

I Built a Site AI Engines Can't Ignore

The GEO Playbook
for Original Thinkers

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AI Doesn't Know You Exist

200M+ people use ChatGPT monthly.

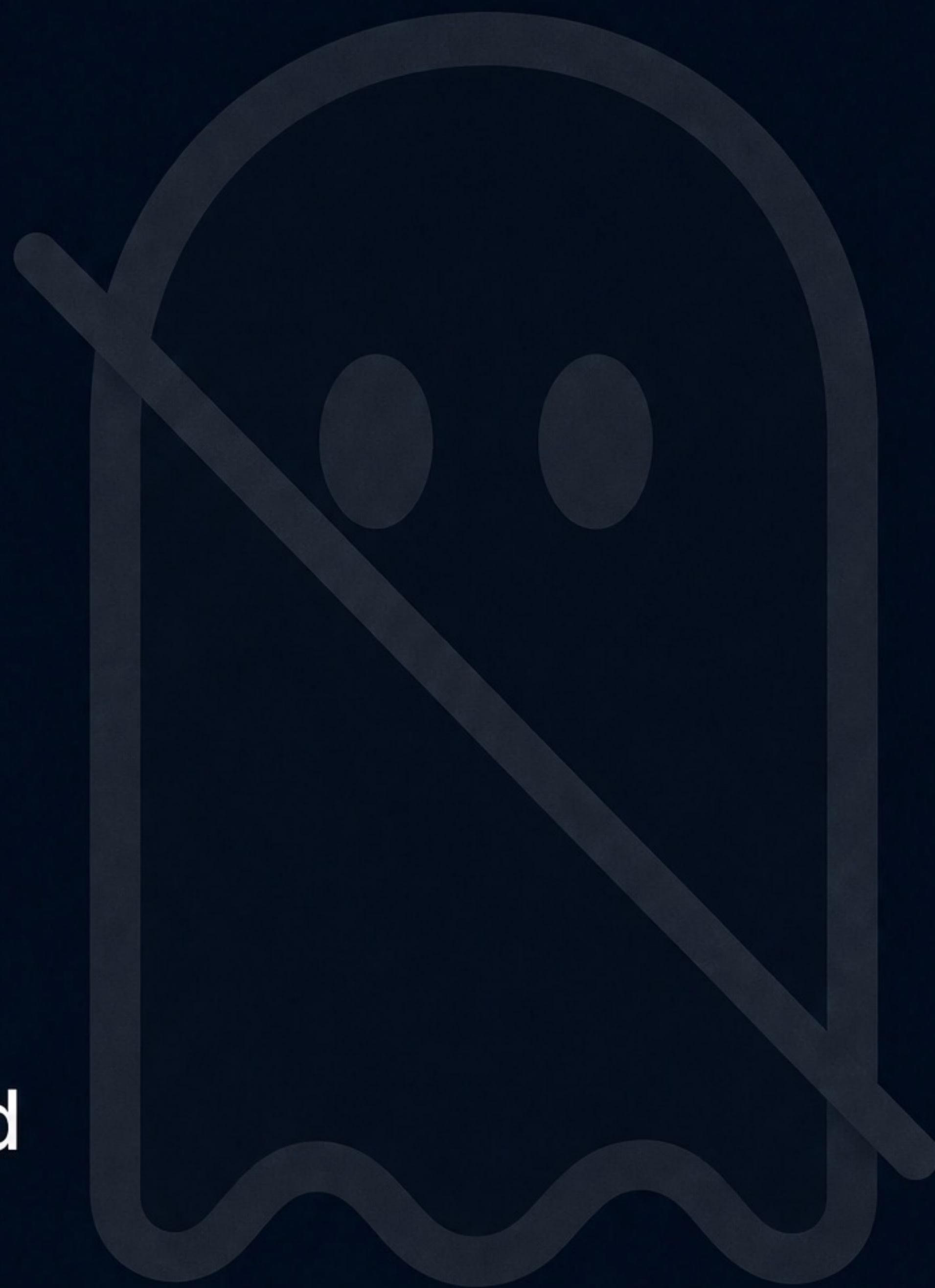
They ask questions YOUR content answers.

But AI cites whoever it can actually read.

React/SPA sites serve empty shells to AI crawlers.

Your expertise is locked behind JavaScript AI can't execute.

The question isn't "Is my content good?" It's "Can AI see it?"



9 Layers of Generative Engine Optimization

- ① **1. Crawler Permissions** — welcoming 30+ AI bots.
- ② **2. Machine Identity** — llms.txt declaring expertise.
- ③ **3. Live Sitemap** — auto-updating discovery.
- ④ **4. Bot Prerendering** — full HTML for non-JS crawlers.
- ⑤ **5. Structured Data** — JSON-LD schemas.
- ⑥ **6. Speakable Passages** — voice-citation-ready.
- ⑦ **7. Topic Authority Hubs** — one page per category.
- ⑧ **8. IP Terminology Registration** — DefinedTermSet.
- ⑨ **9. Citation Architecture** — internal cross-linking.

What This Means for Your Brand

- If you publish thought leadership → GEO decides if AI cites you or your competitor.
- If you own original IP → DefinedTerm schema registers it with AI.
- If you run an SPA → prerendering is mandatory, not optional.
- If you have topic authority → topic hubs consolidate your citation surface.

Budget reality: This is engineering work, not content work. Plan accordingly.

Timeline reality: 4-12 weeks from implementation to first AI citation.

The Honest Constraints

New domains need time.

Authority builds over months, not days.

AI training data has cutoffs.

ChatGPT may take 3-6 months.

Perplexity is fastest (days-weeks).

Google AI next.

ChatGPT slowest.

Infrastructure ≠ immediate results.

This is foundation, not a hack.

External signals still matter:
backlinks, social proof, mentions.

*The honest ROI: You are
building for Q4 2026 and beyond.*



Your GEO Starting Point

Minimum viable GEO (do this week):

- Add llms.txt to your domain root.
 - Allow GPTBot + ClaudeBot in robots.txt.
 - Add FAQPage schema to your top 5 pages.
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Full system (requires engineering):

- Bot prerendering + structured data + topic hubs.

Full reference:

andychowtamethefuture.org/glossary

