

Marketing Gabriel Launches GEO Services to Optimize Brand Visibility Across Generative AI Search

Marketing Gabriel Launches GEO Services to Optimize Brand Visibility Across ChatGPT, Gemini, and Generative AI Search Engines

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Braga, Norte Mar 28, 2026 ([IssueWire.com](https://www.issuewire.com)) - Marketing Gabriel Agency, a leading SEO, GEO, AEO and digital marketing consultancy for businesses in Portugal, today announced the launch of its advanced content development services focused on Generative Engine Optimization (GEO & AEO, AI SEO, LLM SEO), designed to increase brand visibility across AI-powered answer engines.

As information discovery rapidly shifts from traditional search engines to platforms such as ChatGPT, Gemini, and Perplexity, this new offering positions [Marketing Gabriel Agency](https://www.issuewire.com) among the first consultancies in Portugal to formally implement **optimization strategies for generative engines**.

According to consultant Gabriel Cunha, the primary goal is to ensure that Portuguese companies' content and communication are **understood, cited, and recognized as trustworthy** sources by

artificial intelligence systems.

“GEO, AEO, AI SEO, LLM SEO, whatever name you choose are evolving faster than most organizations can realistically keep up with. People are no longer relying solely on Google. They are turning directly to AI engines to compare options and make decisions. Brands that fail to adapt to these new channels face a real risk of losing visibility at the earliest and most critical stage of the decision-making process,” says **Gabriel Cunha**, consultant at Marketing Gabriel Agency.

The new [GEO & AEO \(AI SEO\) services](#) developed by Marketing Gabriel combine proprietary methodologies in **semantic analysis**, **information architecture**, and **digital authority engineering**, applied consistently throughout the entire editorial and content optimization process.

Execution is built around four core operational pillars:

- **Analysis of real decision-maker queries across generative engines**, mapping search patterns into clear buyer-intent frameworks.
- **Development of content that directly addresses market questions**, with a strong focus on depth, relevance, and credibility rather than surface-level information.
- **Technical structuring of content for maximum interpretability by Large Language Models (LLMs)**, including semantic hierarchy, technical markup, and contextual clarity.
- **Scalable content production without loss of brand identity**, combining intelligent automation with human editorial control.

Marketing Gabriel offers [GEO & AEO-driven content development \(AI SEO, LLM SEO\)](#) across three maturity levels, tailored to the reality of Portuguese companies:

- **Initial AI Engine Presence** – content audits focused on visibility within generative environments, supported by periodic performance reporting.
- **Content Revitalization** – restructuring and enhancing existing assets to increase relevance and citation potential by AI systems.
- **GEO & AEO Content Development** – creation of original, high-authority content specifically structured for inclusion in AI-generated responses.

The decision to formally launch this offering in Portugal is based on over **16 years of experience in technical SEO, semantic optimization, and digital authority strategies**, developed through national and international projects across the technology, industrial, retail, and professional services sectors.

This initiative reinforces Marketing Gabriel’s position as an active transformation agent within the digital marketing landscape and supports the adoption of more advanced AI-driven visibility practices by organizations in Portugal.

To mark the launch, Marketing Gabriel will offer [free GEO Generative Engine Optimization](#)

[diagnostics](#) to selected companies.

The goal is to demonstrate, in practical terms, how brands can gain visibility and authority within AI-powered search and answer engines.

The diagnostic includes an assessment of the brand's current presence across generative AI platforms, identification of optimization opportunities, and strategic recommendations for implementing GEO.

Companies interested in learning more can request additional information through Marketing Gabriel's official channels.

Media Contact

Marketing Gabriel

*****@gmail.com

933819186

Rua Eiriz 315

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