
WORDPRESS HONG KONG MEETUP

Generative Engine Optimization

How to get your WordPress site cited by ChatGPT, Perplexity, Gemini, and Google AI Overviews

Ivan So · AI & SEO/GEO Trainer, HDcourse · 30-minute lightning talk

ABOUT THE SPEAKER

Ivan So

AI & SEO/GEO Trainer · Founder, HDcourse

With over two decades in SEO, I've dedicated my career to understanding the ever-evolving landscape of search and digital marketing — now focused on helping clients boost their online presence and drive meaningful traffic through generative AI search.



20+ years in SEO

A career spent tracking how search keeps changing



400+ WordPress sites managed

Hands-on experience across client site builds



200+ GenAI training sessions

Delivered for corporate & government clients



17,000+ Udemy students

Taught prompt engineering, SEO/GEO & automation



WordPress.org community badges

Meetup & WordCamp Organizer, WordCamp Speaker, Polyglots



50 sites built for testing

Dedicated builds for SEO experimentation



5× Amazon bestselling author

Published across SEO and digital marketing



Official partner: Mailchimp & MailerLite

Recognised partner status in Hong Kong

What we'll cover in 30 minutes

01

Why GEO matters

The search behaviour shift behind AI answers

02

SEO vs. AEO vs. GEO

Three surfaces, one shared foundation

03

9 Princeton GEO methods

Evidence-based tactics, ranked by boost

04

Structure & schema

Answer-first content and FAQPage markup

05

Platform playbook

ChatGPT, Perplexity, Google, Copilot, DeepSeek

06

WordPress checklist

What to ship this week

Which AI tool do you check first — before Google?

- ChatGPT
- Perplexity
- Copilot
- Still just Google
- I don't check any

Which tactic boosts AI citation the most?

- Keyword stuffing
- Citing sources
- Longer content
- Technical jargon



Hold that thought — we'll reveal the real data later in the talk

Search is no longer just a results page

More queries are answered directly inside AI chat interfaces — before a user ever clicks a blue link.

Zero-click

The answer appears on the results page — no visit, no attribution, unless you're cited

13–26%

of searches show an AI Overview

Cited, not ranked

AI engines choose a handful of sources to quote — no position #1 to fight for

–30 to –60%

organic CTR at position 1 when one appears

New surfaces

ChatGPT, Perplexity, DeepSeek and Copilot are now discovery channels too

58–65%

of Google searches end with no click

Semrush, Ahrefs, Conductor, BrightEdge, Seer Interactive — data Jan–May 2026. Ranges reflect different study panels and methodologies.



***“AI search engines don't rank pages —
they cite sources. Being cited is the
new ranking #1.”***

THE CORE IDEA BEHIND EVERYTHING THAT FOLLOWS

Three surfaces, one shared foundation

AEO and GEO overlap heavily in practice — what matters most is structuring content to be extractable and citable, not which acronym you use.

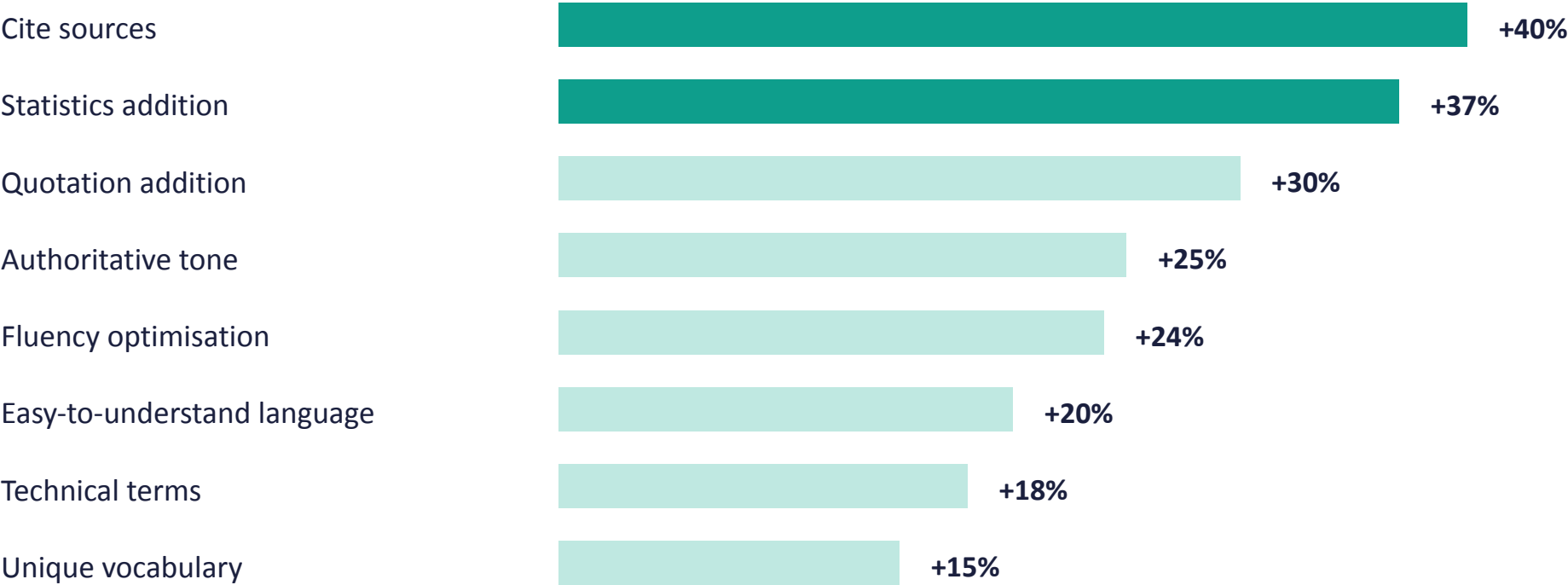
	SEO	AEO	GEO
Goal	Rank #1 on a results page	Be the direct answer — snippet, voice, position zero	Get cited inside the AI answer
Measured by	Position, clicks, CTR	Featured snippet & voice capture	Citation frequency, share of voice
Content shape	Keyword-optimised pages	Concise, extractable answer blocks	Answer-first, fact-dense passages
Trust signal	Backlinks, domain authority	Clean, structured formatting	Statistics, citations, structured data

All three still require the same thing underneath: a crawlable, indexable, fast site. That's not a fourth row — it's the floor all three stand on.

THE RESEARCH

9 Princeton GEO methods, ranked

Measured visibility boost from the GEO benchmark study



Keyword stuffing -10% · avoid — actively hurts AI visibility

Source: Aggarwal et al., "GEO: Generative Engine Optimization" — Princeton University, peer-reviewed, presented at KDD 2024 (ACM's top data-mining conference)

Is the 2024 study still current?

Short answer: it's the founding paper, not the final word — treat it as the framework, not the freshest data point.

WHAT'S DATED

- Tested on GPT-3.5-turbo — not how ChatGPT, Perplexity or Copilot retrieve and cite today
- Predates Perplexity, Copilot and Google AI Overviews as they exist now
- Synthetic benchmark: ~5 competing sources per query — inflates relative gains vs. the real web
- A 2026 critical survey argues commercial GEO claims have outpaced the evidence

CITE ALONGSIDE IT (2025–26)

- Google top-10 vs. AI citation overlap fell from ~75% to 17–38% in early 2026 (BrightEdge / Demand Local)
- Backlinks & domain authority still correlate with AI citation, Pearson 0.65 (Semrush, 2025)
- Retrieval relevance & position beat on-page rewrites — 252K-trial study (Vishwakarma et al., 2026)
- 44.2% of citations pull from the first 30% of a page (Zyppy, 2025) — supports answer-first structure

Fluency + Statistics

= maximum GEO visibility boost



Statistics

Every claim gets a number. "37% boost" beats "a big improvement."



Fluency

Short paragraphs, clean grammar, natural flow — easy for a model to quote.

Write for extraction, not just for reading



Answer-first format

Put the direct answer in the first sentence — before the backstory.



Bullets & numbered lists

Easier to lift into a generated answer than dense prose.



Short paragraphs

2–3 sentences max keeps passages quotable on their own.



Clear H1 > H2 > H3

A logical heading hierarchy tells the model what belongs together.



Tables for comparisons

Side-by-side data extracts cleanly — see the earlier table.



Cite your own sources

The single highest-boost tactic measured: +40%.

FAQPage schema: +40% AI visibility

A JSON-LD block that mirrors your answer-first content — many WordPress SEO plugins generate this for you.

```
{
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is GEO?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "GEO is optimising
content so AI engines
cite it, backed by
statistics and sources."
    }
  }]
}
```



Match your visible content

Don't invent an answer only for the schema.



One block per FAQ section

Group related questions per page.



Validate before shipping

Use Google's Rich Results Test.

Make sure the AI crawlers can reach you

Check robots.txt — none of the GEO tactics matter if the bot is blocked



Googlebot

Google + AI Overviews



Bingbot

Bing + Copilot



PerplexityBot

Perplexity citations



ChatGPT-User

ChatGPT browsing



GPTBot

OpenAI retrieval



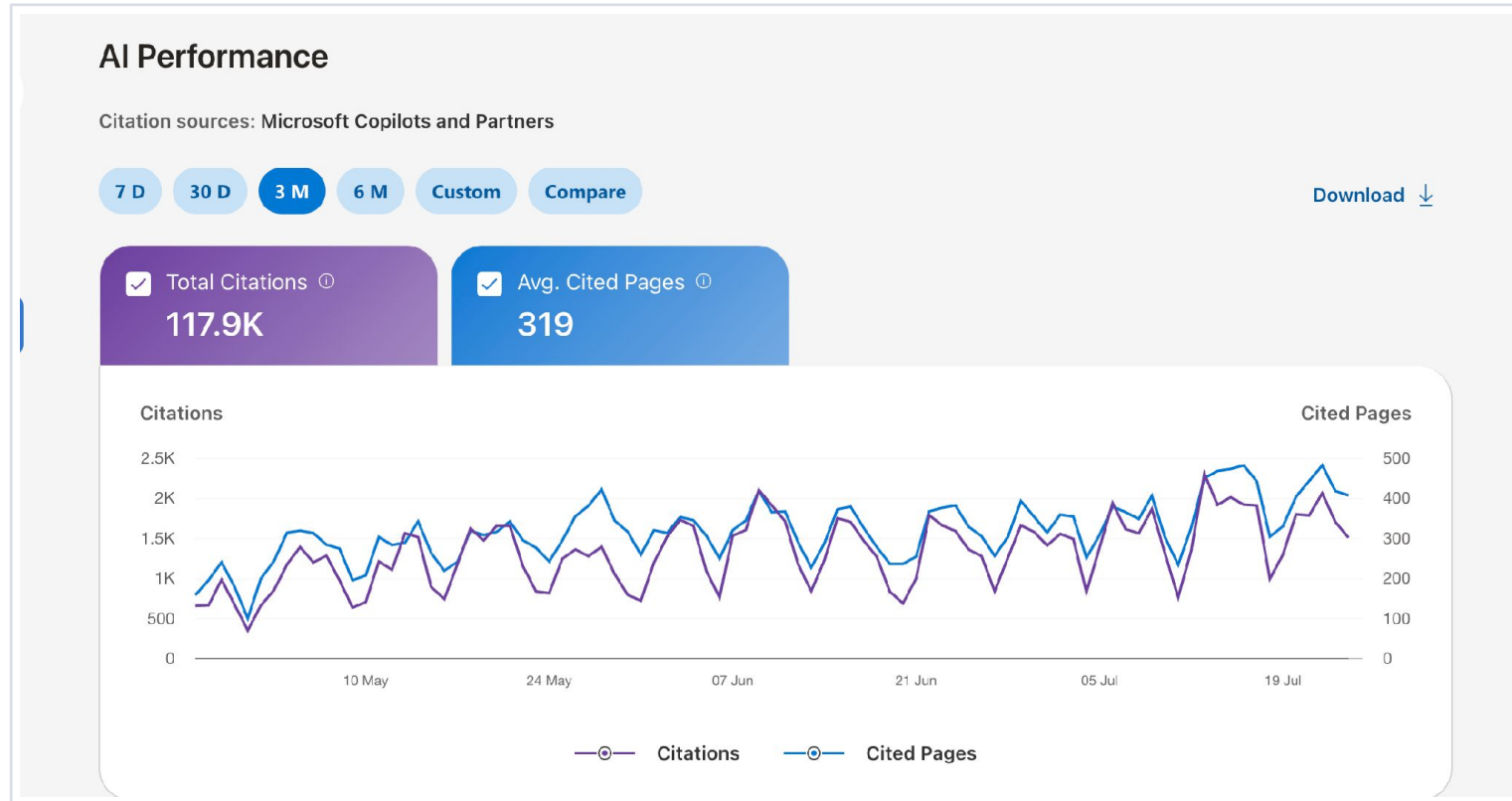
ClaudeBot

Claude

Quick check: `curl -s yoursite.com/robots.txt`

It's already happening: jobfinder.com.hk

Bing Webmaster Tools · AI Performance · Citation sources: Microsoft Copilot and Partners · last 3 months



Both citations and cited pages have trended upward since May 2026 — no paid campaign, just answer-first structure and consistent publishing.

See live: bing.com/webmasters/aiperformance and [clarify tracking tool](#)

Meanwhile in GA4: citations ≠ clicks

jobfinder.com.hk · Traffic acquisition by source/medium · last 90 days (Apr 28 – Jul 26, 2026)

Traffic acquisition: Session source / medium						
Last 90 days Apr 28 - Jul 26, 2026						
Session source / medium	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
						All events
Total	149,199 100% of total	29,886 100% of total	20.03% Avg 0%	23s Avg 0%	3.53 Avg 0%	527,104 100% of total
1 (direct) / (none)	96,124 (64.43%)	2,814 (9.42%)	2.93%	2s	3.53	339,628 (64.43%)
2 hk.search.yahoo.com / referral	21,999 (14.74%)	14,397 (48.17%)	65.44%	1m 21s	4.12	90,652 (17.2%)
3 bing / organic	9,991 (6.7%)	7,005 (23.44%)	70.11%	1m 25s	4.51	45,103 (8.56%)
4 (not set)	8,918 (5.98%)	0 (0%)	0%	2s	1.03	9,229 (1.75%)
5 google / organic	5,492 (3.68%)	3,184 (10.65%)	57.98%	1m 03s	4.36	23,954 (4.54%)
6 cn.bing.com / referral	1,317 (0.88%)	683 (2.29%)	51.86%	1m 05s	4.47	5,889 (1.12%)
7 yahoo / organic	1,156 (0.77%)	730 (2.44%)	63.15%	1m 27s	4.19	4,846 (0.92%)
8 copilot.com / (not set)	705 (0.47%)	146 (0.49%)	20.71%	20s	3.30	2,323 (0.44%)
9 copilot.com / ai-assistant	275 (0.18%)	145 (0.49%)	52.73%	1m 06s	3.93	1,082 (0.21%)
10 duckduckgo / organic	215 (0.14%)	120 (0.4%)	55.81%	55s	3.90	839 (0.16%)

117.9K Bing AI citations over 3 months — but only ~980 sessions from Copilot referral here (0.65%). Cited ≠ clicked. Yet visitors referred by AI tools convert 5–9x higher than organic Google traffic — when they do click, they've already pre-qualified themselves in conversation.

See live: [analytics.google.com — Traffic acquisition report](#)

Let's check, live

Ask a real question in ChatGPT or Perplexity — see who gets cited right now.



Try asking:

“Best WordPress caching plugin 2026” — or pull a question straight from the room.

Watch for: is a WordPress plugin site cited? A review roundup? Reddit? Note what wins.



ChatGPT

- Branded domains get cited ~11% more than third-party sites
- Content updated within 30 days sees 3.2x more citations
- Sites with 350K+ referring domains average 8.4 citations



Perplexity

- Allow PerplexityBot in robots.txt — it won't cite what it can't crawl
- FAQ schema correlates with a higher citation rate
- Hosted PDFs are prioritised over HTML pages



Google AI Overview

- Optimise for E-E-A-T — experience, expertise, authority, trust

- Structured data (schema markup) supports inclusion

- Authoritative citations correlate with +132% visibility



Microsoft Copilot / Bing

- Bing indexing is required — no Bing index, no citation
- LinkedIn and GitHub mentions help in the Microsoft ecosystem
- Page speed under 2 seconds is a stated priority



DeepSeek

- #2 most-used AI tool in Hong Kong — strong local traction for Chinese-language AI
- Weights technical authority over domain age — structured content & named authors win
- Trained partly on arXiv, GitHub & StackOverflow — technical, well-cited writing performs best

Doing this on WordPress, specifically



Yoast / Rank Math / AIOSEO

Generate FAQPage & Article schema without writing JSON-LD.



robots.txt via plugin or file

Confirm AI bots are allowed — check after security updates.



Block editor > Headings

Use real H2/H3 blocks — don't fake with bold paragraphs.



Table block

Native Table block outputs clean, extractable HTML tables.



Update, don't just publish

Refresh key pages within 30 days — freshness is measured.



Cache & speed plugins

Sub-2-second load times matter for Bing/Copilot inclusion.

Tools to track citations — or DIY it

You can't improve what you don't measure. A few ways to check who's getting cited, at very different price points.

FREE & BUDGET

- **HubSpot AI Search Grader**
Free — a quick one-off visibility snapshot
- **Otterly.AI**
~\$29/mo — prompt tracking, 4+ AI engines
- **Rankscale**
~\$20/mo — budget continuous monitoring

ALREADY IN YOUR STACK

- **Ahrefs Brand Radar**
If you already use Ahrefs — tracks AI citations, share of voice, and unlinked mentions
- **Semrush AI Toolkit**
Same idea, bundled into the Semrush suite
- **Enterprise: Profound / Peec AI**
For agencies managing many client sites

 *Track weekly, not daily — daily citation checks mostly capture noise (response variability + frequent model updates). Weekly gives a far more reliable signal.*

No budget? [Track it yourself](#): log 10–20 prompts × platform × cited (Y/N) in a spreadsheet, weekly. A free companion Google Sheets template is available with these slides.

Three things to do before Friday

1

Audit robots.txt

Confirm every AI bot listed earlier is allowed — five minutes, highest leverage.

2

Rewrite one page answer-first

Pick your top page; move the answer to the first two sentences and add one sourced statistic.

3

Add FAQPage schema

Turn on your plugin's FAQ block and validate with Google's Rich Results Test.

Questions?

Thanks for having me — let's talk GEO, WordPress, or anything AI.

Ivan So · HDcourse · AI & SEO/GEO Trainer



ivan@hdcourse.com



hdcourse.com



fb.com/ivansopage



youtube.com/c/ivanso