

Generative Engine Optimization (GEO) Case Study: 3X'ing Leads



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SUMMARIZE WITH CHATGPT



OpenAI



Search Engine Journal



Go Fish



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Contents Overview



This case study demonstrates how Go Fish Digital applied Generative Engine Optimization (GEO) to increase both visibility and conversions inside AI-driven search environments like ChatGPT, Copilot, Google's AI Overviews and AI Mode. Over the course of just three months, we executed a focused strategy designed to align with how large language models (LLMs) retrieve, ground, and cite content.

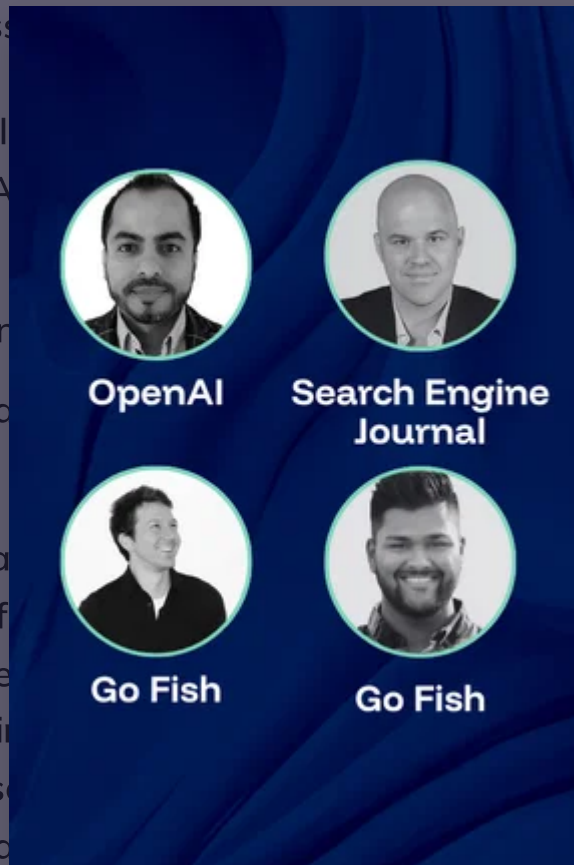
The work centered on four key levers:

1. **Prompt Mapping:** Identifying the specific questions and research queries buyers use when evaluating GEO agencies.
2. **Benchmarking:** Establishing clear baselines using GA4 regex filters, log-file analysis, and third-party tools.
3. **Fact-Dense Content Production:** Creating cornerstone assets engineered for knowledge capture, statistical grounding, and external authority confirmation.
4. **Query Fan-Out Expansion:** Building pages around adjacent buyer prompts to capture citations across

The results were substantial:

- +43% growth in monthly AI sources.
- +83.33% lift in monthly conversions.
- A 25X higher conversion rate from AI search.

This case study confirms that AI search is functioning as a new type of search engine, with the way answers are generated and content is structured proving that Generative Engine Optimization (GEO) has a significant bottom-line impact. Of course, we've implemented most of our own defined strategies.



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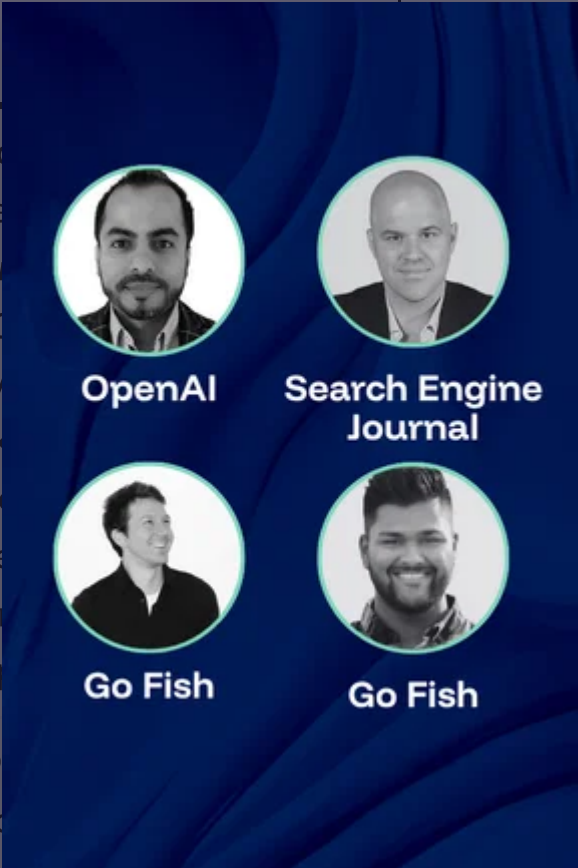
Key Takeaways

- **AI Search Operates Like a New Search Engine:** Generative search engines follow new rules, but just like Google, once we understand how they retrieve, ground, and rank information, they can be optimized against to secure brand visibility.
- **AI Referrals Deliver Higher-Intent Conversions:** Traffic coming from ChatGPT and AI sources converted at a 25X higher rate than traditional search, proving that AI search acts as a sales agent before the click, filtering and qualifying leads in advance.
- **Quality and Semantic Mapping Drive GEO Wins:** Success in Generative Engine Optimization (GEO) depends less on keyword density and more on

fact-density, semantic footprint, and audience alignment—brands that deliver authoritative, structured insights are the ones cited in AI answers.

Generative Engine Optimization (GEO) Case Study Numbers

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Category		
Target Persona Cluster	 AI Roundtable Digital & Online Content Strategy Your brand's next through a ChatC SEJ's expert rou Go Fish Digital to	
Content Production	D co engineered for visibility and citation. maximum <i>information gain</i>, <i>fact-density</i>, <i>statistical grounding</i>, and <i>external authority confirmation</i> to strengthen grounding signals.	
Traffic Results	Increased monthly visitors from ChatGPT and AI referral sources.	+43% growth in traffic from AI-driven discovery.

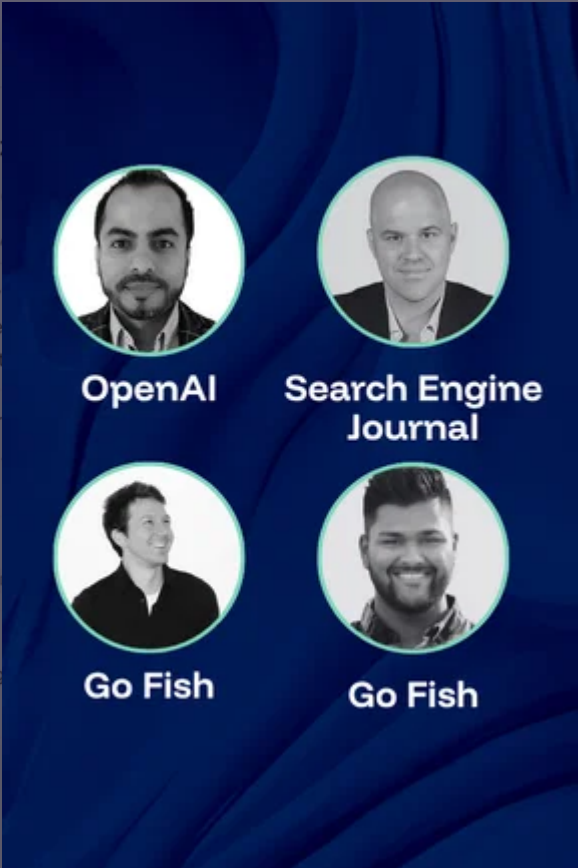
Category	Description	Outcome
Conversion Results	Expanded monthly conversions attributed to ChatGPT and AI referral sources.	+83.33% lift in conversions driven by AI referrals.

Top GEO / Generative Engine Optimi

Here are several agencies that are frequently

Agency	Strengths / What They Do B
Go Fish Digital	Very strong technically. They Google patents, build proprie AI-Overviews, semantic audit
iPullRank	Strong with content engineer traditional SEO and GEO well
Omniscient Digital	Good revenue-focused GEO; + AI/SEO strategy. Omniscient
First Page Sage	Pioneer in GEO, excellent for reviews; good at both strateg

AI Mode All Images Videos News More -



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- **Victorious:** This agency specializes in AI marketing for mid-market and enterprise brands, with a focus on AI audits, prompt research, and optimizing existing content for generative results. Its clients include GE Digital and Wayfair.
- **First Page Sage:** A thought leadership SEO agency that blends AI-enriched content with robust paid media strategies. They are suited for enterprise clients who want to build authority in their space.
- **Go Fish Digital:** A performance marketing agency that uses proprietary AI tools and proven growth frameworks to combine traditional SEO, digital PR, and generative engine optimization. The agency works with ambitious DTC brands and large enterprises. #

For B2B and SaaS companies

These firms focus on the unique buyer journey of B2B and SaaS clients and specialize in producing high-quality, expert-led content. #

- **NoGood:** This growth marketing agency utilizes a full-funnel approach, helping B2B and SaaS clients scale organic traffic using generative AI strategies. It has worked with clients like Intuit and Amazon.
- **Omniscient Digital:** Uses a "Surround Sound SEO" framework that merges traditional

15 sites

Top 11 Best Enterprise SEO Agencies of 2025 - iPullRank

Jun 26, 2025 — Discover what that means for your business and why AI...

iPullRank

Startup & Technology Digital Marketing Agency - Go Fish Digital

Our Approach to Startup & Technology Marketing * Deploy...

Go Fish Digital

Top AI search Optimization / Generative Engine ... - Mint Studios

Aug 29, 2025 — Table of contents * NoGood. * Intero Digital. * Victorious...

www.mintcopywritingstudios.com

Show all

Ask anything

Target Persona Cluster and Prompt Mapping

To succeed in generative search, we began by aligning with the highest-value personas: business buyers researching Generative Engine Optimization (GEO) agencies. These are decision-makers evaluating services like Go Fish Digital's generative search optimization and answer engine optimization.

The strategy was not just to optimize prompts and query fan-out with large language models (LLMs) like ChatGPT (as described in [US11769017](#)), but also as important as the head term.

We built a prompt library

- Core GEO agency searches
- Adjacent evaluation prompts
- Deep research queries (e.g., "What are the best GEO agencies?")

Why it worked: By pre-empting user intent rather than individual keywords, we mapped the research journey, not just the destination.



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Generative Engine Content Production

Within three months, we produced 5–8 cornerstone assets engineered for AI visibility. These weren't ordinary landing pages — they were designed to be retrievable, re-rankable, and reference-worthy, directly aligning with how answer engines filter and ground responses.

Each page was structured to maximize:

- **Information gain** ([WO2024064249A1](#)): New statistics, original insights, and case data that competitors lacked.
- **Fact-density and grounding**: Citations from authoritative, external sources that reinforce credibility.
- **Semantic coverage**: Expanding clusters through FAQs, structured sections, and internal links for deeper adjacency mapping.
- **Machine interpretability**: Schema markup, tables, and modular passages optimized for extraction.

Why it worked: Answer engines reward content over keyword repetition. “If authoritative to ignore,” we included grounding material inside AI

Referral Traffic

With our GEO content in place, traffic from ChatGPT and AI referrals grew. It reflected AI-driven discovery through AI Overviews, ChatG

The growth is tied to how AI rerank passages. By covering adjacent prompts and semantically related clusters, our content surfaced more frequently in these answer experiences, driving referral traffic that traditional search analytics often overlook.

Why it worked: AI referrals are not random—they’re grounded in semantic mapping and passage-level reranking (e.g., ret-rr-skysight-v3). By ensuring our content matched these signals, we secured consistent AI-driven visibility.

Conversation to Conversion Lift

The most compelling outcome was a measurable +83.33% increase in monthly conversions attributed to ChatGPT and AI referrals. Beyond traffic,



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this proved that AI search is operating as a sales agent, pre-qualifying users before they even reach our site.

Our data showed that leads from AI referrals converted at a 25X higher rate than leads from traditional search. This is because users arriving through AI citations had already been exposed to our authority inside the AI-generated answer—creating trust before the click.

Why it worked: GEO focuses on making a brand appear repeatedly and credibly within the answers to leads and stronger conversions.

How We Win in AI Search Study Playbook

Here's how we won in less than 90 days (GEO):

Step 1: Prompt

We started by identifying existing search-driven search journeys. Our target was clear: business-buying personas looking for generative engine optimization services. From there, we built a prompt map that captured not just the core keyword, but the full set of research questions and query fan-out terms buyers naturally use when evaluating agencies.

Impact: This ensured we weren't just competing for one phrase but were aligned with the entire research funnel of generative search buyers.

Step 2: Setting Initial Benchmarks

To measure real growth, we first defined the baseline. We used:

- GA4 regex filters ([chatgpt.com](#)|[gpt](#)|[copilot](#)) to isolate AI referral traffic.



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- Log-file analysis to see crawler activity from ChatGPT, Perplexity, and others.
- Third-party tools like Profound for visibility checks.
- [Our own proprietary tools](#) and data for deeper segmentation.

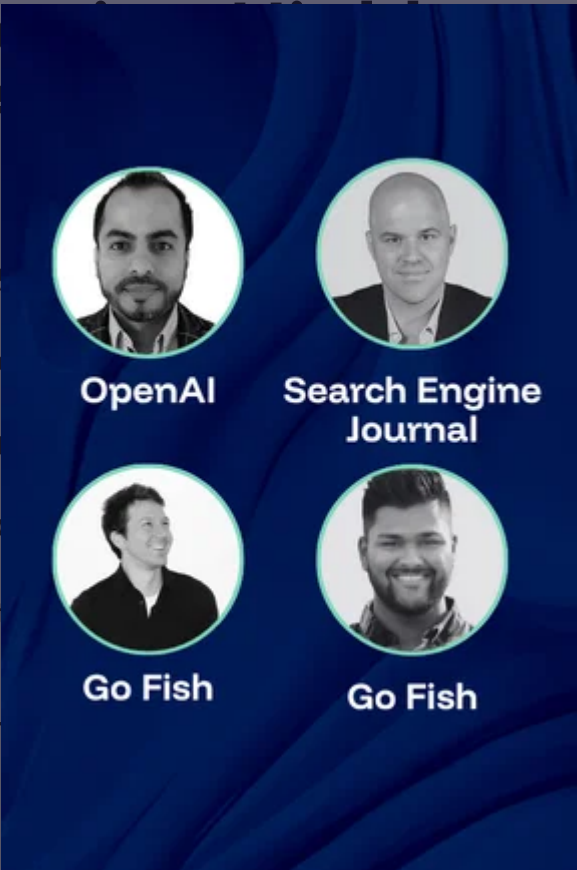
Impact: This gave us a clear snapshot of AI referral performance at the start and allowed us to measure lift with precision.

Step 3: Develop Authoritative

Instead of producing generic content, we engineered for LLM knowledge:

- Fact-dense with statistics & citations
- Structured for machine readability
- Grounded in external authoritative sources

Impact: By creating content that was more structured and grounded, we increased the likelihood that AI crawlers would crawl, but cite and ground the content.



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GO FISH SERVICES RESULTS

Contents Overview

- Key Takeaways:
- Our Top Generative Engine Optimization (GEO) Agency Picks
 - GEO (Generative Engine Optimization) Agencies To Work With
 - 1. Go Fish Digital
 - 2. IPullRank
 - 3. Omniscient
 - 4. Perrill
 - 5. Single Grain
 - 6. Spicy Margarita
 - What To Look For In A GEO SEO Agency
 - 1. Deep Knowledge Of The Patents Powering GEO
 - 2. Ability To Build Custom Technology
 - 3. Flexible Service Structure
 - 4. Proven Results Across Verticals

expanding semantic footprint — covering both direct prompts and query fan-out at scale by becoming a recognized topical authority. They prioritize structured, fact-dense content, citation engineering, and entity optimization to increase inclusion in AI-generated answers. They also integrate buyer's journey mapping to align content with real customer questions and decision stages, recognizing that AI search is shifting from keyword-based discovery to intent- and context-driven retrieval.

Our Top Generative Engine Optimization (GEO) Agency Picks

Agency	Average Monthly Pricing	Top Clients	Employees	URL
#1: Go Fish Digital	\$4,000 to \$20,000+	GEICO, About Amazon, Wayfair, Jelly	51 – 200	Visit

You can see some of those cornerstone assets here:

- [How to Rank in ChatGPT and AI Overviews](#)

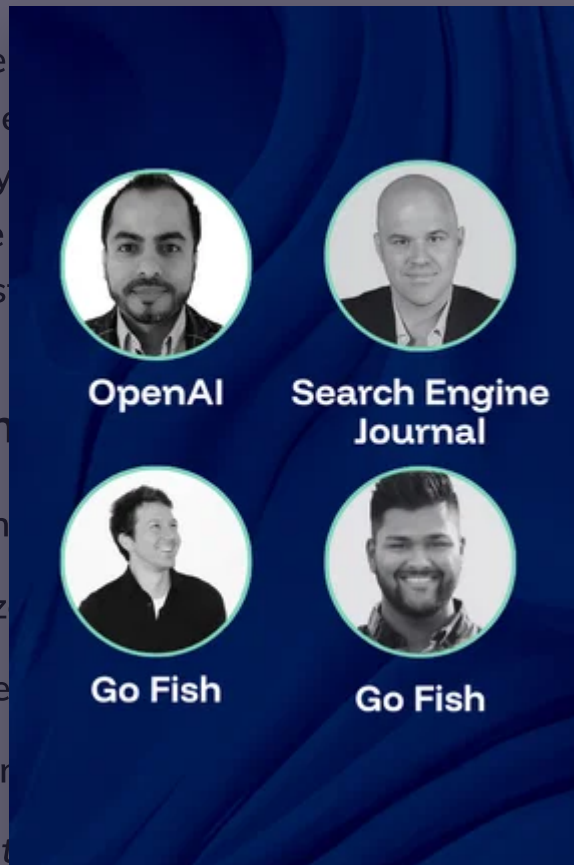
- [Top Generative Engine Optimization \(GEO\) Agencies](#)
- [What is Generative Engine Optimization \(GEO\)?](#)
- [GEO vs SEO: Differences, Similarities, and More](#)
- [Generative Engine Optimization Strategies](#)

Step 4: Building Query Fan-Out Pages

With the foundation in place and our proprietary tools, we identified key queries after the initial query—everywhere from competitor comparisons. We used data and structure as our cornerstones.

The fan-out pages emerged from this process.

- [SEO vs GEO: Understanding the Difference](#)
- [Generative Engine Optimization \(GEO\) Strategies](#)
- [What is Generative Engine Optimization \(GEO\)?](#)
- [Understanding the Differences Between SEO and GEO](#)
- *... and more that we need to cover*



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Impact: This positioned us to capture citations across the entire AI-assisted research journey, increasing not only traffic but also the rate of brand mentions in generative answers.

Related: [LLM SEO and how to influence the machine](#)

Why We Didn't Need Certain Generative Engine Optimization (GEO) Strategies

Not every business starts from the same foundation when entering Generative Engine Optimization (GEO). In our case, we had several

advantages that allowed us to bypass strategies that are often critical for brands trying to win in answer engines.

1. We Have Strong Reputation

Our agency already had a solid online reputation, with strong standings across platforms like Google Business Profiles, Yelp, Quora, and Reddit. Because of this, we didn't need to invest in reputation management or review-building efforts.

Why it matters for others: Since the way we talk is rather than lexical in the way we think, the way our discussions can shape how businesses without this foundation

2. We Have Established Authority

Go Fish Digital entered this space with a strong foundation in SEO. Our semantic footprint was already established, meaning we didn't have to start from scratch before launching GEO-specific strategies.

Why it matters for others: For newer or less-established brands, authority-building efforts—such as digital PR, high-value references about your brand, and externally referenced expert-driven content—may be essential before Generative Engine Optimization (GEO) strategies can scale effectively.

3. There Are Existing External Signals

Because our agency is widely discussed, cited, and recognized as an award-winning SEO agency, there was already significant training data surrounding our brand entity. This meant we could go straight into executing Generative Engine Optimization (GEO) levers and see results.



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Why it matters for others: For most businesses, external credibility signals—citations, mentions, and third-party validation—are critical inputs for LLMs deciding which brands to cite. Without these, visibility in AI-generated answers may lag.

What This Generative Engine Optimization (GEO) Case Study Tells Us

Here's what this case study tells us:

1. AI Search is the New Search Engine

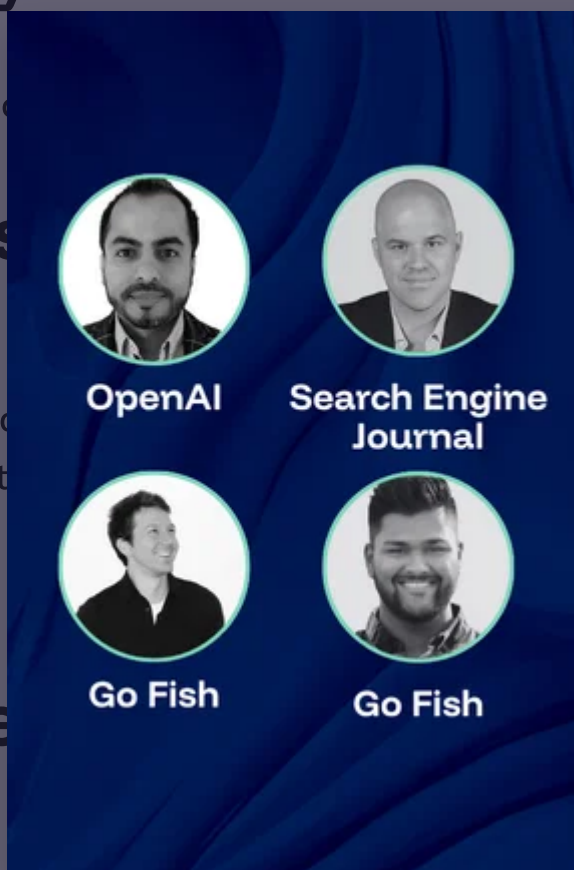
Generative and AI-driven search engines are changing the way we understand how they return results, and we need to be optimized against. The rules of the game can be engineered.

2. Higher-Intent Traffic = Better Results

Our analysis shows that traffic from AI referrals converts at a 25X higher rate than traditional search. This demonstrates that AI search is already functioning as a sales agent, pre-qualifying and influencing users before they ever click through.

3. Quality Execution + Technology Is the Differentiator

Generative Engine Optimization (GEO) is far less about lexical keyword systems and far more about semantic mapping, fact-density, and audience alignment. The brands that understand their audiences at a deep level—and



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can deliver the insights those audiences are searching for—will win the most citations and visibility in AI-generated answers.



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