

Do You Use GEO in Your EU-Funded Project?

AI Search Visibility as a New Layer of Dissemination, Communication and Impact

NexusweltEU Funding & Innovation Support

Link: <https://nexuswelt.com/>



EU project visibility is changing.

Stakeholders no longer search only through Google. They increasingly ask AI assistants direct questions:

- "What EU projects are working on early cancer detection?"
- "Who is active in Chips JU semiconductor supply chain projects?"
- "How can an SME join a Horizon Europe consortium?"
- "Which organisations support dissemination in EU-funded projects?"

If a project is not clearly structured online, it may be missed in AI-generated answers — even when the research is strong.



Key message: Dissemination now needs to be readable for people and understandable for AI systems.

Link: [Project Dissemination & Communication](#)

What GEO Actually Means

GEO = Generative Engine Optimization.

GEO is the practice of structuring content so that AI systems such as ChatGPT, Google AI Overviews, Gemini and Perplexity can find, understand, summarise and cite it when answering a question.

The original GEO research introduced a framework for improving visibility in generative engine responses and found that GEO methods can improve visibility by up to **40%**, depending on the domain and method used.

SEO helps you rank.

GEO helps AI systems understand and cite you.

Link: Full Nexuswelt GEO article – <https://nexuswelt.com/geo-in-eu-funded-projects/>

Why SEO Alone Is Not Enough

Ranking #1 and being cited by AI are not the same thing.

A 2026 study of Google AI Overviews found that AI Overviews activated for **13.7%** of all studied trending queries and **64.7%** of question-form queries. It also found that nearly **30%** of cited domains did not appear in the co-displayed first-page Google results.

Another 2026 study comparing Google Search, Gemini and AI Overviews found that generative search systems retrieve and present sources differently from traditional search results.

For EU projects: Classic search visibility is still important, but it is no longer the whole picture.

EU Project Example

Example: a strong project with weak AI visibility

A Horizon Europe project may have:

- A project website
- PDF deliverables
- Partner logos
- News posts
- Social media updates

But AI systems may still miss it if:

- The project is not explained in 2–3 clear sentences
- The acronym and full name are inconsistent
- Partner roles are unclear
- Results are hidden in PDFs only
- There is no FAQ section
- Partner websites describe the project differently
- The site is not updated after launch



Lesson: AI visibility depends on clarity, consistency and structure.

Link: [EU Project Communication Guide](#)

GEO and Impact

GEO can support the impact story of an EU project.

Traditional dissemination KPIs often track:

- Website visits
- Social media reach
- Newsletter performance
- Event participation
- Media mentions
- Downloads
- Publications

GEO adds a new question: **Can the project be found, understood and cited by AI systems when stakeholders ask about the topic?**

This can support:

- Policy visibility
- Industry uptake
- Stakeholder engagement
- Exploitation pathways
- Future consortium visibility
- More complete dissemination reporting

Safe wording: GEO does not replace official dissemination KPIs. It adds a forward-looking visibility layer.

Link: [EU Project Communication Guide](#)

GEO Checklist for EU Project Websites

Quick GEO check

Does the homepage explain the project in 2-3 clear sentences?

Are the acronym, full project name, programme and role repeated consistently?

Are partners and target stakeholders easy to understand?

Are expected results and impact explained in plain language?

Does the site include FAQ sections?

Are PDFs supported by HTML summaries?

Are partner websites and LinkedIn descriptions aligned?

Is the sitemap submitted to Google and Bing?

Are important pages updated regularly?

Is the content accessible and not blocked by robots.txt?

What GEO-Friendly Content Looks Like

AI systems need extractable information.

GEO-friendly project content should include:

Structure

- Direct-answer introductions
- Short paragraphs
- Question-style headings
- FAQ blocks

Content

- Consistent project facts
- Statistics with sources
- Quotes from credible stakeholders
- Regular updates

Technical

- Internal links
- Structured data
- Partner and programme information

The GEO study found that optimization methods such as adding statistics, citations and authoritative wording can improve visibility in generative engine responses, with results varying by domain.

Link: [EU Project Communication Guide](#)

Technical Checks

AI visibility also depends on technical accessibility.

Check:

- The sitemap is submitted to Google Search Console and Bing Webmaster Tools
- Important pages are indexable
- robots.txt does not block important crawlers
- Key content is not hidden only in images or PDFs
- Project pages load well on mobile
- FAQPage, Article and Organization schema are used where appropriate
- Public deliverables have short HTML summaries

Useful tools:

Google Search Console: <https://search.google.com/search-console/about>

Bing Webmaster Tools: <https://www.bing.com/webmasters/about>

Bing Webmaster Tools helps site owners monitor Bing visibility, submit URLs, check sitemaps and troubleshoot crawling/indexing issues.

How to Monitor GEO

Start with a simple monthly AI visibility check.

Test the same prompts in ChatGPT, Perplexity, Gemini and Google AI Overviews.

Example prompts:

- "What EU projects are working on [topic]?"
- "Which Horizon Europe projects focus on [technology]?"
- "Who are key partners in [sector] EU projects?"
- "What projects support [impact area] in Europe?"
- "Which organisations support dissemination in EU-funded projects?"

Track:

- Does the project appear?
- How is it described?
- Which source is cited?
- Which competitors appear instead?
- Has visibility improved or dropped?

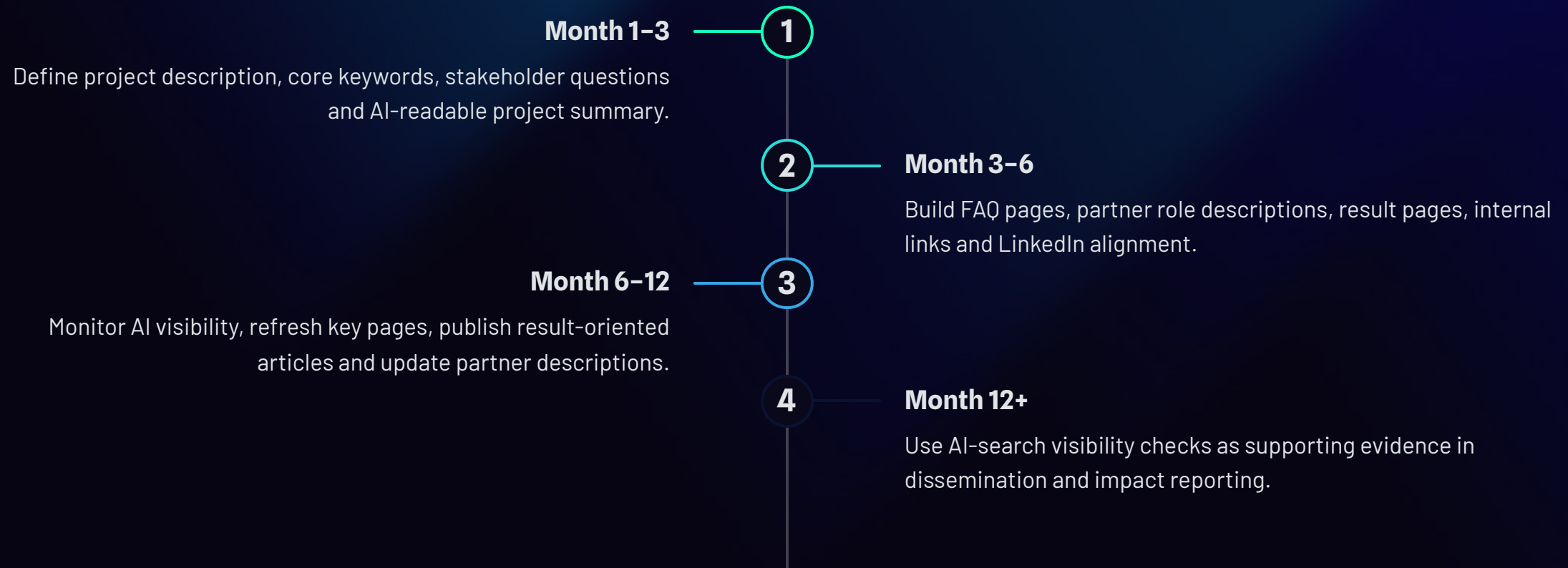
A simple spreadsheet is enough at the beginning.

Useful tracking approach: Manual prompt log + Search Console + Bing Webmaster Tools.

Link: [Contact Nexuswelt](#)

How GEO Fits Into a Dissemination Work Package

Example implementation timeline



Important: GEO is an additional visibility layer, not a replacement for SEO, events, stakeholder engagement or formal dissemination KPIs.

Link: [Project Dissemination & Communication](#)



How Nexuswelt Supports GEO in EU Projects

Nexuswelt integrates GEO into dissemination and communication strategy.

Nexuswelt can support EU-funded projects with:

Visibility & Content

- AI-readable project pages
- FAQ structures
- Project visibility checks
- Website and LinkedIn alignment
- AI-search visibility monitoring

Strategy & Positioning

- Partner and result positioning
- Internal linking recommendations
- Dissemination and communication content

Reporting & Management

- Support with reporting around visibility, dissemination and impact
- Project management support linked to communication tasks

Links:

[Project Dissemination & Communication](#)

[EU Project Management](#)

[EU Project Communication Guide](#)

Key Takeaways + Sources

Key takeaways

- AI assistants are changing how stakeholders discover EU projects, partners and results.
- For EU-funded projects, GEO can support dissemination, communication, exploitation and impact.
- GEO makes project information clearer, more structured and easier to cite.
- The best time to build AI-search visibility is early in the project – not after final reporting.

Nexuswelt links

Homepage: <https://nexuswelt.com/>

Project Dissemination & Communication: <https://nexuswelt.com/project-dissemination-communication/>

EU Project Management: <https://nexuswelt.com/eu-project-management/>

EU Project Communication Guide: <https://nexuswelt.com/eu-project-communication-guide/>

Contact: <https://nexuswelt.com/contact/>

Research / tool sources

GEO overview / original concept: https://en.wikipedia.org/wiki/Generative_engine_optimization

Google AI Overviews study: <https://arxiv.org/abs/2605.14021>

Generative AI and search study: <https://arxiv.org/abs/2604.27790>

Google Search Console: <https://search.google.com/search-console/about>

Bing Webmaster Tools: <https://www.bing.com/webmasters/about>