

Generative Engine Prompt

Copy and paste this into Claude (ideally using **Claude 3.5 Sonnet** or **Claude 3 Opus**).

Prompt:

"I want you to act as a **Generative Engine Optimization (GEO) Monitor**. Your goal is to help me track my brand's 'Share of Answer' in a zero-click world.

The Objective: Analyze how AI models synthesize information about my brand [Insert Your Brand Name] compared to competitors [Insert Competitor A, B, C].

Task 1: Search Simulation Use your web search capabilities (or simulated research) to find the current 'AI Overview' or 'Generated Response' for the following 5 queries:

1. [Query 1 - e.g., 'What is the most reliable CRM for startups?']
2. [Query 2]
3. [Query 3]
4. [Query 4]
5. [Query 5]

Task 2: Metric Extraction For each response, please generate a table with the following columns:

- **Query:** The question asked.
- **Primary Answer:** Which brand was recommended first/most prominently?
- **Citations:** Did our brand receive a citation? (Link, Footnote, or Mention).
- **Sentiment/Context:** Was our brand mentioned as a 'Leader', an 'Alternative', or 'Not Mentioned'?

- **Authority Ranking:** Based on the response, rank the top 3 brands by 'Inferred Authority' (who the AI seems to trust most).

Task 3: Gap Analysis Identify 'Citation Gaps.' For the queries where we were *not* cited but our competitors were, analyze the competitor's source. Is it a blog post, a review site, or a press release? Tell me what kind of content I need to create to displace them as the AI's primary source."