A Repeatable GEO Research Pipeline

Turn AI-engine answers into an inspectable research snapshot with a trail back to the source material.

INPUT	OUTPUT	SCOPE
A 39-question baseline, then a 250-question scan	117 baseline answers; 750 in the follow-up	A repeatable research method

HOW THE SYSTEM FITS TOGETHER

01
Ask
Use a defined set of buyer questions

02
Capture
Keep the original engine answers

03
Check
Validate the structured dataset

04
Explain
Publish findings with traceability

WHAT THE SCOPE COVERS

- A July 1 baseline and July 16 follow-up across three engines.
- Preserved source answers and a structured dataset.
- Consistency checks before extracting and presenting findings.
- Six reports connected to the underlying research material.

DESIGN DECISIONS

Retain the underlying answers

A reader can inspect the material behind a finding instead of relying only on a summary chart.

Keep the comparison controlled

The same question set gives the research an explicit scope that can be repeated.

Separate observation from promise

The dataset describes the captured answers; it is not a guarantee of future recommendations or rankings.

DOCUMENTED RESEARCH WORKFLOW

The baseline contains 39 questions and 117 answers; the follow-up contains 250 questions and 750 answers. Findings belong to those snapshots, with citation-source analyses scoped to the engine that exposes them.

Perplexity / ChatGPT / Gemini / Structured data / Verification scripts

Read the full case study

Scope and tradeoffs, explained in detail