



# Are You Visible Where Customers Make Decisions Today?

Buying decisions are now made via AI answers – your early lead starts here

## 1. WHAT IS GEO?

GEO stands for

*Generative Engine Optimization.*

In simple terms: it makes your business show up in answers from AI tools like ChatGPT, Gemini, Claude, and Perplexity.

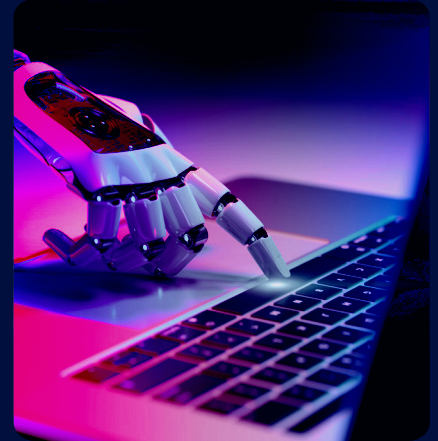
When people ask these tools for recommendations, you want your brand to be the one they mention.

## 2. WHY IS THIS IMPORTANT NOW?

More and more people skip Google and ask AI directly:

*“What’s the best tool for...?”*  
*“Who can help me with...?”*

This means AI is becoming the new channel where choices are made. If your business isn’t visible there, your competitors will be.



## 3. HOW IS GEO DIFFERENT FROM SEO?

SEO helps people find you in search results. GEO helps AI systems choose you when giving answers.

Your prospects might never even visit a search engine - they trust what AI tells them first.

## 4. WHAT MAKES A BUSINESS VISIBLE TO AI?

AI chooses information it sees as:

- Clear
- Reliable
- Helpful
- Easy to understand

GEO focuses on shaping your content so AI “gets it” instantly and feels confident using it in its replies.

## 5. WHAT DOES GEO DO FOR YOUR BUSINESS?

You appear where buying decisions happen: Inside AI conversations.

Your brand becomes the one AI tools recommend, mention, or explain - even before someone visits your website.

GEO gives you a competitive advantage most companies don’t even know exists yet.

## 6. WHY WORK WITH SPECIALISTS?

GEO is new, fast-changing, and requires understanding of how AI reads and selects information.

Most businesses don’t know how to set up GEO, so there’s still little competition. That’s why getting started now gives you a big advantage.

With Bumpp as your GEO specialist, you make your brand visible in AI answers before the market gets crowded.



## WANT TO SEE WHAT GEO COULD DO FOR YOUR BUSINESS?

*Get in touch via [heike@bumpp.works](mailto:heike@bumpp.works) to see how early adopters get ahead with Bumpp.*