



B2B GENERATIVE ENGINE OPTIMIZATION / THE PLAYBOOK

The 2026 GEO Field Guide

Get cited. Not just ranked.

What GEO is, how to do it, what works in 2026,
and the data behind every recommendation.

A short note before you start

This is the document we wish someone had handed us in 2024. It is the playbook Reneka uses on every B2B engagement, written down so an in-house team can run the same plays without us in the room.

Generative engine optimization (GEO) is two years old as a discipline and still finding its vocabulary. Most of what is published about it is recycled SEO advice with the word AI bolted on. The recommendations in this guide come from running GEO programs across healthcare, cybersecurity, fintech, professional services, B2B SaaS, and commercial real estate. Same scorecard every time.

Three things to know before you read further. First, GEO is a citation game, not a ranking game. Whether you appear inside an AI-generated answer matters more than where you sit in a list of ten blue links. Second, the engines differ. ChatGPT, Perplexity, Gemini, and Claude pull from different source pools and reward different content patterns. A program built for one will underperform on the others. Third, the off-page work matters at least as much as the on-page work. Reddit, G2, listicles on third-party domains, and original research drive a measurable share of citations.

If you are running a GEO program in-house, sections 3 through 6 are the operational core. If you are evaluating an agency, section 7 is the buyer-side checklist. If you have ninety days and a CMO who needs to see a citation by Q3, start at section 8 and work backward.

We update this guide every quarter. The version on the Reneka site is always current. The next edition ships in August 2026.

Reva Verma

FOUNDER, RENEKA DIGITAL

What is in this guide

Nine sections, organized so you can read it cover to cover or jump to the play you need this week.

- 01** **What GEO Is, in Plain Language**
Definition, scope, how GEO differs from SEO and AEO, and what changes for B2B teams.

- 02** **The Four AI Engines**
ChatGPT, Perplexity, Gemini, Claude. Source pools, citation patterns, and where each rewards different work.

- 03** **The On-Page Playbook**
Schema, entity statements, FAQ blocks, named-author credits, and the patterns retrieval models lift cleanly.

- 04** **The Off-Page Playbook**
Third-party domains LLMs cite from, how to earn presence on them, and the order of operations for a 90-day program.

- 05** **The AAIA Framework**
Reneka's four-stage GEO methodology: Audit, Architect, Implement, Amplify. Deliverables per stage.

- 06** **The 90-Day In-House Playbook**
Week-by-week sequence for in-house teams running GEO themselves, with weekly artifacts and a 12-week calendar.

- 07** **The RFP Benchmark**
Buyer-side checklist for evaluating GEO agencies, mapped to the AAIA stages, with red flags to watch.

- 08** **Quickstart: Get Cited by ChatGPT in 30 to 60 Days**
Minimum-viable shipping list for teams that need a citation in a quarter, not a year.

- 09** **Glossary and References**
GEO, AEO, LLMO, retrieval, grounding. Plus a working list of source domains, by engine.

01

What GEO Is, in Plain Language

A working definition of generative engine optimization, how it differs from SEO and AEO, and what the discipline asks of a B2B team in practice.

GEO is the practice of getting cited by AI-generated answers

Generative engine optimization is the work of being included, by name and with attribution, inside answers produced by AI models. The relevant surface is no longer a SERP. It is the answer text itself, a few sentences or paragraphs of synthesized prose, with a citation list underneath.

When a buyer asks ChatGPT "what is the best CSPM tool for a 200-person SaaS," the model will name three to seven vendors and link to a handful of source pages. GEO is the practice of being one of those names. The mechanics that drive inclusion are different from classical SEO. A page can rank tenth in Google and still be the first source ChatGPT pulls from, because the retrieval logic that feeds the model rewards different signals.

TWO-LINE DEFINITION

GEO is the discipline of optimizing content, schema, and third-party presence so that AI answer engines cite your brand by name. The output you are optimizing for is a sentence inside an answer, not a position on a results page.

How the three disciplines actually overlap

Most articles online treat GEO, AEO, and LLMO as marketing-team turf. They are not the same thing. The clearest separation is by surface and by output.

	SEO	AEO	GEO
Output surface	Ten blue links	Featured snippet, PAA	AI-generated answer paragraph
Optimizing for	Ranked position	Snippet inclusion	Cited inclusion
Primary signal	Backlinks · on-page	Question phrasing · schema	Source authority · entity clarity · third-party citations
Time to result	6 to 18 months	1 to 6 months	30 to 120 days

Measurement

Keyword rank, traffic

Snippet wins, traffic

Mentions, share of voice,
cited domain count

All three matter. SEO still drives the largest share of B2B pipeline today. AEO is a useful intermediate state for queries Google still owns. GEO is where the share of high-intent traffic is moving. Treat them as a stack, not a replacement.

§ 01.3 / WHAT CHANGES FOR A B2B TEAM

Five things that work differently in a GEO program

- 01 The unit of measurement is a citation, not a click. A buyer who reads your name inside a ChatGPT answer never visits your site. They visit it later, by typing your domain into a browser. Pipeline attribution shifts.
- 02 Entity clarity beats keyword density. The model needs to know who you are, what you do, and which category you live in. Clean entity statements and consistent third-party descriptions matter more than primary-keyword frequency.
- 03 Third-party domains are part of your site map. Reddit threads, G2 reviews, listicle articles on Forbes and Built In, podcast transcripts, and original-research citations are inputs to the citation graph. You optimize them the same way you optimize your own pages.
- 04 Original data wins. Models cite primary research because it is non-derivative. A single proprietary dataset, well-cited, will outperform fifty think-piece blog posts.
- 05 Authorship matters again. Named-author bylines with verifiable credentials sit better in the source pool than anonymous content marketing. Engines weight authorship signals heavily in 2026.

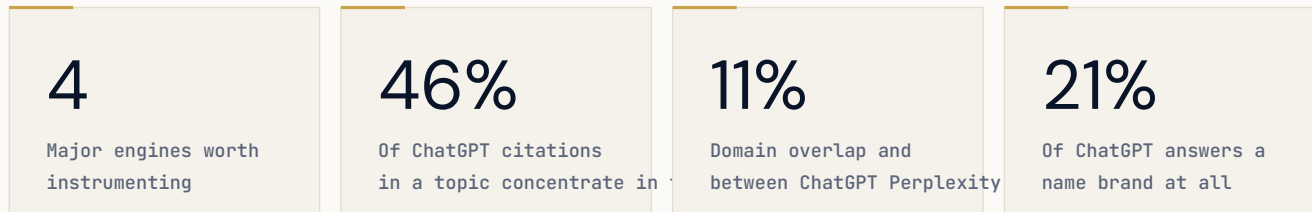
02

The Four AI Engines

What each engine pulls from, how it ranks sources, and where the four programs diverge enough to require different work.

The four engines reward different work

If you treat the four major AI answer engines as one channel, you will underperform on at least two of them. ChatGPT, Perplexity, Gemini, and Claude run on different retrieval architectures, source from different domain pools, and weight different signals. A B2B GEO program that ships without engine-by-engine instrumentation is flying blind on roughly half its surface area.



Source pool

ChatGPT pulls from a broad public web index plus a slowly growing list of publisher partnerships. For B2B queries, the most-cited domains are review platforms (G2, Capterra, TrustRadius), curated listicle publishers (Forbes, Built In, TechCrunch), Reddit, and a long tail of category-specific sites.

What it rewards

Plain-language definitions at the top of pages. Clear product category claims. Listicle inclusion on third-party sites. Reddit threads with high-quality discussion. Original research with quantitative findings.

What gets you cut

Thin marketing-page content that reads like a brochure. Pages without explicit product category positioning. Brands missing from category-specific review sites. Long blog posts without scannable answer blocks.

Source pool

Perplexity runs a more transparent citation model. Almost every claim is footnoted to a public URL. The source pool skews technical and is heavily weighted toward original sources, primary research, and recently published material. It will surface a brand-new blog post the same day if it is well structured.

What it rewards

Recency. Original research and proprietary data. Clean H2 structure. Pages with embedded statistics that can be lifted as standalone facts. Authoritative author bylines with credentials.

What gets you cut

Stale content (older than 24 months without an update). Listicle filler with no original input. Pages that bury the answer in the middle of a long narrative.

Source pool

Gemini is the one engine where classical SEO authority crosses over directly. The same domains that win AI Overviews tend to win Gemini citations. The difference is that Gemini will summarize a page rather than send a click, so a number-one ranking that loses the click to an AI Overview is the GEO problem to solve.

What it rewards

Strong domain authority. Comprehensive content that covers a topic edge to edge. FAQ schema and HowTo schema on the page. Content that already wins featured snippets often wins Gemini citations as well.

What gets you cut

Same patterns that hurt SEO: thin content, weak internal linking, slow page speed, schema gaps. Gemini punishes the classical SEO mistakes harder than ChatGPT does.

Source pool

Claude is the smallest of the four B2B-relevant engines by query volume but disproportionately important in technical buyer cohorts. The source pool weights toward documentation, peer-reviewed material, and long-form analysis. Claude is more conservative about citing brands, so the brands that do appear there carry more credibility weight.

What it rewards

Long-form thinking. Documentation that reads like a primary source. Methodology pages and technical write-ups. Original research with transparent methods. Honest comparison content that names tradeoffs.

What gets you cut

Promotional language. Vague benefit claims without evidence. Content that reads as marketing-led rather than expertise-led.

If you only fix one thing per engine

Engine	If you only fix one thing	Measurement
ChatGPT	Get on the top three category listicles for your space.	Mentions per 100 prompts; cited-domain coverage.
Perplexity	Publish one piece of original research, with the dataset linked.	Citation count over rolling 30 days.
Gemini	Add FAQ and Article schema to every commercial page.	AI Overview impressions in GSC.
Claude	Build a methodology page that documents how your team thinks.	Direct mentions in Claude Search results.

RENEKA STANCE

Run all four engines as separate measurement streams. Use the same content calendar across them, but instrument the result page-by-page. The variance is real and the lessons compound across clients.

03

The On-Page Playbook

The patterns retrieval models lift cleanly, the schema you need, and the writing structure that gets a page included by name.

What goes on the page, and where

These are the six patterns Reneka ships on every commercial page during an Architect engagement. Each one is small. Together they triple the probability that a page is lifted into an AI answer.

- 01 The two-line definition. Open every commercial page with a sentence that names the product category and a sentence that names the buyer. Place it in the first 100 words. Models lift these directly.
- 02 The entity statement. A single paragraph that names the brand, what it does, who it serves, and one differentiator. Add it as a sticky element on category and product pages.
- 03 FAQ schema, mapped to real queries. Mine 10 to 20 buyer-asked questions from sales calls and Reddit threads, answer each in 40 to 80 words, mark up with FAQPage schema.
- 04 The named-author byline. Every long-form piece needs a real author with a verifiable bio, ideally with an external link to their LinkedIn profile and prior writing.
- 05 The original-data block. One quantitative claim per page, sourced from a dataset you own or commissioned. Include the methodology link inline.
- 06 The clean H2 ladder. Six to nine H2s per page, each phrased as a question or a complete claim. The H2 set is the table of contents the model reads first.

Where schema actually moves the needle

Schema is over-discussed and under-shipped. The honest truth is that three schema types do most of the work for B2B GEO. Add the rest later if there is bandwidth.

- 01 FAQPage. Highest impact for both Gemini AI Overviews and ChatGPT lifts. Pair with explicit Q-and-A on the page.
- 02 Article (with author and datePublished). Required for any long-form piece you want cited. Authors should be Person types with sameAs links.
- 03 Organization (with sameAs to Wikidata and Crunchbase). Helps models disambiguate your brand from similarly named entities.
- 04 Product / SoftwareApplication. Useful on product pages if your buyer compares vendor names directly.

- 05 HowTo. Worth adding to procedural content. Lower priority than the first three.
- 06 Dataset. If you publish original research, mark it up. Datasets are over-indexed in citation pools.

Twelve checks before a commercial page ships

- 01 First sentence names the product category in plain language.
- 02 Second sentence names the target buyer.
- 03 Entity statement appears within the first 200 words.
- 04 Eight to ten H2s structured as questions or claims.
- 05 FAQ block with 10 or more Q-and-A pairs.
- 06 FAQPage schema applied and validated.
- 07 Article schema applied with author and datePublished.
- 08 Named author byline with external link to LinkedIn.
- 09 At least one original-data claim with linked methodology.
- 10 Internal links to two related Reneka pages, anchor text matching entities.
- 11 External links to three high-authority third-party sources.
- 12 No marketing fluff in the first 300 words. Plain answers only.

RENEKA WORKING NOTE

Run this checklist before a page goes to dev, not after. Catching a missing entity statement at QA is twenty minutes. Catching it after launch is a second deploy and a re-crawl wait.

04

The Off-Page Playbook

The third-party domains LLMs cite from, how to earn presence on them, and the order of operations for a 90-day program.

Your site is not the only source the model reads

When ChatGPT names three vendors in an answer, the citations underneath are usually a mix of one or two pages on the vendor's own site and three to five third-party domains. Profound's 2025 analysis of ChatGPT citations found that the top ten domains in any given topic absorb 46% of citations, and the top thirty absorb 67%. LinkedIn alone shows up inside the top 25 cited domains for 37% of brands tracked. A program that only ships on-page work is leaving most of the citation surface unworked.



Where to spend, and in what order

We sort off-page domains into four working categories. Each one needs a separate motion, a separate budget line, and a separate owner. Trying to fold all four into a generic content team is the most common reason GEO programs stall in month two.

01. Review platforms

G2, Capterra, TrustRadius, Software Advice, and one or two category-specific review sites for your vertical. The work is reviewer recruitment and category-page positioning. Treat it as a quarterly campaign.

02. Listicle publishers

Forbes Advisor, TechCrunch, Built In, Business Insider, and category-specific publishers (StackShare for dev tools, Drift for sales tech, etc.). The work is editor outreach with a real story angle, paired with original data when possible. Treat it as a placement program with a 90-day calendar.

03. Reddit and community forums

r/SaaS, r/cybersecurity, r/devops, and the dozen vertical subreddits that matter for your buyer. The work is structured participation by named team members, not anonymous posting. Treat it as community management with a weekly publishing cadence.

04. Original research distribution

Press releases on commissioned studies, methodology pages on your own site, and a placement push on three to five vertical publishers. One serious research study placed well will out-earn a year of generic

blog posts.

Order of operations, by month

Month	Primary motion	Secondary motion	Output
Month 1	Review platform refresh: 10 to 20 net-new reviews on G2 and Capterra.	Listicle inventory: identify 8 to 12 high-priority placements.	Baseline citation report. Reviewer recruitment open.
Month 2	Listicle outreach: editor pitches to 8 publishers, with data hooks.	Reddit calendar: 4 named team members, 1 post each per week.	First 2 to 4 placements live. Reddit cadence stable.
Month 3	Original research push: launch one commissioned study with PR.	Listicle follow-up; secondary review platforms; refresh G2 category page.	First measurable citation lifts in ChatGPT and Perplexity baselines.

05

The AAIA Framework

Reneka's four-stage GEO methodology, with the deliverables and decision points that anchor each stage.

The methodology is engineered around what breaks

Most GEO programs fail at the seam between strategy and execution. A team commissions an audit, agrees on a strategy, and then drifts back into ad hoc content production. Six months later, nothing measurable has shipped. AAIA is built to prevent the drift. Each stage has fixed deliverables, a decision gate, and a named owner.

Goal

Establish a citation baseline. Identify what is in the source pool, what should be, and what is broken on the existing site.

Deliverables

- Citation baseline report across the four engines (200 prompts per vertical).
- Source-pool map: third-party domains where the brand currently appears.
- On-page audit of the top 50 commercial pages: schema, entity, author, FAQ.
- Competitive share-of-voice benchmark against three named competitors.
- Quick-win register: 10 to 15 fixes shippable within four weeks.

Decision gate

Are we a category-leader brand defending share, or a challenger trying to break into the top three? The strategy paths diverge here.

Goal

Design the page architecture, content map, and off-page motion that will produce citation lift in the next 90 days.

Deliverables

- Page brief library: 25 to 40 commercial and editorial briefs, GEO-structured.
- Schema implementation plan: per-page schema map with developer specs.
- Off-page motion plan: review, listicle, Reddit, and research calendars.
- Original research scope: one commissioned study with timeline and budget.
- Measurement plan: weekly citation report, monthly SoV report, quarterly review.

Decision gate

Sign-off on the 90-day execution plan and budget. Locked scope, locked owners. No silent additions.

Goal

Ship. The on-page changes, the off-page motions, and the original research, all live by the end of the stage.

Deliverables

- Top 25 commercial pages rebuilt against the GEO brief.
- Schema deployed across the new and existing pages, validated.
- Review platform refresh complete: 10 to 20 net-new reviews per priority site.
- First 4 to 6 listicle placements live.
- Reddit cadence active: 4 contributors, weekly posts.
- Original research published with PR and three placement features.

Decision gate

Citation baseline rerun at week 12. If no measurable lift is visible, a structured diagnostic runs before the Amplify stage starts.

Goal

Compound. Rerun the highest-performing motions, retire the underperformers, and feed the next quarter's plan from the data the first quarter produced.

Deliverables

- Quarterly GEO review with citation lift, SoV change, and budget reconciliation.
- Refreshed content brief library based on what shipped in Implement.
- Second-wave research piece scoped (or prior research updated and reissued).
- Internal enablement: an updated playbook for the in-house team.

RENEKA STANCE

AAIA is the same scorecard every time. Same stages, same deliverables, same decision gates. The vertical changes. The framework does not.

06

The 90-Day In-House Playbook

A week-by-week sequence for in-house teams running GEO themselves, with shipping artifacts and a clear definition of done at each stage.

Twelve weeks. Two owners. One scoreboard.

This calendar assumes a small in-house team: one marketing lead and one content or SEO operator. If you have more capacity, add work to weeks 5 through 12 rather than compressing the calendar. The shape of the work matters more than the speed.

Two roles are non-negotiable. Someone owns the citation scorecard and reports it weekly. Someone owns the publishing calendar and ships against it. They can be the same person. They cannot be no one.

Week	Primary work	Shipping artifact
W01	Citation baseline. Run 200 prompts per engine. Tag mentions.	Baseline report (PDF, 4 to 6 pages).
W02	On-page audit, top 25 commercial pages. Score against checklist.	Audit register with severity tags.
W03	Page brief library v1: 10 highest-priority briefs written.	Brief deck or Notion folder, 10 briefs.
W04	Review platform sweep: G2, Capterra, TrustRadius positioning.	Reviewer recruitment kit, target list of 30 customers.
W05	Page rebuild begins: 5 pages live by end of week.	5 pages live with schema validated.
W06	Listicle outreach launches: 8 editor pitches.	Pitch tracker, 8 pitches sent, 2 to 3 responses.
W07	Reddit cadence formal: 4 named contributors, weekly posts.	Reddit calendar, first month logged.
W08	Page rebuild continues: 10 pages live cumulative.	10 pages live with schema validated.
W09	Original research scoping. Survey or dataset commissioned.	Research brief, vendor selected.
W10	Mid-quarter citation rerun. Compare against W01 baseline.	Mid-quarter report (PDF, 4 to 6 pages).
W11	Listicle placements live (target 4 to 6). Review platform refresh.	Placement tracker, 4 to 6 features live.
W12	Original research publishes. PR push. Citation rerun.	Quarterly review, next-quarter plan.

What gets reviewed every Friday

The single most under-rated discipline in a GEO program is a Friday scoreboard. Five minutes, five lines, sent in a Slack message or an email. If you cannot fit the week into five lines, you do not understand the week well enough.

RENEKA WEEKLY SCOREBOARD TEMPLATE

1. Pages shipped this week: [n]
2. Off-page placements live this week: [n]
3. Citation count, rolling 7-day, vs prior 7-day: [+/- %]
4. Top blocker: [one sentence]
5. Next-week priority: [one sentence]

07

The RFP Benchmark

A checklist for evaluating GEO agencies, mapped to the AAIA stages, with the questions that separate a working program from a slide deck.

The RFP measures the wrong things

Most B2B procurement teams rebuild an SEO RFP, change the title, and send it out. The result is an apples-to-oranges read of three or four agencies running different methodologies, none of which are clearly described in the responses. The buyer picks on price or on relationships, and the program underperforms for two quarters.

A working GEO RFP asks four questions. Below is the structure Reneka recommends to clients writing an RFP, and the structure we expect to be asked when we respond to one.

§ 07.2 / THE FOUR-QUESTION RFP

- 01 How will you measure citation lift, and over what timeframe? Look for a baseline methodology, an engine-by-engine plan, and a real number for time-to-first-citation. Vague answers about 'AI visibility' are red flags.
- 02 What is your on-page playbook, in detail? The agency should be able to show you a real page-brief template, a schema map, and at least three named-author bylines from prior work. If they only show case study screenshots, ask for the brief.
- 03 What is your off-page playbook, by domain type? Review platforms, listicles, Reddit, original research, treated as separate motions. If the answer collapses these into 'content marketing,' the program is not a real GEO program.
- 04 Show me an existing client's quarterly review. A redacted version is fine. A real quarterly review has citation counts, share-of-voice numbers, decisions made, and changes for the next quarter. If they cannot produce one, they do not run programs that way.

Eight things that signal the program will underperform

- 01 Promises a citation in 30 days for a brand outside the category top 20.
- 02 Cannot name a primary signal beyond domain authority.
- 03 Talks about 'AI SEO' and 'GEO' as if they are interchangeable terms with no working definition.
- 04 Has no view on engine-by-engine differences. Treats ChatGPT and Gemini as one channel.
- 05 Lists original research as a separate add-on rather than a core motion.
- 06 Cannot show a real page brief from a prior engagement.
- 07 Reports SoV as a single number with no engine breakdown.
- 08 No quarterly review process. Reports monthly or weekly without a structured retrospective.

BUYER NOTE

Ask to see a redacted quarterly review before signing. The presence or absence of one tells you more than any case study deck.

08

Get Cited by ChatGPT in 30 to 60 Days

Minimum-viable shipping list for teams that need a citation in a quarter, not a year. Everything below is necessary. Nothing below is optional.

Five plays. Ship them in this order.

If you have one quarter and a CMO who needs proof, this is the shortest viable path to a first citation in ChatGPT. It will not get you to top three SoV. It will get you cited.

- 01 Ship one entity statement page. Within two weeks, build (or rewrite) a single page that names your category, your buyer, and your differentiator in plain language. Add Organization schema with sameAs links.
- 02 Add FAQPage schema to your top 10 commercial pages. Mine 10 to 15 questions per page from sales calls or support tickets. Answer each in 40 to 80 words. Validate the schema.
- 03 Get on the top three category listicles. Identify the listicle pages that already rank for [your category] and earn placement on three of them. This is the single highest-leverage off-page move for ChatGPT inclusion.
- 04 Refresh your G2 or category review presence. Net-add 8 to 12 reviews on the highest-traffic review platform for your category in the next 30 days.
- 05 Plant one Reddit thread. A real, named contribution from a real person on your team in the right subreddit. Not a promotional post. A thoughtful answer to a question that aligns with your category.

By day 60, you should see

- Your brand cited in at least 1 in 20 ChatGPT prompts for your category-defining query.
- FAQ blocks lifted directly into ChatGPT and Gemini answers on at least 3 commercial pages.
- G2 or category-page positioning improved by one rank tier in your category.
- At least one direct sales conversation that started with the buyer naming an AI engine as the source.

RENEKA NOTE

If you hit none of the four signals by day 60, the issue is almost always off-page. The on-page work is necessary but does not generate citation lift on its own at this timeframe. Push harder on listicles, reviews, and the Reddit motion before you rewrite more pages.

09

Glossary and References

Working definitions for the terms that show up across this guide, plus a curated list of source domains by engine and a short reading list.

Working definitions

AEO	Answer engine optimization. The discipline of being lifted into a featured snippet, People Also Ask box, or AI Overview.
AAIA	Reneka's four-stage methodology: Audit, Architect, Implement, Amplify.
Citation	A named mention of a brand or domain inside an AI-generated answer, usually with a footnoted source link.
Cited domain	A third-party domain that appears in the source list of an AI-generated answer.
Entity statement	A short paragraph on a page that names the brand, what it does, who it serves, and one differentiator. Used by retrieval models to disambiguate.
FAQPage schema	A schema.org type that marks up question-and-answer blocks so they are eligible for direct lift into AI answers and rich results.
GEO	Generative engine optimization. The discipline of being cited by AI answer engines such as ChatGPT, Perplexity, Gemini, and Claude.
Grounding	The process by which an AI model attaches its response to specific source documents. The source documents become the candidate citation pool.
LLMO	Large language model optimization. A synonym some practitioners use for GEO; we use GEO throughout this guide.
Retrieval	The model-side process of selecting source documents in response to a query, before the answer is generated.
Share of voice (SoV)	The percentage of relevant prompts in which a brand is named in the AI answer. Reported per engine and aggregated.
Source pool	The set of documents from which an engine selects citations for a given query. Differs by engine and by query category.

The numbers in this guide, sourced

Every statistic cited in this guide is drawn from public, third-party research published between 2024 and 2026. The full source list:

- *Profound, AI Platform Citation Patterns: How ChatGPT, Google AI Overviews, and Perplexity Source Information, 2025* (top-10 / top-30 domain concentration; ChatGPT-Perplexity overlap; LinkedIn citation share)
- *Search Engine Land, How to get cited by AI: SEO insights from 8,000 AI citations, 2025* (share of ChatGPT answers that name a brand)
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- *Schema.org documentation, schema.org/FAQPage and schema.org/Article*
- *Google Search Central, AI Overviews and Search guidance*
- *OpenAI, How ChatGPT Search works, OpenAI documentation*
- *Anthropic, How Claude uses Search, Anthropic documentation*
- *Perplexity, How citations work, Perplexity Help Center*

§ 09.3 / ABOUT THIS EDITION

This is edition 2026.Q2 of *The 2026 GEO Field Guide*. The guide is updated quarterly. The next edition publishes in August 2026. The version on the Reneka website is always the current edition.

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If you want this run for your brand

Reneka runs the AAIA framework as a 90-day or 12-month engagement, across the same six verticals covered in this guide. Same scorecard, every time. Results, not case studies.

BOOK A FREE CITATION AUDIT

We pull a 200-prompt baseline across the four engines, score your top 25 commercial pages against the GEO checklist, and send back a quick-win register. No pressure, no pitch deck.

renekadigital.com/book-a-citation-audit

Questions about the guide or the methodology can go to hello@renekadigital.com. We read everything that comes in.



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