

Job Description: Generative Engine Optimization (GEO) Specialist

Location: Remote

Level: Mid-Senior

Department: Digital Strategy & AI Growth

Executive Summary

As a **GEO Specialist**, you will move beyond the "Blue Link" era of Search. Your mission is to ensure our brand and clients are the primary, cited sources for Large Language Models (LLMs) like GPT-5, Claude 4.5, and Gemini 3.5. You will optimize content not just for human readability, but for **Machine Interpretability**, ensuring our data is "Citable" and "Authoritative" in the age of Generative Search (SGE/Perplexity/SearchGPT).

Key Responsibilities

1. Model Visibility & Citation Strategy

- **Source Authority:** Implement technical schemas (JSON-LD, Microdata) that allow LLMs to easily verify facts and attribute citations to our domain.
- **Semantic Gap Analysis:** Identify where generative models are "hallucinating" or providing thin content regarding our industry and bridge that gap with high-veracity data.
- **LLM "Training" Influence:** Optimize public-facing datasets and documentation to improve the likelihood of inclusion in future model training sets or RAG (Retrieval-Augmented Generation) pipelines.

2. Technical GEO Implementation

- **Vector-Friendly Content:** Structure content to be highly "vectorizable," ensuring it ranks highly in semantic similarity searches.
- **LLM-Index Optimization:** Monitor and improve the "Citable" and "Solid" metrics (as tracked in our aiethos dashboard) for all core web assets.
- **Citation Confidence:** Maintain a high "Citation Confidence Score" by ensuring all technical foundations (metadata, headers, and provenance) are flawless.

3. Competitor Perception Monitoring

- **Model Sentiment Analysis:** Track how different model families (OpenAI, Anthropic, Google) perceive our brand versus competitors.
 - **Prompt Engineering for Audits:** Craft complex evaluation prompts to "stress test" how generative engines describe our services.
-

Required Skills & Qualifications

- **Deep SEO/GEO Knowledge:** 3+ years in SEO with a pivot to AI Search in the last 18 months. You understand the difference between *Keyword Density* and *Semantic Proximity*.
 - **RAG Architecture Familiarity:** You don't need to be a coder, but you must understand how Retrieval-Augmented Generation works to optimize for it.
 - **Analytical Rigor:** Proficiency with tools like **aiethos**, Perplexity, and standard LLM Playgrounds.
 - **Data Provenance:** Understanding of digital watermarking, C2PA standards, and the **IEEE 7001 Transparency** guidelines.
-

What Success Looks Like (KPIs)

- **Citation Frequency:** How often our URL appears in the "Sources" or "Citations" section of an LLM response.
 - **Share of Voice (Generative):** Our percentage of mentions in top-tier generative queries compared to competitors.
 - **Semantic Accuracy:** Reducing the delta between our "Truth" and the "Model's Perception" of our product.
-

Why Join Us?

We aren't just following the AI trend; we are auditing it. At **aiethos**, you'll be working with tools that define the "Citable Index" of the future. You'll have the autonomy to experiment with how models digest truth and influence the next generation of ethical search.