

The GEO Specialist Capability Checklist

What 262 reviewed roles ask a GEO / AEO / AI Search specialist to own — organised as a working process.

Based on Citable's reviewed evidence base of 262 provisional canonical roles (August 2026). All percentages use the 262-role denominator and describe this evidence base, not the entire global job market. "Not stated" means the responsibility was absent from the captured posting under the published coding rule — not that the company skips the work.

Prerequisite: an established SEO foundation — crawlability, indexation, rendering, structured data and site architecture. It is stated in **94.3% of roles**. Everything below extends that foundation into AI-mediated discovery; nothing replaces it.

Phase 1 · Research — establish the evidence base

AI-visibility measurement is an explicit responsibility in 30.5% of roles.

- ☐ Build commercial query and prompt libraries
- ☐ Define an evidence panel across the relevant AI surfaces
- ☐ Record brand and competitor presence baselines
- ☐ Run citation and source analysis: which sources support which answers
- ☐ Check narrative accuracy, sentiment and recommendation context
- ☐ Map the independent sources that shape relevant AI answers
- ☐ Identify credible evidence missing from that source environment

A citation, a mention, a recommendation and a referral describe different events. Define each metric and record its limitations before moving on.

Phase 2 · Strategy — turn findings into a plan

- Translate research findings into a prioritised roadmap
- Build and maintain an experiment backlog
- Document decisions and acceptance criteria
- Coordinate dependencies with web, product and engineering
- Assign explicit owners for every workstream

Phase 3 · Implementation — ship the changes

Technical, editorial and off-site work must move together; no single fix guarantees a citation.

Technical and machine readability

- Crawlability, indexation, rendering and internal linking
- Structured data and canonicalisation
- Passage extractability and crawler policies
- Entity relationships and structured product or service information

Content: retrieval and evidence design

- Answer the buyer's question clearly and fit the commercial journey
- Expose claims and evidence in retrievable passages
- Connect facts to identifiable entities and sources
- Keep every page useful and defensible for human readers

Off-site authority

- Coordinate with communications, PR, customer advocacy and subject-matter experts
- Prioritise industry publications, analysts, communities, reviews and video

Emerging: agent readiness (*explicit in 0.4% of roles — assess by use case, not as a universal bundle*)

- Structured product and service data, feeds and APIs for agent-mediated discovery and action

Phase 4 · Validation — prove what changed

- Apply governance and QA to every shipped change
- Re-run the evidence panel against the baseline
- Track citations, mentions, recommendations and referrals as separate events
- Report AI referral and commercial outcomes where the data permits it

Phase 5 · Deliverables — what the role hands over

Explicit product-operations signals appear in 30.2% of roles; senior roles are defined by ownership, not isolated tasks.

- Evidence panel and baseline report
- Prioritised roadmap and experiment log
- Editorial and technical tickets with acceptance criteria
- QA records and a documented decision log
- Executive reporting that explains progress and uncertainty

Source: Citable Research, "What Companies Expect From a GEO Specialist" (August 2026) — citable.agency/journal/what-companies-expect-from-geo-specialist

Next step: If no validated baseline exists, start with a bounded diagnosis — citable.agency/audit

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