

What Is a Generative Engine Optimization Agency?

A Generative Engine Optimization (GEO) agency is a marketing firm that helps brands get recommended in AIO on Google's SERP and by generative AI platforms like Gemini, ChatGPT and Perplexity. These don't just return a list of links—they generate answers on the spot, often citing the sources they trust most.

While traditional SEO focuses on climbing the ranks in a search results page, GEO is about securing your place inside that AI-generated answer. This means your brand is presented as the expert from the very first response, not buried in a list users may never scroll through.

A GEO agency combines the fundamentals of SEO—like keyword research, content optimization and technical site health—with strategies tailored for AI-driven search. This can include creating high-quality, context-rich content, structuring information so AI models can easily interpret it and monitoring how you appear in AI results over time.