

# According to DAN, GEO Still Sits Beyond In-House Teams

CA, UNITED STATES, February 10, 2026 /EINPresswire.com/ -- Generative Engine Optimization (GEO) is quickly becoming one of the most discussed shifts in modern digital marketing. As AI-driven search experiences—such as ChatGPT, Gemini, Perplexity, and AI Overviews—reshape how people discover brands, many organizations are asking the same question:

Can GEO be handled in-house?



According to DAN, GEO Still Sits Beyond In-House Teams

Drawing on its global network of agencies, market visibility across regions, and continuous analysis of emerging digital capabilities, Digital Agency Network (DAN) observes a clear pattern forming across the industry.

The short answer, at least for now, is no.

Not because internal teams lack talent, but because GEO is not a single function—it is an operational system that most in-house teams are not yet structured to build or maintain.

GEO Is Not “Advanced SEO”

One of the most common mistakes companies make is treating GEO as an extension of traditional SEO.

SEO historically focused on:

Keyword targeting

Page-level optimization

Backlinks and rankings

GEO operates on a completely different layer.

Generative engines do not rank pages in a list; they recommend entities, brands, and solutions. Visibility is no longer about being #1—it is about being selected.

That shift changes everything:

From pages to entities

From keywords to context

From optimization to signal consistency

From traffic to trust

This is where most in-house SEO playbooks start to break down.

GEO Requires Cross-Functional Execution, Not a Single Team

In theory, many companies already have the ingredients GEO requires:

Content teams

SEO specialists

PR or communications

Data or analytics

In practice, these teams operate in silos.

GEO demands tight coordination across:

Entity architecture

Content systems

Authority signals

Distribution channels

Ongoing iteration based on AI visibility

This is not a “campaign.”

It is not even a quarterly initiative.

GEO is an always-on operational layer—and that is where execution becomes the real bottleneck.

## The Entity Engineering Problem

Generative engines do not understand brands the way humans do. They understand entities—structured, repeatable representations of what something is, does, and is trusted for.

Building entity clarity requires:

Consistent language across owned, earned, and third-party content

Alignment between brand claims and external validation

Coverage across multiple authoritative surfaces

Most in-house teams are optimized for:

Publishing content

Maintaining websites

Supporting campaigns

They are not optimized for entity engineering across the open web.

This gap is one of the main reasons companies turn to specialized [GEO agencies](#) that already operate at this intersection.

GEO Is a Distribution Problem Disguised as a Content Problem

Another misconception is that GEO success comes from “better content.”

Content matters—but only when it is:

Properly structured

Contextually placed

Repeated across trusted sources

Reinforced by third-party authority

Generative engines learn from patterns, not one-off pieces.

This means GEO requires:

Editorial placements

Directory presence

Expert commentary

Cross-site consistency

Internal teams rarely control enough of these surfaces to create the necessary signal density. Specialized [GEO companies](#) focus precisely on this: not just what you say, but where and how often it appears.

Why GEO Breaks the Traditional In-House Model

Most in-house marketing teams are built for:

Speed within one organization

Brand control

Predictable workflows

GEO demands the opposite:

External validation

Multi-source reinforcement

Continuous adaptation to opaque AI systems

This creates three structural challenges.

1. Feedback Loops Are Unclear

You cannot “check rankings” in GEO the way you do in SEO.

Understanding AI visibility requires monitoring:

Mentions

Citations

Recommendation patterns

Prompt-level outputs

These feedback loops are still unfamiliar to most internal teams.

2. Tooling Is Immature

GEO measurement tools are emerging, but fragmented.

Agencies working across multiple clients see patterns sooner and adjust faster.

3. Authority Is External by Nature

You cannot manufacture trust internally.

You can only earn it through consistent external presence.

The Role of GEO Agencies in the US Market

In the US, GEO adoption is accelerating fastest among:

SaaS companies

B2B platforms

Enterprise service providers

These organizations face intense competition in AI-driven discovery environments. As a result, many are partnering with GEO agencies that already understand:

How LLMs synthesize information

How authority compounds across sources

How to align PR, SEO, and content into a single GEO system

Rather than building experimental GEO teams internally, brands are leveraging agencies that have already operationalized these frameworks.

The UK Perspective: GEO and Strategic Authority

In the UK, the GEO conversation often starts from a different angle.

UK-based brands tend to emphasize:

Strategic positioning

Regulatory awareness

Narrative coherence

This makes the UK market particularly strong in GEO strategy and entity consistency. However, even here, execution remains the challenge. Many brands work with GEO-focused agencies to translate high-level strategy into:

Scalable content systems

Third-party validation

Long-term AI visibility

The result is a growing ecosystem of GEO companies in the UK that specialize in turning strategy into recommendation-ready signals.

GEO Is Still Too New for Most In-House Teams

This is not a criticism of internal teams—it is a timing issue. GEO as a discipline is still evolving:

Search engines are changing rapidly

AI models update frequently

Best practices are still being defined

In-house teams are designed for stability.

GEO currently requires experimentation at scale.

That experimentation is expensive, risky, and difficult to justify internally—especially when results do not map cleanly to traditional KPIs.

Agencies absorb this uncertainty across multiple clients, which is why they move faster.

When GEO Will Become an In-House Capability

Eventually, GEO will move in-house—just like SEO did.

That shift will likely happen when:

Measurement standards stabilize

Tooling matures

GEO roles become clearly defined

AI discovery becomes a standard acquisition channel

Until then, GEO remains closer to:

Early technical SEO

Early programmatic content

Early performance PR

All of which historically lived outside in-house teams first.

GEO Is About Readiness, Not Control

The instinct to bring GEO in-house is understandable.

But readiness matters more than control.

Right now, GEO rewards:

Speed of learning

Cross-industry pattern recognition

External authority building

That combination still favors specialized GEO agencies and GEO companies that operate at scale.

For brands navigating AI-driven discovery today, the question is not who owns GEO— but who can execute it before competitors are recommended first.

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