TAYLOR
COMMUNICATIONS

GEO CASE STUDY

How Comms Factory Ranks in AI Search

Summary: *Comms Factory, a PR firm, had zero presence in AI search results. Taylor Communications (TC) executed a persona-driven GEO campaign on the iGEO.ai platform that featured a "hub and spoke" content architecture and the use of TC's proprietary Passage Optimization Protocol™ (POP). In just three weeks, Comms Factory earned 64 mentions on ChatGPT, Gemini, and Perplexity, 40% of which were #1 ranked. This made Comms Factory #3 for brand visibility in AI search, behind larger, more established competitors.*

Highlights

Challenge: Zero visibility in AI search.

Solution: Persona-driven GEO campaign featuring a proprietary approach to content architecture.

Results: Multiple #1 mentions and #3 brand visibility on ChatGPT, Perplexity, and Gemini.

The Challenge: Starting from Zero, Become Visible in AI Search

TC's sister agency, Comms Factory, which offers public relations for small businesses, had zero visibility in AI-based search. The firm was not appearing in responses to 25 prompts on generative AI (GenAI) platforms like ChatGPT, Google Gemini, or Perplexity. This situation represented a potentially significant problem for Comms Factory. As prospects increasingly turn to GenAI for search, a lack of presence on the major platforms threatened to shut Comms Factory off from opportunities to develop new client relationships. The company faced an urgent need to achieve visibility in AI search.

Solution: A Multi-Faceted, Persona-Driven GEO Campaign

Making Comms Factory's website, commsfactory.net, visible in AI search required the use of generative engine optimization (GEO). GEO is comparable to search engine optimization (SEO), but organized to help a site rank in search results on GenAI platforms.

To realize Comms Factory's GEO goals, TC executed the GEO process using the iGEO.ai toolset. iGEO enables users to see where their site ranks on AI platforms, shows visibility by prompt, and tracks AI platform mentions, among other GEO functions. Signing on to iGEO for the first time revealed the ominous truth: Commsfactory.net was flatlining in every conceivable area of GEO.

With nowhere to go but up, TC commenced the GEO campaign by developing a compelling, relevant set of prompts. iGEO was able to suggest prompts based on the content of commsfactory.net and an AI analysis of competitors' sites. TC decided to augment iGEO's capabilities with a persona-driven process of prompt discovery. Based on TC's experience as content marketers for global tech companies, TC understood that search, as well as the buyer's journey, is inherently human-centric. The best prompts arise from working from the searcher's persona, probing into his or her wants and needs to discover impactful search intent.

Passage Optimization Protocol™ (POP)

Passage Optimization Protocol™ is Taylor Communications' proprietary GEO content creation methodology. POP digs deeply into search intent by examining the core issues that are on the searcher's mind, along with the "search trigger," which is the impetus for the search itself.

POP then creates responses to questions that arise through AI's digital reasoning process. Each step in the digital reasoning chain translates into a dedicated sentence in the optimized passage.

Read the POP Case Study

A persona-driven brainstorming session led to the definition of 25 prompts. For example, an entrepreneur who needs web traffic might prompt ChatGPT with "Do press releases get you web traffic?" or "Do press releases help with SEO?" From there, TC grouped the prompts into core categories, which included Public Relations, Publicist Services, and Press Release Writing. Figure 1 illustrates this workflow.

The basic premise of GEO is that the AI platforms regularly crawl the web and ingest content that informs how they respond to prompts. GEO is similar to SEO in this way, but with some notable differences. While SEO focuses on keywords, GEO is more subjective. Success comes from demonstrating authority on the topic represented by the prompt.
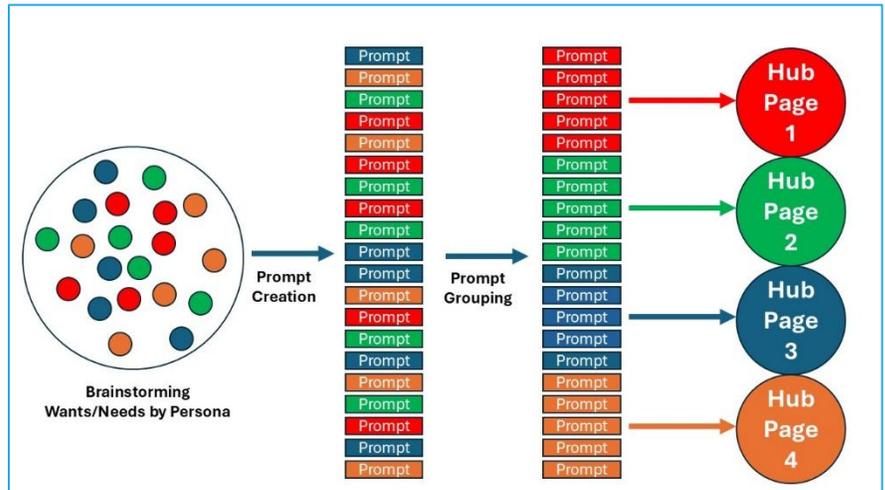

Figure 1 – Taylor Communications brainstormed prompts based on buyer personas and then grouped them by category, with each category becoming the basis for a "hub page" of content for commsfactory.net

The best practice to assert authority and meet GEO goals through content creation is to set up a "hub and spoke" content architecture. In TC's case, each grouped set of prompts became the basis for a "hub page" that synthesized the prompts into a meaningful article. Each hub page, in turn, linked to a "spoke page" that focused on a specific prompt.

TC decided to blend human writing and AI-generated writing to build out this content architecture. TC writers wrote each hub page using TC's proprietary Passage Optimization Protocol™ (POP) methodology. POP, which has been proven to help GEO content rank in AI search, is a writing process that anticipates AI's "digital reasoning chain" with passages that are favored as snippets in AI search results.
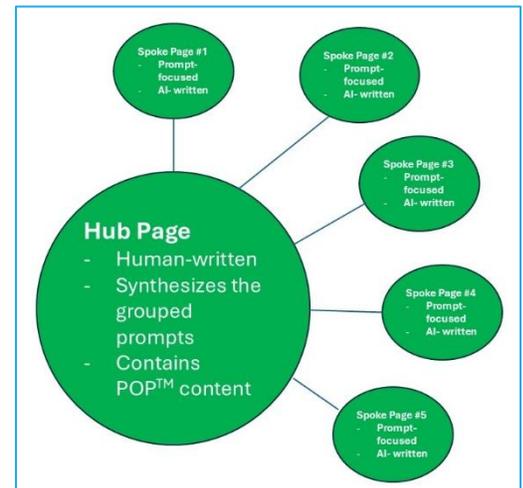

Figure 2 – The content architecture involved publishing a human-written hub page linked to an AI-generated article created specifically for each prompt in the group.

TC utilized iGEO's built-in AI content generator to write the 25 spoke pages required for the content architecture. TC published this content on commsfactory.net, with the hub pages each included on a footer menu—another GEO best practice.

TC supplemented the hub and spoke content architecture with persistent posting of supporting content on X, LinkedIn, and Facebook, along with listicles (written by Anthropic Claude GenAI) published on Medium.com.

Results: Competitive Brand Visibility and Mentions that Rank in AI Search

TC's persona-driven GEO campaign started to show results within days. As Figure 3 shows, starting from zero, Comms Factory has earned 64 mentions on ChatGPT, Gemini, and Perplexity in the first three weeks of the campaign. 40% of those mentions ranked #1.
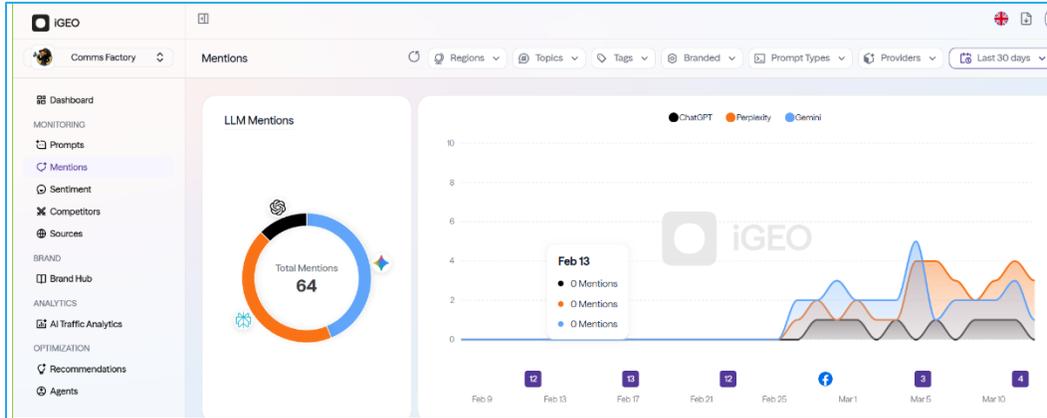

Figure 3 – In just three weeks, commsfactory.net went from zero AI search visibility to generating 64 mentions, 40% of which ranked #1 in AI search results, across ChatGPT, Perplexity, and Google Gemini AI search. (iGEO.ai platform)

The campaign has given Comms Factory brand visibility that puts it in the number three position behind larger and more established competitors. This ranking translates into Comms Factory having a 12% "Share of Voice" among the seven competitors measured by iGEO.ai. As Figure 4 shows, Comms Factory's brand visibility is also growing at the highest rate of the top three. Additionally, seven out of the campaign's 25 prompts are now visible on AI search, with one prompt now ranking #1, one at #2, and one at #3.
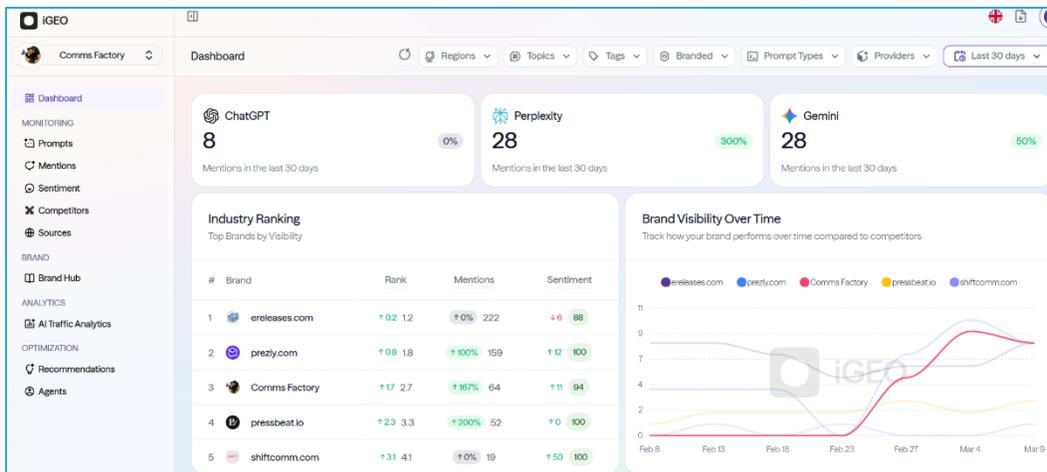

Figure 4 – The persona-driven GEO process has given Comms Factory significant brand visibility in its first three weeks, approaching the AI search results of much larger, established competitors. (iGEO.ai platform)

Conclusion

Comms Factory, with zero AI search visibility, was facing a difficult competitive landscape where its lack of presence would likely result in lost opportunities for growth. The solution was to execute a persona-driven GEO campaign with the iGEO.ai toolset. By deploying a combination of human- and AI-written content in a "hub and spoke" architecture that featured POP writing, Comms Factory was able to earn 64 mentions on ChatGPT, Gemini, and Perplexity in just three weeks. 40% of those mentions ranked #1, making Comms Factory #3 for brand visibility in AI search, behind larger, more established competitors.

To learn more about Taylor Communications' GEO services, visit https://b2bcontent.pro/geo-aeo-content-writing/

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