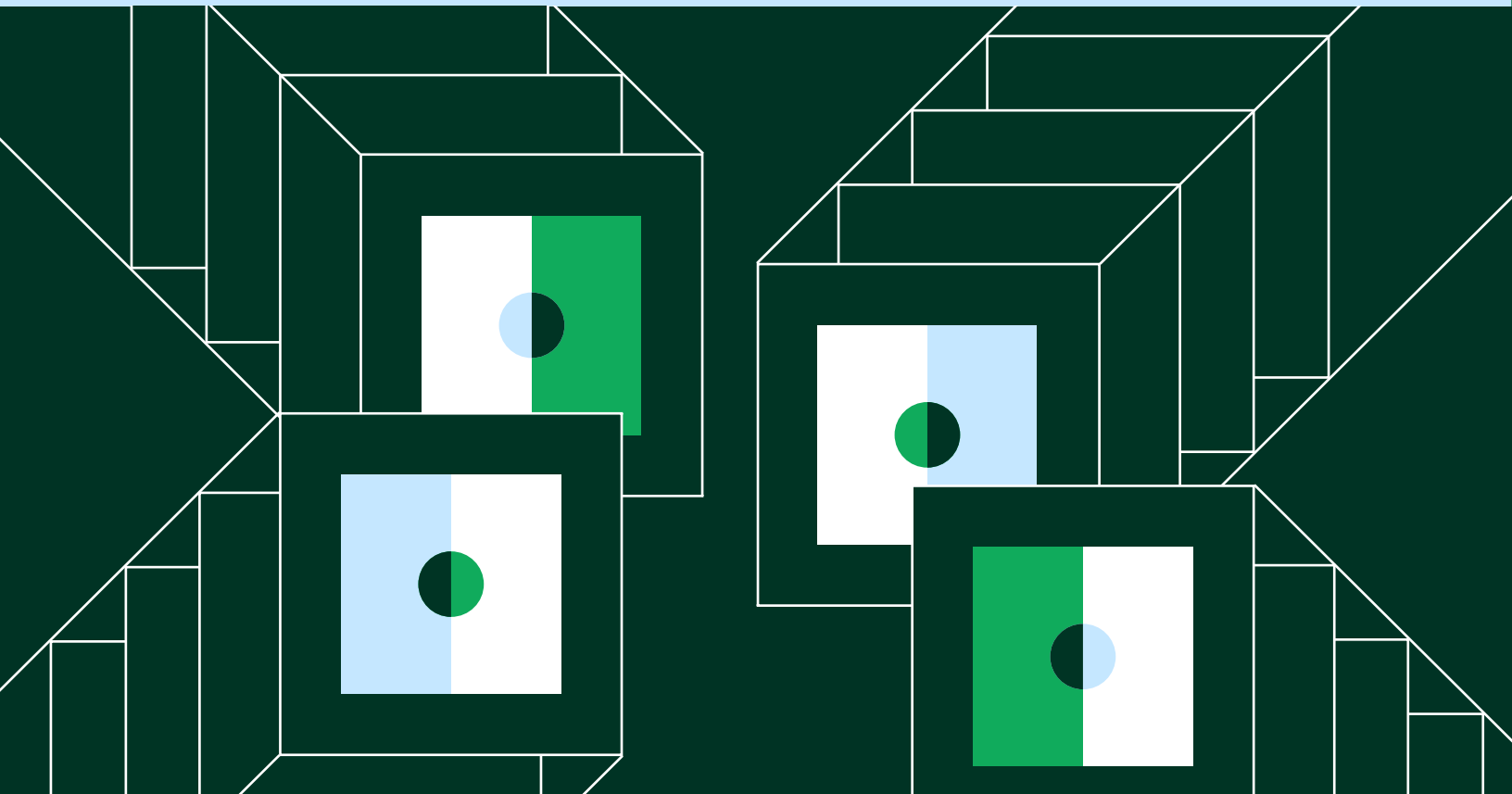


The GEO Operating Playbook

How CMOs build a system
that wins in AI search



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AI search has become an operating challenge

AI now sits between brands and buyers. It shapes whether companies are discoverable, if they enter consideration, if they're trusted, and how products are positioned—all before a buyer reaches a website or speaks to sales.

94% of B2B buyers use generative AI in purchasing decisions

Forrester, "Beyond The Click," 2026

50% decline in organic traffic since Q1 2025

Forrester, "Beyond The Click," 2026

60% of AI answers cite the wrong source or misrepresent brand information

Columbia University, "AI Search Has a Citation Problem," 2026

The response from most marketing organizations has been incremental. Teams run visibility audits, update priority content, refine messaging, and build authority across external channels. These efforts may produce short-term gains, but they rarely form a system that can sustain visibility over time.

That fragmentation was survivable when search evolved more slowly, but GEO and AEO are continuous disciplines. Maintaining AI search visibility requires hundreds of small decisions and actions across topics, products, audiences, markets, content types, and AI platforms.

THE LEADERSHIP SHIFT

GEO cannot remain a standalone search initiative.

CMOs need an operating model that embeds AI visibility across the marketing operation, connecting insight to execution across teams and workflows. This creates the continuous feedback loop required to build and sustain visibility as AI search evolves.

This playbook defines that model through five operating choices: ownership, cadence, connected execution, governance, and measurement. Together, they turn GEO from a set of isolated optimizations into a durable marketing capability.

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Establish clear ownership

GEO is a team sport,
but it still needs a captain.

AI search visibility extends far beyond the SEO team because no single function controls all the signals that shape it. Content builds topical authority, product marketing defines category and product truth, and PR strengthens the external credibility AI engines rely on. Marketing operations connects those inputs to execution, while brand, legal, and compliance determine what the organization can credibly claim.

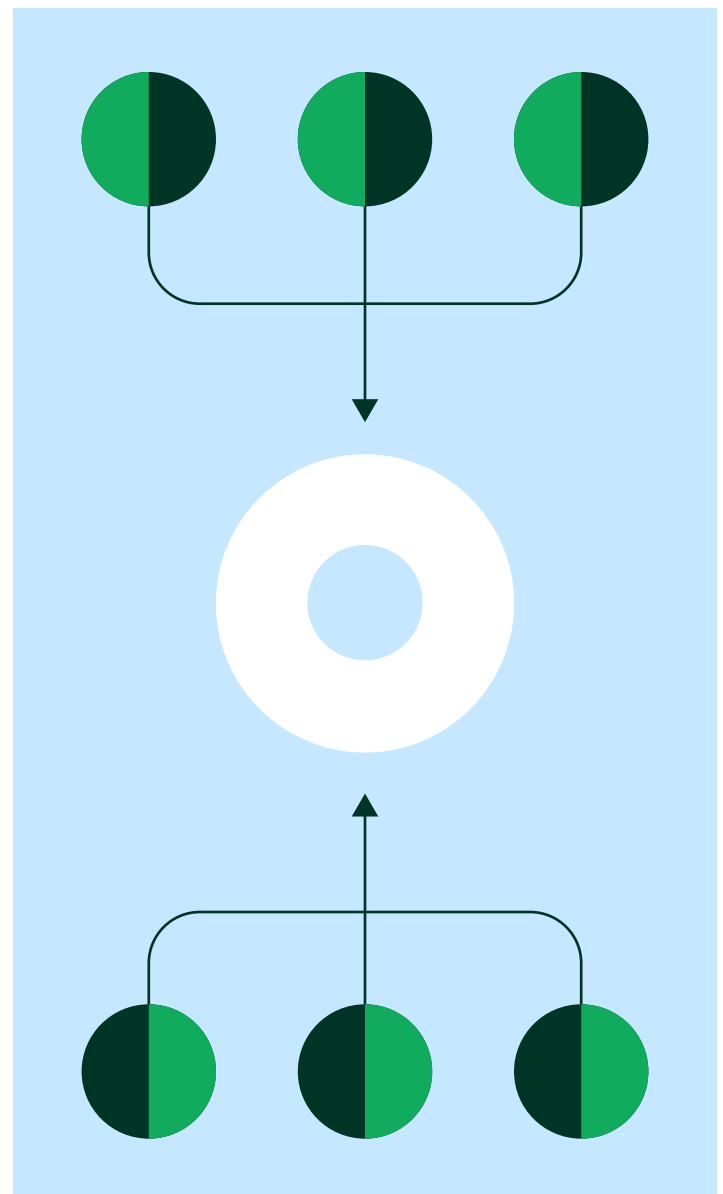
That interdependence creates a predictable failure mode: everyone contributes, yet no one owns the result. Work emerges through ad hoc requests, each function follows its own priorities, and visibility gaps remain open because responsibility ends at the handoff.

Appoint one accountable GEO leader

Your organization needs a clearly accountable leader or team for AI search performance across SEO, AEO, and GEO. The structure matters less than the mandate.

With support from the CMO, this owner sets the direction for the program and keeps contributors aligned when priorities, resources, or responsibilities compete. Their responsibility is to manage the system that moves work from a visibility signal to completed action.

By connecting your shared operating backlog to the broader marketing strategy, they keep resources focused on opportunities most likely to impact how your brand and products appear in AI search.



Define contribution without creating another silo

Function	Primary GEO Contribution	Operating Question
GEO owner	Strategy, priorities, performance, and orchestration	What matters most, and who acts next?
Content and SEO	Owned content, technical foundations, refreshes, and topic coverage	What should we create, improve, or retire?
Product marketing	Category language, positioning, comparisons, claims, and product truth	Is AI representing our products accurately?
PR and communications	External authority, expert commentary, earned coverage, and reputation	Which trusted sources shape the answer?
Brand and legal	Voice, evidence, approvals, disclaimers, and risk controls	What can agents do, and what requires review?
Marketing operations	Data, workflow design, integrations, routing, and reporting	How does work move through the system?

The goal is to coordinate contribution through the functions you already have. Your campaign plans should include AI visibility questions. Product launches should identify the prompts and comparisons the brand needs to influence.

Editorial calendars should include prioritized refreshes. PR plans should address the third-party sources shaping model responses.

JASPER IN PRACTICE

Give every contributor the same performance view.

GEO Hub tracks brand presence, citation rate, sentiment, and share of voice across AI engines. A shared view gives the GEO owner and participating teams one source of performance truth.

GEO Hub

Last

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CURRENT SNAPSHOT

Critical

Brand presence is at 0%, citation rate is at 2%, and sentiment remains negative. Creating and optimizing content across your key topic clusters to improve brand appearance in AI responses.

Brand presence

0% Critical

Citation rate

2% Critical

Brand sentiment

50% Positive

Content to optimize

176 high priority issues

View issues

214 medium priority issues

View issues

Content to create

8 High impact opportunities

THE GEO OPERATING PLAYBOOK

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Build a continuous operating cadence

A continuous rhythm keeps AI visibility aligned with the market.

Traditional search programs often rely on quarterly audits, campaign-based production, and long refresh cycles. AI search compresses that timeline. Answers change as models, sources, and retrieval systems change. Competitors gain citations by publishing fresher or more useful evidence. Even strong content can lose visibility when it remains static.

AI visibility requires a living refresh queue. Your team must continuously identify gaps, assess competitor movement, update priority pages, improve content structure, strengthen evidence, and decide which asset deserves attention next.

Replace periodic audits with a living queue

Create one prioritized backlog of the opportunities and risks affecting AI visibility. Give your teams enough context to understand what has changed, why it matters, and whether the right response is to refresh existing content, create something new, or strengthen authority elsewhere.

Freshness helps determine when an item deserves another look. As a practical guideline, priority pages that go more than 12 weeks

without a substantive refresh may warrant review. Base the decision to update on whether the asset still reflects current evidence, positioning, buyer questions, and competitive conditions.

Layer GEO into the rhythms marketing already runs

Weekly

- Decision: What changed, and which gaps require immediate action?
- Output: Updated backlog and assigned work

Monthly

- Decision: Which topics, products, and engines are gaining or losing visibility?
- Output: Cross-functional performance review

Quarterly

- Decision: Where should GEO change investment, campaigns, launches, or content strategy?
- Output: Rebalanced priorities and resources

Launch and campaign

- Decision: Which questions, comparisons, and sources will shape AI discovery?
- Output: GEO requirements inside the existing brief

Embed GEO into these moments to prevent a parallel calendar from forming. Use the same planning process that approves a campaign to define the AI questions the campaign must influence.

The same launch brief that captures audience and positioning should specify category language, comparison opportunities, evidence, and approved product claims.

JASPER IN PRACTICE

Move from a snapshot to an always-on workflow.

GEO Hub identifies where visibility is changing. GEO Agent turns those signals into recurring Originate, Optimize, and Outrank workflows. The team maintains oversight while the system keeps the queue moving between formal planning cycles.

Content to create

8 high impact opportunities identified.

Topic cluster	Impact	New pages	
> Multilingual Writing Assistance Existing Cluster	High impact	2	Create all in ▾
 Academic Research and Citation Support New Cluster	High impact	1	Create all in ▾
The Researcher's Guide to Academic Integrity and Citation Management 1 issue Create in ▾			
QuillBot heavily targets academic users with citation tools and research aids. Outwrite currently lacks content for students and researchers, leaving a significant gap in a high-intent demographic for writing assistants.			
Suggested Fix			
			
> Creative Writing and Narrative Craft New Cluster	High impact	1	Create all in ▾
> AI-Driven Information Synthesis New Cluster	High impact	1	Create all in ▾
> Digital Communication Etiquette New Cluster	High impact	1	Create all in ▾
> Advanced Manuscript and Structural Editing New Cluster	High impact	1	Create all in ▾

Connect insight to execution

The missing layer is a system that monitors, decides, acts, and measures.

Most GEO tools make the first step easier, but execution often slows as teams interpret the findings, align on priorities, prepare briefs, gather context, and move the work through review. By the time it publishes, the original opportunity may have changed.

A functioning GEO operating model closes that distance. Insight and execution share one loop, and every stage produces the input for the next.



Monitor

See where the brand wins, loses, or disappears.



Decide

Rank opportunities by impact, evidence, effort, and risk.



Act

Create, improve, and activate governed work.



Measure

Connect actions to movement and set the next priority.

Jasper IQ provides that shared context.

It helps the system evaluate which opportunities matter to the business and gives agents the approved brand, audience, company, and product intelligence they need to act accurately. That same context keeps execution and measurement connected to the priorities the organization has set.

Monitor the signals that change decisions

Track brand presence, citation rate, sentiment, share of voice, competitive displacement, and performance by topic and AI engine. The purpose is decision quality. Your team needs to distinguish material movement from noise and identify whether the problem is absence, weak authority, inaccurate representation, or a competitor taking control of the answer.

Turn signals into one shared backlog

Before adding a visibility gap to the backlog, determine why it matters and what action could improve it. Then weigh its potential impact against strategic importance, existing authority, competitive opportunity, effort, and urgency. This gives your leadership one prioritized backlog to approve instead of a collection of disconnected alerts.

Jasper's Decision Intelligence, for example, incorporates data from connected sources to strengthen its recommendations. Google Search Console adds query, page, click, impression, CTR, and ranking data, while Semrush contributes keyword, SERP, and competitive intelligence.

Jasper combines these external signals with AI visibility data, brand authority, and performance history to help your team distinguish a near-term opportunity from a longer-term authority-building project.

Route work through the marketing operation

Once you approve a GEO priority, give it a defined path through execution. Establish how the work moves from planning and creation through optimization, approval, and activation.

The workflow should clarify:

- Who completes each task
- What context they need
- Where human review occurs
- Which system receives the approved output

In Jasper, different capabilities support different stages of this workflow, helping teams move each GEO priority through the broader marketing operation.

Together, these capabilities turn GEO priorities into governed work that moves through the processes your teams already use. Each opportunity draws on the right context, reaches the right contributors and reviewers, and continues into the appropriate activation channels. This threads GEO into the way marketing executes across the organization.



GEO Agent

Executes Originate, Optimize, and Outrank workflows from GEO priorities.



Specialized agents

Handle focused jobs such as query planning, gap analysis, competitor audits, entity mapping, readiness scoring, and schema.



Canvas

Supports collaborative drafting, refinement, and human judgment.



Grid

Runs structured, high-volume workflows across pages, products, topics, audiences, and markets.



Jasper Studio

Codifies the organization's own GEO processes into reusable agents and workflows.



Integrations

Connect data and route approved work into the existing martech stack.

Govern every action

Scale depends on what agents know, what they can do, and where people retain control.

The volume of GEO work exceeds what most teams can sustain manually. There are too many questions, pages, products, markets, and AI engines to monitor through individual requests. Agents can provide the necessary throughput when they operate from shared context and clear boundaries.

Create one governed context layer

Start by giving every agent access to the same approved understanding of your brand, audiences, company, and products. Assign ownership for that information and establish how it will be reviewed and updated as the business changes. This creates a shared source of truth that can support GEO workflows across the marketing organization.

In the Jasper platform, Jasper IQ provides this governed context. Your team establishes its rules and source material once, and Jasper applies that intelligence across agents and workflows.

Jasper IQ component and what it governs



Brand IQ

Brand Voice, visual identity, Style Guide, terminology, and editorial standards.



Marketing IQ

Marketing expertise and best practices across channels, formats, and use cases.



Audiences

Who the work is for and which needs, language, and context matter.



Knowledge

Approved company information, source material, evidence, and expertise.



Product IQ

Product terminology, specifications, pricing, claims, value propositions, differentiators, imagery, and regulatory disclaimers.

Once agents are working from the same approved context, define what they can do with it. Set their autonomy according to the risk of each task and establish clear points for human review and approval.

Match autonomy to business risk

A governed context layer and risk-based approval model give agents room to carry work forward within clear limits. This allows the organization to scale GEO execution with confidence because every output is grounded in approved intelligence and routed to human review when the stakes require it.

This intentional balance allows your agents to sustain the operating cadence that GEO requires while keeping consequential decisions in human hands.



Agents can execute

Analyze results and identify gaps

Rank opportunities and build plans

Draft, refresh, and adapt content

Run repeatable workflows on a schedule

Prepare approved work for activation



Humans retain judgment

Set strategic goals and investment priorities

Validate sensitive facts and claims

Pressure-test competitive positioning

Review regulated or high-risk content

Approve public-facing outputs

Measure GEO as a business capability

Leadership needs evidence that the system is working.

Leadership needs a clear view of how GEO improves brand visibility and contributes to business performance. Reporting, then, should trace GEO activity through to its effect on the brand’s position in AI-mediated buying journeys.

Build a scorecard across three layers: visibility, operating performance, and business outcomes.

LAYER	MEASURES	LEADERSHIP QUESTION
Visibility and representation	Brand presence, citation rate, share of voice, sentiment, answer accuracy, competitive visibility, and engine-level performance	Are AI systems finding, trusting, and representing us correctly?
Operating Performance	Time from gap to action, refresh coverage, overdue priority assets, review cycles, workflow volume, and coverage by product or market	Can the marketing system respond at the speed and scale GEO requires?
Business outcomes	Qualified traffic, engagement, conversion, influenced pipeline, branded demand, and other attributable outcomes	Is stronger AI visibility contributing to commercial performance?

Connect every action to the next decision

Use the results of each action to decide what your team should do next. As visibility changes, update the backlog to keep the team focused on the most important opportunities.

In Jasper, GEO Hub and Decision Intelligence connect completed actions with changes in visibility and use those results to shape the next recommendations. This gives leadership a clear view of progress and where the team should focus next.

THE CMO VIEW

One trend line. One operating narrative.

The executive report should make AI visibility legible without reducing it to a vanity metric. Show the movement that matters, the work responsible for it, the risks that remain, and the next investment decision.

The four outcomes of an operational GEO model

1

Speed

Act while freshness and competitive opportunities remain open.

2

Scale

Cover more topics, products, audiences, markets, and AI engines.

3

Consistency

Keep every action grounded in approved brand and product truth.

4

Staying power

Keep improving so visibility compounds instead of decays.

Activate the model

Start with the operating system, then expand coverage as the loop proves itself.

Communicate GEO as an organization-wide operating priority from the start, then phase its activation. Align the teams involved around one shared process, connect the systems and context required to run it, and begin operating the loop across a defined set of priorities. Expand coverage as the workflow becomes established.

PHASE	LEADERSHIP DECISIONS	KEY QUESTIONS
Align	Confirm the accountable GEO leader or team and select the initial strategic topics and products. Define how contributing functions participate, who makes which decisions, and where approval is required.	Are AI systems finding, trusting, and representing us correctly?
Connect	Turn priorities into a shared backlog, connect relevant search and marketing data, and configure the first Content Pipeline. Establish agent responsibilities, human approval points, and the Jasper IQ context required for execution.	Can the marketing system respond at the speed and scale GEO requires?
Operate	Run the Monitor → Decide → Act → Measure loop repeatedly. Review changes in visibility alongside workflow speed, rework, and risk, then use those findings to determine where the model should expand next.	Is stronger AI visibility contributing to commercial performance?

Questions every CMO should be able to answer

Who is accountable for AI search performance across the full marketing organization?

Which topics, products, and buyer questions matter most to the business?

Where is the brand absent, losing authority, or being represented inaccurately?

How does a visibility signal become prioritized, governed work inside existing marketing operations?

Which tasks can agents execute autonomously, and which decisions require human approval?

Does every agent work from the same approved brand, audience, company, and product context?

Can leadership connect specific actions to changes in visibility and business performance?

FINAL PRINCIPLE

Build GEO into the way marketing works.

The teams that win AI search will create a governed system that always knows where the brand stands, what to do next, who should act, and whether the work made an impact. That is how GEO becomes a durable advantage rather than another initiative competing for attention.

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Make GEO part of how your marketing runs.

Jasper is the AI platform purpose-built for marketing. Jasper IQ provides the shared enterprise context and governance that powers its specialized agents and Content Pipelines, helping teams execute at scale while protecting brand and product integrity.

Jasper GEO Hub and Agent connect AI-search visibility intelligence to governed execution, helping teams monitor performance, prioritize the actions that matter, and ship content designed to earn trust and citations.

Request a demo →

