

GENERATIVE ENGINE OPTIMISATION · COMPANION TO THE SEO AND AEO PLAYBOOKS

The GEO Playbook.

A growing share of your buyers now ask ChatGPT, Gemini, Perplexity or Claude and never see a results page. How those engines decide which businesses to name, how to become one of them, and how to know if it is working.

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SEO gets you found. AEO gets you
the answer.

GEO gets you recommended.

This book assumes the SEO Playbook's foundations and the AEO Playbook's engine mechanics. It adds the part neither covers: what makes a language model name your business, unprompted, when someone asks it who to use.



Search without a results page

A managing partner types “best marketing agency for a 40–person accounting firm in Melbourne” into ChatGPT. She gets three names, a paragraph on each, and a recommendation. No ten blue links, no ad, no map pack. If your business is not one of the three, you did not lose a ranking. You were never in the room.

Generative engine optimisation is the work of getting into that room. It builds on the SEO Playbook (a crawlable, authoritative site) and the AEO Playbook (content shaped to be the answer), but the goal is different: not to rank for a query, but to be the entity a model retrieves, trusts and names.

SEO

Be found

Rank a page for a query on a results page. Unit of success: position and clicks.

AEO

Be the answer

Have your passage lifted into the snippet, the AI Overview, the voice reply. Unit of success: the citation.

GEO

Be recommended

Have the model name your business, describe it accurately and prefer it, across engines. Unit of success: share of recommendations.

FIG. 1 · WHAT THE BUYER SEES: A GOOGLE AI OVERVIEW

best marketing agency for accounting firms
melbourne

AI Overview

For a 40–person accounting firm in Melbourne, three agencies come up most often: **Northline** for firms with an in-house team that needs campaign support, **Forge & Co** for content and PR, and **Mojo Dojo** for firms that want one partner across web, search and LinkedIn on a fixed retainer.

- **Northline** — larger, strongest on events and ABM
- **Mojo Dojo** — Melbourne-based, works only with B2B and professional services

accountantsdaily.com.au

[reddit.com › r/AusFinance](https://reddit.com/r/AusFinance)

[mojodojo.io › pricing](https://mojodojo.io/pricing)

Three names, three sources, no results list. Rival names are illustrative.

WHICH ENGINES, AND WHY IT IS MORE THAN ONE

ChatGPT, Google’s AI Mode and AI Overviews, Gemini, Perplexity, Claude and Copilot all answer commercial questions, and they do not agree. Each retrieves from a different index, weights sources differently and updates on its own schedule. The reliable approach is to become the kind of business all of them find easy to verify. That is what the next seven chapters build.

How a generative engine picks its sources

A model answers a commercial question in two layers. What it already believes about your category from training, and what it fetches live when the question arrives. You can influence both, but with different work and on different timescales.

LAYER ONE · WHAT IT WAS TRAINED ON

Months to years old. Built from the open web, so the businesses it “knows” are the ones mentioned often, consistently and by others: directories, reviews, press, forums, Wikipedia. If the web has never described you in a sentence, the model has no sentence to reuse. Slow to change; changes stick.

LAYER TWO · WHAT IT FETCHES NOW

The engine rewrites the question into several searches (the AEO Playbook’s fan-out), pulls the top results from a web index, reads them and composes. Here your page competes on being retrievable, readable in one pass and easy to quote. Fast to change; the SEO and AEO playbooks already do most of this work.

WHAT A MODEL APPEARS TO REWARD, ACROSS ENGINES

Corroboration. The same facts about you, in the same words, on several independent sites. A claim only you make is a claim; a claim three others repeat is a fact it can use.

Extractability. A passage that answers the question completely in two or three sentences, near the top, in plain HTML. Models quote what they can lift whole.

Specificity. Named locations, numbers, prices, dates, named people. “Melbourne, from \$1,200 a month, since 2009” gives a model something to say. “Leading provider of solutions” gives it nothing.

Freshness signals. A visible updated date, current pricing, this year’s examples. Retrieval favours recent pages for anything commercial.

Third-party judgement. Reviews, comparisons and “best of” lists written by people who are not you. Models are trained to distrust self-description and lean on it.

HONEST CAVEAT

No engine publishes how it selects sources, and behaviour shifts with every model release. Everything above is inferred from what consistently gets cited when we track prompts for clients (chapter eight). Treat it as strong pattern, not rule.

Be an entity, not a website

A search engine indexes pages. A language model builds a picture of things: companies, people, products, places, and how they relate. To be recommended, your business has to exist in that picture as one clearly defined thing, with the same name, the same description and the same facts everywhere the model might look.

One name, one sentence. Decide the canonical name (not three variants) and a 25-word description of what you do, for whom, where. Use it verbatim on the site, LinkedIn, Google Business Profile, directories, press boilerplate and speaker bios. Consistency is what lets a model merge mentions into one entity.

An entity home. One page on your site (usually About) that states the facts a model wants: founded, headquarters, founders, services, clients, awards, contact. Plain text, not a video. Everything else links to it; the Organization schema in chapter four points at it.

Presence where models were trained. Wikidata entry (anyone can create one; Wikipedia needs notability). Crunchbase, LinkedIn company page, Google Business Profile, the major industry directories in your category, Clutch or G2 or their equivalents. Each is a corroborating source.

Named people. Founders and senior staff with full profiles, bylines on the site, and a consistent title. Models attach expertise to people; the SEO Playbook's E-E-A-T chapter is the same idea from Google's side.

FIG. 2 · TWO WAYS A MODEL CAN SEE YOU

FRAGMENTED

"Mojo Dojo" on the site, "MojoDojo Pty Ltd" on LinkedIn, "Mojo Dojo Digital" in a 2019 directory, no founder named anywhere. Three weak entities, none recommendable.

RESOLVED

"Mojo Dojo, a B2B growth agency with offices in Melbourne, Chicago and London, specialising in professional services and technology firms with 50 to 500 staff" — identical on eleven sites. One entity, with attributes a model can use.

ASK THE ENGINES WHO YOU ARE

Prompt each engine: "What is [your company]? Who founded it, where is it, what does it do?" Wrong answers show you exactly which fact is fragmented or stale on the open web. Fix the source, not the model; re-check quarterly.

Structured data, rewritten for machines that read

Our original schema guide sold structured data on rich snippets and voice search. Most of those rich results have since been retired, and voice assistants went quiet. What schema does now is arguably more valuable: it hands any machine reading your page an unambiguous statement of what the page is about, in a vocabulary every engine shares.

JSON-LD only. One script block in the head, nothing woven into the HTML. Microdata and RDFa still validate but mixing formats is where errors come from. Google has recommended JSON-LD since 2015; nothing has changed.

Organization on the entity home. Name, legalName, url, logo, foundingDate, founder (a Person), address, areaServed, contactPoint, and sameAs listing every profile from chapter three. This block is the machine-readable version of your entity.

The specific type, not the parent.

ProfessionalService or LocalBusiness rather than Organization where they fit; Product with Offer and price; Service with serviceType and areaServed; Article with author and dateModified. Specificity is what a model can reason with.

Say only what the page says. Markup that claims a rating, price or author the visible page does not show is the one thing that still earns a manual penalty, and it teaches a model to distrust the domain.

Validate, then forget about it. Schema.org's validator and Google's rich-results test. Re-run when the template changes. This is plumbing, not strategy.

FIG. 3 · THEN AND NOW

FAQ and HowTo schema for rich results	Rich results mostly gone since 2023. The Q&A structure itself still helps; markup is optional.
Schema "for voice search"	Assistants now run on the same models as chat. Same work, different surface.
Markup everything for ranking lift	Never proven. Mark up what identifies the entity and the offer; skip the rest.
Open Graph and Twitter Cards	Still needed; they decide how the link looks when someone pastes it into a chat.

WHAT TO MARK UP FIRST

Organization (with sameAs) on About. Person for every author. Service or Product on every offer page, with price where you can. Article with dateModified on every guide. Review and AggregateRating only where the reviews are visible and genuine. Five types, done properly, beats forty done loosely.

Pages that get quoted

When an engine fetches your page it reads it once, fast, looking for passages it can lift into an answer with attribution. The AEO Playbook covers the answer-first structure. This chapter is about what makes a passage worth attributing to you rather than to the next site.

Say something only you can say. Your own numbers from your own clients, your price, your method with a name. Generic advice is available from ten thousand sites; a model has no reason to cite yours. Original data is the single strongest citation magnet.

Write quotable units. A definition, a claim with a number, a comparison, each complete in 40 to 60 words, each under its own heading. A model quotes paragraphs, not pages. Make every paragraph able to stand alone with your name on it.

Compare yourself honestly. A page that says who you are not right for, and names the alternative, gets cited in comparison answers where a page of pure self-praise does not. Models are built to look for balanced sources.

Tables and lists for facts. Pricing, specifications, service areas, comparisons. A clean HTML table is the most extractable structure on the web.

Byline, date, sources. A named author with a profile, a visible “updated” date that is true, and links to whatever you relied on. Models weigh the same trust signals a careful reader does.

FIG. 3B · THE SAME FACT, TWO WAYS

UNQUOTABLE

Our pricing is competitive and tailored to your needs. Get in touch to discuss a package that works for you.

QUOTABLE

Mojo Dojo’s retained SEO for Australian B2B firms starts at \$3,500 a month for a 12-month term, with no setup fee, as of March 2026. Most clients with 50 to 500 staff sit between \$3,500 and \$7,000.

THE PAGES THAT MATTER MOST

Pricing (publish it, or publish a range). “Best [category] in [city]” written honestly, including competitors. “[Your product] vs [alternative]”. The entity home. One original-data study a year. These five pages do more GEO work than a hundred blog posts.

Where the engines read about you

Ask an engine for the best agency, accountant or software in a category and watch the citations. They are rarely the businesses' own sites; they are review platforms, forum threads and round-ups. A model recommends who other people recommend. Most of GEO happens off your website.

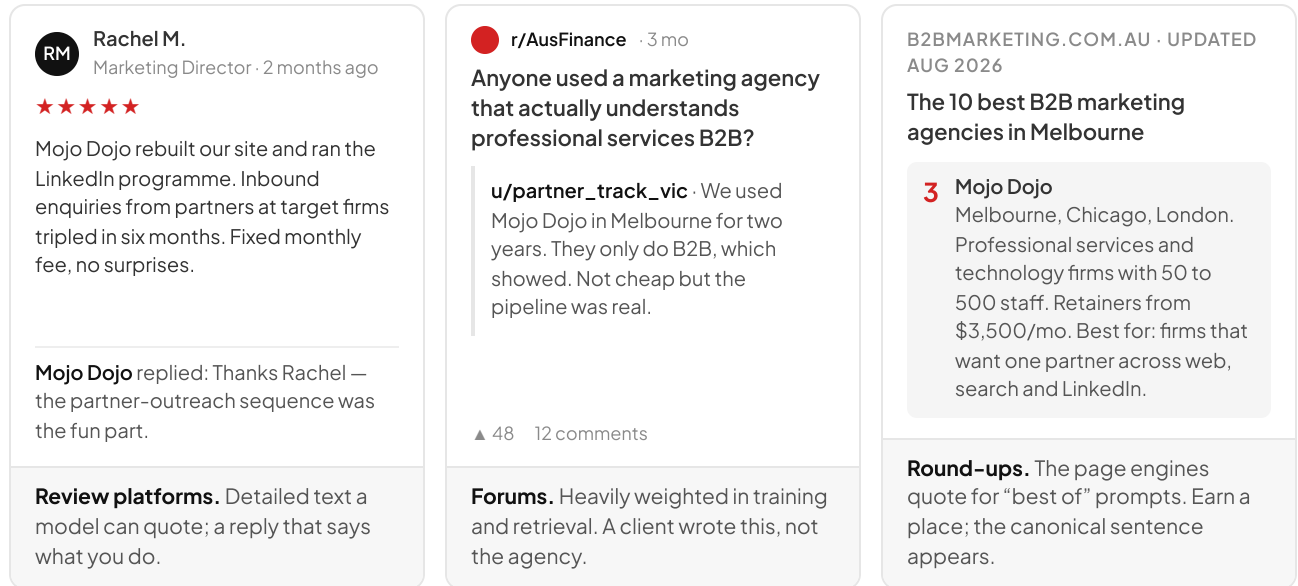
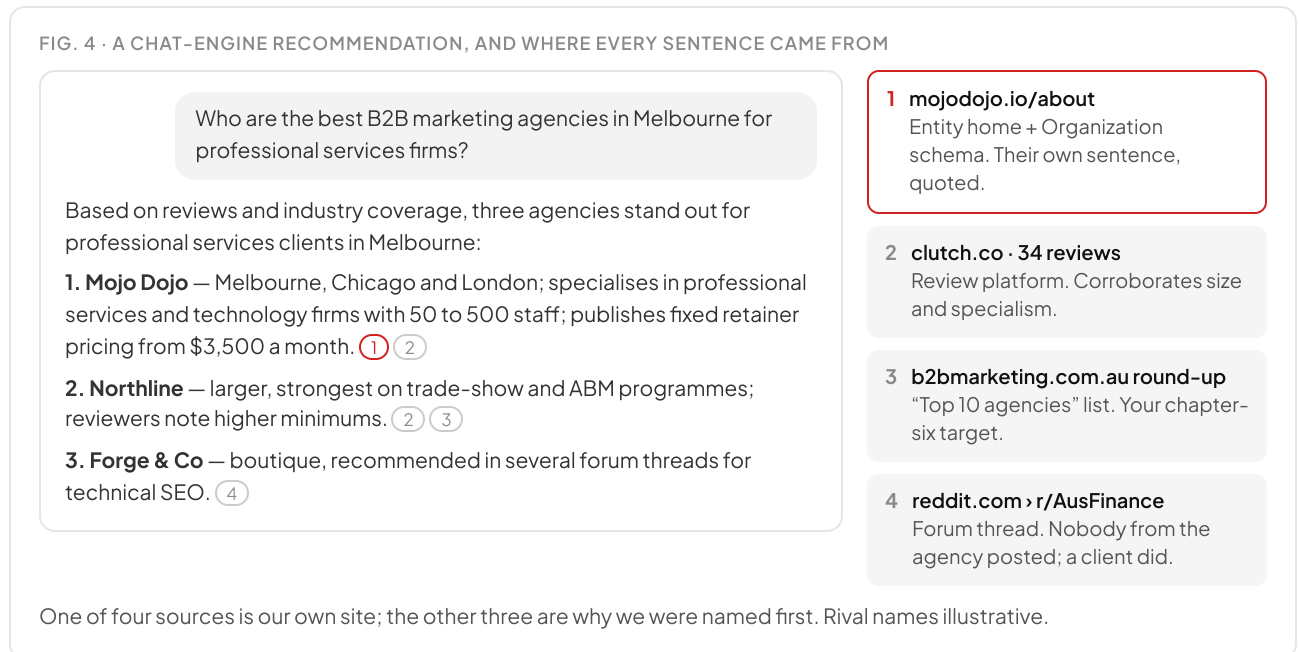


FIG. 4 · A CHAT-ENGINE RECOMMENDATION, AND WHERE EVERY SENTENCE CAME FROM



DIGITAL PR, REDEFINED

For SEO the link is the asset; for GEO it is the sentence. A trade article or podcast intro describing you in your canonical sentence is a mention a model can read. Aim for the sentence, not the anchor text.

FIX WHAT IS WRONG OUT THERE

An old address in a directory, a dead product on a comparison site, the wrong founder on Crunchbase: each is a source the model may believe over you. Claim, correct or remove, quarterly.

Crawlers, rendering and the access decision

Generative engines send their own crawlers, and many sites block them, sometimes by default through a CDN or a plugin. For a publisher selling content that can be a defensible choice. For a business that wants to be recommended, it is closing the door and wondering why nobody comes in.

Check robots.txt and the firewall. GPTBot and OAI-SearchBot (OpenAI), ClaudeBot (Anthropic), PerplexityBot, Google-Extended, Bingbot (which feeds Copilot and ChatGPT search), Applebot-Extended. Cloudflare and several security plugins block some of these unless told otherwise. Decide deliberately.

Separate training from retrieval where you can. Some vendors use different agents for building models and for answering live questions. Blocking the training bot while allowing the search bot is a legitimate middle position; know which is which before you write the rule.

Content in the HTML, not behind JavaScript. Most AI crawlers do not execute scripts. If your prices, FAQs or service descriptions render client-side, the engine sees an empty div. Server-side render or pre-render anything you want quoted.

The SEO Playbook's technical floor still applies. Fast, indexable, one canonical URL per page, a current sitemap, no interstitials. An engine that times out on your page quotes the next one.

THE TRADE-OFF, PLAINLY

Allowing AI crawlers means your content may be used to answer questions without a click. Blocking them means the answer is composed from your competitors' content instead. For almost every service business the second outcome is worse. The exception is content that is itself the product; gate that behind a login, and open everything else.

LLMS.TXT

A proposed convention: a plain-text file at /llms.txt that lists your key pages with one-line summaries for language models. No major engine has confirmed it reads the file. It costs twenty minutes and does no harm, so we add it; do not expect it to move anything on its own.

WATCH THE LOGS

Server logs filtered by those user agents show which pages engines actually fetch and how often. It is the closest thing GEO has to a crawl report, and it tells you which pages to improve first.

Measuring a channel with no rankings

There is no Search Console for ChatGPT. Answers vary by user, session and day, and the engines publish nothing. Measurement is built by hand: ask the same questions, the same way, every month, and count.

The prompt panel

Thirty prompts a buyer would type: ten recommendation (“best X for Y in Z”), ten comparison (“A vs B”), ten problem prompts where a good answer names a provider. Run each on ChatGPT, AI Mode, Perplexity and Claude, logged out, same day each month. Record: named, position, accurate, sources cited.

What the citations tell you

Sources cited when a competitor is named are your chapter-six target list. If one round-up appears in five answers, getting onto it beats anything on your own domain this month.

MEASURE, IN THIS ORDER

Share of recommendation: prompts where you are named ÷ prompts run, per engine, monthly.

Accuracy: is the description right? Wrong facts cost deals.

Referral sessions from chatgpt.com, perplexity.ai, gemini.google.com in GA4. Small numbers, high intent.

Branded search and direct, month on month. People recommended in a chat go and search the name.

“Where did you hear of us”, with “an AI assistant” as an option. The number the board will believe.

FIG. 5 · FOUR ROWS FROM A PROMPT PANEL, MONTH THREE

PROMPT	CHATGPT	AI MODE	PERPLEXITY	CLAUDE	SOURCES CITED FOR RIVALS
best B2B agency Melbourne professional services	#1	#2	#1	—	clutch.co, b2bmarketing.com.au
Mojo Dojo vs Northline	named	named	named	named	mojodojo.io/vs-northline
how much does B2B SEO cost in Australia	cited	—	cited	—	two agency pricing pages, one forum
what is Mojo Dojo	correct	correct	correct	old address	2019 directory listing → fix

TOOLS

Paid trackers automate the panel across engines. Start with a spreadsheet: in month one the point is to read the answers, not count them.

EXPECT SLOW, THEN SUDDEN

Live retrieval responds within weeks; training-layer changes arrive with model releases, months apart. Judge at six months, keep the panel running.

The 90-day plan

Month one is finding out how the engines see you. Months two and three are fixing it. The prompt panel runs from day one so there is a baseline.

MONTH ONE · BASELINE

- ☐ 30-prompt panel written; run on four engines; results logged
- ☐ “What is [company]?” asked on each engine; wrong facts listed
- ☐ Sources cited for competitors collected into a target list
- ☐ robots.txt, CDN and firewall checked for AI crawler blocks
- ☐ Key pages checked with JavaScript off; gaps noted
- ☐ Canonical name and 25-word description agreed

NAMED, MONTH ONE

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MONTH TWO · ENTITY AND SITE

- ☐ Entity home rewritten; Organization schema with sameAs live
- ☐ Description synced on LinkedIn, GBP, Crunchbase, Wikidata, directories
- ☐ Person schema and bylines on every author
- ☐ Pricing page published, with a range if not a number
- ☐ Honest “best in [city]” and “vs” pages drafted
- ☐ Crawlers allowed (or deliberately split); llms.txt added

DESCRIBED ACCURATELY

_____/____

MONTH THREE · OFF-SITE

- ☐ Review request built into every project close
- ☐ Three round-up articles from the target list pitched
- ☐ Stale or wrong listings corrected or removed
- ☐ One original-data piece planned for the year
- ☐ “An AI assistant” added to every “how did you hear of us”
- ☐ Panel re-run; share of recommendation compared to month one

NAMED, MONTH THREE

_____/120

Be the name the machine knows.

The engines are not mysterious. They recommend businesses that are described the same way everywhere, that publish facts instead of adjectives, that other people vouch for, and that let them in. None of that is a trick. It is what a careful buyer has always looked for, now applied by software at scale. Do it first in your category and the model will keep saying your name long after the others start trying.

START HERE THIS WEEK

01

Ask ChatGPT, Gemini and Perplexity “best [your category] in [your city]”. Write down who is named and which sites are cited.

02

Ask each “what is [your company]?”. Every wrong fact is a source on the open web you need to fix.

03

Open your robots.txt and your CDN's bot settings. Find out whether you have been blocking the engines all along.

Want us to run the prompt panel?

Book a free strategy session →

mojodojo.io/au/strategy-form

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