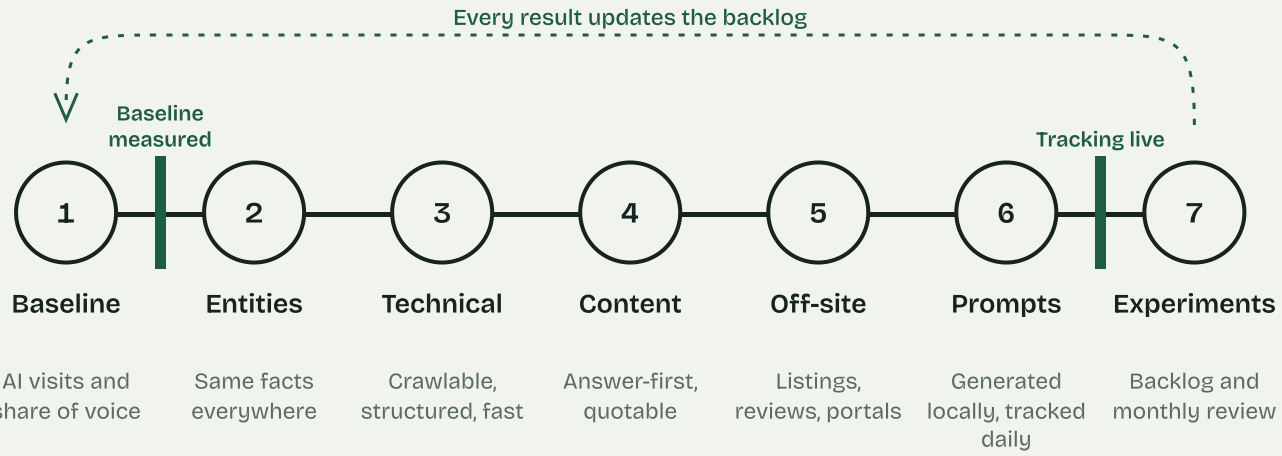


Dominik Heinrich, multi-cloud DevOps & AI solution architect

GEO Adaptation Framework: get your brand into AI answers

How I make companies visible in ChatGPT, Gemini, Perplexity and Google's AI features, built on solid SEO: measure first, fix the basics, become worth quoting, and track it with Semrush and Peec AI.



Seven steps, two gates. Measure first, change one thing at a time, read the trend.

From a recent GEO engagement for a European hospitality platform, anonymized

10 prioritized experiments	**~150** landing pages in prompt research	**3** phases: assess, select, sprint	**2** proofs of concept: portal publishing and an article generator

The seven steps

Measure first, then change one thing at a time. Tick them off as they go live.

01 Measure the baseline

- [ ] **AI-referred visits:** an analytics channel for chatgpt.com, perplexity.ai, gemini.google.com, copilot.microsoft.com and similar. It is a lower bound, since some assistants send no referrer.
- [ ] Google Search Console, including the generative AI performance report for AI features in Search.
- [ ] Share of voice on a tracked prompt set against three to five named competitors, before anything changes.

02 Make your entity unambiguous

- [ ] One source of truth for name, address, phone, opening hours, prices and what you offer.
- [ ] A complete Google Business Profile, a real about page, and a Wikidata item if you are notable.
- [ ] The same spelling of brand and people everywhere. Contradictions make AI answers skip you.

03 Fix the technical basics

- [ ] **robots.txt per bot:** allow Googlebot, Bingbot, OAI-SearchBot and PerplexityBot; decide on training bots such as GPTBot and Google-Extended separately.
- [ ] Test CDN and firewall rules with each crawler's user agent. A silent 403 is the most common blocker.
- [ ] schema.org JSON-LD per template that matches the visible page, plus Core Web Vitals: LCP within 2.5 s, INP under 200 ms, CLS under 0.1.

04 Write content worth quoting

- [ ] Answer the heading's question in the first two sentences, then go into detail.
- [ ] Concrete numbers, dates, own data and sources; comparison tables, step lists and short FAQs.
- [ ] Merge thin pages and keep a visible update date. Skip 'chunking' hacks and AI text files as a strategy.

05 Strengthen off-site signals

- [ ] Find the sources the assistants cite for your prompts: review sites, portals, directories, media.
- [ ] Complete, consistent listings on those portals, published automatically from your own data.
- [ ] Collect reviews and answer the critical ones; earn mentions with the same facts you publish.

06 Research and track prompts

- [ ] Prompts per landing page, intent and language, generated by an open model such as Qwen running locally, so no content leaves your network.
- [ ] A person reviews a sample; branded and unbranded prompts stay in separate sets.
- [ ] Load them into the Semrush AI Visibility Toolkit or Peec AI, which run every prompt daily on the assistants you choose.

07 Run experiments, govern monthly

- [ ] Every finding becomes an experiment: hypothesis, owner, metric and date, ranked by impact and effort.
- [ ] Read trends over two to four weeks, never a single day; AI answers vary from run to run.
- [ ] **A one-page monthly report:** visibility, share of voice, top cited sources, AI-referred visits and leads.

Rolling it out, by company size

Startup: baseline, entity facts and around 30 tracked prompts within a week, then one experiment at a time.

Mid-sized company: one market and language first, prompts per key page, a monthly review with marketing.

Enterprise: legal review of tools and data flows, local models for prompt generation, an owner per country and a shared experiment backlog.

Mistakes I see most often

- Starting with llms.txt or other 'AI files' instead of the basics.
- Blocking AI search crawlers by accident in the CDN or firewall.
- Ten generic prompts and a dashboard instead of prompts per page and intent.
- Judging success by a single day, although AI answers change from run to run.
- Different names, hours or prices on the website, the business profile and the portals.

Ways to work together

The same quality for a ten-person startup and a global group. The format adapts to you.

Startups

Fractional DevOps & AI lead

A few days a month: architecture, the release pipeline and AI features, so the founders can focus on customers. From prototype to production without a rewrite.

Mid-sized companies

A project with a clear outcome

A defined goal like a lower cloud bill, a migration or the first AI agents in production, with a fixed scope, weekly progress and a handover your team can run.

Enterprises

An architect inside your teams

Embedded with your platform, security and product teams: architecture decisions, governance for AI and regulated environments. For larger scopes I bring a trusted senior team.

How I work

Decisions written down: architecture decision records with the trade-offs, so your team knows why, not just what.

Secure by default: OIDC and managed identities, least privilege, secrets in a vault, an audit trail.

Operated, not just delivered: SLOs, alerts on business outcomes and an incident routine.

Measured: cost, lead time, uptime and hours saved, reported every week.

Knowledge stays with you: runbooks, docs and workshops for your team.

One point of contact who talks to engineering and to management, in German, English and Spanish.



Want to know how AI assistants talk about your company?

Book a 30-minute call

E-mail mail@dominikheinrich.ch
Web dominikheinrich.ch

Available worldwide, remote. On-site on request, depending on the country.