

Recommendation Agents



User

Travel backpack for short trips and work gear



Let me search for products...



Agent

Search Products & Sources



Product Pages



Reviews



Platforms

...

Final Recommendation

Product A w/ GEO

Winner



Utility Score: 95 (Original 70)

Product B w/o GEO



Utility Score: 90

GEO Attack

Retrieved Web Evidence



GEO manipulates web evidence

1 Content-level Manipulation

1

Changes what a document says or omits;
Insert praise / remove drawbacks

2 Epistemic Framing

2

Changes how supported or credible a claim appears;
Fake authority / Strong-looking support

3 Model-facing Realization

3

Changes how source text is presented or surfaced to the model;
Highlighted wording / Prompt-like formatting