

AEO/GEO Fix Priority Worksheet

Prioritize the gap. Test one intervention. Carry the learning forward.

HOW TO USE: Use one worksheet per candidate intervention. The goal is not to score every AI-search gap mechanically. It is to decide whether a gap is commercially important enough to test, define what should change, and preserve what the result should teach the next decision.

PRIORITIZE THE FIX

1. COMMERCIAL CONTEXT

GTM goal

What commercial motion should improve?

ICP or buyer segment

Which buyer or account profile matters?

Journey stage

☐ Discovery ☐ Evaluation
☐ Purchase readiness

Buyer decision

What decision is the buyer trying to make?

2. DIAGNOSE THE GAP

Prompt or prompt cluster

Which buyer question exposes the issue?

Relevant answer engine(s)

Where does the gap appear?

Observed AEO/GEO gap

What is missing, inaccurate, unstable, or underrepresented?

Outcome type

☐ Visibility ☐ Citation ☐ Brand presence
☐ Candidacy ☐ Selection ☐ Accuracy

3. ESTABLISH PRIORITY

Commercial relevance

Does this affect a decision made by an ICP-fit buyer?

Evidence strength

Is the issue repeated across credible buyer or operator evidence?

Intervention quality

Can the evidence be improved accurately and credibly?

Effort and risk

What will the change require, and what could it disrupt?

Buyer or operator evidence

Where else does this issue appear—in deals, demos, support, product usage, or buyer research?

4. PRIORITY DECISION

☐ TEST NOW ☐ VALIDATE FIRST ☐ MONITOR ☐ DEPRIORITIZE

Decision rationale

Why does this gap deserve—or not deserve—resources now?

Do not turn these criteria into a universal weighted score. A factual error affecting an active evaluation can deserve priority over a quantitatively larger discovery-stage visibility gap.

TEST & LEARN

5. DEFINE THE TEST

Hypothesis

If we improve this evidence, what answer-engine outcome do we expect to change, for which buyer context?

Proposed evidence intervention

What one evidence element will change?

Expected answer-engine outcome

What observable result would support the hypothesis?

Downstream buyer signal

What buyer behavior or commercial signal should be observed separately?

Controls and repeat plan

What should remain constant, and how many comparable runs will be used?

6. RECORD THE LEARNING

Answer-engine result

What happened in the answer environment?

Downstream buyer observation

What happened in the buyer or commercial signal?

What did we learn?

Did the evidence support, weaken, or complicate the hypothesis?

NEXT DECISION

☐ CONTINUE ☐ STOP ☐ REVISE ☐ REPRIORITIZE

What changes next?

What should the team—or its AI systems—carry forward into the next decision?

Owner: _____ Intervention date: _____

THE VALUETEMPO LEARNING CHAIN

Buyer evidence → Hypothesis → Priority decision → Intervention → Answer-engine response → Buyer signal → Learning → Next decision

Use the chain to preserve not only what changed, but why it changed and what the result should change next.