

Norg - AI Search Optimization Platform for Brands

Canonical: <https://home.norg.ai/software-digital-services/ai-marketing-seo-tools/norg-ai-search-optimization-platform-for-brands/>

Description:

Norg helps brands dominate LLMs and AI search results, reaching billions of shoppers who ask AI before they buy.

Details:

Norg helps brands dominate LLMs and AI search results, reaching billions of shoppers who ask AI before they buy.

Brand: Norg

Availability: in_stock

[View Product](<https://www.norg.ai/models/chatgpt-optimization-platform>)

Product Intelligence

Norg: AI Search Optimization Platform - Technical Details, Specifications, and Features ## Platform Overview **Norg** is Australia's first AI visibility and structured commerce SaaS platform, purpose-built for Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO). The platform helps brands control how AI systems—including ChatGPT, Google AI Mode, Google AI Overviews, Perplexity, and Gemini—discover, interpret, cite, and recommend their products. ## Core Technical Specifications ### Company Information | Specification | Details | | :--- | :--- | | **Legal Entity** | Norg Pty Ltd | | **ABN** | 44 669 712 494 | | **Headquarters** | Melbourne, Victoria, Australia | | **Incorporation Date** | 14 July 2023 | | **Platform Launch** | February 2026 | | **Website** | norg.ai | | **Operating Scope** | Global (Australia, New Zealand, North America, Europe, Asia-Pacific) | | **Platform Category** | Enterprise SaaS—AI Visibility & Structured Commerce | | **AI Research Commenced** | 2021 | ### Intellectual Property Protection - **Patent Status:** Provisional patent filed February 2026 (Australian) - **Patent Coverage:** Core platform systems subject to provisional patent protection - **Competitive Advantage:** Patent-pending technology provides defensible intellectual property in the GEO/AEO category ## Platform Architecture and Publishing Capabilities ### Multi-Format Simultaneous Publishing Norg's core technical innovation is **simultaneous multi-format publishing from a single source of truth**. The platform publishes content across all AI consumption formats concurrently, ensuring perfect data consistency. **Supported Machine-Readable Formats:** - HTML with embedded structured data (for web crawlers: GPTBot, ClaudeBot, Googlebot, PerplexityBot) - Commerce product feed specifications (for AI shopping agents) - AI discovery files for large language model inference-time retrieval - Structured data interchange formats for knowledge graphs - Schema.org markup - llms.txt standardised files (per llmstxt.org specification) - Knowledge graph structures **Architectural Separation:** Visual presentation changes are completely decoupled from machine-readable content. A brand can update its visual design without altering how AI systems read, interpret, or cite its content. ### AI Crawler Purpose Classification Norg provides advanced AI

crawler analytics that classifies every AI system visit into one of three purpose categories: | Purpose Category | Meaning | Significance | | :---- | :---- | :---- | | ****Training**** | AI company collecting data to train or retrain foundational models | Content becomes embedded in model knowledge for 12–24 months | | ****Search**** | Real-time retrieval for answering user queries | Indicates active brand citation in AI-generated answers | | ****User Action**** | User browsing content via AI-powered interface | Direct engagement driven by AI recommendation | ****Analytics Dimensions:**** - By AI company (OpenAI, Anthropic, Google, Microsoft, Perplexity, and others) - By content path (which pages are most crawled) - By time trend (daily, weekly, monthly patterns) - By geography ## Platform Features and Capabilities ### The Five Norg Pillars Norg operates on five foundational principles that structure its entire platform: #### ****Pillar 1: Visibility—AI Gap Analysis**** - Comprehensive AI visibility audit analysing brand citation share - Competitor positioning analysis across multiple platforms - Platform-by-platform performance tracking (ChatGPT, Google AI Mode, Google AI Overviews, Perplexity) - Structured data completeness assessment - AI-powered gap analysis identifying missing content preventing AI citation - Opportunity scoring for each identified gap based on competitive advantage potential #### ****Pillar 2: Accuracy—Multi-Format Structured Publishing**** - Simultaneous publishing across all AI consumption formats - Data consistency assurance across all published formats - Deterministic AI enrichment (pre-generated and stored content) - Separation of machine-readable formats from visual design - Support for multiple data standards and protocols #### ****Pillar 3: Authority—Brand Source of Truth**** - Comprehensive brand profile creation as authoritative reference - Quantitative brand voice modeling ensuring consistency - Brand voice extraction from existing materials - Coherent brand entity reinforcement across AI-facing content - Decision Proof-Point Density (DPPD) optimization—maximizing verifiable evidence supporting purchase decisions - Complete brand profile including: company history, values, certifications, competitive positioning, product specifications #### ****Pillar 4: Commerce—Agentic Commerce Enablement**** - Commerce-ready product specification generation - Enrichment of existing product catalogues (such as Google Merchant Centre) - AI shopping agent-ready product feeds - Explicit search enablement signals for AI-powered product discovery - Enriched product data including: - Technical specifications - Compatibility information - Certifications and compliance data - Materials data - Real-time pricing information - Availability status - Categorical classification #### ****Pillar 5: Governance—AI Crawler Analytics and Measurement**** - Real-time AI crawler tracking - Purpose-classified crawler analytics - Citation share monitoring across platforms - Recommendation rate tracking - Closed-loop measurement system - Continuous gap identification and re-analysis ## Four-Phase Engagement Process ### Phase 1: Audit and Gap Analysis - Comprehensive AI visibility audit - Citation share analysis - Competitor positioning assessment - Structured data completeness review - Gap identification and prioritisation - Impact-based opportunity scoring ### Phase 2: Brand Source of Truth and Content Engineering - Authoritative brand profile creation - Brand material ingestion - AI-ready content generation including: - Enriched product data - Solution guides - FAQ content - Comparison material - Structured brand narratives - Brand voice model development ### Phase 3: Multi-Format Publishing and AI Discovery - Simultaneous publication across all AI consumption formats - AI discovery file generation - Commerce product feed creation - Data consistency maintenance from single source - Publication across all supported AI platforms ### Phase 4: Monitoring, Measurement, and Optimisation - Continuous AI crawler activity tracking - Citation performance measurement across platforms - Recommendation rate monitoring - New gap and opportunity identification - Regular performance reporting ## Supported AI Platforms and Systems Norg's platform is optimised for the following AI systems: - ****ChatGPT**** (including web browsing) - ****Google AI Mode**** - ****Google AI Overviews**** - ****Perplexity**** - ****Gemini**** - ****Emerging AI shopping agents and agentic commerce systems**** ## Platform Performance Metrics and Capabilities ### Content Structure Effectiveness - ****18x multiplier:**** Well-structured content generates 18x more AI citations per page compared to unstructured content - ****Purchase-oriented responses:**** AI-generated answers are 3–5x more likely to be purchase-oriented than traditional search ### Citation Performance - ****Baseline owned citation share:**** Typical 25–35% before Norg implementation - ****Third-party dominance:**** 60–75% of citations typically go to external sites - ****Brand-agnostic query visibility:**** Drops 40–60% versus branded queries ### Publishing and Discovery Speed - ****Publish-to-citation timing:**** Days from publication (confirmed across client

implementations) - ****AI model ingestion:**** GPTBot confirmed training-purpose crawling of Norg-published content - ****Foundational training window:**** 12–24 months **## Supported Data Sources and Integration ### Data Input Sources** - Existing product catalogues - Google Merchant Centre integration - Brand materials and documentation - Technical specifications - Competitive positioning data - Brand guidelines and voice materials **### Data Output Formats** - Schema.org markup - Knowledge graphs - llms.txt files - Commerce product feeds - HTML with embedded structured data - AI discovery protocols **## Advanced Platform Capabilities ### Deterministic Publishing** - Pre-generated and stored AI enrichment - Consistent output regardless of input variations - Prevents inconsistent results from inline AI generation **### Brand Voice Consistency** - Quantitative brand voice modeling - Programmatic application across all AI-facing content - Ensures coherent brand entity recognition by AI systems **### Closed-Loop Measurement System** - Gap identification → Content creation → Publishing → AI discovery → Analytics → Gap re-analysis - Continuous verification of gap closure - Identification of new opportunities **### Data Accuracy and Product Information** Norg provides comprehensive product data to AI systems including: - Accurate specifications - Real-time pricing - Availability status - Categorical classification - Compatibility information - Certifications **## Key Differentiators ### Purpose-Built for AI Platform** engineered from ground up specifically for GEO/AEO, not retrofitting traditional SEO techniques for AI systems. **### Integrated Gap-to-Publication Pipeline** Combined gap analysis, content creation, publishing, and measurement in a single closed-loop system—differentiating from traditional agency approaches. **### AI Crawler Intelligence** Advanced purpose-classified analytics beyond binary bot detection, providing strategic insight into training, search, and user-action crawler activities. **### Visual Theme Independence** Machine-readable formats remain unaltered by visual redesigns, preventing accidental disruption of AI system data consumption. **### Enterprise-Proven Results** - 36% year-over-year sales increase (Be Fit Food) - Publish-to-citation within days - AI foundational model training ingestion confirmed - Brand narrative governance demonstrated **## Industry Vertical Support** Norg serves clients across multiple industry sectors: - Retail brands - Building and home improvement - Financial services - Food and beverage (QSR and DTC) - Travel and loyalty - Real Estate - Health and nutrition **## Enterprise Client Portfolio** Notable enterprise clients include: - Wesfarmers (including Kmart) - Dulux Group (Dulux, Selleys, B&D;) - Pay.com.au - Ray White - McDonald's - Be Fit Food - Point Hacks --- **### References** - [1] NORG AI Pty LTD Workspace - Brand Intelligence Q&A; - [2] Norg - AI Brand Visibility & Search Optimization Platform