ToolGPA

NOVEMBER 2026

GEO Optimizer

The Insider's Guide

One-time GEO audits of how AI search treats your site



Every plan, grade, refund rule and rival among AI search visibility tools, read from GEO Optimizer's own pages.

Made by GEO Optimizer, Inc. · checked Nov 13, 2026 · toolgpa.com

2.2
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from GEO Optimizer's own pages, its app-store listings and our grades. Every fact in it is on GEO Optimizer's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 76 of the 168 other AI search visibility tools we grade

GEO Optimizer audits a website against six signals that affect whether AI assistants cite it, including citability, crawler access, structure, brand mentions and schema markup. It sells one-time audits with no subscription, plus a done-with-you service.

To get you started, here are **9 things to know about GEO Optimizer**, taken from its own pages and our grades.

> "
>
> **No store rating on record, though you only enter a site address.**
>
> From our grade for ease of use

1 **Best for a one-time check of how AI search treats a site**

GEO Optimizer sells a point-in-time audit of how AI search sees your site.

2 **What it costs**

Paid plans start at $199 one-time for a full GEO audit.

3 **There is a free plan**

Free quick scan: a GEO score snapshot, the top 3 issues and basic recommendations, delivered by email.

4 **It runs on Web**

Web.

5 **Six-pillar GEO score**

Scores a site out of 100 across LLM citability, AI crawler access, structure, brand mention presence, platform readiness and schema markup.

6 **Platform coverage**

Audits cover ChatGPT, Claude, Perplexity, Google AI Overviews and Gemini by default; enterprise audits add You.com, Brave Search AI and custom models on request.

7 **Prioritized action plan**

Findings are ranked by expected impact, and the full audit adds a 90-day strategy roadmap.

8 **A 2.2 GPA, above 76 of 168**

That is against the other AI search visibility tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

The plain part of GEO Optimizer you could make: schema markup. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

GEO Optimizer at a glance

PRICING Free plan, from $199 one-time for a full GEO audit	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY GEO Optimizer, Inc.	CATEGORY AI Search Visibility (AEO & GEO)
OUR GRADE 2.2 GPA, fair	

The report card

Best for a one-time check of how AI search treats a site

GEO Optimizer sells a point-in-time audit of how AI search sees your site. The $199 audit is a single payment, and there is no ongoing tracking.

TOOLGPA REPORT CARD

GEO Optimizer

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	B	$199 one-time for the full audit, the top of the category's one-time range ($19 to $199) but under a year of its $49 middle subscription.
Free plan and trial	C	A free quick scan gives a score, the top 3 issues and basic advice by email. It asks for your email address.
Features	C	Six-pillar score, 40+ findings, a branded PDF, an action plan and a 90-day roadmap. It audits at one moment and describes no prompt tracking.
Ease of use	C	No store rating on record, though you only enter a site address.
Platforms and integrations	C	Web only, with no integrations, apps or API listed on its pages.

Grade point average — Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who GEO Optimizer is for

- ✓ Fits if you want one audit and a to-do list rather than a monthly subscription
- ✓ Works for an agency that wants a branded PDF to hand to a client

Who it is not for

- ✗ Skip it if you want ongoing tracking, as every plan is a one-time payment
- ✗ Not for you if you need a re-check later, since a new snapshot is a new purchase
- ✗ Tight if you are on the free scan: a score, 3 issues and basic advice
- ✗ Watch out: the Expert Service is quote-based from $2.5k
- ✗ Watch out: the free scan asks for an email address

Good to know

Good for

- ✓ Teams that want a one-off audit and no subscription
- ✓ Marketers and founders without a technical background

Worth knowing

- ⓘ It audits a site at a point in time; the pricing page describes no ongoing prompt tracking.
- ⓘ Every plan is a one-time payment, so a later snapshot is a new purchase.
- ⓘ The Expert Service price is quote-based, starting at $2.5k.
- ⓘ The free scan asks for an email address.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$199 one-time

To start. There is a free plan too

GEO Optimizer has a free plan. Paid plans start at $199 one-time for a full GEO audit.

QUICK SCAN

$0

A GEO score snapshot in about 60 seconds, top 3 issues and basic recommendations by email.

DEEP DIVE

$199

one-time payment

Full GEO audit: six-pillar analysis, 40+ findings, a branded PDF report, a prioritized action plan and a 90-day roadmap.

EXPERT SERVICE

$2.5k

and up, quote-based

Done-with-you service with hands-on fixes, content and technical rewrites, monthly progress reports and a dedicated strategist.

The free plan

Free quick scan: a GEO score snapshot, the top 3 issues and basic recommendations, delivered by email.

Read from geooptimizer.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

One-time GEO audits of how AI search treats your site. Here is what it does, as its own site describes it, and what it covers: site audit, AI search visibility, content optimization, schema markup.

> "It audits at one moment and describes no prompt tracking."
>
> From our grade for features

Six-pillar GEO score

Scores a site out of 100 across LLM citability, AI crawler access, structure, brand mention presence, platform readiness and schema markup.

Platform coverage

Audits cover ChatGPT, Claude, Perplexity, Google AI Overviews and Gemini by default; enterprise audits add You.com, Brave Search AI and custom models on request.

Prioritized action plan

Findings are ranked by expected impact, and the full audit adds a 90-day strategy roadmap.

Branded PDF report

The paid audit delivers a PDF report, which the FAQ says arrives within 2 hours.

Where it runs

Web

What it works with

Its own pages name no integrations.

GEO Optimizer is made by GEO Optimizer, Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

76/168

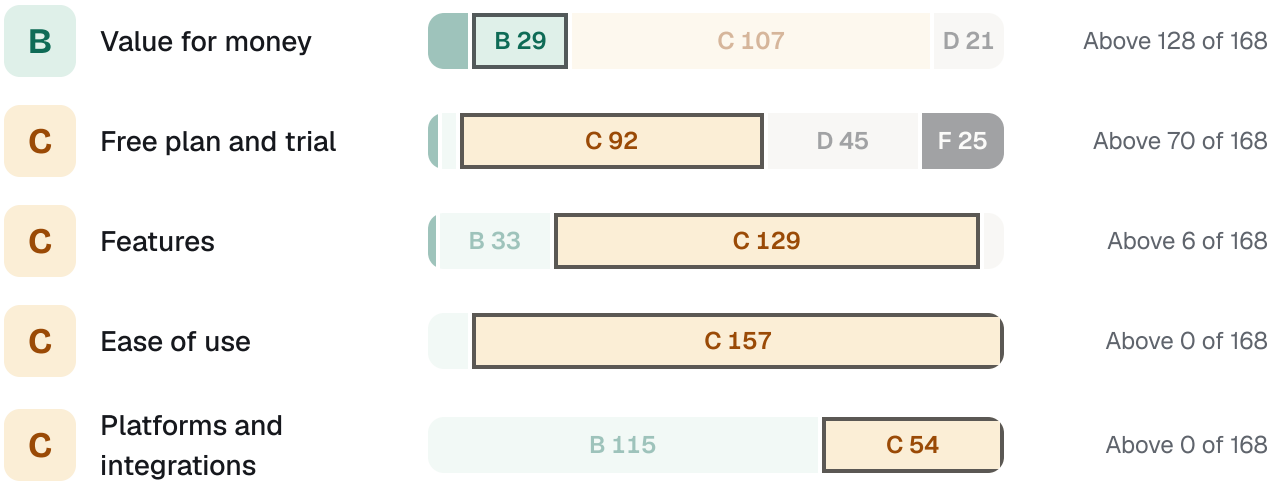
Other AI search visibility tools it is graded above

GEO Optimizer's GPA of 2.2 is higher than 76 of the 168 other AI search visibility tools we grade, and level with 58.

It stands best on value for money (B, above 128 of 168) and worst on ease of use (C, above 0).

Each grade against the category

Every bar is all 169 AI search visibility tools we grade, cut by the letter each got. GEO Optimizer's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of GEO Optimizer you could make: schema markup. What surrounds it you could not. The 3 things listed below take a company, not a weekend.

It costs $199, paid once.

What you could make

- Schema markup: an app builder makes this well.

What you could not

- The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.
- A score built from what the top results for each keyword cover.
- A crawler that checks every page of a site.

What this rests on. GEO Optimizer's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



AEO Checker, AEOtool, GEO Toolbox, Profound and Peec AI

The 5 tools GEO Optimizer is most often weighed against, with where each one differs from it.

2.4 GPA

AEO Checker

Free plan · from $8/mo

AEO reports and daily AI visibility tracking for brands.

- GEO Optimizer also covers site audit and schema markup.
- AEO Checker also covers reports and web analytics.

GEO Optimizer and AEO Checker compared in full

2.6 GPA

AEOtool

Free plan · from $29/mo

Page-level answer engine optimization scoring and audits.

- Only AEOtool lists a browser extension.
- GEO Optimizer also covers site audit and schema markup.

GEO Optimizer and AEOtool compared in full

2.0
GPA

GEO Toolbox

Free trial · from $79/mo

Tracks how eight AI engines cite your brand, with content fixes.

- GEO Optimizer has a free plan. GEO Toolbox does not, though it has a free trial.
- GEO Optimizer also covers site audit and schema markup.
- GEO Toolbox also covers reports.

GEO Optimizer and GEO Toolbox compared in full

2.2
GPA

Profound

Free trial · from $99/mo

AI search visibility tracking with an AI marketing agent built in.

- GEO Optimizer has a free plan. Profound does not, though it has a free trial.
- GEO Optimizer also covers site audit and schema markup.
- Profound also covers AI agents and web analytics.

GEO Optimizer and Profound compared in full

2.2
GPA

Peec AI

Free trial · from $95/mo

AI search analytics that tracks brand prompts across AI models.

- GEO Optimizer has a free plan. Peec AI does not, though it has a free trial.
- GEO Optimizer also covers site audit, content optimization and schema markup.
- Peec AI also covers reports and web analytics.

GEO Optimizer and Peec AI compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is GEO Optimizer free?

GEO Optimizer has a free plan. Free quick scan: a GEO score snapshot, the top 3 issues and basic recommendations, delivered by email.

How much does GEO Optimizer cost?

GEO Optimizer lists 3 plans. Quick Scan: $0.

What platforms does GEO Optimizer work on?

GEO Optimizer is available on Web.

Does GEO Optimizer have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. GEO Optimizer is listed for Web.

Does GEO Optimizer have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. GEO Optimizer is listed for Web.

Is GEO Optimizer open source?

GEO Optimizer is not described as open source on its own site, as read on Nov 13, 2026.

Who makes GEO Optimizer?

GEO Optimizer is made by GEO Optimizer, Inc.

What are the alternatives to GEO Optimizer?

The closest alternatives to GEO Optimizer in our directory are AEO Checker, AEOtool, GEO Toolbox, Profound and Peec AI.

How does GEO Optimizer compare with other AI search visibility tools?

GEO Optimizer's GPA of 2.2 is higher than 76 of the 168 other AI search visibility tools we grade, and level with 58.

Could I make my own version of GEO Optimizer?

The plain part of GEO Optimizer you could make: schema markup. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from GEO Optimizer's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from GEO Optimizer's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by GEO Optimizer, Inc. Prices change, so check geooptimizer.com before you buy.

geooptimizer.com/en/pricing

geooptimizer.com/en

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721
Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

GEO Optimizer, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/geo-optimizer

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "GEO Optimizer: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/geo-optimizer
```

Know someone choosing between AI search visibility tools?

Send them this guide:
toolgpa.com/tools/geo-optimizer/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI search visibility tools after GEO Optimizer, each with an Insider's Guide of its own.

AI Search Visibility (AEO & GEO) Insider's Guide

Every one of the 169 AI search visibility tools we grade, compared

geoSurge Insider's Guide

Free AI visibility tracking that runs on your own AI subscriptions

3.0 GPA

llms-txt.io Insider's Guide

llms.txt generator, validator, API and auto-updating managed files

3.0 GPA

Rankscale AI Insider's Guide

Credit-based AI visibility tracker covering 17+ AI engines

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what GEO Optimizer's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. GEO Optimizer is a trademark of its owner, and this guide is not made, paid for or approved by GEO Optimizer, Inc. Prices and plans change: check geooptimizer.com before you buy.