PaperPlanes GEO

Illustrative sample report - fictional data, not a customer result.

GEO findings report

Illustrative assessment · API benchmarks

Search area: Broad market (no local targeting)

Automated assessment · human review pending · Sampled model answers

2026-10-05 findings

4 answers await human review. Figures may change after review.

35 of 36 planned answers received. 1 answer is unavailable and excluded from rates.

Brand mentioned	Brand recommended	Any source cited
80%	26%	77%

Based on 35 assessed answers. Sources may cite other organizations.

Measurement details

Owned-domain citations: **29%** Identified brand-relevant citations: **29%**

Brand relevance requires an owned domain or a cited excerpt naming the brand. Sources without that evidence remain unclassified.

Branded questions · 9 answers
Named 78% · Recommended 22%

Non-branded questions · 26 answers
Named 81% · Recommended 27%

31 reviewed · 35 answers received · 1 unavailable · Incomplete coverage

Compared with matching checks on 2026-09-28: mentions +2 points, recommendations -2 points, citations +10 points.

Visibility across the reporting range

179 classified API answers · 17 awaiting analyst review

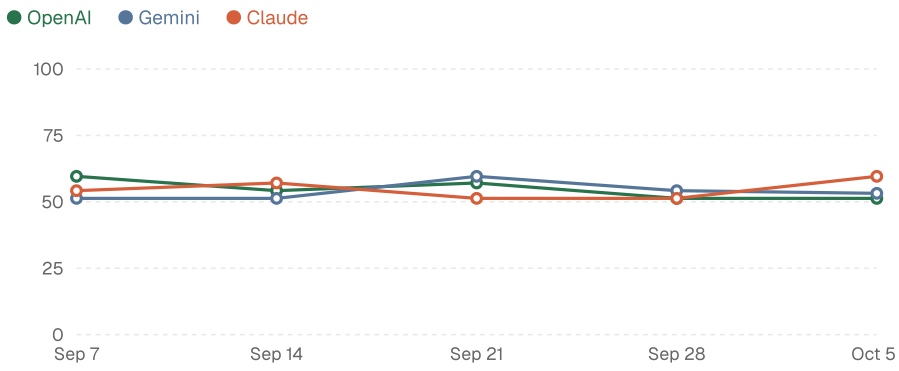
Answer presence and prominence by engine

Average answer prominence: absent 0, passing 35, substantive 70, leading 100. Scores use classified answers with known prominence.

OpenAI	Gemini	Claude
80% mentioned	79.7% mentioned	80% mentioned
60 classified answers · prominence 54.7/100 (60 scored)	59 classified answers · prominence 53.9/100 (59 scored)	60 classified answers · prominence 54.7/100 (60 scored)

Engine visibility over time

Collection values; lines stop when the collection methodology changes.



Tracked organization share of voice

One mention per organization per answer, divided by all tracked organization mentions. This depends on the configured competitor set.

Organization	Answers mentioning	Share
PaperPlanes Digital	143	44.4%
Northstar Agency	179	55.6%

Brand mention sentiment

Classifier judgments for answers naming the brand. Answers without a brand mention are excluded.

Positive	Neutral	Negative	Mixed
36	36	36	35

Source media mix

Unique cited URLs per answer. Owned uses configured brand domains; social uses recognized platforms; earned requires a recorded media classification.

Owned	Social	Earned	Other / unclassified
10	0	39	80

Tracked term share of voice

Literal phrases, counted once per classified answer. Share divides by all tracked term mentions; presence divides by 179 answers. Terms can overlap.

Term	Answers	Share	Presence
AI visibility	143	44.4%	79.9%
research	143	44.4%	79.9%
marketing services	36	11.2%	20.1%

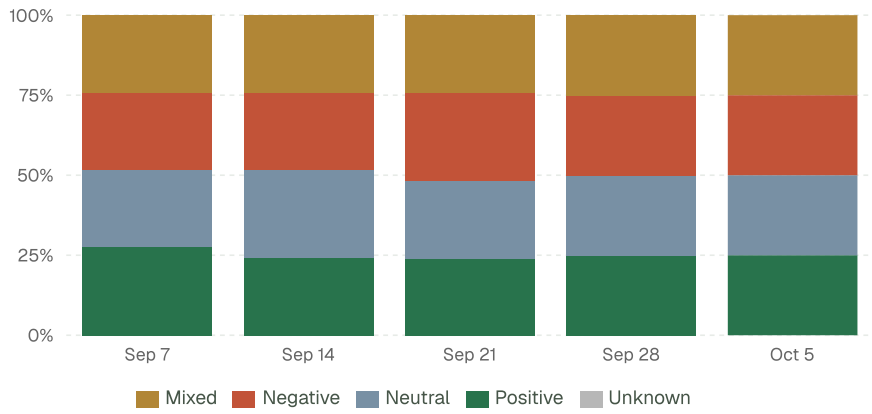
Recurring words and phrases

Common words and adjacent two-word phrases in classified answers, excluding common stop words and URLs. Counts show answers containing each phrase, once per answer; this is descriptive text analysis.

agency 179 · northstar 179 · northstar agency 179 · compare 143 · digital 143 · paperplanes 143 · paperplanes digital 143 · research 143 · visibility 143 · visibility research 143 · agency offers 36 · marketing 36 · marketing services 36 · offers 36 · offers marketing 36 · services 36

Brand sentiment over time

Percent of brand-mentioned answers on each collection date. Mixed and unknown judgments stay visible; dates without brand mentions have no percentages.

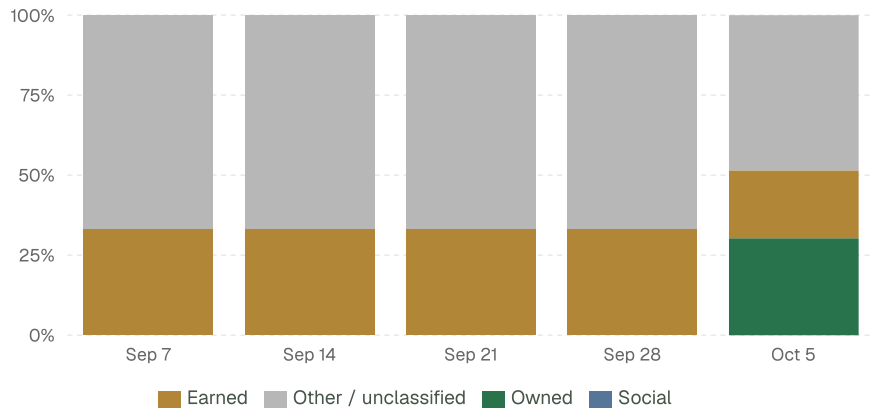


Collection denominators

2026-09-07: 29 brand-mentioned answers
2026-09-14: 29 brand-mentioned answers
2026-09-21: 29 brand-mentioned answers
2026-09-28: 28 brand-mentioned answers
2026-10-05: 28 brand-mentioned answers

Source media mix over time

Percent of citation occurrences on each collection date, deduplicated by URL within an answer. Earned requires recorded media classification. Dates without citations have no percentages.



Collection denominators

2026-09-07: 24 citation occurrences
2026-09-14: 24 citation occurrences
2026-09-21: 24 citation occurrences
2026-09-28: 24 citation occurrences
2026-10-05: 33 citation occurrences

What to do next

Suggested actions supported by these answers and their recorded review. Choose the next decision for your team.

1 **Add buyer-fit criteria to the GEO service page**

Two of three assessed answers to this buyer question omitted the relevant decision detail.

First step: Add a page heading called ‘When GEO research fits your team’ beneath the service overview. Explain how existing content, a defined buyer audience, and an agreed starting measurement support a useful assessment.

Implementation brief

Brand page to update

GEO services

Inspected 2026-10-05

Owner: Content strategist and service owner

Effort: About 3 hours

Estimate covers drafting two sections, reviewing their facts, and publishing the approved edits.

Search area: Broad market (no local targeting)

Observed gap

The answers need clearer buying criteria and supporting facts. The existing page describes the service but does not explain the details buyers need to decide.

2/3 answers showing this gap to this exact question · en-US

Specific next steps

1 Add a page heading called ‘When GEO research fits your team’ beneath the service overview. Explain how existing content, a defined buyer audience, and an agreed starting measurement support a useful assessment.

Make the decision detail explicit in readable page content and retain the important context around the sources.

> “Our GEO service includes an assessment of sampled AI answers.” Page evidence

2 Add a comparison table beneath that section with columns for research scope, implementation ownership, review process, and checking results again.

Make the decision detail explicit in readable page content and retain the important context around the sources.

> “Our GEO service includes an assessment of sampled AI answers.” Page evidence

Done when

- Publish the named sections in readable website content with direct source links.
- Have the service owner approve the deliverable descriptions and research limitations.

Measure the change

Repeat the exact buyer question with the same AI services, question wording, language, and number of answers. Check whether the brand is named, recommended, and linked. A change does not prove what caused it.

Supporting answers (3)

Question: Which agency helps improve AI search visibility? · Showing 1 example excerpts; all samples remain linked to this action.

openai · openai-fixture · 2026-10-05 · Reviewed

Compare the research scope and implementation support before choosing a GEO agency.

Illustrative fixture data; this is not a customer benchmark.

2 Clarify the agency comparison table

Two of three assessed answers to this buyer question omitted the relevant decision detail.

First step: In the existing ‘Compare services’ section, separate ongoing monitoring from content implementation. Name the deliverable and owner for each service rather than implying every engagement includes both.

Implementation brief

Brand page to update

Agency comparison

Inspected 2026-10-05

Owner: Content strategist and service owner

Effort: About 4 hours

Estimate covers drafting two sections, reviewing their facts, and publishing the approved edits.

Search area: Broad market (no local targeting)

Observed gap

The answers need clearer buying criteria and supporting facts. The existing page describes the service but does not explain the details buyers need to decide.

2/3 answers showing this gap to this exact question · en-US

Specific next steps

1. In the existing ‘Compare services’ section, separate ongoing monitoring from content implementation. Name the deliverable and owner for each service rather than implying every engagement includes both.

   Make the decision detail explicit in readable page content and retain the important context around the sources.

   > “Our GEO service includes an assessment of sampled AI answers.” Page evidence

2. Add a ‘What happens after the assessment?’ FAQ linking the review, implementation, and repeat-check steps to their service descriptions.

   Make the decision detail explicit in readable page content and retain the important context around the sources.

Done when

- Publish the named sections in readable website content with direct source links.
- Have the service owner approve the deliverable descriptions and research limitations.

Measure the change

Repeat the exact buyer question with the same AI services, question wording, language, and number of answers. Check whether the brand is named, recommended, and linked. A change does not prove what caused it.

Supporting answers (3)

Question: Which agency helps improve AI search visibility? · Showing 1 example excerpts; all samples remain linked to this action.

openai · openai-fixture · 2026-10-05 · Reviewed

Compare the research scope and implementation support before choosing a GEO agency.

Illustrative fixture data; this is not a customer benchmark.

3 **Pitch a buyer checklist to Industry Review**

Industry Review appeared as a source in two of three answers to this buyer question. Its article covers agency choice; an expert checklist could add useful questions for readers.

First step: Ask Industry Review's editor whether a buyer checklist on choosing a GEO agency fits its marketing audience. Confirm its contributor rules and whether the placement is editorial or paid before drafting.

Implementation brief

Publication reference

Industry Review: choosing a GEO agency

Inspected 2026-10-05

Owner: Content marketing lead and agency expert

Effort: About 2 hours

Estimate covers drafting two sections, reviewing their facts, and publishing the approved edits.

Article pitch: Industry Review

Proposed angle: A buyer's checklist: five questions to ask a GEO agency before signing a contract

Why this audience: The cited article serves marketing leaders comparing agencies. A practical checklist adds clear questions about who reviews advice and who publishes the changes.

This outlet appeared as a source in 2 of 3 answers to this question. That does not tell us its readership or guarantee reach.

Suggested article outline

- Which buyer questions will the agency check?
- Who reviews the recommendations and approves claims?
- Who publishes the changes and checks the results?

Where to ask about a pitch: Publication pitch reference

Illustrative contributor page. Confirm the current submission rules, whether fees apply, and editorial interest before drafting the article. Editorial acceptance and future AI citations are not guaranteed.

Search area: Broad market (no local targeting)

Observed gap

The cited article covers agency choice for marketing leaders. An expert buyer checklist could add useful questions about who reviews advice and who publishes changes; its reach is unproven.

2/3 answers citing this outlet to this exact question · en-US

Specific next steps

1 Ask Industry Review's editor whether a buyer checklist on choosing a GEO agency fits its marketing audience. Confirm its contributor rules and whether the placement is editorial or paid before drafting.

The cited article covers agency choice, but being cited does not mean the publication will accept a contributed article.

> "Marketing leaders should compare agency responsibilities before choosing a partner." Page evidence

2 Prepare a pitch titled 'Five questions to ask a GEO agency before signing a contract'. Include the three-section outline, an approved agency expert biography, and examples explaining research, review, and publishing responsibilities.

Offer a useful buyer tool rather than a promotional rewrite of the outlet's existing comparison article.

> "Marketing leaders should compare agency responsibilities before choosing a partner." Page evidence

Done when

- Confirm the editor and submission rules before preparing the full article.
- Have the marketing lead approve the pitch, outline, expert biography, and all business claims.

Measure the change

Track pitch acceptance and article publication first. Ask the outlet for readership or referral data if available. Repeat the same buyer question after publication and check brand mentions and article citations separately; neither reach nor citations are guaranteed.

Supporting answers (3)

Question: Which agency helps improve AI search visibility? · Showing 1 example excerpts; all samples remain linked to this action.

openai · openai-fixture · 2026-10-05 · Reviewed

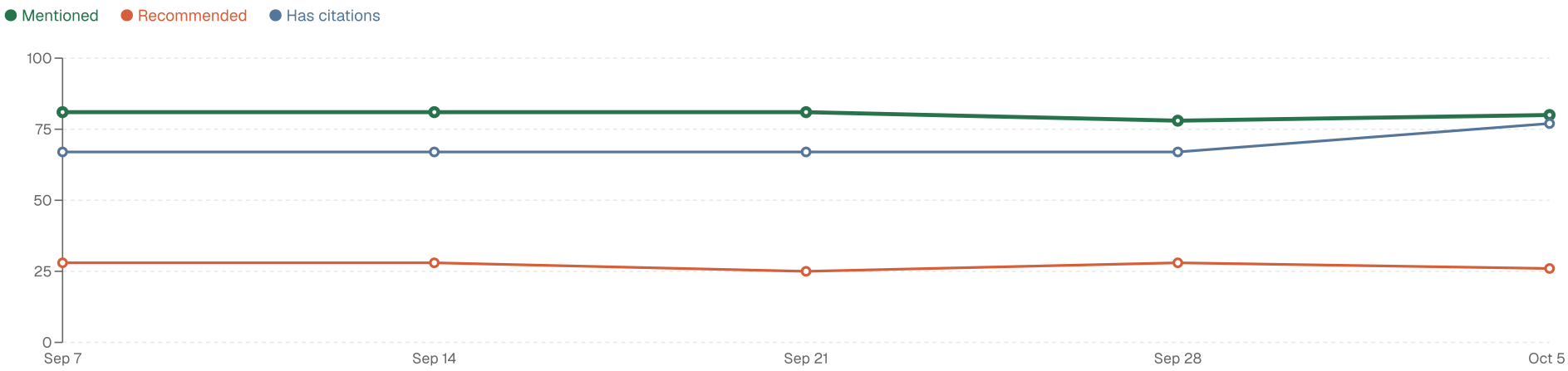
Compare the research scope and implementation support before choosing a GEO agency.

Illustrative fixture data; this is not a customer benchmark.

Visibility over time

2026-09-07–2026-10-05 · 179 assessed answers

Answer presence, recommendation and citation rates by completed collection.



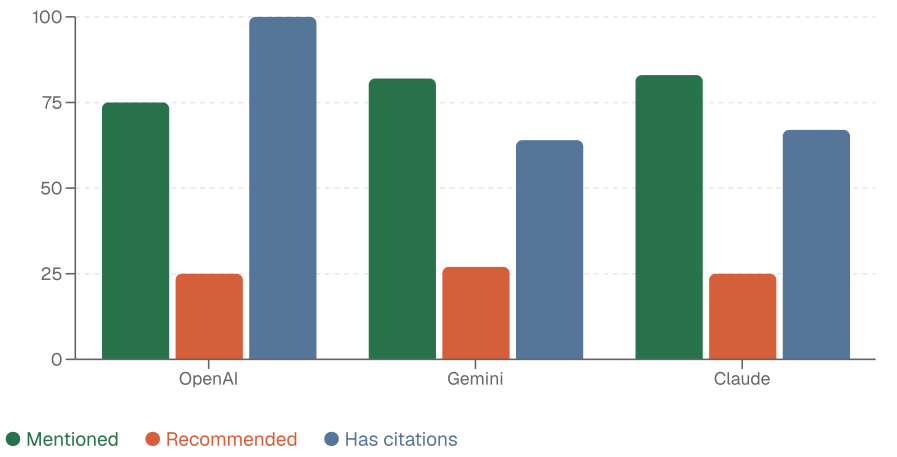
Collection values

Collection	Mentioned	Recommended	Has citations	Samples / failures
2026-09-07	81%	28%	67%	36 / 0
2026-09-14	81%	28%	67%	36 / 0
2026-09-21	81%	25%	67%	36 / 0
2026-09-28	78%	28%	67%	36 / 0
2026-10-05	80%	26%	77%	35 / 1

By AI engine

2026-10-05 · 35 answers

Latest assessed collection · API benchmarks



Sources shaping answers

Citations per 100 assessed answers over time; total citations by domain below

2026-09-07–2026-10-05 · 179 answers



Cited sources

Observed citations, grouped by domain. A citation is not proof of endorsement.

Domain	In range	Latest
research.example.com	40	8
industry.example.com	40	8
news.example.com	39	7
agency.example.com	10	10

How these results are measured

These results are samples of model answers. Answers in ChatGPT, Claude, and Gemini apps can differ. Changes do not prove that a particular edit caused them. Broad market (no local targeting). Sampled API benchmarks with web search; results do not represent provider consumer applications. Failed and unclassified answers are excluded from rates. Any-citation rate means answers with a source, not necessarily about the brand. Owned citations match configured owned domains. Brand-relevant citations are owned sources or citation excerpts naming the brand; unidentified relevance is not inferred. Branded and non-branded questions are reported separately. Only reviewed implementation briefs linked to this collection appear as priorities. Answers awaiting analyst review are labeled. Range visibility averages classified answer prominence (0/35/70/100); unknown prominence is unscored. Organization share of voice counts one literal tracked-name or alias mention per organization per answer. Sentiment excludes answers without a brand mention. Media mix counts unique cited URLs per answer; earned requires recorded media classification, and unresolved source types remain unclassified. Tracked terms count literal phrase presence once per assessed answer; term share divides by mentions across the selected terms. Key terms are repeated words and adjacent word pairs, not a semantic topic model. Media and sentiment trends retain unclassified and unknown categories. Changes are descriptive, not causal claims.