

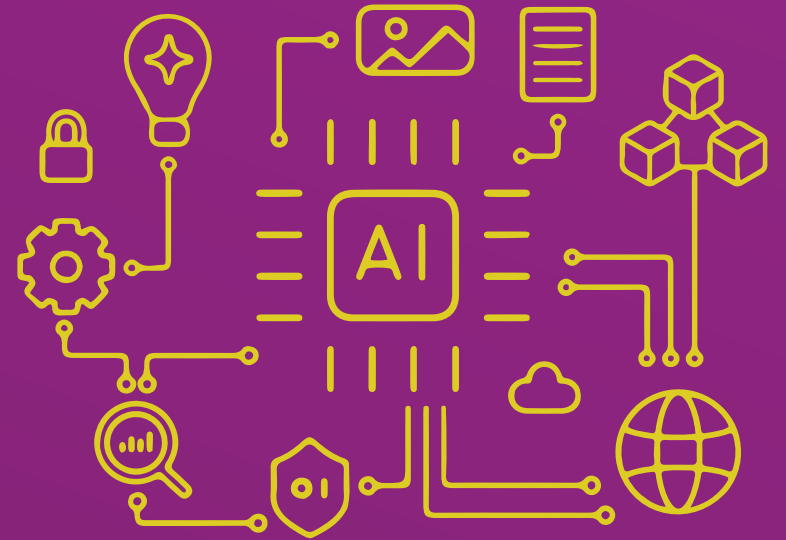
CONTEXT & CREDIBILITY: YOUR GEO ADVANTAGE

Why Communications and Digital Marketing
Must Adapt to the Generative Era



Business Communications

a **G&S** Agency



The Shift

From Headlines to Generative Engines



- Traditional earned media gave brands credibility through **trusted journalists and outlets**.
- Today, LLMs act as the new gatekeepers, **summarizing, contextualizing, and amplifying** stories.
- Visibility now depends on **how relevant, credible, and structured** your content is in the generative ecosystem.

What is GEO?

- **Generative Engine Optimization (GEO):** The practice of optimizing your content for understanding, trust, and discovery by LLMs.
- Beyond SEO, it's about **answer-first, context-rich, and structured storytelling** that AI can parse and cite.
- GEO = the intersection of **earned media credibility** and **digital marketing precision**.



THE BIG STATISTIC:

89% of AI citations come from earned media.*

The “What is AI Reading?” Report, part of **Generative Pulse by Muck Rack** found that the overwhelming majority of links cited by LLMs come from earned media, with nearly a third directly from journalistic coverage.

The key takeaway - credibility still rules. The more credible your brand is in the media, the more likely it is to be surfaced by AI.

* Source: “What is AI Reading?”, Generative Pulse by Muck Rack, 2025.

The Muck Rack logo is displayed in a large white circle. The logo itself consists of the words "MUCK" and "RACK" stacked vertically in a bold, dark blue, sans-serif font.

**MUCK
RACK**

More about the report:

**Generative Pulse
by Muck Rack**

Earned Media Advantage

Earned is Still the Engine

- Journalists and trusted outlets are the most-cited sources for AI after general education sources.
- Communications must continue to deliver **credible, contextual stories** that can be amplified not only in headlines, but also in AI-generated answers.
- Think of every earned placement as a **signal** to LLMs about your authority.



Structuring Digital Marketing

On-Page = Contextual Relevance

- Ensure websites and digital hubs are **answer-ready**:
 - Clear headlines
 - Q&A sections
 - Comparison tables
 - Industry term definitions
- Multi-format (text, video, audio transcripts) enhances discoverability.
- Content must be **comprehensive + easy for AI to parse**.



Schema & Structure

Speak the Language of AI

- **Implement schema markup** (FAQPage, Article, HowTo, Product, Q&A) across your website pages, blogs, and press rooms, anywhere your brand story lives online.
- **Use semantic HTML and structured data** so AI crawlers can easily interpret your site's content, relationships, and entities.
- Ensure your **website architecture and technical SEO** are optimized so AI engines can crawl, index, and surface your content without friction.
- **Think of schema as the metadata of trust**, positioning your site as a reliable source ensures your story isn't overlooked.



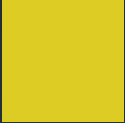
Social as Contextual Signals

The Role of Social

- Social media increasingly feeds into generative AI answers.
- Posts, engagement, and influencer content **act as relevance signals** alongside owned and earned media.

Strategic Imperative: Align social storytelling with GEO goals, making sure key narratives are reinforced across channels.





Why Now

The Urgency of GEO

- Search has shifted: the “10 blue links” era is over, AI overviews and answer-first discovery dominate.
- Competitors are already optimizing. Standing still risks invisibility.
- GEO is not optional, it is the new battleground for **brand relevance and credibility**.

THE TAKEAWAY

**Context and credibility
are your GEO advantage.**

Let's Build Your GEO Advantage

Contact our team of experts to learn more about how you can make context and credibility your GEO advantage.

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