

Earning Your Place in AI Search

# GEO and the New Rules of Reputation

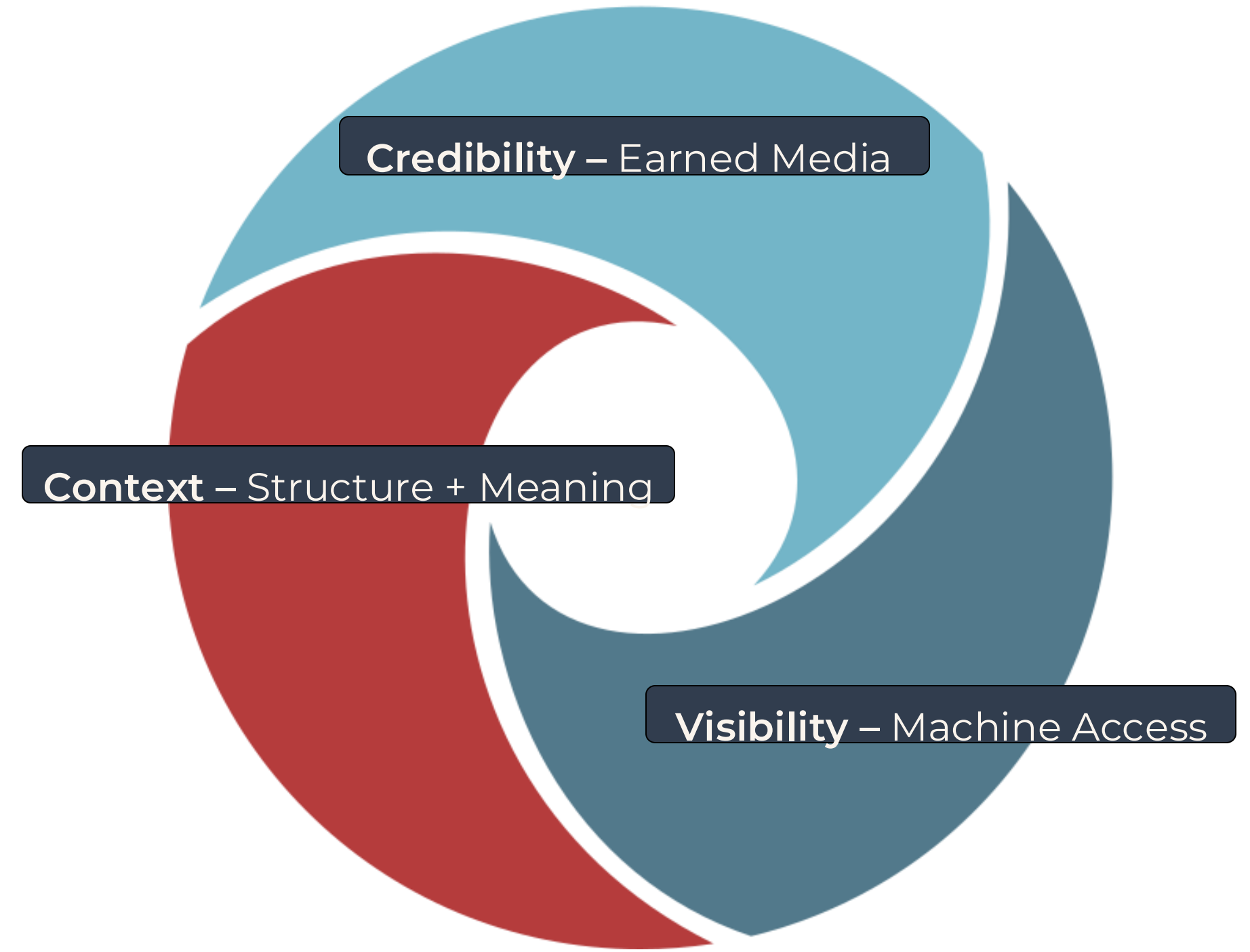
# The Visibility Flywheel

*Build trust.*

*Be found.*

*Be*

*understood.*



# Not All Press Releases Are Equal

## Wire Service

Business

Wire

PR

NewsWire

GlobeNewswire

e

## GPTBo



## Claud



## Perplexit



## Notes

Blocked/timeout

s

Recently  
reopened

Fully  
open

Testing conducted October 2025 via GPTBot, ClaudeBot, PerplexityBot.

# How to Test What's Crawlable

Analysis Results					
AI BOT	STATUS	HTTP	ROBOTS.TXT	ROBOTS META	RESPONSE TIME
OAI-SearchBot <small>OpenAI</small>	Allowed	200	✓	max-image-preview:large	3.31s
ChatGPT-User <small>OpenAI</small>	Allowed	200	✓	max-image-preview:large	3.16s
GPTBot <small>OpenAI</small>	Allowed	200	✓	max-image-preview:large	3.29s
ClaudeBot <small>Anthropic</small>	Allowed	200	✓	max-image-preview:large	5.29s
Claude-User <small>Anthropic</small>	Allowed	200	✓	max-image-preview:large	4.31s
PerplexityBot <small>Perplexity</small>	Allowed	200	✓	max-image-preview:large	3.12s
Perplexity-User <small>Perplexity</small>	Allowed	200	✓	max-image-preview:large	3.31s

Tested URL: <https://bulleitgroup.com>

Visibility isn't assumed — it's verified.

Test Another URL

Test any site at ↓  
[maxbraglia.com/ai-bot-analyzer](https://maxbraglia.com/ai-bot-analyzer)



# The Emerging GEO Stack

## Discovery



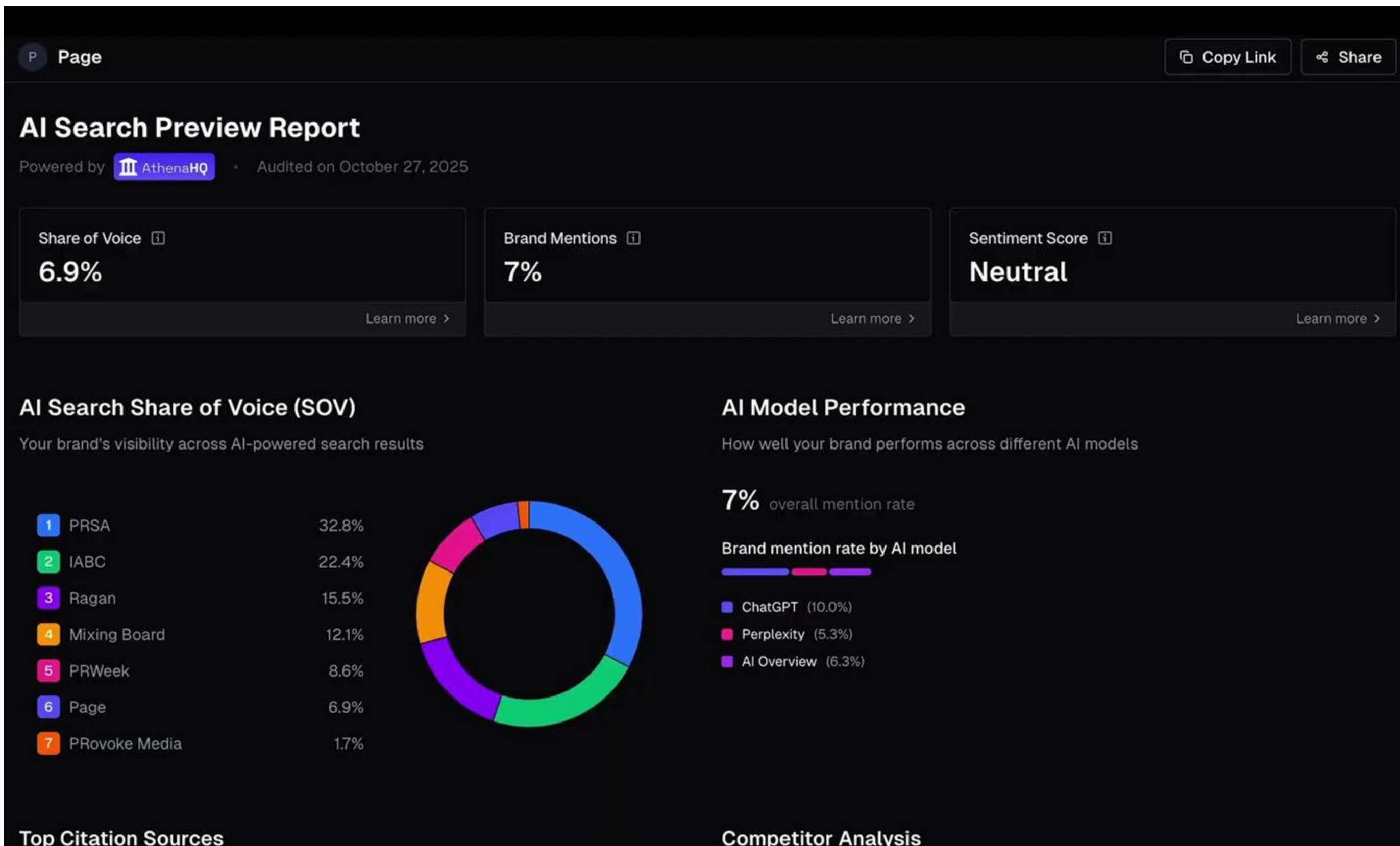
## Optimization



## Measurement



# GEO report on Page



# The Questions That Keep You Visible

## Website

**Can AI crawlers reach your key pages?**

→ Test quarterly — don't assume visibility.

## Press Release Wire Services

**Does your vendor allow GPTBot and Claude at the edge?**

→ Ask for proof of ingestion, not just policy.

## Distribution & Content

**Are you publishing formats AI actually cites (FAQs, use cases, data posts)?**

→ Match credibility vs visibility before publishing.

## Media Strategy

**Which outlets move humans vs train models?**

→ Plan sequencing: earned → owned → machine-read.

*See Appendix A for full checklist.*

A WSJ headline **moves boardrooms.**  
An Industry Dive mention **trains the models.**  
Smart communicators **plan for both.**

# Appendix A — Visibility Governance Checklist

## 1 Website

- Can AI crawlers reach our core pages?
- Are FAQs and case studies structured and sourced?
- Are crawl results logged quarterly?

## 2 Press Release Wire Services

- Are GPTBot, Claude, and Perplexity allowed at the edge?
- Is there a written AI policy with proof of ingestion?

## 3 Distribution & Content

- Is the platform AI-open today?
- Which formats (FAQ, glossary, case study) get cited most?

## 4 Website

- Which outlets move humans vs train models?
- Who owns AI visibility governance internally?



# Appendix B — GEO Tools and Resources

## Discovery

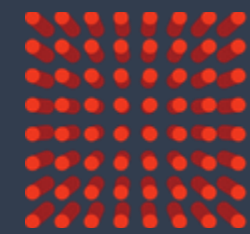
- [Profound](#) – Agent readiness & generative visibility mapping.
- [Athena](#) – AI citation tracking and sentiment analysis. ([Sample Page report](#))
- [Princeton GEO Study \(2024\)](#) – Structured, cited content increases AI inclusion by 40%.

## Optimization

- [Conductor](#), [Surfer AI](#), [Semrush AI SEO Toolkit](#), [Rankscale.ai](#) – Extend SEO workflows into GEO readiness.
- [Graphite × Axios Study](#) – Found 95% of AI citations still originate from earned media.

## Measurement

- [Muck Rack Generative Pulse](#) – Measures what AI engines read and cite.
- [Ahrefs](#) / [SimilarWeb](#) – Early-stage AI visibility analytics.
- [Max Braglia's AI Bot Analyzer](#) – Quick crawl-access verification.



# THE BULLEIT GROUP™

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Framework → Evidence →

Visibility → Verification → <sup>Action</sup> Governance →

Balance