

ximu GEO User Manual

AI Brand Visibility Analytics — see how your brand really performs across AI models like ChatGPT, Gemini, Qwen, DeepSeek, and Doubao.

This manual walks you through ximu GEO's features, how to use them, and what each metric means and how to read it. All screenshots are taken from the live product (app.ximu-geo.com).

Contents

1. What is ximu GEO?
2. Interface Tour & Shared Controls
3. Overview
4. Insights · Visibility
5. Insights · Sentiment
6. Insights · Sources
7. Insights · Queries
8. Optimization · Report
9. AI Assistant
10. Management · Products
11. Management · API Keys
12. Account & Subscription
13. Metrics Quick Reference

1. What is ximu GEO?

Consumers used to find answers through Google search; now they increasingly ask ChatGPT, Gemini, Qwen, DeepSeek, Doubao and other AI models directly for "which brand / service to recommend." When AI doesn't mention you in its answers, you are effectively "invisible" on this new channel.

ximu GEO (GEO = Generative Engine Optimization) continuously asks the major AI models real questions related to your product category, and analyzes:

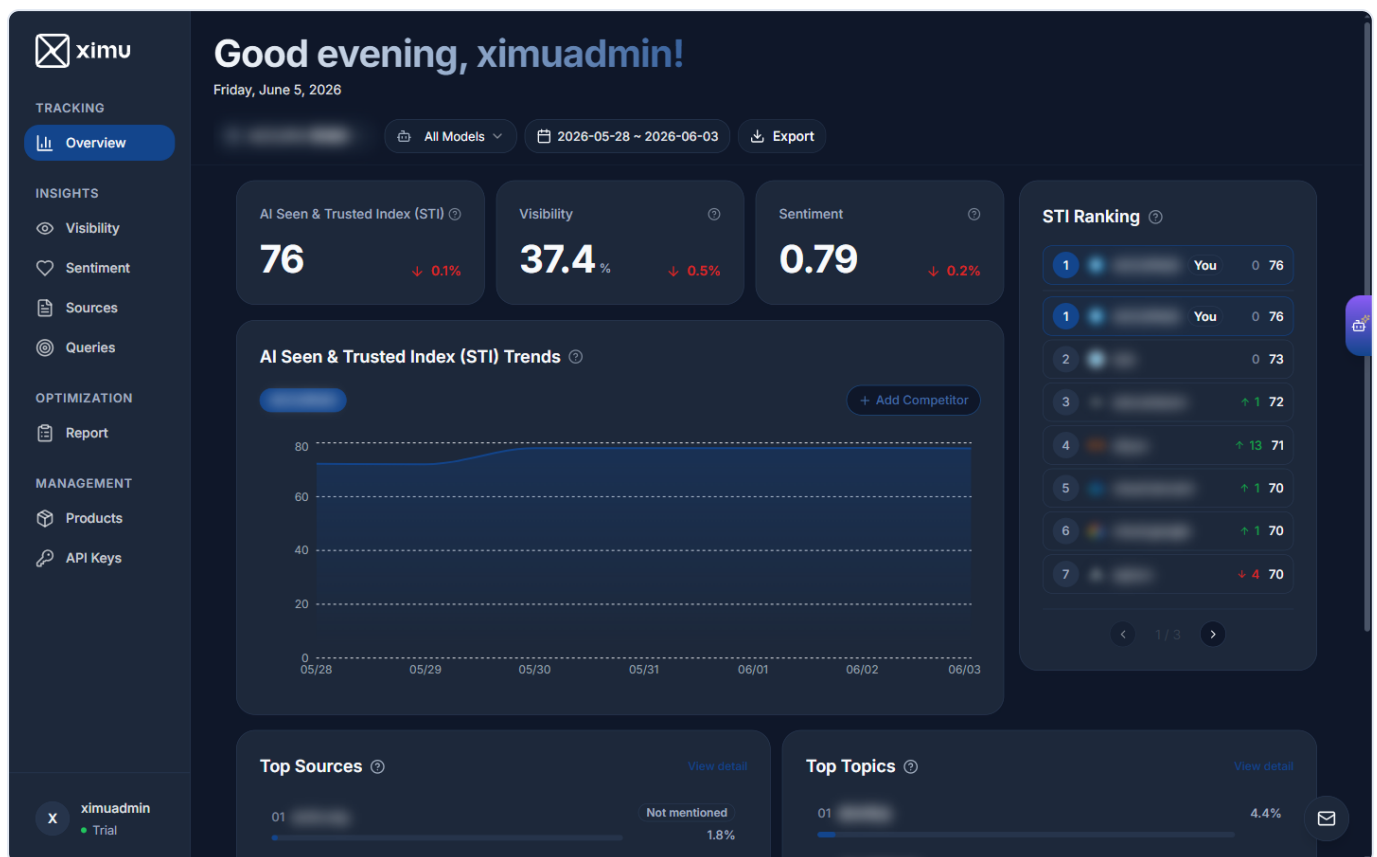
- Whether your brand is mentioned, and its **Reach** (frequency), **Position** (order), and **Focus** (share of content);
- The **sentiment** AI expresses toward your brand — positive or negative;
- **Which website sources** AI cites to build its answers;

- What **questions and topics** users actually ask;
- Your **ranking** relative to competitors.

It all condenses into one easy-to-read composite score, **STI (AI Seen & Trusted Index)**, along with actionable optimization suggestions.

i Currently tracked AI models: **ChatGPT, Gemini, Qwen, DeepSeek, and Doubao**. More models are being integrated over time.

2. Interface Tour & Shared Controls



After logging in you land on the main console. A fixed navigation rail sits on the left, with the main content on the right.

Left Navigation Rail

Section	Pages	Purpose
Tracking	Overview	See your brand's overall performance at a glance
Insights	Visibility / Sentiment / Sources / Queries	Deep analysis across four dimensions
Optimization	Report	Chat with AI to produce a deep analysis report
Management	Products / API Keys	Manage products/brands and integration keys

Top Shared Toolbar

Almost every analysis page has this toolbar in the top-right; it applies to the whole page's data at once:

- **Brand / Product selector:** switch the product being analyzed.
- **Model selector (All Models):** filter to a specific AI model, or view all at once.
- **Date range:** choose the analysis period (e.g. 2026-05-28 ~ 2026-06-03).
- **Export:** export the current page's data for reporting or archiving.

 Tip: All charts and numbers update live with the three filters — Brand / Model / Date. Confirm these three settings before reading the data.

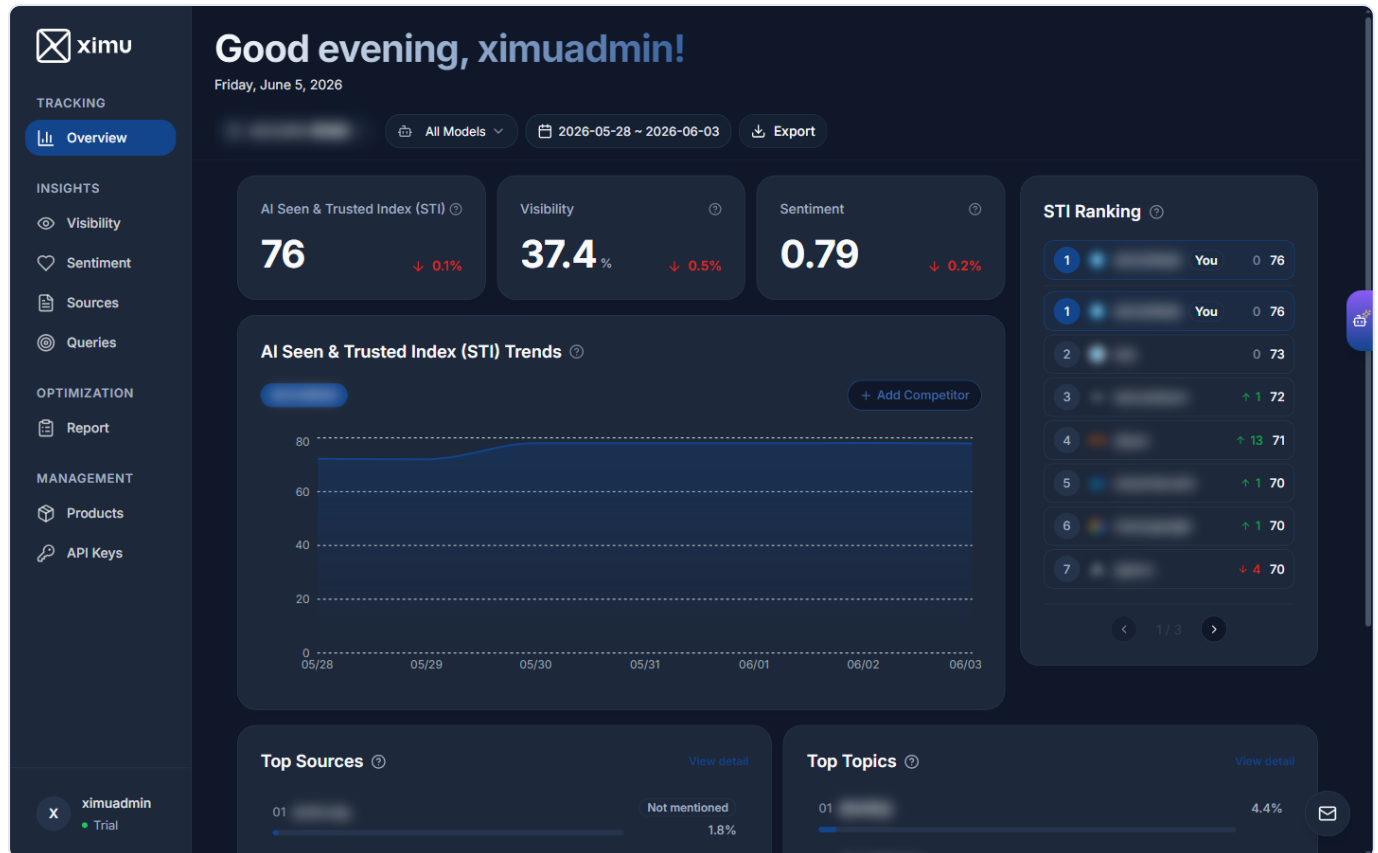
Other Shared Elements

- The **AI Assistant** button (top-left): open the assistant anytime (see Chapter 9).
- The ⓘ icon next to each metric title: hover to see that metric's explanation.
- The **Problem Feedback / envelope icon** (bottom-right): report an issue or contact the GEO expert team.

3. Overview

Path: Tracking → Overview

This is your home dashboard, condensing the most important information onto one page.



Three Core Metric Cards

Metric	Description	How to read
AI Seen & Trusted Index (STI)	Combines visibility and sentiment; the brand's overall influence in AI Q&A.	0–100, higher is better. This is the most important composite score.
Visibility	How visible your brand is in AI-generated answers overall.	The higher the percentage, the more easily AI mentions you.
Sentiment	The emotional tone AI expresses about your brand.	0 (negative) to 1 (positive), 0.5 is neutral; closer to 1 is better.

The small arrow (↑/↓ with a percentage) under each card shows the "change vs. the previous period" — red down, green up.

STI Trends

Shows how the STI score changes over time. Click **" + Add Competitor "** to add competitor brands and compare trajectories on the same chart.

STI Ranking

Ranks you (marked You) against competitors by STI score. Each row shows the rank, brand name, rank movement, and that brand's STI score — so you can see your position among similar products at a glance.

Top Sources / Top Topics

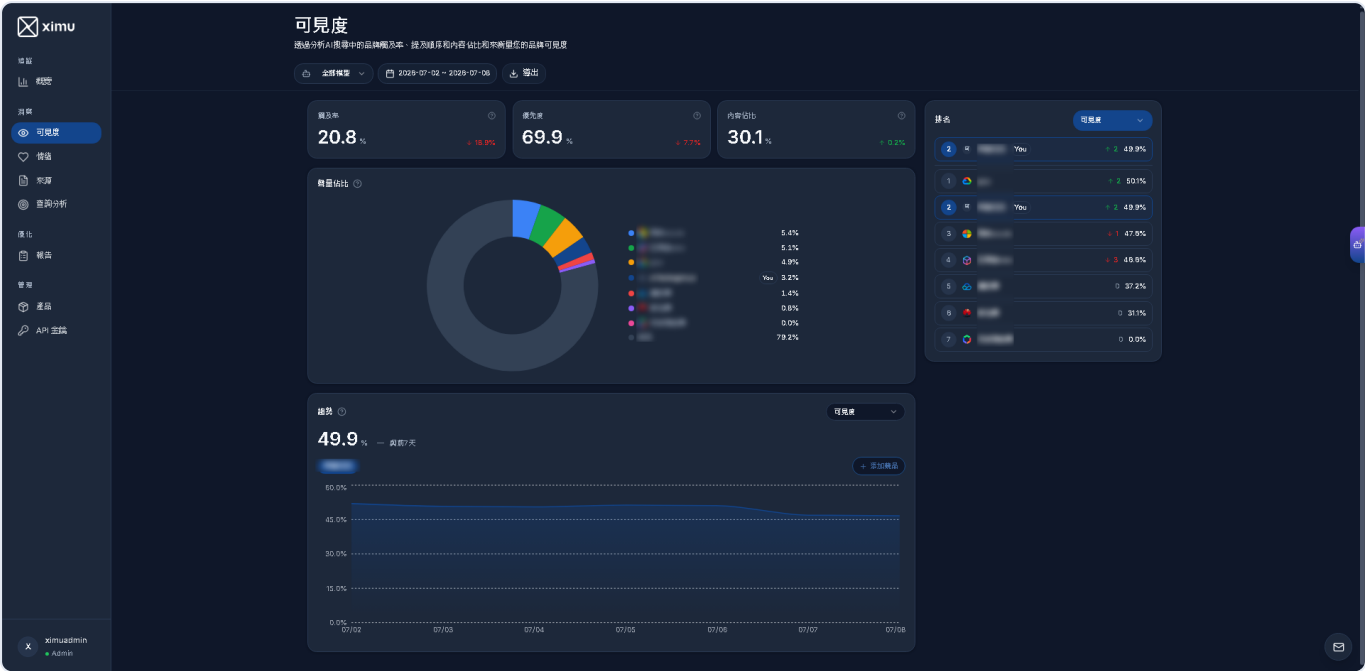
- **Top Sources:** the websites AI cites most in its answers (with citation rate and whether your brand is mentioned).
- **Top Topics:** the hottest topics in user questions and their share.

Click **"View detail"** in the top-right to jump to the corresponding full analysis page.

4. Insights · Visibility

Path: Insights → Visibility

A deep look at "how visible your brand is to AI," broken down by Reach (mention rate), Position (mention order), and Focus (content share).



Metric Cards

Metric	Description
Reach	How often your brand is mentioned in AI answers — higher means more exposure.
Priority / Position	How prominently the brand is mentioned — higher means closer to AI's top-of-mind answer.
Focus	Among answers that mention the brand, the share of content devoted to it — larger means a stronger presence.

Trend

Shows the recent change of the selected metric over time. Use the top-right dropdown to switch between Visibility / Reach / Position / Focus and observe each dimension.

Ranking

Lists you and competitors ranked by the selected (switchable) metric, helping you judge "who does better on this dimension."

Share of Voice (SoV)

A pie chart of your share (marked You) versus competitors among **all brands AI detected**. The denominator is every brand mentioned by AI in this product category; the legend lists each brand's share, and the blank slice represents other, untracked brands. See at a glance how much of the whole category conversation you own.

5. Insights · Sentiment

Path: Insights → Sentiment

Analyzes whether AI's tone toward your brand is positive, neutral, or negative.



Metric Cards

Metric	Description
Sentiment Score	Overall sentiment tendency, ranging 0 to 1 (negative → positive), 0.5 is neutral. Closer to 1 is better.
Positive	Share of positive answers.
Neutral	Share of neutral answers.
Negative	Share of negative answers.

Sentiment Distribution

A bar chart of sentiment across different source types (e.g. Official sources) — helping you find "which type of source is shaping AI's perception of your brand." A high negative share signals a content direction to prioritize.

Sentiment Word Cloud

Extracts the positive and negative keywords AI most often uses when talking about your brand and renders them as a word cloud — the larger the word, the more frequently it appears. A quick way to grasp the exact wording and emotional focus of how AI describes your brand.

6. Insights · Sources

Path: Insights → Sources

Understand "which websites AI cites" in its answers, and whether those sites mention you. This is the most critical page for optimizing content placement.

TRACKING

Overview

INSIGHTS

Visibility

Sentiment

Sources

Queries

OPTIMIZATION

Report

MANAGEMENT

Products

API Keys

ximuadmin

Trial

Source

Analyze brand mention frequency and source distribution in AI answers

All Models2026-05-28 ~ 2026-06-03Export

Sources

Source	Type	Citation Rate	Mentioned	Mentions
	Others	1.8%	No	0
	Knowledge	1.3%	No	0
	Others	1.1%	No	0
	Others	1.1%	No	0
	Others	1.1%	No	0
	Others	1.1%	No	0
	Official	1.1%	No	0

Table Columns

Column	Description
Source	The website domain cited by AI; click the icon to open the site directly.
Type	Source category, e.g. Official / Knowledge (wikis, papers) / Others. Filterable via dropdown.
Citation Rate	The share of AI citations to this site; click the header to sort.
Mentioned	Whether this source's content mentions your brand (Yes / No). Filterable.
Mentions	How many times this source mentions your brand.

💡 How to use: find sites with "high Citation Rate but Mentioned = No" — these are high-value platforms AI trusts but hasn't written about you yet, prime targets for PR and content placement.

7. Insights · Queries

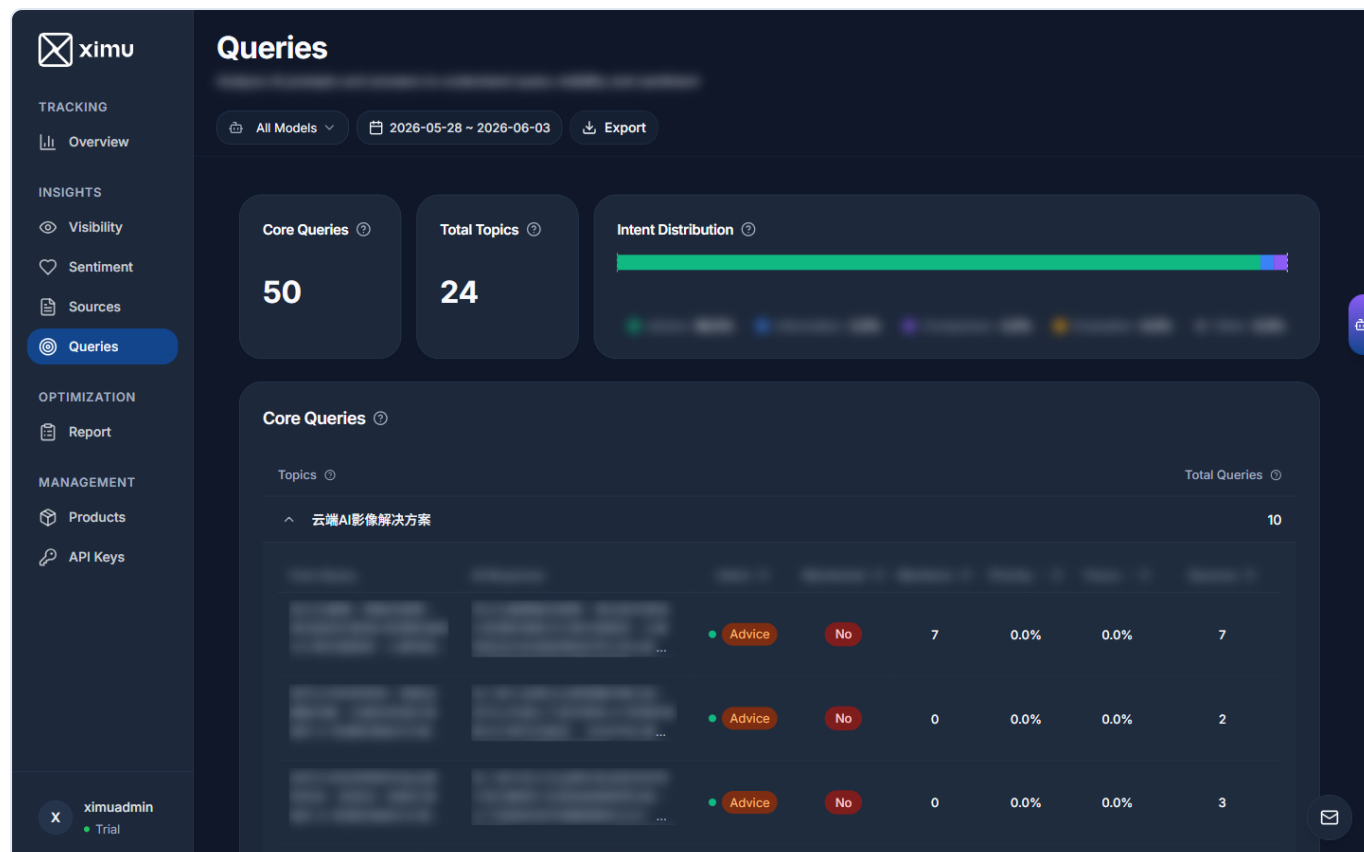
Path: Insights → Queries

See the actual questions users ask AI, the topics they cover, and review AI's real answers question by question.



Topic Detail Table

9 / 15



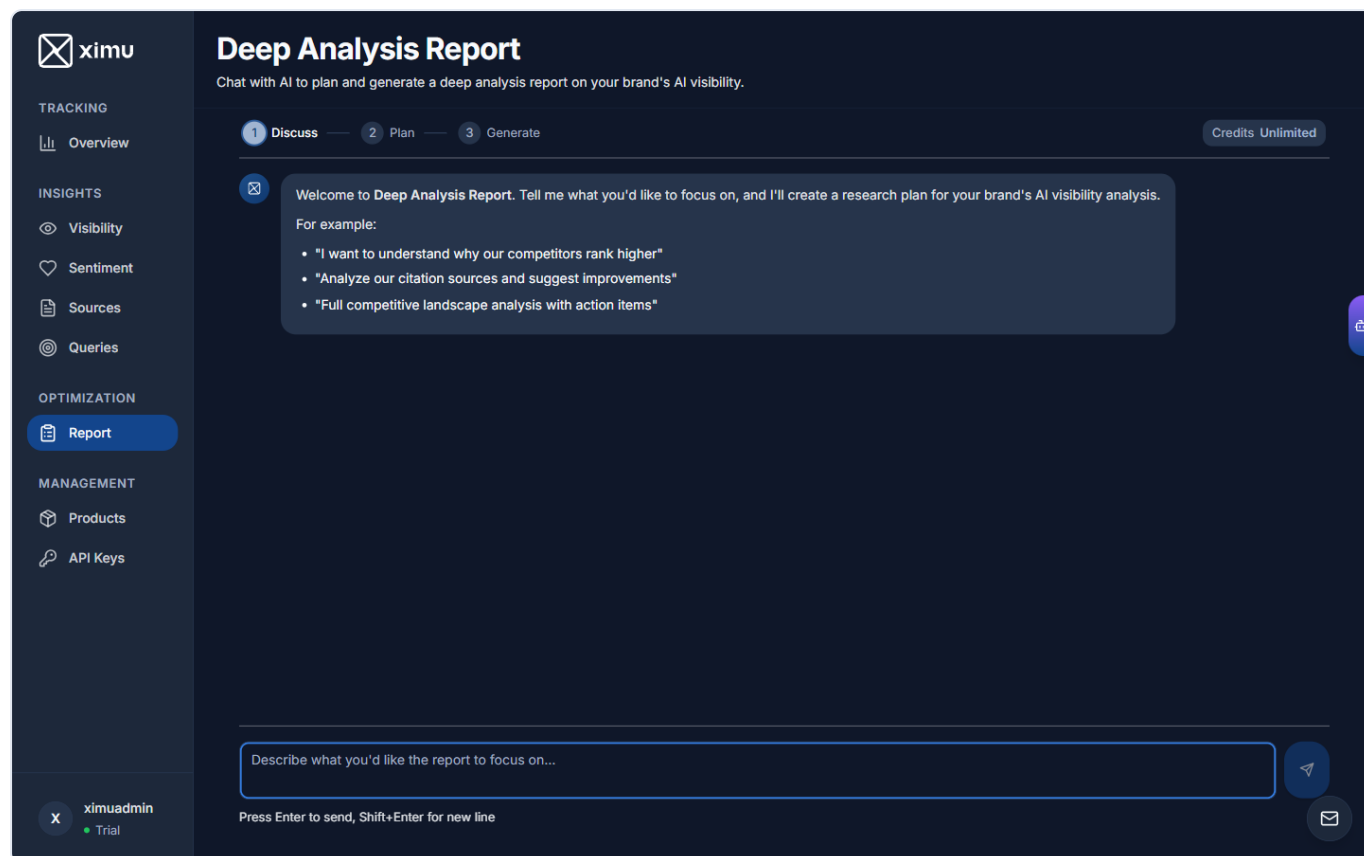
Column	Description
Core Query	The complete question the user asked AI.
AI Response	AI's full answer (click to expand).
Intent	The intent classification of the question.
Mentioned	Whether this answer mentions your brand.
Mentions	Number of mentions.
Priority	How prominently the brand was mentioned.
Focus	The share of content about your brand in that answer.
Sources	The number of sites AI cited in that answer.

💡 How to use: this is the page closest to reality. Reading AI answers question by question, you can clearly see "on which questions competitors get recommended while you are not mentioned," then strengthen content accordingly.

8. Optimization · Report

Path: Optimization → Report

Ask AI to produce a customized deep analysis report on your brand's visibility — through conversation.



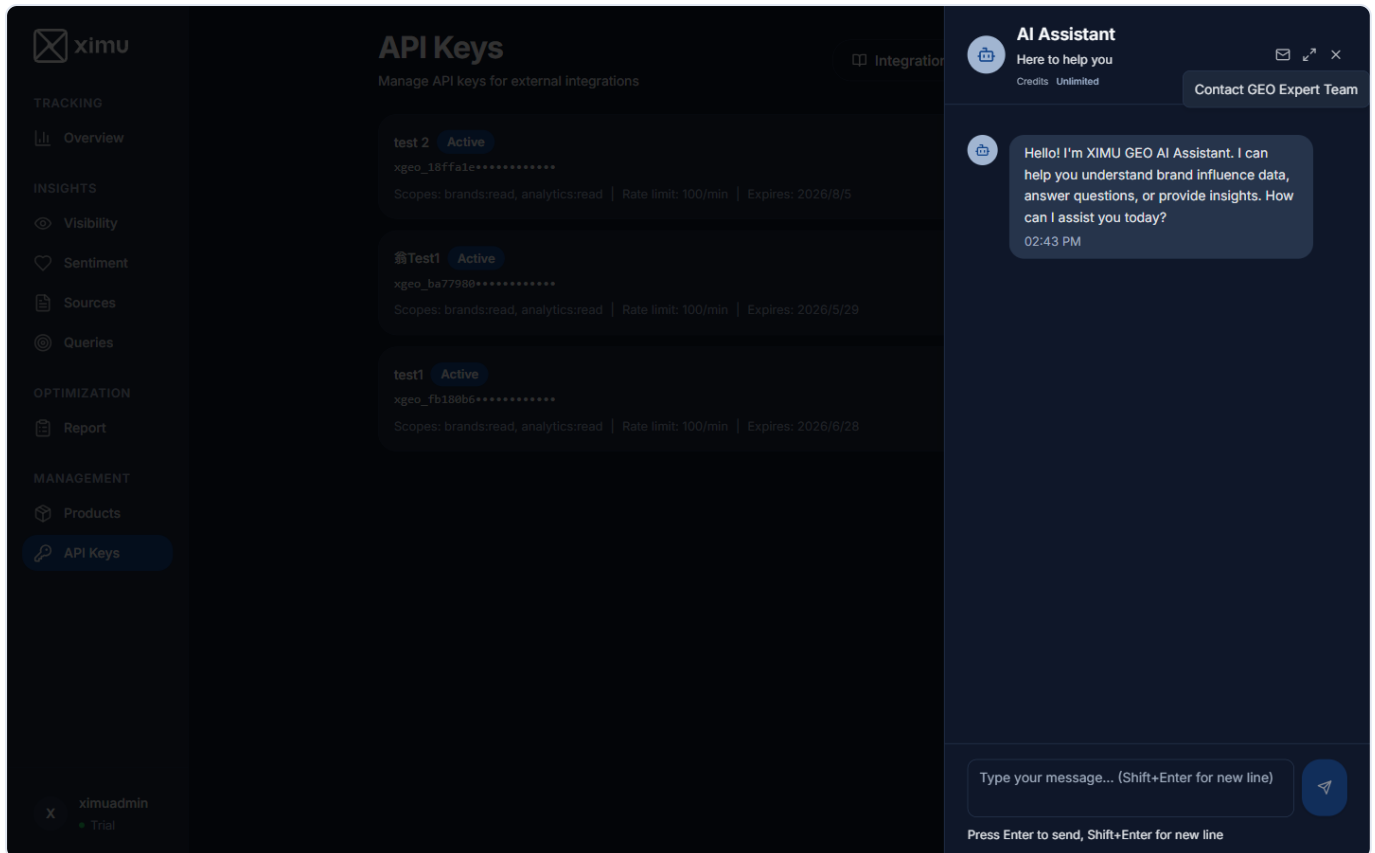
Three-Step Flow

1. **Discuss:** tell the system in natural language what you want to focus on, e.g.:
 - "I want to understand why competitors rank higher than us"
 - "Analyze our citation sources and suggest improvements"
 - "A full competitive landscape analysis with action items"
2. **Plan:** AI drafts a research plan based on your needs.
3. **Generate:** after confirmation, it generates the full report.

The top-right shows your available Credits. Type your request in the input box and press Enter to begin.

9. AI Assistant

Click the **AI Assistant** button in the top-left; a chat panel slides out from the right.



You can ask questions about your brand data in plain language, and the assistant will help you interpret data, answer questions, or provide insights. For example: "Why did my visibility drop this week?" or "Summarize the differences among my top three competitors." Ideal when you want a quick answer without digging through each page.

10. Management · Products

Path: Management → Products

Manage the products you track and each product's associated brand information. These settings determine how the system asks AI and which brand it analyzes — please fill them in accurately and completely.

Products List

- Lists all products by **name** and **description** in a table.
- Click "**Add Product**" to add a product; delete on the right of each row.
- When adding a product you can fill in **product aliases**, **markets of interest**, and **tracked models**; the more complete the product description (positioning, target audience, market region, etc.), the more accurate AI analysis becomes.

Brand Information

For the selected brand, maintain these fields:

Field	Description
Brand Name	The brand name (switch brands via dropdown).
Brand Aliases	Other names/spellings for the brand, used for AI mention matching.
Brand Domain	The brand's official domain, e.g. accupass.com.
Brand Location	The brand's main market region, e.g. Taiwan.
Preferred Language	Preferred analysis language, e.g. "English".
Brand Description	Brand background, market positioning, product introduction, etc.

Click **"Add Brand"** to add competitors or other brands. All changes save instantly — no extra button needed.

11. Management · API Keys

Path: Management → API Keys

If you want to integrate ximu GEO data into your own systems or tools, create and manage API keys here.

The screenshot displays the 'API Keys' management page in the ximu application. The interface features a dark sidebar on the left with navigation options: TRACKING (Overview), INSIGHTS (Visibility, Sentiment, Sources, Queries), OPTIMIZATION (Report), and MANAGEMENT (Products, API Keys). The main content area is titled 'API Keys' with a subtitle 'Manage API keys for external integrations'. It includes an 'Integration Guide' link and a '+ Create API Key' button. Three API keys are listed, each with an 'Active' status, a toggle switch, and a trash icon. The details for each key are: Scopes: brands:read, analytics:read; Rate limit: 100/min; Expires: 2026/8/5, 2026/5/29, and 2026/6/28. The bottom of the sidebar shows the user 'ximuadmin' with a 'Trial' status. A bottom right corner contains a mail icon.

Key List

Each key shows:

- **Name** and Active status (toggle on/off on the right).
- **Masked key string** (e.g. xgeo_18ffa1e••••••••; the full key is never shown again for security).
- **Scopes**: e.g. brands:read, analytics:read.
- **Rate limit**: e.g. 100/min.
- **Expires** date.
- Delete the key on the right.

Actions

- Click **"Create API Key"** in the top-right to create a new key. **The full key is shown only once at creation — save it immediately.**
- Click **"Integration Guide"** to view the integration documentation.

⚠ Security note: an API key carries account-level access. Never leak it or commit it to public code. If you suspect a leak, disable or delete it immediately.

12. Account & Subscription

Click your account name in the bottom-left to expand the account menu:

- **Manage Subscription**: manage your plan and payment (your current plan shows below the account name, e.g. Trial).
- **Profile**: personal profile settings.
- **Logout**: sign out.

The Trial plan may have feature or quota limits; upgrading unlocks more models, longer data history, and higher report quotas.

13. Metrics Quick Reference

Metric	Range / Unit	How to read	Appears on
STI (AI Seen & Trusted Index)	0–100	Composite of visibility + sentiment; higher is better	Overview
Visibility	Percentage	Overall extent of AI mentions; higher = mentioned more often	Overview / Visibility
Sentiment	0 ~ 1 (0.5 neutral)	AI's attitude toward the brand; closer to 1 is more positive	Overview / Sentiment
Reach	Percentage	Mention frequency; higher = more exposure	Visibility
Position / Priority	Percentage	Mention prominence; higher = closer to top choice	Visibility / Queries
Focus	Percentage	Share of answer content about your brand; larger = stronger presence	Visibility / Queries
STI Ranking	Rank	Your position vs. similar competitors	Overview
Citation Rate	Percentage	Share of AI citations to a source site	Sources
Mentioned	Yes / No	Whether a source mentions your brand	Sources / Queries
Mentions	Count	Number of mentions of your brand	Sources / Queries
Intent	Category	Purpose of a question: Advice / Information / Comparison / Evaluation / Other	Queries

Suggested Cadence

1. **Daily / Weekly:** open Overview to check STI, Visibility, Sentiment and ranking changes.
2. **When something's off:** go to Visibility / Sentiment to pinpoint which dimension has the issue.
3. **When planning content:** use Sources to find high-value sites that don't mention you, and Queries to see where competitors win.
4. **When building a decision report:** use Report for a deep analysis, or just ask the AI Assistant.
5. **Regular upkeep:** keep brand descriptions and competitor lists current in Products.

This manual is based on the live product; the interface and data may change with updates. For questions, contact the GEO expert team via the feedback button in the bottom-right.