

AEO/GEO Performance Scorechart: The BelugaVista Framework

This score chart is a self-assessment tool. It is designed to be a regular audit (e.g., quarterly or monthly) to track your brand's authority and visibility within the ecosystem of AI-powered answer engines and generative AI chatbots.

Instructions:

For each question, enter the prompt into the specified AI platforms (e.g., Google Gemini, ChatGPT, Perplexity, Microsoft Copilot) and score your brand's performance based on the results. Use the average score across all platforms you test.

I. Brand Authority & Recognition

This section measures how well-established your brand is within the AI's knowledge base.

Query 1: "What do you know about [your brand name here]?"

Results	Score	✓
The AI does not know of your brand and provides a generic, unrelated response, or it hallucinates information that is incorrect.	0	
The AI provides a generic response but also suggests related businesses or topics, indicating it has some semantic association but no direct knowledge of your brand.	1	
The AI knows of your brand but provides an inaccurate representation of your business.	2	
The AI knows of your brand and provides an accurate, concise, and helpful summary, likely citing your website or a well-known third-party source (e.g., Wikipedia, a major news outlet).	3	

Query 2: "Is [your brand name here] a reliable source for [your core industry/service]?"

Results	Score	✓
The AI gives a generic, non-committal answer, stating it cannot verify reliability, or it suggests you consult other sources.	0	
The AI provides a balanced response, mentioning some of your brand's attributes but also noting a lack of widespread public information or reviews.	1	
The AI provides a balanced response, mentioning some of your brand's attributes.	2	
The AI confirms your brand's reliability, citing positive reviews, a strong track record, or specific awards/accreditations.	3	

II. Generative Answer & Expertise

This section measures how often your brand is cited as an expert solution for a user's problem.

Query 3: "Where should I go to find [service you provide]?"

Results	Score	✓
The AI does not mention your brand at all in the generated answer.	0	
The AI mentions your brand later in the list or in the middle of a paragraph, often alongside several competitors.	1	
The AI mentions your brand first but also notes a lack of widespread public information or reviews.	2	
The AI mentions your brand first or prominently features it as a top recommendation.	3	

Query 4: "Where should I go to find [service you provide] in [your location]?"

Results	Score	✓
The AI does not mention your brand at all in the generated answer.	0	
The AI mentions your brand, but it's not the top recommendation, or it's listed alongside many others.	1	
The AI mentions your brand first but also notes a lack of widespread public information or reviews.	2	
The AI mentions your brand first and/or provides a highly detailed and positive description of your local business.	3	

Query 5: "How to [solve a specific problem your product/service addresses]?"

Results	Score	✓
The AI provides a general answer without referencing any specific tools or companies.	0	
The AI provides an answer that sounds similar to what you provide without referencing your brand.	1	
The AI provides a step-by-step solution and mentions your product/service as one of many possible tools to use.	2	
The AI provides a detailed solution and prominently features your product/service as the primary, go-to tool for solving the problem.	3	

III. Scoring & Analysis

After you have run all the queries and assigned a score to each, you can calculate your overall AEO/GEO score.

Total AEO/GEO Score = Sum of Scores from Queries 1-5 (Maximum possible score = 15)

Scoring Tier:

- **13-15: AEO/GEO Leader.** Your brand has a strong presence and is consistently recognized as an authority by AI platforms. Your focus should be on maintaining this position and expanding into more niche queries.
- **9-12: AEO/GEO Contender.** Your brand has some visibility, but there are significant opportunities for improvement. Focus on the questions where you scored a 1 or 2 and develop a strategy to increase your prominence.
- **6-8: AEO/GEO Emerging.** Your brand is not yet a recognized authority. Your immediate goal should be foundational work to increase your brand's trust signals (E-E-A-T) and create high-quality, answer-ready content.
- **0-5: AEO/GEO Beginner.** Your brand is not currently being indexed or recognized by AI answer engines. This is a critical area for your content strategy.

This framework gives you a concrete way to measure and improve your performance in the new landscape of answer-driven search.