KECUDO

SEARCH MARKETING SERIES

PREMIUM EDITION VI

Class 6

GEO

Application · Step by Step

A 15-step practical workbook for getting your brand named, described accurately and recommended by AI assistants.

2026 EDITION · MARKETING SERIES

About this book

This is Class 6 of the Kecudo **Search Marketing Series**, a course on being found in search: SEO, AEO and GEO. It is the hands-on companion to Class 3 (GEO: Generative Engine Optimization): Class 3 explains how AI models see brands; this workbook shows how to change what they say, step by step.

It is written for beginners and intermediate marketers, founders and freelancers. Each chapter covers one idea in plain language, then applies it to the running example, **Kecudo Coffee Co.**, a fictional online coffee shop whose numbers tie together across the whole series.

How to use it

- Read Part I in order; dip into Parts II and III as needed.
- Use arrow keys, swipe or the buttons to turn pages; open Contents any time.
- Finish with the 25-question self-assessment for your rating.

Data and sources

Kecudo Coffee Co. and all of its figures are fictional and for teaching only. Facts and research figures about AI search in 2026 come from published industry reporting, credited under the relevant pages. AI search changes quickly; check current guidance before acting.

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FOUNDATION PART I · PREPARE & RESEARCH

Step One

Set GEO Goals and a Baseline

GOAL Decide what "being recommended by AI" means for your brand, in four numbers, and record where you start.

GEO is about your brand, not a page: whether AI assistants name you, how they describe you, and whether what they say is true. Four numbers capture it.

Mention rate	*answers naming you ÷ answers checked*
Share of voice	*your mentions ÷ all brand mentions*
Positive share	*positive mentions ÷ your mentions*
Accuracy	*wrong facts found per run*

What to do

1. **Agree the four metrics** with whoever owns the brand.
2. **Run the baseline** (Steps 2–3) before changing anything.
3. **Add the business numbers:** AI-referred sessions (GA4) and branded searches (Search Console).
4. **Set 12-week targets** on one scorecard.

DONE WHEN

- ☐ All four GEO metrics and two business metrics have a baseline
- ☐ Each has a 12-week target
- ☐ The scorecard sits beside your SEO and AEO scorecards

Step One, continued

Worked example: Kecudo's GEO scorecard

Metric	Baseline	12-week target
Answers naming Kecudo (of 150)	9	36
= Mention rate	**6.0%**	**24.0%**
Share of voice	5.3%	20%
Positive share of mentions	—	70% or more
Wrong facts per run	7	2 or fewer
AI-referred sessions / month	400	550
Branded searches / month	2,400	Up

Why bother? Adobe reports AI-referred traffic to US retail sites grew 393% year over year in Q1 2026 — and in a Victorious study of 177 brands, 89.8% had zero mentions across eight major AI platforms. Being named is a real advantage.

Source: Adobe Digital Insights via Adobe blog, 2026. Sources: Anicca weekly search marketing update, May 2026, summarizing Victorious (177 brands), iPullRank (1,922 AI Mode responses) and Duane Forrester on cross-platform differences.

Common mistakes

- Counting only mentions and ignoring tone and accuracy
- Setting targets after the work begins

● ○ ○ FOUNDATION PART I · PREPARE & RESEARCH

Step Two

Build the Prompt Set

GOAL Write the questions real buyers ask AI about your category — in their words — so you can test them again and again.

GEO research starts with prompts, not keywords. Buyers ask for recommendations, comparisons and fixes, often with personal context. Your prompt set is the fixed test you will rerun every two weeks.

What to do

1. **Cover five prompt types:** category "best", problem → solution, comparison, constraint, brand check.
2. **Use customer wording** from sales chats, reviews and forums.
3. **Add context** buyers really give ("for a beginner", "under $20", "ships to Canada").
4. **Fix the set at about 30 prompts** so runs stay comparable.
5. **Store it** in the tracking sheet with an ID per prompt.

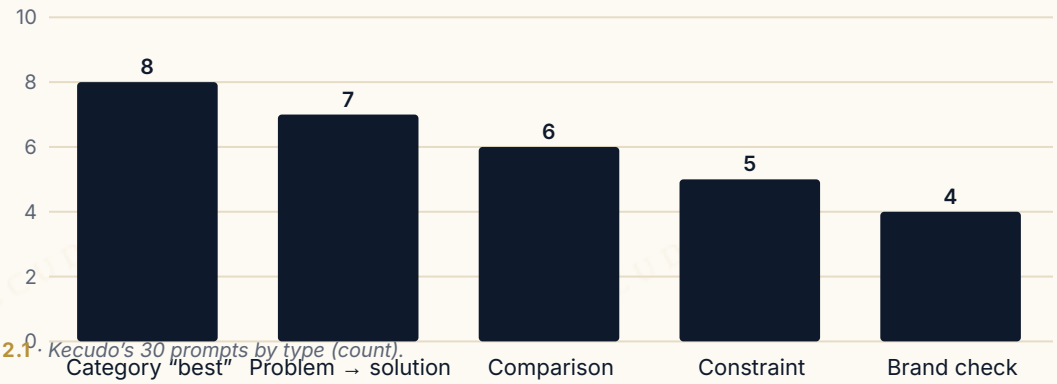


FIG 2.1 · *Kecudo's 30 prompts by type (count).*

DONE WHEN

- ☐ About 30 prompts across all five types
- ☐ Each prompt is written as a customer would type it
- ☐ The set is frozen for the next 12 weeks

Self-Assessment

Part A · Basics

Choose one answer per question. Answers lock once chosen; your score updates at the top of the page.

1 **Which four numbers make up the GEO scorecard in this workbook?**

- a Mention rate, share of voice, positive share, accuracy
- b Clicks, CTR, position, bounce
- c Likes, shares, follows, views
- d Price, stock, margin, refunds

2 **Why freeze the prompt set for 12 weeks?**

- a Prompts expire
- b So runs stay comparable and trends mean something
- c AI requires it
- d To save money

3 **What does Organization schema with sameAs links do?**

- a Speeds up the site
- b Hides your brand
- c Ties your official profiles to one brand entity
- d Blocks crawlers

4 **You can’t edit an AI answer. What can you fix?**

- a Nothing
- b The model’s weights
- c Competitors’ sites
- d The sources it draws on

5 **Which mention type is most valuable for GEO?**

- a Named in a reputable “best of” list
- b A self-published press release
- c A paid directory listing
- d A spam blog link



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SERIES COMPLETE

SEO · AEO · GEO

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