Engineering AI - readable authority

Claiming the next era of search optimization

Generative Engine Optimization Case Study
Ancora Education (STVT • Berks • AAI)
Level Agency

LEVEL

Visibility is no longer about "ranking".

EVOLUTION

→

GAP

→

OBJECTIVE

→

GOAL

In 2025, search evolved into a blend of **AI Overviews, People Also Ask**, and **LLM-driven discovery.**

Traditional SEO was insufficient for the "answer-first" features of **ChatGPT, Perplexity**, and **Google AIO.**

Create a repeatable **GEO system** that ensures content is extractable, mechanistic, and trust-aligned.

Scalable, first-mover content approach across multiple brands and topic sets.

LEVEL

Moving beyond tactics to a durable enforceable writing methodology.

Innovation

A standardized "Final SEO Blog Writing Process" enforced at the sentence, section, and page-architecture level.

Core Principle

If rules, constraints, and cause-effect relationships are explicit, AI systems can retrieve and reuse content accurately.

Differentiation

A "second-generation" GEO approach that outcompetes standard schema-based strategies by focusing on AI comprehension.

LEVEL

Seven mechanics that intentionally increase content extractability.

Decision-Stage Intent

Directly answering the user's real decision, not just introducing a topic.

Information Gain

Every paragraph must add a mechanism, constraint, consequence, or step.

Outline Engineering

Headers that stand alone in a TOC, explaining what changes or breaks.
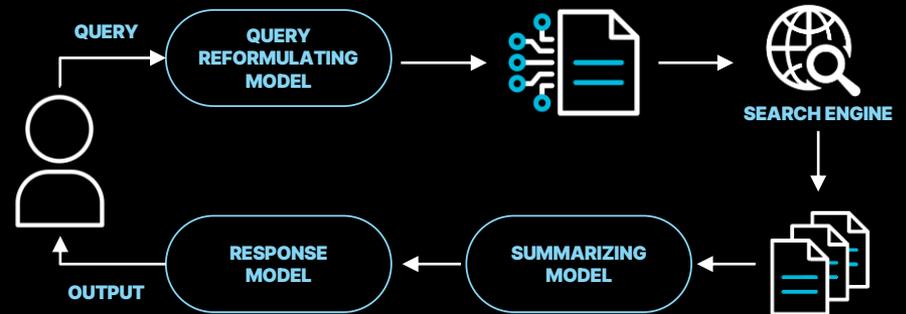
Entity & Rule Mapping

Clearly defining who enforces the rule and how it shows up operationally.

Anti-Fluff Rules

Eliminating abstract transitions and vague references for machine clarity.

Structured Delivery

Using lists and tables only to reduce cognitive load for AI extraction.

Freshness Integration

Explicit year references tied to real-world enforcement reality.

QUERY

QUERY REFORMULATING MODEL

SEARCH ENGINE

SUMMARIZING MODEL

RESPONSE MODEL

OUTPUT

LEVEL

# STVT HVAC Blog: from post to acquisition asset

+1,023%

Click Growth

The flagship win demonstrates how **GEO re-engineering transforms content** into a high-performance AI feature magnet.

Metric	Before	After	Growth
Google Search Clicks	260	2,919	+1,023%
AI Overview Count	32	320	+900%
People Also Ask (PAA)	72	968	+1,244%

*Growth measured against initial AI retrievability baseline post-optimization.
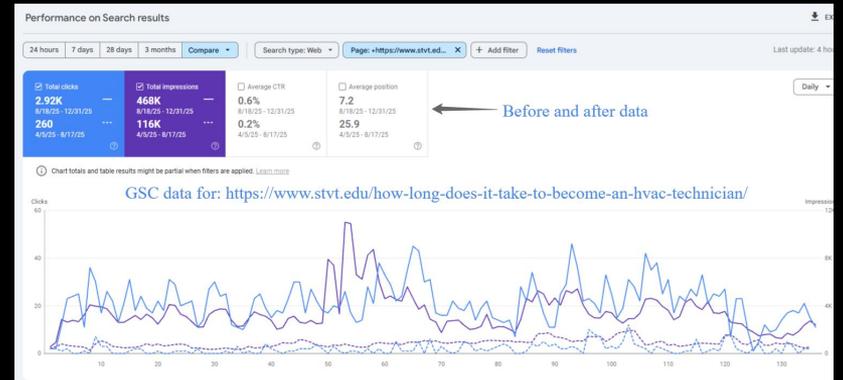
Business Impact: Now the #2 most visited page on the STVT website, proving GEO content as a primary high-intent acquisition channel.

LEVEL

Proving the system creates winners from scratch across ==multiple platforms==.
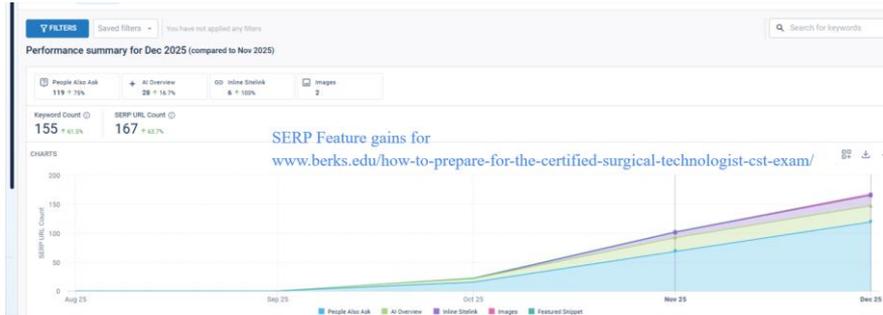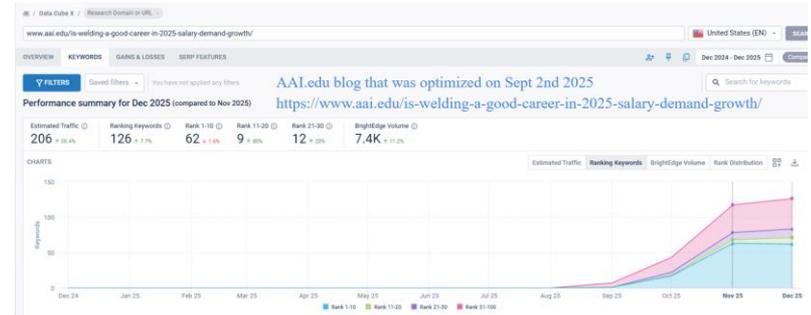

Berks (Net–New)

+66.7%
AI Overview Growth

+77.8%
Rank 1–10 Keywords

Rapid acquisition of high–value, page–one keywords within one month of publication.

### AAI (Net–New)

+44.4%
AI Overview Growth

+14.4%
PAA Feature Capture

Dominating competitive, AI–heavy career outcome query spaces through engineered extraction.

Scalability: The GEO writing system is repeatable and effective without a legacy baseline, rapidly expanding presence in Google's answer surfaces.

LEVEL

Proving the system creates winners from scratch across multiple platforms.

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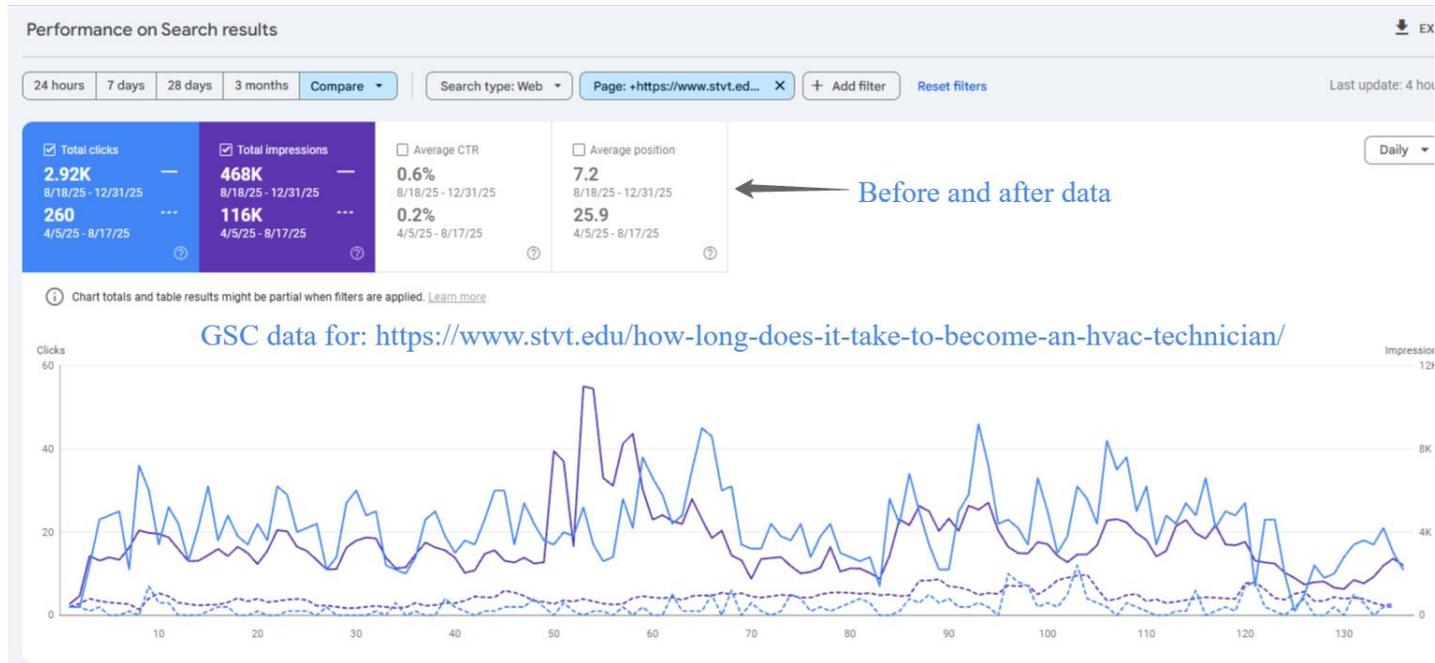
A <mark>scalable system</mark> that outcompetes the first-mover benchmark.

Strategy

Holistic, brand-wide system design for the generative era.

Innovation

Proprietary AI-ready content process.

Engagement
10x click growth and AI feature capture.

Scalability

Repeatable success across brands.

Sets a new standard for Generative Engine Optimization in 2026.

Moving beyond legacy SEO

LEVEL.