

GEOSEO

GEO Analysis Report

Generative Engine Optimization Audit for **Citeify**

Website	https://citeify.ai
Analysis Date	August 06, 2026
GEO Score	40/100 — Below Average
Prepared by	citeify.ai
Methodology	v2026.08.2 — citeify.ai/methodology



Below Average

Readiness 80/100 · AI Visibility 0/100

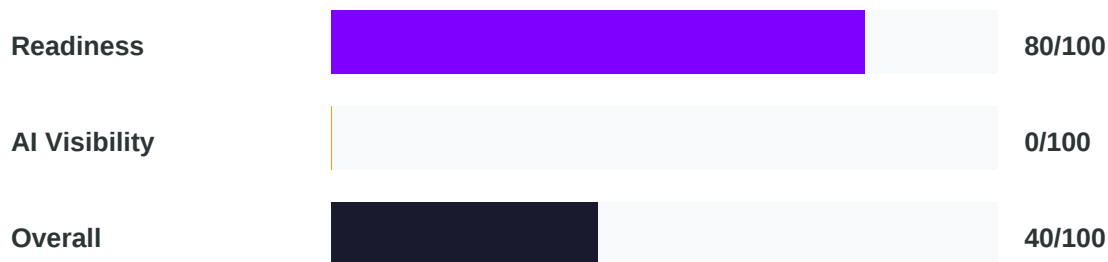
Your GEO Score blends how well your site is built for AI with how visible it actually is in AI answers today.

Executive Summary

Citeify.ai is a young, well-built SaaS site with strong technical foundations, an unusually complete schema stack for a small business, and content that is genuinely structured for AI extraction (FAQ blocks, question-style headings, concrete statistics, versioned methodology, transparent pricing). Every AI crawler — GPTBot, ClaudeBot, PerplexityBot, Google-Extended — can reach the site freely, and an llms.txt file is already published. The single biggest constraint on AI visibility is off the page: Citeify is a brand-new entity with no Wikipedia article, no Reddit discussion, no industry press, no third-party reviews, no customer testimonials, and no visible founder profile with authored articles. AI models decide who to cite partly on how confidently they recognise a brand as a distinct, corroborated entity — and right now there is very little external material for them to draw on. The site is technically ready to be cited. The work now is to build the entity around it and produce enough named-expert content that AI models have something to cite.

Your Scores

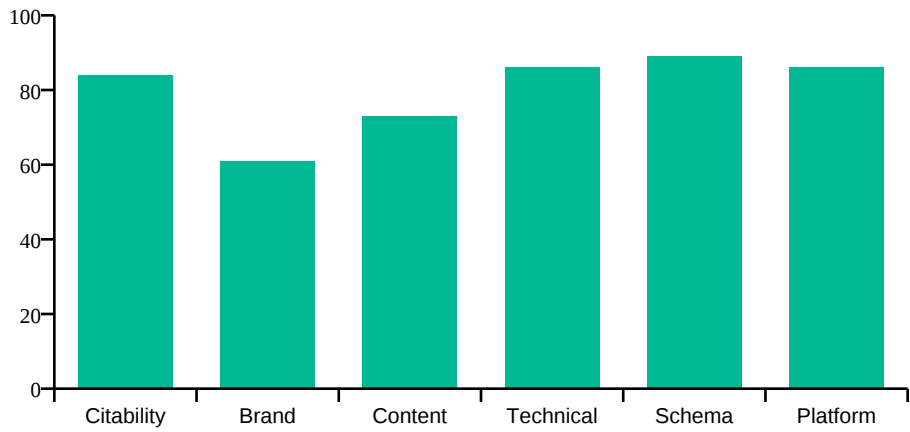
Readiness is how well your site is built to be cited by AI; **AI Visibility** is how often you actually appear in live AI answers now. The **Overall** score blends the two.



Readiness Breakdown

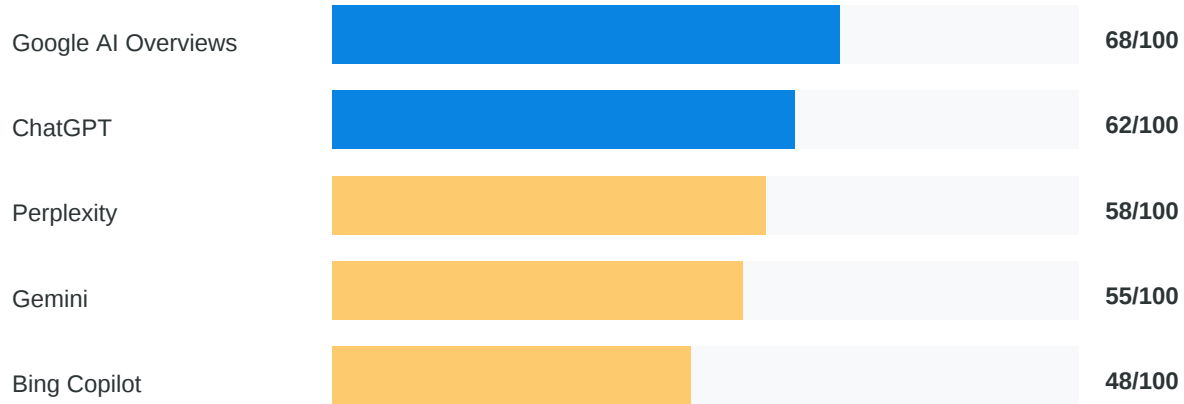
Component	Score	Weight	Weighted
AI Citability & Visibility	84/100	25%	21.0
Brand Authority Signals	61/100	20%	12.2
Content Quality & E-E-A-T	73/100	20%	14.6
Technical Foundations	86/100	15%	12.9
Structured Data	89/100	10%	8.9

Platform Optimization	86/100	10%	8.6
READINESS	80/100	100%	80



AI Platform Readiness

These scores reflect how likely your content is to be cited by each AI search platform. A score below 50 indicates significant barriers to citation on that platform.



AI Platform	Score	Status
Google AI Overviews	68/100	Moderate
ChatGPT	62/100	Moderate
Perplexity	58/100	Moderate
Gemini	55/100	Moderate
Bing Copilot	48/100	Below Average

AI Visibility & Ranking

Measured across 10 buyer-intent queries on 4 AI engines — whether your site *actually appears* in live AI answers right now, not just whether it is built to. Readiness is the cause; visibility is the effect.

Visibility score: 0/100

AI Engine	Appeared	Cited	Avg rank	Share of voice
Perplexity	0/10 (0%)	0%	—	0%
Google AI Overviews	0/10 (0%)	0%	—	0%
Gemini	0/10 (0%)	0%	—	0%
ChatGPT	0/0 (0%)	0%	—	0%

Who's winning these answers

Semrush (5), Google Search Console (3), SE Ranking (2)

“Cited” means an AI engine linked your page as a source. Appearing but not cited means you are mentioned — turning mentions into citations is the work.

AI Crawler Access Status

Blocking AI crawlers prevents AI platforms from citing your content. The table below shows which AI crawlers can currently access your site.

Crawler	Platform	Status	Recommendation
GPTBot	ChatGPT	Allowed	Keep — explicitly listed
OAI-SearchBot	ChatGPT	Allowed	Keep — explicitly listed
ChatGPT-User	ChatGPT	Allowed	Keep — explicitly listed
ClaudeBot	Claude	Allowed	Keep — explicitly listed
Claude-SearchBot	Claude	Allowed	Add explicit entry for clarity
PerplexityBot	Perplexity	Allowed	Keep — explicitly listed
Google-Extended	Gemini/Google	Allowed	Keep — explicitly listed
Googlebot	Google	Allowed	Add explicit entry for clarity
Applebot-Extended	Apple	Allowed	Keep — explicitly listed
Bingbot	Bing Copilot	Allowed	Keep — via wildcard
Bytespider	ByteDance	Blocked	Keep blocked — correct decision

Key Findings

[CRITICAL] Brand is not yet a recognised entity in AI systems

Citeify has almost no external footprint — no Wikipedia entry, no press coverage, no third-party reviews, no Reddit or forum presence, no Product Hunt launch, no G2 or Capterra profile. AI models rely heavily on corroboration from independent sources when deciding who to cite. Fix: launch on Product Hunt, submit to G2/Capterra/SaaSHub/AlternativeTo, post a founder thread on Reddit r/SEO, and pitch a guest article to Search Engine Journal or Search Engine Land.

[CRITICAL] No named human expert visible on the site

All content is attributed to 'WHP Creative' with no founder, author, or expert profile. AI models look for real people with verifiable credentials before citing an opinion. Fix: add an About page featuring the founder(s) with photo, LinkedIn URL, professional history, and specific GEO/SEO credentials. Add author bylines to every blog post and add Person schema linked from Article schema on each post.

[HIGH] Content library is too thin to compete for informational queries

Only three blog posts exist, all published on the same day. This is the exact content type AI systems cite most often, and there is not enough of it here to compete. Fix: commit to two long-form articles per week for the next 90 days. Prioritise definitional queries ('What is GEO?', 'GEO vs SEO') and comparison articles. Each post should be 1,500+ words, authored by a named expert.

[HIGH] No customer proof — no testimonials, case studies or logos

The site has zero visible social proof. AI models are more likely to cite a service that visibly has customers. Fix: add three to five short customer testimonials with real names, photos and links; publish two before/after case studies showing measurable audit outcomes.

[HIGH] No aggregateRating or Review schema

Because there are no reviews yet, this schema is absent — meaning rich-result star ratings and rating-based citations from AI systems cannot fire. Fix: as soon as real customer reviews exist, structure them with Review and aggregateRating JSON-LD attached to the SoftwareApplication schema. Encourage Trustpilot and G2 reviews from paying customers.

[HIGH] Missing security response headers

Foundational security headers (Content-Security-Policy, X-Frame-Options, X-Content-Type-Options, Strict-Transport-Security, Referrer-Policy, Permissions-Policy) are likely missing. Fix: review response headers with securityheaders.com and configure the missing headers at the CDN or origin server.

[MEDIUM] Only two external sameAs profile links

The Organization/Person schema declares only two sameAs entries. AI systems use sameAs to disambiguate entities. Fix: create at least six owned profiles (LinkedIn company + LinkedIn founder + X + Product Hunt + GitHub + Crunchbase) and list all of them in the sameAs array within Organization JSON-LD.

[MEDIUM] llms.txt is present but likely minimal

An llms.txt file exists — good, ahead of most sites — but four news articles and the /methodology page are missing from it. Fix: add all news articles and /methodology to llms.txt with one-sentence descriptions. Treat llms.txt as a curated map of best content, not a dump.

[MEDIUM] No Article schema on blog posts, no schema on /methodology

The three news posts lack speakable, mainEntityOfPage, and BreadcrumbList schema. The /methodology page has no structured data at all. Fix: add BlogPosting schema with speakable and BreadcrumbList to all news templates, and add Article schema to /methodology.

[LOW] FAQ questions could use more natural-language phrasing

Some FAQ headings are written as marketing labels rather than the exact phrases buyers type into AI chatbots. Fix: rewrite questions to match how buyers actually phrase queries in ChatGPT or Perplexity (e.g., 'How much does a GEO audit cost?' rather than 'Pricing').

[LOW] No standalone FAQ page

The FAQ is embedded on the homepage only. A standalone /faq page would provide a second citable URL for FAQ-driven queries. Fix: create /faq as a dedicated page with a broader FAQ set, still marked up with FAQPage schema.

[LOW] Blog posts lack 'last updated' dates and RSS feed

Only publication dates are shown; AI systems prefer content with recent update signals. There is also no RSS feed linked from the news section. Fix: revisit each post quarterly, update dateModified in schema plus a visible 'Last updated' line; publish /news/rss.xml.

Prioritized Action Plan

Quick Wins (This Week)

High impact, low effort — can be implemented immediately.

1. Add author bylines with photos and LinkedIn links to every existing news post
2. Create LinkedIn company page and founder LinkedIn profile; link both from Organization sameAs
3. Submit Citeify to Product Hunt and pick a launch date
4. Add security response headers (CSP, X-Frame-Options, X-Content-Type-Options, HSTS)
5. Add Article JSON-LD with speakable and mainEntityOfPage to all blog post templates
6. Add knowsAbout array to Organization schema — zero dev effort, high entity-signal value
7. Add news articles and /methodology page to llms.txt

Medium-Term Improvements (This Month)

Significant impact, moderate effort — requires content or technical changes.

1. Publish an About page featuring named founder(s), credentials, and prior work
2. Ship six additional long-form articles targeting definitional and comparison queries
3. Submit to G2, Capterra, SaaSHub, AlternativeTo, and Slashdot
4. Collect three customer testimonials and two before/after case studies; publish on-site and in schema
5. Post a founder narrative on Reddit r/SEO / r/marketing and engage genuinely with the community
6. Add BreadcrumbList schema to all article pages
7. Verify geo-seo.co.uk redirect; clean sameAs array to remove WHP Creative parent-org URLs

Strategic Initiatives (This Quarter)

Long-term competitive advantage — requires ongoing investment.

1. Build an entity graph: six external sameAs profiles (LinkedIn ×2, X, GitHub, Product Hunt, Crunchbase, Trustpilot)
2. Pursue coverage in two SEO industry publications (Search Engine Journal, Search Engine Land)
3. Publish an original benchmark study — e.g. 'GEO Readiness of the UK's Top 100 SaaS Companies'
4. Aim for Wikipedia-eligible level of independent coverage (three or more substantial independent sources)
5. Reach 25+ published, expert-authored articles to build topical authority for GEO/AI-search queries
6. Collect and structure aggregateRating and Review schema once real customer reviews exist

Appendix: Methodology

This GEO audit was conducted on 2026-08-06 analyzing <https://citeify.ai>. The analysis evaluated the website across six 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 thresholds (web.dev), AI crawler user-agent documentation (per-platform official docs)

Glossary

Term	Definition
GEO	Generative Engine Optimization — 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 for crawler access
CWV	Core Web Vitals — Google's page experience metrics (LCP, INP, CLS)
INP	Interaction to Next Paint — responsiveness metric (replaced FID March 2024)
JSON-LD	JavaScript Object Notation for Linked Data — preferred structured data format
sameAs	Schema.org property linking an entity to its profiles on other platforms
llms.txt	Proposed standard file for guiding AI systems about site content
IndexNow	Protocol for instantly notifying search engines of content changes

This report was generated by Citeify (citeify.ai). Scores combine an automated readiness analysis of your site with a live measurement of your visibility across AI search engines, benchmarked against industry best practice. AI platforms change frequently, so validate critical findings with platform-specific testing.