AI12Z GEO SUITE

AI Discoverability Credits and Usage

A flexible, usage-based credit model for GEO, AEO, and AIO reporting.

Credits reflect the actual AI and search resources used to create each report. Report usage may vary with scope, volume, and processing complexity.

ai12z GEO Suite

Usage policy and annual plan allowances

How GEO credits work

Each report is metered from the services used during report creation. ai12z records model input and output tokens, external AI or search calls, and other metered report-generation services. The combined usage is then converted into GEO credits using one consistent formula, regardless of which model or provider is used.

CONVERSION RULE	MINIMUM CHARGE	ROUNDING
100 credits	**10 credits**	**Nearest 5**
for every $1.00 of tracked report-generation cost	for a metered report that uses paid AI or search services	credit usage is rounded up for a simple, consistent balance

Why usage can vary

Usage driver	How it affects report creation
Content volume	More questions, pages, citations, markets, or source material can require more processing.
Model activity	Longer prompts and longer generated responses increase input and output token usage.
External testing	Reports that test third-party AI or search systems may use additional metered calls.
Report complexity	Multi-step analysis, comparisons, summaries, and recommendations may require more processing.

Consistent across providers. The same conversion applies whether a report uses Claude, GPT, Gemini, web search, Google Search, or a combination of services.

Report usage guide

The guide below describes relative report-generation intensity. It does not set a fixed report price. Actual GEO credit usage is calculated from the measured resources used by each individual report.

Report	Typical usage	What drives usage
Q&A; Analysis	HIGH / VARIABLE	Question volume, conversation history, analysis depth, generated findings, and report length.
Citation Monitor	HIGH / VARIABLE	Number of target queries and the external AI and search systems tested.
URL Analysis	MODERATE	Page size, page structure, schema, content analysis, and generated recommendations.
AI Footprint	MODERATE	Number of markets, sources, profiles, and brand/entity signals evaluated.
Keyword Visibility	SPECIAL	GEO credits cover report generation. The answer tests themselves use the regular answer-query allowance.
Agent-Readiness Audit	LOWER	Site accessibility checks, crawler directives, sitemap review, and related recommendations.
Prospect Snapshot	LOWER	Available public information and the amount of summary content generated.
AI List Generation	LOWER	Number and complexity of generated keywords, target queries, and competitor suggestions.

Higher or lower intensity does not imply better or worse value. It indicates the amount of metered AI and search activity normally required to create the report.

Reports with no metered AI usage

Some reports are created from data and recommendations that already exist in the ai12z platform. When no new paid model or external search activity is required, these reports consume 0 GEO credits.

Report	Credit treatment	How it is produced
Site-Wide Sweep	**0 GEO credits**	Uses stored structural signals and existing indexed-page data to rank weaker pages.
GEO Trend Comparison	**0 GEO credits**	Compares two completed Q&A Analysis reports using stored results. New citation testing is separate.
Consolidated Action Plan	**0 GEO credits**	Combines and prioritizes recommendations already generated by completed reports.

Important usage notes

• **Keyword Visibility:** answer testing is deducted from the organization's regular answer-query allowance. GEO credits cover the incremental report-generation work.

• **External re-testing:** when a stored-data report triggers a new external AI or search test, that new activity is metered under the applicable report.

• **Usage variability:** two reports of the same type may consume different credits when their question counts, page sizes, citation queries, markets, or generated outputs differ.

Credit calculation

Tracked report cost x 100 = GEO credits

Minimum 10 credits; rounded up to the nearest 5 credits.

Annual GEO credit allowances

Each organization receives an annual pool of GEO credits. The usage-based calculation determines how many credits an individual report deducts from that pool.

Plan	Annual GEO credits	Report history	Additional credits
Business	30,000	12 months	Upgrade required
Business Plus	60,000	24 months	Upgrade required
Professional	120,000	36 months	$0.025 each
Professional Plus	300,000	48 months	$0.025 each
Enterprise	720,000	60 months	$0.025 each

Annual allowance policy	
Shared pool	GEO credits are shared across the organization and may be used across eligible report types and agents.
Expiration	Included and purchased credits expire at the end of the current subscription term and do not roll into renewal.
Additional credits	Available at $0.025 per credit on Professional plans and above.
Business tiers	Business and Business Plus customers may upgrade to receive a larger included allowance.

The annual allowances do not need to change simply because report charging is now dynamic. At the standard conversion, every 100 credits corresponds to $1.00 of tracked report-generation cost. The allowances therefore function as clear annual usage budgets while allowing each report to reflect its actual processing requirements.

Frequently asked questions

Why can the same report type use a different number of credits?

The content volume and the services used can differ. More questions, pages, citations, markets, external tests, or generated output may require more tokens and metered calls.

Does the selected AI model change the conversion?

No. ai12z totals the actual metered cost across all models, search providers, and report-generation services, then applies the same credit conversion.

Are all reports charged GEO credits?

No. Reports created entirely from stored platform data use 0 GEO credits when no new paid AI or external search activity is required.

How is Keyword Visibility handled?

The answer tests use the regular answer-query allowance. GEO credits are used for the incremental analysis and report-generation work.

What happens when the annual pool is exhausted?

Business and Business Plus customers may upgrade. Professional plans and above may purchase additional GEO credits at $0.025 per credit.

Do credits roll over?

No. Included and purchased GEO credits expire at the end of the current subscription term.