GEOSEO

GEO Analysis Report

Generative Engine Optimization Audit for **Citeify**

Website	https://www.citeify.ai
Analysis Date	August 05, 2026
GEO Score	41/100 — Below Average
Prepared by	citeify.ai
Methodology	v2026.08 — citeify.ai/methodology

Below Average

Readiness 82/100 · 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 is exceptionally well-built on the technical and structured-data side — server-rendered Next.js, a published llms.txt, a complete JSON-LD schema stack (Organization, Person, WebSite, SoftwareApplication, Offer, FAQPage), and explicit access granted to every major AI crawler. The content is question-shaped, cites real numbers, and carries a clear recency signal (methodology v2026.08). The weakness is entity authority: Citeify has almost no external footprint — no Product Hunt listing, no G2/Capterra reviews, no press coverage, no founder LinkedIn presence — which means AI systems cannot corroborate the brand when asked 'what tools measure AI search visibility?'. This single gap is the primary driver behind the 61/100 overall score. The good news is that the technical scaffolding is already best-in-class, so almost all remaining work is content and off-site reputation rather than engineering.

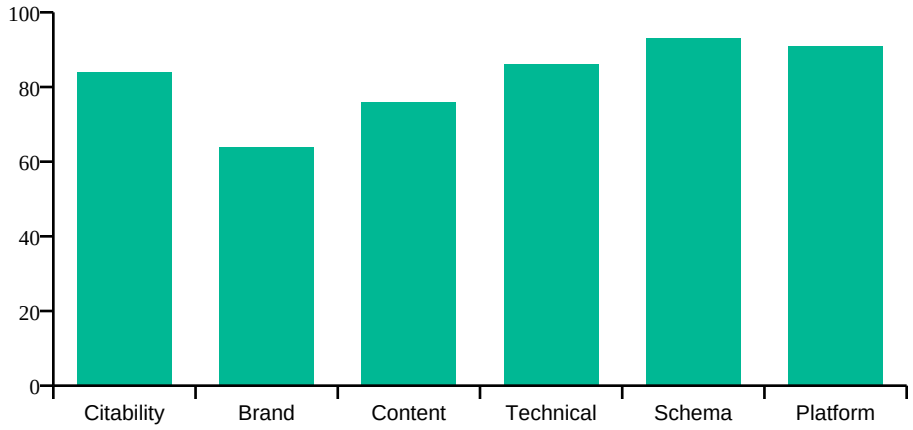
Your Scores

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	64/100	20%	12.8
Content Quality & E-E-A-T	76/100	20%	15.2
Technical Foundations	86/100	15%	12.9
Structured Data	93/100	10%	9.3
Platform Optimization	91/100	10%	9.1

READINESS	**82/100**	**100%**	**82**



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	78/100	Good
ChatGPT	82/100	Good
Perplexity	80/100	Good
Gemini	78/100	Good
Bing Copilot	70/100	Good

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	0/9 (0%)	0%	—	0%
Gemini	0/10 (0%)	0%	—	0%
ChatGPT	0/0 (0%)	0%	—	0%

Who's winning these answers

Semrush (6), Ahrefs (4), SE Ranking (3), Google Search Console (1), Conductor (1)

“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 allowed, optimal configuration
OAI-SearchBot	ChatGPT	**Allowed**	Keep — explicitly allowed
ChatGPT-User	ChatGPT	**Allowed**	Keep — explicitly allowed
ClaudeBot	Claude / Anthropic	**Allowed**	Keep — explicitly allowed
anthropic-ai	Claude / Anthropic	**Allowed**	Keep — explicitly allowed
PerplexityBot	Perplexity	**Allowed**	Keep — explicitly allowed
Google-Extended	Google AI Overviews / Gemini	**Allowed**	Keep — explicitly allowed
Applebot-Extended	Apple Intelligence	**Allowed**	Keep — explicitly allowed
GoogleOther	Google	**Allowed**	Consider adding an explicit entry (currently inherits wildcard)
Amazonbot	Amazon Alexa	**Allowed**	Consider adding an explicit entry (currently inherits wildcard)
CCBot	Common Crawl	**Allowed**	Inherits wildcard — acceptable
Bytespider	ByteDance / TikTok	**Blocked**	Keep blocked — correct and recommended

Key Findings

[CRITICAL] **Brand entity is essentially invisible off-site**

Citeify has almost no third-party footprint — no Wikipedia article, no Product Hunt launch, no G2/Capterra/Trustpilot listings, no visible Reddit or LinkedIn discussion, no press coverage. AI systems will not confidently cite a brand they cannot corroborate elsewhere, and entity recognition is now the single strongest predictor of AI citation.

[CRITICAL] **No customer proof (testimonials, logos, case studies)**

For a paid SaaS tool at £19.99–£149 per audit, there is no visible social proof — no customer logos, no named testimonials, no case studies with real numbers, no aggregate rating. This weakens both human conversion and AI trust signals simultaneously.

[CRITICAL] **No founder / team / author credentials visible on-page**

The site has Person schema but no substantive on-page bio: readers and AI systems cannot see who built the methodology, what their background is, or why to trust them. This is a critical E-E-A-T gap in a category where methodology credibility is the entire product.

[HIGH] **External profile graph is too thin (only 2 owned-domain sameAs links)**

The Organization sameAs list contains 3 entries — 2 of which are owned domains (not external platforms). AI models use sameAs to cross-reference entity data; owned domains provide zero disambiguation value. LinkedIn company page, Product Hunt, and Crunchbase are the immediate additions needed.

[HIGH] **No first-party data or original research**

All quoted statistics come from McKinsey. For a tool whose entire premise is measurement, there is no proprietary benchmark data — average citability scores, llms.txt impact, platform citation rates. AI systems disproportionately cite sources of original numbers.

[HIGH] **No blog or content-marketing surface**

There is no blog, insights section or newsletter. AI models cite specific answer pages for specific questions; a one-page site cannot rank for the long tail of GEO questions people are actually asking assistants. GET /blog returns 404.

[HIGH] **Person schema not backed by substantive on-page content**

Person is declared in JSON-LD but there is no matching visible bio — the exact pattern search engines flag as hollow structured data. Every Person schema entity needs a corresponding, substantive on-page bio with credentials, photo, and sameAs links.

[MEDIUM] **Organization schema under-populated (no logo ImageObject, foundingDate, address)**

Organization JSON-LD exists but logo is a plain string (not ImageObject with dimensions), foundingDate is absent, address is absent, and sameAs is sparse. These fields strengthen entity disambiguation in AI training data.

[MEDIUM] **No AggregateRating or Review on SoftwareApplication schema**

SoftwareApplication schema is present but has no aggregateRating or review entries. Once real customer reviews exist on G2, Capterra, or Trustpilot, marking them up here creates a strong AI trust signal.

[MEDIUM] **llms.txt present but could be enriched**

llms.txt is published (a genuine advantage — most competitors lack this), but could be expanded with a one-paragraph brand summary and categorised pointers to the methodology, FAQ, pricing, and any future blog posts.

[MEDIUM] **No BreadcrumbList on inner pages (/about, /scan, /buy)**

Inner pages have no BreadcrumbList schema, which affects how AI models understand site hierarchy and how search engines display page paths in results.

[LOW] **No speakable schema for voice and assistant surfaces**

Adding speakable markup to the hero paragraph and key FAQ answers would directly signal to voice assistants and AI platforms which content passages are optimal for spoken citation responses.

[LOW] **Twitter Card meta tags not confirmed**

Open Graph tags are present but explicit twitter:card, twitter:site, and twitter:creator tags improve social preview quality across platforms. Add to match OG values.

Prioritized Action Plan

Quick Wins (This Week)

High impact, low effort — can be implemented immediately.

1. Publish an /about or /team page with named founder(s), photos, credentials, and sameAs links — fixes the critical E-E-A-T gap immediately

2. Create and verify LinkedIn company page, X/Twitter, Product Hunt, GitHub org, and Crunchbase profiles — then add all URLs to Organization sameAs in JSON-LD

3. Upgrade Organization JSON-LD: change logo to ImageObject with width/height, add foundingDate, address, and knowsAbout array

4. Rewrite llms.txt to include a one-paragraph brand summary followed by a categorised list of the top 10–15 URLs

5. Add explicit GoogleOther, Amazonbot, and FacebookBot entries to robots.txt (currently inherited via wildcard — make intent unambiguous)

Medium-Term Improvements (This Month)

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

1. Launch on Product Hunt, then request listings on G2, Capterra, Trustpilot, and AlternativeTo — these are the primary platforms AI models cite for SaaS tools

2. Publish 3–5 named customer case studies with before/after GEO scores, marked up with Review and AggregateRating schema on SoftwareApplication

3. Stand up /blog and publish 4–6 deeply-researched answer articles on real GEO questions (e.g. 'does llms.txt get read by ChatGPT?', 'how does Perplexity choose citations?') — each marked up with Article + Author schema

4. Run a Reddit AMA in r/SEO or r/marketing and pitch guest posts to Search Engine Land, Search Engine Journal, and SparkToro to begin building the external entity graph

5. Add BreadcrumbList schema to /about, /scan, and /buy pages

Strategic Initiatives (This Quarter)

Long-term competitive advantage — requires ongoing investment.

1. Publish a 'State of GEO 2026' original-data report using anonymised aggregate audit data — original statistics are the single strongest AI citation trigger and doubles as PR ammunition for press coverage

2. Build sustained founder-led content on LinkedIn and X posting about GEO findings, methodology decisions, and product transparency to become a recognised category voice

3. Work toward Wikipedia eligibility — requires independent press coverage and notable references, which the PR programme above will generate over 6–12 months

4. Add speakable schema, AggregateRating, and Article schema as content and reputation surfaces mature — these compound the technical foundation already in place

Appendix: Methodology

This GEO audit was conducted on 2026-08-05 analyzing https://www.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