

# The anatomy of a page AI actually cites

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</> Served in raw HTML · no JavaScript required

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Home > Resources > What is GEO

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What is generative engine optimization (GEO)?

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Generative engine optimization is the practice of structuring your content so AI assistants like ChatGPT, Claude, and Perplexity name and cite your brand when buyers ask them for recommendations.

LIFTABLE

5



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Last updated August 2026 · backed by `dateModified` in schema

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Why GEO is different from search

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AI assistants resolve a buyer's question in a single answer, so the brands named in that answer make the shortlist before a sales team is ever involved.

LIFTABLE

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What engines lift most easily

- Plain-language definitions
- Comparison tables
- Numbered step lists

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94% of B2B buyers report using AI during their buying process.

Source: Forrester, 2026 Buyers' Journey Survey

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Related: [How AI engines choose citations](#) · [How we measure GEO](#)

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How long does GEO take to show results?

Most pages earn their first AI citation within one to six weeks of being published and indexed, though timing varies by engine.

Is GEO just SEO with a new name?

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STRUCTURED DATA · JSON-LD

```
{ "@type": "FAQPage",
  "author": { "@type": "Person", "name": "Shane Tepper" },
  "dateModified": "2026-08" }
```

# The thirteen signals, keyed to the page.

## 01 Crawlable raw HTML

AI crawlers rarely run JavaScript. Text in the raw HTML is text they can actually read.

## 02 Breadcrumb + schema

Shows engines where the page sits in your site, backed by BreadcrumbList markup.

## 03 Question-style headline

Mirrors the phrasing buyers type, so your page reads as the literal answer.

## 04 Direct-answer lead

States the answer in sentence one, so a model can lift it whole.

## 05 Named author + Person schema

Signals a real, accountable expert. Engines weigh who said it.

## 06 Freshness date

A visible "last updated", backed by dateModified, tells engines the page is current.

## 07 Clean heading hierarchy

Descriptive H2s and H3s let engines parse and extract sections.

## 08 Self-contained claim

Each sentence stands alone, so it survives being quoted out of context.

## 09 Liftable formats

Definitions, lists, and comparison tables are the shapes engines quote wholesale.

## 10 Cited statistic + source

A named primary source makes a claim safe for an AI to repeat.

## 11 Internal links

Build topical authority and give crawlers a path through your site.

## 12 FAQ + FAQPage schema

Q&A maps to how buyers ask AI. Visible text matches the schema.

## 13 Structured data (JSON-LD)

Machine-readable markup tells engines what the page is and who wrote it.

None of this is a trick. It is writing the page so the answer is easy to find, easy to trust, and easy to lift, **for a reader who happens to be a machine.**