

GAS Engine Optimization is the practice of optimizing one business identity for all three engines that decide who gets found today: Generative, Answer, and Search. Framework and name created by Dustin Olson (Coach DO) in 2026. The engines share a fuel line: optimize once, win on all three.

G

GENERATIVE ENGINE (GEO)

AI recommendations: ChatGPT, Gemini, AI Overviews, Ask Maps.

A

ANSWER ENGINE (AEO)

One direct answer instead of a list: featured snippets, voice, FAQ results.

S

SEARCH ENGINE (SEO)

Traditional rankings and the local map pack, the foundation of the other two.

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ONE IDENTITY FUELS ALL THREE

Complete GBP, PAWN+ citations, real reviews, a Q&A website, one social graph.

WHY IT MATTERS

- A growing share of searches are answered by AI before a results page is seen.
- All three engines read the same identity signals; chasing them separately triples the work.
- Original local content and real reviews are what AI engines cite.

SEO got you ranked. GAS gets you recommended.