GEO TEST & LEARN
YOUR TESTS WITH EDGESEO

WHY ACT NOW?

AI traffic may still represent a small share of overall traffic today, but it's growing rapidly and consistently.
Don't miss the shift towards AI search.

-15%
AVERAGE DROP IN ORGANIC TRAFFIC SINCE THE RISE OF GENERATIVE AI

+123%
GROWTH IN AI TRAFFIC BETWEEN SEPT. 2024 AND FEB. 2025

~2%
OF WEB TRAFFIC TODAY IS GENERATED BY LLMS

ACTIONABLE GEO LEVERS WITH EDGESEO

Make your pages AI-Friendly

- Convert HTML to Markdown
- Render third-party JS-injected content as static HTML
- Add contextual blocks just for AI bots (FAQs, summaries...)
- Structure your pages with targeted Schema.org tags (FAQ, Product...)

Control AI Bot Access

- Deploy an llms.txt file
- Test your exposure rules with GPTBot, ClaudeBot, PerplexityBot...

Maximise your semantic coverage

- Dynamically generate ultra-contextual faceted pages
- Easily deploy internal link boxes to connect pages matching the same intent
- Build thematic clusters optimised for LLMs

Run your GEO tests

- Create a test group and a control group of pages
- Measure impact on crawl, AI reuse, extraction frequency
- Iterate independently from IT teams

THE 7 KPIS TO TRACK FOR YOUR GEO TESTS

1. **AI CITATIONS :** Are your contents being reused?
2. **ATTRIBUTION RATE:** is your brand being cited?
3. **ANSWER COVERAGE:** How many queries do your pages answer?
4. **RETRIEVAL FREQUENCY:** Are your content chunks frequently retrieved?
5. **AI CRAWL SUCCESS:** Are your pages successfully crawled?
6. **ZERO-CLICK PRESENCE:** Is your content visible without a link?
7. **AI CONVERSION RATE:** Does this traffic convert?

For more information: