Optivara

Solution Overview

Generative Engine Optimization Impact Assessment
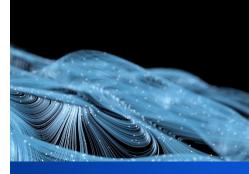
Traditional Search Rewired

Traditional search is quietly being rewired, with nearly half of users already using AI-powered search, and analysts estimate that up to 50% of current search traffic is at risk as AI "front doors" like ChatGPT, Gemini, Perplexity, and Copilot move answers upstream in the buyer journey. At the same time, nearly 60% of Google searches now end without a click, as users get what they need from the AI overview on the results page.

The impact is already visible in the numbers. Recent analyses show that 73% of B2B websites experienced significant SEO traffic losses between 2024 and 2025, with **an average year-over-year decline of 34%**, even when rankings are stable or improving. When Google's AI overviews appear, organic click-through rates drop by more than 60%, meaning far fewer visitors reach even the best-performing pages. In higher education, one study found that the presence of AI Overviews drove a 70–90% decline in organic clicks for top-ranking university pages, as prospective students get program and tuition information directly from AI summaries rather than institutional sites.

Generative Engine Optimization (GEO) is about treating this as a board-level visibility and revenue issue, not just an SEO tweak. Instead of only optimizing for blue links, the Optivara GEO Impact Assessment gives you an evidence-based view of what AI engines are saying about your brand, why they say it, and how to improve your placement and sentiment in those answer experiences. In a world where AI is rapidly becoming the new gatekeeper to demand, enrollment, and talent, GEO is the control point that ensures your story, not someone else's, shows up when those conversations.

Optivara GEO Impact Assessment

The Optivara GEO Impact Assessment focuses on evaluating how your company is represented to prospects, customers, media, and prospective employees in AI answer engines and modern AI-powered search experiences. We will arm your teams with the data to turn those insights into an action plan that improves your brand narrative, increases the impact of all your marketing efforts, and supports customer acquisition.

Industry-Tuned Assessment

Using the Optivara Insights platform, we run a **comprehensive GEO benchmark assessment of more than 1,000 queries and analytic vectors,** leveraging our proprietary industry-tuned model to replicate real user interactions across the conversational agents your prospects and customers use. We then quantify your performance with a Generative Placement Score (GPS) that's adjusted to weight the agents by their use in your industry. The Optivara report identifies the sources driving AI conversations with your target audiences about your brand, offerings, and experience.

The engagement concludes with working sessions for your SEO/demand generation teams and marketing leadership, with optional add-on sessions with your Sales and HR teams. Ongoing monthly or quarterly reviews are available to continue tracking your action plans and progress. Each engagement includes 6 months of access to our insights platform upon public launch.

Engagement Objectives & Key Deliverables

- **Evidence-Based GEO Benchmark & GPS Scorecard**: Proprietary industry benchmarked insight into how AI answer engines describe your company vs. competitors you select, summarized in a Generative Placement Score (GPS) to track progress over time.
- **AI Footprint Map:** The list of the pages, profiles, reviews, and third-party sources most influencing AI conversations about your brand, offerings, and employee experience.
- **Marketing Insight Pack**: Strategic takeaways for marketing leadership on brand perception, pipeline impact, and commercial performance across AI conversational systems, with clear implications for messaging and campaigns.
- **Executive Readout & Working Sessions**: Practical walkthrough with SEO/demand generation and marketing leaders centered on what to change now and what to monitor over time.
- **6-Month Insights Platform Access**: Access to the Optivara insights platform to monitor GPS, sentiment trends, and page-level drivers as you execute the action plan (available when publicly launched).

Engagement Approach and Timeline

Our standard engagement runs 2–4 weeks. It starts with a kickoff call to align objectives, confirm scope, and validate a short discovery document (typically takes less than 1 hour to complete). Once inputs are received, Optivara configures and runs the GEO assessment, validates outputs, tunes queries, and prepares the key insights and recommendations. We then deliver the results in a focused working session with SEO/demand generation and marketing leaders. For clients who need to move faster, such as ahead of board meetings, annual planning, or in response to quarterly performance, we offer a premium service that compresses this into a multi-day sprint following the same flow: discovery, platform run, internal review, and a final client review and working session.