GEO 2026

Generative Engine Optimization Guide

Kha Creation

The Goal
"Be The Answer"

+41%
Quotations
AI trusts authority. Add quotes from experts to verify accuracy.

+40%
Citations
Link to government data & studies. Be a probability node.

+30%
Fact Density
Replace fluff with stats. Optimize for information gain.

The Inverted Pyramid

TOP	Direct Answer (First 50 words)
MID	Structured Data (Lists/Tables)
BOT	Context & Backstory

The Goldilocks Zone

120 - 180
WORDS PER SECTION

Optimal length for LLM synthesis.

PLATFORM PLAYBOOK

Google AI
H2/H3 HEADERS
Mimic user questions (e.g., "How much does X cost?").

Perplexity
RECENCY
Update `dateModified`. Citations are critical.

SearchGPT
CONVERSATION
Structure for follow-up questions to keep the thread alive.

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