

DELIVERABLES * DUAL-TRACK GEO RETAINER

GEO Retainer Deliverables Checklist

If you're hiring (or quoting) for a GEO retainer in 2026, these are the deliverables that should be in scope. Use as a contract appendix.

Foundation work (Months 1-2 - one-time)

1. Audit current pages for AI Overview citation eligibility (use ai-overview-citation-audit.pdf framework).
2. Schema.org graph rebuilt: Article+Author+Organization with sameAs to Wikidata, LinkedIn, Crunchbase.
3. llms.txt published at site root with prioritised link sections (use llms-txt-starter-kit.zip).
4. Brand-mention threshold audit: identify top 50 industry sites where a brand mention would be high-signal; build outreach list.
5. Tracking stack live: Otterly.AI / Peec.ai / AthenaHQ + monthly export pipeline into client dashboard.
6. Top-20 page rewrite for prose readability + schema markup of fact-bearing passages.

Monthly recurring

1. AI Overview citation audit across 50 priority queries (delivered as the ai-citation-audit-template.xlsx).
2. Brand-mention delta report: new mentions on cited domains, new domains citing for queries we want.
3. Content updates: 4 new prose-rewrite passages per month on existing high-traffic pages.
4. 1 new pillar piece per month (dual-purpose: classic SEO ranking + GEO citation).
5. Schema.org additions / corrections per month based on audit findings.
6. 1 strategic outreach push per month for brand mentions on identified high-signal domains.
7. Monday Report (or equivalent) - public-facing log of what shipped this month + measured impact.

Quarterly

1. Full re-audit of citation eligibility against the 7-factor framework.
2. Bifurcation map review: rebalance budget split between Classic SEO + GEO based on traffic + citation trend.
3. Competitive citation audit: which of our 5 nearest competitors are gaining/losing citations and why.
4. Schema spec watch: any new schema.org types that have emerged (recipe, software, etc).

Annual

1. Strategy reset: pillars to retire, new pillars to start (data-driven, not gut feel).
2. Tooling review: which trackers + writers + automation tools are still pulling weight.
3. Brand-mention saturation analysis: are we hitting diminishing returns on outreach?
4. Renewal pricing decision: what's the next-year scope based on what's working.