

LLM.co Launches LLMO Services to Increase Brand Visibility in ChatGPT, Gemini, Perplexity, and Copilot

New service aligns entities, evidence, and schema to earn credible citations and brand mentions across leading public LLMs—without manipulation.

Seattle, Washington Aug 30, 2025 ([IssueWire.com](https://www.IssueWire.com)) - [LLM](#) today announced [LLMO Services \(Large Language Model Optimization\)](#) designed to make brands easier for public LLMs to discover, verify, and cite.

The offering focuses on entity clarity, citable evidence, and machine-readable structure so organizations can win **Answer Share** and increase **Citation Rate** in AI-driven responses. “LLMO is about **earned visibility**—we strengthen the signals public LLMs already trust, like clear entities, credible evidence, and structured answers—so when people ask real questions, models can confidently cite our clients,” said **Samuel Edwards, Chief Marketing Officer at LLM.co**.

Public LLMs are quickly becoming the web’s primary “answer engines,” yet many brands remain **invisible or misrepresented** in model outputs. Traditional [SEO services](#) alone do not address **entity disambiguation, third-party corroboration, or claim-level anchors**—the exact signals models prefer. The company’s [LLM SEO Services](#) close this gap with an ethical, evaluation-first framework that fortifies the sources and structures models already use. “We take a **long-term, ethical** approach,” noted **Nate Nead, LLM.co’s Chief Executive Officer**. “Instead of chasing hacks, we make our clients’ public facts, sources, and structure **unambiguously better**—improvements that persist as models evolve.”

What the LLMO service does

LLM.co’s framework improves seven core areas that influence public LLM visibility:

- **Entity Graph & Identity Hygiene** to establish canonical org/person/product profiles, resolve name collisions, build a robust SameAs graph to authoritative profiles (Wikidata, GitHub, Crunchbase, LinkedIn), and normalize key facts (founding year, HQ, leadership).
- **Evidence & Citations Program** to produce **citable assets** (case studies, research notes, lightweight datasets) and secure neutral, third-party corroboration on reputable outlets (.gov, .edu, standards bodies, respected media/directories) with claim-level anchors and permalinks.
- **LLM-Readable Structure** that converts key pages to **answer-first** formats (definitions, Q&A, comparisons) with stable anchors and transparent criteria so models can lift accurate, self-contained explanations.
- **Schema & Technical Signals** including JSON-LD (Organization, Product, FAQPage, HowTo, Article, Review), tuned robots/sitemaps for reputable AI crawlers (e.g., GPTBot, PerplexityBot), canonicalization, and stable section IDs.
- **Knowledge Source Coverage** prioritizing editorial directories and industry bodies (not pay-to-play lists), hardening newsrooms and public docs (versioned URLs, changelogs), and enriching code surfaces (e.g., GitHub READMEs, release notes).
- **Reputation Consistency** to eliminate profile conflicts and stale facts across the web and promote balanced, neutral descriptions that models are more likely to trust and cite.
- **Measurement** to track **Answer Share, Citation Rate**, accuracy (hallucination incidence), and freshness (time-to-adoption) by model with a curated prompt bank and monthly evals. “When your brand shows up as the **named, linked source** inside answer engines, it influences discovery, consideration, and pipeline,” added **Timothy Carter, Chief Revenue Officer**. “Our program gives

teams a **repeatable way** to grow Answer Share—and **prove** it with model-specific evaluations.”

How LLM.co's LLMO Services Differ

Rather than “gaming” outputs, LLM.co strengthens **durable signals**—entities, evidence, schema, and technical clarity—so improvements are **portable across vendors** and ship behind evaluation gates. This model-agnostic approach is designed to be resilient as public LLMs update their training data, ranking heuristics, and safety layers.

Who Can Benefit

Growth-stage and enterprise teams in **SaaS, fintech, legal, healthcare, cybersecurity, and developer tools** seeking more **brand mentions, accurate facts, and trustworthy citations** in public LLM answers—especially for evaluative and comparison-style prompts.

Getting Started

Engagements begin with a **Week-1 Visibility Audit** covering entity, source, content, and technical signals—plus a baseline of **Answer Share** and **Citation Rate** across major models—followed by **30–45 day sprints** that deliver quick wins and durable authority building. **LLMO Services are available immediately at LLM.co.**

Results

Anonymized pilot metrics are available upon request, including documented gains in **Answer Share, Citation Rate**, and time-to-adoption for updated facts.

About LLM.co

LLM.co helps organizations succeed in the age of answer engines with services spanning **LLM optimization, governance, and evaluation**. The company focuses on durable, ethical signal building that improves how public models discover, interpret, and cite brands.

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