

STOREIS. × PÀSSIONE
BEAUTY

How to **increase** **brand visibility** on ChatGPT

FIRST RESULTS OF GEO OPTIMIZATIONS

STOREIS.



HOW TO INCREASE BRAND VISIBILITY ON CHATGPT



KEY WINS

+108%

Entity coverage rate
GEO Optimization
Effectiveness

+123%

Total brand coverage
How often it appears in
conversations related to
business-relevant intents

+64%

**Share of voice vs
competitor**
Share of brand
mentions vs.
competitors

MAIN CHALLENGE

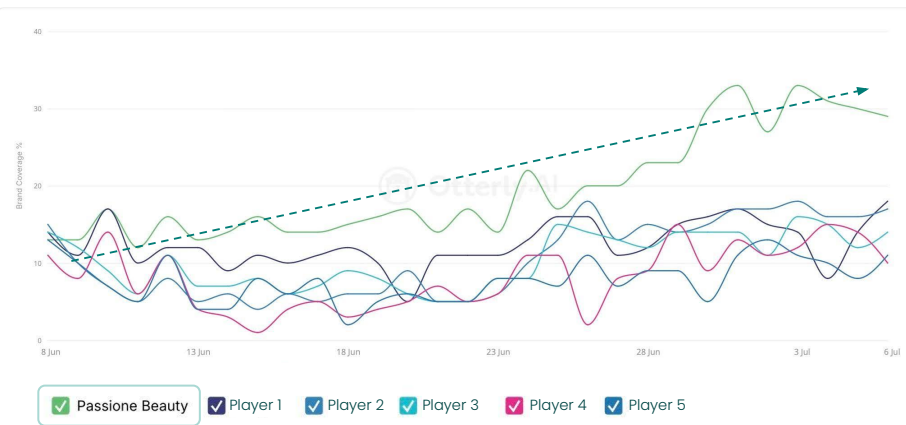
To evolve Passione Beauty's visibility beyond traditional search, we implemented a **GEO strategy** to position the brand **as a top authority on ChatGPT**. The core challenge was optimizing content to be **perfectly readable for LLMs** without sacrificing human user engagement.

HOW TO

We built a targeted **prompt library** and conducted a baseline **visibility assessment** to identify gaps.

Using these insights, we optimized key strategic assets (top-level PLPs, blog posts, buying guides, and hybrid landing pages).

Through trial-and-error **testing** of specific GEO tactics, we measured performance to refine and ultimately **scale the strategy**.



WANT TO LEARN MORE?
LET'S TALK :)

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