

GEO

Generative Engine Optimisation

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AI VISIBILITY

SEARCH SHIFT



driving business efficiencies with software and AI

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25+ years

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Twin focus

Tech Due Diligence +
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Works with investors and mid-sized businesses on tech risks, growth plans, systems, architecture, priorities, costs

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WHY IT MATTERS

What is GEO?

GEO is Generative Engine Optimisation

Sometimes called LLMO or AIEO

It's the art and science of raising the visibility of your brand, products or services so that LLMs and AI chatbots know who you are and mention or cite you in their results!



Search habits are changing

120M

Daily prompts at 3x growth

ChatGPT by end of 2025

14B

Daily searches

Google in 2025 — largely static

2029

Overtake?

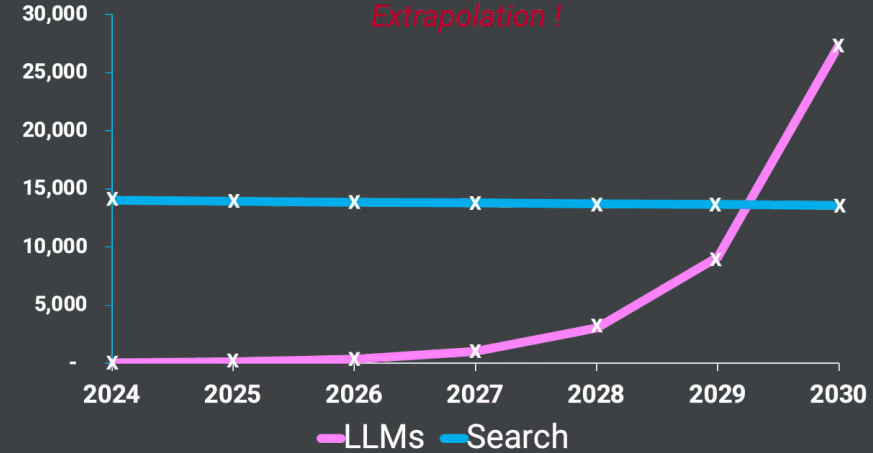
at current growth rate

but many nuances

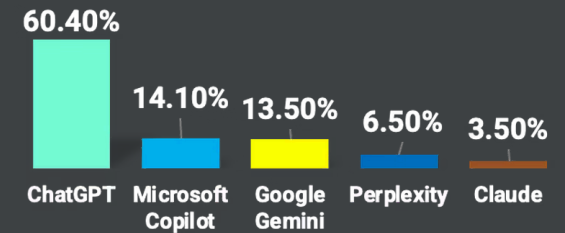
Users now asking complex, informational queries

The Relentless Rise of LLMs

Extrapolation !

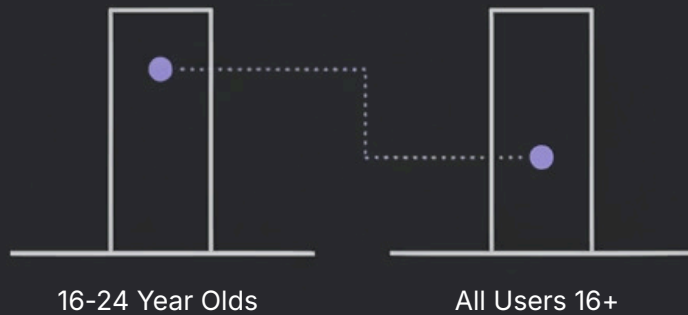


GenAI chatbot marketshare, USA, August 2025



Source: [ElectrolQ](#)

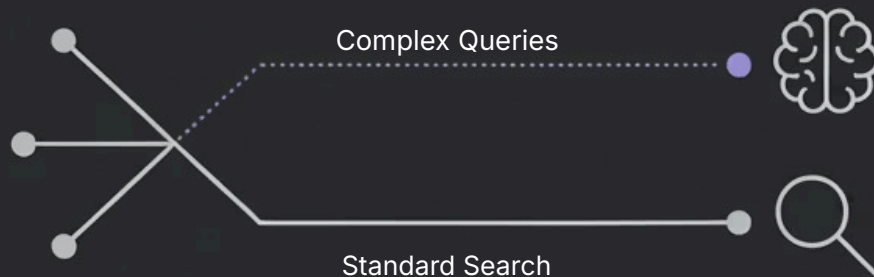
Why now? / What now?



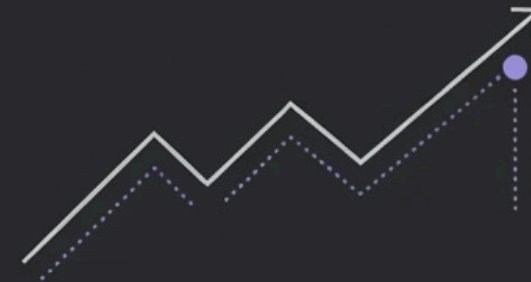
78% of 16–24 year olds use GenAI,
v. 41% of all users



- 47% of GenZ discovered a new brand or product in ChatGPT v. 36% of all ages



53% of ChatGPT users make Complex queries
v. 36% in standard Google search



ZeroClick is on the rise, with 58% of Searches
resulting in ZERO click-throughs

2025 was a formative year: discovery, answers and next actions increasingly happen inside AI tools.

Simple Query v. Complex Query

asked of Traditional Search

"flights London to Rome"

RESULTS

- [Skyscanner — Compare cheap flights](#)
skyscanner.net
- [Google Flights — London → Rome](#)
google.com/flights
- [British Airways direct routes](#)
britishairways.com

✓ Fast, accurate — sends you straight to booking tools

asked of AI chatbot

"what is the best time to visit Rome? I am a solo traveller on my first trip to Rome and I want to avoid the crowds."

RESPONSE

April-May or September-October are ideal. Crowds peak in July-August and Easter week. As a solo traveller, shoulder season gives you cooler temps, shorter queues at the Colosseum, and easier hostel availability. Book the Vatican Museums early regardless of when you go.

✓ Synthesises multiple factors into one tailored answer

Build on solid SEO foundations



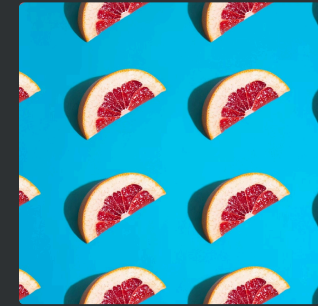
Back links

Local business communities and industry bodies



Keywords

Relevant phrases across key pages

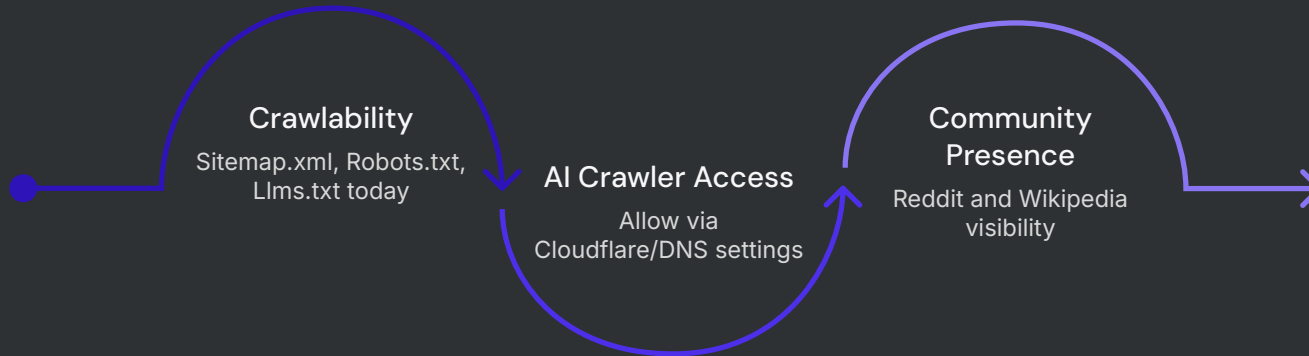


Quality content

Local news, industry news, magazines, webinars

Your brand presence must extend beyond your website.

Fix for GEO: today



Start with crawlability.

- Sitemap.xml, Robots.txt, Lms.txt
- Check Cloudflare is not AI bot blocking (*since 1st July 2025*)
- Reddit and Wikipedia visibility

Sitemap.xml

<https://www.noremo.uk/sitemap.xml>

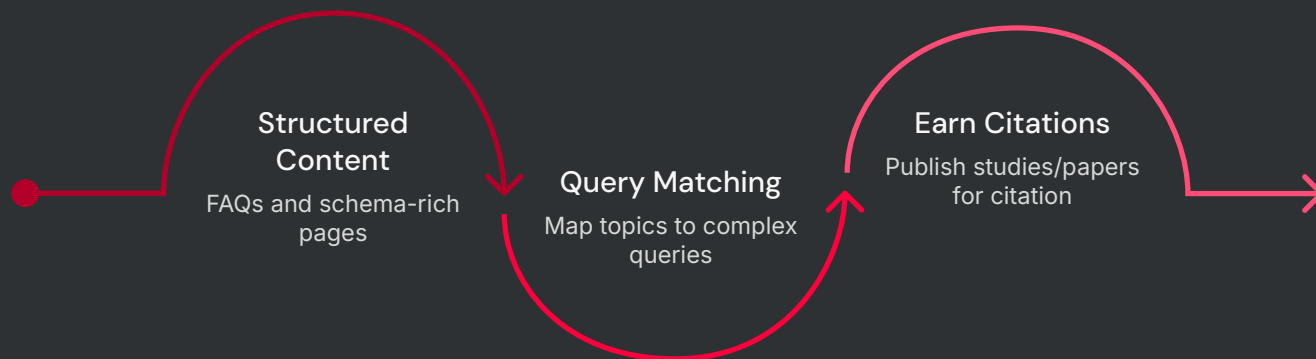
```
sitemap.xml
1  <?xml version="1.0" encoding="UTF-8" ?>
2  <urlset
3      xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
4      xmlns:xhtml="http://www.w3.org/1999/xhtml">
5      <url>
6          <loc>https://www.noremo.uk</loc>
7          <lastmod>2006-01-01</lastmod>
8          <changefreq>yearly</changefreq>
9          <priority>0.7</priority>
10     </url>
11     <url>
12         <loc>https://www.noremo.uk/news</loc>
13         <lastmod>2006-05-01</lastmod>
14         <changefreq>monthly</changefreq>
15         <priority>0.7</priority>
16     </url>
17     <url>
18         <loc>https://www.noremo.uk/news/tech-dd-informing-value-creation</loc>
19     </url>
20 </urlset>
```

Llms.txt

<https://www.noremo.uk/llms.txt>

```
llms.txt
1  # Noremo
2
3  > Noremo UK Ltd is a consulting and technology firm that helps Private
4  Equity firms and their Portfolio Companies drive business efficiencies
5  through software and AI.
6
7  ## Services
8
9  - [Tech Due Diligence](https://www.noremo.uk/what-we-do#tech-due-diligence):
10 Independent technology assessments for Private Equity investors to de-risk
11 acquisitions and validate technology assets before deal completion.
12
13 - [Tech Strategy](https://www.noremo.uk/what-we-do#tech-strategy): Strategic
14 technology guidance to help business leaders plan and execute their next
15 phase of growth.
16
17 - [Exit Preparation](https://www.noremo.uk/what-we-do#exit-preparation):
18 Support Portfolio Companies' technology and operations teams prepare for a
19 successful exit.
20
21 ## Contact & Company Information
22
23 - Website: https://www.noremo.uk
24 - Email: info@noremo.uk
25 - Registered Office: 124 City Road, London, EC1V 2NX, United Kingdom
26 - ICO Registration Number: Z200837X
27 - [Get in Touch](https://www.noremo.uk/contact)
28 - [Privacy Policy](https://www.noremo.uk/privacy-policy)
```

Fix for GEO: next 3 months



- FAQs + structured content
- Topics + complex queries
- Academic studies — get cited

Earn stronger citations.

FAQs

Frequently asked questions

What is the best time to visit Rome to avoid crowds? ▼

Is Rome good for solo travel, and which months suit solo travellers best? ▼

Which months should a first-time visitor avoid? ▼

Structured Content

Season comparison: at a glance

How each period rates for first-time solo visitors on key factors.

Season / period	Weather	Crowds	Solo vibe	Cost	Verdict
Late Sep - Oct	Warm, sunny, 17-27 °C	● Low-medium	Active hostel scene, great for group tours	Moderate	Best overall Ideal balance of weather, crowds & cost
Apr-May (ex. Easter)	Mild, 16-24 °C, occasional rain	● Medium-high	Buzzing social scene, easy to meet people	High	Good Beautiful weather but book everything early
Nov - early Dec	Cool, 12-17 °C, some rain	● Low	Quieter, suits self-guided exploration	Low	Hidden gem Atmospheric, affordable, very relaxed

GEO Tools

To boost your AI visibility

- Several out there
- **Topics** for Prompts and Complex Queries
- Scoring on AI visibility, Sentiment, Citations



QUESTIONS

FOLLOW UP

Let's continue the conversation

What other questions do you have?

. . . on GEO or other AI topics, please get in touch.

Matt and Tom would be very happy to join a follow-up call.

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