Generative Engine Optimization Service Overview

Helping businesses and agencies get cited, trusted, and recommended by AI—cost-effectively.

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5 steps to help your website show up in AI search

Powered by Butter's Generative Engine Optimization strategies, our 5-step process helps your website get discovered, cited, and trusted by AI engines like ChatGPT.

Why GEO Matters More Than Ever

Search is changing fast. AI engines like ChatGPT, Gemini, and Perplexity aren't just showing links, but they're generating answers. And the sites they reference? They're not always the ones at the top of Google. They're the ones mentioned in structured data, knowledge bases, high-authority sources, and trusted web content.

This is where Generative Engine Optimization (GEO) comes in. Butter's GEO program helps websites get seen, cited, and recommended by the AI models powering tomorrow's search results.

These engines don't just pull from the top of Google, but they also synthesize answers based on what's relevant, well-structured, and often repeated across trusted sources. That means if your website isn't represented in these "smart summaries," you're invisible to a growing segment of search behavior.

To be part of AI answers, your site needs to be referenced, structured for comprehension, and show up in the data sources AI relies on—from citations and backlinks to knowledge graphs and high-authority content hubs. GEO makes sure that happens.

AI Prompt Testing & Analysis

Our process starts with real-world prompt testing across leading AI engines like ChatGPT, Perplexity, Claude, and Gemini.

Prompt Research & Intent Mapping

We analyze your niche and customer search intent to craft a list of natural-language prompts users might realistically ask such as:

- "What are the best [products] for [customer industry]?"
- "Who offers reliable [customer products/services]?"

We align these prompts with your service offerings and core value propositions.

AI Engine Testing

We plug these prompts into tools like: ChatGPT (Free and Pro modes), Perplexity.ai, Google Gemini, Claude.ai, and other engines.

We check if your website, brand name, or associated pages are mentioned, linked, or cited in the generated responses.

Result Documentation

We record what shows up—down to the phrasing and sources AI is referencing instead of you. This gives us visibility into who AI considers trustworthy for your category.

Gap Analysis

If your site doesn't appear, we identify the likely cause: Is your content too shallow or unstructured for LLMs to parse? Are your competitors earning mentions through better citations or backlinks? Are you missing from knowledge sources AI frequently pulls from?

Strategic Recommendations

We provide a plan to fix it, such as:

- What content should be created or improved
- Which citations or directories need to include you
- Where we need to build backlinks from
- How your content should be structured to be AI-crawlable

Ongoing Testing

We retest prompts regularly to monitor progress, track improvements, and adjust our efforts as LLMs evolve and retrain.

Quality Link Building

Each month, Butter builds at least one high-quality backlink to your website, prioritizing authoritative domains that are trusted by both search engines and AI models like ChatGPT and Perplexity.

These backlinks don't just improve your traditional SEO rankings—they help establish your brand across the content networks and citation paths that AI engines crawl, learn from, and reference when generating answers. Here's more on our backlinks approach:

Curate Trusted Sources
We maintain a vetted list of blogs, directories, and publishers known to influence AI engines and traditional search. We prioritize domains with strong authority, niche relevance, and active indexing.

Find the Right Fit
We match your services or content with appropriate link opportunities—whether that's guest posts, resource inclusions, or niche mentions—always ensuring the context is natural and valuable.

Craft & Place the Link
We create or optimize the target page on your site (if needed), handle manual outreach, and secure placement. Every link is contextually placed to support your GEO and SEO goals.

Track and Report
You get a monthly delivery report showing exactly where your new link lives, its anchor text, the referring domain, and its DR so you can see the impact and momentum.

AI-Optimized Citations

AI models often rely on structured, third-party sources to validate facts—especially about local businesses, service providers, and niche experts. That's why we manually publish your business to curated citation sites that generative AI tools are more likely to crawl, trust, and remember.

Curate Citation Sources Trusted by AI
We maintain an evolving list of data-rich, high-authority directories and local/global listings that LLMs often pull from. These include business directories, professional associations, review aggregators, and topic-specific hubs.

Standardize Your Business Profile (NAP + Narrative)
We format your citation with consistent:

- Name, Address, Phone (NAP)
- Website link
- Category/tags
- Service keywords
- A short brand narrative written for AI comprehension

Publish & Confirm Indexing
We manually submit your info to the selected citation sites, then monitor for indexing and visibility. Each citation increases your chances of being referenced in AI-generated answers for your category.

Why It Matters
Structured citations act like breadcrumbs for AI. Even one clean, high-authority listing can shift how your brand is perceived and included in future AI responses.

Knowledge Graph Submissions

Search engines and AI models rely on knowledge graphs to understand relationships between brands, people, services, and topics. These graphs are used to generate quick answers, info cards, and summaries especially in voice search and AI engines.

Create a Recognizable Entity Profile
We package your business info—including your domain, brand name, logo, description, and industry tags—into a structured format that can be submitted to public knowledge repositories.

Submit to Key Graph Sources
We submit to sources like:

- Wikidata (used by Google, ChatGPT, and others)

- Google's Knowledge Graph (via schema and structured data signals)

- Other AI-referenced databases (e.g., Crunchbase, Product Hunt, etc.)

Align With Topics & Categories
We assign relevant topics, industries, and semantic categories to help the graph understand how your business fits into broader subjects, boosting relevance when users query those subjects in AI tools.

Track for Entity Recognition
We monitor for signs that your business is being "seen" by search engines as a structured entity which is often a precursor to appearing in knowledge panels or being cited in AI answers.

Why It Matters
Knowledge graphs are like the internal memory of AI systems. Submitting your business helps ensure you're not just indexed—but understood.

Monthly Delivery Reporting

GEO isn't a black box, so you'll see exactly how we're building your AI footprint each month. Transparency and insight are baked into every deliverable.

Here's what you get each month.

Completion Summary
We log everything completed in the month, including:

- AI prompt tests performed
- Backlinks built
- Citations published
- Knowledge graph submissions

Indexing & Mentions Report
We highlight where your business was found, mentioned, or indexed—whether in search engines, citation directories, or known AI content hubs.

Strategic Recommendations
Based on what we're seeing (or not seeing) in AI prompts and search responses, we give you clear next steps: what to double down on, what needs attention, and what we're prioritizing next.

White-Label Option (for Agencies)
Agency partners can receive a clean version of the report to pass along to clients—highlighting the value of their GEO program under their own brand.

Generative engine optimization, simplified.

Plans from $159/month per website.
No contract options. Cancel anytime.

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