

Example Request for Proposal for Generative Engine Optimization (GEO) / Answer Engine Optimization (AEO) Services

Generative Engine Optimization (GEO) / Answer Engine Optimization (AEO) Services

Issued by: [Company Name] **Date issued:** [Date] **Proposals due:** [Date, time, time zone]
Primary contact: [Name, title, email]

Guidance: This template is meant to be filled in and trimmed to fit. Bracketed items are placeholders; italicized notes are instructions for you, the buyer, and should be deleted before circulating. Cut any section that doesn't apply — a tighter RFP gets sharper proposals.

1. Purpose of This RFP

[Company Name] is seeking a partner to improve our visibility, accuracy, and citation frequency across AI-driven search and answer surfaces — including generative engines (ChatGPT, Perplexity, Claude, Gemini, Microsoft Copilot) and answer engines (Google AI Overviews, featured answers, and voice/assistant results).

The purpose of this RFP is to identify a provider who can [choose: build our GEO/AEO strategy from scratch / audit and improve existing efforts / augment our internal SEO and content team] and demonstrate measurable business impact, not just visibility for its own sake.

2. Key Dates

Milestone	Date
RFP issued	[Date]
Questions due	[Date]
Answers circulated to all bidders	[Date]
Proposals due	[Date]
Shortlist / vendor presentations	[Date range]

Milestone	Date
Selection decision	[Date]
Target engagement start	[Date]

3. About Us

- **Company:** [Description, industry, size]
- **What we sell / who we serve:** [Products/services; ICP or target segments]
- **Primary business objectives for this engagement:** [e.g., LLM-referred pipeline, brand accuracy in AI answers, category ownership, defensive share-of-voice]
- **Geographies / languages in scope:** [List]
- **Internal team & ownership:** [Who owns this internally; is there an in-house SEO/content function this partner will work alongside?]

4. Current State

Guidance: The more honestly you describe your starting point, the more accurately vendors can scope. Vague inputs produce padded proposals.

- **Current All/organic visibility:** [What you know today — e.g., how often you're cited or mentioned in AI answers for priority queries, current organic performance]
- **Existing content assets:** [Volume, quality, topic coverage; blog, docs, comparison pages, etc.]
- **Current SEO status:** [Rankings, technical health, existing agency/vendor if any]
- **Martech / analytics stack:** [CMS, GA4, GSC, Bing Webmaster, any GEO tools like Profound or Semrush AIO, CRM/MAP such as HubSpot/Marketo, etc.]
- **Known constraints:** [Dev resource limits, brand/legal review, publishing cadence, budget range if disclosable]

5. Scope of Work

Guidance: Mark each item Required / Preferred / Out of scope. Not every engagement needs all of these.

Strategy & baseline

- GEO/AEO strategy and roadmap aligned to business objectives
- Baseline AI visibility audit across named engines: share of citation/mention, sentiment/accuracy of how we're represented, competitive benchmarking

- Prompt/query research mapped to buyer journey and buyer state (problem-aware, solution-aware, vendor-comparison, etc.), not just head keywords

On-site optimization

- Content structure, answerability, and schema/structured data
- Information architecture and internal linking for extractability
- Technical items affecting AI crawlability and rendering

Off-site / source strategy

- Strategy for the third-party sources AI models actually cite (industry publications, review sites, community platforms, Wikipedia, high-authority off-site content)
- *Guidance: Press vendors hard here. Models cite off-site sources heavily; an on-site-only plan is a red flag.*

Content

- Content strategy, prioritization, and (if in scope) production or optimization of existing pages
- Repurposing across formats where relevant (e.g., video/YouTube, which surfaces in AI answers)

Measurement & reporting

- Metrics, cadence, and dashboard(s) that unify fragmented data sources (GA4, GSC, Bing Webmaster, and GEO-specific tooling)
- Attribution approach connecting AI visibility to pipeline/revenue, or a clearly stated proxy where direct attribution isn't yet possible

Tooling & integration

- Recommendation on GEO measurement platform(s) if not already in place
- Integration with existing SEO, demand gen, and CRM/MAP workflows

6. Vendor Questionnaire

Guidance: This section separates practitioners from repositioned SEO shops. Weight the answers heavily.

Company & team

1. Company overview, years operating, and when you began delivering GEO/AEO specifically (as opposed to traditional SEO).
2. Who would actually staff our account? Include named roles, seniority, and GEO-specific experience — not just the pitch team.

Proof 3. Provide 2–3 case studies with real metrics: citation/visibility lift, AI-referred traffic or pipeline, time-to-impact. State the baseline, the timeframe, and what you attribute the change to. 4. Where you can't show direct revenue attribution, how do you demonstrate value instead?

Methodology 5. Walk us through your actual GEO/AEO methodology, step by step. What do you do in the first 30/60/90 days? 6. How do you decide which AI engines and which queries to prioritize for a company like ours? 7. What is your approach to off-site sources and citations, specifically? Give a concrete example of an off-site play you've run. 8. How do you keep up as models, ranking behavior, and citation patterns change month to month?

Measurement 9. Which platforms and metrics do you use to measure AI visibility, and why? What are their limitations? 10. How do you connect GEO/AEO work to business outcomes, and where does that attribution break down honestly?

Fit & IP 11. Do you bring proprietary research, tooling, or frameworks? What's yours vs. off-the-shelf? 12. How do you work alongside an in-house or third-party SEO/content team without duplicating or conflicting? 13. Who owns the strategy, content, data, and any tooling configuration if the engagement ends?

7. Commercial

- **Preferred engagement model:** [Retainer / fixed-scope project / time & materials]
- **Please provide:** pricing by phase or workstream, assumptions behind the pricing, minimum term, and what triggers additional cost.
- **Team allocation:** estimated hours or FTE by role.
- **Contract terms:** [Term length, notice period, IP/data ownership, confidentiality requirements].

8. Proposal Format & Submission

Please submit a proposal (max [X] pages, excluding case studies) covering:

1. Executive summary and understanding of our objectives
2. Proposed approach and scope response (Section 5)
3. Questionnaire responses (Section 6)
4. Team and staffing
5. Timeline and milestones
6. Commercials (Section 7)

7. References: [X] clients we may contact

Submit to [contact] by [date/time/time zone] in [format]. Questions to [contact] by [date].

9. Evaluation Criteria

Guidance: Adjust weights to your priorities. Share them or keep them internal.

Criterion	Weight
Demonstrated GEO/AEO methodology and depth	[25%]
Proof / results in comparable contexts	[25%]
Measurement and attribution rigor	[15%]
Team quality and staffing	[15%]
Fit with our stack and internal team	[10%]
Commercial value	[10%]

10. Terms & Conditions

- This RFP does not commit [Company Name] to award a contract or reimburse proposal costs.
 - [Company Name] reserves the right to reject any or all proposals, request clarification, or negotiate terms.
 - All materials submitted are treated as [confidential / per NDA at Appendix X].
 - [Add procurement, legal, or compliance language as required.]
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Appendices (optional): NDA, current-state data exports, brand guidelines, priority query list, target competitor set.