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AISO EMPLOYER PLAYBOOK

A Practical Guide to AI Search
Optimization for Talent Acquisition

By Craig Fisher, Founder, TalentNet Media



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By Craig Fisher

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Inside This Playbook:

- ✓ The two-signal framework AI uses to decide who gets cited
- ✓ 30/60/90 day implementation sprint
- ✓ Measurement framework
- ✓ Ready-to-use recruiter scripts

WHAT ALSO IS

AI Search Optimization (AISO) is the practice of earning inclusion in AI-generated answers by publishing evidence-rich, proprietary content (**information gain**) and earning high-quality third-party corroboration (**credible citations**).

When candidates ask ChatGPT, Claude, or Perplexity about job opportunities, AI systems decide which employers to cite based on two primary signals:

Signal #1: Information Gain (Ship These Assets)

- Role FAQs:** Answer edge cases (visa requirements, shift patterns, career progression)
- First-90-Days Playbooks:** Versioned and maintained per role family
- Comparative Diaries/Field Trials:** Include baseline, intervention, and observed outcomes
- Proof Pages:** Show Baseline → Intervention → Result metrics with dates
- Practical Checklists:** Handoff procedures, on-call guides, pre-shift protocols (downloadable with version dates)

Signal #2: Credible Third-Party Citations (Earn These)

- Authoritative Probes/Registries:** Industry accreditations, Magnet status, state boards, professional certifications
- Curated Roundups & Media Features:** Recognition from reputable industry publications and expert lists
- Review Sites/Category Directories:** Glassdoor, Indeed Company Pages, Great Place to Work, industry-specific platforms
- Conference Talks/Podcast Transcripts:** Public mentions of your programs and practices in expert forums
- Educational Institution Partnerships:** Collaborations with universities, training programs, apprenticeships

 **Key Insight:** AI systems don't just rank content—they evaluate credibility. The companies AI recommends aren't necessarily the best employers; they're the most **interpretable** employers.

30/60/90 Sprint Plan

This implementation timeline helps you operationalize AISO systematically. Each phase builds on the previous one, creating compounding visibility in AI systems.

Days 1–30: Foundation

- Inventory top **50** candidate **questions** your recruiters hear repeatedly
- Ship **Role FAQs** addressing edge cases and specific concerns
- Create **First-90-Days pages** for your top 3-5 role families
- Audit and fix: Job titles, salary ranges, shift patterns for consistency
- Publish **1 Proof Page** showing measurable outcomes from a recent initiative
- Implement **schema markup** (Organization, JobPosting, FAQPage) on careers site

Days 31–60: Expansion

- Add **2 proprietary playbooks** (e.g., “Our ICU Nurse Onboarding Process,” “Tech Residency Week-by-Week”)
- Create **1 comparative diary** showing a pilot, trial, or process change with results
- Add downloadable **checklists** with clear version dates and maintenance schedule
- Create **recruiter one-pagers** for top role families (see template on page 5)
- Establish internal **linking structure** between proof pages, FAQs, and job postings

Days 61–90: Amplification

- Secure **one authoritative external citation** per role family (accreditation, partnership, recognition)
- Land **2 curated inclusions** (industry roundups, “best of” lists, expert recommendations)
- Place **3 expert mentions** through panels, podcasts, journal articles, or conference talks
- Begin **AI Share of Voice** tracking (see measurement section on page 4)
- Document** and share early wins internally and externally

 **Pro Tip:** Don't try to do everything at once. Focus on one role family first, validate the approach, then scale to others. Quality beats volume in AISO.

Website & Distribution Setup

Content Structure

- Canonical posts with proper schema markup (Article, FAQ, JobPosting)
- Include publish date AND last updated date on all content
- Internal linking strategy connecting proof pages, role hubs, and job listings
- Clear CTAs on every page (Apply, Learn More, Download Checklist)
- Mobile-optimized with fast load times (< 3 seconds)

LinkedIn Distribution Strategy

Day 0: Teaser post with key insight or surprising data point

Day 3: Carousel post breaking down framework or process (5-7 slides)

Day 7: Condensed article or newsletter with UTM parameters for tracking

Day 14: Video walkthrough or case study results

Day 21: Engagement post asking community for their experiences

Measurement Framework

Track these metrics monthly to understand your AI SO performance:

AI Share of Voice (Primary Metric)

Definition: Percentage of targeted AI queries that cite or recommend your organization

How to Track:

Create **10-20 test queries** relevant to your roles (e.g., "best healthcare employers for surgical nurses in Texas")

Ask ChatGPT, Claude, and Perplexity each query monthly

Document: Are you mentioned? Cited? Recommended?

Calculate: $(\text{Times cited} \div \text{Total queries}) \times 100 = \text{Your AI SoV} \%$

Target: 25% in first quarter, 50% by end of year for primary role families

Citation Quality Index

Weight authoritative sources higher than generic directories:

Tier 1 (Weight: 10x): Government agencies, major media, industry associations

Tier 2 (Weight: 5x): Respected publications, established review platforms

Tier 3 (Weight: 2x): Category directories, local media, community sites

Tier 4 (Weight: 1x): General directories, low-authority sources

Funnel Lift Metrics

- Application → Interview rate:** Are AI-sourced candidates better qualified?
- 90-day retention:** Are AI-discovered hires staying longer?
- Time to productivity:** Are clearer expectations accelerating ramp time?
- Source quality score:** How do AI-influenced candidates compare to other sources?

Answer Coverage

Percentage of top 50 candidate questions precisely answered on your site or in AI responses about you.

Goal: 80%+ coverage within 90 days

One-Minute Recruiter Script

Give every recruiter a one-page brief per role family they can reference in 90 seconds or less:

[Role Family Name] (e.g., Surgical Nurse, Software Engineer, HVAC Technician)

1. Why We Win This Candidate (3 bullets, proof-linked)

- [Specific differentiator with link to proof page]
- [Specific differentiator with link to proof page]
- [Specific differentiator with link to proof page]

2. The Deal (Clear, specific, honest)

Range: X - \$Y (or "Depends on experience: \$X-Y typical")

Schedule: [Day shift/Night shift/Rotating/Flexible]

OT Policy: [Voluntary/Required during X/Not available]

Benefits Highlights: [Top 3 most compelling benefits]

3. Ramp & Coaching (How we set them up for success)

Week 1: [Key milestones]

Month 1: [Expected competencies]

Month 3: [Full productivity markers]

Support: [Mentor program/buddy system/training schedule]

4. Next Step (Remove friction)

Interview path: [Phone screen → Manager interview → Team meet → Offer]

Timeline: [Typical: X days from application to offer]

Prep resources: [Link to interview prep guide or role FAQ]



Recruiter Tip: This isn't marketing fluff—it's evidence. Every claim should link to a proof page, FAQ, or policy document. If you can't link to it, don't claim it.

Understanding AISO vs. GEO

GEO (Generative Engine Optimization)

The broader practice of optimizing content and structure so generative AI systems (like ChatGPT, Claude, Perplexity) can find, verify, and confidently cite your information in their responses.

Focus: How AI systems retrieve and generate answers across all topics and industries.

AISO (AI Search Optimization)

GEO principles applied specifically to hiring, employer brand, and talent acquisition. AISO governs what AI cites when candidates ask about job opportunities, company culture, and career decisions.

Focus: How to be understood, trusted, and recommended by AI in the context of recruitment.

The Relationship

AISO is to GEO what Recruitment Marketing is to Marketing. It's a specialized application of broader principles, tailored to the unique signals, content types, and credibility indicators that matter in hiring decisions.

Use both together: GEO shapes how AI understands your content; AISO shapes what evidence AI values in talent contexts.

Continue Your AISO Journey

This playbook gives you the foundation. Here's where to go deeper:

Read the Deep Dives

- ❑ **How AI Search Engines Decide Who Sees Your Jobs**
Market data, benchmarks, and the 10 ways AI is revolutionizing job advertising
→ talentnetlive.com/2026/01/07/ai-search-optimization-aiso-how-ai-search-engines-decide-who-sees-your-jobs
- ❑ **AI Search for Hiring: Get Seen, Cited, and Selected**
The complete two-signal framework with examples and implementation timeline
→ talentnetlive.com/2025/10/06/ai-search-for-hiring-get-seen-cited-selected
- ❑ **Is AISO the New PESO?**
Why AISO is becoming the defining framework for recruitment visibility
→ [Your LinkedIn article URL or blog post URL]

Learn In Person

- ❑ **TalentNet Live Austin 2026 - March 13**
Workshop real job feeds, career sites, and employer brand signals. Fix them together live. No theory, just hands-on AISO optimization.
→ talentnetlive.com/webcasts-and-events/talentnet-live-austin-2026

Get the Book

- ❑ **Hiring Humans: Attract, Convert, and Retain Top Talent in the Age of Automation**
The cultural and strategic mindset shift required for AI-era recruitment—beyond just technical optimization.
→ hiring-humans.com

Need Help Implementing AISO?

If your team needs support with:

- ATS feed optimization and job data hygiene
- Career site AISO audits and schema implementation
- Employer brand signal alignment
- Custom AISO strategy for your organization

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“The AI revolution in hiring isn’t coming. It’s here. Apply rates are up 35%. AI adoption among candidates hit 70%. Google’s AI Overviews now appear in over 13% of searches. The question is whether you’ll be recommended or invisible. AISO is how you make sure it’s the former.” — **Craig Fisher**