

STRATEGY

GEO Investment Guide: AI Search Optimization Costs [2026]

Key insights and actionable frameworks

01 The Context

The cost of NOT doing GEO

Before discussing what GEO costs, consider what it costs to do nothing. The math on inaction Consider company generating ₹50 lakhs/month in revenue from organic digital channels: Scenario Year 1 Impact Year 2 Impact 3-Year Cumulative Loss AI search captures 10% of organic traffic -₹5L/month (-₹60L/y

GEO investment overview: What does it cost?

Agency pricing by tier Tier Monthly Retainer (INR) Monthly Retainer (USD)
Best For Typical Deliverables Starter ₹50,000 - ₹1,50,000 \$600 - \$1,800
Startups, small businesses AI visibility audit, basic entity optimization, content guidelines, monthly reporting on 1-2 platforms Growth ₹1,50,000 - ₹5,00,000

01

What is included in GEO services?

Core service components AI Visibility Audit: Current presence assessment across ChatGPT, Perplexity, Gemini, Google AI Overviews, Claude; entity recog

02

GEO ROI framework: How to calculate returns

The GEO ROI formula
$$\text{GEO ROI} = \frac{[(\text{Revenue Attributed to AI Search} - \text{GEO Investment}) / \text{GEO Investment}] \times 100}{\text{Revenue attributed to AI search: AI Search R}}$$

03

How to evaluate GEO agency pricing

Red flags in GEO pricing Guaranteed rankings in AI responses — No agency can guarantee specific AI outputs Extremely low pricing (below ₹40,000/month)

03 Key Pillars

04

Conclusion

Generative Engine Optimization is not another marketing tactic to test with small pilot budget.

Ready to Take Action?

Get expert guidance tailored to your business goals.

[Book Your GEO Audit](#)

upgrowth.in/geo-services-generative-engine-optimization/