

Get Cited by AI

Level 3 Workbook — module checklists, the capstone brief, rubric & sign-off.

SEO · AEO · GEO — Zero to Expert

Level 3 gate: Make a brand cited by AI answer engines and prove it. Run the 5-part AI-visibility audit, ship the fixes, and demonstrate a new citation/mention in at least one engine (AI Overviews, ChatGPT, Perplexity, Gemini or Copilot) with before/after evidence.

3.1 AI-search landscape

- Mapped which engines your audience uses
- Recorded a baseline: who owns the answer today

3.2 Citability

- Scored key passages on the 5 citability dimensions
- Rewrote one page with answer-target blocks (Q heading + 40–60w answer)
- Added statistics / quotable facts

3.3 AI crawler access

- Audited robots.txt for GPTBot/ClaudeBot/PerplexityBot/OAI-SearchBot/Google-Extended
- Decided allow/block per crawler and applied it

3.4 Entities, schema & sameAs

- Added Organization + Person schema
- Added sameAs to Wikipedia/Wikidata/LinkedIn/YouTube
- Added speakable where relevant

3.5 Optimizing per engine

- Scored the page for AI Overviews / ChatGPT / Perplexity / Gemini / Copilot
- Executed 2 cross-platform synergy actions (e.g. Wikipedia/entity)

3.6 SSR & technical GEO

- Confirmed main content is in the raw HTML (AI crawlers see it)
- Fixed any JS-only content or JS-injected schema

3.7 llms.txt

- Shipped a spec-valid llms.txt
- Noted honestly that its measured effect is ~zero today

3.8 Brand mentions & AI E-E-A-T

- Ran a brand-mention scan (Wikipedia/Reddit/YouTube/LinkedIn/reviews)
- Executed a tier-1 get-cited action

3.9 Measuring AI visibility

- Computed a baseline AI Visibility Score
- Set up AI-referral tracking in GA4
- Built the ongoing scorecard

Capstone — brief, rubric & sign-off

Brief. Run the full 5-part AI-visibility audit (citability, crawler access, schema/sameAs, per-engine, brand mentions) on a real site. Ship the fixes. Then demonstrate a NEW citation or brand mention in at least one AI engine, with before/after evidence and a recomputed AI Visibility Score.

Not yet	Passing (the gate)	Strong
Audit run but no fixes shipped; no engine citation demonstrated.	5-part audit + fixes shipped; a new citation/mention shown in ≥ 1 engine with before/after evidence; AI Visibility Score improved.	Citations in multiple engines; entity established (Wikipedia/Wikidata + sameAs); a repeatable scorecard tracked over time.

Project / client: _____ **Date:** _____

Evidence of the gate met: _____

Signed: _____

Checkpoint. No neutral free AEO/GEO cert exists yet — your proof IS the demonstrated citation. Keep the scorecard; refresh quarterly (the field moves fast).