

We get you into the answer.

When a potential customer asks an AI instead of a search engine, there is no list of results to choose from. There is one answer. Whether your company appears in it is decided beforehand: by whether the AI knows you, classifies you correctly and draws on you as a source. **We build that foundation once and then run it continuously.**

WHAT YOU PAY, AND WHEN

Setup and operation are two separate services. **The setup creates the foundation; the operation maintains and develops your visibility on top of it.** There is no media budget: GEO runs without an ad account and without cost per click.

STAGE 01 — ONE-OFF

Setup

€1,490

€600 on commissioning, €890 on completion of audit and baseline. Question set, audit, baseline, entity and schema optimisation, initial content optimisation, citation strategy.

STAGE 02 — MONTHLY

Operation

€890

From the first full month after setup. Monitoring, adjustment, competitor comparison, reporting and access to the Visibility Board. The full amount, no further line items.

MEDIA BUDGET

Ad account

€0

Not required. No ads are placed, there is no cost per click and no third-party charges. What you pay is listed above in full.

INCLUDED IN THE SETUP

- **Prompt / question set** — 30 to 40 concrete questions that potential customers ask AI systems about your field of service; agreed together with you
- **Entity and schema optimisation** — structured data and unambiguous information so that AI systems can reliably classify your company, your services and how they relate
- **GEO audit** — where your company appears today in AI answers to these questions, both as a mention and as a cited source
- **Initial content optimisation** — your key service pages brought into a format AI systems can cite more easily: clear answers, verifiable statements, clean structure
- **Competitor baseline** — who is named in your place today for the same questions, and which sources the AI derives that from
- **Source and citation strategy** — analysis and expansion of the sources outside your website from which AI systems draw information about you

	SEO — CLASSIC SEARCH	GEO — AI ANSWER
Who chooses	The user. They see several results and decide for themselves which website to open.	The AI. It summarises which providers and sources it considers relevant before the user sees anything.
What decides	The website's ranking for a search term: content, links, technology.	Whether the AI knows the company, can classify it unambiguously and finds sources it is willing to cite.
What the user does	Clicks on a result. Rankings and clicks are directly measurable.	Reads the answer, often without a single click. Whoever is not named does not appear on this route at all.
How it is measured	Position per search term, impressions, clicks.	Share of customer questions for which you are named or cited, per AI system and compared with competitors.

WHAT WE INFLUENCE — AND WHAT WE DO NOT

GEO cannot be reduced to a single lever. We work on the foundations that help determine how AI systems classify and draw on information, and we systematically measure how your visibility develops as a result.

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| 01 Identify the relevant questions
Which questions do your customers ask an AI before contacting a provider? | 05 Analyse and expand the source base
Where does the AI get its picture of you, and which sources are missing? |
| 02 Measure existing visibility
Where are you named today, where not, and who stands there instead? | 06 Watch competitors
Who is gaining or losing mentions, and why? |
| 03 Structure company and services
Unambiguous entities and structured data instead of text open to interpretation. | 07 Measure visibility continuously
The same questions, asked regularly, across several AI systems. |
| 04 Make content citable
Clear answers to clear questions, substantiated and machine-readable. | 08 Refine the measures
Develop question set, content and sources further based on the measurements. |

What we do not promise: control over any single AI answer. No provider can dictate what ChatGPT or Gemini says in response to a specific question. We systematically improve the foundations for you being named, and we make the development of your visibility measurable month by month. A provider who guarantees you a position in the AI answer is selling something they do not control.

Visibility is a number you can verify

The basis is your question set: 30 to 40 questions that we put to several AI systems at regular intervals. For every question and every system we record whether and how you appear. This produces the metrics in the Visibility Board:

- 1. **Mention** — your company is named in the answer.
- 2. **Citation** — your website, or a source about you, is used as evidence.
- 3. **Position** — where you rank among the providers named.
- 4. **Visibility rate** — the share of questions for which you are named, per AI system and over time. We collect the same rate for your competitors.

AI answers vary from query to query. That is why we evaluate trends across repeated measurements, not individual answers. The starting value from the audit is the baseline against which every later development is measured.

WHAT YOU RECEIVE EVERY MONTH

THE OPERATION

Monitor, adjust, compare

- **Access to the Visibility Board** with prompt results, mentions, citations and positions per AI system
- **Competitor comparison** — the same questions, the same systems, your rate next to your competitors'
- **Monthly reporting** on visibility, development against the baseline and the measures implemented
- **Continuous refinement** of question set, content and source base based on the measurements

THE SUPPORT

One contact who knows your trade

- **A fixed contact person** instead of changing responsibilities
- **Monthly review call** — results, anomalies and the next measures, discussed together
- **Approvals with you** — no content goes live without your professional sign-off
- **Alerts on changes** — if mentions drop away or a competitor catches up, you hear it from us, not from the report

WHAT WE NEED FROM YOU

TERM

6 months min.

GEO visibility builds up over several months. Shorter periods do not yet show a reliable development against the baseline.

APPROVALS

< 48 h

Prompt content approvals, so that the setup does not stall. For this we need a subject-matter contact on your side.

WEBSITE ACCESS

CMS access

Structured data and optimised pages have to land on your website: via CMS access or through the person who looks after your site.

THE FIRST YEAR, CALCULATED OPENLY

You are not buying a one-off report but an ongoing operation: monitoring, adjustment and competitor comparison, month after month. **Every line item is fixed in advance.** There is no cost per click, no ad account and no performance-dependent charge.

Setup, one-off €600 on commissioning, €890 after audit and baseline	€1,490
Operation, 12 months at €890 Monitoring, optimisation, competitor comparison, reporting, board	€10,680
Media budget No ad account, no cost per click	€0
Total in the first year	€12,170

With the minimum term of six months the total is **€6,830** (setup plus six months of operation). Whether that pays off comes down to one question: what is a customer worth to you who finds you through an AI answer rather than through an ad you pay for per click? We settle that question in the first conversation, based on your trade, not in month four.

FOR COMPARISON: THE SAME WORK IN-HOUSE

GEO is a discipline of its own with its own tooling. In-house it usually ends up with the person who already looks after SEO or ads, and becomes a side task.

BUILD IN-HOUSE One position, several building sites — around €6,000 to €7,000 per month for an online marketing specialist, annual salary plus employer contributions, who additionally has to learn GEO — In practice barely covers GEO fully alongside SEO and ads — Monitoring tools, training and onboarding come on top — When the person leaves, the knowledge leaves with them	WITH US One team, one fixed amount — €890 per month for monitoring, optimisation, competitor comparison and reporting — A specialist who runs GEO, not a generalist getting up to speed — Platform, board and monitoring are included — The knowledge about your question set, your sources and your competitors is documented in the board, not in someone's head
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IF YOU ALREADY RUN ADS

GEO replaces neither SEO nor search ads; it adds the route on which more and more prospects no longer click on any search result at all. Clients already using our AI Performance Marketing have the GEO foundation included in their setup. This offer is aimed at companies that want GEO run on its own, without an ad account and without a media budget.

HOW WE START

01 First conversation

Trade, services, competitors, target region. We clarify whether GEO makes sense for you before you sign anything.

02 Order and question set

€600 on commissioning. Together we define the 30 to 40 questions against which your visibility is measured.

03 Audit and baseline

Your starting values and your competitors', documented in the board. Then the second instalment of €890.

04 Setup

Entity and schema optimisation, initial content optimisation of your key pages, citation strategy. Approvals stay with you.

05 Operation

From the first full month after setup: €890 per month, board access, monthly review call.

06 Development

Every month is measured against the baseline. What works is expanded; what does not is replaced.

WHERE AI ACTUALLY WORKS FOR US — AND WHERE A HUMAN DECIDES

■ **Monitoring** — common AI systems such as ChatGPT, Perplexity, Gemini and Google AI Overviews are queried automatically and regularly with your question set

■ **Content creation** — drafts of citable content are generated by machine; professional approval stays with humans: you and your account manager

■ **Anomalies** — changes to existing mentions are detected and reported; the interpretation is done by your account manager

■ **Reporting** — the figures are compiled automatically; the interpretation and the recommendation for the next month are written by your account manager

WHO WE ARE

A freelancer network, not an agency apparatus

Behind dabrock.ai is a network of independent specialists that has grown over years, each with their own field, coordinated by a shared management and sales function. No office tower, no overhead your budget has to carry. That is why the person working on your visibility is the one who actually runs GEO, not someone doing it on the side.

Since this year a start-up investor has been backing the further build-out; the Spanish company (S.L.) is being incorporated. Until then, the freelancer network invoices in the name of Michael Dabrock. We put this here because you should know it before placing an order, not when the first invoice arrives.

Check us out: our specialists are not placeholders in an org chart but people with names and track records. The starting point is [linkedin.com/in/michaeldabrock](https://www.linkedin.com/in/michaeldabrock); from there you will find the colleagues who would be working on your visibility.

You are not buying clicks. You are buying the answer that names your company.

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