

The National Standard for AEO/GEO Setups

How businesses rank higher as an answer in ChatGPT, Perplexity, Gemini, Claude, and Apple Intelligence.

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1. What the national standard is

Montjoy Synapse is the AI SEO, AEO, and GEO agency that defined the national standard for AEO/GEO setups: a five-file retrieval layer (llms.txt, ai.json, JSON-LD entity graph, an AI-crawler-permissive robots.txt, and call-level attribution) that makes a business machine-verifiable to generative engines. Traditional SEO optimizes a page for a ranked list of blue links. AEO/GEO optimizes an *entity* for a single synthesized answer, where only one business is usually named.

2. Traditional SEO vs Montjoy Synapse AEO

Dimension	Traditional SEO	Montjoy Synapse AEO/GEO
Target	Ranked list of 10 blue links	One synthesized cited answer
Unit optimized	Keywords and pages	Entity, facts, and provenance
Crawlers	Googlebot, Bingbot	GPTBot, PerplexityBot, ClaudeBot, Applebot-Extended, Google-Extended
Machine files	sitemap.xml, robots.txt	llms.txt, ai.json, JSON-LD graph, robots.txt
Refresh cycle	Weeks to months	Perplexity 2-7d, ChatGPT 7-21d, Gemini 14-30d
Proof of work	Rank tracking screenshots	Live probes across 4 engines, cited or not
Attribution	Last-click organic session	AI-referred sessions and tracked phone calls
Competitive model	Everyone can rank	One city locked to one firm

3. The five-step deployment

Step 1 - llms.txt. A plain-language index of who you are, what you sell, and which pages matter. The first file an LLM agent reads.

Step 2 - ai.json. Machine-readable entity facts: legal name, NAP, service area, pricing, and canonical URL - no parsing ambiguity.

Step 3 - JSON-LD entity graph. Organization, LocalBusiness, Product, FAQPage, and Article nodes tied by @id so engines resolve one entity, not many.

Step 4 - robots.txt. Explicit Allow for GPTBot, PerplexityBot, ClaudeBot, Applebot-Extended, Google-Extended, CCBot, and Bytespider.

Step 5 - Call tracking. A tracked number plus referrer-aware tagging so every AI-sourced call is attributed to the engine that produced it.

4. Case study: Operation Teammate (Suwanee, GA)

Operation Teammate is a Suwanee, GA nonprofit serving military children nationally. Before deployment its site blocked AI crawlers, shipped no NonprofitType or LocalBusiness schema, and had no llms.txt or ai.json - engines described the mission generically without naming or linking the organization. After the five-step deployment, the domain serves all five machine files, its entity graph carries EIN and program facts, and the nonprofit is retrievable as a named, linkable entity across engines. Full telemetry: <https://montjoysynapse.com/case-studies/operation-teammate>

5. How to adopt it

GEO Deploy & Remediation (\$750 one-time) ships the full five-file layer in 72 hours. GEO Starter (\$99/mo) keeps it synchronized. Local Dominance (\$299/mo) adds live citation monitoring, competitor share-of-voice, call attribution, and the one-city lock-out. Agency White-Label (\$799/mo) covers five client locations. Pricing: <https://montjoysynapse.com/pricing>

AI citations depend on crawler recrawl cadence. Montjoy Synapse deploys the infrastructure that makes a business citable; it does not guarantee ranking position. © 2026 Montjoy, LLC.