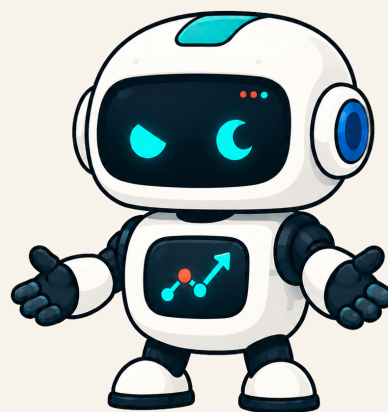


FROM SIGNUP TO YOUR FIRST USEFUL FINDING

GETTING STARTED.

A plain-English guide to creating your workspace, connecting optional first-party data, running a bounded baseline, and acting on evidence-backed results.



BUILT FOR BUSINESS OWNERS AND MARKETERS

No code or new tracking pixel required.

BEFORE YOU BEGIN

Set aside about 10–15 minutes. You can run the website baseline without connecting Google, and you never need to supply AI-provider API keys.

Have these ready

Your name and email; your business name; the exact website you are authorized to assess; billing details; and, only if you choose to connect Google, an account that can view the correct Search Console or GA4 property.

What GEO does not need

No website embed, no new tracking pixel, no ChatGPT/Claude/Grok/Perplexity keys, and no write access to Google. Site-change access is separate, optional, narrowly scoped, and approval-gated.

THREE PRODUCT BOUNDARIES

NO EMBED

Enter an authorized URL. The audit does not require a custom tracking script.

READ-ONLY GOOGLE

Optional Search Console and Analytics context cannot change either account.

NO INVENTED RESULTS

Unavailable and not-observed evidence stays labeled instead of becoming a fake pass or failure.

YOUR FIRST SESSION

01

Create your account

Sign up with your name and email. Existing users should choose Log In.

02

Add your business + site

Enter the exact authorized domain and review the public-beta terms.

03

Activate your plan

Complete secure Stripe checkout for the plan shown in your workspace.

04

Connect Google—optional

Grant read-only access, then choose the exact Search Console and GA4 properties you can view.

05

Run your website baseline

GEO retains dated page evidence for the criteria it evaluates.

06

Run AI-question checks

Your plan's approved question panel measures supported AI services within fixed spending limits.

07

Review + act

Start with the executive report and priority queue, then open the evidence or fix kit you need.

Payment boundary: your card details are handled by Stripe and are not stored by This Is GEO. A scan starts only when you request it from your active workspace.

GOOGLE + YOUR AI TEAM

Google and the six GEO specialists answer different questions. Connect only the first-party properties you choose; GEO manages supported AI-provider measurements for you.

SEARCH CONSOLE

Search impressions, clicks, landing pages, and—only when Google exposes it for that exact property—an isolated AI Mode / AI Overviews report.

GOOGLE ANALYTICS 4

Landed sessions, engagement, acquisition, and identifiable AI-assistant referrals. It cannot measure an unclicked citation.

PROPERTY-SPECIFIC

Choose the verified Search Console property and GA4 property after read-only authorization. GEO never assumes a Google AI report exists.

MEET THE SPECIALISTS

GEO

Explains results and coordinates next steps.

SCOUT

Checks crawler access and retrieval conditions.

LINK

Checks entities, facts, schema, and relationships.

QUILL

Creates evidence-grounded content plans and drafts.

PROOF

Strengthens claims, citations, and authority.

ECHO

Tracks questions, competitors, mentions, and sources.

KNOW YOUR WORKSPACE

Start with Overview. Move deeper only when you need the evidence or implementation detail behind a result.

Overview

Status, next step, headline evidence, and priority fixes.

GEO Readiness

Transparent /50 assessment with explicit evidence requirements.

AI Visibility

Dated external observations; separate from website readiness.

Growth Tools

Questions, gaps, competitor context, and plain-English priorities.

Actions

Fix kits and eligible approval-gated GEO Action help.

Connections

Optional read-only Google and scoped website access.

Reports

Retained evidence, executive summary, and release history.

BEST FIRST MOVE

Open Overview, complete the current guided step, and use the highest-priority verified fix before exploring secondary metrics.

READ THE EVIDENCE

A missing citation does not prove your page was never considered. The visibility funnel preserves what was actually observed.

1 ACCESSIBLE

The page could be reached under the tested conditions.

2 RETRIEVED / ENCOUNTERED

The run produced evidence that the source was encountered.

3 CITED

The answer linked to or identified the source as a citation.

4 MENTIONED / RECOMMENDED

The brand appeared in the answer or recommendation.

Keep the two truths separate. GEO Readiness evaluates observable website and authority conditions. AI Visibility records dated external observations. One does not automatically prove the other.

KEEP IMPROVING

Your first report is a baseline, not a finish line. Ongoing monitoring shows what changed, what needs attention, and whether later observations moved in the right direction.

VISIBILITY PULSE

Track approved questions on the cadence included in your plan. Provider, model, date, locale, answer, citations, and cost stay attached to each observation.

EVENT ALERTS

Surface meaningful changes—new mentions, lost citations, competitor displacement, crawler-access changes, or answer drift—with a plain-English next step.

MONTH-TO-MONTH

Compare readiness, observed visibility, priority work, and imported first-party evidence without presenting correlation as guaranteed causation.

DID IT WORK?

Connect an approved change to its verification receipt and later observations so you can see evidence of improvement over time.

Transparent by design: unsupported providers remain labeled as coming after acceptance testing. Missing Google or AI-provider evidence stays unavailable rather than becoming a zero or a made-up result.

FIX WHAT MATTERS FIRST

Start with critical access blockers and high-impact, high-confidence wins. Use the retained evidence and verification test in each fix kit.

- 1 Confirm the finding and affected page.
- 2 Review impact, effort, confidence, and implementation notes.
- 3 Make the change, hand off the developer-ready ticket, or use eligible GEO Action help.
- 4 Verify the change and compare later evidence—not just the headline score.

NEED HELP?

WE SPEAK BUSINESS OWNER.

Send the page URL, the step you were on, and a screenshot. Do not email passwords, API keys, payment details, or private customer data.

support@thisisgeo.ai