

STRATEGY

GEO First 90 Days: What to Expect When You Start AI Search Optimization [Timeline]

Key insights and actionable frameworks

01

The Context

Pre-launch: Week 0 — The baseline audit

Before day one of execution, need thorough assessment of where you stand. Skip this step and every decision lacks context. Current AI visibility check Run brand through every major AI search platform systematically: Platforms to query: ChatGPT (free and Plus tiers), Google Gemini, Perplexity AI, Mic

Days 1-30: The foundation phase

First 30 days about building technical and strategic infrastructure. Think of this phase as laying concrete. Week 1: Entity optimization and knowledge graph foundations Day 1-2: Entity audit — Assess how AI models currently understand brand as entity.

02

Key Pillars

01

Days 31-60: The authority building phase

With foundation in place, Month 2 shifts to building authority signals AI models rely on.

02

Days 61-90: The optimization and scale phase

Final 30 days shift from building to measuring, refining, preparing to scale what works.

03

Conclusion

First 90 days of GEO implementation follow clear arc: audit, build, optimize, scale.

Ready to Take Action?

Get expert guidance tailored to your business goals.

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