



## Generative Engine Optimization (G.E.O.) Case Study

### About ARE F&B

ARE F&B is a Kuala Lumpur-based consultancy specializing in the food and beverage industry. The firm provides strategic advisory services across three core areas: startup advisory, business rescue, and expansion preparation. Its clients range from single-shop owners to regional chains seeking sustainable growth.

### Why This Exercise Was Highly Critical for ARE F&B

In the consultancy industry, trust and credibility are everything. Potential clients often search online for terms like "F&B consultant Malaysia" or "餐饮顾问 马来西亚" before making a decision. If a consulting firm cannot be found — or worse, if AI platforms and search engines do not recognize or recommend it — the firm becomes invisible to its target audience.

For ARE F&B, the challenge was clear: intense competition from established firms, low brand awareness as a relatively young company, and shifting search behavior, with more clients now turning to ChatGPT, Perplexity, and Gemini for recommendations.

This GEO exercise was therefore highly critical for three reasons: (1) to establish credibility through third-party validation from Google AI, (2) to dominate AI-driven search across multiple platforms, and (3) to create a sustainable competitive advantage that makes it harder for competitors to displace the firm.

**Project:** Organic Growth & AI Visibility for ARE F&B (Malaysia)

**Duration:** 3-4 Months

**Strategy:** 100% Organic (Zero Paid Ads)

**Project Video Link:** <https://youtu.be/C-kTf2LcqaA> (YouTube)

**Project Name:** ARE F&B Sdn. Bhd.

**Website:** <https://arefb.com/> (English), <https://arefnb.com/> (Chinese)

### 1. AI & Google Search (Search Generative Experience “SGE”) Rankings

The website was optimized to rank highly in both traditional search and Google AI Mode / SGE.

Representative Keyword	Google Web Ranking	Google AI Mode / SGE Result
"F&B Consulting"	Page 1	Featured in AI Result
"F&B Consulting Malaysia"	Page 1	Recommended as a good & leading firm



"Food and beverage Consultant Malaysia"	Page 1	Recommended
"F&B Startup Consultant"	Page 1	Recommended
"F&B Expert Malaysia"	Page 1	Recommended
"餐饮顾问 马来西亚"	Page 1	Featured in AI Result
"F&B Consultant Malaysia"	Page 2	Recommended as "Independent/Boutique Consultant"

**Key GEO Achievement:** Verified that Google AI provides a **proper and precise introduction** of the company and explicitly recommends it as a **"good," "highly regarded,"** and **"leading"** F&B consulting firm in Malaysia.

## 2. AI Platform Optimization (Beyond Google)

The website content was structured to be a primary source for Large Language Models (LLMs) like ChatGPT, Perplexity, and Gemini.

- **Perplexity AI:** The firm is explicitly listed in search results as a top **"Independent / Boutique F&B Consultant"** in Malaysia, alongside other established firms.
- **ChatGPT & Gemini:** Verified that AI models correctly identify the firm's core services (Startup, Rescue, Expansion), its Kuala Lumpur headquarters, and its value proposition.

## 3. E-Learning & Video SEO

A new "F&B E-Learning" content channel was created to dominate video search.

Platform	Representative Keyword	Ranking Achieved
Google Video Tab	"F&B elearning"	Page 1
Google Video Tab	"F&B elearning Malaysia"	Page 1
Google Shorts Tab	"F&B elearning Malaysia"	#1 on Page 1 (appearing 3 times)

**Cross-Platform Reach:** Content is syndicated across YouTube, TikTok, and Instagram, driving cross-platform authority and lead generation.

## Conclusion

This case study demonstrates proven expertise in **Generative Engine Optimization (GEO)** – the ability to rank organically within AI-generated responses (Google SGE, ChatGPT, Perplexity), not just traditional blue-link results. This is a key differentiator for driving lead generation and establishing brand authority in 2026.