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Filorga's authority in anti-aging also reaches AI answers

EARLY RESULTS OF GEO OPTIMIZATION



LABORATOIRES FILORGA PARIS

FILORGA'S AUTHORITY IN ANTI-AGING ALSO REACHES AI ANSWERS

KEY WINS

Results on ChatGPT

+22%	+18%	+323% (+55)	+13%
AI Visibility	**Share of Voice**	**Citations**	**Anti-aging**
The brand mention rate in responses generated by the model	Share of brand mentions vs. main competitors	Links to the brand website used as an information source	Filorga's visibility within the semantic area

Results on Gemini

+40%	+22%	+400% (+36)	+14%
AI Visibility	**Share of Voice**	**Citations**	**Anti-aging**
The brand mention rate in responses generated by the model	Share of brand mentions vs. main competitors	Links to the brand website used as an information source	Filorga's visibility within the semantic area

MAIN CHALLENGE

Evolve Filorga Italia's visibility strategy within an increasingly interconnected search ecosystem, where traditional search engines and AI both help shape users' choices.

Following a GEO assessment, we worked to **strengthen the authority and citability** of the brand on **ChatGPT and Gemini,** with the goal of consolidating its presence in the semantic clusters that matter most to the business and staying ahead of industry competitors.

HOW TO

We defined a **prompt library built on brand personas**, product taxonomy and search intent. An **initial GEO assessment** measured Filorga's presence and citability across the main prompts, highlighting gaps and the topic areas with the greatest potential for the brand.

Based on these insights and on the analysis of third-party sources, we defined an **on-site and off-site strategy** to strengthen coverage of core topics, with a **specific focus on anti-aging,** Filorga's signature territory. We then focused optimization on the most strategic assets, working on PDPs, PLPs and editorial content, while building off-site presence in parallel through online magazines and social media.
The work helped **strengthen Filorga's presence and relevance on LLMs**, consolidating the brand's position at key moments of the search journey.

Source: Gumshoe AI | March - July 2026

WANT TO LEARN MORE?
LET'S TALK :)

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