

BVM Offers Generative Engine Optimization (GEO) to Help Brands Win in AI Search

BVM, a Houston-based SEO agency, offers Generative Engine Optimization (GEO) services to help businesses gain visibility in AI-generated search responses.



HOUSTON, TX, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- As AI-assisted search reshapes how buyers

discover brands and research solutions, companies that rely solely on traditional search engine optimization face a growing visibility gap. [BVM](#) (Brazos Valley Marketing), a professional SEO agency headquartered in Houston, Texas, offers [Generative Engine Optimization \(GEO\) services](#) designed to help businesses appear in AI-generated responses across platforms including ChatGPT, Perplexity, Claude, Google AI, and Bing Copilot.

AI-assisted search is growing at more than 40% annually. ChatGPT reports more than 200 million weekly users, and Google's AI Overviews appear in more than 30% of searches. As users increasingly receive direct answers from AI without clicking through to websites, brands absent from AI-generated responses risk losing visibility to a segment of the market that continues to expand.

BVM's GEO service addresses a challenge that traditional SEO strategies do not fully resolve. Ranking highly on a conventional search engine does not guarantee that a brand will be cited or recommended by generative AI systems, which draw from different sources, apply different authority signals, and synthesize information in ways that standard SEO practices do not target.

A Structured, Multi-Phase Approach

BVM's GEO methodology is structured across five phases:

- Phase 1 – AI Visibility Audit (Weeks 1–2): Testing the client's brand across major AI platforms, documenting current mention rates, analyzing competitor AI visibility, and identifying optimization opportunities.
- Phase 2 – Source Mapping (Weeks 3–4): Identifying which sources AI systems reference for a

given category, where competitors are cited, and gaps in the client's authority footprint.

- Phase 3 – Content Optimization (Weeks 5–10): Restructuring existing content for AI citation, creating new content aligned with AI training patterns, and implementing structured data for AI comprehension.
- Phase 4 – Authority Building (Months 3–6): Digital PR targeting AI-indexed publications, citation building in authoritative sources, and presence expansion across AI reference platforms.
- Phase 5 – Monitoring & Optimization (Ongoing): Continuous AI mention tracking, response sentiment analysis, and strategy refinement based on AI platform updates.

Results are measured through AI mention frequency across platforms, sentiment of AI-generated brand references, share of voice in category queries, and correlation with branded search and direct traffic.

According to data on BVM's website, the agency has optimized 89 brands for AI visibility, tested its methodology across 12 or more AI platforms, and recorded an average increase of 340% in AI mentions among clients. The agency has also been featured in Search Engine Journal and MarTech.

A case study published by the company describes a B2B software company that had zero mentions across ChatGPT, Claude, and Perplexity before engaging BVM's GEO service. Following the engagement, the company recorded a 78% AI mention rate for category queries, a 156% increase in branded search volume, and an 89% increase in direct website traffic. Initial mentions appeared at month two, with category leadership established by month eight.

"After years in the SEO industry, I saw a gap between what agencies promised and what they delivered," said Dustin Ogle, Founder and Head of Strategy at BVM. "We combine nearly a decade of hands-on SEO expertise with a relentless focus on what's next. That's why we've gone all-in on AI-integrated strategies — because it's the future of search, and we want our clients to win that future."

BVM describes its model as partnership-oriented, embedding within client teams and maintaining shared communication channels. The agency operates on principles of transparency, ethical practices, and a focus on measurable business outcomes rather than vanity metrics.

Clients have noted the firm's track record. Aisen L., a client of the agency, stated: "I've known Dustin for a while now and I consider him as a good friend. We've worked on projects in the past and I gotta say his company is very experienced in SEO. They have helped professional and home service companies achieve great rankings on Google. I can be confident that you will be more than satisfied with their level of service."

D Gregory, another client, added: "Investing in SEO with Dustin has been well worth the cost. Started seeing increased sales volume after 1 month of working with Dustin. Using his firm as my go to SEO agency for all my websites now. Their process is pretty seamless."

Client Rurik S. observed: "They are worth every dollar. Brazos lives up to what they say. You can trust them. They know how to bring in the leads. Now all I need is to find someone to answer the phone so I can sleep."

GEO is identified by BVM as suited for companies with established market presence, brands in competitive categories, organizations with long-term visibility strategies, and companies whose buyers use AI for research and recommendations. The service is positioned as complementary to, rather than a replacement for, traditional SEO.

Energy sector companies seeking to understand their current AI visibility can request a free AI visibility audit through BVM's website. The audit tests brand presence across ChatGPT, Perplexity, Claude, and Google AI and provides a comparison against competitors.

For businesses seeking additional information about BVM's GEO services, AI visibility audits or broader SEO resources, the company can be reached at +1 (979) 272-6991. Additional information is available at <https://www.brazosvalleymarketing.com/> and educational resources are available at <https://www.brazosvalleymarketing.com/resources>.

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About BVM:

BVM (Brazos Valley Marketing) is a Houston-based SEO agency. Founded on principles of transparent communication and measurable results, the company partners with businesses to develop strategies that drive bottom-line growth. The firm operates with core values including integrity, partnership over provision, innovation, and a focus on results. With nearly a decade of SEO expertise, the company combines traditional search optimization with AI-integrated strategies designed to position clients for both current and future search landscapes. BVM serves businesses nationwide from its Houston, Texas headquarters.

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