

STRATEGY

How to Measure GEO: The 7 KPIs That Actually Matter [2026 Framework]

Key insights and actionable frameworks

01

The Context

Why measuring GEO is different from measuring SEO

If you have spent the last decade refining your SEO measurement stack, here is the uncomfortable truth. Most of it does not translate to generative search. The fundamental shift SEO measurement is built on a linear model.

The 7 essential GEO KPIs

KPI 1: AI Mention Rate The most fundamental GEO metric. If AI is not talking about you, nothing else matters. Definition and formula AI Mention Rate measures the percentage of relevant AI-generated queries where your brand is explicitly named in the response, regardless of whether a clickable link i

02 Key Pillars

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Conclusion

The brands that will dominate in 2026 and beyond are the ones measuring their AI visibility today.

Ready to Take Action?

Get expert guidance tailored to your business goals.

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