a standalone, structured service.

Builds GEO as a productized offering with defined workflows.

- Treats GEO as a separate service layer
- Focuses on scalability and structure



**Onur
Birsen**

Founder and Chief Tech.
Officer at Glacial Multimedia



Boston, USA

“SEO chases rankings while GEO chases being referenced inside AI-generated answers.”

Positions GEO as a standalone service built on top of SEO foundations.

Focuses on how brands gain visibility by being referenced within AI-generated answers.

- Structures GEO as an add-on layer to existing SEO services
- Prioritizes brand authority and entity signals for AI visibility

Tools & Platforms: How Agencies Are Navigating GEO in Practice

As GEO continues to evolve, agencies are building their workflows using a combination of familiar **SEO tools and emerging, GEO-specific platforms**.

What stands out is not a single dominant toolset, but a hybrid approach.

Teams are adapting existing analytics and SEO tools, while experimenting with new ones designed to track AI visibility, citations, and answer-level performance.

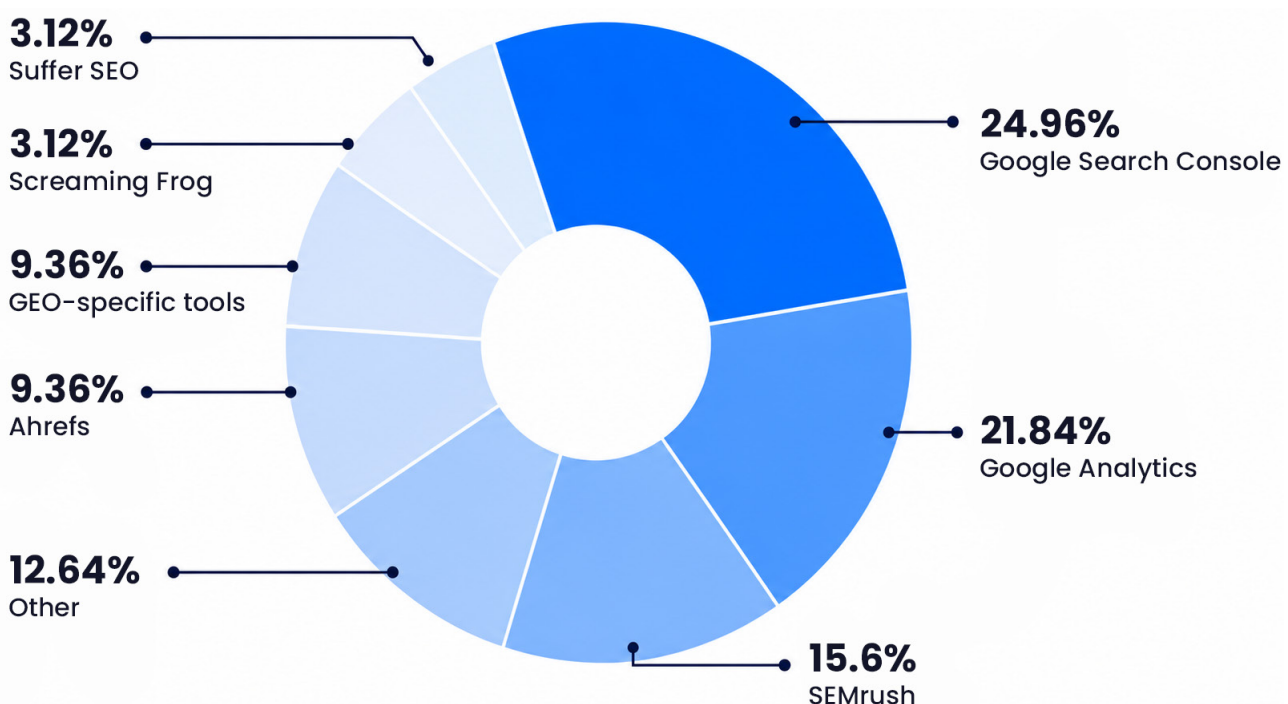
The Current GEO Tool Stack

Across all participants, the GEO tool stack can be grouped into three main categories:

1. Core SEO & Analytics Tools

These remain the foundation of GEO workflows, supporting performance tracking, visibility analysis, and technical insights.

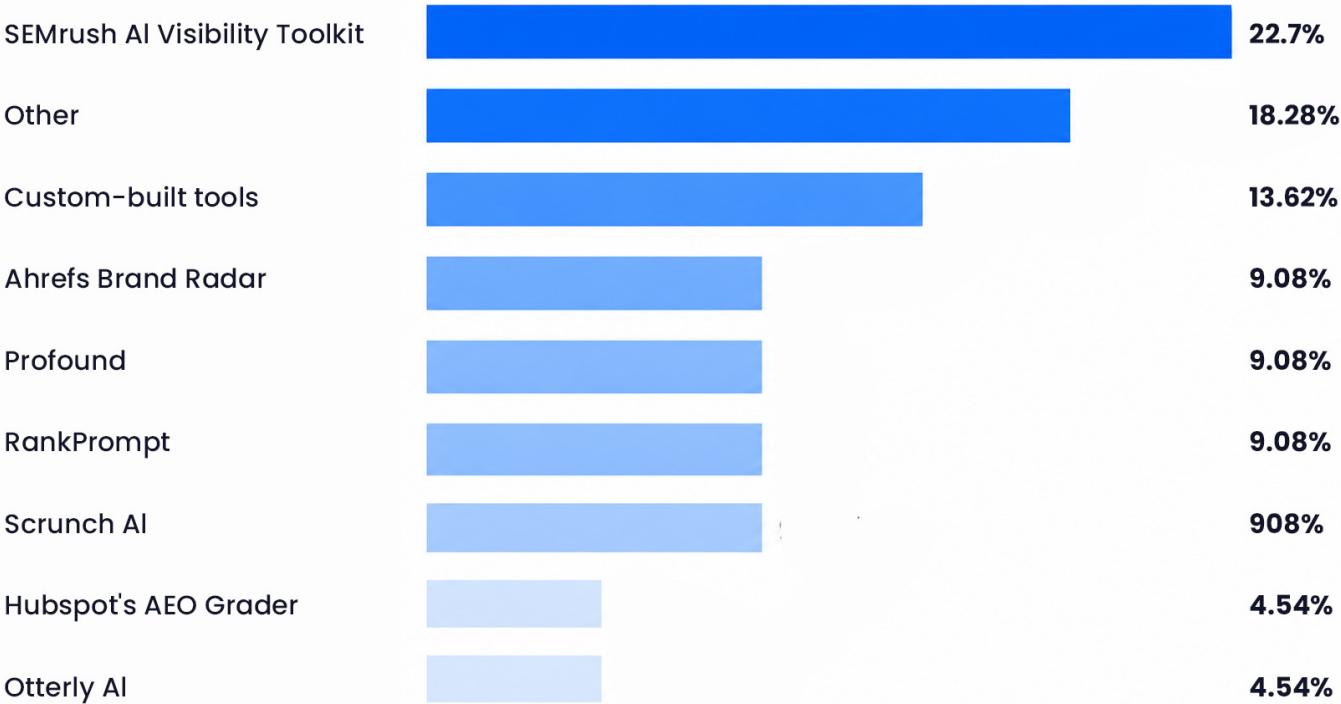
Commonly used tools include:



According to agency leaders, these tools are still essential, particularly for understanding traffic quality, query behavior, and baseline performance.

2. GEO-Specific & AI Visibility Tools

A growing category of tools is emerging to address the unique challenges of GEO. These platforms focus on tracking how brands appear within AI-generated responses.



3. AI Platforms as Testing Environments

In addition to tools, agencies actively use AI platforms themselves as part of their workflow.

These platforms function as real-world testing environments, helping teams understand how content is interpreted and surfaced.

Most referenced platforms include:

-  **ChatGPT**
-  **Google AI Overviews**
-  **Perplexity**
-  **Gemini**
-  **Claude**
-  **Microsoft Copilot**

This highlights an important shift:

GEO is not optimized in isolation; it is continuously tested within the environments where visibility actually happens.



Key Limitation: A Lack of Transparency

Despite the growing ecosystem of tools, one limitation remains consistent across all agencies:

» Limited transparency from AI platforms

Agencies can observe outcomes, such as visibility, citations, and presence within answers. However, understanding why certain content is selected remains significantly more difficult.

This creates a dependency on:

- Testing and iteration
- Comparative analysis
- Directional insights rather than exact attribution

The GEO Workflow Formula

GEO = SEO Foundation + GEO Tools + AI Platform Testing

SEO Foundation	GEO Tools	AI Testing Layer
Existing infrastructure (GSC, GA, SEO tools)	AI visibility tracking & emerging platforms	Real-world validation across ChatGPT, Google AI, etc.

This hybrid model reflects the current state of GEO; structured enough to deliver value, yet still evolving rapidly.

The Future of GEO: From Emerging Practice to Core Strategy

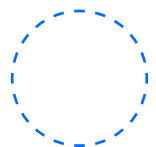
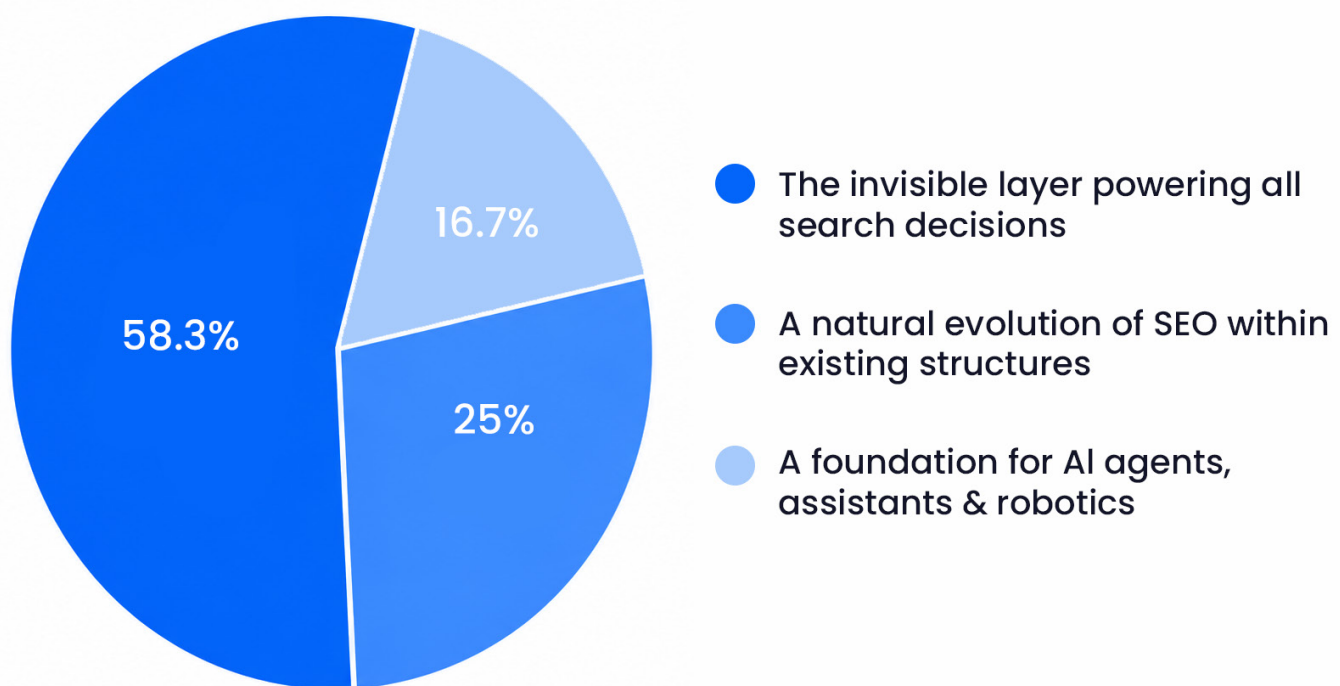
“GEO is no longer an emerging concept.”

Across agencies, it is already being implemented, tested, and refined. What comes next is not adoption, but acceleration.

“The direction is clear.”

GEO is moving from an experimental layer into a **core component of digital strategy**, shaping how brands are discovered, interpreted, and trusted in AI-driven environments.

How Do Agencies See the Next 3 Years?

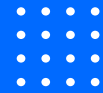


54.5% of agencies see GEO as a natural evolution of SEO. They think that it's not a replacement, but a transformation for digital landscape.

So what does this evolution look like in practice?

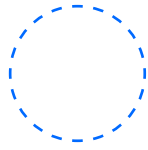
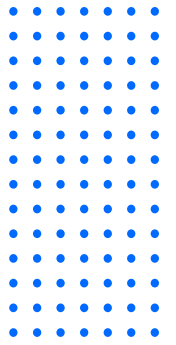
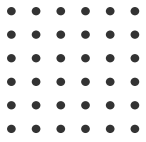
			
From Visibility Influence	From Content Context	From Channels Ecosystems	From Measurement Interpretation
GEO will move beyond visibility into consideration & decision-making	Content will be structured for clarity, extractability, and interpretation	Visibility will be shaped across multiple AI platforms, not a single channel	Success will depend on understanding signals, not just tracking them





GEO is not a
new channel.
It's a new layer
of visibility.





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