

The Perfect Match

GEO Framework at Concurate





01 DEFINE

Who is your ideal buyer?

Ideal Customer Profile

- Request a detailed ICP covering pain points, situational triggers, decision-making unit, and disqualifiers from the client.
- If the client doesn't have one, build it by connecting customer data, discovery call transcripts, and sales calls.

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02 BENCHMARK

Where does your brand show up in AI answers today?

Brand Appearance Share in AI Answers

- Formulate ICP-matched, multi-sentence queries and run them across ChatGPT, Perplexity, Claude, and Gemini in incognito mode.
- Check Google Analytics AI referral traffic report to identify which pages attracted AI-referred visits and from which platforms.
- Flag brand risk signals like negative narratives on Reddit or Quora being picked up in AI answers.



03A AUDIT

What is working and what needs to change?

Content Audit

- Check if decision stage content is absent.
- Check if decision stage content is speaking to the ICP.
- Check if what the internet says matches what the website says.
- Check for pain point content hyper-personalised for the ICP.
- Check for a Wikipedia page.
- Check for multichannel presence across LinkedIn, YouTube, Reddit, and Quora.

03

03B AUDIT

Is your brand ready to be found by AI?

Technical Audit

- Check if core web vitals are in a healthy range.
- Run a site health scan in Ahrefs/SemRush.

AI Visibility Audit

- Check if the content is structured for AI pickup.
- Check if any content is blocked from AI crawlers.
- Check if llms.txt is present and correctly lists priority pages.



04 STRATEGISE

What is the plan to get found by the right buyer?

Content Strategy

- Analyze which channels are influencing AI answers the most.
- Create a keyword and query strategy for blogs.
- Create a plan to update existing content where needed.
- Explore avenues for non-generic content by combining in-house data, leader opinions, and external research.
- Suggest third-party roundups where the product needs to get mentioned.
- Explore guest posting avenues for thought leadership by interviewing in-house teams.
- Explore programmatic SEO opportunities to scale content creation.
- Explore content creation and repurposing for LinkedIn, YouTube, Reddit, and Quora.



05 CREATE

Where strategy meets execution.

Content Creation

- Interview in-house experts and sales team members to capture firsthand insight unavailable elsewhere.
- Set a cadence with the client around reviewing and publishing content.
- Create and publish content as per the strategy.

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06 MONITOR

Is the relationship growing stronger over time?

Performance Monitoring

- Re-run manual benchmarking every quarter and compare citation share against the Stage 2 baseline.
- Track AI referral traffic in GA monthly and break it down by source and by page.



Do such marriages work?

See how brands found their perfect match in AI answers.

[Explore Case Studies](#)